SEPTEMBER 1, 1975
Volume 57 Number 9

SRDS

spot radio rates and data

Station Listings

Regional Networks

State, County, City and Metro Area Market Data

State Media/Market Maps

A monthly publication of
Standard Rate & Data Service, Inc.

180

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"basic information"

kept up to date month after month.

"factual information"

. . . not just puffs.

what

YOU'VE ASKED

FOR IN BUYING

TOOLS FOR

MEDIA SELECTION

Service-Ads Provide You With The Meaty Data That Add Up To Reasons Why-To-Buy For Every Medium On Your Schedule

Market information, circulation breakdowns, analysis of editorial policy and content, advertising revenue comparisons, success stories . . . these and many other types of complete, USEFUL information go into Service-Ads in SRDS. These types of data are included because you, the people who "have a say" in media-selection decisions, have asked for them.

SRDS Service-Ads give you the qualitative information about media that amplifies and rounds out the quantitative material found in SRDS listings. Use this information—information that is provided by media managers for *your* use in *your* job of media comparison and selection.

Help yourself to this information . . . it will help you!

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STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

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

1974

	M	T	W	T	F	Sa	Su	GUIDE NO'S.
	31	1	2	3	4	5	6	1
	7	8	9	10	11	12	13	2
JAN.	14	15	16	17	18	19	20	3
	21	22	23	24	25	26	27	4
	28	29	30	31	1	2	3	5
	4	5	6	7	8	9	10	6
FEB.	11	12	13	14	15	16	17	7
	18	19	20	21	22	23	24	8
	25	26	27	28	1	2	3	9
	4	5	6	7	8	9	10	10
MAR.	11	12	13	14	15	16	17	11
	18	19	20	21	22	23	24	12
	25	26	27	28	29	30	31	13
	1	2	3	4	5	6	7	14
APR.	8	9	10	11	12	13	14	15
	15	16	17	18	19	20	21	16
	22	23	24	25	26	27	28	17
	29	30	1	2	3	4	5	18
	6	7	8	9	10	11	12	19
MAY	13	14	15	16	17	18	19	20
	20	21	22	23	24	25	26	21
	27	28	29	30	31	1	2	22
	3	4	5	6	7	8	9	23
JUNE	10	11	12	13	14	15	16	24
	17	18	19	20	21	22	23	25
	24	25	26	27	28	29	30	26
	1	2	3	4	5	6	7	27
	8	9	10	11	12	13	14	28
JULY	15	16	17	18	19	20	21	29
	22	23	24	25	26	27	28	30
	29	30	31	1	2	3	4	31
	5	6	7	8	9	10	11	32
AUG.	12	13	14	15	16	17	18	33
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	26	27	28	29	30	31	1	35
	2	3	4	5	6	7	8	36
SEPT.	9	10	11	12	13	14	15	37
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	28	29	30	31	1	2	3	44
	4	5	6	7	8	9	10	45
NOV.	11	12	13	14	15	16	17	46
	18	19	20	21	22	23	24	47
	25	26	27	28	29	30	1	48
	2	3	4	5	6	7	8	49
DEC.	9	10	11	12	13	14	15	50
	16	17	18	19	20	21	22	51
	23	24	25	26	27	28	29	52
	30	31	1	2	3	4	5	53
	M	T	W	T	F	Sa	Su	GUIDE NO'S.

1975

M	T	W	T	F	Sa	Su	GUIDE NO'S.
30	31	1	2	3	4	5	1
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13	14	15	16	17	18	19	3
20	21	22	23	24	25	26	4
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27	28	29	30	31	1	2	44
3	4	5	6	7	8	9	45
10	11	12	13	14	15	16	46
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24	25	26	27	28	29	30	48
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8	9	10	11	12	13	14	50
15	16	17	18	19	20	21	51
22	23	24	25	26	27	28	52
29	30	31	1	2	3	4	53
M	T	W	T	F	Sa	Su	GUIDE NO'S.

1976

M	T	W	T	F	Sa	Su	GUIDE NO'S.
29	30	31	1	2	3	4	1
5	6	7	8	9	10	11	2
12	13	14	15	16	17	18	3
19	20	21	22	23	24	25	4
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19	20	21	22	23	24	25	17
26	27	28	29	30	1	2	18
3	4	5	6	7	8	9	19
10	11	12	13	14	15	16	20
17	18	19	20	21	22	23	21
24	25	26	27	28	29	30	22
31	1	2	3	4	5	6	23
7	8	9	10	11	12	13	24
14	15	16	17	18	19	20	25
21	22	23	24	25	26	27	26
28	29	30	1	2	3	4	27
5	6	7	8	9	10	11	28
12	13	14	15	16	17	18	29
19	20	21	22	23	24	25	30
26	27	28	29	30	31	1	31
2	3	4	5	6	7	8	32
9	10	11	12	13	14	15	33
16	17	18	19	20	21	22	34
23	24	25	26	27	28	29	35
30	31	1	2	3	4	5	36
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20	21	22	23	24	25	26	39
27	28	29	30	1	2	3	40
4	5	6	7	8	9	10	41
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22	23	24	25	26	27	28	48
29	30	1	2	3	4	5	49
6	7	8	9	10	11	12	50
13	14	15	16	17	18	19	51
20	21	22	23	24	25	26	52
27	28	29	30	31	1	2	53
M	T	W	T	F	Sa	Su	GUIDE NO'S.

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A STRONG STATEMENT YES, IT IS...

AND WE HAVE THE FACTS & FIGURES TO PROVE IT!

SO FOLLOW THIS SIMPLE FORMULA FOR SUCCESS IN BUYING THE DETROIT MARKET

1. TURN TO OUR AD IN DETROIT SECTION
2. LOOK AT OUR FACTS & FIGURES
3. TURN BACK TO THIS AD
4. LOOK TO YOUR LEFT & PENCIL IN THE DATES ON WHICH YOU'RE GOING TO BUY WJLB RADIO

"NOW... WASN'T THAT SIMPLE"

WJLB RADIO 14

A NATION OF COMMUNICATION

Call Alan Torbet Associates today.
1-212-986-2201

September 1, 1975
volume 57 number 9

spot radio rates and data

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member ABC MPA ABP

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Advertising Sales Division
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935-7588
Bruce Moss.....935-7596
Drew Snider.....935-7593

Midwestern Sales Offices
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Phone 312-583-1333
Phone 312-966-8500 TWX 910-223-0806
Skokie Manager.....Leonard J. Kudlata

District Managers
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James D. Michels James Spencer
Dwyer Roche

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Western Advertising Mgr.....Joseph S. Fitch

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Spot Radio Rates and Data

is mailed on or about the **27th** of the month preceding the date of issue . . . in time to reach you at or near the **1st** of each month!

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

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Change Bulletin ..... **Center Break**

Contains new listings and/or media change information received too late for inclusion in listing pages.

Membership insignia appearing with listings:

NAB —National Association of Broadcasters, 1771 N St., N. W., Washington, D. C. 20036. Phone 202-293-3500.

NAFMB —National Association of FM Broadcasters, Suite 1450, 500 Fifth Ave., New York, N. Y. 10036. Phone 212-755-9330.

RAB —Radio Advertising Bureau, Inc., 555 Madison Ave., New York, N. Y. 10022. Phone 212-688-4020.

SRA—Station Representatives Association, 230 Park Ave., New York, N. Y. 10017. Phone 212-689-6084.

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

ABC-FM Spot Sales, Inc.

Media Code 4 000 0035 2.00
New York 10019—1330 Avenue of the Americas
Martin H. Percival, Stanley Cohen, Blaise Leonardi
Phone 212-581-7777
Chicago 60601—360 N. Michigan Ave.
James F. Smith
Phone 312-373-3267
Los Angeles 90016—3321 S. LaCienega Blvd.
Edward Lubin
Phones 213-663-3311, ext. 361 & 362
Detroit 48075—20777 W. Ten Mile Rd.
Jeanne Arnold
Phone 313 353-8283
Atlanta 30308—600 W. Peachtree St., N.W.
Ellyn F. Ambrose
Phone 404-892-1710.
San Francisco 94109—1177 Polk St.
Gloria DeMaria
Phone 415-673-7100

ABELS, REO
Media Code 4 000 0075 8.00
Lincoln, Neb. 68501—Box 80209
Phone 402-432-6606

ADventures, Inc.
Media Code 4 000 0087 3.00
Joplin, Mo. 64801—806 E. 32nd St.
Jacquie Seroy
Phone 417-623-3511

ADVERTISING REPRESENTATIVES, INC.
Media Code 4 000 0100 4.00
Miami 33101—Box 3191.
J. Van Dolen
Phone 305-361-2122

ADVERTISING SALES WEST
Media Code 4 000 0150 8.00
San Francisco 94104—681 Market St. St.
Don Pontius
Phone 415-362-7159
Beverly Hills 90211—111 N. La Cienega Blvd.
Jim Walsh
Phone 213-653-6055
New York 10019—645 5th Ave.
Henry Cohen
Phone 212-759-6020
Chicago 60645—3322 W. Peterson Ave.
Hooper Jones
Phone 312-478-5544
Atlanta 30309—Box 7201, 131 8th St.
Phone 404-875-8051
Dallas 75230—12037 Arbargee Circle
Erle Racey, Dean Cowart
Phone 214-239-2105
Detroit 48226—2140 Book Bldg.
Max Goldfarb
Phone 313-963-6919

ALASKA RADIO-TV SALES
Media Code 4 000 0200 2.00
Seattle 98101—715 Securities Bldg.
Phone 206-624-6338

ALL-CANADA RADIO-TELEVISION LTD.
Media Code 4 000 0225 9.00
New York 10020—1271 Avenue of the Americas
Bill Mitchell, Alex Findlay
Phone 212-246-1425
Chicago 60601—209 N. Michigan Ave.
Rick Kapnick
Phone 312-263-6491
Detroit 48076—26011 Evergreen Road, Southfield
Ron Hammer
Phone 313-355-0840
Hollywood 90028—6922 Hollywood Blvd.
Hugh Wallace
Phone 213-462-8641

ARECIBO ADVERTISING AGENCY
Media Code 4 000 0242 4.00
Arecibo, P. R. 00612—Box 1652
Carmelo Santiago
Phone 878-1458
Atlanta Spot Sales, Inc.
Nick Imbornone

ATLANTA SPOT SALES, INC.
Media Code 4 000 0246 5.00
Atlanta 30309—1819 Peachtree Rd., N.E.
Thomas R. Blose, Edith Lassater
Phone 404-352-3868

AVCO RADIO SALES

NAB RAB
Media Code 4 000 0250 7.00
New York—10017—380 Madison Ave.
H. Peter Lasker, Jerry Glynn, Justin Paltrow
Phone 212-697-4747
TWX 710-581-2271
Atlanta 30309—1819 Peachtree Rd., N.E.
Toni Heifmann
Phone 404-351-8710
TWX 810-751-8635
Chicago 60611—500 N. Michigan Ave.
Bob Lurito
Phone 312-644-1400
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Morton Lowenstein
Phone 215-329-6100

PIANO, VIC, ASSOCIATES, INC.
Media Code 4 000 6950 6.00
New York 10022—211 E. 53rd St.
Vic Piano, Claude Piano, Victor Piano, Bob Miller
Phone 212 759-1044
Detroit 48226—2140 Book Bldg.
Max Goldfarb
Phone 313-963-6919
Boston 02116—100 Boylston St.
New England Spot Sales, Inc.
George Bingham
Phone 617-482-4370
Los Angeles 90028—6381 Hollywood Blvd.
Tracy Moore & Assoc.
Jerry Moore
Phone 213-462-2351

PICKENS, OON R., CO.
Media Code 4 000 7000 6.00
Orinda, Calif. 94563—Box 516
Phones 415-986-0621, 254-3291
Beverly Hills—111 N. La Cienega
Charles P. Dwyer
Phone 213-652-1441

POTTER, JOHN ANDY, CO.
Media Code 4 000 7030 8.00
Los Angeles 90010—3600 Wilshire Blvd.,
Andy Potter
Phone 213-388-3407
San Francisco 94111—465 California St.
Andy Potter
Phone 415-398-5710
New York 10017—501 Fifth Ave.
Joe Cannon
Phone 212-972-0982
Chicago 60606—20 N. Wacker Dr.
Robert Walton, Frank Mangan
Phone 312-236-8887
Detroit 48226—506 Park Ave. Bldg.
Tom Corlett
Phone 313-961-3822
Houston 77035—10631 Dunlap St.
Nancy Otto
Phone 713-729-6354

POWERS, TIM
Media Code 4 000 7052 6.00
Lincoln, Neb. 68505—1726 N. 57th St.
Phone 402-466-7422

PRO / Meeker Radio

(formerly PRO Time Sales, Inc.)
NAB
Media Code 4 000 7063 7.00
New York 10017—441 Lexington Ave.
Sam Brownstein, Fin Hollinger, Susan Kasprzak, Ed Fisher
Phone 212-687-3380
Philadelphia 19107—1015 Chestnut St.
Richard Harvey
Phone 215-922-4387
Atlanta 30326—3384 Peachtree Rd., N.E.
Mary O'Shields
Phone 404-266-2133
Raleigh 27609—Box 18006
Penn Watson
Phone 919-782-0896
Memphis 38104—2158 Union Ave.
Marilyn Watson, Jack Riley
Phone 901-272-7503
Chicago 60601—333 N. Michigan Ave.
Tom Hayes, John Nankervis
Phone 312-368-1644
Detroit
Emil Lach
Phone Enterprise 6985
Kansas City, Mo. 64105—1012 Baltimore Bldg.
Eugene F. Gray
Phone 816-471-5502
Dallas 75219—3141 Hood
Jim Cathey, Louis Cain
Phone 214-526-6410
Denver 80206—3229 E. Second Ave.
John McGuire, Del Greenwood
Phone 303-321-2354
Los Angeles 90028—6777 Hollywood Blvd.
Bill Warren
Phone 213-463-3201
San Francisco 94104—465 California St.
Dave Murphy
Phone 415-956-5972
Seattle 98101—614 Lloyd Bldg.
Dean Seaton
Phone 206-622-7343

PROMOTORES ASOCIADOS, INC.
Media Code 4 000 7075 1.00
Santurce, P. R. 00910—Box 8711,
Calle Bolivar No. 602
Jorge Fusaro, Raphael Fusaro
Phone 809-725-0070
Cable PAINC

PRO TIME SALES, INC.
(See PRO/Meeker Radio)

QUALITY BROADCASTING SYSTEM
Media Code 4 000 7125 4.00
San Juan 00906—Box 9986, Santurce, P. R., 00908
Alfredo R. de Arellano, Jr., Alfred D. Herger, Wilson Laracuente
Phones 809-725-3542, 725-4565

R & R REPRESENTATIVES, INC.
Media Code 4 000 7200 5.00
Tulsa 74101—Box 1384
Beverley Butler
Phone 918-587-1491

RACEY, ERLE, & ASSOCIATES
Media Code 4 000 7210 4.00
Dallas 75230—12637 Arbargee Circle
Erle Racey
Phone 214-239-2105

RADIO ADVERTISING REPRESENTATIVES, INC.
RAB
Media Code 4 000 7250 9.00
New York 10016—90 Park Ave.
Michael Faherty, Tony Hirsh, James A. Aberle
Phone 212-692-3227
Chicago 60611—625 N. Michigan Ave.
Alan Schlossberg
Phone 312-454-5990
Detroit—25900 Greenfield Rd.,
Oak Park, Mich. 48237
Eric Sternberg
Phone 313-968-2030
Los Angeles 90028—6290 Sunset Blvd.
Jack Kabateck
Phone 213-469-2923
San Francisco 94104—44 Montgomery St.
Ed Gardner
Phone 415-434-2866
Atlanta—Toll Free Exchange: WX 2900

RADIO AND TELEVISION SALES, INC.
Media Code 4 000 7225 2.00
Toronto—66 Isabella St.
Larry Arnott, Ted Brock, Bill Wallace
Andy McDermott
Phone 416-924-4477
TWX 610-491-4205
Telex 02-21129
Montreal—1507 Le Cartier, Peel & Sherbrooke St.
Paul McDermott
Phone 514-849-1131
TWX 610-421-3388

RADIO REPRESENTATIVES, INC.
RAB
Media Code 4 000 7242 7.00
Palos Verdes, Calif. 90274—Box 2352
Norwood J. Patterson
Phone 213-541-7379

RADIO-TELEVISION REPRESENTATIVES LTD.
Media Code 4 000 7300 3.00
Vancouver 2, B. C.—1131 Richards St.
Frank Jobes
Phone 685-0288
TLX: 04-51253

RADIO TIME SALES/INTERNATIONAL
Media Code 4 000 7350 8.00
New York 10016—22 E. 40th St.
Henry E Franklin, Sandy Krauss
Phone 212-889-1200
Chicago 60606—20 N. Wacker Dr.
Bob Walton, William Wagoner
Phone 312-236-8887
Hollywood 90028—6777 Hollywood Blvd.
Bill Warren
Phone 213-463-3201
San Francisco 94133—559 Pacific Ave.
Sam Posner
Phone 415-391-1984
Detroit 48226—506 Park Ave. Bldg.
Tom Corlett
Phone 313-961-3822
Seattle 98101—1007 Lloyd Bldg.
Dean Seaton
Phone 206-624-2344
Tulsa 74101—Box 1384
Beverley Butler
Phone 918-587-1491
Dallas 75219—3626 N. Hall
Jack Riley
Phone 214-521-1240
Memphis 38104—2158 Union Ave.
Marilyn Watson
Phone 901-272-7503
Honolulu 96809—Box 456, 744 Moana Blvd.
George Mansfield
Phone 808-524-0718

RADIO WEST
Media Code 4 000 7425 8.00
San Francisco 94131—199 Crestmont Dr.
David Sandeberg, Ward Glenn
Phone 415-731-3620
Seattle 98101—Tower Bldg.
Hugh Feltis
Phone 206-623-1868
Los Angeles—Box 703, 21243 Ventura Blvd., Woodland Hills, Calif. 91364.
Phone 213-346-9621

REGIONAL REPS CORP
RAB
Media Code 4 000 7500 8.00
St. Petersburg 33707—5340 Central Ave.
Leonard F. Auerbach
Phone 813-347-9708
Ohio Stations Representatives Division (Northern Ohio, Upstate New York)
Indiana Division (Northern Indiana)
Cleveland 44115—1220 Huron Road
Norm Kocab
Phone 216-781-0035
Ohio Stations Representatives Division (Southern Ohio)
Indiana Division (Southern Indiana)
Kentucky Division
Cincinnati 45205—Box 5010
Don O. Hays, Sally J. Sjordal
Phone 513-922-1626

RILEY REPRESENTATIVES
Media Code 4 000 7550 1.00
Dallas 75219—3626 N. Hall
Jack Riley, Julie Bartholomew
Phone 214-521-1240
Memphis 38104—2158 Union Ave. Bldg.
Marilyn Watson
Phone 901-272-7503
Atlanta 30309—1819 Peachtree Rd., N.E.
Nick Imbornone, Brenda Hunter
Phone 404-351-9288

RKO RADIO REPRESENTATIVES INC.
Media Code 4 000 7700 4.00
New York 10018—1440 Broadway
Kathryn Lenard, Peter J. Cleary
Ed Doherty, Jack Duffy
Phone 212-764-6800
Chicago 60601—111 E. Wacker Dr.
John Hokin, Jim Barker
Phone 312-527-5300
San Francisco 94104—425 Bush St.
Ernie Kovacs
Phone 415-393-3878
Los Angeles 90028—6255 Sunset Blvd.
Richard L. Radziak
Phone 213-461-5591
Detroit (Southfield) 48075 — 17117 W. Nine Mile Rd.
Jim Forrer
Phone 313-557-4480
Philadelphia 19103—1617 John F. Kennedy Blvd.
Tom McKinley
Phone 215-563-3580
Atlanta 30309—1800 Peachtree Rd., N.W.
Ed Keane
Phone 404-351-0773

ROLLINS BROADCASTING
Media Code 4 000 7750 9.00
Atlanta 30301—Box 647
Paul H. Downs
Phone 404-875-3511
Chicago 60601—75 E. Wacker Dr.
Bill Oldham
Phone 312-726-6842
Los Angeles 90026—1700 Alvarado St.
Art Astor
Phone 213-665-1105

ROSLIN, MARV, INC.
Media Code 4 000 7775 6.00
New York 10022—3 E. 54th St.
Marvin Roslin, Elizabeth Hainstock
Phone 212-486-0720
Chicago 60606—20 N. Wacker Dr.
Robert Walton, Frank Mangan
Phone 312-236-8887
Detroit 48226—2350 Guardian Bldg.
CKLW-TV
Jim Neil, Dean Murdock
Phone 313-961-7200

ROUNSAVILLE STATIONS
Media Code 4 000 7800 2.00
Atlanta 30305—3220 Peachtree Rd., N.E.
Ralph B. Johnson
Phone 404-261-3000

RTV MANAGEMENT, INC.
Media Code 4 000 7825 9.00
New York 10036—152 W. 42nd St.
Jacob Ringle
Phone 212-421-0680
Tucson 85704—5707 Lady Ln.
William E. Minette
Phone 602-888-0747

RUST CRAFT STATIONS
Media Code 4 000 7850 7.00
New York 10019—630 5th Ave.
Jack N. Berkman
Phone 212-581-4466
Pittsburgh 15219—700 J. K. Porter Bldg.
Ralph E. Becker
Phone 412-288-0920
Pittsburgh 15222—Gateway Towers, Suite 200
Andrew F. Hofmann
Phone 412-281-1900

SANDEBERG-GLENN COMPANY, THE
Media Code 4 000 7900 8.00
San Francisco 94131—199 Crestmont Dr.
David Sandeberg, Ward Glenn
Phone 415-731-3620
Los Angeles — 22450 De Kalb Dr., Woodland Hills, Calif. 91364.
Sandy Kahn.
Phone 213-347-7998.
Chicago 60606—20 N. Wacker Dr.
Robert Walton
Phone 312-236-8887
New York 10017—347 Madison Ave.
Phone 212-683-5830
Dallas 75204—3225 Lemmon Ave.
Gary Lang
Phone 214-528-7260
Seattle 98101—Tower Bldg.
Phone 206-623-1868
Detroit 48226—506 Park Ave. Bldg.
Tom Corlett
Phone 313-961-3822

SAVALLI/GATES, INC.
SRA *NAB*
Media Code 4 000 8000 8.00
New York 10022—515 Madison Ave.
Joseph Savalli, Bill Whelan, Bill Wilson, Joe Prisco
Phone 212-688-2380
TWX 710-581-5749
Chicago 60601—333 North Michigan Ave.
Robert Q. Tiedje, Tom Griffin
Phone 312-782-7494
TWX 910-221-0228
Atlanta 30308—1365 Peachtree St., N.E.
Neal W. Robbins
Phone 404-892-8850
TWX 810-751-3516
Dallas 75219—3511 N. Hall St.
Jerry Gardner, Roger Jacobsen
Phone 214 521-6800
TWX 910-861-4034
Los Angeles 90028—1717 N. Highland Ave.
Tom Papich, Juanita Haddy Landon
Phone 213-462-6676
San Francisco 94106—681 Market St.
Don Pontius
Phone 415-362-7159
San Diego 92110—3494 Pickett St.
Dick Thomas
Phone 714-295-2501
Seattle 98101—614 Lloyd Bldg.
Dean Seaton
Phone 206-622-7343

SCHELLENBERG & KIRWAN, INC.
Media Code 4 000 8050 3.00
San Juan P. R. 00910—Box 8961, 1605 Ponce De Leon Ave.
James T. Kirwan
Phone 722-5665

SCHNEIDER, BRUCE & CO.
Media Code 4 000 8075 0.00
St. Louis 63102—112 N. 4th St.
Phone 314-231-5143

REPRESENTATIVES

SCHWARTZ, HAROLD S., ASSOCIATES, INC.
Media Code 4 000 8100 8.00
Chicago 60626—6415 Sheridan Rd.
Phone 312-764-1502

Selcom, Inc.
Media Code 4 000 8175 8.00
New York 10020—1271 Avenue of the Americas
Herb Hahn, Linda LaPlant, Bob O'Brien, John Sokolski
Phone 212-581-0250
Chicago 60611—400 N. Michigan Ave.
Jack Ambrosie, Gina Gallagher
Phone 312-467-0460
Detroit 48076 — 26011 Evergreen Rd., Southfield, Mich.
Oliver Street
Phone 313-355-0840
Los Angeles 90028—6922 Hollywood Blvd.
Hugh Wallace, Bill Smither,
Phone 213-462-2371
San Francisco 94111—1 California St.
Mary Gregg
Phone 415-781-3990
Dallas 75219—3519 Cedar Springs Rd.
Barbara Crooks
Phone 214-522-3970
Atlanta 30327—5740 Lake Island Dr., N. W.
John Wilson
Phone 404-266-9958

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

SIMPSON/REILLY & ASSOCIATES CO.
Media Code 4 000 8250 9.00
Seattle 98119—314 First Ave., W.
Campbell Simpson, Earl Reilly, Robert W. Davis
Phone 206-282-7010.
TWX 901-444-2069
Portland 97204—404 Wilcox Bldg.
Charles L. Burrow, Dennis Mahoney,
Phone 503-226-3973
TWX 910-464-4712

SJR COMMUNICATIONS STATIONS
Media Code 4 000 8275 6.00
New York 10019—1370 Ave. of the Americas
Larry Wynn
Phone 212-765-3244

SMITH, FREDERICK W.
Media Code 4 000 8300 2.00
New York 10036—15 W. 44th St.
Phone 212-867-0295
Chicago 60645—3322 W. Peterson Ave.
Hooper Jones, Evelyn Rogan
Phone 312-478-5544
Hollywood 90028—6777 Hollywood Blvd.
Bill Warren
Phone 213-463-3201
San Francisco 94131—199 Crestmont Dr.
David Sandeberg, Ward Glenn
Phone 415-731-3620
Dallas 75204—3225 Lemmon Ave.
Jim Lowenberg
Phone 214-528-7260
Raleigh 27609—3820 Merton Dr.
Penn Watson
Phone 919-782-0896
Dearborn, Mich. 48128—Box 5146
Thomas Corlett
Phone 313-561-3823
Atlanta 30326—3384 Peachtree Rd., N. E.
Mary O'Shields, Michael Rhodes
Phone 404-266-2133

SODERLUND COMPANY
Media Code 4 000 8350 7.00
Omaha 68102—1624 Douglas
Harold A. Soderlund, Ruth Schmid
Phone 402-341-7535

SOUTHERN SPOT SALES, INC.
Media Code 4 000 8375 4.00
Raleigh 27609—Box 18006
Penn Watson
Susan Self
Phone 919-782-0896.
Atlanta 30326—3384 Peachtree Rd., N.E.
Mary O'Shields, Anne Benton
Phone 404-266-2133
Chicago 60606—20 N. Wacker Dr.
Robert Walton
Phone 312-236-8887
Philadelphia 19103—1617 John Kennedy Blvd.
Robert Dome
Phone 215-563-3716
Baltimore 21202—204 E. Biddle St.
Senius Smith
Phone 301-727-6566
Pittsburgh 15222—1704 Investment Bldg.
Stephen Rooney
Phone 412-391-6520
Dallas 75204—3225 Lemmon Ave.
Building
Jim Lowenberg
Phone 214-528-7260
Memphis 38104 — 2158 Union Avenue Bldg.
Bob Chisholm
Phone 901-278 3908

(This listing continued on next page)

REPRESENTATIVES

Southern Spot Sales, Inc.—Continued

New York 10036—15 W. 44th St.
Fredrick W. Smith
Phone 212-867-0295

Hollywood 90028—6777 Hollywood Blvd.
Bill Warren
Phone 213-463-3201

SOUTHWEST RADIO REPRESENTATIVES

Media Code 4 000 8380 4.00

Dallas 75205—5327 N. Central Expy.
Phone 214-521-1164

STARR BROADCASTING GROUP, INC.

Media Code 4 000 6397 8.00

Kenner, La. 70062—3715 Williams Blvd.
M. E. (Doc) Fidler
Phone 504-722-5656

STARS, INC.

Media Code 4 000 8400 0.00

Valdosta, Ga. 31601—Drawer 1207
M. C. Carter
Phone 912-244-1900

STEINMAN RADIO STATIONS

Media Code 4 000 8475 2.00

Lancaster 17603—8 W. King St.
Harold E. "Chin" Miller, Jr.
Phone 717-397-5251

STEPHENS & TOWNDROW CO. LIMITED

Media Code 4 000 6500 7.00

Toronto, Ont., Canada. M5B-1K1 — Suite 808, 2 Carlton St.
James L. Frohlick, Harold F. Abernethy
Phone 416-864-9220

Montreal, Quebec H3A IV4—Suite 650, 2055 Peel St.
Maurice Daoust
Phone 514-844-3975

Vancouver, V6E 1M7 B. C.—Suite 410, 1033 Davie St.
John Grant
Phone 604-684-6277

SUSQUEHANNA BROADCASTING CO.

Media Code 4 000 8650 0.00

New York 10022—509 Madison Ave.
Eric Bosch
Phone 212-421-5640

TACHER COMPANY, THE

Media Code 4 000 8675 7.00

Seattle 98101—1411 Fourth Ave. Bldg.
Mick Tacher, Bob Tacher, Rob Hasson, Barbara Nelson
Phone 206-624-4191

Portland 97205—1130 S.W. Morrison
Richard Gohlman, Jim Cummings,
Phone 503-226-2911

TAFT STATIONS

Media Code 4 000 8700 3.00

Cincinnati 45219—1906 Highland Ave.
Don Chapin
Phone 513-421-1750

Cleveland 44115—602 Hanna Bldg.
Earl Bechtel
Phone 216-621-3070

TELE-CAPITALE COMMUNICATIONS (formerly Hardy Radio & Television Ltd.)

Media Code 4 000 8750 8.00

Montreal H3B 3R7—Suite 935, 1010 Ste. Catherine St., West
Phone 514-861-5461

Toronto M5H 1Y8—Suite 203, 10
Richmond St., West
Phone 416-363-9433

Quebec G1K 7R3—C.P. 2448, Terminus Postale
Phone 418-688-8251

Vancouver V5Z 2V7—2975 Cambie St.
Phone 604-873-1326

Winnipeg—Zenith 06690

THOMS RADIO-TV ENTERPRISES, INC.

Media Code 4 000 8800 1.00

Asheville 28801—75 Scenic Hwy.
Harold H. Thoms, Ken Lovelace
Phone 704-254-4663

TIE STATES LTD.

Media Code 4 000 8900 9.00

New York 10036—530 Fifth Ave.
Michael G. Irving
Phone 212-697-1996.

T-N SPOT SALES

Media Code 4 000 8950 4.00

Raleigh 27602—Box 1988, 137 S. Salisbury St.
Wally Voigt, Paul von Hagel, Allen B. Jones
Phone 919-832-8885—Collect

Detroit 48226—1610 Book Bldg.
Bernard P. Pearse
Phone 313-961-2685

Alan Torbet Associates, Inc.

NAB RAB

Media Code 4 000 8975 1.00

New York 10017—555 Fifth Ave.
Alan Torbet, Brock Petersen
Ralph Conner, George Peter
Jack Levins, Ernie Metcalf
Jim Spiliotis, Peter Moore
Debbie Benas
Phone 212-986-2201
TWX 710-581-3477

Chicago 60611—520 N. Michigan Ave.
Len Sable, Bill Smutzer, John Geary
Phone 312-222-1430
TWX 910-221-0358
Toll Free Exchange:
Minneapolis—St. Paul—Zenith 4676
St. Louis—Enterprise 4676

Detroit 48076—26211 Central Pk. Blvd.
Steve Marriott, Phil Cousino
Phone 313-355-9171.
TWX 810-224-4886

Atlanta 30345—1750 Century Circle, N. E., Suite 7
Lou Mahacek, Jan Harris
Phone 404-633-6292
TWX 810-751-3275

Memphis 38104—2158 Union Avenue Bldg.
Bob Chisholm
Phone 901-276-4094

Dallas 75205—5327 North Central Expwy.
Lee Bell
Phone 214-521-1020

Denver 80202—280 Columbine St.
Bob Hix, George Matthews
Phone 303-377-6526
TWX: 910-931-2581

Los Angeles 90036—5900 Wilshire Blvd.
Bob Allen, Bob Maggiore
Phone 213-937-4500
TWX 910-321-4459

San Francisco 94104—155 Montgomery St.
Paulie Landon, Rick Holmberg,
Phone 415-397-6187
TWX 910-372-6038

TWH ENTERPRISES LTD.
(Religious only)

Media Code 4 000 9050 2.00

Spokane, Wash. 99210—Box 683, Regal Professional Bldg.
Thomas Wilmot Read
Phone 509-624-6694

UBC SALES, INC.

Media Code 4 000 9100 5.00

New York 10017—30 E. 42nd St.
Robert Wittig
Phone 212-682-1833

Chicago 60610—400 N. Michigan Ave. Boom 900
Herbert Scharff
Phone 312-467-1632

Atlanta 30309—1819 Peachtree Rd., N.E.
Nick Imbornone
Phone 404-351-9288

Los Angeles 90028—1680 N. Vine St.
Bill Dahlsten
Phone 213-464-9263

San Francisco 94133—559 Pacific Ave., Sam Posner
Phone 415-397-4512

Dallas 75204—3225 Lemmon Ave.
Jim Lowenberg
Phone 214-528-7260

UNICOM BROADCAST SALES LTD.

Media Code 4 000 9150 0.00

Toronto M4P 1G8—55 Eglinton Ave. E.
Jack Hodson
Phone 416-481-5654

Montreal H3A 1E7—666 Sherbrooke St. W.
Raymond J. Delisle
Phone 514-842-4489

Vancouver V6J 1H4—1690 W. Second Ave.
John Fedosoff
Phone 604-732-5733

UNITED LATINS CORP.

Media Code 4 000 9175 7.00

Hollywood 90028—6290 Sunset Blvd., Suite 625.
Teddy Fregoso, Jose Molina
Phone 213-461-3901

UNIVERSAL BROADCASTING CORPORATION

Media Code 4 000 9200 8.00

New York 10017—310 Madison Ave.
Lawrence Brandon, Howard Warshaw
Phone 212-661-6096

WALLACE, HUGH COMPANY

Media Code 4 000 9275 5.00

Hollywood 90028—6922 Hollywood Blvd.
H. Wallace
Phone 213-462-2371

WALTON BROADCASTING SALES CORPORATION

Media Code 4 000 9300 1.00

New York 10017—501 Fifth Ave.
Joe Cannon
Phone 212-972-0982

Chicago 60606—20 N. Wacker Dr.
Robert Walton, Mary Friedman
Phone 312-236-8887

Atlanta 30309—1819 Peachtree Rd., N.E.
Nick Imbornone
Phone 404-351-9288

Little Rock 72203—Box 1918
Pat Willcox
Phones 501-376-7607, 375-2545

Dallas 75204—3225 Lemmon Ave.
James R. Lowenberg
Phone 214-528-7260

San Francisco 94133—559 Pacific Ave.
Sam Posner
Phone 415-391-1984

Beverly Hills 90211—111 N. La Cienega Blvd.
Charles P. Dwyer
Phone 213-652-1441

Toll Free Exchange:
Detroit—Enterprise 7772
St. Louis—Enterprise 41135
Minneapolis—Zenith 7772

WALTON, HAL, CO.

Media Code 4 000 9350 6.00

New York 10017—30 E. 42nd St.
Robert Wittig
Phone 212-682-4755

Chicago 60610—400 N. Michigan Ave.
Herbert Scharff
Phone 312-467-1632

Los Angeles 90028—1680 N. Vine St.
Bill Dahlsten
Phone 213-464-9263

San Francisco 94133—559 Pacific Ave.
Sam Posner
Phone 415-397-4512

Dallas 75204—3225 Lemmon Ave.
Jim Lowenberg
Phone 214-528-7260

Atlanta 30309—1819 Peachtree Rd., N. E.
Nick Imbornone
Phone 404-351-9288

WARD, HARLEY L., INC.

Media Code 4 000 9400 9.00

Chicago 60601—360 N. Michigan Ave.
H. R. Craig
Phone 312-236-6269, 6270

WAYNE-EVANS & ASSOCIATES, INC.

Media Code 4 000 9450 4.00

Minneapolis 55402—722 Midwest Plaza
Robert E. Bowden
Phone 612-338-7017
TWX 910-576-3419

WEBB, GRANT, & COMPANY, INC.
NAB

Media Code 4 000 9500 6.00

New York 10022—515 Madison Ave.
Grant Webb
Phone 212-688-7550

Dallas 75204—3225 Lemmon Ave.
Jim Lowenberg
Phone 214-528-7260

WEED-WALTON CANADIAN REPRESENTATIVES

Media Code 4 000 9600 4.00

New York 10017—501 Fifth Ave.
Joe Cannon
Phone 212-972-0982

Chicago 60606—20 N. Wacker Dr.
Robert J. Walton
Phone 312-236-8887

Boston 02116—100 Boylston St.
L. Koriaky, George C. Bingham
Phone 617-482-4370

Detroit—Enterprise 7772.

Beverly Hills 90211—111 N. LaCienaga Blvd.
Charles P. Dwyer
Phone 213-652-1441

Minneapolis—Zenith 7772.

St. Louis—Enterprise 41135

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

WELLINGTON, GIL

Media Code 4 000 9650 9.00

Seattle 98109—1836 Westlake N.
Phone 206-284-4404

WGN Continental Sales Company

Media Code 4 000 9675 6.00

New York 10022—3 E. 54th St.
Edward Gerken
Phone 212-832-0404

Chicago 60611—500 N. Michigan Ave.
Marvin H. Astrin
Phone 312-828-0880
TWX 910-221-0997
Joseph J. Lutzke (KDAL)
Phone 312-644-5600
TWX 910-221-0997

Chicago 60618—2501 Bradley Pl.
Marvin H. Astrin
Phone 312-528-2311

Analysis of Editorial in Spot Radio Rates and Data

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

Basic editorial service is provided to media who meet SRDS' minimal criteria, free of charge.

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

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

The uniform listing format is as follows:

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

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

2. REPRESENTATIVES
- —national representatives (name only)
- —regional representatives (name only)
- —national sales offices of group ownership (name only)

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

4. AGENCY COMMISSION
- —statement of agency commission, discount policy and billing arrangements.

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

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

6. SPOT ANNOUNCEMENTS
- —basic rate structure for 1-minute, 30-seconds, 20-seconds and 10-second spots

7. PACKAGE PLANS
- —package rates and plans for 1-minute, 30-second, 20-second and 10-second spots. (Description terminology such as "SATURATION PACKAGE," "WEEKLY PACKAGE PLAN," etc. has been retained to insure continuity in actual usage particularly in cases where the name of a specific plan is referred to in existing contracts).
- —for package plans identified with news rates, weather rates, or other specialized programming see **10. SPECIAL FEATURES.**

8. PROGRAM TIME RATES
- —basic program rate structure

9. PARTICIPATING PROGRAMS
- —listing of qualified participating programs by name or title, day (s), time and premium rates

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

EXPLANATION OF SRDS RADIO MARKET ESTIMATOR

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

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

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

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

CITY — MONTH, YEAR
RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	180	100	180	115
B	175	93	135	110
C	165	75	125	58
D	150	70	110	45
AVERAGE	162	85	138	82

RATES
- —All costs shown are based on rate cards published in the current issue of SRDS SPOT RADIO RATES and DATA.
- —Costs were selected separately for each daypart, based on schedules of 12 one-minute announcements per week for 13 weeks, and reported for the four highest cost stations in each market. In addition, the average cost by each daypart was computed and reported at the bottom of each estimator table.
- —In determination of the four highest cost stations by daypart in each market, all costs were calculated to the nearest cent. The final figures used for reporting in the estimator tables were rounded to the nearest dollar.
- —In all cases, the lowest costs which appropriately qualified by the established criterion of a 13 week 12 one-minute announcements per week, were used. This included the use of all "special" or "pre-emptible" plans and discounts, but only when clearly applicable to the daypart involved.
- —In most instances, total audience and weekend plans were not used. ROS plans were considered applicable to the least expensive of the major dayparts included in the ROS definition.
- —In cases of AM-FM combinations, AM-only rates were used when available. Otherwise AM-FM combination rates were used.

DAYPARTS
- —The four dayparts used in the RADIO MARKET ESTIMATORS are defined as: Morning Traffic (6-10 am); Daytime (10 am-3 pm); Afternoon Traffic (3-7 pm); and Evening (7 pm-Midnight).
- —In those circumstances where more than one rate level was available for a given daypart, the rate applicable to the most time within the dayparts (as defined above) were used.

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

NEWS OF THE FIELD

Beginning Oct. 13, a series of regional radio conferences will take place in six U. S. cities, covering government relations, sales, general management, engineering, legal, the FCC and other subjects of interest to broadcasters. The conferences will be jointly sponsored by the National Association of Broadcasters and the Radio Advertising Bureau.

■

Between 1,500 and 2,000 broadcasters are expected to attend the 1975 National Radio Broadcasters Conference & Exposition, Sept. 17 to 20 in Atlanta, sponsored by the National Association of FM Broadcasters. The principal luncheon speakers will be Richard E. Wiley, chairman of the Federal Communications Commission, and Julian Bond, the political and civil rights leader who is a senator in the Georgia state senate.

■

The foreign correspondent, American version, is a vanishing species, says the Overseas Press Club. A recent survey shows that full-time correspondents for American media in foreign countries number 676 this year, down 28% from six years ago, and continuing a steady downward trend. The study appears in the Overseas Press Club's 1975 Directory, just published.

■

American Airlines has compiled a list of radio stations which can generally be monitored (by the flight crew) at jet altitudes. Most of the stations on the list radiate 50,000 watts or more. Included are: **KFI, KGBS, KMPC, KNX** and **KPOL** in Los Angeles, **WGBS** and **WINZ** in Miami, **WCKY** and **WLW** in Cincinnati. **WBBM, WGN, WJJD, WLS** and **WMAQ** in Chicago, and **WABC, WCBS, WHN, WINS, WNBC, WNEW, WOR** and **WQXR** in New York City. For the other 125 U. S. and 31 Canadian stations, contact American Airlines. (It was in their **Flight Deck** publication.)

■

NEW LISTINGS

WVOY, Charlevoix, Mich.; owner: Now Broadcasting Corp.; rep: Pearse Sales.

WAUN, Kewaunee, Wis.; owned by Harbor Cities Broadcasting, Inc.

DELETIONS FROM SRDS

Charles Cordero (representative).

Ray Rhodes & Co. (representative).

CHANGES IN CALL LETTERS

WLKN, Lincoln, Maine, is now **WLKN** and **WLKN-FM.** The station was sold by The Radio Voice of Lincoln to Frank A. Delle, Jr.

WJPD, Ishpeming, Mich., is now **WJPD** and **WJPD-FM.** Ownership changes from WJPD, Inc., to WJPD AM-FM, Inc.

ADDRESS CHANGES

WPAL to Box 3437, Charleston, S. C. 29407.

WGRY to Rt. 2, 6514 Old Lake Rd., Grayling, Mich.

KJOE to 526 Lane Bldg., Shreveport, La. 71101.

KAUS and **KAUS-FM** to Box 159C, Austin, Minn.

WPNC to Box 1067, Plymouth, N. C. Also, new rep added: Southern Spot Sales.

KLYX (FM) to 3100 Richmond Ave., Suite 210, Houston, Tex. 77006.

WRGI and **WRGI-FM** to 1191 Eighth St., S., Naples, Fla.

WOVV (FM) to Box 3192, Fort Pierce, Fla.

WRSJ to Box 1560, Bayamon, P.R. 00619.

WOKI and **WOKI-FM** to 114 Tulsa Rd., Oak Ridge, Tenn.

KIXI and **KIXI-FM** to Box 21269, Seattle, Wash.

WGIS-FM to Box 667, Moss Point, Miss. 39563.

WWWS (FM) to 5624 Dixie Hwy., Saginaw, Mich. 48601. Also, the new owner is Saginaw Broadcasting Co. and the new rep is Selcom, Inc.

CHANGES IN REPRESENTATIVES

KNOB (FM), Los Angeles Urban Area, Calif., has added John Andy Potter Co. in Los Angeles.

WNAB, Bridgeport, Conn., has a new rep: Avery-Knodel, Inc. In New England the rep is Kettell-Carter, Inc.

KEWI and **KSWT (FM),** Topeka, Kan., has added a rep: John L. McGuire, Inc., in Denver.

WBVP, Pittsburgh, Pa., has changed reps, to Market 4 Radio. So has **WWKS** in the same city.

KOCY, Oklahoma City, Okla., has switched to GCI Sales, Inc.

KXXY (FM), Oklahoma City, Okla., has named ABC FM Spot Sales, Inc.

WBSR, Pensacola, Fla., is now represented by Jack Masla & Co.

KPRI (FM), San Diego, Calif., is represented by Century National Sales.

WMGM (FM), Atlantic City, N. J., is now represented by Selcom, Inc. So is **WOND,** same city.

WPBR, West Palm Beach, Fla., has added Atlanta Spot Sales, Inc.

OWNERSHIP CHANGES

WDSM, Duluth, Minn., from Northwest Broadcasting, Inc., to WDSM, Inc.

WGOE, Richmond, Va., from Growe Radio to WGOE Radio, Inc.

WBUX, Philadelphia Urban Area, Pa., from Norwalk Broadcasting Co. to Central Bucks Broadcasting Co. Also, added rep: PRO Time Sales, Inc.

KSXX, Salt Lake City, Utah, from Star Broadcasting Co. to D & B Broadcasting Co.

Arbitron Radio Increases Number of Ethnic Reports

In a move designed to bring more information to radio users about the listening habits of the Spanish and the Black population, Arbitron Radio will produce Spanish reports for the first time in Los Angeles and New York, and will increase the number of Black Reports from 10 (in 1974) to 15. Delivery of the reports is planned for this month.

Nine of the 15 Black reports are new in 1975. These include the markets of Cincinnati, Cleveland, Dallas-Ft. Worth, Detroit, Indianapolis, Kansas City, Los Angeles, Louisville and St. Louis. Black reports will also be repeated for Atlanta, Baltimore, Chicago, New York, Philadelphia, and Washington, D. C.

This year's reports will feature a new format designed to make buying and selling radio easier. There will be a one-page showing listening estimates for each sex-age group (e.g., 18-24, 25-34, 35-49, 50-64) based on the Total Week.

The remainder of the report is organized by Target Audiences for Men, Women and Adults (e.g., 18+, 18-34, 25-49, 25-64 and 35-64). A separate section showing Teen listening also will be included.

Listening estimates for Average Ratings, Average Persons, and Cume Persons will be shown for the four major Monday-Friday time periods, plus separate estimates for the same time periods for Saturday and for Sunday.

A complete list of the reports, the survey periods which will be combined to produce Spanish and Black listening estimates, and the ethnic penetration in each market is available from Arbitron, 1350 Avenue of the Americas, New York, N. Y. 10019.

Part One

Change in the Market Place

An Analysis of the Recent Changes in Consumer Behavior And the Events and Attitudes Underlying Them

by
Joel Baumwoll
Sr. Vice President In Charge
Research & Planning
and
Garth Hallberg
Vice President
Account Supervisor

J. Walter Thompson Company

INTRODUCTION

The purpose of this report is to explore how the American consumer has reacted to recent disruptions in the U. S. and world events, and how this reaction is affecting sales and buying habits in a wide variety of product categories.

Over the past few years, Americans who comprise the mass of the consumer market (18-50 years of age) have been confronted with an unprecedented combination of economic and political events that have seriously shaken their perceptions of, expectations for, attitudes towards and methods of dealing with the world as they know it.

Consumers responses to these events can be generally classified in two ways — *emotional or attitudinal responses* and *behavioral responses.*

Behavioral responses are the immediate cause for most of the changes in sales trends and buying habits that can be observed over many product categories. Behavioral responses cannot be fully understood, however, without understanding the emotional responses that underlie them.

This report will summarize these traumatic events, explain consumers emotional and behavioral responses to these events, and specifically illustrate how the responses are translated into changing behavior in the supermarket, appliance store, car showroom, or any other place where goods and services are offered at a price to the public.

THE EVENTS

Six major economic and political occurrences have coalesced into a bewildering new framework of experience for the American consumer:

—*Inflation* has increased visibly and rapidly;
—*Unemployment* has increased dramatically and unexpectedly;
—*Disposable income has decreased* sizeably for the first time since 1949;
—*Shortages of commodities* have developed for the first time within memory in a peace-time economy;
—*Domestic political upheaval* has resulted in the resignation of a President and Vice-President;
—*Foreign policy setbacks* have seriously challenged America's position and credibility as a world leader.

Increasing the impact of these six events is the *rapidity* with which they all occurred, even to the point where *Rapidity of Events* becomes an event in itself.

EMOTIONAL RESPONSE TO THE EVENTS

There have been four significant emotional responses to the events described above:

—Tempered Expectations
—Ego Threat
—Anxiety
—Volatility In Public Opinion

1. Tempered Expectations — Consumers expectations of their future economic and material growth have been tempered or lowered by these six events but principally by *inflation*, the resulting *drop in disposable income*, and *commodity shortages.* The twin pincers of *inflation* and *increased taxes* have caused an unprecedented drop in *disposable income* in 1974 of 2.6% after adjustments for price increases are made.

The reality of the erosion in consumer spending power and the enormous increase in gross income required just to stand in place is revealed by a comparison of the relative gross income needed to yield the same disposable income (in constant 1949 dollars):

DISPOSABLE INCOME (In 1949 Dollars):	GROSS INCOME REQUIRED 1949	1970	1975
$ 4,656	$ 5,000	$ 8,728	$ 12,064
8,888	10,000	17,049	23,640
12,095	15,000	25,385	35,450
20,590	25,000	45,720	61,380
36,924	50,000	96,839	125,250

In other words, $61M in gross income provides the same purchasing power today as $46M did five years ago and as $25M did in 1949.

The *commodity shortages* of recent years — beef, sugar, gasoline — have also helped to temper expectations. For the first time, Americans were forced to realize that abundance was not boundless. The talk of gas rationing raised the spectre that sometime in the future there even might be a limit on the amount of goods or services that money could buy.

2. Ego Threat — Tempered expectations lead directly to a threat to the ego of the American consumer.

Americans tend to be naive about the economics of daily living. If they are making more money now than they did several years ago, they see their absolute income increase as largely unrelated to inflation. When surveyed, most consumers believe income increases are due to "their own efforts, to increased experience and ability and to progress in their own careers, rather than to inflation or to activities of government and trade unions."

This naivete grows from a feeling that an indication of one's psychological worth is reflected at least partially by one's economic worth. Consumers need to believe that if they make more money, it is because they "earned" more and deserve it. Money is more than compensation; it is recognition.

A *drop in disposable income,* resulting in the erosion of purchasing power, or the possibility of *unemployment,* therefore produces an enormous threat to the ego or sense of self-worth and identity of people.

Similarly, the realization that *foreign policy setbacks* have enabled foreign countries to affect our own well-being rather directly, such as the OPEC control of oil prices and supply, poses the same sort of threat to the ego of a nation, and to the people who make up that nation.

3. Anxiety — Anxiety is disequilibrium, the disruption of many things which people have taken for granted, uncertainty about the future.

Shortages of commodities which have always been readily available cause anxiety. So does rapid growth in *unemployment,* all the more unexpected because the beginnings of the recession that caused the unemployment were hidden by inflated profits and increased buying by industry as a hedge against inflation.

So do *political upheavals* and *foreign policy setbacks.* The Yan-

kelovich Monitor Survey of public attitudes and social values for 1975 reveals evidence of two ominous new trends—a growing hostility toward, and suspicion about, business and government, and a deep and generalized pessimism about the future.

4. VOLATILITY IN PUBLIC OPINION — The *rapidity* of all these events has especially contributed to the volatility of public opinion. Measures of consumer confidence taken by the Conference Board show roller-coaster like swings.

INDEX OF CONSUMER CONFIDENCE (1969-70 = 100)

Sept.-Oct. 1973	Nov.-Dec. 1973	Jan.-Feb. 1974	Mar.-Apr. 1974	July-Aug. 1974	Nov.-Dec. 1974	Mar.-Apr. 1975
85	61	58	86	69	39	63

The "index of consumer sentiment" of the University of Michigan Survey Center also reveals similar swings in public feelings. Were an individual to suddenly evidence such wide swings from optimism to pessimism and back again after a period of rather stable attitudes, psychotherapists would consider him in a highly unstable condition — perhaps manic-depressive. In such a state small events could trigger off reactions far beyond what one might expect from the event itself.

In such an environment, it is hazardous to attempt to predict what people are going to think, feel, or do in the near term future based on what they are thinking, feeling, or doing in the present, or what they thought, felt, or did in the recent past.

BEHAVIORAL RESPONSE TO THE EVENTS

The emotional responses described above underlie a wide variety of specific behavioral responses exhibited by consumers. These behavioral responses, or *adaptive patterns*, are diverse and sometimes seemingly contradictory. In any given marketing situation, several adaptive patterns are simultaneously at work. In order to understand the trend of or within any given market, the component adaptive patterns must be identified.

Behavioral responses can generally be classified in two groups:

Risk Reduction — Those adaptive patterns designed to reduce the vulnerability of the consumer to current or future economic problems. They include:

- Major Economies
- Painless Economies
- Avoidance of Temptation
- Avoidance of Product Risk
- Avoidance of Waste
- Increasing Interest in Consumerism

Reward Seeking — Those adaptive patterns that compensate for and ease the blow of the sacrifices made in Risk Reduction adaptive patterns, and which reflect the consumers unwillingness to abandon completely and unselectively former lifestyles. They include:

- Receptivity to Luxury Products
- Modifications of the "Good Life"
- Continued Commitment to Convenience
- Do-It-Yourself Economies

A complete discussion of these adaptive patterns follows.

A. RISK REDUCTION ADAPTIVE PATTERNS — By and large, these adaptive patterns are variations on traditional cutbacks that consumers are expected to make during hard times. They are also the most relevant adaptive patterns for the product categories in which consumer product companies operate.

1. MAJOR ECONOMIES — The first risk reduction adaptive pattern is the cutting back on the purchase of major, high ticket items. Major economies are probably the most obvious response consumers make in periods of economic uncertainty. High cost item purchases are deferred to conserve current capital and/or to minimize future indebtedness, thus reducing the risk of a personal financial crisis.

Over 80% of consumers report they are postponing new car purchases. Over half report they are buying less new clothes. Over one third report they are postponing major appliance purchases. As might be expected, *new car* sales are off about 25% through mid-May. *Television set* sales are off 30%. (See Appendix for further details.)

2. PAINLESS ECONOMIES — The second risk reduction pattern is small, seemingly insignificant cutbacks on purchases. Painless economies represent cutbacks that produce little psychic sacrifice. They were one of consumers initial efforts at economy measures when inflationary pressures began to get out of hand.

The supermarket was the first as well as the principal arena in which the consumer sought to exercise painless economies in the fight against rapidly rising prices. The supermarket was a convenient battleground. It provided the consumer with frequent opportunities to economize. Equally important, the U.S. never developed into a cuisine country with a strong emotional investment in food. Additionally, cutbacks in food could easily be rationalized on grounds of better health. And because of the attitudinal set of the consumer when shopping in the supermarket, many non-food products also sold in the supermarket became a target for economy measures.

During the first quarter of 1975, seasonally adjusted grocery store dollar volume actually declined for the first time in many years, even though retail food prices continued to rise. Nearly 70% of consumers report they are economizing on food purchases. Painless economies in the supermarket can generally be subdivided into four types:

a. *Redeeming more coupons* — One midwestern chain has seen coupon redemptions increase about 15% in first quarter, 1975. Additionally, several chains are now offering across-the-board added value for manufacturers' coupons. For example, one chain offered a 50% bonus — *e.g.*, 15c off for a 10c coupon — for 15 products that were running coupon advertisements in that day's paper.

b. *Switching to private label brands* — Switching is tempered by the desire to avoid the risk of product dissatisfaction. None-the-less, private label share of market has increased less than 5% *vs.* year ago in the *dry grocery* category, but has increased almost 10% in *frozen and refrigerated foods* and *health and beauty aids*.

c. *Substituting lower priced for higher priced items* — For example, comparing case sales in the first quarter of 1974 with case sales in the first quarter of 1975:

Soft Drinks — Soft drink mixes, less expensive than bottled soft drinks, have increased about 35%, while bottled soft drinks are off 5%. Within the bottled soft drink categories, however, sugar-free soft drinks have attained an all-time high in market share, aided by their lower shelf price *vs.* regular bottled soft drinks.

Sweeteners — Granulated sugar is off 30%. Diet sweeteners are up almost 50%, and honey is up almost 20%.

Meat Substitutes—Dried beans are up 10%, pork and beans are up almost 15%, Italian food sauce and pasta are up about 10%, canned luncheon meat is up 10%.

Pet Food — Even the family pet is affected. Dry dog food is up 15%. Wet dog food is off 5%.

d. *Reducing consumption:* Discretionary products, such as *paper towels*, are experiencing sharp sales losses *vs.* year ago levels. *Household supplies* in general, which include many discretionary items, are off 7% in first quarter 1975. Even categories that would seem relatively invulnerable to changes in demand are experiencing sales losses or lack of growth. *Detergent* case sales ran 4% off year ago levels in first quarter 1975. *Bar soap* case sales have been running 3-6% off year ago levels in recent Nielsen bimonthly periods. In 1974, *toothpaste* per capita ounce sales failed to continue the strong growth trend of recent years, although sampling by new brands may have also affected this trend.

3. AVOIDANCE OF TEMPTATION — The consumer is aware, if only subliminally, that the simple fact of being in a store increases his chances of making an impulse or

other purchase that is considered only marginally necessary. This concern is less relevant to the consumer with more traditional values, who has always tended to subscribe to the "buy what you need, need what you buy" philosophy.

Consumers who feel that their resistance to temptation is low, however, indicate they are making an effort to spend less time in stores and to shop less frequently. This would be consistent with the lower traffic levels reported by many retailers.

Putting temptation out of sight is, in effect, a "cold turkey" approach to reducing expenditures, but one which may gain more momentum — particularly among consumers who are hard pressed financially.

4. Avoidance of Product Risk — The fourth risk reduction pattern is the tendency to purchase well-known brands from established marketers, even if it means sacrificing marginal price advantages. *A corollary of this pattern is that low price alone is not sufficient to insure product acceptance.*

This pattern appears to be most characteristic of higher ticket items where there is less willingness to risk dissatisfaction. Essentially, people are taking the "Penny wise, pound foolish" philosophy to heart. In effect, it is a form of economy measure that seeks to avoid future loss through spending a little more as a means of insuring against this possibility. Accordingly, consumer willingness to "take a chance" on less well-established brands, where higher ticket items are concerned, would appear to be a pattern that is more closely associated with periods of economic optimism.

This tendency to avoid product risk is also evident in packaged goods where advertised brands battle private label brands. There are strong indications that the low pricing of private labels is not sufficient to cause a great deal of switching. Despite the severe economic downturn, private label brands have scored only moderate gains (see Painless Economies). The perceived benefits that result from advertising apparently create a barrier which most consumers are reluctant to cross.

This unwillingness to switch to private label brands was recently demonstrated in the dishwashing liquid category, where about half the category sales are accounted for by private labels. As a by-product of a study to determine the most effective method of displaying unit price information, it was discovered that unit pricing caused users of private label brands to tend to switch to the lowest priced private label, but did not cause advertised brand users to switch to the much lower cost private label brands. *Many consumers are apparently suspicious of any positioning that does not include specific benefit statements in addition to low price. They are in effect turned off by a "bare bones" price story.*

When switching to private label brands does occur, there are sometimes factors that help explain the switch. For example in the multi-vitamin category, upscale, better educated consumers show the greatest tendency to switch from advertised to private label brands. Although they have more money than their lower income counterparts, they presumably have more knowledge about the parity of the products as well.

5. Avoidance of Waste — The fifth risk reduction pattern is cutting back on waste.

One reason for this trend is that consumer concern over guilt and waste has increased due to two factors: the awareness of present shortages in many areas, and the growing realization that long-term future shortages are not as remote a possibility as they were once thought to be.

A second reason is the economic incentive. Waste is costly.

A third reason is that high consumption levels are now less meaningful as a sign of affluence. Accordingly, the decline of the social incentive also contributes to the consumers inclination to use less.

About 50% of consumers report they are:

- taking greater care with clothes, or repairing them rather than discarding them;
- saving empty jars and containers they used to throw away;
- repairing rather than replacing broken furniture;
- using paper towels and tissues more sparingly;
- re-using kitchen wraps (*e.g.*, aluminum foil, plastic wrap)

6. Increasing Interest in Consumerism — The sixth and last Risk Reduction Pattern is a ever increasing interest in consumerism. Although the consumerism movement preceded the present economic downturn, there is evidence that the current state of the economy may provide this movement with additional support and momentum. The "need to know" has, of course, taken on new meaning in the face of rising prices and the fear of buying "wrong".

In short, there is evidence that the consumer who otherwise might never have been overly concerned about consumerism issues, is now more sensitive to these issues as the result of economic pressures. In essence, buying more wisely is also seen as a means of buying more economically, and this adaptive pattern is also likely to gain more adherents in the future.

B. Reward Seeking Adaptive Patterns — Reward seeking patterns are more complex than Risk Reduction Patterns. Sometimes they appear paradoxical, counter to the trends that one would expect to see in a declining economy.

1. Receptivity to Luxury Products — The first reward seeking pattern is the relative strength demonstrated by high end merchandise in certain categories. Probably this trend reflects several influences on the consumer:

- A search for true long-term value, especially in categories where the price differential between top and mid-line products has been decreasing. This may also reflect an expansion of consumers perception of what a reasonable price is in an inflationary economy.
- A counteraction to the need to economize — *i.e.*, an indulgence in products that help to thin out the cloud of pessimism that has enveloped the consumer. Such products might be likened to the "shot-in-the-arm" phenomenon. Or, as one consumer put it, "I don't want to live my life like a corpse".
- A movement away from egalitarianism; in other words, the idea that it is more rewarding to practice "conspicuous consumption" when those lower down on the economic scale are less able to, thereby accentuating status differences that during periods of affluence are less noticeable.
- A get-it-while-you-can attitude, a fear that one might never again have the opportunity to indulge in such extravagances.

This trend is not evident in all categories, and is usually not strong enough to counterbalance overall declines.

Car sales are off 25% and, as might be expected, there is a trend to trade down to high mileage, low sticker price cars, especially imports. Luxury cars, however, are also increasing market share in the declining market. Cars that combine luxury equipment with economy features take advantage of both trends. The Ford Granada, positioned exactly in that manner, was the automotive success story of the year. The new, small Cadillac Seville sold out its first production run almost immediately.

A similar trend is evident in the liquor market. High end brands and low priced brands are expanding their market shares at the expense of middle of the road brands in a declining market.

Part Two of **Change in the Market Place** will appear in the Oct. 1 issue of **Spot Radio**

Radio Stations Regularly Scheduling Farm Programs

Methods and Sources:

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

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

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

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

Hours per week

ALABAMA

Albertville
WAVU 12

Alexander City
WRFS, WRFS-FM 2

Atmore
WATM 35

Auburn-Opelika
WAOA 1
WJHO 2

Birmingham
WAPI 2
WDJC (FM) 1
WYDE 2
WZZK (FM) 1

Calera
WBYE 1

Centreville
WBIB 1

Clanton
WKLF 8

Dothan
WOOF (NAFB) 2

Fayette
WWWF 3

Florence-Sheffield
WVNA 2
WXOR 1

Foley
WHEP 2

Gadsden
WAAX 5

Huntsville
WEUP 2

Marion
WJAM 2

Montgomery
WBAM 12

Rainsville
WVSM 1

Scottsboro
WCNA (FM) 2

Talladega
WNUZ 2

Tuscaloosa
WNPT 1

Wetumpka
WETU 5

York
WYLS 21

ARIZONA

Douglas
KAWT 1

Holbrook
KDJI 1

Nogales
KFBR 2

Phoenix
KJJJ 5
KTAR (NAFB) 6

Willcox
KHIL 2

Wetumpka
WETV 5

Yuma
KBLU 6
KVOY 3

ARKANSAS

Arkansas Radio Network (NAFB) 3

Ashdown
KMLA (FM) 5

Berryville
KTHS 3

Conway
KVEE, KVEE-FM 6

Hot Springs
KBHS 1
KGUS (FM) 1
KZNG 6

Little Rock
KAAY (NAFB) 6
KARN (NAFB) 2
KKYK (FM) 2

Marianna
KZOT 5

Marshall
KCGS 1

Paragould
KDRS 4

Walnut Ridge
KRLW 5

CALIFORNIA

Auburn
KAHL, KAFI (FM) 1

Bakersfield
KGEE 1
KPMC 7
KWAC 2

Bishop
KIOQ 1

Calexico
KICO 4

Dinuba
KRDU 2

Fresno
KFRE 1
KMJ (NAFB) 8

Hanford
KNGS 1

King City
KRKC 2

Lakeport
KBLC 3

Los Banos
KLBS, KLBS-FM 9

Madera
KHOT 7

Modesto
KCEY 3(D)

Monterey
KMBY 1

Oceanside
KUDE 3

Oroville
KORV 1

Red Bluff
KBLF 1

Redding
KVCV 8

Ridgecrest
KZIQ 28

Sacramento
KFBK (NAFB) 7
KRAK (NAFB) 5

San Bernardino-Riverside
KACE 1
KCAL-FM 1
KCNW (FM) 1

San Francisco-Oakland
KFAX 1

San Jose
KEEN 1

Santa Rosa
KPLS 12
KVRE, KVRE-FM 3

Sonora
KROG (FM) 5
KVML 5

Susanville
KSUE 2

Turlock
KCEY 3

Vacaville
KUIC (FM) 1

Visalia
KONG 2

Yuba City-Marysville
KMYC, KRFD (FM) 1
KOBO 3
KUBA, KHEX (FM) 1

COLORADO

IMFN— 13 Stations (NAFB) 39

Denver
KAAT 1
KLZ, KLZ-FM (NAFB) 10
KOA (NAFB) 14

Durango
KDGO 1

Fort Collins
KIIX 1

Grand Junction
KQIL 6
KREX (NAFB) 5
KSTR 4

Greeley
KFKA (NAFB) 15
KYOU 4

Longmont
KLMO 3

Pueblo
KCSJ 10

Rifle
KWSR 3

CONNECTICUT

Hartford-New Britain
WTIC 5

DELAWARE

Wilmington
WDEL 2

FLORIDA

Chipley
WBGC 1

Dade City
WDCF 1

Daytona Beach
WMFJ 1

Fort Pierce
WIRA 1

Homestead
WQDI 1

Immokalee
WKEM 1

Kissimmee
WFIV 6

Leesburg
WZST 1

Live Oak
WNER 15
WQHL 1

Melbourne
WTAI 1

Monticello
WTBJ 2

Orlando
WFIV 6(D)
WHOO 1
WKIS 1

Pensacola
WNVY 1

Sebring
WSEB 5

Starke
WPXE 10

GEORGIA

Georgia Network, Inc. 2

Albany
WJAZ 15

Americus
WDEC 5

Camilla
WCLB 15

Cleveland
WRWH 3

Cordele
WFAV (FM) 38

Covington
WGFS 6

Dawson
WDWD 6

Douglas
WOKA 24

Forsyth
WFNE (FM) 1

Gainesville
WNRJ 2

Griffin
WKEU, WKEU-FM 2

Greeley
KFKA (NAFB) 15
KYOU 4

Lo Grange
WLAG 6

Macon
WMAZ 1

Moultrie
WMGA 25
WMTM 35

Rome
WROM, WROM-FM 6

Savannah
WSAV 1

Valdosta
WAFT (FM) 1

Waycross
WACL 34

HAWAII

Honolulu
KZOO 2

IDAHO

IMFN— 6 Stations (NAFB) 18

Boise
KBOI 7
KGEM 6
KIDO (NAFB) 13

Caldwell
KCID 16

Grangeville
KORT 2

Idaho Falls
KID (NAFB) 4
KID-FM 2
KUPI 12

Lewiston
KOZE 1

Moscow
KRPL 5

Orofino
KLER 1

Pocatello
KSEI 1

Rupert
KAYT 4

St. Maries
KOFE 2

Soda Springs
KBRV 6

Twin Falls
KLIX 5
KTFI 2

Weiser
KWEI 2

ILLINOIS

Aurora
WMRO 3

Bloomington
WAKC (NAFB) 9
WJBC (NAFB) 13

Canton
WBYS 3

Carbondale
WCIL, WCIL-FM 2

Champaign-Urbana
WDWS 12
WIAI (FM) 6(D)

Charleston
WEIC 2

Chicago
WBBM 3
WGN (NAFB) 9

Clinton
WHOW 6

Danville
WIAI (FM) 6

Decatur
WSOY (NAFB) 14

Dixon
WIXN, WIXN-FM 8

Eldorado
WKSI 1

Elgin
WRMN 1

Fairfield
WFIW 12

Freeport
WFRL, WFRL-FM 12

Galesburg
WGIL (NAFB) 18

Harrisburg
WEBQ 6

Havana
WDUK (FM) 5

Jacksonville
WJIL (NAFB) 10
WLDS 11

Joliet
WJRC 3

Kankakee
WBYG 3

La Salle
WLPO 3

Litchfield
WSMI 15
WSMI-FM 7

Macomb
WKAI-FM 6

Mattoon
WLBH (NAFB) 12
WLBH-FM 4

McLeansboro
WMCL 4

Mendota
WGLC, WGLC-FM 8

Morris
WCSJ 3

Mount Carmel
WSAB (FM) 2
WVMC 2

Mount Vernon
WMIX, WMIX-FM 12

Peoria
WMBD (NAFB) 11
WMBD-FM 7
WXCL 10
WZRO (FM) 10

Piano
WSPY 7

Pontiac
WPOK 4

Princeton
WZOE 24

Quincy
KQCA 6(D)
WTAD (NAFB) 17

Salem
WJBD, WJBD-FM 10

Sparta
WHCO 50

Springfield
WCVS 17
WTAX (NAFB) 20

Streator
WIZZ 2

Watseka
WGFA, WGFA-FM 12

INDIANA

Angola
WLKI 2

Bedford
WBIW 2

Corydon
WPDF 4

Crawfordsville
WCVL (NAFB) 10

Danville
WGRT 3

Elkhart
WCMR (NAFB) 11

Elwood
WBMP (FM) 15

Evansville
WGBF (NAFB) 8
WROZ 1

Fort Wayne
WMEE (NAFB) 3
WOWO (NAFB) 20

Frankfort
WILO, WILO-FM (NAFB) 6

Franklin
WIFN (FM) 2

Greenfield
WSMJ (FM) 2

Indianapolis
WIBC (NAFB) 8
WIRE (NAFB) 12

Jasper
WITZ, WITZ-FM 3

Lebanon
WNON (FM) 5

Marion
WMRI (FM) 2

Muncie
WLBC 1

Plymouth
WTCA 12

Portland
WPGW 6

Rochester
WROI (FM) 10

Rushville
WRCR (FM) 12

Salem
WSLM, WSLM-FM 20

South Bend
WSBT 3

Terre Haute
WAAC 3
WBOQ (FM) 5
WBOW 8
WFFR (FM) 2
WTHI (NAFB) 4

IOWA

Atlantic
KJAN 12

Boone
KWBG-FM 16

Burlington
KBUR (NAFB) 14
KBUR-FM 8

Cedar Rapids
WMT (NAFB) 16

Charles City
KCHA 10

Cherokee
KCHE 12

Clarion
KRIT (FM) 7

Creston
KSIB, KSIB-FM 6

Davenport-Rock Island-Moline (Ill.)
KWNT 1
WHBF 6
WHBF-FM 3
WOC (NAFB) 10

Denison
KDSN, KDSN-FM 5

Des Moines
WHO (NAFB) 12

Dubuque
KIWI (FM) 10
WDBQ 9

Fairfield
KMCD 3

Fort Dodge
KVFD 22
KWMT (NAFB) 18

Independence
KOUR, KOUR-FM 26

Keokuk
KIMI (FM) 1

Maquoketa
KMAQ, KMAQ-FM 2

Mason City
KGLO (NAFB) 17
KRIB 10

Mount Pleasant
KKSI 7

Oelwein
KOEL (NAFB) 20

Ottumwa
KBIZ (NAFB) 3

Sheldon
KIWA (NAFB) 18

Shenandoah
KFNF (NAFB) 20
KMA (NAFB) 21

Sioux City
KMNS 17

Washington
KCII 30

Waterloo
KWWL (NAFB) 19
KXEL 23

KANSAS

Arkansas City
KSOK 12

Coffeyville
KGGF 13

Colby
KXXX (NAFB) 26

Dodge City
KEDD 2
KGNO 8

Emporia
KLRF 2
KVOE 8

Goodland
KLOE 20

Great Bend
KVGB 7

Junction City
KJCK 1

Larned
KANS 6

Liberal
KLIB 8

Lyons
KLOQ (FM) 5

Ottawa
KOFO 8

Pittsburg
KOAM 27

Pratt
KWNS 6

Salina
KFRM (NAFB) 20
KSAL (NAFB) 15

Topeka
WIBW (NAFB) 20

Wichita
KBUL 5
KFDI (NAFB) 15
KFH (NAFB) 4
KICT (FM) (NAFB) 20

KENTUCKY

Bowling Green
WKCT 6
WLBJ, WLBJ-FM 4

Cadiz
WKDZ, WKDZ-FM 24

Cynthiana
WCYN, WCYN-FM 8

Frankfort
WFKY 4
WKYW (FM) 3

Hopkinsville
WHOP (NAFB) 17

Irvine
WIRV 3

Lebanon
WLBN 30

Lexington
WLAP 1
WVLK 1

London
WFTG 3

Louisville
WAVE (NAFB) 3
WHAS (NAFB) 7
WXVW 1

Mt. Sterling
WMST 10

Owensboro
WBKR (FM) 1
WOMI 1

Princeton
WPKY 7

Richmond
WEKY 2

Russellville
WRUS 15

Somerset
WTLO 2

Winchester
WWKY 2

LOUISIANA

Louisiana Network, Inc. 1

Abbeville
KROF 1

Alexandria
KALB 15
KSYL 9

Bastrop
KVOB 15

Bogalusa
WBOX 1

Denham Springs
WLBI 1

Donaldsonville
KSMI (FM) 1

Eunice
KEUN 2

Farmerville
KTDL 3

Ferriday
KFNV, KFNV-FM 1

Franklin
KFRA, KFRA-FM 1

Franklinton
WFCG 1

Goryville
WKQT 1

Hammond
WFPR 1

Lafayette
KPEL, KPEL-FM 3

La Place
WCKW (FM) 1

Mansfield
KDXI 2

Marksville
KAPB, KAPB-FM 1

Monroe
KMLB 4

New Roads
KWRG 1

Opelousas
KSLO 2

Shreveport
KEEL 6
KWKH (NAFB) 5

Thibodaux
KTIB 1

Ville Platte
KVPI, KVPI-FM 3

Radio Stations Regularly Scheduling Farm Progams—Continued

Hours per week

MAINE

Caribou
WFST, WFST-FM 1
Madawaska
WSJR 2
Presque Isle
WAGM 2

MASSACHUSETTS

Ware
WARE 3

MARYLAND

Baltimore
WBAL 7
Chestertown
WCTR 5
Frostburg
WFRB, WFRB-FM .. 9
Hagerstown
WARK, WARK-FM .. 7
WJEJ, WJEJ-FM 6
Leonardtown
WKIK 2
Lexington Park
WPTX 2
Ocean City
WETT 1
Pocomoke City
WDMV 3
Salisbury
WBOC 4
WBOC-FM 3
Thurmont
WTHU 3

MICHIGAN

Adrian
WABJ 3
WLEN (FM) .. 5
Ann Arbor
WPAG (NAFB) 9
Bay City
WBCM (NAFB) 15
Benton Harbor
WHFB 5
Charlotte
WCER, WCER-FM .. 12
Gladwin
WJER 8
Grand Rapids
WOOD 6
WOOD-FM 6
Greenville
WPLB 5
Howell
WHMI 3
Kalamazoo
WKZO (NAFB) 10
Lansing
WILS, WILS-FM 1
WJIM 1
Manistique
WTIQ 2
Monroe
WVMO (FM) .. 2
Mt. Pleasant
WCEN 10
Muskegon
WKBZ 1
Niles
WNIL, WNIL-FM 3
Otsego
WAOP 15
Petoskey
WJML, WJML-FM .. 2
Port Huron
WPHM 5
Saginaw
WSGW 3
Sandusky
WMIC, WMIC-FM .. 12
Three Rivers
WLKM (NAFB) 8
Zeeland
WZND (FM) .. 1

MINNESOTA

Albany
KASM 42
Albert Lea
KATE 6
Alexandria
KXRA 2
Austin
KQAQ 12
Buffalo
KBWC 9
Detroit Lakes
KDLM 2
Faribault
KDHL (NAFB) 22
Little Falls
KLTF 5
Mankato
KTOE 20
Minneapolis-St. Paul
WCCO (NAFB) 18
Montevideo
KDMA 20
Morris
KMRS 30
New Ulm
KNUJ 5
Owatonna
KRFO, KRFO-FM 6
Redwood Falls
KLGR 26
KLGR-FM 18
Sauk Rapids
WVAL (NAFB) 7
Stillwater
WAVN 1
Windom
KDOM 12
Worthington
KWOA (NAFB) 25

MISSISSIPPI

Bay St. Louis
WPUP 2
Bay Springs
WHII, WXIY.... 10
Belzoni
WELZ 4
Biloxi-Gulfport
WQID 6
Clarksdale
WROX 16
Corinth
WKCU 2
Drew
WDRU (FM) .. 14
Ellisville
WBSJ 2
Greenville
WJPR 10
Greenwood
WABG 2
Grenada
WRIL (FM)..... 2
Houston
WCPC 12
Indianola
WNLA, WNLA-FM .. 14
Laurel
WNSL 3
Leland
WESY 2
Louisville
WLSM 6
Meridian
WDAL, WDAL-FM .. 2
Natchez
WNAT 10
Poplarville
WRPM, WRPM-FM .. 1
Tupelo
WELO 31
Tylertown
WTYL, WTYL-FM .. 2

MISSOURI

Brownfield Network (NAFB) 10
Aurora
KSWM 6
Bowling Green
KPCB 10
Brookfield
KGHM 21
Butler
KMAM, KMOE (FM) 39
Cameron
KMRN 6
Canton
KQCA 6
Cape Girardeau
KZYM 1
Carthage
KDMO 12
Caruthersville
KCRV 7
Chillicothe
KCHI 4
Clinton
KDKD 5
Flat River
KFMO 15
Greenfield
KRFG 1
Hannibal
KHMO (NAFB) 15
Jefferson City
KWOS 1
Joplin
KFSB 1
KODE 1
WMBH 3
Kansas City
KBEA 1
KCMO (NAFB) 14
Kennett
KBOA 8
Kirksville
KIRK 7
KRXL (FM) 6
Lebanon
KLWT 4
Moberly
KRES (FM) 14
KWIX 9
Neosho
KBTN 12
Piedmont
KPWB 6
Rolla
KCLU, KCLU-FM 1
KTTR 2
KZNN (FM) 2
St. Joseph
KFEQ (NAFB) 13
St. Louis
KMOX 2
KSTL 4
WCBW (FM) .. 5
Salem
KETU (FM) 5
Sedalia
KSIS 12
Springfield
KGBX (NAFB) 20
KLFJ 1
KWTO (NAFB) 11
Trenton
KTTN 6
Warrensburg
KOKO 6
Willow Springs
KUKU 2

MONTANA

1MFN—
11 Stations (NAFB) 33
Baker
KFLN 8
Billings
KURL 1
Deer Lodge
KDRG 5
Glendive
KGLE 5
KIVE (FM) 2
Great Falls
KEIN 1
Hardin
KBWS 5
Kalispell
KALS (FM) 1
West Yellowstone
KWYS 2

NEBRASKA

1MFN—
5 Stations (NAFB) 15
Alliance
KCOW 5
Beatrice
KWBE 4
Chadron
KCSR 4
Columbus
KJSK 8
Grand Island
KMMJ (NAFB) 18
Hastings
KHAS 2
Kearney
KGFW 5
Kimball
KIMB 10
Lexington
KRVN (NAFB) 40
Lincoln
KBHL 1
KFOR (NAFB) 2
KFOR 15
KHKS (FM) .. 1
McCook
KICX 6
Nebraska City
KNCY 4
Norfolk
WJAG (NAFB) 21
WJAG-FM 10
Ogallala
KOGA 5
Omaha
KFAB (NAFB) 12
KLNG 2
WOW (NAFB) 1
Scottsbluff
KEYR 18
KNEB 11
KOLT (NAFB) 21
Valentine
KVSH (NAFB) 21
Wayne
KTCH 3

NEVADA

1MFN—
1 Station (NAFB) 3
Elko
KELK 2
Fallon
KVLV 2
Reno
KCRL 2
KGLR (FM) .. 1

NEW HAMPSHIRE

Concord
WKXL 1
Keene
WKBK 1

NEW JERSEY

Dover
WRAN 1
Eatontown
WHTG, WHTG-FM .. 1
Franklin
WSUS 2
Newton
WNNJ 1
Vineland-Millville
WWBZ 2

NEW MEXICO

Aztec
KHAP 5
Belen
KARS 2
Clayton
KLMX 7
Clovis
KICA 10
KMTY (FM).... 23
Las Cruces
KOBE 6
Roswell
KBIM 6
Santa Rosa
KSYX 1
Taos
KKIT 2

NEW YORK

Albany-Schenectady-Troy
WGNA 2
WQBK 2
WTRY 3
Auburn
WMBO 2
Boonville
WBRV 15
Bristol Center
WMIV (FM) .. 1
Buffalo
WBEN 7
Cherry Valley
WJIV (FM) 1
Cortland
WKRT, WKRT-FM 1
De Ruyter
WOIV (FM) 1
Dundee
WFLR, WFLR-FM .. 1
Ellenville
WELV 15
Geneva
WECQ 1
Gouverneur
WIGS, WIGS-FM 3
Hornell
WLEA 1
Ithaca
WEIV (FM) 1
WHCU 6
Jamestown
WJTN 15
Kingston
WGHQ 2
Liberty
WVOS, WVOS-FM .. 2
Lockport
WUSJ 2
Middletown
WALL 5
Ogdensburg
WSLB 1
Oneonta
WDOS 1
Oswego
WSGO, WSGO-FM .. 1
Plattsburgh
WEZF (FM) .... 2(D)
Rochester
WHAM (NAFB) 36
Salamanca
WGGO 1
Sandy Creek-Pulaski
WSCP 2
Syracuse
WSYR 12
Utico-Rome
WIRX (NAFB) 17
WRUN, WRUN-FM .. 12
Walton
WDLA 5
Warwick
WTBQ 1
Watertown
WWNY 3
Wellsville
WLSV 5
Wethersfield
WBIV (FM) 1

NORTH CAROLINA

Carolina Radio Network 2
Tobacco Radio Network (NAFB) 3
Asheboro
WCSE (FM) 2
WGWR 3
Asheville
WWNC 7
Burnsville
WKYK 2
Canton
WWIT 3
Fairmont
WFMO 6
Fayetteville
WQSM (FM) .. 3
Fuquay-Varina
WAKS 10
Greensboro
WBIG 6
WGBG 1
WPET 1
WRQK (FM) .. 1
Greenville
WNCT, WNCT-FM .. 13
Lenoir
WJRI 1
Mt. Airy
WPAQ 4
North Wilkesboro-Wilkesboro
WKBC 3
Raleigh-Durham
WPTF (NAFB) 6
WYNA 1
Reidsville
WFRC 2
Rocky Mount
WCEC 6
Roxboro
WKRX (FM) .. 5
WRXO 5
Salisbury
WSTP 3
Shelby
WADA 12
Smithfield
WMPM 9
Statesville
WDBM 1
Sylva
WMSJ 10
Taylorsville
WSTH 1
Wallace
WLSE 4
Waynesville
WHCC 1
Wilson
WGTM 7
Winston-Salem
WSJS (NAFB) 1
WTOB 3

NORTH DAKOTA

Bismarck-Mandan
KFYR (NAFB) 3
Fargo
KFGO (NAFB) 20
WDAY (NAFB) 17
Grand Forks
KNOX 30
Langdon
KNDK 3
Mayville
KMAV 5
Minot
KCJB 2
Oakes
KDDR 3

OHIO

Archbold
WHFD 3
Ashtabula
WREO 2
Bowling Green
WMGS 3
Bucyrus
WBCO, WBCO-FM..... 7
Canton
WHBC 1
Cincinnati
WLW (NAFB).. 15
Circleville
WNRE, WNRE-FM 3
Columbus
WMNI, WMNI-FM .. 3
WRFD (NAFB) 12
WTVN 3
Dayton
WHIO 2
Hamilton-Middletown
WCNW, WCNW-FM .. 2
Lima
WIMA (NAFB) 11
London
WLNO (FM).... 3
Lorain-Elyria
WEOL 2
WZLE 1
Mansfield
WMAN 1
WVNO 1
Marietta
WMOA, WMOA-FM .. 12
Napoleon
WNDH (FM).... 3
New Philadelphia-Dover
WJER 2
Salem
WSOM, WSOM-FM .. 4
Sandusky
WLEC 2
Steubenville-Weirton (W. Va.)
WSTV 1
Upper Sandusky
WYAN 4
Van Wert
WERT 6
Waverly
WPKO 1
Wilmington
WDHK (FM).... 3
Wooster
WWST 4
Youngstown
WPIC..... 3(D)

OKLAHOMA

Agriculture News Network 2
Oklahoma News Network 4
Altus
KWHW 2
Claremore
KWPR 2
Cushing
KUSH 3
El Reno
KELR 2
Enid
KCRC 7
Hugo
KIHN 3
Muskogee
KMUS 2
Oklahoma City
KEBC (FM) 1
WKY (NAFB).. 9
Pauls Valley
KVLH 3
Ponca City
KLOR (FM) 2
Stillwater
KSPI, KSPI-FM 2
Tulsa
KVOO 2

OREGON

Albany
KWIL 1
Corvallis
KLOO-FM 1
Klamath Falls
KAGO 3
KLAD, KLAD-FM .. 5
McMinnville
KMCM 14
Pendleton
KTIX 1
Portland
KUIK 1
Prineville
KRCO 6
Reedsport
KDUN 1
Salem
KSLM 6
The Dalles
KACI 1

PENNSYLVANIA

Allentown-Bethlehem-Easton
WKAP 1
Altoona
WFBG 4
Barnsboro
WNCC 6
Boyertown
WBYO (FM) 4
Butler
WISR 9
Chambersburg
WCBG 1
WCHA 3
Clearfield
WCPA, WCPA-FM 1
Elizabethtown
WPDC, WPDC-FM 2
Ephrata
WGSA 3
Everett
WSKE 2
Gettysburg
WGET 12
Hanover
WHVR 2
Harrisburg
WHP 2
Honesdale
WHPA 1
Huntingdon
WHUN 1
Indiana
WDAD 1
Lancaster
WGAL, WGAL-FM .. 2
WGSA ..... 3 (D)
Lansdale
WNPV 1
Latrobe
WQTW 2
Lewistown
WKVA 1
Mortinsburg
WJSM, WJSM-FM 2
Milton
WMLP 4
New Castle
WKST 1
Pittsburgh
WBCW 1
WNUF (FM).... 1
Portage
WWML 1
Reading
WEEU 6
Roaring Spring
WKMC 5
Scranton-Wilkes-Barre
WEJL 2
WILK 1
WSCR 1
Sharon
WPIC 3
Samerset
WVSC, WVSC-FM 3
Sunbury
WKOK, WKOK-FM .. 2
York
WSBA 3

SOUTH CAROLINA

Aiken
WLOW, WLOW-FM .. 1
Belton
WHPB 1
Bennettsville
WBSC 3
Columbia
WCAY 1
Conway
WLAT 3
Darlington
WDAR, WDAR-FM 11
Florence
WDAR, WDAR-FM 11 (D)
Fountain Inn
WFIS 1

(Continued on next page)

FARM PROGRAMS

Hours per week

Greenville-Spartanburg
WESC 6

Johnston
WJES 3

Kingstree
WDKD 15
WKSP 1

Loris
WLSC 2

Mullins
WJAY 16

Newberry
WKMG 2

Ridgeland
WBUG 5

St. George
WPWR (FM) 1
WQIZ 1

Union
WBCU 1

Walterboro
WALD,
WALD-FM 4

SOUTH DAKOTA

IMFN—
1 Station
(NAFB) 3

Aberdeen
KKAA 6

Belle Fourche
KBFS 3

Huron
KIJV 2

Madison
KJAM,
KJAM-FM 4

Rapid City
KIMM 2
KOTA (NAFB) 17
KTOQ 1

Sioux Falls
KISD 2
KSOO (NAFB) 21
KXRB (NAFB) 7

Watertown
KSDR 6
KWAT 24

Winner
KWYR,
KWYR-FM 28

Yankton
WNAX (NAFB) 26

TENNESSEE

Clarksville
WDXN 4

Englewood
WENR 2

Greeneville
WSMG 2

Hartsville
WJKM 2

Jackson
WDXI 2
WTJS 2

Jamestown
WDEB 3

Knoxville
WIVK,
WIVK-FM 1
WNOX 6

Lenoir City
WLIL 3

Maryville-Alcoa
WGAP 1

McMinnville
WBMC,
WBMC-FM 3

Memphis
WMC (NAFB) 11

Nashville
WSM (NAFB) 6

Parsons
WTBP 4

Pikeville
WUAT 2

South Pittsburg
WEPG 4

Union City
WENK 5

TEXAS

Voice of Southwest Agriculture Radio Network (NAFB) 4
Voice of Valley Agricultural Radio Network (NAFB) 12

Abilene
KNIT,
KNIT-FM 4
KRBC 4

Amarillo
KGNC (NAFB) 30

Austin
KLBJ,
KLBJ-FM 2

Bellinger
KRUN 3

Beeville
KIBL 6

Brenham
KTTX 6
KWHI-FM 6

Brownfield
KKUB 12

Brownwood
KEAN 5

Bryan-College Station
KTAM 2
WTAW 1

Cameron
KMIL 1

Carrizo Springs
KBEN 3

Center
KDET 3

Corpus Christi
KIKN ..... 6(D)

Corsicana
KAND 2

Crockett
KIVY,
KIVY-FM 6

Dallas
WBAP (NAFB) 6(D)
WFAA (NAFB) 3

Denton
KDNT 2

Edinburg
KESI (NAFB) 9
KURV (NAFB) 10

El Paso
KHEY 6

Ft. Worth
WBAP (NAFB) 6

Georgetown
KGTN 2

Gonzales
KCTI 11

Greenville
KGVL 2

Hondo
KRME 2

Houston
KENR (NAFB) 2

Huntsville
KSAM 2

Jasper
KTXJ,
KTXJ-FM 2

Junction
KMBL 3

Kenedy-Karnes City
KAML 5

Lake Jackson-Freeport
KBRZ 5

Littlefield
KZEN 3

Longview
KLUE 6

Lubbock
KDAV (NAFB) 15
KFYO (NAFB) 14

Marshall
KMHT 6

McAllen
KRIO 9

McKinney
KMMK (FM) 3

Monahans
KVKM 1

Palestine
KLIS (FM) 1

Pampa
KPDN 10

Plainview
KKYN 2

Ralls
KCLR 2

San Angelo
KGKL 4
KTEO 5

San Antonio
WOAI (NAFB) 3

San Marcos
KCNY 2

Sherman
KDSX,
KDSX-FM 1
KSHN (FM) 4

Sinton
KIKN 6

Slaton
KCAS 6

Taylor
KTAE 6

Waco
KHOO (FM) 1
WACO 1

Weatherford
KZEE 6

Wichita Falls
KWFT (NAFB) 9

UTAH

IMFN
4 Stations
(NAFB) 12

Delta
KDLT 2

Logan
KBLW 5

Salt Lake City
KSL (NAFB) 3

Spanish Fork
KONI,
KONI-FM 4

VERMONT

Barre-Montpelier
WSKI 2
WSNO 2

Brattleboro
WKVT 3

St. Johnsbury
WTWN 3

Waterbury
WDEV 3

VIRGINIA

Agrinet of Virginia (NAFB) 3

Abingdon
WBBI 21
WBBI-FM 6

Blackstone
WKLV 1

Broadway-Timberville
WBTX 2

Brookneal
WODI 5

Charlottesville
WINA (NAFB) 16

Covington
WKEY 6

Crewe
WSVS,
WSVS-FM 6

Danville
WBTM 6
WDVA 12

Farmville
WFLO 1

Gloucester
WDDY 2

Grundy
WMJD 1

Harrisonburg
WSVA (NAFB) 17

Norfolk-Portsmouth
WTAR 1

Orange
WJMA,
WJMA-FM 3

Richmond
WRVA 3

Wytheville
WYVE 10

WASHINGTON

Blaine
KARI 4

Olympia
KITN 1

Othello
KRSC 2

Prosser
KARY 2

Puyallup
KUPY 1

Richland-Pasco-Kennewick
KONA 3

Seattle
KVI 6

Spokane
KHQ (NAFB) 2

Tacoma
KMO 2

Toppenish
KENE 6

WEST VIRGINIA

Clarksburg
WBOY 3

Fairmont
WMMN 2
WTCS 3

Huntington-Ashland (Ky.)
WTCR (NAFB) 3

WISCONSIN

Wisconsin Farm Broadcasting Network (NAFB) 2

Ashland
WATW,
WATW-FM 3

Baraboo
WLVE (FM) 1

Beaver Dam
WBEV,
WBEV-FM 10

Beloit
WBEL 3

Berlin
WISS,
WISS-FM 18

Dodgeville
WDMP 12

Eau Claire-Chippewa Falls
WAXX (NAFB),
WEAU (FM) 18

Fort Atkinson
WFAW-FM 6

Green Bay
WGEE (NAFB) 2

Jackson
WYLO 1

Kewaunee
WAUN 11

La Crosse
WIZM 2
WKTY (NAFB) 10

Madison
WIBA 15
WTSO 4

Manitowoc-Two Rivers
WCUB 11

Mauston
WRJC 10

Merrill
WJMT,
WJMT-FM 3

Milwaukee
WISN 1
WTMJ 6
WYLO ..... 1 (D)

Monroe
WEKZ 20

Oconto
WOCO,
WOCO-FM 5

Portage
WPDR,
WPDR-FM 14

Port Washington
WGLB 12

Poynette
WIBU (NAFB) 5

Richland Center
WRCO,
WRCO-FM 20

River Falls
WEVR,
WEVR-FM 10

Shawano
WTCH 10

Sparta
WCOW 35

Sturgeon Bay
WDOR 6

Waupaca
WDUX,
WDUX-FM 12

Wausau
WSAU 7
WXCO 2

WYOMING

IMFN—
10 Stations
(NAFB) 30

Laramie
KOJO 1

Rawlins
KRAL 4

Radio Stations Regularly Scheduling Negro/black Programs

Hours per week

ALABAMA

Atmore
WATM ... 10
Auburn-Opelika
WJHO ... 5
Bay Minette
WWSM (FM) ... All
Birmingham
WBUL ... All
WENN, WENN-FM ... All
WJLD ... All
Carrollton
WRAG ... 40
Centreville
WBIB ... 1
Clanton
WKLF ... 5
Demopolis
WXAL ... 26
Dothan
WDIG ... 21
WOOF ... 3
Fayette
WWWF ... 3
Florence-Sheffield
WZZA ... All
Gadsden
WAAX ... 1
Huntsville
WEUP ... 2
Marion
WJAM ... 14
Mobile
WBLX ... All
WGOK ... All
Montgomery
WAPX ... All
WRMA ... All
Selma
WTQX ... All
Talladega
WNUZ ... 15
Tuscaloosa
WTUO ... All
Tuskegee
WBIL ... All
York
WYLS ... 31

ARKANSAS

Hot Springs
KGUS (FM) ... 1
Little Rock
KAAY ... 6
KALO ... All
KOKY ... All
Marionna
KZOT ... 13
Pine Bluff
KCAT ... All
Texarkana
KADO-FM ... All

CALIFORNIA

Bakersfield
KAFY ... 4
KGEE ... 5
KWAC ... 5
Long Beach
KGER ... 20
Los Angeles
KGFJ ... All
XEPRS ... 25(D)
Los Angeles Urban Area
KAGB (FM) ... 120
KDAY ... All
KJLH (FM) ... 162
Los Banos
KLBS, KLBS-FM ... 4
Los Gatos
KRVE (FM) ... 1
Monterey
KMBY ... 1
Sacromento
KPIP (FM) ... 35
KPOP ... 35
San Bernardine-Riverside
KQLH (FM) ... 19
San Diego
KLRO ... 3
XEPBS ... 25
San Francisco-Oakland
KDIA ... All
KFAX ... 12
KRE, KRE-FM ... 4
KSOL (FM) ... 168

(D) Duplicate Listing.

Seaside
KZEN (FM) ... 126

COLORADO

Denver
KAAT ... 2
KDKO ... All

CONNECTICUT

Danbury
WLAD ... 1
Hartford-New Britain
WKND ... All
WTIC ... 2
New Haven
WCDQ ... 4

DELAWARE

Wilmington
WILM ... 37

DIST. OF COLUMBIA

Washington
WFAX ... 4
WHUR (FM) ... All
WOL ... All
WOOK ... All
WUST ... All

FLORIDA

Daytona Beach
WMFJ ... 8
Fort Lauderdale-Hollywood
WCKO (FM) ... All
WRBD ... All
Fort Pierce
WIRA ... 1
Immokalee
WKEM ... 1
Jacksonville
WERD ... 152
WOBS ... 98
WPDQ ... All
Miami-Miami Beach
WEDR (FM) ... All
WMBM ... All
WRHC ... 21
Monticello
WTBJ ... 2
Orlando
WORL ... All
Pensacola
WBOP, WBOP-FM ... All
WNVY ... 1
Sarosota-Bradenton
WQSA ... 3
Starke
WPXE ... 10
Tallahassee
WANM ... All
Tampa-St. Petersburg
WTMP ... All
Winter Garden
WOKB ... All

GEORGIA

Southern Black Network ... 1
Albany
WJIZ (FM) ... All
Americus
WIPE (FM) ... All
Atlanta
WAOK ... All
WAVO ... 4
WIGO ... All
Augusta
WRDW ... All
WTHB ... All
Brunswick
WGIG ... 6
Camilla
WCLB ... 4
Columbus
WOKS ... All
Dawson
WDWD ... 50
Douglas
WOKA ... 10
La Grange
WLAG ... 12
Macon
WIBB ... All
Manchester
WFDR-FM ... 120
Savannah
WEAS, WEAS-FM ... All
WSOK ... All
Thomasville
WTUF (FM) ... All
Waycross
WACL ... 15

ILLINOIS

Aurora
WMRO ... 5
Champaign-Urbana
WDWS ... 6
Chicago
WBMX (FM) ... All (D)
WJPC ... All
WVON ... All
Chicago Urban Area
WBEE ... All
WBMX (FM) ... All
WMPP ... All
Freeport
WFRL, WFRL-FM ... 1
Galesburg
WGIL ... 8
Joliet
WJBC ... 4

INDIANA

Gary
WWCA ... 48
Indianapolis
WTLC (FM) ... All
South Bend
WNDU ... 10

IOWA

Davenport-Rock Island-Moline (Ill.)
WHBF ... 10
Waterloo
KXEL-FM ... 3

KENTUCKY

Bowling Green
WKCT ... 1
Cadiz
WKDZ, WKDZ-FM ... 25
Frankfort
WFKY ... 21
Lebanon
WLBN ... 12
Louisville
WFIA-FM ... 3
WLOU ... All
WXVW ... 1
Mt. Sterling
WMST ... 5
WMST-FM ... 1

LOUISIANA

Bastrop
KVOB ... 3
Baton Rouge
WXOK ... All
Eunice
KEUN ... 6
Ferriday
KFNV-FM ... 6
Franklin
KFRA, KFRA-FM ... 8
Garyville
WKQT ... 6
Hammond
KFPR ... 2
Mansfield
KDXI ... 8
New Iberia
KANE ... 5
New Orleans
WBOK ... All
WNNR ... All
WXEL (FM) ... All(D)
WYLD, WYLD-FM ... All
Opelouses
KSLO ... 16
Shreveport
KOKA ... All
Slidell
WXEL (FM) ... All
Springhill
KBSF ... 4
Ville Platte
KVPI, KVPI-FM ... 14

MARYLAND

Annapolis
WANN ... All
Baltimore
WBAL ... 2
WEBB ... All
WSID ... All
WWIN ... All
Lexington Park
WPTX ... 12
Ocean City
WETT ... 2
Pocomoke City
WDMV ... 1

MASSACHUSETTS

Boston
WILD ... All
Springfield-Holyoke-Chicopee
WACE ... 4
Worcester
WNEB ... 1

MICHIGAN

Ann Arbor
WYFC ... 2
Detroit
WGPR (FM) ... All
WJLB ... All
WJZZ ... All
Detroit Urban Area
WCHB ... All
Flint
WAMM ... All
Niles
WNIL-FM ... 2
Saginaw
WWWS (FM) ... All

MISSISSIPPI

Bay Springs
WHII, WXIY ... 30
Belzoni
WELZ ... 25
Biloxi-Gulfport
WQID ... 2
WTAM (FM) ... All
WVMI ... 2
Canton
WMGO ... 11
Clarksdale
WROX ... 29
Greenwood
WABG ... 18
Hattiesburg
WORV ... All
Houston
WCPC ... 11
Indianola
WNLA ... 5
Jackson
WKXI (FM) ... All
WOKJ ... All
Laurel
WNNL-FM ... All
Leland
WBAD ... All
WESY ... All
Louisville
WLSM-FM ... 12
Meridian
WQIC ... All
WTNK ... All
Natchez
WNAT ... 45
Tupelo
WJLJ ... 2
Tylertown
WTYL, WTYL-FM ... 8
Vicksburg
WQBC ... 30
Yazoo City
WYAZ ... All

MISSOURI

Caruthersville
WCRV ... 3
Kansas City
KPRT ... All
St. Louis
KATZ ... All
WCBW (FM) ... 10
WESL ... All
Springfield
KLFJ ... 1

NEBRASKA

Omaha
KOWH ... All
KOWH-FM ... All

NEVADA

Henderson
WVOV ... 87
Las Vegas
KVOV ... 87(D)

NEW HAMPSHIRE

Hanover
WDCR ... 8

NEW JERSEY

Atlantic City
WUSS ... All
Camden
WCAM ... 30
Princeton
WPRB (FM) ... 24
Trenton
WTNJ ... All
Vineland-Millville
WDVL-FM ... 32
WWBZ ... 2

NEW YORK

Albany-Schenectady-Troy
WGY ... 3
Bristol Center
WMIV (FM) ... 3
Buffalo
WBLK (FM) ... All
WUFO ... All
Cherry Valley
WJIV (FM) ... 3
De Ruyter
WOIV (FM) ... 3
Geneva
WECQ ... 1
Ithaca
WEIV (FM) ... 3
WHCU ... 18
New York City
WBLS (FM) ... All
WBNX ... 46
WLIB ... All
WNJR ... All(D)
WWRL ... All
New York Urban Area
WNJR ... All
Niagara Falls
WHLD ... 1
Poughkeepsie
WSPK (FM) ... 4
Rochester
WDKX ... All
WSAY ... 3
Syracuse
WMHR (FM) ... 1
Utica-Rome
WBNY ... 12
Wethersfield
WBIV (FM) ... 3

NORTH CAROLINA

Chodbourn
WVOE ... All
Charlotte
WGIV ... All
Fairmont
WFMO ... 4
Fayetteville
WIDU ... All
Goldsboro
WOKN (FM) ... All
Greensboro
WEAL ... All
WBQK (FM) ... 25
Jacksonville
WJNC ... 16
Lenoir
WJRI ... 2
Raleigh-Durham
WSRC ... All
Rocky Mount
WCEC ... 15
Roxboro
WRXO ... 2
Shelby
WADA ... 5
Wallace
WLSE ... 3
Wilmington
WWIL (FM) ... All
Wilson
WGTM ... 6
Winston-Salem
WAAA ... All

OHIO

Akron
WCUE ... 9
Canton
WHBC ... 20
WTOF (FM) ... 3
Cincinnati
WCIN ... All
Cleveland
WABQ ... All
WJMO ... All
WZAK (FM) ... 10
Columbus
WCOL-FM ... 5
WVKO ... All
WVKO-FM ... 104
Dayton
WDAO (FM) ... All
Lorain-Elyria
WLRO ... 4
Mansfield
WMAN ... 1
Toledo
WKLR (FM) ... All
Xenia
WELX ... All
WHBM (FM) ... All

OKLAHOMA

Muskogee
KMUS ... 3
Tulsa
KKUL (FM) ... All

OREGON

Portland
KQIV (FM) ... 84

PENNSYLVANIA

Beyertown
WBYO (FM) ... 1
Chambersburg
WCBG ... 1
Harrisburg
WCMB ... 12
New Castle
WKST ... 1
Philadelphia
WDAS ... All
WDAS-FM ... All
WHAT ... All
Philadelphia Urban Area
WIBF-FM ... 1
Pittsburgh
WAMO ... All
WAMO-FM ... All
York
WSBA ... 4

RHODE ISLAND

Providence-Pawtucket
WICE ... 8

Methods and Sources:

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

A station whose entire schedule is devoted to Negro/black Programming is identified by the word, All, under hours per week.

Definition as to what constitutes Negro/black Programming is left to the discretion of the stations.

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

SOUTH CAROLINA

Beaufort
WSIB ... 63
Bennettsville
WBSC ... 30
Charleston
WPAL ... All
WPXI (FM) ... All
Columbia
WOIC ... All
Florence
WYNN ... All
Fountain Inn
WFIS ... 12
Greenville-Spartanburg
WHYZ ... All
WKDY ... 13
Johnston
WJES ... 2
Kingstree
WDKD-FM ... 42
WKSP ... 4
Loris
WLSC ... 15
Mullins
WCIG ... 35
WJAY ... 5
St. George
WPWR (FM) ... 63
WQIZ ... All
Summerville
WWWZ ... 73
Union
WBCU ... 10
Walterboro
WALD, WALD-FM ... 19

TENNESSEE

Chattanooga
WNOO ... All
Jackson
WDXI ... 25
WTJS ... 3
Lenoir City
WLIL ... 1
Memphis
WDIA ... All
WLOK ... All
Nashville
WLAC ... 23
WVOL ... All

TEXAS

Abilene
KNIT-FM ... 6
Austin
KLBJ-FM ... 1
Bay City
KIOX ... 4
Beaumont
KPAC ... 26(D)
KJET ... All
Brownwood
KEAN ... 3
Bryan-College Station
WTAW-FM ... 13
Center
KDET ... 8
Crockett
KIVY, KIVY-FM ... 12
Dallas
KDTX (FM) ... 2
KSKY ... 7
Fort Worth
KNOK ... All
KNOK-FM ... All
Georgetown
KGTN ... 4
Gonzales
KCTI ... 3
Houston
KCOH ... All
KYOK ... All
Huntsville
KSAM ... 3
Longview
KLUE ... 19
Marshall
KMHT ... 21
Palestine
KNET ... 2
Port Arthur
KPAC ... 26
San Antonio
KAPE ... All
San Marcos
KCNY ... 1
Taylor
KTAE ... 12
Texarkana
KADO-FM ... All(D)
Tyler
KZEY ... All

VIRGINIA

Ashland
WIVE-FM ... 2
Covington
WKEY ... 2
Crewe
WSVS ... 15
Danville
WBTM ... 27
WHLA ... All
Harrisonburg
WSVA ... 2
Lynchburg
WJJS (FM) ... 162
Norfolk-Portsmouth
WOWI (FM) ... All
WRAP ... All
Richmond
WANT ... All
WENZ ... All
Roanoke
WTOY ... All

WASHINGTON

Seattle
KYAC, KYAC-FM ... All
Tacoma
KTAC-FM ... All

WEST VIRGINIA

Fairmont
WTCS ... 3

WISCONSIN

Beloit
WBEL ... 1
Milwaukee
WAWA ... All
WAWA-FM ... All
WNOV ... All
WTMJ ... 20

VIRGIN ISLANDS

St. Croix
WVIS (FM) ... All

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

Negro Population Data

January 1, 1975

METHODS AND SOURCES:

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

ALABAMA

STATE TOTAL..... 837,403

METRO AREAS

Anniston	16,565
Birmingham	206,740
Decatur	6,090
Dothan	13,636
Florence	14,572
Gadsden	11,777
Huntsville	32,821
Mobile	116,628
Montgomery	76,257
Tuscaloosa	25,292
Total Metros	520,378

COUNTIES

Baldwin	10,402
Calhoun	16,565
Chambers	11,846
ALABAMA	
Clarke	10,427
Dallas	25,655
Escambia	10,020
Etowah	11,777
Houston	13,636
Jefferson	192,200
Lee	13,910
Lowndes	10,392
Macon	18,942
Madison	25,573
Marengo	10,620
Mobile	106,226
Montgomery	61,888
Russell	18,821
Talladega	19,121
Tuscaloosa	25,292
Total Counties	613,313

ALASKA

STATE TOTAL..... 9,769

METRO AREAS

Anchorage	5,974
Total Metros	5,974

ARIZONA

STATE TOTAL..... 61,100

METRO AREAS

Phoenix	37,462
Tucson	12,555
Total Metros	50,017

ARKANSAS

STATE TOTAL..... 325,758

METRO AREAS

Fayetteville-Springdale	670
Fort Smith	6,190
Hot Springs	5,261
Little Rock-North Little Rock	62,547
Pine Bluff	32,899
Texarkana	23,391
Total Metros	130,958

COUNTIES

Crittenden	18,783
Jefferson	32,899
Mississippi	14,019
Ouachita	10,532
Phillips	19,812
Pulaski	61,670
St. Francis	11,179
Union	12,615
Total Counties	181,509

CALIFORNIA

STATE TOTAL....1,694,867

METRO AREAS

Anaheim-Santa Ana-Garden Grove	13,328
Bakersfield	19,233
Fresno	22,532
Los Angeles-Long Beach	932,174
Modesto	2,544
Oxnard-Simi Valley-Ventura	7,083
Riverside-San Bernardino-Ontario	59,183
Sacramento	50,144
Salinas-Seaside-Monterey	14,022
San Diego	76,720
San Francisco-Oakland	393,032
San Jose	25,993
Santa Barbara-Santa Maria-Lompoc	8,074
Santa Cruz	1,096
Santa Rosa	2,987
Stockton	18,268
Vallejo-Fairfield-Napa	19,259
Visalia	3,298
Total Metros	1,668,970

COLORADO

STATE TOTAL..... 87,065

METRO AREAS

Colorado Springs	17,101
Denver-Boulder	65,256
Fort Collins	449
Greeley	350
Pueblo	2,213
Total Metros	85,369

CONNECTICUT

STATE TOTAL..... 226,829

METRO AREAS

Bridgeport (S.M.S.A.)	34,491
Bridgeport-Stamford-Norwalk (County Basis)	68,502
Bristol (S.M.S.A.)	736
Danbury (S.M.S.A.)	4,065
Hartford (S.M.S.A.)	61,525
Hartford-New Britain-Bristol (County Basis)	68,701
Meriden (S.M.S.A.)	1,753
New Britain (S.M.S.A.)	4,523
New Haven-West Haven (S.M.S.A.)	49,753
New Haven-Waterbury-Meriden (County Basis)	73,086
New London-Norwich (S.M.S.A.)	8,777
New London-Norwich (County Basis)	9,023
Norwalk (S.M.S.A.)	11,541
Stamford (S.M.S.A.)	17,967
Waterbury (S.M.S.A.)	13,667
Total Metros (S.M.S.A.)	208,798
Total Metros (County Basis)	219,312

DELAWARE

STATE TOTAL..... 85,927

METRO AREAS

Wilmington	67,326
Total Metros	67,326

DISTRICT OF COLUMBIA

DISTRICT TOTAL.. 643,215

METRO AREAS

FLORIDA

Washington	851,723
Total Metros	851,723

FLORIDA

STATE TOTAL....1,135,667

METRO AREAS

Daytona Beach	25,491
Fort Lauderdale-Hollywood	89,889
Fort Myers	14,537
Fort Pierce	17,685
Gainesville	21,890
Jacksonville	138,305
Lakeland-Winter Haven	42,032
Melbourne-Titusville-Cocoa	19,612
Miami	214,667
Orlando	76,968
Panama City	9,717
Pensacola	43,851
Sarasota	8,259
Tallahassee	28,249
Tampa-St. Petersburg	134,849
West Palm Beach-Boca Raton	63,896
Total Metros	949,997

COUNTIES

Alachua	21,890
Brevard	19,612
Broward	89,889
Dade	214,667
Duval	122,276
Escambia	41,857
Gadsden	23,395
Hillsborough	78,577
Lake	13,283
Lee	14,537
Leon	26,784
Manatee	11,166
Marion	18,910
Orange	56,984
Palm Beach	63,896
Pinellas	52,441
Polk	42,032
St. Lucie	17,685
Seminole	17,346
Volusia	25,491
Total Counties	972,718

GEORGIA

STATE TOTAL.....1,190,602

METRO AREAS

Albany	36,558
Athens	12,537
Atlanta	389,292
Augusta	70,177
Columbus	67,431
Macon	69,636
Rome	8,858
Savannah	70,072
Valdosta	16,097
Total Metros	740,658

COUNTIES

Baldwin	12,418
Bibb	50,787
Bulloch	12,168
Chatham	65,945
Clarke	12,537
De Kalb	76,468
Dougherty	34,418
Fulton	263,418
Glynn	12,001
Lowndes	16,097
Muscogee	45,794
Richmond	45,814
Spalding	10,338
Sumter	10,278
Thomas	14,115
Troup	12,901
Total Counties	695,497

HAWAII

STATE TOTAL..... 7,306

METRO AREAS

Honolulu	6,976
Total Metros	6,976

IDAHO

STATE TOTAL..... 2,736

METRO AREAS

Boise City	284
Idaho Falls	123
Lewiston	20
Pocatello	513
Total Metros	940

ILLINOIS

STATE TOTAL 1,701,663

METRO AREAS

Bloomington-Normal	2,754
Champaign-Urbana-Rantoul	12,272
Chicago	1,474,834
Chicago, Ill.-Northwestern Ind. (Consolidated)	1,605,253
Danville	6,393
Davenport-Rock Island-Moline	15,978
Decatur	12,890
Kankakee	13,337
Peoria	19,584
Quincy	1,575
Rockford	20,431
Springfield	9,299
Total Metros	1,589,347

INDIANA

STATE TOTAL..... 414,847

METRO AREAS

Anderson	10,402
Bloomington	1,888
Elkhart	5,976
Evansville	14,372
Fort Wayne	24,123
Gary-Hammond-East Chicago	130,419
Indianapolis	157,635
Kokomo	4,177
Lafayette-West Lafayette	1,245
Marion	5,412
Muncie	7,466
Richmond	4,010
South Bend	22,600
Terre Haute	5,782
Total Metros	395,507

IOWA

STATE TOTAL..... 37,858

METRO AREAS

Cedar Rapids	2,149
Davenport-Rock Island-Moline	15,978
Des Moines	13,206
Dubuque	106
Iowa City	666
Sioux City	779
Waterloo-Cedar Falls	8,018
Total Metros	40,902

KANSAS

STATE TOTAL..... 118,836

METRO AREAS

Hutchinson	1,467
Manhattan	4,156
Salina	2,343
Topeka	13,017
Wichita	32,616
Total Metros	53,599

KENTUCKY

STATE TOTAL..... 232,714

METRO AREAS

Bowling Green	4,831
Clarksville-Hopkinsville	22,821
Huntington-Ashland	6,824
Lexington-Fayette	27,100
Louisville	111,274
Owensboro	3,387
Paducah	5,732
Total Metros	181,969

LOUISIANA

STATE TOTAL 1,107,493

METRO AREAS

Alexandria	34,187
Baton Rouge	101,789
Houma	11,103
Lafayette	24,944
Lake Charles	33,511
Monroe	29,085
New Orleans	368,961
Shreveport	110,034
Total Metros	713,614

PARISHES

Acadia	10,523
Avoyelles	10,222
Bossier	10,351
Caddo	88,464
Calcasieu	33,511
De Soto	10,782
East Baton Rouge	81,986
Iberia	16,017
Iberville	14,050
Jefferson	40,373
Lafayette	24,944
Lincoln	13,538
Morehouse	11,911
Natchitoches	10,553
Orleans	315,518
Ouachita	29,085
Pointe Coupee	10,214
Rapides	31,250
St. John the Baptist	10,961
St. Landry	32,595
St. Martin	10,865
St. Mary	16,984
St. Tammany	10,698
Tangipahoa	19,683
Terrebonne	11,103
Washington	12,441
Webster	11,219
Total Parishes	899,841

MAINE

STATE TOTAL..... 2,299

METRO AREAS

Bangor (County Basis)	82
Lewiston-Auburn (S.M.S.A.)	115
Lewiston-Auburn (County Basis)	112
Portland (S.M.S.A.)	568
Portland (County Basis)	701
Total Metros (S.M.S.A.)	683
Total Metros (County Basis)	895

MARYLAND

STATE TOTAL..... 786,567

METRO AREAS

Baltimore	550,066
Cumberland	998
Hagerstown	3,736
Total Metros	554,800

MASSACHUSETTS

STATE TOTAL..... 239,153

METRO AREAS

Boston (S.M.S.A.)	151,701
Boston-Lawrence-Haverhill-Lowell (County Basis)	184,030
Brockton (S.M.S.A.)	3,470
Brockton (County Basis)	4,626
Fall River (S.M.S.A.)	625
Fitchburg-Leominster (S.M.S.A.)	1,004
Lawrence-Haverhill (S.M.S.A.)	1,701
Lowell (S.M.S.A.)	1,385
New Bedford (S.M.S.A.)	3,948
New Bedford-Fall River (County Basis)	5,420
Pittsfield (S.M.S.A.)	1,379
Pittsfield (County Basis)	2,230
Springfield-Chicopee-Holyoke (S.M.S.A.)	28,652
Springfield-Chicopee-Holyoke (County Basis)	31,860
Worcester (S.M.S.A.)	4,340
Worcester-Fitchburg-Leominster (County Basis)	8,244
Total Metros (S.M.S.A.)	198,205
Total Metros (County Basis)	236,410

MICHIGAN

STATE TOTAL.....1,208,294

METRO AREAS

Ann Arbor	20,380
Battle Creek	13,666
Bay City	786
Detroit	930,115
Flint	75,419
Grand Rapids	29,275
Jackson	9,030
Kalamazoo-Portage	17,024
Lansing-East Lansing	20,237
Midland	266
Muskegon-Muskegon Heights	20,048
Saginaw	32,024
Total Metros	1,168,270

MINNESOTA

STATE TOTAL..... 42,667

METRO AREAS

Duluth-Superior	1,469
Fargo-Moorhead	232
Minneapolis-St. Paul	38,724
Rochester	334
St. Cloud	357
Total Metros	41,116

MISSISSIPPI

STATE TOTAL..... 751,995

METRO AREAS

Biloxi-Gulfport	30,092
Hattiesburg	13,222
Jackson	96,952
Meridian	18,653
Total Metros	158,919

COUNTIES

Adams	17,622
Bolivar	26,645
Coahoma	23,117
Copiah	12,825
Forrest	13,222
Harrison	25,761
Hinds	85,773
Holmes	13,784
Jackson	14,850
Jones	13,718
Lauderdale	18,653
Leflore	20,850
Lowndes	14,621
Madison	16,612
Marshall	13,117
Panola	12,180
Pike	14,231
Rankin	11,179
Sunflower	19,230
Warren	16,838
Washington	38,265
Yazoo	12,147
Total Counties	455,240

MISSOURI

STATE TOTAL..... 535,395

METRO AREAS

Columbia	4,365
Joplin	928
Kansas City	176,249
St. Joseph	2,540
St. Louis	427,021
Springfield	2,387
Total Metros	613,490

MONTANA

STATE TOTAL..... 2,482

METRO AREAS

Billings	217
Great Falls	1,594
Missoula	72
Total Metros	1,883

NEBRASKA

STATE TOTAL..... 47,908

METRO AREAS

Lincoln	2,401
Omaha	44,839
Total Metros	47,240

NEVADA

STATE TOTAL..... 33,058
METRO AREAS
Las Vegas 29,711
Reno 2,104
Total Metros..... 31,815

NEW HAMPSHIRE

STATE TOTAL..... 2,783
METRO AREAS
Manchester (S.M.S.A.) 347
Manchester-Nashua (County Basis).. 760
Nashua (S.M.S.A.) 399
Total Metros (S.M.S.A.) 746
Total Metros (County Basis).. 760

NEW JERSEY

STATE TOTAL..... 965,934
METRO AREAS
Atlantic City 32,826
Jersey City..... 80,773
Long Branch-Asbury Park.. 38,160
Newark 467,333
New Brunswick-Perth Amboy-Sayreville 29,546
Paterson-Clifton-Passaic 66,748
Trenton 62,098
Vineland-Millville-Bridgeton 19,549
Total Metros..... 797,033

NEW MEXICO

STATE TOTAL..... 22,769
METRO AREAS
Albuquerque 8,456
Santa Fe..... 251
Total Metros..... 8,707

NEW YORK

STATE TOTAL....2,786,486
METRO AREAS
Albany-Schenectady-Troy 29,621
Binghamton 3,504
Buffalo 129,968
Elmira 4,089
Jamestown 1,649
Nassau-Suffolk.. 141,290
New York.....2,324,592
New York-Northeastern N. J. (Consolidated) 3,110,282
Poughkeepsie 16,554
Rochester 76,867
Syracuse 31,233
Utica-Rome 10,245
Watertown 219
Total Metros....2,769,831

NORTH CAROLINA

STATE TOTAL....1,097,326
METRO AREAS
Asheville 10,911
Burlington 18,287
Charlotte-Gastonia 115,835
Fayetteville 50,680
Greensboro-Winston-Salem-High Point.... 135,768
Raleigh-Durham 106,775
Rocky Mount 42,991
Wilmington 25,267
Total Metros..... 506,514
COUNTIES
Alamance 18,287
Anson 10,238
Beaufort 10,695
Bertie 11,268
Buncombe 10,809
Cabarrus 12,297
Cleveland 14,316
Columbus 12,761
Craven 14,663
Cumberland 50,680
Duplin 11,437
Durham 46,412
Edgecombe 23,283
Forsyth 47,494
Franklin 11,145
Gaston 17,955
Granville 13,993
Guilford 70,311
Halifax 21,308
Harnett 10,952
Hertford 12,390
Iredell 12,575
Johnston 12,774
Lenoir 19,797
Mecklenburg 87,248
Nash 19,708
New Hanover 17,790
Northampton 12,275
Onslow 15,806
Pitt 20,181
Richmond 11,566
Robeson 19,508
Rockingham 15,074
Rowan 14,056
Sampson 16,009
Union 10,532
Vance 13,539
Wake 50,963
Wayne 26,830
Wilson 19,287
Total Counties.... 868,312

NORTH DAKOTA

STATE TOTAL..... 3,908
METRO AREAS
Fargo-Moorhead 232
Grand Forks 1,618
Total Metros..... 1,850

OHIO

STATE TOTAL 1,067,202
METRO AREAS
Akron 59,735
Canton 22,969
Cincinnati 161,908
Cleveland 376,547
Columbus 119,067
Dayton 103,632
Hamilton-Middletown .. 11,338
Lima 10,670
Lorain-Elyria .. 18,578
Mansfield 9,365
Newark 1,803
Parkersburg-Marietta 1,282
Portsmouth 1,123
Sandusky 5,597
Springfield 13,382
Steubenville-Weirton 6,793
Toledo 66,228
Youngstown-Warren 53,312
Total Metros....1,043,289

OKLAHOMA

STATE TOTAL..... 181,196
METRO AREAS
Enid 2,504
Lawton 12,619
Oklahoma City.. 62,688
Tulsa 45,124
Total Metros 122,935

OREGON

STATE TOTAL..... 32,187
METRO AREAS
Eugene-Springfield 973
Medford 50
Portland 28,062
Salem 1,019
Total Metros..... 30,104

PENNSYLVANIA

STATE TOTAL 1,160,259
METRO AREAS
Allentown-Bethlehem-Easton 8,726
Altoona 925
Erie 10,746
Harrisburg 32,931
Johnstown 3,839
Lancaster 6,670
Lebanon 336
New Castle 2,921
Northeast Pennsylvania.. 4,264
Philadelphia 985,747
Pittsburgh 176,745
Reading 8,229
Williamsport 1,417
York 9,221
Total Metros....1,252,717

RHODE ISLAND

STATE TOTAL..... 31,237
METRO AREAS
Providence-Warwick-Pawtucket (S.M.S.A.) 24,531
Providence-Warwick-Pawtucket (County Basis).. 31,237
Total Metros (S.M.S.A.) 24,531
Total Metros (County Basis).. 31,237

SOUTH CAROLINA

SOUTH CAROLINA ....
STATE TOTAL..... 746,262
METRO AREAS
Anderson 19,334
Charleston 94,212
Columbia 85,822
Florence 28,518
Greenville-Spartanburg.. 86,620
Total Metros..... 314,506
COUNTIES
Aiken 20,340
Anderson 19,334
Beaufort 16,571
Berkeley 11,608
Charleston 71,710
Chester 11,454
Clarendon 14,852
Colleton 11,829
Darlington 17,370
Dillon 10,419
Dorchester 10,894
Fairfield 11,950
Florence 28,518
Georgetown 15,995
Greenville 41,811
Greenwood 13,955
Horry 18,731
Lancaster 10,401
Laurens 13,012
Lexington 10,770
Marion 13,892
Marlboro 10,426
Orangeburg 35,593
Richland 75,052
Spartanburg 38,707
Sumter 30,700
Williamsburg .. 17,381
York 19,954
Total Counties.. 623,229

SOUTH DAKOTA

STATE TOTAL..... 2,074
METRO AREAS
Rapid City 430
Sioux Falls 168
Total Metros 598

TENNESSEE

STATE TOTAL..... 630,275
METRO AREAS
Chattanooga 50,336
Clarksville-Hopkinsville .. 22,821
Jackson 21,367
Johnson City..... 3,091
Kingsport-Bristol 4,944
Knoxville 28,275
Memphis 318,350
Nashville-Davidson 117,226
Total Metros 566,410

TEXAS

STATE TOTAL 1,469,253
METRO AREAS
Abilene 7,452
Amarillo 7,923
Austin 35,437
Beaumont-Port Arthur-Orange 76,080
Brownsville-Harlingen-San Benito .. 484
Bryan-College Station 8,865
Corpus Christi .. 12,877
Dallas-Fort Worth 362,630
El Paso 11,366
Galveston-Texas City .. 33,874
Houston 432,199
Killeen-Temple.. 25,731
Laredo 499
Longview 12,571
Lubbock 13,831
McAllen-Pharr-Edinburg 308
Midland 6,842
Odessa 4,500
San Angelo 2,964
San Antonio 65,929
Sherman-Dennison 5,402
Texarkana 23,391
Tyler 23,099
Victoria 4,119
Waco 25,025
Wichita Falls.... 10,666
Total Metros....1,214,064

UTAH

STATE TOTAL..... 8,263
METRO AREAS
Provo-Orem 45
Salt Lake City-Ogden 8,043
Total Metros.... 8,088

VERMONT

STATE TOTAL..... 788
METRO AREAS
Burlington 355
Total Metros.... 355

VIRGINIA

STATE TOTAL..... 843,248
METRO AREAS
Charlottesville.... 9,966
Danville 28,462
Kingsport-Bristol 4,944
Lynchburg 28,228
Newport News-Hampton 84,263
Norfolk-Virginia Beach-Portsmouth .. 195,161
Petersburg-Colonial Heights-Hopewell 43,653
Richmond 137,128
Roanoke 21,408
Total Metros 553,213
COUNTIES
Accomack 10,046
Arlington 28,726
Campbell 19,970
Chesapeake 19,944
Dinwiddie 33,407
Fairfax 14,651
Halifax 12,328
Hampton 36,336
Henrico 110,911
Henry 16,502
Mecklenburg 12,440
Newport News .. 33,127
Norfolk 87,256
Pittsylvania 28,462
Portsmouth 49,682
Prince George.... 10,246
Roanoke 20,054
Southampton 11,680
Suffolk 21,614
Virginia Beach.. 15,159
Total Counties.. 592,541

WASHINGTON

STATE TOTAL..... 81,075
METRO AREAS
Bellingham 331
Bremerton 1,470
Richland-Kennewick 2,083
Seattle-Everett.. 46,557
Spokane 3,143
Tacoma 22,146
Yakima 1,589
Total Metros.... 77,319

WEST VIRGINIA

STATE TOTAL..... 55,588
METRO AREAS
Charleston 12,905
Clarksburg 1,016
Huntington-Ashland 6,824
Parkersburg-Marietta 1,282
Steubenville-Weirton 6,793
Wheeling 3,435
Total Metros 32,255

WISCONSIN

METRO AREAS
Appleton-Oshkosh 322
Duluth-Superior 1,469
Eau Claire 232
Fond du Lac..... 258
Green Bay 539
Janesville-Beloit 3,555
Kenosha 2,609
La Crosse 67
Madison 4,107
Milwaukee 146,829
Racine 14,121
Sheboygan 276
Wausau 19
Total Metros 174,403

WYOMING

STATE TOTAL..... 3,174
METRO AREAS
Casper 269
Total Metros 269

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

Leading 100 Metro Areas Ranked by Negro Population

RANK		
1	New York	2,324,592
2	Chicago	1,474,834
3	Philadelphia	985,747
4	Los Angeles-Long Beach	932,174
5	Detroit	930,115
6	Washington, D. C.	851,723
7	Baltimore	550,066
8	Newark, N. J.	467,333
9	Houston	432,199
10	St. Louis	427,021
11	San Francisco-Oakland	393,032
12	Atlanta	389,292
13	Cleveland	376,547
14	New Orleans	368,961
15	Dallas-Fort Worth	362,630
16	Memphis	318,350
17	Miami	214,667
18	Birmingham	206,740
19	Norfolk-Virginia Beach-Portsmouth	195,161
20	Pittsburgh	176,745
21	Kansas City	176,249
22	Cincinnati	161,908
23	Indianapolis	157,635
24	Boston (Official S.M.S.A.)	151,701
25	Milwaukee	146,829
26	Nassau-Suffolk	141,290
27	Jacksonville, Fla.	138,305
28	Richmond, Va.	137,128
29	Greensboro-Winston-Salem-High Point	135,768
30	Tampa-St. Petersburg	134,849
31	Gary-Hammond-East Chicago	130,419
32	Buffalo	129,968
33	Columbus, Ohio	119,067
34	Nashville-Davidson	117,226
35	Mobile	116,628
36	Charlotte-Gastonia, N. C.	115,835
37	Louisville	111,274
38	Shreveport	110,034
39	Raleigh-Durham	106,775
40	Dayton, Ohio	103,632
41	Baton Rouge	101,789
42	Jackson, Miss.	96,952
43	Charleston, S. C.	94,212
44	Fort Lauderdale-Hollywood	89,889
45	Greenville-Spartanburg, S. C.	86,620
46	Columbia, S. C.	85,822
47	Newport News-Hampton, Va.	84,263
48	Jersey City	80,773
49	Orlando	76,968
50	Rochester, N. Y.	76,867
51	San Diego	76,720
52	Montgomery, Ala.	76,257
53	Beaumont-Port Arthur-Orange	76,080
54	Flint	75,419
55	Augusta, Ga.	70,177
56	Savannah, Ga.	70,072
57	Macon	69,636
58	Columbus, Ga.	67,431
59	Wilmington, Del.	67,326
60	Paterson-Clifton-Passaic	66,748
61	Toledo	66,228
62	San Antonio	65,929
63	Denver-Boulder	65,256
64	West Palm Beach-Boca Raton	63,896
65	Oklahoma City	62,688
66	Little Rock-North Little Rock	62,547
67	Trenton	62,098
68	Hartford (Official S.M.S.A.)	61,525
69	Akron	59,735
70	Riverside-San Bernardino-Ontario	59,183
71	Youngstown-Warren	53,312
72	Fayetteville	50,680
73	Chattanooga	50,336
74	Sacramento	50,144
75	New Haven (Official S.M.S.A.)	49,753
76	Seattle-Everett	46,557
77	Tulsa	45,124
78	Omaha	44,839
79	Pensacola	43,851
80	Petersburg-Colonial Heights-Hopewell	43,653
81	Rocky Mount, N. C.	42,991
82	Lakeland-Winter Haven	42,032
83	Minneapolis-St. Paul	38,724
84	Long Branch-Asbury Park, N. J.	38,160
85	Phoenix	37,462
86	Albany, Ga.	36,558
87	Austin	35,437
88	Bridgeport (Official S.M.S.A.)	34,491
89	Alexandria, La.	34,187
90	Galveston-Texas City	33,874
91	Lake Charles, La.	33,511
92	Harrisburg, Pa.	32,931
93	Pine Bluff	32,899
94	Atlantic City	32,826
95	Huntsville	32,821
96	Wichita	32,616
97	Saginaw	32,024
98	Syracuse	31,233
99	Biloxi-Gulfport	30,092
100	Las Vegas	29,711

Total 100 Leading Metro Areas.....18,412,384

NON-METRO AREA COUNTIES WITH 25,000 OR MORE NEGRO POPULATION (1-1-75)

1	Washington, MS	38,265
2	Orangeburg, SC	35,593
3	St. Landry, LA	32,595
4	Sumter, SC	30,700
5	Wayne, NC	26,830
6	Bolivar, MS	26,645
7	Dallas, AL	25,655

U.S. TOTAL NEGRO POPULATION 1-1-75—24,938,371

Radio Stations Regularly Scheduling Foreign Language Programs

Methods and Sources:

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

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

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

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

Hours per week

ALASKA

Nome
KICY—Russian, Eskimo 11

ARIZONA

Douglas
KAWT—Spanish 30
Flagstaff
KCLS—Navajo, Spanish 28
Holbrook
KDJI—Navajo, Spanish 26
Miami
KIKO—Spanish, Apache 6
Nogales
KFBR—Spanish 20
Phoenix
KIFN—Spanish ..... All
KPHX—Spanish ..... All
KRDS—Spanish 63
Prescott
KYCA—Spanish 1
Tucson
KEVT—Spanish ..... All
KXEW—Spanish 90
KXEW-FM—Spanish 104
Willcox
KHIL—Spanish 2

ARKANSAS

Hot Springs
KGUS (FM)—Greek 1

CALIFORNIA

Bakersfield
KGEE—Spanish 14
KWAC—Spanish 158
Calexico
KICO—Spanish 6
Corona
KREL—Spanish, Portuguese, Hungarian, Italian 28
Dinuba
KRDU—Spanish, Japanese, Armenian 14
Eureka
KRED—Spanish 1
Fresno
KGST—Spanish ..... All
KXEX—Spanish 85
Gilroy
KAZA—Spanish ..... All
KSND (FM)—Spanish 13
Hanford
KNGS—Spanish, Portuguese 5
Hollister
KMPG—Spanish ..... All
King City
KRKC—Spanish 7
Los Angeles
XEPRS—Spanish ..... 112(D)
Los Angeles Urban Area
KALI—Spanish ..... All
KWKW—Spanish ..... All
Los Banos
KLBS—Portuguese, Spanish 33
Los Gatos
KRVE (FM)—Portuguese, Spanish, Italian, Greek, French 40
Madera
KHOT—Spanish 6
McFarland
KXEM—Spanish ..... All
Modesto
KCEY—Portuguese, Spanish ..... 9(D)
KHOP (FM)—Italian, Portuguese, Hebrew, Assyrian, Indian 35
Monterey
KWAV—Portuguese 2
Oceanside
KUDE—Spanish 2
Oroville
KORV—Spanish 2
Oxnard-Ventura
KEWE (FM)—Spanish 83
KOXR—Spanish 138

(D) Duplicate Listing.

Porterville
KTIP—Spanish 15
Red Bluff
KBLF—Spanish 2
Sacramento
KPIP (FM)—Spanish 104
Salinas
KCTY—Spanish ..... All
KWAV—Portuguese ..... 2(D)
San Bernardino-Riverside
KCAL—Spanish ..... All
San Diego
KLRO—German, Spanish, Portuguese 8
XEBG—Spanish 168
XEGM—Spanish ..... All
XEMMM—Spanish 90
XEMO—Greek, German, Italian 5
XEPRS—Spanish 112
XEXX—Spanish ..... All
San Francisco-Oakland
KBRG—Spanish 106
KFAX—Greek, Russian, Italian, Croatian, Indonesian, Tagalog 8
KOFY—Spanish ..... All
San Jose
KAZA—Spanish ..... All (D)
KEGL—Spanish 107
Santa Rosa
KPLS—Spanish 1
KVRE, KVRE-FM—Spanish 4
Seaside
KZEN (FM)—Japanese 1
Stockton
KSTN, KSTN-FM—Spanish, Portuguese 103
Tracy
KSBT (FM)—Spanish 84
Turlock
KCEY—Portuguese, Spanish 8
Visalia
KONG—Spanish 9
Watsonville
KOMY—Spanish, Portuguese, Yugoslav 36
Yuba City-Marysville
KHEX (FM)—Spanish, Punjabi Indian 15

COLORADO

Denver
KAAT—German, Greek 1
KFSC—Spanish ..... All
Fort Collins
KTCL—Spanish 2
Grand Junction
KREX—Spanish 3
KSTR—Spanish 1
Greeley
KFKA—Spanish 5
KYOU—Spanish 14
Longmont
KLMO—Spanish, German 2
Pueblo
KAPI—Spanish 84

CONNECTICUT

Danbury
WINE, WINE-FM—Portuguese, Italian 3
WLAD—Polish, Lebanese 2
Hartford-New Britain
WLVH (FM)—Spanish 168
WRYM—Spanish, Polish, Italian, Ukrainian, Portuguese, Lithuanian 81
WTIC—Spanish 1
New Haven
WCDQ—Spanish 3

DISTRICT OF COLUMBIA

Washington
WAVA, WAVA-FM—Jewish 2
WFAN (FM)—Spanish ..... All
WFAX—Greek, Polish 2

FLORIDA

Boca Raton
WSBR—Spanish 1
Dade City
WDCF—Spanish 2
Immokalee
WKEM—Spanish 15
Kissimmee
WFIV—Spanish, German 6
Miami-Miami Beach
WCMQ—Spanish ..... All
WCMQ-FM—Spanish 168
WFAB—Spanish 163
WOCN—Spanish 168
WQBA—Spanish 168
WRHC—Spanish, Polish, Hungarian, Greek, Estonian 58
Orlando
WFIV—Spanish, German ..... 6(D)
Sarasota-Bradenton
WSPB—Spanish 1
Tampa-St. Petersburg
WROL—Spanish ..... All
WTAN-FM—German, Italian 4
West Palm Beach
WPBR—Finnish 1
Windermere
WVCF—Spanish 2

HAWAII

Hilo
KIPA—Japanese, Filipino 31
Honolulu
KISA—Filipino 84
KOHO—Japanese 135
KZOO—Japanese, Filipino 136

IDAHO

Boise
KBOI—Basque 1
Caldwell
KCID—Spanish 12
Twin Falls
KTFI—Spanish 1
Weiser
KWEI—Spanish 14

ILLINOIS

Aurora
WMRO—Spanish 4
Chicago
WCRW—Spanish, Greek 35
WEDC—Spanish, Russian, Greek, Slovenian, Italian, Polish, Ukrainian 76
WOJO—Spanish 84(D)
WSBC—Spanish, Polish, Italian, Slovak, Bohemian, Ukrainian, Greek 50
WXRT (FM)—Spanish, Italian, German, Polish, Lithuanian, Slovak, Korean, Japanese, Irish, Filipino, Greek, Lithuanian, Russian, Ukrainian 75
Chicago Urban Area
WEAW—Spanish, Assyrian, Italian, Indian, Romanian, German, Swedish 20
WOJO—Spanish 84
WOPA—Polish, Spanish, Italian, Greek, Lithuanian, Russian, Ukrainian 75
WTAQ—Spanish, Italian, Czech 35
WYVX—German, Italian, Spanish 43
Elgin
WRMN—Spanish 5
Galesburg
WAAG—Spanish 3
Joliet
WJBC—Spanish, Greek 4
Pontiac
WPOK—Spanish 1

INDIANA

Elwood
WBMP (FM)—Spanish 3
Gary
WLTH—Polish, Greek, Spanish, Macedonian, Serbian, Yugoslavian 17
South Bend
WNDU—Hungarian, Polish, Spanish 3
WSBT—Polish, Hungarian, Spanish 3

IOWA

Burlington
KBUR, KBUR-FM—Spanish 1
Davenport-Rock Island-Moline (Ill.)
WHBF—Spanish 1
WHBF-FM—German, Greek, Italian, Scandinavian 4

KANSAS

Dodge City
KEDD—Spanish 1
Goodland
KLOE—Spanish 5

LOUISIANA

Abbeville
KROF—French 6
Eunice
KEUN—French 6
Golden Meadow
KLEB—French 12
Houma
KCIL (FM) —French 9
KHOM (FM)—French 9
Lafayette
KPEL, KPEL-FM—French 1
Marksville
KAPB, KAPB-FM—French 1
New Roads
KWBG—French 3
Opelousas
KSLO—French 30
Thibodaux
KTIB—French 5
Ville Platte
KVPI, KVPI-FM—French 9

MARYLAND

Laurel
WLMD—German, Polish, Greek, French, Italian 9

MASSACHUSETTS

Attleboro
WARA—Spanish 1
Boston
WLYN, WLYN-FM—Italian, Spanish, Greek, Portuguese, Lithuanian 52
WNTN—Greek, Italian, Hebrew 10
Fall River
WALE—Portuguese, French, Polish 8
Lawrence
WCCM—Spanish 1
Marlboro
WSRO—Portuguese, Greek 4
New Bedford
WGCY (FM)—Portuguese 140
Pittsfield
WBEC—Italian 2
Springfield-Holyoke-Chicopee
WACE—Polish, Portuguese 11
Taunton
WRLM (FM)—Portuguese, Spanish 2
Ware
WARE—Polish, Portuguese 5
Worcester
WNEB—Swedish, Polish, Greek, Irish, Italian 6

MICHIGAN

Adrian
WABJ—Spanish 4
Benton Harbor
WHFB-FM—German 2
Detroit
WMZK (FM)—Arabic, Armenian, Bulgarian, Croatian, German, Greek, Hungarian, Indian, Italian, Korean, Lithuanian, Maltese, Norwegian, Polish, Romanian, Russian, Slovak, Spanish, Swedish, Ukrainian 122
Detroit Urban Area
WIID—Albanian, Arabic, Armenian, Belgian, Dutch, German, Greek, Hebrew, Hungarian, Indian, Italian, Latin American, Pakistanian, Polish, Rumanian, Russian, Scottish, Slovak, Ukrainian, Yugoslavian 90
Flint
WCZN—Polish 2
Lansing
WILS, WILS-FM—Spanish 1
WJIM—Spanish 1
Muskegon
WKBZ—Spanish 1
Saginaw
WSGW—Spanish 2

MINNESOTA

Austin
KQAQ—Spanish 1
Cambridge
KABG—Swedish 1
Cloquet
WKLK—Finnish, Polish, Swedish 3
Minneapolis-St. Paul
WMIN—Spanish 1
New Ulm
KNUJ—German 3
Stillwater
WAVN—German 2

MISSOURI

Kansas City
KBEA—Spanish 1
St. Louis
WCBW (FM)—German, Greek, Slavic 22

NEBRASKA

Hastings
KHAS—Spanish 1
Scottsbluff
KEYR—Spanish 2
KNEB—Spanish 1

NEVADA

Elko
KELK—Basque, Shoshone, Piute Indian 2
Henderson
KVOV—Spanish 7
Las Vegas
KVOV—Spanish 7(D)

NEW HAMPSHIRE

Berlin
WMOU—French 3
Dover
WDNH (FM)—French 1
Keene
WKNE—Polish 1
WNBX-FM—Polish 1

NEW JERSEY

Camden
WCAM—Spanish, Greek, Polish, Italian, Irish 23
Dover
WRAN—Spanish 2
Elizabeth
WJDM—Italian, Hungarian, Spanish, Polish 9
Plainfield
WERA—Spanish 2
Vineland-Millville
WDVL—Spanish, Italian, Greek 165
WWBZ—Spanish, Italian, Polish Yiddish 8

NEW MEXICO

Alamogordo
KINN—Spanish 4
Albuquerque
KABQ—Spanish 131
KAMX—Spanish ..... All
Artesia
KSVP—Spanish 8
Aztec
KHAP—Spanish 5
Belen
KARS—Spanish 18
Clovis
KICA—Spanish 3
Farmington
KENN—Navajo Indian 10
Las Cruces
KOBE—Spanish 12
Las Vegas
KFUN—Spanish 28
Santa Rosa
KSYX—Spanish 6
Taos
KKIT—Spanish, Indian 24

NEW YORK

Binghamton
WKOP—Italian, Greek, Ukrainian, Slovak 4
Cortland
WKRT, WKRT-FM—Italian 1
Ellenville
WELV—Spanish 2
Jamestown
WJTN—Swedish, Italian, Spanish 3
Middletown
WALL—Polish 2
Newburgh-Beacon
WBNR—Italian, Italian, Spanish 3
New York City
WADO—Spanish 159
WBNX—Spanish, Italian, Greek, Hindu 91
WEVD, WEVD-FM—Chinese, German, Greek, Hebrew, Irish, Italian, Japanese, Korean, Latin, Lithuanian, Polish, Portuguese, Russian, Scandinavian, Turkish, Yiddish 127
WHOM—Spanish ..... All
New York Urban Area
WHBI (FM)—Spanish, Italian, Polish, Hungarian, Portuguese, Irish, Ukrainian, Bulgarian, Arabic, Yugoslavian, Greek, Albanian, Romanian, Armenian, Slovakian, Turkish 100
Niagara Falls
WHLD—Polish, Italian, Ukrainian 18
Oswego
WSGO, WSGO-FM—Italian 2
Poughkeepsie
WSPK (FM)—Spanish, Italian 2
Rochester
WNYB—Italian 1
WSAY—Italian, Jewish, Spanish 6
WVOR (FM)—Spanish, Italian 11
Utica-Rome
WIBX—Polish, Ukrainian 6
WRNY—Polish 2
Warwick
WTBQ—Polish 1

NORTH DAKOTA

Mayville
KMAV—Spanish 3

OHIO

Ashtabula
WREO—Italian 1
Bowling Green
WMGS—Spanish 2
Cleveland
WXEN (FM)—Armenian, British, Czech, Croatian, Estonian, French, German, Greek, Hungarian, Italian, Irish, Jewish, Latvian, Lithuanian, Polish, Romanian, Russian, Scandinavian, Serbian, Slovak, Slovenian, Spanish, Swiss, Ukrainian 130
WZAK (FM)—German, Polish, Spanish, Slovenian, Hungarian, Slovak, Serbian, Italian, Greek, Croatian, Czech, Arabic, Hindi, British, Pakistan, American Indian 117
Dayton
WVUD—Hungarian 1
Lorain-Elyria
WEOL—Spanish 2
WLRO—Spanish 1
Mansfield
WMAN—German 1
Napoleon
WNDH (FM)—Spanish, German 13
Steubenville-Weirton (W. Va.)
WSTV—Italian 2

OKLAHOMA

Altus
KWHW—Spanish 2

OREGON

Ashland
KCMX—Spanish 5
McMinnville
KMCM—Spanish 3
Portland
KUIK—Spanish 5
Salem
KSLM—Spanish 3

PENNSYLVANIA

Boyertown
WBYO (FM)—German 1
Canonsburg
WARO—Polish 1
Ephrata
WGSA—Spanish 1
Lancaster
WGAL—Spanish 2
WGAL-FM—Spanish 1
WGSA—Spanish ..... 1 (D)

(Continued on next page)

Radio Stations Regularly Scheduling Foreign Language Programs—Continued

Hours per week

Latrobe
WQTW—Polish 7

New Castle
WKST—Polish, Italian 3

Philadelphia
WTEL—Spanish, Polish, German, Italian, Greek, Ukrainian, Lithuanian, Slovak, Hungarian 57

Philadelphia Urban Area
WIBF-FM—Italian, Spanish, Korean, German, Greek, Jewish, Ukrainian, Irish, East Indian, Portuguese, Polish 57

Pittsburgh
WARO—Polish ..1 (D)
WBCW—Polish, Slovenian, Italian 5
WWKS—Croatian .. 1

Scranton-Wilkes-Barre
WSCR—Polish 2

Hours per week

PUERTO RICO
Spanish is primary language spoken.

Cayey
WLEY—Spanish .....All

Mayaguez
WAEL—Spanish .....All
WTIL—Spanish 168

Ponce
WLEO—Spanish .....All
WPAB—Spanish 130

San Juan
WAPA—Spanish 126
WJIT—Spanish .... All
WQBS—Spanish .....All
WRAI—Spanish .....All
WUNO—Spanish ....All

Yauco
WKFE—Spanish ....All

RHODE ISLAND

Newport
WADK—Portuguese 3

Woonsocket
WNRI—French, Portuguese, Polish 7
WWON—French 3

SOUTH DAKOTA

Rapid City
KTOQ—Sioux Indian 1

Hours per week

TEXAS

Ballinger
KRUN—Spanish 3

Bay City
KIOX—Spanish 5

Beeville
KIBL—Spanish 66

Brownfield
KKUB—Spanish 11

Brownwood
KEAN—Spanish 1

Bryan-College Station
KTAM—Spanish 2
WTAW-FM—Spanish 12

Carrizo Springs
KBEN—Spanish 60

Corpus Christi
KCCT—Spanish .....All
KCTA—Spanish 20
KUNO—Spanish .....All

Corsicana
KAND—Polish, Spanish 3

Eagle Pass
KEPS—Spanish .....All

Hours per week

El Paso
KAMA—Spanish ....All
XEWG—Spanish ....All

Ft. Worth
KBUY-FM—Spanish 140

Georgetown
KGTN—Spanish 20

Gonzales
KCTI—Spanish 6

Harlingen
KGBT—Spanish 131

Hondo
KRME—Spanish 23

Junction
KMBL—Spanish 5

Kenedy-Karnes City
KAML—Spanish 20

Lamesa
KPET—Spanish 10

Laredo
KVOZ—Spanish 18

Lubbock
KLFB—Spanish .....All

Hours per week

McAllen
KGBT—Spanish .....131(D)
KIRT—Spanish .....All

Midland
KJBC—Spanish 6

Pampa
KPDN—Spanish 6

Plainview
KPLA (FM)—Spanish .....All

Pleasanton
KBOP—Spanish 36

Ralls
KCLR—Spanish 49

San Angelo
KSJT (FM)—Spanish 125
KTEO—Spanish 5

San Antonio
KCOR—Spanish .....All
KEDA—Spanish .....All
KUKA—Spanish 84

San Marcos
KCNY—Spanish 25

Taylor
KTAE—Spanish 7

Hours per week

Waco
KHOO (FM)—Spanish 3

UTAH

Spanish Fork
KONI—Spanish 1

VERMONT

Brattleboro
WKVT—Polish 1

WASHINGTON

Bellingham
KISM (FM)—Croatian, Pakistani, Greek 4

Blaine
KARI—Italian, Spanish, German, Finnish, Russian.. 6

Hours per week

Othello
KBSC—Spanish 6

Prosser
KARY—Spanish 6

Puyallup
KUPY—German, Spanish 2

Seattle
KWYZ—Spanish 1
KXA—Scandinavian, German, Greek 4

Toppenish
KENE—Spanish 20

WEST VIRGINIA

Fairmont
WTCS—Italian 3

WISCONSIN

Beaver Dam
WBEV-FM—Spanish 1

Berlin
WISS, WISS-FM—Spanish 1

Hours per week

Jackson
WYLO—German, Polish, Greek, Latin 28

Kewaunee
WAUN—Belgian, Bohemian, German, Polish 4

Merrill
WJMT, WJMT-FM—German 1

Milwaukee
WYLO—German, Polish, Greek, Latin ..... 28 (D)

Monroe
WEKZ—German 3

Port Washington
WGLB—German, Greek 15

WYOMING

Casper
KVOC—Spanish 1

Laramie
KOJO—Spanish 2

Rawlins
KRAL—Spanish 2

EXPLANATION OF SRDS SPANISH POPULATION DATA

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

1. In 45 states and the District of Columbia, population is identified as "Persons of Spanish language." This includes all persons who claimed Spanish as their mother tongue and all other persons in families in which the head or wife reported Spanish as his or her mother tongue.
2. In the five Southwestern States, as "Persons of Spanish language or Spanish surname." This adds to those of Spanish language, all persons identified by means of a list of over 8,000 Spanish surnames originally compiled by the Immigration and Naturalization Service (and updated by the Bureau of the Census).

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

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

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

Spanish Population Data

April 1, 1970

ARIZONA

STATE TOTAL..... 333,349

METRO AREAS
- Phoenix 140,607
- Tucson 82,916
- Total Metros 223,523

COUNTIES
- Apache 2,379
- Cochise 20,594
- Coconino 6,421
- Gila 7,914
- Graham 3,959
- Greenlee 5,178
- Maricopa 140,607
- Mohave 1,725
- Navajo 5,357
- Pima 82,916
- Pinal 24,813
- Santa Cruz..... 10,792
- Yavapai 4,444
- Yuma 16,250
- Total Counties.. 333,349

CALIFORNIA

STATE TOTAL....3,101,589

METRO AREAS
- Anaheim-Santa Ana-Garden Grove 160,168
- Bakersfield 55,310
- Fresno 104,177
- Los Angeles-Long Beach..1,289,311
- Modesto 24,569
- Oxnard-Simi Valley-Ventura 73,684
- Riverside-San Bernardino-Ontario 188,883
- Sacramento 80,597
- Salinas-Seaside-Monterey 52,715
- San Diego..... 174,209
- San Francisco-Oakland 363,893
- San Jose 186,525
- Santa Barbara-Santa Maria-Lompoc 45,856
- Santa Cruz 14,648
- Santa Rosa 15,200
- Stockton 52,280
- Vallejo-Fairfield-Napa 24,353
- Visalia 49,296
- Total Metros....2,955,654

COUNTIES
- Alameda 135,029
- Amador 896
- Butte 5,164
- Calaveras 768
- Colusa 2,133
- Contra Costa.... 51,903
- Del Norte 672
- El Dorado 1,933
- Fresno 104,177
- Glenn 1,859
- Humboldt 4,019
- Imperial 34,260
- Inyo 1,137
- Kern 55,310
- Kings 16,336
- Lake 878
- Lassen 1,302
- Los Angeles.....1,289,311
- Madera 9,955
- Marin 12,021
- Mendocino 2,564
- Merced 23,951
- Modoc 586
- Monterey 52,715
- Napa 5,954
- Nevada 1,204
- Orange 160,168
- Placer 7,202
- Plumas 442
- Riverside 79,621
- Sacramento 58,082
- San Benito 8,185
- San Bernardino 109,262
- San Diego 174,209
- San Francisco.. 101,901
- San Joaquin 52,280
- San Luis Obispo 11,736
- San Mateo 63,039
- Santa Barbara.. 45,856
- Santa Clara..... 186,525
- Santa Cruz 14,648
- Shasta 2,977
- Siskiyou 1,809
- Solano 18,399
- Sonoma 15,200
- Stanislaus 24,569
- Sutter 3,838
- Tehama 1,726
- Tulare 49,296
- Tuolumne 1,545
- Ventura 73,684
- Yolo 15,313
- Yuba 3,327
- Total Counties 3,100,876

COLORADO

STATE TOTAL..... 286,467

METRO AREAS
- Colorado Springs 20,203
- Denver-Boulder.. 138,937
- Fort Collins 6,017
- Pueblo 37,088
- Greeley 13,752
- Total Metros..... 215,997

COUNTIES
- Adams 26,277
- Alamosa 3,851
- Arapahoe 8,300
- Archuleta 1,383
- Bent 1,360
- Boulder 8,292
- Chaffee 1,179
- Conejos 5,307
- Costilla 2,425
- Crowley 529
- Delta 1,711
- Denver 86,345
- Eagle 1,929
- El Paso 20,115
- Fremont 1,870
- Garfield 748
- Huerfono 3,294
- Jefferson 9,714
- Kit Carson 455
- Lake 2,082
- La Plata 3,717
- Larimer 6,017
- Los Animas 7,595
- Logan 1,344
- Mesa 4,967
- Moffet 403
- Montezuma 1,463
- Montrose 2,205
- Morgan 2,225
- Otero 7,126
- Prowers 2,299
- Pueblo 37,088
- Rio Grande 4,176
- Saguache 1,531
- Weld 13,752
- Total Counties.. 283,074

CONNECTICUT

STATE TOTAL..... 73,357

METRO AREAS
- Bridgeport (S.M.S.A.) 17,207
- Hartford (S.M.S.A.) 15,666
- Total Metros..... 32,873

DISTRICT OF COLUMBIA

DISTRICT TOTAL.. 15,671

METRO AREAS
- Washington 71,180

FLORIDA

STATE TOTAL..... 451,382

METRO AREAS
- Fort Lauderdale-Hollywood 15,411
- Miami 299,217
- Tampa-St. Petersburg 59,175
- West Palm Beach-Boca Raton.... 13,793
- Total Metros..... 387,596

GEORGIA

STATE TOTAL..... 29,824

METRO AREAS
- Atlanta 14,279

HAWAII

STATE TOTAL..... 23,276

METRO AREAS
- Honolulu 19,714

ILLINOIS

STATE TOTAL..... 364,397

METRO AREAS
- Chicago 327,168

INDIANA

STATE TOTAL..... 67,188

METRO AREAS
- Gary-Hammond-East Chicago.. 36,671

LOUISIANA

STATE TOTAL..... 69,678

METRO AREAS
- New Orleans..... 44,430

MARYLAND

STATE TOTAL..... 52,974

METRO AREAS
- Baltimore 18,966

MASSACHUSETTS

STATE TOTAL..... 64,860

METRO AREAS
- Boston (S.M.S.A.) 36,841
- Springfield-Chicopee-Holyoke (S.M.S.A.) 10,350
- Total Metros..... 47,191

MICHIGAN

STATE TOTAL..... 120,687

METRO AREAS
- Detroit 58,872

MINNESOTA

STATE TOTAL..... 23,198

METRO AREAS
- Minneapolis-St. Paul 17,070

MISSOURI

STATE TOTAL..... 40,640

METRO AREAS
- Kansas City 25,225
- St. Louis 21,667
- Total Metros..... 46,892

NEVADA

STATE TOTAL..... 27,142

METRO AREAS
- Las Vegas 15,147

NEW JERSEY

STATE TOTAL..... 310,476

METRO AREAS
- Jersey City..... 89,555
- Long Branch-Asbury Park.. 10,170
- Newark 90,559
- New Brunswick-Perth Amboy-Sayreville 21,529
- Paterson-Clifton-Passaic 31,408
- Total Metros..... 243,221

NEW MEXICO

STATE TOTAL..... 407,286

METRO AREAS
- Albuquerque 134,973

COUNTIES
- Bernalillo 123,814
- Catron 927
- Chaves 12,107
- Colfax 6,464
- Curry 6,872
- De Baca 1,039
- Donna Ana 35,439
- Eddy 12,555
- Grant 12,354
- Guadalupe 4,199
- Harding 664
- Hidalgo 2,784
- Lea 6,202
- Lincoln 2,568
- Los Alamos 2,699
- Luna 5,441
- McKinley 8,626
- Mora 4,419
- Otero 9,730
- Quay 3,924
- Rio Arriba 20,691
- Roosevelt 2,524
- Sandoval 11,159
- San Juan 6,903

Spanish Population Data — Continued

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

NEW YORK

STATE TOTAL 1,455,941

METRO AREAS

Buffalo	14,549
Nassau-Suffolk	77,352
New York	1,335,507
Rochester	12,732
Total Metros	1,440,140

OHIO

STATE TOTAL 95,128

METRO AREAS

Cleveland	21,312
Lorain-Elyria	10,391
Toledo	14,998
Total Metros	46,701

OKLAHOMA

STATE TOTAL 36,007

METRO AREAS

Oklahoma City	11,521

OREGON

STATE TOTAL 34,577

METRO AREAS

Portland	13,907

PENNSYLVANIA

STATE TOTAL 106,634

METRO AREAS

Philadelphia	83,487
Pittsburgh	11,308
Total Metros	94,795

TEXAS

STATE TOTAL 2,059,671

METRO AREAS

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

COUNTIES

Anderson	571
Andrews	716
Angelina	1,044
Aransas	2,372
Atascosa	9,603
Bailey	2,304
Bandera	439
Bastrop	2,438
Bee	8,892
Bell	11,829
Bexar	376,027
Bowie	560
Brazoria	10,769
Brazos	6,270
Brewster	3,717
Brooks	6,399
Brown	1,391
Burleson	974
Burnet	938
Caldwell	6,870
Calhoun	5,963
Cameron	107,000
Castro	3,685
Chambers	467
Cherokee	689
Cochran	1,514
Coke	512
Coleman	755
Collin	4,193
Collingsworth	435
Colorado	1,803
Comal	7,018
Comanche	882
Concho	626
Cooke	499
Coryell	2,485
Crane	463
Crockett	1,440
Crosby	2,763
Culberson	1,719
Dallam	1,051
Dallas	88,652
Dawson	5,242
Deaf Smith	6,596
Denton	2,973
De Witt	4,047
Dickens	447
Dimmit	7,381
Duval	9,905
Eastland	784
Ector	12,980
Edwards	922
Ellis	4,040
El Paso	204,349
Falls	1,587
Fayette	530
Fisher	1,070
Floyd	2,569
Fort Bend	13,890
Frio	7,711
Gaines	2,946
Galveston	20,372
Garza	888
Gillespie	1,030
Goliad	1,832
Gonzales	4,945
Gray	665
Grayson	1,436
Gregg	738
Grimes	1,124
Guadalupe	9,099
Hale	8,382
Hall	744
Hansford	486
Hardeman	432
Hardin	475
Harris	185,715
Haskell	1,104
Hays	10,387
Henderson	455
Hidalgo	143,611
Hill	1,443
Hockley	4,247
Houston	571
Howard	5,744
Hudspeth	1,445
Hunt	1,378
Hutchinson	715
Jackson	2,301
Jeff Davis	941
Jefferson	10,982
Jim Hogg	4,275
Jim Wells	21,125
Johnson	1,367
Jones	1,529
Karnes	5,515
Kaufman	1,129
Kendall	1,416
Kenedy	532
Kerr	2,595
Kimble	898
Kinney	1,448
Kleberg	14,560
Knox	730
Lamb	4,079
Lampasas	840
La Salle	3,931
Lavaca	1,195
Liberty	432
Live Oak	2,703
Lubbock	31,082
Lynn	2,763
McCulloch	1,965
McLennan	10,955
McMullen	743
Madison	417
Martin	1,763
Mason	589
Matagorda	5,162
Maverick	16,347
Medina	9,822
Menard	800
Midland	7,138
Milam	1,379
Mitchell	2,238
Montgomery	1,638
Moore	1,162
Nacogdoches	970
Navarro	898
Nolan	2,272
Nueces	103,543
Orange	2,175
Palo Pinto	1,725
Parker	1,354
Parmer	2,168
Pecos	5,126
Polk	408
Potter	7,250
Presidio	3,646
Randall	1,735
Reagan	416
Real	476
Reeves	8,804
Rufugio	3,610
Robertson	1,249
Runnels	2,175
San Patricio	23,231
San Saba	889
Schleicher	751
Scurry	1,861
Sherman	413
Smith	1,943
Starr	17,330
Sutton	1,755
Swisher	2,200
Tarrant	42,960
Taylor	9,541
Terrell	834
Terry	3,471
Tom Green	13,151
Travis	43,899
Upton	1,100
Uvalde	8,802
Val Verde	15,549
Victoria	16,910
Walker	1,314
Waller	495
Ward	3,016
Webb	62,380
Wharton	6,920
Wichita	7,121
Willbarger	991
Willacy	11,961
Williamson	6,000
Wilson	5,407
Winkler	1,142
Wise	467
Yoakum	1,309
Young	497
Zapata	3,984
Zavala	9,275
Total Counties	2,047,524

UTAH

STATE TOTAL 43,550

METRO AREAS

Salt Lake City	35,459

WASHINGTON

STATE TOTAL 70,734

METRO AREAS

Seattle-Everett	24,178
Yakima	14,556
Total Metros	38,734

WISCONSIN

STATE TOTAL 41,402

METRO AREAS

Milwaukee	21,907

LEADING 25 METRO AREAS RANKED IN SPANISH POPULATION

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

EXPLANATION OF RADIO STATION PROGRAMMING STATEMENT PROGRAM

CRITERIA GOVERNING ACCEPTANCE

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

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

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

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

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

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

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

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

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

GENERAL PROCEDURES

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

STANDARD BROADCAST CLASSIFICATIONS

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

Program Classification Analysis

Music
See Music Glossary.

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

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

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

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

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

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

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

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

Continuity Policy
Studio identification, musical transition, mechanical reproduction, etc.

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

Program Classification Overlap

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

ACCEPTABLE SAMPLE STATEMENTS

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

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

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

(Continued on next page)

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

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

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

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

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

SAMPLE "I"
Programmed for adults and young adults. Six air personalities emcee entire operation. 5 min. news every 30 min. MUSIC 90%. 50% albums, 40% singles, featuring current selling General Popular music, show tunes, standards. NEWS 10%, local, national and international. Shares group international bureau plus Washington bureau. Two sport shows weekends. COMMERCIAL POLICY: 16 minutes maximum permitted between 7-9 AM and 4-7 PM; all other periods permit 18.

OUTLINE AND GUIDE FOR DEVELOPING PROGRAMMING STATEMENTS

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

Target Audience

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

A. General—programmed for general interest; or mass appeal

B. Demographic—programmed for young, married women; or teens; or adults

C. Ethnic—programmed for Negroes; or foreign populations; or Spanish speaking individuals

D. Subject interest—programmed for farmers

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

A. Negro, 40%; teens, 40%; general interest, 20%

Primary Program Classifications

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

A. News, 20%; Air Personalities, 40%; Talk, 40%

B. Music, 50%; Sports, 40%; News, 10%

Sub-categories

Stations may qualify their primary program classification employing sub-categories to distinguish between various forms of broadcast and to demonstrate programming emphasis — percentage for sub-categories should total to primary percentage total and is also based on total number of hours broadcast for typical broadcast week. Possible examples:

A. News, 20% — local and regional, 10%; national and international, 10%

B. Music, 50% — serious, 15%, rhythm and blues, 15%; religious, 20%

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

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

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

A. News, 20% — community news, 3%; area news, 4%; local weather time, 2%; school, 1%; analysis of national news, 8%; international headlines, 2%

B. Music, 50% — modern chamber ensemble concerto, 15%; rhythm-blues vocals and instrument ensemble, 15%; religious spirituals, 8%; religious gospel chorus, 12%

Breakdown for Day and Day Parts Instead of Broadcast Week

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

By Day or Day Part

A. Farm 5-6 AM & 12-1 PM
B. Local Area news, daily, 5-min. on half hour
C. Women's show 11-12 Noon
D. Open line phone conversation 7-9 PM
E. Air Personalities 6-10 AM
F. School news 6-6:30 PM
G. Music—rhythm & blues 1-4 PM

By Week

A. Farm 12 hours weekly—1-3 PM
B. Local area news, 28 hours weekly
C. Women's show—6 hours weekly—2-3 PM
D. Serious Music—14 hours weekly—8-10 PM
E. Air Personalities—20 hours weekly—6-10 AM
F. School News—2½ hours weekly—6-6:30 PM
G. Music — rhythm & blues — 18 hours weekly 1-4 PM

Additional Acceptable Descriptions for Programming Statement Related to What is Broadcast

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

A. *Size of Staff*
1. Six-man local news staff
2. 25-piece staff orchestra
3. Three farm reporters

B. *Equipment & Facility*
1. Two mobile news units
2. Helicopter traffic reports
3. Studio facility used for live broadcasts (variety show, audience participation, panel discussion)
4. News gathering facilities
5. Washington news office

C. *Origination*
1. Network
2. Local
3. Remote for on-the-scene broadcasting

D. *Broadcast Form*
1. Syndication
2. Live
3. Tape
4. Records
5. Transcription
6. Wire

Do you really expect him to stop and fill out a diary right now?

And if not now, when?

Would you attach a diary to your dashboard? Tie it to a transistor? And if so, which one? If you didn't faithfully record your behavior on the spot, what point in the day, or week, would you reconstruct it?

On the last day, as many people do? Or even on the first day, as a Pulse experiment once revealed? These are questions that needn't trouble Pulse respondents or subscribers.

Listening takes place this afternoon. Pulse interviewing takes place tomorrow.

No earlier. No later.

This is an important piece of certainty. If you know how much time elapsed between listening and reporting (as in Pulse) you know something.

If you don't know the time lapse (as in ARB) then what do you really know about anything? Worth some exploring, before you invest thousands in research, and hundreds of thousands more in the buy!

Write or phone:

ThePulse,Inc.

730 Fifth Avenue, New York, New York 10019, (212) 586-3316
Chicago, Illinois, 435 N. Michigan Ave., (312) 644-7141
Atlanta, Georgia, 1447 Peachtree, N.E., (404) 892-2743
Los Angeles, California, 6404 Wilshire Blvd., (213) 653-7733

SRDS

market data summary

U. S. Total

Regions

States

Metro Area Ranking Tables

SRDS

market data summary

U. S. Total

Regions

States

Metro Area Ranking Tables

Nothing takes the place of INTERVIEWS in the HOME.

PULSE

1975 RADIO STATION AREA SCHEDULE**

Market and Number of Reports	Survey Period(s)
AKRON, OH — 2	APR-MAY, OCT-NOV
ALBANY-TROY-SCHENECTADY, NY — 2	APR-MAY, OCT-NOV
ALBUQUERQUE, NM — 1	MAR-APR
ALLENTOWN-BETHLEHEM-EASTON, PA — 1	OCT-NOV
AMARILLO, TX — 1	APR-MAY
ANAHEIM-SANTA ANA, CA* — 1	MAR-JUNE
APPLETON-OSHKOSH, WI — 1	OCT-NOV
ASHEVILLE, NC — 1	APR-MAY
ATLANTA, GA — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
ATLANTIC CITY, NJ* — 1	MAR-APR
AUSTIN, TX — 1	OCT-NOV
BAKERSFIELD, CA — 1	FEB-MAR
BALTIMORE, MD — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
BATON ROUGE, LA — 1	FEB-MAR
BEAUMONT-PT. ARTHUR-ORANGE, TX — 1	FEB-MAR
BINGHAMTON, NY — 1	OCT-NOV
BIRMINGHAM, AL — 2	APR-MAY, OCT-NOV
BOSTON, MA — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
BUFFALO, NY — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
BURLINGTON, VT — 1	APR-MAY
CEDAR RAPIDS, IA — 1	MAR-APR
CHARLESTON, SC — 1	OCT-NOV
CHARLESTON, WV — 1	OCT-NOV
CHARLOTTE-GASTONIA, NC — 2	MAR-APR, OCT-NOV
CHATTANOOGA, TN — 1	FEB-MAR
CHICAGO, IL — 6	J-F, M-A, M-J*, J-A, S-O*, N-D
CINCINNATI, OH — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
CLEVELAND, OH — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
COLUMBIA, SC — 1	APR-MAY
COLUMBUS, GA — 1	OCT-NOV
COLUMBUS, OH — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
CORPUS CHRISTI, TX — 1	OCT-NOV
DALLAS, TX — 2	APR-MAY, OCT-NOV
DAVENPORT, IA-ROCK ISLAND-MOLINE, IL — 2	A-M, O-N
DAYTON, OH — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
DENVER, CO — 3	FEB-MAR, JUNE-JULY, OCT-NOV
DES MOINES, IA — 2	MAR-APR, SEP-OCT
DETROIT, MI — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
DURHAM, NC — 1	APR-MAY
EL PASO, TX — 1	MAR-APR
ERIE, PA* — 1	APR-MAY
EUGENE, OR — 1	APR-MAY
EVANSVILLE, IN — 1	OCT-NOV
FARGO, ND-MOORHEAD, MN — 1	APR-MAY
FLINT, MI — 2	MAR-APR, OCT-NOV
FT. LAUDERDALE-HOLLYWOOD, FL* — 3	F-M, J-J, O-N
FORT WAYNE, IN — 1	OCT-NOV
FORT WORTH, TX — 2	APR-MAY, OCT-NOV
FRESNO, CA — 1	FEB-MAR
GRAND RAPIDS, MI — 1	APR-MAY
GREEN BAY, WI — 1	JUNE-JULY
GREENSBORO, NC — 1	OCT-NOV
GREENVILLE, SC — 1	APR-MAY
HAMILTON-MIDDLETOWN, OH* — 1	JULY-AUG
HARRISBURG, PA — 1	SEP-OCT
HARTFORD, CT — 2	MAR-APR, OCT-NOV
HONOLULU, HI — 2	MAR-APR, OCT-NOV
HOUSTON, TX — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
HUNTINGTON, WV-ASHLAND, KY — 1	OCT-NOV
INDIANAPOLIS, IN — 2	APR-MAY, OCT-NOV
JACKSON, MS — 1	APR-MAY
JACKSONVILLE, FL — 4	J-F, A-M, J-A, O-N
KALAMAZOO, MI — 1	OCT-NOV
KANSAS CITY, MO — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
KNOXVILLE, TN — 1	SEP-OCT
LAFAYETTE, IN — 1	OCT-NOV
LAFAYETTE, LA — 1	OCT-NOV
LANCASTER, PA — 1	SEP-OCT
LANSING, MI — 1	OCT-NOV
LAS VEGAS, NV — 1	OCT-NOV
LEXINGTON, KY — 1	MAR-APR
LITTLE ROCK, AR — 1	APR-MAY
LOS ANGELES, CA — 6	J-F, M-A, M-J, J-A, S-O, N-D
LOUISVILLE, KY — 2	MAR-APR, OCT-NOV
MACON, GA — 1	OCT-NOV

*METRO AREA OR CENTRAL ZONE ONLY

Market and Number of Reports	Survey Period(s)
MADISON, WI — 1	OCT-NOV
MANCHESTER, NH — 1	APR-MAY
MELBOURNE-TITUSVILLE-COCOA, FL — 1	OCT-NOV
MEMPHIS, TN — 2	APR-MAY, OCT-NOV
MIAMI, FL — 3	FEB-MAR, JUNE-JULY, OCT-NOV
MILWAUKEE, WI — 3	FEB-MAR, JUNE-JULY, OCT-NOV
MINNEAPOLIS-ST. PAUL, MN — 4	J-F, A-M, J-A, O-N
MOBILE, AL — 1	FEB-MAR
MONTGOMERY, AL — 1	OCT-NOV
NASHVILLE, TN — 1	OCT-NOV
NASSAU-SUFFOLK, NY — 1	SEP-OCT
NEW HAVEN, CT — 2	MAR-APR, OCT-NOV
NEW ORLEANS, LA — 4	J-F, A-M, J-A, O-N
NEW YORK, NY — 6	J-F, M-A, M-J, J-A, S-O, N-D
NORFOLK-PORTS.-NEWPT NWS-HAMPTON, VA — 2	A-M, O-N
OKLAHOMA CITY, OK — 2	MAR-APR, OCT-NOV
OMAHA, NB-COUNCIL BLUFFS, IA — 2	MAR-APR, OCT-NOV
ORLANDO, FL — 1	APR-MAY
OXNARD-VENTURA, CA — 1	OCT-NOV
PENSACOLA, FL — 1	MAR-APR
PEORIA, IL — 2	APR-MAY, OCT-NOV
PHILADELPHIA, PA — 4	J-F, A-M, J-A, O-N
PHOENIX, AZ — 2	MAR-APR, SEP-OCT
PITTSBURGH, PA — 4	J-F, A-M, J-A, O-N
PORTLAND, ME — 1	OCT-NOV
PORTLAND, OR — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
PROVIDENCE-PAWTUCKET-WARWICK, RI — 2	M-A, O-N
RALEIGH, NC — 1	APR-MAY
READING, PA — 1	OCT-NOV
RENO, NV — 1	OCT-NOV
RICHMOND, VA — 2	APR-MAY, OCT-NOV
ROANOKE, VA — 1	APR-MAY
ROCHESTER, NY — 2	MAR-APR, OCT-NOV
ROCKFORD, IL — 1	OCT-NOV
SACRAMENTO, CA — 2	MAR-APR, OCT-NOV
SAGINAW-BAY CITY, MI — 1	OCT-NOV
ST. JOSEPH, MO — 1	OCT-NOV
ST. LOUIS, MO — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
SALINAS-MONTEREY, CA — 1	APR-MAY
SALT LAKE CITY, UT — 1	APR-MAY
SAN ANTONIO, TX — 2	APR-MAY, OCT-NOV
SAN BERNARDINO-RIVERSIDE, CA* — 3	M-A, J-A, O-N
SAN DIEGO, CA* — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
SAN FRANCISCO-OAKLAND, CA — 6	F-M, A-M, J-J, A-S, O-N, D-J
SAN JOSE, CA* — 2	APR-JULY, OCT-JAN
SANTA BARBARA PLANNING AREA* — 1	OCT-NOV
SAVANNAH, GA — 1	OCT-NOV
SCRANTON-WILKES BARRE-HAZLETON, PA — 1	SEP-OCT
SEATTLE-EVERETT-TACOMA, WA — 4	J-F, A-M, J-A, O-N
SHREVEPORT, LA — 1	OCT-NOV
SIOUX FALLS, SD — 1	OCT-NOV
SOUTH BEND, IN — 1	OCT-NOV
SPARTANBURG, SC — 1	APR-MAY
SPOKANE, WA — 3	JAN-FEB, MAY-JUNE, SEP-OCT
SPRINGFIELD, IL — 1	OCT-NOV
SPRINGFIELD-HOLYOKE-CHICOPEE, MA* — 1	MAR-APR
STEUBENVILLE, OH-WEIRTON, WV* — 1	APR-MAY
STOCKTON, CA* — 1	OCT-NOV
SYRACUSE, NY — 2	MAR-APR, OCT-NOV
TACOMA, WA* — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
TAMPA-ST. PETERSBURG, FL — 2	MAY-JUNE OCT-NOV
TERRE HAUTE, IN — 1	OCT-NOV
TOLEDO, OH — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
TOPEKA, KS — 1	OCT-NOV
TRENTON, NJ* — 1	OCT-NOV
TUCSON, AZ — 1	OCT-NOV
TULSA, OK — 2	MAR-APR, OCT-NOV
UTICA-ROME, NY* — 1	APR-MAY
WACO, TX — 1	OCT-NOV
WASHINGTON, DC — 4	J-F, A-M, J-A, O-N
WEST PALM BEACH, FL — 1	OCT-NOV
WHEELING, WV — 1	APR-MAY
WICHITA, KA — 2	MAR-APR, OCT-NOV
WICHITA FALLS, TX — 1	MAR-APR
WILMINGTON, DE — 1	OCT-NOV
WINSTON-SALEM, NC — 1	OCT-NOV
WORCESTER, MA — 1	FEB-MAR
YORK, PA — 1	SEP-OCT
YOUNGSTOWN-WARREN, OH — 1	APR-MAY

**AS OF JANUARY 1975 — SUBJECT TO CHANGE

Explanation of SRDS Consumer Market Data

SRDS Consumer Market Data reflect the socio-economic status for all states, metropolitan areas, counties, and cities of at least 20,000 inhabitants. Population and households are estimated as of January 1, 1975. Consumer Spendable Income and Retail Sales, in total and by store types, are for the year ending December 31, 1974. Farm population data are as of January 1, 1975 and Gross Farm Income estimates are for the calendar year 1974.

Market data may be reproduced without charge or written permission, but must carry the customary credit line: "Source: SRDS Consumer Market Data, January 1, 1975."

DEFINITIONS, ESTIMATING PROCEDURES AND SOURCES

Population

All population estimates are as of January 1, 1975 and include all population (civilian, institutional, and military) in the United States. This is the definition used in the 1970 Census of Population. Population figures are shown in thousands, with one decimal. In other words, where SRDS population estimate is 60.1, the figure is actually 60,100.

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

Households

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

The January 1, 1975 household estimates were obtained using procedures similar to the population procedures keyed to the official 1970 government housing reports. Population data were also a basic part of the estimating procedures. These figures are expressed in thousands with two decimals. Where the household estimate is 10.33, for example, the figure is actually 10,330.

Consumer Spendable Income

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

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

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

Consumer Spendable Income Per Household

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

Family Income Distribution

The Family Income Distribution series is an expression of the distribution of families by percentages within each of five income classes. Each family's income is defined as the combined Consumer Spendable Income of all members of the family.

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

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

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

Retail Sales

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

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

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

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

Retail Sales Per Household

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

Store Types

The sales of seven major store types are reported for all regions, states, counties, cities, Standard Metropolitan Statistical Areas, and Additional Metropolitan Areas as designated by SRDS. It is important to note that both SRDS and the Bureau of the Census report sales by store type, not by commodity type. For example, foodstore sales consist of all sales made in food stores. They include food sales and also the sales of non-food items. Other stores may sell food items, too, but these sales are reported in their *store type* — General Merchandise, Drug, etc. SRDS provides estimates for all places for the following *store* types:

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

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

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

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

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

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

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

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

Passenger Cars

Passenger Car data were collected from the various State Departments of Motor Vehicles. The reports specify passenger car registrations as of a specific date. All passenger car estimates are as of January 1, 1975. The majority of states reported County breakdowns. However, where only total State data were available, the county figures were pro-rated with statistical formulae.

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

Farm Data

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

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

Farm Population: Estimates are as of January 1, 1975 and include all persons residing on farms.

The 1-1-75 farm population data has the 1970 Census of Population as its base of projection. In both the 1960 and 1970 Censuses, the farm population consists of persons living in rural territory on

(Continued on next page)

places of 10 or more acres from which sales of farm products amounted to $50 or more or on places of less than 10 acres from which sales of farm products amounted to $250 or more.

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

MARKET AREAS INCLUDED

Cities

All places reported (cities, villages, boroughs) are estimated as of January 1, 1975. Cities which cross county lines are listed in the county that has the larger share of the city's population, and other counties where population is substantial.

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

Counties

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

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

Standard Metropolitan Statistical Areas

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

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

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

CRITERIA FOLLOWED IN ESTABLISHING STANDARD METROPOLITAN STATISTICAL AREAS

(Revised November 4, 1971)

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

Basic Criteria

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

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

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

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

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

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

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

(a) Criteria of metropolitan character.

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

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

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

(b) Criteria of integration

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

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

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

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

Area Titles

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

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

Special Provisions: New England

In New England, the city and town are administratively more important than the county, and data are compiled locally for such minor civil divisions. Here, towns and cities are the units used in defining standard metropolitan statistical areas. In New England, because smaller units are used, and more restricted areas result, a population density criterion of at least 100 persons per square mile is used as the measure of metropolitan character.

Qualifying Cities in Adjacent Counties

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

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

New England Metros: Official and Whole County

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

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

SRDS Additional Metropolitan Areas

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

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

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

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

1. The central city must have 45,000 or more inhabitants,

or

2. The central city, with a minimum of 25,000 inhabitants must have at least 50% of its home county's Total Retail Sales volume, with either:

(a) A central city TRS of $135 million or more.

or

(b) A home county TRS of $185 million or more,

or

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

(Continued on next page)

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

NOTE: Pending the complete release of the 1972 Census of Retail Trade, it has been deemed appropriate to place a one year moratorium on the designation of any new SRDS "Additional Metro Areas." Therefore, cities which have initially fulfilled the above criteria this year will not be assigned "Additional Metro" status.

Ranking Tables

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

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

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

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

Territories

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

STATE MEDIA MAPS

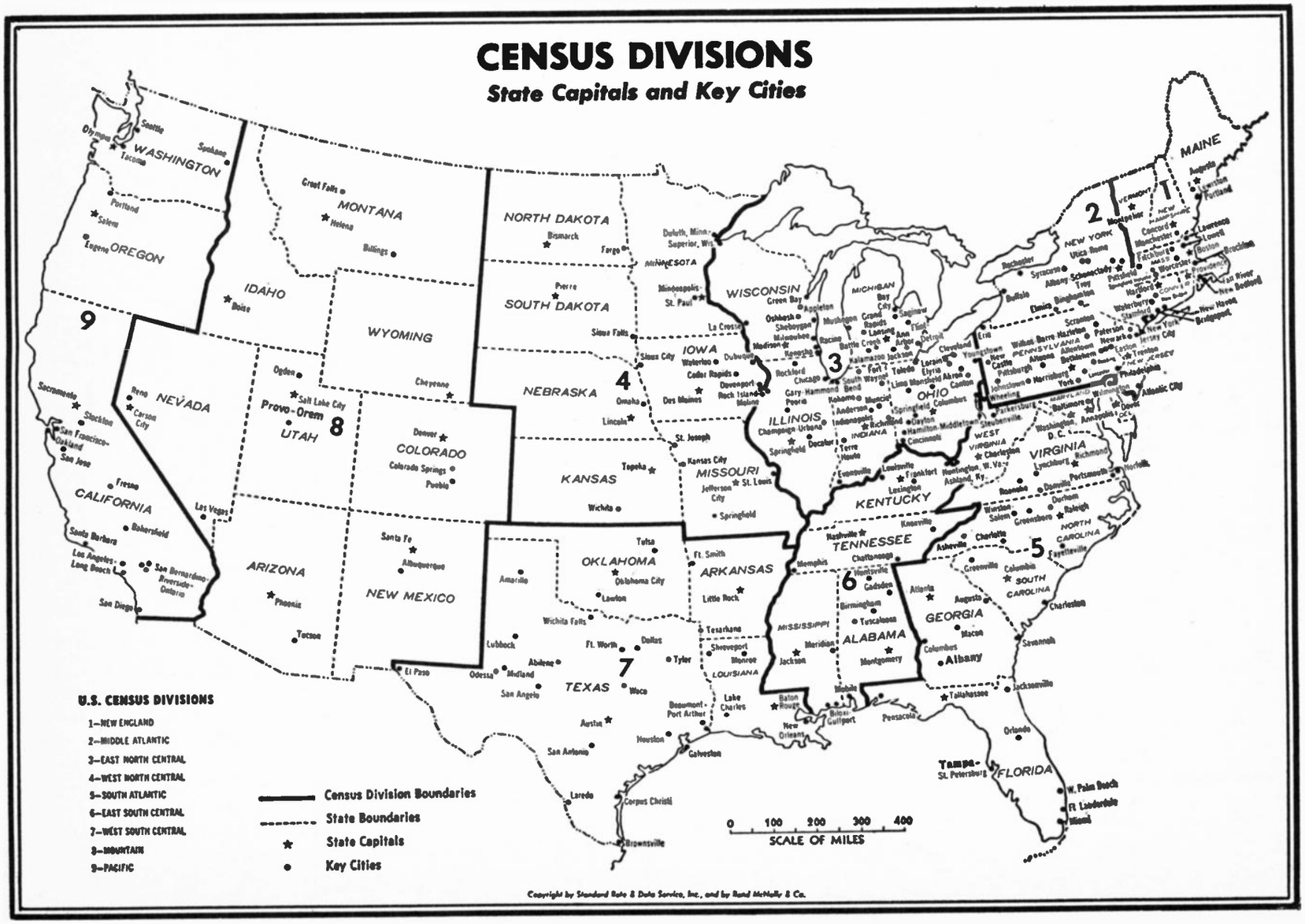
At the beginning of each state section, a state media map shows state, county, and metro area boundaries and daily media cities. The cities have symbols indicating their SRDS population estimates as well as indications for daily newspaper, operating commercial radio station and/or TV station. Media symbols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

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

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

U. S. MAPS

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



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

SRDS Consumer Market Data Summary

United States, Divisional, State Totals

Estimates for: UNITED STATES DIVISIONS States	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
UNITED STATES	212,269.8	71,164.57	986,115,556	13,857	6.8	12.7	10.3	25.2	37.6	540,830,752	7,600	120,466,131	16,772,024	83,117,022	25,009,325	25,791,034	92,742,272	39,826,612	102,892.90	9,243.4	101,044,857
Metropolitan Area Totals	161,367.3	54,294.44	792,153,874	14,590	.....	.....	.....	.....	.....	424,294,499	7,815	93,768,967	13,485,010	72,595,507	20,713,892	21,041,469	71,881,858	29,188,283	79,017.06	.....	.....
NEW ENGLAND	12,239.9	4,057.06	59,093,673	14,566	5.1	11.1	10.5	27.9	40.4	30,829,642	7,599	7,398,495	951,031	4,483,645	1,426,078	1,293,375	4,692,971	2,188,538	6,096.06	125.9	1,240,992
Connecticut	3,117.2	1,031.31	17,140,250	16,620	3.7	7.8	8.3	26.8	49.5	8,649,124	8,387	2,243,242	302,056	1,197,018	435,629	442,583	1,440,590	683,152	1,786.59	14.2	229,303
Maine	1,053.1	346.01	4,019,793	11,618	8.0	17.9	13.8	27.2	26.1	2,530,552	7,314	641,500	59,950	346,089	91,133	72,224	430,581	212,171	484.78	34.2	445,857
Massachusetts	5,831.8	1,940.84	28,366,775	14,616	5.1	10.8	10.6	28.4	40.2	13,757,408	7,088	3,257,594	437,908	2,220,012	663,642	580,524	1,978,328	907,238	2,731.08	17.6	219,371
New Hampshire	792.7	264.80	3,531,783	13,338	4.7	11.5	10.4	28.2	40.8	2,206,539	8,333	433,484	32,596	187,172	68,961	51,642	275,548	123,249	371.02	13.4	85,490
Rhode Island	981.1	325.20	4,239,471	13,037	5.9	13.2	12.2	28.8	33.2	2,524,861	7,764	562,777	92,759	406,825	129,625	106,716	370,934	169,660	501.66	2.3	24,665
Vermont	464.0	148.90	1,795,601	12,059	7.1	17.5	13.2	27.5	27.8	1,161,158	7,798	259,898	25,762	126,529	37,088	39,686	196,990	93,068	220.93	44.2	236,306
MIDDLE ATLANTIC	37,787.8	12,863.01	191,872,361	14,917	5.7	12.0	10.4	26.5	39.6	89,627,581	6,968	22,678,575	2,369,864	14,881,863	5,443,720	4,298,765	12,972,196	5,979,767	15,993.96	521.9	3,535,306
New Jersey	7,454.0	2,470.41	40,046,711	16,211	4.6	9.3	8.8	25.6	47.4	18,648,294	7,549	4,447,575	424,339	2,736,088	983,686	902,306	2,885,618	1,345,298	3,792.94	31.3	361,927
New York	18,393.6	6,352.69	96,361,780	15,169	6.2	12.5	10.3	25.7	38.8	42,651,299	6,714	10,960,504	1,116,630	7,280,451	3,002,541	2,128,478	5,234,305	2,474,260	6,454.98	228.5	1,587,264
Pennsylvania	11,940.2	4,039.91	55,463,870	13,729	5.7	12.9	11.8	28.1	35.8	28,327,988	7,012	7,270,496	828,895	4,865,324	1,457,493	1,267,981	4,852,273	2,160,209	5,746.04	262.1	1,586,115
EAST NORTH CENTRAL	41,135.4	13,625.88	201,141,052	14,762	5.0	9.7	9.4	27.1	43.3	109,078,010	8,005	22,985,661	3,128,821	18,386,510	4,576,757	4,748,625	18,864,661	7,593,415	19,825.62	1,959.7	16,753,621
Illinois	11,299.5	3,829.91	60,454,128	15,785	4.8	9.4	8.7	26.3	45.5	31,298,754	8,172	6,043,090	924,092	4,886,008	1,486,773	1,283,028	4,757,972	1,843,408	5,102.81	459.3	6,091,334
Indiana	5,347.7	1,782.77	24,335,743	13,651	5.2	11.0	10.3	28.0	40.3	14,978,024	8,402	2,901,758	428,408	2,287,176	573,630	618,579	2,604,415	1,105,617	2,496.46	396.1	3,528,209
Michigan	9,124.4	2,933.97	45,228,655	15,416	4.6	8.3	8.2	25.5	48.2	22,969,023	7,829	5,012,739	734,405	3,896,116	980,896	1,056,762	4,483,104	1,703,263	4,514.35	278.5	1,784,492
Ohio	10,787.6	3,599.93	50,330,906	13,981	5.1	10.2	10.5	28.4	40.0	27,353,591	7,598	6,496,241	745,107	5,336,965	1,039,731	1,264,176	5,042,652	2,091,060	5,628.12	379.0	2,695,646
Wisconsin	4,576.2	1,479.30	20,791,620	14,055	5.8	10.4	10.4	28.2	39.5	12,478,618	8,435	2,531,833	296,809	1,980,245	495,727	526,080	1,976,518	850,067	2,083.88	446.8	2,653,940
WEST NORTH CENTRAL	16,781.0	5,732.45	78,613,080	13,714	6.7	12.0	9.8	24.9	40.5	47,432,369	8,274	8,660,515	1,386,851	7,135,592	1,904,584	2,017,749	8,035,117	4,238,576	8,251.93	2,275.9	29,938,781
Iowa	2,906.4	991.31	14,266,641	14,392	5.7	11.3	9.3	25.3	42.6	8,765,324	8,842	1,465,944	209,707	1,112,692	308,625	350,443	1,340,863	741,937	1,489.01	554.5	8,190.505
Kansas	2,298.3	798.23	11,364,221	14,237	7.3	10.0	7.5	21.4	52.5	6,680,877	8,370	1,384,823	222,335	959,376	278,176	358,803	1,498,110	734,497	1,271.28	255.5	4,884,918
Minnesota	3,924.1	1,295.32	18,922,611	14,608	5.6	9.9	8.8	26.0	44.3	10,480,414	8,091	1,979,611	310,343	1,697,714	450,730	436,525	1,643,121	950,496	1,946.75	486.8	4,649,237
Missouri	4,771.7	1,687.85	20,573,316	12,189	7.9	14.2	11.1	25.6	32.4	13,496,631	7,996	2,518,437	423,383	2,333,259	549,552	542,378	2,216,699	1,124,050	2,087.61	379.2	3,286,363
Nebraska	1,549.4	534.64	7,225,135	13,514	6.6	13.7	11.3	26.2	35.7	4,430,253	8,286	742,220	116,481	612,257	173,656	195,592	713,319	392,130	811.40	256.8	4,490,166
North Dakota	638.9	201.84	3,373,981	16,716	5.3	11.4	8.5	22.9	47.2	1,820,027	9,017	277,789	53,196	231,753	77,384	74,371	335,733	139,404	315.23	166.2	2,343,846
South Dakota	692.2	223.26	2,887,175	12,932	8.5	15.7	11.4	23.8	31.9	1,758,843	7,878	291,691	51,406	188,541	66,461	59,637	287,272	156,062	330.65	176.9	2,093,746
SOUTH ATLANTIC	33,040.6	10,945.20	143,697,834	13,129	8.4	15.1	10.9	23.4	32.3	83,409,164	7,621	18,805,650	2,809,880	12,221,033	3,646,101	4,513,398	14,563,400	6,046,688	16,916.05	1,188.7	10,325,536
Delaware	580.4	186.99	2,995,534	16,020	5.0	10.9	10.0	27.3	41.7	1,721,291	9,205	408,134	51,148	330,267	80,611	114,343	298,028	124,091	282.16	12.5	271,738
District of Columbia	727.9	270.70	4,412,693	16,301	7.1	8.8	5.6	11.4	17.3	2,947,044	10,887	497,247	162,878	563,724	194,939	217,507	400,763	144,059	236.72	.....	.....
Florida	8,071.6	2,912.81	35,632,305	12,233	10.2	17.5	11.4	22.7	28.6	23,272,901	7,990	4,982,165	821,443	3,123,224	919,839	1,239,428	4,199,863	1,649,701	4,689.24	70.4	2,112,245
Georgia	4,826.6	1,549.35	19,539,854	12,612	8.6	15.7	11.1	23.6	30.7	12,180,859	7,862	2,782,881	387,488	1,801,431	557,796	651,953	2,294,774	1,007,524	2,614.00	193.6	2,274,351
Maryland	4,121.9	1,323.61	20,773,151	15,694	4.6	10.0	8.9	24.6	46.8	10,684,511	8,072	2,307,256	369,708	1,655,515	410,045	451,298	1,541,306	607,012	2,006.58	69.1	672,027
North Carolina	5,313.3	1,699.22	21,475,101	12,638	8.7	16.0	11.6	24.4	29.7	11,591,936	6,822	2,609,931	318,486	1,454,195	528,024	674,270	2,058,776	900,571	2,774.53	433.1	2,774,552
South Carolina	2,742.9	836.60	10,263,771	12,268	9.1	16.5	11.5	23.8	28.3	5,744,820	6,867	1,444,922	174,376	816,557	263,991	350,568	1,060,218	478,430	1,274.81	123.3	903,946
Virginia	4,848.0	1,556.07	21,978,442	14,124	6.9	13.6	10.2	23.3	38.7	11,361,468	7,301	2,733,528	406,173	1,823,567	505,497	588,395	2,036,228	831,004	2,351.60	224.2	1,119,354
West Virginia	1,808.0	609.85	6,626,983	10,867	10.9	17.7	13.1	23.7	21.6	3,904,334	6,402	1,039,586	118,180	652,553	185,359	225,634	673,444	304,296	686.41	62.5	197,323
EAST SOUTH CENTRAL	13,334.0	4,341.75	49,231,823	11,339	10.5	17.1	11.4	22.1	25.2	30,388,887	6,999	7,268,631	948,393	4,295,172	1,396,250	1,592,471	5,617,906	2,416,174	6,482.97	1,221.8	6,441,774
Alabama	3,569.0	1,148.82	12,774,694	11,120	10.3	17.1	11.4	22.2	25.6	7,782,811	6,775	1,919,754	230,784	1,147,390	375,502	446,041	1,447,681	596,830	1,879.28	176.1	1,554,342
Kentucky	3,343.0	1,115.87	13,221,890	11,849	9.8	15.5	10.7	22.6	28.4	7,179,292	6,434	1,780,720	238,270	965,374	314,531	360,476	1,268,198	579,972	1,626.37	442.4	1,586,015
Mississippi	2,283.2	706.36	7,349,965	10,405	12.4	18.4	11.0	19.2	20.6	4,504,854	6,378	1,092,170	138,220	509,809	257,273	218,221	870,367	376,437	1,021.52	240.8	1,867,158
Tennessee	4,138.8	1,370.70	15,885,274	11,589	10.3	17.6	12.1	23.1	24.7	10,921,930	7,968	2,475,987	341,119	1,672,599	448,944	567,733	2,031,660	862,935	1,955.80	362.5	1,434,259
WEST SOUTH CENTRAL	20,542.9	6,810.05	81,727,002	12,001	9.5	16.1	11.2	22.9	29.3	51,424,185	7,551	10,959,524	1,597,313	6,886,433	2,454,140	2,500,934	10,030,306	3,928,325	9,550.54	961.0	13,990,865
Arkansas	2,059.7	707.56	6,820,789	9,640	13.0	20.3	12.3	19.8	18.4	4,816,243	6,807	910,624	135,032	538,351	201,620	236,540	972,898	363,181	803.35	194.3	2,678,711
Louisiana	3,783.3	1,174.32	13,795,737	11,748	10.3	16.1	11.1	22.4	25.9	8,208,595	6,990	1,752.028	257,770	1,139,203	400,726	418,807	1,436,964	547,827	1,556.60	121.5	1,371,753
Oklahoma	2,684.0	958.81	10,885,635	11,353	9.4	16.5	11.5	23.3	28.5	6,749,935	7,040	1,387,448	200,424	907,922	317,947	362,638	1,309.787	566,071	1,387.36	205.2	2,409,490
Texas	12,015.9	3,969.36	50,224,841	12,653	8.6	15.2	11.0	23.6	32.4	31,649,412	7,973	6,909,424	1,004,087	4,300,957	1,533,847	1,482,949	6,310,657	2,451,246	5,803.23	440.0	7,530,911
MOUNTAIN	9,460.6	3,060.61	40,870,672	13,354	7.0	13.9	11.0	25.7	35.3	24,877,103	8,128	4,757,959	952,621	2,858,157	877,222	983,388	4,315,957	1,964,105	4,893.60	436.5	8,028,926
Arizona	2,166.2	697.07	9,175,553	13,163	7.5	14.3	11.2	25.1	34.1	5,444,430	7,810	1,026,555	199,764	691,714	164,461	198,544	930,960	439,895	1,038.57	22.0	1,240,173
Colorado	2,531.0	846.17	11,636,009	13,751	6.6	13.2	10.7	26.4	37.2	7,051,202	8,333	1,280,439	251,432	845,742	233,379	274,964	1,111,697	459,835	1,358.30	97.6	2,326,702
Idaho	792.1	250.26	3,805,094	15,205	5.4	11.2	8.7	24.8	44.1	2,142,193	8,560	469,315	93,686	230,337	69,842	86,130	432,598	184,581	515.60	108.1	1,275,499
Montana	732.4	246.73	3,087,604	12,514	6.6	14.2	11.6	26.2	34.8	1,941,041	7,867	403,836	64,400	189,162	80,641	68,471	359,748	151,359	370.54	95.0	1,261,075
Nevada	570.4	198.10	3,013,123	15,210	5.2	11.1	9.6	26.2	43.1	1,801,448	9,094	321,845	71,901	191,450	76,912	68,920	302,670	160,356	325.76	8.7	168,687
New Mexico	1,127.2	342.90	4,108,427	11,981	10.0	17.8	11.7	22.3	26.4	2,848,217	8,306	581,586	105,486	325,335	132,170	124,591	590,204	255,446	529.70	40.5	922,659
Utah	1,190.5	360.19	4,448,981	12,352	6.8	14.3	12.5	27.9	31.9	2,731,989	7,585	518,463	135,905	322,828	92,288	137,028	464,761	230,238	567.17	29.0	381,896
Wyoming	350.8	119.19	1,595,881	13,389	6.5	13.3	11.1	26.6	36.5	916,583	7,690	155,920	30,047	61,589	27,529	24,740	123,319	82,395	187.96	35.6	452,235
PACIFIC	27,947.6	9,728.56	139,868,059	14,377	6.0	11.1	9.2	25.0	43.0	73,763,811	7,582	16,951,121	2,627,250	11,968,617	3,284,473	3,842,329	13,649,758	5,471,024	14,882.17	552.0	10,789,056
Alaska	342.6	97.47	1,874,108	19,228	.....	.....	.....	.....	.....	866,417	8,889	122,752	21,389	83,389	17,113	15,958	89,306	29,522	152.01	.....	.....
California	21,008.5	7,357.58	106,838,401	14,521	6.1	11.2	9.0	24.6	43.3	54,694,930	7,434	12,843,866	2,018,585	9,201,991	2,661,425	3,157,100	10,433,160	4,247,091	11,008.49	253.4	7,878,007
Hawaii	839.2	260.84	4,295,938	16,470	4.6	11.8	9.1	23.3	46.0	2,089,041	8,009	401,228	50,433	300,400	80,820	66,810	260,574	122,406	431.61	.....	.....
Oregon	2,239.9	794.96	10,273,971	12,924	6.4	12.0	10.6	27.0	37.8	6,597,507	8,299	1,341,885	187,529	890,877	193,034	228,827	1,275,576	419,251	1,447.75	141.8	1,144,539
Washington	3,517.4	1,217.71	16,585,641	13,620	5.5	10.0	9.1	26.1	43.8	9,515,916	7,815	2,241,390	349,314	1,491,960	332,081	373,634	1,591,142	652,754	1,842.31	156.8	1,766,510

The SMSA Definitions appearing on these pages are *current* through September 1, 1975.

Standard Metropolitan Statistical Areas

As Defined by the Office of Management and Budget

Abilene, Tex. — Callahan, Jones, and Taylor Counties, Texas.
Akron, Ohio — Portage and Summit Counties, Ohio.
Albany, Ga. — Dougherty and Lee Counties, Georgia.
Albany-Schenectady-Troy, N. Y.—Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, New York.
Albuquerque, N. Mex.—Bernalillo, and Sandoval Counties, New Mexico.
Alexandria, La.—Grant and Rapides Parishes, Louisiana.
Allentown-Bethlehem-Easton, Pa.-N. J. — Carbon, Lehigh, and Northampton Counties, Pennsylvania; Warren County, New Jersey.
Altoona, Pa. — Blair County, Pennsylvania.
Amarillo, Tex. — Potter and Randall Counties, Texas.
Anaheim-Santa Ana-Garden Grove, Calif. — Orange County, California.
Anchorage, Alaska—Anchorage Census Division, Alaska.
Anderson, Ind. — Madison County, Indiana.
Ann Arbor, Mich. — Washtenaw County, Mich.
Anniston, Ala. — Calhoun County, Alabama.
Appleton-Oshkosh, Wis. — Calumet, Outagamie and Winnebago Counties, Wisconsin.
Asheville, N. C. — Buncombe and Madison Counties, North Carolina.
Atlanta, Ga.—Butts, Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, and Walton Counties, Georgia.
Atlantic City, N. J. — Atlantic County, New Jersey.
Augusta, Ga.-S. C. — Columbia and Richmond Counties, Georgia; Aiken County, South Carolina.
Austin, Tex.—Hays and Travis Counties, Texas.
Bakersfield, Calif. — Kern County, California.
Baltimore, Md.—Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, and Howard Counties, Maryland.
Baton Rouge, La. — Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, Louisiana.
Battle Creek, Mich.—Barry and Calhoun Counties, Michigan.
Bay City, Mich. — Bay County, Michigan.
Beaumont-Port Arthur-Orange, Tex. — Hardin, Jefferson and Orange Counties, Texas.
Billings, Mont.—Yellowstone County, Montana.
Biloxi-Gulfport, Miss.—Hancock, Harrison and Stone Counties, Mississippi.
Binghamton, N. Y.-Pa. — Broome and Tioga Counties, New York; Susquehanna County, Pennsylvania.
Birmingham, Ala.—Jefferson, St. Clair, Shelby, and Walker Counties, Alabama.
Bloomington - Normal, Ill. — McLean County, Illinois.
Boise City, Idaho — Ada County, Idaho.
Boston, Mass.—All of Suffolk County, Massachusetts, Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Massachusetts. Beverly, Boxford, Lynn, Peabody, and Salem cities; Danvers, Hamilton, Lynnfield Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott Topsfield, and Wenham towns in Essex County, Massachusetts. Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton Needham Norfolk, Norwood, Randolph, Sharon Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County, Massachusetts. Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County, Massachusetts.
Bridgeport, Conn. — Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County, Connecticut. Derby City; Milford town in New Haven County, Connecticut.
Bristol Conn.—Bristol city; Burlington town in Hartford County, Connecticut. Plymouth town in Litchfield County, Connecticut.
Brockton, Mass.—Brockton City; Bridgewater, East Bridgewater, Halifax, West Bridgewater, and Whitman towns in Plymouth County, Massachusetts. Avon town in Norfolk County, Massachusetts. Easton town in Bristol County, Massachusetts.
Brownsville-Harlingen-San Benito, Tex. — Cameron County, Texas.
Bryan-College Station, Tex. — Brazos County, Texas.
Buffalo, N. Y. — Erie and Niagara Counties, New York.
Burlington, N. C. — Alamance County, North Carolina.
Canton, Ohio—Carroll and Stark Counties, Ohio.
Cedar Rapids, Iowa—Linn County, Iowa.
Champaign-Urbana-Rantoul, Ill. — Champaign County, Illinois.
Charleston, S. C. — Berkeley, Charleston, and Dorchester Counties, South Carolina.
Charleston, W. Va.—Kanawha, and Putnam Counties, West Virginia.
Charlotte—Gastonia, N. C. — Gaston, Mecklenburg, and Union Counties, North Carolina.
Chattanooga, Tenn.-Ga. — Hamilton, Marion, and Sequatchie Counties, Tennessee; Catoosa, Dade and Walker Counties, Georgia.
Chicago, Ill. — Cook, DuPage, Kane, Lake, McHenry, and Will Counties, Illinois.
Chicago, Ill. - Northwestern Indiana Standard Consolidated Area—The Standard Metropolitan Statistical Areas of Chicago, Ill., and Gary-Hammond-East Chicago, Indiana.
Cincinnati, Ohio-Ky.-Ind.—Clermont, Hamilton, and Warren Counties, Ohio; Boone, Campbell, and Kenton Counties, Kentucky; Dearborn County, Indiana.
Clarksville-Hopkinsville, Tenn.-Ky. — Montgomery County, Tennessee, and Christian County, Kentucky.
Cleveland, Ohio—Cuyahoga, Geauga, Lake, and Medina Counties, Ohio.
Colorado Springs, Colo.—El Paso and Teller Counties, Colorado.
Columbia, Mo.—Boone County. Missouri.
Columbia, S. C.—Lexington and Richland Counties. South Carolina.
Columbus, Ga.-Ala.—Chattahoochee and Muscogee Counties. Georgia; Russell County, Alabama.
Columbus, Ohio—Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, Ohio.
Corpus Christi, Tex.—Nueces and San Patricio Counties, Texas.
Dallas-Fort Worth, Tex.—Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwell, Tarrant, and Wise Counties, Texas.
Danbury, Conn.—Danbury city; Bethel, Brookfield, New Fairfield, Newtown, and Redding towns in Fairfield County, Connecticut, New Milford town in Litchfield County Connecticut.
Davenport-Rock Island-Moline, Iowa-Ill.—Scott County, Iowa; Henry and Rock Island Counties, Illinois.
Dayton, Ohio—Greene, Miami, Montgomery, and Prehle Counties, Ohio.
Daytona Beach, Fla.—Volusia County, Florida.
Decatur. Ill.—Macon County, Illinois.
Denver-Boulder, Colo.—Adams, Arapahoe. Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, Colorado.
Des Moines, Iowa—Polk and Warren Counties, Iowa.
Detroit, Mich.—Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, Michigan.
Dubuque, Iowa—Dubuque County, Iowa.
Duluth-Superior, Minn.-Wis.—St. Louis County, Minnesota; Douglas County, Wisconsin.
Elmira, N. Y.—Chemung County, New York.
El Paso, Tex.—El Paso County, Texas.
Erie, Pa.—Erie County, Pennsylvania.
Eugene-Springfield, Ore.—Lane County, Oregon.
Evansville, Ind.-Ky. — Gibson, Posey, Vanderburgh and Warrick Counties, Indiana; Henderson County, Kentucky
Fall River, Mass.-R. I.—Fall River city; Dighton Somerset, Swansea, and Westport towns in Bristol County, Massachusetts. Little Compton, Portsmouth, and Tiverton towns in Newport County, Rhode Island.
Fargo-Moorhead, N. D.-Minn. — Cass County, North Dakota; Clay County, Minnesota.
Fayetteville, N. C.—Cumberland County, North Carolina.
Fayetteville-Springdale, Ark. — Benton and Washington Counties, Arkansas.
Fitchburg - Leominster, Mass. — Fitchburg and Leominster cities; Lunenburg and Westminster towns in Worcester County, Massachusetts. Shirley and Townsend towns in Middlesex County. Massachusetts.
Flint, Mich.—Genesee and Shiawassee Counties. Michigan.
Florence, Ala.—Lauderdale and Colbert Counties, Alabama.
Fort Lauderdale - Hollywood, Fla. — Broward County, Fla.
Fort Myers, Fla.—Lee County, Florida.
Fort Smith. Ark.-Okla. — Crawford and Sebastian Counties. Arkansas; LeFlore and Sequoyah Counties, Oklahoma.
Fort Wayne, Ind.—Adams, Allen, DeKalb and Wells Counties, Indiana.
Fresno, Calif.—Fresno County, California.
Gadsden. Ala.—Etowah County, Alabama.
Gainesville. Fla.—Alachua County, Florida.
Galveston-Texas City, Tex.—Galveston County, Texas.
Gary-Hammond-East Chicago, Ind. — Lake and Porter Counties, Indiana.
Grand Rapids, Mich.—Kent and Ottawa Counties, Michigan.
Great Falls, Mont.—Cascade County, Montana.
Green Bay, Wis.—Brown County, Wisconsin.
Greensboro-Winston-Salem-High Point, N. C.—Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, North Carolina.
Greenville-Spartanburg, S. C.—Greenville, Pickens, and Spartanburg Counties, South Carolina.
Hamilton - Middletown, Ohio — Butler County, Ohio.
Harrisburg, Pa. — Cumberland, Dauphin, and Perry Counties, Pennsylvania.
Hartford, Conn.—Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield Windsor, and Windsor Locks towns in Hartford County, Connecticut. New Hartford town in Litchfield County, Connecticut. Cromwell, East Hampton, and Portland towns in Middlesex County, Connecticut. Colchester town in New London County, Connecticut. Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon, and Willington towns in Tolland County, Connecticut.
Honolulu, Hawaii — Honolulu County, Hawaii.
Houston, Tex.—Harris, Brazoria, Fort Bend, Liberty, Montgomery, and Waller Counties, Texas.
Huntington-Ashland, W. Va.-Ky.-Ohio—Cabell and Wayne Counties, West Virginia; Boyd and Greenup Counties, Kentucky, Lawrence County, Ohio.
Huntsville, Ala. — Limestone, Madison, and Marshall Counties, Alabama.
Indianapolis, Ind.—Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, Indiana.
Jackson Mich.—Jackson County, Michigan.
Jackson, Miss. — Hinds and Rankin Counties, Mississippi.
Jacksonville, Fla.—Baker, Clay, Duval, Nassau, and St. Johns Counties, Florida.
Jersey City, N. J.—Hudson County, New Jersey.
Johnstown, Pa.—Cambria and Somerset Counties. Pennsylvania.
Kalamazoo-Portage, Mich.—Kalamazoo and Van Buren Counties. Michigan.
Kansas City, Mo.-Kans.—Cass, Clay, Jackson, Platte, and Ray Counties, Missouri; Johnson and Wyandotte Counties, Kansas.
Kenosha. Wis.—Kenosha County. Wisconsin.
Killeen-Temple, Tex.—Bell and Coryell Counties, Texas.
Kingsport-Bristol. Tenn.-Va. — Hawkins and Sullivan Counties, Tennessee, Bristol City; Scott and Washington Counties, Virginia.
Knoxville, Tenn. — Anderson, Blount, Knox, and Union Counties, Tennessee.
LaCrosse, Wis.—LaCrosse County. Wisconsin.
Lafayette, La.—Lafayette Parish. Louisiana.
Lafayette - West Lafayette, Ind. — *Tippecanoe* County, Indiana.
Lake Charles. La.—Calcasieu Parish. Louisiana.
Lakeland-Winter Haven, Fla.—Polk County, Florida.
Lancaster, Pa. — Lancaster County, Pennsylvania.
Lansing-East Lansing, Mich.—Clinton, Eaton, Ingham, and Ionia Counties, Michigan.
Laredo. Tex.—Webb County. Texas.
Las Vegas. Nev.—Clark County, Nevada.
Lawrence-Haverhill, Mass.-N. H. — Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimac, Methuen, North Andover, Salisbury, and West Newbury towns in Essex County, Massachusetts, Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem, and Windham towns in Rockingham County, New Hampshire.
Lawton. Okla.—Comanche County. Oklahoma.
Lewiston-Auburn. Maine—Auburn City, Lewiston city, and Lisbon town in Androscoggin County. Maine.
Lexington-Fayette, Ky.—Bourbon, Clark, Fayette, Jesamine, Scott, and Woodford Counties, Kentucky.
Lima. Ohio—Allen, Auglaize, Putnam, and Van Wert Counties, Ohio.
Lincoln. Neb.—Lancaster County, Nebraska.
Little Rock-North Little Rock. Ark. — Pulaski, and Saline Counties. Arkansas.
Long Branch-Asbury Park, N. J.—Monmouth County, New Jersey.
Lorain-Elyria. Ohio—Lorain County, Ohio.
Los Angeles-Long Beach, Calif. — Los Angeles County California.
Louisville. Ky.-Ind.—Bullitt, Jefferson, and Oldham Counties, Kentucky; Clark and Floyd Counties, Indiana.
Lowell, Mass.-N. H. — Lowell City; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Massachusetts. Pelham town in Hillsborough County, New Hampshire.
Lubbock Tex.—Lubbock County, Texas.
Lynchburg, Va.—Lynchburg city; Amherst, Appomattox, and Campbell Counties, Virginia.
McAllen - Pharr - Edinburg, Tex. — Hidalgo County, Texas.
Macon, Ga.—Bibb, Houston, Jones, and Twiggs Counties, Georgia.
Madison, Wis.—Dane County, Wisconsin.
Manchester, N. H.—Manchester city; Bedford and Goffstown towns in Hillsborough County, N. H. Allenstown, Hooksett and Pembroke towns in Merrimack County, N. H.; Derry and Londonderry towns in Rockingham County, New Hampshire.
Mansfield, Ohio — Richland County, Ohio.
Melbourne - Titusville - Cocoa, Fla. — Brevard County, Florida.
Memphis, Tenn.-Ark.-Miss.—Shelby and Tipton Counties, Tennessee; Crittenden County, Arkansas, DeSoto County, Mississippi.
Meriden, Conn. — Meriden city in New Haven County, Connecticut.
Miami, Fla. — Dade County, Florida.
Midland, Tex. — Midland County, Texas.
Milwaukee, Wis. — Milwaukee, Ozaukee, Washington, and Waukesha Counties. Wisconsin.
Minneapolis-St. Paul, Minn.-Wis. — Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, Minnesota; St. Croix County, Wisconsin.
Mobile, Ala. — Baldwin and Mobile Counties, Alabama.
Modesto, Calif.—Stanislaus County, California.
Monroe. La. — Ouachita Parish, Louisiana.
Montgomery, Ala.—Autauga, Elmore and Montgomery Counties, Alabama.
Muncie, Ind. — Delaware County, Indiana.
Muskegon-Muskegon Heights, Mich. — Muskegon and Oceana Counties Michigan.
Nashua, N. H.—Nashua city; Amherst, Hudson, Merrimack and Milford towns in Hillsborough County, New Hampshire.
Nashville-Davidson, Tenn. — Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, Tennessee.
Nassau-Suffolk, N. Y. — Nassau and Suffolk Counties, New York.
Newark, N. J.—Essex, Morris, Somerset, and Union Counties, New Jersey.
Newport News-Hampton, Va.—Hampton, Newport News, and Williamsburg cities; Gloucester, James City, and York Counties, Virginia.
New Bedford, Mass.—New Bedford city; Acushnet, Dartmouth, Fairhaven, and Freetown towns in Bristol County, Massachusetts, Lakeville, Marion and Mattapoisett towns in Plymouth County, Massachusetts.
New Britain, Conn.—New Britain city; Berlin, Plainville, and Southington towns in Hartford County, Connecticut.
New Brunswick-Perth Amboy-Sayreville, N. J. —Middlesex County, New Jersey.
New Haven-West Haven, Conn.—New Haven and West Haven cities; Clinton and Killingsworth towns in Middlesex County, Conn., Bethany, Branford, East Haven, Guilford, Hamden, North Branford, Madison, North Haven, Orange, Wallingford, and Woodbridge towns in New Haven County, Connecticut.
New London-Norwich, Conn.-R. I.—New London and Norwich cities; Bozrah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrooktown in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, Rhode Island.
New Orleans, La.—Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, Louisiana.
New York, N. Y.-N. J.—New York City (Bronx, Kings, New York, Queens, and Richmond Counties); Putnam, Rockland and Westchester Counties, New York; Bergen County, New Jersey.
New York-Northeastern New Jersey Standard Consolidated Area—The Standard Metropolitan Statistical Areas of Nassau-Suffolk, New York, New York; Jersey City, Newark, New Brunswick-Perth Amboy-Sayreville and Paterson-Clifton-Passaic, New Jersey.
Norfolk-Virginia Beach-Portsmouth, Va. N. C. —The cities of Chesapeake, Nansemond, Norfolk, Portsmouth, Suffolk, and Virginia Beach, Virginia; Currituck County, North Carolina.
†*Northeast Pennsylvania*—Lackawanna, Luzerne, and Monroe Counties, Pennsylvania.
Norwalk, Conn.—Norwalk city; Weston, Westport, and Wilton towns in Fairfield County, Connecticut.
Odessa, Tex. — Ector County, Texas.
Oklahoma City, Okla. — Canadian, Cleveland, McClain, Oklahoma, and Pottawattomie Counties, Oklahoma.
Omaha, Neb.-Iowa — Douglas and Sarpy Counties, Nebraska; Pottawattamie County, Iowa.

(Continued on next page)

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

Standard Metropolitan Statistical Areas—Continued

Orlando, Fla.—Orange, Osceola, and Seminole Counties, Florida.
Owensboro, Ky.—Daviess County, Kentucky.
Oxnard-Simi Valley-Ventura, Calif. — Ventura County, California.
Parkersburg-Marietta, W. Va.-Ohio—Wirt and Wood Counties, West Virginia; Washington County, Ohio.
Paterson-Clifton-Passaic, N. J.—Passaic County, New Jersey.
Pensacola, Fla. — Escambia and Santa Rosa Counties, Florida.
Peoria, Ill. — Peoria, Tazewell, and Woodford Counties, Illinois.
Petersburg-Colonial Heights-Hopewell, Va. — Petersburg, Colonial Heights, and Hopewell cities; Prince George and Dinwiddie Counties, Virginia.
Philadelphia, Pa.-N. J. — Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pennsylvania; Burlington, Camden, and Gloucester Counties, New Jersey.
Phoenix, Ariz. — Maricopa County, Arizona.
Pine Bluff, Ark. — Jefferson County, Arkansas.
Pittsburgh, Pa.—Allegheny, Beaver, Washington and Westmoreland Counties, Pennsylvania.
Pittsfield, Mass.—Pittsfield city; Adams, Cheshire, Dalton, Lanesborough, Lee, Lenox, and Stockbridge towns in Berkshire County, Massachusetts.
Portland, Maine — Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Scarborough, Windham, and Yarmouth towns in Cumberland County, Maine; Saco city; Old Orchard Beach town in York County, Maine.
Portland, Ore.-Wash — Clackamas, Multnomah, and Washington Counties, Oregon; Clark County, Washington.
Poughkeepsie, N. Y.—Dutchess County, New York.
Providence-Warwick-Pawtucket, R. I.-Mass. — Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket cities; Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County, Rhode Island. Narragansett, North Kingstown, and South Kingstown towns in Washington County, Rhode Island. Warwick city; Coventry, East Greenwich, and West Warwick towns in Kent County, Rhode Island. All of Bristol County, Rhode Island, Attleboro city; North Attleboro, Norton, Reboboth, and Seekonk towns in Bristol County, Massachusetts. Plainville town in Norfolk County, Massachusetts, Blackstone and Millville towns in Worcester County, Massachusetts. Jamestown town in Newport County, Rhode Island.
Provo-Orem, Utah — Utah County, Utah.
Pueblo, Colo. — Pueblo County, Colorado.
Racine, Wis. — Racine County, Wisconsin.
Raleigh-Durham, N. C.—Durham, Orange and Wake Counties, North Carolina.
Reading, Pa. — Berks County, Pennsylvania.
Reno, Nev. — Washoe County, Nevada.
Richland-Kennewick, Wash.—Benton and Franklin Counties, Washington.
Richmond, Va.—Richmond City; Charles City, Chesterfield, Goochland, Hanover, Henrico, and Powhatan Counties, Virginia.
Riverside-San Bernardino-Ontario, Calif. — Riverside and San Bernardino Counties, California.
Roanoke, Va. — Roanoke and Salem cities; Botetourt, Craig, and Roanoke Counties, Virginia.
Rochester, Minn.—Olmsted County, Minnesota.
Rochester, N. Y. — Livingston, Monroe, Ontario, Orleans and Wayne Counties, New York.
Rockford, Ill.—Boone and Winnebago Counties, Illinois.
Sacramento, Calif. — Placer, Sacramento, and Yolo Counties, California.
Saginaw, Mich. — Saginaw County, Michigan.
St. Cloud, Minn. — Benton, Sherburne, and Stearns Counties, Minnesota.
St. Joseph, Mo.—Andrew and Buchanan Counties, Missouri.
St. Louis, Mo.-Ill.—St. Louis city, Franklin Jefferson, St. Charles and St. Louis Counties, Missouri; Clinton, Madison, Monroe, and St. Clair Counties, Illinois.
Salem, Ore.—Marion and Polk Counties, Oregon.
Salinas-Seaside-Monterey, Calif. — Monterey, County, California.
Salt Lake City-Ogden, Utah — Davis, Tooele, Salt Lake, and Weber Counties, Utah.
San Angelo, Tex. — Tom Green County, Texas.
San Antonio, Tex.—Bexar, Comal, and Guadalupe Counties, Texas.
San Diego, Calif. — San Diego County, Calif.
San Francisco-Oakland, Calif.—Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, California.
San Jose, Calif. — Santa Clara County, Calif.
Santa Barbara-Santa Maria-Lompoc, Calif. — Santa Barbara County, California.
Santa Cruz, Calif.—Santa Cruz County, California.
Santa Rosa, Calif.—Sonoma County, California.
Sarasota, Fla.—Sarasota County, Florida.
Savannah, Ga.—Bryan, Chatham, and Effingham Counties, Georgia.
Seattle-Everett, Wash. — King and Snohomish Counties, Washington.
Sherman-Denison, Tex.—Grayson County, Texas.
Shreveport, La.—Bossier, Caddo, and Webster Parishes, Louisiana.
Sioux City, Iowa-Neb. — Woodbury County, Iowa; Dakota County, Nebraska.
Sioux Falls, S. D. — Minnehaha County, South Dakota.
South Bend, Ind. — Marshall and St. Joseph Counties, Indiana.
Spokane, Wash.—Spokane County, Washington.
Springfield, Ill.—Menard and Sangamon Counties, Illinois.
Springfield, Mo.—Christian and Greene Counties, Missouri.
Springfield, Ohio—Champaign and Clark Counties, Ohio.
Springfield-Chicopee-Holyoke, Mass.-Conn.—Chicopee, Holyoke, Springfield, and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County, Massachusetts. Northampton city; Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southampton towns in Hampshire County, Massachusetts. Warren town in Worcester County, Massachusetts. Somers town in Tolland County, Connecticut.
Stamford, Conn.—Stamford city; Darien, Greenwich, and New Canaan towns in Fairfield County, Connecticut.
Steubenville-Weirton, Ohio-W. Va. — Jefferson County, Ohio; Brooke and Hancock Counties, West Virginia.
Stockton, Calif. — San Joaquin County, California.
Syracuse, N. Y.—Madison, Onondaga, and Oswego Counties, New York.
Tacoma, Wash. — Pierce County, Washington.
Tallahassee, Fla.—Leon and Wakulla Counties, Florida.
Tampa-St. Petersburg, Fla.—Hillsborough, Pasco, and Pinellas Counties, Florida.
Terre Haute, Ind. — Clay, Sullivan, Vermillion and Vigo Counties, Indiana.
Texarkana, Tex.-Texarkana, Ark.—Little River and Miller Counties, Arkansas; Bowie County, Texas.
Toledo, Ohio-Mich. — Fulton, Lucas, Ottawa, and Wood Counties, Ohio; Monroe County, Michigan.
Topeka, Kans.—Jefferson, Osage, and Shawnee Counties, Kansas.
Trenton, N. J. — Mercer County, New Jersey.
Tucson, Ariz. — Pima County, Arizona.
Tulsa, Okla. — Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, Oklahoma.
Tuscaloosa, Ala.—Tuscaloosa County, Alabama.
Tyler, Tex.—Smith County, Texas.
Utica-Rome, N. Y.—Herkimer and Oneida Counties, New York.
Vallejo-Fairfield-Napa, Calif.—Napa and Solano Counties, California.
Vineland-Millville-Bridgeton, N. J.—Cumberland County, New Jersey.
Waco, Tex. — McLennan County, Texas.
Washington, D. C.-Md.-Va.—The District of Columbia; Alexandria, Fairfax, and Falls Church cities; Arlington, Fairfax, Loudoun, and Prince William Counties, Virginia; Charles Montgomery, and Prince Georges Counties, Maryland.
Waterbury, Conn.—Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, Southbury, and Wolcott towns in New Haven County, Connecticut. Thomaston, Watertown, and Woodbury towns in Litchfield County, Connecticut.
Waterloo-Cedar Falls, Iowa — Black Hawk County, Iowa.
West Palm Beach-Boca Raton, Fla. — Palm Beach County, Florida.
Wheeling, W. Va.-Ohio — Marshall and Ohio Counties, West Virginia; Belmont County, Ohio.
Wichita, Kans.—Butler and Sedgwick Counties, Kansas.
Wichita Falls, Tex.—Clay and Wichita Counties, Texas.
Williamsport, Pa.—Lycoming County, Pennsylvania.
Wilmington, Del.-N. J.-Md.—New Castle County, Delaware; Salem County, New Jersey; Cecil County, Maryland.
Wilmington, N. C.—Brunswick and New Hanover Counties, North Carolina.
Worcester, Mass. — Worcester city; Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough Northbridge North Brookfield, Oxford, Paxton, Shrewsbury, Spencer Sterling, Sutton, Upton, Uxbridge, Webster, Westborough, and West Boylston towns in Worcester County, Massachusetts.
Yakima, Wash. — Yakima County, Washington.
York, Pa.—Adams and York Counties, Pennsylvania.
Youngstown-Warren, Ohio — Mahoning and Trumbull Counties, Ohio.

Additional Metropolitan Areas

As Designated by SRDS

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

*SRDS Additional Metro as of May 1, 1974.

**Decatur, Ala.*—Morgan County, Alabama.
Dothan, Ala.—Houston County, Alabama.
Eau Claire, Wis.—Eau Claire County, Wisconsin.
Elkhart, Ind.—Elkhart County, Indiana.
**Enid, Okla.*—Garfield County, Oklahoma.
Florence, S. C. — Florence County, South Carolina.
Fond du Lac, Wis. — Fond du Lac County, Wisconsin.
Fort Collins, Colo. — Larimer County, Colorado.
**Fort Pierce, Fla.*—St. Lucie County, Florida.
Grand Forks, N. D. — Grand Forks County, North Dakota.
Greeley, Colo.—Weld County, Colorado.
Hagerstown, Md. — Washington County, Maryland.
Hattiesburg, Miss.—Forrest County, Mississippi.
Hot Springs, Ark.—Garland County, Arkansas.
Houma, La.—Terrebone Parish, Louisiana.
Hutchinson, Kans. — Reno County, Kansas.
Idaho Falls, Idaho—Bonneville County, Idaho.
Iowa City, Iowa — Johnson County, Iowa.
Jackson, Tenn. — Madison County, Tennessee.
Jamestown, N. Y.—Chautauqua County, New York.
Janesville-Beloit, Wis. — Rock County, Wisconsin.
**Johnson City, Tenn.* — Washington County, Tennessee.
Joplin, Mo.—Jasper County, Missouri.
Kankakee, Ill.—Kankakee County, Illinois.
Kokomo, Ind.—Howard County, Indiana.
Lebanon, Pa.—Lebanon County, Pennsylvania.
Lewiston, Idaho—Nez Perce County, Idaho.
Longview, Tex.—Gregg County, Texas.
Manhattan, Kans.—Riley County, Kansas.
Marion, Ind.—Grant County, Indiana.
Medford, Ore.—Jackson County, Oregon.
Meridian, Miss. — Lauderdale County, Mississippi.
Midland, Mich.—Midland County Michigan.
Missoula, Mont.—Missoula County, Montana.
New Castle, Pa. — Lawrence County, Pennsylvania.
Newark, Ohio—Licking County, Ohio.
Paducah, Ky.—McCracken County, Kentucky.
Panama City, Fla.—Bay County, Florida.
Pocatello, Idaho—Bannock County, Idaho.
Portsmouth, Ohio—Scioto County, Ohio.
Quincy, Ill.—Adams County, Illinois.
Rapid City, S. D.—Pennington County, South Dakota.
Richmond, Ind.—Wayne County, Indiana.
Rocky Mount, N. C. — Edgecombe and Nash Counties, North Carolina.
Rome, Ga.—Floyd County, Georgia.
**Salina, Kans.*—Saline County, Kansas.
Santa Fe, N. M.—Santa Fe County, New Mexico.
Sandusky, Ohio—Erie County, Ohio.
Sheboygan, Wis.—Sheboygan County, Wisconsin.
Valdosta, Ga.—Lowndes County, Georgia.
**Victoria, Tex.*—Victoria County, Texas.
Visalia, Calif.—Tulare County, California.
Watertown, N. Y.—Jefferson County, New York.
Wausau, Wis.—Marathon County, Wisconsin.

New England Metropolitan Areas - County Basis

As Designated by SRDS

Bangor, Maine—Penobscot County, Maine.
Boston-Lawrence-Haverhill-Lowell, Mass. — Essex, Middlesex, Norfolk, and Suffolk Counties, Massachusetts.
Bridgeport-Stamford-Norwalk, Conn.—Fairfield County, Connecticut.
Brockton, Mass. — Plymouth County, Massachusetts.
Burlington, Vt.—Chittenden County, Vermont.
Hartford-New Britain-Bristol, Conn.—Hartford County, Connecticut.
Lewiston - Auburn, Maine — Androscoggin County, Maine.
Manchester-Nashua, N. H.—Hillsborough County, New Hampshire.
New Bedford-Fall River, Mass.—Bristol County, Massachusetts.
New Haven-West Haven-Waterbury-Meriden, Conn.—New Haven County, Connecticut.
New London-Norwich, Conn. — New London County, Connecticut.
Pittsfield, Mass.—Berkshire County, Massachusetts.
Portland, Maine—Cumberland County, Maine.
Providence-Warwick-Pawtucket, R. I. — Bristol, Kent, Newport, Providence and Washington Counties, Rhode Island.
Springfield-Chicopee-Holyoke, Mass — Hampden and Hampshire Counties, Massachusetts.
Worcester-Fitchburg-Leominster, Mass. — Worcester County, Massachusetts.

Composite Table of Metro Area Rankings

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

METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Abilene, Tex.	218	208	228	308	206	170	218	239	238	192	204	168	171	211
Akron, Ohio	54	53	51	92	56	244	56	67	44	78	64	53	52	50
Albany, Ga.	248	263	269	246	258	143	283	293	207	209	209	238	279	256
Albany-Schenectady-Troy, N. Y.	44	43	42	108	53	324	47	66	51	42	60	54	50	54
Albuquerque, N. M.	91	95	101	188	93	123	105	64	93	73	82	73	105	88
Alexandria, La.	211	219	245	315	248	315	264	246	262	217	220	233	245	227
Allentown-Bethlehem-Easton, Pa.-N. J.	60	57	57	112	66	304	55	81	50	76	66	68	59	59
Altoona, Pa.	208	198	214	286	220	299	189	255	181	181	237	214	218	208
Amarillo, Tex.	190	186	190	212	162	21	172	116	182	110	154	136	151	169
Anaheim-Santa Ana-Garden Grove, Ca.	19	20	19	33	23	199	21	21	17	26	18	18	18	19
Anchorage, Alaska	198	210	160	4	173	8	266	200	232	311	308	217	299	162
Anderson, Ind.	205	197	192	142	192	171	201	182	192	216	179	198	200	202
Anderson, S. C.	240	235	236	261	246	280	221	276	258	238	200	224	231	226
Ann Arbor, Mich.	139	142	111	7	123	46	145	100	150	101	140	126	149	145
Anniston, Ala.	251	255	277	306	281	296	258	254	293	290	248	268	284	234
Appleton-Oshkosh, Wis.	121	130	121	85	121	119	138	157	126	145	141	150	131	138
Asheville, N. C.	188	182	185	227	185	235	178	189	177	222	175	178	170	170
Athens, Ga.	302	305	306	226	286	35	299	286	297	210	301	312	285	312
Atlanta, Ga.	18	18	18	72	18	69	17	18	16	19	19	14	15	16
Atlantic City, N. J.	167	152	169	268	150	121	162	167	167	108	199	206	167	156
Augusta, Ga.-S. C.	125	135	137	163	126	88	139	119	107	131	130	119	146	118
Austin, Tex.	92	89	100	206	106	297	117	108	122	77	107	90	101	94
Bakersfield, Calif.	105	103	113	232	104	209	95	87	109	134	96	96	79	100
Baltimore, Md.	14	16	17	96	17	215	16	12	19	18	20	22	20	18
Bangor, Me. (county basis)	217	223	224	241	208	102	208	270	191	218	297	203	199	240
Baton Rouge, La.	86	91	97	165	98	177	102	93	87	121	90	78	98	121
Battle Creek, Mich.	172	172	162	109	180	267	173	199	186	212	202	171	163	165
Bay City, Mich.	234	237	217	114	237	176	230	256	205	191	230	232	217	230
Beaumont-Port Arthur-Orange, Tex.	99	98	104	197	100	214	84	88	115	103	84	80	94	101
Bellingham, Wash.	277	267	283	288	275	191	271	253	267	303	327	303	292	263
Billings, Mont.	272	266	268	218	240	36	268	196	294	189	253	221	273	252
Biloxi-Gulfport, Miss.	179	189	202	279	196	260	194	205	198	188	180	186	175	183
Binghamton, N. Y.	115	116	120	192	127	282	96	148	140	148	156	118	123	132
Birmingham, Ala.	45	46	52	233	49	217	44	51	48	36	39	45	46	42
Bloomington, Ind.	270	275	273	204	277	174	288	241	296	273	296	287	291	301
Bloomington-Normal, Ill.	236	234	204	54	224	127	284	243	202	287	269	265	174	250
Boise City, Idaho	220	217	184	17	205	117	211	150	208	211	205	194	188	176
Boston, Mass. (Official S.M.S.A.)	8	8	9	15	8	75	8	9	10	8	8	11	13	12
Boston-Lawrence-Haverhill-Lowell, Mass. (county basis)	6	7	8	44	7	221	7	8	8	8	8	9	8	7
Bowling Green, Ky.	318	320	323	253	321	112	323	299	309	296	313	328	317	324
Bremerton, Wash.	252	243	231	186	276	313	217	193	317	325	274	295	307	243
Bridgeport, Conn. (Official S.M.S.A.)	85	88	78	10	79	40	71	70	82	68	69	100	73	112
Bridgeport-Stamford-Norwalk, Conn. (county basis)	45	47	33	4	40	60	31	42	51	31	39	49	34	35
Bristol (Official S.M.S.A.)	307	316	284	23	322	156	251	322	331	288	252	298	311	283
Brockton, Mass. (Official S.M.S.A.)	186	199	187	97	214	275	184	221	210	184	244	226	228	262
Brockton, Mass. (county basis)	96	100	98	119	131	331	101	128	136	124	169	153	137	110
Brownsville-Harlingen-San Benito, Tex.	187	205	280	333	212	206	205	251	212	106	211	229	247	223
Bryan-College Station, Tex.	312	318	320	234	333	305	327	333	325	320	331	326	329	325
Buffalo, N. Y.	27	28	27	103	32	306	26	32	32	27	32	34	30	32
Burlington, N. C.	260	257	240	158	279	288	250	280	315	170	260	280	274	217
Burlington, Vt. (county basis)	247	261	249	157	245	77	240	309	239	284	306	286	259	265
Canton, Ohio	88	85	89	149	96	247	79	127	85	93	81	85	91	84
Casper, Wyo.	330	327	316	94	318	16	331	317	332	332	333	327	332	317
Cedar Rapids, Ia.	183	180	167	79	163	38	183	173	120	232	121	189	162	167
Champaign-Urbana-Rantoul, Ill.	189	194	163	14	179	79	204	217	165	220	222	190	208	197
Charleston, S. C.	97	111	114	177	118	281	118	131	98	113	93	114	127	108
Charleston, W. Va.	136	125	136	213	119	138	115	110	102	127	151	128	135	149
Charlotte-Gastonia, N. C.	62	63	59	88	59	159	67	74	65	65	52	59	66	55
Charlottesville, Va.	291	291	279	164	293	193	263	285	265	283	295	319	316	289
Chattanooga, Tenn.-Ga.	89	84	98	239	82	89	80	80	88	104	85	75	76	85
Chicago, Ill.	2	3	2	18	2	106	3	2	2	2	3	2	2	2
Cincinnati, Ohio	25	26	25	130	27	223	23	27	20	29	23	28	25	25
Clarksburg, W. Va.	297	280	301	309	296	233	280	202	261	260	234	311	310	316
Clarksville-Hopkinsville, Tenn.-Ky.	224	244	243	222	234	100	249	263	236	214	217	204	220	250
Cleveland, Ohio	17	15	15	38	14	172	13	16	11	17	17	12	17	15
Colorado Springs, Colo.	119	126	128	153	129	195	170	128	154	146	158	149	142	115
Columbia, Mo.	283	285	282	190	298	221	317	302	303	249	276	322	260	308
Columbia, S. C.	101	115	105	83	105	107	124	139	100	115	114	101	106	96
Columbus, Ga.	149	151	159	231	154	182	159	166	145	126	100	121	153	141
Columbus, Ohio	35	34	35	134	33	201	37	40	28	45	35	33	33	33
Corpus Christi, Tex.	112	120	138	265	115	134	101	126	133	151	118	103	124	128
Cumberland, Md.	285	273	300	322	290	274	252	294	273	279	279	323	298	282
Dallas-Fort Worth, Tex.	10	9	10	71	9	66	11	8	14	12	10	8	9	8
Danbury (Official S.M.S.A.)	237	250	199	8	222	41	179	258	196	240	219	220	242	187
Danville, Ill.	269	252	230	117	263	225	245	264	246	307	272	259	266	260
Danville, Va.	255	253	272	295	287	317	260	282	235	292	321	284	288	253
Davenport, Ia.-Rock Island-Moline, Ill.	95	87	83	62	90	156	97	86	77	118	99	94	88	89
Dayton, Ohio	42	42	37	58	43	219	41	47	34	46	40	40	37	36
Daytona Beach, Fla.	162	141	176	325	157	286	143	107	193	172	160	143	148	146
Decatur, Ala.	289	292	295	272	308	277	285	308	306	280	289	291	312	268
Decatur, Ill.	228	213	195	68	194	74	226	223	175	224	221	185	237	214
Denver-Boulder, Colo.	22	24	22	66	21	84	27	20	29	30	26	25	28	21
Des Moines, Ia.	108	99	94	81	89	68	94	109	76	84	88	95	83	95
Detroit, Mich.	5	5	5	16	5	180	5	5	4	5	4	3	4	5
Dothan, Ala.	315	314	324	297	299	25	318	329	256	309	263	288	327	297
Dubuque, Ia.	267	286	260	75	251	20	294	238	173	313	261	297	265	278
Duluth, Minn.-Superior, Wis.	132	122	140	259	131	251	120	142	130	90	131	151	112	143
Eau Claire, Wis.	300	304	297	200	303	125	306	325	229	306	292	333	271	310
Elkhart, Ind.	214	207	188	42	170	6	213	183	248	175	186	173	185	207
Elmira, N. Y.	258	256	264	228	265	239	246	304	220	221	258	261	261	271
El Paso, Tex.	87	100	116	278	92	80	111	102	81	64	72	93	129	97
Enid, Okla.	324	312	322	287	330	287	330	268	316	270	293	321	309	315

Composite Table of Metro Area Rankings—Continued

METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Erie, Pa.	126	128	131	166	138	252	123	129	123	138	149	138	111	134
Eugene-Springfield, Ore.	145	140	146	194	141	189	148	118	155	193	167	116	156	111
Evansville, Ind.-Ky.	120	117	129	251	109	139	114	120	104	92	155	132	103	119
Fall River, Mass.-R. I. (Official S.M.S.A.)	175	176	182	215	219	331	188	194	217	186	165	272	219	205
Fargo, N. D.-Moorhead, Minn.	219	221	197	65	187	18	242	228	213	183	187	195	197	213
Fayetteville, N. C.	153	176	164	86	176	187	206	273	169	169	136	161	172	161
Fayetteville Springdale, Ark.	197	191	223	324	200	256	247	227	227	294	227	218	236	222
Fitchburg-Leominster, Mass. (S.M.S.A.)	264	269	241	82	305	319	273	288	277	269	312	329	314	332
Flint, Mich.	71	72	69	55	65	82	74	57	71	86	71	61	71	73
Florence, Ala.	232	229	250	302	257	309	224	274	244	225	235	249	293	201
Florence, S. C.	274	282	281	194	273	78	269	305	264	250	224	255	257	277
Fond du Lac, Wis.	280	293	271	110	272	53	279	272	295	259	282	247	283	318
Fort Collins, Colo.	244	238	246	270	249	263	287	225	323	285	286	248	268	233
Fort Lauderdale-Hollywood, Fla.	43	37	39	120	40	210	43	41	49	49	36	39	49	35
Fort Myers, Fla.	203	187	203	305	183	185	198	171	164	256	173	187	210	180
Fort Pierce, Fla.	325	319	331	328	309	29	304	327	326	321	302	256	301	298
Fort Smith, Ark.	180	173	210	327	199	327	197	240	199	200	198	170	204	189
Fort Wayne, Ind.	94	90	88	92	86	66	89	94	75	97	106	83	87	91
Fresno, Calif.	77	79	90	230	71	51	81	52	97	72	59	70	74	77
Gadsden, Ala.	268	259	287	317	269	230	267	252	292	268	239	234	286	225
Gainesville, Fla.	227	231	227	225	211	73	200	230	259	236	215	211	182	212
Galveston-Texas City, Tex.	169	171	171	178	181	284	152	161	270	163	191	172	192	185
Gary-Hammond-East Chicago, Ind.	56	61	58	119	55	124	54	58	57	56	62	63	54	64
Grand Forks, N. D.	310	322	303	77	323	101	332	311	268	264	290	278	325	321
Grand Rapids, Mich.	67	68	66	84	60	87	64	60	73	70	63	56	64	63
Great Falls, Mont.	278	278	274	196	252	27	297	207	272	248	285	237	258	275
Greeley, Colo.	254	254	267	256	274	262	301	296	319	318	329	294	305	244
Green Bay, Wis.	184	196	193	156	174	44	186	226	114	164	176	184	191	193
Greensboro-Winston-Salem-High Point	48	48	46	121	51	276	52	49	68	48	45	52	53	39
Greenville-Spartanburg, S. C.	72	69	80	221	77	289	69	72	74	81	61	74	68	67
Hagerstown, Md.	250	249	258	276	244	165	238	260	234	271	245	274	272	246
Hamilton-Middletown, Ohio	143	145	145	146	147	178	151	144	139	177	182	162	155	147
Harrisburg, Pa.	81	76	79	104	69	31	82	84	84	87	91	72	62	86
Hartford, Conn. (Official S.M.S.A.)	52	51	41	6	46	32	42	35	42	51	49	48	43	72
Hartford-New Britain-Bristol, Conn. (county basis)	43	43	37	24	38	85	35	33	39	38	37	41	37	36
Hattiesburg, Miss.	321	323	326	307	320	54	315	306	312	241	271	308	304	323
Honolulu, Hawaii	53	58	45	12	54	163	73	61	61	61	83	77	72	53
Hot Springs, Ark.	319	303	328	331	317	222	328	314	314	304	323	325	328	328
Houma, La.	292	309	315	255	313	103	308	330	304	330	309	310	326	330
Houston, Tex.	13	13	16	98	12	144	12	13	15	11	12	9	14	13
Huntington-Ashland, W. Va.-Ky.-Ohio	117	114	133	284	133	316	109	153	119	119	128	140	136	130
Huntsville, Ala.	118	123	124	148	124	167	112	135	111	149	112	111	160	92
Hutchinson, Kans.	317	308	307	181	312	104	312	310	245	286	268	258	276	302
Idaho Falls, Idaho	327	330	310	20	300	2	321	234	301	319	310	271	324	305
Indianapolis, Ind.	32	33	30	99	29	118	32	28	26	37	33	27	29	34
Iowa City, Ia.	299	297	278	107	302	188	310	281	302	311	317	330	250	311
Jackson, Mich.	200	201	191	88	201	150	207	284	200	215	247	200	207	196
Jackson, Miss.	129	133	134	151	134	175	132	133	151	88	143	131	115	116
Jackson, Tenn.	304	301	318	316	282	30	261	320	286	201	243	285	282	314
Jacksonville, Fla.	55	56	64	223	48	42	49	36	69	55	53	47	47	49
Jamestown, N. Y.	199	192	207	280	210	302	191	235	247	207	194	197	194	215
Janesville-Beloit, Wis.	215	216	201	122	193	55	209	215	184	194	213	216	205	210
Jersey City, N. J.	59	54	63	218	75	333	62	92	101	41	68	107	84	60
Johnson City, Tenn.	294	296	299	267	292	136	324	266	260	323	255	251	300	287
Johnstown, Pa.	134	131	143	244	156	321	144	206	128	199	171	155	133	135
Joplin, Mo.	288	262	304	329	255	132	295	159	266	322	266	243	226	286
Kalamazoo-Portage, Mich.	133	132	125	95	130	142	129	162	159	147	124	135	130	133
Kankakee, Ill.	265	273	233	44	228	10	256	269	224	316	77	260	270	261
Kansas City, Mo.-Kans.	28	27	26	111	25	81	25	15	23	20	27	20	19	28
Kenosha, Wis.	232	232	215	132	254	294	225	298	219	263	265	316	234	231
Killeen-Temple, Tex.	163	174	194	293	197	320	216	292	276	173	212	183	190	186
Kingsport-Bristol, Tenn.-Va.	141	136	154	299	151	283	156	154	148	166	138	122	140	144
Knoxville, Tenn.	78	78	91	245	80	189	77	69	67	107	70	79	70	78
Kokomo, Ind.	279	276	261	136	232	9	270	224	204	245	251	252	280	275
La Crosse, Wis.	290	294	290	205	268	39	290	295	209	278	229	283	297	292
Lafayette, La.	231	246	237	200	256	248	281	237	269	182	250	242	249	290
Lafayette-West Lafayette, Ind.	238	242	222	118	239	162	243	222	185	282	249	253	233	257
Lake Charles, La.	194	201	211	238	225	295	215	236	222	272	208	219	206	195
Lakeland-Winter Haven, Fla.	138	129	152	314	117	113	110	103	157	154	142	120	99	109
Lancaster, Pa.	107	105	103	137	97	63	99	155	113	139	113	104	116	107
Lansing-East Lansing, Mich.	76	81	77	41	83	149	91	97	72	100	104	67	82	83
Laredo, Tex.	286	310	332	330	311	92	289	231	201	74	214	331	319	322
Las Vegas, Nev.	109	106	95	52	95	57	113	78	127	83	109	98	78	90
Lawrence-Haverhill, Mass.-N. H. (S.M.S.A.)	135	137	122	60	153	301	136	151	172	144	163	169	144	160
Lawton, Okla.	249	270	263	161	278	197	311	324	243	293	207	222	306	267
Lebanon, Pa.	257	251	244	184	271	271	231	313	275	277	225	264	229	258
Lewiston, Idaho	333	333	333	61	326	1	322	248	318	331	322	305	331	331
Lewiston-Auburn, Me. (S.M.S.A.)	301	306	298	191	294	61	282	328	279	251	330	270	281	303
Lewiston-Auburn, Me. (county basis)	270	267	284	301	280	251	254	320	273	246	328	257	274	268
Lexington-Fayette, Ky.	122	118	115	129	116	179	108	99	112	94	126	127	107	125
Lima, Ohio	158	158	149	144	139	24	155	213	144	187	162	156	145	150
Lincoln, Neb.	168	166	161	145	171	203	203	187	110	135	216	177	166	166
Little Rock-North Little Rock, Ark.	98	94	107	254	91	130	122	89	103	79	79	69	100	103
Long Branch-Asbury Park, N. J.	73	75	65	11	76	160	72	104	83	75	102	84	80	75
Longview, Tex.	295	284	294	283	242	13	236	211	291	226	254	205	240	269
Lorain-Elyria, Ohio	130	139	127	74	125	71	130	174	118	162	166	157	147	123
Los Angeles-Long Beach, Calif.	3	2	3	87	3	228	2	1	3	3	2	1	1	1
Louisville, Ky.-Ind.	39	39	38	102	39	184	38	39	38	39	41	41	42	37
Lowell, Mass.-N. H. (Official S.M.S.A.)	152	169	150	67	188	318	167	164	163	246	267	215	198	235
Lubbock, Tex.	165	168	174	214	143	19	168	165	135	150	146	123	158	159
Lynchburg, Va.	206	204	213	241	223	279	190	190	231	237	168	209	211	204
McAllen-Pharr-Edinburg, Tex.	155	183	235	332	186	237	187	197	206	111	164	181	196	194
Macon, Ga.	146	147	153	217	148	158	140	152	146	130	117	133	125	142
Madison, Wis.	111	113	99	47	103	105	134	95	92	98	108	109	102	124
Manchester, N. H. (Official S.M.S.A.)	204	203	205	182	178	17	214	277	187	176	299	210	230	237
Manchester-Nashua, N. H. (county)	143	142	146	183	129	64	152	221	171	151	208	159	165	157

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METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Manhattan, Kans.	332	331	327	170	319	4	333	331	321	333	332	332	321	333
Mansfield, Ohio	223	218	209	159	213	147	195	245	178	254	228	208	209	191
Marion, Ind.	281	281	275	176	267	64	292	232	310	242	278	239	269	288
Medford, Ore.	245	233	248	285	231	151	254	203	308	305	311	241	263	192
Melbourne-Titusville-Cocoa, Fla.	144	146	135	63	149	166	119	115	125	180	150	125	128	109
Memphis, Tenn.-Ark.-Miss.	41	44	47	189	36	23	45	43	33	32	38	35	36	47
Meriden, Conn. (Official S.M.S.A.)	329	324	312	139	329	167	300	316	333	317	288	324	315	327
Meridian, Miss.	309	307	319	301	315	154	319	307	287	231	316	306	289	300
Miami, Fla.	24	21	24	141	19	50	20	17	24	16	14	21	26	20
Midland, Mich.	311	321	291	29	332	258	316	301	328	328	324	307	313	307
Midland, Tex.	316	317	289	32	316	94	302	192	322	244	281	254	294	285
Milwaukee, Wis.	21	25	21	40	20	49	22	31	18	21	24	26	27	26
Minneapolis-St. Paul, Minn.-Wis.	16	17	14	30	13	131	18	14	12	15	16	17	11	17
Missoula, Mont.	314	313	308	175	310	72	313	291	313	327	328	279	296	306
Mobile, Ala.	90	93	109	282	99	246	90	91	89	114	87	108	85	87
Modesto, Calif.	156	150	157	211	145	116	157	98	168	155	125	147	150	155
Monroe, La.	230	226	247	300	217	109	257	262	183	204	197	199	241	255
Montgomery, Ala.	142	144	156	258	137	115	146	156	134	112	110	130	121	137
Muncie, Ind.	212	209	206	171	215	208	227	201	237	233	201	240	224	221
Muskegon-Muskegon Heights, Mich.	174	178	181	210	191	298	169	178	226	223	183	176	177	173
Nashua (Official S.M.S.A.)	270	282	256	64	230	5	244	319	320	274	305	262	303	284
Nashville-Davidson, Tenn.	51	49	50	174	45	96	40	44	46	47	44	43	39	48
Nassau-Suffolk, N. Y.	9	12	8	3	10	62	9	23	8	9	9	13	8	9
Newark, N. J.	15	14	11	9	16	213	15	24	22	10	11	16	16	10
Newark, Ohio	243	240	242	249	250	254	228	265	255	281	303	230	223	229
New Bedford, Mass. (Official S.M.S.A.)	182	179	189	248	227	332	192	181	252	185	218	282	227	206
New Bedford-Fall River, Mass. (county)	74	73	83	249	103	333	83	93	123	91	95	125	98	77
New Britain, Conn. (Official S.M.S.A.	195	200	175	19	207	232	185	169	253	168	177	202	213	218
New Brunswick-Perth Amboy-Sayreville, N. J.	61	65	53	13	67	240	61	83	55	71	89	86	61	68
New Castle, Pa.	246	247	265	288	283	323	222	257	290	255	270	266	239	248
New Haven-West Haven, Conn. (Official S.M.S.A.)	83	82	76	24	78	59	68	62	80	57	75	97	81	99
New Haven-West Haven-Waterbury-Meriden, Conn. (county basis)	49	48	44	69	45	106	35	42	59	31	36	51	38	45
New London-Norwich, Conn.-R. I. (Official S.M.S.A.)	140	148	132	37	132	56	128	139	136	136	129	146	132	168
New London-Norwich, Conn. (county basis)	143	146	139	98	150	179	137	159	150	157	149	155	136	143
New Orleans, La.	33	35	36	180	35	241	34	33	35	23	31	46	48	38
Newport News-Hampton, Va.	102	110	102	101	113	253	103	122	95	125	103	112	137	105
New York, N. Y.-N. J.	1	1	1	56	1	326	1	3	1	1	1	4	3	3
Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	50	52	55	138	57	265	53	55	52	43	43	57	75	56
Northeast Pennsylvania	58	55	67	271	68	325	50	73	54	52	76	76	69	58
Norwalk, Conn. (Official S.M.S.A.)	220	230	151	2	177	3	163	212	214	124	193	167	187	239
Odessa, Tex.	273	272	262	147	236	15	233	191	241	243	259	179	222	254
Oklahoma City, Okla.	49	45	49	203	41	111	51	53	45	35	42	38	45	44
Omaha, Neb.	63	64	61	105	63	197	76	56	56	66	58	65	55	65
Orlando, Fla.	64	62	70	187	52	28	63	46	59	91	55	50	56	52
Owensboro, Ky.	287	289	288	216	295	205	278	250	282	267	233	315	330	272
Oxnard-Simi Valley-Ventura, Calif.	80	86	82	70	101	291	87	82	99	132	105	88	92	79
Paducah, Ky.	323	311	317	247	301	46	307	287	263	266	287	276	322	295
Panama City, Fla.	284	279	302	312	280	141	265	271	278	295	257	228	248	259
Parkersburg-Marietta, W. Va.-Ohio	196	195	200	243	204	261	180	249	180	195	170	213	195	203
Paterson-Clifton-Passaic, N. J.	74	74	73	59	70	98	78	105	78	58	73	87	86	70
Pensacola, Fla.	131	134	147	262	155	303	147	137	141	160	133	124	141	126
Peoria, Ill.	100	96	87	53	85	43	92	130	91	133	95	91	96	93
Petersburg-Colonial Heights-Hopewell	207	225	253	310	238	245	202	214	218	229	236	250	216	232
Philadelphia, Pa.	4	4	4	45	4	231	4	6	5	4	5	5	5	4
Phoenix, Ariz.	31	31	31	127	30	128	33	25	39	50	37	31	31	30
Pine Bluff, Ark.	282	288	309	323	289	186	296	303	274	298	264	267	295	313
Pittsburgh, Pa.	12	11	13	113	15	312	10	11	13	13	15	15	12	11
Pittsfield, Mass. (Official S.M.S.A.)	266	271	239	73	259	90	229	275	233	230	284	296	232	291
Pittsfield, Mass. (county basis)	194	192	190	160	202	256	176	215	221	196	228	228	176	180
Pocatello, Idaho	326	329	311	46	331	97	320	247	329	324	319	313	275	299
Portland, Maine (Official S.M.S.A.)	171	175	172	150	164	58	141	204	143	167	195	188	193	181
Portland, Maine (county basis)	161	157	159	190	147	85	133	195	137	169	195	165	164	159
Portland, Ore.	34	30	32	135	28	114	31	45	30	40	34	29	35	27
Portsmouth, Ohio	295	287	314	326	297	218	276	318	288	299	294	292	164	280
Poughkeepsie, N. Y.	148	153	139	43	172	300	135	176	203	156	185	192	180	154
Providence-Warwick-Pawtucket, R. I.-Mass. (Official S.M.S.A.)	38	41	48	257	37	108	35	38	37	31	47	49	40	51
Providence-Warwick-Pawtucket, R. I.-Mass. (county basis)	36	36	40	184	37	193	38	36	39	31	47	48	39	36
Provo-Orem, Utah	185	206	225	303	253	329	239	180	284	253	291	302	212	209
Pueblo, Colo.	226	224	229	250	203	45	232	172	281	252	241	244	238	219
Quincy, Ill.	308	302	292	167	306	169	314	323	271	301	318	304	333	304
Racine, Wis.	176	184	165	51	184	207	166	198	160	198	178	196	201	177
Raleigh-Durham, N. C.	75	77	75	91	84	227	85	85	90	82	78	89	89	71
Rapid City, S. D.	313	315	313	224	307	60	326	315	283	315	315	275	302	309
Reading, Pa.	114	107	106	154	122	308	126	177	108	137	139	117	122	120
Reno, Nev.	209	193	173	36	167	14	193	117	194	178	188	164	178	178
Richland-Kennewick, Wash.	263	264	251	155	262	155	223	175	300	291	275	293	253	242
Richmond, Ind.	293	290	276	160	264	37	291	259	230	297	283	273	254	296
Richmond, Va.	66	66	60	80	58	122	59	50	53	53	67	60	60	62
Riverside-San Bernardino-Ontario, Ca.	29	29	33	193	34	314	29	37	41	33	29	32	21	31
Roanoke, Va.	157	149	155	202	140	85	153	112	147	140	159	165	165	148
Rochester, Minn.	276	277	234	35	270	120	309	209	221	208	238	281	251	279
Rochester, N. Y.	36	36	34	27	38	216	36	42	36	38	48	37	41	43
Rockford, Ill.	128	124	108	39	112	99	137	134	131	153	127	129	138	122
Rocky Mount, N. C.	239	248	266	298	260	257	253	297	251	289	226	301	256	236
Rome, Ga.	303	300	296	229	314	226	277	233	305	262	242	318	308	270
Sacramento, Calif.	40	38	40	140	44	269	39	34	47	44	30	36	34	40
Saginaw, Mich.	150	156	142	57	144	83	160	163	138	142	152	158	152	151
St. Cloud, Minn.	201	227	218	152	226	152	248	219	228	258	298	257	181	220
St. Joseph, Mo.	259	241	270	321	235	133	255	210	188	165	256	246	252	272
St. Louis, Mo.-Ill.	11	10	12	124	11	172	14	10	9	14	13	10	10	14

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Salem, Ore.	160	155	166	252	160	194	158	121	176	257	172	153	176	140
Salina, Kans.	331	332	321	31	327	11	329	332	254	310	326	299	262	329
Salinas-Seaside-Monterey, Calif.	137	143	130	49	135	109	150	136	149	129	115	141	134	136
Salt Lake City-Ogden, Utah	47	50	54	173	50	140	58	30	64	62	46	51	51	46
San Angelo, Tex.	306	298	305	275	304	181	293	289	299	308	307	269	277	293
San Antonio, Tex.	37	40	44	235	42	236	48	48	43	34	51	42	38	41
San Diego, Calif.	20	22	23	126	26	285	28	26	25	22	21	24	24	23
Sandusky, Ohio	298	299	285	133	288	93	275	283	249	302	300	300	287	274
San Francisco-Oakland, Calif.	6	6	7	25	7	250	6	7	7	6	6	6	6	6
San Jose, Calif.	30	32	28	28	31	135	30	29	31	25	25	30	32	29
Santa Barbara-Santa Maria-Lompoc, Calif.	124	119	117	125	136	291	133	101	137	120	120	139	113	117
Santa Cruz, Calif.	201	185	198	294	218	330	182	146	285	247	206	212	215	179
Santa Fe, N. M.	322	326	325	209	325	34	325	279	330	265	320	317	318	319
Santa Rosa, Calif.	146	138	144	198	142	238	131	123	174	141	157	148	143	139
Sarasota, Fla.	191	162	177	269	169	212	174	143	179	161	123	160	188	153
Savannah, Ga.	154	154	170	273	161	200	149	138	161	116	122	166	118	152
Seattle-Everett, Wash.	23	23	20	48	22	137	19	19	21	24	28	23	22	24
Sheboygan, Wis.	261	258	232	131	266	242	274	278	190	329	262	309	290	264
Sherman-Denison, Tex.	304	295	293	237	291	161	259	220	327	275	277	245	278	281
Shreveport, La.	103	101	118	281	94	91	127	114	132	89	86	99	119	106
Sioux City, Ia.	235	222	220	179	202	52	237	186	152	213	223	225	184	224
Sioux Falls, S. D.	262	260	252	168	216	12	298	170	225	228	246	231	243	249
South Bend, Ind.	123	121	119	116	110	76	125	124	96	102	116	106	117	131
Spokane, Wash.	112	108	123	277	102	126	107	90	79	143	119	105	139	102
Springfield, Ill.	177	165	148	69	165	146	175	158	153	157	181	175	168	164
Springfield, Mo.	170	160	186	320	166	196	196	149	142	158	169	159	157	174
Springfield, Ohio	166	164	168	183	182	307	165	188	171	197	189	174	159	158
Springfield-Chicopee-Holyoke, Mass.-Conn. (Official S.M.S.A.)	69	71	72	76	74	264	70	68	66	80	94	81	77	82
Springfield-Chicopee-Holyoke, Mass. (county basis)	62	62	65	142	72	311	67	64	65	80	92	78	72	65
Stamford, Conn. (Official S.M.S.A.)	159	163	86	1	128	7	106	132	166	96	137	142	109	175
Steubenville-Weirton, Ohio-W. Va.	181	181	183	208	209	328	171	218	215	234	174	227	202	188
Stockton, Calif.	116	112	112	162	114	234	100	106	116	122	92	102	104	114
Syracuse, N. Y.	57	59	56	90	64	290	57	63	63	59	65	62	63	66
Tacoma, Wash.	84	83	85	128	88	145	86	77	86	105	97	92	93	81
Tallahassee, Fla.	213	215	221	240	233	273	262	195	257	203	192	193	214	228
Tampa-St. Petersburg, Fla.	26	19	29	304	24	204	24	22	27	28	22	19	23	22
Terre Haute, Ind.	178	170	180	266	146	22	181	168	156	152	190	154	169	184
Texarkana, Tex.-Ark.	242	228	257	318	229	163	234	242	211	235	232	207	221	245
Toledo, Ohio-Mich.	46	47	43	78	47	182	46	54	40	67	54	44	44	45
Topeka, Kan.	164	159	158	169	158	129	164	113	129	159	134	144	126	157
Trenton, N. J.	110	109	93	21	111	224	116	125	124	95	98	115	108	98
Tucson, Ariz.	79	80	84	172	87	211	93	75	94	109	101	82	95	80
Tulsa, Okla.	65	60	68	207	62	259	66	65	62	54	57	55	57	57
Tuscaloosa, Ala.	225	239	255	296	261	293	219	267	307	206	196	263	246	238
Tyler, Tex.	253	245	254	260	241	153	241	244	240	196	153	235	225	247
Utica-Rome, N. Y.	106	104	110	199	120	310	98	111	121	123	147	134	110	127
Valdosta, Ga.	319	325	330	319	324	48	305	326	311	300	325	314	267	320
Vallejo-Fairfield-Napa, Calif.	127	127	126	143	152	322	142	141	162	174	148	137	120	129
Victoria, Tex.	328	328	329	292	328	65	303	321	324	326	314	320	323	326
Vineland-Millville-Bridgeton, N. J.	216	214	216	220	221	229	199	290	223	219	203	236	244	198
Visalia, Calif.	161	161	179	291	168	220	161	147	197	190	161	152	161	163
Waco, Tex.	191	188	208	313	190	242	177	184	189	202	132	180	179	190
Washington, D. C.-Md.-Va.	7	7	6	5	6	32	7	4	6	7	7	7	7	7
Waterbury, Conn. (Official S.M.S.A.)	151	157	141	33	159	148	121	160	216	117	145	163	154	171
Waterloo-Cedar Falls, Ia.	210	212	196	100	195	86	212	208	170	205	184	182	183	200
Watertown, N. Y.	275	268	286	290	285	266	272	300	280	314	304	290	264	294
Wausau, Wis.	256	265	259	185	284	278	286	312	298	261	280	289	320	266
West Palm Beach-Boca Raton, Fla.	82	73	74	106	73	201	75	59	105	60	56	71	90	69
Wheeling, W. Va.-Ohio	173	167	178	263	175	272	154	185	158	171	144	191	173	182
Wichita, Kan.	96	92	81	26	81	26	83	79	70	63	74	58	65	76
Wichita Falls, Tex.	222	211	219	236	198	95	220	216	289	179	210	145	186	199
Williamsport, Pa.	241	236	238	264	243	249	210	229	242	227	231	223	235	241
Wilmington, Del.	70	70	62	22	61	70	60	71	58	69	50	64	58	74
Wilmington, N. C.	229	220	226	274	247	311	235	261	250	276	273	277	254	216
Worcester, Mass. (Official S.M.S.A.)	93	102	92	50	108	255	88	96	117	99	135	110	114	113
Worcester-Fitchburg-Leominster, Mass. (county basis)	56	57	58	131	71	328	60	66	91	69	79	73	75	58
Yakima, Wash.	193	190	212	311	189	192	176	179	195	239	240	201	203	172
York, Pa.	104	97	96	123	107	270	104	145	106	128	111	113	97	104
Youngstown-Warren, Ohio	68	67	71	115	72	268	65	76	60	85	80	66	67	61

Metro Demographic Characteristics—Composition of Population by Age/Sex Breaks

Population Demographics based upon SRDS 1/1/75 estimate
(000 Omitted)

	Women					Men					Children	Teens
	18-24	25-34	35-49	50-64	Total	18-24	25-34	35-49	50-64	Total	2-11	12-17
ALABAMA												
METRO AREAS												
Anniston	8	9	9	8	39	7	9	8	7	34	18	12
Birmingham	53	56	69	66	296	53	47	60	56	249	128	92
Decatur	5	6	7	6	29	5	5	7	5	26	16	10
Dothan	4	5	6	5	23	4	4	5	4	20	12	8
Florence	8	9	11	10	44	8	8	10	9	39	21	15
Gadsden	6	6	8	9	36	6	6	7	8	31	16	11
Huntsville	19	23	28	19	100	19	20	27	18	92	54	39
Mobile	27	27	33	30	138	27	24	29	26	121	72	51
Montgomery	17	17	21	19	87	16	15	18	16	74	44	31
Tuscaloosa	9	11	10	9	46	9	11	9	8	43	20	13
Total Metros	164	178	213	191	882	162	157	190	166	768	422	297
ALASKA												
METRO AREAS												
Anchorage	8	13	14	7	43	9	15	15	8	48	31	19
Total Metros	8	13	14	7	43	9	15	15	8	48	31	19
ARIZONA												
METRO AREAS												
Phoenix	75	86	98	88	412	75	81	92	77	372	204	142
Tucson	28	32	35	34	156	29	33	32	28	142	73	51
Total Metros	103	118	133	122	568	104	114	124	105	514	277	193
ARKANSAS												
METRO AREAS												
Fayetteville-Springdale	10	13	11	11	55	10	13	11	10	51	23	15
Fort Smith	11	11	14	14	63	11	10	13	12	55	29	21
Hot Springs	3	4	5	6	24	3	3	4	4	20	9	6
Little Rock-N. Little Rock	22	28	31	27	129	21	26	29	24	113	60	42
Pine Bluff	6	6	7	6	30	6	6	6	6	27	16	11
Texarkana	7	8	9	10	41	7	7	8	8	36	20	13
Total Metros	59	70	77	74	342	58	65	71	64	302	157	108
CALIFORNIA												
METRO AREAS												
Anaheim-Santa Ana-Garden Grove	107	126	158	113	574	108	118	155	110	534	283	211
Bakersfield	23	23	29	26	117	24	22	27	24	110	60	44
Fresno	30	33	37	33	156	30	31	33	31	142	77	54
Los Angeles-Long Beach	407	550	609	584	2,565	406	514	601	524	2,307	1,130	744
Modesto	14	15	17	17	76	14	14	16	15	69	37	26
Oxnard-Simi Valley-Ventura	28	30	40	27	143	29	28	40	27	136	80	60
Riverside-San Bernardino-Ontario	76	85	99	90	428	79	87	96	80	398	206	149
Sacramento	60	69	80	69	320	61	64	75	66	298	140	111
Salinas-Seaside-Monterey	15	18	20	17	81	22	32	19	16	98	43	28
San Diego	89	115	123	111	518	121	162	123	98	560	242	165
San Francisco-Oakland	181	265	277	269	1,181	184	255	276	245	1,089	467	330
San Jose	75	102	111	81	414	76	94	110	77	389	209	150
Santa Barbara-Santa Maria-Lompoc	19	24	24	20	102	19	25	23	18	96	43	32
Santa Cruz	9	11	11	12	57	9	10	10	10	48	21	15
Santa Rosa	15	17	19	19	87	15	15	18	17	77	38	27
Stockton	20	21	25	25	107	21	20	23	24	103	50	35
Vallejo-Fairfield Napa	17	20	22	20	93	17	25	22	19	94	46	32
Visalia	14	13	16	15	71	14	12	15	14	66	37	26
Total Metros	1,199	1,537	1,717	1,548	7,090	1,249	1,528	1,682	1,415	6,614	3,209	2,239
COLORADO												
METRO AREAS												
Colorado Springs	17	23	24	16	91	19	38	23	15	102	52	35
Denver-Boulder	92	120	130	102	510	95	106	126	94	465	245	179
Fort Collins	9	11	8	7	41	9	12	8	6	39	17	12
Greeley	8	9	8	7	38	7	8	8	6	34	17	13
Pueblo	9	8	10	10	44	9	8	9	9	40	21	16
Total Metros	135	171	180	142	724	139	172	174	130	680	352	255
CONNECTICUT												
METRO AREAS												
Bridgeport-Stamford-Norwalk (county basis)	49	53	74	75	300	50	46	68	68	264	125	96
Hartford-New Britain-Bristol (county basis)	51	63	72	72	308	51	56	68	67	274	135	97
New Haven-Waterbury-Meriden (county basis)	46	57	64	69	285	47	53	59	61	252	124	86
New London-Norwich (county basis)	14	18	19	18	82	15	22	20	16	81	43	28
Total Metros	160	191	229	234	975	163	177	215	212	871	427	307
DELAWARE												
METRO AREAS												
Wilmington	35	39	46	42	188	35	36	44	39	172	91	65
Total Metros	35	39	46	42	188	35	36	44	39	172	91	65
DISTRICT OF COLUMBIA												
METRO AREAS												
Washington, D. C.	188	278	284	232	1,107	184	250	279	208	999	530	363
Total Metros	188	278	284	232	1,107	184	250	279	208	999	530	363
FLORIDA												
METRO AREAS												
Daytona Beach	12	12	15	19	84	12	11	13	14	68	26	20
Fort Lauderdale-Hollywood	43	50	66	76	324	43	44	61	60	273	115	82
Fort Myers	8	8	10	13	56	8	7	10	11	48	21	14
Fort Pierce	4	3	4	5	21	4	3	4	4	19	10	7
Gainesville	9	15	9	7	44	9	16	8	6	43	20	13
Jacksonville	43	49	58	51	236	45	52	53	45	218	118	82
Lakeland-Winter Haven	17	17	21	20	92	16	15	20	18	82	44	30
Melbourne-Titusville	15	17	24	16	80	16	15	24	16	78	40	34
Miami	81	98	132	131	561	81	85	118	111	475	202	147
Orlando	37	39	51	45	207	39	36	46	41	186	97	70
Panama City	6	6	8	6	29	6	6	7	6	27	16	11
Pensacola	17	21	22	18	90	18	25	20	16	88	48	33
Sarasota	7	7	10	15	68	8	6	9	11	54	17	13
Tallahassee	10	16	10	8	49	9	15	9	7	44	22	14
Tampa-St. Petersburg	74	82	103	121	555	74	76	93	95	460	189	134
West Palm Beach-Boca Raton	24	27	33	37	165	23	25	31	30	141	65	44
Total Metros	407	467	576	588	2,661	411	437	526	491	2,304	1,050	748
GEORGIA												
METRO AREAS												
Albany	7	9	9	6	35	7	9	8	6	32	22	14
Athens	6	10	5	4	28	5	11	5	3	27	12	7
Atlanta	108	155	160	122	624	108	135	156	110	557	327	207
Augusta	18	21	23	18	93	22	27	21	17	95	49	32
Columbus	14	19	19	15	77	16	26	17	13	77	42	27
Macon	16	18	21	17	83	15	16	19	16	72	43	30
Rome	5	5	7	6	28	5	5	6	5	24	12	9
Savannah	14	16	17	17	76	14	17	15	14	67	39	26
Valdosta	4	5	5	4	20	4	5	4	3	19	12	7
Total Metros	192	258	266	209	1,064	196	251	251	187	970	558	359
HAWAII												
METRO AREAS												
Honolulu	42	58	62	43	225	45	72	61	45	242	115	81
Total Metros	42	58	62	43	225	45	72	61	45	242	115	81
IDAHO												
METRO AREAS												
Boise City	9	9	10	10	46	9	9	10	9	42	22	16
Idaho Falls	4	4	5	3	18	4	4	5	3	17	12	8
Lewiston	2	2	3	3	12	2	2	3	3	11	6	4
Pocatello	4	5	4	4	19	4	5	4	3	19	11	7
Total Metros	19	20	22	20	95	19	20	22	18	89	51	35
ILLINOIS												
METRO AREAS												
Bloomington-Normal	10	12	9	8	46	8	10	8	7	38	18	12
Champaign-Urbana-Rantoul	11	18	11	8	55	15	23	12	8	61	25	16
Chicago	429	526	616	587	2,562	439	468	590	527	2,298	1,218	846
Danville	6	6	8	8	35	6	5	7	8	31	15	11
Davenport-Rock Island-Moline	23	27	30	29	131	23	24	29	27	118	66	46
Decatur	8	9	10	10	45	8	7	10	9	39	21	15
Kankakee	6	7	8	8	35	6	6	7	7	31	17	12
Peoria	22	25	30	27	126	23	22	28	25	113	60	43
Quincy	4	5	5	6	26	5	4	5	5	23	11	8
Rockford	17	20	23	20	94	17	18	22	19	86	51	34
Springfield	11	13	15	16	67	11	10	13	13	55	29	21
Total Metros	547	668	765	727	3,222	561	597	731	655	2,893	1,531	1,064
INDIANA												
METRO AREAS												
Anderson	9	10	12	11	50	9	11	11	10	46	25	17
Bloomington	8	13	7	5	36	8	13	7	4	34	14	8
Elkhart	9	10	11	10	47	9	9	11	9	42	24	16
Evansville	19	20	24	24	108	19	17	22	21	93	47	35
Fort Wayne	24	28	30	27	131	25	25	29	25	118	70	47
Gary-Hammond-East Chicago	44	45	55	49	221	44	40	52	47	205	117	84
Indianapolis	72	86	99	86	406	74	76	93	78	361	206	143
Kokomo	5	7	8	6	30	5	6	8	6	27	17	11
Lafayette-West Lafayette	8	12	8	7	41	10	15	8	6	42	19	11
Marion	6	6	7	6	30	6	5	7	6	28	15	11
Muncie	10	12	11	9	49	10	11	10	8	44	24	14
Richmond	5	6	7	7	29	5	5	6	6	25	14	9
South Bend	19	19	23	23	102	20	19	21	21	93	46	32
Terre Haute	12	13	13	15	67	12	13	12	13	59	27	18
Total Metros	250	287	315	285	1,347	256	265	297	260	1,217	665	456
IOWA												
METRO AREAS												
Cedar Rapids	11	14	14	12	60	10	12	14	11	53	32	21
Davenport-Rock Island-Moline	23	27	30	29	131	23	24	29	27	118	66	46

(Continued next page)

CAUTION: AGE RANGES for Women and Men are not additive to total(s) shown, as total(s) include over 64 years of age.

Metro Demographic Characteristics — Continued

	Women 18-24	Women 25-34	Women 35-49	Women 50-64	Women Total	Men 18-24	Men 25-34	Men 35-49	Men 50-64	Men Total	Children 2-11	Teens 12-17
Des Moines	22	26	28	26	122	21	22	26	22	105	58	39
Dubuque	7	7	7	6	32	7	6	7	6	29	19	13
Iowa City	6	11	5	4	28	5	11	5	3	27	13	7
Sioux City	8	8	9	9	44	8	7	9	8	37	21	15
Waterloo-Cedar Falls	10	11	11	10	50	9	10	10	9	43	23	17
Total Metros	87	104	104	96	467	83	92	100	86	412	232	158
KANSAS												
METRO AREAS												
Hutchinson	4	4	5	5	24	5	4	5	5	21	10	8
Manhattan	3	4	2	1	12	4	11	2	1	19	6	3
Salina	3	3	4	3	17	3	3	3	3	14	8	6
Topeka	12	15	16	14	71	12	15	16	13	65	34	24
Wichita	24	27	31	28	129	24	26	29	25	117	61	44
Total Metros	46	53	58	51	253	48	59	55	47	236	119	85
KENTUCKY												
METRO AREAS												
Bowling Green	5	6	5	4	23	5	6	4	4	22	9	7
Clarksville-Hopkinsville	7	8	10	7	39	13	16	9	7	48	20	14
Huntington-Ashland	19	21	26	24	110	19	18	24	21	96	49	33
Lexington-Fayette	18	27	24	20	103	18	24	23	18	92	49	31
Louisville	58	67	77	69	323	58	60	72	62	283	156	111
Owensboro	5	6	7	6	30	6	5	7	5	26	15	11
Paducah	4	4	5	5	23	4	4	5	5	20	9	7
Total Metros	116	139	154	135	651	123	133	144	122	587	307	214
LOUISIANA												
METRO AREAS												
Alexandria	9	9	11	10	47	9	9	10	9	41	25	17
Baton Rouge	29	34	33	26	138	29	31	30	24	125	77	51
Houma	5	6	6	4	25	6	5	6	4	23	18	12
Lafayette	9	10	10	7	41	9	9	10	7	37	24	16
Lake Charles	11	10	13	10	50	10	9	12	10	45	28	20
Monroe	9	9	10	9	43	9	8	9	7	37	24	15
New Orleans	71	84	91	82	389	71	71	82	72	334	198	133
Shreveport	23	24	30	26	124	23	20	26	22	104	63	43
Total Metros	166	186	204	174	857	166	162	185	155	746	457	307
MAINE												
METRO AREAS												
Bangor (county basis)	9	10	10	9	47	9	10	10	8	43	22	16
Lewiston-Auburn (county basis)	6	6	7	8	35	6	6	7	7	29	17	11
Portland (county basis)	13	14	17	17	76	13	14	15	15	66	35	24
Total Metros	28	30	34	34	158	28	30	32	30	138	74	51
MARYLAND												
METRO AREAS												
Baltimore	133	158	186	175	769	134	152	177	159	700	350	254
Cumberland	5	6	7	8	33	5	5	6	7	28	13	9
Hagerstown	6	7	9	9	38	7	8	9	8	36	17	12
Total Metros	144	171	202	192	840	146	165	192	174	764	380	275
MASSACHUSETTS												
METRO AREAS												
Boston-Lawrence-Haverhill-Lowell (county basis)	212	270	281	285	1,294	211	241	266	244	1,108	554	386
Brockton (county basis)	22	25	30	27	126	22	22	30	25	114	68	48
New Bedford-Fall River (county basis)	28	32	38	44	177	28	29	35	37	151	76	52
Pittsfield (county basis)	9	9	12	14	56	10	9	11	12	49	24	18
Springfield-Chicopee-Holyoke (county basis)	42	46	46	50	224	40	43	44	45	196	93	66
Worcester-Fitchburg-Leominster (county basis)	40	43	51	57	237	42	44	48	51	216	106	74
Total Metros	353	425	458	477	2,114	353	338	434	414	1,834	921	644
MICHIGAN												
METRO AREAS												
Ann Arbor	19	31	19	14	92	19	32	19	13	89	39	25
Battle Creek	12	13	15	14	65	12	11	15	13	59	31	22
Bay City	8	8	9	9	41	8	7	9	8	37	22	16
Detroit	295	324	385	367	1,596	296	288	359	336	1,446	774	558
Flint	36	40	46	36	180	36	35	45	34	166	99	72
Grand Rapids	40	42	45	40	197	39	36	43	36	174	98	72
Jackson	10	10	12	11	50	9	11	13	10	49	25	18
Kalamazoo-Portage	19	23	21	19	96	19	21	20	17	87	44	32
Lansing-East Lansing	33	41	34	28	155	34	42	33	26	148	77	52
Midland	5	5	6	4	22	5	5	6	4	21	13	10
Muskegon-Muskegon Heights	13	12	14	14	62	13	10	13	13	56	31	25
Saginaw	16	16	18	16	77	15	14	18	15	70	43	31
Total Metros	506	565	624	572	2,633	505	512	593	525	2,402	1,296	933
MINNESOTA												
METRO AREAS												
Duluth-Superior	19	17	20	23	97	19	16	19	21	89	41	33
Fargo-Moorhead	10	11	10	8	46	10	11	9	8	44	21	15
Minneapolis-St. Paul	131	172	165	138	717	128	150	164	125	637	370	262
Rochester	6	8	8	6	32	5	6	8	5	26	18	12
St. Cloud	11	10	9	8	47	12	11	10	8	46	27	20
Total Metros	177	218	212	183	939	174	194	210	167	842	477	342
MISSISSIPPI												
METRO AREAS												
Biloxi-Gulfport	11	12	13	11	54	14	16	13	10	59	32	21
Hattiesburg	4	5	5	4	22	4	5	4	4	19	11	7
Jackson	19	21	24	19	97	18	18	21	16	82	50	34
Meridian	4	5	6	5	25	4	5	5	4	21	13	8
Total Metros	38	43	48	39	198	40	44	43	34	181	106	70
MISSOURI												
METRO AREAS												
Columbia	8	11	6	4	33	6	11	6	4	30	13	8
Joplin	5	6	7	7	32	5	5	6	6	27	13	9
Kansas City	81	101	115	102	476	80	85	109	91	415	223	161
St. Joseph	6	6	8	9	38	6	5	7	8	32	16	12
St. Louis, Mo.	157	174	210	195	892	155	148	193	171	767	414	303
Springfield	12	15	15	14	69	12	14	14	12	60	29	19
Total Metros	269	313	361	331	1,540	264	268	335	292	1,331	708	512
MONTANA												
METRO AREAS												
Billings	7	7	8	7	33	7	6	7	7	30	15	12
Great Falls	6	7	7	6	29	6	7	7	6	28	16	12
Missoula	5	6	5	4	23	5	7	5	4	22	11	8
Total Metros	18	20	20	17	85	18	20	19	17	80	42	32
NEBRASKA												
METRO AREAS												
Lincoln	13	18	14	12	69	13	18	14	11	63	29	19
Omaha	38	44	49	39	202	37	40	48	36	181	108	76
Total Metros	51	62	63	51	271	50	58	62	47	244	137	95
NEVADA												
METRO AREAS												
Las Vegas	18	25	30	23	106	18	25	32	23	107	60	39
Reno	8	11	13	12	50	8	10	12	11	47	22	15
Total Metros	26	36	43	35	156	26	35	44	34	154	82	54
NEW HAMPSHIRE												
METRO AREAS												
Manchester-Nashua (county basis)	14	17	19	18	85	14	16	19	17	75	45	29
Total Metros	14	17	19	18	85	14	16	19	17	75	45	29
NEW JERSEY												
METRO AREAS												
Atlantic City	10	11	15	18	74	11	9	13	14	60	30	21
Jersey City	34	45	53	61	238	34	41	49	50	204	94	60
Long Branch-Asbury Park	29	32	44	38	172	30	31	42	34	157	84	62
Newark	124	148	192	191	786	122	125	176	169	680	337	240
New Brunswick-Perth Amboy-Sayreville	37	45	57	49	213	40	41	55	48	202	102	75
Paterson-Clifton-Passaic	27	35	40	42	175	26	29	37	37	151	78	50
Trenton	19	23	28	29	120	20	23	27	26	109	51	34
Vineland-Millville-Bridgeton	8	9	11	11	48	8	8	10	10	40	24	15
Total Metros	288	348	440	439	1,826	291	307	409	388	1,603	800	557
NEW MEXICO												
METRO AREAS												
Albuquerque	27	30	34	27	133	26	28	31	24	120	65	52
Santa Fe	4	4	5	4	20	4	4	5	4	18	11	8
Total Metros	31	34	39	31	153	30	32	36	28	138	76	60
NEW YORK												
METRO AREAS												
Albany-Schenectady-Troy	50	58	65	70	302	51	52	60	61	263	131	90
Binghamton	19	21	26	25	110	20	18	25	22	98	53	38
Buffalo	88	94	114	120	503	86	81	105	107	437	219	162
Elmira	7	7	8	8	37	7	6	8	7	32	17	13
Jamestown	10	10	12	13	55	10	8	11	11	47	24	17
Nassau-Suffolk	178	164	261	225	961	182	139	234	216	863	426	353
New York	535	782	903	921	3,889	528	664	812	750	3,250	1,508	965
Poughkeepsie	14	17	21	17	84	13	16	23	16	78	40	28
Rochester	61	76	80	77	353	61	67	78	69	313	171	115
Syracuse	43	49	52	50	231	44	44	49	45	207	113	79
Utica-Rome	21	22	27	30	123	22	22	25	27	111	57	40
Watertown	6	6	7	7	33	6	5	6	6	29	17	12
Total Metros	1,032	1,306	1,576	1,563	6,681	1,030	1,122	1,436	1,337	5,728	2,776	1,912
NORTH CAROLINA												
METRO AREAS												
Asheville	10	12	15	14	63	10	10	13	13	54	25	17
Burlington	6	7	9	9	37	7	7	8	8	33	16	11
Charlotte-Gastonia	38	47	55	44	212	38	41	50	39	185	107	69
Fayetteville	13	18	17	9	61	19	36	16	8	83	42	25
Greensboro-Winston Salem-High Point	50	62	71	60	284	48	52	66	53	246	128	88
Raleigh-Durham	30	45	39	32	169	33	46	37	28	158	75	49
Rocky Mount	9	8	9	9	41	9	7	8	8	36	20	15
Wilmington	8	9	10	10	44	8	8	9	9	39	22	14
Total Metros	164	208	225	187	911	172	207	207	166	834	435	288
NORTH DAKOTA												
METRO AREAS												
Fargo-Moorhead	10	11	10	8	46	10	11	9	8	44	21	15
Grand Forks	5	6	5	3	22	5	9	5	3	24	13	8
Total Metros	15	17	15	11	68	15	20	14	11	68	34	23

CAUTION: AGE RANGES for Women and Men are not additive to total(s) shown, as total(s) include over 64 years of age.

Metro Demographic Characteristics—Continued

	Women 18-24	Women 25-34	Women 35-49	Women 50-64	Women Total	Men 18-24	Men 25-34	Men 35-49	Men 50-64	Men Total	Children 2-11	Teens 12-17
OHIO												
METRO AREAS												
Akron	47	53	57	55	248	47	48	54	49	223	115	82
Canton	26	28	34	33	144	26	24	31	30	128	67	47
Cincinnati	90	100	119	109	503	90	89	110	93	437	247	172
Cleveland	127	146	175	180	748	127	125	161	160	654	334	237
Columbus	69	92	92	76	383	70	84	89	67	345	187	126
Dayton	56	67	77	66	308	56	61	73	61	279	149	104
Hamilton-Middletown	17	19	21	17	85	17	17	19	16	77	40	28
Lima	14	13	16	16	73	14	12	16	15	66	38	27
Lorain-Elyria	18	19	22	19	90	18	17	22	19	83	50	35
Mansfield	8	9	11	10	44	9	9	11	9	42	22	16
Newark	8	8	10	8	40	7	7	9	8	36	19	14
Parkersburg-Marietta	9	11	13	12	53	9	9	12	10	47	26	18
Portsmouth	5	5	7	7	29	5	4	6	6	25	13	9
Sandusky	5	5	6	6	27	5	4	6	6	24	14	10
Springfield	13	14	16	15	69	12	12	15	13	61	34	24
Steubenville-Weirton	11	10	15	16	63	11	9	14	14	56	27	21
Toledo	52	56	62	61	277	52	50	59	54	248	136	94
Youngstown-Warren	36	37	47	49	199	36	33	43	44	178	87	65
Total Metros	611	692	800	755	3,383	611	614	750	674	3,009	1,605	1,129
OKLAHOMA												
METRO AREAS												
Enid	4	4	5	5	22	4	4	4	4	19	9	7
Lawton	6	9	8	5	30	8	19	7	5	41	20	12
Oklahoma City	49	61	66	57	276	49	57	62	51	247	128	88
Tulsa	35	42	51	45	209	35	36	48	40	183	94	67
Total Metros	94	116	130	112	537	96	116	121	100	490	251	174
OREGON												
METRO AREAS												
Eugene-Springfield	16	20	19	17	84	17	20	19	16	80	37	28
Medford	7	7	9	9	40	7	7	9	9	37	16	13
Portland	70	84	88	90	402	68	73	84	81	355	170	123
Salem	15	15	16	16	77	15	14	15	15	69	32	25
Total Metros	108	126	132	132	603	107	114	127	121	541	255	189
PENNSYLVANIA												
METRO AREAS												
Allentown-Bethlehem-Easton	37	41	53	59	233	38	38	50	52	207	91	67
Altoona	9	9	11	13	53	9	7	10	11	44	22	15
Erie	19	19	22	23	99	18	16	20	21	87	48	33
Harrisburg	27	31	38	38	162	28	27	35	34	142	66	48
Johnstown	19	15	21	26	100	19	14	19	23	88	40	30
Lancaster	22	24	28	26	122	22	22	27	23	108	56	39
Lebanon	6	7	9	9	37	6	7	9	8	34	16	12
New Castle	8	7	9	11	41	8	6	8	9	36	16	12
Northeast Pennsylvania	38	39	53	67	254	38	36	47	56	212	88	64
Philadelphia	299	349	424	429	1,811	311	324	391	379	1,608	789	570
Pittsburgh	153	158	207	236	916	152	135	185	205	791	348	270
Reading	18	21	27	29	119	18	18	26	26	103	45	33
Williamsport	7	8	9	10	42	7	7	9	8	36	19	13
York	21	24	30	29	125	22	22	28	26	113	57	40
Total Metros	683	752	941	1,005	4,114	696	679	864	881	3,609	1,701	1,246
RHODE ISLAND												
METRO AREAS												
Providence-Warwick-Pawtucket (county basis)	59	69	77	85	360	62	80	74	74	334	154	106
Total Metros	59	69	77	85	360	62	80	74	74	334	154	106
SOUTH CAROLINA												
METRO AREAS												
Anderson	7	8	10	9	42	7	8	9	8	36	19	13
Charleston	23	27	28	22	114	25	35	27	20	115	69	46
Columbia	23	29	28	24	118	31	38	27	21	126	59	39
Florence	7	7	8	7	32	7	6	7	6	28	17	12
Greenville-Spartanburg	34	40	46	41	190	35	38	43	36	170	89	59
Total Metros	94	111	120	103	496	105	125	113	91	475	253	169
SOUTH DAKOTA												
METRO AREAS												
Rapid City	5	5	5	4	22	5	5	5	4	21	13	8
Sioux Falls	8	7	8	7	36	7	6	7	7	31	17	13
Total Metros	13	12	13	11	58	12	11	12	11	52	30	21
TENNESSEE												
METRO AREAS												
Chattanooga	25	30	36	31	146	25	25	32	27	125	67	45
Clarksville-Hopkinsville	7	8	10	7	39	13	16	9	7	48	20	14
Jackson	5	5	6	6	28	5	5	5	5	23	12	8
Johnson City	5	6	7	6	29	5	7	6	6	28	13	8
Kingsport-Bristol	15	19	23	21	92	16	17	21	18	81	42	27
Knoxville	29	34	38	37	165	29	32	34	32	145	68	47
Memphis	60	67	74	63	310	63	62	64	54	273	160	109
Nashville-Davidson	48	59	66	57	274	48	53	62	50	242	123	86
Total Metros	194	228	260	228	1,083	204	217	233	199	965	505	344
TEXAS												
METRO AREAS												
Abilene	9	10	11	10	48	9	10	10	9	43	21	15
Amarillo	11	12	14	12	56	10	11	13	10	50	26	19
Austin	27	40	29	24	136	27	43	28	21	130	64	39
Beaumont-Port Arthur-Orange	24	24	32	28	127	25	22	29	26	115	59	45
Brownsville-Harlingen-San Benito	12	10	13	10	53	12	8	10	8	44	36	22
Bryan-College Station	4	6	4	4	20	6	10	4	3	26	12	6
Corpus Christi	22	22	26	21	102	22	20	23	19	94	61	40
Dallas-Fort Worth	156	215	223	178	896	153	193	217	162	805	458	298
El Paso	28	29	34	24	128	27	31	30	21	119	81	54
Galveston-Texas City	12	13	16	15	65	12	11	15	14	59	31	23
Houston	141	181	201	152	764	140	162	198	144	709	415	276
Killeen-Temple	11	15	12	9	56	14	40	13	9	81	35	18
Laredo	6	6	6	5	26	6	5	5	4	22	20	11
Longview	5	5	7	7	29	5	5	6	5	25	13	9
Lubbock	14	18	15	12	68	14	19	14	11	63	36	23
McAllen-Pharr-Edinburg	16	14	16	12	67	16	11	13	11	57	49	29
Midland	5	4	7	5	23	5	3	6	5	21	11	9
Odessa	7	6	9	7	32	6	6	9	7	29	17	12
San Angelo	5	5	6	6	27	5	6	5	5	24	12	8
San Antonio	64	70	78	67	327	72	73	70	59	304	183	120
Sherman-Denison	5	5	6	6	28	5	5	6	5	24	12	8
Texarkana	7	8	9	10	41	7	7	8	8	36	20	13
Tyler	7	7	9	8	38	7	6	8	7	33	18	12
Victoria	4	4	5	4	20	4	3	5	4	17	11	8
Waco	11	11	12	13	58	10	10	11	12	52	23	17
Wichita Falls	8	9	11	9	45	10	10	10	8	44	20	15
Total Metros	621	749	811	658	3,280	629	730	766	597	3,026	1,744	1,149
UTAH												
METRO AREAS												
Provo-Orem	13	17	9	8	53	12	16	9	7	49	36	18
Salt Lake City-Ogden	54	58	59	48	251	55	53	57	45	233	160	101
Total Metros	67	75	68	56	304	67	69	66	52	282	196	119
VERMONT												
METRO AREAS												
Burlington (county basis)	8	10	8	6	37	8	9	8	6	34	20	13
Total Metros	8	10	8	6	37	8	9	8	6	34	20	13
VIRGINIA												
METRO AREAS												
Charlottesville	4	8	7	6	28	6	9	6	5	30	13	8
Danville	7	7	9	9	39	7	6	8	8	33	16	12
Kingsport-Bristol	15	19	23	21	92	16	17	21	18	81	42	27
Lynchburg	10	11	12	11	53	9	9	12	10	45	23	16
Newport News-Hampton	21	29	30	23	115	24	34	29	22	118	61	43
Norfolk-Virginia Beach-Portsmouth	45	57	62	50	245	51	85	62	46	264	130	90
Petersburg-Colonial Heights-Hopewell	8	10	11	10	46	11	16	11	9	51	23	16
Richmond	36	47	51	46	213	36	40	47	41	184	81	65
Roanoke	13	16	19	18	81	13	14	18	16	70	34	23
Total Metros	159	204	224	194	912	173	230	214	175	876	423	300
WASHINGTON												
METRO AREAS												
Bellingham	7	7	6	7	33	6	8	6	6	30	14	10
Bremerton	6	7	8	9	37	7	10	8	8	38	17	12
Richland-Kennewick	7	6	8	8	34	8	5	8	8	32	17	13
Seattle-Everett	89	121	122	113	522	89	109	124	107	481	233	170
Spokane	21	23	24	25	113	21	22	22	23	120	50	36
Tacoma	25	30	32	29	137	33	46	32	27	152	67	47
Yakima	11	10	11	12	53	10	8	11	11	48	26	19
Total Metros	166	204	211	203	929	174	208	211	190	883	424	307
WEST VIRGINIA												
METRO AREAS												
Charleston	18	18	24	24	100	17	16	21	21	86	40	30
Clarksburg	5	5	7	8	30	5	5	6	6	26	12	8
Huntington-Ashland	19	21	26	24	110	19	18	24	21	96	49	33
Parkersburg-Marietta	9	11	13	12	53	9	9	12	10	47	26	18
Steubenville-Weirton	11	10	15	16	63	11	9	14	14	56	27	21
Wheeling	12	11	15	17	69	11	10	13	15	60	27	19
Total Metros	74	76	100	101	425	72	67	90	87	371	181	129
WISCONSIN												
METRO AREAS												
Appleton-Oshkosh	21	21	22	20	100	21	20	22	18	91	51	39
Duluth-Superior	19	17	20	23	97	19	16	19	21	89	41	33
Eau Claire	6	6	5	6	28	6	6	5	5	24	12	8
Fond du Lac	6	6	7	6	31	7	5	6	6	28	15	11
Green Bay	12	12	13	11	56	12	11	13	10	51	32	23
Janesville-Beloit	9	9	11	9	45	9	8	11	8	42	24	18
Kenosha	8	9	10	9	42	8	8	10	9	39	21	16
La Crosse	7	6	6	6	31	6	6	6	5	26	13	9
Madison	22	34	24	19	114	22	32	24	18	105	52	35
Milwaukee	92	104	122	114	518	92	92	116	103	462	244	178
Racine	12	12	15	13	61	12	11	14	12	55	32	24
Sheboygan	6	6	8	8	36	7	6	7	7	33	17	12
Wausau	7	6	8	8	35	7	6	8	7	33	18	14
Total Metros	227	248	271	252	1,194	228	227	261	229	1,078	572	420
WYOMING												
METRO AREAS												
Casper	4	4	5	4	18	4	3	5	4	17	9	7
Total Metros	4	4	5	4	18	4	3	5	4	17	9	7

CAUTION: AGE RANGES for Women and Men are not additive to total(s) shown, as total(s) include over 64 years of age.

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

Metro Area Population, Rank

January 1, 1975

Rank		
1	New York, N. Y.-N. J.(1)	9,876,100
2	Chicago(2)	7,137,400
3	Los Angeles-Long Beach	6,966,400
4	Philadelphia, Pa.-N. J.	4,901,900
5	Detroit	4,508,500
6	San Francisco-Oakland	3,151,200
7	Washington, D. C.-Md.-Va.	3,084,900
8	Boston (Official S.M.S.A.)	2,952,600
	Boston-Lawrence-Haverhill-Lowell (county basis)	3,423,000
9	Nassau-Suffolk, N. Y.(1)	2,656,900
10	Dallas-Fort Worth	2,539,700
11	St. Louis, Mo.-Ill.	2,446,400
12	Pittsburgh	2,379,500
13	Houston	2,241,500
14	Baltimore	2,128,500
15	Newark, N. J.(1)	2,093,900
16	Minneapolis-St. Paul, Minn.-Wis.	2,041,600
17	Cleveland	2,026,300
18	Atlanta	1,774,500
19	Anaheim-Santa Ana-Garden Grove, Calif.	1,649,300
20	San Diego	1,529,500
21	Milwaukee	1,441,600
22	Denver-Boulder	1,440,200
23	Seattle-Everett	1,439,200
24	Miami	1,420,200
25	Cincinnati, Ohio-Ky.-Ind.	1,401,100
26	Tampa-St. Petersburg	1,371,300
27	Buffalo	1,355,800
28	Kansas City, Mo.-Kans.	1,313,200
29	Riverside-San Bernardino-Ontario	1,219,900
30	San Jose	1,197,300
31	Phoenix	1,168,800
32	Indianapolis	1,151,600
33	New Orleans	1,091,500
34	Portland, Ore.-Wash.	1,079,300
35	Columbus, Ohio	1,074,600
36	Rochester, N. Y.	977,400
37	San Antonio	973,700
38	Providence-Warrick-Pawtucket (Official S.M.S.A.)	952,000
	Providence-Warwick-Pawtucket (county basis)	981,100
39	Louisville, Ky.-Ind.	902,100
40	Sacramento	893,300
41	Memphis, Tenn.-Ark.-Miss.	880,400
42	Dayton	864,700
43	Fort Lauderdale-Hollywood	813,500
44	Albany-Schenectady-Troy	806,700
45	Birmingham, Ala.	789,700
46	Toledo, Ohio-Mich.	781,200
47	Salt Lake City-Ogden	777,300
48	Greensboro-Winston-Salem-High Point, N. C.	767,400
49	Oklahoma City	764,400
50	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	753,300
51	Nashville-Davidson	747,700
52	Hartford (Official S.M.S.A.)	735,900
	Hartford-New Britain-Bristol (county basis)	834,200
53	Honolulu	687,800
54	Akron	685,600
55	Jacksonville, Fla.	676,800
56	Gary-Hammond-East Chicago, Ind.(2)	647,500
57	Syracuse	647,000
58	Northeast Pennsylvania	632,100
59	Jersey City, N. J.(1)	612,400
60	Allentown-Bethlehem-Easton, Pa.-N.J.	611,900
61	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	606,300
62	Charlotte-Gastonia, N. C.	592,500
63	Omaha, Neb.-Iowa	586,300
64	Orlando	578,800
65	Tulsa	571,100
66	Richmond, Va.	558,600
67	Grand Rapids	557,400
68	Youngstown-Warren	545,100
69	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	545,000
	Springfield-Chicopee-Holyoke (county basis)	595,200
70	Wilmington, Del.-N. J.-Md.	530,400
71	Flint	528,800
72	Greenville-Spartanburg, S. C.	524,700
73	Long Branch-Asbury Park, N. J.	487,500
74	Paterson-Clifton-Passaic, N. J.(1)	466,900
75	Raleigh-Durham	464,100
76	Lansing-East Lansing	446,300
77	Fresno	443,900
78	Knoxville	437,200
79	Tucson	436,200
80	Oxnard-Simi Valley-Ventura, Calif.	431,100
81	Harrisburg	430,200
82	West Palm Beach-Boca Raton	426,600
83	New Haven-West Haven (Official S.M.S.A.)	422,900
	New Haven-West Haven-Waterbury-Meriden (county basis)	765,200
84	Tacoma	414,800
85	Bridgeport (Official S.M.S.A.)	406,600
	Bridgeport-Stamford-Norwalk (county basis)	802,600
86	Baton Rouge	405,400
87	El Paso	400,100
88	Canton	397,800
89	Chattanooga, Tenn.-Ga.	395,400
90	Mobile	394,500
91	Albuquerque	383,200
92	Austin	382,400
93	Worcester (Official S.M.S.A.)	379,300
	Worcester-Fitchburg-Leominster (county basis)	649,300
94	Fort Wayne	378,300
95	Davenport-Rock Island-Moline, Ia.-Ill.	370,800
96	Wichita	361,300
97	Charleston, S. C.	358,200
98	Little Rock-North Little Rock	357,000
99	Beaumont-Port Arthur-Orange	356,100
100	Peoria	353,200
101	Columbia, S. C.	352,700
102	Newport News-Hampton	348,400
103	Shreveport	345,600
104	York, Pa.	344,900
105	Bakersfield	343,100
106	Utica-Rome	340,800
107	Lancaster	335,600
108	Des Moines	333,600
109	Las Vegas	322,800
110	Trenton	322,600
111	Madison	314,600
112	Corpus Christi	311,100
112	Spokane	311,100
114	Reading	308,100
115	Binghamton, N. Y.-Pa.	306,900
116	Stockton	304,600
117	Huntington-Ashland, W. Va.-Ky.-Ohio	297,200
118	Huntsville	293,100
119	Colorado Springs	291,000
120	Evansville, Ind.-Ky.	290,900
121	Appleton-Oshkosh	289,600
122	Lexington-Fayette	284,400
123	South Bend	281,800
124	Santa Barbara-Santa Maria-Lompoc	280,800
125	Augusta, Ga.-S. C.	276,300
126	Erie	275,000
127	Vallejo-Fairfield-Napa, Calif.	274,100
128	Rockford	273,100
129	Jackson, Miss.	272,900
130	Lorain-Elyria	267,200
131	Pensacola	267,100
132	Duluth-Superior, Minn.-Wis.	267,000
133	Kalamazoo-Portgage	265,900
134	Johnstown, Pa.	265,800
135	Lawrence-Haverhill (Official S.M.S.A.)	263,000
136	Charleston, W. Va.	262,600
137	Salinas-Seaside-Monterey, Calif.	257,900
138	Lakeland-Winter Haven, Fla.	257,500
139	Ann Arbor	252,600
140	New London-Norwich (Official S.M.S.A.)	251,800
	New London-Norwich (county basis)	241,200
141	Kingsport-Bristol, Tenn.-Va.	249,900
142	Montgomery	245,100
143	Hamilton-Middletown, Ohio	238,700
144	Melbourne-Titusville-Cocoa, Fla.	237,800
145	Eugene-Springfield	236,200
146	Santa Rosa	236,100
146	Macon	236,100
148	Poughkeepsie	235,900
149	Columbus, Ga.-Ala.	229,500
150	Saginaw	228,500
151	Waterbury (Official S.M.S.A.)	223,400
152	Lowell (Official S.M.S.A.)	222,700
153	Fayetteville, N. C.	220,500
154	Savannah	216,600
155	McAllen-Pharr-Edinburg, Tex.	214,600
156	Modesto	214,200
157	Roanoke	213,400
158	Lima	211,000
159	Stamford (Official S.M.S.A.)	209,400
160	Salem, Ore.	207,600
161	Visalia, Calif.	206,400
162	Daytona Beach	202,700
163	Killeen-Temple, Tex.	199,500
164	Topeka	197,900
165	Lubbock	197,500
166	Springfield, Ohio	193,100
167	Atlantic City	190,600
168	Lincoln	185,000
169	Galveston-Texas City	183,300
170	Springfield, Mo.	183,200
171	Portland, Maine (Official S.M.S.A.)	182,700
	Portland, Maine (county basis)	206,600
172	Battle Creek	182,300
173	Wheeling, W. Va.-Ohio	181,000
174	Muskegon-Muskegon Heights	179,900
175	Fall River (Official S.M.S.A.)	178,400
176	Racine	177,500
177	Springfield, Ill.	176,500
178	Terre Haute	175,700
179	Biloxi-Gulfport	173,600
180	Fort Smith, Ark.-Okla.	172,400
181	Steubenville-Weirton, Ohio-W. Va.	170,900
182	New Bedford (Official S.M.S.A.)	170,700
	New Bedford-Fall River (county basis)	469,000
183	Cedar Rapids	170,200
184	Green Bay	167,700
185	Provo-Orem, Utah	165,500
186	Brockton (Official S.M.S.A.)	165,000
	Brockton (county basis)	367,000
187	Brownsville-Harlingen-San Benito, Tex.	164,400
188	Asheville	163,700
189	Champaign-Urbana-Rantoul	161,800
190	Amarillo	155,700
191	Sarasota	154,100
191	Waco	154,100
193	Yakima	151,100
194	Lake Charles, La.	149,300
195	New Britain (Official S.M.S.A.)	148,600
196	Parkersburg-Marietta, W. Va.-Ohio	148,400
197	Fayetteville-Springdale, Ark.	148,100
198	Anchorage	147,700
199	Jamestown, N. Y.	146,600
200	Jackson, Mich.	146,100
201	St. Cloud, Minn.	144,700
201	Santa Cruz	144,700
203	Fort Myers, Fla.	143,500
204	Manchester (Official S.M.S.A.)	143,400
	Manchester-Nashua (county basis)	241,600
205	Anderson, Ind.	142,900
206	Lynchburg	141,900
207	Petersburg-Colonial Heights-Hopewell	141,000
208	Altoona	138,900
209	Reno	138,200
210	Waterloo-Cedar Falls	137,300
211	Alexandria, La.	135,400
212	Muncie	135,100
213	Tallahassee	133,700
214	Elkhart	133,500
215	Janesville-Beloit	133,200
216	Vineland-Millville-Bridgeton, N. J.	132,500
217	Bangor, Maine (county basis)	131,500
218	Abilene, Texas	130,500
219	Fargo-Moorhead, N. D.-Minn.	129,900
220	Boise City, Idaho	129,100
220	Norwalk (Official S.M.S.A.)	129,100
222	Wichita Falls, Tex.	128,800
223	Mansfield	127,400
224	Clarksville-Hopkinsville, Tenn.-Ky.	125,600
225	Tuscaloosa, Ala.	125,300
226	Pueblo	124,700
227	Gainesville, Fla.	124,400
228	Decatur, Ill.	124,300
229	Wilmington, N. C.	124,200
230	Monroe, La.	124,000
231	Lafayette, La.	122,800
232	Kenosha	121,500
232	Florence, Ala.	121,500
234	Bay City, Mich.	120,300
235	Sioux City, Iowa-Neb.	120,200
236	Bloomington-Normal, Ill.	118,300
237	Danbury (Official S.M.S.A.)	117,400
238	Lafayette-West Lafayette, Ind.	116,400
239	Rocky Mount, N. C.	116,000
240	Anderson, S. C.	114,700
241	Williamsport, Pa.	113,700
242	Texarkana, Tex.-Ark.	113,600
243	Newark, Ohio	112,700
244	Fort Collins, Colo.	112,500
245	Medford, Ore.	109,200
246	Newcastle	108,500
247	Burlington, Vt. (county basis)	108,200
248	Albany, Ga.	107,800
249	Lawton	106,800
250	Hagerstown, Md.	106,400
251	Anniston, Ala.	105,800
252	Bremerton, Wash.	105,700
253	Tyler, Tex.	105,200
254	Greeley, Colo.	105,000
255	Danville, Va.	103,100
256	Wausau, Wis.	102,600
257	Lebanon, Pa.	102,400
258	Elmira, N. Y.	101,600
259	St. Joseph, Mo.	100,900
260	Burlington, N. C.	100,600
261	Sheboygan	100,400
262	Sioux Falls, S. D.	100,000
263	Richland-Kennewick, Wash.	99,000
264	Fitchburg-Leominster (Official S.M.S.A.)	98,700
265	Kankakee, Ill.	97,600
266	Pittsfield (Official S.M.S.A.)	97,500
	Pittsfield (county basis)	149,900
267	Dubuque	96,900
268	Gadsden	95,900
269	Danville, Ill.	95,400
270	Nashua (Official S.M.S.A.)	94,200
270	Bloomington, Ind.	94,200
272	Billings	93,500
273	Odessa	93,200
274	Florence, S. C.	92,900
275	Watertown, N. Y.	92,800
276	Rochester, Minn.	90,600
277	Bellingham, Wash.	89,400
278	Great Falls, Mont.	88,300
279	Kokomo	88,100
280	Fond du Lac, Wis.	87,600
281	Marion, Ind.	86,500
282	Pine Bluff, Ark.	86,400
283	Columbia, Mo.	86,200
284	Panama City, Fla.	85,800
285	Cumberland, Md.	84,900
286	Laredo	84,100
287	Owensboro	83,900
288	Joplin, Mo.	83,800
289	Decatur, Ala.	83,700
290	La Crosse	83,000
291	Charlottesville, Va.	81,200
292	Houma, La.	81,000
293	Richmond, Ind.	80,400
294	Johnson City, Tenn.	80,200
295	Portsmouth, Ohio	79,100
295	Longview, Texas	79,100
297	Clarksburg, W. Va.	78,900
298	Sandusky, Ohio	77,500
299	Iowa City, Iowa	77,100
300	Eau Claire	75,200
301	Lewiston-Auburn (Official S.M.S.A.)	75,100
	Lewiston-Auburn (county basis)	94,500
302	Athens, Ga.	75,000
303	Rome, Ga.	74,800
304	Jackson, Tenn.	74,500
304	Sherman-Denison	74,500
306	San Angelo, Texas	74,100
307	Bristol (Official S.M.S.A.)	71,200
308	Quincy, Ill.	70,700
309	Meridian, Miss.	69,500
310	Grand Forks, N. D.	68,400
311	Midland, Mich.	67,700
312	Bryan-College Station, Tex.	66,900
313	Rapid City, S. D.	66,800
314	Missoula, Mont.	65,800
315	Dothan, Ala.	65,500
316	Midland, Texas	65,400
317	Hutchinson, Kans.	64,200
318	Bowling Green, Ky.	62,800
319	Hot Springs, Ark.	61,000
319	Valdosta, Ga.	61,000
321	Hattiesburg, Miss.	60,900
322	Santa Fe	60,300
323	Paducah, Ky.	59,400
324	Enid, Okla.	59,300
325	Fort Pierce, Fla.	59,100
326	Pocatello, Ida.	58,000
327	Idaho Falls	57,400
328	Victoria, Tex.	57,100
329	Meriden (Official S.M.S.A.)	56,800
330	Casper, Wyo.	53,700
331	Salina, Kans.	46,300
332	Manhattan, Kans.	41,300
333	Lewiston, Ida.	34,000
	Total Metro Areas	160,870,300
	(1) New York-Northeastern N. J. Consolidated Area	16,312,500
	(2) Chicago, Ill.-Northwestern, Ind. Consolidated Area	7,784,900

U. S. TOTAL POPULATION—212,269,800

Metro Area Households, Rank

January 1, 1975

Rank		
1	New York, N. Y.-N. J.(1)	3,665,240
2	Los Angeles-Long Beach	2,569,760
3	Chicago(2)	2,401,560
4	Philadelphia, Pa.-N. J.	1,619,160
5	Detroit	1,458,830
6	San Francisco-Oakland	1,168,250
7	Washington, D. C.-Md.-Va.	1,029,550
8	Boston (Official S.M.S.A.)	921,820
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,137,660
9	Dallas-Fort Worth	867,610
10	St. Louis, Mo.-Ill.	824,810
11	Pittsburgh	810,590
12	Nassau-Suffolk, N. Y.(1)	773,810
13	Houston	743,810
14	Newark, N. J.(1)	700,500
15	Cleveland	689,110
16	Baltimore	687,030
17	Minneapolis-St. Paul, Minn.-Wis.	676,340
18	Atlanta	582,290
19	Tampa-St. Petersburg	541,020
20	Anaheim-Santa Ana-Garden Grove, Calif.	540,210
21	Miami	512,400
22	San Diego	508,830
23	Seattle-Everett	508,110
24	Denver-Boulder	488,600
25	Milwaukee	477,080
26	Cincinnati, Ohio-Ky.-Ind.	471,530
27	Kansas City, Mo.-Kans.	461,740
28	Buffalo	451,120
29	Riverside-San Bernardino-Ontario	413,140
30	Portland, Ore.-Wash.	391,200
31	Phoenix	389,860
32	San Jose	387,300
33	Indianapolis	387,150
34	Columbus, Ohio	358,310
35	New Orleans	356,630
36	Rochester, N. Y.	314,810
37	Fort Lauderdale-Hollywood	309,500
38	Sacramento	304,410
39	Louisville, Ky.-Ind.	303,810
40	San Antonio	298,100
41	Providence-Warwick-Pawtucket (Official S.M.S.A.)	297,220
	Providence-Warwick-Pawtucket (county basis)	325,200
42	Dayton	289,260
43	Albany-Schenectady-Troy	277,040
44	Memphis, Tenn.-Ark.-Miss.	276,670
45	Oklahoma City	269,840
46	Birmingham, Ala.	265,420
47	Toledo, Ohio-Mich.	259,150
48	Greensboro-Winston-Salem-High Point, N. C.	255,760
49	Nashville-Davidson	248,670
50	Salt Lake City-Ogden	239,660
51	Hartford (Official S.M.S.A.)	229,470
	Hartford-New Britain-Bristol (county basis)	280,460
52	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	228,140
53	Akron	224,820
54	Jersey City, N. J.(1)	221,660
55	Northeast Pennsylvania	221,320
56	Jacksonville, Fla.	220,230
57	Allentown-Bethlehem-Easton, Pa.-N.J.	212,800
58	Honolulu	211,890
59	Syracuse	209,550
60	Tulsa	205,030
61	Gary-Hammond-East Chicago, Ind.(2)	203,090
62	Orlando	195,720
63	Charlotte-Gastonia, N. C.	194,520
64	Omaha, Nebraska-Iowa	192,320
65	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	187,980
66	Richmond, Va.	187,720
67	Youngstown-Warren	178,630
68	Grand Rapids	177,710
69	Greenville-Spartanburg, S. C.	172,280
70	Wilmington, Del.-N.J.-Md.	169,500
71	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	169,360
	Springfield-Chicopee-Holyoke (county basis)	196,290
72	Flint	166,430
73	West Palm Beach-Boca Raton	161,250
74	Paterson-Clifton-Passaic, N. J.(1)	158,550
75	Long Branch-Asbury Park, N. J.	152,490
76	Harrisburg	149,150
77	Raleigh-Durham	148,930
78	Knoxville	146,990
79	Fresno	145,300
80	Tucson	143,700
81	Lansing-East Lansing	139,650
82	New Haven-West Haven (Official S.M.S.A.)	134,380
	New Haven-West Haven-Waterbury-Meriden (county basis)	255,990
83	Tacoma	133,750
84	Chattanooga, Tenn.-Ga.	132,810
85	Canton	132,490
86	Oxnard-Simi Valley-Ventura, Calif.	130,060
87	Davenport-Rock Island-Moline, Ia.-Ill.	126,330
88	Bridgeport (Official S.M.S.A.)	125,690
	Bridgeport-Stamford-Norwalk (county basis)	265,360
89	Austin	124,900
90	Fort Wayne	124,490
91	Baton Rouge	123,480
92	Wichita	123,090
93	Mobile	122,970
94	Little Rock-North Little Rock	121,600
95	Albuquerque	120,780
96	Peoria	120,270
97	York, Pa.	118,410
98	Beaumont-Port Arthur-Orange	118,370
99	Des Moines	116,070
100	El Paso	115,350
101	Shreveport	115,340
102	Worcester (Official S.M.S.A.)	115,320
	Worcester-Fitchburg-Leominster (county basis)	213,430
103	Bakersfield	113,030
104	Utica-Rome	111,080
105	Lancaster	110,630
106	Las Vegas	109,500
107	Reading	109,290
108	Spokane	107,880
109	Trenton	106,830
110	Newport News-Hampton	106,270
111	Charleston, S. C.	104,670
112	Stockton	103,430
113	Madison	103,270
114	Huntington-Ashland, W. Va.-Ky.-Ohio	101,910
115	Columbia, S. C.	101,620
116	Binghamton, N. Y.-Pa.	101,530
117	Evansville, Ind.-Ky.	100,900
118	Lexington-Fayette	96,690
119	Santa Barbara-Santa Maria-Lompoc	95,100
120	Corpus Christi	94,160
121	South Bend	93,880
122	Duluth-Superior, Minn.-Wis.	92,420
123	Huntsville	91,560
124	Rockford	91,360
125	Charleston, W. Va.	90,790
126	Colorado Springs	89,910
127	Vallejo-Fairfield-Napa, Calif.	89,460
128	Erie	89,100
129	Lakeland-Winter Haven, Fla.	88,300
130	Appleton-Oshkosh	88,170
131	Johnstown, Pa.	87,990
132	Kalamazoo-Portage	85,200
133	Jackson, Miss.	84,300
134	Pensacola	83,650
135	Augusta, Ga.-S. C.	83,560
136	Kingsport-Bristol, Tenn.-Va.	83,440
137	Lawrence-Haverhill (Official S.M.S.A.)	83,140
138	Santa Rosa	83,400
139	Lorain-Elyria	82,270
140	Eugene-Springfield	81,290
141	Daytona Beach	79,980
142	Ann Arbor	79,680
143	Salinas-Seaside-Monterey, Calif.	78,360
144	Montgomery	78,190
145	Hamilton-Middletown, Ohio	76,600
146	Melbourne-Titusville-Cocoa, Fla.	75,570
147	Macon	75,020
148	New London-Norwich (Official S.M.S.A.)	74,040
	New London-Norwich (county basis)	76,130
149	Roanoke	73,520
150	Modesto	72,950
151	Columbus, Ga.-Ala.	72,370
152	Atlantic City	71,200
153	Poughkeepsie	71,170
154	Savannah	70,980
155	Salem, Ore.	70,820
156	Saginaw	70,700
157	Waterbury (Official S.M.S.A.)	68,910
158	Lima	68,900
159	Topeka	67,650
160	Springfield, Mo.	66,610
161	Visalia, Calif.	66,050
162	Sarasota	65,730
163	Stamford (Official S.M.S.A.)	65,420
164	Springfield, Ohio	64,420
165	Springfield, Ill.	64,050
166	Lincoln	63,670
167	Wheeling, W. Va.-Ohio	63,500
168	Lubbock	63,340
169	Lowell (Official S.M.S.A.)	63,250
170	Terre Haute	62,480
171	Galveston-Texas City	61,830
172	Battle Creek	60,900
173	Fort Smith, Ark.-Okla.	60,580
174	Killeen-Temple, Tex.	58,940
175	Portland, Maine (Official S.M.S.A.)	58,710
	Portland, Maine (county basis)	69,670
176	Fall River (Official S.M.S.A.)	58,170
176	Fayetteville, N. C.	58,170
178	Muskegon-Muskegon Heights	57,970
179	New Bedford (Official S.M.S.A.)	57,380
	New Bedford-Fall River (county basis)	161,630
180	Cedar Rapids	57,050
181	Steubenville-Weirton, Ohio-W. Va.	56,970
182	Asheville	56,790
183	McAllen-Pharr-Edinburg, Tex.	55,860
184	Racine	55,660
185	Santa Cruz	55,390
186	Amarillo	54,710
187	Fort Myers, Fla.	54,630
188	Waco	54,110
189	Biloxi-Gulfport	52,430
190	Yakima	52,020
191	Fayetteville-Springdale, Ark.	51,780
192	Jamestown, N. Y.	50,940
193	Reno	50,860
194	Champaign-Urbana-Rantoul	50,540
195	Parkersburg-Marietta, W. Va.-Ohio	50,260
196	Green Bay	49,670
197	Anderson, Ind.	49,080
198	Altoona	48,050
199	Brockton (Official S.M.S.A.)	47,720
	Brockton (county basis)	115,520
200	New Britain (Official S.M.S.A.)	46,860
201	Jackson, Mich.	46,420
201	Lake Charles, La.	46,420
203	Manchester (Official S.M.S.A.)	45,320
	Manchester-Nashua (county basis)	79,780
204	Lynchburg	45,270
205	Brownsville-Harlingen-San Benito	44,940
206	Provo-Orem, Utah	44,670
207	Elkhart	44,650
208	Abilene, Texas	44,590
209	Muncie	44,360
210	Anchorage	44,350
211	Wichita Falls, Tex.	44,070
212	Waterloo-Cedar Falls	44,060
213	Decatur, Ill.	43,700
214	Vineland-Millville-Bridgeton, N. J.	43,580
215	Tallahassee	43,500
216	Janesville-Beloit	43,020
217	Boise City, Idaho	42,390
218	Mansfield	42,260
219	Alexandria, La.	42,160
220	Wilmington, N. C.	41,730
221	Fargo-Moorhead, N. D.-Minn.	41,600
222	Sioux City, Iowa-Neb.	40,960
223	Bangor, Maine (county basis)	40,850
224	Pueblo	40,130
225	Petersburg-Colonial Heights-Hopewell	40,040
226	Monroe, La.	39,380
227	St. Cloud, Minn.	39,720
228	Texarkana, Tex.-Ark.	39,710
229	Florence, Ala.	39,690
230	Norwalk (Official S.M.S.A.)	39,530
231	Gainesville, Fla.	39,490
232	Kenosha	39,310
233	Medford, Ore.	39,020
234	Bloomington-Normal, Ill.	38,910
235	Anderson, S. C.	38,900
236	Williamsport, Pa.	38,740
237	Bay City, Mich.	38,170
238	Fort Collins, Colo.	37,950
239	Tuscaloosa, Ala.	37,820
240	Newark, Ohio	37,530
241	St. Joseph, Mo.	37,350
242	Lafayette-West Lafayette, Ind.	37,030
243	Bremerton, Wash.	36,670
244	Clarksville-Hopkinsville, Tenn.-Ky.	36,240
245	Tyler, Tex.	36,210
246	Lafayette, La.	36,100
247	New Castle	35,990
248	Rocky Mount, N. C.	35,950
249	Hagerstown, Md.	35,740
250	Danbury (Official S.M.S.A.)	35,240
251	Labanon, Pa.	34,420
252	Danville, Ill.	33,910
253	Danville, Va.	33,830
254	Greeley, Ohio	33,720
255	Anniston, Ala	33,640
256	Elmira, N. Y.	33,540
257	Burlington, N. C.	33,530
258	Sheboygan	33,520
259	Gadsden	32,970
259	Gadsden	32,970
260	Sioux Falls, S. D.	32,570
261	Burlington, Vt. (county basis)	32,540
262	Joplin, Mo.	32,510
263	Albany, Ga.	32,470
264	Richland-Kennewick, Wash.	32,340
265	Wausau, Wis.	32,130
266	Billings	31,840
267	Bellingham, Wash.	31,320
268	Watertown, N. Y.	30,860
269	Fitchburg-Leominster (Official S.M.S.A.)	30,700
270	Lawton	30,690
271	Pittsfield (Official S.M.S.A.)	30,460
	Pittsfield (county basis)	50,990
272	Odessa	30,280
273	Cumberland, Md.	30,210
273	Kankakee, Ill.	30,210
275	Bloomington, Ind.	29,930
276	Kokomo	29,840
277	Rochester, Minn.	29,650
278	Great Falls, Mont.	29,370
279	Panama City, Fla.	28,460
280	Clarksburg, W. Va.	28,190
281	Marion, Ind.	28,180
282	Nashua (Official S.M.S.A.)	28,090
282	Florence, S. C.	28,090
284	Longview, Tex.	28,020
285	Columbia, Mo.	27,930
286	Dubuque	27,920
287	Portsmouth, Ohio	27,820
288	Pine Bluff, Ark.	27,810
289	Owensboro	27,700
290	Richmond, Ind.	27,620
291	Charlottesville, Va.	27,540
292	Decatur, Ala.	27,320
293	Fond du Lac, Wis.	27,200
294	La Crosse	26,930
295	Sherman-Denison	26,770
296	Johnson City, Tenn.	26,110
297	Iowa City, Iowa	25,840
298	San Angelo, Texas	25,480
299	Sandusky, Ohio	25,420
300	Rome, Ga.	25,040
301	Jackson, Tenn.	24,960
302	Quincy, Ill.	24,830
303	Hot Springs, Ark.	24,280
304	Eau Claire	24,190
305	Athens, Ga.	24,060
306	Lewiston-Auburn (Official S.M.S.A.)	23,900
	Lewiston-Auburn (county basis)	31,780
307	Meridian, Miss.	23,780
308	Hutchinson, Kans.	22,590
309	Houma, La.	22,470
310	Laredo	22,310
311	Paducah, Ky.	22,110
312	Enid, Okla.	21,950
313	Missoula, Mont.	21,900
314	Dothan, Ala.	21,830
315	Rapid City, S. D.	21,820
316	Bristol (Official S.M.S.A.)	21,750
317	Midland, Texas	21,390
318	Bryan-College Station, Tex.	21,030
319	Fort Pierce, Fla.	20,940
320	Bowling Green, Ky.	20,880
321	Midland, Mich.	20,600
322	Grand Forks, N. D.	20,440
323	Hattiesburg, Miss.	19,900
324	Meriden (Official S.M.S.A.)	19,500
325	Valdosta, Ga.	18,980
326	Santa Fe	18,340
327	Casper, Wyo.	18,330
328	Victoria, Tex.	17,850
329	Pocatello, Ida.	17,840
330	Idaho Falls	16,820
331	Manhattan, Kans.	16,210
332	Salina, Kans.	15,790
333	Lewiston, Ida.	11,480
	Total Metro Areas	53,935,170
	(1) New York-Northeastern N. J. Consolidated Area	5,707,740
	(2) Chicago, Ill.-Northwestern Ind. Consolidated Area	2,604,650

U. S. TOTAL HOUSEHOLDS—71,164,570

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

Metro Area Consumer Spendable Income, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	New York, N. Y.-N. J.(1)	55,857,002
2	Chicago(2)	40,105,912
3	Los Angeles-Long Beach	37,779,799
4	Philadelphia, Pa.-N. J.	24,971,820
5	Detroit	24,541,838
6	Washington, D. C.-Md.-Va.	19,382,181
7	San Francisco-Oakland	18,944,832
8	Nassau-Suffolk, N. Y.(1)	15,772,351
9	Boston (Official S.M.S.A.)	15,527,207
	Boston-Lawrence-Haverhill-Lowell (county basis)	17,604,587
10	Dallas-Fort Worth	12,992,929
11	Newark, N. J.(1)	12,128,974
12	St. Louis, Mo.-Ill.	11,571,334
13	Pittsburgh	11,484,621
14	Minneapolis-St. Paul, Minn.-Wis.	10,859,895
15	Cleveland	10,801,164
16	Houston	10,780,739
17	Baltimore	10,025,293
18	Atlanta	8,714,673
19	Anaheim-Santa Ana-Garden Grove, Calif.	8,584,949
20	Seattle-Everett	7,808,495
21	Milwaukee	7,455,890
22	Denver-Boulder	7,365,264
23	San Diego	7,124,592
24	Miami	7,080,723
25	Cincinnati, Ohio-Ky.-Ind.	6,583,078
26	Kansas City, Mo.-Kans.	6,566,691
27	Buffalo	6,512,356
28	San Jose	6,229,360
29	Tampa-St. Petersburg	5,971,663
30	Indianapolis	5,608,294
31	Phoenix	5,454,508
32	Portland, Ore.-Wash.	5,429,813
33	Riverside-San Bernardino-Ontario	5,288,380
34	Rochester, N. Y.	5,073,284
35	Columbus, Ohio	4,981,965
36	New Orleans	4,682,130
37	Dayton	4,397,443
38	Louisville, Ky.-Ind.	4,386,476
39	Fort Lauderdale-Hollywood	4,359,172
40	Sacramento	4,214,436
41	Hartford (Official S.M.S.A.)	4,028,947
	Hartford-New Britain-Bristol (county basis)	4,551,835
42	Albany-Schenectady-Troy	3,960,538
43	Toledo, Ohio-Mich.	3,846,134
44	San Antonio	3,647,362
45	Honolulu	3,622,005
46	Greensboro-Winston-Salem-High Point, N. C.	3,602,172
47	Memphis, Tenn.-Ark.-Miss.	3,557,863
48	Providence-Warwick-Pawtucket (Official S.M.S.A.)	3,544,445
	Providence-Warwick-Pawtucket (county basis)	4,239,471
49	Oklahoma City	3,419,660
50	Nashville-Davidson	3,294,200
51	Akron	3,290,519
52	Birmingham, Ala.	3,261,444
53	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	3,209,688
54	Salt Lake City-Ogden	3,177,812
55	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	3,162,773
56	Syracuse	3,075,895
57	Allentown-Bethlehem-Easton, Pa.-N. J.	3,019,097
58	Gary-Hammond-East Chicago(2)	2,864,442
59	Charlotte-Gastonia	2,857,154
60	Richmond, Va.	2,773,432
61	Omaha, Neb.-Iowa	2,768,444
62	Wilmington, Del.-N. J.-Md.	2,766,932
63	Jersey City, N. J.(1)	2,762,465
64	Jacksonville, Fla.	2,734,646
65	Long Branch-Ashbury Park, N. J.	2,625,901
66	Grand Rapids	2,615,654
67	Northeast Pennsylvania	2,596,055
68	Tulsa	2,589,370
69	Flint	2,550,302
70	Orlando	2,534,720
71	Youngston-Warren	2,525,952
72	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	2,518,473
	Springfield-Chicopee-Holyoke (county basis)	2,709,705
73	Paterson-Clifton-Passaic, N. J.(1)	2,409,091
74	West Palm Beach-Boca Raton	2,310,882
75	Raleigh-Durham	2,183,549
76	New Haven-West Haven (Official S.M.S.A.)	2,181,091
	New Haven-West Haven-Waterbury-Meriden (county basis)	3,838,006
77	Lansing-East Lansing	2,171,129
78	Bridgeport (Official S.M.S.A.)	2,167,143
	Bridgeport-Stamford-Norwalk (county basis)	5,349,870
79	Harrisburg	2,149,090
80	Greenville-Spartanburg, S. C.	2,141,923
81	Wichita	1,991,092
82	Oxnard-Simi Valley-Ventura, Calif.	1,948,000
83	Davenport-Rock Island-Moline, Ia.-Ill.	1,912,018
84	Tucson	1,905,788
85	Tacoma	1,868,043
86	Stamford (Official S.M.S.A.)	1,803,339
87	Peoria	1,843,658
88	Fort Wayne	1,822,065
89	Canton	1,808,718
90	Fresno	1,789,219
91	Knoxville	1,781,140
92	Worcester (Official S.M.S.A.)	1,771,288
	Worcester-Fitchburg-Leominster (county basis)	2,979,163
93	Trenton	1,746,994
94	Des Moines	1,711,251
95	Las Vegas	1,679,486
96	York, Pa.	1,663,324
97	Baton Rouge	1,649,376
98	Chattanooga, Tenn.-Ga.	1,614,766
99	Madison	1,591,143
100	Austin	1,577,534
101	Albuquerque	1,562,771
102	Newport News-Hampton	1,535,150
103	Lancaster	1,534,613
104	Beaumont-Port Arthur-Orange	1,506,917
105	Columbia, S. C.	1,497,118
106	Reading	1,485,150
107	Little Rock-North Little Rock	1,454,221
108	Rockford	1,429,479
109	Mobile	1,413,930
110	Utica-Rome	1,412,618
111	Ann Arbor	1,390,509
112	Stockton	1,389,544
113	Bakersfield	1,389,523
114	Charleston, S. C.	1,377,247
115	Lexington-Fayette	1,350,118
116	El Paso	1,339,559
117	Santa Barbara-Santa Maria-Lompoc	1,332,163
118	Shreveport	1,327,979
119	South Bend	1,327,120
120	Binghamton, N. Y.-Pa.	1,304,452
121	Appleton-Oshkosh	1,297,063
122	Lawrence-Haverhill (Official S.M.S.A.)	1,264,609
123	Spokane	1,253,558
124	Huntsville	1,250,730
125	Kalamazoo-Portage	1,244,049
126	Vallejo-Fairfield-Napa, Calif.	1,233,201
127	Lorain-Elyria	1,225,992
128	Colorado Springs	1,223,235
129	Evansville, Ind.-Ky.	1,208,972
130	Salinas-Seaside-Monterey, Calif.	1,203,991
131	Erie	1,188,740
132	New London-Norwich (Official S.M.S.A.)	1,162,820
	New London-Norwich (county basis)	1,107,040
133	Huntington-Ashland, W. Va.-Ky.-Ohio	1,162,765
134	Jackson, Miss.	1,147,298
135	Melbourne-Titusville-Cocoa, Fla.	1,143,694
136	Charleston, W. Va.	1,134,841
137	Augusta, Ga.-S. C.	1,122,361
138	Corpus Christi	1,110,755
139	Poughkeepsie	1,103,036
140	Duluth-Superior, Minn.-Wis.	1,096,985
141	Waterbury (Official S.M.S.A.)	1,095,152
142	Saginaw	1,075,417
143	Johnstown, Pa.	1,066,849
144	Santa Rosa	1,061,647
145	Hamilton-Middletown, Ohio	1,046,659
146	Eugene-Springfield	1,039,326
147	Pensacola	988,247
148	Springfield, Ill.	959,648
149	Lima	949,719
150	Lowell (Official S.M.S.A.)	948,743
151	Norwalk (Official S.M.S.A.)	942,967
152	Lakeland-Winter Haven, Fla.	937,287
153	Macon	935,649
154	Kingsport-Bristol	933,894
155	Roanoke	933,472
156	Montgomery	931,740
157	Modesto	913,132
158	Topeka	897,903
159	Columbus, Ga.-Ala.	889,876
160	Anchorage	885,060
161	Lincoln	874,185
162	Battle Creek	866,608
163	Champaign-Urbana-Rantoul	855,442
164	Fayetteville, N. C.	855,344
165	Racine	854,349
166	Salem, Ore.	847,380
167	Cedar Rapids	845,026
168	Springfield, Ohio	840,681
169	Atlantic City	835,699
170	Savannah	831,247
171	Galveston-Texas City	813,302
172	Portland, Maine (Official S.M.S.A.)	801,129
	Portland, Maine (county basis)	895,876
173	Reno	798,810
174	Lubbock	790,484
175	New Britain (Official S.M.S.A.)	778,488
176	Daytona Beach	774,736
177	Sarasota	771,381
178	Wheeling, W. Va.-Ohio	749,755
179	Visalia, Calif.	746,806
180	Terre Haute	736,863
181	Muskegon-Muskegon Heights	728,452
182	Fall River (Official S.M.S.A.)	725,750
183	Steubenville-Weirton, Ohio-W. Va.	719,355
184	Boise City, Idaho	711,437
185	Asheville	700,017
186	Springfield, Mo.	697,995
187	Brockton (Official S.M.S.A.)	694,447
	Brockton (county basis)	1,629,247
188	Elkhart	693,058
189	New Bedford (Official S.M.S.A.)	689,915
	New Bedford-Fall River (county basis)	1,941,673
190	Amarillo	683,953
191	Jackson, Mich.	681,833
192	Anderson, Ind.	677,383
193	Green Bay	673,721
194	Killeen-Temple, Tex.	665,179
195	Decatur, Ill.	655,235
196	Waterloo-Cedar Falls	636,631
197	Fargo-Moorhead, N. D.-Minn.	628,188
198	Santa Cruz	624,382
199	Danbury (Official S.M.S.A.)	612,455
200	Parkersburg-Marietta, W. Va.-Ohio	609,999
201	Janesville-Beloit	605,673
202	Biloxi-Gulfport	604,758
203	Fort Myers, Fla.	602,170
204	Bloomington-Normal, Ill.	596,312
205	Manchester (Official S.M.S.A.)	593,687
	Manchester-Nashua (county basis)	1,042,103
206	Muncie	588,540
207	Jamestown, N. Y.	587,195
208	Waco	577,470
209	Mansfield	571,688
210	Fort Smith, Ark.-Okla.	568,251
211	Lake Charles, La.	564,592
212	Yakima	557,159
213	Lynchburg	549,814
214	Altoona	547,360
215	Kenosha	547,352
216	Vineland-Millville-Bridgeton, N. J.	542,900
217	Bay City, Mich.	540,532
218	St. Cloud, Minn.	540,464
219	Wichita Falls, Tex.	538,978
220	Sioux City, Iowa-Neb.	538,175
221	Tallahassee	528,839
222	Lafayette-West Lafayette, Ind.	523,239
223	Fayetteville-Springdale, Ark.	518,916
224	Bangor, Maine (county basis)	496,121
225	Provo-Orem, Utah	494,639
226	Wilmington, N. C.	488,399
227	Gainesville, Fla.	487,917
228	Abilene, Texas	482,563
229	Pueblo	481,168
230	Danville, Ill.	479,241
231	Bremerton, Wash.	475,564
232	Sheboygan	467,643
233	Kankakee, Ill.	466,815
234	Rochester, Minn.	466,637
235	McAllen-Pharr-Edinburg, Tex.	466,096
236	Anderson, S. C.	459,998
237	Lafayette, La.	458,948
238	Williamsport, Pa.	457,221
239	Pittsfield (Official S.M.S.A.)	455,230
	Pittsfield (county basis)	688,718
240	Burlington, N. C.	453,978
241	Fitchburg-Leominster (Official S.M.S.A.)	452,451
242	Newark, Ohio	450,777
243	Clarksville-Hopkinsville, Tenn.-Ky.	450,318
244	Lebanon, Pa.	448,303
245	Alexandria, La.	446,294
246	Fort Collins, Colo.	445,329
247	Monroe, La.	444,998
248	Medford, Ore.	444,818
249	Burlington, Vt. (county basis)	440,650
250	Florence, Ala.	440,075
251	Richland-Kennewick, Wash.	439,439
252	Sioux Falls, S. D.	432,900
253	Petersburg-Colonial Heights-Hopewell	429,997
254	Tyler, Tex.	429,727
255	Tuscaloosa, Ala.	425,834
256	Nashua (Official S.M.S.A.)	424,571
257	Texarkana, Tex.-Ark.	417,997
258	Hagerstown, Md.	417,463
259	Wausau, Wis.	417,036
260	Dubuque	415,610
261	Kokomo	414,060
262	Odessa	413,699
263	Lawton	413,611
264	Elmira, N. Y.	413,333
265	New Castle	408,813
266	Rocky Mount, N. C.	402,774
267	Greeley, Colo.	402,301
268	Billings	396,832
269	Albany, Ga.	391,358
270	St. Joseph, Mo.	389,424
271	Fond du Lac, Wis.	387,022
272	Danville, Va.	381,174
273	Bloomington, Ind.	379,253
274	Great Falls, Mont.	374,496
275	Marion, Ind.	373,078
276	Richmond, Ind.	372,320
277	Anniston, Ala.	370,079
278	Iowa City, Iowa	369,608
279	Charlottesville, Va.	368,375
280	Brownsville-Harlingen-San Benito, Tex.	365,893
281	Florence, S. C.	359,138
282	Columbia, Mo.	359,070
283	Bellingham, Wash.	355,751
284	Bristol (Official S.M.S.A.)	354,633
285	Sandusky, Ohio	353,819
286	Watertown, N. Y.	349,305
287	Gadsden	347,272
288	Owensboro	345,547
289	Midland, Texas	342,486
290	La Crosse	341,008
291	Midland, Mich.	331,228
292	Quincy, Ill.	330,033
293	Sherman-Denison	325,650
294	Longview, Texas	322,079
295	Decatur, Ala.	320,448
296	Rome, Ga.	308,489
297	Eau Claire	307,533
298	Lewiston-Auburn (Official S.M.S.A.)	307,224
	Lewiston-Auburn (county basis)	354,674
299	Johnson City, Tenn.	307,076
300	Cumberland, Md.	305,241
301	Clarksburg, W. Va.	304,111
302	Panama City, Fla.	304,034
303	Grand Forks, N. D.	303,526
304	Joplin, Mo.	302,892
305	San Angelo, Texas	297,877
306	Athens, Ga.	297,185
307	Hutchinson, Kans.	296,560
308	Missoula, Mont.	290,069
309	Pine Bluff, Ark.	279,220
310	Idaho Falls	277,678
311	Pocatello, Ida.	274,988
312	Meriden (Official S.M.S.A.)	270,028
313	Rapid City, S. D.	269,774
314	Portsmouth, Ohio	268,493
315	Houma, La.	268,216
316	Casper, Wyo.	268,035
317	Paducah, Ky.	266,416
318	Jackson, Tenn.	263,558
319	Meridian, Miss.	259,380
320	Bryan-College Station, Tex.	257,680
321	Salina, Kans.	253,131
322	Enid, Okla.	249,846
323	Bowling Green, Ky.	249,721
324	Dothan, Ala.	244,844
325	Santa Fe	230,767
326	Hattiesburg, Miss.	215,747
327	Manhattan, Kans.	215,128
328	Hot Springs, Ark.	204,065
329	Victoria, Tex.	201,655
330	Valdosta, Ga.	199,648
331	Fort Pierce, Fla.	196,343
332	Laredo	189,674
333	Lewiston, Ida.	173,962
	Total Metro Areas	789,388,138
	(1) New York-Northeastern N. J. Consolidated Area	92,139,571
	(2) Chicago, Ill.-Northwestern Ind. Consolidated Area	42,970,354

U. S. TOTAL CONSUMER SPENDABLE INCOME—$986,115,556(000)

Metro Area Consumer Spendable Income per Household, Rank

January 1, 1974 to January 1, 1975

Rank		($)	Households
1	Stamford (Official S.M.S.A.)	28,330	65,420
2	Norwalk (Official S.M.S.A.)	23,854	39,530
3	Nassau-Suffolk, N. Y.(1)	20,383	773,810
4	Anchorage	19,956	44,350
5	Washington, D. C.-Md.-Va.	18,826	1,029,550
6	Hartford (Official S.M.S.A.)	17,558	229,470
	Hartford-New Britain-Bristol (county basis)	16,230	280,460
7	Ann Arbor	17,451	79,680
8	Danbury (Official S.M.S.A.)	17,380	35,240
9	Newark, N. J.(1)	17,315	700,500
10	Bridgeport (Official S.M.S.A.)	17,242	125,690
	Bridgeport-Stamford-Norwalk (county basis)	20,161	265,360
11	Long Branch-Asbury Park, N. J.	17,220	152,490
12	Honolulu	17,094	211,890
13	New Brunswick-Perth Amboy-Sayerville, N. J.(1)	17,075	187,980
14	Champaign-Urbana-Rantoul	16,926	50,540
15	Boston (Official S.M.S.A.)	16,844	921,820
	Boston-Lowell-Lawrence (county basis)	15,474	1,137,660
16	Detroit	16,823	1,458,830
17	Boise City, Idaho	16,783	42,390
18	Chicago(2)	16,700	2,401,560
19	New Britain (Official S.M.S.A.)	16,613	46,860
20	Idaho Falls	16,509	16,820
21	Trenton	16,353	106,830
22	Wilmington, Del.-N. J.-Md.	16,324	169,500
23	Bristol (Official S.M.S.A.)	16,305	21,750
24	New Haven-West Haven (Official S.M.S.A.)	16,231	134,380
	New Haven-West Haven-Waterbury-Meriden (county basis)	14,993	255,990
25	San Francisco-Oakland	16,216	1,168,250
26	Wichita	16,176	123,090
27	Rochester, N. Y.	16,115	314,810
28	San Jose	16,084	387,300
29	Midland, Mich.	16,079	20,600
30	Minneapolis-St. Paul, Minn.-Wis.	16,057	676,340
31	Salina, Kans.	16,031	15,790
32	Midland, Texas	16,012	21,390
33	Anaheim-Santa Ana-Garden Grove, Calif.	15,892	540,210
33	Waterbury (Official S.M.S.A.)	15,892	68,910
35	Rochester, Minn.	15,738	29,650
36	Reno	15,706	50,860
37	New London-Norwich (Official S.M.S.A.)	15,705	74,040
	New London-Norwich (county basis)	14,541	76,130
38	Cleveland	15,674	689,110
39	Rockford	15,647	91,360
40	Milwaukee	15,628	477,080
41	Lansing-East Lansing	15,547	139,650
42	Elkhart	15,522	44,650
43	Poughkeepsie	15,499	71,170
44	Kankakee, Ill.	15,452	30,210
45	Philadelphia, Pa.-N. J.	15,423	1,619,160
46	Pocatello, Ida.	15,414	17,840
47	Madison	15,408	103,270
48	Seattle-Everett	15,368	508,110
49	Salinas-Seaside-Monterey, Calif.	15,365	78,360
50	Worcester (Official S.M.S.A.)	15,360	115,320
	Worcester-Fitchburg-Leominster (county basis)	13,959	213,430
51	Racine	15,349	55,660
52	Las Vegas	15,338	109,500
53	Peoria	15,329	120,270
54	Bloomington-Normal, Ill.	15,325	38,910
55	Flint	15,324	166,430
56	New York, N. Y.-N. J.(1)	15,240	3,665,240
57	Saginaw	15,211	70,700
58	Dayton	15,202	289,260
59	Paterson-Clifton-Passaic, N. J.(1)	15,195	158,550
60	Lawrence-Haverhill (Official S.M.S.A.)	15,161	83,410
61	Lewiston, Ida.	15,153	11,480
62	Davenport-Rock Island-Moline, Iowa-Ill.	15,135	126,330
63	Melbourne-Titusville-Cocoa, Fla.	15,134	75,570
64	Nashua (Official S.M.S.A.)	15,115	28,090
65	Fargo-Moorhead, N. D.-Minn.	15,101	41,600
66	Denver-Boulder	15,074	488,600
67	Lowell (Official S.M.S.A.)	15,000	63,250
68	Decatur, Ill.	14,994	43,700
69	Springfield, Ill.	14,983	64,050
70	Oxnard-Simi Valley-Ventura, Calif.	14,978	130,060
71	Dallas-Fort Worth	14,976	867,610
72	Atlanta	14,966	582,290
73	Pittsfield (Official S.M.S.A.)	14,945	30,460
	Pittsfield (county basis)	13,507	50,990
74	Lorain-Elyria	14,902	82,270
75	Dubuque	14,886	27,920
76	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	14,871	169,360
	Springfield-Chicopee-Holyoke (county basis)	13,805	196,290
77	Grand Forks, N. D.	14,850	20,440
78	Toledo, Ohio-Mich.	14,841	259,150
79	Cedar Rapids	14,812	57,050
80	Richmond, Va.	14,774	187,720
81	Des Moines	14,743	116,070
82	Fitchburg-Leominster (Official S.M.S.A.)	14,738	30,700
83	Columbia, S. C.	14,733	101,620
84	Grand Rapids	14,719	177,710
86	Fayetteville, N. C.	14,704	58,170
87	Los Angeles-Long Beach	14,702	2,569,760
88	Jackson, Mich.	14,688	46,420
88	Charlotte-Gastonia	14,688	194,520
90	Syracuse	14,679	209,550
91	Raleigh-Durham	14,662	148,930
92	Fort Wayne	14,636	124,490
92	Akron	14,636	224,820
94	Casper, Wyo.	14,623	18,330
95	Kalamazoo-Portage	14,602	85,200
96	Baltimore	14,592	687,030
97	Brockton (Official S.M.S.A.)	14,553	47,720
	Brockton (county basis)	14,104	115,520
98	Houston	14,494	743,810
99	Indianapolis	14,486	387,150
100	Waterloo-Cedar Falls	14,449	44,060
101	Newport News-Hampton	14,446	106,270
102	Louisville, Ky.-Ind.	14,438	303,810
103	Buffalo	14,436	451,120
104	Harrisburg	14,409	149,150
105	Omaha, Neb.-Iowa	14,395	192,320
106	West Palm Beach-Boca Raton	14,331	161,250
107	Iowa City, Iowa	14,304	25,840
108	Albany-Schenectady-Troy	14,296	277,040
109	Battle Creek	14,230	60,900
110	Fond du Lac, Wis.	14,229	27,200
111	Kansas City, Mo.-Kans.	14,222	461,740
112	Allentown-Bethlehem-Easton, Pa.-N. J.	14,187	212,800
113	Pittsburgh	14,168	810,590
114	Bay City, Mich.	14,161	38,170
115	Youngstown-Warren	14,141	178,630
116	South Bend	14,136	93,880
117	Danville, Ill.	14,133	33,910
118	Lafayette-West Lafayette, Ind.	14,130	37,030
119	Gary-Hammond-East Chicago, Ind.(2)	14,104	203,090
120	Fort Lauderdale-Hollywood	14,085	309,500
121	Greensboro-Winston-Salem-High Point, N. C.	14,084	255,760
122	Janesville-Beloit	14,079	43,020
123	York, Pa.	14,047	118,410
124	St. Louis, Mo.-Ill.	14,029	824,810
125	Santa Barbara-Santa Maria-Lompoc, Calif.	14,008	95,100
126	San Diego	14,002	508,830
127	Phoenix	13,991	389,860
128	Tacoma	13,967	133,750
129	Lexington-Fayette	13,963	96,690
130	Cincinnati, Ohio-Ky.-Ind.	13,961	471,530
131	Sheboygan	13,951	33,520
132	Kenosha	13,924	39,310
133	Sandusky, Ohio	13,919	25,420
134	Columbus, Ohio	13,904	358,310
135	Portland, Ore.-Wash.	13,880	391,200
136	Kokomo	13,876	29,840
137	Lancaster	13,872	110,630
138	Norfolk-Virginia Beach-Portsmouth, N. C.	13,848	19,500
140	Sacramento	13,845	304,410
141	Miami	13,819	512,400
142	Anderson, Ind.	13,802	49,080
143	Vallejo-Fairfield-Napa, Calif.	13,785	89,460
144	Lima	13,784	68,900
145	Lincoln	13,730	63,670
146	Hamilton-Middletown, Ohio	13,664	76,600
147	Odessa	13,662	30,280
148	Huntsville	13,660	91,560
149	Canton	13,652	132,490
150	Portland, Maine (Official S.M.S.A.)	13,646	58,710
	Portland, Maine (county basis)	12,859	69,670
151	Jackson, Miss.	13,610	84,300
152	St. Cloud, Minn.	13,607	39,720
153	Colorado Springs	13,605	89,910
154	Reading	13,589	109,290
155	Richland-Kennewick, Wash.	13,588	32,340
156	Green Bay	13,564	49,670
157	Burlington, Vt. (county basis)	13,542	32,540
158	Burlington, N. C.	13,539	33,530
159	Mansfield	13,528	42,260
160	Richmond, Ind.	13,480	27,620
161	Lawton	13,477	30,690
162	Stockton	13,435	103,430
163	Augusta, Ga.-S. C.	13,432	83,560
164	Charlottesville, Va.	13,376	27,540
165	Baton Rouge	13,357	123,480
166	Erie	13,342	89,100
167	Quincy, Ill.	13,292	24,830
168	Sioux Falls, S. D.	13,291	32,570
169	Topeka	13,273	67,650
170	Manhattan, Kans.	13,271	16,210
171	Muncie	13,267	44,360
172	Tucson	13,262	143,700
173	Salt Lake City-Ogden	13,260	239,660
174	Nashville-Davidson	13,247	248,670
175	Missoula, Mont.	13,245	21,900
176	Marion, Ind.	13,239	28,180
177	Charleston, S. C.	13,158	104,670
178	Galveston-Texas City	13,154	61,830
179	Sioux City, Iowa-Neb.	13,139	40,960
180	New Orleans	13,129	356,630
181	Hutchinson, Kans.	13,128	22,590
182	Manchester (Official S.M.S.A.)	13,100	45,320
	Manchester-Nashua (county basis)	13,062	79,780
183	Springfield, Ohio	13,050	64,420
185	Wausau, Wis.	12,980	32,130
186	Bremerton, Wash.	12,969	36,670
187	Orlando	12,951	195,720
188	Albuquerque	12,939	120,780
189	Memphis, Tenn.-Ark.-Miss.	12,860	276,670
190	Columbia, Mo.	12,856	27,930
191	Lewiston-Auburn (Official S.M.S.A.)	12,855	23,900
	Lewiston-Auburn (county basis)	11,160	31,780
192	Binghamton, N. Y.-Pa.	12,848	101,530
193	Riverside-San Bernardino-Ontario	12,800	413,140
194	Florence, S. C.	12,785	28,090
194	Eugene-Springfield	12,785	81,290
196	Great Falls, Mont.	12,751	29,370
197	Beaumont-Port Arthur-Orange	12,731	118,370
198	Santa Rosa	12,730	83,400
199	Utica-Rome	12,717	111,080
200	Eau Claire	12,713	24,190
200	Lafayette, La.	12,713	36,100
202	Roanoke	12,697	73,520
203	Oklahoma City	12,673	269,840
204	Bloomington, Ind.	12,671	29,930
205	La Crosse	12,663	26,920
206	Austin	12,630	124,900
207	Tulsa	12,629	205,030
208	Steubenville-Weirton, Ohio-W. Va.	12,627	56,970
209	Santa Fe	12,583	18,340
210	Muskegon-Muskegon Heights	12,566	57,970
211	Modesto	12,517	72,950
212	Amarillo	12,501	54,710
213	Charleston, W. Va.	12,500	90,790
214	Lubbock	12,480	63,340
215	Fall River (Official S.M.S.A.)	12,476	58,170
216	Owensboro	12,475	27,700
217	Macon	12,472	75,020
218	Billings	12,463	31,840
218	Jersey City, N. J.(1)	12,463	221,660
220	Vineland-Millville-Bridgeton, N. J.	12,458	43,580
221	Greenville-Spartanburg, S. C.	12,433	172,280
222	Clarksville-Hopkinsville, Tenn.-Ky.	12,426	36,240
223	Jacksonville, Fla.	12,417	220,230
224	Rapid City, S. D.	12,364	21,820
225	Gainesville, Fla.	12,355	39,490
226	Athens, Ga.	12,352	24,060
227	Asheville	12,326	56,790
228	Elmira, N. Y.	12,324	33,540
229	Rome, Ga.	12,320	25,040
230	Fresno	12,314	145,300
231	Columbus, Ga.-Ala.	12,296	72,370
232	Bakersfield	12,293	113,030
233	Birmingham, Ala.	12,288	265,420
234	Bryan-College Station, Tex.	12,253	21,030
235	San Antonio	12,235	298,100
236	Wichita Falls, Tex.	12,230	44,070
237	Sherman-Denison	12,165	26,770
238	Lake Charles, La.	12,163	46,420
239	Chattanooga, Tenn.-Ga.	12,158	132,810
240	Tallahassee	12,157	43,500
241	Lynchburg	12,145	45,270
241	Bangor, Maine (county basis)	12,145	40,850
243	Parkersburg-Marietta, W. Va.-Ohio	12,137	50,260
244	Johnstown, Pa.	12,125	87,990
245	Knoxville	12,117	146,990
246	Albany, Ga.	12,053	32,470
247	Paducah, Ky.	12,050	22,110
248	New Bedford (Official S.M.S.A.)	12,024	57,380
	New Bedford-Fall River (county basis)	12,013	161,630
249	Newark, Ohio	12,011	37,530
250	Pueblo	11,990	40,130
251	Evansville, Ind.-Ky.	11,982	100,900
252	Salem, Ore.	11,965	70,820
253	Bowling Green, Ky.	11,960	20,880
254	Little Rock-North Little Rock	11,959	121,600
255	Houma, La.	11,937	22,470
256	Greeley, Colo.	11,931	33,720
257	Providence-Warwick-Pawtucket (Official S.M.S.A.)	11,925	297,220
	Providence-Warwick-Pawtucket (county basis)	13,037	325,200
258	Montgomery	11,916	78,190
259	Duluth-Superior, Minn.-Wis.	11,870	92,420
260	Tyler, Tex.	11,868	36,210
261	Anderson, S. C.	11,825	38,900
262	Pensacola	11,814	83,650
263	Wheeling, W. Va.-Ohio	11,807	63,500
264	Williamsport, Pa.	11,802	38,740
265	Corpus Christi	11,796	94,160
266	Terre Haute	11,794	62,480
267	Johnson City, Tenn.	11,761	26,110
268	Atlantic City	11,737	71,200
269	Sarasota	11,736	65,730
270	Fort Collins, Colo.	11,735	37,950
271	Northeast Pennsylvania	11,730	221,320
272	Decatur, Ala.	11,729	27,320
273	Savannah	11,711	70,980
274	Wilmington, N. C.	11,704	41,730
275	San Angelo, Texas	11,691	25,480
276	Hagerstown, Md.	11,681	35,740
277	Spokane	11,620	107,880
278	El Paso	11,613	115,350
279	Biloxi-Gulfport	11,535	52,430
280	Jamestown, N. Y.	11,527	50,940
281	Shreveport	11,514	115,340
282	Mobile	11,498	122,970
283	Longview, Texas	11,495	28,020
284	Huntington-Ashland, W. Va.-Ky.-Ohio	11,410	101,910
285	Medford, Ore.	11,400	39,020
286	Altoona	11,391	48,050
287	Enid, Okla.	11,383	21,950
288	New Castle	11,359	35,990
288	Bellingham, Wash.	11,359	31,320
290	Watertown, N. Y.	11,319	30,860
291	Visalia, Calif.	11,307	66,050
292	Victoria, Tex.	11,297	17,850
293	Killeen-Temple, Tex.	11,286	58,940
294	Santa Cruz	11,272	55,390
295	Danville, Va.	11,267	33,030
296	Tuscaloosa, Ala.	11,259	37,820
297	Dothan, Ala.	11,216	21,830
298	Rocky Mount, N. C.	11,204	35,950
299	Kingsport-Bristol, Tenn.-Va.	11,192	83,440
300	Monroe, La.	11,172	39,830
301	Meridian, Miss.	11,094	23,380
302	Florence, Ala.	11,088	39,690
303	Provo-Orem, Utah	11,073	44,670
304	Tampa-St. Petersburg	11,038	541,020
305	Fort Myers, Fla.	11,023	54,630
306	Anniston, Ala.	11,001	33,640
307	Hattiesburg, Miss.	10,842	19,900
308	Abilene, Texas	10,822	44,590
309	Clarksburg, W. Va.	10,788	28,190
310	Petersburg-Colonial Heights-Hopewell	10,739	40,040
311	Yakima	10,710	52,020
312	Panama City, Fla.	10,683	28,460
313	Waco	10,672	54,110
314	Lakeland-Winter Haven, Fla.	10,615	88,300
315	Alexandria, La.	10,586	42,160
316	Jackson, Tenn.	10,559	24,960
317	Gadsden	10,533	32,970
318	Texarkana, Tex.-Ark.	10,526	39,710
319	Valdosta, Ga.	10,519	18,980
320	Springfield, Mo.	10,479	66,610
321	St. Joseph, Mo.	10,426	37,350
322	Cumberland, Md.	10,104	30,210
323	Pine Bluff, Ark.	10,040	27,810
324	Fayetteville-Springdale, Ark.	10,022	51,780
325	Daytona Beach	9,687	79,980
326	Portsmouth, Ohio	9,651	27,820
327	Fort Smith, Ark.-Okla.	9,380	60,580
328	Fort Pierce, Fla.	9,376	20,940
329	Joplin, Mo.	9,317	32,510
330	Laredo	8,502	22,310
331	Hot Springs, Ark.	8,405	24,280
332	McAllen-Pharr-Edinburg, Tex.	8,344	55,860
333	Brownsville-Harlingen-San Benito, Tex.	8,142	44,940
	Total Metro Areas	14,636	53,935,170
	(1) New York-Northeastern N. J. Consolidated Area	16,143	5,707,740
	(2) Chicago, Ill-Northwestern Ind. Consolidated Area	16,498	2,604,650

U. S. AVERAGE CONSUMER SPENDABLE INCOME PER HOUSEHOLD—$13,857

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

Metro Area Total Retail Sales, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	New York, N. Y.-N. J.(1)	23,132,801
2	Chicago(2)	20,341,182
3	Los Angeles-Long Beach	19,374,661
4	Philadelphia, Pa.-N. J.	12,176,358
5	Detroit	11,470,714
6	Washington, D. C.-Md.-Va.	9,545,422
7	San Francisco-Oakland	8,616,433
8	Boston (Official S.M.S.A.)	8,071,912
	Boston-Lawrence-Haverhill-Lowell (county basis)	8,637,170
9	Dallas-Fort Worth	7,663,386
10	Nassau-Suffolk, N. Y.(1)	6,875,197
11	St. Louis, Mo.-Ill.	6,517,824
12	Houston	6,052,724
13	Minneapolis-St. Paul, Minn.-Wis.	5,592,315
14	Cleveland	5,445,565
15	Pittsburgh	5,374,429
16	Newark, N. J.(1)	5,342,097
17	Baltimore	5,232,863
18	Atlanta	5,138,671
19	Miami	4,676,976
20	Milwaukee	4,363,144
21	Denver-Boulder	4,237,324
22	Seattle-Everett	4,154,764
23	Anaheim-Santa Ana-Garden Grove, Calif.	4,153,553
24	Tampa-St. Petersburg	4,152,299
25	Kansas City, Mo.-Kans.	4,021,653
26	San Diego	3,582,126
27	Cincinnati, Ohio-Ky.-Ind.	3,568,879
28	Portland, Ore.-Wash.	3,281,950
29	Indianapolis	3,242,268
30	Phoenix	3,228,478
31	San Jose	3,171,045
32	Buffalo	3,033,839
33	Columbus, Ohio	2,752,479
34	Riverside-San Bernardino-Ontario	2,712,170
35	New Orleans	2,661,977
36	Memphis, Tenn.-Ark.-Miss.	2,633,073
37	Providence-Warwick-Pawtucket (Official S.M.S.A.)	2,513,931
	Providence-Warwick-Pawtucket (county basis)	2,524,861
38	Rochester, N. Y.	2,396,307
39	Louisville, Ky.-Ind.	2,383,394
40	Fort Lauderdale-Hollywood	2,365,973
41	Oklahoma City	2,278,470
42	San Antonio	2,232,464
43	Dayton	2,199,002
44	Sacramento	2,189,315
45	Nashville-Davidson	2,135,407
46	Hartford (Official S.M.S.A.)	2,127,520
	Hartford-New Britain-Bristol (county basis)	2,431,724
47	Toledo, Ohio-Mich.	2,034,414
48	Jacksonville, Fla.	2,023,910
49	Birmingham, Ala.	2,018,422
50	Salt Lake City-Ogden	1,955,564
51	Greensboro-Winston Salem-High Point, N. C.	1,825,589
52	Orlando	1,819,420
53	Albany-Schenectady-Troy	1,759,065
54	Honolulu	1,689,014
55	Gary-Hammond-East Chicago, Ind.(2)	1,689,699
56	Akron	1,677,190
57	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	1,648,780
58	Richmond, Va.	1,562,155
59	Charlotte-Gastonia, N. C.	1,559,191
60	Grand Rapids	1,535,908
61	Wilmington, Del.-N. J.-Md.	1,494,220
62	Tulsa	1,488,319
63	Omaha, Neb.-Iowa	1,480,565
64	Syracuse	1,461,059
65	Flint	1,444,442
66	Allentown-Bethlehem-Easton, Pa.-N. J.	1,435,471
67	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	1,403,220
68	Northeast Pennsylvania	1,403,204
69	Harrisburg	1,383,435
70	Paterson-Clifton-Passaic, N. J.(1)	1,356,513
71	Fresno	1,315,763
72	Youngstown-Warren	1,285,587
73	West Palm Beach-Boca Raton	1,238,677
74	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	1,226,672
	Springfield-Chicopee-Holyoke (county basis)	1,302,679
75	Jersey City, N. J.(1)	1,218,737
76	Long Branch-Asbury Park, N. J.	1,218,696
77	Greenville-Spartanburg, S. C.	1,207,205
78	New Haven-West Haven (Official S.M.S.A.)	1,202,406
	New Haven-West Haven-Waterbury-Meriden (county basis)	2,173,635
79	Bridgeport (Official S.M.S.A.)	1,158,073
	Bridgeport-Stamford-Norwalk (county basis)	2,374,137
80	Knoxville	1,148,250
81	Wichita	1,147,934
82	Chattanooga, Tenn.-Ga.	1,147,416
83	Lansing-East Lansing	1,130,630
84	Raleigh-Durham	1,122,930
85	Peoria	1,105,030
86	Fort Wayne	1,099,614
87	Tucson	1,097,954
88	Tacoma	1,087,306
89	Des Moines	1,024,692
90	Davenport-Rock Island-Moline, Iowa-Ill.	1,015,423
91	Little Rock-North Little Rock	1,005,627
92	El Paso	1,005,225
93	Albuquerque	1,005,045
94	Shreveport	995,516
95	Las Vegas	983,082
96	Canton	982,766
97	Lancaster	981,672
98	Baton Rouge	973,322
99	Mobile	912,810
100	Beaumont-Port Arthur-Orange	902,400
101	Oxnard-Simi Valley-Ventura, Calif.	899,318
102	Spokane	894,077
103	Madison	877,319
104	Bakersfield	865,139
105	Columbia, S. C.	859,910
106	Austin	857,077
107	York, Pa.	850,944
108	Worcester (Official S.M.S.A.)	842,436
	Worcester-Fitchburg-Leominster (county basis)	1,324,822
109	Evansville, Ind.-Ky.	823,734
110	South Bend	820,975
111	Trenton	807,530
112	Rockford	781,524
113	Newport News-Hampton	777,854
114	Stockton	776,051
115	Corpus Christi	772,931
116	Lexington-Fayette	761,124
117	Lakeland-Winter Haven, Fla.	744,173
118	Charleston, S. C.	743,500
119	Charleston, W. Va.	741,470
120	Utica-Rome	739,607
121	Appleton-Oshkosh	737,670
122	Reading	731,432
123	Ann Arbor	730,507
124	Huntsville	727,820
125	Lorain-Elyria	723,489
126	Augusta, Ga.-S. C.	722,055
127	Binghamton, N. Y.-Pa.	719,162
128	Stamford (Official S.M.S.A.)	716,599
129	Colorado Springs	694,365
130	Kalamazoo-Portage	693,808
131	Duluth-Superior, Minn.-Wis.	679,246
132	New London-Norwich (Official S.M.S.A.)	665,988
	New London-Norwich (county basis)	599,435
133	Huntington-Ashland, W. Va.-Ky.-Ohio	665,789
134	Jackson, Miss.	665,708
135	Salinas-Seaside-Monterey, Calif.	662,297
136	Santa Barbara-Santa Maria-Lompoc	657,574
137	Montgomery	655,748
138	Erie	652,420
139	Lima	649,071
140	Roanoke	637,454
141	Eugene-Springfield	635,042
142	Santa Rosa	623,430
143	Lubbock	622,022
144	Saginaw	613,548
145	Modesto	611,333
146	Terre Haute	606,890
147	Hamilton-Middletown, Ohio	603,576
148	Macon	602,473
149	Melbourne-Titusville-Cocoa, Fla.	601,946
150	Atlantic City	593,416
151	Kingsport-Bristol, Tenn.-Va.	589,614
152	Vallejo-Fairfield-Napa, Calif.	572,926
153	Lawrence-Haverhill (Official S.M.S.A.)	568,912
154	Columbus, Ga.-Ala.	568,100
155	Pensacola	565,582
156	Johnstown, Pa.	564,351
157	Daytona Beach	562,292
158	Topeka	559,622
159	Waterbury (Official S.M.S.A.)	558,345
160	Salem, Ore.	548,380
161	Savannah	545,429
162	Amarillo	534,727
163	Cedar Rapids	526,237
164	Portland, Maine (Official S.M.S.A.)	525,682
	Portland, Maine (county basis)	604,097
165	Springfield, Ill.	519,750
166	Springfield, Mo.	513,205
167	Reno	512,967
168	Visalia, Calif.	501,837
169	Sarasota	501,488
170	Elkhart	499,884
171	Lincoln	489,058
172	Poughkeepsie	487,492
173	Anchorage	483,221
174	Green Bay	456,026
175	Wheeling, W. Va.-Ohio	455,648
176	Fayetteville, N. C.	455,587
177	Norwalk (Official S.M.S.A.)	454,321
178	Manchester (Official S.M.S.A.)	450,840
	Manchester-Nashua (county basis)	706,996
179	Champaign-Urbana-Rantoul	440,563
180	Battle Creek	439,955
181	Galveston-Texas City	436,814
182	Springfield, Ohio	431,612
183	Fort Myers, Fla.	428,342
184	Racine	426,848
185	Asheville	425,373
186	McAllen-Pharr-Edinburg, Tex.	418,029
187	Fargo-Moorhead, N. D.-Minn.	411,032
188	Lowell (Official S.M.S.A.)	410,294
189	Yakima	405,762
190	Waco	403,723
191	Muskegon-Muskegon Heights	397,457
192	Anderson, Ind.	389,698
193	Janesville-Beloit	387,053
194	Decatur, Ill.	383,299
195	Waterloo-Cedar Falls	381,056
196	Biloxi-Gulfport	380,505
197	Killeen-Temple, Tex.	379,742
198	Wichita Falls, Tex.	379,084
199	Fort Smith, Ark.-Okla.	377,575
200	Fayetteville-Springdale, Ark.	376,897
201	Jackson, Mich.	374,867
202	Sioux City, Iowa-Neb.	370,662
203	Pueblo	368,051
204	Parkersburg-Marietta	364,412
205	Boise City, Idaho	355,141
206	Abilene, Texas	354,202
207	New Britain (Official S.M.S.A.)	351,987
208	Bangor, Maine (county basis)	348,352
209	Steubenville-Weirton, Ohio-W. Va.	347,293
210	Jamestown, N. Y.	346,999
211	Gainesville, Fla.	346,482
212	Brownsville-Harlingen-San Benito, Tex.	344,813
213	Mansfield	342,660
214	Brockton (Official S.M.S.A.)	342,212
	Brockton (county basis)	689,951
215	Muncie	339,876
216	Sioux Falls, S. D.	337,498
217	Monroe, La.	336,638
218	Santa Cruz	336,168
219	Fall River (Official S.M.S.A.)	331,525
220	Altoona	329,188
221	Vineland-Millville-Bridgeton, N. J.	328,420
222	Danbury (Official S.M.S.A.)	323,951
223	Lynchburg	322,681
224	Bloomington-Normal, Ill.	322,401
225	Lake Charles, La.	320,683
226	St. Cloud, Minn.	320,067
227	New Bedford (Official S.M.S.A.)	317,396
	New Bedford-Fall River (county basis)	889,566
228	Kankakee, Ill.	316,670
229	Texarkana, Tex.-Ark.	316,532
230	Nashua (Official S.M.S.A.)	314,686
231	Medford, Ore.	314,634
232	Kokomo	313,343
233	Tallahassee	312,062
234	Clarksville-Hopkinsville, Tenn.-Ky.	309,870
235	St. Joseph, Mo.	307,443
236	Odessa	303,296
237	Bay City, Mich.	300,928
238	Petersburg-Colonial Heights-Hopewell	297,353
239	Lafayette-West Lafayette, Ind.	295 328
240	Billings	294,077
241	Tyler, Tex.	291,282
242	Longview, Texas	289,005
243	Williamsport, Pa.	286,237
244	Hagerstown, Md.	284,786
245	Burlington, Vt. (county basis)	284,184
246	Anderson, S. C.	276,947
247	Wilmington, N. C.	276,942
248	Alexandria, La.	276,568
249	Fort Collins, Colo.	274,908
250	Newark, Ohio	274,525
251	Dubuque	273,861
252	Great Falls, Mont.	273,227
253	Provo-Orem, Utah	272,221
254	Kenosha	271,641
255	Joplin, Mo.	268,430
256	Lafayette, La.	267,607
257	Florence, Ala.	265,496
258	Albany, Ga.	264,351
259	Pittsfield (Official S.M.S.A.)	263,140
	Pittsfield (county basis)	371,419
260	Rocky Mount, N. C.	261,526
261	Tuscaloosa, Ala.	261,467
262	Richland-Kennewick, Wash.	260,013
263	Danville, Ill.	256,298
264	Richmond, Ind.	254,797
265	Elmira, N. Y.	250,482
266	Sheboygan	250,084
267	Marion, Ind.	249,575
268	La Crosse	248,202
269	Gadsden	248,150
270	Rochester, Minn.	247,305
271	Lebanon, Pa.	247,061
272	Fond Du Lac, Wis.	245,450
273	Florence, S. C.	244,876
274	Greeley, Colo.	244,457
275	Bellingham, Wash.	244,385
276	Bremerton, Wash.	242,196
277	Bloomington, Ind.	236,453
278	Lawton	236,237
279	Burlington, N. C.	235,057
280	Panama City, Fla.	232,208
281	Anniston, Ala.	231,842
282	Jackson, Tenn.	231,554
283	New Castle	229,510
284	Wausau, Wis.	229,106
285	Watertown, N. Y.	222,983
286	Athens, Ga.	222,573
287	Danville, Va.	220,110
288	Sandusky, Ohio	218,750
289	Pine Bluff, Ark.	218,041
290	Cumberland, Md.	216,674
291	Sherman-Denison	213,849
292	Johnson City, Tenn.	213,571
293	Charlottesville, Va.	213,559
294	Lewiston-Auburn (Official S.M.S.A.)	212,873
	Lewiston-Auburn (county basis)	234,191
295	Owensboro	212,579
296	Clarksburg, W. Va.	211,574
297	Portsmouth, Ohio	211,526
298	Columbia, Mo.	211,462
299	Dothan, Ala.	205,540
300	Idaho Falls	203,269
301	Paducah, Ky.	202,705
302	Iowa City, Iowa	202,049
303	Eau Claire	200,721
304	San Angelo, Texas	200,142
305	Fitchburg-Leominster (Official S.M.S.A.)	198,230
306	Quincy, Ill.	197,279
307	Rapid City, S. D.	195,206
308	Decatur, Ala.	194,912
309	Fort Pierce, Fla.	194,639
310	Missoula, Mont.	192,291
316	Laredo	192,156
312	Hutchinson, Kans.	192,087
313	Houma, La.	191,220
314	Rome, Ga.	188,943
315	Meridian, Miss.	188,004
316	Midland, Texas	184,028
317	Hot Springs, Ark.	183,790
318	Casper, Wyo.	183,291
319	Manhattan, Kans.	182.343
320	Hattiesburg, Miss.	179,378
321	Bowling Green, Ky.	176,251
322	Bristol (Official S.M.S.A.)	174,817
323	Grand Forks, N. D.	174,571
324	Valdosta, Ga.	173,989
325	Santa Fe	169,898
326	Lewiston, Ida.	165,770
327	Salina, Kans.	164,737
328	Victoria, Tex.	158,068
329	Meriden (Official S.M.S.A.)	154,999
330	Enid, Okla.	154,270
331	Pocatello, Ida.	152,713
332	Midland, Mich.	149,703
333	Bryan-College Station, Tex.	141,471
	Total Metro Areas	424,085,070
(1)	New York-Northeastern N. J. Consolidated Area	39,328,565
(2)	Chicago, Ill.-Northwestern Ind. Consolidated Area	22,027,881

U. S. TOTAL RETAIL SALES—$540,830,752(000)

Metro Area Retail Sales per Household, Rank

January 1, 1974 to January 1, 1975

Rank		($)	Household
1	Lewiston, Ida.	14,440	11,480
2	Idaho Falls	12,085	16,820
3	Norwalk (Official S.M.S.A.)	11,493	39,530
4	Manhattan, Kans.	11,249	16,210
5	Nashua (Official S.M.S.A.)	11,203	28,090
6	Elkhart	11,196	44,650
7	Stamford (Official S.M.S.A.)	10,954	65,420
8	Anchorage	10,896	44,350
9	Kokomo	10,501	29,840
10	Kankakee, Ill.	10,482	30,210
11	Salina, Kans.	10,433	15,790
12	Sioux Falls, S. D.	10,362	32,570
13	Longview, Texas	10,314	28,020
14	Reno	10,086	50,860
15	Odessa	10,016	30,280
16	Casper, Wyo.	10,000	18,330
17	Manchester (Official S.M.S.A.)	9,948	45,320
	Manchester-Nashua (county basis)	8,862	79,780
18	Fargo-Moorhead, N. D.-Minn.	9,881	41,600
19	Lubbock	9,820	63,340
20	Dubuque	9,809	27,920
21	Amarillo	9,774	54,710
22	Terre Haute	9,713	62,480
23	Memphis, Tenn.-Ark.-Miss.	9,517	276,670
24	Lima	9,420	68,900
25	Dothan, Ala.	9,415	21,830
26	Wichita	9,326	123,090
27	Great Falls, Mont.	9,303	29,370
28	Orlando	9,296	195,720
29	Fort Pierce, Fla.	9,295	20,940
30	Jackson, Tenn.	9,277	24,960
31	Harrisburg	9,275	149,150
32	Washington, D. C.-Md.-Va.	9,271	1,029,550
32	Hartford (Official S.M.S.A.)	9,271	229,470
	Hartford-New Britain-Bristol (county basis)	8,670	280,460
34	Santa Fe	9,264	18,340
35	Athens, Ga.	9,251	24,060
36	Billings	9,236	31,840
37	Richmond, Ind.	9,225	27,620
38	Cedar Rapids	9,224	57,050
39	La Crosse	9,217	26,930
40	Bridgeport (Official S.M.S.A.)	9,214	125,690
	Bridgeport-Stamford-Norwalk (county basis)	8,947	265,360
41	Danbury (Official S.M.S.A.)	9,193	35,240
42	Jacksonville, Fla.	9,190	220,230
43	Peoria	9,188	120,270
44	Green Bay	9,181	49,670
45	Pueblo	9,171	40,130
46	Paducah, Ky.	9,168	22,110
46	Ann Arbor	9,168	79,680
48	Valdosta, Ga.	9,167	18,980
49	Milwaukee	9,146	477,080
50	Miami	9,128	512,400
51	Fresno	9,053	145,300
52	Sioux City, Iowa-Neb.	9,049	40,960
53	Fond du Lac, Wis.	9,024	27,200
54	Hattiesburg, Miss.	9,014	19,900
55	Janesville-Beloit	8,997	43,020
56	New London-Norwich (Official S.M.S.A.)	8,995	74,040
	New London-Norwich (county basis)	7,874	76,130
57	Las Vegas	8,978	109,500
58	Portland, Maine (Official S.M.S.A.)	8,954	58,710
	Portland, Maine (county basis)	8,671	69,670
59	New Haven-West Haven (Official S.M.S.A.)	8,948	134,380
	New Haven-West Haven-Waterbury-Meriden (county basis)	8,491	255,990
60	Rapid City, S. D.	8,946	21,820
61	Lewiston-Auburn (Official S.M.S.A.)	8,907	23,900
	Lewiston-Auburn (county basis)	7,369	31,780
62	Nassau-Suffolk, N. Y. (1)	8,885	773,810
63	Lancaster	8,873	110,620
64	Marion, Ind.	8,856	28,180
65	Victoria, Tex.	8,855	17,850
66	Dallas-Fort Worth	8,833	867,610
66	Fort Wayne	8,833	124,490
68	Des Moines	8,828	116,070
69	Atlanta	8,825	582,290
70	Wilmington, Del.-N. J.-Md.	8,815	169,500
71	Lorain-Elyria	8,794	82,270
72	Missoula, Mont.	8,780	21,900
73	Gainesville, Fla.	8,774	39,490
74	Decatur, Ill.	8,771	43,700
75	Boston (Official S.M.S.A.)	8,756	921,820
	Boston-Lowell-Lawrence (county basis)	7,592	1,137,660
76	South Bend	8,745	93,880
77	Burlington, Vt. (county basis)	8,733	32,540
78	Florence, S. C.	8,718	28,090
79	Champaign-Urbana-Rantoul	8,717	50,540
80	El Paso	8,715	115,350
81	Kansas City, Mo.-Kans.	8,710	461,740
82	Flint	8,679	166,430
83	Saginaw	8,678	70,700
84	Denver-Boulder	8,672	488,600
85	Roanoke	8,670	73,520
86	Waterloo-Cedar Falls	8,649	44,060
87	Grand Rapids	8,643	177,710
88	Augusta, Ga.-S. C.	8,641	83,560
89	Chattanooga, Tenn.-Ga.	8,640	132,810
90	Pittsfield (Official S.M.S.A.)	8,639	30,460
	Pittsfield (county basis)	7,284	50,990
91	Shreveport	8,631	115,340
92	Laredo	8,613	22,310
93	Sandusky, Ohio	8,605	25,420
94	Midland, Texas	8,603	21,390
95	Wichita Falls, Tex.	8,602	44,070
96	Nashville-Davidson	8,587	248,670
97	Pocatello, Idaho	8,560	17,840
98	Paterson-Clifton-Passaic, N. J. (1)	8,556	158,550
99	Rockford	8,554	91,360
100	Clarksville-Hopkinsville, Tenn.-Ky.	8,550	36,240
101	Grand Forks, N. D.	8,541	20,440
102	Bangor, Maine (county basis)	8,528	40,850
103	Houma, La.	8,510	22,470
104	Hutchinson, Kans.	8,503	22,590
105	Madison	8,495	103,270
106	Chicago(2)	8,470	2,401,560
107	Columbia, S. C.	8,462	101,620
108	Providence-Warwick-Pawtucket (Official S.M.S.A.)	8,458	297,220
	Providence-Warwick-Pawtucket (county basis)	7,764	325,200
109	Monroe, La.	8,452	39,830
109	Salinas-Seaside-Monterey	8,452	78,760
111	Oklahoma City	8,444	269,840
112	Bowling Green, Ky.	8,441	20,880
113	Lakeland-Winter Haven, Fla.	8,428	88,300
114	Portland, Ore.-Wash.	8,389	391,200
115	Montgomery	8,387	78,190
116	Modesto	8,380	72,950
117	Boise City, Idaho	8,378	42,390
118	Indianapolis	8,375	387,150
119	Appleton-Oshkosh	8,366	88,170
120	Rochester, Minn.	8,341	29,650
121	Atlantic City	8,334	71,200
122	Richmond, Va.	8,322	187,720
123	Albuquerque	8,321	120,780
124	Gary-Hammond-East Chicago, Ind.(2)	8,305	203,090
125	Eau Claire	8,298	24,190
126	Spokane	8,288	107,880
127	Bloomington-Normal, Ill.	8,286	38,910
128	Phoenix	8,281	389,860
129	Topeka	8,272	67,650
130	Little Rock-North Little Rock	8,270	121,600
131	Minneapolis-St. Paul, Minn.-Wis.	8,268	676,340
132	Joplin, Mo.	8,257	32,510
133	St. Joseph, Mo.	8,231	37,350
134	Corpus Christi	8,209	94,160
135	San Jose	8,188	387,300
136	Johnson City, Tenn.	8,180	26,110
137	Seattle-Everett	8,177	508,110
138	Charleston, W. Va.	8,167	90,790
139	Evansville, Ind.-Ky.	8,164	100,900
140	Salt Lake City-Ogden	8,160	239,660
141	Panama City, Fla.	8,159	28,460
142	Kalamazoo-Portage	8,143	85,200
143	Albany, Ga.	8,141	32,470
144	Houston	8,137	743,810
145	Tacoma	8,129	133,750
146	Springfield, Ill.	8,115	64,050
147	Mansfield	8,108	42,260
148	Waterbury (Official S.M.S.A.)	8,103	68,910
149	Lansing-East Lansing	8,096	139,650
150	Jackson, Mich.	8,076	46,420
151	Medford, Ore.	8,063	39,020
152	St. Cloud, Minn.	8,058	39,720
153	Tyler, Tex.	8,044	36,210
154	Meridian, Miss.	8,041	23,380
155	Richland-Kennewick, Wash.	8,040	32,340
156	Davenport-Rock Island, Ia.-Ill.	8,038	126,330
156	Bristol (Official S.M.S.A.)	8,038	21,750
158	Macon	8,031	75,020
159	Charlotte-Gastonia, N. C.	8,016	194,520
160	Long Beach-Asbury Park, N. J.	7,992	152,490
161	Sherman-Denison	7,988	26,770
162	Lafayette-West Lafayette, Ind.	7,975	37,030
163	Honolulu	7,971	211,890
163	Texarkana, Tex.-Ark.	7,971	39,710
165	Hagerstown, Md.	7,968	35,740
166	Melbourne-Titusville-Cocoa, Fla.	7,965	75,570
167	Meriden (Official S.M.S.A.)	7,949	19,500
167	Huntsville	7,949	91,560
169	Quincy, Ill.	7,945	24,830
170	Abilene, Texas	7,944	44,590
171	Anderson, Ind.	7,940	49,080
172	St. Louis, Mo.-Ill.	7,902	824,810
172	Cleveland	7,902	689,110
174	Bloomington, Ind.	7,900	29,930
175	Jackson, Miss.	7,897	84,300
176	Bay City, Mich.	7,884	38,170
177	Baton Rouge	7,882	123,480
178	Hamilton-Middletown, Ohio	7,880	76,600
179	Lexington-Fayette	7,872	96,690
180	Detroit	7,863	1,458,830
181	San Angelo, Texas	7,855	25,480
182	Columbus, Ga.-Ala.	7,850	72,370
182	Toledo, Ohio-Mich.	7,850	259,150
184	Louisville, Ky.-Ind.	7,845	303,810
185	Fort Myers, Fla.	7,841	54,630
186	Pine Bluff, Ark.	7,840	27,810
187	Fayetteville, N. C.	7,832	58,170
188	Iowa City, Iowa	7,819	25,840
189	Knoxville	7,812	146,990
189	Eugene-Springfield	7,812	81,290
191	Bellingham, Wash.	7,803	31,320
192	Yakima	7,800	52,020
193	Charlottesville, Va.	7,755	27,540
194	Salem, Ore.	7,743	70,820
195	Colorado Springs	7,723	89,910
196	Springfield, Mo.	7,705	66,610
197	Omaha, Neb.-Iowa	7,698	192,320
197	Lawton	7,698	30,690
199	Anaheim-Santa Ana-Garden Grove, Calif.	7,689	540,210
200	Savannah	7,684	70,980
201	West Palm Beach-Boca Raton	7,682	161,250
201	Columbus, Ohio	7,682	358,310
203	Lincoln	7,681	63,670
204	Tampa-St. Petersburg	7,675	541,020
205	Owensboro	7,674	27,700
206	Brownsville-Harlingen-San Benito, Tex.	7,673	44,940
207	Racine	7,669	55,660
208	Muncie	7,662	44,360
209	Bakersfield	7,654	113,030
210	Fort Lauderdale-Hollywood	7,645	309,500
211	Tucson	7,641	143,700
212	Sarasota	7,630	65,730
213	Newark, N. J.(1)	7,626	700,500
214	Beaumont-Port Arthur-Orange	7,624	118,370
215	Baltimore	7,617	687,030
216	Rochester, N. Y.	7,612	314,810
217	Birmingham, Ala.	7,605	265,420
218	Portsmouth, Ohio	7,603	27,820
219	Dayton	7,602	289,260
220	Visalia, Calif.	7,598	66,050
221	Columbia, Mo.	7,571	27,930
222	Hot Springs, Ark.	7,570	24,280
223	Cincinnati, Ohio-Ky.-Ind.	7,569	471,530
224	Trenton	7,559	106,830
225	Danville, Ill.	7,558	33,910
226	Rome, Ga.	7,546	25,040
227	Raleigh-Durham	7,540	148,930
228	Los Angeles-Long Beach	7,539	2,569,760
229	Vineland-Millville-Bridgeton, N. J.	7,536	43,580
230	Gadsden	7,527	32,970
231	Philadelphia, Pa.-N. J.	7,520	1,619,160
232	New Britain (Official S.M.S.A.)	7,511	46,860
233	Clarksburg, W. Va.	7,505	28,190
234	Stockton	7,503	103,430
235	Asheville	7,490	56,790
236	San Antonio	7,489	298,100
237	McAllen-Pharr-Edinburg, Tex.	7,484	55,860
238	Santa Rosa	7,475	83,400
239	Elmira, N. Y.	7,468	33,540
240	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	7,465	187,980
241	New Orleans	7,464	356,630
242	Waco	7,461	54,110
242	Sheboygan	7,461	33,520
244	Akron	7,460	224,820
245	Petersburg-Colonial Heights-Hopewell	7,426	40,040
246	Mobile	7,423	122,970
247	Canton	7,418	132,490
248	Lafayette, La.	7,413	36,100
249	Williamsport, Pa.	7,389	38,740
250	San Francisco-Oakland	7,376	1,168,250
251	Duluth-Superior, Minn.-Wis.	7,350	92,420
252	Erie	7,322	89,100
253	Newport News-Hampton	7,320	106,270
254	Newark, Ohio	7,315	37,530
255	Worcester (Official S.M.S.A.)	7,305	115,320
	Worcester-Fitchburg-Leominster (county basis)	6,207	213,430
256	Fayetteville-Springdale, Ark.	7,279	51,780
257	Rocky Mount, N. C.	7,275	35,950
258	Midland, Mich.	7,267	20,600
259	Tulsa	7,259	205,030
260	Biloxi-Gulfport	7,257	52,430
261	Parkersburg-Marietta, W. Va.-Ohio	7,251	50,260
262	Greeley, Colo.	7,250	33,720
263	Fort Collins, Colo.	7,244	37,950
264	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	7,243	169,360
	Springfield-Chicopee-Holyoke (county basis)	6,637	196,290
265	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	7,227	228,140
266	Watertown, N. Y.	7,226	30,860
267	Battle Creek	7,224	60,900
268	Youngstown-Warren	7,197	178,630
269	Sacramento	7,192	304,410
270	York, Pa.	7,186	118,410
271	Lebanon, Pa.	7,178	34,420
272	Wheeling, W. Va.-Ohio	7,176	63,500
273	Tallahassee	7,174	43,500
274	Cumberland, Md.	7,172	30,210
275	Brockton (Official S.M.S.A.)	7,171	47,720
	Brockton (county basis)	5,973	115,520
276	Greensboro-Winston Salem-High Point, N. C.	7,138	255,760
277	Decatur, Ala.	7,134	27,320
278	Wausau, Wis.	7,131	32,130
279	Lynchburg	7,128	45,270
280	Anderson, S. C.	7,119	38,900
281	Charleston, S. C.	7,103	104,670
282	Binghamton, N. Y.-Pa.	7,083	101,530
283	Kingsport-Bristol	7,066	83,440
284	Galveston-Texas City	7,065	61,830
285	San Diego	7,040	508,830
286	Daytona Beach	7,030	79,980
287	Enid, Okla.	7,028	21,950
288	Burlington, N. C.	7,010	33,530
289	Greenville-Spartanburg, S. C.	7,007	172,280
290	Syracuse	6,972	209,550
291	Santa Barbara-Santa Maria-Lompoc	6,915	95,100
291	Oxnard-Simi Valley-Ventura, Calif.	6,915	130,060
293	Tuscaloosa, Ala.	6,913	37,820
294	Kenosha	6,910	39,310
295	Lake Charles, La.	6,908	46,420
296	Anniston, Ala.	6,892	33,640
297	Austin	6,862	124,900
298	Muskegon-Muskegon Heights	6,856	57,970
299	Altoona	6,851	48,050
300	Poughkeepsie	6,850	71,170
301	Lawrence-Haverhill (Official S.M.S.A.)	6,821	83,410
302	Jamestown, N. Y.	6,812	50,940
303	Pensacola	6,761	83,650
304	Allentown-Bethlehem-Easton, Pa.-N. J.	6,746	212,800
305	Bryan-College Station, Tex.	6,727	21,030
306	Buffalo	6,725	451,120
307	Springfield, Ohio	6,700	64,420
308	Reading	6,693	109,290
309	Florence, Ala.	6,689	39,690
310	Utica-Rome	6,658	111,080
311	Wilmington, N. C.	6,637	41,730
312	Pittsburgh	6,630	810,590
313	Bremerton, Wash.	6,605	36,670
314	Riverside-San Bernardino-Ontario	6,565	413,140
315	Alexandria, La.	6,560	42,160
316	Huntington-Ashland, W. Va.-Ky.-Ohio	6,533	101,910
317	Danville, Va.	6,506	33,830
318	Lowell (Official S.M.S.A.)	6,487	63,250
319	Fitchburg-Leominster (Official S.M.S.A.)	6,457	30,700
320	Killeen-Temple, Tex.	6,443	58,940
321	Johnstown, Pa.	6,414	87,990
322	Vallejo-Fairfield-Napa, Calif.	6,404	89,460
323	New Castle	6,377	35,990
324	Albany-Schenectady-Troy	6,349	277,040
325	Northeast Pennsylvania	6,340	221,320
326	New York, N. Y.-N. J.(1)	6,311	3,665,240
327	Fort Smith, Ark.-Okla.	6,233	60,580
328	Steubenville-Weirton, Ohio-W. Va.	6,096	56,970
329	Provo-Orem, Utah	6,094	44,670
330	Santa Cruz	6,069	55,390
331	Fall River (Official S.M.S.A.)	5,699	58,170
332	New Bedford (Official S.M.S.A.)	5,531	57,380
	New Bedford-Fall River (county basis)	5,504	161,630
333	Jersey City, N. J.(1)	5,498	221,660
	Total Metro Areas	7,863	53,935,170
	(1) New York-Northeastern N. J. Consolidated Area	6,890	5,707,740
	(2) Chicago, Ill.-Northwestern Ind. Consolidated Area	8,457	2,604,650

U. S. AVERAGE RETAIL SALES PER HOUSEHOLD—$7,600

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

Metro Area Food Store Sales, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	New York, N. Y.-N. J.(1)	6,068,461
2	Los Angeles-Long Beach	4,589,118
3	Chicago(2)	3,864,762
4	Philadelphia, Pa.-N. J.	2,915,588
5	Detroit	2,460,514
6	San Francisco-Oakland	2,138,671
7	Washington, D. C.-Md.-Va.	1,841,144
8	Boston (Official S.M.S.A.)	1,628,890
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,910,401
9	Nassau-Suffolk, N. Y.(1)	1,604,202
10	Pittsburgh	1,545,234
11	Dallas-Fort Worth	1,454,251
12	Houston	1,381,317
13	Cleveland	1,353,971
14	St. Louis, Mo.-Ill.	1,337,582
15	Newark, N. J.(1)	1,299,767
16	Baltimore	1,185,733
17	Atlanta	1,078,239
18	Minneapolis-St. Paul, Minn.-Wis.	1,023,871
19	Seattle-Everett	979,909
20	Miami	947,553
21	Anaheim-Santa Ana-Garden Grove, Calif.	902,100
22	Milwaukee	850,918
23	Cincinnati, Ohio-Ky.-Ind.	840,027
24	Tampa-St. Petersburg	800,038
25	Kansas City, Mo.-Kans.	788,691
26	Buffalo	765,909
27	Denver-Boulder	745,224
28	San Diego	742,340
29	Riverside-San Bernardino-Ontario	676,647
30	San Jose	671,024
31	Portland, Ore.-Wash.	627,907
32	Indianapolis	609,953
33	Phoenix	609,464
34	New Orleans	605,531
35	Providence-Warwick-Pawtucket (Official S.M.S.A.)	577,130
	Providence-Warwick-Pawtucket (county basis)	562,777
36	Rochester, N. Y.	575,365
37	Columbus, Ohio	574,432
38	Louisville, Ky.-Ind.	534,538
39	Sacramento	521,974
40	Nashville-Davidson	510,536
41	Dayton	508,369
42	Hartford (Official S.M.S.A.)	506,198
	Hartford-New Britain-Bristol (county basis)	592,081
43	Fort Lauderdale-Hollywood	494,484
44	Birmingham, Ala.	485,648
45	Memphis, Tenn.-Ark.-Miss.	485,115
46	Toledo, Ohio-Mich.	474,179
47	Albany-Schenectady-Troy	470,822
48	San Antonio	450,961
49	Jacksonville, Fla.	421,506
50	Northeast Pennsylvania	405,561
51	Oklahoma City	404,064
52	Greensboro-Winston-Salem-High Point, N. C.	399,513
53	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	396,307
54	Gary-Hammond-East Chicago, Ind.(2)	387,636
55	Allentown-Bethlehem-Easton, Pa.-N. J.	385,996
56	Akron	381,495
57	Syracuse	374,862
58	Salt Lake City-Ogden	364,952
59	Richmond, Va.	363,868
60	Wilmington, Del.-N. J.-Md.	349,265
61	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	347,517
62	Jersey City, N. J.(1)	345,253
63	Orlando	344,276
64	Grand Rapids	339,997
65	Youngstown-Warren	331,816
66	Tulsa	318,973
67	Charlotte-Gastonia, N. C.	313,500
68	New Haven-West Haven (Official S.M.S.A.)	306,692
	New Haven-West Haven-Waterbury-Meriden (county basis)	578,323
69	Greenville-Spartanburg, S. C.	304,906
70	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	304,848
	Springfield-Chicopee-Holyoke (county basis)	318,787
71	Bridgeport (Official S.M.S.A.)	303,814
	Bridgeport-Stamford-Norwalk (county basis)	628,055
72	Long Branch-Ashbury Park, N. J.	301,327
73	Honolulu	297,003
74	Flint	290,195
75	West Palm Beach-Boca Raton	286,519
76	Omaha, Neb.-Iowa	285,504
77	Knoxville	275,641
78	Paterson-Clifton-Passaic, N. J.(1)	270,869
79	Canton	267,026
80	Chattanooga, Tenn.-Ga.	263,608
81	Fresno	263,569
82	Harrisburg	249,132
83	Wichita	245,251
84	Beaumont-Port Arthur-Orange	236,762
85	Raleigh-Durham	234,504
86	Tacoma	227,269
87	Oxnard-Simi Valley-Ventura, Calif.	225,492
88	Worcester (Official S.M.S.A.)	217,937
	Worcester-Fitchburg-Leominster (county basis)	360,728
89	Fort Wayne	214,614
90	Mobile	213,936
91	Lansing-East Lansing	213,146
92	Peoria	207,563
93	Tucson	206,711
94	Des Moines	204,683
95	Bakersfield	201,664
96	Binghamton, N. Y.-Pa.	198,123
97	Davenport-Rock Island-Moline, Iowa-Ill.	197,778
98	Utica-Rome	194,365
99	Lancaster	194,238
100	Stockton	193,114
101	Corpus Christi	190,909
102	Baton Rouge	186,463
103	Newport News-Hampton	185,851
104	York, Pa.	185,506
105	Albuquerque	184,400
106	Stamford (Official S.M.S.A.)	183,176
107	Spokane	182,891
108	Lexington-Fayette	178,842
109	Huntington-Ashland, W. Va.-Ky.-Ohio	178,723
110	Lakeland-Winter Haven, Fla.	177,707
111	El Paso	174,762
112	Huntsville	173,967
113	Las Vegas	172,889
114	Evansville, Ind.-Ky.	172,700
115	Charleston, W. Va.	172,343
116	Trenton	171,698
117	Austin	170,780
118	Charleston, S. C.	170,013
119	Melbourne-Titusville-Cocoa, Fla.	168,311
120	Duluth-Superior, Minn.-Wis.	167,282
121	Waterbury (Official S.M.S.A.)	166,758
122	Little Rock-North Little Rock	165,092
123	Erie	164,900
124	Columbia, S. C.	162,013
125	South Bend	159,638
126	Reading	158,413
127	Shreveport	158,331
128	New London-Norwich (Official S.M.S.A.)	158,179
	New London-Norwich (county basis)	148,636
129	Kalamazoo-Portage	157,903
130	Lorain-Elyria	155,846
131	Santa Rosa	155,042
132	Jackson, Miss.	154,453
133	Santa Barbara-Santa Maria-Lompoc	152,638
134	Madison	151,868
135	Poughkeepsie	149,445
136	Lawrence-Haverhill (Official S.M.S.A.)	149,112
137	Rockford	148,284
138	Appleton-Oshkosh	148,004
139	Augusta, Ga.-S. C.	145,128
140	Macon	144,511
141	Portland, Maine (Official S.M.S.A.)	142,940
	Portland, Maine (county basis)	154,206
142	Vallejo-Fairfield-Napa, Calif.	141,320
143	Daytona Beach	141,201
144	Johnstown, Pa.	139,374
145	Ann Arbor	136,295
146	Montgomery	135,306
147	Pensacola	134,396
148	Eugene-Springfield	131,647
149	Savannah	131,058
150	Salinas-Seaside-Monterey, Calif.	130,929
151	Hamilton-Middletown, Ohio	127,173
152	Galveston-Texas City	126,213
153	Roanoke	125,468
154	Wheeling, W. Va.-Ohio	124,884
155	Lima	124,811
156	Kingsport-Bristol, Tenn.-Va.	124,660
157	Modesto	122,795
158	Salem, Ore.	118,645
159	Columbus, Ga.-Ala.	118,230
160	Saginaw	117,019
161	Visalia, Calif.	113,861
162	Atlantic City	113,719
163	Norwalk (Official S.M.S.A.)	110,700
164	Topeka	109,986
165	Springfield, Ohio	109,662
166	Racine	108,191
167	Lowell (Official S.M.S.A.)	107,899
168	Lubbock	106,620
169	Muskegon-Muskegon Heights	105,765
170	Colorado Springs	104,917
171	Steubenville-Weirton, Ohio-W. Va.	104,493
172	Amarillo	102,841
173	Battle Creek	102,150
174	Sarasota	102,130
175	Springfield, Ill.	100,779
176	Yakima	98,787
177	Waco	97,212
178	Asheville	96,952
179	Danbury (Official S.M.S.A.)	96,110
180	Parkersburg-Marietta, W. Va.-Ohio	95,826
181	Terre Haute	95,680
182	Santa Cruz	94,708
183	Cedar Rapids	94,411
184	Brockton (Official S.M.S.A.)	89,954
	Brockton (county basis)	191,504
185	New Britain (Official S.M.S.A.)	89,719
186	Green Bay	88,843
187	McAllen-Pharr-Edinburgh, Tex.	87,942
188	Fall River (Official S.M.S.A.)	87,565
189	Altoona	87,361
190	Lynchburg	86,147
191	Jamestown, N. Y.	85,679
192	New Bedford (Official S.M.S.A.)	85,509
	New Bedford-Fall River (county basis)	248,655
193	Reno	85,017
194	Biloxi-Gulfport	84,634
195	Mansfield	84,195
196	Springfield, Mo.	83,522
197	Fort Smith, Ark.-Okla.	82,611
198	Fort Myers, Fla.	81,933
199	Vineland-Millville-Bridgeton, N. J.	81,758
200	Gainesville, Fla.	80,883
201	Anderson, Ind.	80,426
202	Petersburg-Colonial Heights-Hopewell	79,897
203	Lincoln	79,594
204	Champaign-Urbana-Rantoul	79,345
205	Brownsville-Harlingen-San Benito, Tex.	78,681
206	Fayetteville, N. C.	77,881
207	Jackson, Mich.	77,522
208	Bangor, Maine (county basis)	77,202
209	Janesville-Beloit	76,054
210	Williamsport, Pa.	75,273
211	Boise City, Idaho	75,190
212	Waterloo-Cedar Falls	73,259
213	Elkhart	73,062
214	Manchester (Official S.M.S.A.)	72,234
	Manchester-Nashua (county basis)	126,374
215	Lake Charles, La.	71,921
216	Killeen-Temple, Tex.	71,773
217	Bremerton, Wash.	71,394
218	Abilene, Texas	71,230
219	Tuscaloosa, Ala.	70,978
220	Wichita Falls, Tex.	70,954
221	Anderson, S. C.	70,526
222	New Castle	69,219
223	Richland-Kennewick, Wash.	68,960
224	Florence, Ala.	68,588
225	Kenosha	68,477
226	Decatur, Ill.	68,256
227	Muncie	67,315
228	Newark, Ohio	67,291
229	Pittsfield (Official S.M.S.A.)	67,162
	Pittsfield (county basis)	99,260
230	Bay City, Mich.	66,700
231	Lebanon, Pa.	66,610
232	Pueblo	66,120
233	Odessa	65,793
234	Texarkana, Tex.-Ark.	65,261
235	Wilmington, N. C.	65,238
236	Longview, Texas	65,027
237	Sioux City, Iowa-Neb.	64,173
238	Hagerstown, Md.	63,675
239	Provo-Orem, Utah	63,171
240	Burlington, Vt. (county basis)	62,510
241	Tyler, Tex.	62,195
242	Fargo-Moorhead, N. D.-Minn.	62,079
243	Lafayette-West Lafayette, Ind.	62,048
244	Nashua (Official S.M.S.A.)	61,758
245	Danville, Ill.	61,655
246	Elmira, N. Y.	60,876
247	Fayetteville-Springdale, Ark.	60,239
248	St. Cloud, Minn.	59,782
249	Clarksville-Hopkinsville, Tenn.-Ky	59,522
250	Burlington, N. C.	59,403
251	Bristol (Official S.M.S.A.)	58,619
252	Cumberland, Md.	57,685
253	Rocky Mount, N. C.	57,451
254	Medford, Ore.	56,983
255	St. Joseph, Mo.	56,922
256	Kankakee, Ill.	56,911
257	Monroe, La.	56,630
258	Anniston, Ala.	56,618
259	Sherman-Denison	56,477
260	Danville, Va.	56,444
261	Jackson, Tenn.	55,424
262	Tallahasse	55,294
263	Charlottesville, Va.	55,251
264	Alexandria, La.	54,939
265	Panama City, Fla.	54,809
266	Anchorage	54,501
267	Gadsden	54,477
268	Billings	54,282
269	Florence, S. C.	53,900
270	Kokomo	53,449
271	Bellingham, Wash.	52,272
272	Watertown, N. Y.	51,926
273	Fitchburg-Leominster (Official S.M.S.A.)	51,292
274	Sheboygan	51,234
275	Sandusky, Ohio	51,099
276	Portsmouth, Ohio	51,003
277	Rome, Ga.	50,871
278	Owensboro	50,505
279	Fond du Lac, Wis.	50,136
280	Clarksburg, W. Va.	50,029
281	Lafayette, La.	49,730
282	Lewiston-Auburn (Official S.M.S.A.)	48,801
	Lewiston-Auburn (county basis)	57,090
283	Albany, Ga.	48,792
284	Bloomington-Normal, Ill.	48,435
285	Decatur, Ala.	48,260
286	Wausau, Wis.	48,116
287	Fort Collins, Colo.	47,968
288	Bloomington, Ind.	47,589
289	Laredo	47,574
290	La Crosse	46,759
291	Richmond, Ind.	46,712
292	Marion, Ind.	46,700
293	San Angelo, Texas	46,301
294	Dubuque	46,158
295	Joplin, Mo.	45,765
296	Pine Bluff, Ark.	45,690
297	Great Falls, Mont.	45,354
298	Sioux Falls, S. D.	45,337
299	Athens, Ga.	44,140
300	Meriden (Official S.M.S.A.)	43,707
301	Greeley, Colo.	43,455
302	Midland, Texas	43,405
303	Victoria, Tex.	43,303
304	Fort Pierce, Fla.	43,099
305	Valdosta, Ga.	43,073
306	Eau Claire	42,471
307	Paducah, Ky.	42,341
308	Houma, La.	42,326
309	Rochester, Minn.	42,242
310	Iowa City, Iowa	40,285
311	Lawton	39,591
312	Hutchinson, Kans.	39,183
313	Missoula, Mont.	38,251
314	Quincy, Ill.	38,145
315	Hattiesburg, Miss.	38,076
316	Midland, Mich.	37,856
317	Columbia, Mo.	36,542
318	Dothan, Ala.	36,284
319	Meridian, Miss.	35,346
320	Pocatello, Ida.	35,262
321	Idaho Falls	35,217
322	Lewiston, Ida.	34,879
323	Bowling Green, Ky.	34,634
324	Johnson City, Tenn.	33,843
325	Santa Fe	33,621
326	Rapid City, S. D.	33,563
327	Bryan-College Station, Tex.	33,124
328	Hot Springs, Ark.	30,921
329	Salina, Kans.	30,596
330	Enid, Okla.	30,268
331	Casper, Wyo.	25,190
332	Grand Forks, N. D.	24,580
333	Manhattan, Kans.	22,921
	Total Metro Areas	93,467,000
(1)	New York-Northeastern N. J. Consolidated Area	9,936,069
(2)	Chicago, Ill.-Northwestern Ind. Consolidated Area	4,252,398

U. S. TOTAL FOOD STORE SALES—$120,466,131(000)

Metro Area Drug Store Sales, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	Los Angeles-Long Beach	725,786
2	Chicago(2)	658,449
3	New York, N. Y.-N. J.(1)	592,741
4	Washington, D. C.-Md.-Va.	423,878
5	Detroit	410,983
6	Philadelphia, Pa.-N. J.	336,101
7	San Francisco-Oakland	326,946
8	Dallas-Fort Worth	251,833
9	Boston (Official S.M.S.A.)	228,609
	Boston-Lawrence Haverhill-Lowell (county basis)	267,325
10	St. Louis, Mo.-Ill.	201,962
11	Pittsburgh	196,712
12	Baltimore	184,768
13	Houston	178,703
14	Minneapolis-St. Paul, Minn.-Wis.	175,649
15	Kansas City, Mo.-Kans.	165,707
16	Cleveland	163,821
17	Miami	161,212
18	Atlanta	160,674
19	Seattle-Everett	153,777
20	Denver-Boulder	152,049
21	Anaheim-Santa Ana-Garden Grove, Calif.	146,485
22	Tampa-St. Petersburg	145,240
23	Nassau-Suffolk, N. J.(1)	142,887
24	Newark, N. J.(1)	134,601
25	Phoenix	130,142
26	San Diego	115,299
27	Cincinnati, Ohio-Ky.-Ind.	114,293
28	Indianapolis	113,803
29	San Jose	113,148
30	Salt Lake City-Ogden	105,773
31	Milwaukee	101,477
32	Buffalo	101,358
33	New Orleans	98,361
34	Sacramento	94,304
35	Hartford (Official S.M.S.A.)	94,081
	Hartford-New Britain-Bristol (county basis)	101,309
36	Jacksonville, Fla.	90,839
37	Riverside-San Bernardino-Ontario	88,377
38	Providence-Warwick-Pawtucket (Official S.M.S.A.)	86,247
	Providence-Warwick-Pawtucket (county basis)	92,759
39	Louisville, Ky.-Ind.	79,951
40	Columbus, Ohio	75,176
41	Fort Lauderdale-Hollywood	73,690
42	Rochester, N. Y.	70,757
43	Memphis, Tenn.-Ark.-Miss.	70,052
44	Nashville-Davidson	66,090
45	Portland, Ore.-Wash.	60,939
46	Orlando	60,268
47	Dayton	58,749
48	San Antonio	58,005
49	Greensboro-Winston Salem-High Point, N. C.	57,135
50	Richmond, Va.	56,962
51	Birmingham, Ala.	55,093
52	Fresno	54,792
53	Oklahoma City	54,277
54	Toledo, Ohio-Mich.	54,271
55	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	50,193
56	Omaha, Neb.-Iowa	47,999
57	Flint	47,911
58	Gary-Hammond-East Chicago, Ind.(2)	47,469
59	West Palm Beach-Boca Raton	47,001
60	Grand Rapids	46,711
61	Honolulu	46,631
62	New Haven-West Haven (Official S.M.S.A.)	46,568
	New Haven-West Haven-Waterbury-Meriden (county basis)	71,288
63	Syracuse	46,151
64	Albuquerque	45,336
65	Tulsa	45,257
66	Albany-Schenectady-Troy	44,595
67	Akron	44,383
68	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	44,173
	Springfield-Chicopee-Holyoke (county basis)	46,084
69	Knoxville	42,978
70	Bridgeport (Official S.M.S.A.)	42,889
	Bridgeport-Stamford-Norwalk (county basis)	73,568
71	Wilmington, Del.-N. J.-Md.	42,879
72	Greenville-Spartanburg, S. C.	42,457
73	Northeast Pennsylvania	42,383
74	Charlotte-Gastonia, N. C.	40,839
75	Tucson	38,071
76	Youngstown-Warren	37,561
77	Tacoma	37,240
78	Las Vegas	36,925
79	Wichita	36,799
80	Chattanooga, Tenn.-Ga.	36,253
81	Allentown-Bethlehem-Easton, Pa.-N. J.	36,041
82	Oxnard-Simi Valley-Ventura, Calif.	35,323
83	New Brunswick-Perth-Amboy-Sayreville, N. J.(1)	35,010
84	Harrisburg	34,912
85	Raleigh-Durham	33,441
86	Davenport-Rock Island-Moline, Ia.-Ill.	31,538
87	Bakersfield	31,531
88	Beaumont-Port Arthur-Orange	30,962
89	Little Rock-North Little Rock	30,743
90	Spokane	30,740
91	Mobile	30,192
92	Jersey City, N. J.(1)	30,091
93	Baton Rouge	28,937
94	Fort Wayne	28,506
95	Madison	28,035
96	Worcester (Official S.M.S.A.)	27,891
	Worcester-Fitchburg-Leominster (county basis)	45,013
97	Lansing-East Lansing	27,326
98	Modesto	27,296
99	Lexington-Fayette	26,580
100	Ann Arbor	26,212
101	Santa Barbara-Santa-Maria-Lompoc	26,180
102	El Paso	26,164
103	Lakeland-Winter Haven, Fla.	25,841
104	Long Branch-Ashbury Park, N. J.	25,834
105	Paterson-Clifton-Passaic, N. J.(1)	25,358
106	Stockton	25,301
107	Daytona Beach	25,266
108	Austin	25,113
109	Des Moines	24,880
110	Charleston, W. Va.	24,474
111	Utica-Rome	24,469
112	Roanoke	24,236
113	Topeka	24,045
114	Shreveport	23,711
115	Melbourne-Titusville-Cocoa, Fla.	23,533
116	Amarillo	23,522
117	Reno	23,206
118	Eugene-Springfield	23,136
119	Augusta, Ga.-S. C.	23,048
120	Evansville, Ind.-Ky.	22,974
121	Salem, Ore.	22,574
122	Newport News-Hampton	22,418
123	Santa Rosa	21,998
124	South Bend	21,980
125	Trenton	21,926
126	Corpus Christi	21,787
127	Canton	21,465
128	Colorado Springs	21,301
129	Erie	21,226
130	Peoria	20,925
131	Charleston, S. C.	20,842
132	Stamford (Official S.M.S.A.)	20,785
133	Jackson, Miss.	20,692
134	Rockford	20,354
135	Huntsville	20,203
136	Salinas-Seaside-Monterey, Calif.	19,998
137	Pensacola	19,843
138	Savannah	19,788
139	New London-Norwich (Official S.M.S.A.)	19,688
	New London-Norwich (county basis)	17,329
139	Columbia, S. C.	19,688
141	Vallejo-Fairfield-Napa, Calif.	19,667
142	Duluth-Superior, Minn.-Wis.	19,661
143	Sarasota	19,392
144	Hamilton-Middletown, Ohio	19,227
145	York, Pa.	19,178
146	Santa Cruz	18,923
147	Visalia, Calif.	18,879
148	Binghamton, N. Y.-Pa.	18,876
149	Springfield, Mo.	18,846
150	Boise City, Idaho	18,783
151	Lawrence-Haverhill (Official S.M.S.A.)	18,551
152	Macon	18,479
153	Huntington-Ashland, W. Va.-Ky.-Ohio	18,286
154	Kingsport-Bristol, Tenn.-Va.	18,179
155	Lancaster	18,069
156	Montoomery	18,029
157	Appleton-Oshkosh	17,883
158	Springfield, Ill.	17,502
159	Joplin, Mo.	17,316
160	Waterbury (Official S.M.S.A.)	17,299
161	Galveston-Texas City	17,274
162	Kalamazoo-Portage	17,080
163	Saginaw	16,747
164	Lowell (Official S.M.S.A.)	16,690
165	Lubbock	16,064
166	Columbus, Ga.-Ala.	15,824
167	Atlantic City	15,520
168	Terre Haute	14,980
169	New Britain (Official S.M.S.A.)	14,937
170	Sioux Falls, S. D.	14,437
171	Fort Myers, Fla.	14,406
172	Pueblo	14,375
173	Cedar Rapids	13,898
174	Lorain-Elyria	13,875
175	Richland-Kennewick, Wash.	13,831
176	Poughkeepsie	13,537
177	Reading	13,533
178	Muskegon-Muskegon Heights	13,425
179	Yakima	13,268
180	Provo-Orem, Utah	13,176
181	New Bedford (Official S.M.S.A.)	13,112
	New Bedford-Fall River (county basis)	29,762
182	Anderson, Ind.	12,964
183	Elkhart	12,936
184	Waco	12,898
185	Wheeling, W. Va.-Ohio	12,816
186	Sioux City, Iowa-Neb.	12,674
187	Lincoln	12,529
188	Springfield, Ohio	12,524
189	Asheville	12,479
190	Lynchburg	12,467
191	Odessa	12,432
192	Midland, Texas	12,243
193	Bremerton, Wash.	12,187
194	Fall River (Official S.M.S.A.)	12,140
195	Tallahassee	11,929
196	Billings	11,771
197	McAllen-Pharr-Edinburg, Tex.	11,754
198	Racine	11,689
199	Battle Creek	11,679
200	Anchorage	11,620
201	Muncie	11,552
202	Clarksburg, W. Va.	11,532
203	Medford, Ore.	11,524
204	Portland, Maine (Official S.M.S.A.)	11,434
	Portland, Maine (county basis)	12,038
205	Biloxi-Gulfport	11,429
206	Johnstown, Pa.	11,407
207	Great Falls, Mont.	11,332
208	Waterloo-Cedar Falls	11,246
209	Rochester, Minn.	11,144
210	St. Joseph, Mo.	11,126
211	Longview, Texas	11,031
212	Norwalk (Official S.M.S.A.)	10,913
213	Lima	10,781
214	Petersburg-Colonial Heights-Hopewell	10,748
215	Janesville-Beloit	10,564
216	Wichita Falls, Tex.	10,525
217	Champaign-Urbana-Rantoul	10,525
218	Steubenville, Weirton, Ohio-W. Va.	10,412
219	St. Cloud, Minn.	10,404
220	Sherman-Denison	10,354
221	Brockton (Official S.M.S.A.)	10,114
	Brockton (county basis)	21,313
222	Lafayette-West Lafayette, Ind.	10,107
223	Decatur, Ill.	9,942
224	Kokomo	9,923
225	Fort Collins, Colo.	9,686
226	Green Bay	9,582
227	Fayetteville-Springdale, Ark.	9,576
228	Fargo-Moorhead, N. D.-Minn.	9,548
229	Williamsport, Pa.	9,443
230	Gainsville, Fla.	9,351
231	Laredo	9,322
232	Marion, Ind.	9,194
233	Rome, Ga.	9,176
234	Idaho Falls	9,099
235	Jamestown, N. Y.	9,050
236	Lake Charles, La.	8,988
237	Lafayette, La.	8,914
238	Dubuque	8,875
239	Abilene, Texas	8,846
240	Fort Smith, Ark.-Okla.	8,843
241	Bloomington, Ind.	8,834
242	Texarkana, Tex.-Ark.	8,802
243	Bloomington-Normal, Ill.	8,752
244	Tyler, Tex.	8,663
245	Mansfield	8,645
246	Alexandria, La.	8,642
247	Pocatello, Ida.	8,599
248	Lewiston, Ida.	8,584
249	Parkersburg-Marietta, W. Va.-Ohio	8,576
250	Owensboro	8,564
251	Brownsville-Harlingen-San Benito, Tex.	8,519
252	Gadsden	8,467
253	Bellingham, Wash.	8,393
254	Anniston, Ala.	8,379
255	Altoona	8,321
256	Bay City, Mich.	8,178
257	New Castle	8,156
258	Danbury (Official S.M.S.A.)	8,107
259	Richmond, Ind.	8,059
260	Hagerstown, Md.	8,022
261	Wilmington, N. C.	7,963
262	Monroe, La.	7,868
263	Clarksville-Hopkinsville, Tenn.-Ky.	7,832
264	Danville, Ill.	7,810
265	Newark, Ohio	7,807
266	Johnson City, Tenn.	7,792
267	Tuscaloosa, Ala.	7,736
268	Enid, Okla.	7,723
269	Kankakee, Ill.	7,716
270	Bangor, Maine (county basis)	7,709
271	Panama City, Fla.	7,705
272	Fond du Lac, Wis.	7,673
273	Fayetteville, N. C.	7,662
274	Florence, Ala.	7,535
275	Pittsfield (Official S.M.S.A.)	7,524
	Pittsfield (county basis)	10,652
276	Anderson, S. C.	7,515
277	Manchester (Official S.M.S.A.)	7,412
	Manchester-Nashua (county basis)	10,307
278	Sheboygan	7,393
279	Santa Fe	7,326
280	Burlington, N. C.	7,258
281	Iowa City, Iowa	7,183
282	Danville, Va.	7,145
283	Sandusky, Ohio	7,128
284	Jackson, Mich.	7,098
285	Charlottesville, Va.	7,017
286	Athens, Ga.	6,985
287	Paducah, Ky.	6,975
288	Fitchburg-Leominster (Official S.M.S.A.)	6,862
289	San Angelo, Texas	6,803
290	Vineland-Millville-Bridgeton, N. J.	6,714
291	Missoula, Mont.	6,610
292	Killeen-Temple, Tex.	6,590
293	Albany, Ga.	6,574
294	Cumberland, Md.	6,467
295	La Crosse	6,410
296	Greeley, Colo.	6,361
297	Rocky Mount, N. C.	6,319
298	Kenosha	6,314
299	Bowling Green, Ky.	6,305
300	Watertown, N. Y.	6,182
301	Midland, Mich.	6,131
302	Columbia, Mo.	6,082
303	Pine Bluff, Ark.	5,917
304	Elmira, N. Y.	5,895
305	Florence, S. C.	5,744
306	Hattiesburg, Miss.	5,713
307	Meridian, Miss.	5,636
308	Decatur, Ala.	5,511
309	Burlington, Vt. (county basis)	5,253
310	Hutchinson, Kans.	5,249
311	Grand Forks, N. D.	5,213
312	Wausau, Wis.	5,148
313	Lebanon, Pa.	5,090
314	Hot Springs, Ark.	5,060
315	Rapid City, S. D.	4,895
316	Meriden (Official S.M.S.A.)	4,889
317	Casper, Wyo.	4,888
318	Portsmouth, Ohio	4,808
319	Nashua (Official S.M.S.A.)	4,743
320	Jackson, Tenn.	4,628
321	Victoria, Tex.	4,596
322	Bristol (Official S.M.S.A.)	4,466
323	Quincy, Ill.	4,427
324	Lawton	4,238
325	Eau Claire	4,088
326	Valdosta, Ga.	4,036
327	Fort Pierce, Fla.	3,951
328	Lewiston-Auburn (Official S.M.S.A.)	3,886
	Lewiston-Auburn (county basis)	4,643
329	Dothan, Ala.	3,854
330	Houma, La.	3,712
331	Manhattan, Kans.	3,623
332	Salina, Kans.	3,462
333	Bryan-College Station, Tex.	3,317
	Total Metro Areas	13,458,745
(1)	New York-Northeastern N. J. Consolidated Area	960,687
(2)	Chicago, Ill.-Northwestern Ind. Consolidated Area	705,918

U. S. TOTAL DRUG STORE SALES—$16,772,024(000)

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

Metro Area General Merchandise Store Sales, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	New York, N. Y.-N. J.(1)	3,868,044
2	Chicago(2)	3,514,786
3	Los Angeles-Long Beach	3,495,872
4	Detroit	2,368,208
5	Philadelphia, Pa.-N. J.	1,984,997
6	Washington, D. C.-Md.-Va.	1,672,553
7	San Francisco-Oakland	1,482,180
8	Nassau-Suffolk, N. Y.(1)	1,463,499
9	St. Louis, Mo.-Ill.	1,415,891
10	Boston (Official S.M.S.A.)	1,352,465
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,477,528
11	Cleveland	1,215,924
12	Minneapolis-St. Paul, Minn.-Wis.	1,202,535
13	Pittsburgh	1,179,204
14	Dallas-Fort Worth	1,148,544
15	Houston	993,185
16	Atlanta	973,869
17	Anaheim-Santa Ana-Garden Grove, Calif.	874,952
18	Milwaukee	811,147
19	Baltimore	811,084
20	Cincinnati, Ohio-Ky.-Ind.	775,366
21	Seattle-Everett	753,705
22	Newark, N. J.(1)	722,326
23	Kansas City, Mo.-Kans.	713,716
24	Miami	683,555
25	San Diego	672,941
26	Indianapolis	644,566
27	Tampa-St. Petersburg	624,645
28	Columbus, Ohio	609,921
29	Denver-Boulder	602,552
30	Portland, Ore.-Wash.	593,143
31	San Jose	583,905
32	Buffalo	576,030
33	Memphis, Tenn.-Ark.-Miss.	496,827
34	Dayton	489,308
35	New Orleans	459,806
36	Rochester, N. Y.	417,324
37	Providence-Warwick-Pawtucket (Official S.M.S.A.)	414,986
	Providence-Warwick-Pawtucket (county basis)	406,825
38	Louisville, Ky.-Ind.	413,432
39	Phoenix	406,659
40	Toledo, Ohio-Mich.	399,742
41	Riverside-San Bernardino-Ontario	387,851
42	Hartford (Official S.M.S.A.)	380,571
	Hartford-New Britain-Bristol (county basis)	412,032
43	San Antonio	380,324
44	Akron	363,683
45	Oklahoma City	352,149
46	Nashville-Davidson	345,621
47	Sacramento	336,712
48	Birmingham, Ala.	334,689
49	Fort Lauderdale-Hollywood	325,914
50	Allentown-Bethlehem-Easton, Pa.-N. J.	313,069
51	Albany-Schenectady-Troy	305,748
52	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	305,746
53	Richmond, Va.	305,162
54	Northeast Pennsylvania	298,967
55	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	298,946
56	Omaha, Neb.-Iowa	297,032
57	Gary-Hammond-East Chicago, Ind.(2)	296,534
58	Wilmington, Del.-N. J.-Md.	292,856
59	Orlando	267,502
60	Youngstown-Warren	266,545
61	Honolulu	259,202
62	Tulsa	257,353
63	Syracuse	241,161
64	Salt Lake City-Ogden	240,878
65	Charlotte-Gastonia, N. C.	239,639
66	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	238,534
	Springfield-Chicopee-Holyoke (county basis)	240,273
67	Knoxville	236,054
68	Greensboro-Winston-Salem-High Point, N. C.	234,908
69	Jacksonville, Fla.	233,485
70	Wichita	225,892
71	Flint	223,481
72	Lansing-East Lansing	210,277
73	Grand Rapids	209,665
74	Greenville-Spartanburg, S. C.	204,104
75	Fort Wayne	204,103
76	Des Moines	202,328
77	Davenport-Rock Island-Moline, Ia.-Ill.	199,164
78	Paterson-Clifton-Passaic, N. J.(1)	185,096
79	Spokane	183,899
80	New Haven-West Haven (Official S.M.S.A.)	183,863
	New Haven-Waterbury-Meriden (county basis)	288,329
81	El Paso	183,487
82	Bridgeport (Official S.M.S.A.)	183,087
	Bridgeport-Stamford-Norwalk (county basis)	312,594
83	Long Branch-Asbury Park, N. J.	183,039
84	Harrisburg	182,214
85	Canton	182,121
86	Tacoma	181,546
87	Baton Rouge	180,229
88	Chattanooga, Tenn.-Ga.	178,494
89	Mobile	177,563
90	Raleigh-Durham	176,542
91	Peoria	167,036
92	Madison	164,279
93	Albuquerque	163,782
94	Tucson	160,754
95	Newport News-Hampton	159,086
96	South Bend	157,058
97	Fresno	155,726
98	Charleston, S. C.	153,568
99	Oxnard-Simi Valley-Ventura, Calif.	150,530
100	Columbia, S. C.	149,394
101	Jersey City, N. J.(1)	146,630
102	Charleston, W. Va.	145,107
103	Little Rock-North Little Rock	144,805
104	Evansville, Ind.-Ky.	143,939
105	West Palm Beach-Boca Raton	139,042
106	York, Pa.	131,461
107	Augusta, Ga.-S. C.	130,151
108	Reading	126,793
109	Bakersfield	126,788
110	Lincoln	123,088
111	Huntsville	122,962
112	Lexington-Fayette	122,145
113	Lancaster	121,362
114	Green Bay	120,981
115	Beaumont-Port Arthur-Orange	120,557
116	Stockton	118,976
117	Worcester (Official S.M.S.A.)	118,467
	Worcester-Fitchburg-Leominster (county basis)	173,955
118	Lorain-Elyria	117,951
119	Huntington-Ashland, W. Va.-Ky.-Ohio	116,924
120	Cedar Rapids	116,433
121	Utica-Rome	116,275
122	Austin	114,930
123	Erie	114,779
124	Trenton	114,212
125	Melbourne-Titusville-Cocoa, Fla.	113,066
126	Appleton-Oshkosh	112,985
127	Las Vegas	112,522
128	Johnstown, Pa.	111,872
129	Topeka	110,453
130	Duluth-Superior, Minn.-Wis.	110,087
131	Rockford	109,437
132	Shreveport	108,434
133	Corpus Christi	107,999
134	Montgomery	107,944
135	Lubbock	106,933
136	New London-Norwich (Official S.M.S.A.)	106,410
	New London-Norwich (county basis)	87,259
137	Santa Barbara-Santa Maria-Lompoc	105,632
138	Saginaw	100,736
139	Hamilton-Middletown, Ohio	98,552
140	Binghamton, N. Y.-Pa.	98,088
141	Pensacola	97,355
142	Springfield, Mo.	95,549
143	Portland, Maine (Official S.M.S.A.)	93,743
	Portland, Maine (county basis)	105,735
144	Lima	92,090
145	Columbus, Ga.-Ala.	90,701
146	Macon	90,644
147	Roanoke	90,160
148	Kingsport-Bristol, Tenn.-Va.	89,057
149	Salinas-Seaside-Monterey, Calif.	88,107
150	Ann Arbor	86,602
151	Jackson, Miss.	86,474
152	Sioux City, Iowa-Neb.	86,451
153	Springfield, Ill.	86,256
154	Colorado Springs	85,982
155	Eugene-Springfield	85,860
156	Terre Haute	84,772
157	Lakeland-Winter Haven, Fla.	84,673
158	Wheeling, W. Va.-Ohio	84,389
159	Kalamazoo-Portage	84,363
160	Racine	82,145
161	Savannah	82,080
162	Vallejo-Fairfield-Napa, Calif.	82,068
163	Lowell (Official S.M.S.A.)	81,673
164	Fort Myers, Fla.	81,310
165	Champaign-Urbana-Rantoul	80,201
166	Stamford (Official S.M.S.A.)	79,809
167	Atlantic City	79,227
168	Modesto	79,119
169	Fayetteville, N. C.	79,001
170	Waterloo-Cedar Falls	78,453
171	Springfield, Ohio	76,208
172	Lawrence-Haverhill (Official S.M.S.A.)	76,005
173	Dubuque	75,625
174	Santa Rosa	74,518
175	Decatur, Ill.	74,114
176	Salem, Ore.	73,936
177	Asheville	73,928
178	Mansfield	73,356
179	Sarasota	72,876
180	Parkersburg-Marietta, W. Va.-Ohio	70,212
181	Altoona	69,878
182	Amarillo	69,350
183	Monroe, La.	68,285
184	Janesville-Beloit	68,096
185	Lafayette-West Lafayette, Ind.	67,106
186	Battle Creek	66,083
187	Manchester (Official S.M.S.A.)	65,836
	Manchester-Nashua (county basis)	78,210
188	St. Joseph, Mo.	65,657
189	Waco	65,307
190	Sheboygan	65,296
191	Bangor, Maine (county basis)	65,293
192	Anderson, Ind.	64,642
193	Daytona Beach	64,472
194	Reno	63,676
195	Yakima	63,650
196	Danbury (Official S.M.S.A.)	62,747
197	Visalia, Calif.	62,136
198	Biloxi-Gulfport	62,022
199	Fort Smith, Ark.-Okla.	61,234
200	Jackson, Mich.	60,948
201	Laredo	60,433
202	Bloomington-Normal, Ill.	59,940
203	Poughkeepsie	59,034
204	Kokomo	58,462
205	Bay City, Mich.	57,445
206	McAllen-Pharr-Edinburg	57,006
207	Albany, Ga.	56,897
208	Boise City, Idaho	56,561
209	La Crosse	56,368
210	Brockton (Official S.M.S.A.)	55,239
	Brockton (county basis)	106,894
211	Texarkana, Tex.-Ark.	55,055
212	Brownsville-Harlingen-San Benito, Tex.	54,834
213	Fargo-Moorhead, N. D.-Minn.	54,160
214	Norwalk (Official S.M.S.A.)	53,752
215	Steubenville-Weirton, Ohio-W. Va.	53,425
216	Waterbury (Official S.M.S.A.)	53,149
217	Fall River (Official S.M.S.A.)	53,111
218	Petersburg-Colonial Heights-Hopewell	52,480
219	Kenosha	51,933
220	Elmira, N. Y.	51,465
221	Rochester, Minn.	51,028
222	Lake Charles, La.	50,620
223	Vineland-Millville-Bridgeton, N. J.	50,462
224	Kankakee, Ill.	50,301
225	Sioux Falls, S. D.	50,296
226	Muskegon-Muskegon Heights	49,981
227	Fayetteville-Springdale, Ark.	49,978
228	St. Cloud, Minn.	49,817
229	Eau Claire	49,766
230	Richmond, Ind.	49,522
231	Lynchburg	48,714
232	Anchorage	47,773
233	Pittsfield (Official S.M.S.A.)	47,490
	Pittsfield (county basis)	51,121
234	Hagerstown, Md.	47,408
235	Danville, Va.	47,402
236	Clarksville-Hopkinsville, Tenn.-Ky.	47,360
237	Muncie	47,210
238	Abilene, Texas	46,609
239	Burlington, Vt. (county basis)	46,097
240	Tyler, Tex.	46,059
241	Odessa	45,922
242	Williamsport, Pa.	45,597
243	Lawton	45,532
244	Florence, Ala.	45,487
245	Hutchinson, Kans.	45,447
246	Danville, Ill.	45,369
247	Jamestown, N. Y.	45,209
248	Elkhart	45,182
249	Sandusky, Ohio	45,147
250	Wilmington, N. C.	45,035
251	Rocky Mount, N. C.	44,901
252	New Bedford (Official S.M.S.A.)	43,672
	New Bedford-Fall River (county basis)	114,910
253	New Britain (Official S.M.S.A.)	42,567
254	Salina, Kans.	42,348
255	Newark, Ohio	42,311
256	Dothan, Ala.	42,079
257	Tallahassee	41,768
258	Anderson, S. C.	40,600
259	Gainesville, Fla.	40,160
260	Johnson City, Tenn.	39,842
261	Clarksburg, W. Va.	39,392
262	Alexandria, La.	39,283
263	Paducah, Ky.	39,063
264	Florence, S. C.	38,960
265	Charlottesville, Va.	38,868
266	Joplin, Mo.	38,497
267	Bellingham, Wash.	38,104
268	Grand Forks, N. D.	38,097
269	Lafayette, La.	37,597
270	Galveston-Texas City	37,229
271	Quincy, Ill.	37,004
272	Great Falls, Mont.	36,850
273	Cumberland, Md.	36,30[illegible]
274	Pine Bluff, Ark.	36,24[illegible]
275	Lebanon, Pa.	36,036
276	Killeen-Temple, Tex.	35,756
277	Fitchburg-Leominster (Official S.M.S.A.)	35,588
278	Panama City, Fla.	35,567
279	Lewiston-Auburn (Official S.M.S.A.)	35,150
	Lewiston-Auburn (county basis)	36,490
280	Watertown, N. Y.	35,120
281	Pueblo	34,973
282	Owensboro	34,476
283	Rapid City, S. D.	34,177
284	Provo-Orem, Utah	33,965
285	Santa Cruz	33,651
286	Jackson, Tenn.	33,195
287	Meridian, Miss.	32,615
288	Portsmouth, Ohio	32,149
289	Wichita Falls, Tex.	31,973
290	New Castle	31,893
291	Longview, Texas	31,771
292	Gadsden	31,511
293	Anniston, Ala.	31,281
294	Billings	31,252
295	Fond du Lac, Wis.	31,187
296	Bloomington, Ind.	31,174
297	Athens, Ga.	30,964
298	Wausau, Wis.	30,897
299	San Angelo, Texas	30,466
300	Richland-Kennewick, Wash.	30,389
301	Idaho Falls	29,884
302	Iowa City, Iowa	29,768
303	Columbia, Mo.	29,003
304	Houma, La.	28,867
305	Rome, Ga.	28,661
306	Decatur, Ala.	28,605
307	Tuscaloosa, Ala.	27,930
308	Medford, Ore.	27,481
309	Bowling Green, Ky.	27,216
310	Marion, Ind.	26,462
311	Valdosta, Ga.	25,198
312	Hattiesburg, Miss.	24,673
313	Missoula, Mont.	24,603
314	Hot Springs, Ark.	24,446
315	Burlington, N. C.	24,199
316	Enid, Okla.	23,864
317	Bremerton, Wash.	23,636
318	Lewiston, Ida.	23,532
319	Greeley, Colo.	22,479
320	Nashua (Official S.M.S.A.)	22,300
321	Manhattan, Kans.	21,704
322	Midland, Texas	21,125
323	Fort Collins, Colo.	20,470
324	Victoria, Tex.	20,389
325	Bryan-College Station, Tex.	20,093
326	Fort Pierce, Fla.	20,079
327	Sherman-Denison	20,076
328	Midland, Mich.	18,471
329	Pocatello, Ida.	17,715
330	Santa Fe	16,861
331	Bristol (Official S.M.S.A.)	15,541
332	Casper, Wyo.	15,503
333	Meriden (Official S.M.S.A.)	15,492
	Total Metro Areas	72,602,157
(1)	New York, Northeastern N. J. Consolidated Area	6,684,541
(2)	Chicago, Ill., Northwestern Ind. Consolidated Area	3,811,320

U. S. TOTAL GENERAL MERCHANDISE STORE SALES—$83,117,022(000)

Metro Area Apparel Store Sales, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	New York, N. Y.-N. J.(1)	2,090,564
2	Chicago(2)	1,123,246
3	Los Angeles-Long Beach	1,019,053
4	Philadelphia, Pa.-N. J.	687,821
5	Detroit	544,246
6	San Francisco-Oakland	493,330
7	Washington, D. C.-Md.-Va.	438,669
8	Boston (Official S.M.S.A.)	390,302
	Boston-Lawrence-Haverhill-Lowell (county basis)	426,732
9	Nassau-Suffolk, N. Y.(1)	350,717
10	Newark, N. J.(1)	327,442
11	Houston	298,884
12	Dallas-Fort Worth	298,462
13	Pittsburgh	282,692
14	St. Louis, Mo.-Ill.	255,454
15	Minneapolis-St. Paul, Minn.-Wis.	250,600
16	Miami	250,411
17	Cleveland	239,376
18	Baltimore	211,348
19	Atlanta	204,191
20	Kansas City, Mo.-Kans.	189,114
21	Milwaukee	186,433
22	San Diego	176,798
23	New Orleans	164,254
24	Seattle-Everett	162,672
25	San Jose	160,972
26	Anaheim-Santa Ana-Garden Grove, Calif.	154,236
27	Buffalo	152,848
28	Tampa-St. Petersburg	139,544
29	Cincinnati, Ohio-Ky.-Ind.	138,979
30	Denver-Boulder	138,058
31	Providence-Warwick-Pawtucket (Official S.M.S.A.)	126,387
	Providence-Warwick-Pawtucket (county basis)	129,625
32	Memphis, Tenn.-Ark.-Miss.	125,298
33	Riverside-San Bernardino-Ontario	114,948
34	San Antonio	113,704
35	Oklahoma City	113,138
36	Birmingham, Ala.	112,627
37	Indianapolis	110,618
38	Rochester, N. Y.	107,881
39	Louisville, Ky.-Ind.	107,026
40	Portland, Ore.-Wash.	106,958
41	Jersey City, N. J.(1)	101,391
42	Albany-Schenectady-Troy	98,262
43	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	98,140
44	Sacramento	98,077
45	Columbus, Ohio	95,335
46	Dayton	94,489
47	Nashville-Davidson	89,921
48	Greensboro-Winston-Salem-High Point, N. C.	89,713
49	Fort Lauderdale-Hollywood	89,315
50	Phoenix	88,499
51	Hartford (Official S.M.S.A.)	86,250
	Hartford-New Britain-Bristol (county basis)	109,604
52	Northeast Pennsylvania	85,471
53	Richmond, Va.	80,400
54	Tulsa	79,120
55	Jacksonville, Fla.	77,439
56	Gary-Hammond-East Chicago, Ind.(2)	77,400
57	New Haven-West Haven (Official S.M.S.A.)	76,120
	New Haven-West Haven-Waterbury-Meriden (county basis)	127,832
58	Paterson-Clifton-Passaic, N. J.(1)	71,946
59	Syracuse	70,954
60	West Palm Beach-Boca Raton	70,720
61	Honolulu	68,977
62	Salt Lake City-Ogden	68,656
63	Wichita	68,482
64	El Paso	66,930
65	Charlotte-Gastonia, N. C.	66,599
66	Omaha, Neb.-Iowa	66,394
67	Toledo, Ohio-Mich.	65,293
68	Bridgeport (Official S.M.S.A.)	64,098
	Bridgeport-Stamford-Norwalk (county basis)	137,291
69	Wilmington, Del.-N. J.-Md.	63,286
70	Grand Rapids	62,507
71	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	61,551
72	Fresno	59,428
73	Albuquerque	59,200
74	Laredo	57,588
75	Long Branch-Asbury Park, N. J.	57,213
76	Allentown-Bethlehem-Easton, Pa.-N. J.	56,641
77	Austin	55,054
78	Akron	52,975
79	Little Rock-North Little Rock	51,873
80	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	51,452
	Springfield-Chicopee-Holyoke (county basis)	54,355
81	Greenville-Spartanburg, S. C.	51,334
82	Raleigh-Durham	51,226
83	Las Vegas	50,896
84	Des Moines	50,454
85	Youngstown-Warren	50,402
86	Flint	49,496
87	Harrisburg	48,821
88	Jackson, Miss.	48,217
89	Shreveport	47,598
90	Duluth-Superior, Minn.-Wis.	47,153
91	Orlando	46,477
92	Evansville, Ind.-Ky.	46,317
93	Canton	45,494
94	Lexington-Fayette	45,054
95	Trenton	44,797
96	Stamford (Official S.M.S.A.)	44,278
97	Fort Wayne	44,266
98	Madison	44,130
99	Worcester (Official S.M.S.A.)	44,093
	Worcester-Fitchburg-Leominster (county basis)	63,961
100	Lansing-East Lansing	43,590
101	Ann Arbor	42,617
102	South Bend	41,788
103	Beaumont-Port Arthur-Orange	40,950
104	Chattanooga, Tenn.-Ga.	40,782
105	Tacoma	40,686
106	Brownsville-Harlingen-San Benito, Tex.	40,087
107	Knoxville	39,661
108	Atlantic City	39,190
109	Tucson	38,136
110	Amarillo	37,712
111	McAllen-Pharr-Edinburg, Tex.	36,999
112	Montgomery	36,919
113	Charleston, S. C.	36,898
114	Mobile	36,443
115	Columbia, S. C.	35,415
116	Savannah	34,959
117	Waterbury (Official S.M.S.A.)	34,803
118	Davenport-Rock Island-Moline, Ia.-Ill.	34,623
119	Huntington-Ashland, W. Va.-Ky.-Ohio	34,329
120	Santa Barbara-Santa Maria-Lompoc	33,729
121	Baton Rouge	33,726
122	Stockton	33,409
123	Utica-Rome	33,270
124	Norwalk (Official S.M.S.A.)	32,461
125	Newport News-Hampton	32,116
126	Columbus, Ga.-Ala.	32,111
127	Charleston, W. Va.	32,092
128	York, Pa.	31,684
129	Salinas-Seaside-Monterey, Calif.	31,669
130	Macon	31,002
131	Augusta, Ga.-S. C.	30,807
132	Oxnard-Simi Valley-Ventura, Calif.	30,595
133	Peoria	30,486
134	Bakersfield	30,397
135	Lincoln	30,107
136	New London-Norwich (Official S.M.S.A.)	29,707
	New London-Norwich (county basis)	24,514
137	Reading	29,691
138	Erie	29,428
139	Lancaster	29,283
140	Roanoke	29,253
141	Santa Rosa	29,103
142	Saginaw	28,588
143	Spokane	28,339
144	Lawrence-Haverhill (Official S.M.S.A.)	28,247
145	Appleton-Oshkosh	28,134
146	Colorado Springs	27,535
147	Kalamazoo-Portage	27,030
148	Binghamton, N. Y.-Pa.	27,007
149	Huntsville	26,917
150	Lubbock	26,758
151	Corpus Christi	26,710
152	Terre Haute	26,700
153	Rockford	26,306
154	Lakeland-Winter Haven, Fla.	25,079
155	Modesto	24,669
156	Poughkeepsie	24,615
157	Springfield, Ill.	24,441
158	Springfield, Mo.	24,215
159	Topeka	23,950
160	Pensacola	23,743
161	Sarasota	23,392
162	Lorain-Elyria	23,289
163	Galveston-Texas City	22,792
164	Green Bay	22,462
165	St. Joseph, Mo.	22,362
166	Kingsport-Bristol, Tenn.-Va.	22,322
167	Portland, Maine (Official S.M.S.A.)	21,610
	Portland, Maine (county basis)	20,964
168	New Britain (Official S.M.S.A.)	21,209
169	Fayetteville, N. C.	20,878
170	Burlington, N. C.	20,766
171	Wheeling, W. Va.-Ohio	20,680
172	Daytona Beach	20,461
173	Killeen-Temple, Tex.	20,393
174	Vallejo-Fairfield-Napa, Calif.	20,293
175	Elkhart	20,204
176	Manchester (Official S.M.S.A.)	20,045
	Manchester-Nashua (county basis)	26,717
177	Hamilton-Middletown, Ohio	19,741
178	Reno	19,138
179	Wichita Falls, Tex.	18,946
180	Melbourne-Titusville-Cocoa, Fla.	18,927
181	Altoona	18,923
182	Lafayette, La.	18,882
183	Fargo-Moorhead, N. D.-Minn.	18,841
184	Brockton (Official S.M.S.A.)	18,751
	Brockton (county basis)	33,188
185	New Bedford (Official S.M.S.A.)	18,583
	New Bedford-Fall River (county basis)	46,845
186	Fall River (Official S.M.S.A.)	18,469
187	Lima	18,270
188	Biloxi-Gulfport	18,101
189	Billings	18,088
190	Visalia, Calif.	17,773
191	Bay City, Mich.	17,735
192	Abilene, Texas	17,554
193	Eugene-Springfield	17,480
194	Janesville-Beloit	17,396
195	Parkersburg-Marietta, W. Va.-Ohio	17,287
196	Tyler, Tex.	17,228
197	Springfield, Ohio	16,798
198	Racine	16,727
199	Johnstown, Pa.	16,684
200	Fort Smith, Ark.-Okla.	16,674
201	Jackson, Tenn.	16,333
202	Waco	16,269
203	Tallahassee	16,220
204	Monroe, La.	16,126
205	Waterloo-Cedar Falls	16,125
206	Tuscaloosa, Ala.	16,056
207	Jamestown, N. Y.	16,051
208	Rochester, Minn.	15,938
209	Albany, Ga.	15,518
210	Athens, Ga.	15,337
211	Boise City, Idaho	15,323
212	Battle Creek	15,274
213	Sioux City, Iowa-Neb.	15,263
214	Clarksville-Hopkinsville, Tenn.-Ky.	15,121
215	Jackson, Mich.	15,063
216	Anderson, Ind.	14,983
217	Alexandria, La.	14,792
218	Bangor, Maine (county basis)	14,619
219	Vineland-Millville-Bridgeton, N. J.	14,192
220	Champaign-Urbana-Rantoul	14,162
221	Elmira, N. Y.	14,118
222	Asheville	14,098
223	Muskegon-Muskegon Heights	14,097
224	Decatur, Ill.	14,092
225	Florence, Ala.	14,064
226	Longview, Texas	13,980
227	Williamsport, Pa.	13,920
228	Sioux Falls, S. D.	13,810
229	Petersburg-Colonial Heights-Hopewell	13,778
230	Pittsfield (Official S.M.S.A.)	13,661
	Pittsfield (county basis)	17,228
231	Meridian, Miss.	13,658
232	Cedar Rapids	13,542
233	Muncie	13,451
234	Steubenville-Weirton, Ohio, W. Va.	13,446
235	Texarkana, Tex.-Ark.	13,443
236	Gainesville, Fla.	13,309
237	Lynchburg	13,284
238	Anderson, S. C.	13,270
239	Yakima	13,103
240	Danbury (Official S.M.S.A.)	13,041
241	Hattiesburg, Miss.	12,893
242	Marion, Ind.	12,830
243	Odessa	12,716
244	Midland, Texas	12,276
245	Kokomo	12,229
246	Lowell (Official S.M.S.A.)	12,105
247	Santa Cruz	12,051
248	Great Falls, Mont.	11,862
249	Columbia, Mo.	11,845
250	Florence, S. C.	11,841
251	Lewiston-Auburn (Official S.M.S.A.)	11,738
	Lewiston-Auburn (county basis)	12,188
252	Pueblo	11,726
253	Provo-Orem, Utah	11,706
254	Mansfield	11,693
255	New Castle	11,692
256	Fort Myers, Fla.	11,686
257	Salem, Ore.	11,653
258	St. Cloud, Minn.	11,605
259	Fond du Lac, Wis.	11,443
260	Clarksburg, W. Va.	11,420
261	Wausau, Wis.	11,413
262	Rome, Ga.	11,380
263	Kenosha	11,341
264	Grand Forks, N. D.	11,311
265	Santa Fe	11,242
266	Paducah, Ky.	11,209
267	Owensboro	11,176
268	Gadsden	11,153
269	Fitchburg-Leominster (Official S.M.S.A.)	11,076
270	Enid, Okla.	11,006
271	Hagerstown, Md.	10,865
272	Lake Charles, La.	10,852
273	Bloomington, Ind.	10,827
274	Nashua (Official S.M.S.A.)	10,762
275	Sherman-Denison	10,679
276	Wilmington, N. C.	10,593
277	Lebanon, Pa.	10,588
278	La Crosse	10,565
279	Cumberland, Md.	10,393
280	Decatur, Ala.	10,337
281	Newark, Ohio	10,311
282	Lafayette-West Lafayette, Ind.	10,240
283	Charlottesville, Va.	10,237
284	Burlington, Vt. (county basis)	10,229
285	Fort Collins, Colo.	10,182
286	Hutchinson, Kans.	10,008
287	Bloomington-Normal, Ill.	10,003
288	Bristol (Official S.M.S.A.)	9,853
289	Rocky Mount, N. C.	9,801
290	Anniston, Ala.	9,781
291	Richland-Kennewick, Wash.	9,655
292	Danville, Va.	9,489
293	Lawton	9,392
294	Fayetteville-Springdale, Ark.	9,054
295	Panama City, Fla.	9,016
296	Bowling Green, Ky.	8,995
297	Richmond, Ind.	8,954
298	Pine Bluff, Ark.	8,855
299	Portsmouth, Ohio	8,798
300	Valdosta, Ga.	8,672
301	Quincy, Ill.	8,665
302	Sandusky, Ohio	8,605
303	Bellingham, Wash.	8,467
304	Hot Springs, Ark.	8,464
305	Medford, Ore.	8,373
306	Eau Claire	8,218
307	Danville, Ill.	8,025
308	San Angelo, Texas	7,921
309	Dothan, Ala.	7,910
310	Salina, Kans.	7,856
311	Anchorage	7,757
311	Iowa City, Iowa	7,757
313	Dubuque	7,667
314	Watertown, N. Y.	7,601
315	Rapid City, S. D.	7,582
316	Kankakee, Ill.	7,269
317	Meriden, Conn. (Official S.M.S.A.)	7,162
318	Greeley, Colo.	7,030
319	Idaho Falls	7,000
320	Bryan-College Station, Tex.	6,959
321	Fort Pierce, Fla.	6,663
322	Joplin, Mo.	6,660
323	Johnson City, Tenn.	6,546
324	Pocatello, Ida.	6,507
325	Bremerton, Wash.	6,473
326	Victoria, Tex.	6,405
327	Missoula, Mont.	6,198
328	Midland, Mich.	5,984
329	Sheboygan	5,935
330	Houma, La.	5,490
331	Lewiston, Ida.	5,199
332	Casper, Wyo.	3,736
333	Manhattan, Kans.	2,894
	Total Metro Areas	20,693,024
	(1) New York-Northeastern N. J. Consolidated Area	3,003,611
	(2) Chicago, Ill.-Northwestern Ind. Consolidated Area	1,200,646

U. S. TOTAL APPAREL STORE SALES—$25,009,325(000)

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

Metro Area Home Furnishing Store Sales, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	New York, N. Y.-N. J.(1)	1,275,031
2	Los Angeles-Long Beach	1,120,516
3	Chicago(2)	800,020
4	Detroit	533,773
5	Philadelphia, Pa.-N. J.	529,570
6	San Francisco-Oakland	508,811
7	Washington, D. C.-Md.-Va.	492,069
8	Boston (Official S.M.S.A.)	326,636
	Boston-Lawrence-Haverhill-Lowell (county basis)	366,941
9	Nassau-Suffolk, N. Y.(1)	309,278
10	Dallas-Fort Worth	309,031
11	Newark, N. J.(1)	300,849
12	Houston	298,303
13	St. Louis, Mo.-Ill.	293,184
14	Miami	269,311
15	Pittsburgh	255,705
16	Minneapolis-St. Paul, Minn.-Wis.	249,499
17	Cleveland	244,504
18	Anaheim-Santa Ana-Garden Grove, Calif.	239,270
19	Atlanta	238,666
20	Baltimore	229,298
21	San Diego	217,765
22	Tampa-St. Petersburg	206,573
23	Cincinnati, Ohio-Ky.-Ind.	194,295
24	Milwaukee	192,213
25	San Jose	191,465
26	Denver-Boulder	178,773
27	Kansas City, Mo.-Kans.	163,580
28	Seattle-Everett	161,776
29	Riverside-San Bernardino-Ontario	153,886
30	Sacramento	148,201
31	New Orleans	147,927
32	Buffalo	145,194
33	Indianapolis	141,345
34	Portland, Ore.-Wash.	126,855
35	Columbus, Ohio	126,854
36	Fort Lauderdale-Hollywood	125,948
37	Phoenix	124,446
38	Memphis, Tenn.-Ark.-Miss.	122,573
39	Birmingham, Ala.	116,052
40	Dayton	115,328
41	Louisville, Ky.-Ind.	114,946
42	Oklahoma City	112,532
43	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	111,732
44	Nashville-Davidson	111,176
45	Greensboro-Winston-Salem-High Point, N. C.	110,367
46	Salt Lake City-Ogden	110,364
47	Providence-Warwick-Pawtucket (Official S.M.S.A.)	108,402
	Providence-Warwick-Pawtucket (county basis)	106,716
48	Rochester, N. Y.	105,512
49	Hartford (Official S.M.S.A.)	104,180
	Hartford-New Britain-Bristol (county basis)	125,872
50	Wilmington, Del.-N. J.-Md.	99,227
51	San Antonio	98,451
52	Charlotte-Gastonia, N. C.	95,242
53	Jacksonville, Fla.	89,208
54	Toledo, Ohio-Mich.	87,852
55	Orlando	87,738
56	West Palm Beach-Boca Raton	87,235
57	Tulsa	85,418
58	Omaha, Neb.-Iowa	84,201
59	Fresno	82,351
60	Albany-Schenectady-Troy	80,163
61	Greenville-Spartanburg, S. C.	80,016
62	Gary-Hammond-East Chicago, Ind.(2)	79,719
63	Grand Rapids	79,694
64	Akron	74,675
65	Syracuse	73,663
66	Allentown-Bethlehem-Easton, Pa.-N. J.	72,719
67	Richmond, Va.	72,614
68	Jersey City, N. J.(1)	69,739
69	Bridgeport (Official S.M.S.A.)	69,067
	Bridgeport-Stamford-Norwalk (county basis)	116,458
70	Knoxville	68,807
71	Flint	66,927
72	El Paso	65,922
73	Paterson-Clifton-Passaic, N. J.(1)	63,350
74	Wichita	62,975
75	New Haven-West Haven (Official S.M.S.A.)	62,571
	New Haven-West Haven-Waterbury-Meriden (county basis)	126,787
76	Northeast Pennsylvania	61,791
77	Kankakee, Ill.	59,667
78	Raleigh-Durham	59,038
79	Little Rock-North Little Rock	55,734
80	Youngstown-Warren	55,469
81	Canton	54,362
82	Albuquerque	54,148
83	Honolulu	54,041
84	Beaumont-Port Arthur-Orange	53,427
85	Chattanooga, Tenn.-Ga.	53,351
86	Shreveport	52,116
87	Mobile	51,606
88	Des Moines	51,583
89	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	51,237
90	Baton Rouge	51,152
91	Harrisburg	51,089
92	Stockton	50,281
93	Charleston, S. C.	49,861
94	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	48,883
	Springfield-Chicopee-Holyoke (county basis)	50,968
95	Peoria	47,692
96	Bakersfield	47,672
97	Tacoma	47,555
98	Trenton	47,137
99	Davenport-Rock Island-Moline, Ia.-Ill.	46,021
100	Columbus, Ga.-Ala.	45,860
101	Tucson	45,650
102	Long Branch-Asbury Park, N. J.	45,637
103	Newport News-Hampton	44,611
104	Lansing-East Lansing	44,360
105	Oxnard-Simi Valley-Ventura, Calif.	43,917
106	Fort Wayne	43,592
107	Austin	43,573
108	Madison	41,922
109	Las Vegas	41,353
110	Montgomery	41,292
111	York, Pa.	41,216
112	Huntsville	40,897
113	Lancaster	40,882
114	Columbia, S. C.	40,629
115	Salinas-Seaside-Monterey, Calif.	40,412
116	South Bend	40,332
117	Macon	39,711
118	Corpus Christi	39,561
119	Spokane	39,174
120	Santa Barbara-Santa Maria-Lompoc	39,006
121	Cedar Rapids	38,958
122	Savannah	38,558
123	Sarasota	38,552
124	Kalamazoo-Portage	38,380
125	Modesto	38,363
126	Lexington-Fayette	38,355
127	Rockford	38,163
128	Huntington-Ashland, W. Va.-Ky.-Ohio	38,075
129	New London-Norwich (Official S.M.S.A.)	37,829
	New London-Norwich (county basis)	32,676
130	Augusta, Ga.-S. C.	37,581
131	Duluth-Superior, Minn.-Wis.	37,579
132	Waco	37,371
133	Pensacola	37,282
134	Topeka	36,906
135	Worcester (Official S.M.S.A.)	36,631
	Worcester-Fitchburg-Leominster (county basis)	58,105
136	Fayetteville, N. C.	36,515
137	Stamford (Official S.M.S.A.)	36,485
138	Kingsport-Bristol, Tenn.-Va.	36,356
139	Reading	35,496
140	Ann Arbor	34,958
141	Appleton-Oshkosh	34,580
142	Lakeland-Winter Haven, Fla.	34,372
143	Jackson, Miss.	34,076
144	Wheeling, W. Va.-Ohio	33,772
145	Waterbury (Official S.M.S.A.)	33,619
146	Lubbock	33,548
147	Utica-Rome	33,515
148	Vallejo-Fairfield-Napa, Calif.	32,842
149	Erie	32,112
150	Melbourne-Titusville-Cocoa, Fla.	32,015
151	Charleston, W. Va.	31,624
152	Saginaw	31,539
153	Tyler, Tex.	31,352
154	Amarillo	31,300
155	Evansville, Ind.-Ky.	31,241
156	Binghamton, N. Y.-Pa.	30,460
157	Santa Rosa	30,246
158	Colorado Springs	29,966
159	Roanoke	28,766
160	Daytona Beach	27,250
161	Visalia, Calif.	27,247
162	Lima	25,741
163	Lawrence-Haverhill (Official S.M.S.A.)	25,403
164	McAllen-Pharr-Edinburg, Tex.	25,305
165	Fall River (Official S.M.S.A.)	25,268
166	Lorain-Elyria	25,022
167	Eugene-Springfield	24,624
168	Lynchburg	24,450
169	Springfield, Mo.	23,638
170	Parkersburg-Marietta, W. Va.-Ohio	23,571
171	Johnstown, Pa.	23,461
172	Salem, Ore.	22,986
173	Fort Myers, Fla.	22,818
174	Steubenville-Weirton, Ohio-W. Va.	22,561
175	Asheville	22,552
176	Green Bay	22,337
177	New Britain (Official S.M.S.A.)	22,125
178	Racine	21,906
179	Anderson, Ind.	21,883
180	Biloxi-Gulfport	21,712
181	Springfield, Ill.	21,285
182	Hamilton-Middletown, Ohio	21,246
183	Muskegon-Muskegon Heights	21,181
184	Waterloo-Cedar Falls	20,978
185	Poughkeepsie	20,721
186	Elkhart	20,591
187	Fargo-Moorhead, N. D.-Minn.	20,314
188	Reno	20,307
189	Springfield, Ohio	20,286
190	Terre Haute	20,275
191	Galveston-Texas City	20,145
192	Tallahassee	20,082
193	Norwalk (Official S.M.S.A.)	19,988
194	Jamestown, N. Y.	19,884
195	Portland, Maine (Official S.M.S.A.)	19,501
	Portland, Maine (county basis)	19,619
196	Tuscaloosa, Ala.	19,440
197	Monroe, La.	19,295
198	Fort Smith, Ark.-Okla.	19,291
199	Atlantic City	19,019
200	Anderson, S. C.	18,865
201	Muncie	18,855
202	Battle Creek	18,626
203	Vineland-Millville-Bridgeton, N. J.	18,526
204	Abilene, Texas	18,500
205	Boise City, Idaho	18,420
206	Santa Cruz	18,178
207	Lawton	17,970
208	Lake Charles, La.	17,737
209	Albany, Ga.	17,731
210	Wichita Falls, Tex.	17,707
211	Brownsville-Harlingen-San Benito, Tex.	17,634
212	Killeen-Temple, Tex.	17,369
213	Janesville-Beloit	17,368
214	Laredo	17,211
215	Gainesville, Fla.	17,068
216	Lincoln	17,065
217	Clarksville-Hopkinsville, Tenn.-Ky.	16,939
218	New Bedford (Official S.M.S.A.)	16,905
	New Bedford-Fall River (county basis)	48,350
219	Danbury (Official S.M.S.A.)	16,786
220	Alexandria, La.	16,707
221	Decatur, Ill.	16,600
222	Champaign-Urbana-Rantoul	16,440
223	Sioux City, Iowa-Neb.	16,379
224	Florence, S. C.	16,244
225	Lebanon, Pa.	16,093
226	Rocky Mount, N. C.	16,062
227	Fayetteville-Springdale, Ark.	15,988
228	Mansfield	15,746
229	La Crosse	15,351
230	Bay City, Mich.	15,016
231	Williamsport, Pa.	15,009
232	Texarkana, Tex.-Ark.	14,914
233	Owensboro	14,895
234	Clarksburg, W. Va.	14,802
235	Florence, Ala.	14,794
236	Petersburg-Colonial Heights-Hopewell	14,761
237	Altoona	14,728
238	Rochester, Minn.	14,651
239	Gadsden	14,485
240	Yakima	14,473
241	Pueblo	14,380
242	Rome, Ga.	14,365
243	Jackson, Tenn.	14,131
244	Brockton (Official S.M.S.A.)	13,913
	Brockton (county basis)	24,399
245	Hagerstown, Md.	13,882
246	Sioux Falls, S. D.	13,768
247	Jackson, Mich.	13,751
248	Anniston, Ala.	13,718
249	Lafayette-West Lafayette, Ind.	13,678
250	Lafayette, La.	13,658
251	Kokomo	13,612
252	Bristol (Official S.M.S.A.)	13,596
253	Billings	13,578
254	Longview, Texas	13,474
255	Johnson City, Tenn.	13,406
256	St. Joseph, Mo.	13,329
257	Panama City, Fla.	13,310
258	Elmira, N. Y.	13,273
259	Odessa	13,199
260	Burlington, N. C.	13,033
261	Dubuque	12,990
262	Sheboygan	12,731
263	Dothan, Ala.	12,646
264	Pine Bluff, Ark.	12,584
265	Kenosha	12,575
266	Joplin, Mo.	12,571
267	Lowell (Official S.M.S.A.)	12,525
268	Hutchinson, Kans.	12,496
269	Bloomington-Normal, Ill.	12,438
270	New Castle	12,297
271	Hattiesburg, Miss.	12,275
272	Danville, Ill.	12,099
273	Wilmington, N. C.	12,013
274	Bremerton, Wash.	12,008
275	Richland-Kennewick, Wash.	11,977
276	Columbia, Mo.	11,829
277	Sherman-Denison	11,766
278	Marion, Ind.	11,448
279	Cumberland, Md.	11,445
280	Wausau, Wis.	11,287
281	Midland, Texas	11,220
282	Fond du Lac, Wis.	10,953
283	Richmond, Ind.	10,927
284	Pittsfield (Official S.M.S.A.)	10,921
	Pittsfield (county basis)	15,782
285	Great Falls, Mont.	10,898
286	Fort Collins, Colo.	10,860
287	Paducah, Ky.	10,796
288	Meriden, Conn. (Official S.M.S.A.)	10,754
289	Decatur, Ala.	10,632
290	Grand Forks, N. D.	10,617
291	Provo-Orem, Utah	10,595
292	Eau Claire	10,527
293	Enid, Okla.	10,501
294	Portsmouth, Ohio	10,436
295	Charlottesville, Va.	10,421
296	Bloomington, Ind.	10,347
297	Bangor, Maine (county basis)	10,329
298	St. Cloud, Minn.	10,245
299	Manchester (Official S.M.S.A.)	10,232
	Manchester-Nashua (county basis)	17,852
300	Sandusky, Ohio	10,177
301	Athens, Ga.	10,025
302	Fort Pierce, Fla.	10,010
303	Newark, Ohio	9,945
304	Watertown, N. Y.	9,767
305	Nashua (Official S.M.S.A.)	9,664
306	Burlington, Vt. (county basis)	9,580
307	San Angelo, Texas	9,436
308	Anchorage	9,426
309	Houma, La.	9,406
310	Idaho Falls	9,336
311	Medford, Ore.	9,310
312	Fitchburg-Leominster (Official S.M.S.A.)	9,192
313	Bowling Green, Ky.	8,918
314	Victoria, Tex.	8,886
315	Rapid City, S. D.	8,856
316	Meridian, Miss.	8,556
317	Iowa City, Iowa	8,539
318	Quincy, Ill.	8,519
319	Pocatello, Ida.	8,450
320	Santa Fe	8,251
321	Danville, Va.	8,203
322	Lewiston, Ida.	8,014
323	Hot Springs, Ark.	7,969
324	Midland, Mich.	7,919
325	Valdosta, Ga.	7,838
326	Salina, Kans.	7,811
327	Bellingham, Wash.	7,690
328	Missoula, Mont.	7,471
329	Greeley, Colo.	7,374
330	Lewiston-Auburn (Official S.M.S.A.)	7,117
	Lewiston-Auburn (county basis)	7,557
331	Bryan-College Station, Tex.	5,760
332	Manhattan, Kans.	5,338
333	Casper, Wyo.	4,350
	Total Metro Areas	21,022,622

(1) New York-Northeastern N. J. Consolidated Area 2,069,484

(2) Chicago, Ill.-Northwestern Ind. Consolidated Area 879,739

U. S. TOTAL HOME FURNISHINGS STORE SALES—$25,791,034(000)

Metro Area Automotive Store Sales, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	Los Angeles-Long Beach	3,767,379
2	Chicago(2)	2,914,215
3	Detroit	2,318,638
4	New York, N. Y.-N. J.(1)	2,081,211
5	Philadelphia, Pa.-N. J.	1,977,236
6	San Francisco-Oakland	1,528,834
7	Washington, D. C.-Md.-Va.	1,481,441
8	Dallas-Fort Worth	1,475,383
9	Houston	1,199,503
10	St. Louis, Mo.-Ill.	1,058,556
11	Boston (Official S.M.S.A.)	1,040,453
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,201,803
12	Cleveland	1,000,997
13	Nassau-Suffolk, N. Y.(1)	943,853
14	Atlanta	943,229
15	Pittsburgh	928,875
16	Newark, N. J.(1)	875,736
17	Minneapolis-St. Paul, Minn.-Wis.	872,977
18	Anaheim-Santa Ana-Garden Grove, Calif.	787,799
19	Tampa-St. Petersburg	748,838
20	Kansas City, Mo.-Kans.	743,006
21	Miami	729,372
22	Baltimore	720,837
23	Seattle-Everett	718,575
24	San Diego	690,607
25	Denver-Boulder	674,269
26	Milwaukee	658,165
27	Indianapolis	622,462
28	Cincinnati, Ohio-Ky.-Ind.	621,057
29	Portland, Ore.-Wash.	609,918
30	San Jose	609,205
31	Phoenix	572,406
32	Riverside-San Bernardino-Ontario	556,991
33	Columbus, Ohio	521,289
34	Buffalo	486,819
35	Memphis, Tenn.-Ark.-Miss.	475,624
36	Sacramento	466,472
37	Rochester, N. Y.	443,050
38	Oklahoma City	440,218
39	Fort Lauderdale-Hollywood	424,765
40	Dayton	419,650
41	Louisville, Ky.-Ind.	406,836
42	San Antonio	404,107
43	Nashville-Davidson	387,768
44	Toledo, Ohio-Mich.	381,579
45	Birmingham, Ala.	374,496
46	New Orleans	373,860
47	Jacksonville, Fla.	371,197
48	Hartford (Official S.M.S.A.)	368,861
	Hartford-New Britain-Bristol (county basis)	419,156
49	Providence-Warwick-Pawtucket (Official S.M.S.A.)	366,948
	Providence-Warwick-Pawtucket (county basis)	378,934
50	Orlando	348,391
51	Salt Lake City-Ogden	331,977
52	Greensboro-Winston-Salem-High Point, N. C.	316,528
53	Akron	312,215
54	Albany-Schenectady-Troy	303,549
55	Tulsa	296,011
56	Grand Rapids	291,966
57	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	291,652
58	Wichita	291,367
59	Charlotte-Gastonia, N. C.	278,227
60	Richmond, Va.	270,196
61	Flint	269,213
62	Syracuse	265,194
63	Gary-Hammond-East Chicago(2)	264,618
64	Wilmington, Del.-N. J.-Md.	254,288
65	Omaha, Neb.-Iowa	250,229
66	Youngstown-Warren	246,725
67	Lansing-East Lansing	234,600
68	Allentown-Bethlehem-Easton, Pa.-N. J.	233,929
69	Little Rock-North Little Rock	233,239
70	Fresno	225,557
71	West Palm Beach-Boca Raton	219,971
72	Harrisburg	215,597
73	Albuquerque	212,643
74	Greenville-Spartanburg, S. C.	211,805
75	Chattanooga, Tenn.-Ga.	211,327
76	Northeast Pennsylvania	206,627
77	Honolulu	206,228
78	Baton Rouge	204,730
79	Knoxville	202,695
80	Beaumont-Port Arthur-Orange	200,620
81	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	199,522
	Springfield-Chicopee-Holyoke (county basis)	205,259
82	Tucson	197,817
83	Fort Wayne	192,913
84	Long Branch-Asbury Park, N. J.	191,539
85	Canton	191,090
86	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	189,465
87	Paterson-Clifton-Passaic, N. J.(1)	188,798
88	Oxnard-Simi Valley-Ventura, Calif.	188,687
89	Raleigh-Durham	182,858
90	Austin	182,236
91	Peoria	179,794
92	Tacoma	179,699
93	El Paso	178,320
94	Davenport-Rock Island-Moline, Ia.-Ill.	175,771
95	Des Moines	173,060
96	Bakersfield	169,850
97	New Haven-West Haven (Official S.M.S.A.)	166,183
	New Haven-West Haven-Waterbury-Meriden (county basis)	337,456
98	Las Vegas	165,877
99	Shreveport	165,162
100	Bridgeport (Official S.M.S.A.)	161,961
	Bridgeport-Stamford-Norwalk (county basis)	368,764
101	Columbia, S. C.	161,115
102	Stockton	157,220
103	Corpus Christi	154,445
104	Lancaster	153,380
105	Spokane	149,873
106	South Bend	146,698
107	Jersey City, N. J.(1)	146,344
108	Mobile	146,262
109	Madison	144,636
110	Worcester (Official S.M.S.A.)	144,035
	Worcester-Fitchburg-Leominster (county basis)	213,996
111	Huntsville	143,353
112	Newport News-Hampton	143,019
113	York, Pa.	142,535
114	Charleston, S. C.	141,202
115	Trenton	139,335
116	Eugene-Springfield	136,803
117	Reading	136,738
118	Binghamton, N. Y.-Pa.	136,463
119	Augusta, Ga.-S. C.	135,479
120	Lakeland-Winter Haven, Fla.	134,891
121	Columbus, Ga.-Ala.	134,890
122	Kingsport-Bristol, Tenn.-Va.	133,288
123	Lubbock	133,026
124	Pensacola	131,818
125	Melbourne-Titusville-Cocoa, Fla.	129,984
126	Ann Arbor	129,234
127	Lexington-Fayette	127,228
128	Charleston, W. Va.	126,125
129	Rockford	125,778
130	Montgomery	125,396
131	Jackson, Miss.	123,659
132	Evansville, Ind.-Ky.	123,545
133	Macon	122,662
134	Utica-Rome	120,912
135	Kalamazoo-Portage	120,035
136	Amarillo	119,909
137	Vallejo-Fairfield-Napa, Calif.	119,223
138	Erie	118,272
139	Santa Barbara-Santa Maria-Lompoc	117,742
140	Huntington-Ashland, W. Va.-Ky.-Ohio	117,512
141	Salinas-Seaside-Monterey, Calif.	117,405
142	Stamford (Official S.M.S.A.)	116,760
143	Daytona Beach	116,726
144	Topeka	116,566
145	Wichita Falls, Tex.	114,772
146	New London-Norwich (Official S.M.S.A.)	114,521
	New London-Norwich (county basis)	103,668
147	Modesto	114,223
148	Santa Rosa	114,009
149	Colorado Springs	113,136
150	Appleton-Oshkosh	110,808
151	Duluth-Superior, Minn.-Wis.	108,673
152	Visalia, Calif.	107,083
153	Salem, Ore.	104,123
154	Terre Haute	103,993
155	Johnstown, Pa.	102,943
156	Lima	102,808
157	Lorain-Elyria	99,880
158	Saginaw	99,731
159	Springfield, Mo.	94,793
160	Sarasota	93,806
161	Fayetteville, N. C.	93,129
162	Hamilton-Middletown, Ohio	92,883
163	Waterbury (Official S.M.S.A.)	91,423
164	Reno	91,408
165	Roanoke	91,103
166	Savannah	90,141
167	Norwalk (Official S.M.S.A.)	88,294
168	Abilene, Texas	87,383
169	Lawrence-Haverhill (Official S.M.S.A.)	86,138
170	Fort Smith, Ark.-Okla.	83,683
171	Battle Creek	83,646
172	Galveston-Texas City	83,509
173	Elkhart	82,968
174	Springfield, Ohio	82,486
175	Springfield, Ill.	80,960
176	Muskegon-Muskegon Heights	80,257
177	Lincoln	79,349
178	Asheville	78,147
179	Odessa	78,116
180	Waco	77,579
181	McAllen-Pharr-Edinburg, Tex.	76,689
182	Waterloo-Cedar Falls	76,412
183	Killeen-Temple, Tex.	76,193
184	Green Bay	75,771
185	Decatur, Ill.	74,797
186	Biloxi-Gulfport	73,750
187	Fort Myers, Fla.	73,382
188	Portland, Maine (Official S.M.S.A.)	72,802
	Portland, Maine (county basis)	91,336
189	Cedar Rapids	72,377
190	Champaign-Urbana-Rantoul	70,815
191	Wheeling, W. Va.-Ohio	70,135
192	Poughkeepsie	70,035
193	Tallahassee	69,677
194	Boise City, Idaho	68,400
195	Fargo-Moorhead, N. D.-Minn.	67,348
196	Racine	67,073
197	Jamestown, N. Y.	66,786
198	Anderson, Ind.	66,506
199	Monroe, La.	66,434
200	Jackson, Mich.	65,544
201	Yakima	65,269
202	New Britain (Official S.M.S.A.)	63,917
203	Bangor, Maine (county basis)	63,882
204	Clarksville-Hopkinsville, Tenn.-Ky.	63,582
205	Longview, Texas	63,246
206	Atlantic City	62,903
207	Texarkana, Tex.-Ark.	62,741
208	Mansfield	62,656
209	Lynchburg	61,797
210	Manchester (Official S.M.S.A.)	61,688
	Manchester-Nashua (county basis)	97,393
211	Gainesville, Fla.	61,454
212	Santa Cruz	60,714
213	Parkersburg-Marietta, W. Va.-Ohio	60,129
214	Altoona	60,073
215	Lowell (Official S.M.S.A.)	59,930
216	Janesville-Beloit	59,899
217	Anchorage	59,708
218	Fayetteville-Springdale, Ark.	59,672
219	Lake Charles, La.	58,380
220	Danbury (Official S.M.S.A.)	57,367
221	Billings	56,746
222	Lawton	56,721
223	Williamsport, Pa.	56,270
224	Anderson, S. C.	55,574
225	Sioux City, Iowa-Neb.	55,495
226	Brockton (Official S.M.S.A.)	55,389
	Brockton (county basis)	104,853
227	Steubenville-Weirton, Ohio-W. Va.	54,630
228	Panama City, Fla.	53,775
229	Brownsville-Harlingen-San Benito, Tex.	53,374
230	Newark, Ohio	52,367
231	Sioux Falls, S. D.	51,759
232	Bay City, Mich.	51,714
233	Alexandria, La.	51,578
234	Gadsden	51,460
235	Tyler, Tex.	51,040
236	Vineland-Millville-Bridgeton, N. J.	50,946
237	Great Falls, Mont.	50,943
238	Albany, Ga.	50,752
239	Marion, Ind.	50,451
240	Muncie	50,275
241	Medford, Ore.	50,193
242	Lafayette, La.	49,904
243	Joplin, Mo.	49,727
244	Pueblo	49,252
245	Sherman-Denison	48,935
246	St. Joseph, Mo.	48,708
247	Fond du Lac, Wis.	48,706
248	Fort Collins, Colo.	48,690
249	Florence, Ala.	48,643
250	Petersburg-Colonial Heights-Hopewell	48,463
251	Johnson City, Tenn.	48,331
252	Kokomo	48,311
253	Lafayette-West Lafayette, Ind.	48,063
254	Midland, Texas	47,578
255	Florence, S. C.	47,468
256	Fort Pierce, Fla.	46,755
257	St. Cloud, Minn.	46,233
258	Hutchinson, Kans.	46,211
259	Danville, Ill.	45,763
260	Kankakee, Ill.	45,690
261	Elmira, N. Y.	45,662
262	Nashua (Official S.M.S.A.)	45,592
263	Tuscaloosa, Ala.	45,544
264	Lebanon, Pa.	45,413
265	Bloomington-Normal, Ill.	44,960
266	New Castle	44,920
267	Pine Bluff, Ark.	44,715
268	Anniston, Ala.	44,435
269	San Angelo, Texas	44,205
270	Lewiston-Auburn (Official S.M.S.A.)	43,966
	Lewiston-Auburn (county basis)	46,553
271	Idaho Falls	43,263
272	Fall River (Official S.M.S.A.)	43,258
273	Richmond, Ind.	43,121
274	Hagerstown, Md.	42,602
275	Rapid City, S. D.	42,470
276	Paducah, Ky.	41,993
277	Wilmington, N. C.	41,885
278	Grand Forks, N. D.	41,419
279	Missoula, Mont.	41,340
280	Burlington, N. C.	41,326
281	Rochester, Minn.	41,054
282	New Bedford (Official S.M.S.A.)	40,874
	New Bedford-Fall River (county basis)	130,831
283	La Crosse	40,732
284	Danville, Va.	40,699
285	Jackson, Tenn.	40,608
286	Burlington, Vt. (county basis)	40,436
287	Bloomington, Ind.	40,127
288	Dothan, Ala.	39,823
289	Wausau, Wis.	39,358
290	Watertown, N. Y.	39,345
291	Decatur, Ala.	39,201
292	Portsmouth, Ohio	39,118
293	Richland-Kennewick, Wash.	39,018
294	Greeley, Colo.	38,859
295	Bremerton, Wash.	38,826
296	Pittsfield (Official S.M.S.A.)	38,097
	Pittsfield (county basis)	54,242
297	Dubuque	37,817
298	Bristol (Official S.M.S.A.)	37,652
299	Salina, Kans.	37,206
300	Sandusky, Ohio	37,076
301	Rocky Mount, N. C.	36,268
302	Provo-Orem, Utah	36,244
303	Bellingham, Wash.	36,181
304	Quincy, Ill.	36,109
305	Lewiston, Ida.	35,881
306	Meridian, Miss.	35,709
307	Midland, Mich.	35,548
308	Hattiesburg, Miss.	35,397
309	Sheboygan	35,312
310	Houma, La.	35,206
311	Clarksburg, W. Va.	35,062
312	Athens, Ga.	34,576
313	Pocatello, Ida.	34,315
314	Valdosta, Ga.	34,199
315	Owensboro	34,128
316	Kenosha	33,568
317	Santa Fe	32,375
318	Rome, Ga.	31,983
319	Charlottesville, Va.	30,917
320	Victoria, Tex.	30,399
321	Enid, Okla.	30,386
322	Columbia, Mo.	29,262
323	Cumberland, Md.	29,207
324	Meriden (Official S.M.S.A.)	28,763
325	Hot Springs, Ark.	28,302
326	Bryan-College Station, Tex.	27,890
327	Casper, Wyo.	26,569
328	Bowling Green, Ky.	26,269
329	Fitchburg-Leominster (Official S.M.S.A.)	25,777
330	Iowa City, Iowa	24,911
331	Laredo	24,467
332	Manhattan, Kans.	23,317
333	Eau Claire	22,160
	Total Metro Areas	71,729,991
(1)	New York-Northeastern N. J. Consolidated Area	4,425,407
(2)	Chicago, Ill.-Northwestern Ind. Consolidated Area	3,178,833

U. S. TOTAL AUTOMOTIVE STORE SALES—$92,742,272(000)

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

Metro Area Service Station Sales, Rank

January 1, 1974 to January 1, 1975

Rank		($000)
1	Los Angeles-Long Beach	1,456,802
2	Chicago(2)	1,018,727
3	New York, N. Y.-N. J.(1)	1,013,696
4	Detroit	795,730
5	Philadelphia, Pa.-N. J.	781,279
6	San Francisco-Oakland	554,724
7	Washington, D. C.-Md.-Va.	533,226
8	Nassau-Suffolk(1)	504,501
9	Dallas-Fort Worth	504,490
10	St. Louis, Mo.-Ill.	503,643
11	Minneapolis-St. Paul, Minn.-Wis.	464,129
12	Pittsburgh	435,233
13	Boston (Official S.M.S.A.)	433,654
	Boston-Lawrence-Haverhill-Lowell (county basis)	524,554
14	Houston	433,816
15	Atlanta	371,222
16	Newark, N. J.(1)	367,713
17	Cleveland	359,560
18	Anaheim-Santa Ana-Garden Grove, Calif.	344,617
19	Kansas City, Mo.-Kans.	335,202
20	Baltimore	294,442
21	Riverside-San Bernardino-Ontario	280,829
22	Seattle-Everett	272,975
23	Tampa-St. Petersburg	268,740
24	San Diego	268,061
25	Cincinnati, Ohio-Ky.-Ind	265,620
26	Miami	257,988
27	Milwaukee	244,584
28	Denver-Boulder	235,132
29	Indianapolis	234,502
30	Buffalo	222,195
31	Phoenix	221,155
32	San Jose	217,805
33	Columbus, Ohio	199,167
34	Sacramento	180,160
35	Portland, Ore.-Wash.	177,752
36	Memphis, Tenn.-Ark.-Miss.	176,836
37	Dayton	172,337
38	San Antonio	170,346
39	Nashville-Davidson	165,788
40	Providence-Warwick-Pawtucket (Official S.M.S.A.)	164,407
	Providence-Warwick-Pawtucket (county basis)	169,660
41	Rochester, N. Y.	164,151
42	Louisville, Ky.-Ind.	157,137
43	Hartford (Official S.M.S.A.)	156,011
	Hartford-New Britain-Bristol (county basis)	176,458
44	Toledo, Ohio-Mich.	153,238
45	Oklahoma City	148,954
46	Birmingham, Ala.	147,573
47	Jacksonville, Fla.	147,550
48	New Orleans	143,542
49	Fort Lauderdale-Hollywood	139,345
50	Albany-Schenectady-Troy	137,407
51	Salt Lake City-Ogden	135,688
52	Akron	133,916
53	Greensboro-Winston-Salem-High Point, N. C.	129,949
54	Gary-Hammond-E. Chicago, Ind.(2)	127,494
55	Omaha, Neb.-Iowa	124,153
56	Orlando	122,197
57	Tulsa	120,383
58	Wilmington, Del.-N. J.-Md.	117,944
59	Allentown-Bethlehem-Easton, Pa.-N. J.	115,904
60	Richmond, Va.	115,148
61	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	113,794
62	Harrisburg	111,818
63	Syracuse	111,320
64	Grand Rapids	111,071
65	Wichita	110,278
66	Charlotte-Gastonia, N. C.	108,704
67	Youngstown-Warren	106,831
68	Greenville-Spartanburg, S. C.	106,816
69	Northeast Pennsylvania	102,393
70	Knoxville	101,548
71	Flint	100,104
72	Honolulu	97,773
73	Bridgeport (Official S.M.S.A.)	97,111
	Bridgeport-Stamford-Norwalk (county basis)	186,824
74	Fresno	96,864
75	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	95,266
76	Chattanooga, Tenn.-Ga.	92,036
77	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	91,942
	Springfield-Chicopee-Holyoke (county basis)	98,307
78	Las Vegas	85,524
79	Bakersfield	84,937
80	Long Branch-Asbury Park, N. J.	84,473
81	New Haven-West Haven (Official S.M.S.A.)	84,241
	New Haven-West Haven-Waterbury-Meriden (county basis)	170,673
82	Lansing-East Lansing	84,081
83	Des Moines	83,787
84	Jersey City, N. J.(1)	83,326
85	Mobile	82,791
86	Paterson-Clifton-Passaic, N. J.(1)	77,936
87	Fort Wayne	76,720
88	Davenport-Rock Island-Moline, Iowa-Ill.	76,340
89	Raleigh-Durham	75,616
90	West Palm Beach-Boca Raton	73,878
91	Canton	71,626
92	Oxnard-Simi Valley-Ventura, Calif.	71,073
93	Tacoma	70,338
94	Beaumont-Port Arthur-Orange	68,347
95	Tucson	67,842
96	Peoria	67,774
97	York, Pa.	66,966
98	Baton Rouge	64,429
99	Lakeland-Winter Haven, Fla.	64,153
100	Little Rock-North Little Rock	63,677
101	Austin	63,480
102	Madison	63,398
103	Evansville, Ind.-Ky.	62,970
104	Stockton	62,630
105	Albuquerque	62,210
106	Columbia, S. C.	61,684
107	Lexington-Fayette	60,780
108	Trenton	60,466
109	Stamford (Official S.M.S.A.)	60,319
110	Utica-Rome	60,056
111	Erie	59,902
112	Duluth-Superior, Minn.-Wis.	59,622
113	Santa Barbara-Santa Maria-Lompoc	59,217
114	Worcester (Official S.M.S.A.)	58,517
	Worcester-Fitchburg-Leominster (county basis)	95,658
115	Jackson, Miss.	58,109
116	Lancaster	57,576
117	South Bend	56,975
118	Savannah	56,724
119	Shreveport	56,572
120	Vallejo-Fairfield-Napa, Calif.	56,434
121	Montgomery	56,305
122	Reading	56,103
123	Binghamton, N. Y.-Pa.	55,071
124	Corpus Christi	54,802
125	Macon	54,274
126	Topeka	53,511
127	Charleston, S. C.	52,806
128	Melbourne-Titusville-Cocoa, Fla.	52,406
129	El Paso	52,125
130	Kalamazoo-Portage	51,516
131	Appleton-Oshkosh	51,228
132	New London-Norwich (Official S.M.S.A.)	51,217
	New London-Norwich (county basis)	49,953
133	Johnstown, Pa.	51,041
134	Salinas-Seaside-Monterey, Calif.	50,981
135	Charleston, W. Va.	50,676
136	Huntington-Ashland, W. Va.-Ky.-Ohio	49,878
137	Newport News-Hampton	49,707
138	Rockford	49,616
139	Spokane	49,346
140	Kingsport-Bristol, Tenn.-Va.	48,912
141	Pensacola	47,907
142	Colorado Springs	47,543
143	Santa Rosa	47,535
144	Lawrence-Haverhill (Official S.M.S.A.)	47,313
145	Lima	47,047
146	Augusta, Ga.-S. C.	46,960
147	Lorain-Elyria	46,727
148	Daytona Beach	46,298
149	Ann Arbor	46,269
150	Modesto	46,147
151	Amarillo	44,525
152	Saginaw	43,725
153	Columbus, Ga.-Ala.	43,674
154	Waterbury (Official S.M.S.A.)	42,785
155	Hamilton-Middletown, Ohio	42,688
156	Eugene Springfield	42,483
157	Springfield, Mo.	42,434
158	Lubbock	42,079
159	Springfield, Ohio	41,766
160	Huntsville	41,738
161	Visalia, Calif.	40,690
162	Cedar Rapids	40,343
163	Battle Creek	40,283
164	Portsmouth, Ohio	39,884
165	Roanoke	36,854
166	Lincoln	36,569
167	Atlantic City	36,272
168	Springfield, Ill.	35,959
169	Terre Haute	35,820
170	Asheville	34,076
171	Abilene, Texas	33,901
172	Fayetteville, N. C.	33,448
173	Wheeling, W. Va.-Ohio	33,414
174	Bloomington-Normal, Ill.	33,350
175	Biloxi-Gulfport	33,287
176	Salem, Ore.	32,910
177	Muskegon-Muskegon Heights	32,797
178	Reno	32,745
179	Waco	32,540
180	Poughkeepsie	32,422
181	St. Cloud, Minn.	31,915
182	Gainesville, Fla.	31,754
183	Waterloo-Cedar Falls	31,381
184	Sioux City, Iowa-Neb.	31,307
185	Elkhart	31,289
186	Wichita Falls, Tex.	31,016
187	Norwalk (Official S.M.S.A.)	30,891
188	Sarasota	30,593
188	Boise City, Idaho	30,593
190	Killeen-Temple, Tex.	30,383
191	Green Bay	30,297
192	Galveston-Texas City	30,209
193	Portland, Maine (Official S.M.S.A.)	29,775
	Portland, Maine (county basis)	40,181
194	Jamestown, N. Y.	29,617
195	Parkersburg-Marietta, W. Va.-Ohio	29,546
196	McAllen-Pharr-Edinburg, Tex.	29,384
197	Fargo-Moorhead, N. D.-Minn.	28,998
198	Lowell (Official S.M.S.A.)	28,942
199	Bangor, Maine (county basis)	28,753
200	Anderson, Ind.	28,727
201	Racine	28,538
202	Steubenville-Weirton, Ohio-W. Va.	28,520
203	Yakima	28,501
204	Fort Smith, Ark.-Okla.	27,769
205	Janesville-Beloit	27,673
206	Lake Charles, La.	27,624
207	Jackson, Mich.	27,436
208	Champaign-Urbana-Rantoul	27,343
209	Mansfield	27,341
210	Fort Myers, Fla.	26,824
211	Lynchburg	26,240
212	Provo-Orem, Utah	26,218
213	New Britain (Official S.M.S.A.)	25,869
214	Tallahassee	25,654
215	Santa Cruz	25,481
216	Petersburg-Colonial Heights-Hopewell	25,221
217	Bay City, Mich.	24,918
218	Altoona	24,625
219	Fall River (Official S.M.S.A.)	24,614
220	Clarksville-Hopkinsville, Tenn.-Ky.	24,545
221	Texarkana Tex.-Ark.	24,481
222	Odessa	24,403
223	Newark, Ohio	24,272
224	Muncie	24,005
225	Tyler, Tex.	23,986
226	Joplin, Mo.	23,760
227	New Bedford (Official S.M.S.A.)	23,566
	New Bedford-Fall River (county basis)	66,172
228	Brockton (Official S.M.S.A.)	23,562
	Brockton (county basis)	49,783
229	Lebanon, Pa.	23,410
230	Manchester (Official S.M.S.A.)	23,317
	Manchester-Nashua (county basis)	37,330
231	Anderson, S. C.	23,252
232	Pittsfield (Official S.M.S.A.)	23,032
	Pittsfield (county basis)	32,983
233	Lafayette-West Lafayette, Ind.	23,024
234	Kenosha	22,903
235	Williamsport, Pa.	22,722
236	Fayetteville-Springdale, Ark.	22,288
237	Decatur, Ill.	22,271
238	Pueblo	21,967
239	New Castle	21,920
240	Longview, Texas	21,908
241	Monroe, La.	21,824
242	Danbury (Official S.M.S.A.)	21,658
243	Sioux Falls, S. D.	21,624
244	Vineland-Millville-Bridgeton, N. J.	21,314
245	Alexandria, La.	21,298
246	Tuscaloosa, Ala.	20,991
247	Brownsville-Harlingen-San Benito, Tex.	20,890
248	Panama City, Fla.	20,690
249	Lafayette, La.	20,584
250	Iowa City, Iowa	20,347
251	Rochester, Minn.	20,027
252	St. Joseph, Mo.	19,504
253	Richland-Kennewick, Wash.	19,409
254	Richmond, Ind.	19,335
254	Wilmington, N. C.	19,335
256	Rocky Mount, N. C.	19,279
257	Florence, S. C.	19,185
258	Great Falls, Mont.	19,081
259	Burlington, Vt. (county basis)	18,936
260	Columbia, Mo.	18,857
261	Elmira, N. Y.	18,689
262	Salina, Kans.	18,642
263	Medford, Ore.	18,494
264	Watertown, N. Y.	18,458
265	Dubuque	18,438
266	Danville, Ill.	18,430
267	Valdosta, Ga.	18,422
268	Fort Collins, Colo.	18,390
269	Marion, Ind.	18,341
270	Kankakee, Ill.	18,213
271	Eau Claire	18,169
272	Hagerstown, Md.	18,122
273	Billings	18,085
274	Burlington, N. C.	17,631
275	Pocatello, Ida.	17,548
276	Hutchinson, Kans.	17,218
277	San Angelo, Texas	17,031
278	Sherman-Denison	17,028
279	Albany, Ga.	16,991
280	Kokomo	16,829
281	Lewiston-Auburn (Official S.M.S.A.)	16,676
	Lewiston-Auburn (county basis)	17,994
282	Jackson, Tenn.	16,642
283	Fond du Lac, Wis.	16,621
284	Anniston, Ala.	16,613
285	Athens, Ga.	16,501
286	Gadsden	16,264
287	Sandusky, Ohio	16,140
288	Danville, Va.	16,136
289	Meridian, Miss.	16,122
290	Sheboygan	16,009
291	Bloomington, Ind.	15,947
292	Bellingham, Wash.	15,867
293	Florence, Ala.	15,862
294	Midland, Texas	15,827
295	Pine Bluff, Ark.	15,742
296	Missoula, Mont.	15,686
297	La Crosse	15,659
298	Cumberland, Md.	15,492
299	Anchorage	15,467
300	Johnson City, Tenn.	15,292
301	Fort Pierce, Fla.	15,251
302	Rapid City, S. D.	15,126
303	Nashua (Official S.M.S.A.)	15,060
304	Hattiesburg, Miss.	14,841
305	Greeley, Colo.	14,807
306	Lawton	14,684
307	Bremerton, Wash.	14,517
308	Rome, Ga.	14,497
309	Enid, Okla.	14,167
310	Clarksburg, W. Va.	13,971
311	Bristol (Official S.M.S.A.)	13,790
312	Decatur, Ala.	13,737
313	Midland, Mich.	13,511
314	Fitchburg-Leominster (Official S.M.S.A.)	13,436
315	Meriden (Official S.M.S.A.)	13,134
316	Charlottesville, Va.	13,100
317	Bowling Green, Ky.	12,989
318	Santa Fe	12,971
319	Laredo	12,613
320	Wausau, Wis.	12,219
321	Manhattan, Kans.	12,184
322	Paducah, Ky.	11,844
323	Victoria, Tex.	11,830
324	Idaho Falls	11,439
325	Grand Forks, N. D.	10,963
326	Houma, La.	10,789
327	Dothan, Ala.	10,745
328	Hot Springs, Ark.	10,490
329	Bryan-College Station, Tex.	10,395
330	Owensboro	10,232
331	Lewiston, Ida.	9,322
332	Casper, Wyo.	9,169
333	Quincy, Ill.	8,979
	Total Metro Areas	29,070,659
	(1) New York-Northeastern N. J. Consolidated Area	2,160,966
	(2) Chicago, Ill.-Northwestern Ind. Consolidated Area	1,146,221

U. S. TOTAL SERVICE STATION SALES—$39,826,612(000)

Metro Area Passenger Cars, Rank

January 1, 1975

Rank		
1	Los Angeles-Long Beach	3,821,800
2	Chicago(2)	3,064,110
3	New York, N. Y.-N. J.(1)	2,776,430
4	Philadelphia, Pa.-N. J.	2,294,250
5	Detroit	2,265,260
6	San Francisco-Oakland	1,624,610
7	Washington, D. C.-Md.-Va.	1,516,940
8	Dallas-Fort Worth	1,364,920
9	Nassau-Suffolk, N. Y.(1)	1,343,770
10	Newark, N. J.(1)	1,175,030
11	Pittsburgh	1,170,470
12	Boston (Official S.M.S.A.)	1,153,210
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,607,140
13	Houston	1,120,110
14	St. Louis, Mo.-Ill.	1,094,090
15	Cleveland	1,041,440
16	Atlanta	1,020,460
17	Minneapolis-St. Paul, Minn.-Wis.	1,014,770
18	Baltimore	982,700
19	Anaheim-Santa Ana-Garden Grove, Calif.	919,920
20	Miami	835,820
21	Denver-Boulder	795,360
22	Tampa-St. Petersburg	781,960
23	San Diego	777,310
24	Seattle-Everett	750,230
25	Cincinnati, Ohio-Ky.-Ind.	698,540
26	Milwaukee	659,450
27	Portland, Ore.-Wash.	655,150
28	Kansas City, Mo.-Kans.	645,090
29	San Jose	645,070
30	Phoenix	608,780
31	Riverside-San Bernardino-Ontario	596,190
32	Buffalo	559,420
33	Columbus, Ohio	549,270
34	Indianapolis	545,590
35	Fort Lauderdale-Hollywood	504,850
36	Dayton	468,620
37	Louisville, Ky.-Ind.	467,420
38	New Orleans	458,430
39	Greensboro-Winston-Salem-High Point, N. C.	452,420
40	Sacramento	451,620
41	San Antonio	441,660
42	Birmingham, Ala.	434,310
43	Rochester, N. Y.	431,410
44	Oklahoma City	421,340
45	Toledo, Ohio-Mich.	412,040
46	Salt Lake City-Ogden	394,500
47	Memphis, Tenn.-Ark.-Miss.	382,850
48	Nashville-Davidson	370,620
49	Jacksonville, Fla.	369,000
50	Akron	366,140
51	Providence-Warwick-Pawtucket (Official S.M.S.A.)	362,100
	Providence-Warwick-Pawtucket (county basis)	501,660
52	Orlando	357,090
53	Honolulu	355,290
54	Albany-Schenectady-Troy	342,080
55	Charlotte-Gastonia, N. C.	337,600
56	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	323,880
57	Tulsa	322,400
58	Northeast Pennsylvania	303,380
59	Allentown-Bethlehem-Easton, Pa.-N. J.	297,070
60	Jersey City, N. J.(1)	293,680
61	Youngstown-Warren	291,240
62	Richmond, Va.	290,050
63	Grand Rapids	289,690
64	Gary-Hammond-East Chicago, Ind(2)	287,650
65	Omaha, Neb.-Iowa	277,990
66	Syracuse	270,400
67	Greenville-Spartanburg, S. C.	269,900
68	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	266,760
69	West Palm Beach-Boca Raton	261,810
70	Paterson-Clifton-Passaic, N. J.(1)	261,530
71	Raleigh-Durham	260,530
72	Hartford (Official S.M.S.A.)	254,680
	Hartford-New Britain-Bristol (county basis)	468,660
73	Flint	254,320
74	Wilmington, Del.-N. J.-Md.	252,840
75	Long Branch-Asbury Park, N. J.	230,660
76	Wichita	223,580
77	Fresno	219,180
78	Knoxville	217,670
79	Oxnard-Simi Valley-Ventura, Calif.	216,420
80	Tucson	215,920
81	Tacoma	212,380
82	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	210,970
	Springfield-Chicopee-Holyoke (county basis)	285,200
83	Lansing-East Lansing	208,620
84	Canton	206,930
85	Chattanooga, Tenn.-Ga.	205,040
86	Harrisburg	199,960
87	Mobile	199,050
88	Albuquerque	197,650
89	Davenport-Rock Island-Moline, Ia.-Ill.	193,870
90	Las Vegas	185,470
91	Fort Wayne	184,820
92	Huntsville	181,190
93	Peoria	179,050
94	Austin	178,400
95	Des Moines	176,830
96	Columbia, S. C.	172,920
97	El Paso	169,560
98	Trenton	168,640
99	New Haven-West Haven (Official S.M.S.A.)	167,660
	New Haven-West Haven-Waterbury-Meriden (county basis)	421,210
100	Bakersfield	167,440
101	Beaumont-Port Arthur-Orange	167,360
102	Spokane	166,020
103	Little Rock-North Little Rock	164,770
104	York, Pa.	160,310
105	Newport News-Hampton	157,690
106	Shreveport	157,330
107	Lancaster	155,710
108	Charleston, S. C.	155,330
109	Melbourne-Titusville-Cocoa, Fla.	153,580
109	Lakeland-Winter Haven, Fla.	153,580
111	Eugene-Springfield	149,860
112	Bridgeport (Official S.M.S.A.)	149,050
	Bridgeport-Stamford-Norwalk (county basis)	507,630
113	Worcester (Official S.M.S.A.)	148,650
	Worcester-Fitchburg-Leominster (county basis)	310,610
114	Stockton	148,030
115	Colorado Springs	147,870
116	Jackson, Miss.	147,080
117	Santa Barbara-Santa Maria-Lompoc	145,400
118	Augusta, Ga.-S. C.	144,950
119	Evansville, Ind.-Ky.	144,720
120	Reading	144,230
121	Baton Rouge	143,940
122	Rockford	143,530
123	Lorain-Elyria	142,650
124	Madison	141,880
125	Lexington-Fayette	141,170
126	Pensacola	140,980
127	Utica-Rome	137,390
128	Corpus Christi	136,560
129	Vallejo-Fairfield-Napa, Calif.	136,250
130	Huntington-Ashland, W. Va.-Ky.-Ohio	135,890
131	South Bend	135,320
132	Binghamton, N.Y.-Pa.	133,620
133	Kalamazoo-Portage	129,720
134	Erie	128,710
135	Johnstown, Pa.	127,570
136	Salinas-Seaside-Monterey, Calif.	127,550
137	Montgomery	127,180
138	Appleton-Oshkosh	126,830
139	Santa Rosa	126,620
140	Salem, Ore.	125,950
141	Columbus, Ga.-Ala.	125,430
142	Macon	125,320
143	Duluth-Superior, Minn.-Wis.	123,890
144	Kingsport-Bristol, Tenn.-Va.	123,850
145	Ann Arbor	121,520
146	Daytona Beach	121,020
147	Hamilton-Middletown, Ohio	119,120
148	Roanoke	118,320
149	Charleston, W. Va.	115,340
150	Lima	114,090
151	Saginaw	110,630
152	Savannah	110,090
153	Sarasota	108,700
154	Poughkeepsie	108,200
155	Modesto	107,080
156	Atlantic City	103,790
157	Topeka	102,610
158	Springfield, Ohio	101,460
159	Lubbock	96,780
160	Lawrence-Haverhill (Official S.M.S.A.)	95,670
161	Fayetteville, N. C.	93,560
162	Anchorage	93,020
163	Visalia, Calif.	92,170
164	Springfield, Ill.	91,280
165	Battle Creek	89,860
166	Lincoln	88,460
167	Cedar Rapids	88,180
168	New London-Norwich (Official S.M.S.A.)	88,000
	New London-Norwich (county basis)	124,720
169	Amarillo	85,930
170	Asheville	85,790
171	Waterbury (Official S.M.S.A.)	84,870
172	Yakima	84,690
173	Muskegon-Muskegon Heights	84,340
174	Springfield, Mo.	84,070
175	Stamford (Official S.M.S.A.)	84,030
176	Boise City, Idaho	83,210
177	Racine	82,900
178	Reno	82,400
179	Santa Cruz	81,860
180	Fort Myers, Fla.	81,560
181	Portland, Maine (Official S.M.S.A.)	80,470
	Portland, Maine (county basis)	97,510
182	Wheeling, W. Va.-Ohio	80,180
183	Biloxi-Gulfport	80,050
184	Terre Haute	79,970
185	Galveston-Texas City	79,690
186	Killeen-Temple, Tex.	78,790
187	Danbury (Official S.M.S.A.)	77,710
188	Steubenville-Weirton, Ohio-W. Va.	77,300
189	Fort Smith, Ark.-Okla.	76,400
190	Waco	76,380
191	Mansfield	75,910
192	Medford, Ore.	75,380
193	Green Bay	73,910
194	McAllen-Pharr-Edinburg, Tex.	73,420
195	Lake Charles, La.	72,390
196	Jackson, Mich.	72,170
197	Champaign-Urbana-Rantoul	72,160
198	Vineland-Millville-Bridgeton, N. J.	72,080
199	Wichita Falls, Tex.	70,330
200	Waterloo-Cedar Falls	70,270
201	Florence, Ala.	70,240
202	Anderson, Ind.	69,950
203	Parkersburg-Marietta, W. Va.-Ohio	69,620
204	Lynchburg	68,130
205	Fall River (Official S.M.S.A.)	67,560
206	New Bedford (Official S.M.S.A.)	67,060
	New Bedford-Fall River (county basis)	220,310
207	Elkhart	66,220
208	Altoona	66,080
209	Provo-Orem, Utah	65,660
210	Janesville-Beloit	65,650
211	Abilene, Texas	65,230
212	Gainesville, Fla.	64,750
213	Fargo-Moorhead, N. D.-Minn.	64,700
214	Decatur, Ill.	64,690
215	Jamestown, N. Y.	63,290
216	Wilmington, N. C.	62,950
217	Burlington, N. C.	62,180
218	New Britain (Official S.M.S.A.)	61,690
219	Pueblo	61,630
220	St. Cloud, Minn.	60,810
221	Muncie	60,710
222	Fayetteville-Springdale, Ark.	60,640
223	Brownsville-Harlingen-San Benito, Tex.	59,820
224	Sioux City, Iowa-Neb.	59,040
225	Gadsden	58,880
226	Anderson, S. C.	58,860
227	Alexandria, La.	58,720
228	Tallahassee	58,650
229	Newark, Ohio	58,380
230	Bay City, Mich.	58,140
231	Kenosha	57,780
232	Petersburg-Colonial Heights-Hopewell	57,200
233	Fort Collins, Colo.	56,840
234	Anniston, Ala.	56,510
235	Lowell (Official S.M.S.A.)	56,490
236	Rocky Mount, N. C.	56,480
237	Manchester (Official S.M.S.A.)	56,320
	Manchester-Nashua (county basis)	103,480
238	Tuscaloosa, Ala.	56,280
239	Norwalk (Official S.M.S.A.)	56,110
240	Bangor, Maine (county basis)	55,700
241	Williamsport, Pa.	55,160
242	Richland-Kennewick, Wash.	55,010
243	Bremerton, Wash.	54,200
244	Greeley, Colo.	53,280
245	Texarkana, Tex.-Ark.	53,100
246	Hagerstown, Md.	52,430
247	Tyler, Tex.	52,370
248	New Castle	52,290
249	Sioux Falls, S. D.	52,270
250	Bloomington-Normal, Ill.	51,960
250	Clarksville-Hopkinsville, Tenn.-Ky.	51,960
252	Billings	51,910
253	Danville, Va.	51,820
254	Odessa	51,750
255	Monroe, La.	51,310
256	Albany, Ga.	51,090
257	Lafayette-West Lafayette, Ind.	48,950
258	Lebanon, Pa.	48,840
259	Panama City, Fla.	48,330
260	Danville, Ill.	47,810
261	Kankakee, Ill.	47,800
262	Brockton (Official S.M.S.A.)	47,340
	Brockton (county basis)	152,930
263	Bellingham, Wash.	46,370
264	Sheboygan	46,180
265	Burlington, Vt. (county basis)	46,110
266	Wausau, Wis.	45,770
267	Lawton	45,600
268	Decatur, Ala.	45,310
269	Longview, Texas	45,210
270	Rome, Ga.	43,950
271	Elmira, N. Y.	43,880
272	St. Joseph, Mo.	43,650
272	Owensboro	43,650
274	Sandusky, Ohio	43,440
275	Kokomo	43,320
275	Great Falls, Mont.	43,320
277	Florence, S. C.	42,900
278	Dubuque	42,830
279	Rochester, Minn.	42,760
280	Portsmouth, Ohio	42,420
281	Sherman-Denison	42,230
282	Cumberland, Md.	41,500
283	Bristol (Official S.M.S.A.)	40,430
284	Nashua (Official S.M.S.A.)	40,240
285	Midland, Texas	40,090
286	Joplin, Mo.	40,040
287	Johnson City, Tenn.	40,000
288	Marion, Ind.	39,220
289	Charlottesville, Va.	39,080
290	Lafayette, La.	38,680
291	Pittsfield (Official S.M.S.A.)	38,450
	Pittsfield (county basis)	81,670
292	La Crosse	38,010
293	San Angelo, Texas	37,710
294	Watertown, N. Y.	37,700
295	Paducah, Ky.	37,480
296	Richmond, Ind.	36,920
297	Dothan, Ala.	36,500
298	Fort Pierce, Fla.	35,760
299	Pocatello, Ida.	35,730
300	Meridian, Miss.	35,460
301	Bloomington, Ind.	35,300
302	Hutchinson, Kans.	35,080
303	Lewiston-Auburn (Official S.M.S.A.)	34,640
	Lewiston-Auburn (county basis)	45,500
304	Quincy, Ill.	34,580
305	Idaho Falls	34,350
306	Missoula, Mont.	34,260
307	Midland, Mich.	33,940
308	Columbia, Mo.	33,720
309	Rapid City, S. D.	33,520
310	Eau Claire	33,360
311	Iowa City, Iowa	33,280
312	Athens, Ga.	32,980
313	Pine Bluff, Ark.	32,810
314	Jackson, Tenn.	31,890
315	Enid, Okla.	31,610
316	Clarksburg, W. Va.	30,700
317	Casper, Wyo.	30,650
318	Fond du Lac, Wis.	30,530
319	Santa Fe	30,290
320	Valdosta, Ga.	29,520
321	Grand Forks, N. D.	28,270
322	Laredo	28,140
323	Hattiesburg, Miss.	28,130
324	Bowling Green, Ky.	27,650
325	Bryan-College Station, Tex.	27,600
326	Victoria, Tex.	27,540
327	Meriden, Conn. (Official S.M.S.A.)	27,340
328	Hot Springs, Ark.	27,280
329	Salina, Kans.	26,860
330	Houma, La.	26,510
331	Lewiston, Ida.	25,680
332	Fitchburg-Leominster (Official S.M.S.A.)	21,310
333	Manhattan, Kans.	19,780
	Total Metro Areas	77,281,090
	(1) New York-Northeastern N. J. Consolidated Area	6,117,200
	(2) Chicago, Ill.-Northwestern Ind. Consolidated Area	3,351,760

U. S. TOTAL PASSENGER CARS—102,892,900

(*) AM and FM facilities.
(†) Considered by a major network as their outlet in this market.
(‡) Duplicate listing in this market.

Radio Stations in Metro Areas (as defined on pages 31-32)

Abilene, Tex.
KCAD, Abilene
KDWT, Stamford
KFMN (FM), Abilene
*KNIT, Abilene
*KOBQ (FM), Abilene
KRBC, Abilene
KWFA, Merkel
*KWKC, Abilene

Akron, Ohio
*WAEZ, Akron
*WAKR, Akron
*WCUE, Cuyahoga Falls
‡WDBN (FM), Medina
WHLO, Akron
*†WKNT, Kent
WSLR, Akron

Albany, Ga.
*WALG, Albany
*WGPC, Albany
WJAZ, Albany
WJIZ (FM), Albany
WQDE, Albany
*WWCW (FM), Albany

Albany-Schenectady-Troy, N. Y.
WABY, Albany
WCSS, Amsterdam
WFLY (FM), Troy
*WGFM (FM), Schenectady
*WGNA, Albany
*WGY, Schenectady
*WHAZ, Troy
WHRL (FM), Albany
*WHSH (FM), Albany
*WKAJ, Saratoga Springs
WKOL, Amsterdam
WOKO, Albany
WPTR, Albany
*WQBK, Rensselaer
*WROW, Albany
WSNY, Schenectady
*WTRY, Troy
WWOM (FM), Albany

Albuquerque, N. M.
KABQ, Albuquerque
KAMX, Albuquerque
KDAZ, Albuquerque
*KDEF, Albuquerque
KHFM (FM), Albuquerque
KKIM, Albuquerque
KMYR, Albuquerque
*KOB, Albuquerque
*KPAR, Albuquerque
KQEO, Albuquerque
KRKE, Albuquerque
*KRST (FM), Albuquerque
*KRZY, Albuquerque
KZIA, Albuquerque

Alexandria, La.
*KALB, Alexandria
KDBS, Alexandria
KPAL, Pineville
*KSLI (FM), Alexandria
KSYL, Alexandria

Allentown-Bethlehem-Easton, Pa.
*WAEB, Allentown
*WCRV, Washington, N. J.
*WEEX, Easton
*WEST, Easton
*WEZV (FM), Bethlehem
*WFMV (FM), Blairstown, N. J.
WFMZ (FM), Allentown
*WGPA, Bethlehem
WHOL, Allentown
WKAP, Allentown
*WLEV (FM), Easton
WLSH, Lansford
*WQQQ (FM), Easton
WSAN, Allentown
*WXKW (FM), Allentown
WYNS, Lehighton

Altoona, Pa.
*WFBG, Altoona
*WGMR (FM), Tyrone
WHGM (FM), Bellwood
*WJRM, Martinsburg
WKMC, Roaring Spring
WRTA, Altoona
*WTRN, Tyrone
*WVAM, Altoona

Amarillo, Tex.
KCAN, Canyon
*KDJW, Amarillo
*KGNC, Amarillo
KIXZ, Amarillo
KPTR, Amarillo
KQIZ, Amarillo
KRAY, Amarillo
KZIP, Amarillo

Anaheim-Santa Ana-Garden Grove, Calif
KAPX (FM), San Clemente
*KEZY, Anaheim
KOCM (FM), Newport Beach
KORJ (FM), Garden Grove
*KWIZ, Santa Ana
KYMS (FM) Santa Ana

Anchorage, Alaska
*KBYR, Anchorage
KENI, Anchorage
KFQD, Anchorage
*KHAR, Anchorage
*KNIK(FM), Anchorage
KYAK, Anchorage

Anderson, Ind.
WBMF (FM), Elwood
WHBU, Anderson
*WHUT, Anderson
*WLHN (FM), Anderson

Anderson, S. C.
*WAAM, Anderson
*WANS, Anderson
*WCAC (FM), Anderson
WHPB, Benson

Ann Arbor, Mich.
WAAM, Ann Arbor
*WIQB, Ann Arbor
*WNRS, Saline
*WPAG, Ann Arbor
WSDS, Ypsilanti
WYPC, Ypsilanti

Anniston, Ala.
WANA, Anniston
WDNG, Anniston
*WHMA, Anniston
WHID, Piedmont

Appleton-Oshkosh, Wis.
WAGO, Oshkosh
*WAPL, Appleton
WHBY, Appleton
*WKAU, Kaukauna
WMKC, Oshkosh
WNAM, Neenah-Menasha
*WOSH, Oshkosh
WROE (FM), Neenah-Menasha
WYNE, Appleton
*WTYL, Oshkosh

Asheville, N. C.
WBMS, Black Mountain
WISE, Asheville
WKKE, Asheville
WLOS (FM), Asheville
WMMH, Marshall
WSKY, Asheville
WWNC, Asheville

Athens, Ga.
*WDOL, Athens
*WGAU, Athens
*WJSR, Athens
*WNGC (FM), Athens
WRFC, Athens

Atlanta, Ga.
WACX, Austell
WAOK, Atlanta
WAVO, Decatur
†WBIE, Marietta
*WCHK, Canton
†WCOB, Marietta
WDGL, Douglasville
*WDYX, Buford
WFOM, Marietta
*WGCO (FM), Buford
WGFS, Covington
*WGKA, Atlanta
WGST, Atlanta
WGUN, Atlanta
WIGO, Atlanta
WHIN, Atlanta
*WJGA, Jackson
WKLS (FM), Atlanta
WKIN, Monroe
WLAW, Lawrenceville
WLTA (FM), Atlanta
WMRE, Monroe
WPCH, Atlanta
*WPLO, Atlanta
WQAK, Decatur
*WQXI, Atlanta
WRNG, North Atlanta
*WSB, Atlanta
WSNE, Cumming
WSSA, Morrow
WTJH, East Point
WXAP, Atlanta
WYNX, Smyrna
WYZE, Atlanta
*WZGC (FM), Atlanta

Atlantic City, N. J.
WAYV, Atlantic City
*WFPG, Atlantic City
*WGRF, Pleasantville
*WMGM (FM), Atlantic City
*WMID, Atlantic City
*WRDV, Hammonton
*WONO, Pleasantville
*WRDR (FM), Egg Harbor City
*WSLT, Ocean City-Somers Point
WUSS, Atlantic City

Augusta, Ga.-S. C.
*WAKN, Aiken, S. C.
*WAUG, Augusta
*WBRQ, Augusta
WRIA, Augusta
WFNL, North Augusta, S. C.
WGAC, Augusta
*WGUS, North Augusta, S. C.
*WLOW, Aiken, S. C.
*WNEZ (FM), Aiken, S. C.
WRDW, Augusta
*WTHB, Augusta
WVAP, Burnettown, S. C.
*WZZW (FM), Augusta

Austin, Tex.
*KASE (FM), Austin
KCYL, San Marcos
KHFI (FM), Austin
*KIXL, Austin
*KLBJ, Austin
KNOW, Austin
*KOKE, Austin
*KRMH (FM), San Marcos
*KVET, Austin

Bakersfield, Calif.
KAFY, Bakersfield
KBIS, Bakersfield
KCHJ, Delano
KDNO (FM), Delano
*KDOL, Mojave
KERN, Bakersfield
*KGEE, Bakersfield
*KGEM (FM), Bakersfield
KIOA, Ridgecrest
*KLYD, Bakersfield
KPMC, Bakersfield
KTKR, Taft
*KUZZ, Bakersfield
KWAC, Bakersfield
KWSO, Wasco
KXEM, McFarland
KZIQ, Ridgecrest

Baltimore, Md.
WAMD, Aberdeen
WANN, Annapolis
*WASA, Havre De Grace
WAYE, Baltimore
*WBAL, Baltimore
*WBMD, Baltimore
*WCAO, Baltimore
WCBM, Baltimore
*WDJQ, Baltimore
WEBB, Baltimore
WFBR, Baltimore
*WHDG (FM), Havre De Grace
*WISZ, Glen Burnie
*WITH, Baltimore
*WKTK (FM), Catonsville
WLIF, Baltimore
*WLPL (FM), Baltimore
WMAR (FM), Baltimore
*WNAV, Annapolis
WPOC, Baltimore
WRBS (FM), Baltimore
*WSID, Baltimore
WTOW, Towson
*WTTR, Westminster
WVOB, Bel Air
WWIN, Baltimore
WYRE, Annapolis

Bangor, Me.
*WABI, Bangor
*WBGW (FM), Bangor
WGUY, Bangor
WLBZ, Bangor
*WLKN, Lincoln
WMKR, Millinocket

Baton Rouge, La.
KSMI (FM), Donaldsonville
WAFB (FM), Baton Rouge
WAIL, Baton Rouge
*WFMF, Baton Rouge
WIBR, Baton Rouge
*WJBO, Baton Rouge
WLBI, Denham Springs
*WLCS, Baton Rouge
WLUX, Baton Rouge
*WQXY (FM), Baton Rouge
WSLG, Gonzales
WXOK, Baton Rouge
*WYNK, Baton Rouge

Battle Creek, Mich.
WALM, Albion
*WBCH, Hastings
WBSK, Battle Creek
*WDFP, Battle Creek
*WKFR (FM), Battle Creek
*WKNR, Battle Creek
*WVOC, Battle Creek

Bay City, Mich.
*WBCM, Bay City
WGER (FM) Bay City
*WHNN (FM), Bay City
WXOX, Bay City

Beaumont-Port Arthur-Orange, Tex.
*KAYC, Beaumont
*KAYD (FM), Beaumont
*KBPO (FM), Beaumont
*KJET, Beaumont
KKAS, Silsbee
*KLVI, Beaumont
KORS (FM), Orange
KOOT, Orange
KOLE, Port Arthur
*KPAC, Port Arthur
KSUZ, Port Neches
*KTRM, Beaumont
*KWIC (FM), Beaumont
*KYKR, Port Arthur

Bellingham, Wash.
KBFW, Bellingham-Ferndale
*KERI (FM), Bellingham
*KGMI, Bellingham
*KISM (FM), Bellingham
KLYN (FM), Lynden
KOUT, Bellingham
*KPUG, Bellingham

Billings, Mont.
KBMY, Billings
KGHL, Billings
KOOK, Billings
*KOYN, Billings
*KURL, Billings

Biloxi-Gulfport, Miss.
WGCM, Gulfport
WIGG, Wiggins
WLOX, Biloxi
*WQID, Biloxi
*WRKA, Gulfport
WTAM (FM), Gulfport
*WVMI, Biloxi

Binghamton, N. Y.-Pa.
WAAL (FM), Binghamton
WAVR, Waverly
*WEBO, Owego
*WENE, Endicott
WINR, Binghamton
WKOP, Binghamton
*WMBV (FM), Endicott
*WNBF, Binghamton
*WQYT (FM), Binghamton

Birmingham, Ala.
*WAPI, Birmingham
WABF, Jasper
WATV, Birmingham
WBUL, Birmingham
WBYE, Calera
*WCRT, Birmingham
WDJC (FM), Birmingham
*WENN, Birmingham
*WERC, Birmingham
WFHK, Pell City
*WJLD, Homewood
WLPH, Irondale
*WQEZ (FM), Birmingham
WSGN, Birmingham
WVOK, Birmingham
*WWWB, Jasper
WYAM, Bessemer
WYDE, Birmingham
*WZZK (FM), Birmingham

Bloomington-Normal, Ill.
WAKC, Normal
*WBNQ (FM), Bloomington
WIHN, Normal
*WJBC, Bloomington

Bloomington, Ind.
*WGTC (FM), Bloomington
*WTTS, Bloomington

Boise City, Idaho
*KBBK (FM), Boise
*KBOI, Boise
*KBRJ, Boise
‡KFXD, Nampa
KGEM, Boise
KIDO, Boise
KSPD, Boise
KYME, Boise

Boston-Lawrence-Haverhill-Lowell, Mass.
WBCN (FM), Boston
*WBOS (FM), Brookline
WBZ, Boston
WCAP, Lowell
WCAS, Cambridge
*WCCM, Lawrence
*WCGY (FM), Lawrence
*WCOP, Boston
*WCOZ (FM), Boston
*WCRB, Boston-Waltham
*WEEI, Boston
WESX, Salem
WEZE, Boston
WGTR, Natick
*WHAV, Haverhill
*WHDH, Boston
WHRB-FM, Cambridge
WHLD, Boston
WJDA, Quincy
WJIB, Boston
*WKOX, Framingham
*WLLH, Lowell
*WLYN, Lynn
WMEX, Boston
WMLO, Beverly
WNBP, Newburyport
WNTN, Newton
*WRKO, Boston
WROR (FM), Boston
WRYT, Boston
WSRO, Marlboro
*WSSH (FM), Lowell
WUNR, Brookline
*WVBF (FM), Framingham
WVCA (FM), Gloucester
*WWEL, Medford

Bowling Green, Ky.
WKGN, Bowling Green
*WDNS (FM), Bowling Green
*WKCT, Bowling Green
*WLBJ, Bowling Green

Bremerton, Wash.
*KBRO, Bremerton

Bridgeport-Stamford-Norwalk, Conn.
*WDJF (FM), Westport
*WDRN (FM), Norwalk
WEZN (FM), Bridgeport
WGCH, Greenwich
WICC, Bridgeport
*WINE, Brookfield
*WLAD, Danbury
*WMMM, Westport
WNAB, Bridgeport
*WNLK, Norwalk
*WSTC, Stamford
*WYRS, Stamford

Brockton, Mass.
*WBET, Brockton
WOKW, Brockton
*WPLM, Plymouth

Brownsville-Harlingen-San Benito, Tex.
KBOR, Brownsville
KDUV, Brownsville
*KELT, Harlingen
*KGBT, Harlingen
KMBS, Harlingen
‡‡KRGV, Weslaco

Bryan-College Station, Texas
*KORA (FM), Bryan
*KTAM, Bryan
*WTAW, College Station

Buffalo, N. Y.
WADV (FM), Buffalo
*WBEN, Buffalo
WBLK (FM), Depew
WBNY (FM), Buffalo
WBUF (FM), Buffalo
WDCX (FM), Buffalo
*WEBR, Buffalo
*WGR, Buffalo
*WGRQ (FM), Buffalo
*WHLD, Niagara Falls
WJJL, Niagara Falls
WKBW, Buffalo
WNIA, Cheektowaga
*WREZ (FM), Buffalo
WUFO, Amherst
WUSJ, Lockport
*WWOL, Buffalo
WXRL, Lancaster
*WYSL, Buffalo

Burlington, N. C.
*WBAG, Burlington-Graham
*WBBB, Burlington-Graham
*WNCB (FM), Burlington-Graham
WSML, Graham

Burlington, Vt.
WDST, Burlington
WEZF (FM), Burlington
*WJOY, Burlington
*WQCR (FM), Burlington
WVMT, Burlington

Canton, Ohio
*WFAH, Alliance
*WHBC, Canton
WHLQ (FM), Canton
WINW, Canton
WNYN, Canton
WOIO, Canton
WTIG, Massillon
WTOF (FM), Canton

Casper, Wyo.
*KATI, Casper
*KAWY (FM), Casper
KTWO, Casper
KVOC, Casper

Cedar Rapids, Iowa
KCRG, Cedar Rapids
*KHAK, Cedar Rapids
KLWW, Cedar Rapids
KQCR, Cedar Rapids
*WMT, Cedar Rapids

Champaign-Urbana-Rantoul, Ill.
*WCCR, Urbana
*WDWS, Champaign
‡WIAI (FM), Danville
*WLRW (FM), Champaign
WPGU (FM), Urbana
*WRTL, Rantoul
WTWC (FM), Urbana

Charleston, S. C.
WAZS, Summerville
WBER, Moncks Corner
*WCSC, Charleston
WEZL (FM), Charleston
*WKTM (FM), North Charleston
*WNCG, North Charleston
WOKE, Charleston
*WPAL, Charleston
*WPWR (FM), St George
*WPXI (FM), Charleston
*WQIZ, St. George
WOSN, Charleston
*WTMA, Charleston
WTWF (FM), Moncks Corner
*WWWZ, Summerville
*WXTC (FM), Charleston

Charleston, W. Va.
*WBES (FM), Charleston
*WCAW, Charleston
*WCHS, Charleston
*WKAZ, Charleston
*WKLC, St. Albans
WPNS, Hurricane
*WQBE, Charleston
WRDS, South Charleston
*WTIO (FM), Charleston
*WTIP, Charleston
*WVAF (FM), Charleston
WXIT, Charleston

Charlotte-Gastonia, N. C.
WAME, Charlotte
*WAYS, Charlotte
*WBT, Charlotte
WCGC, Belmont
WCSL, Cherryville
WEZC (FM), Charlotte
WGAS, Gastonia
WGIV, Charlotte
*WGNC, Gastonia
WHVN, Charlotte
WIST, Charlotte
WIXE, Monroe
WLTC, Gastonia
WMAP, Monroe
*WROQ (FM), Charlotte
WRTA, Charlotte
*WSOC, Charlotte

Charlottesville, Va.
*WCCV (FM), Charlottesville
*WCHV, Charlottesville
WELK, Charlottesville
*WINA, Charlottesville
WPED, Crozet
*WQMC (FM), Charlottesville

Chattanooga, Tenn.-Ga.
*WDEF, Chattanooga
*WDOD, Chattanooga
WDXB, Chattanooga
WEDG, Soddy-Daisy
WEPG, South Pittsburg
WFLI, Lookout Mountain
*WGOW, Chattanooga
WLFA, La Fayette, Ga.
WMOC, Chattanooga
WNOO, Chattanooga
*WOWE, Rossville, Ga.
WPJD, Daisy
*WRIP, Rossville, Ga.
WSIM, Red Bank
*WYNQ (FM), Chattanooga

Chicago, Ill.
WAIT, Chicago
*WAUR (FM), Aurora
*WBBM, Chicago
WBEE, Harvey
*WBMX (FM), Oak Park
WCFL, Chicago
*WCGO, Chicago Heights
WCLR (FM), Skokie
WCRW, Chicago
*WDAI (FM), Chicago
WDHF (FM), Chicago
†WEAW, Evanston
WEDC, Chicago
WEFA (FM), Waukegan
WEFM (FM), Chicago
WFMT (FM), Chicago
*WFVR, Aurora
WFYR (FM), Chicago
WGN, Chicago
WGSB, Geneva
WIND, Chicago
WIVS, Crystal Lake
*WJJD, Chicago
*WJKL, Elgin
*WJOL, Joliet
WJPC, Chicago
WJBC, Joliet
WKDC, Elmhurst
*WKKD (FM), Aurora
WKRS, Waukegan
*WKZN (FM), Zion
WLAK, Chicago
*WLLI (FM), Joliet
WLNR (FM), Lansing
WLOO, Chicago
*WLS, Chicago
WLTD, Evanston
*WMAQ, Chicago
WMPP, Chicago Heights
*WMRO, Aurora
WNIB (FM), Chicago
*WNIS, Chicago
*WNUS-FM, Chicago
†WOJO, Evanston
*WOPA, Oak Park
*WRMN, Elgin
WSBC, Chicago
WSDM (FM), Chicago
WTAQ, LaGrange
*WTAS (FM), Crete
WTFY (FM), Dundee
*WVON, Chicago
*WYEC, Highland Park
WWMM (FM), Arlington Heights
WXFM (FM), Elmwood Park
WJBT (FM), Chicago
WYEN (FM), Des Plaines
*WZBN, Zion

Cincinnati, Ohio-Ky.-Ind.
WCIN, Cincinnati
WCKY, Cincinnati
WCLU, Covington, Ky.
WEBN (FM), Cincinnati
WHKK (FM), Erlanger, Ky.
*WKRC, Cincinnati
*WKRQ, Cincinnati
WLQA (FM), Cincinnati
WLW, Cincinnati
WLYK (FM), Milford
WNOP, Newport, Ky.
*WSAI, Cincinnati
WSCH (FM), Aurora, Ind.
*WUBE, Cincinnati
WWEZ, Cincinnati
WZIP, Cincinnati

Clarksburg, W. Va.
WBOY, Clarksburg
WHAR, Clarksburg
*WPDX, Clarksburg
WBGT (FM), Clarksburg

Clarksville-Hopkinsville, Tenn.-Ky.
*WABD, Fort Campbell, Ky.
WDXN, Clarksville, Tenn.
*WHOP, Hopkinsville, Ky.
WJZM, Clarksville, Tenn.
*WKOA, Hopkinsville, Ky.
*WKOF (FM), Hopkinsville, Ky.

Cleveland, Ohio
WABQ, Cleveland
WBKC, Chardon
WCLV, Cleveland
WDBN (FM), Medina
*WDOK (FM), Cleveland
*WELW, Willoughby
WERE, Cleveland
*WGAR, Cleveland
WGCL (FM), Cleveland
*WHK, Cleveland
*WIXY, Cleveland
WJMO, Cleveland Hts.
WJW, Cleveland
WLYT (FM), Cleveland Hts.
*WMMS (FM), Cleveland
*WNCR (FM), Cleveland
WPVL, Painesville
WQAL (FM), Cleveland
WSUM, Parma
*WWWE, Cleveland
*WWWM (FM), Cleveland
WXEN (FM), Cleveland
WZAK (FM), Cleveland

Colorado Springs, Colo.
*KIIQ, Manitou Springs
KKFM (FM), Colorado Springs
*KPIK, Colorado Springs
*KRDO, Colorado Springs
*KRYT, Colorado Springs
KSSS, Colorado Springs
*KVOR, Colorado Springs
KWYD (FM), Security
KYSN, Colorado Springs

Columbia, Mo.
KFMZ (FM), Columbia
KFRU, Columbia
*KTGR, Columbia

Columbia, S. C.
*WBLR, Batesburg
WCAY, Cayce
*WCOS, Columbia
WIS, Columbia
*WNOK, Columbia
WOIC, Columbia
WQXL, Columbia
WXRY (FM), Columbia
WZLD (FM), Cayce

Columbus, Ga.
*WCGQ (FM), Columbus
WGLS, Columbus
*WDAK, Columbus
*WEIZ (FM), Phenix City, Ala.
*WHYD, Columbus
*WOKS, Columbus
WPNX, Phoenix City, Ala.-Columbus
*WTHI, Columbus
WWRR (FM), Columbus

Columbus, Ohio
WBBY (FM), Westerville
*WBNS, Columbus
*WCOL, Columbus
WDLR, Delaware
*WHOK, Lancaster
WLNO (FM), London
*WMNI, Columbus
WNCI (FM), Columbus
*WNRE, Circleville
Circleville
WRFD, Columbus-Worthington
*WTVN, Columbus
*WVKO, Columbus

Corpus Christi, Tex.
KCCT, Corpus Christi
*KCTA, Corpus Christi
KEYS, Corpus Christi
KIKN, Sinton
KIOU, Corpus Christi
*KOUL (FM), Sinton
*KROB, Robstown
KRYS, Corpus Christi
KSIX, Corpus Christi
KUNO, Corpus Christi
KZFM (FM), Corpus Christi

Cumberland, Md.
*WCUM, Cumberland
*WFRB, Frostburg
*WKGO (FM), Cumberland
*WTBO, Cumberland
WUOK, Cumberland

Dallas, Fort Worth, Tex.
*KAFM (FM), Dallas
KAMC (FM), Arlington
KBEC, Waxahachie
*KBOX, Dallas
*KBUY, Fort Worth
KCLE, Cleburne
KDNT, Denton
KDTX (FM), Dallas
KEZT (FM), Dallas
KFJZ, Fort Worth
KFWD (FM), Fort Worth
KJIM, Fort Worth
KKDA, Grand Prairie
KLIF, Dallas
KMMK (FM), McKinney
KNOR, Fort Worth
KNUS (FM), Dallas
KOAX (FM), Dallas
KPBC, Dallas
KTLK (FM), Fort Worth
*KRLD, Dallas
KSCS, Fort Worth
KSKY, Dallas
KTEM, Terrell
*KTLC, Dallas
*KVIL, Highland Park
KWXI (FM), Fort Worth
KXOL, Fort Worth
KYAL, McKinney
KZEE, Weatherford
*KZEW (FM), Dallas
*WBAP, Fort Worth
*WFAA, Dallas
*WRR, Dallas

Danville, Ill.
*WDAN, Danville
WIAI (FM), Danville
WITY, Danville
*WMBJ (FM), Danville

Danville, Va.
WAKG (FM), Danville
WBTM, Danville
WDVA, Danville
WILA, Danville
WKBY, Chatham
*WMNA, Gretna
WYPR, Danville

Davenport, Iowa-Rock Island-Moline, Ill.
*KIIK (FM), Davenport, Iowa
*KRVE, Davenport, Iowa
KSTT, Davenport, Iowa
KWNT, Davenport, Iowa
WGEN, Geneseo, Ill.
*WHBF, Rock Island, Ill.
*WJRE (FM), Kewanee, Ill.
*WKEI, Kewanee, Ill.
WMDR (FM), Moline, Ill.
*WOC, Davenport, Iowa
*WQUA, Moline, Ill.

Dayton, Ohio
*WAVI, Dayton
WBZI (FM), Xenia
*WDAO (FM), Dayton
*WELX, Xenia
WGIC, Xenia
*WHBM (FM), Xenia
*WHIO, Dayton
*WING, Dayton
*WJAI (FM), Eaton
*WONE, Dayton
*WPTW, Piqua
*WTUE, Dayton
WVUD (FM), Kettering

(Continued on next page)

Radio Stations in Metro Areas—Continued

Daytona Beach, Fla.
WDAT, Ormond Beach
*WDNJ (FM), Daytona Beach
*WELE, South Daytona
WETO, De Land
*WMFJ, Daytona Beach
*WNDB, Daytona Beach
WOGO, New Smyrna Beach
WKKX, De Land
WROD, Daytona Beach
WSBB, New Smyrna Beach

Decatur, Ala.
WAJF, Decatur
*WDRM (FM), Decatur
*WHOS, Decatur
WHRT, Hartselle
WMSL, Decatur
WRSA (FM), Decatur

Decatur, Ill.
WJZL, Decatur
†WITT (FM), Tuscola
*WSOY, Decatur

Denver-Boulder, Colo.
KAAT, Denver
KADE, Boulder
KADX (FM), Denver
*KBOL, Boulder
KBPI (FM), Denver
KBRN, Brighton
*KBVL (FM), Boulder
KDEN, Denver
KEZY, Littleton
KERE, Denver
KFML, Denver
KFSC, Denver
KGMC, Englewood
*KHOW, Denver
*KIMN, Denver
*KLAK, Lakewood
*KLIR (FM), Denver
*KLMO, Longmont
*KLZE, Denver
*KOA, Denver
*KOAQ (FM), Denver
*KOSI, Aurora
KQXI, Arvada
*KRKS, Denver
KTLK, Denver
KVOD (FM), Denver

Des Moines, Iowa
KBAB, Indianola
KCBC, Des Moines
KDMI (FM), Des Moines
*KGGO (FM), Des Moines
*KIOA, Des Moines
*KLYF (FM), Des Moines
*KRNQ (FM), Des Moines
*KRNT, Des Moines
*KSO, Des Moines
KWKY, Des Moines
*WHO, Des Moines

Detroit, Mich.
CJOM (FM), Windsor, Can.
CKLW, Windsor, Can.
WABX (FM), Detroit
WBHG (FM), Detroit
*WBRB, Mt. Clemens
*WCAR, Detroit
*WCHB, Inkster
*WCHD (FM), Detroit
WDEE, Detroit
WDRQ (FM), Detroit
WEXL, Royal Oak
WGPR (FM), Detroit
*WHLS, Port Huron
WHMI, Howell
*‡WHND, Monroe
*WHNE (FM), Birmingham
WIID, Garden City
WJLB, Detroit
*WJR, Detroit
*WJZZ, Detroit
WLDM (FM), Detroit
WMUZ (FM), Detroit
WMZK (FM), Detroit
*†WNIC, Dearborn
WOMC (FM), Detroit
WPHM, Port Huron
WPON, Pontiac
WORS (FM), Detroit
*WRIF (FM), Detroit
*WSAQ (FM), Port Huron
WSMA, Marine City
*WTHM, Lapeer
*WWJ, Detroit
WWWW (FM), Detroit
*WXYZ, Detroit

Dothan, Ala.
WAGF, Dothan
WDIG, Dothan
*WOOF, Dothan
WTVY (FM), Dothan

Dubuque, Iowa
*KDTH, Dubuque
*KFMD (FM), Dubuque
*KIWI (FM), Dubuque
*WDBQ, Dubuque

Duluth, Minn.-Superior, Wis.
KAOH, Duluth, Minn.
KDAL, Duluth, Minn.
*WAKX, Superior
WDSM, Superior, Wis.
WEBC, Duluth, Minn.
WELY, Ely, Minn.
WEVE, Eveleth, Minn.
WGGR (FM), Duluth, Minn.
*WHLR, Virginia, Minn.
*WIRN (FM), Virginia, Minn.
*WMFG, Hibbing, Minn.
WWJC, Duluth, Minn.

Eau Claire, Wis.
*WAXX, Chippewa Falls
*WBIZ, Eau Claire
*WEAQ, Eau Claire
*WEAU (FM), Eau Claire
*WIAL (FM), Eau Claire
WOKL, Eau Claire

Elkhart, Ind.
*WCMR, Elkhart
WHAM, Goshen
*WTRC, Elkhart
*WXAX (FM), Elkhart
*WYEZ, Elkhart

Elmira, N. Y.
WEHH, Elmira
WELM, Elmira
*WENY, Elmira
*WIGT, Horseheads
*WQIX (FM), Horseheads
‡WXXY (FM), Montour Falls

El Paso, Tex.
KAMA, El Paso
KELP, El Paso
*KEZB (FM), El Paso
*KHEY, El Paso
*KINT, El Paso
*KISO, El Paso
*KLOZ (FM), El Paso
KPAS, El Paso
KROD, El Paso
*KSET, El Paso
*KTSM, El Paso
XEROK, Ciudad Juarez
XEWG, Ciudad Juarez

Enid, Okla.
*KCRC, Enid
KGWA, Enid

Erie, Pa.
*WCCK (FM), Erie
WHYP, North East
WJET, Erie
*WLVU, Erie
WMDI (FM), McKean
WWCB, Corry
WRIE, Erie
*WWGO, Erie
*WWYN, Erie

Eugene-Springfield, Ore.
KASH, Eugene
KATH, Eugene
KBDF, Eugene
KDGC (FM), Eugene
KEED, Eugene
KFMY (FM), Eugene
KNND, Cottage Grove
*KORE, Eugene-Springfield
*KPNW, Eugene
KUGN, Eugene
KZEL-FM, Eugene

Evansville, Ind.-Ky.
WBIC, Henderson, Ky.
*WBNL, Boonville
WGBF, Evansville
*WIKY, Evansville
WJPS, Evansville
*WKDQ (FM), Henderson, Ky.
WPCO, Mount Vernon
*WRAY, Princeton
WROZ, Evansville
*†WSON, Henderson, Ky
WVHI (FM), Evansville

Fargo-Moorhead, N. D.-Minn.
KFGO, Fargo
*KIDA (FM), Moorhead, Minn.
*KQWB, Fargo
*KVOX, Moorhead, Minn.
*KWIM (FM), Moorhead, Minn.
*WDAY, Fargo

Fayetteville-Springdale, Ark.
*KAMO, Rogers
KBRS, Springdale
KFAY, Fayetteville
KHOG, Fayetteville
KKEG (FM), Fayetteville
KNWA (FM), Fayetteville
*KSPR, Springdale
*KUOA, Siloam Springs

Fayetteville, N. C.
WFAI, Fayetteville
WFBS, Spring Lake
WFLB, Fayetteville
*WFNC, Fayetteville
WIDU, Fayetteville
*WQSM (FM), Fayetteville

Flint, Mich.
WAMM, Flint
*WCZN, Flint
WFDF, Flint
WGMZ (FM), Flint
WKMF, Flint
WOAP, Owosso
WTAC, Flint
WTRX, Flint
*WWCK (FM), Flint

Florence, Ala.
*WLAY, Muscle Shoals
WOWL, Florence
*WQLT (FM), Florence
WREC, Muscle Shoals
WSHF, Sheffield
*WVNA, Tuscumbia
*WXGR, Florence
WZZA, Tuscumbia

Florence, S. C.
‡WDAR, Darlington
*WJMX, Florence
WJOT, Lake City
WOLS, Florence
*WSTN (FM), Florence
WYNN, Florence

Fond du Lac, Wis.
KFIZ, Fond du Lac
*WCWC, Ripon
WFON, Fond du Lac
WLKE, Waupun

Fort Collins, Colo.
KCOL, Fort Collins
*KIIX, Fort Collins
*KLOV, Loveland
KSIR, Estes Park
*KTCL, Fort Collins

Fort Lauderdale-Hollywood, Fla.
WAVS, Fort Lauderdale
WAXY (FM), Fort Lauderdale
*WCKO (FM), Pompano Beach
WEXY, Oakland Park
*WFTL, Fort Lauderdale
*WGLO (FM), Fort Lauderdale
WGMA, Hollywood
WHYI (FM), Fort Lauderdale
WLOD, Pompano Beach
*WRBD, Pompano Beach
*WSHE (FM) Fort Lauderdale
*WSRF, Fort Lauderdale

Fort Myers, Fla.
WAYK, Lehigh Acres
WCAL, Fort Myers
*WHEW, Fort Meyers
*WINK, Fort Myers
*WMYR, Fort Myers

Fort Pierce, Fla.
*WFTP, Fort Pierce
*WIRA, Fort Pierce
*WLQY (FM), Fort Pierce
*WOVV (FM), Fort Pierce

Fort Smith, Ark.-Okla.
KFDF, Van Buren
KFPW, Fort Smith
KFSA, Fort Smith
KISR, Fort Smith
*KLCO, Poteau, Okla.
*KMAG (FM), Fort Smith
*KRBB, Sallisaw, Okla.
*KTWS, Fort Smith
*KWHN, Fort Smith

Fort Wayne, Ind.
*WADM, Decatur
*WCMX (FM), Fort Wayne
WCRD (FM), Bluffton
*WFWR, Fort Wayne
WGL, Fort Wayne
*WIFF, Auburn
WLYV, Fort Wayne
*WMEE, Fort Wayne
*WMEF, Fort Wayne
WOWO, Fort Wayne
WPTH (FM), Fort Wayne

Fresno, Calif.
*KARM, Fresno
KBIF, Fresno
KEAR, Fresno
KFIG (FM), Fresno
KFRE, Fresno
KFYE, Fresno
KGST, Fresno
KIRV, Fresno
KKNU (FM), Fresno
KLIP, Fowler
KMAK, Fresno
*KMJ, Fresno
KOLL, Coalinga
*KPHD (FM), Fresno
KXEX, Fresno
*KYNO, Fresno

Gadsden, Ala.
*WAAX, Gadsden
WGAD, Gadsden
WDEF, Gadsden
*WQEN, Gadsden

Gainesville, Fla.
WAKA, Gainesville
WDVH, Gainesville
WGGG, Gainesville
WGVL (FM), Gainesville
*WRUF, Gainesville

Galveston-Texas City, Tex.
KGBC, Galveston
KILE, Galveston
KTLW, Texas City
KUFO (FM), Galveston

Gary-Hammond-East Chicago, Ind.
*WAKE, Valparaiso
WFLM (FM), Crown Point
WJOB, Hammond
WLCI (FM), Lowell
*WLJE (FM), Valparaiso
WLTH, Gary
WNWI, Valparaiso
WWCA, Gary
WYCA (FM), Hammond

Grand Forks, N. D.
*KKXL, Grand Forks
*KNOX, Grand Forks
KRAD, East Grand Forks, Minn.
*KYNT (FM), Grand Forks

Grand Rapids, Mich.
WCUZ, Grand Rapids
*WFUR, Grand Rapids
*WGHN, Grand Haven
*WGRD, Grand Rapids
*WHTC, Holland
*WJBL, Holland
WJFM (FM), Grand Rapids
WJPW, Rockford
*WLAV, Grand Rapids
WMAX, Grand Rapids
*WOOD, Grand Rapids
WYGR, Wyoming
WYON (FM) Grand Rapids
WZND (FM), Zeeland
WZZM (FM), Grand Rapids

Great Falls, Mont.
*KARR, Great Falls
KEIN, Great Falls
KMON, Great Falls
*KOPR (FM), Great Falls
KTDI, Great Falls

Greeley, Colo.
KFKA, Greeley
*KGRE (FM), Greeley
KUAD, Windsor
*KYOU, Greeley

Green Bay, Wis.
*WDUZ, Green Bay
*WGEE, Green Bay
WNFL, Green Bay
*WYYX, Green Bay

Greensboro, Winston-Salem, High Point, N. C.
WAAA, Winston-Salem
*WAIR, Winston-Salem
WBIG, Greensboro
*WBUY, Lexington
WCOG, Greensboro
*WCSE, Asheboro
WEAL, Greensboro
WGBG, Greensboro
*WGWR, Asheboro
WKBX, Winston-Salem
WKTE, King
*WLXN (FM), Lexington
*WMFR, High Point
*WNOS, High Point
*WPET, Greensboro
WPGD, Winston-Salem
WQMG (FM), Greensboro
*WRQK (FM), Greensboro
*WSEZ (FM), Winston-Salem
WSGH-FM, Winston-Salem
*WSJS, Winston-Salem
*WTNC, Thomasville
WTOB, Winston-Salem
*WTQR (FM), Winston-Salem
WYDK, Yadkinville
WZOO, Asheboro

Greenville-Spartanburg, S. C.
WASC, Spartanburg
WBBR, Travelers Rest
WCCP, Clemson
WCKI, Greer
WEAB, Greer
*WELP, Easley
*WESC, Greenville
*WFBC, Greenville
WFIS, Fountain Inn
WHYZ, Greenville
WKDY, Spartanburg
WKKR, Pickens
WMRB, Greenville
*WMTU, Greenville
WORD, Spartanburg
WQOK, Greenville
WSJW, Woodruff
*WSPA, Spartanburg

Hagerstown, Md.
*WARK, Hagerstown
*WHAG, Halfway
*WJEJ, Hagerstown
*WOCM, Halfway
WYII (FM), Williamsport

Hamilton-Middletown, Ohio
*WCNW, Fairfield
*WMOH, Hamilton
WOXR (FM), Oxford
*WPBF (FM), Middletown
WQMS (FM), Hamilton
*WYCH (FM), Hamilton

Harrisburg, Pa.
*WCMB, Harrisburg
WFEC, Harrisburg
*WHP, Harrisburg
*WHYL, Carlisle
†WIOO, Carlisle
WKBO, Harrisburg
*WSFM (FM), Harrisburg
WSBA, Shippensburg

Hartford-New Britain-Bristol, Conn.
WBRS, Bristol
*WCCC, Hartford
*WDRC, Hartford
WEAT, West Hartford
WHCN (FM), Hartford
WINF, Manchester
‡WIOF, Waterbury
‡WKCI (FM), Hamden
WKND, Windsor
WKSS(FM), Hartford-Meriden
WLVH (FM), Hartford
WNTY, Southington
*WPOP, Hartford
*WRCH-FM, New Britain
*WRCQ, New Britain
WRYM, New Britain
*WTIC, Hartford

Hattiesburg, Miss.
WBKH, Hattiesburg
*WFOR, Hattiesburg
*WHER, Hattiesburg
*WHSY, Hattiesburg
WORV, Hattiesburg
WXXX, Hattiesburg

Honolulu, Hawaii
KAHU, Waipahu
*KAIM, Honolulu
KCCN, Honolulu
*KGMB, Honolulu
*KGMQ (FM), Honolulu
KGU, Honolulu
*KHSS, Honolulu
KHVH, Honolulu
KIKI, Honolulu
KIOE, Honolulu
KISA, Honolulu
KKUA, Honolulu
KLEI, Kailua
KNDI, Honolulu
KOHO, Honolulu
KORL, Honolulu
*KPOI, Honolulu
*KUMU, Honolulu
KZOO, Honolulu

Hot Springs, Ark.
*KBHS, Hot Springs
KGUS (FM), Hot Springs
*KXOW, Hot Springs
KZNG, Hot Springs

Houma, La.
*KCIL (FM), Houma
KHOM (FM), Houma
*KJIN, Houma

Houston, Tex.
*KAUM (FM), Houston
*KBHZ, Freeport
KBUK, Baytown
KCOH, Houston
KENR, Houston
KEYH, Houston
KFMK (FM), Houston
*KFRD, Rosenberg-Richmond
*KGOL, Lake Jackson
*KIKK, Pasadena
*KIKR, Conroe
*KILT, Houston
KJCH, Cleveland
KLEF (FM), Houston
*KLOL, Houston
KLVL, Pasadena
KLYX (FM), Clear Lake City
*KNRO (FM), Conroe
*KNUZ, Houston
*KODA, Houston
KPRC, Houston
KPXE, Liberty
*KQUE (FM), Houston
KRBE (FM), Houston
KRLY (FM), Houston
*KTRH, Houston
*KULF, Houston
*KYYZ, Houston
*KYND, Pasadena
KYOK, Houston

Huntington, W. Va.-Ashland, Ky.-Ohio
WAMX (FM), Ashland, Ky.
WCAK, Catlettsburg, Ky.
WCMI, Ashland, Ky.
WEMM (FM), Huntington, W. Va.
WGNT, Huntington, W. Va.
*WHEZ (FM), Huntington, W. Va.
*WIRO, Ironton, Ohio
*WITO (FM), Ironton, Ohio
*WKEE, Huntington, W. Va.
WNST, Milton, W. Va.
*WTCR, Ashland, Ky.
WWHY, Huntington, W. Va.

Huntsville, Ala.
WAAY, Huntsville
WAHR (FM), Huntsville
*WAVU, Albertville
WBHP, Huntsville
WRSA, Boaz
WETP, Huntsville
WFIX, Huntsville
WGSV, Guntersville
*WJMW, Athens
*WJOF (FM), Athens
WRAC, Athens
WNDA (FM), Huntsville
*WQSB (FM), Albertville
WRAB, Arab
WVOV, Huntsville

Hutchinson, Kan.
KSKU (FM), Hutchinson
*KWBW, Hutchinson
KWBK, Hutchinson

Idaho Falls, Idaho
*KID, Idaho Falls
KTEE, Idaho Falls
KUPI, Idaho Falls

Indianapolis, Ind.
WABT, Plainfield
WATI, Indianapolis
WBRI, Indianapolis
*WCBK, Marthasville
*WFBQ (FM), Indianapolis
WFMS (FM), Indianapolis
WGRT, Danville
WHYT, Noblesville
WIBC, Indianapolis
*WIPE, Indianapolis
WIFN (FM), Franklin
*WIRE, Indianapolis
*WNAP (FM), Indianapolis
*WNDE, Indianapolis
WNON (FM), Lebanon
WNTS, Indianapolis
WSMJ (FM), Greenfield
*WSVL, Shelbyville
WTLC (FM), Indianapolis
WXLW, Indianapolis
*WXTZ (FM), Indianapolis

Iowa City, Iowa
KRNA, Iowa City
*KXIC, Iowa City

Jackson, Mich.
*WHFI (FM), Jackson
*WIBM, Jackson
WJCO, Jackson
*WKHM, Jackson

Jackson, Miss.
*WJDX, Jackson
*WJMI (FM), Jackson
WJQS, Jackson
WJXN, Jackson
WKXI (FM), Jackson
WLIN (FM), Jackson
*WOKJ, Jackson
WRBC, Jackson
WBKN, Brandon
*WSLI, Jackson
WWUN, Jackson
*WZZQ (FM), Jackson

Jackson, Tenn.
WDXI, Jackson
WJAK, Jackson
*WTJS, Jackson

Jacksonville, Fla.
WAOC, St. Augustine
WAPE, Jacksonville
WAYR, Orange Park
WBIX, Jacksonville Beach
WERD, Jacksonville
*WFOY, St. Augustine
*WIVY, Jacksonville
*WJAX, Jacksonville
*WJNJ, Atlantic Beach
*WKTZ, Arlington
WMBR, Jacksonville
WOBS, Jacksonville
WOZN, Jacksonville
*WPDQ, Jacksonville
*WQIK, Jacksonville
WVOJ, Jacksonville
WYHI, Fernandina Beach

Jamestown, N. Y.
WDOE, Dunkirk
WBUZ, Fredonia
*WHUG (FM), Jamestown
*WJTN, Jamestown
*WKSN, Jamestown
*WWSE (FM), Jamestown

Janesville-Beloit, Wis.
*WBEL, South Beloit, Ill.
*WCLO, Janesville
WGEZ, Beloit
*WJVL (FM), Janesville
*WRWC (FM), Rockton, Ill.

Johnson City, Tenn.
WETB, Johnson City
*WJCW, Johnson City
WJSO, Jonesboro
*WQUT (FM), Johnson City

Johnstown, Pa.
WAAT, Johnstown
WCRO, Johnstown
WEND, Ebensburg
WIYQ (FM), Ebensburg
*WJAC, Johnstown
*WJNL, Johnstown
WNCC, Barnesboro
*WVSC, Somerset
WWBR, Windber
WWML, Portage
WWSF, Lorette

Joplin, Mo.
*KDMO, Carthage
KFSB, Joplin
†KOAM, Pittsburg, Kans.
KODE, Joplin
KPCG, Joplin
*KQYX, Joplin
*KSGK (FM), Carthage
*KSYN (FM), Joplin
WMBB, Joplin

Kalamazoo-Portage, Mich.
WBUK, Portage
WJOR, South Haven
WKMI, Kalamazoo
WKPR, Kalamazoo
WKZO, Kalamazoo
WQLR, Kalamazoo
WYYY, Kalamazoo

Kankakee, Ill.
WBYG, Kankakee
WKAN, Kankakee

Kansas City, Mo.-Kans.
KAYQ, Kansas City, Mo.
KBEA, Mission, Kans.
KBEQ (FM), Kansas City, Mo.
KBIL, Liberty, Mo.
KCCV, Independence, Mo.
*KCEZ, Kansas City, Mo.
*KCKN, Kansas City, Kans.
*KCMO, Kansas City, Mo.
KEXS, Excelsior Springs, Mo.
*KMBB (FM), Kansas City, Mo.
*KMBZ, Kansas City, Mo.
KPRS, Kansas City, Mo.
*KRPT, Kansas City, Mo.
*KUDL, Fairway, Kans.
KWKI (FM), Kansas City, Mo.
KXTR (FM), Kansas City, Mo.
*KYSS, Kansas City, Mo.
*WDAF, Kansas City, Mo.
WHB, Kansas City, Mo.

Kenosha, Wis.
*WLIP, Kenosha
‡WRKR-FM, Racine

Killeen-Temple, Tex.
*KIXS, Killeen
KTEM, Temple
*KTON, Belton
KYLE (FM), Temple

Kingsport-Bristol, Tenn.-Va.
*WBRI, Abingdon, Va.
WFHG, Bristol, Va.
*WGAT, Gate City, Va.
WGOC, Kingsport, Tenn.
‡WJSO, Jonesboro, Tenn.
WKIN, Kingsport, Tenn.
*WKPT, Kingsport, Tenn.
*WKYE, Bristol, Va.
WMCH, Church Hill, Tenn.
WOPI, Bristol, Tenn.
WRGS, Rogersville, Tenn.
WZAP, Bristol, Va.

Knoxville, Tenn.
*WATO, Oak Ridge
*WBIR, Knoxville
*WCPA (FM), Clinton
WEAG, Alcoa
WETE, Knoxville
WEZK (FM), Knoxville
WGAP, Maryville
*WIVK, Knoxville
WJBE, Knoxville
WKGN, Knoxville
WKXV, Knoxville
WNOX, Knoxville
*WOKI, Oak Ridge
WROL, Knoxville
WSKT, Knoxville
*WTUU (FM), Oak Ridge
*WYSH, Clinton

Kokomo, Ind.
*WIOU, Kokomo
*WKMO (FM), Kokomo
WWKI, Kokomo

La Crosse, Wis.
WIZM, La Crosse
*WKTY, La Crosse
WLCX, La Crosse
*WRPL (FM), La Crosse
WWLA (FM), La Crosse

Lafayette, La.
*KPEL, Lafayette
KSMB (FM), Lafayette
KVOL, Lafayette
KYKW, Lafayette

Lafayette-West Lafayette, Ind.
*WASK, Lafayette
*WAZY, Lafayette
WXUS (FM), Lafayette

Lake Charles, La.
KAOK, Lake Charles
KIKS, Sulphur
*KLCL, Lake Charles
KLOU, Lake Charles

Lakeland-Winter Haven, Fla.
WBAR, Bartow
WGTO, Cypress Gardens
WHAN, Haines City
WIPC, Lake Wales
WONN, Lakeland
WPCV (FM), Winter Haven
WPUL, Bartow
WQPD, Lakeland
WSIR, Winter Haven
WTWB, Auburndale
WVFM (FM), Lakeland
WWAB, Lakeland
WZNG, Winter Haven

Lancaster, Pa.
WDAC (FM), Lancaster
*WGAL, Lancaster
*WGSA, Ephrata
WHEX, Columbia
*WIOV (FM), Ephrata
*WLAN, Lancaster
*WPDC, Elizabethtown

Lansing-East Lansing, Mich.
*WCER, Charlotte
WFMK (FM), East Lansing
*WILS, Lansing
WION, Ionia
*WITL, Lansing
WJIM, Lansing
*WRIJ, St. Johns
*WVIC, East Lansing

Laredo, Tex.
KLAR, Laredo
*KOYE, Laredo
*KVOZ, Laredo
XEAS, Nuevo Laredo
XEK, Nuevo Laredo
XENU, Nuevo Laredo

Las Vegas, Nev.
*KBMI, Henderson
KDWN, Las Vegas
KENO, Las Vegas
*KFMS (FM), Las Vegas
KLAV, Las Vegas
*KLUC, Las Vegas
KLVM (FM), Henderson
*KOMK, Las Vegas
KRAM, Las Vegas
*KVEG, Las Vegas
KVOV, Henderson

Lawton, Okla.
*KCCO, Lawton
KLAW (FM), Lawton
*KRLG, Lawton
KSWO, Lawton

Lebanon, Pa.
†WAHT, Annville-Cleona
WCTX (FM), Palmyra
*WLBR, Lebanon
*WUFM (FM), Lebanon

Lewiston-Auburn, Me.
*WCOU, Lewiston
WLAM, Lewiston
WPNO, Auburn

Lewiston, Idaho
*KOZE, Lewiston
KRLC, Lewiston

Lexington-Fayette, Ky.
*WAXU, Georgetown
*WBGR, Paris
*WBLG, Lexington
WJMM (FM), Versailles
*WKQQ, Lexington
*WLAP, Lexington
WNVL, Nicholasville
*WVLK, Lexington
WWKY, Winchester

Lima, Ohio
*WCIT, Lima
WDOH (FM), Delphos
WERM (FM), St. Marys-Wapakoneta
*WERT, Van Wert
*WIMA, Lima
*WLSR (FM) Lima

Lincoln, Neb.
KBHL, Lincoln
*KECK, Lincoln
KFMQ, Lincoln
*KFOR (FM), Lincoln
*KHAT (FM), Lincoln
*KHKS (FM), Lincoln
*KLIN, Lincoln
KLMS, Lincoln

Little Rock-North Little Rock, Ark.
KAAY, Little Rock
*KALO, Little Rock
*KARN, Little Rock
KBHA, Benton
KDXE, Little Rock
*KEZQ (FM), Little Rock
KGKO, Benton
*KGMR, Jacksonville

(Continued on next page)

Radio Stations in Metro Areas—Continued

*KKYK (FM), Little Rock
KLAZ (FM), Little Rock
KLRA, Little Rock
*KMYO, Little Rock
KOKY, Little Rock
KXLR, North Little Rock

Long Branch-Asbury Park, N. J.
‡WADP (FM), Point Pleasant
*WHTG, Eatontown
*WJLK, Asbury Park
WRLB (FM), Long Branch

Longview, Tex.
KEES, Gladewater
KFRO, Longview
KLUE, Longview
KYKX, Longview
KOCA, Kilgore

Lorain-Elyria, Ohio
*WBEA (FM), Elyria
*WEOL, Elyria
WLRO, Lorain
WOBL, Oberlin
WZLE, Lorain

Los Angeles-Long Beach, Calif.
*KABC, Los Angeles
KAGB (FM), Inglewood
KALI, San Gabriel
‡KAPX (FM), San Clemente
KAVL, Lancaster
KBCA (FM), Los Angeles
*KBIG, Los Angeles
*KBOB (FM), West Covina
*KBRT, Avalon
KDAY, Santa Monica
*KFAC, Los Angeles
KFI, Los Angeles
KFOX, Long Beach
KFWB, Los Angeles
*KGBS, Los Angeles
KGER, Long Beach
KGFJ, Los Angeles
KGIL, San Fernando
*KGRB, West Covina
*KHJ, Los Angeles
KHOF (FM), Los Angeles
‡KIEV, Glendale
KIIS, Los Angeles
KIQQ (FM), Los Angeles
KJLH (FM), Compton
KJOI, Los Angeles
KKAR, Pomona
KKDJ (FM), Los Angeles
KKOP (FM), Redondo Beach
*KKZZ, Lancaster
*KLAC, Los Angeles
*KLOS (FM), Los Angeles
KLVE (FM), Los Angeles
KMAX (FM), Arcadia
*KMET (FM), Los Angeles
KMPC, Los Angeles
KNAC, Long Beach
KNOB (FM), Long Beach
*KNX, Los Angeles
KOST (FM), Los Angeles
*KOTE (FM), Lancaster
*KPOL, Los Angeles
KPPC, Pasadena
KBLA, Pasadena
*KRTH (FM), Los Angeles
KSRF (FM), Santa Monica
KTYM, Inglewood
KITE (FM), Glendale
KUTY, Palmdale
KVFM (FM), San Fernando
KWKW, Pasadena
KWOW, Pomona
KWST (FM), Los Angeles
‡XEPBS, San Diego
‡XETRA, San Diego

Louisville, Ky.-Ind.
WAKY, Louisville
WAVE, Louisville
*WCSN (FM), Louisville
*WFIA, Louisville
*WHAS, Louisville
WHEL, New Albany, Ind.
WINN, Louisville
*WKLO, Louisville,
WLOU, Louisville
WLRS (FM), Louisville
WQHI, Jeffersonville
WREY, New Albany, Ind.
WSTM (FM), Louisville
WTMT, Louisville
WVEZ, Louisville
WXVW, Jeffersonville, Ind.

Lubbock, Tex.
KCAS, Slaton
KDAV, Lubbock
KENO, Lubbock
KFYO, Lubbock
*KLBK, Lubbock
KLPB, Lubbock
*KLLL, Lubbock
*KSEL, Lubbock
KTEZ, Lubbock
KWGO (FM), Lubbock

Lynchburg, Va.
WBRG, Lynchburg
*WGOL (FM), Lynchburg
*WJJS (FM), Lynchburg
*WKDE, Altavista
*WLGM, Lynchburg
*WLLL, Lynchburg
WLVA, Lynchburg
WODI, Brookneal
WTTX, Appomattox
*WWOD, Lynchburg

Macon, Ga.
WAVC, Warner Robins
WBML, Macon
*WCRY, Macon
*WDEN, Macon
WIBB, Macon
*WMAZ, Macon
WNEX, Macon
*WPGA, Perry
*WRBN, Warner Robins

Madison, Wis.
*WIBA, Madison
*WISM, Madison
*WMAD, Madison
*WTSO, Madison
‡WYXE (FM), Sun Prairie
*WZEE (FM), Madison

Manchester-Nashua, N. H.
WFEA, Manchester
*WGIR, Manchester
WKBR, Manchester
*WOTW, Nashua
WSMN, Nashua
*WSCV, Peterborough
*WSLE (FM), Peterborough
WZID (FM), Manchester

Manhattan, Kan.
*KMAN, Manhattan
*KMKF (FM), Manhattan

Mansfield, Ohio
*WCLW, Mansfield
WMAN, Mansfield
‡WNCO-FM, Ashland
WVNO, Mansfield

Marion, Ind.
WBAT, Marion
*WGOM, Marion
*WMRI (FM), Marion

McAllen-Pharr-Edinburg, Tex.
KBFM (FM), Edinburg
‡KELT (FM), Harlingen
*KESI, Edinburg
‡KGBT, Harlingen
*KIBT, Mission
*KQXX (FM), McAllen
KRVG, Weslaco
KRIO, McAllen
*KURV, Edinburg

Medford, Ore.
*KBOY, Medford
KCMX, Ashland
KDOV, Ashland
*KMED, Medford
KSHA, Medford
*KTMT (FM), Medford
KYJC, Medford

Melbourne-Titusville-Cocoa, Fla.
WCKS (FM), Cocoa Beach
*WEZY, Cocoa
WKKO, Cocoa
WMEL, Melbourne
*WMMB, Melbourne
*WRKT, Cocoa Beach
*WRMF, Titusville
*WTAL, Melbourne
*WYRL (FM), Melbourne
WWBC, Cocoa

Memphis, Tenn.-Ark.-Miss.
KSUD, West Memphis, Ark.
*KWAM, Memphis
*WDIA, Memphis
WEZI (FM), Memphis
WHBQ, Memphis
*WKBL, Covington
WLOK, Memphis
*WMC, Memphis
*WMPS, Memphis
WMQM, Memphis
WMSO, Collierville
*WQUD, Memphis
*WREC, Memphis
WTNN, Millington
WWEE, Memphis

Meridian, Miss.
*WALT (FM), Meridian
*WDAL, Meridian
WMOX, Meridian
*WOKK, Meridian
WQIC, Meridian
WTNK, Meridian

Miami, Fla.
* WAIA (FM), Miami
‡WAXY (FM), Ft. Lauderdale
*WBUS (FM), Miami
*WCMQ, Miami
WEDR (FM), Miami
WFAB, Miami
WFUN, Miami
WGBS, Miami
‡WHYI (FM), Fort Lauderdale
*WIGL, Miami
*WINZ, Miami
*WIOD, Miami
WKAT, Miami Beach
WLYF, Miami
*WMBM, Miami Beach
WMYQ (FM), Miami
WOCN, Miami
WQAM, Miami
WQBA, Miami
WQDI, Homestead
WRHC, Coral Gables
‡WSHE (FM), Fort Lauderdale
WTMI (FM), Miami
*†WVCG, Coral Gables
*WWOK, Miami
*WYOR (FM), Coral Gables

Midland, Mich.
WMPX, Midland

Midland, Tex.
*KBAT, Midland
KCRS, Midland
KJBC, Midland
*KNAM, Midland
*KNFM (FM), Midland
*KWEL, Midland

Milwaukee, Wis.
*WAUK, Waukesha
*WAWA, West Allis
*WBCS (FM), Milwaukee
*WBKV, West Bend
*WKMP, Milwaukee
WEZW, Wauwatosa
WFMR (FM), Milwaukee
*WGLB, Port Washington
*WISN, Milwaukee
*WKTI (FM), Milwaukee
WNOV, Milwaukee
*WNUW (FM), Milwaukee
WOKY, Milwaukee
WQFM (FM), Milwaukee
*WRIT, Milwaukee
‡WRKR-FM, Racine
*WTKM, Hartford
*WTMJ, Milwaukee
WYLO, Jackson
WZMF (FM), Menomonee Falls
*WZUU, Milwaukee

Minneapolis-St. Paul, Minn.-Wisc.
*KANO, Anoka
KDAN, So. St. Paul
KDWA, Hastings
KDWB, St. Paul
*KEEY, St. Paul
*KFMX (FM), Minneapolis
*KQRS, Minneapolis
*KRSI, St. Louis Park
KSWC, Buffalo
KSMM, Shakopee
*KSTP, St. Paul
*KTCB, Minneapolis
KTMF, New Prague
*KTWN (FM), Anoka
KUXL, Golden Valley
WAVN, Stillwater
WAYL (FM), Minneapolis
*WCCO, Minneapolis
WDGY, Minneapolis
*WIXK, New Richmond, Wisc.
*WLOL, Minneapolis
WMIN, Maplewood
WWTC, Minneapolis
*WYOO, Richfield

Missoula, Mont.
KGMY, Missoula
KGVO, Missoula
*KYLT, Missoula
*KYSS, Missoula

Mobile, Ala.
*WABB, Mobile
WABF, Fairhope
*WBCA, Bay Minette
*WBLX, Mobile
*WGOK, Mobile
WHRP, Foley
*WKRG, Mobile
*WKSJ, Prichard
WLIQ, Mobile
WLPR (FM), Mobile
WMOB, Mobile
*WMOO, Mobile
WUNI, Mobile
*WWRM (FM), Bay Minette

Modesto, Calif.
*KBEE, Modesto
KCEY, Turlock
KFIV, Modesto
*KHOP (FM), Modesto
KLOC, Ceres
KOSO (FM), Patterson
*KTIM, Modesto

Monroe, La.
KLIC, Monroe
*KMLB, Monroe
*KNOE, Monroe
KREB (FM), Monroe
KUZN, West Monroe
KYEA (FM), West Monroe

Montgomery, Ala.
WAPX, Montgomery
WBAM, Montgomery
WCOV, Montgomery
WETU, Wetumpka
*WFMI (FM), Montgomery
*WHHY, Montgomery
WKLH (FM), Montgomery
*WMGY, Montgomery
*WMGE, Montgomery
WPXC, Prattville
*WQTY, Montgomery
WRMA, Montgomery
WTLS, Tallassee

Muncie, Ind.
WEBK, Muncie
*WLBC, Muncie

Muskegon-Muskegon Heights, Mich.
WKBZ, Muskegon
*WKJB, Muskegon Heights
*WLBC, Whitehall
*WLBQ (FM), Whitehall
*WMUS, Muskegon
WQWQ (FM), Muskegon
WTRU, Muskegon

Nashville-Davidson, Tenn.
WAGG, Franklin
WAMB, Donelson
WAMG, Gallatin
WBYQ (FM), Hendersonville
*WCOR, Lebanon
*WDBL, Springfield
*WDKN, Dickson
WENO, Madison
WGNS, Murfreesboro
*WHIN, Gallatin
*WIZO, Franklin
*WKDA, Nashville
*WLAC, Nashville
WMAK, Nashville
*WMTS, Murfreesboro
WNAH, Nashville
*WSIX, Nashville
*WSM, Nashville
WVOL, Berry Hill
WWGM, Nashville

Nassau-Suffolk, N. Y.
*WALK, Patchogue
*WBAB, Babylon
*WBLI (FM), Patchogue
*WCTO (FM), Smithtown
WGBB, Freeport
*WGLI, Babylon
*WGSM, Huntington
*WHLI, Hempstead
WLIR (FM), Garden City
WLIX, Islip
*WLNG, Sag Harbor
*WRCN, Riverhead
WBIV, Riverhead
WTHE, Mineola
WWBJ (FM), Southampton

Newark, N. J.
WBBW, Somerville
WDHA-FM, Dover
WEBA, Plainfield
WHBI (FM), Newark
WJDM, Elizabeth
WKMB, Stirling
WMTR, Morristown
WNJR, Newark
WPRJ, Parsippany-Troy Hills
WRAN, Dover
*WVNJ, Newark

Newark, Ohio
*WCLT, Newark
*WHTH, Heath
*WNKO (FM), Newark

New Bedford-Fall River, Mass.
WARA, Attleboro
WALE, Fall River
WBSM, New Bedford
WGCY (FM), New Bedford
*WMYS (FM), New Bedford
*WNRH, New Bedford
WPEP, Taunton
WRLM (FM), Taunton
WSAR, Fall River

New Brunswick, Perth Amboy-Sayreville, N. J.
*WCTC, New Brunswick
*WQMR (FM), New Brunswick

New Castle, Pa.
WRZY, New Castle
WFEM (FM), Ellwood City
WKST, New Castle

New Haven-West Haven-Waterbury-Meriden, Conn.
WADS, Ansonia
*WATR, Waterbury
*WAVZ, New Haven
WCDQ, Hamden
WELI, New Haven
WFIF, Milford
*WIOF, Waterbury
*WKCI (FM), New Haven
‡WKSS (FM), Hartford-Meriden
WMMW, Meriden
WNHC, New Haven
WOWW, Naugatuck
WPLR, New Haven
WQQW, Waterbury
WWCO, Waterbury
*WWYZ (FM), Waterbury
WYBC (FM), New Haven

New London-Norwich, Conn.
*WCTY, Norwich
*WERI, Westerly, R. I.
*WICH, Norwich
*WNLC, New London
*WSUB, Groton
*WTYD (FM), New London

New Orleans, La.
KGLA, Gretna
WARB, Covington
WBOK, New Orleans
WBYU (FM), New Orleans
WEZB (FM), New Orleans
*WGSO, New Orleans
WIXO (FM), New Orleans
*WNNB, New Orleans
*WNOE, New Orleans
WNPS, New Orleans
*WQUE (FM), New Orleans
WRNO (FM), New Orleans
WSDL, Slidell
WSHO, New Orleans
WSMB, New Orleans
WTIX, New Orleans
WVOG, New Orleans
*WWL, New Orleans
*WXEL (FM), Slidell
*WYLD, New Orleans

Newport News-Hampton, Va.
*WBCI (FM), Williamsburg
WDDY, Gloucester
*WGH, Newport News
*WMBG, Williamsburg
WTID, Newport News
*WVEC, Hampton
*WVHR (FM), Hampton

New York, N. Y.-N. J.
WABC, New York
WADO, New York
*WBLS (FM), New York
WBNX, New York
*WCBS, New York
*WEVD, New York
*WFAS, White Plains
WHN, New York
*WHOM, New York
*WBUD (FM), Peekskill
WINS, New York
*WKTU (FM), New York
WLIB, New York
*WLNA, Peekskill
WMCA, New York
*WNBC, New York
*WNEW, New York
*WNWS (FM), New York
*WOR, New York
*‡WPAT, Paterson, N. J.
WPIX (FM), New York
WPLJ (FM), New York
WPOW, New York
WPUT, Brewster
WQIV (FM), New York
*WQXR, New York
WRFM (FM), New York
WRKL, New City
WRNW (FM), Briarcliff Manor
WRVR (FM), New York
WTFM (FM), New York
*WVIP, Mount Kisco
*‡WVNJ, Newark, N. J.
*WVOX, New Rochelle
WWDJ, Hackensack, N. J.
WWRL, New York
*WWYD (FM), White Plains
*WXLO (FM), New York

Norfolk-Virginia Beach-Portsmouth, Va.-N. C.
*WCMS, Norfolk
WCPK, Chesapeake
WFOG, Suffolk
WJLY, Moyock, N. C.
WKLY, Portsmouth
WLPM, Suffolk
‡WMYK, Elizabeth City, N. C.
*WNOR, Norfolk
*WOWI (FM), Norfolk
WPMH, Portsmouth
WQRK (FM), Norfolk
WRAP, Norfolk
*WTAR, Norfolk
WVAB, Virginia Beach
*WWOC, Portsmouth
WYRI (FM), Norfolk

Northeast Pennsylvania
WARD, Pittston
WARM, Scranton
*WAZL, Hazleton
WBAX, Wilkes-Barre
*WBRE, Wilkes-Barre
*WCDL, Carbondale
*WEJL, Scranton
*WEZX (FM), Scranton
*WGBI, Scranton
WICK, Scranton
WILK, Wilkes-Barre
WMJW, Nanticoke
WNAK, Nanticoke
WSCR, Scranton
*WVCD (FM), Hazleton
*WVPO, Stroudsburg
WWDL (FM), Scranton
WYZZ (FM), Wilkes-Barre

Odessa, Tex.
KBZB, Odessa
‡KCRS, Midland
*KOYL, Odessa
KOZA, Odessa
KQIP (FM), Odessa
KBIG, Odessa

Oklahoma City, Okla.
KAFG (FM) Oklahoma City
*KBYE, Oklahoma City
KEBC (FM), Oklahoma City
KELR, El Reno
*KFJL (FM), Oklahoma City
KFNB (FM), Oklahoma City
KGFF, Shawnee
KGOU (FM), Norman
KGOY (FM), Bethany
*KJAK (FM), Oklahoma City
KKNG (FM), Oklahoma City
KLEC, Oklahoma City
*KLPR, Oklahoma City
KNOR, Norman
*KOCY, Oklahoma City
KOFM (FM), Oklahoma City
KOMA, Oklahoma City
KRMC, Midwest City
KTOK, Oklahoma City
KWHP (FM), Edmond
*KXXY (FM), Oklahoma City
WKY, Oklahoma City
WNAD, Norman

Omaha, Neb.-Iowa
*KEFM, Omaha
*KEZO (FM), Omaha
*KFAB, Omaha
*KGOR (FM), Omaha
KLNG, Omaha
*KOIL, Omaha
*KOOO, Omaha
*KOWH, Omaha
*KQEQ (FM), Council Bluffs, Iowa
*KRCB, Council Bluffs, Iowa
*WOW, Omaha

Orlando, Fla.
*WBJW-FM, Orlando
*WDBO, Orlando
WDIZ, Orlando
WFIV, Kissimmee
‡WGTO, Cypress Gardens
*WBOO, Orlando
WKIS, Orlando
WLOF, Orlando
WLOQ (FM), Winter Park
*WNBE, Winter Park
WOKR, Winter Garden
‡WORJ (FM), Mt. Dora
*WORL, Orlando
*WTLN, Apopka
WTRR, Sanford
WVCF, Windermere

Owensboro, Ky.
*WBKR (FM), Owensboro
*WOMI, Owensboro
*WSTO (FM), Owensboro
*WVJS, Owensboro

Oxnard-Simi Valley-Ventura, Calif.
KAAP, Santa Paula
KACY, Port Hueneme
*KBBQ, Ventura
*KBBY (FM), Ventura
KDAR, Oxnard
KEWE (FM) Camarillo
KGOE, Thousand Oaks
*KHAY (FM), Ventura
KNJO (FM), Thousand Oaks
KOVA (FM), Ojai
KOVR, Oxnard
KPMI (FM), Oxnard
*KVEN, Ventura

Paducah, Ky.
WDXR, Paducah
*WKYQ, Paducah
*WKYX, Paducah
*WPAD, Paducah

Panama City, Fla.
WDLP, Panama City
*WGNE, Panama City Beach
WPAP (FM), Panama City
*WPCF, Panama City
*WPFM (FM), Panama City
WSCM, Panama City

Parkersburg-Marietta, W. Va.-Ohio
*WADC, Parkersburg
WBEJ, Marietta, Ohio
*WIBZ, Parkersburg
*WKYG, Parkersburg
*†WMOA, Marietta, Ohio
WPAR, Parkersburg

Paterson-Clifton-Passaic, N. J.
WKEE, Pompton Lakes
*WPAT, Paterson

Pensacola, Fla.
*WBOP, Pensacola
WBSR, Pensacola
WCKC, Milton
*WCOA, Pensacola
*WJLQ, Pensacola
WMEZ (FM), Pensacola
WNVY, Pensacola
WPFA, Pensacola
WVIX, Pensacola
WXBM (FM), Milton

Peoria, Ill.
*WIRL, Peoria
*WMBD, Peoria
WPEO, Peoria
*WSIV, Pekin
*WSWT (FM), Peoria
WWCT, Peoria
*WXCL, Peoria
*WZRO (FM), Pekin

Petersburg-Colonial Heights-Hopewell, Va.
WHAP, Hopewell
*WPLZ (FM), Petersburg
*WPVA, Petersburg-Colonial Heights
*WSSV, Petersburg

Philadelphia, Pa.-N. J.
KYW, Philadelphia
WBCB, Levittown
WBUX, Doylestown
WCAM, Camden, N. J.
*WCAU, Philadelphia
WCHE, West Chester
WCOJ, Coatesville
*WDAS, Philadelphia
WDVR, Philadelphia
WEEZ, Chester
WFIL, Philadelphia
*WFLN, Philadelphia
WFMY, Lansdale
WPAZ, Pottstown
WPBS (FM), Philadelphia
*WPEN, Philadelphia
*WRCP, Philadelphia
WTEL, Philadelphia
WTMR, Camden, N. J.
WVCH, Chester
*WWDB (FM), Philadelphia
WWSH (FM), Philadelphia
*WYTR, Media
WYSP (FM), Philadelphia

Phoenix, Ariz.
KASA, Phoenix
*KBRC (FM), Phoenix
*KRUZ, Mesa
*KDKB, Mesa
*KDOT, Scottsdale
KHCS, Phoenix
*KHEP, Phoenix
KIFN, Phoenix
KJJJ, Phoenix
*KMEO, Phoenix
*KNIX (FM), Phoenix
*KOOL, Phoenix
KOY, Phoenix
KPHX, Phoenix
KRDS, Tolleson
KRFM, Phoenix
KRIZ, Phoenix
KRUX, Glendale
KWXW, Wickenburg
*KYEN, Phoenix
*KTUF, Tempe
*KUPD, Tempe
KXIV, Phoenix
KXTC (FM), Glendale

Pine Bluff, Ark.
*KADL, Pine Bluff
KCAT, Pine Bluff
KCLA, Pine Bluff
*KOTN, Pine Bluff
KPBA, Pine Bluff

Pittsburgh, Pa.
KDKA, Pittsburgh
*KQV, Pittsburgh
*WAMO, Pittsburgh
WABO, Canonsburg
WBCW, Jeannette
*WBVP, Beaver Falls
*WDVE (FM), Pittsburgh
WEDO, McKeesport
*WEEP, Pittsburgh
*WESA, Charleroi
*WHJB, Greensburg
WIXZ, McKeesport
*WJPA, Washington
WKEG, Washington
WKOI (FM), Pittsburgh
*WKPA, New Kensington
*WKTQ, Pittsburgh
*WLOA, Braddock
WLSW (FM), Scottdale
WMBA, Ambridge
WNUF (FM), New Kensington
*WOKU (FM), Greensburg
*WPEZ (FM), Pittsburgh
*WPIT, Pittsburgh
WPSL, Monroeville
WQTW, Latrobe
*WSHH (FM), Pittsburgh
*WTAE, Pittsburgh
WTRA, Latrobe
*WWKS, Beaver Falls
*WWSW, Pittsburgh
*WYDD (FM), Pittsburgh
WZUM, Carnegie

Pittsfield, Mass.
*WBEC, Pittsfield
*WBRK, Pittsfield
*WGBG, Pittsfield
*WMNB, North Adams
*WQRB (FM), Pittsfield
WSBS, Great Barrington

Pocatello, Idaho
KSEI, Pocatello
*KSNN, Pocatello
KWIK, Pocatello

Portland, Me.
‡WBLM (FM), Lewiston
WCSH, Portland
WDCS (FM), Portland
*WGAN, Portland
*WJBQ, Westbrook
*WEXA, Brunswick
WLOB, Portland
‡WMTQ, Mt. Washington, N. H.
*WPOR, Portland

Portland, Ore.
KEX, Portland
KGAR, Vancouver, Wash.
*KGON (FM), Portland
*KGW, Portland
*KINK (FM), Portland
KISN, Vancouver, Wash.
*KJIB (FM), Portland
KKEY, Portland
KLIQ, Portland
*KLSC, Portland
*KOIN, Portland
*KPAM (FM), Portland
*KPDQ, Portland
*KPOK, Portland
KQFM (FM), Portland
KQIV (FM), Lake Oswego
KRDR, Gresham
KUIK, Hillsboro
*KUPL (FM), Portland
KVAN, Vancouver, Wash.
*KWJJ, Portland
*KXL, Portland
*KOIN, Portland

Portsmouth, Ohio
WIOI, New Boston
*WNXT, Portsmouth
*WPAY, Portsmouth

Poughkeepsie, N. Y.
*WBNR, Beacon
*WEOK, Poughkeepsie
*WHVW, Hyde Park
WKIP, Poughkeepsie
*WPDH (FM), Poughkeepsie
*WSPK (FM), Poughkeepsie

Providence-Warwick-Pawtucket, R. I.
WADK, Newport
WARV, Warwick-East Greenwich
WERU (FM), Providence
*WEAN, Providence
*WERI, Westerly
WONG, Pawtucket
*WHIM, Providence
WICE, Providence
WJAR, Providence
WKFD, Wickford
WKRI, West Warwick
*WLKW, Providence
WSNI, Woonsocket
*WPJB (FM), Providence
*WPRO, Providence
WRIB, Providence
*WWON, Woonsocket

(Continued on next page)

Radio Stations in Metro Areas—Continued

Provo-Orem, Utah
KEYY, Provo
*KFMC (FM), Provo
KIXX, Provo
*KONI, Spanish Fork
*KOVO, Provo

Pueblo, Colo.
KAPL Pueblo
KCSJ, Pueblo
KDZA, Pueblo
KFKL, Pueblo
KKAM, Pueblo
KPUB, Pueblo
KVMN (FM), Pueblo

Quincy, Ill.
‡KQCA, Canton, Mo.
*WQEM, Quincy
*WQCY (FM), Quincy
*WTAD, Quincy

Racine, Wis.
WFNY (FM), Racine
WRJN, Racine
*WRKR, Racine

Raleigh-Durham, N. C.
WAKS, Fuquay-Varina
WCHL, Chapel Hill
WDBS (FM), Durham
*WDCG, Durham
*WDNC, Durham
WETC, Wendell-Zebulon
WKBQ, Garner
*WKIX, Raleigh
WLLE, Raleigh
*WPTF, Raleigh
*WQDR (FM), Raleigh
WRAL (FM), Raleigh
WRRX, Chapel Hill
WRNC, Raleigh
WSRC, Durham
WSSB, Durham
WTIK, Durham
WYNA, Raleigh
*WYYD (FM), Raleigh

Rapid City, S. D.
KIMM, Rapid City
*KKLS, Rapid City
KOTA, Rapid City
KTOQ, Rapid City

Reading, Pa.
WBYO (FM), Boyertown
WEEU, Reading
WHUM, Reading
WRAW, Reading
WRFY (FM), Reading

Reno, Nev.
KBET, Reno
*KCBN, Reno
KCRL, Reno
KGLR (FM), Reno
KNEV (FM), Reno
KOH, Reno
KOLO, Reno
KONE, Reno
*KRNO (FM), Reno
KSRN (FM), Reno
KWRL, Reno

Richland-Kennewick, Wash.
KACA (FM), Prosser
KALE, Richland
KARY, Prosser
*KONA, Kennewick-Pasco-Richland
*KORD, Pasco
KOTY, Kennewick

Richmond, Ind.
*WHON, Centerville
*WKBV, Richmond
*WQLK (FM), Richmond

Richmond, Va.
WANT, Richmond
*WDYL (FM), Chester
WEET, Richmond
WENZ, Highland Springs
WEZS (FM), Richmond
WGOE, Richmond
*WIKI, Chester
*WIVE, Ashland
WLEE, Richmond
WRGM, Richmond
*WRNL, Richmond
*WRVA, Richmond
*WRVQ (FM), Richmond
*WRXL (FM), Richmond
*WTVR, Richmond
WXGI, Richmond

Riverside-San Bernardino-Ontario, Calif.
*KACE, Riverside
*KAVR, Apple Valley
KBRI, (FM), Riverside
KRON, San Bernardino
*KCAL, Redlands
*KCHV, Coachella
KCIN, Victorville
KCKC, San Bernardino
KCMJ, Palm Springs
*KCNW (FM), Riverside
*KDES, Palm Springs
*KDHI, Twentynine Palms
*KDUO (FM), Riverside
*KFXM, San Bernardino
KGUT, Palm Desert
*KHSJ, Hemet
KIOT, Barstow
KMEN, San Bernardino
KOLA (FM), San Bernardino
KPRO, Riverside
KPSI, Palm Springs
*KQLH (FM), San Bernardino
*KQYN (FM), Twentynine Palms
*KREL, Corona
KREO, Indio
KSFE, Needles
*KSOM, Ontario
KTOT, Big Bear Lake
*KVIM (FM), Coachella
KWTC, Barstow
*KWXY, Cathedral City
*KYOR, Blythe

Roanoke, Va.
WBLU, Salem
WFIR, Roanoke
*WJLM (FM), Salem
WKBA, Vinton
WLRG (FM), Roanoke
WPVR (FM), Roanoke
*WRIS, Roanoke
WROV, Roanoke
*WSLC, Roanoke
*WSLQ (FM), Roanoke
WTOY, Roanoke

Rochester, Minn.
*KNCV (FM), Rochester
KNXR, Rochester
*KOLM, Rochester
*KROC, Rochester
*KWEB, Rochester
*KWWK, Rochester

Rochester, N. Y.
WACK, Newark
WADD, Brockport
WAXC, Rochester
*WBBF, Rochester
*WBFB (FM), Rochester
*WCGR, Canandaigua
WCMF (FM), Rochester
WDKX, Rochester
WECQ, Geneva
*WEZO (FM), Rochester
WGVA, Geneva
*WHAM, Rochester
*WHFM (FM), Rochester
WMIV (FM), Bristol Center
*WNYR, Rochester
*WPXY, Rochester
*WROC, Rochester
WSAY, Rochester
WVOR (FM), Rochester

Rockford, Ill.
WKWL (FM), Belvidere
*WLUV, Loves Park
*WROK, Rockford
WRRR, Rockford
WRWC (FM), Rockton
*WYFE, Rockford
*WZOK (FM), Rockford

Rocky Mount, N. C.
*WCEC, Rocky Mount
*WCPS, Tarboro
*WEED, Rocky Mount
*WFMA (FM), Rocky Mount
WRMT, Rocky Mount
*WRSV, Rocky Mount

Rome, Ga.
WIYN, Rome
WLAQ, Rome
WRGA, Rome
*WROM, Rome

Sacramento, Calif.
*KAFI (FM), Auburn
*KAHI, Auburn
*KCRA, Sacramento
*KCTC, Sacramento
*KEWT (FM), Sacramento
KEZS (FM), Sacramento
*KFBK, Sacramento
*KGMS, Sacramento
KJAY, Sacramento
KNDE, Sacramento
*KPIP (FM), Roseville
*†KPOP, Roseville
*KRAK, Sacramento
KROY, Sacramento
*KSFM (FM), Woodland
KXOA (FM), Sacramento
KZAP (FM), Sacramento

Saginaw, Mich.
*WKCQ, Saginaw
WKNX, Saginaw
*WSAM, Saginaw
*WSBM (FM), Saginaw
*WSGW, Saginaw
‡WTAC, Flint
WWWS (FM), Saginaw

St. Cloud, Minn.
KASM, Albany
*KFAM, St. Cloud
*WJON, St. Cloud
WVAL, Sauk Rapids
*WWJO (FM), St. Cloud

St. Joseph, Mo.
KFEQ, St. Joseph
KKJO, St. Joseph
*KMYT (FM), St. Joseph
*KUSN, St. Joseph

St. Louis, Mo.-Ill.
*KADI, Clayton
KATZ, St. Louis
KCFM (FM), St. Louis
KEZK (FM), St. Louis
KHAD, DeSoto
KIBI, St. Charles
KJCF, Festus
KKSS (FM), St. Louis
*KLPW, Union
*KMOX, St. Louis
KSD, St. Louis
KSHE (FM), Crestwood
KSLQ (FM), St. Louis
KSTL, St. Louis
KTUI, Sullivan
KXEN, St. Louis-Festus
KXOK, St. Louis
WCBW (FM), Columbia, Ill.
WEBL, E. St. Louis, Ill.
WEW, St. Louis
*WGNU, Granite City, Ill.
WIBV, Belleville, Ill.
*WIL, St. Louis
WINU, Highland, Ill.
WMEV (FM), East St. Louis, Ill.
*WOKZ, Alton, Ill.
WRTH, Wood River, Ill.

Salem, Ore.
KBZY, Salem
KCCS, Salem
KGAY, Salem
*KOBI (FM), Salem
KROW, Dallas
*KSLM, Salem
KWRC, Woodburn

Salina, Kan.
KFRM, Salina
KINA, Salina
KSAL, Salina
KSKG (FM), Salina

Salinas-Seaside-Monterey, Calif.
KBEE (FM), Salinas
KCTY, Salinas
KDON, Salinas
KIDD, Monterey
*KKEE, Salinas
KLRB (FM), Carmel
KMBY, Monterey
KRKC, King City
KRML, Carmel
KTOM, Salinas
KWAV, Monterey
*KWYT (FM), Salinas
KZEN (FM), Seaside

Salt Lake City-Ogden, Utah
*KALL, Salt Lake City
KANN, Ogden
*KCPX, Salt Lake City
KDYL, Tooele
KLAT, Centerville
KLO, Ogden
*KLUB, Salt Lake City
KMOR, Murray
KNAK, Salt Lake City
KQPD (FM), Ogden
KRGO, Salt Lake City
*KRSP, Salt Lake City
*KSL, Salt Lake City
*KSOP, Salt Lake City
KSVN, Ogden
KSXX, Salt Lake City
KVOG, Ogden
*KWHO, Salt Lake City

San Angelo, Tex.
KGKL, San Angelo
*KIXY, San Angelo
KPEP, San Angelo
KRJT (FM), San Angelo
KTEO, San Angelo
KWLW (FM), San Angelo

San Antonio, Tex.
KAPE, San Antonio
*KBUC, San Antonio
*KCOR, San Antonio
KDRY, Alamo Heights
KEDA, San Antonio
KEEZ (FM), San Antonio
*KEXL (FM), San Antonio
*KGNR, New Braunfels
*KISS (FM), San Antonio
*KITE, Terrell Hills
*KITY, San Antonio
KKYX, San Antonio
*KMAC, San Antonio
KMFM (FM), San Antonio
*KNBT (FM), New Braunfels
*KONO, San Antonio
*KQAM, San Antonio
*KQXT (FM), San Antonio
*KSAQ, San Antonio
*KTFM (FM), San Antonio
*KTSA, San Antonio
KUKA, San Antonio
*KWED, Seguin
WOAI, San Antonio

San Diego, Calif.
KARL (FM), Carlsbad
KCBQ, San Diego
KDEO, El Cajon
KDIG (FM), San Diego
KEZL (FM), San Diego
*KFMB, San Diego
KFSD (FM), San Diego
*KGB, San Diego
KITT (FM), San Diego
KLRO, San Diego
KMLO, Vista
KOGO, San Diego
*KOWN, Escondido
KOZN (FM), San Diego
KPRI (FM), San Diego
KSDO, San Diego
*KSON, San Diego
*KUDE, Oceanside
KYXY (FM), San Diego
XEBG, Tijuana, Mex.
XEGM, Tijuana, Mex.
XEMO, Tijuana, Mex.
XEPRS, Tijuana, Mex.
XETRA, Tijuana, Mex.
XEXX, Tijuana, Mex.

Sandusky, Ohio
*WLEC, Sandusky

San Francisco-Oakland, Calif.
*KABL, Oakland
KBEG, San Francisco
*KCBS, San Francisco
*KDFC (FM), San Francisco
KDFM (FM), Walnut Creek
KDIA, Oakland
KEST, San Francisco
KFAX, San Francisco
KFMR (FM), Fremont
KFOG, San Francisco
*KFRC, San Francisco
*KGO, San Francisco
‡*KIBE, Palo Alto
*KIOI (FM), San Francisco
*KIQI, San Francisco
KJAZ (FM), Alameda
KKIQ, Livermore
*KKHI, San Francisco
KKIS, Pittsburg
KMPX (FM), San Francisco
*KNAI (FM), San Francisco
*KNBR, San Francisco
KNEW, Oakland
KOFY, San Mateo
*KRE, Berkeley
KRON (FM), San Francisco
KSAN (FM), San Francisco
KSFO, San Francisco
*KSFX (FM), San Francisco
KSOL (FM), San Mateo
*KTIM, San Rafael
KWUN, Concord
*KYA, San Francisco

San Jose, Calif.
KARA (FM), Santa Clara
KAZA, Gilroy
KBAY (FM), San Jose
KEEN, San Jose
KEGL, Santa Clara
KEZR (FM), San Jose
KIBE, Palo Alto
KLIV, San Jose
KLOK, San Jose
KOME (FM), San Jose
KPEN (FM), Los Altos
KRVE (FM), Los Gatos
KSJO (FM), San Jose
KSND (FM), Gilroy
KXRX, San Jose

Santa Barbara-Santa Maria-Lompoc, Calif.
‡KACY, Port Hueneme
*KDB, Santa Barbara
KIST, Santa Barbara
KKIO, Santa Barbara
KKOK, Lompoc
*KLOM, Lompoc
KNEZ, Lompoc
KRUZ (FM), Santa Barbara
KSEE, Santa Maria
*KSMA, Santa Maria
*KTMS, Santa Barbara
*KTYD, Santa Barbara
KUHL, Santa Maria
KZON, Santa Maria

Santa Cruz, Calif.
KOMY, Watsonville
*KSCO, Santa Cruz

Santa Fe, N. M.
*KAFE, Santa Fe
KSNM (FM), Santa Fe
KTRC, Santa Fe
KVSF, Santa Fe

Santa Rosa, Calif.
KPLS, Santa Rosa
KSRO, Santa Rosa
KTOR, Petaluma
*KVRE, Santa Rosa
KZST (FM), Santa Rosa

Sarasota, Fla.
*WAMR, Venice
*WBRD, Bradenton
*WDUV (FM), Bradenton
WENG, Englewood
WKXY, Sarasota
*WQSA, Sarasota
*WQSR (FM), Sarasota
*WSPB, Sarasota
WTRL, Bradenton
WYND, Sarasota

Savannah, Ga.
*WEAS, Savannah
WJCL (FM), Savannah
WNMT, Garden City
WQOT, Savannah
WSAV, Savannah
*WSGA, Savannah
WSGF (FM), Savannah
WSOK, Savannah
*WTOC, Savannah
WXLM (FM), Savannah
*WZAT, Savannah

Seattle-Everett, Wash.
KAAR, Mountlake Terrace
KASY, Auburn
KAYO, Seattle
*KBIQ (FM), Edmonds
*KBLE, Seattle
KETO (FM), Seattle
*KEUT, Seattle
KEZX (FM), Seattle
*KGDN, Edmonds
*KING, Seattle
*KIRO, Seattle
*KISW (FM), Seattle
*KIXI, Seattle
*KJR, Seattle
*KMPS, Seattle
KOMO, Seattle
KQIN, Seattle
KRKO, Everett
*KSEA, Seattle
*KTW, Seattle
KUUU, Seattle
KVI, Seattle
KWYZ, Everett
KXA, Seattle
*KYAC, Seattle
*KZAM, Bellevue
*KZOK (FM), Seattle

Sheboygan, Wis.
*WHBL, Sheboygan
WKTS, Sheboygan
WPLY, Plymouth

Sherman-Denison,, Tex.
*KDSX, Denison-Sherman
KRRV, Sherman
KSHN (FM), Sherman
KTXO, Sherman

Shreveport, La.
*KBCL, Shreveport
KCIJ, Shreveport
*KEEL, Shreveport
*KEPT (FM), Shreveport
KJOE, Shreveport
*KMBQ (FM), Shreveport
KNCB, Vivian
KOKA, Shreveport
*KRMD, Shreveport
*KROK (FM), Shreveport
KTAL (FM), Texarkana-Shreveport
*KWKH, Shreveport

Sioux City, Iowa-Neb.
KBCM, Sioux City
*KMNS, Sioux City
KSCJ, Sioux City
*KSEZ (FM), Sioux City
KWSL, Sioux City

Sioux Falls, S. D.
*KCHF, Sioux Falls
*KELO, Sioux Falls
*KIOV (FM), Sioux Falls
KISD, Sioux Falls
*KPAT (FM), Sioux Falls
*KROO, Sioux Falls
*KXRB, Sioux Falls

South Bend, Ind.
WHME (FM), South Bend
*WJVA, South Bend
*WNDU, South Bend
*WRBR (FM), South Bend
*WSBT, South Bend
*WTCA, Plymouth

Spokane, Wash.
*KEZE, Spokane
KGA, Spokane
*KHQ, Spokane
KJRR, Spokane
*KREM, Spokane
KSPO, Spokane
KTDY, Spokane
*KXLY, Spokane
*KXXR, Spokane
*KZUN, Opportunity

Springfield, Ill.
WCVS, Springfield
*WDBR (FM), Springfield
WFMB (FM), Springfield
WMAY, Springfield
*WTAX, Springfield
WVEM (FM), Springfield

Springfield-Chicopee-Holyoke, Mass.
WACE, Chicopee
*WAQY (FM), Springfield
WARE, Ware
WDEW, Westfield
*WHMP, Northampton
*WHYN, Springfield
*WMAS, Springfield
WREB, Holyoke
WSPR, Springfield
WTIT, Amherst
WTXL, West Springfield
*WTYM, East Longmeadow

Springfield, Mo.
KBUG, Springfield
KGBX, Springfield
KICK, Springfield
KLFJ, Springfield
*KTTS, Springfield
KTXR (FM), Springfield
KWFC (FM), Springfield
*KWTO, Springfield

Springfield, Ohio
*WBLY, Springfield
WCOM (FM), Urbana
WIZE, Springfield

Steubenville-Weirton, Ohio-W. Va.
WEIR, Weirton, W. Va.
*WFIN, Findlay, Ohio
*WHMQ, Findlay, Ohio
WLIT, Steubenville, Ohio
*WRKY, Steubenville, Ohio
*WSTV, Steubenville, Ohio

Stockton, Calif.
*KCVR, Lodi
*KJAX (FM), Stockton
*KJOY, Stockton
KSRT (FM), Tracy
*KSTN, Stockton
KWG, Stockton
*KWIN (FM), Lodi

Syracuse, N. Y.
WDDS (FM), Syracuse
*WEZG (FM) North Syracuse
WFBL, Syracuse
WHEN, Syracuse
*WKFM (FM), Fulton
*WMCR, Oneida
WMHR (FM), Syracuse
WNDB, Syracuse
WOLF (FM), De Ruyter
WOLF, Syracuse
WONO (FM), Syracuse
*WOSC, Fulton
WSCP, Sandy Creek-Pulaski
*WSEN, Baldwinsville
*WSGO, Oswego
*WSOQ, North Syracuse
*WSYR, Syracuse
WYRD, East Syracuse

Tacoma, Wash.
KDFL, Sumner
KLAY (FM), Tacoma
KMO, Tacoma
*KTAC, Tacoma
*KTNT, Tacoma
KUPY, Puyallup

Tallahassee, Fla.
WANM, Tallahassee
*WBGM (FM), Tallahassee
WGLF (FM), Tallahassee
WMEN, Tallahassee
*WOMA (FM), Tallahassee
*WONS, Tallahassee
WTAL, Tallahassee
*WTNT, Tallahassee

Tampa-St. Petersburg, Fla.
*WAVY (FM), Tampa
WAZE, Clearwater
*WDAE, Tampa
WDCF, Dade City
WDCL, Dunedin
*WFLA, Tampa
WFSO, Pinellas Park
*WGUL, New Port Richey
WHBO, Tampa
WILZ, St. Petersburg
WINQ, Tampa
*WLCY , St Petersburg
WPAS, Zephyrhills
WPLA, Plant City
‡WQSR (FM), Sarasota
*WQXM, Clearwater
*WQYK, Tampa
WRBQ (FM), Tampa
WSOL, Tampa
WRST, Largo
*WSUN, St. Petersburg
*WTAN, Clearwater
WTMP, Tampa
*WWRA, St. Petersburg
WYOU, Tampa

Terre Haute, Ind.
WAAC, Terre Haute
*WBOQ (FM), Terre Haute
*WROW, Terre Haute
WNDI, Sullivan
WPFR (FM), Terre Haute
*WTHI, Terre Haute
WVTS (FM), Terre Haute
*WWCM, Brazil
WWVR (FM), West Terre Haute

Texarkana, Tex.-Texarkana, Ark.
*KADO, Texarkana Tex.
KCMC, Texarkana, Tex.
KMLA (FM), Ashdown Ark.
KNBO, New Boston, Tex.
*KOSY, Texarkana, Ark.
KTFS, Texarkana, Tex.

Toledo, Ohio.-Mich.
WAWR (FM), Bowling Green
*WCWA, Toledo
WHFD, Archbold
WHND, Monroe, Mich.
*WIOT (FM), Toledo
*WKLR (FM), Toledo
WLQR (FM), Toledo
WMGS, Bowling Green
WMHE (FM), Toledo
*WOHO, Toledo
WRWR (FM), Port Clinton
WSPD, Toledo
*WTOD, Toledo
WTUU, Toledo
WVMO (FM), Monroe, Mich.
*WXEZ (FM), Sylvania

Topeka, Kans.
*KEWI, Topeka
*KSWT (FM), Topeka
*KTOP, Topeka
KTPK, Topeka
*WIBW, Topeka
WBEN, Topeka

Trenton, N. J.
*WBJB (FM), Trenton
*WBUD, Trenton
*WCHR (FM), Trenton
*WHWH, Princeton
WPRB (FM), Princeton
*WPST, Trenton
WTNJ, Trenton
*WTTM, Trenton

Tucson, Ariz.
*KAIR, Tucson
*KCEE, Tucson
KCUB, Tucson
KEVT, Tucson
*KFMM (FM), Tucson
KHOS, Tucson
KHYT, Tucson
KIKX, Tucson
KOPO, Tucson
KTKT, Tucson
*KTUC, Tucson
KWFM (FM), Tucson
*KXEW, Tucson

Tulsa, Okla.
*KAKC, Tulsa
KBJH, Tulsa
KELI, Tulsa
*KFMJ, Tulsa
*KGOW (FM), Broken Arrow
KJEM, Wagoner
*KKMA (FM), Pryor
KKUL (FM), Tulsa
*KMOD, Tulsa
KOKN, Pawhuska
*KOLS, Pryor
*KRAV (FM), Tulsa
KRMG, Tulsa
*KTOW, Sand Springs
KVOO, Tulsa
*KWEN (FM), Tulsa
KWPR, Claremore
KXOJ, Sapulpa
*KXXO, Tulsa

Tuscaloosa, Ala.
WACT, Tuscaloosa
WJRD, Tuscaloosa
WNPT, Tuscaloosa
*WTBC, Tuscaloosa
WTUG, Tuscaloosa
*WUOA (FM), Tuscaloosa

Tyler, Tex.
*KDOK, Tyler
*KNUE (FM), Tyler
KTBB, Tyler
*KZAK, Tyler
KZEY, Tyler

Utica-Rome, N. Y.
WADR, Remsen
WALY, Herkimer
WBRV, Boonville
WRVM, Utica
*WIBQ (FM), Utica
*WIBX, Utica
*WKAL, Rome
*WLFH, Little Falls
WOUR (FM), Utica
WRNY, Rome
*WRUN, Utica
WTLB, Utica

Valdosta, Ga.
WAFT (FM), Valdosta
WGAF, Valdosta
*WGOV, Valdosta
WJEM, Valdosta
WVLD, Valdosta

Vallejo-Fairfield-Napa, Calif.
KNBA, Vallejo
KUIC (FM), Vacaville
KVON, Napa

Victoria, Tex.
KNAL, Victoria
KTXN (FM), Victoria
KVIC, Victoria

Vineland-Millville-Bridgeton, N. J.
*WDVL, Vineland
*WMVB, Millville
*WSNJ, Bridgeton
WWBZ, Vineland

Visalia, Calif.
*KBOS (FM), Tulare
KCOK, Tulare
*KGEN, Tulare
*KIOO (FM), Porterville
*KONG, Visalia
KRDU, Dinuba
*KTIP, Porterville
KWSM (FM), Tulare

Waco, Tex.
KAWA, Waco-Marlin
KEFC (FM), Waco
*KHOO (FM), Waco
KBZI, Waco
*KWTX, Waco
*WACO, Waco

Washington, D. C.
WAGE, Leesburg, Va.
WASH (FM), Washington
*WAVA, Arlington, Va.
WCTN, Potomac-Cabin John, Md.
WDON, Wheaton, Md.
WEAM, Arlington, Va
†WKEL, Fairfax, Va.
WEZR (FM), Manassas, Va.
*WFAN (FM), Washington
WFAX, Falls Church, Va.
*WGAY, Silver Spring, Md.
*WGMS, Bethesda, Md.
WHFS (FM), Bethesda Md.
WHUR (FM), Washington
WINX, Rockville, Md.
WJMD (FM), Bethesda, Md.
*WKYS, Washington
WLMD, Laurel, Md.
*WMAL, Washington
*WMOD, Washington
WOHN, Herndon, Va.
*WOL, Washington
*WOOK, Washington
*WPGC, Bladensburg, Md.
*WPIK, Alexandria, Va.
WPRW, Manassas, Va.
WPWC, Quantico, Va.
*WRC, Washington
*WRMD, La Plata, Md.
WTOP, Washington
WUST, Washington
*WWDC, Washington
*WXRA (FM), Woodbridge, Va.

Waterloo-Cedar Falls, Iowa
KCFI, Cedar Falls
*KFMW (FM), Waterloo
KLEU, Waterloo
*KWWL, Waterloo
*KXEL, Waterloo

Watertown, N. Y.
WATN, Watertown
*WNCQ (FM), Watertown
*WOTT, Watertown
WWNY, Watertown

Wausau, Wis.
*WDEZ (FM), Wausau
*WIFC (FM), Wausau
*WRIG, Wausau
*WSAU, Wausau
WXCO, Wausau

West Palm Beach-Boca Raton, Fla.
WDBF, Delray Beach
*WEAT, West Palm Beach
WGMW (FM), Riviera Beach
*WIRK, West Palm Beach
*WJNO, West Palm Beach
WKAO, Boynton Beach

(Continued on page 65)

Explanation of SRDS Consumer Market Farm Data

Farm Population

All estimates of farm population are as of January 1, 1975 and include all persons residing on farms. The sources of data used to prepare SRDS farm population estimates include basic reports prepared by the Bureau of the Census and the Department of Agriculture.

The basic definition of farm population, as reported in the 1970 Census of Population, remains the same as the 1960 Census definition. That is, the farm population consists of persons living on places of 10 or more acres from which sales of farm products amounted to $50 or more in the preceding calendar year or on places of less than 10 acres from which sales of farm products amounted to $250 or more in the preceding year.

Farm Households

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

The January 1, 1975 farm household estimates were obtained by using Census "bench marks" and allowing for growth as reflected by a variety of government reports.

Total Farms

The definition of total farms is the same as shown in both the 1969 Census of Agriculture and the 1970 Census of Population: namely, places in rural territory which have 10 or more acres from which sales of farm products amounted to $50 or more in 1969 or on places of less than 10 acres from which sales of farm products amounted to $250 or more in 1969.

For more details concerning this definition, see "General Social and Economic Characteristics," PC(1)-C series, prepared by the Department of Census.

Farm Income

Gross Farm Income (1974) includes cash receipts from farm marketings, income in kind (value of items grown and consumed on the farm) and government payments. No expenses or taxes are deducted from the figure. Gross Income per Farm is the arithmetic mean obtained by dividing the Gross Farm Income (1974) by the Number of Farms (1974).

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

Farm Data Summary, U.S., Divisional and State Totals

UNITED STATES DIVISIONS States	Farm Population 1/1/75 (000)	% of U. S.	Farm Households 1/1/75 (000)	Gross Farm Income 1974 ($000)	% of U. S.	Gross Farm Income Per Farm ($)	Total Farms 1974	% of U. S.	Total Commercial Farms Producing Sales Over $2,500 1969	Land Harvested 1969 Acres (000)	Total Farm Tractors 1969
UNITED STATES TOTAL	9,243.4	100.0000	2,677.57	101,352,862	100.0000	35,808	2,830,490	100.0000	1,733,685	273,016	4,880,448
NEW ENGLAND	125.9	1.3621	33.54	1,240.992	1.2244	44,834	27,680	.9779	18,607	1,459	58,190
Connecticut	14.2	.1536	4.37	229,303	.2262	52,114	4,400	.1554	2,903	162	9,633
Maine	34.2	.3700	8.94	445,857	.4399	58,665	7,600	.2685	5,103	458	15,229
Massachusetts	17.6	.1904	5.14	219,371	.2165	37,823	5,800	.2049	3,665	190	10,652
New Hampshire	13.4	.1450	3.78	85,490	.0843	32,881	2,600	.0919	1,624	116	5,324
Rhode Island	2.3	.0249	.74	24,665	.0243	36,272	680	.0240	462	22	1,514
Vermont	44.2	.4782	10.57	236,306	.2332	35,804	6,600	.2332	4,850	511	15,838
MIDDLE ATLANTIC	521.9	5.6461	139.14	3,535,306	3.4881	25,995	136,000	4.8048	78,116	8,019	291,984
New Jersey	31.3	.3386	9.03	361,927	.3571	45,241	8,000	.2826	5,641	496	21,982
New York	228.5	2.4720	60.89	1,587,264	1.5661	27,847	57,000	2.0138	34,404	3,836	131,597
Pennsylvania	262.1	2.8355	69.22	1,586,115	1.5649	22,340	71,000	2.5084	38,071	3,687	138,405
EAST NORTH CENTRAL	1,959.7	21.2011	559.93	16,753,621	16.5300	31,374	534,000	18.8660	355,129	51,173	1,114,847
Illinois	459.3	4.9690	139.64	6,091,334	6.0100	48,344	126,000	4.4515	100,486	19,352	302,618
Indiana	396.1	4.2852	121.41	3,528,209	3.4811	33,285	106,000	3.7449	67,264	9,670	192,759
Michigan	278.5	3.0130	77.65	1,784,492	1.7607	22,306	80,000	2.8264	44,175	5,502	165,505
Ohio	379.0	4.1002	110.00	2,695,646	2.6597	23,040	117,000	4.1336	66,269	8,515	213,341
Wisconsin	446.8	4.8337	111.23	2,653,940	2.6185	25,276	105,000	3.7096	76,935	8,134	240,624
WEST NORTH CENTRAL	2,275.9	24.6219	645.73	29,938,781	29.5392	47,371	632,000	22.3284	512,800	106,453	1,405,850
Iowa	554.5	5.9989	155.39	8,190,505	8.0812	59,351	138,000	4.8756	123,495	19,287	337,960
Kansas	255.5	2.7641	79.43	4,884,918	4.8197	58,854	83,000	2.9324	68,394	17,649	171,441
Minnesota	486.8	5.2665	126.01	4,649,237	4.5872	39,400	118,000	4.1689	89,025	15,649	273,427
Missouri	379.2	4.1024	119.73	3,286,363	3.2425	23,643	139,000	4.9108	86,503	10,036	210,681
Nebraska	256.8	2.7782	73.89	4,490,166	4.4302	65,075	69,000	2.4377	63,385	14,023	172,597
North Dakota	166.2	1.7980	43.87	2,343,846	2.3126	56,478	41,500	1.4662	41,528	17,175	124,885
South Dakota	176.9	1.9138	47.41	2,093,746	2.0658	48,132	43,500	1.5368	40,470	12,634	114,859
SOUTH ATLANTIC	1,188.7	12.8600	347.43	10,325,536	10.1877	25,068	411,900	14.5523	192,999	15,940	498,392
Delaware	12.5	.1352	3.71	271,738	.2681	75,483	3,600	.1272	2,815	423	8,244
District of Columbia	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Florida	70.4	.7616	21.50	2,112,245	2.0840	62,125	34,000	1.2012	20,096	2,234	46,758
Georgia	193.6	2.0945	57.36	2,274,351	2.2440	30,325	75,000	2.6497	37,616	3,651	88,630
Maryland	69.1	.7476	19.53	672,027	.6631	37,754	17,800	.6289	11,590	1,301	37,461
North Carolina	433.1	4.6855	126.73	2,774,552	2.7375	20,552	135,000	4.7695	65,714	3,472	156,672
South Carolina	123.3	1.3339	32.97	903,946	.8919	19,233	47,000	1.6605	17,413	2,042	52,120
Virginia	224.2	2.4255	66.78	1,119,354	1.1044	15,334	73,000	2.5791	31,091	2,278	83,314
West Virginia	62.5	.6762	18.85	197,323	.1947	7,446	26,500	.9362	6,664	539	25,193
EAST SOUTH CENTRAL	1,221.8	13.2181	363.07	6,441,774	6.3558	15,560	414,000	14.6264	163,963	14,058	440,243
Alabama	176.1	1.9051	51.94	1,554,342	1.5336	19,927	78,000	2.7557	29,639	2,706	78,336
Kentucky	442.4	4.7861	133.71	1,586,015	1.5649	12,587	126,000	4.4515	60,847	3,128	142,961
Mississippi	240.8	2.6051	65.44	1,867,158	1.8422	21,967	85,000	3.0030	27,100	4,752	91,616
Tennessee	362.5	3.9218	111.98	1,434,259	1.4151	11,474	125,000	4.4162	46,377	3,472	127,330
WEST SOUTH CENTRAL	961.0	10.3966	305.01	13,990,865	13.8041	33,876	413,000	14.5911	226,217	38,337	555,423
Arkansas	194.3	2.1020	59.66	2,678,711	2.6430	38,822	69,000	2.4377	33,669	6,804	90,423
Louisiana	121.5	1.3145	33.99	1,371,753	1.3534	28,578	48,000	1.6958	20,075	3,443	66,445
Oklahoma	205.2	2.2200	67.52	2,409,490	2.3773	27,695	87,000	3.0737	51,675	8,265	106,805
Texas	440.0	4.7601	143.84	7,530,911	7.4304	36,033	209,000	7.3839	120,798	19,825	291,750
MOUNTAIN	436.5	4.7223	121.52	8,028,926	7.9218	65,919	121,800	4.3031	90,591	22,475	252,661
Arizona	22.0	.2380	5.39	1,240,173	1.2236	210,199	5,900	.2084	4,252	1,079	12,480
Colorado	97.6	1.0559	28.63	2,326,702	2.2957	78,871	29,500	1.0422	21,342	5,265	60,702
Idaho	108.1	1.1695	29.96	1,275,499	1.2586	46,893	27,200	.9610	19,505	3,955	55,054
Montana	95.0	1.0278	26.71	1,261,075	1.2442	51,263	24,600	.8690	20,605	7,937	60,652
Nevada	8.7	.0941	2.45	168,687	.1664	84,344	2,000	.0707	1,585	521	5,417
New Mexico	40.5	.4382	10.82	922,659	.9103	78,191	11,800	.4169	7,710	1,008	16,537
Utah	29.0	.3137	7.30	381,896	.3768	30,309	12,600	.4452	8,413	1,024	20,524
Wyoming	35.6	.3851	10.26	452,235	.4462	55,151	8,200	.2897	7,179	1,686	21,295
PACIFIC	552.0	5.9718	162.20	11,097,061	10.9489	79,202	140,110	4.9500	95,263	15,102	262,858
Alaska	.....	.....	.....	6,480	.0064	20,903	310	.0110	148	13	521
California	253.4	2.7414	74.88	7,878,007	7.7728	125,048	63,000	2.2257	54,040	7,649	143,374
Hawaii	.....	.....	.....	301,525	.2975	70,122	4,300	.1519	2,284	179	3,874
Oregon	141.8	1.5341	42.45	1,144,539	1.1293	35,217	32,500	1.1482	17,003	2,894	53,677
Washington	156.8	1.6963	44.87	1,766,510	1.7429	44,163	40,000	1.4132	21,788	4,367	61,412

Farm Data Summary, U. S., Divisional and State Totals — Continued

1—SRDS estimates of Farm Crops Income include receipts from sales of horticultural specialties and forest products as well as field crops, vegetables, and fruits.

2—Farm Livestock Income consists of receipts from sales of domestic animals and by-products (wool, pelts), poultry and dairy products.

3—Poultry Income covers the sales of chickens, eggs, turkeys and other poultry products.

Income by Select Commodities

1—Chicken Income Includes the receipts from the sale of chickens and broilers.

2—Corn Income consists of receipts from sales of fresh sweet corn and corn for silage and forage.

3—Cotton Income includes sales of cotton lint and cotton seed.

4—Cattle-Calves Income covers the sales of heifers, steers, and other beef cattle.

5—Dairy Products Income includes sales of milk (wholesale and retail) and receipts from the sales of butterfat and cream.

6—Hay Income includes the receipts from the sales of crops used as fodder.

7—Hog Income consists of receipts from the sales of boars, sows, gilts and other hog stock.

8—Soybean Income covers the receipts from the sales of soybeans harvested for beans as well as its use as an oil crop.

9—Wheat Income includes the receipts from the sale of wheat as a food grain.

Commercial Farms with Sales Volume Over $2,500

Source: Census of Agriculture 1969 (Final Report).

Farm Tractors

Source: Census of Agriculture 1969 (Final Report).

Acreage Under Cultivation

Source: Census of Agriculture 1969 (Final Report).

The limited amount of farm data presented in this publication is intended as basic reference material only.—Data in greater detail are readily available from the 1969 Census of Agriculture.

(More recent tabulations are not available on a state and county level.)

Mergers, changes in ownership, and other factors make it impractical to attempt an updating process for these data series.

Farm Data Summaries

Total U. S., the Geographic Divisions and All States are summarized for easy reference. A U. S. Farm Map shows the number of leading farm counties by state for farm population and gross farm income.

Farm Data Ranking Tables For 400 Leading Counties

The leading farm counties of the U. S. are ranked for each of the following series:
Farm Population—SRDS January 1, 1975 Estimates
Number of Farms (1969)—Census of Agriculture
Gross Farm Income—SRDS Full year 1974 Estimates

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

Farm Income by Commodities and Commodity Groups

UNITED STATES DIVISIONS States	Farm Livestock Income 1974 ($000)	Cattle-Calves Income 1974 ($000)	Hog Income 1974 ($000)	Farm Dairy Income 1974 ($000)	Farm Poultry Income 1974 ($000)	Farm Chicken Income 1974 ($000)	Farm Crops Income 1974 ($000)	Farm Wheat Income 1974 ($000)	Farm Corn Income 1974 ($000)	Farm Hay Income 1974 ($000)	Farm Cotton Income 1974 ($000)	Farm Soybean Income 1974 ($000)
UNITED STATES TOTAL	42,327,313	23,511,152	8,228,856	8,870,939	7,431,934	3,062,251	52,676,431	6,100,989	8,352,678	1,092,020	2,801,108	9,635,088
NEW ENGLAND	734,412	69,225	10,843	359,497	319,722	106,282	443,516	.....	7,243	9,943	.....	.....
Connecticut	131,578	10,622	802	51,908	63,533	5,812	68,840	.....	2,605	1,203	.....	.....
Maine	224,445	10,717	932	58,245	188,247	97,385	241,514	.....	.....	2,330	.....	.....
Massachusetts	109,162	14,032	6,626	51,840	33,911	1,559	85,727	.....	3,898	2,144	.....	.....
New Hampshire	55,888	5,404	1,110	28,058	20,877	1,185	18,144	.....	740	1,259	.....	.....
Rhode Island	11,445	986	937	5,967	4,217	123	13,213	.....	.....	173	.....	.....
Vermont	201,894	27,464	436	163,479	8,937	218	16,078	.....	.....	2,834	.....	.....
MIDDLE ATLANTIC	2,182,599	332,866	74,534	1,431,055	464,260	102,144	1,182,997	40,729	127,384	47,910	.....	10,853
New Jersey	115,988	12,634	9,903	51,903	46,781	3,073	225,482	4,439	14,342	7,171	.....	7,854
New York	1,033,845	141,784	9,147	795,821	128,063	6,098	490,716	18,295	35,065	15,246	.....	.....
Pennsylvania	1,032,766	178,448	55,484	583,331	289,416	92,973	466,799	17,995	77,977	25,493	.....	2,999
EAST NORTH CENTRAL	6,801,608	2,029,717	2,570,339	2,450,486	640,032	54,276	9,585,907	353,645	3,316,368	87,828	.....	3,565,064
Illinois	1,850,696	731,983	1,201,202	218,969	81,331	.....	4,405,567	118,869	1,783,035	12,513	.....	1,939,442
Indiana	1,222,529	308,722	718,184	175,484	191,732	16,249	2,027,173	71,493	812,426	6,499	.....	844,923
Michigan	713,458	218,112	111,592	368,593	86,230	1,691	977,335	72,704	184,296	16,908	.....	104,829
Ohio	1,053,546	397,588	314,869	368,236	152,098	18,679	1,614,833	88,057	402,925	26,684	.....	643,079
Wisconsin	1,961,379	373,312	224,492	1,319,204	128,641	17,657	560,999	2,522	133,686	25,224	.....	32,791
WEST NORTH CENTRAL	12,898,433	8,691,395	4,055,414	1,480,755	750,424	57,241	15,147,868	3,444,667	3,896,280	166,536	42,742	3,474,514
Iowa	3,802,849	2,063,152	1,839,900	261,743	161,665	15,397	3,895,478	.....	1,739,822	15,397	.....	1,508,872
Kansas	2,052,914	2,028,244	292,242	104,684	26,171	.....	2,308,900	1,099,177	235,538	43,618	.....	165,749
Minnesota	1,980,916	850,973	589,501	656,058	323,029	14,262	2,773,125	361,307	746,384	28,524	.....	751,138
Missouri	1,434,479	703,811	547,092	199,461	151,020	25,645	1,414,958	62,688	245,052	17,097	42,742	792,143
Nebraska	2,091,383	1,780,373	463,219	96,672	32,224	.....	1,936,610	334,323	765,319	36,252	.....	177,232
North Dakota	395,641	418,186	48,345	65,266	14,504	.....	2,021,621	1,329,494	16,921	12,086	.....	29,007
South Dakota	1,140,251	846,656	275,115	96,871	36,811	1,937	797,176	257,678	147,244	13,562	.....	50,373
SOUTH ATLANTIC	3,938,264	974,832	637,811	768,741	2,203,062	1,261,110	5,858,898	46,731	529,035	23,111	255,219	654,416
Delaware	155,238	3,088	6,691	10,294	147,468	138,461	102,124	2,059	25,479	257	.....	29,082
District of Columbia	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Florida	568,930	235,356	28,405	182,604	176,517	56,810	1,460,002	.....	50,723	2,029	2,029	16,231
Georgia	1,086,569	258,093	213,594	106,797	745,355	429,413	1,138,371	4,450	113,472	4,450	124,597	102,347
Maryland	368,078	47,150	22,334	123,457	212,173	191,700	252,311	8,685	64,520	2,482	.....	53,974
North Carolina	900,131	103,003	216,306	128,754	597,416	319,309	1,674,940	10,300	185,405	2,575	36,051	226,606
South Carolina	274,474	96,171	80,747	50,807	128,833	31,755	632,798	6,351	39,013	1,815	92,542	163,309
Virginia	478,313	183,448	62,867	142,224	163,867	80,387	552,294	14,428	48,439	7,214	.....	62,867
West Virginia	106,531	48,523	6,867	23,804	31,433	13,275	46,058	458	1,984	2,289	.....	.....
EAST SOUTH CENTRAL	2,670,187	1,282,926	471,706	451,898	957,607	664,426	3,049,438	30,969	156,735	23,054	603,298	839,367
Alabama	778,076	261,570	107,950	70,582	500,996	365,368	605,892	2,768	27,679	4,152	103,798	101,030
Kentucky	669,613	452,362	184,119	177,770	33,332	31,745	917,623	14,285	96,821	9,523	.....	187,294
Mississippi	634,344	269,593	54,887	74,259	332,552	227,620	979,984	4,843	1,614	4,843	401,968	350,309
Tennessee	588,154	299,401	124,750	129,287	90,727	39,693	545,939	9,073	30,621	4,536	97,532	200,734
WEST SOUTH CENTRAL	5,418,707	4,241,450	238,098	463,774	1,152,239	682,932	6,298,679	619,109	113,686	73,839	1,251,623	1,090,874
Arkansas	885,299	269,996	45,848	53,490	705,555	468,672	1,661,830	15,283	.....	5,094	219,053	774,327
Louisiana	360,797	244,140	20,135	91,867	81,799	51,597	897,656	.....	2,517	3,775	130,879	255,466
Oklahoma	1,120,808	1,137,421	40,830	79,717	48,608	19,443	823,501	383,029	9,722	29,165	60,274	25,276
Texas	3,051,803	2,589,893	131,285	238,700	316,277	143,220	2,915,692	220,797	101,447	35,805	841,417	35,805
MOUNTAIN	4,066,946	3,855,480	125,713	378,722	142,691	330	3,357,475	820,989	83,410	257,099	204,760	.....
Arizona	628,843	650,689	12,324	66,548	7,394	.....	603,523	36,971	.....	51,759	163,905	.....
Colorado	1,438,466	1,330,876	47,165	63,570	47,165	.....	612,190	164,052	71,773	49,216	.....	.....
Idaho	419,722	386,037	15,669	126,780	11,396	.....	1,004,767	206,551	7,122	65,626	.....	.....
Montana	438,656	507,558	33,453	19,610	11,535	.....	714,886	367,980	.....	33,453	.....	.....
Nevada	102,209	95,098	1,264	9,271	140	.....	38,260	2,248	.....	10,816	562	.....
New Mexico	557,348	528,936	6,593	24,908	8,791	.....	175,250	8,791	733	24,176	40,293	.....
Utah	237,233	105,366	5,285	60,115	54,830	330	93,068	17,836	1,982	13,873	.....	.....
Wyoming	244,469	250,920	3,960	7,920	1,440	.....	115,531	16,560	1,800	8,280	.....	.....
PACIFIC	3,616,157	2,033,261	44,398	1,086,011	801,897	133,510	7,751,653	744,150	122,537	402,700	443,466	.....
Alaska	3,254	300	80	2,081	215	15	1,749	.....	.....	390	.....	.....
California	2,733,557	1,502,857	16,425	788,384	648,774	106,760	5,478,777	90,336	90,336	312,069	443,466	.....
Hawaii	60,266	19,952	4,522	16,760	14,631	2,660	205,760	.....	.....	.....	.....	.....
Oregon	371,609	284,123	14,542	82,776	57,048	1,119	746,985	182,331	14,542	30,202	.....	.....
Washington	447,471	226,029	8,829	196,010	81,229	22,956	1,318,382	471,483	17,659	60,039	.....	.....

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

400 Leading Farm Counties—Farm Population, Rank

Rank		
1	Lancaster, PA	38,400
2	Fresno, CA	32,000
3	San Joaquin, CA	21,700
4	Yakima, WA	21,000
5	Tulare, CA	20,500
6	Stearns, MN	20,000
7	Dane, WI	19,200
8	Stanislaus, CA	18,800
9	Marathon, WI	18,000
10	Otter Tail, MN	17,500
11	Horry, SC	17,200
12	Weld, CO	15,900
13	Sampson, NC	15,500
14	Clackamas, OR	15,100
15	Pittsylvania, VA	15,000
16	Greene, TN	14,900
16	Dodge, WI	14,900
16	Johnston, NC	14,900
19	Florence, SC	14,300
20	Robeson, NC	14,100
21	Clark, WI	14,000
22	York, PA	13,900
22	St. Lawrence, NY	13,900
22	Fond du Lac, WI	13,900
25	Grant, WI	13,500
26	Tallahatchie, MS	13,300
27	Cullman, AL	13,000
28	Allen, IN	12,400
28	Columbus, NC	12,400
28	Marion, OR	12,400
31	Saginaw, MI	12,100
32	Whatcom, WA	11,900
33	Williamsburg, SC	11,800
34	Pitt, NC	11,700
35	Merced, CA	11,600
36	Mc Lean, IL	11,500
37	Todd, MN	11,400
37	Wright, MN	11,400
39	Washington, OR	11,300
40	Wake, NC	11,200
41	Berks, PA	11,100
41	Outagamie, WI	11,100
41	Darke, OH	11,100
44	La Salle, IL	11,000
45	Nash, NC	10,900
45	Halifax, VA	10,900
47	Sioux, IA	10,800
47	Wayne, OH	10,800
49	Manitowoc, WI	10,700
49	Pulaski, Ky.	10,700
51	De Kalb, AL	10,600
51	Barren, KY	10,600
53	Henry, IL	10,500
53	Kossuth, IA	10,500
55	Sonoma, CA	10,400
55	Dubuque, IA	10,400
57	Chester, PA	10,300
58	Barron, WI	10,200
59	Elkhart, IN	10,100
59	Wayne, NC	10,100
61	Stokes, NC	10,000
61	Vernon, WI	10,000
61	Morrison, MN	10,000
61	Iroquois, IL	10,000
61	Chautauqua, NY	10,000
61	Bingham, ID	10,000
67	Madison, NC	9,900
67	Franklin, NC	9,900
67	Scott, VA	9,900
67	Polk, MN	9,900
67	Huron, MI	9,900
72	Hawkins, TN	9,800
72	Mecklenburg, VA	9,800
72	Monroe, MI	9,800
72	Spokane, WA	9,800
72	Plymouth, IA	9,800
77	Will, IL	9,700
78	Lane, OR	9,600
78	Chippewa, WI	9,600
80	Shawano, WI	9,500
80	Benton, AR	9,500
80	Washington, AR	9,500
80	Blue Earth, MN	9,500
80	Poweshiek, IA	9,500
80	Jefferson, WI	9,500
86	Clinton, MI	9,400
86	Aroostook, ME	9,400
88	Holmes, OH	9,300
88	Duplin, NC	9,300
88	Wood, OH	9,300
88	Lafayette, WI	9,300
92	Saniiac, MI	9,200
92	Canyon, ID	9,200
94	Putnam, OH	9,100
94	Oneida, NY	9,100
96	Twin Falls, ID	9,000
96	Warren, KY	9,000
96	Brown, WI	9,000
96	Claiborne, TN	9,000
96	Polk, WI	9,000
96	Rock, WI	9,000
96	Rockingham, Va.	9,000
103	Mercer, OH	8,900
103	Ottawa, MI	8,900
103	Winneshiek, IA	8,900
103	Lenawee, MI	8,900
107	Renville, MN	8,800
107	Linn, OR	8,800
109	Robertson, TN	8,700
109	Clark, WA	8,700
109	Linn, IA	8,700
109	Green, WI	8,700
113	Redwood, MN	8,600
113	Clayton, IA	8,600
115	Rockingham, NC	8,500
115	Sheboygan, WI	8,500
115	St. Landry, LA	8,500
115	Lee, VA	8,500
115	Sumner, TN	8,500
115	Dunn, WI	8,500
115	Goodhue, MN	8,500
115	Monroe, WI	8,500
115	Becker, MN	8,500
115	Delaware, IA	8,500
115	St. Croix, WI	8,500
115	Fayette, IA	8,500
127	Livingston, IL	8,400
127	Clinton, IA	8,400
127	Buchanan, IA	8,400
130	Ashe, NC	8,300
130	Washington, VA	8,300
130	Martin, MN	8,300
130	Fillmore, MN	8,300
134	Guilford, NC	8,200
134	Surry, NC	8,200
134	Jefferson, NY	8,200
134	Freeborn, MN	8,200
134	Sangamon, IL	8,200
134	White, AR	8,200
134	Champaign, IL	8,200
134	Wayne, NY	8,200
142	Trempealeau, WI	8,100
142	Adams, IN	8,100
142	Rice, MN	8,100
142	Adams, IL	8,100
142	Buncombe, NC	8,100
142	Harnett, NC	8,100
142	Grant, WA	8,100
149	Gibson, TN	8,000
149	Seneca, OH	8,000
149	Bay, MI	8,000
149	Pierce, WI	8,000
149	Benton, IA	8,000
149	Carroll, IA	8,000
155	Kankakee, IL	7,900
155	Kandiyohi, MN	7,900
155	Granville, NC	7,900
155	Johnson, IA	7,900
155	Macoupin, IL	7,900
160	Mc Leod, MN	7,800
160	Randolph, NC	7,800
160	Jasper, IA	7,800
160	McHenry, IL	7,800
160	Mower, MN	7,800
165	Laurel, KY	7,700
165	Nobles, MN	7,700
165	Daviess, KY	7,700
165	Malheur, OR	7,700
165	Washtenaw, MI	7,700
165	Union, NC	7,700
165	Iowa, WI	7,700
165	Crawford, IA	7,700
165	Sauk, WI	7,700
174	Madison, IL	7,600
174	Casey, KY	7,600
174	Carroll, MD	7,600
174	Bureau, IL	7,600
174	Weakley, TN	7,600
174	Oconto, WI	7,600
174	Greene, AR	7,600
174	Yamhill, OR	7,600
174	Marshall, IN	7,600
183	Stephenson, IL	7,500
183	Washington, WI	7,500
183	Sibley, MN	7,500
183	Hancock, OH	7,500
183	La Grange, IN	7,500
183	Washington, TN	7,500
183	Brown, MN	7,500
183	Lincoln, TN	7,500
183	Columbia, WI	7,500
183	Allegan, MI	7,500
183	Tuscola, MI	7,500
183	Hart, KY	7,500
183	Williamson, TN	7,500
196	Woodbury, IA	7,400
197	Erie, NY	7,300
197	Grayson, KY	7,300
197	Randolph, IN	7,300
197	Williamson, TX	7,300
197	Wood, WI	7,300
197	Whitman, WA	7,300
197	Franklin, MD	7,300
197	Olmsted, MN	7,300
197	Sunflower, MS	7,300
197	Kent, MI	7,300
197	Baldwin, AL	7,300
197	Wilson, NC	7,300
197	Tama, IA	7,300
197	San Diego, CA	7,300
211	Cumberland, PA	7,200
211	Faribault, MN	7,200
211	Grainger, TN	7,200
211	Tunica, MS	7,200
215	Allen, OH	7,100
215	Lincoln, KY	7,100
215	Cass, MO	7,100
215	Logan, KY	7,100
215	Douglas, OR	7,100
215	Graves, KY	7,100
215	Cedar, IA	7,100
215	Shelby, KY	7,100
215	Shiawassee, MI	7,100
215	Calumet, WI	7,100
215	Cedar, NE	7,100
215	Bexar, TX	7,100
215	Cass, ND	7,100
215	Niagara, NY	7,100
229	Kane, IL	7,000
229	Winnebago, WI	7,000
229	Preble, OH	7,000
229	Fulton, OH	7,000
229	Davidson, NC	7,000
229	Minnehaha, SD	7,000
229	Carver, MN	7,000
229	Yadkin, NC	7,000
229	Limestone, AL	7,000
238	Franklin, VT	6,900
238	Bradford, PA	6,900
238	Gratiot, MI	6,900
238	Shelby, IL	6,900
238	Taylor, WI	6,900
238	Jackson, MN	6,900
238	Webster, IA	6,900
238	Wilson, TN	6,900
238	Custer, NE	6,900
238	Franklin, WA	6,900
248	Brown, OH	6,800
248	Stark, OH	6,800
248	Hidalgo, TX	6,800
248	Vermilion, IL	6,800
248	Madison, KY	6,800
248	Wells, IN	6,800
248	Douglas, MN	6,800
248	Sacramento, CA	6,800
248	Le Sueur, MN	6,800
248	Jackson, IA	6,800
248	Lyon, IA	6,800
259	St. Clair, IL	6,700
259	Platte, NE	6,700
259	Scott, MN	6,700
259	Whiteside, IL	6,700
259	Berrien, MI	6,700
259	Craighead, AR	6,700
259	Ogle, IL	6,700
259	Christian, KY	6,700
259	Meeker, MN	6,700
259	Orleans, VT	6,700
259	Waupaca, WI	6,700
259	Warren, NC	6,700
259	Caddo, OK	6,700
259	Scott, IA	6,700
259	Snohomish, WA	6,700
274	Williams, OH	6,600
274	Henry, IN	6,600
274	Westmoreland, PA	6,600
274	Warren, IA	6,600
274	Franklin, PA	6,600
274	Poinsett, AR	6,600
280	Lee, IL	6,500
280	Sedgwick, KS	6,500
280	Shelby, IA	6,500
280	Lawrence, MO	6,500
280	Shelby, OH	6,500
280	Steuben, NY	6,500
280	Kosciusko, IN	6,500
280	Yellow Medicine, MN	6,500
288	Herkimer, NY	6,400
288	Marion, KY	6,400
288	Pine, MN	6,400
288	Clinton, IL	6,400
288	Nelson, KY	6,400
288	Grant, IN	6,400
288	Calhoun, MI	6,400
288	Somerset, PA	6,400
288	San Juan, NM	6,400
288	Fayette, TX	6,400
298	Madison, NY	6,300
298	Breckenridge, KY	6,300
298	Marshall, MN	6,300
298	Franklin, VA	6,300
298	Adair, KY	6,300
298	Lebanon, PA	6,300
298	Knox, IL	6,300
298	Green, KY	6,300
298	Richland, ND	6,300
298	Peoria, IL	6,300
298	Eaton, MI	6,300
298	Mississippi, AR	6,300
298	Mahaska, IA	6,300
298	Cuming, NE	6,300
298	Butler, IA	6,300
298	Grundy, IA	6,300
298	Bremer, IA	6,300
298	Wabash, IN	6,300
298	Lewis, WA	6,300
298	Russell, VA	6,300
298	Murray, MN	6,300
319	Jo Daviess, IL	6,200
319	Knox, NE	6,200
319	Hillsdale, MI	6,200
319	Effingham, IL	6,200
319	Hardin, KY	6,200
319	Daviess, IN	6,200
319	Fulton, IL	6,200
319	Saunders, NE	6,200
319	Madison, IN	6,200
319	Boone, IN	6,200
319	Nodaway, MO	6,200
319	Jay, IN	6,200
319	Tehama, CA	6,200
319	Clay, AR	6,200
319	Kewaunee, WI	6,200
319	Chickasaw, IA	6,200
319	Boone, IA	6,200
319	Iowa, IA	6,200
337	Tazewell, IL	6,100
337	Hillsborough, FL	6,100
337	Marshall, IA	6,100
337	De Kalb, IL	6,100
337	Acadia, LA	6,100
337	Gage, NE	6,100
337	Hancock, IL	6,100
337	Hardin, IA	6,100
337	Bladen, NC	6,100
337	Shelby, IN	6,100
337	Cape Girardeau, MO	6,100
337	Winona, MN	6,100
349	Fleming, KY	6,000
349	Ward, ND	6,000
349	Steele, MN	6,000
349	Madera, CA	6,000
349	Lapeer, MI	6,000
349	Ingham, MI	6,000
349	Kern, CA	6,000
349	Lubbock, TX	6,000
349	Huntington, IN	6,000
349	Hale, TX	6,000
349	Allamakee, IA	6,000
349	Benton, MN	6,000
349	Jones, IA	6,000
349	Lyon, MN	6,000
349	Franklin, LA	6,000
349	Vermilion, LA	6,000
365	Augusta, VA	5,900
365	Johnson, TN	5,900
365	Bell, TX	5,900
365	Walworth, WI	5,900
365	Evangeline, LA	5,900
365	Maury, TN	5,900
365	Sac, IA	5,900
365	Henry, OH	5,900
365	Van Buren, MI	5,900
365	Mitchell, IA	5,900
365	Cattaraugus, NY	5,900
365	Colquitt, GA	5,900
365	Dallas, IA	5,900
365	Hancock, IA	5,900
365	St. Joseph, IN	5,900
365	Jackson, MI	5,900
365	Ionia, MI	5,900
382	Chenango, NY	5,800
382	Dillon, SC	5,800
382	Barry, MO	5,800
382	Marshall, AL	5,800
382	Bucks, PA	5,800
382	Nicollet, MN	5,800
382	Fayette, IL	5,800
382	Johnson, MO	5,800
382	Greene, MO	5,800
382	Highland, OH	5,800
382	Bonneville, ID	5,800
382	Sussex, DE	5,800
382	Caswell, NC	5,800
382	Cocke, TN	5,800
382	Delaware, IN	5,800
382	Macon, TN	5,800
382	Hamilton, IN	5,800
382	Madison, TN	5,800
382	Otsego, NY	5,800
382	Sullivan, TN	5,800
382	Mercer, PA	5,800
382	Reno, KS	5,800
382	Dakota, MN	5,800
382	Riverside, CA	5,800
382	Erie, PA	5,800
382	Richland, WI	5,800
382	Monterey, CA	5,800
382	Story, IA	5,800
382	O'Brien, IA	5,800

U. S. TOTAL FARM POPULATION 1-1-75—9,243,400

400 Leading Farm Counties — Gross Farm Income, Rank

Rank		($000)
1	Fresno, CA	757,950
2	Weld, CO	720,631
3	Imperial, CA	619,802
4	Kern, CA	586,654
5	Tulare, CA	509,351
6	Stanislaus, CA	502,412
7	Maricopa, AZ	500,531
8	Deaf Smith, TX	484,546
9	Riverside, CA	465,170
10	Monterey, CA	397,309
11	San Joaquin, CA	377,454
12	Pinal, AZ	340,808
13	Parmer, TX	332,881
14	Washington, AR	324,337
15	Yakima, WA	318,915
16	Merced, CA	318,207
17	Texas, OK	281,548
18	Ventura, CA	275,212
19	Lancaster, PA	273,920
20	San Bernardino, CA	269,227
21	San Diego, CA	267,178
22	Palm Beach, FL	265,857
23	Sioux, IA	248,168
24	Cullman, AL	221,356
25	Cuming, NE	220,394
26	Pottawattamie, IA	219,801
27	Sussex, DE	205,846
28	Sherman, TX	204,535
29	Morgan, CO	200,005
30	Castro, TX	197,441
31	Santa Barbara, CA	192,147
32	Henry, IL	189,134
33	Yuma, AZ	189,008
34	Woodbury, IA	182,893
35	McLean, IL	178,787
36	Grant, WA	178,299
37	Benton, AR	177,140
38	Logan, CO	176,758
39	Finney, KS	176,610
40	Chaves, NM	172,961
41	Plymouth, IA	170,208
42	Randall, TX	169,421
43	Sac, IA	162,828
44	Stearns, MN	157,684
45	Canyon, ID	151,719
46	Madera, CA	149,653
47	Clinton, IA	149,287
48	Ford, KS	148,878
49	Ogle, IL	148,443
50	Sarpy, NE	148,081
51	La Salle, IL	147,006
52	Kossuth, IA	146,771
53	Dawson, NE	145,839
54	Dane, WI	144,290
55	Duplin, NC	144,245
56	Whiteside, IL	143,942
57	Sonoma, CA	141,692
58	Iroquois, IL	139,415
59	San Luis Obispo, CA	139,364
60	Carroll, IA	135,822
61	Cass, ND	134,417
62	Bureau, IL	134,343
63	Lubbock, TX	132,901
64	O'Brien, IA	132,434
65	Lake, FL	132,344
66	Polk, NE	132,233
67	Los Angeles, CA	132,184
68	Santa Clara, CA	131,033
69	Livingston, IL	129,653
70	Yolo, CA	129,462
71	Butler, KS	129,313
72	Martin, MN	128,703
73	Otter Tail, MN	128,634
74	De Kalb, IL	127,960
75	Hidalgo, TX	127,488
76	Cedar, IA	125,221
77	Cherokee, IA	125,157
78	Hendry, FL	125,140
79	Crawford, IA	124,168
80	Polk, FL	123,514
81	Umatilla, OR	123,140
82	Swisher, TX	122,607
83	Lyon, IA	120,681
84	Benton, IA	119,885
85	Renville, MN	119,280
86	Tama, IA	118,867
87	Sangamon, IL	117,919
88	Holt, NE	117,665
89	Jasper, IA	117,297
90	Hardin, IA	115,489
91	Kings, CA	114,814
92	Scotts Bluff, NE	114,187
93	Grant, WI	114,009
94	Wilkes, NC	113,893
95	Ochiltree, TX	113,802
96	Sampson, NC	113,734
97	Dubuque, IA	113,585
98	Butte, CA	112,695
99	Polk, MN	112,126
100	Stephenson, IL	112,044
101	Hansford, TX	111,497
102	Hillsborough, FL	110,707
103	Kosciusko, IN	110,555
104	Orange, FL	110,402
105	Adams, CO	109,846
106	Delaware, IA	109,463
107	Fillmore, MN	108,661
108	Sutter, CA	108,428
109	Shelby, IA	108,101
110	Clay, IA	107,557
111	Wichita, KS	107,219
112	Nobles, MN	106,169
113	Champaign, IL	106,118
114	Merrick, NE	106,068
115	Redwood, MN	105,734
116	Buena Vista, IA	105,710
117	Hall, NE	105,246
118	Moore, TX	104,718
119	Taylor, TX	104,334
120	Minidoka, ID	103,670
121	Barton, KS	103,485
122	De Kalb, AL	103,341
123	Chester, PA	103,049
124	Larimer, CO	102,582
125	Marshall, IA	102,330
126	Pike, IL	102,272
127	Jones, IA	102,131
128	Carroll, IL	101,609
129	Macoupin, IL	101,570
130	Jasper, IN	101,542
131	Hale, TX	101,374
132	Dodge, WI	101,216
133	Fayette, IA	100,770
134	Clayton, IA	100,571
135	Stanton, NE	100,090
136	Warren, IL	100,074
137	Jackson, MN	99,080
138	McHenry, IL	99,025
139	Faribault, MN	98,703
140	Marion, OR	98,447
141	Rockingham, VA	97,797
142	Scott, KS	97,472
143	Grundy, IA	97,451
144	Colusa, CA	97,273
145	Lee, IL	96,682
146	Yuma, CO	96,506
147	Knox, IL	95,726
148	Union, NM	95,489
149	Whitman, WA	95,089
150	Mower, MN	95,062
151	Wicomico, MD	94,600
152	Richland, ND	94,375
153	Yellowstone, MT	94,018
154	Simpson, MS	93,636
155	Custer, NE	93,468
156	Minnehaha, SD	93,441
157	Story, IA	93,307
158	Kane, IL	93,218
159	Hamilton, IA	93,065
160	Johnston, NC	92,970
161	Arkansas, AR	92,915
162	Darke, OH	92,713
163	Mahaska, IA	92,207
164	Freeborn, MN	92,191
165	Bingham, ID	92,181
166	Franklin, IA	91,871
167	Kandiyohi, MN	91,457
168	Rock, MN	91,376
169	Washington, IA	91,300
170	Cass, IA	91,221
171	Dade, FL	91,167
172	Twin Falls, ID	91,147
173	Lafayette, WI	90,831
174	Jackson, IA	90,824
175	Christian, IL	90,686
176	Hempstead, AR	90,652
177	Gray, KS	90,011
178	Vermilion, IL	89,860
179	Ida, IA	89,734
180	Pitt, NC	88,952
181	Marathon, WI	88,678
182	Sacramento, CA	88,596
183	Adams, IL	88,334
184	Lyon, MN	88,298
185	Lonoke, AR	88,035
186	Pasco, FL	88,003
187	Washington, KS	87,988
188	Franklin, WA	87,980
189	Malheur, OR	87,878
190	Pocahontas, IA	87,761
191	Boone, IA	87,338
192	Otero, CO	86,980
193	Cass, NE	86,935
194	Iowa, IA	86,689
195	Scott, MS	86,590
196	Audubon, IA	86,279
197	Hancock, IL	85,915
198	Brown, MN	85,825
199	Washington, NE	85,441
200	Stutsman, ND	85,235
201	Walla Walla, WA	85,069
202	Horry, SC	84,761
203	Winneshiek, IA	84,712
204	Grand Forks, ND	84,651
205	Whatcom, WA	84,033
206	Nodaway, MO	84,014
207	Will, IL	83,793
208	Mercer, IL	83,563
209	Blue Earth, MN	83,323
210	Dodge, NE	83,304
211	Kit Carson, CO	83,015
212	Page, IA	82,806
213	Walsh, ND	82,735
214	Greene, IL	82,319
215	Butler, IA	82,253
216	Murray, MN	82,008
217	Mercer, OH	81,686
218	Goodhue, MN	81,591
219	Haskell, KS	81,438
220	Tangipahoa, LA	81,211
221	Linn, IA	80,900
222	Johnson, IA	80,766
223	Yellow Medicine, MN	80,664
224	Brown, SD	80,385
225	Kankakee, IL	80,375
226	Gonzales, TX	80,195
227	Platte, NE	80,180
228	Calhoun, IA	79,957
229	Jones, MS	79,694
230	Scott, IA	79,272
231	Palo Alto, IA	79,234
232	Mitchell, IA	79,067
233	Curry, NM	79,057
234	Ottawa, MI	78,699
235	Fond du Lac, WI	78,478
236	Orange, CA	78,338
237	Dallas, IA	77,941
238	Gage, NE	77,889
239	Seward, NE	77,466
240	Green, WI	77,430
241	Greene, IA	77,217
242	Fulton, IL	77,191
243	Caddo, OK	76,880
244	Suffolk, NY	76,692
245	Woodford, IL	76,629
246	Glenn, CA	76,604
247	Chatham, NC	76,527
248	Gove, KS	76,334
249	Hancock, IA	76,015
250	Morgan, IL	75,983
251	Roosevelt, NM	75,954
252	Wright, IA	75,602
253	Canadian, OK	75,589
254	Clay, MN	75,578
255	Tazewell, IL	75,507
256	Androscoggin, ME	75,461
257	Gray, TX	75,311
258	Pratt, KS	75,223
259	Fulton, OH	75,190
260	Poweshiek, IA	75,005
261	Cottonwood, MN	74,954
262	Shelby, IL	74,946
263	Linn, OR	74,896
264	Humboldt, IA	74,823
265	Logan, IL	74,803
266	McDonough, IL	74,674
267	Webster, IA	74,633
268	Wayne, OH	74,598
269	Alameda, CA	74,560
270	Berks, PA	74,440
271	Buchanan, IA	74,207
272	Dona Ana, NM	74,002
273	Sanilac, MI	73,846
274	Dubois, IN	73,489
275	Burt, NE	73,389
276	Hartford, CT	73,360
277	Smith, MS	73,340
278	Keokuk, IA	73,308
279	Montgomery, IL	73,187
280	Clackamas, OR	73,031
280	Jo Daviess, IL	73,031
282	Dickinson, KS	72,831
283	Sibley, MN	72,792
284	Monona, IA	72,524
285	Cerro Gordo, IA	72,515
286	Edgar, IL	72,487
287	Colfax, NE	72,166
288	Antelope, NE	72,084
289	Black Hawk, IA	71,881
290	Elkhart, IN	71,732
291	Allegan, MI	71,663
292	Harrison, IA	71,662
293	Pembina, ND	71,595
294	Wayne, NE	71,343
295	Barnes, ND	71,317
296	Swift, MN	71,267
297	Barron, WI	71,112
298	Wright, MN	71,057
299	Shelby, TX	71,049
300	Clark, WI	70,647
301	Ward, ND	70,635
302	Guthrie, IA	70,419
303	Saunders, NE	70,383
304	McLeod, MN	70,364
305	Carroll, IN	70,316
306	Robeson, NC	69,997
307	Kendall, IL	69,974
308	Lafayette, MO	69,868
309	Spokane, WA	69,673
310	Olmsted, MN	69,635
311	Florence, SC	69,361
312	McLean, ND	69,156
313	Cowley, KS	69,092
314	Todd, MN	68,917
315	Contra Costa, CA	68,903
316	Sedgwick, KS	68,837
317	Huron, MI	68,828
318	McPherson, KS	68,588
319	Winona, MN	68,580
320	Nemaha, KS	68,480
321	Dallam, TX	68,065
322	San Benito, CA	68,032
323	Rock, WI	67,920
324	Muscatine, IA	67,910
325	Columbia, WI	67,616
326	Republic, KS	67,593
327	Lenawee, MI	67,523
328	Montgomery, IN	67,099
329	Buffalo, NE	66,902
330	Hamilton, NE	66,819
331	Kennebec, ME	66,707
332	Skagit, WA	66,642
333	Cherry, NE	66,535
333	Osceola, IA	66,535
335	White, IN	66,419
336	White, AR	66,411
337	Marion, IA	66,283
338	York, NE	66,120
339	Pope, AR	66,038
340	Putnam, OH	66,037
341	Reno, KS	66,027
342	Knox, NE	65,978
343	Kearney, NE	65,863
344	Wake, NC	65,834
345	Worcester, MD	65,713
346	Frederick, MD	65,706
347	Beaver, OK	65,689
348	Adair, IA	65,608
349	McLennan, TX	65,395
350	Yell, AR	65,261
351	Hopkins, TX	65,254
352	Wayne, NC	65,170
353	Wabash, IN	65,077
354	Okanogan, WA	64,803
355	Solano, CA	64,783
356	Wabasha, MN	64,531
357	Meeker, MN	64,411
358	Yuba, CA	64,380
359	Knox, IN	64,220
360	Rice, MN	64,106
361	Lyon, KS	63,881
362	Saline, MO	63,856
363	Poinsett, AR	63,764
364	Nacogdoches, TX	63,632
365	Okeechobee, FL	63,459
366	Montgomery, IA	63,175
367	Mississippi, AR	63,148
368	Vermilion, LA	63,109
369	Brown, KS	63,023
370	Floyd, IA	62,987
370	Iowa, WI	62,987
372	Turner, SD	62,820
373	Moore, NC	62,707
374	Houston, MN	62,693
375	Hall, GA	62,669
376	Decatur, IN	62,601
377	Meade, KS	62,508
378	Cassia, ID	62,504
378	Grant, KS	62,504
380	Pima, AZ	62,457
381	Cascade, MT	62,381
382	La Grange, IN	62,332
383	Prairie, AR	62,300
384	Clinton, IN	62,265
385	Lincoln, SD	62,064
386	Beadle, SD	62,047
387	Jefferson Davis, LA	61,889
388	Jefferson, WI	61,815
389	Macon, IL	61,690
390	York, PA	61,577
391	Bremer, IA	61,497
392	Chippewa, MN	61,468
393	Tom Green, TX	61,464
394	Fremont, IA	61,458
395	Rankin, MS	61,367
395	Madison, AR	61,367
397	Bexar, TX	61,356
398	Steele, MN	61,169
399	Adams, WA	61,098
400	Union, NC	61,022
		44,477,111

U. S. TOTAL GROSS FARM INCOME, 1974—$101,352,862(000)

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

400 Leading Farm Counties—Number of Farms, Rank

Rank		
1	Fresno, CA	7,539
2	Tulare, CA	5,725
3	Lancaster, PA	5,323
4	Yakima, WA	4,845
5	Greene, TN	4,381
6	Stanislaus, CA	4,772
7	San Joaquin, CA	4,453
8	Hidalgo, TX	4,124
9	San Diego, CA	4,081
10	Otter Tail, MN	4,043
11	Johnston, NC	3,894
12	Marathon, WI	3,772
13	Dane, WI	3,706
14	Stearns, MN	3,576
15	Cullman, AL	3,484
16	De Kalb, AL	3,483
17	Sampson, NC	3,323
18	Weld, CO	3,295
19	Robeson, NC	3,227
20	Columbus, NC	3,175
21	Pittsylvania, VA	3,156
22	Merced, CA	3,141
23	Darke, OH	3,115
24	Duplin, NC	3,093
25	Barren, KY	3,092
26	Horry, SC	3,024
27	Clark, WI	2,980
28	York, PA	2,978
29	Dodge, WI	2,879
30	St. Landry, LA	2,864
31	Sonoma, CA	2,843
32	Grant, WI	2,840
33	Pulaski, KY	2,839
34	Riverside, CA	2,816
35	Los Angeles, CA	2,804
36	Clackamas, OR	2,801
37	Marion, OR	2,800
38	Washington, TN	2,789
39	Sanilac, MI	2,787
40	Hillsborough, FL	2,769
41	Gibson, TN	2,750
42	La Salle, IL	2,720
43	Hawkins, TN	2,719
44	Fayette, TX	2,708
45	Washington, AR	2,693
45	Sumner, TN	2,693
47	Marshall, AL	2,692
48	Benton, AR	2,650
49	Polk, FL	2,628
50	Washington, VA	2,608
51	Lavaca, TX	2,607
52	Lenawee, MI	2,558
53	Florence, SC	2,543
54	Surry, NC	2,539
55	Williamson, TX	2,537
56	Mc Lean, IL	2,529
57	Berrien, MI	2,513
58	Huron, MI	2,507
59	Vernon, WI	2,503
60	Warren, KY	2,502
61	Scott, VA	2,478
62	Allegan, MI	2,470
63	Saginaw, MI	2,454
64	Buncombe, NC	2,433
65	Fond Du Lac, WI	2,429
66	Iroquois, IL	2,411
67	San Bernardino, CA	2,395
67	Canyon, ID	2,395
69	Chautauqua, NY	2,392
70	Williamsburg, SC	2,381
71	Todd, MN	2,376
72	Wright, MN	2,369
73	Halifax, VA	2,362
74	Polk, MN	2,361
75	Santa Clara, CA	2,320
76	Wayne, NC	2,317
77	Livingston, IL	2,312
78	Allen, IN	2,310
79	Ashe, NC	2,306
79	Barron, WI	2,306
81	Stokes, NC	2,303
82	Greene, MO	2,301
83	Orangeburg, SC	2,300
84	Henry, IL	2,288
85	Maury, TN	2,286
86	Van Zandt, TX	2,281
86	Manitowoc, WI	2,281
88	Graves, KY	2,280
89	Pottawattamie, IA	2,277
90	Brown, OH	2,252
91	Claiborne, TN	2,244
92	Sioux, IA	2,242
93	Hawaii, HI	2,241
94	Guilford, NC	2,240
95	Wake, NC	2,225
96	Hunt, TX	2,221
97	Tuscola, MI	2,208
98	Sullivan, TN	2,205
99	Kossuth, IA	2,204
100	Fillmore, MN	2,190
100	St. Lawrence, NY	2,190
102	Berks, PA	2,188
103	Rockingham, VA	2,187
104	Adair, KY	2,186
105	Lincoln, TN	2,185
106	Wood, OH	2,181
107	Rockingham, NC	2,177
108	Pitt, NC	2,174
109	Plymouth, IA	2,173
110	Mc Lennan, TX	2,172
111	Madison, IL	2,171
112	Weakley, TN	2,167
113	Macoupin, Il	2,161
114	Harris, TX	2,156
115	Aroostook, ME	2,153
116	Hardin, KY	2,150
117	Morrison, MN	2,146
118	Nodaway, MO	2,145
119	Outagamie, WI	2,140
120	Nash, NC	2,135
121	Lawrence, MO	2,128
122	Sussex, DE	2,121
123	Madison, NC	2,120
124	Linn, IA	2,118
125	Champaign, IL	2,114
126	Robertson, TN	2,113
127	Bexar, TX	2,111
128	Caddo, OK	2,103
129	Renville, MN	2,102
130	Polk, WI	2,101
131	Clayton, IA	2,100
132	Bell, TX	2,090
133	Chippewa, WI	2,083
134	Spokane, WA	2,076
135	Grayson, TX	2,075
136	Jefferson, WI	2,073
137	Goodhue, MN	2,070
138	Rutherford, TN	2,064
139	Wayne, OH	2,051
140	Ellis, TX	2,046
141	Jackson, AL	2,044
141	Fayette, IA	2,044
141	Franklin, MO	2,044
141	Sauk, WI	2,044
145	Kosciusko, IN	2,038
146	Washington, TX	2,036
147	Adams, IL	2,034
147	Lincoln, KY	2,034
149	Lawrence, TN	2,032
150	Morgan, AL	2,031
150	Bureau, IL	2,031
150	Harnett, NC	2,031
153	Mercer, OH	2,029
154	Limestone, Al	2,028
154	Hillsdale, MI	2,028
156	Dunn, WI	2,026
157	White, AR	2,024
158	Hart, KY	2,022
158	Giles, TN	2,022
160	Johnson, MO	2,016
160	Chester, PA	2,016
162	Winneshiek, IA	2,015
162	Highland, OH	2,015
164	Barry, MO	2,014
165	Shawano, WI	2,010
166	Avoyelles, LA	2,009
167	Wilson, TN	2,005
167	Wharton, TX	2,005
169	Collin, TX	2,001
170	Monroe, MI	2,000
171	Grayson, KY	1,992
172	Rock, WI	1,990
173	Van Buren, MI	1,988
174	Clinton, MI	1,981
175	Franklin, NC	1,977
176	Washington, OR	1,976
177	Putnam, OH	1,975
178	Waupaca, WI	1,974
179	Lafayette, MO	1,973
179	Carroll, TN	1,973
181	Jasper, IA	1,971
181	Daviess, KY	1,971
183	Woodbury, IA	1,970
183	Adams, OH	1,970
183	Fannin, TX	1,970
186	Cass, MO	1,969
187	Freeborn, MN	1,963
188	Logan, Ky	1,957
189	Licking, OH	1,944
190	Sevier, TN	1,943
191	Shelby, IL	1,941
192	Gratiot, MI	1,935
193	Whatcom, WA	1,934
194	Stoddard, MO	1,933
195	Tama, IA	1,929
195	Madison, KY	1,929
197	Elkhart, IN	1,926
198	Lee, VA	1,911
199	Austin, TX	1,909
200	Trempealeau, WI	1,908
201	Hancock, IL	1,907
202	Hill, TX	1,900
203	Kent, MI	1,897
204	Yadkin, NC	1,893
205	Maricopa, AZ	1,888
205	Hopkins, TX	1,888
207	Ogle, IL	1,887
207	Seneca, OH	1,887
209	Reno, KS	1,886
209	Brown, WI	1,886
211	Monroe, WI	1,883
212	Clinton, IA	1,880
213	Lauderdale, AL	1,874
214	Sheboygan, WI	1,869
215	Casey, KY	1,868
215	Christian, KY	1,868
217	Bates, MO	1,865
218	Garfield, OK	1,860
219	Columbia, WI	1,859
220	Blount, AL	1,858
220	Blue Earth, MN	1,858
222	Polk, MO	1,848
222	Bladen, NC	1,848
224	Ottawa, MI	1,846
224	Grady, OK	1,846
226	Will, IL	1,845
226	St. Croix, WI	1,845
228	Butte, CA	1,844
229	Dubuque, IA	1,841
230	Lane, OR	1,840
231	Whiteside, IL	1,833
232	Breckinridge, KY	1,828
232	Randolph, NC	1,828
234	Benton, IA	1,827
234	Mower, MN	1,827
236	Redwood, MN	1,826
237	Hancock, OH	1,818
238	Vermillion, IL	1,814
239	Kandiyohi, MN	1,812
240	Williamson, TN	1,810
241	Craighead, AR	1,809
242	Iredell, NC	1,808
243	Milam, TX	1,800
244	Steuben, NY	1,799
245	Navarro, TX	1,796
246	Bradford, PA	1,795
247	Crawford, IA	1,794
247	Wilkes, NC	1,794
249	Mc Leod, MN	1,789
249	Green, WI	1,789
251	Eaton, MI	1,782
252	Newton, MO	1,779
253	Stephenson, IL	1,776
253	Gonzales, TX	1,776
255	Fulton, IL	1,772
255	Denton, TX	1,772
257	Custer, NE	1,771
258	Lawrence, AL	1,761
259	Auglaize, OH	1,760
260	Knox, TN	1,755
261	Cape Girardeau, MO	1,754
262	Fayette, IL	1,751
262	Lancaster, NE	1,751
264	Cameron, TX	1,750
265	Sedgwick, KS	1,747
266	Twin Falls, ID	1,745
267	Davidson, NC	1,743
268	Granville, NC	1,742
268	Linn, OR	1,742
268	Fort Bend, TX	1,742
271	Washita, OK	1,740
272	Sangamon, IL	1,739
273	Vermilion, LA	1,738
273	Martin MN	1,738
273	Fulton, OH	1,738
273	Mecklenburg, VA	1,738
277	Erie, PA	1,733
277	Utah, UT	1,733
279	Marshall, MN	1,732
280	Shelby, KY	1,729
280	Johnson, TX	1,729
282	Madison, AL	1,726
283	Calhoun, MI	1,725
284	Delaware, IA	1,719
284	Lapeer, MI	1,719
286	Montcalm, MI	1,715
286	Miami, OH	1,715
288	Kern, CA	1,712
288	Buchanan, IA	1,712
290	Marshall, IN	1,711
290	Vernon, MO	1,711
290	Carroll, VA	1,711
293	Shiawassee, MI	1,710
293	Olmsted, MN	1,710
293	Saunders, NE	1,710
296	Guadalupe, TX	1,708
297	Chariton, MO	1,707
298	Mc Pherson, KS	1,706
298	Laurel, KY	1,706
300	Montgomery, IL	1,704
301	Franklin, LA	1,701
302	Washtenaw, MI	1,699
302	Sibley, MN	1,699
304	Lincoln, OK	1,698
304	Smith, TX	1,698
306	Madison, TN	1,696
307	Henry, OH	1,695
307	Preble, OH	1,695
307	Minnehaha, SD	1,695
310	Lamar, TX	1,694
311	De Witt, TX	1,693
312	Butler, IA	1,692
313	Jefferson, TN	1,691
314	Jasper, MO	1,690
315	Fairfield, OH	1,685
316	Rice, MN	1,684
316	Cass, ND	1,684
318	Grainger, TN	1,683
319	Webster, IA	1,681
320	Erie, NY	1,680
320	Union, NC	1,680
322	Ventura, CA	1,679
323	Harrison, IN	1,677
324	Randolph, IN	1,673
325	Howell, MO	1,672
325	Macon, MO	1,672
325	Gage, NE	1,672
328	Washington, PA	1,669
329	Cedar, IA	1,667
329	Johnson, IA	1,667
329	Erath, TX	1,667
332	St. Clair, IL	1,662
332	St. Clair, MI	1,662
334	Madison, IN	1,661
335	Saline, MO	1,657
336	Pettis, MO	1,656
337	Niagara, NY	1,654
338	Allen, KY	1,652
338	Mercer, PA	1,652
338	Pierce, WI	1,652
341	Franklin, PA	1,643
342	Sacramento, CA	1,642
343	Macon, TN	1,641
344	Pike, IL	1,640
345	Hinds, MS	1,639
346	Nobles, MN	1,637
347	Crawford, PA	1,636
347	Augusta, VA	1,636
349	Lee, IL	1,635
350	Lake, FL	1,634
351	Jefferson, NY	1,633
351	Wilson, NC	1,633
353	Branch, MI	1,632
354	Parker, TX	1,631
355	Becker, MN	1,630
356	Ionia, MI	1,629
356	Texas, MO	1,629
358	Hardin, OH	1,628
359	Richland, ND	1,627
360	Butler, MO	1,626
360	Oneida, NY	1,626
362	Wayne, NY	1,624
363	Cherokee, TX	1,622
364	Wayne, IL	1,620
365	Jackson, IA	1,618
366	Meeker, MN	1,617
367	Oconto, WI	1,614
368	Allen, OH	1,611
369	Putnam, TN	1,610
370	Black Hawk, IA	1,609
371	Clermont, OH	1,608
372	Green, KY	1,607
373	Anderson, SC	1,605
373	Smith, TN	1,605
375	Brown, MN	1,602
376	Rusk, TX	1,601
377	Douglas, MN	1,599
377	Williams, OH	1,599
379	Sumner, KS	1,598
379	Lincoln, MO	1,598
381	Knox, OH	1,596
382	Lubbock, TX	1,595
383	Cocke, TN	1,592
384	Pontotoc, MS	1,588
385	Audrain, MO	1,584
386	Jackson, FL	1,582
387	Callaway, MO	1,581
387	Wilson, TX	1,581
389	Faribault, MN	1,580
390	Tarrant, TX	1,579
391	Jackson, MI	1,577
392	Warren, IA	1,576
392	Butler, KS	1,576
394	Blount, TN	1,573
395	Harrison, MO	1,572
396	Shelby, OH	1,571
397	Carroll, IA	1,565
398	Knox, IL	1,561
398	Jones, IA	1,561
398	Mahaska, IA	1,561
398	Yellow Medicine, MN	1,561
398	Comanche, TX	1,561
		838,270

U. S. TOTAL NUMBER OF FARMS, 1969—2,730,250

Six Secrets of Radio Programming Revealed.

1.

How to find out what the 99%, who don't take time to write, are thinking.

Listeners don't usually write in to say why they switch stations, or what they like or dislike about certain air personalities.

Arbitron's Radio Program Preference Poll gets you meaningful opinions about programming, and does so faster and at far less cost than conventional market research firms because Arbitron already knows who your listeners are.

2.

You know they're gone; wouldn't you like to know where?

The Arbitron Radio Program Evaluator is a programmer's dream. It gives you the opportunity to track station loyalty and dial switching.

It not only tells you who your audience turned to when they tuned you out, but who they were listening to before they tuned you in.

SRDS

state sections

Media/Market Maps

Market Data

Radio Station Listings

SRDS

state sections

Media/Market Maps

Market Data

Radio Station Listings

3.

What the kids do when the news comes on.

Newscaster Analysis is a valuable service for stations programming anything but all news, and especially important for those that carry the news at times other than on the hour and half-hour.

For example, what do the kids do when the news comes on? To enable you to study the effect of news broadcasts on reported audience estimates, we will provide average and cume listening estimates for a period of time before, during, and after your news.

4.

Sharing an audience is like sharing your bank account; wouldn't you like to know who you're sharing it with?

Arbitron Radioscope tells you which other stations you are sharing your audience with during an average week. This includes not only your two or three format competitors, but all the others that are battling you for the listener's attention.

Arbitron Radioscope lists the call letters of the other stations your audience listens to during an average week by demographic groups. There are no audience data involved.

5.

What it's like on the other side of the fence?

Arbitron Radio Reports from Other Markets (including Radio Market Reports and Radio Demographic Buyers) are regularly available to Arbitron clients, to provide an overview of listening patterns in markets other than your own.

These reports enable you to determine the effectiveness of program formats elsewhere, and to discover the difference in listening habits across markets. They're also a key aid in evaluating station properties.

If an ordering client isn't listed in the Other Market reports the price is $5.50 per report. Please refer to the Arbitron radio market schedule for a list of the markets and survey periods covered.

6.

Unique signal areas surveyed by computer.

Arbitron Customized Computer Radio Reports meet the needs of broadcasters with unique signal coverage, including those whose signals extend beyond market definitions and those with limited signals which may not cover the entire Metro Area. These special computer-generated reports allow you to demonstrate audience effectiveness in those areas that your station actually serves.

These are only a few of the special ways Arbitron can help solve your programming and sales problems. Whenever an important decision calls for more information, get in touch with an Arbitron representative.

ARBITRON RADIO

American Research Bureau

A Subsidiary of Control Data Corporation

New York Chicago Atlanta Los Angeles San Francisco Dallas

Regional and State Networks and Groups Index

All regional network listings are shown in the regional section (see contents page); all state networks are shown at the beginning of a state.

Network	Regional	State
Ag-Report Network		Georgia
Agri Broadcasting Network		Ohio
Agriculture News Network		Oklahoma
Agrinet of Virginia		Virginia
Alabama Community Network		Alabama
Alamo Network		Texas
Alaska Broadcasting System		Alaska
Allegheny Mountain Network		Pennsylvania
All Spanish Network	X	
Amigo Spanish Group, The	X	
Appalachian Network	X	
Arizona Network		Arizona
Arkansas Radio Network		Arkansas
Beasley Broadcast Group	X	
Beck-Ross Group, The	X	
Beef Empire Stations		Nebraska
Berkshire Group		Massachusetts
Big-K Media		Texas
Black UBC Group	X	
Brownfield Network		Missouri
Buckeye Farm Network		Ohio
California Farm Network		California
Carolina Radio Network		North Carolina
Central Maine Group		Maine
Christian Broadcasting Network, Inc., The		New York
Connecticut State Network		Connecticut
Dakota Dynamo Group		South Dakota
Dakota Farm Network—North Dakota		North Dakota
Dakota Farm Network—South Dakota		South Dakota
Delta/Net	X	
East Texas Black Market Group		Texas
Farm Radio Network	X	
Fine Music Group	X	
Florida Growers Radio Network		Florida
Florida Quality Broadcasting Corporation		Florida
French Program Group of New England	X	
Georgia Network, Inc.		Georgia
Golden Crescent Group		North Carolina
Gowdy, Curt, Broadcasting		Massachusetts
Greater New York Radio Group		New York Urban
Groskin Group, The	X	
Gulf Central Radio Network		Mississippi
Hawkeye Radio Network		Iowa
Hukilau Net, The		Hawaii
Idaho Big Buy		Idaho
Illinois Radio Network		Illinois
Indiana Broadcasters Group		Indiana
Indiana Radio Network		Indiana
Intermountain Network, The	X	
Intermountain-Midwest Farm/Ranch Network, The	X	
Iowa Radio Network		Iowa
Iowa Town & Country Network		Iowa
Ivy Network, The	X	
Jalco-No/Cal Group		California
Jalco-So/Cal Group		California
James Brown Network	X	
Kansas Radio Network		Kansas
Kentucky Radio Network		Kentucky
Keystone Broadcasting System, Inc.	X	
Knight Quality Stations, The		Massachusetts
La Gran Cadena		Puerto Rico
Laird Group		Wisconsin
Latin Network	X	
Lazy-K Group		Texas
Linder Group, The		Minnesota
Lobster Network		Maine
Long Island Network		New York Urban
Louisiana Network, Inc., The		Louisiana
Magic Circle Network	X	
Maine Broadcasting System		Maine
Mark Media Group	X	
Masla Suburban Group		New York Urban
Michigan Farm Radio Network		Michigan
Michigan Rural Radio Network		Michigan
Mid Atlantic Network, Inc.	X	
Midnight Sun Broadcasters, Inc., The		Alaska
Mid South Network		Mississippi
Minnesota Star Network		Minnesota
Mississippi Radio News Network, Inc.		Mississippi
Missourinet		Missouri
Missouri Radio Network		Missouri
Mountaineer Group		North Carolina
National AgRadio Groups, Inc.	X	
National Spanish Language Network	X	
NBC News and Information Service	X	
Nebraska Radio Network		Nebraska
New York Farm Network		New York
North Carolina News Network		North Carolina
Northern Power Network		Michigan
Ohio Radio Network		Ohio
Oklahoma Farm Network		Oklahoma
Oklahoma News Network, Inc.		Oklahoma
Paul Bunyan Network		Michigan
Pennsylvania Farm Network		Pennsylvania
PSA Group		California
Radio Smiles Group, The		North Carolina
Rollins, Inc.	X	
Silver Dollar Network		Montana
Southwest Radio Concept	X	
Suburban Radio Group		North Carolina
Texas State Network		Texas
Tichenor Radio Group	X	
Tobacco Radio Network, The	X	
V. C. I. Group		Maine
Viking Radio Network		Minnesota
Virginia Network		Virginia
Voice of Southwest Agriculture Radio Network		Texas
Voice of Valley Agricultural Radio Network		Texas
Weatherscan Radio Network, Inc.		Oklahoma
Western States Radio Empire	X	
Wisconsin Farm Broadcasting Network		Wisconsin
Wisconsin Network, Inc.		Wisconsin
Wolverine Sports Network		Michigan

Radio Stations in Metro Areas—Continued from page 57

WLIZ, Lake Worth
WPBR, Palm Beach
WPOM, Riviera Beach
*WRYZ, Jupiter
WRBR, Boca Raton
*WSWN, Belle Glade
WWOG (FM), Boca Raton

Wheeling, W. Va.
WEIF, Moundsville
*WKWK, Wheeling
WNEU, Wheeling
*WOMP, Bellaire, Ohio
WTRF, Wheeling
*WWVA, Wheeling

Wichita, Kan.
KAKE, Wichita
KARD (FM), Wichita
*KBRA (FM), Wichita
*KBUL, Wichita
*KEYN-FM, Wichita
*KFDI, Wichita
*KFH, Wichita
KICT (FM), Wichita
KLEO, Wichita
*KOYY, El Dorado
KWBB, Wichita

Wichita Falls, Tex.
KRID, Wichita Falls
KLUR (FM), Wichita Falls
KNIN, Wichita Falls
KNTO (FM), Wichita Falls
KTRN, Wichita Falls
KWFT, Wichita Falls

Williamsport, Pa.
*WILQ (FM), Williamsport
*WLYC, Williamsport
*WMPT, Williamsport
*WRAK, Williamsport
WWPA, Williamsport

Wilmington, Del.-N. J.-Md.
WAMS, Wilmington
*WDEL, Wilmington
WILM, Wilmington
WJBR (FM), Wilmington
*WJIC, Salem, N. J.
*WNNN (FM), Canton, N. J.
WNRK, Newark
†WSER, Elkton, Md.
*WSTW (FM), Wilmington
WTUX, Wilmington

Wilmington, N. C.
*WAAV (FM), Wilmington
*WGNI, Wilmington
*WHSL, Wilmington
WKLM, Wilmington
*WMFD, Wilmington
*WWIL (FM), Wilmington

Worcester-Fitchburg-Leominster, Mass.
*WAAB, Worcester
*WAAF (FM), Worcester
WEIM, Fitchburg
*WESO, Southbridge
*WFGL, Fitchburg
*WFMP (FM), Fitchburg
WGAW, Gardner
WLMS, Leominster
WMRC, Milford
WNEB, Worcester
WORC, Worcester
WSRS (FM), Worcester
WTAG, Worcester

Yakima, Wash.
KAAR (FM), Yakima
KBBO, Yakima
KENE, Toppenish
*KFFM (FM), Yakima
*KIT, Yakima
*KMWX, Yakima
KQOT, Yakima
*KREW, Sunnyside
KUTI, Yakima

York, Pa.
*WQCB, Red Lion
WGET, Gettysburg
*WHVR, Hanover
*WNOW, York
*WQXA (FM), York
WRBY (FM), Starview
*WSBA, York
*WYCR, York-Hanover
WZIX, York

Youngstown-Warren, Ohio
*WBBW, Youngstown
WFMJ, Youngstown
WHHH, Warren
*WHOT, Campbell
*WKBN, Youngstown
WNIO, Niles
‡WPIC, Sharon, Pa.
*WQOD (FM), Youngstown
WTCL, Warren
‡WYFM (FM), Sharon, Pa.

Regional Radio Networks and Groups

For information on national networks see Network Rates and Data; for state networks refer to state sections.

METHODS AND SOURCES:
Network and/or groups with facilities located in more than one state and sold at rates less than the total of individual station rates, are listed alphabetically by title. For rates and details on national networks, see "Network Rates and Data." For rates and details on state networks, see listings at the beginning of each state section. All state and regional networks are listed in an alphabetical list on the Regional and State Networks and Groups Index page. See contents page for location.

American Contemporary Radio Network
American Entertainment Radio Network
American FM Radio Network
American Information Radio Network

1330 Avenue of the Americas, New York, N. Y. 10019.
360 North Michigan Avenue, Chicago, Ill. 60602.
4151 Prospect Avenue, Hollywood, Calif. 90027.
20777 West 10 Mile Road, Southfield, Mich. (Detroit) 48075.
For rates and data see listings in Network Rates and Data.

All Spanish Network

Comprised of:
Non-Interconnected Stations
KAMX—Albuquerque, N. M. KEVT—Tucson, Ariz.

Media Code 4 100 0138 2.00
Business office: Box 13, Tucson, Ariz. 85702. Phone 602-624-5588.

1. PERSONNEL
President—Alvin L. Korngold.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 11/1/73—Rec'd 2/20/74.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
KEVT	9.00	8.50	8.00	7.50	7.00	6.50
KAMX	9.00	8.50	8.00	7.50	7.00	6.50

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	25 ti
1 min	57	51	47	45
30 sec/less	47	42	38	36

Amigo Spanish Group, The

Comprised of:
Non-Interconnected Stations
KIFN, Phoenix, Ariz. KAMX—Albuquerque, N. M.
KEVT, Tucson, Ariz. KUNO, Corpus Christi, Tex.
KGST, Fresno, Calif. KGBT, Harlingen, Tex.
XEBG, San Diego, Calif. XEK, Laredo, Tex.
KBRG, San Francisco KLFB, Lubbock, Tex.

Media Code 4 100 0275 2.00
Savalli/Gates, Inc., 515 Madison Ave., New York, N. Y. 10022. Phone 212-688-2380.

2. REPRESENTATIVES
New York, Chicago, Atlanta, Dallas, Los Angeles, San Francisco—Savalli/Gates, Inc.
KGST—represented in Los Angeles by Harlan G. Oakes & Associates, and in San Francisco by Don R. Pickens Co.

TIME RATES
Eff 8/15/73—Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS

1 MINUTE

Station City	Open	5	10	15	20	25	30
ARIZONA							
*KIFN, Phoenix	17.00	16.00	15.00	14.00	13.00	12.00	11.00
KEVT, Tucson	9.00	8.50	8.00	7.50	7.00	6.50	6.00
CALIFORNIA							
KGST, Fresno	10.00	9.50	9.00	8.50	8.00	7.50	7.00
XEBG, San Diego	8.00	7.50	7.00	6.50	6.25	6.00	5.75
KBRG, San Francisco	21.00	20.00	19.00	18.00	17.00	16.00	15.00
KEGL, San Jose	13.00	12.50	12.00	11.00	10.50	9.00	8.00
COLORADO							
KAPI, Pueblo	6.00	5.75	5.50	5.25	5.00	4.50	4.00
NEW MEXICO							
KAMX, Albuquerque	9.00	8.50	8.00	7.50	7.00	6.50	6.00
TEXAS							
*KUNO, Corpus Christi	17.00	16.00	15.00	14.00	13.00	12.00	11.00
*KGBT, Harlingen	22.00	21.00	20.00	19.00	18.00	17.00	16.00
XEK, Laredo	8.00	7.60	7.20	6.90	6.40	5.90	5.60
KLFB, Lubbock	5.75	5.50	5.25	5.00	4.75	4.50	4.25
KUKA, San Antonio	12.00	11.00	10.00	9.50	9.00	8.50	8.00

(*) 20/30 sec—80% of 1-min.
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

DISCOUNT
8 or more stations—5%. Minimum 10 spots per wk, per station.

Appalachian Network

Comprised of:
Interconnected by tape &
Non-Interconnected Stations
WFTG—London, Ky. WNRG—Grundy, Va.
WCPM—Cumberland, Ky. WVAR—Richwood, W. Va.

Media Code 4 100 0550 8.00
Business Office—Kentucky Radio Sales, 102 Tristan Rd., Louisville, Ky. 40222. Phone 502-426-6116.

1. PERSONNEL
General Manager—Elmo Mills (WFTG).

2. REPRESENTATIVES
Kentucky Radio Sales—South.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Contracts: 46.
No periods sold in bulk for resale.

TIME RATES
Rates effective March 1, 1958.
Card received March 3, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 ti	151.50	123.75	46.50	36.75	28.50	15.00	12.00
13 ti	147.70	120.65	54.85	35.85	27.80	14.65	11.70
26 ti	143.95	117.50	43.20	34.90	27.10	14.25	11.40
52 ti	136.35	111.40	41.85	33.10	25.65	13.50	10.80
104 ti	128.80	105.25	39.55	31.25	25.00	12.75	10.20
156 ti	121.20	99.00	38.20	29.40	22.80	12.00	9.60
260 ti	113.65	92.80	34.90	27.55	21.40	11.25	9.00
312 ti	106.05	86.65	32.55	25.75	19.95	10.50	8.40
624 ti	98.50	80.45	30.20	23.90	18.50	9.75	7.80
728 ti	90.90	74.25	27.90	22.05	17.10	9.00	7.20

10-second or 15 word shorties, no minimum required. 4.80.

Automotive Spot Rate
1 minute ..... 12.00 30 seconds 8.60
See individual station listing for rates on less than 4 stations.

ATA Radio Network

See Representative pages in this issue for address and phone number.
For Rates and Data see listing in Network Rates and Data.

Avco Group Plan

See Representative pages in this issue for address and phone number.
For rates and data see listing in Network Rates and Data.

Beasley Broadcast Group

Comprised of:
Non-Interconnected Stations
WFMC—Goldsboro, N. C. WFAI—Fayetteville, N. C.
WOKN (FM)—Goldsboro, N. C. WASC—Spartanburg, S. C.
WHNC—Henderson, N. C. WKGX—Lenoir, N. C.
WXNC(FM)—Henderson, N. C. WMOO—Mobile, Ala.
WGAC—Augusta, Ga.
WBLX—Mobile, Ala.

Media Code 4 100 0775 1.00
Executive Office—Box 1355, Goldsboro, N. C. 27530. Phone 919-734-8003.

1. PERSONNEL
President—George G. Beasley.
Executive Vice-President—Robert W. Utley.
Executive Vice-President—R. P. Barbour.

4. AGENCY COMMISSION
15% time only.

TIME RATES
Multiple station buy, 5+ stations, 10% discount.

Beck-Ross Group, The

Comprised of:
Non-Interconnected Stations
WGLI—Babylon, New York
WKMF—Flint, Michigan
WGMZ (FM)—Flint, Michigan
WBLI (FM)—Patchogue, New York
WHCN (FM)—Hartford, Conn.

Media Code 4 100 1000 3.00
Executive Office: 1290 Peconic Ave., Babylon, N. Y. 11704. Phone 516-669-1290.

1. PERSONNEL
President—Martin F. Beck.
General Sales Manager—James E. Champlin.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 27, 29a, 33b.
Contracts: 40a, 41, 46, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

GROUP RATES AND DISCOUNTS
3 stations—5%.
See individual listings for rates. Comparable schedules must be purchased to earn discount.

2R-12/66

Black Audio Network (BAN)

166 Madison Ave., New York, N. Y. 10016. Phone 212-686-6850.
A news service program network offering news about Blacks and other minority groups.

1-1-75 MARKET DATA!

SRDS presents the *latest* figures for Consumer Market data. Population, Consumer Spendable Income, Total Retail Sales, market data summaries by states, *plus* metro area ranking tables are available in this issue!

Consult the table of contents for location.

R-N 6x

Black UBC Group

Comprised of:
Non-Interconnected Stations
WOOK—Washington, D. C. WSID—Baltimore, Md.
KSOL (FM)—San Francisco, Calif. WJMO—Cleveland, Ohio

Media Code 4 100 1875 8.00
UBC Sales, Inc., 30 E. 42nd Street, New York, N. Y. 10017. Phones 212-682-1833, 1834.

1. PERSONNEL
Vice-Pres./Nat'l Sales—Robert L. Wittig.

2. REPRESENTATIVES
UBC Sales, Inc.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d.
Rate Protection: 12a.
Basic Rates: 20a, 22a, 23a, 24b, 28a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70c, 73a.
All group buys guaranteed efficient according to Pulse, Inc. over any 13+ wk period.

TIME RATES
No. 2 Eff 3/1/74—Rec'd 2/18/74.
AA—Sun thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN. PER WK:	12 ti	18 ti	24 ti
AA	95	90	80
A	80	75	70

30 sec: 80% of 1-min.

Blair Represented Network

See Representative pages in this issue for address and phone number.
For rates and data see listing in Network Rates and Data.

Bunchez, Gert & Associates Group

7730 Carondelet, St. Louis, Mo. 63105. Phone 314-862-5250.
For rates and data see listing in Network Rates and Data.

CBS Radio Network

51 West 52nd Street, New York, N. Y. 10019.
630 N. McClurg Ct., Chicago, Ill. 60611.
Sheraton-Palace Hotel, San Francisco, Calif. 94105.
932 Fisher Bldg., Detroit, Mich. 48202.
6121 Sunset Blvd., Los Angeles, Calif. 90028.
For rates and data see listing in Network Rates and Data.

Delta/Net

Comprised of:
Interconnected Stations
Missouri: KMPL, KMPL-FM, KBOA, KTMO (FM), Kennett Sikeston
KWOC, KPRM (FM), Poplar Bluff Tennessee: WDSG, Dyersburg

Media Code 4 100 2875 7.00
Missouri Network, Inc., Centertown, Mo. 65023. Phone 314-584-3317.

STATION'S PROGRAMMING DESCRIPTION
Delta Network: Programming content entirely agriculturally oriented. Live programming of 5 and 10 min lengths at 6:05, 6:35, 9:45, 10:15, 11:20, 12:35, 2:20 & 4:20. Material entirely related to Delta-produced commodities. Direct wires to all trading centers. Live reports daily from Kansas City and Chicago Boards of Trade. Rec'd 4/8/74.

1. PERSONNEL
Sales Manager—Clyde G. Lear.
Farm Director—Derry Brownfield.
Assistant Farm Director—Don Osborn.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21d, 22b, 24b, 28a, 28c, 29a, 33b.
Contracts: 40a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60i, 60k, 62a, 62d.
Cancellation: 70c.
Prod. Service: 80, 82.
Sold in combination with Brownfield Network. See that listing in Missouri state section.

TIME RATES
No. 2 11/1/74—Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

	Per yr			Per wk		
ROS:	150x	300x	450x	3 ti	6 ti	12 ti
1 min	24	20	18	28	24	22
30 sec	20	16	15	24	20	18

(This listing continued on next page)

Delta/Net—Continued

BROWNFIELD NETWORK/DELTA/NET COMBINATION
No. 2 11/1/74—Rec'd 3/3/75.

8. SPOT ANNOUNCEMENTS

ROS:	Per yr 150x	300x	450x	Per wk 3 ti	6 ti	12 ti
1 min	114	104	98	133	126	119
30 sec	91	83	76	106	101	95

Rates guaranteed for 12 mos from date of purchase. May be released at any time. Spots used will then be re-computed to lowest applicable rate in force at time they ran.
ROS scheduled as evenly as possible 6 am-1 pm.. All spots are scheduled within or adjacent to Derry Brownfield programs.
Selected times, extra 20%.

Eastman Radio Network

See Representative pages in this issue for address and phone number.
For rates and data see listing in Network Rates and Data.

Farm Radio Network

Comprised of:
Non-Interconnected Stations

ALABAMA

WARI, WARI-FM—Abbeville
WATM—Atmore
WAUD—Auburn
WPRN—Butler
WBTE—Calera
WAGC—Centre
WKLF, WEZZ (FM)—Clanton
WULA, WULA-FM—Eufaula
WBLO—Evergreen
WARF—Fairhope
WTCB—Flomaton
WGAD—Gadsden
WGEA—Geneva
WGYV—Greenville
WANL—Lineville
WJAM—Marion
WFHK—Pell City
WPID—Piedmont
WCRI—Scottsboro
WNPT—Tuscaloosa

ARIZONA

KCKY—Coolidge
KATO—Safford

ARKANSAS

KMCW—Augusta
KCCB—Corning
KFFA—Helena
KXAR—Hope
KZNG—Hot Springs
KVSA—McGehee

CALIFORNIA

KCHV—Indio

COLORADO

KDKO—Denver
KSTR—Grand Junction

DELAWARE

WJWL—Georgetown
WTHD—Milford

FLORIDA

WBIX—Jacksonville Beach
WSST—Largo
WTAI—Melbourne

GEORGIA

WALG—Albany
WBIA—Augusta
WUFE—Baxley
WMJM—Cordele
WMNZ—Montezuma
WMTM—Moultrie
WSNT—Sandersville
WLOR—Thomasville

ILLINOIS

WFVR—Aurora
WEIC—Charleston
WLBK—DeKalb
WGIL—Galesburg
WBYG—Kankakee
WVMC—Mount Carmel
WPEO—Peoria
WGEM—Quincy
WTIM—Taylorville
WGFA—Watseka

INDIANA

WBNL—Boonville
WMEE—Ft. Wayne
WILO—Frankfort
WTRE—Greensburg
WWKI—Kokomo
WASK—Lafayette
WLOI—La Porte
WNON (FM)—Lebanon
WSAL—Logansport
WBAT—Marion
WPCO—Mt. Vernon
WLBC—Muncie
WREY—New Albany
WTCA—Plymouth
WPGW—Portland
WKBV—Richmond
WAOV—Vincennes
WAMW—Washington

IOWA

KASI—Ames
KLWW—Cedar Rapids
KSIB—Creston
KCBC—Des Moines
WDBQ—Dubuque
KILR—Estherville
KVFD—Fort Dodge
KXIC—Iowa City
KOKX—Keokuk
KLEM—LaMars
KFJB—Marshalltown
KSMN—Mason City
KLEE—Ottumwa
KAYL—Storm Lake
KCFI—Waterloo

KANSAS

KKOY—Chanute
KNCK—Concordia
KMAN—Manhattan
KNBI—Norton
KWNS—Pratt
KULY—Ulysses

KENTUCKY

KBBT—Bardstown
WKCT—Bowling Green
WLBJ—Bowling Green
WTCO—Campbellsville
WAIN—Columbia
WCTN—Cynthiana
WHIR—Danville
WIEL—Elizabethtown
WSTL—Eminence
WFKN—Franklin
WFUL—Fulton
WAXU, WAXU-FM—Georgetown
WKAY—Glasgow
WHBN, WHBN-FM—Harrodsburg
WSON—Henderson
WHOP—Hopkinsville
WKOA—Hopkinsville
WLBN—Lebanon
WMTL, WMTL-FM—Leitchfield
WLAP—Lexington
WFTG—London
WTTL—Madisonville
WNGO—Mayfield
WFTM—Maysville
WMOR—Morehead
WMST—Mt. Sterling
WLOC—Munfordville
WNBS—Murray
WBGR—Paris
WPKY, WPKY-FM—Princeton
WEKY—Richmond
WRUS—Russellville
WSFC—Somerset
WTKY—Tompkinsville
WKKS—Vanceburg
WWKY—Winchester

LOUISIANA

KDBS—Alexandria
WJBO—Baton Rouge
KSIG—Crowley
KTDL—Farmerville
WFCG—Franklinton
KAOK—Lake Charles
KLPL—Lake Providence
KDXI—Mansfield
KWLA—Many
KMLB—Monroe
KAGY—Port Sulphur
KBIH—Rayville
KTIB—Thibodaux

MARYLAND

WCEM—Cambridge

MICHIGAN

WLEW, WLEW-FM—Bad Axe
WKYO—Caro
WION—Ionia
WSGW—Saginaw

MINNESOTA

KKIN—Aitkin
KASM—Albany
KBMO, KBMO-FM—Benson
KLFD—Litchfield
KYMN—Northfield
KRFO—Owatonna
KFIL—Preston
WKPM—Princeton
WVAL—Sauk Rapids
WAVN—Stillwater

MISSISSIPPI

WBLE—Batesville
WMGO—Canton
WKDL—Clarksdale
WCLD—Cleveland
WCJU—Columbia
WGVM—Greenville
WABG—Greenwood
WKRA—Holly Springs
WKOZ—Kosciusko
WXTN—Lexington
WSEL—Pontotoc
WONA—Winona
WAZF—Yazoo City

MISSOURI

KSWM—Aurora
KPCB—Bowling Green
KGEM—Brookfield
KMAM—Butler
KDMO—Carthage
KCRV—Caruthersville
KCHI—Chillicothe
KHAD—DeSoto
KDFM—Doniphan
KESM—Eldorado Springs
KREI—Farmington
KFAL—Fulton
KODE—Joplin
KLRS—Mountain Grove
KWOC—Poplar Bluff
KYBO—Potosi
KKJO—St. Joseph
KSIM—Sikeston
KALM—Thayer
KWRE—Warrenton
KWPM—West Plains

NEBRASKA

KCOW—Alliance
KHAS—Hastings
KIMB—Kimball
KNEB—Scottsbluff

NEW MEXICO

KWEW—Hobbs
KGBT—Las Cruces

NEW YORK

WCBA—Corning

NORTH CAROLINA

WRCS—Ahoskie
WABZ—Albemarle
WKYK—Burnsville
WTIK—Durham
WCNC—Elizabeth City
WIFM—Elkin
WFAI—Fayetteville
WAKS—Fuquay-Varina
WJNC—Jacksonville
WELS—Kinston
WEWO—Laurinburg
WLON—Lincolnton
WYRN—Louisburg
WPAQ—Mt. Airy
WKRK—Murphy
WCBQ—Oxford
WFRC—Reidsville
WSTP—Salisbury
WMPM—Smithfield
WCOK—Sparta
WTAB—Tabor City
WEEW—Washington
WETC—Wendell-Zebulon
WIAM—Williamston
WKLM—Wilmington
WVOT—Wilson
WBTE—Windsor

NORTH DAKOTA

KXPO—Grafton
KNDK—Langdon
KMAV—Mayville
KGCA—Bugby

OHIO

WREO—Ashtabula
WMGS—Bowling Green
WJER—Dover
WFOB—Fostoria
WMOH—Hamilton
WPFE—Hamilton-Middletown
WSEW—Hillsboro
WMVO—Mt. Vernon
WSTV—Steubenville
WERT—Van Wert
WCHO—Washington Ct. House

OKLAHOMA

KWHW—Altus
KEOB—Atoka
KWOE—Clinton
KADS—Elk City
KHEN, KHEN-FM—Henryetta
KIHN—Hugo
KGLC—Miami
KNFB (FM)—Newata
KVLH—Pauls Valley
KLCO—Poteau
KOLS—Pryor
KTOW—Sand Springs
KXOJ—Sapulpa

PENNSYLVANIA

WBZY—New Castle

SOUTH CAROLINA

WDOG—Allendale
WAIM—Anderson
WWBD—Bamberg
WBSC—Bennettsville
WAGS—Bishopville
WLAT—Conway
WKYB—Hemingway
WJOT—Lake City
WDIX—Orangeburg

SOUTH DAKOTA

KDSJ—Deadwood
KJAM—Madison
KORN—Mitchell
KOLY—Mobridge
KOTA—Rapid City

TENNESSEE

WBHT—Brownsville
WBKM—Carthage
WDXN—Clarksville
WKIM—Columbia
WDSG—Dyersburg
WAGG—Franklin
WHIN—Gallatin
WGRV—Greeneville
WLIJ—Humboldt
WJFC—Jefferson City
WJCW—Johnson City
WEEN—LaFayette
KWAM—Memphis
WMTN—Morristown
WLIK—Newport
WTPB—Paris
WTRB—Ripley
WBGS—Rogersville
WSEV—Sevierville
WDBL—Springfield
WDEH—Sweetwater
WNTT—Tazewell
WPHC—Waverly

TEXAS

KOPY—Alice
KZIP—Amarillo
KTON—Belton
KHEM—Big Spring
KFYN—Bonham
KTTX—Brenham
KMIL—Cameron
KCAN—Canyon
KCTX—Childress
KIKR—Conroe
KAND—Corsicana
KEGG—Dalngerfield
KXIT—Dalhart
KSPL—Diboll
KULP—El Campo
KZOL—Farwell
KFLP—Floydada
KNAF—Fredericksburg
KWBD—Henderson
KHBB—Hillsboro
KAML—Kenedy-Karnes City
KPET—Lamesa
KFRO—Longview
KDAV—Lubbock
KRBA—Lufkin
KDOX—Marshall
KBGH—Memphis
KCRS—Midland
KORC—Mineral Wells
KSFA—Nacogdoches
KOYL—Odessa
KNET—Palestine
KPDN—Pampa
KPLT—Paris
KCLR—Ralls
KIKZ—Seminole
KSEY—Seymour
KBYP—Shamrock
KTXO—Sherman
KSST—Sulphur Springs
KXOX—Sweetwater
KTFS—Texarkana
KTUE—Tulia
KZAK—Tyler
KVWC—Vernon
KWTX—Waco
KBEC—Waxahachie
KLUR (FM)—Wichita Falls

VERMONT

WRUT—Rutland
WSYB—Rutland

VIRGINIA

WBBI—Abingdon
WBLT—Bedford
WODI—Brookneal
WSVS—Crewe
WDVA—Danville
WEVA—Emporia
WFLO—Farmville
WGAT, WGAT-FM—Gate City
WMNA—Gretna
WSVA—Harrisonburg
WHEE—Martinsville
WSWV—Pennington Gap
WPVA, WPVA-FM—Petersburg
WNLB—Rocky Mount
WJWS—South Hill
WHEO—Stuart
WLPM—Suffolk
WESR, WESR-FM—Tasley
WNNT—Warsaw

WISCONSIN

WOKL—Eau Claire
WHSM—Hayward
WCLO—Janesville
WMAM—Marinette
WEKZ—Monroe
WCCN—Neillsville
WIXK—New Richmond
WSWW—Platteville
WRJN—Racine
WJMC—Rice Lake
WRCO—Richland Center
WHBL—Sheboygan
WISV—Viroqua
WTTN—Watertown
WLKE—Waupun
WSAU—Wausau
WBKV—West Bend

WYOMING

KVWO—Cheyenne

Media Code 4 100 3000 1.00

Executive Offices: Drawer 170, Wilson, N. C. 27893. Phone 919-237-8628.

1. PERSONNEL
Vice-President—Harry Severance.
Manager—Butch Moore.

2. REPRESENTATIVES
Southwest—Mario Messina Company.
San Francisco—The Sandeberg-Glenn Company.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a.
Contracts: 40a, 41, 47a.
Comb.: Cont. Discounts: 60b, 60l.
Cancellation: 71a, 73a.
Prod. Services: 80.

TIME RATES
Eff———Rec'd 4/3/72.

All above stations available with 1 order, 1 contract, 1 invoice. Can be purchased in groups of 10 or more. Special groups of stations to cover special agricultural advertising objective can be arranged by the network or its representatives.

DISCOUNT
300 or more stations 5%.

Fine Music Group

Comprised of:
Non-Interconnected Stations

WTRE-FM—Greensburg, Ind.
WMZK (FM)—Detroit, Mich.
WCEN-FM—Mt. Pleasant, Mich.

Media Code 4 100 3025 8.00
Business Office: 10 Fiske Pl., Mount Vernon, N. Y. 10550. Phone 914-668-3534, 3535.

1. PERSONNEL
Director of Sales—Kenneth C. Schwartz.

2. REPRESENTATIVES
Fine Music Hi-Fi Broadcasters.

4. AGENCY COMMISSION
15%.

5. GENERAL RATE POLICY
The stations can be bought separately, or grouped under 1 contract. A buy of 10 stations earns a 5% discount; 15 stations, 7-1/2% discount; 20 or more stations, 10% discount.
See individual listings for rates.

French Program Group of New England

Comprised of:
Non-Interconnected Stations

Massachusetts:
WESO—Southbridge
WHEB—Holyoke
New Hampshire:
WMOU—Berlin
WXLQ (FM)—Berlin
WDNH (FM)—Dover
WOTW, WOTW-FM—Nashua
WZID (FM)—Manchester
Maine:
WFAU, WFAU-FM—Augusta
WLAM—Lewiston
Connecticut:
WEXT—West Hartford
WINY—Putnam
Rhode Island:
WNRI—Woonsocket

Media Code 4 100 3300 5.00

Operated by Alarie Advertising.
Business Office—10 Center St., Box 333, Chicopee, Mass. 01013. Phone 413-596-6464.

1. PERSONNEL
Vice-President—Leon J. Alarie.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 7a.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 24b, 25a, 28a, 29a.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 1 Eff 1/1/59—Rec'd 3/25/59.

8. SPOT ANNOUNCEMENTS
1 min spot, ea. 8
Per 5 min 16

DISCOUNTS

PER MO:	6 mo	12 mo
100 ti	5%	10%

Groskin Group, The

Comprised of:
Non-Interconnected Stations

Alabama:
WLPR (FM)—Mobile
Arizona:
KXTC (FM)—Phoenix
California:
KIBE, KDFC (FM)—San Francisco
Colorado:
KHYT—Colorado Springs
KHYT-FM—Colorado Springs
KVOD (FM)—Denver
Connecticut:
WMMW—Meriden
District of Columbia:
WEEL—Washington
WEZR (FM)—Washington
Florida:
WLOD—Ft. Lauderdale
WTMI (FM)—Miami
Georgia:
WGKA—Atlanta
WXLM (FM)—Savannah
Illinois:
WEFM (FM)—Chicago
Louisiana:
WEZB (FM)—New Orleans
Maryland:
WBAL-FM—Baltimore
Massachusetts:
WHRB-FM—Boston
Michigan:
WQRS (FM)—Detroit
Minnesota:
KANO—Minneapolis
KTWN—Minneapolis
Missouri:
KXTR (FM)—Kansas City
Nevada:
KLVM (FM)—Henderson
New Jersey:
WDHA-FM—Dover
WMTR—Morristown
New York:
WFLY (FM)—Albany
WBUF (FM)—Buffalo
WVOB (FM)—Rochester
WDDS (FM)—Syracuse
North Carolina:
WCHL—Chapel Hill
WEZC (FM)—Charlotte
Ohio:
WLYK (FM)—Cincinnati
Oklahoma:
KOFM (FM)—Oklahoma City
Pennsylvania:
WIBF-FM—Philadelphia
WYZZ (FM)—Wilkes-Barre
Texas:
WRR-FM—Dallas
KLEF (FM)—Houston
KEEE—Nacogdoches
KJCS (FM)—Nacogdoches
Virginia:
WEZS (FM)—Richmond
Wisconsin:
WLVE—Baraboo
WFMR (FM)—Milwaukee
WIBU—Poynette

Media Code 4 100 4400 2.00
Business Office—310 Madison Ave., New York, N. Y. 10017. Phone 212-986-4366.

(This listing continued on next page)

The Groskin Group—Continued

1. PERSONNEL
President—Herbert E. Groskin.
National Sales Manager—D. S. Groskin.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
GROUP DISCOUNTS
2-1/2% discount on purchase of 13 consecutive weeks on 20 stations or more.
See individual station listings for rates.

Bernard Howard Black Radio Network

300 Third Ave., New York, N. Y. 10022. Phone 212-421-4900.

For rates and data see listing in Network Rates and Data.

Intermountain Network, The

Intermountain Network

EASTMAN RADIO, INC.

Comprised of:
Interconnected Stations

ARIZONA
KPGE—Page
COLORADO
KGIW—Alamosa
KSNO—Aspen
KBOL—Boulder
KNAB—Burlington
KPIK—Colorado Springs
KPIK-FM—Colorado Springs
KLAK, KLAK-FM—Denver
KCOL—Fort Collins
KFTM—Fort Morgan
KEXO—Grand Junction
KYOU—Greeley
KGUC—Gunnison
KPUB—Pueblo
KWSR—Rifle
KVRH—Salida
KGEK—Sterling
KCRT—Trinidad
IDAHO
KGEM—Boise
KBAR—Burley
KSKI—Hailey-Ketchum
KTEE—Idaho Falls
KVSI—Montpelier
KWIK—Pocatello
KLIX—Twin Falls
MONTANA
KGHL—Billings
KBMN—Bozeman
KBOW—Butte
KDBM—Dillon
KLTZ—Glasgow
KXGN—Glendive
KMON—Great Falls
KBLL—Helena
KALS (FM)—Kalispell
KXLO—Lewiston
KLCB—Libby
KPRK—Livingston
KATL—Miles City
KYSS—Missoula
KPWD (FM)—Plentywood
KSEN—Shelby
NEBRASKA
KCOW—Alliance
KCSR—Chadron
KAMI—Cozad
KICS—Hastings
KUVB—Holdrege
KRNY—Kearney
KICX—McCook
KOGA—Ogallala
KNEB—Scottsbluff
KSID—Sidney
KVSH—Valentine
NEVADA
KELK—Elko
NEW MEXICO
KENN—Farmington
KGLP (FM)—Gallup
KYVA—Gallup
KKIT—Taos
NORTH DAKOTA
KBMR—Bismarck
KEYZ—Williston
SOUTH DAKOTA
KBFS—Belle Fourche
KOBH—Hot Springs
KCCR—Pierre
KIMM—Rapid City
UTAH
KUTA—Blanding
KBRE—Cedar City
KVNU—Logan
KURA—Moab
KLO—Ogden
KOAL—Price
KOVO—Provo
KSVC—Richfield
KDXU—St. George
KALL—Salt Lake City
KVEL—Vernal
KPGE—Page, Ariz.
KELK—Elko, Nev.
WYOMING
KBBS—Buffalo
KVOC—Casper
KFBC—Cheyenne
KIML—Gillette
KSGT—Jackson
KMER—Kemmerer
KOWB—Laramie
KASL—Newcastle
KPOW—Powell
KRAL—Rawlins
KVOW—Riverton
KRKK—Rock Springs
KWYO—Sheridan
KGOS—Torrington
KWOR—Worland

Media Code 4 100 4956 6.00
Owned and operated by Intermountain Network, Inc.
Business Office and Studio—312 East South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641. TWX 910-925-5819.
Denver Office—7105 W. Hampden Ave., Denver, Colo. 80227. Phone 303-988-1444. TWX 910-320-2023.

1. PERSONNEL
President—Homer K. Peterson.
Executive Vice-President—Jack Paige.
Vice-Pres./Eastern Sales—Charles Vals.
Vice-Pres./Western Sales—Bennie Williams.
2. REPRESENTATIVES
Eastman Radio, Inc.
4. AGEN Y COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40c 46, 47a.
Comb.: Cont. Discounts: 60h, 60i, 60j, 61a, 61b, 62e.
Cancellation: 73a.
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.
Stations may be purchased individually, in groups or as full network.
Stations line connected.

TIME RATES
No. 45 Eff 7/1/75—Rec'd 7/8/75.

FULL NETWORK
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	304.00	315.20	326.60	261.30
12 ti	376.00	390.80	310.50	248.40

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

FULL NETWORK EXCLUDING KLAK, DENVEB., COLO.
No. 5 Eff 7/1/75—Rec'd 7/8/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	369.00	295.20	301.60	241.30
12 ti	351.00	280.80	285.50	228.40

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

COLORADO STATE GROUP
Comprised of:
KGIW—Alamosa
KSNO—Aspen
KBOL—Boulder
KNAB—Burlington
KPIK—Colorado Springs
KPIK-FM—Colorado Springs
KLAK, KLAK-FM—Denver
KCOL—Fort Collins
KEXO—Grand Junction
KYOU—Greeley
KGUC—Gunnison
KPUB—Pueblo
KVRH—Salida
KGEK—Sterling
KCRT—Trinidad

TIME RATES
No. 47 Eff 7/1/75—Rec'd 6/30/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	106.00	84.80	92.00	73.60
12 ti	102.00	81.60	89.00	71.20
18 ti	99.00	79.20	86.00	68.80

COLORADO STATE GROUP EXCLUDING KLAK, DENVER
No. 4 Eff 7/1/75—Rec'd 6/30/75.

6 ti	80.50	64.40	66.90	53.50
12 ti	77.20	61.75	63.80	51.05
18 ti	74.30	59.50	60.65	48.50

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

IDAHO STATE GROUP
Comprised of:
KBLI—Blackfoot
KGEM—Boise
KBAR—Burley
KSKI—Hailey-Ketchum
KTEE—Idaho Falls
KVSI—Montpelier
KWIK—Pocatello
KLIX—Twin Falls

TIME RATES
No. 46 Eff 7/1/75—Rec'd 6/30/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	37.40	29.90	29.75	23.80
12 ti	35.70	28.60	28.20	22.55
18 ti	33.90	27.10	26.70	21.35

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

NEBRASKA STATE GROUP
Comprised of:
KCOW—Alliance
KCSR—Chadron
KAMI—Cozad
KICS—Hastings
KUVR—Holdrege
KRNY—Kearney
KICX—McCook
KOGA—Ogallala
KNEB—Scottsbluff
KSID—Sidney
KVSH—Valentine

TIME RATES
No. 46 Eff 7/1/75—Rec'd 6/30/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	52.70	42.15	44.10	35.30
12 ti	50.10	40.10	41.90	33.50
18 ti	47.70	38.15	39.60	31.70

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

UTAH STATE GROUP
Comprised of:
KUTA—Blanding
KBRE—Cedar City
KVNU—Logan
KURA—Moab
KLO—Ogden
KOAL—Price
KOVO—Provo
KSVC—Richfield
KDXU—St. George
KALL—Salt Lake City
KVEL—Vernal
KPGE—Page, Ariz.
KELK—Elko, Nev.

TIME RATES
No. 47 Eff 3/15/75—Rec'd 5/5/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.
C—All other times.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
6 ti	67.50	54.00	58.10	46.50	40.50	32.40
12 ti	64.30	51.45	55.30	44.25	38.60	31.00
18 ti	62.00	49.60	53.25	42.60	37.20	29.75

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

MONTANA STATE GROUP
Comprised of:
KGHL—Billings
KBMN—Bozeman
KBOW—Butte
KDBM—Dillon
KLTZ—Glasgow
KXGN—Glendive
KMON—Great Falls
KBLL—Helena
KALS (FM)—Kalispell
KXLO—Lewistown
KLCB—Libby
KPRK—Livingston
KATL—Miles City
KYSS—Missoula
KPWD (FM)—Plentywood
KSEN—Shelby

TIME RATES
No. 7 Eff 7/1/75—Rec'd 6/30/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	79.00	63.20	63.15	50.50
12 ti	74.90	59.90	59.70	47.75
18 ti	71.50	57.20	56.50	45.20

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

WYOMING STATE GROUP
Comprised of:
KBBS—Buffalo
KVOC—Casper
KFBC—Cheyenne
KIML—Gillette
KSGT—Jackson
KMER—Kemmerer
KOWB—Laramie
KASL—Newcastle
KPOW—Powell
KRAL—Rawlins
KVOW—Riverton
KWYO—Sheridan
KGOS—Torrington
KWOR—Worland

TIME RATES
No. 46 Eff 7/1/75—Rec'd 6/30/75
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	56.00	44.80	45.20	36.15
12 ti	53.30	42.65	42.20	33.75
18 ti	49.90	39.90	39.40	31.50

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

WESTERN SOUTH DAKOTA GROUP
Comprised of:
KBFS—Belle Fourche
KOBH—Hot Springs
KCCR—Pierre
KIMM—Rapid City

TIME RATES
No. 4 Eff 3/15/75—Rec'd 5/5/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.
C—All other times.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
6 ti	19.10	15.30	15.20	12.15	11.45	9.15
12 ti	18.00	14.40	14.25	11.40	10.80	8.65
18 ti	17.00	13.60	13.30	10.65	10.20	8.15

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

NOBTH DAKOTA STATE GROUP
Comprised of:
KBMR—Bismarck
KEYZ—Williston

TIME RATES
No. 4 Eff 7/1/74—Rec'd 7/16/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.
C—All other times.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
6 ti	12.25	9.80	9.80	7.35	7.35	5.90
12 ti	11.45	9.15	9.15	7.30	6.90	5.50
18 ti	10.60	8.50	8.50	6.80	6.35	5.10

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

NEW MEXICO STATE GROUP
Comprised of:
KENN—Farmington
KYVA—Gallup
KKIT—Taos

TIME RATES
No. 45 Eff 7/1/75—Rec'd 6/30/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	12.40	9.90	10.20	8.15
12 ti	11.60	9.30	9.50	7.60
18 ti	11.00	8.80	8.90	7.10

ANNUAL DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

COLORADO METRO GROUP
Comprised of:
KBOL—Boulder
KPIK—Colorado Springs
KPIK-FM—Colorado Springs
KLAK, KLAK-FM—Denver
KPUB—Pueblo

TIME RATES
No. 45 Eff 7/1/75—Rec'd 5/5/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
B—All other times.

CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	50.70	49.80	48.75	47.65	46.70
30 sec	41.30	40.70	39.85	38.95	37.95
CLASS B					
1 min	47.10	46.20	45.50	44.80	44.00
30 sec	38.30	37.50	36.90	36.30	35.60

UTAH METRO GROUP
Comprised of:
KLO—Provo
KOVO—Provo
KALL—Salt Lake City

TIME RATES
No. 11 Eff 7/1/74—Rec'd 8/28/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun sign-on-7 pm.

7. PACKAGE PLANS

WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	43.20	34.20	41.50	32.40	37.80	28.80
12 ti	42.30	33.30	40.50	31.50	36.90	27.90
18 ti	41.00	32.00	39.10	30.10	35.50	26.50
24 ti	39.60	30.60	37.80	28.80	34.20	25.20
30 ti	39.10	36.10	37.30	28.40	33.70	24.80

MONTANA METRO GROUP
Comprised of:
KGHL—Billings
KBOW—Butte
KMON—Great Falls
KYSS—Missoula

TIME RATES
No. 41 Eff 7/1/74—Rec'd 8/28/74.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
12 ti	30.50	25.20	28.40	23.50	22.30	18.30
18 ti	28.80	23.80	25.80	22.20	20.30	17.20
24 ti	27.20	22.30	25.30	20.90	19.50	16.00
30 ti	25.40	20.90	23.70	19.60	18.30	15.00
36 ti	24.70	20.40	25.50	19.00	17.60	14.40

Edited by Jack Paige.

(CR-9)

Intermountain-Midwest Farm/Ranch Network, The

EASTMAN RADIO, INC.

NAFB

Media Code 4 100 4962 1.00
Owned and operated by Intermountain Network, Inc.
Business office & studio: 7105 W. Hampden, Denver, Colo. 80227. Phone 303-988-1444.

1. PERSONNEL
Pres./Mgr.—Charles J. Vals.
Farm/Ranch Dir.—Evan Slack (NAFB).
2. REPRESENTATIVES
Eastman Radio, Inc.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
See The Intermountain Network listing for coded regulations.
Stations may be purchased individually, in special groups or as full network. Stations line-connected.

TIME RATES
Comprised of
Interconnected Stations
Eff 7/1/75—Rec'd 6/23/75.

1 MINUTE

Station City	(*)	(†)	(‡)	(§)
COLORADO				
KGIW—Alamosa	5.00	5.00	4.50	4.20
KNAB—Burlington	6.50	6.00	5.75	5.50
KCOL—Fort Collins	9.00	8.75	8.50	8.25
KEXO—Grand Junction	5.50	5.00	4.80	4.50
KYOU—Greeley	9.00	8.75	8.25	8.00
KGUC—Gunnison	4.50	4.30	4.00	3.80
KLMO—Longmont	8.50	8.00	7.50	7.50
KPUB—Pueblo	.....	.....	6.00	5.50
KWSR—Rifle	4.50	4.30	4.00	3.80
KVRH—Salida	5.00	4.70	4.50	4.00
KGEK—Sterling	8.50	8.20	7.75	7.50
KCRT—Trinidad	.....	.....	4.00	3.80
IDAHO				
KBLI—Blackfoot	6.00	5.50	5.00	4.50
KGEM—Boise	11.00	10.50	10.00	9.50
KBAR—Burley	6.00	5.50	4.50	4.00
KTEE—Idaho Falls	7.50	7.20	7.00	6.50
KVSI—Montpelier	4.50	4.00	3.80	3.50
KWIK—Pocatello	7.00	6.60	6.40	6.20
KLIX—Twin Falls	7.00	6.60	6.40	6.20
MONTANA				
KGHL—Billings	11.00	10.50	10.00	9.50
KBMN—Bozeman	8.00	7.60	7.00	6.50
KBOW—Butte	7.00	6.50	5.80	5.50
KDBM—Dillon	4.50	4.20	4.00	3.80
KLTZ—Glasgow	6.00	5.50	5.20	5.00
KXGN—Glendive	7.00	6.50	6.00	5.70
KMON—Great Falls	12.50	11.50	10.50	10.00
KBLL—Helena	.....	.....	6.70	6.00
KALS (FM) Kalispell	4.20	4.00	3.80	3.60
KXLO—Lewistown	7.50	7.20	6.20	6.00
KPBK—Livingston	5.50	5.20	4.50	4.20
KATL—Miles City	6.00	5.50	5.00	4.50
KYSS—Missoula	6.50	6.20	6.00	5.80
KSEN—Shelby	8.50	8.50	8.50	8.50

(This listing continued on next page)

Regional Radio Networks and Groups—Intermountain-Midwest Farm/Ranch Network, The—Continued

Station City	(*)	(†)	(‡)	(§)
NEBRASKA				
KCOW—Alliance	6.30	6.00	5.70	5.50
KCNR—Chadron	7.00	6.60	6.50	6.25
KAMI—Cozad	.....	.....	4.00	3.60
KICS—Hastings	.....	.....	6.80	6.80
KUVR—Holdrege	.....	.....	5.75	5.50
KRNY—Kearney	.....	.....	6.00	5.80
KICX—McCook	6.30	6.00	5.80	5.60
KOGA—Ogallala	7.00	6.60	6.50	6.25
KNEB—Scottsbluff	7.80	7.50	7.25	7.00
KSID—Sidney	5.70	5.40	5.20	5.00
KVSH—Valentine	6.50	6.50	6.20	6.00
NEVADA				
KELK—Elko	5.50	5.25	5.00	5.00
NEW MEXICO				
KENN—Farmington	.....	.....	6.00	5.80
NORTH DAKOTA				
KBMR—Bismarck	.....	.....	7.00	6.00
KEYZ—Williston	.....	.....	5.90	5.60
SOUTH DAKOTA				
KBFS—Belle Fourche	.....	.....	4.30	4.00
KOBH—Hot Springs	5.50	5.25	4.80	4.50
KCCR—Pierre	6.00	5.60	5.40	5.20
KIMM—Rapid City	8.80	8.40	8.00	7.80
UTAH				
KBRE—Cedar City	5.00	4.70	4.50	4.00
KVNU—Logan	6.80	6.50	6.25	6.00
KLO—Ogden	.....	.....	6.50	6.50
KOAL—Price	5.00	4.50	4.20	4.00
KNVC—Richfield	6.80	6.50	6.20	6.00
KDXU—St. George	.....	.....	3.25	3.00
KVEL—Vernal	5.50	5.00	4.50	4.00
WYOMING				
KBBS—Buffalo	4.00	3.80	3.50	3.00
KVOC—Casper	6.00	5.50	5.00	4.50
KFBC—Cheyenne	.....	.....	4.50	4.50
KIML—Gillette	.....	.....	4.80	4.50
KSGT—Jackson	.....	.....	5.00	5.00
KMER—Kemmerer	.....	.....	5.20	5.00
KOWB—Laramie	6.20	6.00	5.80	5.60
KASL—Newcastle	5.70	5.20	5.00	4.75
KPOW—Powell	6.00	5.50	5.20	4.80
KRAL—Rawlins	5.50	5.00	4.80	4.60
KVOW—Riverton	5.50	5.00	4.80	4.60
KWYO—Sheridan	5.50	5.00	4.80	4.50
KGOS—Torrington	6.00	5.50	5.20	5.00
KWOR—Worland	6.00	5.20	4.60	4.40

30-sec adjacencies or rotating spots: 80% of 1-min.
(*) 35 min per day IMFN program participation/56 sta. ea participation 367.60
(†) IMFN program adjacencies/56 sta. 344.80
(‡) Other farm program adjacencies/74 sta 424.30
(§) Rotating 6-7:30 am & 11:45 am-1:15 pm/74 sta 403.30
Farm director talent—participations only, 10% of time cost after discounts.

DISCOUNT—WEEKS WITHIN 1 YEAR
13 wk—2% 39 wk— 6%
26 wk—4% 52 wk—10%

ADDITIONAL DISCOUNT—NUMBER OF STATIONS USED
1—rate 31—6%
11—2% 41+—10%
21—4%

Special Coverage Groups available:
Cattle/Calves Group, Dry Bean Group, Cattle on Feed Group, Potato Group, Alfalfa Group, Wheat Group, Corn Group, Oats Group, Sorghum Group, Barley Group, Sugar Beet Group

Edited by Charles J. Vais.

Ivy Network, The

Comprised of:
Non-Interconnected Stations
WYBC (FM)—New Haven, Conn.
WHRB-FM—Cambridge, Mass.
WDCR—Hanover, N. H.
WPRB (FM)—Princton, N. J.
WVBR-FM—Ithaca, N. Y.
WBRU (FM)—Providence, R. I.

Media Code 4 100 4968 8.00
The Ivy Network Corp., 242-A Yale Station, New Haven, Conn. 06520.
New York—360 Lexington Ave., New York, N. Y. 10017. Phone 212-867-8073.

1. PERSONNEL
President—David Kurman.
Sec'y/Treas.—Thomas Przybylski.

2. REPRESENTATIVES
N.E.A.S., Inc.—Radio Division.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
All proposals subject to prior booking of time offered.

TIME RATES
Eff 9/1/74—Rec'd 8/12/75.
See individual stations for rates.
All above stations available with 1 order, 1 contract, 1 invoice.
5% discount when any 5 stations are purchased simultaneously. 6% discount when 6 stations are purchased simultaneously. Approximately equal spot time on each station necessary to qualify.

James Brown Network

Comprised of:
Non-Interconnected Stations
WRDW—Augusta, Ga. WJBE—Knoxville, Tenn.
WEBB—Baltimore, Md.

Media Code 4 100 4975 8.00
Business office—Clifton & Denison Sts., Baltimore, Md. 21216. Phone 301-947-1345.

1. PERSONNEL
President—James Brown.
Executive Vice-President—Gregory Moses.
Vice-President—Alan Garner.

5. GENERAL RATE POLICY
See individual station listings.

TIME RATES
Eff 10/1/70—Rec'd 9/23/70.

7. PACKAGE PLANS

WRDW/WEBB/WJBE

PER WK, 1 MIN:	12 ti	18 ti	24 ti	36 ti
Traffic	53	50	47	44
Housewife	48	45	42	39

WEBB/WJBE

Traffic	40	38	36	34
Housewife	35	33	31	29

WRDW/WEBB

Traffic	36	33	30	27
Housewife	35	32	29	26

WRDW/WJBE

Traffic	30	28	26	24
Housewife	36	24	22	20

30 sec: 80% of 1-min. 10 sec: 80% of 1-min.

Katz Radio Network

Business office—245 Park Ave., New York, N. Y. 10017. Phone 212-972-2100.
For rates and data see Network Rates and Data.

Keystone Broadcasting System, Inc.

Media Code 4 100 5225 2.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.
Los Angeles 90028—6290 Sunset Blvd. Phone 213-461-8163.

1. PERSONNEL
President—Nicholas Gordon.
NEW YORK OFFICE:
Vice-President—Charles Hammerstrom.
Account Executive—George Perkins.
CHICAGO OFFICE:
Vice-President—Harry F. Albrecht.
Vice-President—George W. Clark.
Account Executive—George Caccippio.
LOS ANGELES OFFICE:
Account Executive—Tim McClintock.

4. AGENCY COMMISSION
15% on approved credit—15th of following month.

5. GENERAL ADVERTISING See coded regulations.
General: 3a.
Contracts: 45, 46.
Cancellation: 70a, 70c.
Stations may be purchased by State groups, regions, or full network. One contract, one itemized invoice and individual station affidavits. Schedules, start dates, copy and/or live tags may vary from station to station. Rates for special combinations available on request.

(*) MINIMUM ORDER 20 STATIONS

TIME RATES
Non-Interconnected Stations
Eff 9/1/75—Rec'd 8/8/75.
FULL NETWOlTK

	1 min	30 sec
Average cost per spot	4.00	3.20

ALABAMA STATE GROUP
Comprised of:
WRFS—Alexander City, WGSV—Guntersville, WCTA, WCTA-FM—Andalusia, WJBB—Haleyville, WVOW—Huntsville, WANA—Anniston, WWWB—Jasper, WKAC—Athens, WANI—Lineville, WBCA—Bay Minette, WLVN—Luverne, WYAM—Bessemer, WJAM—Marion, WPRN—Butler, WMFC—Monroeville, WCOX—Camden, WHHY—Montgomery, WRAG—Carrollton, WHIY—Moulton, WEIS—Centre, WAOA—Opelika, WBIB—Centreville, WOZK—Ozark, WKLF—Clanton, WFHK—Pell City, WKUL—Cullman, WPID—Piedmont, WMSL—Decatur, WPXC—Prattville, WXAL—Demopolis, WELB—Roanoke, WDIG—Dothan, WWWB—Russellville, WIRB—Enterprise, WROB—Scottsboro, WBLO—Evergreen, WHBB—Selma, WWWF—Fayette, WNUZ—Talladega, WQLT (FM)—Florence, WJDB—Thomasville, WXOR—Florence, WTBF—Troy, WZOB—Fort Payne, WTBC—Tuscaloosa, WJBY—Gadsden, WVSA—Vernon, WGEA—Geneva, WETU—Wetumpka, WGYV—Greenville

	1 min	30 sec
All stations	190	152

Less than full state list may be purchased.

*ABIZONA STATE GROUP
Comprised of:
KAPR—Douglas, KFBR—Nogales, KCLS—Flagstaff, KHYT—Tucson, KDJI—Holbrook, KSWW—Wickenburg, KIKO—Miami, KINO—Winslow

ARKANSAS STATE GROUP
Comprised of:
KMCW—Augusta, KPCA—Marked Tree, KBBA—Benton, KVSA—Mc Gehee, KBRI—Brinkley, KENA—Mena, KAMD—Camden, KHBM—Monticello, KLYR—Clarksville, KVOM—Morrilton, KCON—Conway, KOSE—Osceola, KCCB—Corning, KDRS—Paragould, KAGH—Crossett, KCCL—Paris, KELD—El Dorado, KADL—Pine Bluff, KBJT—Fordyce, KPOC—Pocahontas, KXJK—Forrest City, KARV—Russellville, KFFA—Helena, KUOA—Siloam Springs, KXAR—Hope, KBRS—Springdale, KXOW—Hot Springs, KWAK—Stuttgart, KBTM—Jonesboro, KFDF—Van Buren, KDXE—Little Rock, KRLW—Walnut Ridge, KBOK—Malvern, KWRF—Warren, KZOT—Marianna

	1 min	30 sec
All stations	130	104

Less than full state list may be purchased.

CALIFORNIA STATE GROUP
Comprised of:
KAHI—Auburn, KIRV—Fresno, KWAC—Bakersfield, KRKC—King City, KIOT—Barstow, KKOK—Lompoc, KIBS—Bishop, KMYC—Marysville, KWUN—Concord, KFIV—Modesto, KREL—Corona, KWXY—Palm Springs, KPLY—Crescent City, KEWQ—Paradise, KBDU—Dinuba, KSUE—Susanville, KXO—El Centro, KTKR—Taft, KRED—Eureka, KIQB—Willows, KDAC—Fort Bragg

	1 min	30 sec
All stations	100	80

Less than full state list may be purchased.

COLORADO STATE GROUP
Comprised of:
KBRN—Brighton, KCOL—Fort Collins, KNAB—Burlington

*DELAWARE STATE GROUP
Comprised of:
WSUX—Seaford

FLORIDA STATE GROUP
Comprised of:
WAPG—Arcadia, WLBE—Leesburg, WWJB—Brooksville, WNEB—Live Oak, WLQH—Chiefland, WMAF—Madison, WBGC—Chipley, WTOT—Marianna, WTAN—Clearwater, WMOP—Ocala, WTKO—Cocoa, WOKC—Okeechobee, WCNU—Crestview, WTLN—Apopka, WGTX—De Funiak Springs, WSUZ—Palatka, WDLP—Panama City, WETO—De Land, WPFA—Pensacola, WYHI—Fernandina Beach, WGKR—Perry, WINK—Fort Myers, WPLA—Plant City, WAKA—Gainesville, WJOE—Port St. Joe, WKEM—Immokalee, WCNH—Quincy, WYSE—Inverness, WFOY—St. Augustine, WBIX—Jacksonville Beach, WTRR—Sanford, WKWF—Key West, WKXY—Sarasota, WGRO—Lake City, WJCM—Sebring, WIPC—Lake Wales, WPXE—Starke, WLIZ—Lake Worth, WMEN—Tallahassee, WHBO—Tampa, WAUC—Wauchula

	1 min	30 sec
All stations	185	148

Less than full state list may be purchased.

GEORGIA STATE GROUP
Comprised of:
WBIT—Adel, WHIE—Griffin, WJAZ—Albany, WCEH—Hawkinsville, WULF—Alma, WVOH—Hazlehurst, WDEC—Americus, WJGA—Jackson, WDOL—Athens, WLOP—Jesup, WACX—Austell, WLFA—La Fayette, WMGR—Bainbridge, WLAG—La Grange, WBAF—Barnesville, WPEH—Louisville, WUFE—Baxley, WYTH—Madison, WBBK—Blakely, WFDR—Manchester, WWCC—Bremen, WFOM—Marietta, WGIG—Brunswick, WDAX—McRae, WDYX—Buford, WMVG—Milledgeville, WGRA—Cairo, WGSR—Milien, WCLB—Camilla, WKUN—Monroe, WCHK—Canton, WMTM—Moultrie, WLBB—Carrollton, WNEA—Newnan, WBHF—Cartersville, WPGA—Perry, WGAA—Cedartown, WSFB—Quitman, WGHC—Clayton, WROM—Rome, WRWH—Cleveland, WSYL—Sylvania, WVMG—Cochran, WSFT—Thomaston, WPNX—Columbus, WLOR—Thomasville, WBLJ—Dalton, WTWA—Thomson, WDWD—Dawson, WWGS—Tifton, WQAK—Decatur, WNEG—Toccoa, WDMG—Douglas, WVOP—Vidalia, WMLT—Dublin, WLOV—Washington, WUFF—Eastman, WAYX—Waycross, WFPM—Fort Valley, WBMK—West Point, WGGA—Gainesville, WIMO—Winder, WKOG—Gordon

	1 min	30 sec
All stations	250	200

Less than full state list may be purchased.

*BAWAII STATE GROUP
Comprised of:
KHLO—Hilo

*IDAHO STATE GROUP
Comprised of:
KCID—Caldwell, KYKT—Payette, KORT—Grangeville, KPST—Preston, KAIT—Jerome, KRXK—Rexburg, KVSI—Montpelier, KIGO—St. Anthony, KLER—Orofino, KSRA—Salmon

ILLINOIS STATE GROUP
Comprised of:
WRMS—Beardstown, WRAM—Monmouth, WROY—Carmi, WVLJ (FM)—Monticello, WKZI—Casey, WCMJ—Morris, WEIC—Charleston, WVMC—Mt. Carmel, KSGM—Chester, WINI—Murphysboro, WCBW (FM)—Columbia, WVLN—Olney, WLBK—De Kalb, WPRS—Paris, WFIW—Fairfield, WRTL—Rantoul, WGNU—Granite City, WTAY—Robinson, WEBQ—Harrisburg, WRHL—Rochelle, WJPF—Herrin, WJBD—Salem, WLDS—Jacksonville, WTIM—Taylorville, WJRM—Jerseyville, WGFA—Watseka, WGLC—Mendota, WFRX—West Frankfort, WMOK—Metropolis, WZBN—Zion

	1 min	30 sec
All stations	165	132

Less than full state list may be purchased.

INDIANA STATE GROUP
Comprised of:
WIFF—Auburn, WITZ—Jasper, WBNL—Boonville, WIBC—Linton, WWCM—Brazil, WORX—Madison, WWWY—Columbus, WGOM—Marion, WIOF—Corydon, WTCO—Mount Vernon, WCVL—Crawfordsville, WHYT—Noblesville, WLFQ—Crawfordsville, WVAK—Paoli, WADM—Decatur, WTCA—Plymouth, WFWR—Fort Wayne, WPGW—Portland, WILO—Frankfort, WHON—Richmond, WKAM—Goshen, WRCR (FM)—Rushville, WXTA (FM)—Greencastle, WJCD—Seymour, WSVL—Shelbyville, WHLT—Huntington, WNDI—Sullivan, WTCJ—Tell City, WAMW—Washington, WAYT—Wabash

	1 min	30 sec
All stations	140	112

Less than full state list may be purchased.

*IOWA STATE GROUP
Comprised of:
KKUZ—Burlington, KOUR—Independence, KCPI—Cedar Falls, KBAB—Indianola, KCHE—Cherokee, KIFG—Iowa Falls, KWKY—Des Moines, KLEE—Ottumwa, KMCD—Fairfield, KVDB—Sioux Center, KGRN—Grinnell, KAYL—Storm Lake

KANSAS STATE GROUP
Comprised of:
KABI—Abilene, KANS—Larned, KKOY—Chanute, KCLO—Leavenworth, KNCK—Concordia, KLIB—Liberal, KEDD—Dodge City, KMAN—Manhattan, KVOE—Emporia, KNEX—McPherson, KMDO—Fort Scott, KJHG—Newton, KIUL—Garden City, KNBI—Norton, KIND—Independence, KLKC—Parsons, KALN—Iola, KKAN—Phillipsburg, KJCK—Junction City, KFLA—Scott City

	1 min	30 sec
All stations	95	76

Less than full state list may be purchased.

KENTUCKY STATE GROUP
Comprised of:
WANY—Albany, WLBN—Lebanon, WCUL—Benton, WMTL—Leitchfield, WLBJ—Bowling Green, WAXU—Lexington, WKDZ—Cadiz, WKDO—Liberty, WTCO—Campbellsville, WVKY—Louisa, WNES—Central City, WFMW—Madisonville, WAIN—Columbia, WWXL—Manchester, WCIM—Cumberland, WFTM—Maysville, WCYN—Cynthiana, WMIK—Middlesboro, WHIR—Danville, WFLW—Monticello, WIEL—Elizabethtown, WMOR—Morehead, WSTL—Eminence, WLOC—Munfordville, WFKN—Franklin, WNKY—Neon, WFUL—Fulton, WNVL—Nicholasville, WGGC (FM)—Glasgow, WKYQ—Paducah, WKAY—Glasgow, WKYX—Paducah, WGRK—Greensburg, WSIP—Paintsville, WHLN—Harlan, WBGR—Paris, WHBN—Harrodsburg, WPKE—Pikeville, WLLS—Hartford, WDOC—Prestonburg, WKIC—Hazard, WPKY—Princeton, WSON—Henderson, WEKY—Richmond, WLCB—Hodgenville, WRUS—Russellville, WLCR-FM—Hodgenville, WLCK—Scottsville, WKOA—Hopkinsville, WCND—Shelbyville, WIRV—Irvine, WTLO—Somerset, WEKG—Jackson, WLKS—West Liberty, WJKY—Jamestown, WEZJ—Williamsburg, WIXI—Lancaster

	1 min	30 sec
All stations	185	148

Less than full state list may be purchased.

LOUISIANA STATE GROUP
Comprised of:
KDBS—Alexandria, KLLA—Leesville, KVOL—Bastrop, KWLA—Many, WLUX—Baton Rouge, KAPR—Marksville, WIKC—Bogalusa, KASO—Minden, KCTO—Columbia, KMLB—Monroe, KSIG—Crowley, KNIR—New Iberia, WLBI—Denham Springs, KWRG—New Roads, KDLA—De Ridder, KAGY—Port Sulphur, KTDL—Farmerville, KRIH—Rayville, WSLG—Gonzales, KRUS—Ruston, KLFY—Haynesville, KBCL, KEPT (FM)—Shreveport, KJIN—Houma, KTLD—Tallulah, KCKW—Jena, KTIB—Thibodaux, KJEF—Jennings, KVPI, KVPI-FM—Ville Platte, KTOC—Jonesboro, KLPL—Lake Providence, KMAR—Winnsboro

	1 min	30 sec
All stations	130	104

Less than full state list may be purchased.

*MAINE STATE GROUP
Comprised of:
WDME—Dover-Foxcroft, WSJR—Madawaska, WHOU—Houlton, WRUM—Rumford, WLKN—Lincoln

*MARYLAND STATE GROUP
Comprised of:
WAMD—Aberdeen, WICO—Salisbury, WLMD—Laurel

*MASSACHUSETTS STATE GROUP
Comprised of:
WMLO—Beverly, WREB—Holyoke, WCIB (FM)—Falmouth, WMRC—Milford

MICHIGAN STATE GROUP
Comprised of:
WLEW—Bad Axe, WTIQ—Manistique, WCER—Charlotte, WSMA—Marine City, WDOW—Dowagiac, WAGN—Menominee, WBDN—Escanaba, WCEN-FM—Mt. Pleasant, WSHN—Fremont, WNIL—Niles, WBCH—Hastings, WAOP—Otsego, WHTC—Holland, WHLS—Port Huron, WIKB—Iron River, WJPW—Rockford, WJPD—Ishpeming, WRBJ—St. Johns, WJCO—Jackson, WMIC—Sandusky, WKPR—Kalamazoo, WKLM—Three Rivers, WSDS—Ypsilanti

	1 min	30 sec
All stations	115	92

Less than full state list may be purchased.

MINNESOTA STATE GROUP
Comprised of:
KKIN—Aitkin, KQAD—Laverne, KASM—Albany, KMRS—Morris, KBMO—Benson, KYMN—Northfield, KREW—Blue Earth, KDIO—Ortonville, KVRR—Brainerd, KPRM—Park Rapids, KRMW—Breckenridge, KRBI—St. Peter, KRWC—Buffalo, WVAL—Sauk Rapids, WWJC—Duluth, KSMM—Shakopee, WELY—Ely, KWAD—Wadena, WEVE—Eveleth, KLLR—Walker, KEHG—Fosston, KOWO—Waseca, KDWA—Hastings, KDOM—Windom, CFOR—International Falls

	1 min	30 sec
All stations	125	100

Less than full state list may be purchased.

(This listing continued on next page)

Regional Radio Networks and Groups—Continued

Keystone Broadcasting System, Inc.—Cont'd

MISSISSIPPI STATE GROUP
Comprised of:

WAMY—Amory
WBLE—Batesville
WHII—Bay Springs
WELZ—Belzoni
WGCM—Biloxi-Gulfport
WBIP—Booneville
WRKN—Brandon
WJMB—Brookhaven
WJRL—Calhoun City
WMGO—Canton
WECP—Carthage
WROX—Clarksdale
WCLD—Cleveland
WCJU—Columbia
WCOH—Columbus
WCMA—Corinth
WMAG—Forest
WFTO—Fulton
WDDT—Greenville
WGRM—Greenwood
WNAG—Grenada
WHSY—Hattiesburg
WMDC—Hazlehurst
WKRA—Holly Springs
WCPC—Houston
WNLA—Indianola
WKOZ—Kosciusko
WAML—Laurel
WXTN—Lexington
WLSM—Louisville
WRBE—Lucedale
WSJC—Magee
WHNY—Mc Comb
WOKK—Meridian
WMLC—Monticello
WMIS—Natchez
WNAU—New Albany
WSUH—Oxford
WPMP—Pascagoula
WRJW—Picayune
WSEL—Pontotoc
WSAO—Senatobia
WSSO—Starkville
WELO—Tupelo
WQBC—Vicksburg
WABO—Waynesboro
WROB—West Point
WAZF—Yazoo City

1 min 30 sec
All stations 176 141
Less than full state list may be purchased.

MISSOURI STATE GROUP
Comprised of:

KSWM—Aurora
KBLR—Bolivar
KBHM—Branson
KGHM—Brookfield
KAOL—Carrollton
KCHV—Caruthersville
KCHR—Charleston
KHAD—De Soto
KDEX—Dexter
KDFN—Doniphan
KESM—El Dorado Springs
KREI—Farmington
KFTW—Fredericktown
KWOS—Jefferson City
KODE—Joplin
KIRX—Kirksville
KTCB—Malden
KEMM—Marshfield
KNIM, KNIM-FM—Maryville
KRMO—Monett
KLRS—Mountain Grove
KBTN—Neosho
KNEM—Nevada
KMIS—Portageville
KTTR—Rolla
KDRO—Sedalia
KALM—Thayer
KTTN—Trenton
KOKO—Warrensburg
KWRE—Warrenton
KWPM—West Plains
KWPM-FM—West Plains

1 min 30 sec
All stations 130 104
Less than full state list may be purchased.

*MONTANA STATE GROUP
Comprised of:

KGVW—Belgrade
KURL, KURL-FM—Billings
KGLE—Glendive
KLYQ—Hamilton
KCAP—Helena
KGMY—Missoula
KVCK—Wolf Point

*NEBRASKA STATE GROUP
Comprised of:

KCOW—Alliance
KJSK—Columbus
KAMI—Cozad
KGMT—Fairbury
KICS—Hastings
KUVH—Holdrege
KOGA—Ogallala
KRIX—O'Neill
KTCH—Wayne

*NEVADA STATE GROUP
Comprised of:

KBET—Reno

NEW HAMPSHIRE STATE GROUP
Comprised of:

WBRL—Berlin
WLNH—Laconia
WCNL—Newport

*NEW JERSEY STATE GROUP
Comprised of:

WRDR (FM) Egg Harbor City
WHLDI—Hammonton
WWBZ—Vineland
WSLT—Ocean City
WJIC—Salem
WSUS—Franklin

*NEW MEXICO STATE GROUP
Comprised of:

KZIA—Albuquerque
KAHS—Belen
KLMX—Clayton
KCLV—Clovis
KYVA—Gallup
KWEW—Hobbs
KGUT—Las Cruces
KRTN—Raton
KBIM—Roswell
KRIH—Ruidoso
KSYX—Santa Rosa

*NEW YORK STATE GROUP
Comprised of:

WAUB—Auburn
WCGB—Canandaigua
WFLC—Canandaigua
WFLR—Dundee
WDOE—Dunkirk
WEHH—Elmira Heights
WWSC—Glen Falls
WYBG—Massena
WACK—Newark
WSOQ—North Syracuse
WONT (FM)—Oneonta
WKDR—Plattsburgh
WDLC—Port Jervis
WNBZ—Saranac Lake
WATN—Watertown

NORTH CAROLINA STATE GROUP
Comprised of:

WABZ—Albemarle
WCGC—Belmont
WPYK—Benson
WBMS—Black Mountain
WATA—Boone
WVBS—Burgaw
WBBB—Burlington
WKYK—Burnsville
WEGO—Concord
WCDJ—Edenton
WCNC—Elizabeth City
WBLA—Elizabethtown
WFAI—Fayetteville
WBBO—Forest City
WAKS—Fuquay
WFMC—Goldsboro
WKVO—Hayelock
WHNC—Henderson
WHKP—Hendersonville
WNOS, WNOS-FM—High Point
WKTE—King
WELS—Kinston
WLNC—Laurinburg
WJRI—Lenoir
WTSB—Lumberton
WMMH—Marshall
WMAP—Monroe
WSNC—Morganton
WPAQ—Mount Airy
WKRK—Murphy
WNNC—Newton
WKBC—North Wilkesboro
WPNC—Plymouth
WSHB—Raeford
WRNC—Italeigh
WFRC—Reidsville
WLWL—Rockingham
WRMT—Rocky Mount
WOHS—Shelby
WMPM—Smithfield
WEEB—Southern Pines
WCOK—Sparta
WTOE—Spruce Pine
WDBM—Statesville
WTAB—Tabor City
WTLK—Taylorsville
WTNC—Thomasville
WADE—Wadesboro
WORR—Wanchese
WHCC—Waynesville
WKSK—West Jefferson
WLLY—Wilson
WBTE—Windsor
WKBX—Winston-Salem

1 min 30 sec
All stations 210 168
Less than full state list may be purchased.

*NORTH DAKOTA STATE GROUP
Comprised of:

KDAK—Carrington
KXPO—Grafton
KEYJ—Jamestown
KDDR—Oakes
KGCA—Rugby
KOVC—Valley City
KEYZ—Williston

OHIO STATE GROUP
Comprised of:

WNCO—Ashland
WAQI—Ashtabula
WTOO—Bellefontaine
WMGS—Bowling Green
WBNO—Bryan
WBCO—Bucyrus
WILE—Cambridge
WBEX—Chillicothe
WDLR—Delaware
WDOH (FM)—Delphos
WJEH—Gallipolis
WSRW—Hillsboro
WHTO—Ironton
WLMJ—Jackson
WKNT—Kent
WLGN—Logan
WBRJ—Marietta
WTIG—Massillon
WPNQ (FM)—New Philadelphia
WLKR, WLKR-FM—Norwalk
WPTW—Piqua
WIOI—Portsmouth
WBTC—Uhrichsville
WERT—Van Wert
WCHO—Washington Court House
WKFI—Wilmington
WWST—Wooster
WGIC—Xenia

1 min 30 sec
All stations 140 112
Less than full state list may be purchased.

OKLAHOMA STATE GROUP
Comprised of:

KADA—Ada
KWHW—Altus
KALV—Alva
KVSO—Ardmore
KLTR—Blackwell
KWCO—Chickasha
KWOE—Clinton
KUSH—Cushing
KRHD—Duncan
KSEO—Durant
KELR—El Reno
KCRC—Enid
KOKC—Guthrie
KVYL—Holdenville
KGLC—Miami
KBIX—Muskogee
KNOR—Norman
KOKL—Okmulgee
KVLH—Paula Valley
KOKN—Pawhuska
KLCO—Poteau
KOLS—Pryor
KXOJ—Sapulpa
KTLQ—Tahlequah
KVIN—Vinita
KWLG—Wagoner
KWSH—Wewoka

1 min 30 sec
All stations 110 88
Less than full state list may be purchased.

*OREGON STATE GROUP
Comprised of:

KRKT—Albany
KVAS—Astoria
KBKR—Baker
KBNS—Burns
KYNG—Coos Bay
KLOO—Corvallis
KNND—Cottage Grove
KWVR—Enterprise
KIHR—Hood River
KJDY—John Day
KQIK—Lakeview
KBOY—Medford
KNPT—Newport
KUMA—Pendleton
KYES—Roseburg
KOHI—St. Helens
KTIL—Tillamook
KWRC—Woodburn

PENNSYLVANIA STATE GROUP
Comprised of:

WNCC—Barnesboro
WBFD—Bedford
WBRX—Berwick
WISR—Butler
WCDL—Carbondale
WIOO—Carlisle
WESA—Charleroi
WFAR—Farrell
WHPA—Honesdale
WHUN—Huntingdon
WKZA—Kane
WACB—Kittanning
WQTW—Latrobe
WAHT—Lebanon
WYNS—Lehighton
WNAK—Nanticoke
WKRZ—Oil City
WGCB—Red Lion
WKMC—Roaring Spring
WAYZ—Waynesboro
WANB—Waynesburg

1 min 30 sec
All stations 110 88
Less than full state list may be purchased.

SOUTH CAROLINA STATE GROUP
Comprised of:

WABV—Abbeville
WDOG—Allendale
WAIM—Anderson
WWBD—Bamberg
WBAW—Barnwell
WBEU—Beaufort
WAGS—Bishopville
WACA—Camden
WOKE—Charleston
WCRE—Cheraw
WGCD—Chester
WPCC—Clinton
WDAR—Darlington
WDSC—Dillon
WELP—Easley
WOLS—Florence
WFGN—Gaffney
WGTN—Georgetown
WGSW—Greenwood
WEAB—Greer
WBBC—Hampton
WJES—Johnston
WDKD—Kingstree
WLCM—Lancaster
WLSC—Loris
WYMB—Manning
WATP—Marion
WKDK—Newberry
WFNL—North Augusta
WTND—Orangeburg
WRIG—Ridgeland
WIBH—Rock Hill
WSNW—Seneca
WASC—Spartanburg
WSSC—Sumter
WBCU—Union
WALD—Walterboro
WCKM—Winnsboro

1 min 30 sec
All stations 125 100
Less than full state list may be purchased.

*SOUTH DAKOTA STATE GROUP
Comprised of:

KBFS—Belle Fourche
KBJM—Lemmon
KJAM—Madison
KCCR—Pierre
KFCB—Redfield
KSDR—Watertown

TENNESSEE STATE GROUP
Comprised of:

WLAR—Athens
WBOL—Bolivar
WOPI—Bristol
WBHT—Brownsville
WFWL—Camden
WRIP—Chattanooga
WJZM—Clarksville
WMSO—Collierville
WMCP—Columbia
WHUB—Cookeville
WLAB—Copperhill
WKBL—Covington
WCSV—Crossville
WDNT—Dayton
WDKN—Dickson
WDSG—Dyersburg
WEMB—Erwin
WEKR—Fayetteville
WAGG—Franklin
WHIN—Gallatin
WGRV—Greeneville
WBHM—Henderson
WIRJ—Humboldt
WCLC—Jamestown
WSKT—Knoxville
WLAF—La Follette
WDXE—Lawrenceburg
WLIL—Lenoir City
WDXL—Lexington
WLIV—Livingston
WGAP—Maryville
WHDM—McKenzie
WAKI—McMinnville
WCRK—Morristown
WMCT—Mountain City
WGNS—Murfreesboro
WNAH—Nashville
WLIK—Newport
WATO—Oak Ridge
WBNT—Oneida
WTPR—Paris
WCRM—Savannah
WDTM—Selmer
WLIJ—Shelbyville
WEPG—South Pittsburg
WTCR—Sparta
WDEH—Sweetwater
WJIG—Tullahoma
WENK—Union City
WPHC—Waverly
WAAN—Waynesboro
WBRY—Woodbury

1 min 30 sec
All stations 175 140
Less than full state list may be purchased.

TEXAS STATE GROUP
Comprised of:

KNIT—Abilene
KOPY—Alice
KVLF—Alpine
KZIP—Amarillo
KACT—Andrews
KBUD—Athens
KALT—Atlanta
KHFI (FM)—Austin
KBUN—Bellinger
KIOX—Bay City
KIBL—Beeville
KWGH—Big Lake
KBYG—Big Spring
KFYN—Bonham
KBBB—Borger
KBAN—Bowie
KNEL—Brady
KSTB—Breckenridge
KWHI—Brenham
KKUB—Brownfield
KBOR—Brownsville
KBWD—Brownwood
KTAM—Bryan
KGAS—Carthage
KCTX—Childress
KCAR—Clarksville
KCLE—Cleburne
KSTA—Coleman
KVMC—Colorado City
KAND—Corsicana
KBSN—Crane
KIVY—Crockett
KEGG—Dalngerfield
KXIT—Dalhart
KDLK—Del Rio
KDDD—Dumas
KEHC—Eastland
KWBY—Edna
KINT—El Paso
KPSO—Falfurrias
KZOL—Farwell
KFLP—Floydada
KFST—Ft. Stockton
KNAF—Fredericksburg
KGAF—Gainesville
KHYM—Gilmer
KCTI—Gonzales
KGVL—Greenville
KGLW—Hamilton
KWRD—Henderson
KPAN—Hereford
KHBR—Hillsboro
KRME—Hondo
KSAM—Huntsville
KTXJ—Jasper
KAML—Kenedy-Karnes City
KERB—Kermit
KIXS—Killeen
KVLG—La Grange
KCYL—Lampasas
KVOZ—Laredo
KLVT—Levelland
KCLT—Lockhart
KLUE—Longview
KRBA—Lufkin
KMHT—Marshall
KBGH—Memphis
KBUS—Mexia
KJBC—Midland
KIBT—Mission
KRAN—Morton
KIMP—Mt. Pleasant
KGNB—New Braunfels
KOYL—Odessa
KOGT—Orange
KNET—Palestine
KGRO—Pampa
KPLT—Paris
KVWG—Pearsall
KIUM—Pecos
KEYE—Perryton
KVOP—Plainview
KSUZ—Port Neches
KPOS—Post
KROB—Robstown
KTLU—Rusk
KPEP—San Angelo
KBAL—San Saba
KIKZ—Seminole
KSEY—Seymour
KCAS—Slaton
KSNY—Snyder
KSTV—Stephenville
KSST—Sulphur Springs
KTAE—Taylor
KTER—Terrell
KTFS—Texarkana
KTLW—Texas City
KTUE—Tulia
KTBB—Tyler
KVWC—Vernon
KVIC—Victoria
KBEC—Waxahachie
KANI—Wharton

1 min 30 sec
All stations 396 317
Less than full state list may be purchased.

*UTAH STATE GROUP
Comprised of:

KVNU—Logan
KURA—Moab
KSVN—Ogden
KONI—Spanish Fork
KVEL—Vernal

*VERMONT STATE GROUP
Comprised of:

WSKI—Montpelier

VIRGINIA STATE GROUP
Comprised of:

WKLV—Blackstone
WOPI—Bristol
WODI—Brookneal
WMEK—Chase City
WJJJ—Christiansburg
WDIC—Clintwood
WKEY—Covington
WFAX—Falls Church
WGAT—Gate City
WDDY—Gloucester
WMNA—Gretna
WOHN—Herndon
WHHV—Hillsville
WLES—Lawrenceville
WLRV—Lebanon
WREL—Lexington
WWOD—Lynchburg
WMEV—Marion
WMVA—Martinsville
WSIG—Mt. Jackson
WNVA—Norton
WPUV—Pulaski
WRIC—Richlands
WGOE—Richmond
WYTI—Rocky Mount
WBLU—Salem
WHLF—South Boston
WKDW—Stauton
WBEO—Stuart
WLPM—Suffolk
WRAR—Tappahannock
WKBA—Vinton
WNNT—Warsaw
WYVE—Wytheville

1 min 30 sec
All stations 123 98
Less than full state list may be purchased.

*WASHINGTON STATE GROUP
Comprised of:

KARI—Blaine
KXLE—Ellensburg
KFDI—Grand Coulee
KLOG—Kelso
KBRC—Mt. Vernon
KONP—Port Angeles
KUPY—Puyallup
KAPA—Raymond
KREW—Sunnyside
KMEL—Wenatchee

WEST VIRGINIA STATE GROUP
Comprised of:

WWNR—Beckley
WKOY—Bluefield
WBUC—Buckhannon
WDNE—Elkins
WTCS—Fairmont
WELD—Fisher
WMTD—Hinton
WLOG—Logan
WHJC—Matewan
WMON—Montgomery
WCLG—Morgantown
WEIF—Moundsville
WETZ—New Martinsville
WPAR—Parkersburg
WAEY—Princeton
WMOV—Ravenswood
WVAR—Richwood
WRON—Ronceverte
WVRC—Spencer
WKLC—St. Albans
WSGB—Sutton-Gassaway
WELC—Welch
WHAW—Weston

1 min 30 sec
All stations 90 72
Less than full state list may be purchased.

WISCONSIN STATE GROUP
Comprised of:

WAPL—Appleton
WATW, WATW-FM—Ashland
WWIS—Black River Falls
WIDN—Durand
WERL—Eagle River
WOKL—Eau Claire
WHSM—Hayward
WLDY—Ladysmith
WLOT—Marinette
WRJC—Mauston
WIGM—Medford
WMNE—Menominee
WNBI—Park Falls
WPDR—Portage
WGLB—Port Washington
WEVR, WEVR-FM—River Falls
WTCH—Shawano
WCSW—Shell Lake
WCOW—Sparta
WDOR—Sturgeon Bay
WTTN—Watertown
WLKE—Waupun
WXCO—Wausau
WNNO, WNNO-FM—Wisconsin Dells

1 min 30 sec
All stations 110 88
Less than full state list may be purchased.

*WYOMING STATE GROUP
Comprised of:

KWIV—Douglas
KOWB—Laramie
KVRS—Rock Springs
KBTR—Thermopolis
KYCN—Wheatland

Edited by Nicholas Gordon.

(D-24)

Latin Network

Comprised of:
Non-Interconnected Stations

WBNX—New York, N. Y.
KALI—Los Angeles, Calif.
WFAB—Miami, Fla.
WFAN-FM—Washington, D. C.
KXEW, KXEW-FM—Tucson, Ariz.
XERT—McAllen, Tex.
XEAM—Brownsville, Tex.
KVOZ—Laredo, Tex.
XEWG—El Paso, Tex.
KCCT—Corpus Christi
KEDA—San Antonio, Tex.
XEBBC—San Diego, Calif.
KEPS—Eagle Pass, Tex.

Media Code 4 100 5500 8.00
UBC Sales, Inc., 30 E. 42nd St., New York, N. Y. 10017.

2. REPRESENTATIVES
UBC Sales.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d.
Rate Protection: 12a.
Basic Rates: 20a, 22a, 23a, 24b, 28a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 70a, 70c, 73a.
Copy translated to Spanish without charge.

TIME RATES
Eff.——Rec'd 2/2/73.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti
1 min.	120	110	105

30 sec: 80% of 1-min. 1D's: 55% of 1-min.

CONSECUTIVE WEEKS DISCOUNT
26 wk—10% 52 wk—15%

Magic Circle Network

Comprised of:
Non-Interconnected Stations

Missouri

KBLR, Bolivar
KSOA, Ava
KBHM, Branson
KMAM, Butler
KGMO, Cape Girardeau
KTGR, Columbia
KHAD, De Soto
KDEX, Dexter
KDFN, Doniphan
KYMO, East Prairie
KESM, El Dorado Springs
KEXS, Excelsior Springs
KREI, Farmington
KFTW—Fredericktown
KBTC, Houston
KSCM (FM), Houston
KJAS, Jackson
KODE, Joplin
KLWT, Lebanon
KTCB, Malden
KEMM, Marshfield
KNIM, Maryville
KRMO, Monett
KLRS, Mountain Grove
KPWB, Piedmont
KLID, Poplar Bluff
KMIS, Portageville
KYRO, Potosi
KCLU, Rolla
KETU (FM), Salem
KDRO, Sedalia
KSIM, Sikeston
KICK, Springfield
KALM, Thayer
KLPW, Union
KOKO, Warrensburg
KWRE, Warrenton
KPBD, Waynesville
KWPM, West Plains
KWPM-FM, West Plains
KUKU, Willow Springs

Arkansas

KMLA (FM), Ashdown
KBRI, Brinkley
KVEE, Conway
KCCR, Corning
KFAY, Fayetteville
KHOZ, Harrison
KAMS-FM, Mammouth Springs
KTLO, Mountain Home
KDRS, Paragould
KPOC, Pocahontas
KAMO, Rogers
KARV, Russellville
KWCK, Searcy
KUDA, Siloam Springs
KRRS, Springdale
KWAK, Stuttgart
KTMN, Trumann
KRLW, Walnut Ridge
KWYN, Wynne

Kansas

KMDO, Ft. Scott
KLKC, Parsons

Oklahoma

KGLC, Miami
KOLS, Pryor
KVIN, Vinita

Media Code 4 100 5775 6.00
Mailing address — 1525 S. Glenstone, Box 3335, Springfield, Mo. 65804. Phone 417-881-4114.

1. PERSONNEL
Pres. & Nat'l Sales Mgr.—M. Richard Bradley.
Traffic Manager—Virginia Meek.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 23a, 24c, 25a, 28b.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 71b, 73a.
Schedules may vary from station to station, as may copy, and/or live tags.
Billings: Accounts are billed at the end of each months service on a blanket, itemized statement, with affidavit. Specific adjacencies will be furnished if necessary, however most Magic Circle business is on a time segment basis.
Magic Circle will at no charge make taped dubs of transcripted copy for use on its stations.
Rates noted below are the total rates for all listed Magic Circle Network stations. Contact network for rates for special selective groups.

TIME RATES
Eff 11/15/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

	Open		Open		30 ti
	1 min	30 sec	1 min	30 sec	10 sec
Missouri	131.20	102.25	116.30	90.35	76.90
Arkansas	72.70	53.35	65.45	48.20	42.60
Kansas	15.80	11.80	13.75	10.65	8.80
Oklahoma	9.85	7.25	8.85	6.70	5.78
Total stations	229.55	174.65	204.35	155.90	134.00

Open means any number of spots scheduled in any manner. 30 per week means 30 per week on each station used. Minutes and thirty's may be combined to earn 30 per week rate.

(Regional Networks and Groups continued on next page)

Regional Radio Networks and Groups—Cont'd

Mark Media Group

Comprised of:
Interconnected Stations

WKYK—Burnsville, N. C.
WCSL—Cherryville, N. C.
WIOZ (FM)—Southern Pines, N. C.
WKKB—Pickens, S. C.
WKHJ—Holly Hill, S. C.

Media Code 4 100 5912 5.00
Box 607, Burnsville, N. C. 28714. Phone 704-682-6221.

1. PERSONNEL
President—J. Ardell Sink.
Group Sales Coordinator—Rick Bacon.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff———Rec'd 8/8/74.

6. SPOT ANNOUNCEMENTS
1 min..... 18.75 20/30 sec..... 13.75

Mid Atlantic Network, Inc.

Comprised of:
Non-Interconnected Stations

WHYL, WHYL-FM—Carlisle, Pa.
WAYZ, WAYZ-FM—Waynesboro, Pa.
WFVA, WFVA-FM—Fredericksburg, Va.
WINC—Winchester, Va.
WRPL (FM), Winchester, Va.
WSIG—Mt. Jackson, Va.
WELD—Fisher, W. Va.

Media Code 4 100 6070 1.00
The Mid-Atlantic Network, WINC Bldg., P. O. Box 605, Winchester, Va. 22601. Phone 703-667-2225.

1. PERSONNEL
President—John P. Lewis.
William Allison—WHYL
Roy T. Nester—WAYZ
Philip B. Whitney—WINC
John C. Morgan—WFVA
Dick Mawyer—WSIG
Zug Pennell—WELD

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b.
Cancellation: 71a, 73a.

TIME RATES
GROUP RATES AND DISCOUNTS
3-4 stations—5% discount off applicable rates.
5-6 stations—10% discount off applicable rates.
See individual listing for applicable rates. Identical schedules not required, but must run simultaneously to earn discounts.

MID ATLANTIC SPECIAL
In addition to group discounts an advertiser buying all 7 stations simultaneously entitled to an additional discount as listed below:
6-13 weeks..... 2-1/2% 27-52 weeks..... 7-1/2%
14-26 weeks..... 5%
Advertiser must run a minimum of 4 consecutive weeks and a minimum of 10 announcements per week to qualify

Mutual Black Network

HEADQUARTERS
918 16th St. N.W., Washington, D. C. 20006. Phone 202-785-6300.

REPRESENTATIVE
GCI Sales Inc.: 10 Rockefeller Plaza, New York, N. Y. 10020. Phone 212-582-6060.
One IBM Plaza, Chicago, Ill. 60611. Phone 312-467-4650.
1800 Peachtree Rd., N. W., Atlanta, Ga. 30309. Phone 404-353-6067.
44 Montgomery St., San Francisco, Calif. 94104. Phone 415-956-5970.
1888 Century Park East, Suite 1015, Los Angeles, Calif. 90067. Phone 213-552-1376.
For rates and data see Network Rates and Data.

Mutual Broadcasting System

918 16th St. N.W., Washington, D. C. 20006. Phone 202-785-6300.
888 Seventh Ave., New York, N. Y. 10019. Phone 212-977-2780.
360 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-641-0355.
28333 Telegraph Rd., Southfield, Mich. 48076. Phone 313-354-4270.
1888 Century Park East, Suite 1015, Los Angeles, Calif. 90067. Phone 213-552-1376.
For rates and data see Network Rates and Data.

National AgRadio Groups, Inc.

Media Code 4 100 6090 9.00
A Division of Radio Del-Val, Inc., 1111 Spring St., Silver Spring, Md. 20910. Phone 301-585-9699.

1. PERSONNEL
President—Erny Tannen.

4. AGENCY COMMISSION
15%.

TIME RATES
Non-Interconnected Stations
Eff———Rec'd 4/21/69.

MILK GROUP
Comprised of:

California:
KLBS—Los Banos
KEAP—Fresno
KREL—Corona
Idaho:
KAIN—Nampa
Minnesota:
KDUZ—Hutchinson
KEYL—Long Prairie
New York:
WJTN—Jamestown
WCLI, WCLI-FM—Corning
WKOL—Amsterdam
WMNS—Olean
Pennsylvania:
WGSA—Ephrata
Wisconsin:
WAPL—Appleton
WJMC—Rice Lake
WMIR—Lake Geneva
WBEL—Beloit
WIXK, WIXK-FM—New Richmond
WTTN—Watertown
WTMB—Tomah

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	8,670.75	7,284.00	5,723.00	3,996.00	2,088.00

BEEF GROUP
Comprised of:

California:
KICO—Calexico
KEAP—Fresno
KGEN—Tulare
KLBS—Los Banos
KREC—King City
KIOT—Barstow
Idaho:
KAIN—Nampa
KTFI—Twin Falls
Illinois:
WLBK—DeKalb
WGEN—Geneseo
WMRO—Aurora
Iowa:
KCOB—Newton
Nebraska:
KBRX—O'Neill
Pennsylvania:
WGSA—Ephrata
South Dakota:
KELO—Sioux Falls
Washington:
KUTI—Yakima
Wisconsin:
WBEL—Beloit
WJMC—Rice Lake
WAPL—Appleton

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	9,375.00	7,785.00	6,122.00	4,254.00	2,227.00

HOG GROUP
Comprised of:

Illinois:
WGEN—Geneseo
WAIK—Galesburg
WLBK—DeKalb
Iowa:
KCII—Washington
KCOB—Newton
KBIT (FM)—Clarion
KJFJ—Webster City
KMAQ—Maquoketa
Minnesota:
KBEW—Blue Earth
Ohio:
WCHO—Washington Court House

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	4,680.00	3,876.00	3,060.00	2,142.00	1,122.00

BROILER GROUP
Comprised of:

Alabama:
WZOB—Fort Payne
WERH—Hamilton
Arkansas:
KBRS—Springdale
California:
KIOT—Barstow
KEAP—Fresno
Indiana:
WKAM—Goshen
Maine:
WFAU—Augusta
Maryland:
WDMV—Pokomoke City
Pennsylvania:
WGSA—Ephrata
Virginia:
WHBG—Harrisonburg
Wisconsin:
WJMC—Rice Lake

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	5,025.00	4,236.00	3,339.00	2,344.10	1,221.00

CORN GROUP
Comprised of:

Illinois:
WPOK—Pontiac
WEFA (FM)—Waukegan
WGEN—Geneseo
WLBK—DeKalb
WBYG—Kankakee
WAIK—Galesburg
WTIM—Taylorville
Iowa:
KBIT (FM)—Clarion
KCOB—Newton
Minnesota:
KLGR—Redwood Falls
KBEW—Blue Earth
KDOM—Windom
Nebraska:
KJSK—Columbus
South Dakota:
KELO—Sioux Falls

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	6,169.50	5,086.00	4,005.00	2,796.00	1,461.00

SOYBEAN GROUP
Comprised of:

Arkansas:
KBIB—Monette
KFFA—Helena
Illinois:
WEFA (FM)—Waukegan
WTIM—Taylorville
WPOK—Pontiac
WBYG—Kankakee
WDDT—Greenville
Missouri:
KMIS—Portageville
Indiana:
WIMS—Michigan City
Iowa:
KBIT (FM)—Clarion
KJFJ—Webster City
Minnesota:
KREW—Blue Earth
KLGR—Redwood Falls
Mississippi:
WNLA—Indianola
KDEX—Dexter
Ohio:
WFOB—Fostoria

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	4,894.50	4,140.00	3,292.00	2,322.00	1,224.00

WHEAT GROUP
Comprised of:

Colorado:
KOLR—Sterling
Kansas:
KNEX—McPherson
KANS—Larned
North Dakota:
KXPO—Grafton
KNDK—Langdon
KOVC—Valley City
KRAD—East Grand Forks
Oregon:
KOHU—Hermiston
Texas:
KBMF (FM)—Spearman
Washington:
KULE—Ephrata

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	2,820.00	2,412.00	1,926.00	1,362.00	720.00

TOBACCO GROUP
Comprised of:

Florida:
WSBP—Chattahoochee
Kentucky:
WCYN—Cynthiana
Maryland:
WYIE—Annapolis
North Carolina:
WGNL—Greenville
WAGR—Lumberton
WFMC—Goldsboro
WEEW—Washington
WPGF—Burgaw
Pennsylvania:
WGSA—Ephrata
South Carolina:
WOLS—Florence

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	4,080.00	3,486.00	2,752.00	1,958.00	1,024.00

COTTON GROUP
Comprised of:

Arkansas:
KBIB—Monette
KFFA—Helena
California:
KEAP—Fresno
KICO—El Centro
Mississippi:
WLNA—Indianola
WROX—Clarksdale
WDDT—Greenville
Missouri:
KMIS—Portageville
KDEX—Dexter
New Mexico:
KGRT—Las Cruces
North Carolina:
WAGB—Lumberton
Oklahoma:
KTAT—Frederick
Tennessee:
WKBJ—Milan
Texas:
KDAV—Lubbock
KSOX—Raymondville
KVOP—Plainview
KFLP—Floydada
KRAN—Morton
KFYN—Bonham

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	5,310.00	4,524.00	3,600.00	2,538.00	1,338.00

EGG GROUP
Comprised of:

Alabama:
WKUL—Cullman
California:
KIOT—Barstow
KIEL—Corona
KGEN—Tulare
KEAP—Fresno
KLBS—Los Banos
Connecticut:
WFIF—Milford
Illinois:
WPOK—Pontiac
Maine:
WFAU—Augusta
Maryland:
WDMV—Pocomoke
Massachusetts:
WCAP—Lowell
Minnesota:
KLGR—Redwood Falls
KBEW—Blue Earth
KDUZ—Hutchinson
New Jersey:
WSNJ—Bridgeton
WNJH—Hammonton
Ohio:
WDRK—Greenville
Pennsylvania:
WGSA—Ephrata
Virginia:
WHBG—Harrisonburg

6. SPOT ANNOUNCEMENTS

WKLY:	60 tl	48 tl	36 tl	24 tl	12 tl
1 min..	8,520.00	7,128.00	5,577.00	3,882.00	2,022.00

DISCOUNTS
26 wk—5% 52 wk—10%

National Black Network

1350 Avenue of the Americas, New York, N. Y. 10019. Phone 212-586-0610.
For rates and data see listing in Network Rates and Data.

National Spanish Language Network

Comprised of:
Non-Interconnected Stations

California:
KLBS, KLBS-FM—Los Banos
KFAX—San Francisco
XEXX—San Diego
XEAZ—San Diego
Illinois:
WCRW—Chicago
WEDC—Chicago
WSBC—Chicago
WXRT (FM)—Chicago
Pennsylvania:
WTEL—Philadelphia
New Mexico:
KRDD—Roswell
New York:
WHBI (FM)—Newark/New York
Ohio:
WZAK (FM)—Cleveland
Texas:
KCFH—Cuero
XEAE—Del Rio
XEKD—Del Rio
KFST—Fort Stockton
KLVL—Pasadena/Houston
XEO—Reynosa/McAllen
XEOR—Matamoras/Brownsville
XEAS—Nuevo Laredo/Laredo
XENU—Nuevo Laredo/Laredo

Media Code 4 100 6325 9.00
Business office—275 Madison Ave., New York, N. Y. 10016. Phone 212-889-1200.

2. REPRESENTATIVES
Atlanta, San Francisco, New York, Chicago, Los Angeles—National Time Sales.
San Francisco—Albert Chance Company.
Tulsa—Beverley Butler, Box 1384, Tulsa, Okla. 74101. Phone 918-587-1491.

3. GENERAL ADVERTISING See coded regulations
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a.
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 12/8/67.

6. SPOT ANNOUNCEMENTS
DISCOUNTS
5 station buy or more..... 3%
12 station buy or more..... 5%
20 station buy or more..... 7%
24 station buy or more..... 10%

TEXAS STATE GROUP

KCCT—Corpus Christi
KCFH—Cuero
XEAE—Del Rio
XEKD—Del Rio
XEJ—El Paso
KFST—Fort Stockton
KIRT—Mission/McAllen
KSJT (FM)—San Angelo
KLVL—Pasadena/Houston
XEO—Reynosa/McAllen
XEOR—Matamoras/Brownsville
XEAS—Nuevo Laredo/Laredo
KVOU—Uvalde

DISCOUNTS
Entire group—7% 7 stations or more—5%

NBC News and Information Service

NEWS AND INFORMATION SERVICE

(This is a paid listing.)
Media Code 4 100 6662 5.00

Business Offices:
New York 10020—30 Rockefeller Plaza. Phone 212-247-8300. Kevin Cox.
Chicago 60654—Merchandise Mart Plaza. Phone 312-644-8300. Nell Weed.
Detroit—1721 Crooks Rd., Troy, Mich. 48084. Phones 313-643-0050, 564-4800. Carl Lanci.
Los Angeles—3000 W. Alameda, Burbank, Calif. 91503. Phone 213-845-7000. Dolores Gurr.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert Mounty.

4. AGENCY COMMISSION
15%.

TIME RATES
Subscribing station list and rates available.
Edited by Steve White.
(S)

NBC Radio Network

EASTERN: 30 Rockefeller Plaza, New York, N. Y. 10020. Phone 212-247-8300.
CENTRAL: Merchandise Mart Plaza, Chicago, Ill. 60654. Phone 312-644-8300.
DETROIT: First Federal Bldg., Rm. 1127, 1001 Woodward Ave., Detroit, Mich. 48226. Phone 313-643-0050.
WESTERN: 3000 W. Alameda, Burbank, Calif. 91503. Phone 213-845-7000.
For rates and data see listing in Network Rates and Data.

Rep Network, The

Division of PRO Time Sales, Inc., 441 Lexington Ave., New York, N. Y. 10017. Phone 212-687-3380.
For rates and data see listing in Network Rates and Data.

Rollins, Inc.

Comprised of:
Non-Interconnected Stations

WBES (FM)—Charleston, W. Va.
WCHS—Charleston, W. Va.
WBEE—Harvey, Ill.
WAMS—Wilmington, Del.
KDAY—Santa Monica, Calif.
WRAP—Norfolk, Va.

Media Code 4 100 7425 6.00
Business Office—Box 647, Atlanta, Ga. 30301.

1. PERSONNEL
Group Vice-President—James C. Boddey.
Vice-Pres., Radio Division—Paul Downs.

2. REPRESENTATIVES
See individual station listings.

4. AGENCY COMMISSION
15%: no cash discount.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 42a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 71a, 73a.

TIME RATES

Single Track Plan	Discount
Any 3 stations, regular rates less.....	10%

(Minimum buy of 8 announcements per week.)

Southwest Radio Concept

Comprised of:
Non-Interconnected stations

KMEO, KMEO FM—Phoenix, Ariz.
KDEF—Albuquerque, N. M.
KROD—El Paso, Tex.

Media Code 4 100 7900 8.00
Business Office: 3719 N. 32nd Ave., Phoenix, Ariz. 85017. Phone 609-279-5577.

1. PERSONNEL
Regional Sales Manager—Robert J. Zimmerman.

2. REPRESENTATIVES
Century National Sales.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
See individual stations.

TIME RATES
Eff———Rec'd 7/15/74.

DISCOUNT
3 sta. or..... 10% 2 sta. or..... 5%

(Regional Radio Networks and Groups continued on next page)

Regional Radio Networks and Groups—Continued

Tichenor Radio Group

Comprised of:
Interconnected live & by tape Stations

KGBT—Harlingen, Tex.
KELT—Harlingen, Tex.
KUNO—Corpus Christi, Tex.
KIIOO (FM)—Waco, Tex.
WACO—Waco, Tex.
KIFN—Phoenix, Ariz.
WGMA—Hollywood, Fla.

Media Code 4 100 8862 3.00

KIFN Radio, Inc., 147 E. Garfield, Phoenix, Ariz. 85004. Phone 602-257-9363, TWX 910-951-4267.

1. PERSONNEL
President—McHenry T. Tichenor.
Vice-Pres. & Gen'l Sales Mgr.—Willie Harris, Jr.

2. REPRESENTATIVES
Saralli/Gates, Inc.

4. AGENCY COMMISSION
15% time only.

TIME RATES
Eff ————Rec'd 9/22/70.

Amigo Spanish Group discounts. See Amigo Spanish See individual stations for rates.
3% discount when any 3 of 4 AM stations are purchased simultaneously. Minimum of 5 spots per week on each station necessary to qualify. Above discount applicable only when 3-station purchases do not qualify for Amigo Spanish Group Discounts. Tichenor Radio Group discounts do not combine with Group listing.

Tobacco Radio Network, The

Media Code 4 100 8800 9.00

Executive Office—Box 1988, 137 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8895. Call collect.

1. PERSONNEL
General Manager—Wally Voigt.
National Account Executive—Paul von Hagel.
Regional Account Executive—Allen B. Jones.

2. REPRESENTATIVES
T-N Spot Sales.
Michigan—Pearse Sales.

4. AGENCY COMMISSION
15/0 time, talent and production.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Talent and normal production cost based on charge of 20% of time cost.

TIME RATES
Eff————Rec'd 6/6/75.
Interconnected by Tape Stations

NORTH CAROLINA STATE GROUP
Comprised of:

WBRZ—Clinton
WCKB—Dunn
WTIK—Durham
WLOE—Eden
WFMO—Fairmont
WFAG—Farmville
WFNC—Fayetteville
WAKS—Fuquay-Varina
WGBR—Goldsboro
WIZS—Henderson
WISP—Kinston
WYRN—Louisburg
WCBQ—Oxford.
WYNA—Raleigh
WCBT—Roanoke Rapids
WCEC—Rocky Mount
WFMA (FM)—Rocky Mount
WRXO, WKRX (FM)—Roxboro
WWGP—Sanford
WYAL—Scotland Neck
WBZB—Selma
WMPM—Smithfield
WCPS—Tarboro
WLSE—Wallace
WENC—Whiteville
WGTM—Wilson
WSJS—Winston-Salem

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	160.28	157.73	152.82	147.27
	104x	156x	260x	312x
1 min	142.31	138.45	134.16	129.73

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	281.77	272.67	262.86	251.85
	104x	156x	260x	312x
5 min	241.55	233.08	223.71	216.82

SOUTH CAROLINA STATE GROUP
Comprised of:

WLAT—Conway
WDAR—Darlington
WDSC—Dillon
WJMX—Florence
WDKD—Kingstree
WJOT—Lake City
WCIG—Mullins
WJAY—Mullins
WFIG—Sumter

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	39.86	37.86	36.47	34.49
	104x	156x	260x	312x
1 min	32.31	31.20	29.98	27.58

8. PROGRAM TIME RATER

	1x	13x	26x	52x
5 min	71.02	68.60	64.99	59.07
	104x	156x	260x	312x
5 min	56.43	50.81	49.05	44.64

GEORGIA STATE GROUP
Comprised of:

WDMG—Douglas
WLOP—Jesup
WMGA—Moultrie
WWNS—Statesboro
WWGS—Tifton
WGAF—Valdosta
WVOP—Vidalia
WACL—Waycross

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	49.50	48.81	46.88	45.17
	104x	156x	260x	312x
1 min	42.00	40.78	39.60	36.74

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	71.92	67.32	64.89	61.47
	104x	156x	260x	312x
5 min	59.22	57.79	56.54	54.11

VIRGINIA STATE GROUP
Comprised of:

WODI—Brookneal
WMEK—Chase City
WKBY—Chatham
WDVA—Danville
WMNA—Gretna
WHLF—South Boston
WJWS—South Hill

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	32.72	32.31	31.95	31.37
	104x	156x	260x	312x
1 min	30.71	30.60	30.45	30.12

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	50.00	50.00	50.00	50.00
	104x	156x	260x	312x
5 min	50.00	50.00	50.00	50.00

FLORIDA STATE GROUP
Comprised of:

WDSR—Lake City
WNER—Live Oak

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	8.53	8.53	6.77	6.77
	104x	156x	260x	312x
1 min	6.77	6.77	6.77	6.77

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	15.29	15.29	14.12	11.76
	104x	156x	260x	312x
5 min	11.76	11.76	11.76	11.76

KENTUCKY STATE GROUP
Comprised of:

WANY—Albany
WBBT—Bardstown
WKTC—Bowling Green
WTCO—Campbellsville
WCYN—Cynthiana
WIEL—Elizabethtown
WSTL—Eminence
WAXU, WAXU-FM, Georgetown
WCDS—Glasgow
WGOH—Grayson
WHOP—Hopkinsville
WVLK—Lexington
WKDO—Liberty
WFTG—London
WFTM—Maysville
WPLW—Monticello
WMOR—Morehead
WMST—Mount Sterling
WVJS—Owensboro
WEKY—Richmond
WRUS—Russellville
WCND—Shelbyville
WSFC—Somerset
WWKY—Winchester

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	125.04	121.80	119.05	112.82
	104x	156x	260x	312x
1 min	106.38	100.94	96.37	90.05

6. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	199.03	186.40	175.67	166.97
	104x	156x	260x	312x
5 min	154.03	146.80	139.10	127.57

TENNESSEE STATE GROUP

WBKM—Carthage
WDXN—Clarksville
WKRM—Columbia
WENR—Englewood
WHIN—Gallatin
WGRV—Greenville
WJCW—Johnson City
WEEN—Lafayette
WCOR—Lebanon
WCRK—Morristown
WLIK—Newport
WRGS—Rogersville
WDBL—Springfield
WNTT—Tazewell

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	67.17	64.85	62.05	58.00
	104x	156x	260x	312x
1 min	55.12	52.38	49.32	47.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	134.78	118.77	111.78	99.33
	104x	156x	260x	312x
5 min	91.71	86.78	81.45	77.13

MARYLAND STATE GROUP
Comprised of:

WSMD—La Plata
WKIK—Leonardtown

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	11.38	11.38	11.38	11.38
	104x	156x	260x	312x
1 min	11.38	11.38	11.38	11.38

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	22.65	22.65	22.65	22.65
	104x	156x	260x	312x
5 min	22.65	22.65	22.65	22.65

COTTON NETWORK
NORTH CAROLINA STATE GROUP
Comprised of:

WCKB—Dunn
WFMO—Fairmont
WFAG—Farmville
WFNC—Fayetteville
WIZS—Henderson
WEWO—Laurinburg
WMAP—Monroe
WCEC—Rocky Mount
WYAL—Scotland Neck
WBZB—Selma
WMPM—Smithfield
WCPS—Tarboro
WADE—Wadesboro
WGTM—Wilson

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	65.38	63.55	64.15	61.63
	104x	156x	260x	312x
1 min	58.16	56.86	55.03	53.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	150.49	141.71	135.04	127.31
	104x	156x	260x	312x
5 min	120.87	108.24	105.77	103.64

SOUTH CAROLINA STATE GROUP
Comprised of:

WLOW—Aiken
WANS—Anderson
WBAW—Barnwell
WBSC—Bennettsville
WAGS—Bishopville
WDAR—Darlington
WDSC—Dillon
WJMX—Florence
WBHC—Hampton
WHSC—Hartsville
WKSC—Kershaw
WDKD—Kingstree
WLBG—Laurens
WYMB—Manning
WCIG—Mullins
WJAY—Mullins
WTND—Orangeburg
WSPA—Spartanburg
WFIG—Sumter

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	89.44	86.99	80.05	78.37
	104x	156x	260x	312x
1 min	74.85	71.68	69.74	66.04

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	149.57	146.68	129.04	128.31
	104x	156x	260x	312x
5 min	122.97	114.52	110.22	103.67

GEORGIA STATE GROUP
Comprised of:

WDEC—Americus
WMES—Ashburn
WBBK—Blakely
WCLB—Camilla
WMJM—Cordele
WGSR—Millen
WMRE—Monroe
WMGA—Moultrie
WSIZ—Ocilla
WSFB—Quitman
WSNT—Sandersville
WWNS—Statesboro
WDWD—Dawson
WMLT—Dublin
WKLY—Hartwell
WCEH—Hawkinsville
WPEH—Louisville
WJAT, WJAT-FM—Swainsboro
WSYL—Sylvania
WOGA—Sylvester
WTWA—Thomson
WWGS—Tifton
WVOP—Vidalia
WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	119.61	118.32	114.16	108.32
	104x	156x	260x	312x
1 min	100.61	97.65	93.13	85.79

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	197.35	191.17	183.06	172.23
	104x	156x	260x	312x
5 min	160.90	156.43	148.45	143.35

ALABAMA STATE GROUP
Comprised of:

WKAC—Athens
WAGS—Centre
WKUL—Cullman
WHOS—Decatur
WXAL—Demopolis
WOOF—Dothan
WBLO—Evergreen
WJOI—Florence
WGYV—Greenville
WBHP—Huntsville
WTBF—Troy
WJRD—Tuscaloosa
WETU—Wetumpka

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	64.44	63.96	63.03	60.48
	104x	156x	260x	312x
1 min	58.94	56.16	55.39	52.26

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	116.31	111.58	105.26	100.30
	104x	156x	260x	312x
5 min	99.23	98.40	97.57	96.62

PEANUT NETWORK
NORTH CAROLINA STATE GROUP
Comprised of:

WRCS—Ahoskie
WBLA—Elizabethtown
WFAG—Farmville
WWDR—Murfreesboro
WCEC—Rocky Mount
WYAL—Scotland Neck
WCPS—Tarboro
WIAM—Williamston

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	35.27	30.61	28.17	26.50
	104x	156x	260x	312x
1 min	24.83	23.76	22.56	21.58

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	75.00	70.90	58.41	55.30
	104x	156x	260x	312x
5 min	52.16	49.56	46.66	44.75

SOUTH CAROLINA STATE GROUP
Comprised of:

WJMX—Florence

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.80	7.40	7.00	6.60	6.20	5.80	5.40	5.00
5 min	11.75	11.18	10.59	10.00	9.41	8.82	8.24	7.65

VIRGINIA STATE GROUP
Comprised of:

WEVA—Emporia
WYSR—Franklin
WHAP—Hopewell
WPVA—Petersburg
WLPM—Suffolk

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	21.13	20.04	19.45	18.37
	104x	156x	260x	312x
1 min	18.37	17.57	17.07	16.28

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	56.05	51.52	49.16	46.99
	104x	156x	260x	312x
5 min	46.99	43.64	42.64	40.46

FLORIDA STATE GROUP
Comprised of:

WTOT—Marianna

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	3.60	3.40	3.20	3.00
	104x	156x	260x	312x
1 min	2.80	2.60	2.40	2.20

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	7.60	7.20	6.80	6.40
	104x	156x	260x	312x
5 min	6.00	5.60	5.20	4.80

GEORGIA STATE GROUP
Comprised of:

WDEC—Americus
WMES—Ashburn
WMGB—Bainbridge
WBBK—Blakely
WGRA—Cairo
WCLB—Camilla
WMJM—Cordele
WDWD—Dawson
WDMG—Douglas
WMLT—Dublin
WBHB—Fitzgerald
WGSR—Millen
WMGA—Moultrie
WSIZ—Ocilla
WPGA—Perry
WSFB—Quitman
WOGA—Sylvester
WWNS—Statesboro
WJAT, WJAT-FM—Swainsboro
WSYL—Sylvania
WPAX—Thomasville
WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	112.53	111.84	107.87	102.45
	104x	156x	260x	312x
1 min	97.73	94.22	90.22	84.60

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	185.30	182.77	176.13	168.93
	104x	156x	260x	312x
5 min	162.13	158.59	151.91	148.00

ALABAMA STATE GROUP
Comprised of:

WCTA, WCTA-FM Andalusia
WOOF—Dothan
WIRB—Enterprise
WULA—Eufaula
WBLO—Evergreen
WGEA—Geneva
WGYV—Greenville
WOZS—Ozark
WTBF—Troy

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	32.62	32.10	31.16	29.38	27.52	26.10	24.69	23.97
5 min	66.03	64.35	60.92	57.24	49.86	48.20	46.02	43.02

SOYBEAN NETWORK
NORTH CAROLINA STATE NETWORK
Comprised of:

WBRZ—Clinton
WCKB—Dunn
WGAI—Elizabeth City
WFMO—Fairmont
WFAG—Farmville
WFNC—Fayetteville
WAKS—Fuquay
WGBR—Goldsboro
WFTC—Kinston
WEWO—Laurinburg
WMAP—Monroe
WWDR—Murfreesboro
WYNA—Raleigh
WCEC—Rocky Mount
WYAL—Scotland Neck
WBZB—Selma
WMPM—Smithfield
WCPS—Tarboro
WADE—Wadesboro
WLSE—Wallace
WITN—Washington
WENC—Whiteville

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	112.41	110.20	104.17	99.67
	104x	156x	260x	312x
1 min	94.99	92.46	88.74	85.84

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	228.45	219.38	206.34	201.54
	104x	156x	260x	312x
5 min	169.28	162.57	151.17	135.87

SOUTH CAROLINA STATE GROUP
Comprised of:

WLOW—Aiken
WDOG—Allendale
WWBD—Bamberg
WBSC—Bennettsville
WBAW—Barnwell
WAGS—Bishopville
WCRE—Cheraw
WLAT—Conway
WDAR—Darlington
WDRC—Dillon
WJMX—Florence
WBHC—Hampton
WKSC—Kershaw
WDKD—Kingstree
WJOT—Lake City
WYMB—Manning
WKDK—Newberry
WTND—Orangeburg
WFIG—Sumter
WALD—Walterboro

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	81.99	80.12	77.35	73.97
	104x	156x	260x	312x
1 min	69.91	67.33	65.27	61.28

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	150.95	138.85	143.28	125.03
	104x	156x	260x	312x
5 min	123.30	116.75	112.51	101.88

GEORGIA STATE GROUP
Comprised of:

WGAU—Athens
WDEC—Americus
WKIG—Glennville
WMJM—Cordele
WPEH—Louisville
WGSR—Millen
WMGA—Moultrie
WPGA—Perry
WSNT—Sandersville
WWNS—Statesboro
WJAT, WJAT-FM—Swainsboro
WSYL—Sylvania
WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	66.58	65.34	61.98	57.78
	104x	156x	260x	312x
1 min	53.55	51.75	49.13	45.27

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	112.20	109.04	104.49	99.85
	104x	156x	260x	312x
5 min	94.80	90.27	83.51	78.72

VIRGINIA STATE GROUP
Comprised of:

WIKI—Chester
WEVA—Emporia
WYSR—Franklin
WPVA—Petersburg
WLPM—Suffolk
WESR—Tasley
WNNT—Warsaw

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	37.97	36.88	35.20	33.51	32.97	31.78	30.93	30.14
5 min	84.50	79.18	75.02	70.56	69.27	63.92	61.22	56.44

ALABAMA STATE GROUP
Comprised of:

WHCA—Bay Minette
WTCB—Flomaton
WHEP—Foley
WBHP—Huntsville
WJAM—Marion
WNUZ—Talladega
WJDB—Thomasville

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	34.49	21.28	19.67	19.06	17.98	17.26	16.70	15.97
5 min	44.33	37.87	35.25	33.01	32.02	31.04	29.75	28.47

SOUTHEASTERN CORN/HOG NETWORK
NORTH CAROLINA STATE GROUP
Comprised of:

WRRZ—Clinton
WCKB—Dunn
WBLA—Elizabethtown
WFMO—Fairmont
WFAG—Farmville
WFNC—Fayetteville
WAKS—Fuquay
WGBR—Goldsboro
WFTC—Kinston
WMAP—Monroe
WWDR—Murfreesboro
WCBT—Roanoke Rapids
WCEC—Rocky Mount
WYAL—Scotland Neck
WBZB—Selma
WMPM—Smithfield
WCPS—Tarboro
WLSE—Wallace
WITN—Washington
WENC—Whiteville
WIAM—Williamston
WGTM—Wilson

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	112.63	109.42	102.10	97.39
	104x	156x	260x	312x
1 min	91.61	88.97	83.88	80.56

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	235.16	208.24	204.22	190.45
	104x	156x	260x	312x
5 min	166.73	159.49	146.43	144.00

SOUTH CAROLINA STATE GROUP
Comprised of:

WLOW—Aiken
WWBD—Bamberg
WLAT—Conway
WDAR—Darlington
WJMX—Florence
WBHC—Hampton
WKSC—Kershaw
WDKD—Kingstree
WJOT—Lake City
WYMB—Manning
WCIG—Mullins
WJAY—Mullins
WTND—Orangeburg
WFIG—Sumter
WYCL—York

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	62.33	60.53	58.53	55.79
	104x	156x	260x	312x
1 min	52.31	50.32	48.32	45.10

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	109.02	105.20	99.33	91.95
	104x	156x	260x	312x
5 min	85.49	77.75	73.86	66.75

(This listing continued on next page)

Regional Radio Networks and Groups—Tobacco Radio Network, The—Continued

GEORGIA STATE GROUP

Comprised of:

WULF—Alma
WDEC—Americus
WMES—Ashburn
WMGR—Bainbridge
WBIK—Blakely
WGRA—Cairo
WCLB—Camilla
WCLA—Claxton
WMJM—Cordele
WDMG—Douglas
WMLT—Dublin
WCEH—Hawkinsville
WVOH—Hazelhurst
WLOP—Jesup
WPEH—Louisville
WBBT—Lyons
WDAX—McRae
WGSB—Millen
WMGA—Moultrie
WNGA—Nashville
WSIZ—Ocilla
WSFB—Quitman
WSNT—Sandersville
WWNS—Statesboro
WJAT, WJAT-FM—Swainsboro
WSYL—Sylvania
WPAX—Thomasville
WWGS—Tifton
WGAF—Valdosta
WVOP—Vidalia
WBRO—Waynesboro

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
1 min	146.98	145.39	139.31	133.10
	104x	156x	260x	312x
1 min	123.97	120.46	115.63	106.56

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	242.02	238.10	225.93	215.44
	104x	156x	260x	312x
5 min	208.14	199.67	190.55	185.79

ALABAMA STATE GROUP

Comprised of:

WCTA, WCTA-FM—Andalusia
WKAC—Athens
WHOS—Decatur
WOOF—Dothan
WIRB—Enterprise
WULA—Eufaula
WBLO—Evergreen
WXOR—Florence
WGEA—Geneva
WGYV—Greenville
WOZK—Ozark
WTBF—Troy

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	47.88	42.06	40.17	36.72	34.86	33.44	32.03	31.31
5 min	94.85	91.17	85.74	80.36	72.68	71.02	68.84	65.84

VIRGINIA STATE GROUP

Comprised of:

WMEK—Chase City
WYSR—Franklin
WJWS—South Hill
WLPM—Suffolk

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	18.61	17.70	17.34	16.43	15.78	15.16	14.51	13.86
5 min	33.71	32.71	32.71	31.71	31.71	30.71	29.71	28.71

FLORIDA STATE GROUP

Comprised of:

WRUF—Gainesville
WDSR—Lake City
WMAF—Madison
WTYS—Marianna

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	20.92	20.72	18.76	18.56	18.36	18.16	17.96	17.76
5 min	32.82	32.42	29.08	25.15	24.75	23.76	23.36	22.25

(C-3)

UPI Audio Network

(UPI News Network)

220 East 42nd St., N. Y. 10017. Phone 212-682-0400. A program network providing news to affiliated stations.

Western States Radio Empire

Comprised of:

Non-Interconnected Stations

Washington:
KBRO—Bremerton
KITI—Centralia-Chehalis
KCVL—Colville
KULE—Ephrata
KVAC—Forks
KBAM—Longview
KITN—Olympia
KOMW—Omak
KAPA—Raymond
KMAS—Shelton
KMEL—Wenatchee

Oregon:
KGRL—Bend
KBBR—Coos Bay-North Bend
KEED—Eugene
KOHU—Hermiston
KGAL—Lebanon
KMCM—McMinnville
KTIX—Pendleton
KRCO—Prineville
KYES—Roseburg
KOHI—St. Helens
KACI—The Dalles

Media Code 4 100 9200 1.00

Business Office—c/o Jack Masla & Co., Inc., 666 Fifth Ave., New York, N. Y. 10019. Phone 212-751-4848.

1. PERSONNEL

President—Jack Masla.

2. REPRESENTATIVES

Jack Masla & Co., Inc.

4. AGENCY COMMISSION

15% on net station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 12b.
Basic Rates: 20a, 22a, 22b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60k, 61a, 61b.
Cancellation: 71a, 73a.

TIME RATES

Eff 11/68—Rec'd 10/7/68.

7. PACKAGE PLANS

FULL NETWORK

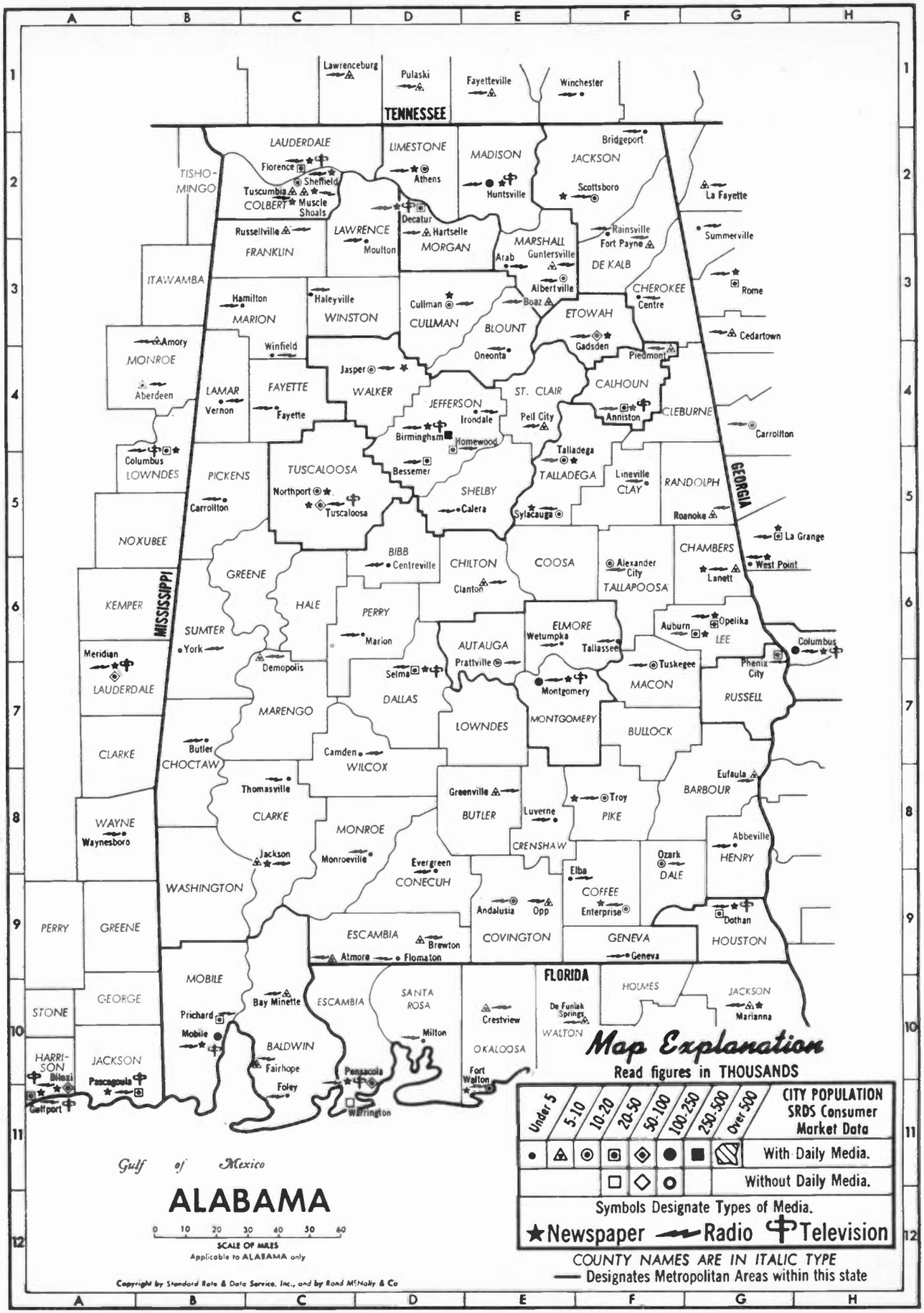
PER WK:	12 tl	18 tl	24 tl	30 tl
1 min	178.53	168.41	159.02	147.16
26/30 sec	138.46	131.57	124.22	116.61
10 sec	90.58	85.26	80.53	75.51

For single station rates see individual station listing.

Negro Population Data

(January 1, 1975)

STATE TOTAL	837,403	Clarke	10,427
METRO AREAS		Dallas	25,655
Anniston	16,565	Escambia	10,020
Birmingham	206,740	Etowah	11,777
Decatur	6,090	Houston	13,636
Dothan	13,636	Jefferson	192,200
Florence	14,572	Lee	13,910
Gadsden	11,777	Lowndes	10,392
Huntsville	32,821	Macon	18,942
Mobile	116,628	Madison	25,573
Montgomery	76,257	Marengo	10,620
Tuscaloosa	25,292	Mobile	106,226
Total Metros	520,378	Montgomery	61,888
COUNTIES		Russell	18,821
Baldwin	10,402	Talladega	19,121
Calhoun	16,565	Tuscaloosa	25,292
Chambers	11,846	Total Counties	613,313



Demographic estimates for every Metro Area

men & women in 4 age groups teens and children

See Contents Page.

R-N 9/10

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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Anniston—Calhoun
Auburn—Lee
Bessemer—Jefferson
Birmingham—Jefferson
Decatur—Morgan
Dothan—Houston
Florence—Lauderdale
Gadsden—Etowah
Homewood—Jefferson
Huntsville—Madison
Mobile—Mobile
Montgomery—Montgomery
Mountain Brook—Jefferson
Phenix City—Russell
Prichard—Mobile
Selma—Dallas
Tuscaloosa—Tuscaloosa

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
ALABAMA STATE TOTALS	3,569.0	1,148.82	12,774,694	11,120	10.3	17.1	11.4	22.2	25.6	7,782,811	6,775	1,919,754	230,784	1,147,390	375,502	446,041	1,447,681	596,830	1,879.28	176.1	1,554,342
AUTAUGA E-6	28.6	8.52	93,829	11,013	7.9	17.8	11.7	23.9	26.0	34,555	4,056	10,160	1,318	3,079	1,099	1,600	7,544	3,853	13.47	1.0	15,433
BALDWIN C-10	66.6	21.31	238,124	11,174	10.8	17.6	11.8	23.4	26.6	124,312	5,834	27,283	3,823	7,155	3,983	4,950	17,297	18,472	34.57	7.3	44,434
BARBOUR G-8†	23.8	7.71	68,904	8,937	13.7	18.2	9.6	15.9	18.7	45,891	5,952	12,271	1,526	3,668	1,440	3,272	6,331	2,950	10.60	1.6	22,246
BIBB D-5	13.9	4.34	36,134	8,326	14.3	20.7	12.1	19.2	15.5	18,291	4,215	5,931	574	1,806	611	845	4,010	2,881	6.68	.4	3,714
BLOUNT E-3	32.4	10.91	95,923	8,792	12.9	21.4	12.9	20.5	15.5	39,876	3,655	10,711	1,432	1,679	2,557	1,425	5,731	2,670	15.20	4.8	50,457
BULLOCK F-7	11.0	3.34	26,858	8,041	14.7	16.1	8.8	14.2	16.9	16,923	5,067	5,164	599	1,597	975	470	2,643	2,021	3.88	2.2	14,243
BUTLER E-8	20.9	6.78	61,682	9,098	14.7	20.8	11.3	18.0	18.1	38,331	5,654	10,220	1,225	3,035	1,652	4,012	6,184	4,716	9.61	2.3	17,827
CALHOUN F-4†	105.8	33.64	370,079	11,001	9.0	19.9	13.3	24.4	23.3	231,842	6,892	56,618	8,379	31,281	9,781	13,718	44,435	16,613	56.51	1.8	15,167
Anniston	30.9	10.75	111,173	10,342	.....	.....	.....	.....	.....	178,609	16,615	31,963	5,432	29,420	8,181	10,619	38,169	7,437	.....	.....	.....
Anniston Metro Area	105.8	33.64	370,079	11,001	9.0	19.9	13.3	24.4	23.3	231,842	6,892	56,618	8,379	31,281	9,781	13,718	44,435	16,613	56.51	.....	.....
CHAMBERS G-5	35.9	11.88	121,438	10,222	10.2	16.1	11.5	24.4	25.0	48,948	4,120	16,224	1,943	1,771	764	2,032	8,721	7,159	19.68	1.0	9,932
CHEROKEE F-3	17.7	5.95	54,542	9,167	12.2	21.1	13.8	21.4	16.7	19,393	3,259	4,291	387	1,708	828	271	4,778	1,778	10.86	3.1	18,210
CHILTON E-6	28.3	9.65	83,580	8,661	14.1	21.7	12.3	19.0	15.2	47,499	4,922	11,818	1,170	3,744	1,941	2,968	10,875	3,652	12.86	3.1	12,006
CHOCTAW 8-7	16.2	4.90	42,218	8,616	14.0	17.6	10.4	17.6	16.8	21,147	4,316	5,579	643	4,038	344	231	4,294	2,182	7.00	.5	4,059
CLARKE C-8	27.1	8.27	76,954	9,305	12.8	19.5	11.2	18.6	19.3	56,278	6,805	13,532	2,255	7,511	2,409	3,399	12,969	3,806	11.51	.5	3,102
CLAY F-5	12.9	4.31	36,266	8,414	11.8	22.2	12.4	19.8	16.3	18,082	4,195	4,760	686	1,660	494	773	5,021	1,275	7.59	.7	13,079
CLEBURNE F-4	11.1	3.64	33,306	9,150	10.4	19.2	13.6	23.3	18.0	14,416	3,960	2,807	710	2,189	318	262	4,572	1,196	6.31	.7	14,985
COFFEE F-9	36.6	12.03	133,363	11,086	10.1	18.9	12.3	21.2	24.5	82,201	6,833	18,183	1,988	4,375	3,826	6,925	20,454	4,380	24.61	2.5	26,879
COLBERT C-2	51.0	16.58	180,345	10,877	8.9	15.2	11.8	25.3	26.4	113,866	6,868	28,607	3,473	8,286	6,024	5,219	27,426	7,613	29.52	2.2	15,336
Florence Metro Area	121.5	39.69	440,075	11,088	8.9	15.7	11.5	24.3	26.8	265,496	6,689	68,588	7,535	45,487	14,064	14,794	48,643	15,862	70.25	.....	.....
CONECUH D-9	14.9	4.75	42,084	8,860	15.1	19.2	10.5	16.5	16.5	22,126	4,658	6,957	872	1,894	1,163	438	1,976	1,207	6.12	1.8	9,004
COOSA E-6	10.8	3.42	34,477	10,081	12.2	19.7	14.2	22.7	19.9	6,530	1,909	2,581	245	156	136	66	483	1,576	4.59	.7	4,261
COVINGTON E-9	33.5	11.81	107,151	9,073	12.9	19.4	12.4	20.4	18.1	75,921	6,429	19,156	1,895	6,958	3,517	6,070	17,898	5,930	23.93	4.3	24,490
CRENSHAW E-8	12.8	4.39	35,593	8,108	15.3	18.9	10.8	16.2	13.6	19,272	4,390	6,192	538	1,669	441	1,198	2,685	1,766	6.17	1.5	21,817
CULLMAN D-3	57.3	18.95	172,308	9,093	13.0	21.5	12.9	20.6	16.1	118,981	6,279	27,239	3,626	13,263	5,161	4,727	24,802	8,210	31.78	13.0	221,356
DALE F-9†	51.9	14.58	192,600	13,210	7.9	19.2	13.3	24.9	24.7	55,566	3,811	13,647	1,284	2,174	2,292	3,376	11,955	7,939	21.88	1.3	13,806
DALLAS D-7†	54.7	16.56	161,975	9,781	13.1	17.7	10.3	17.8	21.3	123,756	7,473	29,586	3,903	15,895	9,055	8,424	23,157	8,785	27.25	2.6	17,896
Selma	26.8	8.80	91,214	10,365	.....	.....	.....	.....	.....	106,368	12,087	26,159	3,898	14,108	8,726	7,520	18,952	5,351	.....	.....	.....
DE KALB F-3	47.2	16.27	135,721	8,342	13.3	21.4	12.1	17.5	14.6	79,574	4,891	17,191	2,330	7,438	2,247	4,521	18,756	6,611	28.36	10.6	103,341
ELMORE E-6	36.8	11.39	116,819	10,256	11.0	16.6	11.5	22.7	23.7	51,039	4,481	16,058	1,619	4,315	1,721	2,463	6,785	6,897	17.82	1.6	14,645
ESCAMBIA D-9	35.4	10.83	103,700	9,575	12.6	18.2	11.9	21.1	20.7	79,423	7,334	25,131	2,718	7,395	3,107	4,241	14,620	5,621	17.71	2.2	16,666
ETOWAH F-3	95.9	32.97	347,272	10,533	10.0	16.5	11.8	24.4	24.7	248,150	7,527	54,477	8,467	31,511	11,153	14,485	51,460	16,264	58.88	2.1	24,183
Gadsden	53.5	18.96	204,946	10,809	.....	.....	.....	.....	.....	205,613	10,845	40,948	6,890	29,267	10,667	12,864	48,556	9,866	.....	.....	.....
Gadsden Metro Area	95.9	32.97	347,272	10,533	10.0	16.5	11.8	24.4	24.7	248,150	7,527	54,477	8,467	31,511	11,153	14,485	51,460	16,264	58.88	.....	.....
FAYETTE C-4	16.4	5.60	48,878	8,728	14.3	22.2	12.3	17.9	15.1	27,220	4,861	7,949	483	1,888	1,747	1,835	3,582	1,837	8.55	1.7	5,564
FRANKLIN C-3	24.8	8.55	82,430	9,641	11.4	18.2	12.2	21.3	20.3	43,059	5,036	12,576	1,095	3,116	2,238	2,130	8,354	3,655	13.07	3.4	22,573
GENEVA F-9	21.7	7.50	74,410	9,921	11.6	18.8	12.0	20.2	20.3	41,344	5,513	10,647	1,988	3,814	660	1,248	7,830	3,187	11.61	3.0	23,545
GREENE C-6	9.2	2.74	20,444	7,461	14.6	15.7	7.8	10.9	14.1	13,902	5,074	4,578	318	2,425	343	455	2,025	1,211	3.73	.9	7,108
HALE C-6	14.4	4.16	31,392	7,546	17.3	18.2	8.9	12.9	13.6	18,207	4,377	6,770	539	1,959	560	616	2,920	1,846	5.25	2.8	15,643
HENRY G-8	12.4	4.11	37,699	9,173	13.7	19.6	11.4	18.4	18.4	23,855	5,804	6,584	804	1,331	1,598	782	5,590	895	6.86	2.7	19,533
HOUSTON G-9	65.5	21.83	244,844	11,216	9.7	16.7	11.7	23.1	25.1	205,540	9,415	36,284	3,854	42,079	7,910	12,646	39,823	10,745	36.50	3.6	36,599
Dothan	43.0	14.46	177,044	12,244	.....	.....	.....	.....	.....	184,622	12,768	29,766	3,528	40,560	6,881	11,138	39,287	8,223	.....	.....	.....
Dothan Metro Area	65.5	21.83	244,844	11,216	9.7	16.7	11.7	23.1	25.1	205,540	9,415	36,284	3,854	42,079	7,910	12,646	39,823	10,745	36.50	.....	.....
JACKSON F-2	43.1	14.14	132,865	9,396	12.4	19.9	12.9	21.0	18.0	61,599	4,356	18,020	2,053	4,429	3,437	3,980	9,672	6,697	21.95	5.6	30,969
JEFFERSON D-4	648.7	219.55	2,832,967	12,904	7.8	13.7	11.2	25.0	32.8	1,798,787	8,193	416,747	48,342	321,091	103,401	105,202	328,791	125,296	358.95	2.4	14,027
Bessemer	34.2	11.40	108,994	9,561	.....	.....	.....	.....	.....	135,696	11,903	41,278	3,752	12,767	5,882	6,537	33,618	9,235	.....	.....	.....
Birmingham	285.5	101.81	1,154,317	11,338	.....	.....	.....	.....	.....	1,232,823	12,109	255,399	29,015	275,554	76,969	79,912	270,829	69,670	.....	.....	.....
Birmingham Metro Area	789.7	265.42	3,261,444	12,288	8.5	15.3	11.6	24.2	29.8	2,018,422	7,605	485,648	55,093	334,689	112,627	116,052	374,496	147,573	434.31	.....	.....
Homewood	21.3	7.96	128,160	16,101	.....	.....	.....	.....	.....	35,359	4,442	14,520	1,665	4,488	4,154	1,623	642	2,617	.....	.....	.....
Mountain Brook	22.2	7.62	256,156	33,616	.....	.....	.....	.....	.....	39,846	5,229	6,006	1,713	1,026	7,839	2,705	441	4,031	.....	.....	.....
LAMAR 8-4	14.0	4.89	38,319	7,836	12.2	18.6	11.7	18.8	14.0	18,865	3,858	5,946	850	3,204	818	874	3,031	2,072	7.52	1.3	6,043
LAUDERDALE C-2	70.5	23.11	259,730	11,239	9.0	15.6	11.4	23.6	27.2	151,630	6,561	39,981	4,062	37,201	8,040	9,575	21,217	8,249	40.72	4.9	17,896
Florence	35.9	12.08	143,063	11,843	.....	.....	.....	.....	.....	131,663	10,899	31,254	4,014	35,552	6,782	7,637	19,935	5,470	.....	.....	.....
Florence Metro Area	121.5	39.69	440,075	11,088	8.9	15.7	11.5	24.3	26.8	265,496	6,689	68,588	7,535	45,487	14,064	14,794	48,643	15,862	70.24	.....	.....
LAWRENCE D-2	28.3	8.71	80,722	9,268	11.9	19.7	12.9	21.0	16.5	27,079	3,109	6,135	926	2,126	1,630	1,759	4,976	2,252	12.22	5.2	36,370
LEE G-6	63.8	19.43	236,461	12,170	9.0	15.0	10.8	21.9	31.4	118,786	6,114	29,976	4,078	16,506	5,721	5,283	20,115	9,405	28.73	1.3	12,060
Auburn	25.0	7.23	91,631	12,674	.....	.....	.....	.....	.....	42,893	5,933	11,783	1,800	1,313	1,342	1,416	6,428	4,733	.....	.....	.....
Auburn; Opelika Combined	45.2	13.82	172,335	12,470	.....	.....	.....	.....	.....	121,001	8,755	28,356	4,063	16,329	4,575	5,210	19,353	9,181	.....	.....	.....
LIMESTONE D-2	43.8	13.57	155,454	11,456	10.4	16.8	11.2	22.1	26.4	72,308	5,329	17,914	2,065	7,095	3,328	3,182	15,881	6,388	23.31	7.0	23,934
LOWNDES E-7	14.4	3.73	26,891	7,209	18.3	16.8	8.3	12.8	11.2	11,687	3,133	2,970	71	1,980	228	143	3,037	1,383	4.33	2.9	26,383
MACON F-7	24.1	6.75	65,922	9,766	13.9	18.2	9.6	15.5	20.9	25,853	3,830	10,652	920	2,217	1,322	1,348	1,967	3,012	8.76	1.5	14,210
MADISON E-2†	192.7	58.85	897,929	15,258	7.0	12.0	8.5	20.9	44.4	497,161	8,448	117,548	13,218	102,689	16,367	27,299	86,980	28,848	113.34	2.7	25,101
Huntsville	149.4	47.27	750,816	15,884	.....	.....	.....	.....	.....	480,682	10,169	14,991	12,702	102,689	16,365	25,629	86,980	24,132	.....	.....	.....
Huntsville Metro Area	293.1	91.56	1,250,730	13,660	8.3	14.3	9.8	21.2	37.0	727,820	7,949	173,967	20,203	122,962	26,917	40,897	143,353	41,738	181.19	.....	.....
MARENGO C-7	22.6	6.86	58,026	8,459	14.1	14.8	8.6	17.4	18.2	53,435	7,789	19,617	1,207	3,771	2,485	3,217	9,310	3,724	9.04	1.2	15,045
MARION C-3	24.8	8.59	77,243	8,992	11.2	21.7	13.8	20.4	17.3	38,682	4,503	10,145	1,530	3,951	1,493	1,163	9,122	3,646	13.20	2.2	10,746
MARSHALL E-3	56.6	19.14	197.347	10,311	10.9	18.6	12.2	21.7	23.0	158,351	8,273	38,505	4,920	13,178	7,222	10,416	40,492	6,502	44.54	5.8	57,758
MOBILE 8-10†	327.9	101.66	1,175,806	11,566	9.6	16.8	11.9	23.7	26.7	788,498	7,756	186,653	26,369	170,408	32,460	47,011	128,965	64,319	164.48	3.8	27,363
Mobile	193.6	62.21	760,801	12,230	.....	.....	.....	.....	.....	613,057	9,855	131,281	19,967	153,649	25,359	36,399	101,972	41,009	.....	.....	.....
Mobile Metro Area	394.5	122.97	1,413,930	11,498	9.7	17.1	12.0	23.6	26.6	912,810	7,423	213,936	30,192	177,563	36,443	51,606	146,262	82,791	199.05	.....	.....
Prichard	39.5	11.94	115,579	9,680	.....	.....	.....	.....	.....	74,712	6,257	22,766	3,643	7,920	4,675	6,674	13,805	6,198	.....	.....	.....
MONROE D-8	20.5	6.26	56,013	8,948	14.8	17.0	10.7	19.3	18.4	33,241	5,310	8,267	1,398	3,783	1,904	2,496	6,712	2,679	8.47	2.2	13,592
MONTGOMERY E-7†	179.7	58.28	721,092	12,373	9.8	15.0	10.2	22.1	31.5	570,154	9,783	109,088	15,092	100,550	34,099	37,229	111,067	45,555	95.89	2.5	32,446
Montgomery	133.1	44.45	585,890	13,181	9.7	15.8	10.5	22.4	29.7	509,460	11,461	102,214	15,042	93,245	33,215	36,175	107,369	29,534	.....	.....	.....
Montgomery Metro Area	245.1	78.19	931,740	11,916	.....	.....	.....	.....	.....	655,748	8,387	135,306	18,029	107,944	36,919	41,292	125,396	56,305	127.18	.....	.....
MORGAN D-3	83.7	27.32	320,448	11,729	7.9	14.3	11.7	25.8	28.4	194,912	7,134	48,260	5,511	28,605	10,337	10,632	39,201	13,737	45.31	4.6	38,390
Decatur	41.3	13.90	168,239	12,104	.....	.....	.....	.....	.....	149,222	10,735	31,336	4,502	26,112	9,613	8,543	33,752	5,633	.....	.....	.....
Decatur Metro Area	83.7	27.32	320,448	11,729	7.9	14.3	11.7	25.8	28.4	194,912	7,134	48,260	5,511	28,605	10,337	10,632	39,201	13,737	45.31	.....	.....
PERRY D-6	14.4	4.19	36,849	8,795	16.5	17.7	9.4	15.3	16.0	23,913	5,707	5,850	282	2,993	1,036	750	4,276	2,123	5.17	1.6	18,809
PICKENS B-5	19.6	6.14	52,147	8,493	16.5	17.7	10.5	19.5	17.7	30,207	4,920	8,916	470	2,307	858	1,750	4,394	3,382	9.16	2.0	15,167
PIKE F-8	24.8	7.89	80,298	10,177	13.4	18.6	11.1	18.2	19.3	52,440	6,646	13,673	2,565	2,831	3,551	3,116	10,421	3,667	12.45	1.8	21,329
RANDOLPH G-5	17.6	6.04	57,033	9,443	11.4	18.7	12.1	20.3	18.9	26,252	4,346	8,201	697	2,902	749	1,748	6,127	2,006	9.54	1.2	20,686
RUSSELL G-7	44.8	13.84	130,424	9,424	12.7	19.0	12.0	21.0	19.0	57,699	4,169	24,467	2,182	4,488	1,591	1,739	8,146	5,792	23.50	.4	6,268
Phenix City	25.2	8.35	80,831	9,680	.....	.....	.....	.....	.....	46,361	5,552	18,230	1,817	3,570	1,485	1,645	7,842	4,139	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
ST. CLAIR E-4	33.2	10.57	95,929	9,076	12.0	21.7	13.7	21.3	16.1	36,722	3,474	10,281	1,239	2,113	1,190	1,861	8,855	3,540	18.62	1.0	17,45[illegible]
SHELBY E-5	44.2	13.86	154,141	11,121	10.0	18.9	13.2	22.9	22.7	58,235	4,202	21,431	2,129	3,181	1,559	2,455	9,859	7,814	22.18	2.4	28,507
SUMTER B-6	16.0	4.70	43,157	9,182	14.7	15.4	8.5	14.4	18.9	19,233	4,092	4,297	945	3,265	542	1,110	1,279	2,969	5.69	2.4	9,805
TALLADEGA E-5	65.1	20.21	203,518	10,070	11.2	19.2	12.2	23.0	21.7	115,271	5,704	38,040	4,085	15,584	6,561	6,358	16,259	8,643	30.32	1.7	12,879
TALLAPOOSA F-6	33.5	11.08	107,264	9,681	12.9	18.4	13.3	23.3	20.0	73,400	6,625	23,282	3,071	4,005	5,171	4,353	16,679	4,637	18.14	.5	7,078
TUSCALOOSA C-5	125.3	37.82	425,834	11,259	10.5	16.0	10.9	22.0	27.3	261,467	6,913	70,978	7,736	27,930	16,056	19,440	45,544	20,991	56.28	1.2	9,335
Tuscaloosa	66.8	19.80	252,700	12,763	.....	.....	.....	.....	.....	216,085	10,913	53,497	5,630	26,226	12,295	17,496	42,317	13,609	.....	.....	.....
Tuscaloosa Metro Area	125.3	37.82	425,834	11,259	10.5	16.0	10.9	22.0	27.3	261,467	6,913	70,978	7,736	27,930	16,056	19,440	45,544	20,991	56.28	.....	.....
WALKER D-4	63.6	21.44	178,407	8,321	13.3	21.5	13.4	19.4	13.2	124,678	5,815	37,189	3,383	8,304	6,477	6,534	26,991	10,923	34.56	2.3	31,666
WASHINGTON B-9	16.7	4.79	40,300	8,413	12.5	20.9	12.8	19.7	14.6	13,991	2,921	4,086	304	1,173	247	90	3,742	2,047	7.52	1.3	9,521
WILCOX D-7	15.2	4.22	32,081	7,602	15.9	16.3	9.3	14.3	14.4	16,181	3,834	5,418	170	3,575	519	278	3,040	1,525	4.87	1.4	10,425
WINSTON C-3	20.4	7.02	60,735	8,652	13.3	22.7	13.9	19.3	14.3	26,778	3,815	9,459	205	2,093	1,008	1,912	3,547	1,808	10.00	2.3	29,938

ALABAMA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Alabama Community Network

Comprised of:
Interconnected by tape Stations
WAVU, WQSB (FM)—Albertville
WCRI—Scottsboro.
Media Code 4 201 0670 3.00
Business Office—Box 100, Albertville, Ala. 35950. Phone 205-878-1311.

1. PERSONNEL
General Manager—Pat M. Courington.
Farm Director—Jesse Culp.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 28a, 28c, 29a, 80.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 50, 51a, 51b, 51c.
Comb.; Cent. Discounts: 60a, 61c, 62b, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES
Eff 8/1/66—Rec'd 4/25/66.

6. SPOT ANNOUNCEMENTS

	Open	13x	26x	52x	104x	156x	208x
1 x	8.00	7.00	7.20	6.80	6.40	6.00	5.60

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80	48	32	24	20

DISCOUNTS
13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—30%
Edited by Pat M. Courington.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 201 0150 3.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

ALABAMA STATE GROUP
Comprised of:

WRFS—Alexander City
WCTA, WCTA-FM—Andalusia
WANA—Anniston
WKAC—Athens
WBCA—Bay Minette
WYAM—Bessemer
WPRN—Butler
WCOX—Camden
WRAG—Carrollton
WEIS—Centre
WBIB—Centreville
WKLF—Clanton
WKUL—Cullman
WMSL—Decatur
WXAL—Demopolis
WDIG—Dothan
WIRB—Enterprise
WBLO—Evergreen
WWWF—Fayette
WQLT (FM)—Florence
WXOE—Florence
WEOE—Fort Payne
WJBY—Gadsden
WGEA—Geneva
WGYV—Greenville
WGSV—Guntersville
WJBB—Haleyville
WVOV—Huntsville
WWWB—Jasper
WANL—Linsville
WLVN—Luverne
WJAM—Marion
WMFC—Monroeville
WHHY—Montgomery
WHIY—Moulton
WAOA—Opelika
WOZK—Ozark
WFHK—Pell City
WPID—Piedmont
WPXC—Prattville
WELR—Roanoke
WWWR—Russellville
WROS—Scottsboro
WHBB—Selma
WNUZ—Talladega
WJDB—Thomasville
WTBF—Troy
WTBC—Tuscaloosa
WVSA—Vernon
WETU—Wetumpka

	1 min	30 sec
All stations	190	152

Less than full state list may be purchased.
(D)

For complete listing see Regional Networks & Groups
Keystone
KBS
BROADCASTING SYSTEM, INC

ABBEVILLE (1 AM; 1 FM)

Henry County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WARI 1961 — WARI-FM 1968

Media Code 4 201 0280 3.00
Abbeville Radio, Inc., Box 128, Hwy. 10, Abbeville, Ala. 36310. Phone 205-585-2274.

STATION'S PROGRAMMING DESCRIPTION
WARI: Programmed for general interest.

1. PERSONNEL
Manager—Bobby Price.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1450 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 201 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff ————Rec'd 5/4/72.

6. SPOT ANNOUNCEMENTS

	1x	14x	26x	52x	100+
1 min	3.50	3.00	2.50	1.75	1.50
30 sec	2.40	1.90	1.60	1.40	1.10

ALBERTVILLE (1 AM; 1 FM)

Marshall County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WAVU 1948

RAB
Subscriber to the NAB Radio Code

Media Code 4 201 0350 3.00
Sand Mountain Broadcasting Service, Box 100, Albertville, Ala. 35950. Phone 205-878-1311.

STATION'S PROGRAMMING DESCRIPTION
WAVU: 6-8 am programmed to rural & city listeners

1. PERSONNEL
Manager—Pat M. Courington.

3. FACILITIES
1,000 w. days; 630 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WQSB (FM).
Member: Alabama Community Network.

TIME RATES
Eff 3/1/74—Rec'd 3/6/74.

6. SPOT ANNOUNCEMENTS

	Open	13x	26x	52x	104x
1 min	6.00	5.70	5.40	5.10	4.80
30 sec	4.80	4.50	4.30	4.10	3.80
		156x	208x	312x	624x
1 min		4.60	4.30	4.10	3.80
30 sec		3.70	3.40	3.30	3.00

WQSB (FM) 1950

RAB
Subscriber to the NAB Radio Code

Media Code 4 201 0420 6.00
Sand Mountain Broadcasting Service, Box 100, Albertville, Ala. 35950. Phone 205-878-1311.
See affiliated AM station for additional information.
AM facilities: WAVU.

3. FACILITIES
ERP 20,000 w.; 105.1 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 360 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Alabama Community Network.

TIME RATES
Eff 3/1/74—Rec'd 2/6/74.

6. SPOT ANNOUNCEMENTS

	Open	13x	26x	52x	104x	156x	312x
1 min	5.00	4.50	4.20	3.90	3.60	3.30	3.00
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

ALEXANDER CITY (1 AM; 1 FM)

Tallapoosa County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WRFS 1947 — WRFS-FM 1948

NAB — RAB
Subscriber to the NAB Radio Code

Media Code 4 201 0490 3.00
Piedmont Service Corp., Box 72, Alexander City, Ala 35010. Phone 205-234-2566.

STATION'S PROGRAMMING DESCRIPTION
WRFS: Contemporary/MOB.

1. PERSONNEL
General Manager—Jim Whatley.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
FM-ERP 4,600 w.; 106.1 mc.
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 7/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	4.00	3.90	3.80	3.70	3.60	3.50
30 sec	4.00	3.80	3.60	3.40	3.20	3.00

Submitted by Jim Whatley.

ANDALUSIA (2 AM; 1 FM)

Covington County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WAAO 1966

NAB
Subscriber to the NAB Radio Code

Media Code 4 201 0525 6.00
Companion Broadcasting Service, Inc., Box 387, Brantley Hwy., Andalusia, Ala. 36420. Phone 205-222-1166.

STATION'S PROGRAMMING DESCRIPTION
WAAO: Programmed for general interest.

1. PERSONNEL
General Manager—Jim Williams.

3. FACILITIES
1,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/73—Rec'd 4/26/74.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x
1 min	2.25	2.00	1.80	1.80

WCTA 1946 — WCTA-FM 1950

NAB

Media Code 4 201 0560 3.00
Andalusia Broadcasting Co., Inc., Box 8, Radio Bldg., Andalusia, Ala. 36420. Phones 205-222-1144, 6767.

1. PERSONNEL
General Manager—Dige Bishop.

3. FACILITIES
5,000 w. days, 500 w. nights; 920 kc.
Directional—night only.
Operating schedule: 5 am-10:30 pm. CST.
FM-ERP 26,000 w.; 98.1 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 191 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: The Tobacco Radio Network.

TIME RATES
Eff 6/1/73—Rec'd 5/7/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	208x	312x
1 min	3.10	2.90	2.80	2.60	2.50

30 sec or less: 30% of 1-min.

ANNISTON (3 AM; 1 FM)

Calhoun County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WANA 1954

Media Code 4 201 0700 3.00
Gadsden Radio Co., Box 669, 155 West 23rd St., Anniston, Ala. 36201. Phone 205-237-1627.

1. PERSONNEL
Owner—C. L. Graham.
Sta. Mgr. & Prog. Dir.—Joe Burney.

2. REPRESENTATIVES
Media Sales/South.

3. FACILITIES 1,000 w. days, 250 w. nights.
Operating schedule: 5 am-11 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

	1x	21x	50+
1 min	4.25	4.00	3.50
30 sec	3.25	3.00	2.75

Combinable for quantity prices.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	55	30	13	10

WDNG 1957

NAB — RAB
Subscriber to the NAB Radio Code

Media Code 4 201 0770 3.00
Potts Broadcasting Co., Inc., Box 1290, Anniston Ala. 36201. Phone 205-236-8291.

STATION'S PROGRAMMING DESCRIPTION
WDNG: Programmed for young adults, 18-35. Active community involvement. NEWS: 3 15-min local newscasts daily; local and state on hour and at :35; local news staff and 3 mobile units; weather at :15; 1 farm news program daily. MUSIC: 5 am-7 pm, current hits; after 7 pm progressive rock and

(This listing continued on next page)

rhythm and blues, TALK: daily editorials, teen round table, daily sound-off opinions, and book reviews. ENTERTAINMENT: contests, 1-min features, quips, quotes, personality DJ's, mobile studio. SPORTS: network sports; 1 local show daily; college football. Contact Representative for further details. Rec'd 8/27/70.

1. PERSONNEL
General Manager—Thomas S. Potts.
Assistant General Manager—Robert M. Price.
Operations Director—William I. Giddens.

2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast, Southwest — Busby, Finch, Lathom & Widman.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 24c, 25c, 26, 28b, 28c.
Contracts: 50.
Comb.; Cont. Discounts: 60a, 60f.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 5/8/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6-11 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	15 ti	20 ti	35 ti	50+
CLASS AA					
1 min	8.55	7.75	7.00	6.30	5.80
30 sec	6.95	6.30	5.70	5.20	4.70
CLASS A					
1 min	6.30	5.70	5.20	4.70	4.40
30 sec	5.05	4.70	4.30	3.90	3.55

WHMA
1938

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 201 0840 9.00
Anniston Broadcasting Co., 14th and Noble Sts., Anniston, Ala. 36201. Phone 236-7545.

1. PERSONNEL
General Manager—Malcolm Street.
Sales Manager—Ted Allen.
Program Director—Rex Gardner.

2. REPRESENTATIVES
The Devney Organization Inc.
Southeast—David Carpenter Company.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1390 kc.
Directional—night only.
Operating schedule: 5 am-11 pm daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23c, 29a, 33c.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
Eff 6/1/75—Rec'd 6/2/75.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	50 ti
CLASS AA						
1 min	9.05	7.65	7.10	6.50	5.80	5.10
30 sec	6.80	5.85	5.30	4.85	4.40	3.90
CLASS A						
1 min	8.25	7.05	6.50	5.85	5.30	4.70
30 sec	6.20	5.30	4.80	4.40	4.00	3.55

Edited by Malcolm Street.

WHMA-FM
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 201 0841 7.00
Anniston Broadcasting Co., Radio Bldg., 14th & Noble Sts., Anniston, Ala. 36201. Phone 205-236-7545. 237-7722.
See affiliated AM station for additional information.

1. PERSONNEL
Station Manager—Ed Rayfield.
Chief Engineer—James Hudson.
News Director—George Salmon.

3. FACILITIES
ERP 25,500 w. (horiz.), 25,500 w. (vert.); 100.5 mc. Stereo.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 802 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 1 Eff 2/1/71—Rec'd 2/2/71.

6. SPOT ANNOUNCEMENTS
1 min 3.00 30 sec 2.50

7. PACKAGE PLANS
WEEKLY PACKAGE PLAN
40 or more 1 min or 30 sec spots, or a combination of both within a 7 day period earns a 5% discount.
SPECIAL MONTHLY PACKAGES
1 1-min spot each day & 1 1/4 hr program each week (choice of day), per mo. 100
1 1/4 hr program each day or night, per mo. 150
Monthly package plans are ROS unless specified otherwise.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
Ea	7.50	12.50	20.00	40.00

ARAB
Marshall County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WRAB
1961
A Huntsville Broadcasting Station
Media Code 4 201 0910 0.00
Marshall County Broadcasting Co., Inc., Drawer D, Arab, Ala. 35016. Phones 205-586-4123, 8139.

1. PERSONNEL
Station Manager—Bobby King.

2. REPRESENTATIVES
Frederick W. Smith.
Southeast, Southwest — Busby, Finch, Lathom & Widman.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.
Detroit—Pearse Sales.

3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 11/1/70—Rec'd 10/30/70.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AA					
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.00
CLASS A					
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25	2.00

10 sec: 50% of 1-min.
All length spots combine to earn frequency DISCOUNT
26 wk—5% 52 consec wk—10%
Edited by Peter P. Barber.

ATHENS (2 AM; 1 FM)
Limestone County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WJMW
1948

RAB

Media Code 4 201 0980 3.00
Athens Broadcasting Co., Inc., Box 386 Hine St., Athens, Ala. 35611. Phone 232-3911, 3912.

1. PERSONNEL
Pres. & Gen'l Mgr.—Homer F. Dunnavant.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WJOF (FM).

TIME RATES
Eff 7/1/71—Rec'd 7/9/71.

6. SPOT ANNOUNCEMENTS

GUARANTEED:	1x	52x	104x	260x	500x
1 min	5.00	4.50	4.00	3.50	2.50
30 sec	3.50	3.25	3.00	2.75	2.00
20 sec	3.00	2.75	2.50	2.25	1.50
PER WK, ROS:		5 ti	10 ti	15 ti	20 ti
1 min		4.00	3.50	2.75	2.00
30 sec		2.50	2.25	2.00	1.50
20 sec		2.00	1.75	1.50	1.00

WJOF (FM)
1958

RAB

Media Code 4 201 1050 4.00
Athens Broadcasting Co., Inc., Box 386 Hines St., Athens, Ala. 35611. Phone 232-3911, 3912.
See affiliated AM station for additional information.
AM facilities: WJMW.

3. FACILITIES
ERP 50,000 w.; 104.3 mc.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht: 245 ft. above average terrain.

TIME RATES
Rates are identical to WJMW. See that listing.

WKAC
1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 1120 5.00
Limestone Broadcasting Co., Inc., Box 847, Elkmont Hwy., Athens, Ala. 35611. Phones 205-232-6827, 6528.

STATION'S PROGRAMMING DESCRIPTION
WKAC: contemporary MOR, news, weather & sports.

1. PERSONNEL
General Manager—Ron Mathis.

3. FACILITIES
5,000 w. days; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
20%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/71—Rec'd 11/5/71.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	200 ti
1 min	5.25	4.75	4.25	3.50	2.50
30 sec	3.50	3.25	3.00	2.50	1.75

7. PACKAGE PLANS

PER DAY, ROS:	3 ti	5 ti	7 ti	9 ti
1 min, per mo.	210	330	435	525
30 sec, per mo.	150	235	300	350

ATMORE (1 AM; 1 FM)
Escambia County—Map Location D-9.
See SRDS consumer market map and data at beginning of the State.

WATM
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 1190 3.00
Southland Broadcasting Co., 810 E. Craig St., Atmore, Ala. 36502. Phone 205-368-2128.

1. PERSONNEL
General Manager—Tom C. Miniard.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
5,000 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6-6:30 am. For non-simulcast facilities see WATM-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/73—Rec'd 3/22/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	365x
1 min	2.50	2.40	2.30	2.20	2.10	2.00
30 sec	1.60	1.55	1.50	1.45	1.40	1.35

Based on monthly billing.
Edited by Julia E. Miniard.

WATM-FM
1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 1191 6.00
Southland Broadcasting Co., Box 7, 810 E. Craig St., Atmore, Ala. 36502. Phone 205-368-2128.
See affiliated AM station for additional information.

3. FACILITIES
ERP 29,000 w.; 104.1 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 182 ft. above average terrain.
Partial simulcast operation. Operated separately 5-6 am and 6:30 am-midnight. For simulcast facilities see WATM.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WATM. See that listing.

AUBURN-OPELIKA
(3 AM; 1 FM)
Lee County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAOA
1958
OPELIKA
A Faulkner Owned Station
Media Code 4 201 1225 2.00
Faulkner Radio, Inc., Box 2329, Opelika, Ala. 36801. Phone 205-745-4656.

STATION'S PROGRAMMING DESCRIPTION
WAOA: Programmed for adults 21-49. MUSIC: modern country, blend of current single hits, familiar gold, popular albums. NEWS: news, sports and specials on half hour and as situations warrant; AP, headlines and regional. Weather, sports, women's show, financial and agricultural shows in morning. 1/27/75.

1. PERSONNEL
General Manager—Bob Thorbum.
Program Director—Gerry King.

3. FACILITIES
5,000 w., 1520 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See Coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 24c, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 43, 44a, 45, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61c, 62a.
Cancellation: 70e, 71a, 73a.
Prod Services: 80, 82.
FM facilities: WFRI (FM).
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
Eff 10/1/70—Rec'd 10/7/70.

6. SPOT ANNOUNCEMENTS

	1x	75x	150x	225x	300x	400x	500x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	4.00	3.50	3.00	2.50	2.00	1.75	1.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	9.50	9.00	8.50	8.00	7.50
30 sec	6.50	6.00	5.50	5.00	4.50
10 sec	3.50	3.00	2.50	2.00	1.75

Edited by Sheila Foote.

WAUD
1947
AUBURN

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 1260 6.00
Auburn Broadcasting Co. Inc., Box 391, Montgomery Hwy., Auburn, Ala. 36830. Phone 205-887-3401.

STATION'S PROGRAMMING DESCRIPTION
WAUD: programmed for adults & college students. ENTERTAINMENT: 5:30-9 am, air personality, classified show, local news, sports, information; 9-11 am trend music, household hints, music; 11 am-12N farm reports & religious music. 12N-1 pm news & information; 1-2 pm classical music; 2-5 pm air personality, interviews, entertainment & popular music; 5-7 pm news, sports & general information. 7 pm-2 am entertainment, rock music. NEWS: 10 min network & local hourly. Contact Representative for further details. Rec'd 5/24/73.

1. PERSONNEL
Pres., Mgr. & Prog. Dir.—Elmer G. Salter.
Ass't Mgr. & Oper. Officer——Bob Sanders.
Assistant Program Director—Bill Cameron.

2. REPRESENTATIVES
Frederick W. Smith.
David Carpenter Company.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5:30-2 am. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 25c, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Farm Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	624x	1248x
1 min	4.25	4.20	4.15	4.10	4.00	3.75	3.50	3.25
30 sec	3.25	3.20	3.10	3.00	2.90	2.75	2.65	2.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	312x	624x	1248x
1 hr	40.00	35.00	32.50	30.00	27.00	25.00	22.50	20.00
1/2 hr	30.00	26.00	25.00	24.00	23.50	22.00	20.00	18.00
1/4 hr	18.00	17.00	16.00	15.00	14.50	14.00	12.00	9.00
5 min	8.00	7.50	7.40	7.25	7.10	7.00	6.00	5.25

Guaranteed times, extra 20%.
Edited by Elmer G. Salter.

WFRI (FM)
1968
AUBURN
A Faulkner Owned Station
Media Code 4 201 1295 5.00
Faulkner Radio, Inc., Box 2329, Opelika, Ala. 36801. Phone 205-745-4658.
See affiliated AM station for additional information.
AM facilities: WAOA.

STATION'S PROGRAMMING DESCRIPTION
WFRI (FM): Programmed for adults 18-49. MUSIC: hit parade, oldies (hits from mid 50's to present) & current hits. Rec'd 1/27/75.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 97.7 mc. Stereo.
Operating schedule: 6-3 am. CST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff ———. Rec'd 4/17/69.

7. PACKAGE PLANS
(1 spot 6 am-noon, 1 spot noon-6 pm, 1 spot 6 pm-midnight)
3 1-min spots per day, 7 days per wk, per mo. 120
Times run within time periods changed daily.
Minimum contract 1 mo; maximum contract 12 mo.
Commercial time limited to 48 accounts.

10. SPECIAL FEATURES
NEWSCASTS

	1x	26x	52x	104x	156x	260x
5 min	6.50	6.00	5.50	4.50	4.00	3.00

Includes 20-second open and close, 1 minute spot.

(Auburn-Opelika continued on next page)

ALABAMA

Auburn-Opelika—Continued

WJHO
1940
OPELIKA

Subscriber to the NAB Radio Code

Media Code 4 201 1310 2.00

Opelika-Auburn Broadcasting Co., Box 710, 2009 Pepperell Parkway, Opelika, Ala. 36801. Phones 205-745-6484, 6485.

STATION'S PROGRAMMING DESCRIPTION
WJHO: MUSIC: Top 40, C & W, gospel, MOR, R & B. NEWS: 5 person news team, 7 mobile units; UPI, network news; editorials; interviews. SPORTS: sportcasts including local, regional & world; live coverage all sports. Weather: direct wire to U. S. Weather Bureau. Features: telephone music request line; telephone listener's opinion line. Contact Representative for further details. Rec'd 11/27/74.

1. PERSONNEL
General Manager—John E. Smollon.
Commercial Manager—Terry Duffie.

2. REPRESENTATIVES
Hal Walton Co.
Southeast—W. O. Jones, Inc.

3. FACILITIES 1,000 w.; 1400 kc. Non-directional. Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a. 4a. 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a. 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a. 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a. 70c, 71a, 73a.
Prod. Services: 82
Affiliated with MBS.

TIME RATES
Eff 1/1/75—Rec'd 12/30/74.
AAA—Mon thru Fri 6-9 am, noon-6 pm. 6 am-midnight (Sat. during football season).
AA—Mon thru Sun 4:30-6 am, 9 am-noon & 6 pm-midnight.
A—Mon thru Sun midnight to 4:30 am.

6. SPOT ANNOUNCEMENTS

WK:	5 ti	10 ti	20 ti	25 ti	30 ti	40 ti	50 ti
YR:	50x	100x	150x	250x	300x	500x	1000x
			CLASS AAA				
1 min	8.30	7.65	6.95	6.25	5.55	4.85	4.15
30 sec	6.95	6.25	5.55	4.85	4.15	3.50	3.45
			CLASS AA				
1 min	7.65	6.95	6.25	5.55	4.85	4.15	3.45
30 sec	6.25	5.55	4.85	4.15	3.45	3.15	2.80

A: 50% of AA.
10 sec: 50% of 1-min.
Submitted by Terry Duffie.

BAY MINETTE (1 AM; 1 FM)

Baldwin County—Map Location C-16

See SRDS consumer market map and data at beginning of the State.

WBCA
1957
A Faulkner Owned Station

Media Code 4 201 1330 0.00

Faulkner Radio, Inc., Box 426, Courthouse Sq., Bay Minette, Ala. 36507. Phone 205-937-5596.

STATION'S PROGRAMMING DESCRIPTION
WBCA: Air and news personalities.

1. PERSONNEL
General Manager—Therin Crain.

2. FACILITIES
10,000 w. days; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WWSM (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

	1x	75x	150x	225x	300x	400x	500x
1 min	12.00	11.25	10.75	10.25	9.75	9.00	8.25
30 sec	9.00	8.75	8.25	8.00	7.50	7.00	6.00
10 sec	6.00	5.75	5.00	4.75	4.25	4.00	3.75

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	11.25	10.75	10.25	9.75	9.00
30 sec	8.75	8.25	8.00	7.50	7.00
10 sec	5.75	5.00	4.75	4.25	4.00

WWSM (FM)
1964

Black

A Faulkner Owned Station

Media Code 4 201 1340 0.00

Faulkner Radio, Inc., Box 426, Bay Minette, Ala. 36507. Phone 205-937-5260. Mobile 205-433-1483.

See affiliated AM station for additional information.
AM facilities: WBCA.

STATION'S PROGRAMMING DESCRIPTION
WWSM (FM): Complete ethnic Negro programming. MUSIC: popular rhythm & blues, gospel. AIR PERSONALITIES handle all segments. Taped commercials by personalities are interchangeable. NEWS: 5 min at :50; headlines at :30; local news. SPORTS: college & high school basketball & football. Live remotes from church Sun. Rec'd 1/27/75.

3. FACILITIES
ERP 2,300 w.; 105.5 mc. Stereo.
Operatig schedule: 18 hrs. CST.
Antenna ht.: 357 ft. above average terrain.

TIME RATES
No. 1 Eff 1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	10 sec	20 sec	30 sec	1 min
1 ti	3.00	4.00	5.00	6.00

DISCOUNT
5 ti—5% 15 ti—15%
10 ti—10% 20 ti—20%

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
(Q)

BESSEMER

Jefferson County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

See Birmingham
(including Bessemer, Homewood, Irondale)

BIRMINGHAM (12 AM; 6 FM)
(including Bessemer, Homewood, Irondale)

Jefferson County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	50	42	50	42
B	50	38	50	30
C	38	35	38	30
D	30	30	30	24
AVERAGE	42	36	42	32

WAPI
1922
BIRMINGHAM

THE CHRISTAL CO.

Media Code 4 201 1400 1.00
Radio station WAPI, Box 10502, Birmingham, Ala. 35202. Phone 205-933-2720.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald D. Wear.
General Sales Manager—Jack Warren.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
50,000 w. days, 5,000 w. nights; 1070 kc.
Non-Directional days; directional nights.
Operating schedule: 19 hours daily. CST.

4. AGENCY COMMISSION
15/0 net time; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 3b.
Rate Protection: 12b, 13c, 14c.
Basic Rates: 23a.
Contracts: 40c.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c.
Prod. Services: 82.
TV Facilities: WAPI-TV.
Affiliated with NBC.

TIME RATES
No. 19 Eff 8/1/70—Rec'd 7/23/70.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 9 pm-midnight; Sat 10 am-midnight; Sun 6:30 am-midnight.
B—Mon thru Sun 5-6 am; Mon thru Fri 7-9 pm.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24+
CLASS AAA 1 MINUTE (Per wk)					
1 x	33	31	29	27	25
100 x	31	29	27	25	23
300 +	29	27	25	23	21
30/20 SECONDS					
1 x	26	24	23	21	20
100 x	25	23	22	20	19
300 +	23	21	20	18	17
CLASS AA 1 MINUTE (Per wk)					
1 x	26	23	21	19	18
100 x	24	22	20	18	17
300+	22	20	18	17	16
30/20 SECONDS					
1 x	20	18	17	15	14
100 x	19	17	16	14	13
300+	18	16	15	13	12
CLASS A 1 MINUTE					
1 x	24	22	20	18	17
100 x	22	20	18	16	15
300+	20	18	16	15	14
30/20 SECONDS					
1 x	18	16	15	14	13
100 x	17	15	14	12	11
300+	15	14	12	11	10
CLASS B 1 MINUTE					
1 x	15	14	13	12	11
100 x	14	13	12	11	10
300+	13	12	11	10	9
30/20 SECONDS					
1 x	13	12	11	10	9
100 x	12	11	10	9	8
300+	11	10	9	8	7

PER WK:	AAA	AA	A	B
10 SECONDS				
1 x	15	13	12	10
100 x	13	11	10	8
300+	11	9	8	6

ID's may combine with other types of spots for frequency discounts. Not subject to, nor included in calculating, weekly discounts.

AM/PM TRAFFIC PLAN
Advertiser may elect to divide his schedule of spots equally between AAA and AA time. In this election the AA rate will prevail provided the advertising is for a single product; the spots are of the same length and the AAA and AA schedules are running concurrently.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
Sold in multiples of 4, scheduled within 7-day period: 2 spots Mon thru Sat 6-10 am, Mon thru Fri 3-7 pm; 2 spots Mon thru Fri 10 am-8 pm, Sat & Sun 10 am-7 pm; 2 spots Mon thru Sun 5-6 am, Mon thru Fri 7 pm-midnight.

PER WK, EA:	4 ti	8 ti	12 ti	16 ti	20 ti
1 min	22	21	20	19	18
30 sec	18	17	16	15	14

AM/FM TOTAL AUDIENCE PLAN
Sold in multiples of 8 equally divided between AM & FM. AM spots scheduled as above & FM spots scheduled in best times available. Not combinable with regular spots for discount purposes.

1 min	27	26	25	23
30 sec	22	21	20	18

TAP CONVERSION
Above AM and AM/FM Total Audience Plans may be converted as follows: 5 spots Mon thru Fri 10 am-3 pm or Sat & Sun all day. Same weekly costs apply as shown above.
TAP discounts must be earned within 7 broadcast days. TAP spots do not combine with any other spots service for discounts.

WAPI-FM
1946
BIRMINGHAM

Stereo

Media Code 4 201 1461 9.00

Radio Station WAPI, Box 10502, Birmingham, Ala. 35202. Phone 205-933-2720.

See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 94.5 mc. Stereo.
Operating schedule: 19 hours daily. CST.
Antenna ht.: 932 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WAPI. See that listing for rates.

TIME RATES
Eff 10/1/69—Rec'd 10/5/70.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	7 ti	14 ti	21 ti	28+
1 MINUTE					
1 x	8.00	7.75	7.25	6.75	6.50
50 x	7.75	7.50	7.00	6.50	5.75
100 x	7.25	7.00	6.50	6.00	5.50
300 x	6.75	6.50	6.00	5.75	5.00
600+	6.50	6.25	5.75	5.50	4.75
30/20 SECONDS					
1 x	6.50	6.25	5.75	5.50	5.25
50 x	6.25	6.00	5.50	5.25	4.75
100 x	5.75	5.50	5.25	4.75	4.50
300 x	5.50	5.25	4.75	4.50	4.00
600+	5.25	5.00	4.50	4.25	3.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	36.00	24.00	20.00	16.00
50 x	54.00	32.50	21.50	18.00	14.50
100 x	48.00	29.00	19.00	16.00	13.00
300+	42.00	25.00	17.00	14.00	11.00

WATV
1946
BIRMINGHAM

Media Code 4 201 1540 4.00
Crescendo Broadcasting, Inc., Cabana Motel, Birmingham, Ala. 35203. Phone 205-324-2541.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Tom Whitley.
Sales Manager—Davenport Smith.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a. 70c.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/2/69—Rec'd 9/8/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	25.00	21.00	260 x	19.50	17.50
26 x	23.50	20.50	312 x	18.75	16.50
52 x	22.00	19.50	520 x	18.00	16.00
104 x	21.00	19.00	1040 x	17.00	15.00
156 x	20.50	18.00			

10. SPECIAL FEATURES
NEWSCASTS—ALL TIMES

	1/4 hr	10 min	5 min
Flat	45	36	28

WBUL
1965
BIRMINGHAM

Independent Black

Media Code 4 201 1645 1.00

Radio Broadcasting Company of Birmingham, Inc., Box 3800 E, Birmingham, Ala. 35208. Phone 205-786-4303.
Studio: 4650 Ave. W., Birmingham, Ala. 35208.

STATION'S PROGRAMMING DESCRIPTION
WBUL: Programmed for Black audience.
MUSIC: R & B, tight format of current hits. AIR PERSONALITIES handle all segments & taped commercials are interchangable. NEWS & weather at :15; headlines at :45; news director & staff emphasis on local coverage. Originates major projects & is involved in drives that benefit community. Contact Representative for further details. Rec'd 2/2/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hal Hodgens.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 1b. 2a, 2b, 3a, 3b, 3d. 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20b, 21b, 21d, 22a, 23b, 24a, 24c, 25a, 28c, 29a, 30, 31, 33c.
Contracts: 40a, 41, 42b, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.

TIME RATES
Eff 8/1/74—Rec'd 9/16/74.

6. SPOT ANNOUNCEMENTS

	1 wk		13-25 wk	
PER WK:	1 min	30 sec	1 min	30 sec
12 ti	12.40	10.20	10.40	8.40
18 ti	12.00	9.20	10.00	7.60
24 ti	11.60	8.50	9.60	7.10
30 ti	11.20	8.00	9.20	6.50
36 ti	10.80	7.60	8.80	5.80

RATEHOLDER
Minimum wkly schedule 5 1-min spots for consecutive wk discount.
Edited by Hal Hodgens.

WCRT
1958
BIRMINGHAM

BLAIR RADIO

Media Code 4 201 1680 2.00

Magic City Communications, 110 N. 35th St., Birmingham, Ala. 35222. Phone 205-251-5117.
Mailing address: Box 1922, Birmingham, Ala. 35201.

STATION'S PROGRAMMING DESCRIPTION
WCRT: Programmed for adults.
MUSIC: general popular music featuring standards and MOR. AIR PERSONALITIES handle all segments. NEWS: 5 minutes every 30 minutes 6-9 am. 5 minutes every hour 9 am-7 pm. COMMERCIAL POLICY: 10 minutes per hour maximum 6-10 am, 8 minutes per hour maximum rest of day. Contact Representative for further details. Rec'd 5/14/74.

1. PERSONNEL
President—Hal Fredericks.
Vice-Pres. & Gen'l Mgr.—Jack Bivans.
General Sales Manager—Dale McWhorter.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 15b, 16.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25a, 28c, 30.
Contracts: 40a, 41, 46, 51a.
Comb.; Cont. Discounts: 60i, 62b.
Cancellation: 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WQEZ (FM).
Affiliated with MBS.
Affiliated with Blair Represented Network.

TIME RATES
No. 10 Eff 2/10/75—Rec'd 2/13/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	8 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	26	24	23	22	18	16	15	14
(*)	21	19	18	17	14	13	12	11

(*) 30 sec/less.
Edited by Jack Bivans.

WDJC (FM)

1968
BIRMINGHAM

NAB

A Crawford Owned Station
Media Code 4 201 1715 2.00
Crawford Broadcasting Co., Box 58021, Birmingham, Ala. 35209. Phone 205-879-3324.

1. PERSONNEL
President—Donald B. Crawford.
Station Manager—Larry Adcock.
Program Director—Mike Moody.

3. FACILITIES
ERP 90,000 w. (horiz.), 30,000 w. (vert.); 93.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 540 ft. above average terrain.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 12i, 13a, 14a, 15h, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40b, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 10/31/74.

6. SPOT ANNOUNCEMENTS

WKS:	13	26	52	*1000+
1 min	7.00	6.50	6.00	5.50
30 sec	5.00	4.50	4.00	3.75
10 sec	8.00	2.75	2.50	2.00

(*) Must be used within 1 yr.

7. PACKAGE PLANS

	1 min	30 sec	10 sec
1 wk+	5.75	3.90	2.25

Minimum 8 per day/5 consec days.

10. SPECIAL FEATURES
ARMED FORCES SALUTE/WEATHER

	13 wk	26 wk	52 wk
Ea	8.50	8.00	7.50

5-MINUTE NEWS/SPORTS

Ea	9.00	8.50	8.00

Minimum 5 per wk.
RELIGIOUS PROGRAMS—52-WEEK CONTRACT

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x only	14.00	26.00	35.00	55.00	90.00
Daily	10.00	18.00	25.00	35.00	60.00
Wkly	12.00	22.00	28.00	44.00	75.00

WENN

1950
BIRMINGHAM

Media Code 4 201 1750 6.00
Hertz Broadcasting of Birmingham, Inc., Box 1874, Birmingham, Ala. 35201. Phone 205-324-1026.

STATION'S PROGRAMMING DESCRIPTION
WENN: Programmed for young adult general audience with emphasis on the Black listener.
MUSIC: R & B, Gospel, Jazz. AIR PERSONALITIES handle all segments & taped commercials are interchangeable. NEWS: Network 5-min at :00, 5-min local at :30 by director, participations available. SPORTS: hourly by director. Community news 3x/daily. City Council reports weekly. Call-in panels weekly. Community involved fund raising & events of major importance to Black community. Contact Representative for further details. Rec'd 7/30/75.

1. PERSONNEL
President—Louis O. Hertz.
General Manager—Joe Lackey.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WENN-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 12h, 13b, 14b, 15b.
Basic Rates: 20b, 22h, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 81, 82.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with National Black Network.

TIME RATES
No. 12 Eff 3/73—Rec'd 5/7/73.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
(*)	23.00	21.00	19.00	17.00	18.40	16.80	15.20	13.60
(‡)	19.00	17.00	15.00	13.00	15.20	13.60	12.00	10.40

10 sec: 50% of 1-min.
(*) 6-10 am & 3-7 pm.
(‡) 10 am-3 pm.
DISCOUNT
26 wk—10% 52 wk—20%

WENN-FM

1969
BIRMINGHAM

Media Code 4 201 1751 7.00
Hertz Broadcasting of Birmingham, Inc., Box 1874, Birmingham, Ala. 35201. Phone 205-324-1026.
See affiliated AM station for additional information.

3. FACILITIES
58,000 w. (horiz.), 58,000 w. (vert.); 107.7 mc.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WENN.

5. GENERAL ADVERTISING See coded regulations.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 12 Eff 3/73—Rec'd 5/7/73.

6. SPOT ANNOUNCEMENTS

7-11 PM, PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00	9.00
30 sec	9.00	8.20	7.50	6.70

10 sec: 50% of 1-min.
DISCOUNT
26 wk—10% 52 wk—20%

WERC 1925 / WERC-FM 1958

BIRMINGHAM

mcgavren-guild
pgw radio, inc.

Mooney Broadcasting Corporation
Media Code 4 201 1785 5.00
Mooney Broadcasting Corp., Box 10904, 1729 N. Second Ave., Birmingham, Ala. 35202. Phone 205-252-3171.

STATION'S PROGRAMMING DESCRIPTION
WERC: Programmed for adults and young adults. MUSIC: popular MOR. All segments handled by AIR PERSONALITIES. NEWS: hourly local with national each 30 min. 3 man news staff. SPORTS: capsules at 7:50, 8:30 am, 1:30 and 3:30 am. University football & basketball. EDITORIALS; FARM: 5:35-6 am M-Sat. WEATHER: forecasts 4 times each hour. Contact Representative for further details. Rec'd 10/9/72.
WERC-FM: Programmed as Top 40.

1. PERSONNEL
President—George P. Mooney.
General Manager—John A. Bomer.
Sales Manager—Tom Hopson.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 960 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
FM-ERP 21,500 w.; 106.9 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 1,114 ft. above average terrain.
Simulcast 3 am-3 pm.

Buying in Birmingham?
You NEED
WERC
The Mooney Station

1st*
. . . IN ALL DAY PARTS WITH ADULTS 18 TO 49 AND TEENS
6 A.M. to 12 Midnight, M-F
IN BOTH METRO & TSA
* SOURCE ARB OCT.-NOV. '74 CUME ESTIMATES AM & FM COMBINATIONS
WERC
AM 960 - FM STEREO 107
SEE McGAVREN - GUILD

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a 61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 5 Eff 2/1/75—Rec'd 1/30/75.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	52	50	48	46	42	40	38	36
AA	44	42	40	38	36	34	32	30
A	34	32	30	28	28	26	24	22

CONSECUTIVE WEEK DISCOUNT
52 wk—10%.

WJLD

1942
HOMEWOOD

Independent Black

Media Code 4 201 1820 0.00
Johnston Broadcasting Co., Box 58065, Birmingham, Ala. 35209. Phone 205-324-3468.

STATION'S PROGRAMMING DESCRIPTION
WJLD: Programmed for Negro listener. MUSIC: rhythm and blues. AIR PERSONALITIES handle all segments and taped commercials by air personalities are interchangeable. Weather at :10, news headlines at :25, sports at :40, and, 5 min news, at :55. Station participates in fund drives for community activities, boys clubs, etc. Personalities available for remote broadcasts, store openings, shopping center sales day, etc. Contact Representative for further details. Rec'd 11/12/73.

1. PERSONNEL
Owner—Rose H. Johnston.
General Manager—George Johnston III.
Sales Manager—Dave Davis.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Southeast & Southwest—Bernard I. Ochs Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48, 47a 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72,.
Prod. Services: 80.
FM facilities: WZZK (FM).
Affiliated with American Contemporary Network.
Affiliated with Mutual Black Network.

TIME RATES
No. 10 Eff 8/1/70—Rec'd 7/20/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 wk	18	16	15	14	13	12
14 wk	17	15	14	13	12	11
27-52 wk	16	14	13	12	11	10

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	Ea
12 Plan (4 Traffic, 4 Housewife, 4 7-10 pm)	13
18 Plan (6 Traffic, 6 Housewife, 6 7-10 pm)	11
24 Plan (8 Traffic, 8 Housewife, 8 7-10 pm)	10

WLPH

1960
IRONDALE

Media Code 4 201 1890 3.00
Alabama Religious Broadcasting Co., Inc., Box 6787, Birmingham, Ala. 45310. Phone 205-592-9697.

STATION'S PROGRAMMING DESCRIPTION
WLPH: Gospel & Religious Programs.

1. PERSONNEL
Pres., Gen'l & Sales Mgr.—James G. Lang.

3. FACILITIES
5,000 w. days; 1480 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 24a, 24c, 25a, 28c.
Contracts: 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60d, 60i, 61a, 62b, 62d.
Cancellation: 72.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/68—Rec'd 1/30/68.

6. SPOT ANNOUNCEMENTS

	1 min	20/30	10 sec
1 x	7.50	6.50	4.50
26 x	6.75	6.00	4.00
52 x	6.25	5.25	3.50
104 x	5.00	4.50	3.00
260 x	4.25	3.50	2.50
312 x	3.50	3.00	2.00
730 x	3.25	2.50	1.75
1460+	3.00	2.25	1.50

ALABAMA

10. SPECIAL FEATURES
News Service—Extra charge: 10% of time charges.

WQEZ (FM)

1961
BIRMINGHAM

BLAIR RADIO

NAB R A B

Media Code 4 201 1960 4.00
Magic City Communications, 110 N. 35th St., Birmingham, Ala. 35222. Phone 205-251-5117.
Mailing address: Box 1922, Birmingham, Ala. 35201.
See affiliated AM station for additional information.
AM facilities: WCRT.

STATION'S PROGRAMMING DESCRIPTION
WQEZ (FM): Programmed for adults.
MUSIC: 90% popular, featuring standards, film music, showtunes, MOR. NEWS: 90 second headline news every hour. COMMERCIAL POLICY: 8 minutes per hour maximum. Contact Representative for further details. Rec'd 5/14/74.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.5 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 760 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 11 Eff 2/10/75—Rec'd 2/13/75.
AA—Mon thru Sun 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	37	35	34	33	32	30	29	28
(*)	30	28	27	26	26	24	23	22

(*) 30 sec/less.

WSGN

1927
BIRMINGHAM

EASTMAN RADIO, INC.

R A B

A Southern Broadcasting Company Station
Subscriber to the NAB Radio Code
Media Code 4 201 2030 5.00
The Southern Broadcasting Co., The Penthouse City Federal Bldg., Birmingham, Ala. 35203. Phone 205-322-3434

STATION'S PROGRAMMING DESCRIPTION
WSGN: Programmed for adult and young adults. MUSIC: contemporary. Emphasis on local news & public service in community. Station sponsors community projects such as fund drives. NEWS: 5-min at :20 in am drive. 10-min at :40 every hour 6 am-6 pm. Contact Representative for further details. Rec'd 6/14/74.

1. PERSONNEL
President—John G. Johnson.
General Manager—Ren K. McKinnon.
Sales Manager—Warren Merrin.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 610 kc.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20b, 21b, 21d, 22a, 23b, 24a, 24c, 25a, 28c, 29a, 29b, 30, 31, 33d.
Contracts: 40a, 41, 42b, 44b, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 13 Eff 7/1/71—Rec'd 5/28/71.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 10 am-7 pm.
III—Mon thru Sat midnight-6 am; Sun 6-10 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti
SECTION I				
1 min	43	38	36	34
30 sec	35	31	29	28
10 sec	26	23	22	21
SECTION II				
1 min	35	30	28	26
30 sec	28	24	23	21
10 sec	21	18	17	16
SECTION III				
1 min	30	25	23	22
30 sec	24	20	19	18
10 sec	18	15	14	13

Spots of any length may cross combine for greater frequency among Sections I, II, III.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

(Birmingham continued on next page)

Birmingham—Continued

WVOK
1947
BIRMINGHAM

Buckley Radio Sales, Inc.

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 2100 6.00

Voice of Dixie, Inc., Box 1926, Birmingham-Bessemer Super Hwy., Birmingham, Ala. 35201. Phone 205-785-5111, 205-428-7153.

STATION'S PROGRAMMING DESCRIPTION
WVOK: MUSIC: top contemporary music of today & golden hits of past. NEWS: network at :30; local news at :55. UPI service. Contact Representative for further details. Rec'd 4/25/75.

1. PERSONNEL
President—Iralee W. Benns.
National Sales—Dan Brennan.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
50,000 w. days: 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 10e, 13c, 13e, 15a.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 24b, 25a, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 46, 47a.
Cancellation: 70e, 71a.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 62d.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 15 Eff 4/1/72—Rec'd 2/28/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK: (*)	1 ti	6 ti	12 ti	18 ti	24 ti	48 ti
1 min	30.00	28.00	27.00	26.00	24.00	22.00	20.00
20/30 sec	24.00	22.00	21.00	20.00	19.00	17.00	15.00
10 sec/ID's	18.00	17.00	16.00	15.00	14.50	13.00	12.00

CLASS A

1 min	28.00	26.00	25.00	24.00	22.00	20.00	18.00
20/30 sec	22.00	20.00	19.50	19.00	18.00	16.00	14.00
10 sec/ID's	17.00	15.00	14.50	14.00	13.50	12.00	11.00

(*) Specified position; hour of day or day of wk.
Minutes, 20/30 second spots and ID's may combine on the basis of 2 ID's equaling 1 longer spot.

CONSECUTIVE WEEK DISCOUNT
52 wk—10% applied as earned. Applicable to consecutive week advertisers only.
Rateholder: minimum 50.00 per week.

WYAM
1960
BESSEMER

Media Code 4 201 2170 9.00

Brandon, Robinson Broadcasting Corp., 3300 Brighton Bessemer Pike, Bessemer, Ala., 35020. Phone 205-428-0146.

STATION'S PROGRAMMING DESCRIPTION
WYAM: Programmed for adults.
MUSIC: 80% country, 20% gospel. AIR PERSONALITIES handle all segments & are available for remote broadcast with complete mobile studio. NEWS: national at :30; local at :55; SPORTS: 1 min capsule at :25; auto races, local & national. Weather twice hourly. Contact Representative for further details. Rec'd 1/27/72.

1. PERSONNEL
President—Lawrence Brandon.
Vice-Pres. & Gen'l Mgr.—Anthony S. Brandon.

2. REPRESENTATIVES
Universal Broadcasting Corporation.
Atlanta—David Carpenter Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12c 13b, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 24b, 24c, 25c, 28b, 28c, 29b.
Contracts: 41, 44b, 45, 51c.
Comb.; Cont. Discounts: 60b, 60e, 61c, 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS.

TIME RATES
Eff 9/1/70—Rec'd 9/8/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	312x	730x	1460x
1 min	6.75	6.40	6.10	5.75	5.45	5.15	4.80	4.25
30 sec	6.00	5.70	5.40	5.05	4.75	4.45	4.15	3.75
10 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	25 ti	50 ti
1 min	6.00	5.50	5.00	4.00
30 sec	4.00	3.50	3.00	2.75
10 sec	3.50	3.00	2.75	2.50

PER MO:	1 min	30 sec	10 sec
130+	4.00	3.00	2.50
260+	3.50	2.75	2.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80	50	25	20	15

WYDE
1948
BIRMINGHAM

Modern Country

RAB

Media Code 4 201 2240 0.00
Basic Communications, Inc., 2112 11th Ave., S., Birmingham, Ala. 35205. Phone 205-322-4511.

STATION'S PROGRAMMING DESCRIPTION
WYDE: Programmed for urban adults and young adults.
MUSIC: modern country. 6 air personalities handle all segments. Personalities available for remote broadcasts. 3 man news staff, 2 mobile news units. NEWS 15%: 8% national and international 5 min on hour, 7% local and regional 5 min from :05 to :10, 15 min commentary at noon. 10 min commentary at 7:20 pm. SPORTS: 5 min at 6:10 am, 10 min at 7:10 pm, 2 min at :20 before and after hour in drive times, live college football home and away, 22 sports programs weekends. FARM: 15 min-M-F. Contact Representative for further details. Rec'd 2/27/74.

1. PERSONNEL
Executive Vice-President—Emil Mogul.
Vice-President—Wynn Alby.
General Manager—Larry Davidson.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
50,000 w. days. 1,000 w. nights; 850 kc. Directional—days.
Operating schedule: 4:45-1:10 am. CST.

4. AGENCY COMMISSION
15/0 gross billings.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15e, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 13 Eff 10/1/74—Rec'd 10/2/74.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 4:45-5:30 am, 10 am-3 pm & 7-8 pm; Sun 6 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AAA	52	50	48	46	42	40	38	37
AA	40	38	36	34	32	31	29	28
A	25	24	23	22	20	19	18	17

10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	156x	260x
1 hr	160	145	135	125	115
1/2 hr	120	110	100	90	80
1/4 hr	90	85	80	75	70

Programs after 7 pm, 10% discount.

10. SPECIAL FEATURES
5-min newscast—1-1/2x applicable 1-min.

WZZK (FM)
1948
BIRMINGHAM

Media Code 4 201 2257 4.00
Johnston Broadcasting Co., Box 58065, Birmingham, Ala. 35209. Phone 205-324-3460.

STATION'S PROGRAMMING DESCRIPTION
WZZK (FM): MUSIC: country.

1. PERSONNEL
Gen'l & Sales Mgr.—Dave Davis.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Southeast & Southwest—Bernard I. Ochs Co.

3. FACILITIES
ERP 100.000 w. (horiz.), 100.000 w. (vert.); 104.7 mc.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.
AM facilities: WJLD.
Affiliated with American FM Network.

TIME RATES
Eff 1/1/75—Rec'd 3/7/75.

6. SPOT ANNOUNCEMENTS
1 min 15.00 30 sec 12.00

BOAZ

Marshall County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WBSA
1959

NAB

Media Code 4 201 2275 6.00
Radio Sand Mountain, Inc., Box 597, McVille Rd., Boaz, Ala. 35957. Phone 205-593-4264.

1. PERSONNEL
Pres. & Gen'l Mgr.—Glenn M. Cornelius.

3. FACILITIES
1,000 w.; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff —— Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
20 sec	1.75	1.65	1.55	1.45	1.35	1.25
30 sec	2.25	2.10	1.95	1.80	1.65	1.50
1 min	3.00	2.75	2.50	2.25	2.00	1.75

BREWTON

Escambia County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WEBJ
1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 2310 1.00
Brewton Broadcasting Co., Brewton, Ala. 36426. Phone 205-867-5717.

1. PERSONNEL
General Manager—Gene P. Cashman.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-7 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	24 ti	48 ti	72 ti	100 ti
1 min	2.00	1.85	1.70	1.55	1.40
30 sec	1.40	1.30	1.20	1.10	1.00

10. SPECIAL FEATURES
News—1x rate applies.
Edited by Gene Cashman.

BRIDGEPORT

Jackson County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WBTS
1961

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 2380 4.00
Roy C. McCloud, Box U, Bridgeport, Ala. 35740. Phone 205-495-2274.

1. PERSONNEL
Owner & Gen'l Mgr.—Roy C. McCloud.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 7/2/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
A, Thurs, Fri, Sat, 50/less	1.75	1.25	1.00
B, Sun, Mon, Tues, Wed, 50/less	1.50	1.00	.75

BUTLER

Choctaw County—Map Location B-7.
See SRDS consumer market map and data at beginning of the State.

WPRN
1959

Media Code 4 201 2450 5.00
Butler Broadcasting Company, Box 566, Butler, Ala. 36904. Phone 205-459-3222.

1. PERSONNEL
General Manager—Darryl Jackson.

2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional
Operating schedule: 5 am-10 pm. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
No. 5 Eff 5/1/74—Rec'd 10/31/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	21 ti	41 ti	71 ti	101 ti	151-200
1 min	2.90	2.75	2.50	2.25	2.10	2.00
30 sec	2.25	2.10	1.90	1.75	1.65	1.50

CALERA

Shelby County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WBYE
1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 2520 5.00
Shelby County Advertising Corp., Box "E", Calera, Ala. 35040. Phone 205-668-0872.

1. PERSONNEL
Gen'l Mgr. & Sec'y—Marion P. Jones.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 9/1/74—Rec'd 2/27/75.
Prime—6-9 am & 4 pm-sign-off.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	(*)	20 ti	(*)	40 ti	(*)	60+	(*)
10 sec	1.35	1.50	1.20	1.30	1.05	1.20	.95	1.10
30 sec	2.15	2.40	1.90	2.05	1.75	1.90	1.60	1.75
1 min	2.75	3.00	2.30	2.55	2.00	2.25	1.75	1.95

(*) Prime time.

CAMDEN

Wilcox County—Map Location D-7
See SRDS consumer market map and data at beginning of the State

WCOX
1968

Media Code 4 201 2555 1.00
Black Belt Broadcasting Co., Inc., Drawer 620, Grampin Hills, Camden, Ala. 36726. Phone 205-682-4677.

1. PERSONNEL
General Manager—Virgil Moore.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS

TIME RATES
Eff————Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	2.20	2.10	2.00	1.90	1.80	1.70	1.60
30 sec	1.80	1.70	1.60	1.50	1.40	1.30	1.20

7. PACKAGE PLANS

EA:	—Per mo— 50 ti	100 ti	—Per yr— 500x	1000x
1 min	1.80	1.70	1.50	1.40
30 sec	1.40	1.30	1.10	1.00

CARROLLTON (1 AM; 1 FM)

Pickens County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WAQT
1970

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 201 2572 6.00
Pickens County Broadcasting Co., Box 71, Carrollton, Ala. 35447. Phone 205-367-8136.
See affiliated AM station for additional information.
AM facilities: WRAG.

3. FACILITIES
ERP 30.000 w. (horiz.), 30,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 505 ft. above average terrain.

TIME RATES
Rates are identical to WRAG. See that listing.

WRAG
1951

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 201 2590 8.00
Pickens County Broadcasting Co., Box 71, Carrollton, Ala. 35447. Phone 205-367-8136.

1. PERSONNEL
General Manager—B. E. Hook.
Station Manager—Sammy Spencer.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WAQT.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 1/15/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x
1 min	3.50	3.25	3.10	3.00	2.75	2.50

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

CENTRE (2 AM)

Cherokee County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WAGC
1962

Media Code 4 201 2660 9.00
Radio Centre, Box Q, 112 E. Main St., Centre, Ala. 35960. Phone 205-927-5353.

1. PERSONNEL
General Manager—Ralph A. Meade.
2. FACILITIES
1,000 w. days; 1,560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
No. 2 Eff 3/1/72—Rec'd 6/24/72.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	PER MO:	1 min	30 sec
1 ti	3.50	2.50	150 ti	2.79	2.00
25 ti	3.30	2.40	250 ti	2.35	1.75
50 ti	3.15	2.35	300 ti	2.20	1.50
100 ti	2.80	2.15			

WEIS
1961

Media Code 4 201 2730 6.00
Cherokee County Broadcasting Co., Inc., Box 297, 477 S. Pratt St., Centre, Ala. 35960. Phone 205-927-5152.

STATION'S PROGRAMMING DESCRIPTION
WEIS: Programming is directed to agriculture area

1. PERSONNEL
General Manager—Jim Davis.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff ————Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	2.50	2.40	2.30	2.20	2.10	2.00	1.90
30 sec	2.00	1.90	1.80	1.70	1.60	1.50	1.40
20 sec	1.85	1.75	1.65	1.55	1.45	1.35	1.25

CENTREVILLE

Bibb County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WBIB
1964

Subscriber to the NAB Radio Code
Media Code 4 201 2800 1.00
WBIB Radio, Inc., Box 217 Hwy., 5 and 82, Centreville, Ala. 35042. Phone 205-926-5601.

STATION'S PROGRAMMING DESCRIPTION
WBIB: Modern country.

1. PERSONNEL
General Manager—Julius E. Talton.
2. REPRESENTATIVES
Busby, Finch, Lathom & Widman.
3. FACILITIES
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 4/1/74—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

	1 MINUTE					
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 wk	3.47	2.94	2.82	2.71	2.59	2.47
4 wk	2.53	2.41	2.29	2.18	2.06	1.94
13 wk	2.35	2.24	2.12	2.00	1.88	1.77
	30 SECONDS					
1 wk	2.78	2.35	2.26	2.17	2.07	1.98
4 wk	2.02	1.93	1.84	1.74	1.65	1.55
13 wk	1.88	1.79	1.69	1.60	1.51	1.41

15 sec: 50% of 1-min.
Edited by Sammy George.

CLANTON (1 AM; 1 FM)

Chilton County—Map Location E-6
See SRDS consumer market map and data at beginning of the State

WKLF
1947

Media Code 4 201 2870 4.00
Southeastern Broadcasting Co., Inc., Selma Hwy. North, Clanton, Ala. 35045. Phone 205-755-0980.

STATION'S PROGRAMMING DESCRIPTION
WKLF: MUSIC: Modern country. NEWS: at :60 & :30.

1. PERSONNEL
General Manager—James H. Dennis.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

WEZZ (FM)
1952

3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 370 w.; 100.9 mc.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 302 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.60	3.40	3.20	3.00	2.80	2.60	2.40	2.20
30 sec	3.25	3.05	2.85	2.65	2.40	2.25	2.05	1.85

CULLMAN (2 AM; 2 FM)

Cullman County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WFMH
1949

Media Code 4 201 2940 5.00
Voice of Cullman, 206 2nd Ave., E., Cullman, Ala. 35055. Phone 910.

1. PERSONNEL
General Manager—B. C. Eddins.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.
FM FACILITIES ERP 5,300 w.; 101.1 mc.
Operating schedule: 5:00 a.m. to 9:00 p.m. CST.
Antenna ht.: 165 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.

TIME RATES
Rates effective August, 1949. (Card No. 2.)
Rates received July 19, 1951.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	30.00	18.60	9.55	8.35	6.60	2.65
13 times	28.57	14.98	8.56	7.49	5.94	2.30
26 times	24.15	13.48	7.69	6.73	5.34	2.15
52 times	21.05	12.02	6.92	6.06	4.75	1.90
104 times	19.49	10.92	6.23	5.45	4.27	1.75
156 times	17.53	9.82	5.60	4.91	3.85	1.65
260 times	15.75	8.85	5.00	4.48	3.45	1.55
312 times	------	------	------	------	------	1.40

(*) Announcements of 100 words or 1 minute.
FM Only: Sold alone after local sunset—at 40% off above rates.

WFMH-FM
1949

WKLN (FM)
1967

Media Code 4 201 2975 1.00
WKLN-FM, Box 61, 214 1st Ave., E., Cullman, Ala. 35055. Phone 205-734-0183.

STATION'S PROGRAMMING DESCRIPTION
WKLN (FM): Programmed for adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth E. Lawrence.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 155 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10th of following month.

TIME RATES
Eff 8/1/71—Rec'd 8/25/71.

7. PACKAGE PLANS

PER WK. ROS SATURATION:	10 ti	25 ti	50 ti
1 min	3.00	2.50	2.00
30/20 sec	2.40	2.00	1.60
10 sec	1.50	1.25	1.00
52-WK CONTRACT:	1 min	30/20	10 sec
1000+	1.50	1.25	.75

10. SPECIAL FEATURES
News, weather, farm, market reports—5-min rate plus any required talent & production charges.

WKUL
1946
An Airmedia Station

Media Code 4 201 3010 6.00
Cullman Broadcasting Co., Drawer 968, Cullman, Ala. 35055. Phone 205-734-3171.

STATION'S PROGRAMMING DESCRIPTION
WKUL: Programmed for general appeal.

1. PERSONNEL
Pres. & Com'l Mgr.—Jerdan Bullard.
3. FACILITIES
1,000 w., days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 23 Eff 11/1/73—Rec'd 6/24/74.
AAA—9-9:30 am.
AA—Mon thru Sat 6:30-9 am, 9:30-10 am, 11 am-1 pm & 4-6 pm; Sun 7-9 am & 1-6 pm.
A—Mon thru Sat 5-6:30 am, 10-11 am, 1-4 pm & 6 pm-midnight; Sun 6-7 am, 9 am-1 pm & 6-11 pm.

6. SPOT ANNOUNCEMENTS

	CLASS AA							
MO:	1 ti	30 ti	60 ti	90 ti	120 ti	180 ti	240 ti	300 ti
1 min	4.65	4.00	3.82	3.29	2.94	2.59	2.29	2.06
30 sec	4.00	3.41	3.24	2.82	2.29	2.12	2.00	1.82
20 sec	3.24	2.94	2.71	2.29	2.06	1.88	1.76	1.59
10 sec	2.94	2.59	2.53	2.06	1.88	1.71	1.41	1.29

	CLASS A							
MO:	1 ti	30 ti	60 ti	90 ti	120 ti	180 ti	240 ti	300 ti
1 min	4.00	3.41	3.24	2.82	2.41	2.12	2.00	1.82
30 sec	3.24	2.82	2.71	2.29	2.06	1.88	1.76	1.59
20 sec	2.82	2.59	2.47	2.12	1.82	1.71	1.41	1.29
10 sec	2.59	2.35	2.12	1.94	1.71	1.41	1.29	1.18

AAA- AA rate plus 10%

7. PACKAGE PLANS
100-SPOT SATURATION—1/2AA, 1/2A

	1 min	30 sec
20 ti/5 consec days	234.12	210.59

DECATUR (3 AM; 2 FM)

Morgan County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WAJF
1953
A Huntsville Broadcasting Station

Media Code 4 201 3080 9.00
Fait Broadcasting Co., Inc., Box 1009, 112 Grant St., Decatur, Ala. 35601. Phone 205-353-9221.

STATION'S PROGRAMMING DESCRIPTION
WAJF: MUSIC: Contemporary hits, including music of interest to ethnic groups. AIR PERSONALITIES. NEWS: UPI audio; local news staff with news director. FARM: 5-6 am daily. FEATURES: female audience participation 10-10:30 am M-Sat. SPORTS: U football & basketball. Football scoreboard Sat only. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
Station Manager—Bob Gord.
Operations Manager—Greg Stavens.
2. REPRESENTATIVES
Frederick W. Smith.
Southeast, Southwest — Busby, Finch, Lathom & Widman.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.
Detroit—Pearse Sales.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15%. Bills rendered 1st of month, payable by 10th.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47e, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 4 Eff 10/1/70—Rec'd 10/6/70.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec
1 ti	7.50	5.50	6.00	4.50
6 ti	7.00	5.00	5.50	4.00
12 ti	6.50	4.50	5.00	2.50
18 ti	6.00	4.25	4.50	3.25
24 ti	5.50	4.00	4.00	3.00

10 sec: 50% of 1-min.
Spots of all lengths combine to earn frequency.

DISCOUNT
26 wk—5% 52 consec wk—10%

Edited by Peter P. Barber.

WDRM (FM)
1951

RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 201 3115 3.00
Dixie Broadcasting, Inc., 406 Bank St., Decatur, Ala. 35601. Phone 205-353-1750.
Mailing address: Box 789, Decatur, Alabama 35601.
See affiliated AM station for additional information.
AM facilities: WHOS.

STATION'S PROGRAMMING DESCRIPTION
WDRM (FM): MUSIC: MOR 6 am-6 pm; top 40 country 6 pm-6 am. NEWS: local 3 times daily; network world & special events. SPORTS: high school sports, football & basketball, college football & basketball. Contact Representative for further details. Rec'd 3/29/71.

3. FACILITIES
ERP 100,000 w.; 102.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 6-LC Eff 1/1/75—Rec'd 12/23/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	25 ti	50 ti	100 ti	150+
1 min	4.35	3.65	3.35	3.00	2.75	2.25
30 sec	3.85	3.25	2.80	2.35	2.25	2.00

10 sec: Ea 1.45.

ANNUAL DISCOUNT
1200 x 10% 1800+ 15%

7. PACKAGE PLANS

PER DAY, ROS:	4 ti	8 ti	12 ti	16 ti
30 sec, per mo.	135	200	245	300

3-mo non-cancellable contract.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	40	24	14	6

Annual discount 15%.

WHOS
1948

RAB

Subscriber to the NAB Radio Code
Media Code 4 201 3150 0.00
Dixie Broadcasting, Inc., 406 Bank St., Decatur, Ala. 35601. Phone 205-353-1810.
Mailing address: Box 789, Decatur, Alabama 35601.

STATION'S PROGRAMMING DESCRIPTION
WHOS: MUSIC: top 40 country Nashville sound. NEWS: 3 local newscasts each day; network world news & special events. FARM: 43 min M-F. SPORTS: college football, baseball. Contact Representative for further details. Rec'd 11/29/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Louis C. Blizzard.
2. REPRESENTATIVES
The Devney Organization, Inc.
Southeast—R. S. Crane Company, Inc.
3. FACILITIES
1,000 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 47e, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WDRM (FM).
Affiliated with American Entertainment Network.
Member: The Tobacco Radio Network.

TIME RATES
No. 4 Eff 9/1/72—Rec'd 6/1/72.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	7.00	6.50	6.00	5.50	5.00

30/20 sec: 80% of 1-min 10-sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
Ea	48	30	15

WMSL
1935

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 201 3220 1.00
New Decatur Radio, Inc., Box 248, 718 Bank St., Decatur, Ala. 35601. Phone 205-353-0361.

STATION'S PROGRAMMING DESCRIPTION
WMSL: Programmed for general interest. MUSIC: contemporary. AIR PERSONALITIES handle all segments & taped commercials by personalities are interchangeable. NEWS: 5 min every 30 min; network, AP wire service & local in each segment. FARM: markets 5:30-6:15 am. Women's features, audience participation features throughout broadcast day. SPORTS: play-by-play, personality remotes. Contact Representative for further details. Rec'd 3/28/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. H. (Cleto) Quick.
Sales Manager—Ron Walker.
2. REPRESENTATIVES
PRO/Meeker Radio.
South—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 13a, 14a, 15a.
Basic Rates: 21a, 23a, 25a, 28a.
Contracts: 40a, 43, 44b, 45, 47a.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 81.
Affiliated with MBS and KBS.
Affiliated with The Rep Network.

TIME RATES
No. 12 Eff 5/1/75—Rec'd 3/28/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	260+
1 min	7.50	6.50	5.50	5.00

30 sec: 75% of 1-min.

6. PROGRAM TIME RATES

	1x	26x	52x	65x	130x	156x	260x
1 hr	40.00	38.00	37.00	36.00	34.00	32.00	30.00
1/2 hr	25.00	23.00	22.00	21.00	20.00	19.00	18.00
1/4 hr	15.00	14.00	13.00	12.00	11.00	10.00	9.00
5 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00

WRSA (FM)
1965

RAB

Media Code 4 201 3255 7.00
WRSA-FM Radio, Box 1222, Decatur, Ala. 35601. Phone 205-498-2634.
Huntsville Office: Box 4144, 9030B S. Memorial Pky., Huntsville, Ala. 35802. Phone 205-539-3650.

1. PERSONNEL
Pres., Gen'l & Sales Mgr.—Paul R. Nielsen.
Station Manager—Joseph D. Hill.
Engineer—Mack Bramlett.
3. FACILITIES
Erp 25,000 w.; 96.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 830 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 26, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 2/1/74—Rec'd 2/14/74.

7. PACKAGE PLANS

	TAP—ROS				
30 DAYS:	1 ti	20 ti	50 ti	100 ti	(*)
1 min	4.60	3.70	3.30	2.90	2.50
30 sec	3.20	2.60	2.30	2.05	1.70

(*) 200-300 ti

ALABAMA

DEMOPOLIS

Marengo County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WXAL
1947

Media Code 4 201 3290 4.00
Demopolis Broadcasting Co., Inc., Drawer X, Demopolis, Ala. 36732. Phone 205-289-1400.

1. PERSONNEL
Pres. & Gen'l Mgr.—William M. Jordan.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 a.m. to 11:00 p.m.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: The Tobacco Radio Network.

TIME RATES
Eff 6/75—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

PER MO/30 CONSEC DAYS, EA:	1 min	30 sec
1 ti	4.00	3.00
101-200 ti—10%	201+—20%	

Edited by W. M. Jordan.

DOTHAN (3 AM; 2 FM)

Houston County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WAGF
1932

Media Code 4 201 3360 5.00
Dothan Broadcasting Co., 204-1/2 E. Main St., Dothan, Ala. 36301. Phone 205-792-1101.

STATION'S PROGRAMMING DESCRIPTION
WAGF: MUSIC: Country & western. NEWS: AP. SPORTS: football, basketball & baseball. Contact Representative for further details. Rec'd 1/27/75.

1. PERSONNEL
Manager—Fred C. Moseley.
2. REPRESENTATIVES
UBC Sales, Inc.
3. FACILITIES
1,000 w.; 1220 kc. Directional—night only.
Operating schedule: 5:00 am-11:00 pm. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 601, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff———Rec'd 8/24/67.

6. SPOT ANNOUNCEMENTS

	(*)	(†)		(*)	(†)
1 ti	4.00	4.00	104 ti	3.40	3.40
26 ti	3.80	3.80	156 ti	3.20	3.20
52 ti	3.60	3.60	260 ti	3.00	3.00

(*) Daytime spots—1 minute or less.
(†) Nighttime spots—1 minute or less.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	60	59	58	57	56	55
1/2 hr	30	29	28	27	26	25
1/4 hr	15	14	13	12	11	10

WDIG
1947

RAB

Media Code 4 201 3430 6.00
WDIG, Inc., Box 1828, 1750 Ross Clark Circle, S. W., Dothan, Alabama 36301. Phone 205-792-2161.

STATION'S PROGRAMMING DESCRIPTION
WDIG: MUSIC: current hits & gold 5 am-10 pm, rhythm & blues 10 pm-1 am, solid gold 1-5 am. NEWS & SPORTS: news staff, network, UPI newswire with emphasis on local & regional news. Community involvement & editorial comment. FARM: farm director on 2 programs per day. Audience participation programs. Contact Representative for further details. Rec'd 7/3/74.

1. PERSONNEL
General Manager—Edward Wein.
Commercial Manager—N. Earl Allen.
Program Director—Bob Page.
2. REPRESENTATIVES
Bernard I. Ochs.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 26, 27 28c, 29a, 33c.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES
No. 774 Eff 7/1/74—Rec'd 7/2/74.
AA—Mon thru Sat 6-10 am & 3-7 pm, Soul Review 10 pm-1 am.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	AA 1 wk	13 wk	26 wk	52 wk	A 1 wk	13 wk	26 wk	52 wk
6 ti	6.50	6.20	5.90	5.60	5.90	5.60	5.30	5.00
12 ti	6.20	5.90	5.60	5.30	5.60	5.30	5.00	4.70
18 ti	5.90	5.60	5.30	5.00	5.30	5.00	4.70	4.40
24 ti	5.60	5.30	5.00	4.70	5.00	4.70	4.40	4.10
			30 SECONDS					
6 ti	5.20	4.96	4.72	4.48	4.72	4.48	4.24	4.00
12 ti	4.96	4.72	4.48	4.24	4.48	4.24	4.00	3.76
18 ti	4.72	4.48	4.24	4.00	4.24	4.00	3.76	3.48
24 ti	4.48	4.24	4.00	3.76	4.00	3.76	3.48	3.24

10 sec: 60% of 1-min.
Edited by Edward Wein.

WOOF
1947

Media Code 4 201 3500 6.00
WOOF, Inc., Box 1427, Columbia Hwy., Dothan, Ala. 36301. Phone 205-792-1149.

STATION'S PROGRAMMING DESCRIPTION
WOOF: MUSIC: Contemporary top 40. AIR PERSONALITIES. NEWS: local-regional staff, network & AP newswire. Hourly network & local-regional headlines. SPORTS: local/regional play-by-play. FARM: 6-6:15 am. Contact Representative for further details. Rec'd 8/29/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Agnes Simpson.
Sec'y/Treas. & Com'l Mgr.—Max McGowan.
Program Director—Rick Brown.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
3,000 w. days; 560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62a.
Cancellation: 70b, 71b, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: The Tobacco Radio Network.

TIME RATES
Rates effective January 1, 1966.
Rates received November 26, 1965.

6. SPOT ANNOUNCEMENTS

1 ti	9.00	250 ti	7.00
50 ti	8.50	300 ti	6.50
100 ti	8.00	500 ti	5.50
150 ti	7.50	750 ti	4.50

Submitted by Max McGowan.

WOOF-FM
1964

Media Code 4 201 3501 4.00
WOOF, Inc., Box 1427, Columbia Hwy., Dothan, Ala. 36301. Phone 205-792-1140.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WOOF-FM: MUSIC: Standard pop MOR. NEWS: network every 30 minutes plus local/regional news & stock market reports. SPORTS: college sports, pro football, high school game of week. Contact Representative for further details. Rec'd 8/29/74.

1. PERSONNEL
Program Director—Steven McGowan.
3. FACILITIES
ERP 100,000 w.; 99.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 342 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates effective November 1, 1961.
Rates received February 22, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	6.00	250 ti	4.80
50 ti	5.70	300 ti	4.50
100 ti	5.40	500 ti	4.20
150 ti	5.10	750 ti	3.90

WTVY (FM)
1968

Media Code 4 201 3540 2.00
WTVY, Inc., Box 1089, Dothan, Ala. 36301. Phone 205-792-0048.

STATION'S PROGRAMMING DESCRIPTION
WTVY (FM): MUSIC: Country. NEWS: network at :15 plus regional & local. SPORTS: high school & pro football, local youth baseball. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles Woods.
Assistant Manager—Eldon A. Klapal.
Traffic—Linda McCuller.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,078 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11e, 12g, 13e, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 29a, 33c.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 47e, 50, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 3/1/75—Rec'd 3/10/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	624x
1 min	7.00	6.75	6.50	6.25	6.00	5.75	5.50	5.25
30 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

PER WK, ROS:	5 ti	10 ti	20 ti
1 min	4.75	4.50	4.25
30 sec	3.50	3.25	3.10

8. PROGRAM TIME RATES

	1x	26x	32x	104x	156x	260x	312x	624x
1/2 hr	22.00	21.75	21.50	21.25	21.00	20.75	20.50	20.25
1/4 hr	15.25	15.00	14.75	14.50	14.25	14.00	13.75	13.50
5 min	8.50	8.25	8.00	7.75	7.50	7.25	7.00	6.75

Edited by Eldon A. Klapal.

ELBA

Coffee County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WELB
1958

Media Code 4 201 3570 9.00
Elba Radio Co., Box 467, Elba, Ala. 36323. Phone 205-897-2216.

1. PERSONNEL
Sales Manager—Doug Holderfield.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
4. AGENCY COMMISSION
15%.

TIME RATES
Eff 1/1/66—Rec'd 7/27/66.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x
1 min	2.00	1.75	1.50

ENTERPRISE (1 AM; 1 FM)

Coffee County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WIRB
1948

Media Code 4 201 3640 0.00
Wiregrass Broadcasting Co., Box 1136, Ouida St., Enterprise, Ala. 36330. Phone 205-347-8600.

1. PERSONNEL
General Manager—Howard Quattlebaum.
3. FACILITIES
1,000 w.; 600 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: The Tobacco Radio Network.

TIME RATES
Eff 8/1/68—Rec'd 7/12/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min	5.00	4.75	4.50	4.25	4.00	3.25

WIRB-FM
1968

Media Code 4 201 3641 8.00
Wiregrass Broadcasting Co., Box 1136, Ouida St., Enterprise, Ala. 36330. Phone 205-347-8600.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w (vert.); 96.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: ——— ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 10/1/73—Rec'd 1/23/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.40	2.20	2.00	1.80	1.60

EUFAULA (1 AM; 1 FM)

Barbour County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WULA 1948 — WULA-FM 1971

SAB

Media Code 4 201 3710 1.00
Vogel-Milligan Corp., Box 531, Eufaula, Ala. 36027. Phone 205-687-2066.

STATION'S PROGRAMMING DESCRIPTION
WULA: MUSIC: top 40.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert A. Ellington.
2. REPRESENTATIVES
Gilbreath Associates.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-11 pm. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Operating schedule: Same as AM. CST.
Antenna ht.: 89 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 1/1/74—Rec'd 7/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	23 ti	50 ti	*125 ti
1 min	3.53	2.94	2.47	2.47
30 sec	2.64	2.05	1.77	1.77

(*) Per mo.

10. SPECIAL FEATURES
5-min news (when available) per mo 76.47.
10-sec time signal (when available) ea 1.18.

EVERGREEN

Conecuh County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WBLO
1957

SAB

Media Code 4 201 3760 4.00
Vogel-Moody Corp., Evergreen, Ala. 36401. Phone 578-2780.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bill Moody.
3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network. Farm Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 7/13/74.

8. SPOT ANNOUNCEMENTS

	1x	50x
30 sec	2.00	1.50
1 min	2.25	1.75

FAIRHOPE (1 AM; 1 FM)

Baldwin County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WABF
1961

SAB

Media Code 4 201 3850 3.00
Eastern Shore Broadcasters, Inc., Drawer AS, South Section Street, Fairhope, Ala. 36532. Phone 205-928-2384.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. Russell Kilgore, Sr.
3. FACILITIES
1,000 w. days; 1220 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only; 15th of following month.
5. GENERAL RATE POLICY
Affiliated with MBS.
Member: Farm Radio Network.

TIME RATES
Eff ———Rec'd 3/10/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	156x
1 min	4.00	3.60	3.35	3.25
30 sec	3.00	2.90	2.50	2.00

10 sec: 1.50.

WGOK-FM
(formerly WABF-FM)

Media Code 4 201 3851 3.00
WGOK, Inc., Box 1425, 800 Gum St., Mobile, Ala. 36601. Phone 205-432-8661.
See affiliated AM station for additional information.
AM facilities: WGOK, Mobile.

1. PERSONNEL
General Manager—Gene Tibbett.
2. REPRESENTATIVES
Bob Dore Associates.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 5-2 am. CST.
Antenna ht.: 450 ft. above average terrain.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.

TIME RATES
No. 3 Eff 4/1/68—Rec'd 3/20/75.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	200x
1 min	11.00	10.55	10.15	9.70	9.30
30 sec	8.80	8.45	8.15	7.80	7.45
10 sec	5.50	5.30	5.10	4.85	4.65
	250x	300x	500x	750x	1000x
1 min	8.85	8.45	8.00	7.55	7.15
30 sec	7.10	6.75	6.40	6.05	5.70
10 sec	4.45	4.20	4.00	3.80	3.55

7. PACKAGE PLANS

	1 MINUTE					
PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 wk	10.90	10.70	10.50	10.25	10.00	9.75
13 wk	9.85	9.25	8.75	8.35	8.15	8.05
26 wk	8.75	8.20	7.90	7.75	7.50	7.10
39 wk	8.20	7.85	7.50	7.10	7.00	6.95
52 wk	7.90	7.50	7.05	7.00	6.90	6.80
	30 SECONDS					
1 wk	8.70	8.55	8.40	8.20	8.00	7.80
13 wk	7.90	7.40	7.00	6.70	6.50	6.45
26 wk	7.00	6.55	6.30	6.20	6.00	5.70
39 wk	6.55	6.30	6.00	5.70	5.60	5.55
52 wk	6.30	6.00	5.65	5.60	5.50	5.45

WGOK, Mobile/WGOK-FM combinable for frequency discount.

FAYETTE

Fayette County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WWWF
1949

Subscriber to the NAB Radio Code

Media Code 4 201 3920 6.00
Bankhead Broadcasting-Fayette, Inc., 733 Columbus St., E., Fayette, Ala. 35555.

STATION'S PROGRAMMING DESCRIPTION
WWWF: Sunrise-sunset middle-of-the-road music.

1. PERSONNEL
General Manager—Jack Black.

2. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
No. 3 Eff 9/1/73—Rec'd 1/25/73.

6. SPOT ANNOUNCEMENTS

	Times					
PER MO, EA:	1	30	60	90	120	150	180
120 wds	1.70	1.60	1.50	1.40	1.30	1.20	1.10
60 wds	1.20	1.10	1.05	1.00	.95	.90	.80
20 wds	.60	.55	.53	.50	.48	.45	.43

FLOMATON

Escambia County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WTCB
1955

Media Code 4 201 3990 9.00
Vogel-Flomaton Corp., Box 490, Flomaton, Ala. 36441. Phone 205-296-5366.

1. PERSONNEL
Station Manager—John R. Johnston.

2. FACILITIES
500 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 9/1/73—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec		
	1 ti	13 ti	26 ti	52 ti	1 ti	25 ti	50+
Ea	1.75	1.65	1.55	1.40	1.30	1.20	1.10

FLORENCE-SHEFFIELD
(6 AM; 4 FM)
(including Muscle Shoals, Tuscumbia)

Florence, Lauderdale County—Map Location C-2
Muscle Shoals, Colbert County—Map Location C-2
Sheffield, Colbert County—Map Location C-2
Tuscumbia, Colbert County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WLAY
1933
MUSCLE SHOALS

Subscriber to the NAB Radio Code

Media Code 4 201 4130 1.06
Slatton-Quick Co., Inc., 620 E. Second St., Muscle Shoals, Ala. 35660.
Mailing address: Box 359, Florence, Ala. 35630.

STATION'S PROGRAMMING DESCRIPTION
WLAY: Popular music with 2 past hits hourly. NEWS: 5 min local, state and national on hour, 1 min highlights on half hour. 24 hours daily. Special sports reports at 7:30 am & 4:25 pm, 5 min, scores at :45 past hour in season. Weather reports hourly from local weather bureau at :15 past hour, community news reports daily at 7:45 am, 11:45 am, 4:15 pm, 4:45 pm & 5:15 pm. 3 mobile units cover local news and special events direct. Local football and basketball coverage. Broadcast editorials on local issues only. 1 hour daily of hits of past and local high school representative from different school hosts half hour weekly at 9:30 pm Thurs. Contact Representative for further details. Rec'd 3/18/68.

1. PERSONNEL
Pres., Gen'l & Nat'l Sales Mgr.—D. Mitchell Self.
Ass't Mgr. & Prog. Dir.—Jim Smith.

2. REPRESENTATIVES
PRO/Meeker Radio.
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%; no cash discount. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26.
Contracts: 40a, 41, 42c, 44a, 45, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60a, 60i, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with MBS.
Affiliated with The Rep Network.

TIME RATES
Eff 2/1/68—Rec'd 1/2/68.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

CLASS AA				
WKLY:	1 ti	5 ti	10 ti	26+
1 min	9.00	7.00	6.00	5.00
30 sec or less	6.00	5.00	4.25	3.75
CLASS A				
1 min	8.00	6.00	5.00	4.00
30 sec or less	5.00	4.50	4.00	3.25

DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%

6. PROGRAM TIME RATES
1/2 hr ..... 25.
1/4 hr: 60% of 1/2 hr. 5 min: 25% of 1/2 hr.

DISCOUNTS
13x— 5% 52x—12-1/2% 260x—25%
26x—10% 156x— 20%

WLAY-FM
1964
MUSCLE SHOALS

Media Code 4 201 4131 9.00
Slatton Quick Co., Inc., 620 E. Second St., Muscle Shoals, Ala. 35660. Phone 205-383-2525.
Mailing address: Box 359, Florence, Ala. 35630.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLAY-FM: Programming aimed at over 25 age group.
MUSIC: MOR with 4 current hits hourly. NEWS: hourly, weather 4 times hourly. COMMERCIAL POLICY: limited to 6 commercial interruptions hourly. Every song introduced. SPORTS: local football & basketball. Contact Representative for further details. Rec'd 3/26/71.

3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/71—Rec'd 3/26/71.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

	ea		ea
13 ti	3.00	52 ti	2.25
26 ti	2.50	100 or more ti	2.00

6. PROGRAM TIME RATES
1/2 hr 20
1/4 hr—60% of 1/2 hr. 5 min—25% of 1/2 hr.

DISCOUNTS
13x—5% 52x—12-1/2% 260x—25%
26x—10% 104x—20%

WOWL
1943
FLORENCE

Media Code 4 201 4200 2.00
Hammell Broadcasting, Inc., Box 756, 625 Thompson St., Florence, Ala. 35630. Phone 205-764-8170.

STATION'S PROGRAMMING DESCRIPTION
WOWL: MUSIC: current hits with 4 past hits per hour. Requests 8-10 pm, handled via direct phone line to personality. NEWS: network at :50 combined with state & local news & weather commentator, 5 min at 7:30 am & 15 min at noon; special news programs when warranted by events. SPORTS: at 7:25 am & 4:25 pm featuring network commentator, high school football & basketball, university football & basketball. Contests & games played frequently. Rec'd 1/27/75.

1. PERSONNEL
President—Richard N. Hammell.
Vice-Pres. & Gen'l Mgr.—Mitch Faulkner.
Sta. Mgr. & Prog. Dir.—Rick Shayne.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28c, 29b, 32a.
Contracts: 40a, 41, 44a, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70b, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 9/4/74.

9. SPOT ANNOUNCEMENTS

	1x	25x	50x	75x	100x
1 min	5.50	5.00	4.50	4.00	3.50
30 sec	4.50	4.00	3.50	3.00	2.50

WQLT (FM)
1967
FLORENCE

Media Code 4 201 4235 8.00
Big River, Inc., 624 S. Chestnut, Florence, Ala. 35630. Phone 205-764-2520.
See affiliated AM station for additional information.
AM facilities: WXOR.

STATION'S PROGRAMMING DESCRIPTION
WQLT (FM): Programmed for young adults 18-34. MUSIC: rock. NEWS: 5 min at :15, network. Contact Representative for further details. Rec'd 5/30/75.

3. FACILITIES
ERP 25,000 w.; 107.3 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 180 ft. above average terrain.

TIME RATES
Eff 8/1/74—Rec'd 8/23/74.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10-1 am.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.
A—Daily 1-6 am.

6. SPOT ANNOUNCEMENTS

WKLY, 1 MIN:	1 ti	8 ti	12 ti	13 ti	24 ti
AAA	4.75	4.50	4.25	4.00	3.75
AA	4.25	4.00	3.75	3.50	3.25
A	3.75	3.50	3.25	3.00	2.75

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A
18 ti ..... 67 24 ti 85
Impact—107 1-min spots run over 28 consec days scheduled on ROS basis, 230.00.
CONSECUTIVE WEEK DISCOUNT
26 wk—earn last wk N/C. 52 wk—earn last 2 wk N/C.

WRCK-FM
1969
SHEFFIELD

Media Code 4 201 4271 3.00
Wein Broadcasting Corp., Box 517, Tuscumbia, Ala. 35674. Phone 205-381-1862.

STATION'S PROGRAMMING DESCRIPTION
WRCK-FM: MUSIC: golden country, all-time country favorites with top 20 & extras 3x per hour. NEWS: network at :55, local at :25. FARM: news at 6 am, noon & 4 pm. RELIGION: 6-10 am Sun. SPORTS: local basketball, professional football. Personality show 7 pm-midnight M-Sat. Contact Representative for further details. Rec'd 7/2/74.

1. PERSONNEL
President--Margaret L. Wein.
General Manager—Paul S. Slatton.
Program Director—Buddy Scott.

2. REPRESENTATIVES
Bernard I. Ochs Co.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: .....ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WZZA.

TIME RATES
No. 74 Eff 6/1/74—Rec'd 7/2/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
CLASS AA								
6 ti	4.50	4.25	4.00	3.75	3.60	3.40	3.20	3.00
12 ti	4.25	4.00	3.75	3.50	3.40	3.20	3.00	2.80
18 ti	4.00	3.75	3.50	3.25	3.20	3.00	2.80	2.60
24 ti	3.75	3.50	3.25	3.00	3.00	2.80	2.60	2.40
30 ti	3.50	3.25	3.00	2.75	2.80	2.60	2.40	2.20
CLASS A								
6 ti	4.25	4.00	3.75	3.50	3.40	3.20	3.00	2.80
12 ti	4.00	3.75	3.50	3.25	3.20	3.00	2.80	2.60
18 ti	3.75	3.50	3.25	3.00	3.00	2.80	2.60	2.40
24 ti	3.50	3.25	3.00	2.75	2.80	2.60	2.40	2.20
30 ti	3.25	3.00	2.75	2.50	2.60	2.40	2.20	2.00

20 sec: 70% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
News adjacencies—1-1/2x 1-min.

WSHF
1963
SHEFFIELD
A Huntsville Broadcasting Station

Media Code 4 201 4340 6.00
J. R. Falt Jr., Box 606, 4421 Country Boy Ln., Sheffield. Ala. 35660. Phone 205-383-1290.

1. PERSONNEL
General Manager—Gary Wright.

2. REPRESENTATIVES
Frederick W. Smith.
Southeast, Southwest—Busby, Finch, Lathom & Widman.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.
Detroit—Pearse Sales.

3. FACILITIES
1000 w.; 1290 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount. Bills payable by 10th.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 26, 28b, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 51b.
Comb.: Cont. Discounts: 60f, 60i, 61b.
Cancellation: 72.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 3 Eff 10/1/70—Rec'd 10/6/70.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—All other times.

9. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AA					
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.50	3.25	3.00
CLASS A					
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.75	2.50

10 sec: 50% of 1-min.
All length spots combine to earn frequency.

DISCOUNT
26 wk—5% 52 consec wk—10%

Edited by Peter P. Barber.

WVNA
1955
TUSCUMBIA

Media Code 4 201 4410 7.00
Elton H. Darby, 509 N. Main St., Tuscumbia, Ala. 35674. Phone 205-383-2727.
Other Office: Old Huntsville Rd., Box 748, Florence, Ala. 35630.

STATION'S PROGRAMMING DESCRIPTION
WVNA: Programmed for general interest. NEWS: local at 7:30 am, 12:10, 12:30 & 4:30 pm; network at :60. Network programs. FARM: reports at 5:45 am & 12:30 pm. Hourly capsule stock reports. Business news at 4:55 pm. Weather reports direct from state's weather bureau plus special teletype weather service. MUSIC: MOR including contemporary, standards & show tunes. ENTERTAINMENT: 45-min jazz show 10:15 pm. 5 AIR PERSONALITIES handle all segments. SPORTS: World Series, Major League football, baseball, & bowl games; college basketball, local high school sports & little league baseball. Emphasis on community needs & interests. Contact Representative for further details. Rec'd 6/30/73.

1. PERSONNEL
General Manager—Jimmy Ball.
Commercial Manager—Billy Banks.
Production Manager—Jack Voorhies.

2. REPRESENTATIVES
Hal Walton Co.
South, Southwest—R. S. Crane Company, Inc.

3. FACILITIES
5,000 w.; 1590 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 5:30-9 am. For non-simulcast facilities see WVNA-FM.

4. AGENCY COMMISSION
15/0 time only; 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 11b, 12b, 13b, 14g, 15a.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 32a, 33c.
Contracts: 40a, 42b, 44a, 47a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70b, 71a.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
No. 7 Eff 9/1/75—Rec'd 7/25/75.
AA—6-10 am, noon-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	1 ti	6 ti	16 ti	30 ti	50+
PER MO:	1 ti	11 ti	31 ti	61 ti	100+
1 min	9.25	8.00	7.25	6.25	6.00
30 sec	7.00	6.25	5.50	5.00	4.75
10 sec	4.75	4.25	3.75	3.50	3.25
CLASS A					
1 min	8.25	7.00	6.25	5.75	5.50
30 sec	6.25	5.25	4.50	4.25	4.00
10 sec	4.25	3.75	3.25	3.00	2.75

Submitted by Billy Banks.

WVNA-FM
1961
TUSCUMBIA

Media Code 4 201 4411 5.00
Elton H. Darby, 509 N. Main St., Tuscumbia, Ala. 35674. Phone 205-383-2727.
Other Office: Old Huntsville Rd., Box 748, Florence, Ala. 35630.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WVNA-FM: Programmed for adults and young adults. 9 am-4:10 pm features general popular music, show-tunes and standards. Network news on hour. 4:10 pm-7 pm M-F and 8:35 am-noon Sat, modern country music and western music. Classical music 8:10 pm-11 pm, Sun. Contact Representative for further details. Rec'd 5/15/69.

1. PERSONNEL
Program Director—Mary Ann Franck.

3. FACILITIES
ERP 3,700 w.; 100.3 mc.
Operating schedule: 5:30 am-midnight. CST.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WVNA.

TIME RATES
Eff.————Rec'd 4/10/69.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	312x
1 min or less	3.20	2.95	2.80	2.65	2.10

7. PACKAGE PLANS
100 1-minute spots per month, ea 1.80

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	50.00	44.00	40.00	37.00
1/2 hr	27.50	24.00	22.00	20.00
1/4 hr	15.00	13.00	12.00	10.25

WXOR
1945
FLORENCE

Media Code 4 201 4445 3.00
WXOR Entertainment, Inc., 624 S. Chestnut, Florence, Ala. 35630. Phone 205-764-8121.

STATION'S PROGRAMMING DESCRIPTION
WXOR: MUSIC: modern country. NEWS: network at :60; state & local at :30. Farm report at 5:45 am & 12:45 pm. SPORTS: at :45. Complete football and basketball coverage. News cruiser, remote facilities handled by personalities. Contact Representative for further details. Rec'd 2/25/74.

1. PERSONNEL
President—Sam Phillips.
General Manager—Charles E. Manson.

(This listing continued on next page)

Florence-Sheffield—W X O R—Continued

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 29a.
Contracts: 40a, 42b, 46, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 71a.
Continuing discounts allowed.
FM facilities: WQLT (FM).
Affiliated with American Information Network.
Member: The Tobacco Radio Network.

TIME RATES
No. 4 Eff 2/1/74—Rec'd 7/26/74.
AA—Mon thru Sat 6-10 am & 2:30-6:30 pm.
A—Mon thru Sat 10 am-2:30 pm.
B—Mon thru Sat 6:30 pm-midnight; Sun 6 am-midnight.
C—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	5.88	4.71	5.29	4.12	5.00	3.82
6 ti	5.29	4.12	4.71	3.82	4.41	3.53
11 ti	4.71	3.53	4.12	3.23	3.82	2.94
21-30+	4.12	2.94	3.82	2.65	3.53	2.65

C: Flat 1.77.
10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
52 wk—10% 13 wk—4%
26 wk—6% 4 wk—2%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	88.23	52.94	29.41	11.76

10. SPECIAL FEATURES
VIGNETTES
BOS 4.71 Specified 7.06

WZZA
1960
TUSCUMBIA

Media Code 4 201 4462 8.00
Wein Broadcasting Corp., Box 2562, Muscle Shoals, Ala. 35660. Phones 205-383-5810, 381-1862.

STATION'S PROGRAMMING DESCRIPTION
WZZA: Programmed for black audience.
MUSIC: current R & B hits & oldies 3x per hour. Gospel music 9-11 am M-Sat. Jazz 12:30-3 pm Sun.
NEWS: network at :50, local & state at :20.
RELIGION: 7 am-12:30 pm Sun. Contact Representative for further details. Rec'd 7/2/74.

1. PERSONNEL
Vice-President—Edward Wein.
General Manager—Paul S. Slatton.
Operations Manager—Bob Carl Bailey.

2. REPRESENTATIVES
Bernard I. Ochs Co.

3. FACILITIES
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a.
Rate Protection: 12b, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23c, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70d, 70e, 71b, 73b.
Prod. Services: 80, 82.
FM facilities. WRCK-FM.
Affiliated with Mutual Black Network.

TIME RATES
No. 74 Eff 6/1/74—Rec'd 7/2/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
	1 min				30 sec			
CLASS AA								
6 ti	4.50	4.25	4.00	3.75	3.60	3.40	3.20	3.00
12 ti	4.25	4.00	3.75	3.50	3.40	3.20	3.00	2.80
18 ti	4.00	3.75	3.50	3.25	3.20	3.00	2.80	2.60
24 ti	3.75	3.50	3.25	3.00	3.00	2.80	2.60	2.40
30 ti	3.50	3.25	3.00	2.75	2.80	2.60	2.40	2.20
CLASS A								
6 ti	4.25	4.00	3.75	3.50	3.40	3.20	3.00	2.80
12 ti	4.00	3.75	3.50	3.25	3.20	3.00	2.80	2.60
18 ti	3.75	3.50	3.25	3.00	3.00	2.80	2.60	2.40
24 ti	3.50	3.25	3.00	2.75	2.80	2.60	2.40	2.20
30 ti	3.25	3.00	2.75	2.50	2.60	2.40	2.20	2.00

20 sec: 70% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
News adjacencies—1-1/2x 1-min.
Edited by Paul S. Slatton.

FOLEY
Baldwin County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WHEP
1953

Subscriber to the NAB Radio Code
Media Code 4 201 4480 0.00
Stewart Broadcasting Co., Box F, Foley, Ala. 36535. Wh 3-7131.

STATION'S PROGRAMMING DESCRIPTION
WHEP: Programmed for general interest.

1. PERSONNEL
Owner and Mgr.—Jim Stewart.

5. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Rates effective June 1, 1953.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	4.00	104 ti	3.20
13 ti	3.60	156 ti	3.00
26 ti	3.60	260 ti	2.90
52 ti	3.40	312 ti	2.80

FORT PAYNE (2 AM)
De Kalb County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WFPA
1950

Media Code 4 201 4550 0.00
WFPA Radio, Box 155, Fort Payne, Ala. 35967. Phone 205-845-2020, 1.

1. PERSONNEL
Owner & Mgr.—Robert H. Johnson.

2. REPRESENTATIVES
South—David Carpenter Company.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 4:45 am-midnight Mon thru Sat; 6:00 am-8:00 pm Sun. CST.

4. AGENCY COMMISSION
15/0 time; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective June 1, 1961.
Rates received April 26, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr	5 min.	1 min.
Flat	25.00	14.75	7.50	5.00

7. PACKAGE PLANS
(1 minute)

Per week:	Each	Total		Each	Total
5 times	4.50	22.50	20 times	3.50	70.00
10 times	4.25	42.50	30 times	3.00	90.00
15 times	4.00	60.00			

20 or 30 seconds—75% of applicable 1-minute rate.
8 or 10 seconds—50% of applicable 1-minute rate.

10. SPECIAL FEATURES
Newscasts: 38 times daily. Newsbreak each 1/2 hour approximately 3 minutes alternating local, state, national and world news with weather and farm markets at 5 minute rate.

WZOB
1950

Media Code 4 201 4620 1.00
Ted Kirby, dba Central Broadcasting Co., Box 148, Fort Payne, Ala. 35967. Phone 205-845-2810.

STATION'S PROGRAMMING DESCRIPTION
WZOB: MUSIC: Modern country. UPI audio.

1. PERSONNEL
Station Manager—Terry Patty.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

2. FACILITIES
1,000 w days: 1250 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: National AgRadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/1/74—Rec'd 8/27/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	5.75	5.25	4.75	4.00	3.50
		156x	208x	260x	312x
1 min		3.25	3.00	2.75	2.50

1000+, 2.00.

GADSDEN (3 AM; 1 FM)
Etowah County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WAAX
1947

Media Code 4 201 4690 4.00
Etowah Broadcasters, Inc., Box 570, Gadsden, Ala. 35902. Phone 205-543-9229.

STATION'S PROGRAMMING DESCRIPTION
WAAX: Programmed for general interest.
MUSIC: Country & western Nashville sound & selected MOR music. Strong personality identification, humor. NEWS: news staff, director & assistants, mobile units, radio airplane, radio boat, walkie talkies, state beeper network, stringers, network news. U. S. Weather Bureau direct radar wire. Local, area & regional at :60; network news at :30. Weather: direct weather line with all news & at :15 & :45. SPORTS: university football, Bowl games. FARM: local & regional coverage. Community affairs programming weekly. Editorial comment. Contact Representative for further details. Rec'd 12/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mike H. McDougald.
Sec'y-Treas.—Charles Smithgall.
Station Manager—Ronald H. Livengood.

2. REPRESENTATIVES
PIRO/Meeker Radio.
Busby, Finch, Lathom & Widman.

3. FACILITIES
5,000 w. days, 500 w. nights; 570 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24a, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70c, 71a, 72a, 73b.
Prod. Services: 80, 82.
FM facilities: WQEN.
Affiliated with American Entertainment Network.

TIME RATES
Eff 12/1/74—Rec'd 12/30/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 1-5 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1-12 WEEKS						
1 ti	12.00	10.00	11.30	9.60	10.60	8.85
6 ti	11.50	9.60	10.75	9.05	10.05	8.50
20 ti	10.90	9.10	10.35	8.70	9.60	7.95
36 ti	10.50	8.75	10.05	8.50	8.60	7.30
50 ti	9.85	8.30	9.60	7.95	7.95	6.35
13 WEEKS						
1 ti	11.50	9.50	10.90	9.15	10.30	8.45
6 ti	11.00	9.10	10.35	8.60	9.75	8.10
20 ti	10.40	8.60	9.95	8.25	8.95	7.05
36 ti	10.00	8.25	9.65	8.05	8.30	6.40
50 ti	9.35	7.80	9.20	7.50	7.65	5.45
52 WEEKS						
1 ti	11.10	9.10	10.60	8.80	10.05	8.20
6 ti	10.60	8.70	10.05	8.25	9.10	7.85
20 ti	9.80	8.20	9.65	7.90	7.90	6.30
36 ti	8.60	7.85	9.35	7.70	7.40	5.65
50 ti	8.20	7.35	8.90	7.15	7.00	4.70

Within 7 days.

WGAD
1947

Media Code 4 201 4760 5.00
Coosa Broadcasting Co., Inc., Box 770, Gadsden, Ala. 35902. Phone 205-546-1611.

STATION'S PROGRAMMING DESCRIPTION
WGAD: MUSIC: MOR contemporary popular 5 am-7 pm; top 40, 7 pm-1 am. NEWS: 5 min network at :60; headlines at :28. 5 local mobile units; weekly news tip contest, farm & stock market. SPORTS: college football & basketball. tournament & bowl specials. 6 AIR PERSONALITIES. Fun games, quizzes, audience participation, information, fashions & household hints. WEATHER at :30 & :60. Contact Representative for further details. Rec'd 4/30/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Z. Carrell.
Program Director—Ron Burton.

2. REPRESENTATIVES
Mario Messina Company.
Southeast—Dora-Clayton Agency, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1350 kc.
Directional—night only.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0 time only; rendered 1st of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 29a, 32a, 33b.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61c, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Farm Radio Network.

TIME RATES
Eff——Rec'd 2/17/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AA	1 min A	30 sec AA	30 sec A	10 sec AA	10 sec A
5 ti	8.40	7.80	6.70	6.25	4.20	3.90
10 ti	8.10	7.50	6.50	6.00	4.10	3.80
20 ti	7.80	7.20	6.25	5.75	3.90	3.60
30 ti	7.55	6.95	6.00	5.60	3.80	3.50
40 ti	7.40	6.80	5.90	5.40	3.70	3.40
50 ti	7.20	6.60	5.75	5.30	3.60	3.30

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	2 min
1 x	108	67	45	34	24	12

DISCOUNT
13 x— 5% 104 x—20% 260 x—30%
26 x—10% 156 x—25% 312 x—35%
52 x—15%

WJBY
1926

Subscriber to the NAB Radio Code
Media Code 4 201 4830 6.00
Boman Broadcasting, Inc., Box 930, Life of Alabama Bldg., Gadsden, Ala. 35902. Phone 205-546-9201.

STATION'S PROGRAMMING DESCRIPTION
WJBY: Programmed for adults 18 & up.
MUSIC: MOR. AIR PERSONALITIES 6-9 am, 10 am-noon, 1 pm-sign-off. 9:30-10 am audience calls on air to sell, buy, swap, trade. NEWS: local, state, world, sports at :60; network news at :30; news when it happens with 5 mobile units. U. S. Weather Service reports twice hourly. SPORTS: football, little league, high school, colt league, pony league, baseball, basketball, continuous sports features; NASCAR races. Rec'd 3/3/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles F. Boman.
Sales Manager—Harry Butler.
Operations Manager—Al Bailey.

3. FACILITIES
1,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 47a, 50.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70e, 71a, 72.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 8/1/74—Rec'd 10/1/74.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—All other times.

7. PACKAGE PLANS

YR:	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti
	52x	104x	156x	260x	312x	520x	1040x
CLASS AA							
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	5.20	5.00	4.80	4.60	4.40	4.20	4.00
10 sec	3.50	3.40	3.25	3.10	3.00	2.90	2.75
CLASS A							
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.70	4.50	4.30	4.10	3.90	3.70	3.50
10 sec	2.75	2.65	2.50	2.35	2.25	2.15	2.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	90.00	85.00	80.00	70.00	68.00	66.00	64.00	61.00
1/2 hr	56.00	53.00	50.00	46.00	44.00	42.00	40.00	38.00
1/4 hr	38.00	36.00	34.00	31.00	29.00	27.00	25.00	23.00
10 min	28.00	26.00	24.00	22.00	20.00	19.50	18.50	18.00
5 min	18.00	16.00	14.00	13.00	12.50	12.00	11.50	11.00

10. SPECIAL FEATURES
HEADLINE NEWS/WEATHER/SPORTS

PER WK:	6 day	3 day
Per mo	175	100

Minimum contract 6 mo.

WQEN
1966

Media Code 4 201 4905 6.00
Etowah Broadcasters, Inc., Box 570, 1716 Rainbow Dr., Gadsden, Ala. 35901. Phone 205-543-9564.
See affiliated AM station for additional information.
AM facilities: WAAX.

STATION'S PROGRAMMING DESCRIPTION
WQEN: Programmed for general interest, target audience women & men 18-49.
MUSIC: general popular. Uninterrupted 15-min blocks of unannounced music. NEWS: 90 sec news & weather hourly. COMMERCIAL POLICY: maximum 6 commercial units per hour. Contact Representative for further details. Rec'd 2/5/75.

1. PERSONNEL
Station Manager—Gerald Downey.
Operations Manager—Win Maxwell.

2. REPRESENTATIVES
PIRO/Meeker Radio.
Busby, Finch, Lathom & Widman.

3. FACILITIES
ERP 30,000 w.; 103.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 530 ft. above average terrain.

TIME RATES
No. 1 Eff 10/1/74—Rec'd 1/20/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sun 7 pm-1 am; Sun 6-10 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AA 6 ti	AA 12 ti	AA 18 ti
1 min	12.95	10.90	8.85	10.60	8.85	7.05
30 sec	11.65	9.82	7.94	9.55	7.95	6.55
	A			B		
1 min	8.25	6.75	5.30	5.90	4.70	3.55
30 sec	7.40	6.15	4.70	5.30	4.25	3.18

10/30 sec: 30x rate.

7. PACKAGE PLANS

	6 ti	12 ti	13 ti
TAP I, 1/2AAA, 1/2AA			
1 min	11.80	9.70	7.65
30 sec	10.60	8.85	6.88
TAP II, 7 CONSEC DAYS:			
1 min	10.30	8.55	6.50
30 sec	9.30	7.65	5.85

ANNUAL PLANS

	500x AAA	500x AA	500x A	500x B	1000x AAA	1000x AA	1000x A	1000x B
1 min	9.75	7.95	6.10	4.25	7.55	6.00	4.55	3.00
30 sec	8.85	7.10	5.55	3.85	6.80	5.45	4.00	2.70

GENEVA (1 AM; 1 FM)

Geneva County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WGEA
1953

Subscriber to the NAB Radio Code
Media Code 4 201 4980 9.00
Geneva County Broadcasting Co., Inc., Box 337, Geneva, Ala. 36340. Phone 205-684-2271.
STATION'S PROGRAMMING DESCRIPTION
WGEA: MUSIC: modern country. NEWS: total local.
1. PERSONNEL
Sec'y & Gen'l Mgr.—James C. Helms.
2. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
Partial simulcast operation. Simulcast sign-on-9 am.
For non-simulcast facilities see WGEA-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 4/24/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	3.50	3.15	2.00	2.75	2.45
30 sec	1.80	1.70	1.60	1.50	1.40
		156x	260x	512x	500x
1 min		2.10	1.75	1.65	1.35
30 sec		1.30	1.20	1.10	1.00

WGEA-FM
1969

Subscriber to the NAB Radio Code
Media Code 4 201 4981 7.00
Geneva County Broadcasting Co., Inc., Box 337, Geneva, Ala. 36340. Phone 205-684-2271.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WGEA-FM: MUSIC: past hits, top 40.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 205 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-11 pm. For simulcast facilities see WGEA.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WGEA. See that listing.

GREENVILLE

Butler County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WGYV
1948

Media Code 4 201 5050 0.00
Greenville Broadcasting Corp., Box 585, Greenville, Ala. 36037. Phone 205-382-5444.
1. PERSONNEL
Manager—W. H. Miller.
3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time and talent; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/75—Rec'd 1/10/75.

9. SPOT ANNOUNCEMENTS

PER YR:	10x	151x	365+
1 min	2.25	2.00	1.75
30 sec	1.60	1.50	1.40

GUNTERSVILLE

Marshall County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WGSV
1950

Media Code 4 201 5120 1.00
Guntersville Broadcasting Co., Inc., Box 220, Guntersville, Ala. 35976. Phone 205-582-8131.
1. PERSONNEL
Pres. & Gen'l Mgr.—Lavell Jackson.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Affiliated with American Contemporary Network.

TIME RATES
Eff 2/1/74—Rec'd 1/17/74.

9. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	312x
1 min	3.60	3.30	3.00	2.75	2.50
30 sec	2.70	2.50	2.25	2.00	1.75

HALEYVILLE

Winston County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WJBB
1948

Subscriber to the NAB Radio Code
Media Code 4 201 5190 4.00
Haleyville Broadcasting Co., Inc., Drawer 380, Hwy. 5 North, Haleyville, Ala. 35565. Phone 202-486-2277.
1. PERSONNEL
Pres. & Gen'l Mgr.—John L. Slatton.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MRS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	500+
1 min	3.00	2.85	2.75	2.65	2.55	2.40	2.25
(*)	2.00	1.90	1.85	1.75	1.65	1.50	1.40

(*) 35 words.
Must run 5, 6 or 7 days per wk, on smaller runs per spot, extra, .10.

HAMILTON (1 AM; 1 FM)

Marion County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WERH
1950

Media Code 4 201 5200 1.00
Kate F. Fite, Hwy. 78, half mile south of Hamilton, Ala. 35570. Phone 205-921-3481.
1. PERSONNEL
General Manager—James B. Fowler.
3. FACILITIES
5,000 w. days; 970 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 7 Eff ———Rec'd 1/24/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Per mo. ea	3.00	2.00

WERH-FM
1968

Media Code 4 201 5201 0.00
Kate F. Fite, Box 187, Hamilton, Ala. 35570. Phone 205-921-3481.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 182 ft. above average terrain.

TIME RATES
Rates are identical to WERH. See that listing.

HARTSELLE

Morgan County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WHRT
1956

Media Code 4 201 5310 6.00
Gene Newman, Longhorn Pass, Hartselle, Ala. 35640. Phone 205-773-2558.
1. PERSONNEL
Owner—Gene Newman.
3. FACILITIES
250 w. days; 860 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
Eff 9/1/73—Rec'd 8/29/73.

6. SPOT ANNOUNCEMENTS

PER MO. EA:	1 ti	25 ti	50+
30 sec	4.00	3.50	3.00

1 min, extra 50%.

HOMEWOOD

Jefferson County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

See Birmingham
(including Bessemer, Homewood, Irondale)

HUNTSVILLE (5 AM; 2 FM)

Madison County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WAAY
1946

Alan Torbet Associates, Inc.

Media Code 4 201 5400 7.00
Smith Broadcasting System, Box 2041, Huntsville, Ala. 35804. Phone 205-534-8471.
STATION'S PROGRAMMING DESCRIPTION
WAAY: MUSIC: modern general popular—top 35 plus 5 with every third record an oldie. NEWS: 17 10-min newscasts per day plus bulletins as soon as they occur, all headed by news director & 5 newsmen; weather at :15 & :45. Contact Representative for further details. Rec'd 4/6/71.
1. PERSONNEL
President—M. D. Smith, III.
Vice-Pres. & Gen'l Mgr.—Wayne R. Johnson.
Sales Manager—Jim Keil.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 1550 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 net on time and talent; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 23b, 24c, 25a, 28b, 28c.
Contracts: 40c, 47a, 48.
Comb.: Cont. Discounts: 60b, 60l.
Cancellation: 70a, 70c.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/75—Rec'd 6/19/75.

I—Mon thru Sun 6-10 am & 3-7 pm fixed, non-preemptible.
II—Mon thru Fri 6-10 am & 3-7 pm rotating; Mon thru Fri 10 am-3 pm fixed; Sat & Sun fixed.
III—Mon thru Fri 10 am-3 pm rotating; Mon thru Sun 6 am-7 pm BTA.
IV—Mon thru Sun 6 am-midnight ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	25 ti	50+	100+
PER MO:	1 ti	25 ti	50 ti	100+	———
SECTION I					
1 min	12.55	11.00	9.10	8.95	———
30 sec	10.05	8.80	7.30	7.15	———
10 sec	6.90	6.05	5.00	4.90	———
SECTION II					
1 min	11.45	10.00	8.30	8.15	———
30 sec	9.15	8.00	6.65	6.50	———
10 sec	6.30	5.50	4.60	4.50	———
SECTION III					
1 min	10.40	9.05	7.55	7.35	6.25
30 sec	8.30	7.25	6.05	5.90	5.00
10 sec	5.75	5.00	4.15	4.05	3.45
SECTION IV					
1 min	9.50	8.25	6.85	6.70	5.70
30 sec	7.60	6.60	5.50	5.35	4.55
10 sec	5.25	4.55	3.80	3.65	3.10

Sec III & IV/BTA & ROS, station scheduling preemptible.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr
1 x	25	50	85

10. SPECIAL FEATURES

	*AA	Other
Newscasts	9.00	6.50

(*) 6-10 am & 3-7 pm.
Edited by Wayne R. Johnson.

WAHR (FM)
1958

Media Code 4 201 5470 0.00
WAHR, Inc., 1106 Times Bldg., Huntsville, Ala. 35801. Phone 205-536-1568.
STATION'S PROGRAMMING DESCRIPTION
WAHR (FM): MUSIC: top 40 old and top 40 new. Progressive rock shows on weekend. SPORTS: major league baseball. Contact Representative for further details. Rec'd 3/27/75.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William R. Lane, Jr.
Program Director—Art Wikle.
2. REPRESENTATIVES
South—David Carpenter Company.
3. FACILITIES
ERP 3,200 w.; 99.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 790 ft. above sea level.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 22a, 23a.
Contracts: 45.
Comb.: Cont. Discounts: 60a, 60c.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 10/30/74.

6. SPOT ANNOUNCEMENTS

1 min. fixed			5.00
30 DAYS:	1 min	30 sec	15 sec
1 ti	4.00	3.20	2.00
100+	3.50	2.50	———

WBHP
1957

Represented by
PRO / Meeker Radio

Subscriber to the NAB Radio Code
Media Code 4 201 5540 9.00
W. H. Pollard, Box 547, Huntsville, Ala. 35804. Phone 205-534-3521.
STATION'S PROGRAMMING DESCRIPTION
WBHP: Programmed for adults & young adults. MUSIC: Modern & Traditional country, 5 air personalities, available for remotes. NEWS: 1 man staff with mobile unit. Network news at :60; state & local at :30, weather at :15. SPORTS: baseball, football, basketball (high school & college) auto racing. FARM: 5-6 am weekdays with farm news, weather, interviews & farm information. Contact Representative for further details. Rec'd 8/7/72.
1. PERSONNEL
Pres. & Gen'l Mgr.—W. H. Pollard, Jr.
Traffic—Donna Haynes.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12b, 14b, 15b.
Basic Rates: 20a, 21a, 24c, 25a, 29b.
Contracts: 40a, 41, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with American Information Network.
Affiliated with The Rep Network.
Member: The Tobacco Radio Network.

TIME RATES
Eff 5/1/74—Rec'd 4/8/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-6 am, 10 am-3 pm & 7-8 pm; Sun noon-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	14.00	13.00	12.00	10.50	9.50
30 sec	11.00	10.50	9.50	8.50	7.50
10 sec	8.50	7.50	7.00	6.50	6.00
CLASS AA					
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.50	8.50	8.00	7.50	7.00
10 sec	7.50	6.50	6.00	5.50	5.00
CLASS A					
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.50	5.00	4.50	4.00	3.50
10 sec	4.50	4.00	3.50	3.00	2.75
BTA					
1 min	10.50	10.00	9.50	8.50	7.50
30 sec	8.50	8.00	7.50	7.00	6.50
10 sec	6.50	6.00	5.50	5.00	4.50

BTA—Preemptible spots on RTA basis. 50% AAA guaranteed Dec 26 thru Feb 28. AAA not available RTA June, July, Aug. Nov & first 3 weeks of Dec. 33% AAA guaranteed Mon thru Wed most of the balance of the year and 50% when AAA is Mon thru Wed and balance is A or weekend AA.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots to maintain discount.

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	18	16	14	12
1/4 hr	40	35	30	25
1/2 hr	75	65	55	45
1 hr	120	100	85	65

(Huntsville continued on next page)

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

WEUP

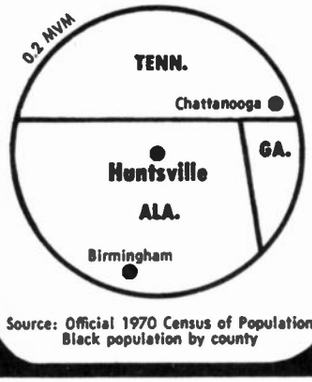
1600 KHz . . . High As You Can Go in AM Radio — WEUP

WEUP

¼ MILLION SOUL BLACK MARKET

General & Nat'l Sales Mgr., Leroy Garrett

Regional Sales Mgr., Bruce H. Garrett



Source: Official 1970 Census of Population
Black population by county

2609 Jordan Lane,
Huntsville, Alabama 35806
Phone: 205/837-1600
1600 KHz 5000 Watts

ALABAMA

Huntsville—Continued

WEUP
1958

NAB

Media Code 4 201 5610 1.00
Garrett Broadcasting Service, 2609 Jordan Lane N. W., Huntsville, Ala. 35806. Phone 205-837-1600.

STATION'S PROGRAMMING DESCRIPTION
WEUP: Programmed for negro community, adults and teens.
NEWS: national and international every 30 min, local 16 before and after the hour. FARM: news 12:15 pm M-Sat, sports 7:10, 7:30 am and 4:30 pm M-Sat. MUSIC: popular, rhythm and blues, jazz, rock, religious, drama, services, sermons, etc. AIR PERSONALITIES handle all segments. Taped commercials by air personalities are interchangeable. Participates in all community activities, fund drives, etc. Personalities for remote broadcast, shopping center sales days, store openings, etc. Contact Representative for further details. Rec'd 10/8/69.

1. PERSONNEL
Pres., Gen'l & Nat'l Sales Mgr.—Leroy Garrett.
Regional Sales Manager—Bruce H. Garrett.

2. REPRESENTATIVES
International Advertising/Communications Corp.

3. FACILITIES
5,000 w. days; 1600 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 13c, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61b, 62d.
Prod. Services: 81, 82.
Affiliated with Mutual Black Network.

TIME RATES
Eff 9/1/74—Rec'd 9/9/74.
AA—6-10 am & 3 pm-sign-off.
A—All other times.

7. PACKAGE PLANS

CLASS AA

YR:	1x	52x	104x	156x	312x	624x
6 DAYS:	.....	5 ti	12 ti	18 ti	24 ti	*125 ti
1 min	14.00	13.50	13.00	12.50	12.00	11.50
30 sec	9.00	8.72	8.44	8.16	7.88	7.50
20 sec	7.75	7.52	7.28	7.05	6.81	6.50
10 sec	6.50	6.33	6.17	6.00	5.83	5.50

CLASS A

1 min	13.00	12.50	12.00	11.50	11.00	10.50
30 sec	8.17	7.85	7.54	7.23	6.92	6.50
20 sec	6.83	6.58	6.33	6.08	5.83	5.50
10 sec	5.50	5.33	5.17	5.00	4.83	4.50

(*) 30 days.

8. PROGRAM TIME RATES

CLASS AA

YR:	1x	52x	104x	156x	312x	624x
6 DAYS:	.....	5 ti	12 ti	18 ti	24 ti	*125 ti
1/2 hr	55.09	53.18	51.81	49.71	47.80	45.89
25 min	47.85	45.61	43.37	41.13	38.88	36.64
1/4 hr	34.96	33.58	32.20	30.81	29.43	28.05

CLASS A

1/2 hr	49.00	47.09	45.18	43.27	41.36	39.45
25 min	41.50	39.30	37.10	34.90	32.70	30.50
1/4 hr	31.00	29.60	28.20	26.80	25.40	24.00

(*) 30 days.

WFIX
1945

A Huntsville Broadcasting Station
Media Code 4 201 5680 4.00
Huntsville Broadcasting Co., Box 7, 2305 W. Holmes Ave., Huntsville, Ala. 35804. Phone 205-534-5641.

STATION'S PROGRAMMING DESCRIPTION
WFIX: Programmed for adults 25+.
MUSIC: MOR. Music interspersed with news, sports, weather & features. NEWS: network at :30, AP wire at :60. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
General Manager—J. B. Fa't, Jr.
Sta. & Gen'l Sales Mgr.—Peter Barber.
Nat'l & Reg'l Sales Mgr.—J. B. Fait III.

2. REPRESENTATIVES
Frederick W. Smith.
Southeast, Southwest — Busby, Finch, Lathom & Widman.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.
Detroit—Pearse Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only: monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3h, 4a, 4d, 5, 8.
Basic Rates: 20a, 22a, 23a, 24a, 24b.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
No. 4 Eff 2/1/70—Rec'd 1/5/70.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.50	10.00	9.50	9.00	8.50
30 sec	8.00	7.50	7.00	6.50	6.00

CLASS A

1 min	8.50	8.00	7.50	7.00	6.50
30 sec	6.50	6.00	5.50	5.25	5.00

10 sec: 50% of 1-min.
All spots combine to earn frequency.

DISCOUNT
26 wk—5% 52 consec wk—10%

Edited by Peter P. Barber.

WNDA (FM)
1960

NAB

Media Code 4 201 5750 5.00
Wells Broadcasting Co., Inc., 2407 9th Ave., S. W., Huntsville, Ala. 35805. Phone 534-2433 or 534-2434.

STATION'S PROGRAMMING DESCRIPTION
WNDA (FM): MUSIC: gospel, sacred & classical (5 hrs-classical per wk). NEWS: full coverage with emphasis on local & public affairs. Rec'd 11/2/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frederic E. Wells.
Prog. Mgr. & News Dir.—Mike (Wilson) Pawlowicz.

2. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.1 mc.
Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 110 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 23b, 24b, 25a.
Contracts: 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
No advertising on Sunday.
No alcoholic beverage or tobacco advertising.

TIME RATES
Eff 5/1/73—Rec'd 5/31/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	40 ti	100+
1 min	4.00	3.75	3.50
30 sec	3.00	2.80	2.60

Specified times, extra .50.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES

	1 wk	13 wk	26 wk	52 wk
1/4 hr	20	15	13	10
1/2 hr	35	26	22	18
1 hr	70	52	44	35

Minimum 1 per wk.

WVOV
1968

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 5785 1.00
Powell Broadcasting Co., Inc., Box 5188, 6020 Stringfield, Rd., Huntsville, Ala. 35805. Phone 205-859-2441.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edwin Powell.

2. REPRESENTATIVES
The Devney Organization, Inc.
Dora-Clayton Agency, Inc.

3. FACILITIES
10,000 w.; 1000 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 33d.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff ——— Rec'd 3/11/71.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	10	9	8	7	6

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
Ea	40	24	12

IRONDALE

Jefferson County—Map location D-4
See SRDS consumer market map and data at the beginning of the State.

See Birmingham
(including Bessemer, Homewood, Irondale)

JACKSON (1 AM; 1 FM)

Clarke County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WHOD
1950

WHOD-FM
1964

NAB

Media Code 4 201 5820 6.00
The Vogel-Ellington Corp., Box 518, Jackson, Ala. 36545. Phones 205-246-4431, 4432.

STATION'S PROGRAMMING DESCRIPTION
WHOD: MUSIC: C & W, top 40, R & B, MOR.

1. PERSONNEL
General Manager—William L. Williams, III.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 3,000 w.: 104.9 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 214 ft. above average terrain.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 6/1/73—Rec'd 6/28/73.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	1 ti	25 ti	50 ti	1 ti	25 ti	50 ti
Ea	3.53	2.94	2.47	2.64	2.05	1.77
PER MO:					1 min	30 sec
125 ti					2.47	1.77

10. SPECIAL FEATURES
Time Signals—when available, 10 sec, ea 1.18.
5 min Newscasts—when available, per mo, 76.47

JASPER (2 AM; 1 FM)

Walker County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WARF
1956

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 201 5890 9.00
Radio South, Inc., 400 3rd Ave., Jasper, Ala. 35501. Phones 205-221-2922, 2923.

STATION'S PROGRAMMING DESCRIPTION
WARF: MUSIC: modern country.

1. PERSONNEL
General Manager—Sonny Posey.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 7/22/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	3 ti	9 ti	14 ti	21 ti	28 ti	49 ti
MO:	1 ti	4 ti	13 ti	21 ti	26 ti	30 ti	60 ti
YR:	1x	48x	156x	252x	312x	360x	720x
1 min	5.45	4.70	4.10	3.60	3.40	3.15	3.00
30 sec	4.70	3.90	3.25	3.00	2.75	2.50	2.35
20 sec	3.75	3.30	2.80	2.35	2.00	1.90	1.80
10 sec	3.00	2.60	2.30	1.90	1.65	1.50	1.45

WWWB
1946

NAB

Media Code 4 201 5960 6.00
Tri W Broadcasting, Box 622, Inc., 403 9th Ave., Jasper, Ala. 35501. Phone 205-384-3461.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William C. Edgemon.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 3/1/75—Rec'd 3/24/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	30x	60x	120x	152x
1 min	4.00	3.50	2.25	2.00	1.75	1.65
30 sec	3.50	2.75	2.00	1.90	1.65	1.50
20 sec	2.60	2.15	1.60	1.55	1.30	1.20
10 sec	2.00	1.70	1.35	1.30	1.15	1.10

WWWB-FM
1962

NAB

Media Code 4 201 5961 6.00
Tri W Broadcasting, Box 622, Inc., 403 9th Ave., Jasper, Ala. 35501. Phone 205-384-3461.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WWWB-FM: Programmed for adults and young adults.

3. FACILITIES
ERP 27,000 w.; 102.5 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 142 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
50% of AM rates when sold in combination.
75% of AM rates when sold separately.

LANETT

Chambers County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WRLD

Licensed as a Lanett, Ala.-West Point, Ga. station.
See listing under West Point, Ga.

LINEVILLE

Clay County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WANL
1967

NAB

Media Code 4 201 6000 4.00
Clay County Broadcasters, Box 597, Lineville, Ala. 36266. Phone 205-396-2172

STATION'S PROGRAMMING DESCRIPTION
WANL: MUSIC: modern country. MOR.

(This listing continued on next page)

Lineville—W A N L—Continued

1. PERSONNEL
General Manager—Robert E. Haynes.
2. FACILITIES
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/13/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1000x	750x	500x	300x	150x
1 min	1.45	1.60	1.75	2.00	2.20

30 sec: 80% of 1-min. 20 sec: 60% of 1-min.

7. PACKAGE PLANS

PER MO:	90 ti	60 ti	30 ti	15 ti	10 ti
1 min	1.60	1.75	1.95	2.15	2.35

30 sec: 80% of 1-min. 20 sec: 60% of 1-min.

LUVERNE

Crenshaw County—Map location E-8
See SRDS consumer market map and data at the beginning of the State.

W L V N

1970
Media Code 4 201 6015 2.00
Crenshaw Broadcasting Co., Box 72, Luverne, Ala. 36049. Phone 205-335-3318.
1. PERSONNEL
Manager—Ned N. Butler, Jr.
2. FACILITIES
500 w. days; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
No. 2 Eff ———Rec'd 12/20/72.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	4 ti	15 ti	30 ti	60 ti	90 ti	120 ti
1 min	3.75	3.45	3.15	2.90	2.60	2.30	2.00
30 sec	3.25	2.95	2.65	2.40	1.80	1.50	——

MARION

Perry County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

W J A M

1951
Media Code 4 201 6030 1.00
Radio Marion, Inc., Drawer 930, Marion, Ala. 36756. Phone 205-683-2071.
STATION'S PROGRAMMING DESCRIPTION
WJAM: Contemporary top 40 music.
1. PERSONNEL
General Manager—Rodney D. Moyes
2. FACILITIES
5,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 12/11/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.85	3.65	3.45	3.25	3.05	2.85	2.65	2.45
30 sec	3.40	3.20	3.00	2.80	2.60	2.40	2.20	2.00

Edited by James H. Dennis.

MOBILE (8 AM; 5 FM)

(including Prichard)
Mobile County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	26	24	26	24
B	24	22	24	24
C	14	22	24	18
D	14	14	14	14
AVERAGE	20	21	22	20

W A B B

1948
MOBILE

EASTMAN RADIO, INC.

Media Code 4 201 6100 2.00
Voice of Mobile, Box 2148, 1551 Springhill Ave., Mobile, Ala. 36601. Phone 205-432-5572.
STATION'S PROGRAMMING DESCRIPTION
WABB: Programmed for adults 18-49.
MUSIC: current 45's & LP cuts with solid gold hits. NEWS: news staff; 5 min at :20. Community Club: clubwomen, civic organization 18-64. Public affairs department. Editorials & local information. Contact Representative for further details. Rec'd 10/2/72.
1. PERSONNEL
Pres., Nat'l Sales & Gen'l Mgr.—Bernard Dittman.
Vice-President—J. W. Dittman.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1480 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Mon thru Sat 4-10 am; Sun 3 am-1 pm. For non-simulcast facilities see WABB-FM.
4. AGENCY COMMISSION
15/0 time only; 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70b, 70c, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
AM/FM COMBINATION
No. 8 Eff 9/1/74—Rec'd 9/3/74.
I—Mon thru Sat 6-10 am & 3-10 pm.
II—Mon thru Sat 10 am-3 pm; Sun all day.
III—Mon thru Sat 5-6 am & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

	I			II		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	27.00	22.00	14.00	24.00	19.00	12.00
18 ti	25.00	20.00	13.00	22.00	18.00	11.00
24 ti	24.00	19.00	12.00	21.00	17.00	10.50
				III		
1 ti				20.00	16.00	10.00
18 ti				18.00	15.00	9.00
24 ti				17.00	14.00	8.50

AM only: Deduct 10%.

DISCOUNT
52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon thru Sun necessary to maintain consec wk advertising.

W A B B-FM

1973
MOBILE
Media Code 4 201 6101 0.00
WABB, Inc., Box 2148, 1551 Springhill Ave., Mobile, Ala. 36601. Phone 205-432-5572.
See affiliated AM station for additional information.
2. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 503 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 10-4 am; Sun 1 pm- 3 am. For simulcast facilities see WABB.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with WABB. See that listing for rates.

TIME RATES
Deduct 10% from AM/FM combination rates.

WBLX

1973
MOBILE

Stereo

A Beasley Station
Media Code 4 201 6135 8.00
Trio Broadcasters, Inc., Box 1967, Van Antwerp Bldg., Mobile, Ala. 36601. Phone 205-432-7609.
See affiliated AM station for additional information.
AM facilities: WMOO.
STATION'S PROGRAMMING DESCRIPTION
WBLX: Programmed for adults.
MUSIC: gold top 10, popular & contemporary; long play cuts; top 40 in B & B. NEWS: local at :30 & :60, network at :60. Contact Representative for further details. Rec'd 9/19/74.
1. PERSONNEL
General Manager—Larry Williams.
Sales Manager—Waverly Paul Hill.
Operations Manager—Larry Williams.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: 6-2 am. CST.
Affiliated with National Black Network.
5. GENERAL ADVERTISING See coded regulations
Affiliated with National Black Market.
Member: Beasley Broadcast Group.

TIME RATES
No. 4 Eff 8/1/75—Rec'd 8/1/75.
AAA—Mon thru Sat 6-10 am & 3-10 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 1-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS AAA						
1 min	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	12.00	11.00	10.00	9.00	8.00	7.00
10 sec	7.50	7.00	6.50	6.00	5.50	5.00
CLASS AA						
1 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	11.00	10.00	9.00	8.00	7.00	6.00
10 sec	6.50	6.00	5.50	5.00	4.50	4.00
CLASS A						
1 min	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	9.00	8.00	7.00	6.00	5.00	4.50
10 sec	5.50	5.50	4.50	4.00	3.50	3.00

Submitted by Larry Williams.

W G O K

1958
MOBILE

Independent Negro

Media Code 4 201 6170 5.00
WGOK, Inc., Box 1425, 800 Gum St., Mobile, Ala. 36601. Phone 205-432-8661.
1. PERSONNEL
President—Jules J. Paglin.
Vice Pres. & Gen'l Mgr.—Gene Tibbett.
2. REPRESENTATIVES
Bob Dore Associates.
3. FACILITIES
1,000 w. days; 900 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
FM facilities: WGOK-FM, Fairhope.
Affiliated with Mutual Black Network.

TIME RATES
No 3 Eff 4/1/68 —Rec'd 3/18/68.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	200x
1 min	11.00	10.55	10.15	9.70	9.30
30 sec	8.80	8.45	8.15	7.80	7.45
10 sec	5.50	5.30	5.10	4.85	4.65
	250x	300x	500x	750x	1000x
1 min	8.85	8.45	8.00	7.55	7.15
30 sec	7.10	6.75	6.40	6.05	5.70
10 sec	4.45	4.20	4.00	3.80	3.55

7. PACKAGE PLANS

	1 MINUTE					
PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 wk	10.90	10.70	10.50	10.25	10.00	9.75
13 wk	9.85	9.25	8.75	8.35	8.15	8.05
26 wk	8.75	8.20	7.90	7.75	7.50	7.10
39 wk	8.20	7.85	7.50	7.10	7.00	6.95
52 wk	7.90	7.50	7.05	7.00	6.90	6.80
	30 SECONDS					
1 wk	8.70	8.55	8.40	8.20	8.00	7.80
13 wk	7.90	7.40	7.00	6.70	6.50	6.45
26 wk	7.00	6.55	6.30	6.20	6.00	5.70
39 wk	6.55	6.30	6.00	5.70	5.60	5.55
52 wk	6.30	6.00	5.65	5.60	5.50	5.45

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	66.00	43.00	26.00	22.00	13.00
50 x	63.00	41.05	24.80	21.00	12.40
100 x	60.00	39.16	23.60	20.00	11.80
150 x	57.00	37.15	22.46	19.00	11.20
200 x	54.00	35.20	21.20	18.00	10.60
250 x	51.00	33.25	20.00	17.00	10.00
300 x	48.00	31.30	18.80	16.00	9.40
500 x	45.00	29.25	17.60	15.00	8.80

WGOK/WGOK-FM, Fairhope combinable for frequency discount.

W K R G

1946
MOBILE

CBS Radio Network

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 201 6240 6.00
WKRG-TV, Inc., Box 2367, 162 St. Louis St., Mobile, Ala. 36601. Phone 205-432-5501. TWX 205-342-7286.
STATION'S PROGRAMMING DESCRIPTION
WKRG: Programmed for adults 18 and over, with 20% news, information, talk & 80% MOR Music. 6-10 am personality duo, all other major time segments 10-3 pm, 5-7 pm, 7 pm-12 M. feature individual personality. 12 N telephone/talk show. Hourly network news; local news at :30 during drive times, followed by weather. Campus reports by local colleges & Tech schools. 4 sportscasts daily. Live football, 10-12 college & Pro football bowl games each season. 6 man news team; 6 announcer staff originates local, civic, public affairs & sports programs. AP news wire, dept. commerce NOOA weatherwire. Contact Representative for further details. Rec'd 4/19/72.
1. PERSONNEL
Gen'l Mgr. & Farm Dir.—Carl G. Haug.
Program Director—Jim Scott.
Traffic—Joan Hackworth.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
1,000 w. days, 500 w. nights; 710 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only: monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12c, 13c, 14b, 15c, 16.
Basic Rates: 22b, 23a, 25a, 27, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47c, 51c.
Comb.; Cont. Discounts: 60f, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.
TV facilities: WKRG-TV.

TIME RATES
AM/FM COMBINATION
No. 4 Eff 2/1/75—Rec'd 2/17/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK. EA:	6 ti	12 ti	18 ti	24 ti
AA	20	18	17	16
A	18	16	15	14

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only—Deduct 5.00 per spot.

10. SPECIAL FEATURES
TRAFFIC NEWSCASTS/SPORTS REPORTS
AM ONLY

PER WK:	3 ti	5 ti	10 ti
5 min	65	90	147

W K R G-FM

1947
MOBILE

American FM Network

KATZ RADIO

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 201 6241 4.00
WKRG-TV, Inc., Box 2367, 162 St. Louis St., Mobile, Ala. 36601. Phone 205-432-5501. TWX 205-342-7286.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WKRG-FM: Programmed for adults and young adults. (Hit Parade).
NEWS: network hourly; local, regional, national, international, weather. COMMERCIAL POLICY: 12 minutes maximum per hour. Contact Representative for further details. Rec'd 2/1/71.
1. PERSONNEL
Program Director—Ken Holiday.
Traffic—Dyona Watts.
3. FACILITIES
ERP 100,000 w.; 99.9 mc. Stereo.
Operating schedule: 5:30-12:30 am. CST.
Antenna ht.: 850 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
TV facilities: WKRG-TV.

TIME RATES
Sold in combination with WKRG. See that listing for rates.

W K S J

1954
PRICHARD

RAB

Media Code 4 201 6258 8.00
Capitol Broadcasting Corp., 3942 Airport Blvd., Mobile, Ala. 36609. Phone 205-456-6547.
1. PERSONNEL
President—E. M. Johnson.
General Manager—Kenneth S. Johnson.
Operations Manager—Jack Gardiner.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w.; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-5 pm daily. For non-simulcast facilities see WKSJ-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
Contracts: 40a, 42d, 44a, 46, 48, 49, 51b.
Comb.; Cont. Discounts: 60h, 61a.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
Eff 6/1/71—Rec'd 3/26/71.
I—Mon thru Fri 6-10 am & 3-7 pm.
II—Mon thru Fri 10 am-3 pm; Sat & Sun all day.

8. SPOT ANNOUNCEMENTS

	I			II		
PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
1 ti	14.00	10.50	7.00	10.00	7.50	5.00
12 ti	12.00	9.00	5.00	9.00	8.75	4.50
18 ti	10.00	7.50	5.00	8.00	8.00	4.00
24 ti	8.00	6.00	4.00	7.00	5.25	3.50

7. PACKAGE PLANS
WEEKLY CUME PLANS—1 MINUTE

PLAN:	Ea	PLAN:	Ea
A (20I, 15II)	7	B (10I, 2II)	9

30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly spots for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

W K S J-FM

1971
MOBILE

RAB

Media Code 4 201 6259 6.00
Capitol Broadcasting Corp., 3943 Airport Blvd., Mobile, Ala. 36609. Phone 205-456-9500.
STATION'S PROGRAMMING DESCRIPTION
WKSJ-FM: Programmed for adults.
MUSIC 95%: MOB, current popular, show tunes & standards. NEWS 7%. COMMERCIAL POLICY: 8 units per hour. Contact Representative for further details. Rec'd 3/9/73.
1. PERSONNEL
President—E. M. Johnson.

(This listing continued on next page)

Mobile—W K S J-FM—Continued

General Manager—Kenneth S. Johnson.
Operations Manager—Norris Mayberry.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
ERP 34,000 w. (horiz.), 34,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Operated separately 5 pm-6 am. For simulcast facilities see WKSJ.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
Contracts: 40a, 42d, 44a, 46, 48, 49, 51b.
Comb.: Cont. Discounts: 60h, 61a.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
Eff 11/1/72—Rec'd 11/27/72.
I—Daily 6 am-6 pm.
II—Daily 6 pm-midnight.
III—Daily midnight-6 am.
6. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	10 tl	20 tl	30 tl	40 tl
1 min	8.25	7.65	7.05	6.50
SECTION II				
1 min	5.20	4.70	4.10	3.55
SECTION III				
1 min	3.55	2.95	2.35	1.80

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

WLIQ
1960
MOBILE

Modern Country Music

Subscriber to the NAB Radio Code
Media Code 4 201 6310 7.00
Southland of Alabama, Inc., 1755 Springfield Ave., Mobile, Ala. 36601. Phone 205-476-1360.

STATION'S PROGRAMMING DESCRIPTION
WLIQ: MUSIC: modern country. COMMERCIAL POLICY: limit 14 commercial minutes per hour. 5 AIR PERSONALITIES handle all segments. Personalities available for remote broadcast, heavy community involvement. NEWS: local staff; 5 min network at :00; local & state with actualities at :30. SPORTS: 5 min at 6:05 am & 5:05 pm, scores throughout day as they happen. FARM: 30 min M-F. Local & marine weather, tide & fishing predictions throughout day. Contact Representative for further details. Rec'd 8/12/71.

1. PERSONNEL
General Manager—Ed Jenkins.
Program Director—Norris Mayberry.
Sales Manager—Ed Jenkins, Jr.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
5,000 w. days; 1360 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 5, 6a.
Basic Rates: 22a, 29a.
Contracts: 40a.
Prod. Services: 82.

TIME RATES
Eff 3/1/68—Rec'd 7/29/68.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

CLASS AA					
1 MIN:	1 tl	5 tl	10 tl	15 tl	20 tl
1 wk	10.00	9.75	9.50	9.25	9.00
13 wk	9.50	9.25	9.00	8.75	8.50
26 wk	9.00	8.75	8.50	8.25	8.00
52 wk	8.50	8.25	8.00	7.75	7.50
CLASS A					
1 wk	9.00	8.75	8.50	8.25	8.00
13 wk	8.50	8.25	8.00	7.75	7.50
26 wk	8.00	7.75	7.50	7.25	7.00
52 wk	7.50	7.25	7.00	6.75	6.50

20/30 sec: 80% of 1-min 8/10 sec: 50% of 1-min
All spots regardless of length combine for frequency; and schedules do not have to run consecutively to earn number-of-weeks frequency.

WLPR (FM)
1964
MOBILE

NAFMB

Media Code 4 201 6380 0.00
Sound Broadcast Corp., Box 1944, 1296 First National Bank Bldg., Mobile, Ala. 36601. Phone 205-432-0401.

STATION'S PROGRAMMING DESCRIPTION
WLPR (FM): Programmed for adults.
MUSIC: General popular music with familiar arrangements of current & past hits. NEWS: local, state & world news capsules hourly 6-9 am & every other hour thereafter. Local weather reports every 30 min & stock market reports 5 times daily. Informative features & editorials on various occasions. COMMERCIAL POLICY: commercials limited to 8 min per hour. Contact Representative for further details. Rec'd 3/6/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Nicholas C. Panayiotou.
Sales Manager—Gary Kohler.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
Southeast—Atlanta Spot Sales, Inc.
3. FACILITIES ERP 40,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 144 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 62d.
Cancellation: 72, 73b.
Member: The Groskin Group.

TIME RATES
Eff————Rec'd 12/23/74.
6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	15.00	14.50	14.00	13.50	13.00	12.50	12.00
30 sec	12.00	11.50	11.00	10.50	10.00	9.50	9.00

Submitted by Nicholas C. Panayiotou.

WMOB
1947
MOBILE

RAB

Media Code 4 201 6415 4.00
Bay Broadcasting Corp., 1020 First Southern Tower, Mobile, Ala. 36606. Phone 205-478-6345.

STATION'S PROGRAMMING DESCRIPTION
WMOB: Programmed for adults.
MUSIC: adult contemporary. News, sports & local commentary with personality presentation in morning. Community-involved talk show mid-day. Adult contemporary with news capsules, stock market reports, etc. afternoons. COMMERCIAL POLICY: limited. Contact Representative for further details. Rec'd 8/7/75.

1. PERSONNEL
General Manager—W. John Starr.
General Sales Manager—Roger W. Cavaness.
Operations Manager—A. E. (Skip) Broussard.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w.; 840 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10g, 11h, 12e, 13g, 14e.
Basic Rates: 23a.
Contracts: 43, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60a, 62a.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 8/15/75—Rec'd 8/7/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-sign-off; Sun all day.
6. SPOT ANNOUNCEMENTS

	—AAA—			—AA—		
PER WK:	12 tl	24 tl	36 tl	12 tl	24 tl	36 tl
1 min	22	20	18	20	18	16
30 sec	14	12	10	12	10	9

7. PACKAGE PLANS

TAP—1/3AAA GUARANTEED		
	1 min	30 sec
18 tl	16	10

10. SPECIAL FEATURES
5-min Newscasts—1-1/2 x applicable 1-min.
Submitted by Roger W. Cavaness.

WMOO
1965
MOBILE
A Beasley Station

Media Code 4 201 6450 1.00
Trio Broadcasters, Inc., Box 1967, Mobile, Ala. 36601. Phone 205-432-0595.

STATION'S PROGRAMMING DESCRIPTION
WMOO: Programmed for white and negro listeners
MUSIC: 30% negro & 70% white Gospel. Programs by national & local ministers. AIR PERSONALITIES handle all segments, both white & negro. Church news & items of local interest emphasized. Contact Representative for further details. Rec'd 7/2/71.

1. PERSONNEL
President—George C. Beasley.
General Manager—Jerry McKeown.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
50,000 w.; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates. 20a, 20b, 21b, 24b, 25c, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
FM facilities: WBLX.
Affiliated with MBS.
Member: Beasley Broadcast Group.

TIME RATES
Eff 6/1/71—Rec'd 6/14/71.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	312x	624x	936x	1248x
1 min	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80

30 sec: 75% of 1-min. ID's: 50% of 1-min.
8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	100	95	90	85	80	75	70
1/2 hr	70	67	64	61	58	55	52
1/4 hr	40	38	36	34	32	30	28
5 min	20	19	18	17	16	15	14

WUNI
1950
MOBILE

HR STONE radio

RAB

Media Code 4 201 6590 4.00
WUNI, Inc., 1257 Springhill Ave., Mobile, Ala. 36604. Phone 205-438-4514.

1. PERSONNEL
President—Peggy S. Gilbert.
General Manager—Don "Itocky" Reich.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
5,000 w.; 1410 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only; national accounts.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b 14b, 18a.
Basic Rates: 20a, 22a, 23a, 24b, 24c, 25a, 27, 28b, 28c, 29b, 30, 32b 33a.
Contracts: 40c, 41, 44a, 46, 47a, 51c.
Comt.: Cont. Discounts: 60a, 60h, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 7 Eff 5/1/74—Rec'd 4/29/74.
AAAA—Mon thru Sat 5-10 am.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	—AAAA—		—AAA—		—AA—		— A —	
	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
364 x	24	19	22	18	20	16	14	11
520 x	22	18	20	16	18	14	12	10
1040 x	20	16	18	14	16	13	10	8

(*) 30 sec.
7. PACKAGE PLANS

	—AAAA—		—AAA—		—AA—		— A —	
	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
6 tl	30	24	28	22	26	21	20	16
12 tl	28	22	26	21	24	19	18	14
18 tl	26	21	24	19	22	18	16	13
24 tl	24	19	22	18	20	16	14	11
30 tl	22	18	20	16	18	14	12	10
36 tl	20	16	18	14	16	13	10	8

(*) 30 sec.
TAP—1/6 AAAA, 1/6 AAA, 1/3AA, 1/3A

	6 tl	12 tl	18 tl	24 tl
1 min	22	20	18	16
30 sec	18	16	14	13

MONROEVILLE (1 AM; 1 FM)

Monroe County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WMFC
1952

NAB

Media Code 4 201 6730 6.00
Monroe Broadcasting Co., Inc., Box 645, U. S. Hwy. 21, Monroeville, Ala. 36460. Phone 205-743-3281.

1. PERSONNEL
Manager—Harold Harris.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES
Eff————Rec'd 3/5/70.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	312x
1 min	3.25	3.15	2.95	2.60	2.25	2.10	1.95

WMFC-FM
1965

NAB

Media Code 4 201 6731 4.00
Monroe Broadcasting Co., Inc., Box 645, 122 Hines St., Monroeville, Ala. 36460. Phone 205-743-3281.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 214 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Rates are identical to WMFC. See that listing.

MONTGOMERY (7 AM; 4 FM)

Montgomery County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	15	14	15	14
B	14	14	14	12
C	14	12	14	9
D	14	10	11	9
AVERAGE	14	13	14	11

WAPX
1947

Media Code 4 201 6870 0.00
Sparling of Alabama, Inc., Box 4280, Montgomery, Ala. 36103. Phone 205-263-3459.

1. PERSONNEL
President—Larry R. Picus.
General Manager—Harold Edwards.
Operating Manager—Alvin Dixon.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w.; 1600 kc. Directional night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60l, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 12/1/70—Rec'd 10/20/70.
6. SPOT ANNOUNCEMENTS

	1x	20x	50x	100x	200x	300x	500x
1 min	12.00	11.00	10.00	9.00	8.00	7.50	6.50

7. PACKAGE PLANS

WKLY:	7 tl	10 tl	20 tl	30 tl	50 tl
1 min	10.50	9.50	9.00	8.00	7.00

8. PROGRAM TIME RATES

	1x	20x	50x	100x	200x	300x	500x
1/2 hr	56.00	50.00	44.00	41.00	35.00	32.00	29.00
1/4 hr	37.50	32.50	29.50	25.00	20.00	17.50	15.00
10 min	28.00	25.00	22.00	20.50	17.50	16.00	14.50
5 min	18.50	17.00	15.50	14.75	13.25	12.50	11.75

WBAM
1953

Buckley Radio Sales, Inc

NAB

Media Code 4 201 6840 1.00
Deep South Broadcasting Co., Box 11411, Montgomery-Troy Hwy. 231, Montgomery, Ala. 36111. Phone 205-288-0150.

STATION'S PROGRAMMING DESCRIPTION
WBAM: Programmed for adults and young adults.
AIR PERSONALITIES handle all segments. FARM: 6-7 am by Director & noon-1 pm. MUSIC: modern country blended with MOR & solid gold. NEWS: UPI, UPI audio, News director, 3-man team, mobile units & contacts statewide. Contact Representative for further details. Rec'd 3/21/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mrs. Frances Brannan.
General Manager—Cyril G. Brennan.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
50,000 w. days; 740 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 24a, 24c.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a, 70e.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/69—Rec'd 1/7/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

CLASS AA							
PER WK:	(*)	1 tl	6 tl	12 tl	18 tl	24 tl	48 tl
1 min	19.00	17.00	16.00	15.00	14.00	12.00	11.00
20/30 sec	15.50	13.50	13.00	12.00	11.50	10.00	9.00
10 sec ID	11.50	10.50	9.50	9.00	8.50	7.50	7.00
CLASS A							
1 min	17.00	16.00	15.00	14.00	12.00	10.00	9.00
20/30 sec	13.50	13.00	12.00	11.50	10.00	8.00	7.00
10 sec ID	10.50	9.50	9.00	8.50	7.50	6.00	5.50

(*) Specified position. Hour of day or day of week.
10. SPECIAL FEATURES
5-MINUTE NEWS

PER WK:	1 tl	3 tl	6 tl
AA	22	20	19
A	20	19	13

Minutes, Newscasts and 20/30 second spots may combine to earn weekly frequency discount.
Minutes, Newscasts and 20/30 second spots and ID's may combine on the basis of 2 ID's equaling 1 longer spot.
CONSECUTIVE WEEK DISCOUNT
52 wk—10% applied as earned. Applicable providing a minimum expenditure of 35.00 per week is maintained.

WCOV
1939

RAB

Subscriber to the NAB Radio Code
Media Code 4 201 7010 2.00
WCOV, Inc., Box 2505, Montgomery, Ala. 36105. Phone 205-288-7020. TWX 810-728-6246.

STATION'S PROGRAMMING DESCRIPTION
WCOV: Programmed for adults 25+.
MUSIC: MOR, featuring 33% current hits, 66% oldies of last 15 yrs. NEWS: 3 min local at :30 & 2 min at :58; nework at :00. Expanded news 15 min at 7 am & 30 min at 5 pm. Weather at :15 & :45. 4 man news staff, radio-equipped cars. SPORTS: 8:33 am & at :33 2-6 pm; sports director; high school football, college football & basketball, major league baseball & World Series. FARM:

(This listing continued on next page)

county agent 5:55 am daily, 6:50 & 8:05 am Sat. Public affairs tele/talk show with guests 1-2 pm M-F. Emphasis on community involvement; community calendar; station & outside promotion. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 4/4/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Karl Richards.
Operations Director—Madison Davis.
Sales Manager—Jim Colley.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
10,000 w. days, 1,000 w. nights; 1170 kc.
Directional—separate patterns day and night.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 21d.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 60l.
Cancellation: 70c, 71a.
Prod. Services: 82.
TV facilities: WCOV-TV.
Affiliated with NBC.

TIME RATES
No. 11 Eff 3/31/75—Rec'd 4/4/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun noon-7 pm.
B—Mon thru Fri 5-6 am; Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	A			AA		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	12.00	7.20	4.80	13.00	7.80	5.20
6 ti	10.50	6.30	4.20	11.50	6.90	4.60
12 ti	10.00	6.00	4.00	11.00	6.60	4.40
18 ti	7.50	4.50	3.00	8.00	4.80	3.20
24 ti	6.60	4.00	2.65	7.00	4.20	2.80
30 ti	6.00	3.60	2.40	6.50	3.90	2.60
	AAA			B		
1 ti	14.00	9.00	-----	4.00	2.40	1.60
18 ti	10.00	6.00	-----	2.80	1.70	1.15
24 ti	8.75	5.25	-----	2.45	1.50	1.00
50 ti	-----	-----	-----	2.00	1.20	.80

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	100.00	70.00	47.00	35.00	23.00
13 x	95.50	66.00	44.00	33.00	22.00
26 x	91.00	63.50	40.50	31.00	21.00
39 x	87.00	58.50	37.50	29.00	20.00
52 x	82.50	55.00	37.00	27.50	19.50
104 x	78.00	51.50	31.00	25.50	18.50
156 x	73.50	47.50	28.00	23.50	17.50
260 x	69.50	44.00	25.00	22.00	16.50
312 x	65.00	40.00	22.00	20.00	15.50
500 x	60.00	36.00	18.50	18.00	14.50

Edited by Madison Davis, Jr.

WFMI (FM)

1960

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 7081 3.00
Alabama Radio Corp., Box 748. Frank Leu Bldg., 79 Commerce St., Montgomery, Ala. 36102. Phone 205-264-2218.
See affiliated AM station for additional information.
AM facilities: WQTY.

STATION'S PROGRAMMING DESCRIPTION
WFMI (FM): MUSIC: uninterrupted clusters of standards, current & recent hits in adult arrangements of old favorites, showtunes & film music. Contact Representative for further details. Rec'd 12/12/74.

3. FACILITIES
ERP 10,000 w.; 98.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WQTY.

TIME RATES
80% of WQTY rates. See that listing.

WHHY

1930

NAB

Media Code 4 201 7150 6.00
Broadcast Service of Montgomery, Box 2744, 3435 Norman Bridge Rd., Montgomery, Ala. 36105. Phone 205-264-2288.

STATION'S PROGRAMMING DESCRIPTION
WHHY: MUSIC: adult contemporary.
All hits with 4 oldies per hour. NEWS: hourly, with 10-min newscasts 6-9 am & 15-min block at 5 pm, featuring national, state, local & Sports commentator. Traffic reports during drive times, plus local weather conditions 4x/hour. Emphasis on community involvement. FARM: week-days 5-5:30 am. COMMERCIAL POLICY: 16 minutes per hour maximum. Contact Representative for further details. Rec'd 4/6/73.

1. PERSONNEL
President—Bob Robinson.
General Manager—Ann Collister.
Program Director—Larry Stevens.
2. REPRESENTATIVES
Jack Masia & Co., Inc.
Atlanta—David Carpenter Company.
3. FACILITIES
5,000 w. days, 1,000 nights; 1440 kc.
Directional—night only.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c, 16.
Basic Rates: 21a, 22a, 24c, 25a, 28b, 28c, 29b, 30, 31, 33d.
Contracts: 40a, 44b, 46, 51b.
Comb.: Cont. Discounts: 60b, 60l, 62d.
Cancellation: 71a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff ——Rec'd 12/28/73.
AA—6-10 am & 3-7 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 wk 1 ti	12 ti	18 ti	24 ti	7 wk 1 ti	12 ti	18 ti	24 ti
AA	16.00	15.50	15.00	14.50	14.50	14.00	13.50	13.00
A	14.00	13.50	13.00	12.50	12.50	12.00	11.50	11.00
	13 wk				26 wk			
AA	14.00	13.50	13.00	12.50	13.50	13.00	12.50	12.00
A	12.00	11.50	11.00	10.50	11.50	11.00	10.50	10.00
	52 wk							
AA	13.00	12.50	12.00	11.50				
A	11.00	10.50	10.00	9.50				

30 SECONDS

	1 wk				7 wk			
AA	13.00	12.50	12.25	11.50	11.60	11.20	10.80	10.40
A	11.50	11.00	10.50	10.00	10.00	9.50	9.00	8.50
	13 wk				26 wk			
AA	11.20	10.80	10.40	10.00	10.80	10.40	10.00	9.60
A	9.50	9.00	8.50	8.00	9.00	8.50	8.00	7.50
					52 wk			
AA					10.40	10.00	9.60	9.20
A					8.50	8.00	7.50	7.00

10. SPECIAL FEATURES
5 MINUTE NEWSCAST AT :30

	1x	26x	52x	156x
Ea	30.00	25.00	22.50	20.00

WHHY-FM

1965

NAB

Media Code 4 201 7151 4.00
Broadcast Service of Montgomery, Box 2744, 3435 Norman Bridge Rd., Montgomery, Ala. 36105. Phone 205-264-2288.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHHY-FM: MUSIC: Hit Rock, 3 record clusters, 1 million seller oldies, 2 current hits. COMMERCIAL POLICY: 10 min per hour maximum. Contact Representative for further details. Rec'd 12/28/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bob Robinson.
Music Director—Thomas Duke.
3. FACILITIES
ERP 31,400 w.; 101.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 186 ft. above average terrain.

TIME RATES
No. 5 Eff 2/1/72—Rec'd 6/29/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	12.00	10.00	10.00	8.00	9.00	7.00
12 ti	10.00	8.00	9.00	7.50	8.00	6.00
18 ti	9.00	7.00	8.00	6.50	6.00	4.50
24 ti	7.00	6.00	6.00	5.00	-----	-----
50 ti	6.00	5.00	5.00	4.00	-----	-----

WKLH (FM)

1973

HR STONE radio

RAB

Subscriber to the NAB Radio Code

Media Code 4 201 7185 2.00
Griffin Broadcasting, Inc., Box 1466, 516 S. Perry St., Montgomery, Ala. 36102. Phone 205-264-7392.

STATION'S PROGRAMMING DESCRIPTION
WKLH (FM): Programmed for adults & young adults 18-35.
MUSIC: adult contemporary, current hits & hits from past 10 yrs. NEWS: local at :60, network-weather twice hrly. COMMERCIAL POLICY: 12 commercial impressions per hour. Contact Representative for further details. Rec'd 4/10/75.

1. PERSONNEL
General Manager—Glenn Griffin.
Sales Manager—Wayne Daugherty.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
ERP 50,000 w.; 92.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 390 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 12a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 24a, 24c, 25a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50.
Affiliated with American FM Network.

TIME RATES
No. 2 Eff 1/1/74—Rec'd 1/11/74.
AA—Mon thru Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
	CLASS AA					
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.00	7.60	7.20	6.80	6.40	6.00
	CLASS A					
1 min	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	6.80	6.40	6.00	5.60	5.20	4.80

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.50	6.50	6.00	5.50	5.00
30 sec	6.00	5.20	4.80	4.40	4.00

10 sec: 50% of 1-min.

DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
5 min	25	24	23	22	21
1/2 hr	60	55	50	45	40

WMGY

1946

Media Code 4 201 7220 7.00
Radio Montgomery, Inc., Box 2271, Montgomery, Ala. 36103. Phone 205-834-3710.

STATION'S PROGRAMMING DESCRIPTION
WMGY: Programmed for 18-65 year olds.
MUSIC: gospel 6-8:30 am, 3:30-7 pm. Religious programs 8:30-3:30 pm. COMMERCIAL POLICY: 18 minutes per hour. Contract Representative for further details. Rec'd 5/9/75.

1. PERSONNEL
General Manager—June N. Phelps.
Sales Manager—Michael Murphy.
Program Director—Bob Wooddy.
2. REPRESENTATIVES
PRO Time Sales, Inc.
South—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w.; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 8a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 32a.
Contracts: 40c, 41, 44a, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WMGZ.
Affiliated with The Rep Network.

TIME RATES
No. 2 Eff 4/15/74—Rec'd 5/9/75.

6. SPOT ANNOUNCEMENTS

	1x	10x	20x	30x	40x	70x	100x	150x	(*)
1 min	8.00	7.20	6.50	5.85	5.25	4.70	4.25	3.83	3.40
30 sec	6.50	5.85	5.25	4.75	4.25	3.75	3.25	2.60	2.25

10 sec: 50% of 1-min.
(*) 200+.

Edited by June N. Phelps.

WMGZ

1961

Media Code 4 201 7240 5.00
Radio Montgomery, Inc., Box 2271, Montgomery, Ala. 36103. Phone 205-834-3710.
See affiliated AM station for additional information.
AM facilities: WMGY.

STATION'S PROGRAMMING DESCRIPTION
WMGZ: Programmed for audience 18-35.
MUSIC: contemporary rock days, progressive rock nights. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 5/9/75.

1. PERSONNEL
Program Director—Paul Berlin.
3. FACILITIES
ERP 29,700 w.; 103.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 290 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
Rates are identical to WMGY. See that listing.
Edited by June N. Phelps.

WQTY

1963

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 201 7260 3.00
Alabama Radio Corp., Box 748. Frank Leu Bldg., 79 Commerce St., Montgomery, Ala. 36102. Phone 205-264-2218.

STATION'S PROGRAMMING DESCRIPTION
WQTY: Programmed for adults.
MUSIC: MOR. NEWS: 2-man local department with AP & network. Telephone discussion show 12:30-2 pm daily. AM & PM traffic reports M-F. Contact Representative for further details. Rec'd 10/24/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Hal Fisher.
Operations Manager—Don Markwell.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w.; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WFMI (FM).
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WFMI (FM).
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	75x	100x	150x
1 min	7.20	5.75	5.05	4.70	4.60	4.40
30 sec	5.40	4.30	3.75	3.55	3.45	3.30
10/15 sec	3.60	2.90	2.50	2.35	2.30	2.20
	300x	450x	600x	800x	1000x	1400x
1 min	4.20	4.00	3.90	3.80	3.70	3.30
30 sec	3.15	3.00	2.95	2.85	2.75	2.50
10/15 sec	2.10	2.00	1.95	1.90	1.85	1.65

6. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	60.00	50.00	45.00	40.50	36.45	32.80	29.50
1/2 hr	36.00	30.00	27.00	24.30	21.90	19.70	17.70
1/4 hr	24.00	20.00	18.00	16.20	14.60	13.10	11.80
5 min	15.00	12.50	11.25	10.15	9.10	8.20	7.40
2 min	10.50	8.75	7.90	7.10	6.40	5.75	5.15

ALABAMA

WRMA

1953

Media Code 4 201 7290 0.00
WRMA Broadcasting Co., Inc., Box 8147, Lower Wetumpka Rd., Montgomery, Ala. 36110. Phones 205-264-0440, 264-6449.

STATION'S PROGRAMMING DESCRIPTION
WRMA: Programmed for the Black community.
7 AIR PERSONALITIES handle all segments. MUSIC: popular & R & B except 9 am-12N, M-F, gospel & religious. NEWS: 3 newsmen; community oriented newscasts hourly, using actualities, beepers & mobile unit reports. Many contest & promotion; community involvement. Negro history hourly & community public service every 15 min. Sun, 1-3 pm tele/talk show. Direct reports from all high schools & colleges in area, including sports. Contact Representative for further details. Rec'd 10/12/72.

1. PERSONNEL
President—W. O. Jones.
General Manager—Lee Lunsford.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Capitol Sta. Sales Office: See Rep S/O pages.
3. FACILITIES
1,000 w; 950 kc. Directional nights only.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40c, 42a, 43, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.
Affiliated with Mutual Black Network.
Affiliated with American Entertainment Network.

TIME RATES
Eff 3/1/71—Rec'd 4/30/71.

6. SPOT ANNOUNCEMENTS

	26x	156x	260x	312x	624x
1 min	15	14	13	12	11

7. PACKAGE PLANS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	15.00	14.00	13.00	12.00	11.00
13 wk	14.00	13.00	12.00	11.00	10.50
26 wk	13.00	12.00	11.50	11.00	10.00
52 wk	12.00	11.00	10.50	10.00	9.50

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

MOULTON

Lawrence County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WHIY

1963

Media Code 4 201 7360 1.00
Moulton Broadcasting Co., Inc., Box 307, Moulton, Ala. 35650. Phones 205-974-0681, 0682.

1. PERSONNEL
General Manager—Hiram Goodman.
3. FACILITIES
1,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/5 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 6/1/73—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

Within 13 wks:	1 ti	50 ti	100 ti	260 ti	450 ti
1 min	4.20	3.30	2.50	2.25	1.95
30 sec	3.00	1.95	1.50	1.35	1.20
10 sec	1.80	1.00	.75	.65	.60

MUSCLE SHOALS

Colbert County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Florence-Sheffield
(including Muscle Shoals, Tuscumbio)

ONEONTA (1 AM; 1 FM)

Blount County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WCRL

1952

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 7430 2.00
Blount County Broadcasting Service, Inc., Box 490, Oneonta, Ala. 35121. Phone 205-625-3333.

STATION'S PROGRAMMING DESCRIPTION
WCRL: Programmed for general interest.

1. PERSONNEL
Station Manager—L. D. Bentley, Jr.
3. FACILITIES
1,000 w. days; 1,570 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
Partial simulcast operation. Simulcast Mon thru Sat sunrise-local sunset. For non-simulcast facilities see WKLD (FM).
4. AGENCY COMMISSION
None; all rates net to station.

(This listing continued on next page)

Oneonta—W C R L—Continued

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WKLD (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 6/1/74—Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	3.00	2.00	1.25

DISCOUNT
52 wk—20%

WKLD (FM)
1968

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 201 7500 2.00
Blount County Broadcasting Service, Inc., Box 490, Oneonta, Ala. 35121. Phone 205-625-3333.
See affiliated AM station for additional information.
AM facilities: WCRL.

3. FACILITIES
ERP 1,000 w.; 97.7 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 480 ft. above average terrain.
Partial simulcast operation. Operated separately 5 am-sunrise & local sunset ti pm; all day Sun. For simulcast facilities see WCRL.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WCRL. See that listing.

OPELIKA
Lee County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

See Auburn-Opelika

OPP (1 AM; 1 FM)
Covington County—Map Location E-9
See SRDS consumer market map and data at beginning of the State

WAMI
1952

NAB

Media Code 4 201 7570 5.00
Opp Broadcasting Co., Inc., Box 169, Opp, Ala. 36467. Phone 205-493-3588.

1. PERSONNEL
General Manager—Donald Cooke.

3. FACILITIES
1,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 279 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 7 Eff 1/1/74—Rec'd 3/12/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min/less.	3.50	3.25	3.00	2.75	2.40	2.20	2.00

OZARK (2 AM; 1 FM)
Dale County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WAYD
1966

Media Code 4 201 7585 3.00
Wade B. Sullivan Broadcasting Co., Box 1259, Ozark, Ala. 36360. Phone 205-774-3000.

STATION'S PROGRAMMING DESCRIPTION
WAYD: General interest; C. & W music.

1. PERSONNEL
Owner & Gen'l Mgr.—Wade B. Sullivan.

3. FACILITIES
1,000 w. days; 1190 kc. Non-directional.
Operating schedule:————CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/11/74—Rec'd 3/14/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	60 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti	200 ti
PER YR:	1x	60x	200x	400x	700x	1000x
1 min	4.00	3.50	3.50	3.00	2.75	2.60
30 sec	3.25	3.00	3.00	2.75	2.25	2.00

WOAB (FM)
1967

Media Code 4 201 7600 6.00
Ozark Broadcasting Corp., Box 910, Ozark, Ala. 36360. Phone 205-774-5600.
See affiliated AM station for additional information.
AM facilities: WOZK.

3. FACILITIES
ERP 2,850 w.; 104.9 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 175 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/70—Rec'd 3/26/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min or 30 sec	1.60	1.50	1.40	1.30	1.00

WOZK
1953

NAB

Media Code 4 201 7640 6.00
Ozark Broadcasting Co., Inc., Box 742, Ozark, Ala. 36361. Phone 774-5600.

1. PERSONNEL
General Manager—Howard Parrish, Jr.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/2 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WOAB (FM).
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/70—Rec'd 3/26/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x
1 min	2.50	2.30	2.10
30 sec	2.00	1.70	1.60

PELL CITY
St. Clair County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WFHK
1956

Subscriber to the NAB Radio Code
Media Code 4 201 7710 7.00
St. Clair Broadcasting System, Box 608, Pell City, Alabama 35125. Phone 205-338-2238.

1. PERSONNEL
General Manager—Fate L. Gossett.

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION
15/1 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	200x	500x	1000+
1 min	3.50	3.25	3.00	2.75	2.50	2.00
30 sec	2.80	2.60	2.40	2.20	2.00	1.60

PHENIX CITY
Russell County—Map Location G-7

See Columbus, Ga.
(including Phenix City, Ala.)

PIEDMONT
Calhoun County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPID
1952

Media Code 4 201 7780 6.00
WPID Radio, Box 223, Piedmont, Ala. 36272. Phone 205-447-2231.

1. PERSONNEL
Owner & Manager—Terrance J. Gladden.

2. REPRESENTATIVES
Hal Walton Co.

3. FACILITIES
1,000 w.; 1280 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 net time only; 10 days.

5. GENERAL RATE POLICY
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Eff 1/1/70—Rec'd 3/30/71.

6. SPOT ANNOUNCEMENTS

	1 ti	2 ti	11 ti	30 ti
1 min	3.75	3.00	2.50	1.75
30 sec	3.00	2.50	1.75	1.25

10. SPECIAL FEATURES
News, Weather, Sports—Spot rate plus 1.00 per spot extra.

PRATTVILLE
Autauga County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WPXC
1969

Media Code 4 201 7795 6.00
Prattville Radio, Inc., Box 548, Hwy. 82, W., Prattville, Ala. 36067. Phone 205-365-6727.

STATION'S PROGRAMMING DESCRIPTION
WPXC: Modern country music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joe Hagler.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1410 kc. Directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 12/73—Rec'd 3/27/75.

6. SPOT ANNOUNCEMENTS

	25x	50x	100x
1 min	6.00	5.25	4.00
30 sec	4.50	3.75	3.00

25% of spots to run between 6-8:30 am & 4-6 pm.

PRICHARD
Mobile County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.

See Mobile
(including Prichard)

RAINSVILLE
De Kalb County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WVSM
1967

Subscriber to the NAB Radio Code
Media Code 4 201 7815 4.00
Sand Mountain Advertising Co., Inc., Box 161, Rainsville, Ala. 35986. Phone 205-638-2137.

STATION'S PROGRAMMING DESCRIPTION
WVSM: MUSIC: country, western & gospel.

1. PERSONNEL
Manager—Bill Huber.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 4/1/74—Rec'd 4/24/74.

6. SPOT ANNOUNCEMENTS

PER MO. EA:	Open	10 ti	30+
1 min	3.00	2.00	1.75
30 sec	2.50	1.75	1.35

10 sec, 10+, ea 1.00.

ROANOKE (1 AM; 1 FM)
Randolph County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WELR
1949

Subscriber to the NAB Radio Code
Media Code 4 201 7650 1.00
Earl E. Manning, Jr., 303 N. Main St., Roanoke, Ala. 36274.

1. PERSONNEL
Manager—Earl E. Manning, Jr.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 4:00 a.m. to local sunset CST
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WELR-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff ——— Rec'd 2/25/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x
1 min	3.00	2.70	2.50	2.00	1.75

WELR-FM
1968

Subscriber to the NAB Radio Code
Media Code 4 201 7651 9.00
Earl E. Manning, Jr., Box 709, N. Main St., Roanoke, Ala. 36274. Phone 205-863-4139.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,500 w. (horiz.), 1,250 w. (vert.); 95.3 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 320 ft. above average terrain.
Partial simulcast operation. Operated separately 5:30-6 am & local sunset-10 pm. For simulcast facilities see WELR.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WELR. See that listing.

RUSSELLVILLE (2 AM)
Franklin County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WKAX
1974

Media Code 4 201 7885 7.00
Russellville Broadcasting, Inc., Box 1117, 112 N. Washington Ave., Russellville, Ala. 35653. Phone 205-332-6300.

1. PERSONNEL
General Manager—Buzz King.

3. FACILITIES
1,000 w. days; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 6/27/75.

6. SPOT ANNOUNCEMENTS

	1x	31x	91x	91x	121x	300+
1 min	2.40	2.00	1.70	1.50	1.35	1.25
30 sec	2.15	1.70	1.35	1.20	1.10	1.00

10 sec: 60% of 1-min.
Edited by Buzz King.

WWWR
1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 7920 2.00
Franklin Broadcasting, Inc., Box 513, Russellville, Ala. 35653. Phone 332-0214.

1. PERSONNEL
General Manager—Hal Kirby.

3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/60—Rec'd 4/25/60.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.30	3.00	2.85	2.60	2.35	2.15	1.90	1.70
30 sec	2.20	2.00	1.75	1.70	1.55	1.40	1.25	1.10

SCOTTSBORO (2 AM; 1 FM)
Jackson County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WCNA (FM)
1966

Media Code 4 201 7955 8.00
Mellow Sound Broadcasting, Inc., Box 459, 115 Market St., Scottsboro, Ala. 35768. Phone 205-574-2341.

1. PERSONNEL
President—Dr. Ralph M. Sheppard.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 98.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of the month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff————Rec'd 2/19/75.

6. SPOT ANNOUNCEMENTS

Ea:	1 ti	50 ti	100+
1 min	2.95	2.35	2.05
30 sec	2.35	2.05	1.75
15 sec	1.75	1.45	1.18

7. PACKAGE PLANS
210 ti, 30 sec per mo, on contract 150.00

WCRI
1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 7990 5.00
Jackson County Broadcasting Service, Box 727, Scottsboro, Ala. 35768. Phone 574-1056.

1. PERSONNEL
General Manager—B. W. Kennamer.

3. FACILITIES
250 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Alabama Community Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 11/73—Rec'd 2/28/74.

6. SPOT ANNOUNCEMENTS

1 MINUTE

DAYS PER WK:	7	6	5	4	3	2	1
52 wk	1.50	1.60	1.70	1.80	1.90	2.00	2.10
39 wk	1.60	1.70	1.80	1.90	2.00	2.10	2.20
26 wk	1.70	1.80	1.90	2.00	2.10	2.20	2.30
13 wk	1.80	1.90	2.00	2.10	2.20	2.30	2.40
4 wk	1.90	2.00	2.10	2.20	2.30	2.40	2.50
1 wk	2.00	2.10	2.20	2.30	2.40	2.50	2.60

30 SECONDS

52 wk	1.20	1.30	1.40	1.50	1.60	1.70	1.80
39 wk	1.30	1.40	1.50	1.60	1.70	1.80	1.90
26 wk	1.40	1.50	1.60	1.70	1.80	1.90	2.00
13 wk	1.50	1.60	1.70	1.80	1.90	2.00	2.10
4 wk	1.60	1.70	1.80	1.90	2.00	2.10	2.20
1 wk	1.70	1.80	1.90	2.00	2.10	2.20	2.30

WROS
1952

Media Code 4 201 8000 2.00
Rose M. Kirby, 717 Scott St., Scottsboro, Ala. 35768. Phone 205-574-2156.

1. PERSONNEL
General Manager—Hugh T. Kirby, Jr.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 6/21/71—Rec'd 6/22/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	65x	130x	156x
1 min	2.40	2.30	2.20	2.10	2.00	1.90
30 sec	1.95	1.85	1.75	1.65	1.55	1.45
10 sec	1.55	1.45	1.35	1.25	1.15	1.05
		260x	312x	624x	936x	1248x
1 min		1.80	1.70	1.60	1.50	1.40
30 sec		1.35	1.25	1.15	1.05	.95
10 sec		.95	.85	.75	.65	.55

SELMA (3 AM; 2 FM)

Dallas County—Map Location D-7
See SRDS consumer market map and data at beginning of the State

WALX
1973

NAB RAB

Media Code 4 201 8065 5.00
Alexander Broadcasting Co., Box 460A, Rte. 2, Selma, Ala. 36701. Phone 205-875-9360.

STATION'S PROGRAMMING DESCRIPTION
WALX: Popular music appealing to adults. Contact Representative for further details. Rec'd 5/29/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Alexander.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
EBP 3,000 w.; 100.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 5/15/75—Rec'd 5/29/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	312x
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.00	3.25

Edited by Tom Alexander.

WAMA
1946

NAB

Media Code 4 201 8130 7.00
Vogel-Hendrix Corp., Box 305, Selma, Ala. 36701. Phone 205-874-4668.

STATION'S PROGRAMMING DESCRIPTION
WAMA: MUSIC: Top 40 contemporary.
Contact Representative for further details. Rec'd 7/3/73.

1. PERSONNEL
General Manager—Donnie Harden.
Commercial Manager—Mike Reynolds.
Program Director—Mike Reynolds.
2. REPRESENTATIVES
W. O. Jones, Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1h, 2h, 3a, 4a, 6a.
Rate Protection: 10h, 11h, 13b, 14b, 15a.
Basic Rates: 21b, 21d, 24b, 24c, 25a, 26, 28c, 29a, 29b.
Contracts: 40a, 44b, 50.
Comb.: Cont. Discounts: 60d, 60g, 60i, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with CBS

TIME RATES
Eff ——— Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 sec	15 sec	30 sec	1 min
1 ti	1.80	2.05	3.60	4.10
10 ti	1.65	1.90	3.40	3.90
25 ti	1.50	1.80	3.10	3.65
PER MO:				
50 ti	1.35	1.70	2.80	3.35
100 ti	1.25	1.55	2.50	3.10

8. PROGRAM TIME RATES

PER YR:	5 min	1/4 hr	1/2 hr	1 hr
1 x	9.50	19.00	35.00	70.00
26 x	8.25	17.75	32.00	64.00
52 x	7.75	16.50	30.00	45.00

9. PARTICIPATING PROGRAMS
Oldie Show—10:06-11 am Mon thru Fri, per wk 45.00
American Top 40—9 pm-midnight Sat; 8-11 pm Sun, per wk 65.00
Local News—6:30 am, 7:30 am & 5:30 pm, ea. 5.00
Local Headlines—ea 1/2 hr 4.00
Weather—ea 1/4 hr 4.00
Swap Shop—10:30-11:35 am, per wk 25.00
Sports—4:30-4:40 pm, per wk 30.00
Edited by Donnie Harden.

WHBB
1935

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 201 8200 8.00
Talton Broadcasting Co., Box 1053, 505 Lauderdale, St., Selma, Ala. 36701. Phone 205-874-8296.

1. PERSONNEL
Pres. & Gen'l Mgr.—Julius E. Talton.
Commercial Manager—Dave Rigdon.
Operations Manager—Bill Sellier.
2. REPRESENTATIVES
Busby, Finch, Lathom, Widman.
3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 21c, 21d, 22a, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 82.
FM facilities: WTUN.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES
No. 10 Eff 1/1/75—Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	1 wk	4 wk	13 wk	1 wk	4 wk	13 wk
1 ti	4.71	4.47	4.00	3.76	3.58	3.20
10 ti	4.47	4.24	3.76	3.58	3.39	3.01
20 ti	4.24	4.00	3.65	3.39	3.20	2.92
30 ti	4.00	3.76	3.41	3.20	3.01	2.73
40 ti	3.76	3.53	3.18	3.01	2.82	2.54
50 ti	3.53	3.29	2.94	2.82	2.64	2.35

15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER YR:	2000x	1500x	1000x	500x
1 min	2.94	3.24	3.47	3.65
30 sec	2.35	2.59	2.78	2.92
15 sec	1.47	1.63	1.74	1.82

8. PROGRAM TIME RATES

	1x	26x	52x
5 min	9.50	8.25	7.75
1/4 hr	19.00	17.75	16.50
1/2 hr	35.00	32.00	30.00

9. PARTICIPATING PROGRAMS
Col. Miles Hardy Farm Show—11:40 am-1 pm:
3 days per wk ..... 15.75 6 days per wk 30.00
Viewpoint/George Swift—1-2 pm:
1-4 ti per wk, ea. ..... 5.25 5 ti per wk, ea. 4.75

WTQX
1956

Media Code 4 201 8270 1.00
WTQX Radio, Box 1307, 729 Dallas Ave., Selma, Ala. 36701. Phone 205-874-9062.

STATION'S PROGRAMMING DESCRIPTION
WTQX: Programmed for the Black listener. Contact Representative for further details. Rec'd 8/23/72.

1. PERSONNEL
General Manager—Samuel S. Everette, Jr.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
5,000 w. days; 1570 kc.
Operating schedule: Sunrise-local sunset. CST
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See codrd regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20h, 21c, 22a, 22b, 23a, 24b, 25b, 26, 28c, 29a, 30, 33b.
Contracts: 40a, 42b, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with National Black Network.

TIME RATES
No. E-7 Eff 4/1/75—Rec'd 3/10/75.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	4.08	3.67	3.40	3.13	2.91
30 sec	3.26	2.94	2.72	2.49	2.28
PER MO. 4 WKS:		50 ti	100 ti	150 ti	200 ti
PER YR:		500x	1000x	.....	2000x
1 min		2.72	2.58	2.45	2.31
30 sec		2.18	2.06	1.95	1.86

10 sec: 50% of 1-min.

WTUN
1965

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 201 8200 6.00
Talton Broadcasting Co., Box 1055, 505 Lauderdale St., Selma, Ala. 36701. Phone 205-874-8296.
See affiliated AM station for additional information.
AM facilities: WHBB.

STATION'S PROGRAMMING DESCRIPTION
WTUN: MUSIC: country. Contact Representative for further details. Rec'd 11/12/71.

1. PERSONNEL
Commercial Manager—Gary Fuller.
3. FACILITIES
ERP 3,000 w.; 100.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 123 ft. above average terrain.
4. AGENCY COMMISSION
15%.

TIME RATES
No. 7 Eff 1/1/75—Rec'd 2/14/75.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	1 wk	4 wk	13 wk	1 wk	4 wk	13 wk
1 ti	4.27	4.12	3.82	3.41	3.29	3.00
10 ti	4.04	3.88	3.59	3.22	3.11	2.87
20 ti	3.80	3.65	3.35	3.04	2.92	2.68
30 ti	3.56	3.41	3.12	2.85	2.73	2.49
40 ti	3.33	3.18	2.88	2.66	2.54	2.31
50 ti	3.09	2.94	2.65	2.47	2.35	2.12

15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER YR:	2000x	1500x	1000x	500x
1 min	2.65	2.87	3.09	3.31
30 sec	2.12	2.29	2.47	2.65

8. PROGRAM TIME RATES

	1x	26x	52x
5 min	8.00	7.50	7.00
1/4 hr	19.00	17.00	15.00
1/2 hr	38.00	34.00	30.00

9. PARTICIPATING PROGRAMS
Gary Fuller Rise'n Shine—Mon thru Fri 6-8 am.
1 min. flat ..... 4.00 30 sec. flat 2.85

SHEFFIELD

Colbert County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Florence-Sheffield (including Muscle Shoals, Tuscumbia)

SYLACAUGA (2 AM; 1 FM)

Talladega County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WFEB
1944

Media Code 4 201 8340 2.00
Alabama Broadcasting Co., Inc., Box 358, Sylacauga, Ala. 35150. Phone 205-245-3281.

1. PERSONNEL
Pres. & Gen'l Mgr.—George W. Carr.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only; 1st of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 4/1/74—Rec'd 4/24/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
30 sec	2.72	2.40	2.08	1.76	1.44	1.12
1 min	3.40	3.00	2.60	2.20	1.80	1.40

WMLS — WMLS-FM
1948 — 1959

Media Code 4 201 8410 3.00
Marble City Broadcasting Co., Inc., Box 511, Sylacauga, Ala. 35150. Chapel 5-4354.

1. PERSONNEL
General Manager—Curtis O. Liles.
3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: Weekdays 5:00 a.m. (Sundays 6:00 a.m.) to local sunset. CST.
FM FACILITIES
ERP 630 w.; 98.3 mc.
Separate programming 3:00 p.m. to 10:05 p.m. daily.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rate card dated July 15, 1950. (Card No. 2.)
Revision received January 28, 1952.

6. SPOT ANNOUNCEMENTS
1 time ..... 3.00 52 times 2.55
13 times ..... 2.85 156 times 2.00
26 times ..... 2.70 260 times 1.50

TALLADEGA (2 AM; 1 FM)

Talladega County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WEYY
1956

Media Code 4 201 8480 6.00
Talladega Broadcasting Co., Inc., Anniston Hwy., Talladega, Ala. 35160. Phone 205-362-9041.

1. PERSONNEL
General Manager—Jimmy E. Woodard.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%; no cash discount. Net 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
Eff 5/1/69—Rec'd 5/29/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	6.00	5.90	5.80	5.70	5.60	5.50
30 sec	5.00	4.90	4.80	4.70	4.60	4.50

WHTB (FM)
1972

RAB

Media Code 4 201 8515 9.00
Jimmy E. Woodard, Box 994, 1020 Anniston Rd., Talladega, Ala. 35160. Phone 205-362-8890.

STATION'S PROGRAMMING DESCRIPTION
WHTB (FM): Hit Parade. Live sports & news.

1. PERSONNEL
General Manager—Bryan Townsend.
3. FACILITIES
ERP 250,000 w. (horiz.), 250,000 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 870 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff ——— Rec'd 9/24/73.

6. SPOT ANNOUNCEMENTS

PER MO:	10 ti	15 ti	30 ti	60 ti	90 ti
1 min	3.55	3.25	3.05	2.90	2.75

30 sec: 80% of 1-min.

WNUZ
194[illegible]

RAB

Media Code 4 201 8550 6.00
Radio Alabama, Inc., Fort Lashley Ave., Talladega, Ala. 35160. Phone 205-362-1230.

STATION'S PROGRAMMING DESCRIPTION
WNUZ: Programmed for adults & young adults.

1. PERSONNEL
Gen'l and Sta. Mgr.—Royce Faulkner.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-11 pm. CST.
4. AGENCY COMMISSION
15/0: 1st of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 7/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	4.00	3.90	3.80	3.70	3.60	3.50
30 sec	4.00	3.80	3.60	3.40	3.20	3.00

Submitted by Royce Faulkner.

TALLASSEE

Elmore County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WTLS
1954

Media Code 4 201 8620 7.00
The Ne-Ler Co., Box 786, 1702 Gilmer Ave., Tallassee, Ala. 36078. Phone 8535.

1. PERSONNEL
General Manager—Ned Butler.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 4:45 am-local sunset.
4. AGENCY COMMISSION
15%; no cash discount.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff.————Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	4 ti	15 ti	30 ti	60 ti	90 ti	120 ti
1 min	3.75	3.45	3.15	2.90	2.60	2.30	2.00
30 sec	3.25	2.95	2.65	2.40	1.80	1.50	.....

THOMASVILLE (1 AM; 1 FM)

Clarke County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WJDB — WJDB-FM
1956 — 1972

Media Code 4 201 8690 0.00
WJDB Radio, Inc., Box 757, Thomasville, Ala. 36784. Phone 205-636-4438.

1. PERSONNEL
Pres. & Gen'l Mgr.—Cecil Goodreau.
2. REPRESENTATIVES
South-C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days 630 kc.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.8 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset
4. AGENCY COMMISSION
15/0: 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 10/1/61—Rec'd 10/2/61.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.60	3.40	3.20	3.00	2.80	2.60	2.40	2.20

TROY

Pike County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WTBF
1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 201 8760 1.00
Troy Broadcasting Corp., College Drive, Troy, Ala. 36081. Phone 205-566-0300.

1. PERSONNEL
General Manager—Jess L. Jordan.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
5,000 w. days, 500 w. nights; 970 kc. Non-directional days, directional nights.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/72—Rec'd 11/10/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	312x
1 min	3.00	2.80	2.60	2.40	2.20	2.00
30 sec	2.00	1.90	1.80	1.70	1.60	1.50
10 sec	1.50	1.40	1.30	1.20	1.10	1.00

Mon thru Fri 6-8 am per spot, extra 1.00.

7. PACKAGE PLANS
50 ti/30 days 260x rate 100 ti/30 days 312x rate.

ALABAMA

TUSCALOOSA (5 AM; 1 FM)

Tuscaloosa County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WACT
1958

NAB RAB

Media Code 4 201 8830 2.00
New South Radio, Box 126, No. 3 Office Park, Tuscaloosa, Ala. 35401. Phone 205-759-5786.

1. PERSONNEL
Station Manager—Clyde W. Price.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days; 1420 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 3a. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b, 11b. 12b. 13b. 14b.
Basic Rates: 22a. 23a. 24a. 24b. 25a. 26. 28b. 29a.
Contracts: 40a. 46. 47a. 48.
Comb.: Cont. Discounts: 60a. 61a. 61b. 61c. 62b.
Cancellation: 70a. 70c. 71b. 73a.
Affiliated with ATA Radio Network.

TIME RATES
Eff 10/31/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	6.40	6.00	5.60	5.20	4.80	4.40

7. PACKAGE PLANS
NATURATION

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.20	4.80

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80	60	40	25	15

WJRD
1938

Media Code 4 201 8900 3.00
Cooper Radio, Inc., Drawer 4, Tuscaloosa, Ala. 35401. Phone 205-345-2244.

STATION'S PROGRAMMING DESCRIPTION
WJRD: MUSIC: Country. AIR PERSONALITIES handle all segments.
NEWS: Net. state and local at :60. Special news features: University, local high school and jr. high reports. SPORTS: Four reports daily in drives, plus scoreboards whenever appropriate. Full time sports director. U football and basketball live, play by play. Two farm reports daily. Three weather reports per hour. COMMERCIAL POLICY: 16 min. per hour. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
General Manager—Robert J. Martin.
Sales Manager—Robert Martin, Jr.

2. REPRESENTATIVES
South, Southwest—Bernard I. Ochs, Co.

3. FACILITIES
5,000 w days. 1,000 w. nights: 1150 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 3a, 4a, 5, 6a.
Rate Protection: 10d. 11d, 12d. 13d. 14d.
Basic Rates: 23a. 24a. 24b, 24c. 25a, 28a, 29a, 32a. 33c.
Contracts: 40a, 40b. 47a. 48.
Comb.: Cont. Discounts: 60b, 60f. 60i.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with CBS.
Member: The Tobacco Radio Network.

TIME RATES
Eff 10/1/74—Rec'd 10/21/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	158x	260x	312x
1 min	12.00	11.00	10.00	9.50	8.00	7.00	6.00	5.50

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
20 sec: 60% of 1-min.
Submitted by Robert J. Martin.

WNPT
1951

Media Code 4 201 8970 6.00
West Alabama Broadcasting Co., Inc., Box 2787, Tuscaloosa, Ala. 35401. Phone 205-758-3311. TWX 7760

STATION'S PROGRAMMING DESCRIPTION
WNPT: Programmed for adults & young adults.
MUSIC: MOR. NEWS: emphasis on local news also network. SPORTS: major college & high school events. Contact Representative for further details. Rec'd 11/22/72.

1. PERSONNEL
President—Mrs. Ruth Harris.
Sales Manager—Tony Giles.
Operations Manager—Hugh J. Rushing.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 1280 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15% time only: monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 44a, 44b, 46, 47a, 48.
Cancellation: 70a, 70e, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Information Network.
Member: Farm Radio Network.

TIME RATES
Eff————Rec'd 10/5/72.
AA—6-9 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	7.50	7.25	7.00	6.75	6.50
30 sec	5.50	5.25	5.00	4.75	4.50

CLASS A

1 min	6.50	6.25	6.00	5.75	5.50
30 sec	4.75	4.50	4.25	4.00	3.75

10 sec: 60% of 1-min.
DISCOUNT
26 wk—5% 52 wk—10%
Edited by Hugh J. Rushing.

WTBC
1946

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 201 9040 7.00
Tuscaloosa Broadcasting Co., Box 2000, 15th St. at Forest Lake, Tuscaloosa, Ala. 35401. Phone 205-758-5523.

STATION'S PROGRAMMING DESCRIPTION
WTBC: Programmed for 18-35 age audience.
ALL PERSONALITIES handle all segments other than news & sports. NEWS: network at :55; local at :25, expanded local reports with community features at 7, 8 am & 5 & 6 pm. MUSIC: Rock for 18-35 market with progressive album cuts at night. SPORTS: 2 network & 2 local shows each day in drive times, state & local high school football & basketball, college football & basketball. Rec'd 3/1/73.

1. PERSONNEL
Owner & Gen'l Mgr.—Bert Bank.
Sales Manager—Rice Baxter
Program Director—Bob Crawford.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only: 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a. 4a, 5. 6a. 8.
Rate Protection: 10a, 11a. 12a. 13a. 14a.
Basic Rates: 23a. 24b. 28b.
Contracts: 40a. 46. 47a.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 73a.
FM facilities: WUOA (FM).
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES
Eff 1/1/71—Rec'd 1/5/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	150x	300x
1 min	7.50	7.25	7.00	6.75	6.50	6.25
30 sec	5.50	5.35	5.20	5.05	4.90	4.75

8. PROGRAM TIME RATES

	1x	13x	26x	52x	150x	300x
1 hr	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hr	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hr	24.00	22.80	21.60	20.40	19.20	18.00
5 min	10.00	9.50	9.00	8.50	8.00	7.50

10. SPECIAL FEATURES
Religious Programs—50% of 1x rate.
Political Programs—1.00 per min. in advance. 5.00 minimum.
Edited by Bob Crawford.

WTUG
1958

Independent Negro

Radio Code

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 9110 8.00
Tri-Cities Broadcasting Co., Inc., Box 1896, Tuscaloosa, Ala. 35401. Phone 205-345-7200.

STATION'S PROGRAMMING DESCRIPTION
WTUG: Programmed to Black & Religious audience.
MUSIC: rock, rhythm & blues 7-10 am, noon-2 pm, 3 pm-sign off M-Sat; gospel 6-7 am, 10-11 am & 2-3 pm M-Sat, 6 am-1 pm Sun, Black quartets & church services. 1 pm-sign-off Sun, jazz & discussions programs. NEWS: at :55. Ladies home show 10-11 am M-Sat. Contact Representative for further details. Rec'd 5/7/71.

1. PERSONNEL
Executive Vice-President—Zane D. Roden.
General Manager—Edmond E. Payne.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days; 790 kc.
Operating schedule: 4 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4d, 5. 6a, 7b. 8.
Basic Rates: 20a. 22a. 22b. 23a, 24a, 24b. 25a, 26, 28b. 29a.
Contracts: 40a. 42b. 45. 46. 47a. 48.
Comb.: Cont. Discounts: 60b. 61a, 61b. 61c. 62b.
Cancellation: 70a. 70c. 71a. 73a.
Affiliated with MBS.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 3/1/73—Rec'd 2/12/73.
AA—Mon thru Sat 5-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
PER WK:				
6 ti	10.00	7.60	8.00	6.00
12 ti	9.50	7.20	7.50	5.60
18 ti	9.00	6.80	7.00	5.20
24 ti	8.50	6.40	6.50	4.80
30 ti	8.00	6.00	6.00	4.40

26+ wks: 10% discount; no rebates.

WUOA (FM)
1952

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 201 9145 4.00
Tuscaloosa Broadcasting Co., Box 2000, 15th St. at Forest Lake, Tuscaloosa, Ala. 35401. Phone 205-758-5523.
See affiliated AM station for additional information.
AM facilities: WTBC.

STATION'S PROGRAMMING DESCRIPTION
WUOA (FM): Programmed for 25-49 age group.
MUSIC: hit parade. NEWS: 7 min local, state, national, international & university at :40 in selected hours. 5 min stock market report at 11:15 am, 4:15, 6:15 pm daily. SPORTS: 5 min reports at 7:15 am, 12:15, 5:15 pm daily; university football, basketball, tennis & professional football. SPECIAL FEATURES: local topics, interviews, public affairs. COMMERCIAL POLICY: maximum 8 minutes per hour. Rec'd 5/19/75.

1. PERSONNEL
Owner—Bert Bank.
General Manager—Jim Mizzell.
Program Director—Ron Quarles.

3. FACILITIES
ERP 17,500 w. (horiz.), 17,500 w. (vert)., 95.7 mc.
Stereo.
Operating schedule: 5:45-3 am. CST.
Antenna ht.: 321 ft. above average terrain.

TIME RATES
Eff ————Rec'd 5/19/75.

6. SPOT ANNOUNCEMENTS

	1 ti	25 ti	50 ti	100+
1 min	7.50	7.00	6.75	6.50
30 sec	5.50	5.20	5.05	4.90

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Ea	75	40	25

10. SPECIAL FEATURES
Time Signals 1.80
DISCOUNT
6 mo—10% 1 yr—20%
Edited by Jim Mizzell.

TUSCUMBIA

Colbert County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Florence-Sheffield
(including Muscle Shoals, Tuscumbia)

TUSKEGEE

Macon County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBIL
1952

Media Code 4 201 9180 1.00
All Channel TV Service, Inc., Box 666, Union Springs Hwy., Tuskegee, Ala. 36083. Phone 205-727-2100.

STATION'S PROGRAMMING DESCRIPTION
WBIL: MUSIC: R & B. AP & network news.

1. PERSONNEL
General Manager—Harold C. Carson.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
500 w.: 580 kc.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with Mutual Black Network.

TIME RATES
No. 3 Eff————Rec'd 3/12/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Mon thru Sat 6-8 am & specified	3.40	2.60
ROS/BTA, 30-DAY PERIOD:		
1 ti	3.00	2.20
50 ti	2.70	1.90
100+	2.40	1.60

10 sec. any quantity, no discounts, ea 1.25.
DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

VERNON

Lamar County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WVSA
1966

Media Code 4 201 9250 2.00
Lamar County Broadcasting Co., Box 630, Vernon, Ala. 35592. Phone 205-695-9191.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. D. Thompson.

3. FACILITIES
1,000 w.: 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None: all rates net to station; payable 10th of month.

5. GENERAL RATE POLICY
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 6/1/72—Rec'd 9/11/72.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	25 ti	50+
1 min	2.30	2.00	1.70
30 sec	2.00	1.70	1.40

WETUMPKA

Elmore County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WETU
1954

Media Code 4 201 9320 3.00
Elmore Service Corp., Box 60, Wetumpka, Ala. 36092. Phone 205-567-4351.
Montgomery—Box 324, Montgomery, Ala. 36107. Phones 205-269-1926, 265-6203.

STATION'S PROGRAMMING DESCRIPTION
WETU: Prog. for urban adults/younger adults.

1. PERSONNEL
General Manager—Robert D. McKinnon.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
5,000 w. days; 1250 kc Non-directional.
Operating schedule: 4:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 7/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	5.00	4.80	4.60	4.40	4.20	4.00
30 sec	4.00	3.80	3.60	3.40	3.20	3.00

Submitted by Bob McKinnon.

WINFIELD

Marion County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WEZQ
1965

NAB RAB

Media Code 4 201 9390 6.00
John Self, Box 608, Winfield, Ala. 35594. Phone 205-487-3261.

STATION'S PROGRAMMING DESCRIPTION
WEZQ: Programmed for general interest.

1. PERSONNEL
General Manager—Hewitt Addison.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.: 1300 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None: all rates net to station. Payable 10th of month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 10/31/73.

6. SPOT ANNOUNCEMENTS

PER 30 DAYS:	1 ti	10 ti	30 ti	60+
1 min	3.00	2.40	1.60	1.30
30 sec	2.00	1.60	1.30	1.10
10 sec/Time Signals	1.20	1.00	.85	.70

YORK

Sumter County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WYLS
1970

NAB

Media Code 4 201 9600 8.00
Grantell Broadcasting Co., Box 687, U. S. Hwy. 11, York Ala. 36925. Phone 205-392-7193.

STATION'S PROGRAMMING DESCRIPTION
WYLS: Country, MOR days; R & B, rock aft.

1. PERSONNEL
General Manager—William B. Grant.

3. FACILITIES
5,000 w. days: 1350 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 11/1/74—Rec'd 11/5/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	13 ti	26 ti	52 ti	90 ti	156 ti
1 min	3.10	2.70	2.45	2.20	2.10	1.90
30 sec	2.40	2.10	1.85	1.70	1.60	1.50

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Kodiak—Kodiak Census Division

Negro Population Data

(January 1, 1975)

STATE TOTAL	9,769	Anchorage	5,974
METRO AREAS		Total Metros	5,974

State, County, City, Metro Area Data

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

CITIES AND CENSUS DIVISIONS — This list shows census divisions in which cities are located. Cities are first, census divisions next.

Anchorage—Anchorage Juneau—Juneau

Estimates for: STATE / CENSUS DIVISION / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
ALASKA STATE TOTALS†	342.6	97.47	1,874,108	19,228	.....	.....	.....	.....	.....	866,417	8,889	122,752	21,389	83,389	17,113	15,958	89,306	29,522	152.01	.....	6,480
ALEUTIAN ISLANDS B-5	9.4	1.55	43,706	28,197	.....	.....	.....	.....	.....	2,575	1,661	210	.....	889	.....	.....	.....	90	.....	.....	.....
ANCHORAGE D-3	147.7	44.35	885,060	19,956	.....	.....	.....	.....	.....	483,221	10,896	54,501	11,620	47,773	7,757	9,426	59,708	15,467	93.02	.....	.....
Anchorage	68.5	23.21	409,103	17,626	.....	.....	.....	.....	.....	383,551	16,525	43,873	9,448	16,030	7,188	5,952	54,825	9,341	.....	.....	.....
Anchorage Metro Area	147.7	44.35	885,060	19,956	.....	.....	.....	.....	.....	483,221	10,896	54,501	11,620	47,773	7,757	9,426	59,708	15,467	93.02	.....	.....
ANGOON F-4	.5	.15	319	2,127	.....	.....	.....	.....	.....	491	3,273	.....	.....	332	.....	.....	.....	.....	.....	.....	.....
BARROW C-1	2.7	.52	6,878	13,227	.....	.....	.....	.....	.....	2,095	4,029	.....	.....	1,414	.....	.....	.....	.....	.....	.....	.....
BETHEL B-4	8.3	1.71	17,177	10,045	.....	.....	.....	.....	.....	8,931	5,223	173	.....	2,885	.....	.....	.....	.....	.14	.....	.....
BRISTOL BAY BORO C-4	1.6	.29	6,180	21,310	.....	.....	.....	.....	.....	1,233	4,252	183	.....	387	.....	.....	156	.....	.21	.....	.....
BRISTOL BAY DIVISION C-4	4.1	.93	9,119	9,805	.....	.....	.....	.....	.....	3,762	4,045	543	.....	1,319	.....	.....	242	107	.....	.....	.....
CORDOVA-McCARTHY E-4	2.3	.81	12,292	15,175	.....	.....	.....	.....	.....	5,084	6,277	1,702	582	609	343	.....	152	70	.66	.....	.....
FAIRBANKS D-3	50.1	13.73	293,743	21,394	.....	.....	.....	.....	.....	129,894	9,461	26,749	4,447	9,346	3,016	3,820	16,452	4,608	22.57	.....	.....
HAINES-SKAGWAY-YAKUTAT E-4	3.7	1.14	20,377	17,875	.....	.....	.....	.....	.....	9,296	8,154	2,570	.....	415	98	54	207	399	.94	.....	.....
JUNEAU F-4	14.8	5.00	112,270	22,454	.....	.....	.....	.....	.....	49,496	9,899	8,715	999	433	2,286	1,448	4,298	1,513	7.93	.....	.....
Juneau	14.8	5.00	112,270	22,454	.....	.....	.....	.....	.....	49,496	9,899	8,715	999	433	2,286	1,448	4,298	1,513	.....	.....	.....
KENAI COOK INLET D-4	16.7	4.94	95,362	19,304	.....	.....	.....	.....	.....	28,041	5,676	4,970	668	1,397	677	137	846	2,796	6.31	.....	.....
KETCHIKAN G-5	10.9	3.54	61,839	17,469	.....	.....	.....	.....	.....	33,020	9,328	6,752	716	2,521	1,301	741	1,418	1,225	5.53	.....	.....
KOBUK C-2	4.9	.99	11,686	11,804	.....	.....	.....	.....	.....	5,028	5,079	349	.....	2,270	.....	.....	.....	.....	.....	.....	.....
KODIAK C-5	11.0	3.03	54,913	18,123	.....	.....	.....	.....	.....	22,044	7,275	401	328	1,030	85	46	3,560	.....	2.91	.....	.....
KUSKOKWIM C-3	2.3	.51	5,654	11,086	.....	.....	.....	.....	.....	1,735	3,402	230	.....	216	.....	.....	.....	214	.....	.....	.....
MATANUSKA-SUSITNA D-3	7.6	2.34	30,627	13,088	.....	.....	.....	.....	.....	14,930	6,380	2,172	358	1,501	279	98	572	882	4.19	.....	.....
NOME B-2	6.2	1.43	18,738	13,103	.....	.....	.....	.....	.....	9,984	6,982	1,987	134	1,232	101	.....	205	101	.47	.....	.....
OUTER KETCHIKAN G-5	2.3	.57	8,004	14,042	.....	.....	.....	.....	.....	1,770	3,105	292	.....	470	.....	.....	.....	.....	.....	.....	.....
PRINCE OF WALES F-5	2.1	.61	14,061	23,051	.....	.....	.....	.....	.....	1,942	3,184	503	.....	270	.....	.....	.....	.....	.....	.....	.....
SEWARD D-4	2.8	.94	10,311	10,969	.....	.....	.....	.....	.....	5,479	5,829	587	321	671	227	.....	168	306	.90	.....	.....
SITKA F-5	6.6	2.07	40,334	19,485	.....	.....	.....	.....	.....	14,225	6,872	3,879	454	592	753	125	479	160	2.35	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in Alaska.

State, Census Division, City, Metro Area Data

Estimates for: STATE / CENSUS DIVISION / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974: Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
SOUTHEAST																					
FAIRBANKS D-3	4.2	1.13	22,144	19,596	.....	.....	.....	.....	.....	5,461	4,833	769	.....	403	.....	63	.....	103	1.16	.....	.....
UPPER YUKON D-2	1.7	.38	11,016	28,989	.....	.....	.....	.....	.....	766	2,016	62	.....	355	.....	.....	.....	.....	.....	.....	.....
VALDEZ-CHITINA-WHITTIER D-3	3.6	1.17	22,767	19,459	.....	.....	.....	.....	.....	4,459	3,811	1,547	.....	419	.....	.....	299	881	.97	.....	.....
WADE HAMPTON B-3	3.9	.69	6,798	9,852	.....	.....	.....	.....	.....	3,806	5,516	628	.....	586	.....	.....	.....	.....	.....	.....	.....
WRANGELL-PETERSBURG F-5	5.4	1.75	27,662	15,807	.....	.....	.....	.....	.....	13,928	7,959	1,744	762	3,350	190	.....	366	365	1.46	.....	.....
YUKON-KOYUKUK D-2	5.2	1.20	25,071	20,893	.....	.....	.....	.....	.....	3,721	3,101	534	.....	304	.....	.....	178	235	.29	.....	.....

ALASKA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Alaska Broadcasting System

Comprised of:
Non-Interconnected Stations

KBYR—Anchorage
KNIK (FM)—Anchorage
KLAM—Cordova
KFIB—Fairbanks
KCAM—Glennallen
KJNO—Juneau
KVOK—Kodiak
KICY—Nome
KRXA—Seward
KIFW—Sitka
KSRM—Soldotna

Media Code 4 202 0500 7.00

Business Office—Alaska Radio-TV Sales, 715 Securities Bldg., Seattle, Wash. 98101.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. G. Hiebert.
Traffic Manager—Alma Wilson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Wash., Ore., B. C.—Alaska Radio-TV Sales.
Wash., Ore., B. C.—Art Moore & Assoc., Inc.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b.
Basic Rates: 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60e, 60f, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES
Eff ————Rec'd 6/17/74.
DISCOUNT
Individual station rate less:
2 sta—5% 3 sta—10% 4+ sta—15%

Midnight Sun Broadcasters, Inc.

Comprised of:
Interconnected Stations by tape.
KENI—Anchorage
KFAR—Fairbanks
KINY—Juneau
KTKN—Ketchikan

Media Code 4 202 1000 7.00

Midnight Sun Broadcasters, Inc., Box 1160, Anchorage, Alaska 99510. Phone 272-7461.
Other studio: 39 W. 46th St., New York, N. Y. 10036. Circle 6-4084.

1. PERSONNEL
Pres. & Gen'l Mgr.—Alvin O. Bramstedt.
Vice-President—J. C. Fletcher.
Vice-President—R. D. Jensen.

2. REPRESENTATIVES
New York—James C. Fletcher, Jr.
Pacific Coast—Simpson/Reilly & Associates Co.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC and MBN.

TIME RATES
No. 8 Eff 5/1/71—Rec'd 8/22/71.

7. PACKAGE PLANS

ONE STATION	1 min			30 sec		
PER WK:	10 ti	20 ti	30 ti	10 ti	20 ti	30 ti
PER YR:	52x	104x	156x	52x	104x	156x
*KENI	13.75	12.00	11.00	11.00	9.50	8.50
KFAR	8.50	8.00	7.50	5.50	5.00	4.75
KINY	6.50	6.00	5.50	4.25	4.00	3.75
KTKN	5.85	5.40	4.95	3.85	3.60	3.40
TWO STATIONS						
*KENI	9.90	9.00	8.55	6.30	5.85	4.95
KFAR	7.65	7.20	6.75	4.95	4.50	4.30
KINY	5.85	5.40	4.95	3.85	3.60	3.40
KTKN	5.85	5.40	4.95	3.85	3.60	3.40
ALL ALASKA						
4 stations	26.00	24.00	22.40	16.80	15.60	14.20

DISCOUNT
26 wk—5% 52 wk—10%
(*) No network discount.
Edited by Sandra Moore.

ANCHORAGE (5 AM; 2 FM)

Anchorage Census Division—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	20	17	20	13
B	18	15	18	10
C	18	14	18	9
D	14	12	14	9
AVERAGE	18	15	18	10

KBYR
1948

RAB

Media Code 4 202 2000 6.00

Northern Television, Inc., Box 2200, Anchorage, Alaska 99510. Phone 907-272-3456.

1. PERSONNEL
President—A. G. Hiebert.
Vice-Pres. & Gen'l Mgr.—Ron Moore.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Washington, Oregon, British Columbia—Alaska Radio-TV Sales & Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 700 kc. Non-directional.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 3a. 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b.
Basic Rates: 22a 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60b, 60f, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KNIK (FM).
Affiliated with CBS.
Member: Alaska Broadcasting System.

TIME RATES
No. 3 Eff 4/1/72—Rec'd 5/2/72.
AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat 9 am-7 pm; Sun noon-7 pm.
AA—Mon thru Fri 9 am-3 pm; Sat 6-9 am; Sun 6 am-noon.
A—Mon thru Sun 7 pm-midnight.
B—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	15.00	12.00	12.50	10.00	10.00	9.00
3 ti	14.00	11.00	12.00	9.50	9.50	8.50
6 ti	13.00	10.00	11.50	9.00	9.00	8.00
12 ti	11.00	9.00	10.00	8.00	7.50	7.00
18 ti	10.00	8.00	9.00	7.00	6.50	6.00
24 ti	9.00	7.00	8.00	6.00	6.00	5.50

10 sec: 50% of 1-min. excl A & B, minimum 5.00.
ROS: AA rate applies.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS—1/2AAA, 1/2AA

PER WK:	1 min	30 sec
Plan 1. 12 ti	9.50	8.00
Plan 2. 18 ti	8.50	7.50
Plan 3. 24 ti	7.50	6.50

MONTHLY

PER DAY:		
3 ti (1AAA, 1AA)	400	.....
3 ti (1AAA, 1AA, 1A)	500	400
4 ti (1AAA, 1AA, 1A, 1B)	600	500

FREQUENCY DISCOUNT

	208x	426x	780x	1040x
Wkly Plan rate	6	12	18	24

KENI
1948

RAB

Media Code 4 202 2500 5.00

Midnight Sun Broadcasters, Inc., Box 1160, Anchorage, Alaska 99510. Phone 907-272-7461.

STATION'S PROGRAMMING DESCRIPTION
KENI: Programmed for young adults 18-35.
MUSIC: Rock. 60% current top 40, 40% oldies.
NEWS: 4 min per hour. Network news & sports, local news, state weather 7 am M-F. Network news & commentary 7:45 & 11:45 am M-F. Contact Representative for further details. Rec'd 6/24/74.

1. PERSONNEL
President—Alvin O. Bramstedt.
Sales Manager—Hank Mann.
Chief Engineer—Charles M. Gray.

2. REPRESENTATIVES
New York—James C. Fletcher, Jr.
Pacific Coast—Simpson/Reilly & Associates Co.

3. FACILITIES
5,000 w.; 550 kc. Non-directional.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a. 4a, 5. 6a, 7a. 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.
Member: Midnight Sun Broadcasters, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/75—Rec'd 6/9/75.
Summer Time Classifications Eff 5/1-9/30:
AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat & Sun 10 am-8 pm.
AA—Mon thru Fri 9 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Fri 7 pm-midnight; Sat & Sun 8 pm-midnight.
Winter Time Classification Eff 10/1-4/30:
AAA—Mon thru Fri 6-9 am & 4-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6-10 am.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA							
WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti	120 ti
YR:	1x	225x	450x	675x	900x	1125x	1350x
1 min	18.75	18.00	17.00	16.25	15.00	14.50	14.00
30 sec	16.25	15.00	13.75	13.00	12.00	11.25	10.50
CLASS AA							
1 min	15.75	14.75	14.00	13.25	12.50	11.25	10.50
30 sec	12.75	11.75	11.25	10.75	9.75	9.25	8.75
CLASS A							
1 min	11.50	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	10.00	9.50	8.75	8.50	7.00	6.50	6.00

10 sec: 60% of 1-min.
Specified time takes next higher rate.

7. PACKAGE PLANS
DAY TIME AUDIENCE PLAN—1/2AAA, 1/2AA

MO/LESS:	24 ti	30 ti	40 ti	60 ti	80 ti	100 ti
1 min	16.50	15.50	14.75	13.75	13.00	12.25
30 sec	13.50	12.50	12.25	11.00	10.25	9.50

ROS PLAN 6 AM-MIDNIGHT—1/3AAA, 1/3AA, 1/3A
1 min 10.00 30 sec 8.00
Minimum 10 ti per wk.
TAP MONTHLY—1/4AAA, 1/4AA, 1/4A, 1/4B
1 min 8.50 30 sec 7.00
4 per day, 28 per wk, 120 ti per mo.
10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	175.00	100.00	62.50	50.00	43.75

DISCOUNT
26 wk—5% 52 wk—10%
Edited by Hank Mann.

KFQD
1924

Alan Torbet Associates, Inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 202 3000 5.00

KFQD, Inc., 9200 Lake Otis Pky., Anchorage, Alaska 99507. Phone 907-344-9622.
Seattle Office: 2108 Seattle Tower, Seattle, Wash. 98101.

1. PERSONNEL
President—Miller C. Robertson.
Vice-Pres. & Treas.—Matthew N. Clapp, Jr.
General Manager—Roy Robinson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc
Seattle, Portland—Broadcast Northwest.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 750 kc. Non-directional.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 32a.
Contracts: 40c, 41, 42b, 44a 45, 46, 47a 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 12/5/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 9-3 pm; Sat & Sun 6 am-6 pm.
A—Mon thru Sun 6 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min AAA	AA	A	B	30 sec AAA	AA	A	B
1 ti	20.00	16.00	10.00	8.00	16.00	13.00	8.00	6.50
5 ti	19.00	15.00	9.50	7.50	15.00	12.00	7.50	6.00
10 ti	18.00	14.50	9.00	7.00	14.50	11.50	7.00	5.50
15 ti	17.00	13.50	8.50	6.50	13.50	11.00	6.50	5.00
20 ti	16.00	13.00	8.00	6.00	13.00	10.00	6.00	4.50
25 ti	15.00	12.00	7.50	5.50	12.00	9.50	5.50	4.00
30 ti	14.00	11.00	7.00	5.00	11.00	9.00	5.00	3.50

10 sec: 50% of 1-min.
Specified time, extra 20%.

CONTRACT DISCOUNT

PER YR:	156x	260x	520x	750x	1000x
Wkly rate	5 ti	10 ti	15 ti	20 ti	30 ti

7. PACKAGE PLANS
6 AM-6 PM DAYTIME AUDIENCE PLAN—
1/2AAA, 1/2AA

PER MO:	24 ti	32 ti	40 ti	60 ti	80 ti	100 ti
PER WK:	.....	10 ti	16 ti	20 ti	26 ti	30 ti
1 min	17.00	16.25	15.25	14.50	13.50	12.50
30 sec	13.50	13.00	12.25	11.50	10.75	10.00

TOTAL AUDIENCE PLAN—
1/4AAA, 1/4AA, 1/4A, 1/4B

PER MO:	24 ti	32 ti	40 ti	60 ti	80 ti	100 ti
1 min	12.75	12.10	11.35	10.75	10.00	9.25
30 sec	10.10	9.60	9.00	8.35	7.75	7.10

MAJOR AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER MO:	24 ti	30 ti	39 ti	60 ti	78 ti	99 ti
1 min	14.50	13.80	13.00	12.30	11.50	10.65
30 sec	11.50	11.00	10.30	9.65	9.00	8.30

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 x	90	72	54	36

Edited by Miller C. Robertson.

KHAR / KHAR-FM
KHAR 1961 — KHAR-FM 1966

NAB RAB

Media Code 4 202 3500 4.00

Sourdough Broadcasters, Inc., 3000 Seward Hwy., Anchorage, Alaska 99503. Phone 907-272-9591.

STATION'S PROGRAMMING DESCRIPTION
KHAR: Programmed for adults and young adults.
NEWS: headlines hourly. 15 min newscasts at 7 & 8 am, noon & 6 pm. 5 mobile units. Aircraft traffic reports 7:15-8:15 am & 4:30-5:30 pm. Weather, marine, fishing, skiing, snow activities reports.
MUSIC: 80%, featuring general popular music, film music, showtunes, standards, middle-of-the-road. All commercials produced and taped. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL
President—Patricia E. Harpel.
General Manager—William B. Allen.
Program Director—Kenneth Flynn.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Washington, Oregon, California—The Tacher Company.

3. FACILITIES
5000 w.; 590 kc. Non-directional.
Operating schedule: 24 hours daily. AST.
FM-ERP 2,800 w.; 103.9 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 54 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a. 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 46.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62e.
Cancellation: 71a.

TIME RATES
No. 10 Eff 5/1/75—Rec'd 5/29/75.
AAA—Mon thru Sat 6-9 am & 4-7 pm; Sun noon-7 pm.
AA—Mon thru Sat 9 am-4 pm; Sun 6 am-noon.
A—Mon thru Sun 5-6 am & 7 pm-midnight.

7. PACKAGE PLANS
ROTATING PLANS—AAA SCHEDULES
1/2AM, 1/2PM

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
30 ti	13.50	11.00	11.50	9.00	8.50	7.00
24 ti	15.00	12.00	12.50	10.00	10.00	8.00
18 ti	17.50	14.00	15.50	12.00	12.00	9.50
12 ti	19.50	15.50	16.50	13.00	13.00	10.50
6 ti/less	20.50	16.50	17.50	14.00	15.00	12.00

TAP—1/3AAA, 1/3AA, 1/3A

	Per wk 42 ti	30 ti	18 ti	Per mo 4 day	2 day	1 day
1 min	420	330	216	1170	700	450
30 sec	336	(*)	171	930	550	360

(*) 262.50
10 sec: 60% of 1-min.
Specified, extra 25%
Variations of rotating plans, extra 10%.
Edited by William B. Allen.

(Anchorage continued next page)

KNIK (FM)

1960

RAB

Media Code 4 202 4000 4.00
Northern Television, Inc., Box 2200, 32nd & Cope, Anchorage, Alaska 99501. Phone 272-3456.
See affiliated AM station for additional information.
AM facilities: KBYR.

1. PERSONNEL
Program Director—Art Andrews.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 24 hours. AST.
Antenna ht.—105 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Alaska Broadcasting System.

TIME RATES
No. 2 Eff 6/1/71—Rec'd 11/8/71.
AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat 9 am-7 pm; Sun noon-7 pm.
AA—Mon thru Fri 9 am-3 pm; Sat 6-9 am; Sun 6 am-noon.
A—Mon thru Sun 7 pm-midnight.
B—All other times Rates on request.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	9.60	7.70	7.00	5.60	5.00	4.00
3 ti	8.20	6.60	6.00	4.80	4.40	3.50
6 ti	7.40	5.90	5.40	4.30	4.00	3.20
12 ti	6.20	5.00	4.80	3.80	3.60	2.80
18 ti	5.80	4.60	4.40	3.50	3.00	2.40
24 ti	5.20	4.20	4.00	3.20	2.80	2.20

10 sec: 50% of 1-min (excl A & B), minimum 2.00.
ROS: AA rate applies.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS—1/2AAA, 1/2AA

PER WK:	1 min	30 sec
Plan 1, 12 ti	5.50	4.40
Plan 2, 18 ti	5.10	4.00
Plan 3, 24 ti	4.60	3.70

FREQUENCY DISCOUNT

	208x	426x	780x	1040x
Wkly Plan rate	6	12	18	24

KYAK

1967

A Big Country Station

HR STONE radio

RAB

Subscriber to the NAB Radio Code

Media Code 4 202 4250 5.00
KYAK, Big Country Radio, Inc., 2800 E. Dowling Rd., Anchorage, Alaska 99507. Phone 907-344-2522.

STATION'S PROGRAMMING DESCRIPTION
KYAK: Programmed primarily for an adult audience. MUSIC: all country music. NEWS: 5 min news on hour, 2 min headline and weather roundup on half hour, with 10 min news at 7 am and 5 pm. Marine and aviation weather broadcast throughout day. Contact Representative for further details. Rec'd 10/1/69.

1. PERSONNEL
President—Richard C. Cruver.
Vice-President—Glenn S. Miller.
Vice-Pres., Sec'y Treas. & Gen'l Mgr.—Robert W. Fleming.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Washington, Oregon—The Tacher Company.

3. FACILITIES
50,000 w. days, 25,000 w. nights; 650 kc. Directional.
Operating schedule: 24 hours daily. AST.

4 AGENCY COMMISSION
15/0 time only Payable 10 days after billing.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 21b, 24c, 25a, 26, 28b, 28c, 29a, 33a.
Contracts: 40c, 41, 49, 51e.
Comb.; Cont. Discounts: 60c, 62e, 62d.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff 11/74—Rec'd 9/24/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA					
1 min	19.00	18.00	17.00	16.00	15.00
30 sec	15.00	14.00	13.00	12.00	11.00
10 sec	9.50	9.00	8.50	8.00	7.50
CLASS AA					
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	13.00	12.00	11.00	10.00	9.00
10 sec	7.50	7.00	6.50	6.00	5.50
CLASS A					
1 min	11.00	10.00	9.00	8.00	7.00
30 sec	9.00	8.00	7.00	6.00	5.00
10 sec	5.50	5.00	4.50	4.00	3.50

PER YR:	AAA 520x	AAA 1040x	AA 520x	AA 1040x	A 520x	A 1040x
1 min	13.00	10.50	9.50	8.00	6.00	5.00
30 sec	9.00	8.00	8.00	6.50	4.80	3.60
10 sec	6.50	5.25	4.25	4.00	3.00	2.50

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	10 sec
14 ti (4AAA, 5AA, 5A)	15.00	13.00	7.50
21 ti (7AAA, 7AA, 7A)	13.00	11.00	6.50
28 ti (9AAA, 10AA, 9A)	11.00	9.00	5.50
ROS—BTA—SUN THRU SAT			
60 ti, preemptible	11.00	9.00	5.50

10. SPECIAL FEATURES

	AAA	AA	A
5-min newscasts	25	20	15

CORDOVA

Cordova-McCarthy Census Division—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KLAM

1954

Media Code 4 202 4500 3.00
Northern Light Broadcasting Corp., Box 278, 1 Forestry Way, Cordova, Alaska 99574. Phone 424-3222.

1. PERSONNEL
Pres. & Gen'l Mgr.—William D. Bechtel.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Washington, Oregon, British Columbia — Alaska Radio-TV Sales & Art Moore & Assoc., Inc.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 5/1-11/15 Mon thru Sat 7:30 am-noon & 5-10 pm; Sun 5-10 pm. 11/16-4/30 Mon thru Sat 7:30-9.30 am & 5-10 pm; Sun 5-10 pm.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Alaska Broadcasting System.

TIME RATES
Eff 6/1/74—Rec'd 6/8/74.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	10x	20x	50x	100x
Specified	6.00	5.75	5.00	4.50	3.90
ROS	5.00	4.75	4.40	4.05	3.60
30 SEC:					
Specified	4.50	4.30	4.00	3.50	3.00
ROS	4.00	3.85	3.65	3.20	2.80

10 sec: 50% of 1-min, Minimum 2.00.

FAIRBANKS (3 AM)

Fairbanks Census Division—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KFAR

1939

Media Code 4 202 5000 3.00
Midnight Sun Broadcasters, Inc., Lathrop Bldg., Fairbanks, Alaska 99701.

1. PERSONNEL
Station Manager—Bill Walley.

2. REPRESENTATIVES
New York—James C. Fletcher, Jr.
Pacific Coast—Simpson/Reilly & Associates Co.

3. FACILITIES
10,000 w.; 660 kc. Non-directional.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Midnight Sun Broadcasters, Inc.

TIME RATES
No. 7 Eff 3/1/70—Rec'd 11/25/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	10.00	7.00	104 ti	8.00	5.00
13 ti	9.50	6.50	156 ti	7.50	4.75
26 ti	9.00	6.00	260 ti	7.00	4.50
52 ti	8.50	5.50			

7. PACKAGE PLANS

PER WK:	1 min	30 sec		1 min	30 sec
12 ti, ea	7.50	5.00	20 ti, ea	6.50	4.50

Spot packages may not be combined with other services to gain additional discounts.

KFRB

1948

RAB

Media Code 4 202 5500 2.00
Northern Television, Inc., Box 950, Fairbanks, Alaska, 99701. Phone 452-5121.

1. PERSONNEL
President—A. G. Hiebert.
Vice-Pres. & Gen'l Mgr.—H. Theodore Lehne.
Chief Engineer—J. W. Foster.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Washington, Oregon, British Columbia — Alaska Radio-TV Sales & Art Moore & Assoc., Inc.

3. FACILITIES
10,000 w.; 900 kc. Non-directional.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 2 months, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60b, 60f, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS
Member: Alaska Broadcasting System.

TIME RATES
No. 3 Eff 3/15/74—Rec'd 6/17/74.
AAA—Mon thru Fri 6:30-9 am.
AA—Mon thru Fri 9 am-6:30 pm; Sat & Sun 6-6:30 pm.
A—Mon thru Sun 6:30 pm-midnight.
B—Mon thru Sun all other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	10.00	8.00	7.50	6.00	6.50	5.00
3 ti	9.50	7.50	7.00	5.50	6.00	4.50
6 ti	9.00	7.00	6.50	5.00	5.50	4.00
12 ti	8.50	6.50	6.00	4.50	5.00	3.50
18 ti	8.00	6.00	5.50	4.00	4.50	3.00
24 ti	7.50	5.50	5.00	3.50	4.00	2.50

10 sec: 50% of 1-min, minimum 2.50.
ROS: Use AA rates.

8. PROGRAM TIME RATES

	2 hr	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	175	100	75	40	30	20

FREQUENCY DISCOUNT

	200x	400x	700x	1000x
Wkly rate	6 ti	12 ti	18 ti	24 ti

(Q)

A Big Co

HR STONE radio

RA

Media Code 4 202 5750 3.00
Big Country Radio, Inc., Box
Fairbanks, Alaska 99707. Phon

STATION'S PROGRAMMING
KIAK: modern country music, 5

1. PERSONNEL
Station Manager—Richard W. Lob

2. REPRESENTATIVES
HR/Stone Radio Representatives, In
Washington, Oregon—The Tacher Co

3. FACILITIES
5,000 w.; 970 kc. Non-directional.
Operating schedule: 24 hours daily. A.

4. AGENCY COMMISSION
15/0 time only; payable within 10 days.

5. GENERAL ADVERTISING See coded
Accepts AAAA copyrighted contracts with
Affiliated with MBS.

TIME RATES
No. 2 Eff 3/1/75—Rec'd 5/13/75.
AAA—Mon thru Sat 6-9:30 am & 3:30-7 p
noon-6 pm.
AA—Mon thru Sat 9:30 am-3:30 pm; Sun noon.
A—Mon thru Sun 5-6 am & 7-11 pm; Sun 6-
B—Mon thru Sun 11 pm-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AAA 10 sec	AA 1 min	AA 30 sec	AA 10 sec
6/less	11.00	9.00	5.50	9.00	7.00	4..
12 ti	10.00	8.00	5.00	8.00	6.00	4.0
18 ti	9.00	7.00	4.50	7.00	5.00	3.5
24 ti	8.00	6.00	4.00	6.00	4.00	3.00
30 ti	7.00	5.00	3.50	5.00	3.00	2.50

	A		
6/less	6.00	5.00	3.00
12 ti	5.00	4.00	2.50
18 ti	4.50	3.50	2.25
24 ti	4.00	3.00	2.00
30 ti	3.50	2.50	1.75
	B		
1 ti	3.00	2.00	1.50
12+	2.75	1.75	1.00

7. PACKAGE PLANS
TAP—4x PER DAY—28 PER WK

	1 min	30 sec	10 sec
PLAN I, PER WK:			
1/3AAA, 1/3AA, 1/3A	123.00	83.00	61.50
PER MO, 120 TI PLAN II:			
1/2A, 1/2B	319.00	217.00	159.50
PLAN III:			
1/4AAA, 1/4AA, 1/4A, 1/4B	465.00	312.00	232.50
PLAN IV:			
1/3AAA, 1/3AA, 1/3A	527.00	357.00	263.50

10. SPECIAL FEATURES

PER WK:	AAA	AA	A
5 min newscasts 5 days/wk	55	49	37
5 min newscasts, 2 per day, 5 days	92	82	......
5 min newcasts, 2 per day, 7 days	......	......	62

Edited by Richard W. Lobdell.

GLENNALLEN

Valdez-Chitina-Whittier Census Division—Map Location D-3

See SRDS consumer market map and data at beginning of the State.

KCAM

1964

Media Code 4 202 6000 2.00
Central Alaskan Missions, Inc., Box 125, Glennallen Alaska 99588. Phone 907-822-3306.

1. PERSONNEL
Station Manager—Carlyle Callis.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Washington, Oregon, British Columbia — Alaska Radio-TV Sales & Art Moore & Associates.

3. FACILITIES
5,000 w.; 790 kc. Non-directional.
Operating schedule: 6 am-midnight. AST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Member: Alaska Broadcasting System.

TIME RATES
No. 2 Eff 6/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	3 ti	6 ti	12 ti	18 ti	24 ti
30 sec	3.45	3.20	2.95	2.85	2.80	2.65
1 min	4.45	4.20	3.95	3.80	3.75	3.55
13 WK:						
30 sec	2.90	2.70	2.40	2.30	2.10	1.90
1 min	3.70	3.50	3.20	2.90	2.80	2.50

JUNEAU (2 AM)

Juneau Census Division—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KINY

1935

Media Code 4 202 6500 1.00
Midnight Sun Broadcasters Inc., 231 S. Franklin, Juneau, Alaska 99801. Phone 586-1800.

1. PERSONNEL
Sales Manager—Ken Wiley.

2. REPRESENTATIVES
New York—James C. Fletcher, Jr.
Pacific Coast—Simpson/Reilly & Associates Co.

2. REPRESENT
Jack Masla
Seattle
Seattle
3. FAC
5.

ALASKA

KODIAK

Third Judicial Division—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KVOK

1974

Media Code 4 202 7750 1.00 Box 5712, Kodiak,
Lorem F. 907-486-5159, F. Bridge
Lorem
Phone
1. PERSONNEL—Lorem
Owner
2. REPRESENTATIVES Inc.
Jack Masla & Co.
Washington, Oregon &
Radio-TV Sales
3. FACILITIES
1,000 w.; 560 kc.
Operating
4. AGENCY
15/0 tim
5. GEN
5. A

British Columbia — Alaska
Art Moore & Associates.

. days, 500 w nights; 630 kc.
Non-directional.
Operating schedule: 18 hours daily. AST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL RATE POLICY
Affiliated with CBS.
Member: Alaska Broadcasting System.

TIME RATES
No. 9 Eff 9/1/74—Rec'd 9/3/74.
AAA—6-9 am & 3-6:30 pm.
AA—9 am-3 pm.
A—6:30 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 MIN:							
AAA	6.00	5.75	5.50	5.25	5.00	4.75	4.50
AA	5.50	5.25	5.00	4.75	4.50	4.25	4.00
A	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 SEC:							
AAA	5.00	4.75	4.50	4.25	4.00	3.75	3.50
AA	4.50	4.25	4.00	3.75	3.50	3.25	3.00
A	4.00	3.75	3.50	3.25	3.00	2.75	2.50

10 sec: 50% of 1-min.
Fixed position: Extra, per spot 1.00.

KETCHIKAN

Ketchikan Census Division—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KTKN

1942

Media Code 4 202 7500 0.00
Midnight Sun Broadcasters, Inc., Box 2347, Ketchikan, Alaska 99901. Phone 225-2191.

1. PERSONNEL
Station Manager—R. D. "Chuck" Jensen.

2. REPRESENTATIVES
New York—James C. Fletcher, Jr.
Pacific Coast—Simpson/Reilly & Associates Co.

3. FACILITIES
5,000 w.; 930 kc.
Operating schedule: 6 am-midnight. AST.

4. AGENCY COMMISSION
15% on time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Midnight Sun Broadcasters, Inc.

TIME RATES
No. 1 Eff 6/1/73—Rec'd 12/31/73.
AAA—Mon thru Sat 6-9 am & 4-7 pm; Sun noon-7 pm.
AA—Mon thru Sat 9-4 pm; Sun 6-9 am.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	PER MO:	PER YR:	AAA	AA	A
1 MINUTE					
1 ti	1 ti	1 x	7.00	6.00	5.50
5 ti	20 ti	225 x	6.50	5.75	5.25
10 ti	40 ti	450 x	6.00	5.50	5.00
15 ti	60 ti	675 x	5.50	5.25	4.75
20 ti	80 ti	900 x	5.25	5.00	4.50
25 ti	100 ti	1125 x	5.00	4.75	4.25
30 ti	120 ti	1350 x	4.75	4.50	4.00
35 ti	140 ti	1575 x	4.50	4.25	3.75
40 ti	160 ti	1800 x	4.25	4.00	3.50
45 ti	180 ti	2025 x	4.00	3.75	3.25
30 SECONDS					
1 ti	1 ti	1 x	5.00	4.75	4.50
5 ti	20 ti	225 x	4.75	4.50	4.25
10 ti	40 ti	450 x	4.50	4.25	4.00
15 ti	60 ti	675 x	4.25	4.00	3.75
20 ti	80 ti	900 x	4.00	3.75	3.50
25 ti	100 ti	1125 x	3.75	3.50	3.25
30 ti	120 ti	1350 x	3.50	3.25	3.00
35 ti	140 ti	1575 x	3.25	3.00	2.75
40 ti	160 ti	1800 x	3.00	2.75	2.50
45 ti	180 ti	2025 x	2.75	2.50	2.25

10 sec: 50% of applicable 1-min rate.
Specified, next higher rate.

7. PACKAGE PLANS
ROS—6 AM-MIDNIGHT—1/3AAA, 1/3AA, 1/3A
1 min 4.50 30 sec 3.25
Minimum, 10 ti per wk, per mo.

.laska 99615.

.

.ritish Columbia — Alaska
Art Moore & Assoc., Inc.

.. Non-directional.
.edule: 6 am-midnight. AST.
COMMISSION
.s only.
.ERAL ADVERTISING See coded regulations
.epts AAAA copyrighted contract.
.ember: Alaska Broadcasting System.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/75—Rec'd 6/3/75.

AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat 9 am-7 pm; Sun noon-7 pm.
AA—Mon thru Fri 9 am-3 pm; Sat 6-9 am.
A—Mon thru Sun—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

I MIN:	1x	26x	52x	104x	156x	260x
AAA	6.50	6.25	6.00	5.75	5.50	5.25
AA	5.50	5.25	5.00	4.75	4.50	4.25
A	4.50	4.25	4.00	3.75	3.50	3.25
30 SEC:						
AAA	5.50	5.25	5.00	4.75	4.50	4.25
AA	4.50	4.25	4.00	3.75	3.50	3.25
A	3.50	3.25	3.00	2.75	2.50	2.25

10 sec: 50% of 1-min (excl A rate), minimum 2.00.
ROB: AA rates apply.

7. PACKAGE PLANS

PER WK:	10 tl	20 tl	30 tl	40 tl	50+
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25	2.00

Edited by Loren F. Bridges.

NOME

Nome Census Division—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KICY

1960

Subscriber to the NAB Radio Code

Media Code 4 202 8000 9.00
Arctic Broadcasting Ass'n., Box 820, Nome, Alaska 99762. Phone 907-443-2213.

1. PERSONNEL
Station Manager—Ralph V. Fondell.

.TIVES
.. Co., Inc.
.ortland—Alaska Radio-TV Sales.
Portland—Art Moore & Assoc., Inc.
.ILITIES
.00 w.; 850 kc. Non-directional.
Operating schedule: 6 am-11:45 pm. BST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
No Sunday spot time available.
Alcoholic beverage and tobacco advertising not accepted.
Affiliated with CBS.
Member: Alaska Broadcasting System.

TIME RATES
Eff 11/25/74—Rec'd 12/27/74.

AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat 9 am-7 pm.
AA—Mon thru Fri 9 am-3 pm & 7-11 pm; Sat 6-9 am & 7-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	UNSPECIFIED					
	AAA			*AA & A		
PER WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 tl	5.50	3.25	2.50	5.25	3.00	2.25
3 tl	5.25	3.00	2.25	5.00	2.75	2.00
6 tl	5.00	2.75	2.00	4.75	2.50	1.75
12 tl	4.75	2.50	1.75	4.50	2.25	1.50
18 tl	4.50	2.25	1.50	4.25	2.00	1.25
(*) ROB.						
	SPECIFIED WITHIN AN HOUR					
1 tl	6.00	3.50	2.75	5.75	3.25	2.50
3 tl	5.75	3.25	2.50	5.50	3.00	2.25
6 tl	5.50	3.00	2.25	5.25	2.75	2.00
12 tl	5.25	2.75	2.00	5.00	2.50	1.75
18 tl	5.00	2.50	1.75	4.75	2.25	1.50
	SPECIFIED—EXACT TIME					
1 tl	6.25	3.75	3.00	6.00	3.50	2.75
3 tl	6.00	3.50	2.75	5.75	3.25	2.50
6 tl	5.75	3.25	2.50	5.50	3.00	2.25
12 tl	5.50	3.00	2.25	5.25	2.75	2.00
18 tl	5.25	2.75	2.00	5.00	2.50	1.75

7. PACKAGE PLANS

	TAP—1/2AAA, 1/2AA					
	Unspecified			Specified in 1 hr		
PER WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
12 tl	4.75	2.50	1.75	5.25	2.75	2.00
18 tl	4.25	2.00	1.25	4.75	2.25	1.50
24 tl	4.00	1.75	1.00	4.50	2.00	1.25
				Specified/Exact		
12 tl				5.50	3.00	2.25
18 tl				5.00	2.50	1.75
24 tl				4.75	2.25	1.50

FREQUENCY DISCOUNT

	208x	312x	624x
Wkly rate	6 tl	12 tl	18 tl

SEWARD

Seward Census Division—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KRXA

1972

Media Code 4 202 8500 9.00
Radio Seward, Inc., Box 276, Seward, Alaska 99664. Phone 907-224-3456.
Mailing address: 715 Securities Bldg., Seattle, Wash. 98101.

1. PERSONNEL
General Manager—Dick Edge.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Washington, Oregon, British Columbia — Alaska Radio-TV Sales & Art Moore & Associates.
3. FACILITIES
1000 w.; 950 kc. Non-directional.
Operating schedule: 7 am-midnight. AST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Member: Alaska Broadcasting System.

TIME RATES
Eff 6/1/74—Rec'd 7/5/74.

AA—7 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	10 sec	30 sec	1 min	10 sec	30 sec	1 min
1 tl	2.50	4.00	5.00	1.95	3.10	4.40
16+	2.10	3.20	4.20	1.60	2.70	3.90

Specified, extra 25%.

7. PACKAGE PLANS

AA, WITHIN 7 DAYS:	10 sec	30 sec	1 min
20 tl	35.70	54.40	71.40
40 tl	71.40	108.80	142.80
60 tl	107.10	163.20	214.20

10. SPECIAL FEATURES

	1 tl	11+
News—5 min segment, 1 1-min	10	8

SITKA

Sitka Census Division—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KIFW

1949

Media Code 4 202 9000 9.00
Sitka Broadcasting Co., Inc., Box 299, Sitka, Alaska 99835.

1. PERSONNEL
Pres. & Gen'l Mgr.—Roy Paschal.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Washington, Oregon, British Columbia — Alaska Radio-TV Sales & Art Moore & Associates.
3. FACILITIES
250 w., 1230 kc. Non-directional.
Operating schedule: 6:00 am-10:10 pm Mon thru Sat; 8:00 am-7:00 pm Sun.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.
Member: Alaska Broadcasting System.

TIME RATES
Eff 1/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	13 tl	20 tl	30 tl	50 tl	70 tl
1 min	6.50	5.50	5.25	5.00	4.75	4.50
30 sec	5.50	5.00	4.75	4.50	4.25	4.00
10 sec	4.50	3.50	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

SPOT PACKAGE PLAN

	1 min	30 sec	10 sec
15 within 3 days	65.00	57.50	50.00
30 within 7 days	130.00	115.00	65.00
50 within 21 days	175.00	145.00	85.00
75 within 28 days	240.00	185.00	100.00
PLAN:	10	15	20
Deduct	5%	10%	15%

SOLDOTNA

Kenai Cook Inlet Census Division—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KSRM

1967

Media Code 4 202 9700 4.00
KSRM, Inc., Box 950, Sterling Hwy., Soldotna, Alaska 99669. Phone 262-4425.

1. PERSONNEL
General Manager—John C. Davis.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Washington, Oregon, British Columbia — Alaska Radio-TV Sales & Art Moore & Assoc., Inc.
3. FACILITIES
5,000 w.; 920 kc. Non-directional.
Operating schedule: 5:30 am-11:30 pm. AST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Alaska Broadcasting System.

TIME RATES
Eff ——Rec'd 1/31/75.

AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat 9 am-7 pm; Sun noon-7 pm.
AA—Mon thru Fri 9 am-3 pm; Sat 6-9 am.
A—Mon thru Sun 7 pm-midnight.
B—All other times. Rates on request.

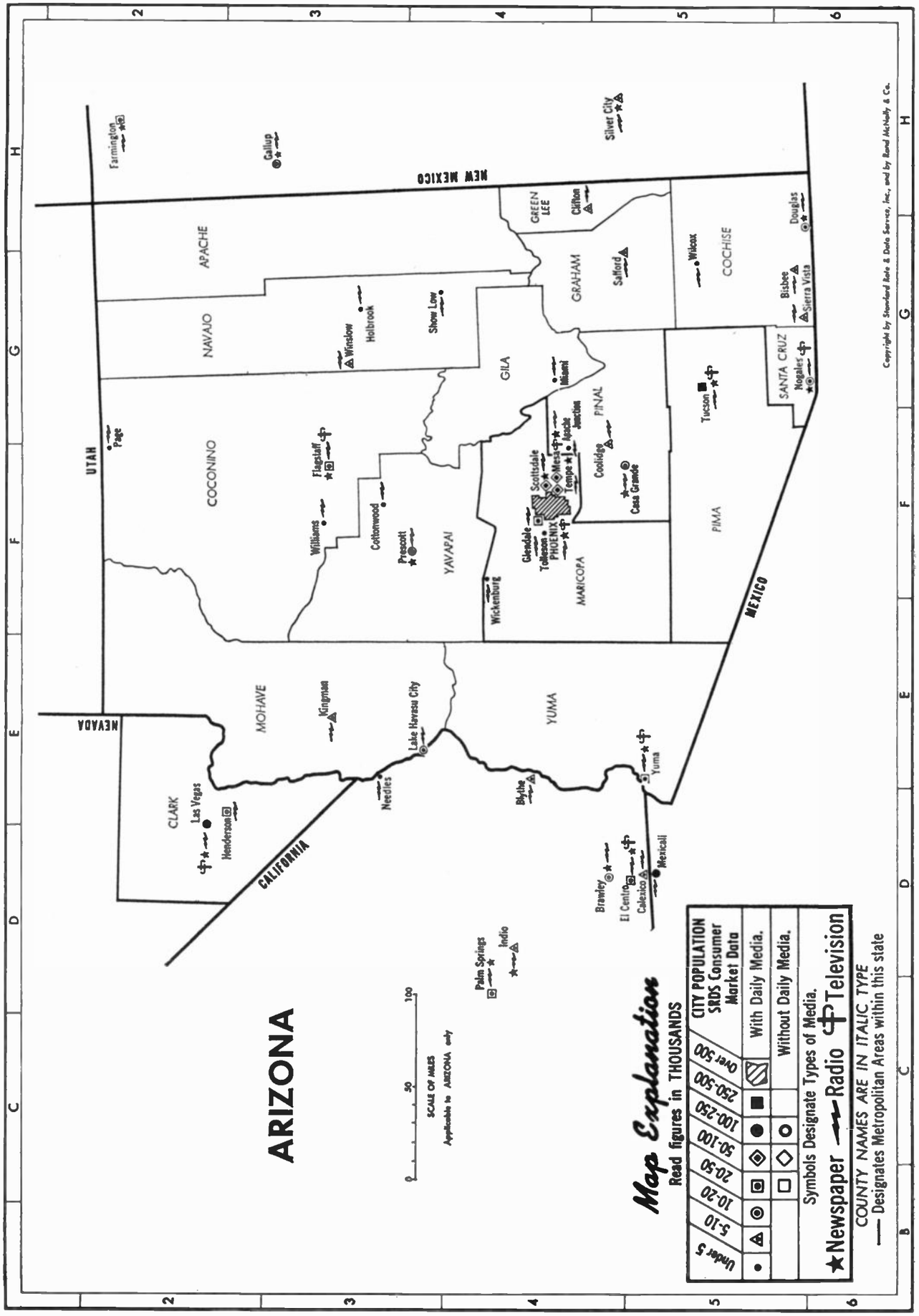
6. SPOT ANNOUNCEMENTS

	AAA			AA & A		
PER WK:	1 tl	10 tl	25 tl	1 tl	10 tl	25 tl
1 min	7.00	6.50	6.00	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	5.00	4.50	4.00

10 sec: 50% of 1-min (minimum of 3.00).

7. PACKAGE PLANS

	TAP—1/2AAA, 1/2AA		
PER WK:	20 tl	30 tl	40 tl
1 min	120	171	220
30 sec	100	141	180



Negro Population Data

(January 1, 1975)

STATE TOTAL	61,100	Tucson	12,555
METRO AREAS		Total Metros	50,017
Phoenix	37,462		

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	333,349	Greenlee	5,178
METRO AREAS		Maricopa	140,607
Phoenix	140,607	Mohave	1,725
Tucson	82,916	Navajo	5,357
Total Metros	223,523	Pima	82,916
COUNTIES		Pinal	24,813
Apache	2,379	Santa Cruz	10,792
Cochise	20,504	Yavapai	4,444
Coconino	6,421	Yuma	16,250
Gila	7,914	Total Counties	333,349
Graham	3,959		

ARIZONA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

Arizona Network

Comprised of:
Non-Interconnected Stations

KSUN—Bisbee
KPIN—Casa Grande
KVIO—Cottonwood
KVSL—Show Low
KSWW—Wickenburg
KNYN—Williams
KINO—Winslow

Media Code: 4 203 0450 3.00
NOTE: Copy and ET's to be mailed directly to respective station. See individual listings for correct address

1. PERSONNEL
Manager—Sanford L. Kahn.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a 2a. 3a. 4a. 4d. 5.
Rate Protection: 10d. 12d. 15a. 15b.
Basic Rates: 20a. 21a. 21d. 24b. 24c. 27. 28a. 28c. 29a.
Contracts: 40a. 41. 44b. 51a.
Comb.; Cont. Discounts: 60b. 60f. 61. 60k. 61a.
Cancellation: 71a. 72. 73b.

TIME RATES
6 stations 5% discount on all stations. Identical schedules not necessary. See individual station listing for rates.

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Flagstaff—Coconino | Glendale—Maricopa | Mesa—Maricopa | Phoenix—Maricopa | Scottsdale—Maricopa | Tempe—Maricopa | Tucson—Pima | Yuma—Yuma

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
ARIZONA STATE TOTALS	2,166.2	697.07	9,175,553	13,163	7.5	14.3	11.2	25.1	34.1	5,444,430	7,810	1,026,555	199,764	691,714	164,461	198,544	930,960	439,895	1,038.57	22.0	1,240,173
APACHE G-2	42.7	9.46	75,911	8,024	12.4	15.8	9.7	17.1	13.9	34,819	3,681	7,933	767	6,662	124	427	1,810	6,761	5.03	1.3	12,105
COCHISE G-5†	76.6	23.14	262,587	11,348	9.4	18.4	13.3	24.6	24.0	133,823	5,783	24,131	4,085	17,312	4,699	3,984	19,641	17,504	32.33	1.3	35,122
COCONINO F-2†	63.7	17.20	220,529	12,821	6.6	13.6	11.6	25.0	30.7	163,041	9,479	24,108	3,743	16,720	2,539	3,091	25,894	26,428	22.39	2.1	21,624
Flagstaff	31.8	8.59	135,787	15,808	.....	.....	.....	.....	.....	103,484	12,047	15,539	2,744	8,333	2,127	2,649	22,750	15,103	.....	.....	.....
GILA G-4	33.8	10.64	119,882	11,267	7.2	17.1	13.6	26.2	26.9	63,064	5,927	16,400	2,342	6,859	1,135	2,205	8,953	8,048	14.33	.6	5,798
GRAHAM G-4	19.3	5.27	52,434	9,950	10.4	8.6	12.3	23.6	23.4	39,677	7,529	8,410	647	3,305	1,344	1,075	7,099	3,647	7.33	1.0	34,889
GREENLEE H-4	12.9	3.95	54,593	13,821	4.5	4.3	13.7	40.1	32.9	20,768	5,258	3,418	1,050	5,822	353	1,006	3,218	2,422	5.16	.2	2,539
MARICOPA F-4†	1,168.8	389.86	5,454,508	13,991	6.7	12.8	10.5	25.7	38.4	3,228,478	8,281	609,464	130,142	406,659	88,499	124,446	572,406	221,155	608.78	4.5	500,531
Glendale	58.0	17.58	190,162	10,817	.....	.....	.....	.....	.....	187,543	10,668	26,848	5,928	4,160	1,699	4,505	83,040	7,471	.....	.....	.....
Mesa	90.8	29.04	350,504	12,070	.....	.....	.....	.....	.....	240,767	8,291	40,219	12,611	16,750	5,526	9,095	79,084	12,350	.....	.....	.....
Phoenix	671.1	224.96	3,242,657	14,414	.....	.....	.....	.....	.....	2,121,433	9,430	402,207	87,334	340,328	62,460	97,049	308,484	139,783	.....	.....	.....
Phoenix Metro Area	1,168.8	389.86	5,454,508	13,991	6.7	12.8	10.5	25.7	38.4	3,228,478	8,281	609,464	130,142	406,659	88,499	124,446	572,406	221,155	608.78	.....	.....
Scottsdale	94.7	29.46	428,608	14,549	.....	.....	.....	.....	.....	261,466	8,875	48,277	7,188	17,132	10,780	3,872	59,541	17,732	.....	.....	.....
Tempe	92.4	27.02	365,863	13,540	.....	.....	.....	.....	.....	138,905	5,141	37,044	8,431	13,457	3,482	4,313	12,318	12,216	.....	.....	.....
MOHAVE E-2	35.8	12.50	146,070	11,686	8.9	14.6	11.2	27.7	28.7	78,492	6,279	9,997	1,031	10,438	754	2,015	11,810	14,617	16.80	.4	8,016
NAVAJO G-2	57.5	14.21	138,484	9,746	10.7	14.7	10.2	21.4	21.9	103,835	7,307	21,754	2,418	13,432	1,520	1,865	11,170	19,210	13.32	3.4	7,396
PIMA F-5†	436.2	143.70	1,905,788	13,262	7.7	14.5	11.4	24.7	34.5	1,097,954	7,641	206,711	38,071	160,754	38,136	45,650	197,817	67,842	215.92	1.3	62,457
Tucson	343.6	104.30	1,511,896	14,496	.....	.....	.....	.....	.....	981,890	9,414	182,193	36,270	157,175	36,779	41,572	188,436	59,020	.....	.....	.....
Tucson Metro Area	436.2	143.70	1,905,788	13,262	7.7	14.5	11.4	24.7	34.5	1,097,954	7,641	206,711	38,071	160,754	38,136	45,650	197,817	67,842	215.92	.....	.....
PINAL F-5	84.2	23.46	249,588	10,639	10.3	17.3	14.0	24.8	21.8	143,197	6,104	32,317	4,048	6,443	3,039	2,793	23,099	14,145	31.46	3.9	340,808
SANTA CRUZ G-6	16.5	4.71	54,336	11,536	10.5	17.8	12.3	21.5	29.0	66,915	14,207	12,342	1,795	15,609	13,638	2,973	3,993	4,287	8.42	.2	2,160
YAVAPAI F-3	47.7	17.65	176,190	9,982	11.0	17.7	13.0	23.3	23.1	89,032	5,044	14,889	4,204	6,411	1,980	1,382	16,045	10,763	22.71	.9	17,720
YUMA E-4†	70.5	21.32	264,653	12,413	8.7	17.3	12.2	24.2	29.2	181,335	8,505	34,681	5,421	15,288	6,701	5,632	28,005	23,066	34.59	.9	189,008
Yuma	33.6	10.85	140,444	12,944	.....	.....	.....	.....	.....	134,733	12,418	23,041	3,906	13,475	5,056	5,431	24,111	13,813	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

APACHE JUNCTION

Pinal County—Map Location F-5.
See SRDS consumer market map and data at beginning of the State.

KSTM

1973

Media Code 4 203 0825 6.00
Harold R. Harkins, Box N, Superstition Inn, Apache Junction, Ariz. 85220. Phone 602-982-5786.

1. PERSONNEL
General Manager—Harold R. Harkins.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 7 am-midnight. MST.
Antenna ht.: 115 ft. below average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/73—Rec'd 9/18/74.

6. SPOT ANNOUNCEMENTS

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti
1 min	8.00	7.00	6.00	5.00	4.50
30 sec	6.50	5.50	5.00	4.00	3.50
10 sec	5.00	4.50	4.00	3.00	2.00

10. SPECIAL FEATURES
Weather/Time Signal—minimum 35, flat 1.00.
DISCOUNT
26 wk—5% 52 wk—10%

BISBEE

Cochise County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KSUN

1983

Media Code 4 203 1200 1.00
Howard Waterhouse, Drawer CC, Bisbee, Ariz. 85603. Phone 602-432-2277.

1. PERSONNEL
Owner, Gen'l Mgr.—Howard Waterhouse.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
250 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15/0 net time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Arizona Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1962.
Card received November 30, 1961

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time	3.00	2.50	1.50
26 times	2.75	2.25	1.40
52 times	2.50	2.00	1.25
156 times	2.25	1.90	1.10
260 times	2.00	1.70	1.00
520 times	1.90	1.60	.95
800 times	1.80	1.50	.90
1,200 times	1.70	1.40	.85
1,800 times	1.60	1.30	.80
2,400 times	1.50	1.20	.75

7. PACKAGE PLANS
SATURATION PACKAGES
30 30-second spots in 2 days 60.00
50 30-second spots in 3 days 90.00
30 10-second spots in 3 days 40.00

CASA GRANDE

Pinal County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KPIN

1956

RAB

Media Code 4 203 1350 4.00
KPIN Inc., Box 499, Casa Grande, Ariz. 85222. Phone 602-836-7427.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gus Bailey, Jr.

3. FACILITIES
1,000 w. days; 1260 kc.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Arizona Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 8/1/66—Rec'd 10/27/66.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 x	5.00	156 x	3.75
13 x	4.75	208 x	3.50
26 x	4.50	260 x	3.25
52 x	4.25	312 x	3.00
104 x	4.00	365 x	2.75

30 sec: 80% of 1-min.

CLIFTON

Greenlee County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KCUZ

1969

RAB

Subscriber to the NAB Radio Code

Media Code 4 203 1425 4.00
Ira Quentin Toler, owner, Box 1118, No. 1 Ward's Canyon Rdwy., Clifton, Ariz. 85533. Phone 602-864-9992.

1. PERSONNEL
General Manager—Ira Toler.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-10:10 pm. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/73—Rec'd 5/4/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1x-500x	2.50	2.25
501-1000 x	2.25	2.00

COOLIDGE

Pinal County—Map Location F-5.
See SRDS consumer market map and data at beginning of the State.

KCKY

1946

Media Code 4 203 1500 4.00
Pinal County Broadcasting System, Box 246, Coolidge, Ariz. 85228. Phone 602-723-5448.

STATION'S PROGRAMMING DESCRIPTION
KCKY: MUSIC 100%: country and western music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Craig E. Davids.

3. FACILITIES 1,000 w.; 1150 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only: monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/69—Rec'd 3/3/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00
10 sec	2.50	2.25	2.00	1.75	1.50

COTTONWOOD

Yavapai County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KVIO

1963

Media Code 4 203 1650 7.00
K-M Broadcasting Co., Box 187, Cottonwood, Ariz. 86326. Phone 602-634-5921.

1. PERSONNEL
Gen'l & Sales Mgr.—Duane D. Kirby.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arizona Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 1/1/73—Rec'd 3/6/75.
AA—7-9 am.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	12 ti	18 ti	24 ti	32 ti
PER YR:	50x	100x	250x	500x
1 min	4.50	4.25	4.00	3.50
30 sec	3.40	3.20	3.00	2.60
CLASS A				
1 min	3.50	3.25	3.00	2.50
30 sec	2.60	2.40	2.20	2.00

DOUGLAS (2 AM)

Cochise County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KAPR

1958

NAB RAB

Media Code 4 203 1800 8.00
KAPR, Inc., Drawer Z, N. Washington Ave. & Hwy. 80, Douglas, Ariz. 85607. Phone 602-364-8403.

STATION'S PROGRAMMING DESCRIPTION
KAPR: Modern C&W for adults.

1. PERSONNEL
Manager—Jerry Frandsen.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 930 kc. Nondirectional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KIB.

TIME RATES
Eff 10/26/73—Rec'd 11/1/73.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	260x	312x	520x
1 min	7.60	7.20	6.80	6.40	6.00	5.60	5.20	4.80
30 sec	6.10	5.80	5.40	5.10	4.80	4.50	4.10	3.80
20 sec	5.30	5.00	4.80	4.50	4.20	4.00	3.70	3.40

KAWT

1946

Media Code 4 203 1950 1.00
KAWT Radio, Box 1179, Douglas, Ariz. 85607. Phone 602-364-3484.

STATION'S PROGRAMMING DESCRIPTION
KAWT: Farm, C & W, MOR, contemporary Spanish.

1. PERSONNEL
Pres. & Gen'l Mgr.—Russ Walker.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-11 pm. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
Eff 8/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

	Per wk						Per Yr	
	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	500x	1000x
1 min	6.00	5.60	5.15	4.75	4.30	3.90	4.30	3.90
30 sec	4.80	4.50	4.10	3.80	3.45	3.10	3.45	3.10

Sat 6 pm-sign-off & Sun all day, 70% of frequency rates.

Edited by Russ Walker.

FLAGSTAFF (3 AM; 1 FM)

Coconino County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KAFF
1962

Media Code 4 203 2100 2.00
Guy Christian, Box 1930, 1 mile W. on Hwy. 66, Flagstaff, Ariz. 86001. Phone 602-774-5231.
1. PERSONNEL
Owner & Gen'l Mgr.—Guy Christian.
Traffic Manager—Ann Christian.
2. REPRESENTATIVES
Western States—Bill Dahlsten & Associates.
Midwest, East—PRO/Meeker Radio.
3. FACILITIES
5,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast newscasts only. For non-simulcast facilities see KAFF-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47b, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60l.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Affiliated with The Rep Network.

TIME RATES
No. 7 Eff 9/15/73—Rec'd 4/11/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	7.30	6.90	6.70	6.55	6.30	6.05
30 sec	6.30	5.90	5.70	5.55	5.40	5.30
10 sec	4.60	4.50	4.40	4.30	4.20	3.95

7. PACKAGE PLANS

	1 min	30 sec	10 sec
15 ti/5 days	6.20	5.40	4.20
20 ti/5 days	5.95	5.20	3.95
30 ti/7 days	5.45	4.70	3.70

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	312x
1 hr	45.50	40.50	38.50	35.50	33.50	31.50	28.50
1/2 hr	33.50	30.50	28.50	25.50	23.50	21.50	19.50
1/4 hr	18.50	18.00	17.50	17.00	16.50	16.00	15.00
5 min	10.75	10.25	9.75	9.50	9.25	8.75	8.50

KAFF-FM
1968

Media Code 4 203 2101 0.00
KAFF Broadcasting Co., Box 1930, Flagstaff, Ariz. 86001. Phone 602-774-5231.
See Affiliated AM station for additional information.
1. PERSONNEL
Program Director—Lee Mahlman.
Sales Manager—Dan Anderson.
3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: 6 am-midnight, MST.
Antenna ht.: 237 ft. below average terrain.
Partial simulcast operation. Operated separately except for newscasts. For simulcast facilities see KAFF.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
No. 7 Eff 9/15/73—Rec'd 4/11/74.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 min	30 sec
1 ti	3.50	3.00
60+	2.50	2.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	312x
1 hr	45.50	40.50	38.50	35.60	33.50	31.50	28.50
1/2 hr	33.50	30.50	28.50	25.50	23.50	21.50	19.50
1/4 hr	18.50	18.00	17.50	17.00	16.50	16.00	15.00
5 min	10.75	10.25	9.75	9.50	9.25	8.75	8.50

KCLS
1950

Subscriber to the NAB Radio Code
Media Code 4 203 2250 5.00
Saunders Broadcasting Co., Box 640, Flagstaff, Ariz. 86001. Phone 602-779-0336.
1. PERSONNEL
Gen'l Mgr.-Owner—Charles J. Saunders.
Commercial Manager—Ken Brown.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 600 kc.
Directional—night only.
500 w. pre-sunrise.
Operating schedule: 5 am-midnight. MST.
4. AGENCY COMMISSION
15/0. Bills rendered 1st, payable 10th.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 16.
Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 28c, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51a. 51c.
Comb.; Cont. Discounts: 60e, 60f, 60h, 60l, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff————Rec'd 5/1/69.
A—Mon thru Sat 6-9 am; Mon thru Fri 4-7 pm.
B—Mon thru Sat 9 am-4 pm; Sat 4-7 pm; Sun noon-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti
A	8.00	7.50	7.00	6.50
B	7.00	6.50	6.00	5.50
C	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—20%
Rateholder: Minimum 6 per week.
Edited by Ken Brown.

KEOS
1958

Media Code 4 203 2400 6.00
KEOS Radio, Box 100, 2690 Industrial Dr., Flagstaff, Ariz. 86001. Phone 602-774-1456.
1. PERSONNEL
President—Jack P. Bird.
General Manager—Russell Huntington.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 690 kc. Directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 27, 28b, 28c, 29b, 30, 33d.
Rate Protection: 10a, 11a, 12i, 13a, 14a, 15b.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 61c, 62b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 7/1/73—Rec'd 6/7/73.
A—Mon thru Sat 6-9 am & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
GUARANTEED TIME

CLASS A PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.25	6.00	5.75	5.50	5.25
30 sec	4.70	4.50	4.30	4.10	3.90
CLASS B					
1 min	5.20	5.00	4.80	4.60	4.40
30 sec	3.90	3.75	3.60	3.45	3.30

7. PACKAGE PLANS
BTA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.50	4.25	4.00	3.80	3.60	3.40
30 sec	3.40	3.20	3.00	2.85	2.70	2.55

PER YR:	600+	1200+
1 min	3.50	3.00
30 sec	2.60	2.25

GLENDALE

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Phoenix
(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

HOLBROOK

Navajo County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KDJI
1935

Subscriber to the NAB Radio Code
Media Code 4 203 2550 6.00
KDJI Radio, Box 430 Holbrook, Ariz. 86025. Phone 602-524-3994.
STATION'S PROGRAMMING DESCRIPTION
KDJI: Programmed for general interest.
1. PERSONNEL
General Manager—Walter V. Lowe.
2. REPRESENTATIVES
West Coast—Tracy Moore and Associates.
3. FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
Eff 8/31/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS

	1-52x	260x	1000x
1 min	4.00	3.75	3.50
30 sec	3.25	3.00	2.75

KINGMAN (1 AM; 1 FM)

Mohave County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KAAA
1949

Media Code 4 203 2700 9.00
Sun Mountain Broadcasting, Inc., 2534 Margaret Ave., Kingman, Ariz. 86401. Phnoe 602-753-2537.
STATION'S PROGRAMMING DESCRIPTION
KAAA: 70% MOB, 15% C & W, 15% rock.
1. PERSONNEL
Pres. & Gen'l Mgr.—Charles D. Langerveld.
3. FACILITIES
1,000 w. days, 250 w. nights, 1230 kc.
Non-directional day and night.
Operating schedule: 6 am-11 pm.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
FM facilities: KZZZ.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 12/1/74—Rec'd 11/4/74.
A—Mon thru Fri 9 am-3 pm; Sat 9 am-6 pm.
B—Mon thru Sat 6 pm-sign-off; Sun sign-on-1 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA PER YR:	1x	52x	156x	260x	365x	500x
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.25	4.00	3.75	3.50	3.25	3.00
10/15 sec	3.75	3.50	3.25	3.00	2.75	2.50
CLASS A						
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	3.75	3.50	3.25	3.00	2.75	2.50
10/15 sec	3.25	3.00	2.75	2.50	2.25	2.00
CLASS B						
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.25	3.00	2.75	2.60	2.25	2.00
10/15 sec	3.00	2.75	2.50	2.25	2.00	1.75

SUN 1 PM-SIGN-OFF
30 sec 3.00 1 min 5.00

7. PACKAGE PLANS
IMPACT PACKAGES—30%AA, 40%A, 30%B

PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti	100 ti
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	3.75	3.50	3.25	3.00	2.75	2.50
10/15 sec	3.25	3.00	2.75	2.50	2.25	2.00

KZZZ
1973

Media Code 4 203 2701 7.00
Sun Mountain Broadcasting, Inc., 2534 Margaret Ave., Kingman, Ariz. 86401. Phone 602-753-2537.
See Affiliated AM station for additional information.
AM facilities: KAAA.
2. REPRESENTATIVES
Bill Dahlsten & Associates.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 6 am-midnight MST.
Antenna ht.: 70 ft. below average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS
1 min 5.00 30 sec 3.00
DISCOUNT
500+ per yr—25%

LAKE HAVASU CITY (1 AM; 1 FM)

Mohave County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KBAS
1974

Media Code 4 203 2756 1.00
Shoblom Broadcasting, Inc., Box 980, 1720 Acoma Blvd., Lake Havasu City, Ariz. 86403. Phone 602-855-4098.
See affiliated AM station for additional information.
AM facilities KFWJ.
STATION'S PROGRAMMING DESCRIPTION
KBAS: Programmed for adults & young adults.
3. FACILITIES
ERP 1450 w. (horiz.); 95.9 mc.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 294 ft. below average terrain.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 11/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	500x
1 min	5.45	4.50	4.25	4.00	3.50
30 sec	4.15	3.40	3.15	2.90	2.60

KFWJ
1970

Media Code 4 203 2775 1.00
Shoblom Broadcasting, Inc., Box 980, Acoma Blvd., Lake Havasu City, Ariz. 86403. Phone 602-855-4098.
STATION'S PROGRAMMING DESCRIPTION
KFWJ: Programmed for adults and young adults.
1. PERSONNEL
Pres. & Gen'l Mgr.—Lee Shoblom.
3. FACILITIES
500 w.; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KBAS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 8/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	50x	100x
1 min	5.45	4.85	4.50	4.25	4.00
30 sec	4.15	3.60	3.40	3.15	2.90
10 sec	2.75	2.35	2.25	2.15	2.00
		200x	500x	1000x	1500x
1 min		3.80	3.50	3.30	3.00
30 sec		2.80	2.60	2.50	2.40
10 sec		1.90	1.80	1.70	1.60

7. PACKAGE PLANS

PER WK, EA:	10 ti	20 ti	30 ti	50 ti
1 min	4.25	4.00	3.75	3.50
30 sec	3.25	2.90	2.80	2.70
10 sec	2.15	2.00	1.90	1.80

MESA

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Phoenix
(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

MIAMI

Gila County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KIKO
1958

Media Code 4 203 2650 2.00
Willard Shoecraft, Box 1543, Globe-Miami Hwy., Globe, Ariz. 85501. Phone 602-425-4471.
1. PERSONNEL
Owner & Mgr.—Willard Shoecraft.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight.
4. AGENCY COMMISSION
15% on time only; no cash discount.

TIME RATES
Eff 5/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	150x
1 min	6.00	5.50	5.00	4.50	4.00
		250x	500x	750x	1000x
1 min		4.25	4.00	3.75	3.50

Edited by Willard Shoecraft.

NOGALES (1 AM)

Plus 1 paid cross reference.
Santa Cruz County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KEVT
TUCSON

All Spanish Network

City of license, Tucson, Ariz.
Nogales office—1002 Grand Ave., Time Motel, Nogales, Ariz. 85621. Phone 602-287-4627.
See listing under Tucson, Ariz.

KFBR
1967

Subscriber to the NAB Radio Code
Media Code 4 203 2925 2.00
Frank Baranowski, Box 340, 1118 N. Grand Ave., Nogales, Ariz. 85621. Phone 602-287-5675.
1. PERSONNEL
General Manager—Bernard Wilson.
3. FACILITIES
250 W.; 1340 kc. Non-directional.
Operating schedule: 6:30 am-11 pm. MST.
Antenna ht.: 185 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Translation and adaptation of continuity from English to Spanish is free of charge.
Affiliated with NBC and KBS.
Affiliated with American Information Network.

TIME RATES
No. 2 Eff 1/1/71—Rec'd 11/30/70.
A—Mon thru Sat 6-10 am; Mon thru Fri 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	3.00	2.60	2.40	2.15	1.90
30 sec	2.40	2.10	1.95	1.75	1.60
CLASS B					
1 min	2.90	2.50	2.30	2.05	1.80
30 sec	2.30	2.00	1.85	1.65	1.50

10 sec: 50% of 1-min.

PAGE

Coconino County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KPGE
1971

Subscriber to the NAB Radio Code
Media Code 4 203 3200 9.00
Lake Powell Communications, Box CC, Page, Ariz. 86040. Phone 602-645-2262.
STATION'S PROGRAMMING DESCRIPTION
KPGE: Programmed for mass appeal.
1. PERSONNEL
Pres. & Gen'l Mgr.—Dale Holmes.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-10 pm. MST.

(This listing continued on next page)

ARIZONA

Page—K P G E—Continued

4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
Member. The Intermountain Network.

TIME RATES
No. 1 Eff 2/1/72—Rec'd 2/28/72.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

CLASS A PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	1.75	1.65	1.55	1.50	1.40
30 sec	1.40	1.30	1.25	1.20	1.10
10 sec	.90	.85	.80	.75	.70
CLASS B					
1 min	1.40	1.35	1.30	1.20	1.15
30 sec	1.15	1.10	1.05	1.00	.95
10 sec	.75	.70	.65	.60	.50

PHOENIX (19 AM; 11 FM)

(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

Maricopa County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 1x per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	63	50	54	32
B	38	34	35	23
C	35	32	34	23
D	34	30	33	22
AVERAGE	43	37	39	25

KASA
1966
PHOENIX

NAB

Media Code 4 203 3300 7.00
KASA, Inc., 1445 W. Baseline Rd., Phoenix, Ariz. 85009. Phone 602-276-4241.

STATION'S PROGRAMMING DESCRIPTION
KASA: Programmed for the family. Inspirational messages, Bible stories, missionary programs & public affairs, blended with Gospel music. Rec'd 7/10/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—George A. Wilson.
Station Manager—Betty Von Blomberg.
3. FACILITIES
10,000 w. days; 1540 kc. Directional.
Operating schedule: Sunrise-local sunset. MST.
4. AGENCY COMMISSION
15% to recognized agencies.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21b.
Contracts: 40b, 40b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 9/1/72—Rec'd 9/15/72.

8. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	312x	624x	1000x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.70	5.40	5.10	4.80	4.50	4.00

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGES ROS

	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	35	65	90	115	165
30 sec	27	50	75	95	135

8. PROGRAM TIME RATES

	1x	26x	52x	130x	260x
1 hr	110	100	90	80	70
1/2 hr	60	54	48	42	36
1/4 hr	36	32	28	24	20
5 min	18	16	14	12	10

Edited by Betty Von Blomberg.

KBBC (FM)
1960
PHOENIX

COMBINED COMMUNICATIONS CORP.

NAB RAB

Media Code 4 203 3375 9.00
KTAR Broadcasting Co., Box 711, 1101 N. Central Ave., Phoenix, Ariz. 85001. Phone 602-258-7333. TWX 602-255-0465.
See affiliated AM station for additional information.
AM facilities: KTAR.

STATION'S PROGRAMMING DESCRIPTION
KBBC (FM): Programmed for mass appeal.
MUSIC: top 45's of day plus solid gold hits & album cuts. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 1/22/75.
1. PERSONNEL
Program Director—Tony Booth.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 115,000 w.; 98.7 mc. Stereo.
Antenna ht.: 1,680 ft. above average terrain.
Operating schedule: 24 hours daily. MST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 7/17/75.
I—Mon thru Sun 10 am-7 pm.
II—Mon thru Sun 6-10 am.
III—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	I		II		III	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	24.00	19.20	21.00	16.80	18.00	14.40
12 ti	22.00	17.60	19.00	15.20	16.00	12.80
18 ti	20.00	16.00	17.00	13.60	14.00	11.20
24 ti	18.00	14.40	15.00	12.00	12.00	9.60

7. PACKAGE PLANS
TAP—1/3I, 1/3II, 1/3III

	12 ti	18 ti	24 ti
1 min	18.00	16.00	14.00
30 sec	14.40	12.80	11.20

Submitted by Stephen O. Jacobs.

KBUZ 1946 / KBUZ-FM 1950
MESA

HR STONE radio

NAB

A Number One Radio Station
Subscriber to the NAB Radio Code

Media Code 4 203 3450 0.00
Number One Radio, Inc., 4513 E. Thomas Rd., Phoenix, Ariz. 85018. Phone 602-959-6111.

STATION'S PROGRAMMING DESCRIPTION
KBUZ: Programmed for men and women 18 and over.
MUSIC: standards, showtunes, popular middle-of-the-road and film music. Continuous music in uninterrupted segments. NEWS: 5 min at :60; also at :30 6-9 am & 4-6 pm. News contains Dow Jones average. COMMERCIAL POLICY: maximum 5 unts per half hour, 2 adjacent to news, 3 in cluster at quarter hour. No news spots sold. Contact Representative for further details. Rec'd 5/2/75.
1. PERSONNEL
President—Edwin G. Richter, Jr.
Vice-President—Frank Kalil.
General Manager—Harry W. Reith.
2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 1310 kc.
Directional—night only.
Operating schedule: 24 hours daily. MST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.7 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 1,550 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b.
Basic Rates: 20b, 22a.
Contracts: 40c.
Comb.: Cont. Discounts: 60f.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80.
Total frequency earned within 12 month period is retroactive.
Spots on both KBUZ and KAIR, Tucson may be combined for frequency discount. Total combined frequency determines individual station rates. Identical schedules not necessary.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 6/4/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

7. PACKAGE PLANS

CLASS AA PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	16.00	15.50	15.00	14.50	14.00
30 sec/less	15.00	14.50	14.00	13.50	13.00
CLASS A					
1 min	14.00	13.50	13.00	12.50	———
30 sec/less	13.00	12.50	12.00	11.50	———

	AA		A	
PER YR:	1 min	(*)	1 min	(*)
250 x	13.50	12.50	11.50	10.50
500 x	12.50	11.50	10.50	9.50

(*) 30 sec/less.
Specified ti, per spot, extra 1.00.
Edited by Harry W. Reith.

KDKB 1962 / KDKB-FM 1967
MESA

Selcom, Inc.
Stereo Rock

NAB NAFMB

Media Code 4 203 3675 2.00
Dwight-Karma Broadcasting Co., Box 4227, Mesa, Ariz. 85201. Phone 602-833-8888.
Offices and studios—146 S. Country Club Dr., Mesa, Ariz.

STATION'S PROGRAMMING DESCRIPTION
KDKB: Programmed for young adults.
MUSIC: Rock featuring segments of uninterrupted progressive rock, folk, jazz & classical album cuts & hit singles. Conversational AIR PERSONALITIES handle all segments. Talk: 1 hr. interview program daily, M-F. NEWS: at 8 am, noon & 5 pm, M-F. COMMERCIAL POLICY: maximum 8 commercial minutes or 12 commercial units. Contact Representative for further details. Rec'd 10/14/74.
1. PERSONNEL
President—Dwight Tindle.
Vice-Pres. & Gen'l Mgr.—Eric Hauenstein.
General Sales Manager—Daniel Muth.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
10,000 w.; 1510 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1550 above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/2 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 27, 28b, 28c.
Contracts: 40b, 41, 46, 51b.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 5/1/75—Rec'd 4/28/75.
AAA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 6-10 am; Sat & Sun 3-7 pm.
A—Mon thru Fri 10 am-3 pm, Mon thru Sun 7 pm-1 am; Sat & Sun 6-10 am.
B—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

BTA, PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	34.00	26.00	30.00	22.00	24.00	18.00
12 ti	33.00	25.00	29.00	21.50	23.00	17.00
18 ti	32.00	24.00	28.00	21.00	22.00	16.00
24 ti	31.00	23.00	27.00	20.00	21.00	15.50
30 ti	30.00	22.00	26.00	19.00	20.00	15.00

B: 1 min, flat 8.00; 30 sec, flat 6.00.

	AAA			AA		
*PER YR:	250x	500x	1000x	250x	500x	1000x
1 min	31.00	30.00	27.00	27.00	26.00	23.00
30 sec	23.00	22.00	20.00	20.00	19.00	17.00
	A			B		
1 min	21.00	20.00	17.00	6.50	6.00	4.50
30 sec	15.50	15.00	12.50	4.75	4.50	3.50

Fixed times, extra 5.00.
(*) Contract minimum: 25% ea 1/4 yr period.

7. PACKAGE PLANS
TAP I
(1/6AAA, 1/6AA, 1/3 Mon-Fri 10 am-3 pm, Sat & Sun 6-10 am, 1/8 Mon thru Sun 7-1 am)

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	25.00	24.00	23.00	22.00	21.00
30 sec	18.50	18.50	17.00	16.00	15.50
PER YR:			250x	500x	1000x
1 min			22.00	21.00	18.00
30 sec			16.00	15.50	13.50

24 CARROT PLAN
(1/6AAA, 1/6AA, 1/6 Mon thru Fri, 10 am-3 pm, Sat & Sun 6-10 am, Mon thru Sun 7 pm-1 am, 1/3B)

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	20.00	19.00	18.00	17.50	17.00
30 sec	15.80	14.00	13.50	13.00	12.50
PER YR:			250x	500x	1000x
1 min			17.50	16.50	15.00
30 sec			13.00	12.00	11.00

Edited by Eric Hauenstein.

KDKB FM/AM
#1 — Adults 18-49
Monday-Sunday, 6 am-12 midnight
Pulse, March '75; Ave. Qu. Hr./Cum. (24 Hr.)

KDOT
1956
SCOTTSDALE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 203 3750 3.00
Central Arizona Broadcasting, Inc., Box 1827, 4601 N. Scottsdale Rd., Scottsdale, Ariz. 85251. Phone 602-947-7355.

STATION'S PROGRAMMING DESCRIPTION
KDOT: Programmed for adults.
No air personalities. MUSIC: general popular, standards, film music. Broadway showtunes. Religious music 1 hour Sun. All music is orchestra instrumental. News and weather hourly. 4 sportscasts daily. Stock report daily M-F. Bulletin board 3 times daily M-F. COMMERCIAL POLICY: 1 spot aired at a time. Minimum of 15 minutes product protection. Rec'd 1/11/71.
1. PERSONNEL
General Manager—Sam E. Pendleton.
Sales Manager—Rick Orick.
3. FACILITIES
5,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KDDT-FM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 19a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 25b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60e, 60i, 61a, 62a.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 6 Eff 6/1/75—Rec'd 5/15/75.
AAA—Mon thru Fri 6-10 am & 4-7 pm.
AA—Mon thru Fri 10 am-4 pm; Sat 6 am-7 pm.
A—Sun all day.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	15.00	13.00	12.00	11.00	10.00	9.00
12 ti	14.75	12.75	11.75	10.75	9.75	8.75
18 ti	14.50	12.50	11.50	10.50	9.50	8.50
24 ti	14.25	12.25	11.25	10.25	9.25	8.25
30 ti	14.00	12.00	11.00	10.00	9.00	8.00
36 ti	13.75	11.75	10.75	9.75	8.75	7.75
48 ti	13.50	11.50	10.50	9.50	8.50	7.50

10 sec: 60% of 1-min.
Fixed, extra 1.00.
7. PACKAGE PLANS
Wkly TAP. 1/3AAA, 1/3AA, 1/3A—AA rate applies.
10. SPECIAL FEATURES
5 min, with 1 1-min spot—1-1/2x 1-min.
Edited by Sam Pendleton.

KDOT-FM
1969
SCOTTSDALE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 203 3751 1.00
Central Arizona Broadcasting, Inc., Box 1827, 4601 N. Scottsdale Rd., Scottsdale, Ariz. 85251. Phone 602-947-7355.
See affiliated AM station for additional information.
3. FACILITIES
ERP 90,000 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 170 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KDOT.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KDOT. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 6/1/75—Rec'd 5/15/75.
A—Mon thru Sat 7 pm-midnight; Sun all day.
B—Daily midnight-6 am.

6. SPOT ANNOUNCEMENTS

	CLASS A						
WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	10.00	9.75	9.50	9.25	9.00	8.75	8.50
30 sec	9.00	8.75	8.50	8.25	8.00	7.25	7.50
	CLASS B						
1 min	8.00	7.75	7.50	7.25	7.00	6.75	6.50
30 sec	7.00	6.75	6.50	6.25	6.00	5.75	5.50

10 sec: 60% of 1-min.
Fixed, extra 1.00.
10. SPECIAL FEATURES
5 min with 1 1-min spot—1-1/2x 1-min.
Edited by Sam Pendleton.

KHCS
1962
PHOENIX

Media Code 4 203 3975 6.00
Prairie Avenue Gospel Center Corp., 9827 N. 32nd St., Phoenix, Ariz. 85028. Phone 602-996-4400.

STATION'S PROGRAMMING DESCRIPTION
KHCS: Programmed for family listening.
MUSIC: MOR religious, sacred & gospel, both instrumental & vocal. NEWS: hourly; weather summary 2x/hour. National released religious tapes daily & weekly. Local church programs daily & weekly. Telephone call in swap shop 12N-12:55 pm. Sat: children's program 8-10 am. Rec'd 4/9/73.
1. PERSONNEL
President—Carl Pike.
General Manager—John E. Smith.
3. FACILITIES
500 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 23a, 24a, 29a, 31, 33b.
Contracts: 40a, 41, 42a, 43, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60d, 61a, 62a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/73—Rec'd 6/27/73.

8. SPOT ANNOUNCEMENTS

	260x	500x	1000x	1500x
1 min	6.00	5.00	4.00	3.00
30 sec	4.50	3.75	3.00	2.25
10 sec	3.00	2.50	2.00	1.50

Guaranteed time, extra 10%.
7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti
1 min	6.00	5.40	4.80	4.20	3.60	3.00
30 sec	4.50	4.05	3.60	3.15	2.70	2.25
10 sec	3.00	2.70	2.40	2.10	1.80	1.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	100.00	95.00	90.00	85.00	80.00	75.00	70.00	65.00
1/2 hr	60.00	57.00	54.00	51.00	48.00	45.00	42.00	39.00
1/4 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00
10 min	30.00	28.50	27.00	25.50	24.00	22.50	21.00	19.50
5 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00

KHEP
1956
PHOENIX

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 203 4050 7.00

Grand Canyon Broadcasters, Inc., 3853 N. 38th Ave., Phoenix, Ariz. 85019. Phone 602-278-5555.

STATION'S PROGRAMMING DESCRIPTION
KHEP: Programmed for entire family.
Varied general interest programs and features using a religious format. NEWS: 5 min at :55, 15 min at 5 pm. Features: 10-10:15 am Phone-quiz; 12:45-12:55 pm interview and spotlight pgm; 2-2:15 pm poetry; 3-3:25 pm Women's show, fashions, interviews, cooking hints, etc.; 4-4:15 pm Serialized drama; RELIGIOUS PROGRAMMING: Drama, childrens programs, inspirational, discussion, sermons, expository, and special holiday pgms and features. MUSIC: includes full spectrum of sacred and gospel, ranges from symphony orchestra to vocal stylists, from gospel quartettes to pipe organ. Includes choral, instrumental, small vocal groups, band, soloists, anthems, cantatas, oratorios, and traditional and modern hymn forms. Rec'd 4/5/68.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack Willis.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 4b, 4d.
Basic Rates: 20a, 23a.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 61b, 62b, 62d. 62e.
Cancellation: 70a. 70c.
Tobacco advertising not accepted.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 10/1/73—Rec'd 2/25/74.

6. SPOT ANNOUNCEMENTS

BTA:	1x	26x	52x	104x	156x
1 min	7.00	6.00	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00
10 sec	3.50	3.00	2.75	2.50	2.00
		260x	312x	520x	1000x
1 min		3.75	3.50	3.25	3.00
30 sec		2.75	2.50	2.25	2.00
10 sec		1.85	1.65	1.50	1.40

Guarnteed times, extra 10%.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	45.00	80.00	112.50	140.00
30 sec	35.00	60.00	82.50	100.00
10 sec	25.00	40.00	55.50	66.00
PER MO:	60 ti	90 ti	120 ti	150 ti
1 min	240.00	337.50	420.00	487.50
30 sec	180.00	247.50	300.00	337.50
10 sec	120.00	166.50	198.00	225.00
5 min	18 16	14	13	12 10 9

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
55 min	95	80	65	60	55	50	45
1/2 hr	53	47	40	37	33	30	27
25 min	47	42	36	34	31	28	25
1/4 hr	36	31	27	25	23	20	18
10 min	27	24	20	19	17	15	14

KHEP-FM
1964
PHOENIX

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 203 4051 5.00

Grand Canyon Broadcasters, Inc., 3853 N. 38th Ave., Phoenix, Ariz. 85019. Phone 602-278-5555.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KHEP-FM: Programmed for the classical music enthusiasts.

Daytime programming features familiar short themes from symphonies, concertos, broadway musicals and films. 2 min summaries broadcast hourly on 1/2 hour. Evening programming features lengthier works such as operas, oratorios, symphonies, cantatas and concertos. Special weekend nrograms presented in cooperation with local classical music organizations. Rec'd 7/21/71.

3. FACILITIES
ERP 100.000 w. (horiz.), 100.000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 6-1 am. MST.

TIME RATES
Eff 7/1/71—Rec'd 7/22/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	70	67	64	61	58	55	52
1/2 hr	55	52	49	46	43	40	37
5 min	30	29	28	27	26	25	24

KIFN
1949
PHOENIX

NAB

Subscriber to the NAB Radio Code

Media Code 4 203 4200 5.00

KIFN Radio, Inc., 147 E. Garfield, Phoenix, Ariz. 85004. Phone 602-257-9303. TWX 910-951-4267.

STATION'S PROGRAMMING DESCRIPTION
KIFN: Programmed for Spanish speaking Mexican-Americans and Latin-Americans.
Stress events of special appeal such as Mexican Independence Day, Cinco de Mayo, local fairs and fiestas with remote broadcasts, etc. NEWS: all newscasts pre-translated, AP and Mexican wires and mobile unit. 15 min newscasts in drive times, noon, & 3 pm. 5 min newscasts hourly elsewhere. AIR PERSONALITIES handle all segments and are available for special events, amateur shows, etc. MUSIC: stress popular Mexican variety, mariachi, and nortena. Soap opera and audience participation shows available. Commercial production and translation free. Contact Representative for further details. Rec'd 11/16/67.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Willie Harris, Jr.
Station Manager—Guillermo A. (Bill) Aguilar.
National Sales Manager—Dan Park.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15% time & talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22a, 23b, 24b, 25b, 26, 29b, 30, 33a.
Contracts: 40a, 41, 46, 47e, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81.
Member: Amigo Spanish Group, Tichenor Radio Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/72—Rec'd 4/25/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	17.00	16.00	15.00	14.00	13.00	12.00	11.00
20/30 sec	13.60	12.80	12.00	11.20	10.40	9.60	8.80
10 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50

7. PACKAGE PLANS

PER YR:	1 min	20/30
1000 x (minimum)	11.00	8.80

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1 x	125.00	75.00	50.00	37.50	31.25	25.00
13 x	118.75	71.25	47.50	35.63	29.69	23.75
26 x	112.50	67.50	45.00	33.75	28.13	22.50
52 x	109.38	65.63	43.75	32.81	27.35	21.88
104 x	106.25	63.75	42.50	31.88	26.56	21.25
156 x	100.00	60.00	40.00	30.00	25.00	20.00
260 x	93.75	56.25	37.50	28.13	23.44	18.75
312 x	87.50	52.50	35.00	26.25	21.86	17.50

10. SPECIAL FEATURES
NEWSCAST/WEATHERCASTS

PER WK:	1 ti	3 ti	5 ti	10 ti
5 min	35	30	25	20

KJJJ
1940
PHOENIX

American Entertainment Ntwk

Buckley Radio Sales, Inc.

NAB

Media Code 4 203 4237 0.00

Dairyland Managers, Inc., 631 N. 1st Ave., Phoenix, Ariz. 85003. Phone 602-254-7177.

STATION'S PROGRAMMING DESCRIPTION
KJJJ: MUSIC: modern country, emphasis on current country chart hits, familiar modern country standards, presented by air personalities. NEWS: national at :60, 1 min local news 3x hrly. Round the clock traffic reports from state law enforcement offices. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
Gen'l Mgr. & Nat'l Sales—Ray Odom.
Local Sales Manager—Jack Block.
Program Director—Cliff Haynes.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w.; 910 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

KJ RADIO 910
Is Phoenix Country.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 27, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61c, 62h.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 1 Eff 10/4/72—Rec'd 10/26/72.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA					
1 min	37	35	33	31	29
30 sec	30	28	26	24	22
10 sec	22	21	20	19	18
CLASS AA					
1 min	30	28	26	24	22
30 sec	24	22	20	19	18
10 sec	18	17	16	15	14
CLASS A					
1 min	19	18	17	16	15
30 sec	15	14	13	12	11
10 sec	12	11	10	9	8

Edited by Mary Lou Bitteker

KMEO KMEO-FM
1957 1964
PHOENIX

mcgavren-guild
pgw radio, inc.

Good Music
A Media Horizons Station

Media Code 4 202 4275 0.00

Southwestern Horizons, Inc., 3719 N. 32nd Ave., Phoenix, Ariz. 85017. Phone 602-279-5577.

STATION'S PROGRAMMING DESCRIPTION
KMEO: MUSIC: MOR, standards, showtunes; familiar selections of yesterday and today presented in uninterrupted 12-13 min segments. NEWS: at :57 5-9 am & 4-6 pm, every other hour remainder of day; weather, stocks or news summaries at :30. COMMERCIAL POLICY: maximum 8 commercial min per hour. Contact Representative for further details. Rec'd 11/1/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth Cowan.
Sales Manager—Robert J. Zimmerman.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w.; 740 kc. Directional.
Operating schedule: Sunrise-local sunset. MST.
FM-ERP 100.000 w. (horiz.) 100.000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,555 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a, 33c.
Comb.: Cont. Discounts: 60h, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Southwest Radio Concept.

TIME RATES
No. 6 Eff 8/1/74—Rec'd 7/8/74.
AAA—Mon thru Sat 6 am-7 pm; Sun 9 am-7 pm.
AA—Mon thru Sat 5-6 am & 7 pm-midnight; Sun 5-9 am & 7 pm-midnight.
A—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	35	30	24	20	12	10
12 ti	32	27	22	18	11	9
18 ti	30	25	20	17	10	8
24 ti	27	23	18	15	9	7

10 sec: 80% of 1-min.
Fixed position: Per spot, extra 3.00.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—2/3AA, 1/3AA

PER WK, EA:	12 ti	18 ti	24 ti
1 min	25	23	21
30 sec	21	20	18

When available. Minimum 6 days per wk; preempt-ible.

Edited by Robert Zimmerman.

KNIX (FM)

See KTUF, KNIX (FM)—listing.

KOOL
1947
PHOENIX

CBS Radio Network

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 203 4650 4.00

KOOL Radio Television, Inc., 511 W. Adams St., Phoenix, Ariz. 85003. Phone 602-257-1234.

ARIZONA

STATION'S PROGRAMMING DESCRIPTION
KOOL: Variety of programming for general interest. MUSIC: current hits, standards & old favorites. AIR PERSONALITIES handle all segments. NEWS: network, local weather & sports at :60. State & local at :30. Helicopter traffic reports 7:15-8:15 am & 4:35-5:35 pm, plus mobile news cruisers. ENTERTAINMENT: community service & informational features. Contact Representative for further details. Rec'd 3/28/73.

1. PERSONNEL
President—Tom Chauncey.
Vice-Pres. & Sta. Mgr.—Bill Lester.
National Sales Manager—Morris Puzzi.

2. REPRESENTATIVES
Katz Radio

3. FACILITIES
5,000 w., 960 kc. Directional—night only.
Operating schedule: 24 hrs. daily. MST.

4. AGENCY COMMISSION
15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 48, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 25 Eff 5/15/75—Rec'd 4/14/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 5 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
*AAA	34	32	30	28
*AA	28	25	23	21
*A	25	22	21	19
B	17	15	13	11

C: 50% of B.
(*) Fixed position, extra 5%.
30 sec: 80% of 1-min. 10 sec: 70% of 1-min.
Edited by Adrienne Lynch.

KOOL-FM
1960
PHOENIX

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 203 4651 2.00

KOOL Radio Television, Inc., KOOL Bldg., 511 W. Adams St., Phoenix, Ariz. 85003. Phone 602-257-1234.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KOOL-FM: Programmed for young adults.
MUSIC: gold hits from late 50's, 60's & 70's with light blend of current hits. Live AIR PERSONALITIES. Monthly music & artist specials. NEWS: update news at :60 & :30, recreational reports at :45 select times weekly. 6 special editions of sports daily, monthly public affairs specials. Contact Representative for further details. Rec'd 10/29/74.

1. PERSONNEL
Station Manager—E. Morgan Skinner.
National Sales Manager—Morris Puzzi.
Operations Manager—Roy Stingley.

3. FACILITIES
ERP 100.000 w.; 94.5 mc.
Operating schedule: 24 hours. MST.
Antenna ht.: 1620 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 4/15/75—Rec'd 4/14/75.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 3-7 pm.
A—Mon thru Sun 6-10 am.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	1 min B	30 sec AAA	30 sec AA	30 sec A	30 sec B
6 ti	16.50	15.50	14.50	11.50	13.20	12.40	11.60	9.20
12 ti	15.00	14.00	13.50	10.00	12.00	11.20	10.80	8.00
18 ti	14.00	13.00	12.00	9.00	11.20	10.40	9.60	7.20
24 ti	13.00	12.00	11.50	7.50	10.40	9.60	9.20	6.00

C: 50% of B.

KOY
1922
PHOENIX

EASTMAN RADIO, INC.

NAB RAB

A Southern Broadcasting Company Station
Subscriber to the NAB Radio Code

Media Code 4 203 4800 5.00

Southern Broadcasting Co., 840 N. Central Ave., Phoenix, Ariz. 85004. Phone 602-258-8181.

STATION'S PROGRAMMING DESCRIPTION
KOY: Programmed for adults.
AIR PERSONALITIES handle all segments. NEWS: twice hourly 5:30-8 am & 4:30-5:30 pm; 5 minutes at :60 all other hours. ENTERTAINMENT: 6-10 am air personalities, comedy, audience participation, airborne traffic watch reports. MOR music. 10 am-3 pm MOR music with live guest interviews, phone discussions. 3-7 pm MOR music, air personalities, airborne traffic watch. 7 pm-6 am air personalities,

(This listing continued on next page)

Phoenix—KOY—Continued

emphasis on MOR music & topical information. Contact Representative for further details. Rec'd 8/23/74.

1. PERSONNEL
President—John G. Johnson.
Vice-Pres. & Gen'l Mgr. Gary D. Edens.
Sales Manager—Mike Knox.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 550 kc
Non-directional
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15% time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 27, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51b.
Comb. Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82
Affiliated with Eastman Radio Network.

TIME RATES
KOY/KRFM COMBINATION
No. 2 Eff 2/1/75—Rec'd 1/23/75.
I—Mon thru Sat 6-10 am
II—Mon thru Sat 3-7 pm
III—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.
IV—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	1 min				30/less			
WK:	I	II	III	IV	I	II	III	IV
1 ti	75	65	60	40	60	52	48	32
12 ti	70	60	55	35	56	48	44	28
18 ti	65	55	50	33	52	44	40	26
24 ti	60	50	45	30	48	40	36	24

KOY only: Deduct 10%

KPHX
1958
PHOENIX
Spanish

Media Code 4 203 4950 8.00
Riverside Amusement Park Co., 1975 S. Central Ave., Phoenix, Ariz. 85004. Phone 602-257-1351.

STATION'S PROGRAMMING DESCRIPTION
KPHX: Programmed for young Spanish-speaking Latin & Mexican/American young adult.

FIRST
in Adults for 18
Consecutive ARB's*

The combination of KOY & KRFM for over nine years has consistently been the leader in Adults.

KOY #1 AM Station in Phoenix**

KRFM #1 FM Station in Phoenix**

KOYKRFM

Represented by Eastman

*ARBITRON: 18 Consecutive Reports (Oct./Nov. 1966—Apr./May 1975, TSA, Av ¼ hr. estimates Mon.-Sun., 6 AM-12 Mid., Adults 18+).

**ARBITRON: Apr./May 1975, TSA, Av ¼ hr. estimates Mon.-Sun. 6 AM-12 Mid., Total persons.

MUSIC: Spanish & Latin-American music ranging from popular folkloric to modern Latin sound & popular Chicano music. NEWS: AP wire service, pre-translated 5-min newscasts at :60. 5-min sportscast daily & weather reports daily. Request programs, public service announcements, special shows, interviews with movie & singing stars, local & national talent. Remote broadcasts for special events such as Mexican rodeos, fiestas & special holidays. COMMERCIAL POLICY: combination commercial production & translation free. Contact Representative for further details. Rec'd 1/27/75.

1. PERSONNEL
Owner & Pres.—Leo C. Fite.
Sec'y/Treas.—Mrs. Mozelle Butler
Manager—Carlos Burgos.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w; 1480 kc. Non-Directional.
Operating schedule: Sunrise-local sunset. MST

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15a, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 22a, 24a, 24b, 24c, 28b, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60i, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 82.

TIME RATES
Eff 9/1/74—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30+
1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.00
20/30	11.60	10.80	10.00	9.20	8.40	7.60	6.80
10 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

PER YR:	1 min	20/30
1000 (minimum contract)	9.00	6.80

8. PROGRAM TIME RATES

YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1 x	125.00	75.00	50.00	37.50	31.25	25.00
13 x	118.75	71.25	47.50	35.63	29.69	23.75
26 x	112.50	67.50	45.00	33.75	28.13	22.50
52 x	109.38	65.63	43.00	32.81	27.35	21.88
104 x	106.35	63.75	42.50	31.88	26.56	21.25
156 x	100.00	60.00	40.00	30.00	25.00	20.00
260 x	93.75	56.25	37.50	28.13	23.44	18.75
312 x	87.50	52.50	35.00	26.25	21.86	17.50

10. SPECIAL FEATURES

NEWS/WEATHER, PER WK:	1 ti	3 ti	5 ti	10 ti
5 min	35	30	25	20

KRDS
1969
TOLLESON

Media Code 4 203 5100 9.00
Southwestern Broadcasters, Inc., 9809 N. Metro Pkwy. W., Phoenix, Ariz. 85021. Phone 602-944-3367.

STATION'S PROGRAMMING DESCRIPTION
KRDS: Telephone-talk in all day parts. Network news and features. SPORTS: every half hour on-the-scene weekends, play-by-play professional baseball. Local football & basketball, professional football. Spanish telephone talk & music 7 pm-4 am. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
General Manager—H. George Carroll.

2. REPRESENTATIVES
John Andy Potter Co.

3. FACILITIES
250 w.; 1190 kc. Directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70c, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 75-1 Eff 2/1/75—Rec'd 2/27/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm. Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	.....	.....
PER YR:	.....	100x	250x	500x	750x	1000x
		CLASS AAA				
1 min	15.00	14.25	13.50	12.75	11.75	10.75
30 sec	12.15	11.55	10.95	10.35	9.55	8.75
		CLASS AA				
1 min	11.45	10.90	10.30	9.75	9.00	8.25
30 sec	9.30	8.85	8.40	7.95	7.35	6.75
		CLASS A				
1 min	7.85	7.50	7.15	6.75	6.25	5.75
30 sec	6.45	6.15	5.85	5.55	5.15	4.75

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
I—Total Plan (40%AAA, 40%AA, 20%A)
II—Man Plan (50%AAA, 20%AA, 30%A)
III—Woman Plan (30%AAA, 70%AA)

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	12.75	12.00	10.50	9.50
30 sec	10.35	9.75	8.55	7.75

Wkly pkgs. convert to yearly frequency, when earned. Retroactive discounts in spots; no cash, no further discounts.

10. SPECIAL FEATURES
5-MINUTE NEWS
1-4 ti per wk—1 1/2x 1-min/10 ti.
5-9 ti per wk—1 1/2x 1-min/20 ti.
10 ti per wk—1 1/2x 1-min/30 ti.

KRFM
1955
PHOENIX

EASTMAN RADIO, INC.

NAB RAB

A Southern Broadcasting Company Station
Media Code 4 203 5250 2.00
Arizona FM, Inc., Box 10098, 3501 N. 16th St., Phoenix, Ariz. 85064. Phone 602-264-0122.

STATION'S PROGRAMMING DESCRIPTION
KRFM: Programmed for adults and young adults. 6 program hosts present all programs. MUSIC 95%: film music, showtunes, standards, light classic, current hits. NEWS: in summary form on the hour. Sports in newscasts. COMMERCIAL POLICY: 8 minutes maximum per hour. Contact Representative for further details. Rec'd 3/8/72.

1. PERSONNEL
President—John G. Johnson.
Vice-Pres. & Gen'l Mgr.—Gary D Edens.
Sales Manager—Ed Groppo.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
Eff' 100.00u (horiz.), 100.000 w. (vert.); 95.5 mc. Stereo.
Operating schedule: 24 hours. MST.
Antenna ht.: 1,550 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable by 15th.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a, 28a, 29a
Contracts: 40a, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60b, 60i, 60k, 62b.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80.
Affiliated with Eastman Radio Network.
Sold in combination with KOY. See that listing for rates.

TIME RATES
No. 12 Eff 10/1/73—Rev 4/15/74—Rec'd 4/2/74.
I, II, III—Mon thru Sat 6 am-7 pm; Sun 9 am-7 pm.
IV—Mon thru Sun 7 pm-midnight; Mon thru Sat 5-6 am.
V—Mon thru Sun midnight-5 am.

7. PACKAGE PLANS

PER	1 min			30/less		
WK:	(*)	IV	V	(*)	IV	V
1 ti	36.00	24.00	12.00	30.50	20.50	10.00
12 ti	34.00	22.00	11.00	29.00	18.50	9.50
18 ti	32.00	21.00	10.00	27.00	18.00	8.50
24 ti	30.00	20.00	9.00	25.50	17.00	7.50

(*) I, II, III.
Edited by Gary Edens.

KRIZ

#1 Contemporary Station
in AQH, Cumes and Combinations.

Mon-Sun	6AM-MID	12+
Mon-Sun	6AM-MID	Teens
Mon-Sun	6AM-MID	18+

And to top it all off...
we're #1 out of Phoenix's 29 stations in 12+ metro shares.
Source: ARB April/May 1975 MSA

KRIZ
RADIO 1230
A Doubleday Station
2345 W. Buckeye Rd Phoenix, AZ 85009
Nationally represented by AT

KRIZ
1950
PHOENIX

A Doubleday Station

AT RADIO ADVERTISING REPRESENTATIVES, INC.

NAB RAB

Media Code 4 203 5400 3 00
Doubleday Broadcasting Co., Inc., 2345 W. Buckeye Rd., Phoenix, Ariz. 85009. Phone 602-258-6717. TWX 910-951-1320.

STATION'S PROGRAMMING DESCRIPTION
KRIZ: Programmed for young adults 18-35 & teens. COMMERCIAL POLICY: maximum of 10 minutes per hour. MUSIC: top 30 & selected albums. NEWS: at :30 am drive time & all night only, with complete mobile coverage & audio service. Contact Representative for further details. Rec'd 11/21/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William G. Smith.
General Sales Manager—Neil Sargent.
Local Sales Manager—Richard Haines.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc.
Texas—Riley Representatives.

3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10n, 11n, 12n, 13n, 14b, 15c, 16.
Basic rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60g, 60h, 62a.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82

TIME RATES
No. 3 Eff 4/1/74—Rec'd 4/3/74.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
		CLASS AAA			
1 min	27	26	25	24	23
30 sec	22	21	20	19	18
		CLASS AA			
1 min	24	23	22	21	20
30 sec	20	19	18	17	16

7. PACKAGE PLANS
WEEKLY PLANS—1/2AAA, 1/2AA

PLAN:	1 min	30 sec
I—18 ti	22.50	17.50
II—24 ti	21.50	16.50
III—36 ti	20.00	15.00

Preemptible.

BULK PLANS

	—AAA—		—AA—	
PER YR:	1 min	30 sec	1 min	30 sec
250 x	22	18	19	16
500 x	21	17	18	15
1000 x	20	16	17	14

Edited by William G. Smith.

KRUX
1946
GLENDALE

RAB

A Lotus Communications Corporation Station
Media Code 4 203 5550 5.00
Arizona Lotus Corp., 7401 W. Camelback Rd. Phoenix, Ariz. 85033. Phone 602-247-5789.

STATION'S PROGRAMMING DESCRIPTION
KRUX: All news. Contact Representative for further details. Rec'd 5/22/75.

1. PERSONNEL
President—Howard A. Kalmenson.
Commercial Manager—David Cline.

2. REPRESENTATIVES
New York, Chicago, Atlanta—GCI Sales, Inc.
Los Angeles, San Francisco—Lotus Reps.

3. FACILITIES
5,000 w. days; 500 w. nights; 1260 kc.
Directional—night only.
Operating schedule: 24 hours, MST.

4. AGENCY COMMISSION
15/0 gross billings less applicable discounts.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5.
Rate Protection: 10b.
Basic Rates: 20a, 22a.
Contracts: 40a.
Comb.: Cont. Discounts: 60f.
Cancellation: 70e, 71a, 73b.
Prod. Services: 82.
10% discount for same schedule on KTKT, Tucson.

TIME RATES
No. 1 Eff 6/18/75—Rec'd 5/27/75.
I—6-10 am.
II—3-7 pm.
III—10 am-3 pm.
IV—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	I				II			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	24.00	22.00	20.00	18.00	22.00	20.00	18.00	16.00
30 sec	19.00	17.50	16.00	14.50	17.50	16.00	14.50	13.00

	III				IV			
1 min	20.00	18.00	16.00	14.00	14.00	12.00	10.00	8.00
30 sec	16.00	14.50	13.00	11.00	11.00	9.50	8.00	6.50

10 sec: 60% of 1-min.
Fixed, extra 20%.

(This listing continued on next page)

7. PACKAGE PLANS

TAP—1/3I, 1/3II, 1/3III, MON THRU SAT
6 AM-7 PM

	12 ti	18 ti	24 ti
1 min	18.00	16.00	14.00
30 sec	15.00	13.00	11.00

RTA—MON THRU SUN 6 AM-MIDNIGHT

PER WK:	24 ti	32 ti
1 min	275.00	350.00
30 sec	225.00	275.00

1/4I, 1/4II, 1/4III, 1/4IV
MON THRU SUN 6 AM-MIDNIGHT
156x, 1 min ..... 17.50 156x, 30 sec 14.50
Within 13 wk.
Fixed: Extra 20%.

8. PROGRAM TIME RATES
1-1/2x applicable rates.
CONSECUTIVE WEEK DISCOUNT
26 wk—7-1/2% 52 wk—10%
Edited by Dave L. Cline.

KTAR
1922
PHOENIX

COMBINED COMMUNICATIONS CORP.

All News

NAFB

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 203 5700 8.00
KTAR Broadcasting Co., Box 711, KTAR Bldg., 1101 N. Central Ave., Phoenix, Ariz. 85001. Phone 602-258-7333. TWX 602-255-0465.

STATION'S PROGRAMMING DESCRIPTION
KTAR: All news/sports format. University sports, major league baseball. Agri-business news with farm director. Contact Representative for further details. Rec'd 6/26/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ralph W. Beaudin.
Station Manager—John Bonnett.
General Sales Manager—Stephen Jacobs.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 620 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KBBC (FM).
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2A Eff 6/1/74—Rec'd 5/3/74.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10-3 pm.
IV—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS I					
1 min	42	40	38	36	34
30 sec	34	32	30	28	26
CLASS II					
1 min	36	34	32	30	28
30 sec	29	27	25	23	21
CLASS III					
1 min	34	32	30	28	26
30 sec	27	25	23	21	19
CLASS IV					
1 min	26	24	22	20	18
30 sec	21	19	17	15	13

7. PACKAGE PLANS
1/3I, 1/3II, 1/3III, MON THRU SAT

	12x	18x	24x
1 min	32	30	28
30 sec	26	24	22

Edited by John Bonnett.

KTUF
1960
TEMPE

KNIX (FM)
1969
PHOENIX

AVCO RADIO SALES

Country Music

R A B

Media Code 4 203 5775 8.00
Buck Owens Broadcasting, Inc., Box 15040, Phoenix, Ariz. 85018. Phone 602-966-6236.

STATION'S PROGRAMMING DESCRIPTION
KTUF: Programmed for adults & young adults. Target audience 18-49.
MUSIC: modern country, with air personalities. Phone line requests. NEWS: at 55. Sports: at :28 during drive times. Emphasis on local events (40% national & international). Public affairs weekdays in 60-second featurettes 5x/day. Contact Representative for further details. Rec'd 3/26/73.

1. PERSONNEL
President—Buck Owens.
Gen'l & Gen'l Sales Mgr.—Vic Mariani.
Program Director—Larry Daniels.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
50,000 w.; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
ERP 100,000 w.: 102.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,610 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Avco Group Plan.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1A Eff 8/1/73—Rec'd 9/12/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

7. PACKAGE PLANS

PER WK:	AA 1 min	AA (†)	A 1 min	A (†)	B 1 min	B (†)	C 1 min	C (†)
40 ti	12.00	10.00	11.00	9.00	6.00	5.00	5.00	4.00
30 ti	14.50	12.00	13.00	11.00	7.00	6.00	6.00	5.00
20 ti	15.50	13.00	14.50	12.00	8.00	7.00	7.00	6.00
10 ti	16.50	14.50	15.50	13.00	9.00	8.00	8.00	7.00
1 ti	18.50	15.50	16.50	14.50	10.00	9.00	9.00	8.00
*BULK								
1000x	11.00	9.00	10.00	8.00	5.00	4.00	4.00	3.00
500x	13.00	10.00	11.00	9.00	6.00	5.00	5.00	4.00
250x	14.50	11.00	12.00	10.00	7.00	6.00	6.00	5.00

(†) 30/10 sec.
(*) 25% must be run within 90 days of contract date.

10. SPECIAL FEATURES
News sponsorship—1-min rate plus 2.00.
Sports sponsorship—1-min rate plus 1.50.
Incl. open & close plus 1 1-min spot.

ARIZONA COUNTRY
KTUF/KNIX FM
SERVING THE GREATER PHOENIX MARKET
Buck Owens Stations

KUPD
1960

KUPD-FM
1960

TEMPE

Alan Torbet Associates, Inc.

NAB

Media Code 4 203 6000 0.00
Tri-State Broadcasting Co., Inc., 417 N. 1st St., Phoenix, Ariz. 85004. Phone 602-258-3434.

STATION'S PROGRAMMING DESCRIPTION
KUPD: Programmed for young adults 18-35 & teens.
MUSIC: contemporary. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
General Manager—Barry Leverant.
National Sales Manager—Lloyd Melton.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
500 w.; 1060 kc. Directional.
Operating schedule: 24 hours daily. MST.
FM-ERP 100,000 w.; 97.9 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 1,620 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22b, 23a, 24c, 25c, 27, 28a, 29a, 33b.
Contracts: 40c, 41, 44b, 45, 46, 48, 51a, 51b, 51c.
Comb. Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 14 Eff 9/1/74—Rec'd 1/17/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 6-10 am & 3 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	14 ti	21 ti	28 ti	35 ti	42 ti
CLASS AAA					
1 min	19.50	19.00	18.50	18.00	17.50
30 sec	17.00	16.50	16.00	15.50	15.00
CLASS AA					
1 min	17.50	17.00	16.50	16.00	15.50
30 sec	15.00	14.50	14.00	13.50	13.00

PER YR:	AAA 250x	AAA 500x	AAA 1000x	AA 250x	AA 500x	AA 1000x
1 min	17.50	17.00	16.50	15.50	15.00	14.50
30 sec	15.00	14.50	14.00	13.00	12.50	12.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP PLAN—GUARANTEED 1/3 DRIVE

PER WK:	1 min	30 sec
14 ti (5AAA, 9AA)	18.00	15.50
21 ti (7AAA, 14AA)	17.50	15.00
28 ti (9AAA, 19AA)	17.00	14.50
35 ti (11AAA, 24AA)	16.50	14.00
42 ti (14AAA, 28AA)	16.00	13.50
TAP BULK		
250 x (83AAA, 167AA)	16.00	13.50
500 x (167AAA, 333AA)	15.50	13.00
1000 x (333AAA, 667AA)	15.00	12.50

10 sec: 50% of 1-min.

KXIV
1954
PHOENIX

Jack Masla & Company, Inc.

Media Code 4 203 6150 3.00
KXIV, Inc., 3003 N. Central Ave., Suite 704, Phoenix, Ariz. 85012. Phone 602-264-9001.

STATION'S PROGRAMMING DESCRIPTION
KXIV: Programmed for adults and young adults.
MUSIC: emphasis on middle-of-the-road music hosted by personalities. Humor, music, news, sports, special traffic and weather reports 6-10 am & 4-6 pm. Music, news, and featurettes 10 am-4 pm & 6-8 pm. Talk show, controversy, 8 pm-12M. Music, news and sports 12M-6 am. NEWS: 5 min on hour, 3 min on half hour. Live coverage of local golf tournaments & professional basketball. Newcomer news average of 1 per hour throughout day, every day. Contact Representative for further details. Rec'd 10/28/74.

1. PERSONNEL
President—Dick Van Dyke.
Exec. Vice-Pres. & Gen'l Mgr.—Ira L. Lavin.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff————Rec'd 7/5/74.
Drive time—Mon thru Fri 6-10 am & 4-7 pm.
ROS—Mon thru Fri 10 am-4 pm & 7-8 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS
DRIVE TIME

PER WK:	1 min AM	1 min PM	30 sec AM	30 sec PM	10 sec AM	10 sec PM
1 ti	20.00	15.00	16.00	12.00	10.00	7.50
10 ti	19.50	14.50	15.60	11.60	9.75	7.25
20 ti	19.00	14.00	15.20	11.20	9.50	7.00
30 ti	18.50	13.50	14.80	10.80	9.25	6.75
40 ti	18.00	13.00	14.40	10.40	9.00	6.50
ROS:		1 ti	10 ti	20 ti	30 ti	40 ti
1 min		13.00	12.50	12.00	11.50	11.00
30 sec		10.40	10.00	9.60	9.20	8.80
10 sec		6.50	6.25	6.00	5.75	5.50

DISCOUNT
26+ wk—10%.

7. PACKAGE PLANS
TOTAL AUDIENCE PERSONALIZED PLAN

PER WK, EA:	1 min	30 sec
Plan A, 20 ti (5 AM Drive, 5 PM Drive, 10 midday-7:45 pm)	12.50	10.00
Plan B, 30 ti (7 AM Drive, 8 PM Drive, 15 midday-7:45 pm	11.80	9.50
Plan C, 40 ti (10 AM Drive, 10 PM Drive, 20 midday-7:45 pm)	11.00	8.75
YEARLY BULK RATES—1/2 AM, 1/2 PM DRIVE		
250 x	15.00	12.00
500 x	14.50	11.60

9. PARTICIPATING PROGRAMS

	1 min	30 sec
John Sage Controversy—Sun thru Fri 8 pm-midnight, ea	13.00	10.40
Carolyn Thomas & night Jazz Show—Tues thru Sun Ea	6.00	4.80

10. SPECIAL FEATURES
NEWSCASTS & SPORTSCASTS
5-min newscast at :60; Frank Pollack on Sports 7:30, 8:30 am, 12:30, 4:30 & 5:30 pm.
Drive time 6-10 am 25.00 Drive time 4-7 pm.. 20.00
ROS 10 am-4 pm.... 18.00
Combination of 2 pkgs:
1 AM Drive, 1 ROS 31.00 1 PM Drive, 1 ROS 25.00

KXTC (FM)
1970
GLENDALE

NAB

Media Code 4 203 6300 4.00
Arizona Communications Corp., Hotel Westward Ho, 618 N. Central Ave., Phoenix, Ariz. 85004. Phone 602-258-1213.

STATION'S PROGRAMMING DESCRIPTION
KXTC (FM). Programmed for adults & young adults, with emphasis on local community news & programs. Network news 14 times daily. AIR PERSONALITIES handle all music programs, primarily jazz. SPORTS: professional baseball & football. Local special events live. Contact Representative for further details. Rec'd 7/1/74.

ARIZONA

1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Gilbert.
Vice.-Pres. & Prog. Dir.—Alma Gilbert.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht., 308 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51a, 51b.
Comb., Cont. Discounts: 60a, 61a, 61b.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/74—Rec'd 12/4/73.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
PER YR:	13x	26x	52x	104x	260x
1 min	15.00	14.25	13.50	12.75	12.00
30 sec	12.00	11.25	10.50	9.75	9.00
10 sec	10.50	9.75	9.00	8.25	7.50

8. PROGRAM TIME RATES
1 hr—8x 1-min rate.
1/2 hr—5x 1-min rate.
1/4 hr—3x 1-min rate.
5 min—1-1/2x 1-min rate.

PRESCOTT (2 AM)

Yavapai County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KNOT
1957

R A B

Media Code 4 203 6600 7.00
Parkell Broadcasting Inc., Box 151, 116 S. Alto St., Prescott, Ariz. 86301. Phone 602-445-6880.

STATION'S PROGRAMMING DESCRIPTION
KNOT: Programmed for adults & young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Boyd J. Browning.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accents AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 2/1/75—Rec'd 4/29/75.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	5.75	5.50	5.25	5.00	4.75
30 sec	4.60	4.40	4.20	4.00	3.80

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	1 min	30 sec	10 sec
10 ti (minimum)	4.00	3.00	2.00

Rates net to station.

10. SPECIAL FEATURES
5-min news, sports, stock market—applicable 1-min rate plus 1.00.
Edited by Boyd J. Browning.

KYCA
1946

NBC Radio Network

NAB

Media Code 4 203 6750 0.00
Southwest Broadcasting Co., Box 1631, N. Mount Vernon Ave. ext., Prescott, Ariz. 86301. Phone 602-445-1700.

STATION'S PROGRAMMING DESCRIPTION
KYCA: MOR music, news, 4 personalities, sports.

1. PERSONNEL
General Manager—Lou Silverstein.

2. REPRESENTATIVES
Denver—Bob Hix Co., Inc.
Los Angeles, San Francisco—Harlan G. Oakes, Inc.
Dallas—Mario Messina Company.
New York, Chicago—Gene Bolles Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:45 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.

TIME RATES
No. 3 Eff————Rec'd 3/1/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	1 min 5 ti	1 min 10+	30 sec 1 ti	30 sec 5 ti	30 sec 10+
1 wk	5.50	5.00	4.50	4.00	3.70	3.50
26 wk	5.10	4.60	4.20	3.80	3.30	3.10

10 sec: 50% of 1-min.

ROS:	1 min	30 sec	10 sec
Flat	3.00	2.25	1.50

10. SPECIAL FEATURES
Special Sports package—per mo 70.00.
Spanish—1-min, ea 4.00.
Hokie Oldies—1-min ea 4.00.

ARIZONA

SAFFORD

Graham County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KATO
1961

Media Code 4 203 6900 1.00
KSIL, Inc., dba KATO, Drawer L, 524 3rd Ave., Safford, Ariz. 85546. Phone 602-428-1230
STATION'S PROGRAMMING DESCRIPTION
KATO: NEWS: AP radio & wire service.
1. PERSONNEL
General Manager—Bill Arnold.
3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-midnight. MST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Farm Radio Network.
TIME RATES
Eff 7/1/74—Rec'd 9/10/74.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x	624x	1248x
1 min	4.80	4.15	3.75	3.40	3.00	2.60	2.20
30 sec	3.80	3.40	3.00	2.65	2.35	2.00	1.80

10-sec ID's: Flat 1.50.

SCOTTSDALE

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Phoenix
(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

SHOW LOW (2 AM; 1 FM)

Navajo County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KVSL
1968

Subscriber to the NAB Radio Code
Media Code 4 203 6975 3.00
KBW Assoc., Inc., Box 940, Show Low, Ariz. 85901. Phone 602-537-2921.
STATION'S PROGRAMMING DESCRIPTION
KVSL: Local news 7:30, 8:30 am, 12:30, 5:30 pm.
1. PERSONNEL
General Manager—Carl C. Kuehn, II.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
None; agencies add commissions to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Arizona Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/9/74—Rec'd 10/7/74.
6. SPOT ANNOUNCEMENTS

	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	6.25	6.00	5.75	5.25	5.00
30 sec	5.15	5.00	4.80	4.60	4.40

10 sec: 50% of 1-min.
7. PACKAGE PLANS

CONTRACT, EA:	13 wk	26 wk	52 wk
1 min	6.00	5.75	5.25
30 sec	5.00	4.85	4.55

10 sec: 50% of 1-min.
Edited by Carl C. Kuehn, II.

KVWM
1957

Media Code 4 203 7050 4.00
Peak Broadcasting Co., Box 660, Show Low, Ariz. 85901. Phone 602-537-2345.
1. PERSONNEL
Owner & Mgr.—Searcy J. Woodworth.
3. FACILITIES
5,000 w. days; 970 kc. Non-directional.
Operating schedule: Daytime only. MST
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
Station contract form required.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/29/74—Rec'd 5/2/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	104x	156x
Min/less	2.89	2.73	2.63	2.47	2.30	2.14	1.97
		208x	260x	312x	1000x	1500x	2000x
Min/less		1.81	1.64	1.48	1.36	1.18	1.06

KVWM-FM
1964

Media Code 4 203 7051 2.00
Searcy J. Woodworth, Box 660, Show Low, Ariz. 85901. Phone 537-2345.
See affiliated AM station for additional information.
3. FACILITIES
3,000 W.; 93.5 mc.
Operating schedule: Sunrise-10 pm daily. MST.
Antenna ht.: 147 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Station contract form required.
TIME RATES
Rates are identical to KVWM. See that listing.

SIERRA VISTA

Cochise County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KHFH
1957

Subscriber to the NAB Radio Code
Media Code 4 203 7200 5.00
Huachuca Broadcasting Co., Box 1566, Sierra Vista, Ariz. 85635. Phone 602-458-4313.
1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth Ferguson.
2. REPRESENTATIVES
Los Angeles—B W Broadcast Sales.
3. FACILITIES
1,000 w. days; 500 w. nights; 1420 kc. Directional nights only.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Beer, wine, hard liquor advertising not acceptable.
TIME RATES
Eff 7/1/70—Rec'd 10/1/70.
6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	10 ti	20 ti	30 ti
1 min	4.50	3.60	3.40	3.20
30 sec	3.00	2.40	2.30	2.20
10 sec	2.00	1.60	1.50	1.40

Guaranteed Times—6:30-8 am & 4-6 pm, per spot, extra 1.50.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
RATEHOLDER
Minimum 5 ti per wk.

TEMPE

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Phoenix
(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

TOLLESON

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Phoenix
(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

TUCSON (11 AM; 5 FM)

Pima County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	22	18	22	18
B	14	13	14	14
C	14	12	14	12
D	13	12	14	12
AVERAGE	16	14	16	14

KAIR
1956

mcgavren-guild
pgw radio, inc.

A Number One Radio Station
Subscriber to the NAB Radio Code
Media Code 4 203 7350 8.00
Number One Radio, Inc., Box 951, 404 N. Frwy., Tucson, Ariz. 85702. Phone 602-624-0401.
STATION'S PROGRAMMING DESCRIPTION
KAIR: Programmed for 18 plus men and women. MUSIC: standards, show tunes, popular MOR & film music. Continuous music in uninterrupted segments. NEWS: every half hour is programmed same; a 5 min newscast followed by 25 min of music with a commercial cluster at :15. 48 newscasts a day each containing Dow Jones average. Community awareness editorial feature in every 6th newscast. COMMERCIAL POLICY: maximum of 5 per half hour, 1 minute adjacent to newscast, 1 commercial in newscast & 3 commercials in cluster with appropriate separation. Sponsored newscast also includes open & close ID's. Contact Representative for further details. Rec'd 3/26/71.
1. PERSONNEL
President—Edwin G. Richter, Jr.
Vice-Pres/Prog.—Frank Kalil.
Exec. Vice-Pres. & Nat'l Sales Mgr.—Howard D. Duncan, Jr.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
250 w., 1490 kc. Non-directional.
Operating schedule: 24 hrs. daily. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b.
Basic Rates. 20b, 22a.
Contracts: 40c.
Comb.; Cont. Discounts: 60f.
Cancellation: 70b, 71a, 73b
Prod. Services: 80.
Total frequency earned within 12-month period is retroactive.
TIME RATES
Eff 6/1/75—Rec'd 6/2/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti
1 min	14.00	13.50	13.00	12.50	12.00
30 sec	12.00	11.50	11.00	10.50	10.00
CLASS A					
1 min	12.00	11.50	11.00	10.50	10.00
30 sec	10.00	9.50	9.00	8.50	8.00

Edited by Howard Duncan.

KAIR-FM
1973

A Number One Radio Station
Media Code 4 203 7351 6.00
Number One Radio, Box 951, 404 N. Freeway, Tucson, Ariz. 85702. Phone 602-624-0401.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KAIR-FM: MUSIC: standards, showtunes, popular, MOR & film.
Music segments are interrupted 3/x per hour. NEWS: brief at :60. COMMERCIAL POLICY: no more than 7 commercial units per hour. Contact Representative for further details. Rec'd 6/2/75.
1. PERSONNEL
General Manager—Howard Duncan.
Sales Manager—Tom Moore.
3. FACILITIES
ERP 25,000 w.; 94.9 mc
Operating schedule: 6 am-midnight. MST.
Antenna ht.: —— ft. above average terrain.
TIME RATES
Eff 6/1/75—Rec'd 6/2/75.
AA—1-9 pm.
A—All other times.
7. PACKAGE PLANS

AA:	1 wk 1 min	1 wk (*)	13 wk 1 min	13 wk (*)	26 wk 1 min	26 wk (*)	52 wk 1 min	52 wk (*)
6 ti	12.00	9.00	11.00	8.00	10.00	7.00	9.00	6.00
12 ti	11.75	8.75	10.75	7.75	9.75	6.75	8.75	5.75
18 ti	11.50	8.50	10.50	7.50	9.50	6.50	8.50	5.50
24 ti	11.25	8.25	10.25	7.25	9.25	6.25	8.25	5.25
A:								
6 ti	11.00	8.00	10.00	7.00	9.00	6.00	8.00	5.00
12 ti	10.75	7.75	9.75	6.75	8.75	5.75	7.75	4.75
18 ti	10.50	7.50	9.50	6.50	8.50	5.50	7.50	4.50
24 ti	10.25	7.25	9.25	6.25	8.25	5.25	7.25	4.25

(*) 30 sec.
Edited by Howard Duncan.

KCEE
1958

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 203 7500 8.00
Strauss Broadcasting Company, Box 5803, Tucson, Ariz. 85703. Phone 602-622-7788.
STATION'S PROGRAMMING DESCRIPTION
KCEE: Programmed for adults & young adults. MUSIC 85%: standards, pop MOR, showtunes (11:05 am-noon Sun). NEWS: national news at :60, local news & national headlines at :30. Direct line stock market reports. Editorials & commentary. UPI wire service. Network features. Contact Representative for further details. Rec'd 12/23/74.
1. PERSONNEL
Pres. & Nat'l Sales Mgr.—Robert A. Strauss.
Station Manager—Marty Ross.
Program Director—David Graham.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
5,000 w. days; 500 w. nights. 790 kc. Directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates. 20a, 22a, 23a, 24b, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 601, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a.
Affiliated with NBC
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 1/1/75—Rec'd 12/23/74.
AA—Mon thru Fri 6-10 am & 4-7 pm.
A—Mon thru Fri 10 am-4 pm & 7-10 pm; Sat & Sun 6 am-10 pm
6. SPOT ANNOUNCEMENTS
AM ONLY

PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	12.00	10.50	10.50	9.00
50 x	11.00	9.50	9.50	8.00
100 x	10.00	8.50	8.50	7.00
250 x	8.50	7.00	7.00	5.50
500 x	7.50	6.00	6.00	4.50

10 sec: 60% of 1-min.
7. PACKAGE PLANS

PER WK:	AA 10 ti	AA 20 ti	AA 30 ti	A 10 ti	A 20 ti	A 30 ti
1 min	10.00	8.50	7.50	8.50	7.00	6.00
30 sec	8.50	7.00	6.00	7.00	5.50	4.50

10 sec: 60% of 1-min.
AM/FM COMBINATION
6. SPOT ANNOUNCEMENTS

PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	17.00	15.00	15.00	13.00
50 x	15.00	13.00	13.00	11.00
100 x	12.00	10.50	10.50	9.00
250 x	10.50	9.00	9.00	7.50
500 x	9.00	7.50	7.50	6.00

10 sec: 60% of 1-min.
7. PACKAGE PLANS

PER WK:	AA 10 ti	AA 20 ti	AA 30 ti	A 10 ti	A 20 ti	A 30 ti
1 min	12.00	10.50	9.00	10.50	9.00	7.50
30 sec	10.50	9.00	7.50	9.00	7.50	6.00

10 sec: 60% of 1-min.
10. SPECIAL FEATURES
LOCAL/REGIONAL NEWSCASTS

PER YR:	1x	50x	100x	250x	500x
AA	20	18	15	12	11
A	16	14	12	10	9

Submitted by Robert A. Strauss.

KCEE-FM
1967

NAFMB

Media Code 4 203 7501 6.00
Strauss Broadcasting Company, Box 5803, Tucson, Ariz. 85703. Phone 602-622-7788.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KCEE-FM: Programmed for adults and young adults in uninterrupted segments.
No ad libs. MUSIC 90%: includes showtunes, film music, standards and popular middle-of-the-road. NEWS 10%: news director supervises local and regional news, plus national and international headlines at each half hour, with UPI wire service and direct line stock market reports. Contact Representative for further details. Rec'd 5/1/68.
3. FACILITIES
FM-ERP 25,500 w.; 96.1 mc.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 77 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KCEE. See that listing for rates.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 1/1/75—Rec'd 12/23/74.
AA—Mon thru Fri 6-10 am & 4-7 pm.
A—Mon thru Fri 10 am-4 pm & 7-10 pm; Sat & Sun 6 am-10 pm.
6. SPOT ANNOUNCEMENTS

PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	10.00	8.50	8.50	7.50
50 x	9.00	7.50	7.50	6.50
100 x	8.00	6.50	6.50	5.50
250 x	7.00	6.50	5.50	4.50
500 x	6.00	4.50	4.50	3.50

10 sec: 60% of 1-min.
7. PACKAGE PLANS

PER WK:	AA 10 ti	AA 20 ti	AA 30 ti	A 10 ti	A 20 ti	A 30 ti
1 min	8.00	7.00	6.00	6.50	5.50	4.50
30 sec	6.50	5.50	4.50	5.50	4.50	3.50

10 sec: 60% of 1-min.
Submitted by Robert A. Strauss.

KCUB
1929

EASTMAN RADIO, INC.

Media Code 4 203 7650 1.00
Rex Broadcasting Corp., Box 50006, 575 W. Roger Rd., Tucson, Ariz. 85703. Phone 602-887-1000.
STATION'S PROGRAMMING DESCRIPTION
KCUB: Programmed for adults.
NEWS: 5 min reports all hours. MUSIC: modern C & W; with personalities and contests. COMMERCIAL POLICY: 15 minutes per hour, maximum. Contact Representative for further details. Rec'd 10/31/72.
1. PERSONNEL
President—Jim Slone.
Sales Manager—Phil Richardson.
Program Director—Jim Arnold.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w., 1290 kc. Non-directional.
Operating schedule: 24 hours daily. MST
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 15b, 15d.
Affiliated with Eastman Radio Network.
TIME RATES
Eff 1/1/75—Rec'd 12/26/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.
7. PACKAGE PLANS
1 MINUTE

WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
AAA	13.50	13.00	12.50	12.00	11.50	11.00	10.50	10.00
AA	11.50	11.00	10.50	10.00	9.50	9.00	8.50	8.00
A	10.50	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 SECONDS								
AAA	10.80	10.40	10.00	9.60	9.20	8.80	8.40	8.00
AA	9.20	8.80	8.40	8.00	7.60	7.20	6.80	6.40
A	8.40	8.00	7.60	7.20	6.80	6.40	6.00	5.60

10 sec: 60% of 1-min.
BULK, PER YR:

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
100 x	13.00	10.40	11.00	8.80	10.00	8.00
250 x	12.00	9.60	10.00	8.00	9.00	7.20
500 x	11.00	8.80	9.00	7.20	8.00	6.40
1000 x	10.00	8.00	8.00	6.40	7.00	5.60

10 sec: 60% of 1-min.
10. SPECIAL FEATURES
AAA/AA news, extra 2.00 A news, extra 1.00
Edited by Jim Slone.

(Tucson continued on next page)

KEVT
1958

All Spanish Network

NAB RAB

Media Code 4 203 7800 2.00
Tucson Radio Inc., Lawyers Title Bldg., Tucson, Ariz. 85701. Phone 602-624-5588.
Mailing address: Box 101, Tucson, Ariz. 85702.
Other office—1002 Grand Ave., Time Motel, Nogales, Ariz. 85621. Phone 602-287-4627.

STATION'S PROGRAMMING DESCRIPTION
KEVT: Programmed 100% in Spanish for Mexican-Amaricans and Mexicans.
MUSIC: emphasis on Mexican and popular Latin music. NEWS: all news in Spanish pre-translated by AP. 15 min newscasts 8 am, noon, 5 pm. 5 min newscasts hourly elsewhere. Bulletins as they occur. Audience participation show 9 am, with swap shop. Soap operas, produced in Mexico City, 9:30 am & 10 am. Women's program M-F 11 am-noon. Local personality brings daily greeting of birthdays, anniversaries, etc 1-2 pm. AIR PERSONALITIES handle all segments including remotes and promotions. Gifts and prizes to listeners. Participate in fund drives and community projects. Sports broadcasts. Live coverage of civic and social events. Commercials translated free. Contact Representative for further details. Rec'd 3/28/68.

1. PERSONNEL
President—Alvin L. Korngold.
Vice-Pres./Oper.—Joe Crystall.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
250 w.; 690 kc. Clear channel. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15%. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: All Spanish Network, The Amigo Spanish Group.

TIME RATES
Eff 10/1/69—Rec'd 9/2/69.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00

20/30 sec: 75% of 1-min.

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 wk	60	36	24	13 (CR)

KFMM (FM)
1954

Media Code 4 203 7950 5.00
KTUC, Inc., Box 4009, 1511 E. 16th St., Tucson, Ariz. 85717. Phone 602-622-3344.
See affiliated AM station for additional information.
AM facilities: KTUC.

STATION'S PROGRAMMING DESCRIPTION
KFMM (FM): Religious programs and hymns; opera & classical (Sat) & news. Contact Representative for further details. Rec'd 2/5/70.

1. PERSONNEL
Station Manager—Mrs. Thelma Sees.
Program Director—Mrs. Paula Losteter.

2. REPRESENTATIVES
Mario Messina Company.
Los Angeles, San Francisco—Harlan G. Oakes, Inc.

3. FACILITIES
ERP 30,000 w.; 99.5 mc.
Operating schedule: 5-12:30 am. MST.

TIME RATES
Eff ——— Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	3.50	3.00	2.00
40 ti	3.00	2.50	1.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	28	20	16	14	12

KHOS
1963

M Jack Masla & Company, Inc.

Media Code 4 203 8100 6.00
KHOS Broadcasting, Inc., Box 5946, 8 Paseo Redondo, Tucson, Ariz. 85703. Phone 602-624-2431.

STATION'S PROGRAMMING DESCRIPTION
KHOS: Programmed for general interest.
MUSIC: C & W. 5 AIR PERSONALITIES handle all segments. MUSIC 90%: 60% current singles, 40% albums. NEWS 10%: emphasis on local voices & actualities, national & international. COMMERCIAL POLICY: 16 minutes maximum per hour. Personalities available for personal appearances, special events, remotes, etc. Contact Representative for further details. Rec'd 5/24/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bill Phalen.
Sales Manager—Chuck Stretton.
Program Director—Bob Butler.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 940 kc.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 22b, 23a, 25a, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60f, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/72—Rec'd 9/25/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
SPECIFIED TIME

	AA		A		B	
PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	9.00	7.50	8.00	6.50	5.50	4.75
250 x	8.50	7.00	7.50	6.00	5.00	4.25
500 x	8.00	6.50	7.00	5.50	4.50	3.75
750 x	7.50	6.00	6.50	5.00	4.00	3.25
1000 x	7.00	5.50	6.00	4.50	3.50	2.75

10 sec ID's: 50% of 1-min.

7. PACKAGE PLANS
SPECIFIED TIME

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	8.75	7.25	7.75	6.25	5.25	4.50
12 ti	8.50	7.00	7.50	6.00	5.00	4.25
18 ti	8.25	6.75	7.25	5.75	4.75	4.00
24 ti	8.00	6.50	7.00	5.50	4.50	3.75
30 ti	7.75	6.25	6.75	5.25	4.25	3.50
36 ti	7.50	6.00	6.50	5.00	4.00	3.25
42 ti	7.25	5.75	6.25	4.75	3.75	3.00
48 ti	7.00	5.50	6.00	4.50	3.50	2.75

10 sec ID's: 50% of 1-min.

KHYT
1957

Media Code 4 203 8175 8.00
Golden State Broadcasting Corp., 2307 E. Broadway, Tucson, Ariz. 85719. Phone 602-623-7501.

STATION'S PROGRAMMING DESCRIPTION
KHYT: Programmed for adults 18-49.
MUSIC: modern MOR blended with million sellers from past 15 years. NEWS: 60 min at 6 am, 2 5-min news breaks 7-10 am, 5 min per hour after 10 am. SPORTS: professional & college football, auto racing, professional football playoffs. Contact Representative for further details. Rec'd 11/7/74.

1. PERSONNEL
President—Robert H. Scholz.
Vice-Pres. & Gen'l Mgr.—Duncan Leith.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
500 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12c.
Basic Rates: 20b, 22a, 24b, 25c, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 50, 51b.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS and MRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 3/1/75—Rec'd 3/31/75.

7. PACKAGE PLANS

	Wkly			Annual		
BTA:	6 ti	15 ti	25 ti	250x	500x	1000x
1 min	9.00	8.00	7.00	8.75	7.75	6.75
30 sec	7.50	6.25	5.50	7.75	6.00	5.75
10 sec	4.50	4.00	3.00	4.25	3.75	3.00

NON-CANCELLABLE CONTRACT

BTA:	30 days
160/1 min or 210/30 sec	800
85/1 min or 120/30 sec	500
36/1 min or 50/30 sec	250

9. PARTICIPATING PROGRAMS

	1 min	30 sec	10 sec
Dunc & Bob 7-9 am Mon-Fri	10	8	5

KIKX
1946

NAB RAB

A John Walton Station
Subscriber to the NAB Radio Code
Media Code 4 203 8250 9.00
A John Walton Station, Box 5566, Tucson, Ariz. 85703. Phone 602-299-9711.

STATION'S PROGRAMMING DESCRIPTION
KIKX: Programmed for young adults 18-39.
MUSIC: Top 40. NEWS: drive time hourly, 12N & all night. AIR PERSONALITIES: telephone/contests & listener participation requests. Contact Representative for further details. Rec'd 8/20/73.

1. PERSONNEL
President—John Walton.
Vice-Pres. & Gen'l Mgr.—Marty Rosa.
Sales Manager—Loyal D. Clark.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 580 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21c, 22b, 23a, 24a, 25a, 26, 28a, 28c, 29b, 30, 31, 32b, 33d.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60n, 60l, 61c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 7/8/74—Rec'd 12/9/74.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	(*)	1 min	(*)	1 min	(*)
14 ti	14.00	11.20	12.00	9.60	8.00	6.40
21 ti	12.00	9.60	10.00	8.00	7.00	5.60
28+	11.00	8.80	9.00	7.20	6.00	4.80

(*) 30 sec/less.

7. PACKAGE PLANS

BULK:	AA		A		B	
PER YR:	1 min	(*)	1 min	(*)	1 min	(*)
500 x	12.00	9.60	10.00	8.00	7.00	5.60
750 x	11.00	8.80	9.00	7.20	6.00	4.80
1000+	10.00	8.00	8.00	6.40	5.00	4.00

(*) 30 sec/less.

*ROS, 6 AM-MIDNIGHT:	500x	750x	1000x
1 min	7.00	6.30	5.60
30 sec	5.60	5.10	4.50

(*) Preemptible

KOPO
1947

CBS Radio Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 203 8550 2.00
KOPO Broadcasting Co., Inc., 120 W. Broadway, Tucson, Ariz. 85701. Phone 602-882-8511.

STATION'S PROGRAMMING DESCRIPTION
KOPO: Programmed for adults 18-49.
MUSIC: modern MOR blend of pop, rock & modern country with considerable album play. NEWS: network at :60, followed by extensive state & local news. Contact Representative for further details. Rec'd 2/26/75.

1. PERSONNEL
President—Tom Chauncey.
General Manager—Jay Spurgeon.
Program Director—Joel Byars.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47b, 48, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 61c, 62b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CRS.
Affiliated with Katz Radio Network.

TIME RATES
No. 3 Eff 12/1/74—Rec'd 12/23/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun 5-6 am; Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 10 am-midnight.
B—Mon thru Sun midnight-5 am; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	12	10	8	(*)
A	9	7	5	4
B	6	5	4	3

(*) 6.50.
30 sec: 80% of 1-min. 10 sec: 70% of 1-min.

KTKT
1949

RAB

A Lotus Communications Corporation Station
Media Code 4 203 8700 3.00
Arizona Lotus Corp., Box 5585, 2020 W. Grant Rd., Tucson, Ariz. 85703. Phone 602-622-6711.

1. PERSONNEL
President—Howard Kalmenson.
Vice-Pres. & Gen'l Mgr.—Mark G. Schwartz.

2. REPRESENTATIVES
GCI Sales, Inc.
Los Angeles, San Francisco—Lotus Reps.

3. FACILITIES
10,000 w. days, 1,000 w. nights; 990 kc. Directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION 15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5.
Rate Protection: 10b.
Basic Rates: 20a, 22a.
Contracts: 40a.
Comb.: Cont. Discounts: 60f.
Cancellation: 70c, 71a, 73b.
Prod. Services: 82.
10% discount for same schedule on KRUX, Phoenix.

TIME RATES
No. 9 Eff 6/1/74—Rec'd 7/28/75.
AA—Mon thru Fri 6-10 am & 3-7 pm. Sat 9 am-4 pm.
A—Mon thru Fri 5-6 am, 10 am-3 pm & 7 pm-midnight; Sat 5-9 am & 4 pm-midnight; Sun all day.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	(*)	1 min	(*)	1 min	(*)
12 ti	22.00	17.60	18.00	14.40	11.00	8.80
18 ti	21.00	16.80	17.00	13.60	10.00	8.00
24 ti	20.00	16.00	16.00	12.80	9.00	7.20
30+	19.00	15.20	15.00	12.00	8.00	6.40

(*) 30 sec or less.
Submitted by Mark G. Schwartz.

KTUC
1926

Media Code 4 203 8850 6.00
KTUC, Inc., Box 4009, 1511 E. 16th St., Tucson, Ariz. 85717. Phone 602-622-3344.

1. PERSONNEL
General Manager—Thomas A. Maples.
Sales Manager—E. H. Kelly.

2. REPRESENTATIVES
Mario Messina Company.
Los Angeles, San Francisco—Harlan G. Oakes, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5-2 am daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KFMM (FM).
Affiliated with American Information Network.
Affiliated with MBS.

TIME RATES
Eff 1/1/75—Rec'd 2/21/75.

6. SPOT ANNOUNCEMENTS

PER WK. RDS:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	7.00	6.60	6.30	6.00	5.55
30 sec/less	6.00	5.50	5.20	4.90	4.45

Guaranteed: Extra 1.00.

10. SPECIAL FEATURES
5-min newscasts—fixed, 10.00.

KWFM (FM)
1969

NAB RAB

Media Code 4 203 8900 9.00
An Alvin L. Korngold Station, Box 13, Lawyers Title Bldg., Tucson, Ariz. 85701. Phone 602-624-5588.

STATION'S PROGRAMMING DESCRIPTION
KWFM (FM): Programmed for young adults and adults.
MUSIC: Rock, featuring album cuts of rock, progressive rock, folk, blues and jazz. COMMERCIAL POLICY: 9 minutes per hour. Contact Representative for further details. Rec'd 6/3/70.

1. PERSONNEL
Vice-President—Joe Crystall.
Sales Manager—Lee Dombrowski.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 28,500 w.; 92.9 mc. Stereo.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15%. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.

TIME RATES
Eff 7/74—Rec'd 9/16/74.
AA—1 pm-1 am.
A—6 am-1 pm.
B—1-6 am.

7. PACKAGE PLAN

	AA		A		B	
PER WK:	1 min	(*)	1 min	(*)	1 min	(*)
12 ti	14.00	10.50	12.50	9.50	6.00	4.60
18 ti	13.00	9.75	12.00	9.00	5.60	4.25
24 ti	12.00	9.00	11.00	8.25	5.20	4.00
30+	11.00	8.25	10.00	7.50	4.90	3.73

(*) 30 sec/less.

KXEW
1963

Media Code 4 203 9000 7.00
Radio Fiesta, Inc., Box 2284, 889 W. El Puente, Tucson, Ariz. 85702. Phone 602-623-3625.

STATION'S PROGRAMMING DESCRIPTION
KXEW: Programmed 100% Spanish with music directed to local Mexican population. Musical composition: 65% ranchero, 17% Mariachi, 9% bolero, 9% Tops Pops from Mexico City. NEWS: at 8 am, 12N, 5 pm & 9 pm. Contact Representative for further details. Rec'd 1/29/73.

1. PERSONNEL
General Manager—Ernesto Portillo.
Program Director—Arnuifo Palma.
Chief Engineer—Lynden E. Holsclaw.

2. REPRESENTATIVES
West Coast—Lotus Reps.
East Coast, Midwest—Caballero Spanish Media, Inc.
South—Riley Representatives.

3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7a.
Rate Protection: 10b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 24b, 24c, 26, 28b, 28c, 30, 33a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47e, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60e, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Rates include translation from English to Spanish.

TIME RATES
Eff 8/74—Rec'd 7/29/74.
AM ONLY

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	500x	1000x
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00

30 sec: 75% of 1-min.

7. PACKAGE PLANS

PER WK:	12 ti	16 ti	24 ti	30 ti	36 ti
1 min	8.00	7.50	7.00	6.50	6.00

30 sec: 75% of 1-min.
4-wk minimum contract.

AM/FM COMBINATION

(This listing continued on next page)

ARIZONA

Tucson—K X E W—Continued

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	500x	1000x
1 min	14.25	13.50	12.50	11.75	11.00	10.25	9.40
30 sec	12.50	11.75	11.00	10.50	9.75	9.00	8.50

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.50	11.75	11.00	10.25	9.50
30 sec	11.00	10.50	9.75	9.00	8.50

4-wk minimum contract.

Edited by Ernesto V. Portillo.

K X E W-FM

1971

Media Code 4 203 9001 5.00

Radio Fiesta, Inc., Box 2284, 889 E. Puente Lane, Tucson, Ariz. 85702. Phone 602-623-8625.

See affiliated AM station for additional information.

1. PERSONNEL
Sales Director—Ernesto Portillo.

2. FACILITIES
ERP 29,000 w. (horiz.). 29,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 6-1 am. MST.
Antenna ht.: 38 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Bold in combination with KXEW. See that listing for rates.

TIME RATES
Eff——————Rec'd 2/24/71.

6. SPOT ANNOUNCEMENTS

	1a	2aa	5ix	104x	260x	500x	1000x
1 min	7.65	7.23	6.80	6.38	5.95	5.53	5.10
30/20 sec	6.75	6.38	6.00	5.63	5.25	4.88	4.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.80	6.38	5.95	5.53	5.10
30/20 sec	6.00	5.63	5.25	4.88	4.50

Edited by Ernesto V. Portillo.

WICKENBURG

Maricopa County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

K S W W

1968

Subscriber to the NAB Radio Code

Media Code 4 203 9075 9.00

Wickenburg Radio Co., Inc., Box Y, Wickenburg, Ariz. 85358. Phone 602-684-2162.

STATION'S PROGRAMMING DESCRIPTION
KSWW: Programmed for community interest.

1. PERSONNEL
Manager—Jack Hughs.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0; time only, 10 days following.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Arizona Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/73—Rec'd 1/5/73.
A—Mon thru Sat 7-9 am & 4-6 pm.
B—Mon thru Sat 9 am-4 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
1 min	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	3.60	3.40	3.20	3.00	2.80	2.60
CLASS B						
1 min	3.40	3.20	3.00	2.80	2.65	2.45
30 sec	2.70	2.55	2.40	2.25	2.10	1.95

DISCOUNT
13 wk—2-1/2% 39 wk—7-1/2%
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
News at :60—5-min rate.
Headlines at :30—30 sec rate plus 30%.
Market & farm news—5-min rate.
Live sports—2x 1-min.
Live rodeos—3x 1-min.
Neighborhood line—3x 1-min.

WILLCOX

Cochise County—Map Location G-5
See SRDS consumer market map and data at beginning of the State

K H I L

1959

NAB R A B

Media Code 4 203 9150 0.00

Coppertone Communications, Inc., Box 1117, W. Patte Rd., Willcox, Ariz. 85643. Phone 602-384-4244.

STATION'S PROGRAMMING DESCRIPTION
KHIL: Programmed for adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Burkett H. Wamsley.

2. REPRESENTATIVES
Bill Dahlsten & Associates.

3. FACILITIES
5,000 w. days: 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only; payable by 10th.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
No. 1 Eff 3/31/75—Rec'd 5/20/75.
AA—6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	100x	300x
CLASS AA						
1 min	5.88	5.58	5.17	4.82	4.70	4.47
30 sec	4.11	3.82	3.64	3.52	3.35	2.94
CLASS A						
1 min	4.64	4.35	4.17	4.00	3.70	3.41
30 sec	3.29	3.00	2.70	2.41	2.11	1.94

Edited by Burkett H. Wamsley.

WILLIAMS

Coconino County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

K N Y N

1968

NAB R A B

Media Code 4 203 9225 0.00

Hancock Broadcast House, Box 66, 138 W. Bill Williams Ave., Williams, Ariz. 86046. Phone 602-635-4488.

Other office: 1901 N. Center St., Flagstaff, Ariz. 86001. Phone 602-779-2982.

1. PERSONNEL
Owner & Gen'l Mgr.—Bruce D. Owens.

2. REPRESENTATIVES
John Andy Potter Co.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: Sunrise-10 pm. MST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arizona Network.

TIME RATES
Eff ——————Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	52 ti	104 ti
1 min	3.00	2.50	2.00
30 sec	2.50	2.00	1.50

WINSLOW

Navajo County—Map Location G-4
See SRDS consumer market map and data at beginning of the State

K I N O

1962

Media Code 4 203 9300 1.00

Winslow Communications, Inc., Box K, Winslow, Ariz. 86047. Phones 602-289-3364, 3365.

1. PERSONNEL
General Manager—E. James Brady.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 2/1/74—Rec'd 8/8/74.

6. SPOT ANNOUNCEMENTS

PER WK.	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.00	2.75	2.50	2.25	2.00	1.75
30 sec	2.25	2.05	1.85	1.65	1.50	1.30

PER YR:	600+	1200+
1 min	2.20	1.70
30 sec	1.65	1.25

Less than 30 sec—1.25.
BTA 6 am-7 pm; 1/4 am drive, 1/4 pm drive, 1/2 non-drive.
Guaranteed time, extra 20%.

YUMA (2 AM; 2 FM)

Yuma County—Map Location E-4
See SRDS consumer market map and data at beginning of the State

K A L J (FM)

1970

NAB

Media Code 4 203 9400 9.00

Lan-Jol Enterprises, Box 4457, 843 Avenue B, Yuma, Ariz. 85364. Phone 602-782-4355.

1. PERSONNEL
Owners J. Pollard R. Langill.
Sales Manager—Robert H. Langill.
Traffic Manager—Patricia Garrison.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 25,000 w. (horiz.). 25,000 w. (vert.); 95.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 76 feet above average terrain.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a. 3a. 3b. 3c 4a. 4d. 5. 6b. 8.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/1/74—Rec'd 10/4/74.
A—5-10 am & 3:30-7:30 pm, guaranteed.
B—All other times guaranteed.

6. SPOT ANNOUNCEMENTS

	1000x	520x	260x	156x	52x	26x	1x
CLASS A							
1 min	4.00	4.25	4.50	5.00	5.50	6.00	6.50
30 sec	3.50	3.70	3.90	4.30	4.70	5.10	5.50
CLASS B							
1 min	3.50	4.00	4.25	4.50	4.75	5.00	5.50
30 sec	3.10	3.50	3.70	3.90	4.10	4.30	4.70
ROS/BTA							
1 min	3.40	3.65	3.85	----	----	----	----
30 sec	3.00	3.25	3.45	----	----	----	----

7. PACKAGE PLANS

PER MO:	*10 ti	20 ti	30 ti	40 ti	60 ti	90 ti
10 sec	20.00	30.00	------	------	------	------
15 sec	------	45.00	------	89.50	------	------
20 sec	------	47.50	------	92.50	139.50	207.50
30 sec	------	------	89.50	------	------	------
45 sec	------	------	105.00	------	------	------
1 min	------	------	109.50	------	------	------

(*) Per wk.

9. PARTICIPATING PROGRAMS
Dan Clancy—Mon thru Fri 6-10 am, 26-wk contract, 1 min 10.00.
Gracie's Roundtable—Mon thru Fri 8:30-9 am, 26-wk contract, 1 min 10.00.

10. SPECIAL FEATURES
Newscasts—Spot rate plus 1.00.
Fruit Frost Forecast—11/1-3/15, 45 sec, 5 per day Mon-Sun at 8:05, 9:05, 10:05, 11:05 pm, 12:05 am, per mo 325.00.
Stock Market Report—45 sec, 2 per day Mon-Fri at 10:30 am & 4 pm, per mo 160.00.
Sports Wrap-up—45 sec, Mon-Sun at 6:15 pm, per mo 115.00.
Agricultural News—45 sec, Mon-Sat at 6:30 am, per mo 125.00.
Week-end Newscasts—45 sec, 1 Sat, 1 Sun, per wk 7.50.
Customs of Christmas—10 20-sec ROS spots, 37.50.
Environmental Report—45 sec, Mon-Fri at 9:07 am, per mo 99.50.
Midnight-5 am—6 30-sec spots per hr, hr blks only, 17.40.

Edited by Joel E. Pollard.

K B L U

1940

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 203 9500 8.00

KBLU Broadcasting Co., Box 1501, 1301 S. 3rd Ave., Yuma, Ariz. 85364. Phone 602-782-3881.

STATION'S PROGRAMMING DESCRIPTION
KBLU: Programmed for adults and young adults in 18-49 age group.
MUSIC: 70% current hits, 30% past hits. AIR PERSONALITIES handle all time periods. NEWS: network news on hour; local news at :30. FARM: news & weather 4-7 am; Ag weather 9:40 am; Fruit frost Warnings (in season) 9:05 & 10:05 pm. SPORTS: live coverage of high school football, Indy 500 race. Contact Representative for further details. Rec'd 8/5/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert W. Crites.
Farm Director—Richard Van.
Sales Manager—Pat Maestro.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
1,000 w., 560 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a, 3d. 4a. 5. 6a.
Rate Protection: 10g, 11g, 12g. 13g, 14g.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 42a, 44a, 44b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60e, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 10/1/73—Rec'd 9/4/73.
AAA—Mon thru Sat 6-10 am; Mon thru Fri noon—1 pm & 4-7 pm.
AA—Mon thru Fri 10 am-noon & 1-4 pm; Sat 10 am-7 pm and Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-sign off.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
PER WK. FIXED:	12 ti	24 ti	36 ti	48 ti
PER YR. FIXED:	.....	312x	624x	936x
AAA	7.00	6.00	5.50	5.00
AA	4.60	3.90	3.60	3.30
A	3.00	2.60	2.40	2.10
30 SECONDS				
AAA	5.60	4.80	4.40	4.00
AA	3.70	3.40	2.90	2.70
A	2.40	2.10	1.90	1.70

7. PACKAGE PLANS
TAP—1/2AAA. 1/2AA—6 AM-7 PM

PER WK. EA:	12 ti	24 ti	36 ti	48 ti
1 min	5.50	4.70	4.30	3.90
30 sec	4.40	3.70	3.40	3.10
BTA—ROS—6 AM-MIDNIGHT				
1 min	4.00	3.40	3.20	3.00
30 sec	3.20	2.70	2.60	2.40

312. 624. 936 spots per yr qualify for 24, 36, 48 TAP or BTA rates.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
CLASS AAA				
1 x	60	45	30	15
52 x	50	37	25	12
CLASS AA & A				
1 x	40	30	20	10
52 x	33	25	17	8

Submitted by Bob Crites.

K J O K

1972

NAB R A B

Media Code 4 203 9601 2.00

Magnamedia, Inc., Box 228, 699 Ave. B, Yuma, Ariz. 85364. Phone 602 782-3544.

See affiliated AM station for additional information.
AM facilities: KVOY.

STATION'S PROGRAMMING DESCRIPTION
KJOK: Demographic profile 18-34.
MUSIC: 40% solid gold, 60% current contemporary. Contact Representative for further details. Rec'd 9/7/73.

3. FACILITIES
ERP 30,000 w.; 93.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 74 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 10/15/74—Rec'd 9/3/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MINUTE					
PER WK. FIXED:	18 ti	24 ti	36 ti	60 ti	90 ti
PER YR. FIXED:	234x	312x	468x	780x	1170x
AAA	7.50	7.00	6.00	5.50	5.00
AA	6.25	5.75	5.00	4.25	3.50
A	5.50	5.00	4.00	3.25	2.75
30 SECONDS					
AAA	6.00	5.60	4.80	4.40	4.00
AA	5.00	4.60	4.00	3.50	2.80
A	4.40	4.00	3.20	2.60	2.20

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PLAN I—ALL AAA					
PER WK:	18 ti	24 ti	30 ti	36 ti	90 ti
1 min	6.75	6.25	5.75	5.25	4.75
30 sec	5.40	5.00	4.60	4.20	3.80
PLAN II—1/2AAA, 1/2AA					
1 min	6.00	5.50	5.00	4.50	4.25
30 sec	4.80	4.40	4.00	3.60	3.40
PLAN III—1/3AAA, 1/3AA, 1/3A					
1 min	5.25	4.75	4.25	3.50	3.25
30 sec	4.20	3.80	3.40	2.80	2.60
PLAN IV—ALL A					
1 min	4.75	4.25	3.75	3.25	2.75
30 sec	3.80	3.40	3.00	2.60	2.20

10 sec: 50% of 1-min.
Concurrent KVOY & KJOK schedules earn frequency discount.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

K V O Y

1950

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 203 9600 4.00

Magnamedia, Inc., Box 228, 699 Ave. B, Yuma, Ariz. 85364. Phone 602-782-4321.

STATION'S PROGRAMMING DESCRIPTION
KVOY: Programmed for adults 25-49.
MUSIC: current & past MOR hits. AIR PERSONALITIES handle all time periods. NEWS: network at :60, 3 star extra 7-7:30 am, 3 star final 5-5:30 pm; all other local news at :55. SPORTS: baseball, football, world championship inner tube race & others. FARM: 6:30-6:45 am, market reports 7-7:30 am & 5-5:15 pm; other ag strips available. Contact Representative for further details. Rec'd 1/16/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jim Stowe.
Sales Manager—Ray Wanty.
Farm Director—Jerry Starr.

2. REPRESENTATIVES
PRO/Meeker Radio.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3d. 4a. 4d. 5. 6a. 7b.
Rate Protection: 10a. 11a. 12a. 13a. 14a. 15a, 16.
Basic Rates: 20a. 21a. 21c. 21d. 22a. 22b. 23b, 24b, 25a, 26. 27. 28b. 28c, 29a. 30. 32a. 33a.
Contracts: 40a. 43. 44a. 46. 47a. 48. 49. 50. 51b.
Comb.: Cont. Discounts: 60b. 60d. 60e. 60f. 60h. 60i 62b. 62d
Cancellation: 70a. 70c. 71a. 72. 73b.
Prod. Services: 80. 81. 82.
FM facilities: KJOK.
Affiliated with American Information Network.
Affiliated with The Rep Network.

TIME RATES
No. 11 Eff 10/15/74—Rec'd 9/3/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MINUTE					
PER WK. FIXED:	18 ti	24 ti	36 ti	60 ti	90 ti
PER YR. FIXED:	234x	312x	468x	780x	1170x
AAA	9.50	8.00	7.00	6.50	6.00
AA	7.25	6.75	6.00	5.25	4.50
A	6.50	6.00	5.00	4.25	3.75
30 SECONDS					
AAA	6.00	5.60	4.80	4.40	4.00
AA	5.00	4.60	4.00	3.50	2.80
A	4.40	4.00	3.20	2.60	2.20

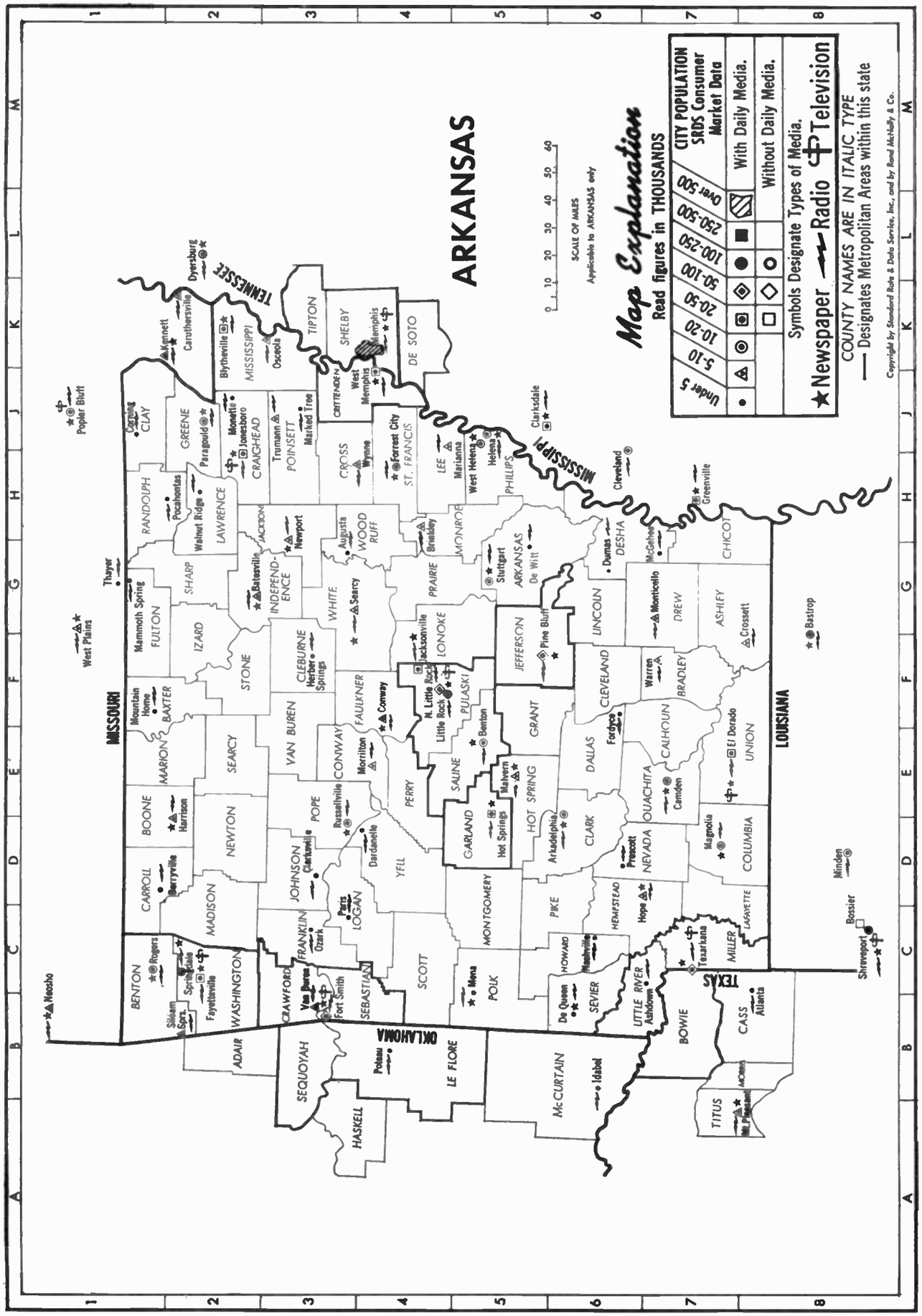
10 sec: 50% of 1-min.

7. PACKAGE PLANS

PLAN I—ALL AAA					
PER WK:	18 ti	24 ti	30 ti	36 ti	90 ti
1 min	8.75	7.25	6.75	6.25	5.75
30 sec	5.40	5.00	4.60	4.20	3.80
PLAN II—1/2AAA, 1/2AA					
1 min	7.00	6.50	6.00	5.50	5.25
30 sec	4.80	4.40	4.00	3.60	3.40
PLAN III—1/3AAA, 1/3AA, 1/3A					
1 min	6.25	5.75	5.25	4.50	4.25
30 sec	4.20	3.80	3.40	2.80	2.60
PLAN IV—ALL A					
1 min	5.75	5.25	4.75	4.25	3.75
30 sec	3.80	3.40	3.00	2.60	2.20

10 sec: 50% of 1-min.
Concurrent KVOY & KJOK schedules earn frequency discount.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Submitted by Jim Stowe.



Negro Population Data

(January 1, 1975)

STATE TOTAL	325,758
METRO AREAS	
Fayetteville-Springdale	670
Fort Smith	6,190
Hot Springs	5,261
Little Rock-North Little Rock	62,547
Pine Bluff	32,899
Texarkana	23,391
Total Metros	130,958

COUNTIES	
Crittenden	18,783
Jefferson	32,899
Mississippi	14,019
Ouachita	10,532
Phillips	19,812
Pulaski	61,670
St. Francis	11,179
Union	12,615
Total Counties	181,509

ARKANSAS

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Arkansas Radio Network

Comprised of:
Interconnected Stations

KVRC—Arkadelphia
KMLA—Ashdown
KMCW—Augusta
KTHS—Berryville
KHLS (FM)—Blytheville
KLCN—Blytheville
KBRI, KBRI-FM—Brinkley
KJWL—Camden
KLYR—Clarksville
KAGH, KAGH-FM—Crossett
KCAB—Dardanelle
KWKK—Dardanette
KDQN—DeQueen
KDEW, KDEW-FM—De Witt
KDDA—Dumas
KDMS—El Dorado
KNWA (FM)—Fayetteville
KBJT—Fordyce
KXJK—Forrest City
KFDF—Fort Smith/Van Buren
*WJPB—Greenville, Miss.
KHOZ—Harrison
KAWW—Heber Springs
KCRI—Helena
KVMR—Hope
KFIN (FM)—Jonesboro
KARN, KKYK (FM)—Little Rock
KFMV (FM)—Magnolia
KVMA—Magnolia
KBOK—Malvern
*KAMS (FM)—Mammouth Spring
KZOT—Marianna
KPCA—Marked Tree
KCGS—Marshall
KENA—Mena
KSKR (FM)—Mena
KBIB—Monette
KHBM, KHBM-FM—Monticello
KVOM—Morrilton
KTLO FM—Mountain Home
KBHC—Nashville
KNBY, KNBY-FM—Newport
KOSE—Osceola
KCCL—Paris
KCAT—Pine Bluff
KPBA—Pine Bluff
KTPA—Prescott
KAMO, KAMO-FM—Rogers
*KSIM—Sikeston, Mo.
KUOA, KUOA-FM—Siloam Springs
KWAK—Stuttgart
*KALM—Thayer, Mo.
KTMN—Trumann
KSUD—West Memphis

(*) Limited programming.

Media Code 4 204 0050 9.00
Snider Corp., 1001 Spring Street, Little Rock, Ark. 72203. Phone 501-376-9292.

STATION'S PROGRAMMING DESCRIPTION
ARKANSAS RADIO NETWORK: State news at :55 18 hours daily. Agricultural news, markets & weather broadcast 4x daily. Sports features. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
Group Vice-President—Charles G. Gardner.
Ass't to Group Vice-Pres.—Marie Underwood.
Vice-Pres. & Gen'l Sales Mgr.—Tom Longfellow.
Dir. Of Prog. & Sta. Relations—John Reeder.

2. REPRESENTATIVES
Blair Radio.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
No. 7 Eff 7/1/75—Rec'd 7/2/75.
AAA—6-10 am.
AA—10 am-3 pm & 3-7 pm.
A—7 pm-midnight.
B—ROS.

6. SPOT ANNOUNCEMENTS

FULL NETWORK

	1 ti		6 ti		12 ti	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	137	110	132	106	127	102
AA	120	100	115	96	110	92
A	75	60	70	56	65	52

B: ROS, flat 1-min 95.00; 30-sec 77.00.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%

10. SPECIAL FEATURES
AGRICULTURE NEWS—SELECTED STATIONS
Delta Farm Show—6:15-6:30 am, incl open, close & 1-min spot, 5 min sponsorship 130.00.
ANS Weather Show—6:30 am, incl 1 min spot & close, co-sponsorship 95.00.
ANS Noon Weather—12:15 pm, incl 1 min spot & close, co-sponsorship 85.00.
ANS Markets—12:30 pm, incl 30 sec spot & close, co-sponsorship 85.00.
ANS Commodity Market Reports—9:45, 10:15, 11:30 am, 2:20 & 3:30 pm, 1 min spot 70.00.
Ray Cooper outdoors—5:15 pm, incl 30-sec spot & close, co-sponsorship 70.00.

Edited by Charles G. Gardner.

(State Networks continued on page 109)

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Blytheville—Mississippi
El Dorado—Union
Fayetteville—Washington
Fort Smith—Sebastian
Hot Springs—Garland
Jacksonville—Pulaski
Jonesboro—Craighead
Little Rock—Pulaski
North Little Rock—Pulaski
Springdale—Washington
Pine Bluff—Jefferson
Texarkana—Miller
West Memphis—Crittenden

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
ARKANSAS STATE TOTALS	2,059.7	707.56	6,820,789	9,640	13.0	20.3	12.3	19.8	18.4	4,816,243	6,807	910,624	135,032	538,351	201,620	236,540	972,898	363,181	803.35	194.3	2,678,711
ARKANSAS G-5	23.9	8.22	83,062	10,105	11.9	22.2	12.3	19.2	19.2	78,593	9,561	13,894	2,103	6,542	2,785	3,861	11,011	6,480	9.44	3.1	92,915
ASHLEY G-7	25.4	8.23	73,869	8,976	11.8	19.6	12.0	20.8	16.8	51,042	6,202	12,835	2,011	5,453	1,895	3,357	9,936	4,428	8.63	.9	19,128
BAXTER F-1	21.5	8.69	62,696	7,215	19.9	24.0	10.8	14.2	10.2	41,360	4,759	7,846	970	3,261	770	3,349	7,524	3,189	9.22	1.5	7,636
BENTON C-1	59.1	21.24	200,730	9,451	13.0	22.6	14.0	21.1	17.1	107,593	5,066	22,014	3,617	14,476	3,028	4,968	18,756	8,751	25.18	9.5	177,140
BOONE D-1	20.6	7.70	76,777	9,971	12.7	20.8	12.8	18.4	18.3	58,054	7,539	9,846	1,514	6,704	2,541	4,185	10,408	4,258	8.97	4.1	19,023
BRADLEY F-7	12.5	4.43	33,352	7,529	16.5	22.8	12.6	17.2	10.9	28,387	6,408	6,888	923	2,587	1,275	572	7,322	1,689	4.39	1.1	10,950
CALHOUN F-7	5.2	1.76	14,284	8,116	13.4	22.0	12.9	18.8	10.2	5,462	3,103	1,438	195	496	179	216	293	1,123	1.64	.....	.....
CARROLL D-1	13.0	5.17	46,187	8,934	15.5	23.2	13.2	18.4	16.7	32,183	6,225	5,313	905	791	1,411	685	3,022	2,051	5.38	3.6	44,674
CHICOT H-7	18.2	5.87	42,744	7,282	17.0	18.6	8.7	12.7	12.3	42,250	7,198	6,380	1,294	1,635	1,425	922	4,720	4,535	5.28	1.3	41,261
CLARK D-6	22.1	7.26	74,052	10,200	12.5	18.5	12.2	19.9	20.1	39,728	5,472	10,553	1,584	3,265	1,764	1,796	9,251	4,454	8.37	1.2	10,097
CLAY J-1	21.0	7.82	59,787	7,645	17.0	20.4	11.8	15.2	12.3	41,574	5,316	8,321	1,100	1,423	900	2,440	6,178	4,996	7.86	6.2	41,604
CLEBURNE F-3	12.9	4.83	35,346	7,318	16.0	19.6	10.5	15.3	11.1	26,236	5,432	4,491	229	1,057	415	507	6,554	1,672	4.70	2.3	39,093
CLEVELAND F-6	6.7	2.35	16,051	6,830	17.7	23.4	12.5	14.8	8.3	3,920	1,668	1,419	88	250	41	92	261	555	2.32	.4	9,284
COLUMBIA D-7	26.2	8.87	84,895	9,571	13.0	20.3	12.3	19.1	18.1	54,798	6,178	11,959	1,473	4,026	3,771	3,361	11,891	5,055	9.48	1.3	17,696
CONWAY E-3	17.6	5.95	52,211	8,775	14.1	19.8	12.4	20.4	16.3	44,225	7,433	8,182	1,309	1,356	2,105	2,476	8,840	2,064	6.03	2.3	29,734
CRAIGHEAD J-2	58.3	19.93	215,090	10,792	11.5	19.1	12.5	20.9	21.2	129,959	6,521	24,158	4,811	16,442	6,751	5,056	28,196	9,709	23.26	6.7	50,189
Jonesboro	31.2	10.76	124,231	11,546	.....	.....	.....	.....	.....	108,903	10,121	18,744	4,579	10,830	6,315	4,573	27,200	6,764	.....	.....	.....
CRAWFORD C-3	27.8	9.45	85,472	9,045	13.3	23.7	14.2	20.6	14.7	44,877	4,749	11,090	1,554	1,892	1,721	2,035	5,783	6,499	10.72	2.1	29,009
CRITTENDEN J-3	51.2	15.15	153,339	10,121	11.8	15.5	10.1	19.9	18.8	148,691	9,815	23,237	2,719	12,795	2,272	3,381	52,083	16,697	16.85	2.2	28,589
West Memphis	28.9	8.80	106,946	12,153	.....	.....	.....	.....	.....	127,646	14,505	17,276	2,402	12,265	2,107	2,624	51,723	11,459	.....	.....	.....
CROSS H-3	20.1	6.23	66,733	10,712	11.9	16.5	11.3	21.0	22.8	42,324	6,794	8,527	1,268	3,776	1,820	942	7,784	2,617	6.71	4.0	44,224
DALLAS E-6	10.2	3.48	30,747	8,835	15.4	21.3	14.2	18.3	13.8	22,581	6,489	5,213	377	3,134	1,460	1,586	4,597	2,342	4.07	.4	4,791
DESHA H-6	18.4	5.95	55,201	9,277	14.5	19.7	10.1	15.0	17.9	54,432	9,148	9,761	1,296	5,802	1,797	1,750	13,625	2,585	5.64	1.4	45,699
DREW G-7	15.6	5.09	48,285	9,486	17.3	17.4	10.6	18.6	17.9	31,693	6,227	7,477	722	2,533	969	1,729	9,194	2,058	5.38	1.7	14,955
FAULKNER F-4	38.6	12.13	120,515	9,935	12.7	23.0	13.5	20.6	17.2	79,323	6,539	14,733	2,001	7,992	2,742	3,440	11,636	11,267	12.91	2.9	20,898
FRANKLIN C-3	12.0	4.16	33,222	7,986	15.5	23.7	12.9	17.4	12.0	18,130	4,358	3,059	763	849	354	956	3,758	1,768	4.55	1.6	25,212
FULTON G-1	8.3	3.09	19,664	6,364	16.4	22.0	10.6	12.6	8.9	12,892	4,172	2,156	790	1,214	209	874	1,188	1,386	2.75	2.5	9,614
GARLAND D-5	61.0	24.28	204,065	8,405	14.7	22.0	12.8	18.8	16.5	183,790	7,570	30,921	5,060	24,446	8,464	7,969	28,302	10,490	27.28	1.4	4,681
Hot Springs	36.6	15.39	130,493	8,479	.....	.....	.....	.....	.....	167,967	10,914	29,001	4,726	22,028	8,342	7,571	25,736	9,500	.....	.....	.....
Hot Springs Metro Area	61.0	24.28	204,065	8,405	14.7	22.0	12.8	18.8	16.5	183,790	7,570	30,921	5,060	24,446	8,464	7,969	28,302	10,490	27.28	.....	.....
GRANT F-5	10.3	3.55	35,932	10,122	12.6	20.2	14.1	24.2	18.0	13,073	3,683	3,838	154	555	75	324	2,747	1,850	4.15	.5	8,601
GREENE J-2	29.4	10.63	95,711	9,004	14.9	21.6	12.5	17.3	14.8	60,283	5,671	10,847	1,568	6,000	1,949	3,168	11,428	3,651	10.30	7.6	29,399
HEMPSTEAD C-6	19.6	7.06	63,823	9,040	15.3	20.8	11.5	17.5	18.3	47,691	6,755	9,815	1,147	2,057	2,624	2,646	12,772	4,221	7.66	2.4	90,652
HOT SPRING E-5	22.5	7.92	75,184	9,493	10.4	19.8	14.0	23.8	18.2	41,780	5,275	11,023	917	1,198	3,195	2,167	11,112	4,048	9.44	1.3	7,172
HOWARD C-6	12.1	4.31	40,499	9,397	10.5	20.0	13.5	21.3	19.0	27,333	6,342	6,291	1,118	2,947	1,863	700	3,737	1,826	4.93	2.1	51,936
INDEPENDENCE G-3	24.0	8.76	76,860	8,774	15.9	23.1	12.8	17.1	14.1	55,019	6,281	10,490	1,377	4,162	2,960	2,354	9,231	4,196	9.38	3.1	38,462
IZARD F-2	7.5	2.86	22,663	7,924	14.0	21.1	12.0	18.2	13.5	16,333	5,711	2,759	106	342	195	237	3,164	1,009	3.12	1.8	9,632
JACKSON H-3	20.1	6.98	65,108	9,328	16.5	19.9	11.4	18.6	17.7	49,446	7,084	8,673	1,656	2,695	2,287	1,944	8,924	4,567	7.35	3.0	42,907
JEFFERSON F-5†	86.4	27.81	279,220	10,040	11.2	18.8	12.0	21.3	20.8	218,041	7,840	45,690	5,917	36,244	8,855	12,584	44,715	15,742	32.81	.9	45,931
Pine Bluff	61.0	20.39	203,687	9,990	.....	.....	.....	.....	.....	211,786	10,387	42,060	5,672	33,897	8,855	12,520	43,402	15,050	.....	.....	.....
Pine Bluff Metro Area	86.4	27.81	279,220	10,040	11.2	18.8	12.0	21.3	20.8	218,041	7,840	45,690	5,917	36,244	8,855	12,584	44,715	15,742	32.81	.....	.....
JOHNSON D-3	14.3	5.35	44,486	8,315	15.9	21.5	12.0	17.7	14.1	23,928	4,473	5,669	426	1,070	965	936	6,536	2,416	5.67	1.9	21,243
LAFAYETTE D-7	10.2	3.48	25,225	7,249	13.8	19.8	12.7	16.9	11.4	14,403	4,139	3,696	442	968	626	1,833	2,491	1,366	3.22	1.0	17,659
LAWRENCE H-2	16.4	5.96	54,823	9,198	15.2	19.3	10.6	16.2	17.1	34,053	5,714	7,571	545	2,621	1,460	1,207	4,231	2,972	7.08	3.8	28,603
LEE H-4	18.1	5.35	43,139	8,063	15.3	18.1	8.8	12.0	14.1	29,122	5,443	5,408	984	2,640	712	1,112	3,765	1,944	4.22	3.9	30,613
LINCOLN G-6	12.5	3.57	32,160	9,008	15.4	18.5	10.2	15.7	15.1	14,280	4,000	3,658	287	917	135	157	2,626	1,690	3.32	2.2	32,372
LITTLE RIVER B-6	12.6	4.19	37,048	8,842	10.5	20.9	13.9	21.3	14.7	15,991	3,816	4,735	620	365	1,039	315	3,378	2,110	4.40	1.0	14,571
LOGAN C-4	17.7	6.32	51,515	8,151	15.5	22.0	13.1	17.7	11.7	36,082	5,709	7,045	967	2,425	983	2,598	10,502	2,973	6.79	3.3	34,155
LONOKE G-4	30.6	10.02	89,388	8,921	16.7	21.6	13.1	18.2	12.1	60,976	6,085	11,089	1,823	2,888	879	1,611	10,537	4,301	10.79	5.0	88,035
MADISON C-2	9.7	3.45	27,080	7,849	15.9	21.9	10.8	14.6	13.2	14,331	4,154	3,035	448	1,264	207	496	2,176	1,011	3.20	3.1	61,367
MARION E-1	7.6	2.98	22,498	7,550	16.7	20.8	11.7	16.2	11.4	6,154	2,065	1,745	177	541	84	255	265	659	2.91	2.1	8,280
MILLER C-7†	34.5	12.01	112,988	9,408	11.8	20.4	14.1	21.9	17.8	98,828	8,229	16,485	2,595	14,724	7,848	3,981	11,480	8,076	13.21	1.0	23,872
Texarkana[2]	53.6	19.74	196,990	9,979	.....	.....	.....	.....	.....	254,465	12,891	47,088	6,024	47,792	12,214	12,350	49,578	17,219	.....	.....	.....
Texarkana Metro Area	113.6	39.71	417,997	10,526	9.6	17.4	12.2	23.8	24.8	316,532	7,971	65,261	8,802	55,055	13,443	14,914	62,741	24,481	53.10	.....	.....
MISSISSIPPI K-2†	60.2	19.04	178,917	9,397	13.4	20.2	11.4	18.0	16.5	125,800	6,607	25,837	4,057	14,997	5,428	6,568	27,383	9,336	21.30	6.3	63,148
Blytheville	26.9	8.62	83,843	9,727	.....	.....	.....	.....	.....	75,882	8,803	13,374	2,311	10,411	3,865	4,500	17,146	4,909	.....	.....	.....
MONROE H-5	15.2	4.91	38,274	7,795	16.3	18.8	10.2	15.2	13.8	28,847	5,875	6,695	870	2,202	1,102	2,049	5,214	3,124	4.33	2.4	25,738
MONTGOMERY C-5	6.4	2.43	19,065	7,846	15.8	20.2	11.8	16.2	11.3	5,736	2,360	1,450	113	1,352	.....	130	297	862	2.09	1.7	15,189
NEVADA D-7	10.3	3.73	29,571	7,928	15.7	21.8	10.8	15.2	14.7	15,465	4,146	3,541	594	1,481	765	1,423	3,498	1,462	3.72	1.7	30,764
NEWTON D-2	5.5	1.91	13,245	6,935	18.2	20.3	9.5	11.6	10.3	2,404	1,259	852	62	500	.....	72	.....	373	1.69	1.8	4,193
OUACHITA E-7	31.3	10.83	91,537	8,452	13.3	20.4	12.8	19.6	14.9	61,531	5,682	14,053	1,509	5,698	3,939	3,491	13,857	5,136	12.36	.4	11,948
PERRY E-4	6.2	2.18	17,321	7,945	16.1	24.0	11.7	13.9	12.3	4,618	2,118	987	124	477	.....	137	378	730	2.36	1.7	9,566
PHILLIPS H-5	39.4	12.14	105,928	8,726	14.3	16.5	9.2	16.6	17.4	79,681	6,564	19,215	2,250	5,084	4,053	4,613	12,972	4,688	11.25	2.8	35,399
PIKE D-6	9.3	3.44	28,682	8,338	17.2	22.3	12.1	17.0	14.5	20,606	5,990	3,032	671	2,092	238	537	6,250	1,231	3.41	.8	31,917
POINSETT J-3	28.5	9.47	83,839	8,853	17.2	20.8	11.4	17.1	15.7	73,569	7,769	15,075	2,170	3,228	1,317	1,900	12,389	3,957	9.84	6.6	63,764
POLK C-5	14.0	5.27	41,196	7,817	13.4	25.8	13.2	16.2	12.3	32,118	6,094	5,499	1,133	1,873	1,105	3,111	6,159	1,963	5.42	1.9	45,369
POPE E-3	35.1	11.86	106,211	8,955	14.4	22.3	13.9	19.3	14.4	72,543	6,117	13,635	1,572	7,770	2,979	4,209	14,485	5,257	12.50	2.9	66,038
PRAIRIE G-4	10.2	3.51	29,833	8,499	16.4	22.4	11.8	15.9	13.9	22,227	6,332	4,006	479	489	334	953	4,401	2,192	3.54	2.8	62,300
PULASKI F-4†	314.3	107.85	1,312,838	12,173	9.0	16.6	11.9	24.5	29.0	941,652	8,731	152,407	28,744	139,842	49,812	51,887	214,383	58,287	151.65	1.0	20,517
Jacksonville	23.2	6.40	75,111	11,736	.....	.....	.....	.....	.....	32,763	5,119	6,995	670	3,179	842	1,199	10,868	1,996	.....	.....	.....
Little Rock	143.9	52.71	680,131	12,903	.....	.....	.....	.....	.....	622,894	11,817	94,586	19,183	125,643	41,116	42,161	131,562	36,035	.....	.....	.....
Little Rock-North Little Rock Metro Area	357.0	121.60	1,454,221	11,959	9.1	17.5	12.2	24.7	27.6	1,005,627	8,270	165,092	30,743	144,805	51,873	55,734	233,239	63,677	164.77	.....	.....
North Little Rock	61.9	21.83	264,106	12,098	.....	.....	.....	.....	.....	207,064	9,485	37,138	7,716	7,098	6,979	7,638	59,904	13,125	.....	.....	.....
RANDOLPH H-1	12.9	4.68	42,932	9,174	13.8	20.4	11.4	16.8	17.4	27,769	5,934	5,690	723	1,530	856	1,464	5,267	2,391	4.88	3.3	17,242
ST. FRANCIS H-4	30.3	9.02	84,077	9,321	12.3	17.3	11.1	17.8	16.7	66,757	7,401	15,072	1,546	3,675	2,036	3,189	10,443	7,063	10.44	4.1	29,792
SALINE E-5	42.7	13.75	141,383	10,282	10.2	22.1	15.7	26.3	17.7	63,975	4,653	12,685	1,999	4,963	2,061	3,847	18,856	5,390	13.12	1.0	4,344
SCOTT C-4	8.8	3.18	22,854	7,187	20.4	24.1	12.9	15.7	8.3	14,714	4,627	2,644	392	1,363	530	650	4,191	1,230	3.15	1.8	17,643
SEARCY E-2	7.8	2.77	20,685	7,468	21.7	24.4	10.4	11.4	10.4	10,258	3,703	3,275	408	2,104	132	363	851	570	2.55	1.7	7,557
SEBASTIAN B-4†	85.3	30.63	332,010	10,839	11.3	20.8	13.9	23.4	22.1	250,385	8,175	48,200	4,973	51,785	13,276	15,028	57,847	13,367	38.90	1.9	20,479
Fort Smith	66.2	24.07	277,229	11,518	.....	.....	.....	.....	.....	241,055	10,015	44,545	4,795	51,149	12,710	14,786	57,285	11,748	.....	.....	.....
Fort Smith Metro Area	172.4	60.58	568,251	9,380	13.0	22.2	13.3	20.6	17.5	377,575	6,233	82,611	8,843	61,234	16,674	19,291	83,683	27,769	76.40	.....	.....
SEVIER B-6	12.0	4.33	41,810	9,656	11.4	19.6	12.5	22.2	19.7	24,053	5,555	5,947	904	1,145	1,275	1,196	3,159	2,468	4.57	1.4	27,054
SHARP G-2	9.3	3.56	22,974	6,453	18.3	22.1	9.2	12.6	8.6	12,502	3,512	2,572	122	745	145	.....	2,245	1,813	4.28	1.4	6,509
STONE F-2	7.4	2.56	18,989	7,418	20.5	22.0	9.2	9.0	9.2	16,125	6,299	1,576	789	1,492	376	432	3,558	723	2.10	2.1	20,668

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.
(2) Includes portion in Bowie County, Texas.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 197- ($000)
UNION E-8	44.4	15.86	157,428	9,926	12.9	17.6	13.1	23.1	19.6	114,323	7,208	24,512	3,918	13,193	7,938	6,885	27,082	8,585	19.02	.4	8,594
El Dorado	25.7	9.53	101,034	10,602	.....	.....	.....	.....	.....	95,827	10,055	16,995	3,473	13,098	7,807	5,954	21,570	6,694	.....	.....	.....
VAN BUREN E-3	9.2	3.41	25,485	7,474	17.8	21.4	11.0	14.4	11.2	13,423	3,936	2,888	720	816	472	1,203	2,584	1,430	2.99	1.6	19,021
WASHINGTON C-2	89.0	30.54	318,186	10,419	12.1	22.0	13.2	21.0	20.8	269,304	8,818	38,225	5,959	35,502	6,026	11,020	40,916	13,537	35.46	9.5	324,337
Fayetteville	33.7	11.51	131,140	11,394	.....	.....	.....	.....	.....	142,866	12,412	18,311	3,447	26,693	3,539	7,113	25,726	6,290	.....	.....	.....
Fayetteville-Springdale Metro Area	148.1	51.78	518,916	10,022	12.4	22.5	13.5	21.0	19.2	376,897	7,279	60,239	9,576	49,978	9,054	15,988	59,672	22,288	60.64	.....	.....
WHITE G-3	44.8	15.50	137,173	8,850	14.1	20.2	12.0	19.1	16.2	97,698	6,303	19,974	2,396	9,710	2,463	5,958	21,464	7,724	16.17	8.2	66,411
WOODRUFF H-4	11.0	3.81	28,608	7,509	16.0	19.8	11.0	13.7	12.7	21,879	5,743	4,082	655	1,394	548	797	1,473	2,520	3.70	1.8	34,391
YELL D 4	15.4	5.50	46,012	8,366	14.0	22.0	14.5	18.8	11.6	25,037	4,552	5,725	1,230	1,029	609	298	3,366	2,426	5.60	2.6	65,261

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State Networks—Continued

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 204 0085 5.00

Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-5900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

ARKANSAS STATE GROUP
Comprised of:

KMCW—Augusta
KBBA—Benton
KBBI—Brinkley
KAMD—Camden
KLYR—Clarksville
KCON—Conway
KCCB—Corning
KAGH—Crossett
KELD—El Dorado
KBJT—Fordyce
KXJK—Forrest City
KFFA—Helena
KXAR—Hope
KXOW—Hot Springs
KBTM—Jonesboro
KDXE—Little Rock
KBOK—Malvern
KZOT—Marianna
KPCA—Marked Tree
KVSA—Mc Gehee
KENA—Mena
KHBM—Monticello
KVOM—Morrilton
KOSE—Osceola
KZRK—Ozark
KDRS—Paragould
KCCL—Paris
KADL—Pine Bluff
KPOC—Pocahontas
KARV—Russellville
KUOA—Siloam Springs
KBRS—Springdale
KWAK—Stuttgart
KFDF—Van Buren
KRLW—Walnut Ridge
KWRF—Warren

	1 min	30 sec
All stations	130	104

Less than full state list may be purchased.

(D)

ARKADELPHIA

Clark County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KVRC

1947

Subscriber to the NAB Radio Code
Media Code 4 204 0110 1.00
Arkadelphia Broadcasting Company, South Third St., Arkadelphia, Ark. 71923.

1. PERSONNEL
General Manager—Bill Deaton.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES 250 w., 1240 kc. Nondirectional
Operating Schedule: 6:00 a.m. to 11:00 p.m. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.

TIME RATES
Rates effective ————
Rates received January 31, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	22.50	15.00	11.00	7.50	4.00
13 times	21.35	14.25	10.50	7.10	3.80
26 times	20.20	13.50	10.00	6.70	3.60
52 times	19.00	12.75	9.50	6.20	3.40
104 times	17.90	12.00	9.00	5.90	3.20
156 times	16.75	11.25	8.50	5.50	3.00
260 times	14.50	9.75	7.50	4.70	2.60
212 times	12.30	9.00	7.00	4.30	2.40

ASHDOWN

Little River County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KMLA (FM)

1972

Subscriber to the NAB Radio Code
Media Code 4 204 0140 6.00
Ashdown Broadcasters, Inc., Box 17, Hwy. 32, W., Ashdown, Ark. 71822. Phone 501-898-2774.

1. PERSONNEL
General Manager—Steve L. Pearce.

2. REPRESENTATIVES
Southwest—Paul Miller & Company.

3. FACILITIES ERP 3,000 w.; 103.9 mc.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 201 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Arkansas Radio Network, Magic Circle Network.

TIME RATES
No. 111 Eff 10/25/74—Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

	Per wk 1 ti	5 ti	10 ti	20 ti	Per mo 100 ti
1 min	3.00	2.50	2.20	2.00	1.80
30 sec	2.25	2.00	1.75	1.60	1.40

15 sec: Flat 1.35.

7. PACKAGE PLANS

52 WK CONTRACT:	Per wk 1 ti	5 ti	10 ti	20 ti	Per mo 100 ti
1 min	2.50	2.20	2.00	1.80	1.60
30 sec	2.00	1.75	1.60	1.40	1.25

AUGUSTA

Woodruff County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KMCW

1968

Subscriber to the NAB Radio Code
Media Code 4 204 0170 5.00
Service Communications, Inc., Box Z, 118 S. Second St., Augusta, Ark. 72006. Phone 501-347-2671. Phones: Searcy 501-268-8600; Bald Knob 501-724-3542.

1. PERSONNEL
General Manager—Carlton Garner.

5. FACILITIES
250 W.; 1190 kc. Non-directional
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See Coded regulations
Affiliated with KBS.
Member: Arkansas Radio Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 3/1/74—Rec'd 2/25/74.

7. PACKAGE PLANS
ROS

1 min. flat					4.00
30 SEC:	1 ti	30 ti	40 ti	50 ti	100 ti
7 days/less	2.00	1.70	1.60	1.50	.....
30 days/less	.....	1.85	.....	.....	1.65
CONTRACT, WITHIN 12 MO:				600x	1300x
30 sec				1.70	1.40

BATESVILLE

Independence County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KBTA

1950

Subscriber to the NAB Radio Code
Media Code 4 204 0220 8.00
White River Valley Broadcasters, Inc., Box 2077, Batesville, Ark. 72501. Phones 501-793-3861, 3862.

1. PERSONNEL
General Manager—J. F. Higginbottom.

5. FACILITIES
1,000 w. days; 250 w. nights. 1340 kc. Non-directional.
Operating schedule: 5:30 a.m. to 11:00 p.m.

4. AGENCY COMMISSION
15/0 on time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 9 Eff 5/1/75—Rec'd 6/23/75.

6. SPOT ANNOUNCEMENTS

ROS:	1x	101x	315x	1000+
1 min	4.45	4.15	3.85	3.55
30 sec	2.95	2.65	2.35	2.05

10. SPECIAL FEATURES
NEWSCAST ADJACENCIES
1 min. 4.50 30 sec. 3.25
Edited by J. F. Higginbottom.

BENTON (2 AM)

Saline County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KBBA

1953

Media Code 4 204 0330 5.00
The Benton Broadcasting Company, Box 49 Hwy. I 40, 2 miles N. E. of Benton, Ark. 72015. Phone 501-778-2690.

1. PERSONNEL
Station Manager—J. Winston Riddle.

5. FACILITIES
250 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective August 1, 1953.
Card received August 9, 1953.

6. SPOT ANNOUNCEMENTS

	1 ti.	26 ti.	52 ti.	104 ti.	154 ti.	260 ti
Spots	5.00	4.50	4.00	3.50	3.00	2.50

KGKO

1968

Subscriber to the NAB Radio Code
Media Code 4 204 0440 2.00
Bridges Broadcasting Service, Box 369, Benton, Ark. 72015. Phone 501-778-8257.

STATION'S PROGRAMMING DESCRIPTION
KGKO: Programmed for adults and young adults.

1. PERSONNEL
Owner & Gen'l Mgr.—Preston Bridges.

3. FACILITIES
1,000 w.; 850 kc. Non-directional.
Operating schedule: 6:00 am to local sunset. CST.

4. AGENCY COMMISSION
15/0: bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 10/31/73.

6. SPOT ANNOUNCEMENTS
1 x, 1 min/less, flat 2.50

BERRYVILLE

Carroll County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KTHS

1958

Subscriber to the NAB Radio Code
Media Code 4 204 0550 8.00
KTHS, Inc., Box 191, Berryville, Ark. 72616. Phone 501-423-2148.

1. PERSONNEL
General Manager—Charles C. Earls.

5. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network, Brownfield Network.

TIME RATES
No. 6 Eff————Rec'd 4/30/73.

6. SPOT ANNOUNCEMENTS
10 sec. any amount 1.35

7. PACKAGE PLANS

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti	50 ti
1 min	3.00	2.85	2.75	2.70	2.60	2.45	2.25
30 sec	2.50	2.25	2.15	2.05	1.95	1.80	1.60

10. SPECIAL FEATURES
NEWS AND WEATHER

	1x	26x	52x	104x	156x	260x	312x
10 min	9.10	8.90	8.65	8.20	7.80	7.55	7.05
5 min	6.85	6.70	6.50	6.20	5.90	5.50	5.20
News—7-7:30 am 30 sec ea							2.30

All Religious programs Sun 6 am-2 pm—50% discount. Churches will be allowed 50% discount from appropriate spot rate.

BLYTHEVILLE (1 AM; 1 FM)

Mississippi County—Map Location K-2
See SRDS consumer market map and data at beginning of the State

KHLS (FM)

1948

Media Code 4 204 0575 5.00
Harold L. Sudbury, Sudbury Bldg., Main St., Blytheville, Ark. 72315. Phone 501-762-2093.
See affiliated AM station for additional information.
AM facilities: KLCN.

3. FACILITIES
ERP 50,000 w.; 96.1 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 398 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: Arkansas Radio Network.

TIME RATES
Eff 1/1/73—Rec'd 10/18/73.

6. SPOT ANNOUNCEMENTS

	1x	15x	25x	50x	100x	150x	250x
1 min	4.80	4.60	4.40	4.00	3.80	3.60	3.20
30 sec	3.80	3.65	3.50	3.15	3.00	2.85	2.50

6. PROGRAM TIME RATES

	1x	15x	25x	50x	100x	150x	250x
1/2 hr	32.00	31.20	30.40	29.60	28.00	26.40	24.80
1/4 hr	19.20	18.80	18.40	18.00	17.20	16.40	15.60
5 min	9.60	9.20	8.80	8.40	8.00	7.60	7.20

KLCN

1922

Media Code 4 204 0600 1.00
Harold L. Sudbury, Sudbury Bldg., Main St, Blytheville, Ark. 72315. Phone 501-762-2093.

1. PERSONNEL
General Manager—Harold L. Sudbury
Commercial Manager—Harold Sudbury, Jr.

5. FACILITIES
5,000 w.; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; monthly.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KHLS (FM).
Member: Arkansas Radio Network.

TIME RATES
Eff 1/1/73—Rec'd 10/18/73.
AAA—6-9 am & 11:59 am-1:01 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
AAA, 1 min 6.00 AAA, 30 sec 4.75

A:	1x	15x	25x	50x	100x	150x	250x
1 min	6.00	5.75	5.50	5.00	4.75	4.50	4.00
30 sec	4.75	4.55	4.35	3.95	3.75	3.55	3.15

8. PROGRAM TIME RATES

	1x	15x	25x	50x	100x	150x	250x
1/2 hr	40.00	39.00	38.00	37.00	35.00	33.00	31.00
1/4 hr	24.00	23.50	23.00	22.50	21.50	20.50	19.50
5 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00

BRINKLEY (1 AM; 1 FM)

Monroe County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KBRI

1959

Media Code 4 204 0770 2.00
Tri-County Broadcasting Co., Box 711, 226 W. Cedar St., Brinkley, Ark. 72021. Phone 501-734-1570.

1. PERSONNEL
Manager—W. G. Elledge.

2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KBRI-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Arkansas Radio Network, Magic Circle Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5NL Eff 4/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	624x	1248x
1 min	2.80	2.60	2.55	2.40	2.20	2.00	1.80	1.60
30 sec	2.40	2.20	2.10	1.95	1.80	1.65	1.50	1.30

KBRI-FM

1959

Media Code 4 204 0771 0.00
Tri-County Broadcasting Co., Box 711, 226 W. Cedar St., Brinkley, Ark. 72021. Phone 501-734-1570.
See affiliated AM station for additional information.

5. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 185 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KBRI.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Arkansas Radio Network, Magic Circle Network.

TIME RATES
Rates are identical to KBRI. See that listing.

ARKANSAS

CAMDEN (2 AM)

Ouachita County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KAMD
1946

Subscriber to the NAB Radio Code
Media Code 4 204 0880 9.00
Camden Radio, Inc., Box 957, Camden, Ark. 71701 Phone 501-836-5091.
Studio: 1/4 mile N. E. City Limits, Hwy. 79 N.
1. PERSONNEL
Manager—Donald Cathey.
2. FACILITIES
5,000 days, 500 w. nights; 910 kc. Directional.
Operating schedule: Unlimited. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.
TIME RATES
Rates effective February 1, 1952.
Rates received February 28, 1952.
Revisions received February 9, 1955.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	45.00	27.00	18.00	9.00	6.00	4.00
13 times	42.75	25.90	17.00	8.50	5.90	3.95
26 times	40.50	24.50	16.00	8.00	5.85	3.90
52 times	38.00	23.00	15.00	7.50	5.70	3.80
104 times	36.00	21.50	14.00	7.25	5.40	3.60
156 times	32.50	20.00	13.00	7.00	5.10	3.40
260 times	31.00	18.50	12.50	6.50	4.80	3.20
312 times	28.00	17.50	12.00	6.00	4.50	3.00

KJWH
1963

Media Code 4 204 0990 8.00
Ouachita Valley Radio Corporation, Box 606, 214 Van Buren, Camden, Ark. 71701. Phone 501-836-9393.
1. PERSONNEL
Pres., Gen'l Mgr. & Prog. Dir—A. D. Harrell.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-11:00 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.
TIME RATES
No. 4 Eff 4/1/74—Rec'd 7/1/74.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Contract (1200 per yr)	2.00	1.50
Non-contract	2.50	2.00

CLARKSVILLE (1 AM; 1 FM)

Johnson County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KLYR
1957

Subscriber to the NAB Radio Code
Media Code 4 204 1100 1.00
Roy Forrester, Box 188, Clarksville, Ark. 72830. Phone 501-754-3092.
STATION'S PROGRAMMING DESCRIPTION
KLYR: MOR, including current hits.
1. PERSONNEL
General Manager—Roy Forrester.
2. FACILITIES
500 w days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-7:45 am & noon-1 pm. For non-simulcast facilities see KLYR-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 1/2/74.
Premium—Mon thru Sat 6-8:05 am, noon-1 pm, 4:30-5:30 pm & all special programs.
Regular—All other times.
6. SPOT ANNOUNCEMENTS

	30 sec	1 min
Premium	2.20	3.30
Regular	1.75	2.20
Minimum 6 spots wkly 52 wk non-cancellable contract	1.45	1.90

Same number and same time ea wk.
7. PACKAGE PLANS

	30 sec	1 min
10 spots daily for 5 days, ROS	72.50	95.00

10. SPECIAL FEATURES
AAA News—Mon thru Sat 7:30 am, 30 sec 4.40

KLYR-FM
1974

Media Code 4 204 1181 9.00
Roy Forrester, Box 188, Clarksville, Ark. 72830. Phone 501-754-3092.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KLYR-FM: Country music, 5 min news per hr.
1. PERSONNEL
Owner & Mgr.—Roy Forrester.
3. FACILITIES
ERP 3,000 w.; 92.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 140 ft. above average terrain.
Partial simulcast operation. Operated separately 7:45 am-noon & 1-10 pm. For simulcast facilities see KLYR.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Rates are identical to KLYR. See that listing.

CONWAY (2 AM; 1 FM)

Faulkner County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KCON
1950

Subscriber to the NAB Radio Code
Media Code 4 204 1210 9.00
Conway Broadcasting Co., Box 1406, Conway, Ark. 72032. Phone 501-327-7701.
STATION'S PROGRAMMING DESCRIPTION
KCON: Programmed for adults and young adults
1. PERSONNEL
General Manager—Bill Johnson.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30 am-10:15 pm. CST
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
TIME RATES
No. 8 Eff 12/1/74—Rec'd 1/6/75.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.55	3.45	3.35	3.10	2.90	2.80	2.75	2.65
30 sec	2.90	2.80	2.60	2.50	2.30	2.20	2.15	2.05

KVEE
1961

RAB

Media Code 4 204 1320 5.00
Communications Media Corp., Box 1266, Conway, Ark. 72032. Phone 501-329-3819.
STATION'S PROGRAMMING DESCRIPTION
KVEE: C & W music.
1. PERSONNEL
Pres. & Gen'l Mgr.—Lloyd V. Stone, Jr.
3. FACILITIES
500 w. days; 1330 kc. Non-directional.
Operating schedule: 4:55 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Magic Circle Network.
Regular—All other times.
TIME RATES
Eff 3/1/74—Rec'd 5/15/74.
AA—6-8:30 am; 11:45 am-1 pm & 3:30-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
Ea	5.00	2.50	3.50	1.75

7. PACKAGE PLANS

PER WK:	30 ti	50 ti	75 ti	100 ti
30 sec	2.00	1.95	1.90	1.85

KVEE-FM
1967

RAB

Media Code 4 204 1321 3.00
Communications Media Corp., Box 1266, Conway, Ark. 72032. Phone 501-329-3819.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KVEE-FM: C & W.
3. FACILITIES
ERP 29,000 w.; 105.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 321 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates are identical to KVEE. See that listing.

CORNING

Clay County—Map Location J-1
See SRDS consumer market map and data at beginning of the State.

KCCB
1959

Subscriber to the NAB Radio Code
Media Code 4 204 1430 2.00
Clay County Broadcasting Co., W. 2nd St., Corning Ark. 72422. Ulster 7-2261.
1. PERSONNEL
Gen'l & Com'l Mgr.—Bob Cochran.
3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Farm Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 6/28/72.
9. SPOT ANNOUCEMENTS

	1x	52x	156x	312x
1 min	2.00	1.75	1.50	1.00
30/less	1.50	1.35	1.25	.60

CROSSETT (1 AM; 1 FM)

Ashley County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KAGH
1951

Media Code 4 204 1540 8.00
Ashley County Broadcasters, Inc., 900 Main St., Crossett, Ark. 71635. Phone 364-2181.
1. PERSONNEL
President—Barry Medlin.
2. REPRESENTATIVES
Memphis, Dallas, Atlanta—C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w. days, 800 kc. Non-directional.
Operating schedule: 6 am-local sunset.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KAGH-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Arkansas Radio Network.
TIME RATES
No. 9 Eff 10/1/73—Rec'd 1/7/74.
6. SPOT ANNOUNCEMENTS

YR:	1x	105x	261x	521x	781x	1041x	1301+
1 min	2.75	2.40	2.10	1.85	1.75	1.65	1.55
30 sec	2.40	2.10	1.80	1.55	1.45	1.35	1.25

KAGH-FM
1967

Media Code 4 204 1541 8.00
Ashley County Broadcasters, Inc., 900 Main St., Crossett, Ark. 71635. Phone 364-2181.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-10 pm daily except Sun. CST.
Antenna ht.: 263 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm except Sun. For simulcast facilities see KAGH.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Arkansas Radio Network.
TIME RATES
FM—70% of AM rates.

DARDANELLE (1 AM; 1 FM)

Yell County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KCAB
1964

Media Code 4 204 1650 5.00
Central Arkansas Broadcasting Co., Inc., Box 89, Dardanelle, Ark. 72834. Phone 501-229-4949.
STATION'S PROGRAMMING DESCRIPTION
KCAB: C & W. Local news & information.
1. PERSONNEL
Pres. & Gen'l Mgr.—G. Ronald Rye.
3. FACILITIES
1,000 w.; 980 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station; payable by 10th.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
FM facilities: KWKK.
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/74—Rec'd 6/26/74.
AAA—6-9 am & noon-1 pm.
AA—3-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

FIXED:	AAA	AA	A
1 min	8.00	7.00	5.00
30 sec	4.00	3.50	2.50

7. PACKAGE PLANS

PER WK, EA:	20 ti	30 ti	50 ti	75 ti	100 ti
30 sec	3.10	2.90	2.70	2.50	2.25

KWKK
1965

Media Code 4 204 1705 7.00
Central Arkansas Broadcasting Co., Inc., Drawer K, Dardanelle, Ark. 72834. Phone 501-968-4949.
See affiliated AM station for additional information.
AM facilities: KCAB.
STATION'S PROGRAMMING DESCRIPTION
KWKK: Contemporary. Local news & information.
3. FACILITIES
ERP 3,000 w.; 102.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 406 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station; payable by 10th.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
TIME RATES
Rates are identical to KCAB. See that listing.

DE QUEEN

Sevier County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KDQN
1956

Subscriber to the NAB Radio Code
Media Code 4 204 1760 2.00
Charles Mathis, Jr., Box 311, De Queen, Ark. 71832. Phone 501-584-2446.
1. PERSONNEL
Owner/Manager—Charles Mathis, Jr.
3. FACILITIES
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective ————.
Rates received April 22, 1965.
6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	3.40	156 ti	2.50
26 ti	3.25	260 ti	2.20
52 ti	3.00	312 ti	2.10
104 ti	2.90		

DE WITT (1 AM; 1 FM)

Arkansas County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KDEW — KDEW-FM
1968 — 1970

Media Code 4 204 1800 6.00
DeWitt Broadcasting Co., Inc., Box 326 Highway 152-A, De Witt, Ark. 72042. Phone 501-946-1470.
1. PERSONNEL
Pres. & Gen'l Mgr.—Edward Moory.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
500 w. days; 1470 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 145 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15% time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/72—Rec'd 9/20/72.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x	1200x
1 min	2.70	2.60	2.35	2.18	1.95	1.77
30 sec	2.47	2.35	2.18	2.00	1.71	1.53

10. SPECIAL FEATURES

NEWS:	1x	52x	156x	300+
6 min	6.00	5.00	3.50	3.00

DUMAS

Desha County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KDDA
1966

RAB

Media Code 4 204 1870 9.00
Alan W. Eastham, Mrs. T. W. Eastham, Thomas O. Graves dba KDDA, Box 720, Dumas, Ark. 71639. Phone 501-382-5606.
1. PERSONNEL
General Manager—Alan W. Eastham.
3. FACILITIES
500 w.; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 9/1/74—Rec'd 10/29/74.
AA—6:30-8:30 am, noon-1:00 pm & 3:30-5:30 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	AA	A
30 sec	2.00	1.50
1 min	3.00	2.00

7. PACKAGE PLANS

PER WK, EA:	25 ti	50 ti	75 ti	100 ti
30 sec	1.90	1.80	1.70	1.60
1 min	2.80	2.60	2.40	2.20

10. SPECIAL FEATURES

	AA	A
5 min news, per mo	75.00	60.00
3 min news, per mo	50.00	50.00

Weather checks, per unit & 20-sec spot 1.50.

EL DORADO (2 AM; 2 FM)

Union County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KDMS
1948

RAB

Subscriber to the NAB Radio Code
Media Code 4 204 1980 6.00
El Dorado Broadcasting Co., 1904 W. Hillsboro, El Dorado, Ark. 71730. Phone 501-863-5121
STATION'S PROGRAMMING DESCRIPTION
KDMS: Programmed for general interest. Emphasis on news. National network at :55 7X daily. State network at :55 5X daily. National headlines at :60. 10 min local at 7 am, noon, 5 pm. Noon and pm stock report direct from broker. Full time news director, 7 staff cars 2-way equipped. Party line:

(This listing continued on next page)

views, gripes, trades, hints, etc. 9-9:55 am M-F. Forum: discussion of current events and problems with on air listener participation 8-8:55 am M-F. MUSIC: current hits and album selections; 20% oldies from past current hits. AIR PERSONALITIES handle all segments. SUN: am religious programs. Rec'd 2/7/74.

1. PERSONNEL
President—J. A. (Sonny) West.
Vice-Pres. & Gen'l Mgr.—Paul Meacham.
Assistant General Manager—Bob Parks.
2. FACILITIES
5,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b
Basic Rates: 20a, 21d, 22b, 23a, 25a, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: KRIL (FM).
Affiliated with American Contemporary Network.
Member: Arkansas Radio Network.

TIME RATES
Eff ——— Rec'd 8/29/74.
Premium—Mon thru Fri 6:30-10 am, 11:54 am-1 pm & 3:30-5:30 pm; Sat 6:30-8 am.
Regular—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
Premium	7.65	5.00	Regular	6.50	4.10

7. PACKAGE PLANS
50% PREMIUM, 50% REGULAR: 1 min 30 sec
10 per day/30 per wk, ea. 6.75 4.40
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
6 am-8 pm	67.50	45.25	27.50	21.75	13.50
8 pm-6 am	47.00	31.75	18.75	15.00	9.50

DISCOUNT
26x—5% 52x—10%

KELD
1955

Subscriber to the NAB Radio Code
Media Code 4 204 2690 3.00
Noalmark Broadcasting Corp., 210 N. Washington, El Dorado, Ark. 71730. Phone 501-863-6126.

STATION'S PROGRAMMING DESCRIPTION
KELD: Programmed for general interest.
MUSIC: general popular; standards, showtunes, film, music & MOR. NEWS: 10 min at :60 local & state at :05; 6 man news department; 2 mobile units. Monitors on police & fire receivers. AP, ESSA Weather Wire. AIR PERSONALITIES handle all segments. SPORTS: major league baseball, high school & U football & basketball. Contact Representative for further details. Rec'd 2/4/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jerome Orr.
Assistant Manager—Sarah Durrett.
2. REPRESENTATIVES
South, Southeast, Southwest—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 28a, 29a, 32b.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KEZU.
Affiliated with KBS and NBC.

TIME RATES
No. 14 Eff 6/1/74—Rec'd 5/15/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	5.35	5.15	4.90	4.55	4.05	3.60
30 sec	3.60	3.45	3.25	3.05	2.95	2.70

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
1 hr	53.95	51.35	48.75	45.85	43.25	40.65
1/2 hr	36.10	34.15	32.50	30.55	28.95	27.00
1/4 hr	21.80	20.50	19.50	18.20	17.25	16.25
10 min	15.30	14.65	13.65	13.00	12.35	11.70
5 min	10.10	9.45	9.10	8.45	7.80	7.15

KEZU
1963

Subscriber to the NAB Radio Code
Media Code 4 204 2145 5.00
Noalmark Broadcasting Corp., 210 N. Washington, El Dorado, Ark. 71730. Phone 501-863-6126.
See affiliated AM station for additional information
AM facilities: KELD.

STATION'S PROGRAMMING DESCRIPTION
KEZU: Programmed for general audiences.
MUSIC 80%: standards, general popular. NEWS & weather 20%: network news every hr. 4 breaks per hr. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
Station Manager—Jerome Orr.
Program Director—Mike Langley.
3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 1 Eff ——— Rec'd 1/6/75.

6. SPOT ANNOUNCEMENTS
1 min 5.35 30 sec 3.60
7. PACKAGE PLANS

	26x	52x	156x	260+
1 min	5.15	4.90	4.55	4.05
30 sec	3.45	3.25	3.05	2.95

CONTRACT DISCOUNT
52 wk—10%. Minimum 6 30-sec or 5 1-min spots per wk.

KRIL (FM)
1963

Subscriber to the NAB Radio Code
Media Code 4 204 2200 6.00
El Dorado Broadcasting Co. Inc., 1904 W. Hillsboro, El Dorado, Ark. 71730. Phone 501-863-5121.
See affiliated AM station for additional information.
AM facilities: KDMS.

STATION'S PROGRAMMING DESCRIPTION
KRIL (FM): MUSIC: country. NEWS: network at :15, local at 7, 8 am, noon, 2:55, 5, 9:55 & 10:55 pm. Rec'd 8/29/74.

3. FACILITIES
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 6 am-11 pm, CST.
Antenna ht.: 330 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Eff ——— Rec'd 11/9/73.
A—Mon thru Sun 6-11 pm; Sun 8 am-noon.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A	B
1 min	3.80	3.20
30 sec	2.40	2.10

FAYETTEVILLE (2 AM; 2 FM)

Washington County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KFAY
1957

Subscriber to the NAB Radio Code
Media Code 4 204 2420 2.00
Big Chief Broadcasting Co. of Fayetteville, Box 1121, Fayetteville, Ark. 72701. Phone 501-442-9859.

STATION'S PROGRAMMING DESCRIPTION
KFAY: Programmed for adults and general interest.
MUSIC: 100% modern country. NEWS: 5 min at :60; UPI, 2 mobile & 2 portable units for local news; headlines at :30; weather every 15 min. Interviews, discussions, debates. FARM: 6:30 am M-Sat. SPORTS: reports. Interviews, university football. Contact Representative for further details. Rec'd 3/26/71.

1. PERSONNEL
President—Jack Beasley.
Station Manager—Pat Demares.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%; time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 29a.
Contracts: 40a, 42a, 44a, 44b, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60c, 60e, 62b.
Cancellation: 70a, 70c, 71a, 73a 73b.
Member: Magic Circle Network.

TIME RATES
Eff 7/1/69—Rec'd 5/26/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 MINUTE						
1 wk	5.50	5.30	5.10	4.90	4.70	4.50
13 wk	5.00	4.80	4.60	4.50	4.30	4.10
26 wk	4.50	4.30	4.10	3.90	3.70	3.60
52 wk	4.00	3.80	3.60	3.40	3.20	3.00
30 SECONDS						
1 wk	4.40	4.25	4.10	3.95	3.80	3.65
13 wk	4.10	3.95	3.80	3.65	3.50	3.35
26 wk	3.70	3.55	3.40	3.25	3.10	2.95
52 wk	3.30	3.15	3.00	2.85	2.70	2.55

KHOG
1946

Media Code 4 204 2530 6.00
Broadcasting Associates Inc., Box 550, 103 W. Mountain, Fayetteville, Ark. 72701. Phone 501-442-2222.

1. PERSONNEL
General Manager—Ed Gideon.
2. REPRESENTATIVES
The Devney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset daily.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
	1 min				30 sec			
6 ti	5.75	4.60	4.35	3.90	4.60	3.70	3.50	3.10
12 ti	5.50	4.35	3.90	3.45	4.40	3.50	3.10	2.75
18 ti	5.30	4.15	3.70	3.20	4.25	3.30	2.95	2.65
24 ti	5.05	3.90	3.45	3.00	4.05	3.10	2.75	2.40
48 ti	4.85	3.45	3.00	2.75	3.90	2.75	2.40	2.20

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x
5 min	9.20	8.30	7.80	7.35	6.90	6.45

KKEG (FM)
1964

Subscriber to the NAB Radio Code
Media Code 4 204 2560 5.00
Little Chief Broadcasting Co. of Fayetteville, Inc., Box 878, Fayetteville, Ark. 72701. Phone 501-521-5534.

STATION'S PROGRAMMING DESCRIPTION
KKEG (FM): Programmed for young adults 18-35. MUSIC: current album cuts & singles; top 40 oriented daytimes, progressive rock nights. AIR PERSONALITIES handle all segments. NEWS: twice hourly handled by local news department & network. Contact Representative for further details. Rec'd 5/14/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Fred Baker.
Sales Manager—Dan Dantzler.
Program Director—Randy Ketcher.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 212 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 9 Eff 5/1/75—Rec'd 5/27/75.

7. PACKAGE PLANS

PER MO, EA:	25 ti	50 ti	100 ti	150 ti	200 ti
30 sec	3.00	2.70	2.20	2.00	1.80
1 min	4.00	3.60	3.00	3.60	2.30
PER YR, EA:	500x	1000x	1200x	2000x	3000x
30 sec	2.50	2.20	2.00	1.80	1.60
1 min	3.50	3.20	2.90	2.40	2.00

10 min: 50% of 1-min.
Specified, extra .50.
Edited by Fred Baker.

KNWA (FM)
1966

Media Code 4 204 2590 2.00
Kessler Mt. Broadcasting Corp., Box 1192, Fayetteville, Ark. 72701. Phone 501-442-4215.

1. PERSONNEL
Station Manager—E. H. Froning.
Chief Engineer—Harold Lindsey.
3. FACILITIES
ERP 800 w. (horiz.), 790 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 512 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; before 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4c, 5, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a, 33d.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 71a.
Prod. Services: 81, 82.
Member: Arkansas Radio Network.

TIME RATES
Eff 11/15/66—Rec'd 3/25/69.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	48 ti
1 MINUTE					
1 wk	5.00	4.80	4.60	4.40	4.20
13 wk	4.00	3.80	3.60	3.40	3.00
26 wk	3.80	3.40	3.20	3.00	2.60
52 wk	3.40	3.00	2.80	2.60	2.40
30 SECONDS					
1 wk	3.75	3.60	3.45	3.30	3.15
13 wk	3.00	2.85	2.70	2.55	2.25
26 wk	2.85	2.55	2.40	2.25	1.95
52 wk	2.55	2.25	2.10	1.95	1.80

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x
1 hr	40.00	36.00	34.00	32.00	30.00	28.00
1/2 hr	24.00	21.60	20.40	19.20	18.00	16.80
1/4 hr	16.00	14.40	13.60	12.80	12.00	11.20
5 min	8.00	7.20	6.80	6.40	6.00	5.60

FORDYCE

Dallas County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KBJT
1959

Subscriber to the NAB Radio Code
Media Code 4 204 2640 5.00
KBJT, Inc., Box 659, Fordyce, Ark. 71742. Phone 501-352-2170.

1. PERSONNEL
General Manager—Jay Bagwell.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
250 w. days; 1570 kc. Non-directional
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
15% on time and talent.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Arkansas Radio Network.

TIME RATES
Eff 11/1/72—Rec'd 11/16/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	364x
1 min	3.00	2.70	2.55	2.45	2.15	2.10	2.00
30 sec	2.50	2.30	2.20	2.10	1.90	1.80	1.70

FORREST CITY (1 AM; 1 FM)

St. Francis County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KBFC (FM)
1960

Subscriber to the NAB Radio Code
Media Code 4 204 2675 1.00
Forrest City Broadcasting Co., Drawer 707, Forrest City, Ark. 72335. Phone 501-633-1252.
See affiliated AM station for additional information.
AM facilities: KXJK.

STATION'S PROGRAMMING DESCRIPTION
KBFC (FM): MUSIC: country & western.

3. FACILITIES ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
None; agencies add commissions to rates shown.

TIME RATES
Rates are identical to KXJK. See that listing.

KXJK
1949

Subscriber to the NAB Radio Code
Media Code 4 204 2750 2.00
Forrest City Broadcasting Co., Box 707, Forrest City, Ark. 72335. Phone 501-633-1252.

STATION'S PROGRAMMING DESCRIPTION
KXJK: General interest programming.

1. PERSONNEL
General Manager—William Fogg.
2. REPRESENTATIVES
The Devney Organization, Inc.
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-7 pm. CST.
4. AGENCY COMMISSION
None; agencies add commissions to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KBFC (FM).
Affiliated with KBS.
Member: Arkansas Radio Network.

TIME RATES
No. 7 Eff 10/1/74—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

	5x	26x	104x	260x	312x	520x	1000x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.25
20 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

Prime time: 6-9 am & noon-2 pm, 1-min extra 1.00; 30-sec, extra .75; 20-sec extra .50.

FORT SMITH (5 AM; 3 FM)
(including Van Buren)

Fort Smith, Sebastian County—Map Location B-4
Van Buren, Crawford County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KFDF
1958
VAN BUREN

Media Code 4 204 2860 9.00
George V. Domerese, Box 550, Van Buren, Ark. 72956.
Office and Studios: 711-1/2 Main, Van Buren, Ark. 72956.

1. PERSONNEL
Owner & Gen'l Mgr.—George V. Domerese.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
4. AGENCY COMMISSION
15/0; 15 days.
5. GENERAL ADVERTISING See coded regulations.
General: 4b, 4d.
Basic Rates: 29a.
Contracts: 50.
Comb.; Cont. Discounts: 60a.
Member: Arkansas Radio Network.

TIME RATES
Rates effective February 15, 1960.
Rates received February 25, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	42.00	26.60	16.80	12.60	8.40	3.50
13 times	39.00	25.20	15.90	11.90	7.95	3.20
26 times	37.80	22.80	15.10	11.20	7.55	2.80
52 times	35.00	22.40	14.25	10.65	7.00	2.10
104 times	33.60	21.00	13.45	10.00	6.60	1.95
208 times	31.50	19.95	12.60	9.45	6.20	1.75
312 times	28.00	18.20	10.00	8.65	5.40	1.55

7. PACKAGE PLANS
SATURATION DISCOUNTS
10 times per week, from earned frequency 10%
15 times per week, from earned frequency 15%
20 times per week, from earned frequency 20%
25 times per week, from earned frequency 25%
30 times per week, from earned frequency 30%
10. SPECIAL FEATURES
News, 1/4 hour and 5 minute rates apply.

KFPW
1930
FORT SMITH

Media Code 4 204 2970 6.00
KFPW Broadcasting Co., Box 4150, 2415 N. Albert Pike Rd., Fort Smith, Ark. 72901. Phone 501-783-4105.

(This listing continued on next page)

ARKANSAS

Fort Smith—K F P W—Continued

STATION'S PROGRAMMING DESCRIPTION

KFPW: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 10 or 15 min on hour. Local news follows network reports at 10 past hour except for 15 min locally produced newscasts at 7 am, 8 am, noon, 6 pm & 10 pm. MUSIC: middle-of-the-road. Guest discussions daily at 12:15 pm. SPORTS: college and high school football and basketball. News 20%, music 55%, sports and public affairs features 25%. Contact Representative for further details. Rec'd 6/25/75.

1. PERSONNEL
Owner—George T. Hernreich.
Manager—John Whitt.
Program Director—Jerry Davis.

2. REPRESENTATIVES
Meeker Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection. 10c, 11c, 12c, 13c, 14c, 15a, 15b
Basic Rates: 21a, 23a, 24c, 25a, 28c, 29a.
Contracts: 40a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62a.
Cancellation: 70c, 71a.
Prod. Services: 82.
Affiliated with CBS.

TIME RATES

Eff 12/1/72—Rec'd 9/25/72.

6. SPOT ANNOUNCEMENTS
A—Mon thru Sat 6-9 am & 4-7 pm.
B—All other times.

1 MIN:	1x	26x	52x	156x	260x	520x
A	7.50	7.00	6.50	6.00	5.50	5.00
B	5.50	5.00	4.50	4.00	3.50	3.00
20/30 SEC:						
A	6.00	5.50	5.00	4.50	4.00	4.00
B	4.75	4.50	4.25	4.00	3.75	3.50

7. PACKAGE PLANS

PER WK, ROS:	1 ti	5 ti	10 ti	20 ti	30 ti
1 min	6.00	5.80	5.60	5.40	5.20
30 sec	4.50	4.30	4.10	3.90	3.70

8. PROGRAM TIME RATES

	1x	52x	156x	260x	312x
1 hr	55	50	45	40	35

1/2 hr: 60% of hour. 10 min: 33-1/3% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.
Edited by John Whitt.

KFSA
1947
FORT SMITH

A Donrey Media Group Station
Subscriber to the NAB Radio Code
Media Code 4 204 3080 3.00
Fort Smith Broadcasting Co., Box 488, 1016 Rogers Ave., Fort Smith, Ark. 72901. Phone 501-782-9125.

STATION'S PROGRAMMING DESCRIPTION

KFSA: Programmed for general adult interest.
MUSIC: Modern MOR. NEWS: network news 5 min on hour. Local, regional news follows network news, 5 min except 7 am, 8 am, noon & 6 pm. 10 min local, regional news follows network 7 am, 6 am & 6 pm. 10 min local, regional news follows 15 min network news at noon. All local, regional news is originated from local news department. SPORTS: college and high school football and basketball play-by-play. Contact Representative for further details. Rec'd 8/3/72.

1. PERSONNEL
General Manager—George W. Glover.
Program Director—Jim Carter.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 950 kc.
Directional—night only.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Contracts: 40a.
Comb.; Cont. Discounts: 60j.
Affiliated with American Information Network.

TIME RATES

No. 6 Eff 10/1/68—Rec'd 10/11/68.
AA—Mon thru Sat 7-9 am, 3-6 pm.
A—All other times.

7. PACKAGE PLANS
(Must be used within 7 consecutive days)

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	8	7	6	5
A	7	6	5	4

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEKS DISCOUNTS
13 wk: 12 ti rate. 52 wk: 24 ti rate
26 wk: 18 ti rate.

KISR
1971
FORT SMITH

Media Code 4 204 3200 7.00
Megamedia, Box 3100, Fort Smith, Ark. 72901. Phone 501-785-2526.

STATION'S PROGRAMMING DESCRIPTION

KISR: Contemporary-progressive, programmed for broad appeal, targeted mainly at adults 18-34. MUSIC: contemporary hits, album cuts & past hits, programmed in advance by program director. NEWS: network news. Local news emphasizes human interest. 2 mobile units. News average 8x per hr. COMMERCIAL POLICY: maximum 10 minutes per hour, maximum 3-4 commercial clusters per hour. No commercials or programs over 60 secs. accepted. Rec'd 12/12/74.

1. PERSONNEL
Presidents—Fred & Bernie Baker.
Manager—Rick Pope.
Program Director—Bill Struck.

3. FACILITIES
ERP 50,000 w.; 93.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.:——ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable on receipt.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 24c, 25a, 28b, 30.
Contracts: 40a, 41, 42d, 45, 46, 48, 49, 51b.
Comb.; Cont. Discounts: 60c, 61c, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with American FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 12/12/74.

6. SPOT ANNOUNCEMENTS

PER WK:	14 ti	21 ti	35 ti	49 ti	70 ti	98 ti
30 sec	3.00	2.80	2.60	2.40	2.20	2.00
1 min	3.50	3.30	3.10	2.90	2.70	2.50
PER MO:	**50 ti**	**100 ti**	**150 ti**	**200 ti**	**250 ti**	**300 ti**
30 sec	2.70	2.50	2.30	2.10	1.90	1.70
1 min	3.20	3.00	2.80	2.60	2.40	2.20
PER YR:	**365x**	**600x**	**1000x**	**1200x**	**1600x**	**2000x**
30 sec	2.60	2.40	2.20	2.00	1.80	1.60
1 min	3.10	2.90	2.70	2.50	2.30	2.10

Guaranteed times: Extra 20%.
Quantities between those given above charged rate of lower quantity.

KMAG (FM)
1964
FORT SMITH

Media Code 4 204 3250 2.00
The Valley Corp., Box 143, N. 5th & Garrison Ave., Fort Smith, Ark. 72901. Phone 501-782-8888.
See affiliated AM station for additional information.
AM facilities: KWHN.

STATION'S PROGRAMMING DESCRIPTION

KMAG (FM): Programmed for adults.
MUSIC: adult popular, primarily MOR with 54 min. of music per hr. NEWS & SPORTS same as KWHN, see that listing. COMMERCIAL POLICY: limited to 6 minutes per hour. Contact Representative for further details. Rec'd 7/18/73.

2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast—David Carpenter Company.
Southwest—Mario Messina Company.

3. FACILITIES
ERP 100,000 W.; 99.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 2,300 ft. above average terrain.
Partial simulcast operation. Operated separately except for news and sports. For simulcast facilities see KWHN.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES

Eff———Rec'd 4/26/74.

6. SPOT ANNOUNCEMENTS
1 min 6.00 30 sec 4.80

KTCS
1956
FORT SMITH

Media Code 4 204 3300 5.00
Big Chief Broadcasting Co., Box 1017, Holiday Inn South, 2301 Towson Ave., Fort Smith, Ark. 72901. Phone 501-785-2550.

STATION'S PROGRAMMING DESCRIPTION

KTCS: Country Music format. Contact Representative for further details. Rec'd 6/7/72.

1. PERSONNEL
General Manager—Bill Harper.

2. REPRESENTATIVES
Texas—Riley Representatives.

3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KTCS-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Contracts: 40a.
Comb.; Cont. Discounts: 60j.
Continuing discount allowed when schedule is interrupted.

TIME RATES

Eff 9/1/66—Rec'd 8/8/66.
AA—Mon thru Sat 6-9 am; 4-7 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	8.00	7.50	7.00	6.50	6.00
30/20 sec	7.00	6.50	6.00	5.50	5.00
CLASS A					
1 min	7.00	6.50	6.00	5.50	5.00
30/20 sec	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hr	20.00	19 00	18 00	17.00	16.00	15.00	14.00
10 min	15.00	14.25	13.50	12.75	12.00	11.25	10.50
5 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00

KTCS-FM
1964
FORT SMITH

Media Code 4 204 3301 8.00
Little Chief Broadcasting Co., Box 1017, Holiday Inn South, 2301 Towson Ave., Fort Smith, Ark. 72901. Phone 501-785-2559.
See affiliated AM station for additional information.

3. FACILITIES
ERP 33,000 w.; 99.9 mc
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KTCS.

TIME RATES

Rates are identical to KTCS. See that listing.

KWHN
1947
FORT SMITH

Media Code 4 204 3410 2.00
The Valley Corp., Box 143, N. 5th & Garrison Ave., Fort Smith, Ark. 72901. Phone 501-782-8888.

STATION'S PROGRAMMING DESCRIPTION

KWHN: Programmed for young adults and adults.
MUSIC: modern. AIR PERSONALITIES handle all segments. Farm, market, weather, news and sports. NEWS: on hour and at :25; 75% local; 25% national. SPORTS: pro baseball, college football, high school football and basketball. Music 75%, news 15%, sports 10%. Contact Representative for further details. Rec'd 2/25/71.

1. PERSONNEL
Pres. & Owner—Horace C. Boren.
Manager—Glenn A. O'Neal.

2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast—David Carpenter Company.
Southwest—Mario Messina Company.

3. FACILITIES
5,000 w.; 1320 kc. Directional—night only.
Operating schedule: 5:30 am-midnight. CST.
Partial simulcast operation. Simulcast during news and sports only. For non-simulcast facilities see KMAG (FM).

4. AGENCY COMMISSION
15/0 on net time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 73a.
FM facilities: KMAG (FM).
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.

TIME RATES

Eff 7/1/70—Rec'd 6/22/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	12.00	11.40	11.10	10.80	10.20	9.60	9.00
30 sec	8.65	8.20	8.00	7.80	7.35	6.95	6.55

7. PACKAGE PLANS

SATURATION PACKAGES

	—1 min/30 sec—			—10 sec—		
PER WK:	10 ti	15 ti	20 ti	10 ti	20 ti	30 ti
Ea.	10.80	10.20	9.60	3.50	2.75	2.50

8. PROGRAM TIME RATES

	1x	26x	52x	260x	312x
1/2 hr	48.00	45.60	44.40	38.40	36.00
1/4 hr	32.00	30.40	29.60	25.60	24.00
5 min	17.35	16.50	15.60	13.60	12.85

HARRISON (1 AM; 1 FM)

Boone County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KHOZ
1946

Subscriber to the NAB Radio Code
Media Code 4 204 3520 8.00
Harrison Broadcasting Corp., Box 670, 120 E. Rush St., Harrison, Ark. 72601. Phone 501-365-2301.

STATION'S PROGRAMMING DESCRIPTION

KHOZ: Programmed for general interest.

1. PERSONNEL
General Manager—W. J. Wheeler.

2. REPRESENTATIVES David Carpenter Company.

3. FACILITIES
1,000 w.; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: 10 days

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Magic Circle Network, Arkansas Radio Network.

TIME RATES

Eff——— Rec'd 8/28/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	31 ti	61 ti	100+
1 min	4.50	3.75	3.40	3.00
30 sec	3.00	2.50	2.25	2.00

KHOZ-FM
1963

Subscriber to the NAB Radio Code
Media Code 4 204 3521 6.00
Harrison Broadcasting Corp., Box 670, 120 E. Rush St., Harrison Ark. 72601. Phone 501-365-2301.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

KHOZ-FM: Contemporary.

3. FACILITIES
ERP 12,500 w.; 102.9 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 635 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES

Eff——— Rec'd 8/28/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	31+
1 min	3.75	2.75
30 sec	2.50	1.75

HEBER SPRINGS

Cleburne County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KAWW
1967

Media Code 4 204 3575 2.00
Newport Broadcasting Co., 422 W. Main St., Heber Springs, Ark. 72543. Phone 501-362-8106.

1. PERSONNEL
General Manager—Samuel E. English.

3. FACILITIES
1,000 w.; 1370 kc. Non-directional.
500 w. pre sunrise.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.

TIME RATES

No 1 Eff 1/1/68—Rec'd 3/27/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	100x	200x	300x
1 min	3.00	2.70	2.40	2.25	2.10	2.00
30 sec	2.40	2.15	1.95	1.80	1.65	1.55

15 sec (5 or more x) 1.20

HELENA (1 AM; 1 FM)

Phillips County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KCRI (FM)
1971

Media Code 4 204 3602 4.00
Radio Helena, Inc., Box 506, Helena, Ark. 72342. Phone 501-338-8331.

STATION'S PROGRAMMING DESCRIPTION

KCRI (FM): Programmed to contemporary Country-Western audience.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lester C. Ward.

3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 257 ft. above average terrain.

4. AGENCY COMMISSION
15/0: 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Arkansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 2/28/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	364x
1 min	6.00	5.75	5.25	5.00
30 sec	4.00	3.75	3.25	3.00

KFFA
1941

Subscriber to the NAB Radio Code
Media Code 4 204 3630 5.00
Helena Broadcasting Co., 5th Floor, Helena National Bank Bldg., Helena, Ark. 72342. 501-338-8361.

1. PERSONNEL
Manager—Sam W. Anderson.

2. REPRESENTATIVES
George T. Hopewell, Inc.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w., 1360 kc. Directional—night only.
Operating schedule: 5:00 a.m. to midnight. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: National AgiRadio Groups, Inc., Farm Radio Network.

TIME RATES

No. 7 Eff 3/1/73—Rec'd 3/5/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	364x
1 min	6.00	5.75	5.25	5.00
30 sec	4.00	3.75	3.25	3.00

HOPE

Hempstead County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KXAR
1947

Subscriber to the NAB Radio Code
Media Code 4 204 3740 2.00
Hope Broadcasting Co., Box K, Hope, Ark. 71801. Phone 501-777-3601.

STATION'S PROGRAMMING DESCRIPTION

KXAR: Adults standards AM, country PM, top 40 7-11 pm.

1. PERSONNEL
General Manager—Haskell Jones.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Southwest—Clyde Melville Company.
Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Arkansas Radio Network, Farm Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 7/22/74.

6. SPOT ANNOUNCEMENTS

PER MO. EA:	1 ti	51+
1 min	2.40	2.00
30 sec	1.75	1.65

Specified time: 6-9 am, per spot extra 21%.
Special rates: 6-11 pm, 1 min 1.75; 30 sec 1.25.

HOT SPRINGS (3 AM; 3 FM)

Garland County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBHS
1953

Media Code 4 204 3850 9.00
KBHS Broadcasting Co., Inc., 118 3rd St., Hot Springs, Ark. 71901. Phone 501 623-6661.
Mailing address: Box 2309, Hot Springs, Ark. 71901.

(This listing continued on next page)

Hot Springs—K B H S—Continued

STATION'S PROGRAMMING DESCRIPTION
KBHS: Programmed for young adults.
MUSIC: modern country. NEWS: 5 min capsules at :30 & :60. SPORTS: pro baseball, high school & college football & basketball, horse race results. FARM: markets M-Sat 6:30 am & 12:15 pm. Contact Representative for further details. Rec'd 10/29/73.

1. PERSONNEL
President—Dr. David R. Mackey.
General Manager—Bill Maddox.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w. days; 590 kc.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 21a, 22a, 23a, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 51c.
Comb.; Cont. Discounts: 60g, 61c, 62b.
Cancellation: 70e, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 3 Eff 4/1/68—Rec'd 3/1/68.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—9 am-noon 1-4 pm & 6-7 pm.
B—Mon thru Sat after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	15.00	12.00	13.00	10.50	11.00	8.50
12 ti	14.00	11.00	12.00	9.50	10.00	8.00
18 ti	13.00	10.50	11.00	8.50	9.00	7.50
24 ti	12.00	9.50	10.00	8.00	8.00	7.00
36 ti	11.00	8.50	9.00	7.50	7.00	6.50

ID's: 50% of applicable 1-min.
All spots may be combined for maximum frequency.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	36 ti
AA	24.00	21.75	20.00	18.75	17.00	15.00
A	20.00	18.25	17.00	16.00	14.00	13.00
B	16.00	14.00	13.00	12.00	10.75	9.25

(*) Less than 6 ti.
ROS—Flat 13.50
Submitted by Bill Maddox.

K B H S-FM
1964

Media Code 4 204 3851 7.00
KBHS Broadcasting Co., Inc., 113 3rd St., Hot Springs, Ark. 71901. Phone 501-623-6661.
Mailing address: Box 2309, Hot Springs, Ark. 71901.
See affiliated AM station for additional information.

3. FACILITIES ERP 2,500 w.; 96.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 197 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/67—Rec'd 12/1/66.

6. SPOT ANNOUNCEMENTS

1 x	8.50	260 x	5.50
52 x	7.50	312 x	4.25
156 x	6.25	365 x	3.75

8. PROGRAM TIME RATES

	1x	52x	156x	260x	312x	365x
1 hr	50.00	44.00	39.00	32.00	26.00	20.75
1/2 hr	32.50	29.00	26.00	21.00	17.00	13.50

10. SPECIAL FEATURES
NEWSCASTS

	1x	52x	156x	260x	312x	365x
5 min	10.00	8.50	7.00	6.25	5.50	4.25

K G U S (FM)
1969

Subscriber to the NAB Radio Code
Media Code 4 204 3900 2.00
Radio Hot Springs Co., Inc., Box 1089, 707-1/2 Central St., Hot Springs, Ark. 71901. Phone 501-624-5425.

STATION'S PROGRAMMING DESCRIPTION
KGUS (FM): Programmed for general audiences, with emphasis on adults.
News, weather, sports, 5 min at :60. MUSIC: emphasis on classics and semi-classical, big band sound, old-time favorites and some new sounds. M-F emphasis in farm and stock market report. Sat emphasis on sports. Sun 20% religious programming. Contact Representative for further details. Rec'd 2/4/70.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—C. J. Dickson.
Program Director—Doyle Hawkins.
News Director—Frances Forsberg.

2. REPRESENTATIVES
Southwest—Paul Miller & Company.

3. FACILITIES
ERP 36,000 (horiz.), 16,000 w. (vert.): 97.5 mc. Quadraphonic.
Operating schedule: 5:45-12:15 am. CST.
Antenna ht.: 585 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 23b, 24a, 25a, 27, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 42c, 42d, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60l, 61a, 61b, 62a, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/1/74—Rec'd 7/19/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	52x	156x	260x	312x	624x	1000x
1 min	10.00	8.50	7.50	6.50	5.50	4.50	3.50
30 sec	8.00	7.00	6.00	5.00	4.00	3.00	2.50
20 sec	5.00	4.50	3.50	3.00	2.75	2.50	2.00
10 sec	3.00	2.75	2.50	2.25	2.00	1.50	1.00

7. PACKAGE PLANS

PER WK, EA:	14 ti	28 ti	42 ti	56 ti	70 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00
20 sec	3.00	2.50	2.00	1.75	1.50
10 sec	2.00	1.75	1.50	1.25	1.00

8. PROGRAM TIME RATES

ROS:	1x	52x	153x	260x	312x	365x
55 min	50.00	45.00	40.00	35.00	30.00	25.00
30 min	30.00	27.50	25.00	22.50	20.00	17.50
25 min	25.00	22.50	20.00	17.50	15.00	12.50
15 min	20.00	17.50	15.00	12.50	10.00	8.00
10 min	17.50	15.00	13.00	11.00	9.00	7.00
5 min	15.00	12.50	10.00	8.00	7.50	5.00

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS AT :60 & :30

CONTRACT:	1 mo	3 mo	6 mo	1 yr
3 5-min. per day, per mo	250	225	200	175

incl open & close plus 2 30-sec or 1 1-min spot, Mon thru Sat.

K X O W   K X O W-FM
1966   1971

Media Code 4 204 3960 6.00
Noalmark Broadcasting Corp., Box 1739, Hot Springs, Ark. 71901. Phone 501-525-1301.

STATION'S PROGRAMMING DESCRIPTION
KXOW: Programmed for adults.
MUSIC: Modern country. Contact Representative for further details. Rec'd 6/19/74.

1. PERSONNEL
Gen'l & Sales Mgr.—Bob Gipson.
Office Manager—Merle Thornton.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Southeast—R. S. Crane Company, Inc.

3. FACILITIES
5,000 w.; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 106.3 mc.
Operating schedule: ————. CST.
Antenna ht.: 793 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13g, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 42a, 42e, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60h, 61a, 61h, 61e, 62a, 62d.
Cancellation: 70b, 70e, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff ———— Rec'd 12/15/71.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—Mon thru Sat 10 am-3 pm; all other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
AA	15.00	14.00	13.00	12.00	11.00
A	13.00	12.50	11.50	10.50	10.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: deduct 3.00 per spot.

10. SPECIAL FEATURES
5-min newscasts—1-1/2x 1-min rate.

K Z N G
1953

Media Code 4 204 4070 3.00
George T. Hernreich, 1011 Central Ave., Hot Springs, Ark. 71901. Phone 501-624-3313.
Mailing address: Box Q, Hot Springs, Ark. 71901.

STATION'S PROGRAMMING DESCRIPTION
KZNG: Target audience 18-49 adults.
MUSIC: MOR. AIR PERSONALITIES. NEWS: network at :60 plus 2 local & state newscasts per hour. News director & mobile reporter. SPORTS: college football & basketball, Indy 500, horse racing results. FARM: 5:45 am M-Sat. Farm market reports & news handled by farm director. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
General Manager—Tom Nichols.
Sales Manager—Evelyn Goslee.
Farm Director—Wayne Barnes.

2. REPRESENTATIVES
PRO/Meeker Radio.

3 FACILITIES
1,000 w. days, 250 w. nights: 1340 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Cancellations subject to short rate; will be made 30 days after receipt of written notification.
Affiliated with CBS.
Member: Farm Radio Network.

TIME RATES
Eff 10/1/72—Rec'd 10/6/72.

6. SPOT ANNOUNCEMENTS

FLAT:	1 min	30 sec
6:30-9 am & 4-6 pm	7	6
ROS	6	5

30+ spots per wk, 500+ spots per year, less 10%.

JACKSONVILLE (1 AM; 1 FM)

Pulaski County—Map Location F-4
See SRDS consumer market map and data at beginning of the State

K G M R   K G M R-FM
1963   1969

Media Code 4 204 4180 0.00
Radio Jacksonville, Inc., Box 311, U. S. Hwy. 67, Jacksonville, Ark. 72076. Phone 501-982-5551.

1. PERSONNEL
Station Manager—Johnny Towell.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
1,000 w.; 1,500 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 25,000 w.; 100.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 298 ft. above average terrain.
Simulcast 2 pm-sign-off.

4. AGENCY COMMISSION
15 to time only 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS

	1x	10x	50x	100x	150+
1 min	6.00	5.00	4.00	3.50	3.00
30 sec	5.50	4.50	3.75	3.25	2.50

7. PACKAGE PLANS
SPOT SATURATION—WITHIN 1 WEEK
100 1-min .... 300 100 30 sec 250
DISCOUNT
26 wk—10%   52 wk—15%

JONESBORO (2 AM; 2 FM)

Craighead County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

K B T M
1930

Subscriber to the NAB Radio Code
Media Code 4 204 4290 7.00
Patteson Brothers, KBTM Bldg., 603 Madison St. Jonesboro, Ark. 72401. Phone 501-935-5597.

1. PERSONNEL
General Manager—Alan Patteson Jr.
Station Manager—Clarence Adams
Program Director—Dennis Rogers.

2. REPRESENTATIVES
The Devney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.

3. FACILITIES
1,000 w days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5 am-11 pm. CST.

4. AGENCY COMMISSION
15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 22a, 25a.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 60l.
Affiliated with MBS and KBS.

TIME RATES
Eff 4/1/67—Rec'd 3/27/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	312x
1 min	7.00	6.50	6.00	5.50	5.00	4.50
20 sec	5.60	5.20	4.80	4.40	4.00	3.60

10 sec: 50% of 1-min. Not combinable to earn lower frequency except on 2 for 1 basis.

7. PACKAGE PLANS
WEEKLY PACKAGE PLANS
(1-12 wks)

	10 ti	18 ti	20 ti	36 ti
1 min, ea	5.00	4.50	4.00	3.75

20/30 sec: 80% of 1-min.
ADDITIONAL DISCOUNTS
13 wks—5%   26+ wks—10%
Package spots not combinable with regular frequency spots to earn regular discount. Retroactive package discounts apply on continuous schedule only. Weeks need not be consecutive to earn cumulative weeks frequency.

6. PROGRAM TIME RATES

	1x	26x	52x	104x	208x	312x
1/2 hr	45	39	36	33	30	27
1/4 hr	30	26	24	22	20	18
5 min	15	13	12	11	10	9

K B T M-FM
1947

Subscriber to the NAB Radio Code
Media Code 4 204 4291 5.00
Patteson Brothers, KBTM Bldg., 603 Madison St., Jonesboro, Ark. 72401. Phone 501-935-5597.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KBTM-FM: Adult contemporary, target audience 18-49. Contact Representative for further details. Rec'd 11/20/74.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 101.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 200 ft. above average terrain.

TIME RATES
No. 1 Eff 1/1/75—Rec'd 11/20/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.72	4.60	4.48	4.36	4.01	3.89	3.77	3.65
30 sec	3.77	3.65	3.54	3.42	3.06	2.95	2.83	2.71

Fixed position: Extra 25%.
Midnight-5 am: 25% discount.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1/2 hr	44.84	42.48	40.12	37.76	35.40	34.22	33.04	31.86
1/4 hr	25.96	24.78	23.60	22.42	21.24	20.06	18.88	17.70
10 min	18.88	18.29	17.70	17.11	16.52	15.93	15.34	14.75
5 min	12.98	12.39	11.80	11.21	10.62	10.03	9.44	8.85

Midnight-5 am: 25% discount.

10. SPECIAL FEATURES
Weather caps: 1-1/2x 30-sec rate.
Combinable with AM to earn lower rate.

K F I N (FM)
1974

Media Code 4 204 4345 9.00
Snider Broadcasting Corp., Box 1691, Jonesboro, Ark. 72401. Phone 501-932-1079.

1. PERSONNEL
President—Ted L. Snider.
General Manager—Richard Lynn Farr.
Operations Manager—Pamela Crismon.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 597 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 5, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23b, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Arkansas Radio Network.

TIME RATES
No. B Eff 6/1/75—Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	16 ti	24 ti
1 min/less	5.40	5.30	5.20	5.10

	Per mo 60 ti	Per mo 80 ti	Per mo 100 ti	Per yr 300x	Per yr 500x	Per yr 1000x
1 min/less	4.90	4.80	4.70	4.60	4.50	4.40

10. SPECIAL FEATURES

NEWS:	1x	40x	66x	131x	261+
5 min	12	11	10	9	8
10 min	19	17	15	13	11

Edited by Richard Lynn Farr.

K N E A
1950

Media Code 4 204 4400 2.00
Radio Jonesboro, Inc., Box 8, Washington & Madison Sts., Jonesboro, Ark. 72401. Phone 501-932-8381.

STATION'S PROGRAMMING DESCRIPTION
KNEA: Programmed for adults and young adults.
5 min news on hour, news headlines on half hour, and weather at :15 MUSIC 90%: modern country. NEWS 10%: local, national and international. 5 min sports news daily. 2 newsmen, mobile news studio with facilities for live reports or recording, also used for remote pickups from shopping centers, county fair, etc. COMMERCIAL POLICY: 15 minutes maximum 6-8 am, all other times 18 minutes permitted. Contact Representative for further details. Rec'd 2/23/74.

1. PERSONNEL
General Manager—Harold L. Baker.

2. REPRESENTATIVES
PRO/Meeker Radio.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Basic Rates: 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61b, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 4/3/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	5.50	4.75	4.25	3.95	3.60
30 sec	4.50	3.85	3.50	3.20	2.85
20 sec	3.50	2.90	2.50	2.20	2.00
10 sec	2.50	2.40	2.20	2.00	1.80

	260x	312x	600x
1 min	3.25	3.00	2.75
30 sec	2.70	2.50	2.30
20 sec	1.90	1.80	1.70
10 sec	1.65	1.50	1.35

LITTLE ROCK (8 AM; 4 FM)
(including North Little Rock)

Pulaski County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	38	28	30	30
B	27	25	28	23
C	23	23	27	23
D	20	21	25	15
AVERAGE	27	24	28	23

K A A Y
1924
LITTLE ROCK

KATZ RADIO

RAB

Media Code 4 204 4510 8.00
KAAY, a subsidiary of Multimedia Radio Inc., Box 1790, 1425 W. 7th St., Little Rock, Ark. 72203. Phone 501-375-5311.

STATION'S PROGRAMMING DESCRIPTION
KAAY: Programmed for general interest.
NEWS: 5 man staff broadcasts 5 min at :60, headlines & weather at :30; UPI audio, UPI wire plus separate weather wire, agricultural news wire, 3 mobile units. Editorials as deemed necessary. SPORTS: at :20. Air personalities available for remotes. MUSIC: current & past hits presented by 6 AIR PERSONALITIES. FARM: 5:45 am & noon handled by farm director. RELIGION: weekly & Sat 4:45-5:45 am & 6:30-8 pm. Contact Representative for further details. Rec'd 7/23/75.

1. PERSONNEL
Pres. Multimedia Broadcasting—Wilson Wearn.
General Manager—Pat Walsh, Jr.
Program Director—Wayne Moss.

(This listing continued on next page)

Little Rock—KAAY—Continued

2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
50,000 w.; 1090 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0. Bills payable upon receipt.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Pred. Services: 80, 81 82.
TIME RATES
No. 4 Eff 1/1/75—Rec'd 2/3/75.
AAA—Mon thru Sat 5:45-6:30 am & noon-12:30 pm; Mon thru Fri 6:30-10 am & 3-7 pm.
AA—All other times.
6. SPOT ANNOUNCEMENTS

CLASS AAA PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	30	29	27	26	24
20/30 sec	24	23	22	21	20
CLASS AA					
1 min	27	25	23	21	20
20/30 sec	23	21	20	19	18

10 sec: Flat 15.00 (available Sat & Sun only).
8. PROGRAM TIME RATES

PER YR:	1x	52x	156x	260x	312x
1/4 hr	70.50	67.50	65.00	60.00	57.50
10 min	55.00	53.00	50.00	47.50	45.00
5 min	37.00	35.00	33.50	32.00	30.50

9. PARTICIPATING PROGRAMS
Marvin Vines Farm Programs—Mon thru Sat 5:45-6:30 am & noon-12:30 pm.
1-min participations—applicable 1-min rate + 5.00 talent fee.
5-min segments—Open & close & 1-min spot, applicable 5-min rate + *9.00.
10-min segments—Open & close & 2 1-min spots, applicable 10-min rate + *12.00.
15-min segments—Open & close & 3 1-min spots, applicable 15-min rate + *15.00.
(*) Talent fees: flat and commissionable.
Edited by Pat Walsh, Jr.

KALO
1027
LITTLE ROCK

mcgavren-guild pgw radio, inc.

NAB RAB

Media Code 4 204 4820 3.00
Arkansas Broadcasting Co., Box 5127, Little Rock, Ark. 72205. Phone 501-664-2525.
1. PERSONNEL
President—Bernard Mann.
General Manager—Larry Hayes.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1250 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 net charges for facilities; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 22a, 22b, 23a, 24a, 24c, 26a, 28a, 28c, 29a, 30, 31, 32a.
Contracts: 40a, 40c, 41, 42b, 42c, 44b, 46, 49, 47c, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60g, 60h, 60i 61b, 62a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Pred. Services: 80, 82.
FM facilities: KEZQ (FM).
Affiliated with American Contemporary Network.
Affiliated with National Black Network.
Blanket contracts accepted for the purpose of establishing an advertiser's contractual year and the calculating of frequency earned. Blanket contracts will not be accepted for the purpose of rate protection.
TIME RATES
Eff 1/1/75—Rec'd 1/8/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am 3 pm; Sun all day.
A—Mon thru Sat 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)
6 ti	20	16	16	13	11	9
12 ti	19	15	15	12	10	8
18 ti	18	14	14	11	9	7
24 ti	15	11	11	8	6	6

ID's: 50% of 1-min.
(*) 20/30 sec.
7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	12 ti	18 ti	24 ti
1 min	13	12	10
30 sec	11	10	8

ID's: 50% of 1-min.

KALO/KEZQ (FM) COMBINATION
Eff 12/1/74—Rec'd 1/8/75.
6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	32	26	29	23	20	15
12 ti	30	24	27	22	17	14
18 ti	28	22	25	20	16	13
24 ti	26	21	23	18	15	11

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	12 ti	18 ti	24 ti
1 min	24	22	20
30 sec	19	18	16

10 sec: 50% of 1-min.

KARN
1928
LITTLE ROCK

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 204 4730 2.00
Snider Corp., 1001 Spring St., Little Rock, Ark. 72203. Phone 501-376-9292.
1. PERSONNEL
President—Ted L. Snider.
Station Manager—Larry Duke.
National Sales Manager—Louise Seymore.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w. 920 kc. Directional—night only.
Operating schedule: 19 hours daily. CST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2a, 2c, 4a, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23b, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Pred. Services: 80, 81, 82.
FM facilities: KKYK (FM).
Affiliated with NBC and Blair Represented Network.
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 5/1/75—Rec'd 4/28/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	16.00	15.40	14.70	14.00	14.00	13.40	12.70	12.00
30 sec	12.80	12.30	11.75	11.20	11.20	10.75	10.20	9.60
	A 6 ti	A 12 ti	A 18 ti	A 24 ti	B 6 ti	B 12 ti	B 18 ti	B 24 ti
1 min	12.00	11.40	10.70	10.00	11.00	10.40	9.70	9.00
30 sec	9.60	9.10	8.60	8.00	8.80	8.30	7.75	7.20

Specified times, extra 2.00.
Edited by Jerry Gibson.

KDXE
(formerly KEWP)
1957
NORTH LITTLE ROCK

Media Code 4 204 4840 3.00
Dixie Broadcasting, Inc., Box 1380, N. Little Rock, Ark. 72115. Phones 501-375-1380, 376-7266.
Studio: 1604 Main, Little Rock, Ark. 72206.
STATION'S PROGRAMMING DESCRIPTION
KDXE: MUSIC: Country & western. Personality DJ's with audience request line, playing old & new country music. Country-gospel 6 am-noon Sun. NEWS: 5 min network at :60; 5 min local news & weather at :30. 10 min public affairs program 6 days wkly. 15 min trading post program 5 days wkly. Rec'd 4/14/75.
1. PERSONNEL
President—Harvey Fritts.
Secretary—Ken Powers.
Chief Engineer—Johnny Towell.
3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 22b, 23a, 24a, 24b, 24c, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Affiliated with American Information Network.
Affiliated with KBB.
TIME RATES
Eff——————Rec'd 4/14/75.
7. PACKAGE PLANS

EA:	Day 2 ti	Wk 20 ti	Mo 100 ti
1 min	3.25	4.00	3.75
30 sec	.....	3.00	2.75

8. PROGRAM TIME RATES
1 hr 60.00
Edited by Ken Powers.

KEZQ (FM)
1960
LITTLE ROCK

mcgavren-guild pgw radio, inc.

NAB RAB NAFMB

Media Code 4 204 4867 2.00
Radio Station KEZQ, Inc., Box 5127, Little Rock, Ark. 72205. Phone 501-664-6666.
See affiliated AM station for additional information.
AM facilities: KALO.
STATION'S PROGRAMMING DESCRIPTION
KEZQ (FM): Programmed for mass appeal.
AIR PERSONALITIES handle all segments. NEWS: at :60; weather at :30. MUSIC: general popular music with emphasis on current hits, standards, film music, showtunes. Music 85% instrumental, 15% vocal. Contact Representative for further details. Rec'd 4/30/75.
1. PERSONNEL
General Manager—Rick Brady.
3. FACILITIES
ERP 60,000 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 313 ft. above average terrain.
TIME RATES
No. 2 Eff 7/1/73—Rec'd 5/29/73.
AA—10 am-7 pm.
A—6-10 am & 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min 30	28	25	22		25	23	20	17
30 sec 24	22	20	18		20	18	16	14

7. PACKAGE PLANS
E-Z ROTATION—6 AM-MIDNIGHT

	12 ti	18 ti	24 ti
1 min	24	21	18
30 sec	19	17	14

Edited by Bernard Mann.

KKYK (FM)
1961
LITTLE ROCK

RAB

Media Code 4 204 4881 3.00
Snider Corp., 1001 Spring St., Little Rock, Ark. 72203. Phone 501-376-9292.
See affiliated AM station for additional information
AM facilities: KARN.
STATION'S PROGRAMMING DESCRIPTION
KKYK (FM): Programmed for general interest.
MUSIC: Rock in 15 min segments. Current hits blended and back announced, followed by past hits.
NEWS: at :55. Contact Representative for further details. Rec'd 3/1/74.
1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Rusty Gold.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,510 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Arkansas Radio Network.
TIME RATES
No. 11 Eff 8/15/74—Rec'd 8/15/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-midnight.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Fri 6-10 am.
6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	32	26	27	22	22	18
12 ti	30	24	25	20	20	16
18 ti	28	23	23	19	18	15
24 ti	26	21	21	17	16	13

Edited by Rusty Gold.

KLAZ (FM)
1972
LITTLE ROCK

Media Code 4 204 4895 3.00
Tower Communications Co., 2309 Durwood Rd., Little Rock, Ark. 72207. Phone 501-664-6306.
STATION'S PROGRAMMING DESCRIPTION
KLAZ (FM): Programmed for young adults, aged 18-34.
MUSIC: Progressive rock, jazz, folk. FEATURES: frequent specials featuring musician & groups, interviews & uninterrupted concerts. Contact Representative for further details. Rec'd 9/13/73.
1. PERSONNEL
General Manager—Joe Dickey, Jr.
Program Director- Barry Wood.
2. REPRESENTATIVES
Century National Sales.
South -Riley Representatives.
3. FACILITIES
ERP 100,000 w.; 98.5 mc. Stereo.
Operating schedule: 24 hours daily. CST
Antenna ht.: 880 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5.
Rate Protection: 10a, 11d, 12d, 14d.
Basic Rates: 22a, 23a.
Contracts: 40a, 41, 45.
Comb.; Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70b, 70e.
Pred. Services: 80, 81, 82.
Affiliated with American FM Network.
TIME RATES
Eff 9/1/73—Rec'd 8/6/73.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
A—All other times.
ROS—Mon thru Fri BTA.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	PER MO:	PER WK:	AA	ROS	A
1 x	5 ti	1 ti	13.75	11.00	9.05
52 x	10 ti	3 ti	12.50	10.00	8.75
104 x	25 ti	6 ti	11.25	9.00	7.90
156 x	50 ti	12 ti	10.60	8.50	7.45
260 x	75 ti	18 ti	10.00	8.00	7.00
520 x	100 ti	24 ti	9.70	7.75	6.30
780 x	125 ti	30 ti	9.40	7.50	6.55
30 SECONDS					
1 x	5 ti	1 ti	11.00	8.80	7.70
52 x	10 ti	3 ti	10.00	8.00	7.00
104 x	25 ti	6 ti	9.00	7.20	6.30
156 x	50 ti	12 ti	8.50	6.80	5.95
260 x	75 ti	18 ti	8.00	6.40	5.60
520 x	100 ti	24 ti	7.75	6.20	5.45
780 x	125 ti	36 ti	7.50	6.00	5.25

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KLRA
1927
LITTLE ROCK

Buckley Radio Sales, Inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 4850 6.00
KLRA, Inc., 1755 Union National Plaza, Little Rock, Ark 72201. Phone 501-375-7319
STATION'S PROGRAMMING DESCRIPTION
KLRA: Modern country music with emphasis on news and sports. AIR PERSONALITIES. NEWS: network & local at :60. SPORTS: university football & basketball, major league baseball. Contact Representative for further details. Rec'd 5/2/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Leonard Cee.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 1010 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0; 10th of following month
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10b, 11b, 12b, 13b, 14b
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 62b
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with CRN
TIME RATES
No. 21 Eff 4/1/75—Rec'd 3/20/75.
AAAA—Mon thru Sat 6-11 am.
AAA—Mon thru Sat 5-6 am & 3-7 pm.
AA—Mon thru Sat 11 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-5 am.
6. SPOT ANNOUNCEMENTS

PER WK:	AAAA 1 min	AAAA (*)	AAAA 10 sec	AAA 1 min	AAA (*)	AAA 10 sec
Specified	44.00	28.00	22.00	28.00	24.00	19.00
1 ti	41.00	27.00	21.00	27.00	23.00	18.00
6 ti	40.00	26.00	20.00	26.00	22.00	17.00
12 ti	38.00	25.00	19.00	25.00	21.00	16.00
18 ti	36.00	24.00	18.00	24.00	20.00	15.00
24 ti	34.00	23.00	17.00	23.00	19.00	14.00
	AA			A		
Specified	24.00	20.00	16.00	18.00	15.00	12.00
1 ti	23.00	19.00	15.00	17.00	14.00	11.00
6 ti	22.00	18.00	14.00	16.00	13.00	10.00
12 ti	21.00	17.00	13.00	15.00	12.00	9.50
18 ti	20.00	16.00	12.50	14.00	11.00	9.00
24 ti	19.00	15.00	12.00	13.00	10.00	8.00

(*) 20/30 sec.
7. PACKAGE PLANS
TAP—1/4 6-11 AM, 1/4 11 AM-3 PM, 1/4 3-7 PM, 1/4 NIGHT/SUNDAY

ROTATES, WITHIN 7 DAYS:	18 ti	24 ti	32 ti
1 min	22.00	20.00	19.00
30 sec	17.50	15.00	14.00

(This listing continued on next page)

KALO 1250
LITTLE ROCK'S
TOP COMBINATION
22.2 SHARE
KEZQ FM stereo 94
Call McGavren-Guild
Source: ARB Apr/May '75, M-S 6 AM-Mid, metro share: Total listeners 12+

8. PROGRAM TIME RATES

MON THRU SAT 5-11 AM & 3-7 PM

	5 min	10 min	1/4 hr	1/2 hr
1 ti	54	72	108	.....
3 ti	52	70	104	.....
6 ti	50	68	100	.....
ALL OTHER TIMES				
1 ti	36	48	72	108
3 ti	33	45	69	104
6 ti	30	42	66	99

Edited by Leonard Coe.

KMYO

1947
LITTLE ROCK

NAB RAB

Media Code 4 204 5110 8.00
Victor Broadcasting Co., Inc., 4015 W. Capitol, Little Rock, Ark., 72205. Phone 501-666-2821.

STATION'S PROGRAMMING DESCRIPTION
KMYO: Programmed for adults.
MUSIC: adult MOR. NEWS: at :50. Sports. Contact Representative for further details. Rec'd 7/25/72.

1. PERSONNEL
General Manager—Paul Stoddard.
Sales Manager—W. C. (Dub) Benson.
Operation Manager—Howard I. Watson.

2. REPRESENTATIVES
Memphis—R. S. Crane Company, Inc.

3. FACILITIES
1,000 w. days, 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KMYO-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 9 Eff 5/1/73 Rev 5/17/73—Rec'd 5/21/73.
I—Mon thru Fri 6-10 am.
II—Mon thru Fri 3-7 pm.
III—Mon thru Fri 10 am-3 pm.
IV—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	20	16	14	12	18	14	12	10

	III
1 min	16	12	11	9

IV: 1-min, flat 8.00 non-deductible.
30 sec: 80% of applicable 1-min.
AM only: Deduct 4.00 for 1-min, except AM Drive; deduct 3.00 for 30-sec.

KMYO-FM

1966
LITTLE ROCK

NAB RAB

Media Code 4 204 5111 4.00
Victor Broadcasting Co., Inc., 4015 W. Capitol, Little Rock, Ark. 72205. Phone 501-666-2821.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KMYO-FM: Programmed for adults.
MUSIC: MOR. NEWS: hourly. Contact Representative for further details. Rec'd 7/25/72.

3. FACILITIES
ERP 26,400 w.: 95.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 297.5 ft. above average terrain
Partial simulcast operation. Operated separately. local sunset-6 am. For simulcast facilities see KMYO.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KMYO. See that listing for rates.

TIME RATES
No. 9 Eff 5/1/73—Rec'd 5/21/73.
I—Mon thru Sun 10 am-7 pm.
II—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	12	10	9	8	10	8	7	6

30 sec/less: 80% of applicable 1-min.

KOKY

1956
LITTLE ROCK

RAB

Media Code 4 204 5280 7.00
BRIEN-KOKY, Inc., 723 W. 14th St., Little Rock, Ark. 72202. Phone 501-372-0259.

STATION'S PROGRAMMING DESCRIPTION
KOKY: Programmed primarily to the Negro community.
MUSIC: popular, rhythm and blues, rock and gospel.
AIR PERSONALITIES handle all segments and are available to tape commercials and can be used interchangeably. NEWS: live newscasts at :55, headlines and weather at :20, sports and weather at :40. Editorials broadcast as need dictates. Special broadcasts arranged to meet community needs. **COMMERCIAL POLICY:** 18 minutes per hour, all hours. 10 minute product protection. Personalities & equipment available for remote broadcasts. Contact Representative for further details. Rec'd 5/20/74.

1. PERSONNEL
President—Cleve Brien.
Vice-Pres. & Gen'l Mgr.—Gene Moorhead.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
5,000 w days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 43, 44b, 45, 46, 47c, 51a.
Comb: Cont. Discounts: 60a, 60g, 601.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Continuing discount allowed provided same weekly schedule is maintained for both contract years. Schedules of 2 or more products of same manufacturer may be combined to earn maximum discounts.
Affiliated with Mutual Black Network.

TIME RATES
Eff 4/1/74—Rec'd 5/20/74.
AAA—Mon thru Sat 6-10 am & 3-6 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	15	14	13	12	11
AA	14	13	12	11	10
30 SECONDS					
AAA	14	13	12	11	10
AA	12	11	10	9	8

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK. BTA:	12 ti	18 ti	24 ti	30 ti
1 min	12	11	10	9
30 sec	10	9	8	7

10 sec: 50% of 1-min.

KXLR

1946
NORTH LITTLE ROCK

STAFF BROADCASTING GROUP, INC.

ata Alan Torbet Associates, Inc.

Modern Country

RAB

Media Code 4 204 5390 4.00
KXLR, Inc., Box 3014, Little Rock, Ark. 72203.
Phone 501-945-4501.

1. PERSONNEL
Sr. Vice-Pres./Radio—Richard Oppenheimer.
General Manager—Robert A. Manning.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a
Contracts: 40c, 42b, 45, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.
Affiliated with ATA Radio Network.

TIME RATES
No 5 Eff 4/1/70—Rec'd 4/6/70.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 10 am-7 pm.
III—Mon thru Sat 5-6 am & 7 pm-midnight. Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION 1

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	18.00	16.00	15.00	14.00
30 sec	14.40	12.80	12.00	11.20
10 sec	9.00	8.00	7.50	7.00
SECTION II				
1 min	16.00	14.00	13.00	12.00
30 sec	12.80	11.20	10.40	9.60
10 sec	8.00	7.00	6.50	6.00
SECTION III				
1 min	12.00	11.00	10.00	9.00
30 sec	9.60	8.80	8.00	7.20
10 sec	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

CUME PLANS

PER WK EA:	1 min
Plan A (12I, 12II, 6III)	10.00
Plan B (6I, 6II, 3III)	12.00
Plan C (4I, 4II, 2III)	14.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5-min—1-1/2 x applicable 1-min.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%.

RATEHOLDER
Minimum wkly sched. of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

MAGNOLIA (1 AM; 1 FM)

Columbia County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KFMV (FM)

1970
Subscriber to the NAB Radio Code
Media Code 4 204 5445 6.00
Magnolia Broadcasting Co., Box 430, 131 S. Jackson, Magnolia, Ark. 71753. Phone 501-234-1079.
See affiliated AM station for additional information.
AM facilities: KVMA.

3. FACILITIES
Eff 55,000 w.: 107.9 mc.
Operating schedule: 10 am-11 pm. CST.
Antenna ht.: 380 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/72—Rec'd 8/3/73.

6. SPOT ANNOUNCEMENTS
40 sec or less ..... 2.00 1 min 3.00
Annual agreement of 10.00 weekly minimum, less 10%.
Special programs, extra 50%.

7. PACKAGE PLANS

	Daily 10 ti	Daily 20 ti	Daily 30 ti	Weekly 25 ti	Weekly 50 ti	Weekly 100 ti
Each	1.95	1.90	1.85	1.95	1.90	1.85

Dollar Hollers—100 in 90 days, 100.00.

DISCOUNT
Religious & spots—25%.

KVMA

1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 5500 8.00
Magnolia Broadcasting Co., Box 430, 131 S. Jackson, Magnolia, Ark. 71753. Phone 501-234-5862.

1. PERSONNEL
General Manager—W. M. Bigley.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 630 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

FM facilities: KFMV (FM).
Member: Arkansas Radio Network.

TIME RATES
Eff 6/26/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS
1 min ..... 3.90 40 sec/less 2.60
Prime time—Mon thru Sat 6 am-1 pm, extra 50%.

7. PACKAGE PLANS

PER WK:	25 ti	50 ti	100 ti
1 min	3.85	3.80	3.65
40 sec	2.55	2.50	2.35

MALVERN

Hot Spring County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KBOK

1951

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 5810 5.00
Malvern Broadcasting Co., Inc. Highway 270 West, Malvern, Ark 72104 Ed 2-6981.

STATION'S PROGRAMMING DESCRIPTION
KBOK: Programmed for general interest local service.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kermit Richardson.

3. FACILITIES
1,000 w days, 1310 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBR.
Member: Arkansas Radio Network.

TIME RATES
Eff——————Rec'd 4/24/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x
1 min or less	3.50	3.30	3.10	2.90	2.70

MAMMOTH SPRING

Fulton County—Map Location G-1
See SRDS consumer market map and data at beginning of the State.

KAMS (FM)

1855
Media Code 4 204 5720 2.00
Robert F. Neathery, Box 193, Mammoth Spring, Ark. 72554.

1. PERSONNEL
General Manager—Carlie Hamilton.

3. FACILITIES
ERP 75,000 w.: 95.1 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 97 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. for simulcast facilities see KALM, Thayer, Mo.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network, Arkansas Radio Network.

TIME RATES
Eff 7/1/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	3.10	2.30	1.55

7. PACKAGE PLANS

	Per day 10 ti	Per day 20 ti	Per day 15 ti	Per wk 30 ti	Per wk 60 ti	Per wk 100 ti
1 min	2.30	2.05	2.65	2.30	2.05	1.90
30 sec	1.70	1.55	2.00	1.70	1.55	1.40
15 sec	1.15	1.05	1.30	1.15	1.05	.95

K·KYK
ARKANSAS POWER HOUSE • 24 HOUR STEREO ROCK
ROCK 104
We got the numbers—look at Arbitron or call Blair for a complete breakout.

ARN
News at :55
Arkansas Radio Network
Largest audience in Arkansas!
Lowest cost per thousand!
BLAIR RADIO
Source: State of Arkansas ARB 1974

ARKANSAS

MARIANNA

Lee County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KZOT

1961
Subscriber to the NAB Radio Code
Media Code 4 204 5830 9.00
Delta Broadcasting Co., Inc., Willey Bldg., Marianna, Ark. 72360. Phone 501-295-2195.
STATION'S PROGRAMMING DESCRIPTION
KZOT: MUSIC: country and western all day.
1. PERSONNEL
Manager—Dixie Lewis.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
500 w. days; 1400 kc. Directional.
Operating schedule: 6 am-local sunset daily. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 4/28/75.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	15 ti	40 ti	70 ti	100+
1 min	2.95	2.45	2.25	2.10	2.00
30 sec	2.45	2.00	1.85	1.75	1.65

10 sec: Flat 1.00.
7. PACKAGE PLANS
SATURATION PLAN—7 DAYS

ROS:	50 ti	70 ti	100+
30 sec	1.70	1.60	1.50

DISCOUNT
52 wk—10%

MARSHALL

Searcy County—Map Location E-2
See SRDS consumer market may and data at beginning of the State.

KCGS

1975
Media Code 4 204 5995 0.00
Marshall Broadcasting Co., Box 178, Marshall, Ark. 72650. Phone 501-448-3612.
STATION'S PROGRAMMING DESCRIPTION
KCGS: C/W, Gospel, modern MOR.
1. PERSONNEL
Station Manager—Bob Nelson.
3. FACILITIES
1,000 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.
TIME RATES
Eff 5/24/74—Rec'd 7/25/75.
6. SPOT ANNOUNCEMENTS

	1x	31x	61x	100+
1 min	4.50	4.25	4.00	3.75
30 sec	3.00	2.75	2.50	2.25

10 sec: Flat 1.50.
Specified time, extra 10%.
Submitted by Bob Nelson.

MARKED TREE

Poinsett County—Map Location J 3
See SRDS consumer market map and data at beginning of the State.

KPCA

1956
Subscriber to the NAB Radio Code
Media Code 4 204 5940 6.00
Poinsett County Radio Broadcasting Co., Box 550, Marked Tree, Ark. 72365. Phone 358 2921
STATION'S PROGRAMMING DESCRIPTION
KPCA: MUSIC: top C&W, Sunday gospel only.
1. PERSONNEL
Station Manager—Dewitt Waites.
2. REPRESENTATIVES
South, Southwest—C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w. days; 1360 kc. Non-directional.
Operating schedule: Sunrise-local sunset weekdays; 7:00 am-local sunset Sunday. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.
TIME RATES
Rates effective January 1, 1959. (Card No. 5.)
Card received January 28, 1959.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	30.00	25.00	21.00	15.00	6.00
13 times	28.00	23.00	18.00	13.00	5.75
26 times	26.00	21.00	17.00	12.50	5.50
52 times	23.00	18.00	14.00	11.00	4.25
104 times	21.00	15.00	13.00	9.00	4.75
156 times	19.50	13.50	11.00	7.00	3.50
260 times	17.00	11.00	8.00	5.00	3.00

(*) 1-minute or less.
7. PACKAGE PLANS
SATURATION PACKAGE PLAN
100 spots in a 5-week period, each 3.50
1000 spots in a 52-week period, each 2.00
1000 20-second spots in a 52-week period, each 1.30

McGEHEE

Desha County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KVSA

1953
Subscriber to the NAB Radio Code
Media Code 4 204 6050 3.00
Southeast Arkansas Broadcasters, Inc., Box 110, U. S. Hwy 65, between McGehee & Dermott, Ark. 71654. Phone 501-222-4200.
STATION'S PROGRAMMING DESCRIPTION
KVSA: Programmed for general interest.
1. PERSONNEL
Pres. and Gen'l Mgr.—Abbott F. Kinney.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days, 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.
TIME RATES
Eff 5/1/74—Rec'd 6/13/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	208x	260x
1 min	3.55	3.42	3.30	3.18	3.06	2.95	2.88	2.82
30 sec	2.95	2.82	2.71	2.59	2.47	2.35	2.24	2.12

MENA (1 AM; 1 FM)

Polk County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KENA

1950
Subscriber to the NAB Radio Code
Media Code 4 204 6160 0.00
Mena Broadcasting Co., Box 1450, Mena, Ark., 71953. Phone 501-394-1450
STATION'S PROGRAMMING DESCRIPTION
KENA: Programmed for general interest.
1. PERSONNEL
Gen'l & Com'l Mgr.—Jack R. Reeves.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.
Partial simulcast operation. Simulcast 5 pm-sign-off. For non-simulcast facilities see KSKR (FM).
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KSKR (FM).
Affiliated with KBS.
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/72—Rec'd 2/28/72.
6. SPOT ANNOUNCEMENTS

	100x	150x	200x	250x	300x
1 min	3.00	2.75	2.50	2.25	1.75
30 sec	2.50	2.25	2.00	1.75	1.50
10 sec	2.00	1.75	1.50	1.25	1.00

KSKR (FM)

1969
Media Code 4 204 6157 3.00
Mena Broadcasting Co., Box 1450, S. Reine St., Mena, Ark., 71953. Phone 501-394-1450.
See affiliate AM station for additional information.
AM facilities: KENA.
STATION'S PROGRAMMING DESCRIPTION
KSKR (FM): Country 6 am-5 pm.
3. FACILITIES
ERP 3,000 w.; 101.7 mc
Antenna ht.: 62 ft. above average terrain.
Operating schedule: 6 am-11 pm. CST.
Partial Simulcast Operation. Operated separately sign-on-5 pm. For simulcast facilities see KENA.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.
TIME RATES
Eff ———— Rec'd 4/10/75.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	1.75	1.50	1.00

MONETTE

Craighead County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

KBIB

1964
Subscriber to the NAB Radio Code
Media Code 4 204 6270 7.00
Craighead County Broadcasting Co., Inc., Box B, Monette, Ark. 72447. Phone 501-486-5496.
STATION'S PROGRAMMING DESCRIPTION
KBIB: Programmed for adults and young adults.
1. PERSONNEL
General Manager—Charles O. Isbell.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/75—Rec'd 1/8/75.
6. SPOT ANNOUNCEMENTS

	1000x	750x	500x	250x	1x
1 min	1.75	1.90	2.05	2.20	2.35
30 sec	1.25	1.40	1.55	1.70	1.85

10 sec: Flat 1.00 (minimum of 10).

MONTICELLO (1 AM, 1 FM)

Drew County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KHBM

1955
Media Code 4 204 6380 4.00
Keith Baker, Box 446, Monticello, Ark. 71655
Phone 501-367-5136.
1. PERSONNEL
Gen'l & Com'l Mgr.—Keith Baker.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 1430 kc. Non-directional
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-7 pm For non-simulcast facilities see KHBM-FM.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Arkansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 4/11/75.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti	3.85	2.75

KHBM-FM

1967
Media Code 4 204 6435 6.00
Baker Broadcasting Co., Box 446, 112 E. Shelton St Monticello, Ark. 71655. Phone 501-367-5136.
See affiliated AM station for additional information.
1. PERSONNEL
Program Director—Evelyn H. Baker.
3. FACILITIES
ERP 3,000 w.; 93.5 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 180 ft. above average terrain.
Partial simulcast operation. Operated separately 5:30-6 am & 7-10 pm. For simulcast facilities see KHBM.
5. GENERAL ADVERTISING See coded regulations
Member: Arkansas Radio Network.
TIME RATES
Rates are identical to KHBM. See that listing.

MORRILTON

Conway County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KVOM

1958
Media Code 4 204 6400 1.00
Morrilton Broadcasting Co., Box 541, Morrilton, Ark. 72110. Phone 501-354-2484.
1. PERSONNEL
Station Manager—J. C. Willis.
3. FACILITIES
250 w. days, 500 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Arkansas Radio Network.
TIME RATES
No. 1 Eff 12/1/74—Rec'd 1/8/75.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	11 ti	21 ti	31+
1 min	3.75	3.50	3.25	2.75
30 sec	3.00	2.75	2.50	2.25

MOUNTAIN HOME (1 AM; 1 FM)

Baxter County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KTLO

1958
Subscriber to the NAB Radio Code
Media Code 4 204 6600 5.00
Mountain Home Broadcasting Corp., Box C, Hwy. 5, N. W., Mountain Home, Ark. 72653. Phone 501-425-3101.
1. PERSONNEL
Pres. & Gen'l Mgr.—A Strickler.
2. FACILITIES
1,000 w days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-10 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network.
TIME RATES
No. 8 Eff 9/73—Rec'd 9/6/73.
6. SPOT ANNOUNCEMENTS

	1x	156x	365x	730x	1000x
1 min	3.00	2.75	2.50	2.25	2.00
20/30 sec	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS
AM/FM COMBINATION

DAYS:	SPOTS:	1 min	20/30
3	25 ti	68.75	56.25
6	50 ti	125.00	100.00
12	100 ti	225.00	175.00

ROS; consec days, except Sun.
Religious organizations—365x rate.
Civic & non-profit—33-1/3% discount.

KTLO-FM

1971
Media Code 4 204 6601 3.00
Mountain Home Broadcasting Corp., Box C, Hwy. 5 N. W., Mountain Home, Ark. 72653. Phone 501-425-3101.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 89.3 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 420 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.
Member: Arkansas Radio Network.
Sold in combination with KTLO. See that listing for rates.
TIME RATES
No. 8 Eff 9/73—Rec'd 10/4/73.
6. SPOT ANNOUNCEMENTS

	1x	156x	365x	730x	1000x
1 min	2.50	2.25	2.00	1.75	1.50
20/30 sec	2.00	1.75	1.50	1.25	1.00

NASHVILLE

Howard County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KBHC

1950
Media Code 4 204 6710 2.00
Ann Gathright, Licensee, 1513 S. 4th St., Nashville, Ark. 71852. Phone 845-3601.
1. PERSONNEL
Operations Manager—Pete Gathright.
2. REPRESENTATIVES
Hal Walton Co
3. FACILITIES 500 w.; 1200 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.
TIME RATES
Rates effective September 10, 1962.
Rates received September 13, 1962.
6. SPOT ANNOUNCEMENTS
1 minute:

26 times	3.25	150 times	2.50
52 times	3.00	200 times	2.30
104 times	2.90	312 times	2.10

NEWPORT (1 AM; 1 FM)

Jackson County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KNBY

1940
Media Code 4 204 6826 9.00
Newport Broadcasting Co., U. S. Hwy. 67, Newport, Ark. 72112.
1. PERSONNEL
General Manager—Gene Howe.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 1350 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KNBY-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network.
TIME RATES
No. 2 Eff 6/1/49—Rec'd ————.
A—11:33 am-1:01 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS
CLASS A
1x rate applies. No frequency discount.
CLASS B

	1x	13x	26x	52x	104x	156x	260x
100 wd/less	5.00	4.75	4.50	4.00	3.75	3.50	3.00

KNBY-FM

1967
Media Code 4 204 6821 7.00
Newport Broadcasting Co., Inc., Box 215, Hwy. 67, N., Newport, Ark. 72112. Phone 501-523-3190.
See affiliated AM station for additional information.
3. FACILITIES
ERP 2,000 w.; 105.5 mc.
Operating schedule: 6 am-9 pm. CST.
Antenna ht.: 225 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-9 pm. For simulcast facilities see KNBY.
5. GENERAL ADVERTISING See coded regulations
Member: Arkansas Radio Network.
TIME RATES
Rates are identical to KNBY. See that listing.

NORTH LITTLE ROCK

Pulaski County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Little Rock
(including North Little Rock)

OSCEOLA (1 AM; 1 FM)

Mississippi County—Map Location K-2
See SBDS consumer market map and data at beginning of the State.

KHFO
1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 6875 3.00
Osceola Broadcasting Corp., Box 249, Osceola, Ark., 72370. Phone 501-563-2641.
See affiliated AM station for additional information.
AM facilities: KOSE.

STATION'S PROGRAMMING DESCRIPTION
KHFO: Popular music, film music, showtunes, std.

3. FACILITIES
ERP 14,500 w.; 98.1 mc.
Operating schedule: ——CST.
Antenna ht.: 292 ft. above average terrain.

TIME RATES
No. 1 Eff 5/1/75—Rec'd 5/14/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	2.94	1.77	1.59

Edited by Don Whitney.

KOSE
1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 6930 6.00
Osceola Broadcasting Corp., Box 249, Osceola, Ark. 72370. Phone 501-563-2641.

STATION'S PROGRAMMING DESCRIPTION
KOSE: 50% MOR, 50% Country.

1. PERSONNEL
Executive Vice President—Don Whitney.

2. REPRESENTATIVES
R. S. Crane Company, Inc.

3. FACILITIES
1,000 w. days, 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KHFO.
Affiliated with KBS.
Member: Arkansas Radio Network.

TIME RATES
No. 8 Eff 5/1/75—Rec'd 5/14/75.
AAA—Mon thru Sat 6:30-9:30 am, noon-1 pm & 4-5:30 pm; Sun 7-10 am.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—	
	1 min	30 sec	1 min	30 sec
Ea	4.70	3.53	3.53	2.35

15 sec: Flat 2.18 (minimum 20 per day).
Edited by Don Whitney.

OZARK

Franklin County—Map Location C-3
See SRDS consumer market map and data at beginning of the state.

KZRK
1969

Subscriber to the NAB Radio Code
Media Code 4 204 6984 3.00
Ozark Broadcasting Co., Inc., Box 527, 207 N. 3rd St., Ozark, Ark. 72949. Phone 501-667-2863.

1. PERSONNEL
Mgr. & Chief Eng.—Wayne Duncan.

3. FACILITIES
500 w.; 1540 kc.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
20% cash discount to agencies.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff 6/1/73—Rec'd 6/27/73.

6. SPOT ANNOUNCEMENTS
1 min ..... 3.00 30 sec 2.00

PARAGOULD (1 AM; 1 FM)

Greene County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

KDRS
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 7040 3.00
KDRS, Inc., Box 117, Paragould, Ark. 72450. Phone 501-236-7627.

1. PERSONNEL
General Manager—Wilma Wheelis.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:00 am-10:20 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	156x	312x	624x	1000x	3000x
1 min	3.25	2.75	2.50	2.20	2.00	1.85	1.65
30 sec	2.65	2.45	2.20	2.00	1.80	1.55	1.40
(*)	1.90	1.75	1.65	1.55	1.40	1.25	1.15

(*) 15 sec/less.

7. PACKAGE PLANS

WITHIN 1 WK:	30 sec	15 sec
30 ti	60	51
50 ti	95	80

KHIG (FM)
1971

RAB

Subscriber to the NAB Radio Code
Media Code 4 204 7100 5.00
Progressive Broadcasters of Arkansas, Inc., Box 1106, No. 1 Radio Park, Paragould, Ark. 72450. Phone 501-239-8588, Jonesboro phone 501-935-7776.

STATION'S PROGRAMMING DESCRIPTION
KHIG (FM): MOR/Contemporary.

1. PERSONNEL
General Manager—Bruce I. Higgins.
Sales Manager—Bob Howe.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 255 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4b Eff 11/1/74—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

PER YR:	250x	450x	900x	1200x	1800x
1 min	4.12	3.82	3.53	3.24	2.94
30 sec	2.65	2.35	2.12	1.82	1.71
15 sec/less	2.35	2.06	1.94	1.71	1.47

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
4 spots per day, 6 days per wk, during ea 4 wk cycle. 1 spot in ea hr of ea day, 6 am-10 pm.
96 ti, 30 sec, ea 1.94

BTA PACKAGES

	30 sec	15 sec
50 ti, used in 12 days	111.77	97.06
30 ti, used in 6 days	70.59	.....

10. SPECIAL FEATURES
Weather checks at :20 & :40—18+, daily 20.00.
Guaranteed half sponsorship, every other hr, daily 12.00.

Edited by Bruce L. Higgins.

PARIS

Logan County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KCCL
1959

Subscriber to the NAB Radio Code
Media Code 4 204 7150 6.00
Logan County Broadcasting Co., Drawer 609, 24 S. Express St., Paris, Ark. 72855. Phone 501-963-3100.

STATION'S PROGRAMMING DESCRIPTION
KCCL: MUSIC: 70% C & W, 30% rock format.

1. PERSONNEL
Gen'l Mgr. & Sales—Ray P. Price.

2. REPRESENTATIVES
R. S. Crane Company, Inc.

3. FACILITIES
500 w.; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Arkansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/13/74—Rec'd 8/20/74.

6. SPOT ANNOUNCEMENTS
1 min ..... 3.50 30 sec 2.50

7. PACKAGE PLANS

PER YR CONTRACT:	1 min	30 sec
1200 x	3900	2700

PINE BLUFF (5 AM; 2 FM)

Jefferson County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KADL 1960 / KADL-FM 1971

Subscriber to the NAB Radio Code
Media Code 4 204 7260 7.00
Jefferson County Broadcasting Co., Box 8216, 111 W. 5th St., Pine Bluff, Ark. 71601. Phone 501-535-1276.

STATION'S PROGRAMMING DESCRIPTION
KADL: 100% Country & Western format.
MUSIC: Current Top-40 Hits with Old Hits and New Records featured each hour. Air personalities handle all segments. NEWS: 2 15-min newscasts each day. 7-7:15 am and 12N-12:15 pm. News-on-the-hour at all other times 5-min. FARM NEWS & WEATHER: 6-7 am and during noontime news. Church Programs Sunday morning 7 am-12N. Contact Representative for further details. Rec'd 12/27/69.

1. PERSONNEL
General Manager—A. M. Smith
Sta. & Com'l Mgr.—Chester Pierce.
Farm Director—Pat Bottom.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 25,000 w. 94.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: ——ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts, 40a, 41, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
Eff 1/1/64—Rec'd 1/8/64.

7. PACKAGE PLANS
1 MINUTE—ROS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
Ea	6.00	5.50	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	40	24	20	12

DISCOUNTS
13x— 5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

KCAT
1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 7370 4.00
J. B. Scanlon, Box 8808, Pine Bluff, Ark. 71601. Phone 501-534-5001.
Studio: Box 5201 Pine Bluff, Ark. 71601. Phone 501-534-5001.

STATION'S PROGRAMMING DESCRIPTION
KCAT: 100% Negro programming.
NEWS: at :50, 5 min network & 5 min local & regional. FEATURES: daily, bulletin board 25 min, religious 2 hrs, jazz, etc. 2 hrs. SPORTS: 3 5-min shows daily. Panel shows & remotes. Contact Representative for further details. Rec'd 8/29/73.

1. PERSONNEL
Manager—Jerry Scanlon.

2. REPRESENTATIVES
Bob Dore Associates.
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15% on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Mutual Black Network.
Member: Arkansas Radio Network.

TIME RATES
Eff 10/1/74—Rec'd 10/28/74.
AA—6-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	—AA—				—A—			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
12 ti	12	11	10	9	10	9	8	7
18 ti	11	10	9	8	9	8	7	6
24 ti	10	9	8	7	8	7	6	5
30 ti	9	8	7	6	7	6	5	4

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

KCLA
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 204 7480 1.00
KCLA, Inc., 3010 W. 28th Ave. Pine Bluff, Ark. 71601. Phone 501-535-1241.

STATION'S PROGRAMMING DESCRIPTION
KCLA: Programmed for general interest & adults 18+.
MUSIC: contemporary. NEWS: 5 min at :60; expanded noon & 6 pm, 45 min discussion program 5 days per wk. Remotes from area as ordered. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
General Manager—A. J. Lindsey.
Operations Director—Larry Monk.

2. REPRESENTATIVES
Southwest—Riley Representatives.
Southeast—W. O. Jones, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 16b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES
Eff 1/1/74—Rec'd 1/2/74.

6. SPOT ANNOUNCEMENTS

	1x	90x	180x	270x	360x	450x	540x
1 min	8.00	7.80	7.60	7.40	7.20	7.00	6.80
30 sec	6.00	5.80	5.60	5.40	5.20	5.00	4.80
10 sec	4.00	3.90	3.80	3.70	3.60	3.50	3.40

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	7.60	7.40	7.20	7.00	6.80
30 sec	5.60	5.40	5.20	5.00	4.80
10 sec	3.80	3.70	3.60	3.50	3.40

6. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	40.00	25.00	12.50

10. SPECIAL FEATURES
Weather-Telephone—24 hrs a day, per mo 300.00
Swap Shop—24 hrs a day, per mo 300.00

ARKANSAS

KOTN
1934

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 204 7590 7.00
Joellen Broadcasting Corp., Broadcast House, 920 Commerce Rd., Pine Bluff, Ark. 71601. Phone 501-534-8732.

1. PERSONNEL
Pres. & Gen'l Mgr.—W. J. (Buddy) Deane.
Vice-Pres. & Sales Mgr.—Mike Waymack.

2. REPRESENTATIVES
Hal Walton Co.
Southwest—Mario Messina Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23b, 24a, 24b, 25a, 26, 28c, 29b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 12-B Eff 3/1/75—Rec'd 5/9/75.
AAA—5-10 am.
ROS—After 10 am.

6. SPOT ANNOUNCEMENTS
CLASS AAA

EA, DAILY:	1 ti	2 ti
1 min (minimum 4 wks)	6.00	5.50
1 min (minimum 13 wks)	5.50	5.00

ROS

	1x	52x	156x	312x	750x	1000x	1500x
1 min	5.25	4.25	3.75	3.25	2.75	2.50	2.25

30 sec: 85% of 1-min.

7. PACKAGE PLANS

7 DAYS, EA:	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	3.00	3.25	3.50	3.75	4.00

30 DAYS, EA:	200 ti	100 ti
1 min	2.20	2.40

SPECIAL SHORT TIME SATURATION PLAN
10 ti, AAA, ea ..... 6.50 40 ti, ROS, ea 3.00
10 sec: Flat 1.50 30 sec: 85% of 1-min.

10. SPECIAL FEATURES
MORNING NEWS—ROTATING 6-10 AM

PER WK:	6 ti	3 ti
Cost	33.00	21.00

MORNING WEATHER—ROTATING 6-10 AM
Cost 24.00 15.00
6 month minimum.
WEATHER/NEWS—ROS—10 AM-7 PM
Weather—At :10 & :50, per wk 16.50 8.75
News—At :20 & :40, per wk 25.00 15.00
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

AM/FM COMBINATION

7. PACKAGE PLANS
SATURATION PLAN
Plan 1—40 1-min AM/50 1-min FM 199.95
Plan 2—20 1-min AM/20 1-min FM 98.00
Block Buster Media Mix—per mo 199.95
Edited by Mike Waymack.

KOTN-FM
1959

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 204 7591 5.00
Joellen Broadcasting Corp., Broadcast House, 920 Commerce Rd., Pine Bluff, Ark. 71601. Phone 501-534-8732.
See affiliated AM station for additional information.

3. FACILITIES
ERP 25,000 w.; 92.3 mc. Stereo.
Operating schedule: 9 am-midnight. CST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KOTN. See that listing.

TIME RATES
No. 12-B Eff 3/1/75—Rec'd 5/9/75.

6. SPOT ANNOUNCEMENTS

PER MO:	25 ti	50 ti	100 ti	150 ti	200 ti
Cost	50	90	170	240	300

7. PACKAGE PLANS
3 MONTH MINIMUM SATURATION PLANS
AAA Plan—150 1-min spots, *25 newscasts 227.50
Incl 6 spots per day, 6 days per wk, 6 newscasts per wk, open/close.
AA Plan—60 1-min spots per mo, *25 newscasts 171.25
Incl 4 spots per day, 6 days per wk/8 every other day, 1 newscast per day. 25 per mo.
A Plan—60 1-min spots per mo, *15 newscasts 112.50
Incl 5 spots every other day, 1 newscast every other day.
(*) 15 sec open & close plus 1-min spot.

10. SPECIAL FEATURES

NEWSCASTS:	Per wk		Per mo
6 ti	13.50	50 ti	100
3 ti	7.50	100 ti	175

Edited by Mike Waymack.

KPBA
1957

Media Code 4 204 7700 2.00
Radio Pine Bluff, Inc., Box 5086, 1607 W. 6th St., Pine Bluff, Ark. 71601. Phones 501-534-1523, 2288.

STATION'S PROGRAMMING DESCRIPTION
KPBA: Programmed for adults 18+.
MUSIC: MOR. Gospel 6-7:30 am. NEWS: network

(This listing continued on next page)

ARKANSAS

Pine Bluff—K P B A—Continued

news & sports. Local news department. Panel discussion 11:30 am-noon. Contact Representative for further details. Rec'd 10/29/74.

1. PERSONNEL
General Manager—U. J. Gilbert.

2. REPRESENTATIVES
R. S. Crane Company, Inc.

3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 25b, 29a.
Contracts: 40b, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 73a.
Member: Arkansas Radio Network.

TIME RATES
Rates effective June 1, 1964.
Rates received June 10, 1964.

6. SPOT ANNOUNCEMENTS
1 min ..... 7.

7. PACKAGE PLANS

PER WK:	oa	tot		oa	tot
5 ti	6.00	30.00	20 ti	4.00	80.00
10 ti	5.00	50.00	30 ti	3.00	90.00
15 ti	4.50	67.50			

30-seconds—75% of applicable minute rate.

6. PROGRAM TIME RATES
1/2 hr ..... 30. 5 min ..... 10.
1/4 hr ..... 20.

POCAHONTAS (1 AM; 1 FM)

Randolph County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

K P O C
1950

Subscriber to the NAB Radio Code

Media Code 4 204 7310 6.00
Adrian L. White, Inc., Box 500, Pocahontas, Ark. 72455. Phone 501-892-5234.

1. PERSONNEL
Pres. & Gen'l Mgr.—Adrian L. White.

2. REPRESENTATIVES
R. S. Crane Company, Inc.

3. FACILITIES
1,000 w. days, 1420 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.9 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6 am-sunset.

4. AGENCY COMMISSION
15/0 time only; 20th of following month.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network.

TIME RATES
No. 8 Eff 10/73—Rec'd 10/31/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	1000+
1 min	3.00	2.20	2.00
30 sec	2.40	2.00	1.50

Mon thru Fri 6-9 am, extra 1.00.

PRESCOTT

Nevada County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

K T P A
1960

Media Code 4 204 7920 6.00
Newport Broadcasting Co., Box 734, Prescott, Ark. 71857. Phone 501-887-2638.

1. PERSONNEL
Station Manager—Robert Hill.

3. FACILITIES
500 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

6. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Arkansas Radio Network.

TIME RATES
No. 8 Eff 9/1/74—Rec'd 10/29/74.

6. SPOT ANNOUNCEMENTS

PER MO:	10 ti	51 ti	101 ti	200+
15 sec	2.00	1.75	1.50	1.25
30 sec	3.00	2.50	2.00	1.50
1 min	4.00	3.50	3.00	2.50

ROGERS (1 AM; 1 FM)

Benton County—Map Location C-1
See SRDS consumer market map and data at beginning of the State

K A M O
1954

Subscriber to the NAB Radio Code

Media Code 4 204 8030 5.00
KAMO, Inc., Rt. 2, Rogers, Ark. 72756. Phone 501-636-4011.

STATION'S PROGRAMMING DESCRIPTION
KAMO: Programmed for general interest.

1. PERSONNEL
General Manager—W. E. Dacus.

2. REPRESENTATIVES
The Dorney Organization, Inc.

3. FACILITIES
1,000 w. days, 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.6 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 210 ft. above average terrain.
Simulcast 6 am-6 pm.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network, Magic Circle Network.

TIME RATES
Eff 4/1/55—Rec'd 3/7/55.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	208x	312x	364x
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
50 wds	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75

RUSSELLVILLE

Pope County—Map Location E-3
See SRDS consumer market map and data at beginning of the State

K A R V
1946

Subscriber to the NAB Radio Code

Media Code 4 204 6140 6.00
Horne Industries, Inc., 2nd & Boulder, Russellville, Ark. 72801. Phone 501-968-1184.

STATION'S PROGRAMMING DESCRIPTION
KARV: Programmed for adults and young adults.

1. PERSONNEL
Sales Manager—Kermit Womack.

2. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 a.m. to midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Arkansas Radio Network, Magic Circle Network.

TIME RATES
Eff 3/1/74—Rec'd 2/27/74.
AAA—6:30-8:30, noon-1 pm & special programs.
AA—6-6:30 am & 3:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	8.00	5.50	4.00
30 sec	4.50	3.50	2.50

10% rebate on non-cancellable annual contract, minimum 15.00 per wk.

7. PACKAGE PLANS
SATURATION PACKAGES—30 SECONDS

	10 ti	20 ti	30 ti	50 ti	100 ti
In 1 day	3.00	2.75	.....	.....	.....
In 1 wk	.....	.....	3.00	2.75	2.25

10. SPECIAL FEATURES
News at 7:30—5.00.

SEARCY (1 AM; 1 FM)

White County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

K W C K
1951

Subscriber to the NAB Radio Code

Media Code 4 204 8230 7.00
KWCK, Inc. Drawer 708, 100 E. Arch Ave., Searcy, Ark. 72143. Phones 501-268-7124.

1. PERSONNEL
Station Manager—John Paul Capps.

3. FACILITIES
1,000 w. days, 1300 kc. Nondirectionas.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only· 15th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network.

TIME RATES
Eff 1/1/74—Rec'd 11/5/73.
AA—6-8 am & noon-1 pm.
A—8 am-noon & 1 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AA	11.50	7.50
A	8.00	5.00

K W C K-F M
1973

Media Code 4 204 8251 5.00
KWCK, Inc., Drawer 708, 100 E. Arch Ave., Searcy, Ark. 72143. Phones 501-268-7124.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KWCK-FM: country 5 am-5 pm, MOR 5 pm-midnight.

3. FACILITIES
ERP 3,000 w., 99.3 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: ———— ft. above average terrain.

TIME RATES
Eff 1/1/74—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS
1 min ..... 5.00 30 sec 3.00

SILOAM SPRINGS (1 AM; 1 FM)

Benton County—Map Location C-1
See SRDS consumer market map and data at beginning of the State

K U O A
1923

K U O A-F M
1949

Subscriber to the NAB Radio Code

Media Code 4 204 8300 4.00
KUOA, Inc., Siloam Springs, Ark. 72761. Phone 501-524-3154.

1. PERSONNEL
General Manager—Carl McQuay

3. FACILITIES
5,000 w. days, 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 34,000 w. (horiz.), 34,000 w. (vert.); 105.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 415 ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only: monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Arkansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 3/5/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
10 sec	1.25	1.20	1.15	1.10	1.05	1.00
20 sec	1.50	1.45	1.40	1.35	1.30	1.25
30 sec	1.95	1.85	1.75	1.65	1.55	1.45
1 min	2.85	2.70	2.55	2.40	2.25	2.20

SPRINGDALE (2 AM; 1 FM)

Washington County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

K B R S
1949

Subscriber to the NAB Radio Code

Media Code 4 204 8470 1.00
Northwest Arkansas Broadcasting and Telecasting Co., Inc., Box 47, Hwy. 71, 1/2 m. N. of Springdale, Ark. 72764. Phone 501-751-4675.

STATION'S PROGRAMMING DESCRIPTION
KBRS: MOR, family interest, local & state news.

1. PERSONNEL
General Manager—Phil Phillips.

2. REPRESENTATIVES
Meeker Radio, Inc.
Southwest—Clyde Melville Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Affiliated with KBS.
Member: Magic Circle Network, National AgRadio Groups, Inc.

TIME RATES
Eff 6/1/73—Rec'd 10/29/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	3.05	2.00	1.10

10. SPECIAL FEATURES
AP and local news service. Extra, 20% of 1-time rate.

K S P R
1966

Media Code 4 204 8580 7.00
Johnson Communications, Inc., Box 103, Springdale, Ark. 72764. Phone 501-756-6121.

STATION'S PROGRAMMING DESCRIPTION
KSPR: Programmed for adults and young adults.

1. PERSONNEL
Manager—Dewey Johnson.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
500 w., 1590 kc. Non-directional
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KSPR-FM.

4. AGENCY COMMISSION
15/0 time only payable 10th month following.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 8/31/73.

7. PACKAGE PLANS

PER MO:	1 ti	31 ti	76 ti
1 min	3.00	2.60	2.35
30 sec	2.40	2.10	1.85
PER YR, BULK:		**600x**	**1000x**
1 min		2.50	2.15
30 sec		2.00	1.75

10 sec: 70% of per mo 1-min rate

K S P R-F M
1968

Media Code 4 204 8581 5.00
Johnson Communications, Inc., Box 103, Springdale, Ark. 72764. Phone 501-756-6121.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 104.0 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.:————.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see KSPR.

TIME RATES
Rates are identical to KSPR. See that listing.

STUTTGART

Arkansas County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

K W A K
1948

Subscriber to the NAB Radio Code

Media Code 4 204 8600 4.00
Stuttgart Broadcasting Corp., Box 907, Stuttgart, Ark. 72160. Phone 501-673-1595.

1. PERSONNEL
Station Manager—C. R. Sandine.

2. REPRESENTATIVES
George T. Hopewell, Inc.
South—C. K. Beaver & Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Arkansas Radio Network, Magic Circle Network.

TIME RATES
No. 7 Eff 1/1/75—Rec'd 10/18/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.29	6.06	5.82	5.59	5.35
30 sec	4.82	4.59	4.35	4.12	3.88
		156x	**208x**	**312x**	**364x**
1 min		5.12	4.88	4.65	4.41
30 sec		3.65	3.41	3.18	2.94

TEXARKANA (1 AM; 2 FM)

Ark.—Miller County—Map Location C-7
Tex.—Bowie County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

K A D O
1961
TEXARKANA, TEXAS

Subscriber to the NAB Radio Code

(This is a duplicate of the listing appearing under Texarkana, Tex.)

Media Code 4 245 7800 6.00
KADO, 303 W. Broad St., Texarkana, Tex. 75501. Phone 214-793-4671.

STATION'S PROGRAMMING DESCRIPTION
KADO: Programmed for adults & young adults. MUSIC: modern country. NEWS: network at :30, state network & local at :55. Mobile studio. RELIGIOUS: Sun am. Contact Representative for further details. Rec'd 11/15/74.

1. PERSONNEL
General Manager—Floyd Bell.
Station Manager—Roy P. Jones.
Program Director—John H. Bell.

2. REPRESENTATIVES
West—Paul Miller & Company.
South—David Carpenter Company.

3. FACILITIES
1,000 w. days; 940 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff————Rec'd 9/10/74.

6. SPOT ANNOUNCEMENTS

	— BTA —		Drive/Fixed	
	1 min	30 sec	1 min	30 sec
Ea	5	4	6	5

Edited by Floyd Bell.

(D)

(Texarkana continued on next page)

KADO-FM

1968
TEXARKANA, ARK.

R A B

Subscriber to the NAB Radio Code
Media Code 4 204 6745 6.00
KADO, 303 W. Broad St., Texarkana, Ark. 75501. Phone 501-773-5791.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KADO-FM: R & B with Negro personalities.
Weather at :60; news at :30. RELIGIOUS: Sun & 2 hrs. daily. Contact Representative for further details. Rec'd 11/15/74.

1. **PERSONNEL**
Station Manager—W. Andrew Griffin.
2. **REPRESENTATIVES**
Memphis, Atlanta—C. K. Beaver & Associates, Inc.
Texas—Paul Miller & Company.
3. **FACILITIES**
ERP 3,000 w.; 107.1 mc.
Operating schedule: 6-1 am. CST.
Antenna ht.: 160 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with Mutual Black Network.

TIME RATES
No. 2 Eff 10/1/71—Rec'd 4/17/72.

6. **SPOT ANNOUNCEMENTS**

	Open	100x	250x	500x	750x
1 min	6.00	5.25	4.50	4.00	3.50
20 sec	4.50	4.00	3.50	3.00	2.50

7. **PACKAGE PLAN**

PER WK:	10 tl	20 tl	30 tl
1 min	45	60	105
30 sec	35	60	75

Edited by W. Andrew Griffin.
(D)

KCMC

1952
TEXARKANA, TEX.

NAB

Subscriber to the NAB Radio Code
(This is a duplicate of the listing appearing under Texarkana Tex.)
Media Code 4 245 7850 8.00
KCMC Co., Inc., Box 521. 2227 Summerhill Rd., Texarkana, Texas 75501. Phone 214-793-1187.

STATION'S PROGRAMMING DESCRIPTION
KCMC: MUSIC: country and western. Contact Representative for further details. Rec'd 7/21/68.

1. **PERSONNEL**
Manager—Herman Cecil.
2. **REPRESENTATIVES**
M. A. Sales Co., Inc.
Southwest—Clyde Melville Company.
3. **FACILITIES** 1,000 w.; 740 kc. Directional.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15/0 time only; payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a. 2a. 2b. 3a. 3c. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11i. 12h. 13i. 14i. 15a. 16.
Basic Rates: 20b. 21a. 21b. 21c. 23b. 24b. 25a. 26. 28a. 28c. 29a. 30. 33a.
Contracts: 40a. 41. 42a. 42c. 43. 44a. 45. 46. 47a. 48. 49. 51a. 51b. 51c.
Comb.; Cont. Discounts: 60b. 60d. 60e. 60g. 60i. 61b. 62b. 62d.
Cancellation: 70a. 70c. 71a. 73b.
Prod. Services: 80. 82.
Affiliated with MBS.

TIME RATES
Rates effective November 1, 1961.
Rates received August 4, 1961.
Class A—6:00 am-6:00 pm.
Class B—All other times

6. **SPOT ANNOUNCEMENTS**

CLASS A	1 min	30 sec		1 min	30 sec
1 tl	10.00	8.00	150 tl	8.50	6.75
20 tl	9.75	7.75	260 tl	8.00	6.50
52 tl	9.50	7.50	312 tl	7.50	5.00
104 tl	9.00	7.25			
CLASS B					
1 tl	8.00	6.00	150 tl	6.75	5.00
26 tl	7.75	5.75	200 tl	6.50	4.75
52 tl	7.50	5.50	312 tl	5.75	4.25
104 tl	7.25	5.25			

6. **PROGRAM TIME RATES**

CLASS A	1 hr	1/2 hr	1/4 hr	5 min
1 tl	75.00	45.00	30.00	18.00
26 tl	73.00	44.00	29.00	17.50
52 tl	71.00	42.50	28.50	17.00
104 tl	67.50	40.00	27.00	16.00
156 tl	63.50	38.00	25.50	15.25
260 tl	60.00	36.00	24.00	14.50
312 tl	56.00	33.00	22.00	13.50
CLASS B				
1 tl	50.00	30.00	20.00	12.00
26 tl	48.50	29.00	19.50	11.75
52 tl	47.50	28.50	19.00	11.50
104 tl	45.00	26.00	18.00	10.75
156 tl	42.25	24.25	17.00	10.25
260 tl	39.50	22.00	16.00	9.50
312 tl	37.00	22.00	15.00	8.00

(D)

KOSY

1951
TEXARKANA, ARK.

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 9020 8.00
Gateway Broadcasting Co., Box 1318, 111 E. 6th St., Texarkana, Tex. 75501. Phone 501-772-2771.

STATION'S PROGRAMMING DESCRIPTION
KOSY: Programmed for mass appeal.
AIR PERSONALITIES all segments. NEWS: network hourly, local, Arkansas and Texas wire service half hour. Business: stock markets, special edition M-F, interviews. MUSIC: general popular music, standards. FARM: 5-7 am county agent report M-Sat, news and market reports M-F. Weather, interviews. 7 am - noon music, audience participation, quips, comedy. Noon-12:20 pm news, national, local, regional, weather. 12:20-2 pm music, comedy, variety. 2-3 pm audience participation call in show for selling or trading items. 3 pm-12M entertainment, music, news, sports. College, high school football, pro baseball, 2 local roundups daily, 2 hunting and fishing reports M-F. Contact Representatire for further details. Rec'd 7/21/67.

1. **PERSONNEL**
President—W. Decker Smith.
General Manager—J. K. Smith.
Program Director—Paul Brown.
2. **REPRESENTATIVES**
Savalli/Gates, Inc.
3. **FACILITIES**
1,000 w. days, 500 w. nights; 790 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.
4. **AGENCY COMMISSION**
15/0 net time.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a. 3a. 3b. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10d. 11d. 12d. 13d. 14d. 15b.
Basic Rates: 20b. 21b. 21c. 21d. 22a. 23a. 24b. 24c. 25a. 26. 28a. 28c. 29a.
Contracts: 40a. 41. 44b. 46. 47a.
Comb.; Cont. Discounts: 61c.
Cancellation: 70c. 71a. 73a.

TIME RATES
Rates effective June 1, 1964.
Rates received May 18, 1965.
Class A—6:00 am-6:30 pm.
Class B—All other times.

6. **SPOT ANNOUNCEMENTS**

CLASS A	1 min	30 sec		1 min	30 sec
1 tl	10.00	8.00	150 tl	8.50	6.75
20 tl	9.75	7.75	260 tl	8.04	6.50
52 tl	9.50	7.50	312 tl	7.30	6.00
104 tl	9.00	7.25			
CLASS B					
1 tl	8.00	6.00	150 tl	6.75	6.00
26 tl	7.75	6.75	200 tl	6.50	6.75
52 tl	7.50	5.50	312 tl	6.00	4.50
104 tl	7.25	5.25			

7. **PACKAGE PLANS**

*PACKAGE PLANS	—Class A—		—Class B—	
PER WK:	1 min	30 sec	1 min	30 sec
10 tl	9.00	6.40	6.50	5.20
15 tl	7.50	6.00	6.00	4.80
20 tl	7.00	5.60	5.50	4.40
30 or more tl	6.50	5.20	5.00	4.00

(*) Not combineable for frequency.
10 seconds—60% of applicable 1-minute rate.

8. **PROGRAM TIME RATES**

1 HR:	1x	26x	52x	104x	156x	260x	312x
A.	75.00	73.25	71.25	67.50	63.75	60.00	56.25
B.	50.00	48.75	47.50	45.00	42.50	40.00	37.50

1/2 hr: 60% of hour. 10 min: 20% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour

10. **SPECIAL FEATURES**
News—regular time charges plus 20% of base rate
(D)

KOSY-FM

1965
TEXARKANA, ARK.

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 9021 1.00
Gateway Broadcasting Co., Box 1318, 111 E. 6th St., Texarkana, Tex. 75501. Phone 501-772-2771
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KOSY-FM: Programmed to adults.
MUSIC: standards. NEWS: at :55, 5 min every hour, Arkansas and Texas wire service, network reports, programs, interviews. 9 am-12M entertainment. SPORTS: college football. Contact Representatire for further details. Rec'd 7/21/67.

1. **PERSONNEL**
Gen'l. Sta. & Sales Mgr.—James K. Smith.
6. **FACILITIES**
ERP 35,000 w.; 102.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 265 ft. above average terrain.

TIME RATES
Eff ——————Rec'd 10/31/66.

6. **SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.50	5.10	4.00	4.75	4.50	4.25
30 sec	5.00	4.50	4.10	3.90	3.75	3.60	3.50

8. **PROGRAM TIME RATES**

	1x	26x	52x	104x	156x	260x	312x
1 hr	37.50	36.50	35.50	33.50	31.50	30.00	28.00
1/2 hr	22.50	22.00	21.50	20.00	19.50	18.00	16.00
1/4 hr	15.00	14.50	14.00	13.50	13.00	12.00	11.00

30 sec: 80% of programs using 1-minute commercials. 1-minute or 30-second spots run only in programs, either 1/4, 1/2 or 1 hour in length (D)

KTAL (FM)

Licensed as a Texarkana, Tex.-Shreveport, La. station
See listing under Shreveport, La.

KTFS

1946
TEXARKANA, TEX.

NAB

Subscriber to the NAB Radio Code
(This is a duplicate of the listing appearing under Texarkana, Tex.)
Media Code 4 245 7900 1.00
KTFS Radio, Inc., Box 1260. 4305 N. Stateline Ave. Texarkana, Tex. 75501 Phone 793-1109

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Hugh D. Frizzell
Station Manager—Tom Alford.
2. **REPRESENTATIVES**
Marie Messina Company.
3. **FACILITIES**
1,000 w. days, 250 w. nights, 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15% ; no cash discount. Bills payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a. 2b. 3a. 3d. 4a. 5. 6a. 8.
Rate Protection: 10b. 11c. 12c. 13c. 14b.
Basic Rates: 20a. 21a. 21d. 22a. 24b. 29a. 30.
Contracts: 40a. 41. 44a. 45. 47a. 51b.
Comb.; Cont. Discounts: 60a. 60d. 60e. 61a.
Cancellation: 71a. 72. 73b.
Prod. Services: 80. 81. 82.
Member: Texas State Network. Farm Radio Network. Alamo Network.

TIME RATES
Eff 1/1/69—Rec'd 1/6/69.

6. **SPOT ANNOUNCEMENTS**

1 Minute or Less			
1 tl	8.00	104 tl	7.20
13 tl	7.00	156 tl	6.80
26 tl	7.50	260 tl	6.40
52 tl	7.00	312 tl	6.00

8. **PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 tl	65.00	38.00	26.00	14.00
13 tl	61.75	37.00	24.00	13.00
26 tl	58.50	35.00	23.00	12.00
52 tl	55.25	33.00	22.00	11.00
104 tl	52.00	31.00	20.00	10.50
156 tl	48.75	29.00	19.00	10.00
260 tl	45.50	27.00	18.00	9.00
312 tl	42.00	25.00	17.00	9.00

(D)

TRUMANN

Poinsett County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

KTMN

1963

Media Code 4 204 9350 4.00
Trumann Broadcasting, Inc., Box 141, Trumann, Ark., 72472. Phone 501-483-6314.

1. **PERSONNEL**
Manager—Jerry Lumpkin.
2. **REPRESENTATIVES**
Memphis, Atlanta, Dallas—C. K. Beaver & Associates, Inc.
3. **FACILITIES**
250 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. **AGENCY COMMISSION**
15% net time.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Member: Arkansas Radio Network, Magic Circle Network.

TIME RATES
Eff ——————Rec'd 11/12/73.

6. **SPOT ANNOUNCEMENTS**

ANNUAL CONTRACT:	300x	700x	1000x	1500x	2000x
1 min	2.30	2.00	1.90	1.75	1.65
45 sec	2.00	1.90	1.75	1.65	1.50
30 sec	1.75	1.60	1.50	1.40	1.35

7. **PACKAGE PLANS**

PER WK:	50 tl	75 tl	100 tl	150 tl	200 tl
1 min	2.30	2.00	1.90	1.75	1.65
45 sec	2.00	1.90	1.75	1.65	1.50
30 sec	1.75	1.65	1.60	1.50	1.35
PER MO:	2 tl	20 tl	35 tl	70 tl	150 tl
1 min	2.95	2.80	2.70	2.60	2.45
45 sec	2.65	2.55	2.35	2.25	2.10
30 sec	2.35	2.25	2.10	2.00	1.90

VAN BUREN

Crawford County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Fort Smith
(including Van Buren)

WALNUT RIDGE

Lawrence County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

KRLW

1951

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 9460 1.00
Lawrence County Broadcasting Inc., Box 30, Walnut Ridge, Ark. 72476. Phones 501-886-6666.

1. **PERSONNEL**
General Manager—Dan Coker.
2. **REPRESENTATIVES**
C. K. Beaver & Associates, Inc.
3. **FACILITIES**
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. **AGENCY COMMISSION**
15/0
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 9/74—Rec'd 8/29/74.

Premium—6-9:30 am. 11:30 am-1 pm & 4-6 pm.
Regular—All other times.

6. **SPOT ANNOUNCEMENTS**

	1 min	30 sec		1 min	30 sec
Premium	4.00	3.00	Regular	3.00	2.00

7. **PACKAGE PLANS**

PER WK:	6 tl	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	3.75	3.50	3.25	3.00	2.85	2.75
30 sec	2.75	2.50	2.25	2.00	1.85	1.75

Edited by Dan Coker.

WARREN

Bradley County—Map Location F-7
See SRDS consumer market map and data at beginning of the State

KWRF

1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 9570 7.00
Pines Broadcasting Co., Warren, Ark. 71671. Phones 501-226-2653, 2654.

1. **PERSONNEL**
General Manager—Weldon Sledge.
2. **REPRESENTATIVES**
George T. Hopewell, Inc.
South—C. K. Beaver & Associates, Inc.
3. **FACILITIES**
250 w. days, 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff——————Rec'd 4/8/74.

6. **SPOT ANNOUNCEMENTS**

	1x	52x	104x	208x	364x
1 min	5.50	5.00	4.50	4.25	4.00
30 sec	5.00	4.75	4.25	4.00	3.75

WEST MEMPHIS

Crittenden County—Map Location J-8
See SRDS consumer market map and data at beginning of the State.

See Memphis, Tenn.
(including West Memphis, Ark.)

WYNNE (1 AM; 1 FM)

Cross County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KWYN

1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 204 9790 1.00
East Arkansas Broadcasters, Inc., Box 789, Hwy. No. 1, N., Wynne, Ark. 72396. Phone 501-238-8141.

1. **PERSONNEL**
Manager—Bob D. Caldwell.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional
Operating schedule: 5:30 am-10 pm. CST.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyright contract.
Member: Magic Circle Network.

TIME RATES
No. 5 Eff —— Rec'd 7/1/74.

6. **SPOT ANNOUNCEMENTS**

PER MO:	1 tl	25 tl	50 tl	100 tl	200+
1 min	3.70	3.33	2.82	2.61	2.19
30 sec	2.76	2.47	2.19	1.87	1.48

Edited by Bob D. Caldwell.

KWYN-FM

1960

NAB

Media Code 4 204 9791 9.00
East Arkansas Broadcasters, Inc., Box 789, Hwy. 1 N., Wynne, Ark. 72396. Phone 501-238-8141.
See affiliated AM station for additional information.

3. **FACILITIES**
ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 336 ft. above average terrain.

TIME RATES
Rates are identical to KWYN. See that listing.
Edited by Bob D. Caldwell.

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Jackson—Amador County
Los Gatos—Santa Clara County
Morro Bay—San Luis Obispo County

NEWSPAPER

Orland—Glenn County

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,694,867
METRO AREAS	
Anaheim-Santa Ana-Garden Grove	13,328
Bakersfield	19,233
Fresno	22,532
Los Angeles-Long Beach	932,174
Modesto	2,544
Oxnard-Simi Valley-Ventura	7,083
Riverside-San Bernardino-Ontario	59,183
Sacramento	50,144
Salinas-Seaside-Monterey	14,022
San Diego	76,720
San Francisco-Oakland	393,032
San Jose	25,993
Santa Barbara-Santa Maria-Lompoc	8,074
Santa Cruz	1,096
Santa Rosa	2,987
Stockton	18,268
Vallejo-Fairfield-Napa	19,259
Visalia	3,298
Total Metros	1,668,970

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

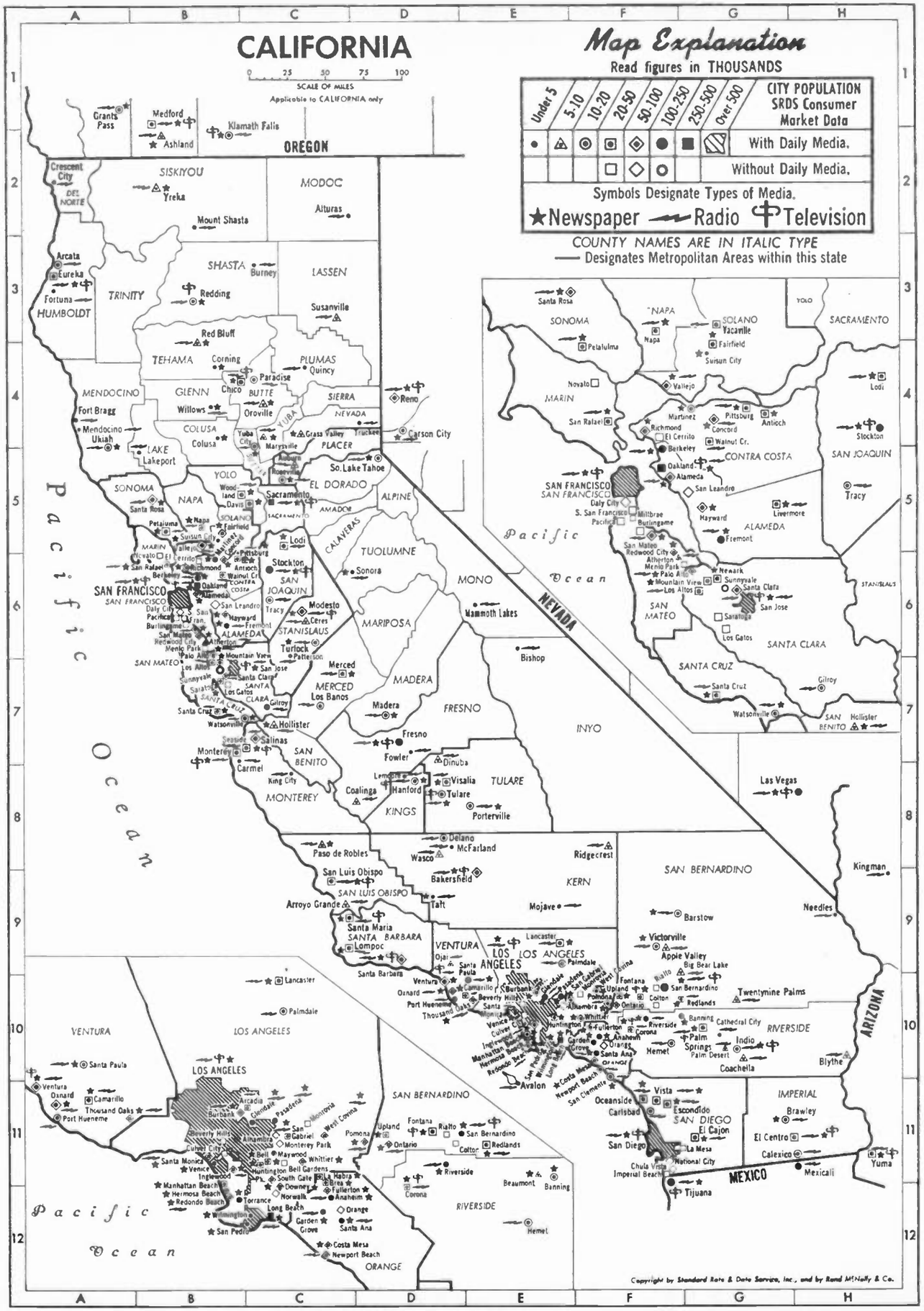
(April 1, 1970)

STATE TOTAL	3,101,589
METRO AREAS	
Anaheim-Santa Ana-Garden Grove	160,168
Bakersfield	55,310
Fresno	104,177
Los Angeles-Long Beach	1,289,311
Modesto	24,569
Oxnard-Simi Valley-Ventura	73,684
Riverside-San Bernardino-Ontario	188,863
Sacramento	80,597
Salinas-Seaside-Monterey	52,715
San Diego	174,209
San Francisco-Oakland	363,893
San Jose	186,525
Santa Barbara-Santa Maria-Lompoc	45,856
Santa Cruz	14,648
Santa Rosa	15,200
Stockton	52,280
Vallejo-Fairfield-Napa	24,353
Visalia	49,296
Total Metros	2,955,654
COUNTIES	
Alameda	135,029
Amador	896
Butte	5,164
Calaveras	768
Colusa	2,133
Contra Costa	51,903
Del Norte	672
El Dorado	1,933
Fresno	104,177
Glenn	1,859
Humboldt	4,019
Imperial	34,260
Inyo	1,137
Kern	55,310
Kings	16,336
Lake	878
Lassen	1,302
Los Angeles	1,289,311
Madera	9,955
Marin	12,021
Mendocino	2,564
Merced	23,951
Modoc	586
Monterey	52,715
Napa	5,954
Nevada	1,204
Orange	160,168
Placer	7,202
Plumas	442
Riverside	79,621
Sacramento	58,082
San Benito	8,185
San Bernardino	109,262
San Diego	174,209
San Francisco	101,901
San Joaquin	52,280
San Luis Obispo	11,736
San Mateo	63,039
Santa Barbara	45,856
Santa Clara	186,525
Santa Cruz	14,648
Shasta	2,977
Siskiyou	1,809
Solano	18,399
Sonoma	15,200
Stanislaus	24,569
Sutter	3,838
Tehama	1,726
Tulare	49,296
Tuolumne	1,545
Ventura	73,684
Yolo	15,313
Yuba	3,327
Total Counties	3,100,876

CALIFORNIA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities ore located. Cities ore first, counties next.

Alameda—Alameda
Alhambra—Los Angeles
Anaheim—Orange
Antioch—Contra Costa
Arcadia—Los Angeles
Azusa—Los Angeles
Bakersfield—Kern
Baldwin Park—Los Angeles
Bell—Los Angeles
Bellflower—Los Angeles
Bell Gardens—Los Angeles
Belmont—San Mateo
Berkeley—Alameda
Beverly Hills—Los Angeles
Brea—Orange
Buena Park—Orange
Burbank—Los Angeles
Burlingame—San Mateo
Camarillo—Ventura
Campbell—Santa Clara
Carson—Los Angeles
Chico—Butte
Chino—San Bernardino
Chula Vista—San Diego
Claremont—Los Angeles
Colton—San Bernardino
Compton—Los Angeles
Concord—Contra Costa
Corona—Riverside
Coronado—San Diego
Costa Mesa—Orange
Covina—Los Angeles
Culver City—Los Angeles
Cupertino—Santa Clara
Cypress—Orange
Daly City—San Mateo
Davis—Yolo
Downey—Los Angeles
El Cajon—San Diego
El Centro—Imperial
El Cerrito—Contra Costa
El Monte—Los Angeles
Escondido—San Diego
Eureka—Humboldt
Fairfield—Solano
Fontana—San Bernardino
Fountain Valley—Orange
Fremont—Alameda
Fresno—Fresno
Fullerton—Orange
Gardena—Los Angeles
Garden Grove—Orange
Glendale—Los Angeles
Glendora—Los Angeles
Hawthorne—Los Angeles
Hayward—Alameda
Huntington Beach—Orange
Huntington Park—Los Angeles
Imperial Beach—San Diego
Inglewood—Los Angeles
Lafayette—Contra Costa
La Habra—Orange
Lakewood—Los Angeles
La Mesa—San Diego
La Mirada—Los Angeles
La Puente—Los Angeles
Lawndale—Los Angeles
Livermore—Alameda
Lodi—San Joaquin
Lomita—Los Angeles
Lompoc—Santa Barbara
Long Beach—Los Angeles
Los Altos—Santa Clara
Los Angeles—Los Angeles
Los Gatos—Santa Clara
Lynwood—Los Angeles
Manhattan Beach—Los Angeles
Menlo Park—San Mateo
Merced—Merced
Millbrae—San Mateo
Milpitas—Santa Clara
Modesto—Stanislaus
Monrovia—Los Angeles
Montclair—San Bernardino
Montebello—Los Angeles
Monterey—Monterey
Monterey Park—Los Angeles
Mountain View—Santa Clara
Napa—Napa
National City—San Diego
Newark—Alameda
Newport Beach—Orange
Norwalk—Los Angeles
Novato—Marin
Oakland—Alameda
Oceanside—San Diego
Ontario—San Bernardino
Orange—Orange
Oxnard—Ventura
Pacifica—San Mateo
Palm Springs—Riverside
Palo Alto—Santa Clara
Paramount—Los Angeles
Pasadena—Los Angeles
Petaluma—Sonoma
Pico Rivera—Los Angeles
Pittsburg—Contra Costa
Placentia—Orange
Pleasant Hill—Contra Costa
Pleasanton—Alameda
Pomona—Los Angeles
Redlands—San Bernardino
Redondo Beach—Los Angeles
Redwood City—San Mateo
Rialto—San Bernardino
Richmond—Contra Costa
Riverside—Riverside
Rosemead—Los Angeles
Sacramento—Sacramento
Salinas—Monterey
San Bernardino—San Bernardino
San Bruno—San Mateo
San Carlos—San Mateo
San Diego—San Diego
San Francisco—San Francisco
San Gabriel—Los Angeles
San Jose—Santa Clara
San Leandro—Alameda
San Luis Obispo—San Luis Obispo
San Mateo—San Mateo
San Pablo—Contra Costa
San Rafael—Marin
Santa Ana—Orange
Santa Barbara—Santa Barbara
Santa Clara—Santa Clara
Santa Cruz—Santa Cruz
Santa Maria—Santa Barbara
Santa Monica—Los Angeles
Santa Rosa—Sonoma
Saratoga—Santa Clara
Seal Beach—Orange
Seaside—Monterey
Simi Valley—Ventura
South Gate—Los Angeles
South Pasadena—Los Angeles
South San Francisco—San Mateo
Stockton—San Joaquin
Sunnyvale—Santa Clara
Temple City—Los Angeles
Thousand Oaks—Ventura
Torrance—Los Angeles
Tustin—Orange
Upland—San Bernardino
Vacaville—Solano
Vallejo—Solano
Ventura—Ventura
Visalia—Tulare
Vista—San Diego
Walnut Creek—Contra Costa
West Covina—Los Angeles
Westminster—Orange
Whittier—Los Angeles
Woodland—Yolo

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	By Selected Store Types: General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
CALIFORNIA STATE TOTALS	21,008.5	7,357.58	106,838,401	14,521	6.1	11.2	9.0	24.6	43.3	54,694,930	7,434	12,843,866	2,018,585	9,201,991	2,661,425	3,157,100	10,433,160	4,247,091	11,008.49	253.4	7,878,007
ALAMEDA B-6†	1,110.5	402.92	5,850,188	14,519	5.3	9.1	8.4	25.4	46.0	2,672,363	6,632	661,781	110,188	473,721	146,652	149,068	557,709	195,012	551.43	1.3	74,560
Alameda	76.9	27.45	407,713	14,853	.....	.....	.....	.....	.....	111,509	4,062	36,962	6,402	8,170	5,559	3,629	23,869	8,710	.....	.....	.....
Berkeley	115.9	48.61	653,347	13,441	.....	.....	.....	.....	.....	308,157	6,339	76,166	13,976	21,514	18,178	24,175	71,135	26,670	.....	.....	.....
Fremont	126.3	35.76	557,450	15,589	.....	.....	.....	.....	.....	216,147	6,044	56,464	8,191	39,876	9,275	7,851	43,787	17,844	.....	.....	.....
Hayward	99.5	32.19	468,844	14,565	.....	.....	.....	.....	.....	367,752	11,424	81,583	16,880	92,390	22,979	16,194	94,439	19,010	.....	.....	.....
Livermore	50.2	15.51	224,118	14,450	.....	.....	.....	.....	.....	82,973	5,350	26,075	2,940	6,411	2,722	3,740	21,628	6,501	.....	.....	.....
Newark	33.1	8.70	124,842	14,350	.....	.....	.....	.....	.....	28,965	3,329	12,931	1,289	1,972	103	635	1,255	2,246	.....	.....	.....
Oakland	360.4	148.33	1,881,995	12,688	.....	.....	.....	.....	.....	1,085,626	7,319	246,222	37,067	211,343	71,102	69,915	211.527	70,188	.....	.....	.....
San Francisco-Oakland Metro Area	3,151.2	1,168.25	18,944,832	16,216	4.6	8.5	7.5	23.9	50.4	8,616,433	7,376	2,138,671	326,946	1,482,180	493,330	508,811	1,528,834	554,724	1,624.61	.....	.....
Pleasanton	32.4	9.48	112,006	11,815	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
San Leandro	70.9	26.58	419,618	15,787	.....	.....	.....	.....	.....	266,500	10,026	55,540	12,135	75,385	12,770	10,979	56,838	20,282	.....	.....	.....
Union	23.1	6.47	76,474	11,820	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
ALPINE O-5	.5	.19	2,447	12,879	5.4	15.0	8.9	22.1	38.1	230	1,211	.....	.....	219	.....	.....	.....	.....	.35	.....	.....
AMADOR C-5	13.9	5.05	55,785	11,047	7.8	15.1	13.3	27.9	28.1	28,878	5,718	9,637	655	1,171	473	279	4,985	3,085	7.13	.3	5,011
BUTTE C-4	115.4	42.14	451,595	10,717	11.4	16.6	10.9	22.7	29.0	284,413	6,749	71,736	11,380	34,390	13,563	16,460	57,800	20,615	57.14	5.6	112,695
Chico	21.7	7.43	81,251	10,936	.....	.....	.....	.....	.....	126,054	16,966	27,278	5,564	18,256	9,230	7,243	24,771	8,581	.....	.....	.....
CALAVERAS C-5	15.0	5.55	63,765	11,489	9.9	17.0	11.0	23.4	30.8	27,688	4,989	7,985	796	3,078	233	460	4,186	3,547	7.21	1.1	7,674
COLUSA B-4	12.5	4.45	62,496	14,044	7.7	13.4	9.2	23.1	40.9	36.675	8,242	8,661	1,071	1,322	885	963	6,788	5,489	6.30	2.3	97,273
CONTRA COSTA B-6†	595.8	196.92	3,336,803	16,945	4.0	6.8	7.1	24.6	53.2	1,523,219	7,735	389,667	69,854	280,869	59,583	71,660	261,798	104,647	317.14	1.9	68,903
Antioch	33.1	10.82	146,394	13,530	.....	.....	.....	.....	.....	77,659	7,177	18,653	3,126	17,814	4,015	3,547	24,662	5,057	.....	.....	.....
Concord	94.2	29.00	462,553	15,950	.....	.....	.....	.....	.....	288,099	9,934	66,495	11,843	76,732	10,101	15,642	70,459	18,045	.....	.....	.....
El Cerrito	26.2	10.09	187,653	18,598	.....	.....	.....	.....	.....	101,920	10,101	25,841	5,605	17,258	8,061	6,094	16,554	5,036	.....	.....	.....
Lafayette	21.7	7.36	180,777	24,562	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pittsburg	27.1	9.04	88,258	9,763	.....	.....	.....	.....	.....	59,956	6,632	20,939	3,984	3,449	2,688	4,022	10,078	5,250	.....	.....	.....
Pleasant Hill	29.1	7.18	141,361	19,688	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Richmond	80.6	28.40	379,829	13,374	.....	.....	.....	.....	.....	194,594	6,852	41,248	4,333	42,985	6,972	15,201	54,492	15,762	.....	.....	.....
San Pablo	22.1	8.30	97,776	11,780	.....	.....	.....	.....	.....	87,094	10,493	33,195	9,740	34,475	3,388	1,561	2,148	7,104	.....	.....	.....
Walnut Creek	48.3	18.14	321,505	17,724	.....	.....	.....	.....	.....	233,778	12,887	48,699	3,517	54,995	16,437	13,423	53,360	15,686	.....	.....	.....
DEL NORTE A-2†	16.3	5.63	63,044	11,198	8.4	15.4	12.3	28.2	28.0	31,355	5,569	10,200	1,269	2,134	687	1,468	3,779	3,411	7.37	.3	6,562
EL DORADO C-5	54.3	19.86	232,121	11,688	8.6	13.7	11.6	27.0	31.3	123,990	6,243	39,748	7,962	2,449	9,782	1,811	16,765	10,162	27.80	.9	13,291
FRESNO D-7†	443.9	145.30	1,789,219	12,314	9.5	14.5	10.4	23.3	34.2	1,315,363	9,053	263,569	54,792	155,726	59,428	82,351	225,557	96,864	219.18	32.0	757,950
Fresno	176.4	62.62	725,456	11,585	.....	.....	.....	.....	.....	761,549	12,161	146,071	39,065	141,020	49,517	67,947	155,812	48,963	.....	.....	.....
Fresno Metro Area	443.9	145.30	1,789,219	12,314	9.5	14.5	10.4	23.3	34.2	1,315,363	9,053	263,569	54,792	155,726	59,428	82,351	225,557	96,864	219.18	.....	.....
GLENN B-4	17.7	6.16	76,857	12,477	7.1	14.8	11.2	24.1	36.3	49,849	8,092	13,517	1,219	3,734	652	1,194	8,771	4,894	9.47	4.8	76,604
HUMBOLDT A-3	103.6	35.90	451,457	12,575	7.2	12.6	11.5	27.0	35.0	229,302	6,387	70,440	6,285	36,180	8,297	9,945	43,745	19,830	50.03	4.6	32,237
Eureka	24.4	9.60	115,339	12,014	.....	.....	.....	.....	.....	116,376	12,123	25,821	1,915	29,480	6,072	7,986	26,929	7,602	.....	.....	.....
IMPERIAL H-11†	79.4	23.92	278,302	11,635	9.6	17.2	11.7	23.6	30.0	249.630	10,436	64,578	7,327	31,925	20,603	11,423	41,166	19,052	37.51	1.6	619,802
El Centro	21.3	6.83	88,178	12,910	.....	.....	.....	.....	.....	95,333	13,958	19,176	4,077	12,824	6,385	4,939	23,349	5,423	.....	.....	.....
INYO F-7	16.7	6.33	83,809	13,240	5.0	10.7	10.0	28.3	38.7	64,032	10,116	14,066	1,639	4,577	995	1,320	14,869	11,052	8.46	.....	.....
KERN E-9†	343.1	113.03	1,389,523	12,293	8.9	14.2	10.7	24.4	34.2	865,139	7,654	201,664	31,531	126,788	30,397	47,672	169,850	84,937	167.44	6.0	586,654
Bakersfield	78.3	27.72	333,386	12,027	.....	.....	.....	.....	.....	449,422	16,213	56,786	14,126	106,271	19,319	33,821	106,415	33,145	.....	.....	.....
Bakersfield Metro Area	343.1	113.03	1,389,523	12,293	8.9	14.2	10.7	24.4	34.2	865,139	7,654	201,664	31,531	126,788	30,397	47,672	169,850	84,937	167.44	.....	.....
KINGS D-8†	71.0	21.45	246,920	11,511	10.2	20.1	12.4	22.7	25.6	165,621	7,721	31,387	5,540	16,656	5,922	7,832	25,691	10,070	29.92	4.8	114,814
LAKE B-4	23.2	9.72	89,326	9,190	15.7	19.5	10.7	19.5	22.4	50,931	5,240	18,668	1,459	1,423	804	1,803	6,795	4,848	13.88	1.8	16,346
LASSEN C-3†	18.5	6.59	81,043	12,298	7.0	14.5	13.5	28.2	31.0	68.036	10,324	16,789	1,403	3,766	2,705	1,450	9,626	5,209	7.64	1.5	18,257
LOS ANGELES E-10†	6,966.4	2,569.76	37,779,799	14,702	5.8	10.6	9.0	24.3	44.7	19,374,661	7,539	4,589,118	725,786	3,495,872	1,019,053	1,120,516	3,767,379	1,456,802	3,821.80	1.7	132,184
Alhambra	62.5	26.98	356,719	13,222	.....	.....	.....	.....	.....	223,820	8,296	42,836	9,284	30,390	13,368	13,481	84,157	13,411	.....	.....	.....
Arcadia	48.6	18.29	361,609	19,771	.....	.....	.....	.....	.....	143,674	7,855	36,675	8,952	38,081	5,324	5,739	15,601	11,480	.....	.....	.....
Azusa	26.5	8.76	104,037	11,876	.....	.....	.....	.....	.....	55,980	6,390	18,887	2,198	19,061	2,363	2,397	3,746	7,402	.....	.....	.....
Baldwin Park	48.1	14.43	171,636	11,894	.....	.....	.....	.....	.....	54,004	3,742	22,140	2,421	918	1,316	3,998	3,082	9,130	.....	.....	.....
Bell	22.5	9.50	102,446	10,784	.....	.....	.....	.....	.....	64,706	6,811	15,608	1,627	4,034	880	2,667	18,123	7,293	.....	.....	.....
Bellflower	53.9	20.93	257,902	12,322	.....	.....	.....	.....	.....	146,929	7,020	33,605	3,581	10,945	4,308	15,114	45,626	11,215	.....	.....	.....
Bell Gardens	30.0	9.92	96,946	9,773	.....	.....	.....	.....	.....	45,092	4,546	25,153	1,636	797	2,042	1,043	1,059	5,783	.....	.....	.....
Beverly Hills	34.1	15.95	527,318	33,061	.....	.....	.....	.....	.....	375,556	23,546	34,744	8,601	51,345	93,947	35,573	65,492	11,550	.....	.....	.....
Burbank	86.3	35.99	520,824	14,471	.....	.....	.....	.....	.....	301,120	8,367	77,254	11,500	50,995	9,845	13,172	65,567	25,479	.....	.....	.....
Carson	74.2	19.95	324,492	16,265	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Cerritos	30.0	8.57	112,772	13,159	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Claremont	26.0	7.87	150,720	19,151	.....	.....	.....	.....	.....	32,081	4,076	10,499	2,057	5,523	1,624	969	6,780	3,151	.....	.....	.....
Compton	73.3	20.52	233,579	11,383	.....	.....	.....	.....	.....	232,941	11,352	62,465	11,053	31,718	7,735	13,446	52,655	15,466	.....	.....	.....
Covina	33.5	11.28	161,352	14,305	.....	.....	.....	.....	.....	150,721	13,362	31,632	2,584	27,516	1,593	6,238	54,712	11,240	.....	.....	.....
Culver City	42.7	16.36	223,705	13,674	.....	.....	.....	.....	.....	240,297	14,688	38,276	7,731	30,294	10,000	9,815	88,710	14,125	.....	.....	.....
Downey	90.1	33.54	550,160	16,403	.....	.....	.....	.....	.....	365,369	10,894	55,422	11,657	85,677	15,517	17,046	123,218	22,294	.....	.....	.....
El Monte	68.9	24.09	289,203	12,005	.....	.....	.....	.....	.....	242,472	10,065	44,885	4,899	91,398	8,147	9,952	53,033	16,084	.....	.....	.....
Gardena	50.3	18.57	226,565	12,201	.....	.....	.....	.....	.....	191,712	10,324	47,028	11,409	21,038	7,458	7,568	40,880	13,758	.....	.....	.....
Glendale	134.0	58.64	840,968	14,341	.....	.....	.....	.....	.....	414,178	7,063	86,736	13,604	75,699	24,695	29,187	114,873	26,832	.....	.....	.....
Glendora	33.9	10.57	167,750	15,870	.....	.....	.....	.....	.....	67,399	6,376	13,377	2,947	2,948	1,674	3,620	24,782	6,604	.....	.....	.....
Hawthorne	59.1	22.52	300,565	13,347	.....	.....	.....	.....	.....	125,760	5,584	34,621	11,479	5,551	4,839	6,597	27,552	9,054	.....	.....	.....
Huntington Park	33.3	15.70	158,356	10,086	.....	.....	.....	.....	.....	141,110	8,988	31,098	6,504	19,498	18,497	10,898	29,279	6,850	.....	.....	.....
Inglewood	96.1	41.82	536,990	12,841	.....	.....	.....	.....	.....	330,513	7,903	64,364	11,344	53,669	20,104	23,373	84,690	23,144	.....	.....	.....
Lakewood	86.6	26.54	434,025	16,354	.....	.....	.....	.....	.....	264,417	9,963	63,859	8,789	100,205	25,403	7,859	30,162	11,693	.....	.....	.....
La Mirada	33.4	8.97	160,869	17,934	.....	.....	.....	.....	.....	90,759	10,118	36,625	3,540	10,961	8,507	2,539	5,045	7,352	.....	.....	.....
La Puente	32.7	8.43	108,303	12,847	.....	.....	.....	.....	.....	113,658	13,483	42,523	7,287	27,314	2,105	1,221	12,212	9,473	.....	.....	.....
Lawndale	22.5	7.42	100,271	13,514	.....	.....	.....	.....	.....	37,675	5,077	8,534	1,578	5,261	714	6,427	7,372	6,329	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
Lomita	21.3	8.24	103,438	12,553	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Long Beach	349.3	148.08	1,963,027	13,257	.....	.....	.....	.....	.....	1,042,738	7,042	210,856	38,599	204,548	38,461	86,457	240,482	75,878	.....	.....	.....
Los Angeles	2,832.6	1,102.89	15,561,909	14,110	.....	.....	.....	.....	.....	8,009,843	7,263	1,922,469	314,804	1,373,668	459,493	482,201	1,337,993	590,455	.....	.....	.....
Los Angeles-Long Beach Metro Area	6,966.4	2,569.76	37,779,799	14,702	5.8	10.6	9.0	24.3	44.7	19,374,661	7,539	4,589,118	725,786	3,495,872	1,019,053	1,120,516	3,767,379	1,456,802	3,821.80	.....	.....
Lynwood	43.7	16.46	204,199	12,406	.....	.....	.....	.....	.....	91,380	5,552	34,145	7,176	1,663	4,226	3,624	6,341	10,326	.....	.....	.....
Manhattan Beach	36.2	13.94	259,209	18,595	.....	.....	.....	.....	.....	101,859	7,307	19,964	3,685	686	3,341	3,917	35,342	6,797	.....	.....	.....
Monrovia	30.1	11.77	142,870	12,138	.....	.....	.....	.....	.....	102,095	8,674	19,980	3,274	5,614	2,516	3,830	54,166	5,982	.....	.....	.....
Montebello	45.5	16.00	233,095	14,568	.....	.....	.....	.....	.....	98,790	6,174	36,417	2,104	16,392	4,209	3,642	18,591	9,201	.....	.....	.....
Monterey Park	48.9	16.99	277,848	16,354	.....	.....	.....	.....	.....	100,096	5,891	40,315	6,149	3,365	7,459	5,504	15,373	10,662	.....	.....	.....
Norwalk	92.1	25.50	365,945	14,351	.....	.....	.....	.....	.....	176,838	6,935	52,113	7,339	29,478	6,853	4,932	26,029	17,410	.....	.....	.....
Paramount	36.6	12.53	140,553	11,217	.....	.....	.....	.....	.....	77,738	6,204	20,938	1,982	8,170	672	1,882	27,726	6,278	.....	.....	.....
Pasadena	112.4	47.26	715,733	15,145	.....	.....	.....	.....	.....	585,954	12,399	104,697	14,685	177,094	42,068	42,816	117,554	30,498	.....	.....	.....
Pico Rivera	54.7	15.48	213,809	13,812	.....	.....	.....	.....	.....	78,436	5,067	25,991	2,793	24,255	1,952	2,341	1,879	11,816	.....	.....	.....
Pomona	89.4	30.07	369,130	12,276	.....	.....	.....	.....	.....	312,297	10,386	71,761	10,794	82,175	12,242	16,147	62,820	23,002	.....	.....	.....
Redondo Beach	60.0	21.46	296,451	13,814	.....	.....	.....	.....	.....	200,567	9,346	60,925	6,877	54,010	8,733	13,754	21,616	14,217	.....	.....	.....
Rosemead	43.9	14.87	171,396	11,526	.....	.....	.....	.....	.....	73,427	4,938	10,559	2,426	21,579	1,018	2,223	3,136	6,483	.....	.....	.....
San Gabriel	31.0	11.87	162,224	13,667	.....	.....	.....	.....	.....	130,681	11,009	30,734	2,002	27,296	1,738	4,011	33,708	9,725	.....	.....	.....
Santa Monica	89.2	43.53	571,855	13,137	.....	.....	.....	.....	.....	377,419	8,670	67,122	12,737	55,744	20,916	25,164	111,888	19,256	.....	.....	.....
South Gate	58.7	25.00	288,429	11,537	.....	.....	.....	.....	.....	142,223	5,689	36,627	8,593	1,403	3,783	8,807	51,831	12,814	.....	.....	.....
South Pasadena	23.6	10.43	179,675	17,227	.....	.....	.....	.....	.....	50,072	4,801	23,513	2,935	8,122	1,082	1,732	2,492	4,531	.....	.....	.....
Temple City	31.9	11.69	153,420	13,124	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Torrance	140.5	48.78	837,117	17,161	.....	.....	.....	.....	.....	561,653	11,514	126,680	14,070	225,326	20,717	23,244	87,680	35,386	.....	.....	.....
West Covina	72.8	21.31	368,679	17,301	.....	.....	.....	.....	.....	277,497	13,022	51,824	7,405	114,359	17,558	15,069	39,217	18,853	.....	.....	.....
Whittier	75.8	28.04	472,393	16,847	.....	.....	.....	.....	.....	342,907	12,229	76,378	9,835	73,590	18,876	24,064	88,061	17,894	.....	.....	.....
MADERA D-7	46.0	15.08	167,181	11,086	12.0	18.3	11.7	22.0	27.4	109,143	7,238	25,228	3,158	4,838	3,251	4,419	23,668	9,913	20.97	6.0	149,653
MARIN B-5†	216.0	75.62	1,466,584	19,394	3.4	6.3	5.7	20.1	61.1	519,769	6,873	155,483	25,951	64,796	26,417	31,482	97,083	38,845	122.52	1.4	26,381
Novato	35.1	10.03	168,908	16,840	.....	.....	.....	.....	.....	61,581	6,140	19,256	4,740	2,741	1,809	4,655	11,559	5,088	.....	.....	.....
San Rafael	45.7	17.09	297,085	17,384	.....	.....	.....	.....	.....	210,449	12,314	39,386	8,907	39,677	16,374	17,614	44,926	12,415	.....	.....	.....
MARIPOSA D-6	7.9	3.09	27,555	8,917	13.7	20.9	12.5	24.4	18.6	19,424	6,286	2,337	331	6,153	195	.....	935	3,751	3.61	.9	12,934
MENDOCINO A-4†	53.5	18.49	214,709	11,612	8.9	14.1	11.4	26.3	30.5	126,545	6,844	38,966	4,504	14,349	3,808	4,034	21,332	12,893	26.82	3.7	26,212
MERCED C-7†	116.5	36.20	424,670	11,731	9.7	18.2	12.1	22.9	29.2	260,418	7,194	58,262	11,837	21,427	9,122	14,191	48,957	26,151	51.96	11.6	318,207
Merced	23.3	8.03	91,793	11,431	.....	.....	.....	.....	.....	131,937	16,431	26,556	7,116	17,216	6,700	8,789	31,729	9,861	.....	.....	.....
MODOC C-2	8.4	3.03	35,685	11,777	12.3	13.6	10.6	25.6	31.8	14,544	4,800	3,829	530	830	377	168	3,477	1,757	3.42	1.8	38,144
MONO E-6†	6.4	2.35	24,533	10,440	8.1	10.6	11.4	33.9	26.7	15,150	6,447	3,221	170	698	.....	.....	40	3,629	2.62	.5	2,652
MONTEREY C-8†	257.9	78.36	1,203,991	15,365	6.4	12.8	9.8	24.4	41.1	662,297	8,452	130,929	19,998	88,107	31,669	40,412	117,405	50,981	127.55	5.8	397,309
Monterey	28.1	10.10	147,152	14,570	.....	.....	.....	.....	.....	133,680	13,236	20,530	2,489	14,816	5,300	9,389	46,648	7,334	.....	.....	.....
Salinas	67.1	22.24	306,651	13,788	.....	.....	.....	.....	.....	293,104	13,179	48,719	10,442	53,097	12,737	14,944	54,851	18,936	.....	.....	.....
Salinas-Seaside-Monterey Metro Area	257.9	78.36	1,203,991	15,365	6.4	12.8	9.8	24.4	41.1	662,297	8,452	130,929	19,998	88,107	31,669	40,412	117,405	50,981	127.55	.....	.....
Seaside	36.7	9.38	133,380	14,220	.....	.....	.....	.....	.....	48,845	5,207	12,123	577	8,362	3,498	9,980	3,807	3,459	.....	.....	.....
NAPA B-5	87.0	29.43	407,618	13,850	6.5	10.0	8.3	25.9	43.2	178,508	6,066	46,770	6,634	23,493	7,789	7,621	25,984	14,911	45.42	2.8	46,243
Napa	45.1	16.25	208,294	12,818	.....	.....	.....	.....	.....	157,076	9,666	39,121	5,929	22,917	7,027	7,065	32,562	12,252	.....	.....	.....
Vallejo-Fairfield-Napa Metro Area	274.1	89.46	1,233,201	13,785	5.8	10.8	8.4	23.4	46.3	572,926	6,404	141,320	19,667	82,068	20,293	32,842	119,223	56,474	136.25	.....	.....
NEVADA C-4	31.0	12.06	129,550	10,742	9.3	17.4	12.6	24.9	27.5	73,843	6,123	21,480	2,469	3,907	2,242	2,571	11,687	8,715	16.46	.7	3,951
ORANGE F-10†	1,649.3	540.21	8,584,949	15,892	4.2	8.3	8.1	26.2	49.3	4,153,553	7,689	902,100	146,485	874,952	154,236	239,270	787,799	344,617	919.92	.5	78,338
Anaheim	191.1	65.31	978,903	14,989	.....	.....	.....	.....	.....	674,488	10,327	117,924	21,584	176,562	23,019	45,834	112,092	51,451	.....	.....	.....
Anaheim-Santa Ana-Garden Grove Metro Area	1,649.3	540.21	8,584,949	15,892	4.2	8.3	8.1	26.2	49.3	4,153,553	7,689	902,100	146,485	874,952	154,236	239,270	787,799	344,617	919.92	.....	.....
Brea	22.8	6.84	110,501	16,155	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Buena Park	64.1	18.62	324,653	17,436	.....	.....	.....	.....	.....	195,317	10,490	38,061	10,619	16,082	17,209	8,914	35,743	13,346	.....	.....	.....
Costa Mesa	81.4	28.58	397,827	13,920	.....	.....	.....	.....	.....	337,549	11,811	56,994	9,407	118,665	17,066	18,784	68,360	22,031	.....	.....	.....
Cypress	39.4	10.55	181,705	17,223	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fountain Valley	51.9	13.96	197,704	14,162	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fullerton	96.2	32.28	572,587	17,738	.....	.....	.....	.....	.....	315,864	9,785	59,201	14,338	44,949	10,062	17,643	114,256	24,900	.....	.....	.....
Garden Grove	123.9	38.21	613,009	16,043	.....	.....	.....	.....	.....	312,804	8,186	79,351	15,358	45,137	9,430	20,866	78,188	27,041	.....	.....	.....
Huntington Beach	151.3	46.90	739,798	15,774	.....	.....	.....	.....	.....	213,753	4,558	50,273	9,454	53,276	6,776	8,616	33,177	19,005	.....	.....	.....
La Habra	46.4	15.17	238,131	15,697	.....	.....	.....	.....	.....	112,354	7,406	37,008	3,940	7,409	2,133	7,470	21,341	13,225	.....	.....	.....
Newport Beach	56.7	23.60	514,866	21,816	.....	.....	.....	.....	.....	162,585	6,889	39,193	7,963	28,107	9,582	4,318	18,228	9,255	.....	.....	.....
Orange	88.0	27.89	440,281	15,786	.....	.....	.....	.....	.....	196,643	7,051	60,219	6,611	26,283	7,423	13,759	20,884	20,289	.....	.....	.....
Placentia	27.5	7.61	124,428	16,351	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Santa Ana	181.5	58.97	734,794	12,460	.....	.....	.....	.....	.....	776,583	13,169	102,748	16,711	166,728	28,845	53,979	168,898	43,133	.....	.....	.....
Seal Beach	27.5	13.85	162,670	11,745	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Tustin	27.5	10.96	155,425	14,181	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Westminster	64.8	19.17	294,070	15,340	.....	.....	.....	.....	.....	142,059	7,410	53,286	3,729	13,057	1,656	2,571	31,298	13,007	.....	.....	.....
PLACER C-4	88.7	30.06	387,006	12,874	6.6	12.4	10.7	25.9	36.8	241,706	8,041	62,710	7,351	11,902	8,244	9,691	61,526	28,188	46.41	3.0	32,626
PLUMAS C-4	13.6	5.15	57,890	11,241	6.9	15.8	13.4	30.7	26.3	30,371	5,897	9,229	1,220	2,699	906	263	4,707	3,325	6.73	.....	.....
RIVERSIDE G-10†	509.8	178.29	2,220,046	12,452	9.1	14.2	10.5	23.9	34.4	1,150,237	6,451	287,114	41,846	123,486	58,636	62,907	244,429	115,525	252.93	5.8	465,170
Corona	30.6	9.65	110,559	11,457	.....	.....	.....	.....	.....	89,503	9,275	22,386	3,624	6,199	3,161	3,635	27,071	10,045	.....	.....	.....
Palm Springs	27.4	12.78	180,520	14,125	.....	.....	.....	.....	.....	171,743	13,438	31,772	7,510	9,327	27,820	6,408	38,649	9,142	.....	.....	.....
Riverside	152.2	51.15	729,223	14,257	.....	.....	.....	.....	.....	425,469	8,318	98,941	13,116	83,392	16,718	32,590	103,761	33,704	.....	.....	.....
Riverside-San Bernardino-Ontario Metro Area	1,219.9	413.14	5,288,380	12,800	8.2	13.6	10.4	24.7	36.0	2,712,170	6,565	676,647	88,377	387,851	114,948	153,886	556,991	280,829	596.19	.....	.....
SACRAMENTO C-5†	698.5	239.43	3,381,241	14,122	5.8	10.9	9.5	25.6	43.0	1,735,771	7,250	406,237	78,616	318,083	81,239	131,668	355,629	129,898	358.29	6.8	88,596
Sacramento	270.7	104.01	1,335,466	12,840	.....	.....	.....	.....	.....	958,195	9,213	194,157	32,255	254,688	49,767	87,642	149,315	64,459	.....	.....	.....
Sacramento Metro Area	893.3	304.41	4,214,436	13,845	6.0	11.5	9.7	25.5	41.7	2,189,315	7,192	521,974	94,304	336,712	98,077	148,201	466,472	180,160	451.62	.....	.....
SAN BENITO C-7	21.2	6.77	81,685	12,066	8.2	15.7	12.0	25.5	31.2	40,615	5,999	11,458	1,245	1,305	2,140	3,951	10,057	3,339	9.12	3.2	68,032
SAN BERNARDINO G-9†	710.1	234.85	3,068,334	13,065	7.6	12.6	10.5	25.4	37.3	1,561,933	6,651	389,533	46,531	264,365	56,312	90,979	312,562	165,304	343.26	5.6	269,227
Chino	23.6	5.77	76,466	13,252	.....	.....	.....	.....	.....	50,530	8,757	16,782	921	3,772	803	857	5,475	3,343	.....	.....	.....
Colton	21.5	7.16	73,943	10,327	.....	.....	.....	.....	.....	47,315	6,608	14,004	928	1,757	1,777	3,883	11,237	4,465	.....	.....	.....
Fontana	25.0	8.39	96,038	11,447	.....	.....	.....	.....	.....	93,584	11,154	28,168	4,195	8,151	1,942	3,305	23,350	8,987	.....	.....	.....
Montclair	25.1	7.61	104,991	13,796	.....	.....	.....	.....	.....	76,151	10,007	10,912	1,404	12,108	2,583	18,703	5,044	5,941	.....	.....	.....
Ontario	69.0	23.18	284,360	12,267	.....	.....	.....	.....	.....	178,552	7,703	37,143	5,589	29,741	7,287	6,788	52,027	13,602	.....	.....	.....
Redlands	40.5	13.56	200,338	14,774	.....	.....	.....	.....	.....	103,135	7,606	31,092	2,133	8,301	3,646	7,066	28,852	9,005	.....	.....	.....
Rialto	31.1	9.58	132,857	13,868	.....	.....	.....	.....	.....	57,653	6,018	26,378	1,233	6,028	428	1,115	9,498	5,586	.....	.....	.....
San Bernardino	112.1	39.63	444,188	11,208	.....	.....	.....	.....	.....	520,229	13,127	92,540	16,664	169,906	28,577	30,137	99,630	33,941	.....	.....	.....
Riverside-San Bernardino-Ontario Metro Area	1,219.9	413.14	5,288,380	12,800	8.2	13.6	10.4	24.7	36.0	2,712,170	6,565	676,647	88,377	387,851	114,948	153,886	556,991	280,829	596.19	.....	.....
Upland	37.7	12.66	197,676	15,614	.....	.....	.....	.....	.....	85,372	6,743	29,401	2,705	14,424	1,319	1,884	18,992	8,843	.....	.....	.....
SAN DIEGO G-11†	1,529.5	508.83	7,124,592	14,002	6.8	12.8	10.1	25.4	38.7	3,582,126	7,040	742,340	115,299	672,941	176,798	217,765	690,607	268,061	777.31	7.3	267,178
Chula Vista	75.0	25.95	347,234	13,381	.....	.....	.....	.....	.....	219,126	8,444	50,270	9,325	70,811	8,750	13,745	35,088	14,967	.....	.....	.....
Coronado	21.9	5.98	106,882	17,873	.....	.....	.....	.....	.....	26,315	4,401	6,440	1,795	1,858	2,178	700	3,722	1,405	.....	.....	.....
El Cajon	61.2	21.46	273,329	12,737	.....	.....	.....	.....	.....	194,071	9,043	42,438	4,630	30,967	5,325	11,229	64,868	14,282	.....	.....	.....
Escondido	49.7	18.41	194,754	10,579	.....	.....	.....	.....	.....	209,789	11,395	39,552	4,796	46,636	6,872	12,828	38,463	14,553	.....	.....	.....
Imperial Beach	21.8	6.64	74,708	11,251	.....	.....	.....	.....	.....	26,047	3,923	12,132	1,813	939	500	119	2,338	3,762	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
La Mesa	46.3	16.88	246,267	14,589	.....	.....	.....	.....	.....	241,599	14,313	68,869	6,276	63,002	8,544	9,847	52,278	9,788	.....	.....	.....
National City	52.5	13.94	179,671	12,889	.....	.....	.....	.....	.....	150,183	10,774	26,647	4,666	21,802	3,835	7,561	66,587	8,691	.....	.....	.....
Oceanside	53.0	18.88	201,675	10,682	.....	.....	.....	.....	.....	154,795	8,199	22,048	3,344	14,167	8,600	10,645	45,081	11,591	.....	.....	.....
San Diego	778.6	270.53	3,757,057	13,888	.....	.....	.....	.....	.....	1,845,182	6,821	352,575	61,074	403,426	123,155	136,163	335,517	134,448	.....	.....	.....
San Diego Metro Area	1,529.5	508.83	7,124,592	14,002	6.8	12.8	10.1	25.4	38.7	3,582,126	7,040	742,340	115,299	672,941	176,798	217,765	690,607	268,061	777.31	.....	.....
Vista	24.1	8.66	121,390	14,017	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
SAN FRANCISCO B-6†	666.9	293.36	4,630,300	15,784	6.1	11.1	8.7	22.4	44.6	2,287,868	7,799	527,499	68,928	432,782	188,120	151,864	313,263	109,567	285.32	.....	.....
San Francisco	666.9	293.36	4,630,300	15,784	.....	.....	.....	.....	.....	2,287,868	7,799	527,499	68,928	432,782	188,120	151,864	313,263	109,567	.....	.....	.....
San Francisco-Oakland Metro Area	3,151.2	1,168.25	18,944,832	16,216	4.6	8.5	7.5	23.9	50.4	8,616,433	7,376	2,138,671	326,946	1,482,180	493,330	508,811	1,528,834	554,724	1,624.61	.....	.....
SAN JOAQUIN C-6†	304.6	103.43	1,389,544	13,435	7.2	11.2	9.5	25.6	39.4	776,051	7,503	193,114	25,301	118,976	33,409	50,281	157,220	62,630	148.03	21.7	377,454
Lodi	30.3	11.19	148,058	13,231	.....	.....	.....	.....	.....	97,083	8,676	26,718	3,473	11,646	4,271	5,018	21,354	7,029	.....	.....	.....
Stockton	121.2	43.39	520,630	11,999	.....	.....	.....	.....	.....	465,640	10,732	95,241	9,635	101,817	24,635	35,455	104,824	30,734	.....	.....	.....
Stockton Metro Area	304.6	103.43	1,389,544	13,435	7.2	11.2	9.5	25.6	39.4	776,051	7,503	193,114	25,301	118,976	33,409	50,281	157,220	62,630	148.03	.....	.....
SAN LUIS OBISPO C-9†	117.8	40.35	479,871	11,893	9.8	14.4	10.2	24.0	33.9	272,401	6,751	66,727	12,223	22,600	9,538	12,383	42,146	31,336	59.48	3.3	139,364
San Luis Obispo	31.7	11.63	146,968	12,637	.....	.....	.....	.....	.....	121,920	10,483	23,790	5,450	17,699	5,474	7,558	27,573	11,550	.....	.....	.....
SAN MATEO B-6	562.0	199.43	3,660,957	18,357	2.9	5.8	6.1	23.4	58.6	1,613,214	8,089	404,241	52,025	230,012	72,558	104,737	298,981	106,653	348.20	.2	38,247
Belmont	26.2	9.20	174,012	18,914	.....	.....	.....	.....	.....	43,456	4,723	15,619	1,177	1,682	1,044	2,677	4,209	3,930	.....	.....	.....
Burlingame	27.7	12.22	202,336	16,558	.....	.....	.....	.....	.....	123,939	10,142	29,022	4,728	5,239	4,153	1,604	58,987	6,786	.....	.....	.....
Daly City	74.2	25.46	388,199	15,247	.....	.....	.....	.....	.....	166,537	6,541	47,919	5,781	17,080	9,539	6,576	51,417	9,987	.....	.....	.....
Menlo Park	25.7	10.09	193,814	19,209	.....	.....	.....	.....	.....	85,161	8,440	23,355	3,358	2,719	3,566	5,785	21,150	7,485	.....	.....	.....
Millbrae	22.1	7.76	154,750	19,942	.....	.....	.....	.....	.....	68,108	8,777	24,795	4,198	5,003	3,251	5,154	2,389	5,426	.....	.....	.....
Pacifica	40.7	11.89	191,038	16,067	.....	.....	.....	.....	.....	51,917	4,366	25,548	789	6,773	1,450	2,088	6,505	4,870	.....	.....	.....
Redwood City	57.6	22.71	345,273	15,204	.....	.....	.....	.....	.....	206,139	9,077	54,042	7,269	34,576	6,972	10,733	56,631	14,415	.....	.....	.....
San Bruno	39.5	12.99	210,503	16,205	.....	.....	.....	.....	.....	92,252	7,102	21,087	3,000	1,391	3,415	6,747	35,177	7,411	.....	.....	.....
San Carlos	27.2	10.13	196,772	19,425	.....	.....	.....	.....	.....	77,160	7,617	16,607	2,751	4,105	3,277	17,372	15,368	5,429	.....	.....	.....
San Mateo	81.7	31.68	543,278	17,149	.....	.....	.....	.....	.....	354,814	11,200	76,538	11,521	131,335	33,936	24,452	26,053	20,575	.....	.....	.....
South San Francisco	48.1	15.51	248,988	16,053	.....	.....	.....	.....	.....	106,434	6,862	38,122	4,101	9,928	1,553	15,170	16,649	8,465	.....	.....	.....
SANTA BARBARA D-9†	280.8	95.10	1,332,163	14,008	6.2	11.8	9.4	24.2	43.4	657,574	6,915	152,638	26,180	105,632	33,729	39,006	117,742	59,217	145.40	3.2	192,147
Lompoc	27.1	8.68	105,990	12,211	.....	.....	.....	.....	.....	63,480	7,313	16,048	4,094	8,149	2,008	5,202	14,066	5,204	.....	.....	.....
Santa Barbara	75.7	32.47	389,581	11,998	.....	.....	.....	.....	.....	282,048	8,686	57,731	8,251	33,864	21,819	19,633	54,383	22,079	.....	.....	.....
Santa Barbara-Santa Maria-Lompoc Metro Area	280.8	95.10	1,332,163	14,008	6.2	11.8	9.4	24.2	43.4	657,574	6,915	152,638	26,180	105,632	33,729	39,006	117,742	59,217	145.40	.....	.....
Santa Maria	36.5	12.18	152,654	12,533	.....	.....	.....	.....	.....	153,666	12,616	31,164	5,429	29,019	6,230	10,182	39,228	14,842	.....	.....	.....
SANTA CLARA C-7†	1,197.3	387.30	6,229,360	16,084	4.0	7.8	7.7	25.5	51.0	3,171,045	8,188	671,024	113,148	583,905	160,972	191,465	609,205	217,805	645.07	3.0	131,033
Campbell	29.4	9.21	136,605	14,832	.....	.....	.....	.....	.....	97,056	10,538	27,037	2,638	1,613	2,089	25,853	3,812	12,387	.....	.....	.....
Cupertino	23.5	7.16	125,766	17,565	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Los Altos	26.5	8.70	218,705	25,139	.....	.....	.....	.....	.....	82,434	9,475	22,315	2,360	2,659	3,601	7,610	21,351	5,759	.....	.....	.....
Los Gatos	27.2	9.56	160,471	16,786	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Milpitas	37.3	9.71	126,481	13,026	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Mountain View	61.8	25.94	370,789	14,294	.....	.....	.....	.....	.....	249,949	9,636	52,668	18,636	81,782	11,574	13,647	30,771	14,036	.....	.....	.....
Palo Alto	56.9	22.31	425,094	19,054	.....	.....	.....	.....	.....	260,405	11,672	50,624	7,054	35,975	37,238	17,064	56,717	17,419	.....	.....	.....
San Jose	535.9	167.64	2,372,710	14,154	.....	.....	.....	.....	.....	1,430,554	8,533	279,747	54,131	303,019	72,629	67,711	208,141	86,290	.....	.....	.....
San Jose Metro Area	1,197.3	387.30	6,229,360	16,084	4.0	7.8	7.7	25.5	51.0	3,171,045	8,188	671,024	113,148	583,905	160,972	191,465	609,205	217,805	645.07	.....	.....
Santa Clara	94.5	30.56	469,290	15,356	.....	.....	.....	.....	.....	292,599	9,575	62,200	11,215	48,551	10,671	26,740	97,157	16,765	.....	.....	.....
Saratoga	30.6	8.56	229,839	26,850	.....	.....	.....	.....	.....	24,167	2,823	5,501	588	248	481	698	35	1,014	.....	.....	.....
Sunnyvale	107.3	36.33	596,714	16,425	.....	.....	.....	.....	.....	249,554	6,869	54,847	5,786	43,582	6,981	8,150	85,211	17,842	.....	.....	.....
SANTA CRUZ B-7	144.7	55.39	624,382	11,272	9.3	14.5	10.4	23.5	33.4	336,168	6,069	94,708	18,923	33,651	12,051	18,178	60,714	25,481	81.86	1.8	53,621
Santa Cruz	35.3	14.61	152,477	10,436	.....	.....	.....	.....	.....	148,635	10,174	35,996	11,226	16,152	5,981	10,376	37,556	8,305	.....	.....	.....
Santa Cruz Metro Area	144.7	55.39	624,382	11,272	9.3	14.5	10.4	23.5	33.4	336,168	6,069	94,708	18,923	33,651	12,051	18,178	60,714	25,481	81.86	.....	.....
SHASTA B-3	85.2	29.60	358,050	12,096	7.8	13.4	10.8	26.4	33.8	239,447	8,089	67,446	9,402	22,410	8,657	13,601	49,966	22,896	42.26	2.0	16,151
SIERRA C-4	2.4	.97	11,751	12,114	6.8	17.6	10.2	20.0	37.6	3,454	3,561	748	233	227	.....	.....	326	553	1.15	.1	1,299
SISKIYOU B-2†	35.8	12.97	151,324	11,667	7.0	13.9	12.4	28.0	31.0	86,299	6,654	25,353	1,706	4,882	2,182	2,479	12,864	13,088	16.38	2.4	37,739
SOLANO B-5†	187.1	60.03	825,583	13,753	6.5	12.6	10.2	26.3	38.5	394,418	6,570	94,550	13,033	58,575	12,504	25,221	83,239	41,523	90.83	3.7	64,783
Fairfield	52.5	14.31	201,234	14,062	.....	.....	.....	.....	.....	85,803	5,996	17,492	2,724	4,469	3,336	6,920	22,255	7,469	.....	.....	.....
Vacaville	26.6	8.14	99,168	12,183	.....	.....	.....	.....	.....	50,868	6,249	11,937	1,343	1,130	1,015	3,657	10,579	5,773	.....	.....	.....
Vallejo	78.5	27.95	348,504	12,469	.....	.....	.....	.....	.....	196,320	7,024	48,078	7,346	39,181	6,258	14,054	44,125	19,740	.....	.....	.....
Vallejo-Fairfield-Napa Metro Area	274.1	89.46	1,233,201	13,785	5.8	10.8	8.4	23.4	46.3	572,926	6,404	141,320	19,667	82,068	20,293	32,842	119,223	56,434	136.25	.....	.....
SONOMA B-5†	236.1	83.40	1,061,647	12,730	7.6	11.0	9.6	25.5	36.9	623,430	7,475	155,042	21,998	74,518	29,103	30,246	114,009	47,535	126.62	10.4	141,692
Petaluma	33.1	11.07	132,805	11,997	.....	.....	.....	.....	.....	123,615	11,167	26,487	3,330	4,450	2,507	4,380	11,318	8,684	.....	.....	.....
Santa Rosa	65.1	25.04	306,648	12,246	.....	.....	.....	.....	.....	266,506	10,643	60,890	12,451	60,736	21,388	16,753	29,912	16,823	.....	.....	.....
Santa Rosa Metro Area	236.1	83.40	1,061,647	12,730	7.6	11.0	9.6	25.5	36.9	623,430	7,475	155,042	21,998	74,518	29,103	30,246	114,009	47,535	126.62	.....	.....
STANISLAUS C-6	214.2	72.95	913,132	12,517	9.5	14.9	10.6	24.1	33.5	611,333	8,380	122,795	27,296	79,119	24,669	38,363	114,223	46,147	107.08	18.8	502,412
Modesto	78.7	27.85	344,257	12,361	.....	.....	.....	.....	.....	399,636	14,350	58,726	21,877	73,319	18,836	23,664	78,555	17,512	.....	.....	.....
Modesto Metro Area	214.2	72.95	913,132	12,517	9.5	14.9	10.6	24.1	33.5	611,333	8,380	122,795	27,296	79,119	24,669	38,363	114,223	46,147	107.08	.....	.....
SUTTER C-5	46.0	15.40	208,785	13,557	8.5	14.0	10.2	23.7	38.3	121,798	7,909	32,631	3,966	14,493	3,241	4,112	12,977	9,028	21.91	5.6	108,428
TEHAMA B-4†	32.6	11.27	134,665	11,949	7.9	15.6	12.2	25.5	31.2	78,357	6,953	18,888	2,105	6,111	1,904	2,153	14,123	13,660	14.64	6.2	49,625
TRINITY B-3	9.5	3.47	34,588	9,968	9.8	14.3	15.0	29.1	22.4	12,407	3,576	5,888	530	786	131	286	261	1,607	3.64	.3	615
TULARE E-8	206.4	66.05	746,806	11,307	11.3	18.1	11.5	22.6	28.3	501,837	7,598	113,861	18,879	62,136	17,773	27,247	107,083	40,690	92.17	20.5	509,351
Visalia	33.9	12.03	143,609	11,938	.....	.....	.....	.....	.....	214,072	17,795	32,946	8,705	45,176	9,634	11,804	55,212	11,509	.....	.....	.....
Visalia Metro Area	206.4	66.05	746,806	11,307	11.3	18.1	11.5	22.6	28.3	501,837	7,598	113,861	18,879	62,136	17,773	27,247	107,083	40,690	92.17	.....	.....
TUOLUMNE D-6	25.2	9.10	99,293	10,911	8.9	15.2	11.2	26.3	29.9	59,154	6,500	17,910	2,013	3,924	1,823	1,810	7,647	5,381	12.22	.5	13,322
VENTURA D-9†	431.1	130.06	1,948,000	14,978	5.2	9.5	8.5	26.1	45.7	899,318	6,915	225,492	35,323	150,530	30,595	43,917	188,687	71,073	216.42	4.6	275,212
Camarillo	25.2	7.38	113,035	15,316	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Oxnard	84.2	25.21	324,894	12,888	.....	.....	.....	.....	.....	254,249	10,085	36,380	8,652	56,558	8,834	12,991	72,986	14,551	.....	.....	.....
Oxnard-Simi Valley-Ventura Metro Area	431.1	130.06	1,948,000	14,978	5.2	9.5	8.5	26.1	45.7	899,318	6,915	225,492	35,323	150,530	30,595	43,917	188,687	71,073	216.42	.....	.....
Simi Valley	72.7	18.58	291,042	15,664	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Thousand Oaks	54.7	15.57	250,510	16,089	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ventura	68.9	24.53	355,130	14,477	.....	.....	.....	.....	.....	268,187	10,933	49,448	5,724	78,957	11,246	16,377	56,667	14,647	.....	.....	.....
YOLO B-5	106.1	34.92	446,189	12,777	6.8	12.7	10.8	25.1	37.2	211,838	6,066	53,027	8,337	6,727	8,594	6,842	49,317	22,074	46.92	4.3	129,462
Davis	31.7	10.45	130,614	12,499	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Woodland	24.1	8.12	103,020	12,687	.....	.....	.....	.....	.....	99,700	12,278	21,428	3,199	4,007	6,380	3,707	20,347	6,564	.....	.....	.....
YUBA C-4†	47.7	14.86	159,693	10,747	10.0	21.7	13.2	21.5	24.0	100,191	6,742	19,847	2,705	15,664	5,777	3,842	24,024	9,818	20.37	1.9	64,380

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

STATE NETWORKS

California Farm Network

Comprised of:
Interconnected by tape

KXGO (FM)—Arcata
KBLF—Red Bluff
KBEE—Modesto
KXO—El Centro
KTOB—Petaluma
KFBK—Sacramento
KMJ—Fresno
KBLC—Lakeport
KLBS—Los Banos
KOMY—Watsonville
KPMC—Bakersfield
KCHV—Indio
KRKC—King City
KDAC—Fort Bragg
KPLY—Crescent City
KIQS—Willows
KPLS—Santa Rosa

Media Code 4 205 0120 7.00
Business Office—California Service Agency. California Farm Bureau Bldg., 2855 Telegraph Ave., Berkeley. Calif. 94705.

1. PERSONNEL
Executive Vice-President—Milton L. Levy.
Radio Director—George Green.

3. FACILITIES
See Individual stations for details.
Operating schedule: KBEE 5:45 6 am. KXO 6:30 am. KTOB 5:45 am. KFBK 5:15 am. KMJ 5:30-5:45 am. KBLC 6:05 am. KOMY 6.15 am. KPMC 6:30 am. KCHV 6:05 am. KRKC 6:46 am. KDAC 12:45 pm. KPLY 7:10 am-12:30 pm. KIQS 6:15 am KPLS 6:30 am-12:30 pm. KXGO (FM) 6 am. KBLF 5:35 am. KLBS 11:30 am.

4. AGENCY COMMISSION
15%: no cash discount. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 21b, 22a.
Contracts: 40a, 42d, 44a, 45, 46.

TIME RATES
Rates effective February, 1963.
Rates received June 22, 1964.

8. SPOT ANNOUNCEMENTS
3 1-minute announcements available in each program. Announcements may originate in Berkeley and feed to the full network or may be given by individual stations as local cut-in. Advertiser may take 1 or more announcements per program with 1 per week minimum.
1 ti..... 175.00

Edited by Milton L. Levy.

Jalco—No/Cal Group

Comprised of:
Non-Interconnected Stations

KIBS—Bishop
KRML—Carmel
KHOT—Madera
KWIP—Merced
KLOC—Modesto
KONG—Visalia

Media Code 4 205 0210 6.00
Business Office—J. A. Lucas Co., 6922 Hollywood Blvd., M-3, Los Angeles, Calif. 90028. Phone 213-462-8655.

(This listing continued on next page)

CALIFORNIA

State Networks—Jalco—No/Cal Group—Continued

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 23a, 24a, 29a.
Contracts: 40a, 42a, 46.
Cancellation: 70a, 70c, 71a, 73a.
Single contract and bill. Advertiser may purchase any combination of 3 or more stations. Advertiser may combine Jalco—No/Cal and Jalco—So/Cal stations for single contract and billing.

TIME RATES
Eff 10/30/73—Rec'd 11/2/73.
AA—Mon thru Fri 7-9 am & 4-6 pm except:
KWIP—Mon thru Fri 6-10 am, noon-1 pm & 3:30-6:30 pm.
KONG—Mon thru Fri 6:30-9 am, noon-1 pm & 4-6 pm.
KLOC—Mon thru Sat 7-9 am & 4-6 pm.
A—All other times.
7. PACKAGE PLANS

CLASS AA

	1 min				30 sec			
	10 ti	20 ti	30 ti	40 ti	10 ti	20 ti	30 ti	40 ti
KIBS	4.25	4.00	3.75	3.50	3.20	3.00	2.80	2.60
KIRM	5.50	5.50	4.95	4.95	3.85	3.85	3.30	3.30
KHOT	6.20	5.70	5.30	4.95	4.95	4.60	4.25	3.80
*KMYC	6.00	6.00	6.00	6.00	5.00	5.00	5.00	5.00
KWIP	7.00	5.50	4.67	4.25	5.00	4.00	3.67	3.50
KLOC	9.50	8.50	7.50	7.00	7.60	6.80	6.00	5.60
KONG	6.00	5.50	5.25	5.00	4.50	4.15	3.95	3.75

CLASS A

KIBS	3.25	3.00	2.75	2.50	2.40	2.25	2.05	1.85
KIRM	5.00	5.00	4.50	4.50	3.50	3.50	3.00	3.00
KHOT	6.20	5.70	5.30	4.95	4.95	4.60	4.25	3.80
*KMYC	6.00	6.00	6.00	6.00	5.00	5.00	5.00	5.00
KWIP	5.00	4.00	3.67	3.50	4.00	3.25	3.00	2.75
KLOC	8.00	7.00	6.00	5.50	6.40	5.60	4.80	4.40
KONG	4.80	4.40	4.20	4.00	3.60	3.30	3.15	3.00

(*) Lower rates on longer flights available.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%

Jalco—So/Cal Group

Comprised of:
Non-Interconnected Stations

KWTC—Barstow	KWXY—Palm Springs/ Cathedral City
KYOR—Blythe	KLOA—Ridgecrest
KXO—El Centro	KSEE—Santa Maria
KKOK—Lompoc	KSBF—Santa Monica
KSFE—Needles	

Media Code 4 205 0240 3.00
Business Office—J. A. Lucas Co., 6922 Hollywood Blvd., Suite M-3, Los Angeles, Calif. 90028. Phone 213-462-6655.
2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 23a, 24a, 29a.
Contracts: 40a, 42a, 46.
Cancellation: 70a, 70c, 71a, 73a.
Single contract and invoice. Advertiser may purchase any combination of 3 or more stations. Advertiser may combine Jalco—So/Cal and Jalco—No/Cal stations for single contract and billing.

TIME RATES
Eff 10/30/73—Rec'd 11/2/73.
AA—Mon thru Fri 7-9 am & 4-6 pm except:
KYOR—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
KWXY—Mon thru Fri 6:30-9 am & 4-7 pm; Sat & Sun all day.
KLOA—Mon thru Sat 6-8:30 am, 11 pm-midnight & 3-6 pm.
A—All other times.
7. PACKAGE PLANS

CLASS AA

	1 min				30 sec			
	10 ti	20 ti	30 ti	40 ti	10 ti	20 ti	30 ti	40 ti
KWTC	4.90	4.80	4.70	4.60	3.70	3.60	3.50	3.40
KYOR	4.90	4.65	4.40	4.15	3.75	3.55	3.35	3.35
KKOK	3.40	3.20	3.20	3.05	2.85	2.70	2.60	2.50
*KSFE	4.60	4.60	4.40	4.40	3.35	3.35	3.20	3.20
*KLOA	6.25	6.25	6.25	6.25	4.25	4.25	4.25	4.25
KSEE	5.90	4.90	4.50	4.00	4.50	4.00	3.50	3.00
KWXY	7.00	6.25	5.85	5.50	5.25	4.70	4.40	4.15
KXO	11.00	10.20	9.35	8.55	8.80	8.25	7.70	6.90
KSBF	14.50	14.00	13.75	13.00	11.50	10.50	9.50	8.50

CLASS A

KWTC	4.90	4.80	4.70	4.60	3.70	3.60	3.50	3.40
KYOR	3.65	3.40	3.15	2.90	2.75	2.55	2.35	2.15
KKOK	3.40	3.30	3.20	3.05	2.85	2.70	2.60	2.50
*KSFE	4.60	4.60	4.40	4.40	3.35	3.35	3.20	3.20
*KLOA	4.65	4.65	4.65	4.65	3.40	3.40	3.40	3.40
KSEE	4.30	3.80	3.30	2.80	3.60	3.10	2.60	2.10
KWXY	5.60	6.00	4.70	4.40	4.20	3.75	3.55	3.30
KXO	8.80	8.00	7.15	6.35	7.70	7.15	6.60	6.05
KSBF	14.50	14.00	13.75	13.00	11.50	10.50	9.50	8.50

(*) Lower rates available on multiple wk orders.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 205 0249 4.00
Business Office—111 W. Washington, Chicago, Ill. 60602 Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

CALIFORNIA STATE GROUP
Comprised of:

KAHI—Auburn	KWIN—Concord
KWAC—Bakersfield	KPLY—Crescent City
KIOT—Barstow	KRDU—Dinuba
KIBS—Bishop	KXO—El Centro
KRED—Eureka	KFIV—Modesto
KDAC—Fort Bragg	KWXY—Palm Springs
KIRV—Fresno	KEWQ—Paradise
KRKC—King City	KSUE—Susanville
KKOK—Lompoc	KTKR—Taft
KMYC—Marysville	KIQS—Willows

	1 min	30 sec
All stations	100	80

Less than full state list may be purchased. (D)

PSA Group

Comprised of:
Non-Interconnected Stations

KLVE (FM)—Los Angeles	KEZL (FM)—San Diego
KEZS (FM)—Sacramento	KEZR (FM)—San Jose

Media Code 4 205 0253 6.00
Regional Sales Office: 7010 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-5772.
1. PERSONNEL
General Manager—Jack L. Siegal.

TIME RATES
4 STATION COMBINATION
No. 73-6 Eff——Rec'd 7/30/73.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Sun 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AAA	71	64	58	52	57	51	46	42
AA	63	56	50	44	50	45	40	35
A	55	49	42	36	44	39	34	29

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
(1/3 Mon thru Sun 6-10 am, 3-7 pm; 1/3 Mon thru Sun 10 am-3 pm; 1/3 Mon thru Sun 7 pm-midnight)

PER WK:	12 ti	18 ti	24 ti
1 min	50	45	40
30 sec	42	38	34

QUARTER HOUR SEGMENT—ROTATES EVENLY

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	87	79	70	62

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
4 STATION DISCOUNT
2 sta—5% 3 sta—7-1/2%
These rates reflect full discount for 4 station buys.

ALAMEDA

Alameda County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

See San Francisco-Oakland (including Alameda, Berkeley, San Mateo)

ALTURAS

Modoc County—Map Location C-2
See SRDS consumer market map and data at beginning of the State

KCNO

1951
Subscriber to the NAB Radio Code
Media Code 4 205 0270 6.00
R. W. Hansen, Box 1650, Alturas, Calif. 96101. Phone 916-233-2713.
1. PERSONNEL
Station Manager—W. H. Hansen.
2. REPRESENTATIVES
Los Angeles, San Francisco—Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days; 570 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15% on time only: no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract
No tobacco advertising accepted.
Affiliated with American Information Network.

TIME RATES
Eff——Rec'd 4/3/67.
6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	15 ti	20 ti	25 ti	30+
1 min, ea	5.00	4.75	4.50	4.25	4.00

30 sec: 75% of 1-min.

ANAHEIM-SANTA ANA-GARDEN GROVE

Anaheim, Orange County—Map Location F-10
Santa Ana, Orange County—Map Location F-10
Garden Grove, Orange County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

APPLE VALLEY

San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

KAVR

1954
Media Code 4 205 0420 1.00
BHA Enterprises, Inc., Box 960, Apple Valley Inn, Apple Valley, Calif. 92307. Phone 714-247-7251. 7252
STATION'S PROGRAMMING DESCRIPTION
KAVR: Programmed for adults and young adults.
1. PERSONNEL
General Manager—Benny Strong.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KAVR-FM.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 11 Eff 5/73—Rec'd 6/15/73.
6. SPOT ANNOUNCEMENTS
1 MINUTE

CONSEC WK, EA:	70 ti	50 ti	30 ti	25 ti	20 ti	15 ti	10 ti	1 ti
52 wk	3.75	4.00	4.50	4.75	5.00	5.25	5.50	6.50
26 wk	4.50	4.75	5.00	5.25	5.50	5.75	6.25	7.25
13 wk	5.00	5.25	5.50	5.75	6.25	6.50	7.50	8.00
1 wk	5.50	6.00	6.25	6.50	7.00	7.25	7.50	8.50

30 SECONDS

52 wk	3.00	3.50	4.00	4.25	4.50	4.75	5.00	6.00
26 wk	4.00	4.25	4.50	4.75	5.00	5.25	5.75	6.25
13 wk	4.50	4.75	5.00	5.25	5.75	6.00	6.50	7.50
1 wk	5.00	5.50	5.75	6.00	6.50	6.75	7.00	8.00

10 sec or less: 50% of 1-min
Fixed position, extra 5%.
10. SPECIAL FEATURES
5-MINUTE NEWS AT :60

52 WK, PER WK:	1 ti	3 ti	5 ti	6 ti
Ea	15.00	13.00	12.50	11.00

Incl open & close billboard plus 1 1-min spot.
DISCOUNT
52 wk—15% (CR)

KAVR-FM

1968
Media Code 4 205 0421 9.00
BHA Enterprises, Inc., Box 960, Apple Valley Inn, Apple Valley, Calif. 92307. Phone 714-247-7251. 7252.
See affiliated AM station for additional information.
3. FACILITIES
ERP 1,300 w.; 102.3 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 53 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KAVR.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
No. 2 Eff——Rec'd 6/15/73.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	28 ti	21 ti	14 ti	7 ti
52 consec wks	2.50	2.75	3.00	3.25
26 consec wks	2.75	3.00	3.25	3.50
13 consec wks	3.00	3.25	3.50	3.75
1 consec wk	3.25	3.50	3.75	4.00

Fixed position, extra 5%.

ARCADIA

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KMAX (FM)

1960
Media Code 4 205 0445 3.00
Sierra Madre Broadcasting Co., 37 W. Huntington Dr., Arcadia, Calif. 91006. Phone 213-446-2030.
1. PERSONNEL
Pres. & Gen'l Mgr.—Max H. Isoard.
Program Director—Mary Ellen Isoard.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.
Operating schedule: 6 am-11 pm. PST.
Antenna ht.: 240 ft. above average terrain.
4. AGENCY COMMISSION
15% on time and talent. Bills payable weekly.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES
Rates effective September 11, 1964.
Card received August 3, 1964.
Class AA—4:00-9:00 pm.
Class A—All other times.
6 SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 min	30 sec		1 min	30 sec
1 ti	15.00	10.00	26 ti	12.00	8.00
13 ti	13.50	9.00	52 ti	10.50	7.00

CLASS A

1 ti	12.00	8.00	26 ti	9.00	6.00
13 ti	10.50	7.00	52 ti	7.50	5.00

8. PROGRAM TIME RATES

	Class AA 2 hr	1 hr	1/2 hr	Class A 2 hr	1 hr	1/2 hr
1 ti	110.00	60.00	40.00	90.00	46.00	32.00
2 ti	108.00	58.00	39.00	88.00	47.00	31.00
3 ti	105.00	57.00	38.00	86.00	46.00	30.00
4 ti	103.00	55.00	37.00	84.00	44.00	29.00
5 ti	100.00	53.00	35.00	82.00	42.00	28.00
6 ti	97.50	51.00	34.00	80.00	41.00	27.00
7 ti	95.00	50.00	32.00	78.00	40.00	26.00

Discount

13 wks	5%	39 wks	15%
26 wks	10%	52 wks	20%

10. SPECIAL FEATURES
Newscasts: 5 minutes on the hour.
NEWSCASTS

	Class AA 1/4 hr	5 min	Class A 1/4 hr	5 min
1 ti	25.00	15.00	20.00	12.00
7 ti	23.00	13.00	19.00	11.00
14 ti	21.00	12.00	18.00	10.00
21 ti	19.00	11.00	17.00	9.50
28 ti	17.50	12.00	15.00	8.00

ARCATA (1 AM; 1 FM)

Humboldt County—Map Location A-3
See SRDS consumer market map and data at beginning of the State

KATA

1956
RAB
Subscriber to the NAB Radio Code
Media Code 4 205 0450 6.00
Martin Broadcasting Corp., Drawer EYE, South G St., Arcata, Calif. 95521. Phone 707-822-4814.
STATION'S PROGRAMMING DESCRIPTION
KATA: Programmed for adults 18-49.
MUSIC: contemporary format centered around current hits. AIR PERSONALITIES. NEWS: presented hourly by local newsman. Twice hourly in drive times. SPORTS: highlights throughout day. Contact Representative for further details. Rec'd 11/5/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Martin.
Vice-Pres. & Sales Mgr.—Jeff Martin.
Program Director—John Price.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—The Tacher Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. PST
4. AGENCY COMMISSION
15% on time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28b.
Contracts: 40c, 42b, 45, 47a.
Comb.: 4 ont. Discounts: 60a, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
Station guarantee 15-minute separation for competitive products.

TIME RATES
No. 11 Eff 5/1/75—Rec'd 4/21/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.
6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	8.00	7.50	6.00	5.75	5.50	5.25	5.00
30 sec	6.30	5.40	4.75	4.50	4.25	4.00	3.75

CLASS A

1 min	6.30	5.40	4.75	4.50	4.25	4.00	3.75
30 sec	4.70	4.25	4.00	3.80	3.60	3.40	3.20

10 sec: 50% of 1-min. (D)

KXGO (FM)

1973
NAB RAB
Media Code 4 205 0465 6.00
D. A. Plank Broadcasting Co., Drawer QQ, Arcata, Calif. 95521. Phone 707-822-3666.
STATION'S PROGRAMMING DESCRIPTION
KXGO (FM): Programmed for adults 18-49.
1. PERSONNEL
General Manager—D. A. Plank.
Station Manager—Philip Plank.
3. FACILITIES
ERP 220 w. (horiz), 220 w. (vert.); 93.5 mc.
Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 920 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Member: California Farm Network.

TIME RATES
Eff——Rec'd 4/24/73.
6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.00	4.85	4.70	4.55	4.40
30 sec	4.00	3.90	3.80	3.65	3.60
20 sec	3.00	2.80	2.60	2.40	2.30
PER MO:					
1 min	4.75	4.55	4.47	4.37	4.00
30 sec	3.50	3.37	3.33	3.25	3.00
20 sec	2.87	2.60	2.30	2.20	2.10

MONTHLY RATE EXTENDED DISCOUNT
3 mo—5% 6 mo—10% 12 mo—15%

ARROYO GRANDE

San Luis Obispo County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

KFYV

RAB
Subscriber to the NAB Radio Code
Media Code 4 205 0480 5.00
Charles R. Scott, Box 1280, Arroyo Grande, Calif. 93420. Phone 805-489-4201.
STATION'S PROGRAMMING DESCRIPTION
KFYV: Current country hits, top albums & news.
1. PERSONNEL
General Manager—Charles R. Scott.
2. REPRESENTATIVES
Bill Dahlsten & Associates.
3. FACILITIES
1,000 w.; 1280 kc. Non-directional days, directional nights.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15/2; payable by 10th.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 4/29/74.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.
7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	5.00	4.75	4.50	4.25	4.00

AUBURN (1 AM; 1 FM)

Placer County—Map Location C-4
See SRDS consumer market map and data at beginning of the State

KAHI KAFI (FM)

1957 1961
Subscriber to the NAB Radio Code
Media Code 4 205 0540 6.00
Auburn Broadcasting Co., Inc., Box 950, Auburn, Calif. 95603. Phone 916-885-5636.
Auxiliary Studios and Offices — Grass Valley and Placerville, Calif.
STATION'S PROGRAMMING DESCRIPTION
KAHI & KAFI (FM): MOR & standards.

(This listing continued on next page)

Auburn—KAHI, KAFI (FM)—Cont'd

1. PERSONNEL
President—Donald J. Inglett.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
5,000 w.: 950 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 3,200 w.; 101.1 mc.
Operating schedule: 6 am-10 pm. PST.
Antenna ht.: 280 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBR.

TIME RATES
Eff———Rec'd 5/2/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
BTA	6.90	4.00	3.50
6-9 am & 4-6 pm	9.20	7.45	5.25
COUNTRY GOLD—KAFI (FM)			
Ea	4.50	3.50	2.50

Edited by Donald J. Inglett.

AVALON (Catalina Island)

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

BAKERSFIELD (8 AM; 3 FM)

Kern County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	25	22	25	22
B	16	15	16	13
C	16	13	16	8
D	13	11	13	7
AVERAGE	18	15	18	13

KAFY
1940

mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 205 0570 3.00
Sunset Broadcasting, a subsidiary of General Broadcasting, Box 6128, Bakersfield, Calif. 93306. Phone 805-366-4411.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ozzie Knudson.
Sales Manager—Jack Igo.
Program Manager—Chris Conner.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w.; 550 kc. Non-directional, day; directional, night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 81.

TIME RATES
No. 7 Eff 1/1/73—Rec'd 2/12/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
III—Mon thru Sat 5-6 am: Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I PER WK:	1 tl	18 tl	24 tl	48 tl
1 min	25.00	24.00	23.00	20.00
30 sec	20.00	19.20	18.40	16.00
10 sec	12.50	12.00	11.50	10.00
SECTION III				
1 min	22.00	20.00	18.00	15.00
30 sec	17.60	16.00	14.40	12.00
10 sec	11.00	10.00	9.00	7.50
SECTION III				
1 min	18.00	17.00	16.00	13.00
30 sec	14.40	13.60	12.80	10.40
10 sec	9.00	8.50	8.00	6.50

KAFY #1
IN CUME TSA — M-S
12+ — Adults — Teens
Ave Quarter Hours
Adults 18-49, 25-49
ARB—Apr.-May, '75

7. PACKAGE PLANS
WEEKLY CUME PLANS

I MIN:	Ea
Plan A—100 tl (40I, 40II, 20III)	10
Plan B—60 tl (24I, 24II, 12III)	12
Plan C—30 tl (12I, 12II, 6III)	15
Plan D—20 tl (8I, 8II, 4III)	18

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEHOLDER
Minimum wkly schedule of 6 1-min spots 6 am-12 mid-Mon-Sun necessary to maintain consec wk advertising.
Edited by Ozzie Knudson.

KBIS
1950

Represented by
PRO / Meeker Radio

Media Code 4 205 0600 3.00
Radio Station KBIS, 225 Chester Ave., Bakersfield, Calif. 93301. Phone 805-324-6092.
STATION'S PROGRAMMING DESCRIPTION
KBIS: programmed for audience 18+.
MUSIC: all golden oldies & rock & roll, hits from 50's & early 60's. NEWS: at :10. Contact Representative for further details. Rec'd 8/30/73.
1. PERSONNEL
Vice-Pres., Gen'l & Nat'l Sales Mgr.—John E. Barrett.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES 1,000 w.: 970 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15%; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60g, 60i, 61a, 61b, 62b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff 9/1/74—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

	6 tl	12 tl	18 tl	24 tl
Drive	14.00	13.00	12.00	11.00
Housewife	12.00	11.00	10.00	9.00
Other	8.00	7.00	6.00	5.00
BTA	7.50	7.00	6.50	6.00

KERN is No.1*
Adults 18-34, 18-49
Women 18-24, 18-34, 18-49
Men 18-24, 18-34, 18-49
*Source: ARB, April-May '75
Share of audience, Metro Area, M-Sun. 6 AM-Mid.

KERN
1932

KATZ RADIO

RAB

Media Code 4 205 0630 5.00
Brandon-Robinson Communications, Inc., Box 2700, 5600 Plans Rd., Bakersfield, Calif. 93303. Phone 805-832-1410.
STATION'S PROGRAMMING DESCRIPTION
KERN: Programmed for 16-49 year olds.
MUSIC: current 45's & LP cuts with solid gold hits. AIR PERSONALITIES handle all segments. NEWS: news director & 4 news stringers with 2-way radio. 10-min newscasts with local & network actualities in drive times & noon hour. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 8/15/74.
1. PERSONNEL
President—Anthony S. Brandon.
General Manager—Terry Dorsey.
Sales Manager—Joe Scott.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
1,000 w.; 1410 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15e, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 27 Eff 1/1/73—Rec'd 1/2/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
B—All other times, rates on request.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl
AA	17	16	15	14
A	14	13	12	11

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Submitted by Terry Dorsey.

KGEE
1946

NAB

Media Code 4 205 0660 2.00
KGEE Inc., Box 937, 207 Truxtun Ave., Bakersfield, Calif. 93302. Phone 805-327-3587.
STATION'S PROGRAMMING DESCRIPTION
KGEE: Programmed for adults.
News and telephone conversation format with air personalities using open telephone lines. 10 min network and local weather every hour. 4:30-7 am, Spanish program. 7 am-5 pm audience participation features debates, discussions, and interviews, stock market reports, guests. Baseball and many sporting events, including college football. All Star baseball, bowl games, pro football games, World Series. Sat and Sun 8 am-6 pm network news and local news reports, discussions, debates, interviews and music. 6-10 pm talk. 10 pm-4:30 am standards showtunes, film music and current recordings. Contact Representative for further details. Rec'd 8/29/67.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dan B. Speare.
Director of Operations—Chris Edwards.
General Sales Manager—John M. Ridenour.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 29b, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 62a, 62b.
Cancellation 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KGFM (FM).
Affiliated with NBC.

TIME RATES
Eff 9/1/73—Rec'd 9/4/73.
AA—7-9:30 am & 4-7 pm; 1/2 hr before & after Dodger baseball games.
A—All other times except specific time in talk shows, (see Participating Programs).

7. PACKAGE PLANS
WEEKLY—WITHIN 7-DAY PERIOD

CLASS AA PER WK. EA:	5 tl	10 tl	20 tl	30 tl	40 tl
1 min	9.70	8.70	8.20	7.70	7.20
30 sec	8.50	7.50	7.00	6.50	6.00
15 sec	5.80	5.30	5.05	4.80	4.55
CLASS A					
1 min	7.30	6.80	6.30	5.80	5.30
30 sec	6.05	5.55	5.05	4.55	4.05
15 sec	4.90	4.65	4.40	4.15	3.90

MONTHLY—WITHIN 30-DAY PERIOD

CLASS AA PER MO, EA:	50 tl	75 tl	100 tl	150 tl
1 min	7.90	7.40	6.90	6.40
30 sec	6.70	6.20	5.70	5.20
15 sec	5.10	4.85	4.60	4.35
CLASS A				
1 min	6.05	5.55	5.05	4.55
30 sec	4.85	4.35	3.85	3.35
15 sec	3.35	3.10	2.85	2.60

DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
KGEE/KGFM (FM) COMBINATION
Both stations purchased in combination use KGEE applicable rate plus KGEE Class A rate. This latter rate serves as KGFM (FM)'s rate when sold in combination.

6. PROGRAM TIME RATES

	1x	13x	26x	52x	100x	250x
1 hr	85.00	70.00	60.00	55.00	50.00	45.00
1/2 hr	50.00	43.00	37.00	33.00	30.00	28.00
1/4 hr	30.00	26.00	24.50	22.50	20.50	19.50
10 min	23.00	20.00	18.00	16.50	15.00	14.00
5 min	17.00	14.50	13.50	12.00	10.50	9.00

9. PARTICIPATING PROGRAMS
Collector's Corner—Mon thru Fri 8:30-11 am & 2-4 pm.
Open Line—Mon thru Fri 11 am-1 pm.
Viewpoint—Mon thru Fri 1-2 pm.

PER DAY:	1 tl	2 tl
Per wk	52.65	78.70

*Roberto Spanish Show—Mon thru Fri 4:30-6:30 am; Sat 4:30-7:30 am.

PER WK:	6 tl	12 tl	18 tl
Ea	4.50	4.00	3.75

(*) Discounts: 26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
Hourly Weather Forecasts—Mon thru Fri 12 per day:

PER DAY:	1 tl	2/3 tl	4/5 tl	6+
Ea	8.80	8.00	7.70	7.10

Includes opening and closing plus 30 second copy.
Minimum contract 13 weeks.
News adjacencies—10 seconds prior to news and 40 seconds immediately following newscast.
PER DAY, EA:
1 feature 8.80 2 or 3 features 8.00
Minimum contract 13 weeks.

KGFM (FM)
1964

NAB

Media Code 4 205 0661 6.00
KGEE Inc., Box 937, 207 Truxtun Ave., Bakersfield, Calif. 93302. Phone 805-327-3587.
See affiliated AM station for additional information.
AM facilities: KGEE.
STATION'S PROGRAMMING DESCRIPTION
KGFM (FM): Programmed for adult general interest.
MUSIC: popular music 24 hours daily excepting classical music 8-10 pm nightly. 15 min featurettes broadcast throughout day. Nightly news program M-F. All commercial breaks on quarter hour. Contact Representative for further details. Rec'd 10/20/67.
3. FACILITIES
Eff 33,500 w.; 101.5 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 1,300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.
Sold in combination with KGEE. See that listing for rates.

TIME RATES
Rates effective ———.
Rates received October 14, 1974.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

1 tl	6.00	52 tl	4.50
13 tl	5.50	156 tl	4.00
26 tl	5.00	365 tl	3.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 tl	54.00	30.00	20.00
13 tl	52.50	26.50	16.00
26 tl	49.50	27.00	18.00
52 tl	46.50	25.50	17.00
100 tl	45.00	24.00	16.00
250 tl	42.00	22.50	15.00

KLYD — KLYD-FM
1958 — 1948

RAB

Media Code 4 205 0720 4.00
Reliable Broadcasting, 2831 Eye St., Bakersfield, Calif. 93301. Phone 805-327-5772.
1. PERSONNEL
Gen'l & Sales Mgr.—Jim Treanor.
Program Manager—John Robinson.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
1,000 w. days; 1350 kc.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 4,500 w.; 94.1 mc. Stereo.
Operating schedule: 5:30-1 am. PST.
Antenna ht.: 1,310 ft. above average terrain.
Simulcast 6 am-6 pm.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4b, 4c, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 45, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60h, 60i, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Hard liquor advertising not acceptable.
Affiliated with American Contemporary Network.

TIME RATES
No. 8 Eff 9/1/74—Rec'd 11/1/74.
AAA—Mon thru Sun 6 am-6 pm ROS.
AA—Mon thru Sun 6 am-1 am ROS.
A—Mon thru Sun 6 pm-1 am ROS.

6. SPOT ANNOUNCEMENTS

	AAA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 tl	8.75	6.80	7.70	6.00	5.60	4.50
12 tl	8.10	6.40	7.10	5.60	5.00	4.00
18 tl	7.50	6.00	6.50	5.10	4.40	3.50
24 tl	6.90	5.50	5.90	4.60	3.75	3.00
30 tl	6.20	5.00	5.20	4.10	3.15	2.50

10 sec: 50% of 1 min.
Fixed position, extra 10%.

10. SPECIAL FEATURES
20/20 NEWS SPONSORSHIP
5 min Mon thru Fri, ea 12
Incl open & close plus 1 1-min spot.
3 min headlines Mon thru Fri, ea 8
Incl open & close plus 1 30-sec spot.
2 min midday Mon thru Sun, ea 6
Incl open & close plus 1 30-sec spot.
DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%
Minimum rateholder 3 spots per wk.

KPMC
1933

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 0750 1.00
Pioneer Mercantile Co., Box 1709, Bakersfield, Calif. 93302. Phone 805-327-5121; 325-3438.
STATION'S PROGRAMMING DESCRIPTION
KPMC: Adult oriented with news emphasis and voice features from both network and other sources. FARM: programming 7 hours weekly. Play-by-play of college & local football & basketball. MUSIC: MOR with early evening LP standards & late evening country & western. NEWS: feature blocks 6-9:30 am; 12N-1 pm; 3-6:30 pm, M-F. RELIGION: Sun only. Rec'd 3/21/74.
1. PERSONNEL
Manager—L. A. Schamblin.
Sales Mgr. & Prog. Dir.—Paul R. Biermann.
3. FACILITIES
10,000 w., 1360 kc. Directional.
Operating schedule: Full time. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 30.
Contracts: 40c, 41, 42a, 43c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60i, 61b, 62b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with CBS and MBS.
Member: California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 19 Eff 9/15/73—Rec'd 3/21/74.
AA—Mon thru Fri 6-9 am & 4-6:30 pm.
A—All other times.

(This listing continued on next page)

CALIFORNIA

Bakersfield—K P M C—Continued

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 wk 1 min	1 wk 30 sec	1 wk 15 sec	13 wk 1 min	13 wk 30 sec	13 wk 15 sec
1 ti	7.50	5.64	4.50	6.75	5.10	4.05
7 ti	7.00	5.25	4.20	6.30	4.75	3.80
14 ti	6.25	4.70	3.75	5.65	4.25	3.40
21 ti	5.75	4.20	3.45	5.25	3.85	3.10
28 ti	5.25	3.95	3.15	4.75	3.55	2.85
	26 wk 1 min	26 wk 30 sec	26 wk 15 sec	52 wk 1 min	52 wk 30 sec	52 wk 15 sec
1 ti	6.40	4.80	3.85	6.00	4.50	3.60
7 ti	5.95	4.45	3.55	5.60	4.20	3.35
14 ti	5.30	4.00	3.20	5.00	3.75	3.00
21 ti	4.90	3.65	2.95	4.60	3.45	2.75
28 ti	4.45	3.35	2.65	4.20	3.15	2.50

CLASS A—ROS

	1 wk 1 min	1 wk 30 sec	1 wk 15 sec	13 wk 1 min	13 wk 30 sec	13 wk 15 sec
1 ti	5.60	4.20	3.35	5.05	3.80	3.00
7 ti	5.25	3.95	3.15	4.70	3.55	2.85
14 ti	4.70	3.50	2.80	4.25	3.15	2.50
21 ti	4.30	3.25	2.60	3.85	2.90	2.35
28 ti	3.95	2.95	2.35	3.55	2.65	2.10
	26 wk 1 min	26 wk 30 sec	26 wk 15 sec	52 wk 1 min	52 wk 30 sec	52 wk 15 sec
1 ti	4.75	3.55	2.85	4.50	3.35	2.70
7 ti	4.45	3.35	2.65	4.20	3.15	2.50
14 ti	4.00	3.00	2.40	3.75	2.80	2.25
21 ti	3.65	2.75	2.20	3.45	2.60	2.10
28 ti	3.35	2.50	2.00	3.15	2.35	1.90

7. PACKAGE PLANS

BULK SPOTS

PER YR:	350x	700x	1000x
1 min	4.00	3.50	3.00
30 sec	3.25	2.70	2.25
15 sec	2.40	2.10	1.80

25% may run in AA time.

10. PROGRAM TIME RATES

PER YR:	1x	50x	100x	200x	300x
1 hr	75.00	60.00	50.00	.....	.....
1/2 hr	40.00	35.00	30.00	27.50	25.00
1/4 hr	25.00	22.50	20.00	18.00	16.00
	5 MINUTES				
AA	14.00	13.00	10.75	10.00	9.00
A	11.00	10.00	8.75	8.00	7.00

KUZZ

1959

AVCO RADIO SALES

Country & Western

A Buck Owens Station

Media Code 4 205 0780 6.00
Thunderbird Broadcasting Co., 1209 N. Chester Ave., Bakersfield, Calif. 93308. Phone 805-393-1500.

1. PERSONNEL
President—Buck Owens.
Vice-Pres. & Mgr.—Mike Owens.
Program Director—Tommy Wright.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
250 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 25b, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Avco Group Plan.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 6A Eff 7/1/74—Rec'd 7/1/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-6 am.

7. PACKAGE PLANS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B, Flat 1 min	B, Flat 30 sec	B, Flat 15 sec
1 ti	17.00	12.00	16.00	12.00	4.00	3.20	2.00
16 ti	16.00	12.80	15.00	12.00	.....	.....	.....
26 ti	15.00	12.00	14.00	11.20	.....	.....	.....
39 ti	14.00	11.20	13.00	10.40	.....	.....	.....
40 ti	13.00	10.40	12.00	9.60	.....	.....	.....

15 sec: 50% of 1-min.

BULK—ROS

PER YR:	1 min	30 sec	15 sec
520 x	8.00	6.40	4.00
1000 x	7.50	6.00	3.75

TAP—ROS

PER WK, EA:	1 min	30 sec	15 sec
16 ti	9.00	7.20	4.50
29 ti	8.50	6.80	4.25
PER MO, EA:			
50 ti	8.25	6.60	4.10

10. SPECIAL FEATURES

5 MINUTE NEWS

PER WK:	13 wk	26 wk	52 wk
6 ti	15	14	13
12 ti	14	13	13

KUZZ-FM

1968

A Buck Owens Station

Media Code 4 205 0781 6.00
Thunderbird Broadcasting Co., 1209 N. Chester Ave., Bakersfield, Calif. 93308. Phone 805-393-1500.
See affiliated AM station for additional information.

3. FACILITIES
ERP 4,300 w. (horiz.), 4,300 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,340 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KUZZ. See that listing for rates.

TIME RATES
No. 6A Eff 8/1/74—Rec'd 8/31/75.

10. SPECIAL FEATURES
News 8 pm-6 pm, 5-min at :60 ..... 6.00

	1 min	30 sec	15 sec
Ea	4.00	3.20	2.00

KWAC

1955

Media Code 4 205 0810 2.00
KMAP, Inc., 5200 Standard St., Bakersfield, Calif. 93308. Phone 805-327-9711.

1. PERSONNEL
President—Edwards R. Hopple.
Vice-Pres. & Sta. Mgr.—Michael Ramirez.
General Manager—Robert J. Duffy.

2. REPRESENTATIVES
New York—Caballero Spanish Media, Inc.
Los Ang., San Fran.—Lotus Communications Corp.
Chicago, Midwest—Walton Broadcasting Sales Corp.
Atlanta, Southeast—Bernard I. Ochs Co.
Dallas, Southwest—Mario Messina Company.
Denver—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 23b, 23a, 24b, 25a, 26, 28c, 29a, 29b.
Contracts: 40c, 44a, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60i.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 2/1/75—Rec'd 1/23/75.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	8.00	7.75	7.50	7.25	7.00
30 sec	6.00	5.75	5.50	5.25	5.00
15 sec ID's	5.00	4.75	4.50	4.25	4.00

Fixed within hour.
Daily 11 pm-4 am; 40% discount.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	30.00	25.00	15.00
100 x	40.00	24.00	20.00	12.00
200 x	35.00	21.00	17.50	10.50

10. SPECIAL FEATURES
5-min newscast, 5 ti/wk 12.00; 6 ti/wk 11.00.

NEWSCAST DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

Edited by Edward R. Hopple.

BARSTOW (2 AM)

San Bernardino County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

KIOT

1960

Media Code 4 205 0870 7.00
Prudential Broadcasting Co., 29561 W. Hwy. 58, Barstow, Calif. 92311. Phone 714-256-2175, 2176.

STATION'S PROGRAMMING DESCRIPTION
KIOT: Mod country with MOR, top 40.

1. PERSONNEL
President—John Parker.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
5,000 w. days; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: National AgRadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 1/12/72.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	10 ti	20 ti	25 ti	30 ti
1 min	3.20	3.10	3.05	3.00
30 sec	2.40	2.34	2.31	2.28
PER MO, EA:	40 ti	60 ti	100 ti	
1 min	2.95	2.85	2.80	
30 sec	2.25	2.19	2.16	
PER YR, EA:	520x	780x	1040x	
1 min	2.76	2.65	2.60	
30 sec	2.10	2.07	2.04	

10. SPECIAL FEATURES

PER WK, EA:	26 wk	52 wk
News at :00, 5 ti	5.50	4.50

KWTC

1946

Subscriber to the NAB Radio Code

Media Code 4 205 0900 2.00
Mojave Valley Broadcasting, Inc., Box 1230, 29000 Radio Rd., Barstow, Calif. 92311. Phone 714-256-8484.

1. PERSONNEL
General Manager—W. T. Brown.

2. REPRESENTATIVES
New York, Chicago, Los Angeles, San Francisco—J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Jalco-So/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 7/1/74—Rec'd 7/2/74.

6. SPOT ANNOUNCEMENTS

YR:	1x	50x	100x	250x	500x	750x	1000x
1 min	5.00	4.90	4.80	4.70	4.60	4.50	4.40
30/less	3.80	3.70	3.60	3.50	3.40	3.30	3.20

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.90	4.80	4.70	4.60	4.50
30/less	3.70	3.60	3.50	3.40	3.30

10. SPECIAL FEATURES
5-min newscasts—1-1/2x 1-min.

BERKELEY

Alameda County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

See San Francisco-Oakland
(including Alameda, Berkeley, San Mateo)

BIG BEAR LAKE

San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

KTOT

1964

Media Code 4 205 0930 9.00
Mountain Broadcasting Co., Inc., Box 2810, 1 mi. E. Big Bear Lake, N. Summit Blvd., Big Bear Lake, Calif. 92315. Phone 714-866-8434.

STATION'S PROGRAMMING DESCRIPTION
KTOT: MUSIC: MOR. Programmed for adults.

1. PERSONNEL
Pres. & Mgr.—Vernon E. Thompson.

3. FACILITIES
250 w.; 1050 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 2/18/74.

7. PACKAGE PLANS

	1 min	30 sec	15 sec
1 ti	4.80	3.80	3.30

BONUS SPOT PLAN
12 spots, per month, earn 2 Bonus spots.
26 spots, per month, earn 6 Bonus spots.
52 spots, per month, earn 15 Bonus spots.
3 spots earn 1 Bonus spot, Mon thru Thurs.

BISHOP (1 AM; 1 FM)

Inyo County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KIBS

1953

Media Code 4 205 0060 6.00
Bishop Broadcasting Corp., Box 757, Bishop, Calif. 93514. Phone 714-873-6324.

1. PERSONNEL
Station Manager—John D. Drozd.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-10:00 pm Sun. All night Friday during fishing, skiing and holiday season.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Jalco-No/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1960. (Card No. 9.)
Card received January 17, 1960.
Class AA—7:00-9:00 am and 4:00-6:00 pm Mon thru Fri.
Class A—9:00 am 4:00 pm Mon thru Fri; 6:00 am-6:00 pm Sat and Sun.
Class B—6:00 pm-6:00 am daily.

6. SPOT ANNOUNCEMENTS

	Class AA 1 min	Class AA 30 sec	Class A 1 min	Class A 30 sec	Class B 1 min	Class B 30 sec
1 ti	4.50	3.40	3.50	2.60	3.00	2.25
50 ti	4.25	3.20	3.25	2.40	2.75	2.05
100 ti	4.00	3.00	3.00	2.25	2.50	1.85
250 ti	3.50	2.60	2.50	1.85	2.00	1.50
500 ti	3.25	2.40	2.25	1.65	1.75	1.30
1000 ti	3.00	2.25	2.00	1.50	1.50	1.10

7. PACKAGE PLANS

PER WK:	Class AA 1 min	Class AA 30 sec	Class A 1 min	Class A 30 sec	Class B 1 min	Class B 30 sec
10 ti	4.25	3.20	3.25	2.40	2.75	2.05
20 ti	4.00	3.00	3.00	2.25	2.50	1.85
30 ti	3.75	2.80	2.75	2.05	2.25	1.65
40 ti	3.50	2.60	2.50	1.85	2.00	1.50

10. SPECIAL FEATURES
Local Newscasts: 2 times daily, regular rate applies plus 1.00 talent charge. (Non commissionable.)

KIOQ

1974

Media Code 4 205 0975 4.00
Inyo-Mono Broadcasting Co., Box 1288, 225 Short St., Bishop, Calif. 93514. Phone 714-873-5861.

STATION'S PROGRAMMING DESCRIPTION
KIOQ: Adult contemporary, target audience 18-49.

1. PERSONNEL
Pres. & Gen'l Mgr.—Roy Mayhugh.

2. FACILITIES
ERP 5,000 w. (horiz.), 5,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna Ht.: 2,969 ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only; 10th of month. 10% discount cash with order.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 5/22/75.

6. SPOT ANNOUNCEMENTS

6 AM-6 PM.

PER MO:	1 ti	11 ti	26 ti	51 ti	100+
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	2.50	2.25	2.00	1.75	1.50

After 6 pm, deduct 50%.
Specified times, extra 20%, subject to availability.

7. PACKAGE PLANS

PER MO:	Per day 1 ti	2 ti	5 ti
1 min	75	125	250
30 sec	50	95	195

13 wk minimum contract.

10. SPECIAL FEATURES

LOCAL NEWS:	1 ti	11 ti	26 ti	51-100
1 min	5.50	5.25	5.00	4.50
30 sec	4.50	4.25	4.00	3.50

Edited by Roy Mayhugh.

BLYTHE (1 AM; 1 FM)

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

KYOR

1947

Subscriber to the NAB Radio Code

Media Code 4 205 0990 2.00
Blythe Broadcasting Inc., 681 N. 4th St., Blythe, Calif. 92225. Phone 714-922-7144.
Mailing address: Drawer K, Blythe, Calif. 92225.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert B. Roddy.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc. Directional.
Operating schedule: 6 am-midnight daily. PST.
Partial simulcast operation. Simulcast hourly network news only. For non-simulcast facilities see KYOR-FM.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Member: Jalco-So/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/73—Rec'd 8/29/73.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x	750x	1000x
CLASS AA							
1 min	5.15	4.90	4.65	4.40	4.15	3.90	3.65
30 sec	3.95	3.75	3.55	3.35	3.15	2.95	2.75
CLASS A							
1 min	3.90	3.65	3.40	3.15	2.90	2.65	2.40
30 sec	2.95	2.75	2.55	2.35	2.15	1.95	1.75

7. PACKAGE PLANS

CLASS AA PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	4.90	4.65	4.40	4.15
30 sec	3.75	3.55	3.35	3.15
CLASS A				
1 min	3.65	3.40	3.15	2.90
30 sec	2.75	2.55	2.35	2.15

KYOR-FM

1975

Subscriber to the NAB Radio Code

Media Code 4 205 0991 1.00
KYOB, Inc., Drawer K, 681 N. Fourth St., Blythe, Calif. 92225. Phone 714-922-7144.
See affiliated AM station for additional information.

3. FACILITIES
ERP 35,100 w. (horiz.), 35,100 w. (vert.); 100.3 mc.
Operating schedule: 5 am-midnight. PST.
Antenna ht.: 278 ft. above average terrain.
Partial simulcast operation. Operated separately except for hourly network news. For simulcast facilities see KYOR.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 5/27/75.
AA—6-9 am, noon-1 pm & 4-6 pm, except Sun.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x	750x	1000x
CLASS AA							
1 min	7.15	6.90	6.65	6.40	6.15	5.90	5.65
30 sec	5.45	5.25	5.05	4.85	4.65	4.45	4.25
CLASS A							
1 min	5.90	5.65	5.40	5.15	4.90	4.65	4.40
30 sec	4.45	4.25	4.05	3.85	3.65	3.45	3.25

7. PACKAGE PLANS

PER WK:	AA 10 ti	AA 20 ti	AA 30 ti	AA 40 ti	A 10 ti	A 20 ti	A 30 ti	A 40 ti
1 min	6.90	6.65	6.40	6.15	5.65	5.40	5.15	4.90
30 sec	5.25	5.05	4.85	4.65	4.25	4.05	3.85	3.65

Edited by Robert B. Roddy.

BRAWLEY

Imperial County—Map Location H-11
See SRDS consumer market map and data at beginning of the State.

KROP

1946

Country & Western

Subscriber to the NAB Radio Code

Media Code 4 205 1020 6.00
KROP Inc., Box 238, Brawley, Calif. 92227. Phone 714-344-1300.

(This listing continued on next page)

Brawley—K R O P—Continued

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Glenn A. Weber.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
1,000 w. days, 500 w. nights; 1300 kc.
Non-directional.
Operating schedule: 5 am-11 pm. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/31/72—Rec'd 9/5/72.
AA—5-9 am & 3:30-6:30 pm.
A—9 am-3:30 pm.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x	750x	1000x	2000x
CLASS AA								
1 min	6.50	6.00	5.50	5.00	4.75	4.50	4.15	3.00
30 sec	5.30	4.90	4.50	4.10	3.90	3.70	3.30	2.50
CLASS A								
1 min	4.75	4.35	3.90	3.65	3.25	3.00	2.70	2.25
30 sec	3.90	3.60	3.20	3.10	2.70	2.50	2.25	2.00

7. PACKAGE PLANS

CLASS AA				
PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	5.50	4.95	4.40	3.85
30 sec	4.40	3.75	3.50	3.10
CLASS A				
1 min	4.25	3.85	3.45	3.30
30 sec	3.40	3.10	2.95	2.75

BURNEY

Shasta County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KAVA

1967
Subscriber to the NAB Radio Code
Media Code 4 205 1035 6.00
Hermiston Broadcasting Co., 1450 Park Ave., Burney, Calif 96013. Phone 916-335-4515.
STATION'S PROGRAMMING DESCRIPTION
KAVA: MOR.
1. PERSONNEL
Manager—Ken Preston.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-10 pm. PST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff 1/1/72—Rec'd 3/6/73.
AA—6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	50 x	4.30	3.05	3.45	2.45
10 ti	100 x	4.00	2.95	3.35	2.35
20 ti	200 x	3.75	2.80	3.25	2.25
30 ti	300 x	3.50	2.50	3.15	2.15
50 ti	500 x	3.25	2.20	2.75	1.75
---	750 x	-----	-----	2.50	1.50
---	1000 x	-----	-----	2.25	1.25

10/15 sec: 50% of 1-min.
10. SPECIAL FEATURES
Sports—AA specified rates.

CALEXICO

Imperial County—Map Location H-11
See SRDS consumer market map and data at beginning of the State

KICO

1947
Subscriber to the NAB Radio Code
Media Code 4 205 1050 5.00
KICO, Inc., Box 861, 7th & State St., El Centro, Calif. 92243. Phone 714-352-1490.
Calexico Studio—Hwy. 111, 6 miles south of El Centro, Calif. Phone 714-357-1490.
STATION'S PROGRAMMING DESCRIPTION
KICO: Programmed for adults Spanish & English.
1. PERSONNEL
Pres. & Gen'l Mgr.—W. L. Gleeson.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. PST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 8/1/75—Rec'd 6/30/75.
A—6 am-6 pm.
B—6 pm-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

YR. EA:	1x	13x	26x	52x	104x	260x	312x
A	6.00	5.70	5.40	5.10	4.80	4.50	4.20
B	3.50	3.33	3.15	2.98	2.81	2.64	2.47

Bi-Lingual: Extra 25%.

7. PACKAGE PLANS
52-WEEK CONTRACT—1 MINUTE

PER DAY: WEEKLY:	2 ti 6 day	3 ti 6 day	4 ti 6 day	5 ti 6 day	5 ti 7 day
A. ea	3.90	3.60	3.30	3.00	2.70
B. ea	2.28	2.10	1.93	1.75	1.58

Bi-Lingual: Extra 25%.
Edited by W. L. Gleeson.
(CR)

CAMARILLO

Ventura County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See Oxnard-Ventura
(including Comarillo, Port Hueneme, Santa Paulo)

CARLSBAD

San Diego County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

KARL (FM)

1965
Subscriber to the NAB Radio Code
Media Code 4 205 1290 3.00
Radio KARL-FM (Far West Broadcasting Corp.), Box 949. Carlsbad, Calif. 92008. Phone 714-729-7955.
STATION'S PROGRAMMING DESCRIPTION
KARL (FM): Programmed adult contemporary.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bob J. Gage.
3. FACILITIES
ERP 3,000 (horiz.), 2,600 (vert.); 95.9 mc. Stereo
Operating schedule: 6 am-midnight daily. PST.
Antenna ht.: 94 ft. above average terrain.
4. AGENCY COMMISSION
Add 7.5% to all rates before deducting 15% agency commission.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/1/73—Rec'd 7/8/74.
AA—Mon thru Sat 9 am-4 pm & 6-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

EA:	1x	52x	104x	256x	360x	624+
CLASS AA						
1 min	9.00	8.10	7.25	6.50	5.85	5.25
30 sec	7.10	6.35	5.70	5.15	4.65	4.20
10 sec	3.75	3.40	3.00	2.70	2.45	2.25
Fixed position: Extra 10%.						
CLASS A						
1 min	8.25	7.45	6.70	6.00	5.40	4.85
30 sec	6.35	5.70	5.15	4.65	4.20	3.75
10 sec	3.00	2.70	2.40	2.15	1.95	1.80

CARMEL (1 AM; 1 FM)

Monterey County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KLRB (FM)

1971
Subscriber to the NAB Radio Code
Media Code 4 205 1245 1.00
Monterey Bay Area Media, Box 3904, Dolores & 8th Sts., Carmel, Calif. 93921. Phone 408-624-3859.
1. PERSONNEL
Pres. & Gen'l Mgr.—L. E. Johnson, Jr.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 630 w. (horiz.), 630 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 590 ft. above average terrain.
4. AGENCY COMMISSION
15/0; bills payable as rendered.

TIME RATES
No. 1 Eff——————Rec'd 5/14/71.

6. SPOT ANNOUNCEMENTS

PER YR. ROS:	25x	50x	100x	250x	500x	1000+
1 min	8.25	7.95	7.50	6.95	6.30	5.55
30 sec	6.60	6.35	6.00	5.55	5.00	4.40

7. PACKAGE PLANS

PER WK, ROS:	48 ti	36 ti	24 ti	18 ti	12 ti
1 min	277.56	236.00	172.00	138.00	94.00
30 sec	222.00	189.00	138.00	110.00	75.00
PER MO, ROS:	200 ti	150 ti	100 ti	50 ti	
1 min	1050.00	900.00	660.00	352.50	
30 sec	840.00	720.00	528.00	282.00	

KRML

1960
Media Code 4 205 1260 6.00
KRML, Inc., Drawer 6478, Carmel, Calif. 93921. Phone 408-624-6431.
STATION'S PROGRAMMING DESCRIPTION
KRML: Contemporary music with jazz.
1. PERSONNEL
Owner/Manager—Sam Salerno.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Jalco-No/Cal Group.

TIME RATES
Eff 4/15/71—Rec'd 3/24/72.

6. SPOT ANNOUNCEMENTS

	1x	30x	100x	200+
1 min	6.50	5.50	4.50	4.00
30 sec	5.75	4.75	3.75	3.00

10. SPECIAL FEATURES
News inserts—7.50.
News adjacencies—6.50.
15-sec business ID's—3.00.
Edited by Dennis Dalton.

CATHEDRAL CITY

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

See Palm Springs
(including Cathedral City)

CERES

Stanislaus County—Map Location C-6
See SRDS consumer market map and data at beginning of the State

KLOC

1963
Media Code 4 205 1320 2.00
KLOC Broadcasting Company, Inc., Box 3689, Modesto, Calif. 95352. Phones 209-529-2024, 2029. Other studio: 2842 Iowa Ave., Modesto, Calif.
STATION'S PROGRAMMING DESCRIPTION
KLOC: MUSIC: modern country, with personalities. NEWS: at :30 & :60, newscasts at 7:30 am with 15-min local news; 15-min news at 12:30 pm with 5-min local news; 2 news people; on scene local reports throughout day. Contact Representative for further details. Rec'd 8/29/72.
1. PERSONNEL
Pres. & Gen'l Mgr.—Chester Smith.
Sales Manager—William F. King.
Music Director—Lee Mackenzie.
2. REPRESENTATIVES
Radio Time Sales/International.
Los Angeles—J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES
500 w.; 920 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21b, 23a.
Contracts: 40a.
TV facilities: KLOC-TV.
Member: Jalco-No/Cal Group.

TIME RATES
Eff 1/2/74—Rec'd 12/10/73.
AA—Mon thru Sat 7-9 am & 4-6 pm.
A—All other times.

7. PACKAGE PLANS

CLASS AA PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	50 ti	100 ti
1 min	9.50	9.00	8.50	8.00	7.50	7.00	-----	-----
30 sec	7.60	7.20	6.80	6.40	6.00	5.60	-----	-----
CLASS A								
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.25	5.00
30 sec	6.40	6.00	5.60	5.20	4.80	4.40	4.20	4.00

10 sec: 60% of 1-min.
Fixed position per spot, extra .50.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
(D)

CHICO (2 AM; 2 FM)

Butte County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KFMF (FM)

1967
Subscriber to the NAB Radio Code
Media Code 4 205 1330 1.00
Kragwood Broadcasting Inc., Box 266, Chico, Calif. 95926. Phone 916-343-8461.
Studio: On the Skyway 8 miles east of Chico, Calif.
STATION'S PROGRAMMING DESCRIPTION
KFMF (FM): Young adult rock music, 18-35.
1. PERSONNEL
Station Manager—Jeff Kragel.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
ERP 14,000 w.; 93.7 mc. Stereo.
Operating schedule: 6-2 am. PST.
Antenna ht.: 290 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
Eff 2/1/75—Rec'd 1/6/75.

7. PACKAGE PLANS

FIXED PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	6.50	6.00	5.50	5.00	4.00
BOS/BTA					
1 min	6.00	5.50	5.00	4.00	3.75
30 sec	5.50	5.00	4.00	3.50	3.25

FIXED PER MO:	24 ti	48 ti	72 ti	96 ti
1 min	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.00
BOS/BTA				
1 min	5.50	5.00	4.00	3.75
30 sec	5.00	4.00	3.50	3.25

BULK EA:	1 min	30 sec
576+. FIXED, per 6 mo	3.50	3.00
1152+. BOS/BTA, per yr	2.50	2.00

Paid-in-advance discount, 10%.

KHSL

1935
CBS Radio Network
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 205 1350 9.00
Golden Empire Broadcasting Co., Box 489, Chico, Calif. 95926. Phone 916-342-0141. TWX 910-336-0336.
1. PERSONNEL
Pres. & Gen'l Mgr.—Mrs. Mickey McClung.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 5:30-1 am.
4. AGENCY COMMISSION
15/0 net on time and talent.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with CBS.
Affiliated with AFA Radio Network.
Additional 10% discount when used in conjunction with KVCV, Redding.

TIME RATES
No. 18 Eff 2/1/73—Rec'd 10/21/74.

6. SPOT ANNOUNCEMENTS

DRIVE/PRIME—VARIABLE TIMES PER MO:	100 ti	70 ti	50 ti	30 ti	20 ti	10 ti	5 ti
30 sec	4.50	5.50	6.00	7.00	7.50	8.00	8.50
1 min	5.50	6.50	7.00	8.00	8.50	9.00	9.50
ALL OTHER TIMES							
30 sec	3.50	4.50	5.00	6.00	6.50	7.00	7.50
1 min	4.50	5.50	6.00	7.00	7.50	8.00	8.50

KPAY

1949
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 205 1380 6.00
Richardson Broadcasting Co., Box 1060, Nimshew Stage, Chico, Calif. 95926. Phone 916-345-0021.
STATION'S PROGRAMMING DESCRIPTION
KPAY: Programmed for adults 18 to 49.
MUSIC: a blend of new releases, selected album cuts & hits of 50's & 60's, leaving out extremes. All PERSONALITIES handle all music. NEWS: 5 min at :00; 3 min news & weather at :30; 10 min news, sports & weather at 7 & 8 am and 5 & 6 pm M-F; news staff, UPI wires. Contact Representative for further details. Rec'd 5/7/71.
1. PERSONNEL
Executive Vice-President—Roy L. Cordell.
Vice-Pres. & Gen'l Mgr.—Frank J. Mertz.
Sales Managr—Jerry Counsil.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Portland, Seattle—The Tacher Company.
3. FACILITIES
10,000 w.; 1060 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
Partial simulcast operation. Simulcast 3-7 am & 8 pm-midnight Sun. For non-simulcast facilities see KPAY-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 33b.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60g, 62a, 62d.
Cancellation. 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
10% discount when bought in combination with KQMS, Redding.

TIME RATES
AM ONLY
No. 8 Eff 1/1/73—Rec'd 4/4/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
III—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	11.00	10.00	9.50	9.00	9.00	8.00	7.50	7.00
30 sec	8.80	8.00	7.60	7.20	7.20	6.40	6.00	5.60
10 sec	5.50	5.00	4.75	4.50	4.50	4.00	3.75	3.50
					III			
1 min					7.00	6.00	5.50	5.00
30 sec					5.60	4.80	4.40	4.00
10 sec					3.50	3.00	2.75	2.50

7. PACKAGE PLANS

CUME PLANS, I MIN:	Ea
Plan I—15 ti (7I, 6II, 2III)	7.50
Plan II—30 ti (15I, 12I, 3III)	6.50

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly packages for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.

TIME RATES
AM/FM COMBINATION
No. 1 Eff 1/1/73—Rec'd 1/22/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
III—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	15.00	12.00	11.00	10.00	12.50	11.00	9.50	9.00
30 sec	12.00	9.60	8.80	8.00	10.00	8.80	7.60	7.20
10 sec	7.50	6.00	5.50	5.00	6.25	5.50	4.75	4.50
					III			
1 min					10.00	8.50	6.00	5.50
30 sec					8.00	6.80	4.80	4.40
10 sec					5.00	4.25	3.60	2.75

(This listing continued on next page)

CALIFORNIA

Chico—K P A Y—Continued

7. PACKAGE PLANS

CUME PLANS, 1 MIN: Ea
Plan I—15 ti (7I, 6II, 2III) 10.50
Plan II—30 ti (15I, 12II, 3III) 8.50
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly packages for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.
Submitted by Frank J. Mertz.
(Q)

K P A Y-FM
1972

NAB R A B

Media Code 4 205 1381 4.00
Richardson Broadcasting Co., Box 1060, Nimahew Stage, Chico, Calif. 95926. Phone 916-345-0021.
See affiliated AM station for additional information.

3. FACILITIES
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 95.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,170 ft. above average terrain.
Partial simulcast operation. Operated separately 24 hours Mon thru Sat: 7 am-9 pm & midnight-3 am Sun. For simulcast facilities see KPAY.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Sold in combination with KPAY. See that listing for rates.

TIME RATES
No. 1 Eff 1/1/73—Rec'd 1/22/73.
I—Mon thru Sun 6 am-7 pm.
II—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 min	I 30 sec	I 10 sec	II 1 min	II 30 sec	II 10 sec
1 ti	6.00	4.80	3.00	5.00	4.00	2.50
12 ti	5.00	4.00	2.50	4.00	3.20	2.00
18 ti	4.00	3.20	2.00	3.00	2.40	1.50

Edited by Frank J. Mertz.

COACHELLA (1 AM; 1 FM)

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

K C H V
1954

NBC Radio Network

NAB

Media Code 4 205 1410 1.00
Coachella Broadcasting Co. Thunderbird Lodge, 84-115 Indio Blvd., Indio, Calif. 92201. Phone 714-347-2333.
Mailing Address: Drawer II, Indio, Calif. 92201.
Studio: Palm Springs Aerial Tramway, Palm Springs, Calif.

STATION'S PROGRAMMING DESCRIPTION
KCHV: Adult programming.
SPORTS: pro baseball, football, basketball. AIR PERSONALITIES with time segments. NEWS: 2 mobile units, stock market reports. FARM: network 6:45-7 am. Contract Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
General Manager—Robert P. Osterberg.
Program Director—Don Bish.

2. REPRESENTATIVES
Lotus Reps.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 970 kc.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 24a, 26.
Contracts: 40c, 42a, 45, 46.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c.
FM facilities: KVIM (FM).
Affiliated with NBC.
Member: California Farm Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 10/1/73—Rec'd 9/10/73.
AA—Mon thru Fri 6-10 am & 4-7 pm; Sat & Sun all day
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	50x	100x	250x	500x	750x	1000x
AA	8.00	7.75	7.50	7.00	6.50	6.00	5.50
A	7.50	7.00	6.50	6.00	5.50	5.00	4.50
30 SECONDS							
AA	6.50	6.25	6.00	5.75	5.50	5.25	5.00
A	6.00	5.25	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
1 MINUTE

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
AA	7.50	7.00	6.50	6.00	5.50
A	6.50	6.00	5.50	5.00	4.50
30 SECONDS					
AA	6.00	5.75	5.50	5.25	5.00
A	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.
(D-CR)

K V I M (FM)
1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 1423 9.00
Coachella Valley Broadcasting Co., Box 401, Indio, Calif. 92201. Phone 714-347-2333.
See affiliated AM station for additional information.
AM facilities: KCHV.

STATION'S PROGRAMMING DESCRIPTION
KVIM (FM): Complete Spanish Language programming.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert P. Osterberg.
Program Director—Gilbert Esquivel.

3. FACILITIES
ERP 50,000 w. (horiz.) 50,000 w. (vert.); 93.7 mc.
Operating schedule: 4 am-midnight. PST.
Antenna ht.:————ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 5/1/75—Rec'd 8/4/75.
AA—Mon thru Fri 5-10 am & 4-8 pm; Sat & Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	50x	100x	250x	500x	750x	1000x
AA	8.00	7.75	7.50	7.00	6.50	6.00	5.50
A	7.50	7.00	6.50	6.00	5.50	5.00	4.50
30 SECONDS							
AA	6.50	6.25	6.00	5.75	5.50	5.25	5.00
A	6.00	5.25	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
1 MINUTE

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
AA	7.50	7.00	6.50	6.00	5.50
A	6.50	6.00	5.50	5.00	4.50
30 SECONDS					
AA	6.00	5.75	5.50	5.25	5.00
A	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.
Submitted by Betty Felsen.

COALINGA

Fresno County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

K O L I
1950

Subscriber to the NAB Radio Code
Media Code 4 205 1440 6.00
Pleasant Valley Broadcasting, Box 1164, Coalinga, Calif. 93210. Phone 209-935-0735.

STATION'S PROGRAMMING DESCRIPTION
KOLI: Programmed for adults.

1. PERSONNEL
General Manager—Roger Pond.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
500 w. days; 1470 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. PST.

4. AGENCY COMMISSION
15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 9/1/72—Rec'd 8/25/72.

6. SPOT ANNOUNCEMENTS

PER WK:	3 ti	10 ti	20 ti
1 min	4.00	3.70	3.40
30 sec	3.20	2.90	2.60

10 sec: 50% 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER MO:	1 min	30 sec
3 per day/90 per month	297	225

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
NEWSCASTS
Spot Adjacencies ..... 4.50 Full Sponsorship 6.00
DISCOUNT
13 wk—5% 52 wk—10%

COMPTON

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

CONCORD

Contra Costa County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

K W U N
1961

R A B

Subscriber to the NAB Radio Code
Media Code 4 205 1470 3.00
Adler Communications, Inc., Box 1480, Concord, Calif. 94520. Phone 415-685-1480.
Studio: Myrtle and Holly Drives, Concord, Calif. 94520.

STATION'S PROGRAMMING DESCRIPTION
KWUN: Programmed for the community.
NEWS: Local on the hour, 8 times daily. 7 am-5 pm. Network news at :30 & :60. Local news 15 min at 12 noon & 5 pm. Traffic reports & business news. MUSIC: familiar instrumental standards, classical afternoon 12-6 pm. Sun. 11 am-noon open forum, interviews, audience participation. 1-2 pm, swap shop. 5 min reports from county seat & state capitol 3 times daily. 2-3 pm remote from area communities, interviews, audience participation. SPORTS: local. Contact Representative for further details. Rec'd 3/29/72.

1. PERSONNEL
President—William D. Adler.
News Director—Skip Sayre.
Chief Engineer—Al Graft.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
500 w. days; 1480 kc. Directional.
Operating schedule: 5 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12a, 13d, 14a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28b, 29a, 30, 33c.
Contracts: 40a, 41, 44b, 45, 46, 47c, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61c.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 3/1/71.

6. SPOT ANNOUNCEMENTS

	1x	31x	201x	500+
1 min	10.00	8.50	7.00	6.00
30 sec	7.50	6.00	5.00	4.00
10 sec	5.00	4.25	3.50	3.00

10. SPECIAL FEATURES

MON THRU FRI:	15 sec	30 sec	1 min
Open Forum	3.60	6.20	6.00
Swap Shop	3.60	6.20	3.00
Focal Point	———	9.00	15.50
Local News	4.00	6.00	10.00
Classical Afternoon Sun 2-6 pm	9.00	7.20	9.00

CORONA

Riverside County—Map Location G 10
See SRDS consumer market map and data at beginning of the State.

K R E L
1948

Country Gospel Music

Media Code 4 205 1500 9.00
Major Market Stations, Inc., Box 100, Parkridge Rd., Corona, Calif. 91720. Phones 714-683-1370, 737-1370.

1. PERSONNEL
President—Dr. Wm. J. Roberts.
Gen'l. Sales Mgr. & Prog. Dir.—William (Bill) Babcock.

2. REPRESENTATIVES
San Francisco—Advertising Sales West.

3. FACILITIES
5,000 w. days, 500 w. nights; 1370 kc. Directional.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION
15/0; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4b, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11c, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25c, 28a, 29a, 32a, 33b.
Contracts: 40a, 41, 42b, 44a, 44b, 46, 47e, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KQLH (FM), San Bernardino.
Affiliated with KBS.
Member: National Agriadio Groups, Inc.

TIME RATES
Eff————Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	260x	312x
1 min	10.00	9.00	8.50	7.50	7.00
30 sec	8.00	7.00	6.50	5.50	5.00

6. PROGRAM TIME RATES

	1x	52x	260x	312x	356x
1 hr	62.00	50.00	43.00	41.00	38.00
1/2 hr	35.00	28.00	23.00	22.00	21.00
1/4 hr	26.00	21.00	16.00	15.00	14.00

Submitted by William N. Babcock.

CRESCENT CITY (2 AM)

Del Norte County—Map Location A-2
See SRDS consumer market map and data at beginning of the State.

K P L Y
1950

Subscriber to the NAB Radio Code
Media Code 4 205 1530 6.00
Summit Broadcasters, P. O. Box 248, 1177 Gainard St., Crescent City, Calif. 95531. Phone 707-464-5900.

1. PERSONNEL
Gen'l Mgr. & Co-owner—Mason C. Deaver.

2. REPRESENTATIVES
Advertising Sales West.

3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 6:00 a.m. to midnight daily. PST

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/66—Rec'd 10/3/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	4.00	3.00	312 x	2.75	2.00
13 x	3.75	2.81	364 x	2.50	1.88
52 x	3.50	2.63	728 x	2.00	1.50
104 x	3.25	2.44	1000 x	1.50	1.25
156 x	3.00	2.25			

7. PACKAGE PLANS

PER WK:	12 ti	24 ti	36 ti
1 min	42.00	72.00	99.00
30 sec	31.50	54.00	67.50

K P O D
1959

Subscriber to the NAB Radio Code
Media Code 4 205 1560 3.00
William E. Stamps, Box 666, 267 I Street, Crescent City, Calif. 95531. Phone 707-464-3183.

1. PERSONNEL
General Manager & Owner—William E. Stamps.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
1,000 w. days; 1310 kc.
Operating schedule: 6:00 a.m. to 7:00 p.m. or local sunset. PST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective August 1, 1961. (Card No. 2.)
Card received July 5, 1961.

6. SPOT ANNOUNCEMENTS

	30 sec.	1 min.		30 sec.	1 min.
1 time	3.15	3.80	156 times	2.65	3.20
13 times	2.95	3.55	260 times	2.60	3.10
26 times	2.90	3.50	312 times	2.45	2.95
52 times	2.85	3.40	364 times	2.35	2.80
104 times	2.75	3.30	624 times	2.05	2.45

7. PACKAGE PLANS
Plan "A"—Weekly Package

Per week:	30 sec.	1 min.		30 sec.	1 min.
10 spots	2.35	2.80	25 spots	1.90	2.25
15 spots	2.20	2.65	50 spots	1.75	2.10
20 spots	2.05	2.50			

Plan "B"—Daily Package

	—5 per day—		—10 per day—	
	30 sec.	1 min.	30 sec.	1 min.
1 day	2.30	2.75	2.10	2.50
2 days	2.15	2.60	2.00	2.40
3 days	2.10	2.50	1.95	2.35
4 days	2.05	2.45	1.90	2.30
5 days	2.00	2.40	1.85	2.20
6 days	1.95	2.35	1.80	2.15
7 or more days	1.90	2.30	1.75	2.10

Consecutive Days—may skip any 1 day in week.

DELANO (1 AM; 1 FM)

Kern County—Map Location B 9
See SRDS consumer market map and data at beginning of the State.

K C H J
1950

Media Code 4 205 1590 6.00
Jean G. Johnes, Box 1000, Avenue 12, Road 112, Tulare County, Delano, Calif. 93215. Phone 805-725-8676.

1. PERSONNEL
General Manager—Jean G. Johnes

2. REPRESENTATIVES
Los Angeles—Harlan G. Oakes, Inc.
San Francisco—The Sandeberg-Glenn Company.
Chicago, New York—The Devney Organization, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1010 kc.
Directional.
Operating schedule: 5-1 am daily.

4. AGENCY COMMISSION
15/2 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective August 20, 1960.
Rates received August 29, 1960.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	20 sec.	10 sec.
1 time	10.00	7.50	6.50	5.50
13 times	9.50	7.00	6.00	5.00
26 times	9.00	6.50	5.50	4.50
52 times	8.50	6.00	5.00	4.00
104 times	8.00	5.50	4.50	3.50
156 times	7.50	5.00	4.00	3.00
260 times	7.00	4.50	3.50	2.50
312 times	6.50	4.00	3.00	2.00
500 times	6.00	3.50	2.50	1.50
1000 times	4.50	3.00	2.00	1.00

No double spotting

7. PACKAGE PLANS
SPOT SATURATION PACKAGES

PER DAY, EA:	1 min	30 sec	20 sec	10 sec
6 ti	6.50	4.00	3.00	2.00
10 ti	6.00	3.50	2.50	1.50
20 ti	4.50	3.00	2.00	1.00
WEEKLY PACKAGES				
10 ti	7.00	4.50	2.50	2.50
25 ti	6.50	4.00	3.00	2.00
50 ti	6.00	3.50	2.50	1.50

K D N O (FM)
1968

Media Code 4 205 1600 7.00
Tape Networks, Inc., 819 Eleventh Ave., Delano, Calif. 93215. Phone 805-725-2599.
Phone 805-725-2599.

STATION'S PROGRAMMING DESCRIPTION
KDNO (FM): Sacred music, some semi-classics.

1. PERSONNEL
Gen'l & Sales Mgr.—R. H. (Dick) Palmquist.

3. FACILITIES
ERP 12,500 w. (horiz.), 6,200 w. (vert.); 98.5 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION
25% time only.

TIME RATES
No. 5 Eff 10/1/74—Rec'd 11/11/74.

9. SPOT ANNOUNCEMENTS

ROS:	1 min	30 sec	10 sec
1 per day/6 days per wk/25 per mo, ea	4.80	2.40	.80

DINUBA

Tulare County—Map Location K-8
See SRDS consumer market map and data at beginning of the State.

K R D U
1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 1620 5.00
Radio Dinuba Co., 597 N. Alta Ave., Dinuba, Calif. 93618. Phone 209-591-1130.

STATION'S PROGRAMMING DESCRIPTION
KRDU: Programming directed toward family listening.

1. PERSONNEL
Pres. & Sta. Mgr.—Dave Hofer, Jr.

2. REPRESENTATIVES
San Francisco—The Sandeberg-Glenn Company.

3. FACILITIES
1,000 w.; 1130 kc. Directional—same pattern day and night
Operating schedule: 5 am-12 pm. PST.

(This listing continued on next page)

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 5/1/75—Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1-52x	130x	260x
Personalities	5.50	5.25	5.00
1 min fixed	5.00	4.75	4.50
1 min ROS, 30 sec fixed	4.50	4.25	4.00
30 sec ROS	3.50	3.25	3.00

7. PACKAGE PLANS

PER MO:	Fixed 50 tl	20 tl	16 tl	10 tl	ROS 50 tl	20 tl	15 tl	10 tl
1 min	225	120	75	50	200	100	65	45
30 sec	200	85	65	45	150	65	50	35

10 sec, 30 sec: (Minimum 30 per mo), 2.00.

10. SPECIAL FEATURES

ROTATING NEWS, 1 PER DAY:	1 min	30 sec
Mon thru Fri	100	90
Mon thru Sat	115	105

Edited by Dave L. Hofer, Jr.

EL CAJON

San Diego County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

See San Diego
(including El Cajon)

EL CENTRO (2 AM; 1 FM)

Plus 2 paid cross references.
Imperial County—Map Location H-11
See SRDS consumer market map and data at beginning of the State.

KAMP
1958

NAB RAB

Media Code 4 205 1650 2.00
El Centro Radio Inc., KAMP Bldg., Box 1516, Sixth & Main Sts., El Centro, Calif. 92243. Phone 714-352-2277.

STATION'S PROGRAMMING DESCRIPTION
KAMP: Programmed for mature & young adults.

1. PERSONNEL
General Manager—Bob Weaver.
2. REPRESENTATIVES
Los Angeles—Harlan G. Oakes, Inc.
San Francisco—The Sandeberg-Glenn Company.
New York, Chicago—The Devney Organization, Inc.
Dallas—Riley Representatives.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ——Rec'd 5/1/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	520x
1 min	8.00	7.75	7.50	7.00	6.50	6.50
30 sec	6.40	6.20	6.00	5.60	5.20	4.40

10 sec: 50% of 1-min. Not combinable with other spots for frequency except on 2 for 1 basis.

7. PACKAGE PLANS
WEEKLY PACKAGES
AA—Mon thru Fri 6:30-9 am & 4:30-6:30 pm.
A—All other times.

1-12 WEEKS

PER WK:	CLASS AA 5 tl	10 tl	20 tl	30 tl	50 tl
1 min	7.50	7.00	6.50	6.00	5.00
30 sec	6.00	5.60	5.20	4.80	4.00
	CLASS A				
1 min	7.00	6.50	6.00	5.50	6.50
30 sec	5.60	5.20	4.80	4.40	3.60

DISCOUNTS
13-25 wk—5% 26 wk+—10%
Retroactive package discounts apply on continuous schedule only. Weeks need not be consecutive to earn cumulative weeks frequency. Package spots cannot be combined with regular spots to earn frequency discounts.

KICO
CALEXICO

City of License, Calexico, Calif.
Considered by American Entertainment and Information Networks as their Brawley-Calexico-El Centro outlet.
See listing under Calexico, Calif.

KNEU (FM)
1970

Media Code 4 205 1665 0.00
Schaefer-Wade Broadcasting, Box 2169, El Centro, Calif. 92243. Phone 714-353-1640.

STATION'S PROGRAMMING DESCRIPTION
KNEU (FM): MOR music, network & local news.

1. PERSONNEL
General Manager—David R. Fransen.
2. REPRESENTATIVES
Bill Dahlsten & Associates.
3. FACILITIES
ERP 50,000 w.; 98.5 mc. Stereo.
Operating schedule: 5-2 am. PST.
Antenna ht.: 120 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——Rec'd 11/12/73.

6. SPOT ANNOUNCEMENTS

PER MO. ROS:	1 min	30 sec
20 x	3.90	3.25
30 x	3.75	3.10
40 x	3.50	2.85
60 x	3.10	2.60
80 x	3.00	2.50
90 x	2.85	2.35
100 x	2.75	2.30
120 x	2.50	2.05
160 x	2.20	1.90
200 x	2.00	1.75

10 sec: 50% of 1-min.
Fixed times, extra, per spot .75.

10. SPECIAL FEATURES
Newscasts—extra 1.00.

CONTRACT DISCOUNT
13 wk—5% 25 wk—10%

KXO
1927

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 1680 0.00
KXO, Inc., Box 140, El Centro, Calif. 92243. Phone 714-352-1230.

STATION'S PROGRAMMING DESCRIPTION
KXO: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gordon Belson.
2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30-1 am. PST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KBS.
Member: California Farm Network, Jalco-So/Cal Group.

TIME RATES
No. 13 Eff 11/1/74—Rec'd 11/11/74.
AA—Mon thru Sun 6-9 am & 4:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK,	AA 10 tl	20 tl	30 tl	40+	A 10 tl	20 tl	30 tl	40+
1 WK:								
1 min	12.10	11.25	10.30	9.40	9.70	8.80	7.90	7.00
30 sec	9.70	9.10	8.50	7.60	8.50	7.90	7.25	6.65
13 WK:								
1 min	10.90	10.00	9.10	8.20	8.50	7.60	6.65	5.80
30 sec	9.10	8.50	7.90	7.25	7.25	6.65	6.05	5.45
39 WK:								
1 min	9.70	8.80	7.90	7.00	7.25	6.65	6.05	5.45
30 sec	7.90	7.25	6.65	6.05	6.05	5.45	4.85	4.60
51 WK:								
1 min	8.50	7.60	6.65	5.80	6.65	6.05	5.80	5.20
30 sec	7.25	6.65	6.05	5.45	5.45	4.85	4.60	4.25

10 sec: 50% of 1-min.

10. SPECIAL FEATURES

	5 min	1/4 hr	1/2 hr
News	4.40	8.80	14.30

XED
MEXICALI, MEXICO

City of license, Mexicali, Baja, Mexico.
Box 84, Calexico, California 92231.
U. S. Representative:
Harlan G. Oakes, Inc.
See listing in Medios Publicitarios Mexicanos under Mexicali, Mexico.

ESCONDIDO (1 AM; 1 FM)

San Diego County—Map Location G-11.
See SRDS consumer market map and data at beginning of the State.

KOWN
1958

RAB

Media Code 4 205 1710 4.00
Palomar Broadcasters Corp., The Vineyard Shopping Center, Escondido, Calif. 92027. Phone 714-745-8511.

1. PERSONNEL President—Jack Feldmann.
Vice-Pres. & Gen'l Mgr.—Lyle E. Davis.
2. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 18 hours daily. PST.
4. AGENCY COMMISSION
15% on combination rates. No commission on AM only rates.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11b, 12h, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 26, 28b, 29a.
Contracts: 40c, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62c.
Cancellation: 70a 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
AM/FM COMBINATION
No. 9 Eff 7/1/74—Rec'd 7/26/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sat & Sun all day.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	30 sec	AA 1 min	30 sec	A 1 min	30 sec
6 tl	18	15	16	13	14	11
12 tl	17	14	15	12	13	10
18 tl	16	13	14	11	12	9
24 tl	15	12	13	10	11	8
30 tl	14	11	12	9	10	7

15 sec/less: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
TAP—1/2AAA, 1/4AA, 1/4A

	12 tl	18 tl	24 tl	30 tl
1 min	15	14	13	12
30 sec	12	11	10	9

BULK—BTA—6 AM-MIDNIGHT

1/3AAA, 1/3AA, 1/3A:	300x	600x	1200x	2400x
1 min	12	11	10	9
30 sec	10	9	8	7

15 sec/less: 50% of 1-min.
Rateholder: 6 10-sec spots per wk.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

AM ONLY

	AAA 1 min	30 sec	AA 1 min	30 sec	A 1 min	30 sec
6 tl	15	12	13	10	11	9
12 tl	14	11	12	9	10	8
18 tl	13	10	11	8	9	7
24 tl	12	9	10	7	8	6
30 tl	11	8	9	6	7	5

15 sec/less: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
TAP—1/2AAA, 1/4AA, 1/4A

	12 tl	16 tl	24 tl	30 tl
1 min	13.00	12.00	11.00	10.00
30 sec	10.00	9.00	8.00	7.00

BULK—BTA—6 AM-MIDNIGHT

1/3AAA, 1/3AA, 1/3A:	300x	600x	1200x	2400x
1 min	9.00	8.00	7.00	6.00
30 sec	7.50	6.50	5.50	4.50

15 sec/less: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x
1 hr	125	115	105	95	85
1/2 hr	100	90	85	75	70
1/4 hr	60	55	50	45	40

10. SPECIAL FEATURES
NEWS SPONSORSHIP—AT :55

	24x	48x	78x	156x	312x
5 min	17	16	15	14	13

Incl open, close plus 1-min spot.
Headlines/scoreboard at :27, incl open, close plus 30-sec spot, 80% of 5-min news.

KOWN-FM
1968

Media Code 4 205 1711 2.00
Palomar Broadcasters Corp., The Vineyard Shopping Center, Escondido, Calif. 92027. Phone 714-745-8511.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 155 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Sold in combination with KOWN. See that listing for rates.

TIME RATES
No. 9 Eff 7/1/74—Rec'd 7/26/74.
AAA—6 pm-midnight.
AA—6 am-6 pm.

6. SPOT ANNOUNCEMENTS

	AAA 6 tl	12 tl	16 tl	AA 6 tl	12 tl	16 tl
1 min	5.00	4.50	4.00	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	3.00	2.50	2.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	3 min
1 x	30.00	23.50	17.50	7.75
13 x	27.00	22.00	16.50	7.50
26 x	25.00	20.75	15.60	7.25
52 x	22.25	19.50	13.00	6.50
104 x	26.00	15.50	11.75	6.00
156 x	24.50	14.50	11.00	5.50
260 x	21.00	12.50	9.75	5.00
312 x	19.50	11.75	8.75	4.50
365 x	16.00	10.75	7.75	4.25

EUREKA (2 AM; 1 FM)

Plus 1 paid duplicate.
Humboldt County—Map Location A-2
See SRDS consumer market map and data at beginning of the State.

KATA
1956
ARCATA

RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Arcata, Calif.)
Media Code 4 205 0450 6.00
Martin Broadcasting Corp., Drawer EYE, South G St., Arcata, Calif. 95521. Phone 707-822-4814.

STATION'S PROGRAMMING DESCRIPTION
KATA: Programmed for adults 18-49.
MUSIC: contemporary format centered around current hits. AIR PERSONALITIES. NEWS: presented hourly by local newsman. Twice hourly in drive times. SPORTS: highlights throughout day. Contact Representative for further details. Rec'd 11/5/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Martin.
Vice-Pres. & Sales Mgr.—Jeff Martin.
Program Director—John Price.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—The Tacher Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% on time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4b, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28b.
Contracts: 40c, 42b, 45, 47a.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71b, 73a.
Station guarantees 15-minute separation for competitive products.

TIME RATES
No. 11 Eff 5/1/75—Rec'd 4/21/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA 1 tl	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	8.00	7.50	6.00	5.75	5.50	5.25	5.00
30 sec	6.30	5.40	4.75	6.50	4.25	4.00	3.75
	CLASS A						
1 min	6.30	5.40	4.75	4.50	4.25	4.00	3.75
30 sec	4.70	4.25	4.00	3.80	3.60	3.40	3.20

10 sec: 50% of 1-min.

(D)

THE WINNER!
AND STILL THE NO. 1
RADIO STATION IN HUMBOLDT CO.
#1 In Humboldt County
In Eureka Area
In Total Audience
In Total Adults
In Adults 18-49
In Adults 18-34
AUDIENCE ESTIMATES*
1340
KATA
*National Research Institute, Inc. Audio Probe June, 1975

KFMI (FM)
1968

NAB

C & M Broadcasting Station
Media Code 4 205 1741 0.00
C & M Broadcasting, Inc., 1800 Broadway, Eureka, Calif. 95501. Phones 707-443-5364, 5637.

STATION'S PROGRAMMING DESCRIPTION
KFMI (FM): MOR. 4 min news at :60.

1. PERSONNEL
Treas. & Mgr.—Richard G. Meyer.
2. REPRESENTATIVES
Radio Time Sales/International.
3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 96.3 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 2830 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: KNCB, Fortuna.

TIME RATES
Eff——Rec'd 5/1/75.

7. PACKAGE PLANS
TAP—2 AM to 1 FM RATIO
1 min, 1 tl 5.00 30 sec, 1 tl 3.50
Fixed position within 4-hr time period, extra 50%.
Edited by Richard G. Meyer.

KINS
1946

Bernard Howard & Co., Inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 1740 1.00
Eureka Broadcasting Co., Box O, Eureka, Calif. 95501. Phone 707-442-5744.

STATION'S PROGRAMMING DESCRIPTION
KINS: Programmed for adult and mature young adult.

1. PERSONNEL
Pres & Gen'l Mgr.—Wendell Adams.
Sales Manager—Hugo Papstein.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 950 kc.
Directional—night only.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
No. 11 Eff 4/1/75—Rec'd 3/14/75.
AA—Mon thru Fri 6:30-9 am & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK:	CLASS AA 1 tl	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	8.00	7.55	6.10	6.00	5.80	5.50	5.30
30 sec	6.40	6.05	4.90	4.80	4.65	4.40	4.25
	CLASS A						
1 min	6.40	6.05	4.90	4.80	4.65	6.40	4.25
30 sec	5.10	4.85	3.90	3.85	3.70	3.50	3.40

10 sec: 50% of 1-min.

(Eureka continued on next page)

CALIFORNIA

Eureka—Continued

KRED
1953

AVERY-KNODEL, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 295 1770 2.00
Pauldan, Inc., 5640 S. Broadway, Eureka, Calif. 95501. Phone 707-443-1621.
STATION'S PROGRAMMING DESCRIPTION
KRED: Contemporary with modern country.
1. PERSONNEL
Pres. & Gen'l Mgr.—Paul Hoff.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
5,000 w. days, 1480 kc. 1,000 w. nights; Non-directional.
Operating schedule: 5 am-midnight. PST.
4. AGENCY COMMISSION
15/0 time only; monthly. Over 30 days, 1-1/2% charge.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 18 Eff 11/1/74—Rec'd 12/2/74.
6. SPOT ANNOUNCEMENTS
MON THRU SUN—5 AM-7 PM

	Fixed			ROS		
PER MO:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	10.00	6.00	5.00	9.00	5.00	4.00
5 ti	8.00	5.25	4.50	7.00	4.25	3.75
10 ti	7.50	5.00	4.00	6.50	4.00	3.50
25 ti	6.50	4.50	3.75	5.50	3.50	3.00
50 ti	6.00	4.25	3.50	5.00	3.00	2.50
100 ti	5.50	4.00	3.00	4.50	2.50	2.00
PER YR:						
1 x	10.00	6.00	5.00	9.00	5.00	4.00
50 x	7.75	5.00	4.25	6.50	4.00	3.50
100 x	7.00	4.50	3.75	6.00	3.75	3.25
250 x	6.00	4.00	3.50	5.00	3.00	2.75
500 x	5.50	3.75	3.25	4.50	2.75	2.00
1000 x	5.00	3.50	2.75	4.00	2.25	1.50
ALL OTHER TIMES—ROS						
Ea				2.00	1.50	1.00

FAIRFIELD

Solano County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KUIC (FM)
VACAVILLE

City of license, Vacaville, Calif.
See listing under Vacaville, Calif.

FORT BRAGG

Mendocino County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KDAC
1948

Media Code 4 295 1800 2.00
Charles W. Stone, Box 1164, Fort Bragg, Calif. 95437 Phone 964-3250.
1. PERSONNEL
Owner—Charles W. Stone.
2. REPRESENTATIVES
Advertising Sales West.
3. FACILITIES
1,000 days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-11 pm. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS
Member: California Farm Network.
TIME RATES
Eff 3/1/71—Rec'd 2/4/71.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	365x	730x
1 min	4.50	4.30	4.10	3.90	3.70	3.50

7. PACKAGE PLANS
SATURATION PACKAGE—ROS
(To be used within 1 week)

PER WK, EA:	12 ti	18 ti	24 ti	30 ti	36 ti	40 ti
1 min	4.25	4.00	3.75	3.50	3.25	3.00

FORTUNA

Humboldt County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

KNCR
1966

C & M Broadcasting Station
Media Code 4 295 1815 1.00
C & M Broadcasting, Inc., 1800 Broadway, Eureka, Calif. 95501. Phones 707-443-5364, 5627.
STATION'S PROGRAMMING DESCRIPTION
KNCR: Adult rock. 4 min news, weather, sports.
1. PERSONNEL
Treas. & Mgr.—Richard G. Meyer.
2. REPRESENTATIVES
Radio Time Sales/International.
3. FACILITIES
10,000 w.: 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KFMI (FM), Eureka.
TIME RATES
Eff——Rec'd 5/1/75.
7. PACKAGE PLANS
TAP—3 AM to 1 FM RATIO
1 min, 1 ti 5.00 30 sec, 1 ti 3.50
Fixed position within 4-hr time period, extra 50%.
Edited by Richard G. Meyer.

FOWLER

Fresno County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KLIP
1962

Subscriber to the NAB Radio Code
Media Code 4 295 1890 2.00
Morris Mindel, P. O. Box 873, 207 E. Merced, Fowler, Calif. 93625. Phones 209-834-3000, 834-3454.
STATION'S PROGRAMMING DESCRIPTION
KLIP: Programmed to Negro and Spanish listeners.
1. PERSONNEL
President—Morris Mindel.
3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise to local sunset. PST.
4. AGENCY COMMISSION
15% on time only; 2% cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with Mutual Black Network.
TIME RATES
Rates effective ——.
Rates received June 11, 1962.
6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.		1 min.	30 sec.
1 time	7.00	5.50	104 times	6.25	4.75
26 times	6.75	5.25	260 times	5.75	4.25
52 times	6.50	5.00	312 times	5.50	4.00

7. PACKAGE PLANS
WEEKLY PACKAGES

	—1 minute—		– 30 seconds ·	
Per week:	Each	Total	Each	Total
5 times	6.00	30.00	5.00	25.00
10 times	5.50	55.00	4.50	45.00
15 times	5.00	75.00	4.00	60.00
20 times	4.50	90.00	3.50	70.00
30 times	4.00	120.00	3.00	90.00
50 times	3.50	175.00	2.50	125.00

10 seconds—50% of applicable 1-minute rate.

FREMONT

Alameda County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KFMR (FM)
1961

Subscriber to the NAB Radio Code
Media Code 4 295 1860 7.00
Alameda Broadcasting, Inc., Box Q, 2557 Mowry Ave., Fremont, Calif. 94537. Phone 415-793-2555.
STATION'S PROGRAMMING DESCRIPTION
KFMR (FM): 50% Gospel Music; 50% Gospel; 100% Christian Religion. Contact Representative for further details. Rec'd 1/19/73.
1. PERSONNEL President—Robert F. Bell.
Vice-Pres. & Gen'l Mgr.—Dennis King, Jr.
Program Director—Ms. Leah Scott.
2. REPRESENTATIVES
J. C. Gates & Company.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.6 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 115 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 29a, 31, 33d.
Contracts: 40a, 41, 42a.
Prod. Services: 80, 81, 82.
TIME RATES
Eff——Rec'd 1/19/73.
AAA—Mon thru Fri 6:30-9 am & 3:30-6 pm; Sat 9 am-6 pm; Sun 8 am-2 pm.
AA—Mon thru Fri 5-6:30 am, 9 am-3:30 pm & 7 pm-midnight; Sat 5-9 am & 7 pm-midnight; Sun 6-8 am & 2 pm-midnight.
6. SPOT ANNOUNCEMENTS

	AAA			AA		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	22.00	20.00	11.00	18.00	14.00	9.00
26 x	21.00	19.00	10.50	17.00	13.00	6.50
260 x	19.00	16.00	9.50	15.00	12.00	6.00
520 x	17.00	14.00	8.50	14.00	10.00	5.00
1000 x	15.00	12.00	7.50	11.00	8.00	4.00

6. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
1 hr	88	80	72	65	55
1/2 hr	67	61	54	50	36
1/4 hr	44	40	36	32	25

13-wk contract requiring 4-wk cancellation notice.

FRESNO (10 AM; 6 FM)

Fresno County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	38	30	34	29
B	36	29	34	22
C	34	28	32	19
D	32	20	26	17
AVERAGE	35	27	32	23

KARM
1958

All News

NAB

Media Code 4 295 1890 4.00
KARM Corp., 1314 E. Shaw Ave., Fresno, Calif. 93710. Phone 209-222-2425.
Studio: 5845 E. American Ave., Fresno, Calif. 93725. Phone 209-486-8181.
1. PERSONNEL
General Manager—Ethan P. Bernstein.
Operations Manager—Pat Davis.
Assistant Operations Manager—Bill Rydia.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w.: 1430 kc.
Directional—same pattern day and night.
Operating schedule: 18 hours daily. PST.
Partial simulcast operation. Simulcast 6-9 am & 8-10 pm. For non-simulcast facilities see KARM-FM.
4. AGENCY COMMISSION
15% on net station charges.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 26a, 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.
TIME RATES
No. 6 Eff 10/1/74—Rec'd 10/7/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	12.00	9.50	11.00	9.00	9.00	8.00
6 ti	11.00	8.75	10.00	8.00	8.00	7.00
12 ti	10.00	8.00	9.00	7.25	7.00	6.00
18 ti	9.50	7.50	8.50	6.75	6.00	5.00
24 ti	9.00	7.00	7.50	6.00	5.00	4.00

7. PACKAGE PLANS
TAP—40%AAA, 30%AA, 30%A

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.25	5.00
52-WEEK CONTRACT BULK				
1 min	6.50	6.00	5.50	——
30 sec	5.50	5.00	4.50	——

THE LEADER IN TOWN AGAIN!
KYNO 13
OCT/NOV 74 ARB AVG. ¼ HR.
men Combined Drive 18-24 18-34 18-49 25-49
#1
women Housewife 18-24 18-34 18-49 18+
TEENS ALL DAY PARTS
Can be combined with discount on
Fresno's Only Modern Country in Stereo
KPHD ★ STEREO 95.5
Ask our Rep for Details
Eastman Radio

KARM-FM
1948

NAB

Media Code 4 295 1891 2.00
Lake Enterprises, Inc., 4011 E. Ashlan Ave., Fresno, Calif. 93726. Phone 209-225-1511.
See affiliated AM station for additional information
AM facilities: KFRE.
STATION'S PROGRAMMING DESCRIPTION
KARM-FM: MUSIC: instrumental & vocal renditions of standard & popular tunes. COMMERCIAL POLICY: 3 breaks per hour. Contact Representative for further details. Rec'd 3/1/75.
1. PERSONNEL
Sales Manager—Brian Gardner.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
ERP 1,800 w.; 101.9 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,880 ft. above average terrain.
TIME RATES
Eff 9/1/75—Rec'd 8/1/75.
AA—Mon thru Sat 10 am-7 pm.
A—Mon thru Sat 6-10 am; Sun 6 am-7 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	13 ti	24 ti	6 ti	12 ti	13 ti	24 ti
AA	17	16	15	14	14	13	12	11
A	15	(*)	13	12	12	11	10	9
B	13	12	11	10	11	10	9	8

(*) 14.90.
7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

	12 ti	13 ti	24 ti
1 min	13	12	11
30 sec	11	10	9

Submitted by Tal Jons.

KBIF
1947

Subscriber to the NAB Radio Code
Media Code 4 295 1920 2.00
KBIF, Inc., 261 N. Broadway, Fresno, Calif. 93701. Phone 209-266-0791.
1. PERSONNEL
General Manager—Dan E. Smith.
Program Director—Richard Dahlquist.
Traffic Manager—Lou Lynch.
2. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22b, 24a, 25a, 26, 28b, 29c, 33c.
Contracts: 41, 42c, 43, 47a, 51b.
Comb.; Cont. Discounts: 60e 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 81, 82.
TIME RATES
Eff——Rec'd 2/10/69.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	7.70	6.05	4.65
13 x	7.45	5.80	4.75
26 x	6.60	5.50	4.50
52 x	6.60	5.25	4.30
104 x	6.25	4.95	4.05
208 x	5.95	4.70	3.85
260 x	5.50	4.40	3.65
425 x	5.15	4.15	3.50
625 x	4.80	3.85	3.40
1000 x	4.15	3.30	3.30

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	50 ti	100 ti
Ea	6.60	6.35	5.80	5.50	5.25	4.95	4.70	4.40

6. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	71.50	69.25	67.25	66.00
1/2 hr	37.50	36.25	36.25	35.75
1/4 hr	19.00	18.75	18.50	18.15

5 MINUTES

1 x	11.00	208 x	8.75
13 x	10.50	260 x	8.25
26 x	10.00	425 x	7.75
52 x	8.50	625 x	7.40
104 x	8.25	1000 x	7.15

All talent fees are included in the above rates.

KEAP
1957

Media Code 4 295 1980 3.00
H.B.C. Broadcasters, Inc., 305 N. Valentine, Fresno, Calif. 93706. Phone 209-486-2980.
STATION'S PROGRAMMING DESCRIPTION
KEAP: MUSIC: Country & western. NEWS: local, network at :30. 4 hrs. Spanish daily, M-Sat. Contact Representative for further details. Rec'd 12/2/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—John M. Hooker.
Music Director—Donald W. Hillman.
2. REPRESENTATIVES
San Francisco—The Sandeberg-Glenn Company.
New York, Chicago—The Devney Organization, Inc.
Atlanta—David Carpenter Company.
Dallas—Illey Representatives.
3. FACILITIES
500 w. days; 980 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 25a, 26, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS
Member: National AgRadio Groups, Inc.
TIME RATES
No. 1 Eff 7/1/67 Rec'd 6/28/67.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

(This listing continued on next page)

Fresno—K E A P—Continued

7. PACKAGE PLANS

PER WK, EA:	CLASS AA (*)	6 ti	12 ti	18 ti	24 ti
1 min	12.00	10.00	9.00	8.00	7.00
30 sec	9.50	8.00	7.00	6.50	5.50
10 sec	6.00	5.00	4.50	4.00	3.50
	CLASS A				
1 min	8.00	7.00	6.00	5.50	5.00
30 sec	7.00	6.50	5.50	4.50	4.00
10 sec	4.50	4.00	3.50	3.00	2.75	2.50

(*) Less than 6 ti.

	ROS	30 ti	78 ti	100 ti
Per mo		300.00	412.50	500.00

WEEKLY: TOTAL AUDIENCE PLAN — 1 min
16 Plan (8AA†, 12A) — 198
30 Plan (10AA†, 20A) — 150
(†) When available.

10. SPECIAL FEATURES

NEWSCASTS AND SPORTS	AA	A
5 min	18	12

DISCOUNTS ON PROGRAMS ONLY
26 wk—10% 52 wks—20%
Rates include talent and news service charge.

KFIG (FM)

1601

ABC-FM Spot Sales, Inc.

SAB RAB

The Golden Pacific Group

Media Code 4 205 2000 6.00

Universal Broadcasting Co., Inc., 2226 Tulare St., Fresno, Calif. 93721. Phone 209-485-7762.

STATION'S PROGRAMMING DESCRIPTION

KFIG (FM): Programmed for older teens & adults to age 35.

MUSIC: rock cuts from current & past albums mixed with popular rock singles played in sets with 4 commercial breaks per hr. NEWS: network & local at :30. COMMERCIAL POLICY: 8 minutes and 12 units maximum per hour. Contact Representative for further details. Rec'd 9/23/73.

1. PERSONNEL
General Manager—Thomas L. Jones.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 352 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 25a, 27, 28b, 28c.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 60, 60b, 60k, 62a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 8/1/75—Rec'd 6/30/75.
AAA—noon-midnight.
AA—6 am-noon.

8. SPOT ANNOUNCEMENTS

WK, GUARANTEED:	CLASS AAA 6 ti	12 ti	18 ti	24 ti	30 ti
1 min	18.00	17.00	16.00	15.00	14.00
30 sec	14.40	13.60	12.80	12.00	11.20
	CLASS AA				
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.20	10.40	9.60	8.80	8.00

7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA—GUARANTEED

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	12.00	11.20	10.40	9.60	8.80

Edited by Thomas L. Jones.

KFRE

1037

mcgavren-guild
pgw radio, inc.

SAB

Media Code 4 205 2010 6.00

KFRE Broadcasting, Inc., 4011 E. Ashlan Ave., Fresno, Calif. 93726. Phone 209-224-7150.

STATION'S PROGRAMMING DESCRIPTION

KFRE: Programmed for adults 18-49.

MUSIC: MOR featuring popular hits, current standards & original hits of the past. 6 AIR PERSONALITIES. NEWS: 5 min at :60; 5 min at :35 6:35-9:35 am. FARM: news at 5 am. Frost warning reports, daily fog reports. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 11/4/74.

1. PERSONNEL
President—Walter Lake.
Vice-Pres. & Gen'l Mgr.—Tal Jones.
Operations Manager—Nick Ryan.

2. REPRESENTATIVES
McGavren-Guild, Inc

3. FACILITIES 50,000 w.; 946 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 25a, 29a, 33c.
Contracts: 40a, 41, 45, 46, 47a, 49, 50.
Comb.: Cont. Discounts: 60a, 61b, 62d, 60f.
Cancellation: 70a, 70c, 71a, 72a, 73b.
FM facilities: KARM-FM.
Affiliated with American Information Network.

TIME RATES
Eff 9/1/75—Rec'd 8/1/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am, 10 am-3 pm & 7 pm-midnight; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AA	36	34	33	32	29	28	27	26
A	32	29	28	27	26	24	23	22
B	16	14	12	11	13	12	10	9

10 sec: 60% of 1-min.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

	12 ti	18 ti	24 ti
1 min	25	23	22
30 sec	20	19	18

10 sec: 60% of 1-min.

8. PROGRAM TIME RATES
MON THRU SUN—6 AM-MIDNIGHT

	1 hr	1/2 hr	1/4 hr	5 min
1 x	160	100	70	42
52 x	152	95	65	40
104 x	144	90	65	38
260 x	136	85	60	36

Submitted by Tal Jones.

KFYE

SAB RAB NAFMB

1946

Media Code 4 205 2023 6.00

Stereo Broadcasting Corp., Del Webb Center, Fresno Calif. 93721. Phone 209-486-5294.

STATION'S PROGRAMMING DESCRIPTION

KFYE: Programmed for young adults 18-34.

MUSIC: top 40. COMMERCIAL POLICY: 8 minutes maximum per hour. Contact Representative for further details. Rec'd 9/20/74.

1. PERSONNEL
General Manager—Richard A. Ingraham.
Station Manager—Bob Treadway.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 68,000 w. (horiz.), 65,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,950 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 25a, 28b, 28c, 29a, 33d.
Contracts: 40a, 42b, 44b, 46, 51a, 51b.
Comb.: Cont. Discounts: 60f, 60i, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.

TIME RATES
No. 7 Eff 10/1/74—Rec'd 9/20/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-10 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-10 am & 7 pm-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	30 sec	AA 1 min	30 sec	A 1 min	30 sec
6 ti	18.00	14.40	15.00	12.00	5.00	4.00
12 ti	17.00	13.60	14.25	11.40	4.75	3.80
18 ti	16.00	12.80	13.50	10.80	4.50	3.60
24 ti	15.00	12.00	12.75	10.20	4.25	3.40
30 ti	14.00	11.20	12.00	9.60	4.00	3.20

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
TAP—BTA—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.25	10.00	9.75	9.50	9.25
30 sec	8.20	8.00	7.80	7.60	7.40
	1/3AAA, 1/3AA, 1/3A				
1 min	7.75	7.50	7.25	7.00	6.75
30 sec	6.20	6.00	5.80	5.60	5.40
	—1/2AAA, 1/2AA—			—(*)—	
†PER YR:	250x	500x	1000x	250x	500x	1000x
1 min	9.00	8.75	8.50	6.50	6.25	6.00
30 sec	7.20	7.00	6.80	5.20	5.00	4.80

10 sec: 50% of 1-min.
(*) 1/3AAA, 1/3AA, 1/3A.
(†) For guaranteed AAA, 1/2AAA, 1/2AA rate add 20%.

10. SPECIAL FEATURES
News, 1-min rate plus 25%. Inc'l 10-sec open and close.

Advertisement

KNGS

1948

Modern Country

Media Code 4 205 2310 2.00

Kings Broadcasters, Box 49, Hwy. 198, Hanford, Calif. 93230. Phone 209-582-0361.

1. PERSONNEL
General Manager—Lee Smith.

2. REPRESENTATIVES
PBO/Meeker Radio.

3. FACILITIES
1,000 w.; 630 kc. Directional—night only.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00	9.00
30/20 sec	9.60	8.80	8.00	7.20
10 sec	6.00	5.50	5.00	4.50

KGST

1940

Spanish Language

Media Code 4 205 2040 5.00

International Radio, Inc., Box 11777, Fresno, Calif. 93775. Phone 209-266-9901.

STATION'S PROGRAMMING DESCRIPTION

KGST: Spanish all day. NEWS: at :30 starting at 6:30 am, 15 min news at noon & 5 pm. Drama 10:30 am. Talk show with live interviews 1:30 pm. Contact Representative for further details. Rec'd 5/23/74.

1. PERSONNEL
President—E. E. Ryan.
Vice-Pres. & Gen'l Mgr.—Ben Gutierrez.
Sales Manager—Jim Pellan.

2. REPRESENTATIVES
New York, Chicago, Atlanta, Dallas—Savalli/Gates. Inc.
San Francisco—Don R. Pickens Co.
Los Angeles—Lotus Reps.

3. FACILITIES
5,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See Coded Regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11a, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 29a, 32a, 33b.
Contracts: 40a, 41, 44b, 45, 47a.
Comb.: Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Amigo Spanish Group.

TIME RATES
No. 8 Eff 9/1/74—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	624x	1000x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	7.50	7.10	6.75	6.35	6.00	5.65	5.25

10 sec: 50% of 1-min.

7. PACKAGE PLANS
SATURATION—4 WEEK MINIMUM

PER WK, BTA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	7.10	6.75	6.35	6.00	5.65	5.35

DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
5-min newscasts—minimum 6 per wk, ea. 13.50

KIRV

1962

Media Code 4 205 2070 2.00

New Life Enterprises, Inc., 2220 Tulare, Suite 44P, Fresno, Calif. 93721. Phone 209-233-0786.

1. PERSONNEL
General Manager—James Patterson.
Prog./Sales Mgr.—Dennis Klassen.

3. FACILITIES
500 w. days; 1510 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60c, 60h, 60i, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
Eff——Rec'd 3/31/74.
AA—Mon thru Fri 6-9 am & 4-6:30 pm.
A—All other times; ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA 1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	10.00	9.00	8.00	7.00	6.00	
30 sec	9.60	8.00	7.20	6.40	5.60	4.80	
	CLASS A						
1 min	10.00	8.00	7.00	6.00	5.00	4.00	
30 sec	8.00	6.40	5.60	4.80	4.00	3.20	

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk— 5% 39 wk—15%
26 wk—10% 52 wk—20%

KKNU (FM)

1962

Media Code 4 205 2085 6.00

East-West FM Group, Inc., Box 4261, Fresno, Calif. 93744. Phone 209-485-7273.

STATION'S PROGRAMMING DESCRIPTION

KKNU (FM): Familiar standards & melodic arrangements of current favorites programmed in uninterrupted 1/4 hour segments with 4 commercial breaks per hour, six commercials per hour maximum. NEWS: capsules 18x/daily. Contact Representative for further details. Rec'd 3/30/73.

1. PERSONNEL
President—John Q. Tilson.
General Manager—Robert E. Darling.
General Sales Manager—Dino R. Fulvio.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.7 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 500 ft. above average terrain.
1,154 ft. above sea level.

4. AGENCY COMMISSION
15% time only; net cash 10 days.

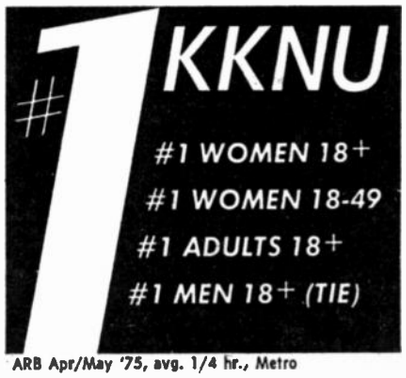
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60h, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.

TIME RATES
No. 3 Eff 3/15/73—Rec'd 3/22/73.
AAA—Mon thru Sat 10 am-6 pm.
AA—Mon thru Sun 6-10 am & 3-11 pm; Sun 10 am-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	22	21	20	10	13
AA	18	17	16	15	14
A	14	13	12	11	10

30 sec or less: 85% of 1-min.
Submitted by John Q. Tilson.



ARB Apr/May '75, avg. 1/4 hr., Metro

KMAK

1953

Media Code 4 205 2100 7.00

McCarthy Broadcasting Co., Inc., 2020 E. McKinley Ave., Fresno, Calif. 93703. Phone 209-266-9446.

STATION'S PROGRAMMING DESCRIPTION

KMAK: MUSIC: modern country. NEWS: at :15 & :35; network & state audio. Contact Representative for further details. Rec'd 4/30/73.

1. PERSONNEL
President—John F. McCarthy.
Vice-Pres. & Gen'l Mgr.—John Ogden.
Program Director—Bob Martin.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 33c.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 2 Eff 7/1/74—Rec'd 7/16/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 9 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
	CLASS AAA				
1 min	40.00	38.00	36.00	34.00	32.00
30 sec	32.00	30.50	29.00	27.00	26.00
	CLASS AA				
1 min	38.00	36.00	34.00	32.00	30.00
30 sec	30.50	29.00	27.00	26.00	24.00
	CLASS A				
1 min	34.00	32.00	30.00	28.00	26.00
30 sec	27.00	26.00	24.00	22.50	21.00
	CLASS B				
1 min	23.00	21.00	19.00	17.00	16.00
30 sec	18.50	17.00	15.00	14.00	13.00

10 sec: 60% of 1-min.

KMJ

1922

A McClatchy Beeline Station

NAFB

SAB

Subscriber to the NAB Radio Code

Media Code 4 205 2130 4.00

McClatchy Broadcasting Company, 1515 Van Ness Ave., Fresno, Calif. 93721. Phone 209-268-5771. TWX 209-481-1372

STATION'S PROGRAMMING DESCRIPTION

KMJ: Programmed for general interest.

MUSIC: general popular music with brief phone interviews with celebrities, comedy features, quips. NEWS: network at :60 & local news headlines. 4 man news department. AP & UPI. 5:30-9 am news, farm, network, regional, local, sports, business & weather. Other news blocks noon-12:30 pm & 5-5:30 pm. FARM: 5-5:30 am farm headlines, weather, features & music. Farm director. SPORTS: play-by-play major league baseball, pro football, college football & basketball. Contact Representative for further detail's. Rec'd 6/7/74.

1. PERSONNEL
Manager—Dick Sheppard.

(This listing continued on next page)

CALIFORNIA

Fresno—K M J—Continued

2. REPRESENTATIVES
Katz Radio.
McClatchy Beeline Stations: See Rep & S/O pages.
3. FACILITIES
5,000 w.; 550 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only. Bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15c.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61a, 61b, 62b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
Affiliated with Katz Radio Network.
Member: California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 38 Eff 4/1/75—Rec'd 3/10/75.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Fri noon-1 pm & 3-7 pm.
A—Mon thru Fri 10 am-noon & 1-3 pm; Sat 10 am-6 pm; Sun 6 am-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	8 ti	12 ti	18 ti	24 ti
AAA	45	43	41	39
AA	32	31	30	29
A	24	23	22	21
B	17	16	15	14

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 5.00 per spot.

The McClatchy Beeline Stations

K M J-FM
1949

Subscriber to the NAB Radio Code
Media Code 4 205 2131 2.00
McClatchy Broadcasting, 1515 Van Ness Ave., Fresno, Calif. 93721. Phone 209-265-5771. TWX 209-481-1372.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KMJ-FM: MUSIC: Light classical & classical music ranging from pop standards & show tunes through concert music. Includes symphonic work, opera, standards, ballet & chamber music as well as show tunes. Local symphony in season. Capsule newscasts periodically. Contact Representative for further details. Rec'd 6/7/74.

8. FACILITIES
ERP 7,300 w.; 97.9 mc.
Operating schedule: 4 pm-midnight. PST.
Antenna ht.: 630 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.
Sold in combination with KMJ. See that listing.

TIME RATES
No. 3 Eff 10/1/73—Rev 4/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

YR:	1x	50x	100x	150x	250x	500x	1000x
1 min	10.00	9.50	9.00	8.00	7.00	6.00	5.00

30 sec: 80% of 1-min.. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER MO, ROS:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	8	7	6	5	4

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	260x	312x	365x
1 hr	50	45	40	35	30	25

K P H D (FM)
1970

Subscriber to the NAB Radio Code
Media Code 4 205 2145 2.00
Radio KYNO, Inc., 2125 N. Barton, Fresno, Calif. 93703. Phone 209-255-8383.
See affiliated AM station for additional information.
AM facilities: KYNO.

STATION'S PROGRAMMING DESCRIPTION
KPHD (FM): Programmed for adults.
MUSIC: country, current modern country and all-time country hits of past. NEWS: 8 minutes at :60 in drive times. Farm news at 5:30 am. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 5/28/74.

2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.5 mc Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 318 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
10% discount on FM/AM like schedules.

TIME RATES
No. 2 Eff 4/1/73—Rec'd 3/6/73.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-noon; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	12.00	9.60	10.00	8.00		
12 ti	10.00	8.00	8.00	6.40		
16 ti	9.00	7.20	7.00	5.60		
24 ti	8.00	6.40	6.00	4.80		
20 ti	7.00	5.60	5.00	4.00		
26 ti	6.00	4.80	4.00	3.20		

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
News participation, extra 20% (incl open plus 1 1-min spot).

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

K X E X
1962

Spanish Language

Media Code 4 205 2160 1.00
Atlas Broadcasting Co., Box 1612, Fresno, Calif. 92717. Phone 209-233-0003.

STATION'S PROGRAMMING DESCRIPTION
KXEX: MUSIC: Mexican. NEWS: 5 min news & weather at :20; 15 min news at noon & 4:45 pm. Contact Representative for further details. Rec'd 7/1/75.

1. PERSONNEL
General Manager—John W. Sonder.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
500 w.; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 20a, 22b, 23a, 24a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61b, 61c, 62b.
Cancellation: 70a, 70e, 73a.

TIME RATES
No. 5 Eff 10/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	250x	312x	624x	1000x
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.00	6.60	6.25	5.85	5.75	5.00	4.75
10 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	54.00	102.00	144.00	180.00	210.00	234.00
30 sec	39.60	75.00	105.30	138.00	150.00	171.00
10 sec	27.00	51.00	72.00	90.00	105.00	117.00

10. SPECIAL FEATURES
5 min news, ea. 12.50
Minimum 5 per wk.

KYNO
1947

Drake-Chenault

Subscriber to the NAB Radio Code
Media Code 4 205 2220 8.00
Radio KYNO, Inc., 2125 N. Barton, Fresno, Calif. 93703. Phone 209-255-8383.

STATION'S PROGRAMMING DESCRIPTION
KYNO: Programmed for mass appeal.
MUSIC: contemporary top 30, popular current records & all-time hits of past. NEWS: 5 minutes at :15 & :45 in drive time, 5 minutes at :45 other hours. Farm news at 5:45 am. COMMERCIAL POLICY: maximum 13 minutes per hour. Contact Representative for further details. Rec'd 5/28/74.

1. PERSONNEL
President—Gene Chenault.
Vice-Pres. & Gen'l Mgr.—Wayne Decker.
Sales Manager—Ron Vaughn.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1380 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 33c.
Contracts: 40a, 41, 44b, 46, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 82
FM facilities: KPHD (FM).
Affiliated with Eastman Radio Network.
10% discount on AM/FM like schedules.

TIME RATES
No. 18 Eff 4/1/72—Rec'd 3/6/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.
AA—Mon thru Sun 7-10 pm; Mon thru Fri 10 am-2 pm; Sat 10 am-noon.
A—Mon thru Sun 5-6 am & 10 pm-midnight; Sun 6 am-noon.
B—All other times. Rates on request.

6. SPOT ANNOUNCMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	35.00	28.00	30.00	24.00	25.00	20.00
12 ti	32.00	25.60	28.00	22.40	23.00	18.40
18 ti	31.00	24.80	26.00	20.80	21.00	16.80
24 ti	30.00	24.00	25.00	20.00	20.00	16.00
30 ti	29.00	23.20	24.00	19.20	19.00	15.20
36 ti	28.00	22.40	23.00	18.40	18.00	14.40

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
News participation, extra 20% (incl open plus 1 1-min spot).

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

GARDEN GROVE
Orange County—Map Location F-16
See SRDS consumer market map and data at beginning of the State.

See Anaheim-Santa Ana-Garden Grove in the Los Angeles Urban Area

GILROY (1 AM; 1 FM)
Santa Clara County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

K A Z A
1937

Spanish Language

Media Code 4 205 2250 6.00
Radio Fiesta Corp., Box 1290, San Jose, Calif. 95108. Phone 408-998-1290.

STATION'S PROGRAMMING DESCRIPTION
KAZA: 100% Spanish. Contact Representative for further details. Rec'd 9/27/73.

1. PERSONNEL
General Manager—Ines Castillo.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Los Angeles—Lotus Reps.
3. FACILITIES
5,000 w. days; 1290 kc. Directional.
Operating schedule: 5 am-local sunset. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 8/1/74—Rec'd 8/19/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 wk	13 wk	26 wk	38 wk	30 sec 1 wk	13 wk	26 wk	38 wk
5 ti	18.00	16.50	15.00	14.00	12.25	12.50	11.75	11.00
10 ti	15.00	13.50	12.50	11.75	10.25	9.75	9.25	8.75
15 ti	13.50	12.50	11.50	11.00	9.25	9.00	8.75	8.50
20 ti	12.50	11.50	11.00	10.50	8.75	8.50	8.25	8.00
25 ti	11.50	11.00	10.50	10.00	8.25	8.00	7.75	7.50

10-sec ID's, flat 6.00, minimum 5 per day/26 per wk.
Fixed position, extra 20%.

7. PACKAGE PLANS

BULK, PER YR:	780x	1000x	1300x	1500x	2000x
1 min	10.50	10.00	9.50	9.00	8.50
30 sec	8.00	7.50	7.00	6.50	6.00

10-sec ID's, flat 6.00, minimum 5 per day/20 per wk.
Fixed position, extra 20%.
Edited by Judy Castillo.

(D)

K S N D (FM)
1969

Media Code 4 205 2275 7.00
Entertainment Radio, Inc., 7459 N. Monterey St., Gilroy, Calif. 95020. Phone 408-842-3155.

STATION'S PROGRAMMING DESCRIPTION
KSND (FM): Country music 6 am-8 pm, Spanish 8-11 pm.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Enid Wingate.
8. FACILITIES
ERP 90 w.; 94.3 mc. Stereo.
Operating schedule: 6 am-11 pm. PST.
Antenna ht.: 1800 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff 2/1/73—Rec'd 1/30/73.

6. SPOT ANNOUNCEMENTS
1 min, flat 5 30 sec, flat 4
Fixed position within any 1 hr, extra 20%.

7. PACKAGE PLANS
SPECIAL PACKAGE 94
PER WK: 1 min
20 ti (6 ti, 1 per day Mon-Sat, Spanish; 14 ti 2 per day Mon-Sun, English) 94.30

10. SPECIAL FEATURES
News, flat 10
Incl 10-sec ID open & close plus 1-min.

CONTRACT DISCOUNT
26 wk—5% 52 wk—10%

GLENDALE
Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

HANFORD
Kings County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

K N G S
1948

Media Code 4 205 2310 2.00
Kings Broadcasters, Box 49, Hwy. 198, Hanford, Calif. 93230. Phone 209-582-6361.

STATION'S PROGRAMMING DESCRIPTION
KNGS: MUSIC: modern country. 6 AIR PERSONALITIES handle all segments. NEWS: local and network. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL
General Manager—Lee Smith.
Sales Manager—Gary Brown.
Program Manager—Kent Hopper.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w.; 620 kc. Directional—night only.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11h, 12h, 13h, 14c, 15d.
Basic Rates: 20a, 21a, 21d, 22a, 24a, 24b, 24c, 25a, 29a.
Contracts: 40c, 41, 44a, 51b.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 76a, 70c, 70e, 71a, 72, 72a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 5/1/74—Rec'd 4/2/74.
I—Mon thru Sat 6-9 am & 3-7 pm.
II—Mon thru Sat 9 am-3 pm.
III—All other times.

7. PACKAGE PLANS
PER WK:

	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	12.00	11.00	10.00	9.00	11.00	10.00	9.00	8.00
30/20	9.60	8.80	8.00	7.20	8.80	8.00	7.20	6.40
10 sec	6.00	5.50	5.00	4.50	5.50	5.00	4.50	4.00

	III
1 min	10.00	9.00	8.00	7.00
30/20	8.00	7.20	6.40	5.60
10 sec	5.00	4.50	4.00	3.50

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%

BEST BUY PLAN
30 ti (12I, 12II, 6III), ea. 6.36
15 ti (6I, 6II, 3III), ea. 9.00
Minimum wkly sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consecutive weeks advertising.

(Q)

HEMET (1 AM; 1 FM)
Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

K H S J
1959

Media Code 4 205 2340 8.00
KHSJ, Inc., Box 1076, Kirby & Devonshire Aves., Hemet, Calif. 92343. Phone 714-658-3208.

STATION'S PROGRAMMING DESCRIPTION
KHSJ: MOR; heavy local news & local sports.

1. PERSONNEL
Manager—Jimm Seaney.
2. REPRESENTATIVES
Mario Messina Company.
Los Angeles, San Francisco—Harlan G. Oakes. Inc.
8. FACILITIES
500 w. days; 1220 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
10% discount when combined with KHSJ-FM.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/16/75—Rec'd 1/30/75.

6. SPOT ANNOUNCEMENTS

	12 ti	18 ti	24 ti	30 ti
1 min	5.00	4.45	4.00	3.55
30 sec/less	3.75	3.50	3.20	2.85

K H S J-FM
1964

Media Code 4 205 2341 7.00
KHSJ, Inc., Box 1676, Kirby & Devonshire Aves., Hemet, Calif. 92343. Phone 714-658-3208.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KHSJ-FM: MUSIC: stds., showtunes, semi-classical.

3. FACILITIES
ERP 700 w.; 105.5 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 265 ft. below average terrain.
5. GENERAL ADVERTISING See coded regulations
10% discount when combined with KHSJ.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/16/75—Rec'd 1/30/75.

6. SPOT ANNOUNCEMENTS

	12 ti	18 ti	24 ti	30 ti
1 min	4.50	4.20	3.95	3.55
30 sec/less	3.60	3.35	3.15	2.85

HOLLISTER
San Benito County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

K M P G
1962

Media Code 4 205 2376 6.00
Mile Communications Corp., Box 1414, 1330 Nash Rd., Hollister, Calif. 95023. Phone 408-637-7476.

STATION'S PROGRAMMING DESCRIPTION
KMPG: Spanish language.

1. PERSONNEL
General Manager—Gilberto De Leon.
2. REPRESENTATIVES
Radio Time Sales/International.
3. FACILITIES
500 w days; 1520 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff——Rec'd 5/5/75.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN, EA:	1 ti	10 ti	20 ti	30 ti
1 wk	5.00	4.00	3.75	3.50
5 wk	4.00	3.00	2.75	2.50
13 wk	3.50	2.75	2.50	2.25
26-52 wk	3.00	2.50	2.25	2.00

Edited by Gilberto De Leon.

INDIO (1 AM)

Plus 1 paid duplicate listing.
Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

KCHV
1954
COACHELLA
NBC Radio Network

(This is a paid duplicate of the listing appearing under Coachella, Calif.)
Media Code 4 205 1410 1.00
Coachella Broadcasting Co., Thunderbird Lodge, 84-115 Indio Blvd., Indio, Calif. 92201. Phone 714-347-2333.
Mailing address: Drawer II, Indio, Calif. 92201.
Studio: Palm Springs Aerial Tramway, Palm Springs, Calif.

STATION'S PROGRAMMING DESCRIPTION
KCHV: Adult programming.
SPORTS: pro baseball, football, basketball. AIR PERSONALITIES with time segments. NEWS: 2 mobile units, stock market reports. FARM: network 6:45-7 am. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
General Manager—Robert P. Osterberg.
Program Director—Don Bish.
2. REPRESENTATIVES
Lotus Reps.
3. FACILITIES
5,000 w days, 1,000 w. nights; 970 kc.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 24a, 26.
Contracts: 40c, 42a, 45, 46.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c.
FM facilities: KV1M (FM).
Affiliated with NBC.
Member: California Farm Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 10/1/73—Rec'd 9/10/73.
AA—Mon thru Fri 6-10 am & 4-7 pm; Sat & Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE						
PER YR:	1x	50x	100x	250x	500x	750x	1000x
AA	8.00	7.75	7.50	7.00	6.50	6.00	5.50
A	7.50	7.00	6.50	6.00	5.50	5.00	4.50
30 SECONDS							
AA	6.50	6.25	6.00	5.75	5.50	5.25	5.00
A	6.00	5.25	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

1 MINUTE					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
AA	7.50	7.00	6.50	6.00	5.50
A	6.50	6.00	5.50	5.00	4.50
30 SECONDS					
AA	6.00	5.75	5.50	5.25	5.00
A	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min. (D-CR)

KREO
1946

Media Code 4 205 2430 6.00
The Bounty Broadcasting Corp., Drawer K, Indio, Calif., 92201. Phone 714-347-3403.

STATION'S PROGRAMMING DESCRIPTION
KREO: Contemporary adult.
1. PERSONNEL
General Manager—D. Keith Larkin.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5-2 am. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 9/1/74—Rec'd 8/29/74.
AA—Mon thru Sat 7-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA						
	1x	104x	312x	520x	780x	1000x
1 min	7.00	6.50	6.00	5.50	4.50	4.00
30 sec	5.25	4.90	4.50	4.10	3.35	3.00
CLASS A						
1 min	6.50	6.00	5.50	5.00	4.00	3.50
30 sec	4.90	4.50	4.10	3.75	3.00	2.65

10 sec: 50% of 1-min.

7. PACKAGE PLANS

ROS, WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	3.40	3.30	3.20	3.10	3.00	2.90
30 sec	2.60	2.50	2.40	2.30	2.20	2.10
ROS, MO:		30 ti	60 ti	90 ti	120 ti	150 ti
1 min		3.15	3.05	2.95	2.85	2.75
30 sec		2.40	2.30	2.20	2.10	2.05

AA will be used for ROS spots when available, but is not guaranteed.

INGLEWOOD

Los Angeles County—Map Location E-10.
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

JACKSON

Amador County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KNGT (FM)
1973
Subscriber to the NAB Radio Code
Media Code 4 205 2445 6.00
Vern C. Hatfield, Box 609, 2 N. Hwy. 49 & 88, Jackson, Calif., 95642. Phone 209-223-0241.

STATION'S PROGRAMMING DESCRIPTION
KNGT (FM): Programmed for adults.
1. PERSONNEL
General Manager—Vern C. Hatfield.
3. FACILITIES
Eff' 165 w. (horiz.), 165 w. (vert.): 94.3 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1,095 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 12/27/74.

6. SPOT ANNOUNCEMENTS

PER WK:		7 ti	14 ti	21 ti
1 min/less		3.50	2.90	2.50
	DISCOUNT			
13 wk—5%	26 wk—10%		52 wk—20%	

10. SPECIAL FEATURES
5-min newscasts—7.00.

KING CITY

Monterey County—Map Location C-8
See SRDS consumer market map and data at beginning of the State

KRKC
1958

Media Code 4 205 2460 5.00
KRKC, Inc., Box 825, King City, Calif. 93930. Phone 385-5421.

STATION'S PROGRAMMING DESCRIPTION
KRKC: Programmed for everyone in the Salinas Valley.
1. PERSONNEL
General Manager—Robert T. McVay.
2. REPRESENTATIVES
New York, Chicago—The Devney Organization, Inc
Los Angeles, San Francisco—The Sandeberg-Glenn Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
4. AGENCY COMMISSION
15%; bills payable 10th of month following service
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS & MBS.
Member: National AgRadio Groups, Inc., California Farm Network.

TIME RATES
No. 5 Eff 12/1/74—Rec'd 10/30/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.00	2.85	2.70	2.55	2.40	2.25
10 sec	2.00	1.90	1.80	1.70	1.60	1.50

	312x	364x	520x	728x	780+
1 min	2.80	2.60	2.40	2.20	2.00
30 sec	2.10	1.95	1.80	1.65	1.50
10 sec	1.40	1.30	1.20	1.10	1.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40+
1 min	3.80	3.60	3.40	3.20	3.00	2.80	2.60
30 sec	2.85	2.70	2.55	2.40	2.25	2.10	1.95
10 sec	1.90	1.80	1.70	1.60	1.50	1.40	1.30
PER DAY:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40+
1 min	3.80	3.60	3.40	3.20	3.00	2.80	2.60	2.40
30 sec	2.85	2.70	2.55	2.40	2.25	2.10	1.95	1.80
10 sec	1.90	1.80	1.70	1.60	1.50	1.40	1.30	1.20

PER MO:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.80	3.60	3.40	3.20	3.00
30 sec	2.85	2.70	2.55	2.40	2.25
10 sec	1.90	1.80	1.70	1.60	1.50
	60 ti	80 ti	100 ti	150 ti	200+
1 min	2.80	2.60	2.40	2.20	2.00
30 sec	2.10	1.95	1.80	1.65	1.50
10 sec	1.40	1.30	1.20	1.10	1.00

LAKEPORT

Lake County—Map Location B-4
See SRDS consumer market map and data at beginning of the state.

KBLC
Subscriber to the NAB Radio Code
Media Code 4 205 2490 2.00
Lake County Broadcasting Co., Inc., 405 N. Main St., Lakeport, Calif. 95453. Phone 707-263-6113.

1. PERSONNEL
General Manager—Noel Knight.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
500 w.; 1 270 kc. Daytime non-directional.
Operating schedule: 6 am-local sunset.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: California Farm Network.

TIME RATES
Eff 1/1/73—Rec'd 2/26/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	27x	53x	105x	312+
1 min	8.00	7.50	7.00	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.00

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	5 ti	11 ti	26 ti	50+
1 min	5.00	4.75	4.50	4.25
30 sec	4.00	3.75	3.50	3.25
20 sec	3.00	2.75	2.50	2.25
10 sec	2.00	1.75	1.50	1.25

10. SPECIAL FEATURES
PRIME TIME
Total News—top rate only.
Hourly News—top rate less 1.00.

LANCASTER-PALMDALE

(3 AM; 1 FM)
Plus 1 paid cross reference.
Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KAVL
1950
LANCASTER
Mutual Network

Subscriber to the NAB Radio Code
Media Code 4 205 2520 6.00
Antelope Broadcasting Co., Inc., 2501 W. Avenue I, Lancaster, Calif. 93534. Phone 805-942-1121.

STATION'S PROGRAMMING DESCRIPTION
KAVL: Programmed for audience 18 and up.
MUSIC: MOR. NEWS: network at :60 and :30, local & regional including sports and weather at :05. 15 min commentaries twice daily. SPORTS: play-by play local high school, college football and basketball, major league baseball, pro football. Contact Representative for further details. Rec'd 3/11/74.
1. PERSONNEL
President—Whitford B. Carter.
General Manager—D. Dean Roper.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights: 610 kc.
Directional—separate patterns day and night.
Operating schedule: 5 am-11:15 pm. PST.
4. AGENCY COMMISSION
15% time only; rendered and payable on 1st.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60c, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 6 Eff 3/1/75—Rec'd 4/14/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	7.50	7.00	6.60	6.20	5.90	5.50	5.20
30 sec	5.75	5.50	5.25	5.00	4.75	4.50	4.20
10 sec	3.75	3.60	3.45	3.25	3.10	2.90	2.70
ROS:					425x	600x	1000x
1 min					4.85	4.60	4.25
30 sec					3.90	3.65	3.35
10 sec					2.50	2.35	2.25

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	35 ti	50 ti	100 ti
1 min	62.00	118.00	192.50	260.00	425.00
30 sec	50.00	95.00	157.50	210.00	390.00
10 sec	32.50	62.00	101.50	135.00	250.00
PER MO:		40 ti	80 ti	140 ti	200 ti	400 ti
PER WK:		10 ti	20 ti	35 ti	50 ti	100 ti
1 min		220	416	679	920	1700
30 sec		180	336	546	730	1340
10 sec		116	216	350	470	900

KDOL KDOL-FM
MOJAVE
City of license, Mojave, Calif.
Sales Office: Box 2191, Lancaster, Calif. 93534. Phone 805-942-6396.
See listing under Mojave, Calif.

KKZZ
1956
LANCASTER

Subscriber to the NAB Radio Code
Media Code 4 205 2550 3.00
Lancaster Palmdale Broadcasting Corp., Box 1152, 44748 N. Elm Ave., Lancaster, Calif. 93534. Phone 805-948-1208.

STATION'S PROGRAMMING DESCRIPTION
KKZZ: modern country with target audience adults and young adults.
NEWS: national, international & heavy local at :60; sports, weather and other features at :30. Drive time personalities. 2-way telephone show M-Sat 9:10-10:30 am. Emphasis on local community events. Rec'd 10/15/74.
1. PERSONNEL
President—David Rodgers.
Vice-President—Joseph Thompson.
Vice-Pres. & Gen'l Mgr.—Glodean Kent.
9. FACILITIES
1,000 w days: 1280 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28b, 28c, 30.
Contracts: 40a, 41, 42a, 44a, 51a.
Comb.: Cont. Discounts: 60f, 60i, 61a.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KOTE (FM).

CALIFORNIA

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/73—Dec'd 9/6/73.

6. SPOT ANNOUNCEMENTS

	1x	100x	200x	350x	500x	1000x
1 min	5.50	5.20	4.95	4.65	4.40	3.75
30 sec	3.50	3.30	3.15	2.95	2.80	2.60

10. SPECIAL FEATURES
5-min news 8.00 3-min features 6.25

KOTE (FM)
1970
LANCASTER

Subscriber to the NAB Radio Code
Media Code 4 205 2565 1.00
Lancaster-Palmdale Broadcasting Corp., Box 1152, 44748 N. Elm Ave., Lancaster, Calif. 93534. Phone 805-948-7521.
See affiliated AM station for additional information.
AM facilities: KKZZ.

STATION'S PROGRAMMING DESCRIPTION
KOTE (FM): Programmed for adults.
MUSIC: standards, show tunes, film music and MOB primarily instrumental. NEWS: brief at :60. Short features at :30. COMMERCIAL POLICY: maximum 6 min per hour in 15 min breaks. Rec'd 3/7/74.
3. FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna Ht.: 203 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 2/28/73.

6. SPOT ANNOUNCEMENTS

EA:	1x	100x	200x	350x	500x	1000x
1 min	5.50	5.20	4.95	4.65	4.40	3.75
30 sec	3.50	3.30	3.15	2.95	2.80	2.60

10. SPECIAL FEATURES
5-min news 8.00 3-min feature 6.25

KUTY
1957
PALMDALE

Subscriber to the NAB Radio Code
Media Code 4 205 2580 0.00
Mende, Inc., Drawer K, Palmdale, Calif. 93550. Phone 805-947-3107.

STATION'S PROGRAMMING DESCRIPTION
KUTY: Programmed for young adults.
MUSIC: popular, contemporary. AIR PERSONALITIES. NEWS: 5 min at :40, headlines at :20. National, international, local, regional. Weather at :60. Fruit growers frost warnings at 3:20 & 4:20 pm. Telephone call-ins, public affairs, interviews, community calendar every hour. Special events on spot reports. Fund drives for community activities. Rec'd 4/9/74.
1. PERSONNEL
President—Kay Mende.
Gen'l & Sales Mgr.—Arthur W. Furtado.
3. FACILITIES
5,000 w. days: 1470 kc
Operating schedule: 5:30 am-local sunset. PST.
4. AGENCY COMMISSION
15% time only, 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 44a, 46, 48, 51a.
Comb.: Cont. Discounts: 60e, 62b.
Cancellation: 70b, 70c.
Prod. Services: 80, 82.

TIME RATES
Rates effective ——
Rates received July 19 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	5.50	3.75	100 ti	4.00	3.00
25 ti	5.00	3.50	250 ti	3.50	2.75
50 ti	4.50	3.25	500 ti	3.00	2.50

10 seconds—75% of applicable 30-second rate.

7. PACKAGE PLANS

PER WK:	1 min	30 sec		1 min	30 sec
50 ti	163	122.	25 ti	96.	72.
40 ti	134.	101.	20 ti	80.	60.
30 ti	113.	84.			

LEMOORE (2 AM)

Kings County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KLAN
1960

Media Code 4 205 2610 5.00
Sadler and Fischer Enterprises, Box 1130 Hanford, Calif. 93230. Phone 209-584-4466.
1. PERSONNEL
Pres & Gen'l Mgr.—W. H. Sadler, Jr.
2. REPRESENTATIVES
San Francisco—Radio Time Sales/International.
Los Angeles—Bill Dahlsten & Associates.
3. FACILITIES
1,000 w. days: 1320 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15% time only
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. G-2 Eff 1/1/74—Rec'd 12/31/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.25	6.75	6.25	6.00
30 sec	6.40	5.80	5.40	5.00	4.80
10 sec	4.00	3.65	3.40	3.15	3.00

(This listing continued on next page)

CALIFORNIA

Lemoore—K L A N—Continued

CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.00	6.25	5.75	5.25	5.00
30 sec	5.60	5.00	4.60	4.20	4.00
10 sec	3.50	3.15	2.90	2.65	2.50

DISCOUNT
26 wk—5% 52 wk—15%

7. PACKAGE PLANS
TAP—6 AM-7 PM

PER YR:	100x	250x	500x	700x	1000x
1 min	6.25	4.75	4.25	4.00	3.50
30 sec	5.00	3.80	3.40	3.20	2.80
10 sec	3.15	2.40	2.15	2.00	1.75

1-min & 30-sec may be combined for discount.
Edited by W. H. Sadler, Jr.

KOAD
1963

Media Code 4 205 2635 2.00
Golden Broadcasting Systems, Inc., 15279 Hanford-Armona Rd., Lemoore, Calif. 93245. Phone 209-582-9825.

STATION'S PROGRAMMING DESCRIPTION
KOAD: Rock & R&B. Religious.

1. PERSONNEL
Manager—Al Richardson.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ——— Rec'd 7/14/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-4 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	7.25	6.50	6.00	5.50	5.25
AA	6.25	5.50	5.00	4.50	4.25
A	5.00	4.25	3.75	3.25	3.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS

	1 min
10 ti (5AAA, 5AA)	60
15 ti (5AAA, 5AA, 5A)	83
20 ti (6AAA, 7AA, 5A)	110
25 ti (8AAA, 7AA, 10A)	135
50 ti (20AAA, 15AA, 15A)	216

Scheduled within 2 weeks.

10. SPECIAL FEATURES
Time/Temperature reports—50% of 1-min.

LIVERMORE

Alameda County—Map Location R-6
See SRDS consumer market map and data at beginning of the State.

KKIQ
1968

Media Code 4 205 2665 9.00
General Broadcasting Corp., 1603 Barcelona St., Livermore, Calif. 94550. Phone 415-455-4500.

STATION'S PROGRAMMING DESCRIPTION
KKIQ: Programmed to deliver the community.
MUSIC: current hits Rec'd 4/30/74.

1. PERSONNEL
President—Jerry McLevis.
General Manager—Jerry Havel.

3. FACILITIES
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht. 150 ft. below average terrain.

4. AGENCY COMMISSION
15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11l, 14b.
Basic Rates: 20a, 21a, 24a, 25a.
Contracts: 41, 43, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60f, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82

TIME RATES
No. IA Eff 4/1/74—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

PER WK, FIXED: Open	10 ti	20 ti	30 ti	40 ti
1 min	10.50	9.50	8.50	7.50	6.50
30 sec	8.40	7.60	6.80	6.00	5.20

10. SPECIAL FEATURES
5-min news—1-1/2x 1 min.
10-min news—2x 1-min.

LODI (1 AM; 1 FM)

San Joaquin County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KCVR
1946

NAB RAB

The Golden Pacific Group
Subscriber to the NAB Radio Code

Media Code 4 205 2700 4.00
B. Floyd Farr, George D. Snell and George M. Mardikian, KCVR Radio, Box 600, Lodi, Calif. 95240. 209-368-0626
Other office: 1814 Telegraph, Stockton, Calif. 95204. Phone 209-466-0626.

STATION'S PROGRAMMING DESCRIPTION
KCVR: Spanish language programming.
General for Spanish speaking with 6 AIR PERSONALITIES & news staff. Popular Latin American music mostly by request. Heavy emphasis on community involvement through sports & rodeo coverage, dances, fiestas, beauty contests. News & public service in Spanish language. Personalities available for remote pick-up. COMMERCIAL POLICY: commercials translated free. Contact Representative for further details. Rec'd 8/9/71.

1. PERSONNEL
General Manager—George L. Sampson.
Chief Engineer—Orson Laam.

2. REPRESENTATIVES
San Francisco, Los Angeles—Lotus Reps.
New York, Chicago—Caballero Spanish Media, Inc.

3. FACILITIES
5,000 w. days; 1570 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47b, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KWIN (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 10/4/74—Rec'd 10/14/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	9.00	8.60	8.20	7.80	7.40	7.05	6.70
30 sec	7.00	6.70	6.35	6.10	5.80	5.50	5.20

10 sec: 50% of 1-min.
Specified times, extra 10%.
DISCOUNT
5 wk—5% 26 wk—15%
13 wk—10% 52 wk—20%

10. SPECIAL FEATURES

	1 hr	1/2 hr	1/4 hr	5 min
Ea	125	75	50	25

AM/FM combine for frequency discount.

(CR-2)

KWIN (FM)
1959

NAB RAB

The Golden Pacific Group
Subscriber to the NAB Radio Code

Media Code 4 205 2701 2.00
George Snell, B. Floyd Farr & George Mardikian dba KCVR Radio, Box 600, Lodi, Calif. 95240. Phone 209-368-0626.
Other phones: Sacramento 916-444-0626, Stockton 209-466-0626.
See affiliated AM station for additional information.
AM facilities: KCVR.

STATION'S PROGRAMMING DESCRIPTION
KWIN (FM): Programmed for adults and young adults.
AIR PERSONALITIES identify all music played.
MUSIC: general popular with emphasis on current hits from trade magazine charts. Requests 10 pm-12M, M-F. NEWS: 5 min newscasts 2 am, 5 am, 7:30 am, 10 am, noon 2 pm, 4 pm, 6 pm, 8 pm, 10 pm & 12 M. No more than 8 commercial minutes in any 1 hour. Remote pickups from local fairs, stores, etc. Contact Representative for further details. Rec'd 12/27/71.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,800 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 180 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 12/1/69—Rec'd 1/2/70.

7. PACKAGE PLANS

PER WK:	1 min	30 sec		1 min	30 sec
5 ti	5.50	4.10	50 ti	4.30	3.20
10 ti	5.20	3.90	60 ti	4.10	3.00
20 ti	5.00	3.80	70 ti	3.80	2.90
30 ti	4.80	3.60	80 ti	3.60	2.75
40 ti	4.50	3.40			

10 sec: 50% of 1-min.
TAP: Less 75% for midnight-6 am.

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	6 ti	8 ti
1 hr	58.00	52.00	49.00	43.00	40.00	37.00
1/2 hr	35.00	31.00	29.00	26.00	24.00	22.00
1/4 hr	23.00	21.00	20.00	17.00	16.00	15.00
5 min	11.50	10.50	10.00	8.50	8.00	7.50

ADDITIONAL DISCOUNTS
5 wk—5% 13 wk—10% 26 wk—15% 52 wk—20%

AM/FM combine for frequency discount.

LOMPOC (3 AM; 1 FM)

Santa Barbara County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

KKOK
1963

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 2730 1.00
Larry Straw, 3640 Buellton Rd., Lompoc, Calif. 93436. Phone 805 736 5656

STATION'S PROGRAMMING DESCRIPTION
KKOK: MUSIC: modern MOR, C & W Sat. afternoon. 2-hr. talk show M-F. NEWS: UPI wire. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
Sta. & Sales Mgr.—Gene Rose.
Prog. & Music Dir.—Charles Haley.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
500 w. days; 1410 kc. Directional.
Operating schedule: 6 am local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60l, 61a, 62b.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: Jalco—So/Cal Group.

TIME RATES
No. 2 Eff 7/1/71—Rec'd 2/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	———	———
PER YR:	1x	100x	250x	500x	750x	1000x
1 min	5.00	4.80	4.50	4.15	3.75	3.30
30 sec	3.60	3.45	3.25	3.00	2.70	2.35

8. PROGRAM TIME RATES

	1x	26x	52x	104x	256x	312x
1 hr	50.00	48.50	46.00	43.00	40.00	37.00
1/2 hr	30.00	28.50	26.50	23.50	21.50	19.00
1/4 hr	20.00	19.00	18.00	16.00	15.00	13.50
5 min	7.00	6.50	6.00	5.50	5.25	4.75

KLOM
1962

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 2760 8.00
Communications Corp. of America, Box 697, 605 Bodger Rd., Lompoc, Calif. 93436. Phone 805-736-3429.

STATION'S PROGRAMMING DESCRIPTION
KLOM: Programmed for adults and young adults.
MUSIC: emphasis on current hits and standards and always playing 3 in a row before any commercial interruption. NEWS: network on hour and half hour, supplemented with local news on hour following network news. COMMERCIAL POLICY: air 16 commercial minutes per hour. SPORTS: network and local coverage on sports. Religion and foreign language programmed on Sun only. Contact Representative for further details. Rec'd 4/10/72.

1. PERSONNEL
President—Mike Gold.
Vice-Pres. & Gen'l Mgr.—Dave Jacob.

2. REPRESENTATIVES
Radio Time Sales/International.
Los Angeles—Lee F. O'Connell Company.

3. FACILITIES
1,000 w. days; 1330 kc. Directional
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KLOM-FM.

4. AGENCY COMMISSION
15/0 time only; 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60l, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with MBS.

TIME RATES
No. 3 Eff 1/15/68—Rec'd 3/6/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	6.00	5.25	3.50
26 x	5.50	4.75	3.25
52 x	5.00	4.25	3.00
104 x	4.50	3.75	2.75
156 x	4.25	3.50	2.60
260 x	4.00	3.25	2.25
312 x	3.75	3.00	2.15
520 x	3.50	2.75	2.00
780 x	3.25	2.50	1.85
1000 x	3.00	2.25	1.75

7. PACKAGE PLANS

10 DAYS:	10 ti	20 ti	30 ti	40 ti	50 ti	70 ti
30 DAYS:	20 ti	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.50	3.25	3.00	2.75	2.50	2.25
10 sec	2.50	2.25	2.15	2.00	1.85	1.75

Both Package Plans ROS within general time segments.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	60	55	50	45	40	35
1/2 hr	38	35	32	29	26	23
1/4 hr	25	23	21	19	17	15
10 min	15	14	13	12	11	10
5 min	11	10	9	8	7	6

2 or more Program units may combine to earn applicable unit rate if broadcast on same day for same sponsor.
Spots and Programs cannot be combined to earn discounts, however greatest discount earned by either applies to the other.

KLOM-FM
1968

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 2761 6.00
Communications Corp. of America, Box 697, 605 Bodger Rd., Lompoc, Calif. 93436. Phone 805-736-3429

See affiliated AM station for additional information.

3. FACILITIES
ERP 2,500 w.; 92.7 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 270 ft. below average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KLOM.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to KLOM. See that listing.

KNEZ
1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 2790 5.00
KNEZ, Inc., Box 960, Lompoc, Calif. 93436. Phones 805-736 3496, 736-2870

STATION'S PROGRAMMING DESCRIPTION
KNEZ: Programmed for adults and young adults.
MUSIC: popular format is MOR. NEWS: local, regional & national at :55; headlines at :30. Live mobile reports. Stock market reports direct from broker 3x/daily. Tele/talk show 8-10 am. SPORTS: local play-by-play for local high school, includes football, basketball, baseball; local youth baseball, U football & basketball. Rec'd 5/29/73.

1. PERSONNEL
Owner—Alan F. Beach.
Sales Manager—Brian McSorley.
Program Director—Gil Anthony.

2. REPRESENTATIVES
Call station collect.

3. FACILITIES
500 w ; 960 kc. Directional—night only.
Operating schedule: 5 am-midnight daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff ——— Rec'd 3/13/72.

6. SPOT ANNOUNCEMENTS

CONSEC WKS:	1x	26x	52x	104x	156x	260x	520x	1200x
1 min	6.25	5.75	5.25	4.75	4.25	3.75	3.25	2.75
30 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00

10 sec or less: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	65	60	55	50	45	40	35
1/2 hr	40	36	36	34	32	36	28
1/4 hr	30	28	26	24	22	20	18
5 min	15	14	13	12	11	10	9

LONG BEACH

Los Angeles County—Map Location E-16
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

LOS ALTOS

Santa Clara County—Map Location C-7
See SRDS consumer market map and data at beginning of the State

See San Jose
(including Los Altos, Santa Clara)

LOS ANGELES (and) LOS ANGELES URBAN AREA

STATIONS IN LOS ANGELES:

KABC
KBCA (FM)
KBIG
KFAC, KFAC-FM
KFI
KFWB
KGBS, KGBS-FM
KGFJ
KHJ
KHOF (FM)
KIIS
KIQQ (FM)
KJOI
KKOJ (FM)
KLAC
KLOS (FM)
KLVE (FM)
KMET (FM)
KMPC
KNX
KNX-FM
KOST (FM)
KPOL, KPOL-FM
KRTH (FM)
KWST (FM)

STATIONS IN LOS ANGELES URBAN AREA:

Los Angeles Urban Area stations are listed (unless otherwise indicated) immediately following the listings for Los Angeles stations.

KAGB (FM), Inglewood
KALI, San Gabriel
KAPX (FM), San Clemente
KBOB(FM), West Covina
KBRT, Avalon
KDAY, Santa Monica
KEZY, Anaheim
KEZY-FM, Anaheim
KFOX, Long Beach
KGER, Long Beach
KGIL, San Fernando
KGRB, West Covina
KIEV, Glendale
KJLH (FM), Compton
KKAR, Pomona
KKOP (FM), Redondo Beach
KNAC Long Beach
KNOB (FM), Long Beach
KORJ (FM), Garden Grove
KPPC, Pasadena
KRLA, Pasadena
KSRF (FM), Santa Monica
KTYM, Inglewood
KUTE (FM), Glendale
KVFM (FM), San Fernando
KWIZ, Santa Ana
KWIZ-FM, Santa Ana
KWKW, Pasadena
KWOW, Pomona
KYMS (FM), Santa Ana

STATIONS IN LOS ANGELES
(12 AM; 15 FM)

Plus 5 paid duplicate listings; plus 4 cross references.
Los Angeles County—Map Location E-16
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	180	110	145	85
B	180	100	140	85
C	172	97	130	75
D	150	95	115	75
AVERAGE	171	97	133	80

(Los Angeles continued on next page)

KABC TALKRADIO 79

1929

abc OWNED AM STATION

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 2910 9.00

American Broadcasting Co. A Division of American Broadcasting Companies, Inc., 3321 S. LaCienega Blvd., Los Angeles, Calif. 90016. Phone 213-663-3311.

STATION'S PROGRAMMING DESCRIPTION

KABC: Programmed for adults & young adults 18-49. Highly directed specific tele/talk & news format. 4 hour am newsblock 5-9 am with local, national, network news, sports, financial, traffic news & commentary. Network & local news at :60. Tele/talk shows: 9 am-1 pm general; 1-3 pm fashion & lifestyle; 3-7 pm sports; 7-11 pm contemporary and sports; midnight-5 am general. SPORTS: major league baseball, college football and basketball. Guests, interviews & specials. 22 man news staff; 4 mobile units, Editorials & documentaries. Contact Representative for further details. Rec'd 3/5/74.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ron Heberman.
General Sales Manager—George Green.
Operations Manager—Jack Meyers.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours daily, PST.

4. AGENCY COMMISSION

15/0 rates shown; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 15e.
Basic Rates: 20b, 22a, 24a, 25a, 27, 28a, 29a, 30.
Contracts: 40b, 42a, 44b, 45, 51c.
Comb.: Cont. Discounts: 60b, 60b, 601, 61b, 62b.
Cancellation: 70a, 70c, 71a.
FM facilities: KLOS (FM).
Affiliated with American Information Network.
Affiliated with Katz Radio Network.

TIME RATES

No. 75-1 Eff 5/1/75—Rec'd 4/4/75.
AAA—Mon thru Sat 5-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
A—Mon thru Sun 8 pm-midnight.
B—Sun thru Sat midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	155	150	145	140	135
AA	120	115	110	105	100
A	85	80	75	70	65
B	45	40	35	30	25

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

1/4 EA MON THRU SAT 5-10 AM & 3-8 PM, 1/4AA, 1/4A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	95	90	85	80

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES

	AAA	AA
5-min news & sports	175	125

WEEKS PER YEAR DISCOUNT

13 wk—5% 26 wk—7-1/2% 52 wk—10%
Applies only to ti per wk rates on spots & programs.
Rateholder: 100.00 per wk.

KALI

SAN GABRIEL

City of license, San Gabriel, Calif.
Los Angeles office. 5722 Melrose Ave., Hollywood, Calif. 90038. Phone 213-466-6161.
See listing under Los Angeles Urban Area.

KBCA (FM)

1958

Media Code 4 205 3000 8.00

Mt. Wilson FM Broadcasters, Inc., 10880 Wilshire Blvd., Los Angeles, Calif. 90024. Phone 213-475-9494.

STATION'S PROGRAMMING DESCRIPTION

KBCA (FM): Integrated programming for adults and young adults.
MUSIC: jazz. NEWS: at :60 6 am-6 pm. Contact Representative for further details. Rec'd 10/7/74.

1. PERSONNEL

Station Manager—Saul Levine.

2. REPRESENTATIVES

New York, Chicago—Bob Dore Associates.

3. FACILITIES

ERP 18,000 w. (horiz.), 18,000 w. (vert.); 105.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,900 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 4d, 5, 6a, 8.
Basic Rates: 23a.
Contracts: 40a.

TIME RATES

No. 17 Eff 3/1/75—Rec'd 3/31/75.
AAA—3 pm-midnight.
AA—6 am-3 pm.
A—midnight-6 am.

7. PACKAGE PLANS

PER WK:	—AAA— 1 min	30 sec	— AA — 1 min	30 sec	—A— 1 min	30 sec
12 ti	55	50	50	45	45	40
18 ti	50	45	45	40	40	35
24 ti	45	40	40	35	35	30
30 ti	40	35	35	30	30	25
36 ti	35	30	30	25	25	20

ROS—1/3 6 AM-NOON, 1/3 NOON-6 PM, 1/3 6 PM-MIDNIGHT

Apply rate	12 ti	18 ti	24 ti
	18 ti	24 ti	30 ti

Edited by Marilyn Knop.

KBIG

1959

AVCO RADIO SALES

NAB RAB NAFMB

Media Code 4 205 3000 2.00

A Division of Bonneville International Corp., 7755 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-7700.
Studios: Hollywood, Calif.
See affiliated AM station for additional information.
AM facilities: KBRT.

STATION'S PROGRAMMING DESCRIPTION

KBIG: Programmed for adults 25-49 years of age.
MUSIC: melodically popular & standard selections, basically instrumental. NEWS: every other hour. Contact Representative for further details. Rec'd 10/29/74.

3. FACILITIES

ERP 105,000 w. (horiz.), 105,000 w. (vert.); 104.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht: 5,800 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Avco Group Plan.
Sold in combination with KBIG/KBRT, Los Angeles.
See combination listing under Los Angeles.

TIME RATES

KBIG only: 90% of combination KBIG/KBRT rates.

CALIFORNIA

KBIG

1959
LOS ANGELES

KBRT

1952
AVALON

Bonneville International Corporation

AVCO RADIO SALES

NAB RAB NAFMB

Subscriber to the NAB Radio Code

(This is a paid listing.)
Media Code 4 205 3000 2.00

A Division of Bonneville International Corp., 7755 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-7700.
Studios: Avalon, Catalina Island and Hollywood, Calif.

STATION'S PROGRAMMING DESCRIPTION

KBIG: See KBIG listing in Los Angeles for station's programming. See KBRT listing in Los Angeles Urban Area for station's programming description.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Joseph L. Dorton.
Nat'l & Gen'l Sales Mgr.—Lew Hunter.
Director of Operations—Fred Seiden.

2. REPRESENTATIVES

Avco Radio Sales.

3. FACILITIES

10,000 w. days; 740 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.
FM-ERP 105,000 w. (horiz.), 105,000 w. (vert.). 104.3 mc. Stereo.
Operating schedule: 24 hours daily, PST.
Antenna ht.: 5,800 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 5.
Rate Protection: 10e, 11e, 13e, 14e.
Basic Rates: 20a, 24c, 25a, 28c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 601, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with Avco Group Plan.

TIME RATES

NATIONAL AND LOCAL RATES SAME
KBIG/KBRT COMBINATION
No. 6 Eff 3/3/75—Rec'd 3/20/75.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 5-10 am & 3-8 pm; Sun 10 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sun 6-10 am.
KBRT—Sunrise-local sunset.

6. SPOT ANNOUNCEMENTS

PER WK:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec
6 ti	110	88	100	80	70	56
12 ti	105	84	95	76	65	52
18 ti	100	80	90	72	60	48
24 ti	95	76	85	68	55	44

10 sec; 70% of 1-min.
Fixed position: Extra 25%.

7. PACKAGE PLANS

TAP—1/4 5-10 AM, 1/4 10 AM-3 PM, 1/4 3-8 PM, 1/4 8 PM-1 AM.

MON THRU SUN:	6 ti	12 ti	18 ti	24 ti
1 min	80	75	70	65
30 sec	64	60	56	52

10 sec: 70% of 1-min.

10. SPECIAL FEATURES

Newscasts—1-1/2x 1-min.

KBIG ONLY: 90% of combination rate.
KBRT ONLY: 40% of combination rate.
Edited by Joyce L. Bose. (S)

KEZY

ANAHEIM

City of license, Anaheim, Calif.
Los Angeles office: 1258 N. Highland Ave., Hollywood, Calif. 90038. Phone 213-463-5621.
See listing under Los Angeles Urban Area.

(Los Angeles continued on next page)

Make the 'Big' & 'Bright' Move to....

NUMBER ONE

TOTAL PERSONS
12+ 6AM-7PM Mon-Fri TSA

ADULTS
18-49 6AM-MID Mon-Sun TSA
25-34 6AM-MID Mon-Fri TSA
25-49 6AM-MID Mon-Sun TSA

WOMEN
18+ 6AM-MID Mon-Sun TSA
18-49 6AM-MID Mon-Sun TSA
25-34 6AM-MID Mon-Sun TSA
25-49 6AM-MID Mon-Sun TSA
25+ 6AM-MID Mon-Sun TSA

MEN
25-49 10AM-3PM Mon-Fri TSA
25+ 10AM-3PM Mon-Fri TSA
35+ 10AM-3PM Mon-Fri TSA

Source: Los Angeles ARB, Apr/May '75 Average Quarter Hour Audience. All data subject to qualifications of report quoted.

KBIG FM 104
The beautiful combination in Southern California
KBRT AM 74

Represented by AVCO radio Sales
•
Bonneville Stations

WRFM, New York; WCLR (FM), Chicagoland; KIRO (AM/TV), KSEA (FM), Seattle; KMBR (FM), KMBZ (AM), Kansas City; KSL (AM/FM/TV), Salt Lake City.

The Rhythm and Blues Album station
KUTE 102
fm stereo, Glendale
Main Studios: 512 E. Wilson Ave., Glendale, Calif. 91206 • Bus. Offices: 5900 Wilshire Blvd., Los Angeles, Calif. 90036 • Phone (213) 247-5883
Represented by Bernard Howard & Co., Inc., New York, Chicago, St. Louis, Atlanta & San Francisco

CALIFORNIA

Los Angeles—Continued

KFAC
1931

KFAC-FM
1948

mcgavren-guild
pgw radio, inc.

Media Code 4 205 3150 1.00
ASI Communications, Inc., 400 Park Ave., New York, N. Y. 10022.
Mailing address: 5773 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-938-0161.

STATION'S PROGRAMMING DESCRIPTION
KFAC: Programmed for adults 18+.
MUSIC: classical music presented by personalities in format form featuring most familiar & melodious classical selections from album library. NEWS: network & local fine arts community news. Local live concerts. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
President—George R. Fritzinger.
Exec. Vice-Pres. & Gen'l Sales Mgr.—Edward Argow.
Local Sales Manager—Larry Chambers.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
3,000 w.: 1330 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
FM-ERP 50,000 w.: 92.3 mc.
Operating schedule: Same as AM. PST.
Antenna ht.: 2,835 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14d.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 44a, 44b, 46, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 60k, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 31 Eff 4/1/75—Rec'd 3/4/75.
AA—Mon thru Sat 6-10 am & 3-7 pm; Sat 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6-10 am; Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti/fixed	90	72	70	56
12 ti	85	68	65	52
18 ti	80	64	61	49
24 ti	75	60	57	46
30 ti	70	56	53	42

ID's: 60% of 1-min.

7. PACKAGE PLANS
ANNUAL PLAN

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
500 x	80	64	61	49
1000 x	70	56	53	42

CLASSICAL AUDIENCE PLANS

PER WK, EA:	1 min	30 sec
12 ti (6AA, 6A)	55	44
18 ti (9AA, 9A)	50	40
24 ti (14AA, 10A)	45	36
36 ti (20AA, 16A)	40	32

ANNUAL CAP PLAN—1/2AA, 1/2A

500 x	45	36
1000 x	40	32

ID's: 60% of 1-min.

8. PROGRAM TIME RATES

PER WK, 5 MIN:	1 wk	6 wk	12 wk	18 wk
AA	115	110	105	100
A	100	95	90	85

AM or FM only: 80% of combination rate.

KFI RADIO 640
1922

NAB RAB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code

Media Code 4 205 3180 6.00
KFI Inc., 141 N. Vermont Ave., Los Angeles, Calif. 90004. Phone 213-382-2121. TWX 910-321-3570.
Mailing address: Box 74607, Los Angeles, Calif. 90004.

STATION'S PROGRAMMING DESCRIPTION
KFI: Entertainment, information & service. Music ENTERTAINMENT: 5:30-10 am, air personality team, comedy. MOR, pop music, traffic. 10 am-1 pm, personality & music, variety minute capsule features, comedy. 4-8 pm air personality team, comedy, MOR, pop music, traffic. TALK: 8 pm-midnight & midnight-4:30 am, personality with 2-way tele/talk. SPORTS: commentary, editorials, results 6x daily, in newscasts. Sports director. Stocks: capsule commentary, market reports 6x daily, in newscasts. Market director. FARM: 4:30-5:30 am. Farm director. Contact Representative for further details. Rec'd 9/24/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James W. Wesley Jr.
General Sales Manager—Steve Edwards.
National Sales Manager—Don Dalton.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
50,000 w.: 640 kc. Non-directional, 1A clear channel.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 24b, 24c, 26, 28a, 29a, 32b.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60e, 60i, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

POLITICAL
Political contracts subject to KFI policies and FCC rules and regulations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 12/1/74—Rev. 4/28/75—Rec'd 4/30/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 5-6 am; 10 am-3 pm & 7-8 pm. Sat & Sun 10 am-8 pm.
B—Mon thru Sun 8 pm-midnight. Sun 6-10 am.
C—Mon thru Fri midnight-5 am. Sat & Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	156x	312x	624x	936x	1284x	1560x
AAA	200	180	165	150	135	125	120
AA	100	90	83	75	68	63	60
A	80	72	66	60	54	50	48
B	40	36	33	30	27	25	24
C	26	24	22	20	18	17	16

30 SECONDS

AAA	160	144	132	120	108	100	96
AA	80	72	66	60	54	50	48
A	64	58	53	48	43	40	38
B	32	29	26	24	22	20	19
C	21	19	18	16	14	13	12

Concurrent with package plans, contribute frequency to package plans, but do not earn frequency.

7. PACKAGE PLANS
TAP I

PER WK:	AAA	AA	A	B	1 min	30 sec
12 ti	2	2	6	2	960	768
18 ti	3	3	9	3	1350	1080
24 ti	5	5	10	4	1728	1392
30 ti	7	7	12	4	2100	1680

TAP II

18 ti	2	2	9	5	1116	900
24 ti	3	3	12	6	1440	1152
30 ti	4	4	16	6	1740	1380

Must be run within 1 wk. Earn frequency from annual spots run concurrently, but do not contribute to annual spots. B may run Sun, subject to availa. AAA/AA rotate Mon-Sat. Sat-Tue only, earn 15% discount. Mon-Tue only, 10% discount. Combines with no other plan.

TEN-SECOND PLAN

PER WK:	AAA	AA	A	B	C	COST
50 ti	5	5	25	10	5	750

Rotate Mon-Sun, immediately preemptible BTA; not combinable.

ALL-NIGHT PLAN

PER WK:	24 ti	36 ti	50 ti
1 min/less	240	324	400

Scheduled C time only; not combinable.

WEEKEND IMPACT PLANS—6 AM-7 PM—BTA

PREEMPTIBLE, EA.	15 ti	30 ti
1 min/less	45	40

Not combinable. Individual day parts may be specified, maximum of 1/6 in any day part.

10. SPECIAL FEATURES
5-MINUTE NEWS PARTICIPATION

MON-FRI:	1x	85x	130x	260x	520x
5:35 am	100	95	90	85	80
6 am	170	160	150	140	130
6:30 am	230	215	205	195	180
7, 7:30, 8, 8:30 am	250	235	225	210	200
9 am	210	200	190	180	170
9:30 am	170	160	150	140	130
Noon	95	90	85	80	75
3, 3:30 pm	100	95	90	85	80
4, 4:30 pm	110	105	100	95	90
5, 5:30, 6 pm	130	120	115	110	100
6:30 pm	110	105	100	95	90

Drive time spots contribute frequency to all periods except midnight-5 am. Drive times earn frequency only from each other. All periods except midnight-5 am contribute to annual frequency spots but do not earn from them. 10-min news, 2x 5-min rate less 5%.

FEATURE REPORTS
1 MINUTE

AAA	230	220	210	195	185
AA	120	110	105	100	95
A	90	85	80	75	70
B	50	45	40	35	30

30 SECONDS

AAA	184	176	168	156	148
AA	96	88	84	80	76
A	72	68	64	60	56
B	40	36	32	28	24

Incl open ID. Contribute frequency to annual spots & programs, but earn frequency from programs only. Maximum 15 per schedule in AAA.
Edited by Steve Edwards.

KFWB
1925

GROUP W WESTINGHOUSE BROADCASTING COMPANY

RADIO ADVERTISING REPRESENTATIVES, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 3210 3.00
Westinghouse Broadcasting Co., Inc., 6419 Hollywood Blvd., Los Angeles, Calif. 90028. Phone 212-463-5151. TWX 910-221-4046.

STATION'S PROGRAMMING DESCRIPTION
KFWB: Programmed for adults.
NEWS: All news 24 hours a day. Local news staff of 51 newspersons, editors, writers and editorial assistants plus area bureaus and stringers. 8 mobile units. Corporate national and international news service with Washington news bureau and Foreign news service. Corporate commentators also file regular analysis of news daily. Regular features include sports news and features, traffic reports, entertainment reviews, investigative documentary reports, editorials & area weather reports. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
General Manager—Arthur A. Schreiber.
General Sales Manager—John Waugaman.
Sales Manager—Terry Saidel.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w.: 980 kc. Non-directional.
Operating schedule: 24 hours daily. PST

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 14e.
Basic Rates: 20b, 24b, 24c, 33d.
Contracts: 40c, 43, 46, 48, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i.
Cancellation: 70a, 70c, 71a, 73a.
Announcement schedules accepted by station subject to change within same rate classifications.
Contracts for announcements and station breaks may be accepted 30 days in advance of initial broadcast. Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies will be binding on station. Subject to short-rate to current rate card.

POLITICAL
Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Rules and Regulations appertaining to political broadcasting and to all other pertinent statutes, rules and regulations, both federal and state.
Station reserves the right to limit the number of spots which it will sell to any one class of candidates and to determine the political contests for which it will accept spot schedules

TIME RATES
No. 10 Eff 7/28/75—Rec'd 7/2/75.
AM—Mon thru Sat 5:30-10 am.
PM—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 5:30 am-10 pm.
A—Mon thru Sun 5-5:30 am; Mon thru Sat 7-10 pm.
B—Mon thru Sun 10 pm-5 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AM	170	160	150	140	.....	.....
PM	135	125	115	110	100	95
AA	75	65	60	55	50	45
A	55	50	45	40	35	30

30 SECONDS

AM	136	128	120	112	.....	.....
PM	108	100	92	88	80	76
AA	60	52	48	44	40	36
A	44	40	36	32	28	24

CLASS B

60/30/10	25	22	20	19	18	17

10 sec: 60% of 1-min. (Excludes B).
Schedules of 1/2AM/1/2PM drive spots, weekly in PM drive, earns PM drive rates on all AM/PM drive spots. AM maximum 18x. Preemptible.
Feature reports. Applicable rate plus 20%.
Combinable with TAP plans and AA/A for mutual discount. Combines with Accent for frequency discount.

CUMULATIVE WEEK DISCOUNT
26 wk—5% 39 wk—7-1/2% 52 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK, EA:	6 ti	12 ti	18 ti	20 ti	24 ti
1 min	86	82	78	76	74
30 sec	69	66	62	60	59

Distribution: 25%AM, 25%PM; 25%AA and/or Sat Mon thru Fri 9-10 am & 3-4 pm, if available; 25%A and/or Sun, if available. Combines with Weekly Frequency for mutual Discounts. Can be converted subject to conversion table in effect at time or order & at station's discretion. Preemptible.

AA/A PLANS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min	52	50	48	46
30 sec	42	40	38	37

Scheduled 10 am-3 pm & 7-10 pm Mon thru Fri. If available, AA spots may be scheduled all day Sat; A may be scheduled all day Sun. Preemptible. Combines with weekly frequency for mutual discounts.

CUMULATIVE WEEK DISCOUNT
26 wk—5% 39 wk—7-1/2% 52 wk—10%

NIGHT—ROS PLAN—MON THRU SUN
7 PM-MIDNIGHT
Per wk, 1 time 25.00.
Preemptible.

ALL NIGHT PACKAGE—MIDNIGHT-5 PM

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 min	15	14	13	12	11	10	9

BULK PLAN
For a firm advance commitment of bulk spots in a contract year, the following discounts will apply:
500 x 2-1/2% 1500 x 7-1/2%
1000 x 5% 2000 x 10%
Subject to short rate and preemption without notice. 10% of spots must be scheduled in A time.

10. SPECIAL FEATURES
ACCENT
1—6:20, 6:40, 7, 7:20, 7:40, 8 & 8:20 am, ea. 200
2—6 & 8:40 am, 4, 4:20, 4:40, 5 & 5:20 pm, ea 143
3—5:40, 9, 9:20 & 9:40 am, 5:40, 6, 6:20 & 6:40 pm, ea 114
4—5:20 & 10 am-3:40 pm (every 20 min Mon thru Fri), ea 87
5—5 am. 7-11:40 pm (every 20 min Mon thru Fri), ea 60

CLEVE HERMANNS WORLD OF SPORTS
4:15 & 5:15 pm, ea. 132 6:15 pm, ea. 105
Provides unit value for additional frequency, TAP and AA/A Plans.

CUMULATIVE WEEK DISCOUNT
26 wk—5% 39 wk—7-1/2% 52 wk—10%
Edited by John R. Waugaman.

(This listing continued on next page)

Book After Book After Book After
M-S 6 A.M.-MID., TSA TOTAL PERSONS 12+, AQH
1974: A/M 49,400 1975: J/F 45,000
J/A 44,200 A/M 57,600
O/N 47,200
CONSISTENT: PURE GOOD MUSIC (Schulke/SRP), in a market plagued by gimmicks and format changes.
EFFICIENT: Buy this big, responsive, adult audience at realistic rates.
EFFECTIVE: When other L.A. stations match KJOI's consistency and efficiency, book after book, it's time to look at them, too.
KJOI 99FM Los Angeles
AN ABLE COMMUNICATIONS STATION
Represented by Bolton/Burchill
Subject to limitations of research

KGBS 1925 / KGBS-FM 1954

A Storer Station

Jack Masla & Company, Inc.

Gentle Country

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 3240 0.00

Storer Broadcasting Co., 338 S. Western Ave., Los Angeles, Calif. 90020. Phone 213-388-2345. TWX 910-321-2895.

STATION'S PROGRAMMING DESCRIPTION

KGBS: Programmed for adults 18-49.
MUSIC: blend of modern country singles, albums & country gold, with personalities with minimum talk. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 11/5/74.

1. PERSONNEL
General Manager—Paul Cassidy.
General Sales Manager—Mark A. Sayatovic.
Program Director—Ron Martin.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Storer Radio Stations: See Rep & S/O pages.

3. FACILITIES
50,000 w.; 1020 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 58,000 w.; 97.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,000 ft. above sea level.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 28a, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 51a, 51b.
Comb.; Cont. Discounts: 60c, 60e, 60h, 601, 61c, 62b, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 11/3/74—Rec'd 11/5/74.
AAA—Mon thru Sat 6-10 am & 3-*7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-*7 pm.
A—Mon thru Sun *7 pm-1 am.
B—Mon thru Sun 1-6 am.
(*) or sunset.

6. SPOT ANNOUNCEMENTS

	AAA 1 ti	AAA 6 ti	AAA 12 ti	AAA 18 ti	AA 1 ti	AA 6 ti	AA 12 ti	AA 18 ti
1 min	50	48	46	44	40	38	36	34
30 sec	40	38	36	34	32	30	28	26
	A				B			
1 min	25	23	21	19	15	13	11	9
30 sec	20	18	16	14	12	10	8	6

Classes combinable for frequency.

7. PACKAGE PLANS

	(*) 6 ti	(*) 12 ti	(*) 18 ti	(†) 6 ti	(†) 12 ti	(†) 18 ti	(†) 24 ti
1 min	250	480	700	216	408	576	750
30 sec	200	380	535	175	320	460	575

(*) 1/2AAA, 1/2AA.
(†) TAP—1/3AAA, 1/3AA, 1/3A.
Classes combinable for frequency.

KGFJ 1926

Independent Black

Media Code 4 205 3270 7.00

Tracy Broadcasting Co., 5900 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-6900.

STATION'S PROGRAMMING DESCRIPTION

KGFJ: Programmed for Black Community.
8 AIR PERSONALITIES. MUSIC: R & B. Gospel & spiritual 4:30-6 am. 4 newsmen prepare 170 community oriented rewritten newscasts weekly, using frequent actualities, beepers & mobile unit reports. Contests & promotion. Involvements in community public affairs. Black history programs 3x/day. Sports. Editorials. Community public service hourly. COMMERCIAL POLICY: 14 units per hour, personality endorsements not permitted. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Arnold Scborr.
Sales Manager—Robert E. Reich.
Business Manager—Shirley Fell.

2. REPRESENTATIVES
Bernard Howard and Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operates with reduced power on Wednesday evenings and Sundays.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 73a.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with MBS.

TIME RATES
Eff 7/1/72—Rec'd 5/25/72.
AA—Mon thru Fri 5-10 am & 3-7 pm; Sat 6 am-7 pm; Sun noon-6 pm.
A—All other times.
B—Mon thru Sun midnight-4:30 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1x	52x	156x	234x	312x	468x	624x	936x
AA	78	59	47	45	43	42	41	40
A	69	53	42	40	38	37	36	35
30 SECONDS								
AA	62	48	39	37	36	35	34	33
A	55	44	34	32	31	30	29	28

B: 50% of A.

7. PACKAGE PLANS

1 MINUTE WKLY:	12 ti	18 ti	24 ti	36 ti	48 ti
AA	47	45	43	42	41
A	42	40	38	37	36
30 SECONDS					
AA	39	37	36	35	34
A	34	32	31	30	29

B: 50% of A.

8. PROGRAM TIME RATES

CLASS AA	1x	26x	52x	104x	208x	312x
1 hr.	320	300	290	280	270	261
1/2 hr.	192	184	177	170	163	156
1/4 hr.	144	137	132	127	122	117
10 min.	120	114	110	106	102	98
5 min.	80	77	74	71	68	65
CLASS A						
1 hr.	270	260	250	240	230	220
1/2 hr.	162	159	152	146	139	132
1/4 hr.	112	108	106	104	102	100
10 min.	92	90	88	86	84	82
5 min.	67	64	61	59	57	55

10. SPECIAL FEATURES
News & Sports—applicable 1-min plus 50%. Includes open and close plus 1 min spot.
Other Features—applicable 30-sec plus 60%. Includes open and close plus 30 sec spot.
Strip of 6—12x rate

KGFJ/KUTE (FM). GLENDALE COMBINATION
No. 1 Eff 10/13/74—Rec'd 11/4/74.
KGFJ
AA—Mon thru Fri 5-10 am & 3-7 pm; Sat 6 am-7 pm; Sun noon-6 pm.
A—Mon thru Fri—4:30-5 am, 10 am-3 pm & 7 pm-midnight; Sat 7 pm-midnight; Sun 6 am-noon & 6 pm-midnight.
B—Mon thru Sun midnight-4:30 am.
KUTE (FM)
AA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight; Sun noon-9 pm.
A—Mon thru Fri midnight-1 am & 4:30 am-3 pm; Sat midnight-1 am & 4:30-10 am; Sun midnight-1 am, 4:30 am-noon & 9 pm-midnight.
B—Mon thru Sun 1-4:30 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1x	52x	156x	234x	312x	468x	624x	936x
AA	87	69	54	52	50	48	46	45
A	76	60	48	46	44	42	40	39
30 SECONDS								
AA	69	52	45	43	41	39	37	36
A	60	50	40	38	36	34	32	31

B: 50% of A.

7. PACKAGE PLANS

1 MINUTE PER WK:	12 ti	18 ti	24 ti	36 ti	48 ti
AA	54	52	50	48	46
A	48	46	44	42	40
30 SECONDS					
AA	45	43	41	39	37
A	40	38	36	34	32

B: 50% of A.
Separate schedules required for each station. No specific percentage of AA/A/B required but schedule for each station must have same number of AA & A times within each week's schedule. Scheduled at advertiser's request; based on availability.

KGIL 1947 SAN FERNANDO

RAB

Buckley Radio Sales, Inc.

(This is a paid duplicate of the listing appearing under Los Angeles Urban Area.)

Media Code 4 205 3840 7.00

Buckley Broadcasting Corp. of California, 14500 Lassen St., San Fernando, Calif. 91343. Phones 213-894-9191; 213-877-3466.

STATION'S PROGRAMMING DESCRIPTION

KGIL: Programmed for adults 25-49.
Combines popular music with nationally known personalities. 10 man news staff broadcasts hourly. 11 min of news per hour during drive times, 6 min per hour in other times. 2 aircraft, 5 2-way radio cruisers cover freeway traffic, local news. Major league sports commentary & analysis, play-by-play major local sports events. Mobile studio van originates live remote DJ programs from sponsor locations. Contact Representative for further details. Rec'd 10/29/73.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Stanley G. Warwick.
General Sales Manager—James F. Mergen.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES 5,000 w.: 1260 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. G Eff 6/1/73—Rec'd 5/18/73.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6-11 am.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 11 am-7 pm.
B—Mon thru Sun 5-6 am & 7-10 pm; Sun 6-11 am.
C—Mon thru Sun 10 pm-midnight.
D—Tues thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE PER YR:	AAA	AA	A	B	C
1 x	85	65	55	30	25
24 x	78	60	49	27	22
48 x	72	56	43	24	20
78 x	67	53	40	22	18
156 x	62	50	38	20	16
312 x	58	48	36	18	14
624 x	55	45	35	17	12
936 x	52	42	34	16	11
1248 x	50	40	33	15	10
30 SECONDS					
1 x	68	52	44	24	20
24 x	63	48	40	22	18
48 x	58	45	35	20	16
78 x	54	43	32	18	15
156 x	50	40	30	16	13
312 x	47	38	29	15	12
624 x	44	36	28	14	11
936 x	42	34	27	13	10
1248 x	40	32	26	12	9
10 SECONDS					
1 x	51	39	33	18	15
24 x	47	36	30	17	14
48 x	44	34	26	15	12
78 x	41	32	24	14	11
156 x	38	30	23	12	10
312 x	35	29	22	11	9
624 x	33	27	21	10	8
936 x	32	26	20	9	7
1248 x	30	24	19	8	6

AAA only: 1x rate.

7. PACKAGE PLANS

1 MINUTE PER WK:	AAA	AA	A	B	C
6 ti	72	56	43	24	20
12 ti	67	53	41	22	18
18 ti	63	50	39	20	16
24 ti	59	48	37	18	14
30 ti	55	46	35	17	12
30 SECONDS					
6 ti	58	45	35	20	16
12 ti	54	43	32	18	15
18 ti	51	41	31	16	13
24 ti	48	39	29	15	12
30 ti	44	37	28	14	11
10 SECONDS					
6 ti	44	34	26	15	12
12 ti	41	32	24	14	11
18 ti	38	31	23	12	10
24 ti	36	30	22	11	9
30 ti	33	28	21	10	8

Not combinable with annual frequency rate.
Maximum 50% AAA/AA.

ECONOMY PLAN
(20% AAA/AA, 50% A, 20% B, 10% C)

	1 min	30 sec	10 sec
10 ti	340	280	210
20 ti	640	520	400
30 ti	900	720	540

Preemptible without notice.

10. SPECIAL FEATURES
NEWSCASTS/SPORTS/TRAFFIC

PER YR:	1x	24x	78x	156x	312x	624x
*AAA/AA	90	85	80	75	70	65
A	70	65	60	55	50	45
R/C	50	45	40	35	30	25

(*) Rotate AAA & AA on wkly basis.
NOTE: 20% of above amounts is for news costs other than charges for radio broadcasting facilities. (D)

KHJ 1922

NAB

An RKO General Station
Subscriber to the NAB Radio Code

Media Code 4 205 3330 9.00

KHJ Radio, 5515 Melrose Ave., Hollywood, Calif. 90038. Phone 213-463-2183. Telex 674824.

STATION'S PROGRAMMING DESCRIPTION

KHJ: Programmed for adults 18-49.
8 AIR PERSONALITIES handle all segments. MUSIC: current 45's with solid gold hits. NEWS: 10 man news staff; 7 min newscasts at :50 1-10 am & 12:50, 2:50 & 5:50 pm and at :20 6-9 am. Public Affairs Department with 3 man staff, also prepares editorials. Audience promotions. COMMERCIAL POLICY: limited commercial policy with 12 minutes hourly total maximum. Contact Representative for further details. Rec'd 3/5/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Tim Sullivan.
General Sales Manager—John Hokom.
Program Director—Charlie Van Dyke.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES
5,000 w.: 930 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 31, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 51b.
Comb.: Cont. Discounts: 60d, 60f.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
FM Facilities: KRTH (FM).

TIME RATES
No. 13 Eff 4/1/74—Rec'd 3/5/74.

6. SPOT ANNOUNCEMENTS
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-8 pm; Sat 10 am-8 pm; Sun 9 am-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 8 pm-1 am.

1 MINUTE PER WK, EA:	6 ti	12 ti	18 ti	24 ti
AAA	135	130	125	120
AA	100	95	90	85
A	90	85	80	75

CALIFORNIA

30 SECONDS PER WK, EA:	6 ti	12 ti	18 ti	24 ti
AAA	108	104	98	96
AA	80	76	72	68
A	72	68	64	60
10 SECONDS				
AAA	54	52	50	48
AA	40	38	36	34
A	36	34	32	30

Rateholder: Minimum per wk 100.00.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

7. PACKAGE PLANS

Mon thru Fri 6-10 am	2	3	4
Mon thru Fri 10 am-3 pm	3	5	6
Mon thru Fri 3-8 pm	2	3	4
Sat & Sun 6 am-8 pm	2	3	4
Mon thru Sun 8 pm-1 am	3	4	6

DISCOUNT

	12 ti	16 ti	24 ti
1 min	1140	1620	2040
30 sec	912	1296	1632
10 sec	456	648	816

Preemptible by Section I. Must run evenly 7 consec days. Not available June, July or Aug.

10/1 thru 3/31—10% on Package Plans.

WEEKEND PACKAGE

PREEMPTIBLE:	1 min	30 sec	10 sec
15 ti, 1 per hr. Fri, Sat, Sun 8 pm-1 am	750	600	300

30 SECOND PACKAGE
48 consec hrs. Sun 6 pm-Wed midnight
30 ti per wk 1500

Submitted by John Hokom.

KHOF (FM) 1956

Media Code 4 205 3360 6.00

Faith Center, Inc., 1615 S. Glendale Ave., Glendale, Calif. 91205. Phones 213-245-7575, 244-5216.

STATION'S PROGRAMMING DESCRIPTION

KHOF (FM): Programmed for general and Religious interest.
MUSIC: 51% 4 men; gospel & inspirational 12M-5:30 am, 10 am-noon, 1-5 pm with chorus, vocal groups, solos, orchestra, combo, organ & piano. NEWS: 4%: 5 min; 7:15 am, noon 5:30 pm; 15-min international, national, religious, stocks, local, weather. TALK 12%: 3 min 9 pm-12M telephone question, answer & call-in. Weekly children's program. COMMERCIAL POLICY: commercial spots 6 minutes per 1/2 hour maximum. Rec'd 7/3/72.

1. PERSONNEL
President—Raymond Schoch.
Manager—Paul Calentine.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5 mc.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21c, 22a, 22b, 23a, 24b, 24c, 26, 27, 28c, 29b, 30, 32a, 33d.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60f, 61c.
Cancellation: 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Tobacco advertising not acceptable.
Station reserves right to edit copy to comply with station policy on length and good taste.

TIME RATES
No. 8 Eff 4/1/72—Rec'd 12/2/74.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	7x	13x	26x	52x	104x	260x	312x
1 min.	19.00	18.50	18.00	17.50	17.00	16.00	15.50	15.00
30 sec.	15.00	14.50	14.00	13.50	13.00	12.00	11.50	11.00
CLASS A								
1 min.	14.00	13.50	13.00	12.50	12.00	11.00	10.50	10.00
30 sec.	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
CLASS B								
1 min.	11.00	10.50	10.00	9.50	9.00	8.50	8.00	7.50
30 sec.	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00

20 sec: 50% of 1-min. 10 sec: 50% of 30 sec.

8. PROGRAM TIME RATES

CLASS AA	1x	13x	26x	52x	104x	260x	312x
1 hr.	96.00	92.00	86.00	82.00	78.00	74.00	70.00
1/2 hr.	68.00	66.00	64.00	62.00	60.00	58.00	56.00
1/4 hr.	52.00	50.50	49.00	47.50	46.00	45.00	43.00
5 min.	31.00	30.50	30.00	29.50	29.00	28.50	28.00
CLASS A							
1 hr.	86.00	82.00	76.00	72.00	68.00	64.00	60.00
1/2 hr.	58.00	56.00	54.00	52.00	50.00	48.00	46.00
1/4 hr.	42.00	40.50	39.00	37.50	36.00	34.50	33.00
5 min.	21.00	20.50	20.00	19.50	19.00	18.50	18.00
CLASS B							
1 hr.	74.00	70.00	66.00	62.00	58.00	54.00	50.00
1/2 hr.	50.00	48.00	46.00	44.00	42.00	40.00	38.00
1/4 hr.	36.00	34.50	33.00	33.00	30.00	28.50	27.00
5 min.	18.00	15.50	15.00	15.00	14.00	13.50	13.00

KIEV 1931 GLENDALE

NAB

Media Code 4 205 3367 1.00

(This is a paid duplicate of the listing appearing under Los Angeles Urban Area).

Media Code 4 205 3900 9.00

Southern California Broadcasting Co., 106 N. Glendale Ave., Glendale, Calif. 91206. Phones 213-245-2388, 244-8483.

STATION'S PROGRAMMING DESCRIPTION

KIEV: MUSIC: features rock Golden Oldies interspersed with current rock hits aimed at 13-39 young marrieds. Contests are featured. NEWS: at :15 & :45, covering national, international & local. Stock reports direct from exchanges 2/x daily. SPORTS: at 7:30 am & 4:30 pm; horse racing recalls from

(This listing continued on next page)

CALIFORNIA

Los Angeles—K I E V—Continued

local track daily. Time signals after every record & weather reports every 1/4 hr. Rec'd 1/29/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—William J. Beaton.
Vice-Pres. & Gen'l Sales Mgr.—Ronald W. Beaton.
National Sales Manager—Fred S. Beaton.

3. FACILITIES
5,000 w. days; 870 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73e.
Prod. Services: 80, 81, 82.
Program contracts subject to cancellation on 14 days prior written notice.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 22 Eff 2/1/75—Rec'd 2/17/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	35.00	32.50	29.50	28.00	26.00	23.00
30 sec	28.00	26.00	23.50	22.00	20.50	18.00

10 sec: 50% of 1-min.
Minutes & 30-sec may be combined to earn lower rate, 2 10-sec spots count as 1 unit when combined with longer spots to determine lower rate.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	250	150	100	50

9. PARTICIPATING PROGRAMS
Mr. Blackwell—Mon thru Fri noon-2 pm, 1 min 65.00; 30 sec 52.00; program adjacency min 35.00.

10. SPECIAL FEATURES
5-min News or Sports, flat 50
Edited by William J. Beaton.

(D)

KiiS RADIO 1150
1927

RADIO NETWORK

gci sales

NAB

Media Code 4 205 3375 4.00

1150 Corp., 8560 Sunset Blvd., Los Angeles, Calif. 90069. Phone 213-659-6900.

STATION'S PROGRAMMING DESCRIPTION
KIIS: Programmed for adults 18-49.
MUSIC: contemporary & recent adult hits, plus features written & researched by staff. 7 AIR PERSONALITIES. 14 records per hour, some with specially produced introductions by artists. NEWS: local news staff, network hourly news plus half-hour reports in drive times. Commentaries by network commentators. SPORTS: 6:05, 7:33, 8:33 am, 4:33, 5:33 pm weekdays; at :30 weekends; All-Star games, World Series, Bowl games, NBA playoffs. Contact Representative for further details. Rec'd 5/5/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—John E. Palmer.
Vice-Pres. & Gen'l Sales Mgr.—Charles Martin.
National Sales Manager—George Edwards.

2. REPRESENTATIVES
GCI Sales.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24c, 28a, 29a.
Contracts: 40c, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Spot and program rates include talent fees.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Rec'd 5/5/75.
Super Prime—Mon thru Fri 6-10 am & 3-8 pm.
Prime—Mon thru Fri 10 am-3 pm.
Extra Premium—Sat & Sun 10 am-3 pm.
Premium—Sat & Sun 7-10 am & 3-8 pm.
Nighttime—Sun thru Thurs 8 pm-1 am; Fri & Sat 8 pm-2 am; Mon thru Fri 5-6 am; Sat & Sun 6-7 am.

6. SPOT ANNOUNCEMENTS
SUMMER RATES 4/1 THRU 9/30
SECTION I—FIXED—1 MINUTE

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
Super Prime	68	67	65	63	61
Prime	61	59	58	56	55
PER WK:	**6 ti**	**12 ti**	**18 ti**	**20 ti**	**24 ti**
Extra Premium	65	63	61	59	57
Premium	57	55	54	53	52

For each 2 Sec I spots purchased, add 1 nighttime spot at no additional cost.

SECTION II—ROS—PREEMPTIBLE WEEKDAYS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
Cost	51	50	49	48	46
PER WK:	**6 ti**	**12 ti**	**18 ti**	**20 ti**	**24 ti**
Cost	47	46	45	44	43

For each 3 Sec II spots purchased, add 1 nighttime spot at no additional cost.
No fixed time orders accepted, except that spots are guaranteed to be run between 6 am & 8 pm wkdays & 7 am-8 pm wknds. No guarantee of specific days of wk.

WINTER RATES 10/1 THRU 3/31
SECTION I—FIXED—1 MINUTE

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
Super Prime	63	61	59	58	56
Prime	56	54	53	52	51
PER WK:	**6 ti**	**12 ti**	**18 ti**	**20 ti**	**24 ti**
Extra Premium	59	58	56	54	53
Premium	52	51	50	49	48

For each 2 Sec I spots purchased, add 1 nighttime spot at no additional cost.

SECTION II—ROS—PREEMPTIBLE—WEEKDAYS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
Cost	46	45	44	43	42
PER WK:	**6 ti**	**12 ti**	**18 ti**	**20 ti**	**24 ti**
Cost	44	43	42	41	40

For each 3 Sec II spots purchased, add 1 nighttime spot at no additional cost.
No fixed time orders accepted, except that spots are guaranteed to be run between 6 am & 8 pm wkdays & 7 am-8 pm wknds. No guarantee of specific days of wk.

SUMMER/WINTER RATES
SECTION III—NIGHTTIME
50% of Sec II.
For each 2 Sec III spots purchased, add 1 additional spot at no charge, Mon thru Fri 1-5 am & Sat & Sun 1-6 am.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

BULK SPOT DISCOUNT
500x—5% 2000x—20%
1000x—10% 2500x—25%
1500x—15%

8. PROGRAM TIME RATES
55 min—available only Mon thru Fri 1-5 am & Sat & Sun 2-6 am (minimum 4 per wk), ea 75.00.
5 min/less: 1 min plus 33-1/3%.
Edited by George Edwards.

KIQQ (FM)
1948

Drake Chenault

NAB

Media Code 4 205 3379 6.00

Cosmic Communications, Inc., 6430 Sunset Blvd., Hollywood, Calif. 90028. Phone 213-469-1631.

STATION'S PROGRAMMING DESCRIPTION
KIQQ (FM): Contemporary; current HITS and past HITS. Contact Representative for further details. Rec'd 12/14/73.

1. PERSONNEL
President—Gene Chenault.
Vice-Pres./Programming—Bill Drake.
Station Manager—Pat Shaughnessy.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 58,000 w; 100.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,180 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12, 13h, 14h.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24c, 28b, 28c, 30.
Contracts: 40a, 41, 42b, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/74—Rec'd 8/8/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm. Sat 6-10 am; Sat & Sun midnight-2 am.
A—Mon thru Fri midnight-6 am; Sat & Sun 2-6 am; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AAA	AA	A	AAA	AA	A
6 ti	66	50	14	50	38	11
12 ti	62	46	13	46	34	10
18 ti	58	42	12	42	32	9
24 ti	54	38	11	38	28	8

10 sec: 50% of 1-min.
Fixed position, extra 10%.

10. SPECIAL FEATURES
News, extra 10%.

KJOI
1954

BOLTON | BURCHILL

RAB

An Able Station

Media Code 4 205 3383 8.00

Able Communications of California, Inc., 2555 Briarcrest Rd., Beverly Hills, Calif. 90210. Phone 213-278-5990.

STATION'S PROGRAMMING DESCRIPTION
KJOI: Programmed for adults.
MUSIC: 54 to 57 minutes per hour, consisting of Standards, selected popular, latin, hawaiian, folk & country, primarily instrumental. NEWS: brief advisories at alternate hours. COMMERCIAL POLICY: 6 commercial minutes per hour, in quarter hour breaks. Contact Representative for further details. Rec'd 9/3/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Gordon F. Mason.
Sales Manager—Robert Bochicchio.
Operations Director—Ken Lamb.

2. REPRESENTATIVES
Bolton/Burchill International Ltd.

3. FACILITIES
ERP 75,000 w. (horiz.), 75,000 w. (vert.); 98.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,833 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10g, 11b, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 28c, 30.
Contracts: 40a, 41, 42b, 46, 48, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 74-12 Eff 12/1/74—Rec'd 11/21/74.
AAA—Mon thru Sat 10 am-8 pm.
AA—Mon thru Sat 6-10 am; Sun 6 am-8 pm.
A—Mon thru Sun 8 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK,	AAA		AA		A	
EA:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	75	65	60	51	45	38
12 ti	70	60	55	47	40	34
18 ti	65	55	50	43	35	30

B: Flat 12.00; 6 per wk, ea. 10.00.

7. PACKAGE PLANS

PLAN I (1/2AAA, 1/2AA):	6 ti	12 ti	18 ti
1 min	60	55	50
30 sec	51	47	43
PLAN II (1/3AAA, 1/3AA, 1/3A):			
1 min	50	45	40
30 sec	43	38	34

KKDJ (FM)
1948

NAB RAB NAFMD

Subscriber to the NAB Radio Code

Media Code 4 205 3386 1.00

Combined Communications Corp., Suite 1926, 6255 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-466-8381.

STATION'S PROGRAMMING DESCRIPTION
KKDJ (FM): Programmed aimed at 13-35 year old audience.
MUSIC: current hits. Contact Representative for further details. Rec'd 4/9/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward R. Boyd.
General Sales Manager—Richard K. Penn.
Program Director—Charlie Tuna.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 8,300 w.; 102.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2790 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10b, 12b, 15b.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 11/1/74—Rec'd 11/1/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-10 am.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA

	Per wk					Per yr	
FIXED:	6 ti	12 ti	18 ti	24 ti	30 ti	500x	1000x
1 min	75	70	65	60	55	60	53
30 sec	57	53	51	47	54	47	41
CLASS AA							
1 min	68	63	58	53	48	53	46
30 sec	51	47	43	39	35	39	33
PREEMPTIBLE—5 DAY NOTICE							
CLASS AAA							
1 min	63	59	55	51	47	51	45
30 sec	48	45	42	39	36	39	34
CLASS AA							
1 min	56	52	48	44	40	44	38
30 sec	42	39	36	33	30	33	28

A: 50% of AA.

7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA—NO DAYS GUARANTEED

	Per wk					Per yr	
FIXED:	6 ti	12 ti	18 ti	24 ti	30 ti	500x	1000x
1 min	70	65	60	55	50	55	48
30 sec	53	49	45	41	37	41	35
A: 50% of AA.							
PREEMPTIBLE—5 DAY NOTICE							
1 min	58	54	50	46	42	46	40
30 sec	44	41	38	35	32	35	30
A: 50% of AA.							

Edited by Edward R. Boyd.

KLAC
1924

Modern Country

NAB RAB

A Metromedia Station

Media Code 4 205 3390 3.00

Metromedia Radio, 5828 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-0110.

STATION'S PROGRAMMING DESCRIPTION
KLAC: Programmed for general adult interest.
MUSIC: modern country. 7 AIR PERSONALITIES handle all segments. NEWS: 5 min at :60; plus at :30 in commuter periods. 7 man local news staff, 2 mobile units, Washington news office. SPORTS: commentary at :30 in AM; 10 min at 5:30 pm.
COMMERCIAL POLICY: 14 minutes per hour maximum. Contact Representative for further details. Rec'd 3/17/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bill Ward.
General Sales Manager—J. Ray Padden.
Local Sales Manager—Stuart Levy.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
5,000 w. days; 5,000 w. nights directional; 570 kc.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 net time. Bills payable as rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 4a, 4d, 5.
Basic Rates: 20a, 23a.
Cancellation: 70e.
Rates quoted herein are guaranteed for a period of 13 weeks from effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 300.00 is actually running at the time of effective date of increase, and provided that these broadcasts continue without interruption during rate protection period.
FM Facilities: KMET (FM)

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. F Eff 4/20/75—Rec'd 4/21/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
B—Mon thru Sun 7-11 pm.
C—Mon thru Sun 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER	ROTATING							
	AAA				AA			
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	120	110	.....	.....	110	100	90	.....
30 sec	96	88	.....	.....	88	80	72	.....
	A				B			
1 min	90	84	80	76	45	42	40	38
30 sec	72	68	64	60	36	34	32	30

10 sec: 50% of 1-min when available.
C: Flat 15.00.

7. PACKAGE PLANS

WITHIN 7 DAYS/ROTATING:	1 min	30 sec
12 Plan (2AAA, 2AA, 6A, 2B)	900	720
18 Plan (3AAA, 3AA, 8A, 4B)	1278	1026
24 Plan (4AAA, 4AA, 9A, 7B)	1560	1248

Preemptible, combinable with spots for WFD. Rate protection 30 days only.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Discounts applied as earned. Only consec wks with expenditures of 300.00 or more per wk may qualify for discount indicated above.

KLOS 95½

AN ABC OWNED RADIO STATION

KLOS (FM)
1967

ABC-FM spot sales, inc.

RAB NAFMD

An ABC Owned Station

Media Code 4 205 3405 9.00

American Broadcasting Company, 3321 S. LaCienega Blvd., Los Angeles, Calif. 90016. Phone 213-663-3311.

STATION'S PROGRAMMING DESCRIPTION
KLOS (FM): Programmed to general young adult & teen audiences. MUSIC: Contemporary popular albums & hit singles. Talk show 2-6 am. Contact Representative for further details. Rec'd 3/1/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John Winnaman.
General Sales Manager—Bill Sommers.
Program Director—Tom Yates.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 68,000 w. (horiz.), 68,000 (vert); 95.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,920 ft. above average terrain.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 2a.
Basic Rates: 20a, 31.
Comb.; Cont. Discounts: 60k.
Cancellation: 70e, 71a, 72, 73a.
AM facilities: KABC.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 7/1/75—Rec'd 6/23/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 8-1 am.
AA—Mon thru Sun 1-2 am; Mon thru Fri 6-10 am; Sat & Sun 6-8 am.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	100	85	85	73	75	64
6 ti	90	76	75	64	70	60
12 ti	85	72	70	60	65	56
18 ti	80	68	65	56	60	52
24 ti	75	64	60	52	55	48

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A—PREEMPTIBLE

MON THRU SUN:	6 ti	12 ti	18 ti	24 ti
1 min	70	65	60	55
30 sec	60	56	52	48

ALL NIGHT PACKAGE—2-6 AM

Ea	25	20	15	12

Edited by Bill Sommers.

KLVE (FM)

1959
A PSA Broadcasting Station

Media Code 4 205 3412 5.00
PSA Broadcasting, Inc., a div. of Pacific Southwest Airlines, 7919 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-5772.

STATION'S PROGRAMMING DESCRIPTION
KLVE (FM): Programmed for adults & young adults.
MUSIC: current hits & popular album selections. Rec'd 1/27/75.

1. PERSONNEL
Vice-President—Jack L. Siegal.
Sta. & Sales Mgr.—Stan Byrnes.
Director of Operations—Duke Norton.

3. FACILITIES
Eff' 34,000 w (horiz.), 34,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 5,800 ft. above Los Angeles.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11c, 12b, 14b, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 45, 46, 50.
Comb.; Cont. Discounts: 60b, 60i, 60j, 60k, 61b, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Member: PSA Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 75-1 Eff 1/1/75—Rec'd 12/2/74.
AAA—Mon thru Sat 6-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AAA	52	46	41	35	43	37	31	28
AA	46	41	35	29	37	31	28	23
A	41	35	29	23	31	28	23	19

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min	30	28	23
30 sec	24	22	19

10. SPECIAL FEATURES

3-MIN NEWSCASTS:	6 ti	12 ti	18 ti	24 ti
1 min	52	46	41	35

CONSECUTIVE WEEK DISCOUNT
13 wk—3% 26 wk—7-1/2% 52 wk—10%

KMET (FM)

1961

Quad

NAB RAB

A Metromedia Station

Media Code 4 205 3420 8.00
Metromedia Stereo, Division of Metromedia, Inc., 5828 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-0117.

See affiliated AM station for additional information.
AM facilities: KLAC.

STATION'S PROGRAMMING DESCRIPTION
KMET (FM): Programmed to young adult (18-34) audience.
MUSIC: Contemporary popular albums & hit singles. AIR PERSONALITIES handle all segments. Emphasis on community involvement including consumer service switchboard. NEWS: 5-min at :60 in AM drive times, 10-min at 12N, 15-min at 5:45 PM. 3 man local news staff; 1 mobile unit; Washington news office. COMMERCIAL POLICY: 8 units per hour, maximum. Contact Representative for further details. Rec'd 5/21/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—L. David Moorhead.
General Sales Manager—Howard Bloom.
Program Director—Shadoe Stevens.

3. FACILITIES
ERP 58,000 w. (horiz.), 58,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,835 ft. above average terrain.

TIME RATES
No. 9 Eff 2/17/75—Rec'd 2/7/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun midnight-2 am.
C—Mon thru Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	*30 sec	AA 1 min	*30 sec	A 1 min	*30 sec
1 ti	90	76	70	60	60	50
6 ti	80	68	65	55	55	45
12 ti	70	60	60	50	50	40

All spots rotate. Requests for 3 days or less rotation, 1x rate.
B, flat 25 C, flat 15
(*) Subject to availability.

7. PACKAGE PLANS
CIRCULATION—1/3AAA, 1/3AA, 1/3A

PER WK, WITHIN 7 DAYS:	1 min	30 sec
12 ti	600	510
18 ti	810	684

Preemptible. WCP earn consec wk discount, but do not contribute to WCP for further wkly frequency. WCP combinable with 1-min and 30-sec for wkly frequency discount.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applied as earned provided minimum expenditure of 150.00 per week is maintained.

KMPC

1928

GOLDEN WEST BROADCASTERS

Represented by
Major Market Radio, Inc.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 3450 5.00
KMPC—Golden West Broadcasters, 5858 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-469-5341.

STATION'S PROGRAMMING DESCRIPTION
KMPC: Programmed for an audience 18 years upward.
MUSIC: MOR. NEWS, at :60, headlines at :30. 2 helicopters, 1 twin-engine airplane, & 11 radio-equipped mobile units. 8 8:30 am, M-F, news, business, sports. 6-6:30 pm sports & news. SPORTS: play-by-play, including Major League baseball, pro football & college football & basketball. Editorials & documentaries frequently. Contact Representative for further details. Rec'd 10/30/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Stanley L. Spero.
General Sales Manager—Kenneth L. Miller.
Sales Manager—James A. Johnson.
National Sales Manager—Donald C. McGovern.

2. REPRESENTATIVES
Major Market Radio, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 710 kc.
Directional—night only.
Operating schedule: full time. PST.

4. AGENCY COMMISSION
15/0 time, talent and other; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 27, 28a, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Advertisers cooperating in group broadcasts required to make individual contracts.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 30 Eff 4/1/73—Rec'd 3/30/73.
AAAA—Mon thru Fri 6:05-10 am; Sat 7:05-10 am.
AAA—Mon thru Sat 3:05-7 pm.
AA—Mon thru Sat 10 am-3:05 pm & 7-7:05 pm; Mon thru Fri 6-6:05 am; Sun 7 am-7:05 pm.
A—Mon thru Sat 7:05 pm-midnight; Sat 6-7:05 am; Sun 7:05-10:05 pm.
B—Mon thru Sat 5-6 am; Sun 5-7 am & 10 pm-midnight.
C—Sun thru Sat midnight-5 am.

6. SPOT ANNOUNCEMENTS

FLAT:	AAAA	AAA	AA	A	B	C
1 min	180	140	100	75	55	25
30 sec	145	115	80	60	45	20

Not combinable with Wkly MPC Plan; count toward frequency for Annual MPC Plan.

7. PACKAGE PLANS
MAXIMUM PERSONALITY COMBINATION PLAN
1 MINUTE

PER YR:	156x	260x	312x	624x	936x	1248x
AAAA	140	135	130	125	120	115
AAA	110	105	100	95	90	85
AA	90	85	80	75	70	65
A	65	62	60	55	50	45
B	45	40	35	30	25	23
C	18	17	16	15	14	13
30 SECONDS						
AAAA	112	108	104	100	96	92
AAA	88	84	80	76	72	68
AA	72	68	64	60	56	52
A	52	50	48	44	40	36
B	36	32	28	24	20	18
C	15	14	13	12	11	10
1 MINUTE						

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
AAAA	150	145	140	135	130	125	120
AAA	120	115	110	105	100	95	90
AA	95	92	90	85	80	75	70
A	75	70	65	62	60	55	50
B	50	48	45	40	35	30	25
C	20	19	18	17	16	15	14
30 SECONDS							
AAAA	120	116	112	108	104	100	96
AAA	96	92	88	84	80	76	72
AA	76	74	72	68	64	60	56
A	60	56	52	50	48	44	40
B	40	38	36	32	28	24	20
C	17	16	15	14	13	12	11

10 sec: 60% of 1-min only AAAA, AAA, AA, A. 2 10-sec spots count as 1 when combined with 30-sec or 1-min spot for frequency on latter.
Maximum schedule 1/2AAAA & AAA with maximum 1/4AAAA, 1/5 or more A & balance AA (2B for AA & 4C for A may be substituted) subject to availability.
AAAA, AAA, AA, A spots rotate thru various hours of time block. AAAA, AAA rates vertical & horizontal rotation 6 days per wk, Mon thru Sat.

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
CLASS AAAA					
1/4 hr	390	375	355	335	320
10 min	290	270	255	245	230
5 min	205	200	185	175	160
CLASS AAA					
1/4 hr	315	300	285	270	255
10 min	230	215	205	195	185
5 min	165	160	150	140	130
CLASS AA					
1 hr	630	600	575	540	525
1/2 hr	395	375	355	335	315
1/4 hr	260	240	230	215	205
10 min	195	185	175	165	155
5 min	135	130	120	115	110
CLASS A					
1 hr	450	430	410	385	375
1/2 hr	280	265	255	240	225
1/4 hr	185	175	165	155	145
10 min	140	135	125	120	110
5 min	100	95	90	85	80

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%
Applies to program rates only.

KNX

1920
CBS Owned

Represented by CBS RADIO SPOT SALES

All News / Information

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 3460 2.00
CBS Radio, a Division of CBS, Inc., 6121 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-469-1212.
Address all program and advertising copy to the Sales Service Manager.

STATION'S PROGRAMMING DESCRIPTION
KNX: Programmed for adults.
Total news & information format. NEWS: network & local news block 5-10 am, 11 am-3 pm, 3-8 pm, 8 pm-5 am including sports, financial & business news, weather & commentary. All news on week-end. Food news/telephone program 10:06-11 am. SPORTS: daily reports plus golf tournaments. Indy 500 reports, horse racing results, Post-season Pro football, Coliseum races, Cotton Bowl football. Facilities include 5 mobile units & out-of-town news bureaus. Editorialize. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—George Nicholaw.
Sales Manager—Ray Barnett.
National Sales Manager—Mike Bolen.

2. REPRESENTATIVES
CBS Radio Spot Sales

3. FACILITIES 50,000 w., 1070 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 net time only: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 15c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24b, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 24 Eff 11/11/74—Rec'd 10/28/74.
Morning Drive—Mon thru Sat 6-10 am.
Afternoon Drive—Mon thru Fri 3-7 pm.
Daytime—Mon thru Fri 5-6 am & 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
Nighttime—Mon thru Sun 7-11 pm; Sat & Sun 5-6 am.

6. SPOT ANNDUNCEMENTS
SECTION I
MORNING DRIVE

PER WK:	1 ti 1 min	30 sec	6 ti 1 min	30 sec	12+ 1 min	30 sec
PER YR:						
1 x	187	150	177	142	172	138
300 x	177	142	167	134	162	130

CALIFORNIA

AFTERNOON DRIVE

PER WK:	1 ti 1 min	30 sec	6 ti 1 min	30 sec	12+ 1 min	30 sec
PER YR:						
300 x	130	105	120	95	110	90
1 x	140	110	125	100	115	95
DAYTIME						
1 x	95	76	85	68	75	60
300 x	93	74	83	66	73	58
500 x	90	72	80	64	70	56
NIGHTTIME						
1 x	75	60	65	52	55	44
300 x	73	58	63	50	53	42
500 x	70	56	60	48	50	40

10 sec: 60% of 1-min.
Combinable with Sec II for yrly discount.

7. PACKAGE PLANS
SECTION II
MIP—1/6 MD, 1/6 AD, 1/3 DT, 1/3 NT—BTA

PER YR:	1x		300x		500x	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	534	426	516	408	498	390
12 ti	1008	804	972	768	936	732
18 ti	1422	1134	1368	1080	1314	1026
24 ti	1776	1416	1680	1334	1608	1272
30 ti	2040	1650	1950	1560	1860	1470

10 sec: 60% of 1-min.
Fixed position: Extra 15%.
Drive time spot with less than full rotation, Mon thru Sat 6-10 am, extra 10%.
Sec II may give wkly & yrly frequency discount to Sec I only & receive only yrly discount from all other sections.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

9. PARTICIPATING PROGRAMS
MIKE ROY SHOW

PER YR:	3x	130x	260+
3+ per wk (minimum)	120	115	110

KNX-FM

1948

CBS/FM SALES

NAB RAB NAFMB

CBS Owned

Subscriber to the NAB Radio Code

Media Code 4 205 3481 0.00
CBS/FM Broadcasting, a Division of CBS, Inc., 6121 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-469-1212.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KNX-FM: MUSIC: current contemporary hits & contemporary popular album selections. Contact Representative for further details. Rec'd 4/9/73.

1. PERSONNEL
General Manager—Robert L. Nelson.
Sales Manager—Hal J. Berbole.

2. REPRESENTATIVES
CBS/FM Sales.

3. FACILITIES
ERP 54,000 w.; 93.1 mc. Quadraphonic.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,820 ft. above average terrain.

TIME RATES
No. 7 Eff 4/21/75—Rec'd 4/7/75.
AAA—Mon thru Fri 6-10 am & 3-9 pm; Sat & Sun 9 am-9 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-9 am.
A—Mon thru Sun 9 pm-1 am.
B—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
*PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	79	64	73	59	52	42
12 ti	74	60	68	55	48	39
18 ti	69	56	63	51	44	36
24 ti	64	52	58	47	41	33

B: 1-min, 6 ti 18.00 B: 30-sec, 6 ti 14.00
All spots rotate within 7 days.
(*) Non-preemptible.

7. PACKAGE PLANS

PREEMPTIBLE:	1 min	30 sec
12 ti (6AAA, 3AA, 3A)	624	504
18 ti (9 AAA, 5AA, 4A)	864	702
24 ti (12AAA, 7AA, 5A)	1056	864

All spots rotate within 7 days.

(Los Angeles continued on next page)

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

A New Sound and A New Deal on California's Coast

KOST FM 103.5
Los Angeles, California

The McLendon station in Southern California represented nationally by Eastman Radio.

KOST 103.5 FM

CALIFORNIA

Los Angeles—Continued

KOST (FM)
1957

EASTMAN RADIO, INC.

Good Music

Media Code 4 205 3490 1.00

The McLendon-Pacific Corp., 5670 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-1035. TWX 910-321-2844.
Send copy to: Program Director: Rob Edwards, above address.

1. PERSONNEL
Chairman of the Board—Barton R. McLendon.
President—Gordon B. McLendon.
General Manager—William Hillinck.

2. REPRESENTATIVES
Eastman Radio, Inc.
Northwest—Simpson/Reilly & Associates Co.
McLendon Stations: See Rep & S/O pages.

3. FACILITIES
ERP 12.5kw w. (horiz.), 12.500 w. (vert.); 103.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 6,100 ft. above sea level.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a 2b. 3a. 3b. 4a. 4c. 5. 6b. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b. 15b.
Basic Rates: 20b. 21a. 21d. 22a. 23a. 24b. 24c. 25a. 28a. 28c. 29a. 30. 33c.
Contracts: 40a. 41. 42b. 44a. 44b. 45. 46. 50. 51c.
Comb.: Cont. Discounts: 60a. 60d. 60c. 60f. 60h. 801. 62b. 62d.
Cancellation: 70c. 71a. 73a. 73b.
Prod. Services: 80.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 4/21/75—Rec'd 5/2/75.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 6-10 am & 3-7 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
PER YR:	1x	52x	156x	312x	500x	1000x
1 MINUTE						
AAA	61	57	53	49	45	41
AA	59	55	51	47	43	39
A	40	35	33	28	24	20
30 SECONDS						
AAA	49	46	42	39	36	33
AA	47	44	41	38	34	31
A	32	29	25	22	19	16

10 sec: 70% of 1-min.
Edited by Bill Hillinck.

KPOL 1952 — KPOL-FM 1957

BLAIR RADIO

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 205 3510 6.00

Capital Cities Broadcasting Corp., 5700 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-466-4123. TWX 910-321-4202.

STATION'S PROGRAMMING DESCRIPTION
KPOL: Programmed for adults.
MUSIC: Popular standards, plus fully orchestrated recent hits. Popular solo vocal artists, plus group vocals. NEWS: 10 man staff. Local and national live and tape actualities. Traffic, financial, sports reports. News commentary 4X daily. Public affairs in drive time. AIR PERSONALITIES handle all music segments. Music specials, listener contests and games featured regularly. Contact Representative for further details. Rec'd 1/28/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Peter C. Newell.
General Sales Manager—Paul LaGasse.
National Sales Manager—Gene Wagner.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1540 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
FM-ERP 100,000 w.; 93.9 mc.
Antenna ht.: 968 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time and talent; payable when rendered

5. GENERAL ADVERTISING See coded regulations.
General: 1a. 2a. 3a. 4a. 4d. 5. 7b. 8.
Rate Protection: 10e. 11e. 12e. 13e. 14e.
Basic Rates: 20a. 21b. 23a. 24a. 24b. 28c.
Contracts: 40c. 45.
Comb.: Cont. Discounts: 60b. 60c. 60f. 61a. 62a.
Cancellation: 70a. 70e. 71a. 73b.
Minimum ratehalder: 100.00 weekly expenditure.
Affiliated with Blair Represented Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 28 Eff 11/15/74—Rec'd 11/11/74.
AAA—Mon thru Sat 10 am-3 pm; Mon thru Fri 6-10 am & 3-8 pm.
AA—Sat & Sun 6-10 am & 3-8 pm; Sun 10 am-3 pm.
A—Mon thru Sun 5-6 am & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 tl	100	80	54	43	43	34
12 tl	97	78	53	43	42	33
18 tl	95	76	52	41	41	32
24 tl	93	74	51	40	40	31

1/3 non-AAA may be scheduled in adjacent time classes; subject to availability & preemptible back to original time class without notice.
Mon thru Sun 11 pm-6 am (when available).
1 min, flat 10 30 sec, flat S

7. PACKAGE PLANS
TAP I—2/3AAA, 1/3A.
TAP II—*2/3 Mon thru Sat 5 am-8 pm; 1/3 Mon thru Sun 8 pm-midnight.
(*) Maximum of 1 in 8 spots in 5 am-8 pm time or 12-1/2% will run 5-6 am. As available, may be scheduled 6-8 pm; preemptible back to original time class without notice.

	TAP I 6 tl	12 tl	18 tl	24 tl	TAP II 6 tl	12 tl	18 tl	24 tl
1 min	80	78	76	74	64	63	62	61
30 sec	64	62	61	59	51	50	49	48

ANNUAL BULK TAP

	TAP I 312x	624x	936x	1248x	TAP II 312x	624x	936x	1248x
1 min	71	68	65	62	59	57	55	53
30 sec	57	54	52	50	47	46	44	42

ANNUAL BULK

PER YR:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
312 x	89	71	49	39	38	30
624 x	86	69	47	38	36	29
936 x	83	66	45	36	34	27
1248 x	80	64	43	34	32	26

10. SPECIAL FEATURES
NEWSCASTS
(Mon thru Fri 7, 7:30, 8, 8:30 am. 5. & 6 pm)

	1x	65x	130x	260x	520x
Ea	130	127	124	122	120

All other times, 1-min rate plus 10%.

AM/FM are available separately based on percent of listening.

KRLA
1941
PASADENA

AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Los Angeles Urban Area.)

Media Code 4 205 4110 4.00

Oak Knoll Broadcasting Corp., 1401 South Oak Knoll, Pasadena, Calif. 91109. Phone 213-681-2591.
Sales Office: Suite 27, 310 N. San Vicente Blvd., Los Angeles, Calif. 90048. Phone 213-652-7521.

STATION'S PROGRAMMING DESCRIPTION
KRLA: Programmed for adults 20-50.
MUSIC: album cuts. SPORTS: National Hockey League play-by-play. Air traffic reports: 2 fixed wing aircraft 7-9 am & 4-6 pm, M-F. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 11/4/74.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Hal Mathews.
General Sales Manager—William J. McDowell.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1110 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6b. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b.
Basic Rates: 22a. 22b. 23a. 24a. 29a.
Contracts: 40a. 45. 46.
Comb.; Cont. Discounts: 61a. 61b. 62b.
Cancellation: 70a. 70c. 71a. 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 32 Rev. Eff 10/28/74—Rec'd 2/3/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 19 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	50	45	25
30 sec	40	35	15

7. PACKAGE PLANS

PER WK, 1/2AAA, 1/2AA:	12 tl	18 tl	24 tl
1 min	44	42	40
30 sec	34	32	30

Scheduled evenly over 6 days.

ANNUAL BULK

	6 am-7 pm 300x	500x	700x	1000x	7 pm-midnight 300x	500x	700x	1000x
1 min	39	38	37	36	24	23	22	21
30 sec	29	28	27	26	14	13	12	11

Edited by Hal Mathews.

(D)

KRTH (FM)
1941

K-EARTH stereo 101

An RKO General Station

Media Code 4 205 3567 6.00

KHJ Division, RKO General Broadcasting, 5961 Venice Blvd., Los Angeles, Calif. 90034. Phone 213-937-5230. TELEX 910-321-4491.
See affiliated AM station for additional information.
AM facilities: KHJ.

STATION'S PROGRAMMING DESCRIPTION
KRTH (FM): MUSIC: all oldies featuring rock and roll & popular music from 50's, 60's & early 70's. NEWS: 5 min newscasts & localized public affairs programming. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Allan D. Chlowitz.
Sales Manager—John Sauyres.
Program Director—Dick Bozzi.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES
ERP 58,800 w.; 101.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 5,858 ft. above average terrain.

TIME RATES
No. 11 Eff 6/1/74—Rec'd 6/3/74.
AA—Mon thru Sun 10 am-8 pm.
A—Mon thru Sun 6-10 am & 8 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 tl	12 tl	18 tl	24 tl	A 6 tl	12 tl	18 tl	24 tl
1 min	66	64	62	60	46	44	42	40
30 sec	54	52	50	48	38	36	34	32

B: Flat, 1-min 15.00; 30-sec 12.00.
10 sec: 50% of 1-min.

7. PACKAGE PLANS
ROCK AROUND THE CLOCK—1/2AA, 1/2A

PER WK:	1 min 6 tl	12 tl	18 tl	24 tl	30 sec 6 tl	12 tl	18 tl	24 tl
Ea	46	44	42	40	38	36	34	32

10 sec: 50% of 1-min.
Preemptible by spots, scheduled over 7 consec days. Subject to availability.

Edited by Allan D. Chlowitz.

KWKW
PASADENA

City of license—Pasadena, Calif.
Los Angeles—6777 Hollywood Blvd., Hollywood, Calif. 90028. Phone 213-465-6171.
See listing under Los Angeles Urban Area.

K-WEST
1956

Century National Sales

NAB

Media Code 4 205 3575 9.00

Century Broadcasting Corp., 8833 W. Sunset Blvd., Los Angeles, Calif. 90069. Phone 213-657-6130.

STATION'S PROGRAMMING DESCRIPTION
KWST (FM): Programming blends a mixture of current popular albums & singles with local news & features. Contact Representative for further details. Rec'd 1/2/75.

1. PERSONNEL
President—Howard Grafman.
Vice-Pres. & Gen'l Mgr.—John Detz.
General Sales Manager—Richard B. Warshaw.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 72,000 w. (horiz.), 72,000 w. (vert.); 105.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,000 ft. above sea level.

4. AGENCY COMMISSION
15/0: payable 10 days following invoice date.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3c. 3d. 4a. 4c. 4d. 5. 6a. 7b. 8.
Basic Rates. 21b. 21d. 22a. 22b. 23a. 24b. 28a. 28c. 29a.
Contracts: 40c. 41. 44a. 45. 46. 48.
Comb.: Cont. Discounts: 60a. 60c. 60g. 61a.
Cancellation: 70d. 72. 73a.
Prod. Services: 80. 81. 82.

TIME RATES
No. 16G Eff 1/10/75—Rec'd 1/2/75.
AAA—Mon thru Sun 3 pm-1 am.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 min 1 tl	12 tl	18 tl	24 tl	30 sec 1 tl	12 tl	18 tl	24 tl
AAA	60	55	50	45	48	44	40	36
AA	50	45	40	35	40	36	32	28
A	40	35	30	25	32	28	24	20

7. PACKAGE PLANS
TAP—1/2AAA, 1/4AA, 1/4A

	12 tl	18 tl	24 tl
1 min	38	36	33
30 sec	31	29	26

(Los Angeles continued on next page)

XEGM
TIJUANA, MEX.

M Jack Masla & Company, Inc.

Spanish

City of license, Tijuana, Mexico.
Los Angeles office: 6430 Sunset Blvd., Hollywood, Calif. 90028. Phone 213-464-7525.
See listing under San Diego, Calif.

Advertisement

STATION'S PROGRAMMING DESCRIPTION
XEGM: Programmed 100% Spanish for adults. MUSIC: general popular, MOR. PERSONALITIES handle all segments. Women's feature 8-10 am M-Sat. SPORTS: boxing live Thurs 8:30-10:30 pm. NEWS: 5 min every hour; editorials, feature reports, sport news, commentaries, woman's point of view, horoscope, movie reviews at :30. Rec'd 2/15/71.

1. PERSONNEL
Station Manager—Jose Liberman.

2. REPRESENTATIVE
Jack Masla & Co., Inc.

2. FACILITIES
10,000 w.; 950 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 21a, 21d, 22a, 23a, 25a, 25b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 49, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 62b, 63d.
Cancellation: 70b, 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/70—Rec'd 2/15/71.
AA—5 am-10 pm.
A—10 pm-5 am.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	52x	156x	260x	312x	780x	1000x
1 min	35	30	25	22	20	18	17
30/20 sec	28	24	20	18	16	15	14

10 sec: 60% of 1-min.

CLASS A	1x	52x	156x	260x	312x	624x
1 min	15	14	13	12	11	10
30/20 sec	12	11	10	9	8	7

7. PACKAGE PLANS
SATURATION PACKAGE—CLASS AA

PER WK:	13 ti	24 ti	30 ti	36 ti	42 ti
PER DAY:	3 ti	4 ti	5 ti	6 ti	7 ti
1 min	25	22	20	18	17
30/20 sec	20	16	16	15	14

4-week minimum contract.

8. PROGRAM TIME RATES

CLASS AA	1x	52x	156x	260x	312x	520x	624x
1 hr	225	185	170	----	----	----	----
1/2 hr	125	110	100	----	----	----	----
1/4 hr	75	70	65	60	----	----	----
5 min	45	39	35	30	----	27	----

CLASS A	1x	52x	156x	260x	312x	520x	624x
1 hr	111	99	90	----	----	----	----
1/2 hr	69	61	55	----	----	----	----
1/4 hr	39	35	33	31	29	----	----
5 min	21	18	17	16	15	----	14

(SO)

XEPRS
TIJUANA, MEXICO
1974

(This is a paid duplicate of the listing appearing under San Diego, Calif.)

Media Code 4 205 7260 4.00

SPANISH
U. S. sales office: Harold S. Schwartz & Assoc., Inc., No. G, 737 3rd Ave., Chula Vista, Calif. 92010. Phone 714-420-6131.

STATION'S PROGRAMMING DESCRIPTION
XEPRS: Spanish 3 am-7 pm. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
General Manager—Jorge Wilkins.
Operations Manager—Sue Hashberger.

2. REPRESENTATIVES
United Latina Corp. (Spanish).

ENGLISH
XEPRS Radio, 1617 N. El Centro Ave., Hollywood, Calif. 90028. Phone 213-465-4106.

STATION'S PROGRAMMING DESCRIPTION
XEPRS: MUSIC: R&B/rock & oldies 7 pm-3 am. Rec'd 4/28/75.

1. PERSONNEL
President—Ronald W. Beaton.
General Manager—Rick Ward.
National Sales Manager—Andy Wilson.
SPANISH/ENGLISH

3. FACILITIES
50,000 w.; 1090 kc. Clear channel.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20a, 21d, 23a.
Contracts: 40a, 46.
Cancellation: 71a.

SPANISH TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/14/75—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS
MONDAY THRU SUNDAY 6 AM-7 PM

	1x	52x	156x	260x	520x	780x	1000x
1 min	50	42	39	35	32	30	27
30 sec	35	32	28	25	23	20	18
20 sec	30	26	23	21	19	17	15

ENGLISH TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 4/28/75.

AA—Mon thru Sun 7 pm-midnight; Mon midnight-3 am.
A—Tues thru Sun midnight-3 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE WEEKLY

EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	35	33	31	29	27	25
A	30	28	26	24	22	20

30 sec: 70% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Ea	400	300	200

Submitted bly Rick Ward.

(SO) (D)

XETRA
1934
TIJUANA, MEXICO

ata Alan Torbet Associates, Inc.

Good Music

(This is a paid duplicate of the listing appearing under San Diego, Calif.)

Media Code 4 205 7290 1.00

U. S. sales office: X-TRA Radio America, Inc., 5900 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-3388.
Other office: Suite 140, 2550 Fifth Ave., San Diego, Calif. 92103. Phone 714-236-9041.

1. PERSONNEL
General Manager—Gaill Keeble.
Sales Manager—E. L. (Bud) Chase.
Operations Manager—R. S. (Slim) Dougharty.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
50,000 w.; 690 kc.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60c, 60f, 60h, 60i, 62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 4/30/75.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—All other times.

7. PACKAGE PLANS

PER YR:	52x	156x	560x	1000x
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	55	52	49	47
AA	52	50	47	44
A	48	46	44	42
B	34	31	29	26
C	15	12	10	9

30 sec: 80% of 1-min.

TOTAL AUDIENCE PLANS

PER WK:	12 ti	18 ti	24 ti
Man Plan (1/6AAA, 1/2AA, 1/3A)	45	42	40
Woman Plan (1/2AAA, 1/6AA, 1/3A)	45	42	40
TAP Plan (1/3AAA, 1/3AA, 1/3A)	42	39	37
Impact Plan (1/6AAA, 1/3AA, 1/3A, 1/6B)	40	37	35

Edited by R. S. (Slim) Dougharty.

(SO) (D)

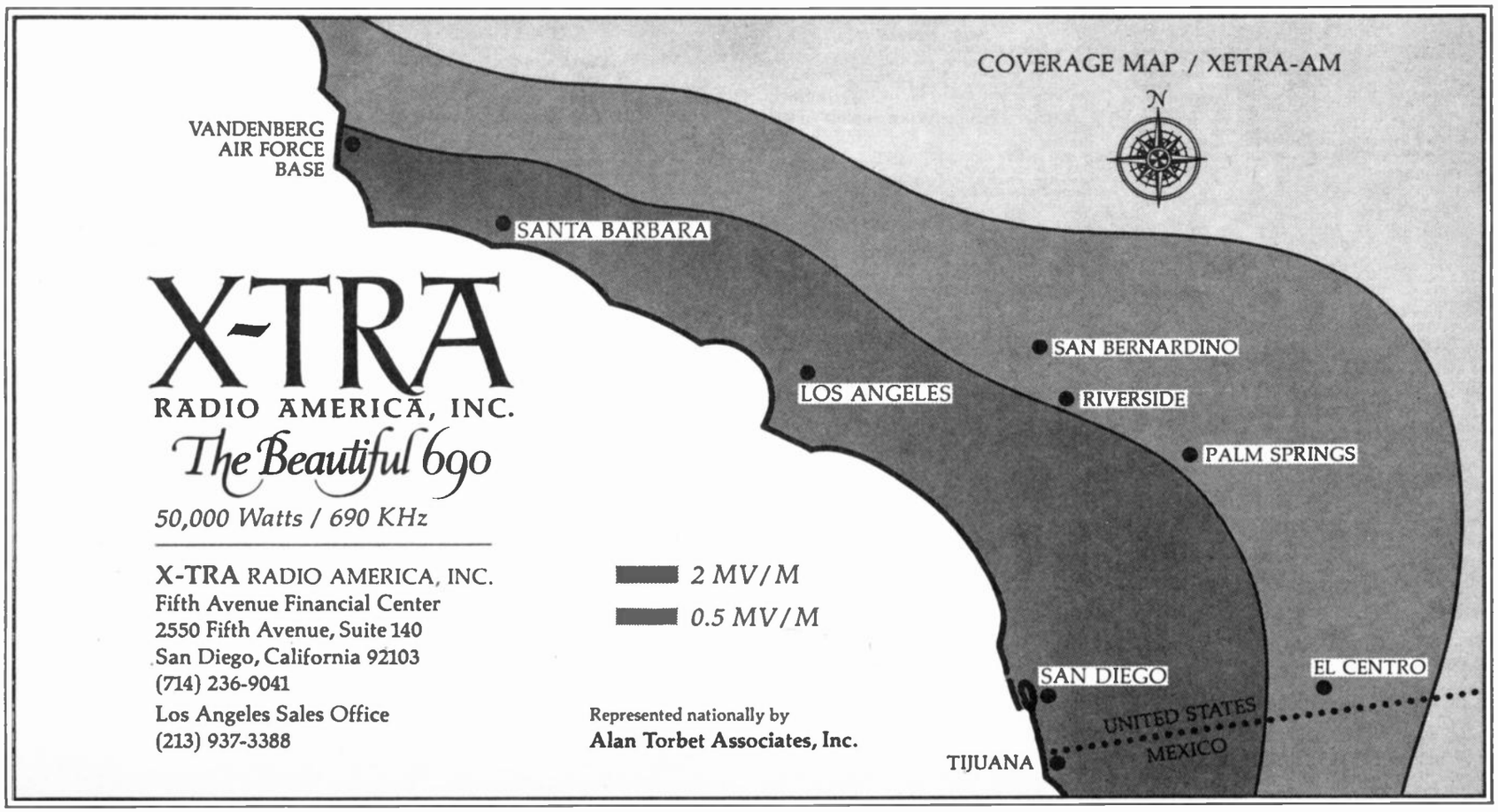
STATIONS IN LOS ANGELES URBAN AREA

KAGB (FM)
1959
INGLEWOOD

Media Code 4 205 3675 7.00
Avant Garde Broadcasting, Inc., 9920 La Cienga Blvd., Inglewood, Calif. 90301. Phones 213-641-3222, 776-2383.

STATION'S PROGRAMMING DESCRIPTION
KAGB (FM): Programmed for audience 18-40.
MUSIC: R & B, progressive rock, mainstream

(This listing continued on next page)



Los Angeles Urban Area—
KAGB (FM)—Continued

jazz, comedy & Gospel. NEWS: 5 min at :50, 1 min capsule at :20. FEATURES: 3 x daily sports show, consumer check out counter, calendar of arts. AIR PERSONALITIES: 6-10 am advice to lovers; 1-2 pm recipies for hswfe; 2-6 pm golden oldies; 6-11 pm light jazz with poetry; 11 pm-midnight featured artist, LP play; midnight-6 am blue. SUN: 15 min news shows, audio journal, 4x. 6 am-5 pm R & B, rock format. 5 pm-midnight discussions, interviews, debates; religion 10-10.30 pm. Contact Representative for further details. Rec'd 10/29/73.

1. PERSONNEL
President—Clarence Avant.
General Manager—Phil Stewart.
Local Sales Manager—Jim Blakely.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
ERP 1,600 w.; 103.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
No. 1 Eff 3/5/73—Rec'd 8/2/73.
AA—Mon thru Sat 3 pm-midnight.
A—6 am-3 pm & midnight-2 am.
B—2-6 am.

6. SPOT ANNOUNCEMENTS

	AA	A	AA	A
	—1 min—		—30 sec—	
1 x	27.00	25.00	24.00	22.00
52 x	22.00	20.00	19.00	17.00
156 x	21.00	19.00	18.00	16.00
312 x	20.00	18.00	17.00	15.00
468 x	19.00	17.00	16.00	14.00
624 x	18.50	16.50	15.50	13.50
936 x	18.00	16.00	15.00	13.00
1248 x	17.50	15.50	14.50	12.50
1872 x	16.50	14.50	13.50	11.50
2496 x	16.00	14.00	13.00	11.00

B: 50% of A.

7. PACKAGE PLANS

PER WK:	AA	A	AA	A
	—1 min—		—30 sec—	
6 ti	21	19	18	16
12 ti	20	18	17	15
18 ti	19	17	16	14
24 ti	18	16	15	13
36 ti	17	15	14	12

B: 50% of A.

Edited by Ingrid Evans.

KALI
1950
SAN GABRIEL
A Tele-Broadcasters Station

Media Code 4 205 3690 6.00
Tele-Broadcasters of California, Inc., 5722 Melrose Ave., Hollywood, Calif. 90038. Phone 213-466-6161.

STATION'S PROGRAMMING DESCRIPTION
KALI: Programmed 100% Spanish with emphasis on popular music, news, weather and sports with helicopter reports during traffic times. AIR PERSONALITIES handle all segments. Women's feature 9:30-10:30 am, M-Sat. NEWS: every half hour and on hour. Sports 6-6:15 pm, M-Sat. Copter reports 5:30-9:30 am & 3:30-6:45 pm at 15 min intervals. Remote broadcasts for special events such as boxing and soccer and parades. Commercials translated free. Contact Representative for further details. Rec'd 4/28/70.

1. PERSONNEL
President—Richard Eaton.
Vice-Pres. & Gen'l Mgr.—Philip A. Malkin.

2. REPRESENTATIVES
UBC Sales, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1h, 2h, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.
Basic Rates: 20b, 22b, 23a, 24a, 25a, 28b, 29b, 32o, 33b.
Contracts: 40c, 41, 42c, 44b, 45, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Entire schedule in Spanish.
Rates include translation of copy from English to Spanish.
Member: Latin Network.

TIME RATES
No. 19 Eff 10/1/73—Rec'd 2/1/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	12 ti	18 ti	24 ti	AA 6 ti	12 ti	18 ti	24 ti
1 min	50.00	48.00	46.00	44.00	48.00	46.00	44.00	42.00
30 sec	40.00	38.40	36.80	35.20	38.40	36.80	35.20	33.60

	A
1 min	45.00 42.00 40.00 38.00
30 sec	36.00 33.60 32.00 30.40

10 sec: 60% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

(CR)

KAPX (FM)
1971
SAN CLEMENTE

NAFMB

(This is a paid duplicate of the listing appearing under San Clemente, Calif.)
Media Code 4 205 6890 3.00
El Camino Broadcasting Corp., 800 S. El Camino Real, San Clemente, Calif. 92672. Phones 714-492-9800, 831-0656.

STATION'S PROGRAMMING DESCRIPTION
KAPX (FM): Programmed for adults.
MUSIC: Middle-of-the-road, film and show tunes, standards plus current hits performed by contemporary artists. Vocals and instrumentals days, instrumentals only nights. NEWS: Local and regional at :60; Network news at :30; sports, weather, surfing conditions, marine weather, community bulletins on the quarter hours. Race results, 6:15 PM; Business news 8:15 AM. Heavy involvement in community affairs. COMMERCIAL POLICY: 8 minutes maximum per hour, in music format presented in uninterrupted quarter-hour segments. No clusters. Rec'd 1/28/74.

1. PERSONNEL
Pres./Dir. Sales—Kirk Munroe.
Exec. Vice-Pres./Prog.—David Mathews.
News Director—Mike Chamberlin.

3. FACILITIES
ERP 28,500 w. (horiz.). 28,500 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. PST.
Antenna ht.: 971 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 12b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 26.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61a, 61b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 2/1/75—Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS
5:30 AM-MIDNIGHT

PER WK, BTA:	1 ti	12 ti	13 ti	24 ti	30+
	1 WEEK				
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	10.50	9.50	8.50	7.50	6.50
	4 WEEKS				
1 min	11.00	10.00	9.00	8.00	7.00
30 sec	10.00	9.00	8.00	7.00	6.00
	13 WEEKS				
1 min	10.00	9.00	8.00	7.00	6.50
30 sec	9.00	8.00	7.00	6.00	5.50
	26 WEEKS				
1 min	9.00	8.00	7.00	6.50	6.00
30 sec	8.00	7.00	6.00	5.50	5.00
	52 WEEKS				
1 min	8.00	7.00	6.50	6.00	5.50
30 sec	7.00	6.00	5.50	5.00	5.00

15 sec, flat 5.00.

10. SPECIAL FEATURES
Local/Regional News—ea 18.00, incl 15-sec open & close plus 1-min spot.
6x wkly, rotating—per wk 100.00.
Program features—ea 15.00, incl 15-sec open and 30-sec close plus 45 sec spot.
6x wkly, rotating—per wk 80.00.

(D)

KBOB (FM)
1957
WEST COVINA

Media Code 4 205 3760 7.00
Robert Burdette Investments, Inc., 751 Echelon Ave., City of Industry, Calif. 91744. Phone 213-330-5211. Los Angeles phone 213-686-0300.
See affiliated AM station for additional information.
AM facilities: KGRB.

STATION'S PROGRAMMING DESCRIPTION
KBOB (FM): See KGRB for programming description.

3. FACILITIES
ERP 810 w.; 98.3 mc.
Operating schedule: 6 am-midnight daily. PST.
Antenna Ht.: 250 ft. above average terrain.

TIME RATES
Eff 1/1/67—Rec'd 11/27/67.
AA—6:30-9:30 am & 3:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
	CLASS AA					
1 min	6.00	5.50	5.00	4.50	4.25	4.00
30 sec	5.00	4.50	4.00	3.50	3.25	3.00
	CLASS A					
1 min	5.50	5.00	4.50	4.00	3.75	3.50
30 sec	4.50	4.00	3.50	3.00	2.75	2.50

10 sec: 50% of 30 sec.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	35 ti	50 ti	75 ti	100 ti
	CLASS AA					
	1 WEEK					
1 min	4.50	4.00	3.50	3.25	3.00	2.75
30 sec	3.50	3.15	2.75	2.60	2.40	2.20
	5 WEEKS					
1 min	4.25	3.75	3.25	3.00	2.75	2.50
30 sec	3.25	2.90	2.50	2.35	2.15	1.95
	14 WEEKS					
1 min	4.00	3.50	3.00	2.75	2.50	2.25
30 sec	3.00	2.65	2.25	2.10	1.90	1.70
	27-52 WEEKS					
1 min	3.75	3.25	2.75	2.50	2.25	2.00
30 sec	2.75	2.40	2.00	1.85	1.65	1.45
	CLASS A					
	1 WEEK					
1 min	4.00	3.50	3.00	2.75	2.50	2.25
30 sec	3.00	2.75	2.50	2.40	2.25	2.15
	5 WEEKS					
1 min	3.75	3.25	2.75	2.50	2.25	2.00
30 sec	2.75	2.50	2.25	2.15	2.00	1.90
	14 WEEKS					
1 min	3.50	3.00	2.50	2.25	2.00	1.75
30 sec	2.50	2.25	2.00	1.90	1.75	1.65
	27-52 WEEKS					
1 min	3.25	2.75	2.25	2.00	1.75	1.50
30 sec	2.25	2.00	1.75	1.65	1.50	1.40

SHORT TERM WEEKLY PACKAGE—ROS

PER WK:	10 ti	15 ti	20 ti	25 ti	50 ti	75 ti	100 ti
20 sec	2.50	2.40	2.25	2.15	2.00	1.75	1.50

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
	CLASS AA					
1 hr	59.00	53.00	50.00	47.00	44.00	41.00
1/2 hr	37.00	34.00	32.50	31.00	29.50	28.00
1/4 hr	19.75	18.25	17.56	16.75	16.00	15.25
10 min	15.00	14.00	13.50	13.00	12.50	12.00
5 min	9.00	8.50	8.25	8.00	7.75	7.50
	CLASS A					
1 hr	49.00	43.00	40.00	37.00	34.00	31.00
1/2 hr	30.50	27.50	26.00	24.50	23.00	21.50
1/4 hr	16.25	14.75	14.00	13.25	12.50	11.75
10 min	12.00	11.00	10.50	10.00	9.50	9.00
5 min	7.50	7.00	6.75	6.50	6.25	6.00

10. SPECIAL FEATURES

	1x	26x	52x	156x	260x	312x
	5-MINUTE NEWSCASTS					
AA	10.00	9.75	9.50	9.25	9.00	8.75
A	6.50	8.25	8.00	7.75	7.50	7.25
	2-MINUTE NEWSCASTS					
AA	7.50	7.25	7.00	6.75	6.50	6.25
A	6.25	6.00	5.75	5.50	5.25	5.00

KBRT
1965
AVALON

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 3770 6.00
A Division of Bonneville International Corp., 7755 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-7700.
Studios: Avalon, Catalina Island and Hollywood, Calif.

STATION'S PROGRAMMING DESCRIPTION
KBRT: Programmed for adults 18-49.
MUSIC: up to 50 min of popular adult music per hr. NEWS: min reports at :25, additional newscasts in am drive. SPECIAL FEATURE: weather conditions for boat owners at :55. Contact Representative for further details. Rec'd 3/4/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joseph L. Dorton.
Nat'l & Gen'l Sales Mgr.—Lew Hunter.
Director of Operations—Fred Seiden.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
10,000 w. days; 740 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 29b, 30, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a 73b.
Prod. Services: 81, 82.
FM facilities: KBIG, Los Angeles.
Affiliated with Avco Group Plan.
Sold in combination with KBIG/KBRT, Los Angeles, See combination listing under Los Angeles.

TIME RATES
KBRT only: 40% of combination KBIG / KBRT rates.

KDAY
1947
SANTA MONICA
A Rollins Group Station

Media Code 4 205 3780 5.00
Rollins Broadcasting of Delaware, Inc., 1700 N. Alvarado, Los Angeles, Calif. 90026. Phone 213-665-1105. 451-5656. TWX: 910-321-3026.

STATION'S PROGRAMMING DESCRIPTION
KDAY: MUSIC: R & B, featuring top R & B hit singles and lp's, presented by black personalities. NEWS: local and network. Contact Representative for further details. Rec'd 3/12/74.

1. PERSONNEL
Vice-Pres. Radio, Rollins, Inc.—Paul H. Downs.
General Manager—Gary Price.
Local Sales Manager—Paul Battisti.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
50,000 w.; 1580 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1h, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60h, 60i, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with National Black Network.
Member: Rollins, Inc.

TIME RATES
No. 7B Eff 8/1/75—Rec'd 7/28/75.
AA—Mon thru Fri 3-7 pm; Sat 7 am-7 pm; Sun noon 7 pm.
A—Mon thru Fri 6-10 am & 10 am-3 pm; Sat 6-7 am; Sun 9 am-noon.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

WK:	AA 6 ti	12 ti	18 ti	24 ti	A 6 ti	12 ti	18 ti	24 ti
	—1 min—				—30 sec—			
1 wk.	68	66	64	62	58	56	54	52
26 wk	65	63	61	59	55	53	51	49
52 wk	61	59	57	55	52	50	48	46
	CLASS A							
1 wk.	53	51	49	47	45	43	41	39
26 wk	50	48	46	44	43	41	39	27
52 wk	48	46	44	42	41	39	37	35
	CLASS B							
1 wk.	35	33	31	29	30	28	26	24
26 wk	33	31	29	27	28	26	24	22
52 wk	31	29	27	25	26	24	22	20

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

SUN/MON/TUES:	6 ti	12 ti	18 ti	24 ti
1 min	41	39	37	35
30 sec	35	33	31	29

10. SPECIAL FEATURES
News participation—Extra 20%.
Edited by Gary Price.

KEZY
ANAHEIM

AVERY-KNODEL, INC.

NAB RAB

Media Code 4 205 3795 3.00
KEZY Radio, Inc., 1190 E. Ball Rd., Anaheim, Calif. 92805. Phone 714-776-1191.
Other office—1258 N. Highland Ave., Hollywood, Calif. 90038. Phone 213-463-5621.

STATION'S PROGRAMMING DESCRIPTION
KEZY: MUSIC: is popular. Disc jockey personalities broadcasting 24 hours a day. 3 man news team department with mobile cruiser and an air watch plane. 10 min newscast at 6, 7, 8 and 9 am; noon, 3, 5, 6, 7 and 9 pm. UPI audio and wire service. SPORTS: included in every newscast. Traffic reports during commuting hours M-F. Holiday traffic reports thru Southern California Automobile Association BEBA network. Beach, mountains, desert weather forecasts given hourly 24 hours a day, 7 days a week. Contests-audience participation, run 18 hours a day M-Sun. Contact Representative for further details. Rec'd 12/3/69.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Daniel P. Mitchell.
Vice-Pres. & Gen'l Sales Mgr.—Peter L. Townsend.
Regional Sales Director—Edward Bushman.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w. days, Non-directional, 1,000 w. nights: 1190 kc.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 25a, 28b, 28c, 29a, 30, 31, 33c.
Contracts: 40a, 41, 44b, 45, 46, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 5/1/74—Rec'd 3/27/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	24 ti	6 ti	12 ti	24 ti
	1-13 WEEKS					
	—1 min—			—30 sec—		
AAA	48	46	43	38	36	34
AA	34	32	30	29	27	25
A	30	28	26	25	23	21
B: flat 12:00			B: flat 10.00			
	26 WEEKS					
AAA	46	44	41	37	35	33
AA	32	30	29	28	26	24
A	28	26	24	24	22	20
	52 WEEKS					
AAA	42	40	37	34	32	30
AA	31	29	28	27	25	23
A	27	25	23	23	21	19

10 sec: 70% of 30-sec.
All schedules rotate through time period.
Fixed position, extra 10%.
Rateholder—6 1-min spots per wk, any time class.

(CR)

KEZY-FM
1959
ANAHEIM

NAB RAB

Media Code 4 205 3796 1.00
KEZY Radio, Inc., 1190 E. Ball Rd., Anaheim, Calif. 92805. Phone 714-776-1190.
Other office—1258 N. Highland Ave., Hollywood, Calif. 90038. Phone 213-463-5621.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KEZY-FM: Programmed for adult male 18-24.
MUSIC: 54 min of current album rock hits per hour. NEWS: Earth news. COMMERCIAL POLICY: played in clusters at 1/4 hour. Maximum 6 minutes per hour. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL
Station Manager—Thomas Milner.

3. FACILITIES
ERP 2,500 w. (horiz.), 2,500 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 886 ft. above average terrain.

TIME RATES
Eff——Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS
1 min 14 30 sec 10

KFOX
1924
LONG BEACH

NAB RAB

A John Walton Station
Subscriber to the NAB Radio Code
Media Code 4 205 3810 6.00
KFOX, Box 1280, Long Beach, Calif. 90801. Phones Long Beach 213-436-7281; Los Angeles 213-775-4367; Los Angelues Sales 213-465-6171.

(This listing continued on next page)

STATION'S PROGRAMMING DESCRIPTION
KFOX: MUSIC: country, with personality DJ's. NEWS: 5 min at :30 combining 3 man news staff with network reports. Listener comments provide community involvement. Air traffic reports on traffic conditions during AM & PM peak hours. Personalities do live remotes from sponsor locations. Contact Representative for further details. Rec'd 4/2/73.

1. PERSONNEL
General Manager—Paul Hull.
Sta. & Gen'l Sales Mgr.—Dave Sweeney.
Program Director—Chris Collier.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
1,000 w; 1280 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 4a.
Contracts: 40a.
Affiliated with The Rep Network.

TIME RATES
No. 3 Eff 12/15/74—Rec'd 2/3/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-5 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am & 5-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	36	30	29	24	23	19
12 ti	34	28	27	22	21	17
18 ti	31	25	24	19	18	16
24 ti	28	22	21	16	15	13
30 ti	26	20	19	14	13	10

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	16 ti	24 ti	30 ti	36 ti
1 min	24	21	19	17
30 sec	19	17	15	13

8. PROGRAM TIME RATES

MINIMUM 13 WKS:	1/4 hr	1/2 hr	1 hr
1 x	75	100	180

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KGER
1926
LONG BEACH

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 3825 8.00
John Brown Schools of Calif., 3759 Atlantic Ave., Long Beach, Calif. 90807. Phone 213-427-7907, 636-4774, 714-995-1390.

1. PERSONNEL
President—Dr. John E. Brown.
Vice-Pres. & Gen'l Mgr.—Clinton H. Fowler.

3. FACILITIES
5,000 w.; 1390 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 42b, 45, 46, 47e, 51a.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 34 Eff 2/1/75—Rec'd 1/7/75.
A—Sun 7 am-midnight.
B—Mon thru Sat 6 am-10 pm.
C—Mon thru Sat 10 pm-6 am; Sun midnight-7 am.

8. SPOT ANNOUNCEMENTS

CLASS A, B	1x	26x	52x	104x	156x	260x	312x
1 min	15.00	14.75	14.50	14.25	14.00	13.75	13.50
30 sec	8.00	7.75	7.50	7.25	7.00	6.75	6.50
CLASS C							
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50

9. PROGRAM TIME RATES

CLASS A	1x	26x	52x	104x	156x	260x	312x
1 hr	153	149	144	137	128	122	115
1/2 hr	112	108	102	97	91	87	83
1/4 hr	71	69	67	65	63	60	56
10 min	53	50	48	45	43	41	39
5 min	35	34	32	31	30	29	28
CLASS B							
1 hr	145	138	132	128	122	116	109
1/2 hr	90	87	84	81	77	73	69
1/4 hr	60	59	56	53	51	50	47
10 min	42	40	38	36	35	32	30
5 min	30	29	28	27	26	25	24
CLASS C							
1 hr	107	103	99	95	90	84	83
1/2 hr	68	65	62	60	57	53	50
1/4 hr	47	45	43	40	38	36	33
10 min	32	31	30	29	28	27	26
5 min	23	22	21	20	19	18	16

KGIL
1947
SAN FERNANDO

R A B

Buckley Radio Sales, Inc.

Media Code 4 205 3840 7.00
Buckley Broadcasting Corp. of California, 14800 Lassen St., San Fernando, Calif. 91343. Phones 213-894-9191; 213-877-3466.

STATION'S PROGRAMMING DESCRIPTION
KGIL: Programmed for adults 25-49. Combines popular music with nationally known personalities. 16 man news staff broadcasts hourly. 11 min of news per hour during drive times, 6 min per hour in other times. 2 aircraft, 5 2-way radio cruisers cover freeway traffic, local news. Major league sports commentary & analysis, play-by-play major local sports events. Mobile studio van originates live remote DJ programs from sponsor locations. Contact Representative for further details. Rec'd 10/29/73.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Stanley G. Warwick.
General Sales Manager—James F. Morgan.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES 5,000 w.; 1260 kc. Directional.
Operating schedule: 24 hrs. daily. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. G Eff 6/1/73—Rec'd 5/18/73.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6-11 am.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 11 am-7 pm.
B—Mon thru Sun 5-6 am & 7-10 pm; Sun 6-11 am.
C—Mon thru Sun 10 pm-midnight.
D—Tues thru Sun midnight-5 am.

8. SPOT ANNOUNCEMENTS

1 MINUTE PER YR:	AAA	AA	A	B	C
1 x	85	65	55	30	25
24 x	78	60	49	27	22
48 x	72	56	43	24	20
78 x	67	53	40	22	18
156 x	62	50	38	20	16
312 x	58	48	36	18	14
624 x	55	45	35	17	12
936 x	53	43	34	16	11
1248 x	50	40	33	15	10
30 SECONDS					
1 x	68	52	44	24	20
24 x	63	48	40	22	18
48 x	58	45	35	20	16
78 x	54	43	32	18	15
156 x	50	40	30	16	13
312 x	47	38	29	15	12
624 x	44	36	28	14	11
936 x	42	34	27	13	10
1248 x	40	32	26	12	9
10 SECONDS					
1 x	51	39	33	18	15
24 x	47	36	30	17	14
48 x	44	34	26	15	12
78 x	41	32	24	14	11
156 x	38	30	23	12	10
312 x	35	29	22	11	9
624 x	33	27	21	10	8
936 x	32	26	20	9	7
1248 x	30	24	19	8	6

AAA only: 1x rate.

7. PACKAGE PLANS

1 MINUTE PER WK:	AAA	AA	A	B	C
6 ti	72	56	43	24	20
12 ti	67	53	41	22	18
18 ti	63	50	39	20	16
24 ti	59	48	37	18	14
30 ti	55	46	35	17	13
30 SECONDS					
6 ti	58	45	35	26	16
12 ti	54	43	32	18	15
18 ti	51	41	31	16	13
24 ti	48	39	29	15	12
30 ti	44	37	28	14	11
10 SECONDS					
6 ti	44	34	26	15	12
12 ti	41	32	24	14	11
18 ti	38	31	23	12	10
24 ti	36	30	22	11	9
30 ti	33	28	21	10	8

Not combinable with annual frequency rate.
Maximum 50% AAA/AA.

ECONOMY PLAN
(20% AAA/AA, 50% A, 20% B, 10% C)

	1 min	30 sec	10 sec
10 ti	340	230	210
20 ti	640	520	400
30 ti	900	720	540

Preemptible without notice.

10. SPECIAL FEATURES
NEWSCASTS/SPORTS/TRAFFIC

PER YR:	1x	24x	78x	156x	312x	624x
*AAA/AA	90	85	80	75	70	65
A	70	65	60	55	50	45
B/C	50	45	40	35	30	25

(*) Rotate AAA & AA on wkly basis.
NOTE: 20% of above amounts is for news costs other than charges for radio broadcasting facilities.

(D)

KGRB
1963
WEST COVINA

Media Code 4 205 3870 4.00
Bobert Burdette & Associates, Inc., 751 Echelon Ave., City of Industry, Calif. 91744. Phone 213-330-5211. Los Angeles phone 213-686-0300.

STATION'S PROGRAMMING DESCRIPTION
KGRB: Programmed for adults of all ages. MUSIC: variety MOR with emphasis on some of older standards. NEWS: UPI wire service with 5 min news and weatherwatch at :60; 2 min headlines and weatherwatch at :30. Beeper phone for local events. SPORTS: 5 min program M-F at 4:05 pm. Remote broadcasting from special booth at Fair. Rec'd 2/22/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert Burdette.
Program Director—Gloria Burdette.

3. FACILITIES
250 w.; 900 kc. Directional.
Operating schedule: Sunrise to local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
FM facilities: KBOB (FM).

TIME RATES
Eff 7/1/65—Rec'd 7/12/65.
AA—6:30-9:30 am & 3:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	26x	52x	156x	260x	312x
1 min	12.00	11.00	10.00	9.00	8.50	8.00
30 sec	10.00	9.00	8.00	7.00	6.50	6.00
CLASS A						
1 min	11.00	10.00	9.00	8.00	7.50	7.00
30 sec	9.00	8.00	7.00	6.00	5.50	5.00

16 sec: 50% of 30-sec.

7. PACKAGE PLANS

CLASS AA 1 WEEK PER WK:	10 ti	20 ti	35 ti	50 ti	75 ti	100 ti
1 min	9.00	8.00	7.00	6.50	6.00	5.50
30 sec	7.00	6.25	5.50	5.15	4.75	4.40
5 WEEKS						
1 min	8.50	7.50	6.50	6.00	5.50	5.00
30 sec	6.50	5.75	5.00	4.65	4.25	3.90
14 WEEKS						
1 min	8.00	7.00	6.00	5.50	5.00	4.50
30 sec	6.00	5.25	4.50	4.15	3.75	3.40
27-52 WEEKS						
1 min	7.50	6.50	5.50	5.00	4.50	4.00
30 sec	5.50	4.75	4.00	3.65	3.25	2.90
CLASS A 1 WEEK						
1 min	8.00	7.00	6.00	5.50	5.00	4.50
30 sec	6.00	5.50	5.00	4.75	4.50	4.25
5 WEEKS						
1 min	7.50	6.50	5.50	5.00	4.50	4.00
30 sec	5.50	5.00	4.50	4.25	4.00	3.75
14 WEEKS						
1 min	7.00	6.00	5.00	4.50	4.00	3.50
30 sec	5.00	4.50	4.00	3.75	3.50	3.25
27-52 WEEKS						
1 min	6.50	5.50	4.50	4.00	3.50	3.00
30 sec	4.50	4.00	3.50	3.25	3.00	2.75

SHORT TERM WEEKLY PACKAGE—ROS

PER WK:	10 ti	15 ti	20 ti	25 ti	50 ti	75 ti	100 ti
30 sec	5.00	4.75	4.50	4.25	4.00	3.50	3.00

8. PROGRAM TIME RATES

CLASS AA	1x	26x	52x	156x	260x	312x
1 hr	118.00	108.00	100.00	94.00	88.00	82.00
1/2 hr	74.00	68.00	65.00	62.00	59.00	56.00
1/4 hr	39.50	36.50	35.00	33.50	32.00	30.50
10 min	30.00	28.00	27.00	26.00	25.00	24.00
5 min	18.00	17.00	16.50	16.00	15.50	15.00
CLASS A						
1 hr	98.00	86.00	80.00	74.00	68.00	62.00
1/2 hr	61.00	55.00	52.00	49.00	46.00	43.00
1/4 hr	32.50	29.50	28.00	26.50	25.00	23.50
10 min	24.00	22.00	21.00	20.00	19.00	18.00
5 min	15.00	14.00	13.50	13.00	12.50	12.00

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS	1x	26x	52x	156x	260x	312x
AA	20.00	19.50	19.00	18.50	18.00	17.50
A	17.00	16.50	16.00	15.50	15.00	14.50
2-MINUTE NEWSCASTS						
AA	15.00	14.50	14.00	13.50	13.00	12.50
A	12.50	12.00	11.50	11.00	10.50	10.00

KIEV
1931
GLENDALE

NAB

Media Code 4 205 3900 9.00
Southern California Broadcasting Co., 106 N. Glendale Ave., Glendale, Calif. 91206. Phones 213-245-2385, 244-8483.

STATION'S PROGRAMMING DESCRIPTION
KIEV: MUSIC: features rock Golden Oldies interspersed with current rock hits aimed at 18-39 young marrieds. Contests are featured. NEWS: at :15 & :45, covering national, international & local. Stock reports direct from exchanges 2/x daily. SPORTS: at 7:30 am & 4:30 pm; horse racing recalls from local tracks daily. Time signals after every record & weather reports every 1/4 hr. Rec'd 1/29/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—William J. Beaton.
Vice-Pres. & Gen'l Sales Mgr.—Ronald W. Beaton.
National Sales Manager—Fred S. Beaton.

3. FACILITIES
5,000 w. days; 870 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Program contracts subject to cancellation on 14 days prior written notice.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 22 Eff 2/1/75—Rec'd 2/17/75.

8. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	35.00	32.50	29.50	28.00	26.00	23.00
30 sec	28.00	26.00	23.50	22.00	20.50	18.00

10 sec: 50% of 1-min.
Minutes & 30-sec may be combined to earn lower rate. 2 10-sec spots count as 1 unit when combined with longer spots to determine lower rate.

9. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	250	150	100	50

9. PARTICIPATING PROGRAMS
Mr. Blackwell—Mon thru Fri noon-2 pm, 1 min 65.00; 30 sec 52.00; program adjacency min 35.00.

10. SPECIAL FEATURES
5-min News or Sports, flat 50

Edited by William J. Beaton.

(D)

CALIFORNIA

KJLH (FM)
1965
COMPTON

Independent Black

R A B

Subscriber to the NAB Radio Code
Media Code 4 205 3930 6.00
John Lamar Hill, 3847 Crenshaw Blvd., Los Angeles, Calif. 90008. Phone 213-299-2992.

STATION'S PROGRAMMING DESCRIPTION
KJLH (FM): Programmed for young adults and adults 18-49.
MUSIC: contemporary, MOB, B & B, top 40, pop, jazz & Latin. AIR PERSONALITIES M-Sat. Featured recording artist 7-7:30 pm M-Sat. NEWS: at :60. COMMERCIAL POLICY: 12 minutes maximum. RELIGIOUS: 14 Nego churches Sun. Rec'd 5/14/74.

1. PERSONNEL
Owner—John L. Hill.
Station Manager—Rod McGrew.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 14e.
Basic Rates: 21b, 22a, 23a, 24a, 28c, 29b, 33b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61b, 62d.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 7/11/73.
AA—Mon thru Sat 6 am-8 pm; Sun all day.
A—Mon thru Sat 8 pm-midnight.
B—Mon thru Sat midnight-6 am. Rates on request.

7. PACKAGE PLANS

1 MINUTE PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
AA	16.00	15.50	15.00	14.50	14.00
A	14.50	14.00	13.50	13.00	12.50
30 SECONDS					
AA	13.60	13.20	12.80	12.40	12.00
A	12.40	12.00	11.60	11.20	10.80

10 sec: 50% of 1-min.
Fixed position, extra 10%.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk or more—10%

8. PROGRAM TIME RATES

	AA 1 hr	AA 1/2 hr	A 1 hr	A 1/2 hr
Ea	108	66	65	40

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk or more—10%

10. SPECIAL FEATURES
5-MINUTE NEWSCAST

	AA	A
Open, close, 1-min spot	32	26

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk or more—10%

KKAR
1960
POMONA

R A B

Media Code 4 205 3960 3.00
Bassett Broadcasting Corp., Box 1220, 1430 E. Phillips Blvd., Pomona, Calif. 91769. Phone 714-623-3434.

STATION'S PROGRAMMING DESCRIPTION
KKAR: Modern Country Format.
MUSIC: 90% country hits of past 6 years. Concentration on top 30 current hits. 10% news and local weather. Frequent actualities. In depth weather reports. Ski information, remote broadcasts on special occasions. AIR PERSONALITIES with heavy community identification. Contact Representative for further details. Rec'd 1/8/74.

1. PERSONNEL
President—Joe Bassett.
Vice Pres. & Gen'l Mgr.—Ken Reeth.
Station Manager—Armand Kovitz.

2. REPRESENTATIVES
John Andy Potter Co.

3. FACILITIES
250 w. days; 1220 kc. Directional.
Operating schedule: 6 am-local Sunset. PST.

4. AGENCY COMMISSION
15% time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.: Cont Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/74—Rec'd 1/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50

30 sec: 75% of 1-min.

7. PACKAGE PLANS

SATURATION PER WK:	60 ti	54 ti	48 ti	42 ti	36 ti
1 min	390	367	340	310	275
	30 ti	24 ti	18 ti	12 ti	
1 min	237	195	150	105	

(This listing continued on next page)

CALIFORNIA

Los Angeles Urban Area—KKAR—Cont'd

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150.00	90.00	60.00	45.00	30.00
13 x	145.00	87.00	58.00	43.50	29.00
26 x	140.00	84.00	56.00	42.00	28.00
52 x	135.00	81.00	54.00	40.50	27.00
104 x	130.00	78.00	52.00	39.00	26.00
156 x	125.00	75.00	50.00	37.50	25.00
260 x	120.00	72.00	48.00	36.00	24.00
312 x	115.00	69.00	46.00	34.50	23.00

DISCOUNT
13 wk—10% 26+ wk—15%

KKOP (FM)

1960
REDONDO BEACH
RAB

Media Code 4 205 3990 0.00
Jack Barry Enterprises, 1617 S. Pacific Coast Hwy., Redondo Beach, Calif. 90277. Phone 213-540-5567, 772-5718.

STATION'S PROGRAMMING DESCRIPTION
KKOP (FM): Programmed for adults.
MUSIC: Contemporary. NEWS: daily newscasts, am & pm stock reports weekdays; daily community calendar. Contact Representative for further details. Rec'd 7/10/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David R. Greene.
Program Director—Jeanine Fox.
Sales Manager—Robert L. Eames.

2. REPRESENTATIVES
Michael Fulford Company, Inc.

3. FACILITIES
EBP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 489 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b. 3a. 3d. 4a. 5. 6a. 7a. 8.
Rate Protection: 10a. 11a. 12a. 13a. 14a.
Basic Rates: 20b. 21a. 22b. 23a. 24a. 24c. 25a. 26. 28c. 31. 33c.
Contracts: 40a. 42b. 42d. 44a. 45. 46. 48. 49. 51b.
Comb.; Cont. Discounts: 60a. 61a. 62d.
Cancellation: 70a. 70d. 71a. 72. 73b.
Prod. Services: 80. 82.

TIME RATES
No. 21 Eff 1/1/75—Rec'd 1/6/75.

7. PACKAGE PLANS

TAP

PER MO:	20 ti	40 ti	80 ti	100 ti	120 ti
PER WK:	6 ti	12 ti	24 ti	30 ti	36 ti
1 min	14.00	12.75	11.75	11.00	10.00
30 sec	11.00	10.25	9.75	9.25	8.50
15 sec	8.50	8.25	7.75	7.50	7.00

BULK

PER YR:	1 min	30 sec	15 sec
2400 x	8.75	7.25	6.00
3600 x	8.25	6.75	5.50

DISCOUNT
13 wk—5% 26 wk—10%

8. PROGRAM TIME RATES
1 hr 75.00

10. SPECIAL FEATURES
NEWSCASTS AND FEATURES
2-5 min—2x 1-min, TAP schedule.
6-10 min—3-1/2x 1-min TAP schedule.

KNAC

1961
LONG BEACH
NAFMB

Media Code 4 205 4020 5.00
Harden Broadcasting Co., F & M Bldg., 320 Pine Ave., Long Beach, Calif. 90812. Phone 213-437-0366; Los Angeles 213-775-8172; Orange County 714-840-1611.

STATION'S PROGRAMMING DESCRIPTION
KNAC: Programmed for young adults, primarily 18-49.
MUSIC: progressive rock. AIR PERSONALITIES handle all segments. NEWS: 14x daily, network news 4x daily. Earth news 4x daily. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—James Harden.
Program Director—Ronny McCoy.
Sales Manager—Harvey Levitt.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Los Angeles—Dwyer Broadcast Sales & Services.

3. FACILITIES
ERP 1,600 w. (horiz.), 1,600 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15% on station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4d. 5. 6a. 7a.
Rate Protection: 10a. 11a. 12a. 13a. 14b. 15b. 16.
Basic Rates: 20b. 21b. 22a. 23a. 24a. 25b. 26. 23c. 29b. 30. 31. 33a.
Contracts: 40a. 42b. 42d. 44b. 47a. 47c. 48. 51a.
Comb.; Cont. Discounts: 60h. 60i. 61b. 62b.
Cancellation: 70a. 70c. 71a. 73a.
Prod. Services: 80. 81. 82.

TIME RATES
No. 18 Eff 5/1/75—Rec'd 3/28/75.
AA—Mon thru Thurs 2 pm-midnight; Fri, Sat & Sun 10 am-midnight.
A—Mon thru Thurs 6 am-2 pm, Fri, Sat & Sun 6 am-10 am; Mon thru Sun midnight-2 am.
B—Mon thru Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
12 ti	23	15	9	19	13	8
18 ti	22	14	8	18	12	7
24 ti	21	13	7	17	11	6
30 ti	20	12	6	16	10	5
36 ti	19	11	5	15	9	4

DISCOUNT
13 wk—10% 26 wk—15%

KNOB (FM)

1949
LONG BEACH
Represented by
PRO / Meeker Radio

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 4050 2.00
Tennino Music Co., Inc., 505 N. Euclid, Anaheim, Calif. 92801. Phone 714-772-5662; Los Angeles phone 213-653-5662.

STATION'S PROGRAMMING DESCRIPTION
KNOB (FM): Programmed for adults.
Popular music, showtunes, film music and standards, instrumental and vocal. NEWS: 2 min news capsules on hour, weather at :30. COMMERCIAL POLICY: 2 1-minute spots permitted in 15 minute segments. Contact Representative for further details. Rec'd 11/12/71.

1. PERSONNEL
President—(Mrs.) Jeannette B. Banoczi.
General Manager—John R. Banoczi.

2. REPRESENTATIVES
PRO/Meeker Radio.
Los Angeles—John Andy Potter Co.

3. FACILITIES
EBP 79,000 w. (horiz.), 79,000 w. (vert.); 97.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 3a. 4a. 5. 6a. 7a. 8.
Rate Protection: 10a. 11a. 12d. 13d. 14d. 15b.
Basic Rates: 20a. 21a. 22a. 22a. 23a. 24b. 25b. 27. 28. 29b. 30. 33c.
Contracts: 40a. 42b. 44a. 45. 47b. 49. 51c.
Comb.; Cont. Discounts: 60a. 61a.
Cancellation: 70b. 70d. 71a. 72. 73a.
Prod. Services: 80. 81. 82.

TIME RATES
Eff————Rec'd 6/6/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	30	26	28	24	25	21
12 ti	29	25	27	23	24	20
18 ti	28	24	26	22	23	19
24 ti	27	23	25	21	22	18
30 ti	26	22	24	20	21	17

Submitted by John R. Banoczi.

KORJ (FM)

1961
GARDEN GROVE
RAB

Media Code 4 205 4062 7.00
West Coast Media, Inc., One City Blvd. W., Orange, Calif. 92668. Phone 714-997-0700.

STATION'S PROGRAMMING DESCRIPTION
KORJ (FM): Programmed for audience 25-39.
MUSIC: Blend of tunes by original artists, with hits by pop artists & select golden hits from past. COMMERCIAL POLICY: presented in clusters on quarter hour. Rec'd 6/2/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Reg Streeter.
Operations Manager—Ross W. Forbes.
Chief Engineer—N. A. (Ace) Simpson.

3. FACILITIES
ERP 3,000 w. 94.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b. 3a. 4a. 4d. 5. 6a. 7a.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 20b. 21b. 22b. 23a. 23b. 24a. 24b. 24c. 25c. 29a. 29b.
Contracts: 40a. 41. 44a. 46. 51a.
Comb.: Cont. Discounts: 60i.
Cancellation: 72. 73a. 73b.
Prod. Services: 80. 81. 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 8/1/74—Rec'd 7/30/74.
Prime—10 am-10 pm.
A—6-10 am & 10 pm-6 am.

7. PACKAGE PLANS

EA:	Per wk/ROS 6 ti	12 ti	24 ti	Per mo/ROS 30 ti	60 ti	90 ti	120 ti
1 min	11.00	10.75	10.50	10.50	10.35	10.20	10.00
30 sec	8.75	8.50	8.25	8.25	8.15	8.10	8.00

Guaranteed 2/3 Prime.
Fixed position, extra 25%.

BULK, PER YR:	Prime 300x	Prime 600+	A 300x	A 600+
1 min	10.00	9.00	8.00	7.00
30 sec	8.00	7.00	6.00	5.00

8. PROGRAM TIME RATES
1/4 hr (incl open & close plus 3 30-sec spots) 40
1/2 hr (incl open & close plus 5 30-sec spots) 70
1 hr (incl open & close plus 7 30-sec spots) 120

10. SPECIAL FEATURES
5-min news—Incl open & close plus 1 1-min spot, 13-wk minimum, ea 20.00.
Mini Ha-Ha Smile Feature—Approx. 90 sec, incl open & close plus 1 30-sec spot, ea 15.00.
Time Signals—10 sec, 50% of 1 min.
CONSECUTIVE WEEK DISCOUNT
13 wk—2% 26 wk—5% 52 wk—12%
Edited by Reg Streeter.

KPPC

1924
PASADENA

Media Code 4 205 4075 9.00
KPPC, Inc., 3844 E. Foothill Blvd., Pasadena, Calif. 91107. Phone 213-681-2486.

1. PERSONNEL
Gen'l & Commercial Mgr.—Erik North.

2. REPRESENTATIVES
Universal Broadcasting Corporation.

3. FACILITIES
100 w.; 1240 kc. Non-directional.
Operating schedule: Sun 7 am-midnight; Mon midnight-1 am & Wed 8 pm-midnight. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3d. 4a. 4d. 5. 6b. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b. 15c. 16.
Basic Rates: 20a. 21a. 21b. 21d. 22a. 22b. 23a. 23b. 24c. 25a. 26. 27. 28a. 28c. 29a. 29b. 30. 31. 33a.
Contracts: 40a. 41. 42a. 42c. 43. 44a. 44b. 45. 46. 47a. 48. 49. 50. 51a. 51c.
Comb.; Cont. Discounts: 60a. 60c. 60d. 60e. 60f. 60g. 60h. 60i. 61a. 61b. 62b.
Cancellation: 70b. 70c. 71a. 72. 73a. 73b.
Prod Services: 80. 82.

TIME RATES
Eff————Rec'd 5/6/74.

6. SPOT ANNOUNCEMENTS
1 min, flat, ea 5

KRLA

1941
PASADENA

AVERY-KNODEL, INC.

Media Code 4 205 4110 4.00
Oak Knoll Broadcasting Corp., 1491 South Oak Knoll, Pasadena, Calif. 91109. Phone 213-681-2591.
Sales Office: Suite 27, 310 N. San Vicente Blvd., Los Angeles, Calif. 90048. Phone 213-652-7521.

STATION'S PROGRAMMING DESCRIPTION
KRLA: Programmed for adults 20-50.
MUSIC: album cuts. SPORTS: National Hockey League play-by-play. Air traffic reports: 2 fixed wing aircraft 7-9 am & 4-6 pm, M-F. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 11/4/74.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Hal Mathews.
General Sales Manager—William J. McDowell.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1110 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6b. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b.
Basic Rates: 22a. 22b. 23a. 24a. 29a.
Contracts: 40a. 45. 46.
Comb.; Cont. Discounts: 61a. 61b. 62b.
Cancellation: 70a. 70c. 71a. 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 32 Rev. Eff 10/28/74—Rec'd 2/3/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	50	45	25
30 sec	40	35	15

7. PACKAGE PLANS

PER WK, 1/2AAA, 1/2AA:	12 ti	18 ti	24 ti
1 min	44	42	40
30 sec	34	32	30

Scheduled evenly over 6 days.
ANNUAL BULK

	6 am-7 pm 300x	500x	700x	1000x	7 pm-midnight 300x	500x	700x	1000x
1 min	39	38	37	36	24	23	22	21
30 sec	29	28	27	26	14	13	12	11

Edited by Hal Mathews.

(D)

KSRF (FM)

1960
SANTA MONICA

Media Code 4 205 4200 5.00
Santa Monica Broadcasting, Inc., 1700 Ocean Ave., Santa Monica, Calif. 90401. Phone 213-393-9681. Los Angeles phone 213-870-6181.
Mailing address: Box 5218, Santa Monica, Calif. 90405.

STATION'S PROGRAMMING DESCRIPTION
KSBF (FM): Programmed for adults 21 & over.
MUSIC: General popular & standards, 2 chorals & 4 single vocals an hour, all other instrumental. NEWS: 10 5-min newscasts daily. Harbor, weather, beach, fishing reports in brief. Emphasis on local news. COMMERCIAL POLICY: commercials scheduled every quarter hour, maximum 8 minutes commercial time per hour. Contact Representative for further details. Rec'd 8/23/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—George A. Baron.

2. REPRESENTATIVES
Gert Bunchez and Associates.

3. FACILITIES
ERP 2,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 360 ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 1b. 2b. 3a. 2d. 4a. 4d. 5. 6b. 7b. 8.
Rate Protection: 15a. 15b. 16.
Basic Rates: 20b. 21a. 21d. 22b. 23a. 24c. 25c. 26. 28a. 29a. 31. 33d.
Contracts: 40a. 42a. 42c. 43. 44a. 44b. 45. 46. 47c. 48. 49. 50. 51a. 51c.
Comb.; Cont. Discounts: 60a. 60c. 60d. 60e. 60f. 60g. 61a. 61b. 62d.
Cancellation: 70b. 70c. 71a. 72. 73a. 73b.
Prod. Services: 80. 81. 82.

TIME RATES
Eff 1/1/75—Rec'd 6/27/75.

6. SPOT ANNOUNCEMENTS

	1 ti	11 ti	21 ti	31 ti	51-70
1 MINUTE					
Open	15.00	14.00	13.50	13.00	12.50
13 wk	14.50	13.50	13.00	12.50	12.00
26 wk	14.00	13.00	12.50	12.00	11.50
52 wk	13.50	12.50	12.00	11.50	11.00
30 SECONDS					
Open	11.00	10.00	9.50	9.00	8.50
13 wk	10.50	9.50	9.00	8.50	8.00
26 wk	10.00	9.00	8.50	8.00	7.50
52 wk	9.50	8.50	8.00	7.50	7.00

10. SPECIAL FEATURES
NEWS HEADINES/LOCAL WEATHER SPONSORSHIPS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
Cost	62.50	120.00	172.50	220.00	250.00

Incl 10 sec open & 30 sec close plus 30 sec spot.
Edited by George A. Baron.

KTYM

1958
INGLEWOOD

Media Code 4 205 4230 0.00
Trans-American Broadcasting, 6803 West Blvd., Inglewood, Calif. 90302. Phone 213-678-3731.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. J. Williams.
Ass't to Pres. & Gen'l Mgr.—Gerardo Borrego.
Sales Director—E. L. Brooks.

3. FACILITIES
5,000 w. days; 1460 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15% on time and talent, no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a. 4a. 5. 6a.
Rate Protection: 10c.
Basic Rates: 20a. 20b. 21a. 21b. 21d. 22a. 27.
Contracts: 40a. 41. 45. 47a. 48. 49.
Comb.; Cont. Discounts: 61a. 62.
Cancellation: 70b. 71a. 72. 73a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/66—Rec'd 5/26/66.
AA—Mon thru Fri 6:30-9:30 am & 3:30-6:30 pm.
A—Mon thru Fri—All other time.

6. SPOT ANNOUNCEMENTS

	Per wk 1 ti	10 ti	26 ti	52 ti
1 MIN:				
AA	10.00	9.50	9.00	8.50
A	9.50	8.75	8.50	8.00
20/30 SEC:				
AA	9.00	8.50	8.00	7.50
A	8.50	8.25	7.50	7.00

8. PROGRAM TIME RATES

1 HR:	1x	5x	20x	180x	360x
AA	105	102	100	98	95
A	100	98	95	92	90

1/2 hr: 60% of hour. 10 min: 33-1/3% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

10. SPECIAL FEATURES
News Headlines on the hour—1-1/4 applicable minute rate.
Weather Reports at :30—1-1/4 applicable minute rate.

KUTE (FM)

1951
GLENDALE

Media Code 4 205 4260 7.00
Progress Radio Network, Inc., 512 E. Wilson, Glendale, Calif. 91206.
Business Office: 5900 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-247-5883.

STATION'S PROGRAMMING DESCRIPTION
KUTE (FM): Program format Contemporary, featuring adult R & B albums, popular jazz & contemporary blues. Commercial clustered. NEWS: 4 min at :40. Local coverage with extended reports. COMMERCIAL POLICY: 15 units per hour maximum. :30 & :00 only. Contact Representative for further details. Rec'd 6/29/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Arnold Schorr.
General Sales Manager—Robert Reich.
Business Manager—Shirley Fell.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 640 w. (horiz.), 640 w. (vert.); 101.9 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 5800 feet above sea level.

4. AGENCY COMMISSION
15%. Bills rendered on 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 2a. 3a. 4a. 4d. 5. 6a. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 20a. 22a. 22b. 23a. 29a.
Contracts: 40a. 42a. 45. 46.
Comb.: Cont. Discounts: 60a. 62d.
Cancellation: 73a.
Sold in combination with KGFJ, Los Angeles. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/1/74—Rec'd 7/29/74.
AA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight; Sun noon-9 pm.
A—All other times.
B—Mon thru Sun 1-4:30 am.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	234x	312x	468x	624x	936x
1 MIN:								
AA	38	32	25	24	23	22	21	20
A	32	27	22	21	20	19	18	17
30 SEC:								
AA	29	26	20	19	18	17	16	13
A	25	22	18	17	16	15	14	13

(This listing continued on next page)

7. PACKAGE PLANS

PER WK, 1 MIN:	12 tl	18 tl	24 tl	36 tl	48 tl
AA	25	24	23	22	21
A	22	21	20	19	18
30 SEC:					
AA	20	19	18	17	16
A	18	17	16	15	14

8. PROGRAM TIME RATES

AA:	1x	26x	52x	104x	208x	312x
1 hr	220	210	200	195	190	185
1/2 hr	140	130	125	120	115	110
1/4 hr	100	97	94	91	88	85
10 min	90	87	84	81	78	75
5 min	60	58	56	54	52	50
A:						
1 hr	180	175	170	165	160	155
1/2 hr	110	106	102	98	94	90
1/4 hr	80	77	74	71	68	65
10 min	75	72	69	66	63	60
5 min	50	48	46	44	42	40

10. SPECIAL FEATURES
News & Sports. Incl open & close plus 1-min spot —1 min plus 50%.
Other features. Incl open & close plus 30-sec spot —30 sec plus 60%.
Strip of 6—12x rate.

KVFM (FM)

1958
SAN FERNANDO
Subscriber to the NAB Radio Code

Media Code 4 205 4290 4.00
Pacific Western Broadcasting Corp., 8155 Van Nuys Blvd., Panorama City, Calif. 91402. Phone 213-787-6000.

STATION'S PROGRAMMING DESCRIPTION
KVFM (FM): MUSIC: MOR with unique personalities. Contact Representative for further details. Rec'd 7/10/75.

1. PERSONNEL
President—John Shepard.
Vice-Pres. & Gen'l Mgr.—Jerry Isenberg.
News Director—Jack Roth.
2. REPRESENTATIVES
Radio Times Sales/International.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,025 ft. above sea level.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
No. 1-A Eff 1/1/75—Rec'd 3/24/75.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
7 tl	24	20	20	16	14	11
14 tl	22	18	18	14	12	9
21 tl	20	16	16	12	10	7
28 tl	18	14	14	10	8	6
35 tl	16	12	12	9	—	—

7. PACKAGE PLANS

BTA:	7 tl	14 tl	21 tl	28 tl	35 tl
1 min	17	15	13	11	9
30 sec	13	11	9	7	6

10. SPECIAL FEATURES
All Nite Show—Mon thru Sun midnight-6 am, 1 min, flat 2.00.
Submitted by Jerry Isenberg.

KWIZ

1926
SANTA ANA

Media Code 4 205 4305 0.00
Voice of the Orange Empire, Inc., Ltd., 3101 W. Fifth St., Santa Ana, Calif. 92703. Phone 714-839-4220.

STATION'S PROGRAMMING DESCRIPTION
KWIZ: Programmed for adults 18-49.
MUSIC: mixture of general popular standards which includes past hits and selected new releases. Audience participation with talk/music at 6-10 am. 5 additional air personalities. NEWS: 5 min on hour with extended coverage of local and regional news. Contact Representative for further details. Rec'd 11/29/72.

1. PERSONNEL
President—Philip C. Davis.
Exec. V.-P. & Gen'l Mgr.—Bill Weaver.
General Sales Manager—Jack Bell.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Los Angeles 90048—Jack Bell, 8111 Beverly Blvd. Phone 213-651-5925.
San Francisco 94111—Joan Wagner, Jane Seaman, 260 California. Phone 415-391-0286.
3. FACILITIES
5,000 w. days 1,000 w. nights; 1480 kc.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0; time only. Bills rendered and payable monthly. Payments after 60 days, extra 2%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
*Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60k, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
(*) Except for 52 week advertisers.

TIME RATES
AM/FM COMBINATION
No. 25 Eff 8/1/74—Rec'd 9/4/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 5-6 am & 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 WK:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
6 tl	44.00	33.00	18.00	36.00	27.00	14.50
12 tl	42.00	32.00	17.00	34.00	26.00	14.00
18 tl	40.00	30.00	16.00	33.00	24.00	13.50
24 tl	38.00	28.50	15.00	31.00	23.00	12.50
30 tl	36.00	27.00	14.00	29.00	22.00	12.00
36 tl	34.00	25.00	13.00	28.00	21.00	11.50
13 WK:						
6 tl	42.00	31.00	17.00	34.00	25.00	13.50
12 tl	40.00	30.00	16.00	32.00	24.00	13.00
18 tl	38.00	28.00	15.00	31.00	22.50	12.50
24 tl	36.00	27.00	14.00	29.00	21.50	12.00
30 tl	34.00	25.50	18.00	27.00	20.50	11.50
36 tl	32.00	23.50	12.00	25.00	19.50	10.50
52 WK:						
6 tl	40.00	30.00	16.00	32.00	24.00	13.00
12 tl	38.00	29.00	15.00	30.00	23.00	12.50
18 tl	36.00	27.00	14.50	29.00	21.50	12.00
24 tl	34.00	26.00	13.50	27.00	20.50	11.50
30 tl	32.00	24.50	12.50	25.00	20.00	11.00
36 tl	30.00	23.50	11.50	24.00	19.00	10.00

C: 50% of B.
10 sec: 50% of 1-min. May be added on 2 for 1 basis.

AM ONLY
No. 25A Eff 10/25/74—Rec'd 10/28/74.

7. PACKAGE PLANS

ACE PLAN—2/3AA, 1/3A

WK:	10 tl	15 tl	20 tl	25 tl	30 tl	35 tl	40 tl
1 min	34.50	33.00	31.50	30.00	28.50	27.00	25.50
30 tl	27.50	26.50	25.00	24.00	23.00	21.50	20.50

BEAUTIFUL PLAN—1/2AA, 1/2A

1 min	33.00	31.50	30.00	28.50	27.00	25.50	24.00
30 sec	26.50	25.50	24.00	23.00	22.00	20.50	19.50

CLEVER PLAN—1/3AA, 2/3A

1 min	31.50	30.00	28.50	27.00	25.50	24.00	22.50
30 sec	25.50	24.50	23.00	22.00	21.00	19.50	18.50

DANDY PLAN—1/2AA, 1/4A, 1/4B

1 min	30.50	29.00	27.50	26.00	24.50	23.00	21.50
30 sec	24.50	23.50	22.00	21.00	20.00	18.50	17.50

EXCELLENT PLAN—40%AA, 40%A, 20%B

1 min	30.00	28.50	27.00	25.50	24.00	22.50	21.00
30 sec	24.00	23.00	21.50	20.50	19.50	18.00	17.00

FINE PLAN—1/4AA, 1/2A, 1/4B

1 min	28.50	27.00	25.50	24.00	22.50	21.00	19.50
30 sec	22.00	21.00	20.00	19.00	18.00	17.00	16.00

GREAT PLAN—1/3AA, 1/3A, 1/3B

1 min	27.00	25.50	24.50	23.00	22.00	20.50	19.00
30 sec	21.50	20.50	19.50	18.50	17.50	16.50	15.50

HANDY PLAN

1 min	25.00	23.50	22.00	21.00	20.00	18.50	17.50
30 sec	20.00	19.00	18.00	17.00	16.00	15.00	14.00

KWIZ-FM

1948
SANTA ANA

Media Code 4 205 4306 8.00
Voice of the Orange Empire, Inc., Ltd., 3101 W. 5th St., Santa Ana, Calif. 92703. Phone 714-839-4220.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KWIZ-FM: Programmed for adults.
MUSIC: Rock. Selected current hits. NEWS: 1 min local & regional every other hr. Contact Representative for further details. Rec'd 4/8/72.

1. PERSONNEL
Exec. Vice-Pres. & Prog. Dir.—Bill Weaver.
8. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 175 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KWIZ. See that listing for rates.

TIME RATES
No. 2 Eff 8/1/74—Rec'd 9/4/74.
AA—Mon thru Fri 6 am-7 pm; Sat & Sun 10 am-7 pm
A—Mon thru Sun 7 pm-midnight; Sat 6-10 am.
B—Mon thru Sat midnight-6 am; Sun midnight-9 am.

6. SPOT ANNOUNCEMENTS

WKLY:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
1 tl	13	11	8	11	9	7
10 tl	12	10	7	10	8	6
20 tl	11	9	6	9	7	5
30 tl	10	8	5	8	6	4
40 tl	9	7	4	7	5	3

10 sec: 50% of 1-min.
Fixed position: Extra 1.00.

KWKW

1942
PASADENA

Independent Spanish

A Lotus Communications Corporation Station

Media Code 4 205 4320 9.00
Lotus Communications Corp., 6777 Hollywood Blvd., Hollywood, Calif. 90028. Phone 213-466-8111.

STATION'S PROGRAMMING DESCRIPTION
KWKW: Programmed 100% Spanish. Emphasis on music, news, weather & sports with special news coverage on the scene with news mobile unit. Special program 11:30 pm-midnight, M-F, covering community problems. NEWS: every half hour & at :60, sports within news. M-Sun. Remote broadcasts for special events such as soccer & parades, weekly remotes on Sun. Contact Representative for further details. Rec'd 7/31/74.

1. PERSONNEL
President—Howard A. Kalmenson.
Vice-Pres. & Gen'l Mgr.—Norman L. Posen.
Sales Manager—Shayle Ray.
2. REPRESENTATIVES
GCI Sales, Inc.
East Coast—Caballero Spanish Media, Inc.
Los Angeles, San Francisco—Lotus Reps.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60i, 60j.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 17 Eff 6/1/75—Rec'd 7/25/75.
AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.
B—Midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)
6 tl	46	37	40	32	34	27	20	16
12 tl	44	35	38	30	32	25	18	14
18 tl	42	33	36	28	30	23	16	12

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	12 tl	18 tl	24 tl	30 tl
1 min	36	34	32	31
30 sec	29	27	25	23

TAP—1/4AAA, 1/4AA, 1/4A, 1/4B

1 min	32	30	28	27
30 sec	26	24	22	20

Submitted by Norman L. Posen.
(CB)

KWOW

1947
POMONA

NAB R A B

Media Code 4 205 4330 8.00
KWOW, South Mills & Olive Rds., Pomona, Calif. 91766. Phones 714-628-5541, 213-331-0794.

STATION'S PROGRAMMING DESCRIPTION
KWOW: Programmed for adults, 18-49.
music: A blend of standards & general popular music. Format combines two past hits with one current hit. Oldies from 1955 to present time. AIR PERSONALITIES with emphasis on information about oldies, artist interviews, comedy, phone discussions, local & regional happenings. Hourly contests. Continuous remotes. NEWS: 5 min at :00. Network news with extended local & regional coverage. Local sports, air traffic watch & golf reservation availabilities. Contact Representative for further details. Rec'd 6/12/72.

1. PERSONNEL
General Manager—Dean H. Wickstrom.
General Sales Manager—Dean T. Wickstrom.
Operations Manager—Jon Wickstrom.
2. REPRESENTATIVES
Selcom, Inc.
Los Angeles 90049—Jim Swallow, 5909 W. 3rd St. Phone 213-931-1321.
3. FACILITIES
5,000 w. days. 500 w. nights; 1600 kc.
Non-directional.
Operating schedule: 24 hours. PST.
4. AGENCY COMMISSION
15/0 on net time.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 41, 45, 46.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 71a, 72, 73a.

TIME RATES
No. 29 Eff 3/1/75—Rec'd 2/5/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 5-6 am & 10 am-3 pm; Sat 5-10 am.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

	AA 1 wk	AA 13 wk	AA 26 wk	AA 52 wk	A 1 wk	A 13 wk	A 26 wk	A 52 wk
Fixed	35	33	31	29	29	27	25	23
1 tl	34	32	30	28	27	26	24	22
6 tl	33	31	29	27	25	24	22	20
12 tl	31	29	27	25	24	22	20	18
18 tl	29	27	25	23	22	20	18	16
24 tl	27	25	23	21	20	18	16	14
36 tl	25	23	21	19	18	16	14	13
	B				C			
Fixed	20	19	18	17	16	15	14	13
1 tl	19	18	17	16	15	14	13	12
6 tl	18	17	16	15	14	13	12	11
12 tl	17	16	15	14	12	11	10	9
18 tl	16	15	14	13	11	10	9	8
24 tl	15	14	13	12	10	9	8	7
36 tl	14	13	12	11	9	8	7	6

30 SECONDS/LESS

	AA				A			
Fixed	28	26	24	22	23	22	21	20
1 tl	27	25	23	21	22	21	20	18
6 tl	26	24	22	20	21	19	17	16
12 tl	24	22	20	19	19	17	15	14
18 tl	22	20	18	17	17	15	13	12
24 tl	21	19	17	16	16	14	12	11
36 tl	20	18	16	15	15	13	11	10
	B				C			
Fixed	18	17	16	15	14	13	12	11
1 tl	17	16	15	14	13	12	11	10
6 tl	16	15	14	13	12	11	10	9
12 tl	15	14	13	12	11	10	9	8
18 tl	14	13	12	11	10	9	8	7
24 tl	13	12	11	10	9	8	7	6
36 tl	12	11	10	9	8	7	6	5

KYMS (FM)

1964
SANTA ANA

R A B

Media Code 4 205 4340 7.00
Southwestern Broadcasters, Inc., 1601 N. Bristol, Santa Ana, Calif. 92706. Phone 714-835-1063.
Studio phone 714-558-1234.

STATION'S PROGRAMMING DESCRIPTION
KYMS (FM): Programmed for general mass appeal.
MUSIC: contemporary, hit single & album cuts. 5-minutes local news & sports at :10 & 3x in morning drive. Public affairs & community involvement messages 4x hourly. Rec'd 8/26/74.

CALIFORNIA

1. PERSONNEL
President—Edward T. Shadek.
General Manager—Robert Wencel.
Program Operations Director—Dave Forman.
3. FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 800 ft. above average terrain.
4. AGENCY COMMISSION
15/0: time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4c, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 24a, 24c, 25a, 29b, 33d.
Contracts: 40a, 43, 45, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 73.

TIME RATES
No. 6 Eff 8/15/74—Rec'd 8/26/74.

6. SPOT ANNOUNCEMENTS

ROS/BTA

PER YR:	1872x	1248x	936x	624x	312x	156x	52x	1x
1 min	6.55	7.10	7.65	8.20	9.10	10.00	11.00	13.00
30 sec	4.85	5.30	5.70	6.15	6.85	7.60	8.25	9.00

10 sec: 50% of 1-min.
Fixed time: Extra 10%.

DISCOUNT

	24 tl	36 tl	52 tl	80 tl
Wkly	10%	15%	20%	25%
72 hr Sun thru Wed	15%	20%	25%	30%

7. PACKAGE PLANS
FOR ONE TIME ADVERTISERS
(Wkly rates do not earn discounts)

PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	10.00	9.60	9.25	8.95	8.55
30 sec	7.60	7.25	7.05	6.85	6.40

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
1 hr	84.00	76.00	72.00	68.00	64.00	60.00
1/2 hr	56.00	50.00	47.00	45.00	42.50	40.00
1/4 hr	28.00	26.00	25.00	23.00	22.00	21.00
10 min	18.65	17.90	17.20	16.35	15.70	15.10
5 min	12.25	11.75	11.50	10.90	10.50	10.10

LOS BANOS (1 AM; 1 FM)

Merced County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KLBS

1961
Subscriber to the NAB Radio Code

Media Code 4 205 4350 6.00
Los Banos Broadcasting Co., Box 1428, Los Banos, Calif. 93635. Phone 209-826-0578.
Other Office and Studio—North Mercy Springs and Henry Miller Rd., Los Banos, Calif. Phone 826-4996.

STATION'S PROGRAMMING DESCRIPTION
KLBS: Spanish, Portuguese, prog. rock.

1. PERSONNEL
Owner, Pres. & Gen'l Mgr.—John R. McAdam.
8. FACILITIES
500 w. days; 1330 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast 10 am-local sunset. For non-simulcast facilities see KLBS-FM.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Member: California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 1/24/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	250x	500x	750x
1 min	6.60	5.50	5.40	4.80	4.60	4.40
30 sec	5.30	4.40	4.30	3.85	3.75	3.50

7. PACKAGE PLANS

13 WK PKG, PER WK:	10 tl	26 tl	51 tl	75+
1 min	5.00	4.75	4.50	4.25
30 sec	4.00	3.75	3.50	3.25

KLBS-FM

1966
Subscriber to the NAB Radio Code

Media Code 4 205 4351 4.00
Los Banos Broadcasting Co., Box 1428, Los Banos, Calif. 93635. Phone 209-826-0578.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KLBS-FM: Progressive rock format.

1. PERSONNEL
Program Director—Mabel Marques.
3. FACILITIES
ERP 3,000 w.; 95.9 mc. Stereo.
Operating schedule: 7 am-11 pm. PST.
Partial simulcast operation. Operated separately 6-10 am & local sunset-11 pm. For simulcast facilities, see KLBS.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Member: National Spanish Language Network.

TIME RATES
Rates are identical to KLBS. See that listing.

LOS GATOS

Santa Clara County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KRVE (FM)

1966
Media Code 4 205 4352 2.00
Ethnic Radio, Inc., 5 University Ave., Los Gatos, Calif. 95030. Phone 408-354-6622.

STATION'S PROGRAMMING DESCRIPTION
KRVE (FM): Programmed for general & ethnic interest.

(This listing continued on next page)

CALIFORNIA

Los Gatos—KRVE (FM)—Continued

NEWS: 5 min each hr. 6-10 am & 4-5 pm. AIR PERSONALITIES handle all segments. Popular music midnight-noon; noon-2 pm Portuguese; 2-4 pm Spanish; 4-7 pm poular music; 7-9 pm Portuguese, French & Greek; 9 pm-midnight popular music. Sat. & Sun. similar. Contact Representative for further details. Rec'd 2/6/75.

1. PERSONNEL
General Manager—Joaquin Esteves.
Program Director—Gregg Spencer.
Operations Manager—Virginia Boehnke.

2. REPRESENTATIVES
The Sandberg-Glenn Company.

3. FACILITIES
ERP 250 circular; 95.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 860 ft. above average terrain.

4. AGENCY COMMISSION
15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11d, 12a, 13d, 14f, 15b, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24b, 24c, 25a, 26, 28c, 33b.
Contracts: 40a, 45, 47e.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.

TIME RATES
No. 3 Eff 6/1/75—Rec'd 7/11/75.
AA—Mon thru Fri 6 am-noon & 4-7 pm; Sat & Sun all day.
A—Mon thru Fri noon-4 pm & 7 pm-midnight.
B—Mon thru Fri midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA							
PER	1-12 wk				13 wk			
WK:	5 ti	10 ti	15 ti	20 ti	5 ti	10 ti	15 ti	20 ti
1 min	10.00	9.00	8.50	8.00	9.00	8.00	7.50	7.00
30 sec	8.00	7.20	6.80	6.40	7.20	6.40	6.00	5.60
	A							
1 min	8.00	7.00	6.50	6.00	7.00	6.00	5.50	5.00
30 sec	6.40	5.60	5.20	4.80	5.60	4.80	4.40	4.00
	B							

PER WK:	4-12 wk 1 min	4-12 wk 30 sec	13 wk 1 min	13 wk 30 sec
10 ti	4.00	3.20	3.00	2.40
20 ti	3.00	2.40	2.50	2.00

4 wk minimum.

Submitted by Virginia Boehnke.

MADERA (1 AM; 1 FM)

Madera County—Map Location D-7
See SRDS consumer market map and data at beginning of the State

KHOT
1958

Media Code 4 205 4410 8.00
KHOT, Inc., Box 67, Madera, Calif. 93637. Phone 209-674-8888.

STATION'S PROGRAMMING DESCRIPTION
KHOT: Modern Country-Western. Net news at :30.

1. PERSONNEL
Manager—Bob Entley.

2. REPRESENTATIVES
Mario Messina Company.
Los Angeles, San Francisco—Harlan G. Oakes, Inc.

3. FACILITIES
500 w. days. 1250 kc.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only. 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
FM facilities: KUUL.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	12 ti	18 ti	24 ti	30 ti
1 min	5.00	4.50	4.25	4.00
30 sec	4.00	3.60	3.40	3.20

7. PACKAGE PLANS

	—Per Wk— 30 ti	50 ti	—Per Mo— 100 ti	200 ti
1 min	120	175	380	700

KUUL
1974

Media Code 4 205 4426 4.00
KHOT, Inc., Box 67, 28180 Ave. 15, Madera, Calif. 93637. Phone 209-674-8888.
See Affiliated AM station for additional information.
AM facilities: KHOT.

STATION'S PROGRAMMING DESCRIPTION
KUUL: Programmed for 18-40.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 213 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	12 ti	18 ti	24 ti	30 ti
1 min	4.00	3.70	3.40	3.00
30 sec	3.20	2.95	2.75	2.40

MAMMOTH LAKES

Mono County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KMMT (FM)
1973

Media Code 4 205 4443 9.00
Mammoth Mountain FM Assoc., Inc., Box 1284, Mammoth Lakes, Calif. 93546. Phone 714-934-2591.

STATION'S PROGRAMMING DESCRIPTION
KMMT (FM): Programmed for adults 18-45.

1. PERSONNEL
Pres. & Gen'l Mgr.—David A. Digerness.

3. FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 6-2 am. PST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

PER MO:	10 ti	30 ti	60 ti	90 ti
15 sec	4.50	3.50	2.75	2.25
30 sec	5.50	4.50	3.50	3.00
1 min	7.00	6.00	5.00	4.50

MARYSVILLE

Yuba County—Map Location C-4
See SRDS consumer market map and data at beginning of the State

See Yuba City-Marysville

McFARLAND

Kern County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KXEM
1970

Spanish Language

RAB

Media Code 4 205 4477 7.00
KXEM Radio, Box 326, 1590 Avenida del Nuevo Sonido, McFarland, Calif. 93250. Phone 805-792-2128.

STATION'S PROGRAMMING DESCRIPTION
KXEM: Programming—100% Spanish.

1. PERSONNEL
Owner & Gen'l Mgr.—Jack O. Koonce.

3. FACILITIES
500 w.; 1590 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 12/1/74—Rec'd 12/27/74.

7. PACKAGE PLANS
ANNUAL BULK CONTRACTS

PER YR:	2500x	1500x	500x
1 min	3.75	3.95	4.95
30 sec	3.00	3.22	3.95
10/15 sec	2.20	2.45	3.05

Must run 7% of bulk contract per mo.

MONTHLY PLAN

PER MO:	120 ti	60 ti	40 ti	20 ti	1 ti
1 min	4.25	4.75	5.75	6.70	8.60
30 sec	3.45	3.80	4.50	5.30	6.90
10/15 sec	2.55	2.85	3.45	4.00	5.20

WEEKLY PLAN

PER WK:	50 ti	25 ti	15 ti
1 min	4.30	5.20	7.00
30 sec	3.45	4.50	5.70
10/15 sec	2.60	3.45	4.35

MENDOCINO (1 AM; 1 FM)

Mendocino County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KMFB
1966

NAB

Media Code 4 205 4485 0.00
Mathew V. and Maria J. Huber dba KMFB Radio, Box 367, Fort Bragg, Calif. 95437. Phone 707-964-5306.

1. PERSONNEL
Owner & Gen'l Mgr.—Mather V. Buber.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
1,000 w.; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KMFB-FM.

4. AGENCY COMMISSION
15/0 time only: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/74—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	200x	300x	500x	1000+
1 min	5.65	5.40	5.15	4.90	4.70	4.30	3.95
30 sec	5.10	4.45	4.35	4.20	4.10	3.85	3.65

10. SPECIAL FEATURES
NEWS:

	1x	50x	100x	200x	300x	500x	1000+
5 min	8.15	7.90	7.65	7.40	7.20	6.80	6.50

KMFB-FM
1966

NAB

Media Code 4 205 4486 8.00
Mathew V. & Maria J. Huber, Box 367, Fort Bragg, Calif. 95437. Phone 707-964-5306.
See affiliated AM station for additional information.

3. FACILITIES
Eff 3,000 w.; 92.7 mc.
Operating schedule: 6 am-11 pm. PST.
Antenna ht.: 165 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KMFB.

TIME RATES
Rates are identical to KMFB. See that listing.

MERCED (2 AM)

Merced County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KWIP
1958

Media Code 4 205 4530 3.00
KWIP Broadcasting, Inc., 2020 E. Childs Ave., Merced, Calif. 95340. Phone 209-722-1211.

1. PERSONNEL
General Manager—Keith L. Stine.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1 000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Jalco—No/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/1/72—Rec'd 2/28/73.

6. SPOT ANNOUNCEMENTS

ROS:	1x	100x	250x	500-1000x
1 min	7.00	6.00	5.00	4.00
30 sec	5.00	4.50	4.00	3.50
20 sec	4.00	3.50	3.00	2.50

7. PACKAGE PLANS

IMPACT, ROS:	10 ti	25 ti	50 ti	100 ti
1 min	50.00	112.50	200.00	350.00
30 sec	40.00	87.50	150.00	250.00
20 sec	30.00	70.00	125.00	200.00

KYOS
1936

NAB

Media Code 4 205 4560 0.00
Radio One, Inc., Box 717, 1744 G St., Merced, Calif. 95341. Phone 209-723-2191.

STATION'S PROGRAMMING DESCRIPTION
KYOS: top 100 & 1/3 gold records.

1. PERSONNEL
Pres. & Gen'l Mgr.—Maurice Hill.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 1480 kc. Directional—night only.
Operating schedule: 5:00 am-midnight daily and Sun. PST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with ATA Radio Network.

TIME RATES
No. 2 Eff 10/1/72—Rec'd 10/2/72.
AA—6-9 am & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	100x	250x	500x	750x	1000x
CLASS AA					
1 min	9.50	9.00	8.50	8.00	7.50
30 sec	7.60	7.20	6.80	6.40	6.00
CLASS A					
1 min	7.25	6.75	6.25	6.00	5.50
30 sec	5.80	5.40	5.00	4.80	4.60

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
CLASS AA							
1 min	9.50	9.25	9.00	8.75	8.50	8.25	8.00
30 sec	7.60	7.40	7.20	7.00	6.80	6.60	6.40
CLASS A							
1 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00
30 sec	6.00	5.80	5.60	5.40	5.20	5.00	4.80

10. SPECIAL FEATURES
NEWS

	1 ti	52 ti	104 ti	260 ti	365 ti
AA	15.00	14.50	14.00	13.50	13.00
A	12.00	11.75	11.50	11.25	11.00

Minutes, 30 sec, Newscasts, all time periods, may be combined for greater frequency discounts.

MODESTO (3 AM; 2 FM)

Plus 2 paid duplicate listings.
Stanislaus County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KBEE
1951

A McClatchy Beeline Station

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 4590 7.00
McClatchy Broadcasting, Box 3131, 1310 I St., Modesto, Calif. 95353. Phone 209-523-7756.

STATION'S PROGRAMMING DESCRIPTION
KBEE: Programmed for young adults 18-34.
MUSIC: hits from mid-50's to present. NEWS: local & national at :60. FARM: news 5:30-6 am & 12:10 pm. SPORTS: major league baseball & football. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
Manager—Jerry Rosenthal.

2. REPRESENTATIVES
Katz Radio.
McClatchy Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
1,000 w.; 970 kc. Directional
Operating schedule: 5.30 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61a, 61b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Katz Radio Network.
Member: California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 15 Eff 3/1/75—Rec'd 2/17/75.
AA—Mon thru Sat *5:45-10 am; Mon thru Fri noon-1 pm & 3:30-7 pm.
A—Mon thru Fri 10 am-noon & 1-3:30 pm; Sat 10 am-7 pm.
B—All other times.
(*) Choice of 5:45-9 am or 7-10 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	16.50	16.00	15.50	15.00	14.50
A	15.00	14.50	14.00	13.50	13.00
B	13.50	13.00	12.50	12.00	11.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
Plan I (1/2AA, 1/2*BTA)	15.00	14.50	14.00	13.50
Plan II (1/3AA, 2/3*BTA)	14.00	13.50	13.00	12.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(*) BTA not available Mon thru Fri 5:45-10 am or noon-1 pm.
AM only. Deduct 5.00 per spot.

8. PROGRAM TIME RATES
5:45 AM-8 PM

PER YR:	1x	26x	52x	104x	156x	260x	312x
1 hr	70.00	63.00	60.00	54.00	51.00	48.00	45.00
1/2 hr	37.00	35.00	33.00	31.00	30.00	28.00	27.00
1/4 hr	24.00	23.00	22.00	20.00	19.00	17.00	16.00
10 min	18.00	17.00	16.00	15.00	14.00	13.00	12.00
5 min	11.50	11.00	10.50	10.00	9.50	9.00	8.50

10. SPECIAL FEATURES
NEWS & FARM CHARGES
(Fully Commissionable)
1/2 hr 12.50 10 min 6.00
1/4 hr 7.50 5 min 3.50

KBEE-FM
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 4591 5.00
McClatchy Broadcasting, Box 3131, 1310 I St., Modesto, Calif. 95353. Phone 209-523-7756.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KBEE-FM: Programmed for adults 25+.
MUSIC: Instrumental music with 90 seconds news & weather at :30. FARM: news 5:30-6 am. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 10/4/74.

3. FACILITIES
ERP 10.500 w.; 103.3 mc.
Operating schedule: 5:30 am-midnight. PST.
Antenna ht.: 150 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KBEE. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 7/1/74—Rec'd 11/1/74.

PER MO:	1 ti	30 ti	60 ti	90 ti	120 ti	150 ti
PER YR:	150x	300x	600x	900x	1200x	1500x
1 min	10	9	8	7	6	5

20/30 sec: 80% of 1-min.
10 sec: 50% of 1-min.

KCEY
1949
TURLOCK

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Turlock, Calif.)
Media Code 4 205 9360 0.00
Central California Broadcasters, Inc., Box 170, Quincy Rd., Turlock, Calif. 95380. Phone 209-632-1390.

STATION'S PROGRAMMING DESCRIPTION
KCEY: Programmed for general interest.
MUSIC: modern country. 9 AIR PERSONALITIES handle all segments. NEWS: 2 min highlights at :55, 15 min at 7 am, 5 min at 8 & 9 am; 2 mobile news units; network at :30. Weather at :15; farm & weather 6:40-7 am & 7:25-7:30 am. Portuguese 5:30-6:30 am; swap shop 10:40 am, 1:10 & 4:10 pm; club calendar 9:40, 11:10 am & 2:10 pm; ski reports 11 am, 2, 5, & 7 pm. High school SPORTS play-by-play. Contact Representative for further details. Rec'd 3/25/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. M. Milt Hall.
Station Manager—Rex L. Hall.
Farm Director—Buck Clausen.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
5,000 w.; 1390 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION
15%.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 49.
Comb.: Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services. 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/15/74—Rec'd 10/1/74.
AAA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm; Sat 7 am-2 pm; Sun 10 am-5 pm.
AA—Mon thru Fri 5-6 am, 10 am-noon, 1-3 pm & 7-9 pm; Sat 5-7 am & 2-9 pm; Sun 5-10 am & 5-10 pm.
A—Mon thru Sun 9 pm-midnight.

6. SPDT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	10.00	8.00	8.50	6.80	5.15	4.10
6 ti	9.50	7.60	8.10	6.50	4.90	3.90
12 ti	8.90	7.10	7.60	6.10	4.60	3.70
18 ti	8.30	6.65	7.10	5.70	4.30	3.45
24 ti	7.70	6.15	6.55	5.25	3.95	3.15
30 ti	7.10	5.70	6.05	4.85	3.65	2.90
36 ti	6.50	5.20	5.55	4.45	3.35	2.70
48 ti	5.90	4.70	5.05	4.05	3.05	2.45

15 sec: 60% of 1-min, ROS/BTA, end rate 1.55.

7. PACKAGE PLANS
7-DAY SALESMAKER PLAN—ROS/BTA

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	8.30	7.90	7.40	6.90	6.40	5.90	5.40	4.90
30 sec	6.65	6.30	5.90	5.50	5.10	4.70	4.30	3.90

PER YR:	250x	500x	750x	1000x
1 min	6.25	5.90	5.65	5.30
30 sec	5.00	4.70	4.50	4.25

ANNUAL PLAN

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
250 x	7.75	6.20	6.20	5.05	3.75	3.00
500 x	7.35	5.90	5.95	4.75	3.55	2.85
750 x	7.00	5.60	5.70	4.55	3.40	2.70
1000 x	6.60	5.30	5.35	4.30	3.20	2.55

15 sec: 60% of 1-min. ROS/BTA, end rate 1.55.
Specific times: Extra 10%.
Station will provide BTA with 30%-50%-20% AAA+AA+A guaranteed on ROS/BTA plans.
Submitted by J. M. Hall.
(D)

KFIV
1950
Kilibre Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 205 4850 9.00
Kilibre Broadcasting Corp., Box 1360 E. Orangeburg Ave., Modesto, Calif. 95350. Phone 209-529-0228.

STATION'S PROGRAMMING DESCRIPTION
KFIV: Programmed for 18+.
MUSIC: contemporary with 50% oldies. AIR PERSONALITIES. Continual promotions. NEWS: local at :53, network at :54. Contact Representative for further details. Rec'd 3/3/75.

1. PERSONNEL
President—F. Robert Fenton.
Vice President—Gerry Hanson.
Program Director—Lawrence D. Maher.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 1360 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60e, 61b, 62a, 62d.
Cancellation. 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with KBR.

TIME RATES
Eff 2/25/75—Rec'd 3/3/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
AA	14.00	13.50	13.50	12.50	12.00	11.00
A	12.00	11.50	11.00	10.50	10.00	9.00
B	11.00	10.50	10.00	9.50	9.00	8.00

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TAP—1 min, 40%AA, 40%A, 20%B, A rates apply.
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	312x
1 hr	60.00	58.00	55.00	50.00	45.00	44.00
1/2 hr	44.00	38.00	35.00	32.00	30.00	28.00
1/4 hr	20.00	19.00	18.50	18.00	17.50	17.00
6 min	14.00	13.50	13.00	12.50	12.00	11.50

11 am, 2, 5, & 7 pm. High school SPORTS play-

KHOP (FM)
Simulcast. See KTRB listing.

KLOC
1963
CERES
(This is a paid duplicate of the listing appearing under Ceres, Calif.)
Media Code 4 205 1320 2.00
KLOC Broadcasting Company, Inc., Box 2639, Modesto, Calif. 95352. Phones 209-529-2024, 2029. Other studio: 2842 Iowa Ave., Modesto, Calif.

STATION'S PROGRAMMING DESCRIPTION
KLOC: MUSIC: modern country, with personalities. NEWS: at :30 & :60, newscasts at 7:30 am with 15-min local news; 15-min news at 12:30 pm with 5-min local news; 2 news people; on scene local reports throughout day. Contact Representative for further details. Rec'd 8/29/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Chester Smith.
Sales Manager—William F. King.
Music Director—Lee Mackenzie.
2. REPRESENTATIVES
Radio Time Sales/International.
Los Angeles—J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES
500 w.; 920 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21b, 23a.
Contracts: 40a.
TV facilities: KLOC-TV.
Member: Jalco-No/Cal Group.

TIME RATES
Eff 1/2/74—Rec'd 12/10/73.
AA—Mon thru Sat 7-9 am & 4-6 pm.
A—All other times.

7. PACKAGE PLANS
CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	50 ti	100 ti
1 min	9.50	9.00	8.50	8.00	7.50	7.00	----	----
30 sec	7.60	7.20	6.80	6.40	6.00	5.60	----	----

CLASS A

1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.25	5.00
30 sec	6.40	6.00	5.60	5.20	4.80	4.40	4.20	4.00

10 sec: 60% of 1-min.
Fixed position per spot, extra .50.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
(D)

KOSO (FM)
1966
PATTERSON
NAFMB
(This is a paid duplicate of the listing appearing under Patterson, Calif.)
Media Code 4 205 5520 3.00
Sierra-Pacific Radio Corp., Box 171. Modesto, Calif. 95353. Phone 209-529-7740.

STATION'S PROGRAMMING DESCRIPTION
KOSO (FM): MUSIC: pop standards new & old, accents provided by jazz, folk & showtunes. NEWS: network at :60; local, regional at :30. Ski, road conditions, frost warnings, summer recreational reports. Contact Representative for further details. Rec'd 1/3/72.

1. PERSONNEL
General Manager—Roy D. Swanson.
2. REPRESENTATIVES
Savalli/Gates, Inc.
San Francisco—Advertising Sales West.
3. FACILITIES
ERP 1,000 w.; 93.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,200 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20b, 21a, 21b, 21d, 24a, 24c, 25a.
Contracts: 40a, 41, 43, 44a, 45.
Comb.: Cont. Discounts: 61e.
Cancellation: 70b, 70d, 71a.
Prod. Services: 80.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 5/1/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

FIXED, 1 MIN:	1 ti	7 ti	14 ti	21 ti	28 ti
1 wk	6.00	5.50	5.00	4.50	4.00
13 wk	5.00	4.75	4.50	4.00	3.50
26 wk	4.50	4.00	3.50	3.25	3.00
52 wk	3.50	3.00	2.75	2.75	2.75

30 sec: 80% of 1-min. 15 sec: 50% of 1-min.
RATEHOLDER
Consists of 3 30-sec or 6 15-sec per wk.

7. PACKAGE PLANS
MONTHLY ROS BULK RATES
(40% morning, 40% afternoon, 20% 6-9:30 pm)

TI:	20	30	40	50	60	70	80
1 min	80	117	152	185	210	225	240
30 sec	64	94	122	148	168	180	192

15 sec: 50% of 1-min.
(D)

KTRB
1939

KHOP (FM)
(formerly KTRB-FM)
1949
NAB
Media Code 4 205 4710 1.00
Big Valley Broadcasting, Inc., Box 3839, Modesto, Calif. 95352. Phone 209-523-0737.

STATION'S PROGRAMMING DESCRIPTION
KTRB: MUSIC: modern MOR. NEWS: 6:30-8 am; 5-min network at :30; searchlight & mobile unit. Contact Representative for further details. Rec'd 9/6/74.
KHOP (FM): Religion 8 am-5 pm, news 5-6 pm, ethnic programs 6 pm on. Contact Representative for further details. Rec'd 2/28/75.

1. PERSONNEL
President—Mike J. Pappas.
Station Manager—Dick Brown.
Operations Manager—Cal Purviance.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
10,000 w. days, 1,000 w. nights; 860 kc.
Directional—separate patterns night and day.
Operating schedule: 5:30 am-11 pm. PST.
FM-ERP 4.700 w.; 104.1 mc.
Operating schedule: 5:30-1 am. PST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 5:30 am-8 pm.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10d, 11e, 12d, 13d, 14d.
Basic Rates: 23a, 24b, 29a.
Contracts: 40c, 46.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 70e.
Affiliated with ATA Radio Network.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 7/1/74—Rev 9/3/74—Rec'd 9/9/74.
AA—6:30-10 am & newscasts.
A—All other times.

6. SPDT ANNOUNCEMENTS
CLASS AA—FIXED

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	7.50	7.25	7.00	6.75	6.50
30 sec	6.00	5.80	5.60	5.40	5.20

10 sec: 50% of 1-min.

7. PACKAGE PLANS
CLASS A—ROS/BTA

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti
1 min	6.50	6.25	6.00	5.75	5.50	5.25
30 sec	5.20	5.00	4.80	4.60	4.40	4.20

10 sec: 50% of 1-min.
DISCOUNT
26 wk—5% 52 wk—10%

*PER MO, EA:	25 ti	50 ti	75 ti	100 ti
1 min	6.00	5.50	5.00	4.75
30 sec	5.00	4.60	4.20	4.00

(*) Minimum 3 mos.
52-WEEK BULK CONTRACT

PER YR, BTA, EA:	500x	1000x
1 min	5.50	5.00
30 sec	4.30	3.80

OPERATION SUPER SELL
Mon thru Sat, 120 30-sec spots (20 per day ea 1/2 hr), 480.00.
OPERATION SELLOUT
Mon thru Sat, 60 30-sec spots (10 per day ea hr), 252.00.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
6 am-6 pm	101.00	50.50	35.00	25.00
6 pm-midnight	75.00	37.50	22.50	15.00

Edited by Dick Brown.

MOJAVE (1 AM; 1 FM)
Kern County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KDOL
1961

KDOL-FM
1967
Media Code 4 205 4740 8.00
Golden Desert Broadcasting Corp., Box 963, Mojave, Calif. 93501. Phone 805-824-4221.
Sales Office: Box 2191, Lancaster, Calif. 93534. Phone 805-942-6396.

STATION'S PROGRAMMING DESCRIPTION
KDOL: MUSIC: Modern Country.

1. PERSONNEL
General Manager—Al Kennedy.
3. FACILITIES
500 w.; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 18 hours daily. PST.
FM ERP 3.000 w. (horiz.), 3.000 w. (vert.); 97.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 140 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 9 Eff 9/1/74—Rec'd 9/4/74.
AA—6 am-6 pm.
A—All other times.

6. SPDT ANNOUNCEMENTS
CLASS AA

	1x	100x	200x	350x	500x	1000x
1 min	8.00	7.25	6.75	6.25	6.00	5.00
30 sec	7.00	6.00	5.50	5.00	4.60	4.00

CLASS A

1 min	5.50	5.00	4.50	4.00	3.75	3.00
30 sec	4.50	4.00	3.50	3.00	2.75	2.00

7. PACKAGE PLANS
ROS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50

10. SPECIAL FEATURES
5 MINUTE NEWS AT :30

PER WK:	6 ti	14 ti	18 ti	24 ti
1 min	12.00	11.00	10.00	9.00
30 sec	8.00	7.00	6.50	6.00

HEADLINE NEWS AT :60

PER WK:	6 ti	14 ti	18 ti	24 ti	36 ti
1 min	10.00	9.00	8.50	8.00	7.00
30 sec	9.00	6.00	5.50	5.00	4.50

(CR)

MONTEREY (2 AM; 1 FM)
Monterey County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	10	9	10	8
B	10	8	10	7
C	10	8	10	6
D	---	---	---	---
AVERAGE	10	8	10	7

CALIFORNIA

KIDD
1954
NAB RAB
A John Walton Station
Subscriber to the NAB Radio Code
Media Code 4 205 4770 5.00
Walton Enterprises Inc., Box KIDD, 459 Pierce St., Monterey, Calif. 93940. Phone 408-372-8154.

STATION'S PROGRAMMING DESCRIPTION
KIDD: MUSIC: MOR. NEWS: local coverage with 15-min newscasts at 7, 8 am, noon & news hour 5-6 pm. SPORTS: major league baseball, professional football & hockey. Contact Representative for further details. Rec'd 7/15/74.

1. PERSONNEL
President—John B. Walton, Jr.
General Manager—Claude D. Barnett.
Sales Manager—Vince Williams.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
1,000 w.; 630 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 1/1/73—Rec'd 2/26/73.
AA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.
A—Mon thru Fri 9 am-noon, 1-4 pm; Sat & Sun 6 am-7 pm.
B—All other times.

6. SPDT ANNOUNCEMENTS

PER Wk:	PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
—	1x	10.50	8.40	8.40	6.70	6.70	5.40
5 ti	100x	10.00	8.00	8.00	6.40	6.40	5.10
10 ti	250x	9.50	7.60	7.60	6.10	6.10	4.90
20 ti	500x	9.00	7.20	7.20	5.80	5.80	4.60
30 ti	750x	8.50	6.80	6.80	5.50	5.50	4.40
—	1000x	8.00	6.40	6.40	5.20	5.20	4.20

7. PACKAGE PLANS

TAP:	1x	100x	250x	500x	1000x
1 min	6.75	6.20	5.60	5.00	4.40
30 sec	5.60	4.95	4.50	4.00	3.55

SATURATION PLAN

PER WK, 7 DAY:	20 ti	35 ti	50 ti
1 min	5.60	5.00	4.40
30 sec	4.50	4.00	3.55
PER WK, 2 DAY:	12 ti	25 ti	
1 min	5.00	4.40	
30 sec	4.00	3.55	

15 sec: 50% of 1-min. Minimum 2.70.

8. PROGRAM TIME RATES

1-2 wks	1/2 hr	1/4 hr	5 min
	80	50	20

10. SPECIAL FEATURES
NEWSCASTS

YRLY:	AA 1/4 hr	AA 10 min	AA 5 min	A 1/4 hr	A 10 min	A 5 min
Ea	54.00	40.00	20.00	40.00	26.00	16.00

KMBY
1935
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 205 4900 0.00
Century Broadcasting Co., Box KMBY, 651 Cannery Row, Monterey, Calif. 93940. Phone 408-373-1234. Address all copy, copy instructions, etc. to Operations Desk at the Monterey address only.

STATION'S PROGRAMMING DESCRIPTION
KMBY: Programmed for general audiences.
MUSIC: top 40, current & golden hits, selected from local sales patterns & listener requests. NEWS: 5 min at :40 plus 10 min local & regional, M-Sat, at 7, 8 am & noon. Local & regional news on all newscasts with audio actualities. Local news director. Contact Representative for further details. Rec'd 8/9/71.

1. PERSONNEL
President—Charlie Powers.
General Manager—Galyn "Doc" Hammond.
Program Director—Frank Colbourn.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 51e.
Comb.: Cont. Discounts: 60c, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
Eff 1/1/71—Rec'd. 11/20/70.
AA—Mon thru Sat 6-10 am & 3-7 pm
A—Mon thru Sat 10 am-3 pm.
B—All other times.

(This listing continued on next page)

CALIFORNIA

Monterey—K M B Y—Continued

7. PACKAGE PLANS

PER WK:	1 ti	12 ti	18 ti	24 ti
CLASS AA				
1 min	11.00	10.00	9.00	8.00
30 sec	8.80	8.00	7.20	6.40
10 sec	5.50	5.00	4.50	4.00
CLASS A				
1 min	10.00	9.00	8.00	7.00
30 sec	8.00	7.20	6.40	5.60
10 sec	5.00	4.50	4.00	3.50
CLASS B				
1 min	8.00	7.00	6.50	6.00
30 sec	6.40	5.60	5.20	4.80
10 sec	4.00	3.50	3.25	3.00

BEST BUY PLAN

30 ti (12AA, 12A, 6B), ea. 6.50
15 ti (6AA, 6A, 3B), ea. 8.00

10. SPECIAL FEATURES

NEWSCASTS
10 min at 7, 8 am & noon Mon thru Sat—2x applicable 1-min.
5 min hourly at :40, also 4:20 & 5:20 pm—1-1/2x applicable 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-mid Mon thru Sun necessary to maintain consec wk advertising.

Submitted by Galyn Hammond.

KWAV

1961

Alan Torbet Associates, Inc.

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 205 4801 8.00

A-B Chemical Corp., Box 1271, 46 Garden Court, Monterey, Calif. 93940. Phone 408-373-0969. TWX 910-360-7106.

STATION'S PROGRAMMING DESCRIPTION
KWAV: Programmed for general interest to adults & young adult men & women.
6 AIR PERSONALITIES present varied groups of 2 & 3 uninterrupted selections. MUSIC: general popular with emphasis on current hits, standards, folk & film music. 60% vocal, 40% instrumental except 5:30-7 pm, when 20% vocal, 80% instrumental; & except Sun-Fri 7 pm-5 am serious & classic including live concerts in season. Complete opera Sun 8 pm-concl. NEWS: network at :25. Local/regional at :57 except 6:55, 7:55, 11:55 am & 4:55 & 7:55 pm by news director. COMMERCIAL POLICY: 8 min maximum per hour. Contact Representative for further details Rec'd 8/2/73.

1. PERSONNEL
General Manager—Stoddard P. Johnston.
Program Director—Chuck Leary.
Classical Program Director—Scott MacClelland.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.

3. FACILITIES
ERP 18,000 w. (vert), 18,000 w. (horiz.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.—2575 ft. above average terrain.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 22a, 23b, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40c, 41, 42a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
TV facilities: KMST.
Affiliated with ATA Radio Network.
Affiliated with American FM Network.

TIME RATES
No. 5 Eff 11/1/72—Rec'd 10/5/72.
AA—Mon thru Fri 6-9 am & 3-10 pm.
A—Mon thru Fri 9 am-3 pm & 10 pm-midnight; Sat & Sun 6 am-midnight.

7. PACKAGE PLANS

PER WK:	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 1 ti	A 12 ti	A 18 ti	A 24 ti
1 min	12.00	10.00	9.00	8.50	10.00	8.00	7.00	6.50
30 sec	9.60	8.00	7.20	6.80	8.00	6.40	5.60	5.20
10 sec	6.00	5.00	4.50	4.25	5.00	4.00	3.50	3.25

10. SPECIAL FEATURES
5-min newscasts—1-1/2x applicable 1-min rate.
Edited by Stoddard P. Johnston.

(D)

MORRO BAY

San Luis Obispo County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

KBAI

1974

NAB

Media Code 4 205 4815 8.00

Morro Bay Investment Corp., Box 464, 19 Country Club Rd., Morro Bay, Calif. 93442. Phone 805-772-2263.

STATION'S PROGRAMMING DESCRIPTION
KBAI: Adult MOR music.

1. PERSONNEL
General Manager—Robert W. Souza.

2. REPRESENTATIVES
Gert Bunches and Associates.

3. FACILITIES
500 w.; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with Gert Bunches & Associates Group.

TIME RATES
Eff 7/1/73—Rec'd 6/26/74.

6. SPOT ANNOUNCEMENTS

WK:	30 ti	25 ti	20 ti	15 ti	10 ti	5 ti	1 ti
1 MINUTE							
1 wk.	3.15	3.45	3.75	4.00	4.30	4.60	4.90
4 wk.	2.90	3.15	3.45	3.75	4.00	4.30	4.60
13 wk	2.60	2.90	3.15	3.45	3.75	4.00	4.30
26 wk	2.30	2.60	2.90	3.15	3.45	3.75	4.00
52 wk	2.00	2.30	2.60	2.90	3.15	3.45	3.75
30 SECONDS							
1 wk.	2.15	2.30	2.55	2.75	3.00	3.15	3.45
4 wk.	2.00	2.15	2.30	2.55	2.75	3.00	3.15
13 wk	1.85	2.00	2.15	2.30	2.55	2.75	3.00
26 wk	1.75	1.85	2.00	2.15	2.30	2.55	2.75
52 wk	1.55	1.75	1.85	2.00	2.15	2.30	2.55

MOUNT SHASTA

Siskiyou County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KWSD

1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 4830 7.00

The Shasta-Cascade Broadcasting Corp., Box 448, Mount Shasta, Calif. 96067. Phone 916-926-2124.

1. PERSONNEL
Manager—David H. Rees.

2. REPRESENTATIVES
San Francisco and Los Angeles—Pacific Broadcast Sales.

3. FACILITIES
1,000 w. days; 620 kc. Non-directional.
Operating schedule: 6:10 a.m. to local sunset. PST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective January 1, 1959. (Card No. 2.)
Card received February 5, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time	45.00	27.00	18.00	11.25	6.75	4.75
13 times	43.00	25.50	17.00	10.70	6.40	4.50
26 times	40.00	24.00	16.00	10.00	6.05	4.30
52 times	38.00	22.50	15.00	9.50	5.70	4.15
104 times	36.00	21.00	14.40	9.00	5.35	3.95
156 times	34.00	19.50	13.50	8.44	5.00	3.75
260 times	31.50	18.00	12.50	7.80	4.65	3.50
312 times	28.00	16.50	11.40	7.30	4.25	3.25

(*) 30 seconds or less.

7. PACKAGE PLANS

WEEKLY PACKAGE ANNOUNCEMENTS

	1 min.	(*)		1 min.	(*)
5 times	6.00	4.50	30 times	4.75	3.75
10 times	5.50	4.25	40 times	4.50	3.50
20 times	5.00	4.00	50 times	4.25	3.25

(*) 30 seconds or less.
Discounts are predirated on consecutive broadcasts within a 1-year period.

NAPA

Napa County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KVON

1947

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 205 4860 4.00

Young Radio, Inc., 1124 Foster Rd., Napa, Calif. 94558. Phone 707-252-1440.

STATION'S PROGRAMMING DESCRIPTION
KVON: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas L. Young.
News Director—Pat Stanley.
Sales Manager—George Carl.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1440 kc.
Directional—day and night.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No 7-G Eff 4/1/74—Rec'd 4/8/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3 7 pm.
A—Sun thru Sat 10 am-3 pm.
B—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	5 ti	10 ti	15 ti	20 ti
CLASS AAA					
1 wk	15.00	14.50	14.00	13.00	12.00
13 wk	14.50	14.00	13.00	12.00	11.00
52 wk	14.00	13.00	12.00	11.00	10.00
CLASS AA					
1 wk	13.00	12.50	12.00	11.00	10.50
13 wk	12.50	12.00	11.00	10.00	9.50
52 wk	11.00	10.00	9.00	8.00	7.50
CLASS A					
1 wk	10.00	9.50	9.00	8.00	7.50
13 wk	9.50	9.00	8.00	7.00	6.50
52 wk	8.00	7.00	6.00	5.00	4.50
CLASS B					
1 wk	7.00	6.50	6.00	5.00	4.50
13 wk	6.50	6.00	5.00	4.00	3.50
52 wk	5.00	4.00	3.00	3.00	3.00

30 sec: 80% of 1-min. 10 sec: 50% of 1 min.

(D)

NEEDLES

San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

KSFE

1952

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 4890 1.00

KSFE Radio, Box 738, Needles, Calif. 92363. Phone 714-326-2101.

1. PERSONNEL
Owner & Gen'l Mgr.—James J. Parr.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 7 am-7 pm. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Jalco So/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective June 1, 1960. (Card No. 2.)
Card received May 9, 1960.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec			1 min	30 sec
1 ti	4.80	3.50	104 ti		4.00	2.90
13 ti	4.60	3.35	156 ti		3.80	2.75
26 ti	4.40	3.20	260 ti		3.60	2.60
52 ti	4.20	3.05	312 ti		3.40	2.45

10. SPECIAL FEATURES
News rate—add 10% to time rate.

NEWPORT BEACH

Orange County—Map Location F-10.
See SRDS consumer market map and data at beginning of the State.

KOCM (FM)

1964

NAB R A B N A F M B

Media Code 4 205 4920 6.00

Success Broadcasting Co., 57 Fashion Island, Newport Beach, Calif. 92660. Phone 714-644-2727.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gary Burrill.
Director of Sales—William J. McGovern.

3. FACILITIES
ERP 2,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 326 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21d, 23a, 24b, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 46, 48, 51a, 51b, 51c.
Comb.; Cont Discounts: 60d, 60e, 60f, 60h, 60i, 61e, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 10 Eff 1/1/75—Rec'd 12/5/74.

7. PACKAGE PLANS

CONSECUTIVE WEEKLY PLANS—ROS/BTA

PER WK:	1 wk 1 min 30 sec	1 wk 1 min 30 sec	4 wk 1 min 30 sec	4 wk 1 min 30 sec	13 wk 1 min 30 sec	13 wk 1 min 30 sec
5 ti	15	14	14	13	13	12
10 ti	14	13	13	12	12	11
15 ti	13	12	12	11	11	10
20 ti	12	11	11	10	10	9
25 ti	11	10	10	9	9	8
			26 wk		52 wk	
5 ti			11	10	10	9
10 ti			10	9	9	8
15 ti			9	8	8	7
20 ti			8	7	7	6
25 ti			7	6	----	----

Fixed: Extra 20%.

BULK, PER YR:	1x	65x	130x	260x	520x
1 min	16	15	13	11	10
30 sec	15	14	12	10	9

10. SPECIAL FEATURES

NATIONAL/LOCAL NEWSCASTS

	1x	65x	130x	260x
5 min	17	15	14	12

Incl 10-sec open & close plus 1-min spot.

MARINE WEATHER

PER MO:	3 mo	6 mo	12 mo
70 ti	735	630	560

10-sec open & close plus 1 30-sec spot. Minimum 3 mos.
Fixed: Extra 20%.

OAKLAND

Alameda County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

See San Francisco-Oakland
(including Alameda, San Mateo)

OCEANSIDE (1 AM; 1 FM)

Plus 1 paid duplicate listing.
San Diego County—Map Location G-11.
See SRDS consumer market map and data at beginning of the State.

KMLO

1967
VISTA

(This is a paid duplicate of the listing appearing under Vista, Calif.)

Media Code 4 205 9585 2.00

North County Broadcasting Co., Inc., Box 1000, 2766 N. Santa Fe, Vista, Calif. 92083. Phone 714-724-8333.

Other Office: 1551 S Escondido Blvd., Escondido, Calif.

STATION'S PROGRAMMING DESCRIPTION
KMLO: Programmed for active adults 18-49.
MUSIC: adult contemporary, controlled balance of current MOR hits, new music & top hits of recent year. NEWS: 7 min hourly; news facilities include radio equipped mobile cruiser, fixed wing airplane, UPI wire service. County wide traffic reports during commuting hours through network radio patrol cars & aircraft. Rec'd 8/19/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene Alfred.
Mary Wilcox, 15910 Ventura Blvd., Encino, Calif. Phone 213-986-5326.

2. FACILITIES
1,000 w.; 1060 kc. Directional days.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 8.
Rate Protection: 10a, 11a, 13a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 29a, 30, 31.
Contracts: 40a.
Cancellation: 70a.

TIME RATES
Eff 2/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

12 MO:	1x	13x	26x	52x	104x	208x
1 min	12.00	11.50	10.90	10.40	9.90	9.40
30 sec	10.80	10.40	9.90	9.40	8.90	8.50
		312x	416x	520x	750x	1000x
1 min		8.90	8.40	7.80	7.30	7.00
30 sec		8.00	7.40	6.90	6.70	6.40

10 sec: 50% of 1-min.

7. PACKAGE PLANS

	Per wk—ROS 10 ti	20 ti	30 ti	40+	Per mo—ROS 50 ti	100 ti	150 ti	200 ti
1 min	9.90	9.40	8.90	8.40	8.90	8.20	7.60	6.90
30 sec	8.90	8.50	8.00	7.40	8.00	7.30	6.70	6.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES

7 MINUTE NEWSCASTS AT :60

	1x	52x	208x	312x	520x
Ea	17	15	13	11	9

(D)

KUDE

1956

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 205 4950 3.00

Dolph-Pettay Broadcasting Co., Box K1320, 2950 Oceanside Blvd., Oceanside, Calif. 92054. Phone 714-757-1320.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lyle R. Richardson.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
500 w.; 1220 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51b
Comb.; Cont. Discounts: 60a, 60d, 60i, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 7/12/74

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	365x
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	10.50	10.00	9.50	9.00	8.50	8.00	7.50

10 sec: Deduct 10% from 30-sec.

7. PACKAGE PLANS

SATURATION PLANS

ROS:	Per wk 10 ti	20 ti	30 ti	40 ti	50 ti
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	10.00	9.50	9.00	8.50	8.00

	Per mo 100 ti	150 ti	200 ti	300 ti	Per yr 520x	1040x	2080x
1 min	10.00	9.50	9.00	8.00	8.50	8.00	7.00
30 sec	9.00	8.50	8.00	7.00	7.00	6.50	6.00

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x	365x
1 hr	160	153	147	140	133	127	120
1/4 hr	48	46	44	42	40	38	36

10. SPECIAL FEATURES

NEWS PROGRAMS

	1x	52x	104x	156x	260x	312x	365x
5 min	32	30	29	28	27	25	24

Edited by Lyle R. Richardson.

(Oceanside continued on next page)

KUDE-FM
1961

NAB RAB

Media Code 4 205 4981 1.00
Dolph-Petter Broadcasting Co., Box K1836, 2950 Oceanside Blvd., Oceanside, Calif. 92054. Phone 714-757-1220.
See affiliated AM station for additional information.

2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 7 am-midnight. PST.
Antenna ht.: 1070 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 673 Eff 6/1/73—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	365x
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

7. PACKAGE PLANS

PER WK, ROS, EA:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	9.00	8.50	8.00	7.50	7.00
PER MO, ROS, EA:	100 ti	150 ti	200 ti	300 ti	
1 min	9.00	8.50	8.00	7.00	
30 sec	8.00	7.50	7.00	6.00	

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x	365x
1 hr	160	153	147	140	133	127	120
1/4	48	46	44	42	40	38	36

10. SPECIAL FEATURES

NEWS:	1x	52x	104x	156x	260x	312x	365x
5 min	32	30	29	28	27	25	24

OJAI
Ventura County—Map Location D-9.
See SRDS consumer market map and data at beginning of the State.

KOVA (FM)
1972

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 4965 1.00
Radio Ojai, Inc., 1205-A Maricopa Bd., Ojai, Calif. 93023. Phone 805-646-1434.

STATION'S PROGRAMMING DESCRIPTION
KOVA (FM): NEWS: AP. FARM: 6:25-6:30 am daily.

1. PERSONNEL
Pres. & Gen'l Mgr.—Fred M. Hall.
3. FACILITIES
ERP 152 w. (horiz.), 152 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1,190 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 2 Eff 2/25/74—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS
PER YR:

	1x	53x	105x	261x	501x	751x	1001+
1 min	5.00	4.50	4.00	3.75	3.50	3.25	3.00
30 sec	4.00	3.60	3.20	3.00	2.80	2.80	2.40
(*)	2.50	2.25	2.00	1.90	1.75	1.60	1.50

(*) 15 sec/less.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	40 ti	80+
1 min	4.00	3.75	3.25	3.00
30 sec	3.20	3.00	2.60	2.40
15 sec/less	2.00	1.90	1.60	1.50

10. SPECIAL FEATURES

NEWS:	1x	52x	105x	157x	209x	261+
5 min	8.25	7.75	7.25	6.75	6.25	5.75

ONTARIO (1 AM; 1 FM)
San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State

KSOM
1946

NAB

KSOM-FM
1947

RAB

Media Code 4 205 4980 0.00
AR Communications Corp., Box 1510, Ontario, Calif. 91762. Phone 714-982-8888, 624-1480.

STATION'S PROGRAMMING DESCRIPTION
KSOM: Programmed for adults & young adults 18-35. MUSIC: popular contemporary. 5 AIR PERSONALITIES emcee entire operation. NEWS: 5 min network news at :60 6 am-8 pm. 2 min regional news at 7, 8, 9 am, noon, 3 & 5:27 pm following network news. Contact Representative for further details. Rec'd 2/28/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. William Retzlaff.
General Sales Manager—Howard Peach.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
10,000 w.: 1510 kc. Directional.
Operating schedule: 24 hours daily. PST.
FM—ERP 3,000 w.; 93.5 mc. Stereo.
Operating schedule: Same as AM.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 23a, 24a, 25a, 28b.
Contracts: 40a, 42b, 45, 46.
Comb.: Cont. Discounts: 60b, 60i, 60k, 61a.
Cancellation: 70a 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
Eff 9/1/74—Rec'd 9/3/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 5-6 am & 10 am-3 pm; Sat & Sun 5 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti
PER YR:	52x	156x	312x	500x	1000x
CLASS AA					
1 min	16.50	15.50	14.50	13.50	12.50
30 sec	15.50	14.50	13.50	12.50	11.50
CLASS A					
1 min	14.50	13.50	12.50	11.50	10.50
30 sec	13.50	12.50	11.50	10.50	9.50
CLASS B					
1 min	13.50	12.50	11.50	10.50	9.50
30 sec	12.50	11.50	10.50	9.50	8.50

ID's: 60% of 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

	1x	26x	52x	104x	260x	520x
AA	32	30	28	26	24	22
A	27	25	23	21	19	17
B	22	20	18	16	14	12

OROVILLE
Butte County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KORV
1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 5040 2.00
Oroville Radio, Inc., Box 1340, 580 Oro Dam Blvd., Oroville, Calif. 95965. Phone 916-533-1340.

STATION'S PROGRAMMING DESCRIPTION
KORV: Programmed for adults and teens.

1. PERSONNEL
General Manager—Vernon H. Uecker.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-11 pm. PST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL RATE POLICY
Affiliated with American Information Network.

TIME RATES
Eff——————Rec'd 8/27/73.

7. PACKAGE PLANS
1 MINUTE—ROS

PER CONSEC WK:	10 ti	15 ti	25 ti
1 wk	7.00	6.50	6.00
5 wk	6.00	5.50	5.00
10 wk	5.00	4.50	4.00

30 sec: 80% of 1-min. 15 sec: 50% of 1-min.
6-10 am & 4-6 pm, extra 10%.

10. SPECIAL FEATURES
5-min news & sports—1-1/2x applicable 1-min rate.

OXNARD-VENTURA
(5 AM; 5 FM)
(including Camarillo, Port Hueneme, Santa Paula)
Ventura County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	19	16	19	16
B	18	14	18	12
C	10	10	10	10
D	10	8	10	9
AVERAGE	14	12	14	12

KAAP
1948
SANTA PAULA
Media Code 4 205 5160 6.00
Rancho Broadcasting, Inc., Box 1400, Saticoy Rr., Ventura, Calif. 93003. Phone 805-647-1400.

STATION'S PROGRAMMING DESCRIPTION
KAAP: NEWS: Networks. COMMERCIAL POLICY: 16 minutes. Contact Representative for further details. Rec'd 8/4/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—William F. Wallace.
News Director—Brian D. Wilson.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 7b, 8a, 8b, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 14b, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 25a, 28c.
Contracts: 40a, 41, 44a, 44b, 46, 49, 51c.
Comb.: Cont. Discounts: 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with American Information Network.
Affiliated by NBC News & Information Service.

TIME RATES
Eff 8/1/75—Rec'd 8/4/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 10 ti	AA 20 ti	AA 25 ti	A 1 ti	A 10 ti	A 20 ti	A 25 ti
1 WEEK								
1 min	10.00	9.40	8.80	7.90	9.00	8.40	7.80	6.90
30 sec	8.80	8.20	7.60	6.70	7.80	7.20	6.60	5.70
4 WEEKS								
1 min	9.70	9.10	8.50	7.60	8.70	8.10	7.50	6.60
30 sec	8.50	7.90	7.30	6.40	7.50	6.90	6.30	5.40
13 WEEKS								
1 min	9.40	8.80	8.20	7.30	8.40	7.80	7.20	6.30
30 sec	8.20	7.60	7.00	6.10	7.20	6.60	6.00	5.10
26 WEEKS								
1 min	9.10	8.50	7.90	7.00	8.10	7.50	6.90	6.00
30 sec	7.90	7.30	6.70	5.80	6.90	6.30	5.70	4.80
52 WEEKS								
1 min	8.80	7.90	7.30	6.40	7.50	6.90	6.30	5.40
30 sec	7.30	6.70	6.10	5.20	6.30	5.70	5.10	4.20

10 sec: 60% of 1-min.
Submitted by William F. Wallace.

KACY
1958
PORT HUENEME

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 5070 9.00
KACY, Inc., Box 1520, Oxnard, Calif. 93020. Phone 805-488-3551.

STATION'S PROGRAMMING DESCRIPTION
KACY: Programmed for adults & young adults 18-49.
MUSIC: 70% current & 30% oldies. NEWS: network & local at :05. COMMERCIAL POLICY: 16 minutes per hour. Contact Representative for further details. Rec'd 9/17/74.

1. PERSONNEL
President—Lincoln Dellar.
Executive Director—Ronald Thompson.
Vice-Pres. & Gen'l Mgr.—Don Davis.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
50,000 w. days; 1,000 w. nights; 1520 kc. Directional—different pattern day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 1 Eff 1/1/74—Rec'd 2/19/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	22	20	19	18	17
A	19	18	16	15	14

30 sec 80% of 1-min 10 sec: 60% of 1-min.
52 wk—8%

(D)

KBBQ
1947
VENTURA

EASTMAN RADIO, INC.

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 5077 4.00
Tri-Counties Public Service, Inc., Box 5151, Ventura, Calif. 93003. Phones 805-642-3239, 485-3239.

STATION'S PROGRAMMING DESCRIPTION
KBBQ: MUSIC: Modern country & western. NEWS: network at :60 followed by local news, plus headlines at :30 during drive time. SPORTS: professional baseball & football, university football & basketball plus local college & high school play-by-play. COMMERCIAL POLICY: maximum 18 minutes per hour, no clusters. Contact Representative for further details. Rec'd 7/24/75.

1. PERSONNEL
President—William Rea, Jr.
Vice-Pres. & Gen'l Mgr —Mike Thomas.
Sales Manager—Andy Corlias.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.: 1590 kc. Directional—same pattern day and night.
Operating schedule: 24 hours. PST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 23a, 24b, 29a.
Contracts: 40a, 42b, 46.

Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a.
FM facilities: KBBY (FM).
Affiliated with Eastman Radio Network.
Combination buy: 10% additional discount when bought in combination with KBBY (FM) in equal frequency.

TIME RATES
No. 9 Eff 9/1/75—Rec'd 7/24/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	20.00	16.00	16.00	12.80	14.00	11.20
6 ti	19.00	15.20	15.00	12.00	13.00	10.40
12 ti	18.00	14.40	14.00	11.20	12.00	9.60
18 ti	17.00	13.60	13.00	10.40	11.00	8.80
24 ti	16.00	12.80	12.00	9.60	10.00	8.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A 1/3B

PER WK, EA:	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00
30 sec	11.20	10.40	9.60

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
3 min newscasts—1-1/2x 30-sec.
5 min newscasts—1-1/2x 1-min.
Submitted by Mike Thomas.

KBBY (FM)
1962
VENTURA

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 205 5085 7.00
Tri-Counties Public Service, Inc., Box 5151, Ventura, Calif. 93003. Phones 805-642-3239, 485-3239.
See affiliated AM station for additional information.
AM facilities: KBBQ.

STATION'S PROGRAMMING DESCRIPTION
KBBY (FM): Programmed for young adults.
MUSIC: top 40 plus integrated oldies. NEWS: network at :35, plus local at :40 during drive time. COMMERCIAL POLICY: 12 minutes per hour, no spot clusters. Contact Representative for further details. Rec'd 7/24/75.

3. FACILITIES
ERP 28,000 w.; 95.1 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 315 ft above average terrain
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Affiliated with American FM Network.
Sold in combination with KBBQ. See that listing for discount.

TIME RATES
No. 8 Eff 9/1/75—Rec'd 7/24/75.
AA—Mon thru Sun 3-10 pm.
A—Mon thru Sun 6 am-3 pm & 10 pm midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AA					
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.60	7.20	6.80	6.40
CLASS A					
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.20	4.80

10 sec: 60% of 1-min.
B: 50% of A.

10. SPECIAL FEATURES
3 min newscast—1-1/2x applicable 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Submitted by Mike Thomas.

KDAR
OXNARD
1974
Media Code 4 205 5088 1.00
Edward G. Atsinger, III, 500 E. Esplanade Dr., Financial Plaza Tower, Suite 1510, Oxnard, Calif. 93030. Phones 805-485-8881, 647-6307.

STATION'S PROGRAMMING DESCRIPTION
KDAR: Programmed for entire family.
MUSIC: MOR emphasis, rotation between group vocal, male & female artists. NEWS: 5 min at :00; 2 min headlines at :30. Public affairs programmed on weekends. RELIGION: syndicated religious programs. COMMERCIAL POLICY: maximum 18 per hour. Contact Representative for further details. Rec'd 2/14/75.

1. PERSONNEL
General Manager—Edward G. Atsinger III.
Dir. of Prog. & Sales—Rodney S. Henke.
2. REPRESENTATIVES
John Andy Potter Co.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 260 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 33d.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 47c, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 11/1/74—Rec'd 2/20/75.
(This listing continued on next page)

Oxnard-Ventura—K D A R—Continued

6. SPOT ANNOUNCEMENTS

	1 ti	25 ti	50 ti	75 ti	100+
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.50	4.50	4.00	3.50	3.00

7. PACKAGE PLANS

WITHIN 7 DAYS:	12 ti	18 ti	24 ti	30+
1 min	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.50	3.00

DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	1x	26x	52x	130x	260x
1 hr	75.00	60.00	50.00	40.00	30.00
1/2 hr	45.00	37.50	30.00	25.00	20.00
1/4 hr	30.00	25.00	20.00	15.00	13.00
5 min	15.00	12.50	10.00	8.50	6.00

KEWE (FM)

1972
CAMARILLO

Media Code 4 205 5092 3.00

Hot Air Radio, 2195 Ventura Blvd., Camarillo, Calif. 93010. Phone 805-482-8844.

STATION'S PROGRAMMING DESCRIPTION
KEWE (FM): Programmed for Spanish-speaking audience.
MUSIC: MOR contemporary Spanish format sign-on-7 pm. Emphasis on community involvement with live remotes from fiestas, parades & fund raising activities. 5 AIR PERSONALITIES present music, news & information. NEWS: at :15 & :45; emphasis on Mexico & southwestern U. S. Local talent featured weekly on remote broadcasts from local Spanish nightclubs. Contact Representative for further details. Rec'd 5/21/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Chester Coleman.
Station Manager—Manuel Palma.

2. REPRESENTATIVES
Bill Dahlsten & Associates.

3. FACILITIES
ERP 3.000 w.; 95.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12e, 13e, 14e, 15b, 15d, 16.
Basic Rates: 20a, 21b, 22a, 24a, 26, 28c, 32d.
Contracts: 40a, 42b, 42d, 45, 46, 47c, 50, 51a.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 70b, 70d, 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 4 Eff 2/17/75—Rec'd 2/27/75.

8. SPOT ANNOUNCEMENTS

	7x	26x	52x	156x	312x	624x	1000x
1 min	13.00	12.00	10.00	8.00	7.00	6.50	6.00
30 sec	10.00	9.25	7.50	6.00	5.25	5.00	4.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS
ROS—BTA—SATURATION PLANS

PER WK:	21 ti	28 ti	35 ti	42 ti	49 ti	56 ti
PER DAY:	3 ti	4 ti	5 ti	6 ti	7 ti	8 ti
1 min	9.00	8.00	7.50	7.00	6.50	6.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.50

Minimum contract 4 wks.

KHAY (FM)

1961
VENTURA

NAB RAB

Media Code 4 205 5096 4.00

KVEN Broadcasting Corp., 3897 Market St., Ventura, Calif. 93003. Phone 805-642-8595.
Mailing address: Box 699, Ventura, Calif. 91401.
See affiliated AM station for additional information.
AM facilities: KVEN.

STATION'S PROGRAMMING DESCRIPTION
KHAY (FM): MUSIC: country & western. Contact Representative for further details. Rec'd 12/21/73.

3. FACILITIES
ERP 39,000 w. (horiz.), 39,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 2,250 ft. above average terrain.

TIME RATES
No. 1-A Eff 1/1/74—Rec'd 12/21/73.

7. PACKAGE PLANS

PER WK:	7 ti	14 ti	21 ti	28+
1 min	3.90	3.65	3.40	3.20
30 sec	3.10	2.95	2.75	2.60
CONSEC WK DISCOUNT:		13 wk	26 wk	52 wk
1 min per spot		.15	.20	.50
30 sec per spot		.10	.25	.40

AM/FM COMBINATION: Any of above pkgs used with 10+ spots per wk on KVEN, deduct .70 per spot from 1-min pkg or .55 per spot from 30-sec pkg. CWD not applicable when combination discount is used.

KOXR

1955
OXNARD

A Lotus Communications Corporation Station

Media Code 4 205 5100 4.00

Lotus Oxnard Corp., 418 W. 3rd St., Oxnard, Calif. 93030. Phone 805-487-0444.

1. PERSONNEL
President—Howard A. Kalmenson.
Vice-Pres. & Gen'l Mgr.—Everett Kunin.
Program Director—Marco Antonio Del Castillo.

2. REPRESENTATIVES
GCI Sales, Inc.
Los Angeles, San Francisco—Lotus Reps.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 916 kc.
Directional.
Operating schedule: 4-1 am. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 601.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 15 Eff 9/1/73—Rec'd 8/6/73.

6. SPOT ANNOUNCEMENTS

	7x	26x	52x	156x	312x	624x	1000x
1 min	15.00	14.00	12.00	10.00	9.00	8.00	7.00
30 sec	12.00	11.25	9.50	8.00	7.25	6.50	5.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS
BTA SATURATION PACKAGES

PER WK:	21 ti	28 ti	35 ti	42 ti	49 ti	56 ti
PER DAY:	3 ti	4 ti	5 ti	6 ti	7 ti	8 ti
1 min	10.00	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50

Minimum contract 4 wks.

10. SPECIAL FEATURES
5-min newscasts, ea. 15 Sportsline spon. ea. 12
7 per wk minimum.

KPMJ (FM)

1958
OXNARD

Media Code 4 205 5130 1.00

Oxnard Broadcasting Corp., 1280 S. Oxnard Blvd., Oxnard, Calif. 93030. Phone 805-483-2303.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul R. Schneider.
Manager—W. Richard Schneider.
Program Director—Jerry Hedlund.

2. REPRESENTATIVES
J. A. Lucas Co., Inc./JALCO.

3. FACILITIES ERP 2,850 w.; 104.7 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antanna ht.: 1,580 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 28a, 28c, 29a.
Contracts: 40a, 42b, 43, 45, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 62d.
Cancellation: 71a, 73a.
Prod Services: 82.
Affiliated with MBS.

TIME RATES
No. 6 Eff 1/1/73—Rec'd 1/8/73.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 WEEK					
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.50	3.25	3.00	2.75	2.50
15 sec	3.00	2.75	2.50	2.25	2.00
13 CONSECUTIVE WEEKS					
1 min	3.75	3.50	3.25	3.00	2.75
30 sec	3.25	3.00	2.75	2.50	2.25
15 sec	2.75	2.50	2.25	2.00	1.75
26 CONSECUTIVE WEEKS					
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25	2.00
15 sec	2.50	2.25	2.00	1.75	1.50
52 CONSECUTIVE WEEKS					
1 min	3.25	3.00	2.75	2.50	2.25
30 sec	2.75	2.50	2.25	2.00	1.75
15 sec	2.25	2.00	1.75	1.50	1.25

8. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	260x	364x
1 hr	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00	14.00
10 min	15.00	14.25	13.50	12.75	12.00	11.25	10.50
5 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
AND SPECIAL PROGRAMS

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 wk	6.00	5.75	5.50	5.25	5.00	4.75	4.50
13 wk	5.75	5.50	5.25	5.00	4.75	4.50	4.25
26 wk	5.50	5.25	5.00	4.75	4.50	4.25	4.00
52 wk	5.25	5.00	4.75	4.50	4.25	4.00	3.75

KVEN

1946
VENTURA

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 5250 7.00

KVEN Broadcasting Corp., 3897 Market St., Ventura, Calif. 93003. Phone 805-642-8595.
Mailing address: Box 699, Ventura, Calif. 91401.

STATION'S PROGRAMMING DESCRIPTION
KVEN: Middle-of-the-road with news, personalities & sports. SPORTS: major league baseball, university football & basketball. Contact Representative for further details. Rec'd 5/13/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert L. Fox.
Vice-Pres. & Sta. Mgr.—Ira Laufer
Vice-President, Sales—Robert Jacobson.

2. REPRESENTATIVES
New York, Chicago, Detroit—TPO/Meeker Radio.
San Francisco—Radio Time Sales/International.
Los Angeles—Robert L. Fox/Ira Laufer, 461-9757.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Directional—days.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62c.
Cancellation: 71a, 73a.
FM facilities: KHAY (FM).
Affiliated with American Entertainment Network.
Affiliated with The Rep Network.

TIME RATES
No. 4 Eff 9/1/69—Rec'd 8/5/69.

AA—Mon thru Sat 6-9:30 am & 3:30-7 pm.
A—Mon thru Sat 9:30 am-3:30 pm & 7-9 pm; Sun 6 am-7 pm.
B—All other times.

7. PACKAGE PLANS
CONSECUTIVE WEEKLY PACKAGES

PER WK:	AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
1 WEEK						
1 ti	11.40	9.25	7.20	8.65	7.16	5.45
10 ti	10.75	8.75	6.70	8.15	6.70	5.05
15 ti	10.00	8.00	6.20	7.60	6.25	4.70
20 ti	9.25	7.40	5.70	7.20	5.80	4.35
36 ti	8.50	6.80	5.20	6.70	5.40	3.95
40 ti	7.75	6.20	4.70	6.20	5.00	3.60
13 WEEKS						
1 ti	11.00	8.75	6.80	8.30	6.76	5.15
10 ti	10.25	8.20	6.35	7.80	6.25	4.85
15 ti	9.50	7.60	5.95	7.30	5.80	4.45
20 ti	8.75	7.10	5.50	6.80	5.35	4.05
30 ti	8.00	6.50	5.05	6.30	4.90	3.65
40 ti	7.30	5.90	4.65	5.70	4.45	3.35
26 WEEKS						
1 ti	10.60	8.50	6.50	7.90	6.35	4.95
10 ti	9.90	7.85	6.05	7.40	5.95	4.60
15 ti	9.15	7.25	5.70	6.90	5.50	4.20
20 ti	8.40	6.70	5.15	6.40	5.05	3.80
30 ti	7.60	6.10	4.80	5.95	4.65	3.50
40 ti	6.90	5.50	4.35	5.45	4.20	3.10
52 WEEKS						
1 ti	10.10	8.15	6.25	7.50	6.05	4.80
10 ti	9.35	7.50	5.80	7.10	5.60	4.40
15 ti	8.65	6.90	5.40	6.55	5.15	4.05
20 ti	7.90	6.30	4.95	6.05	4.60	3.65
30 ti	7.20	5.70	4.50	5.55	4.35	3.25
40 ti	6.40	5.05	4.10	5.05	3.90	2.90

10 sec: 50% of 1-min.

6. PROGRAM TIME RATES

	*55 min AA	*55 min A	*55 min B	*25 min AA	*25 min A	*25 min B
1 x	92.50	77.50	60.00	51.50	45.50	32.50
26 x	90.00	73.50	58.50	50.50	44.50	31.75
52 x	87.50	73.50	57.00	49.50	43.50	31.00
104 x	85.00	71.50	55.50	48.50	42.50	30.25
156 x	82.50	69.50	54.00	47.50	41.50	29.50
208 x	80.00	67.50	52.50	46.50	40.50	28.75
260 x	77.50	65.50	51.50	45.50	39.50	28.00
312 x	75.00	63.50	50.00	44.50	38.50	27.25

	15 min AA	15 min A	15 min B	10 min AA	10 min A	10 min B
1 x	32.50	27.00	20.00	27.60	23.10	16.50
26 x	31.75	26.40	19.70	27.00	22.80	16.25
52 x	31.00	25.80	19.40	26.40	22.50	16.00
104 x	30.25	25.20	19.10	25.80	22.20	15.75
156 x	29.50	24.60	18.80	25.20	21.90	15.50
208 x	28.75	24.00	18.50	24.60	21.60	15.25
260 x	28.00	23.40	18.20	24.00	21.30	15.00
312 x	27.25	22.80	17.90	23.60	21.00	14.75

(*) Add 50% of applicable 5-minute rate for 1 hour or 1/2 hour.
Rates not retroactive for spots or programs.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

	1x	25x	65x	130x	200x	260x	520x
AA	15.00	14.50	14.00	13.50	13.00	12.50	12.00
A	12.50	12.05	11.60	11.15	10.70	10.25	9.80
B	9.75	9.30	8.85	8.40	7.95	7.50	7.05

Weather Features—Each hour at :15 and :45, applicable 1-minute rate plus 2.00.

PALMDALE

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Lancaster-Palmdale

PALM DESERT

Riverside County—Map Location G-10
see SRDS consumer market map and data at beginning of the State.

KGUY

1965

RAB

Media Code 4 205 5280 4.00

Bear Broadcasting Corp., Box 1270, Palm Desert, Calif. 92260. Phone 714-345-2731.

STATION'S PROGRAMMING DESCRIPTION
KGUY: MUSIC: country and western.

1. PERSONNEL
President—Jerry A. Jolstead.
General Manager—Robert C. Avery.
Operations Manager—Robert E. Walker.

3. FACILITIES
1,000 w.; 1270 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 net time; rendered on 1st.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 47a.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70e, 71b, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 11/1/70—Rec'd 12/4/70.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

EA:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
CLASS AA						
1 min	9.00	8.00	7.25	7.00	6.75	6.50
30 sec	8.25	7.25	6.50	6.25	6.00	5.75
CLASS A						
1 min	7.00	6.00	5.25	5.00	4.75	4.50
30 sec	6.25	5.25	4.50	4.25	4.00	3.75

7. PACKAGE PLANS

EA:	104x	260x	560x	1000x
TAP				
1 min	5.25	5.00	4.50	4.25
30 sec	4.50	4.25	3.75	3.50

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

PALM SPRINGS (4 AM; 2 FM)

(including Cathedral City)
Plus 1 paid cross reference.
Riverside County—Map Location G-16
See SRDS consumer market map and data at beginning of the State.

KCHV

COACHELLA

NBC Radio Network

NAB

City of license, Coachella, Calif.
Palm Springs Office—Palm Springs Aerial Tramway. Phone 714-324-4732.
See listing under Coachella, Calif.

Advertisement

1. PERSONNEL
General Manager—Robert P. Osterberg.
Program Director—Don Bish.

2. REPRESENTATIVES
Lotus Reps.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 970 kc.
Operating schedule: 24 hours. Directional.

4. RATES
For rate information see Indio & Coachella listing.

KCMJ

1946
PALM SPRINGS

NAB

Media Code 4 205 5310 9.00

Westminster Broadcasting Corp., Box 1626, 300 Radio Rd., Palm Springs, Calif. 92262. Phone 714-325-2253.

1. PERSONNEL
General Manager—William Hesson.

3. FACILITIES
1,000 w. days, 500 w. nights; 1616 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 9/15/72—Rec'd 11/1/72.

AA—Mon thru Fri 6-10 am & 4-7 pm; Sat & Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	250x	500x	750x	1000x
1 MINUTE							
AA	8.25	7.70	7.10	6.55	5.95	5.40	4.80
A	7.45	6.85	6.30	5.70	5.15	4.55	4.00
30 SECONDS							
AA	6.75	6.30	5.85	5.40	4.90	4.45	4.00
A	6.00	5.70	5.25	4.85	4.35	3.85	3.40

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 MINUTE					
AA	7.10	6.55	5.95	5.40	5.00
A	6.30	5.70	5.15	4.55	4.15
30 SECONDS					
AA	5.85	5.40	4.90	4.45	4.40
A	5.25	4.85	4.35	3.85	3.75

KDES

1956
PALM SPRINGS

Media Code 4 205 5340 6.00

Tourtelot Broadcasting Co., 821 N. Palm Canyon Dr., Palm Springs, Calif. 92262. Phones 714-325-1211, 346-8764.

STATION'S PROGRAMMING DESCRIPTION
KDES: Programmed for mass audience.
MUSIC: current single & past hits. 5 AIR PERSONALITIES, commenting on community involvement. NEWS: network at :10, expanded local coverage in drive times at :15. COMMERCIAL POLICY: maximum 8 breaks per hour. 10 min product separation guaranteed. Rec'd 5/2/74.

1. PERSONNEL
President—Joseph L. Tourtelot.
Gen'l & Nat'l Sales Mgr.—Joseph V. Tourtelot.
Local Sales Manager—Cece Wurster.

2. REPRESENTATIVES
Call station collect.

3. FACILITIES
5,000 w. days, 500 w. nights; 920 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 2e, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
AM and FM combinable for frequency discount.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 8/1/74—Rec'd 8/5/74.

A—Mon thru Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-6 am.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

	A				B			
YR:	1000x	750x	500x	250x	1000x	750x	500x	250x
1 min	4.25	4.75	5.25	5.75	2.00	2.25	2.50	2.75
30 sec	3.25	3.75	4.25	4.50	1.50	1.75	2.00	2.25
13 WK.								
TI:	500	300	150	75	500	300	150	75
1 min	4.75	5.25	6.00	6.50	2.25	2.50	2.75	3.00
30 sec	3.75	4.25	4.75	5.50	1.75	2.00	2.25	2.50
2 WK.								
TI:	100	50	30	20	100	50	30	20
1 min	4.75	5.25	6.00	6.50	2.25	2.50	2.75	3.00
30 sec	3.75	4.25	4.75	5.50	1.75	2.00	2.25	2.50
1 WK.								
TI:	50	25	15	10	50	25	15	10
1 min	5.00	5.50	6.25	6.75	2.50	2.75	3.00	3.25
30 sec	4.00	4.50	5.25	5.75	2.00	2.25	2.50	2.75
1 MO. TI:			150	100	75	150	100	75
1 min			5.00	5.25	6.00	2.25	2.50	2.75
30 sec			3.75	4.25	4.75	1.75	2.00	2.25

Guaranteed, fixed position, extra 25%.
Retroactive discounts not allowed.

Edited by Joseph V. Tourtelot.

(Q)

KDES
***No. 1 In**
Men 18-49/Women 18-49
Call collect (714) 325-1211

*Pulse KDES Survey Area. Avg. ¼ hr., 6 AM-7 PM, March-April, 1974

KDES-FM

1963
PALM SPRINGS
Subscriber to the NAB Radio Code

Media Code 4 205 5341 4.00
Tourtelot Broadcasting Co., 321 N. Palm Canyon Dr., Palm Springs, Calif. 92262. Phones 714-325-1211, 346-8764.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KDES-FM: Programmed for adults.
MUSIC: general popular featuring current selections, standards and showtunes. NEWS & weather: reports every hour. COMMERCIAL POLICY: limited to 8 minutes per hour. Rec'd 5/9/74.

3. FACILITIES
ERP 20,000 w. (horiz.) 2,200 w. (vert.) 104.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 276 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
FM and AM combinable for frequency discount.

TIME RATES
No. 16 Eff 9/1/74—Rec'd 10/9/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1000x	750x	500x	250x
1 min	3.25	3.75	4.00	4.25
30 sec	2.25	2.75	3.00	3.25
13 WKS:	500 ti	300 ti	150 ti	75 ti
1 min	3.75	4.25	4.50	4.75
30 sec	2.75	3.25	3.50	3.75
1 MO:		150 ti	100 ti	75 ti
1 min		3.50	3.75	4.25
30 sec		2.50	2.75	3.25
2 WKS:	100 ti	50 ti	30 ti	20 ti
1 min	3.50	4.25	4.50	4.75
30 sec	2.50	3.25	3.50	3.75
1 WK:	50 ti	25 ti	15 ti	10 ti
1 min	3.75	4.50	4.75	5.00
30 sec	2.75	3.50	3.75	4.00

KPSI
*#1 in Women (25-64)
*#1 in Adults (10am-3pm)
*#2 in Adults (18 Plus)
*PULSE — KPSI Survey Area April/May '75

KPSI

1954
PALM SPRINGS

Subscriber to the NAB Radio Code

Media Code 4 205 5375 2.00
KPSI Radio Corp., 174 N. Palm Canyon Dr., Palm Springs, Calif. 92262. Phone 714-325-2582.

STATION'S PROGRAMMING DESCRIPTION
KPSI: Presents a foreground adult sound.
MUSIC: current & past album & single cuts, showtunes & movie scores. Adult variety keyed to MOR taste. SPORTS: play-by-play pro baseball, pro & U football. NEWS: frequent UPI audio network & local reports. COMMERCIAL POLICY: 4 clusters per hour, plus news avails. Contact Representative for further details. Rec'd 1/2/73.

1. PERSONNEL
President—Rozena R. Supple.
Vice-Pres. & Gen'l Mgr.—Elliot Field.
Vice-Pres./Sales—A. H. (Chris) Christensen.

2. REPRESENTATIVES
Los Angeles, San Francisco—Bill Dahlsten & Associates.

5. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 6a.
Rate Protection: 10b, 15d.
Basic Rates: 20b.
Contracts: 40a.
Cancellation: 70e, 71a, 73a.
Prod. Services: 82.

TIME RATES
No. 5 Eff 3/1/75—Rec'd 3/1/75.
AA—Mon thru Sun 6 am-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	50x	100x	250x	500x	1000x
AA	9.00	8.00	7.00	6.00	5.00
A	8.00	7.00	6.00	5.00	4.00

30 SECONDS

AA	7.00	6.00	5.00	4.00	3.00
A	6.00	5.00	4.00	3.50	2.50

Fixed, extra 25%.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, (*)1/3

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	50x	100x	250x	500x	1000x
1 min	8.00	7.00	6.00	5.00	4.00
30 sec	6.00	5.00	4.00	3.50	2.50

(*) Participating Programs.

MONTHLY PLAN

4 WK:	1 min	30 sec
60 ti (30AA, 30A)	250	175

8. PROGRAM TIME RATES

	1x	28x	52x	104x	208x	312x	624x
1 hr	60	55	45	—	—	—	—
1/2 hr	40	36	32	—	—	28	—
1/4 hr	30	27	24	—	—	20	—
5 min	12	11	10	9	8	7	6

Fixed position: 1-1/4x earned rate.

9. PARTICIPATING PROGRAMS
Elliot Field—Mon thru Fri 10-11 am, 5 30-sec spots per wk, per mo 135.00. CWD applicable.

10. SPECIAL FEATURES

NEWSCASTS
Rotating, per wk, 7, 9, 11 am, 3, 7 pm..... 35.00
Fixed, per wk..... 40.00
Incl 10-sec open & close plus 30-sec spot.
Mon thru Fri: 1 per day, 5 days per wk.

SPORTSCASTS
Rotating, 6:15-11:15 pm, per wk..... 30.00
Fixed, per wk..... 35.00
Incl 5-sec open & close plus 30-sec spot.
Mon thru Sun, 1 per day at :15.
CWD applicable.

KWXY / KWXY-FM

KWXY 1964 — KWXY-FM 1968
CATHEDRAL CITY
Represented by
John Andy Potter, Co.
Fine Music

Media Code 4 205 5462 4.00
Glen Barnett, 68700 Avenue 24, Palm Springs, Calif. 92262. Phone 714-328-1104.
Studios: 34th Ave. & Via Altamira, Palm Springs, Calif.

STATION'S PROGRAMMING DESCRIPTION
KWXY: Programmed for adults.
Music broadcast in uninterrupted segments with commercials and other spoken matter clustered each quarter hour. 5 min news at :45, and features (interviews, markets, local information, sports) at :15 each hour. MUSIC: limited to melodic arrangements of standards, showtunes, film music and light semi-classical principally. However, compatible arrange-orchestras, dance bands, symphony orchestras and ments of other types are used for variety. String combos predominate. Vocals are limited to 2 or 3 each hour period. COMMERCIAL POLICY: 3 minutes maximum each quarter hour period. 15 minute product separation guaranteed. Contact Representative for further details. Rec'd 9/26/68.

1. PERSONNEL
Owner—Glen Barnett.

2. REPRESENTATIVES
John Andy Potter Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 690 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21b, 21d, 22a, 22b, 23a, 23b, 28a, 28c, 30, 33b.
Contracts: 40a, 44b, 45, 46
Comb.: Cont. Discounts: 60b, 60k, 61a, 62d.
Cancellation: 71a.
Prod. Services: 80, 82.

TIME RATES
No. 5 Eff 10/72—Rec'd 9/25/72.
AA—Mon thru Fri 6-9 am & 4-7 pm; Sat & Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER YR:	25x	50x	100x	250x	500x	750x	1000x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.65	5.25	4.90	4.50	4.15	3.75

CLASS A

1 min	6.40	6.00	5.60	5.20	4.80	4.40	4.00
30 sec	4.80	4.50	4.20	3.90	3.60	3.30	3.00

10-sec ID's: 50% of 1-min.

7. PACKAGE PLANS

CLASS AA

WKLY, EA:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	7.00	6.25	5.85	5.50	5.25	4.50
30 sec	5.25	4.70	4.40	4.15	3.95	3.40

CLASS A

WKLY, EA:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	5.60	5.00	4.70	4.40	4.20	3.60
30 sec	4.20	3.75	3.55	3.30	3.15	2.70

10-sec ID's: 50% of 1-min.

PACKAGE CONTINUOUS SCHEDULE DISCOUNT
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%

8. PROGRAM TIME RATES

PER YR:	1x	25x	50x	100x	250x
1 hr	60.00	54.00	51.00	------	------
1/2 hr	40.00	36.00	34.00	------	------
1/4 hr	27.00	24.00	22.50	21.00	------
5 min	13.50	12.00	11.25	10.59	9.75

10. SPECIAL FEATURES
5-min news—7 days per wk/annual contract, per mo 250.00.

Edited by Glen Barnett.

(Q)

PALO ALTO

Santa Clara County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KIBE / KDFC (FM)

KIBE 1949 PALO ALTO — KDFC (FM) 1948 SAN FRANCISCO

Media Code 4 205 5430 5.00
Sundial Broadcasting Corp., 495 Beach St., San Francisco, Calif. 94133. Phone 415-778-4720.

STATION'S PROGRAMMING DESCRIPTION
KIBE: Programmed for adults.
MUSIC: classical of every period, with selections determined by audience composition & time of day. Commute & Baroque programs; Sat evenings—full dress opera; Sun evenings—visit to world concert halls. Live performances of local cultural events, programs representative of specific artists, orchestras, composers & conductors, premiere recordings, musical editorials. News of cultural events emphasized. COMMERCIAL POLICY: 6 minutes per hour, no double spotting, no interruption of concert selections (scheduled announcements run immediately on conclusion of performance). Contact Representative for further details. Rec'd 4/12/71.

1. PERSONNEL
General Manager—Edward Davis.

2. REPRESENTATIVES
New York—Herbert E. Groskin & Co.
Los Angeles—Harlan G. Oakes, Inc.

3. FACILITIES
5,000 w. days; 1220 kc. Non-directional.
Operating schedule: 8 am-local sunset. PST.
FM-ERP 33,000 w.; 102.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,260 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 2a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Groskin Group.
Symphonic, operatic and other long concert works not interrupted for commercial announcements. Announcements run immediately after conclusion of performance approximating time ordered as closely as possible.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 6/1/73—Rec'd 6/4/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	20	19	18	17	16
30 sec	16	15	14	13	12

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	3 ti	6 ti	7 ti
1 hr	140	135	130	125	120	115	110
1/2 hr	110	105	100	95	90	85	80
5 min	60	57	54	51	48	45	42

(D)

PARADISE

Butte County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KEWQ

1960
Media Code 4 205 5460 2.00
Butte Broadcasting Company, Inc., Box KEWQ, Paradise, Calif. 95969. Phone 916-877-2872.

STATION'S PROGRAMMING DESCRIPTION
KEWQ: Programmed for adults.

1. PERSONNEL
Station Manager—Daniel L. Barnett.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
500 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 10/1/74—Rec'd 10/11/74.

6. SPOT ANNOUNCEMENTS

	1x	20x	260x	520x	1000x
1 min	2.80	2.80	2.00	2.70	2.40
30 sec	2.40	2.20	2.00	1.80	1.60
20 sec	1.80	1.65	1.50	1.35	1.20
10 sec	1.20	1.10	1.00	.90	.80

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	26	66	96	126	150
30 sec	24	44	64	84	100
20 sec	18	32	48	63	75
10 sec	12	22	32	42	50

Guaranteed time: 1x rate.

CALIFORNIA

PASADENA

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

PASO ROBLES (1 AM; 1 FM)

San Luis Obispo County—Map Location C-9
See SRDS consumer market map and data at beginning of the State

KPRA (FM)

1971

Subscriber to the NAB Radio Code

Media Code 4 205 5475 0.00
KPRA, 32nd and Oak Sts., Box 96, Paso Robles, Calif. 93446. Phone 805-238-5772.
See affiliated AM station for additional information.
AM facilities: KPRL.

STATION'S PROGRAMMING DESCRIPTION
KPRA (FM): Country & western.

3. FACILITIES
ERP 3,000 w.; 94.3 kc. Stereo.
Operating schedule: 6 am-11 pm.
Antenna ht.: 53 ft. above average terrain.

TIME RATES
Eff 9/1/74—Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS

	1x	104x	265x	365x	520x
30 sec	3.00	2.75	2.50	2.25	2.00
1 min	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

SALES MAKER:	25x	50x	100x
30 sec	2.75	2.50	2.25
1 min	3.75	3.50	3.25

KPRL

1946

Subscriber to the NAB Radio Code

Media Code 4 205 5490 9.00
KPRL, 32nd and Oak Sts., Box 96, Paso Robles, Calif. 93446. Phone 805-238-1230.

STATION'S PROGRAMMING DESCRIPTION
KPRL: MOR with current hits, top 40 nights.

1. PERSONNEL
Owner & Gen'l Mgr.—F. Ray Bryant.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-11 pm. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KPRA (FM).
Affiliated with American Information Network.

TIME RATES
Eff 9/1/74—Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS

	1x	104x	156x	260x	365x	520x	780x	1040x
15 sec	4.15	3.75	3.30	2.90	2.50	2.10	1.90	1.75
30 sec	5.20	4.70	4.15	3.60	3.15	2.80	2.40	2.25
1 min	6.95	6.25	5.55	4.85	4.20	3.50	3.15	3.00

Fixed position: Extra 10%.

7. PACKAGE PLANS

SALES MAKER:	15 sec	30 sec	1 min
25 ti	2.90	3.15	4.20
50 ti	2.50	2.80	3.50
100 ti	2.10	2.40	3.15

Within 2 wks.

PATTERSON

Stanislaus County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KOSO (FM)

1966

Media Code 4 205 5520 3.00
Sierra-Pacific Radio Corp., Box 171, Modesto, Calif. 95353. Phone 209-529-7740.

STATION'S PROGRAMMING DESCRIPTION
KOSO (FM): MUSIC: pop standards new & old, accents provided by jazz, folk & showtunes. NEWS: network at :60; local, regional at :30. Ski, road conditions, frost warnings, summer recreational reports. Contact Representative for further details. Rec'd 1/3/72.

1. PERSONNEL
General Manager—Roy D. Swanson.

2. REPRESENTATIVES
Savalli/Gates, Inc.
San Francisco—Advertising Sales West

3. FACILITIES
ERP 1,000 w.; 93.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 3,200 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 2a, 3b, 3d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20b, 21a, 21b, 21d, 24a, 24c, 25a.
Contracts: 40a, 41, 43, 44a, 45.
Comb.: Cont. Discounts: 61a.
Cancellation: 70b, 70d, 71a.
Prod. Services: 80.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 5/1/74—Rec'd 4/3/74.

(This listing continued on next page)

CALIFORNIA

Patterson—KOSO (FM)—Continued

6. SPOT ANNOUNCEMENTS

FIXED, 1 MIN:	1 ti	7 ti	14 ti	21 ti	28 ti
1 wk	6.00	5.50	5.00	4.50	4.00
13 wk	5.00	4.75	4.50	4.00	3.50
26 wk	4.50	4.00	3.50	3.25	3.00
52 wk	3.50	3.00	2.75	2.75	2.75

30 sec: 80% of 1-min. 15 sec: 50% of 1-min.

RATEHOLDER

Consists of 3 30-sec or 6 15-sec per wk.

7. PACKAGE PLANS

MONTHLY ROS BULK RATES

(40% morning, 40% afternoon, 20% 6-9:30 pm)

TI:	20	30	40	50	60	70	80
1 min	80	117	152	185	210	225	240
30 sec	64	94	122	148	168	180	192

15 sec: 50% of 1-min.

(D)

PETALUMA

Sonoma County—Map Location B-5

See SBDS consumer market map and data at beginning of the State.

KTOB

1949

NAB RAB

Media Code 4 205 5550 6.00

KTOB Broadcasting Co., 21 Washington St., Petaluma, Calif. 94952. Phone 707-763-1505.

STATION'S PROGRAMMING DESCRIPTION

KTOB: Contemporary music. Contact Representative for further details. Rec'd 6/12/74.

1. PERSONNEL

Owner, Pres. & Gen'l Mgr.—Robert S. Lipman.

2. REPRESENTATIVES

Radio Time Sales/International.

3. FACILITIES

1,000 w. days, 250 w. nights; 1460 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. PST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Basic Rates: 20b, 21a, 21d, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Cigarette advertising not acceptable.
Member: California Farm Network.

TIME RATES

No. 9 Eff 10/1/74—Rec'd 3/14/75.
AAA—5:30-10 am & 3:30-7 pm.
AA—10:30 am-3:30 pm.
A—After 7 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	AAA 1 wk	AAA 13 wk	AAA 26 wk	AAA 52 wk	AA 1 wk	AA 13 wk	AA 26 wk	AA 52 wk
10 ti	8.95	8.05	7.40	7.00	7.00	6.30	5.85	5.50
20 ti	8.75	7.75	7.20	6.85	6.70	6.00	5.55	5.25
30 ti	8.50	7.55	6.95	6.60	6.35	5.70	5.25	5.00
50 ti	8.00	7.20	6.60	6.25	5.90	5.30	4.85	4.60

	A
10 ti	6.55 5.90 5.40 5.15
20 ti	6.20 5.60 5.15 4.90
30 ti	5.90 5.30 4.90 4.65
50 ti	5.65 5.05 4.65 4.45

30 SECONDS

	AAA				AA			
10 ti	7.20	6.50	5.95	5.60	5.60	5.05	4.65	4.45
20 ti	6.90	6.25	5.75	5.50	5.35	4.85	4.40	4.20
30 ti	6.70	6.00	5.55	5.30	5.10	4.60	4.20	4.00
50 ti	6.25	5.75	5.30	5.00	4.70	4.25	3.90	3.65

	A
10 ti	5.25 4.70 4.35 4.15
20 ti	4.95 4.50 4.15 3.90
30 ti	4.70 4.25 3.90 3.70
50 ti	4.55 4.05 3.70 3.55

7. PACKAGE PLANS

BULK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
100 x	7.35	6.95	6.30	5.88	5.55	5.05
250 x	6.75	6.35	5.85	5.40	5.15	4.65
500 x	6.55	6.15	5.60	5.25	4.90	4.50
1000 x	6.05	5.65	5.05	4.90	4.55	4.05
1500 x	5.65	5.05	4.70	4.05	3.90	3.75

WKLY. ROS:	1 min 16 ti	1 min 26 ti	1 min 36 ti	30 sec 16 ti	30 sec 26 ti	30 sec 36 ti
1 wk, ea	7.30	7.00	6.80	5.75	5.55	5.05

PITTSBURG

Contra Costa County—Map Location B-6

See SRDS consumer market map and data at beginning of the State.

KKIS

1948

RAB

Media Code 4 205 5580 7.00

Schofield Broadcasting Co., Inc., Box 991, 230 E. 4th St., Pittsburg, Calif. 94565. Phone 415-432-3700. Concord Phone 415-682-2832.

STATION'S PROGRAMMING DESCRIPTION

KKIS: Vocal & instrumental popular music.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dick Schofield.

2. REPRESENTATIVES

Selcom, Inc.

3. FACILITIES

5,000 w.; 990 kc. Directional
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

No. 10 Eff 9/1/73—Rec'd 9/5/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA

WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16.00	15.50	15.00	14.50	14.00	13.50
30 sec	14.00	13.50	13.00	12.50	12.00	11.50

CLASS AA

1 min	14.00	13.50	13.00	12.50	12.00	11.50
30 sec	12.00	11.50	11.00	10.50	10.00	9.50

CLASS A

1 min	12.00	11.50	11.00	10.50	10.00	9.50
30 sec	10.00	9.50	9.00	8.50	8.00	7.50

10 sec/less: 50% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	13.50	13.00	12.50	12.00	11.50	11.00
30 sec	11.50	11.00	10.50	10.00	9.50	9.00

10 sec/less: 50% of 1-min.

10. SPECIAL FEATURES

5-min Newscasts & Features—2x applicable 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

POMONA

Los Angeles County—Map Location E-10

See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

PORTERVILLE (1 AM; 1 FM)

Tulare County—Map Location E-8

See SRDS consumer market map and data at beginning of the State.

KIOO (FM)

1972

NAB

Media Code 4 205 5610 2.00

Gateway Broadcasters, Inc., Box 100, Porterville, Calif. 93257. Phone 209-781-5100.

See affiliated AM station for additional information.

AM facilities: KTIP.

1. PERSONNEL

Pres. & Gen'l Mgr.—Gareth F. Garlund.

2. REPRESENTATIVES

Call station collect.

3. FACILITIES

ERP 15,000 w. (horiz.), 15,000 w. (vert.); 99.7 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 689 ft. above average terrain.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 Eff 11/1/73—Rec'd 3/5/73.

6. SPOT ANNOUNCEMENTS

1 min, flat 6.00 30 sec, flat 4.80

7. PACKAGE PLANS

42 ti per wk, per month 250.00.
Lesser number of spots subject to availability & preemptible.

KTIP

1947

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 5640 9.00

Gateway Broadcasters, Inc., Box 1450, Porterville, Calif. 93257. Phone 209-784-1450.

1. PERSONNEL

Station Manager—Lawrence D. Cotta.

2. REPRESENTATIVES

Call station collect.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
FM facilities: KIOO (FM).

TIME RATES

No. 9 Eff 8/1/74—Rec'd 8/30/74.
AA—6-9 am & 4-6 pm.
A—9 am-4 pm & 6-9 pm.

6. SPOT ANNOUNCEMENTS

FLAT:	1 min	30 sec	15 sec
A	4.60	3.70	2.30
Spanish	5.60	4.50	2.80

2000+—10% discount; subject to short rate.

10. SPECIAL FEATURES

FLAT:	1 min	30 sec	15 sec
AA, News & Sports	6.50	5.20	3.25

PORT HUENEME

Ventura County—Map Location D-9

See SRDS consumer market map and data at beginning of the State.

See Oxnard-Ventura

(including Camarillo, Port Hueneme, Santa Paula)

QUINCY

Plumas County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

KPCO

1963

NAB RAB

Media Code 4 205 5660 6.00

Ralph Wittick, Dan DeMiglio, dba KPCO Radio, Box 1370, Pioneer Plaza, Quincy, Calif. 95971. Phone 916-283-1870.

1. PERSONNEL

General Manager—Stan Castles.

2. REPRESENTATIVES

Radio Time Sale/International.

3. FACILITIES

500 w.; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 3/1/68—Rec'd 7/31/68.

6. SPOT ANNOUNCEMENTS

ANNUAL BULK RATES

	52x	104x	156x	260x	500x	1000x
1 min	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	2.60	2.45	2.30	2.15	2.00	1.85
15 sec/less	1.75	1.65	1.55	1.45	1.25	1.10

Frequency discounts may be earned during a 1 year period and are retroactive.

7. PACKAGE PLANS

(Must be used in 7 days)

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.50	3.00	2.80	2.60	2.20	2.00
30 sec	2.50	2.25	2.10	1.95	1.80	1.65
15 sec/less	1.75	1.50	1.30	1.20	1.10	1.00

(Must be used in 30 days)

PER MO:	1 min	30 sec	(*)
1 ti	3.50	2.50	1.75
30 ti	3.00	2.25	1.50
60 ti	2.70	2.00	1.30
100 ti	2.40	1.75	1.10
200 ti	2.00	1.50	.90
†300 ti	1.75	1.25	.75
†500 ti	1.50	1.00	.60

(*) 15 sec or less.
(†) ROS only. No additional discount. Subject to availability.
Must be evenly distributed over a minimum of 3 weeks during the specific period.

TFN PACKAGE

(To be used in 1 month)

	30 ti	50 ti	100 ti
1 min	50.00	75.00	125.00

FIRM CONTRACT DISCOUNTS

13 wk—7-1/2% 26 wk—15% 52 wk—25%

ROS—applicable rates less 10%.
1 minute, 30 and 15 second spots may be combined to earn lower rates.

Edited by Stan Castles.

RED BLUFF

Tehama County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

KBLF

1946

RAB

Subscriber to the NAB Radio Code

Media Code 4 205 5700 1.00

Concerned Communications Corp., Box 1010, Red Bluff, Calif. 96080. Phone 916-527-3511.

1. PERSONNEL

Station Manager—Mrs. Dian M. Bryngelson.

2. REPRESENTATIVES

Masla/Young, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: California Farm Network.

TIME RATES

No. 13 Eff 11/1/73—Rec'd 10/23/73.
AA—6-9 am, 11 am-1 pm & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER YR:	52x	156x	260x	520x	1040x
1 min	5.30	5.00	4.70	4.10	3.55
30 sec	4.70	4.40	4.10	3.55	2.95

CLASS A

1 min	4.70	4.40	4.10	3.55	2.95
30 sec	4.10	3.80	3.55	2.95	2.35

7. PACKAGE PLANS

PER WK. ROS:	10 ti	25 ti	40 ti	60 ti	100 ti
1 min	5.00	4.70	4.40	4.10	3.55
30 sec	3.80	3.55	3.25	2.95	2.35

Edited by Mrs. Dian M. Bryngelson.

REDDING (4 AM)

Shasta County—Map Location B-3

See SRDS consumer market map and data at beginning of the State.

KCLM

1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 5730 9.00

California Northwest Broadcasting Co., Box 2378, Redding, Calif. 96001. Phone 916-246-1330.

STATION'S PROGRAMMING DESCRIPTION

KCLM: MUSIC: modern country.

1. PERSONNEL

General Manager—Ray E. Grant.

2. REPRESENTATIVES

Savalli/Gates, Inc.

3. FACILITIES

5,000 w. days; 1230 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES

No. 2 Eff 9/1/69—Rec'd 9/2/69.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	6.00	5.50	5.00	4.75	4.25	4.00
30 sec	5.00	4.50	4.00	3.75	3.25	3.00
10 sec	3.00	2.80	2.60	2.40	2.20	2.00

DISCOUNT

52 wk—10%

KQMS

1954

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 5760 5.00

Radio Redding, Inc., Box 1400, Redding, Calif. 96001. Phone 916-246-1400. TWX 510-748-6705.

STATION'S PROGRAMMING DESCRIPTION

KQMS: Programmed for auults.

1. PERSONNEL

General Manager—Barry Barker.

2. REPRESENTATIVES

Buckley Radio Sales, Inc.
Portland, Seattle—Simpson/Reilly & Associates Co.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with NBC.
Sold in combination with KPAY, Chico or KMED, Medford, Ore. When sold with either deduct 10% from each station. No combination discount KMED/KPAY.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7 Eff 10/1/74—Rec'd 10/28/74.
AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
A—BOS
B—After 8:05 pm.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	156x	260x	312x
1 min	7.00	6.65	6.30	5.95	5.60	5.25	4.90	4.55
30 sec	5.65	5.35	5.05	4.80	4.50	4.25	3.95	3.65

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
5 ti	6.25	5.00	3.13	5.20	3.90	2.60
10 ti	5.90	4.75	2.95	4.80	3.60	2.40
15 ti	5.55	4.45	2.78	4.40	3.70	2.20
20 ti	5.25	4.20	2.63	4.10	3.50	2.05
25 ti	4.95	3.95	2.48	3.85	3.25	1.63

B: 50% of earned rate. May combine with AA & A to earn maximum discount.

KRDG

1650

Media Code 4 205 5790 2.00

Redding Broadcasting Co., Box 1917, Redding, Calif. 96001. Phone 916-243-0343.

STATION'S PROGRAMMING DESCRIPTION

KRDG: contemporary music.

1. PERSONNEL

Manager—Howard N. Martineau.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES

Eff 4/15/73—Rec'd 5/7/73.

6. SPOT ANNOUNCEMENTS

OPEN RATE, PER YR:	1x	156x	365x	1000x
1 min	4.65	4.00	3.75	3.00
30 sec	4.00	3.75	3.15	2.50

7. PACKAGE PLANS

PER WK:	7 ti	14 ti	21 ti	35 ti	56 ti	70 ti
1 min	3.70	3.40	3.10	2.80	2.60	2.35
30 sec	3.05	2.80	2.50	2.35	2.10	1.95

10 sec: 50% of 1-min.

DISCOUNT

13+ wk—10%

KVCV

1939

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 5820 7.00

Golden Empire Broadcasting Co., Box 1918, Redding, Calif. 96001. Phone 916-243-1515. TWX 910-536-0336.

STATION'S PROGRAMMING DESCRIPTION

KVCV: Programmed for adults. MOB music.

1. PERSONNEL

Pres. & Gen'l Mgr.—Mrs. Hugh McClung.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.
Portland, Seattle—Art Moore & Assoc., Inc.

3. FACILITIES

1,000 w.; 600 kc. Directional.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION

15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract with exceptions.
Affiliated with CBS.
Affiliated with ATA Radio Network.
Additional 10% discount when used in conjunction with KHSL, Chico.

TIME RATES

No. 22 Eff 1/1/70—Rec'd 12/15/69.

6. SPOT ANNOUNCEMENTS

*(Mon thru Fri 6-10 am & 4-7 pm)

PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti
1 min	6.00	5.50	5.00	4.50	3.75
30 sec	4.80	4.40	4.00	3.60	3.00
*(All other times)					
1 min	4.75	4.25	3.70	3.45	3.25
30 sec	3.80	3.40	2.95	2.75	2.60

(*) Guaranteed times.
10 sec: 50% of 1-min.

REDLANDS

San Bernardino County—Map Location G-6

See SRDS consumer market map and data at beginning of the State.

See San Bernardino-Riverside

(including Redlands)

REDONDO BEACH

Los Angeles County—Map Location E-16
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

RIDGECREST (2 AM)

Kern County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KLOA
1956

Media Code 4 205 5880 1.00
Glenn E. Shoblom, Box 938, Ridgecrest, Calif. 93555. Phone 714-375-8888.

STATION'S PROGRAMMING DESCRIPTION
KLOA: Programmed for adults & young adults.

1. **PERSONNEL**
General Manager—Glenn E. Shoblom.
2. **REPRESENTATIVES**
J. A. Lucas & Co., Inc./JALCO.
3. **FACILITIES**
250 w.; 1246 kc. Non-directional.
Operating schedule: 5:55 am-midnight. PST.
6. **AGENCY COMMISSION**
15/0 time: 15th of following month.
6. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
Member: Jalco So/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/70—Rec'd 5/4/70.
AA—Mon thru Sat 6-8:30 am, 11 am-noon & 3-6 pm.
A—All other times.

6. **SPOT ANNOUNCEMENTS**

	1x	50x	100x	250x	500x	1000x
CLASS AA						
1 min	6.25	6.00	5.75	5.50	5.25	5.00
30 sec	4.65	4.50	4.30	4.15	4.00	3.85
10 sec	3.15	3.00	2.88	2.75	2.63	2.25
CLASS A						
1 min	4.65	4.50	4.30	4.15	4.00	3.85
30 sec	3.40	3.30	3.20	3.10	3.00	2.90
10 sec	2.33	2.25	2.15	2.06	2.06	1.95

May be combined for frequency discounts within calendar year.

7. **PACKAGE PLANS**
WEEKLY PACKAGES—CONSECUTIVE WEEKS

PER WK:	3 wk	13 wk	27 wk
10 ti	50x	100x	250x
20 ti	100x	250x	500x
30 ti	250x	500x	1000x

ROS: station option within time class.

KZIQ
1974

NAB RAB

Media Code 4 205 5916 6.00
Space/Time Broadcasting Co., 121 W. Ridgecrest Blvd., Ridgecrest, Calif. 93555. Phone 714-375-1360.

STATION'S PROGRAMMING DESCRIPTION
KZIQ: Programmed for all ages, C/W format.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—John T. Murray.
2. **REPRESENTATIVES**
Bill Dahlsten & Associates.
3. **FACILITIES**
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. **AGENCY COMMISSION**
15/0 time only; payable when rendered.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
NATIONAL AND LOCAL RATES
Eff 6/1/75—Rec'd 8/1/75.
AA—Mon thru Sat 6-8:30 am, 11 am-noon & 3-6 pm.
A—All other times.

6. **SPOT ANNOUNCEMENTS**

PER YR:	1x	50x	100x	250x	500x	1000x
CLASS AA						
1 min	6.25	6.00	5.75	5.50	5.25	5.00
30 sec	4.65	4.50	4.30	4.15	4.00	3.85
10 sec	3.15	3.00	2.88	2.75	2.63	2.25
CLASS A						
1 min	4.65	4.50	4.30	4.15	4.00	3.85
30 sec	3.40	3.30	3.20	3.10	3.00	2.90
10 sec	2.33	2.25	2.25	2.08	2.00	1.95

7. **PACKAGE PLANS**

PER WK, ROS:	5 wk	13 wk	27 wk
10 ti	50x	100x	250x
20 ti	100x	250x	500x
30 ti	250x	500x	1000x

Submitted by John T. Murray.

RIVERSIDE

Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

See San Bernardino-Riverside
(including Redlands)

ROSEVILLE

Placer County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

See Sacramento
(including Roseville)

SACRAMENTO (8 AM; 7 FM)

(including Roseville)
Plus 2 paid cross references.
Sacramento County—Map Location C-5
Roseville, Placer County—Map Location C-4
See SRDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	70	45	60	36
B	53	44	47	36
C	47	41	45	35
D	40	40	41	29
AVERAGE	53	43	48	34

KCRA
1945
SACRAMENTO

NBC Radio Network

BLAIR RADIO

RAB

Subscriber to the NAB Radio Code
Media Code 4 205 5940 2.00
Kelly Broadcasting Co., 310 10th St., Sacramento, Calif. 95814. Phone 916-441-5272. TWX 916-367-2433.

1. **PERSONNEL**
Partner—Jon S. Kelly.
Partner—Robert E. Kelly.
General Manager—Virgil Clemons.
2. **REPRESENTATIVES**
Blair Radio.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1320 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30-1 am. PST.
4. **AGENCY COMMISSION**
15/0 time; 15th of following month.
6. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22b, 23b, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 43, 44b 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KCTC.
Affiliated with NBC.
Affiliated with American Entertainment Network.

TIME RATES
No. 14 Eff 9/1/75—Rec'd 7/23/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5:30-6 am, 10 am-3 pm & 7-8 pm; Sun 6 am-8 pm.
B—All other times.

6. **SPOT ANNOUNCEMENTS**

PER WK:	(*)	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA						
1 min	85	80	75	70	----	----
30 sec	70	66	62	58	----	----
CLASS AA						
1 min	72	68	64	60	56	52
30 sec	55	52	50	48	46	44
CLASS A						
1 min	54	51	48	45	42	39
30 sec	42	40	38	36	34	32
ID's	34	32	30	28	26	24
CLASS B						
1 min	....	42	39	36	33	30
30 sec	....	33	31	29	27	25
ID's	....	25	23	21	19	17

(*) Specified position.
Edited by Jerry Gibson.

KCTC
1947
SACRAMENTO

BLAIR RADIO

RAB

Subscriber to the NAB Radio Code
Media Code 4 205 5955 1.00
Kelly Broadcasting Co., 1235 Fee Dr., Sacramento, Calif. 95815. Phone 916-927-2706.

1. **PERSONNEL**
General Manager—Stan Weisberger.
Sales Manager—Richard Burgess.
3. **FACILITIES**
ERP 45,000 w. (horiz.), 45,000 w. (vert.); 96.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 520 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time; 15th of following month.
5. **GENERAL ADVERTISING** See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: KCRA.

CALIFORNIA

Affiliated with American Information Network.

TIME RATES
No. 10 Eff 8/1/75—Rec'd 6/30/75.
AAA—Mon thru Fri 6 am-7 pm.
AA—Mon thru Fri 7-10 pm; Sat & Sun 8 am-7 pm.
A—All other times.

6. **SPOT ANNOUNCEMENTS**

PER WK:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)
6 ti	41	33	37	29	34	26
12 ti	40	32	36	28	33	25
18 ti	39	31	35	27	32	24
24 ti	38	30	34	26	31	23

(*) 30 sec/less.
Edited by Stan Weisberger.

KCVR
LODI

Spanish

City of license—Lodi, Calif.
Sacramento office—15 Malone Ct., Sacramento, Calif. 95820. Phone 916-444-0626.
See listing under Lodi, Calif.

KEWT (FM)
(formerly KHIQ (FM)
1959
SACRAMENTO

HR STONE radio

NAB RAB

A Hercules Broadcasting Station
Media Code 4 205 5963 5.00
Hercules Broadcasting Co., 3326 El Camino Ave., Sacramento, Calif. 95821. Phone 916-482-7100.
Mailing Address: Box 6347, Sacramento, Calif. 95860.
See affiliated AM station for additional information.
AM facilities: KRAK.

STATION'S PROGRAMMING DESCRIPTION
KEWT (FM): Programmed for adults.
MUSIC: blend of current & popular standards utilizing full orchestral forms. COMMERCIAL POLICY: 3 commercial segments with maximum 6 commercial units per hour. Contact Representative for further details. Rec'd 9/3/74.

1. **PERSONNEL**
Vice-Pres./Sales—John McRae.
Station Manager—Jim Pierce.
Operations Manager—LeGrand Rogers.
Musical Director—James A. Schulke.
2. **REPRESENTATIVES**
HR/Stone Radio Representatives, Inc.
3. **FACILITIES**
ERP 50,000 w. (horiz.), 50,000 w. (vert); 105.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 240 ft. above average terrain.
1,038 ft. above sea level.
5. **GENERAL ADVERTISING** See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 14c, 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 75-B Eff 6/1/75—Rec'd 5/12/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. **SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	Open	6 ti	12 ti	16 ti	24 ti
AAA	52	46	41	37	33
AA	36	34	30	26	22
A	28	26	24	22	20

B: 50% of A.

DISCOUNT
52 wk—10%

7. **PACKAGE PLANS**

TAP

PER WK:	6 ti	12 ti	16 ti	20 ti	24 ti
1 min	33	30	27	24	21

3 spot minimum—1/2AAA, 1/4AA, 1/4A, equally distributed over 6+ days.

ANNU/PLAN

1 MIN:	200x	400x	800x
AAA	37	33	29
AA	26	22	18
A	22	18	14

Equally distributed over 6+ days.
Edited by John McRae.

KEZS (FM)
1959
SACRAMENTO
A PSA Broadcasting Station
Media Code 4 205 5966 3.00
PSA Broadcasting, Inc., a div. of Pacific Southwest Airlines, 5831 Rosebud Lane, Sacramento, Calif. 95841. Phone 916-331-5772.

STATION'S PROGRAMMING DESCRIPTION
KEZS (FM): Programmed for adults.
MUSIC: Country & western in 10-minute segments. 7 AIR PERSONALITIES. NEWS: 30-sec. every 10 minutes 6-9 am; 2-minutes at :30 at other times. COMMERCIAL POLICY: only 6 breaks; 12 spots per hour maximum. Contact Representative for further details. Rec'd 7/25/74.

1. **PERSONNEL**
Gen'l & Sales Mgr.—Ken Thompson.
Program Director—Paul Ward.

(This listing continued on next page)

THEY CALLED YOU WHAT!

A funny thing happened on the way to the top! We were never taken too seriously when there were FOUR so-called "Beautiful Music" stations in the Sacramento area. Since August 1st, 1972 there's been THREE format changes and now KEWT is the ONLY 24-hour "Beautiful Music" station in the market.

You can't imagine what they call us now! Everything but what we are — "a blend of current and popular standards utilizing full orchestral forms."

If you've ever had someone try to do a **number** on you — look at **our** numbers. Beautiful — just beautiful!

Call us anything — BUT call us!!

For details write or call John McRae — KEWT — P. O. Box 6347, Sacramento, CA 95860.

Kewt
FM STEREO 105
Sacramento, California

HERCULES BROADCASTING COMPANY

Represented nationally by HR STONE

CALIFORNIA

Sacramento—KEZS (FM)—Continued

2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
ERP 64,000 w. (horiz.), 64,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 280 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11c, 12b, 14b, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 45, 46, 50.
Comb.; Cont. Discounts: 60b, 60f, 60j, 60k, 61b, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Affiliated with Avco Group Plan.
Member: PSA Group.

TIME RATES
No. 3 Eff 8/1/74—Rec'd 7/25/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti	36 ti
PER YR:	100x	250x	500x	1000x
AAA	12	11	10	9
AA	11	10	9	8
A	9	8	7	6
B	8	7	6	5

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	10.00	9.00	8.00	7.00
30 sec	7.00	6.50	6.00	5.50

KFBK
1922
SACRAMENTO
A McClatchy Beeline Station

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 5870 0.00
McClatchy Broadcasting, Box 15779, Sacramento, Calif. 95813. Phone 916-442-0476. TWX 910-367-0296.

STATION'S PROGRAMMING DESCRIPTION
KFBK: Total news & information.
Local news staff augmented by networks. Traffic reports. Direct line stock market coverage. State capitol & Washington newsmen plus correspondents & reporters. Sports. Farm director. Contact Representative for further details. Rec'd 8/5/75.

1. PERSONNEL
Manager—Arthur C. Williams.
2. REPRESENTATIVES
Katz Radio.
McClatchy Sta. Sales Office: See Rep & S/O pages
3. FACILITIES 50,000 w.; 1530 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only. Bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 61a, 61b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.
Member: California Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 4/1/74—Rev. 1/29/75—Rec'd 2/3/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	34	33	32	31	30
AA	32	31	30	29	28
A	21	20	19	18	17
B	19	18	17	16	15

20/30 sec: 80% of 1-min 10 sec: 50% of 1-min.
DISCOUNT
18 wk—5% 26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES
*MON THRU SAT 10 AM-10 PM; SUN 6 AM-10 PM

PER YR:	1x	26x	52x	65x	156x	260x	312x
1 hr.*	230	200	180	170	160	150	140
1/2 hr.*	130	110	105	95	90	85	80
1/4 hr.*	75	70	65	63	60	58	56
5 min.*	36	35	34	33	32	31	30

(*) AAA, extra 30%.

KFBK 15
ALL NEWS
24 hours a day

10. SPECIAL FEATURES
5-min News—7.50.
Farm—Mon thru Fri noon-1 pm, AA rates apply.

KFBK-FM
1946
SACRAMENTO

NAB

Media Code 4 205 5871 8.00
McClatchy Broadcasting, Box 15779, Sacramento, Calif. 95813. Phone 916-442-0476. TWX 910-367-0296.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KFBK-FM: MUSIC: Light classical & classical music ranging from pop standards & show tunes through concert music. Includes symphonic work, opera, standards, ballet & chamber music as well as show tunes. Symphony & Opera in season. Capsule newscasts periodically. Contact Representative for further details. Rec'd 6/2/72.

3. FACILITIES
ERP 115,000 w.; 92.5 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 24v ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 1/1/75—Rec'd 12/4/74.

6. SPOTS ANNOUNCEMENTS

PER YR:	1x	52x	156x	260x	520x	1040x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.00	8.00	7.00	6.50	6.00
30 sec	8.00	7.20	6.40	5.60	5.20	4.80
10 sec	5.50	5.00	4.50	4.00	3.75	3.50

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	260x	312x
1 hr	75	65	60	50	45
1/2 hr	50	40	45	30	25

10. SPECIAL FEATURES
News sponsorship—1-min rate plus 1.00.

KGMS
1952
SACRAMENTO

Alan Torbet Associates, Inc.

Subscriber to the NAB Radio Code
Media Code 4 205 6000 5.00
KULA Broadcasting Inc., 937 Enterprise Dr., Sacramento, Calif. 95825. Phone 916-929-5467.

STATION'S PROGRAMMING DESCRIPTION
KGMS: Programmed for audience 25 and up.
MUSIC: MOR with personalities. NEWS: at :55, headlines at :25. 5-min news at :60 & :30 in drive times. Local news department with mobile facilities. SPORTS: play-by-play professional baseball, sports commentary. Features at :30 from 9:30 am-3:30 pm. Ski information and road reports in winter, camping reports in vacation period. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ted Wolf.
General Sales Manager—Bill Stukaloff.
Operations Manager—Glenn A. Johnson.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES 1,000 w.; 1380 kc. Directional.
Operating schedule: 5-1 am. PST.
4. AGENCY COMMISSION
15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23b, 24a, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
FM facilities: KSFM (FM) Woodland.
Affiliated with ATA Radio Network.
10% discount when sold in combination with KSFM (FM).

TIME RATES
No. 17 Eff 1/1/75—Rec'd 1/9/75.
I Mon thru Fri 6-10 am & 3-7 pm, rotating.
II—Mon thru Sun 6 am-7 pm.
III—Mon thru Fri 10 am-3 pm &/or 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

	—I—		—°II—		—°III—	
	1 min	20/30	1 min	20/30	1 min	20/30
6 ti	27	22	23	18	21	17
12 ti	25	20	21	17	19	15
18 ti	23	18	19	15	18	14
24 ti	21	17	17	14	16	13

10 sec: 60% of 1-min.
(°) RTA.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.
Submitted by Ted Wolf.

KJAY
1963
SACRAMENTO

Media Code 4 205 6060 8.00
Broadcast Ranch, Box 1300, Rt. 1, West Sacramento, Calif. 95691. Phone 916-371-5101.

1. PERSONNEL
Pres., Gen'l Mgr & Sales Mgr.—Jack L. Powell.
2. REPRESENTATIVES
Bill Dahlsten & Associates.
3. FACILITIES
500 w. days; 1430 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 71a, 73a.
Affiliated with MBS.

TIME RATES
Eff————Rec'd 12/7/70.

6. SPOT ANNOUNCEMENTS

PER YR:	100x	250x	500x	750x	1000x	1500x
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	5.50	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	7.50	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50

Edited by Jack Powell.

KNDE
1945
SACRAMENTO

RAB

Media Code 4 205 6100 3.00
Mediacast, Inc., Box 15184, 355 Commerce Circle, Sacramento, Calif. 95815. Phone 916-922-8851. Telex 377-343.

STATION'S PROGRAMMING DESCRIPTION
KNDE: Programmed for young adults.
MUSIC: top 40. 8 AIR PERSONALITIES. Community involvement activities & services. NEWS: 8 min 10x daily at :36. Local & regional emphasis, UPI, AP, associate reporters. COMMERCIAL POLICY: maximum 14 units per hour. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Pres., Gen'l Mgr. & Nat'l Sales—Scott M. Elrod.
General Sales Manager—Rick Mayer.
Program Consultant—Kent Burkhart.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Los Angeles—Bill Dahlsten & Associates.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1470 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10f, 12f.
Basic Rates: 20b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46.
Comb.; Cont. Discounts: 60g, 60l, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES
No. 406 Eff 5/1/74—Rec'd 4/12/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 9 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA							
	—1 min—				—30 sec—			
WKS:	1	13	26	52	1	13	26	52
6 ti	35	34	32	30	30	29	27	25
12 ti	33	32	30	28	28	27	25	23
18 ti	31	30	28	26	26	25	23	21
24 ti	29	28	26	24	24	23	21	19
30 ti	27	26	24	22	22	21	19	17
	CLASS A							
6 ti	32	31	29	27	27	26	24	22
12 ti	30	29	27	25	25	24	22	20
18 ti	28	27	25	23	23	22	20	18
24 ti	26	25	23	21	21	20	18	16
30 ti	24	23	21	19	19	18	16	14

10 sec: 50% of 1-min.
Rateholder: Minimum 6 spots per wk.

10. SPECIAL FEATURES
Newscasts—1-min rate plus 25%.
Edited by Scott M. Elrod.

KPIP (FM)
1970
ROSEVILLE

Spanish Language

Media Code 4 205 6106 0.00
KPOP Radio, Box 1110, Roseville, Calif. 95678. Phone 916-791-4111.
See affiliated AM station for additional information.
AM facilities: KPOP.

STATION'S PROGRAMMING DESCRIPTION
KPIP (FM): Spanish 6 am-7 pm. Contact Representative for further details. Rec'd 8/5/74.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 130 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-6 pm. For simu'cast facilities see KPOP
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/74—Rec'd 4/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	3.75	3.60	3.50	3.25	3.00	2.75	2.50
20 sec	3.40	3.20	3.00	2.80	2.60	2.40	2.20

DISCOUNT
13 wk—4% 52 wk—10%

KPOP
1968
ROSEVILLE

NAB

Media Code 4 205 6112 8.00
KPOP Radio, 8842 Quail Ln., Roseville, Calif. 95678. Phone 916-791-4111.
Sacramento office: 1722 J. St., Sacramento, Calif. 95814. Phone 916-967-0606.

STATION'S PROGRAMMING DESCRIPTION
KPOP: Programmed for adults & young adults.

1. PERSONNEL
General Manager—Gene Ragle.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
500 w.; 1110 kc. Non-directional days, directional nights.
Operating schedule: 6 am-midnight. PST.
Partial simulcast operation. Simulcast 6 pm-midnight. For non-simulcast facilities see KPIP (FM).
4. AGENCY COMMISSION
15/0.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KPIP (FM).
Affiliated with American Information Network.
Affiliated with MBS.
Affiliated with The Rep Network.

TIME RATES
No. 7 Eff 7/1/75—Rec'd 6/23/75.
AA—Mon thru Sat 6-9 am & 3:30-7 pm.
A—All other times.

7. PACKAGE PLANS

	CLASS AA						
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36+
1 min	14.00	13.50	13.00	12.50	12.00	11.50	11.00
30 sec	11.00	10.50	10.00	9.50	9.00	8.50	8.00
	CLASS A						
1 min	10.30	9.90	9.40	8.90	8.45	8.00	7.50
30 sec	8.25	7.90	7.50	7.10	6.75	6.40	6.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
3-min news at :05 & :35—1-1/2x 1-min, AA rate.
3-min sports—1-1/2x 1-min, AA rate.
CONSECUTIVE WEEK DISCOUNT
13 wk—4% 26 wk—8% 52 wk—12%
Minimum 3 spots per wk.
Edited by Hank Gonzales.

KRAK
1926
SACRAMENTO

NAB RAB

A Hercules Broadcasting Station
Media Code 4 205 6120 1.00
Hercules Broadcasting Co., 3326 El Camino Ave., Sacramento, Calif. 95821. Phone 916-482-7100.
Mailing Address: Box 6347, Sacramento, Calif. 95860.

STATION'S PROGRAMMING DESCRIPTION
KRAK: Programmed for adults.
MUSIC: modern country. NEWS: at :55 plus supplementary news at :25 in AM & FM drive times. Emphasis on community involvement with many public affairs projects. SPORTS: at :45. FARM: market reporting & special agricultural feeds from 5-6 am. Contact Representative for further details. Rec'd 4/23/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Manning Slater.
Vice-President/Sales—John M. McIlae.
Vice-President/Programming—Jay Hoffer.
2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.
3. FACILITIES 50,000 w.; 1140 kc. Directional.
Operating schedule: 24 hours. PST.
4. AGENCY COMMISSION
15/0 on net time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60l, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82
Does not accept political advertising.
FM facilities: KEWT (FM).

TIME RATES
No. 75 Eff 9/1/74—Rec'd 7/15/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
FARM—Mon thru Fri 5-6 am.
C—All other times.

6. SPOT ANNOUNCEMENTS

	—AAA—			—AA—		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
30 ti	45	36	27	37	30	22
24 ti	48	38	29	40	32	24
18 ti	51	41	31	43	34	26
12 ti	53	42	32	45	36	27
6 ti	55	44	33	47	38	28
Fixed	60	48	36	50	40	30
	—A—			—B—		
30 ti	36	29	22	24	19	14
24 ti	39	31	23	25	20	15
18 ti	42	34	25	26	21	16
12 ti	44	35	26	27	22	17
6 ti	46	37	28	29	23	18
Fixed	48	38	29	30	24	19

C: 50% of B.
Must be equally distributed over 5+ days within wk.

7. PACKAGE PLANS

	—AAA—			—AA—		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
30 ti	54	43	32	45	36	27
24 ti	58	46	35	48	38	29
18 ti	61	49	37	51	41	31
12 ti	63	50	38	53	42	32
6 ti	65	52	39	55	44	33
Fixed	72	58	43	60	48	36
	—A—			—B—		
30 ti	43	34	26	28	22	17
24 ti	47	38	28	29	23	18
18 ti	49	39	29	30	24	19
12 ti	51	41	31	31	25	20
6 ti	53	42	32	33	26	21
Fixed	58	46	35	35	28	22

C: 50% of B.

ANNU/PLAN

	—AAA—			—AA—		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
500 x	45	36	27	37	30	22
1000 x	40	32	24	32	26	19
	—A—			—B—		
500 x	36	29	22	24	19	14
1000 x	31	25	19	20	16	12

Must be equally distributed over 5+ days within wk.

10. SPECIAL FEATURES
FARM—MON THRU FRI 5-6 AM

	Open	13 wk	26 wk	52 wk
1 min	20	18	16	14
30 sec	16	14	12	10

10 sec: 60% of 1-min, preemptible.
Schedule must be equally distributed Mon-Fri. Farm broadcasts spots combine for frequency with other spot packages.

(Sacramento continued on next page)

KROY
1957
SACRAMENTO

Media Code 4 205 6150 6.00
KROY, Box 15557, Sacramento, Calif. 95815. Phone 916-927-4274.
1. PERSONNEL
President—George Fritzinger.
Vice-Pres. & Gen'l Mgr.—Barry Potter.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 29b, 33b.
Contracts: 40a, 41, 44a, 45, 46, 49, 51c.
Comb.: Cont. Discounts: 60d, 60f, 62b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 2 Eff 3/1/74—Rec'd 3/7/74.
AA—Mon thru Fri 6-10 am & 3-8 pm.
A—Sat & Sun 9 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
C—Mon thru Fri 10 am-3 pm; Sat 6-9 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	36 ti
AA	49	47	44	41	37
A	42	40	37	35	31
B	37	35	33	31	29
C	30	28	26	24	22

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A OR B, 1/3 C

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	33	31	29	27	25

30 sec: 80% of 1-min.

10. SPECIAL FEATURES
Religious 1/2 hr, Sun 7-9 am 100

KSFM (FM)
WOODLAND

City of license, Woodland, Calif.
Sacramento Office: 1235 H St., Sacramento, Calif. 95814. Phone 916-441-4133.
See listing under Woodland, Calif.

KXOA (FM)
1947
SACRAMENTO

Selcom, Inc.

Media Code 4 205 6211 6.00
2434 Loma Vista Dr., Sacramento, Calif. 95825. Phone 916-483-5083.

STATION'S PROGRAMMING DESCRIPTION
KXOA (FM): Hit music, personalities, community involvement. Contact Representative for further details. Rec'd 11/18/74.

1. PERSONNEL
President—Willet H. Brown.
Vice-President—Michael J. Brown.
General Manager—Phil Melrose.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 108 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 140 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 33c.
Contracts: 40a, 41, 44h, 46, 51a, 51b.
Comb.: Cont. Discounts: 60c, 60d, 60f, 60h, 60i, 61b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/1/75—Rec'd 7/2/75.
AAA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm; Sun 10 am-3 pm.
AA—Mon thru Fri 6-10 am, 10 am-3 pm & 8 pm-midnight; Sat 6-10 am & 8 pm-midnight; Sun 3 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	18	16	14	12	15	13	12	11
30 sec	16	14	12	10	13	11	10	9

Maximum of 1 per hr.

7. PACKAGE PLANS
TAP—ROS—WITHIN 7 DAYS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	12	10	9	8
30 sec	10	9	8	7

Not available Mon thru Fri 3-8 pm, Sat 10 am-8 pm & Sun 10 am-3 pm.
Edited by Philip A. Melrose.

KZAP (FM)
1959
SACRAMENTO

RAB

Media Code 4 205 6240 7.00
The New Day Broadcasting Co., Inc., Box 511, Sacramento, Calif. 95803. Phone 916-444-2806.

STATION'S PROGRAMMING DESCRIPTION
KZAP (FM): MUSIC: contemporary rock; playing current most popular and best selling albums. NEWS: extended reports & analysis of national & international news with special emphasis on local affairs. Contact Representative for further details. Rec'd 11/1/74.

1. PERSONNEL
General Manager/Operations—Ed Beimfohr.
General Manager/Business—Don Platt.
General Sales Manager—Donald Early.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 35,000 w.; 98.5 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 296 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 8.
Rate Protection: 15b.
Basic Rates: 21a, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 29b, 33d.
Contracts: 40a, 41, 44b, 46, 48, 51c.
Comb.: Cont. Discounts: 60i, 60k, 62d.
Cancellation: 70c, 71a.
Prod. Services: 80.

TIME RATES
No. 102 Eff 8/13/73—Rec'd 8/28/73.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
A—Mon thru Fri 7 am-3 pm; Sat & Sun 7 am-noon.

6. SPOT ANNOUNCEMENTS

WK, EA:	AA 12 ti	AA 16 ti	AA 24 ti	AA 36 ti	A 12 ti	A 16 ti	A 24 ti	A 36 ti
1 min..	20.00	19.00	18.00	17.00	17.00	16.25	15.50	14.75
30 sec..	16.00	15.20	14.40	13.60	13.60	13.00	12.40	11.80

7. PACKAGE PLANS
SATURATION PLAN—1/2AA, 1/2A

EA:	10 ti	20 ti	30 ti	40 ti
1 min	18.00	17.00	16.00	15.00
30 sec	14.40	13.60	12.80	12.00

Must run equally over not less than 6 days.

SALINAS (4 AM; 2 FM)

Plus 1 paid duplicate listing.
Monterey County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	11	9	11	9
B	10	9	10	8
C	9	9	9	8
D	8	8	8	6
AVERAGE	10	9	10	8

KBEZ (FM)
(formerly KSBW (FM)
1960
A Forrest Broadcasting Station

Media Code 4 205 6255 5.00
Forrest Communications Corp. a Div. of Forrest Broadcasting Co., 933 N. Main St., Salinas, Calif. 93901. Phone 408-422-5363.

STATION'S PROGRAMMING DESCRIPTION
KSBW (FM): MUSIC: MOR for adults with minimum interruptions for talk. Rec'd 3/24/71.

1. PERSONNEL
President—Robert A. Forrest.
Vice-Pres. & Gen'l Mgr.—Jack Perk.
3. FACILITIES
ERP 18,500 w.; 102.5 mc. Stereo.
Operating schedule: 6:15-2 am daily. PST.
Antenna ht.: 2,270 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 9/1/73—10/2/73.

6. SPOT ANNOUNCEMENTS

PER WK, FIXED:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.60	5.25	4.90	4.55	4.20
30 sec	3.95	3.70	3.45	3.20	2.95

PER YR, FIXED:	1x	100x	250x	500x	750x	1000x
1 min	8.40	7.00	6.20	5.60	4.90	4.20
30 sec	5.90	4.90	4.35	3.90	3.45	2.95

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

TWO-DAY:	12 ti	25 ti
1 min	3.50	3.00
30 sec	2.45	2.10

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	2.80	2.65	2.45	2.30	2.10

PER YR:	1x	100x	250x	500x	750x	1000x
1 min	6.00	5.00	4.50	4.00	3.50	3.00
30 sec	4.20	3.50	3.15	2.80	2.45	2.10

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr..	38.00	36.00	34.00	32.00	30.00	28.00	26.00
1/2 hr	24.00	23.00	22.00	21.00	20.00	19.00	18.00
1/4 hr	17.00	16.00	15.00	14.00	13.00	12.00	11.00
5 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00

Edited by Jack Perk.

KCTY
1963

Spanish

Media Code 4 205 6270 4.00
KCTY Radio, Jeco Inc., Box 1939, Salinas Calif. 93901. Phone 408-449-2421.

1. PERSONNEL
Pres. & Gen'l Mgr.—James Coyle.
Assistant to President—Martin Kline.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w.; 950 kc. Directional—daytime.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21d, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 50.
Comb.: Cont. Discounts: 60a, 61a, 62b, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 80.

TIME RATES
No. 9 Eff 3/1/75—Rec'd 3/10/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	78x	156x	312x	624x	1000+
1 min	11.50	11.20	10.65	9.75	8.85	8.35	7.75	7.45
30 sec	10.15	9.65	9.10	8.25	7.45	6.80	6.35	6.05

7. PACKAGE PLANS
SATURATION PLANS—ROS

PER DAY:	3 ti	4 ti	5 ti	6 ti
PER WK:	18 ti	24 ti	30 ti	36 ti
1 min, ea	8.85	8.35	7.75	7.45

4 wk minimum—Mon thru Sat.
1 wk only, extra 20% 2 wk only, extra 10%

8. PROGRAM TIME RATES

YR:	1x	26x	52x	78x	156x	312x	624x	1000+
5 min	16.70	15.00	14.10	13.25	12.35	11.50	10.35	9.80

10. SPECIAL FEATURES
Newscasts— 1 min rate plus ,75.

KDON
1947

KATZ RADIO

RAB

A Forrest Broadcasting Station
Subscriber to the NAB Radio Code

Media Code 4 205 6300 9.00
Forrest Cal Central Corp., 933 N. Main St., Salinas, Calif. 93901. Phone 408-422-5363.

1. PERSONNEL
President—Robert A. Forrest.
Vice-Pres. & Gen'l Mgr.—Jack Perk.
General Sales Manager—Bill Sigel.
2. REPRESENTATIVES
Katz Radio
3. FACILITIES
5,000 w.; 1460 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 15a.
Basic Rates: 20b, 22a, 24a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46.
Comb.: Cont. Discounts: 60b, 60f, 61c, 62b, 62d.
Cancellation: 70b, 70e, 71a.
Prod Services: 80, 82.
Affiliated with Katz Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 3 Eff 12/1/69—Rec'd 11/20/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.
Midnight-6 am—rates on request.

6. SPOT ANNOUNCEMENTS
CLASS AA

	1x	26x	52x	156x	312x	520x	780x	1040x
1 min	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	11.25	10.50	9.50	8.75	8.00	7.25	6.25	5.50

CLASS A

1 min	12.00	11.00	10.00	9.00	7.75	7.00	5.75	5.25
30 sec	9.50	8.75	8.00	7.25	6.25	5.50	5.00	4.50

7. PACKAGE PLANS
CLASS AA

PER WK, EA:	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	10.00	9.50	9.00	8.50	7.50
30 sec	8.00	7.50	7.00	6.50	6.00

CLASS A

1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.00	4.50

8. PROGRAM TIME RATES

Sun 6 am-noon only:	1x	13x	26x	52x
1 hr	125	95	85	75
1/2 hr	70	60	50	45
1/4 hr	50	40	30	25

10. SPECIAL FEATURES
NEWSCASTS

	52x	104x	260x	520x	780x	1040x
AA	18.00	16.00	15.00	13.50	12.00	10.50
A	15.00	13.00	12.00	10.50	9.00	7.50

Includes open & close billboards plus 1 1-minute spot.

KKEE
1963

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 6360 3.00
Mt. Toro Broadcasting Corp., Box 2138, Salinas, Calif. 93901. Phone 408-424-1428
See affiliated FM station for additional information, FM facilities: KWYT (FM).

STATION'S PROGRAMMING DESCRIPTION
KKEE: Same as FM. Contact Representative for further details. Rec'd 7/17/75.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
250 w.; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.

CALIFORNIA

Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
Sold in combination with KWYT (FM). See that listing.
Submitted by Skip Vose.

KSBW (FM)

NOTE: The call letters of this station have been changed to:

KBEZ (FM)

KTOM
1947

mcgavren-guild
pgw radio, inc.

Kilibre Broadcasting Corporation
Subscriber to the NAB Radio Code

Media Code 4 205 6398 3.00
Thomas J. King Broadcasting Corp., Box 1380, 757 Abbott St., Salinas, Calif. 93901. Phone 408-422-7484.

1. PERSONNEL
President—Robert F. Fenton.
Vice-Pres. & Gen'l Mgr.—Harry Miller.
Operations Director—Jason Andrews.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES 5,000 w.; 1380 kc. Directional.
Operating schedule: 6 am-midnight daily. PST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a, 25a, 26, 27, 29a, 29b.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60c.
Cancellation: 70e 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 6/1/69—Rec'd 4/17/69.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—Mon thru Sat 9 am-3 pm.
B—Mon thru Sun 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	1 ti	12 ti	16 ti	24 ti
1 min	11.00	10.00	9.00	8.00
30 sec	8.80	8.00	7.20	6.40
10 sec	5.50	5.00	4.50	4.00
CLASS A				
1 min	10.00	9.00	8.00	7.00
30 sec	8.00	7.20	6.40	5.60
10 sec	5.00	4.50	4.00	3.50
CLASS B				
1 min	9.00	8.00	7.00	6.00
30 sec	7.20	6.40	5.60	4.80
10 sec	4.50	4.00	3.50	3.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK:	1 min	30 sec
12 ti (4AA, 4A, 4B)	8.50	6.80
18 ti (6AA, 6A, 6B)	7.50	6.00
24 ti (8AA, 8A, 8B)	6.50	5.20

CONSECUTIVE WEEK DISCOUNT
52 wk—8%
Not applicable to TAP.

KWAV
1961
MONTEREY

Alan Torbet Associates, Inc.

NAB RAB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Monterey, Calif.)

Media Code 4 205 4801 3.00
A-B Chemical Corp., Box 1271, 46 Garden Court, Monterey, Calif. 93940. Phone 408-373-0969. TWX 910-360-7106.

STATION'S PROGRAMMING DESCRIPTION
KWAV: Programmed for general interest to adults & young adult men & women.
6 AM PERSONALITIES present varied groups of 2 & 3 uninterrupted selections. MUSIC: general popular with emphasis on current hits, standards, folk & film music. 60% vocal, 40% instrumental except 5:30-7 pm, when 20% vocal, 80% instrumental; & except Sun-Fri 7 pm-5 am serious & classic including live concerts in season. Complete opera Sun 8 pm-sign-off. NEWS: network at :25. Local/regional at :57 except 6:55, 7:55, 11:55 am & 4:55 & 7:55 pm by news director. COMMERCIAL POLICY: 8 min maximum per hour. Contact Representative for further details. Rec'd 7/3/73.

1. PERSONNEL
General Manager—Stoddard P. Johnston.
Program Director—Chuck Leary.
Classical Program Director—Scott MacClelland.

(This listing continued on next page)

CALIFORNIA

Salinas—K W A V—Continued

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
3. FACILITIES
ERP 13,000 w. (horiz.), 18,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.—2575 ft. above average terrain.
4. AGENCY COMMISSION
15%; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 22a, 23b, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40c, 41, 42a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
TV facilities: KMST.
Affiliated with ATA Radio Network.
Affiliated with American FM Network.

TIME RATES
No. 5 Eff 11/1/72—Rec'd 10/5/72.
AA—Mon thru Fri 6-9 am & 3-10 pm.
A—Mon thru Fri 9 am-3 pm & 10 pm-midnight; Sat & Sun 6 am-midnight.

7. PACKAGE PLANS

PER WK:	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 1 ti	A 12 ti	A 18 ti	A 24 ti
1 min	12.00	10.00	9.00	8.50	10.00	8.00	7.00	6.50
30 sec	9.60	8.00	7.20	6.80	8.00	6.40	5.60	5.20
10 sec	6.00	5.00	4.50	4.25	5.00	4.00	3.50	3.25

10. SPECIAL FEATURES
5-min newscasts—1-1/2x applicable 1-min rate.
Edited by Stoddard P. Johnston.

(D)

WOMEN 25-49
OF ALL AM & FM
Pulse: Salinas - Seaside - Monterey. March-May, 1975. M-F 6 AM-12 Mid/10 AM-3 PM. Average 1/4 Hr. Estimate.
KWAV STEREO

KWYT (FM)
1965

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 6413 0.00
Mt. Toro Broadcasting Corp., Box 2138, Salinas, Calif. 93901. Phone 408-424-4141.
STATION'S PROGRAMMING DESCRIPTION
KWYT (FM): Programmed for adults.
MUSIC: general popular consisting of MOR, film & standard selections. NEWS: brief advisories on odd hours. COMMERCIAL POLICY: 8 commercial units per hour. Contact Representative for further details. Rec'd 7/17/75.
1. PERSONNEL
President—David A. Rodgers.
Vice-Pres. & Gen'l Mgr.—Skip Vose.
Station Manager—Joe Thompson.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
ERP 910 w. (horiz.), 910 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,575 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4c, 5, 6b, 7b, 8.
Rate Protection: 10g, 11b, 12g, 13g, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 28c, 30.
Contracts: 40a, 41, 42b, 46, 48, 51a, 51c.
Comb.: Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KKEE.

TIME RATES
KWYT (FM)/KKEE COMBINATION
No. 5 Eff 8/1/75—Rec'd 8/4/75.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	15	13	11
30 sec	13	11	9

AM only: 50% of AM/FM combination.
Submitted by Skip Vose.

SAN BERNARDINO-RIVERSIDE (7 AM; 6 FM)

(including Redlands)

San Bernardino, San Bernardino County—Map Location G-9
Riverside, Riverside County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	32	24	32	23
B	30	23	30	22
C	27	23	27	19
D	26	22	26	17
AVERAGE	29	23	29	20

KACE
1957
RIVERSIDE

Media Code 4 205 6420 5.00
Riverside County Broadcasters, Box 2185, 7351 Lincoln Ave., Riverside, Calif. 92504. Phone 714-688-1570.
STATION'S PROGRAMMING DESCRIPTION
KACE: MUSIC: modern country for adults & young adults. NEWS: network & sports at :30 followed by local. Emphasis on local at 7:35 am & 4:40 pm. Editorials at 9 am & 5 pm. Frequent special reports. RELIGION: Sun am. Rec'd 3/31/75.
1. PERSONNEL
General Manager—Al Gordon.
Sales Manager—J. Mike Noonan.
3. FACILITIES
5,000 w.; 1570 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KCNW (FM).
4. AGENCY COMMISSION
15/0 net time and talent; payable when rendered.
6. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
FM facilities: KCNW (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff——Rec'd 11/4/74.
I—Scheduled within specific hours.
II—ROS, 7 am-6 pm.
III—Scheduled after 6 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 min	I 30 sec	II 1 min	II 30 sec	III 1 min	III 30 sec
7 ti	10.00	8.00	8.00	6.00	6.00	5.00
14 ti	9.50	7.50	7.50	5.50	5.50	4.50
21 ti	9.00	7.00	7.00	5.00	5.00	4.00
28 ti	8.50	6.50	6.50	4.50	4.50	3.50
35 ti	8.00	6.00	6.00	4.00	4.00	3.00
52 ti	7.50	5.50	5.50	3.50	3.50	3.50
56 ti	7.00	5.00	5.00	3.00	3.00	2.00
PER YR:						
130 x	8.50	6.50	6.50	4.50	4.50	3.50
260 x	8.00	6.00	6.00	4.00	4.00	3.00
520 x	7.50	5.50	5.05	3.50	3.50	2.50
1040 x	7.00	5.00	5.00	3.00	3.00	2.00

Midnight-6 am: 50% of III.
Spots in I, II and III may be combined to earn weekly or annual frequency discount.

KBBL (FM)
1965
RIVERSIDE

NAB

Media Code 4 205 6456 9.00
C. Edwin Gead, Box 282, 4334 Lime St., Riverside, Calif. 92501. Phone 714-684-1520, 686-8991.
1. PERSONNEL
Owner & Gen'l Mgr.—C. Edwin Gead.
Program Director—Russell Hoffman.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 89.1 mc. Stereo.
Operating schedule: 5:30 am-midnight. PST.
Antenna ht.: 165 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time; Payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Cancellation: 70c.

TIME RATES
No. 5 Eff 3/1/69—Rec'd 1/2/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	5.60	4.45	260 x	3.80	3.55
26 x	5.30	4.35	312 x	3.55	3.20
52 x	4.70	4.15	365 x	3.40	3.15
104 x	4.40	4.05	500 x	3.30	3.05
156 x	4.10	3.85	1000 x	3.20	2.95

7. PACKAGE PLANS

5 PER DAY:	5 days	4 days	5 days	6 days	7 days
1 min	42.25	52.00	40.75	70.50	80.25
30 sec	38.50	47.00	54.50	63.00	71.50
10 PER DAY:	2 days	3 days	4 days	5 days	6 days
1 min	50.00	68.50	80.00	110.00	120.00
30 sec	45.00	61.00	80.00	88.00	110.00
13 PER DAY:	1 day	2 days	3 days	4 days	5 days	6 days
1 min	40.25	67.50	85.75	121.00	141.25	156.50
30 sec	36.50	60.00	84.50	106.00	122.00	134.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	43.40	31.10	24.10	17.05
13x—30%	52x—40%	156x—40%		
26x—40%	104x—40%	260x—40%		

KBON
1947
SAN BERNARDINO

NAB

Media Code 4 205 6470 0.00
San Bernardino Broadcasting Corp., 990 Inland Center Dr., San Bernardino, Calif. 92408.
Office: 3549 Plaza Mall, Riverside Plaza, Riverside, Calif. 92506. Phones 714-784-1696, 824-0396.
STATION'S PROGRAMMING DESCRIPTION
KBON: MUSIC: familiar standard, melodies of all time plus an occasional blending of newer tunes that will establish themselves as standards in time, in 7-10 min of uninterrupted segments. Symphony concerts Sun night. NEWS: 10 min of national and local at a quarter of each hour. At certain times sports and stocks. SPORTS: major league baseball, university football & basketball. COMMERCIAL POLICY: Island or cluster effect presentation. Contact Representative for further details. Rec'd 11/4/74.
1. PERSONNEL
President—Thomas M. Jones.
Vice-President—Richard E. Jones.
General Manager—Donald J. Caruso.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:30-1 am. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 43, 44a, 44b, 46, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 61b, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network
Affiliated with NBC.

TIME RATES
No. 4 Eff 10/14/74—Rec'd 11/5/74.
AAA—Mon thru Fri 5:30-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	14 wk	27-52	1 wk	14 wk	27-52
	CLASS AAA					
	1 min			30 sec		
1 ti	42.00	30.00	28.00	33.60	24.00	22.40
7 ti	30.00	27.00	25.00	24.00	21.60	20.00
13 ti	26.00	24.00	22.00	20.80	19.20	17.60
19 ti	24.00	22.00	20.00	19.20	17.60	16.00
25 ti	22.00	20.00	18.00	17.60	16.00	14.40
	CLASS AA					
1 ti	26.00	23.00	21.00	20.80	18.40	16.80
7 ti	24.00	22.00	20.00	19.20	17.60	16.00
13 ti	22.00	21.00	19.00	17.60	16.80	15.20
19 ti	21.00	19.00	18.00	16.80	15.20	14.40
25 ti	19.00	17.00	15.00	15.20	13.60	12.00
	CLASS A					
1 ti	19.00	16.00	15.00	15.20	12.80	12.00
7 ti	17.00	14.00	13.00	13.60	11.20	10.40
13 ti	16.00	13.00	12.00	12.80	10.40	9.60
19 ti	14.00	12.00	11.00	11.20	9.60	8.80
25 ti	13.00	11.00	10.00	10.40	8.80	8.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
News & Sports—1-min, extra 20%.

KCAL
1954
REDLANDS

Spanish Language

Media Code 4 205 6480 9.00
Southwest Broadcasting Co., Inc., Box 396, Redlands, Calif. 92373. Phones 714-793-2757, 825-5020.
STATION'S PROGRAMMING DESCRIPTION
KCAL: 100% Spanish language programming.
MUSIC: boleros & rancheras; all popular Latin hits with general appeal. Emphasis on events of interest to Mexican-Americans, such as Cinco de Mayo, Mexican Independence Day, parades, fiestas, etc. Features local, national, international news, UPI Spanish & English wire & UPI audio, sports, 3 dramas daily, weekly English lessons, remotes for store openings & church fiestas, etc. Heavy community involvement. 6 personalities. Commercials & public service translations. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 1/2/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Andy James.
National Sales Manager—Bill Gittler.
Station Manager—Alfredo Gonzalez.
2. REPRESENTATIVES
Chicago, Atlanta, Dallas—GCI Sales, Inc.
New York—Caballero Spanish Media, Inc.
Los Angeles, San Francisco—Lotus Reps.
3. FACILITIES
5,000 w. days, 500 w. nights; 1410 kc. Directional nights only.
Operating schedule: 5 am-midnight. PST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 4a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 28a.
Contracts: 40a, 42a, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 15 Eff 11/1/74—Rec'd 1/2/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	624x	1000x
1 min	30	17	16	15	14	12	10
30 sec	16	14	13	12	11	10	8

10 sec: 60% of 1-min.

7. PACKAGE PLANS
SATURATION PLAN—BTA

PER WK:	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	14	13	12	11	10
30 sec	12	11	10	9	8

18 sec: 60% of 1-min.
Minimum 4 consec wks.

KCAL-FM
1963
REDLANDS

Media Code 4 205 6481 7.00
Southwest Broadcasting Co., Inc., Box 396, Redlands, Calif. 92373. Phones 714-793-2757, 825-5020.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KCAL-FM: Programmed for adults.
MUSIC: daytime, variety of original hits from 1930 to current. 1 hr. swing nostalgia program daily. Progressive rock format 8 pm-2 am. NEWS: 10 min UPI audio & local news at :60. Heavy schedule of community & public affairs programs. Contact Representative for further details. Rec'd 1/2/75.
1. PERSONNEL
Program Director—Jimmy James.
2. REPRESENTATIVES
Chicago, Atlanta, Dallas, New York—GCI Sales, Inc.
Los Angeles, San Francisco—Lotus Reps.
3. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 5:30-2 am. PST.
Antenna ht.: 317 ft. above average terrain.

TIME RATES
No. 10 Eff 11/1/74—Rec'd 1/2/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x	1000x
1 min	10.00	9.00	8.00	7.00	6.00	5.00
30 sec	8.00	7.00	6.50	5.00	4.50	4.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK:	18 ti	24 ti	30 ti	36 ti	49 ti
1 min	8.00	7.50	7.00	6.00	5.00
30 sec	6.00	5.50	5.00	4.50	4.00

10 sec: 60% of 1-min.
Minimum 4 consec wks.

KCKC
1947
SAN BERNARDINO

mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 205 6510 3.00
Dimare Broadcasting Corp., 3225 N. "E" St., San Bernardino, Calif. 92405. Phone 714-882-2575, Riverside phone 714-877-2575.
Mailing address: Box 2565, San Bernardino, Calif. 92406.
STATION'S PROGRAMMING DESCRIPTION
KCKC: Programmed for adults and young adults.
MUSIC: 100% modern country. AIR PERSONALITIES handle all segments. NEWS: network and local. FARM: M-Sat 5-6 am. RELIGIOUS: programs Sun 8-11 am & 7 pm-12M. COMMERCIAL POLICY maximum of 18 minutes an hour. Contact Representative for further details. Rec'd 5/27/68.
1. PERSONNEL
President—Douglas Trenner.
Vice-Pres. & Gen'l Mgr.—Walter Detweiler.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 1350 kc. Directional.
Operating schedule: 24 hours. PST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 29b, 33d.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60d, 60g, 60i, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 24 Eff 10/1/74—Rec'd 10/1/74.
AA—Mon thru Fri 5-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat & Sun 5 am-7 pm
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	7 ti	14 ti	21 ti	28 ti	35+
	CLASS AA				
1 min	31.50	28.00	24.25	22.00	20.75
20/30 sec	24.25	21.00	19.75	18.75	17.00
ID's	18.00	15.75	14.75	14.00	12.75
	CLASS A				
1 min	23.00	21.00	20.00	19.00	17.00
20/30 sec	18.75	16.50	15.00	13.75	11.50
ID's	14.00	12.50	11.25	10.25	9.00
	CLASS B				
1 min	18.75	17.00	15.25	13.75	12.75
20/30 sec	14.25	12.75	11.50	10.50	9.50
ID's	10.75	9.50	9.00	7.75	6.75

CONSECUTIVE WEEK DISCOUNT
52 wk—8%. Based on lowest wkly gross.

8. PROGRAM TIME RATES

PER WK:	1 ti	26 ti	52 ti	104 ti	156 ti	260 ti
	CLASS AA					
10 min	73.00	67.00	61.00	54.50	48.50	45.50
5 min	48.50	45.50	42.50	39.50	36.50	33.25
	CLASS A & B					
PER WK:	1 ti	26 ti	52 ti	104 ti	260 ti	312 ti
1 hr	182.50	173.00	163.00	157.50	151.50	145.50
1/2 hr	109.00	103.50	97.00	94.75	90.75	87.00
1/4 hr	72.75	69.25	65.50	62.75	60.50	58.25
10 min	54.50	52.00	49.00	47.25	45.50	44.00
5 min	36.00	34.75	33.00	31.50	30.25	29.25

KCNW (FM)
1959
RIVERSIDE

NAB

Media Code 4 205 6525 1.00
KACE Radio, Inc., Box 2185, 7351 Lincoln Ave., Riverside, Calif. 92504. Phone 714-688-1570.
See affiliated AM station for additional information.
AM facilities: KACE.
STATION'S PROGRAMMING DESCRIPTION
KCNW (FM): Modern country for adults & young adults.
3. FACILITIES
ERP 1,700 w. (horiz.), 1,700 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 243 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am and Sundays. For simulcast facilities see KACE.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to KACE. See that listing.

(San Bernardino-Riverside continued on next page)

KDUO (FM)

1958
RIVERSIDE

Media Code 4 205 6640 0.00
KFXM Broadcasting Co., Inc., Holiday Inn, Suite 590, 666 Fairway Dr., San Bernardino, Calif. 92408. Phones: San Bernardino 714-825-5555; Riverside 714-823-5555.

STATION'S PROGRAMMING DESCRIPTION
KDUO (FM): familiar album music, standards, showtunes & choral selections—live programming. Local & national news, sports & weather. UPI. 2 newsmen. COMMERCIAL POLICY: 8 commercial units per hour. Contact Representative for further details. Rec'd 8/6/73.

1. PERSONNEL
President—Howard L. Tullis.
Executive Vice-President—Al Anthony.
Vice-Pres. & Gen'l Mgr.—Bob Bunnell.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
ERP 72,000 w.; 97.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,600 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70e, 71a.
AM facilities: KFXM.
Affiliated with Blair Represented Network.
Combination buy: 25% additional discount on KDUO (FM) when bought in combination with KFXM in equal frequency. AM & FM do not combine for frequency discount. Not applicable on Best Buy Plan.

TIME RATES
No. 8 Eff 1/1/74—Rev 6/12/74—Rec'd 6/21/74.
I—Mon thru Sun 6 am-8 pm.
II—Mon thru Sun 8 pm-midnight.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I	II 12 ti	II 18 ti	II 24 ti	I	II 12 ti	II 18 ti	II 24 ti
1 min..	20.00	19.00	17.50	16.00	16.50	15.00	13.50	12.00
30/20....	16.00	15.25	14.00	13.00	13.50	12.00	11.00	9.50
10 sec..	12.00	11.50	10.50	9.50	10.00	9.00	8.25	7.25

	III
1 min.	11.50 9.50 8.00 6.50
30/20	9.25 7.50 6.50 5.25
10 sec.	7.00 5.75 5.00 4.00

7. PACKAGE PLANS
BEST BUY PLANS—1/2 I, 1/2 II

PER WK, EA:	1 min	30 sec
14 ti	15.25	12.25
28 ti	12.00	9.75

Must rotate within time classifications. When scheduled equally over 7 consec days, additional 10% discount will apply. When identical schedule is bought on KFXM, scheduled equally over 7 consec days, additional 20% discount will apply.

8. PROGRAM TIME RATES
5 min—2-1/2x 1-min. 1/2 hr—5x 1-min.
1/4 hr—4x 1-min. 1 hr—10x 1-min.
CONSECUTIVE WEEK DISCOUNT
28 wk—4% 52 wk—8%
RATEHOLDER
Minimum wkly schedule of 6 1-min spots, 6 am-mid Mon-Sun, necessary to maintain consec wk advertising.

Submitted by Al Anthony.

KFXM

1929
SAN BERNARDINO

Media Code 4 205 6600 2.00
KFXM Broadcasting Co., Inc., Holiday Inn, Suite 590 666 Fairway Dr., San Bernardino, Calif. 92408. Phones: San Bernardino 714-825-5555; Riverside 714-823-5555.

STATION'S PROGRAMMING DESCRIPTION
KFXM: MUSIC: current best selling top 40 hits, combined with current top 10 albums (2 per hr), best of rock & roll classic flashbacks (every 3rd record, for adult appeal). NEWS: 5 min news, sports & weather at :55, 12 times daily. COMMERCIAL POLICY: Maximum 14 commercial units per hour. Contact Representative for further details. Rec'd 5/7/73

1. PERSONNEL
President—Howard L. Tullis.
Executive Vice-President—Al Anthony.
Vice-Pres. & Gen'l Mgr.—Bob Bunnell.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
1,000 w.; 500 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60k.
Cancellation 70a, 70e, 71a.
FM facilities: KDUO (FM).
Affiliated with Blair Represented Network.
Combination buy: 25% additional discount on KFXM when bought in combination with KDUO (FM) in equal frequency. AM & FM do not combine for frequency discount. Not applicable on Best Buy Plan.

TIME RATES
No. 21 Eff 1/1/74—Rev 6/12/74—Rec'd 6/21/74.
I—Mon thru Sat 6-10 am & 3-7 pm; Sun noon-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-noon & 7 pm-midnight.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I	II 12 ti	II 18 ti	II 24 ti	I	II 12 ti	II 18 ti	II 24 ti
1 min..	29.00	26.00	24.00	22.00	27.50	22.00	20.50	19.50
30/20....	25.00	21.00	19.50	17.50	22.00	17.50	16.50	15.50
10 sec..	17.50	15.50	14.50	13.50	16.50	13.00	12.50	11.75

PER WK:	III 1 ti	III 12 ti	III 18 ti	III 24 ti
1 min	15.00	13.00	11.50	10.50
30/20	12.00	10.50	9.25	8.50
10 sec	9.00	8.00	7.00	6.50

7. PACKAGE PLANS
BEST BUY PLAN—1/2 I, 1/2 II

PER WK, EA:	1 min	30 sec
14 ti	21.00	17.00
28 ti	18.00	14.50

Must rotate within time classification. When scheduled equally over 7 consec days additional 10% discount will apply. When identical schedule is bought on KDUO (FM), an additional 20% discount will apply. No further discounts.

8. PROGRAM TIME RATES
5 min—2-1/2x 1-min. 1/2 hr—5x 1-min.
1/4 hr—4x 1-min. 1 hr—10x 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%
RATEHOLDER
Minimum wkly schedule of 6 1-min spots, 6 am-mid Mon-Sun, necessary to maintain consec wk advertising.

Submitted by Al Anthony.

KMEN

1947
SAN BERNARDINO

KATZ RADIO

R A B

Subscriber to the NAB Radio Code
Media Code 4 205 6630 0.00
Dollar Broadcasting, Box 1290, San Bernardino, Calif. 92402. Phone 714-889-2651.

STATION'S PROGRAMMING DESCRIPTION
KMEN: Adult contemporary.
MUSIC: popular music of today blended with gold of past. AIR PERSONALITY morning show with topical humor. NEWS: 5 min. per hour. News director. Contact Representative for further details. Rec'd 8/26/74.

1. PERSONNEL
General Manager—Ron C. Thompson.
Station Manager—James Markham.
General Sales Manager—Bob Hamilton.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 1290 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15%; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15e.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 2 Eff 8/1/74—Rec'd 8/6/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	29	27	25	23
A	25	23	21	19

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

KOLA (FM)

1959
SAN BERNARDINO

NAB

Media Code 4 205 6645 7.00
Frederick R. Cote, Mission Inn, 3616 Main St., Riverside, Calif. 92501. Phone 714-684-9992, San Bernardino Phone 714-825-9952.

STATION'S PROGRAMMING DESCRIPTION
KOLA (FM): Programmed for adults and young adults.
MUSIC 95%: albums 85%, singles 15% featuring a mixture of current hits & oldies. NEWS: network at :20, 2 mobile units. Localized documentaries & editorials. Active in fund drives & community affairs. Personalities available for remote broadcast. COMMERCIAL POLICY: 8 minutes maximum in 1 hour, music format presented in uninterrupted 15 minute segments. Contact Representative for further details. Rec'd 5/24/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frederick R. Cote.
Sales Manager—Tim Cuccia.
2. REPRESENTATIVES
Century National Sales.
3. FACILITIES
ERP 31,000 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1630 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15e, 16.
Basic Rates: 20b, 24b, 28c
Contracts: 40a, 43, 45.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e.
Prod. Services: 82.
Alcoholic beverage advertising: beer and wine only.
Affiliated with American FM Network.

TIME RATES
No. 2A Eff 1/6/75—Rec'd 1/20/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	17	15	14	13
A	15	13	12	11

B: Flat 7.00.
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

KPRO

1941
RIVERSIDE

Alan Torbet Associates, Inc.

R A B

Subscriber to the NAB Radio Code
Media Code 4 205 6660 6.00
KPRO, Inc., Box 1440, 3701 Merrill, Riverside, Calif. 92502. Phone 714-683-1440.
San Bernardino—Box 2363, San Bernardino, Calif. Phone 714-877-1440.

1. PERSONNEL
Vice-Pres. & Sta. Oper.—Ira Laufer.
Vice-Pres. Sales & Adm.—Robert L. Fox.
Vice-Pres. & Gen'l Mgr.—Howard Fisher.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w.; 1440 kc. Non-directional.
Operating schedule: Mon thru Sat 5-1 am. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 45, 46, 47e, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod Services: 80, 82.
Affiliated with American Information Network.
Affiliated with ATA Radio Network.

TIME RATES
No. 9 Eff 2/1/73—Rec'd 2/1/73.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 5-6 am & 9:30 am-3:30 pm; Sun 7 am-9 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1-26 WEEKS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	19.20	15.35	14.40	11.50	8.60	6.90
5 ti	18.00	14.40	13.50	10.80	8.10	6.45
10 ti	16.80	13.40	12.60	10.05	7.55	6.05
20 ti	15.60	12.45	11.70	9.35	7.00	5.60
30 ti	14.40	11.50	10.80	8.60	6.45	5.20
40 ti	13.20	10.55	9.90	7.90	5.90	4.80
27-52 CONSECUTIVE WEEKS						
1 ti	18.00	14.40	13.50	10.80	8.10	6.45
5 ti	16.80	13.40	12.60	10.05	7.55	6.05
10 ti	15.60	12.45	11.70	9.35	7.00	5.60
20 ti	14.40	11.50	10.80	8.60	6.45	5.20
30 ti	13.20	10.55	9.90	7.90	5.90	4.80
40 ti	12.00	9.60	9.00	7.20	5.40	4.30

10 sec: 60% of applicable 1-min.

8. PROGRAM TIME RATES
*1 hr—12x 1-min. 1/4 hr—5x 1-min.
1/2 hr—7x 1-min. 5 min—2x 1-min.
(*) Class A & B.

10. SPECIAL FEATURES

5 MIN NEWS:	1 wk	5 wk	10 wk	15 wk	20 wk
AA	28.80	26.40	24.00	21.60	19.20
A	21.60	19.80	18.00	16.20	14.40
B	14.40	13.20	12.00	10.80	9.60

KQLH (FM)

1974
SAN BERNARDINO

Media Code 4 205 6675 4.00
Major Market Stations Inc., Box 5640, 374 Court St., San Bernardino, Calif. 92401. Phone 714-825-9525.

1. PERSONNEL
President—Dr. William J. Roberts.
Station Manager—Donald N. Painter.
Assistant Manager—Rev. Rhodes.
3. FACILITIES
ERP 15,000 w.; 95.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 3,200 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
AM facilities: KREL, Corona.

TIME RATES
No. 1 Eff 3/1/74—Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x
1 min	5.85	5.55	5.20	4.75	4.55
30 sec	4.25	3.90	3.60	3.45	2.95
	104x	156x	260x	312x	365x
1 min	4.25	4.20	3.95	3.75	3.10
30 sec	2.80	2.60	2.55	2.50	2.45

8. PROGRAM TIME RATES

	1x	52x	260x	312x	365x
1 hr	62.00	50.00	43.00	41.00	38.00
1/2 hr	35.00	28.00	23.00	22.00	21.00
1/4 hr	26.00	21.00	16.00	15.00	14.00

Submitted by Donald N. Painter.

SAN CLEMENTE

Orange County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

KAPX (FM)

1971

N A F M B

Media Code 4 205 6690 3.00
El Camino Broadcasting Corp., 800 S. El Camino Real, San Clemente, Calif. 92672. Phones 714-492-9800, 831-0656

STATION'S PROGRAMMING DESCRIPTION
KAPX (FM): Programmed for adults.
MUSIC: Middle-of-the-road, film and show tunes, standards plus current hits performed by contemporary artists. Vocals and instrumentals days, instrumentals only nights. NEWS: Local and regional at :60; Network news at :30; sports, weather, surfing conditions, marine weather, community bulletins on the quarter hours. Race results, 6:45 PM; Business news, 8:15 AM. Heavy involvement in community affairs. COMMERCIAL POLICY: 8 minutes maximum per hour, in music format presented in uninterrupted quarter-hour segments. No clusters. Rec'd 3/1/74.

1. PERSONNEL
Pres./Dir. Sales—Kirk Munroe.
Exec. Vice-Pres./Prog.—David Mathews.
News Director—Mike Chamberlin.
3. FACILITIES
ERP 28,500 w. (horiz.), 28,500 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. PST.
Antenna ht.: 971 ft. above average terrain.
4. AGENCY COMMISSION
15%; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 12b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 26.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61a, 61b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 2/1/75—Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS
5:30 AM-MIDNIGHT

PER WK, BTA:	1 ti	12 ti	18 ti	24 ti	30+
1 WEEK					
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	10.50	9.50	8.50	7.50	6.50
4 WEEKS					
1 min	11.00	10.00	9.00	8.00	7.00
30 sec	10.00	9.00	8.00	7.00	6.00
13 WEEKS					
1 min	10.00	9.00	8.00	7.00	6.50
30 sec	9.00	8.00	7.00	6.00	5.50
26 WEEKS					
1 min	9.00	8.00	7.00	6.50	6.00
30 sec	8.00	7.00	6.00	5.50	5.00
52 WEEKS					
1 min	8.00	7.00	6.50	6.00	5.50
30 sec	7.00	6.00	5.50	5.00	5.00

15 sec, flat 5.00.

10. SPECIAL FEATURES
Local/Regional News—ea 18.00, incl 15-sec open & close plus 1-min spot.
6x wkly, rotating—per wk 100.00.
Program features—ea 15.00, incl 15-sec open and 30-sec close plus 45 sec spot.
6x wkly, rotating—per wk 80.00.

(D)

SAN DIEGO (7 AM; 11 FM)

(including El Cajon)
Plus 8 paid listings, 2 paid cross references.
San Diego County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	66	53	62	62
B	59	43	48	48
C	48	43	48	48
D	48	41	47	36
AVERAGE	55	45	51	49

KCBQ

1946
SAN DIEGO

METRO RADIO SALES

NAB

R A B

Subscriber to the NAB Radio Code
Media Code 4 205 6750 5.00
KCBQ, Inc., Box 1629, San Diego, Calif. 92112. Phone 714-286-1170.

STATION'S PROGRAMMING DESCRIPTION
KCBQ: Programmed for mass appeal.
MUSIC: contemporary Top 40; popular current records, all-time hit singles/recent music. 8 air personalities. NEWS: 10 min blocks, extended in AM drive. COMMERCIAL POLICY: Maximum of 13 minutes in AM drive, 10-12 minutes in other dayparts; no triple spotting. Contact Representative for further details. Rec'd 2/23/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Russ Wittberger.
General Sales Manager—Mike Stafford.
Program Director—Chuck Roberts.
2. REPRESENTATIVES
Metro Radio Sales.
3. FACILITIES
50,000 w. days, 5,000 w. nights; 1170 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

(This listing continued on next page)

CALIFORNIA

San Diego—K C B Q—Continued

4. AGENCY COMMISSION
15/0 gross billings less applicable discounts.
8. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6.
Rate Protection: 10e, 11e, 12e, 13e.
Basic Rates: 22b, 23a, 25a, 26a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60f, 61a, 61c.
Cancellation: 70a, 70e, 71a, 73a.

RATE PROTECTION
Rates quoted herein are guaranteed for a period of 13 weeks from effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. D Eff 7/15/75—Rec'd 7/14/75.
AAA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight.
AA—Mon thru Sat 6-10 am; Sun 10 am-midnight.
A—Mon thru Fri 10 am-3 pm; Sun 6-10 am.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER:	—AAA—		—AA—		—A—		—B—	
WK:	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
1 ti	70	53	66	48	60	46	32	23
6 ti	65	48	61	45	55	43	27	21
12 ti	62	43	59	40	53	39	23	19
18 ti	60	41	57	38	51	37	24	18
24 ti	58	38	55	37	50	35	23	17

10 sec: 50% of 1-min, subject to availability.
(*) 30 sec.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Minimum 100.00 per wk expenditure.
Submitted by Elaine Pappas.

K D E O
1955
EL CAJON

Buckley Radio Sales, Inc.

NAB

Media Code 4 205 6780 2.00
Metro Communications, Inc., Box 2306, San Diego Calif. 92112. Phone 714-583-9100.

STATION'S PROGRAMMING DESCRIPTION
KDEO: Programmed for adults 22-44.
MUSIC: adults contemporary/personality. 10 min news, commentary & sports at 6:20, 7:20, 8:20 am, 4:20, 5:20, 6:20 pm. COMMERCIAL POLICY: maximum 10 minutes. Contact Representative for further details. Rec'd 3/31/75.

1. PERSONNEL
General Manager—Thomas M. Sidley.
Sales Manager—David Alcorta.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
1,000 w., 910 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
8. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 24b, 25a, 28a, 29a, 30, 33d.
Contracts: 40c, 41, 45, 46, 48, 51a, 51c.
Comb.: Cont. Discounts: 60e, 60f.
Cancellation: 70c, 71a.
Prod. Services: 80, 81, 82.
No mail order advertising accepted.

TIME RATES
No. 1 Eff 1/1/75—Rec'd 12/26/74.
Traffic—Mon thru Fri 6-10 am & 3-7 pm.
Mid-day—Mon thru Sun 10 am-3 pm.

7. PACKAGE PLANS
1/3 TRAFFIC, 1/3 MID-DAY, 1/3 BEFORE MIDNIGHT

PER WK:	70 ti	50 ti	24 ti	18 ti	12 ti
1 min	6.00	7.00	8.00	9.00	10.00
30 sec	4.00	4.65	5.35	6.00	6.65
10 sec	3.00	3.50	4.00	4.50	5.00

	1 min	30 sec	10 sec
Traffic only, add to above	4.00	2.75	2.00
Prior to 8 pm, add to above	3.00	2.00	1.50

10. SPECIAL FEATURES
News—1-1/4x 1-min. Incl billboard & 1 1-min spot.

K D I G (FM)
1958
SAN DIEGO

ABC-FM Spot Sales, Inc.

Media Code 4 205 6819 7.00
West Coast Media, Inc., One City Blvd. W., Orange, Calif. 92668 Phone 714-997-0700.
Station & Mailing address: Box 22207, San Diego, Calif. 92122. Phone 714-453-3962.

STATION'S PROGRAMMING DESCRIPTION
KDIG (FM): Programmed to a young audience. MUSIC: blend of tunes by original artists, with hits by pop artists & select golden hits from past. COMMERCIAL POLICY: presented in clusters on 1/4 hr. SPORTS: play-by-play professional football. Contact Representative for further details. Rec'd 10/31/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Reg Streeter.
Sales Manager—Pat Walden.
Chief Engineer—Robert O. Royster.
2. REPRESENTATIVES
ABC FM Spot Sales, Inc.
3. FACILITIES
ERP 28,000 w. (horiz.), 28,000 w. (vert.); 98.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only; 30 days.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 29a, 29b.
Contracts: 40a, 41, 44a, 46, 51a.
Comb.: Cont. Discounts: 60l.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/1/74—Rec'd 9/12/74.
AA—Mon thru Sun 10 am-7 pm.
A—Mon thru Sun 6-10 am & 7-11 pm.
B—Mon thru Sun 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

	—AA—		—A—		—B—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	14.00	11.00	11.00	8.00	6.50	4.50
12 ti	13.00	10.00	10.00	7.00	6.00	4.00
18 ti	12.00	9.00	9.00	6.00	5.50	3.50
24 ti	11.00	8.00	8.00	5.00	5.00	3.00

Specified within hr.

7. PACKAGE PLANS

WEEKLY—*BTA

PER WK. EA:	6 ti	12 ti	18 ti	24 ti
1 min	11.00	10.00	9.00	8.00
30 sec	9.00	8.00	7.00	6.00

MONTHLY—*BTA

PER MO. EA:	30 ti	60 ti	90 ti
1 min	10.00	8.00	7.00
30 sec	8.00	6.00	5.00

ANNUAL BULK—*BTA

PER YR. EA:	250x	500+
1 min	7.50	7.00
30 sec	5.50	5.00

(*) Station's discretion within AA & A.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	100	70	40

10. SPECIAL FEATURES
5-min news—20.00 (13-wk minimum). Incl open & close plus 1 1-min spot.
Smile Feature—90 sec 15.00. Incl open plus 1 30-sec spot.
Time Signals—10 sec, 50% of applicable 1-min rate.

CONSECUTIVE WEEK DISCOUNT
13 wk—2% 26 wk—5% 52 wk—12%
Edited by Reg Streeter.

K E Z L (FM)
1963
SAN DIEGO

RAB

A PSA Broadcasting Station

Media Code 4 205 6825 5.00
PSA Broadcasting, Inc., a division of Pacific Southwest Airlines, Box 6182, Lower Ct 4, San Diego, Calif. 92115. Phone 714-286-0103.

STATION'S PROGRAMMING DESCRIPTION
KEZL (FM): Programmed for adults 25+. MUSIC: Up to 57 min per hr. Primarily instrumental album performances of standard & contemporary songs. NEWS: 90-sec advisories at :60. COMMERCIAL POLICY: Only 4 intermissions per hour (at quarter-hour breaks) with maximum of 2 commercial announcements per intermission. Contact Representative for further details. Rec'd 5/29/75.

1. PERSONNEL
General Manager—Larry Shushan.
Sales Manager—Merle Edwards.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
EBP 1,950 w. (horiz.), 1,950 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,840 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11c, 12b, 14b, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 45, 46, 50.
Comb.: Cont. Discounts: 60b, 60i, 60j, 60k, 61b, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Member: PSA Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 75-7 Eff 2/1/75—Rec'd 1/15/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	—1 min—			—30 sec—		
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
AAA	19	17	15	16	14	12
AA	17	15	13	14	12	10
A	15	13	11	12	10	8
B	7	6	5	5	4	3

7. PACKAGE PLANS

TAP I
(1/4 6-10 am, 1/2 10 am-7 pm, 1/4 7 pm-midnight)

	—1 min—			—30 sec—		
PER WK:	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
Ea	15	14	13	13	12	11

TAP II
(1/6 6-10 am, 3/6 10 am-7 pm, 1/6 7 pm-midnight, 1/6 midnight-6 am)

Ea	13	12	11	11	10	9

TAP rotate evenly throughout all time periods 7 days a wk.

1/4-HOUR SEGMENT

PER WK:	6 ti	12 ti	18 ti
1 min	22	20	18

Rotates evenly, 1/4 6-10 am, 1/2 10 am-7 pm, 1/4 7 pm-midnight Mon thru Sun

BULK PLAN—NET

PER YR:	600x	900x	1200x
1 min	13.50	12.50	11.50
30 sec	11.50	10.50	9.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
Does not apply to bulk rates.
Edited by Larry Shushan.

K F M B
1941
SAN DIEGO

mcgavren-guild pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 6840 4.00
Midwest Television, Inc., 1405 Fifth Ave., San Diego, Calif. 92113. Phone 714-233-8114. TWX 910-335-1210.

STATION'S PROGRAMMING DESCRIPTION
KFMB: Programmed for mass adult audience highlighted by air personalities, music & news. NEWS: 5 min at :60; plus 5 min at :30 in drive-times; API, UPI & network; full time air news staff. MUSIC: top hits of past 20 years plus current singles & hit albums. SPORTS: college football & basketball, pro football. Contact Representative for further details. Rec'd 3/2/73.

1. PERSONNEL
Station Manager—Paul E. Palmer.
General Sales Manager—John T. Lynch.
Local Sales Manager—Peter Halliday.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 760 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 22a, 25a, 25c, 29a, 33d.
Contracts: 40a, 42a, 44b, 46, 50, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 6/16/75—Rec'd 6/27/75.
AAAA—Mon thru Sat 5:30-10 am.
AAA—Mon thru Sat 5-5:30 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-9 pm.
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	20 ti	32 ti
AAAA	64	58	55	51	46
AAA	44	42	36	32	29
AA	39	36	32	28	24
B	27	24	22	19	16
30 SEC:					
AAAA	51	46	44	41	37
AAA	35	34	29	26	23
AA	31	29	26	22	19
A	22	19	17	15	13

7. PACKAGE PLANS
TAP—1/4AAAA, 1/4AAA, 1/4A

PER WK:	6 ti	12 ti	20 ti	32 ti
1 min	39	36	33	29
30 sec	31	29	26	23

ID's: Preemptible, 60% of 1-min.

CUMULATIVE WEEKLY DISCOUNT
26 wk—5% 52 wk—10%

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	20 ti	32 ti
AAAA	78	70	66	63	56
AAA	58	55	47	41	38
AA	51	47	41	37	32
A	40	36	33	27	25
30 SEC:					
AAAA	62	56	53	50	45
AAA	46	44	38	33	30
AA	41	37	33	29	26
A	32	29	26	22	20

7. PACKAGE PLANS
COMBO TAP—1/4AAAA, 1/4AAA, 1/4AA, 1/4A

PER WK:	6 ti	12 ti	20 ti	32 ti
1 min	51	47	42	38
30 sec	40	37	33	30

ID's: Preemptible, 60% of 1-min.

CUMULATIVE WEEKLY DISCOUNT
26 wk—5% 52 wk—10%
Edited by John T. Lynch.

K F M B-FM
1958
SAN DIEGO

B-100 fm

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 6841 2.00
Midwest Television, Inc., 1405 Fifth Ave., San Diego, Calif. 92112. Phone 714-232-2114. TWX 910-335-1210.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KFMB-FM: Programmed for ages 12-49. MUSIC: contemporary top 40, blending of current & recent hits. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
Program Director—Bobby Rich.
3. FACILITIES
ERP 30,000 W.; 100.7 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 620 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KFMB. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 6/16/75—Rec'd 6/27/75.
AAAA—Mon thru Sun 2-8 pm; Sat & Sun 10 am-2 pm.
AAA—Mon thru Sun 5:30-10 am & 8 pm-1 am.
AA—Mon thru Fri 10 am-2 pm.

6. SPOT ANNOUNCEMENTS

	—1 min—				—30 sec—			
PER WK:								
1 MIN:	1 ti	6 ti	12 ti	20 ti	1 ti	6 ti	12 ti	20 ti
AAAA	26	23	21	20	21	18	17	16
AAA	23	21	18	15	18	17	14	12
AA	20	18	15	14	16	14	12	11

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	—1 min—			—30 sec—		
PER WK:	6 ti	12 ti	20 ti	6 ti	12 ti	20 ti
Ea	20	18	16	16	14	12

CUMULATIVE WEEKLY DISCOUNT
26 wk—5% 52 wk—10%
Edited by John T. Lynch.

K F S D (FM)
1948
SAN DIEGO

Classical Music

NAB NAFMB

A Lotus Communication Corp. Station

Subscriber to the NAB Radio Code

Media Code 4 205 6870 1.00
Lotus Communications, Inc., 1540 6th Ave., San Diego, Calif. 92101. Phone 714-239-9091.

STATION'S PROGRAMMING DESCRIPTION
KFSD (FM): MUSIC: Classical M-Sat 4:45 am-11 pm, Sun 5:45 am on. Jazz M-F 11 pm-4:45 am, Sat 11 pm-5:45 am, Sun 10:30 pm-5:45 am. Contact Representative for further details. Rec'd 8/4/75.

1. PERSONNEL
President—Howard A. Kalmenson.
Vice-Pres. & Gen'l Mgr.—Hal Rosenberg.
Program Director—Nancy Turetsky.
2. REPRESENTATIVES
GCI Sales, Inc.
Los Angeles, San Francisco—Lotus Reps.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 641 ft. above average terrain, atop Mt. Soledad.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.

TIME RATES
No. 15 Eff 12/15/74—Rec'd 1/2/75.
Classics—Mon thru Sat 5 am-10 pm; Sun 8 am-midnight.
Jazz—Mon thru Sat 10 pm-3 am.

6. SPOT ANNOUNCEMENTS

PER	—Classics—				—Jazz—			
WK:	1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti
1 min	30	25	20	15	20	16	12	8
30 sec	24	20	16	12	16	12	9	6

Fixed position: Extra 20%.
Combinable.
10. SPECIAL FEATURES
News—extra 20%.

CONSECUTIVE WEEK DISCOUNT
13 wk—2-1/2% 26 wk—5% 52 wk—10%
Edited by Hal Rosenberg.

K G B
1922
SAN DIEGO

KATZ RADIO

Subscriber to the NAB Radio Code

Media Code 4 205 6900 6.00
KGB, Inc., Box 2088, 4141 Pacific Ave., San Diego, Calif. 92112. Phone 714-297-2201. TWX 714-291-0703.

STATION'S PROGRAMMING DESCRIPTION
KGB: Format directed to 16-49 age group. MUSIC: current rock and pop. COMMERCIAL POLICY: 12 per hour 6 am-6 pm; 10 per hour 6 pm-6 am. Contact Representative for further details. Rec'd 4/29/74.

1. PERSONNEL
President—Willet H. Brown.
Vice-President—Michael J. Brown.
General Manager—Jim Price.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1360 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
8. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 6, 6a, 7b, 8.
Rates Protection: 10c, 15e.
Basic Rates: 20a, 22a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60f.
Cancellation: 70e

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 1 Eff 4/1/75—Rec'd 2/28/75.
AAA—Mon thru Sat 6-10 am & 3 pm-midnight; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	—AAA—				—AA—			
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	55	53	51	49	50	48	46	44
30 sec	49	47	45	43	45	43	41	39

AM ONLY
Deduct 5.00 from AM/FM combination rate.

(San Diego continued on next page)

KGB-FM

1950
SAN DIEGO
Subscriber to the NAB Radio Code

Media Code 4 205 6901 4.00
KGB, Inc., Box 2088, San Diego, Calif. 92112. Phone 714-298-9965.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KGB-FM: Format directed to 16-34 age group. MUSIC: adult contemporary. Many album selections. COMMERCIAL POLICY: 12 per hour 6 am-6 pm; 10 per hour 6 pm-6 am. Contact Representative for further details. Rec'd 3/11/74.

3. FACILITIES Eff 50,000 w.; 101.5 mc. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 577 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations Sold in combination with KGB. See that listing for rates.

TIME RATES

AM/FM combination rate less 5.00.

KITT (FM)

1954
SAN DIEGO

Media Code 4 205 6930 3.00
Shepard Broadcasting Corp. of Calif., 1415 6th Ave., San Diego, Calif. 92101. Phone 714-233-0144.

STATION'S PROGRAMMING DESCRIPTION
KITT(FM): Programmed for adults. MUSIC: middle-of-the-road, film and showtunes, standards. Vocals and instrumentals days, instrumentals only nights. NEWS: local UPI at :50 from 7 am-11 pm. Business news hourly starting 7:15 am, two round-ups 5:30 & 5:55 pm. Copter traffic reports every 15 min 6-8:30 am & 4-6 pm. COMMERCIAL POLICY: 8 commercial units per hour. Contact Representative for further details. Rec'd 10/9/72.

1. PERSONNEL
President—John J. Shepard.
General Manager—Tom Boise.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
ERP 120,000 w. (horiz.), 31,000 (vert.); 105.3 mc. Operating schedule: 6 am-midnight. PST. Antenna ht.: 320 ft. above average terrain.
4. AGENCY COMMISSION
15% time only. Payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts 40c, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ATA Radio Network.

TIME RATES
No. 6 Eff 7/1/75—Rec'd 6/12/75.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-6 pm.
A—Mon thru Fri 7 pm-midnight; Sat & Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE	6 ti	12 ti	16 ti	24 ti	36 ti
AAA	15	13	11	9	7
AA	12	10	8	6	5
A	9	8	7	5	4
30 SECONDS					
AAA	12	10	8	6	5
AA	9	7	6	5	4
A	7	6	5	4	3

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	10	9	8	7	6
30 sec	8	7	6	5	4

10. SPECIAL FEATURES
5-min newscast, flat 15.00.
NEWSCAST DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Tom Boise.

KLRO

1960
SAN DIEGO

Media Code 4 205 6960 6.00
Multi Casting Corp., 233 A St., Suite 205, San Diego, Calif. 92101. Phone 714-239-1217.

STATION'S PROGRAMMING DESCRIPTION
KLRO: Audience participation talk programs, inspirational music & programs. Contact Representative for further details. Rec'd 2/26/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—James C. Gates.
Program Manager—Chuck Wheeler.
Local Sales Manager—Jann Maddock.
2. REPRESENTATIVES
J. C. Gates & Company.
3. FACILITIES
ERP 2,150 w.; 94.9 mc. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 52 ft. above ararage terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 14c.
Basic Rates: 20a, 22a, 23a, 25a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60k.

TIME RATES
Eff 5/74—Rec'd 8/19/74.

6. SPOT ANNOUNCEMENTS
1 min 10.00 30 sec 6.00
8. PROGRAM TIME RATES

	1x	52x	260x	312x	365x
1 hr	74.50	60.00	51.50	49.50	45.50
1/2 hr	42.00	33.50	27.50	26.50	25.50
1/4 hr	31.25	25.25	19.25	18.00	16.50

Edited by Chuck Wheeler.

KOGO

1926
SAN DIEGO

NBC Radio Network

MAJOR MARKET RADIO, INC.

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 205 6990 7.00
Retlaw Broadcasting Co., Box 545, San Diego, Calif., 92112. Phone 714-263-6191. TWX 910-335-2099.

STATION'S PROGRAMMING DESCRIPTION
KOGO: Programmed for general interest & adults 18+. MUSIC: MOR handled by 6 AIR PERSONALITIES throughout the day. NEWS: 4 man staff, 2 mobile units, AP & UPI wire services. 10-min at :60 & 5-min at :30 in drive times. 5-min hourly remainder of the day, M-F. 5-min financial news at 6:05 pm M-F. SPORTS: 2-min at 6:45, 7:45, 8:45 am, 4:45 & 5:45 pm, M-F. Major league baseball, basketball & hockey, Indy 500, locally oriented professional golf, tennis & boat races. Contact Representativo for further details. Rec'd 6/27/75.

1. PERSONNEL
President—Joseph C. Drilling.
Station Manager—Jerry Jackson.
General Sales Manager—Ule Altman.
2. REPRESENTATIVES
Major Market Radio, Inc.
3. FACILITIES
5,000 w.; 800 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15e.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 29a, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, †60f, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 72a, 73b.
Prod. Services: 80, 82.
(†) Except ROS Spots may be combined with other spots only to earn ROS discounts.
Program contracts subject to cancellation on 28 days' prior written notice but no such termination shall be effective until 4 weeks after the start of broadcasting.
Affiliated with NBC.

TIME RATES
No. 10 Eff 7/1/72—Rec'd 7/10/72.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Fri 2-7:30 pm.
R—Mon thru Fri 10 am-3 pm; Sat 10 am-7:30 pm; Sun 6 am-7:30 pm.
C—Sun thru Sat 7:30 pm-midnight.
D—Sun thru Sat midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE PER WK. EA:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	50	49	47	45	43
A	40	39	37	35	33
R	35	34	32	30	28
C	28	27	25	23	21
D	14	12	10	8	6
30 SECONDS					
AA	40	39	37	36	34
A	32	31	29	27	25
R	28	27	25	23	21
C	22	21	20	18	17
D	11	9	7	5	3

ROS
(10 am-midnight, 2/3 Mon thru Sun 10 am-7:30 pm)

PER WK:	10 ti	20 ti	30 ti
1 min	27	25	23
30 sec	21	20	18

10 sec: 50% of 1-min.
Spots scheduled between two time classifications take the rates of the higher classification.

8. PROGRAM TIME RATES

PER YR. EA:	1x	52x	104x	156x	260x
1/2 hr	125	120	115	110	105
1/4 hr	90	88	86	84	80
5 min. AA	75	73	71	68	65
5 min. A	65	63	61	58	55
All other times	62	60	58	55	52

RATEHOLDER
6 per wk. Flight advertisers with current contracts will not need ratehoider to protect current rates.
COMBINABILITY
All spots, regardless of length, may be cross-combined for discount purposes, except that ROS spots may be combined with other spots only to earn ROS discounts. Spots and program units may be combined to earn discounts on spots only.
Edited by Jerry Jackson.

KOZN (FM)

1965
SAN DIEGO

Media Code 4 205 7005 3.00
Metroamerica Co., 630 Ash St., San Diego, Calif. 92101. Phone 714-238-1037.

STATION'S PROGRAMMING DESCRIPTION
KOZN (FM): Programmed for adults 18-49. MUSIC: country & western, blend of traditional & modern. NEWS: at :50. Contact Representative for further details. Rec'd 9/3/71.

1. PERSONNEL
President—Sherwood R. Gordon.
Operations Manager—Rich Tyson.
Prog. & Prom. Director—Steven Gordon.
2. REPRESENTATIVES
John Andy Potter Co.
3. FACILITIES
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 103.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 659 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME.
No. 4 Eff 9/15/73—Rec'd 8/20/73.
AAA—Daily 6 am-7 pm.
AA—Daily 7 pm-midnight.
A—Daily midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30/10 sec 6 ti	12 ti	18 ti	24 ti
PER YR:	100x	250x	500x	1000x	100x	250x	500x	1000x
AAA	14	12	11	10	11	9	8	7
AA	11	9	8	7	8	7	6	5
A. 1 min, flat 5					A. 30/10, flat 4			

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—2/3AAA, 1/3A

PER WK:	Tap I 12 ti	18 ti	24 ti	36 ti	Tap II 12 ti	18 ti	24 ti	36 ti
PER YR:	100x	250x	500x	1000x	100x	250x	500x	1000x
1 min	11	10	9	8	10	9	8	7
30/10	9	8	7	6	8	7	6	5

Equal distribution Mon-Sun.
WEEKEND SPECIAL—FRI 6 AM-SUN MIDNIGHT
1 min 7 30 sec 5
Minimum 25 spots.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
Rebate in time only. Applies to all plans except Bulk and Weekend Special.

KPRI (FM)

1960
SAN DIEGO

R A B

Media Code 4 205 7020 2.00
Southwestern Broadcasters, Inc., 11585 Sorrento Valley Rd., San Diego, Calif. 92121. Phone 714-452-8181.

STATION'S PROGRAMMING DESCRIPTION
KPRI (FM): Contemporary format directed to 16-34 year old group. LP's and singles featuring popular albums and hit singles. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 1/30/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack Lane.
Program Director—Michael Harrison.
2. REPRESENTATIVES
Century National Sales.
3. FACILITIES
ERP 50,000 w.; 106.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 413 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 15e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 29b, 30, 31, 32a, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 46, 47a, 49, 49, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 9 Eff 7/15/75—Rec'd 7/7/75.
AAA—Mon thru Sun 3 pm-1 am.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am.
ROS—Mon thru Sun 6-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	12 ti	16 ti	24 ti	AA 6 ti	12 ti	18 ti	24 ti
1 min	38	36	34	32	35	33	31	29
30 sec	31	29	27	25	28	26	24	22
	A				ROS			
1 min	32	30	28	26	30	28	26	24
30 sec	25	23	21	19	24	22	21	20

Submitted by Jack Lane.

KSDO

1947
SAN DIEGO

CBS Network

Represented by CBS RADIO SPOT SALES

Newsradio

Media Code 4 205 7050 9.00
Generation II Radio, San Diego, Inc., 1450 7th Ave., San Diego, Calif. 92101. Phone 714-234-8361.

STATION'S PROGRAMMING DESCRIPTION
KSDO: All news.
20 person news department with news anchors, reporters, writers & editors; network & all major news services. 4 mobile units, direct monitoring facilities of police, fire, highway patrol. Sports, business, consumer news, airborne traffic reports, commentaries & entertainment reviews throughout day. SPORTS: professional football play-by-play with sports director. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack M. Sabella.
News Director—Donald A. Rudd.
Local Sales Manager—Thomas Schaefer.

2. REPRESENTATIVES
CBS Radio Spot Sales.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1130 kc. Directional—separate patterns day and night. Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 28, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont Discounts: 60k, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with CRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 1/15/75—Rec'd 1/6/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	AAA 1 min	30 sec	AA 1 min	30 sec	A 1 min	30 sec	B 1 min	30 sec
1 ti	48	39	38	30	25	20	20	16
7 ti	44	35	35	27	23	18	18	15
14 ti	40	32	32	25	21	17	17	14
21 ti	37	30	30	24	19	15	15	12
28 ti	34	27	28	22	17	14	14	11

10 sec: 50% of 1-min. Preemptible.
Fixed position, extra 5%.

7. PACKAGE PLANS
TAP—1/4AAA, 1/4AA, 1/2A & B

PER WK. EA:	12 ti	16 ti	24 ti	30 ti
1 min	30	27	25	22
30 sec	24	22	20	18

PREEMPTIBLE COMBINED DRIVE
Wkly frequency schedules of 1/2AAA & 1/2AA earn AA rate for all AAA & AA spots.
WEEK-END PLAN—FRI 3 PM-MON 10 AM

PER WK. EA:	12 ti	24 ti	36 ti
1 min	18	15	13
30 sec	15	12	10

10. SPECIAL FEATURES
Features w/ID open, extra 10%.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
Submitted by Sandra Holley.

KSON

1946
SAN DIEGO

NAB

A McKinnon Enterprise
Subscriber to the NAB Radio Code

Media Code 4 205 7110 1.00
Broadmoor Broadcasting Corp., College Grove Center, Hwy. 94 at College Ave., San Diego, Calif. 92115. Phone 714-286-1240.

STATION'S PROGRAMMING DESCRIPTION
KSON: MUSIC: Modern country. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
Pres., Gen'l & Nat'l Sales Mgr.—Dan McKinnon.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60g, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Information Network.

TIME RATES
AM/FM COMBINATION
No. 8 Eff 12/1/74—Rec'd 12/2/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	12 ti	18 ti	24 ti	A 6 ti	12 ti	18 ti	24 ti
1 min	50	48	46	44	45	43	41	39
30 sec	40	38	36	34	36	34	32	30
ID's	30	29	28	27	27	26	25	24
					B			
1 min					35	33	31	29
30 sec					28	26	25	24
ID's					21	20	19	18

AM only: 1 min, deduct 10.00; 30 sec, deduct 8.00; 10 sec, deduct 6.00.
Submitted by Dan McKinnon.

KSON-FM

(formerly KSEA (FM))
1964
SAN DIEGO

NAB R A B

A McKinnon Enterprise
Subscriber to the NAB Radio Code

Media Code 4 205 7111 9.00
KSEA, Inc., Hwy. 94 & College Ave., San Diego, Calif. 92115. Phone 714-286-7330.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSON-FM: MUSIC: Country. NEWS: 2-1/2 minutes hourly. Contact Representative for further details. Rec'd 7/28/75.

(This listing continued on next page)

CALIFORNIA

San Diego—KSON-FM—Continued

8. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.2 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 445 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KSON. See that listing for rates.

TIME RATES
No. 1 Eff 2/23/75—Rec'd 4/24/75.
7. PACKAGE PLANS
1/3 6 AM-NOON, 1/3 NOON-6 PM, 1/3 6 PM-MIDNIGHT

BTA, MON THRU SUN:	8 ti	12 ti	16 ti	24 ti
1 min	15	14	12	12
30 sec	13	12	11	10

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Submitted by Dan McKinnon.

KYXY (FM)
1960
SAN DIEGO

Media Code 4 205 7125 9.00
KYXY, Inc., 1414 Eighth Ave., San Diego, Calif. 92101. Phone 714-235-6595.
1. PERSONNEL
President—Wally Nelskog.
Vice-Pres. & Gen'l Mgr.—Wallace K. Reid.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
ERP 30,000 w.; 96.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,634 ft. above sea level.
4. AGENCY COMMISSION
15%; 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 6/15/75—Rec'd 6/3/75.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	16	13	14	12	12	9
12 ti	15	12	13	11	11	8
18 ti	14	11	12	10	10	7
24 ti	13	10	11	9	9	6

10 sec: 50% of 1-min.
7. PACKAGE PLANS
TAP—1/2AAA, 1/4AA, 1/4A

PER WK:	12 ti	18 ti	24 ti
1 min	12	12	11
30 sec	11	10	9

BTA—MON THRU SUN 6 AM-MIDNIGHT

PER YR:	200x	400x	800x
PER WK:	12 ti	18 ti	24 ti
1 min	12	11	10
30 sec	10	9	8

10 sec: 50% of 1-min.
CONSECUTIVE WEEKLY AND TAP DISCOUNT
13 wk—5% 26 wk—10%
Edited by Wally Reid.

XEAZ
TIJUANA, MEXICO
City of license, Tijuana, Baja, Mexico.
Box 233, San Ysidro, California 92073.
U. S. Representative:
Harlan G. Oakes, Inc.
See listing in Medios Publicitarios Mexicanos under Tijuana, Baja, Mexico.

XEBG
1936
TIJUANA, MEXICO
Amigo Spanish Group

(This is a paid listing.)
Media Code 4 205 7132 5.00
U. S. Sales Office—3916 Riviera Dr. #605, San Diego, Calif. 92109. Phone 714-234-1303.
STATION'S PROGRAMMING DESCRIPTION
XEBG: Programmed in Spanish for Mexicans & Mexican-Americans.
MUSIC: Emphasis on current standard hits of Mexico plus some top American hits. NEWS: 5 min at :00. Daily sportscasts & business news. SPORTS: live horse racing, bull fights, Jai Alai, baseball & football, auto racing & boxing. Also remote broadcasts of local events. Monthly participation contests. Mobile unit. Contact Representative for further details. Rec'd 6/6/72.
1. PERSONNEL
U. S. Sales Manager—Dick Thomas.
Dir. & Mgr.—Mario E. Mayans C.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w.; 1550 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 60l, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Rates include translation from English to Spanish.
Member: The Amigo Spanish Group.

TIME RATES
Eff 1/1/75—Rec'd 12/6/74.
A—Daily 6 am-7 pm.
8. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
A	10.00	9.50	9.00	8.50	8.00	7.50	7.00

XEBG/XEMMM COMBINATION

A	16.00	15.50	15.00	14.50	14.00	13.50	13.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
(SO)

XEGM
1941
TIJUANA, MEXICO
Jack Masla & Company, Inc.

(This is a paid listing.)
Media Code 4 203 7190 3.00
XEGM Radio Spot Sales, 6430 Sunset Blvd., Hollywood, Calif. 90028. Phone 213-464-7525.
STATION'S PROGRAMMING DESCRIPTION
XEGM: Programmed 100% Spanish for adults.
MUSIC: general popular, MOR. PERSONALITIES handle all segments. Women's feature 8-10 am M-Sat. SPORTS: boxing live Thurs 8:30-10:30 pm. NEWS: 5 min every hour; editorials, feature reports, sport news, commentaries, woman's point of view, horoscope, movie reviews at :30. Contact Representative for further details. Rec'd 2/15/71.
1. PERSONNEL
Station Manager—Jose Liberman.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
10,000 w.; 950 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 21a, 21d, 22a, 23a, 25a, 25b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 49, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60l, 62b, 62d.
Cancellation: 70b, 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/70—Rec'd 2/15/71.
AA—5 am-10 pm.
A—10 pm-5 am.
6. SPOT ANNOUNCEMENTS
CLASS AA

	ix	52x	156x	260x	312x	780x	1000x
1 min	35	30	25	22	20	18	17
20/20 sec	28	24	20	18	16	15	14

10 sec: 60% of 1-min.
CLASS A

	ix	52x	156x	260x	312x	624x
1 min	15	14	13	12	11	10
20/20 sec	12	11	10	9	8	7

7. PACKAGE PLANS
SATURATION PACKAGE—CLASS AA

PER WK:	18 ti	24 ti	30 ti	36 ti	42 ti
PER DAY:	3 ti	4 ti	5 ti	6 ti	7 ti
1 min	25	22	20	18	17
20/20 sec	20	18	16	15	14

4-week minimum contract.
8. PROGRAM TIME RATES
CLASS AA

	ix	52x	156x	260x	312x	520x	624x
1 hr	225	185	170	—	—	—	—
1/2 hr	125	110	100	—	—	—	—
1/4 hr	75	70	65	60	—	—	—
5 min	45	30	35	30	—	27	—

CLASS A

1 hr	111	99	90	—	—	—	—
1/2 hr	69	61	55	—	—	—	—
1/4 hr	39	35	33	31	29	—	—
5 min	21	18	17	16	15	—	14

(SO) (CB)

XEMMM
TIJUANA, MEXICO
City of license, Tijuana, Baja, Mexico.
Box 155, San Ysidro, California 92073.
U. S. Representative:
Savalli/Gates, Inc.
See listing in Medios Publicitarios Mexicanos under Tijuana, Baja, Mexico.

XEMO
1952
TIJUANA, MEXICO
(This is a paid listing.)
Media Code 4 205 7230 7.00
James C. Gates & Co., 333 "A" St., Suite 205, San Diego, Calif. 92101. Phone 714-239-1217.
STATION'S PROGRAMMING DESCRIPTION
XEMO: Gospel music & religious programs, audience participation program. Contact Representative for further details. Rec'd 2/26/75.
1. PERSONNEL
President—James C. Gates.
Program Coordinator—Chuck Wheeler.
Station Manager—Gustavo Astiazaran.
2. REPRESENTATIVES
J. C. Gates & Company.
3. FACILITIES
5,000 w.; 860 kc. Non-directional.
Operating schedule: 5-1:30 am. PST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 14c.
Basic Rates: 20a, 22a, 22a, 25a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60k.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1974-12 Eff 5/1/74—Rec'd 5/1/74.
A—6 am-10 pm.
B—5-6 am & 10 pm-midnight.
C—All other times.
8. PROGRAM TIME RATES

	A			B		
	1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 x	143	80	61	129	70	54
52 x	114	66	48	100	57	41
260 x	100	54	38	86	43	30
312 x	94	51	35	79	40	28
365 x	87	48	33	73	37	27

C: B rate less 10%.
(SO)

XEPRS
TIJUANA, MEXICO
1974
(This is a paid listing.)
Media Code 4 205 7260 4.00
SPANISH
U. S. sales office: Harold S. Schwartz & Assoc., Inc., No. G, 737 3rd Ave., Chula Vista, Calif. 92010. Phone 714-420-6131.
STATION'S PROGRAMMING DESCRIPTION
XEPRS: MUSIC: Spanish 3 am-7 pm. Contact Representative for further details. Rec'd 4/28/75.
1. PERSONNEL
General Manager—Jorge Wilkins.
Operations Manager—Sue Hashhberger.
2. REPRESENTATIVES
United Latins Corp. (Spanish).
ENGLISH
XEPRS Radio, 1617 N. El Centro Ave., Hollywood, Calif. 90028. Phone 213-465-4106.
STATION'S PROGRAMMING DESCRIPTION
XEPRS: MUSIC: R&B/rock & oldies 7 pm-3 am. Rec'd 4/28/75.
1. PERSONNEL
President—Ronald W. Beaton.
General Manager—Rick Ward.
National Sales Manager—Andy Wilson.
SPANISH/ENGLISH
3. FACILITIES
50,000 w.; 1090 kc. Clear channel.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20a, 21d, 23a.
Contracts: 40a, 46.
Cancellation: 71a.

TIME RATES
SPANISH TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/14/75—Rec'd 4/28/75.
6. SPOT ANNOUNCEMENTS
MONDAY THRU SUNDAY 6 AM-7 PM

	ix	52x	156x	260x	520x	780x	1000x
1 min	50	42	39	35	32	30	27
30 sec	35	32	28	25	23	20	18
20 sec	30	26	23	21	19	17	15

ENGLISH TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 4/28/75.
AA—Mon thru Sun 7 pm-midnight; Mon midnight-3 am.
A—Tues thru Sun midnight-3 am.
6. SPOT ANNOUNCEMENTS
1 MINUTE WEEKLY

EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	35	33	31	29	27	25
A	30	28	26	24	22	20

30 sec: 70% of 1-min.
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Ea	400	300	200

Submitted by Rick Ward.
(SO) (D)

XETRA
1934
TIJUANA, MEXICO
Alan Torbet Associates, Inc.

(This is a paid listing.)
Media Code 4 205 7290 1.00
U. S. sales office: X-TRA Radio America, Inc., 5900 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-3388.
Other office: Suite 140, 2550 Fifth Ave., San Diego, Calif. 92103. Phone 714-236-9041.
1. PERSONNEL
General Manager—Gaill Keeble.
Sales Manager—E. L. (Bud) Chase.
Operations Manager—R. S. (Slim) Dougharty.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
2. FACILITIES
50,000 w.; 690 kc.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
8. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4e, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 50, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60c, 60f, 60h, 60l, 62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 4/30/75.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—All other times.
7. PACKAGE PLANS

PER YR:	52x	156x	560x	1000x
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	55	52	49	47
AA	52	50	47	44
A	48	46	44	42
B	34	31	29	26
C	15	12	10	9

30 sec: 80% of 1-min.
TOTAL AUDIENCE PLANS

PER WK:	12 ti	18 ti	24 ti
Man Plan (1/6AAA, 1/2AA, 1/3A)	45	42	40
Woman Plan (1/2AAA, 1/6AA, 1/3A)	45	42	40
TAP Plan (1/3AAA, 1/3AA, 1/3A)	42	39	37
Impact Plan (1/6AAA, 1/3AA, 1/3A, 1/6B)	40	37	35

Edited by R. S. (Slim) Dougharty.
(SO) (D)

X-TRA
RADIO AMERICA, INC.
The Beautiful 690
Represented by Alan Torbet Associates, Inc.

XEXX
1946
TIJUANA, MEXICO
Caballero Spanish Media, Inc.

(This is a paid listing.)
Media Code 4 205 7320 6.00
Operadora De Radio Y Television, S. A., Box 648, San Ysidro, Calif. 92073.
1. PERSONNEL
General Manager—Gustavo Lopez M.
2. REPRESENTATIVES
Caballero Spanish Media, Inc.
3. FACILITIES
2,000 w.; 1420 kc. Non-directional.
Operating schedule: 6-1 am. PST.
4. AGENCY COMMISSION
15% time only; 15th of month.

TIME RATES
Eff————Rec'd 6/19/75.
7. PACKAGE PLANS

BULK:	52x	130x	260x	320x	780x	1000x
WK:	1 ti	6 ti	12 ti	16 ti	24 ti	30 ti	36 ti
1 min	14.00	13.50	13.00	12.00	11.00	10.50	10.00
30 sec	10.50	10.00	9.75	9.00	8.25	7.75	7.50

Edited by Gustave Lopez M.
(SO)

SAN FERNANDO
Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State
See Los Angeles Urban Area

SAN FRANCISCO-OAKLAND
(including Alameda, Berkeley, San Mateo)
(15 AM; 17 FM)
Plus 1 paid duplicate; plus 3 cross references.
Alameda, Alameda Co.—Map Location B-6
Oakland, Alameda Co.—Map Location B-6
San Francisco County—Map Location B-6
San Mateo, San Mateo Co.—Map Location B-6
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (5-7 pm)	Evening (7 pm-midnight)
A	140	77	100	81
B	120	70	98	68
C	105	70	90	50
D	101	65	90	45
AVERAGE	122	71	95	61

KABL
1925
OAKLAND

KABL-FM
1965
SAN FRANCISCO

STARR BROADCASTING GROUP, INC.
Alan Torbet Associates, Inc.
RAB

Media Code 4 205 7350 8.00
Starr KABL, Inc., 632 Commercial St., San Francisco, Calif. 94111. Phone 415-982-7822.
(This listing continued on next page)

San Francisco-Oakland—KABL, KABL-FM—Continued

1. PERSONNEL
Senior Vice-President—Richard Oppenheimer.
General Manager—Knowles Hall.
General Sales Manager—Bill Clark.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Washington, Oregon—Simpson/Reilly & Associates Co.
Starr Broadcasting Group, Inc.: See Rep & S/O pages.

3. FACILITIES
5,000 w.; 960 kc. Directional.
Operating schedule: 24 hours daily. PST.
FM-ERP 100,000. 98.1 mc. Stereo.
Operating schedule: Same as AM.
Simulcast 4-10 am Mon thru Sat.

4. AGENCY COMMISSION
15/0 net time if paid by 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b. 2a. 2b. 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 14e, 15a, 15b, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 24b, 24c, 25a, 28b, 29a, 33b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60e, 60i, 60j, 61a, 62h, 62d, 62c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with ATA Radio Network.

TIME RATES
No. 17D Eff 2/1/74—Rec'd 1/14/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sat 7 pm-midnight; Sun 7-10 pm.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
AM/FM COMBINATION

PER WK: (*)	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER YR: (*)	52x	156x	312x	500x	750x	1000x
CLASS AA						
1 min	90	80	75	70	65	60
30 sec	80	75	70	65	60	55
ID	70	65	60	55	50	45
CLASS A						
1 min	80	75	70	65	60	55
30 sec	75	70	65	60	55	50
ID	65	60	55	50	45	40
CLASS B						
1 min	50	45	40	35	30	25
30 sec	45	40	35	30	25	20
CLASS C						
1 min/less	12	11	10	9	8	7

(*) Fixed only.
FM only: 50%.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK:	12 ti	18 ti	24 ti
PER YR:	156x	312x	500x
1 min	60	55	50
30 sec	55	50	45
10 sec	50	45	40

Distribution:
TAP Plan, 1/3AA, 1/3A, 1/3B.
Man Plan, 1/2AA, 1/6A, 1/3B.
Woman Plan, 1/6AA, 1/2A, 1/3B.

IMPACT PLANS
VIP PLANS—MEN 1/2AA, 1/4A, 1/4B; WOMEN 1/4AA, 1/2A, 1/4B

PER WK, EA:	1 min	30 sec
48 ti	43	40

6-1/2 DAY PLAN—MON THRU SUN 6 AM-7 PM

PER WK:	12 ti	18 ti	24 ti
PER YR:	156wx	312x	500x
1 min	65	60	55
30 sec	60	55	50
10 sec	55	50	45

No more than 1/3 6-10 am & at least 1/3 Sat & Sun.

SUPER EFFICIENCY—1/2 MON THRU SAT 7 PM-MIDNIGHT & 1/2 SAT & SUN 6 AM-7 PM

PER WK, EA:	20 ti	10 ti
1 min/less	35	40

WEEKEND—SAT & SUN 6 AM-7 PM
20 ti (10 per day) 50 10 ti (5 per day) 55
NIGHTTIME—SUN THRU SAT 7 PM-MIDNIGHT
20 ti per wk, ea 18 10 ti per wk, ea 22

BTA:	1 min	30 sec	ID's
Flat	60	55	50

10. SPECIAL FEATURES
NEWSCASTS
Adjacencies to newscasts—applicable spot rate, fully commissionable, ea, plus 5.00
5-MINUTE NEWSCASTS
Includes 1 1-minute spot plus 10-second opening and closing ID's. Maximum frequency discount of 18 weekly or 312 annually.
Applicable 1-min, fully commissionable, ea, plus 10.00
NEWS CAPSULES
Applicable 1-min rates plus, fully commissionable, ea 5.00
Includes 1 1-min spot plus opening ID's.
FM only 50%.

AM only: Available during non-simulcast hours, per spot or feature, 5.00 less than AM/FM combination.
FM only: 50% of AM/FM combination.
FM only may not be cross-combined with AM and FM or AM only for discount. C units do not contribute to AA, A or B frequency.
Edited by Bill Clark.

KBAY (FM)
SAN JOSE

HR STONE radio

City of license, San Jose, Calif.
San Francisco office—155 Montgomery St., San Francisco, Calif. 94104. Phone 415-989-5229.
See listing under San Jose, Calif.

NUMERO UNO*
1. #1 among all Bay Area Spanish stations!* (Total persons 12+ and Total adults 18+ 6-10 AM, 6-3 PM, 6 AM-7 PM)
2. More hours of Spanish programming daily in the 3rd largest Spanish market — San Francisco/Oakland/San Jose

KBRG San Francisco
*ARB, J-A/O-N 74, Mon.-Fri., 5 county cume.

KBRG
1959
SAN FRANCISCO
Spanish

An Entercom Station
Media Code 4 205 7380 0.00
Entertainment Communications, Inc., 133 Geary St., San Francisco, Calif. 94108. Phone 415-421-1053.

STATION'S PROGRAMMING DESCRIPTION
KBRG: Spanish 18 hours daily. NEWS: at :60. FEATURES: sports in Spanish, parades & concerts of ethnic communities, live performances of big bands from Mexico, Central & South America. Contact Representative for further details. Rec'd 2/21/75.

1. PERSONNEL
President—Joseph M. Field.
Vice-Pres. & Gen'l Mgr.—Kenneth R. Carey

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
EBP 15,000 w. (horiz.), 15,000 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 1,200 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 43, 44a, 45, 47e, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70c, 72.
Prod. Services: 80
Member: The Amigo Spanish Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 10/1/74—Rec'd 9/12/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	21	20	19	18	17	16
30 sec	18	17	16	15	14	13

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES

	*1 hr	*1/2 hr	1/4 hr	5 min
1 wk	91.00	58.00	35.00	25.50
14 wk	85.00	54.00	34.00	25.00
27 wk	79.00	50.00	33.00	24.50
53+	73.00	46.00	32.00	24.00

(*) In Spanish time, 50 min, 25 min.
Sat & Sun program rates, extra 15%.

10. SPECIAL FEATURES
Rates apply to Spanish. All other languages add 10.00 per spot.
COSMOBAY WEEKLY PACKAGES

PLAN:	18	36	50	70
All languages	324	612	798	998

KCBS
1909
SAN FRANCISCO
CBS Owned

Represented by CBS RADIO SPOT SALES

All News & Information

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 7410 5.00
CBS Radio, a division of CBS, Inc. One Embarcadero Center, San Francisco, Calif. 94111. Phone 415-982-7000.
Send all program and advertising copy to the Continuity Editor.

STATION'S PROGRAMMING DESCRIPTION
KCBS: Continuous news and information format 7 days a week. Local, regional, national and international reports and features. Traffic alerts utilizing airplane service and AAA road reports. Sports, weather, business and financial news. 25 newscasters, 3 mobile units, direct monitoring facilities of police department, fire department, highway patrol, plus NETalert. Contact Representative for further details. Rec'd 9/7/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Peter M. McCoy.
General Sales Manager—Wallace L. Hutchinson.
News Director—Dave McElhatton.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 740 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% net time, annets and part.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24b, 24c, 25a, 27, 28b, 30.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 21 Eff 11/4/74—Rec'd 10/28/74.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Fri 3-8 pm; Sat 10 am-3 pm; Sun 6-10 am.
B—Mon thru Sat 5-5:30 am; Mon thru Fri 10 am-3 pm; Sat 3-7:30 pm; Sun 10 am-7:30 pm.
C—Mon thru Sun 7:30 pm-midnight; Sun 5-6 am.
D—Tues thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS
SECTION I

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	165	132	107	95	76	57
7+	160	128	104	90	72	54
	B			C		
1 ti	55	44	33	36	29	22
7+	50	40	30	32	26	20

Fixed position: Extra 20%, except 7:10-8 am Mon thru Fri which takes extra 40%.

7. PACKAGE PLANS
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Fri 3-8 pm.
B—Mon thru Fri 10 am-3 pm and/or Sat 10 am-7:30 pm and/or Sun 6 am-7:30 pm.
C—Mon thru Sun 7:30 pm-midnight.
SECTION III

PER WK:	1 min	30 sec	10 sec
7 ti (1AA, 2A, 2B, 2C)	460	368	283
14 ti (2AA, 4A, 4B, 4C)	862	692	532
21 ti (3AA, 6A, 6B, 6C)	1206	966	741
28 ti (4AA, 8A, 8B, 8C)	1508	1208	932

Fixed position: Extra 20%, except 7:10-8 am Mon thru Fri which takes extra 40%.
Tap must contain minimum of 3 day parts if one or more of day parts is AA or A. Tap can consist of one day part if that day part is B or C.
If a TAP is revised from number of spots specified above for each day part, additional AA spots are to be added at Sec I rates; other class spots take unit TAP rates; AA & A combined cannot equal more than 50% of total spots in TAP & balance between AA & A must be equal.

10. SPECIAL FEATURES
SECTION II
Feature Sponsorships: Incl opening; feature; 1-min/30-sec spot. Sponsorships in AA 6-10 am and/or A 3-7:30 pm Mon thru Fri rotate equally in business news, sports, news headlines, traffic reports, weather & information features.

CLASS:	AA	A	B	C	D
Flat	190	105	65	41	15

Specific Features in AA take a 40% premium; A takes a 20% premium.
WORLD NEWS ROUND-UP—7-7:10 am MON THRU FRI
Incl credit & 1 1-min spot, flat 500.00.
All length spots except D may cross combine to determine ti per wk discounts & yrly bulk plans. Sec I, II and III combine for applicable discounts.

KCBS-FM
1948
SAN FRANCISCO
CBS/FM SALES

NAB RAB NAFMB

CBS Owned
Subscriber to the NAB Radio Code
Media Code 4 205 7411 3.00
CBS/FM Broadcasting, A Service of CBS Radio, a division of CBS, Inc., One Embarcadero Center, San Francisco, Calif. 94111. Phone 415-982-7016.
Send all program and advertising copy to Traffic Manager.

STATION'S PROGRAMMING DESCRIPTION
KCBS-FM: Adult rock. Contact Representative for further details. Rec'd 10/14/74.

1. PERSONNEL
General Manager—Rodger Layng.
Sales Manager—James S. Norris.
Program Director—Bill Keffury.

2. REPRESENTATIVES
CBS/FM Sales.

3. FACILITIES
ERP 35,000 w.; 98.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION
15% net time, annets and part.

TIME RATES
No. 6 Eff 6/1/73—Rec'd 7/2/73.
AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm, 7 pm-midnight; Sat & Sun 7 pm-midnight.
B—Mon thru Sun 6-10 am.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA			A			B		
PER WK:	1 min	30 sec		1 min	30 sec		1 min	30 sec	
6 ti	45	36		35	28		27	22	
12 ti	40	32		30	24		24	19	
18 ti	35	28		25	20		20	16	
24 ti	30	24		20	16		15	12	

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP, PER WK:	1 min	30 sec
12 ti (4AA, 6A, 2B)	355	285
18 ti (6AA, 8A, 4B)	416	332
24 ti (9AA, 10A, 5B)	469	375

ROS, PER WK:	12 ti	18 ti	24 ti
ROS, PER YR:	250x	500x	1000x
1 min	21	18	15
30 sec	17	15	12

10 sec: 50% of 1-min.

KDFC (FM)
SAN FRANCISCO
Simulcast. See KIBE, KDFC (FM) listing.

KDIA
1920
OAKLAND

Bernard Howard & Co., Inc.

Independent Black

NAB RAB

A Sonderling Station
Media Code 4 205 7440 2.00
KDIA, Box 8432, Oakland, Calif. 94608. Phone 415-834-4262.

STATION'S PROGRAMMING DESCRIPTION
KDIA. 100% black programmed.
MUSIC: 90% R & B album cuts & singles, 10% gospel. AIR PERSONALITIES handle all segments. NEWS: 5 person staff plus sportscaster; UPI; network; 2 mobile units; 10 min at 12:30, 7:30 am, 12:30, 5:30, 9:30, 10:30 pm; 5 min at :30, 1:30-4:30 am, & at 6:30, 8:30, 9:30, 11:30 am, 3:30, 4:30, 6:30 pm. 5 min at :30 Sat & midnight-6 am & noon-4 pm Sun. Black history dramatized vignettes 6x daily. Editorials 4x/week. Involvement in community affairs through partcipation. Tele/talk shows 3-7:30 pm Sun. Live remote church broadcasts Sun. Jazz noon-3 pm Sun. Contact Representative for further details. Rec'd 3/19/75.

1. PERSONNEL
President—Egmont Sonderling.
Vice-Pres. & Gen'l Mgr.—J. Walter Carroll.
Sales Manager—Willard J. Morrison.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w.; 1310 kc. Directional
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 12c, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61d, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 9 Eff 6/1/74—Rec'd 4/23/74.
AAA—Mon thru Fri 3-7 pm; Sat 7 am-7 pm.
AA—Mon thru Fri 6-10 am.
A—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-midnight.

7. PACKAGE PLANS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	32.50	26.50	30.50	24.50	26.50	21.00
12 ti	30.50	24.50	28.00	22.50	24.00	19.50
18 ti	29.50	23.50	27.00	21.50	23.00	18.50
24 ti	28.00	22.50	26.00	21.00	22.00	17.00

10. SPECIAL FEATURES
NEWSCASTS

PER WK, 5 MIN:	AAA	AA	A
1 ti	63.00	61.00	51.50
6 ti	58.00	55.00	47.00

Incl open & close plus 1 1-min spot.

10 MIN:			
1 ti	95.00	89.00	79.00
6 ti	85.00	80.00	70.00

Incl open & close plus 2 1-min spots.
Newscasts and spots combinable for frequency discount of wkly Package plans for spots only.

KEEN
SAN JOSE
City of license, San Jose, Calif.
San Francisco office: 155 Montgomery St., San Francisco, Calif. 94104. Phone 415-989-7052.
See listing under San Jose, Calif.

KEST
1922
SAN FRANCISCO
Media Code 4 205 7455 0.00
KEST Radio, San Franciscan Hotel, Civic Center, San Francisco, Calif. 94103. Phone 415-626-5585.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Alan P. Schultz.
Sales Manager—Paul Jaulus.
Public Service Director—Gloria Cooper.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12b, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 45, 46, 48, 51c.
Cancellation: 71a, 72, 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/71—Rec'd 2/24/71.
AA—Daily 6-10 am & 3-7 pm.
A—ROS.

7. PACKAGE PLANS

	AA		A	
PER WK, EA:	1 min	30 sec	1 min	30 sec
12 ti	25.00	21.00	22.00	18.00
18 ti	23.50	19.00	21.00	17.00
24 ti	21.50	18.00	19.50	16.00
36 ti	20.50	17.50	18.00	15.50

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	13x	26x	52x
1 hr	150	140	125
1/2 hr	95	90	85

(San Francisco-Oakland continued on next page)

San Francisco-Oakland—Continued

KFAX
1925
SAN FRANCISCO
Inspirational Radio

Subscriber to the NAB Radio Code
Media Code 4 205 7470 9.00
Argonaut Broadcasting Co., 1470 Pine St., San Francisco, Calif. 94109. Phone 415-673-4148.

STATION'S PROGRAMMING DESCRIPTION
KFAX: Adult audience.
Religious, inspirational and philosophical format by nations leading ministries, interspersed with news, commentary, political and educational discussions. Programs of all faiths and opinions accepted, when time is available. Frequent editorials on important local issues. MUSIC: representative of programming policy offered in 15 min blocks, open for participation, when available. Production facilities available. Rec'd 10/9/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Judd Sturtevant.
3. FACILITIES
50,000 w. days, 1,000 w. nights; 1100 kc. Non-directional—night only.
Operating schedule: 5 am-local sunset & 10 pm-3 am. PST.
4. AGENCY COMMISSION
15/0 on program time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21d, 22a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 47a, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES
Eff 4/1/74—Rec'd 3/18/74.
6. SPOT ANNOUNCEMENTS
FIXED TIMES—5 AM SUNSET

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
30 sec	17.50	16.00	15.50	15.00	14.00
20 sec	15.00	14.00	13.50	13.00	12.00

8. PROGRAM RATES
AAA—Mon thru Sat 7-9 am; Sun 7 am-6 pm.
AA—Mon thru Sun 6-7 am; Mon thru Fri 9 am-1 pm & 3:30-6 pm; Sat 9 am-6 pm.
A—Mon thru Sun 5-6 am & 6 pm-sign-off; Mon thru Fri 1-3:30 pm.
B—Nightly 10 pm-3 am.

	1x	26x	52x	104x	156x	260x	312x
CLASS AAA							
1 hr	182.00	170.50	165.00	152.00	146.50	135.00	122.00
1/2 hr	110.00	107.00	98.00	88.50	82.50	78.00	73.50
1/4 hr	73.50	68.50	65.00	61.50	58.00	53.00	48.50
10 min	61.50	56.50	53.50	49.50	47.50	45.50	42.00
5 min	37.00	35.00	32.50	30.00	28.00	25.50	23.00
CLASS AA							
1 hr	177.00	166.00	161.00	149.00	142.50	132.00	119.00
1/2 hr	108.00	99.50	95.00	86.50	81.00	75.50	71.00
1/4 hr	71.00	67.00	64.00	60.50	57.00	52.00	47.50
10 min	59.50	55.00	52.00	48.50	46.50	44.00	41.00
5 min	34.50	32.50	30.50	28.00	26.00	24.00	21.50
CLASS A							
1 hr	125.00	117.00	112.00	104.00	100.00	95.50	83.00
1/2 hr	75.50	70.00	67.00	60.00	56.50	53.00	49.50
1/4 hr	49.50	47.00	45.00	42.00	40.00	36.00	34.00
10 min	42.00	39.00	36.00	34.00	33.00	31.50	28.00
5 min	24.50	22.50	21.00	19.50	18.50	17.00	15.00
CLASS B							
1 hr	68.00	.....	62.00	.....	.....	57.00	.....
1/2 hr	45.50	.....	38.00	.....	.....	34.00	.....
1/4 hr	34.00	.....	25.00	.....	.....	22.50	.....

SUMMER SCHEDULE—6 PM-LOCAL SUNSET
Feb thru Oct, any time length and frequency available at 2/3 of A rate.

KFOG
1960
SAN FRANCISCO

KATZ RADIO

General Electric Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 205 7500 3.00
General Electric Broadcasting Co., 900 North Point, San Francisco, Calif. 94109. Phone 415-885-1045. TWX 910-372-6851.

STATION'S PROGRAMMING DESCRIPTION
KFOG: Programmed for adults.
MUSIC: popular album format at all times. Music primarily instrumental, of adult appeal and includes standards, film, and middle-of-the-road selections. COMMERCIAL POLICY: 6 units per hour. Contact Representative for further details. Rec'd 1/31/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Peter V. Taylor.
General Sales Manager—David L. McGahey.
Bill. & Cust. Ser.—Genie Ross.
2. REPRESENTATIVES
Katz Radio.
Canada—Paul Mulvihill & Co. Ltd.
3. FACILITIES
ERP 7,900 w.; 104.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,454 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e, 16.
Basic Rates: 20b, 21a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60c, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Katz Radio Network.

TIME RATES
No. 12-A Eff 8/15/75—Rec'd 8/6/75.
A—Mon thru Sun 5:30 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
6. SPOT ANNOUNCEMENTS

PER WK:	A 6 ti	A 12 ti	A 16 ti	A 24 ti	B 6 ti	B 12 ti	B 18 ti	B 24 ti
1 min	50	48	46	44	30	28	26	24
30 sec	40	38	36	34	24	22	20	18

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
*PLAN I—MON THRU SUN
1/3 5:30-10 AM, 1/3 10 AM-3 PM, 1/3 3-8 PM

PER WK:	6 ti	12 ti	16 ti	18 ti	20 ti	24 ti
1 min	42	40	....	38	....	36
30 sec	34	32	....	30	....	29

*PLAN II—MON THRU SUN
1/4 5:30-10 AM, 1/4 10 AM-3 PM, 1/4 3-8 PM, 1/4 8 PM-MIDNIGHT

1 min	36	34	..	32	30
30 sec	29	28	...	26	24

*PLAN III—BTA

1 min	34	32	....	30	....	28
30 sec	28	26	....	24	....	23

(*) Minimum 3 day-maximum 7 day rotation, thru designated days & day parts. Preemptible.
Submitted by David L. McGahey.

KFRC
1924
SAN FRANCISCO

An RKO General Station
Subscriber to the NAB Radio Code
Media Code 4 205 7530 0.00
RKO General, Inc., 415 Bush St., San Francisco, Calif. 94108. Phone 415-982-9200. TWX 910-372-7756.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Patrick W. Norman.
Program Director—Michael Spears.
2. REPRESENTATIVES
RKO Radio Representatives, Inc.
3. FACILITIES
5,000 w.; 610 kc. Non-directional. Day and night.
Operating schedule: 24 hours daily. PST.
Partial simulcast operation. Simulcast 10 pm-8 am Mon thru Sat & 10 pm-9 am Sun. For non-simulcast facilities see KFRC-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15b.
Basic Rates. 20a, 21b, 23a, 24a, 24c, 25a, 31, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 51b.
Comb.: Cont. Discounts: 60d, 60f, 62b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES
AM/FM COMBINATION
No. 11 Eff 10/1/74 Rev 11/1/74—Rec'd 1/8/75.
AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat & Sun 6 am-8 pm.
AA—Mon thru Sun 8 pm-midnight.
A—Mon thru Fri 10 am-3 pm.
6. SPOT ANNOUNCEMENTS
AM/FM COMBINATION

	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
6 ti	115	96	90	95	78	73
12 ti	109	90	85	87	73	68
18 ti	103	85	78	83	68	64
24 ti	96	77	71	77	62	57

10 sec: 50% of 1-min.
Fixed position, extra 20%.
Preemptible, less 20%.
AM only: 90% of AM/FM combination.
10. SPECIAL FEATURES
News Sponsorship extra 20%. Incl open plus 1-min spot.

KFRC-FM
1960
SAN FRANCISCO

An RKO General Station
Subscriber to the NAB Radio Code
Media Code 4 205 7531 8.00
RKO General, Inc., 425 Bush St., San Francisco, Calif. 94108. Phone 415-982-2302. TWX 910-372-7756.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KFRC-FM: Programmed for adults.
MUSIC: rock; oldies 8 am-10 pm. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 9/6/74.

1. PERSONNEL
Station Manager—Ken Thompson.
Program Director—Don Sainte-Johnn.
3. FACILITIES
ERP 69,000 w. (horiz.), 69,000 w. (vert.); 106.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,240 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-10 pm Mon thru Sat & 9 am-10 pm Sun. For simulcast facilities see KFRC.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KFRC. See that listing for rates.

TIME RATES
No. 1 Eff——Rec'd 7/1/74.
AA—Mon thru Sat 10 am-7 pm.
A—Mon thru Sat 8-10 am & 7-10 pm; Sun 8 am-10 pm.
6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	18	17	16	15	14
30 sec	14	13	12	11	10
CLASS A					
1 min	16	15	14	13	12
30 sec	12	11	10	9	8

KGO
1924
SAN FRANCISCO

abc OWNED AM STATION
News and Conversation

NAB R|A|B

Subscriber to the NAB Radio Code
Media Code 4 205 7560 7.00
American Broadcasting Co., a division of American Broadcasting Companies, Inc., 277 Golden Gate Ave., San Francisco, Calif. 94102. Phone 415-863-6077. TWX 415-393-7317.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Michael Luckoff.
General Sales Manager— Roland Galli.
Sales Manager—Ron Denman.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
50,000 w.; 810 kc.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 42a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73b.
FM facilities: KSFX (FM).
Affiliated with American Information Network.
Affiliated with Blair Represented Network.

TIME RATES
No. 11 Eff 7/1/74—Rev 7/2/74—Rec'd 7/8/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-8 pm.
A—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Fri 8 pm-midnight; Sat & Sun 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

1 MIN:	36 ti	30 ti	24 ti	18 ti	12 ti	6 ti	Open
AAA	84	90	92	97	101	114	120
AA	60	64	67	70	75	84	90
A	53	55	57	59	62	65	67
B	30	31	32	35	38	41	45
30 SEC:							
AAA	67	72	74	78	81	89	96
AA	48	51	54	56	60	67	72
A	42	44	46	47	49	52	54
B	24	25	26	28	31	32	36
10 SEC:							
AAA	50	54	55	58	61	68	72
AA	36	38	40	43	45	50	54
A	32	33	34	35	37	39	40
B	18	19	20	21	23	25	27

Spots rotate throughout time classes.
7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
(Spots rotate throughout time classes)

AAA	6	5	4	3	2
AA	6	5	4	3	2
A—Mon thru Fri 10 am-3 pm, Mon thru Sat 5-6 am	12	10	8	6	4
A—Sat 10 am-7 pm	3	2	2	1	1
A—Sun 6 am-7 pm	3	3	2	2	1
B—Mon thru Fri 8 pm-midnight	4	3	2	1	1
B—Sat & Sun 7 pm-midnight	2	2	2	2	1
TOTAL TIMES:	36	30	24	18	12
1 min, ea	50	52	54	57	60
30 sec, ea	40	42	44	46	48
10 sec, ea	30	32	33	34	36

TAP combine with spots & Group 1 for wkly frequency. Not eligible for consec wk discount.
10. SPECIAL FEATURES
GROUP I
(Copter reports, sports reports, business/financial reports—6:30-9 am & 4-6 pm; World news reports—7:30, 8:30 am & 4:30, 5:30 pm. Incl open & ID plus 1-min spot. Rotate within AM or PM)

PER WK:	10 ti	5 ti	1 ti
AM traffic	130	135	140
PM traffic	100	105	110

BIG REACH COMMUTE PLAN
(1/3 Mon thru Sat 6-10 am, 1/3 Mon thru Fri noon-1 pm, 1/3 Mon thru Fri 3-8 pm)
12 ti, ea 79 18 ti, ea 75
FLITE FAX
(Rotating 1 per hr, 5-9 am, Mon thru Fri. Incl open & ID plus 1-min spot)

PER WK:	20 ti	15 ti	10 ti	5 ti
Ea	85	93	105	115

All group I, TAP & spots combine for wkly frequency.
DRIVE TIME SPECIAL
(1/3 Mon thru Sat 6-10 am, 2/3 Mon thru Fri 3-8 pm)
15 ti, ea 80 24 ti, ea 72
No discounts.
ALL NIGHT PLAN
(Tues thru Sat midnight-5 am)

PER WK, EA:	20 ti	15 ti	10 ti	5 ti
1 min	10	14	16	20

WEEKEND PLAN
(Fri 6 pm-midnight Sun)

	30 ti	20 ti	15 ti
Ea	25	30	35

All night & weekend plans combine only with each other for wkly frequency. Not eligible for consec wk discount.
NIGHTTIME BIG THREE PLAN
(1/2 Mon thru Fri 8 pm-midnight, 1/6 Sat & Sun 7 pm-midnight, 1/3 Tues thru Sat midnight-5 am)

	24 ti	18 ti	12 ti
Ea	22	24	26

Not combinable.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Minimum expenditure 60.00 per wk.
All night, weekend, Nighttime big three & TAP's not eligible.

KIBE
1949
PALO ALTO

KDFC (FM)
1948
SAN FRANCISCO

(This is a paid duplicate of the listing appearing under Palo Alto.)
Media Code 4 205 5430 5.00
Sundial Broadcasting Corp., 495 Beach St., San Francisco, Calif. 94133. Phone 415-776-4720.

STATION'S PROGRAMMING DESCRIPTION
KIBE: Programmed for adults.
MUSIC: classical of every period, with selections determined by audience composition & time of day. Commute & Baroque programs; Sat evenings—full dress opera; Sun evenings—visit to world concert halls. Live performances of local cultural events, programs representative of specific artists, orchestras, composers & conductors, premiere recordings, musical editorials. News of cultural events emphasized. COMMERCIAL POLICY: 6 minutes per hour, no double spotting, no interruption of concert selections (scheduled announcements run immediately on conclusion of performance). Contact Representative for further details. Rec'd 4/12/71.

1. PERSONNEL
General Manager—Edward Davis.
2. REPRESENTATIVES
New York—Herbert E. Groskin & Co.
Los Angeles—Harlan G. Oakes, Inc.
3. FACILITIES
5,000 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset, PST.
FM-ERP 33,000 w.; 102.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,260 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15% time only. 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Groskin Group.
Symphonic, operatic and other long concert works not interrupted for commercial announcements. Announcements run immediately after conclusion of performance approximating time ordered as closely as possible.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff. 6/1/73—Rec'd 6/4/73.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	20	19	18	17	16
30 sec	16	15	14	13	12

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	140	135	130	125	120	115	110
1/2 hr	110	105	100	95	90	85	80
5 min	60	57	54	51	48	45	42 (D)

KIOI (FM)
1957
SAN FRANCISCO
K-101

NAB NAFMB

Media Code 4 205 7805 0.00
Pacific FM, Inc., 700 Montgomery, San Francisco, Calif. 94111. Phone 415-956-5101.

1. PERSONNEL
General Manager—James Gabbert.
General Sales Manager—Frank Kasper.
Station Manager—Michael Lincoln.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
ERP 125,000 w. (horiz.), 125,000 w. (vert.); 101.3 mc. Stereo
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1220 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40c, 44b, 45, 46.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: KIQI.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 101-H Eff 8/1/75—Rec'd 7/7/75.
AAA—Mon thru Sun 6 am-9 pm.
AA—Mon thru Sun 9 pm-midnight.
6. SPOT ANNOUNCEMENTS

I MIN:	12 ti	16 ti
AAA	65	55
AA	50	35

30 sec: 85% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5%
Submitted by James J Gabbert.

KIQI
1957
SAN FRANCISCO

Media Code 4 205 7812 6.00
San Francisco Wireless Talking Machine Co., Inc., 700 Montgomery St., San Francisco, Calif. 94111. Phone 415-956-5101.
See affiliated FM station for additional information.
FM facilities: KIOI (FM).
3. FACILITIES
10,000 w. days; 1010 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

(This listing continued on next page)

4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES

Bonused in combination with KIOI (FM).

KJAZ (FM)

1959
ALAMEDA

Media Code 4 205 7620 9.00
Patrick Henry, 1509-1/2 Webster St., Alameda, Calif. 94501. Phone 415-523-9300.

STATION'S PROGRAMMING DESCRIPTION
KJAZ (FM): Jazz selected to appeal to adult Black & general market audience.
MUSIC: 100% jazz presented by 12 personalities during week. Jazz notebook news throughout day & interviews with leading jazz figures. Rec'd 1/8/73.
1. PERSONNEL
General Manager—Patrick Henry.
Sales Manager—Catherine Henry.
Operations Manager—Jerry Dean.
3. FACILITIES
ERP 1,850 w. (horiz.), 1,850 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 550 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25c, 26, 27, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44b, 45, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60c, 60e, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7A Eff ——— Rec'd 2/23/73.
AA—Mon thru Fri 3-11 pm; Sat & Sun noon-11 pm.
A—Mon thru Sun 11 pm-1 am; Mon thru Fri 6 am-3 pm.
B—Mon thru Sun 1-6 am.
6. SPOT ANNOUNCEMENTS
No. 7A Eff———Rec'd 2/23/73.

PER WK, 1 MIN:	1 wk	13 wk	26 wk	52 wk
1 TI:				
AA	30	28	26	24
A	20	19	18	17
B	13	12	11	10
7 TI:				
AA	28	26	24	22
A	19	18	17	16
B	12	11	10	9
14 TI:				
AA	26	24	22	20
A	18	17	16	15
B	11	10	9	8
21 TI:				
AA	24	22	20	18
A	17	16	15	14
B	10	9	8	7

30 sec: 80% of 1-min. 10 sec 50% of 1-min.

7. PACKAGE PLANS 108

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	17	16	15	14
5 ti	16	15	14	13
10 ti	15	14	13	12
15 ti	14	13	12	11
20 ti	13	12	11	10

30 sec: 80% of 1-min 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

AA:	1 hr	1/2 hr	1/4 hr
1 ti	125	90	65

A: 70% of AA. B: 60% of AA.

DISCOUNT
13x— 5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

KKHI KKHI-FM

1947 1959
SAN FRANCISCO

Buckley Radio Sales, Inc.

Classical

RAB

Media Code 4 205 7650 6.00
Buckley Broadcasting Corp., St. Francis Hotel, Union Square, San Francisco, Calif. 94119. Phone 415-986-2151.

STATION'S PROGRAMMING DESCRIPTION
KKHI: Programmed for over 18 group.
MUSIC: serious music, from Renaissance to present. Music types range from operetta to grand opera, chamber ensembles to symphonies. European folk songs to cantatas. Music selected to suit time of day and audience availability. 6-9 am & 3-6 pm feature dances, overtures, encores Also stock market and weather reports. Other daytime programs are telephone music quiz, arias, symphonies, concertos, plus vignettes on composers and artists. Evening hours, 6 pm-12 M, feature concertos, traditional and art songs, classics & romantic music. 12 M-6 am longer works. Live broadcasts during symphony and opera season. News on 1/2 hr during drive times. Contact Representative for further details. Rec'd 3/1/72.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James P. Hickey, Jr.
National Sales Manager—John Hofmann.
Local Sales Manager—Leonard Mattson.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
10,000 w.; 1550 kc. Directional- separate patterns day and night.
Operating schedule: 24 hours. PST.
FM-ERP 5,600 w. (horiz.), 5,600 w. (vert.); 95.7 mc. Stereo.
Antenna ht.: 1,473 ft. above average terrain.
4. AGENCY COMMISSION
15/0; 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47c, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 601, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 6/1/74—Rec'd 4/29/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sat & Sun 6-10 am.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1-6 ti	12 ti	18 ti	24 ti
AA	55	51	47	42
A	50	45	41	37

20/30 sec: 80% of 1-min.
10 sec/less: 70% of 1-min.

7. PACKAGE PLANS

PER WK, ROS/BTA, EA:	24 ti	18 ti	12 ti
1 min	34	36	38

8. PROGRAM TIME RATES

PER YR:	1x	13x	26x	52x
55 min or 1 hr	350	310	280	260
25 min or 1/2 hr	235	205	175	160
1/4 hr	195	175	150	125

10. SPECIAL FEATURES
5-min newscasts—1x 1-min AA or A rate.
ANNUAL DISCOUNT
52 consec wk—8%
Edited by James P. Hickey, Jr.

KMPX (FM)

1959
SAN FRANCISCO

Big Band Swing

Media Code 4 205 7680 3.00
The National Science Network, Inc., Stan Gurell, 745 5th Ave., New York, N. Y. 10022. Phone 212-688-6624.
San Francisco Office: 7 Adelaide Pl., San Francisco, Calif. 94102. Phone 415-771-8500.

STATION'S PROGRAMMING DESCRIPTION
KMPX (FM): Music of 30's & 40's. Movie soundtrack of the past, old radio programs, live dance-band remotes from local hotel and ballrooms. Continuous music with clustered commercials. Rec'd 4/1/74.
1. PERSONNEL
Sr. Vice-Pres. & Gen'l Mgr.—Stan Gurell.
Station Manager—John Jensen.
3. FACILITIES
ERP 80,000 w.; 106.9 mc. Stereo.
Operating schedule: 5-1 am. PST.
Antenna ht.: 1,250 ft. above average terrain.
4. AGENCY COMMISSION
15% on net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 16.
Basic Rates: 20b, 21a, 21b, 22b, 24a, 24c, 25a, 28c, 29a, 29b.
Contracts: 40a, 44a, 45, 47e, 48.
Comb.: Cont. Discounts: 60d, 62a, 62c.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 1/1/74—Rec'd 4/1/74.
AAA—Mon thru Sun 5-11 pm.
AA—Mon thru Sun 10 am-5 pm.
A—Mon thru Sun 6-10 am & 11 pm-midnight.
6. SPOT ANNOUNCEMENTS

1 MIN, EA:	1x	6x	12x	18x	24x	30x
AAA	24	18	15	13	12	10
AA	22	16	13	11	10	8
A	20	14	11	10	9	7
ROS	18	16	12	11	10	8

7. PACKAGE PLANS
FOUR WEEK FLIGHT

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	22	16	14	12	11	9
AA	20	14	12	11	10	7
A	18	12	10	9	8	6
*ROS	16	14	11	10	9	7

30/20 sec: 80% of 1-min.
(*) 1/3AAA, 1/3AA, 1/3A.
9. PARTICIPATING PROGRAMS
Young Old Timers Club—Mon thru Fri 7-9 pm. 1 min flat 22.00. Combination with others 18.00. Four week flight 16.00.
10. SPECIAL FEATURES
News/Weather at :40 15
DISCOUNT
13 wk—7% 26 wk—10% 52 wk—20%

KNAI (FM)

(formerly KNBR-FM)
1949
SAN FRANCISCO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 7695 1.00
National Broadcasting Co., Inc., Grosvenor Plaza, San Francisco, Calif. 94102. Phone 415-626-6700.
See affiliated AM station for additional information.
AM facilities: KNBR.
3. FACILITIES
ERP 45,000 w. (horiz.) 45,000 w. (vert.); 99.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,240 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.
Sold in combination with KNBR. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 32 Eff 7/15/75—Rec'd 7/11/75.
7. PACKAGE PLANS

	1 min	30 sec
Flat	10	8

ROS Mon thru Sun 6 am-midnight.
Submitted by Isabelle Lemon.

KNBR

1922
SAN FRANCISCO
An NBC Owned Station

NBC Radio Network

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 7710 8.00
National Broadcasting Company, Inc., Grosvenor Plaza, San Francisco, Calif. 94102. Phone 415-626 6700.
1. PERSONNEL
General Manager—William Dwyer.
Sales Manager—George Moody.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
50,000 w. clear channel; 680 kc. Non-directional
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% on net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15a.
Contracts: 40b, 41, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60e, 60h.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82
FM facilities: KNAI (FM).
Affiliated with NBC

TIME RATES
NATIONAL AND LOCAL RATES SAME
KNBR/KNAI (FM) COMBINATION
No. 32 Eff 7/15/75—Rec'd 7/11/75.
AAAA—Mon thru Sat 6-10 am.
AAA Mon thru Sat 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Fri 9 am-midnight & 5-6 am; Sat & Sun 7 pm-midnight.
B—Mon thru Sun midnight-5 am.
6. SPOT ANNOUNCEMENTS

CLASS AAAA					
PER WK:	*1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:		260x	312x	500x	750x	1000x
1 min	140	110	105	100	95	90
30 sec	110	100	95	90	85	80
CLASS AAA						
1 min	110	92	90	86	84	75
30 sec	90	82	80	75	70	67
CLASS AA						
1 min	80	72	70	68	64	62
30 sec	70	62	59	57	54	52
CLASS A						
1 min	45	41	38	35	33	31
30 sec	38	35	33	31	29	27
CLASS B						
1 min	10	30 sec				8

Fixed 5-6 am: Class A rates.
Maximum 50% in AAAA.
(*) Fixed position.
7. PACKAGE PLANS
TAP—1/4AAAA, 1/4AAA, 1/3AA, 1/6A

PLAN:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	75	72	69	66	63
30 sec	65	62	59	56	53

Must be scheduled over 6 days and rotate within time period. Subject to availability.
WEEKEND—FRI 8 PM-MIDNIGHT
SAT & SUN 10 AM-MIDNIGHT

BTA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	36	32	30	28	26
30 sec	30	26	24	22	20

Sportsphone 68—Mon thru Fri 7:05-8 pm. 1 min/30 sec, 50.00.
UNSOLD INVENTORY
I—Mon thru Fri 6 am-midnight.
II—Mon thru Sun 6 am-midnight.

PER WK, 1 MIN/30 SEC:	I	II
Less/20 ti	40	35
20+	35	30

Submitted by Isabelle Lemon.

KNEW

1922
OAKLAND

NAB RAB

A Metromedia Station
Media Code 4 205 7740 5.00
Metromedia Radio, A Metromedia Company, 66 Jack London Square, Oakland, Calif. 94607. Phone 415-836-0910.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harvey B. Levin.
General Sales Manager—Jerry Klein.
Operations Manager—Mikel Hunter.
2. REPRESENTATIVES
Metro Radio Sales
3. FACILITIES
5,000 w.; 910 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
*Rate Protection: 10e, 12e, 14e, 15a.
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.
Contracts: 40b, 41, 44b, 47a, 49, 51b, 51c.
Comb.: Cont. Discounts: 60d, 601, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.

Rates include 20% talent and production charge.
(*) Rates quoted, herein, are guaranteed for period of 13 weeks from effective date of any increase in these rates, provided that advertising equalling weekly expenditure of 150.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.
Affiliated with American Entertainment Network.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. E Eff 7/1/75—Rec'd 7/21/75.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Fri 3-8 pm; Sat 10 am-7 pm.
B—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
C—Mon thru Sat 5-5:30 am; Mon thru Fri 8 pm-midnight; Sat & Sun 7 pm-midnight.
D—Mon thru Sat midnight-5 am; Sun midnight-6 am.
6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
WK:	AA	A	B	C	AA	A	B	C
6 ti	54	51	45	27	43	41	36	22
12 ti	52	48	41	25	42	39	33	21
18 ti	....	....	39	24	....	....	31	20

10 sec: 60% of 1-min. Subject to availability.
Spots must rotate.
7. PACKAGE PLANS
WEEKLY ROTATING CIRCULATION PLANS

PER WK:	1 min	30 sec
12 ti (2AA, 3A, 4B, 3C)	444	360
18 ti (3AA, 4A, 6B, 5C)	612	504
24 ti (4AAA, 5A, 8B, CS)	768	624

Preemptible. Do not earn 52 consec wk discount.
CONSECUTIVE DISCOUNT
52 wk—10%. Minimum 150.00 per wk expenditure.
Submitted by Kathy Karp.

KOFY

1946
SAN MATEO

Spanish

Media Code 4 205 7770 2.00
Spanish Broadcasting System, Inc., 1818 Gilbreth Rd., Burlingame, Calif. 94010. Phone 415-692-2433.
Other office: 92 S. First St., San Jose, Calif. 95113. Phone 408-293-6700.

STATION'S PROGRAMMING DESCRIPTION
KOFY: Spanish programming.
MUSIC: Ethnic, plus late releases. AIR PERSONALITIES: 8 handle all segments. NEWS: at :30, including sports. Contact Representative for further details. Rec'd 6/21/72.
1. PERSONNEL
President—H. Scott Killgore.
General Manager—F. T. Crennan.
Station Manager—Jess Carlos.
2. REPRESENTATIVES
New York—Caballero Spanish Media, Inc.
Los Angeles—Tracy Moore and Associates.
San Francisco—Radio Time Sales/International.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20b.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70c.
Prod. Services: 80.

TIME RATES
No. 11A Eff 1/1/71—Rec'd 11/30/70.
6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec			1 min	30 sec
1 x	20.00	18.00	156 x		14.00	12.00
10 x	19.00	17.00	260 x		13.50	11.50
20 x	18.00	16.00	312 x		13.00	11.00
30 x	17.00	15.00	624 x		12.50	10.50
40 x	16.00	14.00	1024 x		12.00	10.00
50 x	15.00	13.00				

7. PACKAGE PLANS
WEEKLY ROS PACKAGES
(Minimum 4 weeks)

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	13.50	12.50	12.00	11.50	11.00
30 sec	9.75	9.50	9.25	9.00	8.50

8. PROGRAM TIME RATES

PER WK:	1x	26x	52x	156x	260x	312x
1/2 hr	69.00	67.00	65.00	62.00	60.00	58.00
1/4 hr	46.00	44.00	42.00	40.00	38.00	36.00
5 min	24.00	23.00	22.00	20.50	20.00	19.50 (CR)

KRE

(formerly KPAT)
1922
BERKELEY

NAB RAB

Horizons Communications Corporation
Media Code 4 205 7830 4.00
Horizons Communications Corp. of Calif., 601 Ashby Ave., Berkeley, Calif. 94710. (Mailing address for all copy). Phone 415-848-7713.

STATION'S PROGRAMMING DESCRIPTION
KRE: Modified adult/young adult format.
MUSIC: Jazz, R & B. Special features: taped & live concerts of well-known performers & musicians. NEWS: 3:30, 4:30, 7:30 (includes stock report), 9:30 am, 12:30, 3:30 (includes network commentary), 6:30 pm (includes sports). RELIGION: Sun morning. Contact Representative for further details. Rec'd 3/20/75.
1. PERSONNEL
President—Jerome Feniger.
Gen'l & Sales Mgr.—Alice Potter.
2. REPRESENTATIVES
GCI Sales, Inc.

(This listing continued on next page)

CALIFORNIA

San Francisco-Oakland—K R E—Continued

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 29a, 33a.
Contracts: 40a, 41, 47a.
Comb.: Cont. Discounts: 60f, 60h, 61a.
Affiliated with American Entertainment Network.

TIME RATES
No. 14B Eff 7/21/75—Rec'd 7/31/75.
SIMULCAST
Mon thru Fri 6:30-9 am, 3:30-7 pm & 7 pm-midnight; Sat 1-7 pm & 7 pm-midnight; Sun noon-5 pm.
SEPARATE
Mon thru Fri 9 am-3:30 pm & midnight-6:30 am; Sat 6:30 am-1 pm & midnight-6 am; Sun 6 am-noon & 5 pm-midnight.

7. PACKAGE PLANS
SIMULCAST
1 MINUTE

WK:	3 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
BULK:		150x	300x	450x	600x	900x	1200x
AM	22	21	20	19	18	16	14
Afternoon	24	23	22	21	20	18	16
Evening	23	22	21	20	19	17	15
AM AND/OR FM SEPARATE							
AM/*Mid	18	17	16	15	14	12	10
O'Nite	16	15	14	13	12	10	8

(*) Sun evening am and/or FM same as AM/Mid.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Fixed, extra 20%.
Multi-bulk, extra 15%.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
BAT PLAN—BTA—1 MINUTE

YR:	3 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
		150x	300x	450x	600x	900x	1200x
Simulcast	23	22	21	20	19	17	15
Separate	17	16	15	14	13	11	9
(*)	20	19	18	17	16	14	12

(*) All times & categories.
TAP—50% SIMULCAST, 25% AM/25% PM
Ea 21 20 19 18 17 15 13
Equal distribution guaranteed.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
10. SPECIAL FEATURES
Feature sponsorships—1-min plus 50%.
Submitted by Alice Potter.

K R E-FM
1949
BERKELEY

NAB R A B

Horizons Communications Corporation
Media Code 4 205 7831 2.00
Horizons Communications Corp. of Calif., 601 Ashby Ave., Berkeley, Calif. 94710. (Mailing address for all copy). Phone 415-848-7713.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KRE-FM: Modified adult/young adult format. MUSIC: jazz, R & B. Special features: taped & live concerts of well-known performers & musicians. NEWS: 7:30 (includes stock report), 9:30 am, 12:30, 3:30 (includes network commentary), 6:30 pm (includes sports). RELIGION: Sun morning. Contact Representative for further details. Rec'd 3/20/75.
3. FACILITIES
Eff' 50,000 w.; 102.9 mc. Stereo.
Operating schedule: 5.30-2 am. PST.

TIME RATES
Rates are identical to KRE. See that listing.

K R O N (FM)
1959
SAN FRANCISCO

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 7890 8.00
Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, Calif. 94119. Phone 415-441-4444. TWX 415-393-7692
STATION'S PROGRAMMING DESCRIPTION
KRON (FM): Programmed for general interest. MUSIC: 15 min segments of general popular music. 6 am-11:55 pm, M-Sun. Show album 1-2 pm, M-Sun. & 7-8 pm, M-Sun. NEWS: 5-min at :55. Public affairs & discussion programs 10-10:30 am, M-F & various times Sun Rec'd 7/29/74.
1. PERSONNEL
President—A. H. Constant.
General Manager—Pep Cooney.
Operations Manager—Lee Noble.
3. FACILITIES
Eff'P 33,000 w.; 96.5 mc.
Operating schedule 6 am-midnight. PST.
Antenna ht.: 1,410 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only no cash discount
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4a, 5, 8.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 26, 28a.
Contracts: 40c, 42a, 43, 45, 46.
Comb.: Cont. Discounts: 60a, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
TV facilities: KRON-TV.
Current advertisers receive 12 months' protection on programs. 6 months' on announcements under current rate card.

TIME RATES
Rev 9/15/66—Rec'd 9/12/66.
6. SPOT ANNOUNCEMENTS
1 min or 20 sec, flat 5
8. PROGRAM TIME RATES
1 hr. flat 60

K S A N (FM)
1958
SAN FRANCISCO

NAB R A B

A Metromedia Station
Media Code 4 205 7900 5.00
Metromedia Stereo—A Division of Metromedia, Inc. 211 Sutter St., San Francisco, Calif. 94108. Phone 415-986-2825.
STATION'S PROGRAMMING DESCRIPTION
KSAN (FM): Programmed for young adults. MUSIC: albums, mixing rock, folk rock, classical, jazz. SPECIAL FEATURES: periodically, well known musicians or groups. NEWS: 7x daily at 6:30, 7:30, 8:30, 9:30 am, noon, 5:45 & 10 pm. COMMERCIAL POLICY: average 8 minutes per hour. Contact Representative for further details. Rec'd 12/30/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jerry Graham.
General Sales Manager—Doug Slye.
Program Director—Bonnie Simmons.
2. REPRESENTATIVES
Metro Radio Sales.
3. FACILITIES
ERP 35,000 w. (horiz.), 35,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 24 hrs. daily. PST.
Antenna ht.: 1,140 ft. above average terrain.
4. AGENCY COMMISSION
15%; 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 14g.
Basic Rates: 22a, 23a, 33c.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60f.
Cancellation: 70e, 71a.
RATE PROTECTION: Rates quoted herein are guaranteed against any increase for a period of 13 weeks, from the effective date, provided that advertising equalled 150.00 weekly is actually running at time of effective date of increase and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. 19 Eff 5/4/75—Rec'd 5/1/75.
AA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight; Sun 10 am-7 pm.
A—Mon thru Fri 6 am-3 pm.
B—Mon thru Sun midnight-2 am; Sat & Sun 6-10 am; Sun 7 pm-midnight.
C—Mon thru Sun 2-6 am.
6. SPOT ANNOUNCEMENTS

	AA			A		
	*6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min	70	68	65	49	47	45
30/less	59	57	55	42	40	38
	B			C		
1 min	44	42	40	22	21	20
30/less	37	35	34	19	18	17

(*) AA 6 ti/less.
Spots must rotate throughout all hrs & days of time classes. Rotate on 3 days/less charged 1x rate.
30 sec/less subject to availabilities.
7. PACKAGE PLANS

WITHIN 7 DAYS:	1 min	30 sec
14 ti (3AA, 4A, 3B, 4C)	537	453
21 ti (4AA, 7A, 4B, 6C)	764	640
28 ti (5AA, 10A, 5B, 8C)	971	807

Preemptible. WCP do not contribute to WCP for further wkly frequency. WCP combinable with min & 30-sec for frequency discount.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Expenditure of 150.00 to qualify.
Submitted by Kathy Karp.

K S F O
1925
SAN FRANCISCO

GOLDEN WEST BROADCASTERS
Represented by
Major Market Radio, Inc.

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 205 7950 0.00
Golden West Broadcasters, 950 California St., San Francisco, Calif. 94108. Phone 415-982-5500. TWX SF 5 393 9917.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Herbert S. Briggin.
General Sales Manager—Bruce C. Blevins.
Sales Manager—Austin P. Walsh.
2. REPRESENTATIVES
Major Market Radio, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 560 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% net time and talent; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 13b, 14b.
Basic Rates: 20a, 21d, 29a, 33b
Contracts: 40a, 41, 42a, 43, 44b, 45, 46.
Comb.: Cont. Discounts: 60b, 60f, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 32 Eff 8/15/73—Rec'd 12/20/74.
Morning Commute (MC)—Mon thru Fri 6-10:05 am.
Commute Club (CC)—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10:05 am-3 pm & 7-8 pm; Sat & Sun 6 am-8 pm; Sat 6-9 am rotating.
B—Sun thru Sat 5-6 am & 8 pm-midnight; 8 pm-midnight rotating.
6. SPOT ANNOUNCEMENTS

	1 min				30 sec		
	MC	CC	A	B	MC	CC	A
1 x	145	120	80	35	116	96	64
156 x	120	100	65	30	96	80	52
260 x	110	90	60	28	88	72	48
312 x	100	85	55	26	80	68	44
520 x	95	77	51	24	76	62	41
780 x	90	70	48	23	72	56	38
1040 x	85	67	45	20	68	54	36
1300 x	85	64	42	18	68	51	34
1560 x	85	60	40	16	68	48	32

10 sec: 50% of 1-min, excluding B.
Maximum 1/3 MC, 1/3 CC any schedule.
7. PACKAGE PLANS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
MC	110	100	95	90	90
CC	80	85	80	75	70
A	60	55	51	48	45
*R	25	23	21	19	18

(*) 1 min/less.
30 SECONDS

MC	88	80	76	72	72
CC	72	68	64	60	56
A	48	44	41	38	36

MAXIMUM PENETRATION—
1/4MC, 1/4CC, 1/4A, 1/4B

PLAN:	4	12	16	20	28
1 min	268	780	960	1140	1484
30 sec	214	624	768	912	1187

Spots must be spread equally throughout wk. Subject to availability.
MC &/or CC only: 1 x rate.
8. PROGRAM TIME RATES
(Sun thru Sat 6 am-midnight)

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
1 hr	500	475	450	425	400
1/2 hr	300	285	270	255	240
1/4 hr	200	190	180	170	160

10. SPECIAL FEATURES
Hourly Newscasts—applicable minute rate plus 10.00.
Approx. 4-1/2 min at :60. Incl 1-min spot plus 5 sec open & close.
Spots earn frequency for Newscasts and vice-versa.
Rate for spots and Newscasts determined by total number used within 12-month period from starting date of schedule. Rebates allowed retroactively as earned; fully commissionable. Charges for Newscasts include premium charge for news services.

KSFX 104
AN ABC OWNED RADIO STATION

K S F X (FM)
1947
SAN FRANCISCO

ABC-FM Spot Sales, Inc.

NAB R A B N A F M B

An ABC Owned Station
Subscriber to the NAB Radio Code
Media Code 4 205 7980 7.00
American Broadcasting Co., a division of American Broadcasting Companies, Inc., 1177 Polk St., San Francisco, Calif. 94109. Phone 415-928-0104. TWX 415-393-7317.
See affiliated AM station for additional information.
AM facilities: KGO.
STATION'S PROGRAMMING DESCRIPTION
KSFX (FM): Programmed for adults 18-49 & teens. MUSIC: today's popular hit singles, album cuts, disco rock & popular jazz. COMMERCIAL POLICY: maximum 12 units or 10 minutes per hour. Contact Representative for further details. Rec'd 6/2/75.
1. PERSONNEL
General Manager—Donald H. Platt.
General Sales Manager—Marbeth Richmond.
Program Director—Sean Conrad.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 7,000 w. (horiz.), 7,000 w. (vert.); 103.7 mc. Stereo.
Operating schedule: 24 hours daily. PST
Antenna ht.: 1,430 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d.
*Rate Protection: 10, 11, 12.
Basic Rates: 20a, 31, 33d.
Contracts: 44b, 45, 46.
Comb.: Cont. Discounts: 60k
Cancellation: 70e, 71a, 72, 73a.
(*) 60 days.
Affiliated with American FM Network.

TIME RATES
Eff 5/1/73—Rec'd 3/13/73.
AAA—Mon thru Fri 3 pm 1 am; Sat & Sun 10-1 am.
AA—Mon thru Fri 6 am 3 pm; Sat 6-10 am.
A—Mon thru Sun 1-6 am.
6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AAA	AA	A	AAA	AA	A
1 ti	55	40	10	44	32	8
6 ti	50	35	10	40	28	8
12 ti	45	30	10	36	24	8
18 ti	40	25	10	32	20	8
24 ti	35	20	10	28	16	8

DISCOUNT
53 wk—10%
Submitted by Marbeth Richmond.

K S O L (FM)
1962
SAN MATEO

A Tele-Broadcasters Station
Media Code 4 205 8040 9.00
Intercontinental Radio, Inc. 600 S. Amphlett Blvd., San Mateo, Calif. 94402. Phone 415-347-6638.
STATION'S PROGRAMMING DESCRIPTION
KSOL (FM): MUSIC: R & B hit singles & lps. Public affairs programming for black audience. NEWS: local & network. Contact Representative for further details. Rec'd 4/7/75.
1. PERSONNEL
President—Richard Eaton.
General Manager—Bob McLain.
Sales Manager—Carl Cloyd.
2. REPRESENTATIVES
UBC Sales, Inc.
3. FACILITIES
Eff'P 3,800 w. (horiz.), 3,800 w. (vert.); 107.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,588 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 15a.
Basic Rates: 20b.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70c.
Prod. Services: 80
Affiliated with National Black Network.
Member: Black UBC Group.

TIME RATES
No. 4 Eff 6/1/75—Rec'd 6/23/75.
AA—Mon thru Fri 3 pm-1 am; Sat & Sun 10-1 am.
A—Mon thru Fri 6 am-3 pm; Sat 6-10 am.
B—Mon thru Sun 1-6 am.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	200x	500x	750x	1000x
AA	23.00	19.50	19.00	17.50	17.00	16.00
A	19.00	15.75	15.50	14.50	14.00	13.00
B	14.80	10.50	10.25	9.50	9.00	8.50
D/N 40/60		14.00	13.25	13.00	12.50	
24 HR 30/40/30		12.25	11.75	11.50	11.00	

30 sec: 80% of 1-min.
7. PACKAGE PLANS

PER MO:	10 ti	18 ti	30 ti	50 ti	100 ti
AA	22.50	22.00	21.50	20.50	19.75
A	18.50	18.00	17.50	16.50	16.00
B	13.50	13.00	12.50	11.50	10.75
DAY/NIGHT PLAN—40%AA, 60%A					
Wed/Thurs/Fri/Sat	19.00	18.50	18.00	17.00	16.25
Sun/Mon/Tues	17.00	16.50	16.00	15.00	14.25
PER MO:					
Wed/Thur/Fri/Sat	17.00	16.50	16.00	15.00	14.25
Sun/Mon/Tues	15.00	14.50	14.00	13.00	12.25
24-HR SATURATION—30%AA, 40%A, 30%B					
Wed/Thurs/Fri/Sat	17.25	16.75	16.25	15.25	14.50
Sun/Mon/Tues	15.25	14.75	14.25	13.25	12.50
PER MO:					
Wed/Thurs/Fri/Sat	15.25	14.75	14.25	13.25	12.50
Sun/Mon/Tues	13.25	12.75	12.25	11.25	10.75

Edited by Carol Cackowsky.

K Y A
1926
SAN FRANCISCO

AVCO RADIO SALES

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 205 8070 6.00
Avco Radio Corporation, No. One Nob Hill Circle, San Francisco, Calif. 94108. Phone 415-397-2500.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Cliff Hunter.
General Sales Manager—Fred Schumacher.
Program Director—Mark Taylor.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1260 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33b
Contracts: 40c, 42a, 43, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60c, 60e, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 6 Eff 1/15/75—Rec'd 1/24/75.
AAA—Mon thru Fri 3-8 pm; Sat & Sun 9 am-8 pm.
AA—Mon thru Fri 6-10 am; Mon thru Sun 8 pm-midnight.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6-9 am.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	250x	500x	750x	1000x	1500x
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
AAA	70	65	60	55	50
AA	60	55	50	45	40
A	50	45	40	35	30
30 SECONDS					
AAA	56	52	48	44	40
AA	48	44	40	36	32
A	40	36	32	28	24

7. PACKAGE PLANS
CONVERTIBLE GRID PLAN

PER WK.	1 min	30 sec
6 ti (2AAA, 3AA, 1A)	270	216
12 ti (3AAA, 5AA, 4A)	492	396
18 ti (4AAA, 7AA, 7A)	666	540
24 ti (7AAA, 9AA, 8A)	816	648
36 ti (10AAA, 14AA, 12A)	1080	864

CONVERSION
Higher to lower: 1 AAA or AA worth 2 A.
Lower to higher: 3 lower class worth 2 higher class.
Preemptible and/or movable within time class.

AM only: 80% of AM/FM combination rate.
Submitted by Clifford M. Hunter.

(San Francisco-Oakland continued on next page)

KYA-FM
1959
SAN FRANCISCO

AVCO RADIO SALES

RAB

Subscriber to the NAB Radio Code
Media Code 4 205 8077 1.00
Avco Radio Corporation, 1 Nob Hill Circle, San Francisco, Calif. 94108. Phone 415-397-2500. TWX 910-372-6585.
See affiliated AM station for additional information.
3. FACILITIES
ERP 25,100 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 660 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KYA. See that listing for rates.

TIME RATES

FM only: 20% of AM/FM combination rates.

SAN GABRIEL

Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

SAN JOSE
(including Los Altos, Santa Clara)
(5 AM; 6 FM)

Plus 1 paid duplicate; 1 cross reference.
Santa Clara County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	48	41	48	35
B	26	31	35	24
C	25	25	25	21
D	24	23	23	20
AVERAGE	31	30	33	25

KARA (FM)
1964
SANTA CLARA

RAB

Media Code 4 205 8085 4.00
Santa Clara Broadcasters, Inc., 2775 Park Ave., Santa Clara, Calif. 95050. Phone 408-243-4252.
STATION'S PROGRAMMING DESCRIPTION
KARA (FM): Programmed for young adults. Contact Representative for further details. Rec'd 9/20/72.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert S. Kieve.
Sales Manager—Max Reeder.
2. REPRESENTATIVES
Avery-Knodel, Inc.
BRANCH OFFICE:
San Francisco 94104—Bill Rambo, 44 Montgomery St. Phone 415-989-5807.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1860 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22a, 24a, 24c, 25a, 29b, 33c.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 60e.
Cancellation: 70c, 71a, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/1/73—Rec'd 7/30/73.
A—Mon thru Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNNDUNCEMENTS
CLASS A

PER WK:	12 wk (*)	12 wk (†)	25 wk (*)	25 wk (†)	51 wk (*)	51 wk (†)	52 wk (*)	52 wk (†)
5 ti.	22.00	17.50	20.00	16.00	18.00	14.50	15.00	12.00
10 ti	21.00	16.75	19.00	15.25	17.00	13.50	14.50	11.50
15 ti	20.00	16.00	18.00	14.50	16.50	13.25	14.00	11.25
20 ti	19.50	15.50	17.50	14.00	16.00	13.00	13.50	10.75
25 ti	19.00	15.25	17.00	13.50	15.50	12.50	13.00	10.50
30 ti	18.50	14.75	16.50	13.25	15.00	12.00	12.50	10.00

B: 50% of A.
(*) 30 sec.

PER YR:	5x	250x	500x	750x	1000x	1500x
1 min	22.00	17.50	16.50	16.00	15.50	15.00
30 sec	17.50	14.00	13.25	13.00	12.50	12.00

7. PACKAGE PLANS

SATURATION:	3 day 30 ti	3 day 20 ti	3 day 15 ti	7 day 80 ti	7 day 60 ti	7 day 40 ti
1 min	360	260	210	800	660	480
30 sec	300	220	180	640	540	400

Placed evenly between 5-1 am.
NITE OWL PACKAGE, 1-5 AM:
1-min, per hr ea nite, per mo 300

KAZA
1957
GILROY

Spanish Language

NAB

(This is a paid duplicate of the listing appearing under Gilroy, Calif.)
Media Code 4 205 2250 0.00
Radio Fiesta Corp., Box 1290, San Jose, Calif. 95108. Phone 408-998-1290.
STATION'S PROGRAMMING DESCRIPTION
KAZA: 100% Spanish. Contact Representative for further details. Rec'd 9/27/73.
1. PERSONNEL
General Manager—Ines Castillo.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Los Angeles—Lotus Reps.
3. FACILITIES
5,000 w. days; 1290 kc. Directional.
Operating schedule: 5 am-local sunset. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 8/1/74—Rec'd 8/19/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 wk	1 min 13 wk	1 min 26 wk	1 min 39 wk	30 sec 1 wk	30 sec 13 wk	30 sec 26 wk	30 sec 39 wk
5 ti.	18.00	16.50	15.00	14.00	13.25	12.50	11.75	11.00
10 ti	15.00	13.50	12.50	11.75	10.25	9.75	9.25	8.75
15 ti	13.50	12.50	11.50	11.00	9.25	9.00	8.75	8.50
20 ti	12.50	11.50	11.00	10.50	8.75	8.50	8.25	8.00
25 ti	11.50	11.00	10.50	10.00	8.25	8.00	7.75	7.50

10-sec ID's, flat 6.00, minimum 5 per day/20 per wk.
Fixed position, extra 20%.

7. PACKAGE PLANS

BULK, PER YR:	780x	1000x	1300x	1500x	2000x
1 min	10.50	10.00	9.50	9.00	8.50
30 sec	8.00	7.50	7.00	6.50	6.00

10-sec ID's, flat 6.00, minimum 5 per day/20 per wk.
Fixed position, extra 20%.
Edited by Judy Castillo.
(D)

KBAY (FM)
1963
SAN JOSE

HR STONE radio

NAB

The Golden Pacific Group
Subscriber to the NAB Radio Code
Media Code 4 205 8130 8.00
United Broadcasting Company, 1245 S. Winchester Blvd., San Jose, Calif. 95128. Phone 408-249-5229. TWX 910-338-0291.
San Francisco office: 155 Montgomery St., San Francisco, Calif. 94104. Phone 415-989-5229.
STATION'S PRDGRAMMING DESCRIPTION
KBAY (FM): Programmed for adults.
MUSIC: pop-standards new and old. COMMERCIAL POLICY: 2 minutes each 10 minute segment. No other talk except time signals and station breaks. Contact Representative for further details. Rec'd 11/4/68.
1. PERSONNEL Vice-President—Floyd Farr.
General Manager—Ray C. Hollingsworth.
National Sales Manager—Bill Holmberg.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
ERP 14,500 w. (horiz.), 14,500 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2580 ft. above average terrain.
4. AGENCY COMMISSION
15%. All bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 27, 28b 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70e, 71a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 1/1/75—Rec'd 1/6/75.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 3-7 pm; Mon thru Fri 6-10 am.
B—Mon thru Sun 7 pm-midnight; Sat & Sun 6-10 am.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
FIXED—1 MINUTE

PER YR:	1x	156x	260x	520x	780x	1040x
AA	30.00	25.00	23.00	22.00	21.00	20.00
A	28.00	23.00	21.00	20.00	19.00	18.00
B	26.00	20.00	18.00	17.00	16.00	15.00
30 SECONDS						
AA	24.00	20.00	18.50	17.50	17.00	16.00
A	22.50	18.50	17.00	16.00	15.00	14.00
B	21.00	16.00	14.50	14.00	13.00	12.00

C: 50% of A.

7. PACKAGE PLANS
FIXED

PER WK:	1 min 6 ti	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
AA	28.00	26.00	24.00	22.00	22.50	21.00	19.00	17.50
A	26.00	24.00	22.00	20.00	21.00	19.00	17.50	16.00
B	23.00	21.00	19.00	17.00	18.50	17.00	15.00	14.00

C: 50% of A.

WEEKLY TAP PLANS

	1 min	30 sec
Plan I, 6 ti (2AA, 3A, 1B)	150	120
Plan II, 12 ti (4AA, 6A, 2B)	288	228
Plan III, 18 ti (6AA, 9A, 3B)	396	315
Plan IV, 24 ti (8AA, 12A, 4B)	480	384

Subject to availability.

10. SPECIAL FEATURES

NEWS OR SPORTS:	1x	52x	104x	156x	312x
5 min	46	43	39	37	33

(CR)

KEEN
1947
SAN JOSE

NAB RAB

The Golden Pacific Group
Subscriber to the NAB Radio Code
Media Code 4 205 8160 5.00
United Broadcasting Co., 1245 S. Winchester Blvd., San Jose, Calif. 95128. Phone 408-249-5336.
San Francisco office: 155 Montgomery St., San Francisco, Calif. 94104. Phone 415-989-7052.
STATION'S PROGRAMMING DESCRIPTION
KEEN: Programmed for adults.
MUSIC: adult contemporary. 5 AIR PERSONALITIES. NEWS: UPI audio at :20 & :50 in drive times. Traffic reports 6-9 am & 3-7 pm. SPORTS: Sports expert quiz 7:30-9 pm Sun. Major league baseball, hockey & soccer. Contact Representative for further details. Rec'd 4/4/75.
1. PERSONNEL
General Manager—B. Floyd Farr.
Station Manager—Len C. Smith.
Program Manager—Stephen P. Snell.
2. REPRESENTATIVES
Selcom, Inc.
Seattle, Portland—The Tacher Company.
San Francisco—Call San Francisco direct.
3. FACILITIES
5,000 w.; 1370 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 27, 28b, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a.

TIME RATES
No. 21 Eff 4/1/75—Rec'd 4/4/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-9 pm; Sun all day.
B—Mon thru Sat 9 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	18.00	17.00	16.00	15.00	14.00
A	16.00	15.00	14.00	13.00	12.00
30 SEC:					
AA	14.00	13.50	13.00	12.50	12.00
A	12.00	11.50	11.00	10.50	10.00

B: 50% of A.
10 sec: 50% of 1-min.
Fixed position, extra 5.00.

7. PACKAGE PLANS
ANNUAL CONTRACT—BULK

PER YR, 1 MIN:	300x	600x	900x	1200x	1500x
AA	17.00	16.00	15.00	14.00	13.00
A	15.00	14.00	13.00	12.00	11.00
30 SEC:					
AA	13.00	12.50	12.00	11.50	11.00
A	11.00	10.50	10.00	9.50	9.00

B: 50% of A.
10 sec: 50% of 1-min.
Fixed position, extra 5.00.

10. SPECIAL FEATURES
*5-MINUTE NEWS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
Ea	23	22	21	20	19

(*) AA & A times use same rate.
(CR)

KEGL
1963
SANTA CLARA

Spanish Language

Subscriber to the NAB Radio Code
Media Code 4 205 8190 2.00
Cascade Broadcasting Corp., Box 631, Santa Clara, Calif. 95052. Phone 408-244-1430.
STATION'S PROGRAMMING DESCRIPTION
KEGL: Spanish programming 5 am-midnight.
NEWS: 5 min at :60, 30 sec at :30. Contact Representative for further details. Rec'd 4/15/74.
1. PERSONNEL
President—David M. Jack.
Station Manager—June Swanson.
Sales Manager—Gene Hogan.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w.; 1430 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 24c, 25c, 28a, 29a, 33b.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.: Cont Discounts: 60b, 60d, 60e, 60i.
Cancellation: 70c, 71a, 73b.

TIME RATES
Eff——Rec'd 1/27/75.

7. PACKAGE PLANS

	Per wk 1 min	Per wk 30 sec	Per mo (*) 1 min	Per mo (*) 30 sec	(†) 1 min	(†) 30 sec
1 ti	14.00	11.50	13.00	10.50	12.00	10.00
15 ti	13.00	10.50	12.00	9.50	11.00	9.00
25 ti	12.00	9.50	11.00	8.50	10.00	8.00
36+	11.00	8.50	10.00	7.50	9.00	7.00

10 sec: Flat 5.00.
(*) 4-12 consec wks.
(†) 13+ consec wks.
Edited by June Swanson.

KEZR (FM)
1967
SAN JOSE
A PSA Broadcasting Station
Media Code 4 205 8205 8.00
PSA Broadcasting, Inc., 111 W. St. John St., San Jose, Calif. 95113. Phone 408-287-5775.
STATION'S PROGRAMMING DESCRIPTION
KEZR (FM): Programmed for young adults.
MUSIC: current & recent favorites with minimum talk. NEWS: 5-min. at :60 in drive times and at noon & midnight. 2-min. headlines & weather at :30 in drive times. COMMERCIAL POLICY: maximum 8 units (8 minutes) in 4 commercial breaks per hour, maximum 2 commercial announcements per break. Contact Representative for further details. Rec'd 7/15/74.
1. PERSONNEL
General Manager—Jack L. Siegel.
Sales Manager—Lou Franson.
Operations Director—Dick Winiecki.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,800 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10c, 12c, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 33c.
Contracts: 40a, 41, 45, 46, 50.
Comb.: Cont. Discounts: 60f, 60i, 61b, 62b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Affiliated with Avco Group Plan.
Member: PSA Group.

TIME RATES
No. 73-6 Eff 9/15/74—Rec'd 9/5/74.
AAA—Mon thru Fri 10 am-7 pm; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 6-10 am; Sat & Sun 3-7 pm.
A—Mon thru Sun 7 pm-midnight; Sat & Sun 6-10 am.
B—Nightly midnight-6 am.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
6 ti	25	23	20	20	18	16
12 ti	23	21	18	18	17	15
18 ti	22	20	17	17	16	14
24 ti	21	19	16	16	15	13
30 ti	20	18	15	15	14	12

B: 50% of AAA.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	18	17	16	15
30 sec	15	14	13	12

7 DAY SATURATION

	21 ti	35 ti	70 ti
1 min	16	13	11
30 sec	13	10	9

No specified time, distributed as evenly as possible 6 am-midnight.
ANNUAL PLANS

WITHIN 1 YR:	500x	1000x	1500x
1 min	18	16	14
30 sec	15	13	11

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.

KLIV
1946
SAN JOSE

AVERY-KNODEL, INC.

NAB R.A.B

Subscriber to the NAB Radio Code
Media Code 4 205 8220 7.00
KLIV, Inc., Box 905, San Jose, Calif. 95108. Phone 408 293-8030.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert S. Kieve.
Sales Manager—Max Reeder.
2. REPRESENTATIVES
Avery-Knodel, Inc
BRANCH OFFICE:
San Francisco 94104—Bill Rambo, 44 Montgomery St. Phone 415-989-5807.
3. FACILITIES
5,000 w.; 1590 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 22a, 24a, 24c, 25a, 29b, 33c.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 60g.
Cancellation: 70d, 71a, 73b

(This listing continued on next page)

CALIFORNIA

San Jose—KLIV—Continued

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 1/1/75—Rec'd 11/26/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-10 am & 7 pm-midnight.
B— Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 wk	1 min 13 wk	1 min 26 wk	1 min 52 wk	30 sec 1 wk	30 sec 13 wk	30 sec 26 wk	30 sec 52 wk
CLASS AA								
5 ti..	30.00	27.00	24.00	18.00	24.00	21.50	19.25	14.50
10 ti	27.75	25.00	22.25	17.50	22.00	20.00	17.75	14.00
15 ti	26.00	23.50	20.75	17.00	20.75	18.75	16.50	13.50
20 ti	25.00	22.50	20.00	16.50	20.00	18.00	16.00	13.25
25 ti	24.25	21.75	19.50	16.25	19.50	17.50	15.50	13.00
CLASS A								
5 ti..	19.25	17.25	15.50	11.50	15.50	13.75	12.25	9.25
10 ti	18.00	16.25	14.50	11.25	14.50	13.00	11.75	9.00
15 ti	17.00	15.50	13.75	10.75	13.75	12.50	11.00	8.75
20 ti	16.50	14.75	13.25	10.50	13.25	12.00	10.50	8.50
25 ti	16.00	14.25	12.75	10.00	12.75	11.50	10.00	8.00
30 ti	15.50	13.75	12.25	9.50	12.25	11.25	9.75	7.75
40 ti	15.00	13.25	11.75	9.25	12.00	10.75	9.50	7.50
50 ti	14.50	13.00	11.50	9.00	11.50	10.25	9.25	7.25

B—50% of A.

7. PACKAGE PLANS

	3 day 30 ti	3 day 20 ti	3 day 15 ti	7 day 80 ti	7 day 60 ti	7 day 40 ti
1 min	480	360	285	960	780	580
30 sec	384	290	228	768	624	464

3 days-run Sun, Mon & Tues. 7 days-run 7 consecutive days. No specified times. Spaced evenly 6-1 am.

PER YR, AA:	5x	250x	500x	750x	1000x	1500x	2000x
1 min	30.00	22.00	21.50	20.75	20.00	19.00	18.50
30 sec	24.00	17.75	17.00	16.50	16.00	15.25	14.75
A:							
1 min	19.25	13.50	12.75	12.25	11.75	11.00	10.50
30 sec	15.50	10.75	10.25	9.75	9.25	8.75	8.25

10. SPECIAL FEATURES
5-min newscasts—applicable 1-min rate plus 20%. Incl 10 sec open & close plus 1 1-min spot.

KLOK
1948
SAN JOSE

NAB

Media Code 4 205 8250 4.00
Radio KLOK, Inc., 1 Radio Park Dr., San Jose, Calif. 95122. Phone 408-274-1170.

STATION'S PROGRAMMING DESCRIPTION
KLOK: Programmed for adults 18-49.
MUSIC: blend of general popular hits from the 50's to the present, hosted by PERSONALITY announcers. Audience participation about sports, women's topics & music. NEWS: 5 min at :60. Contact Representative for further details. Rec'd 11/4/74.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—William H. Weaver.
Research & Planning—Allen S. Klein.
Program Manager—Don E. Welsh.

2. REPRESENTATIVES
Katz Radio.
BRANCH OFFICE:
San Francisco 94133—Joan Wagner, Jane Seaman, 843 Montgomery St. Phone 415-391-0286.

3. FACILITIES
50,000 w days, 5,000 w, night; 1170 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15% net time only. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
*Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 60k, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
(*) Except for 52 week advertisers.
Affiliated with Katz Radio Network.

TIME RATES
No. 1 Eff 4/1/75—Rec'd 3/10/75.
AA—Mon thru Sat 6-10 am & 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 5-6 am & 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	50	43	43	38	25	21
12 ti	48	41	41	36	24	20
18 ti	46	39	39	34	23	19
24 ti	44	37	37	32	22	18

C: 50% of B.
10 sec: 50% of 1-min.
Fixed position, extra 20%.

DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER YR, EA:	1x	26x	52x	156x	260x
AA	80	75	70	65	60
A	75	70	65	60	55
B	60	55	50	45	40

Incl open & close ID's plus 1 1-min spot.

KOFY
SAN MATEO

City of license San Mateo, Calif.
San Jose office and studio: 92 S. First St., San Jose, Calif. 95113. Phone 408-293-6700.
See listing under San Francisco, Calif.

KOME (FM)
1959
SAN JOSE

Media Code 4 205 8258 7.00
Audio House Inc., 1245 S. Winchester Blvd., Suite 312, San Jose, Calif. 95128. Phone 408-246-6811.

STATION'S PROGRAMMING DESCRIPTION
KOME (FM): Programmed for young adults 18-34.
MUSIC: a blend of rock, jazz, folk, blues, classical & humor. Emphasis on community involvement.
COMMERCIAL POLICY: maximum of 9 minutes per hour. Contact Representative for further details. Rec'd 2/28/75.

1. PERSONNEL
General Manager—Dan Tapson.
Local Sales Manager—Gary Rodriguez.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 12,500 w.; 98.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,800 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Contracts: 40c, 45.
Comb.; Cont. Discounts: 60d, 60e, 60i.
Cancellation: 70a, 70e, 73b, 72.
Prod. Services: 82.

TIME RATES
No. 9 Eff 5/1/75—Rec'd 5/1/75.
AAA—Mon thru Sun 3 pm-1 am.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 5-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
6 ti	39	35	30	31	28	24
12 ti	35	31	26	28	25	21
18 ti	32	28	23	25	22	18
24 ti	29	25	20	23	20	16
				10 sec		
6 ti				23	21	18
12 ti				21	19	16
18 ti				19	17	14
24 ti				17	15	12

7. PACKAGE PLANS
SATURATION PLANS

PER WK:	1 min	30 sec
12 Plan (6AAA, 3AA, 3A)	312	250
20 Plan (10AAA, 5AA, 5A)	480	380
29 Plan (14AAA, 7AA, 7A)	588	470

Edited by Dan Tapson.

KPEN (FM)
1960
LOS ALTOS

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 8284 3.00
Los Altos Broadcasting, Inc., 2550 El Camino Real, Mountain View, Calif. 94040. Phone 415-948-0555.

STATION'S PROGRAMMING DESCRIPTION
KPEN (FM): Programmed for adult audience.
MUSIC: MOR with light jazz emphasis. NEWS: 5-min at :60 with emphasis on local coverage.
SPORTS: live broadcast university football & basketball, emphasis on all local sports events. Stock market reports direct from broker in drive times.
COMMERCIAL POLICY: 10 commercial minutes per hour. Contact Representative for further details. Rec'd 7/8/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mark Hurd.
General Sales Manager—Graeme Pedder.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 41, 46.
Comb.; Cont. Discounts: 60b, 60f, 60k, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/1/74—Rec'd 7/8/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	15	12	12	10
12 ti	13	10	11	9
18 ti	11	9	10	8
24 ti	10	8	9	7
36 ti	9	7	8	—

10 sec: 50% of 1-min.

7. PACKAGE PLANS

BULK PLAN:	100x	250x	500x	1000x
1 min	10.00	9.00	8.00	7.00
30 sec	8.00	7.00	6.50	5.50
10 sec	5.00	4.50	4.00	3.50

CIRCULATION PLAN—PREEMPTIBLE

	1 mo 1 min	1 mo 30 sec	13 wk 1 min	13 wk 30 sec
6 ti			7.00	6.00
12 ti	8.00	7.00	6.00	5.00
18 ti	7.00	6.00	5.50	4.50
24 ti	6.00	5.00	5.00	4.00
36 ti	5.00	4.00	4.00	3.50

KSJO (FM)
1947
SAN JOSE

gci sales

NAB RAB

Media Code 4 205 8310 6.00
Sterling Recreation Organization (SBO), 3009 Moorpark Ave., San Jose, Calif. 95128. Phone 408-246-6060.

STATION'S PROGRAMMING DESCRIPTION
KSJO (FM): MUSIC: Contemporary adult rock.
NEWS & SPORTS programming. COMMERCIAL POLICY: 10 commercial units in AA time, 8 commercial units in A & B time. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
President—Frederic A. Danz.
General Manager—Steve Rosetta.
Program Director—Donald Wright.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 92.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 68 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5.
Rate Protection: 11d, 12d.
Basic Rates: 22a, 23a.
Contracts: 40a.
Cancellation: 70c, 71a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 4/1/75—Rec'd 4/7/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-10 am & 7 pm-midnight.
B— Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 wk 30 sec	1 wk 1 min	13 wk 30 sec	13 wk 1 min	26 wk 30 sec	26 wk 1 min	52 wk 30 sec	52 wk 1 min
CLASS AA								
5 ti	18	24	16	22	14	18	11	15
10 ti..	16	22	15	20	13	16	10	14
15 ti..	14	20	14	18	12	14	9	13
20 ti..	13	19	13	17	11	13	8	12
25 ti..	12	18	12	16	10	12	8	11
30 ti..	11	17	11	15	9	11	7	10
CLASS A								
5 ti	16	18	15	16	13	15	9	11
10 ti..	14	16	14	15	12	13	8	10
15 ti..	13	14	13	14	11	12	7	9
20 ti..	11	13	12	13	10	11	7	8
25 ti..	10	12	11	12	9	10	7	7
30 ti..	9	11	10	11	8	10	7	7
CLASS B								
5 ti	10	14	9	12	8	10	7	8
10 ti..	9	12	8	10	7	9	6	7
15 ti..	8	10	7	9	6	8	5	6
20 ti..	7	8	6	8	6	7	5	5
25 ti..	6	7	6	7	5	6	5	5
30 ti..	6	6	6	6	5	5	5	5

10 sec: 50% of 1-min, cannot combine for frequency.

7. PACKAGE PLANS
MASS COMMUNICATION PACKAGE

PER DAY:	3 day	7 day 8 ti	7 day 8 ti	7 day 4 ti
30 sec	273	486	364	243
1 min	480	608	456	304

10 sec: 50% of 1-min.
(*) Sun, Mon & Tues.

10. SPECIAL FEATURES
News sponsorship—applicable 1-min rate plus 20%. Submitted by Elizabeth Dacey.

KXRX
1948
SAN JOSE

News

RAB

Media Code 4 205 8340 3.00
The San Jose Broadcasting Co., Box 167, 501 N. Wooster, San Jose, Calif. 95103. Phone 408-292-5080.

STATION'S PROGRAMMING DESCRIPTION
KXRX: Programmed for adults and commuters.
MUSIC: standard popular music 9:15 am-4 pm & 6:15 pm-5:30 am. NEWS: continuous news 5:30-9:15 am & 4-6:15 pm M-F, 7-10 am Sat & Sun, news updates at :60 other times. Skywatch traffic. News commentators, 6 mobile units, 8 newsmen, UPI Audio & wire. State capitol correspondent. Direct monitoring facilities of all police & fire agencies. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
General Manager—Joe E. Levitt.
General Sales Manager—Chuck Christianson.
Operations Director—Dave Smith.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 1500 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 27, 29a, 30, 33c.
Contracts: 40c, 41, 42b, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.
Affiliated with MBS.

TIME RATES
No. 16 Eff 8/1/74—Rec'd 7/1/74.
AAA—Mon thru Fri 6-10 am.
AA— Mon thru Fri 3-7 pm.
A—Mon thru Fri 5-6 am, 10 am-3 pm & 7-8 pm; Sat & Sun 5 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
1 x	30	25	20	24	20	16
50 x	27	23	18	21	18	14
150 x	24	20	16	19	16	12
250 x	21	17	13	17	14	11
500 x	20	16	12	16	13	10

B: 75% of A.
C: 50% of A.
10 sec: 50% of 1-min.
Fixed position: Applicable 1x rate.

7. PACKAGE PLANS

	1 min 1 wk	1 min 4 wk	1 min 13 wk	30 sec 1 wk	30 sec 4 wk	30 sec 13 wk
CLASS AAA						
5 ti	30.00	27.00	24.00	24.00	22.00	19.00
10 ti	28.00	25.00	22.00	22.00	20.00	18.00
15 ti	26.00	23.00	21.00	21.00	18.00	17.00
20 ti	24.00	21.00	20.00	19.00	17.00	16.00
CLASS AA						
5 ti	25.00	23.00	20.00	20.00	18.00	16.00
10 ti	23.00	21.00	19.00	18.00	17.00	15.00
15 ti	21.00	19.00	17.00	17.00	15.00	14.00
20 ti	20.00	18.00	16.00	16.00	14.00	13.00
CLASS A						
5 ti	20.00	18.00	16.00	16.00	14.00	12.00
10 ti	19.00	17.00	15.00	15.00	13.00	11.00
15 ti	18.00	16.00	14.00	14.00	12.00	10.00
20 ti	17.00	15.00	13.00	13.00	11.50	9.50
25 ti	16.00	14.00	12.00	12.00	10.00	9.00

B: 75% of A.
C: 50% of A.
10 sec: 50% of 1-min.
Fixed position: Applicable 1x rate.

SAN LUIS OBISPO (3 AM; 2 FM)

San Luis Obispo County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

KATY
1949

Media Code 4 205 8370 0.00
Hill Radio, Inc., Box 841, 1146 Monterey St., San Luis Obispo, Calif. 93401. Phone 805-543-1340.

STATION'S PROGRAMMING DESCRIPTION
KATY: programmed for adults 20 thru 49.
MUSIC: hit oldies from 1955-present, with current hits. NEWS: 3-5 min newscasts 2x/hour. COMMERCIAL POLICY: maximum 12 minutes per hour, never more than 2 commercials back to back. Contact Representative for further details. Rec'd 12/3/73.

1. PERSONNEL
Owner & Mgr.—Duane E. Hill.
Program Director—Levi Chase.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 29a, 29b
Contracts: 40c, 41, 44a, 46, 51a.
Comb.; Cont. Discounts: 60i.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 6 Eff 1/1/72—Rec'd 1/3/72.
AA—Mon thru Fri 6:30-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	14 ti	18 ti	24 ti	30 ti	36 ti
AA	12	10	9	8	7	6
A	11	9	8	7	6	5

20/30 sec: 80% of 1-min.

KSLY
1960

mcgavren-guild
pgw radio, inc.

Media Code 4 205 8400 5.00
Homer H. Odom, Box 1400, 1020 Marsh St., San Luis Obispo, Calif. 93401. Phone 805-543-9400.

STATION'S PROGRAMMING DESCRIPTION
KSLY: Programmed primarily for adults 18-49.
MUSIC: 12M-6 am & 6 am-3 pm current hits with adult appeal plus album tracks & MOR hits, million seller oldies from 1955-1970 comprise 50% of list; 3 pm-12M only top 40 & standards. NEWS: local emphasis, broadcast 8 times daily, 10-11 am M-F, telephone talk program covering current matters of interest. Adult listener participation is featured.
COMMERCIAL POLICY: 12 commercial minutes with a limit of 18 units. Contact Representative for further details. Rec'd 6/24/71.

1. PERSONNEL
Owner & Gen'l Mgr—Homer Odom.
Program Director—Guy Paul.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KUNA (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/71—Rec'd 8/19/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
1 MINUTE					
AA	15.00	14.00	12.00	10.00	9.00
A	12.00	11.00	10.00	9.00	8.00
30 SECONDS					
AA	12.00	11.20	9.60	8.00	7.20
A	9.60	8.80	8.00	7.20	6.40

10 sec: 60% of 1-min.

(This listing continued on next page)

San Luis Obispo—KSLY—Continued

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

	12 ti	18 ti	24 ti
1 min	10.25	9.25	8.25
30 sec	8.20	7.40	6.60

Must run over 7 days.

9. PARTICIPATING PROGRAMS
What's on Your Mind—Mon thru Fri 10-11 am, flat 15.00.
Peterson & the News—1-min rate plus 5.00.
Edited by Homer Odom.

KSLY No. 1 all time periods in San Luis Obispo County
Hooper '70 Pulse '71 ARB '73 Hooper Feb/Mar '74

KUNA (FM)

1972

RAB

Media Code 4 205 8415 3.00
Homer H. Odom, Box 1400, San Luis Obispo, Calif. 93401. Phone 805-543-9400.
See affiliated AM station for additional information.
AM facilities: KSLY.

STATION'S PROGRAMMING DESCRIPTION
KUNA (FM): Programmed for adults of all ages.
MUSIC: features a blend from pop-standard to light classic, arranged & performed by pop & symphony orchestras. Contact Representative for further details. Rec'd 11/17/72.

3. FACILITIES
ERP 3,750 w. (horiz.), 3,750 w. (vert.); 96.1 mc.
Operating schedule: 24 hours. PST.
Antenna ht.: 1,410 ft. above average terrain.

TIME RATES
Eff——Rec'd 11/7/72.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
30 sec	6.00	5.50	5.25	5.00	4.50	4.00

1 min: 2x 30-sec.

KVEC

1937

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 8430 2.00
Century Broadcasting Co., Box 787, 820 Walnut St., San Luis Obispo, Calif. 93401. Phone 805-543-5830.

1. PERSONNEL
President—Charlie Powers.
General Manager—Bob Brown.
Sales Manager—Dan Clarkson.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days; 500 w. nights. 920 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 12h, 13h.
Basic Rates: 22a, 23a, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 71a.
Affiliated with American Information Network
Affiliated with Eastman Radio Network.

TIME RATES
No. 6 Eff 2/1/73—Rec'd 2/5/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III All other times.

7. PACKAGE PLANS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	14.00	12.00	10.00	9.00	11.00	9.00	8.00	7.00
30 sec	11.20	9.60	8.00	7.20	8.80	7.20	6.40	5.60
10 sec	7.00	6.00	5.00	4.50	5.50	4.50	4.00	3.50

	III 1 ti	III 12 ti	III 18 ti	III 24 ti
1 min	8.00	7.00	6.00	5.50
30 sec	6.40	5.60	4.80	4.40
10 sec	4.00	3.50	3.00	2.75

BEST BUY PLAN

	1 min
30 ti (12I, 12II, 6III)	6.50
15 ti (6I, 6II, 3III)	8.00

30 sec: 80% of 1-min.
Not combinable with other weekly plans for added frequency.

10. SPECIAL FEATURES
5-min Newscasts--1-1/4x applicable 1-min rate.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consecutive weeks advertising
Edited by Robert Brown.

KZOZ (FM)

(formerly KSBY (FM)
1962
A Forrest Broadcasting Station
Media Code 4 205 8385 6.00
Forrest Communications Corp. a Div. of Forrest Broadcasting Co., 341 Higuera St., San Luis Obispo, Calif. 93401. Phone 408-422-5363.

1. PERSONNEL
President—Robert A. Forrest.
Vice-Pres & Gen'l Mgr.—Jack Perk.

2. FACILITIES
ERP 29,500 w.; 93.3 mc. Stereo.
Operating schedule: 6:15-2 am. PST.
Antenna ht.: 2,500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60l, 61a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 9/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS
FIXED

PER YR:	1x	100x	250x	500x	750x	1000x
1 min	5.90	4.90	4.35	3.90	3.45	2.95
30 sec	4.25	3.45	3.05	2.75	2.40	2.05
PER WK:		10 ti	20 ti	30 ti	40 ti	50 ti
1 min		3.90	3.65	3.45	3.20	2.95
30 sec		2.75	2.60	2.40	2.25	2.05

7. PACKAGE PLANS
TOTAL AUDIENCE

PER YR:	1x	100x	250x	500x	750x	1000x
1 min	4.20	3.50	3.15	2.80	2.45	2.10
30 sec	2.95	2.45	2.20	1.95	1.70	1.50
PER WK:		10 ti	20 ti	30 ti	40 ti	50 ti
1 min		2.80	2.60	2.45	2.25	2.10
30 sec		1.95	1.85	1.70	1.60	1.50
2 DAY:					12 ti	25 ti
1 min					2.45	2.10
30 sec					1.70	1.50

Edited by Jack Perk.

SAN MATEO

San Mateo County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

See San Francisco-Oakland (including Alameda, Berkeley, San Mateo)

SAN RAFAEL (1 AM; 1 FM)

Marin County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KTIM

1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 8460 9.00
Marin Broadcasting Co., Inc., 1040 "B" St., San Rafael, Calif. 94901. Phone 415-456-1510.

STATION'S PROGRAMMING DESCRIPTION
KTIM: MUSIC: Progressive rock.
Local emphasis on news; public service & information. Rec'd 6/26/75.

1. PERSONNEL
General Manager—Oliver W. Hayden.
Office Manager—Cathy Brogan.
3. FACILITIES
1,000 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 net time: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62b.
Cancellation: 70, 70e, 71a, 73a.
Prod. Services: 81, 82

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 10/1/74—Rec'd 10/18/74.
AA—Mon thru Fri sign-on-9 am & 2-6 pm.
A—Mon thru Sat 9 am-2 pm.
B—Mon thru Fri 6 pm-sign-off; Sat 2 pm-sign-off; Sun 9 am-3 pm.
C—Sat sign-on-9 am; Sun sign-on-9 am & 3 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AA	A	B	C	30 sec AA	A	B	C
1 ti	15.00	13.00	11.00	9.00	12.00	10.00	9.00	7.00
6 ti	13.00	10.00	9.00	7.00	10.00	8.00	7.00	6.00
12 ti	12.00	9.00	8.00	6.00	9.00	7.00	6.00	5.00
18 ti	11.00	8.00	7.00	5.00	8.00	6.00	5.50	4.00
24 ti	10.00	7.00	6.00	4.00	7.00	5.00	5.00	3.50

10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—15% 52 wk—25%

KTIM-FM

1961

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 8461 7.00
Marin Broadcasting Co., Inc., 1040 B St., San Rafael, Calif. 94901. Phone 415-456-1510.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KTIM-FM: MUSIC: progressive rock. Rec'd 12/6/73.

3. FACILITIES
ERP 1,900 w. (horiz.), 1,900 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 360 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 10/1/74—Rec'd 10/18/74.
AA—Mon thru Sun 3 pm-midnight.
A—Mon thru Sun 10 am-3 pm & midnight-2 am.
B—Mon thru Sun 6-10 am.
C—Mon thru Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AA	A	B	C	30 sec AA	A	B	C
1 ti	20	17	15	13	16	13	12	10
6 ti	16	13	11	9	13	10	9	8
12 ti	15	12	10	8	12	9	8	7
18 ti	14	11	9	7	11	8	7	6
24 ti	12	9	8	6	10	7	6	5

10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—15% 52 wk—25%

SANTA ANA

Orange County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

See Anaheim-Santa-Ana-Garden Grove in the Los Angeles Urban Area

SANTA BARBARA (5 AM; 4 FM)

Plus 1 paid duplicate.
Santa Barbara County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	15	17	17	13
B	13	13	15	13
C	13	11	13	11
D	9	9	9	9
AVERAGE	13	13	14	12

KACY

1958
PORT HUENEME

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Oxnard, Calif.)
Media Code 4 205 5070 9.00
KACY, Inc., Box 1520, Oxnard, Calif. 93030. Phone 805-488-3551.

STATION'S PROGRAMMING DESCRIPTION
KACY: Programmed for adults & young adults 18-49.
MUSIC: 70% current & 30% oldies. NEWS: network & local at :05. COMMERCIAL POLICY: 16 minutes per hour. Contact Representative for further details. Rec'd 9/17/74.

1. PERSONNEL
President—Lincoln Dellar.
Executive Director—Ronald Thompson.
Vice-Pres. & Gen'l Mgr.—Don Davis.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
50,000 w. days; 1,000 w. nights; 1520 kc.
Directional—different pattern day and night.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 1 Eff 1/1/74—Rec'd 2/19/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	22	20	19	18	17
A	19	18	16	15	14

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
(D)

KDB

1926
Subscriber to the NAB Radio Code
Media Code 4 205 8520 6.00
Pacific Broadcasting Co., 23 W. Micheltorena St., Santa Barbara, Calif. 93101. Phone 805-966-4131.

STATION'S PROGRAMMING DESCRIPTION
KDB: Programmed for adults.
MUSIC: standards, best of yesterday, today & always; film music, showtunes. NEWS: hourly 5 min reports; commentary daily. Contact Representative for further detail's. Rec'd 1/28/72.

1. PERSONNEL
President—Richard Marsh.
Sec'y, Treas. & Gen'l Mgr.—Robertson C. Scott.
Vice-Pres. & Sales Mgr.—Harvey Pool.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

CALIFORNIA

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b.
Contracts: 40a, 41, 42d, 46, 47a, 51a.
Comb.; Cont. Discounts: 60h, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 30, 82.

TIME RATES
AM/FM COMBINATION
Eff 3/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

FIXED. PER WK:	1 wk 1 min	1 wk 30 sec	26 wk 1 min	26 wk 30 sec	52 wk 1 min	52 wk 30 sec
1 ti	16.00	12.80	15.20	12.00	14.40	11.50
12 ti	15.20	12.20	14.40	11.40	13.60	10.90
18 ti	14.40	11.50	13.60	10.80	12.90	10.40
24 ti	13.60	10.80	12.80	10.20	12.20	9.80
30 ti	12.80	10.20	12.00	9.60	11.50	9.20

10/15 sec: 60% of 1-min.
AM only: 60% of AM/FM combination.

KDB-FM

1959
Subscriber to the NAB Radio Code
Media Code 4 205 8521 8.00
Pacific Broadcasting Co., 23 W. Micheltorena St., Santa Barbara, Calif. 93101. Phone 805-966-4131.
See affiliated AM station for additional information.

3. FACILITIES
ERP 5,000 w.; 93.7 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 870 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KDB. See that listing.

TIME RATES
FM only: 60% of AM/FM combination.

KIST

1946
Subscriber to the NAB Radio Code
Media Code 4 205 8580 4.00
Radio Santa Barbara, Inc., 735 State St., Santa Barbara, Calif. 93101. Phone 805-966-3981, 2, 3.
Mailing address: Box 1169, Santa Barbara, Calif. 93102.
News Department-962-0515.

STATION'S PROGRAMMING DESCRIPTION
KIST: Programmed for adults 18-49. AIR PERSONALITIES all segments. NEWS 15%: 75% local, 11 mobile units, land, sea, air. 3 newsmen, wire, monitoring, dispatching facilities. 3 min news on half hour expanded to 10 min plus additional 5 min news on hour in traffic. Headlines hourly. Daily editorials. MUSIC 80%: 6-10 am middle-of-road and current hits, comedy, live mobile traffic and sea reports. 10 am-3 pm current hits and general popular. 3-8 pm current hits, mobile traffic reports. 8 pm-6 am current hits. Features 5%: heavy emphasis on local community service. SPORTSCASTS: half hourly plus instant sports. Contact Representative for further details. Rec'd 7/14/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. P. Wardlaw, Jr.
Station Manager—Bob Jones.
Operations Manager—Cherie Welty.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30-12:30 am. PST.
4. AGENCY COMMISSION
15% on time and talent charges.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14e.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 26, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60l, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6-4 Eff 6/1/74—Rec'd 4/1/74.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK: / PER YR:	6 ti 52x	12 ti 104x	18 ti 208x	24 ti 312x
1 min	16	15	14	13
20/30 sec	13	12	11	10
10 sec	11	10	9	8
CLASS A				
1 min	14	13	12	11
20/30 sec	12	11	10	9
10 sec	10	9	8	7

10. SPECIAL FEATURES

NEWSCASTS:	52x	104x	208x	312x	500x
5 min, fixed	20	19	18	17	16

KKIO

1962

NAB RAB

Media Code 4 205 8595 2.00
KACL Radio, Inc., 5386 Hollister Ave., Santa Barbara, Calif. 93111. Phone 805-964-8661.

STATION'S PROGRAMMING DESCRIPTION
KKIO: MUSIC: Country. Top 50 country hits 6-9 am & 4-6 pm M-Sat. AIR PERSONALITIES with community interests. NEWS: network at :60, regional & local in drive times, special reports throughout day; antique news car: 2 mobile units; network news personality, information reports, news specials, bulletins & sports report. Weekends: news & sports at :60. Topical information program 10 am-noon M-Sat. Open mike show with guests & listener participation by phone at noon. Contact Representative for further details. Rec'd 6/3/74.

(This listing continued on next page)

CALIFORNIA

Santa Barbara—K K I O—Continued

1. PERSONNEL
President—Guy S. Erway.
Secy, Prog. Dir.—Joyce Erway.
News Director—Nick Peirce.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
500 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24a, 26, 28c, 29a, 29b, 31, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60c, 60g, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 1 Eff 5/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	30 ti	24 ti	18 ti	12 ti	6 ti
1 min	3.30	3.75	4.00	4.25	4.50
30 sec	2.50	2.75	3.00	3.25	3.50

10 sec: 50% of 1-min.
Fixed position, extra .50.

7. PACKAGE PLANS
TAP—ROS—6 AM-7 PM

PER MO:	30 ti	60 ti	90 ti	120 ti
PER DAY:	1 ti	2 ti	3 ti	4 ti
1 min	99	179	259	339
30 sec	79	149	219	289

10 sec: 50% of 1-min.
Fixed position, extra .50.

8. PROGRAM TIME RATES

PER WK:	15 ti	10 ti	5 ti	1 ti
5 min	14	17	20	23
1/4 hr	22	26	30	34
1/2 hr	32	36	40	44

TERM DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

K R U Z (FM)
1961

R A B N A F M B

Media Code 4 205 8610 9.00
The Schuele Organization, Hotel Carrillo, Chapala and Carrillo Sts., Santa Barbara, Calif. 93101. Phone 805-963-1931

STATION'S PROGRAMMING DESCRIPTION
KRUZ (FM): MUSIC: album, Broadway & show music, vocals & instrumentals in 1/4 hr segments. Each 1/4 hr has approximately 13 min of music plus 2 commercials; classical, daily 8-10 pm. NEWS: network at 4, 5, 6, 7, 8, 9 am, noon, 2, 4, 5, 6, 7, 8, 10 & 11 pm. Regional special features as they happen, local bulletins. Weather reports from surfside harbormaster 8:05 & 9:05 am. SPECIAL FEATURES: audience question of day 4x between 6:30-9:30 am with voting; results at 10 am & throughout day. COMMERCIAL POLICY: maximum of 8 minutes per hour without exception. Rec'd 11/5/73.
1. PERSONNEL
Pres. & Gen'l Mgr.—Carl L. Schuele.
Program Director—Randall Chase.
3. FACILITIES
ERP 105,000 w. (horiz.), 105,000 w. (vert.); 103.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,980 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 24b, 24c, 25a, 28a.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 8/1/75—Rec'd 8/1/75.
AAA—Mon thru Sat 10 am-6 pm.
AA—Mon thru Sat 6-10 am & 6-10 pm.
A—Mon thru Sat 10 pm-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	18	17	16	15	14
AA	14	13	12	11	10
A	7	6	5	4	3

30 sec: 80% of 1-min.

7. PACKAGE PLANS
*TRI-PACKAGE—1/3AAA, 1/3AA, 1/3A

PER WK, 1 MIN:	36 ti	48 ti
Ea	7.50	7.25

(*) 13 wk minimum.
30 sec: 80% of 1-min.

10. SPECIAL FEATURES

	Flat
Evening Concert, Sat Night Pops Concert	25
Cold Cruise Question of the Day, Stock Market, Surfside Harbormaster, Tri-County Calendar, Network News	20

Submitted by Carl L. Schuele.

K T M S
1937

NBC Radio Network

Media Code 4 205 8640 6.00
Santa Barbara News-Press, Drawer NN, News-Press Bldg., Santa Barbara, Calif. 93102. Phone 805-963-1975.

STATION'S PROGRAMMING DESCRIPTION
K'MS: Programmed for mass appeal.
News & information 15%, sports 10%, entertainment, modern MOR music 75%. NEWS: network at :60, 2 hr. morning news block featuring local news, 20 min news block at noon & complete local news coverage in evening, 2 newsmen plus reports from daily newspaper staff. SPORTS: play-by-play major league baseball, local high school & college football. Contact Representative for further details. Rec'd 8/5/75.
1. PERSONNEL
President—Stuart S. Taylor.
General Manager—Malcolm G. Morehouse.
Sales Manager—Albert H. Meyer.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w.; 1250 kc. Directional—same pattern day and night.
Operating schedule: 5:30-2:30 am. PST.
Partial simulcast operation. Simulcast midnight-2:30 am. For non-simulcast facilities see KTMS-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with NBC.

TIME RATES
AM/FM COMBINATION
No. 25 Eff 9/1/75—Rec'd 8/5/75.
AAA—6-10 am.
AA—3-7 pm.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	1x	260x	312x	500x	750x	1000x
CLASS AAA						
1 min	14.00	12.00	11.00	10.00	9.00	8.00
20/30 sec	11.00	9.50	8.50	7.50	7.00	6.50
10/15 sec	8.00	7.00	6.00	5.50	5.00	4.50
CLASS AA						
1 min	12.00	10.00	9.00	8.00	7.50	7.00
20/30 sec	9.50	8.00	7.00	6.50	6.00	5.50
10/15 sec	7.00	6.00	5.50	5.00	4.50	4.00
CLASS A						
1 min	9.00	8.00	7.00	6.50	6.00	5.50
20/30 sec	7.00	6.50	6.00	5.50	5.00	4.50
10/15 sec	5.50	5.00	4.50	4.00	3.50	3.00

10. SPECIAL FEATURES

PER YR:	1x	100x	150x	250x	300x
5 min	13.00	12.40	11.60	10.80	10.00
10 min	19.50	18.60	17.40	16.20	15.00

AM only: 70% of AM/FM combination.
Submitted by Malcolm G. Morehouse.

K T M S-F M
1957

Media Code 4 205 8641 4.00
Santa Barbara News-Press, Drawer NN, News-Press Bldg., Santa Barbara, Calif. 93102. Phone 805-963-1975.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KTMS-FM: Programmed for adults 18-49.
Rock music 85%, news & information, including network every 4 hrs 15%, special reports on cultural events, weather & sports, with music directed to adult audience. Contact Representative for further details. Rec'd 8/5/75.
1. PERSONNEL
Program Director—Robert Senn.
3. FACILITIES
ERP 17,500 w.; 97.5 mc. Stereo.
Operating schedule: 5:30-2:30 am. PST.
Antenna ht.: 2,980 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see KTMS.

TIME RATES
AAA—6-10 am & 3-10 pm.
AA—10 am-3 pm & 10 pm-midnight.
A—Midnight-6 am.

60% of AM/FM combination. See that listing.
Submitted by Malcolm G. Morehouse.

K T Y D K T Y D-F M
1962 1962

Selcom, Inc.

N A B

Media Code 4 205 8655 4.00
Antares Broadcasting Co., 1216 State St., Santa Barbara, Calif. 93101. Phone 805-963-1601.

STATION'S PROGRAMMING DESCRIPTION
KTYD: Programmed for adults 18-49.
MUSIC: album rock incl rock, folk, blues & jazz featuring popular groups. AIR PERSONALITIES handle all segments, with community involvement. NEWS: at :50. COMMERCIAL POLICY: 8 commercial minutes per hour during non-simulcast hours: 10 commercial minutes per hour during simulcast hours. Contact Representative for further details. Rec'd 11/5/73.
1. PERSONNEL
General Manager—Gregory D. Gentling, Jr.
Program Director—Larry Johnson.
Sales Manager—Ross Adkins.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
1,000 w. days; 990 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.
FM-ERP 34,000 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 515 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23b, 23a, 24c, 25a, 27, 28b, 28c.
Contracts: 40a, 41, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 99-4 Eff 1/1/75—Rec'd 6/27/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm & 7 pm-midnight.
A—Mon thru Sun midnight—6 am; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA					
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.00	10.50	9.50	8.50	8.00
CLASS AA					
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.50	9.00	8.00	7.50	6.25
CLASS A					
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	8.00	7.50	6.25	5.50	4.75

7. PACKAGE PLANS
WEEKLY IMPACT

ROS, BTA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	9.00	8.25	7.50	6.75	6.00
30 sec	7.25	6.50	6.00	5.40	4.80

YEARLY—ROS

BTA, 6-1 AM:	500x	1000x
1 min	7.00	6.50
30 sec	5.75	5.25

Edited by Gregory D. Gentling, Jr.

SANTA CLARA

Santa Clara County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

See San Jose
(including Los Altos, Santa Clara)

SANTA CRUZ (1 AM; 1 FM)

Santa Cruz County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

K S C O K S C O-F M
1947 1961

N A B R A B

Subscriber to the NAB Radio Code
Media Code 4 205 8670 3.00
Radio Santa Cruz, 2300 Portola Dr., Box 1080, Santa Cruz, Calif. 95060. Phone 408-475-1080.
1. PERSONNEL
General Manager—C. Vernon Berlin.
2. REPRESENTATIVES
Grant Webb & Company.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 1080 kc.
Directional—night only.
Operating schedule: 5:30 am-11:35 pm weekdays; 7:00 am-11:05 pm Sun. PST.
FM FACILITIES
ERP 24,000 w.; 99.1 mc.
Operating schedule: Same as AM.
Antenna ht.—250 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with The Rep Network.

TIME RATES
No. 3 Eff 6/1/68—Rec'd 5/27/68.
A—All other times.
AA—Mon thru Sat 6-9:30 am & 3:30-6:30 pm.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	36 ti
AA	8.00	7.50	7.00	6.50	6.00
A	6.00	5.50	5.00	4.50	4.00

30 sec: 80% of 1-min. 20 sec: 70% of 1-min.
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%

SANTA MARIA (4 AM; 1 FM)

Santa Barbara County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

K S E E
1961

Media Code 4 205 8730 5.00
Cal Coast Broadcasters, Box 442, 106 S. Lincoln St., Santa Maria, Calif. 93454. Phone 805-922-1777.

STATION'S PROGRAMMING DESCRIPTION
KSEE: Programmed for mass appeal, adults 18-49. MUSIC: top 40 playing hits and selected adult album cuts. AIR PERSONALITIES utilize one on one approach with heavy community involvement. NEWS: at :52, news briefs at :25 in drive times. Local news director with emphasis on local news. Contact Representative for further details. Rec'd 3/28/74.
1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—James C. Mouyeos.
Traffic Manager—Leslie Parsons.
2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES
1,000 w.; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b
Basic Rates: 20b, 21a, 23a, 25a, 28b, 28c, 29b, 30, 33c.
Contracts: 40c, 41, 44b, 46, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Member: Jalco—So/Cal Group.

TIME RATES
Eff ——— Rec'd 2/22/74.
A—Mon thru Sat 6-9 am & 3-6 pm.
B—Mon thru Sat 9 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER	A				B			
WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	6.94	5.76	5.29	4.70	5.06	4.47	3.88	3.29
30 sec	5.29	4.70	4.12	3.53	4.23	3.65	3.06	2.47

7. PACKAGE PLANS
TAP—1/2 TRAFFIC, 1/2 MIDDAY

PER WK, EA:	12 ti	24 ti	48 ti
1 min	5.06	4.47	3.88
30 sec	4.47	3.88	3.41
15 sec	2.94	2.35	1.76

K S M A K S M A-F M
1945 1958

N A B

Subscriber to the NAB Radio Code
Media Code 4 205 8780 2.00
James M. Hagerman and John I. Groom, Box 1240, 110 W. Cypress, Santa Maria, Calif. 93454. Phone 805-925-2582.

STATION'S PROGRAMMING DESCRIPTION
KSMA: Programmed for mass appeal.
MUSIC: MOR. NEWS: local, regional, national & international at :60. Mobile news. News blocks 7:25-8:05 am; 12N-12:20 pm; 6-6:30 pm including all news, weather & sports. Full time local news department. Live play-by-play Pro & U football & basketball. Play-by-play high school & jr. college football & basketball. 4 man sports staff. Spanish language program Sun am & Sun pm. Farm news 6:25 am. 65% Music, 15% Live Sports, 15% News (60% local) & 5% misc. Contact Representative for further details. Rec'd 6/2/72.
1. PERSONNEL
Managers—James (Joe) Hagerman & John I. Groom.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5-12:05 am. PST.
FM-ERP 27,000 w.; 102.5 mc. Stereo.
Operating schedule: same as AM.
4. AGENCY COMMISSION
15/0 net time: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62e.
Cancellation: 71a, 73a.

TIME RATES
Eff 12/1/66—Rec'd 12/5/66.
AA—Mon thru Fri 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
	1 min	30 sec	1 min	30 sec
1 x	11.00	8.80	10.00	8.00
26 x	10.45	8.35	9.50	7.60
65 x	9.90	7.90	9.00	7.20
130 x	9.35	7.45	8.50	6.80
195 x	8.80	7.00	8.00	6.40
260 x	8.25	6.55	7.50	6.00
325 x	7.70	6.10	7.00	5.60
390 x	7.15	5.65	6.50	5.20
520 x	6.60	5.20	6.00	4.80
650 x	6.05	4.75	5.50	4.40

7. PACKAGE PLANS
CLASS AA

PER WK, EA:	10 ti	15 ti	20 ti	25 ti
1 min	9.35	8.80	8.25	7.70
30 sec	7.45	7.00	6.55	6.10

CLASS A

PER WK, EA:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min	8.50	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	6.80	6.40	6.00	5.60	5.20	4.80	4.40

DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—15%
Rateholder: minimum five spots per week.

K U H L
1946

N A B R A B

Subscriber to the NAB Radio Code
Media Code 4 205 8775 0.00
James H. Ranger, Box 166, Santa Maria, Calif. 93454. Phone 805-922-7727.
Studio & Offices: 429 E. Main St., Santa Maria, Calif. 93454

STATION'S PROGRAMMING DESCRIPTION
KUHL: MUSIC: blend of current hits & best from past. SPORTS: major league baseball, pro football, high school football & basketball, auto races. NEWS: network at :60, followed by local with local newsman, news block 7-9 am & 5-6 pm, M-Sat. AIR PERSONALITIES. Traffic reports with 3 mobile units in morning & air watches occasionally. Editorials at frequent intervals. Spanish 5-6 am M-Sat, 5-7 am Sun; Portuguese show Sun 8-9:30 am. Contact Representative for further details. Rec'd 12/27/74.
1. PERSONNEL
General Manager—James H. Ranger.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w.; 1440 kc. Directional—night only.
Operating schedule: 19 hours daily. PST.
4. AGENCY COMMISSION
15/0 time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 13c, 14c, 15b.
Basic Rates: 20a, 22a, 25a, 28b, 28c, 29a, 30.
Contracts: 40c, 44a, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62a.
Cancellation: 70a, 71a, 73a, 73b.

(This listing continued on next page)

Santo Maria—KUHL—Continued

Prod. Services: 81, 82.
Affiliated with ATA Radio Network.

TIME RATES
Eff 7/64—Rec'd 2/1/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	65x	130x	260x	400x
1 min	7.00	6.75	6.50	6.00	5.75	5.25	4.75	4.00
30 sec	5.00	4.75	4.50	4.25	4.00	3.70	3.40	3.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
MONTHLY PACKAGE

PER WK:				
10 ti	6.00	35 ti		4.75
15 ti	5.75	40 ti		4.50
20 ti	5.50	45 ti		4.25
25 ti	5.25	50 ti		4.00
30 ti	5.00			

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	40.00	25.00	18.00	12.00
13 x	57.00	38.00	24.00	16.50	11.50
26 x	54.00	36.00	23.00	15.00	11.00
52 x	50.00	33.00	21.00	13.50	10.50
65 x	47.00	31.00	20.00	12.50	10.00
130 x	43.00	27.00	18.00	12.00	9.50
260 x	39.00	24.00	16.00	11.00	9.00
400 x	35.00	21.00	14.00	10.00	8.00

KZON
1962

Media Code 4 205 8820 4.00
California Broadcast Media, Inc., Box 1116, 306 S. Broadway, Santa Maria, Calif. 93454. Phone 805-922-2181.

1. PERSONNEL
General Manager—Paul Hallock.
Operations Manager—Tony Leon.
Program Director—Don West.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
500 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% on time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24a, 26, 27, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 42c, 44a, 44b, 47b, 49, 51b, 51c.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/74—Rec'd 3/1/74.
A—Mon thru Sat 6-9 am & 3-6 pm.
B—Mon thru Sun 9 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS A						
1 min	5.00	4.80	4.60	4.40	4.20	4.00
30 sec	4.20	4.00	3.80	3.60	3.40	3.20
CLASS B						
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.40	3.20	3.00	2.80	2.60	2.40

7. PACKAGE PLANS
TAP PLAN—1/2A, 1/2B

WK:	1 ti	6 ti	12 ti	16 ti	24 ti	36 ti	50 ti
1 min	4.50	4.30	4.10	3.90	3.70	3.50	3.30
30 sec	3.80	3.60	3.40	3.20	3.00	2.80	2.60
15 sec	2.70	2.50	2.30	2.10	1.90	1.50	1.25

DISCOUNT
13 wk—5% 26 wk—10%

YEARLY BULK PLAN

	500x	750x	1000x
1 min	3.70	3.45	3.20
30 sec	3.00	2.80	2.60

10. SPECIAL FEATURES
Newscasts—per mo, flat 90.00.

SANTA MONICA
Los Angeles County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

SANTA PAULA
Ventura County—Map Location D-9
See SRDS Consumer Markets map and data at beginning of the State

See Oxnard-Ventura
(including Comarillo, Port Hueneme, Santo Poulo)

SANTA ROSA (3 AM; 2 FM)
Sonoma County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KPLS
1964
Subscriber to the NAB Radio Code

Media Code 4 205 8880 8.00
Radio 1150, Inc., Box 6004, Santa Rosa, Calif. 95406. Phone 707-544-1150.
Studio: 238 Coddington Center.

STATION'S PROGRAMMING DESCRIPTION
KPLS: 6 am-7 pm. adult audience. Community programs, local news & traffic, farm & agricultural features, MOR music, network sports & syndicated feature programs. NEWS: local radio-equipped newscar. Local news at :60, plus 8 15-min feature programs daily. SPORTS: high school football, basketball, professional baseball & football, network sports. Contact Representative for further details. Rec'd 6/27/75.

1. PERSONNEL
Station Manager—Richard Turner.
Sales Manager—William Randles.
Community Relations—Magee Lang.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 1150 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Member: California Farm Network.

TIME RATES
Eff 8/1/69—Rec'd 8/12/69.
AA—Mon thru Fri 6-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 WEEK				
1 ti	11.00	8.80	9.00	7.20
5 ti	9.00	7.20	8.00	6.40
10 ti	8.75	7.00	7.75	6.20
20 ti	8.50	6.80	7.50	6.00
30+	8.25	6.60	7.25	5.80
13 WEEKS				
1 ti	10.00	8.00	8.00	6.40
5 ti	8.50	6.80	7.50	6.00
10 ti	7.75	6.20	6.75	5.40
20 ti	7.50	6.00	6.50	5.20
30+	7.25	5.80	6.25	5.00
26 WEEKS				
1 ti	9.00	7.20	7.00	5.60
5 ti	8.00	6.40	6.75	5.40
10 ti	7.50	6.00	6.50	5.20
20 ti	7.25	5.80	6.25	5.00
30+	7.00	5.60	6.00	4.80
52 WEEKS				
1 ti	8.00	6.40	6.50	5.20
5 ti	7.50	6.00	6.25	5.00
10 ti	7.25	5.80	6.00	4.80
20 ti	7.00	5.60	5.75	4.60
30+	6.75	5.40	5.50	4.40

8. PROGRAM TIME RATES

	1x	52x	156x	312x
5 min	16	15	13	12

KSRO
1937

Alan Torbet Associates, Inc.

Subscriber to the NAB Radio Code

Media Code 4 205 8910 3.00
Finley Broadcasting Co., Box 1598, 627 College Ave., Santa Rosa, Calif. 95403. Phone 707-545-3313.

STATION'S PROGRAMMING DESCRIPTION
KSRO: Daytime programming to total adult audience with air personalities. Nighttime personality programs contemporary music to 18-30 target audience. NEWS: 5-min. at :60, headlines at :30. UPI, UPI Audio, local news staff, mobile ground & air units. Weather 4x daily, staff meterologist. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 8/1/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Frank McLaurin.
Sales Manager—Gordon Lofgren.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 1350 kc. Directional—night only.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 net time; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 23a, 24a, 24b, 28b, 28c, 29a, 33c.
Contracts: 40c, 43, 44a, 45, 46, 47c, 49, 51a.
Comb.; Cont Discounts: 60b, 60e, 61c.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.

TIME RATES
No. 27 Eff 1/1/75—Rec'd 12/1/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10-3 pm; Sat 6-noon.
B—Mon thru Fri 7-midnight; Sat noon-Sun midnight.

7. PACKAGE PLANS

PER WK:	AAA 5 ti	AAA 10 ti	AAA 25 ti	AAA 50 ti	AA 5 ti	AA 10 ti	AA 25 ti	AA 50 ti
1 MINUTE								
1 wk	19.60	17.55	15.65	13.70	15.70	14.05	12.60	10.95
13 wk	15.60	14.15	12.50	11.05	12.50	11.35	10.05	8.80
26 wk	13.70	12.40	10.95	9.45	10.95	9.95	8.75	7.60
52 wk	12.05	10.60	9.45	8.25	9.80	8.50	7.60	6.60
	A				B			
1 wk	14.10	12.65	11.30	9.90	11.30	10.10	9.05	8.00
13 wk	11.30	10.15	9.00	7.95	9.00	8.20	7.25	6.35
26 wk	9.90	8.90	7.90	6.80	7.90	7.15	6.30	5.40
52 wk	8.70	7.60	6.80	6.00	6.95	6.10	5.40	4.75

BULK BUYS

	250x	500x	1000x	1500x
AAA	13.05	11.40	9.80	8.20
AA	10.45	9.10	7.80	6.55
A	9.40	8.25	7.05	5.95
B	7.55	6.55	5.65	4.70

TAP—PLAN I

PER WK:	1 min	30 sec
10 ti (3AAA, 3AA, 4A)	133.75	107.00
15 ti (5AAA, 5AA, 5A)	199.15	159.30
20 ti (6AAA, 7AA, 7A)	257 15	205.70
25 ti (7AAA, 9AA, 9A)	292.20	233.75
TAP—PLAN II		
10 ti (2AAA, 3AA, 3A, 2B)	124.55	99.65
15 ti (4AAA, 4AA, 4A, 3B)	186.55	149.24
20 ti (5AAA, 5AA, 5A, 5B)	239.15	191.30
25 ti (5AAA, 7AA, 7A, 6B)	269.85	215.90
50 ti (10AAA, 15AA, 15A, 10B)	476.80	381.44

10 sec: 60% of 1-min.

KVRE
1962

KVRE-FM
1974

Media Code 4 205 8940 0.00
KVRE, Inc., Box 1712, Santa Rosa, Calif. 95403. Phone 707-544-5873.

STATION'S PROGRAMMING DESCRIPTION
KVRE: Target audience 21+.
MUSIC: modern country. Adult personalities. NEWS: at :60 & :30. Staff meteorologist reports twice daily. AP newswire. FARM: 15 min agricultural news daily at 6:30 am. SPORTS: fishing & outdoor sports report at 7:10 am daily. Community bulletin board 3x daily. Contact Representative for further details. Rec'd 12/17/74.

1. PERSONNEL
General Manager—William H. Colclough.
Station Manager—Edward LaFrance.
Sales Manager—Brian D. Mooney.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 1460 kc Directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 1,350 w. (horiz.), 1,350 w. (vert.); 99.3 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 2,000 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 7/1/75.

6. SPOT ANNOUNCEMENTS
TRAFFIC—6-9 AM & 4-7 PM

PER WK:	1 ti	11 ti	21 ti	31 ti	41 ti
1 min	11.70	11.10	10.50	9.90	9.30
30 sec	10.50	9.90	9.30	8.70	8.10
10 sec	8.40	7.92	7.44	6.96	6.48
ALL OTHER TIMES					
1 min	9.75	9.25	8.75	8.25	7.75
30 sec	8.75	8.25	7.75	7.25	6.75
10 sec	7.00	6.60	6.20	5.80	5.40

8. PROGRAM TIME RATES

	1x	11x	21x	31x	41x
5 min	22	20	18	16	14
10 min	40	38	36	34	32
1/4 hr	55	53	51	49	47
1/2 hr	90	88	86	84	82
1 hr	120	118	116	114	112

Edited by Ed LaFrance.

KZST (FM)
1971

RAB

Media Code 4 205 8970 7.00
Redwood Empire Stereocasters, Box 2755, Santa Rosa, Calif. 95405. Phone 707-528-4434.

STATION'S PROGRAMMING DESCRIPTION
KZST (FM): Programmed for adults.
MUSIC: general popular, with emphasis on current hits, film music, showtunes, standards & MOR selections performed by large orchestras, solo instrumentalists & established solo vocalists & choral groups. 80% instrumental, 20% vocal. Music presented in 12-min uninterrupted sets. 2-1/2 hour classical music block Sun afternoons. COMMERCIAL POLICY: 8 minutes maximum per hour. 15 min product protection. NEWS: network at :15. Five 90-sec local news features daily. Contact Representative for further details. Rec'd 4/2/73.

1. PERSONNEL
General Manager—Gordon D. Ziot.
Executive Vice-President—Marvin Sosnick.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 6-1 am daily. PST.
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only; within 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29b, 33d.
Contracts: 40c, 41a, 43, 44b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60b, 60l, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
No. 4 Eff 1/1/75—Rec'd 3/3/75.
AAA—Mon thru Fri 6 am-9 pm; Sat & Sun 9 am-9 pm.
AA—Mon thru Sun 9 pm-1 am; Sat & Sun 6-9 am.

7. PACKAGE PLANS

PER WK:	1 min 6 ti	1 min 12 ti	1 min 24 ti	1 min 36 ti	30 sec 6 ti	30 sec 12 ti	30 sec 24 ti	30 sec 36 ti
1 wk	11.20	10.25	9.40	8.50	8.95	8.25	7.50	6.75
13 wk	9.75	8.85	7.50	7.05	7.80	6.95	6.00	5.65
26 wk	8.65	7.50	7.00	6.70	6.95	6.00	5.50	5.35
52 wk	7.50	6.90	6.35	5.75	6.00	5.50	5.05	4.65

ANNUAL BULK RATES

	1 min 104x	1 min 260x	1 min 500x	1 min 1000x	30 sec 104x	30 sec 260x	30 sec 500x	30 sec 1000x
AAA	9.75	9.35	8.70	7.50	7.80	7.50	6.95	6.05

AA: 80% of AAA.

SEASIDE
Monterey County—Map location C-8
See SRDS consumer market map and data at begining of the State.

KZEN (FM)
1972

Media Code 4 205 8972 2.00
Big Sur Broadcasting Corp., 1998 Fremont St., Seaside, Calif. 93955. Phone 408-394-8525.

STATION'S PROGRAMMING DESCRIPTION
KZEN (FM): 6 am-noon daily religious programming. Noon-6 am daily B & B music, local public affairs. Rec'd 6/2/75.

1. PERSONNEL
General Manager—Leonard Kesselman.
Operations Manager—Vega Roecker.

3. FACILITIES
ERP 680 w. (horiz.) 680 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 570 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10 days.

TIME RATES
No. 4 Eff 10/22/74—Rec'd 11/15/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	300x	500x	1000+
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

Fixed position: Extra 10%.

7. PACKAGE PLANS

PER MO:	1 min 1 ti	1 min 2 ti	1 min 3 ti	1 min 4 ti	30 sec 1 ti	30 sec 2 ti	30 sec 3 ti	30 sec 4 ti
1 mo	120	215	300	385	90	165	215	265
3 mo	115	205	285	370	85	155	205	250
6 mo	110	195	270	355	80	145	195	235
1 yr	105	185	255	340	75	135	185	255

Fixed position: Extra 10%.

SONORA (1 AM; 1 FM)
Tuolumne County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KROG (FM)
1971

Media Code 4 205 8965 5.00
Herold Broadcasting Co., Box 906, Sonora, Calif. 95370 Phone 209-532-7426.
See affiliated AM station for additional information.
AM facilities: KVML.

STATION'S PROGRAMMING DESCRIPTION
KROG (FM): MUSIC: MOR.

1. PERSONNEL
Station Manager—John B. Whitman.

3. FACILITIES
ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 6 am-10 pm. PST.
Antenna ht.: 67 ft. above average terrain.
Partial simulcast operation. Operated separately 1-10 pm. For simulcast facilities see KVML.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 1 Eff 11/1/71—Rec'd 1/27/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	15 ti	20-30
1 min	6.00	5.75	5.50	5.00
30 sec	4.50	4.25	4.00	3.75
10 sec	3.00	2.80	2.70	2.50

KVML
1949
Subscriber to the NAB Radio Code

Media Code 4 205 9000 2.00
Herold Broadcasting Co., Box 906, Mono Highway, Sonora, Calif. 95370. Phone 209-532-7426

STATION'S PROGRAMMING DESCRIPTION
KVML: Programmed for the community.

1. PERSONNEL
General Manager—Joseph L. Herold.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-11 pm. PST.
Partial simulcast operation. Simulcast 6 am-4 pm & 10-11 pm. For non-simulcast facilities see KROG (FM).

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KROG (FM).
Affiliated with KBS.

TIME RATES
Eff 5/1/71—Rec'd 3/23/71.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.50	4.25	4.00	3.75	3.50
10 sec	3.00	2.80	2.70	2.60	2.50

SOUTH LAKE TAHOE
(2 AM; 1 FM)
El Dorado County—Map location C-5
See SRDS consumer market map and data at beginning of the State.

KOWL
1956

NAB

Media Code 4 205 9015 0.00
KOWL, Inc., Box 4100, South Lake Tahoe, Calif. 95729. Phone 702-588-6681.

STATION'S PROGRAMMING DESCRIPTION
KOWL: Programmed for general mass audience interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ken Hildebrandt.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

(This listing continued on next page)

CALIFORNIA

South Lake Tahoe—KOWL—Continued

TIME RATES
No. 7 Eff 7/1/74—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	9.00	8.75	8.50	8.25	8.00
30 sec	8.00	7.75	7.50	7.25	7.00
		156x	312x	500x	1000x
1 min		7.75	7.50	7.20	7.00
30 sec		6.75	6.50	6.25	6.00

PER WK:	20 ti	30 ti	50 ti	70 ti	100 ti
Discount	10%	15%	20%	25%	30%

Earned frequency applies.
Edited by Jack Gregory.

KTHO
1963

NAB

Media Code 4 205 9020 0.00
Emerald Broadcasting Co., Inc., 3351 Lake Tahoe Blvd., South Lake Tahoe, Calif. 95705. Phone 916-544-6471.
Mailing address: Box AM, South Lake Tahoe, Calif. 95705.

STATION'S PROGRAMMING DESCRIPTION
KTHO: Programmed for mass audience appeal.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Norm Hankoff.

3. FACILITIES
1,000 w. days. 500 w. nights; 590 kc. Directional nights only.
500 w. pre-sunrise. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 10 Eff 1/1/75—Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1 ti	26 ti	104 ti	260 ti	520 ti	1040 ti
1 min	10.00	9.45	9.05	8.55	8.10	7.70
30 sec	8.00	7.55	7.25	6.85	6.50	6.15
10 sec	6.00	5.65	5.45	5.15	4.85	4.60

7. PACKAGE PLANS

DISCOUNT, PER WK:	20 ti	30 ti	40 ti	50 ti
Less per spot	.10	.20	.30	.40
	60 ti	70 ti	80 ti	90 ti	100 ti
Less per spot	.50	.60	.70	.80	.90

Earned frequency applies.

KTHO-FM
1966

NAB

Media Code 4 205 9021 8.00
Emerald Broadcasting Co., Inc., 3351 Lake Tahoe Blvd., South Lake Tahoe, Calif. 95705. Phone 916-544-6471.
Mailing address: Box AM, South Lake Tahoe, Calif. 95705.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KTHO-FM: MOR music in 15-min segments.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 493 ft. above average terrain.

TIME RATES
No. 8 Eff 3/5/73—Rec'd 3/6/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
Specified	4.75	3.50	ROS	3.50	2.35

7. PACKAGE PLANS

DISCOUNT, PER WK:	20 ti	30 ti	40 ti	50 ti
Less per spot	.10	.20	.30	.40
	60 ti	70 ti	80 ti	90 ti	100 ti
Less per spot	.50	.60	.70	.80	.90

Minimum 5 spots per wk.

DISCOUNT
26 wk—5% 52 wk—10%
Edited by Norm Hankoff.

STOCKTON (3 AM; 2 FM)

Plus 1 paid cross reference.
San Joaquin County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	18	18	18	14
B	13	16	16	12
C	12	11	13	11
D	11	9	11	9
AVERAGE	14	14	15	12

KCVR
LODI

City of license, Lodi, Calif.
Stockton office — 1814 Telegraph, Stockton, Calif. Phone 209-466-0626.
See listing under Lodi, Calif.

KJAX (FM)
1968

NAB NAFMB

Media Code 4 205 9026 7.00
Joseph Gamble Stations, Inc., 110 N. El Dorado St., Stockton, Calif. 95202. Phone 209-948-9292.
See affiliated AM station for additional information.
AM facilities: KJOY.

1. PERSONNEL
Sales Manager—Natalie Oas.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.
Operating schedule: 24 hours. PST.
Antenna ht.: 186 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with KJOY. See that listing for rates.

TIME RATES
Eff 7/4/75—Rec'd 7/7/75.
AA—Mon thru Fri 10 am-7 pm; Sat & Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12ti	18 ti	24 ti
AA	18	16	14	12
A	14	12	10	8

30 sec: 80% of 1-min. 1D's: 50% of 1-min.
Submitted by Ort J. Lofthus.

KJOY
1947

mcgavren-guild
pgw radio, inc.

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 9030 9.00
Joseph Gamble Stations, Inc., 110 North El Dorado St., Stockton, Calif. 95202. Phone 209-466-2844.
Mailing address: Drawer Y, Stockton, Calif. 95201.

1. PERSONNEL
Pres., Gen'l & Nat'l Sales Mgr. —Ort J. Lofthus.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w.; 1280 kc. Directional—night only.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KJAX (FM).
Affiliated with American Entertainment Network.

TIME RATES
Eff 7/4/75—Rec'd 7/7/75.
AA—Mon thru Fri 6 am-7 pm; Sat & Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12ti	18 ti	24 ti
AA	20	18	16	14
A	16	14	12	10

30 sec: 80% of 1-min. 1D's: 50% of 1-min.

KJOY/KJAX (FM) COMBINATION
KJAX (FM) spots may be placed in any time period.

AA	30	28	26	24
A	24	22	20	18

30 sec: 80% of 1-min. 1D's: 50% of 1-min.
Submitted by Ort J. Lofthus.

KSTN
1949

KSTN-FM
1962

Media Code 4 205 9060 6.00
San Joaquin Broadcasting Co., 2171 Ralph Ave., Stockton, Calif. 95206. Phone 209-948-5786.

1. PERSONNEL
President—Knox Laitue.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1420 kc. Directional.
Operating schedule: 24 hours daily. PST.
FM-ERP 8,900 w.; 107.3 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.—2,250 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time if paid by 10th of following month. Finance charge of 1-1/2% per month charged on balances 30 days past due.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21d, 22a, 23a, 24b, 25a, 28a, 29a, 32c.
Contracts: 40a, 41, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60g, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. G-6 Eff 2/1/67—Rec'd 1/6/67.
AA—Mon thru Sat 6-9:30 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	17.00	15.00	13.00	12.00	11.00	10.00
30/20 sec	14.45	12.75	11.05	10.20	9.35	8.50
1D's	8.50	7.50	6.50	6.00	5.50	5.00

CLASS A

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15.00	13.00	11.00	10.00	9.00	8.00
30/20 sec	12.75	11.05	9.35	8.50	7.65	6.80
1D's	7.50	6.50	5.50	5.00	4.50	4.00

(*) Less than 6 ti.

7. PACKAGE PLANS
PER WK, EA:
15 ti 8 50 ti 6
25 ti 7
All Package Plan spots are broadcast ROS in best times available between 6 am & 10 pm. No fixed position spots allowed in this rate bracket. Affidavits and billing will show only number of spots run in a given day.

DISCOUNT
52 wk—10%

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

	1x	26x	52x	104x	156x	260x
AA	20	19	18	17	16	15
A	18	17	16	15	14	13

Foreign Language Programs
Spanish:
"Anna Maria"—5:00-6:00 am Mon thru Sat and 6:30-7:30 am Sun.
Participations 9.50

KWG
1921

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 9090 3.00
Barnes Enterprises, Inc., 5635 Stratford Circle, Stockton, Calif. 95207. Phone 209-478-6453.

STATION'S PROGRAMMING DESCRIPTION
KWG: Programmed for adults 23-55 years.
MUSIC: big band sound. Minimum 44 minutes of music per hour. NEWS: extended local coverage, augmented with network, AP. Agricultural digest 6-6:30 am. Contact Representative for further details. Rec'd 4/5/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dave Williams.
Production Director—Jim Pace.
Prog. & Oper. Dir.—Denny Kirwan.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operation schedule: 6 am-midnight daily. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Affiliated with ATA Radio Network.

TIME RATES
No. 1 Eff 2/1/73—Rec'd 2/27/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
ROS—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE

	1x	26x	52x	156x	260x	312x	520x
AA	14.00	13.00	12.00	11.00	10.00	9.00	8.00
ROS	12.00	11.00	10.00	9.00	7.75	7.00	5.75

30 SECONDS

AA	11.25	10.50	9.50	8.75	8.00	7.25	6.25
ROS	9.50	8.75	8.00	7.25	6.25	5.50	5.00

7. PACKAGE PLANS

1 MINUTE

PER WK:	12 ti	18 ti	24 ti	36 ti	48 ti
AA	10.00	9.50	9.00	8.50	7.50
ROS	8.00	7.50	7.00	6.50	6.00

30 SECONDS

AA	8.00	7.50	7.00	6.50	6.00
ROS	6.50	6.00	5.50	5.00	4.50

8. PROGRAM TIME RATES

SUN 6 AM-NOON:	1x	13x	26x	52x
1 hr	125	95	85	75
1/2 hr	70	60	50	40
1/4 hr	50	40	30	25

10. SPECIAL FEATURES

NEWS:	52x	104x	260x	520x	780x	1040x
AA	18.00	16.00	15.00	13.50	12.00	10.50
ROS	15.00	13.00	12.00	10.50	9.00	7.50

Incl open & close plus 1 1-min spot.

SUSANVILLE

Lassen County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KSUE
1946

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 9120 8.00
Radio Lassen, 999 Chestnut, Susanville, Calif. 96130. Phone-916-257-2121.

1. PERSONNEL
Owner/Manager—Cecil Webb.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
1,000 w. days; 250 w. night; 1240 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
No. 2C Eff 11/1/72—Rec'd 12/4/72.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK:	Times 5	10	15	20	25	30	40	50
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	4.00	3.50	3.25	3.00	2.80	2.70	2.60	2.50

PER MO:	Times 30	45	60	75	100	150	200	300
1 min	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00
YR:	150x	312x	365x	500x	750x	1000x	2500x	
1 min	3.50	3.00	2.80	2.75	2.60	2.50	2.35	
30 sec	3.00	2.80	2.60	2.45	2.35	2.25	2.10	

10. SPECIAL FEATURES
5-MINUTE NEWS SPONSORSHIP

PER MO:	Mon-Sat	*Mon-Sun
7:30-8 am, 12:30-12:45 pm, 4:30-6:15 pm	125-135	135
9 am-4 pm, rotating	100-108	110

(*) Flat.
Incl open & close plus 1-min spot.
Edited by Cecil Webb.

TAFT

Kern County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KTKR
1946

Media Code 4 205 9150 5.00
Mann Broadcasting Co., Box "WW", Taft, Calif. 93268. Roger 5-6101.

1. PERSONNEL
Owner & Gen'l Mgr.—Louise E. Mann.

3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective September 1, 1959.
Rates received September 16, 1959.
Rev. (30 sec. & 10 sec.) rec'd August 31, 1961.

6. SPOT ANNOUNCEMENTS

	(*)	30 sec	10 sec
1 ti	5.00	3.75	2.50
13 ti	4.75	3.55	2.40
26 ti	4.50	3.40	2.25
52 ti	4.25	3.20	2.15
104 ti	4.00	3.00	2.00
156 ti	3.75	2.80	1.85
260 ti	3.50	2.60	1.75
312 ti	3.25	2.40	1.65

(*) 1 minute or less.

7. PACKAGE PLANS
ANNOUNCEMENT PACKAGES

PER WK:	1 min	30 sec		1 min	30 sec
1 ti	5.00	3.75	20 ti	4.00	2.75
5 ti	4.75	3.50	25 ti	3.75	2.50
10 ti	4.50	3.25	30 ti	3.50	2.25
15 ti	4.25	3.00			

10 seconds—50% of 1-minute rate.

THOUSAND OAKS
(1 AM; 1 FM)

Ventura County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KGOE
1971

Media Code 4 205 9175 2.00
Conejo Broadcasting, Inc., 2524 Townsgate Rd., Westlake Village, Calif. 91361. Phone 805-497-8511.

1. PERSONNEL
President—Gerald McLevis.
Vice-Pres. & Gen'l Mgr.—Jay Raymond.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
500 w. days; 850 kc. Directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 15d, 16.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25c, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, *33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47c, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60h, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
(*) 10 spots per wk.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10a Eff 10/1/74—Rec'd 10/29/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm & 7 pm-midnight.

7. PACKAGE PLANS
CONTINUED USE PLANS—GUARANTEED

CLASS AA

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	12.00	10.75	9.50	8.25	7.00
30 sec	10.25	9.00	7.75	6.50	5.25

CLASS A

1 min	10.75	9.50	8.25	7.00	5.75
30 sec	8.75	7.75	6.75	5.75	4.75

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
1 ti, per wk 15.00 6+, per wk 13.00
Edited by Jay Raymond.

KNJO (FM)
1963

Media Code 4 205 9210 7.00
KNJO, Inc., Box 1348, Thousand Oaks, Calif. 91360. Phone 805-495-2124, 2125.

1. PERSONNEL
Chairman of the Board—John H. Poole.
Pres. & Gen'l Mgr.—Alan Fischler
Operations Manager—Barbara Bouyet.

2. REPRESENTATIVES
Selcom, Inc.

(This listing continued on next page)

3. FACILITIES
ERP 3000 w.; 92.7 mc. Stereo.
Operating schedule: 18 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28c.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a, 60c, 60h.
Cancellation: 70a, 70c, 71e.
Prod. Services: 80, 81, 82.

TIME RATES
No. 10 Eff 9/1/73—Rec'd 8/22/73.
AAA—Mon thru Fri 6-10 am & 3-7:30 pm; Sat 10 am-6 pm; Sun noon-1 pm.
AA—Mon thru Fri 10 am-3 pm & 7:30-10 pm; Sat 8-10 am & 6-10 pm; Sun 8 am-noon.
A—Mon thru Fri 10 pm-midnight; Sat & Sun 6-8 am & 10 pm-midnight.

7. PACKAGE PLANS
ANNUAL VOLUME PLAN

	52x	104x	260x	500x	750x	1000x	1500+
1 min	8.25	8.00	7.50	7.25	7.00	6.50	6.00
30 sec	6.60	6.40	6.00	5.80	5.60	5.20	4.80
10 sec	4.10	4.00	3.75	3.60	3.50	3.25	3.00

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	8.25	8.00	7.00	6.50	6.00
30 sec	6.60	6.40	6.00	5.20	4.80
10 sec	4.10	4.00	3.75	3.25	3.00

PER MO. EA:	1 min 30 sec	10 sec
50 ti	7.25	5.80	3.65
75 ti	7.00	5.60	3.50
100 ti	6.50	5.20	3.25

All plans are ROS. Annual volume plan receives retroactive discounts as earned; subject to short rate. Fixed position, extra 1.00.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	53	35	27	24	18
13 x	51	34	26	22	16
26 x	48	33	25	21	15
52 x	46	32	24	20	14

10. SPECIAL FEATURES

PER WK. EA:	5 ti	10 ti	15 ti	20 ti	25 ti
5-min newscast	14	13	12	11	10

TRACY

San Joaquin County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KSRT (FM)

1966
Media Code 4 205 9240 4.00
KSRT Broadcasting, Inc., 346 S. El Dorado St., Stockton, Calif. 95203. Phone 209-463-9663.
STATION'S PROGRAMMING DESCRIPTION
KSRT (FM): 100% Spanish language programming.
1. PERSONNEL
General Manager—Augustin Soto, Sr.
3. FACILITIES
ERP 2,500 w.; 100.9 mc. Stereo.
Operating schedule: 7 am-9 pm. PST.
Antenna ht.: 350 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
No. 3 Eff 3/1/75—Rec'd 5/2/75.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	624x	1000x
1 min	6.90	6.80	6.70	6.60	6.50	6.40	6.30	6.20
30 sec	5.15	5.05	4.95	4.85	4.75	4.65	4.55	4.45

10 sec: 50% of 1-min.
10. SPECIAL FEATURES

PER YR:	1x	26x	52x	156x	260x	312x
5-min news	11.50	10.35	9.75	8.65	8.05	7.50

Edited by Augustin Soto, Sr.

TRUCKEE (1 AM; 1 FM)

Nevada County—Map Location C-4.
See SRDS consumer market map and data at beginning of the State.

KNLT (FM)

1970
Media Code 4 205 9260 2.00
Scope Recording and Broadcast Co., Box 846, 4 Palisades Dr., Truckee, Calif. 95734. Phone 916-587-3871.
1. PERSONNEL
General Manager—Deno Kannes.
3. FACILITIES
ERP 1,700 w. (horiz.) 1,700 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 380 ft. above average terrain.
4. AGENCY COMMISSION
15% time and talent: 2% cash discount.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 8/9/71.
AAA—Mon thru Sat 6 am-9 pm.
AA—Mon thru Sat 9 pm-6 am; Sun all day.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
CLASS AAA								
1 min	5.00	2.50	2.40	2.25	2.15	2.00	1.80	1.70
30 sec	4.00	2.00	1.90	1.80	1.70	1.60	1.50	1.40
CLASS AA								
1 min	4.00	2.00	1.90	1.80	1.70	1.60	1.50	1.40
30 sec	3.20	1.80	1.55	1.40	1.35	1.30	1.20	1.15

7. PACKAGE PLANS

PER WK:	3 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
AAA	4.00	3.80	3.55	3.25	3.00	----	----	----
AA	3.20	3.00	2.80	2.60	2.40	2.20	2.00	1.80

PER MO, BTA:	1 min	30 sec
50 ti	1.60	1.20
100 ti	1.40	1.15

ANNUAL DISCOUNT

	52x	104x	156x	208x	300x	500x	1000x
Plan rate	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti

KTRT

1959
Media Code 4 205 9270 1.00
Trans-Sierra Broadcasters, Inc., Box 1400, Truckee, Calif. 95734. Phone 916-587-3332.
STATION'S PROGRAMMING DESCRIPTION
KTRT: Programmed for adults and young adults.
1. PERSONNEL
Pres. & Gen'l Mgr.—Herbert G. Crenshaw.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-10 pm. PST.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/72—Rec'd 4/17/72.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	4.00	3.90	3.80	3.70	3.60
30 sec	3.20	3.12	3.04	2.96	2.88
10 sec	2.00	1.95	1.90	1.85	1.80
		25 ti	30 ti	35 ti	40 ti
1 min		3.50	3.40	3.30	3.20
30 sec		2.80	2.72	2.64	2.56
10 sec		1.75	1.70	1.65	1.60

CONTRACT DISCOUNT
13 wk—2% 26 wk—5% 52 wk—10%

10. SPECIAL FEATURES

5-MIN NEWS:	1x	13x	26x	52x	104x
Ea	10.00	9.00	8.00	7.00	6.00
		156x	260x	520x	1040x
Ea		5.00	4.50	4.00	3.50

TULARE (2 AM; 2 FM)

Plus 1 paid cross reference.
Tulare County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KBOS (FM)

1965
NAB
Media Code 4 205 9285 9.00
Pappas Electronics, Inc., Box 444, Tulare, Calif. 93274. Phone 209-686-3406.
See affiliated AM station for additional information.
AM facilities: KGEN.
STATION'S PROGRAMMING DESCRIPTION
KBOS (FM): MUSIC: top 40.
3. FACILITIES
ERP 850 w. (horiz), 850 w. (vert); 94.9 mc. Stereo.
Operating schedule: 5:00 am-midnight. PST.
Antenna ht.: 2,550 ft. above average terrain.
Partial simulcast operation. Newscasts only. For simulcast facilities see KGEN.

TIME RATES
Rates are identical to KGEN. See that listing.

KCOK

1946
NAB
Subscriber to the NAB Radio Code
Media Code 4 205 9300 6.00
KCOK, Inc., Box 119, Tulare, Calif. 93274. Phones 209-686-2866; Visalia 209-732-3750.
STATION'S PROGRAMMING DESCRIPTION
KCOK: Programmed for adults and young adults.
1. PERSONNEL
Pres. & Gen'l Mgr.—Keith Munger.
2. REPRESENTATIVES
San Francisco—The Sandeberg-Glenn Company.
Los Angeles—Harlan G. Oakes, Inc.
New York, Chicago—The Devney Organization, Inc.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.
Memphis—C. K. Beaver & Associates, Inc.
3. FACILITIES
5,000 w.; 1370 kc. Directional—night only.
Operating schedule: 5 am-11 pm. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 2/1/73—Rec'd 2/16/73.
6. SPOT ANNOUNCEMENTS

	1x	50x	104x	260x	520x	1000x
1 min	9.00	7.50	6.50	6.00	5.25	4.25
30 sec	7.25	6.00	5.00	5.25	4.25	3.00
10 sec	4.50	4.00	3.25	3.00	2.75	2.00

	1 min	30 sec	10 sec
6:30-9 am, noon-1 pm & 5-6:30 pm	7.50	6.00	3.50

7. PACKAGE PLANS
WEEKLY SATURATION

	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	7.50	7.25	6.50	6.00	5.50	5.00
30 sec	6.00	5.25	5.00	4.50	4.25	4.00
10 sec	4.00	3.50	3.25	3.00	2.75	2.50

10. SPECIAL FEATURES
1 min local news 9.00
Edited by Keith Munger.
(CR)

KGEN

1957
NAB
Subscriber to the NAB Radio Code
Media Code 4 205 9330 3.00
Pappas Electronics, Inc., Box 444, Tulare, Calif. 93274. Phone 209-686-3406.
STATION'S PROGRAMMING DESCRIPTION
KGEN: MUSIC: modern country western.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Pete Pappas.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Newscasts only, simulcast during daytime operational hours. For non-simulcast facilities see KBOS (FM).
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
FM facilities: KBOS (FM).
Member: National Agriadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 4/1/74—Rec'd 2/28/74.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	5.75	4.60	156 x	4.50	3.60
13 x	5.65	4.50	260 x	4.25	3.40
26 x	5.50	4.40	520 x	4.00	3.20
52 x	5.25	4.20	1000 x	3.50	2.80
104 x	5.00	4.00			

10 sec: 50% of 1-min (double frequency).
Mexican & Portuguese—1 min. 5.50; 30 sec 4.50.
7. PACKAGE PLANS
OPERATION SUPER SELL—10 DAYS

	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	5.25	5.00	4.50	4.25	4.00	3.50
30 sec	4.20	4.00	3.60	3.40	3.20	2.80

OPERATION SUPER SELL—30 DAYS

	30 ti	60 ti	90 ti	120 ti	180 ti
1 min	5.00	4.50	4.25	4.00	3.50
30 sec	4.00	3.60	3.40	3.20	2.80

AM/FM can combine for an earned rate discount.

KONG

VISALIA
City of license, Visalia, Calif.
Considered by American Informat'sw Network as their Visalia-Tulare outlet.
See listing under Visalia, Calif.

KWSM (FM)

1964
NAB
Media Code 4 205 9345 1.00
KWSM (FM), Box 119, Tulare, Calif. 93274. Phone 209-686-2866.
STATION'S PROGRAMMING DESCRIPTION
KWSM (FM): MUSIC: MOR contemporary.
1. PERSONNEL
President—Keith Munger.
3. FACILITIES
ERP 840 w. (horiz.), 840 w. (vert.); 106.7 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 2,550 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 8/30/73.
6. SPOT ANNOUNCEMENTS
1 min 3.50 30 sec 2.50

TURLOCK

Stanislaus County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KCEY

1949
NAB R·A·B
Subscriber to the NAB Radio Code
Media Code 4 205 9360 0.00
Central California Broadcasters, Inc., Box 170, Quincy Rd., Turlock, Calif. 95380. Phone 209-632-1390.
STATION'S PROGRAMMING DESCRIPTION
KCEY: Programmed for general interest.
MUSIC: modern country. 9 AIR PERSONALITIES handle all segments. NEWS: 2 min highlights at :58, 15 min at 7 am, 5 min at 8 & 9 am; 2 mobile news units; network at :30. Weather at :15; farm & weather 6:40-7 am & 7:25-7:30 am. Portuguese 5:30-6:30 am; swap shop 10:40 am, 1:10 & 4:10 pm; club calendar 9:40, 11:10 am & 2:10 pm; ski reports 11 am, 2, 5, & 7 pm. High school SPORTS play-by-play. Contact Representative for further details. Rec'd 3/25/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—J. M. Milt Hall.
Station Manager—Rex L. Hall.
Farm Director—Buck Clausen.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
5,000 w.; 1390 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. PST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a.
Contracts: 40a, 41, 42a, 45, 46, 49.
Comb. Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/15/74—Rec'd 10/1/74.
AAA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm; Sat 7 am-2 pm; Sun 10 am-5 pm.
AA—Mon thru Fri 5-6 am, 10 am-noon, 1-3 pm & 7-9 pm; Sat 5-7 am & 2-9 pm; Sun 5-10 am & 5-10 pm.
A—Mon thru Sun 9 pm-midnight.
6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	10.00	8.00	8.50	6.80	5.15	4.10
6 ti	9.50	7.60	8.10	6.50	4.90	3.90
12 ti	8.90	7.10	7.60	6.10	4.60	3.70
18 ti	8.30	6.65	7.10	5.70	4.30	3.45
24 ti	7.70	6.15	6.55	5.25	3.95	3.15

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
30 ti	7.10	5.70	6.05	4.85	3.65	2.90
36 ti	6.50	5.20	5.55	4.45	3.35	2.70
48 ti	5.90	4.70	5.05	4.05	3.05	2.45

15 sec: 60% of 1-min, ROS/BTA, end rate 1.55.
7. PACKAGE PLANS
7-DAY SALESMAKER PLAN—ROS/BTA

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	8.30	7.90	7.40	6.90	6.40	5.90	5.40	4.90
30 sec	6.65	6.30	5.90	5.50	5.10	4.70	4.30	3.90

PER YR:	250x	500x	750x	1000x
1 min	6.25	5.90	5.65	5.30
30 sec	5.00	4.70	4.50	4.25

ANNUAL PLAN

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
250 x	7.75	6.20	6.20	5.05	3.75	3.00
500 x	7.35	5.90	5.95	4.75	3.55	2.85
750 x	7.00	5.60	5.70	4.55	3.40	2.70
1000 x	6.60	5.30	5.35	4.30	3.20	2.55

15 sec: 60% of 1-min. ROS/BTA, end rate 1.55.
Specific times: Extra 10%.
Station will provide BTA with 30%-50%-20% AAA+AA+A guaranteed on ROS/BTA plans.
Submitted by J. M. Hall.
(D)

TWENTYNINE PALMS

(1 AM; 1 FM)
San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

KDHI KQYN (FM)

1961 1965
Media Code 4 205 9390 7.00
Hi-Desert Broadcasting Corp., Box 903, Twentynine Palms, Calif. 92277. Phone 714-367-3535.
1. PERSONNEL
Pres. & Gen'l Mgr.—Art Sipherd.
2. REPRESENTATIVES
Call collect 714-367-3535.
3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 5,000 w.; 95.7 mc.
Operating schedule: 5:45 am-10:15 pm. PST.
Antenna ht.: 190 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/1/75—Rec'd 7/8/75.
7. PACKAGE PLANS

PER YR:	1x	52x	104x	208x	400x	750x	1000x	1500+
1 min	4.95	4.85	4.65	4.45	4.25	4.05	3.95	3.80
30 sec	4.45	4.35	4.15	3.95	3.75	3.55	3.45	3.30
10 sec	4.15	4.05	3.85	3.65	3.45	3.25	3.15	3.00

SATURATION PLANS

WITHIN 7 DAYS:	15 ti	30 ti	40 ti	50 ti
1 min	4.75	4.30	4.15	4.00
30 sec	4.30	3.80	3.65	3.50

10. SPECIAL FEATURES
LOCAL NEWSCASTS
(Minimum contract 3 months—7, 8 am, noon & 4 pm)

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
Per mo	35	70	105	140	175	210

Submitted by Art Sipherd.

UKIAH (1 AM; 1 FM)

Mendocino County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KLIL (FM)

1966
NAB
Subscriber to the NAB Radio Code
Media Code 4 205 9425 1.00
K-LIL, Inc., Box 389, North State St., Ukiah, Calif. 95482. Phone 707-462-1451.
1. PERSONNEL
General Manager—Woodrow W. White.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
ERP 7,100 w. (horiz.), 1,750 w. (vert.); 94.5 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1,090 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time and talent: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 5/19/73.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	13 ti	26 ti	52 ti	104 ti
1 min	5.50	5.25	5.00	4.50	4.00
30 sec	4.50	4.25	4.00	3.50	3.00

10. SPECIAL FEATURES
NEWS

PER WK:	2 ti	5 ti	7 ti
5 min	8.00	7.00	6.50

KUKI

1950
R·A·B
Media Code 4 205 9450 9.00
Daniel S. & Elma J. Cubberly, Box 638, Ukiah, Calif. 95482. Phone 707-462-4771.
1. PERSONNEL
Owner & Gen'l Mgr.—Dan Cubberly.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.

(This listing continued on next page)

CALIFORNIA

Ukiah—K U K I—Continued

4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/66—Rec'd 4/14/66.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	5.50	5.25	4.95	4.70	4.40	4.15	3.85
30 sec	4.40	4.25	4.00	3.75	3.55	3.30	3.10

10. SPECIAL FEATURES
NEWSCASTS

PER WK, 52 WK:	2 ti	3 ti	5 ti
5 min	8.35	7.80	7.30
10 min	12.90	12.00	11.40
1/4 hr	16.80	16.20	15.00

VACAVILLE

Solano County—May Location B-5
See SRDS consumer market map and data at beginning of the State.

K U I C (FM)

1973

RAB

Media Code 4 205 9465 7.00
Donnelly C. Reeves, Gene Ragle, Henry Gonzales, Wesley Meyers, dba KPOP Radio, 406 Main St., Vacaville, Calif. 95688. Phone 707-446-0200.

STATION'S PROGRAMMING DESCRIPTION
KUIC (FM): Programmed for adults & young adults. MUSIC 83%; MOR M-Sat 6 am-10 pm, Sun 7 am-9 pm. NEWS 17%: network 52% at :15 & :55; local 48% at :20. UPI wire. Stock market at 8:20 am. SPORTS 1.5%; network 60%, local 40%. 7:30 am, 12:25 & 5:25 pm. Professional football & baseball. FARM: 5-min at 6:30 am. Rec'd 3/27/75.

1. PERSONNEL
President—Donnelly C. Reeves.
Managing Partner—Gene Ragle.
Station Manager—John Hart.
3. FACILITIES
ERP 2,850 w. (horiz.), 2,850 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 6:30 am-10 pm. PST.
Antenna ht.: 205 ft. above average terrain.
4. AGENCY COMMISSION
15/9 time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 601, 61a, 61b, 62a.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
Affiliated with MBS.

TIME RATES
No. 1 Eff 5/1/73—Rec'd 7/26/73.

6. SPOT ANNOUNCEMENTS

	1095x	624x	312x	156x	104x
1 min	3.25	3.70	4.00	4.40	4.75
30 sec	2.50	2.75	3.05	3.35	3.50
10 sec	1.60	1.85	2.05	2.25	2.45
		52x	26x	13x	1x
1 min		5.05	5.50	5.65	5.90
30 sec		3.65	3.95	4.15	4.30
10 sec		2.55	2.75	2.85	3.00

7. PACKAGE PLANS
SPECIAL PACKAGES—ROS

I DAY:	1 min	30 sec	10 sec
10-20 ti	4.30	3.25	2.15
10 DAYS:			
50-70 ti	4.20	3.20	2.10
70-100 ti	4.00	3.00	2.00

10. SPECIAL FEATURES
3 MINUTE LOCAL NEWS

ROS:	1095x	624x	312x	156x
1 x	4.30	4.80	5.20	5.50

SERVICE MESSAGES—1 YEAR MAXIMUM

ROS:	2000x	730x	365x
1 x	1.10	1.20	1.30

(CR)

Submitted by John Hart.

VALLEJO (1 AM)

Plus 1 paid duplicate.
Solano County—Map Location B-5
See SRDS Consumer Markets map and data at beginning of the State.

K N B A

1947

NAB

Media Code 4 205 9480 6.00
KNBA, Inc., 3267 Sonoma Blvd., Vallejo, Calif. 94591. Midway 4-8944.

1. PERSONNEL
Pres. & Gen'l Mgr.—Louis J. Ripa.
2. REPRESENTATIVES
Sara'H/Gates, Inc.
3. FACILITIES
1,000 w.; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 5.
Contracts: 40a, 46.
Affiliated with MBS.
Member: California Farm Network.

TIME RATES
Eff 3/21/70—Rec'd 3/26/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	100x	300x	600+
1 min	8.50	8.10	7.80	7.50	7.00	6.00

30 sec: 80% of 1-min.

7. PACKAGE PLANS
SATURATIONS

10 ti	72	20 ti	120
15 ti	100	25 ti	140

8. PROGRAM TIME RATES

	1x	13x	26x	52x	100x	300+
1 hr	50.00	47.50	45.00	42.50	38.50	34.50
1/2 hr	30.00	28.50	27.00	25.50	23.00	20.50
1/4 hr	20.00	19.00	18.00	17.00	15.25	13.50

K V O N

1947
NAPA

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Napa, Calif.)
Media Code 4 205 4860 4.00
Young Radio, Inc., 1124 Foster Rd., Napa, Calif. 94558. Phone 707-452-1440.

STATION'S PROGRAMMING DESCRIPTION
KVON: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas L. Young.
News Director—Pat Stanley.
Sales Manager—George Carl.
2. REPRESENTATIVES
Radio Time Sales/International.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 1440 kc.
Directional—day and night.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 7-G Eff 4/1/74—Rec'd 4/8/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Sun thru Sat 10 am-3 pm.
B—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	3 ti	10 ti	15 ti	20 ti
	CLASS AAA				
1 wk	15.00	14.50	14.00	13.00	12.00
13 wk	14.50	14.00	13.00	12.00	11.00
52 wk	14.00	13.00	12.00	11.00	10.00
	CLASS AA				
1 wk	13.00	12.50	12.00	11.00	10.50
13 wk	12.50	12.00	11.00	10.00	9.50
52 wk	11.00	10.00	9.00	8.00	7.50
	CLASS A				
1 wk	10.00	9.50	9.00	8.00	7.50
13 wk	9.50	9.00	8.00	7.00	6.50
52 wk	8.00	7.00	6.00	5.00	4.50
	CLASS B				
1 wk	7.00	6.50	6.00	5.00	4.50
13 wk	6.50	6.00	5.00	4.00	3.50
52 wk	5.00	4.00	3.00	3.00	3.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(D)

VENTURA

Ventura County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See Oxnard-Ventura
(including Port Hueneme; Santa Paula)

VICTORVILLE (1 AM)

Plus 1 paid cross reference
San Bernardino County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

K A V R

APPLE VALLEY
City of license, Apple Valley, Calif.
See listing under Apple Valley, Calif.

K C I N

1961

NAB

Subscriber to the NAB Radio Code
Media Code 4 205 9540 7.00
Top Dial Broadcasters, Inc., Green Tree Inn, Box AF, Victorville, Calif. 92392. Phone 714-245-8635.

1. PERSONNEL
General Manager—Galen George.
2. REPRESENTATIVES
West Coast—Bill Dahlsten & Associates.
Midwest, East—PRO/Meeker Radio.
3. FACILITIES
500 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with The Rep Network.

TIME RATES
No. 10 Eff 4/1/71—Rec'd 5/21/71.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	104x
1 min	5.35	4.85	4.25	3.75	3.45
30 sec	4.25	3.85	3.40	2.95	2.80
15 sec	3.35	2.95	2.65	2.20	2.20
	208x	312x	600x	1000x	1500x
1 min	3.20	3.10	2.90	2.65	2.50
30 sec	2.65	2.45	2.30	2.15	2.00
15 sec	2.00	1.90	1.80	1.65	1.50

May be combined to earn frequency discounts.

7. PACKAGE PLANS
SATURATION PACKAGE—WITHIN 7 DAYS

PER WK, EA:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min	3.30	3.15	3.05	2.90	2.75	2.65	2.55
30 sec	2.90	2.80	2.65	2.55	2.40	2.30	2.20
15 sec	2.40	2.30	2.20	2.10	1.95	1.80	1.70

10. SPECIAL FEATURES
5-min newscast at :55, 6 consec. days per wk, 13 wk minimum schedule.

PER DAY:	1 ti	2 ti	5 ti	8+
Ea	7	6	5	4

VISALIA (1 AM; 1 FM)

Plus 1 paid cross reference.
Tulare County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

K C O K

TULARE
City of license, Tulare, Calif.
Considered by the MBS Radio Network as their Tulare-Visalia outlet.
See listing under Tulare, Calif.

K O N G

1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 205 9570 4.00
Air Waves, Inc., Box 3329, 2200 W. Main St., Visalia, Calif. 93277. Phone 209-734-5811.

STATION'S PROGRAMMING DESCRIPTION
KONG: Programmed for adults 18-49 years.
5 min news hourly, network and local. Personalities play standard pop middle-of-the-road music 6 am-7 pm, includes news and sports coverage, weather, plus road conditions, travel tips, ski and fishing reports, notes of club events. FARM: 6:20 am and 12:25 pm, includes frost warnings, pest control, drying, river and dam storage reports. 1 man and mobile unit plus stringers. SPORTS: local high schools and college live coverage. Teen show nightly 7-11 pm, rock and roll, 11 pm-12M, uninterrupted standard music. Spanish language 4:30-6 am. Contact Representative for further details. Rec'd 3/26/73.

1. PERSONNEL
General Manager—Harry E. Layman.
Sales Manager—Carl L. Switzer.
2. REPRESENTATIVES
J. A. Lucas Company, Inc./JALCO.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 4:30 am-midnight. PST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 13d, 14d.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 601, 61c.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Member: Jalco-No/Cal Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 7/1/74—Rec'd 6/17/74.
AA—Mon thru Sun 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

YR:	1x	100x		250x	500x	750x	1000x
WK:	10 ti	20 ti	30 ti	40 ti	50 ti	.....	.....
	CLASS AA						
1 min	6.00	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	4.50	4.15	3.95	3.75	3.55	3.40	3.20
	CLASS A						
1 min	4.80	4.40	4.20	4.00	3.80	3.60	3.50
30 sec	4.25	3.90	3.70	3.55	3.35	3.20	3.00

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	52x	156x	260x	312x
1 hr	46.75	43.25	.....	.....	.....
1/2 hr	27.25	25.25	23.00	.....	.....
1/4 hr	19.50	18.00	16.50	15.00	.....
10 min	15.60	14.40	13.20	12.00	11.40
5 MIN:					
AA	9.75	9.00	8.25	7.50	7.10
A	7.80	7.20	6.60	6.00	5.70

COMBINABILITY
Programs and 1-min and 30-sec spots combinable to earn discounts. Any 2 or more program units of 5 minutes or more, broadcast on same day for same sponsor, may be combined to earn frequency discount.

10. SPECIAL FEATURES
Spanish Language—4:30-6 am, talent fee extra 20%.
(CR)

K O N G-F M

1961

NAB RAB NAFMB

Media Code 4 205 9571 2.00
Air Waves, Inc., Box 3329, 2200 W. Main St., Visalia, Calif. 93277. Phone 209-732-1350.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KONG-FM: Programmed for general interest and mass appeal.
MUSIC: Standard. Minimum interruptions with 3 min. infocast on quarter hours. Format approximately 90% music. 10% news, weather and information. COMMERCIAL POLICY: limited to 8 minutes per hour. Contact Representative for further details. Rec'd 2/1/74.

3. FACILITIES
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: 7 am-midnight. PST.
Antenna ht.: 960 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x
1 min	5.00	4.75	4.50	4.00	3.50
30 sec	4.00	3.75	3.50	3.00	2.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60.00	45.00	35.00	7.00
13 x	58.00	43.00	33.00	6.50
26 x	54.00	40.00	31.00	6.25
52 x	50.00	37.00	29.00	6.00
104 x	46.00	34.00	27.00	5.75
156 x	42.00	32.00	25.00	5.50
208 x	38.00	28.00	23.00	5.00
260 x	34.00	24.00	20.00	.....
312 x	30.00	22.00	18.00	.....

VISTA

San Diego County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

K M L O

1967

NAB RAB

Media Code 4 205 9585 2.00
North County Broadcasting Co., Inc., Box 1000, 2766 N. Santa Fe, Vista Calif. 92083. Phone 714-724-8333.
Other Office: 1551 S. Escondido Blvd., Escondido, Calif.

STATION'S PROGRAMMING DESCRIPTION
KMLO: Programmed for active adults 18-49.
MUSIC: adult contemporary, controlled balance of current MOR hits, new music & top hits of recent year. NEWS: 7 min hourly; news facilities include radio equipped mobile cruiser, fixed wing airplane, UPI wire service. County wide traffic reports during commuting hours through network radio patrol cars & aircraft. Rec'd 8/19/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene Alfred.
Mary Wilcox, 15910 Ventura Blvd., Encino, Calif. Phone 213-986-5326.
3. FACILITIES
1,000 w.; 1000 kc. Directional days.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only: payable when rendered
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 8.
Rate Protection: 10a, 11a, 13a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 29a, 30, 31.
Contracts: 40a.
Cancellation: 70e.

TIME RATES
Eff 2/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

12 MO:	1x	13x	26x	52x	104x	208x
1 min	12.00	11.50	10.90	10.40	9.90	9.40
30 sec	10.80	10.40	9.90	9.40	8.90	8.50
		312x	416x	520x	750x	1000x
1 min		8.90	8.40	7.80	7.30	7.00
30 sec		8.00	7.40	6.90	6.70	6.40

10 sec: 50% of 1-min.

7. PACKAGE PLANS

	—Per wk—ROS—				—Per mo—ROS—			
	10 ti	20 ti	30 ti	40+	50 ti	100 ti	150 ti	200 ti
1 min	9.90	9.40	8.90	8.40	8.90	8.20	7.60	6.90
30 sec	8.90	8.50	8.00	7.40	8.00	7.30	6.70	6.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
7 MINUTE NEWSCASTS AT :60

	1x	52x	208x	312x	520x
Ea	17	15	13	11	9

(D)

WALNUT CREEK

Contra Costa County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

K D F M (FM)

1959

Media Code 4 205 9600 9.00
Schofield Broadcasting Co., Inc., Box 4888, 1245 S. Main St., Walnut Creek, Calif. 94596. Phone 415-934-5300.

STATION'S PROGRAMMING DESCRIPTION
KDFM (FM): Programmed for adults over 25.
MUSIC: standards, certain current hits, 4 vocals per hour. FEATURES: daily 3-3:05 pm county activities calendar; 6-8 pm (6-7 pm Fri) standard music; M-F, 1 & 7 pm final stock market report; Fri 7:05-8 pm recordings selected for stereo fidelity & separation; Sat 9 pm-12M big bands of 30's & 40's; Sun 8:45-9 am discussion of local events (interviews); 8-9 pm original cast recordings of Broadway & Hollywood musicals. NEWS: at :30; at :60 6-times daily; weather at :60. COMMERCIAL POLICY: 10 minutes of uninterrupted music; commercials clustered. Contact Representative for further details. Rec'd 9/4/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Schofield.
General Sales Manager—Don Rast.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 97 ft. above average terrain.
4. AGENCY COMMISSION
15% time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 601, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 9 Eff 9/1/73.—Rec'd 9/4/73.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 6-10 am: Sun 9 am-9 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6-9 am & 9 pm-midnight.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	12.00	10.00	11.00	9.00	10.00	8.00
12 ti	11.50	9.50	10.50	8.50	9.50	7.50
18 ti	11.00	9.00	10.00	8.00	9.00	7.00

(This listing continued on next page)

Walnut Creek—KDFM (FM)—Continued

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
24 ti	10.50	8.50	9.50	7.50	8.50	6.50
30 ti	10.00	8.00	9.00	7.00	8.00	6.00
36 ti	9.50	7.50	8.50	6.50	7.50	5.50

10 sec/less: 50% of 1-min.

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.50	9.00	8.50	8.00	7.50	7.00

10 sec/less: 50% of 1-min.

WASCO

Kern County—Map Location E-9

See SRDS consumer market map and data at beginning of the State

KWSO

1950

Media Code 4 205 9630 6.00

Maple Leaf Broadcasting Co., Box E, Wasco, Calif. 93280. Phones (day) 805-758-2145, (night) 746-2059. Bakersfield 324-5970.
Other office: 217 Central Ave., Shafter, Calif. 93263. Phone 805-746-2059.

1. PERSONNEL
Station Manager—Robert T. Bann.
2. FACILITIES
1,000 w.; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES

No. 5A Eff 8/1/71—Rec'd 1/9/73.

6. SPOT ANNOUNCEMENTS

1 MIN:	1	6	12	18	24+
	Ti per wk				
1 x	5.20	----	----	----	----
10 x	4.95	4.45	----	----	----
25 x	4.65	4.20	4.00	3.75	3.45
50 x	4.40	3.95	3.75	3.45	3.20
100 x	4.10	3.75	3.55	3.30	3.10
200 x	3.90	3.45	3.30	3.10	2.90
400 x	----	3.25	3.10	2.90	2.70
600 x	----	----	2.90	2.70	2.60
900 x	----	----	----	2.55	2.45
1200 x	----	----	----	----	2.40
30 SEC:					
1 x	3.90	----	----	----	----
10 x	3.70	3.30	----	----	----
25 x	3.45	3.20	3.00	2.75	2.65
50 x	3.30	3.00	2.75	2.65	2.45
100 x	3.10	2.75	2.65	2.45	2.35
200 x	2.90	2.65	2.45	2.35	2.20
400 x	----	2.55	2.35	2.20	2.05
600 x	----	----	2.20	2.05	1.95
900 x	----	----	----	1.95	1.80
1200 x	----	----	----	----	1.75

10 sec: 50% of 30 sec.

10. SPECIAL FEATURES
15-min newscasts—extra 25%.

WATSONVILLE

Santa Cruz County—Map Location B-7

See SRDS consumer market map and data at beginning of the State.

KOMY

1937

Subscriber to the NAB Radio Code

Media Code 4 205 9660 3.00

Frontier Broadcasting Co. of California, 40 Atkinson Lane, Watsonville, Calif. 95076. Phone 408-724-5641.

STATION'S PROGRAMMING DESCRIPTION
KOMY: Programmed for adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Phil Rather.
2. REPRESENTATIVES
Radio Time Sales/International.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight Mon thru Sat. 5 am-11 pm Sun. PST
4. AGENCY COMMISSION
15% on net time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS
Member: California Farm Network.

TIME RATES

Eff——— —Rec'd 2/5/62.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	6.00	5.75	5.50	5.00	4.75	4.50	4.00
30 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	50 ti
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	3.75	3.50	3.25	3.00	----
PER DAY:				5 ti	10 ti
1 min				4.00	3.75
30 sec				2.75	2.50

WEST COVINA

Los Angeles County—Map Location E-10

See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

WILLOWS

Glenn County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

KIQS

1961

Media Code 4 205 9690 0.00

Josephine & Charles Stone, Anthony F. Rusnak, Box 7, Willow, Calif. 95988. Phone 916-934-4654.

STATION'S PROGRAMMING DESCRIPTION
KIQS: Programmed 50% Country Western & 50% MOR.

1. PERSONNEL
Station Manager—Anthony F. Rusnak.
2. REPRESENTATIVES
Radio Time Sales/International.
3. FACILITIES
250 w. days; 1560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KIBS.
Member: California Farm Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 2/1/67—Rec'd 4/6/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.80	2.60	2.40	2.20
		156x	260x	365x	500x
1 min		2.75	2.50	2.25	2.00
30 sec		2.00	1.80	1.60	1.40

7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec
10 ti	3.50	2.60
20 ti	3.00	2.20

WOODLAND

Yolo County—Map Location B-5

See SRDS consumer market map and data at beginning of the State.

KSFM (FM)

1961

Media Code 4 205 9720 5.00

KULA Broadcasting, Inc., Box 526, Woodland, Calif. 95695. Phone 916-662-1047.
Other office: 1235 H St., Sacramento, Calif. 95814. Phone 916-441-4613.

STATION'S PROGRAMMING DESCRIPTION
KSFM (FM): Programmed for adults 18-34.
MUSIC: album cuts and current hits. Contact Representative for further details. Rec'd 5/6/74.

1. PERSONNEL
General Manager—Steve Rosetta.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
ERP 50,000 w.; 102.5 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 535 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: KGMS, Sacramento.
Affiliated with ATA Radio Network.
10% discount when sold in combination with KGMS, Sacramento.

TIME RATES

No. 3 Eff 8/1/74—Rec'd 9/9/74.

AA—Mon thru Sun noon-11 pm.
A—Mon thru Sun 6 am-noon.
B—Mon thru Sun 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
6 ti	20	17	10	16	14	8
12 ti	19	16	9	15	13	7
18 ti	18	15	8	14	12	6
24 ti	17	14	7	13	11	5

(CR)

YREKA CITY

Siskiyou County—Map Location R-2

See SRDS consumer market map and data at beginning of the State.

KSYC

1947

Media Code 4 205 9750 2.00

Dalmatian Enterprises, Inc., Box 1490, Yreka, Calif. 96097. Phone 916-842-4158.

STATION'S PROGRAMMING DESCRIPTION
KSYC: FARM: 10 min, M-F. NEWS: local & AP.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gary L. Hawke.
2. REPRESENTATIVES
New York, Chicago—GCI Sales, Inc.
Elsewhere, contact station direct.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES

Eff 5/1/74—Rec'd 4/9/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
PER YR:	130x	260x	520x	1040x
1 min	6.00	5.50	5.00	4.50
30 sec	5.00	4.50	4.00	3.50

10. SPECIAL FEATURES

	13x	26x	52x
5-min news, per yr	10	9	8

Includes open & close plus 1-min.

YUBA CITY-MARYSVILLE

(3 AM; 2 FM)

Yuba City, Sutter County—Map Location C-4
Marysville, Yuba County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KMYC

1940

KRFD (FM)

1947

MARYSVILLE

Media Code 4 205 9755 1.00

California First Broadcasting Corp., Box 631, Marysville, Calif. 95901. Phone 916-742-2396.

STATION'S PROGRAMMING DESCRIPTION
KMYC: Oldies & current hits for adults 18-49.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lloyd H. Klemp.
2. REPRESENTATIVES
West Coast—Pacific Broadcast Sales.
Northwest—Art Moore & Assoc., Inc.
Mountain States—Bob Hix Co., Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1410 kc.
Directional—separate patterns day and night.
Operating schedule: 5-1 am. PST.
FM-ERP 4,900 w.; 99.9 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 180 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 3/26/75.

7. PACKAGE PLANS

RDS—FTA

PER WK:	12 ti	18 ti	24 ti	36 ti	48 ti	72 ti
1 min	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	4.75	4.50	4.25	4.00	3.75	3.50
15 sec	2.90	2.75	2.60	2.50	2.40	2.25
BULK, YR:	1x	101x	301x	501x	701x	901x	1201+
1 min	6.00	5.75	5.50	5.00	4.50	4.25	4.00
30 sec	5.00	4.50	4.00	3.75	3.50	3.25	3.00
15 sec	3.00	2.90	2.75	2.50	2.25	2.10	2.00

Fixed position: Extra 50%.
Edited by Lloyd H. Klemp.

KOBO

1953

YUBA CITY

RAB

Media Code 4 205 9760 1.00

Concerned Communications Corp., 463 Palora Ave., Yuba City, Calif. 95991. Phone 916-673-7677.

1. PERSONNEL
Pres. & Gen'l Mgr.—Todd Baker.
3. FACILITIES
500 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES

No. 2 Eff 10/14/74—Rec'd 1/2/75.

AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7-10 pm.

6. SPOT ANNOUNCEMENTS

	AAA				
PER WK:	10 ti	20 ti	30 ti	40 ti	60 ti
PER MO:	26 ti	52 ti	78 ti	104 ti	150 ti
PER YR:	52x	156x	260x	520x	1040x
1 min	11.80	11.20	10.60	10.00	8.85
30 sec	9.45	8.85	8.25	7.65	6.50
	AA				
1 min	9.45	8.85	8.25	7.65	6.50
30 sec	8.25	7.65	7.05	6.50	5.90

15 sec: 50% of 1-min (minimum 3.55).

KUBA

1947

KHEX (FM)

1974

YUBA CITY

Subscriber to the NAB Radio Code

Media Code 4 205 9765 0.00

Cascade Broadcasting Corp., Box 309, 1479 Sanborn Rd., Yuba City, Calif. 95991. Phone 916-673-7344.

STATION'S PROGRAMMING DESCRIPTION
KUBA: Modern country music.

1. PERSONNEL
General Manager—Al Picinni.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w., non-directional days; 500 w. nights; 1600 kc.
Operating schedule: 24 hours daily. PST.
FM-ERP 2,800 w.; 103.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 174 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 5/2/75.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	10.00	8.80	9.00	8.00
10 ti	9.00	8.00	8.00	7.20
20 ti	8.00	7.20	7.00	6.40
30 ti	7.00	6.40	6.00	5.60
40 ti	6.00	5.60	5.00	4.80

15 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP, PER WK:	10 ti	20 ti	30 ti
1 min	6.50	6.00	5.50
30 sec	5.00	4.50	4.00
15 sec	3.50	3.00	2.50

Edited by Al Picinni.

CATALINA ISLAND

AVALON

KBRT

Listing for Avalon (Catalina Island) appears alphabetically according to city under California listings. The KBBT listing appears under both Los Angeles and Los Angeles Urban Area.

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Security—El Paso County

Negro Population Data

(January 1, 1975)

STATE TOTAL	87,065	Fort Collins	449
METRO AREAS		Greeley	350
Colorado Springs	17,101	Pueblo	2,213
Denver-Boulder	65,256	Total Metros	85,369

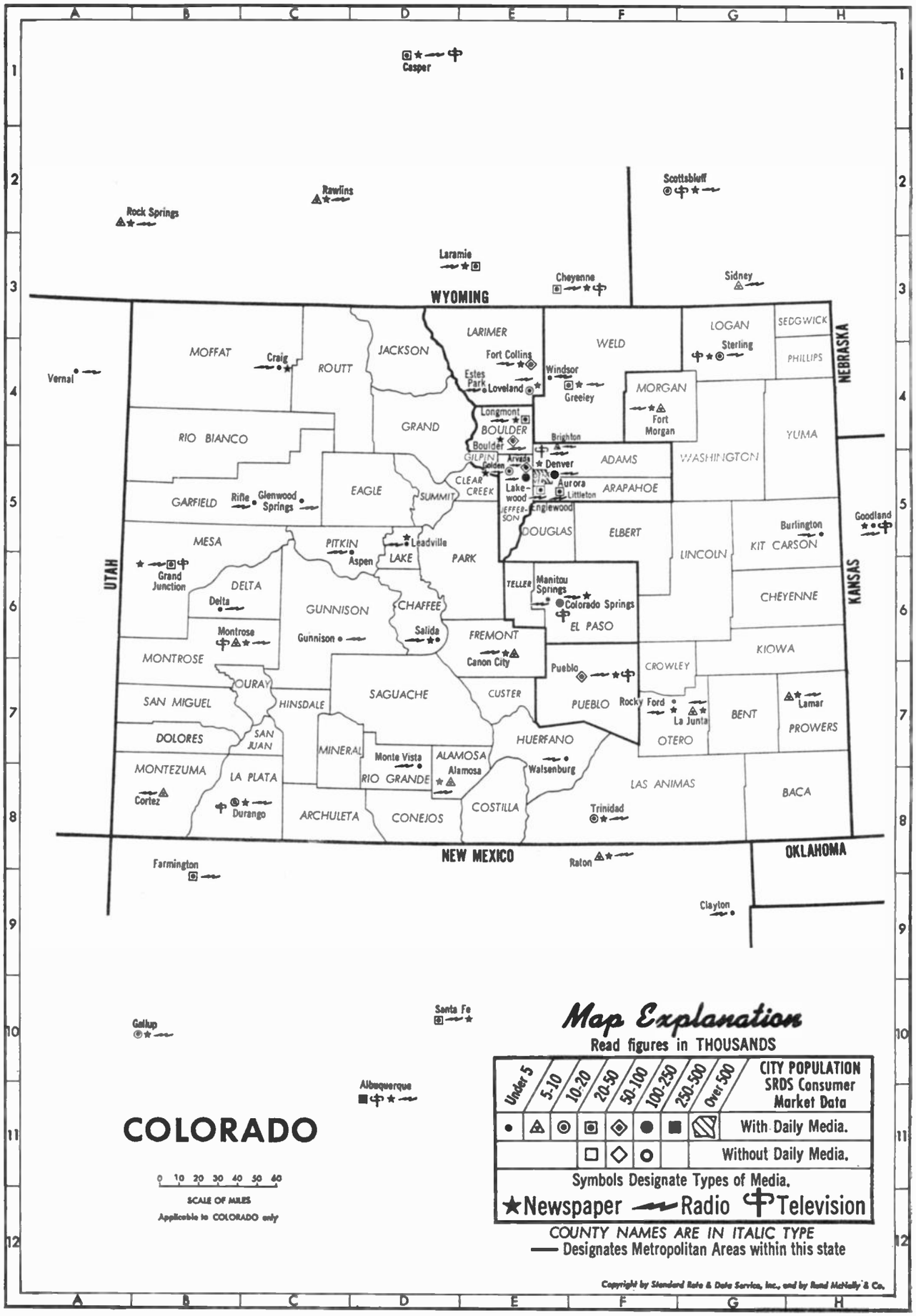
Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	286,467	Fremont	1,870
METRO AREAS		Garfield	748
Colorado Springs	20,203	Huerfono	3,294
Denver-Boulder	138,937	Jefferson	9,714
Fort Collins	6,017	Kit Carson	455
Greeley	13,752	Lake	2,082
Pueblo	37,088	La Plata	3,717
Total Metros	215,997	Larimer	6,017
COUNTIES		Los Animas	7,595
Adams	26,277	Logan	1,344
Alamosa	3,851	Mesa	4,967
Arapahoe	8,300	Moffet	403
Archuleta	1,383	Montezuma	1,463
Bent	1,360	Montrose	2,205
Boulder	8,292	Morgan	2,225
Chaffee	1,179	Otero	7,126
Conejos	5,307	Prowers	2,299
Costilla	2,425	Pueblo	37,088
Crowley	529	Rio Grande	4,176
Delta	1,711	Saguache	1,531
Denver	86,345	Weld	13,752
Eagle	1,929	Total Counties	283,074
El Paso	20,115		



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Arvada—Jefferson
Aurora—Arapahoe
Boulder—Boulder
Colorado Springs—El Paso
Commerce City—Adams
Denver—Denver
Englewood—Arapahoe
Fort Collins—Larimer
Grand Junction—Mesa
Greeley—Weld
Lakewood—Jefferson
Littleton—Arapahoe
Longmont—Boulder
Northglenn—Adams
Pueblo—Pueblo
Westminster—Adams
Wheat Ridge—Jefferson

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
COLORADO STATE TOTALS	2,531.0	846.17	11,636,009	13,751	6.6	13.2	10.7	26.4	37.2	7,051,202	8,333	1,280,439	251,432	845,742	233,379	274,964	1,111,697	459,835	1,358.30	97.6	2,326,702
ADAMS F-5†	225.9	65.43	941,437	14,388	3.7	9.0	11.5	33.4	38.8	497,823	7,608	111,998	15,663	38,243	9,355	15,380	37,931	37,978	116.82	3.9	109,846
Commerce City	21.5	6.32	75,460	11,940	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Northglenn	34.4	8.82	145,133	16,455	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Westminster	22.9	6.53	99,971	15,309	.....	.....	.....	.....	.....	70,506	10,797	18,339	2,603	6,027	3,290	941	1,866	6,271	.....	.....	.....
ALAMOSA D-7	12.5	3.87	42,700	11,034	11.6	20.9	12.3	21.0	24.2	40,045	10,348	6,776	1,525	4,366	2,165	1,508	6,480	3,433	5.10	1.4	9,278
ARAPAHOE F-5	210.1	66.26	1,125,181	16,981	4.3	8.5	8.3	26.6	48.8	667,042	10,067	101,816	20,245	64,005	10,085	18,995	137,105	33,479	116.46	1.0	16,327
Aurora[2]	124.3	39.92	513,285	12,858	.....	.....	.....	.....	.....	203,472	5,097	39,199	8,035	32,553	5,435	8,355	23,719	14,323	.....	.....	.....
Englewood	35.6	12.94	176,943	13,674	.....	.....	.....	.....	.....	235,809	18,223	32,864	5,144	32,240	2,875	14,784	66,708	10,703	.....	.....	.....
Littleton	34.4	10.83	179,059	16,534	.....	.....	.....	.....	.....	116,812	10,786	27,996	5,741	9,368	2,901	3,162	17,922	8,613	.....	.....	.....
ARCHULETA C-8	2.6	.84	10,351	12,323	12.6	24.3	13.1	21.7	24.3	7,842	9,336	1,839	95	297	.....	86	1,635	1,166	1.23	.2	4,967
BACA H-8	5.6	2.06	22,866	11,100	12.4	18.4	12.4	18.5	26.8	16,322	7,923	3,289	612	524	191	114	1,089	3,181	2.81	1.3	56,564
BENT G-7	6.4	2.06	19,317	9,377	11.4	24.8	13.5	20.3	18.1	11,479	5,572	2,516	698	279	332	336	3,111	1,086	2.59	1.3	23,435
BOULDER E-4	168.9	56.28	806,925	14,338	5.2	10.1	9.2	27.2	43.9	479,344	8,517	73,028	14,934	39,046	17,745	15,672	64,736	24,608	86.57	2.9	24,011
Boulder	83.0	28.03	400,532	14,289	.....	.....	.....	.....	.....	256,030	9,134	44,530	9,278	36,317	15,702	8,564	35,573	13,489	.....	.....	.....
Denver-Boulder Metro Area	1,440.2	488.60	7,365,264	15,074	4.8	10.1	9.3	27.5	43.9	4,237,324	8,672	745,224	152,049	602,552	138,058	178,773	674,269	235,132	795.36	.....	.....
Longmont	31.3	10.97	134,456	12,257	.....	.....	.....	.....	.....	99,731	9,091	22,302	3,914	2,817	1,992	4,841	18,391	5,667	.....	.....	.....
CHAFFEE D-6	11.6	3.92	40,573	10,350	8.1	17.0	14.3	30.2	24.1	31,334	7,993	7,414	1,037	421	834	743	5,141	4,292	6.16	.2	3,318
CHEYENNE G-6	2.5	.87	8,191	9,415	11.0	22.3	14.6	20.5	21.2	6,504	7,476	1,184	299	111	66	.....	388	1,472	1.18	1.2	17,243
CLEAR CREEK E-5	5.9	2.14	27,415	12,811	6.7	8.0	12.7	34.5	32.9	12,590	5,883	2,615	477	117	70	138	611	2,489	3.69	.....	.....
CONEJOS D-8	7.9	2.15	16,396	7,626	17.1	24.3	11.5	14.4	11.7	8,109	3,772	2,475	438	638	65	66	373	1,543	2.99	1.3	13,743
COSTILLA E-8	2.8	.81	6,900	8,519	21.0	21.0	10.6	15.4	17.8	3,273	4,041	718	80	958	70	35	106	591	1.16	.6	2,344
CROWLEY F-7	2.8	1.06	9,428	8,894	12.4	22.8	13.5	20.4	16.6	4,301	4,058	713	336	244	148	145	854	455	1.63	.7	10,167
CUSTER E-7	1.1	.44	3,905	8,875	23.1	30.0	11.9	11.9	12.2	1,440	3,273	625	95	35	44	.....	.....	153	.89	.5	4,070
DELTA 8-6	16.2	6.04	54,081	8,954	15.3	21.0	12.8	18.4	18.3	35,441	5,868	9,720	1,844	2,028	1,288	1,009	4,245	2,849	8.68	3.4	18,616
DENVER E-5†	514.9	199.49	2,866,298	14,368	6.2	12.0	9.8	24.2	41.9	1,732,187	8,683	311,735	66,871	319,694	81,576	98,124	302,402	95,231	293.85	.....	.....
Denver	514.9	199.49	2,866,298	14,368	.....	.....	.....	.....	.....	1,732,187	8,683	311,735	66,871	319,694	81,576	98,124	302,402	95,231	.....	.....	.....
Denver-Boulder Metro Area	1,440.2	488.60	7,365,264	15,074	4.8	10.1	9.3	27.5	43.9	4,237,324	8,672	745,224	152,049	602,552	138,058	178,773	674,269	235,132	795.36	.....	.....
DOLORES B-7	1.5	.49	6,117	12,484	7.8	20.7	14.0	22.0	29.9	1,533	3,129	944	97	36	.....	.....	.....	341	.72	.7	4,530
DOUGLAS E-5	10.5	3.27	49,560	15,156	3.8	9.5	9.7	26.8	43.9	12,687	3,880	1,274	528	196	170	129	1,360	2,097	7.28	1.1	8,545
EAGLE D-5	9.1	3.01	40,570	13,478	4.6	13.5	16.9	29.9	29.6	29,075	9,659	5,593	724	1,142	474	159	470	2,575	5.63	.7	6,477
ELBERT F-5	4.0	1.41	14,652	10,391	16.0	20.6	11.0	20.7	23.2	3,191	2,263	710	98	36	43	.....	255	443	2.47	1.5	19,934
EL PASO F-6†	287.1	88.48	1,209,289	13,667	7.3	16.9	12.1	25.9	32.8	685,378	7,746	102,391	21,060	85,893	27,286	29,858	112,980	46,454	144.68	1.3	24,894
Colorado Springs	163.6	55.81	708,918	12,702	.....	.....	.....	.....	.....	601,917	10,785	71,458	17,918	62,702	26,523	29,096	103,782	28,602	.....	.....	.....
Colorado Springs Metro Area	291.0	89.91	1,223,235	13,605	7.3	16.3	12.0	25.8	32.6	694,365	7,723	104,917	21,301	85,982	27,535	29,966	113,136	47,543	147.87	.....	.....
FREMONT E-6	24.0	8.24	80,963	9,826	13.7	21.3	12.7	21.8	20.3	44,219	5,366	11,969	1,848	2,726	527	1,922	7,849	4,865	12.28	.7	7,412
GARFIELD B-5	16.5	5.90	73,211	12,409	8.4	18.9	12.2	25.1	30.7	59,163	10,028	13,341	1,914	1,634	2,444	2,126	10,559	5,224	9.26	1.2	13,957
GILPIN E-5	1.4	.55	5,893	10,715	7.2	19.5	11.7	20.4	29.5	3,051	5,547	162	205	40	.....	.....	.....	.....	1.40	.....	.....
GRAND D-4	4.2	1.51	20,232	13,399	6.1	16.6	12.6	29.1	31.1	15,583	10,320	3,034	1,210	331	328	222	2,152	2,255	3.79	.4	6,594
GUNNISON C-6	8.7	2.74	32,782	11,964	11.7	18.9	12.6	21.9	26.3	26,240	9,577	6,049	845	463	844	746	2,009	3,116	4.00	.6	9,765
HINSDALE C-7	.2	.08	878	10,975	1.3	20.5	8.4	1.7	66.8	469	5,863	140	.....	13	.....	.....	.....	68	.29	.....	.....
HUERFANO E-7	6.6	2.37	24,398	10,295	16.5	21.6	12.5	18.9	16.5	17,484	7,377	4,345	602	559	699	250	2,622	3,392	2.98	.9	7,118
JACKSON D-4	1.9	.65	9,359	14,398	9.8	14.0	10.4	27.9	37.8	5,309	8,168	1,723	213	155	93	.....	276	929	1.06	.4	9,516
JEFFERSON E-5	308.5	97.32	1,569,970	16,132	3.4	7.4	8.6	29.9	47.8	845,190	8,685	145,211	33,603	141,328	19,127	30,473	130,735	41,739	172.98	1.5	17,057
Arvada[2]	73.8	21.10	286,422	13,575	.....	.....	.....	.....	.....	106,199	5,033	26,153	.....	3,159	2,376	7,587	7,323	7,903	.....	.....	.....
Lakewood	121.4	38.84	673,910	17,351	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wheat Ridge	34.7	12.25	203,223	16,590	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
KIOWA G-6	2.1	.76	6,876	9,047	9.8	24.1	12.4	19.6	21.7	3,614	4,755	842	173	128	.....	.....	445	582	1.08	.6	21,641
KIT CARSON G-5	8.2	2.80	33,356	11,913	11.2	19.5	12.9	21.6	27.1	26,057	9,306	4,560	1,034	1,064	475	388	3,098	2,520	3.74	2.7	83,015
LAKE D-5	9.3	2.95	35,959	12,189	3.2	7.6	18.2	37.0	29.8	19,792	6,709	5,434	582	2,797	764	304	4,125	1,658	4.23	.6	.....
LA PLATA C-8	20.3	6.47	75,649	11,692	8.6	18.1	12.8	23.1	27.0	56,551	8,740	11,928	1,898	5,265	2,368	1,798	9,823	3,809	10.41	2.2	12,923
LARIMER E-3	112.5	37.95	445,329	11,735	8.1	15.0	12.1	26.1	31.3	274,908	7,244	47,968	9,686	20,470	10,182	10,860	48,690	18,390	56.84	4.9	102,582
Fort Collins	55.9	18.18	218,037	11,993	.....	.....	.....	.....	.....	177,956	9,789	29,099	5,718	17,845	6,979	7,998	33,205	10,148	.....	.....	.....
Fort Collins Metro Area	112.5	37.95	445,329	11,735	8.1	15.0	12.1	26.1	31.3	274,908	7,244	47,968	9,686	20,470	10,182	10,860	48,690	18,390	56.84	.....	.....
LAS ANIMAS F-8	14.8	5.15	47,884	9,298	15.4	20.8	12.6	19.7	19.2	33,902	6,583	8,420	1,450	3,419	1,260	842	6,133	3,941	7.06	.7	13,881
LINCOLN G-6	4.8	1.72	17,535	10,195	8.3	14.9	12.9	26.1	26.0	16,219	9,430	2,728	418	357	522	209	3,113	4,015	2.65	1.2	25,122
LOGAN G-3	19.6	6.50	75,280	11,582	7.5	16.2	13.0	26.1	29.2	57,212	8,802	11,301	1,289	3,362	3,281	1,445	12,870	5,114	10.66	3.9	176,758
MESA B-5	59.1	20.63	234,920	11,387	10.2	16.4	11.9	24.6	28.6	155,091	7,518	32,650	6,862	20,755	5,492	6,002	30,578	9,404	31.55	4.2	36,425
Grand Junction	25.4	9.76	99,858	10,231	.....	.....	.....	.....	.....	142,377	14,588	25,558	6,120	20,755	5,484	5,938	27,251	7,973	.....	.....	.....
MINERAL C-7	.8	.29	3,922	13,524	2.1	7.8	8.9	32.9	34.0	1,410	4,862	375	.....	.....	.....	.....	.....	334	.44	.....	.....
MOFFAT B-4	6.9	2.38	26,703	11,220	8.7	15.8	12.8	26.3	27.8	24,744	10,397	5,947	867	1,218	674	1,019	3,642	2,655	3.57	.6	14,776
MONTEZUMA B-8	13.4	4.43	44,170	9,971	10.7	18.3	13.5	24.6	23.7	41,109	9,280	7,268	1,550	3,661	505	1,156	8,554	3,939	6.25	1.6	10,050
MONTROSE B-6	19.5	6.41	71,227	11,112	10.2	18.6	12.7	22.5	25.1	45,179	7,048	10,493	1,823	1,984	1,909	1,082	9,313	3,153	9.04	3.1	25,291
MORGAN F-4	20.6	6.95	75,402	10,849	9.3	18.2	13.5	24.6	25.2	62,930	9,055	11,997	1,874	2,436	1,777	2,017	13,872	5,469	11.34	4.9	200,005
OTERO F-7†	24.6	8.19	81,982	10,010	12.2	20.6	13.5	22.3	20.8	59,937	7,318	18,936	1,750	4,781	1,510	2,686	9,182	3,717	11.21	1.7	86,980
OURAY B-7	1.4	.52	5,950	11,442	2.2	21.1	18.7	30.5	18.0	3,007	5,783	692	319	117	.....	.....	.....	484	1.06	.5	2,448
PARK D-6	2.3	.86	8,253	9,597	12.0	16.7	12.2	22.1	22.4	4,822	5,607	5,758	501	1,041	.....	108	617	544	2.09	.1	2,051
PHILLIPS H-4	4.2	1.60	17,490	10,931	10.9	15.6	12.3	24.8	26.1	8,533	5,333	1,945	349	124	153	194	2,350	746	2.38	.9	22,124
PITKIN C-5	8.1	2.91	50,712	17,427	5.0	11.1	9.0	23.4	48.5	45,489	15,632	4,864	1,529	385	2,053	615	1,995	1,744	7.55	.5	581
PROWERS H-7	14.2	4.80	50,331	10,486	12.9	20.3	13.3	21.6	22.2	45,628	9,506	8,920	1,490	3,955	854	1,309	6,328	4,683	6.50	1.8	56,360
PUEBLO F-7†	124.7	40.13	481,168	11,990	6.9	15.0	13.3	27.8	29.8	368,051	9,171	65,120	14,375	34,973	11,726	14,380	49,252	21,967	61.63	2.4	40,291
Pueblo	104.3	34.17	405,296	11,861	.....	.....	.....	.....	.....	321,328	9,404	65,499	13,480	34,973	11,726	13,646	47,841	19,751	.....	.....	.....
Pueblo Metro Area	124.7	40.13	481,168	11,990	6.9	15.0	13.3	27.8	29.8	368,051	9,171	65,120	14,375	34,973	11,726	14,380	49,252	21,967	61.63	.....	.....
RIO BLANCO B-4	4.8	1.58	18,434	11,667	10.5	15.5	13.4	26.3	27.8	11,052	6,995	3,267	504	448	370	178	1,039	1,544	2.38	.6	10,710
RIO GRANDE D-8	10.6	3.34	38,712	11,590	12.9	22.2	12.9	20.1	24.7	27,499	8,233	7,730	1,178	363	1,445	989	2,361	2,997	5.05	2.1	21,429
ROUTT C-4	7.0	2.47	28,670	11,607	9.4	20.3	12.5	22.6	26.2	27,469	11,121	5,312	1,391	1,535	964	236	1,781	3,659	5.43	1.0	22,808
SAGUACHE D-7	3.9	1.25	11,120	8,896	24.9	23.6	9.2	12.0	14.0	5,270	4,216	285	166	121	73	75	708	1,110	1.80	.8	10,885
SAN JUAN C-7	.8	.29	4,097	14,128	1.6	7.3	17.5	39.3	32.6	1,597	5,507	504	52	.....	.....	.....	67	346	.44	.....	.....
SAN MIGUEL B-7	1.8	.63	6,606	10,486	9.4	24.2	15.5	24.1	19.8	3,055	4,849	586	210	232	90	189	858	327	1.18	.2	3,468
SEDGWICK H-3	3.0	1.10	15,529	14,117	6.9	14.3	10.6	21.1	35.2	15,185	13,805	3,128	1,677	619	133	459	1,087	1,375	1.96	.6	20,139
SUMMIT D-5	2.8	.98	14,186	14,476	7.1	6.0	8.8	30.8	43.6	17,798	18,161	1,482	362	129	316	.....	.....	3,132	3.95	.....	.....
TELLER E-6	3.9	1.43	13,946	9,752	9.5	19.9	13.7	23.7	24.2	8,987	6,285	2,526	241	89	249	108	156	1,089	3.19	.....	.....
WASHINGTON G-4	5.5	1.97	20,681	10,498	12.1	23.0	12.5	19.8	23.6	9,459	4,802	2,491	469	490	526	141	512	1,373	2.97	3.1	37,094
WELD F-4	105.0	33.72	402,701	11,931	9.7	16.9	12.2	25.7	28.0	244,457	7,250	43,455	6,361	22,479	7,030	7,374	38,859	14,807	53.28	15.9	720,631
Greeley	46.3	15.18	190,579	12,555	.....	.....	.....	.....	.....	147,281	9,702	25,545	4,584	12,340	5,244	5,990	28,413	7,771	.....	.....	.....
Greeley Metro Area	105.0	33.72	402,701	11,931	9.7	16.9	12.2	25.7	28.0	244,457	7,250	43,455	6,361	22,479	7,030	7,374	38,859	14,807	53.28	.....	.....
YUMA H-4	8.6	3.27	31,791	9,722	11.6	21.3	13.1	20.8	22.5	21,541	6,587	5,180	806	1,387	609	565	2,804	1,704	4.76	3.3	96,506

(2) Includes portion in Adams County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties

COLORADO

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Intermountain Colorado Group
Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.
Rates: See The Intermountain Network under Regional Radio Networks and Groups.
Comprised of:

KGIW—Alamosa
KSNO—Aspen.
KBOL—Boulder
KNAB—Burlington.
KPIK—Colorado Springs
KPIK-FM—Colorado Springs
KVFC—Cortez
KLAK, KLAK-FM—Denver
KCOL—Fort Collins
KFTM—Fort Morgan
KEXO—Grand Junction
KYOU—Greeley
KGUC—Gunnison
KPUB—Pueblo
KWSR—Rifle
KVBH—Salida
KGEK—Sterling
KCRT—Trinidad

ALAMOSA (1 AM; 1 FM)

Alamosa County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KGIW
1929

KGIW-FM
1968

Subscriber to the NAB Radio Code
Media Code 4 206 0280 7.00
Community Broadcasting Co., Box 179, Alamosa, Colo. 81101. Phone 303-589-6644.

STATION'S PROGRAMMING DESCRIPTION
KGIW: 6-8 am music, news, farm market.

1. PERSONNEL
General Manager—J. Kelly Schofield.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-11 pm. MST.
FM-ERP 2,800 w. (horiz.), 2,800 w. (vert.); 93.5 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 130 ft. above average terrain.
Simulcast 6 am-1 pm & 2-6 pm.

4. AGENCY COMMISSION
15/0 time only; 1st of month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Affiliated with MBS.
Member: The Intermountain Network.

TIME RATES
No. 42 Eff 5/1/74—Rec'd 7/22/74.
A—Mon thru Sat 6-9 am, noon-1 pm & 4-6:30 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLANS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
12 ti	4.25	3.40	3.50	2.80
18 ti	4.00	3.20	3.25	2.60
24 ti	3.75	3.00	3.00	2.40
30 ti	3.50	2.80	2.75	2.20
36 ti	3.25	2.60	2.50	2.00

ARVADA

Jefferson County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Denver
(including Arvada, Aurora, Englewood, Lakewood, Littleton)

ASPEN (1 AM; 1 FM)

Pitkin County—Map Location—D-5
See SRDS consumer market map and data at beginning of the State.

KSNO
1964

Subscriber to the NAB Radio Code
Media Code 4 206 0420 9.00
Aspen Broadcasting Co., Inc., Box 10910, 620 Hopkins St., Aspen, Colo. 81611. Phone 303-925-7383.

STATION'S PROGRAMMING DESCRIPTION
KSNO: Programmed for contemporary adults, 21-60 years.

1. PERSONNEL
Sales Manager—Michael Gordon.

2. REPRESENTATIVES
John L. McGuire, Inc.

3. FACILITIES
5,000 w. days; 1260 kc Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
Member: The Intermountain Network.

TIME RATES
Eff 10/1/74—Rec'd 3/10/75.
AA—Sun thru Sat 6-10 am & 3-7 pm.
A—Sun thru Sat 10 am-3 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	7.75	6.75	6.50	5.50
CLASS AA/A				
PER WK:	20 ti	25 ti	30 ti	31+
1 min	6.00	5.90	5.80	5.50
30 sec	5.00	4.90	4.80	4.50

DISCOUNT
3 mo+—5% 1 yr—10%

KSPN (FM)
1970

Subscriber to the NAB Radio Code
Media Code 4 206 0480 3.00
Recreation Broadcasting of Aspen, Inc., Box 1071, Hotel Jerome, Aspen, Colo. 81611. Phone 303-925-3406.

STATION'S PROGRAMMING DESCRIPTION
KSPN (FM): Programmed to a general audience.

1. PERSONNEL
Sta. & Sales Mgr.—Dale A. Tucker.

2. REPRESENTATIVES
Century National Sales.
Colorado, Utah—John L. McGuire, Inc.

3. FACILITIES
ERP 500 w.; 97.7 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
No. 12A Eff 10/1/74—Rec'd 10/28/74.
AA—6-10 am & 4-8 pm.
A—10 am-4 pm & 8 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK: / PER YR:	1 ti	12 ti 156x	18 ti 312x	24 ti 624x	30 ti 936x	36+ 1248x
CLASS AA						
1 min	7.25	6.90	6.55	6.20	5.85	5.50
30 sec	5.75	5.45	5.15	4.85	4.55	4.25
CLASS A						
1 min	5.75	5.45	5.15	4.85	4.55	4.25
30 sec	4.50	4.25	4.00	3.75	3.50	3.25
CLASS B						
1 min	2.90	2.65	2.40	2.15	1.90	1.65
30 sec	2.25	2.05	1.85	1.65	1.45	1.25

Edited by Dale A. Tucker.

AURORA

Arapahoe County—Map Location F-5
Adams County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Denver
(including Arvada, Aurora, Englewood, Lakewood, Littleton)

BOULDER (2 AM; 1 FM)

Boulder County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KADE
1973

Media Code 4 206 0520 6.00
Brokade Broadcasting, Inc., 1900 Folsom, Boulder, Colo. 80302. Phone 303-444-5600.

STATION'S PROGRAMMING DESCRIPTION
KADE: Programmed for young adults, primarily 18-34.
MUSIC: Pop music mix includes rock, folk, & country based rock, MOR popular & nostalgia pop rock, album cuts & hit singles, old & new. Music is in 2 & 3 record sweeps. NEWS: 5 min every hour, locally oriented. SPECIAL FEATURES: solid gold old rock Fri afternoons; new arts review Sun 8 am-1 pm features new records, critical commentary, film & book reviews. COMMERCIAL POLICY: maximum 12 units per hour. Rec'd 7/7/75.

1. PERSONNEL
Pes. & Gen'l Mgr.—Dona West.
Operations Manager—Randy Morrison.
Sales Manager—Ray Skibitsky.

3. FACILITIES
1,000 w.: 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5.
Rate Protection: 10b.
Basic Rates: 20a, 21b, 22a, 25a.
Contracts: 40a, 51b.
Comb.: Cont. Discounts: 61a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.

TIME RATES
No. 1 Eff 10/1/73—Rec'd 10/1/74.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	ROS 1 min	ROS 30 sec
12 ti	6.75	5.75	5.75	4.75	6.25	5.25
18 ti	6.50	5.50	5.50	4.50	6.00	5.00
24 ti	6.25	5.25	5.25	4.25	5.75	4.75
36 ti	6.00	5.00	5.00	4.00	5.50	4.50
48 ti	5.75	4.75	4.75	3.75	5.25	4.25

7. PACKAGE PLANS
ANNUAL BULK PLAN

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	ROS 1 min	ROS 30 sec
500 x	5.75	4.60	4.75	3.80	5.25	4.20
1000 x	5.50	4.40	4.50	3.60	5.00	4.00
1500 x	5.25	4.20	4.25	3.40	4.75	3.80

10 sec: 60% of 1-min.
Fixed position: Extra 10%.

10. SPECIAL FEATURES
Newscasts—1-min rate plus 1.50.
Submitted by Dona B. West.

KBOL
1947

Subscriber to the NAB Radio Code
Media Code 4 206 0560 2.00
KBOL, Inc., Box 146, 2928 Pearl St., Boulder, Colo. 80302. Phone 303-444-1490.

1. PERSONNEL
Pres. & Gen'l Mgr.—Russel Shaffer.
Program Director—Rusty Shaffer.
Sales Manager—Bill McBride.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25c, 23b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KBVL (FM).
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 44 Eff 2/1/75—Rec'd 2/10/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
6 ti	10.20	9.20	7.80	8.20	7.20	6.20
12 ti	9.90	8.90	7.30	7.90	6.90	5.90
18 ti	9.60	8.60	7.00	7.60	6.60	5.60
24 ti	9.30	8.30	6.70	7.30	6.30	5.30
30 ti	9.00	8.00	6.40	7.00	6.00	5.00

8. PROGRAM TIME RATES

CONTRACT:	1x	26x	52x	104x	156x	260x	312x
1/2 hr	70.00	68.40	67.20	66.00	64.80	62.40	60.00
5 min	25.00	24.60	24.20	23.80	23.40	22.60	21.80

KBVL (FM)
1971

Media Code 4 206 0580 0.00
Boulder Valley Broadcasters, Inc., Box 146, 2928 Pearl St., Boulder, Colo. 80302. Phone 303-444-1490.
See affiliated AM station for additional information.
AM facilities: KBOL.

1. PERSONNEL
President—Russ Shaffer.
Oner. & Sales Mgr.—Bill McBride.

3. FACILITIES ERP 30,000 w.; 94.7 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 69 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 10/1/73—Rec'd 10/1/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	312x	624x
1 min	6.00	5.90	5.80	5.70	5.60	5.50
30 sec	4.50	4.40	4.30	4.20	4.00	3.75

7. PACKAGE PLANS

PER MO. EA:	90 ti	60 ti	30 ti
1 min	4.20	4.60	5.10
30 sec	3.20	3.60	4.10

10. SPECIAL FEATURES
NETWORK NEWSCASTS
5 min (1 1-min spot) 7.00
LOCAL NEWSCASTS
7:45 am. noon, 12:30 & 6 pm (2 1-min spots) 13.50

BRIGHTON

Adams County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KBRN
1956

Media Code 4 206 0700 4.00
Southwestern Broadcasters, Inc., Box 428, 77 S. 4th Ave., Brighton, Colo. 80601. Phone 303-659-5800.

STATION'S PROGRAMMING DESCRIPTION
KBRN: Mod. country music, local news, farm.

1. PERSONNEL
General Manager—Pete W. Cox.

3. FACILITIES
500 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 11/2/73.

7. PACKAGE PLANS

WK. EA:	1 min 1 ti	1 min 11 ti	1 min 21 ti	1 min 31 ti	30 sec 1 ti	30 sec 11 ti	30 sec 21 ti	30 sec 31 ti
1 wk	7.50	6.50	5.50	4.50	6.50	5.50	4.50	3.50
13 wk	6.80	5.65	4.95	4.05	5.90	4.95	4.05	3.15
26 wk	6.40	5.55	4.70	3.85	5.50	4.70	3.85	3.00
52 wk	6.00	5.20	4.40	3.60	5.20	4.40	3.60	2.80

10 sec: 50% of 1-min.

BURLINGTON

Kit Carson County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KNAB
1967

Subscriber to the NAB Radio Code
Media Code 4 206 0770 7.00
K. N. A. B., Inc., Box 516, Burlington, Colo. 80807. Phone 303-346-8600.

1. PERSONNEL
Gen'l Mgr. & Owner—Ray Lockhart.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w., 1140 kc. Non-directional.
Operating schedule:————. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 43 Eff 5/1/75—Rec'd 4/7/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
FIXED:

	1x	26x	52x	104x	156x	260x	312x
1 min	5.75	5.50	5.25	5.00	4.75	4.50	4.25

7. PACKAGE PLANS
SATURATION PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
1 min	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	4.40	4.20	4.00	3.80	3.60	3.40
CLASS B						
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.40	3.20	3.00	2.80	2.60	2.40

CANON CITY

Fremont County—Map Location E-6
See SRDS consumer market map and data at beginning of the State

KRLN
1947

Subscriber to the NAB Radio Code
Media Code 4 206 0840 6.00
KitLN Inc., Box 511, Canon Cty. Colo. 81212.

1. PERSONNEL
General Manager—Martin Nonhof.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States, Kansas City—Bob Bix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:45 am-10 pm.

4. AGENCY COMMISSION
15/0; payable within 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 2A Eff 1/1/71—Rec'd 1/20/71.

7. PACKAGE PLANS

PER WK, EA:	1 ti	12 ti	24 ti	36 ti
1 min	4.20	4.00	3.80	3.60
30 sec	3.10	2.90	2.70	2.50
10 sec	2.10	1.90	1.70	1.50

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within a 52-week period will earn 12/24/36 plan rate, regardless of number of spots run in any 1 week. In event contract is not fulfilled, schedules will be adjusted to rate earned each week.

COLORADO SPRINGS
(7 AM; 7 FM)
(including Manitou Springs, Security)

El Paso County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KIIQ
1956

KIIQ-FM
1953

MANITOU SPRINGS

Media Code 4 206 0980 2.00
Mountain States Broadcasting, Inc., Box 111, Manitou Springs, Colo. 80829. Phone 303-685-5678.

1. PERSONNEL
President—Dan Lacy.
Sales Manager—Charles Oliver.
Program Director—Lee Michaels.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
500 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
FM-ERP 51,000 w. (horiz.), 51,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 2,080 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a 2a, 2b, 3a, 3d.
Rate Protection: 15b.
Contracts: 40a, 44a, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
Eff 9/1/74—Rec'd 9/6/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun 6-10 am & 7-10 pm.
B—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 wk 1 min (*)	1 wk 30 sec (*)	13 wk 1 min (*)	13 wk 30 sec (*)	26 wk 1 min (*)	26 wk 30 sec (*)	52 wk 1 min (*)	52 wk 30 sec (*)
1 ti	10.00	6.75	9.50	6.25	9.00	5.75	8.75	5.00
6 ti	9.25	6.50	8.75	6.00	8.25	5.50	7.75	4.75

(This listing continued on next page)

CLASS AA

PER WK:	1 wk I min (*)	1 wk I min (*)	13 wk I min (*)	13 wk I min (*)	26 wk I min (*)	26 wk I min (*)	52 wk I min (*)	52 wk I min (*)
12 ti	8.75	6.00	8.50	5.50	8.00	5.00	7.50	4.50
18 ti	8.00	5.50	7.50	5.00	7.00	4.50	6.50	4.00
24 ti	7.50	5.25	7.00	4.75	6.50	4.25	6.00	3.75
CLASS A								
1 ti	8.00	4.75	7.25	4.25	6.75	4.00	6.50	3.75
6 ti	7.50	4.50	6.75	4.00	6.25	3.75	6.00	3.50
12 ti	7.00	4.25	6.25	3.75	5.75	3.50	5.50	3.25
18 ti	6.50	4.00	5.75	3.50	5.25	3.25	5.00	3.00
24 ti	6.00	3.75	5.25	3.25	4.75	3.00	4.50	2.75

(*) 30 sec.
B: 40% of A.
10 sec: 50% of 1-min.
Specified times: Extra 10%.

10. SPECIAL FEATURES
Local newscasts—1-1/4x 1-min.
Network news—preemptible, rate earned plus 10%; non-preemptible, 1-min rate earned.
Edited by Charles L. Oliver.

KKFM (FM)

1958
COLORADO SPRINGS

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 1120 4.00
Ski Hi, Inc., The Garden Valley Center, 2680 S. Circle Dr., Colorado Springs, Colo. 80906. Phone 303-576-9292.

STATION'S PROGRAMMING DESCRIPTION
KKFM (FM): MUSIC: progressive rock, country rock, folk, folk rock, jazz and rhythm & blues. Contact Representative for further details. Rec'd 11/3/72.

1. PERSONNEL
General Sales Manager—Richard C. Baker.
Program Director—Michael Birdsong.
Direct of Operations—Carol E. Smith.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
ERP 23,000 w.; 96.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only: payable within 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 28a, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 46, 47e, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60e, 601, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 6/1/74—Rec'd 6/27/74.
A—Mon thru Fri 6-9 am & 4 pm-midnight; Sat & Sun 6 pm-midnight.
B—Mon thru Fri 9 am-4 pm; Sat & Sun 8 am-6 pm.
C—Mon thru Fri midnight-6 am; Sat & Sun midnight-8 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
CLASS A						
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	7.00	6.50	6.00	5.50	5.00	4.50
CLASS B						
1 min	5.60	5.25	4.90	4.55	4.20	3.85
30 sec	4.90	4.55	4.20	3.85	3.50	3.15
CLASS C						
1 min	3.20	3.00	2.80	2.60	2.40	2.20
30 sec	2.80	2.60	2.40	2.20	2.00	1.80

7. PACKAGE PLANS
BULK COMBO'S—1/3A, 1/3B, 1/3C

PER MO:	30 ti	60 ti	90 ti	120 ti
1 min	158	294	410	504
30 sec	137	252	347	420

ANNUAL—1/3A, 1/3B, 1/3C

	1 min Per yr	1 min Per mo	30 sec Per yr	30 sec Per mo
360 x	1611.60	134.30	1397.40	116.45
720 x	2998.80	249.90	2570.40	214.20
1080 x	4182.00	348.50	3539.40	294.95
1440 x	5140.80	428.40	4284.00	357.00

Fixed position: Extra 10%.
Minimum: Average 1/12 per mo.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES
NEWS
A—Mon thru Fri 6:30, 7:15, 8 & 8:15 am, 5:15 & 7 pm; Sat & Sun 6:15 pm.
B—12:15 & 3:15 pm; Sat & Sun 8:15 am & 12:15 pm.
C—12, 12:30, 1:30, 2:30, 3:30, 4:30 & 5:30 am; Sat & Sun 12:15 & 3:15 am.
News—30-sec flat rate per class.
Commentary—1-min flat rate per class.
A, B & C combinable for frequency discounts.

KPIK

1957
COLORADO SPRINGS

NAB RAB

Media Code 4 206 1260 8.00
Western Broadcasting Co., Box 2440, Mayfair Hotel Colorado Springs, Colo. 80901. Phone 303-634-1503

1. PERSONNEL
General Manager—Bonnie Paris.
Assistant Manager—George James.
Sales Manager—Everett Murray.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KPIK-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60e, 601, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80.
Affiliated with American Contemporary Network.
Member: The Intermountain Network.

TIME RATES
AM/FM COMBINATION
No. 1 Eff 9/1/72—Rec'd 9/11/72.
AA—Mon thru Sat 6-10 am., noon-1 pm & 3-7 pm.
A—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-6 pm.

7. PACKAGE PLANS
CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	11.40	10.80	10.20	9.60	—
30 sec	9.60	9.10	8.70	8.20	7.70	—
CLASS A						
1 min	10.80	10.20	9.90	9.60	9.30	9.00
30 sec	8.70	8.20	7.90	7.70	7.50	7.20

KPIK-FM

1966
COLORADO SPRINGS

NAB RAB

Media Code 4 206 1261 6.00
Western Broadcasting Co., Box 2440, Mayfair Hotel, Colorado Springs, Colo. 80901. Phone 303-634-1503.
See affiliated AM station for additional information.

2. FACILITIES
ERP 30,000 w.; 93.9 mc.
Operating schedule: 24 hours. MST.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset to midnight. For simulcast facilities see KPIK.

5. GENERAL ADVERTISING See coded regulations
Member: The Intermountain Network.
Sold in combination with KPIK. See that listing for rates.

TIME RATES
Eff 9/1/72—Rec'd 9/11/72.
B—7 pm-midnight.
C—Midnight-6 am.

6. SPOT ANNOUNCEMENTS
CLASS B

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	7.80	7.20	6.60	6.00	5.40
30 sec	5.20	4.80	4.40	4.00	3.60
CLASS C					
1 min	3.60	3.30	3.00	2.70	2.40
30 sec	2.40	2.20	2.00	1.80	1.60

KRDO

1947
COLORADO SPRINGS

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 1400 6.00
Pikes Peak Broadcasting Co., Box 1457, 399 S. 8th St., Colorado Springs, Colo. 80901. Phone 303-634-3773.

STATION'S PROGRAMMING DESCRIPTION
KRDO: MUSIC: MOB/personality. Standards, current hits, oldies.
NEWS: AP at :60; local news 7-7:30 am, noon-12:30 pm, 4:45-5:15 pm M-F. Mobile traffic reports M-F drivetimes. Talk show discussing local issues 7-9 pm Sun. SPORTS: university & professional football. Contact Representative for further details. Rec'd 2/10/75.

1. PERSONNEL
President—Harry W. Hoth, Jr.
General Manager—Jay E. Gardner.
Manager—Ed Wittrock.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
John L. McGuire, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights: 1240 kc.
Non-directional.
Operating schedule: 24 hours. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with ATA Radio Network.

TIME RATES
No. 28 Eff 4/15/75—Rec'd 6/2/75.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight; Tues thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK, I MIN:	R1	R2	R3	R4	R5
CLASS AA					
1 ti	20.60	18.40	16.60	14.80	13.00
6 ti	19.50	17.40	15.70	14.00	12.30
12 ti	17.40	15.50	14.00	12.50	11.00
18 ti	15.80	14.10	12.70	11.30	9.90
24 ti	14.70	13.10	11.80	10.50	9.20
30 SEC:					
1 ti	13.50	12.10	10.90	9.70	8.60
6 ti	13.00	11.60	10.40	9.20	8.00
12 ti	12.20	10.90	9.80	8.60	7.50
18 ti	11.40	10.20	9.10	8.00	6.90
24 ti	10.80	9.70	8.60	7.50	6.40
CLASS A					
1 ti	15.80	14.10	13.00	11.90	10.80
6 ti	15.00	13.40	12.30	11.20	10.10
12 ti	14.60	13.00	10.90	9.80	8.70
18 ti	12.20	10.90	9.80	8.70	7.60
24 ti	11.00	9.80	8.70	7.60	6.50
30 SEC:					
1 ti	11.20	10.00	8.70	7.60	6.60
6 ti	10.30	9.20	8.00	7.00	6.00
12 ti	9.80	8.70	7.60	6.60	5.60
18 ti	9.30	8.30	7.20	6.20	5.20
24 ti	8.90	7.90	6.90	5.90	4.90
CLASS B					
1 ti	11.30	10.10	9.40	8.70	8.00
6 ti	10.90	9.70	9.00	8.30	7.50
12 ti	10.40	9.30	8.60	7.80	7.10
18 ti	9.80	8.70	8.20	7.50	6.70
24 ti	9.10	8.10	7.40	6.70	6.10
36 ti	8.30	7.40	6.70	5.90	5.30
30 SEC:					
1 ti	8.20	7.30	6.40	5.60	4.80
6 ti	8.00	7.10	6.20	5.40	4.60
12 ti	7.50	6.70	5.70	5.00	4.20
18 ti	7.00	6.20	5.40	4.60	3.90
24 ti	6.50	5.80	5.00	4.30	3.60
36 ti	6.00	5.30	4.60	3.90	3.20

C: 40% of B.

7. PACKAGE PLANS
TAP—1/6AA, 1/6A, 1/3B, 1/3C

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	8.50	7.85	7.30	6.65	6.25
30 sec	5.65	5.30	5.00	4.75	4.50

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER WK:	(*) 1 wk	13 wk	26 wk	52 wk	(†) 1 wk	13 wk	26 wk	52 wk
1 ti	20.00	18.50	17.00	15.50	13.00	12.00	11.00	10.00
6 ti	18.00	17.00	15.50	13.50	12.00	11.00	10.00	9.00
12 ti	16.00	15.00	14.00	13.00	11.00	10.00	9.00	8.00

	(‡)
1 ti	6.50 6.00 5.50 5.00
6 ti	6.00 5.50 5.00 4.50
12 ti	5.50 5.00 4.50 4.00

(*) Mon thru Fri 6-10 am & 3-7 pm; Mon thru Sat noon-12:30 pm.
(†) Mon thru Fri 10 am-noon & 12:30-3 pm; Sat 6 am-7 pm except noon-12:30 pm; Sun 6 am-7 pm.
(‡) Mon thru Sun 7 pm-midnight; Tues thru Sun midnight-5 am.

DISCOUNT
Equal number of spots run wkly on AM & FM—10%.
Edited by Ed Wittrock.

KRDO-FM

1969
COLORADO SPRINGS

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 206 1401 8.00
Pikes Peak Broadcasting Co., Box 1457, 399 S. 8th St., Colorado Springs, Colo. 80901. Phone 303-634-3773.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KRDO-FM: Programmed for adults.
MUSIC: string arrangements & some vocals of standards, film music, showtunes. NEWS: headlines at :60. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 2/10/75.

3. FACILITIES
ERP 96,000 w.; 95.1 mc. Stereo.
Operating schedule: 24 hours. MST.
Antenna ht.: 2,010 ft. above average terrain.

TIME RATES
No. 5 Eff 4/15/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

WK. ROS:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 MINUTE						
R1	16.00	14.90	14.10	13.30	12.70	12.10
R2	14.30	13.30	12.60	11.90	11.30	10.80
R3	12.40	11.40	10.80	10.20	9.40	8.90
R4	10.50	9.50	9.00	8.50	7.50	7.00
R5	9.00	8.00	7.50	7.00	6.00	5.50
30 SECONDS						
R1	14.50	13.30	12.70	12.10	11.50	10.70
R2	12.90	11.90	11.30	10.80	10.30	9.60
R3	11.20	10.20	9.40	8.90	8.40	7.80
R4	9.50	8.50	7.50	7.00	6.50	6.00
R5	8.00	7.00	6.00	5.50	5.00	4.50

DISCOUNT
Equal number of spots run wkly on AM & FM—10%.
Edited by Ed Wittrock.

KRYT

1964
COLORADO SPRINGS

Media Code 4 206 1540 3.00
Business Office and Studio—847 S. Circle Dr., Colorado Springs, Colo. 80910. Phone 303-634-4118.

STATION'S PROGRAMMING DESCRIPTION
KRYT: MUSIC: MOR with emphasis on established musical personalities & spotlight emphasis on new personalities & groups. All musical personalities are augmented by local personality showcase programs. Contact Representative for further details. Rec'd 4/7/71.

1. PERSONNEL
Owner & Gen'l Mgr—William S. Cook.

2. REPRESENTATIVES
New York—Herbert E. Groskin & Co.
Los Angeles—Harlan G. Oakes, Inc.

3. FACILITIES
1,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset MST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KRYT-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: The Groskin Group.

TIME RATES
AM/FM COMBINATION
NATIONAL AND LOCAL RATES SAME
Eff ——Rec'd 8/6/69.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr	70	67	64	61	58	55	52
1/2 hr	53	50	48	46	44	42	40
5 min	30	29	28	27	26	25	24

COLORADO

KRYT-FM

1967
COLORADO SPRINGS

Media Code 4 206 1541 1.00
William S. Cook, 847 S. Circle Dr., Colorado Springs, Colo. 80910. Phone 303-634-4118.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KRYT-FM: 6 am-3 pm same as AM. After 3 pm format of mixed instrumentals & vocals with a mixture of standard jazz included. Contact Representative for further details. Rec'd 4/7/71.

3. FACILITIES ERP 25,000 w.; 101.9 mc. Stereo.
Operating schedule: 6-2 am. MST.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-2 am. For simulcast facilities see KRYT.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: The Groskin Group.
Sold in combination with KRYT. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——Rec'd 8/6/69.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
Ea	5.00	4.75	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr	35.00	33.50	32.00	30.50	29.00	28.50	27.50
1/2 hr	26.50	25.00	24.00	23.00	22.00	21.00	20.00

KSSS

1955
COLORADO SPRINGS

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 1680 7.00
Northwest Publications, Inc., Box 2589, 3939 E. San Miguel, Colorado Springs, Colo. 80901. Phone 303-596-5000.

STATION'S PROGRAMMING DESCRIPTION
KSSS: MUSIC: Modern country blended with popular folk oriented hits. NEWS: local & regional at :50 & :10 with network at :30. Sports: complete coverage high school & college with scores as available throughout day. Network & local/regional reports on public affairs. Mobile units for news, traffic & special events coverage. M-F, tele/talk show 10-11 am & 2-3 pm. Contact Representative for further details. Rec'd 3/26/73.

1. PERSONNEL
General Manager—Wes Bradley.
National/Regional Sales—Prentiss E. Rowe.
Local Sales Manager—Herb James.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 740 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 29a, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 601, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 11 Eff 5/15/74—Rec'd 7/1/74.
AA—Mon thru Fri 6-9 am & 4-6 pm.
A—Mon thru Fri 9 am-4 pm & 6-9 pm; Sat & Sun all day.
B—Mon thru Sun 9 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 15 sec	A 1 min	A 30 sec	A 15 sec
1 ti	7.00	6.00	4.00	6.00	5.00	3.50
12 ti	6.70	5.70	3.80	5.70	4.70	3.30
24 ti	6.40	5.40	3.60	5.40	4.40	3.10
36 ti	6.10	5.10	3.40	5.10	4.10	2.90

Specified time: AA rate.

7. PACKAGE PLANS
740 PACKAGE

BTA, 30-DAY PERIOD:	30 ti	60 ti	100 ti
1 min	167.40	307.40	487.40
30 sec	137.40	247.40	387.40

TOTAL AUDIENCE PLAN

PER WK. EA:	1 min	30 sec
10 ti (2AA, 6A, 2B)	5.60	4.70
20 ti (4AA, 12A, 4B)	5.35	4.45
30 ti (6AA, 18A, 6B)	5.05	4.15

ANNUAL PACKAGES

PER YR:	AA 1 min	AA 30 sec	AA 15 sec	A 1 min	A 30 sec	A 15 sec
300 x	6.75	5.75	3.50	5.75	4.75	3.00
600 x	6.25	5.25	3.25	5.25	4.25	2.75
1200 x	5.75	4.75	3.00	4.75	3.75	2.50
1800 x	5.25	4.25	2.75	4.25	3.25	2.25

Must be scheduled & run a minimum of 80% of monthly average of spots. 20% may be for special events within contract period.

9. PARTICIPATING PROGRAMS
(*)—Jo Ann Rowe Party Line, Mon thru Fri 10-11 am & 2-3 pm.
(†)—Happenings With Jo Ann Bowe, Mon thru Sat 9:25 am & 12:25 pm.

PER WK. EA:	(*) 13 wk	(*) 26 wk	(*) 52 wk	(†) 13 wk	(†) 26 wk	(†) 52 wk
2 ti	17.50	14.50	12.50	.....	.....	.....
3 ti	16.50	13.50	11.50	12.50	12.00	11.50
5 ti	13.50	12.50	10.50	.....	.....	.....
6 ti	.....	.....	.....	11.00	10.50	10.00

10. SPECIAL FEATURES
NEWS & WEATHER

PER WK:	AA 13 wk	AA 26 wk	AA 52 wk	A 13 wk	A 26 wk	A 52 wk
3 ti	15.00	13.75	12.50	11.25	10.75	10.00
5 ti	11.25	10.75	10.00	10.00	9.50	8.75

Specified time: AA rate.

(Colorado Springs continued on next page)

COLORADO

Colorado Springs—Continued

KVOR
1921
COLORADO SPRINGS

RAB

Subscriber to the NAB Radio Code
Media Code 4 206 1820 9.00
Wolverine Broadcasting Corp. Box 966, 615 E Brookside, Colorado Springs, Colo. 80901. Phone 303-632-3536.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Vinail.
Vice-President/Sales—Arthur M. (Bus) Oaks.
Local Sales Manager—Fred Von Pingel.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States— Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene Gray Co., Inc.
Minneapolis—Wayne Evans & Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc.
Non-directional.
Operating schedule: 24 hours. MST.
Partial simulcast operation. Simulcast 10 pm-9 am Mon thru Fri; 10 pm-8 am Sat; 10 pm-6 am Sun. For non-simulcast facilities see KVOR-FM.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 22a, 23a, 25a, 28b, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70e, 73a.
Affiliated with CBS.

TIME RATES
No. 48 Eff 6/1/75—Rec'd 5/22/75.
AA—Mon thru Fri 6-10 am; Sat 6-8 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat noon-10 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	16.50	13.00	8.25	6.25	5.75	4.00
12 ti	15.50	12.00	7.75	5.75	5.50	3.75
24 ti	14.50	11.00	7.25	5.25	5.25	3.50
36 ti	13.50	10.00	6.75	4.75	5.00	3.25

Fixed time, extra 5%.
Advertisers contracting in advance for 312/624/936 spots within 52 wk period earn respectively 12/24/36 rate regardless of no. of spots in any one week. Schedules adjusted to rate earned each week if contract is not fulfilled.

9. PARTICIPATING PROGRAMS
On The Carpet Mon-Fri 8:07-8:52 am:

PER WK, EA:	13 wk	26 wk	52 wk
Alternating wks (per day)	18.00	17.00	16.00
Weekly (per day)	16.00	15.50	14.50

Finch Bandwagon Sat 8:15 am-noon:

	1 ti	12 ti	24 ti	36 ti
1 min	10.25	9.75	9.25	8.75
30 sec	8.25	7.75	7.25	6.75

10. SPECIAL FEATURES
CBS NEWS—PER MONTH

	13 wk	26 wk	52 wk
3 per wk	300	275	250
6 per wk	500	475	450

7-7:06 am, 2 1-min spots per show.

AM & FM spots combine for frequency discount.
Edited by Arthur M. (Bus) Oaks.

KVOR-FM
1960
COLORADO SPRINGS

RAB

Subscriber to the NAB Radio Code
Media Code 4 206 1821 7.00
Wolverine Broadcasting Corp., Box 966, 615 E. Brookside, Colorado Springs, Colo. 80901. Phone 303-632-3536.
See affiliated AM station for additional information.

3. FACILITIES
ERP 25,000 w.; 92.9 mc.
Operating schedule: 24 hours. MST.
Antenna ht.: 2,130 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-10 pm Mon thru Fri; 8 am-10 pm Sat; 6 am-10 pm Sun. For simulcast facilities see KVOR.

TIME RATES
No. 3 Eff 5/13/75—Rec'd 5/22/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	24 ti	36 ti
1 min	5.75	5.50	5.25	5.00
30 sec	4.00	3.75	3.50	3.25

(*) equal rotation between 9 am & 10 pm.
Advertisers contracting in advance for 312/624/936 spots within 52 wk period earn respectively 12/24/36 rate regardless of no. of spots in any one week. Schedules adjusted to rate earned each week if contract is not fulfilled.

10. SPECIAL FEATURES
NEWS & WEATHER—PER MONTH

	13 wk	26 wk	52 wk
2 per wk	65	60	55
3 per wk	90	85	80
6 per wk	150	145	140

Equal rotation between 9:30 am & 6 pm; incl open & close plus 1 1-min spot.

FM & AM combinable for frequency discount.
Edited by Arthur M. (Bus) Oaks.

KWYD (FM)
1973
SECURITY

NAB

Subscriber to the NAB Radio Code
Media Code 4 206 1890 2.00
Edward J. Patrick, Box 5663, Security, Colo. 80911. Phone 303-392-4219.

STATION'S PROGRAMMING DESCRIPTION
KWYD (FM): Religious/inspirational music. NEWS: Local, military/government. SPORTS: Local prep school play-by-play. Rec'd 4/9/75.

1. PERSONNEL
General Manager—Edward J. Patrick.
Sales Manager—Don Tucker.
Operations Director—Rick Martin.

3. FACILITIES
EBP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 58 ft. below average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10a, 11a, 12a, 13a, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c.
Cancellation: 70e.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 3/1/75—Rec'd 4/9/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec
1 ti	7.00	5.00	4.00
13 ti	6.00	4.50	3.50
27-36 ti	5.00	3.75	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60.00	30.00	15.00	12.50
5 x	50.00	25.00	12.50	10.00

KYSN
1956
COLORADO SPRINGS

NAB

Media Code 4 206 1960 3.00
Business Office and Studio—Box 1715, 146 W. Arvada, Colorado Springs, Colo. 80901. Phone 303-634-1511.

1. PERSONNEL
President—Donald T. Harding, Jr.
Vice-Pres. & Gen'l Mgr.—John H. Lambert.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Denver—Mountain Media.

3. FACILITIES
1,000 w. days, 500 w. nights; 1460 kc.
Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 14h.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 23b, 24a, 24c, 25c, 26, 28b, 28c, 29b, 30, 31.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g, 61a, 62b, 62d.
Cancellation: 70b, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 10/1/74—Rec'd 10/24/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun 6-10 am & 7-10 pm.

7. PACKAGE PLANS
1-MINUTE

PER WK:	AA 1 wk	AA 13 wk	AA 26 wk	AA 52 wk	A 1 wk	A 13 wk	A 26 wk	A 52 wk
Fixed	12.50	12.00	11.50	11.00	11.50	11.00	10.50	10.00
6 ti	11.75	11.25	10.75	10.25	10.75	10.25	9.75	9.25
12 ti	11.00	10.50	10.00	9.50	10.00	9.50	9.00	8.50
18 ti	10.25	9.75	9.25	8.75	9.25	8.75	8.25	7.75
24 ti	9.50	9.00	8.50	8.00	8.50	8.00	7.50	7.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Minutes and 30-seconds may be combined for frequency.

10. SPECIAL FEATURES
5-min news—1 1/2x applicable 1-min.

CORTEZ
Montezuma County—Map Location B-6
See SRDS consumer market map and data at beginning of the State

KVFC
1955

RAB

Media Code 4 206 2100 5.00
Sound 74, Inc., Box 740, KVFC Bldg., Cortez, Colo. 81321. Phone 303-565-3463.

STATION'S PROGRAMMING DESCRIPTION
KVFC: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rich Hamilton.

2. REPRESENTATIVES
John L. McGuire, Inc.

3. FACILITIES
1,000 w.; 740 kc. Directional—nights.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 42 Eff 7/1/74—Rec'd 5/28/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm; Sun noon-6 pm.
B—Mon thru Sat 10 am-noon, 1-3 pm & 7 pm-midnight; Sun 6 am-noon & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

	CLASS A				
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.95	6.65	6.25	5.90	5.55
30 sec	5.55	5.30	5.00	4.75	4.45
10 sec	3.50	3.35	3.15	3.00	2.80

	CLASS B				
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	5.55	5.30	5.00	4.75	4.45
30 sec	4.45	4.25	4.05	3.75	3.55
10 sec	2.80	2.65	2.50	2.40	2.25

Submitted by Rich Hamilton.

CRAIG
Moffat County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KRAI
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 206 2240 9.00
Northwestern Colorado Broadcasting Co., Box 68, Craig, Colo. 81625. Phone 303-824-6574.

1. PERSONNEL
Gen'l Mgr. & Vice-Pres.—Richard Bonderud.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 550 kc.
Directional—night only.
Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6A Eff 12/16/74—Rec'd 1/27/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK, EA:	1 min	30 sec	1 min	30 sec
1 ti	4.80	4.00	3.80	3.00
12 ti	4.50	3.70	3.50	2.70
24 ti	4.20	3.40	3.20	2.40
36 ti	3.90	3.10	2.90	2.10

ANNUAL PLAN
Contract advertisers using 312/624/936 spots within a 52-week period will earn the 12/24/36 plan rate, regardless of number run in any one week. In event, contract is not fulfilled, schedules will be adjusted to rate earned each week.

DELTA
Delta County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KDTA
1955

Media Code 4 206 2380 3.00
Monarch Broadcasting Co., Box 452, Delta, Colo. 81416. Phone 303-874-4544.

1. PERSONNEL
President & Gen'l Mgr.—D. E. Towns.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Advertising Sales West.

5. FACILITIES
1,000 w days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/1/70 —Rec'd 2/5/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x
1 min	3.90	3.80	3.70	3.60	3.30
30 sec	2.30	2.25	2.20	2.10	1.90
20 sec	1.50	1.45	1.40	1.35	1.25
		104x	156x	260x	500+
1 min		3.10	3.00	2.70	2.30
30 sec		1.80	1.70	1.60	1.40
20 sec		1.20	1.10	1.00	.90

DENVER (17 AM; 10 FM)
(including Arvada, Aurora, Englewood, Lakewood, Littleton)
Denver, Denver County—Map Location E-5
Aurora, Adams County—Map Location F-5
Englewood, Arapahoe County—Map Location F-5
Lakewood, Jefferson County—Map Location E-5
Littleton, Arapahoe County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	100	53	77	47
B	68	53	68	46
C	64	50	57	38
D	57	41	48	36
AVERAGE	72	49	63	42

Denver Metro Market Group
Intermountain Network
Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.
Rates: See The Intermountain Network under Regional Radio Networks and Groups.
Comprised of:
KLAK, KLAK-FM—Denver
KPIK, KPIK-FM—Colorado Springs
KPUB—Pueblo
KBOL—Boulder

The Big KAAT of the Rockies
Recreation Radio
50,000 Watts
7-State Coverage
KAAT 50,000 WATTS RADIO 1090
DENVER, COLO.

KAAT
1972
DENVER

NAB

Media Code 4 206 2415 7.00
Badio Colorado Corp., 1790 Grant St., Denver, Colo. 80203. Phone 303-573-1090.

1. PERSONNEL
President—John H. Gayer.
General Manager—Norman D. Smith.
Sales Manager—Wayne H. Thomas.

2 REPRESENTATIVES
Savalli/Gates. Inc.

3. FACILITIES
50,000 w.; 1090 kc. Directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15d, 16.
Basic Rates: 20a, 21a, 21b, 22a, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 81.

TIME RATES
No. 1 Eff 9/1/74—Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

	1 wk		13 wk		26 wk		52 wk	
WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	25	21	23	19	21	17	19	15
6 ti	23	19	21	17	19	15	17	13
12 ti	22	18	20	16	18	14	16	12
18 ti	21	17	19	15	17	13	15	11
24 ti	20	16	18	14	16	12	14	10
30 ti	19	15	17	13	15	11	13	9
36 ti	18	14	16	12	14	10	12	8

Specified time, extra 10%.
ID's: 50% of 1-min.
ROS: 1/3 ea daypart; 6-10 am, 10 am-3 pm, 3-7 pm.

7. PACKAGE PLANS
BULK PLANS

	600x	1200x	1800x
1 min	16	14	12
30 sec	12	10	8

PER MD:	100 ti	200 ti
1 min	20	16
30 sec	16	12

10. SPECIAL FEATURES
NEWS/WEATHER—6-9 AM & 3-6 PM

PER WK, 5 MIN:	3 ti	6 ti	10 ti
Ea	30	25	20

All other news/weather—ea 20.00.
Submitted by John H. Gayer.

KADX (FM)
1956
DENVER

NAB

Media Code 4 206 2450 4.00
Columbine Broadcasting Co., Inc., 9805 E. Iliff, Denver, Colo. 80231. Phone 303-755-1213.

STATION'S PROGRAMMING DESCRIPTION
KADX (FM): MUSIC: popular and jazz, 6 am-6 pm; all jazz, 6 pm-6 am. Rec'd 4/1/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth B. Lange.
Vice-President—Peter D. Smythe.

3. FACILITIES
ERP 100,000 w.; 105.1 mc. Stereo.
Operating schedule: 24 hours MST.
Antenna ht.: 175 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

(This listing continued on next page)

Denver radio won't sell Colorado Springs
...KVOR will!
KVOR am/fm • Colorado Springs, Colo.
Rep. by Masla & Co., Inc. & Bob Hix Co., Inc.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 8.
Rate Protection: 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20a, 21b, 22a, 23b, 24a, 25a, 28c, 29b, 32c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES
Eff 8/1/74—Rec'd 8/12/74.
AA—Mon thru Sat 6-9 am & 6 pm-midnight.
A—Mon thru Sat 9 am-6 pm; Sun noon-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	22	20	18	16	18	16	14	12
30 sec	18	16	14	12	14	12	11	10

KBPI (FM)
1965
DENVER

ABC-FM Spot Sales, Inc.

Subscriber to the NAB Radio Code

Media Code 4 206 2520 4.00
Progressive Broadcasters, Inc., 4460 Morrison Rd., Denver, Colo. 80219. Phone 303-936-2313.

STATION'S PROGRAMMING DESCRIPTION
KBPI (FM): Programmed for 18-35 year old audience.
MUSIC: rock, from local album sales monitored through largest record outlets. NEWS & PUBLIC AFFAIRS: ecological reports. History & development of music programs. Public service to all non-profit community service agencies. News is predominantly of local interest. COMMERCIAL POLICY: maximum 12 per hour of 4 breaks of maximum 90 seconds each. Contact Representative for further details. Rec'd 6/9/75.

1. PERSONNEL
Midwest National Sales—Toney Brooks.
West Coast National Sales—Ron Henninger.
East Coast National Sales—Herb Neu.
2. REPRESENTATIVES
AIC FM Spot Sales.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. vert.); 105.9 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 10th of month.
6. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 15c
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24c, 25a, 28b, 28c.
Contracts: 40b, 41, 42a, 42c, 43, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Competing advertisers will be guaranteed a minimum of 20 minutes separation on any log. No more than one commercial per hour for any one advertiser.

TIME RATES
No. 5 Eff 7/21/75—Rec'd 8/1/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-midnight.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Fri 6-10 am; Mon thru Sun midnight-1 am.
All Night—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	48	46	45	43	39	37
12 ti	46	44	43	41	37	35
18 ti	45	43	42	40	36	34

All night, flat 9.00.
Submitted by Toney Brooks.

KDEN
1956
DENVER

AVERY-KNODEL, INC.
All News/Information

Media Code 4 206 2800 6.00
KDEN Broadcasting Co., 1601 W. Jewell Ave., Denver, Colo. 80223. Phone 303-935-2525.

STATION'S PROGRAMMING DESCRIPTION
KDEN: Programming news & information.
NEWS: network & national at :60 & :30; emphasis on local news: airborne traffic reports during AM & PM drive times. Headline recaps every 15 min; AP & UPI wires. UPI sports, business wires & audio. Contact Representative for further details. Rec'd 8/28/73

1. PERSONNEL
Pres. & Gen'l Mgr.—Douglas C. Stephens.
General Sales Manager—Raymond A. Mineo.
News Director—Kenneth R. Galey.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60d, 60e, 61a, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Information Network.

TIME RATES
Eff 9/1/73—Rec'd 8/28/73.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm & all other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	25.00	20.00	24.00	19.20	20.00	16.00
12 ti	24.00	19.20	23.00	18.40	19.00	15.20
18 ti	23.00	18.40	22.00	17.60	18.00	14.40
24 ti	22.00	17.60	21.00	16.80	17.00	13.60
30 ti	21.00	16.80	20.00	16.00	16.00	12.80
36 ti	20.00	16.00	19.00	15.20	15.00	12.00

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	20.00	19.00	18.00	17.00	16.00	15.00
30 sec	16.00	15.20	14.40	13.60	12.80	12.00

MONTHLY BTA PLAN

PER MO:	25 ti	50 ti	75 ti	100 ti	125 ti	150 ti
1 min	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	12.00	11.20	10.40	9.60	8.80	8.00

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

KDKO
1957
LITTLETON

Rhythm & Blues

Media Code 4 206 2940 4.00
KDKO, Inc., Box 418, 9000 S. Santa Fe Dr., Littleton, Colo. 80120. Phone 303-794-4211.
Studio/Transmitter: 13208 N. US Hwy. 85, Littleton, Colo. 80120.

STATION'S PROGRAMMING DESCRIPTION
KDKO: Programmed for black residents, & general interest, age 18 & over.
MUSIC: 100% rhythm & blues & black artists. Black & white AIR PERSONALITIES. NEWS: network & local at :50. Employment news at 6:15 am; gratis classified ads at 10:05 am, 2:15 & 7:15 pm. SPORTS: network sports at 6:20 am & 1:20 pm. Local sports at 5:15 & 11:15 pm. College football & high school basketball playoffs. Contact Representative for further details. Rec'd 2/24/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—David M. Segal.
Continuity Director—Darlene Thorndyke.
2. REPRESENTATIVES
New York, Chicago, West Coast—Bob Dore Associates.
3. FACILITIES
5,000 w. nights, 1,000 w. days; 1510 kc. Directional—separate pattern day and night.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 27, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 41, 43, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60e, 61c, 62b.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Mutual Black Network.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/75—Rec'd 2/24/75.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
PER YR:	.....	.....	.....	*500x	*1000x	*1500x
1 min	24.00	21.60	19.20	16.80	14.40	12.00
30 sec	18.00	16.20	14.40	12.60	10.80	9.00
10 sec	12.00	10.80	9.60	8.40	7.20	6.00

(*) Subject to short rate.

KERE
1961
DENVER

METRO RADIO SALES
A Mission Broadcasting Co. Station

Media Code 4 206 3010 5.00
Mission Denver Co., Box 2097, Denver, Colo. 80201. Phone 303-534-5873.

STATION'S PROGRAMMING DESCRIPTION
KERE: Programmed for general adult interest.
MUSIC: modern country with PERSONALITIES: NEWS: 5-minutes at :55. 2-minute headlines at :30 during drive times. 2 mobile news units. Frequent time & weather reports. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
President—Jack Roth.
Manager—Edward Hardy.
2. REPRESENTATIVES
Metro Radio Sales.
3. FACILITIES
5,000 w.; 710 kc. Directional—same pattern day and night.
Operating schedule: 24 hours. MST.
4. AGENCY COMMISSION
15% time only: 20th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 14b, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61c.
Cancellation: 70a, 70e, 71a, 72, 73a.
Affiliated with MRS.

TIME RATES
No. 2 Eff 9/15/74—Rec'd 10/7/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 5-6 am & 7 pm-midnight.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	60	52	48	44	40
30 sec	48	42	38	36	32
10 sec	36	31	29	26	24
CLASS AA					
1 min	50	48	44	40	36
30 sec	40	38	36	32	28
10 sec	30	29	26	24	22
CLASS A					
1 min	25	24	22	20	18
30 sec	20	19	18	16	14
10 sec	15	14	13	12	11

B: 50% of A.

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS
(1/4 AM & PM Drive, 1/4 Wknds, 1/4 Hswf, 1/4 Night Time)

PER WK:	12 ti	20 ti	28 ti
1 min	420	600	700
30 sec	336	480	560

Preemptible. Spots will be made good in comparable time periods. WCP do not earn consec wk or contribute to WCP for further frequency discounts. May combine with min, 30-sec & 1D's to earn wkly frequency discounts on face of card rates only.

KFML
1955
DENVER

Media Code 4 206 3080 8.00
Radio Denver Corp., 6675 E. Tennessee Ave., Denver, Colo. 80222. Phone 303-399-1390.

STATION'S PROGRAMMING DESCRIPTION
KFML: MUSIC: Rock, jazz, classical, country, folk, blues, R & B. COMMERCIAL POLICY: 9 units per hour. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
General Manager—Don Zucker.
Sales Manager—Jane Steinberg.
Program Director—Craig Applequist.
2. REPRESENTATIVES
Century National Sales.
3. FACILITIES
5,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24c, 27, 28a, 28c, 29a, 33a.
Comb.; Cont. Discounts: 60d, 60f, 60h, 60j, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 4/15/75—Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	12	10	20+	10	8

Edited by Don Zucker.

KFSC
1954
DENVER

Subscriber to the NAB Radio Code

Media Code 4 206 3220 0.00
KFSC, 2185 Broadway, Denver, Colo. 80205. Phone 303-222-8935.

1. PERSONNEL
Owner—Estate of Paco Sanchez.
General Manager—Edward Romero.
Sales Manager—George Sandoval.
2. REPRESENTATIVES
New York, Chicago—Caballero Spanish Media, Inc.
3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 net time: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4e, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 60k 61a, 62b, 62e.
Cancellation: 70a 70c, 71a, 73a.
Copy translated into Spanish at no extra charge.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 1/1/73—Rec'd 12/28/72.

6. SPOT ANNOUNCEMENTS
1 min. ..... 12 30 sec 10
7. PACKAGE PLANS
1000 x, 1 min ..... 10 1000 x, 30 sec 8
8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	60	35	20

KGMC
1952
ENGLEWOOD

Media Code 4 206 3360 4.00
MacLee Radio Inc., 3 W. Princeton Ave., Englewood, Colo. 80110. Phone 303-761-1150.

STATION'S PROGRAMMING DESCRIPTION
KGMC: News talk. NEWS: 5 hours daily continuous news in drive times. Other hours: news talk (call-in conversation & guests related to developing news events). Rec'd 5/31/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert B. McWilliams.
Sales Manager—Vern Wickre.
3. FACILITIES
5,000 w.; 1150 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0.

COLORADO

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/74—Rec'd 8/1/74.

7. PACKAGE PLANS

PER YR, BTA:	1x	52x	260x	500x	1000x
1 min	12.00	10.00	8.00	7.00	6.50
30 sec	9.00	7.50	6.50	5.50	5.00
10 sec	6.00	5.00	4.50	4.00	3.50
PER MO, BTA:	30 ti	60 ti	90 ti	100 ti	300 ti
1 min	8.50	7.50	7.00	6.00	5.00
30 sec	6.50	6.00	5.50	4.75	3.75
10 sec	4.50	4.00	3.50	3.25	3.00
10 DAY PKG, BTA:			20 ti	40 ti	60 ti
1 min			8.00	7.50	7.00
30 sec			6.50	6.00	5.50
10 sec			4.50	4.00	3.50

Guaranteed drive time: 6-9 am & 3-6 pm, extra 20%.
Guaranteed anchor times, extra 20%.
Personalized ad-lib spots—1-min only, extra 20%.

10. SPECIAL FEATURES

NEWS:	1x	52x	312x	624x
5 min	18	15	14	9
10 min	25	22	20	12

5 min, incl open, close plus 1 1-min spot; 10 min, incl open, close plus 2 1-min spots.

KHOW
1925
DENVER

A Doubleday Station

RADIO ADVERTISING REPRESENTATIVES, INC.

RAB

Subscriber to the NAB Radio Code

Media Code 4 206 3500 5.00
Doubleday Broadcasting Co., Petroleum Club Bldg. Denver, Colo. 80202. Phone 303-573-6300.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John R. Lego.
General Sales Manager—Roy Thomason.
National Sales Manager—Art Knott.
2. REPRESENTATIVES
Radio Advertising Representatives, Inc.
Texas—Riley Representatives.
3. FACILITIES
5,000 w.; 630 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.
Partial simulcast operation. Simulcast 6 am-6 pm.
For non-simulcast facilities see KHOW-FM.
4. AGENCY COMMISSION
15% time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24e, 25a, 28b, 28c, 29a, 32b, 23a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60l, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 19 Eff 2/1/75—Rec'd 1/15/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
B—Mon thru Sat 7 pm-midnight; Mon thru Sat 5-6 am; Sun 5-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AAA 10 sec	AA 1 min	AA 30 sec	AA 10 sec
1 ti	125	100	62	95	76	47
6 ti	110	88	55	85	68	42
12 ti	100	80	50	77	62	38
18 ti	90	72	45	69	55	34
24 ti	81	65	40	62	50	31
	A			B		
1 ti	65	52	33	50	40	25
6 ti	55	44	28	40	32	20
12 ti	50	40	25	36	29	18
18 ti	45	36	22	32	26	16
24 ti	40	32	20	29	23	14

Dayparts rotating; combinable for frequency rate.

7. PACKAGE PLANS
MAN PLAN

PER WK, EA:	1 min	30 sec	10 sec
6 ti (1AAA, 1AA, 2A, 2B)	62	50	31
12 ti (2AAA, 3AA, 3A, 4B)	56	45	28
18 ti (4AAA, 4AA, 5A, 5B)	50	40	25
24 ti (6AAA, 6AA, 6A, 6B)	45	36	22

Combination of 1-min, 30-sec & 10-sec must be in units of 3% distribution as shown.

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS/SPORTSCASTS

PER WK:	AAA 1 ti	AAA 3 ti	AAA 6 ti	AAA 12 ti	AA 1 ti	AA 3 ti	AA 6 ti	AA 12 ti
1 wk	150	141	132	120	114	108	102	92
26 wk	135	127	119	108	103	97	92	83
52 wk	122	114	107	97	95	90	84	75
	A				B			
1 wk	78	72	66	60	60	55	49	42
26 wk	70	65	59	54	57	52	46	39
52 wk	68	63	57	49	54	49	43	36

10-min newscasts—5-min rate plus 15.00.
SKY SPY—6-9 AM & 3-6 PM
Applicable 30-sec rate plus 20%, incl close plus 30-sec spot.

Edited by Art Knott.

(Denver continued on next page)

COLORADO

Denver—Continued

KHOW-FM
1966
DENVER

NAB RAB

Media Code 4 206 3501 3.00
Doubleday Broadcasting Co., Petroleum Club Bldg., Denver, Colo. 80202. Phone 303-573-6300.
See affiliated AM station for additional information.

1. PERSONNEL
National Sales Manager—Arthur L. Knott.
Program Supervisor—Charley Martin.

3. FACILITIES
ERP 51,000 w. (horiz.), 51,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 725 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities see KHOW.

TIME RATES
Eff————Rec'd 7/20/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti	36 ti
1 MINUTE						
1 wk	10.00	8.00	7.00	6.00	5.00	4.00
13 wk	9.75	7.75	6.75	5.75	4.75	3.75
26 wk	9.50	7.50	6.50	5.50	4.50	3.50
52 wk	9.00	7.00	6.00	5.00	4.00	3.00
30 SECONDS						
1 wk	8.00	6.40	5.60	4.80	4.00	3.20
13 wk	7.80	6.20	5.40	4.60	3.80	3.00
26 wk	7.60	6.00	5.20	4.40	3.60	2.80
52 wk	7.20	5.60	4.80	4.00	3.20	2.40

7. PACKAGE PLANS

PER MO. EA:	50 ti	100 ti	200 ti	300 ti
1 min	6.00	5.00	4.00	3.00
30 sec	4.80	4.00	3.20	2.40

10 sec: 60% of 1-min.
FM rates not combinable with AM.
Submitted by Art Knott.

KIMN
1922
DENVER

RKO RADIO REPRESENTATIVES INC.

Media Code 4 206 3780 3.00
Jefferson-Pilot Broadcasting, Inc., Box 14008, 5350 W. 20th Ave., Denver, Colo. 80214. Phone 303-234-9500.

1. PERSONNEL
President—Charles H. Crutchfield.
General Manager—John J. McGuinness.
National Sales Manager—Joe Middelburg.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

5. FACILITIES
5,000 w.; 950 kc. Directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b
Contracts: 41, 44b, 47a, 49, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82
Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equaling a weekly expenditure of 100.00 is actually running at the time of effective date of increase and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
AM/FM COMBINATION
No. D Eff 11/13/74—Rec'd 1/13/75.
AAA—Mon thru Sat 5-10 am; Mon thru Fri 3-9 pm & Sat 10 am-9 pm.
AA—Mon thru Fri 10 am-3 pm & Sun 9 am-9 pm.
A—Mon thru Sun 9 pm-1 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	75	60	67	54	61	49
6 ti	73	58	65	52	59	48
12 ti	67	54	63	50	57	46
18 ti	65	52	61	49	55	44

B: 50% of AAA.
Fixed position: Extra 20%.

7. PACKAGE PLANS

PER WK. PREEMPTIBLE:	1 min	30 sec
14 ti (2*, 2†, 5AA, 5A)	854	687
21 ti (3*, 3†, 8AA, 7A)	1242	1004
28 ti (4*, 4†, 10AA, 10A)	1596	1290

(*) Mon thru Sat 5-10 am and/or Sat 10 am-9 pm.
(†) Mon thru Fri 3-9 pm and/or Sat 10 am-9 pm.

AM ONLY

6. SPOT ANNOUNCEMENTS
1 min: AM/FM combination 1-min less 10.00; 30 sec: AM/FM combination 30-sec less 8.00.

7. PACKAGE PLANS

PER WK. PREEMPTIBLE:	1 min	30 sec
14 ti (2*, 2†, 5AA, 5A)	644	519
21 ti (3*, 3†, 8AA, 7A)	927	752
28 ti (4*, 4†, 10AA, 10A	1176	954

(*) Mon thru Sat 5-10 am and/or Sat 10 am-9 pm.
(†) Mon thru Fri 3-9 pm and/or Sat 10 am-9 pm.

10. SPECIAL FEATURES
Marketing plans, Air Alert adjacencies, News participation, extra 20%.

KIMN-FM
1953
DENVER

Media Code 4 206 3781 1.00
Jefferson-Pilot Broadcasting Inc., Box 14008, 5350 W. 20th Ave., Denver, Colo. 80214. Phone 303-234-9500.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KIMN-FM: Contemporary. Contact Representative for further details. Rec'd 12/6/74.

3. FACILITIES
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 671 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KIMN. See that listing for rates.

TIME RATES
Eff————Rec'd 1/13/75.

6. SPOT ANNOUNCEMENTS
1 min, flat 20.00. 30 sec, flat 16.00.

7. PACKAGE PLANS

PER WK. ROS:	14 ti	21 ti	28 ti
1 min	280	420	560
30 sec	224	336	448

Preemptible.

klak
Greater Denver's Country Music Leader
Since 1955

KLAK 1955 — KLAK-FM 1966
LAKEWOOD

EASTMAN RADIO, INC.

Country Music

RAB

Media Code 4 206 3920 5.00
Lakewood Broadcasting Service, Inc., 7075 W. Hampden Ave., Denver, Colo. 80227. Phone 303-985-8771.

STATION'S PROGRAMMING DESCRIPTION
KLAK: MUSIC: modern country hits & classics are presented by AIR PERSONALITIES. Regular audience participation contests & promotions. NEWS: weather & sports featured each hour. Traffic reports in drive times. Remote broadcasts & personality appearances regularly. FARM: 5-6 am M-Sat; livestock & grain market reports. COMMERCIAL POLICY: maximum 13 minutes per hour. Contact Representative for further details. Rec'd 4/24/75.

1. PERSONNEL
President—Ed Scott.
General Manager—Mike Jorgenson.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 5,000 w. nights; 1600 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.
FM-ERP 56,000 w. (horiz.), 56,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: Same as AM
Antenna ht.: 80 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 32b.
Contracts: 40a, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman Radio Network.
Member: The Intermountain Network.

TIME RATES
No. 24 Eff 9/1/72—Rec'd 9/5/72.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
SECTION I				
1 min	45.00	43.00	39.00	36.00
30 sec	36.00	34.40	31.20	28.80
10 sec	27.00	25.80	23.40	21.60
SECTION II				
1 min	36.00	34.00	32.00	29.00
30 sec	28.80	27.20	25.60	23.20
10 sec	21.60	20.40	19.20	17.40
SECTION III				
1 min	25.00	24.00	23.00	21.00
30 sec	20.00	19.20	18.40	16.80
10 sec	15.00	14.40	13.80	12.60

KLIR (FM)
1960
DENVER

Selcom, Inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 4061 7.00
KLIR, Inc., 6535 W. Jewell Ave., Denver, Colo. 80226. Phone 303-922-1189.

STATION'S PROGRAMMING DESCRIPTION
KLIR (FM): MUSIC: general popular consisting of string orchestra, symphony orchestra, chorus, vocal group & solo vocals. COMMERCIAL POLICY: 4 breaks per hour with maximum of 8 commercials per hour. NEWS: 2 min every 2 hours at :60. Contact Representative for further details. Rec'd 4/8/71.

1. PERSONNEL
General Manager—Roger P. Anderson.
Business Manager—H. G. Kincaid.
Commercial Manager—Bert Tracy.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 100,000 w.; 100.3 mc Stereo.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a, 23a, 24b, 28c, 29b, 33b.
Contracts: 40a, 42a, 43, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80
AM facilities: KIKS.

TIME RATES
Eff————Rec'd 5/2/73.
AAA—8 am-10 pm
AA—6-8 am & 10 pm-midnight.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
AAA	20.00	19.00	18.00	16.00	15.20	14.40
AA	19.00	18.00	17.00	15.20	14.40	13.60
A	9.00	8.00	7.00	7.20	6.40	5.60

KLIR
Stereo 100
easy listening music
100,000 Watts

KLZ
1922
DENVER

A Group One Station

CBS Radio Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 4200 1.00
Group One Broadcasting Co., 2149 S. Holly St., Denver, Colo. 80222. Phone 303-759-5600.

1. PERSONNEL
President—Roger G. Berk.
General Manager—Dino Ianni.
General Sales Manager—James P. Murphy

2. REPRESENTATIVES
McGavren-Guild, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w.; 560 kc. Directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 13g, 14g.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 32b.
Contracts: 40a, 42b, 44b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 61b, 61c, 62b
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.
Affiliated with American Entertainment Network.

TIME RATES
AM/FM COMBINATION
No. 5 Eff 7/15/75—Rec'd 7/14/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	92	88	86	80	78
A	72	70	66	60	58
B	55	52	49	43	41

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B

	12 ti	18 ti	24 ti
1 min	64	60	58

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
May be removed without notice.

AM ONLY

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	75	71	68	65	62
A	58	55	53	48	46
B	44	41	38	35	32

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B

	12 ti	18 ti	24 ti
1 min	50	48	46

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
May be removed without notice.

8. PROGRAM TIME RATES

	1 hr	1/4 hr	5 min
1 x	150	125	72

Submitted by James P. Murphy.

KLZ-FM
1962
DENVER

NAB RAB

A Group One Station
Media Code 4 206 4201 9.00
Group One Broadcasting Co., 2149 S. Holly St., Denver, Colo. 80222. Phone 303-759-5600.
See affiliated AM station for additional information.

1. PERSONNEL
President—Roger G. Berk.
General Manager—Dino Ianni.
General Sales Manager—James P. Murphy.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 100,000 w.; 106.7 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 870 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KLZ. See that listing for rates.

TIME RATES
No. 5 Eff 7/15/75—Rec'd 7/14/75.
AAA—Mon thru Fri 3-7 pm.
AA—Mon thru Sun 7 pm-midnight; Sat & Sun 6 am-7 pm.
A—Mon thru Fri 6-10 am.
B—Mon thru Fri 10 am-3 pm.

8. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	39	37	36	34	33
AA	35	34	32	30	29
A	30	29	27	25	24
B	23	22	20	18	17

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
AA—Mon thru Sat 6-10 am & 3 pm-midnight.
A—Mon thru Sat 10 am-3 pm.
B—All other times.
TOTAL AUDIENCE PLAN—1/3AA, 2/3BTA

	12 ti	18 ti	24 ti
1 min	27	25	24

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
May be removed without notice.
Submitted by James P. Murphy.

KOA
1924
DENVER

NBC Radio Network

KATZ RADIO

NAB

General Electric Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 206 4340 5.00
General Electric Broadcasting Co., Box 5012 T.A., 1044 Lincoln St., Denver, Colo. 80203. Phone 303-861-8111. TWX 931-0439.
Address all copy and transcription material to Continuity Director, P. O. Box 5012, Terminal Annex, Denver, Colo. 80217.

STATION'S PROGRAMMING DESCRIPTION
KOA: Programmed for general interest to appeal to adults 18+.
NEWS: programmed in blocks 4x daily M-F 6:05-9 am, noon-1 pm, 4-6:30 & 10-10:30 pm; 12 newsmen featuring news, sports, weather, traffic community affairs, agriculture business, news feeds, 15 regional stringers plus back up from 27 man tv news dept. MUSIC: 1955-present including current hits, standards 9 am-noon 1-4 & 8-10 pm. SPORTS: pro football, baseball, hockey, U football & hockey, live home & away; Indy 500. FARM: agricultural news 5-6 am M-F with features in all 4 news blocks. SPECIAL FEATURES: traffic reports M-F; recreation reports F, Sat & Sun. Tele/talk guest show 6:30-8 pm & midnight-5 am. Contact Representative for further details. Rec'd 1/7/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Mick Schafbuch.
Manager/Marketing—David Walstrom.
General Sales Manager—Robert Prangley.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
50,000 w. 850 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20a, 22b, 23a, 25a, 28a, 28b, 29a, 30.
Contracts, 40b, 41, 42a, 44a, 46, 47a.
Comb.: Cont. Discounts: 60b 60d. 60e. 60i. 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities KOAQ (FM).
Affiliated with NBC.
Affiliated with Katz Radio Network.

(This listing continued on next page)

TIME RATES
KOA/KOAQ (FM) COMBINATION
No. 27 Eff 7/22/74—Rec'd 8/6/74.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	80	78	76	74	72
AA	65	60	58	56	54
A	59	56	53	50	47
B	50	46	45	41	38

20/30 sec: 80% of 1-min.
10 sec: 50% of 1-min. Not available in AAA on KOA, not available on KOAQ (FM).
AM only: Deduct 12.00 per spot.

KOAQ (FM)

1961
DENVER

NAB

General Electric Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 206 4410 6.00
General Electric Broadcasting Co., Box 5012 T. A., 1044 Lincoln St., Denver, Colo. 80217. Phone 303-861-8111. TWX 931-0439.
See affiliated AM station for additional information.
AM facilities: KOA.

STATION'S PROGRAMMING DESCRIPTION
KOAQ (FM): Programmed for young adults and teens 18-34.
MUSIC: current & recent hits and oldies. Music programmed 50 plus minutes per hour. NEWS: local, 2 min at :60 9 am-11 pm; network at :60 midnight-8 am. Contact Representative for further details. Rec'd 3/25/74.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,061 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations
Affiliated with NRC.
Sold in combination with KOA. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 3/31/75—Rec'd 3/28/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	20	19	14	13	9	8
6 ti	17	16	12	11	8	7
12 ti	15	14	11	10	7	6
18 ti	13	12	10	9	6	5
24 ti	12	11	9	8	5	4

7. PACKAGE PLANS

BULK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
312 x	15	14	10	9	7	6
624 x	13	12	9	8	6	5
936 x	11	10	8	7	5	4
1248 x	10	9	7	6	4	3

TAP:	1 min	30 sec
6 ti (2AAA, 3AA, 1A)	10	9
12 ti (5AAA, 5AA, 2A)	9	8
18 ti (7AAA, 7AA, 4A)	8	7
24 ti (9AAA, 9AA, 6A)	7	6

TAP, BULK:	312x	624x	936x	1248x
1 min	9	8	7	6
30 sec	8	7	6	5

KOSI

1954
AURORA

ata Alan Torbet Associates, Inc.

NAB RAB

Media Code 4 206 4480 9.00
Armstrong Broadcasting Corp., Box 98, 1565 Elmira St., Aurora, Colo. 80010. Phone 303-343-1430. TWX 910-932-0358.

STATION'S PROGRAMMING DESCRIPTION
KOSI: Programmed primarily for appeal to 25-50 age group.
MUSIC: programming, approximately 80%, spans range from serious music and semi-classical through general popular music, showtunes, film scores, standards and current hits by established artists. NEWS: coverage includes 3 daily 15 min roundups and hourly 5 min programs on world, national, local, business, and sports news. Numerous entertainment, service and public affairs features included in musical programs. Weekend programming includes local issue public affairs programming. Contact Representative for further details. Rec'd 1/13/75.

1. PERSONNEL
President—W. L. Armstrong
General Manager—Al Perry.
Program Director—Lee Stewart.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5 6b, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 33c.
Contracts: 40c, 41, 42b, 45, 46, 47e, 51a, 51b, 51c.
Comb., Cont. Discounts: 60b, 60g, 60i, 60k, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with ATA Radio Network.

TIME RATES
AM/FM COMBINATION
No. 5 Eff 1/8/75—Rec'd 1/13/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm, Sun 7 am-7 pm.
A—Mon thru Sat 7 pm-midnight.
B—Simulcast midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
(*)	55	46	48	43	40	35
(†)	50	41	43	38	35	30
6 ti	45	36	38	33	30	25
12 ti	43	35	37	32	29	24
18 ti	41	33	36	31	28	23
24 ti	39	31	35	30	27	22

B. PER WK:	6 ti	12 ti	18 ti	24 ti
1 min or less	7.00	6.50	6.00	5.00

(*) Specified days & hours.
(†) Specified days or hours.

7. PACKAGE PLANS
TAP—1/3 AAA, 1/3AA, 1/3A

PER WK:	(*)	(†)	6 ti	12 ti	18 ti	24 ti
1 min	48	43	38	36	34	30
30 sec	41	36	31	30	29	27

(*) Specified days & hours.
(†) Specified days or hours.
AM only: 80% of AM/FM combination.
Edited by Al Perry.

KOSI-FM

1968
DENVER

NAB RAB

Media Code 4 206 4481 7.00
Armstrong FM Broadcasting Corp., Box 98, 1565 Elmira St., Aurora, Colo. 80010. Phone 303-343-1430. TWX 910-932-0358.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.) 101.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 340 ft. above average terrain.

5. GENERAL ADVERTISING see coded regulations
Sold in combination with KOSI. See that listing for rates.

TIME RATES
80% of AM/FM combination.
Edited by Al Perry.

KQXI

1961
ARVADA

NAB

Subscriber to the NAB Radio Code
Media Code 4 206 4620 6.00
Radio Station KQXI, Box 506, Arvada, Colo. 80001. Studio: 2700 S. Platte River Dr., Englewood, Colo. 80110. Phone 303-761-1550.

STATION'S PROGRAMMING DESCRIPTION
KQXI: Programmed for an adult Christian audience.
MUSIC: top country gospel. NEWS: international, local & church at :60. Sun: all Religious programs. Rec'd 10/20/72.

1. PERSONNEL
President—Harold Schwartz.
Vice-President & General Manager—Larry Green.
Assistant Manager—Richard Schwartz.

3. FACILITIES
10,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of month following.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

PER YR. ROS:	1x	26x	52+
1 min	5.00	4.75	4.00
30 sec	4.00	3.50	3.00
10 sec	2.50	2.00	1.50

Specific times as available.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	8.80	27.50	44.00	77.00
26 x	7.70	22.00	38.50	71.50
52 x	5.50	16.50	33.00	66.00

KRKS

1953
DENVER

NAB

Subscriber to the NAB Radio Code
Media Code 4 206 4760 4.00
KLIIT, Inc., 6535 W. Jewell Ave., Denver, Colo. 80226. Phone 303-922-1189
See affiliated FM station for additional information.
FM facilities: KLIIT (FM).

3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

TIME RATES
Eff——————Rec'd 8/28/72.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	7.00	104 ti	5.50
26 ti	6.50	260 ti	5.00
52 ti	6.00	312 ti	4.50

8. PROGRAM TIME RATES
AA—Sign-on-1 pm.
A—1 pm-sign-off

PER WK:	AA 1 ti	AA 5 ti	A 1 ti	A 5 ti
1 hr.	70.00	60.00	68.00	58.00
1/2 hr.	35.50	30.00	33.50	28.00
1/4 hr.	22.50	17.50	20.50	15.50
5 min.	15.00	10.50	13.00	7.50

KTLK

1948
DENVER

AVCO RADIO SALES

NAB

Media Code 4 206 4900 8.00
Action Radio, Inc., 1165 Delaware St., Denver, Colo. 80204. Phone 303-573-1280.

STATION'S PROGRAMMING DESCRIPTION
KTLK: Programmed for mass audience.
MUSIC: contemporary. NEWS: at :26 & :56 during AM drive; at :51 during PM drive. Emphasis on community involvement. 3 man news staff, mobile equipment. COMMERCIAL POLICY: no more than 12 commercial minutes per hour. Contact Representative for further details. Rec'd 1/14/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Frank Scott.
Sales Manager—John Nagle.
Program Director—Bobby Rivers.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
5,000 w.; 1280 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12h, 15a, 15e.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23b, 24a, 24c, 28a, 29a, 29b, 32b, 33a.
Contracts: 40b, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Avco Group Plan.

TIME RATES
No. 30 Eff 5/1/75—Rec'd 5/2/75.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Sat 6-10 am; Sat 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti
PER YR:	260x	520x	780x	1040x
AAA	40	37	34	31
AA	35	33	31	29
A	25	23	21	19

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
CONVERTIBLE PLANS—1/3AAA, 1/3AA, 1/3A

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
Cost	180	336	468	576

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
ROR, no further discount.
Higher-to-lower: 2 spots of higher class equal to 3 spots of next lower class.
Lower-to-higher: 3 spots of a lower class equal to 2 spots of next higher class.
Edited by Frank Scott.

KVOD (FM)

1959
DENVER

NAB NAFMB

Media Code 4 206 4950 1.00
Capitol City Broadcasting Co., 1601 W. Jewell Ave., Denver, Colo. 80223 Phone 303-936-3428.

STATION'S PROGRAMMING DESCRIPTION
KVOD (FM): Programmed for adults.
MUSIC: classical. COMMERCIAL POLICY: average of no more than 6 1-minute commercials per hour. Cultural activities highlighted throughout day. Interviews with people in fine arts field as available. Rec'd 3/8/72.

1. PERSONNEL
President—E. E. Koepke.
Vice-President—F. E. Amole, Jr.

3. FACILITIES
ERP 100,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 5% discount for advance payment.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 9/1/74—Rec'd 9/3/74.
AA—Mon thru Fri 6-9 am & 6 pm-midnight; Sat & Sun 6 pm-midnight.
A—Mon thru Fri 9 am-6 pm; Sat & Sun 6 am-6 pm.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER YR:	1x	52x	104x	156x	260x	520x	780x
1 min	14.00	13.25	12.50	11.75	11.00	10.00	9.00
30 sec	12.00	11.25	11.00	10.25	9.50	8.50	7.50
10 sec	10.00	9.25	8.50	7.25	6.50	6.00	5.00

CLASS A

1 min	10.50	10.00	9.50	9.00	8.50	7.75	7.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.25	5.50
10 sec	7.50	7.00	6.50	5.75	5.00	4.25	3.50

B: 50% of A.

7. PACKAGE PLANS

PER WK:	AA 10 ti	AA 20 ti	AA 30 ti	AA 40 ti	A 10 ti	A 20 ti	A 30 ti	A 40 ti
1 min	13.00	12.00	11.00	10.00	10.00	9.00	8.00	7.00
30 sec	11.50	10.50	9.50	8.50	8.50	7.50	6.50	5.50
10 sec	10.00	9.00	8.00	7.00	7.50	6.50	5.50	4.50

B: 50% of A.
Adjacencies: Extra 25%.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.

COLORADO

DURANGO (2 AM; 1 FM)

La Plata County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KDGO

1958

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 5040 0.00
Basin Broadcasting Co., Box 3390, West Building, Durango, Colo. 81301. Phone 303-247-1407.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jerry Fitch.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15% time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
No. 5A Eff 11/1/74—Rec'd 3/7/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK. EA:	1 min 1 ti	1 min 12 ti	1 min 24 ti	1 min 36 ti	30/15 sec 1 ti	30/15 sec 12 ti	30/15 sec 24 ti	30/15 sec 36 ti
AA	4.00	3.60	3.40	3.20	3.50	3.10	2.90	2.70
A	3.50	3.10	2.90	2.70	3.00	2.60	2.40	2.20

ANNUAL PLAN
Contracts in advance for 312/624/936 spots within 52-wk period earn 12/24/36 ti rate regardless of number of spots in any 1 wk. If contract not fulfilled, schedule adjusted to rate earned ea wk.

KIUP

1935

Subscriber to the NAB Radio Code
Media Code 4 206 5180 4.00
Radio San Juan, Inc., Box 641, Durango, Colo. 81301. Phone 303-247-4464.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ted Foster.

2. REPRESENTATIVES
Denver—Mountain Media, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 930 kc. Directional—night only.
Operating schedule: 5 am-midnight. MST.
Partial simulcast operation. Simulcast 6:30-8 am & 5-6 pm. For non-simulcast facilities see KRSJ (FM).

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KRSJ (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 5/6/74.
A—6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
CLASS A

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti	36 ti
1 min	5.00	4.80	4.60	4.40	4.20	4.00
30 sec	4.00	3.80	3.70	3.50	3.40	3.20
10 sec	3.00	2.90	2.80	2.60	2.50	2.40

CLASS B

1 min	4.20	4.00	3.80	3.60	3.40	3.20
30 sec	3.40	3.20	3.00	2.90	2.70	2.50
10 sec	2.50	2.40	2.30	2.20	2.00	1.90

ANNUAL PLAN
Contract advertisers using 156-260-312-624-1040 spots with 52-wk period will earn 12-18-24-30-36 plan rate, regardless of spots run in any one wk. All spots combinable to earn frequency.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Karen Maas.

KRSJ (FM)

(formerly KIUP-FM)
1972

Media Code 4 206 5215 6.00
Radio San Juan Inc., Box 641, Durango, Colo. 81301. Phone 303-247-4464.
See affiliated AM station for additional information.
AM facilities: KIUP.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.5 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 6-6:30 am, 8 am-5 pm & 6 pm-midnight. For simulcast facilities see KIUP.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to KIUP. See that listing.
Edited by Karen Maas.

COLORADO

ENGLEWOOD

Arapahoe County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Denver
(including Arvada, Aurora, Englewood, Lakewood, Littleton)

ESTES PARK

Larimer County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KSIR
1967

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 5250 5.00
Estes Park Broadcasting Co., Inc., Box 677, Estes Park, Colo. 80517. Phone 303-586-3333.
STATION'S PROGRAMMING DESCRIPTION
KSIR: MUSIC: adult contemporary & MOB, news hourly.
1. PERSONNEL
General Sales Manager—Charles K. Frodsham.
3. FACILITIES
500 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 7/19/74—Rec'd 7/22/74.
AA—Mon thru Sat 6-9:30 am & 11:30 am-1 pm; Mon thru Fri 3:30-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	6 ti	12 ti	24 ti	36 ti	48 ti
PER YR:	52x	156x	312x	624x	1000x
1 min	5.30	5.00	4.70	4.40	4.10
30 sec	4.25	4.00	3.75	3.50	3.30
CLASS A					
1 min	4.10	3.80	3.50	3.25	2.95
30 sec	3.30	3.05	2.80	2.60	2.35

7. PACKAGE PLANS

	AA			A		
PER MO:	50 ti	100 ti	150 ti	50 ti	100 ti	150 ti
1 min	4.70	4.40	4.10	3.50	3.25	2.95
30 sec	3.75	3.50	3.30	2.80	2.60	2.35

Monthly & blitz plans contribute toward wkly frequency discounts but not vice/versa.
10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS			
PER WK:	3 ti	6 ti	12 ti
5 min	7.05	6.50	5.90
Incl open, close plus 1-min spot, AA time.			
3 min	5.30	5.00	4.70
Incl open plus 30-sec spot, A time.			

FORT COLLINS (2 AM, 1 FM)

Larimer County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KCOL
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 5320 6.00
Beef Empire Broadcasting Co., Box 1339, 1612 La Porte Ave., Fort Collins, Colo. 80521. Phone 303-482-5991.
STATION'S PROGRAMMING DESCRIPTION
KCOL: Programmed for adults 18-49.
MUSIC 63%; popular. NEWS 16%: 5-min local/regional at :30; mobile units, network at :60; extended reports 7-7:15 & 8-8:15 am, noon-12:30 pm & 5:30-5:45 pm. Public affairs 2%. SPORTS 3%; pro football & network specials; U & 3 high schools football & basketball. FARM 2%; network & local livestock reports at 6:30-6:45 am; 12:50-1 pm grains 1:05 pm. Women's features 9:05 & 11:15 am & 2:15 pm. Talk show 9:30-10 am. COMMERCIAL POLICY: product protection 10 minutes. Contact Representative for further details. Rec'd 2/28/75.
1. PERSONNEL
Vice-President—Bob Thomas.
General Manager—John J. (Jack) Miller.
Ass't Mgr. & Sales Mgr.—Don Grant.
2. REPRESENTATIVES
Eastman Radio, Inc.
Red Abels.
3. FACILITIES
1,000 w.; 1410 kc. Directional—night only.
Operating schedule: 6 am-midnight. MST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 28a, 29a.
Contracts: 40a, 41, 45, 46, 47c, 49, 50, 51b.
Comb.: Cont. Discounts: 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: The Intermountain Network, Beef Empire Station.
TIME RATES
No. 45 Eff 12/31/74—Rec'd 1/13/75.
AAA—Mon thru Sat 6-10 am, 11:30 am-1:30 pm & 4-7 pm.
AA—Mon thru Sat 9-11:30 am, 1:30-4 pm; Sun 6 am-7 pm.
A—Sun thru Sat 7-11 pm.
7. PACKAGE PLANS

CLASS AAA						
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	9.00	8.80	8.60	8.30	8.00	7.60
30 sec	7.20	7.05	6.90	6.65	6.40	6.10
CLASS AA						
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	7.50	7.20	6.90	6.60	6.30	6.00
30 sec	6.00	5.75	5.50	5.30	5.05	4.80
CLASS A						
1 min	5.50	5.30	5.05	4.80	4.60	4.40
30 sec	4.40	4.25	4.05	3.85	3.70	3.50

8. PROGRAM TIME RATES

FIXED:	1x	26x	52x	104x	156x	260x
1/2 hr	45.00	42.90	40.90	38.90	36.90	34.90
5 min	15.75	15.00	14.40	13.80	13.20	12.60
1 min	9.40	9.00	8.60	8.20	7.80	7.20

KIIX
1959

NAB RAB

An Alf M. Landon Station
Subscriber to the NAB Radio Code
Media Code 4 206 5500 3.00
The WREN Broadcasting Co., Inc., Box 2204, Oak at Howes, Fort Collins, Colo. 80521. Phone 303-484-5449.
STATION'S PROGRAMMING DESCRIPTION
KIIX: Programmed for adults and young adults.
AIR PERSONALITIES handle all segments. MUSIC: Contemporary. NEWS: 5 min every hour, weather at :15 and :45. APR network news at :60, mobile news units, special women's programming. SPORTS: Community events, including high school sports on scheduled basis. Emphasis on local community sports. Contact Representative for further details. Rec'd 8/1/75.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert D. Fromme.
Ass't & Sales Mgr.—Dick Winters.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene F .Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w. days. 600 kc. Directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15%, time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d.
Rate Protection: 15b.
Basic Rates: 20a, 21d, 22a, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 51c.
Comb. Cont. Discounts: 60f.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KTCL.
Sold in combination with WREN, Topeka, Kans. See that listing for discount.
TIME RATES
No. 2 Eff 9/1/74—Rec'd 9/10/74.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER	AA			A		
WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 ti	7.00	5.60	3.50	6.00	4.80	3.00
12 ti	6.60	5.20	3.30	5.60	4.40	2.80
24 ti	6.20	4.80	3.10	5.20	4.00	2.60
36 ti	5.80	4.40	2.90	4.80	3.60	2.40

Fixed position, per spot extra 1.00.
52-wk advance contracts for 312/624/936 x earn 12/24/36-plan rate; any number of spots run any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.
7. PACKAGE PLANS

WKLY ROS SATURATION:	1 min	30 sec
48 ti	230	172

Not combinable, no affidavits.
All rates combinable with FM for frequency discount.

KTCL
1965

NAB RAB

An Alf M. Landon Station
Media Code 4 206 5620 9.00
The WREN Broadcasting Co., Inc., Box 2204, Oak at Howes, Fort Collins, Colo. 80521. Phone 303-484-5449.
See affiliated AM station for additional information.
AM facilities: KIIX.
1. PERSONNEL
General Manager—Vern C. Milton.
Ass't & Sales Mgr.—Lyle Butler.
Vice-President—Jack Landon.
3. FACILITIES
ERP 25,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 87 ft. above average terrain.
TIME RATES
No. 3 Eff 1/1/75—Rec'd 2/3/75.
AA—6-9 am, 11 am-2 pm & 7 pm-midnight.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK	AA			A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 ti	7.00	5.50	3.50	6.00	4.50	3.00
12 ti	6.50	5.00	3.25	5.50	4.00	2.75
24 ti	6.00	4.50	3.00	5.00	3.50	2.50
36 ti	5.50	4.00	2.75	4.50	3.00	2.25

7. PACKAGE PLANS

WKLY ROS SATURATION:	1 min	30 sec
48 ti	216	144

Not combinable, no affidavits.
52-wk advance contracts for 312/624/936 x earn 12/24/36-plan rate; any number of spots any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.
Submitted by Lyle Butler.

FORT MORGAN (1 AM; 1 FM)

Morgan County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KFTM
1949

NAB RAB

Media Code 4 206 5740 5.00
Western Sun Broadcasting Co., Box 430, Fort Morgan, Colo. 80701. Phone 303-867-5674.
STATION'S PROGRAMMING DESCRIPTION
KFTM: MOR music, emphasis local news/sports.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Don Teets.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. MST.
Partial simulcast operation. Simulcast 5:30-9 am.
For non-simulcast facilities see KFTM-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
TIME RATES
No. 1 Eff 3/1/75—Rec'd 2/27/75.
7. PACKAGE PLANS

PER YR:	50x	250x	500x	1000x
1 min	4.80	4.70	4.60	4.50
30 sec	2.50	2.40	2.30	2.20

Fixed position guaranteed, extra 1.00.
10. SPECIAL FEATURES

MINIMUM 13 WK CONTRACT:	Per Mo.
Mobile Sports, guaranteed 90 reports	225.00
Mobile News, guaranteed 90 reports incl features	240.00
Rotating Weather, any 4 between 9:15 am-4:45 pm	320.00
Rotating Weather, any 4 between 9-11 am or 1-4 pm Mon thru Sat	380.00

News, Sports, 5 min, ea, 7.35.

KFTM-FM
1968

NAB

Media Code 4 206 5741 3.00
Western Sun Broadcasting Co., Box 430, Fort Morgan, Colo. 80701. Phone 303-867-5674.
See affiliated AM station for additional information.
3. FACILITIES
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 5:30 am-11 pm. MST.
Antenna ht.: 135 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-11 pm. For simulcast facilities see KFTM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
TIME RATES
No. 1 Eff 3/1/75—Rec'd 2/27/75.
6. SPOT ANNOUNCEMENTS
All times, flat, per min 2.00.

GLENWOOD SPRINGS

Garfield County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KGLN
1950

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 5880 6.00
Glenwood Springs Broadcasting, Inc., Box 70, 172 W. 6th., Glenwood Springs, Colo. 81601. Phone 303-945-6591.
STATION'S PROGRAMMING DESCRIPTION
KGLN: Programmed for adults.
1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Warkentin.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 net time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 5A Eff 8/1/71—Rec'd 9/3/71.
6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	12 ti	24 ti	36 ti
1 min	4.20	4.00	3.80	3.60
30 sec	3.40	3.20	3.00	2.80
10 sec	2.50	2.40	2.30	2.20

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within a 52-wk period will earn 12/24/36 plan rate, regardless of number of spots run in any week. In event contract is not fulfilled, schedule adjusted to rate earned each week. All spots, regardless of length, may be combined to earn frequency.

GRAND JUNCTION (4 AM; 2 FM)

Mesa County—Map Location B-5
See SRDS consumer market map and data at beginning of the State

KEXO
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 206 6020 1.00
Century Broadcasting Co., Inc., Box 1448, 557 Main St., Grand Junction, Colo. 81501. Phone 303-243-1230.
STATION'S PROGRAMMING DESCRIPTION
KEXO: MUSIC: Contemporary.
1. PERSONNEL
Pres. & Gen'l Mgr.—Charlie Powers.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days; 1230 kc. Non-directional.
Operating schedule: 6-1 am. MST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.
TIME RATES
No. 41 Eff 1/1/75—Rec'd 1/13/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.
7. PACKAGE PLANS

CLASS A						
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	7.00	6.75	6.50	6.25	6.00	5.75
30 sec	5.60	5.40	5.20	5.00	4.80	4.60
CLASS B						
1 min	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	4.80	4.60	4.40	4.20	4.00	3.80

KQIL
1959

NAB RAB

Media Code 4 206 6090 4.00
Mesa Broadcasting Company, Box 340, Grand Junction, Colo. 81501. Phone 303-242-7800.
1. PERSONNEL
General Manager—Barry Turner.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KQIX (FM).
Affiliated with MBS.
TIME RATES
Eff ——Rec'd 1/6/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

WK:	AA				A			
EA:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	5.75	4.80	4.50	4.30	4.50	4.15	3.95	3.75
30 sec	4.85	4.10	3.80	3.60	3.75	3.50	3.30	3.10

7. PACKAGE PLANS

SATURATION,	60 ti		120 ti	
ROS:	1 min	30 sec	1 min	30 sec
Per wk	185	131	312	221

KQIX (FM)
1973

NAB RAB

Media Code 4 206 6125 8.00
Mesa Broadcasting Co., Box 340, Grand Junction, Colo. 81501. Phone 303-242-7666.
See affiliated AM station for additional information.
AM facilities: KQIL.
STATION'S PROGRAMMING DESCRIPTION
KQIX (FM): Solid gold music; 10 min news.
3. FACILITIES
ERP 25,000 w.; 93.1. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 495 ft. above average terrain.
TIME RATES
Eff 11/1/73—Rec'd 11/9/73.
6. SPOT ANNOUNCEMENTS
30 sec 3.00

KREX
1928

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 6160 5.00
XYZ Television, Inc., Box 789, Grand Junction, Colo. 81501. Phone 303-242-5000. TWX 910-929-6992.
STATION'S PROGRAMMING DESCRIPTION
KREX: Programmed for adults 18+.
FARM: Farm & ranch director, markets, weather, interviews, bulletin board & trading post, network news at :60, 6-7 am. Network & local news block, sports, weather, community bulletin board & interviews, road report, 7-8 am. MOR music, network news at :60 local at :30 with Air Personality, 8:30 am-noon. Network & local news, weather, raditorial farm market, interviews & bulletin board, noon-1 pm. MOR music with Air Personality, network news at :60, features at :35, 1-5 pm. Afternoon news, weather & sports block, road report, 5-6 pm. MOR music with Air Personality, network news at :60, local at :25, high school & college sports, 6 pm-midnight. Contact Representative for further details. Rec'd 7/1/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Carl Q. Anderson.
Station Manager—William Walter.
Chairman of the Board—Rex Howell.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Colorado—John L. McGuire, Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
50,000 w. days, non-directional, 10,000 w. nights, directional: 1100 kc.
Operating schedule: 6 am-midnight. MST.
4. AGENCY COMMISSION
15/0. Payable 30 days.

(This listing continued on next page)

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 28a, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60e, 601, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
No. 50-2 Eff 4/1/72—Rec'd 4/3/72.
A—6-9 am, noon-1 pm & 4-6 pm.
B—9 am-noon & 1-4 pm.
C—6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
CLASS A							
1 min	9.40	9.20	9.00	8.85	8.65	8.25	7.90
30/20 sec	7.10	6.90	6.75	6.60	6.50	6.15	5.90
10 sec	4.75	4.60	4.50	4.45	4.35	4.15	4.00
CLASS B							
1 min	7.50	7.35	7.20	7.10	6.90	6.60	6.30
30/20 sec	5.70	5.50	5.40	5.30	5.20	4.90	4.70
10 sec	3.80	3.70	3.60	3.55	3.50	3.35	3.20
CLASS C							
1 min	5.65	5.50	5.40	5.30	5.20	5.00	4.75
30/20 sec	4.25	4.15	4.05	3.95	3.85	3.70	3.55
10 sec	2.85	2.75	2.70	2.65	2.60	2.50	2.40

ANNUAL CONTRACT

	500x	1000x	1500x	2000x
Percent of 1x rate	65%	60%	55%	50%

7. PACKAGE PLANS
ROS—1/3A, 1/3B, 1/3C

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.10	5.85	5.60	5.15	4.70
30/20 sec	4.60	4.45	4.25	3.90	3.55
10 sec	3.10	3.00	2.65	2.65	2.40

Edited by William G. Walter.
(Q)

KREX-FM
1960

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 6181 3.00
XYZ Television, Inc., Box 789, Grand Junction, Colo. 81501. Phone 303-242-5000.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KREX-FM: Programmed for adults 18+.
MUSIC: MOR. NEWS: capsule at :30; weather at :60. Network & extended local news at 7 am, 12 N & 5 pm. Contact Representative for further details. Rec'd 9/3/74.

8. FACILITIES
ERP 30,000 w.; 92.3 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.:——ft. above average terrain.

TIME RATES
Eff————Rec'd 7/31/72.

6. SPOT ANNOUNCEMENTS

	1x	5x	10x	20x	25x	50x
1 min	3.00	2.75	2.50	2.00	1.80	1.50
30 sec	2.40	2.20	2.00	1.60	1.44	1.20
10 sec	1.80	1.65	1.50	1.20	1.08	.90

DISCOUNT
26 wk—5% 52 wk—10%

52-WK BULK DISCOUNT:

	500x	1000x	1500x	2000x
1 min	1.95	1.80	1.65	1.50
30 sec	1.56	1.44	1.32	1.20
10 sec	1.17	1.08	1.00	.90

Edited by W. G. Walter.

KSTR
1957

Media Code 4 206 6300 7.00
Lincomm, Inc., Box 1120, 900 Main St., Grand Junction, Colo. 81501. Phone 303-243-1722.

STATION'S PROGRAMMING DESCRIPTION
KSTR: Modern Country Music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Roy H. Adamson.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Denver—Mountain Media, Inc.

3. FACILITIES
5,000 w. days; 620 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 net.

3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Farm Radio Network.

TIME RATES
No. 5 Eff 6/1/74—Rec'd 5/13/74.
AA—6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

7. PACKAGE PLANS
SATURATION PLAN

WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	50 ti
CLASS AA								
1 min	6.50	6.25	6.00	5.80	5.60	5.40	5.20	5.00
30 sec	5.65	5.45	5.25	5.10	4.95	4.80	4.65	4.50
CLASS A								
1 min	5.20	5.00	4.85	4.60	4.45	4.30	4.15	4.00
30 sec	4.55	4.40	4.25	4.10	3.95	3.80	3.65	3.50

10 sec/less: 50% of 1-min. Not combinable with regular spots for larger discounts.
A & AA combinable to complete plan.

GREELEY (2 AM; 1 FM)
Weld County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KFKA
1921

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 6500 4.00
Colorado R G, Inc., Box K, 1025 Ninth St., Greeley, Colo. 80631. Phone 303-356-1310.

STATION'S PROGRAMMING DESCRIPTION
KFKA: FARM: interviews, educational items & market information 5-7 am & noon-1 pm, M-F. SPORTS: local including play-by-play of high school & college games, also hourly sportscasts. NEWS 25%: approximately half is local or regional. MUSIC: modern MOR. Daily local editorials. College/audience talk & music 8 pm-12M, M-F. Contact Representative for further details. Rec'd 5/2/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph J. Tennessen.
Sales Manager—Donna Adams.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
5,000 w., 1,000 w. nights; 1310 kc. Directional—night only.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
15/0; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15g, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 29b, 32a, 33b.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 601, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81.
Affiliated with MBS.

TIME RATES
No. 7A Eff 12/16/74—Rec'd 1/3/75.
AA—Mon thru Sat 5:30-9 am, 11:30 am-1:30 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK,	AA			A		
EA:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	8.00	6.50	4.00	6.00	4.75	3.00
12 ti	7.50	6.00	3.75	5.50	4.25	2.75
24 ti	7.00	5.50	3.50	5.00	3.75	2.50
36 ti	6.50	5.00	3.25	4.50	3.25	2.25

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within 52-wk period earn 12/24/36 plan rate, regardless of number of spots in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

KGRE (FM)
1967

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 6720 6.00
Meroco Broadcasting Co., 816 9th St., Greeley, Colo. 80631. Phone 303-356-1452.
Mailing address: Box 1607, Greeley, Colorado 80631.
See affiliated AM station for additional information.
AM facilities: KYOU.

STATION'S PROGRAMMING DESCRIPTION
KGRE (FM): NEWS: 5 min on even hour; newscasts alternate between national & local. MUSIC: light classics, old familiar selections, and soft arrangements of recent hits. COMMERCIAL POLICY: commercial breaks are limited to every 14 minutes. Contact Representative for further details. Rec'd 3/29/71.

3. FACILITIES
ERP 25,000 w.; 92.3 mc. Stereo.
Operating schedule: 7 am-11 pm. MST.

TIME RATES
No. 3 Eff 9/1/73—Rec'd 4/5/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	50 ti	100-199
30 sec	4.50	4.25	4.00
1 min	5.55	5.25	5.00

Adjacent to, or in news, extra 15%.

6. PROGRAM TIME RATES

PER MO:	1/2 hr	25 min
1 ti	12.50	10.50
30 +	11.00	9.75

CONTRACT DISCOUNT
52 wk—10%.

10. SPECIAL FEATURES

NEWSCASTS, PER MO:	1 ti	30+
5 min	8.00	7.50

KYOU
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 206 6860 0.00
Meroco Broadcasting Co., 816 9th St., Greeley, Colo. 80631. Phone 303-356-1450.
Mailing address: Box 1607, Greeley, Colorado 80631.

STATION'S PROGRAMMING DESCRIPTION
KYOU: MUSIC: C & W. NEWS: Network at :60, local at :30. 75 min, twice daily, 7 am & 5 pm. TALK & interviews, M-F 8:15-10 am. FARM: 6:30-7 am; 12N-1 pm. Spanish language program with music & news evenings, M-Sat. SPORTS: local high schools, regional U & Pro. Contact Representative for further details. Rec'd 10/9/72.

1. PERSONNEL
Pres. & Mgr.—E. H. Meyer.
Commercial Manager—George Drew.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24a, 25a, 26, 26b, 28c, 29a, 29b, 31, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 50.
Comb.: Cont. Discounts: 60f, 60h, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KGRE (FM).
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 5/1/74—Rec'd 4/29/74.
A—6-10 am, 11:45 am-1 pm & 4:30-6:30 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
1 min	9.00	8.70	8.40	8.10	7.80
30 sec	7.20	6.95	6.70	6.50	6.25
CLASS B					
1 min	7.70	7.40	7.10	6.80	6.50
30 sec	6.15	5.90	5.70	5.45	5.20

10 sec: 50% of 1-min.

3. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	30.00	29.50	29.00	28.50	28.00	27.50
5 min	11.00	10.80	10.60	10.40	10.20	10.00

GUNNISON
Gunnison County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KGUC
1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 206 7000 2.00
Gunnison Broadcasting Co., 113 E. Georgia, Gunnison, Colo. 81230. Phone 303-641-1780.

1. PERSONNEL
Co-owner, Gen'l & Sales Mgr.—Roger W. Pepperd.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
250 w. pre-sunset.
Operating schedule: 7 am-7 pm. MST.

4. AGENCY COMMISSION

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 42 Eff 3/15/73—Rec'd 3/15/74.
A—Mon thru Sat 6:30-9 am, noon-1 pm & 4:30-6:30 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

	A			B		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
12 ti	3.70	2.95	1.85	2.95	2.35	1.50
18 ti	3.65	2.90	1.80	2.90	2.30	1.45
24 ti	3.50	2.80	1.75	2.80	2.25	1.40
30 ti	3.35	2.70	1.70	2.70	2.15	1.35
36 ti	3.20	2.55	1.60	2.55	2.05	1.30

LA JUNTA (1 AM; 1 FM)
Otero County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KBLJ
1974

Media Code 4 206 7070 5.00
La Junta Broadcasters, Inc., Box 485, 116 Dalton Ave., La Junta, Colo. 81050. Phone 303-384-5456.
See affiliated AM station for additional information.
AM facilities: KBZZ.

STATION'S PROGRAMMING DESCRIPTION
KBLJ: Country music, farm.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.) 92.1 mc. Stereo.
Operating schedule: 5:45 am-11 pm. MST.
Antenna ht.: 301 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/16/74—Rec'd 4/21/75.

6. SPOT ANNOUNCEMENTS
30 sec, ea 6.00

KBZZ
1936

NAB

Subscriber to the NAB Radio Code
Media Code 4 206 7140 6.00
La Junta Broadcasters, Inc., Box 485, 116 Dalton Ave., La Junta, Colo. 81050. Phone 303-384-5456.

STATION'S PROGRAMMING DESCRIPTION
KBZZ: MOR.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—C. A. Denney.

2. REPRESENTATIVES
Mountain Media, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KBLJ.
Affiliated with MBS.

TIME RATES
Eff 2/1/75—Rec'd 3/31/75.
AA—Mon thru Sat 6-9 am & noon-1 pm.
A—Mon thru Sat 9 am-noon & 1-7 pm; Sun 7 am-7 pm.
B—Mon thru Sat 7-11 pm; S 7-11 pm.

6. SPOT ANNOUNCEMENTS

A:	1x	52x	156x	312x	500x	1000x	2000x
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	3.50	3.30	3.10	2.90	2.70	2.50	2.25

	1 min	30 sec
AA	5.50	3.50
B	3.00	2.00

LAKEWOOD
Jefferson County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Denver
(including Arvada, Aurora, Englewood, Lakewood, Littleton)

LAMAR
Prowers County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KLMR
1948

Media Code 4 206 7280 0.00
KLMR, Inc., Box 890, Lamar, Colo. 81052. Phone 303-336-2206.

STATION'S PROGRAMMING DESCRIPTION
KLMR: Programmed to a general audience.

1. PERSONNEL
Gen'l & Sales Mgr.—Gordon Stafford.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
5,000 w. days; 500 w. nights; 920 kc. Directional—night only.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15% time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 3/6/72.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	24 ti	36 ti
1 min	6.75	6.50	6.25	6.00
30 sec	5.50	5.25	5.00	4.75

LEADVILLE
Lake County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBRR
1960

Media Code 4 206 7420 2.00
Continental Divide Broadcasting Co., Inc., Box 968, Leadville, Colo. 80461. Phone 303-486-1526.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack East.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:45 am-7 pm. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6A Eff 12/1/72—Rec'd 3/2/73.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	4.60	4.40	4.20	4.00	3.60	3.40	3.20	3.00
30/15	4.00	3.80	3.60	3.40	3.00	2.80	2.60	2.40

ANNUAL PLAN
Contracts in advance for 312/624/936 spots within 52-week period earn 12/24/36 ti rate regardless of number of spots run in any 1 week. If contract not fulfilled, schedules adjusted to rate earned each week.

LITTLETON
Arapahoe County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Denver
(including Arvada, Aurora, Englewood, Lakewood, Littleton)

LONGMONT (1 AM; 1 FM)
Boulder County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KLMO
1949

Media Code 4 206 7560 5.00
Radio Longmont, Box 799, 614 Kimbark, Longmont, Colo. 80501. Phone 303-776-2323. Denver/Boulder Phone 303-449-3224.

STATION'S PROGRAMMING DESCRIPTION
KLMO: Programmed for young adults and older teens.

(This listing continued on next page)

Longmont—K L M O—Continued

MUSIC 75%: features current hits from 6 am-sign-off. News, weather or sports news 20%: news, drive periods 7-8:15 am, noon and 4:30-5:30 pm. SPORTS: on weekends; high school, college and professional. FARM 5%: 6-6:30 am daily. COMMERCIAL POLICY: no more than 18 minutes per hour in any time period. Women's program daily, 60 min at 11 am. Rec'd 11/20/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—William G. Stewart.
News Director—Steve Wheeler.
Music Director—James Boynton.

3. FACILITIES
10,000 w. days; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only. 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 42d, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62a.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 3/21/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
A—All other times.

7. PACKAGE PLANS

	AA				A			
PER WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	7.40	7.00	6.60	6.20	5.50	5.10	4.70	4.30
30/15 sec	5.80	5.40	5.00	4.60	4.40	4.00	3.60	3.20

Advertisers contracting in advance for 312/624/936 spots within a one year period will earn the 12/24/36 plan rate regardless of number of spots run in any one week. Contract not fulfilled, schedules will be adjusted to rate earned ea wk.
Submitted by Wm. G. Stewart.

K L M O-FM
1964

Media Code 4 206 7561 3.00
Radio Longmont, Inc., Box 799, 614 Kimbark, Longmont, Colo. 80501. Phone 303-776-2323.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KLMO-FM: Programmed for adults and young adults. Rec'd 11/20/70.

2. FACILITIES
ERP 28,000 w.; 104.3 mc. Stereo.
Operating schedule: 6 am-10:30 pm. MST.
Antenna ht.: 85 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Eff 11/1/74—Rec'd 3/21/75.

7. PACKAGE PLANS

PER WK:	1 ti	12 ti	24 ti
1 min	4.80	4.40	4.00
30/15 sec	3.80	3.40	3.00

Contract in advance for 312/624/936 spots within 1-yr period earn 12/24/36 plan rate regardless of number of spots run in any 1 wk. Contract not fulfilled, schedules adjusted to rate earned ea wk.

LOVELAND (1 AM; 1 FM)

Larimer County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

K L O V
1955

K L O V-FM
1966

Media Code 4 206 7700 7.00
KLOV AM/FM, Inc. Box 597, 1440 East 6th St., Loveland, Colo. 80537. Phone 303-667-1570.

STATION'S PROGRAMMING DESCRIPTION
KLOV: Programmed for adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Daryle W. Klassen.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

6. FACILITIES
1,000 w.; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
FM-ERP 3,000 w.; 102.3 mc. Stereo.
Operating schedule: 6 am-10:30 pm. MST.
Antenna ht.: 133 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 5/1/74—Rec'd 4/29/74.

7. PACKAGE PLANS

PER WK:	1 ti	12 ti	24 ti	36 ti	50 ti
1 min	4.20	3.90	3.55	3.25	2.90
30 sec	3.25	2.95	2.60	2.30	2.05
ID's	2.50	2.15	1.85	1.50	1.30

Fixed: 6:30-9 am & 4-6 pm, extra .75 per 1-min, .50 per 30-sec.

ANNUAL PLAN
Contracts in advance for 312/624/936/1200 spots within 52 wk period earn 12/24/36/50 rate, regardless of number of spots run in any 1 wk. If contract not fulfilled, schedule adjusted to rate earned ea wk.

10. SPECIAL FEATURES
News—4 1-min, 2 spots rotate within 7-7:45 am, 1 spot 12-12:15 pm & 1 spot 4-4:45 pm, 13 wk minimum, per wk 16.50

MANITOU SPRINGS

El Paso County—Map Location F-6
See SRDS consumer market map and data at beginning of the State

See Colorado Springs
(including Monitou Springs, Security)

MONTE VISTA

Rio Grande County—Map Location D-8
See SRDS consumer market map and data at beginning of the State

K S L V
1954

Media Code 4 206 7840 1.00
Colorado Radio Corp., Box 631, Monte Vista, Colo. 81144. Phone 303-852-3581.

1. PERSONNEL
Station Manager—David J. Watts.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: Permitted to operate unlimited time.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 12/1/73—Rec'd 1/21/74.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	12 ti	24 ti	36 ti
1 min	3.60	3.35	3.15	2.85
30 sec	3.10	2.85	2.65	2.40

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within a 52-wk period earn 12/24/36, regardless of number of spots in any 1-wk. If contract unfulfilled, schedule adjusted to rate earned ea wk.

MONTROSE

Montrose County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

K U B C
1947

Subscriber to the NAB Radio Code
Media Code 4 206 7980 5.00
Woodland Broadcasting Co., Box 970, Montrose, Colo. 81401. Phone 303-249-4546.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—L. Robert Hale.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Kansas City/St. Louis—Eugene F. Gray Co., Inc.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 580 kc.
Directional—night only.
Operating schedule: operates unlimited hours.

4. AGENCY COMMISSION
15/0.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7-B Eff 6/1/74—Rec'd 7/12/74.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK,	AA				A			
EA:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	5.00	4.80	4.60	4.40	4.00	3.80	3.60	3.40
30 sec	4.00	3.80	3.60	3.40	3.00	2.80	2.60	2.40

Annual Plan: Contracts in advance for 312, 624, 936 spots within 52-wk period will earn 12, 24, 36-plan rate regardless of number run in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

PUEBLO (6 AM; 1 FM)

Pueblo County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

K A P I
1958

Subscriber to the NAB Radio Code
Media Code 4 206 8120 7.00
KA-PI, Inc., 2829 Lowell Blvd., Pueblo, Colo. 81003. Phone 303-545-2883.

1. PERSONNEL
Station Manager—Andres Neidig.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
250 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 23a, 21b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 62d.
Cancellation: 71a, 73a.
Entire programming schedule in Spanish; no translation charge.

TIME RATES
Eff 6/15/75—Rec'd 5/23/75.

6. SPOT ANNOUNCEMENTS

	1x	150x	500x
1 min	6.00	5.60	5.40
30 sec	5.00	4.50	4.40

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	30	20	10
150 x	28	18	9

Edited by Andres Neidig.

K C S J
1947

An American Media Station
Subscriber to the NAB Radio Code
Media Code 4 206 8260 1.00
American Radio Corp., Box 1799, 315 W. 8th St., Pueblo, Colo. 81002. Phone 303-543-2490.

STATION'S PROGRAMMING DESCRIPTION
KCSJ: Programmed for adults 25 years and older. MUSIC: MOR, 60% albums, 40% 45's. NEWS: emphasis on local & regional with newscasts at :60 & :30 during morning drive time then hourly remainder of day; local weathercasts featured at :30 from 8:30 am-10:30 pm. SPORTS: local coverage includes 6 high schools & college football & basketball, 2 remote units available for local news & community events, Studio equipment available for in store or on location broadcasts. FARM: agri-news reports 5-6 am & noon-1 pm. Contact Representative for further details. Rec'd 9/4/73.

1. PERSONNEL
President—Robert D. Freeman.
General Manager—Gene A. Koehn.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Denver—Mountain Media.

3. FACILITIES
1,000 w.; 590 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 61b.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
Eff 10/1/73—Rec'd 9/4/73.
AAA—Mon thru Sat 5-6 am & noon-1 pm.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	3 ti	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA						
1 min	15.00	14.00	13.00	----	----	----
30 sec	12.00	11.20	10.40	----	----	----
CLASS AA						
1 min	----	10.00	9.00	8.00	7.00	6.00
30 sec	----	8.00	7.20	6.40	5.60	4.80
CLASS A						
1 min	----	8.00	7.50	6.00	5.50	5.00
30 sec	----	6.40	6.00	4.80	4.40	4.00

6. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
1 hr	75	73	70	67	65
1/2 hr	50	47	45	43	40
1/4 hr	40	37	35	33	30
10 min	30	28	27	26	25
5 min	20	18	17	16	15

Edited by Gene A. Koehn.

K D Z A
1947

Media Code 4 206 8400 3.00
Radio KDZA, Box 93, 200 E. Abriendo, Pueblo, Colo. 81002. Phone 303-544-5646.

STATION'S PROGRAMMING DESCRIPTION
KDZA: Programmed for adults and young adults. 6 air personalities. MUSIC 85%: current hits. Singles 93%, albums 2%. NEWS 15%: local and regional 50%. 5 min news at :54 past each hour. Locally prepared using UPI audio service, UPI wire, local actualities and 2 mobile news cars. Expanded news at 7 am, noon and 5 pm. Weather news 3 times per hour. School, community news hourly. Sports scores, current news. Mobile studio available with personalities for grand openings, etc. Editorialize daily. Contact Representative for further details. Rec'd 12/27/71.

1. PERSONNEL
Owner, Gen'l Mgr. & Nat'l Sales Mgr.—Roger P. Brandt.
Sales Manager—Tony Spicola.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES
No. 12 Eff 6/15/74—Rec'd 7/8/74.
AA—Mon thru Fri 6-9 am & 3-6 pm; Sat 6 am-6 pm; Sun noon-6 pm.
A—All other times.

7. PACKAGE PLANS

	AA		A	
PER WK, EA, ROS:	1 min	30 sec	1 min	30 sec
1 ti	6.30	5.30	5.30	4.30
12 ti	6.10	5.10	5.10	4.10
24 ti	5.00	4.90	4.90	3.90
36 ti	5.60	4.60	4.60	3.60
48 ti	5.20	4.20	4.20	3.20

Specified times, extra per spot 1.00.

ANNUAL PLAN
Contracts in advance for 312/624/936/1560 spots within 52 wk will earn 12/24/36/48 plan rate, regardless of number of spots run in any 1 wk. If contract not fulfilled, schedules will be adjusted to rate earned ea wk.

K F E L
1956

Subscriber to the NAB Radio Code
Media Code 4 206 8540 6.00
KFEL, Inc., 4411 Goodnight Ave., Pueblo, Colo 81005. Phone 303-542-6884.

1. PERSONNEL
Pres. & Comm'l Mgr.—Joseph M. Clifton.
Secretary-Treasurer—Mattie Marie Clifton.

3. FACILITIES
1,000 w.; 970 kc. Non-directional.
Operating schedule: 6 am-6 pm. MST.

4. AGENCY COMMISSION
15% time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15c.
Basic Rates: 23a.
Contracts: 41, 44b, 45, 47a.
Comb.; Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a 70b, 70c, 70d.
Prod. Services: 81.

TIME RATES
No. 2 Eff 5/1/75—Rec'd 4/11/75.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

	1x	13x	26x	52x	104x	156x	260x	312x
Ea	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25

DISCOUNT
13 wk—2-1/2% 26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	52.80	50.40	48.00	46.80	45.60	44.40	43.20	42.00
1/2 hr	29.40	27.72	27.06	26.40	25.74	25.08	24.41	23.76
1/4 hr	17.40	16.58	16.24	15.84	15.44	15.05	14.65	14.26
10 min	13.50	13.08	12.60	11.88	11.64	11.40	11.16	10.80
5 min	9.44	9.16	8.82	8.32	8.15	7.98	7.81	7.56

K K A M
1927

Media Code 4 206 8680 0.00
KKAM, Inc., Box 293, U. S. Hwy. 50, W., Pueblo, Colo. 81002. Phone 303-542-5570.

STATION'S PROGRAMMING DESCRIPTION
KKAM: MUSIC: rock. NEWS: at :50; weather at :10 & :40. Contact Representative for further details. Rec'd 2/14/72.

1. PERSONNEL
President—Thomas T. Farley.
General Manager—Dwight Shaw.
Program Director—Richard Dilis.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Salt Lake City—Aaron Bournstein Co.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1350 kc.
Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 60h, 60i, 62a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81 82

TIME RATES
No. 28 Eff 1/1/72—Rec'd 2/14/72.
AAA—Mon thru Fri 6-9 am, 11:30 am-1 pm & 3-7 pm; Sat 6 am-7 pm; Sun noon-7 pm.
AA—Mon thru Fri 9-11:30 am, 1-3 pm & 7 pm-midnight; Sat 7 pm-midnight; Sun 7-11 pm.
A—Mon thru Sat midnight-6 am; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	11 ti	21 ti	31 ti	41+
PER MO:	1 ti	31 ti	51 ti	71 ti	91+
PER YR:	1x	104x	260x	416x	1000x
CLASS AAA					
1 mi	6.00	5.80	5.60	5.40	5.20
30 sec	5.00	4.80	4.60	4.40	4.20
10 sec	4.00	3.80	3.60	3.40	3.20
CLASS AA					
1 min	5.00	4.80	4.60	4.40	4.20
30 sec	4.00	3.80	3.60	3.40	3.20
10 sec	3.00	2.80	2.60	2.40	2.20
CLASS A					
1 min	4.00	3.80	3.60	3.40	3.20
30 sec/less	3.00	2.80	2.60	2.40	2.20

7. PACKAGE PLANS
ROS/BTA MON THRU FRI 6 AM-7 PM

PER WK:	1 ti	11 ti	21 ti	31 ti	41+
PER MO:	1 ti	31 ti	51 ti	71 ti	91+
PER YR:	1x	104x	260x	416x	1000x
1 min	5.50	5.30	5.10	4.90	4.70
30 sec	4.50	4.30	4.10	3.90	3.70
10 sec	3.50	3.30	3.10	2.90	2.70

(This listing continued on next page)

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	2-1/2
1 x	75	40	22	17	9	5

10. SPECIAL FEATURES
5 MIN ROS NEWS SPONSORSHIP AT :50
1 min per day, 6 days per wk. per mo. 100
1-MIN ROS WEATHER AT :10 & :40

PER WK:	7 ti	14 ti	21 ti	28 ti
30 sec. per mo.	75	120	165	195

Edited by Dwight Shaw.

KPUB
1963

NAB RAB

Media Code 4 206 8820 2.00

Quixote Broadcasting Co., Box 831, Pueblo, Colo. 81002. Phone 303-545-5970.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rex B. Miller.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days; 1480 kc. Directional.
Operating schedule: 5 am-local sunset Mon thru Sat; 7:30 am-local sunset Sun. MST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41-R Eff 7/4/74—Rec'd 7/22/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.80	4.60	4.40	4.20	4.00
CLASS B					
1 min	5.25	5.00	4.75	4.50	4.25
30 sec	4.20	4.00	3.80	3.60	3.40

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	40.00	38.50	37.00	35.50	34.00	32.50
5 min	13.50	13.20	12.90	12.60	12.30	12.00

KVMN (FM)
1967
Subscriber to the NAB Radio Code

Media Code 4 206 8840 6.00

Recreation Broadcasting of Pueblo, Inc., 2828 W. Northern Ave., Pueblo, Colo. 81005. Phone 303-564-5450.

STATION'S PROGRAMMING DESCRIPTION
KVMN (FM): Programmed for adults.
MUSIC: middle-of-the-road, all concerts of symphony orchestra and symphony choral. NEWS: 5 min on hour; 15 min at 6 am, 7 am, noon, 6 and 10 pm; UPI wire & audio. 2 mobile units and 1 walkie-talkie unit. Contact Representative for further details. Rec'd 2/3/72.

1. PERSONNEL
President—Stephen A. Heater.
Gen'l & Sales Mgr.—Dennis Linsin.
Traffic Manager—Penny Thomas.

2. REPRESENTATIVES
Century National Sales.
Colorado, Utah—John L. McGuire, Inc.

3. FACILITIES
ERP 44,000 w.; 98.9 mc. Stereo.
Operating schedule: 24 hours. MST.
Antenna ht.: 61 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4b, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 23a, 27, 28b.
Contracts: 40a, 41, 46.
Comb.; Cont. Discounts: 60a, 62a, 62d.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3A Eff 10/28/74—Rec'd 12/6/74.
AA—Mon thru Fri 6-8 am.
A—Mon thru Sat 8 am-11 pm; Sun 6 am-11 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 MINUTE					
PER YR:	.....	156x	312x	624x	936x
AA	7.00	6.50	6.00	5.50	5.00
A	6.00	5.50	5.00	4.50	4.00
30 SECONDS					
AA	6.00	5.50	5.00	4.50	4.00
A	5.00	4.50	4.00	3.50	3.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
ROS—6 am-11 pm, 1-min 5.00; 30-sec 4.00.
All Night—11 pm-6 am, flat 1.50.

10. SPECIAL FEATURES
15-min news sponsorship—3x 1-min.
5-min news sponsorship—1-1/2x 1-min.

RIFLE
Garfield County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KWSR
1967

Media Code 4 206 8870 7.00

Oil Shale Broadcasting Co., Inc., Box 1210, Rifle, Colo. 81650. Phone 303-625-2299.

STATION'S PROGRAMMING DESCRIPTION
KWSR: Pop, standard, modern country & news.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles N. Price.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 810 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 1 Eff 9/1/72—Rec'd 11/1/73.
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN—CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	4.00	3.90	3.80	3.70	3.60
30 sec	3.20	3.10	3.05	2.95	2.90
CLASS B					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.20	3.10	3.05	2.95	2.90	2.80
30 sec	2.55	2.50	2.45	2.35	2.30	2.25

ROCKY FORD (1 AM; 1 FM)
Otero County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KAVI
1955

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 206 8960 6.00

Western Sun Broadcasting Co., Inc., Box 632, Rocky Ford, Colo. 81067. Phones 303-254-7427, 384-9390.

1. PERSONNEL
Pres. & Gen'l Mgr.—George R. Gregg.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KAVI-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 2/15/74—Rec'd 7/2/74.
Premium—6-10 am.
Choice—10 am-8 pm.

7. PACKAGE PLANS
MONTHLY PLAN

	Premium				Choice			
	12 ti	24 ti	48 ti	96 ti	12 ti	24 ti	48 ti	96 ti
30 sec	4.00	3.90	3.80	3.60	3.00	2.90	2.80	2.60
YEARLY PLAN								
30 sec	3.80	3.70	3.60	3.20	2.80	2.70	2.60	2.20

1-min: Extra, ea 1.20. Minimum contract 1 yr, 12x per mo.
Nite time: 30-sec, 1.75.

KAVI-FM
1966

NAB

Subscriber to the NAB Radio Code

Media Code 4 206 8961 4.00

Western Sun Broadcasting Co., Inc., Box 632, Rocky Ford, Colo. 81067. Phone 303-254-7427.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,800 w.; 95.9 mc.
Operating schedule: 6 am-11:30 pm. MST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11:30 pm. For simulcast facilities see KAVI.

TIME RATES
Rates are identical to KAVI. See that listing.

SALIDA (1 AM; 1 FM)
Chaffee County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KVRH / KVRH-FM
1948 / 1971

NAB

Subscriber to the NAB Radio Code

Media Code 4 206 8100 6.00

William J. Murphy, 7600 County Rd. 120, Salida, Colo. 81201. Phone 303-539-2575.

STATION'S PROGRAMMING DESCRIPTION
KVRH: MOR, top 40 & C&W music.

1. PERSONNEL
General Manager—William J. Murphy.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-10 pm daily. MST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Operating schedule: Same as AM.
Antenna ht.: minus 1,218 ft.

4. AGENCY COMMISSION
15/6 time only; 16 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff 10/15/74—Rec'd 11/25/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
1 min	4.60	4.40	4.20	4.00	3.80	3.60
30 sec	3.70	3.50	3.35	3.20	3.05	2.90
CLASS B						
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.20	3.05	2.90	2.70	2.55	2.40

SECURITY
El Paso County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

See Colorado Springs
(including Monitou Springs, Security)

STERLING (1 AM; 1 FM)
Logan County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KGEK
1925

NAB

Subscriber to the NAB Radio Code

Media Code 4 206 9240 2.00

Sterling Radio & TV, Inc., Box 810, Fleming Rd., Sterling, Colo. 80751. Phone 303-522-1607.

STATION'S PROGRAMMING DESCRIPTION
KGEK: Modern Country & MOR music.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Marvin G. Rivenburgh.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. MST.
Partial simulcast operation. Simulcast 7 pm-midnight. For non-simulcast facilities see KYOT.

4. AGENCY COMMISSION
15% if payment is made by 10th of month following service· no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KYOT.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 43 Eff 11/1/73—Rec'd 5/2/74.
A—Mon thru Sat 6-9 am, 11:30 am-1:15 pm, 4:30-6:30 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
12 ti	7.50	6.00	3.75	6.30	5.05	3.15
18 ti	7.20	5.75	3.60	6.00	4.80	3.00
24 ti	6.90	5.50	3.45	5.70	4.55	2.85
30 ti	6.60	5.30	3.30	5.40	4.30	2.70
36 ti	6.30	5.05	3.15	5.10	4.10	2.55

KYOT
1974

NAB

Subscriber to the NAB Radio Code

Media Code 4 206 9380 6.00

Sterling Radio & TV, Inc., Box 830, Fleming Rd., Sterling, Colo. 80751. Phone 303-522-1607.
See affiliated AM station for additional information.
AM facilities: KGEK.

STATION'S PROGRAMMING DESCRIPTION
KYOT: MUSIC: MOR, contemporary 6 am-7 pm.

1. PERSONNEL
Station Manager—Betty Carlson.

3. FACILITIES
ERP 940 w.; 96.7 mc.
Operating schedule: 6 am-midnight. MST.
Partial simulcast operation. Operated separately 6 am-7 pm. For simulcast facilities see KGEK.

5. GENERAL ADVERTISING See coded regulations
Member: The Intermountain Network.

TIME RATES
No. 1 Eff 5/1/74—Rec'd 5/14/74.
A—Mon thru Sat 6-9 am, 11:30 am-1:15 pm & 4:30-6:30 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
12 ti	4.50	3.60	2.25	3.80	3.05	1.90
18 ti	4.30	3.45	2.15	3.60	2.90	1.80
24 ti	4.10	3.30	2.05	3.40	2.75	1.70
30 ti	3.95	3.15	1.95	3.25	2.60	1.60
36 ti	3.75	3.00	1.85	3.05	2.45	1.50

COLORADO

TRINIDAD
Las Animas County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KCRT
1948
Subscriber to the NAB Radio Code

Media Code 4 206 9520 7.00

Trinidad KCRT, Inc., Box 772, Trinidad, Colo. 81082. Phone 303-846-3347.

1. PERSONNEL
General Manager—James P. Platt.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
250 w.; 1240 kc.
Operating schedule: ———. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 40 Eff 11/1/70—Rec'd 10/16/70.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.
SATURATION PLAN

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
1 min	3.25	3.00	2.80	2.60	2.35
30 sec	2.60	2.40	2.20	2.05	1.90
10 sec	1.60	1.50	1.40	1.30	1.20
CLASS B					
1 min	2.60	2.35	2.15	1.95	1.75
30 sec	2.05	1.90	1.75	1.55	1.40
10 sec	1.30	1.20	1.10	1.00	.85

WALSENBURG
Huerfano County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KFLJ
1957

Media Code 4 206 9660 1.00

Floyd Jeter, Box 599, Walsenburg, Colo. 81089. Phones 303-738-1700, 2739.

1. PERSONNEL
Owner & Mgr.—Floyd Jeter.

3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 11/15/74—Rec'd 12/5/74.

6. SPOT ANNOUNCEMENTS

PER YR:	365x	730x	1000x
1 min	2.80	2.60	2.35
30 sec	2.20	2.05	1.90

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.25	3.00	2.80	2.60	2.35
30 sec	2.60	2.40	2.20	2.05	1.90

WINDSOR
Weld County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KUAD
1966

NAB

Media Code 4 206 9750 0.00

Brewer Broadcasting Corp., Box 117, 206 Walnut St., Windsor, Colo. 80550. Phone 303-686-2791.

STATION'S PROGRAMMING DESCRIPTION
KUAD: Programmed for 24-48 age group.

1. PERSONNEL
General Manager—Philip Brewer.

2. REPRESENTATIVES
Mountain Media.

3. FACILITIES
1,000 w.; 1170 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 2/1/74—Rec'd 1/8/74.
A—6-9, noon-1 pm & 4:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
1 min	5.70	5.50	5.30	5.00	4.80	4.60
30 sec	4.60	4.40	4.20	4.00	3.90	3.76
15 sec	3.40	3.30	3.20	3.00	2.90	2.80
CLASS B						
1 min	4.80	4.60	4.40	4.20	3.90	3.76
30 sec	3.90	3.70	3.50	3.30	3.10	2.90
15 sec	2.90	2.80	2.70	2.60	2.40	2.20

CONTRACT WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
ANNUAL PLAN
Contract advertisers using 156/260/312/624/1646 spots within a 52-week period earns the 12/18/24/30/36 plan rate, regardless of number run in any one week. In event contract is not fulfilled, schedules will be adjusted to rate earned each week.
All spots regardless of length may be combined to earn frequency.

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	226,829	New Haven-West Haven (S.M.S.A.)	49,753
METRO AREAS		New Haven-Waterbury-Meriden (County Basis)..	73,086
Bridgeport (S.M.S.A.)	34,491	New London-Norwich (S.M.S.A.)	8,777
Bridgeport-Stamford-Norwalk (County Basis)..	68,502	New London-Norwich (County Basis)..	9,023
Bristol (S.M.S.A.)	736	Norwalk (S.M.S.A.)	11,541
Danbury (S.M.S.A.)	4,065	Stamford (S.M.S.A.)	17,967
Hartford (S.M.S.A.)	61,525	Waterbury (S.M.S.A.)	13,667
Hartford-New Britain-Bristol (County Basis)..	68,701	Total Metros (S.M.S.A.)	208,798
Meriden (S.M.S.A.)	1,753	Total Metros (County Basis)..	219,312
New Britain (S.M.S.A.)	4,523		

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependant upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL.....	73,357	Hartford (S.M.S.A.)	15,666
METRO AREAS		Total Metros.....	32,873
Bridgeport (S.M.S.A.)	17,207		

CONNECTICUT

See SRDB consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Connecticut State Network

Comprised of:
Interconnected by tape Stations

WSNG—Torrington
WATR—Waterbury
WSTC—Stamford
WNLC—New London
WICH—Norwich
WCTY—Norwich
WTYD (FM)—New London
WINY—Putnam

Media Code 4 207 0200 3.00

Executive Office & Mailing Address—c/o WILI, Box 496, Willimantic, Conn. 06226.

1. PERSONNEL
President—Herbert C. Rice.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England Spot Sales, Inc.

4. AGENCY COMMISSION
15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 8.
Rate Protection:: 10b, 11b, 12b, 13b.
Basic Rates: 23a, 24a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 73a.
Following rates are for identical programs or announcements on member stations.
Following rates do not apply when less than entire network is used.
See individual listings for less than entire network.

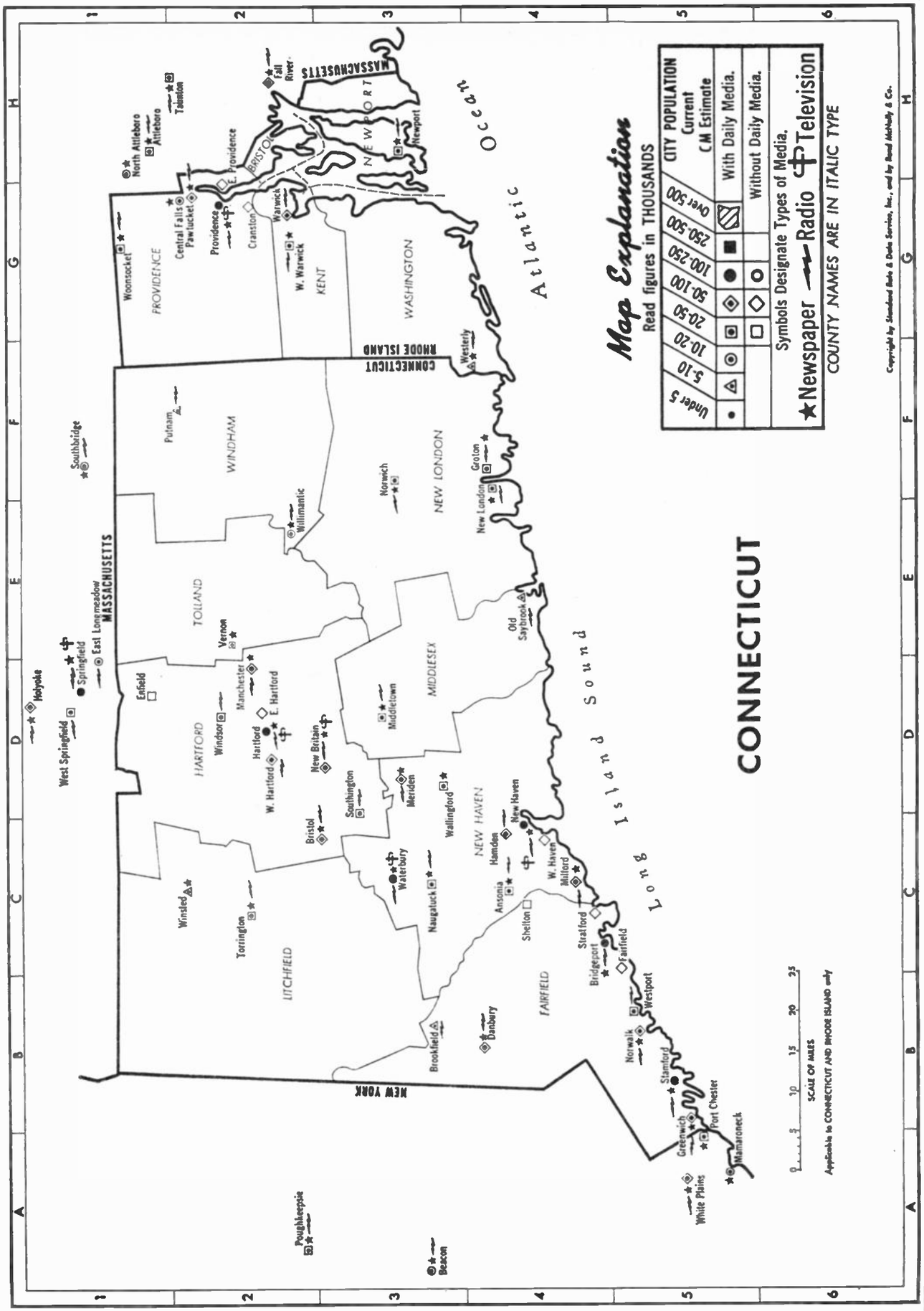
TIME RATES
Eff 9/1/66—Rec'd 9/1/66.

6. SPOT ANNOUNCEMENTS
1 min..... $1.33
30 seconds—80% of 1-minute rate.
Discounts
1-12 times..... net 26-51 times, less..... 10%
13-25 times, less..... 5% 52 or more ti. less 15%

7. PACKAGE PLANS

	1x	13x	26x	52+
1 min, fixed.....	86.10	81.80	77.50	73.20
1 min, ROS.....	81.35	77.30	73.25	69.15

20 & 30 second—80% of 1-minute rate.
Discounts
1-12 times..... net 26-51 times, less..... 10%
13-25 times, less..... 5% 52 or more ti. less 15%



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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Ansonia—New Haven
Branford Town—New Haven
Bridgeport—Fairfield
Bristol—Hartford
Danbury—Fairfield
Darien Town—Fairfield
East Hartford Town—Hartford
East Haven Town—New Haven
Enfield Town—Hartford
Fairfield Town—Fairfield
Glastonbury Town—Hartford
Greenwich Town—Fairfield
Groton Town—New London
Hamden Town—New Haven
Hartford—Hartford
Manchester Town—Hartford
Mansfield Town—Tolland
Meriden—New Haven
Middletown—Middlesex
Milford—New Haven
Naugatuck—New Haven
New Britain—Hartford
New Haven—New Haven
Newington Town—Hartford
New London—New London
North Haven Town—New Haven
Norwalk—Fairfield
Norwich—New London
Shelton—Fairfield
Southington Town—Hartford
Stamford—Fairfield
Stratford Town—Fairfield
Torrington—Litchfield
Trumbull Town—Fairfield
Vernon Town—Tolland
Wallingford Town—New Haven
Waterbury—New Haven
West Hartford Town—Hartford
West Haven—New Haven
Westport Town—Fairfield
Wethersfield Town—Hartford
Windsor Town—Hartford

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
CONNECTICUT STATE TOTALS	3,117.2	1,031.31	17,140,250	16,620	3.7	7.8	8.3	26.8	49.5	8,649,124	8,387	2,243,242	302,056	1,197,018	435,629	442,583	1,440,590	683,152	1,786.59	14.2	229,303
FAIRFIELD B-4	802.6	265.36	5,349,870	20,161	3.2	6.6	7.0	22.8	57.1	2,374,137	8,947	628,055	73,568	312,594	137,291	116,458	368,764	186,824	507.63	1.0	9,546
Bridgeport	152.6	55.57	708,163	12,744	.....	.....	.....	.....	.....	426,834	7,681	110,081	18,089	54,362	28,932	33,243	51,833	31,446	.....	.....	.....
Bridgeport Metro Area (Official S.M.S.A.)	406.6	125.69	2,167,143	17,242	.....	.....	.....	.....	.....	1,158,073	9,214	303,814	42,889	183,087	64,098	69,067	161,961	97,111	149.05	.....	.....
Bridgeport-Stamford-Norwalk Metro Area (county basis)	802.6	265.36	5,349,870	20,161	3.2	6.6	7.0	22.8	57.1	2,374,137	8,947	628,055	73,568	312,594	137,291	116,458	368,764	186,824	507.63	.....	.....
Danbury	57.1	18.81	279,215	14,844	.....	.....	.....	.....	.....	230,101	12,233	59,508	3,275	28,447	8,555	13,177	43,149	14,934	.....	.....	.....
Danbury Metro Area (Official S.M.S.A.)	117.4	35.24	612,455	17,380	.....	.....	.....	.....	.....	323,951	9,193	96,110	8,107	62,747	13,041	16,786	57,367	21,658	77.71	.....	.....
Darien Town	20.7	6.51	255,082	39,183	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fairfield Town	59.0	18.65	409,755	21,971	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Greenwich Town	60.4	20.53	.....	.....	.....	.....	.....	.....	.....	221,186	10,774	56,264	5,136	13,158	12,264	10,822	49,870	16,757	.....	.....	.....
Norwalk	83.2	28.24	470,576	16,663	.....	.....	.....	.....	.....	257,142	9,106	70,003	5,022	47,041	12,485	10,226	45,566	19,925	.....	.....	.....
Norwalk Metro Area (Official S.M.S.A.)	129.1	39.53	942,967	23,854	.....	.....	.....	.....	.....	454,321	11,493	110,700	10,913	53,752	32,461	19,988	88,294	30,891	56.11	.....	.....
Shelton	30.1	9.22	144,069	15,626	.....	.....	.....	.....	.....	36,390	3,947	9,118	1,818	233	961	649	8,022	3,484	.....	.....	.....
Stamford	112.3	38.29	755,710	19,736	.....	.....	.....	.....	.....	351,806	9,188	89,040	11,555	65,291	24,708	20,542	55,737	31,046	.....	.....	.....
Stamford Metro Area (Official S.M.S.A.)	209.4	65.42	1,853,339	28,330	.....	.....	.....	.....	.....	716,599	10,954	183,176	20,785	79,809	44,278	26,485	116,760	60,319	84.03	.....	.....
Stratford Town	50.6	16.96	276,939	16,329	.....	.....	.....	.....	.....	114,937	6,777	45,457	4,836	15,512	3,360	2,985	30,118	10,464	.....	.....	.....
Trumbull Town	34.5	10.04	206,303	20,548	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Westport Town	29.1	9.20	287,979	31,302	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
HARTFORD D-2	834.2	280.46	4,551,835	16,230	3.7	6.8	7.6	27.1	51.2	2,431,724	8,670	592,081	101,309	412,032	109,604	125,872	419,156	176,458	468.66	2.6	73,360
Bristol	58.0	19.13	289,409	15,129	.....	.....	.....	.....	.....	141,444	7,394	47,499	3,623	13,092	8,805	6,997	29,330	9,636	.....	.....	.....
Bristol Metro Area (Official S.M.S.A.)	71.2	21.75	354,633	16,305	.....	.....	.....	.....	.....	174,817	8,038	58,619	4,466	15,541	9,853	13,596	37,652	13,790	40.43	.....	.....
East Hartford Town	59.3	20.52	317,693	15,482	.....	.....	.....	.....	.....	178,480	8,698	43,709	6,309	18,889	2,203	7,116	37,158	14,872	.....	.....	.....
Enfield Town	48.5	13.55	208,202	15,365	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Glastonbury Town	22.3	7.01	137,648	19,636	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Hartford	155.3	59.33	681,017	11,478	.....	.....	.....	.....	.....	561,929	9,471	102,486	29,847	156,881	31,590	32,701	87,712	28,912	.....	.....	.....
Hartford Metro Area (Official S.M.S.A.)	735.9	229.47	4,028,947	17,558	.....	.....	.....	.....	.....	2,127,520	9,271	506,198	94,081	380,571	86,250	104,180	368,861	156,011	254.68	.....	.....
Hartford-New Britain-Bristol Metro Area (county basis)	834.2	280.46	4,551,835	16,230	3.7	6.8	7.6	27.1	51.2	2,431,724	8,670	592,081	101,309	412,032	109,604	125,872	419,156	176,458	468.66	.....	.....
Hartford; New Britain Metro Areas Combined	884.5	276.33	4,807,435	17,397	.....	.....	.....	.....	.....	2,479,507	8,973	595,917	109,018	423,138	107,459	126,305	432,778	181,880	316.37	.....	.....
Manchester Town	50.4	17.49	280,847	16,058	.....	.....	.....	.....	.....	208,324	11,911	47,840	5,675	38,554	10,186	9,667	33,823	13,320	.....	.....	.....
New Britain	82.1	29.21	415,572	14,227	.....	.....	.....	.....	.....	180,934	6,194	52,083	9,488	17,398	14,366	14,344	25,133	12,967	.....	.....	.....
New Britain Metro Area (Official S.M.S.A.)	148.6	46.86	778,488	16,613	.....	.....	.....	.....	.....	351,987	7,511	89,719	14,937	42,567	21,209	22,125	63,917	25,869	61.69	.....	.....
Newington Town	28.5	8.88	161,100	18,142	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Southington Town	33.3	10.24	156,050	15,239	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
West Hartford Town	68.5	23.93	560,433	23,420	.....	.....	.....	.....	.....	285,408	11,927	67,064	10,233	65,547	20,688	18,878	57,333	18,700	.....	.....	.....
Wethersfield Town	28.0	9.42	186,505	19,799	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Windsor Town	22.8	7.11	128,466	18,068	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
LITCHFIELD C-2	149.7	50.88	782,268	15,375	3.5	7.9	9.7	30.2	44.7	361,205	7,099	100,491	13,301	27,589	12,687	15,621	82,836	31,726	90.38	2.0	23,654
Torrington	31.7	11.42	150,634	13,190	.....	.....	.....	.....	.....	117,557	10,294	34,006	3,616	18,011	6,545	4,993	19,847	7,055	.....	.....	.....
MIDDLESEX D-3	121.6	39.60	607,530	15,342	3.9	6.8	8.8	30.1	47.1	302,332	7,635	80,916	12,176	34,520	11,053	12,476	48,132	28,282	70.72	.8	15,600
Middletown	40.5	12.86	183,675	14,283	.....	.....	.....	.....	.....	129,011	10,032	32,955	4,124	23,986	7,043	5,427	16,305	10,580	.....	.....	.....
NEW HAVEN C-4	765.2	255.99	3,838,006	14,993	4.3	8.2	9.0	28.2	45.8	2,173,635	8,491	578,323	71,288	288,329	127,832	126,787	337,456	170,673	421.21	1.5	18,134
Ansonia	23.1	7.96	102,316	12,854	.....	.....	.....	.....	.....	55,523	6,975	11,580	1,025	3,608	2,967	3,581	17,668	3,705	.....	.....	.....
Branford Town	21.2	7.40	125,826	17,004	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
East Haven Town	25.7	7.94	115,698	14,572	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Hamden Town	51.3	17.44	293,562	16,833	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Meriden	56.8	19.50	270,028	13,848	.....	.....	.....	.....	.....	154,999	7,949	43,707	4,889	15,492	7,162	10,754	28,763	13,134	.....	.....	.....
Meriden Metro Area (Official S.M.S.A.)	56.8	19.50	270,028	13,848	.....	.....	.....	.....	.....	154,999	7,949	43,707	4,889	15,492	7,162	10,754	28,763	13,134	27.34	.....	.....
Milford	54.7	16.89	274,459	16,250	.....	.....	.....	.....	.....	202,261	11,975	45,447	5,342	36,860	11,540	20,665	34,223	22,172	.....	.....	.....
Naugatuck	25.2	8.54	119,642	14,010	.....	.....	.....	.....	.....	40,344	4,724	12,759	1,983	935	2,729	1,755	6,504	3,966	.....	.....	.....
New Haven	131.9	48.22	602,457	12,494	.....	.....	.....	.....	.....	460,868	9,558	101,065	19,422	67,632	44,320	34,501	65,685	28,589	.....	.....	.....
New Haven-West Haven Metro Area (Official S.M.S.A.)	422.9	134.38	2,181,091	16,231	.....	.....	.....	.....	.....	1,202,406	8,948	306,692	46,568	183,863	76,120	62,571	166,183	84,241	167.66	.....	.....
New Haven-West Haven-Waterbury-Meriden Metro Area (county basis)	765.2	255.99	3,838,006	14,993	4.3	8.2	9.0	28.2	45.8	2,173,635	8,491	578,323	71,288	288,329	127,832	126,787	337,456	170,673	421.21	.....	.....
North Haven Town	24.2	7.34	135,282	18,431	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wallingford Town	37.3	11.72	180,293	15,383	.....	.....	.....	.....	.....	113,693	9,701	28,095	2,331	13,750	2,226	3,214	32,870	7,805	.....	.....	.....
Waterbury	109.9	38.25	508,406	13,292	.....	.....	.....	.....	.....	362,298	9,472	107,465	9,134	47,624	27,614	26,220	45,831	24,996	.....	.....	.....
Waterbury Metro Area (Official S.M.S.A.)	223.4	68.91	1,095,152	15,892	.....	.....	.....	.....	.....	558,345	8,103	166,758	17,299	53,149	34,803	33,619	91,423	42,785	84.87	.....	.....
West Haven	55.1	19.18	263,557	13,741	.....	.....	.....	.....	.....	106,485	5,552	38,232	5,386	5,383	2,092	3,749	20,343	9,633	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
NEW LONDON F-3†	241.2	76.13	1,107,040	14,541	4.6	9.3	10.6	28.9	40.4	599,435	7,874	148,636	17,329	87,259	24,514	32,676	103,668	49,953	124.72	2.4	35,257
Groton Town	40.8	11.76	182,604	15,528	.....	.....	.....	.....	.....	73,749	6,271	18,424	2,673	8,620	5,496	3,401	19,392	6,269	.....	.....	.....
New London	30.1	9.99	149,174	14,932	.....	.....	.....	.....	.....	168,974	16,914	33,012	4,718	29,779	10,610	10,860	34,314	10,134	.....	.....	.....
New London; Groton Town Combined	70.9	21.75	331,778	15,254	.....	.....	.....	.....	.....	242,723	11,160	51,436	7,391	38,399	16,106	14,261	53,706	16,403	.....	.....	.....
New London-Norwich Metro Area (Official S.M.S.A.)	251.8	74.04	1,162,820	15,705	.....	.....	.....	.....	.....	665,988	8,995	158,179	19,688	106,410	29,707	37,829	114,521	51,217	88.00	.....	.....
New London-Norwich Metro Area (county basis)	241.2	76.13	1,107,040	14,541	4.6	9.3	10.6	28.9	40.4	599,435	7,874	148,636	17,329	87,259	24,514	32,676	103,668	49,953	124.72	.....	.....
Norwich	41.5	14.16	181,924	12,848	.....	.....	.....	.....	.....	150,202	10,607	39,861	3,272	29,963	4,953	10,402	29,682	9,809	.....	.....	.....
TOLLAND E-2	114.0	33.05	514,221	15,559	3.4	6.7	8.5	30.2	48.0	178,856	5,412	48,658	8,255	5,861	4,061	3,842	43,107	21,389	57.32	1.5	18,992
Mansfield Town	21.5	4.26	83,054	19,496	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Vernon Town	30.3	9.86	142,913	14,494	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
WINDHAM F-2	88.7	29.84	389,480	13,052	4.7	12.1	11.8	30.2	36.4	227,800	7,634	66,082	4,830	28,834	8,587	8,851	37,471	17,847	45.95	2.4	34,760

ANSONIA

New Haven County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

WADS

1956

Media Code 4 207 0400 9.00

The Valley Broadcasting Co., 366 Main St., Ansonia, Conn. 06401. Phone 203-735-4606.

1. PERSONNEL
Sta. & Sales Mgr.—Donald E. Richeson.

2. REPRESENTATIVES
New England Spot Sales, Inc.

3. FACILITIES
500 w. days; 690 kc. Directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/71—Rec'd 3/29/71.

6. SPOT ANNOUNCEMENTS

ROS:	1 min	30 sec	20 sec	*10 sec
Ea	7.50	5.50	5.00	4.00

(*) Minimum 10 per day.

7. PACKAGE PLANS

PER WK, EA:	10 ti	20 ti	60 ti
1 min	6.50	6.25	5.75
30 sec	5.50	5.00	4.00

10. SPECIAL FEATURES
Weather & Sports, ea 10

BRIDGEPORT (2 AM; 1 FM)

Fairfield County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	36	28	32	20
B	28	25	28	20
C	20	25	25	20
D	—	—	—	—
AVERAGE	28	26	28	20

WEZN (FM)

1960

Buckley Radio Sales, Inc.

Media Code 4 207 0500 6.00

Robert L. Williams Broadcasting Co., Inc., Park City Plaza, Broad St., Bridgeport, Conn. 06604. Phone 203-366-9321.

STATION'S PROGRAMMING DESCRIPTION
WEZN (FM): Programmed for adults 25-49.
MUSIC: current, popular, standard, MOR, & show tunes in uninterrupted 1/4 hr segments. NEWS & information: 6%. AIR PERSONALITY 6-10 am, plus news, weather, commuter reports. COMMERCIAL POLICY: 8 commercial spots per hour. Contact Representative for further details. Rec'd 12/9/74.

1. PERSONNEL
President—Robert L. Williams.
Vice-Pres. & Gen'l Mgr.—Richard A. Ferguson.
Operations Director—Paul Roger.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
ERP 25,000 w., 99.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 660 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.
Rate Protection: 10b, 13b.
Basic Rates: 20b, 22a.
Contracts: 40a, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60d.

TIME RATES
No. 3 Eff 12/1/74—Rec'd 12/9/74.
AAA—Mon thru Sun 10 am-8 pm.
AA—Mon thru Sun 6-10 am & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
1 ti	28	23	23	18
6 ti	27	22	22	17
12 ti	25	20	20	16
18 ti	23	18	18	15

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
13 ti (4/6-10 am, 3/10 am-4 pm, 3/4-8 pm, 3/8 pm-midnight)
1 min 20.00 30 sec 18.00
20 ti (6/6-10 am, 5/10 am-4 pm, 4/4-8 pm, 5/8 pm-midnight)
1 min 18.00 30 sec 15.00
Edited by Richard A. Ferguson.

WICC

1926

Media Code 4 207 0600 4.00

Connecticut Broadcasting Co., Inc., 177 State St., Bridgeport, Conn. 06603. Phone 203-366-9383.

STATION'S PROGRAMMING DESCRIPTION
WICC: Programmed for general interest.
MUSIC: popular, current hits. AIR PERSONALITIES handle all segments. FEATURES: skiing, boating, fashion, sports, etc. NEWS, weather & sports, at :30 & :50. 6 newsmen, 1 mobile bus, airplane. Commuter travel reports on airline, road & railway conditions 4x/hr in drive times. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 12/27/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ray Colonari.
Business Manager—John J. Giroux.

2. REPRESENTATIVES
Eastman Radio, Inc.
New England—Creed Associates, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 600 kc. Directional.
Operating schedule: 5:30-12:05 am. EST.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12g, 13g, 14g, 15a.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 23b, 28c, 30 31.
Contracts: 40a, 41, 45, 46, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 13 Eff 9/1/74—Rec'd 8/8/74.
I—Mon thru Fri 5:30-10 am.
II—Mon thru Fri 3-7 pm; Sat 5:30 am-7 pm.
III—Mon thru Fri 10 am-3 pm; Sun 8 am-7 pm.
IV—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 6 ti	I 12 ti	I 16 ti	II 1 ti	II 6 ti	II 12 ti	II 18 ti
1 min	40	38	36	34	36	34	32	30
30 sec	32	30	28	26	29	27	25	24
	III				IV			
1 min	32	30	28	26	26	24	20	18
30 sec	25	24	22	21	21	19	16	14

10 sec ID's 50% of 1-min; not combinable.

7. PACKAGE PLANS

WK:	1/2I, 1/2II 10 ti	12 ti	18 ti	24 ti	1/2III, 1/2IV 10 ti	12 ti	18 ti	24 ti
1 min	35	32	30	28	26	24	22	20
30 sec	28	25	24	22	21	19	18	16

ROS—SAT 5:30 AM-MIDNIGHT; SUN AM-MIDNIGHT

1/2 SAT, 1/2 SUN:	1 min	30 sec
20 ti	350	280
40 ti	600	480

10. SPECIAL FEATURES

NEWS & FEATUBES

	(*)	(†)	(**)
10-min news	80	—	—
5-min news	50	40	30
Features	45	35	25

(*)—Mon thru Fri 5:30-10 am; rotating.
(†)—Mon thru Fri 10 am-7 pm; Sat 5:30 am-7 pm; Sun 8 am-7 pm.
(**)—Mon thru Sun 7 pm-midnight.

5 MINUTE NEWSCASTS

	10 ti	20 ti
1/2 Sat, 1/2 Sun	300	500

Submitted by Ray Colonari.

WNAB

1941

AVERY-KNODEL, INC.

Media Code 4 207 1000 6.00

WNAB, Inc., Broadcast Centre, Bridgeport, Conn. 06608. Phone 203-333-5551.

STATION'S PROGRAMMING DESCRIPTION
WNAB: Programming—adult, general.
MUSIC: popular and standard with 5 personalities. Daily morning interview program 10-11 am. Daily homemaker show, 11 am-noon. NEWS: local at :30; network and local on hour; 5 min most hours; 10 min at 6, 7, 8, 9 am, noon, 5, 6, 11 pm. SPORTS: local and national broadcast morning, afternoon and evenings. Local football, major league baseball, major local championships. WEATHER: staff meteorologists forecast at :15 with extended forecasts morning, noon and afternoons. Marine weather, fishing reports, boating news, interviews each hour weekends and holidays from Long Island sound. Ski reports. Spanish language and music Sat 7-12M. Contact Representative for further details. Rec'd 1/29/71.

1. PERSONNEL
Executive Vice-President—B. Preston Gilmore.
Station Manager—Thomas J. Kennedy.
Program Manager—Philip Cutting.

2. REPRESENTATIVES
Avery-Knodel, Inc.
New England—Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13, 14c, 15a.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 25a, 28c, 29a, 33a
Contracts: 40a, 41, 42a, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
Eff 5/15/73—Rec'd 4/23/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 5-6 am & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	31	28	26	25
A	28	25	23	22
B	23	20	19	18

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS—1/3 AA, 1/3A, 1/3 B

PER WK, 1 MIN:	12 ti	18 ti	24 ti	30 ti
Ea	23	21	20	19

Submitted by Thomas J. Kennedy, II.

BRISTOL

Hartford County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

WBIS

1948

Media Code 4 207 1200 2.00

Bristol Broadcasting Corp., Box 1440, Bristol, Conn. 06010. Phone 203-583-9265.

STATION'S PROGRAMMING DESCRIPTION
WBIS: Programmed for adults.
MUSIC: blends new, current & yesterday's top 100 with MOR. Country music weekends. AIR PERSONALITIES. NEWS: every hour; 15 min reports at 7 & 8 am; 1 hr news & sports reports at noon. SPORTS: twice daily, American Legion & Little League baseball, high school football. FEATURES: 9-10 am neighborly exchange, buy, sell, trade. 10-11 am telephone talk with guests. 11 am-noon telephone show with accent on guests & specific topics. 12:30-12:45 pm bulletin board of community events. 3:45-4:15 pm commuter news report. Polish shows Sat 11 pm-noon, Sun 3-4 pm. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
President—E. Constance Hatch.
General Manager—James L. Sullivan.
Program Director—Peter Lis.

2. REPRESENTATIVES
Bob Dore Associates.
New England—Eckels & Queen, Inc.

3. FACILITIES
500 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32a 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80.

TIME RATES
Eff 6/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	14	12	10
104 x	12	10	8

9. PARTICIPATING PROGRAMS
Neighborly Exchange, Impact & Roberts Report—12.00.

10. SPECIAL FEATURES
5-min news, 25.00.
1-min spot within 5-min news, ea 12.00.

BROOKFIELD

Fairfield County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

See Danbury (including Brookfield)

DANBURY (2 AM; 2 FM)

(Including Brookfield)

Fairfield County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

(Danbury continued on next page)

WINE
1963
BROOKFIELD

Subscriber to the NAB Radio Code
Media Code 4 207 1600 3.00
Housatonic Valley Broadcasting Co., Inc., Box 1335, Danbury, Conn. 06810. Phone 203-775-1212.

STATION'S PROGRAMMING DESCRIPTION
WINE: Programmed for adults & young adults. MUSIC: adult contemporary with emphasis on gold. AIR PERSONALITIES. NEWS: network & local at :30, news at :60 & :30 in morning drive. COMMERCIAL POLICY: maximum 14 minutes per hour. Contact Representative for further details. Rec'd 6/6/75.

1. PERSONNEL
General Manager—Chris Cage Caggiano.
Music & Prog. Dir.—Kevin Burland.

2. REPRESENTATIVES
Boston—Northeastern Spot Sales, Inc.
New York—Bob Dore Associates.
Western States—Bill Dahlsten & Associates.

3. FACILITIES 1,000 w.; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WINE-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with Mutual Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 3/6/75.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-6 pm.
A—All other times. ROS.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	30 sec	(*)	1 min	30 sec	(*)
1 x	13.50	10.50	7.50	12.00	9.00	6.00
13 x	13.00	10.00	7.25	11.50	8.50	5.75
26 x	12.50	9.50	7.00	11.00	8.00	5.50
52 x	12.00	9.25	6.75	10.50	7.75	5.25
104 x	11.50	9.00	6.50	10.00	7.50	5.00
156 x	11.00	8.75	6.25	9.50	7.25	4.75
208 x	10.50	8.50	6.00	9.00	7.00	4.50
260 x	10.00	8.25	5.75	8.50	6.75	4.25
312 x	9.50	8.00	5.50	8.00	6.50	4.00
362 x	9.00	7.75	5.25	7.50	6.25	3.75
520 x	8.50	7.50	5.00	7.00	6.00	3.50
1040 x	8.00	6.50	4.75	6.50	5.00	3.25
2080 x	7.50	5.50	4.50	6.00	4.00	3.00

(*) 15 sec.

7. PACKAGE PLANS

	— PRIME —		—ROS—		-1/2 & 1/2-	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 tl	13.50	10.50	12.00	9.00	.....	.....
6 tl	11.50	9.00	10.50	8.00	66.00	51.00
12 tl	11.00	8.50	10.00	7.50	126.00	96.00
18 tl	10.50	8.00	9.50	7.00	180.00	135.00
24 tl	10.00	7.50	9.00	6.50	228.00	168.00
30 tl	9.50	7.00	8.50	6.00	270.00	195.00

ID's: 50% of 1-min.

8. PROGRAM TIME RATES

	—1/4 hr—		—10 min—		—5 min—		—2 min—	
	AA	A	AA	A	AA	A	AA	A
1 x	60.00	54.00	41.00	39.50	28.00	27.00	22.75	22.00
13 x	58.00	52.00	39.50	38.00	27.00	27.00	22.00	21.25
26 x	56.00	50.00	38.00	36.50	26.00	25.00	21.25	20.25
52 x	54.00	48.00	36.50	35.00	25.00	24.00	20.50	19.25
104 x	52.00	46.00	35.00	33.50	24.00	23.00	19.25	18.50
156 x	50.00	44.00	33.50	32.00	23.00	22.00	18.50	17.75
208 x	48.00	42.00	32.00	30.50	22.00	21.00	17.75	17.00
260 x	46.00	40.00	30.50	29.00	21.00	20.00	17.00	16.25
312 x	44.00	38.00	29.00	27.50	20.00	19.00	15.50	14.75
364 x	42.00	36.00	27.50	26.00	19.00	18.00	14.00	13.25
520 x	40.00	34.00	26.00	24.50	18.00	17.00	13.25	12.50

52 WEEK SPECIAL FEATURE

	1 hr	1/2 hr	1/4 hr
1 x	100.00	60.00	35.00

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WINE-FM
1957
BROOKFIELD

Subscriber to the NAB Radio Code
Media Code 4 207 1601 1.00
Housatonic Valley Broadcasting Co., Inc., Box 1335, Danbury, Conn. 06810. Phone 203-775-1212.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WINE-FM: MUSIC: general popular music. MOR, showtunes, standards & comedy. Rock music show midnight-6 am. Special shows 4 nights per week 8:30-10:30 pm. Tues. night: interviews with celebrities & prominent people in area, also prominent black people in area, on special black programming. Wed. night: concert hall classical music of great masters. Thurs. night: rock night, top 40 rock. Fri. night: show tunes & golden oldies. Sat. night: popular music. Sun. night: rock & roll revival night. Contact Representative for further details. Rec'd 7/3/74.

3. FACILITIES
ERP 29.000 w.; 95.1 mc. Stereo.
Operating schedule: 5:45-1 am. EST.
Antenna ht.—500 ft. above average terrain.
Partial simulcast operation. Operated separately after AM sign-off For simulcast facilities see WINE.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 3/6/75.

6. SPOT ANNOUNCEMENTS
Rates same as Class A, AM rates.

7. PACKAGE PLANS
Rates same as ROS, AM rates.

8. PROGRAM TIME RATES
Rates same as Class A, AM rates.

WLAD
1947
DANBURY

Media Code 4 207 1800 9.00
Berkshire Broadcasting Corp., 198 Main St., Danbury, Conn. 06810. Phone 203-744-4800.

STATION'S PROGRAMMING DESCRIPTION
WLAD: Programmed for adults and young adults. NEWS: 14 5-min reports & 3 15-min summaries daily, 70% local & state, 30% national & international. WEATHER: local conditions & forecasts 3x daily with staff meteorologist. SPORTS: morning & evening reports; Sat special; scholastic football & basketball, bowling, special events. MUSIC: pop, MOR, standards, women's program 11:05 am-noon M-F. Local public affairs 6:15 pm M-F. Remotes, state fairs, conventions, churches & governmental meetings. Contact Representative for further details. Rec'd 8/27/73.

1. PERSONNEL
General Manager—Patrick Crafton.
Program Director—Paul Baker.

2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—Eckels & Queen, Inc.

3. FACILITIES
1,000 w. day; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 27, 28b, 28c, 30, 32b, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60k, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Affiliated with The Rep Network.

TIME RATES
No. 5 Eff 7/1/72—Rev 11/1/74—Rec'd 10/28/74.
A—Mon thru Sat 6-9:30 am & 3-7 pm.
B—All other times.

8. SPOT ANNOUNCEMENTS

CLASS A							
PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	15.00	14.00	12.00	11.00	10.00	9.00	8.00
30 sec	12.00	11.00	10.00	9.00	8.00	7.00	6.00
CLASS B							
1 min	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	10.00	9.00	8.00	7.00	6.00	5.00	4.50

10 sec: 50% of 1-min.

10. SPECIAL FEATURES

NEWS	A			B		
	1 tl	6 tl	12 tl	1 tl	6 tl	12 tl
1/4 hr (8 am & 6 pm)	50.00	45.00	40.00	45.00	40.00	35.00
5 min	25.00	22.50	20.00	22.50	20.00	17.50

WLAD-FM
1954
DANBURY

Media Code 4 207 2000 5.00
Berkshire Broadcasting Corp., 198 Main St., Danbury, Conn. 06810. Phone 203-744-4800.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLAD-FM: Programmed for adults.
MUSIC: Primarily instrumental, blending standards and MOR favorites in uninterrupted segments with break for announcements at end of each quarter hour. NEWS: capsules at :58, 10 min extended newscast at 5:50 pm M-F. Emphasis on local & area news. SPORTS: capsule at 7:30 am M-Sat. Weather: local conditions & forecasts by staff meteorologist. Features: skiing & gardening seasonally, homemaker tips, road reports. Contact Representative for further details. Rec'd 4/8/74.

1. PERSONNEL
Program Director—George Repko.

3. FACILITIES
ERP 2.500 w.; 98.3 mc. Stereo.
Operating schedule: 6 am-midnight daily. EST.
Antenna ht.: 328 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
No. 2 Eff 3/10/74—Rec'd 3/5/74.
A—Sun thru Sat 9 am-8 pm.
B—Sun thru Sat 6-9 am & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS A					
PER WK:	1 tl	7 tl	14 tl	21 tl	28 tl
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	7.50	6.75	6.00	5.25	4.50
CLASS B					
1 min	8.50	7.50	6.50	5.50	4.50
30 sec	6.50	5.75	5.00	4.25	3.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/2A, 1/2B—PREEMPTIBLE

	1 min	30 sec
18 per wk. ea.	5.50	4.25

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min news summary—2x 1-min.
5-min sports/stock/weather—2x 1-min.
2-min news/weather—1-1/2x 1-min.

GREENWICH
Fairfield County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WGCH
1964

Media Code 4 207 2200 1.00
Greenwich Broadcasting Corp., Box 1490, 1490 Dayton Ave., Greenwich, Conn. 06830. Phone 203-869-1490.

STATION'S PROGRAMMING DESCRIPTION
WGCH: Programmed for adults & young adults
AIR PERSONALITIES handle all music segments.
NEWS: 10 min at :60, with sports & weather included. 15-min newscasts at 6, 7, 8 am & 11 pm, 30-min newscasts at noon & 6 pm. Weather reports live from local airport. MUSIC: MOR. Music, information, sports, weather, train & traffic & stock reports daily. 12:30-1 pm & nights M-F, tele/talk format. Trading post, interview programs. Public affairs, documentaries, live remote coverage of town meetings, board of education & special events. SPORTS: included in newscasts; live high school events, Italian, Irish, Polish music wknds. Live & taped church services. Contact Representative for further details. Rec'd 8/1/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—George C. Stevens.
Program Manager—Neil MacMillan.
Sales Manager—Steven Downes.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. night; 1490 kc. Non-directional.
Operating schedule: 5:55 am-11:20 pm. EST.

4. AGENCY COMMISSION
15/0 time; 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 29b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47b, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60h, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Hard liquor advertising not acceptable.
Member: Masla Suburban Group.

TIME RATES
Eff 1/1/75—Rec'd 11/20/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7-11:15 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE						
PER WK:	1 tl	8 tl	12 tl	18 tl	24 tl	30+
AAA	20	19	18	17	16	15
AA	18	17	16	15	14	13
A	16	15	14	13	12	11
B	14	13	12	11	10	9

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

9. PARTICIPATING PROGRAMS
Marge's World—Mon, Wed & Fri 10:15-10:45 am; Close-Up—Tues & Thurs 10:15-10:45 am; Arts Around Us—Wed 1-1:30 pm; Trading Post, Mon thru Fri 1:30-2 pm, per program 20.00.
What's Your Opinion—Mon thru Sat 12:30-1 pm, ea 17.50.
Italian-American Hours—Sun 2:05-4 pm, ea 19.00.
Polka Time—Sun 12:30-2 pm & Irish Hour—Sun 7-8 pm, per program, 16.50.
Edited by George Stevens.

GROTON
New London County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

See New London-Groton

HAMDEN
New Haven County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

See New Haven
(including Hamden)

HARTFORD-NEW BRITAIN
(10 AM; 7 FM)
Plus 2 paid duplicates.
(including Manchester, West Hartford, Windsor)
Hartford County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	95	69	95	43
B	50	44	44	42
C	38	43	43	38
D	36	38	42	36
AVERAGE	55	49	56	40

CONNECTICUT

WCCC
1947
HARTFORD

Media Code 4 207 2600 2.00
Greater Hartford Communications Corp., 11 Asylum St., Hartford, Conn. 06103. Phone 203-549-3456.

STATION'S PROGRAMMING DESCRIPTION
WCCC: Contemporary Top 30.
AIR PERSONALITIES handle all segments. Station involved in community, regular community events are integrated with program events. NEWS: network news at :30; local and regional on hour. Detailed reports of stock market prices and news are carried daily. Contact Representative for further details. Rec'd 10/7/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Sy Dresner.
Program Director—Randy Pots.
Sales Manager—Milt Aninger.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England Spot Sales, Inc.

3. FACILITIES
500 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCCC-FM.

4. AGENCY COMMISSION
15/0 time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22b, 23a, 24a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61b.
Cancellation: 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
AM/FM COMBINATION
Eff————Rec'd 1/18/71.

6. SPOT ANNOUNCEMENTS

	1 tl	8 tl	12 tl	18 tl	24 tl	30 tl
1 min	25	22	20	18	16	14
30 sec	20	18	16	14	12	10
10 sec/ID	15	13	11	9	7	5

WCCC-FM
1960
HARTFORD

Media Code 4 207 2601 0.00
Greater Hartford Communications Corp., 11 Asylum St., Hartford, Conn. 06103. Phone 203-549-3456.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WCCC-FM: Contemporary Top 30. Contact Representative for further details. Rec'd 10/7/74.

3. FACILITIES
ERP 50.000 w.; 106.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 720 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset- 6 am. For non-simulcast facilities see WCCC.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Sold in combination with WCCC. See that listing for rates.

WDRC
1922
HARTFORD

Buckley Radio Sales, Inc.

RAB

Media Code 4 207 2800 8.00
Buckley Broadcasting Corp. of Conn., 750 Main St., Hartford, Conn. 06103. Phone 203-278-1115.

1. PERSONNEL
Executive Vice-President—Richard S. Korsen.
Vice-Pres. & Sta. Mgr.—Dick Robinson.
Vice-Pres. & Prog. Dir.—Charles R. Parker.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w.; 1360 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
Partial simulcast operations. Simulcast midnight-10 am daily. For non-simulcast facilities see WORC-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12g, 14g.
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b.
Comb.; Cont. Discounts: 60d, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 4
RATE PROTECTION. Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. 1-C Eff 1/1/75—Rec'd 12/2/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight: Sun 9 am-7 pm.
C—Mon thru Sun midnight-6 am.

(This listing continued on next page)

Hartford-New Britain—W D R C—Cont'd

8. SPOT ANNOUNCEMENTS

PER WK:	1 min	(*)	1 min	(*)	1 min	(*)
			—B—		—C—	
1 ti	67	54	54	44	50	40
12 ti	63	50	52	42	47	38
18 ti	60	48	50	40	45	36
1 ti			44	35	17	14
12 ti			42	34	16	13
18 ti			40	32	15	12

Spots bought at above rates entitle advertiser to 1 FM spot for every 2 AM spots purchased.
(*) 30/20/10 sec.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
Mon thru Sat at :60 6 am-6 pm; Sun 9 am-6 pm; at :30 5:30-8:30 am.

PER WK:	AAA	AA	A	B	C
1 ti	74	61	52	45	19
5 ti	71	58	49	43	18
10 ti	68	56	47	41	16

News service charge—20% of applicable rates.
Min. 30-sec. ID's & Newscasts may combine to earn wkly frequency discount.
CONSECUTIVE WEEK DISCOUNT
52 wk—5%
Applied as earned. Only consecutive weeks with expenditures of 100.00 or more per week may qualify for discounts.

W D R C-FM
1930
HARTFORD

R A B

Media Code 4 207 2801 6.00
Buckley Broadcasting Corp. of Conn., 750 Main St., Hartford, Conn. 06103. Phone 203-278-1115.
See affiliated AM station for additional information.

3. FACILITIES
ERP 17,500 w. (horiz.), 17,500 w. (vert.), 102.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-midnight. For simulcast facilities see WORC.

TIME RATES
No. 2 Eff 1/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti
Ea	45	43	40

W E X T
1963
WEST HARTFORD

Media Code 4 207 3260 6.00
WEXT, Inc., 630 Oakwood Ave., West Hartford, Conn. 06110. Phone 203-527-1878.
STATION'S PROGRAMMING DESCRIPTION
WEXT: Modern country station.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Mike Blumberg.
Assistant General Manager—Mort Roberts.
Program Director—John Q. Parks.

2. REPRESENTATIVES
Marv Roslin, Inc.

3. FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule:————, EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a 26, 28a 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: French Program Group of New England.

TIME RATES
No. 2 Eff 3/1/71—Rec'd 3/30/71.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	50 ti
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.60	8.80	8.00	7.20	6.40

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-MIN NEWSCASTS

PER WK:	1 ti	3 ti	6 ti	12 ti
Ea	20	19	18	17
WEATHERSCOPES & SPORTSCOPES				
Ea	15	14	13	12

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

W H C N (FM)
1839
HARTFORD

Media Code 4 207 3400 6.00
WHCN, Inc., a division of Beck-Ross Communications, Inc., 60 Washington St., Hartford, Conn. 06106. Phone 203-247-9426.
STATION'S PROGRAMMING DESCRIPTION
WHCN (FM): Programmed for young adults 18-34. MUSIC: contemporary album rock, emphasizing popular LP's. Live personalities, adult delivery. NEWS: comprehensive study of current events, expanded in drive times to include weather, traffic & sports. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Jay I. Mitchell.
Program Director—George Taylor Morris.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 19,000 w. (horiz.), 19,000 w. (vert.); 105.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 740 ft. above average terrain.

(D)

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 5.
Basic Rates: 20a, 23a, 29a.
Contracts: 40a, 42a, 45.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70c.
Member: The Beck-Ross Group.

TIME RATES
No. 21 Eff 8/1/75—Rec'd 6/30/75.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN/LESS:	6 ti	12 ti	18 ti	24 ti
AAA	37	34	31	28
AA	30	28	26	24
A	20	19	18	17

Edited by James E. Champlin.

W I N F
1956
MANCHESTER

CBS Radio Network

NAB

Media Code 4 207 3600 1.00
National Media Corp., 257 E. Center St., Manchester, Conn. 06040. Phone 203-646-1230.
STATION'S PROGRAMMING DESCRIPTION
WINF: Programmed for adults.
MUSIC: middle-of-the-road delivered by air personalities. NEWS: network news on hour and augmented with local and regional news by own staff. SPORTS: major league baseball, college & professional football, professional soccer, plus extended coverage of regional & local sports by sports director. Rec'd 1/21/75.

1. PERSONNEL
Pres. & Owner—Robert D. Charnas.
Vice-Pres. & Gen'l Mgr.—Jeff Jacobs.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 24a, 24b, 24c, 25a, 29a, 30, 31, 33b.
Contracts: 40a, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 81, 82.
Affiliated with CBS.

TIME RATES
Eff 9/1/70—Rec'd 7/21/70.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	40	25	24	23	22	21
A	35	21	20	19	18	17

7. PACKAGE PLANS
ROS/BTA

PER WK:	6 ti	12 ti	18 ti	24 ti
Ea	18	17	16	16

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.
DISCOUNT
52 consec wk—10%
Submitted by Jeff Jacobs.

W I O F
1967
WATERBURY

N A F M B

Merv Griffin Station
(This is a paid duplicate of the listing appearing under Waterbury, Conn.)
Media Code 4 207 3000 9.00
WIOF, a division of January Enterprises, Inc., Box 2719, Waterbury, Conn. 06720. Phone 203-758-4459. Studio: Music Mt., Rt. 69, Prospect, Conn.
STATION'S PROGRAMMING DESCRIPTION
WIOF: Programmed for all ages.
MUSIC: modern country and western. NEWS: 5 min every half hour. Sports, traffic and state weather reports. Live on location shows. Contact Representative for further details. Rec'd 12/30/71.

1. PERSONNEL
President—Merv Griffin.
Executive Vice-President—Stephen B. Labunski.
Vice-President/FM—Robert C. Ardrey.

2. REPRESENTATIVES
Eastman Radio, Inc.
Northeastern Spot Sales, Inc.

3. FACILITIES
ERP 20,000 w.; 104.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 461 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 23a, 24a, 26, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 61a, 61c.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WPOP, Hartford.
Affiliated with American Entertainment Network.
Combination discount with WPOP, Hartford. See that listing.

TIME RATES
Eff 11/1/67—Rec'd 7/31/72.

7. PACKAGE PLANS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	40 ti
1 min	15.00	13.00	12.00	11.00	10.00	9.00
30 sec	12.00	10.50	9.50	8.75	8.00	7.25
10 sec	7.50	6.50	6.00	5.50	5.00	4.50

Edited by Alice Caunitz.

(D)

W K C I (FM)
1960
HAMDEN

A Kops Monahan Station

NAB R A B

(This is a paid duplicate of the listing appearing under New Haven, Conn.)
Media Code 4 207 5900 3.00
WKCI, division of Kops-Monahan Communications, Inc., 152 Temple St., New Haven, Conn. 06510. Phone 203 777-7809.
STATION'S PROGRAMMING DESCRIPTION
WKCI (FM): Programmed for adults.
MUSIC: mixture of standards & current album music, with emphasis on familiar instrumentals & vocals, presented in uninterrupted 1/4 hr segments. NEWS: 4-min at :15; community events every hour. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 3/28/75.

1. PERSONNEL
President—Daniel W. Kops.
Executive Vice-President—Richard J. Monahan.
Vice-Pres. & Gen'l Mgr.—Stanley Puzycki.

2. REPRESENTATIVES
Eastman Radio, Inc.
Eckels & Queen, Inc.
Kops-Monahan Communications, Inc.; See Rep & S/O pages.

3. FACILITIES
ERP 12,000 w. (horiz.), 12,000 w. (vert.); 101.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 570 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51e.
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Eastman Radio Network.
Sold in combination with WAVZ, New Haven. See that listing for rates.

TIME RATES
No. 8 Eff 8/1/75—Rec'd 7/28/75.
I—Mon thru Sun 10 am-7 pm.
II—Mon thru Sun 6-10 am & 7 pm-midnight.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
					—II—			
1 min 30	28	27	26		23	21	20	19
30/less 24	22	21	20		18	17	16	15
					—III—			
1 min					16	14	13	12
30/less					13	11	10	9

Submitted by Mary C. Downey.

(D)

W K N D
1961
WINDSOR

NAB

Media Code 4 207 3700 9.00
KND Corp., Box 1480, Windsor, Conn. 06095. Phones 203-688-6221, 688-6222.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Kenneth N. Dawson.
General Sales Manager—Phyllis J. Segalman.
Program Director—Chuck Stephens.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
500 w.; 1430 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 3a, 5, 6a, 7a.
Basic Rates: 24a, 24b, 25a, 29a.
Contracts: 40a, 47a.
Cancellation: 73a.
Affiliated with National Black Network.

TIME RATES
Eff ————Rec'd 5/4/72.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	12 ti	18 ti	24 ti	56 ti
1 min	20.00	18.00	16.00	14.00
30 sec	15.00	13.50	12.00	10.50
CLASS A				
1 min	18.00	16.00	14.00	12.00
30 sec	13.50	12.00	10.50	9.00

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS—FULL SPONSORSHIP
CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	36	28	26	24
30 sec	25	23	21	19

W K S S (FM)
1947
HARTFORD-MERIDEN

BLAIR RADIO

R A B

Media Code 4 207 3760 3.00
Communico, Inc., 2 Wethersfield Ave., Hartford, Conn. 06114. Phone 203-243-9577.
STATION'S PROGRAMMING DESCRIPTION
WKSS (FM): Programmed for adults.
MUSIC 94%: current popular, standard, MOR & showtunes blended together in uninterrupted quarter hour segments. NEWS 6%: 4 man news staff & 3 mobile units. Contact Representative for further details. Rec'd 7/24/72.

1. PERSONNEL
President—Frederic W. Constant.
Vice-Pres. & Gen'l Mgr.—Perry S. Ury.
Music Director—James A. Schulke.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 14,500 w., 95.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 820 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Proection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 57a, 57b.
Comb., Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 60k, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 7 Eff 1/27/75—Rec'd 1/31/75.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 6-10 am & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER ——AAA——					——AA——			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	45	44	42	41	37	36	34	33
*	36	35	33	32	30	29	27	26

(*) 30 sec/less.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	42	40	38	37
30 sec/less	33	32	30	29

(D)

W L V H (FM)
1936
HARTFORD

Media Code 4 207 3825 4.00
WLVH Inc., 750 Main St., Hartford, Conn. 06103. Phones 203-549-1175, 335-6522.
STATION'S PROGRAMMING DESCRIPTION
WLVH (FM): Programmed for entire Spanish speaking population.
MUSIC: general popular played by 5 air personalities. NEWS: national every hour; 3 man news department; state, N. Y. & local news at :30; direct newscasts from Puerto Rico twice daily; 2 AP Latin American, 2 AP state and national and UPI San Juan wires. Audience involvement programs include: 2 daily 30 min novels, 2 daily 15 min sit-coms and daily 1 hour tel-talk show. Live remote broadcasts: parades, nite clubs, man on street and sports. Commercials translated free. Rec'd 1/15/71.

1. PERSONNEL
President—Jose' Grimalt.
Chief Engineer—Ernest Kerschner.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 750 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations.
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61c, 62a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff————Rec'd 1/15/71.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	7 ti	14 ti	21 ti	35 ti
1 min	15	13	11	10
PER MO, ROS:				
1 min	14	12	10	9
PER YR, ROS:	250x	500x	750x	1000x
1 min	13	12	11	10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Ea	250	150	90

10. SPECIAL FEATURES
Newscast—1-1/2x applicable 1-min rate.
Weather—1-1/4x applicable 1-min rate.

W P O P
1935
HARTFORD

EASTMAN RADIO, INC.

News-Information

NAB

A Merv Griffin Station
Media Code 4 207 4000 3.00
Greater Connecticut Broadcasting, Inc., Box 11-1410, Newington Branch, Hartford, Conn. 06111. Phones 203-666-1411, 278-2775, 229-5215
STATION'S PROGRAMMING DESCRIPTION
WPOP: Programmed for general audience appeal. News & information format. Comprehensive local & regional news provided by news department, with staff of 17 plus area bureaus. National & international news supplied by network. Sports reports at :11 & :41 with horse racing calls included in afternoon drive. Business & stock market reports at :09 & :39 in afternoon drive. Other regularly scheduled features include reports on traffic, entertainment, restaurants, consumer shopping tips & listener involvement. Contact Representative for further details. Rec'd 8/5/75.

1. PERSONNEL
President—Merv Griffin.
Vice-President—Stephen B. Labunski.
General Manager—Al Pellegrino.

(This listing continued on next page)

2. REPRESENTATIVES
Eastman Radio, Inc.
Knight Sales, Inc.

3. FACILITIES
5,000 w.; 1410 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60f, 61a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIOF, Waterbury.
Affiliated with American Contemporary Network.

TIME RATES
No. C-1 Eff 8/1/75—Rec'd 8/5/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	12 ti	16 ti	24 ti
AAA	40	38	36	33
AA	35	33	31	29
A	30	28	26	24

30 sec/less: 80% of 1-min.

WPOP/WIOF, Waterbury combination discount, 10%.

Submitted by Albert B. Pellegrino.

WRCH-FM
1968
NEW BRITAIN

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 207 4201 7.00

Central Broadcasting Co., Box 910, Radio Park, Farmington, Conn. 06032. Phones: Hartford 203-677-8521; New Britain 203-223-2721. TWX 710-422-0036.
See affiliated AM station for additional information.
AM facilities: WRCQ.

STATION'S PROGRAMMING DESCRIPTION
WRCH-FM: MUSIC: 54-57 min per hour consisting of albums, combining standards with Broadway, Hollywood showtunes, basically instrumental; popular favorites when performance has adult appeal. COMMERCIAL POLICY: 6 commercials per hour, in quarter hour breaks. NEWS: at :58. Contact Representative for further details. Rec'd 8/27/73.

3. FACILITIES
ERP 19,500 w. (horiz.), 19,500 w. (vert.); 100.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 720 ft. above average terrain.

TIME RATES
Rates are identical to WRCQ. See that listing.

WRCQ
1949
NEW BRITAIN

KATZ RADIO

NAB

Subscriber to the NAB Radio Code
Media Code 4 207 4300 7.00

Central Broadcasting Co., Box 910, Radio Park, Farmington, Conn. 06032. Phones: Hartford 203-677-8521; New Britain 203-223-2721. TWX 710-422-0036.

STATION'S PROGRAMMING DESCRIPTION
WRCQ: Programmed for young adults 18-49.
MUSIC: golden sound of top hits from 1954-1975 blended with current hits. 6 live AIR PERSONALITIES. NEWS: news department with UPI audio & wire services. Contact Representative for further details. Rec'd 3/3/75.

1. PERSONNEL
President—Aldo De Dominicis.
Exec. Vice-Pres. & Gen'l Mgr.—Enzo De Dominicis.
Sales Manager—Erwin (Win) Needles.

2. REPRESENTATIVES
Katz Radio.
New England, Boston—Creed Associates, Inc.

3. FACILITIES
5,000 w.; 910 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11, 12i, 13i, 15c, 15e, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 27, 28b, 29a, 30, 31, 32a, 33a
Contracts: 40a, 41, 44a, 45, 46, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
FM facilities: WRCH-FM.
Affiliated with Katz Radio Network.

TIME RATES
No. 1 Eff 1/1/75—Rec'd 2/3/75.
*AAA—Mon thru Sat 6 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Sun all day.
A—All other times. (Rotate.)
(*) Minimum time spread 4 hours.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	16 ti	24 ti
AAA	27	25	24	23	22
AA	22	20	19	18	16
A	11	10	9	8	7

29/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES

NEWSCASTS:	AAA	(†)
1-min rate plus	19	5

(†) All other times.
Includes 10-second open plus 1 minute.

WRYM
1946
NEW BRITAIN

Media Code 4 207 4400 5.00

Hartford County Broadcasting Corp., 1056 Willard Ave., Newington, Conn. 06111. Phone 203-666-5646.

STATION'S PROGRAMMING DESCRIPTION
WRYM: Adult format, particularly show tunes and standards, with daily featured segments of entertainment programs for foreign groups: Polish, Spanish, Italian, Ukrainian, Greek and Lithuanian. News, stock market reports and sports reports from the networks and local news. Rec'd 12/31/73.

1. PERSONNEL
President—Louis A. Sodokoff.
Gen'l Mgr. & Sales Mgr.—Ralph H Klein.

6. FACILITIES
1,000 w. days; 640 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 19b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60c, 61a.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 3/1/70—Rec'd 2/3/70.

8. SPOT ANNOUNCEMENTS

PER WK:	1 min 10 ti	1 min 20 ti	1 min 30 ti	30 sec 10 ti	30 sec 20 ti	30 sec 30 ti
1 wk	10.00	9.75	9.25	8.00	7.80	7.40
13 wk	9.50	9.25	8.75	7.60	7.40	7.00
26 wk	9.00	8.75	8.25	7.20	7.00	6.60
52 wk	8.50	8.25	7.75	6.80	6.60	6.20

6. PROGRAM TIME RATES

	1x	26x	52x
1/2 hr	90	85	80
1/4 hr	60	55	50
5 min	30	25	20

WTIC
1925
HARTFORD

THE CHRISTAL CO.

NAB

Subscriber to the NAB Radio Code
Media Code 4 207 4600 0.00

The Ten Eighty Corp., 1 Financial Plaza, Hartford, Conn. 06103. Phone 203-522-1080.

STATION'S PROGRAMMING DESCRIPTION
WTIC: Programmed for general interest.
MUSIC: standard pops & MOR. Drive time & mid-day personalities. Evening includes big band, telephone talk, MOR music, interviews. NEWS: 60 information features daily varying in length from 15 min newscasts to 3 min network commentaries. SPORTS: major league baseball, professional hockey, major golf tournament, university football & basketball. Contact Representative for further details. Rec'd 6/5/75.

1. PERSONNEL
President—Leonard J. Patricelli.
Exec. Vice-Pres. & Gen'l Mgr.—Robert S. Tyrol.
General Sales Manager—J. Donald MacGovern.

2. REPRESENTATIVES
The Christal Company.

6. FACILITIES
50,000 w.; 1080 kc. Directional—night only.
Operating schedule: 24 hours daily.
Partial simulcast operation. Simulcast 1-3:15 am. For non-simulcast facilities see WTIC-FM.

4. AGENCY COMMISSION
15/0 time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33a.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
No. 1 Eff 4/29/74—Rec'd 5/2/74.
AA—Maximum Traffic Plan, Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-1:15 pm. MTP rotate Mon thru Sat in all time periods. Minimum contract 3 spots per wk, alternating M-W-F/Tues-Thurs-Sat. Total schedule multiples of 3.
A—Mon thru Fri 10 am-3 pm; Sat 1:15-7 pm; Sun 5 am-7 pm.
B—Mon thru Sun 7 pm-midnight & 5-6 am.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 min 1x	1 min 100x	1 min 300-499	30 sec 1x	30 sec 100x	30 sec 300-499
1 ti	100	95	90	85	81	77
12 ti	95	90	86	81	77	73
15 ti	90	86	81	77	73	69
20 ti	85	81	78	72	69	66
30+	80	77	75	70	66	64

PER WK:	20 sec 1x	20 sec 100x	20 sec 300-499
1 ti	80	76	72
12 ti	76	72	68
15 ti	72	68	65
20 ti	68	65	61
30+	64	61	58

FIXED POSITION MON THRU SAT 6-10 AM
1-min, flat 170 30-sec, flat 145

CLASS A

PER WK:	1 min 1x	1 min 100x	1 min 300-499	30/20 sec 1x	30/20 sec 100x	30/20 sec 300-499
1 ti	75	69	68	64	59	58
12 ti	71	66	64	61	56	55
15 ti	68	62	61	58	53	52
20 ti	64	59	57	54	50	59
30+	60	56	54	51	47	46

CLASS B

PER WK:	1 min 1x	1 min 100x	1 min 300-499	30/20 sec 1x	30/20 sec 100x	30/20 sec 300-499
1 ti	40	38	36	34	32	31
12 ti	38	36	34	32	30	29
15 ti	36	34	32	31	29	28
20 ti	34	32	31	29	27	26
30+	32	30	29	27	26	25

CLASS C

	1 ti	20 ti	30 ti	50 ti
Per wk	12	200	250	350

ID SPOTS

	AA	A	B
1 x	45	35	15
100 x	43	33	14
300-499 x	41	32	13

8. PROGRAM TIME RATES
A—Daily 6 am-11 pm.
B—Daily 5-6 am; Mon thru Fri 11-11:35 pm; Sat & Sun 11-11:30 pm.
C—Mon thru Fri 11:35 pm-5 am; Sat & Sun 11:30 pm-5 am.

	1 hr 1x	1 hr 104x	1 hr 156x	1 hr 312x	1/2 hr 1x	1/2 hr 104x	1/2 hr 156x	1/2 hr 312x
A	475	450	425	410	275	260	248	240
B	186	177	167	162	112	106	101	97
C	105	100	95	90	70	65	63	60

	1/4 hr 1x	1/4 hr 104x	1/4 hr 156x	1/4 hr 312x	10 min 1x	10 min 104x	10 min 156x	10 min 312x
A	180	171	162	155	158	150	142	138
B	75	71	68	65	65	62	59	57
C	50	47	45	43	40	38	36	35

	5 min 1x	5 min 104x	5 min 156x	5 min 312x
A	115	110	105	100
B	50	48	45	43
C	30	29	27	26

Rates for periods longer than 1 hr are in exact proportion to corresponding 1-hr rate.

10. SPECIAL FEATURES
AA—Maximum Traffic Plan Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-1:15 pm.
A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat 1:15-11 pm; Sun 6 am-11 pm.
B—Daily 5-6 am; Mon thru Fri 11-11:35 pm; Sat & Sun 11-11:30 pm.
C—Mon thru Fri 11:35 pm-5 am; Sat & Sun 11:30 pm-5 am.

NEWSCASTS

	1/4 hr 1x	1/4 hr 104x	1/4 hr 156x	1/4 hr 312x	10 min 1x	10 min 104x	10 min 156x	10 min 312x
MTP	220	209	198	191	185	176	167	161
A	173	164	156	150	152	144	137	132
B	90	86	81	78	60	76	72	70
C	60	57	54	52	50	48	45	43

	5 min 1x	5 min 104x	5 min 156x	5 min 312x	Weather reports 1x	Weather reports 104x	Weather reports 156x	Weather reports 312x
MTP	145	138	131	126	130	124	117	113
A	112	106	101	97	107	102	96	93
B	60	57	54	52	57	54	51	50
C	35	33	32	30	35	33	32	30

Submitted by Leonard J. Patricelli.

WTIC-FM
1940
HARTFORD

THE CHRISTAL CO.

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 207 4601 6.00

The Ten Eighty Corp., 1 Financial Plaza, Hartford, Conn. 06103. Phone 203-522-1080.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTIC-FM: Presents fine arts format in hours of separate programming. 2 major symphonic presentations daily plus varied classical works in other hours. 2 complete operas per week. Opera broadcasts live. Syndicated concerts of symphony orchestras presented weekly. Contact Representative for further details. Rec'd 10/10/74.

1. PERSONNEL
General Sales Manager—Joseph P. McGuinness.

3. FACILITIES
ERP 15,000 w. (horiz). 13,000 w. (vert.); 96.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht —810 ft. above average terrain.
Partial simulcast operation. Operated separately 3:15-1 am. For simulcast facilities see WTIC.

TIME RATES
Eff 8/26/74—Rec'd 10/10/74.

6. SPOT ANNOUNCEMENTS

	1x	100x	300x	500x
1 min/30 sec	15	13	10	8

Fixed: 25.00.

8. PROGRAM TIME RATES

	1x	13x	26x	52x
2 hr	190	180	170	160
1 hr	100	95	90	85
1/2 hr	60	57	52	48

1/4 hr. Flat 35.00.

10. SPECIAL FEATURES

NEWS/WEATHER:	1x	13x	26x	52x
5 min	30	25	20	18

CONNECTICUT

MANCHESTER
Hartford County—Map Location D-2.
See SRDS consumer market map and data at the beginning of the State.

See Hartford-New Britain
(including Manchester, West Hartford, Windsor)

MERIDEN-WALLINGFORD
(1 AM; 1 FM)
New Haven County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc within the area.

WKSS (FM)
Licensed as a Hartford-Meriden Station.
See listing under Hartford-New Britain.

WMMW
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 207 4800 6.00
WMMW, Inc., 1 Church St., Meriden, Conn. 06450. Phone 203-235-5747.

STATION'S PROGRAMMING DESCRIPTION
WMMW. Programmed for adults and young adults.
MUSIC: MOR. NEWS: at :00 and :30. Emphasis on local news and community events. SPORTS: Local emphasis, play-by-play high school football. SPECIAL FEATURES: tele/talk 12:30-1 pm weekdays, concert of the week. 3 pm Sat. Contact Representative for further details. Rec'd 11/4/74.

1. PERSONNEL
President—Edward J. Brady.
General Manager—John L. Ellinger.
Program Director—Al Henry.

2. REPRESENTATIVES
New York—Herbert E. Groskin & Co.
New England, Boston—Creed Associates, Inc.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am to local sunset. EST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a.
Cancellation 71a, 73a.
Member: The Groskin Group.

TIME RATES
Eff 5/22/75—Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	15.00	14.50	14.00	13.50	13.00	12.50	12.00
30 sec	12.00	11.50	11.00	10.50	10.00	9.50	9.00

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	105	100	95	90	85	80	75
1/2 hr	85	81	77	73	69	65	61
5 min	45	42	39	36	33	30	27

Edited by John Ellinger.

MIDDLETOWN
Middlesex County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WCNX
1948
Media Code 4 207 5000 2.00
Middlesex Broadcasting Co., River Rd., Middletown, Conn 06457. Phone 203-347-2565

STATION'S PROGRAMMING DESCRIPTION
WCNX: MUSIC: MOR interspersed with 2-1/2 min features: big band era selections; polka music at 10:30 am Sun. NEWS: emphasis on local, regional & state; UPI wire & audio. SPORTS: emphasis on local including play-by-play high school football. American Legion baseball. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Managing Directors—Richard J. O'Brien and William J. O'Brien, Jr.
Program Director—William J. Glynn.
Sales Manager—Peter M. O'Brien.

2. REPRESENTATIVES
The Devney Organization, Inc.
New England—Nona Kirby Co., Inc.

3. FACILITIES
1,000 w.; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 62d.
Cancellation: 70c, 71b, 73a, 73b.
Prod. Services: 80, 81, 82.

(This listing continued on next page)

CONNECTICUT

Middletown—W C N X—Continued

TIME RATES
Eff 10/1/70—Rec'd 8/19/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Flat	13.30	11.00	9.25

8. PROGRAM TIME RATES

	1/2 hr	5 min
Flat	70	30

MILFORD

New Haven County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

WFIF
1964

Media Code 4 207 5200 8.00
Colonial Broadcasting Co., 1201 Post Rd., Milford, Conn. 06460. Phone 203-878-5915.
New York Office: 3948 Time Life Bldg., New York N. Y. 10020. Phone 212-245-2870.

STATION'S PROGRAMMING DESCRIPTION
WFIF: Programmed for adults and young adults. MUSIC: Modern country, Nashville sound. 4 air personalities, 2 newsmen, 1 sportscaster. NEWS: AP wire service & network news with extended local & regional news. Community public service utilizing local people. Editorials. Weather direct from National Weather Service. State & local industrial stock reports. SPORTS: local football game of the week; daily sports round-up; boating, beach & fishing reports in season. Remote originations, daily trading post, live jamborees. Contact Representative for further details. Rec'd 12/16/74.

1. PERSONNEL
Mgr. & Farm Dir.—Vin Roberts.
Woman's Editor—Gale Anderson.
News & Sports Dir.—Jeannette Forbes.

2. REPRESENTATIVES
Marv Roslin, Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES
5,000 w.; 1500 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 28a, 29a, 32b, 33c.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with MBS.
Member: National AgRadio Groups, Inc.

TIME RATES
No. 5 Eff 8/1/70—Rec'd 8/20/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	16.00	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	12.00	11.25	10.50	9.75	9.00	8.25	7.50
10 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	10.50	9.75	9.00	8.25	7.50
10 sec	7.00	6.50	6.00	5.50	5.00

NAUGATUCK

New Haven County—Map location C-4

See SRDS consumer market map and data at beginning of the State.

See Waterbury
(including Naugatuck)

NEW BRITAIN

Hartford County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

See Hartford-New Britain
(including Manchester, West Hartford, Windsor)

NEW HAVEN (4 AM; 3 FM)

(including Hamden)

Plus 1 paid duplicate.
New Haven County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	65	40	50	26
B	28	28	28	25
C	25	25	28	25
D	25	20	25	21
AVERAGE	36	28	33	24

WAVZ
1947
NEW HAVEN
A Kops Monahan Station

EASTMAN RADIO, INC.

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 207 5400 4.00
The New Waves, a Division of Kops-Monahan Communications, Inc., 152 Temple St., New Haven, Conn. 06510. Phone 203-777-4761.

1. PERSONNEL
President—Daniel W. Kops.
Exec. Vice-President—Richard J. Monahan.
Vice-Pres. & Gen'l Mgr.—Stanley Puzycki.

2. REPRESENTATIVES
Eastman Radio, Inc.
New England—Kettell-Carter, Inc.

3. FACILITIES
1,000 w.; 1300 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WAVZ/WKCI (FM) COMBINATION
No. 3 Eff 8/1/75—Rec'd 7/28/75.

I—(AM) Mon thru Sat 6-10 am & 3-7 pm.
(FM) Mon thru Sun 10 am-7 pm.
II—(AM) Mon thru Sat 10 am & 7 pm-midnight; Sun all day.
(FM) Mon thru Sun 6-10 am & 7 pm-midnight.
III—(AM & FM) All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I ti	12 ti	18 ti	24 ti	I ti	12 ti	18 ti	24 ti
1 min	60	56	54	52	46	42	40	38
30/less	48	45	43	42	37	34	32	30
					III			
1 min					32	28	26	24
30/less					26	22	21	19

WAVZ only: 50% of combination rate.
Submitted by Mary C. Downey.

WCDQ
1960
HAMDEN

NAB

Mort Bassett & Co., Inc.

Media Code 4 207 5600 9.00
The Southern New England Broadcasting Corp., 473 Denslow Hill Rd., Hamden, Conn 06514. Phone 203-288-3561.

STATION'S PROGRAMMING DESCRIPTION
WCDQ: Programmed for young adults & adults. MUSIC: Solid gold from mid-fifties to present. AIR PERSONALITIES handle all segments. NEWS: network at :55, local news prior to network followed by local news & headlines at :25. 2 local newsmen equipped with mobile unit backed by UPI service. Contact Representative for further details. Rec'd 2/17/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ted Quale.
General Sales Manager—Julian Brownstein.
Program Director—Jack Carney.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.
Boston—New England Spot Sales.

3. FACILITIES
1,000 w. days; 1220 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 60k.
Affiliated with American Contemporary Network.

TIME RATES
No. 4 Eff 2/75—Rec'd 2/17/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	I ti	12 ti	18 ti	24 ti
AA	25	23	21	20
A	21	19	17	15

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5 min newscasts—1-1/2x 1-min rate.
Bulletin board, news headlines & weather—1-min rate plus 4.00.
Edited by Theodore Quale.

WELI
1985
NEW HAVEN

R A B

Media Code 4 207 5800 5.00
Covenant Broadcasting Corp., Box 85, New Haven, Conn. 06501. Phone 203-281-9600.

STATION'S PROGRAMMING DESCRIPTION
WELI: Programmed for adults & young adults. 70% entertainment, 30% news & information. MUSIC: Middle-of-the-road; current popular & past hits. NEWS: 7 local newspeople plus network; 10 minutes at :30 & :60 AM drive time; 30 minutes at midday; 2 hour report PM drive time; 6 minutes at :60 other times. SPORTS: 4 summaries PM drive time. Business news service. 4 local commentators. Women's feature at :30, 9:30 am-2:30 pm. Traffic reports 15 each weekday in drive times. Telephone talk 6-9 pm. Telephone talk/music, midnight-5:30 am. Summer maritime reports weekends & holiday. Winter ski service. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
President—Fred E. Walker.
Vice-Pres. & Gen'l Mgr.—Frank N. Moore.
Program Manager—Thomas M. Whalen.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 960 kc. Directional—night only.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 28a, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60k, 62d.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
Eff 1/20/75—Rec'd 1/7/75.
AAAA—Mon thru Fri 5:30-10 am.
AAA—Mon thru Fri 3-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK:	I ti	6 ti	12 ti	18 ti	24 ti	27 ti	30 ti	40 ti
YR:	1x	52x	104x	260x	520x	780x	1040x	1560x
				CLASS AAAA				
1 min	70	67	65	62	60	59	58	57
30 sec	62	60	58	56	54	53	52	51
10 sec	56	54	53	52	51	50	49	48
				CLASS AAA				
1 min	55	52	50	48	46	45	44	43
30 sec	47	45	43	41	40	39	38	87
10 sec	42	41	40	39	38	37	36	35
				CLASS AA				
1 min	45	42	40	38	36	35	34	33
30 sec	39	37	35	33	32	31	30	29
10 sec	34	32	31	30	29	28	27	26
				CLASS A				
1 min	30	28	26	25	24	23	22	21
30 sec	26	24	22	20	19	18	17	16
10 sec	22	20	18	17	16	15	14	13

Non-preemptible.

WKCI (FM)
1969
HAMDEN
A Kops Monahan Station

NAB R A B

Media Code 4 207 5900 5.00
WKCI, division of Kops-Monahan Communications, Inc., 152 Temple St., New Haven, Conn. 06510. Phone 203-777-7809.

STATION'S PROGRAMMING DESCRIPTION
WKCI (FM): Programmed for adults. MUSIC: mixture of standards & current album music, with emphasis on familiar instrumentals & vocals, presented in uninterrupted 1/4 hr segments. NEWS: 4-min at :15; community events every hour. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 3/28/75.

1. PERSONNEL
President—Daniel W. Kops.
Executive Vice-President—Richard J. Monahan.
Vice-Pres. & Gen'l Mgr.—Stanley Puzycki.

2. REPRESENTATIVES
Eastman Radio, Inc.
Eckels & Queen, Inc.
Kops-Monahan Communications, Inc.: See Rep & S/O pages.

3. FACILITIES
ERP 12,000 w. (horiz.), 12,000 w. (vert.); 101.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht: 870 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Eastman Radio Network.
Sold in combination with WAVZ, New Haven. See that listing for rates.

TIME RATES
No. 8 Eff 8/1/75—Rec'd 7/28/75.
I—Mon thru Sun 10 am-7 pm.
II—Mon thru Sun 6-10 am & 7 pm-midnight.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I ti	12 ti	18 ti	24 ti	I ti	12 ti	18 ti	24 ti
1 min	30	28	27	26	23	21	20	19
30/less	24	23	22	21	19	17	16	15
					III			
1 min					16	14	13	12
30/less					13	11	11	10

Submitted by Mary C. Downey.
(D)

WKSS (FM)
1947
HARTFORD-MERIDEN

R A B

(This is a paid duplicate of the listing appearing under Hartford, Conn.)
Media Code 4 207 3760 3.00
Communico, Inc., 2 Wethersfield Ave., Hartford, Conn. 06114. Phone 203-243-9577.

STATION'S PROGRAMMING DESCRIPTION
WKSS (FM): Programmed for adults. MUSIC 94%; current popular, standard, MOR & showtunes blended together in uninterrupted quarter hour segments. NEWS 6%: 4 man news staff & 3 mobile units. Contact Representative for further details. Rec'd 7/24/72.

1. PERSONNEL
President—Frederic W. Constant.
Vice-Pres. & Gen'l Mgr.—Perry S. Ury.
Music Director—James A. Schulke.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 14,500 w.; 95.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 820 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 33d.
Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 57a, 57b.
Comb., Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 60k, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 7 Eff 1/27/75—Rec'd 1/31/75.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 6-10 am & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	6 ti	12 ti	18 ti	24 ti	8 ti	12 ti	18 ti	24 ti
1 min	45	44	42	41	37	36	34	33
*	36	35	33	32	30	29	27	26

(*) 30 sec/less.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	42	40	38	37
30 sec/less	33	32	30	29

(D)

WNHC
1944
NEW HAVEN

NAB R A B

Westerly Broadcasting Company
Subscriber to the NAB Radio Code

Media Code 4 207 6000 1.00
Westerly Broadcasting Co., 129-131 College St., New Haven, Conn. 06510. Phone 203-787-1217. TWX 710-465-1193.

STATION'S PROGRAMMING DESCRIPTION
WNHC: Programmed for young adults. 85% music, 15% new-entertainment. COMMERCIAL POLICY: maximum 14 commercial minutes per hour. 6-10 am & 2-6 pm current hits, news, personality, weather & sports. 10-2 pm women's features, news & current hits. 6-10 pm current hits & news. College basketball, mobile unit, wire services, editorial comments & weekly news special. Contact Representative for further details. Rec'd 3/20/72.

1. PERSONNEL
Vice-Pres., Natl. & Reg. Sales Mgr.—Carl Grande.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:20-2 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60f, 60j, 60k, 61b, 62b, 62c.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Katz Radio Network.
Affiliated with MBS.

TIME RATES
No. 1 Eff 9/25/72—Rec'd 7/18/73.
AAA—Mon thru Sat 6-10 am & 3 pm-midnight.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I ti	6 ti	12 ti	18 ti	24 ti
AAA	30	27	25	24	23
AA	24	22	20	19	17

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS				
PER WK:	I ti	6 ti	12 ti	24 ti
Drive times	55.00	50.00	42.50	40.00
All other times	42.00	37.50	32.50	25.00
10-MINUTE NEWSCASTS				
Drive times	110.00	100.00	85.00	80.00
All other times	84.00	75.00	65.00	50.00

(New Haven continued on next page)

WPLR
1944
NEW HAVEN

Buckley Radio Sales, Inc.

NAFMB

Subscriber to the NAB Radio Code
Media Code 4 207 6050 6.00
Metro Connecticut Media Corp., 1294 Chapel St., New Haven, Conn. 06510. Phone 203-777-6617.

STATION'S PROGRAMMING DESCRIPTION
WPLR: Programmed for young adults & teens.
MUSIC: contemporary rock, emphasizing top albums & mainstream favorites. Live personalities 45-50 minutes of music hourly. NEWS: local news team & stringers. Investigative reports, special consumer & informational reports. Traffic, time & weather, extended in drive times. Contact Representative for further details. Rec'd 3/27/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert G. Herpe.
Dir. Commercial Operations—S. Richard Kalt
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
6. FACILITIES
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 99.1 mc. Quadraphonic.
Operating schedule: 24 hours. EST.
Antenna ht.: 950 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Rate protection: 10b, 11b, 12b, 13b, 14b, 15e.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60f.

TIME RATES
No. 7 Eff 6/15/75—Rec'd 6/9/75.
Base I—Mon thru Sun 6-2 am.
Base II—Mon thru Sun 6-2 am, preemptible.

7. PACKAGE PLANS

BASE I PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	31	28	25	23	22
30 sec	27	24	21	20	19
BASE II					
1 min	27	24	22	21	19
30 sec	22	19	18	17	15

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min
Edited by Robert G. Herpe.

WYBC (FM)
1959
NEW HAVEN

Media Code 4 207 6100 9.00
Yale Broadcasting Co., Inc., Box 242-A Yale Station, 165 Elm St., New Haven, Conn. 06520. Phone 203-865-3451

STATION'S PROGRAMMING DESCRIPTION
WYBC (FM): MUSIC: progressive rock interspersed with R & B & jazz. NEWS: AP, 10 man news staff. SPORTS: U football, basketball & hockey. Contact Representative for further details. Rec'd 12/4/74.

1. PERSONNEL
General Manager—Anthony Talalay.
Treasurer—David Fisher.
Program Director—Peyton Mays.
2. REPRESENTATIVES
N. E. A. S., Inc.—Radio Division.
3. FACILITIES
ERP 1,200 w.; 94.3 mc. Stereo.
Operating schedule: 21 hours daily. EST.
Antenna ht.: 203 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 26, 28b, 30, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 49, 50.
Comb.; Cont. Discounts: 60a, 60e, 60f, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES
Eff 1/1/74—Rec'd 12/31/73.

7. PACKAGE PLANS

PER WK. ROS:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.60	7.20	6.80	6.40
PER YR. BULK. ROS:			250x	500x	1000x
1 min			9.50	9.00	8.00
30 sec			7.60	7.20	6.40

NEW LONDON-GROTON
(2 AM; 2 FM)

Plus 1 paid duplicate listing, 1 paid cross reference.
New London County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	18	15	18	9
B	17	13	17	7
C	7	9	9	6
D	....	....	....	....
AVERAGE	14	12	15	7

WCTY
NORWICH

City of license, Norwich, Conn.
Considered by American FM Network as their New London-Groton outlet.
See listing under Norwich, Conn.

Advertisement

Country Music station serving Norwich-New London-Groton.
WCTY: Programmed for Country Music Lovers.
Country Music, sports, local area and network news.

PER WK:	13x	26x	52x	104x	156x	260x	312x
1 min	9.00	8.90	8.80	8.70	8.60	8.50	8.40
30 sec	7.50	7.40	7.30	7.20	7.10	7.00	6.90
10 sec	5.50	5.40	5.30	5.20	5.10	5.00	4.90

Further information: Call mgr. collect.

WERI WERI-FM
1949 1968
WESTERLY, R. I.

NAB RAB

Westerly Broadcasting Company
(This is a paid duplicate of the listing appearing under Westerly, R. I.)
Media Code 4 241 7000 9.00
Westerly Broadcasting Co., Box 325, Colonial Office Bldg., Westerly, R. I. 02891. Phone 401-596-7728.
Other office: Pawcatuck, Conn. Phone 203-447-0254.

STATION'S PROGRAMMING DESCRIPTION
WERI: Programming for general interest, more news more of the time.
NEWS: 6-9 am, news and information, stock information, weather, sports, news, stock market, fishing, boating. 10 am-12N, air personalities, guest interviews, listener phone-ins. 12N, news, weather, sports, interviews. 1-4 pm, air personalities, middle-of-the-road music. 4-7 pm, news, national, regional, local, air reports, editorials, interviews, discussions, debates. 7-11 pm sports, pro basketball, football, hockey, basketball, college basketball, high school basketball, football. 2 mobile units, walkie-talkie units, major news services. 12 stringers. Contact Representative for further details. Rec'd 2/18/70.

1. PERSONNEL
President—Natale L. Urso.
Vice-Pres. & Gen'l Mgr.—Carl Grande.
2. REPRESENTATIVES
Michael Fulford Company, Inc.
New England—Creed Associates, Inc.
6. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 20,000 w.; 102.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 172 ft. above average terrain.
4. AGENCY COMMISSION
15/0; bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont Discounts: 60b, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 2/13/70—Rec'd 2/20/70.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
6-10 am	13.00	12.50	12.00	11.50	10.50	10.00
10 am-3 pm	11.00	10.50	10.00	9.50	8.50	8.00
3-7 pm	9.00	8.50	8.00	7.50	6.50	6.00

7 pm-midnight: flat 5.00.
Midnight-6 am: flat 4.50.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

PER YR:	1000x	780x	520x	260x	130x	52x
6-10 am	9.50	10.00	10.50	11.00	11.50	12.00
10 am-3 pm	7.50	8.00	8.50	9.00	10.00	10.50
3-7 pm	5.50	6.00	6.50	7.00	7.50	8.00

7 pm-midnight: flat 5.00.

10. SPECIAL FEATURES
NEWSCASTS

	13 wk 26 wk 39 wk 52 wk 65x	130x	195x	260x
5 min	18	15	13	11

(D)

WNLC
1936
NEW LONDON

Media Code 4 207 6200 7.00
The Thames Broadcasting Corp., Box 1031, New London, Conn. 06320. Phone 203-442-5328.

STATION'S PROGRAMMING DESCRIPTION
WNLC: MUSIC: MOR designed for time of day. 45's plus albums, large play list. ALL PERSONALITIES. NEWS: network & local over 40 times each day, emphasis on local. 2-way radio, staff plus stringers, U'P'I. Major blocks 6:55-7:35, 7:55-8:35 am, noon-12:45 & 5:50-6:30 pm. Community calendar at :45. Stock market, road, ski, boating, traffic & bridge reports. Phone-talk. Editorials. SPORTS: basketball, football, baseball (local & pro). Contact Representative for further details. Rec'd 4/1/71.

1. PERSONNEL
President—Gerald J. Morey.
General Manager—Paul R. Morey.
Sales Manager—Paul Bernardo.
2. REPRESENTATIVES
McGavren Guild, Inc.
Boston—Northeastern Spot Sales, Inc.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 1510 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%; bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WTYD (FM).
Affiliated with American Contemporary Network.
Member: Connecticut State Network.

TIME RATES
No. 87 Eff 2/1/74—Rec'd 3/1/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AAA	AA	A	AAA	AA	A
6 ti	19	14	10	15	11	8
12 ti	18	13	9	14	10	7
18 ti	17	12	8	13	9	6
24 ti	16	11	7	12	8	5

B: 1-min 5.00; 30-sec 4.00.

10. SPECIAL FEATURES
News/Sports/Weather—1-1/2x applicable rate.

WSUB
1958
GROTON

NAB

Media Code 4 207 6400 3.00
Southeastern Connecticut Broadcasting Co., 1064 Poquonnock Rd., Groton, Conn. 06340. Phone 203-446-1980.

STATION'S PROGRAMMING DESCRIPTION
WSUB: Programmed for adults.
MUSIC: popular albums and singles all times of day. Instrumentals with adult appeal including standards, film and middle-of-the-road with some vocals. Air personalities part of programming. Audience participation such as swaps. Local news and sports events. News staff and mobile units cover county area daily. Contact Representative for further details. Rec'd 3/27/72.

1. PERSONNEL
President—William Crawford.
2. REPRESENTATIVES
Mort Bassett & Co., Inc.
Boston—Kettall-Carter, Inc.
3. FACILITIES
1,000 w. days; 960 kc. Non-directional.
Operating schedule: 5:55 am-local sunset. EST
Partial simulcast operation. Simulcast 6 am-5 pm. For non-simulcast facilities see WSUB-FM.
4. AGENCY COMMISSION
15/0 net time; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 4/1/74—Rec'd 3/4/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
AM/FM COMBINATION
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	18	17	16	15
A	16	15	14	13

20/30 sec: 80% of 1-min. ID's: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

WSUB-FM
1971
GROTON

NAB

Media Code 4 207 6401 1.00
Southeastern Connecticut Broadcasting Co., 1064 Poquonnock Rd., Groton, Conn. 06340. Phone 203-446-1980.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSUB-FM: Rock 5-11 pm. Contact Representative for further details. Rec'd 11/10/71.

1. PERSONNEL
Music Director—J. Dean.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 275 ft. above average terrain.
Partial simulcast operation. Operated separately 5-11 pm. For simulcast facilities see WSUB.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Sold in combination with WSUB. See that listing for rates.

TIME RATES
Eff ——————Rec'd 11/10/71.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	7.00	6.00	5.00	4.00
30 sec	5.50	4.75	4.00	3.25
10 sec	3.50	3.00	2.50	2.00

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

WTYD (FM)
1970
NEW LONDON

RAB

Media Code 4 207 6500 0.00
The Thames Broadcasting Corp., Box 1031, New London, Conn. 06320. Phone 203-443-8611.
See affiliated AM station for additional information.
AM facilities: WNLC.

CONNECTICUT

STATION'S PROGRAMMING DESCRIPTION
WTYD (FM): Programmed for adults.
MUSIC: MOR. News, weather, community notes, public affairs and other local information. Contact Representative for further details. Rec'd 3/1/74.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: ——————
5. GENERAL ADVERTISING See coded regulations
Member: Connecticut State Network.

TIME RATES
No. 7 Eff 2/1/74—Rec'd 3/1/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
PER WK:	AAA	AA	AAA	AA
6 ti	10.00	8.00	8.00	6.40
12 ti	9.00	7.20	7.00	5.60
18 ti	8.00	6.40	6.00	4.80
24 ti	7.00	5.60	5.00	4.00

A: 1-min 4.00; 30-sec 3.20.

NORWALK (2 AM; 2 FM)
(including Westport)

Fairfield County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WDJF (FM)
1962
WESTPORT

NAB

Subscriber to the NAB Radio Code
Media Code 4 207 6550 5.00
The Westport Broadcasting Co., County Bazaar Bldg., 163 Main St., Westport, Conn. 06880. Phone 203-227-5133. Bridgeport phone 203-335-9185.
See affiliated AM station for additional information.
AM facilities: WMMM.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 245 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WMMM.

TIME RATES
Rates are identical to WMMM. See that listing.

WMMM
1959
WESTPORT

NAB

Subscriber to the NAB Radio Code
Media Code 4 207 6700 6.00
The Westport Broadcasting Co., County Bazaar Bldg., 163 Main St., Westport, Conn. 06880. Phone 203-227-5133. Bridgeport phone 203-335-9185.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Gary J. Flamm.
Mgr. Adv/Sales—Robert L. Barker.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days; 1260 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WDJF (FM).
4. AGENCY COMMISSION
15/0 net time; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 601, 61a, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: WDJF (FM).

TIME RATES
No. 6-72 Eff 7/1/72—Rec'd 5/30/72.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.
III—Sun thru Sat all other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
SECTION I					
1 min	20.00	18.00	17.00	16.00	15.00
30 sec	17.00	16.00	15.00	14.00	13.00
10 sec	10.00	9.00	8.50	8.00	7.00
SECTION II					
1 min	15.00	13.00	12.00	11.00	10.00
30 sec	13.00	11.00	9.00	8.00	7.50
10 sec	7.50	6.50	6.00	5.50	5.00
SECTION III					
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.00	8.00	7.00	6.50	6.00
10 sec	6.00	5.50	5.00	4.50	4.00

WNLK WNLK-FM
1947 (formerly WDRN (FM) 1966)
NORWALK

NAB

Subscriber to the NAB Radio Code
Media Code 4 207 6750 1.00
Hanson Communications, Inc., Box 1350, Norwalk, Conn. 06852. Phone 203-838-5566.

1. PERSONNEL
Pres. & Gen'l Mgr.—Michael Hanson.
Vice-Pres. & Sales Dir.—Victor Forker.

(This listing continued on next page)

CONNECTICUT

Norwalk—WNLK, WNLK-FM—Cont'd

2. REPRESENTATIVES
Marv Roslin, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1350 kc.
Directional—night only.
Operating schedule: 6 am-midnight, EST.
FM-ERP 3,000 w.; 95.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 130 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60g, 60i, 60j, 60k, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES
Eff————Rec'd 6/4/75.
AAA—Mon thru Sat 6-9 am & 4-7 pm.
AA—Mon thru Sat 9 am-4 pm; Sun noon-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	5 ti	10 ti	15 ti	20 ti
AAA	21	19	18	16	15
AA	18	15	14	13	12
A	14	13	12	11	10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Rate Holder: Minimum of 5 30-sec/1-min spots in AA.

7. PACKAGE PLANS
1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	24 ti	36 ti	48 ti
1 min	12	11	10	8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Rate Holder: Minimum of 5 30-sec/1-min spots in AA.

BULK, PER YR:	300x	600x	900x	1200x
Ea	12	11	10	8

DISCOUNT
13 wk—2-1/2% 39 wk— 7-1/2%
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES

PER WK:	AAA	AA	A
1 ti	30	23	19
3 ti	27	22	18
5 ti	24	21	16

Submitted by Michael F. Hanson.

NORWICH (1 AM; 1 FM)

New London County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WCTY
(formerly WICH-FM)
1968

Country Music

NAFMB

Media Code 4 207 6775 8.00
WICH, Inc., Box 551, Norwich, Conn. 06360. Phone 203-887-1613.
See affiliated AM station for additional information.
AM facilities: WICH.

STATION'S PROGRAMMING DESCRIPTION
WCTY: Country music, sports, local area & network news. Contact Representative for further details. Rec'd 7/22/75.

1. PERSONNEL
Program Director—David Nagel.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: ———ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Member: Connecticut State Network.

TIME RATES
Eff 7/1/75—Rec'd 7/25/75.

6. SPOT ANNOUNCEMENTS

WK:	13 ti	26 ti	52 ti	104 ti	156 ti	260 ti	312 ti
1 min	9.00	8.90	8.80	8.70	8.60	8.50	8.40
30 sec	7.50	7.40	7.30	7.20	7.10	7.00	6.90
10 sec	5.50	5.40	5.30	5.20	5.10	5.00	4.90

Submitted by Richard P. Reed.
(CR)

WICH
1946
Subscriber to the NAB Radio Code

Media Code 4 207 6800 4.00
WICH, Inc., Box 551, Norwich, Conn. 06360. Phone 203-887-1613.

STATION'S PROGRAMMING DESCRIPTION
WICH: Programmed for adults & young adults. MUSIC: contemporary. AIR PERSONALITIES. Telephone participation shows. Contact Representative for further details. Rec'd 7/22/75.

1. PERSONNEL
President—Robert M. Hall.
Vice-Pres. & Gen'l Mgr.—Richard P. Reed.
Program Director—John London.

2. REPRESENTATIVES
Call manager collect.
Boston—Creed Associates, Inc.

3. FACILITIES
5,000 w days, 1,000 w nights; 1310 kc. Directional.
Operating schedule: 5:30 am-11:30 pm. EST.

4. AGENCY COMMISSION
15% time only, when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WCTY.
Member: Connecticut State Network.

TIME RATES
No. 21 Eff 7/1/75—Rec'd 7/25/75.

6. SPOT ANNOUNCEMENTS

PER WK:	13 ti	26 ti	52 ti	104 ti	156 ti	260 ti	312 ti
1 min	11.00	10.90	10.80	10.70	10.60	10.50	10.40
30 sec	9.50	9.40	9.30	9.20	9.10	9.00	8.90
10 sec	7.50	7.40	7.30	7.20	7.10	7.00	6.90

Submitted by Richard P. Reed.

OLD SAYBROOK

Middlesex County—Map Location D-3
See SRDS Consumer Markets map and data at beginning of the State.

WLIS
1956

Media Code 4 207 7000 0.00
Radio Connecticut Inc., Old Saybrook, Conn. 06475. Phone 203-388-3546.

1. PERSONNEL
Pres. & Gen'l Mgr.—John M. Powers.

3. FACILITIES
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 3/15/73—Rec'd 3/2/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	8.00	7.60	7.20	6.80	6.40	6.00
30 sec	6.00	5.70	5.40	5.10	4.80	4.50

CLASS A

1 min	7.50	7.10	6.70	6.30	5.90	5.50
30 sec	5.50	5.25	5.00	4.70	4.40	4.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
BULK PLAN—1/2AA, 1/2A

PER YR:	250x	500x	1000x
1 min	7.00	6.50	6.00
30 sec	5.50	5.00	4.50

10. SPECIAL FEATURES

NEWSCASTS:	1 wk	15 wk	26 wk
5 min	12	10	9

PUTNAM

Windham County—Map Location F-2
See SRDS consumer market map and data at beginning of the State

WINY
1953

Media Code 4 207 7200 6.00
The Nutmeg Broadcasting Co., Putnam Div., 237 Kennedy Drive, Putnam, Conn. 06260. Phone 203-928-2721, 2722.

1. PERSONNEL
General Manager—Michael J. Gerardi.

2. REPRESENTATIVES
Marv Roslin, Inc.

3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6:00 am-local sunset daily. EST.

4. AGENCY COMMISSION
15/0 net time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: French Program Group of New England, Connecticut State Network.
Sold in combination with WILI, Willimantic and WNTY, Southington. 10% discount on 2 station purchase, 20% discount on 3 station purchase.

TIME RATES
No. 10 Eff 7/1/69—Rec'd 2/16/70.

6. SPOT ANNOUNCEMENTS

	13x	52x	104x	156x	260x	312x	500x
1 min	9.00	8.40	8.00	7.60	7.30	6.90	6.60
30 sec	7.00	6.60	6.30	5.90	5.50	5.20	5.00

20 sec or less, bulk rate 4.00.

SOUTHINGTON

Hartford County—Map Location D-2
See SRDS Consumer Market map and data at beginning of the State.

WNTY
1969

Media Code 4 207 7300 4.00
The Nutmeg Broadcasting Co., Southington Div., Box 990, Old Turnpike Rd., Southington, Conn. 06489. Phone 203-621-3369.

STATION'S PROGRAMMING DESCRIPTION
WNTY: Programmed for 18-49 audience. MUSIC: blend of current top 100 plus solid gold, varied by day part for broad appeal. Request line. NEWS: extensive local news, news staff & outside correspondents. Network, AP, state network. SPORTS: 5 min per hour drive times, capsule reports hourly daytime. Live coverage scholastic & college football, basketball & major league baseball. Contact Representative for further details. Rec'd 2/28/75.

1. PERSONNEL
General Manager—Craig S. Carragan, Jr.
Sales Manager—James B. Coffey.
Program Director—George W. Bernoski.

2. REPRESENTATIVES
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
500 w. days; 990 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 23a, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff————Rec'd 1/11/74.
AA—Mon thru Sat 6-9 am & 3:30-6 pm.
A—Mon thru Sat 9 am-3:30 pm & all other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

	1x	13x	52x	104x	260x	520x
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	9.00	8.50	8.00	7.50	7.00	6.50

CLASS A

1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.50	7.00	6.50	6.00	5.50	5.00

CONSECUTIVE WEEK DISCOUNT
52 wk—15%

7. PACKAGE PLANS

	1 min			30 sec		
PER WK:	(*)	(†)	(**)	(*)	(†)	(**)
10 ti	90.00	80.00	70.00	70.00	62.50	55.00
20 ti	170.00	150.00	130.00	130.00	115.00	100.00
30 ti	240.00	210.00	180.00	180.00	157.50	135.00

(*) Commuter Plan—100% AA.
(†) Total Audience Plan—50%AA, 50%A.
(**) Housewife Plan—100% A.

8. PROGRAM TIME RATES

	AA			A		
	5 min	10 min	1/4 hr	5 min	10 min	1/4 hr
13 x	20.00	25.00	30.00	17.00	22.00	27.00
52 x	18.00	23.00	28.00	15.00	20.00	25.00
104 x	16.00	21.00	26.00	13.00	18.00	23.00
156 x	15.00	20.00	25.00	12.00	17.00	22.00
260 x	14.00	19.00	24.00	11.00	16.00	21.00

STAMFORD (1 AM; 1 FM)

Fairfield County—Map Location B-4
See SRDS Consumer Markets map and data at beginning of the State.

WSTC
1941

NAB

Subscriber to the NAB Radio Code

Media Code 4 207 7400 2.00
The Western Connecticut Broadcasting Co., 117 Prospect St., Stamford, Conn. 06901. Phone 203-327-1400.

STATION'S PROGRAMMING DESCRIPTION
WSTC: Programmed for community interest. 6-10 am, MOR music, local news, commuter reports, weather, network news & comments by air personalities. 10 am-12 N woman's interview shows, news & game show. 12 N-2 pm telephone/talk show, interviews & news. 2-4 pm MOR music & news. 4-6 pm Stock market reports, road reports, commuter reports & MOR music. 6-7:30 pm Local & network news, sports shows, commentaries & weather reports. 7:30-11 pm MOR music, news & community interest programs, 11 pm-12 M Music, sports & news. Sat-MOR music & news, gospel music & country music. Sun-religious programs-broadway music, news, Ethnic programs, classical music. Contact Representative for further details. Rec'd 4/3/72.

1. PERSONNEL
President—Kingsley Gillespie.
General Manager—Robert McCullough.
Commercial Manager—Georgia Van Beuren.

2. REPRESENTATIVES
Bob Dore Associates.
Boston—New England Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WYRS.
Affiliated with American Information Network.
Affiliated with American Entertainment Network.
Member: Connecticut State Network.

TIME RATES
Eff 1/1/73—Rec'd 11/27/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	21	20	19	18
A	19	18	17	16

20/30 sec: 80% of 1-min.
10 sec: ID's: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%.

WYKS
1941

NAFMB

Subscriber to the NAB Radio Code

Media Code 4 207 7500 9.00
The Western Connecticut Broadcasting Co., 117 Prospect St., Stamford, Conn. 06901. Phone 203-327-1400.
See affiliated AM station for additional information.
AM facilities: WSTC.

STATION'S PROGRAMMING DESCRIPTION
WYRS: Popular Standards, show tunes & large orchestral music. NEWS: network at :15; local at :45. Live morning show 6-9 am. Contact Representative for further details. Rec'd 6/10/74.

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 280 ft. above average terrain.

TIME RATES
Eff————Rec'd 5/16/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	11.80	10.60	9.40	8.20

30 sec: 80% of 1-min. ID's: 50% of 1-min.

Edited by Georgia Van Beuren.

TORRINGTON

Litchfield County—Map Location C-2
See SRDS Consumer Market map and data at beginning of the State.

WSNG
1947

Media Code 4 207 7600 7.00
Sing Communications Center, 365 Prospect St., Torrington, Conn. 06790. Phone 203-489-4181.

STATION'S PROGRAMMING DESCRIPTION
WSNG: Programmed to area and community interests. MUSIC: MOR with predominantly vocals. NEWS: area, state, national & world; 6-9:30 am at regular intervals; world news at :30, state & local headlines at :60 1-6 pm; 30 minutes at 6 pm; at :30 & :60 6:30-midnight. Commentary, discussion, reviews 10:30-11 am. Talk show 11:35 am-12:30 pm. SPORTS: professional basketball, professional & college football, high school basketball. Contact Representative for further details. Rec'd 5/20/74.

1. PERSONNEL
President—Edmund W. Waller.
General Manager—Alfred G. Eyre.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England– Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 610 kc.
Directional.
Operating schedule: 5:30-12:15 am. EST.

4. AGENCY COMMISSION
15/0.

6. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with MBS.
Member: Connecticut State Network.

TIME RATES
No. 11 Eff 4/1/74—Rec'd 5/20/74.

6. SPOT ANNOUNCEMENTS

	1x	260x	500x	1000x
1 min	12.50	11.50	11.00	10.00
30 sec	10.00	9.25	8.80	8.25

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Ea	120	90	60	30

WATERBURY (4 AM; 2 FM)

(including Naugatuck)
New Haven County—Map Location C-4.
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc, within the area.

(Waterbury continued on next page)

WATR
1934
WATERBURY

NAB

Media Code 4 207 7800 3.00
WATR Co., Inc., 1 Broadcast Lane., Waterbury, Conn. 06702. Phone 203-755-1121.

STATION'S PROGRAMMING DESCRIPTION
WATR: Programmed for all ages.
MUSIC: popular and middle-of-the-road format. News every half hour. Programming includes some talk programs. Emphasis on local football and basketball. Sign-on with news, music and information throughout the day. Personalities emphasis. Contact Representative for further details. Rec'd 4/1/69.

1. PERSONNEL
Executive Vice-President—B. Preston Gilmore.
General Manager—Frederick J. Erwin.
Program Manager—Lou Morton.

2. REPRESENTATIVES
Bob Dore Associates.
New England—Kettell-Carter, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights: 1320 kc.
Directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only: weekly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24c, 25a, 26, 27, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.: t'ont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WWYZ (FM).
Affiliated with MBS.

TIME RATES
Eff 3/1/68—Rec'd 1/17/68.
A—5 am-8 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
CLASS A						
1 min	16.00	15.00	14.00	13.00	12.00	11.00
30 sec	12.80	12.00	11.20	10.40	9.60	8.80
CLASS B						
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.20	6.80	6.40	6.00	5.60	5.20

7. PACKAGE PLANS
VOLUME PLANS—ROS

	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 MINUTE						
1 wk	12.00	10.00	9.50	9.00	8.50	8.00
13 wk	11.00	9.00	8.50	8.00	7.50	7.00
26 wk	10.00	8.50	8.00	7.50	7.00	6.50
52 wk	9.00	7.50	7.00	6.50	6.00	5.50
30 SECONDS						
1 wk	9.60	8.00	7.60	7.20	6.80	6.40
13 wk	8.80	7.20	6.80	6.40	6.00	5.60
26 wk	8.00	6.80	6.40	6.00	5.60	5.20
52 wk	7.20	6.00	5.60	5.20	4.80	4.40

WIOF
1967
WATERBURY

NAFMB

A Merv Griffin Station

Media Code 4 207 8000 9.00
WIOF, a division of January Enterprises, Inc., Box 2719, Waterbury, Conn. 06720. Phone 203-758-4459.
Studio: Music Mt., Rt. 69, Prospect, Conn.

STATION'S PROGRAMMING DESCRIPTION
WIOF: Programmed for all ages.
MUSIC: modern country and western. NEWS: 5 min every half hour. Sports, traffic and state weather reports. Live on location shows. Contact Representative for further details. Rec'd 12/30/71.

1. PERSONNEL
President—Merv Griffin.
Executive Vice-President—Stephen B. Labunski.
Vice-President/FM—Robert C. Ardrey.

2. REPRESENTATIVES
Eastman Radio, Inc.
Northeastern Spot Sales, Inc.

3. FACILITIES
ERP 20,000 w.; 104.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 461 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 23a, 24a, 26, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 61a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
AM facilities: WPOP, Hartford.
Affiliated with American Entertainment Network.
Combination discount with WPOP, Hartford. See that listing.

TIME RATES
Eff 11/1/67—Rec'd 7/31/72.

7. PACKAGE PLANS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	40 ti
1 min	15.00	13.00	12.00	11.00	10.00	8.00
30 sec	12.00	10.50	9.50	8.75	8.00	7.25
10 sec	7.50	6.50	6.00	5.50	5.00	4.50

Edited by Alice Caunitz.

(D)

More Information Through 15,000 Aids To Media Buying

Last Year, more than 15,000 Service-Ads (more than one thousand per month) appeared in Standard Rate.

Service-Advertisers supplied the qualitative media information designed for your use . . . designed to make evaluating and buying more effective.

Each month, Service-Advertisers present useful material, condensed, and qualitatively edited, to provide you with as complete a media picture as is possible.

Service-Ads include ready-to-use information on:

household income characteristics • coverage by county and other civil divisions • market maps • area characteristics • rural and/or incorporated areas • audience or circulation data • rate comparisons • special services • audiences or reader characteristics • retail sales potential • sales influence and case histories • awards for excellence • major crops and/or industries • community growth • audience or circulation growth • consumer spendable income figures • market index figures • market data by sales characteristics • market group or network affiliations • staff members and number of years serving community •

Service-Ads can aid you in market and media evaluation . . . supply the additional data you need to make that process easier . . . provide the facts with which to support your final decision.

G34D-6/5

WOWW
1961
NAUGATUCK

NAB

Media Code 4 207 6200 5.00
Sound Communications Corp., Mallane Ln., Naugatuck, Conn. 06770. Phone 203-729-2291.
Studios: Naugatuck, Seymour and Prospect, Conn.

STATION'S PROGRAMMING DESCRIPTION
WOWW: Solid Gold, programmed for adults 25-40, highlighting current & past hits from the 40's-thru today. Live personalities. Major emphasis on local-regional news. Tele/talk on local issues. Contact Representative for further details. Rec'd 3/28/73.

1. PERSONNEL
President—Frank G. Stisser.
Vice-Pres. & Gen'l Mgr.—Albert L. Auclair.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
Nona Kirby Co., Inc.

3. FACILITIES
5,000 w. days, 500 w. nights: 1380 kc. Directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 12c, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 28c, 29a.
Contracts: 40a, 41, 45.
Comb.: Cont. Discounts: 60f, 60i.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 3 Eff 7/1/74—Rec'd 8/26/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	12 ti	16 ti	24 ti	36 ti	12 ti	18 ti	24 ti	36 ti
1 min	12.00	11.00	10.00	9.00	10.00	9.00	8.00	7.00
30 sec	9.60	8.80	8.00	7.20	8.00	7.20	6.40	5.60

7. PACKAGE PLANS
TAP—6 AM-MIDNIGHT

	10 ti	20 ti	30 ti	40 ti
1 min	8.00	7.25	6.50	5.25
30 sec	6.40	5.80	5.20	4.20

SPECIAL IMPACT—RUN IN 1 MONTH
100 1-min 6.50 100 30-sec 5.20

WQQW
1934
WATERBURY

NAB

Media Code 4 207 8300 3.00
Waterbury Radio, Inc., 499 Boyden Street, Waterbury, Conn. 06704. Phone 203-753-2121.

STATION'S PROGRAMMING DESCRIPTION
WQQW: Programmed for adults & young adults, 18-49.
MUSIC: popular including top 30 plus album cuts & oldies. AIR PERSONALITIES handle all segments. NEWS: local at :58 & :30 6-9 am, 3-6 pm and 11:58 am. Network at :60. AP wire service, local staff and network. SPORTS: 28 network shows weekly. Scores, sports news & features throughout the day. Live play-by-play coverage of college and pro football including bowl games. COMMERCIAL POLICY: maximum of 14 min per hour. Contact Representative for further details. Rec'd 4/29/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Marshall A. Pite.
Vice-President—Benjamin J. Friedland.
Treas. & Sta. Mgr.—Thomas W. Coffey.

2. REPRESENTATIVES
Creed Associates, Inc.

3. FACILITIES
5,000 w.; 1590 kc. Directional. Same pattern day and night.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a, 30, 33a.
Contracts: 40a, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60k, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 4/15/75—Rec'd 4/29/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-6 am, 10 am-3 pm & 7-9 pm; Sun 5 am-9 pm.
A—Mon thru Sun 9 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
AAA	22.00	18.00	16.00	14.00	13.00	12.00
AA	19.00	15.00	14.00	12.50	11.50	11.00
A	16.00	13.00	12.00	11.00	10.50	10.00

30 sec: 80% of 1-min.
Fixed position: Extra 10%.

7. PACKAGE PLANS
FWA Plan, 120 min, 1 ti per hr Mon thru Sat 850
96A Plan, 80 min, 1 ti per hr, 4 days 620
72A Plan, 60 min, 1 ti per hr, 3 days 470

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Marshall A. Pite.

(Waterbury continued on next page)

CONNECTICUT

Waterbury—Continued

WWCO
1946
WATERBURY

NAB R A B

Media Code 4 207 8400 1.00
WWCO, a division of Winnepeg Corp., Box 2777, Waterbury, Conn. 06720. Phone 203-758-2468.
Studios: Commerce Campus, Straits Turnpike, Middlebury, Conn. 06762.

STATION'S PROGRAMMING DESCRIPTION
WWCO: Programmed for adults 18-49.
MUSIC: 85% popular including current hits. 15% gold. 6 AIR PERSONALITIES. NEWS: 5-min combined local, national & international hourly, twice hourly in morning drive. Public affairs & community service features integrated with entertainment. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
President—Peter M. Marcus.
General Manager—William C. Raymond.
General Sales Manager—Richard B. Ferry.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England Spot Sales, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a, 4a. 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g.
Basic Rates: 22a. 23a, 24a, 26, 29a.
Contracts: 40a, 46. 47a.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70a. 70c, 70e, 71a, 73a.
Prod. Services: 82.

TIME RATES
No. 4 Eff 1/1/75—Rec'd 5/27/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	23.50	18.80	21.20	17.00	18.85	15.10
6 ti	21.20	16.95	19.00	15.20	16.50	13.20
12 ti	19.00	15.20	16.50	13.20	14.10	11.30
18 ti	16.50	13.20	14.10	11.30	11.75	9.40
24 ti	15.30	12.25	13.00	10.40	10.60	8.50
36 ti	14.10	11.30	11.75	9.40	9.45	8.00

7. PACKAGE PLANS
TAP—Guaranteed 1/3AAA, 1/3AA, 1/3A

PER WK:	1 wk 1 min	1 wk 30 sec	4 wk 1 min	4 wk 30 sec	13 wk 1 min	13 wk 30 sec
12 ti	14.10	11.30	13.00	9.30	12.35	9.88
18 ti	11.75	9.40	10.60	8.48	10.00	8.00
24 ti	10.60	8.50	9.40	7.50	8.85	7.08
36 ti	9.40	7.60	8.25	6.60	7.65	6.12
BTA—6 AM-MIDNIGHT						
12 ti	12.95	10.35	11.80	9.45	11.50	9.20
18 ti	10.60	8.50	9.40	7.50	9.10	7.30
24 ti	9.40	7.50	8.25	6.60	7.95	6.35
36 ti	8.25	6.60	7.05	5.65	6.75	5.40

10. SPECIAL FEATURES

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
Newscasts	23.55	17.65	14.12	12.95	11.77
Sportscasts	23.55	21.20	19.07	17.15	15.45

WWYZ (FM)
1961
WATERBURY

AVERY-KNODEL, INC.

NAB

Media Code 4 207 8600 6.00
WNAB, Inc., Broadcast Centre, Waterbury, Conn. 06706. Phone 203-755-3111.

STATION'S PROGRAMMING DESCRIPTION
WWYZ (FM): MUSIC: adult instrumental & vocals in multiple melodies, uninterrupted segments. Cluster effect used for commercial presentation. COMMERCIAL POLICY: limited to double spot maximum in any break. Maximum 3 breaks per hour. NEWS: local, national & international in capsule form. Temperature & time throughout hr. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
Executive Vice-President—B. Preston Gilmore.
Station Manager—Frederick J. Erwin.
Program Director—Robert L. Branham.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
ERP 16,000 w. (horiz.), 16,000 w. (vert.); 92.5 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 740 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.
Rate Protection: 10b, 13b.
Basic Rates: 20b, 22a.
Contracts: 40a, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60d.
AM facilities: WATR.

TIME RATES
Eff 11/1/74—Rec'd 2/3/75.
I—10 am-10 pm.
II—10 pm-10 am.

8. SPOT ANNOUNCEMENTS

	I 6 ti	I 15 ti	I 25 ti	II 6 ti	II 15 ti	II 25 ti
1 min	16	14	12	12	10	8

7. PACKAGE PLANS
ROS—1/2 SECTION I, 1/2 SECTION II

	6 ti	15 ti	25 ti
1 min	14	12	10

Edited by Frederick Erwin.

WEST HARTFORD
Hartford County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

See Hartford-New Britain
(including Manchester West Hartford, Windsor)

WESTPORT
Fairfield County—Map Location B-4
See SRDS consumer market map at beginning of the State.

See Norwalk
(including Westport)

WILLIMANTIC
Windham County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WILI
1957
Media Code 4 207 8800 2.00
The Nutmeg Broadcasting Co., Willimatic Div., Box 496, Willimantic, Conn. 06226. Phone 203-423-1621.

1. PERSONNEL
General Manager—David M. Evan.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Sold in combination with WINY, Putnam and WNTY, Southington. Combo rate on all but package plans. 5% discount on 2 stations; 10% on 3 stations.

TIME RATES
Eff 8/1/74—Rec'd 7/8/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	7 ti	13 ti	19 ti	25 ti
AA	14	13	12	11	10
A	12	11	10	9	8
B	10	9	8	7	6

30 sec: 80% of 1-min. *10 sec: 50% of 1-min.
(*) Not sold in AA.

7. PACKAGE PLANS

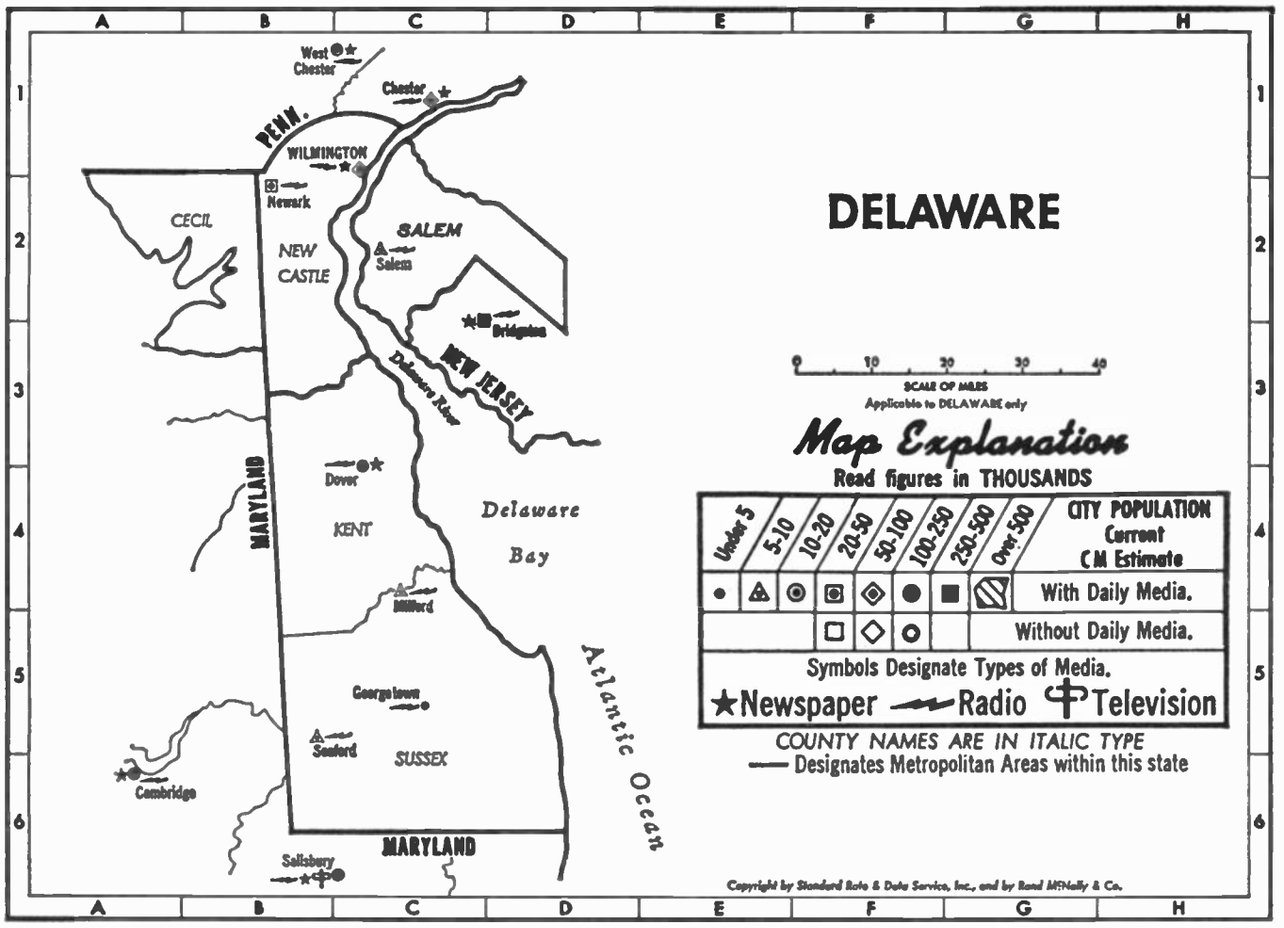
PER WK:	1/2AA, 1/2A 1 ti	7 ti	13 ti	19 ti	25 ti
1 min	13.00	12.00	11.00	10.00	9.00
30 sec	10.40	9.60	8.80	8.00	7.20
	1/3AA, 1/3A, 1/3B OR 1/2AA, 1/2B				
1 min	11.00	10.00	9.00	8.00	7.00
30 sec	8.80	8.00	7.20	6.40	5.60

DISCOUNT
4 wk—2% 13 wk—5%

10. SPECIAL FEATURES
News—1-min rate plus 40%.

WINDSOR
Hartford County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

See Hartford-New Britain
(including Manchester, West Hartford Windsor)



ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO
Bethany Beach—Sussex County

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	85,927	Wilmington	67,326
METRO AREAS		Total Metros.....	67,326

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Dover—Kent Newark—New Castle Wilmington—New Castle

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
DELAWARE STATE TOTALS	580.4	186.99	2,995,534	16,020	5.0	10.9	10.0	27.3	41.7	1,721,291	9,205	408,134	51,148	330,267	80,611	114,345	298,028	124,091	282.16	12.5	271,738
KENT C-4†	87.3	26.69	366,605	13,736	7.1	15.5	12.1	26.6	32.5	255,003	9,554	50,386	7,201	36,418	9,063	13,750	61,774	16,775	52.59	4.4	44,288
Dover	21.3	6.60	95,227	14,428	.....	.....	.....	.....	.....	149,128	22,595	32,621	4,377	24,127	7,568	8,481	27,143	8,620	.....	.....	.....
NEW CASTLE B-2	411.1	132.22	2,266,172	17,139	4.0	8.7	9.4	27.8	45.7	1,250,077	9,455	293,747	38,716	284,616	57,960	89,844	201,823	90,136	189.16	2.3	21,604
Newark	24.3	6.75	118,969	17,625	.....	.....	.....	.....	.....	101,493	15,036	24,608	4,515	4,113	4,604	4,246	29,227	9,399	.....	.....	.....
Wilmington	75.8	27.94	362,726	12,982	.....	.....	.....	.....	.....	412,595	14,767	108,770	16,623	148,387	36,859	59,624	58,488	18,004	.....	.....	.....
Wilmington Metro Area	530.4	169.50	2,766,932	16,324	4.3	9.9	10.0	28.2	43.0	1,494,220	8,815	349,265	42,879	292,856	63,286	99,227	254,288	177,944	252.84	.....	.....
SUSSEX C-5	82.0	28.08	362,757	12,919	8.1	15.2	11.5	25.8	31.6	216,211	7,700	64,001	5,231	9,233	13,588	10,751	34,431	17,180	40.41	5.8	205,846

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

DELAWARE

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

BETHANY BEACH

Sussex County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

WWTR-FM

1974

NAB

Media Code 4 208 0250 3.00

Connor Broadcasting Co., Box 366, Pennsylvania Ave. & Campbell Pl., Bethany Beach, Del. 19930. Phone 302-539-4046.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. Parker Connor.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 19 hours. EST.
Antenna ht.: 313 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Additional discounts: 5% full cash payment, 2% half cash payment on 100.00+ purchases.

TIME RATES
Eff ———Rec'd 9/10/74.

6. SPOT ANNOUNCEMENTS

	1x	62x	104x	260x	520x
1 min	5.00	4.60	4.20	3.60	3.00
30 sec	4.00	3.60	3.40	2.70	2.25

MIDNIGHT-6 AM

1 min	2.00	30 sec	1.25

7. PACKAGE PLANS

TAP, EA:	*1 min	*30 sec	15 sec
25 ti	3.20	2.40	----
50 ti	3.00	2.25	----
10 per wk (minimum)	----	----	1.50
10/1 day	----	----	1.25

(*) Within 30 consec days.

DOVER (2 AM; 1 FM)

Kent County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

WDOV

1948

Media Code 4 208 0500 4.00

Dover Broadcasting Co., P. O. Drawer "B," Denny Rd. and Du Pont Hwy., Dover, Del. 19901. Phone 302-734-5416.

STATION'S PROGRAMMING DESCRIPTION
WDOV: Programmed for young adults & adults.

1. PERSONNEL
General Manager—Thomas J. Miles.

2. FACILITIES 5,000 w.: 1410 kc.
Non-directional, days; directional, nights.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WDSD (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 1/1/73—Rec'd 2/5/73.
A—6-9 am & 4-7 pm.
BTA—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A—MORNING DRIVE

	1x	26x	52x	104x	156x
1 min	12.94	11.53	10.82	10.12	9.41
30 sec	10.35	9.18	8.71	8.12	7.53
10 sec	7.76	6.94	6.47	6.12	5.65
		260x	312x	624x	1000x
1 min		8.71	8.00	7.29	6.59
30 sec		6.94	6.35	5.88	5.29
10 sec		5.18	4.82	4.35	4.00

CLASS A—AFTERNOON DRIVE

	1x	26x	52x	104x	156x
1 min	10.59	10.00	9.41	8.82	8.24
30 sec	8.47	8.00	7.53	7.06	6.59
10 sec	6.35	6.00	5.65	5.29	4.94
		260x	312x	624x	1000x
1 min		7.65	7.06	6.47	5.88
30 sec		6.12	5.65	5.18	4.71
10 sec		4.59	4.24	3.88	3.53

BTA

	1x	26x	52x	104x	156x
1 min	8.24	7.76	7.29	6.82	6.35
30 sec	6.59	6.24	5.88	5.41	5.06
10 sec	4.94	4.71	4.35	4.12	3.76
		260x	312x	624x	1000x
1 min		5.88	5.41	4.94	4.47
30 sec		4.71	4.35	4.00	3.53
10 sec		3.53	3.29	2.94	2.71

7. PACKAGE PLANS

7-DAY SATURATION:	20 ti	30 ti	40 ti	50 ti
Rate	156x	260x	312x	624x

WDSD (FM)

1955

Modern Country Music

RAB

Media Code 4 208 0750 5.00

Dover Broadcasting Co., Drawer B, Dennys Rd., Dover, Del. 19901. Phone 302-734-5816.
See affiliated AM station for additional information.
AM facilities: WDOV.

STATION'S PROGRAMMING DESCRIPTION
WDSD (FM): Modern country music.

2. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 400 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 2/1/74—Rec'd 11/11/74.

3. SPOT ANNOUNCEMENTS

	1x	60x	120x	240x	360x	480x	600x
1 min	7.06	6.47	6.00	5.41	4.82	4.35	4.12
30 sec	5.65	5.18	4.82	4.35	3.88	3.53	3.29

7. PACKAGE PLANS

7-DAY PLAN:	20 ti	30 ti	40 ti
1 min	4.82	4.35	4.12
30 sec	3.88	3.53	3.29

WKEN

1957

American Entertainment Ntwk

Media Code 4 208 1000 4.00

Capitol Broadcasting Corp., Box 553, Dover, Del. 19901. Phone 302-674-1234.

STATION'S PROGRAMMING DESCRIPTION
WKEN: Programmed for general interest.

1. PERSONNEL
President—Stu Wayne.

3. FACILITIES
500 w. days, 1,000 w. nights; 1600 kc.
Non-directional—days, directional—nights.
Operating schedule: 5-2 am. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 1/1/75—Rec'd 12/4/74.

6. SPOT ANNOUNCEMENTS

	(*) 1 min	(*) 30 sec	(*) 15 sec	RDS 1 min	RDS 30 sec	RDS 15 sec
Ea	7.70	5.75	3.85	5.25	4.40	2.50

(*) Prime or specified.

DISCOUNT
20 ti—5% 40 ti—10%

7. PACKAGE PLANS

PER WK, RDS, EA:	12 ti	24 ti	36 ti	60 ti
1 min	5.50	5.25	5.00	4.50
30 sec	4.20	4.00	3.75	3.25
15 sec	2.40	2.20	2.00	1.60
PER MO. RDS:	48 ti	96 ti	144 ti	240 ti
1 min	237.60	454.32	648.00	972.00
30 sec	177.44	345.60	486.00	702.00
15 sec	103.68	190.44	259.20	345.60

GEORGETOWN (1 AM; 1 FM)

Sussex County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

WJWL

1931

Media Code 4 208 1500 2.00

Scott Broadcasting, Du Pont Hwy., Georgetown, Del. 19947. Phone 302-856-2567.

1. PERSONNEL
General Manager—Edward Marzoa.

2. REPRESENTATIVES
Chicago—Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w.: 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WSEA (FM).
Member: Farm Radio Network.

TIME RATES
Eff ———Rec'd 9/2/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x	312x
1 min	8.50	8.25	8.00	7.75	7.50	7.00	6.00

7. PACKAGE PLANS

WEEKLY SATURATION PLAN

EA:	12 ti	18 ti	24 ti	36 ti	48 ti	72 ti
1 min	7.50	7.00	6.50	6.00	----	----
20/30 sec	5.60	5.25	4.90	4.20	----	----
10 sec	----	----	3.75	3.50	3.25	3.00

10 second spots not combinable.

WSEA (FM)

1968

Media Code 4 208 1525 6.00

Scott Broadcasting Corp., Box 111, Route 113, Georgetown, Del. 19947. Phone 302-856-2569.
See affiliated AM station for additional information.
AM facilities: WJWL.

STATION'S PROGRAMMING DESCRIPTION
WSEA (FM): Programmed for young adults and teens.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: 10 am-midnight. EST.
Antenna ht.: 390 ft. above average terrain.

TIME RATES
Eff 6/1/72—Rec'd 6/22/72.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun all day.

7. PACKAGE PLANS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
Fixed	7.50	6.50	6.50	5.50
6 ti	7.25	6.25	6.25	5.25
12 ti	7.00	6.00	6.00	5.00
18 ti	6.50	5.50	5.50	4.50
24 ti	6.00	5.00	5.00	4.00

MILFORD (1 AM; 1 FM)

Sussex County-Kent County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

WAFL(FM)

1973

Country Music

RAB

Media Code 4 208 1537 5.00

Broadcasters, Inc., Box 324, Milford, Del. 19963. Phone 302-422-7575.
See affiliated AM station for additional information.
AM facilities WTHD.

STATION'S PROGRAMMING DESCRIPTION
WAFL (FM): Modern country music programming.

1. PERSONNEL
President—Thomas H. Draper.

3. FACILITIES
ERP 3,000 w (horiz.), 3,000 w. (vert.); 97.7 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 279 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 2 Eff 10/1/74—Rec'd 9/3/74.

7. PACKAGE PLANS

WKLY PLAN—80% BOS 6 AM-7 PM

	1 ti	7 ti	13 ti	25-36
1 min	12.00	11.00	9.00	7.00
30 sec	9.60	8.80	7.20	5.60
10 sec	6.00	5.50	4.50	3.50

WEEKEND SATUBATION

6 AM-MIDNIGHT, RDS:	10 ti	15 ti	20 ti	30 ti
1 min	6.00	5.00	4.50	4.00
30 sec	4.80	4.00	3.60	3.20

WTHD

1953

Media Code 4 208 1550 8.00

Broadcasters, Inc., Box 324, Milford, Del. 19963. Phone 302-422-7575.

STATION'S PROGRAMMING DESCRIPTION
WTHD: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Larry Sharp.

2. REPRESENTATIVES
Philadelphia—Dome & Associates, Inc.

3. FACILITIES
500 w.: 930 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WAFL (FM).
Member: Farm Radio Network.

TIME RATES
No. 3 Eff 3/1/71—Rec'd 2/1/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	7.50	6.00	3.75
50+	6.00	4.80	3.00

NEWARK

New Castle County—Map Location B-2

See SRDS consumer market map and data at beginning of the State.

WNRK

1964

NAB

Subscriber to the NAB Radio Code

Media Code 4 208 2000 3.00

Radio Newark, Inc., Box 425, Walther Rd. & Old Baltimore Pike, Newark, Del. 19711. Phone 302-737-5200.
Wilmington office: 1104 Madison St., Wilmington, Del. 19801. Phone 302-656-7779.

STATION'S PROGRAMMING DESCRIPTION
WNRK: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—William S. Cook.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
500 w. days; 1260 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 10/1/72—Rec'd 11/3/72.
A—Mon thru Fri 6-10 am & 3-6 pm.
B—Mon thru Fri 10 am-3 pm & 6-8:30 pm; Sat 6 am-8:30 pm; Sun 7 am-8:30 pm.

6. SPOT ANNOUNCEMENTS

CLASS A

WK:	1x	6x	12x	18x	24x	30x	36x
1 min	9.00	8.50	8.00	7.50	7.00	6.50	5.90
30 sec	7.20	6.80	6.40	6.00	5.60	5.20	4.70
20 sec	4.50	4.25	4.00	3.75	3.50	3.25	2.95

CLASS B

1 min	8.00	7.50	7.00	6.50	6.00	5.50	4.70
30 sec	6.40	6.00	5.60	5.20	4.80	4.40	3.75
20 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.35

1 min, 30 sec & 20 sec spots combinable for frequency discount.

10. SPECIAL FEATURES

NEWS/SPORTS—5 MINUTES

PER WK:	1 ti	8 ti	6 ti
A	12	11	10
B, flat	8	----	----

Submitted by Wm. S. Cook.

(CE)

SEAFORD (1 AM; 1 FM)

Sussex County—Map Location C-5

See SRDS consumer market map and data at beginning of the State

WSUX

1955

WSUX-FM

1972

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 208 2500 2.00

Beach Broadcasting Inc., Box 1280, Hwy. 13, Seaford, Del. 19973. Phones 302-629-6636, 6637.

STATION'S PROGRAMMING DESCRIPTION
WSUX: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Bill Crisp.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 207 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0 net time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 9/1/74—Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

PER YR, RDS:	250x	500x	750x	1000x	1200x
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.65	2.45	2.25	2.00
10 sec	2.00	1.85	1.75	1.60	1.50

Guarantee times, extra 25%.

7. PACKAGE PLANS

PER MO. RDS:	100 ti	200 ti	300 ti
1 min	3.50	3.25	3.00
30 sec	2.45	2.25	2.00
10 sec	1.75	1.60	1.50

PER WK, RDS:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	40.00	93.75	175.00	243.75	300.00
30 sec	30.00	66.25	122.50	168.75	200.00
10 sec	20.00	46.25	87.50	120.00	150.00

Guaranteed times, extra 25%.

WILMINGTON (4 AM; 2 FM)

Plus 1 paid cross reference.
New Castle County—Map Location B-2

See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	29	22	22	18
B	22	18	22	18
C	18	16	22	12
D	14	12	14	10
AVERAGE	21	17	20	15

WAMS

1947

HR STONE radio

NAB

RAB

A Rollins Group Station

Media Code 4 208 3000 2.00

Rollins Broadcasting of Delaware, Inc., Box 3677, Wilmington, Del. 19807. Phone 302-654-5881.

STATION'S PROGRAMMING DESCRIPTION
WAMS: Programmed for adults, young adults and teens.
ALL PERSONALITIES handle all segments. MUSIC 80%: current hits and trend music. NEWS 15%: 5 min at :55, national, international, local area and community news. 5 min sports report during am and pm drive times. 3 man news department, 1 mobile unit. Sun: 6 hours religious programming, 90 min public affairs. Personalities available for remote broadcasts, store openings, etc. Contact Representative for further details. Rec'd 4/30/71.

1. PERSONNEL
Vice-President Radio Rollins, Inc.—Paul H. Downs.
General Manager—Phil Schweinfurth.
Operations Manager—Raymond Quinn.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1380 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1c. 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 23a, 24a, 29a.
Contracts: 40c, 43b, 45, 46, 47c.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

(This listing continued on next page)

Member: Rollins, Inc.
These national rates entitle advertiser to best positions and preempt R.O.S. accounts.

TIME RATES
No. 7 Eff 4/1/71—Rec'd 3/10/71.
AAAA—Mon thru Fri 6-10 am & 3-7 pm.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
PER WK:	6 ti	12 ti	18 ti	24 ti
AAAA	24.00	22.00	21.00	20.00
AAA	16.00	16.00	16.00	14.00
AA	13.00	12.00	11.00	10.00
A	11.00	10.00	9.00	8.00
30 SECONDS				
AAAA	19.50	17.50	16.50	15.50
AAA	14.50	13.00	12.00	11.00
AA	10.50	9.50	8.50	8.00
A	8.50	7.50	7.00	6.50

10. SPECIAL FEATURES
NEWSCASTS
CLASS AAAA

PER WK:	12 wk	26 wk	52 wk
7 ti	28.50	27.00	25.50
14 ti	27.00	25.50	24.00
CLASS AAA			
7 ti	22.50	21.00	19.50
14 ti	20.00	19.50	18.00
CLASS AA			
7 ti	17.00	16.00	15.00
14 ti	16.00	15.00	14.00

Edited by Steve Shrader.

WDEL

1922

NBC Radio Network

A Steinman Station
Subscriber to the NAB Radio Code

Media Code 4 208 5500 1.00
Delmarva Broadcasting Co., Box 1269, 2727 Shipley Rd., Wilmington Del. 19899. Phone 302-478-2700.

STATION'S PROGRAMMING DESCRIPTION
WDEL: Programmed for young adults 18-49.
MUSIC: popular, current best selling singles blended with all-time favorites from past 10 years. NEWS: 5-min network at :60, local every half hr. Extended summaries at 8 am, 12:15 & 11 pm. Information 4:30-6:05 pm. 4 man news staff, stringers. SPORTS: 2 reports per hour in drive times. Live major league baseball. Business news & stock market reports 8:10 am & 5:30 pm. Weather: forecasts 5x per hour plus extended reports. FARM: 6:15, 9:15 am & 12:15 pm. Contact Representative for further details. Rec'd 6/20/74.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Harry J. Shaub, Jr.
Station Manager—Harvey C. Smith.
National Sales Rep.—Harold E. "Chip" Miller, Jr.

2. REPRESENTATIVES
PRO/Meeker Radio.
Steinman Radio Stations: See Rep & S/O pages.

3. FACILITIES
5,000 w.; 1150 kc. Directional.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15/0 time only: 30th following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47c, 48, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Pred. Services: 80, 81, 82.
FM facilities: WSTW (FM).
Affiliated with NBC.

TIME RATES
No. 20 Eff 8/1/75—Rec'd 6/30/75.
AA—Mon thru Sat 6-10 am.
A—Mon thru Fri 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min			30 sec		
WK:	AA	A	B	AA	A	B
6 ti	30.00	23.00	18.90	24.00	18.40	15.15
12 ti	28.80	21.80	17.80	23.05	17.45	14.25
18 ti	27.60	20.60	16.70	22.10	16.50	13.40
24 ti	26.40	19.40	15.60	21.15	15.55	12.50
30 ti	25.20	18.20	14.50	20.20	14.60	11.60

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER	1 min			30 sec		
YR:	AA	A	B	AA	A	B
250 x	28.80	21.80	17.80	23.05	17.45	14.25
500 x	26.40	19.40	15.60	21.15	15.55	12.50
1000 x	24.00	17.00	13.40	19.20	13.60	10.75

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	104x	156x	260x
1 hr	210.80	179.20	158.20	120.10	114.40	103.50
1/2 hr	134.40	117.00	105.40	78.20	74.90	67.50
1/4 hr	87.50	76.20	68.70	49.50	46.50	40.10
5 min	43.20	37.90	34.20	24.30	23.20	21.20

Edited by Harold E. Miller, Jr.

WILM

1922

SAB RAB

Media Code 4 208 4000 1.00
Delaware Broadcasting Co., 630 King St., Wilmington, Del. 19801. Phone 302-654-7771.

STATION'S PROGRAMMING DESCRIPTION
WILM: Programmed for adults 18-49.
MUSIC: adult contemporary popular singles & selected album cuts with 1/3 gold, presented by air personalities. R & B music midnight-6 am. NEWS: world & local 6-min newscasts including sports & weather every half hr in drive times. Expanded newscasts at noon & 11 pm. UP audio newscasts with local headlines & weather at :50 outside of drive times. Commentary 3x a day in morning drive, at noontime & in evening drive. Contact Representative for further details. Rec'd 5/8/75.

1. PERSONNEL
General Manager—Sally V. Hawkins.
Sales Director—Carl Jones.
National Sales Manager—John C. Hawkins.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 24a, 24c, 25a, 23a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 61b, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Pred. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——————Rec'd 4/10/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	15	14	13	12	11
A	13	12	11	10	9
B	11	10	9	8	7

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1/3AA, 1/3A, 1/3B	13	12	11	10	9

Edited by John C. Hawkins.

WJBR (FM)

1957

NAFMB

Media Code 4 208 4500 0.00
Reynolds Broadcasting Co., 2617 Ebright Road, Wilmington, Del. 19810. Phone 302-475-4000.

STATION'S PROGRAMMING DESCRIPTION
WJBR(FM): Programmed for adults.
MUSIC: instrumental popular standards with some film and showtunes, plus 1 vocal group or chorus per hour. NEWS: broadcast every 2 hours, and consists of 5 min and 1 min reports with emphasis on national and international news, plus important local and regional news. Special weather reports made 5 times daily. COMMERCIAL POLICY: double spot at :15, :30 & :45. Single spot before commercial news on hour. Contact Representative for further details. Rec'd 5/6/71.

1. PERSONNEL
Gen'l & Sales Mgr.—John B. Reynolds.
Sta. Mgr. & Prog. Dir.—John B. Reynolds, Jr.
Prod. & Traffic Mgr.—Howard Gesner.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc.
Stereo.
Operating schedule: 24 hrs. daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28b, 29a.
Contracts: 40c.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 71a.
Affiliated with ATA Radio Network.

TIME RATES
Eff 3/5/73—Rec'd 3/5/73.
AA—Mon thru Fri 10 am-7 pm. Sat & Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am & 7 pm-midnight; Sat & Sun 3-7 pm.

6. SPOT ANNOUNCEMENTS

		AA		A	
PER WK:	PER YR:	1 min	20/30	1 min	20/30
6 ti	52 x	24.00	19.20	20.00	15.20
12 ti	156 x	22.00	17.60	18.00	14.40
18 ti	312 x	20.00	16.00	17.00	13.60
24 ti	500 x	18.00	14.40	16.00	12.80

WNRK

NEWARK

City of license, Newark, Delaware.
Wilmington office: 1104 Madison St., Wilmington, Del. 19801. Phone 302-656-7779.

See listing under Newark, Delaware.

WSTW (FM)

1940

SAB

A Steinman Owned Station
Subscriber to the NAB Radio Code

Media Code 4 208 4700 0.00
Delmarva Broadcasting Co., Box 1269, 2727 Shipley Rd., Wilmington Del. 19899. Phone 302-478-2700.
See affiliated AM station for additional information.
AM facilities: WDEL.

STATION'S PROGRAMMING DESCRIPTION
WSTW (FM): Programmed for adults.
MUSIC: Familiar, popular standard music, primarily instrumental with some group vocals & a few solo vocalists, plus full orchestrated versions of recent hits. Programmed in uninterrupted segments with only 4 pauses an hour. Music is matched in mood & tempo. NEWS: 5 min at :60 with expanded summaries at 6:30 & 7:30 am & 6:30 pm. Contact Representative for further details. Rec'd 3/6/72.

2. REPRESENTATIVES
PRO/Meeker Radio.
Steinman Radio Stations: See Rep & S/O pages.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mc.
Stereo.
Operating schedule: 5-1:05 am daily. EST.
Antenna ht.: 460 ft. above average terrain.

TIME RATES
Eff 5/1/74—Rec'd 5/13/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti
1 min	6.10	5.70	5.50
30 sec	4.90	4.60	4.40

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	12x	26x	52+
1 hr or 55 min	70.00	56.00	45.00	36.00
1/2 hr or 25 min	42.00	38.50	34.50	31.00
5 min	21.00	17.00	14.00	11.00

WTUX

1947

Mutual Broadcasting System

Media Code 4 208 5000 0.00
Port Frere Broadcasting Co., Inc., 1400 Market St., Wilmington, Del. 19899. Phone 302-655-8321.

STATION'S PROGRAMMING DESCRIPTION
WTUX: Programmed for adults and young adults.
MUSIC: Big bands and middle - of - the - road. Limited chorus and small vocal groups. NEWS: 5 min news on hour and every half hour, net & local. 10 min news 7 am 15 min noon news. Weather every half hour. 3 full weather reports, including marine and 5 day outlook, daily. 5 min sport program in both am and pm drive time. Beeper news from federal, state, county and city. Weekly shopping tips, community bulletin board, school report, news notes, salute to servicemen. Contact Representative for further details. Rec'd 7/31/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gordon K. MacIntosh.
Vice-President—William S. Ewing.
Program Director—Richard Holmes.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 5:30 am to local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3b, 3d, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 26, 27, 28a, 29a, 29b, 30, 32a.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73, 73a, 73b.
Pred. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 9 Eff 6/1/73—Rec'd 10/15/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	78x	104x	156x	208x	365x
1 min	10.50	9.30	8.50	8.00	7.50	6.75	6.00	4.70
30 sec	7.90	7.00	6.40	6.00	5.60	5.00	4.50	3.50

8. PROGRAM TIME RATES

	1x	26x	52x	78x	104x	156x	208x	365x
5 min	17.50	15.70	14.50	13.30	12.50	11.55	10.70	9.05

DISTRICT OF COLUMBIA

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Potomac-Cabin John, Md.—Montgomery County

Negro Population Data

(January 1, 1975)

DISTRICT TOTAL.. 643,215 Washington 851,723
METRO AREAS Total Metros..... 851,723

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

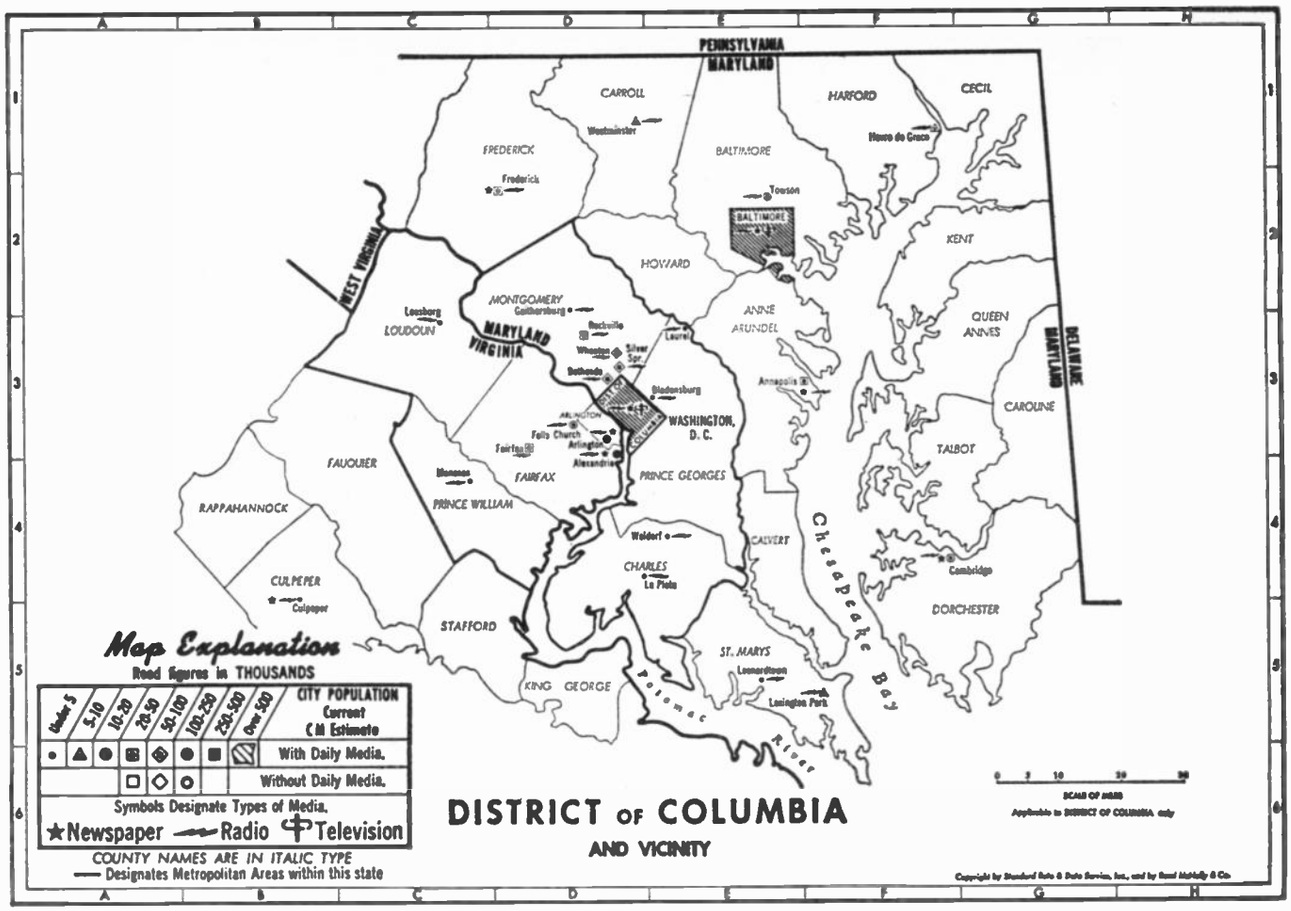
DISTRICT TOTAL.. 15,671
METRO AREAS
Washington 71,180

DISTRICT OF COLUMBIA

see SRDS consumer market map and data at beginning of the District.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

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



District, Metro Area Data

Estimates for: STATE DISTRICT Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
DISTRICT OF COLUMBIA TOTALS†	727.9	270.70	4,412,693	16,301	7.1	8.5	5.6	11.5	17.4	2,947,044	10,887	497,247	162,878	563,724	194,939	217,507	400,763	144,059	236.72	.....	.....
Washington, D. C. Metro Area.....	3,084.9	1,029.55	19,382,181	18,826	3.5	6.6	5.9	17.7	52.3	9,545,422	9,271	1,841,144	423,878	1,672,553	438,669	492,069	1,481,441	533,226	1,516.94	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

WASHINGTON (18 AM; 14 FM)

(including Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.; Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.)

Plus 1 paid duplicate listing.

Alexandria, Arlington Co., Va.—Map Location J-3
Arlington, Arlington Co., Va.—Map Location J-3
Fairfax, Fairfax Co., Va.—Map Location K-3
Falls Church, Fairfax Co., Va.—Map Location J-3
Bethesda, Montgomery Co., Md.—Map Location G-4
Bladensburg, Prince Georges Co., Md.—Map Location H-5
Potomac—Cabin John, Montgomery Co., Md.—Map Location G-4
Rockville, Montgomery Co., Md.—Map Location G-4
Silver Spring, Montgomery Co., Md.—Map Location G-4
Wheaton, Montgomery Co., Md.—Map Location G-4
Woodbridge, Prince William Co., Va.—Map Location J-3

See SRDS consumer market map and data at beginning of the District.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	250	90	130	76
B	105	76	78	50
C	78	76	78	50
D	78	56	70	42
AVERAGE	128	75	89	55

WASH (FM)

1945
WASHINGTON, D. C.

SAB R.A.B

A Metromedia Station

Media Code 4 209 0400 5.00

Metromedia Stereo, A Division of Metromedia, Inc., 5151 Wisconsin Ave., N. W., Washington, D. C. 20016. Phone 202-244-9700. Telex 89-612.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William Dalton.
General Sales Manager—Susan Breakefield.
Program Director—Bob Hughes.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
ERP 22,500 w.; 97.1 mc. Panel-type circular antenna. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 690 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 10c, 11c, 12b, 13c, 14c.
Basic Rates: 21d, 22b, 23a, 24a, 24c, 25c, 37, 30, 33d.
Contracts: 41, 44b, 46, 49.
Comb.; Cont. Discounts: 60e, 60i, 61a, 61h.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 62.

RATE PROTECTION

Rates quoted herein are guaranteed against any increase for period of 13 weeks from effective date, providing advertising equaling 56.00 per week is actually running at time effective date of increase and providing that broadcasts continue without interruption during rate protection period.

TIME RATES

No. H Eff 3/30/75—Rec'd 3/17/75.
AA—Mon thru Sat 6-10 am.
A—Mon thru Fri 3-7 pm.
B — Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.
D—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA				A			
	1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti
1 min	56	51	46	44	54	49	44	42
30 sec	45	41	37	35	43	39	35	33
	B				C			
1 min	49	44	40	37	36	32	29	27
30 sec	39	35	32	30	29	26	23	21

D: 50% of C.
Spots must rotate throughout all hrs and days of time classes. Spots requested to rotate on 3 days or less charged at 1x rate. 30 sec subject to availabilities.

7. PACKAGE PLANS
WCP—1/6AA. 1/6A 1/3B, 1/3C—PREEMPTIBLE

7 DAYS, ROTATES:	12 ti	18 ti	24 ti	36 ti
1 min	360	504	624	864
30 sec	288	396	504	684

30 days rate protection.

CONSECUTIVE WEEK DISCOUNT
53 wk—10%, minimum expenditure of 56.00 per wk.

WAVA 780 AM 105.1 FM
ALL NEWS AND SPORTS FOR THE NATION'S CAPITAL

WAVA 1946 WAVA-FM 1946
ARLINGTON, VA.

Jack Masla & Company, Inc.

All News/Sports

Media Code 4 209 0800 6.00

United States Transdynamics Corp., 1901 Ft. Myer Dr., Arlington, Va. 22209. Phone 703-522-1111.

(This listing continued on next page)

STATION'S PROGRAMMING DESCRIPTION
WAVA: Programmed for adults.
NEWS: international, national, local, regional, UPI, sports, weather, time, on-the-spot reports, traffic, editorials, business, stock markets, women's world, & interpretive commentaries, programmed in half hour blocks. Weekend features within all news format, ski reports, NASCAR racing. Contact Representative for further details. Rec'd 10/2/72.

1. PERSONNEL
President—Arthur W. Arundel.
General Manager—Wynn Hott.
Sales Manager—Ed Linville.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days; 760 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 (vert.); 105.1 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 500 ft. above average terrain.
Operated separately local sunset-AM sign-on.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 16.
Basic Rates: 22a, 24c, 25a, 25b, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60e, 60i, 61a, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 14 Eff 10/1/69—Rec'd 10/6/69.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun all day.
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	45	42	37	33	27
AA	40	37	32	27	22
A	35	32	27	22	17

B: 50% of A.
30 sec: 80% earned rate. 10 sec: 50% earned rate

9. PACKAGE PLANS
TRAFFIC PLAN
(Rotating Mon thru Sat 6-10 am & 3-7 pm)
12 ti 384 24 ti 528
30 sec: 60% earned rate. 10 sec: 50% earned rate.
TOTAL AUDIENCE PLAN
12 ti 324 24 ti 402
50% Drive time; 50% housewife and/or weekend.
30 sec: 80% earned rate. 10 sec: 50% earned rate.
All rates combine for frequency discount.
Rateholder: 1 per week at 1-time rate.

10. SPECIAL FEATURES
SKYWATCH 78 TRAFFIC REPORTS
Rotating, 6:45-9:15 am & 3:45-6:15 pm, flat, ea 50.00.

Edited by Wynn Hott.

WCTN
1965
POTOMAC-CABIN JOHN, MD.

SAB

Media Code 4 209 1000 2.00
Seven Locks Broadcasting Co., Inc., 7825 Tuckerman Ln., Potomac, Md. 20854. Phone 301-299-6311.

STATION'S PROGRAMMING DESCRIPTION
WCTN: Programmed for Christian young adults & adults.
MUSIC: 70%; 35% contemporary religious, 30% traditional religious, 5% secular MOR. NEWS: 5%, Local/national prerecorded Bible studies Mon thru Fri 7-10 am & Sun all day. AIR PERSONALITIES: 6, handle music segments Mon thru Fri 10 am-sign-off & Sat all day. Rec'd 1/22/74.

1. PERSONNEL
President—McArthur Jollay.
General Manager—Keith Jollay.
Sales Manager—Joel Younglove.

3. FACILITIES
1,000 w.; 950 kc.
Operating schedule: 6 am-8 pm daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24b, 27, 28c.
Contracts: 41, 43, 44b, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Tobacco advertising not acceptable.

TIME RATES
No. 1 Eff 5/1/73—Rec'd 1/22/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat 6-10 am & 3-8 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER	AA			A		
WK, EA:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
48 ti	10.00	8.00	5.00	8.00	6.00	4.00
24 ti	11.00	9.00	5.50	9.00	7.00	4.50
12 ti	12.00	10.00	6.00	10.00	8.00	5.00
6 ti	13.00	11.00	6.50	11.00	9.00	5.50
1 ti	14.00	12.00	7.00	12.00	10.00	6.00

7. PACKAGE PLANS
IMPACT PLAN—1/2AA 1/2A

EA:	1 min	30 sec	10 sec
48 ti	7.00	5.00	3.50
24 ti	8.00	6.00	4.00
12 ti	9.00	7.00	4.50

CONTRACT DISCOUNT
13 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	AA			A		
	12 ti	6 ti	1 ti	12 ti	6 ti	1 ti
5 min	20	22	25	16	18	20
1/4 hr	40	45	50	32	36	40
1/2 hr	75	80	90	60	64	72
1 hr	130	140	160	104	113	128

WDON
1954
WHEATON, MD.

Media Code 4 209 1200 3.00
WDON, Inc., 2647 University Blvd. W., Wheaton, Md. 20902. Phone 301-946-0900.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gary G. Marshall.
General Sales Manager—Irv D. Suthard.

2. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4b, 5, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 27, 28b, 28c.
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 1/1/75—Rec'd 3/5/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-5 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-sign-off; Sat 6-10 am & 5-7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	6 ti	12 ti	16 ti	24 ti	36 ti
1 min	18	17	16	15	14
30 sec	15	14	13	12	11
CLASS A					
1 min	15	14	13	12	11
30 sec	13	12	11	10	9

Fixed position: Extra 15%.

7. PACKAGE PLANS
TAP—1/2AA, 1/2A

PER WK:	18 ti	24 ti	36 ti
1 min	14	12	11
30 sec	12	10	9

Fixed position: Extra 15%.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.

WEAM
1947
ARLINGTON, VA.

EASTMAN RADIO, INC.

SAB RAB

A Thoms Station

Media Code 4 209 1600 9.00
Thoms Radio-TV Enterprises, 2131 Crimmins Ln., Falls Church, Va. 22043. Phone 703-534-1390.

STATION'S PROGRAMMING DESCRIPTION
WEAM: Programmed for young adults.
MUSIC: progressive rock mixed with current hits. 6 AIR PERSONALITIES. COMMERCIAL POLICY: 10 minutes per hour. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bruce A. Houston.
Sales Manager—Mark Sager.
Program Director—Frank Adair.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1390 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.
Comb., Cont. Discounts: 60a, 60c, 60f, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1390-D Eff 8/1/74—Rec'd 7/5/74.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 10 am-9 pm.

6. SPOT ANNOUNCEMENTS

PER	I				II			
WK:	6 ti	12 ti	16 ti	24 ti	6 ti	12 ti	16 ti	24 ti
1 min	30	28'	26	24	24	22	20	18
30 sec	24	22	20	18	20	18	16	14

10 sec: 50% of 1-min.
Submitted by Bruce A. Houston.

WEEL
1955
FAIRFAX, VA.

SAB

Subscriber to the NAB Radio Code

Media Code 4 209 1700 7.00
The OK Broadcasting Co., 3909 Oak St., Fairfax, Va. 22030. Phone 703-273-4000.

STATION'S PROGRAMMING DESCRIPTION
WEEL: Programmed for young adult audience, ages 18-35.
MUSIC: 2/3 gold back to 1962 & 1/3 current hits. NEWS: 3 min each hour; 50% of news is local and regional. SPORTS: high school football, regular sports features. Heavy emphasis on local public affairs and public service. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
President—Arthur Kellar.
Gen'l Mgr. & Dir of Sales—Greg Pearson.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
5,000 w.; 1510 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.
Contracts, 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Member: The Groskin Group.

TIME RATES
Eff———Rec'd 4/2/75.

6. SPOT ANNOUNCEMENTS
1 min, 1 ti 10.50 1 min, 11-20 ti 10.00
30 sec: 60% of 1-min. 10 sec: 50% of 1-min.

WEZR (FM)
1968
MANASSAS, VA.

SAB

(This is a paid duplicate of the listing appearing under Manassas, Va.)

Media Code 4 248 4163 3.00
EZ Communications, 3909 Oak St., Fairfax, Va. 22030. Phone 703-273-4000.

STATION'S PROGRAMMING DESCRIPTION
WEZR (FM): Standard music of today and yesterday.

1. PERSONNEL
General Manager—Joe Murray.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 50,000 w.; 106.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Groskin Group.

TIME RATES
Eff 6/1/75—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	30.00	29.50	28.50	28.00	27.50	27.00
30 sec	27.00	26.50	25.65	25.20	24.75	24.30

Submitted by Joe Murray.

(D)

WFAN (FM)
1949
WASHINGTON, D. C.

SAB

Media Code 4 209 2000 1.00
The United Broadcasting Co., 5321 First Pl., N. E., Washington, D. C. 20011.
See affiliated AM station for additional information.
AM facilities: WOOK.

STATION'S PROGRAMMING DESCRIPTION
WFAN (FM): Programmed 100% in Spanish directed toward adults.
Format features the latest in both vocal and instrumental popular latin music. News 5 min on the hour highlights those events of most interest to the markets latin population. Contact Representative for further details. Rec'd 10/6/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard Eaton.
Vice-President—Bud Myers.

3. FACILITIES
ERP 18,400 w.; 100.3 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 320 ft. above average terrain.

5. GENERAL RATE POLICY
Member: Latin Network.

TIME RATES
Eff 1/1/71—Rec'd 10/20/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.00	8.00	7.00	6.50	6.00
30 sec	8.00	6.40	5.60	5.20	4.80
PER YR:			300x	500x	1000x
1 min			6.00	5.75	5.50
30 sec			4.80	4.60	4.40

10. SPECIAL FEATURES
5-min news (13-wk minimum):
Stripped—1-1/2 x 1-min.
Non-stripped—2 x 1-min.

WFAX
1948
FALLS CHURCH, VA.

SAB

Subscriber to the NAB Radio Code

Media Code 4 209 2400 3.00
Newcomb Broadcasting Corp., 161-B Hillwood Ave., Falls Church, Va. 22046. Phone 703-532-1220.

STATION'S PROGRAMMING DESCRIPTION
WFAX: Programmed for adults of all ages. Inspirational & devotional programs featuring syndicated & locally produced programs representing all faiths. Rec'd 9/3/74.

1. PERSONNEL
President—Lamar A. Newcomb.
Gen'l & Sales Mgr.—Mitchell A. Miller.

DISTRICT OF COLUMBIA

3. FACILITIES
5,000 w.; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3c, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 24a, 25a, 28a, 29b, 30, 32a, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70a, 70c, 71b, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES
Eff 4/1/75—Rec'd 4/2/75.

6. SPOT ANNOUNCEMENTS

	1x	50x	150x	350x	500x	1000x
1 min	20	18	16	15	14	13
30 sec	16	15	14	13	12	11

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	140	80	55	45	35

10% reduction on daily rate.

10. SPECIAL FEATURES
5-min newscast—1-min rate plus 5.00.

WGAY
1945
SILVER SPRING, MD.

WGAY-FM
1959
WASHINGTON, D. C.

A Greater Media Station

KATZ RADIO

RAB NAFMB

Media Code 4 209 2700 6.00
Greater Media, Inc., 8121 Georgia Ave., Silver Spring, Md. 20910. Phone 301-587-4900. TWX 710-825-0427.

STATION'S PROGRAMMING DESCRIPTION
WGAY: Programmed for adults and young adults.
MUSIC: popular standards, showtunes, soft arrangements of current hits. Music clustered in uninterrupted 15 min segments. Non-personality format. NEWS: at :30; headlines at :60. Stock market report each weekday afternoon. Entertainment news at 5:02 pm daily. Broadway show with narration Sun at 1 pm. Contact Representative for further details. Rec'd 1/7/74.

1. PERSONNEL
General Manager—Ted Dorf.
Operations Manager—Bob Chandler.
Program Director—John Dougan.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 50,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 372 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12b, 13b, 14b, 15b, 15c, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with Katz Radio Network.

TIME RATES
No. 3 Eff 7/14/75—Rec'd 7/2/75.
AAA—Mon thru Sun 9 am-4 pm.
AA—Mon thru Sat 5:30-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	65	60	58	56
AA	55	53	51	50
A	37	35	33	32

30 sec/less: 80% of 1-min.
Edited by Phil Roberts.

WGMS and WGMS-FM
1946 **BETHESDA, MD.** — 1946 **WASHINGTON, D. C.**

SAB

An RKO General Station
Subscriber to the NAB Radio Code
Sold in combination only.

Media Code 4 209 3200 6.00
RKO General Inc., 7315 Wisconsin Ave., Washington, D. C. 20014. Phone 301-654-2800.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jerry R. Lyman.
Program Director—Michael Cuthbert.
Sales Manager—Martin Conn.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.
Toronto—RKO Distributing Corp. of Canada, Ltd.

(This listing continued on next page)

Washington—
WGMS and WGMS-FM—Continued

3. FACILITIES
5,000 w. days, 1,000 w. nights; 570 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours. EST.
FM-ERP 50,000 w. (horiz.), 20,000 w. (vert.); 103.5 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 435 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations:
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 24a, 25a, 26, 27, 28b, 28c 30, 33b.
Contracts: 40a, 41, 44b, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60b, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
WGMS and WGMS-FM COMBINATION
NATIONAL AND LOCAL RATES SAME
Eff 7/15/74—Rec'd 7/1/74.
AA—Mon thru Fri 3-8 pm; Sat 6 am-7 pm.
A—Mon thru Fri 6-10 am & 8 pm-midnight; Sun 10 am-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat & Sun 7 pm-midnight; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS
AM/FM COMBINATION

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti (fixed)	50	35	44	31	40	28
6 ti	44	31	40	28	36	25
12 ti	40	28	36	25	32	22
18 ti	36	25	32	22	28	20
24 ti	32	22	28	20	24	17

ID's: 50% of 1-min.

7. PACKAGE PLANS
AM/FM COMBINATION
CLASSICAL PLANS—1/3AA, 1/3A, 1/3B

	1 min	30 sec
12 ti, Beethoven	34	24
18 ti, Brahms	30	21
24 ti, Bach	26	18

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
RATEHOLDER
3 per wk, end rate, 1-min or 30-sec Class B.
Submitted by L. Edwards.

WHFS (FM)
1961
BETHESDA, MD.

Selcom, Inc.

Media Code 4 209 3600 7.00
High Fidelity Broadcasters, Inc., 4853 Cordell Ave., Bethesda, Md. 20014. Phone 301-656-0600.

STATION'S PROGRAMMING DESCRIPTION
WHFS (FM): Programmed for young adults.
MUSIC: popular progressive rock, mostly album cuts, a little jazz, blues & folk. Music played in clusters with 4 breaks per hour. COMMERCIAL POLICY: 12 minutes maximum per hour. Contact Representative for further details. Rec'd 9/7/72.

1. PERSONNEL
Executive Vice-President—Jacob Einstein.
Program Director—David Einstein.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
EBP 2.300 w.; 102.3 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 346 ft. above average terrain.

6. AGENCY COMMISSION
15/0 time only.

8. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 24b, 26a, 28c, 29a, 33a.
Contracts: 40a, 45, 46, 47c, 51b.
Comb.: Cont. Discounts: 60a, 60f, 61b, 62b.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82

TIME RATES
Eff 6/26/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

ROS WITHIN 15 WKS:	1 ti	51+
1 min	35	33
30 sec	33	31

7. PACKAGE PLANS

TAP PLAN:	1 min	30 sec
45 ti	1045	945

Edited by Jacob Einstein.

WHUR (FM)
1971
WASHINGTON, D. C.

NAB RAB NAFMB

Media Code 4 209 3800 3.00
Howard University Radio, 2660 Fourth Street N.W., Washington, D. C. 20001. Phone 202-265-9494.

1. PERSONNEL
General Manager—Tom Jones.
Sales Manager—Catherine Liggins.
Bus. & Fin. Aff.—David Chiles.

3. FACILITIES
ERP 24,000 w.; 96.3 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 670 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13b, 14b, 15c, 15d, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25c, 27, 28b, 28c, 29b, 30, 31, 32b, 33b.

TIME RATES
No. 2 Eff 7/1/74—Rec'd 7/15/74.
AA—Mon thru Sat 7 pm-midnight.
A—Mon thru Sat 6-10 am & 3-7 pm; Sun noon-6 pm.
B—Mon thru Sat 10 am-3 pm; Sun 6 am-noon & 6 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA	A	B	C
1 ti	36	32	28	24
12 ti	32	26	24	20
24 ti	28	24	20	16

30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	20 ti	40 ti	60 ti
Plan I (1/2AA, 1/4B, 1/4C)	25	20	18
Plan II (1/3A, 1/4B, 1/4C)	23	19	17

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WINX
1948
ROCKVILLE, MD.

Media Code 4 209 4000 9.00
Montgomery County Broadcasting Co., Inc., Box 1726, Radio Center, Rockville, Md. 20850. Phone 301-424-9292.

STATION'S PROGRAMMING DESCRIPTION
WINX: Programmed for young adults & teen's.
MUSIC: 80% current hits, 20% oldies. NEWS: 5%; Sports checks. Charity Basketball team to raise money for local charities, contests & stunts. COMMERCIAL POLICY: 7 min per 30-min segment. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Vice-Pres. & Prog. Dir.—Pierre D. Eaton.
Sales Manager—Lynn Reynolds.
Senior Account Executive—Gene Alim.

2. REPRESENTATIVES
UBC Sales, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1600 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 16C Eff 9/74—Rec'd 2/24/75.

7. PACKAGE PLANS
BTA—MON THRU SUN 6 AM-MIDNIGHT

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	11	10	9	8	7
30 sec	10	9	8	7	6

Minimum contract—4 consec wks.
WEEKENDS ONLY—1/2 SAT, 1/2 SUN

	1 min	30 sec
20 ti, ea	6	5

WJMD (FM)
1949
BETHESDA, MD.

CBS/FMSALES

NAB RAB NAFMB

Media Code 4 209 4400 1.00
SJR Communications, Inc., 5530 Wisconsin Ave., Chevy Chase, Md. 20015. Phone 301-652-9470.

STATION'S PROGRAMMING DESCRIPTION
WJMD (FM): Programmed for adults.
MUSIC: instrumental and general popular. COMMERCIAL POLICY: limited to 4 1/4 hr interruptions per hr. News intermittently. Contact Representative for further details. Rec'd 3/31/72.

1. PERSONNEL
General Manager—Sidney A. Abel.
Sales Manager—Fred E. Goodman.
Program Manager—William Hamlin.

2. REPRESENTATIVES
CBS/FM Sales.
SJR Communications Station: See Rep. & S/O pages.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 60f, 60k, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 5 Eff 2/1/73—Rec'd 1/18/73.
AAA—Mon thru Sat 3-8 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-3 pm.
B—Mon thru 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	40	33	35	33
AA	35	33	31	30
A	33	31	29	27
B	25	23	21	20

30 sec: 80% of 1-min. *10 sec: 70% of 1-min.
(*) Preemptible.

10. SPECIAL FEATURES

NEWSCASTS, PER WK:	1 ti	3 ti	6 ti	12 ti
AA	50	48	46	44
A	45	43	41	39

30 sec: 80% of 1-min. *10 sec: 70% of 1-min.
(*) Preemptible.

WKYS
1947
WASHINGTON, D. C.

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 209 4600 6.00
National Broadcasting Co., Inc., 4001 Nebraska Ave., N. W., Washington, D. C. 20016. Phone 202-686-4000.
See affiliated AM station for additional information. AM facilities. WRC.

STATION'S PROGRAMMING DESCRIPTION
WKYS: MUSIC: contemporary with newest rhythms, oldies & jazz cut hrly. NEWS: at :60. Contact Representative for further details. Rec'd 8/1/75.

1. PERSONNEL
General Manager—Harold Green.
General Sales Manager—Jeff Hedges.
Sales Manager—Jeanne Oates.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 485 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 33b, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 47, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 5 Eff 7/1/75—Rec'd 8/1/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10-3 am.
B—Mon thru Fri 8 pm-midnight.
C—Mon thru Fri midnight-6 am; Sat 8 pm-Mon 6 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	50	45	40	35	30
AA	45	40	35	30	25
A	35	32	29	26	23
B	35	32	29	26	23
C	20	18	16	14	12

30 sec: 80% of 1-min.
Submitted by Jeff Hedges.

WMAL RADIO 63 WHERE ALL IS SAID & DONE
PERSONALITY MUSIC INFORMATION NEWS
THE PROOF
APR/MAY, '75 ARB CONFIRMS
• Over 750,000 People Listen Each Week.
• No. 1 For Over A Decade.
• THE Buy in Washington, D.C.

WMAL RADIO 63
1925
WASHINGTON, D. C.

MAJOR MARKET RADIO, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 209 4800 2.00
Washington Star Station Group, 4400 Jenifer St., N.W., Washington, D. C. 20015. Phone 202-686-3050. TWX 710-822-0017.

STATION'S PROGRAMMING DESCRIPTION
WMAL: Programmed for adult general interest.
AIR PERSONALITIES handle all segments. 6-10 am comedy, information, news, helicopter traffic reports, music. 10 am-2 pm music, information, news, 2-4 pm music, information, news. 4-7 pm information, comedy, news, features, helicopter traffic reports, music. 7 pm-midnight jazz music, news, information. Midnight-6 am music, news, information, comedy. SPORTS: professional football, university football & basketball, tennis, ski reports, golf, daily reports, Sports director. Contact Representative for further details. Rec'd 1/31/75.

1. PERSONNEL
President—Richard Stakes.
General Manager—Charles Macatee.
General Sales Manager—Jonathan Klein.
Sales Manager—Edward Scandrett.

2. REPRESENTATIVES
Major Market Radio, Inc.

3. FACILITIES
5,000 w.; 630 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations:
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 35 Eff 9/1/75—Rec'd 8/8/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6-10 am.
A—Mon thru Fri 5-6 am & 10 am-3 pm; Sat 10 am-8 pm; Sun 8 am-8 pm.
B—Mon thru Fri 7 pm-midnight; Sat & Sun 8 pm-midnight.
ALL-NITE—midnight-5:30 am.

7. PACKAGE PLANS
GRID

	High Range			Low Range		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
AAA	250	210	125	175	150	85
AA	130	110	65	75	65	35
A	90	75	40	50	40	25
B	50	40	25	20	15	10
All night	15	12	8	8	6	4

If AAA & AA only are purchased, I, II apply.
If all time classes are purchased, I, II, III apply.
Spots under IV are preemptible.

10. SPECIAL FEATURES

	AA	A	B
Per wk, preemptible, minimum 10	60	40	15
	AAA	AA	A	B
Newscasts/Special Features	285	200	100	75

Edited by Sandra M. Andersen.

WMAL-FM
1948
WASHINGTON, D. C.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 209 4801 0.00
Evening Star Broadcasting Co., 4400 Jenifer St., N. W., Washington, D. C. 20015. Phone 202-686-3078. TWX 710-822-0017.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMAL-FM: Programmed for young adults.
MUSIC: contemporary, mixing rock album cuts, country folk & new hits. NEWS: network & local. SPORTS: pro football. COMMERCIAL POLICY: 6-10 minutes per hour depending upon day part. Contact Representative for further details. Rec'd 11/18/73.

1. PERSONNEL
Station Manager—Vince Genson.
General Sales Manager—Jeffrey Greenhawt.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 50,000 w.; 107.3 mc. Stereo.
Operating schedule: 6-1:45 am. EST.
Antenna ht.: 410 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 12/16/74—Rec'd 2/7/75.
AAA—Mon thru Sun 3-7 pm; Mon thru Fri 6-10 am; Sat & Sun 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 6-10 am; Sun 7-10 pm.
A—Mon thru Sun 10 pm-2 am; Sat 7-10 pm; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS
SECTION I

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	49	39	44	35	39	31
6 ti	46	37	40	32	37	30
12 ti	42	34	36	29	35	28
18 ti	37	30	32	26	30	24

(This listing continued on next page)

7. PACKAGE PLANS

SECTION II—IMPACT TAP

PLAN, WITHIN 7 DAYS:	1 min	30 sec
I—6 ti (3AAA, 2AA, 1A)	27	22
II—9 ti (5AAA, 3AA, 1A)	26	21
III—12 ti (6AAA, 4AA, 2A)	25	20
IV—18 ti (9AAA, 6AA, 3A)	24	19
V—24 ti (13AAA, 7AA, 4A)	23	18
VI—30 ti (15AAA, 10AA, 5A)	21	17

See I & II & 1-min & 30-sec spots combine for frequency discount. Rotate within time classes.

SECTION III—ROS

PER WK:	1 min	30 sec
25 ti	19	15
35 ti	16	13

Limited availability.

WMOD

1946

WASHINGTON, D. C.

ABC-FM Spot Sales, Inc.

Stereo

SAB

A Sonderling Station

Media Code 4 209 5000 8.00

Sonderling Broadcasting Corp., 1680 Wisconsin Ave., N. W., Washington, D. C. 20007. Phone 202-333-8700.

STATION'S PROGRAMMING DESCRIPTION

WMOD: Programmed for 18-40 age group. MUSIC: all hits from 1955 to current. AIR PERSONALITIES. NEWS: 5-min every hour. Daily consumer report, energy report, environment report, positive action & report for women. Editorials. Contact Representative for further details. Rec'd 7/1/75.

1. PERSONNEL

General Manager—Mike Cohen.
Operations Manager—Steve Shulman.
Program Director—Fred Figenshu.

2. REPRESENTATIVES

ABC-FM Spot Sales, Inc.

3. FACILITIES

ERP 50,000 w.; 98.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 485 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 33b.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60g, 60k, 61a, 61b, 62b
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod Services: 80.
AM facilities: WOL.

TIME RATES

Eff 8/1/75—Rec'd 7/1/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 6-10 am & 3 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA			
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	33	26	22	28	22	19
6 ti	31	24	20	26	20	17
12 ti	30	23	19	25	19	16
18 ti	29	22	18	24	18	15

7. PACKAGE PLANS

TAP—1/2AAA, 1/2AA

PER WK:	12 ti	13 ti	24 ti	30 ti
1 min	300	432	552	660
30 sec	252	360	456	540
10 sec	204	288	360	420

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

Edited by Mike Cohen.

WOL

1924

WASHINGTON, D. C.

Bernard Howard & Co., Inc.

SAB

A Sonderling Station

Media Code 4 209 5200 4.00

WOL, 1680 Wisconsin Ave., N. W., Washington, D. C. 20007. Phone 202-333-5400.

1. PERSONNEL

President—Egmont Sonderling.
Vice-Pres. & Gen'l Mgr.—James L. Kelsey.
General Sales Manager—Timothy O'Sullivan.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24c, 25a, 28c, 29a, 33a.
Contracts: 40a, 41, 43, 45, 46.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with Bernard Howard Black Radio Network.
FM facilities: WMOD.

TIME RATES

No. 10 Eff 8/1/74—Rec'd 7/1/74.
*AA—Mon thru Sat 6-10 am & 3-7 pm; Sat 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sun noon-6 pm.
B—Mon thru Sat 7 pm-midnight.
(*) Maximum number of AM & PM traffic spots not to exceed 70% of schedule.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
Fixed	70	56	---	---	---	---
6 ti	62	50	55	45	48	39
12 ti	60	48	48	39	42	34
10 ti	58	46	44	35	39	31

ANNUAL CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

3 rateholder spots per week allowed, providing spots are same length and category as regular schedule.

7. PACKAGE PLANS

TAP

MON THRU SUN:	1 min	30 sec
6 ti (3AA, 2A, 1B)	50	40
12 ti (5AA, 4A, 3B)	48	38
18 ti (7AA, 7A, 4B)	46	36

8. PARTICIPATING PROGRAMS

All Night Show—Tues thru Sun midnight-6 am.

	1 min	30 sec
Per wk, ea.	20	16

WOOK

1947

WASHINGTON, D. C.

SAB

Media Code 4 209 5600 5.00

United Broadcasting Co., Inc., 5321 First Place, N. E. Washington, D. C. 20011. Phone 202-722-1000.

1. PERSONNEL

President—Richard Eaton.
Vice-Pres. & Gen'l Mgr.—E. Carlton Myers.
Program Director—Bill Haywood.

2. REPRESENTATIVES

UBC Sales, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 13c, 14c.
Basic Rates: 20a, 24a, 33b.
Contracts: 40a, 41, 42b, 45, 46, 51b.
Comb.; Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
FM facilities: WFAN (FM).
Affiliated with National Black Network.
Member: Black UBC Group.

TIME RATES

No. 10 Eff 3/1/73—Rec'd 3/5/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Sun thru Sat 7 pm-1 am.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	40	38	35	33
A	38	33	31	30
B	30	25	23	21
C	25	20	15	10

30/26 sec: 80% of 1-min. ID's: 55% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

WPGC

1954

BLADENSBURG, MD.

Mort Bassett & Co., Inc.

SAB

Media Code 4 209 6000 7.00

First Media Corp., Box 8550, Washington, D. C. 20027. Phone 301-779-2100. TWX 710-826-0452.

STATION'S PROGRAMMING DESCRIPTION

WPGC: Programming features popular music, current hits, plus liberal use of past hits all contained within a personality top 40 format. Emphasis on local news, broadcast twice each hour, featuring news beeper actualities, sports results 10 times daily, hourly views and opinions on local issues expressed by listeners. Heavy emphasis on community involvement placed through station initiated public service drives. Contact Representative for further details. Rec'd 9/25/67.

1. PERSONNEL

President—Glenn T. Potter.
Sales Manager—Bill Prettyman.
Program Director—Jim Collins.

2. REPRESENTATIVES

Mort Bassett & Co., Inc.

3. FACILITIES

10,000 w. days; 1580 kc. Directional.
Operating schedule: Sunrise-local sunset, EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WPGC-FM.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 25a, 26, 27, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Rebates payable in time only.

TIME RATES

Eff———Rec'd 5/1/75.
AA—Mon thru Sat 6-10 am & 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti
AA	80	78	77	76	75	74	73
A	78	76	75	74	73	72	71

20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

7. PACKAGE PLANS

IMPACT PLAN—1/2AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti
1 min	75	74	73	72	71	69	68
ROS							
1 min	70	69	68	67	66	65	64

20/30 sec: 80% of 1-min. ID's 60% of 1-min.

Edited by Glenn T. Potter.

WPGC-FM

1957

BLADENSBURG, MD.

Stereo

SAB

Media Code 4 209 6200 3.00

First Media Corp., Box 8550, Washington, D. C. 20027. Phone 301-779-2100. TWX 710-826-0452.
See affiliated AM station for additional information.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.5 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 360 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WPGC.

TIME RATES

Rates are identical to WPGC. See that listing.

Edited by Glenn T. Potter.

WPIK and WXRA (FM)

1945 ALEXANDRIA, VA. 1958 WOODBRIDGE, VA.

Alan Torbet Associates, Inc.

Modern Country Music

SAB RAB

Sold in combination only.

Media Code 4 209 6400 8.00

The Potomac Broadcasting Corp., 522 First St., Alexandria, Va. 22314. Phone 703-683-3000.

STATION'S PROGRAMMING DESCRIPTION

WPIK: Programmed for ages 18-49. MUSIC: 85%, Drive times, only top rated modern country singles. Balance of day, modern country singles 90%, albums 10%. NEWS: at :00 and :30; headlines at :00; 5 min at :30. All segments handled by musical hosts. Contact Representative for further details. Rec'd 7/16/70.

1. PERSONNEL

President—Carl L. Lindberg.
Vice President—James A. Arthur.
General Sales Manager—T. Neal Heaton.

DISTRICT OF COLUMBIA

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

5,000 w. days; 730 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.9 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 405 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 25a, 26, 27, 28a, 28c, 29a, 33a.
Contracts: 40c, 44a, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES

Eff 9/1/75—Rec'd 8/5/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Sat & Sun all day.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	AAA	AA	A	B
6 ti	55	50	42	23
12 ti	50	45	40	20
18 ti	45	40	38	17

7. PACKAGE PLANS

SECTION II—1/2AAA, 1/2AA & A

	12 ti	18 ti	24 ti
1 min	42	38	34

SECTION III—6 AM-9 PM—1/3AAA, 1/3AA, 1/3A & B

1 min	38	36	32

30 sec: 80% of 1-min.

Submitted by Ralph Conner.

WRC

1923

WASHINGTON, D. C.

An NBC Owned Station

NBC Radio Network

BLAIR RADIO

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 209 7200 2.00

National Broadcasting Co., Inc., 4001 Nebraska Ave. N.W., Washington, D. C. 20016. Phone 202-362-4000.

STATION'S PROGRAMMING DESCRIPTION

WRC: Network news & information. All news, information, features, sports, documentaries; local & national coverage. Contact Representative for further Details. Rec'd 5/6/75.

1. PERSONNEL

General Manager—Harold Green.
General Sales Manager—Jeff Hedges.
Program Manager—Gordon Peil.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

5,000 w.; 980 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 13c, 14c, 15a.
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 25a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61a.
FM facilities: WKYS.
Affiliated with NBC.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 26 Eff 6/1/74—Rec'd 5/6/74.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 10 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER	I				II			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	80	70	60	50	60	50	40	35
30 sec	64	56	48	40	48	40	32	28

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
B—Mon thru Sat 7 pm-midnight.

PER WK:	1 min	30 sec
6 ti (1AAA, 1AA, 2A, 2B)	43	34
12 ti (3AAA, 2AA, 4A, 3B)	41	33
18 ti (4AAA, 3AA, 6A, 5B)	39	31
24 ti (5AAA, 5AA, 7A, 7B)	37	30
30 ti (6AAA, 6AA, 9A, 9B)	35	28

10 sec: 50% of 1-min.

Edited by Jeff Hedges.

(Washington continued on next page)

DISTRICT OF COLUMBIA

Washington—Continued

WTOP
1926
WASHINGTON, D. C.

CBS Radio Network

Represented by CBS RADIO SPOT SALES

A Post-Newsweek Station

Subscriber to the NAB Radio Code

Media Code 4 209 7600 8.00

Post-Newsweek Stations, Capital Area, Inc., A subsidiary of the Washington Post Co., Broadcast House, 40th & Brandywine Sts., N. W., Washington, D. C. 20016. Phone 202-686-6000.

STATION'S PROGRAMMING DESCRIPTION

WTOP: Nonstop News programmed for general information.
Staff includes more than 50 editors, newsmen, commentators, etc. NEWS: network news on hour; all major news services. SPORTS: at :15 and :45 weather every 7 minutes. Contact Representative for further details. Rec'd 9/10/70.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Peter A. Lund.
General Sales Manager—Orrin McDaniels.
Sales Manager—Mary Rankin.

2. REPRESENTATIVES
CBS Radio Spot Sales.
Post-Newsweek Stations, Inc.: See Rep & S/O pages.

3. FACILITIES
50,000 w.; 1500 kc. Directional.
Operating schedule: 5:30-1:30 am. EST.

4. AGENCY COMMISSION
15% on net time after discounts.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10e, 12e, 13e, 14e.
Basic Rates: 20b, 24a, 24c, 27, 33a.
Contracts: 40b, 41, 42a, 46, 51b.
Comb.: Cont. Discounts: 60d, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with CBS.

TIME RATES
No. 43 Eff 4/28/75—Rec'd 4/21/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-noon.
A—Mon thru Sat 5:30-6 am; Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat noon-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS
SECTION I
CLASS AAA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	130	115	105	100	90
30 sec	104	92	84	80	72
10 sec	78	69	63	60	54
CLASS AA					
1 min	75	70	65	60	55
30 sec	60	56	52	48	44
10 sec	45	42	39	36	33
CLASS A					
1 min	40	35	30	25	20
30 sec	32	28	24	20	16
10 sec	24	21	18	15	12

7. PACKAGE PLANS
SECTION II
NEWS PLANS—1/2AAA/AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	324	690	846	1080	1290
30 sec	258	450	666	840	990

Spots may be added at earned unit rates, subject to availability & average unit rates.
10 sec: 80% of 1-min.
All lengths may be combined.

SECTION III
48/24 & 48/72 PLANS

	10 ti	20 ti	30 ti
1 min	350	700	900
30 sec	280	560	720

Maximum of 10 spots within 24 consec hrs with 4 in AAA/AA. 48 hrs prior to start of schedule bonus up to number purchased, subject to availability.

WEEKEND PLAN—FRI 7 PM-SUN MIDNIGHT

	10 ti	15 ti	20 ti
1 min	350	450	600
30 sec	280	360	480

Additional spots scheduled up to number purchased at no extra cost. Subject to availability and 1/2-hour separation from each other and competitive products.

MAXIMUM IDENTIFICATION PLAN

	40 ti	70 ti	100 ti
10 sec	440	805	1000

Scheduled Mon thru Sun, as available.

ROS PLAN—MON THRU SUN 9 AM-MIDNIGHT

	5 ti	10 ti	20 ti
1 min	150	250	500
30 sec	120	200	400

Sec I, II, & III rates do not combine. Sec III plans do not combine with each other. All lengths may combine.

10. SPECIAL FEATURES
Available at earned rate plus 20% Sec I & II only. Fixed position and/or limited rotating spots, Sec I & II only, extra 20%.
Submitted by Mary D. Rankin.

WUST
1947
WASHINGTON, D. C.

gci sales

Subscriber to the NAB Radio Code

Media Code 4 209 8000 5.00

S.J.R. Communications, Inc., 815 Vee St. N. W., Washington, D. C. 20001. Hobart 2-0011. (Auxiliary studios also located here.)

1. PERSONNEL
General Manager—Daniel Diener.
Sales Manager—Perry P. Walders.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
1,000 w. days; 1120 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15e.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60f, 60k, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Mutual Black Network.

TIME RATES
No. 4 Eff 8/1/72—Rec'd 7/27/72.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	28	26	25	23
A	25	23	21	19

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
5 min news—1-1/2x 1-min.
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Perry Walders.

WWDC
1941
WASHINGTON, D. C.

AVCO RADIO SALES

Subscriber to the NAB Radio Code

Media Code 4 209 8400 7.00

Owned and operated by Avco Broadcasting Corporation, Box 4068, Washington, D. C. 20015. Phone 301-589-7100. TWX 710-825-0078.

1. PERSONNEL
General Manager—Lawrence H. Kirby, Jr.
Creative Service Director—Sagree Pemberton.
Program Director—Robert L. Canada, Jr.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
5,000 w.; 1260 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 21d, 23a, 28a, 29a.
Contracts: 40c, 41, 42a, 45, 46.
Comb.: Cont. Discounts: 60a, 60e, 62c.
Cancellation: 70e, 72, 73b.
Prod. Services: 81, 82
Affiliated with American Entertainment Network.
Affiliated with Avco Group Plan.

TIME RATES
No. 2G Eff 7/15/75—Rec'd 6/27/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-midnight; Sat 10 am-5 pm.
B—Sat 5 am-midnight; Sun all day.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	Open	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	65	60	55	52	49	46
AA	55	50	45	42	39	36
A	45	40	35	32	30	28
B	25	20	18	17	16	15
C	10	9	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TAP—1/4AAA, 1/4AA, 1/2 ALL OTHERS

1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
Per wk	240	440	600	750	840

BULK

1 MIN:	AAA	AA	A	B	TAP
250 x	55	45	35	20	38
500 x	52	42	32	18	35
1000 x	49	39	30	16	31

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

9. PARTICIPATING PROGRAMS
FRED FISKE'S EMPATHY—MON THRU SAT
9 PM-MIDNIGHT

MINIMUM 3 PER WK:	3 ti	5 ti	10 ti
1 min	35	30	25
30 sec	28	24	20

10. SPECIAL FEATURES

NEWS & SPORTS:	4 ti	5 ti	10 ti	15 ti
AAA	95	80	70	60
AA	80	65	60	50
A	60	55	50	45

Incl 10 sec open plus 1-min close.

COPTER REPORTS—1/2AAA, 1/2AA

	6 ti	10 ti	16 ti	20 ti
1 min	80.00	72.50	65.00	55.00

Incl 10 sec open plus 1-min close.

CONSECUTIVE WEEK DISCOUNT
52 wk—15% 26 wk—10% 13 wk—5%

AM/FM combinable for rate.
A not simulcast, takes lowest FM rate for combo.
B is non-simulcast.
Edited by Larry Kirby.

WWDC-FM
1947
WASHINGTON, D. C.

AVCO RADIO SALES

Subscriber to the NAB Radio Code

Media Code 4 209 8401 5.00

Avco Broadcasting Corp., Box 4068, Washington, D. C. 20015. Phone 301-589-7100. TWX 710-825-0078.

See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w.; 101.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Avco Group Plan.

TIME RATES
No. 2G Eff 7/15/75—Rec'd 6/27/75.

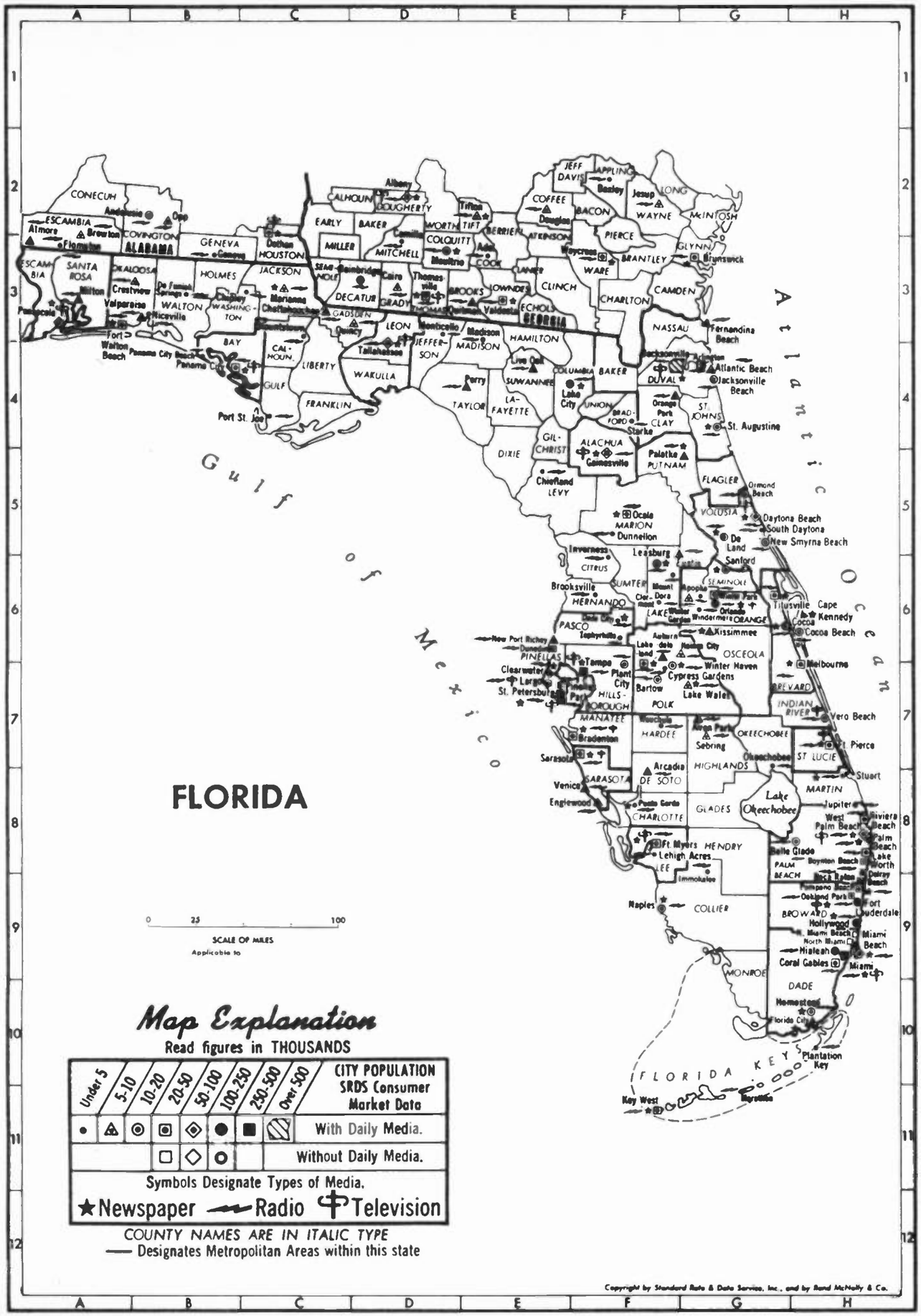
6. SPOT ANNOUNCEMENTS
MON THRU SAT 7 PM-MIDNIGHT;
SUN 10 AM-MIDNIGHT

	10 ti	20 ti	30 ti
Ea	10	8	7

AM/FM combinable for rate.
A not simulcast, takes lowest FM rate for combo.
B is non-simulcast.
Edited by Larry H. Kirby.

WXRA (FM)

See WPIK, WXRA (FM) listing.



ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Bonita Springs—Lee County

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,135,667	Total Metros	949,997
METRO AREAS		COUNTIES	
Daytona Beach	25,491	Alachua	21,890
Fort Lauderdale-Hollywood	89,889	Brevard	19,612
Fort Myers	14,537	Broward	89,889
Fort Pierce	17,685	Dade	214,667
Gainesville	21,890	Duval	122,270
Jacksonville	138,305	Escambia	41,857
Lakeland-Winter Haven	42,032	Gadsden	23,395
Melbourne-Titusville-Cocoa	19,612	Hillsborough	78,577
Miami	214,667	Lake	13,283
Orlando	76,968	Lee	14,537
Panama City	9,717	Leon	26,784
Pensacola	43,851	Manatee	11,166
Sarasota	8,359	Marion	18,910
Tallahassee	28,249	Orange	56,984
Tampa-St. Petersburg	134,849	Palm Beach	63,896
West Palm Beach-Boca Raton	63,896	Pinellas	52,441
		Polk	42,032
		St. Lucie	17,685
		Seminole	17,346
		Volusia	25,491
		Total Counties	972,718

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	451,382	Tampa-St. Petersburg	59,175
METRO AREAS		West Palm Beach-Boca Raton	13,793
Fort Lauderdale-Hollywood	15,411	Total Metros	387,596
Miami	299,217		

FLORIDA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

State Networks

Florida Growers Radio Network

Comprised of:
Non-Interconnected Stations

WTLN—Apopka
WAPR—Avon Park
WSBP—Chattahoochee
WKKX—De Land
WAKA—Gainesville
WQDI—Homestead
WFIV—Kissimmee
WDRR—Lake City
WIPC—Lake Wales
WNER—Live Oak
WCKC—Milton
WFUZ (FM)—Ocala
WMOP—Ocala
WOKC—Okeechobee
WPLA—Plant City
WCNH—Quincy
WAUC—Wauchula

Media Code 4 210 0018 3.00
Business Office—Walton Broadcasting Sales Corp., 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff ——— Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti
1 min.	92.00	90.25	85.00

30 sec: 80% of 1-min.
Adjacent to Farm or News programs 6-7:30 am and/or 11:30 am-1 pm.

(State Networks continued on page 208)

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Boca Raton—Palm Beach
Boynton Beach—Palm Beach
Bradenton—Manatee
Clearwater—Pinellas
Cocoa-Brevard
Coral Gables—Dade
Daytona Beach—Volusia
Delray Beach—Palm Beach
Dunedin—Pinellas
Fort Lauderdale—Broward
Fort Myers—Lee
Fort Pierce—St. Lucie
Fort Walton Beach—Okaloosa
Gainesville—Alachua
Hallandale—Broward
Hialeah—Dade
Hollywood—Broward
Jacksonville—Duval
Key West—Monroe
Lakeland—Polk
Lake Worth—Palm Beach
Largo—Pinellas
Melbourne—Brevard
Miami—Dade
Miami Beach—Dade
Miramar-Broward
North Miami—Dade
North Miami Beach—Dade
Oakland Park—Broward
Ocala—Marion
Orlando—Orange
Panama City—Bay
Pensacola—Escambia
Pinellas Park—Pinellas
Plantation—Broward
Pompano Beach—Broward
Riviera Beach—Palm Beach
St. Petersburg—Pinellas
Sarasota—Sarasota
South Miami—Dade
Tallahassee—Leon
Tampa—Hillsborough
Titusville—Brevard
West Palm Beach—Palm Beach
Winter Haven—Polk
Winter Park—Orange

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
FLORIDA STATE TOTALS	8,071.6	2,912.81	35,632,305	12,233	10.2	17.5	11.4	22.7	28.6	23,272,901	7,990	4,982,165	821,443	3,123,224	919,839	1,239,428	4,199,863	1,649,701	4,689.24	70.4	2,112,245
ALACHUA F-4	124.4	39.49	487,917	12,355	10.3	16.1	11.1	22.5	30.3	346,482	8,774	80,883	9,351	40,160	13,309	17,068	61,454	31,754	64.75	2.9	27,220
Gainesville	74.1	23.09	298,052	12,908	.....	.....	.....	.....	.....	269,637	11,678	65,250	7,845	36,967	12,336	14,771	55,596	20,881	.....	.....	.....
Gainesville Metro Area	124.4	39.49	487,917	12,355	10.3	16.1	11.1	22.5	30.3	346,482	8,774	80,883	9,351	40,160	13,309	17,068	61,454	31,754	64.75	.....	.....
BAKER F-4	10.3	2.65	29,475	11,123	10.7	16.8	11.3	23.1	27.7	19,061	7,193	5,500	726	264	313	674	3,377	1,807	6.27	1.1	8,789
BAY B-4†	85.8	28.46	304,034	10,683	10.5	20.9	13.5	23.3	21.3	232,208	8,159	54,809	7,705	35,567	9,016	13,310	53,775	20,690	48.33	.....	.....
Panama City	31.6	10.95	121,315	11,079	.....	.....	.....	.....	.....	192,720	17,600	45,232	6,065	33,167	8,326	12,651	51,345	15,008	.....	.....	.....
Panama City Metro Area	85.8	28.46	304,034	10,683	10.5	20.9	13.5	23.3	21.3	232,208	8,159	54,809	7,705	35,567	9,016	13,310	53,775	20,690	48.33	.....	.....
BRADFORD F-4	16.1	4.77	45,627	9,565	10.0	19.0	14.0	23.4	18.1	27,740	5,816	10,098	1,253	693	1,189	1,308	5,088	5,530	7.98	1.2	25,522
BREVARD G-7†	237.8	75.57	1,143,694	15,134	5.3	9.7	8.0	24.8	46.6	601,946	7,965	168,311	23,533	113,066	18,927	32,015	129,984	52,406	153.58	.2	9,115
Cocoa	17.2	5.67	64,360	11,351	.....	.....	.....	.....	.....	108,806	19,190	32,727	3,295	16,388	3,447	7,437	29,682	9,748	.....	.....	.....
Melbourne	45.0	14.47	187,112	12,931	.....	.....	.....	.....	.....	207,855	14,365	44,991	6,992	54,710	4,755	10,515	60,364	12,991	.....	.....	.....
Melbourne-Titusville-Cocoa Metro Area	237.8	75.57	1,143,694	15,134	5.3	9.7	8.0	24.8	46.6	601,946	7,965	168,311	23,533	113,066	18,927	32,015	129,984	52,406	153.58	.....	.....
Titusville	34.8	10.59	155,573	14,691	.....	.....	.....	.....	.....	97,980	9,252	32,537	4,499	18,554	1,790	4,614	19,297	8,297	.....	.....	.....
BROWARD H-9	813.5	309.50	4,359,172	14,085	8.5	15.2	11.4	24.8	33.4	2,365,973	7,645	494,484	73,690	325,914	89,315	125,948	424,765	139,345	504.85	.6	29,586
Fort Lauderdale	163.4	68.18	1,092,694	16,027	.....	.....	.....	.....	.....	1,051,246	15,419	152,765	26,591	209,237	50,598	65,785	258,343	51,271	.....	.....	.....
Fort Lauderdale-Hollywood Metro Area	813.5	309.50	4,359,172	14,085	8.5	15.2	11.4	24.8	33.4	2,365,973	7,645	494,484	73,690	325,914	89,315	125,948	424,765	139,345	504.85	.....	.....
Hallandale	36.8	16.63	162,361	9,763	.....	.....	.....	.....	.....	68,580	4,124	16,040	933	1,037	160	1,670	18,399	5,639	.....	.....	.....
Hollywood	135.0	52.43	714,259	13,623	.....	.....	.....	.....	.....	304,739	5,812	70,600	14,821	59,638	18,991	13,077	38,569	15,824	.....	.....	.....
Miramar	32.3	11.13	138,308	12,427	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Oakland Park	24.6	9.78	110,237	11,272	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Plantation	31.4	9.00	181,806	20,201	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pompano Beach	52.1	21.12	271,852	12,872	.....	.....	.....	.....	.....	245,534	11,626	46,970	5,421	7,710	9,496	10,844	71,328	17,371	.....	.....	.....
CALHOUN C-3	7.7	2.58	22,519	8,728	17.6	21.6	10.7	14.9	14.1	14,956	5,797	3,623	667	1,580	431	557	2,065	1,437	3.48	.6	4,617
CHARLOTTE F-8	36.4	16.31	150,429	9,223	17.1	23.6	12.0	17.5	18.5	70,138	4,300	20,018	3,870	4,391	659	4,286	11,483	5,197	23.18	.2	8,597
CITRUS F-5	31.8	13.02	100,711	7,735	18.3	24.9	11.3	15.1	12.8	45,012	3,457	13,037	1,556	1,281	490	756	4,682	5,511	18.69	.4	3,941
CLAY F-4	42.0	13.15	151,960	11,556	7.9	17.7	13.0	26.0	25.0	66,663	5,069	16,274	2,120	1,146	369	1,287	24,832	6,057	21.13	.7	21,145
COLLIER G-9	54.5	19.96	292,822	14,670	10.0	17.2	11.4	20.9	31.6	145,389	7,284	35,701	3,845	5,114	5,338	14,404	17,981	11,341	35.17	.....	.....
COLUMBIA F-4	27.8	9.02	97,055	10,760	10.3	17.5	12.2	22.0	24.5	80,405	8,914	19,517	1,546	2,526	2,861	3,294	15,639	16,114	14.81	2.1	19,822
DADE H-10†	1,420.2	512.40	7,080,723	13,819	8.1	14.8	10.6	23.4	35.2	4,676,976	9,128	947,553	161,212	683,555	250,411	269,311	729,372	257,988	835.82	1.0	91,167
Coral Gables	47.0	17.01	382,104	22,463	.....	.....	.....	.....	.....	213,465	12,549	30,519	9,282	11,370	24,801	15,362	63,004	8,765	.....	.....	.....
Hialeah	116.2	37.48	502,462	13,406	.....	.....	.....	.....	.....	236,414	6,308	76,739	10,844	42,624	4,844	18,889	17,528	23,356	.....	.....	.....
Miami	356.9	137.30	1,482,278	10,796	.....	.....	.....	.....	.....	1,469,457	10,703	340,461	58,757	298,295	74,409	158,169	261,414	76,364	.....	.....	.....
Miami Metro Area	1,420.2	512.40	7,080,723	13,819	8.1	14.8	10.6	23.4	35.2	4,676,976	9,128	947,553	161,212	683,555	250,411	269,311	729,372	257,988	835.82	.....	.....
Miami Beach	93.4	52.28	687,908	13,158	.....	.....	.....	.....	.....	388,948	7,440	86,655	25,458	26,331	86,360	8,402	34,766	16,515	.....	.....	.....
North Miami	38.1	15.59	231,259	14,834	.....	.....	.....	.....	.....	124,241	7,969	33,113	6,953	1,488	3,697	6,614	36,552	5,701	.....	.....	.....
North Miami Beach	36.9	14.71	185,582	12,616	.....	.....	.....	.....	.....	186,499	12,678	33,828	6,558	64,461	9,739	7,764	30,904	6,781	.....	.....	.....
South Miami	23.9	9.25	152,482	16,485	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
DE SOTO F-8	14.2	4.36	40,961	9,395	14.8	23.2	12.7	19.1	18.7	29,565	6,781	10,430	1,503	1,762	683	1,215	4,548	2,872	7.40	.6	19,990
DIXIE E-5†	6.1	2.04	16,725	8,199	15.2	23.7	12.1	17.4	14.5	10,162	4,981	3,786	288	506	394	736	1,346	1,901	2.80	.2	1,042
DUVAL G-4†	563.7	184.15	2,341,454	12,715	7.9	15.7	11.4	24.9	30.8	1,810,097	9,829	360,869	83,808	226,247	73,037	83,512	324,666	121,163	312.90	.4	20,139
Jacksonville	563.7	184.15	2,341,155	12,713	.....	.....	.....	.....	.....	1,810,097	9,829	360,869	83,808	226,247	73,037	83,512	324,666	121,163	.....	.....	.....
Jacksonville Metro Area	676.8	220.23	2,734,646	12,417	8.3	16.3	11.6	24.6	29.5	2,023,910	9,190	421,506	90,839	233,485	77,439	89,208	371,197	147,550	369.00	.....	.....
ESCAMBIA A-3†	220.7	69.40	831,946	11,988	9.0	17.1	12.6	25.2	26.0	507,970	7,319	116,884	17,955	93,619	22,900	32,305	124,188	40,070	118.42	1.4	12,647
Pensacola	60.9	21.13	254,877	12,062	.....	.....	.....	.....	.....	236,567	11,196	35,098	8,601	36,639	16,615	21,330	71,196	19,161	.....	.....	.....
Pensacola Metro Area	267.1	83.65	988,247	11,814	9.4	17.6	12.6	24.9	25.2	565,582	6,761	134,396	19,843	97,355	23,743	37,282	131,818	47,907	140.98	.....	.....
FLAGLER G-5	5.3	1.90	16,929	8,910	18.8	24.0	12.1	16.6	13.0	9,338	4,915	2,602	311	107	47	.....	1,791	2,255	5.28	.3	6,317
FRANKLIN C-4	7.5	2.76	18,803	6,813	20.3	22.1	10.2	13.5	10.4	9,982	3,617	4,228	634	649	178	161	275	1,483	2.96	.....	.....
GADSDEN D-3	39.5	9.77	83,352	8,531	17.1	21.5	11.8	17.7	15.1	64,557	6,608	19,264	1,861	2,870	3,901	5,391	13,372	6,232	11.36	1.7	55,345
GILCHRIST E-4	4.0	1.38	11,770	8,529	9.0	19.1	13.1	20.2	17.2	5,384	3,901	1,182	227	239	208	.....	355	212	2.18	1.1	6,499
GLADES G-8	3.8	1.23	11,591	9,424	13.2	28.3	14.0	16.4	18.8	5,655	4,598	2,868	147	297	.....	135	225	1,336	1.74	.5	18,163
GULF C-4	10.5	3.34	31,793	9,519	11.8	16.6	13.5	25.9	18.1	23,545	7,049	7,316	603	1,309	721	1,529	3,900	2,525	4.57	.1	621
HAMILTON E-3	8.2	2.64	22,277	8,438	13.9	18.4	11.6	19.2	16.4	16,944	6,418	4,814	421	476	369	505	3,429	6,213	3.04	1.2	9,857
HARDEE F-7	16.5	5.17	46,188	8,934	14.6	24.3	12.9	17.1	17.2	40,526	7,839	10,958	862	1,886	1,171	1,805	7,689	3,925	7.71	1.5	32,188
HENDRY G-8	13.5	4.39	46,508	10,594	12.8	21.7	11.9	20.7	22.3	31,619	7,203	7,639	533	2,332	541	843	7,493	3,909	8.06	.1	125,140
HERNANDO F-6	26.7	10.05	82,219	8,181	17.0	23.5	12.1	17.8	13.0	43,019	4,280	12,240	1,221	1,279	772	792	8,855	5,176	14.83	.6	32,803
HIGHLANDS G-7	36.7	13.82	120,349	8,708	16.8	23.0	12.1	17.0	16.0	87,054	6,299	24,318	3,354	3,686	2,555	2,409	16,582	8,978	20.54	1.3	44,245
HILLSBOROUGH F-7†	587.0	203.13	2,422,840	11,928	9.1	17.1	12.4	24.7	27.5	1,741,322	8,572	371,189	55,696	260,383	78,842	89,703	349,738	129,076	324.94	6.1	110,707
Tampa	308.6	112.99	1,316,317	11,650	.....	.....	.....	.....	.....	1,417,945	12,549	266,231	41,224	226,715	70,111	74,854	307,170	87,091	.....	.....	.....
Tampa-St. Petersburg Metro Area	1,371.3	541.02	5,971,663	11,038	11.9	19.1	12.0	22.2	25.3	4,152,299	7,675	800,038	145,240	624,645	139,544	206,573	748,838	268,740	781.96	.....	.....
HOLMES B-3	11.0	3.88	30,047	7,744	15.7	21.8	11.4	15.1	11.4	12,886	3,321	3,431	635	927	385	273	2,920	2,872	5.03	1.0	6,288
INDIAN RIVER H-7	41.4	15.11	156,046	10,327	11.8	19.7	11.7	21.4	23.1	111,229	7,361	31,409	3,053	4,892	3,636	3,697	18,166	11,408	27.98	.1	16,963
JACKSON C-3	34.9	11.15	95,768	8,589	15.1	18.0	11.1	18.5	16.4	67,971	6,096	18,267	2,320	5,412	3,189	3,128	11,318	7,569	15.98	2.6	32,632
JEFFERSON D-3	8.7	2.63	22,989	8,741	12.7	17.2	10.7	18.4	18.3	13,224	5,028	4,658	312	973	407	1,099	2,993	1,576	3.71	.6	7,757
LAFAYETTE E-4	3.0	1.07	9,479	8,859	14.4	22.4	12.1	16.2	17.9	3,402	3,179	1,422	259	95	202	.....	290	305	1.31	1.0	13,100
LAKE F-6	82.4	31.33	302,891	9,668	14.4	21.8	11.9	18.5	19.2	221,408	7,067	57,901	7,639	18,030	5,849	8,409	41,992	19,401	51.21	2.3	132,344
LEE F-8	143.5	54.63	602,170	11,023	11.4	18.7	12.1	22.5	24.7	428,342	7,841	81,933	14,406	81,310	11,686	22,818	73,382	26,824	81.56	.3	28,190
Fort Myers	34.6	12.47	135,453	10,862	.....	.....	.....	.....	.....	318,020	25,503	49,335	11,517	76,374	9,279	17,502	60,755	16,850	.....	.....	.....
Fort Myers Metro Area	143.5	54.63	602,170	11,023	11.4	18.7	12.1	22.5	24.7	428,342	7,841	81,933	14,406	81,310	11,686	22,818	73,382	26,824	81.56	.....	.....
LEON D-3	126.8	41.23	509,917	12,368	9.3	16.1	11.3	23.0	31.6	305,576	7,411	53,114	11,830	41,568	16,174	20,082	69,523	24,403	55.67	.7	5,907
Tallahassee	84.6	27.75	355,046	12,794	.....	.....	.....	.....	.....	280,597	10,112	42,159	11,139	39,639	15,714	19,017	68,572	19,967	.....	.....	.....
Tallahassee Metro Area	133.7	43.50	528,839	12,157	9.6	16.7	11.3	22.8	30.6	312,062	7,174	55,294	11,929	41,768	16,220	20,082	69,677	25,654	58.65	.....	.....
LEVY E-5	13.9	4.87	41,801	8,583	15.2	21.1	12.7	19.2	15.7	26,588	5,460	7,895	1,081	1,217	333	1,095	3,998	6,507	7.43	1.2	10,218
LIBERTY C-4	3.5	1.18	9,198	7,795	14.5	26.5	12.4	15.5	12.0	2,486	2,107	1,915	.....	.....	.....	128	.....	560	1.70	.3	40
MADISON E-3	13.5	4.28	39,771	9,292	13.1	16.5	10.3	18.7	19.8	23,852	5,573	7,845	543	1,261	670	1,083	3,907	3,548	5.65	2.4	16,302
MANATEE F-7	111.7	46.72	455,833	9,757	14.4	20.7	11.6	19.3	20.8	307,647	6,585	69,072	12,284	29,797	9,298	18,380	67,729	23,102	67.23	1.1	52,970
Bradenton	22.6	9.44	83,019	8,794	.....	.....	.....	.....	.....	178,714	18,932	31,059	2,871	21,265	6,921	15,062	53,818	10,853	.....	.....	.....
MARION F-5	89.4	30.77	304,387	9,892	13.0	20.7	11.8	19.7	20.7	251,330	8,168	53,618	6,900	29,358	8,186	9,438	39,739	31,302	51.89	2.6	52,145
Ocala	28.3	9.90	113,311	11,446	.....	.....	.....	.....	.....	199,419	20,143	38,571	6,107	26,840	7,697	6,925	36,511	18,581	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MARTIN H-8	38.5	14.85	150,099	10,108	13.4	19.2	12.3	21.7	19.9	80,928	5,450	19,677	2,959	3,414	2,075	4,507	11,374	8,384	25.01	1.3	44,929
MONROE G-9†	56.5	19.28	234,230	12,149	10.3	20.1	12.7	22.1	24.1	131,888	6,841	35,029	2,884	20,385	5,715	5,538	21,449	11.353	29.93	.2	.....
Key West	30.6	10.08	105,929	10,509	.....	.....	.....	.....	.....	93,288	9,255	23,307	1,861	18,765	4,376	4,033	19,253	5,890	.....	.....	.....
NASSAU F-3	24.7	7.71	79,434	10,303	10.2	17.5	13.6	26.7	21.6	49,459	6,415	13,760	1,210	3,202	831	642	5,371	9,604	11.14	.9	28,497
OKALOOSA B-3†	101.6	30.59	362,448	11,849	8.5	21.0	13.4	22.8	24.7	185,170	6,053	38,756	4,487	34,833	6,011	11,954	42,277	14,501	55.35	.7	4,481
Fort Walton Beach	23.9	7.23	94,808	13,113	.....	.....	.....	.....	.....	123,508	17,083	20,144	2,563	27,617	4,175	7,936	32,660	7,082	.....	.....	.....
OKEECHOBEE G-7	15.6	4.70	42,264	8,992	14.2	25.5	14.4	18.5	16.6	46,055	9,799	9,506	992	1,331	393	1,371	5,341	4,827	7.53	.9	63,459
ORANGE G-6†	417.2	140.54	1,899,416	13,515	8.8	16.6	11.6	24.4	31.1	1,555,689	11,069	276,024	49,117	243,400	41,688	77,636	301,939	100,016	273.38	2.1	110,402
Orlando	120.1	43.83	529,079	12,071	.....	.....	.....	.....	.....	822,803	18,773	124,128	22,353	189,754	27,647	48,632	210,603	49,749	.....	.....	.....
Orlando Metro Area	578.8	195.72	2,534,720	12,951	9.6	17.4	11.9	24.2	28.4	1,819,420	9,296	344,276	60,268	267,502	46,477	87,738	348.391	122,197	357.09	.....	.....
Winter Park	25.1	9.29	167,636	18,045	.....	.....	.....	.....	.....	149,141	16,054	31,593	7,287	28,004	8,455	10,182	36,776	8,034	.....	.....	.....
OSCEOLA G-6	34.7	13.39	131,908	9,851	16.2	22.0	11.7	19.0	15.7	69,445	5,186	22,068	2,542	2,224	1,657	1,397	15,201	6,233	21.67	.8	39,097
PALM BEACH H-8	426.6	161.25	2,310,882	14,331	9.1	15.6	11.1	22.9	33.1	1,238,677	7,682	286,519	47,001	139,042	70,720	87,235	219,971	73,878	271.81	1.8	265,857
Boca Raton	43.0	17.11	309,197	18,071	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Boynton Beach	23.8	9.45	100,797	10,666	.....	.....	.....	.....	.....	38,038	4,025	8,159	2,212	1,887	912	2,614	675	2,241	.....	.....	.....
Delray Beach	27.6	10.00	139,023	13,902	.....	.....	.....	.....	.....	124,030	12,403	23,278	3,256	1,398	7,879	6,304	52,101	5,550	.....	.....	.....
Lake Worth	25.5	12.15	119,768	9,857	.....	.....	.....	.....	.....	78,434	6,455	14,092	2,391	4,608	3,058	8,090	21,948	5,500	.....	.....	.....
Riviera Beach	25.3	8.77	92,769	10,578	.....	.....	.....	.....	.....	43,441	4,953	19,048	1,449	329	2,114	880	2,272	4,646	.....	.....	.....
West Palm Beach	59.9	24.83	306,878	12,359	.....	.....	.....	.....	.....	484,863	19,527	91,860	15,198	111,184	18,147	40,785	110,211	22,346	.....	.....	.....
West Palm Beach-Boca Raton Metro Area	426.6	161.25	2,310,882	14,331	9.1	15.6	11.1	22.9	33.1	1,238,677	7,682	286,519	47,001	139,042	70,720	87,235	219,971	73,878	261.81	.....	.....
PASCO F-6	120.3	51.18	377,558	7,377	22.2	23.1	11.4	14.3	10.7	206,821	4,041	55,969	7,531	6,665	3,757	6,619	21,070	18,082	65.88	2.9	88,003
PINELLAS E-7	664.0	286.71	3,171,265	11,061	12.1	19.3	12.0	22.0	26.7	2,204,156	7,688	372,880	82,013	357,597	56,945	110,251	378,030	121,582	391.14	.4	10,464
Clearwater	73.1	31.83	358,919	11,276	.....	.....	.....	.....	.....	419,278	13,172	69,100	14,529	76,963	15,846	23,641	110,102	22,278	.....	.....	.....
Dunedin	25.3	12.14	112,060	9,231	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Largo	42.3	17.89	149,106	8,335	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pinellas Park	35.2	12.89	113,067	8,772	.....	.....	.....	.....	.....	40,573	3,148	8,824	1,060	621	67	6,052	3,155	7,449	.....	.....	.....
St. Petersburg	266.3	114.99	1,222,238	10,629	.....	.....	.....	.....	.....	964,705	8,389	151,384	33,964	220,151	31,314	47,095	192,120	48,576	.....	.....	.....
Tampa-St. Petersburg Metro Area	1,371.3	541.02	5,971,663	11,038	11.9	19.1	12.0	22.2	25.3	4,152,299	7,675	800,038	145,240	624,645	139,544	206,573	748,838	268,740	781.96	.....	.....
POLK F-7	257.5	88.30	937,287	10,615	11.0	19.2	13.0	23.3	22.7	744,173	8,428	177,707	25,841	84,673	25,079	34,372	134,891	64,153	153.58	2.5	123,514
Lakeland	46.3	17.06	197,225	11,561	.....	.....	.....	.....	.....	307,843	18,045	62,005	10,020	65,365	12,084	15,326	60,027	16,084	.....	.....	.....
Lakeland-Winter Haven Metro Area	257.5	88.30	937,287	10,615	11.0	19.2	13.0	23.3	22.7	744,173	8,428	177,707	25,841	84,673	25,079	34,372	134,891	64,153	153.58	.....	.....
Winter Haven	16.4	6.23	75,113	12,057	.....	.....	.....	.....	.....	130,939	21,017	36,038	5,889	9,258	5,717	7,780	32,230	7,336	.....	.....	.....
PUTNAM F-5	39.3	13.30	129,445	9,733	12.5	19.3	11.9	20.9	20.0	87,723	6,596	26,441	4,428	6,540	2,798	3,988	16,940	8,449	20.15	.8	23,030
ST. JOHNS G-4	36.1	12.57	132,323	10,527	13.6	20.8	12.0	18.2	20.6	78,630	6,255	25,103	2,975	2,626	2,889	3,093	12,951	8,919	17.56	.2	23,362
ST. LUCIE H-7	59.1	20.94	196,343	9,376	14.1	19.7	11.3	19.8	20.4	194,639	9,295	43,099	3,951	20,079	6,663	10,010	46,755	15,251	35.76	.2	42,023
Fort Pierce	33.8	11.75	104,184	8,867	.....	.....	.....	.....	.....	148,747	12,659	32,269	3,142	16,330	6,012	8,578	42,699	11,388	.....	.....	.....
Fort Pierce Metro Area	59.1	20.94	196,343	9,376	14.1	19.7	11.3	19.8	20.4	194,639	9,295	43,099	3,951	20,079	6,663	10,010	46,755	15,251	35.76	.....	.....
SANTA ROSA A-3†	46.4	14.25	156,301	10,968	11.2	18.9	13.2	23.6	21.4	57,612	4,043	17,512	1,888	3,736	843	4,977	7,630	7,837	22.56	1.3	11,258
SARASOTA F-8	154.1	65.73	771,381	11,736	12.5	18.0	10.9	20.2	27.1	501,488	7,630	102,130	19,392	72,876	23,392	38,552	93,806	30,593	108.70	.5	12,862
Sarasota	46.7	19.96	250,494	12,550	.....	.....	.....	.....	.....	329,541	16,510	64,271	13,800	66,567	18,438	27,332	46,721	17,709	.....	.....	.....
Sarasota Metro Area	154.1	65.73	771,381	11,736	12.5	18.0	10.9	20.2	27.1	501,488	7,630	102,130	19,392	72,876	23,392	38,552	93,806	30,593	108.70	.....	.....
SEMINOLE G-6†	126.9	41.79	503,396	12,046	10.7	17.5	12.8	25.6	23.8	194,286	4,649	46,184	8,609	21,878	3,132	8,705	31,251	15,948	62.04	1.2	5,150
SUMTER F-6	18.5	6.16	49,284	8,001	13.9	22.2	11.0	16.9	14.4	30,252	4,911	7,587	1,117	962	284	780	1,630	11,285	8.72	1.1	15,917
SUWANNEE E-4	16.1	5.36	60,783	11,340	12.8	18.2	10.7	18.6	21.3	54,523	10,172	11,141	2,220	1,701	1,836	2,436	14,176	6,376	8.78	2.5	25,891
TAYLOR E-4	14.6	4.84	49,650	10,258	11.9	17.6	10.1	19.3	24.4	32,424	6,699	10,457	1,197	995	1,858	1,102	4,429	5,958	6.44	.4	1,658
UNION F-4	9.2	1.98	17,176	8,675	9.8	21.3	14.3	21.6	18.6	7,687	3,882	2,380	413	630	.....	189	327	1,187	2.37	.4	8,033
VOLUSIA G-5	202.7	79.98	774,736	9,687	13.9	20.4	11.7	19.8	21.4	562,292	7,030	141,201	25,266	64,472	20,461	27,250	116,726	46,298	121.02	1.5	26,695
Daytona Beach	54.2	21.50	195,347	9,086	.....	.....	.....	.....	.....	318,449	14,812	48,649	12,121	52,317	16,491	13,824	89,550	18,068	.....	.....	.....
Daytona Beach Metro Area	202.7	79.98	774,736	9,687	13.9	20.4	11.7	19.8	21.4	562,292	7,030	141,201	25,266	64,472	20,461	27,250	116,726	46,298	121.02	.....	.....
WAKULLA D-4	6.9	2.27	18,922	8,336	14.7	22.1	13.6	20.1	13.7	6,486	2,857	2,180	99	200	46	.....	154	1,251	2.98	.1	713
WALTON B-3	16.6	5.82	52,268	8,981	13.8	19.5	10.9	17.8	18.3	29,354	5,044	9,542	1,172	1,240	1,141	1,146	6,813	3,380	7.73	.6	10,432
WASHINGTON B-3	12.0	4.06	31,366	7,726	16.8	20.4	10.2	14.8	12.9	17,415	4,289	6,438	379	779	663	789	1,055	2,476	4.89	.8	6,438

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

FLORIDA

State Networks—Continued

Florida Quality Broadcasting Corporation

Comprised of:

Non-Interconnected Stations

WNDB—Daytona Beach
WDNJ (FM)—Daytona Beach
WDBF—Delray Beach
WGGG—Gainesville

Media Code 4 210 0035 7.00
Sales office: Box 1420, Delray Beach, Fla. 33444 Phones 305-833-1420, 278-1420.

1. PERSONNEL
President—Victor M. Knight.
Vice-President/Administration—Elsie Mercer.
Vice-President/National Sales—Elliott Harris.

4. AGENCY COMMISSION.
15%.

TIME RATES
Eff————Rec'd 12/10/73.

	1 min	30 sec	15 sec
All stations	29	22	18

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 210 0003 7.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

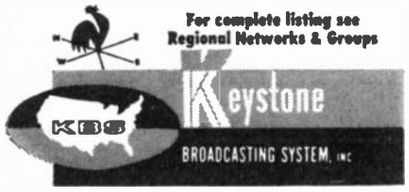
FLORIDA STATE GROUP

Comprised of:

WAPG—Arcadia
WWJB—Brooksville
WLQH—Chiefland
WBGC—Chipley
WTAN—Clearwater
WKKO—Cocoa
WCNU—Crestview
WGTX—De Funiak Springs
WETO—De Land
WYHI—Fernandina Beach
WINK—Fort Myers
WAKA—Gainesville
WKEM—Immokalee
WYSE—Inverness
WBIX—Jacksonville Beach
WKWF—Key West
WGRO—Lake City
WIPC—Lake Wales
WLIZ—Lake Worth
WLBE—Leesburg
WNER—Live Oak
WMAF—Madison
WTOT—Marianna
WMOP—Ocala
WOKC—Okeechobee
WTLN—Apopka
WSUZ—Palatka
WDLP—Panama City
WIFA—Pensacola
WGKR—Perry
WPLA—Plant City
WJOE—Port St. Joe
WCNH—Quincy
WFOY—St. Augustine
WTRR—Sanford
WKXY—Sarasota
WJCM—Sebring
WPXE—Starke
WMEN—Tallahassee
WHBO—Tampa
WAUC—Wauchula
WVCF—Windermere

	1 min	30 sec
All stations	185	148

Less than full state list may be purchased. (D)



APOPKA (1 AM; 1 FM)

Orange County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WTLN
1964

Media Code 4 210 0135 5.00
WTLN, Box 2448, Orlando, Fla. 32802. Phone 305-889-2505.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas H. Moffit.

3. FACILITIES
5,000 w. days; 1520 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WTLN-FM.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Contemporary Network.
Member: Florida Growers Radio Network.

TIME RATES
Eff 2/1/71—Rec'd 2/12/71.

6. SPOT ANNOUNCEMENTS

	10x	30x	60x	100x	260x
1 min	8.00	7.60	7.20	6.80	6.00
30 sec	6.00	5.60	5.20	4.80	4.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
1 min. 1000 spots per annum 5.00
30 sec. 1800 spots per annum 3.50

WTLN-FM
1960

Media Code 4 210 0136 3.00
WTLN-FM, Box 2448, Orlando, Fla. 32802. Phone 305-889-2505.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.:————
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WTLN.

TIME RATES
Rates are identical to WTLN. See that listing.

ARCADIA

De Soto County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WAPG
1955

Subscriber to the NAB Radio Code

Media Code 4 210 0100 1.00
Arcadia-Punta Gorda Broadcasting Co., Inc., Box 632, W. Asbury St., Arcadia, Fla. 33821. Phone 813-494-2426.

STATION'S PROGRAMMING DESCRIPTION
WAPG, MUSIC: Top 40; rock & country.

1. PERSONNEL
Pres. & Gen'l Mgr.—Murray Benton.

3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 12/1/74—Rec'd 11/25/74.

6. SPOT ANNOUNCEMENTS
90 DAYS:

	125+	100 ti	75 ti	50 ti	30 ti	15 ti	1 ti
1 min	2.07	2.20	2.41	2.55	2.76	2.89	3.10
30 sec	1.38	1.51	1.72	1.86	2.07	2.20	2.41

ARLINGTON

Duval County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Jacksonville
(including Arlington, Atlantic Beach, Jacksonville Beach)

ATLANTIC BEACH

Duval County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Jacksonville
(including Arlington, Atlantic Beach, Jacksonville Beach)

AUBURNDALE

Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WTWB
1956

Media Code 4 210 0270 0.00
L. M. Hughey, P. O. Box 7, Auburndale Fla. 33823. Phone 967-1570.

1. PERSONNEL
Station Manager—Richard W. Boyce.

3. FACILITIES
5,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15% on time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/68—Rec'd 1/5/68.

7. PACKAGE PLANS
WEEKLY PACKAGES

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	2.80	2.60	2.40	2.20	2.00
30 sec	2.00	1.90	1.70	1.60	1.50

MONTHLY PACKAGES

PER MO:	100 ti	120 ti	150 ti
1 min	2.00	1.90	1.80
30 sec	1.50	1.40	1.30

AVON PARK

Highlands County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WAPR
1970

Media Code 4 210 0313 5.00
Avon Electronic Services, Inc., Box 1390, 1390 Lake Pioneer Dr., Avon Park, Fla. 33825. Phone 813-453-3139.

STATION'S PROGRAMMING DESCRIPTION
WAPB: Modern country, demographic 18-49.

1. PERSONNEL
General Manager—Chuck Shane.
Sales Manager—Jerry Kiefer.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
David Carpenter Company, Inc.

3. FACILITIES
1,000 w.; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Entertainment Network.
Member: Florida Growers Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 5/12/75.

6. SPOT ANNOUNCEMENTS

PER MO:	10 ti	52 ti	100 ti
1 min	2.50	2.40	2.15
30 sec	2.00	1.75	1.50
15 sec	1.50	1.40	1.20

Edited by Jerry Kiefer.

BARTOW (2 AM)

Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBAR
1953

Media Code 4 210 0360 9.00
WBAR, Inc., Box 820, Bartow, Fla. 33830. Phone 813-533-8021.

STATION'S PROGRAMMING DESCRIPTION
WBAR: Format of Country Music.

1. PERSONNEL
Managing Partner—Jim Miles.

3. FACILITIES
1,000 w. days; 1460 kc.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 11/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	10x	52x	78x	156x	312x	624x
45 sec	5.00	4.00	3.50	3.00	2.75	2.50
30 sec	4.00	3.50	3.00	2.75	2.50	2.25
15 sec	2.50	2.20	2.00	1.80	1.60	1.50

1 min: Extra 20%.

WPUL
1960

Media Code 4 210 0380 7.00
Trans-Florida Radio, Inc., Drawer 1433, N. Hwy. 17, Bartow, Fla. 33830. Phone 813-533-9093.

STATION'S PROGRAMMING DESCRIPTION
WPUL: Modern country music.

1. PERSONNEL
General Manager—LeRoy Bradley.

3. FACILITIES
1,000 w.; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract

TIME RATES
Eff————Rec'd 10/29/73.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Fri sign-on-9 am & 3:30 pm-sign-off; Sat & Sun 8-10 am & 3 pm-sign-off.

	1 min		30 sec		15 sec	
	ROS	AA	ROS	AA	ROS	AA
1 x	5.00	5.75	3.75	4.30	2.50	2.85
101 x	4.35	5.00	3.10	3.55	1.90	2.20
500-1000 x	3.75	4.30	2.50	2.85	1.55	1.80

40% of ROS guaranteed in AA.

BELLE GLADE (1 AM; 1 FM)

Palm Beach County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WSWN
1947

Media Code 4 210 0405 2.00
Seminole Broadcasting Co., Inc., Box 786, State Rd. 715, Belle Glade, Fla. 33430.

1. PERSONNEL
General Manager—Marvin Smith.

2. REPRESENTATIVES
Gill-Perna, Inc.
Stars, Inc.
South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Rates effective July 1, 1965.
Rates received June 28, 1965.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 min	30 sec
1 x	8.95	6.40
26 x	8.65	6.20
52 x	8.30	5.80
65 x	8.00	5.65
130 x	7.70	5.30
156 x	7.35	4.85
260 x	7.00	4.60
312 x	6.65	4.25
520 x	6.30	3.95

7. PACKAGE PLANS

1 minute:	Per week		
Weekly:	13 wks.	26 wks.	52 wks.
6 times	48.00	45.50	90.00
12 times	87.00	78.00	60.00
18 times	117.00	108.00	90.00
24 times	138.00	120.00	101.00
30 times	150.00	153.00	126.00

10. SPECIAL FEATURES

6 minute newscasts:	Per week		
Weekly:	13 wks.	26 wks.	52 wks.
15 times	165.00	146.25	127.50
25 times	243.75	212.50	181.25
50 times	438.00	362.50	300.00
10 seconds (12 words):			
25 times	100.00	75.00	62.50
50 times	150.00	125.00	87.50

WSWN-FM
1965

Media Code 4 210 0406 6.00
Seminole Broadcasting Co., Inc., Box 786, 2001 State Rd. 715, Belle Glade, Fla. 33430. Phone 305-996-2062.
See affiliated AM station for additional information.

3. FACILITIES ERP 3,000 w.; 93.5 mc. Stereo.
Operating schedule: 8 am-10:15 pm. EST.
Antenna ht.: 255 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to WSWN. See that listing.

BLOUNTSTOWN

Calhoun County—Map Location C-4
See SRDS consumer market map and data at beginning of the State

WKMK
1962

Media Code 4 210 0450 6.00
Calhoun Broadcasting Corp., Blountstown, Fla. 32424. Phone 904-674-5403.

1. PERSONNEL
General Manager—Richard H. Tate.

3. FACILITIES
1,000 w.; 1,000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 7/26/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	3.15	3.00	2.85	2.70	2.55
30 sec	2.00	1.90	1.80	1.70	1.60
	156x	208x	260x	312x	365x
1 min	2.40	2.25	2.10	1.95	1.80
30 sec	1.50	1.40	1.30	1.25	1.20

BOCA RATON (1 AM; 1 FM)

Palm Beach County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WSBR
1965

Media Code 4 210 0485 3.00
Burbach Radio, Inc., Box WSBR, Boca Raton, Fla. 33432. Phone 305-391-7400.

STATION'S PROGRAMMING DESCRIPTION
WSBR: Programmed for broad general audience. MUSIC: MOR — for wide adult age range. NEWS: at :60. SPECIAL FEATURES: Beach reports, marine weather & community calendar. Contact Representative for further details. Rec'd 5/15/72.

1. PERSONNEL
General Manager—Dave Freedman.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
1,000 w.; 740 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES
No. 4 Eff 3/15/72—Rec'd 3/6/72.

6. SPOT ANNOUNCEMENTS

	1x	51x	101x	251x	501x	1001x
1 min	9.30	8.50	7.55	6.70	5.25	4.95
30 sec	6.10	5.35	4.70	4.10	3.50	2.90
15 sec	3.65	3.20	2.85	2.30	1.90	1.45

10. SPECIAL FEATURES
Spectacular—8 1-min spots per day, 8 days 388.
5-min news—1-min plus 2.00.
Features—1-min plus 1.00.
Fixed traffic times—applicable spot rate plus 1.00.
Edited by Audrey Frederick.

WWOG (FM)
1965

Media Code 4 210 0540 8.00
WWOG, Inc., Box 1297, Boca Raton, Fla. 33432. Phone 305-395-7515.

1. PERSONNEL
Pres. & Sta. Mgr.—Homer Akers.
General Sales Manager—Jack Ivan.

3. FACILITIES ERP 100,000; 99.9 mc. Stereo.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time: 15th of month.

TIME RATES
Eff 10/1/73—Rec'd 9/21/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	250x	500x	1000x
1 min	12.00	10.00	9.00	8.50	7.00
30 sec	9.00	8.50	8.00	7.50	6.00

7. PACKAGE PLANS

5 PER DAY:	1 min	30 sec
10 consec days	599	499
3 consec days	185	150

BONITA SPRINGS

Lee County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WLEQ

1974
Media Code 4 210 0551 3.00
Jerome Broadcasting Corp., The Scott Bldg., Fort Myers, Fla. 33901. Phone 813-334-1996.
STATION'S PROGRAMMING DESCRIPTION
WLEQ: Programmed for adults 18-49.
1. PERSONNEL
Pres. & Gen'l Mgr.—C. J. Jones, Jr.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
ERP 3,000 w.; 95.9. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——— Rec'd 10/1/74.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	10.50	5.50	4.00

7. PACKAGE PLANS

	1 min	30 sec
30 ti/1 wk	5.00	3.50
30 ti/13 wk	3.50	2.25

BOYNTON BEACH

Palm Beach County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See West Palm Beach
(including Boynton Beach, Lake Worth, Palm Beach and Riviera Beach)

BRADENTON

Manatee County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

See Sarasota-Bradenton

BROOKSVILLE

Hernando County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WWJB

1958
Media Code 4 210 0563 6.00
Hunter-Knight Broadcasting, Inc., 31 S. Main St., Brooksville, Fla. 33512. Phone 904-796-7372.
Mailing address: Box 1507, Brooksville, Fla. 33512.
STATION'S PROGRAMMING DESCRIPTION
WWJB: Programmed for general audiences.
1. PERSONNEL
Pres. & Gen'l Mgr.—Phil Knight.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 4/26/74.
7. PACKAGE PLANS
WEEKLY SATURATION PLAN

Ti:	100	70	50	40	30	20	10	5	1
1 min	3.90	3.50	3.70	3.90	4.10	4.30	4.50	4.70	5.00
30 sec	2.30	2.50	2.70	2.90	3.10	3.30	3.50	3.70	4.00
10 sec	1.70	2.00	2.20	2.30	2.40	2.50	2.60	2.70	2.80

BULK SATURATION PLAN

	1000x	500x	300x
1 min	2.90	3.10	3.80
30 sec	2.10	2.30	2.70

CHATTAHOOCHEE

Gadsden County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WSBP

1963
Media Code 4 210 0585 1.00
Roscoe Fleetwood, dba radio station WSBP, Box 814, Chattahoochee, Fla. 32324. Phone 904-663-2333.
1. PERSONNEL
General Manager—Roscoe Fleetwood.
2. FACILITIES
1,000 w.; 1580 kc. Non-directional; clear channel.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Florida Growers Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/71—Rec'd 2/24/73.
6. SPOT ANNOUNCEMENTS
GUARANTEED TIMES

	1x	52x	104x	260x	312x
1 min	5.00	4.50	4.00	3.50	2.75
30 sec	4.50	4.00	3.50	3.00	2.25

7. PACKAGE PLANS
ROS WEEKLY PACKAGES

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	3.50	3.00	2.50	2.25	2.00
30 sec	3.20	2.50	2.00	1.75	1.50

CHIEFLAND

Levy County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WLQH

1965
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 0605 7.00
White Construction Co., Box 99, Chiefland, Fla. 32626. Phone 904-493-4940, 493-4011.
STATION'S PROGRAMMING DESCRIPTION
WLQH: Programmed for general interest.
1. PERSONNEL
General Manager—Norma Schossler.
3. FACILITIES
500 w.; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 5/1/72—Rec'd 6/29/72.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti	40 ti	60 ti	80+
1 min	3.00	2.85	2.70	2.55	2.40	2.25	2.10
30 sec	2.00	1.90	1.80	1.70	1.60	1.50	1.40
10 sec	1.50	1.40	1.35	1.25	1.20	1.10	1.00

CHIPLEY

Washington County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WBGC

1956
RAB
Media Code 4 210 0630 5.00
Sunny Hills of Chipley, Inc., S. Blvd. Ext., Chipley, Fla. 32428. Phone 904-638-0234.
1. PERSONNEL
General Manager—Homer L. Rhoden.
2. REPRESENTATIVES
Michael Fulford Company, Inc.
3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 5:30 am-10 pm. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 8/19/74.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti	40 ti	60 ti	80+
1 min	3.75	3.56	3.38	3.19	3.00	2.81	2.63
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10
10 sec	1.88	1.78	1.69	1.60	1.50	1.41	1.32

*CONTRACT:

	156x	260x	365x	730x	1095x	1460x	2190x
1 min	2.63	2.44	2.25	2.06	1.69	1.50	1.38
30 sec	2.10	1.95	1.80	1.65	1.35	1.20	1.10
10 sec	1.32	1.22	1.13	1.03	.85	.75	.69

5:30-10 am: 1 x rate; no frequency discount.
Specified time: 1 ti rate.
(*) Not combinable; subject to short rate.
Edited by Homer L. Rhoden.

CLEARWATER

Pinellas County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Largo, Penillas Park)

CLERMONT

Lake County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WWFL

1962
Media Code 4 210 0675 0.00
WWFL, Inc., Box 948, 723 Montrose St., Clermont, Fla. 32711. Phone 904-394-2177. Studio phone 394-2606.
1. PERSONNEL
Pres. & Gen'l Mgr.—George D. Williams.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 4/1/75—Rec'd 5/9/75.
6. SPOT ANNOUNCEMENTS
GUARANTEED TIMES

	1x	6x	26x	52x	104x	156x	260x	365x	520x
1 min	6.00	5.75	5.50	5.40	5.15	5.00	4.85	4.65	4.50
30 sec	5.25	5.00	4.85	4.70	4.60	4.50	4.40	4.30	4.20

Edited by George D. Williams.

COCOA-COCOA BEACH

(4 AM; 3 FM)
Brevard County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCKS (FM)

1962
COCOA BEACH
Media Code 4 210 0690 9.00
Radio WCKS, Box 520, Cocoa Beach, Fla. 32931. Phone 305-783-9257.
STATION'S PROGRAMMING DESCRIPTION
WCKS (FM): Modern MOR.
1. PERSONNEL
Manager—Lee Roberson.
3. FACILITIES
ERP 100,000 w.; 101.1 mc. Stereo.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15% net time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 2 Eff 6/1/72—Rec'd 6/16/72.
6. SPOT ANNOUNCEMENTS

PER YR:	365x	730x	1095x
1 min	4.00	3.75	3.50
30 sec	3.50	3.25	3.00

7. PACKAGE PLANS
PER WK, EA:

	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
1 min	6.00	5.85	5.65	5.50	5.35	5.25
30 sec	5.00	4.85	4.65	4.50	4.35	4.25
PER MO, EA:			30 ti	60 ti	90 ti	120 ti
1 min			4.50	4.35	4.20	4.00
30 sec			4.00	3.85	3.70	3.50

WEZY

1957
COCOA
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 0720 4.00
WEZY, Inc., Box 2029, 308 Forrest Ave., Cocoa, Fla. 32922. Phone 305-636-4411.
STATION'S PROGRAMMING DESCRIPTION
WEZY: MUSIC: Contemporary MOR.
1. PERSONNEL
Pres. & Gen'l Mgr.—Ted H. Taylor.
Sta. & Sales Mgr.—Duane Hartung.
Program Director—Glenn Hill.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w.; 1350 kc. Directional nights.
Operating schedule: 24 hour daily. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 1/1/74—Rec'd 3/10/75.
AA—5-9 am & 3-7 pm.
A—9 am-3 pm & 7-11 pm.
R—11 pm-5 am.
6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AA	ROS	A	AA	ROS	A
10 ti	4.80	4.20	3.90	3.80	3.25	3.00
20 ti	4.50	3.90	3.60	3.50	2.95	2.70
30 ti	4.20	3.60	3.30	3.20	2.65	2.40
40 ti	3.90	3.30	3.00	2.90	2.35	2.10
PER MO:						
40 ti	4.30	3.75	3.50	3.30	2.90	2.70
80 ti	4.00	3.45	3.20	3.00	2.60	2.40
120 ti	3.80	3.25	3.00	2.80	2.40	2.20
160 ti	3.60	3.05	2.80	2.60	2.20	2.00
PER YR:						
260 x	4.10	3.60	3.40	3.20	2.85	2.70
520 x	3.80	3.35	3.10	2.90	2.55	2.40
780 x	3.60	3.15	2.90	2.70	2.35	2.20
1040 x	3.40	2.95	2.70	2.50	2.15	2.00

B: 30% of A.
30 sec: 60% of 1-min. 10 sec: 40% of 1-min.

WEZY-FM

1965
COCOA
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 0721 2.00
WEZY, Inc., Box 2029, 308 Forrest Ave., Cocoa, Fla. 32922. Phone 305-636-4411.
See affiliated AM station for additional information.
1. PERSONNEL
Production Director—Bonnie Ezzell.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: ——ft. above average terrain.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/74—Rec'd 6/3/74.
6. SPOT ANNOUNCEMENTS

CONTRACT:	—1 wk—		—14 wk—		—27-52 wk—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	10.00	8.00	9.00	7.20	8.10	6.50
6 ti	8.00	6.00	7.20	5.40	6.50	4.85
11 ti	7.00	5.50	6.30	4.95	5.70	4.45
16 ti	6.50	5.00	5.85	4.50	5.25	4.05
21-25 ti	6.00	4.50	5.40	4.05	4.85	3.65

WKKO

1952
COCOA
Media Code 4 210 0765 9.00
EMCOM ASSOCIATES LTD., Box 3188, Cocoa, Fla. 32922. Phone 305-636-2411.
1. PERSONNEL
Pres. & Gen'l Mgr.—H. W. Maschmeier.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days; 960 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
TIME RATES
Eff ——— Rec'd 7/23/71.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—All other times (ROS).
6. SPOT ANNOUNCEMENTS

	—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec
5 ti	9.00	6.30	9.00	5.00
10 ti	8.00	5.00	7.00	4.00
15 ti	7.00	4.80	6.00	4.30
25 ti	6.00	4.20	5.00	3.50

10. SPECIAL FEATURES
NEWS, HEADLINES, SPORTS, & WEATHER

	50 ti	100 ti	200 ti	300 ti	500 ti
News	12.00	11.50	11.00	10.00	9.00
Headlines	9.50	9.00	8.50	8.00	7.30
Sports-Weather	9.00	8.50	8.00	7.00	6.00

WRKT

1962
COCOA BEACH
Alan Torbet Associates, Inc.
RAB
Media Code 4 210 0780 8.00
Bucks County Radio News, Inc., Box 3845, Cocoa, Florida 32922 Phone 305-632-1300
STATION'S PROGRAMMING DESCRIPTION
WKRT: Contemporary rock.
1. PERSONNEL
Pres. & Gen'l Mgr.—Chet Pike.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
TIME RATES
No. 11 Eff 1/1/75—Rec'd 12/16/74.
AAA—5-9 am & 2-6 pm.
AA—9 am-2 pm.
A—6 pm-5 am.
6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	8.95	5.85	7.20	4.70	5.75	3.75
12 ti	7.30	4.75	5.85	3.80	4.70	3.05
24 ti	6.85	4.45	5.45	3.45	4.35	2.85
36 ti	6.40	4.20	5.15	3.35	4.15	2.70
48 ti	5.95	3.85	4.75	3.10	3.80	2.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—20%
Rateholder: minimum 5 spots per wk.
Edited by Chet Pike.

WRKT-FM

1962
COCOA BEACH
Alan Torbet Associates, Inc.
RAB
Media Code 4 210 0781 8.00
Bucks County Radio News, Inc., Box 3845, Cocoa, Fla. 32922. Phone 305-632-1300.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WRKT-FM: Standards.
3. FACILITIES
ERP 30,000 w.; 104.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: ——— ft. above average terrain.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/1/74—Rec'd 11/1/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Sun 7 pm-1 am.
6. SPOT ANNOUNCEMENTS

	—1 min—			—30 sec—		
PER WK:	AAA	AA	A	AAA	AA	A
1 ti	8.00	7.35	7.00	6.00	5.50	5.25
6 ti	7.35	6.65	6.35	5.50	5.00	4.75
12 ti	6.65	6.00	5.65	5.00	4.50	4.25
18 ti	6.00	5.35	5.00	4.50	4.00	3.75
24 ti	5.35	4.65	4.35	4.00	3.50	3.25
30+	4.65	4.00	3.65	3.50	3.00	2.75

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%
Rateholder: Minimum 3 spots per wk for CWD.
7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.25	5.75	5.20	4.55	3.85
30 sec	4.85	4.35	3.85	3.35	2.85

(This listing continued on next page)

Cocoa-Cocoa Beach—WRKT-FM—Cont'd

10. SPECIAL FEATURES
News, AAA ..... 7.75 News, AA 7.25
Minimum 1 per day/6 days per wk/7 consec wks.
Contributes to spot frequency; CWD applies.

WWBC
1964
COCOA

Media Code 4 210 0810 3.00
Astro Enterprises, Inc., Box 493, 228 Forrest Ave., Cocoa, Fla. 32923. Phone 305-632-1400.
STATION'S PROGRAMMING DESCRIPTION
WWBC: Programmed for young and middle aged adults.
1. PERSONNEL
General Manager—John Fox.
3. FACILITIES
250 w. days; 1510 kc.
Operating schedule: Sunrise to local sunset. EST.
4. AGENCY COMMISSION
15% on net time only; no cash discounts.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Rates effective————.
Bates received August 10, 1964.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
52 ti	4.00	3.25	2.70
104 ti	3.65	2.85	2.05
156 ti	3.30	2.55	1.85
260 ti	2.90	2.30	1.70
312 ti	2.55	2.10	1.50

7. PACKAGE PLANS
ROS 1-MINUTE PACKAGES
(Must be used within 7 days)
10 ti ..... 40.00 50 ti 145.00
20 ti ..... 70.00 100 ti 275.50
30 ti 97.50
ROS 30-SECOND PACKAGES
(Must be used within 30 days)
10 ti ..... 32.50 50 ti 120.00
20 ti ..... 55.00 100 ti 200.00
30 ti 78.00

COCOA BEACH
Brevard County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.
See Cocoa-Cocoa Beach

CORAL GABLES
Dade County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.
See Miami-Miami Beach
(including Coral Gables, Hioleah)

CRESTVIEW (2 AM; 1 FM)
Okaloosa County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WAAZ (FM)
1965
Subscriber to the NAB Radio Code
Media Code 4 210 0945 7.00
Crestview Broadcasting Company, Box 1055, Crestview, Fla. 32536. Phone 905-682-4623.
See affiliated AM station for additional information.
AM facilities: WJSB.
3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 504 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
————
Rates are identical to WJSB. See that listing.

WCNU
1948
NAB
Subscriber to the NAB Radio Code
Media Code 4 210 0990 3.00
Gulf Shores Broadcasting Co., Box 518, Crestview, Fla. 32536. Phone 904-682-2330.
1. PERSONNEL
General Manager—Jerry W. Milligan.
3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5 GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
No. 4 Eff 9/1/73—Rec'd 8/30/73.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	260x	312x	600x	1200x
1 min	4.00	3.75	3.50	3.00	2.75	2.35	2.00
30 sec	3.25	3.00	2.75	2.35	2.10	1.85	1.55

WJSB
1954
NAB
Subscriber to the NAB Radio Code
Media Code 4 210 1035 6.00
Crestview Broadcasting Co., Inc., Box 267 W. 1st St., Crestview, Fla. 32536. Phone 904-682-4623.
1. PERSONNEL
Mgr. & Farm Dir.—Jim Whitaker.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WAAZ (FM).
Affiliated with CBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/73—Rec'd 5/8/72.
6. SPOT ANOUNCEMENTS

	1x	52x	156x	240x	320x	400x	480x
1 min	4.60	4.40	4.20	4.00	3.80	3.60	3.40
30 sec	3.60	3.40	3.20	3.00	2.80	2.60	2.40
10 sec	2.30	2.20	2.10	2.00	1.90	1.80	1.70

7. PACKAGE PLANS

WKLY:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	4.40	4.20	4.00	3.80	3.60
30 sec	3.40	3.20	3.00	2.80	2.60
10 sec	2.20	2.10	2.00	1.90	1.80

CYPRESS GARDENS
Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.
See Winter Haven
(including Cypress Gordens)

DADE CITY
Pasco County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WDCF
1954
Media Code 4 210 1125 3.00
Dade City Radio, Inc., Box 1077, Hwy. 301 S. Dade City, Fla. 33525. Phone 904-567-5683.
1. PERSONNEL
General Manager—Ray Webb.
2. REPRESENTATIVES
Florida—Advertising Representatives, Inc.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 7/12/74.
6. SPOT ANNOUNCEMENTS
Open rate, 1-min..... 2.85 Open rate, 30 sec..... 2.20
7. PACKAGE PLANS
13 WEEKS OR MORE

PER DAY:	1 ti	2 ti	3 ti	4 ti	5 ti	6+
1 min	2.75	2.65	2.55	2.45	2.35	2.25
30 sec	2.10	2.00	1.90	1.80	1.70	1.60

Incl Sun bonus.
10 sec: Flat 1.45.
CONTRACT DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%

DAYTONA BEACH (5 AM; 2 FM)
(including Ormond Beoch, South Daytona)
Volusia County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WDAT
1957
ORMOND BEACH

M Jack Masla & Company, Inc.
Contemporary

NAB
Media Code 4 210 1150 3.00
National Communications Industries, Inc., Box 5038, Daytona Beach, Fla. 32020. Phone 904-677-4122.
STATION'S PROGRAMMING DESCRIPTION
WDAT: Programmed for mass appeal.
MUSIC: current bit singles & oldies. 7 AIR PERSONALITIES handle all segments. NEWS: 5-min. local & network hourly, twice hourly in am drive. Public affairs & community service features integrated with entertainment. SPORTS: NASCAR races, bowl games, World Series. COMMERCIAL POLICY: 16 minutes per hour, 18 minutes per hour during Easter & Speed Weeks. Contact Representative for further details. Rec'd 7/29/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—William Hunter.
Vice Pres. & Sta. Mgr.—Rick Lewis.
Program Director—Michael Jay.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w. days; 1380 kc. Directional nights only.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a.
Cancellation: 71a, 73a.
Affiliated with NBC.
TIME RATES
Eff————Rec'd 4/16/73.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

CLASS AAA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	12.80	12.00	11.20	10.40	9.60
10 sec	8.00	7.50	7.00	6.50	6.00
CLASS AA					
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.20	10.04	9.60	8.80	8.00
10 sec	7.00	6.50	6.00	5.50	5.00
CLASS A					
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.60	8.80	8.00	7.20	6.40
10 sec	6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	13.00	12.00	11.00	10.00	9.00
30 sec	10.40	9.60	8.80	8.00	7.20
10 sec	6.50	6.00	5.50	5.00	4.50

	—AAA—		—AA—		—A—	
PER YR:	520x	1040x	520x	1040x	520x	1040x
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	9.60	8.80	8.00	7.20	6.40	5.60
10 sec	6.00	5.50	5.00	4.50	4.00	3.50

ROS, BTA, SUN-SAT: 1 min 30 sec 10 sec
60 ti per wk, preemptible..... 10.00 8.00 5.00
10. SPECIAL FEATURES
5-min newscasts—1-1/2x 1-min.

WDNJ (FM)
1947
DAYTONA BEACH

Media Code 4 210 1160 2.00
Quality Broadcasting Corp., WNDB, 901 6th St., Daytona Beach, Fla. 32015. Phone 904-253-1150.
See affiliated AM station for additional information.
AM facilities: WNDB.
3. FACILITIES
ERP 54,000 w.; 94.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 350 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Florida Quality Broadcasting Corp.
TIME RATES
Eff————Rec'd 11/8/72.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	7.00	6.50	6.00	5.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WELE
1957
SOUTH DAYTONA

NAB RAB
Media Code 4 210 1170 1.00
WELE, Inc., Box 4010, South Daytona Beach, Fla. 32021. Phone 904-767-1131.
STATION'S PROGRAMMING DESCRIPTION
WELE: MUSIC: modern country and western 100%. Chart programming. Typical hourly cycle of programming: 5 min news at :60 followed by brief weather summary. Full weather report at :15. News headlines at :30. Sports or community bulletin board at :45. Time and temperature throughout cycle. News includes local, state, national and global. Mobile news unit. Telephone interviews and contests 7 days a week. COMMERCIAL POLICY: 18 minutes maximum per hour. AIR PERSONALITIES handle all segments. Personalities available for remote broadcasts, store openings, shopping centers, etc. Contact Representative for further details. Rec'd 3/6/74.
1. PERSONNEL
President—Joe Gratz.
Vice-Pres. & Gen'l Mgr.—E. T. McMahon.
2. REPRESENTATIVES
Media Sales/South.
3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15e.
Basic Rates: 20b, 21a, 23a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 44b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.
FM facilities: WELE-FM, DeLand.
Affiliated with MBS.
TIME RATES
Eff 11/1/73—Rec'd 11/6/72.
6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.20	10.40	9.60	8.80	8.00
10 sec	7.00	6.50	6.00	5.50	5.00

WMFJ
1925
DAYTONA BEACH

RAB
Media Code 4 210 1215 4.00
WMFJ, Inc., Box 5606, Daytona Beach, Fla. 32020. Phone 904-255-1456.
1. PERSONNEL
President—Robert M. Weeks.
Executive Vice-President—Dick Clark.
General Manager—Bill Kirk.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b.
Cancellation: 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.
TIME RATES
No. 2 Eff 7/1/71—Bec'd 6/28/71.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

CLASS AAA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	12.80	12.00	11.20	10.40	9.60
10 sec	8.00	7.50	7.00	6.50	6.00
CLASS AA					
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.20	10.40	9.60	8.80	8.00
10 sec	7.00	6.50	6.00	5.50	5.00
CLASS A					
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.60	8.80	8.00	7.20	6.40
10 sec	6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	13.00	12.00	11.00	10.00	9.00
30 sec	10.40	9.60	8.80	8.00	7.20
10 sec	6.50	6.00	5.50	5.00	4.50

	—AAA—		—AA—		—A—	
PER YR:	520x	1040x	520x	1040x	520x	1040x
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	9.60	8.80	8.00	7.20	6.40	5.60
10 sec	6.00	5.50	5.00	4.50	4.00	3.50

ROS, BTA, SUN-SAT: 1 min 30 sec 10 sec
60 ti per wk, preemptible..... 10.00 8.00 5.00
10. SPECIAL FEATURES
5-min newscasts—1-1/2x 1-min.
Submitted by Bill Kirk.

WMFJ-FM
1967
DAYTONA BEACH

RAB NAFMB
Media Code 4 210 1230 3.00
Walter Weeks Broadcasting, Inc., Box 5606, Daytona Beach, Fla. 32020. Phone 904-255-1456.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WMFJ-FM: MUSIC: familiar standards and melodic arrangements of current favorites programmed in uninterrputed segments with 4 commercial breaks per hour. Contact Representative for further details. Bec'd 2/8/74.
1. PERSONNEL
Station Manager—Dave Archard.
Operations Manager—Charlie Schuttig.
3. FACILITIES
ERP 25,000 w.; 101.9 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 161 ft. above average terrain.
TIME RATES
Eff 1/1/74—Rec'd 1/14/74.
6. SPOT ANNOUNCEMENTS

	10x	50x	150x	250x	500x
1 min	10.00	9.50	9.00	8.00	7.00
30 sec	8.00	7.50	7.00	6.00	5.00

WNDB
1948
DAYTONA BEACH

Media Code 4 210 1260 0.00
WNDB, Quality Broadcasting Corp., Box 712, Daytona Beach, Fla. 32017. Phone 904-253-1150.
STATION'S PROGRAMMING DESCRIPTION
WNDB: Programmed for adults and young adults. MUSIC: 45% current top-40 singles and current album cuts, 30% oldies, 25% standards and instrumentals. 1-1/2 hours classical and 3 hours big band nightly. NEWS: net hourly, emphasis on local news, especially in morning hours. Most local news scheduled at :30. SPORTS: net sports mornings and evening plus heavy weekend sports. Local sports director. Coverage of local sports including speedway activities and pro baseball training camp. Regional net coverage of university football and NASCAR auto races. RELIGIOUS: Sun morning. Rec'd 3/1/74.
1. PERSONNEL
President—Victor M. Knight.
V.-P., Gen'l & Nat'l Mgr.—Elliott W. Harris, Jr.
Operations Manager—John Ferree.
2. FACILITIES
1,000 w.; 1150 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 22b, 23a, 24b, 25c, 28a, 29a.
Contracts: 40a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WDNJ (FM).
Affiliated with CBS.
Member: Florida Quality Broadcasting Corp.
TIME RATES
Eff————Rec'd 11/6/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	14	13	12	11
A	12	11	10	9

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
7. PACKAGE PLANS
1-MINUTE IMPACT PLAN—1/2AA, 1/2A
12 per wk..... 132 24 per wk..... 216
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

(Daytona Beach continued on next page)

WROD
1947
DAYTONA BEACH

Elyria-Lorain Broadcasting Company
Media Code 4 210 1350 0.00
WROD Radio, Div. of Elyria Lorain Broadcasting Co., Box 991, Wilder Blvd. & S. Beach St., Daytona Beach, Fla. 32015. Phone 904-252-4020.
1. PERSONNEL
President—Otto B. Schoepfle.
Vice-President—Paul Nakel.
General Manager—William A. Stipsits.
2. REPRESENTATIVES
David Carpenter Company, Inc.
Miami—Edwin H. Cohen.
3. FACILITIES
1,000 w. days; 250 w. nighttime; 1340 kc.
Non-directional.
Operating schedule: 6-12:30 am. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c.
Cancellation: 71a, 73a.
Programs take priority over announcements.
Affiliated with American Entertainment Network.
10% discount based on equal frequencies when purchased with WMEL, Melbourne.
10% discount based on equal frequencies when purchased with WMEL, Melbourne.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/15/75—Rec'd 1/27/75.
AAA—Mon thru Fri 6-10 am & 4-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	7.00	5.60	6.30	5.05	5.00	4.05
6 ti	6.60	5.30	5.95	4.80	4.70	3.85
12 ti	6.20	4.95	5.45	4.50	4.40	3.60
24 ti	5.70	4.55	5.10	4.10	4.00	3.30
36 ti	5.20	4.15	4.70	3.70	3.60	2.90
PER MO:						
60 ti	5.70	4.55	5.10	4.10	4.00	3.30
90 ti	5.20	4.15	4.70	3.70	3.60	2.90
130 ti	4.70	3.75	4.30	3.35	3.85	2.65
PER YR:						
300 x	5.70	4.55	5.10	4.10	4.00	3.30
500 x	5.20	4.15	4.70	3.70	3.60	2.90
750 x	4.70	3.75	4.30	3.35	3.35	2.65
1000 x	4.20	3.35	3.90	3.00	3.05	2.40

10 sec ROS: Flat 2.00.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	5.50	5.10	4.70	4.20	3.70
30 sec	4.40	4.10	3.75	3.40	3.00
PER MO:		60 ti	90 ti	120 ti	150 ti
1 min		4.60	4.30	4.00	3.70
30 sec		3.60	3.40	3.20	3.00

10 sec. ROS: Flat 2.00.

10. SPECIAL FEATURES

5 MIN NEWSCASTS:	13 wk	26 wk	39 wk	52 wk
AAA	8.50	8.25	8.00	7.75
AA	7.50	7.25	7.00	6.75
A	6.50	6.25	6.00	5.75

DE FUNIAK SPRINGS (2 AM)

Walton County—Map Location B-3
See SRDS consumer market map and data at beginning of the State

WGTX
1956
Media Code 4 210 1305 4.00
Euchee Valley Broadcasting Corp., Box 627, De Funiak Springs, Fla. 32433. Phone 904-892-2614.
STATION'S PROGRAMMING DESCRIPTION
WGTX: Programmed for general interest.
1. PERSONNEL
Gen'l Mgr. & Sports Dir.—Dean Hubbard.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
3,000 w. days; 1230 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff———Rec'd 3/24/72.

9. SPOT ANNOUNCEMENTS

	1x	40x	80x	160x	320x
1 min	4.00	3.60	3.30	3.00	2.75
30 sec	2.70	2.40	2.25	2.10	2.00
10 sec	2.00	1.80	1.60	1.55	1.50

WZEP
1955
Media Code 4 210 1440 6.00
Leonard S. Zepp, P. O. Box 387, De Funiak Springs, Fla. 32433
1. PERSONNEL
General Manager—Leonard S. Zepp.
3. FACILITIES
1,000 w.; 1460 kc.
Operating schedule: 5:00 a.m. to local sunset.
4. AGENCY COMMISSION
15% on time only; 2% cash discount.

TIME RATES
Eff.———Rec'd 5/3/57.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1x	13x	26x	52x	104x	208x	312x
1 min	2.00	2.75	2.50	2.37	2.25	2.10	2.00

DE LAND (2 AM; 1 FM)

Volusia County—Map Location G-5
See SRDS consumer market map and data at beginning of the State

WELE-FM
1967
Media Code 4 210 1465 5.00
Shom Broadcasters, Inc., Drawer F, Deland, Fla. 32720. Phone 904-734-3422.
STATION'S PROGRAMMING DESCRIPTION
WELE-FM: MUSIC: C & W.
1. PERSONNEL
President—Joe Gratz.
2. REPRESENTATIVES
Media Sales/South.
3. FACILITIES
ERP 76,000 w.; 105.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 302 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WELE, Daytona Beach.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 7/1/72—Rec'd 6/28/72.

6. SPOT ANNOUNCEMENTS
FIXED:

	1x	52x	104x	156x	260x	312x	520x	1000x
30 sec	5.00	4.50	4.00	3.75	3.50	3.00	2.50	2.25

1 min: 30-sec rate plus 25%.

7. PACKAGE PLANS
ROS—WEEKLY SATURATION PLANS

PER WK, EA:	5 ti	10 ti	20 ti	30 ti	50+
30 sec	4.50	4.25	4.00	3.25	2.50

1 min: 30-sec rate plus 25%.

WETO
1948
Media Code 4 210 1485 3.00
Box 877, 220 E. Hubbard Ave., De Land, Fla. 32720. Phones 904-734-9386, 734-9387.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—G. Nolan Kenner.
3. FACILITIES
1,000 w.; 1490 kc.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
No. 14 Eff 6/1/74—Rec'd 7/3/74.

6. SPOT ANNOUNCEMENTS

WITHIN 30 DAYS:	100+	75 ti	50 ti	25 ti	1 ti
1 min	2.60	2.85	3.20	3.55	3.85
30 sec	1.90	2.15	2.50	2.85	3.25

Fixed position: Extra .75.

WKKX
1956
RAB
Subscriber to the NAB Radio Code
Media Code 4 210 1530 0.00
DeLand Broadcasting, Inc., Box 727, DeLand, Fla. 32720. Phone 904-736-3700.
STATION'S PROGRAMMING DESCRIPTION
WKKX: modern country.
1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Joyner.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Florida Growers Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 5/1/73—Rec'd 10/29/73.
AA—6-9 am & 3:30-6:30 pm. Fixed.
A—ROS.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER YR:	1x	300x	600+	1x	300x	600+
1 min	6.70	4.35	3.75	6.35	4.05	3.20
30 sec	5.22	3.20	2.60	4.95	2.90	2.35
10 sec	4.20	2.75	2.05	3.75	2.15	1.75

7. PACKAGE PLANS
QUICKIE PAKS

30 CONSEC DAYS:	1 min	30 sec	10 sec
100 ti	335.00	220.00	165.00

ECONOMY SPOT PACKAGE—ROS

PER MO:	1 min	30 sec
5 ti, 6 days wkly. minimum 13 consec wk	405.00	272.50

DELRAY BEACH

Palm Beach County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WDBF
1954
CBS Radio Network
Media Code 4 210 1575 1.00
Quality Broadcasting Corp., Box 1420, Delray Beach, Fla. 33444. Phone 305-278-1420.
STATION'S PROGRAMMING DESCRIPTION
WDBF: Programmed for adult listening.
MUSIC: MOB with personalities. Drivetimes, news, sports, weather & other features. NEWS: network at :60; Dimension feature: at :30 & :00, followed by state news headlines, local news; at :30 followed by weather summary. Reports on beach & ocean, surf conditions including national weather summaries. Information & entertainment features at :45. Evening telephone request program. Rec'd 2/1/71.
1. PERSONNEL
Pres. & Gen'l Mgr.—Victor M. Knight.
General Sales Manager—Terry Sullivan.
Operations Manager—Bruce Hamilton.
3. FACILITIES
5,000 w. days, 500 w. nights; 1420 kc.
Directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10a, 15b.
Basic Rates: 33a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60d, 60e.
Affiliated with CBS.
Member: Florida Quality Broadcasting Corporation.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 8/1/73—Rec'd 11/29/73.
AA—7-9 am & 4-6 pm. Specified prime placements.
A—9 am-4 pm daily plus weekends plus 30% in AA as available.

9. SPOT ANNOUNCEMENTS
CLASS AA—1 MINUTE

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
Open, 1-9 ti	9.50	9.30	9.10	8.80	8.50
10 ti	9.30	9.10	8.80	8.50	8.20
20 ti	9.10	8.80	8.50	8.20	8.00
30 ti	8.80	8.50	8.20	8.00	7.80
40+	8.50	8.20	8.00	7.80	7.60
30 SECONDS					
Open, 1-9 ti	8.50	8.30	8.10	7.80	7.50
10 ti	8.30	8.10	7.80	7.50	7.20
20 ti	8.10	7.80	7.50	7.20	7.00
30 ti	7.80	7.50	7.20	7.00	6.80
40+	7.50	7.20	7.00	6.80	6.60
15 SECONDS					
Open, 1-9 ti	7.00	6.80	6.60	6.30	6.00
10 ti	6.80	6.60	6.30	6.00	5.70
20 ti	6.60	6.30	6.00	5.70	5.40
30 ti	6.30	6.00	5.70	5.40	5.10
40+	6.00	5.70	5.40	5.10	4.80

CLASS A

PER YR:	Open	26x	52x	104x	260x	520x	1040x
1 min	9.00	8.60	8.40	8.20	8.00	7.60	6.90
30 sec	8.00	7.60	7.40	7.20	7.00	6.60	5.90
15 sec	7.00	6.60	6.40	6.20	6.00	5.60	4.90

8. PROGRAM TIME RATES

	Open	26x	52x	104x	260x	520x	1040x
3-1/2 min	10.60	10.10	10.00	9.80	9.60	9.20	8.70
5 min	13.00	12.10	11.90	11.50	11.10	10.50	9.90
1/4 hr	28.00	26.00	24.00	22.00	21.00	20.00	18.00
1/2 hr	46.00	42.00	40.00	36.00	32.00	28.00	26.00
1 hr	58.00	54.00	52.00	50.00	46.00	42.00	40.00
(Q)							(CB)

DUNEDIN

Pinellas County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Largo, Pinellas Park)

DUNNELLON (1 AM; 1 FM)

Marion County—Map Location F-5
See SRDS consumer market map and data at beginning of the state.

WTRS
1970
Media Code 4 210 1610 0.00
Tri County Broadcasters, Inc., Box 7, Rt. 1, Dunnellon, Fla. 32630. Phone 904-489-2800.
STATION'S PROGRAMMING DESCRIPTION
WTRS: MOB/expanded news, sports.
1. PERSONNEL
General Manager—Garry Manning.
3. FACILITIES
500 w.; 920 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WTRS-FM.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Entertainment Network.

TIME RATES
No. 7 Eff 3/1/74—Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Open rate	5.00	4.75
CONTRACT:		

	1x	50x	200x	500x	800x	1100x	1400x
1 min	4.50	4.25	3.95	3.60	3.20	2.70	2.00
30 sec	4.25	4.00	3.70	3.35	2.95	2.45	1.85

7. PACKAGE PLANS

12-DAY SATURATION:	35 ti	56 ti	105 ti	150 ti
1 min	2.50	2.40	2.35	2.00
30 sec	2.30	2.20	2.05	1.85

MONTHLY SOUND AD—PREEMPTIBLE
96 15-sec spots, 50.00; prepaid 45.00.

WTRS-FM
1969
Media Code 4 210 1911 4.00
Tri County Broadcasters, Inc., Box 7, Rt. 1, Dunnellon, Fla. 32630. Phone 904-489-2800.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WTRS-FM: MOB/expanded news, sports.

3. FACILITIES
ERP 3000 w. (horiz.), 3000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Sold in combination with WTRS. See that listing for rates.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WTRS.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Rates are identical to WTRS. See that listing.

EAU GALLIE-MELBOURNE

Brevard County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.
These two cities have merged effective November 10, 1969, and the title of the combined city is Melbourne. See that city for listings for stations licensed originally to Eau Gallie and Melbourne.

ENGLEWOOD

Sarasota County—Map Location F-8
See SRDS Consumer market map and data at beginning of the State.

WENG
1964
Media Code 4 210 1685 0.00
Sarasota-Charlotte Broadcasting Corp., Box 968, Hwy. 777, Englewood, Fla. 33533. Phone 813-474-3231.
1. PERSONNEL
Owner & Pres.—E. J. Ewing.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0; payable when received.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff 1/1/74—Rec'd 1/8/74.

9. SPOT ANNOUNCEMENTS

	1x	27x	53x	105x	157x	201x	361x	501x
1 min	4.60	4.20	3.90	3.60	3.45	3.15	2.85	2.60
30 sec	3.70	3.45	3.15	3.00	2.75	2.55	2.30	2.10
15 sec	2.75	2.60	2.45	2.20	2.10	1.90	1.70	1.55

7. PACKAGE PLANS

PER WK:	1 min				30 sec			
EA:	10 ti	20 ti	30 ti	50 ti	10 ti	20 ti	30 ti	50 ti
1 wk.	3.75	3.45	3.15	2.85	3.00	2.75	2.55	2.30
4 wk.	3.45	3.15	2.85	2.60	2.75	2.55	2.30	2.10
13-51 wk	3.15	2.85	2.60	.....	2.55	2.30	2.10	.....
					15 sec			
1 wk					2.75	2.10	1.90	1.60
4 wk					2.10	1.95	1.70	1.55
13-51 wk					1.90	1.70	1.55	.....

ID PLAN, 2 15-sec spots, per day, per mo. 40.00.

10. SPECIAL FEATURES
News, weather & Tide reports, 13 wk, 7 spots per week, per mo. 40.00.

EUSTIS

Lake County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WLBE
LEESBURG-EUSTIS
Licensed as a Leesburg-Eustis, Fla., station.
See listing under Leesburg, Florida.

WLCO
1955
Media Code 4 210 1710 4.00
Artimesa H. Barringer & Davis H. Barringer, Box AX, Eustis, Fla. 32726. Phone 904-357-4101.
1. PERSONNEL
Owner & Gen'l Mgr.—Davis H. Barringer.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:55 am-midnight daily. EST.
4. AGENCY COMMISSION
15/0 time only; payable 20th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 11/1/68—Rec'd 12/11/68.

7. PACKAGE PLANS

	1 ti	10 ti	31 ti	51 ti	78+
1 min	11.50	10.50	9.50	9.00	8.75

30 sec: Same as next frequency 1-min rate.
10 sec: 75% of applicable 1-min.

FERNANDINA BEACH

Nassau County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WYHI
1955
Media Code 4 210 1755 9.00
Northeast Florida Radio, Inc., Drawer 496, Fernandina Beach, Fla. 32034. Phone 904-261-6150.
STATION'S PROGRAMMING DESCRIPTION
WYHI: Format appeals to every age group.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Billy G. Hogan.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

(This listing continued on next page)

Fernandina Beach—WYHI—Continued

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/73—Rec'd 3/13/73.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	260x	450x
1 min	3.50	2.75	2.10	2.00	1.85
30 sec	2.50	1.65	1.50	1.25	1.10
10 sec	1.50	.85	.65	.55	.50

FORT LAUDERDALE-HOLLYWOOD (7 AM; 5 FM)

(including Oakland Park, Pompano Beach)

Broward County—Map Location H-9

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	60	50	60	55
B	45	50	55	50
C	35	34	36	34
D	28	28	28	28
AVERAGE	42	41	45	43

WAVS

1970
FORT LAUDERDALE

Media Code 4 210 1800 3.00
Radio WAVS, Inc., Box 7539, Sunrise Sta., 2701 E. Sunrise Blvd., Ft. Lauderdale, Fla. 33304. Phone 305-565-5671.

STATION'S PROGRAMMING DESCRIPTION
WAVS: Continuous news & information. Local, regional, national & international reports & features. Traffic alerts, Wall Street reports, National Weather Service reports, editorials, sports & business news hrly. 12 newscasters, 3 mobile units, direct monitoring of all police, fire & highway patrols. AP & UP audio services; network. COMMERCIAL POLICY: 14 minutes per hour. No interruptions of coverage of major news events. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lowell (Bud) Paxson.
Assistant General Manager—Robert Brown.
Office Manager—Kathleen Bibb.

2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast—David Carpenter Company.

3. FACILITIES
5,000 w.; 1190 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24c, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.

TIME RATES
No. 2 Eff 8/1/72—Rec'd 9/14/72.
AA—Mon thru Sat 6-9:30 am.
A—All other times & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AA					
1 min	13.50	12.00	11.50	11.00	10.50
30 sec	10.80	9.60	9.20	8.80	8.40
10 sec	8.00	7.50	7.00	6.50	6.00
CLASS A					
1 min	12.00	10.50	10.00	9.50	9.00
30 sec	9.60	8.40	8.00	7.60	7.20
10 sec	7.00	6.50	6.00	5.50	5.00

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	1 ti	3 ti	6 ti	12 ti
AA	19	18	16	14
A	16	15	12	10

Spots and/or programs may be combined for frequency discounts.

RATEHOLDER
Minimum weekly schedule of 6 1-minute spots or 3 5-minute newscasts.
Edited by Lowell W. Paxson.

WAXY (FM)

1960
FORT LAUDERDALE

Media Code 4 210 1825 0.00
RKO General, 419 S. Andrews, Fort Lauderdale, Fla. 33301. Phone 305-525-6351.

STATION'S PROGRAMMING DESCRIPTION
WAXY (FM): Programmed for adults 18-49. MUSIC: current hits with solid gold hits. Community oriented, public affairs programs weekly. Editorials on major issues. COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 9/9/74.

1. PERSONNEL
General Manager—Jack Collins.
Sales Manager—Sam Hennings.
Program Director—Chuck Dunaway.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,038 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 24a, 24c, 25a, 31, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 51a.
Comb.; Cont. Discounts: 60d, 60e, 60f.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80, 81.

TIME RATES
No. 5 Eff 2/1/75—Rec'd 2/14/75.
AAA—3-7 pm.
AA—6-10 am.
A—7 pm-midnight & 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK, FIXED, 1 MIN:	6 ti	12 ti	18 ti
AAA	38	36	34
AA	37	35	33
A	36	34	32

30 sec: 80% of 1-min.
Edited by Jack Collins.

(D)

WCKO (FM)

1960
POMPANO BEACH

Media Code 4 210 1830 0.00
Radio Broward, Inc., 4431 Rock Island Rd., Ft. Lauderdale, Fla. 33313. Phone 305-731-4800. Miami tie-line 305-949-3101. Palm Beach tie-line 305-737-4996.
See affiliated AM station for additional information.
AM facilities: WRBD.

STATION'S PROGRAMMING DESCRIPTION
WCKO (FM): MUSIC: R & B, Gospel, Pop. Network news at :50. Contact Representative for further details. Rec'd 12/10/73.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 345 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Rates are identical to WRBD. See that listing.

WEXY

1963
OAKLAND PARK

Media Code 4 210 1835 9.00
Broward County Broadcasting, Inc., 539 E. Oakland Park Blvd., Ft. Lauderdale, Fla. 33308. Phone 305-565-1641.

STATION'S PROGRAMMING DESCRIPTION
WEXY: MUSIC: country. NEWS: at :30, local at 7:30 & 8:30 am & 5, 5:30 & 6 pm. Rec'd 2/1/74.

1. PERSONNEL
President—Albert S. Tedesco.
Vice-Pres. & Gen'l Mgr.—William Wheatley.

3. FACILITIES
1,000 w. days; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 23a, 24a, 25a, 28b, 29b, 33a.
Contracts: 40a, 42d, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60i, 61b, 62c.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 2/15/73—Rec'd 2/15/73.
Drive—6:30-9:30 am & 4-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	Drive 6 ti	Drive 12 ti	Drive 18 ti	All other 6 ti	All other 12 ti	All other 18 ti
1 min	12.00	11.00	10.00	10.50	9.50	8.50
30 sec	11.00	9.50	8.50	9.00	8.00	7.00
10 sec	9.00	8.00	6.50	7.00	6.00	5.00

WFTL

1946
FORT LAUDERDALE

R A B

Subscriber to the NAB Radio Code

Media Code 4 210 1845 5.00
WFTL Broadcasting Co., Box 5333, Fort Lauderdale, Fla. 33310. Phone 305-566-9621.
Miami Office—Robert Baldrica. Phone 305-947-5551.

STATION'S PROGRAMMING DESCRIPTION
WFTL: Programmed for general interest.
M-Sat 6:30 am-6 pm air personalities. MUSIC: general popular, current hits, middle-of-the-road. NEWS: 5 min world, national on hour, local news follows, 4 man news staff, 6 editorials daily on local headlines, radar weather at :30. Local public affairs 4 times daily. Sports news and scores 4 times daily. Syndicated programs. Direct report market analysis. 5:30 pm: semi-classic music, standards, showtunes primarily instrumental. News on hour. Sun: middle-of-the-road music, news on hour and at :30. Mobile unit. Contact Representative for further details. Rec'd 10/6/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph C. Amaturo.
General Sales Manager—William F. Sherry.
Regional Sales Manager—Bob Baldrica.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Southeast—W. O. Jones, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Directional days.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 21b, 21c, 21d, 22b, 23a, 24a, 24c, 25a, 26, 28b, 29a, 33b.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 60k, 61a, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 81, 82.
FM facilities: WGLO (FM).
Affiliated with ATA Radio Network.
Affiliated with American Information Network.

TIME RATES
No. 9 Eff 7/1/75—Rec'd 7/21/75.
AA—Mon thru Sat 6-10 am & 3-7 pm rotate through the 8 hrs. daily.
A—Mon thru Sat 10 am-3 pm; Sun noon-6 pm.
B—Mon thru Sat 7-11 pm; Sun 6 am-noon & 6-11 pm.
C—Mon thru Sun 5:30-6 am & 11 pm-1 am.
D—Mon thru Sun 1-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	40-52	1 wk	13 wk	40-52
	1 min			30 sec		
CLASS AA						
1 ti	25	24	23	22	20	19
19 ti	24	23	22	20	19	18
36+	23	22	21	19	18	17

Specific request for 6-10 am only, per spot extra 3.00.

PER WK:	1 wk	13 wk	40-52	1 wk	13 wk	40-52
CLASS A						
1 ti	21	20	19	18	17	16
19 ti	20	19	18	17	16	15
36+	19	18	17	16	15	14
CLASS B						
1 ti	14	13	12	13	12	11
19 ti	13	12	11	11	10	9
36+	12	11	10	10	9	8
CLASS C						
1 ti	12	11	10	10	9	8
19 ti	11	10	9	9	8	7
36+	10	9	8	8	7	6
CLASS D						
1 ti	9	8	7	8	7	6
19 ti	8	7	6	7	6	5
36+	7	6	5	6	5	4

7. PACKAGE PLANS

TAP PLANS—BTA—7 DAY ROTATION

PER WK, EA:	1/3AA, 1/3A, 1/3B 1 wk	13 wk	40-52	1/2A, 1/2B 1 wk	13 wk	40-52
12 ti	17	16	15	14	13	12
24 ti	16	15	14	13	12	11
36+	15	14	13	12	11	10

10. SPECIAL FEATURES

NEWS AND SPORTS

MON THRU SAT:	1 wk	13 wk	40-52
AA	32	31	30
A	25	24	23
B	18	17	16

Incl 10-sec open & close plus 1-min spot.
Less than 6 ti per wk Mon thru Fri, per program, extra 1.00.

2-MINUTE FEATURETTES

AA	26	25	24
A	23	22	21
B	17	16	15

Incl 1 1-min spot plus 1 min of program content.
Edited by William F. Sherry.

(CR)

WGLO (FM)

1963
FORT LAUDERDALE

R A B

Subscriber to the NAB Radio Code

Media Code 4 210 1846 6.00
WFTL Broadcasting Co., Box 5333, Ft. Lauderdale, Fla. 33310. Phone 305-566-9621, Miami phone 305-947-5551.
See affiliated AM station for additional information.
AM facilities: WFTL.

STATION'S PROGRAMMING DESCRIPTION
WGLO (FM): NEWS: At :60 & :30 M-F 6:30-8:30 am. COMMERCIAL POLICY: 8 spots per hour maximum. Contact Representative for further details. Rec'd 9/20/73.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Lewis S. Krone.
Operation Manager—Earl Wood.
Regional Sales Manager—Alan J. Citrin.

3. FACILITIES
ERP 100,000 w.; 106.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 980 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
No. 4 Eff 7/15/75—Rec'd 8/4/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 5:30-10 am & 7-10 pm.
A—Mon thru Sun 10 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
	1 min				30 sec			
CLASS AAA								
1 ti	25.00	24.00	23.00	22.00	21.00	20.00	19.00	18.00
6 ti	24.00	23.00	22.00	21.00	20.00	19.00	18.00	17.00
12 ti	23.00	22.00	21.00	20.00	19.00	18.00	17.00	16.00
18 ti	22.00	21.00	20.00	19.00	18.00	17.00	16.00	15.00
24 ti	21.00	20.00	19.00	18.00	17.00	16.00	15.00	14.00
CLASS AA								
1 ti	23.00	22.00	21.00	20.00	19.00	18.00	17.00	16.00
6 ti	22.00	21.00	20.00	19.00	18.00	17.00	16.00	15.00
12 ti	21.00	20.00	19.00	18.00	17.00	16.00	15.00	14.00
18 ti	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.50
24 ti	19.00	18.00	17.00	16.00	15.00	14.00	13.50	13.00
CLASS A								
1 ti	19.00	18.00	17.00	16.00	15.00	14.00	13.00	12.00
6 ti	18.00	17.00	16.00	15.00	14.00	13.50	13.00	12.50
12 ti	17.00	16.00	15.00	14.00	13.50	13.00	12.50	12.00
18 ti	16.00	15.00	14.00	13.00	13.00	12.50	12.00	11.50
24 ti	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00

7. PACKAGE PLANS

PLAN I—1/2AAA, 1/2AA

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
	1 min				30 sec			
6 ti	19.00	18.00	17.00	16.00	15.00	14.00	13.00	12.00
12 ti	18.00	17.00	16.00	15.00	14.00	13.50	13.00	12.50
18 ti	17.00	16.00	15.00	14.00	13.50	13.00	12.50	12.00
24 ti	16.00	15.00	14.00	13.00	13.00	12.50	12.00	11.50

PLAN II—1/3AAA, 1/3AA, 1/3A

6 ti	17.00	16.00	15.00	14.00	13.50	13.00	12.50	12.00
12 ti	16.00	15.00	14.00	13.00	13.00	12.50	12.00	11.50
18 ti	15.00	14.00	13.00	12.00	12.50	12.00	11.50	10.50
24 ti	14.00	13.00	12.00	11.00	12.00	11.50	10.50	9.50

BULK PLAN—ROTATING

BTA:	100 ti	150 ti	200 ti	300 ti	400 ti	500 ti
DAY:	30	60	90	120	150	180
Ea	13.00	12.00	11.50	11.00	10.50	10.00

30 sec: 80% of 1-min.

10. SPECIAL FEATURES

NEWSCASTS:	1 wk	13 wk	26-52
AAA	26.00	25.00	24.00
AA	23.00	22.00	21.00
A	22.00	21.00	20.00

Incl 10-sec open & 30-sec spot, 5 per wk.
Submitted by Lewis S. Krone.

WGMA

1953
HOLLYWOOD

R A B

Subscriber to the NAB Radio Code

Media Code 4 210 1890 4.00
WGMA Radio Inc., Box WGMA, Hollywood, Fla. 33023. Phone 305-961-6200. TWX 510-954-9800.
Miami Office: Bill Hamilton 305-625-2422.

STATION'S PROGRAMMING DESCRIPTION
WGMA: Programmed for general interest.
MUSIC: modern country, country classics & late release albums. NEWS: 5 min network at :54, 6:30-11:30 pm. 5 min local at :24. Marine & general weather follow each newscast. Contact Representative for further details. Rec'd 8/29/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert Eichols.
Vice-Pres./Nat'l Sales—Dudley Tichenor.
Program Director—Jim Harper.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w; 1320 kc. Directional antenna, separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General. 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 24c, 25a, 29a, 30, 33a.
Contracts: 40a, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Member: Tichenor Radio Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/74—Rec'd 1/28/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 5-7 am.
C—Mon thru Sat midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	6 ti	12 ti	24 ti	36 ti
CLASS AA					
1 min	24.00	23.00	22.00	21.00	20.00
30 sec	19.00	18.50	18.00	17.00	16.00
10 sec	14.00	13.50	13.00	12.50	12.00
CLASS A					
1 min	20.00	19.00	18.00	17.00	16.00
30 sec	16.00	15.50	15.00	14.00	13.00
10 sec	12.00	11.50	11.00	10.50	10.00
CLASS B					
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	12.00	11.50	11.00	10.00	8.00
10 sec	9.00	8.50	8.00	7.00	6.50
CLASS C					
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	8.00	7.50	6.50	5.50	4.50
10 sec	6.00	5.50	5.00	4.00	3.50

Class C not combinable with higher class for longevity discounts.

7. PACKAGE PLANS

TAP—1/3AA, 1/3A, 1/3B

PER WK:	60 sec	30 sec	10 sec
12 ti	192	156	120
18 ti	270	216	162
24 ti	336	264	204
36 ti	468	378	279

Scheduled on a rotating basis within a 7 day period. B spots may be converted to A on a 3 for 2 basis; AA on a 2 for 1 basis.

10. SPECIAL FEATURES

5 MINUTE NEWS & SPORTS

PER WK, EA:	1 ti	3 ti	6 ti	12 ti
AA	32	31	30	29
A	26	25	24	23
B	16	15	14	13

CONTINUOUS WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Robert Eichols.

(Fort Lauderdale-Hollywood continued on next page)

WHYI (FM) 100

1963
FORT LAUDERDALE

Alan Torbet Associates, Inc.

NAB RAB

Media Code 4 210 1935 7.00
Heftel Broadcasting-Radio, Inc., 2741 N. 29th Ave., Hollywood, Fla. 33020. Broward phone 305-925-7117. Dade phone 305-931-1107.

STATION'S PROGRAMMING DESCRIPTION
WHYI (FM): Programmed for ages 12-49.
MUSIC: blending of current & recent hits. Year round contests. COMMERCIAL POLICY: maximum 8 minutes per hour guaranteed. Contact Representative for further details. Rec'd 10/8/73.

1. PERSONNEL
Executive Vice-President—Bill Cunningham.
General Manager—Darby Cunningham.
Program Director—Robert W. Walker.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 100,000 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47c, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 1/15/75—Rec'd 1/20/75.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 10 am-midnight; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	70	65	60	55
AA	60	55	50	45
A	45	40	35	30

30 sec/less: 80% of 1-min.

7. PACKAGE PLANS

PER WK, BTA:	6 ti	12 ti	18 ti
1 min	50	45	40

30 sec/less: 80% of 1-min.
Scheduled Mon thru Sun 6-6 am, preemptible. No discount for BTA plans.

10. SPECIAL FEATURES
Newscasts—Mon thru Sat, 1-min plus 10.00.
Traffic reports—Mon thru Fri, incl open ID plus 10-sec ea, AM drive, 40 ti per wk 1200.00.

CONSECUTIVE WEEK DISCOUNT
26 wk— 5% 52 wk—10%
Submitted by Bill Cunningham.

(D)

NUMBER ONE STATION
Total Teens and Adults — 12-49
TSA and Metro
100
MIAMI-FT. LAUDERDALE
Alan Torbet Associates, Inc.
National Representatives
*ARB A/M '75 6 AM-Mid, Mon-Sun AV 1/4 hr
Persons Miami-Ft. Lauderdale-Hollywood

WLOD AM98

1956
POMPANO BEACH

Today's Beautiful Music

NAB

Subscriber to the NAB Radio Code
Media Code 4 210 1980 3.00
Sunrise Broadcasting Corp., 2801 E. Oakland Park Blvd., Fort Lauderdale, Fla. 33306. Phones 305-566-8316. Miami—305.945-7782.
Studio: 1600 Atlantic Blvd. Extension, Pompano Beach, Fla 33060 Phone 305-972-0660.

STATION'S PROGRAMMING DESCRIPTION
WLOD: Programmed for adults.
MUSIC: standard popular music & current favorites appealing to adults every hour with 4 intermissions any hour of the day. NEWS: local, state, national & international once an hour with additional 1/2 hour reports M-F in drive times. SUN: light, semi-classical music noon-sign-off. Contact Representative for further details. Rec'd 9/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—George T. Shupert, Sr.
Vice-Pres. & Gen'l Sales Mgr.—William T. Heaton.
Oper. Mgr. & Chief Engr.—Norm Brownell.

2. REPRESENTATIVES
New York—Herbert E. Groskin & Co.
Atlanta, Dallas—Busby, Finch, Lathom & Widman.
Miami—Advertising Representatives, Inc.

3. FACILITIES
1,000 w. days; 980 kc. Directional.
Operating schedule: 8 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 23b, 24c, 25a, 30.
Contracts: 40a, 41, 42b, 43d, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81.
Member: The Groskin Group.

TIME RATES
No. 11 Eff 8/15/75—Rec'd 7/25/75.

7. PACKAGE PLANS
BTA MON THRU SUN 6 AM-8 PM

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15	14	13	12	11
30 sec	12	11	10	9	8

Fixed, per spot extra 1.00.

CONSECUTIVE WEEK CONTRACTS
13 wk—deduct, per spot .50; 26 wk—deduct, per spot 1.00.

10. SPECIAL FEATURES

NEWSCASTS, PER WK:	4 wk	13 wk	26-52
Ea	19	18	17

Submitted by Bill Heaton.

WRBD

1959
POMPANO BEACH

Independent Black

NAB

Media Code 4 210 2070 2.00
Radio Broward, Inc., 4431 Rock Island Road, Ft. Lauderdale, Fla. 33313. Phone 305-731-4800.
Miami tie-line 305-949-3101; Palm Beach tie-line 305-737-4996.

STATION'S PROGRAMMING DESCRIPTION
WRBD: Programmed 100% for black listener.
MUSIC: R & B, Gospel, Pop. Network news at :50. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
President—Donald J. Owler.
Gen'l & Sales Mgr.—Michael Korman.
Prog. & Prod. Mgr.—Joe Fisher.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days; 1478 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28b, 29b, 31, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: WCKO (FM).
Affiliated with American Contemporary Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 14 Eff 5/74—Rec'd 4/24/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	24 ti	36 ti	48+
1 MINUTE					
1 wk	30.00	29.00	28.00	27.00	26.00
13 wk	29.00	28.00	27.00	26.00	25.00
26 wk	28.00	27.00	26.00	25.00	24.00
52 wk	26.00	25.00	24.00	23.00	22.00
30 SECONDS					
1 wk	24.00	23.20	22.40	21.60	20.80
13 wk	23.20	22.40	21.60	20.80	20.00
26 wk	22.40	21.60	20.80	20.00	19.20
52 wk	20.80	20.00	19.20	18.40	17.60

10 sec: 70% of 1-min.
Mon thru Sat 6-10 am & 3-7 pm, extra 2.00.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%; non-cancellable.

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
13 x	300	220	140	100
26 x	280	200	120	80
52 x	260	180	100	60

WSHE

FM 1959
FORT LAUDERDALE

ABC-FM Spot Sales, Inc.

Contemporary

NAFMB

Media Code 4 210 2085 0.00
Van Patrick Broadcasting Co., Inc., 3000 S. W. 60th Ave., Ft. Lauderdale, Fla. 33314. Phone 305-581-1580.

STATION'S PROGRAMMING DESCRIPTION
WSHE (FM): Programmed for mass appeal, 18-49 plus teens.
MUSIC: contemporary rock. Contact Representative for further details. Rec'd 6/25/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene Milner.
Sales Manager—Jackie Milner.
Program Director—Gary Granger.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSRF.
Affiliated with MBS.

TIME RATES
Eff 1/1/74—Rec'd 10/26/73.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
AA—Mon thru Sun midnight-2 am; Mon thru Fri 10 am-3 pm; Sat 10 am-noon; Sun 8 am-noon.
A—Mon thru Sat 6-10 am.
B—Mon thru Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	65	55	60	50	55	45
6 ti	60	50	55	45	50	40
12 ti	55	45	50	40	45	35
18 ti	50	40	45	35	40	30
24 ti	45	35	40	30	35	25

B: Flat 1 min 20.00; 30 sec 15.00.

(D)

WSHE
100,000 WATTS —
FT. LAUDERDALE-MIAMI
America's first radio station with true, total quad capability. Now broadcasting in quad 24 hours a day.

WSRF

1955
FORT LAUDERDALE

ABC-FM Spot Sales, Inc.

Contemporary

Media Code 4 210 2115 5.00
Van Patrick Broadcasting Company, Inc., 3000 S. W. 60th Ave., Ft. Lauderdale, Fla. 33314. Phone 305-581-1580.

STATION'S PROGRAMMING DESCRIPTION
WSRF: Programmed for mass appeal, 18-49 plus teens.
MUSIC: contemporary rock. Contact Representative for further details. Rec'd 6/25/75.

1. PERSONNEL
President—Gene Milner.
Sales Manager—Jackie Milner.
Program Director—Tommy Judge.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
18,000 w. days, 5,000 w. nights; 1580 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 33c
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 48, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WSHE (FM).
Affiliated with MBS.

TIME RATES
No. 12 Eff 5/1/74—Rec'd 4/16/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
AA—Mon thru Fri 10 am-3 pm; Mon thru Sun midnight-2 am; Sat 10 am-noon; Sun 8 am-noon.
A—Mon thru Sat 6-10 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	25	20	23	18	21	16
12 ti	23	18	21	16	19	14
18 ti	21	16	19	14	17	12
24 ti	19	14	17	12	15	10

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min	20	18	16

10 sec: 50% of 1-min.
Edited by Gene Milner.

FORT MYERS (3 AM; 2 FM)

Plus 1 paid duplicate.
Lee County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

FLORIDA

WAYK

1970
LEHIGH ACRES

HR Stone radio

RAB

(This is a paid duplicate of the listing appearing under Lehigh Acres, Fla.)
Media Code 4 219 3975 1.00
Broadcast Management, Inc., Box 835, Lehigh Acres, Fla. 33936. Phone 813-369-2118.

STATION'S PROGRAMMING DESCRIPTION
WAYK: MUSIC: albums with emphasis on instrumentals of adult appeal, presented on uninterrupted 12 min segments. COMMERCIAL POLICY: 10 min maximum per hour. Contact Representative for further details. Rec'd 11/5/73.

1. PERSONNEL
General Manager—Lou L. Garris.
Operations Manager—Jean Simon.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1440 kc.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0; payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 28c.
Contracts: 40a, 41, 42b, 43, 45, 46.
Comb.; Cont. Discounts: 60d, 60c, 62d.
Cancellation: 70b, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 5 Eff 10/1/73—Rec'd 8/31/73.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 wk	13 wk	26 wk	39 wk	52 wk
6 ti	12.00	10.80	10.20	9.60	9.00
12 ti	10.80	9.70	9.20	8.65	8.10
24 ti	10.20	9.20	8.65	8.15	7.65
36 ti	9.60	8.65	8.15	7.70	7.20
30 SEC:					
6 ti	9.60	8.65	8.15	7.70	7.20
12 ti	8.65	7.75	7.35	6.90	6.50
24 ti	8.15	7.35	6.90	6.50	6.10
36 ti	7.70	6.90	6.50	6.15	5.75
6 ti	8.00	7.20	6.80	6.40	6.00
12 ti	7.20	6.45	6.15	5.75	5.40
24 ti	6.80	6.15	5.75	5.45	5.10
36 ti	6.40	5.75	5.45	5.15	4.80

10. SPECIAL FEATURES

5-MIN NEWS:	1 wk	13 wk	26 wk	39 wk	52 wk
6 ti	14.40	13.00	12.25	11.50	10.80
10 ti	13.00	11.70	11.05	10.40	9.75

(D)

WCAI

1964

NAB

Media Code 4 210 2160 1.00
Lee Broadcasting, Inc., Box 2121, Highland and Canal, Fort Myers, Fla. 33902. Phone 813-334-1350.

1. PERSONNEL
President—Truman A. Morris.
General Manager—Ron E. Pierce.

2. REPRESENTATIVES
David Carpenter Company, Inc.
Miami—Edwin H. Cohen.

3. FACILITIES
1,000 w.; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/1/75—Rec'd 5/23/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	520x	1040x
1 min	8.00	7.50	7.00	6.50	6.00	5.00	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00
15 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

TAP, 30 DAYS, ROS:	1 min	30 sec	15 sec
100 ti	4	3	2
50 ti	5	4	3

Edited by Ronald E. Pierce.

WHEW (FM)

1969

Media Code 4 210 2180 8.00
Robert Hecksher, Box 216, 2835 Hanson St., Ft. Myers, Fla. 33902. Phone 813-332-1410.
See affiliated AM station for additional information.
AM facilities: WMYR.

3. FACILITIES
ERP 71,000 w.; 101.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 207 ft. above average terrain.

TIME RATES
No. 6 Eff 8/20/74—Rec'd 3/3/75.

(This listing continued on next page)

Fort Myers—WHEW (FM)—Continued

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min.	16.00	14.15	13.70	13.45	13.00
30 sec.	8.55	8.15	7.80	7.35	6.95
		260x	312x	365x	500x
1 min.		12.65	12.25	11.55	10.45
30 sec.		6.60	6.45	6.25	5.85

7. PACKAGE PLANS

1 MIN:	25 ti	50 ti	100 ti	150 ti
Within 2 consec wks.	9.75	8.20	-----	-----
Within 4 consec wks.	-----	-----	7.15	6.40

WITHIN 4 CONSEC WKS:	15 sec	20 sec	30 sec
Minimum 100 ti, ea.	3.40	4.75	5.85

WINK
1940

CBS Radio Network

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 210 2205 4.00

Fort Myers Broadcasting Co., Box 1060, 2824 Palm Beach Blvd., Fort Myers, Fla. 33902. Phone 813-334-1131. TWX 510-951-7371.

STATION'S PROGRAMMING DESCRIPTION

WINK: Programmed for adults and young adults. MUSIC: MOR format, featuring albums, singles and current selections from the best seller charts. NEWS: network at :50 6 am-midnight; 5 min farm news at 6:46 & 9:06 pm M-F, 6:15, 6:20 & 6:35 am Sat. 5 min network sports at 6:53 am M-Sat. 14 local and state newscasts throughout day. Weather at 6:45, 7:40, 8:20 am, 12:15, 5:40 pm. RELIGIOUS: Sun 7 am-noon. COMMERCIAL POLICY: 18 min maximum. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert L. Rausch.
Ass't to Dir. of Sales—Joyce T. Parfitt.
Local Sales Manager—John Raymond.

2. REPRESENTATIVES
PRO/Meeker Radio.
Busby, Finch, Lathom & Widman.

3. FACILITIES
1,000 w. days. 250 w. nights; 1240 kc.
Operating schedule: 6-12:06 a.m. EST.

4. AGENCY COMMISSION
15/0.

9. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b 11g, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 73a.
Affiliated with CBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS
DRIVE TIME—7-9 AM & 4-6:30 PM
1 min. flat ..... 9.00 30 sec. flat 7.00

30 SECONDS

WK:	3 ti	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 wk.	6.60	6.50	6.25	6.00	5.90	5.60	5.40	5.10
13 wk	6.00	5.80	5.50	5.30	5.00	4.80	4.50	4.30
52 wk	5.40	5.10	4.80	4.50	4.30	3.90	3.60	3.30

1 MINUTE

1 wk.	7.80	7.50	7.40	7.10	6.80	6.50	6.20	5.30
13 wk	7.00	6.80	6.50	6.20	5.90	5.50	5.40	5.00
52 wk	6.40	6.10	5.70	5.30	5.00	4.60	4.30	3.90

ALL OTHER TIMES
1 min. flat ..... 7.00 30 sec. flat 5.50

30 SECONDS

1 wk.	4.60	4.50	4.25	4.15	4.00	3.65	3.40	3.25
13 wk	4.45	4.35	4.15	4.00	3.80	3.40	3.25	3.10
52 wk	4.00	3.90	3.80	3.65	3.40	3.10	2.90	2.65

1 MINUTE

1 wk.	5.70	5.60	5.40	5.20	4.90	4.50	4.20	4.10
13 wk	5.50	5.40	5.20	4.90	4.70	4.20	4.10	3.80
52 wk	5.00	4.90	4.70	4.50	4.20	3.80	3.60	3.30

15 sec: 50% of applicable 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr.	46.50	40.00	32.00	34.00	32.00	30.00
1/2 hr.	28.00	25.00	24.00	21.00	20.00	18.00
1/4 hr.	20.00	18.00	16.00	14.00	13.00	12.00
10 min.	16.50	15.00	14.00	12.00	11.00	10.00
5 min.	14.00	13.00	12.50	11.00	10.00	9.50

WINK-FM
1964

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 210 2206 2.00

Fort Myers Broadcasting Co., Box 1060, 2824 Palm Beach Blvd., Fort Myers, Fla. 33902. Phone 813-334-1131. TWX 510-951-7371.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WINK-FM: Programmed for adults.
MUSIC 93%: popular standards, showtunes, film music, group vocals & instrumentals selected in 1/4 hr. segments; classical music 1 hr. nightly, 7:30-8:30 pm; opera broadcasts. NEWS: network & local. COMMERCIAL POLICY: maximum 8 per hour, 2 commercials clustered every 15 minutes. Contact Representative for further details. Rec'd 2/20/75.

3. FACILITIES
ERP 44,000 w.; 96.9 mc. Stereo.
Operating schedule: 6-1 am daily. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
Eff 6/1/73—Rec'd 11/12/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x
1 min.	5.00	4.80	4.40
30 sec.	4.00	3.85	3.50

WMYR
1952

NAB

Media Code 4 210 2250 6.00

Robert Hecksher, Box 216, 2835 Hanson St., Ft. Myers, Fla. 33902. Phone 813-332-1410.

1. PERSONNEL
Owner & Mgr.—Robert Hecksher.

3. FACILITIES
5,000 w. days, 5,000 w. nights; 1410 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60l, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBEW (FM).

TIME RATES
No. 13 Eff 8/20/74—Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min.	16.00	14.15	13.70	13.45	13.00
30 sec.	8.55	8.15	7.80	7.35	6.95
		260x	312x	365x	500x
1 min.		12.65	12.25	11.55	10.45
30 sec.		6.60	6.45	6.25	5.85

7. PACKAGE PLANS

1 MIN:	25 ti	50 ti	100 ti	150 ti
Within 2 consec wks.	9.75	8.20	-----	-----
Within 4 consec wks.	-----	-----	7.15	6.40

WITHIN 4 CONSEC WK:	15 sec	20 sec	30 sec
Minimum 100 ti, ea.	3.40	4.75	5.85

Edited by Robert Hecksher.

FORT PIERCE (2 AM; 2 FM)

St. Lucie County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WFTP
1952

RAB

Media Code 4 210 2316 5.00

Gulfstream Broadcasting Co., Inc., Box 1330, Fort Pierce, Fla. 33450. Phone 305-464-1330.

STATION'S PROGRAMMING DESCRIPTION

WFTP: MUSIC: Country & western. NEWS: network. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
Sta. & Sales Mgr.—Robert Young.

2. REPRESENTATIVES
Gert Bunches and Associates.

3. FACILITIES
1,000 w. days, 500 w. nights; 1330 kc. Directional—night only.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 15a.
Basic Rates: 20b, 21b, 28b, 28c.
Contracts: 40a.
Cancellation: 70d, 71a, 73b.
FM facilities: WLQY (FM).
Affiliated with American Entertainment Network.
Affiliated with Gert Bunches & Associates Group.

TIME RATES
Eff 8/1/73—Rec'd 11/1/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3:30 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			A			B		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1-12 wk.	7.00	5.60	4.50	6.00	4.80	3.85			
1-12 wk.				5.00	4.00	3.20			

AA/A—minimum 6 per wk: B—minimum 5 per wk.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
WEEKLY FLOATER PLAN

PER WK:	20 ti	35 ti	50 ti	100 ti
1 min.	5.60	4.80	4.50	4.30
30 sec.	5.00	4.30	4.00	3.90
10/less	4.70	4.00	3.70	3.40

10. SPECIAL FEATURES
Paul Harvey—8:30-8:35 am & 12:30-13:45 pm, 30 sec, 7.50.
News & sports—minimum 13 wks, 30 sec 5.60.

WIRA
1946

NAB RAB

Media Code 4 210 2340 9.00

Indian River Broadcasting Co., Box 3032, Fort Pierce, Fla. 33450. Phones: Sales 305-464-6746, studios 1400.

STATION'S PROGRAMMING DESCRIPTION

WIRA: Programmed for adults and young adults. Air personalities, talk and music entertainment. NEWS: 7:50, 10:05 am, 12:10, 5:45 & 11 pm. Local news at :15 each hour & 7:55 am. Local live news block 10:15-10:30 am. Headlines at :55 followed by State news. National news at :60, headlines & weather each half hr. MUSIC: contemporary & standard popular MOR, some film, show tunes, mainstream & popular jazz. 60% contemporary singles & 40% standard popular albums. SPORTS: major league baseball, high school & college basketball & football. FARM: citrus frost warnings, planting & harvesting 8:30 am Sat. Extension Service 2:05 pm Thurs. Women's show 9:30-9:40 am. Audience participation show 11:30 am-noon & 9:05-10 am Sat. COMMERCIAL POLICY: 18 minutes per hour maximum. Rec'd 9/4/73.

1. PERSONNEL
General Manager—Hudson C. Millar, Jr.
Vice-Pres./Sales—Randolph H. Millar.
Station Manager—Bob Haa.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25b, 26, 28a, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 47c, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60l, 61c, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WOVV (FM).

TIME RATES
No. 21 Eff 11/1/74.—Rec'd 10/14/74.
AAAA—7-9 am & 5-7 pm.
AAA—6-7 am & 9 am-1 pm.
AA—1-5 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAAA	AAA	AA	A
1 min.	8.65	7.82	6.47	6.06
30 sec.	6.88	6.24	5.18	4.65
15 sec.	6.18	5.59	4.59	3.94

Specific times, extra 10%.

7. PACKAGE PLANS

PER DAY:	2 ti	3 ti	4 ti	6 ti	8 ti
PER MO, ROS:	60 ti	90 ti	120 ti	180 ti	240 ti
30 sec.	4.24	3.94	3.65	3.24	2.94

Must run in 30 days.

PER WK, PREEMPTIBLE:	30 sec
25 ti in 1 wk, ea.	4.65
25 per wk for 2 wks, 50 ti, ea.	4.29

10. SPECIAL FEATURES
NEWS/BULLETINS/WEATHER/MARKET REPORTS

	5 min	10 min	1/4 hr	1/2 hr	1 hr
Ea.	17.06	20.59	29.41	38.83	72.35

SPECIFIC PROGRAMS—MONTH OR 30 DAYS

AAA:	5 min	10 min	1/4 hr
21 ti	14.12	17.65	21.77
26 ti	11.18	15.88	17.06

WLQY (FM)
1961

Media Code 4 210 2350 6.00

Gulfstream Broadcasting Co., Inc., Box 1330, Fort Pierce, Fla. 33450. Phone 305-464-1330.

See affiliated AM station for additional information.
AM facilities: WFTP.

STATION'S PROGRAMMING DESCRIPTION

WLQY (FM): Programmed for adults.
MUSIC: instrumentals, show tunes, group vocals. NEWS: local & national at :30. Weather at :15. Contact Representative for further details. Rec'd 6/9/75.

1. PERSONNEL
Sales Manager—Dennis Eklund.

3. FACILITIES
ERP 40,000 w.; 98.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 340 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Gert Bunches & Associates Group.

TIME RATES
No. 1 Eff 11/1/74—Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	260x	520x	1000x
1 min.	5.00	4.80	4.00	3.80	3.50
30 sec.	4.00	3.85	3.20	3.00	2.95

7. PACKAGE PLANS

	—Within 7 days—			—Within 30 days—		
ROS:	24 ti	28 ti	42 ti	30 ti	60 ti	90 ti
1 min.	84.00	106.40	147.00	144.00	240.00	352.00
30 sec.	67.20	84.00	123.90	115.50	192.00	270.00

6. PROGRAM TIME RATES

	1x	52x	260x	520x
1 hr.	60.00	57.50	50.00	------
1/2 hr.	40.00	38.50	30.00	------
1/4 hr.	25.00	24.00	20.00	------
10 min.	20.00	14.00	15.00	------
5 min.	12.50	12.00	10.00	9.50

WOVV (FM)
1960

NAB

Media Code 4 210 2360 7.00

AIRMEDIA, Inc., Box 3192, Fort Pierce, Fla. 33450. Phones: Sales 305-464-6747; Studio 6812.

See affiliated AM station for additional information.
AM facilities: WIRA.

STATION'S PROGRAMMING DESCRIPTION

WOVV (FM): Programmed for ages 18-49.
MUSIC: top 100 & solid gold rock. NEWS: UPI audio, UPI wire service, emphasis on area, state, national & international. COMMERCIAL POLICY: maximum 12 minutes per hour. Rec'd 7/31/75.

1. PERSONNEL
Mgr. & Sales Mgr.—Randolph H. Millar.
Operations Director—Robert Haa.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 518 ft. above average terrain.

TIME RATES
No. 18 Eff 3/1/75—Rec'd 3/31/75.
AM Drive—6-9 am.
Daytime—9 am-3 pm.
PM Drive—3-7 pm.
Nighttime—7 pm-midnight.
Overnight—midnight-6 am.
ROS—6 am-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AMD	12.00	9.00	8.00	7.50	7.00
DT	11.00	8.00	7.50	7.00	6.50
PMD	12.00	9.00	8.00	7.50	7.00
NT	9.00	6.00	5.50	5.00	4.50
ON	7.00	5.50	5.00	4.50	4.00
ROS	10.00	7.00	6.50	6.25	6.00

30 SECONDS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AMD	10.00	7.00	6.00	5.50	5.00
DT	9.00	6.00	5.50	5.00	4.50
PMD	10.00	7.00	6.00	5.50	5.00
NT	7.00	4.50	4.00	3.50	3.00
ON	5.00	4.00	3.50	3.00	2.50
ROS	8.00	5.00	4.50	4.25	4.00

Fixed position, extra 20%.
Submitted by Randolph H. Millar.

FT. WALTON BEACH
(2 AM; 1 FM)

Okaloosa County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WFTW
1953

WFTW-FM
1965

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 2385 4.00

Vacationland Broadcasting Co., Inc., Box 10, 225 W. Hollywood Blvd., Ft. Walton Beach, Fla. 32548. Phone 904-243-7676.

STATION'S PROGRAMMING DESCRIPTION

WFTW: MOR, local news, audience participation.

1. PERSONNEL
General Manager—Zola M. Rowley.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. 99.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 209 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15% time only; 10th of following month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 10/1/74—Rec'd 11/1/74.

6. SPOT ANNOUNCEMENTS

30 DAYS, ROS:	1 ti	25 ti	50 ti	100+
1 min.	6.50	6.00	5.25	4.85
30 sec.	5.25	4.85	4.35	3.60
15 sec.	3.30	3.00	2.75	2.20

1 min & 30 sec may combine for lower rates.
Guaranteed time, extra 20%.

WNUE
1956

RAB

Media Code 4 210 2430 8.00

Smith Radio, Inc., 118 Wright Pkwy., Ft. Walton Beach, Fla. 32548. Phone 904-243-6183.

STATION'S PROGRAMMING DESCRIPTION

WNUE: MUSIC: General popular.

1. PERSONNEL
General Manager—Dutch Van Buskirk.

2. REPRESENTATIVES
Southeast—W. O. Jones, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. B-3 Eff 7/1/75—Rec'd 7/25/75.
I—Mon thru Sun 6-10 am & 3-7 pm, fixed, non-preemptible.
II—Mon thru Fri 6-10 am & 3-7 pm, rotating & 10 am-3 pm, fixed; Sat & Sun, fixed.
III—Mon thru Sun 6 am-7 pm, BTA; Mon thru Fri 10 am-3 pm, rotating.
IV—Mon thru Sun 6 am-midnight, ROS.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK:	1 ti	10 ti	25 ti	50+
PER MO:	1 ti	25 ti	50 ti	100+
1 min.	7.15	6.35	5.35	5.15
30 sec.	5.95	5.25	4.50	4.40
10 sec.	3.85	3.45	2.90	2.95

SECTION II

1 min.	6.55	5.80	4.90	4.70
30 sec.	5.45	4.80	4.10	4.05
10 sec.	3.50	3.15	2.65	2.70

SECTION III

PER WK:	1 ti	10 ti	25 ti	50 ti	100+
PER WK:	1 ti	25 ti	50 ti	100+	-----
1 min.	6.00	4.85	4.50	4.30	3.65
30 sec.	5.15	4.05	3.90	3.85	3.30
10 sec.	3.20	2.85	2.40	2.35	1.95

SECTION IV

1 min.	5.50	4.85	4.25	3.95	3.35
30 sec.	4.65	4.05	3.45	3.40	2.90
10 sec.	2.95	2.60	2.15	2.10	1.75

10. SPECIAL FEATURES
News—7.00.
Submitted by Dutch Van Buskirk.

GAINESVILLE (4 AM; 2 FM)

Alachua County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WAKA
1961

Oliva Broadcasting Corporation

Media Code 4 210 2455 5.00

Oliva Broadcasting Co., Box 1024, 2522 N. W. 13th St., Gainesville, Fla. 32601. Phone 904-376-2688.

1. PERSONNEL
General Manager—Royce Plummer.

3. FACILITIES
5,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21a, 23a, 24c, 25a, 33d.

(This listing continued on next page)

Contracts: 40a, 42a, 42d, 43, 44b, 45, 46, 50.
Comb.; Cont. Discounts: 60b, 60i, 60j, 60k, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: Florida Growers Radio Network.

TIME RATES
No. 1 Eff 2/1/72—Rec'd 2/7/72.

4. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50+
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	5.50	5.00	4.50	4.00	3.50	3.00
10 sec	4.50	4.00	3.50	3.00	2.50	2.00

5. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	5 ti	6 ti
1 hr	75.00	70.00	65.00	60.00	——
1/2 hr	55.00	50.00	45.00	40.00	35.00
1/4 hr	35.00	30.00	27.00	25.00	23.00
5 min	15.00	13.00	11.00	10.00	9.00
3 min	9.00	8.00	7.50	7.00	6.50

DISCOUNT
13 wk—2% 26 wk—5% 52 wk—10%

WDVH
1954

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 2475 3.00
Dae Broadcasting Co., Box 1068, Kincaid Rd., Gainesville, Fla. 32602. Phone 904-372-2528.

STATION'S PROGRAMMING DESCRIPTION
WDVH: Programmed with emphasis on 25-55 age group.
MUSIC: country and western, primarily Nashville produced modern country hits and polished versions of all time familiar favorites. NEWS: Network news on hour with sports at 7:25 am, 5:25 pm. Weather 4 times per hour. 3 man local news provides coverage 15 times daily. ENTERTAINMENT: personalities, local acceptance, news and public service. Contact Representative for further details. Rec'd 7/6/70.

1. PERSONNEL
General Manager—Larry Edwards.
Sales Manager—Wayne Payne.
Operations Manager—Jim Williams.

2. REPRESENTATIVES
Meeker Radio, Inc.
Atlanta—Bernard I. Ochs Co.
Southwest—Mario Messina Company.

3. FACILITIES
5,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 2% cash discount. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40a, 41, 42a, 42c, 43, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 62a.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 82.

TIME RATES
No. 10 Eff 5/1/74—Rec'd 4/15/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	13 wk	26 wk	52wk	1 wk	13 wk	26 wk	52 wk
	1 min				30 sec			
6 ti	9.00	8.55	8.10	7.65	7.20	6.85	6.50	6.15
12 ti	8.55	8.10	7.65	7.20	6.85	6.50	6.15	5.80
18 ti	8.10	7.65	7.20	6.75	6.50	6.15	5.80	5.45
24 ti	7.65	7.20	6.75	6.30	6.15	5.80	5.45	5.10
30 ti	7.20	6.75	6.30	5.85	5.80	5.45	5.10	4.75
CLASS A								
6 ti	7.50	7.15	6.80	6.45	6.00	5.70	5.40	5.10
12 ti	7.15	6.80	6.45	6.10	5.70	5.40	5.10	4.80
18 ti	6.80	6.45	6.10	5.75	5.40	5.10	4.80	4.50
24 ti	6.45	6.10	5.75	5.40	5.10	4.80	4.50	4.20
30 ti	6.10	5.75	5.40	5.05	4.80	4.50	4.20	3.90

Edited by Larry Edwards.

WGGG
1948

Media Code 4 210 2520 6.00
Gator Radio, Inc., 1230 Waldo Rd., Gainsville, Fla. 32601. Phone 904 376-1289.

STATION'S PROGRAMMING DESCRIPTION
WGGG: MUSIC: top 40 with blend of gold. NEWS: at :60 plus :30 in drive times. Emphasis on local news presented by news personnel. Also sports & weather. Rec'd 8/5/74.

1. PERSONNEL
President—Victor M. Knight.
Vice-Pres. & Gen'l Mgr.—Elsie Mercer.
Operations Manager—Don Reid.

2. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 6a.
Rate Protection: 10a, 15b.
Basic Rate: 23a.
Contracts: 40a, 45.
Member: Florida Quality Broadcasting Corporation.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 7/1/71—Rec'd 7/1/71.
AA—6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	10 ti	20 ti	30 ti	40 ti	50+
	1 MINUTE					
1 wk	9.00	8.80	8.60	8.40	8.20	8.00
4 wk	8.80	8.60	8.40	8.20	8.00	7.80
13 wk	8.60	8.40	8.20	8.00	7.80	7.60
26 wk	8.40	8.20	8.00	7.80	7.60	7.40
52 wk	8.20	8.00	7.80	7.60	7.40	7.20
	30 SECONDS					
1 wk	7.00	6.80	6.60	6.40	6.20	6.00
4 wk	6.80	6.60	6.40	6.20	6.00	5.80
13 wk	6.60	6.40	6.20	6.00	5.80	5.60
26 wk	6.40	6.20	6.00	5.80	5.60	5.40
52 wk	6.20	6.00	5.80	5.60	5.40	5.20
	15 SECONDS					
1 wk	5.50	5.30	5.10	4.90	4.70	4.50
4 wk	5.30	5.10	4.90	4.70	4.50	4.40
13 wk	5.10	4.90	4.70	4.50	4.30	4.20
26 wk	4.90	4.70	4.50	4.30	4.10	4.00
52 wk	4.70	4.50	4.30	4.10	4.00	3.90

Specified position & News adjacencies.

YEARLY FREQUENCY—BTA.

	Open	13x	26x	52x	104x
1 min	8.50	8.40	8.30	8.20	8.10
30 sec	6.60	6.40	6.20	6.00	5.80
15 sec	4.50	4.40	4.30	4.20	4.10
	156x	260x	312x	520x	1040x
1 min	7.90	7.80	7.60	7.40	7.20
30 sec	5.40	5.20	5.00	4.90	4.85
15 sec	4.00	3.90	3.80	3.70	3.60

9 am-3 pm daily plus weekends plus 30% in AA as available

7. PACKAGE PLANS
IMPACT PLANS—ROS

PER MO:	20 ti	40 ti	60 ti	80 ti	100 ti	150 ti
1 min	6.00	6.60	6.40	6.20	5.90	5.40
30 sec	5.90	5.60	5.40	5.20	4.90	4.40
15 sec	4.90	4.60	4.40	4.20	3.90	3.40

Class A daytime programming only. All ROS with 25% in AA as available. Preemptible.

8. PROGRAM TIME RATES
YEARLY FREQUENCY—BTA.

	5 min	1/4 hr	1/2 hr	1 hr
Open	14.00	21.00	48.00	68.00
13 ti	13.00	23.00	46.00	64.00
26 ti	12.00	22.00	44.00	62.00
52 ti	11.60	21.00	40.00	60.00
104 ti	11.20	20.00	39.00	58.00
156 ti	10.90	19.00	38.00	52.00
260 ti	10.70	18.00	36.00	48.00
312 ti	10.50	17.00	35.00	46.00
520 ti	9.80	16.00	34.00	44.00
1040 ti	9.20	15.00	30.00	40.00

10. SPECIAL FEATURES
NEWS HEADLINES

	Open	13x	26x	52x	104x
3 1/2-min	8.00	8.40	8.20	8.00	7.70
	156x	260x	312x	520x	1040x
3 1/2-min	7.40	7.10	6.80	6.50	6.20

WGVL (FM)
1970

SAB

Media Code 4 210 2544 6.00
Gerler Broadcasting Company, Inc., Box 14585 University Station, 7120 S. W. 20th Ave., Gainesville, Fla. 32601. Phone 904-378-3806.

STATION'S PROGRAMMING DESCRIPTION
WGVL (FM): Programmed for young adults & young married with emphasis on 18-35 age group.
MUSIC: Progressive rock featuring 100% albums.
NEWS: every 2 hours at :30 starting at 7:30 am.
COMMERCIAL POLICY: maximum of 8 commercial minutes per hour. SPECIAL FEATURES: radio dramas & live rock concerts. Contact Representative for further details. Rec'd 12/26/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Irving A. Uram.
Program Manager—William Thacker, Jr.
Sales Manager—Sarah Uram.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
ERP 3.000 w.; 105.5 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%; 2% discount before 10th, 3% discount paid in advance.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6.
Rate Protection: 15b.
Basic Rates: 20b, 24a, 24c, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.

TIME RATES
Eff 9/1/74—Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	6 ti	11 ti	16 ti	21 ti	26 ti	30+
1 min	8.05	7.95	7.85	7.75	7.65	7.55	7.45
30 sec	5.55	5.45	5.35	5.25	5.15	5.05	4.95

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	5 min
5 pm-2 am	94.00	50.00	10.75
All other times	85.40	45.55	9.70

DISCOUNT—CONTRACT, BULK PACKAGE
13 wk/*450.00—5% 39 wk/*1350.00—10%
26 wk/*900.00—7-1/2% 52 wk/*1800.00—15%
(*) Minimum.

WRUF
1928

Subscriber to the NAB Radio Code
Media Code 4 210 2565 1.00
State and University of Florida, Box 14-444, University Sta., Gainesville, Fla. 32604. Phone 904-392-0771.

STATION'S PROGRAMMING DESCRIPTION
WRUF: Programmed for young adults 18-40.
MUSIC: MOR, contemporary rock featuring top 100 & selected regional hits. AIR PERSONALITIES handle all segments. NEWS: network at :00; local & state update at :30; local at 7:50 am, 12:30, 5:05 pm; 5 man local news team. SPORTS: 6x daily, 7:30, 8:15, 8:45 am, 5:50 pm. Play-by-play college football, basketball & major league baseball on weekends. FARM: 6-7 am, some agricultural features. RELIGIOUS: 7 am-1 pm Sun. Contact Representative for further details. Rec'd 3/27/75.

1. PERSONNEL
Sta. Mgr. & Prog. Dir.—Bob Leach.
Sales Manager—Whitey McMullen.

2. REPRESENTATIVES
Frederick W. Smith.
Southeast—W. O. Jones, Inc.

3. FACILITIES
5,000 w.; 850 kc. Directional—night only.
Operating schedule: 5:30-2:30 am. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 28a.
Contracts: 40c, 44b, 46, 47a, 51a.
Comb.: Cont. Discounts: 60g, 61b.
Affiliated with NBC.

TIME RATES
Eff 5/1/75—Rec'd 5/22/75.
AAA—6-10 am & 3-6 pm.
AA—All other times from 6 am-11 pm.
A—11 pm-sign-off or 6 am.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	8.50	7.20	5.80	7.90	6.50	5.05
10 ti	7.90	6.40	5.00	7.30	5.80	4.30
20 ti	5.90	4.70	3.30	5.40	4.40	2.80
30 ti	5.10	3.90	2.70	4.60	3.65	2.20
40 ti	4.90	3.70	2.50	4.40	3.45	2.00
A:					1 min	30 sec
Flat					3.00	2.65

8. PROGRAM TIME RATES

	1 ti	5 ti	7 ti
5 min	8.75	8.00	7.50

Edited by Bob Leach.

WRUF-FM
1948

Subscriber to the NAB Radio Code
Media Code 4 210 2566 6.00
State and University of Florida, Box 14-444, University Sta., Gainesville, Fla. 32601. Phone 904-392-0771.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WRUF-FM: Programmed for adults and young adults.
MUSIC: albums and tape; popular and classical. Featuring standards, show tunes, film music and light classic 45%, Classical, opera and symphony, 40%. Progressive Rock, 5%. News 9%. Talk 1%.
COMMERCIAL POLICY: 6 minutes per hour excluding news. Contact Representative for further details. Rec'd 8/18/69.

3. FACILITIES
ERP 27,000 w.; 103.7 mc. Stereo.
Operating schedule: 8-2:30 am. EST.
Antenna ht.: 407 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 5/22/75.

6. SPOT ANNOUNCEMENTS
9 AM-11 PM
1 min 4.50 30 sec 3.50
Edited by Bob Leach.

HAINES CITY
Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WHAN
1960

Media Code 4 210 2655 0.00
Radio Central, Inc., 110 Scenic Hwy., Haines City, Fla. 33844. Phone 813-422-7502.

STATION'S PROGRAMMING DESCRIPTION
WHAN: Programmed for adults 18-55.
MUSIC: Modern countryhits. NEWS: local 24 times daily at :20 & :50. WEATHER: twice hourly. Contact Representative for further details. Rec'd 12/23/73.

1. PERSONNEL
Sta. & Sales Mgr.—Paul Hershey.

3. FACILITIES
500 w. days; 920 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 10/1/73—Rec'd 12/28/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	24 ti	36 ti	48+
1 min	3.25	3.00	2.75	2.55	2.35
30 sec	2.45	2.25	2.05	1.90	1.75

7. PACKAGE PLANS

PER MO.	1 min			30 sec		
EA:	50 ti	100 ti	150+	50 ti	100 ti	150+
1 mo.	2.75	2.55	2.35	2.05	1.90	1.75
6 consec mo.	2.60	2.40	2.20	1.95	1.80	1.65
12 consec mo	2.45	2.25	2.05	1.85	1.70	1.55

Edited by Paul Hershey.

HIALEAH
Dade County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See Miami-Miami Beach
(including Coral Gables, Hialeah)

HOLLYWOOD
Broward County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

See Fort Lauderdale-Hollywood
(including Ooklond Park, Pompano Beach)

HOMESTEAD
Dade County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

FLORIDA

WQDI
1957

Media Code 4 210 2700 4.00
Radio South Dade, Inc., 507 N. W. 2nd St., Homestead, Fla. 33030. Phone 305-247-9444.

STATION'S PROGRAMMING DESCRIPTION
WQDI: Modern country. State, nat'l news at :55.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David Hussong.

3. FACILITIES
500 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Florida Growers Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 6/1/74—Rec'd 11/1/74.
AAA—6-9 am, 11:30 am-1 pm & 2:30-6:30 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	520x
CLASS AAA								
1 min	7.75	7.50	7.25	7.00	6.75	6.50	6.25	6.00
30 sec	6.75	6.50	6.25	6.00	5.75	5.50	5.25	5.00
CLASS AA								
1 min	6.75	6.50	6.25	6.00	5.75	5.50	5.25	5.00
30 sec	5.75	5.50	5.25	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.
Fixed, extra 10%.

7. PACKAGE PLANS

PER WK, ROS:	20 ti	30 ti	50 ti
1 min	5.50	5.25	5.00
30 sec	4.50	4.25	4.00

10 sec: 50% of 1-min.
Fixed, extra 10%.

IMMOKALEE
Collier County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WKEM
1964

SAB

Subscriber to the NAB Radio Code
Media Code 4 210 2745 0.00
Jerome Broadcasting Corp., Box 520, Immokalee, Fla. 33934. Phone 813-657-3651.

STATION'S PROGRAMMING DESCRIPTION
WKEM: Contemporary country hits & gold.

1. PERSONNEL
Station Manager—Nick Nicholl.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/4/74.

6. SPOT ANNOUNCEMENTS

	1x	10x	30x	60x
1 min	4.00	3.75	3.50	2.75
30 sec	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

Plan A—30 ti 1-min/6 days		75.00
Plan B—30 ti 30-sec/6 days		60.00
	10 ti	30 ti
Plan C—10-sec/30 days	2.00	1.75

10. SPECIAL FEATURES
20/20 WEATHER

PER WK:	7 ti	14 ti	21 ti	28 ti
Ea	2.80	2.60	2.40	2.20

INVERNESS
Citrus County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WYSE
1965

Media Code 4 210 2790 5.00
Fleet & Fleet, Inc., Inverness, Fla. 32650. Phone 904-726-1560.

1. PERSONNEL
General Manager—J. H. Fleet.

3. FACILITIES
1,000 w.; 1560 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1A Eff 6/1/73—Rec'd 6/26/73.

6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x
1 min	2.25	2.00	2.75	2.50
30 sec	2.40	2.25	2.05	1.95
10 sec	1.65	1.50	1.40	1.25

FLORIDA

JACKSONVILLE (13 AM; 6 FM)

(including Arlington, Atlantic Beach, Jacksonville Beach)

Duval County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	42	32	42	32
B	40	32	40	24
C	38	30	38	24
D	32	28	32	19
AVERAGE	38	31	38	25

WAPE
1956
JACKSONVILLE
Independent

EASTMAN RADIO, INC.

RAB

Subscriber to the NAB Radio Code
Media Code 4 210 2835 5.00
Sis Radio, Inc., Box 486, Orange Park, Fla. 32073. Phone 904-354-7121.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stanley N. Kaplan.
General Sales Manager—Joe McCluskey.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
50,000 w. days, 10,000 w. nights; 690 kc.
Directional—night only.
Operational schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman Radio Network.

TIME RATES
No. 11 Eff 4/15/74 Rev 4/26/74—Rec'd 4/29/74.
I—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
II—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

WK,	I				II			
EA:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	48	42	40	38	38	32	28	26

Beach Beach—4/15 thru 9/15, extra 20%.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WBIX
1947
JACKSONVILLE BEACH
Religious & Gospel

Media Code 4 210 2960 6.00
Twin Ten Radio, Inc., Box 16656, Jacksonville, Fla. 32216. Phone 904-641-1010.

STATION'S PROGRAMMING DESCRIPTION
WBIX: MUSIC: religious & gospel.

1. PERSONNEL
General Manager—Carmen Macri.
Nat'l & Local Sales Mgr.—Steve Macri.
2. REPRESENTATIVES
North—Frederick W. Smith.
West—Harlan G. Oakes, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
10,000 w. days; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset daily. EST
4. AGENCY COMMISSION
15/0 net time; bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accents AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
No. 3 Eff 6/1/70—Rec'd 4/30/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	312x	365x
1 min	13.00	12.50	12.00	11.50	11.00	10.50	10.00
30 sec	6.50	6.25	6.00	5.75	5.50	5.25	5.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	10	9	8	7	6
30 sec	8	7	(*)	6	5

(*) 6.50.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	260x	312x	365x
1 hr	100.00	95.00	90.00	85.00	80.00	75.00	70.00
1/2 hr	60.00	57.50	55.00	52.50	50.00	47.50	45.00
1/4 hr	40.00	37.50	35.00	32.50	30.00	27.50	25.00
5 min	25.00	23.00	20.00	18.00	16.00	14.00	12.50

Submitted by Steve Macri.

WERD
1950
JACKSONVILLE
Mutual Black Network

Media Code 4 210 2885 3.00
WERD, Inc., Box 2467, Jacksonville, Fla. 32203.
Phone 904-389-1111.

1. PERSONNEL
Vice-President—Harold S. Cohn, II.
Vice-President—Ronald H. Cohn.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time and talent; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 28a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b.
Cancellation: 71a, 73a.
Affiliated with Mutual Black Network.

TIME RATES
Eff 5/28/73—Rec'd 3/29/73.
I—Mon thru Sat 6 am-7 pm.
II—All other times.

6. SPOT ANNOUNCEMENTS

SECTION I					
PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15.00	14.00	13.00	12.00	11.00
30/20 sec	11.25	10.50	9.75	9.00	8.25
10 sec	7.50	7.00	6.50	6.00	5.50
SECTION II					
1 min	12.00	11.00	10.00	9.00	8.00
30/20 sec	9.00	8.25	7.50	6.75	6.00
10 sec	6.00	5.50	5.00	4.50	4.00

Edited by Harold S. Cohn, II.

WIVY 1948 — WIVY-FM 1965
JACKSONVILLE

KATZ RADIO

Media Code 4 210 2925 7.00
Jacksonville Broadcasting Corp., Gulf Life Center, Jacksonville, Fla. 32207. Phone 904-396-2505.

1. PERSONNEL
President—Y. Thomas Kirby.
Vice-Pres. & Gen'l Mgr.—Patrick F. Hayes.
General Sales Manager—Howard Schemer.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 29,000 w.; 102.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 231 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only: 1st of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20a, 22a, 23a, 25a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60a, 60f, 60k.
Cancellation: 70c.
Affiliated with Katz Radio Network.

TIME RATES
No. 7 Eff 8/15/74—Rec'd 8/12/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sat 7 pm-midnight.

8. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	40	32	35	28	25	20
12 ti	38	30	32	26	24	18
18 ti	36	29	30	24	23	18
24 ti	35	28	28	22	22	17

10 sec: 50% of 1-min.

WJAX
1925
JACKSONVILLE
NBC Radio Network

HR STONE radio

NAB

Subscriber to the NAB Radio Code
Media Code 4 210 2970 3.00
City of Jacksonville, Fla. Box 1740, 225 Coastline Dr., W., Jacksonville, Fla. 32201. Phone 904-633-2785.

STATION'S PROGRAMMING DESCRIPTION
WJAX: Programmed for mass appeal.
MUSIC: modern MOR with occasional standards.
NEWS: morning & afternoon news shows 6-9 am & 4-6:30 pm. All other day parts at :55 & :30. Emphasis on local & state news, network news at :60.
SPORTS: emphasis on local sports throughout day & during news shows. Network sports, major league baseball, professional football & selected college football. Contact Representative for further details.
Rec'd 4/14/75.

1. PERSONNEL
General Manager—Patrick Shannon.
Program Director—Cochran Keating.
Traffic Director—Joyce Hendrick.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
5,000 w.; 930 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23b, 24a, 25a, 26, 27, 28b, 28c, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 41, 44b, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
10 min product category separation.
Affiliated with NBC.

TIME RATES
AM/FM COMBINATION
No. 16A Eff 8/1/75—Rec'd 8/4/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-3 pm; Sun 7 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	34	27	27	22	22	18
12 ti	32	26	25	20	20	16
18 ti	30	24	23	18	18	14
24 ti	28	23	21	17	16	13
30 ti	26	21	19	16	14	12
PER YR:						
1 x	35	28	28	21	23	18
52 x	33	26	26	20	21	17
156 x	31	25	24	18	19	15
260 x	29	23	22	17	17	14
312 x	27	22	20	15	15	12

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PLAN:	I	II	III
6-10 am	5	4	2
10 am-3 pm	13	10	5
3-7 pm	8	5	3
7-10 pm	10	5	2
PER WK, EA, TI:	36	24	12
1 min	24	22	20
30 sec	20	18	16

Within 1 wk, distributed over 5-7 day period.

AM ONLY
75% of combination rates.
Submitted by W. P. Shannon.

WJAX-FM
1948
JACKSONVILLE

NAB — NAFMB

Subscriber to the NAB Radio Code
Media Code 4 210 2971 1.00
City of Jacksonville, Fla., Box 1740, 225 Coastline Dr. W., Jacksonville, Fla. 32201. Phone 904-633-2785.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WJAX-FM: Programmed for general interest/mass appeal.
MUSIC: solid gold. COMMERCIAL POLICY: 11 commercial minutes per hour. Contact Representative for further details. Rec'd 4/14/75.

1. PERSONNEL
Program Director—Butch Peiker.
3. FACILITIES
ERP 100,000 w., 95.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 567 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WJAX. See that listing.

TIME RATES
75% of combination rates.

WJNJ 1958 ATLANTIC BEACH — WJNJ-FM 1967 JACKSONVILLE

RAB

Media Code 4 210 2989 3.00
WJNJ Radio, Box 608, 1611 Atlantic Blvd., Atlantic Beach, Fla. 32233. Phone 904-246-6459.

STATION'S PROGRAMMING DESCRIPTION
WJNJ: Programmed for broad general adult audience.
MUSIC: General popular, MOR, film music, show tunes, standards, popular country, big bands. AIR PERSONALITIES announce all music 6 am-6 pm. 2 man DJ show 6-10 am with commentary, comedy, audience participation, & music. COMMERCIAL POLICY: no double spotting between records. NEWS: Local beaches area, Navy news combined with other local, national & international news, 5 min at :60. Beach & Marine Weather frequently. SPORTS: local high school play-by-play. Four 5 min sportscasts daily. Emphasis on local & regional public affair issues. Contact Representative for further details.
Rec'd 7/3/72.

1. PERSONNEL
General Manager—Jack Donnell.
President—William Rivens.
Program Director—Jerry Brown.
2. REPRESENTATIVES
Gert Bunches and Associates.
3. FACILITIES
1,000 w. days; 1640 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21c, 24a, 29a.
Contracts: 40a, 41, 46, 51a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Gert Bunches & Associates Group.

TIME RATES
Eff 7/1/72—Rec'd 7/3/72.
AAA—Mon thru Sat 6-9 am & 3-6 pm.
AA—Mon thru Sat 9 am-3 pm & 6 pm-sign-off; Sun all day.
B—Local sunset-midnight; FM only.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	B 1 min	B 30 sec
6 ti	7.00	5.00	5.50	4.00	4.00	3.50
12 ti	6.50	4.75	5.25	3.75	3.75	3.25
24 ti	6.00	4.50	5.00	3.50	3.50	3.00
36 ti	5.50	4.25	4.75	3.25	3.25	2.75
72 ti	5.00	4.00	4.50	3.00	3.00	2.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

wktz
1957
ARLINGTON

Media Code 4 210 3014 6.00
Jones College, Jacksonville, Fla. 32211. Phone 904 743-2400.

1. PERSONNEL
General Manager—Ed Bell Oberle.
Commercial Manager—Lawrence Wayne Mashburn.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24c, 25a, 28c, 29b, 30.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 61b.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 43 Eff 5/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
MON THRU SUN 6-10 AM & 3-7 PM					
1 min	15.00	14.50	14.00	13.50	13.00
30 sec	13.00	12.50	12.00	11.50	11.00
MON THRU SUN 10 AM-3 PM					
1 min	14.00	13.50	13.00	12.50	12.00
30 sec	12.00	11.50	11.00	10.50	10.00

Edited by Wayne Mashburn.

WKTZ-FM
1949
JACKSONVILLE

Buckley Radio Sales, Inc.
Beautiful Music

Media Code 4 210 3015 6.00
Jones College, Jacksonville, Fla. 32211. Phone 904-743-2400.

1. PERSONNEL
General Manager—Ed Bell Oberle.
Commercial Manager—Lawrence Wayne Mashburn.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
ERP 100,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 932 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24c, 25a, 28c, 29b, 30.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 61b.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 81, 82.

TIME RATES
No. 40 Eff 2/1/75—Rec'd 1/29/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
MON THRU SUN 6-10 AM & 3-7 PM					
1 min	34	33	32	31	30
30 sec	28	27	26	25	24
MON THRU SUN 10 AM-3 PM					
1 min	30	29	28	27	26
30 sec	25	24	23	22	21
MON THRU SUN 7 PM-MIDNIGHT					
1 min	17	16	15	14	13
30 sec	15	14	13	12	11

(Jacksonville continued on next page)

WMBR
1927
JACKSONVILLE

Media Code 4 210 3000 2.00

Rounsaville of Jacksonville, Inc., Box 6377, 138 Wamsley Rd., Jacksonville, Fla. 32205. Phone 904-786-1121.

STATION'S PROGRAMMING DESCRIPTION

WMBR: Programmed for adults.
MUSIC: MOR, current hits, standards & oldies, handled by air personalities. NEWS: 10 min at :55 & 5 min at :30 during AM drive; 5-min at :00 & :30 during PM drive. Emphasis on local coverage. 3 man news staff. All other times 5-min at :00 & 2 min at :30. Frequent sports & fishing reports Sat & Sun. Emphasis on community involvement. Stock Market reports & editorials. Tele/talk 6-8 pm Sun. Special news & public affairs Sun 8 pm-12:30 am Mon. COMMERCIAL POLICY: maximum 12 commercial minutes per hour. Contact Representative for further details. Rec'd 3/5/73.

1. PERSONNEL
President—Italph B. Johnson.
Vice-Pres. & Gen'l Mgr.—Arnold C. Kaufman.
Program Director—Tom Daren.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 1460 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11l, 12d, 13d, 14d, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
Eff ————Rec'd 3/6/70.

6. SPOT ANNOUNCEMENTS
Drivetime—Mon thru Sat 4-9 am & 4-7 pm.
Housewife Time—Mon thru Sat 9 am-4 pm & 7-10 pm; Sun 10 am-7 pm.

	Drivetime			Housewife Time		
PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
1 ti	16.00	12.80	8.00	15.00	12.00	7.50
12 ti	15.00	12.00	7.50	14.00	11.20	7.00
18 ti	14.00	11.20	7.00	13.00	10.40	6.50
	All Other Times					
1 ti				13.00	10.40	6.50
12 ti				12.00	9.60	6.00
18 ti				11.00	8.80	5.50

7. PACKAGE PLANS
FAMILY PLAN
6 ti, 6-9 am Mon thru Sat.
6 ti, 4-7 pm Mon thru Sat.
4 ti, 7-10 pm Mon thru Sat.
4 ti, 9 am-6 pm Sat.
4 ti, 10 am-6 pm Sun.
24 1-min spots per wk..... 258
CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%
RATEHOLDER
Minimum weekly schedule of 6 1-minute spots 6 am-midnight, Mon thru Sun, necessary to maintain consecutive week advertising.
Edited by Arnold C. Kaufman.

WOBS
1948
JACKSONVILLE

Media Code 4 210 3105 5.00

Mel-Lin, Inc., Box 7848, Jacksonville, Fla. 32210. Phone 904-388-3521.

STATION'S PROGRAMMING DESCRIPTION

WOBS: Programmed for Negro audience.
MUSIC: gospel and rhythm and blues.
6-11 am & noon—sign-off R & B, 11 am-noon gospel.
NEWS: national, state and local broadcast on hour. Subscribe to Ar. 2 man news staff with mobile news car. Participate in various public service events to help better community. Air personalities available for store openings and special promotions. Also available, remote broadcast equipment. Contact Representative for further details. Rec'd 10/2/72.

1. PERSONNEL
President—Larry R. Pieus.
Vice-Pres. & Station Mgr.—Willie J. Martin.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days; 1360 kc. Non-directional.
Operating schedule: 4 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11d, 12a, 13a, 14a, 15a, 15b, 15c.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 26, 29a 28c, 29a, 29b.
Contracts: 40a, 44a, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with National Black Network.

TIME RATES
Eff 2/1/68—Rec'd 12/11/68.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	200x	250x	300x
1 min	18.00	17.00	16.00	15.00	14.00	12.00	12.00
20 sec	14.00	13.25	12.50	11.75	11.00	10.25	9.50

7. PACKAGE PLANS
SALES SATURATION PLANS—FIXED POSITION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min, flat	14	13	12	11	10

8. PROGRAM TIME RATES

	1x	25x	50x	100x	200x	300x	600x
1/2 hr	71.00	67.50	64.00	60.00	57.00	53.50	50.00
1/4 hr	50.00	47.00	44.50	41.50	40.00	35.50	31.00
5 min	28.00	25.50	24.00	20.00	17.00	14.00	12.50

WOZN
1974

Media Code 4 210 3127 5.00

Radio Station WBOM, Inc., Box 9450-A, Jacksonville, Fla. 32208. Phone 904-765-3734.

STATION'S PROGRAMMING DESCRIPTION

WOZN: Southern gospel music: choirs, quartets & soloists. Church news & announcements, interviews with local ministers, ministers of music & church leaders. 7-9 am & 4-6 pm, music & spot participation. Rec'd 8/5/74.

1. PERSONNEL
President—B. F. J. Timm.
General Manager—Jim Atkins.

3. FACILITIES
1,000 w.; 970 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; within 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25a, 28c, 29a, 33a.
Contracts: 40a, 42a, 43, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 71a, 73a.
Prod. Services. 80, 81, 82.

TIME RATES
No. 1 Eff 7/1/74—Rec'd 8/27/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	20x	40x	60x	80x	100x
1 min	6.50	6.25	6.00	5.50	5.25	5.00
30 sec	4.25	4.00	3.75	3.50	3.25	3.00
10 sec	3.25	3.00	2.75	2.50	2.25	2.00

Traffic time: Extra 15%.

8. PROGRAM TIME RATES

	1x	20x	40x	60x	80x	100x
1/4 hr	24.00	22.00	20.00	18.25	16.50	15.00
1/2 hr	47.00	43.00	39.00	36.00	32.00	30.00

WPDQ
1942
JACKSONVILLE

RAB

Media Code 4 210 3150 1.00

Belk Broadcasting Co., 660 Laura St., Jacksonville Fla. 32202. Phone 904-355-9507.

STATION'S PROGRAMMING DESCRIPTION

WPDQ: Programmed to the black community with news, weather, rhythm and blues and gospel. Four local news persons; air personalities available for remotes. Contact Representative for further details. Rec'd 8/7/73.

1. PERSONNEL
General Manager—G. Frank Godfrey.
General Sales Manager—Scipio Collins.
Program Director—Dean Reynolds.

2. REPRESENTATIVES
Bob Dore Associates.

3. FACILITIES
5,000 w.; 600 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 44a, 44b, 46, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. J-2 Eff 6/5/72—Rec'd 6/8/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	25	20	20	16	15	12
12 ti	24	19	19	15	14	11
18 ti	23	18	18	14	13	10
24 ti	20	16	15	12	10	8

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

WPDQ-FM
1969
JACKSONVILLE

RAB

Media Code 4 210 3151 9.00

Belk Broadcasting Co. of Florida, 660 N. Laura St., Jacksonville, Fla. 32202. Phone 904-355-9507.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WPDQ-FM: Programming directed to young adult. MUSIC: progressive rock. NEWS: hourly with special features interspersed with regular programming. COMMERCIAL POLICY: 4 commercial interruptions per hour, maximum 8 commercial units per hour. Contact Representative for further details. Rec'd 3/29/74.

1. PERSONNEL
General Sales Manager—Ronald Carey.
Program Director—Bill Bartlett.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. J-3 Eff 5/24/73—Rec'd 3/29/74.
AAA—3 pm-1 am.
AA—6 am-3 pm.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	12 ti	16 ti	24 ti	12 ti	18 ti	24 ti
1 min	18	15	12	16	13	10
30 sec	12	10	8	10	8	6

Spots may combine for maximum frequency discount.

WQIK 1955 — WQIK-FM 1965
JACKSONVILLE

Alan Torbet Associates, Inc.

Media Code 4 210 3195 6.00

Rowland Broadcasting Co., Inc., Box 6973, 5590 Rio Grande Ave., Jacksonville, Fla. 32205. Phone 904-356-1366.

STATION'S PROGRAMMING DESCRIPTION

WQIK: Modern country music format.
All programs emceed by 6 AIR PERSONALITIES, available for remote broadcasts. Audience participation contests & station promotion. Local, sports, national news at :00. 10% of air time devoted to public affairs, public service & editorials. COMMERCIAL POLICY: 14 minutes per hour. Contact Representative for further details. Rec'd 5/1/73.

1. PERSONNEL
President—Marshall W. Rowland.
Vice-Pres. & Gen'l Mgr.—Robert T. Rowland.
Program Director—Ken Kirby.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
10,000 w.; 1090 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 350 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.
Affiliated with MBS.

TIME RATES
AM ONLY
Eff 3/1/68—Rec'd 3/4/68.
AA—Mon thru Fri 6-10 am & 3-6 pm.
A—Mon thru Fri 10 am-3 pm & after 6 pm; Sat & Sun all day.

8. SPOT ANNOUNCEMENTS
1 MINUTE

	AA			A		
PER WK:	1 wk	26 wk	52 wk	1 wk	26 wk	52 wk
1 ti	18	17	16	16	15	14
10 ti	16	15	14	14	13	12
15 ti	14	13	12	12	11	10
30+	13	12	11	11	10	9

20/30 sec: 60% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min news—1-1/2x minute rate.
Edited by M. W. Rowland.

WVOJ
1940
JACKSONVILLE

Independent

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 210 3265 5.00

Victory Broadcasting Corp., Box 37150, S. Jacksonville, Fla. 32205. Phone 904-388-0766.

STATION'S PROGRAMMING DESCRIPTION

WVOJ: MUSIC: Modern country. AIR PERSONALITIES emcee all programs. NEWS: headlines at :20, 5 min at :55. Fishing reports daily, 5 man news staff with emphasis on local, area news. 3 mobile cruisers. Public affairs & editorials featured regularly. Airborne traffic reports 16x daily. Contact Representative for further details. Rec'd 10/2/74.

1. PERSONNEL
Vice-Pres. & Oper. Mgr.—R. T. Oldenburg.
Sales Manager—John F. X. Davis.
Program Director—John Harmon.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
6,000 w.; 1320 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Blair Represented Network.

TIME RATES
No. 5 Eff 4/7/75—Rec'd 4/4/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA				AA				A			
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti				
1 min	42	40	38	36	32	30	28	26				
30 sec	34	32	30	28	26	24	22	20				
10 sec	25	24	23	22	19	18	17	16				
1 min									25	24	23	22
30 sec									20	19	18	17
10 sec									15	14	13	12

JACKSONVILLE BEACH
Duval County—Map Location G-4

See SRDS consumer market map and data at beginning of the State.

See Jacksonville
(including Arlington, Atlantic Beach, Jacksonville Beach)

JUPITER (1 AM; 1 FM)
Palm Beach County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

WRYZ
1968

Media Code 4 210 3350 7.00

Lighthouse Broadcasting Co., Radio Park Rd., Jupiter, Fla. 33458. Phone 305-746-5191.

STATION'S PROGRAMMING DESCRIPTION

WRYZ: Programmed for adults and general audience.

1. PERSONNEL
General Manager—John C. Hooker, Jr.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w.; 1000 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contracts.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/10/75—Rec'd 1/16/75.

6. SPOT ANNOUNCEMENTS

ROS:	1x	52x	260x	500x	1000x
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

10 sec: Flat 2.00.

7. PACKAGE PLANS

PER WK:	1 min	30 sec	30 DAYS:	1 min	30 sec
50 ti	200	150	150 ti	525	375
100 ti	365	265	200 ti	650	450

13-WEEK DISCOUNT PLAN

	1 min	30 sec
260 x	975	715

WRYZ-FM
1971

Media Code 4 210 3351 5.00

Lighthouse Broadcasting Co., Radio Park Rd., Jupiter, Fla. 33458. Phone 305-746-5191.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WRYZ-FM: Programmed for adults.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 320 ft. above average terrain.

TIME RATES
Eff 1/1/75—Rec'd 1/16/75.

6. SPOT ANNOUNCEMENTS
ROS, 1 min..... 12.00 ROS, 30 sec..... 9.00

KEY WEST (2 AM; 1 FM)
Monroe County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WFYN (FM)
1966

RAB

Media Code 4 210 3375 4.00

Florida Keys Broadcasting Corp., Box 2515, Key West, Fla. 33040. Phone 305-294-2523.
See affiliated AM station for additional information.
AM facilities: WKIZ.

STATION'S PROGRAMMING DESCRIPTION

WFYN (FM): MUSIC: MOR consisting of 60% instrumentals & 20% vocals. NEWS: local—10 min at 8 am, noon & 6 pm; weather at :30. COMMERCIAL POLICY: 8 minutes of commercial time is allowed hourly. Contact Representative for further details. Rec'd 4/6/71.

(This listing continued on next page)

FLORIDA

Key West—WFYN (FM)—Continued

3. FACILITIES
ERP 26,000 w.; 92.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.

TIME RATES
Eff————Rec'd 10/15/73.

6. SPOT ANNOUNCEMENTS

YR:	1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.50	4.25	4.00	3.75	3.50	3.35	3.00

30 sec: 80% of 1-min.

WKIZ
1650
Independent

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 210 3420 8.00

Florida Keys Broadcasting Corp., Box 2515, Key West, Fla. 33040. Phone 305-294-2523.

STATION'S PROGRAMMING DESCRIPTION
WKIZ: MUSIC: MOR, current hits, plus a liberal use of past hits from 1955. All within a personality top 60 format. NEWS: local bureau & AP; 10 min at 6 am, noon & 6 pm daily; 5 min at :55. SPORTS: 5 min at 7:30 am & 5:30 pm; live football & basketball; state & city football. Weather: 5 min live from U. S. weather bureau at 7:45 am, 12:30 & 6:30 pm daily. SPECIAL EVENTS: completely equipped mobile broadcast studio for remotes. Contact Representative for further details. Rec'd 4/6/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gayle D. Swofford.
Program Director—Timothy Lee.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
Miami—Advertising Representatives, Inc.

3. FACILITIES
250 w.; 1500 kc. Directional.
Operating schedule: 5:30-1 am. EST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 13a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25c, 30.
Contracts: 40a, 42b, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WFYN (FM).

TIME RATES
Eff 6/15/72—Rec'd 6/14/72.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25

7. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	41.50	24.90	16.60	12.45	10.35

DISCOUNTS
13x—6% 52x—12-1/2% 156x—20%
26x—10% 104x—16% 260x—25%

WKWF
1945

NAB

Media Code 4 210 3465 2.00
John M. Spottswood, Box 1300, Key West, Fla. 33040. Phone 305-296-2222.

1. PERSONNEL
Owner & Gen'l Mgr.—John M. Spottswood.
Asst Gen'l Mgr. & Prog. Dir.—R. Stephen Merrill.
Sales Manager—Jack Sellers.

2. FACILITIES
500 w.; 1600 kc. Non-directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15/0 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.

TIME RATES
Rates effective April 1, 1954. (Card No. 4.)
Card received March 11, 1954.

6. SPOT ANNOUNCEMENTS

CLASS A

	(*)	(†)		(*)	(†)
1 tl	5.50	4.75	78 tl	2.50	2.75
13 tl	5.00	4.25	104 tl	2.20	2.65
26 tl	4.50	3.75	156 tl	2.00	2.25
52 tl	4.00	3.25	260 tl	2.75	2.00

CLASS B

1 tl	3.00	2.50	78 tl	2.20	1.50
13 tl	2.80	1.85	104 tl	2.00	1.40
26 tl	2.60	1.80	156 tl	1.80	1.30
52 tl	2.40	1.85	260 tl	1.60	1.20

(*) 1-minute announcements—125 words.
(†) 30-second announcements— 60 words.

8. PROGRAM TIME RATES
CLASS A
(6:00-8:00 am, noon-1:00 pm, 5:00-8:00 pm Mon thru Sat; noon-8:00 pm Sun)

	1 hr	3/4 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	32.00	26.00	20.00	14.00	11.50	9.50
13 tl	30.50	24.00	18.00	13.10	11.00	9.00
26 tl	29.00	23.00	16.00	12.20	10.50	8.50
52 tl	27.00	21.50	17.00	11.30	10.00	8.00
78 tl	26.00	20.00	16.00	10.40	9.50	7.50
104 tl	24.50	18.50	15.00	9.60	9.00	7.30
156 tl	23.00	17.00	14.00	8.80	8.50	7.00
260+	21.50	15.50	13.00	8.00	7.50	6.75

CLASS B
(9:00 am-noon, 1:00-5:00 pm Mon thru Sat; 7:00 am-noon Sun; 8:00-10:30 pm Mon thru Sun)

	1 hr	3/4 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	30.00	24.00	18.00	12.00	9.50	7.50
13 tl	28.50	22.00	17.00	11.10	9.00	7.00
26 tl	27.00	21.00	16.00	10.20	8.50	6.50
52 tl	25.00	19.50	15.00	9.30	8.00	6.00
78 tl	24.00	18.00	14.00	8.40	7.50	5.50
104 tl	22.50	16.50	13.00	7.60	7.00	5.20
156 tl	21.00	15.00	12.00	6.80	6.50	5.00
260+	19.50	13.50	11.00	6.00	5.50	4.75

KISSIMMEE

Osceola County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WFIV
1965

Media Code 4 210 3510 6.00

Edward C. Allmon, Radio Florida Broadcasters, Drawer B, Kissimmee, Fla. 32741. Phone 305-847-4422.
Mailing Address: Drawer 5519, Orlando, Fla. 32805. Phone 305-425-0623.

STATION'S PROGRAMMING DESCRIPTION
WFIV: Programmed for adult audience.
Music: "Nashville Sound" Country Music. All music programs handled by air personalities. NEWS: local, compiled & reported by fulltime local news director, weather reports from U.S. Weather Bureau, state, national & international news, twice hourly; UPI news service. FARM: farm market reports & agriculture & business reports throughout the day, including citrus & cattle reports. SPECIAL EVENTS: Complete facilities for live or recorded remote broadcasts. Spanish 4-7 pm Sat & 9-11 am Sun. Contact Representative for further details. Rec'd 6/26/75.

1. PERSONNEL
President—Edward C. Allmon.
General Manager—William J. Burgess.
Women's News Director—Carolyn Missroon.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
3,000 w.; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only. Bills payable when rendered.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Rate Protection: 15c.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26a, 29a.
Contracts: 40a, 42b, 45, 47a, 48.
Comb.; Cont. Discounts: 60b, 61b, 61c, 62b.
Cancellation: 70c, 71a, 73a.
Member: Florida Growers Radio Network.

TIME RATES
Eff ————Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	15 tl	51 tl	100tl
1 min	10.00	8.00	6.00	5.00
30 sec	7.50	5.00	4.00	3.50

8. PROGRAM TIME RATES

	52 wk	26 wk	13 wk
1 hr	60	75	80
1/2 hr	35	40	45
1/4 hr	25	30	35

Submitted by Edward C. Allmon. (D)

LAKE CITY (2 AM; 1 FM)

Columbia County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WDSR
1946

NAB

Media Code 4 210 3600 5.00
Deep South Radioways, Inc., Box 826, Lake City, Fla. 32055. Phone 904-752-1340.

1. PERSONNEL
General Manager—Joe L. Duckett.

2. FACILITIES
1,000 w.; 1240 kc. Non-directional
Operating schedule: 5:30 am-11:00 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WTLD (FM).
Affiliated with CBS.
Member: The Tobacco Radio Network, Florida Growers Radio Network.
10% discount on duplicate orders on WDSR and WTLD (FM).

TIME RATES
Eff 3/1/71—Rec'd 2/4/71.
AAA—Mon thru Sat noon 7-9 am & 3-6:30 pm.
AA—Mon thru Fri 9 am-3 pm. ROS schedules considered AA although some will be scheduled AAA.
A—Mon thru Fri 5:30-7 am & 6:30-11 pm; Sat noon-11 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK:	1 tl	14 tl	21 tl	31+
1 min	6.00	5.25	4.50	3.75
30 sec	5.00	4.40	3.80	3.20

CLASS AA

1 min	5.00	4.25	3.50	3.75
30 sec	4.00	3.40	2.80	2.20

CLASS A

1 min	2.00	2.50	2.00	1.50
30 sec	2.40	2.00	1.60	1.20

WGRO
1958

Subscriber to the NAB Radio Code

Media Code 4 210 3645 0.00
Columbia County Broadcasting Co., 20 N. Hernando St., Lake City, Fla. 32055. Phone 904-752-0900.

STATION'S PROGRAMMING DESCRIPTION
WGRO: MUSIC: modern country & general popular.

1. PERSONNEL
General Manager—Dean Blackwell.

2. REPRESENTATIVES
Atlanta—W. O. Jones, Inc.

3. FACILITIES
500 w. days; 660 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 11/13/70.

6. SPOT ANNOUNCEMENTS

	1x	75x	150x	225x	300x	400x	500x
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00
15 sec	2.25	2.12	2.00	1.88	1.75	1.63	1.50

7. PACKAGE PLANS

WKLY:	10 tl	15 tl	20 tl	28 tl	30 tl
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.75	2.50	2.25	2.00
15 sec	2.00	1.88	1.75	1.63	1.50

WTLD (FM)
1969

Media Code 4 210 3665 8.00
Deep South Radioways, Inc., Box 826, Lake City Fla. 32055. Phone 904-752-1340.
See affiliated AM station for additional information.
AM facilities: WDSR.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc. Stereo
Operating schedule: 5:30 am-11 pm. EST.
Antenna ht.: 328 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
Rates are identical to WDSR. See that listing.

LAKELAND (3 AM; 1 FM)

Plus 1 paid duplicate listing.
Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of State.

WGTO
1955
CYPRESS GARDENS

HUBBARD BROADCASTING, INC.

NAB RAB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Winter Haven, Fla.)
Media Code 4 210 6280 0.00
Hubbard Broadcasting, Inc., Minneapolis-St. Paul, Minn.
Business Office (and Studio):
Box 123, Cypress Gardens, Fla. 33880. Phone 813-293-4103.

STATION'S PROGRAMMING DESCRIPTION
WGTO: Programmed for 18-49 adult audience.
MUSIC: contemporary, golden oldies. Golden oldies balanced in sweeps as follows: 1-'64-'67, 1-'68-'72, 1-current, 1-'55-'63, etc. NEWS: network at :55, 2 min local/regional at :20 6-9 am, local/regional at :53 & :30 9 am-sign-off. Weather: 4X hourly. SPORTS: sports personality at 8:25 am & 5:25 pm. FARM: citrus/ag/farm weather 6, 9 am & noon. Rec'd 7/3/75.

1. PERSONNEL
President—Stanley S. Hubbard.
General Manager—Robert Artabasy.
Sales Manager—Terry Van.

3. FACILITIES
50,000 w. days; 540 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 net station charges; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 24a, 24b, 24c, 28a, 29a, 29b, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 45, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 54 Eff 1/1/73—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

WK:	1 tl	10 tl	15 tl	20 tl	25 tl	30 tl	35 tl	50 tl
1 min	18.00	12.00	11.00	10.50	10.00	9.50	9.00	7.50
30 sec	12.00	7.50	7.00	6.50	6.00	5.75	5.50	4.50

Fixed position, per spot extra 1.00.

DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	180	90	45	25

(D-2)

WONN
1940

Subscriber to the NAB Radio Code

Media Code 4 210 3735 9.00
Tellafan, Inc., Box 2038, 404 W. Lime St., Lakeland, Fla. 33802. Phones 813-682-6184, 8185.

STATION'S PROGRAMMING DESCRIPTION
WONN: Programmed for adults and young adults. MUSIC: current hits (except C & W 5-7 am). AIR PERSONALITIES handle all segments. NEWS: network at :00, local at :05, director, assistants, 2 mobile news units. SPORTS: 7:15, 8:25 am, 5:30 pm. Play-by-play college football & high school games of the week. Public affairs 10 pm-midnight Sun. Daily salutes to civic leaders, new residents, girl Fridays. Remote facilities. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
President—Joe H. Garagiola.
Station Manager—Joyce Robbins.
Program Director—Jim Maloy.

2. REPRESENTATIVES
PRO/Meeker Radio.
Atlanta, Dallas—Busby, Finch, Lathom & Widman.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. JWG-H Eff 7/1/74—Rec'd 9/3/74.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK, 1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
10 tl	7.70	7.45	7.15	6.90	6.60
15 tl	7.45	7.15	6.90	6.60	6.30
30 tl	6.90	6.60	6.30	6.00	5.75
45 tl	6.60	6.30	6.00	5.75	----

CLASS A

1 tl	6.50	6.30	6.10	5.90	5.65
15 tl	6.25	6.05	5.90	5.65	5.35
30 tl	6.00	5.80	5.65	5.35	4.90
45 tl	5.75	5.60	5.50	----	----
75 tl	5.50	----	----	----	----

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
20 sec: 66% of 1-min.
Edited by Jim Maloy.

WQPD
1956

Media Code 4 210 3755 7.00
Hugh Holder Enterprises, Inc., Box 827, 1412 E. Lime St., Lakeland, Fla. 33802. Phone 813-682-3143.

1. PERSONNEL
President—Hugh Holder.
Operations Director—Les Howard.
Program Director—George McGovern.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1430 kc. Non-directional.
Operating schedule: 24 hours daily. EST

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a.
Contracts: 45, 46, 47a.
Cancellation: 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff————Rec'd 3/11/74.

6. SPOT ANNOUNCEMENTS

PER YR, ROS:	1x	101x	(*)
1 min	7	6	5
30 sec	6	5	4

(*) 501-1000x.
6:30-9:30 am & 3:30-7 pm, per spot, extra 1.00.

7. PACKAGE PLANS

PER MO, ROS:	100 tl	200 tl
1 min	5.00	4.00
30 sec	4.50	3.50

6:30-9:30 am & 3:30-7 pm, per spot, extra 1.00.

8. PROGRAM TIME RATES
A—6-10 am & 4-7 pm.
B—10 am-4 pm & 7 pm-midnight.

CLASS A

	1x	13x	26x	52x	104x	260x	312x
1 hr	55.00	52.00	47.00	44.00	42.00	40.00	38.00
1/2 hr	33.00	31.00	29.00	27.00	25.00	23.00	21.00
1/4 hr	22.00	21.00	20.00	19.00	18.00	17.00	16.00
10 min	16.00	15.50	15.00	14.50	14.00	13.50	13.00
5 min	13.00	12.50	12.00	11.50	11.00	10.50	10.00

CLASS B

1 hr	35.00	34.00	31.50	29.00	28.00	26.50	25.50
1/2 hr	22.00	20.50	19.50	18.00	16.50	14.50	14.00
1/4 hr	14.50	14.00	13.50	12.50	12.00	11.50	11.00
10 min	10.50	10.00	9.50	9.00	8.50	8.00	7.50
5 min	8.50	8.25	8.00	7.50	7.00	6.50	6.00

WVFM (FM)
1965

RAB

Media Code 4 210 3760 5.00
Lakeland FM Broadcasting, Inc., Box 2055, Lakeland, Fla. 33803. Phone 813-682-4191.

STATION'S PROGRAMMING DESCRIPTION
WVFM (FM): MUSIC: Current hits, standards & show tunes. 99% instrumental, 1% vocal. NEWS: 5 min-6:55, 7:25, 7:55 & 11:55 am. 10 min-5:50 pm. Talk Shows 6-6:30 pm & 11 pm-midnight Sunday. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rud Kurtz.
Vice-President—Duane McConnell.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Southeastern—Media Sales/South.

3. FACILITIES
ERP 100,000 w.; 94.1 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 390 ft. above average terrain.

4. AGENCY COMMISSION
Contact station. Bills payable 10th of month.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 28a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60a, 60b, 60e, 61a.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES
Eff 1/1/75—Rec'd 12/9/74.
I—Mon thru Sat *6-10 am & *3-7 pm.
II—Mon thru Sat *10 am-3 pm, †6-10 am & †3-7 pm.
III—Mon thru Sat †10 am-3 pm & *7 pm-midnight; *Sun all day.
IV—Mon thru Sun ROS.
(*) Fixed.
(†) Preemptible.

6. SPOT ANNOUNCEMENTS

PER WK:	9 ti	12 ti	18 ti	24 ti
PER YR:	.....	156x	260x	365x
SECTION I				
1 min	8.00	7.25	7.00	6.75
30 sec	5.20	4.70	4.55	4.40
SECTION II				
1 min	7.25	6.50	6.25	6.00
30 sec	4.70	4.25	4.05	3.90
SECTION III				
1 min	6.50	6.00	5.75	5.50
30 sec	4.25	3.90	3.75	3.60
SECTION IV				
1 min	6.25	5.75	5.50	5.25
30 sec	4.05	3.75	3.60	3.40

WWAB
1957
Media Code 4 210 3825 8.00
Box 95, Lakeland, Fla. 33802. Phone 813-686-8127.
STATION'S PROGRAMMING DESCRIPTION
WWAB: Modern country music. Local & network news; remote facilities; 2 news vehicles. Morning & afternoon traffic reports from station's aircraft. Promotions & give aways inviting listener participation. Contact Representative for further details. Rec'd 11/28/73.
1. PERSONNEL
General Manager—Hugh R. Hughes.
Operations Manager—Bill Strebeck.
Program Director—J. Howard Hughes.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
Miami—Advertising Representatives, Inc.
3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%; Bills payable 10th of each month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 6.
Rate Protection: 10a, 12a, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 28a, 29a, 29b.
Contracts: 40a, 42a, 42c, 43, 44a, 46, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with Mutual Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/71—Rec'd 12/27/71.

6. SPOT ANNOUNCEMENTS

	1x	101x	501-1000x
1 min	4.00	3.50	3.00
30 sec	3.00	2.50	2.00
15 sec	2.00	1.50	1.25

8. PROGRAM TIME RATES

	1x	101x	501-1000x
5 min	8	6	4
1/4 hr	20	17	14
25 min	30	27	24

LAKE WALES
Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WIPC
1951
Media Code 4 210 3870 4.00
Oliva Broadcasting Co., Box 712, Lake Wales, Fla. 33853. Phones 813-676-1466, 1467.
1. PERSONNEL
Gen'l & Com'l Mgr.—Thomas N. Thornburg.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Florida Growers Radio Network.

TIME RATES
Eff 3/1/74—Rec'd 3/13/74.

6. SPOT ANNOUNCEMENTS

PER MO. ROS:	1 ti	30 ti	50 ti	80+
1 min	5.00	4.00	3.40	2.90
30 sec	3.50	3.00	2.70	2.20
10 sec	2.20	2.00	1.60	1.60

Fixed position, extra 10%.

7. PACKAGE PLANS

PER WK. ROS, EA:	30 ti	50 ti	80 ti
1 min	3.40	2.90	2.50
30 sec	2.70	2.20	2.00
10 sec	1.80	1.60	1.40

Fixed position, extra 10%.

LAKE WORTH
Palm Beach County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

See West Palm Beach
(including Boynton Beach, Lake Worth, Palm Beach and Riviero Beach)

LARGO
Pinellas County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Largo, Pinellas Park)

LEESBURG (2 AM; 1 FM)
Lake County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WDGM(FM)
1969
RAB
Media Code 4 210 3892 8.00
Heard Broadcasting, Inc., Drawer 799, Leesburg, Fla. 32748. Phone 904-787-4106.
See affiliated AM station for additional information.
AM facilities WLBE.
STATION'S PROGRAMMING DESCRIPTION
WDGM (FM): MUSIC: MOR. NEWS: net & local.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William N. Babcock.
3. FACILITIES
ERP 50,000 w.; 106.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 271 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff————Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	45x	60x	75x	90x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75
10 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	5 ti	6 ti	7 ti
5-min news	9.75	8.80	8.15	7.60	7.40
4-min news	8.00	7.50	6.75	6.25	6.00
3-min weather	7.00	6.50	6.00	5.50	5.00

WLBE
1949
LEESBURG-EUSTIS
Media Code 4 210 3915 7.00
Heard Broadcasting, Inc., Drawer 799, Leesburg, Fla. 32748. Phone 904-787-2790.
Other office: Phone 904-343-2790.
STATION'S PROGRAMMING DESCRIPTION
WLBE: MUSIC: MOR and contemporary.
1. PERSONNEL
General Manager—H. James Sharp.
3. FACILITIES
5,000 w. days non-directional, 1,000 w. nights directional; 790 kc.
Operating schedule: 20 hours daily EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WDGM (FM).
Affiliated with MBS.

TIME RATES
Eff 8/1/72—Rec'd 7/1/75.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	45x	60x	75x	90x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75
10 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

Specified, extra 10%.

7. PACKAGE PLANS

	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min	35.00	52.50	70.00	87.50	105.00	140.00	175.00
30 sec	27.50	41.25	55.00	68.75	82.50	110.00	137.50
10 sec	20.00	30.00	40.00	50.00	60.00	80.00	100.00

Specified, extra 10%.

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	5 ti	6 ti	7 ti
5-min news	9.75	8.80	8.15	7.60	7.40
4-min news	6.00	7.50	6.75	6.25	6.00
3-min weather	7.00	6.50	6.00	5.50	5.00

DISCOUNT
100+ per mo—10% 26 wk contract—7%
200 per mo—5% 52 wk contract—10%
13 wk contract—5%
Submitted by H. James Sharp.

WZST
1957
NAB
Media Code 4 210 3960 8.00
WYOU, Inc. of Tampa, Drawer K, Corley Island, Leesburg, Fla. 32748. Phone 904-787-1410.
STATION'S PROGRAMMING DESCRIPTION
WZST: modern country. Five min news each hour
1. PERSONNEL
General Manager—Gary R. Larsen.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
5000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/75—Rec'd 2/27/75.

6. SPOT ANNOUNCEMENTS

	1x	10x	20x	40x	50x	100x
1 min	7.00	6.00	5.50	5.00	4.50	3.95
30 sec	6.00	5.00	4.50	4.00	3.50	2.95
10 sec	4.00	3.75	3.50	2.95	2.45	1.95

10. SPECIAL FEATURES

PER WK, BTA:	5 ti	6 ti
5 min newscast	5.00	4.50
3 min newscast	4.00	3.50
Weather	3.50	3.00

Edited by Gary R. Larsen.

LEHIGH ACRES
Lee County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WAYK
1970
RAB
Media Code 4 210 3975 1.00
Broadcast Management, Inc., Box 835, Lehigh Acres, Fla. 33936. Phone 813-369-2118.
STATION'S PROGRAMMING DESCRIPTION
WAYK: MUSIC: albums with emphasis on instrumentals of adult appeal, presented on uninterrupted 12 min segments. COMMERCIAL POLICY: 10 min maximum per hour. Contact Representative for further details. Rec'd 11/5/73.
1. PERSONNEL
General Manager—Lou L. Garris.
Operations Manager—Jean Simon.
2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1440 kc.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0; payable monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 28c.
Contracts: 40a, 41, 42b, 43, 45, 46.
Comb.; Cont. Discounts: 60d, 60e, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 5 Eff 10/1/73—Rec'd 8/31/73.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 wk	13 wk	26 wk	39 wk	52 wk
6 ti	12.00	10.80	10.20	9.60	9.00
12 ti	10.80	9.70	9.20	8.65	8.10
24 ti	10.20	9.20	8.65	8.15	7.65
36 ti	9.60	8.65	8.15	7.70	7.20
30 SEC:					
6 ti	9.60	6.65	8.15	7.70	7.20
12 ti	8.65	7.75	7.35	6.90	6.50
24 ti	8.15	7.35	6.90	6.50	6.10
36 ti	7.70	6.90	6.50	6.15	5.75
20 SEC:					
6 ti	8.00	7.20	6.80	6.40	6.00
12 ti	7.20	6.45	6.15	5.75	5.40
24 ti	6.80	6.15	5.75	5.45	5.10
36 ti	6.40	5.75	5.45	5.15	4.80

10. SPECIAL FEATURES

5-MIN NEWS:	1 wk	13 wk	26 wk	39 wk	52 wk
6 ti	14.40	13.00	12.25	11.50	10.80
10 ti	13.00	11.70	11.05	10.40	9.75
					(D)

LIVE OAK (1 AM; 1 FM)
Suwanee County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WNER
1949
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 4005 6.00
Suwanee Broadcasting Co., Box 130, Live Oak, Fla. 32060. Phone 362-1250.
STATION'S PROGRAMMING DESCRIPTION
WNER: Programmed to reach a varied audience.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—George R. Day, Jr.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-7 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WQHL.
Member: The Tobacco Radio Network, Florida Growers Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 6/75—Rec'd 7/10/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Flat	2.50	2.00	1.50
10+ 1-min spots per wk/13-wk contract, less 10%.			
PER YR:	1000x	1500x	
1 min	2.15	2.00	
30 sec	1.90	1.75	

DISCOUNT
52 wk—25%
Submitted by George R. Day, Jr.

FLORIDA

WQHL
1973
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 4027 9.00
WNER Radio, Inc., Box 130, 1305 E. Helvenston St., Live Oak, Fla. 32060. Phone 904-362-1250.
See affiliated AM station for additional information.
AM facilities: WNER.
1. PERSONNEL
President—Norman O. Protsman.
3. FACILITIES
ERP 31,000 w. (horiz.), 31,000 w. (vert.); 98.1 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 12/73—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS
1 min 3.00 30 sec 2.00
7. PACKAGE PLANS
50/10 days, 1 min 112.50 50/10 days, 30 sec 75.00

MADISON
Madison County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WMAF
1956
Media Code 4 210 4050 2.00
Billy G. Walker, Box 621, Madison, Fla. 32340. Phone 904-973-6333.
STATION'S PROGRAMMING DESCRIPTION
WMAF: MOR, C & W, gospel, top 40.
1. PERSONNEL
General Manager—Lonnie Cecil Carter.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 3/28/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec
Ea	2.50	1.75	1.50

MARATHON
Monroe County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WFFG
1962
NAB RAB
Media Code 4 210 4095 7.00
WHOO Radio, Inc., Box 433, Marathon, Fla. 33050. Phone 305-743-5563.
STATION'S PROGRAMMING DESCRIPTION
WFFG: Programmed for adults.
1. PERSONNEL
General Manager—David W. Albright.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
500 w. days; 1300 kc. Directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 1/1/75—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti
1 min	5.00	4.50	4.00
30 sec	4.00	3.50	3.00

Edited by David W. Albright.

MARCO ISLAND
Collier County—Map Location G-9
See SRDS consumer market map and data at beginning of the state.

See Naples-Marco Island

MARIANNA (2 AM; 1 FM)
Jackson County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WTOT
1958
NAB
Subscriber to the NAB Radio Code
Media Code 4 210 4140 1.00
Chipola Corp., Box 549, Caledonia St., Marianna, Fla. 32446. Phone 904-482-3046.
STATION'S PROGRAMMING DESCRIPTION
WTOT: Modern country.
1. PERSONNEL
General Manager—Richard N. McLure.
2. REPRESENTATIVES
Busby, Finch, Lathom & Widman.

(This listing continued on next page)

FLORIDA

Marianna—WTOT—Continued

3. FACILITIES
1,000 w. days; 950 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KIIS.
Member: Tobacco Radio Network.

TIME RATES
No. 2 Eff 1/1/60—Rec'd 1/26/60.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.60	3.40	3.20	3.00	2.80	2.60	2.40	2.20

WTOT-FM

1964
Subscriber to the NAB Radio Code
Media Code 4 210 4141 9.00
The Chipola Corp., Box 569, 104 S. Caledonia St., Marianna, Fla., 32446. Phone 904-482-3046.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTOT-FM: General popular music.

3. FACILITIES
ERP 2,500 w.; 100.9 mc. Stereo.
Operating schedule: 6:45 am-11:00 pm daily. CST.
Antenna ht.: 285 ft. above average terrain.

TIME RATES
Rates are identical to WTOT. See that listing.

WTYS

1948
Media Code 4 210 4185 6.00
Jackson Broadcasting Corp., Box 777, Marianna, Fla. 32446. Phone 904-482-2131.

STATION'S PROGRAMMING DESCRIPTION
WTYS: 80% C & W, 15% rock, 5% gospel.

1. PERSONNEL
Pres. & Gen'l Mgr.—W. F. Dunkle, III.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5 am-10 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/60—Rec'd 10/3/60.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	32x	104x
1 min	2.10	2.00	1.90	1.80	1.70
		156x	208x	260x	312x
1 min		1.60	1.50	1.40	1.30

MELBOURNE (3 AM; 2 FM)

Brevard County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WMEL

1956
Media Code 4 210 4200 3.00
WMEL, Inc., A Division of Elyria-Lorain Broadcasting Co., Box 1318, Turtle Mound & Aurora Rds., Melbourne, Fla. 32935. Phones 305-254-2282, 783-0920.

STATION'S PROGRAMMING DESCRIPTION
WMEL: Programmed for young adults & adults. MUSIC: MOR blended with top 40. NEWS: network at :60; local at :30; weather, including marine & beach at :15 & :45. AIR PERSONALITIES handle all segments. SPORTS: auto racing, network hourly weekends, local hourly weekdays. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
President—Otto B. Schoepfle.
Vice-President—Paul Nakel.
General Manager—William L. Humphries.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
David Carpenter Company, Inc.
New England Spot Sales, Inc.
South Florida—Edwin H. Cohen.
3. FACILITIES
1,000 w.; 920 kc. Directional night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24a, 25a, 26, 28b, 28c, 29b, 30, 31, 33c.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 31c.
Comb.' Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
10% discount based on equal frequencies when purchased with WROD, Daytona Beach.

TIME RATES
Eff 11/1/74—Rec'd 12/9/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

7. PACKAGE PLANS

	AAA				AA			
WK:	10 ti	20 ti	30 ti	40 ti	10 ti	20 ti	30 ti	40 ti
1 min	5.25	4.85	4.50	4.20	4.50	4.20	3.90	3.60
30 sec	4.35	3.95	3.60	3.30	3.60	3.30	3.00	2.70
20 sec	3.25	3.00	2.85	2.60	2.70	2.55	2.35	2.05

	AAA			AA		
MO:	50 ti	100 ti	150 ti	50 ti	100 ti	150 ti
1 min	4.50	4.20	3.90	4.20	3.90	3.60
30 sec	3.60	3.30	3.00	3.30	3.00	2.70
20 sec	2.85	2.70	2.55	2.55	2.35	2.15
BULK:	300x	500x	750x 1000x	300x	500x	750x 1000x
1 min	5.15	4.40	4.10 3.85	4.53	4.15	3.75 3.25
30 sec	4.15	3.55	3.25 2.95	3.65	3.25	2.90 2.60
20 sec	3.60	2.75	2.65 2.45	3.20	2.45	2.30 2.10

10 sec: Flat 1.85.

10. SPECIAL FEATURES

NEWSCASTS:	1x	25x	50x	100x	300x
5 min	8.95	8.40	8.15	7.95	6.90

10 sec: Flat 1.95.

WMMB

1947
Media Code 4 210 4225 0.00
Broadcast Enterprises, Inc., Box 908, 50 Front St., Melbourne, Fla. 32901. Phone 305-723-1661.

STATION'S PROGRAMMING DESCRIPTION
WMMB: Programmed for 25-49. MUSIC: MOR. NEWS: network at :60 & :30, local news following. Weather at :15 & :45. SPORTS: major league baseball, pro & college football. Talk: 9-10 am M-F live panel interview show. Marine, fishing & stock reports daily. COMMERCIAL POLICY: maximum 14 minutes per hour. Contact Representative for further details. Rec'd 5/9/74.

1. PERSONNEL
President—Gordon Sherman.
Sec'y & Treas.—Lee Ruwitch.
General Manager—John W. Gilman.
2. REPRESENTATIVES
PRO/Meeker Radio.
Miami—Advertising Representatives, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non directional.
Operating schedule: 5-1 am daily. EST.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 4a, 5, 6a, 7b.
Rate Protection: 60 days.
Basic Rates: 20b, 20c, 22a.
Contracts: 40a, 41, 42a, 51a.
Comb.: Cont. Discounts: 60b, 60c, 61c, 62a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WYRL (FM).
Affiliated with MBS.
Affiliated with The Rep Network.

TIME RATES
No. JWG Eff 1/1/75—Rec'd 3/4/75.
AA—6-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 wk	4.40	4.20	4.00	3.80	3.60	3.40
7 wk	4.20	4.00	3.80	3.60	3.40	----
13 wk	4.00	3.80	3.60	3.40	3.20	----
26 wk	3.80	3.60	3.40	3.20	3.00	----
52 wk	3.60	3.40	3.20	3.00	----	----
30 SECONDS						
1 wk	3.30	3.10	2.90	2.70	2.50	2.20
7 wk	3.10	2.90	2.70	2.50	2.40	----
13 wk	3.00	2.80	2.60	2.40	2.20	----
26 wk	2.90	2.70	2.50	2.30	----	----
52 wk	2.80	2.60	2.40	2.20	----	----

8. PROGRAM TIME RATES
5 min—2x 1-min. 1/2 hr—8x 1-min.
1/4 hr—5x 1-min.

WTAI

1968
Media Code 4 210 4250 3.00
Cape Canaveral Broadcasters, Inc., Box EG 1560, Melbourne, Fla. 32935. Phones 305-254-1771, 1560.

STATION'S PROGRAMMING DESCRIPTION
WTAI: Programmed for young adults & adults. MUSIC: modern country. News: network at :40. Weather twice hourly. SPORTS: U football, area fishing news 5:10 pm. FARM: news at 7 am & noon Tues-Sat. COMMERCIAL POLICY: 14 minutes per hour. Contact Representative for further details. Rec'd 9/10/74.

1. PERSONNEL
President—Thomas R. Hanssen.
Vice-Pres. & Com'l Mgr.—John W. Donahey, Jr.
Program Director—Bill Austin.
2. REPRESENTATIVES
Southwest—Mario Messina Company.
Southeast—Direct to station.
3. FACILITIES
5,000 w.; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a.
Basic Rates: 20b, 21c, 25c, 28b.
Contracts: 41.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 9/10/74.

6. SPOT ANNOUNCEMENTS

	Per yr				Per wk			
	1x	520x	1040x	1560x	10 ti	20 ti	30 ti	40 ti
1 min	5.00	3.20	2.80	2.40	3.60	3.20	2.80	2.40
30 sec	4.00	2.80	2.40	2.00	3.20	2.80	2.40	2.00

Edited by John Donahey.

WTAI-FM

1972
Media Code 4 210 4251 5.00
Cape Canaveral Broadcasters, Inc., Box EG 1560, Melbourne, Fla. 32935. Phones 305-254-1771, 1560.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTAI-FM: Programmed for young adults. MUSIC: hit parade. NEWS: network at :25. COMMERCIAL POLICY: 10 minutes per hour. Contact Representative for further details. Rec'd 9/10/74.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 314 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Rates are identical to WTAI. See that listing.

WYRL (FM)

1966
Media Code 4 210 4275 5.00
Broadcast Enterprises, Inc., Box 908, 50 Front St., Melbourne, Fla. 32901. Phone 305-723-1661.
See affiliated AM station for additional information.
AM facilities: WMMB.

STATION'S PROGRAMMING DESCRIPTION
WYRL (FM): MUSIC: Country. NEWS: network at :60, regional news & weather following. Auto racing. Contact Representative for further details. Rec'd 4/4/75.

2. REPRESENTATIVES
PRO/Meeker Radio.
Miami—Advertising Representatives, Inc.
3. FACILITIES
Eff 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 5-1 am daily. EST.
Antenna ht.: 239 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Affiliated with The Rep Network.

TIME RATES
Rates are identical to WMMB. See that listing.

MIAMI-MIAMI BEACH

(including Coral Gables, Hialeah)
(14 AM; 11 FM)

Plus 3 paid duplicates; 2 cross references.
Dade County—Map Location H-10

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	75	60	70	53
B	70	58	66	50
C	66	50	60	40
D	54	43	53	40
AVERAGE	66	53	62	46

WAIA (FM)

1946
MIAMI
A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 210 4290 4.00
Miami Valley Broadcasting Corp., Box 1177, 1401 N. Bay Causeway, Miami, Fla. 33138. Phone 305-759-4311 TWX 305-696-3450.
See affiliated AM station for additional information.
AM facilities: WIOD.

STATION'S PROGRAMMING DESCRIPTION
WAIA (FM): MUSIC: Adult contemporary featuring current hits blended with popular favorites, vocals and instrumentals, presented in uninterrupted 10 min segments. NEWS & Information: UPI, AP, base weather facility. Station editorializes. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: 6 minutes maximum per hour. Contact Representative for further details. Rec'd 10/7/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joe Abernathy.
Station Manager—Rick Gray.
General Sales Manager—Bob Poller.
2. REPRESENTATIVES
The Christal Company.
3. FACILITIES
ERP 98,000 w.; 97.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 790 ft. above average terrain.

TIME RATES
Eff 12/15/74—Rec'd 1/2/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-10 am & 7 pm-midnight.

7. PACKAGE PLANS

	AA			A		
PER WK:	9 ti	12 ti	18 ti	9 ti	12 ti	18 ti
1 min.	31	29	26	29	26	22
30 sec	23	20	19	20	19	17
	MIP I (*)			MIP II — BTA		
1 min	25	22	20	21	20	18
30 sec	18	17	15	16	15	14

(*) 1/2AA, 1/2A.

BULK IMPACT PLAN

	AA		A		BTA	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
250 x	22	17	20	15	17	14
500 x	19	15	18	14	16	13

10. SPECIAL FEATURES

NEWSCASTS:	AA	A
1 min	33	31
30 sec	26	24

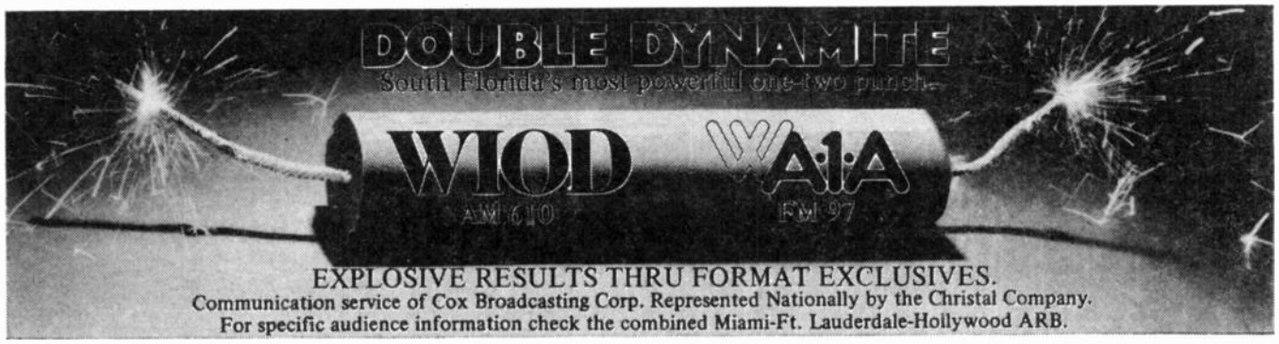
WAXY (FM)

1960
FORT LAUDERDALE
(This is a paid duplicate of the listing appearing under Fort Lauderdale, Fla.)
Media Code 4 210 1325 0.00
RKO General, 419 S. Andrews, Fort Lauderdale, Fla. 33301 Phone 305-525-6351.

STATION'S PROGRAMMING DESCRIPTION
WAXY (FM): Programmed for adults 18-49. MUSIC: current hits with solid gold hits. Community oriented, public affairs programs weekly. Editorials on major issues. COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 9/9/74.

1. PERSONNEL
General Manager—Jack Collins.
Sales Manager—Sam Hennings.
Program Director—Chuck Dunaway.
2. REPRESENTATIVES
RKO Radio Representatives, Inc.

(This listing continued on next page)



Miami-Miami Beach—
WAXY (FM)—Cont'd

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,038 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.
Basic Rates: 20a, 2 e. 24a, 24c, 25a, 31, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 51a.
Comb.: Cont. Discounts: 60d, 60e, 60f.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80, 81.

TIME RATES
No. 5 Eff 2/1/75—Rec'd 2/14/75.
AAA—3-7 pm.
AA—6-10 am.
A—7 pm-midnight & 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK, FIXED, 1 MIN:	6 ti	12 ti	18 ti
AAA	38	36	34
AA	37	35	33
A	36	34	32

30 sec: 80% of 1-min.
Edited by Jack Collins.

(D)

WBUS (FM)
1962
MIAMI BEACH

Media Code 4 210 4340 7.00

Community Service Broadcasters, Inc., 843 First St., Miami Beach, Fla. 33139. Phone 305-672-2500. Studio phone 305-672-3694.
See affiliated AM station for additional information.
AM facilities: WMBM.

STATION'S PROGRAMMING DESCRIPTION
WBUS (FM): Programmed for adults & young adults.
MUSIC: MOR blended, with emphasis on MOR, jazz & current popular hits, plus some rock. Israel sounds show 10 am-2 pm Sun. NEWS: 5-min AP news at :60 plus Earth news. SPORTS: AP 90-sec reports weekends. TALK: 8-9 am Sat interviews with community service organization & audience phone calls; 9-11 am Sat public affairs program with guests & open phones. COMMERCIAL POLICY: maximum 8 minutes per hour in 4 2-minute breaks. Contact Representative for further details. Rec'd 3/3/75.

1. PERSONNEL
General Manager—Joe Rico.
General Sales Manager—Sam Rosenblatt.
Program Director—China Valles.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 38,000 w. (horiz.), 38,000 w. (vert.); 93.9 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 190 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WMBM. See that listing.

TIME RATES
No. 6 Eff 4/15/73—Rec'd 4/13/73.
AAA—3 pm-1 am.
AA—7 am-3 pm.
A—1-7 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		*A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	35	28	32	25	18	14
6 ti	33	26	30	23	—	—
12 ti	31	24	28	22	—	—
18 ti	28	22	25	20	—	—
24 ti	26	21	23	18	—	—

PER WK, BTA:	1 min	30 sec
Ea	22	17

(*) Minimum 10 spots per wk.

CONSECUTIVE WEEK DISCOUNT
13 wk—less 2.00 spot 52 wk less 3.00 per spot

8. PROGRAM TIME RATES

	1 hr	1/2 hr	5 min
1x	225	150	50
13 x	200	140	45

WCMQ
1954
MIAMI

Century National Sales
Spanish Popular Music & News

Media Code 4 210 4352 2.00

Radio WCMQ, Inc., 478 W. 28th St., Hialeah, Fla. 33010. Phone 305-885-0321.

STATION'S PROGRAMMING DESCRIPTION
WCMQ: Programmed for Spanish speaking adults. AIR PERSONALITIES handle all segments. MUSIC: current Latin hits. NEWS: 5-min at :30 & :60; am & pm drive-time traffic reports. Contests. Contact Representative for further details. Rec'd 11/9/72.

1. PERSONNEL
President—Herbert S. Dolgoff.
General Manager—Jack Hogan.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10h.
Basic Rates: 20a, 23a, 23b, 29a.
Contracts: 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72.

TIME RATES
Eff 8/1/75—Rec'd 7/9/75.
AA—Mon thru Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			A		
	8 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min	36	34	32	32	30	28
30 sec	28	27	25	25	24	22

10 sec: 50% of 1-min.

AM/FM COMBINATION

1 min	48	46	44	44	42	40
30 sec	38	36	35	35	33	32

Submitted by Jack Hogan.

WCMQ-FM
1969
HIALEAH

Century National Sales
Spanish Popular Music & News

Media Code 4 210 4353 0.00

Great Joy Broadcasting Co., 478 W. 28 St., Hialeah, Fla. 33010. Phone 305-885-0321.
Mailing address: Box 700, Hialeah, Fla. 33011.

STATION'S PROGRAMMING DESCRIPTION
WCMQ-FM: Programmed for Spanish - speaking adults.
MUSIC: Spanish MOR. AIR PERSONALITIES all segments. NEWS: headlines at :15 & :45. Contact Representative for further details. Rec'd 8/8/74.

1. PERSONNEL
President—Herbert S. Dolgoff.
General Manager—Jack E. Hogan.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 5a, 5, 6b, 7b 8.
Rate Protection: 10b.
Basic Rates: 20a, 23a, 23b, 29a.
Contracts: 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72.
Sold in combination with WCMQ. See that listing for rates.

TIME RATES
Eff 8/1/75—Rec'd 7/9/75.
AA—Mon thru Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			A		
	8 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min	36	34	32	32	30	28
30 sec	28	27	25	25	24	22

7. PACKAGE PLANS
TAP—1/2AA, 1/2A

	6 ti	12 ti	18 ti
1 min	44	42	40
30 sec	36	34	32

Submitted by Jack Hogan.

WEDR (FM)
1963
MIAMI

Media Code 4 210 4365 4.00

WEDR, Inc., 1437 N.W. 35th St., Miami, Fla. 33142. Phones 305-633-1487, 0896; 929-3252.

STATION'S PROGRAMMING DESCRIPTION
WEDR (FM): Programmed for the Black Listener. MUSIC: popular, R & B & jazz. Network news at :60 Community oriented news five times daily. Contact Representative for further details. Rec'd 10/7/74.

1. PERSONNEL
President—M. S. Wigley.
Vice-Pres. & Gen'l Mgr.—Dewitt Ingraham.
Program Director—Gary Rogers.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
ERP 70,000 w.; 99.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a. 5. 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b.
Contracts: 47a.
Comb.; Cont. Discounts: 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with National Black Network.
Affiliated with Mutual Black Network.

TIME RATES
Eff————Rec'd 5/3/72.
AA—Mon thru Sat 6 am-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

AA:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	30	28	26	24	20
30 sec or less	24	22	20	18	15

A: 50% of AA.
Submitted by Dewitt Ingraham.

WFAB
1962
MIAMI

Media Code 4 210 4410 8.00

WFAB, Inc., 1779 W. Flagler, Miami, Fla. 33135. Phone 305-642-9322.

STATION'S PROGRAMMING DESCRIPTION
WFAB: Programmed for Spanish speaking listeners. NEWS: format daily M-Sat 5:30-9 am, 11:30 pm-1:30 am. AIR PERSONALITIES daily 9 am-noon, 1-5 pm, 6-10 pm. Housewives show daily, music, interviews, personality appearances. Live talk show nightly 10-11:30 pm. Daily sportscast 5:45-6 pm. 2 newsmobile units cover state and city with traffic reports, general information. MUSIC: Latin. Contact Representative for further details. Rec'd 8/18/67.

1. PERSONNEL
President—Richard Eaton.
Station Manager—Leopoldo Justo.
Operations Manager—Humberto Esteves.

2. REPRESENTATIVES
URC Sales, Inc.

3. FACILITIES
5,000 w.; 990 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b. 3a, 3b, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10d. 11d, 12d, 13d, 15c.
Basic Rates: 20a, 21a. 21b, 22b, 23a, 24a, 25b, 28a, 28c, 29b, 30, 31.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49. 51a, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61b, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Translation and Programming from English to Spanish, no charge.
Member: Latin Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 3/1/73—Rec'd 3/5/73.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	35	30	29	28
AA	34	27	26	25
A	30	25	23	22
B	25	20	19	18

20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WFTL
FORT LAUDERDALE

City of license, Ft. Lauderdale, Fla.
Coral Gables—431 Maderia Ave. Phone 305-443-7833.
See listing under Ft. Lauderdale-Hollywood, Fla.

WFUN
1947
MIAMI

Alan Torbet Associates, Inc.

Media Code 4 210 4455 3.00

Rounsaville of Miami Beach, Inc., 6161 Sunset Dr., Miami, Fla. 33143. Phone 305-667-1601.

1. PERSONNEL
Owner—Robert W. Rounsaville.
President—Ralph B. Johnson.
Vice-Pres. & Gen'l Mgr.—Jerry Norman.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Rounsaville Stations: See Rep & S/O pages.

3. FACILITIES
5,000 w.; 790 kc. Directional. Separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.: Cont. Discounts: 60a, 60e, 60g, 60i, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 8 Eff 4/1/73—Rec'd 4/6/73.

Morning Drive—Mon thru Fri 6-10 am.
Housewife Time—Mon thru Fri 10 am-3 pm.
Afternoon Drive—Mon thru Fri 3-8 pm.
Evening Time—Mon thru Sun 8 pm-midnight.
Weekend Time—Sat & Sun 6 am-7 pm.

7. PACKAGE PLANS
SECTION I—FREQUENCY PLANS—1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	Fixed	156x	312x	520x	780x	1040x
MD	30	28	26	24	22	20
HT	25	23	21	19	17	15
AD	50	47	44	41	38	35
ET	40	37	34	31	28	25
WE	45	42	39	36	33	30

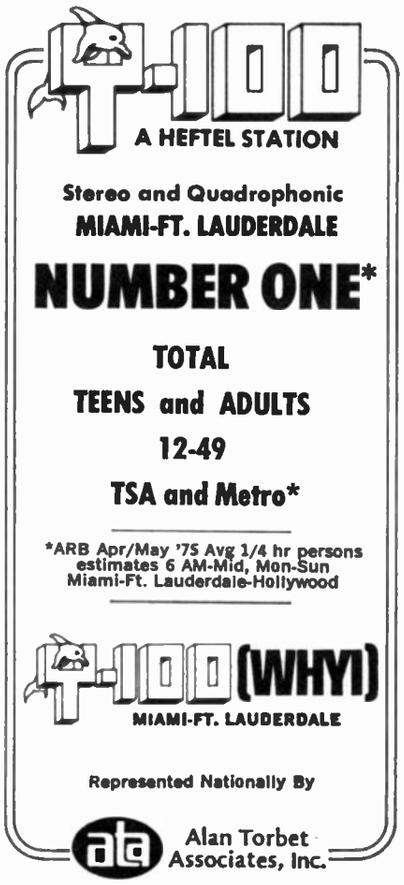
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

SECTION II—CONVERTIBLE GBID PLANS—ROS
Red—Mon thru Fri 4-10 pm; Sat & Sun noon-7 pm.
White—Mon thru Fri 6-9 am; Sat & Sun 6 am-noon & 7 pm-1 am.
Blue—Mon thru Fri 9 am-4 pm; Mon thru Sun 10 pm-1 am.

PER WK, 1 MIN:	*Cost
6 ti (2 Red, 1 White, 3 Blue)	180
12 ti (4 Red, 5 White, 3 Blue)	336
18 ti (4 Red, 8 White, 6 Blue)	450
24 ti (8 Red, 10 White, 6 Blue)	552
30 ti (8 Red, 13 White, 9 Blue)	600

(*) Unit spots for converted schedules will be rounded off to closest .05.
Higher to lower: 1 Red converts to 2 White; 1 White to 2 Blue.
Lower to higher: 3 Blue convert to 2 White; 3 White to 2 Red.
Sec I spots may be added to Sec II (same frequency per wk before conversion) but do not convert.
Sec II may switch to Sec I based on number of Sec II spots used before conversion on non-retroactive basis for balance of contract.

(Miami-Miami Beach continued on next page)



estimates subject to limitations of survey

Miami-Miami Beach—Continued

WGBS

1939
MIAMI
A Storer Stotion

Represented by CBS RADIO SPOT SALES

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 4500 6.00

Storer Broadcasting Co., The 710 Bldg. on Brickell Ave., Miami, Fla. 33131. Phone 305-377-8811.

STATION'S PROGRAMMING DESCRIPTION

WGBS: Programmed for young adults & adults. MUSIC: MOR hits from top 10 present & past. 5 music personalities. NEWS: 8 local staff, Washington Bureau, network, 4 mobile units, 1 aircraft. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
General Manager—Donald R. Hamlin.
General Sales Manager—E. E. "Jim" Eshleman.
Program Manager—Lee Rodgers.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 710 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12g, 14g.
Contracts: 40a, 42a, 45, 46.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70e, 71a, 73a.
90 days protection for consecutive advertisers.
Affiliated with American Information Network.

MULTIPLE PRODUCT ANNOUNCEMENTS
1-min spot rate applies only to products or services of single advertiser. Does not apply to spots for more than 2 products or services of advertiser in 1-min period, unless fully integrated into single complete spot. Not entitled to product protection separation from station or network spots.

TIME RATES
No. 25 Eff 7/1/75—Rec'd 7/28/75.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 5 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
SECTION II

	1 min				30 sec			
	AAA	AA	A	B	AAA	AA	A	B
1 ti	80	55	45	25	64	44	36	20
7 ti	75	50	40	23	60	40	32	19
14 ti	70	46	38	22	56	37	30	18
21 ti	64	44	35	21	51	35	28	17
28 ti	62	42	32	20	49	33	26	16

TUESDAY-SUNDAY MIDNIGHT-5 AM
1 min, flat ..... 10 30 sec, flat 8
10 sec: 60% of 1-min; when available.
Spots must rotate thruout purchased time period; less than full rotation, extra 10.00.
Combinable with Sec III & IV to earn frequency for III & IV.

CONSECUTIVE WEEK DISCOUNT
52 wk — 10%. Minimum purchase, 25.00 per wk.

7. PACKAGE PLANS
SECTION III—MAXIMUM IMPACT

PER WK, EA:	1 min	30 sec
A—7 ti (1AAA, 2AA, 2A, 2B)	40	32
B—14 ti (3AAA, 3AA, 4A, 4B)	38	30
C—21 ti (4AAA, 4AA, 7A, 6B)	36	29
D—28 ti (5AAA, 5AA, 10A, 8B)	34	27

SECTION IV—ROS
All spots scheduled evenly as possible Mon thru Sun 9 am-midnight.

	1 min	30 sec		1 min	30 sec
14 ti	35	28	21 ti	30	24

All spots in Sec II, III, IV count toward ROS frequency.

10. SPECIAL FEATURES
SECTION V—5-MINUTE NEWSCASTS

	AAA	AA	A
1 ti	85	70	60
6+	80	65	55

DISCOUNT
52 wk—10%.
Current 10-min newscast sponsors granted 15% discount for 52 consec wks.

WHYI (FM) 100

1963
FORT LAUDERDALE

Alan Torbet Associates, Inc.

NAB RAB

(This is a paid duplicate of the listing appearing under Fort Lauderdale, Fla.)

Media Code 4 210 1935 7.00

Heftel Broadcasting-Radio, Inc., 2741 N. 29th Ave., Hollywood, Fla. 33020. Broward phone 305-925-7117. Dade phone 305-931-1107.

STATION'S PROGRAMMING DESCRIPTION
WHYI (FM): Programmed for ages 12-49. MUSIC: blending of current & recent hits. Year round contests. COMMERCIAL POLICY: maximum 8 minutes per hour guaranteed. Contact Representative for further details. Rec'd 10/8/73.

1. PERSONNEL
Executive Vice-President—Bill Cunningham.
General Manager—Darby Cunningham.
Program Director—Robert W. Walker.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 100,000 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING, See coded regulations
General: 1e, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47e, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 1/15/75—Rec'd 1/20/75.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 10 am-midnight; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	16 ti
AAA	70	65	60	55
AA	60	55	50	45
A	45	40	35	30

30 sec/less: 80% of 1-min.

7. PACKAGE PLANS

PER WK, BTA:	6 ti	12 ti	18 ti
1 min	50	45	40

30 sec/less: 80% of 1-min.
Scheduled Mon thru Sun 6-6 am, preemptible. No discount for BTA plans.

10. SPECIAL FEATURES
Newscasts—Mon thru Sat, 1-min plus 10.00.
Traffic reports—Mon thru Fri, incl open ID plus 10-sec ea, AM drive, 40 ti per wk 1200.00.

CONSECUTIVE WEEK DISCOUNT
26 wk— 5% 52 wk—10%
Submitted by Bill Cunningham. (D)

WIGL

1974
MIAMI

METRO RADIO SALES

A Mission Broadcasting Co. Station

Media Code 4 210 4567 5.00

Mission East Co., Box 450577, Shenandoah Sta., Miami, Fla. 33145. Phone 305-856-1260.
Studios: 1699 Coral Way, Miami, Fla.
See affiliated AM station for additional information.
AM facilities: WWOK.

STATION'S PROGRAMMING DESCRIPTION
WIGL: Programmed for adults 18-49. MUSIC: modern country featuring popular album cuts & hit singles. Live announcers handle all music segments. NEWS: 2-minutes at :60. 1-minute headlines at :30 during drive times. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
Manager—Cy Russell.
Sales Manager—Dick Kelsey.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WWOK. See that listing for rates.

TIME RATES
FM only: AM/FM combination rate less 5.00.
Edited by Janet Eagle.

WINZ

1946
MIAMI

NAB

Guy Gannett Broadcasting Services
Subscriber to the NAB Radio Code

Media Code 4 210 4590 7.00

WINZ, INC., 100 Biscayne Tower, Miami, Fla. 33132. Miami & Dade phone 305-371-6641; Ft. Lauderdale & Broward phone 305-525-3119.

STATION'S PROGRAMMING DESCRIPTION
WINZ: All news & information, programmed for general mass appeal.
Male/female dual anchor team, backed by writers, editors, reporters & specialists, integrated with network. Emphasis on local public affairs & sports. Aerial traffic reports mornings & afternoons. Business news, stock market reports, lively arts criticism & university football. Rec'd 8/5/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard D. Casper.
General Sales Manager—Jack Wiley.
News Director—John Emm.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 940 kc.
Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10e, 14g.
Basic Rates: 20a.
Contracts: 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60b.
Cancellation: 70c.
Affiliated with American Entertainment Network.

TIME RATES
Eff——Rec'd 8/5/75.
AAA—Mon thru Fri 6-10 am; Sat 7-11 am.
AA—Mon thru Fri 3-7 pm; Sat 11 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Sun thru Sat 7-11 pm.
C—Sun thru Sat 11 pm-6 am.

8. SPOT ANNOUNCEMENTS

ROTATING:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	35	35	35	35	33	30	27	23
30 sec	28	28	28	28	26	24	22	18
	A				B			
1 min	24	22	19	17	16	14	13	11
30 sec	19	18	16	14	13	11	10	9

C: Minimum 25 ti per wk, 125.00.
10 sec: 60% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
PLAN 1—1/4AAA, 1/4AA, 1/4A, 1/4B

PREEMPTIBLE	6 ti	12 ti	18 ti	24 ti
1 min	....	19	....	16
30 sec	....	15	....	12
PLAN 2—1/6AAA, 1/6AA, 1/3A, 1/3B				
1 min	19	17	16	14
30 sec	15	14	13	11
PLAN 3—1/2AAA, 1/2A				
1 min	23	22	20	19
30 sec	18	17	16	14
PLAN 4—1/2AA, 1/2A				
1 min	22	20	17	15
30 sec	18	16	14	12
PLAN—1/3AAA, 1/3AA, 1/3A				
1 min	24	23	21	20
30 sec	19	18	17	16
WEEKEND PLAN—7 PM FRI-11 PM SUN				
1 min	....	180	250	360
30 sec	....	145	200	290

BTA, 30 min separation from each other. Not more than 60% may run on either day.

MAXIMUM IDENTIFICATION PLAN

BTA, PREEMPTIBLE:	35 ti	50 ti	75 ti	100 ti
10 sec	343	455	630	770

10. SPECIAL FEATURES
Feature reports—extra 20%.
Submitted by Mike Gable.

WINZ-FM

1961
MIAMI BEACH

NAB

Guy Gannett Broadcasting Services
Subscriber to the NAB Radio Code

Media Code 4 210 4591 5.00

WINZ, Inc., 100 Biscayne Blvd., Miami, Fla. 33132. Miami & Dade phone 305-371-6641, Broward phone 305-525-3119.

STATION'S PROGRAMMING DESCRIPTION
WINZ-FM: Programmed for young adults 18-34. MUSIC: progressive rock. Rec'd 8/5/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard D. Casper.
General Sales Manager—Jack Wiley.
Program Director—Bill Stedman.

3. FACILITIES
ERP 81,000 w.; 94.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

TIME RATES
Eff——Rec'd 8/5/75.

6. SPOT ANNOUNCEMENTS

	Open	12 ti	18 ti	24 ti
30 sec	17	15	13	11
1 min	21	19	17	14

Submitted by Mike Gable.

WIOD

1926
MIAMI

THE CHRISTAL CO.

NAB RAB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code

Media Code 4 210 4635 6.00

Miami Valley Broadcasting Corp., Box 1177, 1401 N. Bay Causeway, Miami, Fla. 33138. Phone 305-759-4811

STATION'S PROGRAMMING DESCRIPTION
WIOD: Programmed for adults and young adults. MUSIC: modern MOR, featuring popular hits, current standards and original hits of past. Heavy community involvement 5 am-8 pm features personalities with music/news/info capsules; laffline hourly; skypatrol traffic reports, contests, audience phones daily editorials. SPORTS: pro football; news specials and vertical documentaries. NEWS: 5 min at :60; 2 min at :30. Extended newscasts 6-9 am. 10 man staff. TALK: air personality, open phone 9 pm-1 am, 2-way radio. All night 2-way radio call-ins; call-outs midnight-5:30 am. Contact Representative for further details. Rec'd 7/3/75.

1. PERSONNEL
General Manager—Joe Abernathy.
General Sales Manager—Dan DiLoreto.
Program Manager—Jim Gallant.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
5,000 w.; 610 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 net time: rendered on 1st.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21b, 21d, 22a, 24a, 24c, 25a, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50.
Comb.; Cont. Discounts: 60b, 60c, 60l, 61a, 62b.
Cancellation: 70a, 70e, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WAIA (FM).

(This listing continued on next page)

WGBS
has made a hit in Miami with...
Adults 18-49, Men 25-49
morning drive, TSA
Men 35-49
morning + evening drives, TSA
Adults 18+
morning drive, ADI
Men 18+
morning drive, ADI
Men 35-49
M/F 6 am-7 pm, TSA
Source: ARB Apr/May '75 avg 1/4 hr, non-ethnic stations.
WGBS 710 50,000 WATT
represented by CBS Radio Spot Sales

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16-A Eff 2/1/75—Rec'd 2/14/75.
AAAA—Mon thru Fri 6-10 am.
AAA—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 8 am-10 pm.
B—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

SECTION I

PER YR:			520x	780x	1040x
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAAA					
1 min	58	54	52	50	48
30 sec	46	43	42	40	38
10 sec	29	27	26	25	24
CLASS AAA					
1 min	44	40	38	35	33
30 sec	35	32	30	28	26
10 sec	22	20	19	18	17
CLASS AA					
1 min	34	32	30	28	26
30 sec	27	26	24	23	21
10 sec	17	16	15	14	13
CLASS A					
1 min	29	28	27	25	23
30 sec	23	22	21	20	18
10 sec	16	14	13	12	11
CLASS B					
1 min	12	10	10	10	10
30 sec	10	8	8	8	8

Spots in all time periods rotate. Other than rotation, per spot surcharge, add 5.00 to 6 ti rate. May be combined with Sky Patrol reports, MIP's or franchise sponsorships to earn frequency rate in this section.

7. PACKAGE PLANS

SECTION III

MIP—PLAN I:	1 min	30 sec
6 ti (1AAAA, 2AAA, 2AA, 1A)	216	174
12 ti (3AAAA, 3AAA, 3AA, 3A)	408	324
18 ti (4AAAA, 5AAA, 5AA, 4A)	576	450
24 ti (6AAAA, 6AAA, 6AA, 6A)	720	576
MIP—PLAN II:		
6 ti (1AAAA, 1AAA, 2AA, 2A)	198	156
12 ti (2AAAA, 2AAA, 4AA, 4A)	372	300
18 ti (3AAAA, 3AAA, 7AA, 5A)	504	396
24 ti (4AAAA, 4AAA, 10AA, 6A)	624	504
MIP—PLAN III:		
6 ti (1AAA, 3AA, 2A)	186	150
12 ti (3AAA, 5AA, 4A)	348	276
18 ti (5AAA, 7AA, 6A)	468	378
24 ti (7AAA, 9AA, 8A)	576	456
MIP—PLAN IV:		
6 ti (1AAA, 2AA, 2A, 1 Craig Worthing)	168	132
12 ti (3AAA, 4AA, 3A, 2 Craig Worthing)	312	252
18 ti (4AAA, 6AA, 5A, 3 Craig Worthing)	432	342
24 ti (5AAA, 8AA, 8A, 3 Craig Worthing)	528	432
MIP—PLAN V:		
MON THRU SUN 6AM-MIDNIGHT, BTA:	100 ti	
10 sec	750	

Accessible to 1 advertiser per wk. Scheduled within 7 day period. Spots rotate. Combinable with Sec I to earn frequency.

8. PROGRAM TIME RATES
AA—Sat 6 am-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 5 am-10 pm.

AA:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	300.00	180.00	120.00	90.00	70.00
53 x	275.00	170.00	115.00	85.00	65.00
157-260 x	250.00	160.00	110.00	80.00	60.00
A:					
1 x	250.00	150.00	100.00	75.00	50.00
53 x	225.00	140.00	95.00	70.00	48.00
157-260 x	200.00	130.00	90.00	65.00	45.00

10. SPECIAL FEATURES

SKY PATROL REPORTS—SECTION II
AAAA—Mon thru Fri 6:50-9 am.
AAA—Mon thru Fri 4:10-6 pm.

	AAAA	AAA
1 min/30 sec	60	45

Incl open & 1-min/30-sec spot in each. Combinable with Sec I.

NEWS/SPORTS/SPECIAL PROGRAMS

LEVEL:	1	2
5:30 am News	20	15
6 am News	45	40
6:30 am News	50	45
7 am News, 7:05 am Sports, 7:30 am News/Sports, 8 am World News Roundup, 8:30 am News/Sports	70	65
Noon News/Business Report	35	*30
4:30 pm News/Racing	42	37
5 pm News/Sports	53	*48
5:20 pm Sports Commentary	58	*53
5:30 pm News/Racing	58	53
6 pm News/Business, 6:05 pm Sports	55	*50
6:30 pm News/Racing	40	35

Incl. open & close plus 1 1-min spot.
(*) Available Mon thru Fri only.

DISCOUNT
52 wk—10%.
Minimum wkly expenditure—100.00 gross. Does not apply to Plans or Packages.

YOU'RE NOT DOING YOUR FRIEND A FAVOR

. . . by passing along outdated copies of SRDS! You may be jeopardizing his job and your friendship. He can incur costly mistakes by preparing lists, estimates, etc., on the basis of data that no longer apply. Use only current copies of SRDS. Pass along only current copies.

G10x

WKAT
1937
MIAMI BEACH

CBS Radio Network

Jack Masla & Company, Inc.

All Talk

Subscriber to the NAB Radio Code

Media Code 4 210 4680 6.00

WKAT, Inc., 1759 Bay Rd., Miami Beach, Fla. 33139. Phone 305-531-8181.

STATION'S PROGRAMMING DESCRIPTION
WKAT: Programmed for adults.
News & conversation format with air personalities using open phone interviews; 10 min network & local news at :60, 6-10 am news oriented 3-voice program featuring investigation of daily topics; 10 am-noon guest expert answers listeners' questions; noon-2 pm open phone & interview with female hostess; 2-3 & 3-6 pm interview, open phone & information program; 6-7 pm news; 7-9 pm open phones & interviews on sports; 9-10 pm network feature; 10 pm-1 am open phone & interviews on general topics; 1-3 am interviews; 3-4 am humor monologue; 4-6 am repeats. SPORTS: baseball, football, racing, tennis, golf. Contact Representative for further details. Rec'd 1/27/75.

1. PERSONNEL
President—Mrs. A. Frank Katzentine.
Vice-Pres. & Gen'l Mgr.—Sidney Levin.
Sales Manager—Robert W. Allen.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1360 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 27, 28a, 29a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81.
Affiliated with CBS.

TIME RATES
No. 10 Eff 1/1/72—Rec'd 1/3/71.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm; Sat 6-10 am.
C—Mon thru Sun 7 pm-midnight; Sun 6-10 am.

7. PACKAGE PLANS

1 MINUTE PER WK:	AA	A	B	C
1-6 ti	35	32	28	25
12 ti	31	28	25	22
18 ti	28	25	21	19
24 ti	26	23	20	17
30 SECONDS				
1-6 ti	26	24	21	19
12 ti	23	21	19	17
18 ti	21	18	16	14
24 ti	19	17	15	13

10 sec: 50% of 1-min.
Pre-emptible plan applicable rate less 20%. Spots moveable & pre-emptible without notice. Sold when available, rounded to nearest dollar.
Fixed position or personalized spots fixed within 1 hr time periods or less, extra 20%.
Rateholders, 6 spots wkly, any length, any time period.

CONSECUTIVE WEEK DISCOUNT
25 wk—5% 52 wk—10%

WLYF
1948
MIAMI

BOLTON | BURCHILL

A Sudbrink Station

Media Code 4 210 4715 0.00

Sudbrink Broadcasting Inc., of Florida, Box 3456, 501 N. W. 207th St., Miami, Fla. 33169. Phone 305-653-0040.

STATION'S PROGRAMMING DESCRIPTION
WLYF: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 12/10/71.

1. PERSONNEL
Executive Vice-President—Harold W. Gore.
Vice-Pres & Gen'l Mgr.—Norm Feuer.
Station Manager—Kathy Seipp.

2. REPRESENTATIVES
Bolton/Burchill International, Ltd.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 24 hours daily. EST
Antenna ht.: 813 ft above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 6 Eff 1/18/75—Rec'd 1/27/75.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 5:30-10 am; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-1 am; Sun 5:30-10 am.

6. SPOT ANNOUNCEMENTS

	1 min			30/20/10 sec		
PER WK:	1 ti	6 ti	12 ti	1 ti	6 ti	12 ti
AAA	70	65	60	60	55	50
AA	60	55	50	50	45	40
A	50	45	40	45	40	35

7. PACKAGE PLANS

PLAN I—1/2AAA, 1/2AA	6 ti	12 ti	18 ti
1 min	52	47	43
30/20/10 sec	45	40	37
PLAN II—1/3AAA, 1/3AA, 1/3A			
1 min	47	42	38
30/20/10 sec	39	36	33

WMBM
1949
MIAMI BEACH

Bernard Howard & Co., Inc.

Media Code 4 210 4725 9.00

Community Service Broadcasters, Inc., 814 First St., Miami Beach, Fla. 33130. Phone 305-672-1100.

STATION'S PROGRAMMING DESCRIPTION
WMBM: Programmed 100% for black community.
MUSIC: R & B; religious programming 5-8 am M-F & 6 am-2 pm Sun. AIR PERSONALITIES handle all segments. NEWS: 5 min national & local at :60, 3-5 min local at :30. AP police wire, sheriff's wire; community affairs; black community speaks; open tele/talk shows. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Allan B. Margolis.
Program Director—Fred Hanna.
News & Com. Affairs Dir.—Alfonza C. Mozell.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
FM facilities: WBUS (FM)
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
WMBM/WBUS (FM) COMBINATION
No. 31 Eff 3/1/75—Rec'd 3/3/75.
I—Mon thru Sun 6-10 am & 3-7 pm.
II—Mon thru Sun 5-6 am & 10 am-3 pm.
III—Mon thru Sun 7 pm-midnight.
IV—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

7 DAYS:	I			II		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	57	46	36	51	41	31
12 ti	51	41	34	45	36	29
18 ti	47	38	32	42	34	27
	III			IV		
1 ti	44	35	26	37	30	22
12 ti	40	32	24	33	26	20
18 ti	36	29	22	30	24	18

Less than 7 days: Add 10%.

AM ONLY	I			II		
1 ti	40	32	25	36	29	21
12 ti	36	29	23	32	25	20
18 ti	33	26	22	29	23	18
	III			IV		
1 ti	31	25	18	26	21	15
12 ti	28	22	17	23	18	14
18 ti	25	20	15	21	16	13

10. SPECIAL FEATURES
NEWSCASTS, COMBINATION RATES

PER WK:	I	II	III	IV
3 ti	350	284	230	170
7 ti	700	568	460	340
10 ti	1000	800	625	475

Incl open & close plus 1 min spot, 4 wk minimum.
AM Programs: 70% of combination rates.

WMYQ (FM)
1948
MIAMI

Media Code 4 210 4800 0.00

Bartell Broadcasting of Florida, Inc., 825 41st St., Miami Beach, Fla. 33140. Phone 305-538-5321.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carl Como Tutera.
Program Director—Jerry Clifton.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
ERP 100,000 w.; 96.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 890 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Comb.: Cont. Discounts: 60e.
Cancellation: 70e.
Affiliated with Avco Group Plan.

FLORIDA

TIME RATES
No. B Eff 12/15/71—Rec'd 12/1/71.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-noon.
B—Mon thru Fri 6-10 am.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	53	40	40	32	36	29
18 ti	50	....	38	30	34	27

C: 50% of B.
10 sec: 60% of 1-min.
All spots must rotate thruout all hours and days of time class. Request to rotate on 3 days or less, 1x rate. 30 & 10-sec spots subject to availabilities.

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS

PER WK:	1 min	30 sec
14 ti (3AA, 4A, 3B, 4C)	420	336
21 ti (4AA, 7A, 4B, 6C)	592	468
28 ti (5AA, 10A, 5B, 8C)	744	599
35 ti (6AA, 12A, 7B, 10C)	876	696

Offered on preemptible basis at stations discretion for a full rate card advertiser. In event or preemption, spots made good in comparable or better time periods at the earliest possible convenience and prior to expiration of schedule. Earn CWD. Weekly plans do not contribute to Weekly Plans for further frequency. May combine with min, newscasts, 30 sec & ID's to earn weekly frequency discount on the face of card rates only.

10. SPECIAL FEATURES
Newscasts—applicable 1-min rate plus 25%.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%.

RATE PROTECTION
13 wks from effective date of any increase providing advertising equalling wkly expenditures of 100.00 is actually running at time of effective date of increase and providing broadcasts continue without interruption during rate protection period.
Submitted by Carl C. Tutera.

WOCN
1947
MIAMI
An Ed Winton Station

Media Code 4 210 4860 4.00

Ed Winton and Associates, 999 S. Bayshore Dr., Miami, Fla. 33130. Phone 305-377-9505.

STATION'S PROGRAMMING DESCRIPTION
WOCN: Programmed for adults.
Spots in Spanish & English on 1/4 hr. MUSIC: 85% instrumental, 15% Latin vocals. Spots adjacent to news & weather. Airborne traffic reports every morning 7-9 am by City of Miami police. NEWS: AP wire capsules every hr 10 am-3 pm, twice hrly 5-min reports 6-10 am & 4-6 pm. Contact Representative for further details. Rec'd 12/3/73.

1. PERSONNEL
President—Ed Winton.
General Manager—Kernie L. Anderson.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 on net time: payable 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60h, 60e, 60f, 60h, 60i.
Cancellation: 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES
Eff——Rec'd 12/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	18	14	10

7. PACKAGE PLANS

PER WK:	1 min	30 sec	15 sec
20 ti	280	240	200

10. SPECIAL FEATURES
30-sec Airborne Traffic participation—rotating 7-9 am, 1 per day incl open & close plus 6 ROS spots per wk (minimum 13 wks) per wk 200.00.

WQAM
1921
MIAMI

Independent

A Storz Owned Station

Subscriber to the NAB Radio Code

Media Code 4 210 4905 7.00

Storz Broadcasting Co., 767-41st St., Miami Beach, Fla. 33140. Phone 305-531-6651.

1. PERSONNEL
Pres. & Chairman of the Board—Robert H. Storz.
General Manager—Ron L. Ruth.
Program Director—James A. Dunlap.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 560 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time and talent: 15th of month.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.

(This listing continued on next page)

Miami-Miami Beach—W Q A M—Continued

Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Blair Representaed Network.

TIME RATES
No. 13 Eff 8/1/74—Rec'd 8/15/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Sun 7-11 pm; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun midnight-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
WKLY:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	70	56	54	44	30	24
12 ti	66	53	50	40	25	20
18 ti	62	50	45	36	20	16
24 ti	58	47	40	32	15	12

10. SPECIAL FEATURES
5-min newscasts—6-10 am & 3-7 pm, 6 ti per wk 420.00.
All other times—applicable 1-min rate.

WQBA
1947
MIAMI
EASTMAN RADIO, INC.

Spanish Information & Music

NAB RAB

A Susquehanna Station
Media Code 4 210 4925 5.00
Susquehanna Broadcasting Co., 1301 S. W. First St. Miami, Fla. 33135. Phone 305-643-5000.

STATION'S PROGRAMMING DESCRIPTION
WQBA: Features Spanish programming for Cuban adults.
FORMAT: 5-9 am all news-information-weather-traffic-sports. 9 am-12N entertainment Cuban celebrity air personality host-cash contests-current Latin popular music-one Novela. 12-N-1 pm news & commentary personality oriented. 1-5 pm entertainment-Cuban celebrity air personality as host-current Latin popular music-3 Novelas-cash contests. 5-6 pm News-total wrap-up-traffic reports-stock market-sports-interpretative analysis. 6-10:30 pm-entertainment Cuban celebrity air personality host-current hits-2 Novelas-cash contest. 10:30-11:30 pm news-wrap up of the day's stories-sports. 11:30-5 am entertainment-general popular music and poems. 5 min of news at :55 and headlines at :30 in all entertainment segments. Contact Representative for further details. Rec'd 9/8/70.

1. PERSONNEL
Vice-President—A. W. Carlson.
Vice-Pres./Fin. Oper.—Herbert M. Levin.
National Sales Manager—Jack Nobles.

2. REPRESENTATIVES
Eastman Radio, Inc.
Susquehanna Sta. Sales Office: See Rep. & S/O pages.

3. FACILITIES
10,000 w. days. 5,000 w. nights; 1140 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82
Affiliated with Eastman Radio Network.

TIME RATES
No. 13 Eff 6/1/75—Rec'd 5/16/75.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	74	70	66	62
AA	60	58	56	50
A	44	40	38	34

30 sec/less: 50% of 1-min.
Fixed position within 1 hr. 6-ti rate plus 25%.
Edited by Mary C. Downey.

WRHC
1966
CORAL GABLES

Media Code 4 210 4950 3.00
Radiocentro Broadcasting Co., 420 S. W. 8th Ave., Miami, Fla. 33130. Phone 305-545-8581.

STATION'S PROGRAMMING DESCRIPTION
WRHC: Spanish information and music. Contact Representative for further details. Rec'd 7/19/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Salvador Lew.
Sec'y & Treas.—Alberto Villalobos.

2. REPRESENTATIVES
Caballero Spanish Media, Inc.

3. FACILITIES
10,000 w. days: 1550 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time and talent

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 14a, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46
Comb.: Cont. Discounts: 60b, 60e, 60f, 61e.
Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES
Eff 9/15/74—Rec'd 7/19/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec	10 sec
Musicals	12.00	7.00	4.00	2.00

10. SPECIAL FEATURES

	1 min	30 sec	15 sec	10 sec
News	14.00	8.00	4.50	3.00

WSHE (FM)
1959
FORT LAUDERDALE

ABC-FM Spot Sales, Inc.

Contemporary

NAFMB

(This is a paid duplicate of the listing appearing under Fort Lauderdale, Fla.)
Media Code 4 210 2085 0.00
Van Patrick Broadcasting Co., Inc., 3000 S. W. 60th Ave., Fort Lauderdale, Fla. 33314. Phone 305-581-1580.

STATION'S PROGRAMMING DESCRIPTION
WSHE (FM): Programmed for mass appeal, 18-49 plus teens.
MUSIC: contemporary rock. Contact Representative for further details. Rec'd 6/25/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene Milner.
Sales Manager—Jackie Milner.
Program Director—Gary Granger.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WSRF

TIME RATES
Eff 1/1/74—Rec'd 10/26/73.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
AA—Mon thru Sun midnight-2 am; Mon thru Fri 10 am-3 pm; Sat 10 am-noon; Sun 8 am-noon.
A—Mon thru Sat 6-10 am.
B—Mon thru Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	65	55	60	50	55	45
6 ti	60	50	55	45	50	40
12 ti	55	45	50	40	45	35
18 ti	50	40	45	35	40	30
24 ti	45	35	40	30	35	25

B: Flat 1 min 20.00; 30 sec 15.00. (D)

WSHE
100,000 WATTS —
FT. LAUDERDALE-MIAMI
America's first radio station with true, total quad capability. Now broadcasting in quad 24 hours a day.

WTMI (FM)
1971
MIAMI

NAB NAFMB

Media Code 4 210 4970 1.00
SJR Communications Inc., 2951 S. Bayshore Dr., Miami, Fla. 33 33. Phone 305-443-5251.

STATION'S PROGRAMMING DESCRIPTION
WTMI (FM): MUSIC: classical, fine arts, news & information. Special programs include symphony orchestra, first hearing, keyboard immortals & concert series. Rec'd 1/28/72.

1. PERSONNEL
General Manager—Maurice Loewenthal.
Program Director—David Connor.
Operations Director—Dean Drury.

2. REPRESENTATIVES
SJR Communications Stations: See Rep and S/O pages.

3. FACILITIES
ERP 100,000 w.; 93.1 mc.
Operating schedule: 24 hours daily. EST
Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION
15/0

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 27, 28a, 29a.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81.

TIME RATES
Eff 11/1/74—Rec'd 11/27/74.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
B—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	30	25	24	20	19	16
6 ti	27	22	22	18	17	15
12 ti	24	20	20	16	16	14
18 ti	20	17	18	14	15	13
24 ti	18	15	16	13	14	12
30 ti	15	13	14	12	13	11

7. PACKAGE PLANS
TAP PLANS

WK, 1/3AA, 1/5A, 1/3B:	12 ti	18 ti	24 ti	30 ti
1 min	228	300	360	390
30 sec	188	246	296	350

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	175	160	140	115
1/2 hr	140	120	110	90

WVCG
1948
CORAL GABLES

KATZ RADIO

RAB

Subscriber to the NAB Radio Code
Media Code 4 210 4995 8.00
Independent Music Broadcasters, Inc., Box 1516, 377 Alhambra Circle, Coral Gables, Fla. 33134. Phone 305-445-5411.

STATION'S PROGRAMMING DESCRIPTION
WVCG: Adult album music. Standards, showtunes, current popular favorites when arrangements are of mass adult appeal: uninterrupted segments of instrumental music. NEWS: 10 man local news team, 6 mobile units; AP, UPI, UPI audio; news hourly; M-F features, helicopter traffic reports AM/PM drive; news blocks, 7:45-8:45 am and 5:15-6:15 pm. Stock market reports 7 times daily. Weekend: weather and sea reports, marine weather, fishing and boating information at :30, 6-9 am, hourly until 6 pm. Contact Representative for further details. Rec'd 8/27/70.

1. PERSONNEL
President—Ted Niarhos.
Exec. V.-P. & Gen'l Mgr.—Lynn A. Christian.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
10,000 w. days, 500 w. nights; 1080 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only: rendered on 1st.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 42c, 44a, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WYOR (FM).
Affiliated with Katz Radio Network.

TIME RATES
WVCG/WYOR (FM) COMBINATION
No. 7 Eff 2/1/75—Rec'd 1/27/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
C—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	65	60	58	56	54
AA	60	56	55	53	51
A	50	48	46	44	42
B	37	34	32	30	28

C: Flat 20.00.
20/30 sec: 80% of 1-min.

AM only: Deduct 8.00.

WWOK
1958
MIAMI

METRO RADIO SALES

A Mission Broadcasting Co. Station
Media Code 4 210 5022 0.00
Mission East Co., Box 450577, Shenandoah Sta., Miami, Fla. 33145. Phone 305-856-1260.
Studios: 1699 Coral Way, Miami, Fla.

STATION'S PROGRAMMING DESCRIPTION
WWOK: Programmed for general interest.
MUSIC: modern country with PERSONALITIES.
NEWS: 5-minutes at :55, 2-minute headlines at :30 during drive times. 2 mobile news units. Frequent time & weather reports. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
President—Jack Roth.
Vice-Pres. & Gen'l Mgr.—Cy Russell.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
5,000 w.; 1260 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only; 20th following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 14b, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61e.
Cancellation: 70a, 70e, 71a, 72, 73a.
FM facilities: WIGL.
Affiliated with MBS.

TIME RATES
AM/FM COMBINATION
No. 6 Eff 6/7/74—Rec'd 6/7/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	55	53	51	49	50	48	46	44
30 sec	45	43	42	40	41	39	38	36
10 sec	35	34	33	31	32	30	29	28

	A			
1 min	36	34	32	31
30 sec	30	28	27	26
10 sec	24	22	21	20

AM only: deduct 5.00.

7. PACKAGE PLANS
TAP I—2/3AAA, 1/3AA

PER WK, ROS:	12 ti	18 ti	24 ti
1 min	45	43	41
30 sec	37	35	33

TAP II—1/2AAA, 1/2AA

1 min	44	42	40
30 sec	36	34	32

10 sec: 60% of 1-min.
AM only: deduct 5.00.
Edited by Janet Eagle.

WYOR (FM)
1958
CORAL GABLES

KATZ RADIO

RAB

Subscriber to the NAB Radio Code
Media Code 4 210 5060 0.00
Independent Music Broadcasters, Inc., Box 1516, 373 Alhambra Circle, Coral Gables, Fla. 33134. Phone 305-445-5416.
See affiliated AM station for additional information.
AM facilities: WVCG.

STATION'S PROGRAMMING DESCRIPTION
WYOR (FM): Programmed for adults.
MUSIC: album music combining standards with Broadway, Hollywood showtunes, basically instrumental. Music format includes current popular favorites when performance has definite adult appeal. Music varied for particular time of day. No personalities. Commercials broadcast on quarter-hours, hour and half hour breaks. News at :30. Stock market reports 5 times every weekday. Contact Representative for further details. Rec'd 8/28/72.

2. FACILITIES
ERP 100,000 w.; 105.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.
Sold in combination with WVCG. See that listing for rates.

TIME RATES
FM only: Deduct 8.00 from AM/FM combination.

MIAMI BEACH
Dade County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See Miami-Miami Beach
(including Coral Gables, Hialeah)

MILTON (1 AM; 1 FM)
Santa Rosa County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

WCKC
1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 210 5130 1.00
Millard F. Adams, Jr., 703 Berryhill St., Milton, Fla. 32570. Phone 904-623-4691.

STATION'S PROGRAMMING DESCRIPTION
WSRA: Network news every hr. UPI audio.

1. PERSONNEL
General Manager—Millard F. Adams, Jr.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-11 pm. CST.

4. AGENCY COMMISSION
15%; 2% cash discount if paid by 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Florida Growers Radio Network.

TIME RATES
Eff 8/1/70—Rec'd 7/31/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	208x	312x
1 min	5.00	4.70	4.40	4.10	3.80	3.50	3.25	3.00

(Milton continued on next page)

WXBM (FM)

1964

Media Code 4 210 5175 6.00
Mapoles Broadcasting Co., Box 588, Milton, Fla. 32570. Phone 904-994-5357.

STATION'S PROGRAMMING DESCRIPTION
WXBM (FM): Country & farm format.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. Byrd Mapoles.

2. REPRESENTATIVES
David Carpenter Company, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/15/74—Rec'd 3/7/75.
A—Mon thru Sat 6:30-9 am, 11 am-1:30 pm & 4-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A		B	
	1 min	30 sec	1 min	30 sec
Ea	6.00	4.50	5.00	3.75

7. PACKAGE PLANS

PER WK,	A				B			
EA:	5 ti	10 ti	20 ti	40 ti	5 ti	10 ti	20 ti	40 ti
1 min	5.75	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.25	4.00	3.75	3.25	3.50	3.25	3.00	2.75

PER MO, EA:	100 ti	200 ti
1 min	3.75	3.50
30 sec	2.50	2.25

Edited by H. Byrd Mapoles.

MONTICELLO

Jefferson County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WTBJ

1969

Media Code 4 210 5195 4.00
Townsend Broadcasting Corp., Box 519, U. S. 19 S., Monticello, Fla. 32344. Phones 904-997-2572 or 2573.

STATION'S PROGRAMMING DESCRIPTION
WTBJ: Modern country & rock.

1. PERSONNEL
General Manager—Jim Broaddus.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w.; 1090 kc. Clear channel. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/75—Rec'd 4/10/75.

6. SPOT ANNOUNCEMENTS

YR:	Open	52x	78x	104x	156x	260x	312x
1 min	2.15	1.70	1.65	1.60	1.55	1.50	1.40
30 sec	1.45	1.25	1.20	1.15	1.10	1.05	1.00

10 sec. flat .85.

7. PACKAGE
30 ti 30-sec. per wk 30.00.
100 ti 30-sec. per mo 100.00.
66 ti 1-min, per mo, ea 1.40.

MOUNT DORA (1 AM; 1 FM)

Lake County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WGTW

1974

Media Code 4 210 5200 2.00
Lake Radio, Inc., Box 1232, 1445 Old Hiway 441, Mount Dora, Fla. 32757. Phone 904-383-7162.

1. PERSONNEL
Pres. & Gen'l Mgr.—Clayton Jerry Glaze.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
5,000 w.; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only, 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 7/1/74—Rec'd 7/24/74.

6. SPOT ANNOUNCEMENTS

	15x	20x	50x	75x	100x	150x	200x	250+
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	4.00	3.75	3.25	3.00	2.75	2.50	2.25	2.00

WORJ (FM)

1969

ABC-FM Spot Sales, Inc.

RAB

Media Code 4 210 5205 1.00
Orlando Radio & Television Broadcasting, Corp., 2001 Mercy Dr., Orlando, Fla. 32808. Phone 305-298-5510.

STATION'S PROGRAMMING DESCRIPTION
WORJ (FM): Contemporary Rock. Contact Representative for further details. Rec'd 2/17/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Emil A. Corona.
Vice-Pres/Sales—Rick Namey.
Vice-Pres./Prog.—Lee Arnold.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 29b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WORL, Orlando.
Affiliated with MBS.
Sold in combination with WORL. See that listing for rates.

TIME RATES
No. 2 Eff 3/1/75—Rec'd 2/17/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 9 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	12 ti	13 ti	24 ti
AAA	40	37	33	30
AA	35	32	28	26

30 sec: 80% of 1-min. . 10 sec: 50% of 1-min

Submitted by Emil A. Corona.

(D)

NAPLES-MARCO ISLAND

(2 AM; 2 FM)

Collier County—Map Location G-9
See SRDS consumer market map and data at beginning of the State

WCVU (FM)

1962
NAPLES

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 210 5285 5.00
Palmer Broadcasting Co., 333 8th St., S. Naples, Fla. 33940. Phone 813-649-7626.
See affiliated AM station for additional information.
AM facilities: WNOG.

STATION'S PROGRAMMING DESCRIPTION
WCVU (FM): MUSIC: Pop standards. 2-min news at :60.

3. FACILITIES
ERP 5,420 w.; 94.5 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 115 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 8/31/74—Rec'd 12/27/74.

7. PACKAGE PLANS

TAP I

SANO, PER WK:	1 min	30 sec
1—Sun thru Sat, 6-9 am.		
2—Sun thru Sat 9 am-noon		
3—Sun thru Sat noon-3 pm		
4—Sun thru Sat 3-6 pm		
5—Sun thru Sat 6-9 pm		
6—Sun thru Sat 9 pm-midnight	262.50	199.50

TAP II

1—Sun, Tues, Thurs, Sat 6-9 am		
2—Mon, Wed, Fri 9 am-noon		
3—Sun, Tues, Thurs, Sat noon-3 pm		
4—Mon, Wed, Fri 3-6 pm		
5—Sun, Tues, Thurs, Sat 6-9 pm		
6—Mon, Wed, Fri 9 pm-midnight	136.50	105.00

TAP III

1—Sun, Mon, Sat 6-9 am		
2—Wed, Fri 9 am-noon		
3—Mon, Tues, Thurs, Sat noon-3 pm		
4—Sun, Wed 3-6 pm		
5—Tues, Thurs 6-9 pm		
6—Fri 9 pm-midnight	94.50	73.50

TAP IV

1—Mon, Sat 6-9 am		
2—Wed 9 am-noon		
3—Tues noon-3 pm		
4—Sun 3-6 pm		
5—Thurs 6-9 pm		
6—Fri 9 pm-midnight	49.00	38.50

FRONT PAGE WEEKENDER I

1—2 Sat/2 Sun 6-9 am		
2—2 Sat/2 Sun 9 am-noon		
3—2 Sat/2 Sun noon-3 pm		
4—2 Sat/2 Sun 3-6 pm		
5—2 Sat/2 Sun 6-9 pm		
6—Sat/2 Sun 9 pm-midnight	156.00	120.00

FRONT PAGE WEEKENDER II

1—1 Sat/1 Sun 6-9 am.		
2—1 Sat/1 Sun 9 am-noon		
3—1 Sat/1 Sun noon-3 pm		
4—1 Sat/1 Sun 3-6 pm		
5—1 Sat/1 Sun 6-9 pm		
6—1 Sat/1 Sun 9 pm-midnight	81.00	63.00
BTA, minimum 5 wkly	6.00	5.00

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—15%

Edited by Homer Dixon.

WNOG

1954
NAPLES

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 5310 9.00
Palmer Broadcasting Co., 333 8th St., S., Naples, Fla. 33940. Phone 813-649-7626

STATION'S PROGRAMMING DESCRIPTION
WNOG: MUSIC: MOR. Hourly national & local news.

1. PERSONNEL
Vice Pres. & Gen'l Mgr.—William J. Ryan.

2. REPRESENTATIVES
Florida—Edwin H. Cohen.

3. FACILITIES
500 w.; 1270 kc. Directional, night.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WCVU (FM).
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 2/1/73—Rec'd 1/26/73.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	6 ti	18 ti	30 ti	50 ti	100 ti
1 wk	6.50	6.20	5.90	5.60	5.30	5.00
13 wk	6.20	5.90	5.60	5.30	5.00	4.70
26 wk	5.90	5.60	5.30	5.00	4.70	4.40
52 wk	5.60	5.30	5.00	4.70	4.40	4.10

7-9 am & 4:30-6:30 pm, per spot extra .75.

30 SECONDS

1 wk	5.00	4.80	4.60	4.40	4.20	4.00
13 wk	4.80	4.60	4.40	4.20	4.00	3.80
26 wk	4.60	4.40	4.20	4.00	3.80	3.60
52 wk	4.40	4.20	4.00	3.80	3.60	3.40

7-9 am & 4:30-6:30 pm, per spot extra .50.

10 SECONDS

1 wk	3.25	3.10	2.95	2.80	2.65	2.50
13 wk	3.10	2.95	2.80	2.65	2.50	2.35
26 wk	2.95	2.80	2.65	2.50	2.35	2.20
52 wk	2.80	2.65	2.50	2.35	2.20	2.05

Edited by Homer Dixon.

WRGI WRGI-FM

1975 MARCO ISLAND — 1971 NAPLES

RAB

Media Code 4 210 5332 3.00
Collier Broadcasting Co., 1191 Eighth St., S., Naples, Fla. 33940. Phone 813-649-9104.
Studio: Box 1100, Marco Island, Fla. 33937. Phone 813-394-2575.

STATION'S PROGRAMMING DESCRIPTION
WRGI: Contemporary/MOR.

1. PERSONNEL
General Manager—Bob Michael.

3. FACILITIES
1,000 w.; 1510 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
No. 3 Eff 7/1/75—Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	157x	365x	1040+
1 min	8.00	6.60	5.30	5.00	4.65
30 sec	6.40	5.30	4.25	4.00	3.75
10 sec	4.00	3.30	2.65	2.50	2.30

Fixed, extra 20%.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.20	6.00	5.80	5.60	5.40
30 sec	4.80	4.60	4.40	4.20	4.00
10 sec	3.10	3.00	2.90	2.80	2.70

Fixed, extra 20%.

10. SPECIAL FEATURES
5-min newscasts—2x 1-min.

NEW PORT RICHEY

(1 AM; 1 FM)

Pasco County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WGUL

1963

NAB RAB

Media Code 4 210 5355 4.00
Richey Airwaves, Inc., Box 1500, Hwy. 19 at Avery Rd., New Port Richey, Fla. 33552. Phones 813-849-2285, 842-8425.

1. PERSONNEL
Station Manager—Thad Lowrey.

3. FACILITIES
250 w.; 1560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8-B Eff 10/1/74—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	52x	156x	260x	500+
1 min	8.58	7.73	7.12	6.52	5.92
30 sec	6.86	6.17	5.69	5.24	4.73
*15 sec	5.15	4.63	4.27	3.91	3.55

(*) On time available basis; preemptible.
Specified/guaranteed times, extra 20%.
Equal schedule on FM: 50% of AM rate.

10. SPECIAL FEATURES

	1x	13x	26x	52x	156x
News, weather, sports	17.16	15.44	14.24	13.04	11.84
HEADLINER, TOWN CRIER, ETC.					
1 min	12.88	11.59	10.69	9.78	8.88
30 sec	10.29	9.26	8.54	7.82	7.10

WGUL-FM

1969

NAB RAB

Media Code 4 210 5356 2.00
Richey Airwaves, Inc., Box 1500, 1233 U. S. Hwy. 19, N. New Port Richey, Fla. 33552. Phone 813-849-2285.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
80% of AM rate.
When similar schedule is purchased on AM use 50% of AM rate for FM.

NEW SMYRNA BEACH (2 AM)

Volusia County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WOGO

1962

Media Code 4 210 5400 8.00
WOGO Radio, Box 340, Smyrna Yacht Club, New Smyrna Beach, Fla. 32069. Phone 904-427-1550.

STATION'S PROGRAMMING DESCRIPTION
WOGO: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Douglas Montgomery.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
250 w.; 1550 kc. Non-directional. Clear channel.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 10th of following month

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 5/10/71—Rec'd 5/11/71.

7. PACKAGE PLANS

1 MINUTE

PER WK:	1 wk	4 wk	13+wk
10 ti	4.00	3.70	3.40
20 ti	3.80	3.50	3.20
40 ti	3.60	3.30	3.00
10 ti	3.50	3.30	3.10
30 SECONDS			
20 ti	3.30	3.10	3.00
40 ti	3.10	2.90	2.70
15 SECONDS			
10 ti	2.80	2.60	2.40
20 ti	2.60	2.40	2.20
40 ti	2.40	2.20	2.00

10. SPECIAL FEATURES
News—includes spot plus open & close:
Traffic 7.00 Non-traffic 5.00

WSBB

1951

Media Code 4 210 5445 3.00
Broadcaster's Inc., North Causeway, Box 130, New Smyrna Beach, Fla. 32069. Phone 904-423-9091.

1. PERSONNEL
Manager—A. L. Pruitt.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 8/29/74.

8. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	312x	624x
1 min	4.40	4.23	4.15	4.00	3.85	3.70	3.20	2.90
30 sec	3.55	3.35	3.20	3.00	2.85	2.65	2.55	2.35

20 sec: Flat, 2.00.

7. PACKAGE PLANS

WITHIN 30 DAYS, EA:	10 ti	20 ti	30 ti	40 ti
1 min	4.00	3.85	3.70	3.20
30 sec	3.05	2.85	2.70	2.55

10. SPECIAL FEATURES
10 5-min news/weather/sports/traffic—6 am-11 pm, or any 24-hr period, per day 45.00.

OAKLAND PARK

Broward County—Map Location H-8
See SRDS consumer market map and data at beginning of State.

See Fort Lauderdale-Hollywood

(including Oakland Park, Pompano Beach)

OCALA (3 AM; 1 FM)

Marion County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WFUZ (FM)

1960

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 210 5467 7.00
WMOP, Inc., Box 1973, 4 S. E. Fort King St., Ocala, Fla. 32670. Phone 904-732-3368.
See affiliated AM station for additional information.
AM facilities: WMOP.

STATION'S PROGRAMMING DESCRIPTION
WFUZ (FM): Music: standard & MOR.

1. PERSONNEL
General Manager—Tom Catalano.

3. FACILITIES
ERP: 100,000 w.; 93.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 252 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Florida Growers Radio Network.

TIME RATES
No. 4 Eff 1/27/73—Rec'd 3/5/73.

(This listing continued on next page)

FLORIDA

Ocala—W F U Z (FM)—Continued

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	300x
1 min	3.45	6.65	5.65	4.40
30 sec	7.25	5.60	5.40	2.79
20 sec	6.20	4.70	4.00	2.95
10 sec	5.25	4.00	3.40	2.10

WMOP
1953

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 5400 9.00
WMOP, Inc., Box 1136, Ocala, Fla. 32670. Phone 904-732-2010.

STATION'S PROGRAMMING DESCRIPTION
WMOP: C & W for all ages.

1. PERSONNEL
General Manager—Tom Catalano.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
5,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WFUZ (FM).
Affiliated with KBS.
Member: Florida Growers Radio Network.

TIME RATES
No. 8 Eff 1/1/75—Rec'd 12/27/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	300x
1 min	9.15	7.25	6.30	5.85
30 sec	5.90	4.65	4.15	2.85
20 sec	5.00	3.95	3.50	3.25
10 sec	4.25	3.35	2.95	2.65

WTMC
1938

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 5533 1.00
Hunter-Arnette Broadcasting Co., Box 897, 321 S. Magnolia St., Ocala, Fla. 32670. Phone 904-629-8008.

STATION'S PROGRAMMING DESCRIPTION
WTMC: Programmed for target audience 18-49.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Vernon Arnette.

2. REPRESENTATIVES
New York—PRO/Meeker Radio.
Southeastern—Busby, Finch, Lathom & Widman.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1290 kc.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 1975—Rec'd 4/29/75.

6. SPOT ANNOUNCEMENTS

	52x	156x	300x
1 min	6.00	5.00	3.85
30 sec	5.50	4.40	3.30

10 sec: 70% of 1-min.
Edited by Vernon Arnette.

WWKE
1957

Media Code 4 210 5580 7.00
Greater Ocala Broadcasting Corp., Box 1056, 1403 E. Silver Springs Blvd., Ocala, Fla. 32670. Phone 904-732-8000.

STATION'S PROGRAMMING DESCRIPTION
WWKE: Adult contemporary music; target 18-49.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert M. Hauck.

2. REPRESENTATIVES
Atlanta Spot Sales, Inc.

3. FACILITIES
5,000 w.; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 2/1/75—Rec'd 12/30/74.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1x	53x	105-256	1x	53x	105-256
1 min	5.20	4.60	4.20	4.40	2.80	2.40
30 sec	4.50	4.00	3.60	2.80	3.30	2.00

10 sec: 50% of 1-min.
Submitted by Robert M. Hauck.

OKEECHOBEE

Okeechobee County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WOKC
1962

Media Code 4 210 5625 0.00
Okeechobee Broadcasters, Inc., Box 1247, Okeechobee, Fla. 33472. Phones 813-763-3181, 3443.

STATION'S PROGRAMMING DESCRIPTION
WOKC: Programmed for general audience.

1. PERSONNEL
General Manager—William A. "Al" Stokes.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Southeast, Southwest—C. K. Beaver & Associates, Inc.
Miami—Edwin H. Cohen.

3. FACILITIES
1,000 w.; 1570 kc. Non-directional.
Operating schedule: 7:15 am-local sunset daily. EST.

4. AGENCY COMMISSION
None; all rate net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Florida Growers Radio Network.

TIME RATES
Eff————Rec'd 1/17/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	156x	312x	624x
1 min	4.35	4.25	4.10	3.95	3.75	3.55	3.25	3.95
30 sec	2.85	2.80	2.75	2.65	2.55	2.40	2.25	2.00
15 sec	2.60	2.50	2.40	2.30	2.20	2.10	2.00	1.90

ORANGE PARK

Clay County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WAYR
1960

NAB

Media Code 4 210 5679 0.00
Dan Richardson, Box 398, Orange Park, Fla. 32073. Phone 904-264-6655.

1. PERSONNEL
Owner/Manager—Dan Richardson.

3. FACILITIES
1,000 w. days; 550 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent only; 10th of following month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/16/71—Rec'd 3/22/71.

6. SPOT ANNOUNCEMENTS
45 sec, 10 or more tl, ea. 4.50
No more than 4 per day to any account. Only 50% of day available.

ORLANDO (including Winter Park)

(7 AM; 6 FM)
Plus 3 paid duplicate listings; plus 2 cross references.
Orange County Map Location G-6
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	36	27	36	32
B	30	25	25	18
C	25	21	25	18
D	25	20	23	17
AVERAGE	29	23	27	21

WBJW

NOTE: The call letters of this station have been changed to:

WNBE

WBJW-FM
1967
ORLANDO

mcgavren-guild
pgw radio, inc.

Media Code 4 210 5715 7.00
Rounsaville of Tampa, Inc., Box 7475, 222 Hazard St., Orlando, Fla. 32804. Phone 305-425-6631.

STATION'S PROGRAMMING DESCRIPTION
WBJW-FM: Programmed for young adults.
MUSIC: current hits & recent past hits. NEWS: 5 min at :55 during drive times. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 6/27/75.

1. PERSONNEL
Owner—Robert W. Rounsaville.
President—Ralph B. Johnson.
General Manager—Jerry Peterson.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 89.670 w.; 105.1 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 370 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 29a, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 48, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 60k, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WNBE, Winter Park.

TIME RATES
No. 2M Eff 6/19/75—Rec'd 6/27/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 tl	1 min 12 tl	1 min 18 tl	1 min 24 tl	30 sec 6 tl	30 sec 12 tl	30 sec 18 tl	30 sec 24 tl
AAA	25	23	21	19	20	18	16	15
AA	20	18	16	14	16	14	12	11
A	15	13	11	9	12	10	8	7

10 sec: 50% of 1-min.
Edited by Jerry Peterson.

WDBO
1924
ORLANDO

CBS Radio Network
BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 5760 5.00
The Outlet Company, Box 158, 58 S. Ivanhoe Blvd., Orlando, Fla. 32802. Phone 305-841-0058. TELEX 810-850-0141.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carl F. Hallberg.
General Sales Manager—Alan R. Ecklund.
Program Director—Glenn C. Lewis, Jr.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 580 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 15b.
Basic Rates: 21d, 22b, 23a, 24c, 25a, 26, 27, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS and Blair Represented Network.

TIME RATES
AM/FM COMBINATION
No. 18 Eff 9/1/74—Rec'd 11/12/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun noon-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AAA 10 sec	AA 1 min	AA 30 sec	AA 10 sec
6 tl	47	38	28	42	34	25
12 tl	45	36	27	40	33	24
18 tl	43	35	26	38	31	23
24 tl	41	33	25	36	29	22
	A			B		
6 tl	37	30	22	33	27	20
12 tl	35	28	21	32	26	19
18 tl	34	27	20	31	25	18
24 tl	33	26	19	30	24	17

AM ONLY

	1 min	30 sec	10 sec
AM/FM Combination less	15	12	9

WDBO-FM
1950
ORLANDO

RAB

Subscriber to the NAB Radio Code
Media Code 4 210 5761 3.00
The Outlet Company, Box 158, 58 S. Ivanhoe Blvd., Orlando, Fla. 32802. Phone 305-841-0058. TELEX 810-850-0141.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 92.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,200 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WDBO. See that listing for rates.

TIME RATES
No. 3 Eff 9/1/74—Rec'd 11/12/74.
AAA—Mon thru Sun 6 am-7 pm.
AA—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA 1 min 6 tl	CLASS AAA 1 min 12 tl	CLASS AAA 1 min 18 tl	CLASS AAA 1 min 24 tl	CLASS AA 6 tl	CLASS AA 12 tl	CLASS AA 18 tl	CLASS AA 24 tl
1 min	27	25	24	23	17	16	15	14
30 sec	22	20	19	18	14	13	12	11

WDIZ
1952
ORLANDO

NAB RAB

A Shamrock Station
Media Code 4 210 5785 2.00
Shamrock Development Corp., 200 E. Robinson, Orlando, Fla. 32801. Phone 305-843-3520.

STATION'S PROGRAMMING DESCRIPTION
WDIZ: Programmed for adults & young adults.
MUSIC: blend of current & recurrent contemporary hit singles & album cuts. COMMERCIAL POLICY: maximum 8 minutes per hour within 4 breaks. Contact Representatire for further details. Rec'd 8/30/74.

1. PERSONNEL
General Manager—Robert E. French.
News Director—Ken Stevens.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 100,000 w.; 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 820 ft. above average terrain.

4. AGENCY COMMISSION
15/1 net 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 29a, 30, 31, 32a.
Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
Eff 8/15/74—Rec'd 8/30/74.
I—Mon thru Sun 6 am-7 pm.
II—Mon thru Sun 7 pm-midnight.
III—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

WKLY:	I 1 min	I 30 sec	II 1 min	II 30 sec	III 1 min	III 30 sec
5 tl	16	13	14	11	8	6
10 tl	14	11	12	9	7	5
20 tl	12	9	10	7	6	4
30 tl	10	8	8	6	5	3
40 tl	8	7	6	5	4	2

Fixed position: Extra 2.00.

7. PACKAGE PLANS
YEARLY BULK RATES

	I 1 min	I 30 sec	II 1 min	II 30 sec	III 1 min	III 30 sec
250 x	15	12	14	12	8	7
500 x	13	11	12	10	7	6
750 x	11	9	10	8	6	5
1000 x	9	7	8	6	5	4
1500 x	7	5	6	4	4	3

CONSECUTIVE WEEK DISCOUNT
52 wk—5%

10. SPECIAL FEATURES
5-min newscasts—fixed position, extra 2.00. Incl open & close plus 1-min/30-sec spot.
Edited by Robert E. French.

WFIV
1965
KISSIMMEE

(This is a paid duplicate of the listing appearing under Kissimmee, Fla.)
Media Code 4 210 3510 6.00
Edward C. Allmon, Radio Florida Broadcasters, Drawer B, Kissimmee, Fla. 32741. Phone 305-847-4422.
Mailing Address: Drawer 5519, Orlando, Fla. 32805. Phone 305-425-0623.

STATION'S PROGRAMMING DESCRIPTION
WFIV: Programmed for adult audience.
Music: "Nashville Sound" Country Music. All music programs handled by air personalities. NEWS: local, compiled & reported by fulltime local news director, weather reports from U.S. Weather Bureau, state, national & international news, twice hourly; UPI news service. FARM: farm market reports & agriculture & business reports throughout the day, including citrus & cattle reports. SPECIAL EVENTS: Complete facilities for live or recorded remote broadcasts. Spaniih 4-7 pm Sat & 9-11 am Sun. Contact Representative for further details. Rec'd 6/26/75.

1. PERSONNEL
President—Edward C. Allmon.
General Manager—William J. Burgess.
Women's News Director—Carolyn Missroon.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
5,000 .; 1080 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Rate Protection: 15c.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a 42b, 45, 47a, 48.
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.
Cancellation: 70e, 71a, 73a.
Member: Florida Growers Radio Network.

TIME RATES
Eff ————Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	15 tl	51 tl	100 tl
1 min	10.00	8.00	6.00	5.00
30 sec	7.50	5.00	4.00	3.50

8. PROGRAM TIME RATES

	52 wk	26 wk	13 wk
1 hr	60	75	80
1/2 hr	35	40	45
1/4 hr	25	30	35

Submitted by Edward C. Allmon.
(D)

WGTO
1955
CYPRESS GARDENS

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Winter Haven, Fla.)
Media Code 4 210 9280 0.00
Hubbard Broadcasting, Inc., Minneapolis-St. Paul, Minn.
Business Office (and Studio):
Box 123, Cypress Gardens, Fla. 33880. Phone 813-293-4103.

STATION'S PROGRAMMING DESCRIPTION
WGTO: Programmed for 18-49 adult audience.
MUSIC: contemporary, golden oldies. Golden oldies balanced in sweeps as follows: 1-'64-'67, 1-'68-'72, 1-current, 1-'55-'63, etc. NEWS: network at :55, 2 min local/regional at :20 6-9 am, local/regional at :53 & :30 9 am-sign-off. Weather: 4X hourly. SPORTS: sports personality at 8:25 am & 5:25 pm. FARM: citrus/ag/farm weather 6, 9 am & noon. Rec'd 5/2/74.

1. PERSONNEL
President—Stanley S. Hubbard.
General Manager—Robert Artabasy.
Sales Manager—Terry Van.

(This listing continued on next page)

Orlando—WGTO—Continued

3. FACILITIES
50,000 w. days; 540 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 net station charges; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 24a, 24b, 24c, 28a, 29a, 29b, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 45, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 54 Eff 1/1/72—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

WK:	1 tl	10 tl	15 tl	20 tl	25 tl	30 tl	35 tl	50 tl
1 min	18.00	12.00	11.00	10.50	10.00	9.50	9.00	7.50
30 sec	12.00	7.50	7.00	6.50	6.00	5.75	5.50	4.50

Fixed position, per spot extra 1.00.

DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	180	90	45	25

(D-2)

WHOO
1947
ORLANDO

Buckley Radio Sales, Inc.

NAB RAB

Media Code 4 210 5850 4.00
WHOO Radio, Inc., Radio WHOO Road, Orlando, Fla. 32808. Phone 305-295-3990.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William L. Stakelin.
General Sales Manager—Truman Conley.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
50,000 w. days excepting 10,000 w. during critical sunrise and sunset hours. Programs Test Authorization (March 25, 1968), 5,000 w. nights; 990 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time: rendered on 1st.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21c, 24b, 24c, 25a, 28c, 33d.
Contracts: 40a, 40c, 42a, 42c, 43, 44a, 45, 46, 47c, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70b, 70c, 71a.
Prod. Services: 80, 82.
Affiliated with American Information Network.
AM and FM schedules combine for frequency on FM only.

TIME RATES
No. 14 Eff 4/1/72—Rec'd 3/6/72.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	12 tl	18 tl	24 tl
SECTION I				
1 min	26	23	21	20
30 sec	21	19	17	16
10 sec	16	14	13	12
SECTION II				
1 min	22	20	19	18
30 sec	18	16	15	14
10 sec	14	12	11	11
SECTION III				
1 min	17	15	14	13
30 sec	13	12	11	10
10 sec	10	9	8	8

Submitted by William L. Stakelin.

WHOO-FM
1952
ORLANDO

Buckley Radio Sales, Inc.

RAB

Media Code 4 210 5851 2.00
WHOO Radio, Inc., Radio WHOO Road, Orlando, Fla. 32808. Phone 305-295-3990.
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w.: 96.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 493 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.
AM and FM schedules combine for frequency on FM only.

TIME RATES
No. 13 Eff 4/1/71—Rec'd 4/7/71.
1—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-8 pm.
2—All other times.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec/less		
PER WK:	1 tl	12 tl	18 tl	1 tl	12 tl	16 tl
Class 1	15.00	12.00	10.00	12.00	9.60	8.00
Class 2	12.00	10.00	8.00	9.60	8.00	6.40

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consec wk advertising

Edited by William L. Stakelin.

WKIS
1946
ORLANDO

EASTMAN RADIO, INC.

NAB RAB

A Susquehanna Station
Media Code 4 210 5895 8.00
Susquehanna Broadcasting Co., Box 740, Orlando, Fla. 32802. Phone 305-295-0740.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dale Moudy.
General Sales Manager—Jim Tillery.
2. REPRESENTATIVES
Eastman Radio, Inc.
Susquehanna Broadcasting Co.: See Rep & S/O pages.
3. FACILITIES
5,000 w. days. 1,000 w. nights; 740 kc.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 9 Eff 11/1/74—Rec'd 11/4/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 tl	12 tl	16 tl	24 tl
AAA	27	25	23	21
AA	25	23	21	19
A	23	21	19	17
B	15	13	—	—

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WLOF
1940
ORLANDO

KATZ RADIO

NAB RAB

Media Code 4 210 5840 5.00
Home Security Broadcasting Co., Box 15746, Broadcast Park, Orlando, Fla. 32808. Phone 305-293-2431.
1. PERSONNEL
Pres. & Gen'l Mgr.—Carl Glicken.
Program Director—Bill Dennis.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 950 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only: monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 15e.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60e, 60f.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WLOQ (FM).
Affiliated with Katz Radio Network.

TIME RATES
No. 4 Eff 9/1/74—Rec'd 9/13/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 7 pm-midnight.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
AAA	40	37	36	35	34
AA	35	33	32	30	29
A	29	28	27	26	25

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WLOQ (FM)
1966
WINTER PARK

NAB RAB

Media Code 4 210 5985 6.00
Home Security Broadcasting Co., Box 15746, Orlando, Fla. 32808. Phone 305-293-2431.
1. PERSONNEL
Pres. & Gen'l Mgr.—Carl Glicken.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
ERP 3,000 w.: 103.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 112 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b, 15e.
Basic Rates: 20b, 21b, 22b, 24a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 73b
AM facilities: WLOF.

TIME RATES
No. 2 Eff 2/12/73—Rec'd 2/8/73.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 tl	10 tl	20 tl	30 tl
Ea	7.50	6.50	6.00	5.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WNBE
(formerly WBJW)
1954
WINTER PARK

mcgavren-guild pgw radio, inc.

Media Code 4 210 5967 4.00
Rounsaville of Tampa, Inc., Box 7475, 222 Hazard St., Orlando, Fla. 32804. Phone 305-425-5508.

STATION'S PROGRAMMING DESCRIPTION
WNBE: Programmed for adults.
All news & information, network, local news department. Contact Representative for further details. Rec'd 6/27/75.

1. PERSONNEL
Owner—Robert W. Rounsaville.
President—Ralph B. Johnson.
General Manager—Jerry Peterson.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w. days; 1440 kc. Non-directional.
1,000 w. nights. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 48, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i, 60k, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WBJW-FM, Orlando.
Affiliated with American Entertainment Network.

TIME RATES
No. 1M Eff 6/19/75—Rec'd 6/27/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
AAA	25	23	21	19	20	18	16	15
AA	20	18	16	14	16	14	12	11
A	15	13	11	9	12	10	8	7

10 sec: 50% of 1-min.
Edited by Jerry Peterson.

SELLING THE ORLANDO AREA'S
BLACK COMMUNITY
SINCE 1959
WOKB
See listing under Winter Garden

WOKB
WINTER GARDEN
Independent Black

City of license, Winter Garden, Fla.
Orlando—1111 South Division St., Orlando, Fla. Phone 305-841-1600.
See listing under Winter Garden, Fla.

WORJ (FM)
1969
MOUNT DORA

ABC-FM Spot Sales, Inc.

RAB

(This is a paid duplicate of the listing appearing under Mount Dora, Fla.)
Media Code 4 210 5205 1.00
Orlando Radio & Television Broadcasting Corp., 2001 Mercy Dr., Orlando, Fla. 32808. Phone 305-298-5510.

STATION'S PROGRAMMING DESCRIPTION
WORJ (FM): Contemporary Rock. Contact Representative for further details. Rec'd 2/17/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Emil A. Corona.
Vice-Pres./Sales—Rick Namey.
Vice-Pres./Prog.—Lee Arnold.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 350 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time and talent; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 29b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
AM facilities: WORL, Orlando.
Affiliated with MBS.
Sold in combination with WORL. See that listing for rates.

TIME RATES
No. 2 Eff 3/1/75—Rec'd 2/17/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 9 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 tl	12 tl	18 tl	24 tl
AAA	40	37	33	30
AA	35	32	28	26

30 sec: 80% of 1-min. 10 sec: 50% of 1-min
Submitted by Emil A. Corona.

(D)

FINALLY ORLANDO HAS
A BLACK RADIO STATION
WORL

WORL
1957
ORLANDO

gci sales
Black

Media Code 4 210 5992 4.00
Orlando Radio & Television Broadcasting Corp., 2001 Mercy Dr., Orlando, Fla. 32808. Phone 305-298-5510.

STATION'S PROGRAMMING DESCRIPTION
WORL: Contemporary black.
MUSIC: jazz based with all elements of black music & culture. Contact Representative for further details. Rec'd 3/27/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Emil A. Corona.
Vice-Pres./Sales—Rick Namey.
Vice Pres./Prog.—Lee Arnold.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time and talent: payable monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 29b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WORJ (FM), Mount Dora.
Affiliated with MBS.
Affiliated with Mutual Black Network.

TIME RATES
WORL/WORJ (FM) COMBINATION
No. 1-C Eff 8/1/73—Rec'd 8/3/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
PER WK.	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
1 min	30	28	26	24	28	26	24	22
30/less	24	22	21	19	22	21	19	(*)

(*) 17.50.
ROS: Flat 22.00, scheduled at station discretion.

WORL ONLY
No. 2 Eff 4/14/75—Rec'd 5/9/75.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
1 min	20.00	18.00	16.00	14.00	14.00	13.00	12.00	11.00
30/20	16.00	14.00	13.00	11.50	11.50	10.50	9.50	8.50
10 sec	10.00	9.00	8.00	7.00	8.50	8.00	7.00	6.50

ROS: Flat 11.00, scheduled at station discretion.
Fixed: Extra 1.00.
Submitted by Emil A. Corona.

ORMOND BEACH
Volusia County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

See Daytona Beach
(including Ormond Beach, South Daytona)

FLORIDA

PALATKA (2 AM; 1 FM)

Putnam County—Map Location F-5
See SRDS consumer market map and data at beginning of the State

WIYD (FM)

1972

Media Code 4 210 6015 3.00
Hall Broadcasting Co., Inc., Box 640, 900 River St., Palatka, Fla. 32077. Phone 904-325-4555.
See affiliated AM station for additional information.
AM facilities: WWPF.

3. FACILITIES
ERP 100,000 w. (horiz.), 25,000 w. (vert.); 99.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 180 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

	1x	51x	100+
30 sec	3.00	2.90	2.75
1 min	3.60	3.40	3.25

Edited by Ronnie Tumlin.

WSUZ

1957

Media Code 4 210 6030 2.00
Wayne E. Bullock, Box 668, Palatka, Fla. 32077. Phones 904-328-1177, 1434.

1. PERSONNEL
Station Manager—Wayne E. Bullock.

2. REPRESENTATIVES
Hal Walton Co.

3. FACILITIES
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.

TIME RATES
Rates effective July 1, 1958. (Card No. 2.)
Card received July 31, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	36.00	19.80	11.00	7.20	2.80
13 times	34.20	18.80	10.25	6.85	2.70
26 times	32.40	17.80	9.70	6.45	2.60
52 times	30.60	16.80	9.15	6.10	2.50
104 times	28.80	15.80	8.60	5.75	2.40
156 times	27.00	14.80	8.05	5.40	2.30
260 times	25.20	13.80	7.50	5.05	2.20
312 times	21.60	10.90	6.00	4.30	2.00

7. PACKAGE PLANS
WEEKLY PACKAGES
30 sec. or less:
21 per week, each 1.40
50 or more per week, each 1.15

WWPF

1947

Media Code 4 210 6075 7.00
Hall Broadcasting Co., Box 640 Palatka, Fla. 32077. Phone 906-325-4555.

STATION'S PROGRAMMING DESCRIPTION
WWPF: Mod. programming for adults 18-49.

1. PERSONNEL
General Manager—Ronald G. Tumlin.

2. REPRESENTATIVES
David Carpenter Company.
Florida—Edwin H. Cohen.

3. FACILITIES
1,000 w. days, 500 w. nights; 1260 kc.
Directional—night only.
Operating schedule: 6 am-10:15 pm. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WIYD (FM).
Affiliated with MBS.

TIME RATES
Eff——————Rec'd 2/27/73.

6. SPOT ANNOUNCEMENTS
1 min ..... 3.50 30 sec 2.35

7. PACKAGE PLANS
PER WK, EA: 100+
30 sec 1.93

10. SPECIAL FEATURES
5-min Newscast 5
Headline Newscast 3
Fishing Show—1-min spot, 7.50.
DISCOUNT
52 wk—10%

PALM BEACH

Palm Beach County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

See West Palm Beach

(including Boynton Beach, Lake Worth, Palm Beach and Riviera Beach)

PANAMA CITY (4 AM; 3 FM)

(including Panama City Beach)

Bay County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WDLP

1940
PANAMA CITY

NAB RAB

Media Code 4 210 6120 1.00
DAE Broadcasting Co., Box 759, Panama City, Fla. 32401. Phone 904-763-1777.

STATION'S PROGRAMMING DESCRIPTION
WDLP: MUSIC: top. 40. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
General Manager—Larry Edwards.
Station Manager—Ken Winstanley.

2. REPRESENTATIVES
PBO/Meeker Radio.
Bernard I. Ochs Co.

3. FACILITIES
1,000 w.; 590 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 23b, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES
No. 12 Eff 1/1/75—Rec'd 1/8/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	AA 1 wk	AA 13 wk	AA 26 wk	AA 52 wk	A 1 wk	A 13 wk	A 26 wk	A 52 wk
6 ti	9.00	8.55	8.10	7.65	7.50	7.15	6.80	6.40
12 ti	8.55	8.10	7.65	7.20	7.15	6.80	6.45	6.05
18 ti	8.10	7.65	7.20	6.75	6.80	6.45	6.10	5.70
24 ti	7.65	7.20	6.75	6.30	6.40	6.05	5.70	5.30
30 SECONDS/LESS								
6 ti	7.20	6.85	6.50	6.10	6.00	5.70	5.40	5.10
12 ti	6.85	6.50	6.15	5.75	5.70	5.40	5.10	4.80
18 ti	6.50	6.15	5.80	5.40	5.40	5.10	4.80	4.50
24 ti	6.10	5.75	5.40	5.00	5.10	4.80	4.50	4.20

WGNE

1965
PANAMA CITY BEACH

NAB

Media Code 4 210 6165 6.00
Janus Broadcasting Co., Drawer Y, Panama City Beach, Fla. 32401. Phone 904-234-6622

STATION'S PROGRAMMING DESCRIPTION
WGNE: Contemporary Music & News. Contact Representative for further details. Rec'd 1/18/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frederick L. Lindholm.
Exec. Vice-Pres. & Gen'l Sales Mgr.—Donald G. McCoy.

2. REPRESENTATIVES
Media Sales/South.

3. FACILITIES
500 w.; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 28b, 31, 33c.
Contracts: 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 61a, 62b.
Cancellation: 72, 73a.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 5 Eff 12/1/74—Rec'd 11/8/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AA Fixed	AA 12 ti	AA 24 ti	AA 36 ti	A Fixed	A 12 ti	A 24 ti	A 36 ti
1 min	7.25	7.00	6.75	6.50	6.75	6.50	6.25	6.00
30 sec	5.80	5.60	5.40	5.20	5.40	5.20	5.00	4.80

Combinable with FM for frequency.

WGNE-FM

1970
PANAMA CITY

NAB

Media Code 4 210 6166 4.00
Janus Broadcasting Co., Drawer Y, Panama City Beach, Fla. 32401. Phone 904-234-6622.

STATION'S PROGRAMMING DESCRIPTION
WGNE-FM: Programmed for adults.
MUSIC: Standards, show tunes, film music and general popular, performed by full orchestra, instrumental soloists or chorus with orchestra. NEWS: network at :15; local/regional at :45. Contact Representative for further details. Rec'd 3/29/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frederick L. Lindholm.
Exec. Vice-Pres. & Gen'l Sales Mgr.—Donald G. McCoy.

2. REPRESENTATIVES
Media Sales/South.

3. FACILITIES
ERP 100,000 w.; 98.5 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 154 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 28b, 31, 33c.
Contracts: 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 61a, 62b.
Cancellation: 72, 73a.
Prod. Services: 82.
Affiliated with American FM Network.

TIME RATES
No. 5 Eff 12/1/74—Rec'd 11/8/74.
AA—Mon thru Sat 7 am-10 pm; Sun noon-10 pm.
A—Mon thru Sun 10 pm-midnight; Mon thru Sat 6-7 am; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK:	AA Fixed	AA 12 ti	AA 24 ti	AA 36 ti	A Fixed	A 12 ti	A 24 ti	A 36 ti
1 min	8.25	8.00	7.75	7.50	7.75	7.50	7.25	7.00
30 sec	6.60	6.40	6.20	6.00	6.20	6.00	5.80	5.60

Combinable with AM for frequency.

WPAP (FM)

1967
PANAMA CITY

Media Code 4 210 6230 3.00
Deltona Broadcasting Co., Inc., Box 2288, Panama City, Fla. 32401. Phone 904-769-1408.

STATION'S PROGRAMMING DESCRIPTION
WPAP (FM): Programmed for adults.
MUSIC: live modern country. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
General Manager—Ron Strother.
Operations Manager—Rick Spitler.

2. REPRESENTATIVES
Busby, Finch, Lathom & Widman.

3. FACILITIES
ERP 100,000 W.; 92.5 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 1,230 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 2 Eff 12/10/74—Rec'd 1/17/75.

6. SPOT ANNOUNCEMENTS

	1x	104x	260x	520x	750x
1 min	5.50	5.10	4.90	4.70	4.30
30 sec	4.40	4.05	3.90	3.75	3.40

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	10 ti	20 ti	30 ti	40 ti
1 min	4.90	4.70	4.30	3.50
30 sec	3.90	3.75	3.40	2.80

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60.00	35.00	25.00	12.00
52 x	55.00	30.00	20.00	8.50
208 x	50.00	20.00	15.00	7.50

WPCF

1949
PANAMA CITY

RAB

Subscriber to the NAB Radio Code

Media Code 4 210 6255 5.00
Magnasonics, Inc., Box 1430, Panama City, Fla. 32401. Phone 904-234-6592.

STATION'S PROGRAMMING DESCRIPTION
WPCF: Programmed for adults.
MUSIC 84%: MOR. 5 AIR PERSONALITIES. NEWS 11%: local & regional 5%, 5 min at :05 & 15 min at 6:45, 11 am, 12:15, 6 pm, 2 man staff, mobile unit; national & international 6%, network & wire service. SPORTS: 5 min twice daily at 7:25 am & 5:30 pm; play-by-play high school & college football home & away; 22 sports programs weekends. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Berkley L. Fraser.
Sales Manager—Larry White.
Operations Manager—Laurence DuKate.

2. REPRESENTATIVES
The Derney Organization, Inc.
Southeast—Southern Spot Sales, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Directional—Separate pattern day and night.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WPFM (FM).
Affiliated with American Information Network.

TIME RATES
Eff 12/1/74—Rec'd 12/2/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-6 am, 10-3 pm & 7-8 pm; Sun 6 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	Fixed	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	11.00	10.25	9.75	9.25	9.00	8.75
AA	9.20	8.50	8.00	7.50	7.25	7.00
A	7.40	6.70	6.20	5.70	5.45	5.20
30 SECONDS OR LESS						
AAA	9.20	8.50	8.00	7.50	7.25	7.00
AA	7.75	7.20	6.70	6.20	5.95	5.70
A	6.30	5.90	5.40	4.90	4.65	4.40

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Flat	70	40	25

10. SPECIAL FEATURES
5-min newscast—1 1/2x 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%
Rateholder: Minimum wkly 6 30-sec spots.

WPFM (FM)

1964
PANAMA CITY

RAB

Media Code 4 210 6277 9.00
Magnasonics, Inc., Box 1430, Panama City, Fla. 32401. Phone 904-234-6592.
See affiliated AM station for additional information.
AM facilities: WPCF.

STATION'S PROGRAMMING DESCRIPTION
WPFM (FM): Programmed for young adults & teens.
MUSIC 90%: contemporary. NEWS 8%: local, regional 3%, 5 min at :20, 2 man staff, mobile unit; national, international 5%, at :40. SPORTS: 5 min twice daily at 8:20 am & 5:20 pm; play-by-play local high school & college football home & away; 10 sports programs weekends. Contact Representative for further details. Rec'd 12/2/74.

3. FACILITIES
ERP 39,300 w.; 107.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 740 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Eff 12/1/74—Rec'd 12/2/74.
AAA—Mon thru Sun 3-10 pm.
AA—Mon thru Sun 6 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	Fixed	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	8.00	7.25	6.75	6.25	6.00	5.75
AA	6.20	5.50	5.00	4.50	4.25	4.00
A	4.40	3.70	3.20	2.70	2.45	2.20
30 SECONDS OR LESS						
AAA	6.20	5.50	5.00	4.50	4.25	4.00
AA	4.75	4.20	3.70	3.20	2.95	2.70
A	3.30	2.90	2.40	1.90	1.65	1.40

10. SPECIAL FEATURES
5-min newscast—1 1/2x 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%
Rateholder: Minimum wkly 6 30-sec spots.

WSCM

1958
PANAMA CITY

Media Code 4 210 6300 9.00
Community Service Broadcasting, Inc., Box 4398, Panama City, Fla. 32401. Phone 904-234-3128.

STATION'S PROGRAMMING DESCRIPTION
WSCM: MUSIC: Modern country. Contact Representative for further details. Rec'd 8/4/75.

1. PERSONNEL
Sta. & Sales Mgr.Ken Winstanley.
Production Manager—Rick Mauldin.

2. REPRESENTATIVES
Atlanta—Carter S. Jones Agency.

3. FACILITIES
500 w.; 1290 kc. Non-directional.
Operating schedule; 5 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15a.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60e, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with MBS.

TIME RATES
No. 3 Eff 8/1/75—Rec'd 8/4/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

WK:	AA 1 wk	AA 13 wk	AA 26 wk	AA 52 wk	A 1 wk	A 13 wk	A 26 wk	A 52 wk
6 ti	6.00	5.75	5.50	5.25	5.75	5.50	5.25	5.00
12 ti	5.75	5.50	5.25	5.00	5.50	5.25	5.00	4.75
18 ti	5.50	5.25	5.00	4.75	5.25	5.00	4.75	4.50
24 ti	5.25	5.00	4.75	4.50	5.00	4.75	4.50	4.25
36 ti	5.00	4.75	4.50	4.25	4.75	4.50	4.25	4.00
30 SECONDS/LESS								
6 ti	5.00	4.80	4.60	4.40	4.80	4.60	4.40	4.20
12 ti	4.80	4.60	4.40	4.20	4.60	4.40	4.20	4.00
18 ti	4.60	4.40	4.20	4.00	4.40	4.20	4.00	3.80
24 ti	4.40	4.20	4.00	3.80	4.20	4.00	3.80	3.60
36 ti	4.20	4.00	3.80	3.60	4.00	3.80	3.60	3.40

Submitted by Ken Winstanley.

PANAMA CITY BEACH

Bay County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

See Panama City

(including Panama City Beach)

PENSACOLA (6 AM; 3 FM)

Escambia County—Map Location A-3

See SRDS consumer market map and data at beginning of the State

WBOP
1956

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 6345 4.00

Tri-Cities Broadcasting Co., Inc., Box 12764, 111 N. Baylen, Pensacola, Fla. 32575. Phone 904-438-7543.

STATION'S PROGRAMMING DESCRIPTION
WBOP: Programmed for black listeners.
MUSIC: Top Rhythm & Blues hits. 9 am-12N AM only. Religious programs, spirituals, church & civic news. NEWS: Network. News and public relations director. 24 hour direct line weather service at :60. Local news, 6:30 am, 7:00 am, 8:55 am and 5:00 pm. Sports news, 12:15 pm. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
Executive Vice-President—Zane D. Roden.
Station Manager—Wayne Coleman.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w.; 980 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-Elt' 100,000 w.; 101.5 mc.
Operating schedule: 4-1 am. CST.
Antenna ht.: 493 ft. above average terrain.
Simulcast 5-9 am & noon-local sunset.

4. AGENCY COMMISSION
15/0.

5. GENERAL AOVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 22a, 25a.
Contracts: 40a, 41, 42b, 46.
Comb.; Cont. Discounts: 60c, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 82
Affiliated with MBS.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/73—Rec'd 12/10/73.
AA—Mon thru Sat 5-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	14.00	11.60	12.00	10.00
12 ti	13.50	11.20	11.50	9.60
18 ti	13.00	10.80	11.00	9.20
24 ti	12.50	10.40	10.50	8.80
30 ti	12.00	10.00	10.00	8.40

26+ wks, 10% discount; no rebates.

WBSR
1946

Mooney Broadcasting Corporation

Media Code 4 210 6390 0.00

WBSR, Inc., Box 5668, WBSR Bldg., Pace Blvd. and Moreno St., Pensacola, Fla. 32505. Phone 904-432-6172.

1. PERSONNEL
President—George P. Mooney.
Vice-Pres. & Gen'l Mgr.—Sam C. Trent.
Commercial Manager—Ben Larson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c.
Contracts: 40a, 41, 44a, 44b, 46, 51a.
Comb.; Cont. Discounts: 60e, 60f, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 3/1/72—Rec'd 2/23/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-6 am, 10 am-3 pm & 7 pm-midnight; Sun 9 am-midnight.
A—Mon thru Sat midnight-5 am; Sun midnight-9 am.

8. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
1 MINUTE					
AAA	22	20	18	16	14
AA	18	16	14	12	10
A	12	10	8	6	4
20/30 SECONDS					
AAA	13	16	14	12	10
AA	14	12	11	9	8
A	10	8	6	4	3
10 SECONDS					
AAA	13	12	10	9	8
AA	10	9	8	7	6
A	8	6	5	4	3

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK, 1 MIN:	Ea
12 ti (5AAA, 5AA, 2A)	15
24 ti (10AAA, 10AA, 4A)	12

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Submitted by Sam C. Trent.

WCOA
1926

CBS Radio Network

mcgavren-guild pgw radio, inc.

Middle of the Road

NAB RAB

Media Code 4 210 6435 3.00

WCOA Radio, Inc., Box 12487, Lakewood Rd., Pensacola, Fla. 32573. Phone 904-456-5751. TWX PS 91.

STATION'S PROGRAMMING DESCRIPTION
WCOA: Programmed for adults.
MUSIC: popular as well as past hits, accent on air personalities. NEWS: 4 man news staff; news and headlines at :55; network news at :60; 2 news mobile units. SPORTS: collegiate & high school basketball & football, local golf tournaments, live on spot broadcast. FEATURES: audience participation telephone show open line at 7:05 pm. Weekend traffic & recreation reports. Contact Representative for further details. Rec'd 1/27/72.

1. PERSONNEL
General & Sales Mgr.—Gordon Towne.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 1370 kc. Directional—night only.
Operating schedule: 5-12:15 am, CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL AOVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 6a, 7b, 8.
Rate Protection: 12b.
Basic Rates: 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont Discounts: 60c, 60k, 62b, 62e.
Cancellation: 70e, 71a, 73a.
FM facilities: WJLQ.
Affiliated with CBS.

TIME RATES
Eff 4/1/74—Rec'd 7/22/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)
6/less ti	24.00	18.00	20.00	15.00	16.00	12.00
12 ti	23.00	17.50	19.00	14.50	15.00	11.50
18 ti	22.00	16.50	18.00	14.00	14.00	11.00
24 ti	21.00	16.00	17.00	13.00	13.00	10.00
30 ti	20.00	15.00	16.00	12.00	12.00	9.00

(*) 20/30 sec.

7. PACKAGE PLANS

MAN PLAN—1/2AAA, 1/2AA	12 ti	18 ti	24 ti	30 ti
1 min	20.00	19.00	18.00	17.00
20/30 sec	15.00	14.50	14.00	13.00
TAP—1/3AAA, 1/3AA, 1/3A				
1 min	17.00	16.00	15.00	14.00
20/30 sec	13.00	12.00	11.50	11.00

Edited by Gordon Towne.

WJLQ
1966

Stereo Contemporary

NAB RAB NAFMB

Media Code 4 210 6458 5.00

WCOA Radio, Inc., Box 12836, Lakewood Rd., Pensacola, Fla., 32573. Phone 904-456-5751. TWX PS 91.

See affiliated AM station for additional information.
AM facilities: WCOA.

STATION'S PROGRAMMING DESCRIPTION
WJLQ: MUSIC: Contemporary, hits of today and yesterday. Contact Representative for further details. Rec'd 3/28/74.

1. PERSONNEL
Station Manager—Gordon Towne.

3. FACILITIES
ERP 26,000 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 157 ft. above average terrain.

TIME RATES
Eff 4/1/74—Rec'd 7/22/74.
AAA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Sat 6-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)
6/less ti	12.00	9.00	10.00	8.00	9.00	7.50
12 ti	11.50	8.75	9.50	7.75	8.50	7.25
18 ti	11.00	8.50	9.00	7.50	8.00	7.00
24 ti	10.00	8.00	8.00	7.00	7.50	6.50
30 ti	9.00	7.50	7.00	6.25	6.50	6.00

(*) 20/30 sec.
Edited by Gordon Towne.

WMEZ/Pensacola/100,000 W.
#1 Men 18-49 & 25-49
#1 Women 18-49 & 25-49
#1 All Persons 18+
Beautiful Music • Beautiful Results
(April/May 74 ARB, average 1/4 hour estimates Mon-Sun 6 a.m.-Midnight . . . TSA)

WMEZ (FM)
1960

Alan Torbet Associates, Inc.

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 210 6480 9.00

Frederic T. C. Brewer, Box 8057, Town & Country Plaza, Pensacola, Fla. 32505. Phone 904-432-4775.

STATION'S PROGRAMMING DESCRIPTION
WMEZ (FM): MUSIC: familiar standards & current hits programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/26/72.

1. PERSONNEL
Owner & Gen'l Mgr.—Frederick T. C. Brewer.
Sales Manager—Gene Pfalzer.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
Elt' 100,000 w. (horiz.), 56,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL AOVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21c, 22a.
Affiliated with American FM Network.

TIME RATES
Eff 2/1/75—Rec'd 3/6/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)
6 ti	18	16	16	14	13	12	10	9
12 ti	16	14	14	12	11	9	8	7
18 ti	15	13	13	11	9	7	7	6
24 ti	14	12	12	10	8	6	6	5

(*) 30 sec.

7. PACKAGE PLANS

PER WK:	1 min	30 sec
MAN PLANS		
12 ti (9AAA, 3AA)	15	18
18 ti (14AAA, 4AA)	14	12
24 ti (18AAA, 6AA)	18	11
WOMAN PLANS		
12 ti (3AAA, 9AA)	14	12
18 ti (6AAA, 12AA)	13	11
24 ti (8AAA, 16AA)	12	10

WNVY
1947

HR STONE radio

RAB

Media Code 4 210 6525 1.00

Pensacola Broadcasting Corp., 2070 N. Palafox St., Pensacola, Fla. 32501. Phone 904-433-5666.

STATION'S PROGRAMMING DESCRIPTION
WNVY: Programmed for general interest.
MUSIC: modern country. 6 AIR PERSONALITIES handle all segments. NEWS: 5 min at :60. Complete weather reports hourly plus sports capsules during drive times. Personalities available for remote broadcasts. COMMERCIAL POLICY: 18 minutes per hour, all hours. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
President—Cleve J. Brien.
Vice-Pres. & Gen'l Mgr.—John W. Doran.
Local Sales Manager—Charles Sullivan.

2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours daily.

4. AGENCY COMMISSION
15%; net time only.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 25a, 25c, 29b, 30.
Contracts: 40a, 41, 42c, 43, 44a, 44b, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES
Eff 4/1/75—Rec'd 4/21/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
AA	18	16	15	14	15	13	12	11
A	16	14	13	12	13	12	11	10
B	11	10	9	8	9	8	7	6

7. PACKAGE PLANS

PER WK:	1 min
Plan A (12AA, 12A, 6B)	10
Plan B (6AA, 6A, 3B)	12
Plan C (4AA, 4A, 2B)	14

10. SPECIAL FEATURES
5-min news—1-1/2x 1-min.

WPFA
1955

Media Code 4 210 6615 0.00

WPFA Radio, Inc., Box 8127, 4151 N. Pace Blvd., Pensacola, Fla. 32505. Phone 904-433-1141.

STATION'S PROGRAMMING DESCRIPTION
WPFA: MUSIC: 100% country. NEWS: network at :30; local at :60; weather, including FAA reports at :20. 1 min sports vignettes at :25. Interviews & coverage of special events. University football. Remote coverage of special events. University football, Major league baseball. Remote broadcasting facilities. RELIGION: Sun sign-on-noon. Contact Representative for further details. Rec'd 7/2/73.

1. PERSONNEL
General Manager—Don Griffith.
Operations Manager—Charles Dillard.
Traffic Manager—Irene Griffith.

2. REPRESENTATIVES
GCI Sales, Inc.
Southeast—Carter S. Jones Agency.

3. FACILITIES
1,000 w. days; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71b.
Prod. Services: 80, 82.
Affiliated with KBS.
Affiliated with American Entertainment Network.
Affiliated with ATA Radio Network.

TIME RATES
Eff 9/1/68—Rec'd 10/7/68.

6. SPOT ANNOUNCEMENTS

	1x	250x	500x	750x	1000x
1 min	8.00	7.75	7.50	7.25	7.00
30 sec	6.00	5.75	5.50	5.25	5.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	100	60	40	15

WVIX
1962

SAVALLI/GATES INCORPORATED

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 6635 8.00

The Wonder Corp., Inc., 2800 Hollywood Ave., Pensacola, Fla 32505. Phone 904-456-7475.

STATION'S PROGRAMMING DESCRIPTION
WVIX: Programming directed toward younger adult audience.
MUSIC: current hits. NEWS: hourly by local staff with newscasts at :20 & :40. Contact Representative for further details. Rec'd 9/18/72.

1. PERSONNEL
General Manager—Jim Smith.
Sales Manager—Paul Burch.
Program Director—Dave Johnson.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
300 w.; 610 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only.

(This listing continued on next page)

THE POWERHOUSE COMBINATION REACHING MORE THAN 250,000 BLACKS IN THE GREATER GULF COAST AREA.

WBOP #1 AM/FM

Men 18-49 and 18-34 M/S 6am-Mid
Women 18-49 and 18-34 M/S am-Mid
Teens M/F 3pm-Mid
Source: ARB A/M '75 aqh. pers. MSA

Represented by Bernard Howard & Co., Inc.

FLORIDA

Pensacola—WVIX—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4b, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic rates: 20b, 22a, 23a, 28b, 28c, 29b.
Contracts: 40a, 44a, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 60l, 62b, 62d.
Cancellation: 71a, 73a.
Prod. Services: 82
Affiliated with American Contemporary Network.

TIME RATES
Eff 10/1/72—Rec'd 9/15/72.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	8.00	7.00	6.00	5.00	4.00
30/20 sec	6.00	5.25	4.50	3.75	3.00
10 sec	4.00	3.50	3.00	2.50	2.00

PERRY

Taylor County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WGKR
1963

Media Code 4 210 6660 6.00
Eugene Ketring & Carl E. Roye, dba K & R Broadcasters, Box 779, Hwy. 27, E., Perry, Fla. 32347. Phone 904-584-2972.
1. PERSONNEL
General Manager—Carl E. Roye.
2. REPRESENTATIVES
South, Southwest—Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 w.; 1310 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time and talent; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 1 Eff ————Rec'd 2/26/64.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.00	2.70	2.40	2.10	1.95	1.80	1.65	1.50
30 sec	2.60	2.30	2.00	1.70	1.55	1.40	1.25	1.10

Edited by C. E. Roye.

PINELLAS PARK

Pinellas County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Largo, Pinellas Park)

PLANTATION KEY

Monroe County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WXOS (FM)
1969

Media Code 4 210 6730 7.00
Sounds of Service Radio, Inc., Box 228, Tavernier, Fla. 33070. Phone 305-852-5030.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Hank Cutshall.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0. Payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff————Rec'd 4/14/70.

6. SPOT ANNOUNCEMENTS

	1 min	35 sec			1 min	35 sec
1 x	8.95	6.40	156 x		7.35	4.95
26 x	8.65	6.20	260 x		7.00	4.60
52 x	8.30	5.90	312 x		6.65	4.25
65 x	8.00	5.65	520 x		6.30	3.95
130 x	7.70	5.30				

7. PACKAGE PLANS

1 MIN, PER WK:	6 ti	12 ti	16 ti	24 ti	36 ti
13 wk	48.00	87.00	117.00	138.00	180.00
26 wk	43.50	78.00	103.50	120.00	153.00
52 wk	39.00	69.00	90.00	101.00	126.00

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	15 ti	25 ti	50 ti
13 wk	165.00	243.75	425.00
26 wk	146.25	212.50	362.50
52 wk	127.50	181.25	300.00

PLANT CITY

Hillsborough County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WPLA
1949

NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 6750 5.00
WPLA Broadcasting Co., Inc., Drawer "J," 1607 S. Collins St., Plant City, Fla. 33566. Phone 813-752-3123· 752-2476
STATION'S PROGRAMMING DESCRIPTION
WPLA: MUSIC: modern pop country.
1. PERSONNEL
General Manager—Al Berry.
2. REPRESENTATIVES
New York, Chicago, Los Angeles, Detroit—George T. Hopewell, Inc.
Southeast, Atlanta—David Carpenter Company.
3. FACILITIES
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Florida Growers Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/74—Rec'd 1/30/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260+
1 min	5.25	4.95	4.55	4.30	4.05	3.80
30 sec	4.40	4.10	3.80	3.50	3.30	3.00
10 sec	3.55	3.30	3.00	2.80	2.60	2.40

7. PACKAGE PLANS

WKLY SATURATION, ROS:	20 ti	40 ti
30 sec	4.10	3.80

POMPANO BEACH

Broward County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

See Fort Lauderdale-Hollywood
(including Oakland Park, Pompano Beach)

PORT ST. JOE

Gulf County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WJOE
1956

Media Code 4 210 6795 6.00
Mills & Crisp Enterprises, Inc., Box 310, Port St. Joe, Fla. 32456. Phone 904-227-2426. Panama City phone 904-785-9292.
STATION'S PROGRAMMING DESCRIPTION
WJOE: Country & western music.
1. PERSONNEL
Sales Manager—Bill Lyles.
3. FACILITIES
1,000 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 5/30/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	26 ti	76 ti	151 ti
1 min	4.50	4.00	3.50	3.00
30 sec	3.60	3.20	2.80	2.40

PUNTA GORDA (1 AM; 1 FM)

Charlotte County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WCCF
1961

NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 6840 4.00
Reinhard Broadcasting Co., Drawer 1929, Punta Gorda, Fla. 33950. Phone 813-639-1188.
1. PERSONNEL
Pres. & Gen'l Mgr.—H. Robert Reinhard.
2. REPRESENTATIVES
Gene Bolles Company
3. FACILITIES 1,000 w. days; 1580 kc. Directional
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 6/1/75—Rec'd 5/5/75.

6. SPOT ANNOUNCEMENTS

	1x	156x	260x	312x	500x	1000x
1 min	6.00	5.50	4.75	4.25	3.75	3.00
30 sec	4.75	4.00	3.75	3.25	3.00	2.50

7. PACKAGE PLANS

	6 ti	12 ti	16 ti	24 ti	30 ti	36 ti	48 ti
1 min	6.00	5.75	5.25	5.00	4.50	4.00	3.50
30 sec	5.00	4.75	4.25	4.00	3.50	3.00	2.50

Edited by H. Robert Reinhard.

WCCF-FM
1970

NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 6841 2.00
Reinhard Broadcasting Co., Drawer 1929, Punta Gorda, Fla. 33950. Phone 813-639-1188.
See affiliated AM station for additional information.
3. FACILITIES ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 159 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WCCF. See that listing.
Edited by H. Robert Reinhard.

QUINCY (1 AM; 1 FM)

Gadsden County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WCNH
1947

NAB
Media Code 4 210 6885 9.00
Big Bend Broadcasting Corp., Box 630, Quincy, Fla. 32351. Phones 904-627-6700, 6800.
1. PERSONNEL
Station Manager—Monte Bitner.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30 am-11:00 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Florida Growers Radio Network.
Discount when sold with WCNH-FM. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/74—Rec'd 2/28/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	25 ti	50+
1 min	2.00	1.80	1.60
30 sec	1.70	1.60	1.40

WCNH-FM
1966

NAB
Media Code 4 210 6886 7.00
Big Bend Broadcasting Corp., Box 630, Quincy, Fla 32351. Phones 305-627-6700, 6800.
See affiliated AM station for additional information.
3. FACILITIES
Eff 3.000 w.; 101.7 mc.
Operating schedule: 6 am-11 pm Mon thru Sat. EST.
Antenna ht.: 150 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
33-1/3% discount when sold with WCNH.

TIME RATES
Rates are identical to WCNH. See that listing.

RIVIERA BEACH

Palm Beach County—Map Location H-8
See SRDS consumer market map and data at beginning of state.

See West Palm Beach
(including Boynton Beach, Lake Worth, Palm Beach and Riviera Beach)

ST. AUGUSTINE (2 AM; 1 FM)

St. Johns County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WAOC
1954

Media Code 4 210 6930 3.00
Gatorland Broadcasting, Inc., Exchange Bank Bldg., Cathedral Place, St. Augustine, Fla. 32084. Phone 904-824-1420.
STATION'S PROGRAMMING DESCRIPTION
WAOC: MUSIC: mixture of MOR, modern C&W
1. PERSONNEL
Pres. & Gen'l Mgr.—Wayne Sims.
3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff——— —Rec'd 1/8/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	30 ti	60 ti	90 ti
1 min	3.00	2.00	1.85	1.75
30 sec	2.50	1.75	1.50	1.35

7. PACKAGE PLANS

PER WK:	50 ti	75 ti
1 min	85	120
30 sec	65	90

WFOY
1936

NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 6975 6.00
Ponce de Leon Broadcasting Co., Box 588, 1 Radio Rd., St. Augustine, Fla. 32084. Phone 904-829-3416.
1. PERSONNEL
General Manager—John E. Bernhard, Jr.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-12:05 pm. EST.
Partial simulcast operation. Simulcast 1-6:30 pm. For non-simulcast facilities see WFOY-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Affiliated with CBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/74—Rec'd 7/12/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Fixed	4.00	3.00
ROS	3.00	2.50

7. PACKAGE PLANS

ROS, WITHIN 10 DAYS:	1 min	30 sec
40 ti	120	100
80 ti	220	200
ROS, WITHIN 2 DAYS:	10 sec	20 sec
50 ti	75	100

WFOY-FM
1965

NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 210 6976 6.00
Ponce de Leon Broadcasting Co., Box 588, 1 Radio Rd., St. Augustine, Fla. 32084. Phone 904-829-3416.
See affiliated AM station for additional information.
1. PERSONNEL
Pres. & Mgr.—John E. Bernhard, Jr.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 6 am-midnight daily. EST.
Antenna ht.: 178 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-1 pm & 6:30 pm-midnight. For simulcast facilities see WFOY.
5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
Eff 7/74—Rec'd 7/12/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Fixed	3.00	2.50
ROS	2.50	2.15

7. PACKAGE PLANS

ROS, WITHIN 10 DAYS:	1 min	30 sec
40 ti	100	80
80 ti	180	150
ROS, WITHIN 2 DAYS:	10 sec	20 sec
50 ti	50	75

ST. PETERSBURG

Pinellas County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg
(including Clearwater, Dunedin, Largo, Pinellas Park)

SANFORD

Seminole County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WTRR
1947

Media Code 4 210 7020 2.00
Communico Broadcasting, Box 1568, Sanford, Fla. 32771. Phones 305-322-1400. Orlando 365-5411.
STATION'S PROGRAMMING DESCRIPTION
WTRR: Solid Gold, Rock & Roll.
1. PERSONNEL
Operating Partner—William A. Reck.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only; 15 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 1/2/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	14 ti	25 ti	50 ti
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

	1 min			30 sec		
	7 ti	14 ti	25 ti	7 ti	14 ti	25 ti
13 wk	4.50	4.00	3.50	3.50	3.00	2.50

	1 min			30 sec		
	30 ti	50 ti	100 ti	30 ti	50 ti	100 ti
Per mo.	5.00	4.50	4.00	4.00	3.50	3.00
	300x	500x	1000x	300x	500x	1000x
Per yr.	4.50	4.00	3.50	3.50	3.00	2.50

	10 ti	50 ti	100 ti
15/20 sec	3.00	2.50	2.00

SARASOTA-BRADENTON

(6 AM; 3 FM)

Sarasota, Sarasota County—Map Location F-9
Bradenton, Manatee County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

(Sarasota-Bradenton continued on next page)

WBRD
1957
BRADENTON

NAB RAB

Media Code 4 210 7065 7.00
Sunshine State Broadcasting Co., Inc., Box 1038, Bradenton, Fla. 33505. Phone 813-746-2183.

STATION'S PROGRAMMING DESCRIPTION
WBRD: MUSIC: MOR, current hits, some older hits. NEWS: network at :60; local at :30; extended on-spot coverage of local government activities. SPORTS: network, auto races. FEATURES: birth announcements at 8:45 am, woman's, show at 9:05 am, swap-shop call-in program 9:20-10:30 am daily, M-F. Public opinion call-in show featuring local guests 10:30-11:30 am. 2 stock market reports daily. Contact Representative for further details. Rec'd 7/3/73.

1. PERSONNEL
President—Robert R. Nelson.
General Manager—Robert W. Nelson.
General Sales Manager—Edward C. Hyers.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Miami—Advertising Representatives, Inc.
Dome & Associates, Inc.

3. FACILITIES
1,000 w. days; 1420 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WDUV (FM).
Affiliated with American Information Network.

TIME RATES
Eff 5/1/75—Rec'd 5/30/75.

7. PACKAGE PLANS

TAP, BULK:	1x	10x	25x	50x	100x
1 min	10.00	9.00	8.00	7.50	7.00
30 sec	8.00	7.20	6.40	6.00	5.60
		260x	520x	1040x	1560x
1 min		6.50	6.00	5.50	5.00
30 sec		5.20	4.80	4.40	4.00

ROS, PER MO:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	8.00	7.00	6.75	6.50	5.75
30 sec	6.40	5.60	5.40	5.00	4.60

SATURATION: DAYS:	12 ti	25 ti	40 ti	60 ti
	1	3	5	7
1 min	7.00	6.50	6.00	5.50
30 sec	5.60	5.20	4.80	4.40

15-sec ID's 50% of 1-min.
Fixed: Extra 2.00.

10. SPECIAL FEATURES
SPECIAL PROGRAMS, 13-WK MINIMUM

Swap Shop	8.00
View Point	8.00
Manatee Today	20.00

WEATHER CHECKS:	20 ti	10 ti	5 ti
30 sec only	5.00	6.00	7.00

LOCAL NEWS, ROTATING:	1 wk	13 wk	26 wk	52 wk
5 ti	10.00	9.50	9.00	8.00
10 ti	9.00	8.50	8.00	7.00
15 ti	8.00	7.50	7.00	6.00

Edited by Robert W. Nelson.

WDUV (FM)
1963
BRADENTON

RAB

Media Code 4 210 7068 9.00
Sunshine State Broadcasting Co., Inc., Box 240, Bradenton, Fla. 33506. Phone 813-746-9173.
See affiliated AM station for additional information.
AM facilities: WBRD.

STATION'S PROGRAMMING DESCRIPTION
WDUV (FM): MUSIC: Adult contemporary & standard instrumentals in uninterrupted quarter hour segments. NEWS: world & state news hourly. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Sales Manager—G. Douglas Pidgeon.

6. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna bt.: 500 ft. above average terrain.

TIME RATES
Eff ———Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	130x
1 min	16.00	15.50	15.00	14.50	14.00
30 sec	12.80	12.40	12.00	11.60	11.20
		260x	520x	1040x	1560x
1 min		13.00	12.00	11.00	10.00
30 sec		10.40	9.60	8.80	8.00

7. PACKAGE PLANS

1-WK SPECIAL:	1 min	30 sec
40 ti	12.00	9.60

Edited by Robert W. Nelson.

WKXY
1949
SARASOTA

NAB RAB

Media Code 4 210 7110 1.00
Sarasota Broadcasting Co., Box 2500, 2500 19th St., Sarasota, Fla. 33578. Phone 813-958-1161.

STATION'S PROGRAMMING DESCRIPTION
WKXY: MUSIC: Contemporary. NEWS: network at :55, local & AP state at :25. Contact Representative for further details. Rec'd 7/11/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. G. Fernandes.
Program Manager—Charles Fernandes.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Miami—Edwin H. Cohen.

3. FACILITIES
1,000 w. days, 500 w. nights; 930 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 16.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24c, 25a, 26, 27, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60l.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 1/1/75—Rec'd 1/13/75.
A—Mon thru Sat 6-10 am & 3-7 pm. Rotating.
B—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	A		B		C	
PER YR:	1 min	30/20	1 min	30/20	1 min	30/20
1 x	9.50	7.60	8.55	6.85	7.60	6.10
52 x	9.15	7.30	8.25	6.60	7.30	5.85
104 x	8.80	7.00	7.90	6.30	7.00	5.60
156 x	8.40	6.75	7.60	6.00	6.75	5.40
208 x	8.00	6.45	7.25	5.80	6.45	5.15
260 x	7.70	6.15	6.95	5.55	6.15	4.90
312 x	7.35	5.85	6.60	5.30	5.90	4.70
520 x	7.00	5.60	6.30	5.00	5.60	4.45
780 x	6.60	5.30	5.95	4.75	5.30	4.25
1000 x	6.25	5.00	5.60	4.50	5.00	4.00

10 sec: 50% of 1-min.
Fixed position: Extra 1.00.

7. PACKAGE PLANS
ROS—1/3 in A

WK:	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	120	152	180	210	276	340	465	590
30/20	96	120	145	168	220	270	375	475

10 sec: 50% of 1-min.
Fixed position: Extra 1.00.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
A	95.00	57.00	38.00	32.00	24.00
B	85.50	51.50	34.00	30.00	21.50
C	76.00	45.50	30.50	26.50	19.00

DISCOUNT
26x—10% 104x—15% 260x—25%
52x—12-1/2% 156x—20% 312x—30%

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

	1x	52x	104x	156x	260x	312x
A	10.00	9.45	8.90	8.50	8.00	7.50
B	9.00	8.55	8.10	7.65	7.20	6.75
C	8.00	7.60	7.20	6.80	6.40	6.00

WQSA
1960
SARASOTA

NEWS AND INFORMATION SERVICE

ABC-FM Spot Sales, Inc.

RAB

Media Code 4 210 7177 6.00
Sarasota Radio Co., Box 7700, 1111 Beneva Rd., Sarasota, Fla. 33578. Phone 813-366-0424.

STATION'S PROGRAMMING DESCRIPTION
WQSA: All news, all day; news & information; network; local news & features. Contact Representative for further details. Rec'd 6/26/75.

1. PERSONNEL
Chairman-of-the-Board—Carroll P. Newton.
Pres. & Gen'l Mgr.—Edward A. (Ted) Rogers.
Sales Manager—Sherwood Lorenz.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
1,000 w.; 1220 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 15 days.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WQSR (FM).
Affiliated with NBC News & Information Service.

TIME RATES
No. 6 Eff 6/15/75—Rec'd 6/4/75.

6. SPOT ANNOUNCEMENTS

	12 ti	18 ti	24 ti
1 min	9.50	9.25	9.00
30 sec	7.50	7.25	7.00

Edited by Carroll P. Newton.

WQSR (FM)
1973
SARASOTA

ABC-FM Spot Sales, Inc.

RAB MAFMD

Media Code 4 210 7182 6.00
Sarasota Radio Co., Box 7700, 1111 Beneva Rd., Sarasota, Fla. 33578. Phone 813-366-0424.

STATION'S PROGRAMMING DESCRIPTION
WQSR (FM): Programmed for 18-35 age group. MUSIC: Adult rock, albums only, live hosts, clustered music. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
Chairman of Board—Carroll P. Newton.
Pres. & Gen'l Mgr.—Edward A. (Ted) Rogers.
Sales Manager—Paul E. Delaney.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 15 days.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WQSA.

TIME RATES
No. 6 Eff 2/15/75—Rec'd 1/22/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10-1 am.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	50	45	40	35	30
30 sec	40	36	32	28	24
CLASS AA					
1 min	40	35	30	25	20
30 sec	32	28	24	20	16

(D)

WSPB
1939
SARASOTA

NAB RAB

Media Code 4 210 7200 0.00
Walter-Weeks Broadcasting, Inc., Drawer Z, City Island, Sarasota, Fla. 33578. Phone 813-388-2131.

STATION'S PROGRAMMING DESCRIPTION
WSPB: MOR. NEWS: network; full time local department. Contact Representative for further details. Rec'd 2/27/73.

1. PERSONNEL
President—Robert M. Weeks.
General Manager—Cliff Lanson.
General Sales Manager—George Barber.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time, 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25a, 26 27, 28a, 29a, 29b, 30, 33a.
Contracts: 40c, 41, 44b, 45, 46, 47b, 48, 51a, 51c.
Comb. Cont. Discounts: 60b, 60e, 60l, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS
TRAVEL TIME—6-10 AM & 2:30-6:30 PM

PER MO:	5 ti	30 ti	60 ti	120 ti
1 min	11.00	10.00	9.50	8.50
30 sec	8.00	7.00	6.50	6.00
15 sec	5.50	5.00	4.75	4.20

MINIMUM 1/4 TRAVEL TIME GUARANTEED

BTA, PER WK:	1 ti	15 ti	20 ti
1 min	8.50	8.00	7.50
30 sec	7.00	6.50	6.00
15 sec	4.15	4.00	3.75

Fixed position, per spot extra 1.00.
DISCOUNT
52 wk—10%

WSPB-FM
1966
SARASOTA

NAB RAB

Media Code 4 210 7201 8.00
Walter-Weeks Broadcasting, Inc., Drawer Z, City Island, Sarasota, Fla. 33578. Phone 813-388-2131.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSPB-FM: Standard instrumental & full orchestration with group vocals. Newscasts hourly; weather at :15 & :45. Contact Representative for further details. Rec'd 2/27/73.

1. PERSONNEL
Sales Manager—Robert R. Lewis.

3. FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff———Rec'd 2/27/73.

6. SPOT ANNOUNCEMENTS

BTA, PER WK, EA:	15 ti	20 ti	30 ti
1 min	6	5	4
30 sec	5	4	3

7. PACKAGE PLANS
TAP—ROTATING 7 DAYS 6 AM-MIDNIGHT—1 MIN/LESS

PER WK: PER DAY:	1 ti 1 ti	7 ti 1 ti	14 ti 2 ti	21 ti 3 ti	28 ti 4 ti
13 wk	10.00	7.00	6.00	5.00	4.00
26 wk	9.00	6.30	5.20	4.50	3.60
52 wk	8.00	5.60	4.80	4.00	3.20

FLORIDA

WTRL
1948
BRADENTON

NAB RAB

Media Code 4 210 7245 5.00
WTRL Broadcasting Inc., Box 1490, Memorial Pier, Bradenton, Fla. 33506. Phone 813-746-1107.

STATION'S PROGRAMMING DESCRIPTION
WTRL: MUSIC: MOR, contemporary by standard artists. NEWS: local at :60, network at :30; expanded local coverage with accent on actualities. SPORTS: local play-by-play, network events, plus local sports show am & afternoon. Trading post, call-in 11:30 am-noon, M-Sat. Fishing show 3x/day. Stock market reports 3x/day. Public opinion tele/talk show with guests, 6:05-7 pm M-F. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
Pres. & Sta. Mgr.—"Bo" Mitchell.
Sales Manager—Patrick Collins.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12a, 13b, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 27, 28b, 29a, 30.
Contracts: 40a, 44a, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60a, 60l, 61a, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.

TIME RATES
No. 5 Eff 12/1/74—Rec'd 2/3/75.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER MO:	1 ti	26 ti	52 ti	76 ti	100+
1 min	7.50	6.75	6.50	6.25	5.75
30 sec	6.50	5.75	5.50	5.25	4.75
10 sec	4.00	3.50	3.25	3.00	2.75

Guaranteed times, extra 20%.
SATURATION PLAN—BTA

PER WK:	25 ti	50 ti	75 ti	100 ti
1 min	7.00	6.50	6.00	5.50
30 sec	6.00	5.50	5.00	4.50
10 sec	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES
5 min—2x 1-min. 1/2 hr—6x 1-min.
10 min—3x 1-min. 1 hr—10x 1-min.
1/4 hr—4x 1-min.

10. SPECIAL FEATURES

MON THRU SAT: PER DAY:	Per mo 1 ti	2 ti	3 ti	4 ti
Rotation news	275	500	675	800

WYND
1961
SARASOTA

NAB RAB

Media Code 4 210 7290 1.00
R & J Broadcasting Corp., Box 3618, Sarasota, Fla. 33578. Phone 813-958-5561.
Studios: 2101 Hammock Pl., Sarasota, Fla. 33580.

STATION'S PROGRAMMING DESCRIPTION
WYND: MUSIC: Contemporary. NEWS: AP, local news & sports coverage. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jay M. Epstein.
Program Director—Carl Strandell.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
500 w. days; 1280 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60e, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 9/1/74—Rec'd 9/3/74.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-2 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	Wkly 6 ti	12 ti	18 ti	24 ti	30 ti	Yrly 520x	780x	1040x
CLASS AAA								
1 min	12.00	11.00	10.50	10.00	9.00	8.00	7.50	7.00
(*)	10.00	9.00	8.50	8.00	7.00	6.50	6.00	5.50
CLASS AA								
1 min	10.00	9.50	9.00	8.00	7.00	6.00	5.50	5.00
(*)	8.50	8.00	7.50	6.50	5.50	5.00	4.50	4.00

(*) 30 sec/less.
Fixed position: 1x rate.

7. PACKAGE PLANS

WKLY, BTA:	12 ti	18 ti	24 ti	30 ti	40 ti
1 min	10.00	9.50	9.00	8.00	7.00
30 sec/less	8.00	7.50	7.00	6.00	5.00

Combinable for wkly frequency but not consec wk discount.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	100	50	25

10. SPECIAL FEATURES

5-MIN NEWSCASTS:	AAA	AA
Ea	17.50	10.50

CONSECUTIVE WEEK DISCOUNT
52 wk—15%, minimum contract 3900.00.
26 wk—10%, minimum contract 2500.00.
13 wk—7%, minimum contract 1250.00.
RATE HOLDER: Minimum 3 spots per wk during non-scheduled wks.

FLORIDA

SEBRING (2 AM; 1 FM)

Highlands County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WJCM
1950

Media Code 4 210 7335 4.00
Community Enterprises, Inc., Box 1766, Sebring, Fla. 33870. Phone 813-385-7140.

STATION'S PROGRAMMING DESCRIPTION
WJCM: Programmed for the local community.
MUSIC: MOR. Emphasis on fishing, golfing & citrus programs & reports. Rec'd 6/28/72.

1. PERSONNEL
Owner & Manager—Lou M. Neale.

3. FACILITIES
1,000 w.; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/73—Rec'd 12/11/72.

9. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	15 sec
1 ti	4.00	3.60	2.00
4 ti	3.75	3.00	1.60
10+	3.50	2.40	1.30

7. PACKAGE PLANS
SATURATION PACKAGE

	50 ti	70 ti	100 ti	150 ti	200 ti
1 min	----	175	200	235	300
30 sec	80	115	195	----	225
15 sec	----	75	90	125	150

Within 10 days. Not commissionable.

WSEB
1959

Media Code 4 210 7360 0.00
Morgan Broadcasting Co., Box 871, 2500 S. Lakeview Dr., Sebring, Fla. 33870. Phone 813-385-5151.

1. PERSONNEL
Manager—R. D. Chapman.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WSKP (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 11/1/74—Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS

PER YR:	300x	600x	900x	1200x	1500x
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.10	1.90	1.70	1.55	1.50
10 sec	1.50	1.35	1.25	1.10	1.00

7. PACKAGE PLANS

PER WK, ROS:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	30.00	68.75	125.00	168.75	200.00
30 sec	21.00	47.50	85.00	116.25	150.00
10 sec	15.00	33.75	62.50	82.50	100.00

Edited by S. D. Chapman.

WSKP (FM)
1967

Media Code 4 210 7402 2.00
Morgan Broadcasting Co., Box 871, 2500 S. Lakeview Dr., Sebring, Fla. 33870. Phone 813-385-5151.
See affiliated AM station for additional information.
AM facilities: WSEB.

3. FACILITIES
FM-ERP 3,000 w.; 105.5 mc.
Operating schedule: 6-12:05 am. EST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WSEB. See that listing.

SOUTH DAYTONA

Volusia County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

See Daytona Beach
(including Ormond Beach, South Daytona)

STARKE

Bradford County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPXE
1957
A Sanders Station

Media Code 4 210 7425 3.00
Sanders Enterprises, Inc., Drawer 520, Starke, Fla. 32091. Phone 904-964-5001.

1. PERSONNEL
Pres. & Gen'l Mgr.—John Sanders.

3. FACILITIES
1000 w.; 1490 kc. Non-directional.
Operating schedule: 5 am-10 pm. EST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 4/10/74.

6. SPOT ANNOUNCEMENTS

	*1x	13x	26x	52x	156x	365x
1 min/less	4.00	3.80	3.60	3.40	3.20	3.00

(*) No frequency discounts for time segments 6:30-8:30 am, 11:30 am-1:30 pm & 4-6:30 pm.

STUART (1 AM; 1 FM)

Martin County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

WMCF (FM)
1964

Media Code 4 210 7470 9.00
Blue Water Broadcasting Co., Inc., Drawer 359, Stuart, Fla. 33494. Phone 305-334-1122.

STATION'S PROGRAMMING DESCRIPTION
WMCF (FM): Full spectrum programming.

1. PERSONNEL
Pres. & Mgr.—Lester M. Combs.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc.
Stereo.
Operating schedule: 6 am-11:30 pm. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff ————Rec'd 12/31/73.
Sun thru Sat 6 am-11 pm.

6. SPOT ANNOUNCEMENTS

PER YR, RDS:	1x	26x	52x	104x	156x	208x
1 min	7.50	7.25	7.00	6.75	6.25	6.00
30 sec	6.25	5.90	5.60	5.30	5.00	4.75
	260x	312x	365x	520x	730x	1000x
1 min	5.60	5.25	4.90	4.60	4.20	3.85
30 sec	4.50	4.20	3.85	3.65	3.40	3.10
15 sec	3.40	3.20	3.10	2.95	2.80	2.45

7. PACKAGE PLANS

	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
1 min	5.70	5.45	5.20	5.00	4.75	4.50
30 sec	4.60	4.40	4.15	3.95	3.80	3.55
15 sec	3.70	3.55	3.30	3.20	3.10	2.90

WSTU
1954

American Information Network

Subscriber to the NAB Radio Code

Media Code 4 210 7515 1.00
WSTU, Inc., Drawer 417, 1000 Alice Ave., Stuart, Fla. 33494. Phone 305-287-2020.

1. PERSONNEL
President & Owner—Harvey L. Glascock.
Vice-Pres. & Gen'l Mgr.—Ron Beckey.
Sales Manager—Donn B. Duffy.
Business Manager—Edward V. Dennehy.

2. REPRESENTATIVES
Florida—Bob Hundley.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only; payable in 15 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 2/1/75—Rec'd 2/17/75.
AA—Mon thru Sat 6 am-10 pm.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	12.00	9.50	6.00	11.50	9.00	5.50
7 ti	11.50	9.00	5.50	11.00	8.50	5.50
14 ti	11.00	8.50	5.50	10.50	8.00	5.00
	B			C		
1 ti	11.00	8.50	5.50	10.50	8.00	5.00
7 ti	10.50	8.00	5.00	10.00	7.50	5.00
14 ti	10.00	7.50	5.00	9.50	7.00	4.50

7. PACKAGE PLANS

PLAN, PER WK:	1 min	30 sec	10 sec
A—14 ti (3AA, 3A, 5B, 3C)	8.50	7.00	5.00
B—21 ti (5AA, 5A, 7B, 4C)	8.00	6.50	5.00
C—28 ti (7AA, 7A, 9B, 5C)	7.50	6.00	4.00

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER/STOCK REPORTS

PER	AA		A		B		C	
WK:	6 ti	12 ti	6 ti	12 ti	7 ti	14 ti	14 ti	21 ti
1 ti	14	12	13	11	12	10	11	9

Edited by E. V. Dennehy.

TALLAHASSEE (5 AM; 3 FM)

Leon County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WANM
1974

Bernard Howard & Co., Inc.

Media Code 4 210 7537 5.00
WANM, Inc., Box 10174, 540 W. Brevard St., Tallahassee, Fla. 32302. Phone 904-222-1070.

STATION'S PROGRAMMING DESCRIPTION
WANM: Programmed for black audience.
MUSIC: R & B. AIR PERSONALITIES handle all segments. News & religious programming. Contact Representative for further details. Rec'd 9/12/74.

1. PERSONNEL
President—B. F. J. Timm.
General Manager—James R. Ford.
Sales Manager—Robert L. Maupin.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
10,000 w.; 1070 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; 30 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with National Black Network.

TIME RATES
No. 1 Eff 8/1/74—Rec'd 9/12/74.
AA—6-9 am & 3-7 pm.
A—9 am-3 pm.

6. SPOT ANNOUNCEMENTS

	CLASS AA				
PER WK, ROS:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12.00	11.50	11.00	10.50	10.00
30 sec	9.60	9.20	8.80	8.40	8.00
	CLASS A				
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.60	7.20	6.80	6.40

10 sec: 70% of 30-sec.
Specified times: Extra 10%.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	125	65	35	18

WBGM (FM)
1962

NBC Radio Network

Selcom, Inc.

Media Code 4 210 7560 7.00
Camptown Industries, Inc., Box 3127, Lake Shore Dr., Tallahassee, Fla. 32303. Phone 904-385-1156.
Studio: Lakeshore Drive

STATION'S PROGRAMMING DESCRIPTION
WBGM (FM): Programmed for adults, general audience.
MUSIC: popular MOR. NEWS: network at :60; local 5 times daily. Contact Representative for further details. Rec'd 12/28/72.

1. PERSONNEL
President—Donald C. Price.
Station Manager—Jan G. Rogers.
Cont. & Bill. Mgr.—Laura Tyson.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 365 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23b, 25a, 26, 28b, 28c.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 61a.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WONS.
Affiliated with NBC.

TIME RATES
Eff 8/1/74—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

PER WK	12 ti	18 ti	24 ti
1 min	10	9	8
30 sec	8	7	6
WONS/WBGM (FM) COMBINATION			
1 min	12	11	10
30 sec	10	9	8

WGLF (FM)
1970

Media Code 4 210 7580 5.00
Tallahassee Broadcasting Co., Box 1815, 525 E. Tennessee St., Tallahassee, Fla. 32302. Phone 904-224-1227.

STATION'S PROGRAMMING DESCRIPTION
WGLF (FM): Programmed for young adults and adults.
MUSIC 85%: all music is clustered, 7 clusters per hour. 75% current hits, 25% past hits, including musical vignette hourly. NEWS 15%: 5 min at :15 and :45 hourly, local news department, network, UPI, national weather service, expanded gulf area weather hourly; mobile unit for news and remote broadcasts. FEATURES: total community involvement, public service director, personality profile, stocks daily, historical or current events vignette hourly, weekend fishing reports. COMMERCIAL POLICY: 3 commercial clusters per hour, also in or adjacent to newscasts and features. Contact Representative for further details. Rec'd 2/26/71.

1. PERSONNEL
President—B. F. J. Timm.
General Manager—Bob Schneider.
Program Director—Danny Spears.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 38,000 w. (horiz.), 38 000 w. (vert.); 104.1 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 440 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation 71a, 73a.
Prod. Services: 81, 82.
Affiliated with American FM Network.
Affiliated with The Rep Network.

TIME RATES
Eff 2/1/73—Rec'd 3/14/73.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	9.20	8.90	8.60	7.30	7.00

10 sec: 70% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 x	57	38	33	25

WMEN
1954

Media Code 4 210 7605 0.00
Plantation Radio, Inc., Box 1695, Magnolia Office Center, Tallahassee, Fla. 32302. Phone 904-877-5116.

STATION'S PROGRAMMING DESCRIPTION
WMEN: Programmed for adults with Modern C & W format.
NEWS: network at :60, plus local traffic reports during drive times. Headlines at :30. Air traffic reports 5-5:30 pm. Weather scope at :20. SPORTS: network at :40. FEATURES: noon-1 pm audience participation; interview show; 1:30-2 pm trading post program, audience participation. FARM: 6-6:15 am from US Agriculture Department, Sat & Sun. Contact Representative for further details. Rec'd 1/17/75.

1. PERSONNEL
General Manager—Charles H. Porretto
Traffic Manager—Connie Taylor.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Busby, Finch, Lathom & Widman.

3. FACILITIES
5,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71b.
Prod. Services: 80, 82.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/17/75.

6. SPOT ANNOUNCEMENTS
1 min 5.00 30 sec 4.00

ROS:	52x	104x	208x	312x	500x	1000x
Discount	5%	10%	15%	20%	25%	30%

Edited by Charles H. Porretto.

WOMA (FM)
1967

Media Code 4 210 7625 8.00
Walter-Weeks Broadcasting, Box 1047, W. H. Johnston Bldg., Tallahassee, Fla. 32302. Phone 904-224-0949.
See affiliated AM station for additional information.
AM facilities: WTNT.

STATION'S PROGRAMMING DESCRIPTION
WOMA (FM): MUSIC: 90% modern country and western. Contact Representative for further details. Rec'd 9/30/68.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
W. O. Jones, Inc.

3. FACILITIES
ERP 51,000 w.; 94.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 210 ft. above average terrain.

TIME RATES
Eff————Rec'd 11/22/72.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	30 ti
1 min	5.75	5.50	5.25	5.00

20/30 sec: 80% of 1-min.

WONS
1959

Selcom, Inc.

Media Code 4 210 7650 6.00
Camptown Industries, Inc., Box 3127, Tallahassee, Fla. 32303. Phone 904-385-1156.
See affiliated FM station for additional information.
FM facilities: WBGM (FM).

STATION'S PROGRAMMING DESCRIPTION
WONS: MUSIC: adult contemporary with 33% oldies. NEWS: Network at :60, state & local at :30 every hour. State Capitol correspondent, local newsmen, 2 fully equipped newscars. Extended State & Local news at 7:30 am, 12:30 & 5:30 pm. Stock Market at :15 with wrap-up at 5:05 pm. Contact Representative for further details. Rec'd 11/4/74.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
5,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.
Sold in combination with WBGM (FM). See that listing for rates.

TIME RATES
Rates are identical to WBGM (FM). See that listing.

(Tallahassee continued on next page)

WTAL
1935

NAB

Media Code 4 210 7695 1.00
Capitol City Broadcasting, Inc., Box 1369, 2341 Phillips Rd., Tallahassee, Fla. 32302. Phones 904-877-1108, 1109, 1100.

STATION'S PROGRAMMING DESCRIPTION
WTAL: Programmed for young adults.
MUSIC 80%: featuring current hits from 12M-12M. NEWS and features 20%: network 15%, regional and local 5%. 8 air personalities and 1 remote broadcast unit available for remote broadcasts, store openings, shopping center sales days, etc. Contact Representative for further details. Rec'd 4/30/69.

1. PERSONNEL
Pres. & Mgr.—Wally Hoy.
Sales Manager—Barbara Hoy.

2. REPRESENTATIVES
The Devney Organization, Inc. (St. Louis, Kansas City—Call Chicago Office.)
Atlanta—Media Sales/South.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 12a, 14a, 15a, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c 29a, 30, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60h, 61c, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 5/1/71—Rec'd 4/20/71.

7. PACKAGE PLANS

WKLY:	6 ti	12 ti	18 ti	24 ti
1 min	9.50	9.00	8.50	8.00

30 sec: 80% of 1-min 10 sec: 70% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
Net	50	30	20	15

WTNT
1935

CBS Radio Network

RAB

Media Code 4 210 7740 5.00
Walter-Weeks Broadcasting, Box 1047, W. H. Johnston Bldg., Tallahassee, Fla. 32302. Phone 904-222-1270.

1. PERSONNEL
General Manager—Robert E. Fincher.
Sales Manager—Steven L. Berger.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
W. O. Jones, Inc.

3. FACILITIES
5,000 w.; 1270 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WOMA (FM).
Affiliated with CBS.

TIME RATES
Eff 12/1/69—Rec'd 10/29/69.

7. PACKAGE PLANS

WKLY:	6 ti	12 ti	18 ti	24 ti
1 min	9.00	8.50	8.00	7.50

20/30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	40	25	13

No further discounts.

TAMPA-ST. PETERSBURG
(including Clearwater, Dunedin, Largo, Pinellas Park)
(17 AM; 8 FM)

Plus 1 paid duplicate.
Tampa, Hillsborough County—Map Location F-7
Clearwater, Dunedin, Pinellas Park, St. Petersburg, Pinellas County—May Location E-7
County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

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

Stations	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	59	49	59	56
B	56	45	56	49
C	54	44	49	30
D	45	29	45	29
AVERAGE	54	42	52	41

WAVV (FM)
1947
TAMPA

mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 210 7785 0.00
Rounsaville of Tampa, Inc., 101 N. Tampa St., Tampa, Fla. 33602. Phone 813-229-1991.
See affiliated AM station for additional information.
AM facilities: WDAE.

STATION'S PROGRAMMING DESCRIPTION
WAVV (FM): MUSIC: Familiar standards in melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John S. Lotz.

3. FACILITIES
ERP 54,000 w.; 100.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 503 ft. above average terrain.

TIME RATES
No. 1N Eff 6/1/75—Rec'd 5/27/75.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	I				II			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	25	23	21	19	21	19	17	16
30 sec	23	21	19	17	19	17	15	14

Edited by John S. Lotz.

WAZE
1959
CLEARWATER

Subscriber to the NAB Radio Code
Media Code 4 210 7830 4.00
Three Rivers Communications, Inc., Box 4667, Belcher Plaza, Clearwater, Fla. 33518. Phone 813-446-8575.

1. PERSONNEL
President—Carl J. Marcocci.
Station Manager—Duane I. Lemley.
Sales Manager—Normajeanne Anderson.

3. FACILITIES
500 w.; 860 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12i, 14i, 15b.
Basic Rates: 20b, 21d, 22a, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 3/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	6.00	6.50	7.00	7.50	8.00

20/30 sec: 80% of 1-min. 15 sec/less: 60% of 1-min.
13 wks: 90% of wkly rate.

7. PACKAGE PLANS
BULK PLAN—YEARLY
1000 x 6500 2000 x 11500

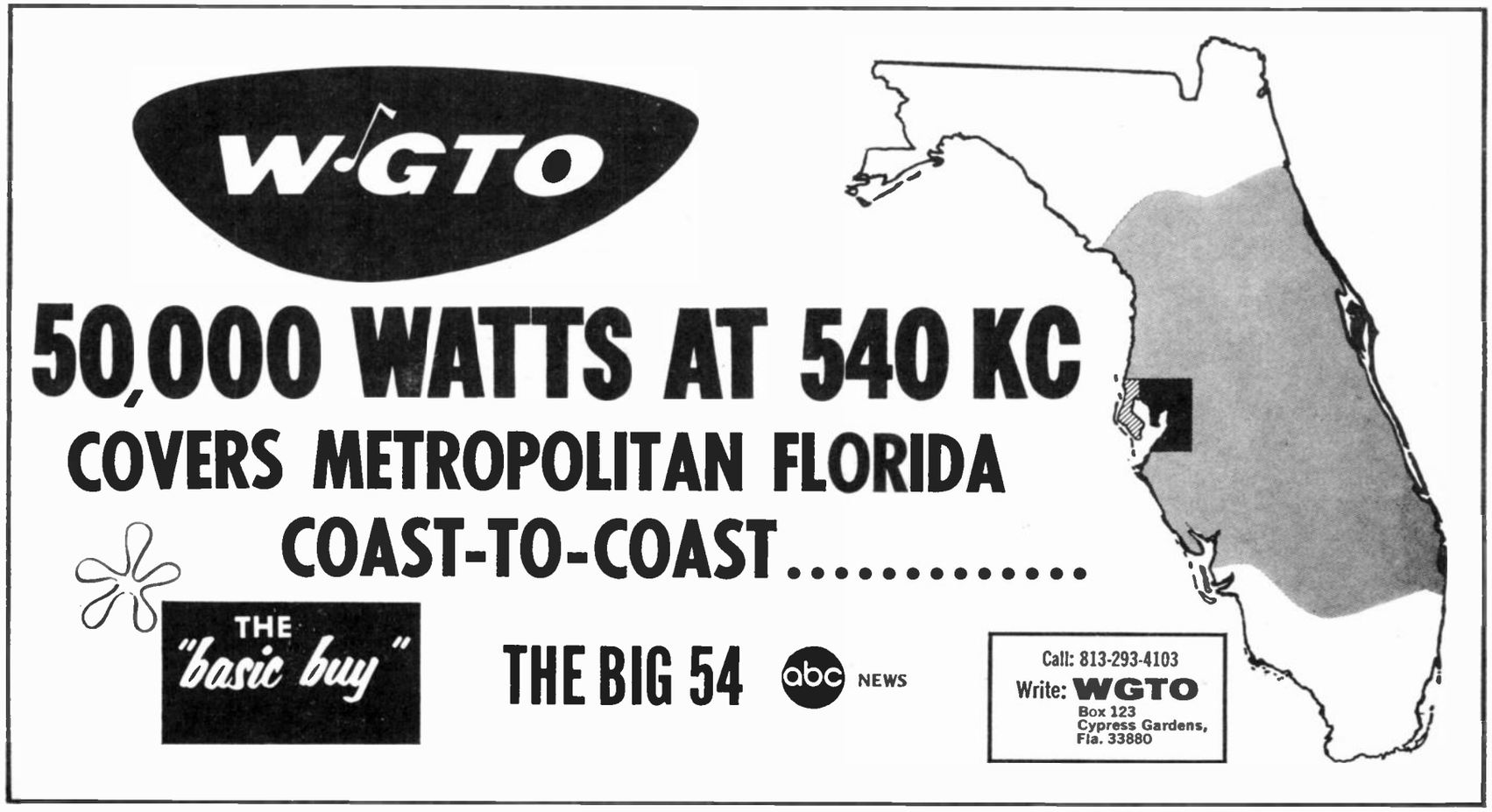
10. SPECIAL FEATURES
Rotating Marine Weather, Special Features, Rotating News at :45, 5 days per wk 75.00.

WDAE
1922
TAMPA

CBS Radio Network

mcgavren-guild
pgw radio, inc.

Media Code 4 210 7920 3.00
Rounsaville of Tampa, Inc., 101 N. Tampa St., Tampa, Fla. 33602. Phone 813-229-0404, St. Petersburg 813-896-0404.



Tampa-St. Petersburg—W D A E—Cont'd

STATION'S PROGRAMMING DESCRIPTION
WDAE: Programmed for adults.
NEWS: news, weather, local and national in each report: 5 or 10 min summaries at :60 & :30.
MUSIC: familiar MOR, standard and current hits.
AIR PERSONALITIES handle all segments; talk in early evening weekdays. Religious educational and public service from 8 pm-12M Sun only. Editorializes regularly. Carry live football. 2 mobile news cars, 1 airplane, traffic reports 4-1/2 hours daily. Official frost warning reports, stock market reports.
COMMERCIAL POLICY: Maximum 15 minutes commercial time per hour. Contact Representative for further details. Rec'd 8/6/72.

1. PERSONNEL
Owner—Robert W. Rounsaville.
President—Ralph B. Johnson.
Vice-Pres. & Gen'l Mgr.—Donald K. Clark.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 1250 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51b.
Comb. Cont. Discounts: 60a, 60e, 60g, 60i, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82
FM facilities: WAVV (FM).
Affiliated with CRS.

TIME RATES
No. 37 Eff 3/1/75—Rec'd 3/7/75.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm; Sun all day.
IV—Mon thru Sun 7 pm-midnight & 5-6 am.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	16 ti	24 ti
I	55	54	53	52	44	43	42	41
II	50	49	48	47	40	39	38	37
III	45	44	43	42	36	35	34	33
IV	27	26	25	24	22	21	20	19

WDCL
1954
DUNEDIN

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 7932 6.00
Dunedin Broadcasting Corp., Box 1470, Dunedin, Fla., 33528. Phone 813-784-1480.

STATION'S PROGRAMMING DESCRIPTION
WDCL: Programmed for adults.
MUSIC: modern MOR. NEWS: at :60, headlines at :30 UPI audio. Stock market report, official frost warning. COMMERCIAL POLICY: maximum 15 min per hour. Rec'd 7/31/74.

1. PERSONNEL
Gen'l Mgr. & Dir. of Oper.—Ross Charles.

3. FACILITIES 5,000 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25c, 26, 28b, 29b, 30, 32a, 33d.
Contracts: 40a, 42c, 44a, 45, 48, 51a, 51b.
Comb.; Cont. Discounts: 60h, 61a, 62a.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 8/1/74—Rec'd 9/9/74.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	28 ti	21 ti	14 ti	7 ti
1 min	5.20	5.60	6.00	6.40
30 sec	3.90	4.20	4.50	5.50

RULK/RTA

ANNUAL CONTRACT:	1 min	30 sec
500 x	5.00	3.75

10. SPECIAL FEATURES
5-min news, stocks, weather, sports at :60 & :30, ea 7.00.

DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%

97/WFLA
1925
TAMPA

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 7965 8.00
WFLA, Inc., Box 1410, 905 Jackson St., Tampa, Fla. 33602. Phone 813-228-9797.

STATION'S PROGRAMMING DESCRIPTION
WFLA: Programmed for adults.
MUSIC: melodic MOR mixture of standards, oldies & selected current hits. AIR PERSONALITIES featuring humor, topical comments, community involvement. NEWS: 3-5 minutes at :60 & :30. 6 man local news staff. Weather at :15 & :45. Talk: area public affairs interviews Tues, Wed, Thurs 10-11 pm. Special features: mini-documentaries hourly at :45 with emphasis on local problems. Traffic reports 7-9 am & 4-6 pm. Road conditions hrly. Frequent specials. COMMERCIAL POLICY: maximum 14 minutes per hour. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—John Alexander.
General Sales Manager—Art Ross.
Program Director—Rod Weiler.

2. REPRESENTATIVES
Blair Radio.
Canada—Unicom Broadcast Sales Ltd

3. FACILITIES
5,000 w.; 970 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24c, 25c, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 46, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80 82.
Affiliated with NBC and Blair Represented Network.

TIME RATES
AM/FM COMBINATION
No. 17 Eff 2/10/75—Rec'd 2/19/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	62	60	58	56	52	50	48	46
30 sec	50	48	46	44	42	40	38	36
10 sec	37	36	35	34	31	30	29	28
	B				C			
1 min	26	25	24	23	19	18	17	16
30 sec	21	20	19	18	16	15	14	13
10 sec	16	15	14	13	12	11	10	9

AM ONLY:	1 min	30 sec	10 sec
AA, A & B, deduct	15	12	10
C, deduct	8	7	5

WFLA-FM
1948
TAMPA

BLAIR RADIO

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 210 7966 6.00
WFLA, Inc., Box 1410, 905 Jackson St., Tampa, Fla. 33601. Phone 813-229-0177.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WFLA-FM: Programmed for adults.
MUSIC: standards with full orchestration in non-interrupted segments. NEWS: 2 minutes of area, national & world news headlines plus weather at :30 COMMERCIAL POLICY: maximum 12 units per hour. Contact Representative for further details. Rec'd 4/30/75.

3. FACILITIES
ERP 100,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 925 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.
Sold in combination with WFLA. See that listing for rates.

TIME RATES
No. 16 Eff 4/15/74—Rec'd 4/3/74.
AA—Mon thru Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	32	30	28	26
30 sec	26	24	22	20
10 sec	17	16	15	14

CLASS A

	1 min	30 sec	10 sec
Flat	5	4	3

Delivering the lowest CPM to the 18 to 24 market with
Continuous Hit Music.
WFSO 57 radio
St. Petersburg
Clearwater Tampa
represented nationally by Selcom, Inc.

WFSO
1966
PINELLAS PARK

Selcom.Inc.
Progressive Rock

NAB

Media Code 4 210 8010 2.00
Pinellas Radio Corp., Box 570, Pinellas Park, Fla. 33565. Phone 813-392-2215. Tampa phone 813-223-6463.

STATION'S PROGRAMMING DESCRIPTION
WFSO: MUSIC: progressive rock. NEWS: 1-min at :10 & :40. Weather: at :20 & :50. FEATURES: request line; DJ's conduct an air interview with rock groups. Live rock show Mon. nights. COMMERCIAL POLICY: 12 commercial minutes per hour with music back-to-back with talk only over music intros. Contact Representative for further details. Rec'd 6/28/74.

1. PERSONNEL
General Manager—Dan L. Johnson.
General Sales Manager—Joseph F. Gingrich.
Program Director—Glen Scott.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
500 w.; 570 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 7/17/75.
AAA—Mon thru Fri 6-10 am & 3 pm-sign-off; Sat & Sun all day.
AA—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 30 SEC:	12 ti	16 ti	24 ti	36 ti
AAA	9.50	9.00	8.50	8.00
AA	8.50	8.00	7.50	7.00

Submitted by Dan L. Johnson.

WHBO
1946
TAMPA

Media Code 4 210 8055 7.00
Floradio, Inc., Box 17156, 11011 Florida Ave., Tampa, Fla. 33612. Phone 935-3171.

1. PERSONNEL
Pres & Gen'l Mgr.—R. A. Martin.

2. REPRESENTATIVES
Hal Walton Co.

3. FACILITIES
250 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3h, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/2/74—Rec'd 8/19/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.70	6.55	6.40	6.25	6.10
30 sec	5.70	5.55	5.40	5.25	5.10
		156x	208x	260x	312x
1 min		5.95	5.80	5.65	5.50
30 sec		4.95	4.80	4.65	4.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	68.00	48.00	28.00	22.00	12.00
13 x	64.00	44.00	27.00	21.00	11.50
26 x	60.00	40.00	26.00	20.00	11.00
52 x	56.00	36.00	25.00	19.00	10.50
104 x	.....	.....	24.00	18.00	10.00
156 x	.....	.....	23.00	17.00	9.50
208 x	.....	.....	22.00	16.00	9.00
260 x	.....	.....	21.00	15.00	8.50
312 x	.....	.....	20.00	14.00	8.00

WILZ
1957
ST. PETERSBURG

RAB

Media Code 4 210 8100 1.00
Millbeck Broadcasters, Inc., 200 Madonna Blvd. Tierra Verde, Fla. 33715. Phone 813-866-2402, 2403, 2404.

STATION'S PROGRAMMING DESCRIPTION
WILZ: MUSIC: Rock hits from 1955-present. 70% oldies; 30% current hits. Rec'd 5/1/75.

1. PERSONNEL
General Manager—Thomas B. Lewis.
Operations Manager—Ronald E. Lanting.
Sales Manager—James DeMers.

3. FACILITIES
1,000 w. days; 1590 kc. Directional.
Operating schedule: 6:00 am-local sunset daily. EST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12c, 13c, 14a, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25b, 26, 28a, 28c, 29a, 33d.
Contracts: 40a, 41, 42c, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 8 Eff 9/1/73—Rec'd 8/20/73.
AA—Mon thru Sun 6-10 am & 4 pm-sign-off.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
AA	13	9
A	12	8

10 sec ID's: 60% of 1-min.

7. PACKAGE PLANS

ROS, TAP PLAN:	1 min	30 sec
Ea	10	7

Minimum 7 spots per wk.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
Extra 20%, incl 1-min open & close.
Edited by Edward J. Devney.

WINQ
1960
TAMPA

A Rand Station

Media Code 4 210 8145 6.00
Rand Broadcasting Co., Box 1010, Seffner, Fla. 33584. Phone 813-689-8185.

STATION'S PROGRAMMING DESCRIPTION
WINQ: Programmed for adults.
NEWS: M-F 7:30-9 am continuous news, combination of network, local & regional plus commentary, sports, weather & traffic. Beginning at 9 am, network & local news at :60 surrounded by pop-country music with emphasis on all time hits. Sat: block religious & information in AM, local & national music/news remainder of day. Sun: total block programming, religious, public affairs or educational programs. (Remotes available on all days.) COMMERCIAL POLICY: maximum of 13 minutes of commercial content per hour. Rec'd 3/4/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rex Rand.
Operations Manager—Phil Scott.

3. FACILITIES
50,000 w. days; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 21d, 24b, 24c, 25b, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60d, 60e, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 14 Eff 8/1/70—Rec'd 7/6/70.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	11 ti	20 ti
AA	25	23	20	15
A	21	19	16	12

30 SECONDS

AA	20	18	16	12
A	15	12	11	9

7. PACKAGE PLANS
ROS

PER WK:	15 ti	25 ti
1 min	14	12
30 sec	9	8

ROS NOT QUOTED OR GUARANTEED

PER WK:	10 ti	20 ti
Ea	14	12

8. PROGRAM TIME RATES

	Mon thru Sat			Sun		
	13 wk	26 wk	52 wk	13 wk	26 wk	52 wk
1 hr	95	85	75	130	120	110
1/2 hr	60	55	50	85	80	75
1/4 hr	45	40	35	55	50	45
5 min	20	18	16	20	18	16

10. SPECIAL FEATURES
NEWSCASTS

PER WK, EA:	3 ti	5 ti	10 ti
5 min	25	23	20

DISCOUNT
52 wk—10%

WLCY
1939
ST. PETERSBURG

KATZ RADIO

NAB RAB

A Rahall Station
Subscriber to the NAB Radio Code
Media Code 4 210 8190 2.00
WLCY, Inc., Box 10000, St. Petersburg, Fla. 33733. Phone 813-577-1111.
Other Office—Box 13800, Tampa, Fla. 33611, Phone 813-870-2222. TWX 810-863-0371.

STATION'S PROGRAMMING DESCRIPTION
WLCY: Programmed for 18-49 appeal.
MUSIC: contemporary. NEWS: emphasis on local news with mobile reports on traffic & other events of interest. 5 man news staff. Drive time news at :25 & :55. SPORTS: network personality at 8:25 am & 5:55 pm. Local sports personality at 6:55 & 7:55 am. Contact Representative for further details. Rec'd 8/26/74.

1. PERSONNEL
General Manager—Thomas B. Watson.
General Sales Manager—Raymond Yorke.
Program Director—Roy Whittaker.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 24 hours, EST.

4. AGENCY COMMISSION
15/0 time only: all bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7h, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e.
Basic Rates: 20b, 21a, 23a, 24b, 25a.
Contracts: 40a, 41, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60g, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
No. 6 Eff 3/1/74—Rec'd 1/24/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.
A—Mon thru Sat 10 pm-1 am; Sun 6 am-midnight.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	70	69	67	65
AA	60	59	57	55
A	53	52	50	48

AM only: Deduct 10.00 per spot.
30 sec/less 80% of 1-min.

8. PROGRAM TIME RATES
AM ONLY—MONDAY THRU SUNDAY

	5 min	10 min	1/4 hr	1/2 hr	1 hr
% of 1 min less FM	150	175	200	300	400

Submitted by Tom Watson.

W L C Y-FM
1970
TAMPA

NAB RAB NAFMB

A Rahall Station
Subscriber to the NAB Radio Code
Media Code 4 210 8191 0.00
WLCY-FM, Box 13800, Tampa, Fla. 33611. Phone 813-870-2222. TWX 810-863-0371.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLCY-FM: MUSIC: Adult contemporary-MOR. Contact Representative for further details. Rec'd 3/5/73.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 390 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WLCY. See that listing for rates.

TIME RATES
Eff————Rec'd 7/30/75.

6. SPOT ANNOUNCEMENTS
MON THRU SUN 6 AM-MIDNIGHT

PER WK, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	30	25	22	20

30 sec/less: 80% of 1-min.
Submitted by Tom Watson.

W Q S R (FM)
1973
SARASOTA

ABC-FM Spot Sales, Inc.

NAB NAFMB

(This is a paid duplicate of the listing appearing under Sarasota, Fla.)
Media Code 4 210 7182 0.00
Sarasota Radio Co., Box 7700, 1111 Beneva Rd., Sarasota, Fla. 33578. Phone 813-366-0424.

STATION'S PROGRAMMING DESCRIPTION
WQSR (FM): Programmed for 18-35 age group. MUSIC: Adult rock, albums only, live hosts, clustered music. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
Chairman-of-Board—Carroll P. Newton.
Pres. & Gen'l Mgr.—Edward A. (Ted) Rogers.
Sales Manager—Paul E. Delaney.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 655 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 15 days.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WQSA.

TIME RATES
No. 6 Eff 2/15/75—Rec'd 1/22/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10-1 am.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	50	45	40	35	30
30 sec	40	36	32	28	24
CLASS AA					
1 min	40	35	30	25	20
30 sec	32	28	24	20	16

(D)

W Q X M
1968
CLEARWATER

HR STONE radio

NAB RAB

A Plough, Inc., Station.
Subscriber to the NAB Radio Code
Media Code 4 210 8300 7.00
Plough Broadcasting Co., Inc., Box 4809, 8320 Starkey Rd., Clearwater, Fla. 33518. Phone 813-391-9988. Tampa phone 813-224-0742.

STATION'S PROGRAMMING DESCRIPTION
WQXM: Programmed for adults with popular and middle-of-the-road music in stereo.
A mix of large orchestras, big band sounds and small combos arranged in 1/4 sets with a pacing of fast, slow and moderate rhythms to suit the hour of the day. No vocals. Commercials single or double-spotted each 1/4 hour. Contact Representative for further details. Rec'd 2/13/70.

1. PERSONNEL
President—H. Wayne Hudson.
Sta. & Sales Mgr.—Jim Johnson.

2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 439 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; net 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WSUN.
Affiliated with American Information Network.

TIME RATES
No. 10 Eff 4/1/75—Rec'd 5/5/75.
AM Drive—Mon thru Sun 6-10 am.
Daytime—Mon thru Sun 10 am-3 pm.
PM Drive—Mon thru Sun 3-7 pm.
Evenings—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
PER WK:	1-12	18 ti	24 ti	30 ti	36 ti
PER YR:	156x	312x	520x	780x	1040x
AM or PM Drive	14.00	13.50	13.00	12.50	12.00
Daytime	15.00	14.50	14.00	13.50	13.00
Evenings	13.00	12.50	12.00	11.50	11.00
	30 SECONDS				
AM or PM Drive	11.20	10.80	10.40	10.00	9.60
Daytime	12.00	11.60	11.20	10.80	10.40
Evenings	10.40	10.00	9.60	9.20	8.80

Overnight, flat 5.00.

WQXM/WSUN spot purchases combinable to earn greatest frequency on each station.
Submitted by Jim Johnson.

W Q Y K — W Q Y K-FM
1946 — 1958
TAMPA

NAB

Media Code 4 210 8310 6.00
Sun Coast Radio, Inc., Box 1274, Tampa, Fla. 33601. Phone 813-223-2584. St. Petersburg phone 813-576-6055.

STATION'S PROGRAMMING DESCRIPTION
WQYK: Modern Country.
All programs emceed by 6 AIR PERSONALITIES, available for remote broadcasts. Continuous audience participation contests and station promotions. NEWS: at :55 & 30. SPORTS: included in drive time. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 5/3/73.

1. PERSONNEL
President—Marshall Rowland.
Vice-Pres. & Gen'l Mgr.—Don Hibbitts.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
10,000 w. days; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 100,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13d, 14a, 15b, 15c.
Basic Rates: 20b, 21b, 22b, 24a, 25a, 26b, 28c, 29a, 29b, 33d.
Contracts: 40c, 42b, 42d, 44a, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 6/15/74—Rec'd 8/21/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	30 sec	1 min	30 sec	1 min	30 sec	1 min
1 x	18	22	17	21	16	20
52 x	16	20	15	19	14	18
104 x	14	18	13	17	12	16
260 x	12	16	11	15	10	14
520 x	10	14	9	13	8	12
1040 x	9	13	8	12	7	11

10 sec: 50% of 1-min.
B: 1 min 10 B: 30 sec 8

7. PACKAGE PLANS
MON THRU SUN—24 HOURS

PER WK, ROS	10 ti	20 ti	30 ti
30 sec	10	9	8
1 min	14	13	12

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—30-sec rate, plus 25%.

W R B Q (FM)
1954
TAMPA

EASTMAN RADIO, INC.

RAB

A Southern Broadcasting Company Station
Media Code 4 210 8317 1.00
Southern Broadcasting Co. 5510 Gray St., Tampa, Fla. 33609. Phone 813-879-1420, St. Petersburg phone 813-821-6708.

STATION'S PROGRAMMING DESCRIPTION
WRBQ (FM): Programmed for ages 12-49. MUSIC: Blend of current and recent gold hits. Year 'round contests. COMMERCIAL POLICY: Maximum 8 min. per hour. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
General Manager—Peter (Pete) M. Schulte.
Operations Manager—Bill Garcia.
Chief Engineer—Ralph Beaver.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w. circular polarized; 104.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 555 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15d.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 44b, 46, 47b, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 4 Eff 7/15/75—Rec'd 7/14/75.
I—Mon thru Fri 6-10 am & 3-10 pm; Sat 6 am-10 pm.
II—Mon thru Sat 10 pm-midnight; Mon thru Fri 10 am-3 pm.
III—Mon thru Sat 5-6 am & midnight-1 am; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	I		II		III	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	60	48	50	40	30	24
6 ti	58	46	48	38	28	22
12 ti	56	44	45	36	25	20

Submitted by Miss Mary C. Downey.

Go with no.1 in Tampa/St.Pete ...WRBQ

WRBQ gets the lion's share of Tampa listeners when it counts:

#1 Adults 18-49 All Day Parts
#1 Adults 18-34 All Day Parts
#1 Women 18-49 All Day Parts
#1 Men 18-49 PM Drive
#1 Men 18-34 AM Drive
#1 Women 18-34 All Day Parts
#1 Teens All Day Parts

ARB Apr/May '75, aqh TSA M/F. Data subject to qualifications of survey.

WRBQ: now the solid #1 contemporary station in the 17th ADI market.

WRBQ
Tampa/St. Pete
Rep. by EASTMAN RADIO

W S O L
1950
TAMPA

Spanish Programs

NAB

A Rust Craft Station
Subscriber to the NAB Radio Code
Media Code 4 210 8325 4.00
WSOL, a division of Rust Craft Greeting Cards, Inc., 1711 W. Kennedy Blvd., Tampa, Fla. 33606. Phone 813-253-0135.

STATION'S PROGRAMMING DESCRIPTION
WSOL: Programmed for adult religious audience 6 am-1 pm weekdays and all Sun. Local and national religious programs with sacred and gospel music. Ethnic program of general interest conducted by local personality addressed to Spanish speaking audience in area 1 pm-sign-off weekdays. Music, news, sports reports, taped Spanish soap opera, taped Spanish comedy program, community interests, household interests. Contact Representative for further details. Rec'd 8/7/67.

1. PERSONNEL
President—Marshall Berkman.
General Manager—Charles H. Acton.
Program Director—Van Wilson.

2. REPRESENTATIVES
Caballero Spanish Media, Inc.
Rust Craft Stations: See Rep & S/O pages.

3. FACILITIES
5,000 w. days; 1300 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 11b, 12a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33c.
Contracts: 40a, 41, 42a, 44a, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60b, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
Eff————Rec'd 3/4/75.

6. SPOT ANNOUNCEMENTS

	12x	26x	52x	104x	260x	312x
1 min	21.00	18.20	16.80	15.40	14.70	14.00
30 sec	16.80	14.50	13.50	12.50	11.75	11.20

8. PROGRAM TIME RATES

	12x	26x	52x	104x	260x	312x
1 hr	165.00	140.00	125.00	.....	.....	.....
1/2 hr	105.00	90.00	85.00	75.00	70.00	65.00
1/4 hr	62.50	52.50	50.00	45.00	42.00	37.50
5 min	28.00	18.25	16.80	15.50	14.75	14.00

W S S T
1972
LARGO

Media Code 4 210 8347 8.00
WSST Radio, Box 800, 800 S.E. 8th Ave., Largo Fla. 33540. Phone 813-581-9424.

1. PERSONNEL
General Manager—E. W. Ble.
Station Manager—Robert J. Hensler.
Assistant Manager—Agnete S. Rose.

2. REPRESENTATIVES
Gert Bunchez and Associates.

3. FACILITIES
250 w. days; 800 kc. Directional.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a
Member: Farm Radio Network, Gert Bunches & Associates Group.

TIME RATES
Eff 11/1/73—Rec'd 11/6/73.

7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	25 ti
1 min	10.50	9.50	8.50	7.50	6.50
30 sec	9.00	7.75	6.50	6.00	5.25
10/15 sec	5.75	5.25	4.75	4.25	4.00

8. PROGRAM TIME RATES

	1x	26x	52x	260x	312x
1 hr	99	93	87	.....	.....
1/2 hr	51	48	44	39	37
1/4 hr	36	32	29	24	21
5 min	21	18	16	13	13

Edited by Robert J. Hensler.

(Tampa-St. Petersburg continued on next page)

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

FLORIDA

Tampa-St. Petersburg—Continued

WSUN
1927
ST. PETERSBURG

HR STONE radio

NAB RAB

A Plough Inc. Station
Subscriber to the NAB Radio Code

Media Code 4 210 8370 0.00
Plough Broadcasting Co., Inc., 201 Second Ave. N., St. Petersburg, Fla. 33701. Phone 813-821-6262, Tampa phone 813-224-0700.
Mailing address: Box 761, St. Petersburg, Fla. 33731.

1. PERSONNEL
President—H. Wayne Hudson (Memphis).
Vice-Pres. & Gen'l Mgr.—Hugh A. Brown.
General Sales Manager—Don Boyles.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 620 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61b, 62b.
Product Protection
All reasonable care will be exercised to avoid the scheduling of advertising in an obviously competitive manner. It is the station's intent to provide at least 10 minutes separation between directly competitive products; however, liability for rebates, credits or makegoods is limited to those occasions when both commercials are originated by the station.
FM facilities: WQXM.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 59 Eff 5/1/75—Rec'd 5/23/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
Evenings—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.
Weekend Drive—Sat & Sun 10 am-7 pm.
Sunday AM—Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	18 ti	24 ti	30 ti	36 ti
PER YR:	156x	312x	520x	780x	1040x
AMD	30.00	28.00	26.00	24.00	22.00
DT	26.00	24.00	22.00	20.00	18.00
PMD	22.00	20.00	18.00	16.00	14.00
Eve	16.00	14.00	12.00	10.00	8.00
ON	10.00	8.00	7.00	6.00	5.00
WD	24.00	22.00	20.00	18.00	16.00
SAM	22.00	20.00	18.00	16.00	14.00

30 SECONDS

AMD	24.00	22.50	21.00	19.00	17.50
DT	21.00	19.00	17.50	16.00	14.50
PMD	17.50	16.00	14.50	13.00	11.00
Eve	13.00	11.00	9.50	8.00	6.50
ON	8.00	6.50	5.50	5.00	4.00
WD	19.00	17.50	16.00	14.50	13.00
SAM	17.50	16.00	14.50	13.00	11.00

10 sec: 50% of 1-min. preemptible.

7. PACKAGE PLANS
TAP—1/4 AMD, 1/4 DT, 1/4 PMD, 1/4 EVE

PER WK, EA:	12 ti	16 ti	20 ti	24 ti	28 ti	32 ti	36 ti
1 min	22.50	21.00	19.50	18.00	16.50	15.00	13.50
30 sec	18.00	17.00	15.50	14.50	13.00	12.00	11.00

10 sec: 50% of 1-min. preemptible.

10. SPECIAL FEATURES
5-min Newscast—1-1/2x 1-min.

WSUN/WQXM combinable for discount.
Edited by Hugh A. Brown.

WTAN
1946
CLEARWATER

NAB RAB

Media Code 4 210 8415 3.00
Clearwater Radio Inc., Box 1109, 200 Pierce Blvd., Clearwater, Fla. 33517. Phone 813-446-3084.

STATION'S PROGRAMMING DESCRIPTION
WTAN: Format based on frequent & brief informational features bridged with conservative MOR standards & selected current popular music (melodic arrangements only). NEWS: network at :60; local summaries 4 times daily with special reports as indicated. SPORTS: 3 outdoor reports daily (fishing, boating, etc.); play-by-play college & local football, championship fast-pitch softball; local basketball; locally important golf & other events. Weather service wire hourly at :15; selected syndications. Rec'd 8/30/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. Dennison Parker.
Asst. Mgr. & Chief Engr.—Frank L. Reid.
Vice-Pres. & Com'l Mgr.—James J. Short.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62a.
Cancellation: 71a, 73a.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/73—Rec'd 5/24/73.

6. SPOT ANNOUNCEMENTS

SPECIFIED TIME

	1x	10x	25x	50x	100x	200x	300x	500x
1 min	10.00	9.50	9.00	8.50	8.25	8.00	7.75	7.50

ROS

1 min	9.00	8.50	8.00	7.50	7.25	7.00	6.75	6.50
30 sec	8.00	7.50	7.00	6.50	6.25	6.00	5.75	5.50
15 sec	6.00	5.50	5.25	5.00	4.75	4.50	4.25	4.00

7. PACKAGE PLANS

ROS

1 MINUTE

PER WK, EA:	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	8.00	7.50	7.25	7.00	6.75
3 wk	7.50	7.25	7.00	6.75	6.50
6 wk	7.25	7.00	6.75	6.50	6.50
13 wk, minimum	7.00	6.75	6.50	6.50	6.50

30 SECONDS

1 wk	7.00	6.50	6.25	6.00	5.75
3 wk	6.50	6.25	6.00	5.75	5.50
6 wk	6.25	6.00	5.75	5.50	5.50
13 wk, minimum	6.00	5.75	5.50	5.50	5.50

15 SECONDS

1 wk	----	5.00	----	4.50	4.25
3 wk	----	4.75	----	4.25	4.00
6 wk	----	4.50	----	4.00	4.00
13 wk, minimum	----	4.25	----	4.00	4.00

8. PROGRAM TIME RATES

	1x	10x	25x	50x	100x	200x	300x
10 min	25.00	21.00	18.00	16.00	15.00	14.50	14.00
5 min	20.00	16.00	14.00	12.00	11.00	10.50	10.00

WTAN-FM
1963
CLEARWATER

RAB NAFMB

Media Code 4 210 8416 1.00
Clearwater Radio, Inc., Box 1109, 200 Pierce Blvd., Clearwater, Fla. 33517. Phone 813-446-3084.
Studios & Offices: Clearwater Bayfront.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTAN-FM: Duplicates AM 6-8:30 am. Thereafter format consists of instrumental & choral arrangements of standard popular & semi-classical music with half hourly news & weather briefs at :60 & :30. COMMERCIAL POLICY: commercial time limited to 3 minutes per half hour segment plus station breaks. Rec'd 8/30/71.

3. FACILITIES
ERP 18,250 w.; 95.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/73—Rec'd 5/24/73.

6. SPOT ANNOUNCEMENTS

ROS

	1x	10x	25x	50x	100x	200x	300x	500x
1 min/less	7.50	7.00	6.75	6.50	6.25	6.00	5.75	5.50

7. PACKAGE PLANS

PER WK, EA:	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	6.50	6.25	6.00	5.75	5.50
3 wk	6.25	6.00	5.75	5.50	5.50
6 wk	6.00	5.75	5.50	5.50	5.50
13 wk, minimum	5.50	5.50	5.50	5.50	5.50

WTMP
1954
TAMPA

Independent Black

Media Code 4 210 8505 1.00
WTMP, (A Div. of Golf South Communications, Ltd.). Box 1101, Tampa, Fla. 33601. Phone 813-626-4108.

STATION'S PROGRAMMING DESCRIPTION
WTMP: Programmed primarily for Black audience. MUSIC: rhythm & blues, rock. Black AIR PERSONALITIES do all shows including live commercials. NEWS: UPI at :55; headlines at :30; weather checks at :15. Live & recorded interviews with civic leaders & city officials on matters of interest. Remote facilities available. Sun: direct broadcast from leading Black churches. Contact Representative for further details. Rec'd 2/25/75.

1. PERSONNEL
President—R. A. McLeod, Sr.
General Manager—Robert L. Gilder.
General Sales Manager—Charles Gilbert.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days; 1150 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 4 Eff 6/1/73—Rec'd 5/11/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	7 ti	13 ti	19 ti	25 ti
CLASS AAA					
1 wk	27.50	25.00	23.00	21.00	19.00
7 wk	27.00	24.50	22.50	20.50	18.50
13 wk	26.50	24.00	22.00	20.00	18.00
26 wk	26.00	23.50	21.50	19.50	17.50
52 wk	25.50	23.00	21.00	19.00	17.00
CLASS AA					
1 wk	23.00	21.00	19.00	17.00	15.00
7 wk	22.50	20.50	18.50	16.50	14.50
13 wk	22.00	20.00	18.00	16.00	14.00
26 wk	21.50	19.50	17.50	15.50	13.50
52 wk	21.00	19.00	17.00	15.00	13.00

30 SECONDS

CLASS AAA					
1 wk	22.00	20.00	18.00	17.00	16.00
7 wk	21.50	19.50	17.50	16.50	15.50
13 wk	21.00	19.00	17.00	16.00	15.00
26 wk	20.50	18.50	16.50	15.50	14.50
52 wk	20.00	18.00	16.00	15.00	14.00
CLASS AA					
1 wk	19.00	17.00	15.00	14.00	13.00
7 wk	18.50	16.50	14.50	13.50	12.50
13 wk	18.00	16.00	14.00	13.00	12.00
26 wk	17.50	15.50	13.50	12.50	11.50
52 wk	17.00	15.00	13.00	12.00	11.00

ID's: 50% of 1-min.
Edited by Robert L. Gilder.

WWBA and WWBA-FM
1946 1965
ST. PETERSBURG

Beautiful Music

An Ed Winton Station
Media Code 4 210 8525 9.00
WWBA, Inc., Box 22000, 2787 62nd Ave. N., St. Petersburg, Fla. 33742. Phone 813-527-2111 or 813-229-8650.

STATION'S PROGRAMMING DESCRIPTION
WWBA: Programmed for adults.
MUSIC: 80% album music, 20% popular of adult appeal. Single play list combines standards, new tunes and original casts. 4 vocals each hour, music played in 12 min segments. Commercials are adjacent to features of news, market reports or weather. Station subscribes to UP, Associated Press and Dow Jones Business Wire. Contact Representative for further details. Rec'd 11/4/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Winton.
Sales Manager—William Schricker.
Station Manager—William Dutcher.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
1,000 w.; 630 kc.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.3 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 505 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 60i.
Cancellation: 70b, 70c, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES
WWBA and WWBA-FM COMBINATION
Eff 8/1/74—Rec'd 11/1/74.

6. SPOT ANNOUNCEMENTS

AM/FM COMBO

	6 ti	12 ti	18 ti	24 ti
1 min	36	34	32	29
30/20 sec	33	31	29	26

SINGLE STATION RATES—AM OR FM

1 min	31	29	27	24
30/20 sec	28	26	24	21

Fixed position at any time: add 3.00 per unit.

7. PACKAGE PLANS

TAP

Radio 68 Drive Time, 10 per wk.
Radio 68 Housewife Time, 12 per wk.
Radio 68 Weekend, 10 per wknd.
Stereo 107, 12 per wk.
Total 44 spots, per wk. 748.00
Edited by William Dutcher.

WYOU
1965
TAMPA

Media Code 4 210 8550 7.00
WYOU Radio Inc., Box 1988, 1333 W. Cass St Tampa, Fla. 33601. Phone 813-253-6071.

1. PERSONNEL
Pres. & Gen'l Mgr.—Art Reuben.
Operations Manager—Bill Polk.

3. FACILITIES
10,000 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 14a.
Basic Rates: 20a, 23a, 24a, 25a, 29a.
Contracts: 40a, 42a, 46, 47a.
Comb.: Cont. Discounts: 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.

TIME RATES
Eff ———Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	24 ti	36 ti
1 min	8.50	8.00	7.50	7.25

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5-min—1-1/2x 1-min rate.

10. SPECIAL FEATURES
5-min news—1-1/2x 1 min rate.

DISCOUNTS
26 wk in 52 wks—4% 52 consec wks—10%
Edited by Bill Polk.

TITUSVILLE (1 AM; 1 FM)

Brevard County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WRMF
1957

WRMF-FM
1968

RAB

A Fairbanks Station
Subscriber to the NAB Radio Code

Media Code 4 210 8595 2.00
WRMF, Inc., Box 1060, 1500 Queen St., Titusville, Fla. 32780. Phones 305-267-2141, 1121.

STATION'S PROGRAMMING DESCRIPTION
WRMF: Programmed for mass appeal.
AIR PERSONALITIES handle all segments. NEWS: 10-min at 7 & 8 am, 12N, 4, 5, 6 pm. 5-min at 6:30, 7:30 & 8:30 am & 5:30 pm. All other times 5-min at :60. Emphasis on local news, news director. MUSIC: Contemporary, MOR, designed for adults 25-49. SPORTS: live & taped, originating both locally & network.
WRMF-FM: Swap Show, M-F, 9:05-10 am. Rec'd 4/30/74

1. PERSONNEL
President—R. M. Fairbanks.
General Manager—R. L. Bright.
Program Director—Larry Knight.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 1060 kc. Non-directional.
Operating schedule: 24 hours. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.3 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 234 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 61b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

(This listing continued on next page)

ST. PETERSBURG/TAMPA
RADIO WSUN
Sold by HR/STONE
Source: ARB Apr/May '75 vs. Apr/May '74 avg ¼ hr 6 am-Mid M/S TSA.

"What a Difference a Year Makes."

Metro Audience
WSUN Country 12+ up 67.7%, #1
Men up 69.7%, #1
Women up 61.5%, #1

9-County—Non-Metro Audience
WSUN Country 12+ up 76.3%, #1
Men up 106.3%, #1
Women up 36.4%, #1

WSUN Country #1. Southwest Florida's most powerful radio station. 5,000 watts, 620 kc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/73—Rec'd 1/3/73.
AA—Mon thru Fri 6-9:30 am & 3-7 pm.
A—Mon thru Fri 9:30 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mn thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min
7 ti or less	9.00	7.00	7.00	5.00	3.50
16 ti	8.00	6.00	6.00	4.00	3.00
25 ti	7.00	5.00	5.00	3.00	2.50

C: Flat 2.00.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

	15 ti	24 ti	36 ti	60 ti
1 min	5.00	4.50	4.25	4.00
30 sec	3.50	3.00	2.75	2.50

DISCOUNT
26 wk—5% 52 wk—10%

VALPARAISO-NICEVILLE

Okaloosa County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WFSH
1959
Media Code 4 210 8640 6.00
WFSH Inc., Box 308, 90 E. Eastview Ave., Valparaiso, Fla. 32580. Phone 904-678-2141.
STATION'S PROGRAMMING DESCRIPTION
WFSH: Country & western.
1. PERSONNEL
General Manager—Dick Paisley.
3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
TIME RATES
Eff———Rec'd 6/9/71.
8. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	50 ti	100 ti	150 ti	200+
1 min	12.00	10.00	8.00	7.00	6.50
30 sec	10.00	8.00	6.00	5.00	4.50

Submitted by Dick Paisley.

VENICE (1 AM; 1 FM)

Sarasota County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WAMR
1960
Media Code 4 210 8685 1.00
Venice Nokomis Broadcasting Co., Box 767, Auburn Rd., Venice, Fla. 33595. Phone 813-488-4159.
1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Dick Doudna.
3. FACILITIES
500 w. days; 1320 kc. Non-directional.
Operating schedule: Sign-on-6 am. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Operating schedule: 6:30 am-11 pm. EST.
Antenna ht.: 315 ft. above average terrain.
Simulcast 6:30 am-local sunset.
4. AGENCY COMMISSION
15/0 net time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 5 Eff 1/1/74—Rec'd 5/30/75.
6. SPOT ANNOUNCEMENTS
1 min 3.25 30 sec 2.25
Edited by Dick Doudna.

WAMR-FM
1974

VERO BEACH (2 AM; 1 FM)

Indian River County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WAXE
1954
Media Code 4 210 8730 5.00
Shargo, Inc., Box 39, Vero Beach, Fla. 32960. Phone 305 567-3934.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard L. Crage.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
1,000 w.; 1370 kc. Regional Frequency. Non-directional.
Operating schedule: 8 am-local sunset. EST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Rates effective May 11, 1964.
Rates received June 4, 1964.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	4.50	3.50	2.00
13 ti	4.25	3.30	1.90
26 ti	4.00	3.10	1.80
52 ti	3.75	2.90	1.70
104 ti	3.50	2.70	1.60
156 ti	3.25	2.50	1.50
260 ti	3.00	2.30	1.40
312 ti	2.75	2.10	1.30

WGYL (FM)
1970
Subscriber to the NAB Radio Code
Media Code 4 210 8750 3.00
WGYL Radio Corp., 1500 20th St., Vero Beach, Fla. 32960. Phone 305-567-8366.
1. PERSONNEL
Pres. & Gen'l Mgr.—Budy Hubbard.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 174 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.
TIME RATES
No. 4 Eff 9/1/74—Rec'd 9/4/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	208x	312x	500x	1000x
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	5.00	4.80	4.60	4.40	4.20	4.00	3.80

7. PACKAGE PLANS

ROS. 7 DAYS:	21 ti	28 ti	42 ti	70 ti
30 sec	92.40	117.60	168.00	266.00
1 min	110.25	140.00	199.50	315.00
ROS. 30 DAYS:	**30 ti**	**60 ti**	**90 ti**	**120 ti**
30 sec	138.00	264.00	378.00	480.00
1 min	165.00	315.00	450.00	570.00

WTTB
1954
Subscriber to the NAB Radio Code
Media Code 4 210 8775 0.00
Tropics, Inc., Box 2440, 1536 20th St., Vero Beach Fla. 32960. Phone 305-562-5454.
STATION'S PROGRAMMING DESCRIPTION
WTTB: PERSONALITIES handle all segments.
1. PERSONNEL
Gen'l Mgr. & Sports Dir.—R. H. Hazel.
3. FACILITIES 1,000 w. days, 250 w. nights; 1490 kc.
Operating schedule: 5:45 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 6/1/73—Rec'd 5/25/73.
6. SPOT ANNOUNCEMENTS

	1x	50x	100x	200x	300x	500x	1000x
1 min	5.50	4.95	4.40	3.85	3.30	2.75	2.50
30 sec	4.50	4.05	3.60	3.15	2.70	2.25	2.00
10 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.15

7. PACKAGE PLANS

PER WK, ROS:	20 ti	30 ti	40 ti	50 ti
1 min	66	93	116	140
30 sec	49	72	92	110

Net to station.

WAUCHULA

Hardee County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WAUC
1958
Media Code 4 210 8820 4.00
Barco, Inc., Box 936, Wauchula, Fla. 33873. Phone 813-773-9453.
1. PERSONNEL
General Manager—Samuel L. Rosenberger.
2. REPRESENTATIVES
Donald Cooke, Inc.
Florida Media Reps.
3. FACILITIES
500 w. days; 1310 kc. Non-directional.
Operating schedule: 8:00 am-6:00 pm. EST.
4. AGENCY COMMISSION
15/0 time and talent only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Florida Growers Radio Network.
TIME RATES
Rates effective June 1, 1964.
Card received August 6, 1964.
6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

26 ti	4.10	260 ti	2.40
52 ti	3.90	312 ti	3.00
156 ti	3.50		

WEST PALM BEACH
(including Boynton Beach, Lake Worth, Palm Beach and Riviera Beach)
(7 AM; 4 FM)
Plus 1 paid cross reference.
Palm Beach County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	32	32	32	20
B	32	32	32	18
C	24	22	24	18
D	20	22	22	15
AVERAGE	27	27	28	18

WDBF
DELRAY BEACH
CBS Radio Network
City of license, Delray Beach, Fla.
Considered by CBS Radio Network as their West Palm Beach outlet.
See listing under Delray Beach, Fla.

WEAT
1948
WEST PALM BEACH
American Information Network
KATZ RADIO
Modern Country
A Curt Gowdy Station
Subscriber to the NAB Radio Code
Media Code 4 210 8865 9.00
Gowdy Florida Broadcasting, Box 70, West Palm Beach, Fla. 33402. Phone 305-965-5500.
STATION'S PROGRAMMING DESCRIPTION
WEAT: Programmed for adults.
MUSIC: modern country with concentration on country top 50 with pick hit of week & album of week, plus old gold & modern country comers. NEWS: network at :60, local at :30; special sports updates 3:30, 4:30 & 5:30 pm; weather at :15 & 45; frequent marine & beach reports. Contact Representative for further details. Rec'd 10/7/74.
1. PERSONNEL
President—Curt Gowdy.
Station Manager—Eleanor Larsen.
General Sales Manager—Ronald Winblad.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES 1,000 w.; 850 kc. Directional.
Operating schedule: 5:25-1 am. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 101, 111, 121, 131, 14g, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62a, 62d.
Cancellation 70a, 70d, 71a, 73a.
Prod. Services: 82.
Affiliated with American Information Network.
Affiliated with Katz Radio Network.
TIME RATES
AM/FM COMBINATION
No. 14 Eff 5/1/74—Rec'd 5/3/74.
AAA—Mon thru Sun 6 am-7 pm.
AA—All other times.
9. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 6 ti	AAA 12 ti	AAA 18 ti	AA 1 ti	AA 6 ti	AA 12 ti	AA 18 ti
1 min	45	42	40	38	30	28	26	24

30/20 sec: 80% of 1-min.
10 sec: AM only, 50% of 1-min.
AM only: Deduct 8.00.
AM only fixed position, news/weather/sports adjacencies: 1-min rate plus 20%.

WEAT-FM
1969
WEST PALM BEACH
KATZ RADIO
NAFMB
A Curt Gowdy Station
Subscriber to the NAB Radio Code
Media Code 4 210 8866 7.00
Gowdy Florida Broadcasting, Box 70, West Palm Beach, Fla. 33402. Phone 305-965-5500.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WEAT-FM: Programmed for adults.
MUSIC: popular, standard, film & showtunes with full orchestration; limited single & group vocals.

programmed in uninterrupted segments. NEWS: capsules at :60, COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 10/7/74.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 520 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WEAT. See that listing for rates.
TIME RATES
FM only: Deduct 8.00 from AM/FM combination.

WGMW (FM)
1971
RIVIERA BEACH
Selcom, Inc.
Media Code 4 210 8910 3.00
Wardall Broadcasting Inc., 100 W. Blue Heron Blvd., Riviera Beach, Fla. 33404. Phone 305-842-4616.
STATION'S PROGRAMMING DESCRIPTION
WGMW (FM): Programmed for adults.
MUSIC: blend of general popular music. Instrumentals & vocals, film music, show tunes, standards & MOR presented in uninterrupted quarter hour segments by air personalities. Frequent weather & marine reports. NEWS: local news gathered & reported by news director 5x daily. Network news at :30. Network news commentary twice daily. Financial reports & commentaries. COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 6/3/75.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert J. Ward.
General Sales Manager—James W. Campbell, Jr.
Operations Manager—Steve St. John.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 101, 111, 121, 131, 14g, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62a, 63d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Affiliated with CBS.
TIME RATES
No. 1 Eff 4/7/75—Rec'd 4/7/75.
Premium—Mon thru Sat 9 am-7 pm.
Prime—Mon thru Sat 6-9 am & 7-9 pm.
*Preferred—Mon thru Sat 6-9 pm.
*BTA—Mon thru Sat 5:30-12:30 am.
(*) Equal rotation.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	25 ti	50 ti	75 ti
Premium	22	20	18	16
Prime	20	18	16	14
Preferred time	18	16	14	12
BTA	15	13	11	9

30 sec: 85% of 1-min.
7. PACKAGE PLANS
ANNUAL BTA—MON THRU SAT 6 AM-MIDNIGHT

	100x	520x	750x
1 min, flat	13	11	9

WEEK-END—SAT & SUN 24 HOURS

BTA:	10 ti	20 ti	30 ti	40 ti
1 min	11	10	9	8

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
Edited by Steve St. John.

WIRK
1947
WEST PALM BEACH
mcgavren-guild
pgw radio, inc.
Subscriber to the NAB Radio Code
Media Code 4 210 8955 8.00
Ken Sell, Inc., Box 3828, West Palm Beach, Fla. 33402. Phone 305-965-9211.
STATION'S PROGRAMMING DESCRIPTION
WIRK: Programmed for general interest.
AIR PERSONALITIES handle all segments. MUSIC: current hits. News: at :55; 2 min at :30 drive times only. Local news on all newscasts. Editorials weekly. 3 man local news staff. Mobile unit includes 7 cars, boat & airplane. Sports, stock reports, weather, contests within musical segments. Contact Representative for further details. Rec'd 5/3/72.
1. PERSONNEL
President—Joseph S. Field, Jr.
Vice-Pres. & Gen'l Mgr.—Rome J. Hartman.
Commercial Manager—James L. Barnetta.
2. REPRESENTATIES
McGavren-Guild, Inc.

(This listing continued on next page)

West Palm Beach—W I R K—Continued

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1290 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time; rendered monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24c, 25a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 4 Eff 9/1/74—Rec'd 8/1/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK:	1 min	30/less	1 min	30/less
1-6 ti	17.00	13.60	13.60	10.90
12 ti	15.00	12.00	12.00	9.60
18 ti	14.00	11.20	11.20	9.00
24 ti	13.00	10.40	10.40	8.30
AM/FM COMBINATION				
1-6 ti	30.00	24.00	24.00	19.20
12 ti	28.00	22.40	22.40	17.90
18 ti	26.00	20.80	20.80	16.60
24 ti	24.00	19.20	19.20	15.40

W I R K-FM

1965
WEST PALM BEACH

Media Code 4 210 8956 6.00
Ken Sell, Inc., Box 3828, West Palm Beach, Fla. 33402. Phone 305-965-9211.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WIRK-FM: MUSIC: modern country. AIR PERSONALITIES handle all segments live. NEWS: 3 man local news staff. COMMERCIAL POLICY: maximum 12 commercial minutes per hour. Contact Representative for further details. Rec'd 8/27/73.

2. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with WIRK. See that listing for rates.

TIME RATES
Rates are identical to WIRK. See that listing.

W J N O

1936
WEST PALM BEACH

R A B

Media Code 4 210 9000 2.00
Walter-Weeks Broadcasting, Inc., Box 189, 1500 N. Flagler Dr., West Palm Beach, Fla. 33402. Phone 305-659-1230.

STATION'S PROGRAMMING DESCRIPTION
WJNO: Adult programming.
MUSIC: MOR. AIR PERSONALITIES handle all segments. NEWS: network major news at noon, morning & afternoon drive. Local news hrly. Weather hrly. Editorials daily. Live talk show nights. SPORTS: pro baseball, university football, Indianapolis 500, motor racing, local high school football & basketball. Community involvement with local insight & perspective programs on weekends. Contact Representative for further details. Rec'd 7/21/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William H. Tewell.
Regional Sales Manager—Jim Cassaday.
Operations Director—Bill Calder.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24c, 25a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 62d, 62e.

TIME RATES
No. 16 Eff 5/19/75—Rec'd 7/21/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	12	10	11	9	9	7
101 x	11	9	10	8	8	6
251 x	10	8	9	7	7	5
501-1000	9	7	8	6	6	4

10 sec: Flat 5.00.

7. PACKAGE PLANS

SATURATION PACKAGES

	Wkly-BTA				-*Wknd-	
	50	40	20	16	30	20
1 min	9	10	11	12	7	8
30 sec	7	8	9	10	5	6

(*) Sat & Sun 5:30 am-midnight.
Saturation Packages may be cross combined to earn numerical frequency. Not subject to retroactive discount. Schedules on AM & FM may be cross combined for package and frequency rates.
Submitted by Bill Tewell.

W J N O-FM

1957
PALM BEACH

R A B

Media Code 4 210 9001 6.00
Walter-Weeks Broadcasting, Inc., Box 189, 1500 N. Flagler Dr., West Palm Beach, Fla. 33402. Phone 305-659-1230.

STATION'S PROGRAMMING DESCRIPTION
WJNO-FM: MUSIC: top 40 contemporary. AIR PERSONALITIES handle segments 6 am-10 pm. Recorded 10 pm-6 am. NEWS: local news hrly. in morning drive & noon-time. Weather capsules each half hr. Contact Representative for further details. Rec'd 7/21/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William H. Tewell.
Regional Sales Manager—Jim Cassaday.
Operations Director—Bill Calder.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 62d, 62e.

TIME RATES
No. 2 Eff 5/19/75—Rec'd 7/21/75.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x	500x	1000x
CLASS AA					
1 min	11.00	9.50	8.75	7.50	6.00
30 sec	8.75	7.50	7.00	6.00	5.00
CLASS A					
1 min	9.50	8.00	7.25	6.25	5.00
30 sec	7.50	6.50	5.75	5.00	4.00

7. PACKAGE PLANS

SATURATION PACKAGES

WKLY, BTA:	60 ti	40 ti	20 ti	10 ti
1 min	7.00	7.50	8.00	9.00
30 sec	5.75	6.25	6.50	7.50

Saturation Packages may be cross combined to earn numerical frequency. Not subject to retroactive discount. Schedules on FM & AM may be cross combined for package and frequency rates.
Submitted by Bill Tewell.

W K A O

1975
BOYNTON BEACH

Media Code 4 210 9022 6.00
North American Broadcasting Corp., Box 1510, 400 Gulfstream Blvd., Boynton Beach, Fla. 33435. Phone 305-737-5000.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mark Prichard.
General Sales Manager—W. R. Blackburn.

2. REPRESENTATIVES
Frederick W. Smith.
Southern Spot Sales, Inc.
Florida—Bob Hundley, Broadcasting Representative.

3. FACILITIES
1,000 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 11b, 13b, 14b, 15d.
Basic Rates: 20a, 21d, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60f, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Affiliated with MBS.

TIME RATES
No. 1 Eff 12/72—Rec'd 2/21/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
1 MINUTE					
1 ti	7.00	6.80	6.60	6.40	6.20
10 ti	6.80	6.60	6.40	6.20	6.00
20 ti	6.60	6.40	6.20	6.00	5.80
30 ti	6.40	6.20	6.00	5.80	5.60
40-60 ti	6.20	6.00	5.80	5.60	5.40
30 SECONDS					
1 ti	6.00	5.80	5.60	5.40	5.20
10 ti	5.80	5.60	5.40	5.20	5.00
20 ti	5.60	5.40	5.20	5.00	4.80
30 ti	5.40	5.20	5.00	4.80	4.60
40-60 ti	5.20	5.00	4.80	4.60	4.40
15 SECONDS					
1 ti	4.50	4.30	4.10	3.90	3.70
10 ti	4.30	4.10	3.90	3.70	3.50
20 ti	4.10	3.90	3.70	3.50	3.30
30-60 ti	4.00	3.80	3.60	3.40	3.20

Scheduled 30% 6-10 am & 3-7 pm as available; 70% BTA 10 am-3 pm.

PER YR:	Open	13x	26x	52x	104x
1 min	7.00	6.80	6.60	6.40	6.20
30 sec	6.00	5.80	5.60	5.40	5.20
15 sec	4.00	3.90	3.80	3.70	3.60
	156x	260x	312x	520x	1040x
1 min	6.10	6.00	5.80	5.60	5.40
30 sec	5.10	5.00	4.80	4.60	4.40
15 sec	3.50	3.40	3.30	3.20	3.10

Annual contract/BTA; within 52-wk period.
Fixed position, extra 10%.

7. PACKAGE PLANS

PER MO, BTA:	20 ti	40 ti	60 ti	80 ti	100+
1 min	5.40	5.10	4.90	4.70	4.40
30 sec	4.40	4.10	3.90	3.70	3.46
15 sec	3.40	3.10	2.90	2.76	2.40

Run in 4 consec wks: preemptible by guaranteed time.

WEEKEND SATURATION, EA:	1 min	30 sec	15 sec
20 ti	4.40	3.80	3.00
30 ti	4.20	3.60	2.80

50% on consec Sat & Sun.
Fixed position, extra 10%.

8. PROGRAM TIME RATES

PER YR:	Open	13x	26x	52x	104x
1 hr	58.00	55.00	54.00	52.00	50.00
1/2 hr	39.00	36.00	35.00	34.00	32.00
1/4 hr	24.00	20.50	19.50	19.00	18.50
5 min	12.00	11.40	11.10	10.90	10.50
3 min	8.60	8.40	8.20	8.00	7.80
	156x	260x	312x	520x	1040x
1 hr	48.00	46.00	44.00	42.00	40.00
1/2 hr	30.00	29.00	27.00	25.00	24.00
1/4 hr	18.00	17.60	17.00	18.60	16.40
5 min	10.10	9.70	9.00	8.50	8.00
3 min	7.60	7.40	7.20	7.10	7.00

Annual contract/BTA within 52-wk period.

10. SPECIAL FEATURES

PER WK:	1 ti	10 ti	20 ti	30+
3 min	8.50	8.00	7.50	7.00
2 min	7.50	7.00	6.50	6.00
1 min	6.50	6.00	5.50	5.00

Incl 1 30-sec spot plus 10-sec open & close.
Network news adjacencies, extra 10%.
Edited by Mark Prichard.

W L I Z

1959
LAKE WORTH

Media Code 4 210 9045 7.00
WLIZ Radio, Box 1689, Lake Worth, Fla. 33460. Phone 305-585-5533.

STATION'S PROGRAMMING DESCRIPTION
WLIZ: MUSIC: Inspirational.
Contemporary talk show, 9-11 am. Rec'd 5/22/75.

1. PERSONNEL
General Manager—John R. Taylor.
Operations Manager—Doug De Vos.
Sales Manager—Al Whitman.

3. FACILITIES
1000 w. days; 1380 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 21b, 22b, 23a, 25c, 28b, 28c, 33a.
Contracts: 40a, 41, 44a, 44b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70c, 71a, 72.
Prod. Services: 80.

TIME RATES
Eff ————Rec'd 11/1/74.

6. SPOT ANNOUNCEMENTS

PER YR, BTA:	30x	60x	100x	150x	200x
1 min	8.00	6.50	5.50	4.75	3.75
30 sec	6.50	5.50	4.50	3.75	3.00

7. PACKAGE PLANS

10 DAYS:	10 ti	20 ti	30 ti	50 ti	80 ti
1 min	6.50	5.75	5.00	4.25	3.50
30 sec	5.25	4.60	4.00	3.50	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	75	40	25	15
52 x	65	35	21	10
260 x	60	30	15	(*)

(*) 7.50.

10. SPECIAL FEATURES
BREAKFAST FOR TWO—DAVE & MARY

	52x	260x	520x
1 min	7.00	6.25	5.50
30 sec	6.00	5.40	4.60

Finnish hr, 1-min 10.00. Spanish hr, 1-min 8.00.
Edited by John R. Taylor.

W P B R

1941
PALM BEACH

NAB R A B

Media Code 4 210 9082 0.00
Palm Beach Radio, Box 1340, Palm Beach, Fla. 33480. Phone 305-582-7401.

STATION'S PROGRAMMING DESCRIPTION
WPBR: Programmed for adults 25+.
MUSIC: MOR. AIR PERSONALITIES handle all segments. Popular music of today, yesterday & yesteryear; comedy, nostalgia, news, sports, community events. 10 am-2 pm talk block featuring news, commentary, discussion, public affairs, telephone audience participation, celebrity interviews. Contact Representative for further details. Rec'd 7/17/75.

1. PERSONNEL
Vice Pres. & Gen'l Mgr.—Everett H. Aspinwall, Jr.
Program Director—Valerie R. Aspinwall.
Sales Manager—William P. Dix, Jr.

2. REPRESENTATIVES
Atlanta Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40a, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont Discounts: 60a, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 1 Eff 11/1/72—Rec'd 12/18/72.

7. PACKAGE PLANS

FIXED:	1x	104x	156x	260x	312x
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	10.00	9.20	8.40	7.60	6.80
10 sec	7.00	6.50	6.00	5.50	5.00
PER WK, ROS:		7 ti	14 ti	21 ti	50+
1 min		7.50	7.00	6.50	6.00
30 sec		6.40	6.00	5.60	5.20
10 sec		4.75	4.50	4.25	4.00

6-10 am & 3-6 pm, per spot, extra 2.00.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%

8. PROGRAM TIME RATES

FIXED:	1x	52x	104x	156x	260x	312x
1 hr	100	90	80	70	60	55
1/2 hr	60	55	50	45	40	35
1/4 hr	40	37	34	31	28	25
10 min	30	28	26	24	22	20
5 min	20	19	18	17	16	15

WPOM

1959
RIVIERA BEACH

EASTMAN RADIO, INC.

NAB R A B

Media Code 4 210 9100 0.00
Riviera Broadcasting Corp., 4286 Upthegrove Ln., West Palm Beach, Fla. 33407. Phone 305-686-8000.
Miami—toll free 305-945-2266.

STATION'S PROGRAMMING DESCRIPTION
WPOM: Programmed for general audience appeal. NEWS: all news. Entire staff executing all news & information format; news editor, writers & editorial assistants plus area bureaus & stringers. Special enterprise & investigative reporting. Regularly scheduled features: reports on entertainment, restaurants, medicine, psychology, shopping, consumer affairs, law enforcement, energy crisis, sports, traffic, movie theater, coping, fishing, surfing, religion, stock market & frequent editorials. SPORTS: pro football, golf. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Alan X. Kornish.
Sales Manager—Tom Mayes.
Program Director—Jack Murphy.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 1600 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22b, 23a, 26, 28b, 29a.
Contracts: 40a, 42a, 46.
Comm.; Cont. Discounts: 60b, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman Radio Network.
Affiliated with NBC News & Information Service.

TIME RATES
No. 5 Eff 11/1/74—Rec'd 11/18/74.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	I		II		III	
PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
1 ti	25	23	23	21	21	19
12 ti	24	22	22	20	20	18
18 ti	23	21	21	19	19	17
24 ti	22	20	20	18	18	16
30 ti	21	19	19	17	17	15

CONSECUTIVE WEEK DISCOUNT
52 wk—10% 26 wk—8% 13 wk—5%
RATEHOLDER
Minimum wkly sched of 12 1-min spots. 6 am-mid Mon thru Sun, necessary to maintain consec wk advertising.

WINDERMERE

Orange County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

W V C F

1961

Media Code 4 210 9223 5.00
American Homes Stations, 749 S. Bluford St., Ocoee, Fla. 32761. Phone 305-656-6666.
Mailing address: Box 15550, Orlando, Fla. 32808.

1. PERSONNEL
General Manager—E. W. Jeffries.

3. FACILITIES
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 8/1/73—Rec'd 2/6/74.

6. SPOT ANNOUNCEMENTS

	15x	20x	50x	75x	100x	150x
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.00	3.75	3.25	3.00	2.75	2.50

10 sec, 30 wds maximum: 50% of 1-min.
Submitted by E. W. Jeffries.

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

WINTER GARDEN

Orange County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WOKB

1958

Independent Black

Media Code 4 210 9270 1.00
Everbach Broadcasting Co., Inc., 1111 S. Division St., Orlando, Fla. 32805. Phone 305-841-1600.

STATION'S PROGRAMMING DESCRIPTION
WOKB: Programmed for black listener. MUSIC: rhythm and blues, jazz and gospel. NEWS: 5 min at half hour. Community news and obituaries scheduled 30 min daily. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Everbach.
Vice-Pres. & Sta. Mgr.—Bruce E. Webb.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days; 1600 kc. directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21d, 22a, 22b, 23a, 28a, 28c, 29a.
Contracts: 40a, 45, 46, 47e.
Comb.: Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Affiliated with National Black Network.

TIME RATES
Eff 8/1/74—Rec'd 7/29/74.
AA—Mon thru Fri 6:30-9:30 am & 3:30-6:30 pm; Sat 7-11 am & 2-6 pm; Sun 6:30-11 am & 2-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS AA						
1 wk	15.00	14.45	13.90	13.35	12.80	12.25
13 wk	14.45	13.90	13.35	12.80	12.25	11.70
26 wk	13.90	13.35	12.80	12.25	11.70	11.15
52 wk	13.35	12.80	12.25	11.70	11.15	10.60
CLASS A						
1 wk	12.00	11.55	11.10	10.65	10.20	9.75
13 wk	11.55	11.10	10.65	10.20	9.75	9.30
26 wk	11.10	10.65	10.20	9.75	9.30	8.85
52 wk	10.65	10.20	9.75	9.30	8.85	8.40

30 sec: 80% of 1-min. ID's: 60% of 1-min.
Any schedule with at least 2/3 of total spots on Fri/Sat/Sun, extra 10%.

8. PROGRAM TIME RATES

CLASS A:	1 hr	1/2 hr	1/4 hr	5 min
1 x	171.00	93.00	50.00	25.00
13 x	164.00	89.50	48.00	24.00
26 x	157.00	86.00	46.00	23.00
52 x	150.00	83.50	44.00	22.00

AA: Add 10% to A.
(Q) (CR)

WINTER HAVEN (3 AM; 1 FM)

(including Cypress Gardens)

Polk County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WGTO

1955
CYPRESS GARDENS

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 9280 0.00
Hubbard Broadcasting, Inc., Minneapolis-St. Paul, Minn.
Business Office (and Studio):
Box 123, Cypress Gardens, Fla. 33880. Phone 813-293-4103.

STATION'S PROGRAMMING DESCRIPTION
WGTO: Programmed for 18-49 adult audience. MUSIC: contemporary, golden oldies. Golden oldies balanced in sweeps as follows: 1-'64-'67, 1-'68-'72, 1-current, 1-'55-'63, etc. NEWS: network at :55, 2 min local/regional at :20 6-9 am, local/regional at :53 & :30 9 am-sign-off. Weather: 4X hourly. SPORTS: sports personality at 8:25 am & 5:25 pm. FARM: citrus/ag/farm weather 6, 9 am & noon. Rec'd 5/2/74.

1. PERSONNEL
President—Stanley S. Hubbard.
General Manager—Robert Artabasy.
Sales Manager—Terry Van.

3. FACILITIES
50,000 w. days; 540 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 net station charges; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21e, 22a, 24a, 24b, 24c, 28a, 29a, 29b, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 45, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 54 Eff 1/1/73—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	50 ti
1 min	18.00	12.00	11.00	10.50	10.00	9.50	9.00	7.50
30 sec	12.00	7.50	7.00	6.50	6.00	5.75	5.50	4.50

Fixed position, per spot extra 1.00.

DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	180	90	45	25

(D-2)

WPCV (FM)

(formerly WHFL (FM))
1963
WINTER HAVEN

Subscriber to the NAB Radio Code
Media Code 4 210 9290 6.00
Orange Broadcasting Co., Inc., Box 9206, 100 Cypress Gardens Blvd., Winter Haven, Fla. 33880. Phone 813-294-5466.

STATION'S PROGRAMMING DESCRIPTION
WPCV (FM): Modern Country.

1. PERSONNEL
Station Manager—Garland Burt.

2. REPRESENTATIVES
PRO/Meeker Radio.
Atlanta, Dallas—Busby, Finch, Lathom & Widman.

3. FACILITIES
ERP 100,000 w.; 97.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 499 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. JWG-C Eff 7/1/74—Rec'd 9/3/74.
AA—6-10 am & 3-7 pm.
A—All other times.

7. PACKAGE PLANS

PER WK, 1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
CLASS AA					
10 ti	7.70	7.45	7.15	6.90	6.60
15 ti	7.45	7.15	6.90	6.60	6.30
30 ti	6.90	6.60	6.30	6.00	5.75
45 ti	6.60	6.30	6.00	5.75	—
CLASS A					
1 ti	6.50	6.30	6.10	5.90	5.65
15 ti	6.25	6.05	5.90	5.65	5.35
30 ti	6.00	5.80	5.65	5.35	4.90
45 ti	5.75	5.60	5.50	—	—
75 ti	5.50	—	—	—	—

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
20 sec: 66% of 1-min.

WSIR

1947
WINTER HAVEN

RAB

Media Code 4 210 9360 0.00
Cypress Central Communications Corp., Box 633, South Lake Howard Dr., Winter Haven, Fla. 33880. Phone 813-294-4111.

STATION'S PROGRAMMING DESCRIPTION
WSIR: Programmed for gen'l audience, pop. music.

1. PERSONNEL
Sales Manager—Philip J. Wickey.

2. REPRESENTATIVES
Media Sales/South.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30-1 am. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 6/1/73—Rec'd 7/5/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	500x	1000x	1500x	2500x	4000x
1 min	5.65	4.45	4.15	3.85	3.55	3.25	2.95
30 sec	4.75	3.80	3.55	3.30	3.00	2.80	2.60

7. PACKAGE PLANS
SATURATION ROS PLANS

WITHIN 10 DAYS:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	4.65	4.45	4.35	4.15	3.95
30 sec	3.95	3.80	3.65	3.50	3.35

10. SPECIAL FEATURES

NEWS, PER YR:	312x	624x	936x	1248x
5 min, fixed	7.15	6.85	6.55	6.25
3 min, rotated prime & housewife	4.15	4.05	3.95	3.85

Edited by Philip J. Wickey.

WZNG

1958
WINTER HAVEN

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 210 9405 3.00
Vantage Broadcasting Co., 39 Third St., S. W., Winter Haven, Fla 33880. Phone 813-299-1141.

STATION'S PROGRAMMING DESCRIPTION
WZNG: Young adults-middle age. Pop. adult music.

1. PERSONNEL
General Manager—David C. Buerger.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 3 Eff 1/74—Rec'd 3/7/74.

6. SPOT ANNOUNCEMENTS

PER WK:	*100 ti	28 ti	21 ti	14 ti	7 ti	1 ti
1 min	3.25	3.25	3.75	4.00	4.50	5.50
30 sec	2.50	2.50	2.95	3.25	3.60	4.60

(*) Per mo.
Guaranteed AAA, per spot, extra 1.00.

7. PACKAGE PLANS
ANNUAL PLAN—ROS

	1 min	30 sec
1000x, ea	3.00	2.25
Guaranteed AAA, per spot, extra		1.00

10. SPECIAL FEATURES
5-min newscasts 8.25 2-min newscasts 6.90

NEWSCAST DISCOUNT
13x—5% 52x—10% 104x—20%

WINTER PARK

Orange County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

See Orlando
(including Winter Park)

ZEPHYRHILLS

Pasco County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WPAS

1962

Subscriber to the NAB Radio Code
Media Code 4 210 9450 6.00
WPAS, Inc., Box 508, Zephyrhills, Fla. 33599. Phone 813-782-1418.

STATION'S PROGRAMMING DESCRIPTION
WPAS: MUSIC: Country & MOR.

1. PERSONNEL
General Manager—Bob Rice.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 2/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	20 ti	30 ti	45 ti	60 ti
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25	2.00
PER MO OR YR:	50x	100x	150x	250x	350x
1 min	3.00	2.50	2.25	2.00	1.80
30 sec	2.50	2.25	2.00	1.50	1.30

15 sec: 50% of 1-min.

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO
Clarkesville—Habersham County

NEWSPAPER
Jonesboro—Clayton County
Mableton—Cobb County
Roswell—Fulton County

TRUTH IN NUMBERS.

We've got 782,200 adults every Sunday.

Right here in the middle of the broadcast section of SRDS we want to put in a good word for newspapers.

We're convinced, and we think we can prove it with numbers, that any effective buy in Atlanta must include the Atlanta Journal and Constitution.

As a matter of fact we might even be able to help you with your broadcast buy.

Our research department has more information on the Atlanta market, who's who, and who buys what, than any other source in town.

For example: Of the total adults in the 15-county Atlanta area, 58% read our dailies, and 78% of the adults read us at least three days during a five-day period; 71% read our Sunday paper; and 82% read us three out of four Sundays.

Write us and we'll send you the truth in numbers about Atlanta.

Readership: Belden Continuing Audience Study.
Represented by Story & Kelly-Smith, Inc.
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The Atlanta Journal
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THE ATLANTA CONSTITUTION
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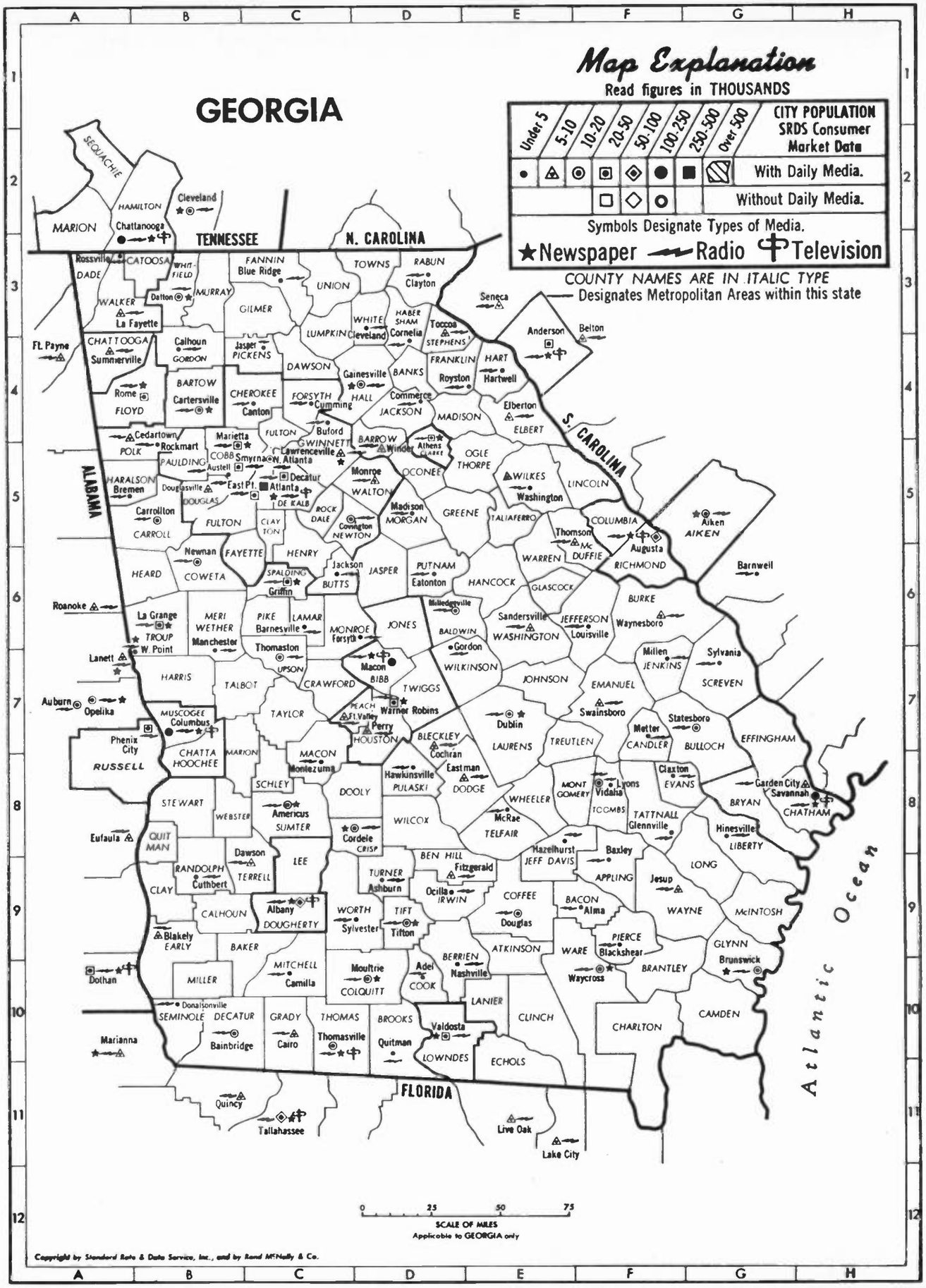


State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Albany—Dougherty
Athens—Clarke
Atlanta—Fulton
Augusta—Richmond
Columbus—Muscogee
Decatur—De Kalb
East Point—Fulton
Forest Park—Clayton
Griffin—Spalding
La Grange—Troup
Macon—Bibb
Marietta—Cobb
Rome—Floyd
Savannah—Chatham
Smyrna—Cobb
Valdosta—Lowndes
Warner Robins—Houston

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
GEORGIA STATE TOTALS	4,826.6	1,549.35	19,539,854	12,612	8.6	15.7	11.1	23.6	30.7	12,180,859	7,862	2,782,881	387,488	1,801,431	557,796	651,953	2,294,774	1,007,524	2,614.00	193.6	2,274,351
APPLING F-9	14.3	4.38	38,527	8,796	14.5	20.4	11.0	17.0	15.9	30,265	6,910	7,431	824	1,087	900	897	6,406	3,030	6.64	3.6	27,147
ATKINSON E-9	5.9	1.75	14,745	8,426	15.2	20.9	10.0	14.8	16.2	5,722	3,270	1,925	262	119	44	31	78	894	2.69	1.8	22,562
BACON E-9	7.8	2.48	26,082	10,517	13.7	18.5	10.7	19.3	21.9	22,250	8,972	4,718	1,037	1,308	524	261	5,472	2,120	4.57	3.7	19,457
BAKER C-9	3.4	1.00	7,393	7,393	17.6	23.3	12.1	13.7	9.9	2,676	2,676	884	52	63	.....	.....	123	473	1.70	.6	11,985
BALDWIN D-6	34.1	7.59	99,574	13,119	8.4	16.3	10.6	23.5	32.4	56,940	7,502	19,216	2,683	8,384	3,291	2,680	6,334	6,291	12.99	.8	837
BANKS D-4	7.3	2.43	20,212	8,318	13.5	21.5	14.4	22.2	14.1	2,660	1,095	1,324	.....	.....	39	53	356	362	4.38	1.1	19,693
BARROW D-4	17.5	5.92	58,544	9,889	10.2	20.1	13.0	24.5	20.4	38,834	6,560	13,250	1,290	2,886	1,572	1,896	7,106	2,951	10.90	1.1	21,845
BARTOW B-4†	33.9	11.10	139,912	12,605	7.3	15.2	11.5	25.8	32.4	82,977	7,475	19,510	1,201	4,721	2,779	3,025	24,596	11,261	19.53	1.4	15,890
BEN HILL D-9	12.7	4.41	45,449	10,306	14.2	19.2	12.0	20.0	18.6	36,045	8,173	10,797	818	1,979	1,973	1,632	5,804	2,958	7.24	.9	9,945
BERRIEN D-9	11.1	3.69	33,445	9,064	13.8	21.8	12.2	18.5	19.2	32,262	8,743	9,473	414	1,006	560	1,212	9,336	1,618	6.97	3.1	22,960
BIBB D-7	142.7	47.26	582,617	12,328	9.5	15.3	10.5	22.7	31.3	456,210	9,653	106,408	13,613	78,158	25,843	29,742	94,537	39,881	77.02	.4	5,929
Macon	134.9	45.07	527,213	11,698	.....	.....	.....	.....	.....	453,074	10,053	106,279	13,418	78,158	25,591	29,532	93,595	39,881	.....	.....	.....
Macon Metro Area	236.1	75.02	935,649	12,472	8.8	15.5	10.9	23.9	31.3	602,473	8,031	144,511	18,479	90,644	31,002	39,711	122,662	54,274	125.32	.....	.....
BLECKLEY D-7	10.3	3.17	35,025	11,049	10.7	18.5	11.5	21.2	24.2	15,104	4,765	5,403	321	961	718	771	2,966	893	5.11	1.1	9,082
BRANTLEY F-10	5.5	1.69	19,927	11,791	8.9	17.3	12.3	22.6	26.0	5,299	3,136	1,709	227	274	.....	214	268	1,673	2.79	2.0	16,003
BROOKS D-10	12.9	4.02	34,725	8,638	16.6	20.3	11.0	15.6	14.8	24,280	6,040	5,454	826	922	1,211	465	5,322	1,688	6.49	3.4	26,989
BRYAN G-8	7.0	2.09	21,836	10,448	10.2	18.5	12.6	22.5	20.8	11,146	5,333	2,761	358	215	126	168	1,276	3,099	3.28	.1	1,179
BULLOCH G-7	33.8	11.06	109,470	9,898	10.9	17.5	11.1	20.5	25.3	83,523	7,552	16,578	2,152	2,816	4,466	3,234	17,429	7,163	14.47	4.8	36,896
BURKE F-6	17.4	5.21	45,096	8,656	15.4	18.7	9.5	13.8	16.9	33,833	6,494	8,480	1,122	1,237	1,096	2,653	4,868	3,388	7.53	1.8	17,289
BUTTS C-6	11.2	3.29	34,538	10,498	7.9	17.4	13.2	23.4	23.2	19,018	5,781	5,088	902	954	902	793	3,275	2,162	5.29	.8	2,900
CALHOUN B-9	6.6	1.99	16,165	8,123	16.1	19.9	10.5	15.1	13.2	11,697	5,878	3,676	354	552	464	539	1,259	552	2.30	2.5	15,074
CAMDEN G-10	11.5	3.41	40,487	11,873	7.7	13.1	11.7	26.8	31.2	16,122	4,728	4,839	612	1,703	162	367	2,919	3,362	5.52	.1	1,934
CANDLER F-7	6.4	2.05	21,383	10,431	15.0	19.0	11.1	17.4	19.2	17,560	8,566	3,685	464	533	761	602	4,028	1,576	3.62	1.6	11,110
CARROLL B-5	48.4	15.77	181,178	11,489	8.0	17.3	12.7	25.2	27.7	89,480	5,674	26,774	3,632	6,385	5,131	5,552	19,155	6,104	24.89	2.3	19,754
CATOOSA B-3	30.6	9.88	128,332	12,989	4.4	14.2	12.2	28.8	33.1	27,394	2,773	10,255	1,471	579	128	1,038	5,443	3,513	19.60	.7	8,980
CHARLTON F-10	5.7	1.65	17,227	10,441	20.3	20.1	11.2	18.6	19.5	13,095	7,936	2,837	332	166	371	308	1,345	3,411	3.00	.4	9,257
CHATHAM H-8†	194.8	64.53	755,655	11,710	9.2	15.9	11.8	24.2	27.4	521,471	8,081	124,556	18,722	81,597	34,587	37,893	86,342	51,632	99.52	.1	3,498
Savannah	117.4	40.39	429,625	10,637	.....	.....	.....	.....	.....	434,027	10,746	103,732	14,294	77,619	33,268	34,529	77,036	30,011	.....	.....	.....
Savannah Metro Area	216.6	70.98	831,247	11,711	9.2	16.1	11.6	24.3	27.3	545,429	7,684	131,058	19,788	82,080	34,959	38,558	90,141	56,724	110.09	.....	.....
CHATTAHOOCHEE B-7†	16.3	1.99	80,049	40,226	4.1	10.1	10.5	23.0	44.3	415	209	317	.....	.....	.....	.....	.....	144	1.04	.....	.....
CHATTOOGA A-4	20.7	7.00	75,310	10,759	8.7	18.0	12.9	26.3	24.4	47,615	6,802	12,748	1,976	2,522	3,013	3,928	8,048	5,408	11.88	.8	10,335
CHEROKEE C-4	35.9	11.62	126,335	10,872	9.1	17.7	14.8	26.8	22.3	60,198	5,181	13,566	1,895	6,841	2,016	3,971	12,885	4,176	18.21	2.2	47,348
CLARKE D-5†	75.0	24.06	297,185	12,352	10.4	16.8	10.5	21.0	31.7	222,573	9,251	44,140	6,985	30,964	15,337	10,025	34,576	16,501	32.98	.....	.....
Athens	46.1	14.58	185,045	12,692	.....	.....	.....	.....	.....	190,808	13,087	38,195	6,386	26,829	14,443	9,655	31,486	14,213	.....	.....	.....
Athens Metro Area	75.0	24.06	297,185	12,352	10.4	16.8	10.5	21.0	31.7	222,573	9,251	44,140	6,985	30,964	15,337	10,025	34,576	16,501	32.98	.....	.....
CLAY B-9	3.2	1.02	9,837	9,644	13.6	15.0	8.2	11.2	17.0	4,154	4,073	991	303	472	212	141	356	557	1.46	1.1	6,602
CLAYTON C-5†	125.0	38.25	561,473	14,679	2.9	8.4	10.9	34.2	40.3	222,624	5,820	59,892	6,106	46,534	3,180	6,353	31,665	22,294	69.77	.4	1,140
Forest Park	20.8	6.65	111,392	16,751	.....	.....	.....	.....	.....	90,663	13,634	20,093	2,981	17,717	2,621	3,052	24,571	7,575	.....	.....	.....
CLINCH E-10	6.4	1.89	17,569	9,296	14.7	23.6	12.8	17.4	16.1	9,884	5,230	2,465	360	644	259	267	2,482	1,945	2.65	.3	3,857
COBB B-5†	220.1	70.32	1,022,598	14,542	4.2	10.9	10.5	30.5	39.6	600,477	8,539	145,005	24,393	98,063	21,158	21,947	104,460	43,784	136.20	1.0	3,366
Marietta	27.4	9.38	131,202	13,987	.....	.....	.....	.....	.....	243,164	25,924	37,261	13,797	44,014	11,150	8,807	67,785	13,772	.....	.....	.....
Smyrna	22.1	7.24	103,631	14,314	.....	.....	.....	.....	.....	70,763	9,774	29,094	2,123	10,618	3,348	2,897	4,401	8,216	.....	.....	.....
COFFEE E-9	23.0	7.08	74,773	10,561	12.5	19.8	11.8	19.3	21.2	53,321	7,531	14,112	1,931	4,071	2,427	2,677	9,722	3,668	11.48	4.8	58,913
COLQUITT D-10	31.4	10.24	108,430	10,589	11.7	16.4	10.9	21.3	23.7	77,959	7,613	17,345	1,949	5,788	4,925	5,108	11,796	5,311	17.22	5.9	43,995
COLUMBIA F-5†	25.6	7.67	90,219	11,763	9.0	16.1	12.4	26.1	27.5	21,148	2,757	6,539	562	842	132	483	1,624	3,395	13.01	.8	1,989
COOK D-10	12.3	3.88	35,254	9,087	11.5	20.8	11.8	20.3	18.6	27,270	7,028	7,334	681	1,445	266	1,192	3,098	4,043	6.44	1.8	15,870
COWETA B-6	33.4	10.67	124,448	11,663	7.6	16.6	11.9	24.2	28.7	70,089	6,569	21,125	3,175	5,813	4,278	5,006	12,097	6,515	18.94	.7	8,394
CRAWFORD C-7	6.2	1.71	13,630	7,971	17.0	17.7	10.8	18.7	14.6	4,074	2,382	1,241	184	522	126	167	429	1,127	2.71	.8	8,214
CRISP D-8	17.9	5.81	58,573	10,081	10.9	17.6	11.6	20.5	22.5	57,455	9,889	12,752	1,195	5,102	4,343	2,827	8,462	6,700	8.76	1.0	17,779
DADE A-3	10.2	3.10	30,501	9,839	9.3	19.2	14.6	25.4	18.4	15,166	4,892	3,595	191	1,374	313	668	3,238	3,276	5.76	.6	1,945
DAWSON C-4	3.2	1.06	10,974	10,353	8.6	20.0	14.5	22.7	18.5	2,183	2,059	861	55	129	.....	52	353	484	2.85	.3	16,081
DECATUR B-10	21.0	6.50	58,560	9,009	13.2	19.1	11.3	18.4	18.0	44,869	6,903	10,573	1,072	2,731	2,079	1,227	9,039	2,833	10.13	1.8	24,559
DE KALB C-5	477.2	153.14	2,574,125	16,809	3.7	8.5	8.0	25.2	51.1	1,044,478	6,820	269,072	39,138	184,347	20,032	47,819	178,607	89,266	288.66	.4	1,051
Decatur	21.8	7.56	106,847	14,133	.....	.....	.....	.....	.....	133,707	17,686	18,530	8,598	6,689	1,723	8,052	58,675	12,095	.....	.....	.....
DODGE E-8	15.2	5.07	53,678	10,587	14.0	18.9	11.5	18.1	19.3	28,901	5,700	10,325	788	1,992	918	1,091	6,550	1,642	7.71	1.8	21,929
DOOLY D-8	9.7	3.05	27,956	9,166	12.6	16.9	9.8	16.0	19.6	18,321	6,007	3,630	764	853	134	584	3,832	3,211	4.71	1.1	24,593
DOUGHERTY C-9†	100.4	30.34	366,374	12,076	8.9	17.1	11.6	22.9	27.9	260,005	8,570	47,059	6,300	56,734	15,423	17,604	50,429	16,447	47.24	.1	16,120
Albany	78.4	24.20	290,877	12,020	.....	.....	.....	.....	.....	249,450	10,308	44,271	6,086	52,233	15,120	17,250	45,933	15,880	.....	.....	.....
Albany Metro Area	107.8	32.47	391,358	12,053	9.0	17.4	11.6	22.9	27.4	264,351	8,141	48,792	6,574	56,897	15,518	17,731	50,752	16,991	51.09	.....	.....
DOUGLAS B-5	36.2	11.25	141,610	12,588	6.1	12.6	11.8	29.9	32.0	68,931	6,127	16,130	1,893	1,595	1,485	2,843	15,638	6,602	19.43	.4	7,723
EARLY B-9	12.7	3.97	33,785	8,510	16.8	16.9	10.0	16.5	16.1	28,999	7,305	5,362	771	1,616	481	846	5,061	2,335	5.47	1.3	23,782
ECHOLS E-10	1.9	.57	5,268	9,242	11.1	9.3	8.4	20.6	23.4	379	665	51	.....	104	.....	.....	.....	211	1.03	.4	1,306
EFFINGHAM G-7	14.8	4.36	53,756	12,329	9.1	12.7	10.8	26.8	30.0	12,812	2,939	3,741	708	268	246	497	2,523	1,993	7.29	1.7	6,807
ELBERT E-4	16.8	5.69	54,106	9,509	12.0	19.4	13.5	21.6	17.9	33,530	5,893	9,800	1,783	2,929	1,356	1,677	7,677	3,040	9.67	.8	12,485
EMANUEL F-7	18.0	5.82	56,293	9,672	12.7	18.3	11.4	18.5	20.9	43,941	7,550	11,885	1,078	2,615	2,108	2,550	7,207	3,460	9.44	2.2	15,861
EVANS F-8	7.3	2.34	20,292	8,672	13.7	21.0	11.1	16.5	16.5	27,824	11,891	11,333	349	366	1,050	1,357	3,964	3,247	3.93	1.4	8,906
FANNIN C-3	12.9	4.41	39,034	8,851	11.7	24.1	14.1	19.3	14.7	22,852	5,182	7,564	570	1,577	767	1,070	3,357	2,698	8.15	.6	792
FAYETTE B-6	12.5	3.80	53,767	14,149	6.8	11.7	10.6	27.1	36.5	13,846	3,644	5,907	333	1,469	116	.....	2,755	2,000	8.38	.3	4,911
FLOYD B-4	74.8	25.04	308,489	12,320	8.2	15.2	11.8	26.2	30.0	188,943	7,546	50,871	9,176	28,661	11,380	14,365	31,983	14,497	43.95	1.6	10,049
Rome	30.1	10.73	134,991	12,581	.....	.....	.....	.....	.....	159,252	14,842	44,810	6,869	26,676	10,224	13,303	30,062	12,351	.....	.....	.....
Rome Metro Area	74.8	25.04	308,489	12,320	8.2	15.2	11.8	26.2	30.0	188,943	7,546	50,871	9,176	28,661	11,380	14,365	31,983	14,497	43.95	.....	.....
FORSYTH C-4	18.8	6.14	70,838	11,537	7.9	17.1	13.0	25.4	25.7	26,906	4,382	6,647	891	2,701	205	1,513	6,417	1,615	11.58	2.9	60,910
FRANKLIN D-4	12.8	4.35	40,063	9,210	12.7	21.3	14.2	22.8	16.5	22,230	5,110	4,493	804	312	484	1,159	8,628	3,066	9.14	1.3	25,427
FULTON C-4†	616.8	215.57	3,303,415	15,324	7.5	12.8	9.5	21.6	40.3	2,768,893	12,845	470,716	74,423	610,483	145,041	132,119	516,194	167,518	346.53	1.4	5,942
Atlanta²	474.1	166.62	2,391,908	14,355	.....	.....	.....	.....	.....	2,411,521	14,473	399,142	63,402	599,712	135,870	111,121	425,676	141,176	.....	.....	.....
Atlanta Metro Area	1,774.5	582.29	8,714,673	14,966	5.7	11.9	9.9	25.6	40.7	5,138,671	8,825	1,078,239	160,674	973,869	204,191	238,666	934,229	371,222	1,020.46	.....	.....
East Point	40.3	14.01	226,229	16,148	.....	.....	.....	.....	.....	94,950	6,777	26,324	3,670	3,435	1,654	6,533	34,349	7,949	.....	.....	.....
GILMER C-3	9.0	3.05	28,975	9,500	13.8	22.2	12.9	20.1	17.5	12,208	4,003	2,679	164	1,819	367	567	3,181	919	4.99	1.3	10,787
GLASCOCK E-6	1.8	.61	6,875	11,270	13.7	24.1	13.4	16.5	17.7	1,105	1,811	589	.....	85	.....	.....	57	237	1.16	.5	1,220
GLYNN G-9†	53.4	17.11	210,444	12,299	9.2	16.6	12.1	24.4	29.3	144,791	8,462	36,757	4,211	23,209	7,510	9,729	25,712	10,468	29.58	.1	135
GORDON B-4	24.9	8.28	101,645	12,276	6.8	16.9	12.2	25.5	30.9	48,536	5,862	13,116	1,716	1,761	3,149	3,096	9,782	5,482	15.32	1.6	25,528
GRADY C-10	17.4	5.68	51,494	9,066	14.4	19.8	11.3	18.8	18.5	42,122	7,416	12,127	957	2,346	664	1,062	8,584	2,619	8.63	3.9	33,735
GREENE E-5	9.5	3.01	26,622	8,845	14.4	21.1	13.0	19.7	15.6	15,978	5,308	5,267	512	813	131	1,266	3,317	2,783	4.59	.6	21,517
GWINNETT C-5	96.7	30.64	394,649	12,880	6.1	13.7	12.4	29.8	31.6	122,493	3,998	27,869	4,015	10,108	2,763	7,576	26,709	14,526	51.87	2.6	26,899
HABERSHAM D-3	21.4	6.78	72,487	10,691	9.3	19.9	13.5	24.2	23.9	47,021	6,935	10,455	1,610	2,430	2,207	1,897	9,870	3,248	12.45	1.3	28,144
HALL D-4	62.8	20.50	230,377	11,238	9.1	19.6	13.7	24.8	23.2	174,960	8,535	40,696	7,948	24,183	11,406	10,134	27,761	11,050	35.49	2.5	62,669
HANCOCK E-6	9.0	2.48	18,493	7,457	13.8	23.3	10.6	13.9	10.6	9,299	3,750	3,398	278	455	460	598	1,814	1,702	3.37	.3	1,822
HARALSON A-5	16.1	5.57	58,433	10,491	9.9	19.8	13.3	23.8	22.0	26,774	4,807	8,127	1,354	1,685	2,038	1,870	5,580	3,483	9.88	.8	5,501

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
HARRIS B-7	11.7	3.62	38,645	10,675	11.6	17.6	11.4	20.0	24.1	14,340	3,961	5,146	785	313	183	162	2,491	1,950	6.22	.4	2,322
HART E-4	16.1	5.22	50,074	9,593	10.9	17.7	13.1	24.2	19.0	23,370	4,477	8,918	1,261	2,116	897	1,742	3,940	2,187	9.91	1.1	14,409
HEARD 8-6	5.5	1.79	16,483	9,208	1.4	39.1	19.3	19.5	11.2	3,855	2,154	831	53	1,586	.....	96	124	824	2.83	.4	2,962
HENRY C-6	25.9	7.71	100,085	12,981	7.5	15.0	10.8	22.4	34.9	27,604	3,580	9,953	1,111	528	348	1,537	3,222	3,743	14.62	.7	7,867
HOUSTON D-7†	71.2	21.40	289,366	13,522	6.7	14.6	11.2	26.8	34.7	136,491	6,378	33,810	4,521	11,370	5,014	9,704	27,632	12,756	37.75	.7	18,145
Warner Robins	38.7	12.14	167,658	13,810	.....	.....	.....	.....	.....	92,964	7,658	24,267	3,218	10,603	3,808	5,936	22,163	6,517	.....	.....	.....
IRWIN D-9	7.3	2.35	23,829	10,140	14.6	21.2	11.2	16.2	17.5	12,972	5,520	3,232	640	375	895	202	1,930	1,424	3.95	2.4	21,696
JACKSON D-4	21.8	7.20	69,491	9,652	11.7	19.1	14.0	26.0	18.7	40,967	5,690	11,493	1,701	5,117	1,801	1,360	6,917	5,151	12.39	2.2	54,501
JASPER D-6	5.3	1.72	17,715	10,299	14.1	15.5	9.0	19.5	25.7	8,788	5,109	2,692	268	523	205	409	2,564	1,549	2.92	.3	9,709
JEFF DAVIS E-9	9.7	3.09	29,246	9,465	11.0	20.1	12.1	20.4	20.6	26,435	8,555	6,461	1,010	1,594	779	1,432	2,621	2,450	4.95	1.6	19,980
JEFFERSON F-6	17.2	5.25	47,645	9,075	14.8	21.2	11.1	17.8	19.0	29,689	5,655	7,247	1,051	1,400	1,113	962	5,566	3,494	7.43	1.1	14,307
JENKINS F-7	7.9	2.51	30,413	12,117	15.1	19.5	12.0	19.1	17.4	18,126	7,222	3,142	562	255	1,013	873	4,541	1,851	3.76	1.4	19,652
JOHNSON E-7	7.7	2.48	21,976	8,861	12.9	18.3	12.2	19.6	16.5	15,297	6,168	3,839	.....	1,097	183	748	6,045	1,383	3.78	1.3	6,386
JONES D-6	13.6	4.02	44,301	11,020	10.1	17.6	13.7	25.2	23.3	6,497	1,616	2,454	209	502	145	199	493	1,088	7.21	.3	5,533
LAMAR C-6	10.7	3.34	35,994	10,777	7.9	18.4	12.4	23.2	26.5	19,431	5,818	6,164	869	597	1,052	578	3,179	2,671	5.71	.6	2,941
LANIER E-10	5.0	1.52	15,695	10,326	11.3	19.8	12.0	20.0	20.6	7,760	5,105	1,600	178	312	123	164	2,944	947	2.48	.8	7,556
LAURENS E-7	32.6	10.45	112,102	10,727	11.3	18.6	11.3	19.0	23.4	76,502	7,321	20,409	2,826	4,017	5,207	3,998	16,060	5,771	17.33	3.4	23,010
LEE C-9†	7.4	2.13	24,984	11,730	11.5	17.5	11.5	22.7	21.8	4,346	2,040	1,733	274	163	95	127	323	544	3.85	1.1	18,192
LIBERTY G-8†	18.6	5.20	56,314	10,830	14.7	21.6	12.1	19.1	16.9	17,865	3,436	5,469	439	1,552	668	817	4,993	2,546	7.49	.1	967
LINCOLN F-5	5.9	1.77	18,110	10,232	15.9	19.1	11.3	18.7	20.8	6,727	3,801	2,927	239	673	187	226	680	948	2.97	.6	5,304
LONG G-9	3.3	1.03	9,627	9,347	15.0	21.1	11.7	18.9	17.9	2,384	2,315	492	37	406	.....	.....	88	766	1.66	.6	966
LOWNDES D-10†	61.0	18.98	199,648	10,519	11.9	19.3	11.9	21.3	22.4	173,989	9,167	43,073	4,036	25,198	8,672	7,838	34,199	18,422	29.52	3.4	16,414
Valdosta	34.3	11.18	122,115	10,923	.....	.....	.....	.....	.....	154,796	13,846	42,009	3,571	23,150	8,273	7,808	32,473	13,767	.....	.....	.....
Valdosta Metro Area	61.0	18.98	199,648	10,519	11.9	19.3	11.9	21.3	22.4	173,989	9,167	43,073	4,036	25,198	8,672	7,838	34,199	18,422	29.52	.....	.....
LUMPKIN C-3†	9.1	2.65	27,117	10,233	11.1	19.0	12.8	22.4	20.1	7,782	2,937	3,280	172	211	60	245	613	1,113	4.64	.6	25,354
McDUFFIE F-5	16.3	5.08	52,543	10,343	11.1	17.1	11.9	22.7	23.1	33,263	6,548	8,385	617	3,944	676	2,850	7,002	4,080	8.03	.4	2,905
McINTOSH G-9	7.4	2.21	19,438	8,795	14.6	20.2	12.4	18.4	15.8	12,634	5,717	5,523	122	321	86	117	2,925	2,025	3.35	.1	439
MACON C-7	12.5	3.60	32,451	9,014	15.3	19.6	10.7	17.3	18.1	18,894	5,248	4,974	686	1,956	169	861	4,963	1,996	5.34	.4	21,296
MADISON D-4	14.2	4.70	48,125	10,239	9.9	17.2	13.2	25.9	21.6	22,055	4,693	7,411	345	2,034	353	642	3,710	2,572	8.20	1.2	19,003
MARION B-7	5.1	1.50	15,006	10,004	12.1	18.0	11.9	20.7	19.4	5,765	3,843	1,845	260	503	177	121	1,010	310	2.02	1.0	12,895
MERIWETHER B-6	19.0	5.73	54,746	9,554	12.6	18.2	12.2	21.4	18.9	35,324	6,165	10,798	1,225	2,134	1,284	2,601	6,140	3,447	8.99	.4	12,404
MILLER B-10	6.4	2.06	17,597	8,542	14.9	15.7	8.7	16.6	18.9	13,489	6,548	2,881	505	238	409	993	1,850	1,387	2.92	2.7	22,620
MITCHELL C-10	18.5	5.60	51,775	9,246	13.2	20.6	11.5	18.0	17.7	40,842	7,293	9,696	1,358	10,049	770	2,176	5,340	3,246	8.24	2.6	39,161
MONROE C-6	11.0	3.19	39,817	12,482	8.7	15.9	11.7	24.6	27.6	21,940	6,878	6,286	658	873	1,070	423	5,113	2,971	5.68	.6	6,747
MONTGOMERY F-8	6.1	1.86	17,845	9,594	14.3	20.6	11.9	18.2	17.8	5,369	2,887	2,285	169	201	56	160	801	910	2.92	1.4	8,863
MORGAN D-5	9.9	3.01	29,000	9,635	13.3	16.5	11.2	20.1	21.6	18,904	6,280	5,141	.....	1,925	478	1,542	3,242	1,835	4.98	1.1	24,855
MURRAY B-3	14.0	4.47	51,922	11,616	5.7	17.4	13.8	27.8	28.1	19,722	4,412	5,858	329	1,583	412	405	3,585	3,221	7.73	.4	9,382
MUSCOGEE B-7†	168.4	56.54	679,403	12,016	8.6	17.4	11.7	23.5	29.0	509,986	9,020	93,446	13,642	86,213	30,520	44,121	126,744	37,738	100.89	.....	.....
Columbus	168.4	56.54	679,403	12,016	.....	.....	.....	.....	.....	509,986	9,020	93,446	13,642	86,213	30,520	44,121	126,744	37,738	.....	.....	.....
Columbus Metro Area	229.5	72.37	889,876	12,296	9.3	17.9	11.6	22.9	27.3	568,100	7,850	118,230	15,824	90,701	32,111	45,860	134,890	43,674	125.43	.....	.....
NEWTON D-5	28.0	8.71	97,444	11,188	8.9	18.7	12.4	24.9	25.6	55,428	6,364	17,340	1,983	5,560	2,883	3,474	11,328	4,066	14.72	.1	8,451
OCONEE D-5	8.3	2.81	28,048	9,981	7.3	19.0	14.5	24.7	19.4	4,856	1,728	1,643	152	485	.....	146	555	1,131	4.79	.4	9,588
OGLETHORPE E-5	7.6	2.33	21,834	9,371	12.6	19.4	13.8	22.3	18.0	4,454	1,912	1,071	280	290	295	262	665	1,066	4.11	1.0	20,779
PAULDING B-5	19.4	6.17	60,806	9,855	8.6	19.1	13.9	25.2	20.7	20,016	3,244	5,677	1,058	591	502	399	4,717	2,824	10.09	.7	12,617
PEACH D-7	17.0	4.86	59,564	12,256	8.2	15.8	11.2	23.8	30.7	32,065	6,598	7,759	1,112	1,527	1,554	2,900	8,344	4,528	7.46	.8	14,726
PICKENS C-4	9.9	3.24	34,342	10,599	10.3	17.9	13.4	25.7	23.4	15,137	4,672	3,810	877	1,178	162	632	4,371	1,576	5,23	1.1	10,451
PIERCE F-9	9.3	2.93	29,563	10,090	11.6	20.7	12.4	19.3	22.6	17,354	5,923	4,954	553	345	199	506	2,891	1,704	4.99	2.5	30,919
PIKE C-6	7.3	2.24	20,917	9,338	12.3	20.6	12.9	23.5	16.6	5,975	2,667	2,142	85	1,165	.....	79	.....	1,048	3.86	.6	5,196
POLK B-4	30.1	10.17	105,538	10,377	8.8	18.1	13.7	25.6	23.2	57,690	5,673	17,403	3,216	3,151	3,396	3,219	14,357	4,276	16.57	1.0	7,549
PULASKI D-8	8.1	2.75	27,041	9,833	11.2	17.1	9.8	16.8	24.1	25,860	9,404	5,846	391	878	665	877	3,650	2,324	4.31	.3	10,677
PUTNAM D-6	8.4	2.49	30,335	12,183	11.3	14.3	10.3	23.0	29.3	18,322	7,358	5,000	877	909	335	486	2,025	3,478	4.14	1.0	18,825
QUITMAN B-8	2.2	.63	4,185	6,643	21.5	23.9	9.6	10.9	9.0	1,470	2,333	257	.....	209	.....	.....	206	500	.89	.....	.....
RABUN D-3	8.7	2.98	27,829	9,339	13.1	23.1	13.5	18.8	16.3	17,384	5,834	4,406	368	1,470	576	901	3,652	1,308	4.98	.4	3,678
RANDOLPH B-9	8.0	2.58	18,887	7,321	15.5	18.4	9.9	14.4	11.2	15,612	6,051	4,285	682	781	456	407	2,755	1,456	3.72	.6	13,589
RICHMOND F-6†	158.5	46.53	652,925	14,032	7.8	15.3	11.2	23.6	32.8	543,561	11,682	89,995	13,200	115,926	24,324	31,255	102,425	27,761	84.57	.7	4,053
Augusta	60.1	21.49	216,387	10,069	.....	.....	.....	.....	.....	422,471	19,659	55,467	10,462	107,195	23,471	28,622	95,416	18,941	.....	.....	.....
Augusta Metro Area	276.3	83.56	1,122,761	13,432	7.6	15.0	11.2	24.5	32.9	722,055	8,641	145,128	23,048	130,151	30,807	37,581	135,479	46,960	144.95	.....	.....
ROCKDALE C-5	23.7	7.28	84,795	11,648	6.6	15.4	13.3	29.8	26.3	36,128	4,963	10,785	1,151	1,432	835	4,584	6,604	3,081	12.31	.....	.....
SCHLEY C-8	3.1	.98	9,450	9,643	12.8	16.6	10.6	21.1	21.9	2,920	2,980	1,114	75	179	103	70	301	1,126	1.36	1.0	6,700
SCREVEN G-7	11.4	3.64	34,125	9,375	14.6	17.5	10.2	16.7	19.2	22,130	6,080	6,323	1,037	996	543	537	4,206	3,182	6,23	1.3	19,204
SEMINOLE B-10	7.2	2.32	23,434	10,101	11.0	16.6	12.1	22.3	22.3	21,041	9,069	4,293	930	620	817	1,550	3,910	1,550	3.82	1.1	20,103
SPALDING C-6	40.5	13.50	151,260	11,204	9.3	16.1	12.1	25.8	27.0	111,047	8,226	28,232	3,305	14,386	6,999	7,424	22,063	11,032	22.24	.8	5,621
Griffin	22.9	7.86	90,629	11,530	.....	.....	.....	.....	.....	105,508	13,423	26,086	2,983	12,501	6,996	7,421	20,215	10,632	.....	.....	.....
STEPHENS D-3	21.0	7.18	77,610	10,809	11.8	15.0	12.0	25.8	24.9	51,011	7,105	13,702	1,850	7,082	3,083	2,453	12,100	3,784	12.01	.8	11,692
STEWART B-8	6.5	1.92	14,575	7,591	14.6	20.1	10.4	16.3	14.7	8,557	4,457	2,677	302	469	121	140	1,660	1,262	2.39	.3	7,124
SUMTER C-8	27.5	8.36	88,023	10,529	12.4	17.6	11.2	20.0	23.9	68,371	8,178	16,036	3,460	3,560	3,709	2,326	9,905	5,983	11.87	1.2	52,508
TALBOT C-7	6.6	1.85	17,081	9,233	17.1	21.4	11.3	14.0	17.6	4,487	2,425	1,528	84	487	338	162	409	1,267	2.66	.1	3,299
TALIAFERRO E-5	2.4	.81	5,465	6,747	20.7	23.4	11.1	12.0	8.6	2,351	2,902	583	136	638	.....	.....	324	331	1.23	.1	2,851
TATTNALL F-8	16.6	4.55	44,932	9,875	12.2	18.3	11.3	19.0	21.6	24,860	5,464	6,290	1,074	1,590	106	2,515	4,496	3,415	6.64	4.4	25,974
TAYLOR C-7	7.4	2.30	20,922	9,097	12.2	20.0	11.3	19.5	20.3	15,318	6,660	5,880	633	810	198	987	2,378	1,307	3.37	1.0	8,546
TELFAIR E-8	11.4	3.66	31,176	8,518	14.6	19.5	11.2	17.9	16.4	23,327	6,373	7,286	800	1,520	246	1,832	3,353	2,494	5.74	2.4	32,908
TERRELL C-9	10.7	3.28	29,824	9,093	12.4	19.9	10.3	16.4	19.7	25,264	7,702	5,604	975	1,755	1,131	863	4,549	1,260	4.77	.....	.....
THOMAS C-10	36.9	11.67	115,959	9,937	12.2	18.5	11.9	20.5	20.0	87,612	7,507	22,026	2,508	4,512	5,764	3,144	18,407	9,827	17.38	2.9	23,644
TIFT D-9	28.6	8.85	102,395	11,570	12.3	17.7	11.5	21.3	26.3	86,752	9,802	17,546	3,045	4,583	3,965	4,002	16,751	8,662	14.38	2.2	28,823
TOOMBS F-8	19.8	6.38	60,831	9,535	13.1	19.4	12.4	20.1	20.3	59,604	9,342	14,450	1,376	3,252	2,952	2,028	11,457	3,478	10.19	2.1	13,708
TOWNS D-3	4.6	1.52	13,321	8,764	14.5	19.2	10.7	15.9	16.0	7,903	5,199	1,416	198	710	549	372	1,608	1,071	2.95	.4	3,383
TREUTLEN E-7	5.2	1.66	15,510	9,343	13.7	20.2	10.8	15.3	19.0	7,518	4,529	2,736	160	729	.....	754	1,612	411	2.76	1.0	4,600
TROUP B-6	43.1	14.59	155,511	10,659	10.5	16.6	11.3	23.5	24.4	123,419	8,459	35,103	4,650	12,025	10,408	12,967	22,298	9,272	23.63	1.0	7,001
La Grange	25.9	8.85	88,277	9,975	.....	.....	.....	.....	.....	83,740	9,462	20,771	3,639	8,162	6,202	7,006	15,162	6,706	.....	.....	.....
TURNER D-9	8.8	2.81	28,061	9,986	12.8	21.7	12.5	19.2	19.8	22,096	7,863	4,988	459	397	880	598	4,513	2,370	4.38	2.4	16,709
TWIGGS D-7	8.6	2.34	19,365	8,276	14.3	18.9	12.0	19.6	15.9	3,275	1,400	1,839	136	614	.....	66	.....	549	3.34	.3	3,353
UNION C-3	6.8	2.33	19,583	8,405	14.9	19.1	10.7	16.8	15.8	12,330	5,292	2,514	131	1,090	228	375	1,293	1,050	3.75	1.1	18,145
UPSON C-7	23.3	7.86	84,523	10,754	9.2	17.5	13.7	26.7	23.5	49,857	6,343	14,196	1,785	4,242	2,688	4,787	9,883	5,544	13.07	1.1	7,535
WALKER A-3	52.3	17.32	201,538	11,636	8.0	18.0	14.3	28.1	21.9	81,541	4,708	25,467	2,575	2,620	7,977	4,653	16,009	9,901	32.70	1.3	7,949
WALTON D-5	27.1	8.40	88,195	10,499	11.8	19.9	14.0	25.7	19.9	51,631	6,147	14,592	1,382	2,663	2,725	3,738	9,753	3,565	12.80	1.3	17,587
WARE F-9	34.9	11.61	123,877	10,670	10.7	18.0	12.3	21.9	23.5	103,173	8,887	20,237	5,546	17,817	4,386	6,743	22,048	9,014	17.94	1.8	14,328
WARREN E-6	6.2	1.81	20,934	11,566	13.8	21.3	11.5	17.0	13.6	9,674	5,345	2,962	423	335	396	687	2,000	1,366	2.62	.1	4,565
WASHINGTON E-6	17.0	5.24	49,683	9,481	12.3	16.6	10.2	18.5	21.0	34,591	6,601	8,801	1,187	2,475	1,606	1,363	5,337	2,745	7.44	.9	17,213
WAYNE F-9	17.9	5.68	62,319	10,972	9.1	17.1	11.9	22.2	26.5	48,906	8,610	9,743	2,744	1,317	2,329	2,502	13,128	5,442	9.77	2.4	11,845
WEBSTER B-8	1.9	.55	5,100	9,273	17.4	15.2	7.9	16.2	19.6	870	1,582	313	.....	274	.....	.....	.....	543	.95	.1	6,034
WHEELER E-8	4.1	1.32	10,515	7,966	16.2	21.1	11.2	16.8	14.0	4,121	3,122	2,149	182	107	61	171	432	743	2.09	.7	15,278
WHITE D-3	8.1	2.62	25,764	9,834	16.0	20.3	12.8	20.6	18.0	18,953	7,234	2,789	310	647	323	436	5,829	1,232	4.79	1.4	27,003
WHITFIELD B-3	59.4	19.23	249,395	12,969	7.9	17.7	12.9	25.9	29.6	149,767	7,788	41,409	4,650	10,848	7,153	12,450	33,161	11,180	33.88	.8	19,241
WILCOX D-8	6.5	2.16	18,020	8,343	16.2	17.3	10.7	17.7	16.0	6,831	3,163	2,522	249	699	74	461	1,269	1,175	3.27	1.1	10,472
WILKES E-5	9.7	3.26	31,782	9,749	15.8	20.6	10.6	18.1	20.4	23,640	7,252	6,237	765	2,582	555	345	4,650	1,818	5.28	.9	12,482
WILKINSON E-7	9.4	2.91	27,223	9,355	12.0	17.4	12.1	23.6	20.2	10,488	3,604	3,815	238	595	81	336	3,048	1,419	4.27	.6	6,160
WORTH C-9	15.9	4.89	43,387	8,873	13.5	20.2	10.9	17.4	16.3	30,492	6,236	6,918	749	4,452	387	604	4,937	2,530	7.47	2.9	36,059

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.
(²) Includes portion in DeKalb County.
(³) The governments of Muscogee County and the city of Columbus consolidated in January 1971.

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,190,602	Bulloch	12,168
METRO AREAS		Chatham	65,945
Albany	36,558	Clarke	12,537
Athens	12,537	De Kalb	76,468
Atlanta	389,292	Dougherty	34,418
Augusta	70,177	Fulton	263,418
Columbus	67,431	Glynn	12,001
Macon	69,636	Lowndes	16,097
Rome	8,858	Muscogee	45,794
Savannah	70,072	Richmond	45,814
Valdosta	16,097	Spalding	10,338
Total Metros	740,658	Sumter	10,278
COUNTIES		Thomas	14,115
Baldwin	12,418	Troup	12,901
Bibb	50,787	Total Counties	695,497

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	29,824	METRO AREAS	
		Atlanta	14,279

GEORGIA

See SBDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Ag-Report Network

Comprised of:
Interconnected Stations

WALG—Albany
WISK—Americus
WMES—Asburn
WIIN—Atlanta
WAZA—Bainbridge
WBSG—Blackshear
WBBK—Blakey
WDYX—Buford
WGCO (FM)—Buford
WGRA—Cairo
WIAF—Clarksville
WRWH—Cleveland
WVMG, WVMG-FM—Cochran
WOKA—Douglas
WOKA-FM—Douglas
WKIG—Glenville
WKOG—Gordon
WIFO (FM)—Jesup
WMAC, WHCG (FM)—Metter
WMNZ—Montezuma
WMTM—Moultrie
WMTM-FM—Moultrie
WSYL—Sylvania
WOGA—Sylvester
WLOR—Thomesville
WTHO, WTHO-FM—Thomson
WTIF—Tifton
WGVO—Valdosta
WGOV-FM—Valdosta
WAYX—Waycross
WAYX-FM—Waycross
WWGA—Waynesboro

Media Code 4 211 0074 4.00

Business Office: Box 29334, Atlanta, Ga. 30329. Phone 404-636-8686.

1. PERSONNEL
Sales Manager—Paul Stone.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

TIME RATES
Eff ——————Rec'd 1/6/75.

7. PACKAGE PLANS
*MON THRU SAT—6:05 AM-12:50 PM

ROS:	Per yr 150x	300x	450x	600x	Per wk 3 tl	6 tl	12 tl	18 tl
1 min	41	37	32	36	50	45	39	33
30 sec	33	30	26	21	40	36	31	26

Selected times, extra 20%.
(*) Within or adjacent to Jimmy Lee Ag Reports.
Edited by Don Kennedy.

Georgia Network, Inc.

GEORGIA NETWORK, INC.

Buckley Radio Sales, Inc.

Interconnected Stations
Comprised of:

WBIT—Adel
WALG—Albany
WISK—Americus
WMES—Ashburn
WDOL, WDOL-FM—Athens
WIIN—Atlanta
WRNG—Atlanta
WXAP—Atlanta
WYZE—Atlanta
WAUG, WAUG-FM—Augusta
WBIA—Augusta
WACX—Austell
WAZA—Bainbridge
WBSG—Blackshear
WBBK—Blakely
WMOG—Brunswick
WDYX—Buford
WGCO (FM)—Buford
WGRA—Cairo
WCLB—Camilla
WCHK—Canton
WITR (FM)—Carrollton
WLBB—Carrollton
WKRW—Cartersville
WGAA—Cedartown
WRWH—Cleveland
WVMG, WVMG-FM—Cochran
WITBL—Columbus
WRLB-FM—Columbus
WJJC—Commerce
WCON, WCON-FM, Cornelia
WGFS—Covington
WSNE—Cumming
WDMG—Douglas
WXLI, WXLI-FM—Dublin
WSGC—Elberton
WSGC-FM—Elberton
WFNE (FM)—Forsyth
WDUN—Gainesville
WKIG—Glenville
WKOG—Gordon
WKEU, WKEU-FM—Griffin
WLOP, WIFO (FM)—Jesup
WLAG, WLAG-FM—LaGrange
WLAW—Lawrenceville
WPEH, WPEH-FM—Louisville
WBML—Macon
WMAC, WHCG (FM)—Metter
WKIN—Monroe
WMTM—Moultrie
WMNZ—Montezuma
WNGA—Nashville
WCOH, WCOH-FM—Newnan
WSIZ—Ocilla
WITOM, WITOM-FM—Rome
WQQT—Savannah
WXLM (FM)—Savannah
WWNS—Statesboro
WSYL—Sylvania
WOGA—Sylvester
WLOR—Thomasville
WTHO, WTHO-FM—Thomson
WTIF—Tifton
WNEG—Toccoa
WGAF—Valdosta
WRBN, WRBN-FM—Warner Robins
WAYX—Waycross
WAYX-FM—Waycross
WWGA—Waynesboro

Media Code 4 211 0147 8.00

Williamsburg Village, Box 29334, Interstate 85 N. at Clairmont Rd., Atlanta, Ga. 30329. Phone 404-636-8686.

1. PERSONNEL
President—Don Kennedy.
Vice-President—Paul Stone.
News Director—Richard Moore.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

TIME RATES
No. 8 Eff 1/75—Rec'd 7/30/75.

7. PACKAGE PLANS

PER WK:	* 6 tl	12 tl	18 tl	RDS 6 tl	12 tl	18 tl
1 min	108	102	96	90	85	80
30 sec	86	82	77	72	68	64

(*) rotating within specified time.
Spots scheduled 6:30 am-6:33 pm.

Submitted by Don Kennedy.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 211 0185 8.00

Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.

New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

GEORGIA STATE GROUP
Comprised of:

WBIT—Adel
WULF—Alma
WDEC—Americus
WDOL—Athens
WACX—Austell
WMGR—Bainbridge
WBAF—Barnesville
WUFE—Baxley
WBBK—Blakely
WWCC—Bremen
WGIG—Brunswick
WDYX—Buford
WGRA—Cairo
WCLB—Camilla
WCHK—Canton
WLBB—Carrollton
WBHF—Cartersville
WGAA—Cedartown
WGHC—Clayton
WBWH—Cleveland
WVMG—Cochran
WPNX—Columbus
WBLJ—Dalton
WDWD—Dawson
WQAK—Decatur
WDMG—Douglas
WMLT—Dublin
WLOR—Thomasville
WTWA—Thomson
WWGS—Tifton
WNEG—Toccoa
WVOP—Vidalia
WUFF—Eastman
WFPM—Fort Valley
WGGA—Gainesville
WKOG—Gordon
WHIE—Griffin.
WCEH—Hawkinsville
WVOH—Hazlehurst
WJGA—Jackson
WLOP—Jesup
WLFA—La Fayette
WLAG—La Grange
WPEH—Louisville
WYTH—Madison
WFDR—Manchester
WFOM—Marietta
WDAX—McRae
WMVG—Milledgeville
WGSR—Millen
WKUN—Monroe
WMTM—Moultrie
WNEA—Newnan
WPGA—Perry
WSFB—Quitman
WROM—Rome
WSYL—Sylvania
WSFT—Thomaston
WLOY—Washington
WAYX—Waycross
WBMK—West Point
WIMO—Winder

	1 min	30 sec
All stations	250	200

Less than full state list may be purchased.

(D)

For complete listing see Regional Networks & Groups

Keystone BROADCASTING SYSTEM, INC

Tobacco Radio Network, The

GEORGIA STATE GROUP
Executive Office: Box 1988, 137 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8885.
See The Tobacco Radio Network under Regional Radio Networks and Groups.

ADEL

Cook County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WBIT
1955

Media Code 4 211 0330 0.00

Timberland Communications, Inc., Box 508, Adel, Ga. 31620. Phone 912-896-4571.

STATION'S PROGRAMMING DESCRIPTION
WBIT: block programming. 6-8 am & 11 am-2 pm.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ralph L. Deen.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Affiliated with American Entertainment Network.
Member: Georgia Network, Inc.

TIME RATES
Eff 8/20/73—Rec'd 10/29/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	520x
1 min	4.00	3.70	3.25	2.85	2.40

30 sec: 80% of 1-min.
Edited by Ralph Deen.

ALBANY (4 AM; 3 FM)

Dougherty County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

WALG
1941

RAB

Subscriber to the NAB Radio Code

Media Code 4 211 0385 4.00

Radio Albany, Inc., Box W, Albany, Ga. 31702. Phones 912-436-7234; 912-436-7233.

STATION'S PROGRAMMING DESCRIPTION
WALG: Programmed for adults.
MUSIC: top 20 plus 20 best album cuts. Local and network personalities. NEWS: local and state news and sports at 7, 7:25, 7:30, 8 am, noon, 5, 5:25 and 5:30 pm; network news at :55, commentator at 8:30 am and 12:30 pm. SPORTS: high school, local, college and professional football; bowl games; NASCAR races; fight of month. Community affairs director, community club awards annually and special events. Contact Representative for further details. Rec'd 3/27/72.

1. PERSONNEL
President—Whitfield S. Woodall.
Vice-Pres. & Gen'l Mgr.—Phillip B. Powell, III.
Sales Manager—Charles H. Roberts.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Southeast—W. O. Jones, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1590 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70e.
FM facilities: WWCW (FM).
Affiliated with American Contemporary Network.
Member: Farm Radio Network, Georgia Network, Inc., Ag-Report Network.

TIME RATES
Eff 6/1/71—Rec'd 4/26/71.

6. SPOT ANNOUNCEMENTS
Drive—Mon thru Sat 6-9 am & 3-7 pm.
Housewife—Mon thru Sat 9 am-3 pm; Sun 7 am-7 pm.
Night—Mon thru Sun 7 pm-6 am.

1 MINUTE PER WK, FIXED	1 tl	6 tl	12 tl	18 tl	24 tl
Drive	13.00	12.50	12.00	11.25	10.50
Housewife	——	11.00	10.50	9.75	9.00
Night	——	10.00	9.50	8.75	8.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
FAMILY PLAN—1 MINUTE
6 spots 6-9 am Mon thru Sat.
6 spots 3-7 pm Mon thru Sat.
4 spots 7-10 pm Mon thru Fri.
4 spots 9 am-3 pm Sat.
4 spots noon-6 pm Sun.
24 spots per wk. 210
PERSONALITY PACKAGE—1 MINUTE
6 spots 6-9 am Mon thru Sat.
6 spots 9 am-noon Mon thru Sat.
7 spots noon-3 pm Mon thru Sun.
7 spots 3-7 pm Mon thru Sun.
7 spots 7 pm-midnight Mon thru Sun.
33 spots per wk. 295
30 sec: 80% of 1-min.

6. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.
10 min—2x applicable 1-min rate.
1/4 hr—2-1/2x applicable 1-min rate.
1/2 hr—4-1/2x applicable 1-min rate.
1 hr—8x applicable 1-min rate.

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%
Not applicable to Package Plan.

WGPC
1933

NAB

Subscriber to the NAB Radio Code

Media Code 4 211 0440 7.00

The Albany Broadcasting Co., 2011 Gillionville, Albany, Ga. 31707. Phone 912-883-6500.

STATION'S PROGRAMMING DESCRIPTION
WGPC: Programmed for adults.
MUSIC: limited to film music, showtunes, standards and middle-of-the-road, except for 2 weekend classical periods of symphonic music. Early morning period, 6-9 am, middle-of-the-road music and news at 7-7:05 am, 7:25-7:30 am, 8-8:15 am, 8:15-8:20 am. Housewife show 10:35 am-noon. 10 min national and international news followed by local and regional news on hour. Live major league baseball and college football. Contact Representative for further details. Rec'd 7/28/67.

1. PERSONNEL
President—Jim W. Woodruff, Jr.
Vice-Pres. & Gen'l. Mgr.—Leonard M. George.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-midnight, EST.
Partial simulcast operation. Simulcast 6-9 am & 6 pm-midnight Mon thru Fri. For non-simulcast facilities see WGPC-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 28a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
Eff 5/15/73—Rec'd 5/23/73.

6. SPOT ANNOUNCEMENTS

6-9 AM & 3-7 PM	1x	13x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50
30 sec	4.80	4.40	4.00	3.60	3.20	2.80	2.40	2.00
ALL OTHER TIMES								
1 min	5.75	5.25	4.75	4.25	3.75	3.25	2.75	2.25
30 sec	4.60	4.20	3.80	3.40	3.00	2.60	2.20	1.80

7. PACKAGE PLANS

VOLUME:	1000x	CONSTANCY:	*312x
1 min	2.00	1 min	1.80

Within 12 months, ROS.
(*) Minimum 1 spot per day, 3 days out of 7, 6 per wk ROS.

SATURATION:	30 tl	13 tl
1 min/less	2.50	3.00
30 sec	2.00	2.40

Within 7 days, ROS.
Shorties—15-sec, 1/2 total for frequency discount, 50% of rate shown ROS.

WGPC-FM
1963

NAB

Subscriber to the NAB Radio Code

Media Code 4 211 0441 5.00

Albany Broadcasting Co., 2011 Gillionville Rd., Albany, Ga. 31707. Phone 912-883-6500.
See affiliated AM station for additional information.

3. FACILITIES
ERP 43,000 w.; 104.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 141 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-6 pm Mon thru Fri. For simulcast facilities see WGPC.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
Eff——————Rec'd 1/27/71.

8. SPOT ANNOUNCEMENTS
10 30-sec spots per wk, 2 per day (annual contract), per mo 50.00.

WJAZ
1952

Country Western

Media Code 4 211 0495 1.00

Dowdy Brothers Broadcasting Co., Box 505, 2700 N. Slappey Blvd., Albany, Ga. 31702. Phone 912-432-9181.

STATION'S PROGRAMMING DESCRIPTION
WJAZ: Programmed for young, middle-age & older adults.
MUSIC: modern C & W format; 75% C & W with current hits, extra & C & W gold rotating. Gospel

(This listing continued on next page)

Albany—WJAZ—Continued

quartet music one cut per hour & on Sun. mornings. NEWS: national, state & local news hourly. Weekday phone-in trading post program. FARM: emphasis on farm audience programming. Rec'd 3/24/75.

1. PERSONNEL
General Manager—Roy M. Dowdy.
Program Director—Bob Bowen.
Farm Director—Carol Dowdy.
3. FACILITIES
5,000 w. days; 960 wc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only; payable the following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb.: Cont. Discounts: 60e, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff——Rec'd 3/24/75.
AAA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.
BOS—All other times.

8. SPOT ANNOUNCEMENTS

CLASS AAA PER WK:	5 ti	10 ti	18 ti	20 ti	23 ti
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	8.00	7.50	7.00	6.50	6.00
ROS					
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x
1/2 hr	65	60	55
1/4 hr	45	40	35
5 min	25	20	15

WJIZ (FM)

1966
A James S. Rivers Station
Media Code 4 211 0550 3.00
James S. Rivers, Inc., Box 545, Slappey Dr., Albany, Ga. 31702. Phone 912-432-7447.
STATION'S PROGRAMMING DESCRIPTION
WJIZ (FM): Programmed exclusively to Negro population.
MUSIC: rhythm & blues. Black personnel. NEWS: Negro local, national, regional. Community affairs. SPORTS: Negro college & high school. All aspects of black interest programming. Rec'd 5/23/75.
1. PERSONNEL
President—James S. Rivers.
General Manager—Betty T. Smith.
General Sales Manager—Jerry Dillard.
3. FACILITIES
ERP 100,000 w.; 96.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 537 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 4/1/75—Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

	26x	52x	104x	156x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	7.50	7.00	6.50	6.00	5.50	5.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

SATURATION. PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	8.00	7.50	7.00	6.00
30 sec	6.50	6.00	5.50	5.00

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	68.00	44.00	25.00	14.55
13 x	66.00	42.00	24.00	13.50
26 x	64.00	40.00	23.00	12.90
52 x	62.00	38.00	22.00	12.30
104 x	.....	36.00	21.00	11.60
156 x	.....	34.00	20.00	10.90
260 x	.....	32.00	19.00	10.35
312 x	.....	.....	18.00	9.25
520 x	.....	.....	17.00	8.25

WQDE

(formerly WLYB)
1962
Media Code 4 211 0605 3.00
Southland Radio, Inc., Box 1624, Albany, Ga. 31702. Phone 912-436-0544.
STATION'S PROGRAMMING DESCRIPTION
WQDE: Programmed for adults.
MUSIC: general popular. NEWS: national, state & local at :55, 5 min newscasts at 7:30 am (state & local), 8:30 am (national, state & local sports) & 5:30 pm (local sports). Morning & afternoon drive time traffic reports. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 9/20/72.
1. PERSONNEL
President—Jim Wiggins.
Vice-Pres. & Gen'l Mgr.—Larry Dean Hickerson.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES 1,000 w. days; 1250 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14c.
Basic Rates: 21b, 21c, 22a, 23a, 25c, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 7/7/72—Rec'd 9/5/72.
AA—6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	520x	780x
1 min	7.00	6.50	5.50	4.75	4.00	3.75
30 sec	5.00	4.50	4.00	3.50	3.00	2.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	36 ti
1 min	4.00	3.75	3.50
30 sec	3.25	3.00	2.50

10 sec: 50% of 1-min.

6. PROGRAM TIME RATES

	1x	52x	208x	312x	500x
1 hr	60.00	55.00	50.00	.....	.....
1/2 hr	35.00	30.00	20.00	.....	.....
1/4 hr	25.00	20.00	15.00	.....	.....
5 min	12.00	8.50	7.50	7.00	6.50

WWCW (FM)

1974
NAFMB
Media Code 4 211 0632 9.00
Radio Albany, Inc., Box W, Old Leesburg, Rd., Albany, Ga. 31702. Phone 912-435-9929.
See affiliated AM station for additional information.
AM facilities: WALG.
STATION'S PROGRAMMING DESCRIPTION
WWCW (FM): Programmed for adults 18-49.
MUSIC: contemporary. Golden oldies '55 to present. NEWS: network at :15; local 7:45, 11:45 am & 5:30 pm; state 8:45 am & 12:45, 5:45 pm. Sports 8:30 am & 4:45 pm. Emphasis on actualities. COMMERCIAL POLICY: 8 minutes per hour. Maximum cluster of 2 minutes. Rec'd 10/1/73.
1. PERSONNEL
President—Whitfield S. Woodall.
Sales Representative—Elaine Woodall.
2. REPRESENTATIVES
Call station direct.
3. FACILITIES
EIRP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28c.
Contracts: 40a, 45, 51a.
Comb.: Cont. Discounts: 60i, 62d.
Cancellation: 71a.
Prod. Services: 81.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2-75 Eff 1/1/75—Rec'd 2/27/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	27x	53x	105x	157x	261x
1 min	7.50	6.75	6.10	5.50	4.95	4.45
30 sec	5.25	4.75	4.25	3.85	3.50	3.15
		313x	521x	801x	1041x	1500+
1 min		4.00	3.60	3.25	2.90	2.60
30 sec		2.80	2.50	2.30	2.00	1.80

7. PACKAGE PLANS

PER MO, 7-30 DAYS:	40 ti	80 ti	120 ti	150 ti
1 min	4.90	4.25	3.70	3.20
30 sec	3.45	3.00	2.60	2.25

10 sec: 120 ti per mo, 2.50.

ALMA

Bacon County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WULF

1957
Subscriber to the NAB Radio Code
Media Code 4 211 0660 0.00
Queen Broadcasting System, Inc., Drawer 1987, U. S. Hwy. 1, Alma, Ga. 31510. Phone 912-632-4271.
STATION'S PROGRAMMING DESCRIPTION
WULF: 5 AIR PERSONALITIES operate schedule
1. PERSONNEL
Manager—Ray Shannon.
2. REPRESENTATIVES
Radio Time Sales/International.
Chicago—National Time Sales.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-7 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/15/73—Rec'd 5/9/74.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

	1x	13x	26x	52x	140x	260x	780x
Ea.	4.00	3.90	3.80	3.60	3.40	3.20	2.25

AMERICUS (2 AM; 2 FM)

Sumter County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WDEC

1947
Media Code 4 211 0713 2.00
Americus Broadcasting Co., Box 1307, 605 McGarrah St., Americus, Ga. 31709. Phone 912-924-3681.
STATION'S PROGRAMMING DESCRIPTION
WDEC: Personality top 40.
1. PERSONNEL
Owner & Gen'l Mgr.—Conway M. Smith.
2. REPRESENTATIVES Hal Walton Co.
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WIPE (FM).
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 7/29/74.
AA—Mon thru Fri 6-9 am & 3-7 pm; Sat 6 am-noon.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
PER MO:	1 min	30 sec	1 min	30 sec
1 ti	3.80	3.45	3.00	2.65
51 ti	3.45	3.10	2.65	2.30
101 ti	3.10	2.80	2.30	1.95
151 ti	2.80	2.45	1.95	1.60
201-250 ti	.....	.....	1.60	1.25

10/15 sec: 50% of 1-min.
CONTRACT DISCOUNT
26 wk—5% 52 wk—10%
Equal AM/FM schedules may use AA times at A rates.

WIPE (FM)

1964
Media Code 4 211 0743 4.00
Americus Broadcasting Co., Box 1307, 605 McGarrah St., Americus, Ga. 31709. Phone 912-924-3681.
See affiliated AM station for additional information.
AM facilities: WDEC.
STATION'S PROGRAMMING DESCRIPTION
WIPE (FM): Programmed for adult black audience.
1. PERSONNEL
Program Director—Don Zihlman.
3. FACILITIES ERP 3,000 w.; 94.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None, all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with National Black Network.
Sold in combination with WDEC. See that listing for special plan.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 7/29/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	51 ti	101 ti	151 ti	(*)
1 min	3.00	2.65	2.30	1.95	1.60
30 sec	2.65	2.30	1.95	1.60	1.25

10/15 sec: 50% of 1-min.
(*) 201-250 ti.
CONTRACT DISCOUNT
26 wk—5% 52 wk—10%

WISK

1962
Media Code 4 211 0770 7.00
Sumter Broadcasting Co., Inc., Box 727, Americus, Ga. 31709. Phone 912-924-6500.
STATION'S PROGRAMMING DESCRIPTION
WISK: MUSIC: Modern country 95%, gospel 5%.
1. PERSONNEL
Owner & Gen'l Mgr.—R. E. Lashley, Jr.
2. REPRESENTATIVES
Gene Boiles Company.
South—Southern Spot Sales, Inc.
3. FACILITIES
5,000 w.; 1,330 kc. Daytime only.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WPUR (FM).
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
Eff 1/1/72—Rec'd 11/12/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	250x
1 min	3.00	2.80	2.70	2.60	2.50
30 sec	2.40	2.25	2.20	2.05	2.00

WPUR (FM)

1973
Media Code 4 211 0797 0.00
Sumter Broadcasting Co., Inc., Box 727, 113 S. Lee St., Americus, Ga. 31709. Phone 912-924-6500.
See affiliated AM station for additional information.
AM facilities: WISK.
STATION'S PROGRAMMING DESCRIPTION
WPUR (FM) MUSIC: Contemporary.
3. FACILITIES
EBP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Eff 5/1/74—Rec'd 5/14/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	250x
1 min	2.00	1.80	1.70	1.60	1.50
30 sec	1.50	1.40	1.30	1.20	1.00

ASHBURN

Turner County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WMES

1960
NAB
Media Code 4 211 0825 9.00
Radio Ashburn, Box 32, U. S. Hwy. 41, Ashburn, Ga. 31714. Phone 567-3355.
1. PERSONNEL
Owner & Gen'l Mgr.—Ray L. Mercer.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Ag-Report Network.

TIME RATES
Rates effective January 1, 1962.
Rates received January 2, 1962.

6. SPOT ANNOUNCEMENTS
1-MINUTE ANNOUNCEMENTS

1 time	4.25	156 times	2.75
26 times	4.00	182 times	2.50
52 times	3.75	208 times	2.25
78 times	3.50	234 times	2.00
104 times	3.25	260 times	1.75
130 times	3.00	286 or more times	1.50

ATHENS (3 AM; 2 FM)

Clarke County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WDOL

1957
Country and Western

A James S. Rivers Station
Media Code 4 211 0880 4.00
University City, Inc., Box 1607, Radio Center, Athens, Ga. 30601. Phone 404-549-1470.
STATION'S PROGRAMMING DESCRIPTION
WDOL: For the Country Music enthusiast.
MUSIC: popular country with old record every half hour. AIR PERSONALITIES handle all segments. NEWS: local with extended newscasts at 7, 8 am, noon, 5, 6 pm. Briefs & local actualities at 6, 9, 11 am, 1, 3 pm. Commentator at 12:30 pm. Bulletins & traffic reports. 3 man news team, network & wire service. National & local stock market reports at 1:30 pm. Local livestock reports twice daily. Weathercasts, county extension & home economist reports daily. Daily editorials. Live daily tele/talk show. SPORTS: follow weathercasts. Area & U reports. Sports director. State game & fish reports daily. Contact Representative for further details. Rec'd 5/29/73.
1. PERSONNEL
General Manager—Joe A. Peres.
Prog. & Music Dir.—Bill Burpitt.
Sales Manager—Don Watson.
2. REPRESENTATIVES
New York—Frederick W. Smith.
Southeast—David Carpenter Company.
3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21b, 22a, 23a, 24a, 25a, 26, 28b.
Contracts: 40a, 42a 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WJSR.
Member: Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/75—Rec'd 6/16/75.

6. SPOT ANNOUNCEMENTS

PER MO.	.....	.....	50 ti	100 ti	150 ti
PER WK:	1 ti	10 ti	25 ti	49 ti	50 ti
1 min	6.40	6.10	5.50	4.90	4.60
30 sec	5.20	4.90	4.40	3.80	3.50
15 sec	4.60	4.40	3.80	3.20	2.90

Submitted by Herschel M. Rivers.

WGAU

1938
CBS Radio Network

NAB
Clarke Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 211 0935 6.00
Clarke Broadcasting Corp., Box 5099, 350 Bobbin Mill Rd., Athens, Ga. 30604. Phone 404-549-1340
STATION'S PROGRAMMING DESCRIPTION
WGAU: Programmed for adults.
NEWS: 30 newscasts daily, with major newscasts at 7, 7:30, 8 am, 12:15, 6:15 pm. Local and regional 50%, state 15%, national and international 35%. 4 man news staff, network, wire service. Editorialize weekly. Direct from weather bureau 3X daily. SPORTS: coverage of high school, college & professional by 2 man staff, with play-by-play of high school football and basketball, college and professional football. State game & fish report, net sports commentary, adult interview & public affairs program daily. MUSIC: MOR. 1-hour classical nightly 8-9 pm. Jazz program weekly. FARM: County agent & university extension reports daily. RELIGION: Twice-daily 15 min meditation. Contact Representative for further details. Rec'd 2/4/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—H. Randolph Holder.
Sales Manager—Richard A. Mattocks.
Station Manager—(Mrs.) Mary Betts.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 4:55 am-1:10 am. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 29b, 30, 32a.
Contracts: 40a, 44a, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 601, 61a, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WNGC (FM).
Affiliated with CBS.
2-station discount 5% when bought in combination with WLAQ, Rome.

(This listing continued on next page)

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/72—Rec'd 11/10/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	585x	790x	1040x
1 min	6.18	5.88	5.59	5.29	5.00	4.71	4.41	4.12
30 sec	5.59	5.39	5.00	4.71	4.41	4.12	3.82	3.53
15 sec: 2.65.								

7. PACKAGE PLANS

PER WK:	20 ti	30 ti	50 ti	70 ti
1 min	88.24	133.53	188.24	211.77
30 sec	76.47	100.00	158.83	188.24
100 per mo, 1 min 411.78 100 per mo, 30 sec 352.95				

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1/2 hr	45.30	42.35	39.41	36.47	33.53	30.59	27.65	24.71
1/4 hr	28.24	26.47	24.71	22.94	21.18	19.41	17.65	15.88
5 min	17.06	15.88	14.71	13.53	12.35	11.18	10.00	9.41

WJSR
1964
A James S. Rivers Station

Media Code 4 211 0945 5.00
University City, Inc., Box 1607, 255 Whitehall Rd., Athens, Ga. 30601. Phone 404-549-1467.
See affiliated AM station for additional information.
AM facilities: WDOL.

STATION'S PROGRAMMING DESCRIPTION
WJSR: Programmed for college, high school, junior high school and teens.
MUSIC: top 40 rock, selected album cuts & select old rock to 1969. AIR PERSONALITIES handle all music. NEWS: 5-minutes at 7:50 am, 12:50 & 4:50 pm, traffic reports, bulletins anytime. Network & AP wire service, news emphasis on voice features from network & local sources. 3 mobile units for local news sources. Station participates in community affairs. SPORTS: in newscasts. Weather: phone line to state & local weather offices. Audience participation contests & station promotions. Contact Representative for further details. Rec'd 8/27/74.

1. PERSONNEL
Sales Manager—Ron Williams.
Prog. & Music Dir.—Ron Parker.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht: 193 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62a.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES
Rates are identical to WDOL. See that listing.
Edited by Herschel M. Rivers.

WNGC (FM)
1948

Country & Western

Clarke Broadcasting Corporation
Subscriber to the NAB Radio Code

Media Code 4 211 0955 4.00
Clarke Broadcasting Corp., Box 5099, 850 Bobbin Mill Rd., Athens, Ga. 30604. Phone 404-549-1340.
See affiliated AM station for additional information.
AM facilities: WGAU.

STATION'S PROGRAMMING DESCRIPTION
WNGC (FM): country music.
NEWS: 4 major newscasts daily-7, 8 am & 12:15, 6:15 pm. Local and regional 65%, state 15%, national and international 20%. Editorializes weekly. Wire service. 4 man news staff. Weathercasts direct from weather bureau 2X daily. SPORTS: coverage of high school, college and professional by 2 man staff, with play-by-play of high school football, basketball and professional football. State poultry, game and fish reports daily. RELIGION: 2 daily gospel music programs, 2 daily 30-min meditations, inspirational messages, thought for the day. MUSIC: country, standards, and popular. Contact Representative for further details. Rec'd 2/4/74.

1. PERSONNEL
Music Director—Larry England.

3. FACILITIES
ERP 5200 w.; 95.5 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 260 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
2-station discount 5% when bought in combination with WLAQ, Rome.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 9/9/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	312x	624x	936x
1 min	6.18	5.88	5.59	5.29	4.59	4.23	3.88
30 sec	5.59	5.29	5.00	4.70	3.88	3.53	3.23

7. PACKAGE PLANS

PER WK:	1 min	30 sec
25 ti	105.87	88.23
50 ti	194.11	152.94
EA:	1 ti	25 ti	50+
15 sec	2.94	2.65	2.35
PER MO:	1 min	30 sec	15 sec
100 ti	388.00	323.00	235.00

WRFC
1948

Media Code 4 211 0990 1.00
Radio Athens, Inc., Box 1152, 255 S. Milledge, Athens, Ga. 30601. Phone 404-543-2411.

STATION'S PROGRAMMING DESCRIPTION
WRFC: Programmed for adults, young adults and college.
MUSIC: popular. NEWS: emphasis on local news actualities, mobile news fleet with traffic and news reports, network and UPI wire service, news at :30. SPORTS: college football, basketball and baseball, selected sports features and regularly scheduled sports shows daily. AIR PERSONALITIES handle all segments. Special features: farm quotations, traffic reports from 3 mobile units, local features, remotes for grand openings, etc. Contact Representative for further details. Rec'd 3/7/69.

1. PERSONNEL
President—L. H. Christian.
General Manager—Charles E. Giddens.
Sales Manager—Sandra Gwyn.

2. REPRESENTATIVES
South—Busby, Finch, Lathom & Widman.

3. FACILITIES
5,000 w. days; 500 w. nights. 960 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. X Eff 3/1/75—Rec'd 2/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	40 ti	25 ti	10 ti	1 ti
PER MO:	100 ti	50 ti	.....	.....
PER YR:	1000x	500x	260x	1x
1 min	5.50	5.75	6.00	6.25
30 sec	4.00	4.50	5.00	5.50
15 sec	3.00	3.50	4.00	4.50

1500 spots per yr—10% discount.

7. PACKAGE PLANS
NIGHT PACKAGE—8 PM-5 AM

	1 min	30 sec	15 sec
Minimum 10 spots, ea	3.50	3.00	2.50

All rates BTA.

ATLANTA
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)
(18 AM; 8 FM)

Atlanta:
Fulton County—Map Location C-4
East Point, Fulton County—Map Location C-4
Decatur, De Kalb County—Map Location C-5
Marietta, Smyrna, Cobb County—Map Location B-5
Morrow, Clayton County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	160	76	76	68
B	85	58	75	60
C	70	55	68	46
D	58	55	65	40
AVERAGE	93	61	71	54

WAOK
1954
ATLANTA

Media Code 4 211 1045 2.00
Atlanta OK Broadcasting Co., Inc., 75 Piedmont Ave., N. E., Atlanta, Ga. 30303. Phone 404-659-1380.

STATION'S PROGRAMMING DESCRIPTION
WAOK: Programmed for black listener.
MUSIC: popular, rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments. Taped commercials by air personalities are interchangeable. NEWS: 5 min at :30; headlines as needed; 5 man staff, editorials as needed. SPORTS: briefs handled by 3 man pro team; professional basketball & football; local high school & college sports. Basic Black Sun format, noon-8 pm, consists of variety of music & brief public affairs mini-programs, Spectrum of cultural Black experience, 2 young ladies explore all aspects of urban & suburban life. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL
President—R. A. Henry.
Vice-Pres. & Gen'l Sales Mgr.—Stan Raymond.
Assistant to Vice-President—Ken Goldblatt.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 12 Eff 4/1/75—Rec'd 4/7/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
B—All other times.

7. PACKAGE PLANS

	1 min				30 sec			
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	60	58	56	53	48	46	44	42
AA	55	53	51	48	44	42	40	38
A	40	38	36	33	32	30	28	26
B	26	24	22	19	21	19	17	15

AOK PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	45	42	39	35

30 sec: 80% of 1-min.

WAVO
1958
DECATUR
A Sudbrink Station

Media Code 4 211 1100 6.00
Sudbrink Broadcasting Co., 3081 E. Commercial Blvd., Fort Lauderdale, Fla. 33309. Atlanta Phone 404-292-3800.
Mailing address: Box 111, Decatur, Ga. 30031.
Studio: 3589 N. Decatur Rd., Decatur, Ga. 30031.

STATION'S PROGRAMMING DESCRIPTION
WAVO: Christian Programming & sacred music.
Rec'd 10/29/73.

1. PERSONNEL
Executive Vice-President—Harold W. Gore.
Station Manager—Philip F. Anderson.

3. FACILITIES
1,000 w. days; 1420 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21d, 22a, 23b, 24a, 25a, 28a, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62a, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
Eff 1/1/74—Rec'd 1/4/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min				30 sec			
	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 ti	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
10+	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
					15 sec			
1 ti					3.00	2.75	2.50	2.25
10+					2.75	2.50	2.35	2.00

8. PROGRAM TIME RATES

PER WK:	5 min	1/4 hr	1/2 hr	1 hr
1 ti	10.00	25.00	42.00	70.00
5-7 ti	8.50	21.50	36.00	60.00

WBIE
1950
MARIETTA

AVERY-KNODEL, INC.

Media Code 4 211 1182 4.00
Marietta Broadcasting Co., Inc., Box 491, 21-1/2 Atlanta, St., Marietta, Ga. 30060. Phone 404-424-1015.

1. PERSONNEL
General Manager—James M. Wilder.
Ass't Gen'l & Nat'l Sales Mgr.—Bill Estes.
Station Manager—Roger Allison.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
ERP 100,000 w.; 101.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 900 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 21a, 21b, 21d, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60e, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WCOB.
Affiliated with MBS.

TIME RATES
No. 2 Eff 7/1/75—Rec'd 7/7/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
SECTION I—FIXED

PER WK:	AA 6 ti	12 ti	18 ti	24 ti	A 6 ti	12 ti	18 ti	24 ti
1 min	25	23	21	20	23	21	19	18
30 sec	19	17	16	15	17	16	15	14
SECTION II—BTA								
1 min					20	18	16	14
30 sec					16	15	12	11

Submitted by Bill Estes.

(Atlanta continued on next page)

KNOW YOUR SERVICE

Special Features of *Spot Radio Rates and Data* Help Your Station Selection

Besides the regular individual station listings, these four specific references in the monthly edition of *Spot Radio* aid in your selection of stations by type and location:

- Metropolitan Areas—stations are listed alphabetically within each Standard Metropolitan Statistical Area, as established by the Bureau of Census.
- Foreign Language Programming—stations which have at least one program are listed geographically showing the language and number of hours of foreign language programming.
- Negro Programming — listed by state, city and call letters, stations having at least one regularly scheduled program are listed showing number of Negro hours programmed per week.
- Farm Programming—stations that broadcast at least one such program are listed geographically, showing total weekly broadcast hours of farm programming.

These features—kept up to date monthly—are designed to make your job of station selection easier through an ever increasing use of SRDS. See the Contents page for the location of these and other special features to be found every month.

R6TA-1/8

GEORGIA

Atlanta—Continued

WCOB
1955
MARIETTA

Media Code 4 211 1202 0.00
Marietta Broadcasting Co., Inc., Box 491, 21-1/2 Atlanta St., Marietta, Ga. 30060. Phone 404-424-1015.

See affiliated FM station for additional information.
FM facilities: WBIE.

STATION'S PROGRAMMING DESCRIPTION
WCOB: Local news staff makes use of 3 two-way radio equipped vehicles for on scene reporting. Voice actualities received from newsmen across state on reciprocal basis. Weather information received from ESSA weather bureau wire. Editorials broadcast daily. SPORTS: coverage includes sportscasts, high school and college football, high school basketball, pro soccer, and major stock car and Indianapolis auto races. Stock exchange reports broadcast twice daily, M-F. MUSIC: middle-of-the-road. Household vignettes broadcast regularly in mornings and afternoons. Contact Representative for further details. Rec'd 7/8/74.

3. FACILITIES
10,000 w. days; 1030 kc. Directional.
Operating schedule: Variable. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Affiliated with MBS.

TIME RATES
No. 2 Eff 3/1/75—Rec'd 3/17/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
1 wk.	6.00	5.50	5.00	4.50	4.50	4.00	3.75	3.50
4 wk.	5.50	5.25	4.75	4.25	4.25	3.75	3.50	3.25
13 wk	5.25	5.00	4.50	4.00	4.00	3.50	3.25	3.00
26 wk	5.00	4.75	4.25	3.75	3.75	3.25	3.00	2.75
52 wk	4.50	4.25	4.00	3.50	3.50	3.00	2.75	2.50

10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER YR, BTA:	500x	1000x
1 min	4.00	3.50
30 sec	3.00	2.50

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
6 ti	15.00	14.50	14.00	13.50	13.00
12 ti	14.50	14.00	13.50	13.00	12.50
18 ti	14.00	13.50	13.00	12.50	12.00

WFOM
1946
MARIETTA

Media Code 4 211 1223 0.00
Woofum, Inc., 835 S. Cobb Dr., Marietta, Ga. 30060. Phone 404-428-3396.

STATION'S PROGRAMMING DESCRIPTION
WFOM: MUSIC: top 40. Bec'd 10/19/67.

1. PERSONNEL
President—J. A. Davenport, III.
Station Manager—Jerry Crowe.

3. FACILITIES
1,000 w. days, 280 w. nights; 1280 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 23a, 23b, 23c.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 73a.
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES
No. 9 Eff 8/1/74—Rec'd 9/3/74.
AA—Mon thru Sat 5:30-10 am & 3-8 pm.
A—All other times.

PER WK:	AA 1 ti	AA 12 ti	AA 24 ti	AA 50+	A 1 ti	A 12 ti	A 24 ti	A 50+
1 min	8.00	7.50	6.90	6.70	7.50	7.00	6.40	6.20
30 sec	6.00	5.50	4.90	4.60	5.50	5.20	4.50	4.30

20 sec: 60% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER MO, 100 TI:	AA	A
1 min	6.50	6.00
30 sec	4.40	4.10

20 sec: 60% of 1-min. 10 sec: 50% of 1-min.
Submitted by Jerry Crowe.

WGKA
1955
ATLANTA

UPI COMMUNICATIONS
HERBERT E. GROSKIN & COMPANY
Radio Code
NAB

Subscriber to the NAB Radio Code
Media Code 4 211 1265 7.00
GCC Communications of Atlanta, Inc., 230 Peachtree St., N. W., Atlanta, Ga. 30303. Phone 404-521-1190.
See affiliated FM station for additional information.
FM facilities: WZGC (FM).

STATION'S PROGRAMMING DESCRIPTION
WGKA: MUSIC: Classical, fine arts, news & information. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
Executive Vice-President—John F. Tenaglia.
General Manager—John B. Frankhouser, Jr.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
1,000 w. days; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 7/29/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	15.00	14.50	14.00	13.50	13.00	12.50	12.00
30 sec	12.00	11.50	11.00	10.50	10.00	9.50	9.00

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	105	100	95	90	85	80	75
1/2 hr	85	81	77	73	69	65	61
5 min	45	42	39	36	33	30	27

WGST
1922
ATLANTA

American Entertainment Ntwk
BLAIR RADIO
NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 211 1320 0.00
Meredith Corporation, Box 7888, 165 8th St., N.W., Atlanta, Ga. 30309. Phone 404-892-0092.

STATION'S PROGRAMMING DESCRIPTION
WGST: MUSIC: adult contemporary.
DJ PERSONALITIES handle all segments. NEWS: 5 min at :00 & :30; 6 man news team with 3 mobile Cruisers. Traffic reports during commuting hours M-F. Contests—audience participations M-Sun. Contact Representative for further details. Rec'd 1/28/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard F. Carr.
General Sales Manager—Paul R. Kunkler.
Operations Manager—Gary McDowell.

2. REPRESENTATIVES
Blair Radio.
Canada—Unicom Broadcast Sales Ltd.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 820 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 25a, 29a, 33c.
Contracts: 40a, 41, 44b, 45, 47a.
Comb.; Cont. Discounts: 60a, 60e, 61c.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with Blair Represented Network.

TIME RATES
Eff 8/1/75—Rec'd 8/5/75.
I—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
II—Mon thru Sat 10:30 am-3 pm; Sun 9 am-1 pm.
III—Mon thru Fri 7 pm-midnight; Sat 3 pm-midnight; Sun 1 pm-midnight.

8. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
SECTION I					
1 min	40	36	32	30	28
30 sec	32	29	26	24	22
10 sec	20	18	16	15	14
SECTION II					
1 min	30	26	22	20	18
30 sec	24	21	18	16	15
10 sec	15	14	11	10	9
SECTION III					
1 min	20	18	17	16	15
30 sec	16	15	14	13	12
10 sec	10	9	8	7	6

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	5 ti	10 ti	25 ti
I	40	36	32
II	32	29	26

DISCOUNT
52 wk—12%.
Submitted by Paul R. Kunkler.

WGUN
1947
ATLANTA

Media Code 4 211 1375 4.00
WGUN, Inc., A Dee Rivers Station, Box 67, 215 Church St., Decatur, Ga. 30031. Phone 404-378-2521.

STATION'S PROGRAMMING DESCRIPTION
WGUN: Programmed equally for white and negro listeners.
MUSIC: Country & western. Gospel Programs by national and local ministers 7 days. AIR PERsonalities both white and negro personalities. Church news and items of local interest emphasized. News community oriented. Remote facilities. Contact Representative for further details. Rec'd 4/30/71.

1. PERSONNEL
President—M. B. Rivers
Chairman of the Board—E. D. Rivers, Jr.
Station Manager—Ben Akerman.

2. REPRESENTATIVES
Stars, Inc.

3. FACILITIES
50,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sign-on to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42c, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 61c.
Comb.; Cont Discounts: 60e, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services 80, 81, 82.

TIME RATES
Eff 6/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	260x	312x
1 min	21.60	20.50	19.50	16.80	16.00
30 sec	16.20	15.40	14.65	12.60	12.00

7. PACKAGE PLANS

	1 wk	13 wk	26 wk	38 wk
6 ti	18	17	16	15
12 ti	17	16	15	14
24 ti	16	15	14	13
36 ti	15	14	13	12

30 sec: 75% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	260x	312x
1 hr	162.00	154.00	147.40	126.90	120.60
1/2 hr	97.20	92.35	87.80	75.25	71.45
1/4 hr	58.30	55.45	52.70	45.25	42.75
5 min	35.65	34.00	32.30	27.70	26.45

WIGO
1946
ATLANTA

Black

Media Code 4 211 1430 7.00
WIGO, Inc., Georgian Terrace Hotel, Atlanta, Ga. 30383. Phone 404-875-8511.

STATION'S PROGRAMMING DESCRIPTION
WIGO: Programmed for Negro.
MUSIC: top 35, R & B & pop music 4-6 pm. All Negro PERSONALITIES. NEWS: community oriented, 5 min at :55, drive times. Editorializes. Ministers 6 am-noon Sun. Newslines, sports, community news, every hour. Participants in all community activities, fund drives, etc. Remote facilities. Contact Representative for further details. Rec'd 1/22/75.

1. PERSONNEL
President—Emil Mogul.
Vice-Pres. & Gen'l Mgr.—Joseph R. Fife.
Assistant Manager—Ken Wilson.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 gross billings less applicable discounts.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 16b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47c, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62b, 62d, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Mutual Black Network.

TIME RATES
Eff 1/1/75—Rec'd 12/2/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	8 ti	12 ti	18 ti	24 ti	36 ti
CLASS AA					
1 min	45	42	38	35	30
30 sec	38	35	30	27	25
CLASS A					
1 min	38	35	30	27	25
30 sec	30	27	25	23	20

10. SPECIAL FEATURES
5-min newscasts—2x 1-min rate.
News headlines—1-1/2x 1-min rate.
Both at earned frequency.

High School Reporter, per wk	350
Social Whirl, per wk	250
Partners in Progress, per wk	250
Black Vanguard, per wk	250
Express Yourself, per wk	250
High School Football, per game	350
High School Basketball, per game	295
College Football, per game	750
College Basketball, per game	500

WIIN
1949
ATLANTA

NAB

Media Code 4 211 1485 1.00
WIIN, Inc., 1365 Peachtree St., N. E., Atlanta, Ga. 30309. Phone 404-892-3777.

STATION'S PROGRAMMING DESCRIPTION
WIIN: Programmed for 18-34 age bracket.
MUSIC: progressive rock. NEWS: network at :55, local at :25. Rec'd 1/13/75.

1. PERSONNEL
President—I. T. Cohen.
General Manager—Ken Bryan.
Program Director—Ross Brittain.

3. FACILITIES
5,000 w. days; 976 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 29a.
Contracts: 40a, 46, 48, 48.
Comb.; Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with MBS.
Member: Ag-Report Network, Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/72—Rec'd 7/5/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x
1 min	18.00	17.00	16.00	15.00
30 sec	14.00	13.00	12.50	11.50
10 sec	9.00	8.50	8.00	7.50
	156x	260x	500x	1000x
1 min	14.00	13.00	12.00	10.00
30 sec	11.50	10.00	9.00	8.00
16 sec	7.00	6.50	6.00	5.00

7. PACKAGE PLANS

WK, EA:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
CLASS AA						
1 min	17.00	16.00	15.00	14.00	13.00	12.00
30 sec	14.00	13.00	12.50	12.00	11.00	10.00
10 sec	8.50	8.00	7.50	7.00	6.50	6.00
CLASS A						
1 min	14.00	13.50	13.00	12.00	11.00	10.00
30 sec	12.00	11.50	11.00	10.00	9.00	8.00
10 sec	7.00	6.75	6.50	6.00	5.50	5.00
TOTAL AUDIENCE PLAN						
1 min	15.50	15.00	14.00	13.00	12.00	11.06
30 sec	13.00	12.50	12.00	11.00	10.00	9.00
10 sec	7.75	7.50	7.00	6.50	6.00	5.50

Edited by Ross Brittain.

WKLS (FM)
1960
ATLANTA

CBS/FM SALES
NAB RAB

Media Code 4 211 1540 3.00
SJR Communications, 100 Tenth St., N. W., Atlanta, Ga. 30309. Phone 404-892-9557.

1. PERSONNEL
General Manager—Don Waterman.
Business Manager—Carol Schneider.
Sales Manager—Dick Meeder.

2. REPRESENTATIVES
CBS/FM Sales.
SJR Communications Stations: See Rep. & S/O pages.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 950 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 26a, 26, 28c, 28a.
Contracts: 40a, 45, 46, 60.
Comb.: Cont. Discounts: 60b, 60f.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 4 Eff 7/1/75—Rec'd 7/25/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-midnight.
AA—Mon thru Fri 6 am-3 pm.

6. SPOT ANNOUNCEMENTS

	AAA 1 ti	AAA 12 ti	AAA 18 ti	AA 1 ti	AA 12 ti	AA 18 ti
1 min	49	46	39	44	39	34
30 sec	42	39	33	37	33	29

7. PACKAGE PLANS
1/2AAA, 1/2AA—PREEMPTIBLE

	1 min	30 sec
12 ti	39	33
18 ti	34	29

Submitted by Don Waterman.

WLTA (FM)
1963
ATLANTA

RAB

A Susquehanna Station
Media Code 4 211 1650 0.00
Susquehanna Broadcasting Co., Box 7695, Atlanta, Ga. 30309. Phone 404-892-7766.

STATION'S PROGRAMMING DESCRIPTION
WLTA (FM): Programmed for adults.
MUSIC: album standards, show tunes, current popular. Programmed in 15 min uninterrupted segments. NEWS and SPORTS: at :60. COMMERCIAL POLICY: 8 min per hour. Contact Representative for further details. Rec'd 3/21/74.

1. PERSONNEL
Vice-President—A. W. Carlson.
Vice-Pres. & Gen'l Mgr.—Jack DeHaven.
Program Director—Larry King.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.

(This listing continued on next page)

4. AGENCY COMMISSION
15%; no cash discount.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 7/1/75—Rec'd 6/5/75.

AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-9 pm; Sun all day.
A—Mon thru Sat 9 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	30	28	27	25
AA	25	24	23	21
A	18	17	16	15

30 sec/less: 80% of 1-min.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES
Weekend BTA—Fri 9 pm-Sun midnight.
10 per wknd..... 170 20 per wknd..... 300
5 min news—1-1/2x 1-min.
2 min headlines—1-1/4x 1-min.
Edited by Jack DeHaven.

WPCH

1962
ATLANTA

KATZ RADIO

A Sudbrink Station
Media Code 4 211 1730 6.00
Sudbrink Broadcasting Co., 2203 LaVista Rd., N.E., Atlanta, Ga. 30329. Phone 404-321-6100.

STATION'S PROGRAMMING DESCRIPTION
WPCH: Programmed for adults. Familiar popular standards at all times primarily instrumental with some group vocals. Full orchestrated versions of recent hits. Programmed in uninterrupted segments with only 4 pauses per hour. NEWS: capsules at :55, COMMERCIAL POLICY: 6 min. per hour. Contact Representative for further details. Rec'd 2/29/72.

1. PERSONNEL
Executive Vice-President—Harold W. Gore.
Vice-Pres. & Gen'l Mgr.—John E. Lauer.
Operations Manager—Harry D. Johnson.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 890 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 25b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 6 Eff 2/1/75—Rec'd 1/20/75.

AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Sun 7 pm-1 am; Sun 6-10 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	80	70	60	54	42	36
12 ti	76	66	56	50	40	34
18 ti	70	60	52	46	38	32

B: Flat 20.00, minimum 6 per wk.
(*) 30 sec or less.

WPLO

1937
ATLANTA

HR STONE radio

NAB RAB

A Plough Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 211 1760 7.00
Plough Broadcasting Co., Inc., 805 Peachtree St., N. E., Atlanta, Ga. 30308. Phone 404-872-5851

1. PERSONNEL
President—Harold R. Kreistein, Memphis.
Vice-Pres. & Gen'l Mgr.—C. B. (Bik) Rogers.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 500 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 on net time. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 5/1/75—Rec'd 5/22/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
Nighttime—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.
Weekend Drive—Sat & Sun 10 am-7 pm.
Sunday 6-10 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER YR:	156x	260x	312x	520x	780x	1040x
AMD	75	70	65	60	55	50
DT	60	55	50	45	40	35
PMD	70	65	60	55	50	45
NT	28	26	24	22	20	18
ON	20	18	16	14	12	10
WKNDD	60	55	50	45	40	35
SUN AM	50	45	40	35	30	25

30 SECONDS

AMD	60	56	52	48	44	40
DT	48	44	40	36	32	28
PMD	56	52	48	44	40	36
NT	23	21	19	18	16	14
ON	16	14	12	11	9	8
WKNDD	48	44	40	36	32	28
SUN AM	40	36	32	28	24	20

7. PACKAGE PLANS
TAP—1/3AM/PMD, 1/3DT, 1/3NT

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	53	49	45	41	37	33
30 sec	42	39	36	33	30	27

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-Min Newscasts—1-1/2x earned 1-min rate.

AM/FM COMBO DISCOUNT
5% for concurrent schedules, 5+ spots per wk, per station.

WPLO-FM

1948
ATLANTA

NAB RAB

A Plough, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 211 1761 5.00
Plough Broadcasting Co., Inc., 805 Peachtree St., N. E., Atlanta, Ga. 30308. Phone 404-872-5851.
See affiliated AM station for additional information.

8. FACILITIES
ERP 100,000 w., 103.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 450 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Combination discount with AM. See that listing.

TIME RATES
No. 2 Eff 7/7/75—Rec'd 7/3/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
Nighttime—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.
Weekend Drive—Sat & Sun 10 am-7 pm.
Sunday 6-10 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER YR:	156x	260x	312x	520x	780x	1040x
AMD	20	19	18	17	16	15
DT	18	17	16	15	14	13
PMD	20	19	18	17	16	15
NT	16	15	14	13	12	11
ON	10	9	8	7	6	5
WKND	18	17	16	15	14	13
SUN AM	16	15	14	13	12	11

30 SECONDS

AMD	16	15	14	13	12	11
DT	15	14	13	12	11	10
PMD	16	15	14	13	12	11
NT	13	12	11	10	9	8
ON	8	7	6	5	4	3
WKND	15	14	13	12	11	10
SUN AM	13	12	11	10	9	8

7. PACKAGE PLANS
TAP—1/3AM/PMD, 1/3DT, 1/3NT

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	17	16	15	14	13	12
30 sec	14	13	12	11	10	9

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—1-1/2x earned 1-min rate.

AM/FM COMBO DISCOUNT
5% for concurrent schedules, 5+ spots per wk per station.

WQAK

1964
DECATUR

Media Code 4 211 1788 6.00
WOMN Inc., 2698 E. College, Decatur, Ga. 30030. Phone 404-288-1310.

STATION'S PROGRAMMING DESCRIPTION
WQAK: MUSIC: Blend of yesterday & today, popular MOR of now, then 20's, 30's, 40's, 50's & 60's. NEWS: extended local & features. Housewife appeal. Golden days of radio featuring some of the best of early radio programs scheduled throughout week. Rec'd 6/27/73.

1. PERSONNEL
President—George H. Buck, Jr.
General Manager—Charles J. (Buster) White.
Program Director—Bryan Lewis Temple.

3. FACILITIES
500 w.; 1310 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Comb.; Cont. Discounts: 60a.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 10/12/71.
Comb.; Cont. Discounts: 60a.
Affiliated with American Information Network.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	6 ti	21+
1 min	6.00	5.00	4.00
30 sec	4.50	3.75	3.00
10 sec	3.00	2.50	2.00

Edited by Charles J. White.

WQXI

1948
ATLANTA

RKO RADIO REPRESENTATIVES INC.

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 1815 9.00
Jefferson Pilot Broadcasting Co., 2970 Peachtree Rd., N. W., Atlanta, Ga. 30305. Phone 404-261-2970. TWX 810-751-3541.

1. PERSONNEL
General Manager—Gerald S. Blum.
General Sales Manager—Bill Phippen.
Program Director—Scott Shannon.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights. 790 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6-10 am Mon thru Sat. For non-simulcast facilities see WQXI-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23b, 24c, 25a, 27.
Contracts: 40a, 45, 46, 48, 50, 51c.
Comb.; Cont. Discounts: 60c, 60i.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

RATE PROTECTION
Rates quoted herein are guaranteed for a period of 30 days from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
AM/FM COMBINATION
No. H Eff 2/1/75—Rec'd 2/19/75.
AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3 pm-midnight; Sat 10 am-3 pm.
AA—Sun 10 am-midnight.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

*CLASS AAAA

EA:	1 ti	2 ti	12 ti	16 ti	24+
1 min	115	110	105	100	95
30 sec	92	88	84	80	76

CLASS AAA

1 min	105	92	88	83	79
30 sec	84	74	71	67	64

CLASS AA

1 min	95	90	82	78	75
30 sec	76	72	66	63	60

CLASS A

1 min	90	85	75	70	-----
30 sec	73	69	61	57	-----

10 sec: 50% of 1-min. Subject to availabilities & preemptible.
AM only: 1-min, deduct 20.00; 30-sec, deduct 17.00.
(*) AM/FM simulcast.

7. PACKAGE PLANS
WEEKLY COMBINATION PLANS
*AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3-8 pm and/or Sat 10 am-3 pm.
AAA+—Mon thru Sat 8 pm-midnight and/or Sat 10 am-3 pm.
AA—Sun 10 am-midnight.
A—Mon thru Fri 10 am-3 pm.

PLAN A:	1 min	30 sec
12 ti (2AAAA, 2AAA, 2AAA+, 3AA, 3A)	936	756
AM only	655	535
PLAN B:		
18 ti (3AAAA, 3AAA, 3AAA+, 5AA, 4A)	1368	1098
AM only	957	784
PLAN C:		
24 ti (4AAAA, 4AAA, 4AAA+, 6AA, 6A)	1752	1416
AM only	1226	1003
PLAN D:		
30 ti (5AAAA, 5AAA, 5AAA+, 8AA, 7A)	2100	1710
AM only	1470	1199

(*) AM/FM simulcast.
Wkly circulation plans combine with wkly rates for frequency, are preemptible and will be made good.

GEORGIA

WQXI-FM

1962
SMYRNA

RKO RADIO REPRESENTATIVES INC.

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 1816 7.00
Jefferson Pilot Broadcasting Co., 2970 Peachtree Rd., N. W., Atlanta, Ga. 30305. Phone 404-261-8419.
See affiliated AM station for additional information.

1. PERSONNEL
General Manager—Gerald S. Blum.
General Sales Manager—Bill Phippen.
Program Director—Scott Shannon.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES ERP 100,000 w.; 94.1 mc.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Operated separately 10-6 am Mon thru Sat. For simulcast facilities see WQXI.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23b, 24c, 25a, 27.
Contracts: 40a, 45, 46, 48, 50, 51c.
Comb.; Cont. Discounts: 60c, 60i.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

RATE PROTECTION
Rates quoted herein are guaranteed for a period of 30 days from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.
Sold in combination with WQXI. See that listing for rates.

TIME RATES
No. H Eff 2/1/75—Rec'd 2/19/75.

6. SPOT ANNOUNCEMENTS
1 min, deduct 50.00; 30-sec, deduct 40.00 from AM/FM combination.

7. PACKAGE PLANS
WEEKLY COMBINATION PLANS
*AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3-8 pm and/or Sat 10 am-3 pm.
AAA+—Mon thru Sat 8 pm-midnight and/or Sat 10 am-3 pm.
AA—Sun 10 am-midnight.
A—Mon thru Fri 10 am-3 pm.

PLAN A:	1 min	30 sec
12 ti, (2AAAA, 2AAA, 2AAA+, 3AA, 3A)	561	459
PLAN B:		
18 ti, (3AAAA, 3AAA, 3AAA+, 5AA, 4A)	820	672
PLAN C:		
24 ti, (4AAAA, 4AAA, 4AAA+, 6AA 6A)	1051	860
PLAN D:		
30 ti, (5AAAA, 5AAA, 5AAA+, 8AA, 7A)	1260	1028

(*) AM/FM simulcast.
Wkly circulation plans combine with wkly rates for frequency, are preemptible.

WRNG

1967
NORTH ATLANTA

KATZ RADIO

Media Code 4 211 1830 8.00
Bing Radio Co., Box 10094, 3954 Peachtree Rd., N.E., Atlanta, Ga. 30319. Phone 404-261-6800. TWX 810-751-2364.

1. PERSONNEL
General Manager—Allan R. MacMillan.
General Sales Manager—Bob Broadus.
Program Director—Beau Allen.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
25,000 w., 680 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent; 19th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 24b, 24c, 25c, 27, 28b, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 45, 46, 47c, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.
Member: Georgia Network, Inc.

TIME RATES
No. 3 Eff 5/1/74—Rec'd 4/23/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	49	47	45	43	41
AA	40	38	36	34	30
A	30	28	26	24	22

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.
Submitted by Jan Buecker.

(Atlanta continued on next page)

Atlanta—Continued

WSB RADIO 750

1922
ATLANTA

THE CHRISTAL CO.

NAB RAB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code

Media Code 4 211 1670 4.00
Cox Broadcasting Corp., 1601 W. Peachtree St., N. E., Atlanta, Ga. 30309. Phone 404-897-7500. TWX 404-527-0139.

STATION'S PROGRAMMING DESCRIPTION
WSB: Programmed to appeal to entire family. MUSIC: melodic, featuring top hits & best of new releases. NEWS: at :60 & :30; expanded, 7 & 7:45 am, noon, 6 & 11 pm; skycopter traffic reports. SPORTS: college & high school football; pro football, basketball & baseball. Emphasis on community involvement & public affairs. Contact Representative for further details. Rec'd 12/6/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Elmo Ellis.
Station Manager—Bill Viands.
General Sales Manager—Jack Lenz.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
50,000 w.; 750 kc. Clear channel. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 25b, 29a, 30 33b.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 62b
Cancellation. 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with NBC

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 24 Eff 10/7/74—Rec'd 10/25/74.
AM Drive—Mon thru Sat 5:30-9:30 am or 6-10 am.
Daytime—Mon thru Sat 5-5:30, 10 am-3 pm & 8-9 pm; Sun 5 am-9 pm.
PM Drive—Mon thru Sat 3-7 pm or 4-8 pm.
Nighttime—Mon thru Sun 9 pm-midnight.
Overnight—Mon thru Sun. Midnight-5 am.

6. SPOT ANNOUNCEMENTS
SECTION I
1 MINUTE—1-51 WEEKS

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti	30 ti
AMD	170	165	160	155	150	140
DT	65	62	58	56	54	52
PMD	84	78	75	72	68	65
NT	40	38	36	34	32	30
ON	20	19	18	17	16	15
52 WEEKS						
AMD	150	145	140	135	130	125
DT	58	55	52	50	48	46
PMD	76	71	68	65	61	58
NT	35	33	32	31	29	27
ON	19	18	17	16	15	14
30 SECONDS—1-51 WEEKS						
AMD	170	165	160	155	150	140
DT	55	52	50	47	45	43
PMD	70	67	64	62	57	55
NT	33	32	31	30	28	26
ON	18	17	16	15	14	13
52 WEEKS						
AMD	150	145	140	135	130	125
DT	50	47	45	43	41	40
PMD	63	60	58	55	52	50
NT	31	30	29	28	25	23
ON	17	16	15	14	13	12
10 SECONDS—1-51 WEEKS						
AMD	90	85	80	75	70	65
DT	40	36	34	32	31	29
PMD	50	48	45	42	40	38
NT	28	26	24	22	20	18
ON	16	15	14	13	12	11
52 WEEKS						
AMD	85	82	75	70	65	60
DT	35	33	32	31	30	28
PMD	42	40	38	36	34	32
NT	24	22	20	18	16	14
ON	15	14	13	12	11	10

Specified times: 1x rate plus 10%.
Sec 1 spots of all lengths combinable to earn wkly frequency discount; as earned.
AM/FM combination: Total cost less 5%.

7. PACKAGE PLANS
AM/FM COMBINATION
SPECTRUM PLANS

	1 min	30 sec	10 sec
15 AM/FM (3AMD, 7DT, 3PMD, 2NT)	1412.00	1213.60	847.20
20 AM/FM (4AMD, 9DT, 4PMD, 3NT)	1783.00	1534.40	1069.80
25 AM/FM (5AMD, 10DT, 6PMD, 4NT)	2112.00	1819.60	1267.20
30 AM/FM (6AMD, 12DT, 7PMD, 5NT)	2383.00	2056.40	1429.80
TAP			
	1 min	30 sec	10 sec
15 AM/FM (2AMD, 6DT, 3PMD, 2NT, 2ON)	1222.00	1033.60	733.20
20 AM/FM (3AMD, 8DT, 4PMD, 3NT, 3ON)	1602.00	1362.60	961.20
25 AM/FM (4AMD, 10DT, 5PMD, 3NT, 3ON)	1901.00	1624.80	1140.60
30 AM/FM (5AMD, 11DT, 6PMD, 4NT, 4ON)	2143.00	1839.40	1285.80

10. SPECIAL FEATURES
AM TIME MENTION PACKAGE
7 days wkly, ROS, 5-sec maximum, 100 ti per wk, 1,000.00.
SKYCOPTER REPORTS
Rotating Mon thru Fri 6:30-9 am & 3:30-7 pm & special events. Incl 30 sec or 1 min spot & combinable with spots in Sec I for wkly frequency. Flat ea, 30-sec 100.00, 1-min 125.00.
Edited by Jack Lenz.

WSB STEREO 98.5 FM

1948
ATLANTA

NAB RAB NAFMB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code

Media Code 4 211 1671 2.00
Cox Broadcasting Corp., 1601 W. Peachtree St., N. E., Atlanta, Ga. 30309. Phone 404-897-7500.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSB-FM: Programmed for adults and young adults. MUSIC: popular. NEWS: at :60, plus editorials and capsule features. Contact Representative for further details. Rec'd 2/11/74.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 740 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WSB. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 10/7/74—Rec'd 10/25/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1-51 wk 1 min	30 sec	10 sec	52 wk 1 min	30 sec	10 sec
1 ti	36	28	22	28	24	20
6 ti	34	26	20	26	22	18
12 ti	32	24	18	24	20	16
18 ti	26	22	16	22	18	14
24 ti	24	20	14	20	16	12
30 ti	20	16	12	16	14	10

Specified time: 1 x rate plus 10%.

9. PARTICIPATING PROGRAMS
OVERNIGHT PROGRAM PARTICIPATION
Midnight-6 am, per sponsor, per night 20.00
Incl 1 1-min spot per hr, per sponsor, maximum 6 sponsors, minimum 13 wks.

10. SPECIAL FEATURES
OVERNIGHT—DAILY MIDNIGHT- 6AM

	1 min	30 sec	10 sec
Flat	8	6	4

TIME MENTION PACKAGE
7 days wkly, ROS, 5-sec, 100 ti per wk 400

WSB RADIO is Atlanta

A combination WSB-AM/FM buy still delivers a greater audience than the next three stations combined (Mon-Sun, 6am-Mid)!*

WSB-AM/FM still delivers a morning drive audience that is greater than the next seven stations combined (Mon-Fri, 6-10am)!*

When you buy Atlanta radio... buy the best! WSB Radio 750—"The Voice of the South" & WSB Stereo 98.5FM—"Atlanta's Great 98."

WSB RADIO 750
WSB great 98 FM

*ARB Apr/May 75. Adults 18+ TSA. Audience data based on Arbitron estimates subject to qualifications which WSB Radio will furnish upon request.

WSB Radio Atlanta AM 750/FM 98.5

NBC Affiliate. Represented by the Christal Company. A Communications Service of Cox Broadcasting Corporation. Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KFI-AM, Los Angeles; KTVU, San Francisco-Oakland.

WSSA

1959
MORROW

Media Code 4 211 1960 9.00
Atlanta Broadcasting Co., Box 752, Forest Park, Ga. 30050. Phone 404-361-8843.

STATION'S PROGRAMMING DESCRIPTION
WSSA: Programmed for young adults and adults. MUSIC: top 30 country. NEWS: local, state & national at :45. Rec'd 10/9/74.

1. PERSONNEL
Sales Manager—Joe Pedicino.
Music Director—Mark Stevens.
Program Director—Jay Beattie.

3. FACILITIES
5,000 w.; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25e.
Contracts: 40a, 41, 45, 46, 47a, 48, 81a.
Comb.; Cont. Discounts: 60b, 60e, 61a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 82.

TIME RATES
Eff ——— Rec'd 10/9/74.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	13.00	11.00	10.00	9.00	8.00
30 sec	9.75	8.25	7.50	6.75	6.00
CLASS A					
1 min	9.75	8.25	7.50	6.75	6.00
30 sec	7.25	6.25	5.50	5.00	4.50

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES
News—1-1/2x 1-min rate.

WTJH

1949
EAST POINT
A James S. Rivers Station

Media Code 4 211 1925 6.00
Southeastern Broadcasting System, Box 72, Dodson Dr., East Point, Ga. 30344. Phone 404-344-2233.

1. PERSONNEL
President—James S. Rivers.
Station Manager—Tolliver R. Rivers.

3. FACILITIES
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates. 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 1/1/60—Rec'd 2/15/60.

8. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.00	4.50	4.00	3.50	3.00	2.50

WXAP

1948
ATLANTA

Bernard Howard & Co., Inc

Media Code 4 211 1950 4.00
WXAP Radio, 148 Cain St., N.E. Atlanta, Ga. 30303. Phone 404-659-7777.

STATION'S PROGRAMMING DESCRIPTION
WXAP: Programmed for young adults.
MUSIC: DJ personalities interspersed with jazz & R & B in drive times & evening; gospel music with church personalities 9 am-3 pm. DJ personality carries programs; gospel handled by ministers. AIR PERSONALITIES handle all commercial content unless furnished on tape. NEWS: state network hourly plus local news augmented. SPORTS: state sports network 4x daily in drive time. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
President—Louis O. Hertz.
General Manager—J. B. Harrell.
Sales Manager—Tony Patrick.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w.; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates. 20b.
Contracts: 40a.
Cancellation: 70a, 70c, 73b.
Prod. Services: 80, 82.
Member: Georgia Network, Inc.

TIME RATES
No. 12 Eff 5/1/75—Rec'd 5/12/75.
AMDR—Mon thru Sat 6-9 am.
AMDAY—Mon thru Sat 9 am-noon.
PMDAY—Mon thru Sat noon-3 pm.
PMDR—Mon thru Sat 3-7 pm.
OT—All other times.

6. SPOT ANNOUNCEMENTS
SECTION I
1 MINUTE

PER WK:	1-26 wk 3 ti	12 ti	18 ti	24 ti	27-52 wk 3 ti	12 ti	18 ti	24 ti
AMDR	35	31	29	27	31	28	26	24
AMDAY	45	41	39	37	40	37	35	33
PMDAY	36	32	30	28	32	29	27	25
PMDR	31	27	25	23	28	24	22	21
OT	24	20	18	16	22	18	16	14
30 SECONDS								
AMDR	28	25	23	21	25	22	21	19
AMDAY	36	33	31	30	32	30	28	27
PMDAY	30	26	24	22	27	32	22	20
PMDR	25	22	20	18	22	20	18	16
OT	19	16	14	13	17	14	13	12
10 SECONDS								
AMDR	17	15	14	13	15	14	13	12
AMDAY	22	20	19	18	20	18	17	16
PMDAY	18	16	15	14	16	14	13	12
PMDR	15	13	12	11	13	12	11	10
OT	12	10	9	8	11	9	8	7

Combinable for frequency discount.

7. PACKAGE PLANS
SECTION II

PER WK, TAP:	1 min	30 sec	10 sec
12 ti (2 AMDR, 4 AMDAY, 4 PMDAY, 2 PMDR)	372	300	180
18 ti (3 AMDR, 6 AMDAY, 6 PMDAY, 3 PMDR)	522	414	252
24 ti (6 AMDR, 12 AMDAY, 6 PMDAY, 6 PMDR)	648	504	312
30 ti (6 AMDR, 12 AMDAY, 6 PMDAY, 6 PMDR)	750	600	360

10. SPECIAL FEATURES
TIME MENTION PACKAGE
Mon thru Sat, ROS, 5-sec maximum, 50 ti per wk, 350.00.
Newscasts, hourly at :30—1 min rate applies.
Sportscasts, 4 ti daily in AM & PM drive—1 min rate applies.
Submitted by Louis O. Hertz.

WYNX

1962
SMYRNA

Media Code 4 211 1980 1.00
Jonquil Broadcasting Co., Inc., 2460-A Atlanta St., S. E., Smyrna, Ga. 30080. Phone 404-436-6171.

STATION'S PROGRAMMING DESCRIPTION
WYNX: Programmed for a Christian audience.
MUSIC: Inspirational. CHURCH NEWS: each hour. Rec'd 1/31/74.

1. PERSONNEL
President—L. N. Polk.

3. FACILITIES
10,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b, 22b, 24b, 24e, 25a, 27, 28a, 29b.
Contracts: 46.
Comb.: Cont. Discounts: 60e, 60i, 61c.

TIME RATES
No. 1 Eff 7/1/66—Rec'd 9/6/67.

6. SPOT ANNOUNCEMENTS
FIXED TIMES

	1x	26x	52x	104x	260x	624x	1000x
1 min	8.00	7.00	6.50	6.00	5.50	5.00	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

May be combined to increase frequency.
10 sec: 50% of 1-min.

7. PACKAGE PLANS
WEEKLY SPOT PACKAGE PLANS
Class A—Mon thru Fri sign-on-9 am & 3:30-7 pm.

PER WK:	10 ti	25 ti	50 ti
1 min	6.50	5.50	3.00
30 sec	5.50	4.50	4.00
ROS—BTA			
1 min	5.50	4.50	4.00
30 sec	4.50	3.50	3.00

All Spot Packages may be combined to earn package frequency. ROS packages are subject to preemption by A and Fixed Time.
10 sec: 50% of 1-min.
TIME MENTION PACKAGE
10 times per day, 7 days per week, ROS throughout broadcast day. 8 words of commercial copy, 140.00. Only 2 packages available weekly.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	260x
1/2 hr	50	42	37	32	30
1/4 hr	27	23	19	18	16
5 min	15	13	11	10	9

10. SPECIAL FEATURES
NEWSCASTS
Summary at :60 and :30—1-minute commercial.
*Class A—Mon thru Fri sign-on-9:05 am & 3:30-7:05 pm, flat rate 8.00 plus 2.00 production.
ROS, BTA—Flat rate 6.00 plus 2.00 production.
(*) May be combined with Fixed Time spots to earn frequency.

WYZE

1956
ATLANTA

Media Code 4 211 2035 3.00
Atlanta Communications, Inc., 1655 Peachtree St., N. E., Atlanta, Ga. 30309. Phone 404-873-3632.

STATION'S PROGRAMMING DESCRIPTION
WYZE: MUSIC: Modern country. NEWS: mutual. Commentators. Special sports features. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
General Manager—Tom Leslie.
Operations Manager—Dave Murray.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time: payable when rendered.

(This listing continued on next page)

Atlanta—W Y Z E—Continued

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 22a.
Contacts: 40a.
Comb.; Cont. Discounts: 60a.
Affiliated with MBS.
Member: Georgia Network, Inc.

TIME RATES
Eff 1/1/68—Rec'd 11/24/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00
30 sec	15.50	14.75	14.00	13.25	12.50	11.75	11.00
10 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

7. PACKAGE PLANS

WKLY:	10 ti	15 ti	20 ti	25 ti	50 ti
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	12.50	11.75	11.00	10.25	9.50
10 sec	8.00	7.50	7.00	6.50	6.00

8. PROGRAM TIME RATES

	1x	52x	104x	156x	208x	260x	312x
1 hr	130	125	120	115	110	105	100
1/2 hr	80	77	74	71	68	65	62
1/4 hr	50	48	46	44	42	40	38
10 min	40	38	36	34	32	30	28
5 min	25	24	23	22	21	20	19

WZGC (FM)

1955
ATLANTA

COMMUNICATIONS

Century National Sales

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 211 2055 1.00
GCC Communications of Atlanta, Inc., 230 Peachtree St., N. W., Atlanta, Ga. 30303. Phone 404-522-0293.

1. PERSONNEL
Executive Vice-President—John F. Tenaglia.
General Manager—John B. Frankhouser, Jr.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 590 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28a, 29a, 30, 33d.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WGKA.

TIME RATES
No. 6 Eff 3/1/75—Rec'd 1/27/75.
AAA—Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA		A	
EA:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	65	55	50	40	40	30
12 ti	60	50	45	35	35	28
18 ti	55	45	40	30	30	26
24 ti	50	40	35	25	25	20

10 sec: 50% of 1-min.

AUGUSTA

(including North Augusta, S. C.)
(8 AM; 4 FM)

Richmond County—Map Location F-6
See SRDB consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage on the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAUG — WAUG-FM

1952 — 1952
AUGUSTA

NAB RAB

Media Code 4 211 2090 8.00
Hunter Group, Inc., Box 1692, Augusta, Ga. 30903. Phone 404-722-1302.

STATION'S PROGRAMMING DESCRIPTION
WAUG: Programmed for young adults.
AIR PERSONALITIES handle all segments. MUSIC: current hits plus past golden hits to 1955; selected album cuts based on local sales & requests. Regular contests & promotions. Telephone line permits comments on various subjects which are recorded & integrated into program sporadically. NEWS: network at :60 preceded by local, state, regional & weather; news staff utilizes network, UPI wire, 2-way beeper, ESSA weather wire, stringers to produce local newscasts. Contact Representative for further details. Rec'd 10/2/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack A. Carpenter.
Sales Manager—Garnett W. Nash.

2. REPRESENTATIVES
Atlanta—Southern Spot Sales, Inc.

3. FACILITIES
5,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: —— ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Georgia Network, Inc.

TIME RATES
Eff 10/1/72—Rec'd 10/2/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 MINUTE					
AA	18.00	17.00	16.00	15.00	14.00
A	12.00	11.00	10.00	9.00	8.00
B	10.00	9.00	8.00	7.00	6.00
30 SECONDS					
AA	14.40	13.60	12.80	12.00	11.20
A	9.60	8.80	8.00	7.20	6.40
B	8.00	7.20	6.40	5.60	4.80
10 SECONDS					
AA	9.00	8.50	8.00	7.50	7.00
A	6.00	5.50	5.00	4.50	4.00
B	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

1 MIN:	12 ti	18 ti	24 ti
50% AA, 50% A, ea	11	10	9
40%AA, 30%A, 30%B, ea	10	9	8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x
1/2 hr	54	49	44	39
1/4 hr	36	33	30	27
5 min	18	16	14	12

Edited by D. Foreman.

WBBQ — WBBQ-FM

1946 — 1956
AUGUSTA

EASTMAN RADIO, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 211 2145 8.00
WBBQ — Savannah Valley Broadcasting Co., Box 2066, Augusta, Ga. 30903.
WBBQ-FM—Musicast of the South, Inc., Box 2066, Augusta, Ga. 30903.
Studio and Offices—1305 Georgia Ave., N. Augusta, S. C. Phone 803-279-6610.

STATION'S PROGRAMMING DESCRIPTION
WBBQ: Programmed for adults, young adults & teens.
MUSIC: current hits. NEWS: emphasis on local actualities with 2-way radio reports from 7 mobile units & 1 walkie-talkie, averaging 9 reports per day; 6 newsmen; network & AP machine. AIR PERSONALITIES. Contact Representative for further details. Rec'd 6/14/73.

1. PERSONNEL
President—George G. Weiss.
Exec. Vice-Pres. & Gen'l Mgr.—Edward H. Dunbar.
Oper. & Prog. Dir.—Harley R. Drew, Jr.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 100,000 w. (horiz.), 35,000 w. (vert.); 104.3 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 32b
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60f, 61a, 62b, 62d
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS and Eastman Radio Network.

TIME RATES
No. 14 Eff 5/1/75—Rec'd 5/7/75.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 1-7 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun 6 am-1 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	24.00	22.00	20.00	21.00	19.00	18.00	16.00
30 sec	19.20	17.60	16.00	16.80	15.20	14.40	12.80
10 sec	14.40	13.20	12.00	12.60	11.40	10.80	9.60

	III 1 ti	III 12 ti	III 18 ti	III 24 ti
1 min	17.00	14.00	13.00	12.00
30 sec	13.60	11.20	10.40	9.60
10 sec	10.20	8.40	7.80	7.20

8. PROGRAM TIME RATES
5-min—1 1/2x applicable 1-min rate.
Edited by Mary C. Downey.

WBIA

1940
AUGUSTA

NAB RAB

Media Code 4 211 2200 3.00
WBIA Radio, Inc., Box 1230, 1534 Walton Way, Augusta, Ga. 30903. Phone 404-724-2421.

STATION'S PROGRAMMING DESCRIPTION
WBIA: Programmed for adults & young adults.
MUSIC: modern MOR & past hits in ratios varying with day parts. AIR PERSONALITIES. NEWS: 5-min network at :60. 5-min local, state, regional at :30, including 1-min women-oriented features in midday casts, & commentary in afternoon drive time. Sports news in drive time half-hr. newscasts. Weather at :15 & :45 plus news update in drive times. State news service feeds 3x daily with state actualities. Community comment telephone line with listener's opinions & comments. Annual promotions & special events features. Contact Representative for further details. Rec'd 12/31/74.

1. PERSONNEL
General Manager—Charles H. Westbrook.
Operations Manager—J. Mitchell Russell.
Sales Manager—Joe M. Lane.

2. REPRESENTATIVES
PRO/Meeker Radio.
Raleigh, N. C., Atlanta—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule 6-2 am. EST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Affiliated with The Rep Network.
Member: Farm Radio Network, Georgia Network, Inc.

TIME RATES
No. JMC Eff 12/18/74—Rec'd 1/28/75.

7. PACKAGE PLANS
TAP—40% *DRIVE, 40% MIDDAY, 20% EVE
(*Mon thru Sat 6-10 am & Mon thru Fri 3-7 pm)

PER MO:	1 ti	26 ti	51 ti	78 ti	100+
1 min	8.25	7.65	7.35	7.05	6.50
30 sec	7.05	6.50	6.20	5.90	5.30
10 sec	4.10	3.80	3.50	3.25	2.95

Guaranteed drive time: Extra 20%.
Guaranteed all other times: Extra 10%.
SATURATION PLAN—BTA

PER WK:	25 ti	50 ti	75 ti	100 ti
1 min	7.95	7.85	6.75	6.20
30 sec	6.75	6.20	5.60	5.00
10 sec	3.50	3.25	2.95	2.65

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
Applicable 1-min rate	2x	3x	4x	6x	10x

10. SPECIAL FEATURES
ROTATING NEWS—MON THRU SAT

PER DAY:	1 ti	2 ti	3 ti	4 ti
Per mo	295	530	705	825

Incl 10 sec open plus 30-sec major, 30-sec minor spot.
TAP—WEATHER—MON THRU SUN AT :15 & :45

PER DAY:	1 ti	2 ti	3 ti	4 ti	5 ti
Per mo	175	295	380	470	530

Submitted by J. M. Russell.

WFNL

1962
NORTH AUGUSTA, S. C.

Media Code 4 211 2255 7.00
The Warner Group, Inc., Box 1454, Augusta, Ga. 30903. Phone 404-738-4581.

STATION'S PROGRAMMING DESCRIPTION
WFNL: Programmed for general interest.
MUSIC: modern country. NEWS: network & local emphasized with reports from mobile units. AIR PERSONALITIES available for remote broadcasts from shopping centers and points of interest. Announcements of local happenings made frequently during broadcast day, with emphasis on local public service announcements. Gospel music Sun am. FARM: M-F, 12N. Contact Representative for further details. Rec'd 5/7/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Warner.
Sales Manager—Rick Weeks.
Program Director—Jim Turner.

2. REPRESENTATIVES
GCI Sales, Inc.
Atlanta—Carter S. Jones Agency.

3. FACILITIES
500 w. days; 1000 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Basic Rates: 22b, 23a, 24a, 24b, 25b, 29a.
Contracts: 40, 47a.
Comb.; Cont Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with MBS.

TIME RATES
Eff 10/15/70—Rec'd 10/30/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	520x
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00
15 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS
SATURATION PACKAGE

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	5.00	4.50	4.00	3.50
30 sec	4.00	3.50	3.00	2.50
15 sec	3.00	2.50	2.00	1.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1/2 hr	40.00	38.00	37.00	35.00	33.00	31.00	30.00
1/4 hr	20.00	19.50	19.00	18.00	17.00	16.00	15.00
5 min	11.00	10.50	10.00	9.50	9.00	8.50	8.00

WGAC

1940
AUGUSTA
A Beasley Station

Media Code 4 211 2310 6.00
CBRA Broadcasters, Inc., Box 1131, Augusta, Ga. 30903.
Studio and offices: Martinez, Ga. Phone 863-6786.
TWX AU 5072.

STATION'S PROGRAMMING DESCRIPTION
WGAC: Programmed for adults and young adults. Heavy emphasis on AIR PERSONALITIES. MUSIC: modern MOR 5 am-midnight, country & western midnight-5 am. Talk show 6:30 pm M-F. NEWS: network at :60, local at :30 morning and afternoons, network features at midday. Heavy emphasis on local and state actualities. UPI & weather machine. SPORTS: major league baseball, pre and college basketball, special weekend sports events, masters golf tournament. FARM: 5-6:30 am M-F with county farm agent. Contact Representative for further details. Rec'd 3/11/74.

1. PERSONNEL
General Manager—Al Jones.
Sales Manager—Warren Watkins.
Program Director—Bob Young.

2. REPRESENTATIVE
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 580 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with ATA Radio Network.
Affiliated with CBS.
Member: Beasley Broadcast Group.

TIME RATES
No. 12 Eff 8/19/73—Rec'd 8/3/73.
I—Mon thru Fri 6-11 am & 3-8 pm.
II—Mon thru Fri 11 am-3 pm; Sat & Sun 6 am-8 pm.
III—All other times.

(This listing continued on next page)

AUGUSTA'S #1
WBBQ
AM/STEREO FM

DOMINANT IN ARBITRON RATINGS!
FIRST IN ADULT MEN! Avg ¼ hr and cume persons; 6AM-10AM, 10AM-3PM, 3PM-7PM; Mon-Fri
FIRST IN ADULT WOMEN! Avg ¼ hr and cume persons; 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Mid; Mon-Fri
FIRST IN TOTAL PERSONS (12+) REACHED WEEKLY! More than the next 2 stations combined. Over twice the audience of the No. 2 station!
ARB Audience Estimates, April-May, 1975, Covering 17 County T.S.A.
EASTMAN RADIO, INC.

GEORGIA

Augusta—WGAC—Continued

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti
1 min	16	15	14	13	12
30 sec	12	11	10	9	8
10 sec	8	7	7	6	6
SECTION II					
1 min	14	13	12	11	10
30 sec	11	10	9	8	7
10 sec	7	6	6	5	5
SECTION III					
1 min	12	11	10	9	8
30 sec	10	9	8	7	6
10 sec	5	5	5	4	4

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

1 MIN:	12 ti	18 ti	24 ti
1/2I, 1/2II	12	11	10
1/3I, 1/3II, 1/3III	11	10	9

30 sec: 80% of 1-min.

WGUS

1958
NORTH AUGUSTA, S. C.

NAB RAB

Media Code 4 211 2365 4.00
Broadcasting Associates of America, Inc., Box 1475, Augusta, Ga. 30903. Phone 803-279-1380.

STATION'S PROGRAMMING DESCRIPTION

WGUS: Programmed for general interest. MUSIC: country and western. 6 air personalities, all available for remote broadcasts from shopping centers, state fairs, etc. Heavy emphasis on community participation in programs through personal appearances, two-way special events, live string bands, etc. NEWS: 5 min every hour on hour, headlines every hour at :30, weather at :15, public service bulletin board every hour at :45. FARM: news aired each morning. Contact Representative for further details. Rec'd 7/2/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Terry L. Brown.
Sales Manager—Ray Anderson.
Program Director—Wayne Roberts.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21b, 22b, 23b, 24b, 25c, 26, 28a, 28c, 29a, 30, 31, 32b, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60e, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff———Rec'd 12/8/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.00
30 sec	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
15 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.00

7. PACKAGE PLAN

SATURATION PACKAGES

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	8.00	7.50	7.00	6.00
30 sec	6.50	6.00	5.50	5.00
15 sec	4.00	3.75	3.50	3.00

WGUS-FM

1967
AUGUSTA

NAB RAB

Media Code 4 211 2366 2.00
Broadcasting Associates of America, Inc., Box 1475, Augusta, Ga., 30903. Phone 803-279-1380.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WGUS-FM: Programmed for adults & young adults. MUSIC: familiar standards & current hits in uninterrupted segments. COMMERCIAL POLICY: maximum of 8 commercial units per hour. NEWS: at :55, emphasis on local. Contact Representative for further details. Rec'd 12/3/73.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 280 ft. above average terrain.

TIME RATES
Eff———Rec'd 11/29/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	250x
1 min	14	13	12	11	10
30 sec	12	11	10	9	6

WRDW

1950
AUGUSTA
A James Brown Station

Media Code 4 211 2420 7.00
J B Broadcasting of Augusta, Ltd., Box 1405, Augusta, Ga. 30903. Phone 404-738-2513.

STATION'S PROGRAMMING DESCRIPTION

WRDW: MUSIC: R & B 85%; JAZZ 6%; GOSPEL 9%.
NEWS: network. Full local coverage. Contact Representative for further details. Rec'd 2/2/73.

1. PERSONNEL
Vice-President/Operations—Robert L. Hunnicutt.
General Manager—Marion J. (Mal) Cooke.
Program Director—Jay Bell.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w.; 1480 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 72a.
Affiliated with American Contemporary Network.
Affiliated with Mutual Black Network.
Member: James Brown Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff———Rec'd 3/5/74.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA

	1x	52x	104x	156x	260x	520x	780x	1040x
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00
15 sec	5.25	5.00	4.75	4.50	4.25	4.00	3.75	3.50
CLASS A								
1 min	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
15 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

	50x	52+
1 hr	100	80

1/2 hr: 60% of 1-hr. 5-min: 13% of 1-hr.
1/4 hr: 40% of 1-hr.

WTHB

1960
AUGUSTA

RAB

Media Code 4 211 2475 1.00
North Augusta Broadcasting Co., Inc., Box 1584, Augusta, Ga. 30903. Phone 803-279-2330.

STATION'S PROGRAMMING DESCRIPTION

WTHB: Black AIR PERSONALITIES handle all segments M-Sat. Sign-on-10 am R & B. 10 am-2 pm best of Gospel. 2 pm-sign-off B & B. Sun Gospel until 3 pm; 3 pm-sign-off request line. NEWS Network at :30 & :60. Mobile studio for remote live broadcasts. Mobile news car. Contact Representative for further details. Rec'd 3/28/75.

1. PERSONNEL
President—Frances B. Bennett.
Vice-President—Leon L. Bennett.
General Manager—Walter A. Brumbeloe.

2. REPRESENTATIVES
Mario Messina Company.
Southeast—Bernard I. Ochs Co.

6. FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 24c, 25a.
Contracts: 40a, 44a, 44b, 45, 47a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 71a, 72, 72a.
Prod. Services: 80.
FM facilities: WZZW (FM).
Affiliated with American Entertainment Network.
Affiliated with National Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/74—Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	208x	312x	624x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.00	6.65	6.30	5.95	5.60	5.25

15 sec. ea. 4.00.

7. PACKAGE PLANS

PER WK:	12 ti	24 ti	36 ti
1 min	8.00	7.00	6.00
30 sec	6.30	5.60	4.90

8. PROGRAM TIME RATES
Per min 3.00 with 5 min minimum.

WZZW (FM)

1968
AUGUSTA

RAB

Media Code 4 211 2487 6.00
North Augusta Broadcasting Co., Inc., Box 1584, Augusta, Ga. 30903. Phone 803-279-2330.
See affiliated AM station for additional information.
AM facilities: WTHB.

STATION'S PROGRAMMING DESCRIPTION

WZZW (FM): MUSIC: Hit Parade.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/74—Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	208x	312x	624x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.00	6.65	6.30	5.95	5.60	5.25

15 sec. ea. 4.00.

7. PACKAGE PLANS

PER WK:	12 ti	24 ti	36 ti
1 min	8.00	7.00	6.00
30 sec	6.30	5.60	4.90

9. PARTICIPATING PROGRAMS
Breakfast with Augusta, 6:30-10 am, ea 11.00. Minimum 10 participations.

AUSTELL

Cobb County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WACX

1968
Media Code 4 211 2500 6.00
South Cobb Broadcasting Co., Inc., Box 746, Westside Dr., Austell, Ga. 30001. Phone 404-941-8300.

1. PERSONNEL
General Manager—Al Cohen.

3. FACILITIES
1,000 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Georgia Network, Inc.

TIME RATES
Eff 6/1/74—Rec'd 5/3/74.

6. SPOT ANNOUNCEMENTS
1 min 4.00 30 sec 3.20

7. PACKAGE PLANS

13 CONSEC WKS:	1 min	30 sec
15 ti per wk minimum, ea	3.00	2.40

BAINBRIDGE (2 AM; 1 FM)

Decatur County—Map Location B-16
See SRDS consumer market map and data at beginning of the State.

WAZA

1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 211 2530 2.00
Sowega Broadcasting, Inc., Box 157, 110 E. Broughton St., Bainbridge, Ga. 31717. Phone 912-246-2035.

STATION'S PROGRAMMING DESCRIPTION

WAZA: MUSIC: Contemporary.

1. PERSONNEL
General Manager—Roy Simpson.

2. REPRESENTATIVES
Southeast—David Carpenter Company.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Member: Ag-Report Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/72—Rec'd 8/31/72.

6. SPOT ANNOUNCEMENTS

SPECIFIED:	1x	13x	26x	52x	104x
1 min	4.15	4.00	3.90	3.75	3.65
30 sec	3.15	3.05	2.95	2.85	2.75
10 sec	2.45	2.40	2.35	2.25	2.20
		156x	260x	312x	364x
1 min		3.40	3.25	3.15	3.00
30 sec		2.60	2.50	2.40	2.30
10 sec		2.10	2.05	2.00	1.90

VOLUME
1200x per yr, 1-min. ROS 2.25
30 sec: 70% of 1-min.

7. PACKAGE PLANS

SATURATION
30 spots minimum, ROS, minimum of 10 per day, used in 7 day period 2.30

SHORTIES
10 sec, minimum of 10 per day, 50% of 1-min.

WJAD (FM)

1967
Media Code 4 211 2560 6.00
The Decatur Broadcasting Co., Box 706, 1609 E. Shotwell St., Bainbridge, Ga. 31717. Phone 912-246-1650, 1651.
Other studio: Donalsonville, Ga. Phone 912-524-5448.
See affiliated AM station for additional information.
AM facilities: WMGR.

STATION'S PROGRAMMING DESCRIPTION

WJAD (FM): Modern Pop.

1. PERSONNEL
Owner—John A. Dowdy.
Manager—Wayne Shiver.

3. FACILITIES
ERP 28,000 w.; 97.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 209 ft. above average terrain.

TIME RATES
Eff ———Rec'd 3/22/72.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	200x	250x	300x	350x
1 min	4.90	4.70	4.50	4.30	4.10	3.90	3.70	3.40
30 sec	3.50	3.35	3.20	3.05	2.90	2.75	2.60	2.40

WMGR

1946
Media Code 4 211 2585 5.00
The Decatur Broadcasting Co., Box 706, 1609 E. Shotwell St., Bainbridge, Ga. 31717. Phone 912-246-1650, 51.
Other studio: Donalsonville, Ga. Phone 912-524-5448.

STATION'S PROGRAMMING DESCRIPTION

WMGR: Country & Western.

1. PERSONNEL
Owner—John A. Dowdy.
Manager—Joe Hill.

6. FACILITIES
5,000 w. days, 500 w. nights; 930 kc.
Directional nights; non-directional days.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WJAD (FM).
Affiliated with MBS.

TIME RATES
Eff ———Rec'd 3/22/72.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	200x	250x	300x	350x
1 min	5.00	4.80	4.60	4.40	4.20	4.00	3.85	3.50
30 sec	3.60	3.45	3.30	3.15	3.00	2.85	2.70	2.50

BARNESVILLE

Lamar County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WBAF

1966
Media Code 4 211 2640 0.00
Barnesville Broadcasting Company, Barnesville, Ga. Phone 402-358-1090.

1. PERSONNEL
Owner & Sales Mgr.—Wimley Waters.

3. FACILITIES
500 w.; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
20% on time; payable 15th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 7/23/66—Rec'd 7/21/66.

6. SPOT ANNOUNCEMENTS
1 min 3.00

BAXLEY

Appling County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WUFE

1954

NAB

Media Code 4 211 2695 4.00
WUFE Radio, Box 389, U. S. Hwy. 1, Baxley, Ga. 31513. Phone 267-2000, 3001.

STATION'S PROGRAMMING DESCRIPTION

WUFE: MUSIC: country & western, top 40.

1. PERSONNEL
General Manager—Al Graham.

3. FACILITIES
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/71—Rec'd 9/2/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	520x	780x
1 min	4.50	4.20	4.10	3.90	3.70	3.50	3.30	3.10

BLACKSHEAR

Pierce County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WBSG

1961
Media Code 4 211 2750 7.00
Country Colonel Broadcasting Corp., Box 400, Blackshear, Ga. 31516. Phone 912-449-6613, 4.

1. PERSONNEL
Station Manager—G. Troy Mattox.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
500 w. days; 1350 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount

5. GENERAL ADVERTISING See coded regulations
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective February 1, 1961.
Card received March 28, 1961.
Rev. (Wkly. Ann. Plgs.) rec'd June 20, '61.

7. PACKAGE PLANS

WEEKLY ANNOUNCEMENT PACKAGES
(1-minute)

Per week:	Each		Each
1 time	6.00	15 times	4.00
5 times	4.50	26 times	3.60
10 times	4.25	30 times	3.00

20/30 seconds—75% of applicable 1-minute rate.
9/10 second ID's—50% of applicable 1-minute rate.

BLAKELY

Early County—Map Location R-9
See SRDS consumer market map and data at beginning of the State.

WBBK

1959
Media Code 4 211 2805 6.00
Radio Blakely, Box 568, Cedar Springs Rd., Blakely, Ga. 31723. Phone 912-723-4311.

STATION'S PROGRAMMING DESCRIPTION

WBBK: 80% top 100 country, 20% prog rock.

1. PERSONNEL
General Manager—Wayne R. Foster.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0. Payable by 15th of month.

(This listing continued on next page)

Blakely—W B B K—Continued

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Ag-Report Network, Georgia Network, Inc.

TIME RATES
No. 4 Eff 3/1/75—Rec'd 1/7/75.
AA—7-10:30 am, 11 am-2:30 pm & 4-6:30 pm.
A—6:30-7 am, 10:30-11 am, 2:30-4 pm & 6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
CLASS AA					
1 min	6.10	5.85	5.60	5.35	5.10
30 sec	4.10	3.85	3.60	3.35	3.10
	260x	312x	500x	624x	1000x
1 min	4.85	4.60	4.35	4.10	3.35
30 sec	2.85	2.60	2.35	2.10	1.85
CLASS A					
	1x	26x	52x	104x	156x
1 min	5.10	4.85	4.60	4.35	4.10
30 sec	4.00	3.75	3.50	3.25	3.00
	260x	312x	500x	624x	1000x
1 min	3.85	3.60	3.35	3.10	2.85
30 sec	2.75	2.50	2.25	2.00	1.75

BLUE RIDGE

Fannin County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

WPPL (FM)

1971

Subscriber to the NAB Radio Code
Media Code 4 211 2835 6.00
Fannin County Broadcasting Co., Box 938, Highland St., Blue Ridge, Ga. 30513. Phone 404-632-2303.

1. PERSONNEL
General Manager—Robert P. Schwab.
3. FACILITIES
ERP 3,000 w.; 103.9 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 240 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/73—Rec'd 2/6/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	10 tl	20 tl	30 tl	(*)	(†)
1 min	2.75	2.60	2.40	2.25	2.00	1.75
30 sec	2.10	1.95	1.80	1.65	1.40	1.20

(*) 100 tl per mo.
(†) 1000 x per yr.

BREMEN

Haralson County—Map Location A-6
See SRDS consumer market map and data at beginning of the State.

WWCC

1957

Media Code 4 211 2860 4.00
Bramen Radio, Inc., WWCC Radio, Box 397, 818 Tallapoosa St., Bremen, Ga. 30110. Phone 404-537-2275.

STATION'S PROGRAMMING DESCRIPTION
WWCC: MUSIC: top 40.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Thad K. Brown.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 10/1/73—Rec'd 2/28/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	4 tl	15 tl	30 tl	60 tl	90 tl	120 tl
1 min	3.10	3.00	2.90	2.80	2.70	2.60	2.50
30 sec	2.60	2.50	2.40	2.30	2.20	2.10	2.00

ID's: 50% of 1-min.

BRUNSWICK (3 AM; 2 FM)

Glynn County—Map Location G-9
See SRDS consumer market map and data at beginning of the State

WGIG

1949

WGIG-FM

1965

A Kirk Broadcasting Station
Media Code 4 211 2915 6.00
Golden Isles Broadcasting Corp., Box 10, 801 Mansfield St., Brunswick, Ga. 31520. Phone 912-265-3870.

STATION'S PROGRAMMING DESCRIPTION
WGIG: Contemporary, top 40, R & B; ages 18-49.

1. PERSONNEL
General Manager—Alan R. Bishop.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1440 kc. Directional—night only.
Operating schedule: 5:45 am-midnight. EST.
FM-ERP 26,400 w.; 100.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/75—Rec'd 6/6/75.

6. SPOT ANNOUNCEMENTS

PER WK:	— ROS — 1 min	30 sec	AM & PM —Drive— 1 min	30 sec
1 tl	5.75	4.60	6.75	5.40
5 tl	5.25	4.20	6.50	5.20
10 tl	5.00	4.00	5.75	4.60
14 tl	4.75	3.80	5.50	4.40
21 tl	4.50	3.60	5.25	4.20
28 tl	4.25	3.40	5.00	4.00
35 tl	4.00	3.20	4.75	3.80

7. PACKAGE PLANS
DISCOUNT
12 wk—10% 26 wk—15% 52 wk—20%
Edited by Alan R. Bishop.

WMOG

1940

CBS Radio Network

Media Code 4 211 2970 1.00
Radio Brunswick, Inc., Box 100, Torras Causeway, Brunswick, Ga. 31520. Phone 912-265-5980.

STATION'S PROGRAMMING DESCRIPTION
WMOG: Programmed for adults 24-49.

1. PERSONNEL
President—William G. Brown.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
Member: Georgia Network, Inc.

TIME RATES
No. 8 Eff 10/22/73—Rec'd 10/22/73.
AAA—5:30-10 am & 3:30-6:30 pm.
AA—10 am-3:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	50 tl
CLASS AAA							
1 min	5.00	4.75	4.50	4.25	4.00	3.75	.....
30 sec	4.20	4.00	3.80	3.60	3.40	3.20	.....
15 sec	3.00	2.90	2.75	2.60	2.50	2.35	.....
CLASS AA							
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.20	3.00	2.80	2.60	2.40	2.20	2.00
15 sec	2.00	1.90	1.75	1.60	1.50	1.35	1.25
CLASS A							
1 min	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.80	2.60	2.40	2.20	2.00	1.80
15 sec	1.90	1.80	1.65	1.50	1.40	1.25	1.10

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AAA, 1/3A

PER WK:	1 min	30 sec
30 tl	3.20	2.60
60 tl	2.85	2.30

SATURATION PLAN

	1 min	30 sec
15 tl, per day, 5 consec days, BTA	168.76	185.80

Maximum 3 per hr.

WYNR

1966

Media Code 4 211 2990 6.00
Southland Radio, Inc., Rt. 1, Hwy. 303, Brunswick, Ga. 31520. Phone 912-264-3820.

STATION'S PROGRAMMING DESCRIPTION
WYNR: Modern country & western.

1. PERSONNEL
Chrmn. & Gen'l Mgr.—James L. Wiggins.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
500 w.; 790 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WYNR-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 12/1/74—Rec'd 3/18/75.
AAA—6-9 am, 11:30 am-1 pm & 2:30-6:30 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	520x
CLASS AAA								
1 min	5.75	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
CLASS AA								
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50

10 sec: 50% of 1-min.
Fixed: Extra 10%.

7. PACKAGE PLANS

WKLY SATURATION, ROS:	20 tl	30 tl	50 tl
1 min	3.75	3.50	3.25
30 sec	3.00	2.75	2.50

10 sec: 50% of 1-min.
Fixed: Extra 10%.

WYNR-FM

1966

Media Code 4 211 3000 6.00
Southland Radio, Inc., Rt. 1, Brunswick, Ga. 31520. Phone 912-264-3820.
See affiliated AM station for additional information.

3. FACILITIES
ERP 33,000 w.; 101.5 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 287 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset to 1 am. For simulcast facilities see WYNR.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WYNR. See that listing.

BUFORD (1 AM; 1 FM)

Gwinnett County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WDYX

1956

Media Code 4 211 3025 2.00
Buford Broadcasting, Inc., Box 307, Buford, Ga. 30518. Phone 404-945-5355, 404-945-9953.

STATION'S PROGRAMMING DESCRIPTION
WDYX: Programmed for adults 18-45.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert P. Joseph.
3. FACILITIES
5,000 w.; 1400 kc.
Operating schedule: 5:30 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WGCO (FM).
Affiliated with KBS.
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/71—Rec'd 3/3/71.

6. SPOT ANNOUNCEMENTS

EA:	5 tl	10 tl	20 tl	30 tl	40+
1 min	4.00	3.50	3.00	2.75	2.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts, extra 10%.

WGCO (FM)

1969

Media Code 4 211 3045 1.00
Buford Broadcasting, Inc., Box 2381, Buford, Ga. 30518. Phone 404-945-9953.
See affiliated AM station for additional information.
AM facilities: WDYX.

STATION'S PROGRAMMING DESCRIPTION
WGCO (FM): Religious programs, gospel & religious music.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 240 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
Eff 12/8/73—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

	20x	50x	100x	100+
1 min	5.25	4.75	4.50	4.00
30 sec	4.25	3.75	3.50	3.00
10 sec	3.25	2.75	2.50	2.00

13 wk minimum contract.

CAIRO

Grady County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WGRA

1950

Media Code 4 211 3080 6.00
Grady-Mitchell Broadcasting Co., Box 120, Cairo, Ga. 31728. Phones 912-377-4392, 4210.

1. PERSONNEL
General Manager—Tim Moran.
2. REPRESENTATIVES
Bernard I. Ochs Co.
3. FACILITIES
1,000 w. days; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Tobacco Radio Network.
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
Eff 4/1/74—Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

EA:	1x	26x	52x	104x	156x	312x
1 min	4.00	3.90	3.80	3.70	3.50	3.00
30 sec	3.20	3.12	3.04	2.96	2.80	2.40

CALHOUN

Gordon County—Map Location B-4
See SRDS consumer market map and data at beginning of the State

WEBS

1966

Media Code 4 211 3150 6.00
New Echota Broadcasting, Inc., Box 168, 203 Piedmont St., Calhoun, Ga. 30701. Phone 404-629-2236.

1. PERSONNEL
Manager—William E. Stocks.
3. FACILITIES
250 w. days; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 3/22/73.
AA—Sign-on-10 am & 3:30-7 pm.
A—All other times, ROR.

6. SPOT ANNOUNCEMENTS

	—AA— 1 min	30 sec	15 sec	—A— 1 min	30 sec	15 sec
Ea	3.00	2.25	1.75	2.25	1.60	1.45

CAMILLA

Mitchell County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WCLB

1954

Media Code 4 211 3190 5.00
Capel Broadcasting Co., Inc., Drawer 113, Camilla, Ga. 31730. Phone 912-336-5614.

1. PERSONNEL
General Manager—Charlie Browne.
3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 3/7/74.

6. SPOT ANNOUNCEMENTS

	50x	300x	500+
1 min	3.95	3.45	3.00
30 sec	3.00	2.60	2.25

10 sec: 50% of 1-min.

CANTON (1 AM; 1 FM)

Cherokee County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WCHK

1957

Media Code 4 211 3245 7.00
The Cherokee Broadcasting Co., Inc., Box 1290, Canton, Ga. 30114. Phone 404-479-2101.

1. PERSONNEL
Station Manager—Byron L. Dobbs.
3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 5 am-local sunset. EST.
Partial simulcast operation. Simulcast 5 am-local sunset. For non-simulcast facilities see WCHK-FM.
4. AGENCY COMMISSION
15/0 time only. 20 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Georgia Network, Inc.

TIME RATES
Eff ——Rec'd 1/28/70.

6. SPOT ANNOUNCEMENTS

	1 min		1 min
1 x	6.00	260 x	4.85
13 x	5.75	312 x	4.00
26 x	5.50	624 x	4.35
52 x	5.25	936 x	4.10
104 x	5.00	1200 x	3.85

WCHK-FM

1964

Media Code 4 211 3246 5.00
Cherokee Broadcasting Co., Inc., Box 1290, Canton, Ga. 30114. Phone 404-479-2101.
See affiliated AM station for additional information

1. PERSONNEL
President—C. A. McClura.
3. FACILITIES Eff? 3,000 w.; 105.5 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCHK.

TIME RATES
Rates are identical to WCHK. See that listing.

CARROLLTON (1 AM; 1 FM)

Carroll County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WBTR (FM)

1964

A Faulkner Owned Station
Media Code 4 211 3300 6.00
Faulkner Radio, Inc., Box 569, Carrollton, Ga. 30117. Phone 404-832-9685.
See affiliated AM station for additional information.
AM facilities: WLBB.

STATION'S PROGRAMMING DESCRIPTION
WBTR (FM): hit parade.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 220 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Georgia Network, Inc.

TIME RATES
Eff 2/1/74—Rec'd 2/19/74.
AA—6:30-8:30 am & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

MO:	1 tl	10 tl	20 tl	30 tl	60 tl	90 tl	120+
CLASS AA							
1 min	3.90	3.60	3.30	3.00	2.70	2.40	2.25
30 sec	2.50	2.40	2.30	2.20	2.00	1.90	1.80
15 sec	2.15	2.05	1.95	1.87	1.75	1.65	1.55
CLASS A							
1 min	3.25	3.00	2.75	2.50	2.25	2.00	1.85
30 sec	2.10	2.00	1.90	1.80	1.70	1.60	1.50
15 sec	1.80	1.75	1.65	1.55	1.50	1.45	1.30

Specified, if available, extra 20%.

7. PACKAGE PLANS
75 30-sec spots/5 consec days:
25/AA, ea. 1.80 50/A, ea. 1.50
Specified, if available, extra 20%.

(Carrollton continued on next page)

GEORGIA

Carrollton—Continued

WLBB
1946

RAB

A Faulkner Owned Station
Subscriber to the NAB Radio Code
Media Code 4 211 8355 4.00
Faulkner Radio, Inc., Box 569, Carrollton, Ga. 30117. Phone 404-832-7041.
STATION'S PROGRAMMING DESCRIPTION
WLBB: Top country.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert M. Thorburn.
2. FACILITIES
1,000 w.; 1100 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WBTB (FM).
Affiliated with American Entertainment Network.
Member: Georgia Network, Inc.
TIME RATES
Eff 10/1/70—Rec'd 10/7/70.
6. SPOT ANNOUNCEMENTS

	1x	75x	150x	225x	300x	400x	500x
1 min	8.50	8.00	7.50	7.25	7.00	6.50	6.00
30 sec	6.50	6.00	5.75	5.50	5.25	5.00	4.50
10 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.75	5.25	5.00	4.50
10 sec	4.00	3.75	3.50	3.25	3.00

CARTERSVILLE (2 AM)

Bartow County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBHF
1946

Subscriber to the NAB Radio Code
Media Code 4 211 8410 7.00
W. Byan Frier, Box 180, Cartersville, Ga. 30120. Phone 404-382-3000.
1. PERSONNEL
General Manager—Herschel Wisebram.
2. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
TIME RATES
Eff 1/1/74—Rec'd 2/28/74.
AA—6-9 am & 4-6 pm.
A—9 am-4 pm & 6-11 pm.
6. SPOT ANNOUNCEMENTS

AA:	1 min	30 sec	10 sec
1-19	3.00	2.50	1.50
500+ per yr or 20+ per wk	2.60	2.30	1.50
A:			
1-19	2.40	2.00	1.20
500+ per yr or 20+ per wk	2.10	1.75	1.20

WKRW
1961

Subscriber to the NAB Radio Code
Media Code 4 211 8485 1.00
Bartow Radio Corp., 1119 N. Tennessee Rd., Cartersville, Ga. 30120. Phone 404-382-1270.
1. PERSONNEL
General Manager—Don Kordecki.
2. FACILITIES
500 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Georgia Network, Inc.
TIME RATES
No. 4 Eff 12/1/71—Rec'd 2/29/72.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	25 ti	50 ti
1 min	3.00	2.70	2.50	2.20
30 sec	2.50	2.20	2.00	1.80
10 sec	1.50	1.35	1.25	1.10
PER YR:		1 min	30 sec	10 sec
500 x		2.40	1.90	1.20
1000 x		2.00	1.60	1.00

AAA—6-9 am & 3:30-7 pm, extra 20%.

CEDARTOWN

Polk County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WGAA
1941

A Faulkner Owned Station
Media Code 4 211 3520 3.00
Faulkner Radio Inc., Box 167, 413 Lakeview Dr., Cedartown, Ga. 30125 Phone 404-748-1340.
STATION'S PROGRAMMING DESCRIPTION
WGAA: MUSIC: MOR.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. M. Thorburn.
2. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-11 pm. EST.
4. AGENCY COMMISSION
15% time only. Bills payable 20 days.
5. GENERAL ADVERTISING See coded regulations
Member: Georgia Network, Inc.
TIME RATES
Eff 10/1/70—Rec'd 10/6/70.
6. SPOT ANNOUNCEMENTS

	1x	75x	150x	225x	300x	400x	500x
1 min	8.50	8.00	7.50	7.25	7.00	6.50	6.00
30 sec	6.50	6.00	5.75	5.50	5.25	5.00	4.50
10 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.75	5.25	5.00	4.50
10 sec	4.00	3.75	3.50	3.25	3.00

CLARKESVILLE

Habersham County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WIAF
1875

Media Code 4 211 3547 6.00
B-J Co., Box 468, 109 Washington St., Clarkesville, Ga. 30523. Phone 404-754-6272.
STATION'S PROGRAMMING DESCRIPTION
WIAF: Audience participation, modern country.
1. PERSONNEL
General Manager—Robert P. Joseph.
3. FACILITIES
5,000 w.; 1500 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Ag-Report Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 6/2/75.
7. PACKAGE PLANS
SETTLER'S PACKAGE

30 DAY, EA:	1 ti	10 ti	30+
1 min	2.75	2.50	2.25
30 sec	.....	2.00	1.80
10. SPECIAL FEATURES	26x	39x	65x
Ea	6.00	5.75	5.50

Edited by Jacqueline A. Joseph.

CLAXTON (1 AM; 1 FM)

Evans County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WCLA / WCLA-FM
1958 / 1972

Media Code 4 211 8575 7.00
The Evans County Broadcasting Co., Inc., Box 427, Claxton, Ga. 30417. Phone 912-739-3035.
1. PERSONNEL
Gen'l & Com'l Mgr.—Don Sports.
3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 107.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 195 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/73—Rec'd 10/30/73.
6. SPOT ANNOUNCEMENTS

	50x	150x	300x
1 min	3.50	2.75	2.25
30 sec	3.25	2.50	2.00

CLAYTON

Rabun County—Map Location D-3
See SRDS consumer market map and data at beginning of the State

WGHC
1961

Subscriber to the NAB Radio Code
Media Code 4 211 8620 6.00
Rabun Radio, Box 348, Clayton, Ga. 30525. Phone 404-782-4251.
1. PERSONNEL
Pres. & Gen'l Mgr.—Carroll S. Lee.
3. FACILITIES
1,000 w.; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
TIME RATES
Eff 8/1/72—Rec'd 6/26/72.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	104x	156x
1 min	3.00	2.85	2.70	2.55	2.40	2.25	2.00
30 sec	2.25	2.10	2.00	1.90	1.80	1.70	1.50

CLEVELAND

White County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WRWH
1958

Subscriber to the NAB Radio Code
Media Code 4 211 8685 4.00
Newsie, Inc., Box 181, Cleveland, Ga. 30528. Phone 404-865-3181.
1. PERSONNEL
Station Manager—Dean Dyer.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBR.
Member: Georgia Network, Inc., Ag-Report Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 7/3/73.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	150 ti
1 min	2.00	2.75	2.50	2.00	1.75
30 sec	2.00	2.00	1.85	1.75	1.50

Edited by Dean Dyer.

COCHRAN (1 AM; 1 FM)

Bleckley County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WVMG / WVMG-FM
1966 / 1966

Media Code 4 211 8740 7.00
Happy Acres Broadcasting Co., Inc., Industrial Park Rd., Cochran, Ga. 31014. Phone 912-934-6261.
1. PERSONNEL
Manager—Freddie Frye.
3. FACILITIES
1,000 w.; 1440 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 317 ft. above average terrain.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBR.
Member: Georgia Network, Inc., Ag-Report Network.
TIME RATES
Eff————Rec'd 5/29/73.
6. SPOT ANNOUNCEMENTS

	1 ti	50 ti	150 ti
1 min	3.50	3.45	3.30
30 sec	3.30	3.25	3.15

15 sec. flat 2.00.
7. PACKAGE PLANS

PER MO:	25 ti	50 ti	75 ti
1 min	85	170	255
30 sec	80	160	240

COLUMBUS (6 AM; 4 FM)
(including Phenix City, Ala.)

Muscogee County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Stations	Morning Traffic (6-10am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	20	16	18	16
B	13	11	13	11
C	12	10	13	10
D	12	9	12	10
AVERAGE	14	12	14	12

WCGQ (FM)
1966
COLUMBUS

RAB

Media Code 4 211 3767 6.00
McClure Broadcasting Co., Box 1537, 1415 Wynnion Rd., Columbus, Ga. 31902. Phone 404-327-1217.
See affiliated AM station for additional information.
AM facilities: WHYD.
STATION'S PROGRAMMING DESCRIPTION
WCGQ (FM): Programmed for adults, 18-34, & teens.
MUSIC: current & past contemporary hits. Contact Representative for further details. Rec'd 10/7/74.
1. PERSONNEL
Programmer—Bill Parris.
2. REPRESENTATIVES
PRO/Meeker Radio.
South—Southern Spot Sales, Inc.
3. FACILITIES
ERP 40,000 w.; 107.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
TIME RATES
No. 2 Eff 11/1/74—Rec'd 12/9/74.
AA—Mon thru Sun 3 pm-midnight.
A—Mon thru Sun 6 am-3 pm.
B—Mon thru Sun midnight-6 am or BTA.
6. SPOT ANNOUNCEMENTS

	AA					
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	50 ti
1 min	15	12	10	9	8	6
30 sec	13	10	8	7	6	5
	A					
1 min	14	11	9	8	7	5
30 sec	12	9	7	6	5	4

B: Flat 1 min 4.00; 30 sec 3.00.
10 sec: 50% of 1-min.

TAKING COLUMBUS BY STORM
WCGQ IS NOW . . .
#1 in 18-24 Adults, 6am to 12mid. M-S
#1 in 18-34 Adults, 3pm to 12mid. M-F in Average Quarter Hours
Call us today for the full story
*ARB April/May '74, TSA

WCLS
1955
COLUMBUS

Media Code 4 211 3795 1.00
Muscogee Broadcasting Co., Inc., Box 229, Columbus, Ga. 31902. Phone 404-327-3803.
1. PERSONNEL
Pres. & Gen'l Mgr.—Charlie H. Parish, Jr.
Program Director—Warren Jones.
2. REPRESENTATIVES
Mario Mesnina Company.
3. FACILITIES
1,000 w.; 1580 kc. Directional—night only.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15/0; 10 days.
6. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3b, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12a, 12c, 14a, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
TIME RATES
No. 6B Eff 2/1/69—Rec'd 6/11/69.
AA—Mon thru Fri 6:30-10 am & 4-7 pm.
A—Mon thru Fri 10 am-4 pm & 7-10 pm.
B—Mon thru Sun 10 pm-6:30 am.
6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	156x	208x	312x
AA	14.00	13.50	12.50	11.50	10.50	9.50
A	12.60	12.15	11.25	10.35	9.45	8.55
B	11.20	10.80	10.00	9.20	8.40	7.60

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
7. PACKAGE PLANS

	ROS				
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	11.00	10.50	10.00	9.50	9.00
30/20 sec	8.80	8.40	8.00	7.60	7.20
10 sec	6.60	6.30	6.00	5.70	5.40

All spots combinable for frequency on either annual or weekly plan, but ROS cannot be counted toward frequency on annual plan.
10. SPECIAL FEATURES
NEWS FEATURES
5:30, 6:30, 7:30, 8:30 am & 12:30, 4:30, 5:30, 6:30, 7:30 pm. per broadcast.
Headlines hourly at :54. ABC Contemporary News hourly at :55.
1-minute fixed position rate applies.
Cossell Sports—8:25 am & 5:25 pm daily.
Fixed position rate applies.

WDAK
1940
COLUMBUS

EASTMAN RADIO, INC.

RAB

Subscriber to the NAB Radio Code
Media Code 4 211 3850 4.00
Radio Columbus, Inc., Box 1040, 1846 Buena Vista Rd., Columbus, Ga. 31902. Phone 404-323-5447.
STATION'S PROGRAMMING DESCRIPTION
WDAK: Programmed for adults & young adults 18-49, midnight-3 pm, plus teens, 3 pm-midnight.
MUSIC: current hits & oldies. NEWS: 7x per day, 5 minutes network at :60. Editorials. Bulletins. Community & local news involvement. 2-way talk on current problems at noon. M-F. Teen problems discussion noon Sat. Newsmaker interview noon Sun. SPORTS: news in drive times & as warrants. Weather twice per hour. ENTERTAINMENT: personality DJ's, contests, features, syndicated specials. Contact Representative for further details. Rec'd 8/30/74.
1. PERSONNEL
President—Allen M. Woodall, Jr.
Vice-Pres. & Gen'l Mgr.—Bernie Barker.
Sales Manager—Bill Jarrell.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days; 500 w. nights; 540 kc
Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 20b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 28c, 29a, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: WEIZ (FM).
Affiliated with Eastman Radio Network.
Affiliated with American Information Network.
TIME RATES
Eff 8/1/72—Rec'd 7/5/72.
I—Mon thru Sat 5-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
6. SPOT ANNOUNCEMENTS

	I			II		
PER WK:	1 ti	12 ti	18 ti	1 ti	12 ti	18 ti
1 min	22	20	18	20	18	16
30 sec	18	16	14	16	14	12
10 sec	13	12	11	12	11	10
				III		
1 min				18	16	14
30 sec				14	13	11
10 sec				11	10	8

(This listing continued on next page)

7. PACKAGE PLANS
CUME PLANS: Ea
30 Plan (8I, 7II, 15III) 18
15 Plan (4I, 3II, 6III) 15
8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid. Mon-Sun necessary to maintain consec wk advertising.
Submitted by Bernie Barker.

WEIZ (FM)
1971
PHENIX CITY, ALA.

EASTMAN RADIO, INC.

NAB

Media Code 4 211 3965 6.00
Chattahoochee Broadcasting Co., Inc., Box 2744 Phenix By-Pass at 431 S., Phenix City, Ala. 36867. Phone 205-298-1001.
Mailing address: Box 1640, Columbus, Ga. 31902.
STATION'S PROGRAMMING DESCRIPTION
WEIZ (FM): Programmed for adults 18-49.
MUSIC: familiar popular, standards, film music, showtunes. Approximately 2/3 instrumental with some group vocals, full orchestrated versions of recent hits. Programmed in 4 uninterrupted segments with 4 pauses per hour. NEWS: locally originated with 3 min per hour at :60. COMMERCIAL POLICY: 8 units per hour. Contact Representative for further details. Rec'd 11/7/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bernie Barker.
Station Manager—Jim Martin.
Operations Manager—Jimmy Deere.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6b, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20a, 20b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 28c, 29a, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
AM facilities: WDAK.
Affiliated with Eastman Radio Network.
TIME RATES
No. 1 Eff 1/1/75—Rec'd 11/7/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 7 pm-midnight.
A—Mon thru Sun 6-10 am.
R—Mon thru Sun midnight-6 am.
6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	AA	A	B	30 sec AAA	AA	A	B
6 ti	9.50	8.50	7.50	6.50	7.60	6.80	6.00	5.20
12 ti	8.50	7.50	6.50	5.50	6.80	6.00	5.20	4.40
18 ti	7.50	6.50	5.50	4.50	6.00	5.20	4.40	3.80
24 ti	6.50	5.50	4.50	3.50	5.20	4.40	3.60	2.80

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
Rateholder: Minimum 6 spots per wk.
7. PACKAGE PLANS
E-Z TOTAL AUDIENCE PLANS
PER WK, 1 MIN: Ea
Plan A—30 ti (7AAA, 8AA, 8A, 7B) 4
Plan B—18 ti (4AAA, 5AA, 5A, 4B) 5
30 sec: 80% of 1-min.
Preemptible; not combinable.

WHYD
1947
COLUMBUS

NAB RAB

Media Code 4 211 3960 1.00
McClure Broadcasting Co., Box 1537, 1415 Wynnton Rd., Columbus, Ga. 31902. Phone 404-322-5603.
STATION'S PROGRAMMING DESCRIPTION
WHYD: Programmed for adults 25-49.
MUSIC: current & past country hits. Contact Representative for further details. Rec'd 10/7/74.
1. PERSONNEL
President—C. A. McClure.
Sales Manager—Jerry Northington.
Program Director—Chuck Holliday.
2. REPRESENTATIVES
PRO/Meeker Radio.
South—Southern Spot Sales, Inc.
3. FACILITIES
5.000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80
FM facilities: WCGQ (FM).
Affiliated with MBS.
Affiliated with The Rep Network.
TIME RATES
No. 3 Eff 11/1/74—Rec'd 12/9/74.
AA—Mon thru Sat 7-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE, FIXED:	1x	52x	260x	500x
AA	10	7	6	5
A	8	6	5	4

30 sec: 80% of 1-min.
10 sec: 50% of 1-min, minimum 2.00.
7. PACKAGE PLANS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
10 ti	9	8	7	6
20 ti	8	7	6	5
30 ti	7	6	5	4
40 ti	6	5	4	3

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS

PER WK, 5 MIN:	3 ti	5 ti	10 ti
13 wk	12	10	9
52 wk	10	9	8

WOKS
1959
COLUMBUS

NAB

Media Code 4 211 4015 3.00
Assoc. FM Broadcasting, Inc., Box 1998, Columbus, Ga. 31902. Phone 404-324-0261.
STATION'S PROGRAMMING DESCRIPTION
WOKS: Black programmed primarily for entire black community.
MUSIC: R & B, Top 40, jazz & gospel. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: 5 min at :55 regional and national, 2 min capsule at :28 after hour regional and national, 5 min community news 3 times daily, at 6:50 am, 9:50 am, & 5:50 pm. Daily housewife program features household hints, recipes, health tips and guests. Subjects of interest to listeners are discussed. Participate in fund drives and community activities, etc. SPORTS: local high school football, basketball, baseball, etc. Contact Representative for further details. Rec'd 5/23/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—B. Ken Woodfin.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 24b, 25a, 26, 27, 29a, 32b.
Contracts: 44a, 45, 46, 51b.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 61c, 62d.
Cancellation: 70e, 71a, 72a, 73b.
Prod. Services: 80, 82.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.
TIME RATES
No. 11 Eff 1/73—Rec'd 5/7/73.
6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
(*)	14.00	12.00	12.00	11.00	11.20	10.40	9.60	8.80
(†)	12.00	11.00	10.00	9.00	9.60	8.80	8.00	7.20

10 sec: 50% of 1-min.
(*) 6-10 am & 2-7 pm.
(†) 10 am-3 pm & 7-11 pm.
DISCOUNT
26 wk—10% 52 wk—20%

WPNX
1952
PHENIX CITY, ALA.-COLUMBUS, GA.

NAB RAB

Media Code 4 211 4070 6.00
Bi-State Broadcasting Co., Box 687, Columbus, Ga. 31902. Phone 404-322-2270.
Studios: Airport Dr., Box 1267, Phenix City, Ala. 36867. Phone 404-322-2270.
STATION'S PROGRAMMING DESCRIPTION
WPNX: Programmed for adults of all ages.
6 personalities plus 2 local news and public affairs.
MUSIC: modern country western 80%. News 12%, sports and personality talk 5%, religious programs 3%. NEWS: national 5 min on hour, local news at 7:30 am, 8:30 am, 5 pm & 5:30 pm. SPORTS: college and high school football. RELIGIOUS: Sun church 11 am-noon & 5-11 am. Commercial limit: 18 minutes per hour. Contact Representative for further details. Rec'd 1/2/73.
1. PERSONNEL
President—Sidney Kaminsky.
General Manager—Art Angell.
2. REPRESENTATIVES
South, Southwest—David Carpenter Company.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1460 kc.
Directional—night only.
Operating schedule: 24 hrs. daily. EST.
4. AGENCY COMMISSION
15%. Bills payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22b, 23a, 24b, 28b, 29a.
Contracts: 40a, 42b, 46.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NRC.
TIME RATES
Eff——Rec'd 12/28/71.
6. SPOT ANNOUNCEMENTS
Drive Times—Mon thru Sat 6-10 am & 3-7 pm; Sun noon-6 pm.
Housewife Times—Mon thru Sat 10 am-3 pm.
Night Time—Mon thru Sun 7 pm-1 am.

1 MINUTE PER WK:	6 ti	12 ti	18 ti	24 ti
Drive Times	10	9	8	7
Housewife Times	9	8	7	6
Night Time	8	7	6	5

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
WEEKLY SATURATION PLAN
9 spots 6-10 am Mon thru Sat.
9 spots 2-7 pm Mon thru Sat.
5 spots 7-10 pm Mon thru Fri.
5 spots 10 am-3 pm Mon thru Fri.
4 spots noon-6 pm Sun.
32 spots per wk. ** 7.50
COUNTRY WIDE PLAN
PER DAY:
1 spot 6-10 am Mon thru Sat.
1 spot 3-7 pm Mon thru Sat.
2 spots 10 am-noon Mon thru Sat.
2 spots noon-3 pm Mon thru Sat.
2 spots 7 pm-midnight Mon thru Sat.
1 spot midnight-6 am Mon thru Sat.
3 spots noon-6 pm Sun.
57 spots per wk. ** 6.50
30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
8. PROGRAM TIME RATES
1 hr. 90
1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.
DISCOUNTS
26x—5% 104x—15% 260x—25%
52x—10% 156x—20% 520x—30%
Submitted by Sidney Kaminsky.

WRBL
1928
COLUMBUS

Alan Torbet Associates, Inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 211 4125 6.00
Columbus Broadcasting Co., Inc., Box 270, Columbus, Ga. 31902. Phone 404-324-2441.
STATION'S PROGRAMMING DESCRIPTION
WRBL: Adult and young programming.
6 AIR PERSONALITIES. MUSIC 71%: MOR, standards, jazz, showtunes & trend. NEWS 19%: 6% regional & local; 15 min at 7 am & 6:30 pm; 30 min at noon; 20 min at 8 am; 6 min hourly; 3 5-min at :30; 10 man news staff provides mobile reports. 3 mobile units, 1 plane, 1 boat. Editorials & business news. SPORTS: live Major League baseball & basketball; college & high school football & basketball; racing; sports reports 15 min, M-F; 3 weekend sports reports. FARM: 5 min daily, 10 min Sat. Weatherdials, public affairs programming 5%. COMMERCIAL POLICY: 18 minutes of commercials per hour. Contact Representative for further details. Rec'd 3/31/71.
1. PERSONNEL
Pres & Gen'l Mgr.—J. W. Woodruff, Jr.
Commercial Manager—Charles M. Bector.
Program Director—Bill Bowick.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w.; 1420 kc. Directional—night only.
Operating schedule: 5:00-12:05 am. EST.
Partial Simulcast operation: Simulcast 6-7:15 am & 10 pm-midnight Mon thru Fri; 6-11:30 am Sat; 7 am-1 pm Sun. For non-simulcast facilities see WRBL-FM.
4. AGENCY COMMISSION
15% time only. 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 23b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51a.
Comb. Cont. Discounts: 60a, 60f, 61a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
TV Facilities: WRBL-TV.
Affiliated with CBS.
Affiliated with ATA Radio Network.
Member: Georgia Network, Inc.
TIME RATES
AM/FM COMBINATION
Eff 7/1/70—Rec'd 5/27/70.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-9 pm; Sun am-noon.
A—All other times.
6. SPOT ANNOUNCEMENTS

1 MINUTE	52x	104x	156x	208x	260x	312x	365x	500x
AAA	19.25	18.00	16.90	15.75	14.65	13.50	12.55	11.25
AA	12.75	12.00	11.25	10.50	9.75	9.00	8.25	7.50
A	10.20	9.60	9.00	8.40	7.80	7.20	6.60	6.00
20/30 SECONDS								
AAA	14.55	13.50	12.65	11.85	10.95	10.15	10.05	9.00
AA	9.60	9.00	8.65	8.35	7.35	6.75	6.60	6.00
A	7.65	7.20	6.75	6.30	5.85	5.40	5.30	4.80
10 SECONDS								
AAA	9.75	9.00	8.50	7.90	7.35	6.75	6.35	5.95
AA	6.40	6.00	5.60	5.25	4.90	4.50	4.20	3.85
A	5.10	4.80	4.50	4.20	3.90	3.60	3.30	3.00

7. PACKAGE PLANS

PER WK, ROS.	5 ti	10 ti	20 ti	30 ti
1 min	18.75	15.00	13.50	12.00
20/30 sec	14.10	11.25	10.15	9.00
10 sec	9.40	7.50	6.75	6.00

8. PROGRAM TIME RATES

1 HR:	1x	26x	52x	104x	156x	260x	312x
AAA	150.00	135.00	122.50	120.00	110.00	105.00	97.50
AA	105.00	94.50	89.25	84.00	78.75	73.50	63.25
A	75.00	67.50	61.75	60.00	56.25	52.50	48.75

1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.
10. SPECIAL FEATURES
Newscasts: regular rates plus 10%; subject to agency commission.
AM ONLY
70% of AM/FM combination.

GEORGIA

WRBL-FM
1946
COLUMBUS

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 211 4126 6.00
Columbus Broadcasting Co., Inc., 1327 Warren Williams Rd., Columbus, Ga. 31902. Phone 404-324-2462.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WRBL-FM: Programmed for adults.
NEWS 11%: national, international, regional, local, business, sports & weather. Editorials. News scheduled 1, 6, 7, 8, 10, 10:30 am, noon, 2:30, 3, 4, 5, 10, 11 pm & 12M. MUSIC 85%: MOR, standards, showtunes, movie music, jazz, swing, classic & light classics. PUBLIC AFFAIRS & EDUCATIONAL 4%: music/arts calendar twice daily, book reviews M-F. 10 man news staff, 2 mobile units, 1 boat, 1 plane. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 3/31/71.
3. FACILITIES
ERP 100,000 w.; 102.9 mc. Stereo.
Operating schedule: 6-1:06 am EST.
Antenna ht.: 1,521 ft. above average terrain.
Operated separately 6:15 am-10 pm Mon thru Fri; 11:30-1:06 am Sat; 1 pm-1:06 am Sun. For simulcast facilities see WRBL-AM.
5. GENERAL ADVERTISING See coded regulations
TV facilities: WRBL-TV.
Affiliated with CBS.
Affiliated with ATA Radio Network.
Member: Georgia Network, Inc.
Sold in combination with WRBL. See that listing for rates.
TIME RATES
FM only: 40% of AM/FM Combination.

WWRH (FM)
1960
COLUMBUS

Media Code 4 211 4145 6.00
Kammin Enterprises, Inc., Box 687, Columbus Ga. 31902. Phone 404-322-2270.
Studios: Airport Dr., Phenix City, Ala.
STATION'S PROGRAMMING DESCRIPTION
WWRH (FM): Programmed for all ages, mainly 18-34.
MUSIC: Rock. NEWS: 13 5-min local newscasts daily. COMMERCIAL POLICY: 8 minutes per hour. Commercials in clusters of 2 with 4 interruptions per hour. Rec'd 10/7/74.
1. PERSONNEL
President—Sidney Kaminsky.
General Manager—Art Angell.
Operation Manager—Chuck Harns.
3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 150 ft. above average terrain.
4. AGENCY COMMISSION
15%; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 15b.
Contracts: 44a, 45, 46, 51b.
Cancellation: 70e, 71a, 72a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
TIME RATES
Eff 10/1/74—Rec'd 10/7/74.
6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	21 ti	31 ti	41 ti
1 min	9.00	8.50	8.00	7.50

30 sec: 80% of 1-min.
Submitted by Sidney Kaminsky.

COMMERCE
Jackson County—Map Location D-4
See SRDS consumer market map and data at beginning of the State

WJJC
1957
Media Code 4 211 4180 5.00
Jackson County Broadcasting Co., Inc., Box 379 Commerce, Ga. 30529. Phone 404-335-3155.
Studio—220 Little St., Commerce, Ga.
STATION'S PROGRAMMING DESCRIPTION
WJJC: C & W 40%; standards pop 55%; gospel 5%.
1. PERSONNEL
Pres. & Gen'l Mgr.—O. Grady Cooper.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule 5:30 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member: Georgia Network, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 6/30/75.
6. SPOT ANNOUNCEMENTS

	1 ti	21 ti	30+
1 min	3.50	3.25	3.00
30 sec	2.80	2.60	2.40
15 sec	2.25	2.00	1.75

Edited by O. Grady Cooper.

CORDELE (1 AM; 1 FM)
Crisp County—Map Location D-6
See SRDS consumer market map and data at beginning of the State

WFAV (FM)
1969
A James S. Rivers Station
Media Code 4 211 4210 0.00
Southeastern Broadcasting System, Inc., 20th Ave. at Owens St., Cordele, Ga. 31015. Phone 912-273-1404, 1405.
See affiliated AM station for additional information.
AM facilities: WMJM.

(This listing continued on next page)

Cordele—WFAV (FM)—Continued

STATION'S PROGRAMMING DESCRIPTION
WFAV (FM): Country Music; Farm.
1. PERSONNEL
Vice-Pres. & Mgr.—Bill Goodson.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert); 98.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
TIME RATES
Rates are identical to WMJM. See that listing.

WMJM
1940
RAB
A James S. Rivers Station
Media Code 4 211 4235 7.00
Southeastern Broadcasting System, Inc., 20th Ave., E., Cordele, Ga. 31015. Phone 273-1404, 5.
1. PERSONNEL
President—James S. Rivers.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 4:00 a.m. to midnight EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WFAV (FM).
Affiliated with MBS.
Member: Farm Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 8/1/73—Rec'd 10/6/73.
6. SPOT ANNOUNCEMENTS
1 min..... 3.15 30 sec..... 2.75

CORNELIA (1 AM; 1 FM)

Habersham County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WCON
1953

WCON-FM
1965

Media Code 4 211 4290 2.00
Habersham Broadcasting Co., Inc. Box 108, 1 Burrell St., Cornelia, Ga. 30531. Phone 404-778-2241.
STATION'S PROGRAMMING DESCRIPTION
WCON: MOR, 50% std pop, 40% C & W & 10% rock n' roll.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Mrs. Bobbie C. Foster.
3. FACILITIES
1,000 w, 250 w. nights; 1450 kc.
Non-directional.
FM-ERP 3,000 w.; 99.3 mc.
Operating schedule: 5:30 am-11 pm. EST.
Antenna ht.: 340 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Notwork.
Member: Georgia Network, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 10/21/73.
6. SPOT ANNOUNCEMENTS

PER MO. EA:	1 ti	16 ti	31+
1 min	2.90	2.65	2.40
30 sec	2.30	2.05	1.80
15 sec	1.65	1.40	1.15

10. SPECIAL FEATURES
Time Signals—up to 15 words, ea .65.

COVINGTON

Newton County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WGFS
1958
Subscriber to the NAB Radio Code
Media Code 4 211 4345 4.00
R. William Hoffman & Betty Jean Hoffman, Box 869, Covington, Ga. 30209. Phone 404-786-1430.
1. PERSONNEL
General Manager—Bill Hoffman.
3. FACILITIES
1,500 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-6 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station. No cash discount.
5. GENERAL ADVERTISING See coded regulations
Member: Georgia Network, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 6/30/75.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x
1 min	3.45	3.40	3.35	3.30	3.25
30 sec	2.45	2.40	2.35	2.30	2.25
	104x	156x	208x	260x	312+
1 min	3.20	3.15	3.10	3.05	3.00
30 sec	2.20	2.15	2.10	2.05	2.00

Edited by Bill Hoffman.

CUMMING

Forsyth County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WSNE
1961
NAB
Media Code 4 211 4400 7.00
Howard M. Rowe & Assoc., Box 609, Cumming, Ga. 30130. Phone 404-887-3136.
STATION'S PROGRAMMING DESCRIPTION
WSNE: Programmed primarily for rural and resort area adults and teens.
1. PERSONNEL
Pres. & Gen'l Mgr.—Howard M. Rowe.
3. FACILITIES
1,000 w.; 1170 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
Antenna ht.: 320 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
TIME RATES
Eff 10/1/73—Rec'd 12/30/74.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	15+
1 min	4.00	3.50	3.00
30 sec	3.20	2.80	2.40

10 sec: 60% of 1-min.

CUTHBERT

Randolph County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WCUG
1971
Media Code 4 211 4425 4.00
R. G. Blaskow, Box 348, U. S. Hwy. 82, Cuthbert, Ga., 31740. Phone 912-732-3725.
1. PERSONNEL
General Manager—R. G. Blaskow.
3. FACILITIES
500 w.; 850 kc. Non-directional.
Operating schedule: 6 am-6 pm. EST.
4. AGENCY COMMISSION
15% time only.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/71—Rec'd 1/27/72.
5. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	416x
1 min	3.50	3.40	3.30	3.15	2.95	2.75	2.50
30 sec	2.80	2.75	2.65	2.50	2.35	2.20	2.00
10 sec	1.75	1.70	1.65	1.60	1.50	1.40	1.35

7. PACKAGE PLANS

PER WK. ROS:	5 ti	10 ti	15 ti	18 ti	25 ti	50 ti
1 min	3.00	2.90	2.80	2.70	2.60	2.50
30 sec	2.40	2.34	2.25	2.18	2.10	2.00
10 sec	1.50	1.45	1.40	1.35	1.30	1.25

DALTON (3 AM)

Whitfield County—Map Location B-3
See SRDS consumer market map and data at beginning of the State

WBLJ
1940
Media Code 4 211 4455 1.00
North Georgia Radio, Inc., Box 800, River Bend Rd., Dalton, Ga. 30720. Phone 404-278-3300.
1. PERSONNEL
Pres. & Gen'l Mgr.—Werner Wortsman.
3. FACILITIES
1,000 w days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30-12:05 am. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBR and MBS.
TIME RATES
Eff————Rec'd 10/29/74.
6. SPOT ANNOUNCEMENTS
1 min..... 4.80 30 sec..... 3.60
10. SPECIAL FEATURES
News Service—add 10% to time charges

WRCD
1954
Media Code 4 211 4510 3.00
Whitfield Broadcasting Co., 104 Ponts St., Dalton, Ga. 30720. Phone 404-278-5511.
STATION'S PROGRAMMING DESCRIPTION
WRCD: Modern country-western & gospel format.
1. PERSONNEL
General Manager—Jim Honey.
3. FACILITIES
1,000 w. days; 1480 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station. No cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 3/5/75.
6. SPOT ANNOUNCEMENTS

PER MO, EA:	1 ti	15 ti	30 ti	100+
1 min	4.25	3.50	3.00	2.75
30 sec	3.75	3.00	2.50	2.25

10 sec: 10 daily, minimum, 18.50; 10 daily 5 consec days, 90.00.
10. SPECIAL FEATURES
Newscasts—add 10% to time charges.

WTTI
1965
NAB RAB
Media Code 4 211 4565 7.00
WTTI Broadcasters, Inc., Box 216, Dalton, Ga. 30720. Phone 404-226-2700
STATION'S PROGRAMMING DESCRIPTION
WTTI: MUSIC: Contemporary & golden hits.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ron Arnold.
3. FACILITIES
10,000 w.; 1530 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Eff 3/25/74—Rec'd 4/12/74.
6. SPOT ANNOUNCEMENTS
1 min or less, ea 5.00
10. SPECIAL FEATURES
5-min newscasts at :60, extra 10%.

DAWSON (1 AM; 1 FM)

Terrell County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

WDWD
1948
Media Code 4 211 4620 6.00
Dawson Broadcasting Co., Box 390, 110 N. Main St., Dawson, Ga. 31742. Phone 912-995-5846.
1. PERSONNEL
Pres. & Gen'l Mgr.—W. C. Woodall, Jr.
3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: The Tobacco Radio Network.
TIME RATES
Eff————Rec'd 9/15/70.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	5.00	4.75	4.50	4.40	4.25	4.00

WDWD-FM
1969
Media Code 4 211 4621 8.00
Dawson Broadcasting Co., Box 390, 110 N. Main St., Dawson, Ga. 31742. Phone 912-995-5846.
See affiliated AM station for additional information.
3. FACILITITES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 235 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Tobacco Radio Network.
TIME RATES
Eff 6/1/73—Rec'd 3/12/73.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	65x
1 min	4.00	3.90	3.70	3.50	3.40	3.35
	78x	104x	156x	208x	260x	312x
1 min	3.30	3.25	3.10	2.90	2.70	2.50

DECATUR

De Kalb County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

See Atlanta
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

DONALSONVILLE

Seminole County—Map Location B-10
See SRDS consumer market map and data at the beginning of the State.

WSEM
1963
NAB
Subscriber to the NAB Radio Code
Media Code 4 211 4675 4.00
Seminole Broadcasting Co., Inc., Box 87, Ga. Hwy. 91, Donalsonville, Ga. 31745. Phone 912-524-5123.
1. PERSONNEL
Gen'l Mgr. & Owner—Gilbert M. Kelley.
3. FACILITIES
1,000 w.; 1900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/69—Rec'd 7/28/69.
6. SPOT ANNOUNCEMENTS

	1x	15x	32x	63x	94+
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.80	2.60	2.40	2.00

To be used within 30 days.

DOUGLAS (2 AM; 1 FM)

Coffee County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WDMG
1946
NAB
Media Code 4 211 4730 7.00
WDMG, Inc., 620 E. Ward St., Douglas, Ga. 31533. Phone 912-384-3250.
STATION'S PROGRAMMING DESCRIPTION
WDMG: Agricultural, industrial & general interest.
1. PERSONNEL
General Manager—Roy L. Jones, Jr.
2. REPRESENTATIVES
Atlanta—Dora-Clayton Agency, Inc.
3. FACILITIES
5,000 w.: 500 kc. Directional—night only.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Notwork, Georgia Network, Inc.
TIME RATES
No. 6 Eff 1/1/74—Rec'd 1/14/74.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	365x
1 min	6.50	6.25	6.00	5.50	5.00	4.50
30 sec	5.00	4.75	4.50	4.00	3.50	3.00

10. SPECIAL FEATURES
News service fee 10% of time charge.

WOKA
1962
Subscriber to the NAB Radio Code
Media Code 4 211 4785 1.50
Coffee County Broadcasters, Inc., Box 471, Rocky Pond Rd., Douglas, Ga. 31533. Phones 912-384-1310, 8153.
STATION'S PROGRAMMING DESCRIPTION
WOKA: Country & Western. Agricultural.
1. PERSONNEL
Manager—Lauren N. Nobles.
3. FACILITIES
1,000 w.; 1210 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%, time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Ag-Report Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 12/30/74.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	365x
1 min	4.65	4.40	4.25	4.15	3.95	3.80	3.65	3.50
30 sec	3.65	3.40	3.25	3.15	2.95	2.80	2.65	2.50

WOKA-FM
1971
Subscriber to the NAB Radio Code
Media Code 4 211 4786 9.00
Coffee County Broadcasters, Inc., Box 471, Rocky Pond Rd., Douglas, Ga. 31533. Phone 912-384-8153.
See Affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WOKA-FM: MOR music days, country nights.
3. FACILITIES
ERP 34,000 w. (horiz.), 34,000 w. (vert.); 106.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 204 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Ag-Report Network.
TIME RATES
Rates are identical to WOKA. See that listing.

DOUGLASVILLE

Douglas County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WDGL
1964
NAB
Media Code 4 211 4840 4.00
Douglas County Broadcasting Co., 8470 Hospital Dr., Douglasville, Ga., 30134. Phone 404-942-5186.
1. PERSONNEL
Manager—Richard L. McLendon.
3. FACILITIES
1,000 w.; 1920 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 1/9/75.
6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti
1 min	4.75	4.00	3.50	3.00
30 sec	3.70	3.20	2.80	2.40

10 sec: 80% of 1-min.
CONTRACT DISCOUNT
52 wk—15%

DUBLIN (2 AM; 1 FM)

Laurens County—Map Location E-7
See SRDS consumer market map and data at beginning of the State
30 sec: less .50 per spot.

WMLT
1945
Media Code 4 211 4895 8.00
Dublin Broadcasting Co., Box 130, Dublin, Ga. 31021. Phones 912-272-4422, 4423. TWX 272-4422.
1. PERSONNEL
General Manager—Ed Hilliard.
2. REPRESENTATIVES
W. O. Jones, Inc.
3. FACILITIES
5,000 w. days non-directional, 500 w. nights directional; 1350 kc.
Operating schedule: 6 am-11 pm. EST.
4. AGENCY COMMISSION
None all rates net to station. No cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 11/1/74—Rec'd 2/27/75.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti
1 min	3.95	3.80
30 sec/less	2.90	2.70

WXLI
1958

WXLI-FM
1967

Media Code 4 211 4950 1.00
Laurens County Broadcasting Co., Box 967, Glenwood Ave., Dublin, Ga. 31021. Phone 273-4382, 4388.
1. PERSONNEL
Mgr. & Comm'l Mgr.—Mike Kirby.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 3,000 w.; 92.7 mc.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Georgia Network, Inc.

(This listing continued on next page)

Dublin—WXLI, WXLI-FM—Cont'd

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 11/1/73—Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min or less	6.00	5.50	5.00	4.50	4.00
		156x	208x	260x	312x
1 min or less		3.75	3.50	3.25	3.00

1000+, extra 2.50.

EASTMAN

Dodge County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WUFF

1961

Media Code 4 211 5005 3.00
Farnell O'Quinn, Box 626, 721 College, Eastman, Ga. 31023. Phones 912-374-3437, 3438. McRae 368-9905; Cochran 934-7625.

1. PERSONNEL
Sales & Gen'l Mgr.—Gene Rogers.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
2. FACILITIES
1,000 w.; 710 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None. All rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and NBC.

TIME RATES
Eff————Rec'd 6/27/75.
Prime—6:30-9 am, 10:30 am-1:30 pm & 3:30-5:30 pm.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	520x	780x
1 min	6.00	5.50	5.00	4.75	4.50	4.25	4.00	3.00

Edited by Gene Rogers.

EAST POINT

Fulton County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

See Atlanta
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

EATONTON

Putnam County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WXPQ

1965

Media Code 4 211 5060 3.00
Eatonton Broadcasting Co., Inc. Box 552, 202A Jefferson St., Eatonton, Ga. 31024. Phones 404-485-8055, 6782.

STATION'S PROGRAMMING DESCRIPTION
WXPQ: Contemporary.

1. PERSONNEL
Gen'l & Sales Mgr.—Happy Howard.
3. FACILITIES
1,000 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 6/26/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104+
30 sec	8.00	6.80	5.75	4.50	3.00

Edited by Happy Howard.

ELBERTON (1 AM; 1 FM)

Elbert County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WSGC

1946

Media Code 4 211 5115 6.00
Elberton Broadcasting Co., Box 638, Jones St., Elberton, Ga. 30635. Phone 404-283-1400.

1. PERSONNEL
Manager—Lewis Shurbutt.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-11:15 pm. EST.
Partial simulcast operation. Simulcast 6-9 am Mon thru Sat. For non-simulcast facilities see WSGC-
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Georgia Network, Inc.

TIME RATES
Eff 9/1/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

CALENDAR MO:	1 tl	50 tl	125 tl	200+
1 min	2.60	2.35	2.10	1.95
30 sec	2.15	1.95	1.75	1.60

15 sec: Ea 1.25.
AM/FM simulcast: AM rate plus 25%.

WSGC-FM

1973

Media Code 4 211 5116 8.00
Elberton Broadcasting Co., Inc., Box 638, Jones St., Elberton, Ga. 30635. Phone 404-283-1400.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-11 pm. For simulcast facilities see WSGC.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Georgia Network, Inc.

TIME RATES
Eff————Rec'd 9/14/73.

6. SPOT ANNOUNCEMENTS

CALENDAR MO:	1 min	30 sec	15 sec
1 x	3.50	2.80	2.15
100 x	3.25	2.60	1.95
200+	3.10	2.50	1.90

FM/AM simulcast: AM rate plus 25%.

FITZGERALD

Ben Hill County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WBHB

1946

Media Code 4 211 5170 5.00
Ben Hill Broadcasting Corp., Fitzgerald, Ga. 31750. Phone 912-423-2077.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul E. Reid.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Operating schedule: 5:30 a.m. to 11:15 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 2/19/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	4.00	3.95	3.85	3.70	3.50
30 sec	2.75	2.70	2.65	2.50	2.25
		260x	312x	624x	625+
1 min		3.25	3.00	2.75	2.50
30 sec		2.00	1.75	1.50	——

FORSYTH

Monroe County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WFNE (FM)

1973

Media Code 4 211 5197 6.00
Forsyth Broadcasting Co., Box 693, 76 E. Johnston St., Forsyth, Ga. 31029. Phone 912-994-9494.

1. PERSONNEL
Station Manager—John W. Fetner.
3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Georgia Network, Inc.

TIME RATES
Eff————Rec'd 6/30/75.
AA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	312x
CLASS AA					
1 min	4.71	4.41	4.12	3.82	3.53
30 sec	4.12	3.82	3.53	3.23	2.94
CLASS A					
1 min	3.76	3.53	3.29	3.06	2.82
30 sec	3.06	2.82	2.59	2.35	2.12

7. PACKAGE PLANS

PER MO:	1 min	30 sec
100 tl	283	212

Edited by John W. Fetner.

FORT VALLEY

Peach County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WFPM

1951

Media Code 4 211 5225 7.00
Rocket Radio, Inc., Box 934, Fort Valley, Ga. 31030. Phone 912-825-5547.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul Roehling.
3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 5/3/74.

6. SPOT ANNOUNCEMENTS

PER YR, ROS:	26x	52x	104x	260x	500x
1 min	2.70	2.60	3.30	2.50	2.30
30 sec	3.00	2.90	2.65	2.20	2.00
10 sec	2.30	2.20	2.00	1.70	1.50

Other than ROS, extra 20%.

GAINESVILLE (3 AM; 2 FM)

Hall County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WDUN

1949

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 211 5280 2.00
Northeast Georgia Broadcasting Co., Box 10, 1102 Thompson Bridge Rd., N. E., Gainesville, Ga. 30501. Phone 404-534-7331.

STATION'S PROGRAMMING DESCRIPTION
WDUN: Contemporary music format, 18-49.

1. PERSONNEL
President—John W. Jacobs, Jr.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Georgia Network, Inc.

TIME RATES
Eff 6/1/73—Rec'd 6/27/73.
AA—Mon thru Sat 6-9 am.
A—Mon thru Sat 9 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 tl	10 tl	20 tl	30 tl	60 tl	100 tl
CLASS AA						
PER WK:	1 tl	20 tl	40 tl	60 tl	100 tl	200 tl
PER MO:	1 tl	40 tl	80 tl	120 tl	200 tl	400 tl
PER YR:	1x	60x	200x	400x	700x	1000x
15 sec	5.00	4.50	4.00	3.50	3.00	2.50
30 sec	5.50	5.00	4.50	4.00	3.50	3.00
1 min	6.90	6.25	5.65	5.00	4.40	3.75
CLASS A						
15 sec	4.00	3.60	3.20	2.80	2.40	2.00
30 sec	4.40	4.00	3.60	3.20	2.80	2.40
1 min	5.50	5.00	4.50	4.00	3.50	3.00
CLASS B						
15 sec	3.00	2.70	2.40	2.10	1.80	1.50
30 sec	3.30	3.00	2.70	2.40	2.10	1.80
1 min	4.10	3.75	3.35	3.00	2.60	2.25

WDUN-FM

1949

NAB RAB NAFMB

Media Code 4 211 5281 6.00
Northeast Georgia Broadcasting Co., Box 10, 1102 Thompson Bridge Rd., N. E., Gainesville, Ga. 30501. Phone 404-534-7331.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDUN-FM: Popular music.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 540 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
AA—Mon thru Sat 6-9 am.
A—Mon thru Sat 9 am-8 pm.
B—All other times.

Rates are identical to WDUN. See that listing.

WFOX (FM)

1965

Media Code 4 211 5305 7.00
WFOX, Radio Athens, Inc., Box 1567, Gainesville, Ga. 30501. Phone 404-536-9948.
Studio: 255 S. Milledge Ave., Athens, Ga. 30601. Phone 404-536-9948.

STATION'S PROGRAMMING DESCRIPTION
WFOX (FM): Adult rock.

1. PERSONNEL
General Manager—A. J. (Butch) Guest.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 540 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 3/24/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	30 tl	75 tl	120 tl	180 tl
PER YR:	1x	300x	600x	900x	1200x
1 min	5.50	5.00	4.50	4.00	3.50
30 sec	4.50	4.00	3.50	3.00	2.50
15 sec	3.50	3.15	2.80	2.40	2.00

WGGA

1941

A Kirk Broadcasting Station
Subscriber to the NAB Radio Code
Media Code 4 211 5335 4.00
WGGA, Inc., Box 1218, 226 Main St., S. E., Gainesville, Ga. 30501. Phone 404-532-0211.

STATION'S PROGRAMMING DESCRIPTION
WGGA: Programed for general interest.

1. PERSONNEL
General Manager—A. O. Heslan.
2. REPRESENTATIVES
Meeker Radio, Inc.
Southeastern—Busby, Finch, Lathom & Widman.
3. FACILITIES
5,000 w. days, 500 w. nights; 550 kc. Directional—night only.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS and KBS.

TIME RATES
No. 10 Eff 5/1/74—Rec'd 5/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	6.25	6.00	5.75	5.50	5.25	5.00	4.75
		312x	624x	936x	1248x	1560x	1872+
1 min		4.50	4.25	4.00	3.75	3.50	3.25

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
50% to be used 1st 6 mo of contract.

7. PACKAGE PLANS

	10 tl	20 tl	30 tl	40 tl	50 tl	80 tl
1 WEEK						
EA:						
1 min	5.85	5.32	4.80	4.28	3.75	3.46
20/30 sec	4.70	4.27	3.84	3.41	2.98	2.74
10/less	.....	3.06	2.77	2.49	2.20	1.91
4 WEEKS						
1 min	5.33	4.85	4.37	3.90	3.42	3.15
20/30 sec	4.28	3.89	3.50	3.11	2.72	2.49
10/less	.....	2.79	2.52	2.26	2.00	1.73
8 WEEKS						
1 min	5.04	4.59	4.13	3.68	3.22	2.97
20/30 sec	4.05	3.68	3.30	2.93	2.56	2.35
10/less	.....	2.65	2.40	2.14	1.89	1.64

WNRJ

1957

Media Code 4 211 5390 8.00
WLBA, Inc., Box 1398, 303 W. Washington St., Gainesville, Ga. 30501. Phone 404-532-6331.

STATION'S PROGRAMMING DESCRIPTION
WNRJ: MUSIC: modern country and western music

1. PERSONNEL
General Manager—Ernest H. Reynolds, Jr.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
10,000 w. days; 1130 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff 1/1/73—Rec'd 11/3/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	15 tl	30 tl	40 tl	50 tl
PER YR:	1x	260x	500x	750x	1000x
1 min	5.00	4.70	4.10	3.50	2.90
30 sec	4.00	3.75	3.30	2.80	2.35
15 sec	2.50	2.35	2.25	2.10	1.75

Fixed position, extra 20%.
Edited by E. H. Reynolds, Jr.

GARDEN CITY

Chatham County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

See Savannah
(including Garden City)

GLENNVILLE

Tattnall County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WKIG

1961

Media Code 4 211 5445 1.00
Tattnall County Broadcasting Co., Inc., Box 99, 228 E. Bolton St., Glennville, Ga. 30427. Phones 912-654-3580, 3581.

STATION'S PROGRAMMING DESCRIPTION
WKIG: C & W 45%, current hits.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don P. Cobb.
3. FACILITIES
1,000 w.; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Ag-Report Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/15/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	300+
1 min	3.50	3.20	2.95	2.70	2.25	2.00	1.75

Minimum order—10 spots.

GORDON

Wilkinson County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WKOG

1969

NBC RADIO NETWORK

Subscriber to the NAB Radio Code
Media Code 4 211 5465 9.00
Piedmont Broadcasting Co., Box 256, 575 Menton St., Gordon, Ga. 31031. Phone 912-628-2000.

STATION'S PROGRAMMING DESCRIPTION
WKOG: C & W 80%, rock 10%, MOR 10%.

1. PERSONNEL
General Manager—Ralph V. Lavender.
3. FACILITIES
5,000 w.; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

(This listing continued on next page)

Gordon—WKOG—Continued

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
No. 11 Eff 7/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS
AAA—Mon thru Sat sign-on-10 am & 3-6 pm.
AA—Mon thru Sat 10 am-3 pm; Sun all day.

	(*) 1 min	(*) 30 sec	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
1 x	4.80	4.20	3.80	3.20	2.80	2.20
26 x	4.60	4.00	3.60	3.00	2.60	2.00
52 x	4.40	3.80	3.40	2.80	2.40	1.80
156 x	4.20	3.60	3.20	2.60	2.20	1.60
260 x	4.00	3.40	3.00	2.40	2.00	1.40
312 x	3.80	3.20	2.80	2.20	1.80	1.20

(*) Adjacencies.
10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	30	54	72	84	90
30 sec	20	36	48	56	60
10 sec	15	27	36	42	45

10. SPECIAL FEATURES
5 min newscasts—2x 1-min.
Edited by Ralph V. Lavender.

GRIFFIN (3 AM; 1 FM)

Spalding County—Map Location C-6
See SRDB consumer market map and data at beginning of the State.

WGRI
1960

A Norrell Broadcasting Group Station
Media Code 4 211 5500 3.00
WGRI Radio, Inc., Box 156, 110-1/2 North Hill St., Griffin, Ga. 30223. Phone 404-228-8490.

STATION'S PROGRAMMING DESCRIPTION
WGRI: MUSIC: top country.

1. PERSONNEL
General Manager—Johnny Mann.
2. REPRESENTATIVES
Gert Bunchez and Associates.
Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 8 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff———Rec'd 4/20/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti (1 min)	12 ti (1 min)	18 ti (1 min)	24+ (1 min)	12 ti (30 sec)	18 ti (30 sec)	24+ (30 sec)
Ea	4.50	4.00	3.50	3.00	2.50	2.25	2.00

15 sec: 20+ 1.25

10. SPECIAL FEATURES

WKLY NEWS PKG:	5 ti	10 ti
Incl open, close, 1-min spot	25	40

WHIE
1952

Media Code 4 211 5555 7.00
Telerad, Inc., Box 971, Newnan Hwy., Griffin, Ga. 30223. Phone 404-227-9451.

1. PERSONNEL
General Manager—Fred L. Watkins.
2. REPRESENTATIVES
Southeast—Bernard I. Ochs Co.
3. FACILITIES 5,000 w. days, 1320 kc.
Operating schedule: 5 am-local sunset daily. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 5/1/76—Rec'd 4/28/76.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	520x	780x
1 min	4.50	4.30	4.10	3.90	3.70	3.50	3.30	3.10
30 sec	3.60	3.45	3.30	3.10	2.95	2.80	2.65	2.50

WKEU
1934

Media Code 4 211 5610 6.00
Radio Station WKEU, Drawer Q, Griffin, Ga. 30223. Phone 404-227-5507.

STATION'S PROGRAMMING DESCRIPTION
WKEU: MUSIC: mixture based on best selling MOR

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Allen W. Marshall, III.
2. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
Partial simulcast operation. Simulcast 5:30-7 am, noon-12:45 pm, 6-7 pm & 10-10:30 pm. For non-simulcast facilities see WKEU-FM.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Georgia Network, Inc.

TIME RATES
Eff 6/1/75—Rec'd 6/6/75.

6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	312x	520x
1 min	3.75	3.55	3.45	3.20	3.10	3.05
30 sec	2.95	2.90	2.75	2.50	2.45	2.40

	1040x	1560x	2080x	3640x	7280x
1 min	2.95	2.85	2.70	----	----
30 sec	2.35	2.25	2.15	----	----
10 sec	----	1.35	1.30	1.15	1.00

7. PACKAGE PLANS

PER WK, EA:	Open	5 ti	10 ti	15 ti	20 ti
1 min	5.25	4.10	3.45	3.30	3.15
30 sec	4.20	3.25	2.80	2.65	2.50

	25 ti	30 ti	50 ti	75 ti	100 ti
1 min	----	3.05	2.85	2.70	2.50
30 sec	----	2.40	2.25	2.15	2.00
10 sec	2.00	----	1.80	1.70	1.65

Edited by Allen W. Marshall, III.

WKEU-FM
1966

Media Code 4 211 5611 6.00
Radio Station WKEU, Drawer Q, Griffin, Ga. 30223. Phone 404-227-5507.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WKEU-FM: Mixture of standards & late releases.

3. FACILITIES
ERP 3,000 w. (vert.), 3,000 w. (horiz.); 97.7 mc.
Stereo.
Operating schedule: 5:30 am-midnight. EST.
Partial simulcast operation. Operated separately 7 am-noon, 12:45-6 pm, 7-10 pm & 10:30 pm-midnight. For simulcast facilities see WKEU.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING
Member: Georgia Network, Inc.

TIME RATES
Rates are identical to WKEU. See that listing.

HARTWELL

Hart County—Map Location E-4
See SRDB consumer market map and data at beginning of the State.

WKLY
1947

Subscriber to the NAB Radio Code
Media Code 4 211 5665 4.00
WKLY Broadcasting Co., Box 666, Hartwell, Ga. 30643. Phone 404-376-2233.

1. PERSONNEL
President—Max G. Pfaender.
3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; All rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/73—Rec'd 5/27/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	78x
1 min	4.00	3.75	3.50	3.25	3.10	3.00
30 sec	3.25	2.75	2.60	2.50	2.40	2.30

	104x	156x	204x	256x	312x
1 min	2.90	2.80	2.70	2.60	2.50
30 sec	2.20	2.10	2.00	1.80	1.70

7. PACKAGE PLANS
YEARLY CONTRACTS
5 30-sec spots per day/7 days per wk, flat 50.00
2 30-sec spots daily, per spot 1.60.
1 30-spot daily, per spot 1.70.
6+ per wknd, 1 min 2.00 6+ per wknd, 30 sec 2.00
SHORT TERM

30 ti/7 days, ea	3.00	2.00

HAWKINSVILLE (1 AM; 1 FM)

Pulaski County—Map Location D-6
See SRDB consumer market map and data at beginning of the State.

WCEH
1952

Subscriber to the NAB Radio Code
Media Code 4 211 5720 7.00
Tri-County Broadcasting Co., Box 489, Hawkinsville, Ga. 31036. Phone 892-2201.
Other Studios: Cochran and Eastman, Ga.

1. PERSONNEL
General Manager—James D. Popwell.
2. REPRESENTATIVES
Atlanta—David Carpenter Company.
Detroit—Corlett Associates.
3. FACILITIES
500 w. days; 810 kc. Non-directional.
Operating schedule: 5 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WCEH-FM.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 7 Eff 1/1/71—Rec'd 2/25/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min ROS	1 min SPEC	30 sec ROS	30 sec SPEC
1 ti	5.00	5.75	----	----
5 ti	3.60	4.30	----	----
10+	2.85	3.80	----	----
13 CONSECUTIVE WEEKS				
1 ti	4.60	5.30	----	----
5 ti	2.85	3.60	----	----
*10+	2.60	3.15	2.15	2.60
52 CONSECUTIVE WEEKS				
1 ti	4.30	4.85	----	----
5 ti	3.00	3.65	----	----
*10+	2.40	2.90	2.00	2.40

(*) 3 or more per day for 30 sec spots with minimum of 7 days per week.

WCEH-FM
1968

Subscriber to the NAB Radio Code
Media Code 4 211 5721 5.00
Tri-County Broadcasting Co., Box 489, Hawkinsville, Ga. 31036. Phone 912-892-2201.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,000 w.; 103.9 mc.
Operating schedule: 5 am-midnight. EST.
Partial simulcast operation. Operated separately 5-6 am & 9 am-midnight. For simulcast facilities see WCEH.

TIME RATES
Rates are identical to WCEH. See that listing.

HAZLEHURST

Jeff Davis County—Map Location E-9
See SRDB consumer market map and data at beginning of the State.

WVOH
1962

Media Code 4 211 5775 1.00
Jeff Davis Broadcasters, Inc., Box 157, Hazlehurst, Ga. 31539. Phone 275-4511.

1. PERSONNEL
Gen'l & Sales Mgr.—Wimley Waters.
3. FACILITIES
500 w.; 320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 2/1/68—Rec'd 2/26/68.

6. SPOT ANNOUNCEMENTS
1 min, flat 3

HINESVILLE

Liberty County—Map Location G-8
See SRDB consumer market map and data at beginning of the State.

WGML
1958

Media Code 4 211 5830 4.00
Liberty Broadcasting Co., Inc., Box 15, Hinesville, Ga. 31312. Tr 8-2599.

STATION'S PROGRAMMING DESCRIPTION
WGML: Programs MOR music.

1. PERSONNEL
President—E. D. Steele, Jr.
3. FACILITIES
250 w. days; 930 kc. Non-directional.
Operating schedule: Sunrise—local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ———Rec'd 10/29/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	104x	260x
1 min	4.00	3.75	3.50	3.00	2.00
30 sec ea, flat					1.65

JACKSON (1 AM; 1 FM)

Butts County—Map Location C-6
See SRDB consumer market map and data at beginning of the State.

WJGA
1967

Media Code 4 211 5850 2.00
Better Radio, Inc., Box 3878, Jackson, Ga. 30233. Phone 404-775-3151.

1. PERSONNEL
Pres. & Gen'l Mgr.—B. L. (Slim) Williamson.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w.; 1540 kc. Non-directional.
Operating schedule: sign-on-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WJGA-FM.
4. AGENCY COMMISSION
None: agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contracts.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ———Rec'd 11/13/72.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	60 ti	120+
1 min	3.00	2.50	2.00
30 sec	2.00	1.75	1.50
15 sec	1.75	1.50	1.00

WJGA-FM
1968

Media Code 4 211 5851 6.00
Central G. A. Broadcasting Corp., Box 3873, Jackson, Ga. 30233. Phone 404-775-3151.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-10 pm. EST.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WJGA.
4. AGENCY COMMISSION
None: agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
50% of AM rates.

JASPER

Pickens County—Map Location C-4.
See SRDB consumer market map and data at beginning of the State.

WYYZ
1973

Media Code 4 211 5860 1.00
Pickens County Broadcasting Co., Box 230, Hood Rd., Jasper, Ga. 30143. Phone 404-692-6446.

1. PERSONNEL
General Manager—Robert P. Schwab.
3. FACILITIES
250 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 1/1/72—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti	2.75	2.10
10 ti in 1 wk	2.00	1.95
20 ti in 1 wk	2.40	1.80
30 ti in 1 wk	2.25	1.65
100 ti in 1 mo	2.00	1.40
1000 x in yr	1.75	1.20

Maximum contract—52 wks.

JESUP (1 AM; 1 FM)

Wayne County—Map Location F-9
See SRDB consumer market map and data at beginning of the State.

WIFO (FM)
1968

Media Code 4 211 5870 6.00
Jesup Broadcasting Inc., Box 647, Jesup, Ga. 31545. Phone 912-427-3711.
See affiliated AM station for additional information.
AM facilities: WLOP.

STATION'S PROGRAMMING DESCRIPTION
WIFO (FM): MOR, R & B, top 40.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 105.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
Eff 3/31/75—Rec'd 12/27/74.

6. SPOT ANNOUNCEMENTS
1 min 2.00 30 sec 1.50
7. PACKAGE PLANS

PER DAY:	3 ti	2 ti
1 min, per mo	125	100

WLOP
1949

Media Code 4 211 5885 8.00
Jesup Broadcasting Inc., Box 647, Jesup, Ga. 31545. Phone 912-427-3711.

STATION'S PROGRAMMING DESCRIPTION
WLOP: MUSIC: basic country and western.

1. PERSONNEL
General Manager—Charles W. Hubbard.
3. FACILITIES
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WIFO (FM).
Affiliated with American Entertainment Network.
Member: Tobacco Radio Network, Georgia Network, Inc.

TIME RATES
Eff 1/1/74—Rec'd 10/11/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	600x
1 min	4.15	4.00	3.85	3.55	3.30	3.15	3.00	2.75
30 sec	3.25	3.10	2.95	2.80	2.65	2.50	2.35	2.25

LA FAYETTE

Walker County—Map Location A-2
See SRDB consumer market map and data at beginning of the State.

WLFA
1954

Media Code 4 211 5940 1.00
Radio Dixie, Inc., Box 746, LaFayette, Ga. 30728. Phone 404-638-2276.

STATION'S PROGRAMMING DESCRIPTION
WLFA: Programmed for mass appeal.

1. PERSONNEL
Gen'l & Com'l Mgr.—C. W. Gwyn.
3. FACILITIES
5,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 8/1/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

	BTA/ROS 1000x	500x	300x	100x
PER YR:	100 ti	70 ti	40 ti	20 ti
PER MO:	50 ti	35 ti	20 ti	10 ti	1 ti
1 min	3.00	2.25	3.50	4.00	4.50
30 sec	2.00	2.25	2.50	3.00	3.50
15 sec	1.50	1.75	2.00	2.50	3.00

Guaranteed times: Use next highest to earned rate.

LA GRANGE (2 AM; 1 FM)

Troup County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WLAG
1941

Subscriber to the NAB Radio Code
Media Code 4 211 5995 5.00
La Grange Broadcasting Co., Box 1429, WLAG Bldg., 204 Broome St., La Grange, Ga. 30240. Phone 404-882-3505.

1. PERSONNEL
General Manager—Edwin Mullinax.
2. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:00 am-midnight. EST.
4. AGENCY COMMISSION
15%.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Georgia Network, Inc.

TIME RATES
Eff 5/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	624x
(*)	5.00	4.90	4.80	4.70	4.60	4.50	4.40	4.00

(*) 1-min or less.

WLAG-FM
1947

Subscriber to the NAB Radio Code
Media Code 4 211 5996 3.00
La Grange Broadcasting Co., Inc., Box 1429, 204 Broome St., La Grange, Ga. 30240. Phone 404-884-8222.
See affiliated AM station for additional information.

2. FACILITIES
ERP 29,500 w. (horiz.), 29,500 w. (vert.); 104.1 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 222 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Georgia Network, Inc.

TIME RATES
Rates are identical to WLAG.

WTRP
1958

Subscriber to the NAB Radio Code
Media Code 4 211 6050 6.00
Chattahoochee Broadcasting Co., Ltd., New Franklin Rd., LaGrange, Ga 30240 Phone 404-884-9877.

STATION'S PROGRAMMING DESCRIPTION
WTRP: 6-7 am country, 7-9 am current hits.

1. PERSONNEL
Gen'l Mgr. & Partner—Julian P. Hurst.
2. REPRESENTATIVES
Southeast—Dora-Clayton Agency, Inc.
3. FACILITIES
1,050 w. days; 620 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 11/1/74—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	4.70	3.75	156 x	4.00	3.15
13 x	4.60	3.65	312 x	3.80	3.05
26 x	4.40	3.50	624 x	3.65	2.95
52 x	4.30	3.40	1040 x	3.50	2.80
104 x	4.10	3.30			

LAWRENCEVILLE

Gwinnett County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WLAW
1959

Subscriber to the NAB Radio Code
Media Code 4 211 6105 6.00
Radio Gwinnett, Inc., 829 Crogan St., N. E., Lawrenceville, Ga. 30245. Phone 963-2222.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert J. McClarity.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Georgia Network, Inc.

TIME RATES
Rates effective January 6, 1959.
Rates received January 23, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	45.00	27.00	15.00	10.00	8.00	3.50
13 times	42.00	25.50	14.00	13.00	7.50	3.25
26 times	41.00	24.00	13.00	11.00	7.00	3.00
52 times	38.00	22.00	12.00	10.00	6.50	2.75
104 times	35.00	19.50	11.00	9.00	6.00	2.50
156 times	30.00	17.00	10.00	8.00	5.50	2.25
260 times	25.00	14.50	9.00	7.00	5.00	2.00
312 times	20.00	12.00	8.00	9.00	4.50	1.75

LOUISVILLE (1 AM; 1 FM)

Jefferson County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WPEH 1960 / WPEH-FM 1971

Subscriber to the NAB Radio Code
Media Code 4 211 6160 5.00
Peach Broadcasting Co., Inc., Box 425, Louisville, Ga. 30434. 404-625-7248.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ottis G. Stephens.
2. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 92.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15% on time; no cash discount
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 4/8/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	624x
1 min	4.00	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	3.00	2.80	2.60	2.40	2.20	2.00	1.80	1.60
(*)	2.00	1.80	1.65	1.50	1.35	1.25	1.15	1.00

(*) Time Signals.

LYONS

Toombs County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WBBT
1959

Media Code 4 211 6215 7.00
Toombs Co. Broadcasting Co., 389 N. Victory Drive, Lyons, Ga. 30436. Phone 912-526-8122.
Studio: North Victory Drive, 1 mile NW of U. S. Highway No. 1 and 280, Lyons, Ga

STATION'S PROGRAMMING DESCRIPTION
WBBT: MUSIC: modern country.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joe Duggan.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:30 am-11:05 p.m. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/73—Rec'd 3/16/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	250x	400x	600x	750+
1 min	4.50	3.75	3.25	2.75	2.50	2.25
30 sec	3.75	3.25	2.75	2.25	2.00	1.75

7. PACKAGE PLANS
10 sec: 1.00 ea. or 30 for 25.00.

MACON (6 AM; 3 FM)

Bibb County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	20	17	18	17
B	14	12	14	12
C	12	12	12	9
D	10	10	10	7
AVERAGE	14	13	14	11

WBML
1940

Media Code 4 211 6270 2.00
Prairieland Broadcasters, Drawer 6298, 847 Riverside Dr., Macon, Ga. 31208. Phone 912-743-5454.

STATION'S PROGRAMMING DESCRIPTION
WBML: Target audience 18-49.
Weekday drive: contemporary music with personalities, audience participation contests & other features. 11-3 pm weekdays: personality, female talk format, female target 18-49. Weeknights: progressive rock, target 15-30. Weekend: hits from 1955-present, audience participation contests, target 18-49. NEWS: national & state networks, local news department, mobile unit. COMMERCIAL POLICY: 14 minutes per hour/drive, 12 minutes per hour/midday, 10 minutes per hour/nights & weekends. Rec'd 3/3/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Whitaker.
Sales Manager—Chuck Frost.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/2 time only; payable 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5, 6a, 7h, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28a, 29a, 32a, 33a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
Member: Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/1/74—Rec'd 3/3/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	9.00	6.50	8.00	5.50	6.00	4.50
12 ti	8.50	6.00	7.50	5.00	5.50	4.00
18 ti	8.00	5.50	7.00	4.50	5.00	3.50
24 ti	7.50	5.00	6.50	4.00	4.50	3.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT

PER WK, EA:	12 ti	18 ti	24 ti
1 min	7.00	6.50	6.00
30 sec	5.00	4.50	4.00

Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEBOLDER
Minimum wkly sched of 6 1-min spots 6 am-mid Mon thru Sun necessary to maintain consec wk advertising.

WCRY 1957 / WCRY-FM 1973

Media Code 4 211 6325 4.00
Middle Georgia Broadcasting Co., Inc., Box 900, 544 Mulberry St., Macon, Ga. 31202. Phone 912-746-6286.

STATION'S PROGRAMMING DESCRIPTION
WCRY: Programmed for adult audience.
MUSIC: features standards along with current hit songs which are constantly updated. NEWS: network at :00 & :30. Stock market reports, some live sports programs. Emphasis on community involvement with special programs designed to inform public on all phases of community activity. Remote broadcasts from time to time. Contact Representative for further details. Rec'd 4/7/71.

1. PERSONNEL
President—Ben G. Porter, Jr.
General Manager—Fred L. Newton.
Chief Engineer—Tal Sutton.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
250 w.; 900 kc. Non directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.
Simulcast 10 am-6 pm.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/1/73—Rec'd 2/1/74.
AAA—Mon thru Fri 6-10 am & 4-6 pm.
AA—Mon thru Fri 10 am-4 pm; Sat & Sun 6 am-6 pm.
A—Mon thru Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	14.00	13.00	13.50	12.50	11.00	11.00
52 x	13.00	12.00	12.50	11.50	10.00	10.00
104 x	12.00	11.00	11.50	10.50	9.00	9.00
260 x	10.00	9.00	9.50	8.50	7.00	7.00
520 x	8.00	7.00	7.50	6.50	5.00	5.00
PER WK, BTA:				20 ti	30 ti	50 ti
1 min				7.25	7.00	6.00
30 sec				6.25	6.00	5.00

WDEN
1967

Alan Torbet Associates, Inc.

Media Code 4 211 6350 2.00
Elliott Broadcasting Co., Box 46, 173 First St., Macon, Ga. 31202. Phone 912-745-3383.

STATION'S PROGRAMMING DESCRIPTION
WDEN: Modern country music format featuring personalities.
All programs emceed by 5 air personalities, available for remote broadcasts. Continuous audience participation contests and station promotions. NEWS: local and regional news on half hour. Mobile units used in local news. SPORTS: at 8:15 am and 4:45 pm. 10% of air time devoted to public affairs, public service and editorials. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 11/4/71.

1. PERSONNEL
General Manager—Wayne B. Sawyer.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES 1,000 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WDEN-FM.
4. AGENCY COMMISSION
15% time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.

TIME RATES
No. 8 Eff 1/1/75—Rec'd 2/3/75.
AAA—Mon thru Sat 6:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA PER WK:	1 ti	5 ti	10ti	15 ti	20 ti
PER YR:	52x	260x	520x	780x	1040x
1 min	9.00	8.70	8.40	8.10	7.80
30 sec	7.20	6.90	6.60	6.30	6.00
CLASS AA					
1 min	7.20	6.90	6.60	6.30	6.00
30 sec	5.70	5.40	5.10	4.80	4.50

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min newscasts—1-1/2x 1-min rate.

WDEN-FM
1968

Media Code 4 211 6351 0.00
Elliott Broadcasting Co., Box 46, 173 First St., Macon, Ga. 31202. Phone 912-745-3383.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDEN-FM: For programming from sunset-sign-off see WDEN programming description.

3. FACILITIES
ERP 50,000 w.; 105.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WDEN.

TIME RATES
No. 8 Eff 1/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS
MONDAY THRU SUNDAY 7 PM-6 AM

PER WK:	1 ti	5 ti	10ti	15 ti	20 ti
PER YR:	52x	260x	520x	780x	1040x
1 min	5.40	5.10	4.80	4.50	4.20
30 sec	4.50	4.20	3.90	3.60	3.30

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min newscasts—1-1/2x 1-min rate.

WIBB
1948

Independent Negro

Media Code 4 211 6380 9.00
WIBB Radio, Inc., 830 Mulberry St., Macon, Ga. 31201. Phone 912-742-2505.

STATION'S PROGRAMMING DESCRIPTION
WIBB: Programmed for middle Georgia Negro. MUSIC: rhythm and blues, gospel, popular and jazz. Summary of local Negro activities during community news 3 times daily. AP & UPI national and world news. Local air personalities all segments. Live, tape and et commercials interchangeable. SPORTS: once daily M-Sat, plus occasional live sports coverage. Live educational programs of local area schools. Personality endorsements not permitted. Contact Representative for further details. Rec'd 4/8/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Al Brooks.
Station Manager—J. R. Hunnicutt.
2. REPRESENTATIVES
Bob Dore Associates.
South, Southwest—Dora-Clayton Agency.
3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Mutual Black Network.

TIME RATES
Eff 4/1/73—Rec'd 1/26/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	104x	156x	260x	312x	520x
1 min	14.00	12.00	11.50	11.00	10.00	9.50	9.00	8.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Different length spots not combinable to earn lower rate.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	97.50	91.00	84.50	78.00	71.50	62.40	53.30
1/2 hr	58.50	54.60	50.70	46.80	42.90	36.40	30.50
1/4 hr	39.00	36.40	33.80	31.20	28.60	23.40	18.20
5 min	23.40	22.10	20.80	19.50	18.20	15.60	13.00

(Macon continued on next page)

Macon—Continued

WMAZ
1922

KATZ RADIO

A Multimedia Station
Subscriber to the NAB Radio Code
Media Code 4 211 6435 1.00
Multimedia Broadcasting Co., Box 5008, Macon, Ga. 31208. Phone 912-746-7311.
STATION'S PROGRAMMING DESCRIPTION
WMAZ: Programmed for general interest.
AIR PERSONALITIES handle music, telephone audience, participation games 5:30-11:45 am, 2:30-6 pm, 7:30 pm-1 am. MUSIC: current hits 50% intermixed with middle-of-the-road and standard 50%. FARM: 5 min report 5:45 am. Crop reports, telephone markets, farm weather, interviews 12:15-12:30 pm. NEWS: 5 min local 6 am, 7 am, 8:10 am, noon, 1 pm, 5:30 pm, 11 pm. 10 min network on hour 8 am-7 pm. Traffic and emergency on interrupt basis. 7 man news crew, 7 mobiles. SPORTS: major league baseball, pro, college and high school football. Sports news 6:20-6:30 pm & 7:15-7:30 pm. Community involvement includes salute and awards to institutions, civic leaders and students. Contact Representative for further details. Rec'd 1/4/71.
1. PERSONNEL
General Manager—Albert H. Sanders, Jr.
Sales Manager—Otis Hughes, Jr.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
50,000 w. days, 10,000 w. nights; 940 kc.
Directional—night only.
Operating schedule: 5:30-1 am. EST.
4. AGENCY COMMISSION
15/0 time only: rendered on 1st.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 12b, 13b, 14b, 15e.
Basic Rates: 20a, 20b, 21a, 21d, 24c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.
TIME RATES
AM/FM COMBINATION
No. 1 Eff 9/1/74—Rec'd 9/9/74.
AA—Mon thru Fri 6-10 am & noon-12:30 pm.
A—Mon thru Fri 3-7 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
AA	32	30	28	26	24
A	30	28	26	24	22
B	28	26	24	22	20

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: 70% of 1-min.

WMAZ-FM
1947

KATZ RADIO

A Multimedia Station
Subscriber to the NAB Radio Code
Media Code 4 211 6436 9.00
Multimedia Broadcasting Co., Box 5008, Macon, Ga. 31206. Phone 912-746-7211.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WMAZ-FM: Programmed for young adults.
MUSIC: solid gold rock & roll. NEWS: network 17 times daily at :15. COMMERCIAL POLICY: 4 130-second clusters per hour. Contact Representative for further details. Rec'd 1/7/72.
3. FACILITIES
ERP 100,000 w.; 99.1 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 662 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with WMAZ. See that listing for rates.
TIME RATES
No. 1 Eff 9/1/74—Rec'd 9/9/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
AA	16	15	14	13	12
A	14	13	12	11	10

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
ROS: Flat 12.00.
Edited by Otis Hughes, Jr.

WNEX
1945

Media Code 4 211 6490 6.00
Macon Broadcasting Co., 2254 Rogers Place, Macon, Ga. 31204. Phone 912-745-2361.
STATION'S PROGRAMMING DESCRIPTION
WNEX: Programmed for young audience.
MUSIC: top 40, rhythm and blues, pop, rock and roll. NEWS: 3 local newscasts per day, with on-the-scene mobile coverage. World news from UPI and network. Weather on hour and half hour. AIR PERSONALITIES featured sign-on-sign-off. SPORTS: college football live coverage, auto racing Masters' Golf Tournament. 2 sports programs daily. Contact Representative for further details. Rec'd 11/4/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Alfred Lowe, Jr.
Vice-Pres. & Chief Engr.—Max F. Harper.
2. REPRESENTATIVES
PBO/Meeker Radio.
Media Sales/South.
2. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 22a, 23a, 28a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61b.
Cancellation: 71a, 73a.
Affiliated with American Contemporary Network.
TIME RATES
Eff 4/1/67—Rec'd 2/16/67.
AA—Mon thru Fri 6-9 am & 4-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	1 MINUTE				
AA:	1 tl	6 tl	13 tl	18 tl	24 tl
1 wk	10.00	8.25	8.00	7.75	7.50
13 wks	9.50	7.75	7.50	7.25	7.00
26 wks	9.00	7.25	7.00	6.75	6.50
52 wks	8.50	6.75	6.50	6.25	6.00
A:					
1 wk	9.00	7.25	7.00	6.75	6.50
13 wks	8.50	6.75	6.50	6.25	6.00
26 wks	8.00	6.25	6.00	5.75	5.50
52 wks	7.50	5.75	5.50	5.25	5.00

20/30 sec: 50% of 1-min. 10 sec: 50% of 1-min.
Weeks do not have to be consecutive to earn discount.
All lengths of spots are combinable.
10. SPECIAL FEATURES
News Capsules: Same rate applies as 1-minute spot announcement.
Edited by Alfred Lowe, Jr.

MADISON
Morgan County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WYTH
1955
Media Code 4 211 6545 7.00
Central Georgia Broadcasting Co., Box 635, Beacon Heights, Madison, Ga. 30650. Phone 342-1752, 1250.
1. PERSONNEL
General Manager—Annie Lee Small.
3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
Eff 1/1/74—Rec'd 4/8/74.
6. SPOT ANNOUNCEMENTS

	1x	100x	200x	400x	600x
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.75	2.50	2.25	2.00	1.75

10. SPECIAL FEATURES
Local news—1x rate.

MANCHESTER (1 AM; 1 FM)
Meriwether County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WFDR
1957

RAB

Media Code 4 211 6600 0.00
WFDR, Inc., Box 510, 32 S. W. Main St., Manchester, Ga. 31816. Phone 404-846-3115. TWX 7551-35.
1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Whitehorn.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 6/25/74.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	4.50	4.00	3.80	3.50	3.25	3.00	2.75

7. PACKAGE PLANS

	1000x	1500x
1 min	2.25	2.00

WFDR-FM
1967

RAB

Media Code 4 211 6601 8.00
WFDR, Inc., Box 510, 32 S. W. Main St., Manchester, Ga. 31816. Phone 404-846-3115. TWX 7551-35.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WFDR-FM: Programmed for blacks, R & B.
3. FACILITIES
ERP 61,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 488 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.
Affiliated with National Black Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 4/25/74.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	5.00	4.75	4.25	4.00	3.50	3.25

7. PACKAGE PLANS

	312x	1000x	1500x
1 min	3.00	2.50	2.25

MARIETTA
Cobb County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Atlanta
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

McRAE
Telfair County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WDAX
1957
Media Code 4 211 6765 1.00
Entertainment Communications, Inc., Box 1410, Lumber City Hwy., McRae, Ga. 31055. Phone 912-868-5611.
1. PERSONNEL
Pres. & Gen'l Mgr.—Terry Todd.
3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 2 Eff 12/1/71—Rec'd 11/11/71.
6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl
1 min	2.25	2.00	1.75	1.50
30 sec	1.70	1.50	1.30	1.10

20 sec or less: 60% of 1-min.

METTER
Candler County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WMAC
1961
Media Code 4 211 6820 4.00
Richard J. Buttimer, CTA dba Radio Metter, Box 238, S. Broad St., Metter, Ga. 30439. Phone 685-2136.
1. PERSONNEL
General Manager—Jimmy Page.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3.000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Ag-Report Network, Georgia Network, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 12/31/73.
6. SPOT ANNOUNCEMENTS

	1 tl	11 tl	30 tl	75 tl
1 min	3.50	3.00	2.00	1.75
30 sec	3.00	2.25	1.50	(*)

10 sec, 50+, extra 1.00.
(*) Minimum rate.

WHCG (FM)
1971

MILLEDGEVILLE (1 AM; 1 FM)
Baldwin County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WMVG
1946

Subscriber to the NAB Radio Code
Media Code 4 211 6875 6.00
Michael T. Landy, Box 519, 1250 W. Charlton St., Milledgeville, Ga. 31061. Phones 912-452-0586, 0587.
1. PERSONNEL
Station Manager—Joe Boone.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:45 am-11:15 pm. EST.
4. AGENCY COMMISSION
15/0 time only; rendered on 1st.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff———— Rec'd 8/28/74.
6. SPOT ANNOUNCEMENTS

	1x	100x	1000+
1 min	2.00	1.75	1.50
30 sec	1.35	1.25	1.00
15 sec	1.00	.85	.65

AM/FM may combine to earn frequency rates.

WMVG-FM
1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 6876 6.00
Michael T. Landy, Box 519, Milledgeville, Ga. 31061. Phones 912-452-0586, 0587.
Studio: 1250 W. Charlton St., Milledgeville, Ga.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 102.3 mc. Stereo.
Operating schedule: 6:15 am-11:10 pm. EST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
TIME RATES
Rates are identical to WMVG. See that listing.

MILLEN
Jenkins County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WGSR
1958
Media Code 4 211 6930 1.00
Jenkins Broadcasting System, Inc., Box 969, Millen, Ga. 30422. Phone 912-982-4143.
STATION'S PROGRAMMING DESCRIPTION
WGSR: Programmed for adults. Farm audience.
1. PERSONNEL
Pres. & Gen'l Mgr.—Jack LoPresti.
3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 5/7/73.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260+
1 min	3.00	2.75	2.50	2.25	2.05

MONROE (2 AM)
Walton County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WKUN
1971
Media Code 4 211 6965 7.00
Community Broadcasting Co., 702 E. Spring St., Monroe, Ga. 30655. Phone 404-267-6558.
1. PERSONNEL
General Manager—Deral Morris.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: 6 am-7:45 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Georgia Network, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/72—Rec'd 6/26/72.
6. SPOT ANNOUNCEMENTS
1 min, flat 3.00 30 sec, flat 2.25
Specified times, subject to station clearance.
7. PACKAGED PLANS
1 min, BTA, flat 2.50 30 sec, BTA, flat 1.75

WMRE
1954
Media Code 4 211 6985 3.00
Walton Broadcasting Co., Box 846, 1133 W. Spring St., Monroe, Ga. 30655. Phone 404-267-2545.
STATION'S PROGRAMMING DESCRIPTION
WMRE: Programmed to rural & working audience.
1. PERSONNEL
Station Manager—Verlyn Deaton.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/1/69—Rec'd 6/6/69.
6. SPOT ANNOUNCEMENTS
SPECIFIED TIME

	1x	250x	500x	750x	1000x	1500x
1 min	5.00	4.00	3.75	3.65	3.45	3.25
30 sec	4.00	3.20	3.00	2.90	2.75	2.60

10 sec: 50% of 1-min.
7. PACKAGE PLANS
ROS

PER WK, EA:	10 tl	20 tl	30 tl	40 tl
1 min	4.00	3.75	3.65	3.45
30 sec	3.20	3.00	2.90	2.75

10 sec: 50% of 1-min.

MONTEZUMA
Macon County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WMNZ
1961

NAB

Media Code 4 211 7040 8.00
Macon County Broadcasting Co., Box 511, Montezuma, Ga. 31063. Phone 912-472-8386.
1. PERSONNEL
Station Manager—Philip R. Jones.
3. FACILITIES
250 w. days; 1680 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Georgia Network, Inc., Ag-Report Network.

(This listing continued on next page)

Montezuma—W M N Z—Continued

TIME RATES

Rates effective November 1, 1962. (Card No. 2.)
Rates received October 26, 1962.

6. SPOT ANNOUNCEMENTS

	1 tl	13 tl	26 tl	39 tl	52 tl	104 tl
1 min	2.50	2.25	2.00	1.75	1.50	1.25
30 sec	1.50	1.40	1.30	1.20	1.10	1.00

7. PACKAGE PLANS

	—PLAN A— 1 min		—PLAN B— 30 sec	
PER WK:	Ea	Tot	Ea	Tot
5 tl	1.75	8.75	1.39	6.50
10 tl	1.25	12.50	1.00	10.00
24 tl	1.12	26.88	.90	21.60

Above packages may not be combined with regular spot purchases for frequency discounts. Package PLAN A and PLAN B do not qualify for discounts offered under Discounts.

MORROW

Clayton County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

See Atlanta
(including Decatur, East Point, Marietta, Marrow, North Atlanta, Smyrna)

MOULTRIE (2 AM; 1 FM)

Colquitt County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

W M G A

1939

American Information Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 7095 2.00
John F. Pidcock and Roy F. Zess, Box 1380, Moultrie, Ga. 31768. Phone 912-985-1130.

1. PERSONNEL
General Manager—Roy F. Zess.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
10,000 w. days, 250 w. nights; 1130 kc. Non-directional days, directional nights.
Operating schedule: 5:30 am-11:05 pm. EST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 4/1/74—Rec'd 4/30/74.
AAA—6-9:30 am, 11:30 am-1:30 pm & 4-6:30 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	156x	312x	500x	1000x
1 MINUTE—FIXED							
AAA	8.00	7.00	6.00	5.00	4.50	4.00	3.50
AA	7.00	6.00	5.00	4.00	3.50	3.00	2.50
30 SECONDS—FIXED							
AAA	6.00	5.25	4.50	4.00	3.50	3.00	2.50
AA	5.25	4.50	4.00	3.50	3.00	2.50	2.00

20 sec: 60% of 1-min. 10 sec: 45% of 1-min.

W M T M

1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 7150 5.00
Colquitt Broadcasting Co., Box 788, 2 miles S. E., Hwy. 33, Moultrie, Ga. 31768. Phone 985-1900.

1. PERSONNEL
Owner, Pres. & Gen'l Mgr.—Douglas J. Turner.

2. REPRESENTATIVES
Gene Bolles Company.
Atlanta—Busby, Finch, Lathom & Widman.

3. FACILITIES
5,000 w. days; 1360 kc.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-noon.
For non-simulcast facilities see WMTM-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.
Member: Ag-Report Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 7/1/75—Rec'd 7/14/75.

6. SPOT ANNOUNCEMENTS

	1x	200x	300x	400x	500x
1 min	2.50	2.45	2.40	2.35	2.30
30 sec	2.20	2.15	2.10	2.05	2.00
	600x	700x	800x	900x	1000x
1 min	2.25	2.20	2.15	2.10	2.05
30 sec	1.95	1.90	1.85	1.80	1.75

*S.P.A.T.: Per spot extra .60.

7. PACKAGE PLANS

PER WK:	12 tl	18 tl	24 tl	36 tl	50 tl
1 min	28.80	41.40	52.80	75.60	100.00
30 sec	24.00	34.20	44.40	64.80	87.50

*S.P.A.T.: Per spot extra .60.
(*) Specialized Prime Agricultural Time—7:15-8:15 am & 11:30 am-2 pm.
Submitted by Douglas J. Turner.

W M T M-FM

1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 7151 3.00
Colquitt Broadcasting Co., Box 788, Moultrie, Ga. 31768. Phone 985-1300.
See affiliated AM station for additional information.

8. FACILITIES
Eff' 100,000 w.; 93.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 210 ft. above average terrain.
Partial simulcast operation. Operated separately noon-midnight. For simulcast facilities see WMTM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Ag-Report Network.

TIME RATES
Rates are identical to WMTM. See that listing.

NASHVILLE

Berrien County—Map Location D-9
See SRDS consumer market map and data at beginning of the State

W N G A

1960

NAB

Media Code 4 211 7205 7.00
Hanson R. Carter, Box 645, State Hwy. 168, Nashville, Ga. 31639 Phone 912-686-2001.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hanson R. Carter.

3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/71—Rec'd 9/2/71.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	312x	500x	1000x
1 min	4.00	3.75	3.50	3.25	3.00	2.50
15 sec or less	3.00	2.75	2.50	2.25	2.00	1.75

NEWNAN (2 AM; 1 FM)

Coweta County—Map Location R-6
See SRDS consumer market map and data at beginning of the State.

W C O H — W C O H-FM

1947 — 1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 7260 2.00
Newnan Broadcasting Co., Box 1100, Newnan, Ga. 30263.

1. PERSONNEL
Gen'l & Com'l Mgr.—James O. Hardin, Jr.

2. REPRESENTATIVES
Southeast—Bernard I. Ochs Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-11:15 pm weekdays; 7:00 am-11:15 pm Sun. EST.
FM FACILITIES
Eff' 330 w.; 96.7 mc.
Operating schedule: 6:00 am-11:15 pm weekdays; 7:00 am-11:15 pm Sun. EST.
Antenna ht.—193 ft. above average terrain.

4. AGENCY COMMISSION
15%; no cash discount

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Georgia Network, Inc.

TIME RATES
Eff 10/1/69—Rec'd 9/22/69.
AA—Mon thru Sat 6:30-9 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	500x	624x
AA	6.00	5.70	5.40	5.10	4.80	4.50	4.30	4.15	3.75
A	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00

W N E A

1961

Media Code 4 211 7315 4.00
Radio Newnan, Box 1213, 4 Jefferson St., Newnan, Ga. 30263. Phone 404-253-4711.

1. PERSONNEL
General Manager—Johnny Brown.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
500 w. days; 1300 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBR.

TIME RATES
No. 5A Eff 2/1/74—Rec'd 2/28/74.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

	1x	26x	104x	260x	520x	750x	1000x
1 MINUTE							
AA	5.00	4.50	4.00	3.75	3.25	3.00	2.50
A	4.75	4.25	3.75	3.25	3.00	2.50	2.25
30 SECONDS							
AA	4.50	4.00	3.50	3.25	3.00	----	----
A	4.00	3.50	3.25	3.00	2.50	----	----

NORTH ATLANTA

De Kalb County—Map Location C-5
See SRDS consumer market map and data at beginning of the State

See Atlanta
(including Decatur, East Point, Marrow, North Atlanta, Smyrna)

OCILLA

Irwin County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

W S I Z

1961

Oliva Broadcasting Corporation
Media Code 4 211 7370 9.00
Oliva Broadcasting Co., Box 186, Ocilla, Ga. 31774. Phone 912-468-7427.

1. PERSONNEL
General Manager—Ron O'Quinn.

2. REPRESENTATIVES
Charles Bernard Co., Inc.

3. FACILITIES
5,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 tl	3.76	3.19	260 tl	2.19	1.86
26 tl	3.59	2.96	312 tl	2.07	1.68
52 tl	3.36	2.78	365 tl	1.96	1.57
104 tl	2.91	2.44	624 tl	1.85	1.45
156 tl	2.63	2.20			

PERRY (1 AM; 1 FM)

Houston County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

W P G A

1956

NAB

Media Code 4 211 7425 1.00
Drawer 980, Perry, Ga. 31069. Phone 912-987-2980.

1. PERSONNEL
General Manager—Lowell Register.

3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/73—Rec'd 2/26/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 x	3	2

W P G A-FM

1966

NAB

Media Code 4 211 7426 9.00
Radio Perry, Inc., Drawer 980, 312 Carroll Blvd., Perry, Ga. 31069. Phone 912-987-2980.
See affiliated AM station for additional information.

3. FACILITIES
Eff' 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc.
Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Rates are identical to WPGA. See that listing.

QUITMAN

Brooks County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

W S F B

1955

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 7460 6.00
RBII Broadcasting Co., Inc., Box 632, Quitman, Ga 31643. Phone 912-263-4373.

1. PERSONNEL
Pres. & Gen'l Mgr.—William F. Hoopes.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
250 w. days; 1490 kc. Non-directional.
Operating schedule: 6 am-7 pm. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/67—Rec'd 12/29/69.

6. SPOT ANNOUNCEMENTS

	26x	52x	156x	260x	520x	1000x
1 min	2.25	2.10	1.95	1.75	1.50	1.30
30 sec	1.80	1.68	1.56	1.40	1.20	1.00
10 sec	1.12	1.05	.95	.88	.75	.60

7. PACKAGE PLANS

PER WK, RDS:	10 tl	20 tl	50 tl	100 tl
1 min	21.00	33.00	45.00	100.00
30 sec	16.80	28.00	36.00	----
10 sec	10.50	17.60	22.50	----

All 1-minute spots include production and taping.

ROCKMART (1 AM; 1 FM)

Polk County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

W P L K

1959

Media Code 4 211 7535 7.00
Georgia Radio, Inc., Box 192, Rockmart, Ga. 30153. Phone 404-684-7848.

STATION'S PROGRAMMING DESCRIPTION
WPLK: Programmed for adults and young adults.

1. PERSONNEL
President—L. E. Gradick.

3. FACILITIES
500 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WZOT (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 7/6/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	260x	520x	1000x
1 min	4.25	3.75	3.50	3.00	2.75
30 sec	3.50	3.25	2.75	2.50	2.00

7. PACKAGE PLANS

PER WK:	20 tl	40 tl	60 tl
1 min	67.50	125.00	150.00
30 sec	50.00	92.00	112.50
1Eff M0:			
150 10-sec spots within 30-day period			187.50

W Z O T (FM)

1972

Media Code 4 211 7560 5.00
Georgia Radio, Inc., Box 192, W. Elm St., Rockmart, Ga. 30153. Phone 404-684-7848.
See affiliated AM station for additional information. AM facilities: WPLK.

STATION'S PROGRAMMING DESCRIPTION
WZOT (FM): Gospel & country music.

1. PERSONNEL
Manager—Jim McRee.

3. FACILITIES
Eff' 3,000 w. (horiz.), 3,000 w. (vert); 107.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 7/6/73.

6. SPOT ANNOUNCEMENTS

YRLY CONTRACT:	1x	52x	260x	520x	1000x
1 min	4.25	3.75	3.50	3.00	2.75
30 sec	3.50	3.25	2.75	2.50	2.00

7. PACKAGE PLANS

PER WK:	20 tl	40 tl	60 tl
1 min	67.50	125.00	150.00
30 sec	50.00	92.00	112.50
150 10-sec spots within 30-day period			187.50

ROME (4 AM; 1 FM)

Plus 1 paid cross reference.
Floyd County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

W G T A

SUMMERVILLE
City of license, Summerville, Ga.
Rome office: 216 S. Broad St., Rome, Ga. 30161. Phone 404-234-9295.
See listing under Summerville, Ga.

W I Y N

1962

Media Code 4 211 7590 2.00
WIYN Radio, Inc., Box 1311, Rome, Ga. 30161. Phones 404-234-6277, 0824.

STATION'S PROGRAMMING DESCRIPTION
WIYN: Programmed for adults and young adults. AIR PERSONALITIES handle all segments. MUSIC: middle-of-the road 46%, country 46%, religious 8%. NEWS: network on hour and half hour. Headlines and weather at quarter hour. Local, state and network news at 6:45 am & 7:45 am. Noon-1 pm commentary, local, state, sports. M-S. 7 mobile units. SPORTS: network at :10 weekends, college football. TALK: talk programming with audience participation 2 hours daily, M-S. RELIGIOUS: Sun sign-on-noon & 1-2 pm. Rec'd 10/29/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—L. E. Gradick.
News Director—Windy Miller.
Prog. Dir. & Farm Dir.—Bill Underwood.

3. FACILITIES
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 8/14/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	260x	520x	1000x
1 min	5.25	5.00	4.75	4.50	3.50
30 sec	4.25	4.10	3.75	3.25	2.75

7. PACKAGE PLANS

PER WK:	20 tl	40 tl	60 tl
1 min	100	180	240
30 sec	80	130	170

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	60.00	57.00	54.00	51.00	48.00	45.00	42.00	39.00
1/2 hr	33.75	31.75	29.25	27.75	26.25	24.75	23.25	21.75
1/4 hr	18.75	17.50	16.50	15.50	14.50	13.50	12.75	12.00
5 min	11.25	10.50	9.75	9.00	8.25	7.75	7.25	7.00

(Rome continued on next page)

Rome—Continued

WLAQ

1947

NAB

Clarke Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 211 7645 4.00
Clarke Broadcasting Corp., Box 228, Rome, Ga. 30161. Phone 404-232-7767.

STATION'S PROGRAMMING DESCRIPTION
WLAQ: Programmed for adult and general audiences. MUSIC: 100% modern country music. NEWS: network news and local headlines on hour, with network feature on half hour. Emphasis placed on local news with broadcasts at 7 am, 8 am, noon, and 6 pm. Also have special events and local public service. SPORTS: major league baseball, 25 college and local high school football games in fall, with coverage reports at 7:30 am, 12:15 pm, and 6:30 pm, with network sports on weekend. Contact Representative for further details. Rec'd 7/10/69.

1. PERSONNEL
General Manager—Tom Lloyd
Sales Manager—Randy Davis.
News Director—Jack Jarrett.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w.; 1410 kc. Directional—night only.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15%: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates. 20b, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 29b.
Contracts: 40a, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with CBS.
2-station discount 5% when bought in combination with WGAU, Athens.

TIME RATES
Eff 3/1/70—Rec'd 2/5/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	8.50	6.50	208 x	5.80	4.40
13 x	7.80	5.90	260 x	5.40	4.10
26 x	7.40	5.60	312 x	5.10	3.70
52 x	7.00	5.30	364 x	4.60	3.50
104 x	6.60	5.00	624 x	4.10	3.20
156 x	6.20	4.70	1040 x	3.60	2.80

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00

discount 5%.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	75.00	45.00	30.00	16.00	12.00
13 ti	71.25	42.75	28.50	17.10	11.40
26 ti	67.50	40.50	27.00	16.20	10.80
52 ti	63.75	38.25	25.50	15.30	10.20
104 ti	60.00	36.00	24.00	14.40	9.60
156 ti	65.25	33.75	22.50	13.50	9.00
208 ti	52.50	31.50	21.00	12.60	8.40
260 ti	48.75	29.25	19.50	11.70	7.80
312 ti	—	—	—	—	7.40

WRGA

1929

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 7700 7.00
Rome Broadcasting Corp., Box 1187, Rome, Ga. 30161. Phone 404-232-9742.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mather Payne.
Secretary—Charles Smithgall.
Sales Manager—"Cap" Hicks.
2. REPRESENTATIVES
The Devney Organization, Inc.
Atlanta—Bernard I. Ochs, Co.
3. FACILITIES
5 000 w.; 470 kc. Directional—night only.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15%: monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 27, 28b, 29a, 30, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff 10/1/68—Rec'd 10/7/68.
AA—6-9 am, noon-1 pm, 4-6 pm & within news programs.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	312x	624x	936x
CLASS AA							
1 min	7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50
CLASS A							
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

	1x	52x	104x	260x	312x	624x
CLASS AA						
1 hr	75.00	70.00	65.00	60.00	55.00	50.00
1/2 hr	45.00	42.00	39.00	36.00	33.00	30.00
1/4 hr	30.00	27.50	25.00	22.50	20.00	17.50
5 min	12.00	11.50	11.00	10.50	10.00	9.50
CLASS A						
1 hr	60.00	55.00	50.00	45.00	40.00	35.00
1/2 hr	40.00	37.00	34.00	31.00	28.00	25.00
1/4 hr	25.00	22.50	20.00	17.50	15.00	12.50
5 min	10.00	8.50	9.00	8.50	8.00	7.50

WROM WROM-FM

1946 1966

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 211 7755 1.00
Coosa Valley Radio Co., Box 1546, Rome, Ga. 30161. Phone 404-232-6833.

STATION'S PROGRAMMING DESCRIPTION
WROM: Programmed for adults and young adults. Emphasis on local news and public affairs. NEWS 20%: 10% local and area, 8% national and international, 2% business, sports & weather. Editorials, discussion programs, football games, major auto races & golf. NEWS: 5 min UPI audio hourly; headlines at :30; 30 min at noon, 15 min at 7, 8 am & 5 pm. 2 newmen, 2 mobile units, wire & audio services. MUSIC: modern MOR, general popular, current hits, showtunes & standards. Sports, weather, community calendar features hourly. FARM: 1 hr daily M-F includes market reports, county agent report, swap show, interviews & contests. Contact Representative for further details. Rec'd 6/4/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles Doss.
Assistant to General Manager—Patricia Henderson.
Sales Manager—Warren Penney.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w.; 710 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 97.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: ——— ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General. 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection· 10a, 12a, 14a, 15a.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b, 24c, 25b, 26, 28a, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.: Cont. Discounts: 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 5/1/73—Rec'd 5/25/73.
AA—Mon thru Sat 6-9 am; Mon thru Fri 3-6 pm; newscasts
A—Mon thru Fri 9 am-3 pm & 6-8 pm; Sat 9 am-8 pm; Sun 6 am-8 pm.
*B—8 pm or local sunset-midnight.
*Late Night—midnight-6 am.
(*) FM only.

6. SPOT ANNOUNCEMENTS

CONTRACT:	—AA—		—A—		—B—	
PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	7.06	5.88	5.88	5.00	4.71	4.12
52 x	6.76	5.59	5.59	4.71	4.41	3.82
104 x	6.47	5.29	5.29	4.41	4.12	3.53
260 x	5.88	4.71	4.71	4.12	3.82	3.24
520 x	5.29	4.41	4.41	3.82	3.53	2.94
1000 x	4.71	4.12	4.12	3.53	3.24	2.65

10 sec: AA 2.94; A 2.35; B 2.06, no frequency discount.
Late Night—1000 x B rate.

7. PACKAGE PLANS
WEEKLY & MONTHLY—1 MINUTE

PER WK:	20 ti	30 ti	50 ti
PER MO:	50 ti	100 ti	150 ti
Rate	260x	520x	1000x

WEEKEND—NOON SAT MIDNIGHT
SUN CLASS B ONLY

PER WK:	10 ti	24 ti
PER MO:	24 ti	48 ti
1 min. rate	520x	1000x

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	260x	520x	1000x
CLASS AA						
1/4 hr	28.24	27.06	25.88	23.53	21.18	18.82
5 min	14.12	13.53	12.94	11.76	10.59	9.41
2 or 3 min	10.59	10.18	9.71	8.82	7.94	7.06
CLASS A						
1 hr	58.82	55.88	52.94	47.06	44.12	41.18
1/2 hr	35.29	33.53	31.76	28.24	26.47	24.71
1/4 hr	23.53	22.35	21.18	18.82	17.65	16.47
5 min	11.76	11.18	10.59	9.41	8.82	8.24
2 or 3 min	8.82	8.41	7.94	7.06	6.65	6.18
CLASS B						
1 hr	47.06	44.12	41.18	38.24	35.29	32.35
1/2 hr	28.24	26.47	24.71	22.94	21.18	19.41
1/4 hr	18.82	17.65	16.47	15.29	14.12	12.94
5 min	9.41	8.82	8.24	7.65	7.06	6.47
2 or 3 min	7.06	6.65	6.18	5.76	5.29	4.88

Edited by Patricia Henderson.

ROSSVILLE

Walker County—Map Location A-2
See SRDS consumer market map and data at beginning of the State.

See Chattanooga, Tenn.
(including Lookout Mountain, Red Bonk, Tenn.; Rossville, Ga.)

ROYSTON

Franklin County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WBLW

1971

NAB

A Better Broadcasting, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 211 7780 6.00
Better Broadcasting, Inc., Box 431, Royston, Ga. 30662. Phone 404-245-6101.

1. PERSONNEL
Manager—Tom Ptak.
3. FACILITIES
250 W.; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
4. AGENCY COMMISSION
15%; payable in 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ————Rec'd 11/15/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	60 ti	120+
1 min	3.75	3.00	2.50
30 sec	3.25	2.50	2.00
15 sec	2.75	2.00	1.75

Edited by Tom Ptak.

SANDERSVILLE

Washington County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WSNT

1956

NAB

Media Code 4 211 7810 4.00
Radio Station WSNT, Inc., Box 150, Sandersville, Ga. 31082. Phone 552-5182, 3.

1. PERSONNEL
Manager—James Whaley.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 11/1/72—Rec'd 3/8/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x
1 min	4.00	3.80	3.65	3.40	3.20
30 sec	3.00	2.85	2.75	2.55	2.40
	65x	78x	104x	260x	312x
1 min	3.00	2.80	2.60	2.25	2.00
30 sec	2.25	2.10	1.95	1.70	1.50

SAVANNAH (7 AM; 6 FM)

(including Gorden City)

Chatham County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	17	14	16	13
B	16	13	16	13
C	16	13	15	13
D	15	13	15	12
AVERAGE	16	13	16	13

WEAS

1850
SAVANNAH

Media Code 4 211 7920 1.00
WEAS, Inc., P. O. Box 8346, 128 W. Taylor St., Savannah, Ga. 31402. Ad 4-7264.

STATION'S PROGRAMMING DESCRIPTION
WEAS: Black format. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
Chairman of the Board—E. D. Rivers, Jr.
General Manager—Ronald B. Pitts.
Chief Engineer—M. B. Harden.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Stars, Inc.
3. FACILITIES
5,000 w. days; 600 kc. Non-directional.
Operating schedule: 6 am to local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28a, 29a, 30, 31, 32a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with National Black Network.

TIME RATES
Eff 4/1/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	65x	130x
1 min	10.95	9.65	9.30	9.00	8.70
30 sec	8.40	8.05	7.65	7.30	7.00
	156x	260x	312x	520x	
1 min	8.35	8.00	7.70	7.30	
30 sec	6.65	6.30	5.90	5.60	

7. PACKAGE PLANS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	36 ti
13 wk	48.00	87.00	117.00	138.00	180.00
26 wk	43.50	78.00	103.50	120.00	153.00
52 wk	39.00	69.00	90.00	101.00	126.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	76.50	45.90	25.50	13.75
26 x	72.70	43.55	24.25	13.05
52 x	68.85	41.20	22.45	12.50
65 x	64.95	39.00	21.70	12.00
130 x	61.20	36.75	20.40	11.40
156 x	57.35	34.40	19.00	10.95
260 x	53.55	33.00	17.65	10.40
312 x	49.70	31.25	16.10	9.90
520 x	45.90	29.95	15.30	9.45

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER WK:	13 wk	26 wk	52 wk
15 ti	165.00	146.25	127.50
25 ti	243.75	212.50	181.25
50 ti	425.00	362.50	300.00

WEAS-FM

1967
SAVANNAH

Media Code 4 211 7921 9.00
WEAS, Inc., Box 8346, 128 W. Taylor St., Savannah, Ga. 31402. Phone 912-234-7264.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WEAS-FM: Programmed for the black listener. MUSIC: popular R & B & gospel. AIR PERSONALITIES handle all segments. NEWS: 5 min at :15. Community oriented, participates in fund drives & community affairs. Duplicates AM programming in drive times. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
President—M. B. Rivers.
Secretary—M. S. Vines.
3. FACILITIES
ERP 100,000 w.; 93.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 355 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with National Black Network.

TIME RATES
Eff 4/1/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	126x	260x	312x	520x
1 min	11.40	9.12	8.30	7.64	6.72	6.05	5.50
30 sec	9.12	8.30	7.70	6.80	5.95	5.20	4.20

8. PROGRAM TIME RATES

	1x	26x	52x	126x	260x	312x
1 hr	75.50	72.70	68.85	64.95	61.20	57.35
1/2 hr	45.90	42.55	41.20	39.00	36.75	34.40
1/4 hr	25.50	24.25	22.45	21.70	20.40	19.00
5 min	13.75	13.05	12.50	12.00	11.40	10.95

WJCL (FM)

1972
SAVANNAH

Media Code 4 211 7935 9.00
Lewis Broadcasting Corp., Box 13646, 10001 Abercorn Ext., Savannah, Ga. 31406. Phone 912-352-2022. TWX 810-784-5679.

STATION'S PROGRAMMING DESCRIPTION
WJCL (FM): MUSIC: standards. SPORTS: 5 times a day. NEWS: hourly. COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 10/23/72.

1. PERSONNEL
President—J. Curtis Lewis.
Exec. Vice-Pres. & Gen'l Mgr.—J. Fred Pierce.
Vice-President/Sales—Christopher A. Barbieri.
Vice-President/Engineering—Edgar F. Bigbie.
Director of Radio—Al Jennings.
2. REPRESENTATIVES
PRO/Meeker Radio.
Busby, Finch, Lathom & Widman.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,232 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c, 16.
Basic Rates: 20b, 21b, 22b, 24a, 28c.
Contracts: 40c, 42b, 45, 48, 51b.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80.

TIME RATES
No. 2 Eff 2/1/73—Rec'd 1/3/73.

6. SPOT ANNOUNCEMENTS

	1 ti	7 ti	14 ti	21 ti	28 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

	30 ti	60 ti	90 ti
1 min or 30 sec	5.00	4.50	4.00

WNMT

1968
GARDEN CITY

NAB

Media Code 4 211 7950 8.00
WNMT Radio, Box 7042, Garden City, Ga. 31408. Phone 912-234-5124.

1. PERSONNEL
Pres. & Gen'l Mgr.—Christopher F. Watkins.
3. FACILITIES
1,000 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% time only. Bills payable when rendered.

(Th's listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 24b, 25c, 28a, 28c, 29b, 30, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/71—Rec'd 8/27/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24+
1 min	5.00	4.00	3.00	2.50
20/30 sec	3.50	3.00	2.50	1.75

FREQUENCY DISCOUNT
26 wk—5% 52 wk—10%
Minimum wkly schedule of 6 1-min spots Mon thru Sun necessary to maintain consecutive wk discounts, (or spots equivalent in length and wkly frequency to existing schedule).

WQQT
1946
SAVANNAH
RAB

A Norrell Broadcasting Group Station
Media Code 4 211 7962 3.00
WQQT Radio, 110 E. Congress St., Savannah, Ga. 31402. Phone 912-232-4182.
STATION'S PROGRAMMING DESCRIPTION
WQQT: MUSIC: 100% modern country hits & classics presented by air personalities. Regular audience participation contests & promotions. NEWS: headlines at :60, 5 min at :30, 4 man news staff, 1 mobile unit. SPORTS: sports news during drive times. Contact Representative for further details. Rec'd 7/24/73.

1. PERSONNEL
Group Vice-President—Robert A. Powers.
Operations Director—Carter C. Peterson.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.
Basic Rates: 20b, 22a, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Georgia Network, Inc.

TIME RATES
No. 2 Eff 1/1/74—Rec'd 1/7/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24+
1 min	13	12	11	10	9
30 sec	11	10	9	8	7
CLASS A					
1 min	11	10	9	8	7
30 sec	9	8	7	6	5

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WSAV
1939
SAVANNAH
RAB

Media Code 4 211 7975 5.00
WSAV, Inc., Broadcasting Center, 1430 East Victory Dr., Savannah, Ga. 31404. Phone 912-236-0302. TWX 810-784-5661.
Mailing address: Box 2429, Savannah, Ga. 31402.
STATION'S PROGRAMMING DESCRIPTION
WSAV: Programmed for general interest, with young adult emphasis.
PERSONALITY identification in all segments. MUSIC: MOR, current hits & standards. NEWS: 6 man news staff; 11 local newscasts per day; network at :60. SPORTS: 6 reports daily; college football. PUBLIC AFFAIRS: 10 min daily interviews probing current local issues. FEATURES: network & local vignettes of general interest. FARM: 5 min reports by farm director & area county agents, 6 am & noon, M-Sat. Contact Representative for further details. Rec'd 3/29/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harben Daniel.
Vice-Pres. & Oper. Mgr.—Meredith E. Thompson.
Commercial Manager—Ronald E. Winders.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 630 kc. Directional—night only.
Operating schedule: 5:30-12:05 am EST.
4. AGENCY COMMISSION
15% time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, *47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) Five minute program units 30 seconds.
Political broadcasts: Regular rates apply. WSAV does not sell commercial spot announcements, as such, for political broadcasts. Contact station for detailed policy outline.
Affiliated with NBC and Eastman Radio Network.

TIME RATES
No. 8 Eff 6/1/68—Rec'd 5/1/68.

6. SPOT ANNOUNCEMENTS
I—Mon thru Sat 5:30-9:30 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 9:30 am-3 pm: Sun all day.
IV—Daily 7 pm-midnight.

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	20.00	17.00	15.00	—
30/20 sec	16.00	13.60	12.00	—
10 sec	10.00	8.50	7.50	—
SECTION II				
1 min	18.00	15.00	13.00	—
30/20 sec	14.40	12.00	10.40	—
10 sec	9.00	7.50	6.50	—
SECTION III				
1 min	16.00	14.00	12.00	11.00
30/20 sec	12.80	11.20	9.60	8.80
10 sec	8.00	7.00	6.00	5.50
SECTION IV				
1 min	10.00	9.00	8.00	7.00
30/20 sec	8.00	7.20	6.40	5.60
10 sec	5.00	4.50	4.00	3.50

6. PROGRAM TIME RATES
(5:30 am-7 pm)

	1x	13x	26x	52x	104x	260x
1 hr	125.00	120.00	115.00	110.00	105.00	100.00
1/2 hr	75.00	72.00	69.00	66.00	63.00	60.00
1/4 hr	50.00	48.00	46.00	44.00	42.00	40.00
10 min	37.50	36.00	34.50	33.00	31.50	30.00
5 min	25.00	24.00	23.00	22.00	21.00	20.00
(7 pm-midnight)						
1 hr	80.00	76.00	72.00	68.00	64.00	60.00
1/2 hr	48.00	46.00	43.00	40.00	38.00	36.00
1/4 hr	32.00	30.00	29.00	27.00	26.00	24.00
10 min	24.00	23.00	22.00	20.00	19.00	18.00
5 min	16.00	15.00	14.50	14.00	13.00	12.00

CONSECUTIVE WEEK DISCOUNTS
26 wk—4% 52 wk—8%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 5:30 am-midnight Mon thru Sun necessary to maintain consec wk discounts (or, spots equivalent in length and weekly frequency to the existing schedule).

WSGA
1956
SAVANNAH

Alan Torbet Associates, Inc.

Subscriber to the NAB Radio Code
Media Code 4 211 8030 3.00
WSGA, Inc., Box 8247, Savannah, Ga. 31402. Phones 912-233-8807, 8808.
STATION'S PROGRAMMING DESCRIPTION
WSGA: MUSIC: Rock. NEWS: network at :55 plus 11 local newscasts daily. SPORTS: in drive times & on week-ends. Personalities, contests & community involvement. Contact Representative for further details. Rec'd 4/29/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Norman Breen.
Vice-Pres. & Gen'l Sales Mgr.—Robert A. Cobb.
Station Manager—Jerry Rogers.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12b.
Basic Rates: 22a, 23a, 24b, 28a.
Contracts: 40c, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WZAT.
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.
Sold in combination with WZAT. See that listing for rates.

TIME RATES
Eff 5/1/74—Rec'd 4/29/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	16	15	14	13
AA	14	13	12	11
A	10	9	7	6

30 sec: 80% of 1-min.

WSGF (FM)
1972
SAVANNAH

Jack Masla & Company, Inc.

Media Code 4 211 8057 1.00
Stereo Broadcasting Co., 409 E. Liberty St., Savannah, Ga. 31401. Phone 912-232-5846.

1. PERSONNEL
President—Donald K. Jones.
General Manager—Donny Brook.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 95.5 mc. Stereo.
Operating schedule: 6-1 am daily. EST.
Antenna ht.: 381 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12b
Basic Rates: 22a, 24b, 28a.
Contracts: 40c, 42a, 46, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 8/1/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All othre times.

7. PACKAGE PLANS

PER	AA				A			
WK:	1 ti	12 ti	18 ti	24+	1 ti	12 ti	18 ti	24+
1 min	15.00	13.00	12.00	11.00	13.50	11.50	10.50	9.50
30/20	13.00	12.40	11.60	9.80	11.80	10.20	9.40	8.60

10 sec: 50% of 1-min.
1 min & 30/20 sec combinable; 10 sec not combinable.

10. SPECIAL FEATURES
10-min news—2x 1-min.

WSOK
1946
SAVANNAH

mcgavren-guild pgw radio, inc.

Media Code 4 211 8085 2.00
WSOK, Inc., Box 1288, 24 W. Henry, Savannah, Ga. 31402. Phone 912-232-3322.
STATION'S PROGRAMMING DESCRIPTION
WSOK: Programmed to the general audience.
MUSIC: R & B, pop, rock, jazz & gospel. NEWS: network & AP News Service. Contact Representative for further details. Rec'd 12/6/72.

1. PERSONNEL
General Manager—Benjamin Tucker.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days; 1230 kc. Non-directional.
Operating schedule: 24 hours daily, except 1:00-5:00 am Mon. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 4 Eff 2/15/74—Rec'd 2/25/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

7. PACKAGE PLANS
CLASS AA

PER	1 min				30 sec			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
Open	20	18	16	14	16	14	12	10
12 ti	18	16	14	12	14	12	10	9
18 ti	16	14	12	10	12	10	9	8
24 ti	14	12	10	8	10	9	8	7
CLASS A								
Open	17	15	13	11	13	11	9	8
12 ti	15	13	11	9	11	9	8	7
18 ti	13	11	9	8	9	8	7	6
24 ti	11	9	7	6	7	7	6	5

TOTAL AUDIENCE PLAN

1 MIN:	AA	A	30 SEC:	AA	A
12 wks	15	10	12 wks	12	10
18 wks	13	9	18 wks	10	8
24 wks	11	8	24 wks	8	7

Preemptible, automatic make-goods within contract period.

WTOC
1929
SAVANNAH
CBS Radio Network

KATZ RADIO

NAB NAFMD

Media Code 4 211 8140 5.00
Savannah Broadcasting Co., Incorporated, Box 8086, 516 Abercorn St., Savannah, Ga. 31402. Phone 912-232-0127. TWX 810-784-5619.
STATION'S PROGRAMMING DESCRIPTION
WTOC: Programmed for general adult interest.
MUSIC: MOR, current hits & standards with PERSONALITIES in all segments. NEWS: network at :60; local at :30; news blocks noon-1 pm & 6-8 pm featuring network, local, regional news, farm news & weather. SPORTS: Major League baseball, professional basketball, major golf tournaments, all NASCAR races; local high school football & basketball; daily summary 6:35 pm. Contact Representative for further details. Rec'd 7/12/71.

1. PERSONNEL
Chairman of the Board—W. T. Knight, Jr.
President—F. Sebley Knight.
Sales Manager—Millard Ganey, Jr.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.

GEORGIA

TIME RATES
AM/FM COMBINATION
No. 1 Eff 1/1/75—Rec'd 2/17/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	20	18	16	15	14
A	18	16	14	13	12
B	16	15	12	11	10

30 sec: 80% of 1-min.

AM ONLY
Deduct 50% from AM/FM combination.
Edited by Millard Ganey.

WTOC-FM
1946
SAVANNAH
NAFMD

Media Code 4 211 8141 3.00
Savannah Broadcasting Co., Inc., Box 8086, 516 Abercorn St., Savannah, Ga. 31402. Phone 912-232-0127. TWX 810-784-5619.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WTOC-FM: Programmed for general adult interest.
MUSIC: MOR, standard/album & current hits in segments with minimal commercial interruption. Contact Representative for further details. Rec'd 7/12/71.

3. FACILITIES
ERP 97,250 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 372 ft. above average terrain.

TIME RATES
No. 1 Eff 6/15/75—Rec'd 6/24/75.

6. SPOT ANNOUNCEMENTS

ROS:	1x	24x	50x	100x	200x	300+
30 sec	7.00	6.00	5.00	4.00	3.50	3.00

Guaranteed time, per spot extra .50.

7. PACKAGE PLANS
30 30-sec spots, per wk, ea. 2.50
Guaranteed time, per spot extra .50.
Edited by Millard Ganey.

WXLM (FM)
1969
SAVANNAH

HERBERT E. GROSKIN & COMPANY

NAB

Subscriber to the NAB Radio Code
Media Code 4 211 8150 4.00
Regency Broadcasting, Inc., Box 9705, 24 Drayton St., Savannah, Ga. 31402. Phone 912-233-9211.
STATION'S PROGRAMMING DESCRIPTION
WXLM (FM): Programmed for adults.
MUSIC: standards, showtunes & modern music. AIR PERSONALITY in am programming. NEWS: state network and UPI wire at :60; weather at :30. SPORTS: 3X daily. Contact Representative for further details. Rec'd 3/28/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Russell L. Fredrich.
Station Manager—Joseph M. Lingle.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
Southeast—Bernard I. Ochs Co.
3. FACILITIES
ERP 100,000 w.; 97.3 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 265 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 49, 51a.
Comb.: Cont. Discounts: 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Member: The Groskin Group, Georgia Network, Inc.

TIME RATES
No. 4 Eff 12/1/70—Rec'd 9/8/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

PER YR:	13x	26x	52x	104x	156x	260x	500x
1 hr	84	80	76	72	68	64	60
1/2 hr	63	60	57	54	51	48	45
5 min	35	33	31	29	27	25	23

WZAT
1971
SAVANNAH

Alan Torbet Associates, Inc.

NAB RAB

Media Code 4 211 8158 7.00
Weis Broadcasting Co., Box 8247, Savannah, Ga. 31402. Phone 912-233-8177.
STATION'S PROGRAMMING DESCRIPTION
WZAT: Programmed for general interest, with emphasis on young adults in afternoon and evening programming.
Personality in morning programming. MUSIC: hit parade 11 am-6 pm, solid gold 6 pm-12M. NEWS: UPI at :60; local in morning at :30. Contact Representative for further details. Rec'd 9/7/72.

(This listing continued on next page)

GEORGIA

Savannah—W Z A T—Continued

1. PERSONNEL
Pres. & Gen'l Mgr.—Norman Breen.
Vice-Pres. & Gen'l Sales Mgr.—Robert A. Cobb.
Program Director—Burl Womack.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
ERP 100,000 w.; 102.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 630 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See Coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20b, 21c, 21d, 22a.
Contracts: 40c, 41, 42b, 42d, 45, 46, 47a, 50, 51b, 51c.
Comb.; Cont. Discounts: 52d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WSGA.
Affiliated with ATA Radio Network.

TIME RATES
Eff 5/1/74—Rec'd 4/29/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	18	16	15	14
AA	14	13	12	11
A	10	9	7	6

30 sec: 80% of 1-min.

AM/FM COMBINATION

AAA	32	29	27	26
AA	26	24	23	22
A	19	17	13	11

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	12 ti	18 ti	24 ti
Per wk	23	21	19

SMYRNA

Cobb County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Atlanta
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

STATESBORO (1 AM; 1 FM)

Bulloch County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

W M C D (FM)
1967

Media Code 4 211 8167 6.00
WWNS, Inc., Box 958, E. Olliff St., Statesboro, Ga. 30458. Phone 912-764-5446.
See affiliated AM station for additional information.
AM facilities: WWNS.

STATION'S PROGRAMMING DESCRIPTION
WMCD (FM): MUSIC: Rock.
1. PERSONNEL
James W. De Van.
3. FACILITIES
ERP 3,000 w; 100.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 153 ft. above average terrain.
Partial simulcast operation. Operated separately 8:10 am-midnight. For simulcast facilities see WWNS.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 11/2/73.
8. SPOT ANNOUNCEMENTS
1 min, flat 4.00 30 sec, flat 2.25

W W N S
1946

Media Code 4 211 8195 9.00
WWNS, Inc., Box 958, Statesboro, Ga. 30458. Phone 912-764-5446.

STATION'S PROGRAMMING DESCRIPTION
WWNS: Programmed for general interest.
1. PERSONNEL
President—Donald O. McDougald.
2. REPRESENTATIVES
Southeastern—Busby, Finch, Lathom & Widman.
Agriculture—T-N Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Simulcast 7-8:10 am Mon thru Sat.
For non-simulcast facilities, see WMCD (FM).
4. AGENCY COMMISSION
None, all rates net to station.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WMCD (FM).
Member: The Tobacco Radio Network, Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 9/1/74—Rec'd 5/12/75.
AA—6-8:30 am & 11:55 am-1:15 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

AA, FLAT:	1 min	30 sec	20 sec	10 sec
Ea	6.00	4.50	3.50	2.75
A, PER WK, EA:				
10 ti	5.50	4.00	2.90	2.25
20 ti	5.00	3.50	2.60	2.00
35 ti	4.50	3.00	2.30	1.75
50+	4.00	2.60	2.00	1.50

Edited by Donald McDougald.

SUMMERVILLE

Chattooga County—Map Location A-6
See SRDS consumer market map and data at beginning of the State.

W G T A
1950

Subscriber to the NAB Radio Code
Media Code 4 211 8250 2.00
Tri-State Broadcasting Co., Inc., Box 200, Boiling Rd., Summerville, Ga. 30747. Phone 404-857-2466.
Other office: 219 S. Broad St., Rome, Ga. 30161. Phone 404-234-9295.

STATION'S PROGRAMMING DESCRIPTION
WGTA: Programmed for general interest.
1. PERSONNEL
General Manager—William B. Farrar.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 14 Eff 1/1/75—Rec'd 11/25/74.
AAA—Thurs & Fri 6-9 am & 3-6 pm.
AA—Sat thru Wed 6-9 am & 3-6 pm & remaining time on Thurs & Fri.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	5.00	3.75	4.30	3.20	3.60	2.65
13 x	4.85	3.65	4.15	3.10	3.45	2.55
26 x	4.75	3.55	4.05	3.00	3.35	2.45
52 x	4.50	3.35	3.85	2.85	3.20	2.35
104 x	4.25	3.15	3.70	2.70	3.15	2.25
156 x	4.00	3.05	3.45	2.60	2.90	2.15
260 x	3.90	2.90	3.35	2.50	2.80	2.10
312 x	3.80	2.85	3.25	2.45	2.70	2.05
365 x	3.70	2.80	3.15	2.40	2.60	2.00
520 x	3.60	2.75	3.05	2.35	2.50	1.95
750 x	3.50	2.70	2.95	2.30	2.40	1.90
1000 x	3.35	2.65	2.85	2.25	2.35	1.85

7. PACKAGE PLANS

ANY 7 DAY	AAA		AA		A	
PERIOD:	1 min	30 sec	1 min	30 sec	1 min	30 sec
7 ti	4.50	3.35	3.85	2.85	3.20	2.35
10 ti	4.00	3.00	3.45	2.65	2.90	2.30
25+	3.75	2.80	3.20	2.50	2.65	2.20

15 sec: AAA 1.75; AA 1.50; A 1.25.

(CR)

SWAINSBORO (1 AM; 1 FM)

Emanuel County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

W J A T — W J A T-FM
1950 — 1966

Media Code 4 211 8305 4.00
Radio Station WJAT, Inc., Box 289, Moring St., Swainsboro, Ga. 30401. Phone 912-237-2011.

1. PERSONNEL
General Manager—John J. Bailes.
3. FACILITIES
1,000 w. days; 300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 98.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 260 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Tobacco Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 7/26/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x
1 min	4.85	4.60	4.35	4.15	3.85
30 sec	3.65	3.45	3.25	3.10	2.90
	65x	78x	104x	260x	312x
1 min	3.65	3.40	3.15	2.85	2.40
30 sec	2.75	2.60	2.35	2.15	1.80

Submitted by John J. Bailes.

SYLVANIA

Screven County—Map Location G-7
See SRDS consumer market map and data at beginning of the State

W S Y L
1955

Subscriber to the NAB Radio Code
Media Code 4 211 8360 9.00
Sylvania Broadcasting System, Inc., Box 519, Sylvania, Ga. 30467. Phones 912-564-7461, 7462, 7463.

STATION'S PROGRAMMING DESCRIPTION
WSYL: Programmed for general interest.
1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—Shirley Mahaffey.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
Eff————Rec'd 2/28/73.
AA—6:30-8:15 am & noon-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

	1 min	30 sec	20 sec
Flat, ea	5.50	4.25	3.00

CLASS A

PER WK, EA:	10 ti	20 ti	35 ti	50 ti
1 min	5.00	4.25	3.50	2.75
30 sec	3.00	2.50	2.35	2.00
20 sec	2.25	2.00	1.75	1.50

SYLVESTER

Worth County—Map Location C-6
See SRDS consumer market map and data at beginning of the State

W O G A
1963

Media Code 4 211 8415 1.00
Worth County Broadcasters, Inc., Box 240, 102 Isabella St., Sylvester, Ga. 31791. Phone 912-776-3421.

STATION'S PROGRAMMING DESCRIPTION
WOGA: Farm reports, news, gospel programs.
1. PERSONNEL
General Manager—W. H. Goforth.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w.; 1549 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Ag-Report Network.

TIME RATES
Eff 1/1/74—Rec'd 12/26/73.
6. SPOT ANNOUNCEMENTS

	1x	51x	201x	350x	(*)
1 min	3.50	3.25	3.00	2.70	2.50
30 sec	2.10	1.95	1.80	1.65	1.45
15 sec	1.80	1.75	1.55	1.40	1.25

(*) 501-800x.

THOMASTON (2 AM)

Upson County—Map Location C-7
See SRDS consumer market map and data at beginning of the State

W S F T
1947

Subscriber to the NAB Radio Code
Media Code 4 211 8470 6.00
Thomaston Broadcasting Co., Inc., Box 689, South Hwy., Thomaston, Ga. 30286. Phone 404-647-5421.
1. PERSONNEL
General Manager—S. J. Caswell.
2. REPRESENTATIVES
Atlanta—David Carpenter Company.
3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 12/1/71—Rec'd 1/3/72.
6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	3.00	300 ti	1.65
25 ti	2.50	750 ti	1.55
50 ti	2.25	1000 ti	1.40
100 ti	2.00	1500 ti	1.30
200 ti	1.75		

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

	50 ti	100 ti	200 ti	300 ti
1 min	95	160	300	390
30 sec	75	135	250	340
10 sec	(*)	120	220	300

(*) 62.50.
Within 3 wks or less.

W T G A
1962

Media Code 4 211 8525 7.00
Radio Georgia, Inc., Box 550, Thomaston, Ga. 30286. Phone 404-647-7121.
1. PERSONNEL
Pres. & Gen'l Mgr.—David L. Piper.
2. REPRESENTATIVES
Gene Boller Company.
Atlanta—Busby, Finch, Lathom & Widman.
3. FACILITIES
500 w. days; 1590 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 8/1/74—Rec'd 7/15/74.
6. SPOT ANNOUNCEMENTS
PER WK:

	1 ti	3 ti	5 ti	7 ti	10 ti	15 ti	20+
1 min	2.50	2.25	2.00	1.80	1.60	1.55	1.45

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

THOMASVILLE (2 AM; 1 FM)

Thomas County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

W L O R
1947

Subscriber to the NAB Radio Code
Media Code 4 211 8580 2.00
Mills-Bellamy Enterprises, Box 45, Tallahassee Rd., Thomasville, Ga. 31792. Phone 912-226-7911.

STATION'S PROGRAMMING DESCRIPTION
WLOR: Country & western & gospel.
1. PERSONNEL
Station Manager—Emery T. Evans, Jr.
2. REPRESENTATIVES
Southeast—W. O. Jones, Inc.
3. FACILITIES
5000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WTUF (FM).
Member: Georgia Network, Inc. Ag-Report Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/75—Rec'd 1/23/75.
6. SPOT ANNOUNCEMENTS
BLOCK TIME & ROS

	1x	26x	52x	104x	156x	321x	1000x
1 min	5.50	5.00	4.20	3.50	3.10	2.80	2.60
30 sec	4.50	3.75	3.15	2.65	2.35	2.15	1.95

Specific guaranteed times, extra 20%.

W P A X
1922

Oliva Broadcasting Corporation
Media Code 4 211 8635 4.00
Oliva Broadcasting Co., Box 129, 117 Remington Ave., Thomasville, Ga. 31792. Phone 912-226-1240.

STATION'S PROGRAMMING DESCRIPTION
WPAX: Programmed for adults & young adults.
1. PERSONNEL
Pres. & Gen'l Mgr.—T. O. Collins.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
Member: Tobacco Radio Network.

TIME RATES
Eff————Rec'd 8/23/72.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti
Ea	6.00	5.75	5.50	5.00

Guaranteed times, extra 20%.

W T U F (FM)
1971

Media Code 4 211 8647 9.00
Thomasville Broadcasting Co., Box 45, Tallahassee Rd., Thomasville, Ga. 31792. Phone 912-226-1041.
See affiliated AM station for additional information.
AM facilities: WLOR.

STATION'S PROGRAMMING DESCRIPTION
WTUF (FM): 100% Negro, R & B and spirituals.
3. FACILITIES
ERP 1550 w.; 107.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 389 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING
Affiliated with National Black Network.

TIME RATES
Rates are identical to WLOR. See that listing.

THOMSON (2 AM; 1 FM)

McDuffie County—Map Location F-8.
See SRDS consumer market map and data at beginning of the State.

W T H O — W T H O-FM
1970 — 1970

Media Code 4 211 8660 2.00
Spartan Radiocasting Co., Box 236, 1530 Hickory Hill Dr., Thomson, Ga. 30824. Phone 404-595-5123.

STATION'S PROGRAMMING DESCRIPTION
WTHO: MUSIC: MOR.
WTHO-FM: MUSIC: Pop/gold.
1. PERSONNEL
Manager—Glenn Miller.
3. FACILITIES
1,000 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

(This listing continued on next page)

Thomson—WTHO, WTHO-FM—Cont'd

FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 5:55 am-11:05 pm. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
No. 4 Eff 12/1/74—Rec'd 7/1/75.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti				25 ti			
	AAA	AA	A	B	AAA	AA	A	B
1 min	5.00	4.50	4.00	3.40	4.50	4.00	3.50	3.25
30 sec	3.50	3.25	3.00	2.75	3.25	3.00	2.75	2.50
10 sec	3.00	2.75	2.50	2.25	2.75	2.50	2.25	2.00
	50 ti				75 ti			
1 min	4.00	3.50	3.25	3.00	3.50	3.25	3.00	2.75
30 sec	3.00	2.75	2.50	2.25	2.75	2.50	2.25	2.00
10 sec	2.50	2.25	2.00	1.75	2.25	2.00	1.75	1.50
					100+			
1 min					3.00	2.75	2.50	2.25
30 sec					2.25	2.00	1.75	1.50
10 sec					1.75	1.50	1.25	1.00

Submitted by Robert Chambers.

WTWA
1947

Subscriber to the NAB Radio Code

Media Code 4 211 8890 9.00

Hickory Hill Broadcasting Co., Inc., Box 581, 313 Lumpkin St., Thomson, Ga. 30824. Phone 404-595-1501.

STATION'S PROGRAMMING DESCRIPTION
WTWA: MUSIC: pop & country. Adult personalities.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene D. Harden.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.

TIME RATES
No. 9 Eff 7/1/72—Rec'd 6/14/72.

6. SPOT ANNOUNCEMENTS

30 DAYS:	10 ti	25 ti	50 ti	75 ti	100+
1 min	5.00	4.75	4.50	4.00	3.50
30 sec	4.00	3.50	3.60	3.20	2.75
10 sec	2.50	2.40	2.25	2.00	1.75

TIFTON (2 AM)

Tift County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WTIF
1957

Media Code 4 211 8745 1.00

Tift Area Radio, Inc., Box 968, 104 W. 7th St., Tifton, Ga. 31794. Phone 912-382-1340.

STATION'S PROGRAMMING DESCRIPTION
WTIF: MUSIC: Modern Country.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Cohen.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
Eff —— Rec'd 3/7/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	16 ti	15 ti	25 ti
PER MO:	1 ti	30 ti	60 ti	90 ti
PER YR:	1x	350x	700x	1040x
1 min	3.85	3.55	3.25	2.95
30 sec	2.95	2.70	2.50	2.35

WWGS
1946

Subscriber to the NAB Radio Code

Media Code 4 211 8800 4.00

Tifton Broadcasting Corp., Drawer A, 700 W. Second St., Tifton, Ga. 31794. Phone 912-382-1430.

STATION'S PROGRAMMING DESCRIPTION
WWGS: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ralph N. Edwards

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1430 kc.
Directional—night only.
Operating schedule: 5:30 am-midnight daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KBS.
Member: Tobacco Radio Network.

TIME RATES
Eff 12/1/70—Rec'd 12/3/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.50	5.00	4.75	4.50	4.25	4.00
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

TOCCOA (2 AM; 1 FM)

Stephens County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WLET
1941

Media Code 4 211 8855 8.00

Kelett, Inc., 423 Prather Bridge Rd., Toccoa, Ga. 30577. Phone 404-886-2191.

STATION'S PROGRAMMING DESCRIPTION
WLET: All country.

1. PERSONNEL
Manager—H. Otto McDonald, Jr.

3. FACILITIES
5,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 10/1/73—Rec'd 11/6/73.

7. PACKAGE PLANS

PER WK, EA:	1 ti	16 ti	26 ti	28 ti	30 ti
1 min	3.50	2.30	2.20	3.10	3.00
30 sec	3.00	2.30	2.20	2.10	2.00
VOLUME RATES—13 WEEKS OR LONGER					
PER WK:			6 ti	12 ti	18 ti
1 min			3.00	2.85	2.70
30 sec			2.00	1.90	1.80

10. SPECIAL FEATURES
Billy Dilworth Show, Sat. 30-sec. 3.50
*Detroit Steeple Show, Mon thru Fri, 30-sec. 2.25
Area Newsbeat, Mon thru Fri, 1-min. 2.95
*AM Swap Shop, Mon thru Fri, 1-min. 2.95
(*) AM only.

WLET-FM
1947

RAB NAFMB

Media Code 4 211 8856 6.00

Kelett, Inc., 423 Prather Bridge Rd., Toccoa, Ga. 30577. Phone 404-886-2191.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLET-FM: MUSIC: MOR 5:30 am-6 pm; rock 6-11 pm.

3. FACILITIES ERP 100,000 w.; 106.1 mc.
Operating schedule: 5:30 am-11 pm. EST.
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Rates are identical to WLET. See that listing.

WNEG
1956

Subscriber to the NAB Radio Code

Media Code 4 211 8910 1.00

Stephens County Broadcasting Co., Box 907, 100 Boulevard, Toccoa, Ga. 30577. Phone 404-886-3131.

STATION'S PROGRAMMING DESCRIPTION
WNEG: Programmed for adult and young adult listeners.

1. PERSONNEL
Pres. & Gen'l Mgr.—Roy E. Gaines.

2. REPRESENTATIVES
Agencies call collect.

3. FACILITIES
500 w. days; 630 kc. Non-directional.
Operating schedule: 6 a.m. to local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station. No cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	4.25	4.00	3.75	3.50	3.25
30 sec	3.10	2.90	2.70	2.50	2.30
		156x	260x	312x	364x
1 min		3.00	2.75	2.50	2.25
30 sec		2.10	1.90	1.70	1.50

7. PACKAGE PLANS

	1 min			30 sec		
PER WK:	1 wk	4 wk	8+	1 wk	4 wk	8+
10 ti	3.50	3.25	3.00	2.50	2.30	2.10
20 ti	3.25	3.00	2.75	2.30	2.10	1.90
30 ti	3.00	2.75	2.50	2.10	1.90	1.70

Edited by Roy E. Gaines.

VALDOSTA (4 AM; 2 FM)

Lowndes County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WAFT (FM)
1971

Media Code 4 211 8937 4.00

Christian Radio Fellowship, Inc., Box 338, 94 W. Morven Rd., Valdosta, Ga. 31601. Phone 912-244-5180.

STATION'S PROGRAMMING DESCRIPTION
WAFT (FM): Christian programming.

1. PERSONNEL
Pres., Mgr. & Eng.—T. Jack Tidwell.

2. FACILITIES
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 101.1 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 8.
Rate Protection: 10c, 13c, 14c, 15b.
Basic Rates: 22a, 24c.
Contracts: 41, 42a, 45, 47a.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 73.
Prod. Services: 82.

TIME RATES
Eff ——Rec'd 2/8/73.

6. SPOT ANNOUNCEMENTS
1 x, flat 2.50

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
5 ti	22.50	12.00	7.00	5.00	2.00
1 ti	25.00	15.00	8.50	6.50	4.00

10. SPECIAL FEATURES

	1 ti	5 ti
Newscasts—per wk.	3.50	3.00

Submitted by T. Jack Tidwell.

WGAF
1951

RAB

Media Code 4 211 8963 5.00

Valdosta Broadcasting Co., Box 100, Valdosta, Ga. 31601. Phone 912-242-5520

STATION'S PROGRAMMING DESCRIPTION
WGAF: MUSIC: Adult MOB. Sports: Pro college & high school football, college basketball & baseball, races. NEWS: Net & AP. Local 2 man news team. Contact Representative for further details. Rec'd 2/7/74.

1. PERSONNEL
President—Orson Woodall.
General Manager—James W. Jennings.

2. REPRESENTATIVES
Bernard I. Ochs Co.

3. FACILITIES
5,000 w.; 910 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 26, 28b, 29a.
Contracts: 42b, 45, 46 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 73a.
Affiliated with NBC.
Member: The Tobacco Radio Network, Georgia Network, Inc.

TIME RATES
Eff 5/1/74—Rec'd 4/1/74.
AAA—Mon thru Sat 6-10 am, noon-1:30 pm & 3-7 pm.
AA—Mon thru Sat 10 am-noon, 1:30-3 pm & 7-8 pm; Sun 6 am-8 pm.
A—Night 8 pm-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA*		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	6.50	5.00	5.50	4.00	4.00	3.00
12 ti	6.25	4.75	5.25	3.75	3.75	2.75
18 ti	6.00	4.50	5.00	3.50	3.50	2.50
24 ti	5.75	4.25	4.75	3.25	3.25	2.25
30 ti	5.50	4.00	4.50	3.00	3.00	2.00

(*) ROS/BTA, all spots daytime with 1/3 guaranteed in drive times.

WGOV
1940

Media Code 4 211 9020 8.00

WGOV Inc., Box 1207, Valdosta, Ga. 31601. Phone 912-242-4513.

STATION'S PROGRAMMING DESCRIPTION
WGOV: Programmed for negro audience.
MUSIC: rhythm & blues & gospel. Taped commercials by AIR PERSONALITIES are interchangeable. Negro DJ's do all shows including live commercials. Programs by local & national ministers during week as well as Sun. NEWS: 5 min at :00 & :30. Network news plus complete local coverage of all events in community. Emphasis on community interest & local events in negro community. Church & community bulletins aired twice hourly. Live & direct sports coverage of local football & Major League baseball. Coverage of agricultural community with farm & county agent reports several times daily. Contact Representative for further details. Rec'd 4/2/70.

1. PERSONNEL
General Manager—Mary Carter.
Program Director—Jack Moore.
Chief Engineer—Jack Richardson.

2. REPRESENTATIVES
Miami—Advertising Representatives, Inc.
Stars, Inc

3. FACILITIES
5,000 w. days, 1,000 w. nights; 950 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3c, 4a, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23b, 24b, 25b, 26, 28b, 28c, 29a, 30, 33d.
Contracts: 40a, 42a, 43c, 44a, 45, 46, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod Services: 80, 81, 82.
Affiliated with National Black Network.
Member: Ag-Report Network.

TIME RATES
Rates effective September 1, 1952. (Card No. 2.)
Revisions received October 1, 1956.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	10 sec.
1 time	12.00	8.00	3.50
13 times	11.75	7.83	3.40
26 times	11.50	7.67	2.35
39 times	11.25	7.50	2.15
52 times	11.00	7.34	3.00
65 times	10.75	7.17	2.85
78 times	10.50	7.00	2.75
104 times	10.00	6.50	2.50
156 times	9.00	6.00	2.40
208 times	8.00	5.33	2.25
260 times	7.00	4.00	2.00
312 times	6.00	4.00	1.75
520 times	5.00	3.50	1.50

WGOV-FM
1966

Media Code 4 211 9045 5.00

WGOV, Inc., Box 1207, Valdosta, Ga. 31601. Phone 912-244-6510.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WGOV-FM: Programmed for adults and young adults.
MUSIC: modern country & western. SPORTS: Major League baseball & local sports activities. NEWS: local, national & international. Contact Representative for further details. Rec'd 4/29/71.

1. PERSONNEL
Program Director—Duane Tucker.

3. FACILITIES ERP 100,000 w.; 92.3 mc. Stereo
Operating schedule: 18 hours daily. EST.
Antenna ht.: —

3. GENERAL ADVERTISING See coded regulations
Member: Ag-Report Network.

TIME RATES
Eff ——. Rec'd 4/26/68.

8. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	6.50	5.83	5.20	4.50	3.90	3.25
30 sec	5.83	5.25	4.50	3.90	3.25	2.60

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
1 hr	52.00	43.50	33.00	32.50	26.00	19.50
1/2 hr	39.00	33.75	28.75	22.50	18.25	13.00
1/4 hr	14.50	13.35	12.35	11.33	10.50	8.43

WJEM
1955

DAVID CARPENTER

Media Code 4 211 8973 2.00

Lowndes County Broadcasting Co., Box 368, Valdosta, Ga. 31601. Phone 912-242-1565.

STATION'S PROGRAMMING DESCRIPTION
WJEM: Programmed for adults and general interest with segments of news coverage.
Country music with air personalities. 8 mobile news units plus station airplane. Personality DJ's handle all segments all day long. Contact Representative for further details. Rec'd 8/2/67.

1. PERSONNEL
President—J. C. Johnson.
Vice-Pres. & Sta. Mgr.—Vernon Arnold.
Farm Director—Gary G. Monroe.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1130 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24b, 25a, 26, 29b, 28c.
Contracts: 40a, 49.
Cancellation: 70b, 71a.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/74—Rec'd 10/23/74.

8. SPOT ANNOUNCEMENTS

GUARANTEED:	1x	52x	104x	260x	312x
1 min	8.00	7.75	7.50	6.75	6.50
30 sec	6.00	5.90	5.75	5.50	5.00
		500x	1000x	1500x	2000x
1 min		5.75	5.50	5.25	5.00
30 sec		4.75	4.50	4.00	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	100	50	35	25
52 x	90	35	20	15
208 x	75	30	15	12
312 x	50	25	(*)	7

(*) 10.50.

WVLD
1950

Media Code 4 211 9130 5.00

EV-CO Broadcasting, Inc., Box 1529, Valdosta, Ga. 31601. Phone 912-242-4821.

STATION'S PROGRAMMING DESCRIPTION
WVLD: Programmed for young adults and teens.
AIR PERSONALITIES emcee entire operation. NEWS: local & network, 4 mobile units, 2 man news team, local weather information. SPORTS: scores, briefs, plus play-by-play college basketball & high school football. Mobile traffic information througout day. Audience participation games & contests. COMMERCIAL POLICY: 18 minutes maximum any hour. Contact Representative for further details. Rec'd 8/4/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Al H. Evans.
Gen'l & Sta. Mgr.—Danny Dee.
Sales & Comm'l Mgr.—Harrison Cooper.

(This listing continued on next page)

GEORGIA

(See Guam listing following Wyoming)

Valdosta—WVLD—Continued

2. REPRESENTATIVES
Busby, Finch, Lathom & Widman.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a.
Cancellation: 70a, 70c, 71a.

TIME RATES
Eff 7/1/73—Rec'd 3/28/74.
AAA—Mon thru Fri 6-9 am, noon-1:30 pm & 3-7 pm.
AA—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-7 pm.
A—Night 7 pm 6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
5 ti	5.75	4.50	4.75	3.50	3.75	2.50
10 ti	5.50	4.25	4.50	3.25	3.50	2.25
15 ti	5.25	4.00	4.25	3.00	3.25	2.00
20 ti	5.00	3.75	4.00	2.75	3.00	1.75
25 ti	4.75	3.50	3.75	2.50	2.75	1.50

7. PACKAGE PLANS
48 Hour Penetration—3 30-sec spots & 3 10-sec spots ea hr in AAA & AA, plus 20-sec and 4 10-sec spots each hr in A 250.00
10. SPECIAL FEATURES
NETWORK NEWS—AT :55

DAILY:	WKLY:	AAA	AA	A
1 ti	5 ti	40.00	35.00	25.00
2 ti	10 ti	75.00	65.00	45.00

Incl open & close plus 1 1-min & 1 30-sec spot.
STATE & LOCAL NEWS AT :52; SPORTS AT :25

1 ti	5 ti	35.00	30.00	22.50
5 ti	10 ti	60.00	50.00	35.00

Incl 1 1-min spot plus intro & close.

VIDALIA (1 AM; 1 FM)

Toombs County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WVOP
1946

NAB RAB

Media Code 4 211 9185 9.00
The Vidalia Broadcasting Co., Box 900, Vidalia, Ga. 30474. Phone 913-537-9202.
1. PERSONNEL
Manager—Edwin L. Bouchelle, Jr.
2. REPRESENTATIVES
David Carpenter Company.
2. FACILITIES
5,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Member: The Tobacco Radio Network.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 6/26/75.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti	50+
1 min	8.00	6.50	6.00	5.50	5.00	4.50	3.90
30 sec	6.00	5.00	4.50	4.00	3.50	3.00	2.60
20 sec	4.00	3.60	3.30	2.90	2.60	2.30	2.00
10 sec	2.25	2.25	2.25	2.25	2.00	1.75	1.50

7. PACKAGE PLANS

PER MO, ROS:	1 min	30 sec	20 sec	10 sec
30 ti	5.50	3.90	2.90	2.25
60 ti	5.00	3.50	2.60	2.00
90 ti	4.50	2.90	2.30	1.75

Edited by Edwin L. Bouchelle, Jr.

WVOP-FM
1969

NAB

Media Code 4 211 9186 7.00
Vidalia Broadcasting Co., Box 900, Vidalia, Ga. 30474. Phone 913-537-9202.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 6 am-11 pm daily. EST.
Antenna ht.: 289 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Rates are identical to WVOP. See that listing.

WARNER ROBINS (2 AM; 1 FM)

Houston County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WAVC
1954

Media Code 4 211 9240 2.00
Warner Robins Broadcasting Co., Inc., Box 916, Warner Robins, Ga. 31093. Phone 912-923-4261.
1. PERSONNEL
Pres. & Gen'l Mgr.—Edgar M. Noblas.
2. REPRESENTATIVES
Radio Representatives, Inc.
3. FACILITIES
5,000 w. days; 1350 kc. Non-directional
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 23a.
Contracts: 40a.
Cancellation: 73a.

TIME RATES
Eff 1/1/71—Rec'd 8/28/72.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	26 ti	50 ti	75 ti	100+
1 min	3.50	3.25	2.50	2.00	1.50
30 sec	2.50	2.35	2.00	1.50	1.00
15 sec	1.50	1.00	.75	.60	.50

Specified times, extra .25 ea spot.
8. PROGRAM RATES
1 min 1.00
1/3 off on 3 mo or longer contract.

WRBN WRBN-FM
1966 1969

Media Code 4 211 9295 5.00
WRBN, Inc., Drawer AB, Warner Robins, Ga. 31093.
Office and Studio: 136 Hospital Dr., Warner Robins, Ga. 31093. Phones 912-923-2222, 2223.
1. PERSONNEL. President—Mary Jarrard.
Vice-President—B. F. J. Timm.
General Manager—John L. (Lynn) Newton.
2. REPRESENTATIVES
Atlanta—David Carpenter Company.
3. FACILITIES
1,000 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: ————.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.
Basic Rates: 21a, 22a, 22b, 23a, 24b, 24c, 25c, 29a, 32a, 33a.
Contracts: 40a, 44a, 45, 47a, 51a.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Georgia Network, Inc.

TIME RATES
Eff 1/1/74—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	300x	500x	1000x
1 min	10.00	8.00	7.50	6.50	5.75	5.50	4.75	4.50
20/30	8.00	6.00	5.50	5.00	4.75	4.25	3.50	3.00
10/15	6.25	4.75	3.25	3.00	2.75	2.50	2.40	2.25

8. PROGRAM TIME RATES

	1x	52x	104x	156+
1 hr	150	130	125	110

1/2 hr: 60% of hour. 10 min: 30% of hour.
25 min: 50% of hour. 5 min: 20% of hour.
1/4 hr: 40% of hour.
5 min maximum—6-10 am & 3-7 pm.

WASHINGTON (1 AM; 1 FM)

Wilkes County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WLOV WLOV-FM
1955 1970

NAB

A Better Broadcasting, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 211 9350 9.00
Better Broadcasting Inc., Box 400, Berkshire Dr., Washington, Ga. 30673. Phone 404-678-2125.
1. PERSONNEL
General Manager—Billy Thornton.
3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
FM-ERP 2,400 w. (horiz.), 2,400 w. (vert.); 100.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 320 ft. above average terrain.
Simulcast sunrise to local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

	1x	500x	1000+
1 min	4.50	4.00	3.50
30 sec	3.00	2.75	2.50
15 sec	2.00	1.75	1.50

FM only: After local sunset 50% of above rates.

WAYCROSS (2 AM; 2 FM)

Ware County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WACL
1951

Media Code 4 211 9405 1.00
Teletronics, Inc., Box 858, Memorial Dr., Waycross, Ga. 31501. Phone 912-283-4660.
STATION'S PROGRAMMING DESCRIPTION
WACL: Programmed for general interest.
1. PERSONNEL
Sales Manager—W. T. Parker.
2. REPRESENTATIVES
Mario Messina Company (except Southeast).
3. FACILITIES
5,000 w.; 570 kc. Directional—night only.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time and talent; payable monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 7/1/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	4.00	3.90	3.80	3.70	3.60	3.50
30 sec	3.20	3.10	3.05	2.95	2.90	2.80
10 sec	2.40	2.35	2.30	2.20	2.15	2.10
	260x	312x	365x	520x	780x	1000x
1 min	3.40	3.30	3.20	3.10	3.00	2.90
30 sec	2.70	2.65	2.25	2.50	2.40	2.30
10 sec	2.05	2.00	1.90	1.85	1.80	1.75

7. PACKAGE PLANS
PER WK,

ROS:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.50	3.25	3.00	2.85	2.65	2.45	2.25

30 sec: 80% of 1-min.
Pkg rates net to station.

WACL-FM
1972

Media Code 4 211 9406 9.00
Teletronics, Inc., Box 858, Memorial Dr., Waycross, Ga. 31501. Phone 912-283-4660.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WACL-FM: MOR.
1. PERSONNEL
Sales Manager—Jim Miller.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 440 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Rates are identical to WACL. See that listing.
Edited by Bill Parker.

WAYX
1938

NAB

Media Code 4 211 9460 6.00
Omnibus Group, Inc., Box 683, Waycross, Ga. 31501. Phone 912-283-7100.
STATION'S PROGRAMMING DESCRIPTION
WAYX: Demographic target 18-49, modern country.
1. PERSONNEL Operations Manager—Mark Self.
2. REPRESENTATIVES
David Carpenter Company, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 19 hours daily. EST.
4. AGENCY COMMISSION
15% time only. Payable monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS and KBS.
Member: Georgia Network, Inc., Ag-Report Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/2/74—Rec'd 12/12/74.

7. PACKAGE PLANS
WEEKLY PLANS

	1 ti	10 ti	20 ti	35 ti	50+
1 min	4.00	3.50	3.00	2.75	2.50
30 sec	3.50	3.00	2.50	2.00	1.75

MONTHLY PLANS—BOS
100 ti, 1 min ..... 2.50 100 ti, 30 sec 1.75
ANNUAL PLANS
1000 ti, 1 min ..... 2.50 1000 ti, 30 sec 1.75
WEEKEND PLAN
15 ti, ea 2.00
10. SPECIAL FEATURES

NEWS, PER WK:	2 ti	3 ti	5 ti
Local	6.00	5.50	5.00
Network	5.00	4.50	4.00

WAYX-FM
1971

NAB

Media Code 4 211 9461 4.00
Omnibus Group, Box 683, Waycross, Ga. 31501. Phone 912-283-7100.
STATION'S PROGRAMMING DESCRIPTION
WAYX-FM: Demographic target 18-42, adult rock.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 257 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Georgia Network, Inc., Ag-Report Network.
Discount available with WAYX. See that listing.

TIME RATES
Rates are identical to WAYX. See that listing.

WAYNESBORO (1 AM; 1 FM)

Burke County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WBRO
1954

NAB

Media Code 4 211 9515 7.00
WBRO, Inc., Box 151, McBean Rd., Waynesboro, Ga. 30830. Phone 404-554-2139.
1. PERSONNEL
General Manager—John J. Bailes.
3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network, Ag-Report Network.

TIME RATES
Eff 11/1/73—Rec'd 3/8/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	65x
1 min	4.00	3.85	3.55	3.40	3.00	2.85
30 sec	3.00	2.90	2.65	2.55	2.25	2.15
			78x	104x	260x	312x
1 min			2.60	2.40	2.20	1.90
30 sec			1.95	1.80	1.65	1.45

Edited by Doris Lewis, Jr.

WWGA
1974

NAB

Media Code 4 211 9542 1.00
Burke Broadcasting Co., 815 Lovers Ln., Waynesboro, Ga. 30830. Phone 404-554-3942.
1. PERSONNEL
General Manager—Hugh Roberts.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: The Georgia Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/15/74—Rec'd 11/18/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	260x	520x	780x	1040x
1 min	5.00	4.80	4.50	4.00	3.50	3.00
30 sec	4.00	3.85	3.60	3.20	2.80	2.40

15 sec: 50% of 1-min.

WEST POINT (2 AM; 1 FM)

Troup County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WBMK WCJM (FM)
1958 1965

Media Code 4 211 9570 2.00
Radio Valley, Inc., 705 W. 4th Ave., West Point, Ga. 31833. Phone 404-645-2991.
STATION'S PROGRAMMING DESCRIPTION
WBMK: Programmed for adults and teens.
1. PERSONNEL
Pres. & Gen'l Mgr.—C. Jim Murphy.
3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
FM-ERP 3,000 w.; 100.9 mc.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 256 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 6/1/70—Rec'd 10/29/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	261+
1 min	4.00	3.80	3.60	3.20	2.80	2.40	2.20	2.00

30 sec or less: 80% of 1-min.

WRLD
1946
LANETT, ALA.-WEST POINT, GA.

Media Code 4 211 9680 9.00
Valley Broadcasting Co., Inc., Box 312, West Point, Ga., 31833. Phone 205-644-1179.
1. PERSONNEL
General Manager—E. L. Pearce, Jr.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5 am-11 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 1/1/70—Rec'd 3/2/70.

6. SPOT ANNOUNCEMENTS
100 WORDS OR LESS

	1x	13x	26x	52x	104x	156x	260x
Ea	3.50	2.25	3.00	2.75	2.50	2.25	2.00

WINDER

Barrow County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WIMO
1952

Media Code 4 211 9735 1.00
Winder-Monroe Broadcasting Co., Box 526, Monroe Hwy., Winder, Ga. 30680. Phone 404-867-9158.
1. PERSONNEL
General Manager—C. H. Grider.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 6/30/75.

8. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	4.50	3.50	2.80

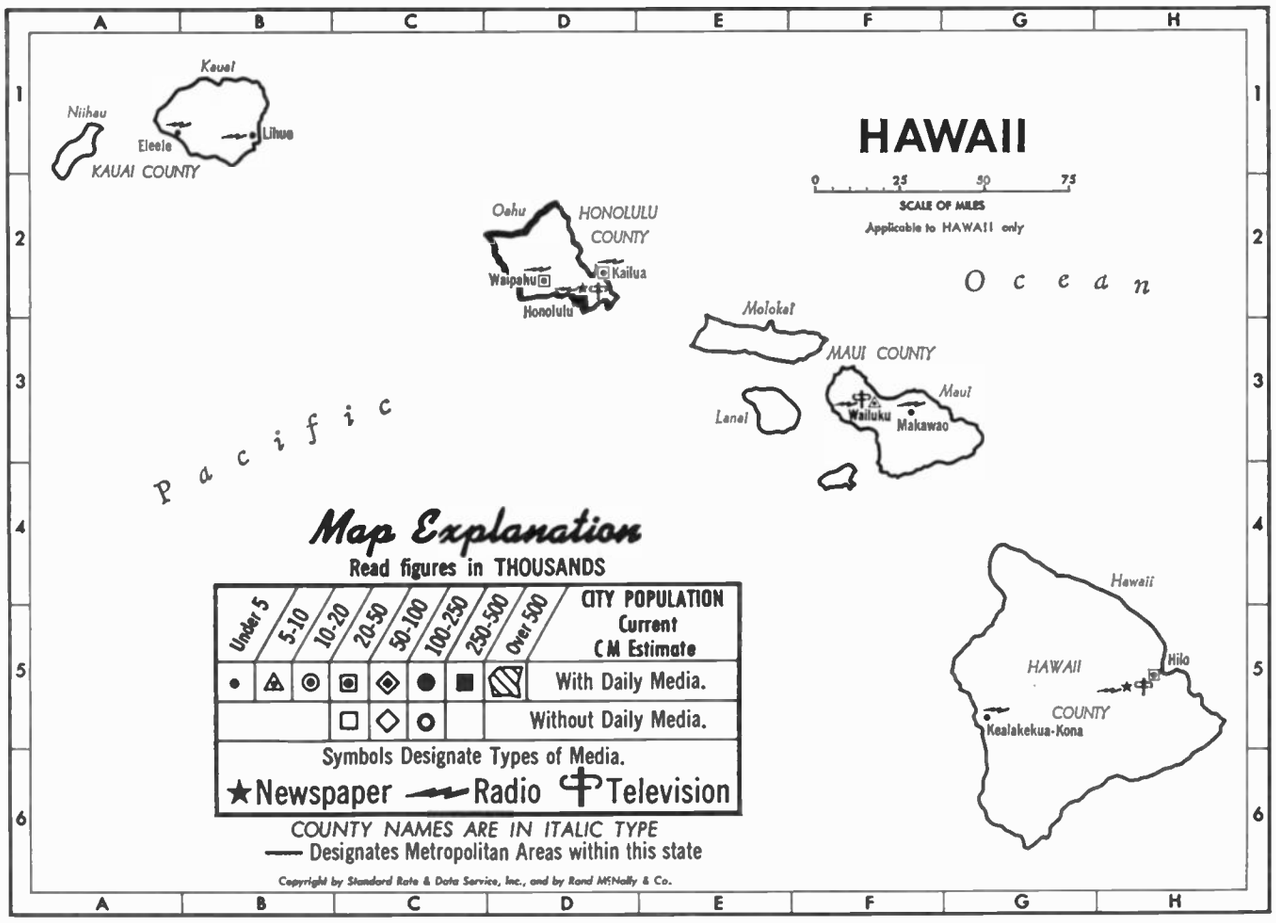
DISCOUNT

52x—5%	208x—15%	416x—25%
104x—10%	312x—20%	520x—30%

Edited by C. H. Grider.

GUAM

For listed radio stations, see Guam-Virgin Islands following Wyoming.



ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO
Kahuilu—Maui County

Negro Population Data

(January 1, 1975)

STATE TOTAL	7,306	Honolulu	6,976
METRO AREAS		Total Metros	6,976

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	23,276	METRO AREAS	
		Honolulu	19,714

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Hilo—Hawaii Honolulu—Honolulu Kailua—Honolulu Kaneohe—Honolulu Waipahu—Honolulu

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
HAWAII STATE TOTALS	839.2	260.84	4,295,938	16,470	4.6	11.8	9.1	23.3	46.0	2,089,041	8,009	401,228	50,433	300,400	80,820	66,810	260,574	122,406	431.61	.....	301,525
HAWAII G-5†	69.6	22.27	312,463	14,031	5.3	16.6	11.7	24.5	35.2	184,234	8,273	41,251	1,635	22,284	5,742	7,515	28,578	10,991	41.83	.....	.....
Hilo	26.5	8.26	137,430	16,638	.....	.....	.....	.....	.....	131,258	15,891	26,110	1,635	11,166	4,600	6,384	25,814	6,073	.....	.....	.....
HONOLULU D-2†	687.8	211.89	3,622,005	17,094	4.4	10.5	8.7	22.8	48.7	1,689,014	7,971	297,003	46,631	259,202	68,977	54,041	206,228	97,773	355.29	.....	.....
Honolulu	337.8	119.33	2,079,877	17,430	.....	.....	.....	.....	.....	1,338,848	11,220	197,570	35,110	225,909	65,122	45,578	165,100	73,000	.....	.....	.....
Honolulu Metro Area	687.8	211.89	3,622,005	17,094	4.4	10.5	8.7	22.8	48.7	1,689,014	7,971	297,003	46,631	259,202	68,977	54,041	206,228	97,773	355.29	.....	.....
Kailua	34.1	10.11	208,417	20,615	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaneohe	35.8	10.15	178,390	17,575	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Waipahu	27.0	7.50	104,992	13,999	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
KAUAI B-1	30.4	9.95	137,242	13,793	5.1	14.2	11.3	27.9	36.0	81,495	8,190	28,088	333	8,661	1,620	1,777	10,206	5,195	1.81	.....	.....
MAUI F-3	51.4	16.73	224,228	13,403	6.1	15.5	12.0	25.5	33.7	134,298	8,027	34,886	1,834	10,253	4,481	3,477	15,562	8,447	32.68	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

HAWAII

HAWAII

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Hukilau Net, The

Comprised of:
Non-Interconnected Stations
KGU—Honolulu KHLO—Hilo
KNUI—Maui
Media Code 4 212 0700 2.00
Business Address—605 Kapiolani Blvd., Honolulu, Hawaii 96813.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don Metzger.
Sales Manager—Jim Myers.
Prog. & Opr. Mgr.—Bernie Armstrong.

2. REPRESENTATIVES
Avco Radio Sales.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 27, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES

For all rates see listing of KGU, Honolulu.
KHLO, Hilo, KNUI, Maui, Hawaii, may be added to KGU buy for 5.00 per 1-min spot; 4.00 for 30-sec spot per station.
Edited by Don Metzger.

ELEELE

(Kauai County)
See SRDS consumer market map and data at beginning of the State.

KUAI
1965

NAB R A B

Media Code 4 212 0900 8.00
American Islands Broadcasting Corp., Box 720, Eleele, Kauai, Hawaii 96705. Phone 335-3171.

STATION'S PROGRAMMING DESCRIPTION
KUAI: Programmed for 18 years and upwards. General, popular and middle-of-the-road music. Air personalities use Hawaiian music occasionally for flavor. Brief newsmaker telephone conversations, dedications, requests, local color comments and periodic guest interviews with noted local persons and vacationing celebrities. NEWS: 5 min on the hour, headlines at :30. Expanded news 8 am, noon and 5:30 pm. Wire services plus local staff, includes sports, weather, business news. Station editorializes. Filipino language program M-Sat 4:30-5:30, Japanese language show Sun 9 am-noon. Rec'd 6/28/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—John S. Short.
Vice-Pres. & Sta. Mgr.—William Dahle.

3. FACILITIES
5,000 w.: 720 kc. Non-directional.
Operating schedule: 4:30 am-midnight. HST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Tax on advertising: 4% State tax applicable to all net billing.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 7/7/75.
AAA—Mon thru Fri 5:30-9 am & 3-6 pm; Sat 6-9 am.
AA—Mon thru Fri 9 am-3 pm; Sat 9 am-6 pm; Sun 7 am-6 pm.
A—Mon thru Sun 6 pm-midnight.

7. PACKAGE PLANS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	7.50	6.25	6.50	5.25	3.25	2.75
7 ti	7.30	6.00	6.30	5.00	3.00	2.50
13 ti	7.00	5.75	6.00	4.75	2.75	2.25
25-36 ti	6.50	5.50	5.50	4.50	2.50	2.00

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Fixed position, extra 25% AAA, 10% AA & A.

TAP—52 WEEK CONTRACT

PLAN:	Day	Wk	1 min	30 sec
II (6AAA, 6AA)	2 ti	12 ti	69.42	56.10
III (8AAA, 6AA, 4A)	3 ti	18 ti	82.40	68.80
IV (10AAA, 8AA, 6A)	4 ti	24 ti	100.92	81.90
VI (15AAA, 14AA, 7A)	6 ti	36 ti	134.40	111.65

Equally over 6+ days per wk; rotate within time classes. Fixed position, extra 25% AAA, 10% AA & A.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS—26 WEEK SCHEDULE

PER WK:	2 ti	7 ti	13-24
AAA	7.50	7.30	.....
AA	6.50	6.30	6.00
A	3.25	3.00	2.75

Submitted by John S. Short.

HILO (3 AM)

(Hawaii County)
See SRDS consumer market map and data at beginning of the State.

KHLO
1950

R A B

Media Code 4 212 1200 2.00
Kerby Scott Productions, Inc., Box 1497, Hilo Plaza Bldg., Hilo, Hawaii 96720. Phone 935-6372.

STATION'S PROGRAMMING DESCRIPTION
KHLO: Programmed for young adults and adults. MUSIC: 75%: Modern Country, pop-rock, MOB. NEWS: Wire Service & local, hourly. Japanese 6-8 pm, M-F Filipino 5-8 am Sun. SPORTS: Major, regional & local; football, basketball, baseball. Rec'd 6/28/73.

1. PERSONNEL
General Manager—Dean W. Manley.
Sales Manager—Larry Tavares.
Office Manager—Lillian Cunningham.

3. FACILITIES
1,000 w.; 850 kc.
Operating schedule: 5:30 am-midnight. HST.

4. AGENCY COMMISSION
15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a 15b.
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e, 49, 51a, 51b, 51c.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC and KBS.
Member: The Hukilau Net.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/72—Rec'd 6/14/72.
AA—Mon thru Sat 6-9 am & 3-6 pm, (except sports).
A—Mon thru Sat 9 am-3 pm, (except sports); Sun 5 am-6 pm.
B—Mon thru Sun 6 pm-5 am, (except sports).

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	13x	27x	105x	251+
AA	7.00	6.50	6.00	5.50	5.00
A	5.75	5.25	4.75	4.50	4.00
B	4.50	4.00	3.50	3.25	3.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
Plan A—30 30-sec (10AA, 10A, 10B) 90
Plan B—60 30-sec (30AA, 20A, 10B) 180
Plan C—80 30-sec (30AA, 30A, 20B) 220
To be used within 10 days.

RULK RATES

	1 min	30 sec
1,000 x (1/2AA, 1/2A)	3600	3000

ID's: 50% of 1-min

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/FEATURES

PER WK:	2 ti	3 ti	5 ti
2 min	15	25	35
4 min	25	35	45
10 min	35	50	75

CONSECUTIVE WEEK DISCOUNT
13 wk—5% (*) 52 wk—15%
26 wk—10%
(*) Applies only to Spot Announcements.

KIPA
1947

R A B

Media Code 4 212 1500 5.00
Big Island Broadcasting Co., Ltd., Box 1602, 614 Kilauea Ave., Hilo, Hawaii 96720. Phone 808-935-6858.

STATION'S PROGRAMMING DESCRIPTION
KIPA: News, popular music, selected Hawaiian music; Japanese & Filipino language & music; classical, jazz & progressive rock. 7 man news & public affairs staff. News block 6:30-8:05 am M-Sat; 5 min at :60; 1/2 hr. blocks at 4 & 5 pm M-F. Financial headlines 1/2 hr. M-F; scorecard Sat & Sun. Popular music 8:05 am-6 pm M-Sat, 12:30-4:30 pm Sun. Japanese 5-6:30 am M-Sat, 7-9 pm M-F, 7 am-noon Sun. Filipino 6-7 pm M-F, 5-7 am Sun. Classical 5-7 pm Sun. Jazz 7-8 pm Sat & Sun. Progressive rock 8 pm-1 am Sat & Sun, 9 pm-midnight, M-F. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hugh Gordon.
Operations Manager—Cecil Seavey.
News Director—Don Smith.

2. REPRESENTATIVES
Los Angeles—Century National Sales.

3. FACILITIES
1,000 w.; 620 kc.
Operating schedule: 5-12:30 am. HST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10h, 11h, 12h, 13b, 14b.
Basic Rates: 23a, 24b, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60h, 60k, 61a.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/73—Rec'd 11/12/73.
AA—Prime 5-9 am & 3-7 pm.
A—Select.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	1 min 3-6 ti	30 sec 1 ti	30 sec 3-6 ti
AA	13.00	8.50	8.75	5.75
A	9.75	6.50	6.50	4.25

7. PACKAGE PLANS
TOTAL CONCEPT PACKAGE PLANS
Japanese—5-6:30 am.
News—6:30-8:05 am.
Go Home or Fill—3-7 pm.

COST PER WK:	1 min	30 sec
12 ti (3 Japanese, 3 News Radio) 3 Go Home, 3 Select time)	84.60	56.40
24 ti (6 Japanese, 6 News Radio, 5 Go Home, 7 Select time)	135.25	90.40
9 ti (3 Japanese, 3 Go Home, 3 Select time)	62.10	41.40
20 ti (6 Japanese, 5 Go Home, 9 Select time)	108.75	72.80

ROS
(Mon thru Fri 10 pm-midnight; Sat 6 pm-midnight; Sun 6:30-10 pm)

PER MO:	1 min	30 sec
30 ti	60.00	45.00

Fixed position: Extra 15%.
BONUS PLANS
13 wk—5% more spots. 52 wk—15% more spots.
26 wk—10% more spots.

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
AA	85.00	42.00	25.00	12.75
A	60.00	30.00	17.00	8.75

Edited by Cecil Seavey.

KPUA
1930

Media Code 4 212 1800 9.00
Heftel Radio Hilo Inc., 58 Manaolana Pl., Hilo, Hawaii 96720. Phone 935-5461.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Hal Boudreau.
Program Director—Steve A. Reno.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 970 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 23b, 24b, 25a, 28b, 29a, 30, 31.
Contracts: 40a, 42b, 42d, 43, 44a, 47e, 48, 49, 51a, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Eastman Radio Network.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/71—Rev 1/1/74—Rec'd 3/28/74.

6. SPOT ANNOUNCEMENTS

MYNAH BIRD SHOW—MON THRU SAT 6-10 AM	1 min		30 sec	
PER WK, EA:	*3 ti	6 ti	*3 ti	6 ti
1 wk	10.00	9.50	7.50	7.00
13 wk	9.50	9.00	7.00	6.50
26 wk	9.00	8.50	6.50	6.00
52 wk	8.50	8.00	6.00	5.50
STEVE A RENO SHOW—MON THRU SAT 2-6 PM				
1 wk	7.30	6.70	5.00	4.40
13 wk	.....	5.95	.....	4.20
26 wk	.....	5.65	.....	3.95
52 wk	.....	5.35	.....	3.75
HAL MARKS TIME—MON THRU SAT 10 AM-2 PM				
1 wk	5.55	4.85	3.65	3.35
13 wk	.....	4.65	.....	3.10
26 wk	.....	4.45	.....	2.95
52 wk	.....	4.25	.....	2.60

(*) M-W-F or T-Th-Sa, alternating.
Fixed time: (2 hr blocks), extra 25%.

†ECHOS OF JAPAN—MON THRU SAT 5-6 AM & SUN 6-8 AM

	1x	14x	80x	90x	180x	365x
1 min	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	4.35	4.00	3.75	3.50	3.25	3.00

(†) 15% translation charge included.

7. PACKAGE PLANS
THE MYNAH BIRD PLAN
5 spots per day, 1 spot in each; Mynah Bird, Hal Marks, Steve A. Reno, Robbie Plaus, Tim O'Brian.

30 TI, 6 DAYS PER WK:	1 wk	13 wk	26 wk	52 wk
1 min	157.50	142.50	124.50	114.00
30 sec	112.50	102.00	90.00	75.00

WEEKLY PACKAGE PLAN—MON THRU SUN 10 AM-11 PM

PER WK, EA:	1 min 1 wk	13 wk	26 wk	52 wk	30 sec 1 wk	13 wk	26 wk	52 wk
12 ti	4.85	4.65	4.35	4.25	3.90	3.45	3.10	2.80
18 ti	4.65	4.45	4.15	4.05	3.75	3.30	3.05	2.60
30 ti	4.45	4.25	3.95	3.85	3.65	3.25	2.35	2.40

SUNDAY PACKAGE
1 min, 13 ti ..... 34.00 30 sec, 13 ti 26.00

HONOLULU (16 AM; 4 FM)

(including Waipahu)
(Honolulu County)
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	45	21	25	16
B	25	16	21	15
C	23	16	21	15
D	21	15	21	15
AVERAGE	29	17	22	15

KAHU
1650
WAIPAHU

NAB

The Golden Pacific Group
Media Code 4 212 2100 3.00
Royal Hawaiian Radio Co., Inc., Waipahu, Hawaii. Phone 808-677-5667. TWX 2W40.
Mailing address: Box 1007, Waipahu, Oahu, Hawaii 96797.

1. PERSONNEL
Station Manager—Harry En Chu.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
10,000 w.; 940 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15% time only: monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a.
Basic Rates: 21a, 21c, 22a, 23a, 24b.
Contracts: 40a, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60i.
Cancellation: 72a.
Prod. Services: 82.
Affiliated with KBS.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12R Eff 1/1/73—Rec'd 4/23/73.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—Mon thru Sat 9 am-3 pm; Sun 6 am-6 pm.
R—Mon thru Sun 6 pm-4:30 am.

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	16 ti	24 ti	30 ti
CLASS AA					
1 min	7.25	6.80	6.45	6.10	5.75
30 sec	6.00	5.60	5.20	4.85	4.50
10 sec, flat 4.00.					
CLASS A					
1 min	6.35	5.90	5.55	5.20	4.85
30 sec	5.10	4.70	4.30	3.95	3.60
10 sec, flat 3.00.					
CLASS B					
1 min	5.10	4.70	4.30	3.95	3.60
30 sec	4.10	3.70	3.30	2.95	2.60
10 sec, flat 2.00.					

*30-TIME BONANZA PLAN
1 min, ea ..... 4.50 30 sec, ea 3.33
*18-TIME JACKPOT PLAN
1 min, ea ..... 5.00 30 sec, ea 4.00
(*) 1/3AA, 1/3A, 1/3B.

10. SPECIAL FEATURES
Filipino program—flat rate:
1 min ..... 5.00 30 sec 3.50

KAIM
1955
HONOLULU

NAB

Media Code 4 212 2400 7.00
Christian Broadcasting Assoc., Box 375, 3555 Harding Ave., Honolulu, Hawaii 96809. Phone 732-6602. Cable address—Christrad, Honolulu, Hawaii.

STATION'S PROGRAMMING DESCRIPTION
KAIM: Programmed for adults and young adults. MUSIC: classical and sacred; Metropolitan opera in season, Sat afternoon. Contact Representative for further details. Rec'd 3/1/74.

1. PERSONNEL
General Manager—Cliff R. Scott.

2. REPRESENTATIVES
Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 870 kc. Non-directional.
Operating schedule: 6-12:05 am. HST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b 2b, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 15b.
Basic Rates: 20a, 22a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Tobacco advertising not acceptable.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
Eff 1/1/75—Rec'd 10/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	32x	104x	260x	520x	1040x
1 min	5.05	4.80	4.45	4.25	3.80	3.25	2.55	1.95
30 sec	3.80	3.50	3.25	2.80	2.55	2.20	1.95	1.25

10 sec: Mon thru Fri 5x daily, per mo 60.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x	520x	1040x
1 hr	63.55	60.35	57.10	54.00	50.80	48.40	47.00	44.45
1/2 hr	38.10	32.35	30.50	28.55	26.60	25.40	24.20	22.85
1/4 hr	24.20	20.65	19.05	17.75	16.50	15.25	14.00	13.10
5 min	10.10	7.60	7.00	6.35	5.70	5.60	5.05	4.45

Edited by C. R. Scott.

KAIM-FM
1953
HONOLULU

NAB

Media Code 4 212 2401 5.00
Christian Broadcasting Assoc., Box 375, 3555 Harding Ave., Honolulu, Hawaii 96809. Phone 732-6602. Cable address—Christrad, Honolulu, Hawaii.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KAIM-FM: Programmed for adults and young adults. MUSIC: classical 6 am-12M M-Sun. Contact Representative for further details. Rec'd 2/25/71.

3. FACILITIES
ERP 37,000 w.; 95.5 mc. Stereo.
Operating schedule: 6 am-midnight. HST.

(This listing continued on next page)

Honolulu—KAIM-FM—Continued

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES

Rates are identical to KAIM. See that listing

KCCN
1966
HONOLULU

Grayson Enterprises, Inc.

Media Code 4 212 2700 0.00
Grayson Enterprises, Inc., Waikiki Business Plaza, 2270 Kalakaua Ave., Suite 904, Honolulu, Hawaii 96815. Phone 923-0402. TELEX 634-297 (WUI).

STATION'S PROGRAMMING DESCRIPTION
KCCN: Programmed for mass appeal.
MUSIC: 100% Hawaiian music. 18 hours daily.
NEWS: 5 min news each half hour during morning and evening traffic periods, on hour in non-traffic periods. News emphasis 70% local, 30% national and international. Sports and local weather reported inside newscasts. Air personalities employ Hawaiian legends, humor, dedications, brief listener conversations, requests, local color comments, traffic reports, sailing, surfing and fishing conditions and tourist features including mainland weather, shipping reports and what to do vignettes. Rec'd 1/30/75.

1. PERSONNEL
General Manager—James A. Wethington.
Assistant Manager—Krash Kealoha.

3. FACILITIES
5,000 w.; 1420 kc. Non-directional.
Operating schdule: 4:30 am-midnight. HST.

4. AGENCY COMMISSION
15/0 time only: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 32b, 33c.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 11/1/73—Rec'd 10/8/73.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—Mon thru Sat 9 am-3 pm.
B—Mon thru Sat 6 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	1 min 6 ti	1 min 12 ti	1 min 24+	30 sec 1 ti	30 sec 6 ti	30 sec 12 ti	30 sec 24+
CLASS AA								
1 wk	10.50	10.00	9.50	9.00	8.00	7.50	7.00	6.50
13 wk	10.00	9.50	9.00	8.50	7.50	7.00	6.50	6.00
26 wk	9.50	9.00	8.50	8.00	7.00	6.50	6.00	5.50
41-52	9.00	8.50	8.00	7.50	6.50	6.00	5.50	5.25
CLASS A								
1 wk	8.00	7.00	6.50	6.00	5.50	4.75	4.50	4.25
13 wk	7.25	6.75	6.25	5.75	5.00	4.50	4.25	4.00
26 wk	6.75	6.50	6.00	5.50	4.50	4.25	4.00	3.75
41-52	6.50	6.00	5.50	5.25	4.00	4.00	3.75	3.50
CLASS B								
1 wk	4.00	3.75	3.50	3.00	3.00	2.75	2.50	2.50
13 wk	3.75	3.50	3.25	2.75	2.75	2.50	2.25	2.25
26 wk	3.50	3.25	3.00	2.50	2.50	2.25	2.00	2.00
41-52	3.25	3.00	2.75	2.25	2.25	2.00	1.75	1.50

Fixed position, extra 10%.

7. PACKAGE PLANS

PER WK:	1 min	30 sec
Malihini Plan, 5 ti (2AA, 2A, 1B)	36.75	26.25
Aloha Plan, 10 ti (5AA, 3A, 2B)	78.50	52.50
Diamond Head Plan, 16 ti (7AA, 6A, 3B)	110.25	78.75
Kamaaina Plan, 22 ti (11AA, 6A, 5B)	152.25	105.00
Paradise Plan, 31 ti (14AA, 9A, 8B)	194.25	131.25
WEEKENDER PLAN (Fri 6 am thru Sun midnight)		
5 ti (1AA, 1, 3B)	28.35	21.00
10 ti (2AA, 2A, 6B)	52.50	36.75
20 ti (5AA, 3A, 12B)	105.00	73.50

No discount for frequency.

10. SPECIAL FEATURES
Newscasts—hourly at :60, 5 min 6 am-6 pm including 3 15-min reports 7 am, noon & 5 pm Mon thru Fri.
Sports—5 min Mon thrt Fri at 7:30 am & 4:30 pm. For 5-min news or sports segments—applicable 1-min spot plus 10%.

PACKAGE RATES FOR MONTHLY CONTRACT

PER WK:	1 ti	2 ti	3 ti	7 ti	*7 ti
Per mo	25	35	50	100	75

(*) 6 month contract.
Applies to Filipino program only.

KGMB
1929
HONOLULU

EASTMAN RADIO, INC.

A Heftel Station

Media Code 4 212 3300 6.00
Heftel Broadcasting Corp., Box 581, 1534 Kapiolani Blvd., Honolulu, Hawaii 96809. Phone 941-3011.

STATION'S PROGRAMMING DESCRIPTION
KGMB: Programmed for Hawaii.
AIR PERSONALITIES handle all segments. MUSIC: general popular, MOR, current hits & standards. NEWS: 5 min 28x/day, 10 man staff, 5 mobile units. Tele/interviews, humor, traffic reports, weather conditions, helicopter reports, quizzes by personalities. Contact Representative for further details. Rec'd 4/19/72.

1. PERSONNEL
President—Cecil (Cec) Heftel.
Vice-Pres. & Gen'l Mgr.—Earl McDaniel.
Vice-Pres. & Sales Mgr.—Richard Cramer.
National Sales Manager—Robert Fox.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 590 kc
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 51b.
Comb.; Cont. Discounts: 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: KGMQ (FM).
Affiliated with Eastman Radio Network.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 1/1/75—Rev 4/24/75—Rec'd 5/2/75.

6. SPOT ANNOUNCEMENTS
AKU—MON THRU SAT 5-10 AM

PER WK:	*3 ti 1 min	*3 ti 30 sec	*6 ti 1 min	*6 ti 30 sec
1 wk	56.00	42.00	47.00	33.00
13 wk	52.50	38.50	45.00	32.00
26 wk	50.50	35.50	43.00	28.00
52 wk	48.50	34.25	39.50	26.00
GRANNY GOOSE—MON THRU SAT 2-7 PM				
1 wk	25.00	17.00	22.50	15.00
13 wk	------	------	20.50	14.00
26 wk	------	------	19.25	13.50
52 wk	------	------	18.00	13.00
GEORGE KENNEDY—MON THRU SAT 10 AM-2 PM				
1 wk	18.75	12.50	16.50	11.50
13 wk	------	------	15.50	11.00
26 wk	------	------	15.00	10.00
52 wk	------	------	14.50	8.75

All fixed times: Extra 50%.
Any time period deviation: Extra 50%.
(*) Mon/Wed/Fri or Tues/Thurs/Sat alternate wks.

7. PACKAGE PLANS
AKU PLAN

PER WK:	24/6 days 1 min	24/6 days 30 sec	12/*3 days 1 min	12/*3 days 30 sec
1 wk	408.00	258.00	228.00	159.00
13 wk	384.00	240.00	219.00	150.00
26 wk	360.00	222.00	204.00	138.00
52 wk	336.00	210.00	192.00	132.00

4 spots per day, 1 spot ea in AKU, George Kennedy, Ted Sax, Agapito B. Smythe.
(*) Mon/Wed/Fri or Tues/Thurs/Sat alternate wks.

MON THRU SUN 10 AM-MIDNIGHT

PER WK:	1 min 1 wk	1 min 13 wk	1 min 26 wk	1 min 52 wk	30 sec 1 wk	30 sec 13 wk	30 sec 26 wk	30 sec 52 wk
12 ti	16.00	15.00	14.50	14.00	13.00	12.00	11.00	10.00
18 ti	15.00	14.50	14.00	13.50	12.50	11.50	10.50	9.50
24 ti	14.00	13.50	13.00	12.50	12.00	11.25	10.00	9.00

SUNDAY PACKAGE—MINIMUM SPREAD 12 HOURS
13 30-sec per Sun 91.00; 13 1-min per Sun 117.00.
Edited by Mary C. Downey.

KGMQ (FM)
1967
HONOLULU

EASTMAN RADIO, INC.

Media Code 4 212 3450 1.00
Heftel Broadcasting Corp., Box 581, 1534 Kapiolani Blvd., Honolulu, Hawaii 96809. Phone 941-3011.

See affiliated AM station for additional information.
AM facilities: KGMB.

1. PERSONNEL
President—Cecil (Cec) Heftel.
Executive Vice-President—Earl McDaniel.
General Manager—Tony Wrath.
Program Director—Dave Shaw.
National Sales Manager—Robert Fox.

2. REPRESENTATIVES
Eastman Radio, Inc.

2. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.1 mc. Stereo.
Operating schedule: 24 hours daily. HST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/75—Rec'd 12/6/74.
AAA—Mon thru Sun 9 am-7 pm.
AA—Mon thru Sun 5-9 am & 7 pm-midnight.
A—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 7 ti	AAA 14 ti	AAA 21 ti	AAA 28 ti	AAA 35 ti
1 min	15.00	13.75	12.35	11.00	10.30
30 sec	12.00	11.00	9.90	8.80	8.25
	AA				
1 min	12.50	11.25	10.30	9.60	8.25
30 sec	10.00	9.00	8.25	7.70	6.60

A: Flat 1-min 3.00; 30-sec 2.40.

7. PACKAGE PLANS
MON THRU SUN—1/3AAA, 1/3AA, 1/3A

PER WK:	1 min	30 sec		1 min	30 sec
21 ti	8.75	7.00	36 ti	8.00	6.50

Preemptible; made good comparable or better time period before end of schedule.

KGU
1922
HONOLULU

AVCO RADIO SALES

Media Code 4 212 3600 1.00
Communications Hawaii, Inc., 605 Kapiolani Blvd., Honolulu, Hawaii 96813. Phone 536-3626.

STATION'S PROGRAMMING DESCRIPTION
KGU: MUSIC: Adult contemporary/MOB with personalities. NEWS: at :55, 5-10 min drivetimes. Nightly news summary 9:30 pm. SPORTS: U basketball nights & weekends; NFL, college & selected local high school football & major Bowl games. Nightly sports talk 7-7:30 pm. Sports capsules at :25 throughout day. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don Metzger.
Sales Manager—Jim Myers.
Program Manager—Bernie Armstrong.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
10,000 w.; 760 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 27, 28a, 29a, 32a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC and MBS.
Affiliated with Avco Group Plan.
Member: The Hukilau Net.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/75—Rec'd 12/2/74.
AA—Mon thru Sat 5:30-9 am, 3-7 pm & within 1/2 hour of play-by-play sports events.
A—Mon thru Sat 9 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

AA:	Per Wk 6 ti 1 min	6 ti *	12 ti 1 min	12 ti *	24 ti 1 min	24 ti *
1 wk	21.00	15.75	20.00	14.50	17.50	12.25
4 wk	20.50	14.00	19.25	12.75	17.00	11.75
13 wk	18.75	13.50	17.50	12.25	16.25	11.00
26 wk	17.00	11.75	15.75	10.50	14.50	9.25
52 wk	16.25	11.00	15.25	10.00	14.00	8.75
A:						
1 wk	18.75	14.00	17.50	11.75	15.25	10.50
4 wk	18.25	12.25	15.75	11.00	14.00	10.00
13 wk	16.25	11.00	15.25	10.00	12.25	8.25
26 wk	14.50	10.00	13.50	8.75	11.75	7.75
52 wk	14.00	9.25	12.75	8.25	11.00	7.00
B & ROS:						
1 wk	16.25	12.75	15.25	11.75	14.00	10.50
4 wk	15.25	11.75	14.00	10.50	12.75	9.25
13 wk	14.00	10.50	12.75	9.25	11.75	8.25
26 wk	12.75	9.25	11.75	8.25	10.50	7.00
52 wk	11.75	8.25	10.50	7.00	10.00	6.50

10 sec: 50% of 30-sec rate.
Fixed position, extra 20%.
(*) 30 sec.
Edited by Don Metzger.

KHSS
1963
HONOLULU

BLAIR RADIO

Media Code 4 212 3900 5.00
Communico Oceanic Corp., 1701 Ala Wai Blvd., Honolulu, Hawaii 96815. Phone 808-955-5511.
See affiliated AM station for additional information.
AM facilities: KPOI.

STATION'S PROGRAMMING DESCRIPTION
KHSS: Programmed for adults.
MUSIC 97%: current popular, standards, MOR and showtunes blended into uninterrupted 1/4 hour segments. NEWS 3%: 2 min summaries every half hour 6-8 am & every other hour 9 am-7 pm. Surf reports and marine weather. COMMERCIAL POLICY: maximum 6 units per hour. Contact Representative for further details. Rec'd 5/3/74.

1. PERSONNEL
President—Frederic W. Constant.
Vice-Pres. & Gen'l Mgr.—Steve Wrath.
Music Director—James A. Schulke.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 100,00 w.; 97.5 mc. Stereo.
Operating schedule: 24 hours daily. HST.
Antenna ht.: 484 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.
Sold in combination with KPOI. See that listing for rates.

TIME RATES
No. 4A Eff 9/1/75—Rec'd 8/1/75.
AAA—10 am-7 pm.
AA—6-10 am & 7-10 pm.
A—10 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	22	19	17	14	12	10
12 ti	21	18	16	13	11	9
18 ti	20	17	15	12	10	8
24 ti	19	16	14	11	9	7

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min	15	14	13
30 sec	12	11	10

Submitted by Frederic W. Constant.

KHVH
1957
HONOLULU

NEWS AND INFORMATION SERVICE

Subscriber to the NAB Radio Code

Media Code 4 212 4200 6.00
KHVH, Inc., 1060 Bishop St., Honolulu, Hawaii 96813. Phone 524-3111. Cable address—KHVH. TELEX 723-8479.

STATION'S PROGRAMMING DESCRIPTION
KHVH: Programmed for adults.
All news format. Network at :60, local news at :06 & :30. SPORTS: news twice hrly. Live coverage of major league baseball, professional basketball & football, pro golf, college football & other sports specials. Mystery show 10:06-11 pm. Rec'd 6/2/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—L. S. Berger.
Sales Manager—R. L. Bowen.

3. FACILITIES
5,000 w.4 1040 kc. Non-directional.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0; 15th following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 2e, 3d, 4a, 5, 6b, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 26, 27, 29a.
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 47c, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60h, 60i, 61c, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC News & Information Service.
TAX ON ADVERTISING: 4% Sales Tax applicable to all net billing.

TIME RATES
No. 22 Eff 2/1/75—Rec'd 1/20/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-5:30 am; Sat 10 am-sign-off; Sun 6 am-Mon 5:30 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1-6 ti	25.00	22.00	19.00	17.00	10.00	8.50
12 ti	23.00	21.00	17.00	15.00	9.00	8.00
18 ti	21.00	18.00	16.00	14.00	8.50	7.50
24 ti	20.00	17.00	15.00	13.00	8.00	7.00

10 sec: 50% of 1-min.
Fixed position: Extra 25%.

7. PACKAGE PLANS
CUME PLANS—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	1 min	30 sec
18 ti	12.22	10.53
36 ti	10.75	9.00

10 sec: 50% of 1-min.
Fixed position: Extra 25%.
Submitted by L. S. Berger.

KIKI
1951
HONOLULU

Media Code 4 212 4500 2.00
Court Broadcasting, 331-D Kamani St., Honolulu, Hawaii 96812. Phone 536-3456. Cable code—KIKI, Honolulu.

STATION'S PROGRAMMING DESCRIPTION
KIKI: Programmed for teens & adults 18-24.
MUSIC: blend of progressive rock, folk, jazz, Hawaiian, blues, R & B & top 40 hits of past & present. 7 AIR PERSONALITIES handle all segments. NEWS: 10 min international, national & local including all islands at :40 scheduled durtng 1-3-5-6-7-8-11 am & 2-4-5-6-11 pm M-F; 6-7-8-11 am & 5 pm Sat. 5 man news staff plus AP wire service, actualities, beepers & features local & national. SPORTS: with newscast; capsule surfing reports, high & low tide reports days, meets, yacht races. SUN: Filipino language 5-8:45 am. RELIGION: 8:45-9 am & 10:30-10:45 pm Sun. Contact Representative for further details. Rec'd 9/6/73.

1. PERSONNEL
General Manager—C. C. Bud Larsen.
Sales Manager—Brian Skelly.
Program Director—Ron King.

2. REPRESENTATIVES
National Time Sales.

3. FACILITIES
10,000 w.; 830 kc. Non-directional.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0; payable when rendered.

(This listing continued on next page)

Honolulu—K I K I—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11a, 12b, 13b, 14c, 15a, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 25a, 25c, 28c, 29a, 30, 33a.
Contracts: 40a, 40c, 42d, 44a, 45, 46, 47e, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 61d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
No. 8 Eff 1/1/75—Rec'd 1/7/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm; Sun 9 am-7 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA						
1 min	18.00	17.50	17.00	16.50	16.00	15.50
30 sec	14.00	13.50	13.00	12.50	12.00	11.50
10 sec	9.00	8.75	8.50	8.25	8.00	7.75
CLASS AA						
1 min	15.00	14.50	14.00	13.50	13.00	12.50
30 sec	12.00	11.50	11.00	10.50	10.00	9.50
10 sec	7.50	7.25	7.00	6.75	6.50	6.25
CLASS A						
1 min	12.00	11.50	11.00	10.50	10.00	9.50
30 sec	10.00	9.50	9.00	8.50	8.00	7.50
10 sec	6.00	5.75	5.50	5.25	5.00	4.75

Fixed position: Extra 25% (choice of 1/4 hr position).

7. PACKAGE PLANS

PLAN I:	1 min	30 sec	10 sec
AAA	49	38	24
AA	40	32	20

Incl 3 spots per wk Mon, Wed, Fri/Tues, Thurs, Sat.

PLAN II, 6 AM-6 PM:
21 spots per wk (3 per day) 6-10 am, 10 am-3 pm, 3-6 pm, per wk. 248 189 124

PLAN III, 6 PM-6 AM:
21 spots per wk (3 per day) 6-10 pm, 10 pm-2 am, 2-6 am, per wk. 181 144 91

PLAN IV, PER WK, EA:	6 ti	12 ti
Community Service Package	8	7

Incl public service spots with open & close, plus 30-sec spot. ROS.
Fixed position: Extra 25% (choice of 1/4 hr position).

10. SPECIAL FEATURES
Newscast sponsorship—add 20% to 1-min.
Incl open or close plus 1 1-min spot within, 1 30-sec spot 7 pm-midnight.
Surf & weather sponsorship—extra 10%.
Incl open or close plus 1 spot within 30-sec or 1-min & 10-sec 7 pm-midnight.

FILIPINO PROGRAM, SUN 5-8:45 AM:	1 min	30 sec
Per spot	10	8

Fixed position—extra 25%.
ROS, BTA—Use AA.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KIOE
1970
HONOLULU

Media Code 4 212 4650 5.00

Fox Broadcasting Corp., 677 Ala Moana, Honolulu, Hawaii 96813. Phone 808-531-4187.

STATION'S PROGRAMMING DESCRIPTION
KIOE: Programmed for 18-34.
MUSIC: adult contemporary. NEWS: 90-sec. at :20 & :40. COMMERCIAL POLICY: 8 commercial breaks per hour with maximum 12 commercial minutes per hour. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
General Sales Manager—Jack O'Neill.
Program Director—Scott Edwards.

2. REPRESENTATIVES
Harlan G. Oakes, Inc.

3. FACILITIES
5,000 w.; 1080 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10g, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 21d, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60b, 60i, 61a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
Eff——Rec'd 3/8/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10-8 pm & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	5x	10x	20x	25x	40x	50x	75x	100x
CLASS AAA								
1 min	12.15	11.85	10 15	9.85	9.65	9.35	9.05	8.85
30 sec	9.15	8.95	8.15	7.75	7.45	7.25	7.05	6.75
CLASS AA								
1 min	9.95	9.55	8.65	8.45	8.25	8.15	7.75	7.55
30 sec	8.15	7.95	7.25	6.85	6.55	6.25	6.15	5.95

7. PACKAGE PLANS

1/4AAAA, 3/4AA	4x	12x	20x	28x	40x	60x	80x	100x
1 min	10.50	10.15	9.05	8.80	8.60	8.45	8.10	7.90
30 sec	8.40	8.20	7.50	7.10	6.70	6.50	6.40	6.25

KISA
1973
HONOLULU

Media Code 4 212 4725 5.00

Hagadone Capital Corp., 705 N. King St., Honolulu, Hawaii 96817. Phone 808-847-0835.

STATION'S PROGRAMMING DESCRIPTION
KISA: Programmed for Filipino listeners.
MUSIC: Filipino & English adaptations. NEWS: 5 min at :60. Weather: 2 min at :30. Announcements in English, Filipino & major dialects. COMMERCIAL POLICY: 14 minutes per hour. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
General Manager—Dr. Ren Manayan.
Station Manager—Orlando P. Bernardino.
Sales Manager—Paul Wilcox.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
5,000 w.; 1540 kc. Non-directional.
Operating schedule: 5:45 am-6:30 pm. HST.

4. AGENCY COMMISSION
15% time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/1/74—Rec'd 12/12/74.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—Mon thru Sun BTA.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 7 ti	AA 13 ti	AA 30+	A 1 ti	A 7 ti	A 13 ti	A 30+
1 min	8.00	7.00	6.00	5.00	7.00	6.00	5.00	4.00
30 sec	6.50	5.50	4.50	3.50	6.00	5.00	4.00	3.00

10 sec: 50% of 30-sec.
Fixed position: Extra 25%.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min rate.
Edited by O. P. Bernardino.

KKUA
1947
HONOLULU

Media Code 4 212 4800 6.00

K(o)KUA Radio One Corp., 765 Amana St., Honolulu, Hawaii 96814. Phone 808-946-2869.

STATION'S PROGRAMMING DESCRIPTION
KKUA: Programmed for adult audience as well as youth.
MUSIC: 80%. Modern pop, combines current hits and goldens intermixed with album cuts from top-selling albums. NEWS: every hour. All newscasts feature national, international, local, regional and sport news, with actualities as available and warranted. Surf reports and weather reports broadcast hourly. When bourly news is not scheduled, there is a bulletin format for items of immediate interest. Contact Representative for further details. Rec'd 2/1/71.

1. PERSONNEL
President—H. G. (Jock) Fearnhead.
Vice-President—Robert S. Wilson.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
10,000 w.; 890 kc. Non-directional.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
No. 2 Rev 3/1/72—Rec'd 3/6/72.
AAA—Mon thru Fri 6-10 am, 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	7 ti	14 ti	21 ti	28 ti
CLASS AAA				
1 min	25.00	24.00	23.00	22.00
30 sec	20.00	19.20	18.40	17.60
10 sec	12.50	12.00	11.50	11.00
CLASS AA				
1 min	15.00	14.00	13.00	12.00
30 sec	12.00	11.20	10.40	9.60
10 sec	7.50	7.00	6.50	6.00
CLASS A				
1 min	13.00	12.00	11.00	10.00
30 sec	10.40	9.60	8.80	8.00
10 sec	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	10 sec
14 ti (4AAA, 5AA, 5A)	16.00	12.80	8.00
21 ti (7AAA, 7AA, 7A)	15.00	12.00	7.50
28 ti (9AAA, 10AA, 9A)	14.00	11.20	7.00

ANNUAL PLAN

PER YR:	AAA 520x	AAA 1040x	AA 520x	AA 1040x	A 520x	A 1040x
1 min	21.00	20.00	11.00	10.00	9.00	8.00
30 sec	16.80	16.00	8.80	8.00	7.20	6.40
10 sec	10.50	10.00	5.50	5.00	4.50	4.00

ROS—BTA—PREEMPTIBLE
(Sun thru Sat)

PER WK:	1 min	30 sec	10 sec
60 ti	15.00	12.00	7.50

10. SPECIAL FEATURES
5 min newscasts—1-1/2x 1-min.

KNDI
1960
HONOLULU

Media Code 4 212 5100 0.00

James T. Ownby, Box 1516, 2310 Kuhio Ave., Honolulu, Hawai 96806. Phones 923-1431, 8402.
Mailing address: Box 1516, Honolulu, Hawaii 96806.

1. PERSONNEL
Owner & Gen'l Mgr.—Jim Ownby.
Office Manager—Sue Clark.

3. FACILITIES
5,000 w.; 1270 kc. Non-directional.
Operating schedule: 24 bours daily. HST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 73a.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 10/1/73—Rec'd 10/1/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Specified	6.00	4.00	.....
ROS	4.00	3.00	2.50

No discount on number used.

LANGUAGE PROGRAMS

Specified	10.00	6.00	4.00

For ea 13 ti used, deduct 10%; maximum 40%.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	100	60	40	25	20

For ea 13 ti used, deduct 10%; maximum 40%.

KOHO
1959
HONOLULU

Media Code 4 212 5400 4.00

Cosmopolitan Broadcasting Corp., 1140-A 12th Ave., Honolulu, Hawaii 96816. Phone 737-5511.

1. PERSONNEL
President—Walter I. Soga.
Treas. & Mgr.—Akikazu Ishida.
National Sales—Gerald T. Kuramoto.

2. REPRESENTATIVES
Pacific Area—Harlan G. Oakes, Inc.

3. FACILITIES 5,000 w.; 1170 kc.
Operating schedule: 4:30 am-midnight. HST.

4. AGENCY COMMISSION
15% ;0 rash discount

5. GENERAL ADVERTISING See coded regulations
General: 2b 3a, 3b, 3c, 3d, 4d, 5, 6a, 7a.
Rate Protection: 15b
Basic Rates 20b, 21a, 22a, 22b, 24b, 24c, 25a, 25c, 28b, 28c, 30, 33a.
Contracts: 40b, 41, 44a, 44b, 47a, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61b, 61c, 62b, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
Eff ——— ——Rec'd 6/1/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	10.20	7.80	156 x	6.90	4.80
13 x	9.00	6.00	260 x	6.80	4.50
26 x	8.40	5.70	312 x	6.30	4.20
52 x	7.80	5.40	364 x	6.00	3.90
104 x	7.50	5.10			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	98.00	57.60	38.40	28.80	24.00

DISCOUNTS
13x—5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%
Edited by Akikazu Ishida.

KORL
1946
HONOLULU

Media Code 4 212 5700 7.00

Radio Hawaii, Inc., 1200 College Walk, Honolulu, Hawaii 96817. Phone 808-524-3880, associated in ownership with WFRL, Syracuse, N. Y.
Founders Corporation, 90 Park Avenue, New York, N. Y.

STATION'S PROGRAMMING DESCRIPTION
KGIL: Programmed for ages 18-49.
MUSIC: rock with current, past & album hits. 7 AIR PERSONALITIES emcee entire operation. Request line. NEWS: at :45, 4 man local news department with emphasis on community involvement. SPORTS: professional, college, high school scores broadcast throughout day. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
Gen'l & Sales Mgr.—Jim Nelly.
Program Director—Lan Roberts.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
10,000 w.; 650 kc. Non-directional.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h.
Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 31, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 51b.
Comb.; Cont. Discounts: 60d, 60f.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with American Entertainment Network.
Affiliated with American Information Network.
Affiliated with The Rep Network.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 8/1/75—Rec'd 7/28/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	.....
PER YR:	.....	50x	100x	250x	500x	1000x
CLASS AAA						
1 min	17	16	15	14	13	12
30 sec	14	13	12	11	10	9
10 sec	11	10	9	8	7	6
CLASS AA						
1 min	16	15	14	13	12	11
30 sec	13	12	11	10	9	8
10 sec	10	9	8	7	6	5
CLASS A						
1 min	15	14	13	12	11	10
30 sec	12	11	10	9	8	7
10 sec	9	8	7	6	5	4
CLASS B						
1 min	14	13	12	11	10	9
30 sec	11	10	9	8	7	6
10 sec	8	7	6	5	4	3

7. PACKAGE PLANS
ROS—1/3AAA, 1/3AA, 1/3A

6 AM-MIDNIGHT:	1 min	30 sec	10 sec
I—14 ti	15	12	9
II—21 ti	14	11	8
III—28 ti	13	10	7
IV—35 ti	12	9	6

Specified time, extra 2.00.

10. SPECIAL FEATURES

	AAA	AA
News	24	22

Submitted by Jim Nelly.

KPOI
1946
HONOLULU

BLAIR RADIO

Media Code 4 212 6000 1.00

Communico Oceanic Corp., 1701 Ala Wai Blvd., Honolulu, Hawaii 96815. Phone 808-941-6644.

STATION'S PROGRAMMING DESCRIPTION
KPOI: Programmed for mass appeal.
MUSIC: current 45's, lp cuts and solid gold hits. 7 AIR PERSONALITIES handle all segments. NEWS: 10 min newscasts M-Sun at 12:47, 1:47, 2:47, 3:47, 4:47 & 5:47 am. 4 min newscasts M-F at 6:20, 6:50, 7:20, 7:40, 8:20, 8:50 am, 12:50, 3:50 & 4:50 pm. Surf reports every half hour. COMMERCIAL POLICY: maximum 12 min per hour. Contact Representative for further details. Rec'd 5/3/74.

1. PERSONNEL
President—Frederic W. Constant.
Vice-Pres. & Gen'l Mgr.—Steve Wrath.
Program Director—Dunbar Wakayama.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1380 kc. Non-directional.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 33d.
Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 57a, 57b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 60k, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KHSS.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
Eff 3/1/75—Rec'd 2/17/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 9 am-6 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-9 am & 6 pm-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	18	14	14	11	10	8
12 ti	17	13	13	10	9	7
18 ti	16	12	12	9	8	6
24 ti	15	11	11	8	7	5

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	18 ti	24 ti	30 ti
1 min	12	11	10
30 sec	10	9	8

KPOI/KHSS COMBINATION
AKAMAI PLAN
1/2 KPOI, 1/2 KHSS—BTA

PER WK, EA:	24 ti	36 ti	48 ti
1 min	12	11	10
30 sec	10	9	8

Submitted by Frederic W. Constant

(Honolulu continued on next page)

KUMU 1963 / KUMU-FM 1967

HONOLULU

Alan Torbet Associates, Inc.

Media Code 4 212 6600 2.00

John Hutton Corp., 2005 Kalia Rd., Honolulu, Hawaii 96815. Phone 941-1566. Telex 634233 (WUI).

STATION'S PROGRAMMING DESCRIPTION
KUMU, KUMU-FM: Programmed for adults and young adults.
MUSIC: 85%. General popular showtunes, standards. All commercials clustered in special islands with no double-spotting. 6 AIR PERSONALITIES emcee entire operation. NEWS: 15%. 6 man news department, 2 mobile units, 1 marine unit, 5 min summary on hour, 3 min summary at :30, featuring headlines. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 8/8/72.

1. PERSONNEL
General Manager—John H. Weiser, Jr.
Sales Manager—Bill Gilreath.
Program Director—Colin Sharp.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 1500 kc. Non-directional.
Operating schedule: 24 hours daily. HST.
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: —— ft. above average terrain.
Simulcast daytime.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25a, 25b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44b, 46, 51b.
Comb.: Cont. Discounts: 60e, 60f, 60b, 62d.
Cancellation: 70c, 71a.
Prod. Services: 82.
Affiliated with ATA Radio Network.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
AM/FM COMBINATION
NATIONAL AND LOCAL RATES SAME
No. 23 Eff 11/1/73—Rec'd 10/10/73.
AAA—Mon thru Fri 6-9 am & 3-7 pm.
AA—Mon thru Sun 9 am-3 pm & 7 pm-midnight; 25% AAA.
A—Mon thru Sun BTA.

6. SPOT ANNOUNCEMENTS
AM/FM COMBINATION

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	23	20	17	14	15	12
13 ti	22	19	16	13	14	11
25 ti	21	18	14	12	13	10
36+	20	17	13	11	12	(*)

(*) 9.50.
Fixed: Extra 25%. Maximum 1 spot per hr.
10 sec: 50% of 30-sec.

10. SPECIAL FEATURES
AM/FM COMBINATION
Beautiful Music Plan—24-hr sched, fixed 24 AM/24 FM:
1 min, ea. 11 30 sec, ea. 9
Newscasts—1-1/2x applicable 1-min.

ADDITIONAL SPOTS BONUS PLAN
13 wk—5% 26 wk—10% 52 wk—15%

As available:
AM or FM only: 90% of AM/FM combination rates.

KZOO 1963 HONOLULU

Media Code 4 212 6900 2.00

Polynesian Broadcasting, Inc., 250 Ward Ave., Honolulu, Hawaii 96814. Phone 537-6915. Studio 533-7573.

STATION'S PROGRAMMING DESCRIPTION
KZOO: 5-6 am music. 6-9 am music, news and commentaries in both Japanese and English. 9-11 am Japanese music and spot topics from Japan, news. 11 am-1 pm music with entertainment of Japan and news. 1-2 pm music, world topics. News and variety programming from Japan. 3-6 pm Bilingual format. News in English and Japanese. Garden program and music, spot interviews. 6-10 pm music and variety. News, music with bilingual personality. Young time with Japanese popular music. 10 pm-12M music and variety. Spot interviews and light history of Japan. Sumo wrestling tournament report directly from Japan, transmitted via long distance telephone. Rec'd 11/10/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Torao Kobayashi.

3. FACILITIES
1,000 w.; 1216 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
15% on time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 5, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 44a, 46, 47a, 48.
Cancellation: 70a, 70c.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
Eff 1/1/75—Rec'd 3/14/75.

6. SPOT ANNOUNCEMENTS
PREFERRED TIME

	1x	13x	26x	52x	78x	104x	156x	312x
30 sec	10.00	9.38	8.75	8.13	7.50	6.88	6.25	5.63
45 sec	11.25	10.63	10.00	9.38	8.75	8.13	7.50	6.88
1 min	12.50	11.88	11.25	10.63	10.00	9.38	8.75	8.13

ROS

30 sec	8.50	7.88	7.25	6.63	6.00	----	5.38	----
45 sec	9.50	8.88	8.25	7.63	7.00	----	6.38	----
1 min	10.50	9.88	9.25	8.63	8.00	----	7.38	----

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	26.88	41.25	56.25	97.50	133.50
13 x	24.38	37.50	51.25	90.00	118.50
26 x	21.88	33.75	46.25	82.50	103.50
52 x	19.38	30.00	41.25	75.00	88.50

KAHULUI

(Maui County)

See SRDS consumer market map and data at beginning of the State.

KNUI 1962

Subscriber to the NAB Radio Code

Media Code 4 212 7050 5.00

Broadcasting Consulting Services, Inc., Box 35, Kahului, Maui, Hawaii 96732.
Business Office & Studio—311 Ano St., Kahului, Maui, Hawaii 96762. Phone 877-5566.

1. PERSONNEL
Gen'l & Sales Mgr.—Tom Elkins.

3. FACILITIES
5,000 w.; 1310 kc. Non-directional.
Operating schedule: 4:30 am-midnight.

4. AGENCY COMMISSION
15/2 time only.

5. GENERAL ADVERTISING See coded regulations
Member: The Hukilau Net.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
No. 9 Eff 3/1/74—Rec'd 3/18/74.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	52x	156x	260x	312x	624x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.50	7.00	6.50	6.00	5.50	5.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

	Per wk				Per mo			
BTA:	30 ti	40 ti	50 ti	60 ti	40 ti	60 ti	80 ti	120 ti
1 min	7.50	7.00	6.50	6.00	7.00	6.50	6.00	5.50
30 sec	6.00	5.50	5.00	4.80	5.50	5.00	4.80	4.40

PER YR, BTA:	52x	156x	260x	312x	624x	1000x
1 min	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.80	4.40	4.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—1-min plus 1.00.

KAILUA

(Honolulu County)

See SRDS consumer market map and data at beginning of the State.

KLEI 1953

Media Code 4 212 7200 6.00

Hawaiian Business News, Ltd., 602 Kailua Rd., Suite 207, Kailua, Hawaii 96734. Phone 808-261-0811.

STATION'S PROGRAMMING DESCRIPTION
KLEI: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Glenn L. Goldstein.
Operations Manager—Sanford Paul.

3. FACILITIES
10,000 w.; 1130 kc. Non-directional.
Operating schedule 6 am-midnight. HST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 6/1/75—Rec'd 7/10/75.
AA—Mon thru Fri 5-9 am.
A—Mon thru Fri 9 am-3 pm; Sat 6 am-6 pm.
B—Mon thru Sat 6 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	1 min 6 ti	1 min 12 ti	1 min 24 ti	30 sec 1 ti	30 sec 6 ti	30 sec 12 ti	30 sec 24 ti
CLASS AA								
1 wk.	8.50	8.25	8.00	7.50	7.00	6.75	6.50	6.00
4 wk.	8.25	8.00	7.75	7.25	6.75	6.50	6.25	5.75
13 wk	8.00	7.75	7.50	7.00	6.50	6.25	6.00	5.50
26 wk	7.75	7.50	7.25	6.75	6.25	6.00	5.75	5.25
52 wk	7.50	7.25	7.00	6.50	6.00	5.75	5.50	5.00
CLASS A								
1 wk.	7.50	7.25	7.00	6.75	6.25	6.00	5.75	5.50
4 wk.	7.25	7.00	6.75	6.50	6.00	5.75	5.50	5.25
13 wk	7.00	6.75	6.50	6.25	5.75	5.50	5.25	5.00
26 wk	6.75	6.50	6.25	6.00	5.50	5.25	5.00	4.75
52 wk	6.50	6.25	6.00	5.75	5.25	5.00	4.75	4.50
CLASS B & ROS								
1 wk.	4.75	4.50	4.00	4.00	3.75	3.50	3.00	3.00
4 wk.	4.50	4.25	4.25	3.75	3.50	3.25	3.25	2.75
13 wk	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50
26 wk	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
52 wk	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00

10 sec: 50% of 30-sec.
Fixed: Extra 15%.

7. PACKAGE PLANS

PLAN, PER WK:	1 min	30 sec
1—24 ti (9AA, 9A, 6B/ROS)	115	80
2—16 ti (8AA, 8A)	85	65
3—14 ti (5AA, 5A, 4B/ROS)	65	45
4 (Double Drive all AA—14 ti (6 AM & 8 PM/8 AM & 6 PM)	80	60
5 Weekend all B/ROS—12 ti, per wknd (noon Fri thru midnight Sun)	40	25

10 sec: 50% of 30-sec.
Fixed: Extra 15%.
Submitted by Sanford Paul.

KEALAKEKUA-KONA

(Hawaii County)

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KKON 1969

Media Code 4 212 7400 2.00

Kona Koast Broadcasting Co., Box 845, Kealakekua, Hawaii 96750. Phone 323-2434.

STATION'S PROGRAMMING DESCRIPTION
KKON: Standard popular music with the best of new blended in.

1. PERSONNEL
General Manager—Mrs. Caryl Fujiwara.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w.; 790 kc. Non-directional.
Operating schedule: 5:30 am-midnight. HST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
No. 5 Eff 3/1/73—Rec'd 2/26/73.
AAA—Mon thru Fri 6:30-9 am & 4-7 pm.
AA—Mon thru Fri 5:30-6:30 am & 9 am-4 pm; Sat & Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	19 ti	25-30
CLASS AAA					
1 wk.	11.00	10.00	9.00	8.00	6.50
14 wk.	9.00	8.00	7.00	6.50	6.00
27 wk.	8.50	7.50	6.50	6.00	5.75
39-52 wk.	7.00	6.50	6.00	5.75	5.00
CLASS AA					
1 wk.	9.00	8.00	7.00	6.00	5.00
14 wk.	7.00	6.50	6.00	5.50	4.75
27 wk.	6.50	6.00	5.50	5.00	4.50
39-52 wk.	5.00	4.50	4.25	4.00	3.75
CLASS A					
Ea	3.50	3.25	3.00	2.75	2.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Japanese/Filipino, extra 15%.

LIHUE

(Kauai County)

See SRDS consumer market map and data at beginning of the State.

KIVM 1949

RAB

Media Code 4 212 7800 3.00

KIVM Radio, Box 1748, Lihue, Kauai, Hawaii 96766. Phone 808-245-4741.

1. PERSONNEL
General Manager—Kenneth Harding.

3. FACILITIES
5,000 w.; 1350 kc.
Operating schedule: 4:30 am-midnight. HST.

4. AGENCY COMMISSION
16/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
Eff 3/1/75—Rec'd 2/25/75.
AAA—Mon thru Sat 6-9 am & 3-6 pm; Mon thru Fri 4:30-6 am; Sun 6:30-10 am Filipino; Sun 2-6 pm Hawaiian; Sun 10 am-2 pm Special.
AA—Mon thru Sat 9 am-3 pm; Mon thru Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	ROS-BTA 1 min	ROS-BTA 30 sec
1 ti	8.00	6.50	7.00	5.50	6.50	5.00
13 ti	7.50	5.50	6.50	4.50	6.00	4.00
26 ti	7.00	4.50	6.00	3.50	5.50	3.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
I—Filipino 1; AAA, AM1, PM1; AA AM2 PM2; ROS 1.
II—Filipino 2; AAA, AM1, PM1; AA AM2, PM2; ROS 4.
III—Filipino 3; AAA, AM2, PM2; AA AM3, PM3; ROS 5.
IV—Filipino 3; AAA, AM3, PM3; AA AM4, PM4; ROS 6.

HAWAII

PER WK:	1 min	30 sec
PLAN I, 8 ti	54.50	38.50
PLAN II, 12 ti	80.00	56.00
PLAN III, 18 ti	112.50	67.50
PLAN IV, 22 ti	137.00	82.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WAILUKU (1 AM; 1 FM)

(Maui County)

See SRDS consumer market map and data at beginning of the State.

KAOI (FM) 1974

Media Code 4 212 8100 7.00

KAOI Radio, 1728-C Kaahumanu Ave., Wailuku, Maui, Hawaii 96793. Phone 808-244-9145.

1. PERSONNEL
President—Kirk Munroe.
General Manager—Ronald D. Vaught.

3. FACILITIES
ERP 100,000 w. circular polarization; 95.1 mc. Stereo.
Operating schedule: 6 am-11 pm. HST.
Antenna ht.: 1,100 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; when rendered.

5. GENERAL ADVERTISING See coded regulations
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 6/15/75—Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS
WEEKLY BTA

PER WK, EA:	1 wk 1 min	1 wk 30 sec	4 wk 1 min	4 wk 30 sec	13 wk 1 min	13 wk 30 sec
5 ti	10.00	8.50	9.75	8.25	9.50	8.00
7 ti	9.75	8.25	9.50	8.00	9.00	7.50
14 ti	9.00	7.50	8.75	7.25	8.50	7.00
21 ti	8.50	7.00	8.25	6.75	8.00	6.50
28 ti	8.00	6.50	7.75	6.25	7.50	6.00
			26 wk		52 wk	
5 ti			9.00	7.50	8.00	6.50
7 ti			8.50	7.00	7.50	6.00
14 ti			8.00	6.50	7.00	5.50
21 ti			7.50	6.00	6.50	5.00
28 ti			7.00	5.50	6.00	4.50

Fixed, extra 10%.

10. SPECIAL FEATURES
5 min news—incl open & close plus 1-min spot, 1-min plus 2.50.
3 min brief—incl open & close plus 30-sec spot, 30-sec plus 2.50.
Submitted by Kirk Munroe.

KMVI 1946

Media Code 4 212 8400 1.00

Maui Publishing Co., Ltd., Box 550, Kaahumanu Ave., Wailuku, Maui, Hawaii 96793. Phone 244-3981.

1. PERSONNEL
Station Manager—Nora I. Cooper.

3. FACILITIES
5,000 w.; 550 kc.
Operating schedule: 24 hours daily. HST.

4. AGENCY COMMISSION
16/6 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

TIME RATES
No. 11 Eff 3/1/74—Rec'd 1/14/75.
AA—Mon thru Fri 5:30-9 am, 3-5:30 pm; Sat 5:30-9 am; Sun 6-10 am.
A—Mon thru Fri 9 am-3 pm; Sat 9 am-6 pm; Sun 10 am-noon.
B—Mon thru Fri 7 pm-midnight; Sat 6 pm-midnight; Sun noon-5 pm.
C—Mon thru Fri midnight to 4 am; Sat midnight to 6 am.

6. SPOT ANNOUNCEMENTS

ENGLISH	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 x	12.00	8.75	11.00	7.60	9.20	6.40
13 x	11.40	8.25	10.40	7.25	8.70	6.10
26 x	10.90	7.95	9.90	6.95	8.30	5.90
52 x	10.25	7.70	9.25	6.70	7.90	5.55
104 x	9.90	7.20	8.80	6.30	7.45	5.35
156 x	9.30	7.10	8.30	6.10	7.05	5.05
260 x	8.75	6.75	7.80	5.80	6.50	4.85
312 x	8.25	6.45	7.25	5.45	6.20	4.50
624 x	7.70	6.15	6.75	5.15	5.70	4.20
C:				1x	156x	212x
30 sec				4.00	3.25	3.00

JAPANESE & FILIPINO	1x	13x	26x	52x	104x	156x	208x
1 min	10.00	9.50	9.10	8.60	8.20	7.90	7.50

Not combinable with English to earn rate.

WAIPAHU

(Honolulu County)

See SRDS consumer market map and data at beginning of the State.

See Honolulu (including Waipahu)

IDAHO

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

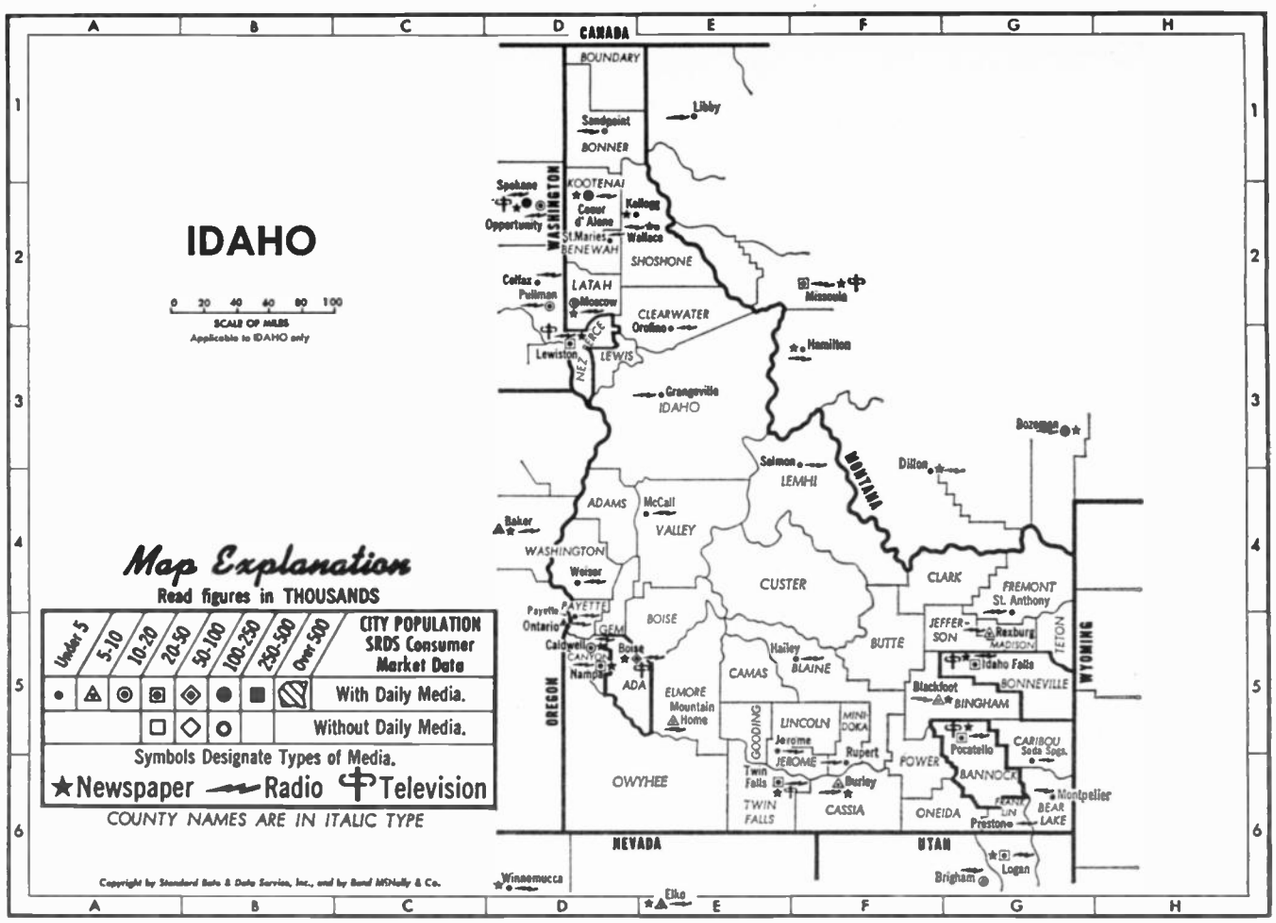
RADIO

Emmett—Gem County

Negro Population Data

(January 1, 1975)

STATE TOTAL	2,736	Lewiston	20
METRO AREAS		Pocatello	513
Boise City	284	Total Metros	940
Idaho Falls	123		



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Boise City—Ada; Idaho Falls—Bonneville; Lewiston—Nez Perce; Nampa—Canyon; Pocatello—Bannock; Twin Falls—Twin Falls

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
IDAHO STATE TOTALS	792.1	250.26	3,805,094	15,205	5.4	11.2	8.7	24.8	44.1	2,142,193	8,560	469,315	93,686	230,337	69,842	86,130	432,598	184,581	515.60	108.1	1,275,499
ADA D-5	129.1	42.39	711,437	16,783	4.1	8.3	7.2	23.3	52.0	355,141	8,378	75,190	18,783	56,561	15,323	18,420	68,400	30,593	83.21	4.8	48,196
Boise City	97.6	33.34	518,121	15,451	.....	.....	.....	.....	.....	340,956	10,227	72,569	18,717	54,861	15,310	16,891	62,325	23,820	.....	.....	.....
Boise City Metro Area	129.1	42.39	711,737	16,783	4.1	8.3	7.2	23.3	52.0	355,141	8,378	75,190	18,783	56,561	15,323	18,420	68,400	30,593	83.21	.....	.....
ADAMS D-4	3.3	1.11	16,628	14,980	4.4	9.7	8.4	27.9	43.2	3,987	3,592	1,276	168	.....	.....	344	256	850	2.11	.7	6,302
BANNOCK G-6	58.0	17.84	274,988	15,414	5.1	10.0	8.2	25.2	46.3	152,713	8,560	35,262	8,599	17,715	6,507	8,450	34,315	17,548	35.73	1.5	20,917
Pocatello	43.8	13.77	216,136	15,696	.....	.....	.....	.....	.....	140,048	10,171	32,597	7,368	16,675	6,420	8,056	31,705	15,110	.....	.....	.....
Pocatello Metro Area	58.0	17.84	274,988	15,414	5.1	10.0	8.2	25.2	46.3	152,713	8,560	35,262	8,599	17,715	6,507	8,450	34,315	17,548	35.73	.....	.....
BEAR LAKE G-6	5.8	1.84	25,007	13,591	7.3	13.1	7.6	27.6	40.9	19,246	10,460	7,578	490	1,020	662	496	4,130	2,225	4.08	.9	10,592
BENEWAH D-2	7.2	2.45	36,156	14,758	4.5	11.0	9.1	27.2	43.6	15,796	6,447	4,340	678	368	453	431	4,304	1,733	4.97	.9	7,070
BINGHAM G-5	32.2	8.82	157,971	17,911	4.6	8.8	6.6	22.6	52.3	58,481	6,630	12,557	1,748	4,104	1,135	1,543	9,721	5,541	18.45	10.0	92,181
BLAINE F-5	6.6	2.35	39,581	16,843	5.1	11.4	9.3	24.5	44.3	22,168	9,433	4,781	835	1,729	779	242	2,175	1,098	6.13	1.0	12,603
BOISE E-4	1.9	.65	8,355	12,854	5.1	13.3	11.0	30.2	37.3	1,527	2,349	500	.....	62	.....	.....	91	434	2.34	.2	1,538
BONNER D-1	17.0	5.78	77,099	13,339	7.2	12.0	8.8	24.8	38.2	43,103	7,457	12,626	1,367	1,376	2,547	1,018	6,872	4,462	12.63	2.0	6,373
BONNEVILLE G-5	57.4	16.82	277,678	16,509	4.4	9.4	8.1	25.5	48.1	203,269	12,085	35,217	9,099	29,884	7,000	9,336	43,263	11,439	34.35	5.8	51,429
Idaho Falls	39.9	12.32	198,728	16,131	.....	.....	.....	.....	.....	199,313	16,178	33,244	9,093	28,232	6,995	9,330	39,532	10,747	.....	.....	.....
Idaho Falls Metro Area	57.4	16.82	277,678	16,509	4.4	9.4	8.1	25.5	48.1	203,269	12,085	35,217	9,099	29,884	7,000	9,336	43,263	11,439	34.35	.....	.....
BOUNDARY D-1	7.0	2.26	33,052	14,625	5.2	11.6	8.8	29.2	40.3	14,478	6,406	4,300	476	744	478	318	2,687	1,775	4.18	1.3	6,501
BUTTE F-5	3.0	.90	14,882	16,536	4.2	6.3	0.1	23.2	60.8	6,844	7,604	1,863	821	284	186	183	1,152	1,410	2.10	1.2	11,289
CAMAS E-5	.7	.23	4,608	20,035	4.5	12.1	11.5	19.7	51.9	674	2,930	191	164	.....	.....	.....	.....	124	.74	.2	4,313
CANYON D-5	68.0	21.95	313,571	14,286	6.1	11.8	8.9	25.1	40.6	210,531	9,591	41,479	9,356	22,781	2,744	9,134	48,111	13,162	45.18	9.2	151,719
Nampa	23.8	7.89	94,813	12,017	.....	.....	.....	.....	.....	98,108	12,434	21,922	4,645	9,735	976	4,364	24,865	4,594	.....	.....	.....
CARIBOU G-5	7.5	2.16	33,873	15,682	3.6	8.1	6.8	27.7	49.8	21,927	10,151	4,129	1,041	1,303	229	237	4,235	1,720	4.73	1.7	22,923
CASSIA F-6	18.8	5.61	87,544	15,605	5.5	10.4	7.5	25.3	44.8	52,721	9,398	12,017	2,278	3,956	2,816	1,438	11,132	4,423	11.90	5.3	62,504
CLARK F-4	.6	.18	2,932	16,289	7.8	11.6	8.7	27.6	43.9	1,882	10,456	493	.....	441	.....	.....	656	216	.75	.....	.....
CLEARWATER E-2	13.0	4.12	60,317	14,640	3.1	11.6	10.0	25.1	44.7	23,005	5,584	9,163	865	671	333	351	4,968	2,580	6.53	.8	3,362
CUSTER E-4	3.4	1.12	13,937	12,444	9.1	16.3	11.4	21.4	32.9	5,309	4,740	1,736	299	153	101	101	458	850	2.29	.8	8,888
ELMORE E-5†	19.5	5.47	76,896	14,058	7.5	17.3	12.7	26.0	31.5	33,314	6,090	7,120	1,212	1,185	695	547	8,458	4,483	10.73	.7	55,045
FRANKLIN G-6	7.5	2.29	29,493	12,879	6.6	17.4	15.9	28.9	29.6	18,082	7,896	3,654	291	1,120	369	1,610	4,830	1,664	4.79	2.8	21,515
FREMONT G-4	9.4	2.77	42,120	15,206	5.7	12.1	9.2	24.6	43.5	18,542	6,694	4,689	892	1,175	192	293	3,209	2,370	5.97	2.2	21,487
GEM D-4	10.1	3.30	44,011	13,337	7.0	13.2	8.8	27.2	38.2	21,260	6,442	4,792	539	1,048	370	514	5,906	2,178	7.20	2.3	17,824
GOODING E-5	9.1	3.05	45,987	15,078	8.3	14.3	9.4	19.8	39.7	20,498	6,721	4,624	889	1,111	711	233	3,506	3,036	6.90	3.4	35,483
IDAHO E-3	14.0	4.30	67,348	15,662	4.7	10.0	9.3	24.3	44.4	18,724	5,245	2,171	684	1,243	489	953	5,082	2,575	8.73	3.0	24,744
JEFFERSON F-5	12.6	3.57	52,841	14,801	5.8	11.2	8.4	25.7	42.0	18,724	5,245	2,171	684	1,243	489	462	1,873	4,392	8.10	4.7	35,842

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
JEROME E-6	10.8	3.57	49,051	13,740	7.2	15.9	11.1	24.0	38.0	21,036	5,892	5,145	726	1,128	727	1,994	2,269	1,757	8.07	4.0	55,741
KOOTENAI D-2	40.8	13.73	196,513	14,313	5.0	11.0	9.2	26.0	42.3	108,898	7,931	27,773	2,935	11,132	2,854	1,678	19,246	7,372	28.76	1.9	11,124
LATAH D-2	28.6	9.07	134,362	14,814	6.0	12.2	9.2	23.5	44.6	75,487	8,323	15,443	2,796	8,150	1,306	3,261	16,211	5,812	15.52	3.2	19,912
LEMHI E-4	6.1	2.06	27,225	13,216	7.6	14.3	10.5	21.9	34.6	17,132	8,317	4,819	278	855	868	374	2,923	2,291	4.72	.7	10,571
LEWIS D-3	3.8	1.25	22,238	17,790	5.0	11.4	9.4	19.2	51.1	8,414	6,731	1,795	346	233	195	226	488	1,117	2.76	.6	11,979
LINCOLN E-5	3.0	.96	13,337	13,893	6.4	11.3	9.4	22.5	42.4	3,351	3,491	929	103	212	68	.....	317	1,028	2.31	1.7	13,845
MADISON G-5	16.4	3.69	63,576	17,229	6.1	12.8	9.5	24.6	42.6	34,297	9,295	5,395	1,856	2,222	1,691	1,340	5,688	5,566	7.13	2.6	29,943
MINIDOKA F-5	17.4	5.04	76,886	15,255	5.6	11.9	9.1	26.6	41.4	38,289	7,597	6,516	985	1,984	1,281	934	8,401	3,872	11.06	5.1	103,670
NEZ PERCE D-3	34.0	11.48	173,962	15,153	5.0	9.3	7.7	24.5	46.6	165,770	14,440	34,879	8,584	23,532	5,199	8,014	35,881	9,322	25.68	2.6	20,536
Lewiston	32.8	11.18	153,579	13,737	.....	.....	.....	.....	.....	163,937	14,663	32,085	7,978	22,268	5,265	8,014	35,817	7,699	.....	.....	.....
Lewiston Metro Area	34.0	11.48	173,962	15,153	5.0	9.3	7.7	24.5	46.6	165,770	14,440	34,879	8,584	23,532	5,199	8,014	35,881	9,322	25.68	.....	.....
ONEIDA F-6	2.8	.97	12,008	12,379	8.2	16.6	12.5	21.4	34.7	7,372	7,600	1,312	298	615	197	401	1,828	1,028	2.25	.5	9,576
OWYHEE D-6	6.9	2.07	24,081	11,633	9.8	17.3	10.5	23.2	30.4	10,708	5,173	3,665	325	777	.....	330	496	877	5.80	2.2	31,346
PAYETTE D-4	13.5	4.64	58,359	12,577	8.6	13.9	9.0	23.9	34.5	26,562	5,725	5,261	872	1,180	1,095	903	6,970	2,687	8.70	2.7	48,036
POWER F-5	5.4	1.64	24,479	14,926	2.2	8.7	9.4	25.1	48.0	10,842	6,611	653	519	541	346	352	1,183	1,644	4.00	.6	41,602
SHOSHONE E-2	20.5	6.78	94,178	13,891	3.7	10.3	10.4	31.9	39.7	43,576	6,427	14,651	2,059	2,687	1,273	2,132	9,872	4,778	11.45	.2	450
TETON G-5	2.3	.65	8,847	13,611	9.0	18.1	13.7	19.9	33.0	5,147	7,918	1,030	257	265	173	86	1,220	289	1.73	.9	8,687
TWIN FALLS E-6	45.2	15.25	225,365	14,778	6.0	12.1	9.3	24.0	42.4	167,876	11,008	35,808	7,485	20,252	7,163	7,044	34,813	10,502	31.78	9.0	91,147
Twin Falls	24.7	8.51	115,804	13,608	.....	.....	.....	.....	.....	143,168	16,824	30,596	6,576	19,062	6,751	6,507	31,399	7,457	.....	.....	.....
VALLEY E-4	3.8	1.25	19,436	15,549	6.0	9.7	8.0	28.5	42.5	7,794	6,235	2,404	276	283	.....	126	246	1,003	3.72	.2	4,512
WASHINGTON D-4	8.1	2.83	19,436	15,549	8.7	15.9	11.5	23.4	29.1	19,737	6,974	4,243	592	1,434	524	281	4,756	755	5.34	2.0	22,182

IDAHO

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Idaho Big Buy

Comprised of:
Non-Interconnected Stations
KIDO—Boise
KSEI—Pocatello
KTFI—Twin Falls

Media Code 4 213 0200 1.00

Business Office: Radio Station KIDO, Box 6037, Boise, Idaho 83707.

1. PERSONNEL
Sales Manager—James M. Davidson.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Denver—John L. McGuire, Inc.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 Eff 5/1/72—Rec'd 5/15/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	624x
1 min..	19.55	18.80	17.95	17.10	15.95	15.10	14.15	13.25
30 sec..	15.20	14.60	14.00	13.35	12.50	11.75	10.95	10.25
10 sec..	10.85	10.40	10.00	9.55	9.00	8.50	8.00	7.40

7. PACKAGE PLANS
SATURATION PACKAGE—BOS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min.....	16.40	15.45	14.55	13.60	12.75	11.90
30 sec.....	13.00	12.30	11.55	10.80	10.15	9.30
10 sec.....	8.25	7.80	7.35	6.90	6.40	6.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr..	153.00	145.85	137.70	130.05	122.40	114.75	107.10
1/2 hr	91.80	87.15	82.65	78.00	73.50	68.85	64.35
1/4 hr	61.20	58.20	55.05	52.05	48.90	45.90	42.90
10 min	45.90	43.65	41.25	39.00	36.75	34.50	32.10
5 min..	30.60	29.10	27.60	25.95	24.45	22.95	21.45

Rates for 3 stations. For 2 stations use applicable single station rate less 10%.

Intermountain Idaho Group
Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.

Rates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:
KGEM—Boise
KBAR—Burley
KSKI—Hailey-Ketchum
KTEE—Idaho Falls
KVSI—Montpelier
KWIK—Pocatello
KLIX—Twin Falls

BLACKFOOT

Bingham County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KBLI
1951

Media Code 4 213 0400 7.00

Western Communications, Inc., Box 192, Blackfoot, Idaho 83221. Phone 208-785-1400.

STATION'S PROGRAMMING DESCRIPTION
KBLI: MUSIC: contemporary with country blend.

1. PERSONNEL
General Manager—Richard K. Stoddart.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
1,000 w. days; 690 kc. Non-directional.
Operating Schedule: Sunrise to local sunset. MST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Intermountain Network.

TIME RATES
Eff 1/1/74—Rec'd 5/9/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	75x	100+
1 min.....	4.75	4.50	4.25	4.00	3.75
30 sec.....	3.75	3.50	3.25	3.00	2.75

Submitted by Richard K. Stoddart.

COVER IDAHO

SELL IDAHO

and
do it all with
ONE BILL
ONE CONTRACT

Get the
results you want
and
Let us do all the work—

The
8 Stations of Idaho
INTERMOUNTAIN NETWORK

KWIK—Pocatello
KLIX—Twin Falls
KGEM—Boise
KVSI—Montpelier
KBAR—Burley
KSKI—Hailey
KWAL—Wallace
KTEE—Idaho Falls

See your EASTMAN man now

BOISE (6 AM; 2 FM)

Plus 1 paid duplicate listing; plus 1 cross reference.
Ada County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	15	12	15	8
B	12	8	10	8
C	10	7	10	6
D	9	6	9	6
AVERAGE	12	8	11	7

KAIN
NAMPA

NAB

City of license, Nampa, Idaho.
Boise Sales Office and Studio—115 N. Curtis Rd., Boise, Idaho 83704. Phone 208-342-4052.
See listing under Nampa, Idaho.

KBBK (FM)
1968

RAB

Media Code 4 213-0700 0.00

Magicland Broadcasting Co., 9400 Fairview Ave., Boise, Idaho 83702. Phone 208-375-1111.
See affiliated AM station for additional information.
AM facilities: KBRJ.

STATION'S PROGRAMMING DESCRIPTION
KBBK (FM): Programmed for men & women 18-35. MUSIC: adult rock. Top 40 Sun. Emphasis on entertainment. Contact Representative for further details. Rec'd 12/2/74.

3. FACILITIES
ERP 29,000 w.; 92.3 mc. Quadraphonic.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,500 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Western States Radio Empire.

TIME RATES
Eff————Rec'd 12/2/74.

8. SPOT ANNOUNCEMENTS

	Per wk 10 ti	30 ti	50 ti	Per mo 50 ti	100 ti
1 min.....	5.50	5.00	4.00	5.10	4.60
30 sec.....	4.50	4.00	3.50	4.10	3.70
15 sec.....	3.50	3.00	2.75	3.10	2.90

KBOI 1947 — KBOI-FM 1960

KATZ RADIO

NAB

Subscriber to the NAB Radio Code

Media Code 4 213 0800 8.00

KBOI, Inc., Box 1280, 315 N. Tenth, Boise, Idaho 83701. Phone 208-336-3670. TWX 208-375-4455.

STATION'S PROGRAMMING DESCRIPTION
KBOI: Programmed for adults 18-64.
MUSIC: blend of new releases, selected album cuts & hits of 50's, 60's & 70's. AIR PERSONALITIES handle all music. NEWS: AP & network at :60, national, regional, local totals 9 minutes. SPORTS: university sports, football & basketball. FARM: 5-6 am & 12:30 pm includes programming & news, M-F. Contact Representative for further details. Rec'd 6/16/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles H. Wilson.
General Sales Manager—Al Vuylsteke.
Program Manager—Marty Holtman.

2. REPRESENTATIVES
Katz Radio.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
50,000 w. days—non-directional, 25,000 w. nights—directional; 670 kc.
Operating schedule: 5-12:06 am. MST.
FM-Eff! 17,500 w.; 97.9 mc.
Operating schedule: 7-12:06 am. MST.
Antenna ht.: 2,510 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15a, 15b, 15d.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 12 Eff 5/1/75—Rec'd 4/7/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	13 ti	24 ti
AA	16	15	14	13
A	13	12	11	10
B	9	8	7	6

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

(This listing continued on next page)

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	156x	260x	520x
1/2 hr	75	72	68	60	59	53
15 min	48	46	43	38	36	34
5 min	25	24	23	20	19	18

10. SPECIAL FEATURES
Farm time—Mon thru Sat 5-6 am; 5 min Farm Report 12:30 pm, flat 17.00.
Submitted by Al Vuylsteke.

KBRJ
1961

RAB

Media Code 4 213 1000 4.00

Magicland Broadcasting Co., 9400 Fairview Ave., Boise, Idaho 83703. Phone 208-375-1111.

STATION'S PROGRAMMING DESCRIPTION
KBRJ: Programmed for men & women 25-65. MUSIC: modern country. AIR PERSONALITIES with contemporary country music plus all time country best sellers. Emphasis on music & entertainment. NEWS: in drive time. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
General Manager—Rex K. Jensen.
General Sales Manager—Jay Justice.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES
5,000 w. days; 955 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24c, 25a, 25b, 28c, 32a, 33a.
Contracts: 40a, 41, 42b, 44b, 46, 51a.
Comb.; Cont. Discounts: 50b, 50d, 50e, 60f, 60h, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: KBBK (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	Per wk 16 ti	30 ti	50 ti	Per mo 50 ti	100 ti
1 min	5.00	4.50	4.00	4.60	4.10
30 sec	4.00	3.50	3.00	3.60	3.20
15 sec	3.00	2.50	2.25	2.60	2.40

KFXD
1922
NAMPA

NAB RAB

(This is a paid duplicate of the listing appearing under Nampa, Idaho.)

Media Code 4 213 5200 8.00
Idaho Broadcasting Co., Box 160, Amity Rd., S., Nampa, Idaho 83651. Phones 208-466-8812.

STATION'S PROGRAMMING DESCRIPTION
KFXD: Programmed for young persons 12-34. MUSIC: rock, current & solid gold hits. 8 AIR PERSONALITIES. NEWS: 7 5-min newscasts 5 am-4 pm & 1 expanded 12-min newscast at 5:40 pm. Local emphasis with 2 newspersons. Alternative news programmed 7 pm-midnight. Editorializes weekly. SPECIAL FEATURE: Spanish program 8:30-9:30 am Sun. COMMERCIAL POLICY: maximum 14 minutes per hour. Contact Representative for further details. Rec'd 5/6/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wayne C. Cornils.
Program Manager—Fred Novak.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Portland, Seattle—The Tacber Company.

3. FACILITIES
5,000 w.; 580 kc. Directional—night only.
Operating schedule: 24 hours. MST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24a, 29a.
Contracts: 40c, 42b, 44a, 49.
Comb.; Cont. Discounts: 60e, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with ATA Badio Network.

TIME RATES
No. 3 Eff 8/12/73—Rec'd 10/1/73.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun 6 am-9 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE WKLY:	1 ti	12 ti	18 ti	24 ti	30 ti
AAA	9.00	8.00	7.50	7.00	6.50
AA	6.00	7.00	6.50	6.00	5.50
A	5.75	5.25	5.00	4.75	4.25

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
6 min news—1-1/2x 1-min rate.

(D)

KGEM
1946

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 213 1400 6.00
Gem State Broadcasting Corp., Box 5278, 5601 Cassia, Boise, Idaho 83705. Phone 208-344-3511.
Studios—Boise and Nampa, Idaho. Phone 466-2421.

STATION'S PROGRAMMING DESCRIPTION
KGEM: Programmed for general interest. MUSIC: 90% modern country. NEWS: national & regional network. SPORTS: high school play-by-play. 12M-6 am night owl program. FARM: 5-6 am. 6 am-noon general. Noon-1 pm local & regional news, weather, road reports. 1-4 pm country club program. M-F. 4-6 pm country music. 6-7 pm national network news & commentary. 7 pm-12M top 50 country music. Sat: on location remote broadcasts. Religion & public affairs Sun AM & PM. Contact Representative for further details. Rec'd 1/7/72.

1. PERSONNEL
President—George C. Hatch.
Vice-President—Homer K. Peterson.
Station Manager—R. C. Weisenburger.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
10,000 w.; 1140 kc. Directional—same pattern day and night.
Operating Schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 26a, 26, 28b, 29a, 29b, 30, 32a, 33b.
Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 42 B Eff 7/1/74—Rec'd 7/25/74.
AA—Mon thru Sat 6-10 am & noon-1 pm.
A—Mon thru Sat 4-7 pm.
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 7 am-7 pm.
C—Sun thru Sat 7 pm-midnight.

7 PACKAGE PLANS
SATURATION

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
12 ti	12.00	9.65	9.60	7.70	7.20	5.75	5.40	4.30
18 ti	11.25	9.00	9.00	7.20	6.75	5.40	5.05	4.05
24 ti	10.50	8.25	8.40	6.70	6.30	5.05	4.75	3.80
30 ti	9.75	7.75	7.80	6.25	5.85	4.70	4.40	3.50

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec
12 ti (2AA, 2A, 6B, 2C)	87.50	70.00
18 ti (3AA, 3A, 8B, 4C)	121.45	97.20
24 ti (4AA, 4A, 10B, 6C)	150.40	119.80

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
5 min	25.00	24.50	24.00	23.50	23.00	22.00

KIDO
1928

NBC--Idaho Big Buy Group

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 213 1600 1.00
A Division of Mesabi Western Corp., Box 8087, 5th floor, Owyhee Plaza, 1109 Main, Boise, Idaho 83707. Phone 208-344-8661.

STATION'S PROGRAMMING DESCRIPTION
KIDO: Programmed for adults 21-39. MUSIC: contemporary chart and golden from the past 9 am-noon, 1-4 pm & 7 pm-5 am. AIR PERSONALITIES handle all segments. NEWS: 10 min network and local at :00, 5-7 am farm market, weather reports, agriculture interviews by farm director, county agent information. 7-9 am commuter programmed with news, weather, sports and contemporary chart music with golden million sellers of the past. NEWS BLOCKS: 7:30-8 am, 5-5:30 pm. SPORTS: college football. COMMERCIAL POLICY: 14-1/2 min maximum per hour. Contact Representative for further details. Rec'd 3/28/74.

1. PERSONNEL
Chairman of the Board—William E. Boeing, Jr.
Vice President—Jack Link.
General Manager—James M. Davidson.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Portland, Seattle—Broadcast Northwest.
Denver, Colorado—John L. McGuire, Inc.

3. FACILITIES
5,000 w.; 630 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Idaho Big Buy.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 5/1/75—Rec'd 4/28/75.
AAA—Mon thru Sat 6:30-9 am & 4-6 pm.
AA—Mon thru Sat 9 am-4 pm.
A—Mon thru Sat 6 pm-6:30 am; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AAA PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.50	7.00	6.50	6.00
CLASS AA					
1 min	8.50	8.00	7.50	7.00	6.00
30 sec	6.50	6.00	5.50	5.00	4.50
CLASS A					
	1 ti	56 ti	100+		
1 min	5.50	4.50	4.00		
30 sec	4.50	3.50	3.00		

ID's—50% of 1-min.

CONTRACT DISCOUNT
52 wk—10%

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A	Per wk 30+	1 ti	Per mo 56 ti	100+
1 min	4.70	6.00	5.00	4.50
30 sec	3.60	5.00	4.00	3.50

ID's—50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	16 min	8 min
1 x	70	40	27	20	15
52 x	60	36	24	18	13
156 x	55	32	21	16	12
312 x	50	28	19	14	10

Edited by James M. Davidson.

KSPD
1959

Media Code 4 213 1700 8.00

Broadcast Journalism Co., Box 2298, Boise Executive Towers, Boise, Idaho 83701. Phone 208-345-3790.

STATION'S PROGRAMMING DESCRIPTION
KSPD: All news. Local news staff of 5 newsmen & editors. Hourly features include local news 2x per hour, sports, business news & 5 min farm reports. Network news. Rec'd 8/1/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Earl J. McRoberts.
Vice-Pres. & Sales Mgr.—M. Jean Wyatt.

3. FACILITIES
1,000 w.; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60f, 60i, 61a, 61c.
Cancellation: 70e, 71a, 73b.

TIME RATES
Eff ——————Rec'd 5/15/74.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1x	13x	26x	52x	104x	182x
1 min	15.60	13.40	11.50	9.95	8.60	7.80
30 sec	10.90	9.35	8.05	6.95	6.00	5.20
		260x	312x	500x	750x	1000x
1 min		6.45	5.50	5.15	4.75	4.40
30 sec		4.50	3.90	3.60	3.30	3.10
CLASS AA	1x	13x	26x	52x	104x	182x
1 min	10.90	9.35	8.05	6.95	6.00	5.20
30 sec	7.70	6.50	5.65	4.90	4.65	4.65
		260x	312x	500x	750x	1000x
1 min		4.50	3.90	3.60	3.30	3.10
30 sec		3.15	2.75	2.50	2.35	2.20

10 sec: 50% of 1-min.
Edited by Earl J. McRoberts.

KYME
1955

NAB

Media Code 4 213 1800 7.00

KYME Broadcasters, Inc., Box 1619, 8200 Preece Rd., Boise, Idaho 83701. Phone 208-376-0740.

STATION'S PROGRAMMING DESCRIPTION
KYME: Programmed for young adults 20-40. MUSIC: contemporary. Playlist averages 100-120. NEWS: twice each hour. Contact Representative for further details. Rec'd 9/12/74.

1. PERSONNEL
President—M. W. Brainard.
Station Manager—Steven D. Oliver.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
500 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only. 30 days net.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 23b, 24b, 25a, 26, 28b, 30.
Contracts: 40a, 42b, 44a, 45, 46, 47e, 49, 51a, 51c.
Comb.; Cont. Discounts: 60c, 60g, 60i, 61b, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/73—Rec'd 12/27/73.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	600x	1200x	2400x
1 min	5.00	4.50	4.00	3.75	3.25	3.00
30 sec	3.50	3.00	2.75	2.50	2.00	1.75
10 sec	2.50	2.25	1.75	1.62	1.37	1.25

8. PROGRAM TIME RATES

	1x	26x	52x	124x	260x	300x
1 hr	108.00	97.20	91.80	86.40	81.00	75.60
1/2 hr	64.00	57.60	54.40	51.20	46.00	44.20
1/4 hr	37.00	33.30	31.45	29.60	27.75	25.90
5 min	12.00	10.80	10.20	9.60	9.00	8.40

BURLEY

Cassia County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KBAR
1946

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 213 2000 5.00
Mini-Cassia Broadcasting, Inc., Box 430, Burley, Idaho. 83318. Phone 208-678-2244.

STATION'S PROGRAMMING DESCRIPTION
KBAR: MUSIC: MOR mix including country western, showtunes, film music, rock, old & current standards.

1. PERSONNEL
General Manager—Robert W. Sarvik.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6:00 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 7/1/74—Rec'd 7/22/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

CLASS A PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.00	3.80	3.60	3.40	3.20
30 sec	3.20	3.05	2.90	2.70	2.55
CLASS B					
1 min	3.20	3.00	2.80	2.60	2.40
30 sec	2.55	2.40	2.25	2.10	1.90

CALDWELL (2 AM; 1 FM)

Canyon County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBGN
1960

RAB

Subscriber to the NAB Radio Code

Media Code 4 213 2200 6.00
Christian Broadcasting Co., 2303 E. Chicago St., Caldwell, Idaho 83605. Phone 208-459-3635.

STATION'S PROGRAMMING DESCRIPTION
KBGN: Programming—Religious.

1. PERSONNEL
General Manager—Dick Shaw.

2. REPRESENTATIVES Advertising Sales West.
Radio Representatives, Inc.
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION 15/0.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
FM facilities: KBXL (FM).

TIME RATES
Eff 1/1/74—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

30 DAYS:	Base	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	3.25	2.75	2.50	2.25	2.00	1.75
30 sec	2.50	2.15	1.95	1.75	1.55	1.35
10 sec	2.15	1.95	1.70	1.55	----	----

7. PACKAGE PLANS

SATURATION:	30 sec	10 sec
10+ per day	1.75	1.45

ANNUAL PACKAGES, PER MO. EA:	50 ti	75 ti	100 ti
30 sec	1.90	1.75	1.50
1 min	2.45	2.25	1.85

10. SPECIAL FEATURES

News headlines—30 sec, ea	3.50
Weather checks—30 sec, ea	2.75
News in depth—1 min, ea	5.00

KBXL (FM)
1960

RAB

Media Code 4 213 2300 7.00
Christian Broadcasting Co., 2303 E. Chicago St., Caldwell, Idaho 83605. Phone 208-459-3635.
See affiliated AM station for additional information.
AM facilities: KBGN.

STATION'S PROGRAMMING DESCRIPTION
KBXL (FM): General popular music.

1. PERSONNEL Sales Manager—Lee Shafer.

3. FACILITIES
25,000 w. (horiz.), 25,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 6-1 am. MST.
Antenna ht.: 7,200 ft. above average terrain.

TIME RATES
No. 3 Eff 4/1/75—Rec'd 5/1/75.

7. PACKAGE PLANS
TAP—ROS 6-1 am.

	30 Days 1 ti	50 ti	75 ti	100+	7 Days 25 ti	35 ti	1 day 10 ti
EA: 1 min	4.50	3.75	3.55	3.35	3.90	3.80	3.75
30 sec	3.80	3.40	3.20	3.00	3.55	3.45	3.40
ANNUAL PLAN:		300x	600x	900x	1200x	1800x	
1 min		3.90	3.60	3.40	3.20	3.00	
30 sec		3.55	3.25	3.10	3.00	2.85	

Guaranteed time: Extra 10%.

10. SPECIAL FEATURES

Newscasts—open rate exclusive	6.50
300 per yr exclusive	5.50

Edited by Dick Shaw.

(Caldwell continued on next page)

Caldwell—Continued

KCID
1946

Subscriber to the NAB Radio Code

Media Code 4 213 2400 5.00
Twin Cities Broadcasting Co., Box 1175, 19th & Cleveland, Caldwell, Idaho 83605. Phone 208-459-2666.

STATION'S PROGRAMMING DESCRIPTION
KCID: Programmed for general adult interest.

1. PERSONNEL
Station Manager—Dale G. Peterson.
2. REPRESENTATIVES
Harlan G. Oakes, Inc.
Chicago, New York—The Devney Organization, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 17 hours daily. MST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 6 Eff 7/1/75—Rec'd 6/26/75.

6. SPOT ANNOUNCEMENTS

Per Mo. Ea:	Base	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	5.75	5.05	4.75	4.55	4.05	3.75
30 sec	4.55	4.00	3.65	3.20	2.90	2.65
20 sec	3.05	2.80	2.65	2.55	2.35	2.20

7. PACKAGE PLANS
Saturation—30-sec: ROS, 10+/1 day, ea 2.65.

	1 min	30 sec	20 sec	10 sec
10+ per day, ea	2.75	2.65	2.20	1.45
1000+ yrly contract, ea	3.75	2.65	2.20	.....

Edited by Dale G. Peterson.

COEUR d' ALENE

Kootenai County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KVNI
1946

Media Code 4 213 2600 6.00
North Idaho Broadcasting Co., Press Bldg. Coeur d'Alene, Idaho. 83814. Phone 208-664-9271.

1. PERSONNEL
General Manager—Vernon M. James.
2. REPRESENTATIVES
Bill Dahlsten & Associates.
Seattle—Simpson/Reilly & Associates Co.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-11 pm. PST.
4. AGENCY COMMISSION
15% net time and talent; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 5/21/75.

6. SPOT ANNOUNCEMENTS

PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti
PER YR:	360x	720x	1080x	1440x	1800x
1 min	3.50	3.35	3.05	2.85	2.65
30 sec	2.70	2.60	2.30	2.20	2.05

10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER MO:	Open	10 ti	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	4.70	4.35	4.05	3.85	3.60	3.35	3.20
30 sec	3.60	3.40	3.20	3.00	2.80	2.65	2.55

10 sec: 60% of 1-min.
Edited by Vernon M. James.

EMMETT

Gem County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KMFE (FM)
1973

Media Code 4 213 2700 6.00
Emmett Valley Broadcasters, Inc., 204 W. Main St., Emmett, Idaho 83617. Phone 208-365-5642.

STATION'S PROGRAMMING DESCRIPTION
KMFE (FM): Country music 6-9 am, MOR thereafter.

1. PERSONNEL
Pres. & Gen'l Mgr.—Floyd D. Brown.
3. FACILITIES
ERP 790 w. (horiz.), 790 w. (vert.); 101.7 mc.
Stereo.
Operating schedule: 16 hours daily. MST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 1 Eff 1/1/75—Rec'd 1/17/75.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	200x
1 min	4.00	3.85	3.70	3.55	3.40
30 sec	3.30	3.15	3.00	2.85	2.70
15 sec	2.10	2.00	1.90	1.80	1.70
	250x	300x	400x	500x	*1000x
1 min	3.25	3.10	2.95	2.80	2.00
30 sec	2.55	2.40	2.25	2.15	1.50
15 sec	1.60	1.50	1.40	1.30	1.00

(*) Special rate.

GRANGEVILLE

Idaho County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KORT
1964

4-K Radio, Inc.

Media Code 4 213 2900 6.00
4-K Radio, Inc., Box 72, Grangeville, Idaho 83530. Phone 208-983-1230.

1. PERSONNEL
Sales Manager—John Sullivan.
2. REPRESENTATIVES
San Francisco, New York, Los Angeles—Radio Time Sales/International.
Chicago—Walton Broadcasting Sales Corporation.
Detroit—Corlett Associates.
Seattle, Portland—The Tacher Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Sold in combination with KOZE AM/FM (Lewiston), KLER (Orofino). See KOZE listing for rates.

TIME RATES
Eff 4/1/74—Rec'd 4/2/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	2.75	2.25

HAILEY

Blaine County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KSKI
1960

Media Code 4 213 2900 4.00
Sun Valley Radio, Inc., Box 1340, Hwy. 93, Hailey, Idaho 83333. Phone 208-788-4504.

STATION'S PROGRAMMING DESCRIPTION
KSKI: Programming geared to the adult audience

1. PERSONNEL
Pres. & Gen'l Mgr.—Kent Frandsen.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional. Same patterns day and night.
Operating schedule: 7 am-10 pm. MST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 12/9/74.

6. SPOT ANNOUNCEMENTS

PER YR:	100x	200x	400x	650x	900x	1200x	1800x	2400x
1 min	3.00	2.80	2.60	2.40	2.20	2.00	1.80	1.60
30 sec	2.45	2.30	2.15	2.00	1.85	1.70	1.55	1.40
10 sec	1.90	1.80	1.70	1.60	1.50	1.40	1.30	1.20

7. PACKAGE PLANS

PER WK:	10 ti	25 ti	40 ti	55 ti	70 ti
1 min	2.60	2.40	2.20	2.00	1.80
30 sec	2.15	2.00	1.85	1.70	1.55
10 sec	1.70	1.60	1.50	1.40	1.30

PER MO:	25 ti	60 ti	100 ti	150 ti	200 ti	250 ti
1 min	2.60	2.40	2.20	2.00	1.80	1.60
30 sec	2.15	2.00	1.85	1.70	1.55	1.40
10 sec	1.70	1.60	1.50	1.40	1.30	1.20

45 sec: 1 min rate less .10.
20 sec: 30-sec rate less .10.

IDAHO FALLS (3 AM; 1 FM)

Bonneville County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KID
1928

CBS Radio Network

Subscriber to the NAB Radio Code

Media Code 4 213 3000 2.00
KID Broadcasting Corp., Box 2008, East 17th St., Idaho Falls, Idaho 83401. Phone 208-522-5100.
TWX Idaho Falls, Ida. 277.

STATION'S PROGRAMMING DESCRIPTION
KID: Programmed for adults 5 am-7:30 pm; teenagers & young adults 7:30 pm-12M.
MUSIC: Current-popular (emphasis on middle-of-the-road, daytime; top 40 after 7:30 pm). 6 AIR PERSONALITIES handle all segments. NEWS: Network schedule of news, features and sports, plus local news department with 4 men plus a Farm Director (UPI plus Weather Wire). SPORTS: 2 sportscasters do play-by-play of most local sports in season. SPECIAL FEATURES: skiing reports, hunting and fishing information, coaches corner, scholastic tournaments with local high schools, mobile-remote equipment for on-location broadcasts, air-to-ground traffic reports on holidays. Contact Representative for further details. Rec'd 7/6/72.

1. PERSONNEL
General Manager—J. Allen Jensen.
Sta. Mgr. & Nat'l Sales Dir.—Roy Southwick.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Pacific Northwest—Art Moore & Assoc., Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 500 kc.
Directional—night only.
Operating schedule: 5-1 am. MST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 73a.
Affiliated with CBS.

TIME RATES
Eff 1/1/70—Rec'd 12/11/69.
AA—Mon thru Fri 7-8 am & 4:30-6:30 pm; Sun 7 am-1 pm.
A—All other times.
Farm Time—Mon thru Fri 5:30-7 am; Sat 5:30-8 am; Mon thru Sat—noon-1 pm.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	156x	260x	520x	750x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	11.00	10.50	10.00	9.50	9.00
A	9.00	8.50	8.00	7.50	7.00

Farm Time, flat 12.00
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
When sold in combination with FM, add 3.00 per spot.

8. PROGRAM TIME RATES
5 min: 125% of 1-min. 1/2 hr: 400% of 1-min.
10 min: 200% of 1-min. 1 hr: 700% of 1-min.
1/4 hr: 250% of 1-min.

KID-FM
1965

Subscriber to the NAB Radio Code

Media Code 4 213 3001 0.00
KID Broadcasting Corp., Box 2008, E. 17th St., Idaho Falls, Idaho 83401. Phone 208-522-5100.
TWX Idaho Falls, Idaho 277.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KID-FM: Programmed for adult audience.
MUSIC: popular standards, MOR 6 am-12M. Regular news, sports, weather reports. SPORTS: college football & basketball. Contact Representative for further details. Rec'd 8/10/72.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mc.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 1,500 ft. above average terrain.

TIME RATES
Eff 8/1/72—Rec'd 8/10/72.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti
1 min	6	5	4

30 sec: 80% of 1-min.
When sold in combination with AM, add 3.00 per spot to AM rate.

KTEE
1960

Media Code 4 213 3200 9.00
Benay Corp., Box 2147, Idaho Falls, Idaho. 83401. Phone 208-523-3710.

STATION'S PROGRAMMING DESCRIPTION
KTEE: Programmed for young adults & adult general interest.
MUSIC: progressive MOR for every age group. NEWS: local news dept with mobile units for on location remote broadcasting; farm director furnishes reports. Contests throughout day. SPORTS: play-by-play local sports; News hrly. TALK: telephone conversation with air personalities/open phone lines 11:05 am-noon. Contact Representative for further details. Rec'd 11/26/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Leo Higham.
Director of Marketing Services—Melvin L. Erickson.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 net time; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 5b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a.
Contracts: 40a, 42a, 46, 47a.
Comb.; Cont. Discounts; 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: The Intermountain Network.

TIME RATES
Eff 3/1/74—Rec'd 3/25/74.
AA—6-9 am, 11 am-1 pm & Party Line 4:30-6:30 pm.
A—9-11 am, 1-4:30 pm & 6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti
1 min	10.40	9.10	7.80	6.50	5.20
20/30 sec	9.10	7.80	6.50	5.20	3.90
10 sec	7.80	6.50	5.20	3.90	2.60

CLASS A

1 min	.....	6.50	5.20	3.90	2.60
20/30 sec	.....	5.20	3.90	2.60	1.30
10 sec	.....	3.90	2.60	1.30	.65

(*) Fixed Position & less than 6.

10. SPECIAL FEATURES
CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti
Newcasts	13.00	11.70	10.40	9.10
Weatherettes	11.70	10.40	9.10	7.80
Programettes	10.40	9.10	7.80	6.50

CLASS A

Newcasts	10.40	9.10	7.80	6.50
Weatherettes	9.10	7.80	6.50	5.20
Programettes	7.80	6.50	5.20	3.90

All rates combinable.

KUPI
1957

Media Code 4 213 3400 4.00
Idaho Broadcasters, Inc., dba KUPL, Inc., 854 Lindsay Blvd., Idaho Falls, Idaho 83401. Phone 208-522-1101.

STATION'S PROGRAMMING DESCRIPTION
KUPI: MUSIC: 100% modern country music with emphasis on current hits as well as the great classics. NEWS: UPI at :25 & :55. FARM: 12N-1 pm M-Sat, features farm news, weather, market & livestock reports & state farm bureau reports. Mobile unit provides on the spot local coverage. SPORTS: hourly, complete local sports, ski reports; fish & game reports twice daily. Road condition reports when necessary. Contact Representative for further details. Rec'd 7/24/72.

1. PERSONNEL
President—Charles J. Saunders.
Vice-Pres. & Gen'l Mgr.—James C. Garchow.
Station Manager—Gary Patrick.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Mountain States—Bob Hix Co., Inc.
3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff ——Rec'd 12/9/74.

6. SPOT ANNOUNCEMENTS

PER MO:	15 ti	30 ti	60 ti	90 ti
1 min	7.35	6.70	6.35	6.05
30 sec	6.35	5.40	5.05	4.75
15 sec	4.75	4.10	3.80	3.45

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	129.35	71.50	35.75	14.30
Contract	93.60	52.00	26.00	10.40

JEROME (1 AM; 1 FM)

Jerome County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KART
1956

Media Code 4 213 3600 9.00
KART Broadcasting Co., Inc., 901 N. Lincoln, Jerome, Idaho 83338. Phone 208-324-8181.

STATION'S PROGRAMMING DESCRIPTION
KART: C & W music, local news & sports.

1. PERSONNEL
Pres. & Gen'l Mgr.—Allen D. Lee.
2. REPRESENTATIVES
Hugh Feltis & Associates.
3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. MST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KFMA (FM).
Affiliated with KRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	10 ti	20 ti	30 ti	50 ti	80 ti	100 ti
1 min	4.50	3.90	3.80	3.65	3.30	2.95	2.80
30 sec	3.30	2.80	2.70	2.60	2.35	2.10	2.10

KFMA (FM)
1970

Media Code 4 213 3650 4.00
Kart Broadcasting Co., Inc., 901 N. Lincoln, Jerome, Idaho 83338. Phone 208-324-8181.
See affiliated AM station for additional information.
AM facilities: KART.

1. PERSONNEL
Manager—Ronn Thorne.
3. FACILITIES
ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: ——ft. above average terrain.

TIME RATES
Rates are identical to KART. See that listing.

LEWISTON (3 AM; 1 FM)
(including Clarkston, Wash.)

Lewiston, Nez Perce County, Idaho—Map Location D-3
Clarkston, Asotin County, Wash.—Map Location F-4
See SRDS consumer market map and data at beginning of the State
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

(Lewiston continued on next page)

KCLK

1971
CLARKSTON, WASH.
Subscriber to the NAB Radio Code
Media Code 4 213 3700 7.00
Clarkston Broadcasters, 726 6th St., Clarkston, Wash. 99403. Phone 509-758-3361.

STATION'S PROGRAMMING DESCRIPTION
KCLK: Programmed for adults.
MUSIC: modern country, 75% current singles, 25% albums. News and sports. Contact Representative for further details. Rec'd 2/19/71.

1. PERSONNEL
Pres. & Mgr.—W. E. Lawrence.
Sales Manager—George Walton.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.
Denver, Salt Lake—Bob Hix Co., Inc.
3. FACILITIES
500 w.; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only. Payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 24b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 81, 82.
5% discount when bought in conjunction with KWIQ, Moses Lake, Wash.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/74—Rec'd 11/11/74.

6. SPOT ANNOUNCEMENTS

WK:	1 tl	12 tl	18 tl	24 tl	30 tl	36 tl	48 tl
MO:		30 tl	60 tl	90 tl	120 tl	150 tl	180 tl
YR:		120x	180x	360x	420x	525x	750x
1 min	6.50	6.00	5.50	5.00	4.50	4.25	4.00
30 sec	5.00	4.50	4.00	3.60	3.40	3.20	3.00

15 sec: 50% of 1-min.

6. PROGRAM TIME RATES
5 min—2x 1-min rate. 1/2 hr—5x 1-min rate.
1/4 hr—3x 1-min rate.

KOZE

1955
LEWISTON
4-K Radio, Inc.
Media Code 4 213 3800 5.00
4-K Radio, Inc., Box 936, Lewiston, Idaho 83501. Phone 208-743-2502.

STATION'S PROGRAMMING DESCRIPTION
KOZE: Programmed for young adults.
MUSIC: current popular with 6 AIR PERSONALITIES. NEWS: network at :55 backed with local/state capsule each hour utilizing AP sources. SPORTS: sports personality at 5:25 am, 2:25 & 6:25 pm; local football/basketball & college play-by-play football. Contact Representative for further details. Rec'd 5/29/74.

1. PERSONNEL
General Manager—Gene Hamblin.
Operations Managers—Gary Ball, Mike Ripley.
2. REPRESENTATIVES
San Francisco, New York, Los Angeles—Radio Time Sales/International.
Chicago—Walton Broadcasting Sales Corporation.
Detroit—Corlett Associates.
Seattle, Portland—The Tacher Company.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 23a, 23b, 23c, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 71a.
Affiliated with American Contemporary Network.

TIME RATES
Eff 4/1/70—Rec'd 4/2/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	4.00	2.50
KOZE AM/FM, KLER (OROFINO), KORT (GRANGEVILLE) COMBINATION		
Ea	10.50	8.00

6. PROGRAM TIME RATES
5 min 5.50
KOZE AM/FM, KLER (OROFINO), KORT (GRANGEVILLE) COMBINATION
5 min 15.00

KOZE-FM

1961
LEWISTON
4-K Radio, Inc.
Media Code 4 213 3801 3.00
4-K Radio, Inc., Box 936, Lewiston, Idaho 83501. Phone 208-743-2282.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KOZE-FM: Programmed for adults.
MUSIC: MOR, popular standards. Contact Representative for further details. Rec'd 6/5/74.

3. FACILITIES
ERP 903 w.; 96.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 630 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KOZE, KLER, Orofino, and KORT, Grangeville. See KOZE listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 5/29/74.
1 min 2.00 30 sec 1.50

KRLC

1935
LEWISTON
Media Code 4 213 4000 1.00
KRLC, Inc., Box 237, Lewiston, Idaho 83501. Phone 208-743-1551.

STATION'S PROGRAMMING DESCRIPTION
KRLC: Programmed for 18-45.
MUSIC: top popular hits. NEWS: local news, live coverage, UPI & network. SPORTS: local high school & college sports. Talk show. Editorials. Heavy community involvement. Contact Representative for further details. Rec'd 1/28/75.

1. PERSONNEL
Manager—Douglas MacKelvie.
2. REPRESENTATIVES
East—Jack Masla & Co., Inc.
California—Pacific Broadcast Sales.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1350 kc.
Directional—night only.
Operating schedule: 5-1 am.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	10 tl	20 tl	30 tl	50 tl	.....
PER YR:	1x	100x	200x	300x	500x	1000x
1 min	5.00	4.40	4.15	3.90	3.60	3.40
30 sec	4.00	3.80	3.65	3.50	3.05	2.85
10 sec	2.50	2.25	2.20	2.00	1.85	1.75

8. PROGRAM TIME RATES

	1 tl	10 tl	50 tl
1/2 hr	27.50	25.00	23.00
1/4 hr	19.00	17.00	15.00
5 min	9.00	8.25	7.50

McCALL

Valley County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KMCL

1965
Media Code 4 213 4200 7.00
K. McCall Radio, Box 907, McCall, Idaho 83638. Phone 208-634-2248.

STATION'S PROGRAMMING DESCRIPTION
KMCL: Format: country.

1. PERSONNEL
Station Manager—Jim McCall.
2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES
500 w. days, 250 w. nights; 1240 kc.
Operating schedule: 6 am-10 pm. MST.
4. AGENCY COMMISSION
15/0; 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 5/28/74.
A—6 am-6 pm.
B—6 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS A

	—Per wk. on—			—Per mo. on—			Per yr. on	
	7 tl	10 tl	14 tl	30 tl	43 tl	60 tl	364x	520x
1 min	3.00	2.95	2.90	2.75	2.70	2.65	2.50	2.45
30 sec	2.25	2.20	2.15	2.00	1.95	1.90	1.75	1.70
15 sec	1.50	1.45	1.40	1.25	1.20	1.15	1.00	.95

B: 75% of A.
Bonus package—minimum A schedule plus equal B schedule, 65% of A rate.

10. SPECIAL FEATURES
NEWS—5 MINUTES AT :60 & 3 MINUTES AT :30

	1 mo	1/2 yr	1 yr
Ea hr	6.00	5.50	4.50

MONTPELIER

Bear Lake County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KVSI

1965
Subscriber to the NAB Radio Code
Media Code 4 213 4400 2.00
Tri-State Broadcasting Co., Inc., Box 240, Montpelier, Idaho 83254. Phone 208-847-1450.

STATION'S PROGRAMMING DESCRIPTION
KVSI: Programmed for general interest.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Keith Martindale.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. daytime; 256 w. nighttime; 1450 kc. Non-directional.
Operating schedule: 5:00 am-midnight. MST.
4. AGENCY COMMISSION
15/0: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff ——— Rec'd 4/1/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	265x	500x	1000x
1 min	3.75	3.50	3.25	3.00	2.75	2.25
30 sec	3.00	2.90	2.65	2.50	2.25	2.00

7. PACKAGE PLANS
SATURATION PLAN

PER WK, EA:	12 tl	16 tl	24 tl	30 tl	36 tl
1 min	2.40	2.10	2.00	2.75	2.50
30 sec	3.00	2.90	2.75	2.50	2.00
10 sec	1.90	1.70	1.50	1.40	1.25

MOSCOW (1 AM; 1 FM)

Plus 1 paid duplicate listing.
Latah County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KPUL

1950
PULLMAN, WASHINGTON
RAB
(This is a paid duplicate of the listing appearing under Pullman, Washington.)
Media Code 4 249 2990 6.00
Radio, Palouse, Inc., Box 1, Pullman, Wash. 99163. Phone 509-332-6551.

STATION'S PROGRAMMING DESCRIPTION
KPUL: Programmed for adults.
MUSIC: modern country and western format. NEWS: every half hour; farm news; plus 3/4 hour local news daily. Stock market and commodities reports following hourly network news. Each program has title and theme. Special introduction to shows with human elements of conversation during shows. Remotes available. Contact Representative for further details. Rec'd 11/26/68.

1. PERSONNEL
General Manager—Bill Weed.
Program Director—Eric Kidder.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.
Denver—Bob Hix Co., Inc.
3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities, see KPUL-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12a, 13a, 14b, 15b.
Basic Rates: 28b.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80.
FM facilities: KQQQ.
Affiliated with American Entertainment Network.

TIME RATES
Eff————Rec'd 2/21/75.

6. SPOT ANNOUNCEMENTS
BTA

PER WK:	1 tl	12 tl	24 tl	36 tl	48 tl	
PER YR:		104x	260x	520x	780x	1000x
1 min	5.90	5.30	4.80	4.45	4.15	3.55
30 sec	4.80	4.15	3.55	3.25	2.95	2.35
SPECIFIED TIMES						
1 min	6.50	5.85	5.30	4.90	4.60	3.90
30 sec	5.30	4.60	3.90	3.60	3.25	2.60

10 sec: 50% of 1-min.

6. PROGRAM TIME RATES

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl
PER YR:	1x	52x	104x	156x	260x
1/2 hr	45.00	30.00	23.50	27.00	24.00
1/4 hr	30.00	20.00	19.00	18.00	16.00
5 min	15.00	10.00	9.50	9.00	8.00

(D)

KRPL

1947
Media Code 4 213 4600 6.00
KRPL, Inc., Box 8849, North Almon Ext., Moscow Idaho 83843. Phone 208-882-2551.

1. PERSONNEL
Manager—Tom Neal.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30-1 am. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 6/26/75.
AAA—6-9 am, noon-1 pm & 4-6 pm.
AA—9 am-noon & 1-4 pm.
A—6 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	5.00	4.45	3.85
30 sec	3.85	3.25	2.65

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Joe Stanosch.

IDAHO

KRPL-FM

1972
Media Code 4 213 4601 6.00
KRPL Inc., Box 8849, North Almon Ext., Moscow, Idaho 83843. Phone 208-882-2551.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KRPL-FM: programmed for 30+, news & sports.

3. FACILITIES
ERP 18,000 w. (horiz.), 18,000 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 5:45-12:45 am. PST.
Antenna ht.: 992 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Eff 6/1/75—Rec'd 6/26/75.
AAA—6-10 pm.
AA—7-9 am & noon-1 pm.
A—All other times; ROS.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	4.15	3.55	2.95
30 sec	2.95	2.85	1.85

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Joe Stanosch.

MOUNTAIN HOME

Elmore County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KFLI

1962
Media Code 4 213 4800 4.00
KFLI Radio Inc., Box 704, 290 E. 4th, N., Mountain Home, Idaho 83647. Phone 208-587-4425.

STATION'S PROGRAMMING DESCRIPTION
KFLI: Programmed for general interest.

1. PERSONNEL
Manager—W. J. Abbott.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:45 am-midnight. MST.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 11/14/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	208x	312x
1 min	6.00	5.50	5.00	4.75	4.50	4.00	3.75	3.50
30 sec	5.00	4.75	4.50	4.25	4.00	3.50	3.00	2.75

NAMPA (2 AM; 1 FM)

Canyon County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KAIN

1961
RAB
Media Code 4 213 5000 6.00
KAIN Radio, 1115 N. Curtis Rd., Boise, Idaho 83704. Phone 208-342-4052.
Nampa office: 111 Third St. S., Nampa, Idaho 83651.

STATION'S PROGRAMMING DESCRIPTION
KAIN: Programmed for mass appeal.

1. PERSONNEL
Pres. & Gen'l Mgr.—Brent T. Larson.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Seattle, Portland—Contact station direct.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Rates based on 60 percent for actual time, 40 percent production fees.
Member: National AgRadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/74—Rec'd 11/25/74.
AA—Mon thru Fri 7-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	10 tl	20 tl	30 tl	40 tl	10 tl	20 tl	30 tl	40 tl
MO:	25 tl	50 tl	75 tl	100 tl	25 tl	50 tl	75 tl	100 tl
YR:	——	——	500x	750x	——	——	500x	750x
1 min	6.50	5.75	5.50	5.25	5.50	5.00	4.75	4.50
30 sec	5.50	4.75	4.50	4.25	4.50	4.00	3.75	3.50

(CR)

KFXD

1922
RAB
Subscriber to the NAB Radio Code
Media Code 4 213 5200 6.00
Idaho Broadcasting Co., Box 160, Amity Rd., S., Nampa, Idaho 83651. Phone 208-466-8812

STATION'S PROGRAMMING DESCRIPTION
KFXD: Programmed for young persons 12-34.
MUSIC: rock, current & solid gold hits. 8 AIR PERSONALITIES. NEWS: 7 6-min newscasts 6 am-4 pm & 1 expanded 12-min newscast at 5:40 pm. Local emphasis with 2 newspersons. Alternative news programmed 7 pm-midnight. Editorializes weekly. SPECIAL FEATURE: Spanish program 8:30-9:30 am Sun. COMMERCIAL POLICY: maximum 14 minutes per hour. Contact Representative for further details. Rec'd 6/6/75.

(This listing continued on next page)

IDAHO

Nampa—K F X D—Continued

1. PERSONNEL
Pres. & Gen'l Mgr.—Wayne C. Cornils.
Program Manager—Fred Novak.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Portland, Seattle—The Tacher Company.

3. FACILITIES
5,000 w.; 580 kc. Directional—night only.
Operating schedule: 24 hours. MST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24a, 29a.
Contracts: 40c, 42b, 44a, 49.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.

TIME RATES
No. 3 Eff 8/12/73—Rec'd 10/1/73.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun 6 am-9 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE WKLY:	1 ti	12 ti	18 ti	24 ti	30 ti
AAA	9.00	8.00	7.50	7.00	6.50
AA	8.00	7.00	6.50	6.00	5.50
A	5.75	5.25	5.00	4.75	4.25

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
6 min news—1-1/2x 1-min rate.

(D)

K F X D-FM
1974

Subscriber to the NAB Radio Code
Media Code 4 213 5201 4.00
Idaho Broadcasting Co., 455 W. Amity Rd., Meridian, Idaho 83642. Phone 208-345-8812.
Mailing address: Box 107, Boise, Idaho 83701.
See affiliated AM station for additional infomation.

STATION'S PROGRAMMING DESCRIPTION
KFXD-FM: Programmed for 24-49 age group.
MUSIC: hit parade. Contact Representative for further details. Rec'd 12/4/74.

1. PERSONNEL
Operations Manager—Tim Pace.

3. FACILITIES
ERP 46,000 w. (horiz), 46,000 w. (vert.) 94.9 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4,592.5 ft. above average terrain.

TIME RATES
Eff———Rec'd 10/23/74.
AAA—10 am-7 pm.
AA—6-10 am & 7-11 pm.
A—11 pm-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE						
PER WK:	6 ti	12 ti	18 ti	24 ti	———	———
PER MO:	25 ti	40 ti	60 ti	80 ti	100 ti	125 ti
PER YR:	52x	156x	312x	520x	720x	1040x
AAA	8.00	7.00	6.50	6.00	5.50	5.00
AA	6.00	5.00	4.50	4.00	3.50	3.00
A	4.00	3.50	3.00	2.75	2.50	2.25

30 sec: 85% of 1-min.

10. SPECIAL FEATURES

NEWS ADVISORIES:	AAA	AA	*TAP
6 ti	12.00	9.00	7.50
12 ti	10.00	7.00	——
18 ti	8.50	6.00	——

(*) Rotating.

OROFINO
Clearwater County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

K L E R
1950
4-K Radio, Inc.
Media Code 4 213 5400 2.00
4-K Radio, Inc., Box 32, Orofino, Idaho 83544. Phone 208-476-5124.

1. PERSONNEL
Sales Manager—Art Hunt.

2. REPRESENTATIVES
San Francisco, New York, Los Angeles—Radio Time Sales/International.
Chicago—Walton Broadcasting Sales Corporation.
Detroit—Corlett Associates.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days, 500 w. nights; 950 kc. Directional nights.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Sold in combination with KOZE AM/FM (Lewiston), KORT (Grangeville). See KOZE listing for rates.

TIME RATES
Eff 4/1/70—Rec'd 4/2/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	2.75	2.25

QUICK QUESTION:

What's the average cost for a one-minute spot (12 per week for 13 weeks) for the four highest cost stations in Chicago, during morning drive time?

QUICK ANSWER:

Check the new RADIO MARKET ESTIMATOR positioned directly below the Chicago heading in SRDS Spot Radio Rates & Data.

You can also answer that and other estimating questions for all of the top 150 markets with SRDS new RADIO MARKET ESTIMATOR. The Katz Radio Organization has permitted us to borrow their style and technique, and we're taking it one step further.

We publish the RADIO MARKET ESTIMATOR every month and update the individual tables **whenever** there is a rate change for any one of the major stations in the market.

See for yourself if this new addition to SRDS Spot Radio Rates & Data doesn't save you time and trouble.

SRDS

the national authority serving TODAY'S media-buying function

R-3z

PAYETTE
Payette County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

K Y E T
1965

Media Code 4 213 5500 9.00
Payette Radio, Inc., Box 157, West Park Plaza. Ontario, Ore. 97914. Phone 503-889-3158.

STATION'S PROGRAMMING DESCRIPTION
KYET: Country music—daytime; Rock—evening.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard L. Swan.

2. REPRESENTATIVES
Radio Time Sales/International.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
250 w.: 1450 kc. Non-directional.
Operating schedule: 5:30 am-midnight. MST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/73—Rec'd 5/7/73.
AA—7-9 am, noon-1 pm & 4-7 pm.
A—ROS, BTA.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
CLASS AA						
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	3.50	3.25	3.00	2.75	2.50	2.25
CLASS A						
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.75	2.50	2.25	2.00	1.75

10/15 sec: 50% of 1-min.

POCATELLO (3 AM; 1 FM)
Bannock County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

K S E I
1926

NBC--Idaho Big Buy Group

Subscriber to the NAB Radio Code
Media Code 4 213 5600 7.00
Pioneer Broadcasters Corp., Box 31, Pocatello, Idaho 83201. Phone 208-233-2121.

1. PERSONNEL
President—Earl Morgenroth.
General Manager—Larry Wilmot.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Denver—John L. McQuire, Inc.
Northwest—Art Moore & Assoc., Inc.
Salt Lake City—Aaron Bournstein Co.

3. FACILITIES
5,000 w.; 930 kc. Directional—night only.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Idaho Big Buy.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 6/17/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 16 ti	AA 24 ti	A 8 ti	A 12 ti	A 16 ti	A 24 ti
1 min	8	7	6	5	7	6	5	4
30 sec	7	6	5	4	6	5	4	3

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5 min: 1 1/2x 1-min.
Edited by L. G. Wilmot.

K S N N
1956
Media Code 4 213 5800 3.00
Pocatello Broadcasting Co., Inc., 538 S. Main, Pocatello, Idaho 83201. Phone 208-232-6565.

STATION'S PROGRAMMING DESCRIPTION
KSNN: Programmed for young adults.
MUSIC: rock. NEWS: 5 min at 7:25, 11:55 am; 5:25, 10:25, 11:55 pm. Weekends 1:55 & 3:55 am. Mini-news, ' min at :20 & :40. 1 min U news 4 times daily. Local, national current events interviews weekly. Swap shop, community bulletin board, pet patrol daily. 2 standby radio equipped mobile vans. Personality DJ's, contests, promotions, remotes, U. S. Weather teletype, AP Wire. SUN: Mexican programs. Sports. Contact Representatives for further details. Rec'd 12/7/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Daniel C. Libeg.
Station Manager—Gordon Howell.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days: 1290 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
Partial simulcast operation. Simulcast 6 am-6 pm.
For non-simulcast facilities see KSNN-FM.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3b, 4a, 5, 6a, 8.
Rate Protection: 15b, 15d.
Basic Rates: 20b, 24b, 24c, 25a.
Contracts: 40a, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60h, 61c.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 0275 Eff 2/1/75—Rec'd 2/11/75.

6. SPOT ANNOUNCEMENTS

	6 wk	12 wk	18 wk	24 wk
30 sec	5.00	4.75	4.50	4.25
1 min	6.00	5.75	5.50	5.25

8. PROGRAM TIME RATES

PER WK:	1 ti	3 ti	6 ti
5 min	9.00	8.50	8.00

9. PARTICIPATING PROGRAMS
Casey Kasem, American Top Forty—Sun 3-6 pm, 1-min, 6.00; 30-sec, 4.00.
Mexican Program—Sun 10 am-noon, 30-sec, 4.00.

K S N N-FM
1969
Media Code 4 213 5801 1.00
Pocatello Broadcasting Co., 538 S. Main, Pocatello, Idaho 83201. Phone 208-232-6566.
See affiliated AM station for additional information.

3. FACILITIES
ERP 29,000 w. (horiz.), 29,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 205 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities see KSNN.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to KSNN. See that listing.

K W I K
1946

Media Code 4 213 6000 9.00
KWIK Broadcasting Co., Inc., 936 Yellowstone Ave., Pocatello, Idaho 83201. Phone 208-233-1133.
Send all correspondence to Box 2605, Alameda Br., Pocatello, Idaho. 83201.

STATION'S PROGRAMMING DESCRIPTION
KWIK: MUSIC: top modern country 6 am-6 pm with accent on information & adult programming. 6 am-12M accent on personality with network news, phone-in contests, phone-in talk show and many other features. 6 pm-12M progressive rock aimed at college age group. Same format weekends. SPORTS: college & high school football, basketball, plus track, cutter racing, golf and other sports. Contact Representative for further details. Rec'd 2/3/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Davis.
Sales Manager—Bruce Hopkins.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 9.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 25a, 26, 28c, 29a.
Contracts: 40a, 44a, 44b, 45.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 70c, 71a, 72, 72a.
Prod. Services: 81, 82.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 42 Eff 1/15/75—Rec'd 1/22/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
1 min	6.40	6.20	6.00	5.80	5.60	5.40
30 sec	5.10	4.95	4.80	4.65	4.50	4.30
CLASS B						
1 min	5.50	5.30	5.10	4.90	4.70	4.50
30 sec	4.40	4.25	4.10	3.90	3.75	3.60

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	28.00	27.50	27.00	26.50	26.00	25.00
5 min	9.20	9.00	8.85	8.70	8.50	8.10

PRESTON
Franklin County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

K P S T
1948

Subscriber to the NAB Radio Code
Media Code 4 213 6200 5.00
Voice of the Rockies, Inc., Box 235, Preston, Idaho 83263. Phone 208-852-1340.

STATION'S PROGRAMMING DESCRIPTION
KPST: all country; talk.

1. PERSONNEL
General Manager—Mike Adams.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:45 am-10:10 pm. PST.

(This listing continued on next page)

Preston—K P S T—Continued

4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KIdo.
Affiliated with American Entertainment Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/74—Rec'd 4/29/74.
6. SPOT ANNOUNCEMENTS

WITHIN 30 DAYS:	1 ti	30 ti	60 ti	90+
1 min	2.80	2.50	2.20	1.90
30 sec	2.50	2.20	1.90	1.60
15 sec	2.20	1.90	1.60	1.30

7. PACKAGE PLANS

SATURATION, ROS:	1 min	30 sec	15 sec
10+ per day	2.50	2.20	1.90

REXBURG

Madison County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KRXK

1951
Media Code 4 213 6400 1.00
Don T. Ellis, 54 College Ave., Rexburg, Idaho 83440. Phone 208-356-3651.
STATION'S PROGRAMMING DESCRIPTION
KRXK: MOR/top 30 format.
1. PERSONNEL
General Manager—Mitch Ellis.
2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:36 am-midnight. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/23/75—Rec'd 6/26/75.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	50 ti	100 ti
1 min	2.75	2.10	1.85
30 sec	2.25	1.75	1.55
		1 min	30 sec
10+/day or 1000 (yr contract)		1.85	1.55

Edited by Don Ellis.

RUPERT

Minidoka County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KAYT

1955
NAB
Subscriber to the NAB Radio Code
Media Code 4 213 6600 6.00
Inland Broadcast Co., Box 427, Rupert, Idaho 83350. Phone 208-436-4757.
STATION'S PROGRAMMING DESCRIPTION
KAYT: Country 6 am-3 pm, contemporary 3 pm on.
1. PERSONNEL
Pres. & Gen'l Mgr.—Mervin V. Ling.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Portland, Seattle—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 12/31/74—Rec'd 12/2/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti
30 sec	2.95	2.75	2.55	2.40	2.10
1 min	3.55	3.25	3.10	3.00	2.75
CONTRACTS, PER YR:			600x	900x	1200x
30 sec			2.20	2.05	1.80
1 min			2.65	2.55	2.35

ST. ANTHONY

Fremont County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KIGO

NAB
Subscriber to the NAB Radio Code
Media Code 4 213 6800 2.00
Theodore W. Austin, Box 609, St. Anthony, Idaho 83445. Phone 208-624-3246.
STATION'S PROGRAMMING DESCRIPTION
KIGO: Modern country music.
1. PERSONNEL
Pres. & Gen'l Mgr.—T. W. Austin.
3. FACILITIES
1,000 w days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30 am-11 pm daily. MST.
4. AGENCY COMMISSION
None; agencies add commissions to rates shown
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/74—Rec'd 3/4/74.
6. SPOT ANNOUNCEMENTS
1-min. ea. 2.50 30-sec, ea. 1.75
10. SPECIAL FEATURES
5-min news 4.00.

ST. MARIES

Benewah County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KOFE

1970
Media Code 4 213 6900 0.00
St. Joe Radio, Box D, 704 College Ave., St. Maries, Idaho 83861. Phone 208-245-4559.
STATION'S PROGRAMMING DESCRIPTION
KOFE: C & W 6-10 am & pm; MOR 10 am-6 pm.
1. PERSONNEL
Partner & Manager—Duane J. Bare.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-Directional.
Operating schedule: 6 am-10 pm. PST.
4. AGENCY COMMISSION
15% time only.
TIME RATES
Eff 1/1/75—Rec'd 2/6/75.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	3.25	2.75	2.25

SALMON

Lemhi County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KSRA

1950
NAB
Subscriber to the NAB Radio Code
Media Code 4 213 7000 6.00
Salmon River Radio & Television Co., Box 950, North Broadway, Salmon, Idaho 83467. Phone 208-756-2216.
1. PERSONNEL
General Manager—Dale J. Smith.
2. REPRESENTATIVES
The Tacher Company.
3. FACILITIES
1,000 w.; 960 kc. Non-directional.
Operating schedule: Sunrise to local sunset.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/1/73—Rec'd 6/29/73.
6. SPOT ANNOUNCEMENTS

PER MO, EA:	1 ti	25 ti	50 ti	100+
1 min	2.20	2.00	1.70	1.40

10. SPECIAL FEATURES
NEWS AND FEATURES
News, 5 minutes every hour at :60 during morning and 5 & 6 pm.
Morning special—30 minutes, 7:25-7:55 am.
Special Features—5 minutes at :30.
5 min 3.00

SANDPOINT

Bonner County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KSPT

1949
Media Code 4 212 7200 4.00
Bauer Broadcasting Co., Box 431, Route 1, Sandpoint, Idaho 83864. Congress 8-2178.
1. PERSONNEL
General Manager—Norman E. Bauer.
2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
Seattle, Portland—Art Moore & Assoc., Inc.
3. FACILITIES
250 w.; 1400 kc.
Operating schedule: 6:00 a.m. to 10:05 p.m. weekdays; 6:00 a.m. to 2:05 p.m. Sunday. PST.
4. AGENCY COMMISSION
15% Bills rendered 1st; payable 20th of month
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
TIME RATES
Rates effective January 1, 1950.
Rates received December 29, 1958
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time	15 00	9 00	4 00	2 00	2 00
13 times	14 25	8 55	3 80	2 85	1 90
26 times	13 50	8.10	3.60	2.70	1 80
52 times	12 75	7.65	3 40	2.55	1.70
104 times	12 00	7 20	3 20	2 40	1.60
156 times	11 25	6.75	3.00	2.25	1.50
312 times	10.50	6 30	2 80	2.10	1.40
624 times	9 75	5 85	2 60	1 95	1.30
1,248 times	8 25	4.90	2.20	1.65	1.10

10. SPECIAL FEATURES
News—regular rates plus 10%.

SODA SPRINGS

Caribou County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KBRV

1957
Media Code 4 213 7400 0.00
Thomas W. Mathis, 120 E. Second South, Soda Springs, Idaho 83276. Phone 208-547-3307.
1. PERSONNEL
Manager—Thomas W. Mathis.
2. REPRESENTATIVES
Jack Masla & Co., Inc
Salt Lake City—Aaron Bournstein Co.
Denver—Bob Hix Co., Inc.
3. FACILITIES
5,000 w.; 790 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff ——— Rec'd 4/28/75.
6. SPOT ANNOUNCEMENTS

	1x	26x	51x	76x	101x	125x	151x
1 min	4.00	3.95	3.90	3.85	3.80	3.75	3.70
30 sec	3.00	2.95	2.90	2.85	2.80	2.75	2.70
	176x	201x	226x	251x	276x	301x	326x
1 min	3.65	3.60	3.55	3.50	3.45	3.40	3.35
30 sec	2.65	2.60	2.55	2.50	2.45	2.40	2.35
	351x	376x	401x	426x	451x	476x	501+
1 min	3.30	3.25	3.20	3.15	3.10	3.05	3.00
30 sec	2.30	2.25	2.20	2.15	2.10	2.05	2.00

Edited by Thomas W. Mathis.

TWIN FALLS (3 AM; 1 FM)

Twin Falls County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KEEP

1940
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 213 7600 3.00
KEEP Inland Radio, Inc., Box 346, 415 Park Ave., Twin Falls, Idaho 83301. Phone 208-733-7512.
STATION'S PROGRAMMING DESCRIPTION
KEEP: Contemporary—MOR.
1. PERSONNEL
General Manager—David N. Capps.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Northwest—The Tacher Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. MST.
4. AGENCY COMMISSION
15/0 time only.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/6/75.
6. SPOT ANNOUNCEMENTS

	SPECIFIED				
PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti
PER MO:	10 ti	20 ti	40 ti	60 ti	100 ti
1 min	6.35	6.00	5.65	5.30	4.95
30 sec	4.95	4.80	4.50	4.25	3.90
	ROS—BTA				
1 min	5.75	5.25	4.80	4.35	4.10
30 sec	4.25	3.95	3.80	3.50	3.25

Edited by David N. Capps.

KLIX

1946
NAB RAB
Media Code 4 212 7800 1.00
Sawtooth Radio Corp., Box 1259 Elizabeth Blvd., Twin Falls, Idaho 83301. Phone 208-733-1310.
STATION'S PROGRAMMING DESCRIPTION
KLIX: Modern country western & local news.
1. PERSONNEL
Pres. & Gen'l Mgr.—Charlie Tuma.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 1310 kc.
Directional—night only.
Operating schedule: 5 am-midnight. MST.
4. AGENCY COMMISSION
15/0 on time only
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.
TIME RATES
Eff ———Rec'd 4/7/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

	CLASS A				
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	6.80	6.60	6.40	6.20	6.00
30 sec	5.45	5.30	5.10	4.95	4.80
	CLASS B				
1 min	5.75	5.50	5.25	5.00	4.75
30 sec	4.60	4.40	4.20	4.00	3.80

Edited by Pat Green.

KMTW (FM)

1974
NAB
Media Code 4 213 7900 9.00
Media "5", Inc., Box N. Twin Falls, Idaho 83301. Phone 208-734-2222, 2226.
1. PERSONNEL
Sales Manager—Mark W. Whitesides.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Salt Lake City, Denver—Aaron Bournstein Co.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 130 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1-74 Eff——Rec'd 2/10/75.
6. SPOT ANNOUNCEMENTS

	—Per wk/mo, ROS—					—Per yr—		
	1 ti	11 ti	51 ti	76-100	300x	600x	900x	1200x
1 min	5.50	4.75	4.00	3.25	5.00	4.40	3.65	2.95
30 sec	3.50	3.25	3.00	2.75	2.75	2.60	2.45	2.30

10 sec: 50% of 1-min.

7. PACKAGE PLANS
SATURATION
25 ti, 30-sec, 4 days, ea. 3.00
10 sec: 50% of 1-min.
10. SPECIAL FEATURES
News sponsorship—4:55 am-5:55 pm, 1-min plus close, ea 8.00; yr rate ea 7.00.
Agri-news sponsorship—5:30, 6:30, 7:30 & 8:30 am, 30-sec plus close ea 6.00; per yr ea. 5.00.
Hourly headline—closing tag only (8 sec), 7x per night, ea 20.00.
Submitted by Mark W. Whitesides.

KTFI

1928
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 213 8000 7.00
Greentree Broadcasting Co., Box 65, 241 Main Ave. West, Twin Falls, Idaho 83301. Phone 208-733-3381.
STATION'S PROGRAMMING DESCRIPTION
KTFI: MUSIC: MOR familiar of past & present.
1. PERSONNEL
General Manager—R. W. Ryall.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1270 kc.
Non-directional.
Operating schedule: 5-12:30 am. MST.
4. AGENCY COMMISSION
15/0 net time only: 1st month following.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Idaho Big Buy, National AgRadio Groups, Inc.
TIME RATES
Eff 5/15/71—Rec'd 11/1/71.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	104x	156x	260x	312x	624x
1 min	7.00	6.00	6.75	6.50	6.00	5.75	5.50	5.20
30 sec	5.50	5.40	5.35	5.15	4.75	4.50	4.25	4.00
10 sec	4 00	3.90	3 85	3.75	3.60	3.40	3.25	3.00

7. PACKAGE PLANS

SATURATION PACKAGE-ROS						
PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	5.60	5.20	4.90	4.50	4.20	3 95
30 sec	4.75	4.50	4.15	3.80	3.60	3.20
10 sec	2.80	2.65	2.45	2.30	2.10	1.95

WALLACE

Shoshone County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KWAL

1939
Subscriber to the NAB Radio Code
Media Code 4 213 8200 3.00
Metals Broadcasting Co., Box U, Osburn, Idaho 83849. Phone 208-752-1141.
1. PERSONNEL
Manager—Paul Robinson.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
Portland, Seattle—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w.; 620 kc. Directional—night only.
Operating schedule: 5:36 am-midnight. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
TIME RATES
Eff ———Rec'd 3/1/74.
7. PACKAGE PLANS

BULK					
	1x	100x	300x	500x	1000x
1 min	5.50	3.70	3.35	2.80	2.50
30 sec	4.15	2.80	2.50	2.10	1.85
15 sec	2.40	1.85	1.70	1.50	1.30

SATURATION		
	1 min	30 sec
25/7 days	80.50	69 40
50/14 days	143.75	109 25
75/21 days	198.60	150 95

WEISER

Washington County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KWEI

1947
Subscriber to the NAB Radio Code
Media Code 4 213 8400 0.00
Oxbow Broadcast Co., Box 791, Weiser, Idaho 83672. Phone 208-549-0556.
1. PERSONNEL
Pres. & Gen'l Mgr.—Edwin C. Miller.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 10/1/74—Rec'd 8/30/74.
6. SPOT ANNOUNCEMENTS

PER MO, EA:	1 ti	15 ti	30 ti	60 ti	90 ti	120 ti
1 min	3.25	2.95	2.75	2.60	2.50	2.45
30 sec/lens	2.30	2.10	1.95	1.85	1.80	1.75

Spots in Spanish, 1 ti rate only.

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Monticello—Piatt County
Plano—Kendall County
Eldorado—Saline County

Negro Population Data

(January 1, 1975)

STATE TOTAL 1,701,663

METRO AREAS

Bloomington-Normal 2,754
Champaign-Urbana-Rantoul 12,272
Chicago 1,474,834
Chicago, Ill.-Northwestern Ind. (Consolidated) 1,605,253
Danville 6,393
Davenport-Rock Island-Moline 15,978
Decatur 12,890
Kankakee 13,337
Peoria 19,584
Quincy 1,575
Rockford 20,431
Springfield 9,299
Total Metros....1,589,347

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL..... 364,397

METRO AREAS

Chicago 327,168

ILLINOIS

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Illinois Radio Network

Comprised of:
Non-Interconnected Stations

WOKZ, WOKZ-FM Alton
WMRO—Aurora
WRMS—Beardstown
WBYS—Canton
WROY—Carmi
WRUL (FM)—Carmi
WILY—Centralia
WRXX—Centralia
WCCR—Champaign-Urbana
WHOW—Clinton
WCBW (FM)—Columbia
WDAN—Danville
WLBK—DeKalb
WDQN—DuQuoin
WIXN—Dixon
WFRL—Freeport
WAIK—Galesburg
WGEN—Geneseo
WGSB—Geneva
KHMO—Hannibal-Quincy
WEBQ—Harrisburg
WJPF—Herrin
WINU—Highland
WJIL—Jacksonville
WJRC—Joliet
WSMI—Litchfield
WLBH—Mattoon
WRAM—Monmouth
WCSJ, WRMI (FM)—Morris
WVMC—Mt. Carmel
WAKC—Normal
WVLN—Olney
WCMY—Ottawa
WPRS—Paris
WPEO—Peoria
WSIV—Pekin
WSPY—Plano
WPOK—Pontiac
WRHL—Rochelle
WYFE—Rockford
WCCI (FM)—Savanna
WSHY, WSHY-FM—Shelbyville
WTAX—Springfield
WTIM—Taylorville
WPMB—Vandalia
WGFA—Watseka
WKRS—Waukegan
WFRX, WFRX-FM—West Frankfort

Media Code 4 214 0055 7.00
Business Office—20 N. Wacker Drive, Chicago, Ill. 60606. Phone 312-236-5887.
New York 10017—501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL
Manager—Robert J. Walton.

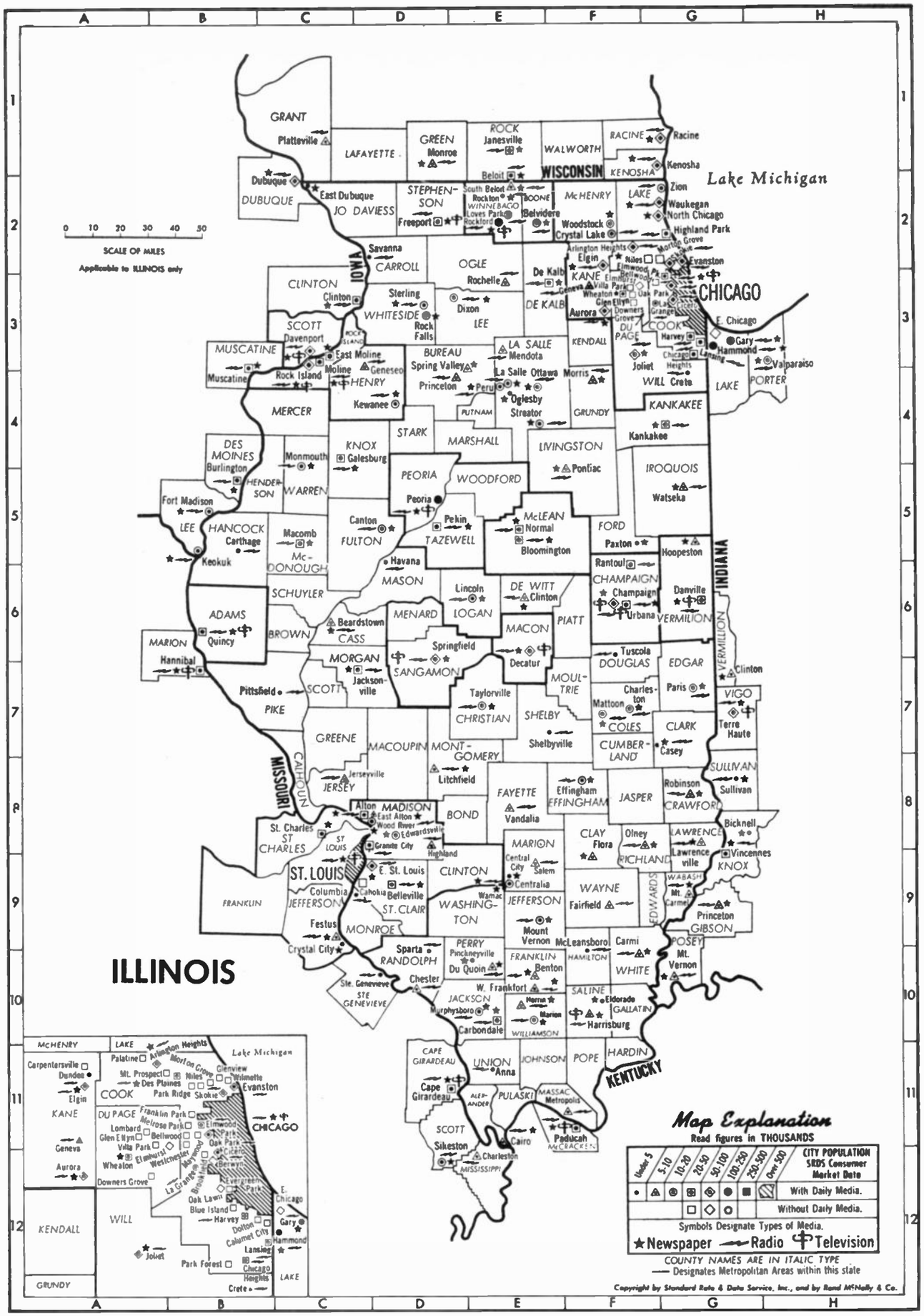
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION 15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract—one billing basis. Programs may originate from any of stations comprising group.

TIME RATES
Eff———Rec'd 7/31/74.
Spots scheduled adjacent to Farm or News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

(This listing continued on page 281)



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Addison—Du Page
Alton—Madison
Arlington Heights—Cook
Aurora—Kane
Belleville—Saint Clair
Bellwood—Cook
Berwyn—Cook
Bloomington—McLean
Blue Island—Cook
Brookfield—Cook
Cahokia—Saint Clair
Calumet City—Cook
Carbondale—Jackson
Carpentersville—Kane
Champaign—Champaign
Chicago—Cook
Chicago Heights—Cook
Cicero—Cook
Danville—Vermillion
Decatur—Macon
Deerfield—Lake
DeKalb—DeKalb
Des Plaines—Cook
Dolton—Cook
Downers Grove—Du Page
East St. Louis—Saint Clair
East Moline—Rock Island
Elgin—Kane
Elk Grove Village—Cook
Elmhurst—Du Page
Elmwood Park—Cook
Evanston—Cook
Evergreen Park—Cook
Franklin Park—Cook
Freeport—Stephenson
Galesburg—Knox
Glen Ellyn—Du Page
Glenview—Cook
Granite City—Madison
Hanover Park—Cook
Harvey—Cook
Highland Park—Lake
Hoffman Estates—Cook
Homewood—Cook
Jacksonville—Morgan
Joliet—Will
Kankakee—Kankakee
Lansing—Cook
Lombard—Du Page
Macomb—McDonough
Maywood—Cook
Melrose Park—Cook
Moline—Rock Island
Morton Grove—Cook
Mount Prospect—Cook
Naperville—Du Page
Niles—Cook
Normal—McLean
Northbrook—Cook
North Chicago—Lake
Oak Forest—Cook
Oak Lawn—Cook
Oak Park—Cook
Palatine—Cook
Park Forest—Cook
Park Ridge—Cook
Pekin—Tazewell
Peoria—Peoria
Quincy—Adams
Ramoul—Champaign
Rockford—Winnebago
Rock Island—Rock Island
Rolling Meadows—Cook
Schaumburg—Cook
Skokie—Cook
South Holland—Cook
Springfield—Sangamon
Streamwood—Cook
Urbana—Champaign
Villa Park—Du Page
Waukegan—Lake
Westchester—Cook
Wheaton—Du Page
Wilmette—Cook

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
ILLINOIS STATE TOTALS	11,299.5	3,829.91	60,454,128	15,785	4.8	9.4	8.7	26.3	45.5	31,298,754	8,172	6,043,090	924,092	4,886,008	1,486,773	1,283,028	4,757,972	1,843,408	5,102.81	459.3	6,091,334
ADAMS B-6	70.7	24.83	330,033	13,292	5.6	12.9	10.6	27.0	37.4	197,279	7,945	38,145	4,427	37,004	8,665	8,519	36,109	8,979	34.58	8.1	88,334
Quincy	44.9	16.36	192,428	11,762	.....	.....	.....	.....	.....	154,839	9,464	33,852	4,055	32,857	7,835	8,260	22,453	6,274	.....	.....	.....
Quincy Metro Area	70.7	24.83	330,033	13,292	5.6	12.9	10.6	27.0	37.4	197,279	7,945	38,145	4,427	37,004	8,665	8,519	36,109	8,979	34.58	.....	.....
ALEXANDER E-11	10.3	4.02	37,995	9,451	11.9	14.6	9.0	17.9	25.1	31,564	7,852	6,270	795	3,742	1,111	1,339	5,298	4,898	5.07	1.1	6,423
BOND D-8	13.7	4.83	65,894	13,643	7.0	12.7	9.5	23.6	37.8	27,980	5,793	5,991	302	1,997	827	650	4,671	3,245	6.80	4.0	31,874
BOONE E-2	26.6	8.76	146,505	16,724	3.0	6.1	8.3	28.9	49.8	64,028	7,309	12,802	1,378	1,370	1,719	2,181	13,029	6,816	13.88	3.0	35,807
BROWN C-6	5.1	1.92	24,912	12,975	10.0	16.0	10.1	21.6	32.5	13,391	6,974	2,479	393	297	252	220	2,234	895	2.64	1.8	23,379
BUREAU D-3	38.0	13.30	193,049	14,515	4.8	11.6	10.7	28.5	39.8	91,390	6,871	19,156	1,817	7,109	2,332	3,625	13,329	6,467	19.57	7.6	134,343
CALHOUN C-8	5.7	2.05	24,857	12,125	10.1	12.9	7.3	22.7	33.6	10,366	5,057	1,671	125	1,197	112	71	1,414	1,546	2.51	2.2	18,925
CARROLL D-2†	19.0	6.76	96,466	14,270	5.6	10.1	9.0	26.9	43.2	45,222	6,690	8,805	357	1,541	628	745	5,087	3,131	9.64	3.8	101,609
CASS C-6	13.9	5.09	63,181	12,413	8.1	15.7	10.8	23.2	35.4	35,320	6,939	7,912	1,407	1,315	776	1,379	4,054	2,827	7.16	2.6	43,725
CHAMPAIGN F-6†	161.8	50.54	855,442	16,926	5.6	11.4	9.3	23.9	45.6	440,563	8,717	79,345	10,525	80,201	14,162	16,440	70,815	27,343	72.16	8.2	106,118
Champaign	60.9	19.65	305,757	15,560	.....	.....	.....	.....	.....	258,230	13,141	43,957	7,462	47,212	10,035	10,779	42,447	11,483	.....	.....	.....
Champaign-Urbana-Rantoul Metro Area	161.8	50.54	855,442	16,926	5.6	11.4	9.3	23.9	45.6	440,563	8,717	79,345	10,525	80,201	14,162	16,440	70,815	27,343	72.16	.....	.....
Rantoul	29.5	7.32	104,258	14,243	.....	.....	.....	.....	.....	51,808	7,078	6,763	864	9,140	1,379	2,324	19,485	3,579	.....	.....	.....
Urbana	34.1	10.58	169,104	15,983	.....	.....	.....	.....	.....	72,168	6,821	15,659	2,044	16,278	2,638	3,285	4,329	6,526	.....	.....	.....
CHRISTIAN E-7	35.2	12.77	160,153	12,541	7.0	10.5	9.7	27.1	36.5	116,104	9,092	21,937	2,169	7,883	4,053	3,727	18,002	7,499	18.01	4.7	90,686
CLARK G-7	15.9	6.01	79,625	13,249	6.9	13.1	10.1	25.2	38.0	37,475	6,235	8,008	621	922	648	424	4,610	3,487	8.13	4.0	43,012
CLAY F-8	14.3	5.40	66,332	12,284	9.1	15.5	10.9	26.3	31.8	31,624	5,856	6,040	527	1,613	1,508	1,250	5,083	2,347	7.21	4.0	27,376
CLINTON E-9	29.9	9.08	124,372	13,697	6.3	12.7	10.0	25.9	38.0	62,024	6,831	10,039	386	2,800	1,194	1,259	9,707	3,668	12.98	6.4	56,373
COLES F-7	48.7	16.72	221,852	13,269	7.7	13.5	10.5	25.2	36.5	156,947	9,387	34,289	4,279	13,036	7,548	5,711	27,220	12,587	22.43	3.6	57,601
COOK G-3†	5,523.3	1,913.21	30,548,676	15,967	4.7	9.8	8.5	25.9	46.7	15,961,278	8,343	2,974,997	524,182	2,818,906	951,259	654,928	2,155,887	736,323	2,265.16	.8	37,643
Arlington Heights	74.5	22.08	468,088	21,200	.....	.....	.....	.....	.....	132,455	5,999	28,653	7,653	3,367	2,365	8,183	35,651	7,105	.....	.....	.....
Bellwood	22.0	7.02	125,912	17,936	.....	.....	.....	.....	.....	26,619	3,792	8,703	1,211	4,674	353	1,418	965	6,037	.....	.....	.....
Berwyn	51.0	20.96	315,434	15,049	.....	.....	.....	.....	.....	166,976	7,966	35,130	9,248	33,045	8,628	8,521	29,597	7,840	.....	.....	.....
Blue Island	23.8	9.16	131,091	14,311	.....	.....	.....	.....	.....	88,716	9,685	10,897	2,361	7,088	3,982	2,129	31,336	5,647	.....	.....	.....
Brookfield	20.1	7.01	121,740	17,367	.....	.....	.....	.....	.....	33,365	4,760	12,073	1,382	1,062	176	1,129	3,858	2,904	.....	.....	.....
Calumet City	37.1	12.77	189,091	14,807	.....	.....	.....	.....	.....	144,907	11,347	12,988	4,317	19,329	12,840	4,568	6,989	5,399	.....	.....	.....
Chicago	3,265.9	1,192.18	16,487,691	13,830	.....	.....	.....	.....	.....	10,151,219	8,515	1,755,410	323,509	1,781,440	656,166	426,729	1,168,037	393,354	.....	.....	.....
Chicago Metro Area	7,137.4	2,401.56	40,105,912	16,700	4.2	8.4	8.0	25.8	48.9	20,341,182	8,470	3,864,762	658,449	3,514,786	1,123,246	800,020	2,914,215	1,018,727	3,064.11	.....	.....
Chicago, Ill.-Northwestern Indiana Consolidated Area	7,784.9	2,604.65	42,970,354	16,498	4.2	8.4	8.1	26.2	48.3	22,027,881	8,457	4,252,398	705,918	3,811,320	1,200,646	879,739	3,178,833	1,146,221	3,351.76	.....	.....
Chicago Heights	42.7	13.37	198,482	14,845	.....	.....	.....	.....	.....	171,798	12,850	32,922	5,836	25,865	5,623	10,743	44,948	11,062	.....	.....	.....
Cicero	65.1	25.85	375,623	14,531	.....	.....	.....	.....	.....	157,188	6,081	37,948	5,046	10,090	8,076	3,861	29,243	10,252	.....	.....	.....
Des Plaines	60.6	19.21	377,846	19,669	.....	.....	.....	.....	.....	187,985	9,786	44,820	7,481	13,745	5,811	2,408	57,248	12,812	.....	.....	.....
Dolton	28.2	8.13	142,072	17,475	.....	.....	.....	.....	.....	36,539	4,494	16,757	1,538	11,956	1,515	601	307	2,808	.....	.....	.....
Elk Grove Village[4]	27.4	7.37	139,214	18,889	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Elmwood Park	26.5	9.71	172,020	17,716	.....	.....	.....	.....	.....	56,157	5,783	13,465	2,453	11,743	4,120	1,932	9,881	2,419	.....	.....	.....
Evanston	79.7	29.32	592,706	20,215	.....	.....	.....	.....	.....	264,596	9,024	45,424	6,856	42,612	18,026	15,025	82,622	9,694	.....	.....	.....
Evergreen Park	25.4	7.93	172,554	21,760	.....	.....	.....	.....	.....	109,979	13,869	13,848	4,168	11,688	24,760	2,309	4,462	5,441	.....	.....	.....
Franklin Park	21.0	6.85	122,066	17,820	.....	.....	.....	.....	.....	41,341	6,035	13,022	1,681	11,768	1,288	204	2,912	5,445	.....	.....	.....
Glenview	27.1	8.37	236,727	28,283	.....	.....	.....	.....	.....	85,714	10,241	29,647	3,753	9,570	1,793	2,832	14,735	5,119	.....	.....	.....
Hanover Park	23.6	5.86	78,326	13,366	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Harvey	35.6	11.93	186,775	15,656	.....	.....	.....	.....	.....	150,842	12,644	25,941	4,542	29,576	6,245	7,352	48,751	6,571	.....	.....	.....
Hoffman Estates	35.3	9.15	135,517	14,811	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Homewood	20.5	6.75	141,509	20,964	.....	.....	.....	.....	.....	34,415	5,099	11,537	1,454	7,180	1,143	1,343	2,967	3,632	.....	.....	.....
Lansing	29.1	9.21	156,052	16,944	.....	.....	.....	.....	.....	45,610	4,952	6,002	535	7,242	1,498	2,499	12,521	3,652	.....	.....	.....
Maywood	30.7	9.69	146,343	15,102	.....	.....	.....	.....	.....	57,114	5,894	11,189	1,627	2,351	234	1,326	23,610	4,428	.....	.....	.....
Melrose Park	22.4	7.95	130,767	16,449	.....	.....	.....	.....	.....	96,708	12,165	17,761	5,264	14,062	9,945	1,989	2,508	2,864	.....	.....	.....
Morton Grove	28.0	8.10	181,941	22,462	.....	.....	.....	.....	.....	105,844	13,067	23,576	4,306	16,640	3,903	7,589	12,491	6,498	.....	.....	.....
Mount Prospect	48.5	14.09	275,105	19,525	.....	.....	.....	.....	.....	209,167	14,845	32,966	4,320	94,711	20,869	8,096	13,304	6,037	.....	.....	.....
Niles	33.6	10.35	206,077	19,911	.....	.....	.....	.....	.....	201,393	19,458	24,460	5,187	109,083	10,073	6,958	3,939	9,065	.....	.....	.....
Northbrook	31.8	8.65	246,167	28,459	.....	.....	.....	.....	.....	68,241	7,889	15,141	2,605	1,783	1,569	2,760	3,022	5,498	.....	.....	.....
Oak Forest	22.5	6.43	95,343	14,828	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Oak Lawn	62.2	18.41	356,963	19,390	.....	.....	.....	.....	.....	208,979	11,351	47,372	6,418	48,921	2,493	4,314	61,354	9,080	.....	.....	.....
Oak Park	61.7	24.12	462,359	19,169	.....	.....	.....	.....	.....	256,548	10,636	43,836	7,269	32,583	21,830	9,430	102,230	9,932	.....	.....	.....
Palatine	30.8	8.59	174,788	20,348	.....	.....	.....	.....	.....	71,598	8,335	21,113	3,397	12,260	1,132	1,045	10,139	4,518	.....	.....	.....
Park Forest[2]	30.4	9.05	180,961	19,996	.....	.....	.....	.....	.....	91,573	10,119	9,895	1,924	28,997	5,974	901	964	446	.....	.....	.....
Park Ridge	45.2	14.83	354,706	23,918	.....	.....	.....	.....	.....	112,179	7,564	19,441	5,037	4,691	4,557	4,833	46,660	5,557	.....	.....	.....
Rolling Meadows	21.9	6.56	119,328	18,190	.....	.....	.....	.....	.....	39,773	6,063	15,968	854	7,269	366	786	1,002	1,745	.....	.....	.....
Schaumburg[4]	36.0	9.96	137,528	13,808	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Skokie	70.6	23.26	572,062	24,594	.....	.....	.....	.....	.....	395,185	16,990	54,353	9,178	117,031	41,707	20,581	67,200	15,578	.....	.....	.....
South Holland	28.8	7.92	142,578	18,002	.....	.....	.....	.....	.....	59,031	7,453	12,904	1,528	7,371	371	2,587	22,929	4,918	.....	.....	.....
Streamwood	22.8	5.68	83,517	14,704	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Westchester	20.4	6.44	146,524	22,752	.....	.....	.....	.....	.....	22,963	3,566	12,434	2,437	4,703	165	380	972	2,627	.....	.....	.....
Wilmette	32.8	10.23	340,357	33,270	.....	.....	.....	.....	.....	90,964	8,892	21,348	3,985	18,828	2,019	2,126	19,409	6,308	.....	.....	.....
CRAWFORD G-8	19.1	7.39	96,132	13,008	8.1	12.6	10.0	25.4	36.4	43,407	5,874	10,226	1,503	3,493	888	1,684	8,822	4,329	10.63	2.8	30,214
CUMBERLAND F-7	9.8	3.49	51,427	14,736	6.3	11.9	8.8	24.3	41.4	20,644	5,915	3,364	1,345	5,360	257	913	1,954	2,625	4.88	3.7	32,877
DE KALB E-3	74.9	22.12	355,469	16,070	5.5	9.4	9.2	27.5	44.7	180,172	8,145	33,362	4,234	14,221	8,654	7,440	32,682	14,122	32.22	6.1	127,960
De Kalb	37.5	9.44	149,074	15,792	.....	.....	.....	.....	.....	97,644	10,344	18,217	2,021	13,547	5,792	4,764	16,385	6,044	.....	.....	.....
DE WITT E-6	16.7	6.21	95,230	15,335	4.4	10.9	9.1	24.0	46.1	51,747	8,333	10,661	448	2,011	1,612	2,110	9,131	3,996	8.64	3.2	41,892
DOUGLAS F-7	18.7	6.56	95,391	14,541	5.4	10.1	9.2	26.0	42.1	41,197	6,280	7,242	693	1,964	373	1,962	7,843	4,002	9.74	2.8	54,578
DU PAGE F-3	550.6	164.26	3,518,776	21,422	1.8	2.7	4.1	22.8	66.8	1,646,063	10,021	314,542	46,927	312,059	65,553	39,997	266,930	92,344	281.50	.9	26,375
Addison	30.5	8.93	151,452	16,960	.....	.....	.....	.....	.....	78,198	8,757	21,364	4,082	11,174	2,165	733	19,696	9,307	.....	.....	.....
Downers Grove	36.4	12.09	247,247	20,451	.....	.....	.....	.....	.....	117,515	9,720	28,254	4,647	10,928	5,060	6,051	34,549	4,898	.....	.....	.....
Elmhurst	54.7	16.87	389,959	23,116	.....	.....	.....	.....	.....	231,268	13,709	32,292	4,292	87,184	4,586	2,555	54,559	10,932	.....	.....	.....
Glen Ellyn	24.0	7.51	183,626	24,451	.....	.....	.....	.....	.....	88,237	11,749	19,878	2,446	12,928	3,616	2,964	24,925	6,741	.....	.....	.....
Lombard	40.3	11.90	237,068	19,922	.....	.....	.....	.....	.....	91,774	7,712	29,226	4,733	12,025	2,906	1,497	7,716	7,353	.....	.....	.....
Naperville	27.5	7.92	178,126	22,491	.....	.....	.....	.....	.....	95,219	12,023	18,650	3,011	4,088	2,361	3,197	24,053	5,394	.....	.....	.....
Villa Park	27.5	8.30	158,510	19,098	.....	.....	.....	.....	.....	104,589	12,601	29,854	4,496	17,981	2,940	4,896	13,317	5,808	.....	.....	.....
Wheaton	38.4	11.37	236,679	20,816	.....	.....	.....	.....	.....	114,805	10,097	30,557	4,239	5,402	5,872	3,409	27,121	6,694	.....	.....	.....

(2) Includes portion in Will County. (4) Includes portion in Du Page County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
EDGAR G-7	20.7	7.82	106,247	13,587	7.2	13.5	10.1	24.5	37.6	48,711	6,229	11,834	1,490	4,299	1,100	1,063	9,796	4,099	10.63	4.2	72,487
EDWARDS F-9	6.6	2.59	32,761	12,649	8.8	16.2	11.2	22.4	33.2	10,646	4,110	2,469	39	226	100	344	2,306	886	3.60	1.6	23,095
EFFINGHAM F-8	24.5	8.12	116,738	14,377	6.7	12.9	9.6	23.3	40.5	102,355	12,605	13,666	1,169	8,711	2,304	3,862	16,236	10,985	12.21	6.2	47,010
FAYETTE E-8	20.0	7.10	90,716	12,777	7.2	13.6	10.2	25.3	35.0	50,453	7,106	9,759	587	3,515	1,508	963	8,190	3,936	9.66	5.8	41,752
FORD F-5	16.1	5.72	88,799	15,524	4.8	9.9	8.6	25.4	45.3	61,928	10,827	9,426	720	2,161	1,469	1,352	9,224	3,890	8.29	3.9	59,867
FRANKLIN E-10	40.3	16.26	148,997	9,163	13.6	18.3	12.1	22.8	18.1	92,011	5,659	23,149	2,421	5,258	4,891	4,134	18,049	6,963	19.37	2.6	16,955
FULTON D-5	40.9	15.14	193,196	12,761	6.4	11.5	9.8	26.3	37.5	106,657	7,045	23,968	2,220	8,406	4,473	2,870	19,405	8,153	21.25	6.2	77,191
GALLATIN F-10	7.1	2.63	28,120	10,692	9.4	14.4	11.6	27.9	27.4	14,437	5,489	3,371	244	372	325	820	1,794	1,447	3.30	1.3	20,408
GREENE C-7	16.6	6.08	75,836	12,473	8.1	14.5	10.6	25.2	35.2	34,693	5,706	8,927	977	780	925	641	5,430	2,327	7.84	4.3	82,319
GRUNDY F-4	27.7	9.34	152,869	16,367	3.4	6.0	7.4	26.8	52.0	65,859	7,051	14,928	1,279	3,770	1,967	3,919	11,916	7,293	14.34	3.0	34,276
HAMILTON F-10	8.2	3.25	34,519	10,621	11.4	16.9	10.3	19.3	27.6	14,595	4,491	3,822	236	1,813	105	209	1,131	1,360	3.97	2.5	19,265
HANCOCK B-5	22.9	8.25	116,149	14,079	6.7	12.7	9.4	23.6	40.9	53,013	6,426	8,107	439	788	301	1,831	9,272	3,289	11.62	6.1	85,915
HARDIN F-11	4.3	1.66	17,509	10,548	11.8	23.0	12.9	17.6	21.3	10,470	6,307	1,725	218	480	115	344	666	6,185	2.08	.6	3,391
HENDERSON B-5	8.5	3.03	40,171	13,258	5.1	10.4	9.6	29.4	37.0	16,976	5,603	2,003	245	336	71	315	1,933	1,856	4.15	2.3	43,540
HENRY D-4	53.6	18.69	291,629	15,603	5.4	9.4	8.5	26.4	46.2	144,094	7,710	26,324	3,479	12,019	4,030	5,048	23,066	10,386	26.85	10.5	189,134
IROQUOIS G-5	32.8	11.48	177,476	15,460	5.0	9.4	7.8	24.3	46.9	91,282	7,951	17,204	779	2,973	1,884	2,409	10,329	8,755	16.72	10.0	139,415
JACKSON D-10	56.9	17.99	231,625	12,875	8.9	15.9	11.0	22.5	31.9	129,606	7,204	25,371	2,239	12,087	6,172	4,713	25,123	8,808	22.61	2.6	24,420
Carbondale	29.9	8.82	106,384	12,062	.....	.....	.....	.....	.....	82,623	9,368	16,096	1,918	5,632	5,183	3,226	17,027	5,122	.....	.....	.....
JASPER F-8	10.3	3.58	74,526	20,817	7.1	11.5	6.4	17.2	51.1	26,491	7,400	4,212	228	1,198	647	510	5,078	1,370	5.11	5.6	43,418
JEFFERSON E-9	33.7	12.47	148,934	11,943	9.0	16.6	11.3	22.6	30.0	93,265	7,479	17,278	2,101	11,768	4,083	3,974	18,652	6,557	15.97	5.3	29,556
JERSEY C-8	18.7	6.04	76,467	12,660	5.5	12.0	11.4	28.3	32.6	36,196	5,993	7,731	944	628	1,628	1,051	8,421	2,289	8.21	2.8	34,035
JO DAVIESS D-2	21.5	7.17	107,459	14,987	5.0	10.0	8.5	25.1	45.1	42,663	5,950	6,829	850	970	516	629	5,244	5,009	10.42	6.2	73,031
JOHNSON E-11	7.7	2.82	29,334	10,402	8.8	17.2	11.7	22.0	25.3	16,938	6,006	4,067	313	1,587	172	203	2,727	1,911	3.48	1.4	12,335
KANE F-3	266.8	85.46	1,432,675	16,764	3.4	6.6	7.8	29.6	50.0	767,870	8,985	164,521	26,005	146,218	29,534	30,081	121,004	50,204	135.04	7.0	93,218
Aurora	79.7	27.03	412,389	15,257	.....	.....	.....	.....	.....	247,532	9,158	57,511	10,684	49,034	11,878	12,195	46,672	14,732	.....	.....	.....
Carpentersville	26.3	6.80	113,625	16,710	.....	.....	.....	.....	.....	38,894	5,720	11,553	351	16,178	2,391	1,258	.....	878	.....	.....	.....
Elgin[3]	57.2	19.79	302,651	15,293	.....	.....	.....	.....	.....	243,730	12,316	43,049	8,543	58,162	7,437	10,573	41,596	12,663	.....	.....	.....
KANKAKEE G-4	97.6	30.21	466,815	15,452	4.5	7.8	8.4	27.3	46.0	316,670	10,482	56,911	7,716	50,301	7,269	59,667	45,690	18,213	47.80	7.9	80,375
Kankakee	31.6	11.47	163,413	14,247	.....	.....	.....	.....	.....	222,698	19,416	38,239	6,493	43,789	6,277	57,733	32,578	7,967	.....	.....	.....
Kankakee Metro Area.	97.6	30.21	466,815	15,452	4.5	7.8	8.4	27.3	46.0	316,670	10,482	56,911	7,716	50,301	7,269	59,667	45,690	18,213	47.80	.....	.....
KENDALL F-3	29.4	8.99	160,297	17,831	2.4	4.9	6.4	29.8	55.6	51,381	5,715	11,980	752	1,340	1,156	2,051	6,354	3,563	14.73	4.1	69,974
KNOX C-4	60.0	21.17	318,411	15,041	5.6	10.3	9.9	27.6	42.0	176,385	8,332	34,128	5,198	26,733	7,014	7,880	34,103	11,751	29.92	6.3	95,726
Galesburg	35.1	12.43	171,729	13,816	.....	.....	.....	.....	.....	133,400	10,732	27,325	4,902	22,575	6,739	7,140	28,524	7,899	.....	.....	.....
LAKE G-2†	405.6	117.55	2,614,215	22,239	3.2	6.3	6.6	23.7	57.0	1,095,646	9,321	223,336	34,992	121,971	48,465	39,559	205,384	74,028	187.94	3.1	29,519
Deerfield[3]	21.2	6.04	180,914	29,953	.....	.....	.....	.....	.....	35,248	5,836	10,190	3,051	950	2,051	1,781	2,838	3,030	.....	.....	.....
Highland Park	34.5	10.63	378,364	35,594	.....	.....	.....	.....	.....	160,919	15,138	29,476	4,271	13,458	10,419	6,625	58,400	7,907	.....	.....	.....
North Chicago	56.5	8.04	188,506	23,446	.....	.....	.....	.....	.....	30,992	3,855	3,699	814	2,899	872	385	1,395	2,954	.....	.....	.....
Waukegan	68.7	23.87	377,652	15,821	.....	.....	.....	.....	.....	307,888	12,899	51,973	9,461	71,620	16,822	17,221	41,952	16,022	.....	.....	.....
LA SALLE E-3	109.6	37.90	513,488	13,548	4.5	9.2	10.2	30.7	39.8	323,547	8,537	70,554	7,487	39,693	15,223	12,812	51,251	31,528	54.79	11.0	147,006
LAWRENCE G-8	17.1	6.31	68,664	10,882	8.0	16.4	12.3	25.6	27.5	32,400	5,135	7,754	1,157	886	1,501	1,518	5,067	3,414	8.78	2.1	20,509
LEE E-3	36.9	11.46	167,931	14,654	4.5	10.1	8.9	25.6	46.1	84,996	7,417	15,115	2,707	6,733	3,972	3,610	14,446	5,310	17.80	6.5	96,682
LIVINGSTON F-4	39.7	13.06	211,560	16,199	5.0	8.2	7.6	25.0	49.0	107,635	8,242	20,300	869	7,867	4,205	3,655	16,254	10,586	19.81	8.4	129,653
LOGAN E-6	32.8	10.64	161,141	15,145	4.8	12.2	9.6	24.9	43.9	88,658	8,333	17,844	1,706	6,113	3,651	2,822	14,420	8,510	15.12	4.8	74,803
McDONOUGH C-5	39.1	11.80	164,725	13,960	6.6	13.6	11.1	24.7	36.0	106,441	9,020	17,568	2,317	10,932	3,500	3,911	19,350	6,235	15.17	5.7	74,674
Macomb	21.9	5.53	79,144	14,312	.....	.....	.....	.....	.....	70,889	12,819	11,780	2,021	10,507	3,111	2,763	12,419	4,135	.....	.....	.....
McHENRY F-2	120.2	38.39	658,843	17,162	3.6	6.9	7.3	27.2	51.3	288,789	7,523	61,804	9,433	15,512	7,766	9,953	64,503	20,221	63.37	7.8	99,025
McLEAN E-5	118.3	38.91	596,312	15,325	5.5	10.4	9.8	26.9	43.1	322,401	8,286	48,435	8,752	59,940	10,003	12,438	44,960	33,350	51.96	11.5	178,787
Bloomington	43.7	16.36	221,130	13,517	.....	.....	.....	.....	.....	209,733	12,820	28,822	6,886	53,262	8,767	10,250	37,071	17,997	.....	.....	.....
Bloomington-Normal Metro Area	118.3	38.91	596,312	15,325	5.5	10.4	9.8	26.9	43.1	322,401	8,286	48,435	8,752	59,940	10,003	12,438	44,960	33,350	51.96	.....	.....
Normal	33.0	8.21	137,218	16,714	.....	.....	.....	.....	.....	26,187	3,190	7,423	1,420	748	651	1,395	1,665	3,665	.....	.....	.....
MACON E-6	124.3	43.70	655,235	14,994	5.3	8.4	10.1	29.1	42.0	383,299	8,771	68,256	9,942	74,114	14,092	16,600	74,797	22,271	64.69	4.4	61,690
Decatur	93.7	34.20	479,842	14,030	.....	.....	.....	.....	.....	359,966	10,525	62,363	9,519	67,219	14,055	15,700	73,253	19,237	.....	.....	.....
Decatur Metro Area	124.3	43.70	655,235	14,994	5.3	8.4	10.1	29.1	42.0	383,299	8,771	68,256	9,942	74,114	14,092	16,600	74,797	22,271	64.69	.....	.....
MACOUPIN D-7	44.3	15.98	208,840	13,069	6.2	11.8	10.1	25.4	37.6	106,374	6,657	23,122	1,993	4,041	2,813	3,148	20,044	9,304	22.22	7.9	101,570
MADISON D-8†	256.6	86.44	1,196,923	13,847	5.2	9.7	11.0	30.9	37.9	593,003	6,860	132,477	18,677	82,733	18,835	28,676	108,573	43,814	123.28	7.6	56,642
Alton	38.0	13.57	167,769	12,363	.....	.....	.....	.....	.....	129,182	9,520	29,338	4,359	17,952	4,437	9,285	29,621	7,264	.....	.....	.....
Granite City	39.9	13.68	185,372	13,551	.....	.....	.....	.....	.....	92,545	6,765	23,544	3,954	11,384	4,807	6,260	16,192	7,139	.....	.....	.....
MARION E-9	38.4	14.34	172,614	12,037	8.3	16.0	11.6	23.8	31.3	103,522	7,219	21,401	2,625	16,290	3,819	4,774	19,577	8,157	20.10	5.4	34,173
MARSHALL E-4	13.0	4.59	70,856	15,437	4.5	8.6	8.3	28.0	46.4	32,748	7,135	6,376	742	2,286	290	299	3,806	1,904	6.68	3.1	47,166
MASON D-6	15.9	5.97	95,586	16,011	4.8	10.2	8.8	23.6	44.5	47,659	7,983	9,549	772	1,757	1,003	999	6,117	3,074	8.55	4.1	50,829
MASSAC F-11	13.6	5.16	56,522	10,954	9.6	15.9	11.2	23.8	28.1	27,597	5,348	6,803	860	2,792	948	830	5,716	3,263	6.76	2.1	14,282
MENARD D-6	9.4	3.40	48,691	14,321	7.2	10.3	8.1	23.3	42.2	24,898	7,323	4,414	424	706	493	176	3,671	1,608	5.06	1.8	41,229
MERCER C-4	17.0	5.90	83,454	14,145	5.7	10.5	8.5	25.2	43.2	41,224	6,987	7,729	565	879	878	1,107	8,048	1,885	8.63	4.5	83,563
MONROE C-9	19.8	6.52	98,453	15,100	5.1	7.2	8.0	27.9	46.6	35,017	5,371	7,168	198	4,739	264	850	6,567	2,310	9.16	3.8	35,118
MONTGOMERY D-8	29.5	10.88	133,218	12,244	7.5	14.6	10.6	23.6	33.9	87,934	8,082	18,051	1,721	6,035	3,061	3,055	13,504	7,461	14.90	5.3	73,187
MORGAN C-7	35.6	12.06	179,438	14,879	5.5	11.4	9.3	25.1	43.2	103,189	8,556	19,131	3,229	16,658	4,199	4,361	20,130	9,271	17.55	4.7	75,983
Jacksonville	20.0	6.57	88,370	13,451	.....	.....	.....	.....	.....	82,998	12,633	14,943	2,755	16,252	4,105	3,721	16,965	7,266	.....	.....	.....
MOULTRIE F-7	12.8	4.40	64,156	14,581	5.9	10.6	9.7	28.9	40.0	32,005	7,274	6,999	873	1,321	927	1,052	5,342	2,542	6.25	2.3	34,019
OGLE E-2	43.7	14.78	223,147	15,098	4.4	8.7	8.3	27.3	45.3	100,049	6,769	21,134	2,017	3,897	2,655	3,247	16,652	7,813	22.38	6.7	148,443
PEORIA D-5†	200.8	70.10	1,073,141	15,309	5.2	8.4	9.7	28.3	43.5	761,254	10,860	123,567	15,155	151,470	21,689	32,987	103,843	37,965	101.35	6.3	59,103
Peoria	129.2	46.27	704,965	15,236	.....	.....	.....	.....	.....	561,102	12,127	94,622	12,858	146,092	20,139	31,402	86,350	27,576	.....	.....	.....
Peoria Metro Area	353.2	120.27	1,843,658	15,329	4.6	7.7	9.9	29.9	43.6	1,105,030	9,188	207,563	20,925	167,036	30,486	47,692	179,794	67,774	179.05	.....	.....
PERRY E-10	19.5	7.29	82,364	11,298	8.1	15.2	10.4	23.9	32.4	49,365	6,772	11,848	2,075	4,472	1,251	2,731	7,770	3,942	9.62	2.3	25,672
PIATT F-6	15.7	5.57	84,272	15,130	4.6	9.6	9.3	27.8	44.2	35,132	6,307	8,662	539	1,533	199	796	7,960	2,660	8.11	2.3	57,045
PIKE C-7	18.4	6.98	89,088	12,763	8.1	14.2	10.2	23.7	35.7	50,892	7,291	11,399	692	2,391	689	1,223	7,681	3,188	9.40	4.6	102,272
POPE F-11	3.4	1.23	13,611	11,066	11.9	16.1	9.8	19.5	23.7	3,689	2,999	1,059	189	371	93	275	973	123	1.62	1.0	7,815
PULASKI E-11	7.8	2.88	24,409	8,475	13.8	19.9	10.4	15.3	18.7	10,454	3,630	2,787	407	901	112	253	1,833	1,153	3.55	.6	8,442
PUTNAM E-4	5.0	1.76	26,699	15,170	5.1	10.3	8.4	24.1	46.8	10,044	5,707	2,116	199	130	45	136	1,286	520	2.73	1.3	21,214
RANDOLPH D-10	31.3	10.27	123,586	12,034	5.9	13.7	11.2	27.2	34.3	67,597	6,582	16,135	1,308	4,430	1,317	3,000	15,529	6,332	14.72	4.9	38,409
RICHLAND G-8	17.0	6.09	71,414	11,726	8.9	17.5	12.1	23.7	30.1	49,729	8,166	9,255	328	5,224	2,383	1,568	8,644	3,944	8.69	3.3	28,346
ROCK ISLAND C-3†	166.3	57.57	855,956	14,868	4.8	8.9	10.3	29.6	41.6	441,151	7,663	89,853	14,444	85,804	12,960	18,591	82,108	30,498	87.64	3.4	47,086
East Moline	21.8	6.88	99,845	14,512	.....	.....	.....	.....	.....	49,354	7,174	15,881	1,596	661	1,326	1,448	13,734	2,706	.....	.....	.....
Moline	46.6	17.26	254,635	14,753	.....	.....	.....	.....	.....	202,593	11,738	38,204	6,747	64,596	6,561	8,699	34,041	10,602	.....	.....	.....
Rock Island-Davenport-Rock Island-Moline Metro Area	51.1	18.47	256,041	13,863	.....	.....	.....	.....	.....	130,241	7,051	26,434	5,334	19,665	4,690	7,981	23,019	9,186	.....	.....	.....
	370.8	126.33	1,912,018	15,135	4.6	8.6	9.1	28.1	44.8	1,015,423	8,038	197,778	31,538	199,164	34,623	46,021	175,771	76,340	194.08	.....	.....
ST. CLAIR D-9†	289.0	94.23	1,257,248	13,342	6.3	11.5	10.4	27.1	36.1	545,907	5,793	129,550	18,269	82,669	23,015	22,947	93,592	40,822	124.15	6.7	51,424
Belleville	43.0	15.93	227,338	14,271	.....	.....	.....	.....	.....	182,049	11,428	41,399	6,039	19,004	10,374	11,745	35,022	11,203	.....	.....	.....

([3]) Includes portion in Cook County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
Cahokia	22.1	6.13	88,798	14,486	.....	.....	.....	.....	.....	21,628	3,528	10,875	1,372	1,719	624	119	1,074	1,840	.....	.....	.....
East St. Louis	68.8	22.79	200,012	8,776	.....	.....	.....	.....	.....	216,411	9,496	46,082	6,417	40,001	10,747	8,168	38,728	16,665	.....	.....	.....
SALINE F-10	25.0	10.00	100,120	10,012	12.0	14.7	10.5	21.8	25.4	103,279	10,328	15,877	2,238	8,331	1,920	4,659	15,587	27,377	12.23	2.0	15,165
SANGAMON G-7	167.1	60.65	910,957	15,020	5.6	10.0	9.7	27.4	43.4	494,852	8,159	96,365	17,078	85,550	23,948	21,109	77,289	34,351	86.22	8.2	117,919
Springfield	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Springfield Metro Area	176.5	64.05	959,648	14,983	5.6	10.3	9.6	27.1	43.3	411,672	11,310	85,379	15,152	84,961	23,575	19,041	67,979	22,457	.....	.....	.....
SCHUYLER C-6	7.7	2.90	44,454	15,329	6.4	11.4	8.4	22.1	42.5	519,750	8,115	100,779	17,502	86,256	24,441	21,285	80,960	35,959	91.28	.....	.....
SCOTT C-7	6.1	2.23	28,944	12,979	7.0	13.5	10.2	23.5	35.5	15,239	5,255	2,919	303	889	232	621	2,978	1,527	3.83	2.9	39,689
SHELBY E-7	21.7	7.77	106,357	13,688	7.6	13.3	9.4	24.6	37.9	17,361	7,785	2,744	635	1,743	398	403	2,606	881	2.99	1.8	26,061
STARK D-4	7.5	2.65	40,717	15,365	5.8	12.0	9.3	23.8	43.3	47,001	6,049	9,214	483	2,770	856	1,026	7,702	3,220	10.87	6.9	74,946
STEPHENSON D-2	49.0	17.21	251,696	14,625	5.0	9.7	8.5	26.5	44.8	15,334	5,786	2,434	89	130	159	137	2,514	655	3.69	2.3	41,500
Freeport	27.5	10.23	132,656	12,967	.....	.....	.....	.....	.....	123,402	7,170	26,030	4,415	21,878	3,927	5,029	18,411	6,946	24.47	7.5	112,044
TAZEWELL D-5	123.5	40.90	618,993	15,134	3.6	5.0	10.9	33.1	42.9	99,182	9,695	22,138	3,770	20,239	3,758	4,088	16,415	5,553	.....	.....	.....
Pekin[1]	33.6	12.00	161,357	13,446	.....	.....	.....	.....	.....	263,394	6,440	72,709	5,354	14,708	8,252	13,050	57,298	25,791	63.93	6.1	75,507
UNION E-11	15.6	5.69	67,736	11,904	9.3	15.3	10.6	22.8	29.7	120,881	10,073	28,904	2,325	10,450	5,393	8,938	31,195	7,652	.....	.....	.....
VERMILION G-6	95.4	33.91	479,241	14,133	5.9	11.0	10.8	28.0	38.7	30,220	5,311	8,260	724	2,072	1,028	947	6,954	2,695	7.28	2.2	17,795
Danville	42.6	16.05	214,267	13,350	.....	.....	.....	.....	.....	256,298	7,558	61,655	7,810	45,369	8,025	12,099	45,763	18,430	47.81	6.8	89,860
Danville Metro Area	95.4	33.91	479,241	14,133	5.9	11.0	10.8	28.0	38.7	177,299	11,047	36,557	6,844	42,436	7,128	9,133	33,542	12,099	.....	.....	.....
WABASH G-9	12.4	4.56	56,080	12,298	8.3	15.3	13.2	28.0	28.2	256,298	7,558	61,655	7,810	45,369	8,025	12,099	45,763	18,430	47.81	.....	.....
WARREN C-5	21.3	7.37	108,160	14,676	5.3	11.4	9.6	26.0	41.6	28,024	6,146	5,688	561	2,315	932	1,053	6,693	2,402	6.75	1.5	20,517
WASHINGTON E-9	13.5	4.97	73,147	14,718	6.7	12.4	9.1	23.6	39.8	62,570	8,490	10,206	979	5,400	1,421	2,061	10,942	3,489	10.36	4.9	100,074
WAYNE F-9	16.1	6.18	77,291	12,507	8.5	15.1	10.8	23.4	31.9	26,698	5,372	5,363	450	551	555	603	3,695	1,864	6.79	4.9	43,946
WHITE F-10	16.4	6.32	71,732	11,350	9.9	16.1	11.5	23.2	28.4	34,566	5,593	7,422	580	2,382	1,034	1,141	7,111	3,071	8.46	4.2	35,890
WHITESIDE D-3	62.8	20.84	301,484	14,467	4.6	10.1	9.4	28.0	41.9	50,005	7,912	8,866	930	2,664	1,831	1,135	9,738	4,270	8.59	2.6	30,414
WILL G-4†	270.9	82.69	1,332,727	16,117	3.5	6.1	8.6	31.2	47.0	159,317	7,645	33,865	2,816	13,729	6,546	4,954	22,744	10,928	32.53	6.7	143,942
Joliet	84.3	28.70	423,917	14,771	.....	.....	.....	.....	.....	581,536	7,033	125,562	16,910	100,120	20,669	25,502	100,507	45,607	131.10	9.7	83,793
WILLIAMSON E-10	49.4	18.71	193,950	10,366	9.9	17.3	12.3	24.8	24.6	371,415	12,941	76,240	11,000	77,893	18,211	21,796	72,607	22,260	.....	.....	.....
WINNEBAGO E-2	246.5	82.60	1,282,974	15,532	4.6	7.0	8.8	29.9	44.0	116,105	6,206	28,598	2,954	10,413	5,702	8,446	23,590	9,119	24.25	1.0	9,254
Rockford	152.6	53.94	777,553	14,415	.....	.....	.....	.....	.....	717,496	8,686	135,482	18,976	108,067	24,587	35,982	112,749	42,800	129.65	5.7	51,777
Rockford Metro Area	273.1	91.36	1,429,479	15,647	4.3	8.0	8.7	29.8	44.6	636,093	11,793	113,066	18,457	104,700	24,103	30,579	104,236	32,658	.....	.....	.....
WOODFORD E-5	28.9	9.27	151,524	16,346	4.6	6.0	8.3	27.7	48.5	781,524	8,554	748,284	20,354	109,437	26,306	38,163	125,778	49,616	143.53	.....	.....
										80,382	8,671	11,287	416	858	545	1,655	18,653	4,018	13.77	4.4	76,629

(1) Includes portion in Peoria County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State Networks—Illinois Radio Network—Continued

6. SPOT ANNOUNCEMENTS
(40 Member Stations)

PER WK:	1 ti	6 ti	12 ti
1 min	335	322	301

30 sec: 80% of 1-min.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 214 0075 5.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

ILLINOIS STATE GROUP
Comprised of:

WRMS—Beardstown	WRAM—Monmouth
WROY—Carmi	WCSJ—Morris
WKZI—Casey	WVLJ (FM)—Monticello
WEIC—Charleston	WVMC—Mt. Carmel
KSGM—Chester	WINI—Murphysboro
WCBW (FM)—Columbia	WVLN, Olney
WLBK—De Kalb	WPRS—Paris
WF1W—Fairfield	WBTL—Rantoul
WGNU—Granite City	WTAY—Robinson
WEBQ—Harrisburg	WRHL—Rochelle
WJPF—Herrin	WJBD—Salem
WLDS—Jacksonville	WTIM—Taylorville
WJBM—Jerseyville	WGFA—Watseka
WGLC, Mendota	WFRX—West Frankfort
WMOK—Metropolis	WZBN, Zion

	1 min	30 sec
All stations	165	132

Less than full state list may be purchased.

(D)

For complete listing see Regional Networks & Groups

Keystone BROADCASTING SYSTEM, INC

ALTON (2 AM; 1 FM)

(incl. Wood River)

Madison County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WOKZ 1948 / WOKZ-FM 1961

ALTON

Media Code 4 214 0110 0.00
Morell Broadcasting Co., Godfrey Rd., Alton, Ill. 62004. Phone 618-466-5535.

1. PERSONNEL
President—A. R. Ellman.
General Manager—Walter Brink.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
FM FACILITIES
ERP 20,000 w.; 100.3 mc.
Operating schedule: 6:00 a.m. to midnight.
4. AGENCY COMMISSION
15/0 time only; 1st of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 22a, 24b, 26a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61b, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Illinois Radio Network.
FM operated in conjunction with AM until local sunset when AM signs off

TIME RATES
Rates effective April 1, 1958. (Card No. 4.)
Card received April 22, 1958.

9. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	6 min.	1 min.	30 sec.
1 time	75.00	45.00	30.00	22.50	15.00	7.50	6.00
13 times	71.20	42.80	28.50	21.40	14.20	7.20	5.80
52 times	63.80	38.20	25.50	19.20	12.80	6.40	5.20
104 times	60.00	36.00	24.00	18.00	12.00	6.20	4.80
260 times	52.50	31.50	21.00	15.80	10.50	6.60	4.20
312 times	45.00	27.00	18.00	13.50	9.00	5.00	3.80

WRTH 1961 WOOD RIVER

SAB RAB

Media Code 4 214 0165 4.00
Arco Radio Corp., 135 N. Meramec, St. Louis, Mo. 63105. Phone 314-862-9030.
Studio: Cuin Lane, Cottage Hills, Ill. 62018. Phone 618-259-1800.

STATION'S PROGRAMMING DESCRIPTION
WRTH: Programmed for adults.
MUSIC: non/standard. Uninterrupted music programmed continuously on a 15 min basis. NEWS: at :55 & :25 in drive time. Housewife headline news at :53. Contact Representative for further details. Rec'd 8/7/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joseph P. Costantino.
General Sales Manager—Robert J. McCarthy.
Operations Director—Jerry Irvine.
2. REPRESENTATIVES
Arco Radio Sales.
3. FACILITIES
500 w. days; 1,000 w. nights; 590 kc. Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 on station time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2s, 2b, 4a, 4d, 5, 6a, 6.
Rate Protection: 10g, 11g.
Basic Rates: 22a, 22b, 23a, 25a, 28a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 61a, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Arco Group Plan.

TIME RATES
No. 7 Eff 9/15/74—Rec'd 9/9/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thrit Sun—7 pm-midnight.

6. SPOT ANNOUNCEMENTS
SECTION I—1 MINUTE

PER WK:	PER YR:	AA	A	B
12 ti	156 x	50	40	35
18 ti	312 x	45	35	30
24 ti	780 x	40	30	25

30/20 sec: 80% of 1-min. 10 sec: 70% of 1-min.

7. PACKAGE PLANS
SECTION II—CONVEBTIBLE
(1/3AA, 1/3A, 1/3B)

PER WK, ROS:	12 ti	18 ti	24 ti	30 ti
1 min	420	540	660	750

CONVERSION
Higher to lower: 1 spot of a higher class equals 2 of next lower class.
Lower to higher: 3 spots of a lower class equal 2 of next higher class.
Sec 1 spots may be added to Sec II CWP for frequency discount.

SECTION III—PREEMPTIBLE

PER WK, EA:	12 ti	18 ti	24 ti	30 ti
1 min	30	25	(*)	20

(*) 22.50.
ROS 6 am-midnight daily.
Weather & sports capsules—1-min rate plus 10%.
10. SPECIAL FEATURES
5-min news—1-1/2 x 1-min.
1/2 hr news—4 x 1-min.
1/4 hr news—3 x 1-min.

(D)

ANNA (1 AM; 1 FM)

Union County—Map Location E-11
See SRDS consumer market map and data at beginning of the State

WRAJ 1957 / WRAJ-FM 1958

SAB

A Lackey Station
Subscriber to the NAB Radio Code
Media Code 4 214 0220 7.00
Anna Broadcasting Co., Inc., Box 120, Anna, Ill. 62906. Phone 618-633-2148.
1. PERSONNEL
Pres. & Mgr.—Donald C. Michel.
3. FACILITIES
500 w. days; 1440 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset.
FM FACILITIES
ERP 3,000 w.; 92.7 mc.
Operating schedule: 5:00 am-10:30 pm; 6:00-6:30 am and 4:00-10:30 pm for Doc.
4. AGENCY COMMISSION
15% on net charges; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Tobacco advertising not accepted.

TIME RATES
Rates effective January 10, 1957. (Card No. 1.)
Card rec'd August 30, 1957

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)	(†)
1 time	42.00	25.00	14.00	10.00	7.50	6.00	3.00
13 times	40.50	22.80	13.00	8.50	7.25	6.00	2.05
26 times	39.00	22.00	12.75	9.25	7.00	5.75	2.25
52 times	36.00	21.00	12.25	9.00	6.75	5.00	2.80
104 times	33.00	16.50	11.25	8.25	6.25	5.30	2.65
156 times	30.25	17.25	10.25	7.75	5.90	5.00	2.50
208 times	27.50	16.00	9.60	7.00	5.60	4.70	2.35
260 times	24.75	14.50	8.75	6.60	5.30	4.40	2.20
312 times	22.00	13.00	7.50	6.25	5.00	4.00	2.00

(*) 30-seconds to 1-minute.
(†) 16 words or 8-second spots.

ARLINGTON HEIGHTS

Cook County—Map Location G-5.
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

AURORA (2 AM; 2 FM)

Kane County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WAUR (FM) 1965

SAB

A Stevens Station
Subscriber to the NAB Radio Code
Media Code 4 214 0255 3.00
Stevens Communications Corp., 184 S. River St., Aurora, Ill. 60506. Phone 312-892-2345.

STATION'S PROGRAMMING DESCRIPTION
WAUR (FM): Programmed for discerning adults.
MUSIC: Traditional, jazz, semi-classical & contemporary segments. NEWS: Hourly 5-min reports emphasizing local or regional content. Limited commercial policy. Rec'd 2/15/73.

1. PERSONNEL
General Manager—Harold L. Brokaw.
Sales Manager—William R. Nolan.
2. FACILITIES
ERP 31,000 w. (horiz.), 31,000 w. (vert.); 107.9 mc. Quadraphonic.
Operating Schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4d, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 22a, 23a, 29a, 32b, 33c.
Contracts: 40a, 41, 42b, 44a, 45.
Comb.: Cont. Discount: 60a, 60g, 60j.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff——Rec'd 2/15/73.
AA—Mon thru Sat 6-9 am.
A—Mon thru Sat 9 am-midnight; Sun 6 am-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 x	6.50	5.20	6.00	4.80	5.50	4.40
500 x	6.00	4.80	5.50	4.40	5.00	4.00
1000 x	5.50	4.40	5.00	4.00	4.50	3.60
2000 x	5.00	4.00	4.50	3.60	4.00	3.20

7. PACKAGE PLANS

TAP, PER WK, ROS:	10 ti	20 ti	40 ti	60 ti
1 min	6.00	5.50	5.00	4.50
30 sec	4.80	4.40	4.00	3.60

15%AA, 85%A, within 7 consec days, subject to availability.
6. PROGRAM TIME RATES

1 HR:	1x	26x	52x	104x	260x
AA	48.00	45.00	42.00	39.00	36.00
A	45.00	42.00	39.00	36.00	33.00
B	42.00	39.00	36.00	33.00	30.00

(This listing continued on next page)

Aurora—WAUR (FM)—Continued

1/2 HR:	1X	26x	52x	104x	260x
AA	28.75	27.00	25.25	23.50	21.75
A	27.00	25.25	23.50	21.75	20.00
B	25.25	23.50	21.75	20.00	18.25
1/4 HR:					
AA	19.20	18.00	16.80	15.60	14.40
A	18.00	16.80	15.60	14.40	13.20
B	16.80	15.60	14.40	13.20	12.00
5 MIN:					
AA	9.60	9.00	8.40	7.80	7.20
A	9.00	8.40	7.80	7.20	6.60
B	8.40	7.80	7.20	6.60	6.00

10. SPECIAL FEATURES
Time Packages—18 per day, 201.00 per mo (max 4 pkgs available).

WFVR
(formerly WKKO)
1960

NAB RAB

Media Code 4 214 0275 1.00
Salter Broadcasting Co., 1880 Plain Ave., Aurora Ill. 60505. Phone 312-898-1580.

STATION'S PROGRAMMING DESCRIPTION
WFVR: Programmed for adult listener.
MUSIC: country. NEWS: local at :60 until 10 am, UPI at :60 10 am-sign-off. Expanded local news at 7:45 am, noon & 3:45 pm. Headlines at :30. SPORTS: local sports. Contact Representative for further details. Rec'd 6/25/75.

1. PERSONNEL
President—Russell G. Salter.
Station Manager—Charles O. Liedtke.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
250 w. days: 1580 kc. Directional
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
FM facilities: WKKD (FM).
Affiliated with The Rep Network.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 4/1/75—Rec'd 6/25/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	8.25	7.70	7.40	7.15	6.60	6.30	6.05	5.75
30 sec	6.60	6.15	5.95	5.70	5.30	5.05	4.85	4.60
20 sec	6.15	5.75	5.55	5.40	4.95	4.75	4.50	4.35
10 sec	4.85	4.60	4.45	4.30	3.95	3.80	3.65	3.45

7. PACKAGE PLANS

7 DAYS, BTA, EA:	10 ti	20 ti	30 ti	40 ti
1 min	7.15	6.60	6.05	5.50
30 sec	5.70	5.30	4.85	4.40

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60	45	28	15

Edited by Charles O. Liedtke.

WKKD (FM)

NAB RAB NAFMB

1961
Media Code 4 214 0276 6.00
Salter Broadcasting Co., 1884 Plain Ave., Aurora, Ill. 60505. Phone 312-898-6668.

STATION'S PROGRAMMING DESCRIPTION
WKKD (FM): MUSIC: Big band & familiar standards. NEWS: UPI at :60. SPORTS: play-by-play local football & basketball. Contact Representative for further details. Rec'd 2/24/75.

1. PERSONNEL
General Manager—Charles G. Fillippi.
Sales Manager—Norbert (Rusty) Tym.
Program Director—James C. Swanson.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
AM facilities: WFVR.
Affiliated with The Rep Network.

TIME RATES
Eff.——Rec'd 2/24/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	105x	157x	261x	313x	365+
1 min	16.50	15.60	14.70	12.90	12.00	10.00
30 sec	14.00	13.20	12.40	11.25	10.00	8.00
20 sec	12.00	11.25	10.75	10.00	8.00	6.75
10 sec	10.50	10.00	9.30	8.60	6.50	5.50

10. SPECIAL FEATURES

	1x	105x	157x	261x	313x	365+
News	20.00	18.00	16.50	15.50	13.50	12.00 (D)

WMRO
1938

NAB

A Stevens Station
Subscriber to the NAB Radio Code
Media Code 4 214 0385 6.00
Stevens Broadcasting Corp., 184 S. River St., Aurora, Ill. 60506. Phone 312-897-4215.

STATION'S PROGRAMMING DESCRIPTION
WMRO: Programmed for adult interests, emphasis on sports & news for mass appeal.
MUSIC: Popular MOR selections, news, weather, sports 5-9 am; Public Service, talk, interviews, sele/talk, 9-11:30 am; News, weather, sports, farm news, stock market reports, tele/talk 11:30 am-2 pm; Contemporary MOR music, news, sports, commentary, 2-6:30 pm; Contemporary 6:30 pm-5 am. NEWS: 41 newscasts daily. Expanded news at 7 & 8 am, 12N 5 & 10 pm. Network news. SPORTS: Coverage of 15 area high schools, 6 area colleges, plus regional softball teams. Rec'd 2/22/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harold L. Brokaw.
Program Manager—Gary L. Lee.
News/Public Affairs Manager—Daniel J. Lewis.
3. FACILITIES
1,000 w. days; 500 w. nights; 1230 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4d, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 24b, 29a, 33c.
Contracts: 40a, 41, 42b, 44a, 45.
Comb.; Cont. Discounts: 60h, 60k, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with MBS.
Member: Illinois Radio Network.
Affiliated with Mutual Black Network.

TIME RATES
Eff 3/1/74—Rec'd 3/25/74.
AA—Mon thru Sat 5:30-9 am.
A—Mon thru Sat 9 am-7 pm; Sun 7 am-midnight.
B—Mon thru Sat 7 pm-midnight.
C—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS
PER YR:

	AA	A	B	C
	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1x	12.00 9.60	11.00 8.80	9.00 7.20	8.00 6.40
500x	11.00 8.80	10.00 8.00	8.00 6.40	7.00 5.60
1000x	10.00 8.00	9.00 7.20	7.00 5.60	6.00 4.80
1500x	9.00 7.20	8.00 6.40	6.00 4.80	5.00 4.00

Contract rates. Ratebolder to maintain discount after contract yr: 5 30-sec spots per consec wks in AA, A, B.

7. PACKAGE PLANS

TAP/ROS, PER WK:	10 ti	20 ti	40 ti	80 ti
1 min	11.00	10.00	9.00	8.00
30 sec	8.80	8.00	7.20	6.40

Within 7 consec days. Subject to availability.
Scheduled 25% AA, 65% A/B, 10% C.

8. PROGRAM TIME RATES

	1x	20x	50x	100x	150x	250x
1 HOUR						
AA	90	85	80	75	70	65
A	85	80	75	70	65	60
B	80	75	70	65	60	55
C	70	65	60	55	50	45
1/2 HOUR						
AA	60	56	52	49	47	43
A	55	51	47	44	42	41
B	50	46	42	39	37	35
C	40	36	32	29	27	25
1/4 HOUR						
AA	40	38	36	33	31	29
A	36	34	32	29	27	25
B	32	30	28	25	23	21
C	22	20	18	15	13	11
5 MINUTES						
AA	20	19	18	17	16	15
A	18	17	16	15	14	13
B	16	15	14	13	12	11
C	14	13	12	11	10	9

10. SPECIAL FEATURES
SPORTS ROOSTER ASSOCIATION
12-mo contract 85.00 6-mo contract 100.00
Minimum 36 per mo; 1 5-min, 10 30-sec, 25 10-sec.
TOTAL AUDIENCE NEWSCAST SPECIALS

PER WK, ROS/BTA:	10 ti	20 ti	30 ti
5 min	16.00	14.00	12.00

WEATHER SPECIAL
10 3-1/2-min reports per wk rotating ROS Prime Times at :55 Mon thru Sat 5:55 am-8:55 pm; Sun 8 ti:
52 wk 75.00 1-51 wk 90.00
TIME SPECIAL
Mon thru Sun 24 hrs daily ROS (301 per mo minimum) 12 mo, per mo 301.00
FARM REPORT SPECIAL
Participations & adjacencies, 2 per day Mon thru Fri 6:35 & 11:35 am:
1 min 11.00 30 sec 8.80
JUDD RAILEY—7 PM-MIDNIGHT

PER WK:	10 ti	20 ti	40 ti
1 min	8.00	7.00	6.00
30 sec	6.40	5.60	4.80

JUDD RAILEY—MIDNIGHT-DAWN

1 min	7.00	6.00	5.00
30 sec	5.60	4.80	4.00
5 min	8.00	7.00	6.00

10-SECOND MENTIONS
Minimum 25 per wk, 40% of applicable 1-min rate.

BEARDSTOWN

Cass County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WRMS
1939

Media Code 4 214 0440 1.00
David Mac Fee, 108 E. Main St., Beardstown, Ill. 62618. Phone 323-1790.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John Conner.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w. days; 760 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: Illinois Radio Network.

TIME RATES
Eff 5/15/71—Rec'd 5/28/71.

5. SPOT ANNOUNCEMENTS

PER WK:				1 min	30 sec
1 ti				6.50	5.20
PER YR:	52x	156x	260x	520x	1000x
1 min	6.25	6.00	5.75	5.50	5.25
30 sec	5.00	4.75	4.50	4.25	4.00

7. PACKAGE PLANS

1 MIN OR LESS, ROS:	20 ti	30 ti	50 ti
Ea	5.50	5.00	4.50

BELLEVILLE

St. Clair County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WIBV
1947

Subscriber to the NAB Radio Code
Media Code 4 214 0495 5.00
Belleville Broadcasting Co., Box 91, 3001 S. Illinois St., Belleville, Ill. 62222. Phone 618-233-5006.

STATION'S PROGRAMMING DESCRIPTION
WIBV: Programmed for adults.
MUSIC: standards, show tunes, MOR. NEWS: network at :60 and :30 followed by local news; expanded news 7:30-8:30 am, 11:55 am-12:30 pm, 5-5:45 pm & 15 min local news at 10:30 pm 2 man staff & mobile unit. TALK: telephone comment program 11:08-11:55 am, M-F. SPORTS: college football, high school football & basketball live, auto racing. FARM: 6-6:30 am, 11:55 am-noon M-F, 6:05-6:15 am Sat. RELIGIOUS: 8:15 am-1 pm Sun. Rec'd 2/25/74.

1. PERSONNEL
Pres. & Sta. Mgr.—Norman S. Greenberg.
3. FACILITIES
5000 w.; 1260 kc. Directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b, 3d. 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 21d, 23a, 24b, 25a, 26, 27, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60e, 60h, 61c. 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 62.
Affiliated with American Information Network.
Affiliated with MBS.

TIME RATES
No. 13 Eff 2/2/72—Rec'd 2/7/72.
AA—6-10 am, 11 am-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 min, flat 11.00 30 sec, flat 9.00
CLASS A

	1x	150x	600x
1 min	11.00	10.75	9.75
30 sec	9.00	8.25	7.50

7. PACKAGE PLANS

PER WK, CLASS A, EA:	20 ti	50 ti
1 min	9.50	8.25
30 sec	7.75	7.00

BELVIDERE

Boone County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WKWL (FM)
1971

Media Code 4 214 0500 2.00

Station off the air due to fire.

BENTON

Franklin County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WQRX (FM)
1973

RAB

Media Code 4 214 0505 1.00
Rend Lake Broadcasting Co., Wood Bldg. Public Sq., Benton, Ill. 62812. Phone 618-439-3286.

1. PERSONNEL
News Director—Ned Mitchell.
2. REPRESENTATIVES
Gert Bunches and Associates.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc-Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——Rec'd 12/31/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	3.00	2.00	1.25

BLOOMINGTON (2 AM; 2 FM)
(including Normal)

McLean County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAKC
1962
NORMAL

CBS Radio Network

NAB RAB

A Great Oaks Station
Media Code 4 214 0510 1.00
WAKC, 1218 S. Main St., Normal, Ill. 61761. Phone 309-829-3333.

STATION'S PROGRAMMING DESCRIPTION
WAKC: Programmed for university students & adults 18-49.
MUSIC: modern country. NEWS: network at :60, followed by 3 minutes local & regional. Weather: 2 minutes at :20 & :45. FARM 6-6:30 am M-Sat; M-F, 10:15 am, 11:15 am-12:15 pm & 5:20-5:30 pm; plus week-end features. SPORTS: Big 10 football, high school football, basketball & playoff. University basketball. Contact Representative for further details. Rec'd 1/2/75.

1. PERSONNEL
Sales Manager—Edie Lane.
Farm Director—Kelly Lenz.
Program Director—Len Freeman.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1440 kc. Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 29a, 30, 33a.
Contracts: 40c, 41, 44b, 45, 46, 47e, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60i, 61a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80 81, 82.
Affiliated with CBS and ATA Radio Network.
Member: Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 9/1/74—Rec'd 8/5/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	1 min B	30 sec AAA	30 sec AA	30 sec A	30 sec B
1 ti	9.50	9.00	7.50	5.50	7.50	7.00	6.00	4.00
6 ti	9.25	8.75	7.25	5.25	7.25	6.75	5.75	3.75
12 ti	9.00	8.50	7.00	5.00	7.00	6.50	5.50	3.50
18 ti	8.75	8.25	6.75	4.75	6.75	6.00	5.25	3.25

Fixed position, extra 20%.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA & AA, 1/3A, 1/3BTA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	45	84	117	144
30 sec	36	66	(*)	120

(*) 94.50.

BULK/BTA

	250x	500x	1000x
1 min	1500	2750	5000
30 sec	1250	2250	4000

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Allan Jackson.

WBNQ
SOLID GOLD RADIO
Now The
NO. 2
Local Station
*Source: ARB Survey April-May 1975, Cumulative T.S.A. & Metro, Mon.-Sun. 6 AM-Midn., Age 12 and over.

WBNQ (FM)
1947
BLOOMINGTON

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 214 0525 6.00
Bloomington Broadcasting Corp., 236 Greenwood Ave., Bloomington, Ill. 61701. Phone 309-829-1221.
See affiliated AM station for additional information.
AM facilities: WJBC.

STATION'S PROGRAMMING DESCRIPTION
WBNQ (FM): Programmed for young adults.
MUSIC: Solid Gold. Contact Representative for further details. Rec'd 3/26/74.

1. PERSONNEL
Program Director—Denny Adkins.

(This listing continued on next page)

2. FACILITIES
ERP 50,000 w.; 101.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WJBC. See that listing for rates.

TIME RATES
Eff 7/1/75—Rec'd 7/23/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti	30 ti
1 min	10.25	9.75	9.50	9.25	9.00
30 sec	9.25	9.00	8.75	8.50	8.00

10. SPECIAL FEATURES
LOCAL NEWS & WEATHEB

PER WK:	26 wk	52 wk
6 ti	11.00	9.75

News & weather services, extra 1.75.
Submitted by J. H. McDermott.

WIHN
1973
NORMAL

NAB RAB

Media Code 4 214 0565 5.00
McLean Communications Corp., Box 706, 209 E. Washington St., Bloomington, Ill. 61701. Phone 309-827-5296.

STATION'S PROGRAMMING DESCRIPTION
WIHN: Programmed for young adults and teens. MUSIC 90%: current hits & some oldies from top 20 of past 10 years. Ratios depend on time of day. 5 AIR PERSONALITIES. NEWS: 2-man department; local, regional & national at :55 except 6:55 pm when locally-produced sports wrap-up is aired. COMMERCIAL POLICY: maximum 15 minutes per hour. Commercials aired in clusters balanced equally throughout the hour. Contact Representative for further details. Rec'd 4/8/74.

1. PERSONNEL
Pres., Gen'l & Sales Mgr.—David S. Wolfenden.
Sales—Joe Polito.
Program Director—Doug Lane.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0; 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b.
Basic Rates: 20b, 21b, 21d, 28a, 29b.
Contracts: 40a, 41, 42d, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/15/74—Rec'd 4/8/74.
A—Mon thru Fri sign-on-6:29 pm.
B—Moo thru Fri 6:29-sign-off; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	A 1 ti	A 10 ti	A 20 ti	A 30+	B 1 ti	B 10 ti	B 20 ti	B 30+
1 min	6.00	5.50	5.20	4.90	4.50	4.10	3.90	3.65
30 sec	4.45	4.05	3.85	3.60	3.35	3.00	2.85	2.70
10 sec	2.85	2.65	2.55	2.40	2.15	1.95	1.90	1.80

Fixed: Extra 2% Specified cluster: Extra 5%
CONSECUTIVE WEEK CONTRACT DISCOUNT
13 wk—5% 26 wk—10 % 52 wk—15%

7. PACKAGE PLANS
SUPER SATURATION—BOS—BTA

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	70 ti	100 ti
1 min	38.00	72.00	102.00	136.00	165.00	236.00	240.00
30 sec	28.00	53.00	75.00	100.00	125.00	176.00	252.00
10 sec	18.00	35.00	50.00	67.00	84.00	117.00	168.00

COMBO PLAN—MON THRU FRI—
1A, 1B, SAME DAY

PER WK:	1 ti	10 ti	20 ti	30+
1 min	9.45	8.64	8.19	7.70
30 sec	7.02	6.35	6.03	5.67
10 sec	4.50	4.15	4.00	3.75

1 min & 30-sec combinable for lower frequency on 1-min Combo only.

BULK RATE

PER YR:	A 52x	A 520x	A 1040x	A 1560x	B 52x	B 520x	B 1040x	B 1560x
1 min	5.25	4.80	4.55	4.30	3.95	3.60	3.40	3.20
30 sec	3.90	3.55	3.35	3.15	2.90	2.60	2.50	2.35
10 sec	2.50	2.30	2.20	2.10	1.90	1.70	1.65	1.55

May be combined to earn yrly lower frequency rate.
1-min & 30-sec spots combinable to earn lower frequency rate on 1-min spots only.
10-sec spots count 1/2 frequency when combined to earn lower frequency rate.

10. SPECIAL FEATURES
News— applicable wkly spot, plus 20%. Minimum 13 wk contract.
Incl open, close plus 1-min or 30-sec spot.
CONSECUTIVE WEEK CONTRACT DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
News & spots combinable to earn lower frequency rate on spots only.
Edited by D. S. Wolfenden.

WJBC
1925
BLOOMINGTON

American Information Network

NAB FB

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 0665 9.00
Bloomington Broadcasting Corp., 236 Greenwood Ave., Bloomington, Ill. 61701. Phone 309-829-1221.

STATION'S PROGRAMMING DESCRIPTION
WJBC: Programmed for adults & young adults. NEWS: 5 min local at :30; expanded at 7:30, 8 am, 12:20, 6 pm; 5 man staff, 3 land & 1 air mobile; correspondents in state & national capitols; network news at :60. Editorials twice per wk; 10 community leaders rotate on daily commentaries. Network commentary. TALK: open line program with occasional guests 1-2:30 pm M-F, 9-10 am Sat. All personalities utilize telephone talk. SPORTS: University & high school play-by-play origination, basketball & football. Major league baseball. Daily 25 min sports interview program by sports director. FARM: daily reports from extension advisor, homemaking & agriculture; live commodity & livestock reports 12x daily; programming 5-6:30 am & 11:30 am-1 pm. Agricultural weather from weather wire. RELIGIOUS: spot announcements & vignettes weekdays; 9:30 am- noon Sun. Contact Representative for further details. Rec'd 7/29/75.

1. PERSONNEL
President—Timothy R. Ives.
Sales Manager—John H. McDermott.
Program Director—Donald Munson.
Farm Director—Ken Behrens.
2. REPRESENTATIVES
McGavren-Guild, Inc.
6. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 6.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 28a, 29a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 72b.
Prod. Services: 80, 82.
FM facilities: WBNQ (FM).
Affiliated with American Information Network.

TIME RATES
WJBC/WBNQ (FM) COMBINATION
No. 31N Eff 7/1/75—Rec'd 6/30/75.
AAA—Farm/Drive/Talk Mon thru Sat 5:30-10 am, 11:30 am-2:30 pm & 4-7 pm.
AA—Mon thru Sat 10-11:30 am & 2:30-4 pm; Sun 7 am-7 pm.
A—Mon thru Sun 7 pm-1 am.
B—Mon thru Sun 1-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	3 ti	5 ti	10 ti	20 ti	30 ti
CLASS AAA						
1 min	30.50	30.00	29.50	29.00	28.50	28.00
30 sec	26.50	26.00	25.50	25.00	24.50	24.00
CLASS AA						
1 min	28.00	27.50	27.00	26.50	26.00	25.50
30 sec	24.50	24.00	23.50	23.00	22.50	21.50
CLASS A						
1 min	21.00	20.50	20.00	19.50	19.00	18.50
30 sec	17.50	17.00	16.50	16.00	15.50	15.00
CLASS B						
1 min	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50

10 sec: 60% of 1-min.
AM only: AAA, AA, A 1-min, deduct 10.00; 30-sec deduct 8.00. B 1-min, deduct 3.00; 30-sec, deduct 2.00.

6. PROGRAM TIME RATES
AM ONLY

PER WK, 5 MIN:	1 ti	3 ti	5 ti	10 ti
AAA	27.50	26.50	25.50	25.00
AA	22.00	21.00	20.00	19.00
A	19.00	18.00	17.00	16.00

10. SPECIAL FEATURES
News & weather—extra 1.75.
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by John H. McDermott.

CAIRO
Alexander County—Map Location E-11
See SRDS consumer market map and data at beginning of the State.

WKRO
1942

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 0715 6.00
Cairo Broadcasting Co., Box 811, Cairo, Ill. 62914. Phone 618-734-1490.
1. PERSONNEL
Gen'l & Com'l Mgr.—Merrill C. Currier.
2. REPRESENTATIVES
Pitt(/Meeker Radio.
3. FACILITIES
250 w.; 1490 kc. Non-directional.
Operating schedule: 6:00 a.m. to 10:00 p.m. weekdays; 7:00 a.m. to 10:00 p.m. Sundays.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 10 Eff 1/1/70—Rec'd 12/3/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	7.50	7.25	7.00	6.50	6.00	5.50
30 sec	6.00	5.80	5.60	5.20	4.80	4.40
10 sec	3.75	3.65	3.50	3.25	3.00	2.75

CANTON (1 AM; 1 FM)
Fulton County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WBYS
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 0770 1.00
Fulton County Broadcasting Company, 1000 E. Linn St., Canton, Ill. 61520. Phone 309-647-1560.
1. PERSONNEL
General Manager—Charles E. Wright.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
250 w. days, 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities, see WBYS-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network
Member: Illinois Radio Network.

TIME RATES
No. 4 Eff 3/1/74—Rec'd 4/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	7.00	6.00	5.50	5.00	4.50
30 sec	5.60	4.80	4.40	4.00	3.60

Sunday spots: 50% of 1-min.

WBYS-FM
1968

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 0771 9.00
Fulton County Broadcasting Co., Box 600, 1000 E. Linn St., Canton, Ill. 61520. Phone 309-647-1560.
See affiliated AM station for additional information.
1. PERSONNEL
Pres. & Gen'l Mgr.—Charles E. Wright.
3. FACILITIES
EBP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.
Operating schedule; 6 am-midnight. CST.
Antenna ht.: 265 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WBYS.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 3/1/74—Rec'd 4/8/74.

6. SPOT ANNONNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	3.50	3.00	2.75	2.50	2.25
30 sec	2.80	2.40	2.20	2.00	1.80

CARBONDALE (1 AM; 1 FM)
Jackson County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WCIL
1948

NAB

Media Code 4 214 0825 3.00
Radio Station WCIL, Drawer 801, 211 W. Main St., Carbondale, Ill. 62901. Phone 618-457-8114.

STATION'S PROGRAMMING DESCRIPTION
WCIL: Programmed for young adults and adults.

1. PERSONNEL
General Manager—Paul F. McRoy.
Commercial Manager—Paul H. McRoy.
3. FACILITIES
1,000 w. days; 1020 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WCIL-FM.
4. AGENCY COMMISSION
15/0 time only: 10 days
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 2/1/73—Rec'd 12/26/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min	11.00	10.45	9.90	9.35	8.80	8.25
30 sec/lens	8.80	8.35	7.90	7.50	7.05	6.60

WCIL-FM
1968

NAB

Media Code 4 214 0826 1.00
Paul F. McRoy, Drawer 801, 211 W. Main St., Carbondale, Ill. 62901. Phone 618-457-8114.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCIL.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Rates are identical to WCIL. See that listing.
Edited by Paul H. McRoy.

CARMI (1 AM; 1 FM)
White County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

CARLINVILLE
STUDIOS WEST SIDE OF SQUARE
(217) 854-8565
WSMI AM-FM
SEE LITCHFIELD LISTING

WROY
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 0880 8.00
Carmi Broadcasting Co., Box 31, Carmi, Ill. 62821. Phone 618-382-4161.

STATION'S PROGRAMMING DESCRIPTION
WROY: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Robert F. Meskill.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
1,000 w. days; 1460 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only. 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
FM facilities: WRUL (FM).
Affiliated with KBS.
Member: Illinois Radio Network.

TIME RATES
Eff 5/1/75—Rec'd 5/16/75.
A—Mon thru Sat 6:29-8:30 am, 11:29 am-1 pm & 4-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	260x	312x	624x
1 MINUTE						
A	8.60	7.15	6.50	5.95	5.60	4.65
B	6.15	5.40	4.85	4.50	4.30	3.35
30 SECONDS						
A	6.90	5.70	5.20	4.75	4.50	3.75
B	4.95	4.35	3.90	3.60	3.45	2.70

Edited by Robert F. Meskill.

WRUL (FM)
(formerly WROY-FM)
1951

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 0907 9.00
Carmi Broadcasting Co., Box 31, Carmi, Ill. 62821. Phone 618-382-4161.
See affiliated AM station for additional information.
AM facilities: WROY.

STATION'S PROGRAMMING DESCRIPTION
WRUL (FM): Modern country music.

3. FACILITIES
ERP 11,200 w.; 97.3 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 205 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Illinois Radio Network.

TIME RATES
Eff 5/1/75—Rec'd 5/16/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	208x	312x	624x
1 min	7.40	6.30	5.70	5.25	4.95	4.00
30 sec	5.95	5.00	4.55	4.20	4.00	3.20

Edited by Robert F. Meskill.

CARTHAGE
Hancock County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WCAZ
1921

Media Code 4 214 0933 6.00
Superior Broadcasting Service, Inc., 84 S. Madison, Carthage, Ill. 62321. Phone 217-357-3126.
1. PERSONNEL
Manager—Jerry Nutt, Jr.
3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset weekdays; 7:30 am-local sunset Sun. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/64—Rec'd 1/27/64.

6. SPOT ANNOUNCEMENTS
FIXED POSITION—DRIVE TIME

	1x	13x	26x	52x	104x	156x	300x
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	3.95	3.75	3.55	3.35	3.15	2.95	2.75
20 sec	2.50	2.50	2.40	2.30	2.20	2.10	2.00

7. PACKAGE PLANS
SPOT PACKAGES

PER WK:	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	48.00	70.20	91.20	111.00	129.60	175.00
30 sec	32.00	47.70	61.20	78.50	84.60	112.50
20 sec	24.00	34.20	43.20	51.00	57.60	75.00

CASEY
Clark County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WKZI
1963

NAB

Ford F. M., Inc.
Subscriber to the NAB Radio Code
Media Code 4 214 0990 5.00
Ford FM, Inc., Box 428, 22 W. Main, Casey, Ill. 62420. Phone 217-932-4051.

STATION'S PROGRAMMING DESCRIPTION
WKZI: Programmed for country & western music audience.

1. PERSONNEL
Station Manager—Richard L. Harlan.

(This listing continued on next page)

Casey—W K Z I—Continued

3. FACILITIES
250 w. days; 800 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 10/18/74.
Prime—Mon thru Fri 6-9 am, 11 am-1 pm & 4-6 pm.
Regular—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	520x	780x	1040x	1300x
PRIME								
1 min	6.00	5.75	5.50	4.75	4.50	4.25	4.00	3.50
(*)	5.00	4.75	4.50	3.75	3.50	3.25	3.00	2.50
REGULAR								
1 min	5.00	4.75	4.50	3.75	3.50	3.25	3.00	2.50
(*)	4.00	3.75	3.50	3.00	2.75	2.50	2.25	2.00

(*) 30 sec or less.

7. PACKAGE PLANS

7-DAY SATURATION/REGULAR TIME:	10 ti	12 ti
1 min	49	96
30 sec or less	59	76

CENTRALIA (1 AM; 1 FM)

Marion County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WILY
1946

RAB

Subscriber to the NAB Radio Code
Media Code 4 214 1045 7.00
Prairieland Broadcasters, Inc., 326 E. Broadway, Centralia, Ill. 62801. Phone 618-532-1885.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Samuel A. Hassan.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w.; 1210 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WRXX.
Member: Illinois Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 1/15/75.
AA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	12.00	11.50	11.25	11.00	10.75	10.50
A	10.00	9.50	9.25	9.00	8.75	8.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	12 ti	24 ti	30 ti
1 min	108	204	246

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WRXX
1964

RAB

Subscriber to the NAB Radio Code
Media Code 4 214 1060 6.00
Prairieland Broadcasters, Inc., 326 E. Broadway, Centralia, Ill. 62801. Phone 618-532-1885.
See affiliated AM station for additional information.
AM facilities: WILY.
STATION'S PROGRAMMING DESCRIPTION
WRXX: Country & western Nashville sound.
3. FACILITIES
ERP 3,000 w.; 95.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 225 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Illinois Radio Network.

TIME RATES
Eff 5/1/74—Rec'd 4/29/74.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
30 sec	6.20	5.80	5.60	5.40	5.20	5.00

1 min: 2x 30-sec.

CHAMPAIGN-URBANA
(2 AM; 4 FM)

(Champaign County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCCR
1948
URBANA

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 1075 4.00
Airways, Inc., 2410 Skyline Dr., Champaign, Ill. 61820. Phone 217-352-4141.

STATION'S PROGRAMMING DESCRIPTION
WCCR: Programmed 100% modern country music with 5 air personalities. NEWS: 5 min local at :30 during morning, noon and evening drive time. 5 man news staff with 4 mobile units. Sun am Negro gospel and religious programming. Contact Representative for further details. Rec'd 1/10/75.
1. PERSONNEL
General Manager—Richard G. Glover.
Sales Director—Thomas Trent.
2. REPRESENTATIVES
The Devney Organization, Inc.
St. Louis—Bruce Schneider & Co.
3. FACILITIES
250 w. days; 1560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%; 10th following month. 5% discount cash in advance.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WLRW (FM).
Affiliated with American Information Network.
Member: Illinois Radio Network.
5% discount when bought in combination with WLRW (FM).

TIME RATES
Eff 4/15/72—Rec'd 5/22/72.
6. SPOT ANNOUNCEMENTS
CLASS AAA—6 AM-6 PM

	1x	13x	26x	52x	156x	260x	520x	1000x
1 min	10.00	9.75	9.50	9.25	8.75	8.25	7.75	7.25
30 sec	8.60	8.40	8.20	8.00	7.60	7.20	6.80	6.40

7. PACKAGE PLANS

	Per wk
10 1-min or 14 30-sec	90
22 1-min or 30 30-sec	200
35 1-min or 45 30-sec	300
50 1-min	425

Must be used in 7 days.
8. PROGRAM TIME RATES

PER WK:	1 ti	3 ti	5 ti
5 min	11.00	10.50	10.00
1/4 hr	21.00	18.00	15.00
1/2 hr	27.00	24.00	21.00

10. SPECIAL FEATURES
CONSECUTIVE WEEK DISCOUNT
52 wk—5%
Minimum contract 13 wks.

WDWS
1937
CHAMPAIGN

CBS Radio Network

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 1100 0.00
Champaign News-Gazette, Inc., 48 Main St., Champaign, Ill. 61820. Phone 217-356-1855.
1. PERSONNEL
Station Manager—Larry Stewart.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 5-12:15 am. CST.
Partial simulcast operation. Simulcast 5 am-noon.
For non-simulcast facilities see WDWS-FM.
4. AGENCY COMMISSION
15% net time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 46, 47a.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with CBS.

TIME RATES
Eff 2/1/74—Rec'd 1/24/74.
AAA—Mon thru Sat 5-9:30 am & noon-1 pm.
AA—Mon thru Sat 4-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	22.00	17.60	19.00	15.20	17.00	13.60
6 ti	21.00	16.80	18.00	14.40	16.00	12.80
12 ti	20.00	16.00	17.00	13.60	15.00	12.00
18 ti	19.00	15.20	16.00	12.80	14.00	11.20
24 ti	18.00	14.40	15.00	12.00	13.00	10.40
30 ti	17.00	13.60	14.00	11.20	12.00	9.60

10 sec: 60% of 1-min.
7. PACKAGE PLANS
TAP—1/4AAA, 1/4AA, 1/2A

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	12.80	12.00	11.20	10.40	9.60

8. PROGRAM TIME RATES

PER WK, 5 MIN:	1 ti	3 ti	5 ti	10 ti
PER YR, 5 MIN:	52x	156x	260x	520x
AAA	32	30	28	26
AA	28	26	24	22
A	26	24	22	20

WITT Tuscola
NEWS AND INFORMATION SERVICE
Exclusive In East Central Illinois
Call direct (217) 253-3338

WDWS-FM
1946
CHAMPAIGN

SAB RAB

Media Code 4 214 1135 4.00
Champaign News Gazette, Inc., 48 Main St., Champaign, Ill. 61820. Phone 217-356-1855.
See affiliated AM station for additional information.
1. PERSONNEL
Program Director—Constance Vogt.
3. FACILITIES
ERP 27,000 w.; 97.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 424 ft. above average terrain.
Partial simulcast operation. Operated separately noon-midnight. For simulcast facilities see WDWS.

TIME RATES
Eff 8/1/72—Rec'd 7/25/72.
6. SPOT ANNOUNCEMENTS

	1x	30x	90x	180x	360x
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.50	6.00	5.50	5.00

WIAI (FM)
1970
DANVILLE

RAB

(This is a paid duplicate of the listing appearing under Danville, Ill.)
Media Code 4 214 4020 7.00
Kickapoo Broadcasting Co., 4 N. Vermilion St., Danville, Ill. 61832. Phone 217-446-0180.
STATION'S PROGRAMMING DESCRIPTION
WIAI (FM): MUSIC: modern country. NEWS: UPI at :60. Weather: 5 min breaks at 5:40, 8:05 am & 12:05 pm. Summaries at :30. SPORTS: 5 min show at 7:30 am & 6:05 pm. FARM: show 5-6 am. Farm news, features, farmer's weather intermixed with c/w music. 5 min grain & market reports at 10:05 am, 12:10 & 1:30 pm. Rec'd 4/11/74.
1. PERSONNEL
President—Paul K. Breese.
General Manager—Russell D. Bredholt.
2. REPRESENTATIVES
Call Russell D. Bredholt collect.
3. FACILITIES
ERP 50,000 w.; 99.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 23b, 23a, 23b, 24b, 25a, 26, 27, 28b, 29a, 30.
Contracts: 40b, 41, 42a, 43, 44b, 46, 47a, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61b, 62b.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 3/1/74—Rec'd 1/28/75.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	12	11	10	9
30 sec	10	9	8	7
				(D)

WLRW (FM)
1962
CHAMPAIGN

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 1265 1.00
Airways, Inc., 2410 Skyline Dr., Champaign, Ill. 61820. Phone 217-352-4141.
See affiliated AM station for additional information.
AM facilities: WCCR.
STATION'S PROGRAMMING DESCRIPTION
WLRW (FM): Programmed for adults and young adults.
MUSIC: hit parade format. COMMERCIAL POLICY: 2 1-minute spot clusters each 15 minutes. Contact Representative for further details. Rec'd 4/30/73.
3. FACILITIES
ERP 42,500 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 481 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
5% discount when bought in combination with WCCR.

TIME RATES
Rates are identical to WCCR. See that listing.

WPGU (FM)
1967
URBANA

American Contemporary Ntwk Progressive Rock

SAB

Subscriber to the NAB Radio Code
Media Code 4 214 1320 4.00
Illini Publishing Co., Weston Hall, Champaign, Ill. 61820. Phones 217-333-2016, 2019.
STATION'S PROGRAMMING DESCRIPTION
WPGU (FM): Programmed for young adults & college students.
MUSIC: rock, progressive rock, folk, R & B, blues, jazz, oldies. Specialty shows: folk & bluegrass, Fri. midnight-3 am; jazz, Sat. 9 pm-midnight; blues, Sun. midnight-3 am; oldies, Sun. 6-8 pm; new albums, Sat. midnight-3 am; R & B Fri. & Sat. 6-9 pm, public access, news/talk programs. NEWS: network at :54:30 (national/international); 5-min. campus, local, state at :25. SPORTS: university football & basketball. Rec'd 11/25/74.
1. PERSONNEL
General Manager—Phil Robinson.
Sales Director—Norm Medoff.
3. FACILITIES
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 235 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24c, 25a, 27, 28b, 30.
Contracts: 40a, 44a, 45, 47a, 48.
Comb.: Cont. Discounts: 60c, 60l.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 8/1/73—Rec'd 4/30/73.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	25x	125x	250x	500x
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	8.25	7.75	7.25	7.00	6.75
15 sec	5.50	5.25	4.75	4.50	4.00

WTWC (FM)
1967
URBANA

SAB

Media Code 4 214 1347 7.00
Robert E. Durst, 505 S. Locust St., Champaign, Ill. 61820. Phone 217-352-8223.
STATION'S PROGRAMMING DESCRIPTION
WTWC (FM): Programmed for adults & young adults & college students.
MUSIC: rock, progressive rock, jazz, contemporary folk, bluegrass, blues. AIR PERSONALITIES handle all segments. Sat: midnight-6 am jazz, noon-6 pm light classical, semi-classical, 6-9 pm bluegrass, 9-10 pm recorded live concerts, 10-11 pm comedy. Sun: 9 pm-3 am jazz, 9-11 am local religious, 11 am-5 pm classical, 5-8 pm drama, documentaries, interviews, 8-9 pm gospel. NEWS: network at :15, Reuter news at 6:45, 7:45, 8:45 am, 3:45 & 4:45 pm, state network at 7:30, 8:30 am, 4:30 & 5:30 pm, 15-min Reuter at 3 pm Sat & Sun. COMMERCIAL POLICY: maximum 8 minutes per hour, maximum 4 minutes produced spots per hour. Maximum 6 minutes per hour week-ends. Contact Representative for further details. Rec'd 8/2/74.
1. PERSONNEL
Owner & Gen'l Mgr.—Robert E. Durst.
Station Manager—Joe Lez.
Sales Director—Quin Schultze.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 3,000 w.; 103.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 140 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 20% cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25b, 27, 28b, 28c, 29b, 30, 32b, 33c.
Contracts: 40a, 42a, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 10/1/74—Rec'd 10/21/74.
6. SPOT ANNOUNCEMENTS

ROS:	1x	25x	125x	250x	500x
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.60	5.20	4.80	4.40
15/10 sec	4.00	3.75	3.50	3.25	3.00

Midnight-6 am: 75% of above.
8. PROGRAM TIME RATES

1 HR:	1x	5x	25x	50x
Mon thru Fri	60	50	40	30
Wknds	75	65	55	45

Midnight-6 am: 75% of above.
DISCOUNT
26 wk—10%

CHARLESTON (1 AM; 1 FM)

Plus 1 paid cross reference.
Coles County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WEIC
1954

SAB

Subscriber to the NAB Radio Code
Media Code 4 214 1375 6.00
Community Communications Associates, Inc., Box 158, Hwy. 316, Charleston, Ill. 61920. Phone 217-345-2149.
STATION'S PROGRAMMING DESCRIPTION
WEIC: MOR; network & local news. Rock nights.
1. PERSONNEL
Pres. & Gen'l Mgr.—John F. Hurlbut.
2. REPRESENTATIVES
Meeker Radio, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1270 kc. Directional.
Operating schedule: 6 am-midnight. CST.
Partial simulcast operation. Simulcast 6-9:30 am & noon-midnight. For non-simulcast facilities see WEIC-FM.
4. AGENCY COMMISSION
None; all rates net to station.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Farm Radio Network, Brownfield Network.

TIME RATES
Eff ——— Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	11 ti	31+
1 min	5.00	4.30	3.60
30 sec	3.75	3.40	2.60
10 sec	2.40	2.10	1.70

Edited by John F. Hurlbut.

(CE)

WEIC-FM

1965

Subscriber to the NAB Radio Code

Media Code 4 214 1378 6.00
Community Communications Associates, Inc., Box 158, Charleston, Ill. 61920. Phone 217-345-2146.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WEIC-FM: Gospel & religious 8:30 am-noon.

3. FACILITIES
ERP 2.220 w.; 92.1 mc. Stereo.
Operating schedule: 5-2 am. CST.
Antenna ht.: 130 ft. above average terrain.
Partial simulcast operation. Operated separately 8:30 am-noon. For simulcast facilities see WEIC.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Brownfield Network.

TIME RATES
Eff ——— Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	11 ti	31+
1 min	3.50	3.00	2.50
30 sec	2.65	2.40	2.00
10 sec	2.00	1.80	1.60

Edited by John F. Hurlbut.

WITT (FM)

TUSCOLA

NBC News & Information Service

City of license, Tuscola, Ill.
Considered by NBC News & Information Service as their Charleston outlet.
See listing under Tuscola, Ill.

Because radio reps can help you . . .

SRDS helps YOU find THEM

For your convenience, there's a complete and up-to-the-minute list of radio station representatives at the beginning of every issue of Spot Radio Rates & Data. Company names are arranged alphabetically, and the list includes addresses and telephone numbers of sales offices.

Next time you need first-hand information about a station's market . . . areas where retail sales are best . . . places where dealers and wholesalers really use tie-in copy and point-of-purchase displays . . . and, of course, information on station policies and programming, check our list for the representative nearest you. Then check with him.

R-3x

CHESTER

Randolph County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

KSGM

1947

Donze Enterprises, Inc.

Media Code 4 214 1485 5.00
Donze Enterprises, Inc., Box 428, Ste. Genevieve, Mo. 63670. Phone 314-883-2980, 2981.

1. PERSONNEL
General Manager—Elmer L. Donze.

3. FACILITIES
1,000 w. days; 500 w. nights; 980 kc.
Directional—night only.
Operating schedule: 6:00 am-10:00 pm weekdays; 7:00 am-10:00 pm Sun.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KSGM-FM, Ste. Genevieve, Mo.
Affiliated with MBS and KBS.
Member: Brownfield Network.

TIME RATES
Rates effective November 1, 1952.
Rates received November 5, 1952.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec				1 min 30 sec	
1 ti	5.20	4.20	104 ti		4.15	3.50
12 ti	4.90	4.10	156 ti		3.90	3.15
26 ti	4.70	3.95	260 ti		3.60	2.95
52 ti	4.40	3.70	312 ti		3.35	2.85

CHICAGO (and) CHICAGO URBAN AREA

STATIONS IN CHICAGO:

WAIT
WBBM
WBBM-FM
WCFL
WCRW
WOAI (FM)
WOHF (FM)
WEOC
WEFM (FM)
WFMT (FM)
WFYR (FM)
WGN
WIND
WJJD, WJJO-FM
WJPC
WLAK
WLOO
WLS
WMAQ
WNIB (FM)
WNIS
WNUS-FM
WSBC
WSDM (FM)
WVON
WXRT (FM)

STATIONS IN CHICAGO URBAN AREA:
Chicago Urban Area stations are listed (unless otherwise indicated) immediately following the listings for Chicago stations.

WBEE, Harvey, Ill.
WBMX (FM), Oak Park, Ill.
WCGO, Chicago Heights, Ill.
WCLR (FM), Skokie, Ill.
WEAW, Evanston, Ill.
*WJOB, Hammond, Ind.
WKOC, Elmhurst, Ill.
WLNR (FM), Lansing, Ill.
WLTO, Evanston, Ill.
*WLTH, Gary, Ind.
WMPP, Chicago Heights, Ill.
WOJO, Evanston, Ill.
WOPA, Oak Park, Ill.
WTAQ, La Grange, Ill.
WTAS (FM), Crete, Ill.
WVVX, WVVX-FM, Highland Park, Ill.
*WWCA, Gary, Ind.
WWMM (FM), Arlington Heights, Ill.
WXFM (FM), Elmwood Park, Ill.
*WYCA (FM), Hammond Ind.
WYEN (FM), Des Plaines, Ill.

(*) See listing under city of license.

STATIONS IN CHICAGO

(13 AM; 14 FM)
Plus 4 paid duplicates; plus 2 cross references.
Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	200	120	195	120
B	195	100	147	120
C	165	95	140	110
D	140	85	125	75
AVERAGE	175	100	152	106

WAIT

1941

KATZ RADIO

Good Music

Media Code 4 214 1595 1.00
WAIT, 679 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-944-6100.

Send only copy transcriptions and instructions, airmail/special delivery to: WAIT Radio, 849 Church Rd., Elmhurst, Ill. 60126.

1. PERSONNEL
Executive Director—Maurice Rosenfield.
General Manager—Frederick G. Harm.
General Sales Manager—Charles B. Bishop.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w. (Limited time—Grapevine, Tex. sunset. CST.) 820 kc. Non-directional.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b, 18.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24c, 27, 32a.
Contracts: 40a, 41, 46, 47b.
Comb.; Cont. Discounts: 60f, 62b.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spots missed due to late arrival, commercial material will be billed as ordered.
Affiliated with Katz Radio Network.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 3/1/74—Rec'd 3/14/74.
AAA—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS
PER WK.

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	80	78	76	70	65	62
AA	77	72	66	63	60	56
A	75	71	65	60	55	52

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
Stock Market Reports, Man of The Day, Woman of The Day, Traffic Reports, Headline News, Ski Reports & Yachting Forecasts, ea. 85
News on The Hour, ea. 110

(Chicago continued on next page)

rise above elevator music

#2 Men 25-49
6 am-Midnight
Mon-Sun

We play mainstream music—with just the right mix of up-to-the-minute news, traffic, weather, market and feature reports.

It's full service radio. The perfect combination of music and information, where your message will be heard. Not just fade into the wallpaper.

wait 820 radio

represented nationally by Katz Radio

ARB Metro, April/May 1975, average ¼ hour audience

© 1974 WAIT RADIO

Chicago—Continued

WBBM

1923

CBS Owned

Represented by CBS RADIO SPOT SALES

News - Information

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 1650 4.00

CBS owned; operated by CBS Radio Division.
Business Office and Studio—630 N. McClurg Court, Chicago, Ill. 60611. Phone 312-944-6000.
Address all programs and advertising copy to:
Continuity Editor, WBBM Radio 630 N. McClurg Court, Chicago, Ill. 60611.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William C. O'Donnell.
General Sales Manager—Lee Leicinger.
National Sales Manager—Marshall Seese.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 780 kc. Non-directional Clear channel.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

No. 35 Eff 2/1/71—Rec'd 1/6/71.
AM Drive—Mon thru Fri 5:30-10 am.
PM Drive—Mon thru Fri 3-7 pm.
Weekday—Mon thru Fri 10 am-3 pm.
Weekend—Sat & Sun 5:30-7 pm.
Nighttime—Mon thru Fri 7 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

I MIN:	PER YR:	Per wk 1 ti	8 ti	12+
AM Drive	1x	195	175	165
	300+	165	150	146
PM Drive	1 ti	160	145	125
	300+	145	125	120
Wkday & Wknd	1 ti	110	80	75
	300+	90	70	60
Nighttime	1 ti	60	50	40
	300+	50	40	30
30/20 SEC:				
AM Drive	1 ti	155	145	125
	300+	135	125	115
30/20 SEC:				
PM Drive	1 ti	120	120	110
	300+	115	110	105
Wkday & Wknd	1 ti	90	70	60
	300+	70	55	50
Nighttime	1 ti	50	40	30
	300+	40	30	25

7. PACKAGE PLANS

MAXIMUM IMPACT PLUS 1 MINUTE

PER YR:	Plan 8 ti	12 ti	18 ti	24 ti
1 ti	590	1090	1410	1700
300+	565	1030	1320	1620
30/20 SECONDS				
1 ti	495	880	1125	1340
300+	475	800	1065	1300
10 SECONDS				
1 ti	360	710	900	1080
300+	335	640	840	1040

Scheduled 1/6 AM Drive, 1/6 PM Drive, 1/3 weekday or weekend, 1/3 nighttime.
Subject to availability, limited substitution or addition of spots is allowed.

WEEKEND PLAN

	1 min	30 sec
10 ti Fri 7 pm-midnight	750	600

MATINEE PLAN

10 ti (2 per day) Mon thru Fri 10 am-3 pm	600	450

9. PARTICIPATING PROGRAMS
Art Mercier—Rotating, flat ea. 60

10. SPECIAL FEATURES 1 min 30 sec
Night News Plan, 10 spots Sun thru Sun 8-11 pm. 250 200
Late Night News Plan, 20 spots Sun thru Sat 11 pm-5:30 am. 200 160
Time Mention Package—5 word spot, ROS Sun thru Sat all time periods:
100 per wk. 1500 50 ti per wk. 800
Time Signals—12 wd live or 6 sec transcribed, flat, ea. 35
Not combinable with spots or packages.

WBBM-FM

1941

CBS/FM SALES

NAB RAB NAFMB

CBS Owned

Subscriber to the NAB Radio Code

Media Code 4 214 1651 2.00

CBS-FM Broadcasting, a service of CBS Radio, a division of Columbia Broadcasting System, Inc., 630 N. McClurg Court, Chicago, Ill. 60611. Phone 312-944-6000.
Address all programs and advertising copy to:
Director of Business Affairs, WBBM-FM, 630 N. McClurg Court, Chicago, Ill. 60611.

1. PERSONNEL
Station Manager—John N. Catlett.
Sales Manager—Tom Pierce.
Program Director—Bob Johnston.

2. REPRESENTATIVES
CBS/FM Sales.

3. FACILITIES
ERP 6,200 w. (horiz.), 6,200 w. (vert.); 96.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,174 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 22a, 24a, 24b, 24c, 25a.
Contracts: 41.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61c.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 10 Eff 12/16/74—Rec'd 12/23/74.
AAAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AAA—Mon thru Sun 5-10 am.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK:	AAAA 1 min	AAAA 30 sec	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
1 ti	80	64	64	52	48	38
6 ti	76	62	60	50	44	36
12 ti	72	60	56	48	40	34
18+	68	58	52	46	36	32

10 sec: 60% of 1-min preemptible.

7. PACKAGE PLANS

SECTION II

MAXIMUM IMPACT PLANS—PREEMPTIBLE
(1/3AAAA, 1/3AAA, 1/3AA)

PER WK:	12 ti	18 ti	24 ti
1 min	40	38	36
30 sec	32	31	30

Scheduled over 7-day period.

MORNING-AFTERNOON PLANS—PREEMPTIBLE
(Mon thru Fri 1/2 5-10 AM, 1/2 3-8 PM)

PER WK:	10 ti	20 ti	30 ti
1 min	50	45	40
30 sec	42	38	34

10 sec: 60% of 1-min preemptible.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wks—10%

WBEE

HARVEY

City of license, Harvey, Ill.
Business Office—Lincoln Tower, 75 E. Wacker Drive, Chicago 37, Ill. Phone 312-726-6842.
See listing under Chicago Urban Area, Ill.

WBMX (FM)

1950

OAK PARK

Independent Black

Bernard Howard & Co., Inc.

NAB RAB

A Sonderling Station

(This is a paid duplicate of the listing appearing under Chicago Urban Area.)

Media Code 4 214 2887 1.00

Sonderling Broadcasting Corp., 408 S. Oak Park Ave., Oak Park, Ill. 60302. Phone 312-626-1030.

STATION'S PROGRAMMING DESCRIPTION
WBMX (FM): Programmed for adults with contemporary black music format. Gospel 4-6 am M-Sat. Church programming noon-midnight Sun. NEWS: at :28 6:30 am-7:30 pm M-F; 9:30 am-5:30 pm Sat. UPI & City News Bureau feeds. Editorial 25x/week. COMMERCIAL POLICY: 10 minutes in 4 stop sets per hour. Contact Representative for further details. Rec'd 3/21/75.

1. PERSONNEL
President—Egmont Sonderling.
General Manager—Ronald K. Craven.
General Sales Manager—Dwight E. Lobbins.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and spots only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WOPA.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES

No. 10-A Eff 5/19/74—Rec'd 11/27/74.
AAAA—Mon thru Fri 3 pm-midnight; Sat 10 am-6 pm.
AAA—Mon thru Fri 10 am-3 pm; Sat 6 pm-midnight.
AA—Mon thru Sat 6-10 am; Sun 6 am-midnight.
Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti
CLASS AAAA				
1 min	35	30	28	26
30 sec	28	24	22	20
CLASS AAA				
1 min	25	22	20	18
30 sec	20	18	16	14
CLASS AA				
1 min	20	17	15	13
30 sec	16	14	12	10
CLASS A				
1 min flat	10	30 sec flat		8

10 sec: 60% of 1-min.
Submitted by Ronald K. Craven.

(D)

In most large corporations, verbal contact is not always possible, especially on higher management levels. Often company improvements are begun by a simple, handwritten note, placed in the suggestion box.

The SRDS suggestion box is the U.S. mail. If you think something needs changing, jot down the idea, and send it in. SRDS depends on your suggestions. The only way we can give you exactly what you need is for you to tell us exactly what you want.

Our suggestion box will cost you a little time and a postage stamp. In the long run, it may save you a lot of time — and money.

IF YOU DON'T SEE WHAT YOU WANT... ASK FOR IT!

G—5/6

WCFL

1926

NAB

Subscriber to the NAB Radio Code

Media Code 4 214 1760 1.00

Chicago Federation of Labor, Industrial Union Council. Marina City Commercial Bldg., 300 N. State St., Chicago, Ill. 60610. Phone 312-222-1000. TELEX 2512.

1. PERSONNEL
Pres. & Gen'l Mgr.—William A. Lee.
Station Manager—Lew M. Witz.
General Sales Manager—Ralph Trieger.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
50,000 w.; 1000 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time and announ. only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: (*)
Basic Rates: 20a, 23a, 25a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60e, 60f.
Cancellation: 70e, 73a.

*RATE PROTECTION
Rates quoted herein are guaranteed for a period of 4 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

No. J Eff 12/15/73—Rec'd 12/5/73.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 2-7 pm; Sat 10 am-7 pm.
AA—Mon thru Sat 7 pm-midnight; Sun 11 am-midnight.
A—Mon thru Fri 10 am-2 pm; Mon thru Sat 5:30-6 am; Sun 6-11 am.
B—Tues thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK, AAA:	1 ti	12 ti	18 ti	24 ti
1 min	150	140	130	----
30 sec	120	112	104	----
10 sec	75	70	65	----
AA:				
1 min	130	120	115	110
30 sec	104	96	92	88
10 sec	65	60	58	55
A:				
1 min	100	95	90	85
30 sec	80	76	72	68
10 sec	50	48	45	43

B: Flat 1-min 20.00; 30-sec 16.00; 10-sec 10.00.

10. SPECIAL FEATURES

NEWSCASTS

	AAA	AA	A	B
1 ti	168	135	90	25
5+	156	130	80	25

Combinable with spots.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated.

WCLR (FM)

1961

SKOKIE

Bonneville International Corporation

AVCO RADIO SALES

NAB RAB NAFMB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Chicago Urban Area.)

Media Code 4 214 2940 8.00

Radio Skokie Valley, Inc., A Bonneville Station, 4849 Golf Rd., Skokie, Ill. 60076. Phone 312-677-5900.
Send all copy to Skokie address.
Sales Office: John Hancock Center, 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-787-4226.
A—Mon thru Sun midnight-6 am.

STATION'S PROGRAMMING DESCRIPTION
WCLR (FM): Programmed for adults.
MUSIC: Middle of the Road, current popular, show tunes, standard. Morning, 5-9 am Air Personality, 3 newscasts per hour, editorials, remainder of programming primarily music with 3 breaks for commercials per hour with every other hour newscasts and occasional editorials. COMMERCIAL POLICY: up to 9 units per hour. Contact Representative for further details. Rec'd 6/19/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Mo Gardner.
General Sales Manager—Les Elias.
Prog. & Oper. Dir.—Bill King.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a.
Rate Protection: 15b.
Cancellation: 70c.
Affiliated with Avco Group Plan.

(This listing continued on next page)

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 6/1/74—Rec'd 6/19/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	*AAA 1 min	*AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	50	40	45	36	35	28
12 ti	45	36	40	32	30	24
18 ti	40	32	35	28	25	20
24 ti	35	28	30	24	20	16

10 sec: 50% of 1-min.
(*) John Doremus show.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min. (D)

WCRW
1926

Subscriber to the NAB Radio Code
Media Code 4 214 1615 3.00
WCRW, Inc., Embassy Hotel, 2756 Pine Grove Ave., Chicago, Ill. 60614. Phone 312-327-6360.

STATION'S PROGRAMMING DESCRIPTION
WCRW: Programmed 97% for Spanish and 3% for Greek speaking ethnic groups only.
Emphasis on local ethnic community affairs & news. Public affairs & events, local & foreign, via direct & delayed broadcasting. MUSIC: general popular, MOR Spanish style, young adult listening. Rec'd 9/27/71.

1. PERSONNEL
Pres. & Treas.—Josephine A. White.
Vice-Pres. & Gen'l Mgr.—Edward W. Jacker.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc. Non-directional. Divides time with WSBC and WEDC.
Operating schedule: 11 am-2 pm & 5-7 pm daily. CST.

4. AGENCY COMMISSION
15% on time only, no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 20b, 23a.

TIME RATES
Eff———Rec'd 11/7/72.

6. SPOT ANNOUNCEMENTS
1 min, BOS 15 30 sec, BOS 12

WDAI FM

AN ABC OWNED RADIO STATION

WDAI (FM)
1946

ABC-FM Spot Sales, Inc.

NAB R.A.B. NAFMB

An ABC Owned Station
Subscriber to the NAB Radio Code
Media Code 4 214 1835 1.00
American Broadcasting Co., Inc., a division of American Broadcasting Companies, Inc., 360 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-782-6011. TWX 910-221-0243.
See affiliated AM station for additional information.
AM facilities: WLS.

STATION'S PROGRAMMING DESCRIPTION
WDAI (FM): Programmed for young adults & teen audience.
MUSIC: contemporary popular albums & bit singles.
Contact Representative for further details. Rec'd 7/6/73.

1. PERSONNEL
General Manager—Roger Turnbeaugh.
General Sales Manager—Stan Reed.
Program Manager—Bill Todd.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 6,200 w. (horiz.), 6,200 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations
General: 2a.
Rate Protection: *10, *11, *12.
Basic Rates: 20a, 31, 33d.
Comb.; Cont. Discounts: 60k.
Cancellation: 70e, 71a, 72, 73a.
(*) 60 days.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 12/3/74.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	120	96	80	64	30	24
12 ti	110	88	70	56	25	20
18 ti	100	80	60	48	20	16
24 ti	90	72	50	40	15	12
30 ti	80	64	40	32	10	8

10 sec: 50% of 1-min.
Fixed position: Extra 40% for AAA; extra 30% for AA; extra 20% for A.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
442 PLAN

PER WK:	Fixed 6 ti	12 ti	18 ti	24 ti
1 min	45	41	38	34
30 sec	36	33	30	27

442 Plans must run 40% AAA, 40% AA & 20% A.

9. PARTICIPATING PROGRAMS
IN CONCERT 1 min 30 sec
Flat 140 70
Minimum 12 spots per wk with In Concert participations.

Edited by Sharon Gates.

WDHF (FM)
1950

A Metromedia Station
Media Code 4 214 1670 6.00
WDHF Radio, 108 N. State St., Chicago, Ill. 60602. Phone 312-346-5411.

STATION'S PROGRAMMING DESCRIPTION
WDHF (FM): Programmed for young adults & teens.
MUSIC: contemporary hits & oldies. NEWS: 5 min at :60 midnight-6:05 pm M-F, midnight-8:05 am Sat. AP & Chicago city wires. Contact Representative for further details. Rec'd 5/23/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harvey A. Pearlman.
General Sales Manager—Jim McMullin.
Program Director—Ron Dennington.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 24c, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

RATE PROTECTION
Rates quoted herein are guaranteed against any increase for a period of 13 weeks from effective date, provided that advertising equalling 100.00 per wk is actually running at time of effective date of increase and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. D Eff 6/15/75—Rec'd 6/23/75.
AAA—Mon thru Sun 3-7 pm & 7 pm-midnight; Sat & Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min AAA	1 min AA	1 min A	1 min B	30 sec AAA	30 sec AA	30 sec A	30 sec B
Fixed	65	55	45	15	52	44	36	12
6 ti	60	50	40	12	48	40	32	10
12 ti	55	45	35	10	44	36	28	8
18 ti	50	40	30	9	40	32	24	7
24 ti	....	....	....	8	....	....	....	7

Must rotate. Spots rotating 3 days/less, fixed rate.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min	456	612	720

30 sec TAP: 60% of 1-min.

10. SPECIAL FEATURES
News—extra 20%.
CONSECUTIVE WEEK DISCOUNT
52 wk—10% provided minimum of 100.00 per wk is maintained.

Edited by Elaine Pappas.

WEDC
1926

Media Code 4 214 1980 5.00
Foreign Language Broadcasts, Inc., 5475 N. Milwaukee Ave., Chicago, Ill. 60630. Phone 312-631-6700.

STATION'S PROGRAMMING DESCRIPTION
WEDC: Total ethnic station. Rec'd 5/4/71.

1. PERSONNEL
Mgr. & Prog. Dir.—Mrs. A. B. Pucinski.
Consulting Engineer—Edward W. Jacker.

3. FACILITIES
1000 w. days; 1240 kc. Non-directional.
Divides time with WCRW and WSBC.
Operating schedule: midnight-6 am, 8:30-10 am, 3:30-5 pm, 7-8 pm & 10-11 pm.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
Eff 1/48—Rec'd 5/24/68.

6. SPOT ANNOUNCEMENTS

	1x
1 min	18.00
30 sec	12.50

WEFM (FM)
1940

COMMUNICATIONS

HERBERT E. GROSKIN & COMPANY

Media Code 4 214 2035 7.00
GCC Communications of Chicago, 120 W. Madison St., Chicago, Ill. 60602. Phone 312-263-0445.

STATION'S PROGRAMMING DESCRIPTION
WEFM (FM): Serious music, discussions, news.
MUSIC: 117 hours classical, emphasis variety of musical forms and styles, including taped foreign concerts and festivals, 6 hours full length opera.
TALK: 9 hours weekly including discussion previews of works being performed by local symphony orchestra, reviews of recent recordings and frequent interviews with prominent musicians. Weekly interviews of authors. NEWS: 10 min newscasts 6 times daily with 2 stock market reports. Contact Representative for further details. Rec'd 11/22/74.

1. PERSONNEL
General Manager—George Stone.
Sales Manager—Howard (Woody) Tanger.
Operations Manager—Gerald Chalupka.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 8,000 w. (horiz.); 8,000 w. (vert.); 99.5 mc. Stereo.
Operating schedule: 18 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4d, 5, 6a, 7b, 8.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 27, 29a.
Contracts: 40a, 41, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60c, 60i, 62a.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Groskin Group.

TIME RATES
No. 2 Eff 4/1/74—Rec'd 9/24/74.
AAA—Mon thru Sun 3-10 pm.
AA—Mon thru Sun 6 am-3 pm.
A—Mon thru Sun 10 pm-1 am.

6. SPOT ANNOUNCEMENTS

FIXED, PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	50	35	35	25	30	20
6 ti	25	22	23	20	21	18
12 ti	24	21	22	19	20	17
18 ti	23	20	21	18	19	16
24 ti	22	19	20	17	18	15
30 ti	21	18	19	16	17	14

7. PACKAGE PLANS
ROS—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	21	20	19	18	17
30 sec	18	17	16	15	14

8. PROGRAM TIME RATES
1 HOUR

PER YR:	1x	13x	26x	52x	156x	260x	312x	364x
AAA	220	210	200	190	180	170	160	150
AA	150	140	130	120	110	100	90	80
A	130	120	110	100	90	80	70	60

1/2 HOUR

AAA	150	140	130	120	110	100	90	80
AA	100	90	80	70	60	50	40	30
A	90	80	70	60	50	40	30	20

10. SPECIAL FEATURES
NEWSCASTS

PER YR:	1x	13x	26x	52x	156x	260x	312x	364x
AAA	120	110	100	90	80	70	60	50
AA	90	80	70	60	50	40	30	20
A	80	70	60	50	40	30	20	10

TIME SIGNALS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	25	13	12	11	10	9
AA	18	12	11	10	9	8
A	15	11	10	9	8	7

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—20%

WFMT (FM)
1951

Buckley Radio Sales, Inc.

Classical Music

NAFMB

Media Code 4 214 2148 4.00
WFMT, Inc., 500 N. Michigan Ave., Chicago, Ill. 60611. Phones 312-751-7141, 7100.

STATION'S PROGRAMMING DESCRIPTION
WFMT (FM): Devoted to fine arts entertainment and news. MUSIC 60%: 65% serious music, 5% folk music and showtunes. 25% of music originates from live or taped sources, including concerts of 6 symphony orchestras and 30 international music festivals.
TALK 10%: 50% interviews, discussions, 50% drama, prose, poetry, humor, criticism, documentaries.
NEWS 10%: international, national, local, business, cultural news. 10-13 daily newscasts vary in length with amount and complexity of news. Morning program, 6-9 am includes frequent time and weather reports. COMMERCIAL POLICY average of 4 minutes of commercial advertising per hour. 45 minutes protection. Contact Representative for further details. Rec'd 4/8/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Raymond Nordstrand.
Sales Manager—Steven H. Feder.
Operations Manager—Robert Crawford.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
ERP 16,000 w. (horiz.), 16,000 w. (vert.); 98.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,167 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 6b, 7b, 8.
Rate Protection: 16d, 11d, 12d, 13d, 14d, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a.
Contracts: 40a, 41, 44a, 46, 47c, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Political advertising not acceptable.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 6/1/74—Rec'd 5/7/74.
A—Mon thru Fri 6-10 am & 3 pm-midnight; Sat & Sun 6 am-midnight.
B—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	260x	364x	520x	728x	1040x
1 MINUTE								
A	56	53	50	47	44	41	38	35
B	39	37	35	33	31	29	27	25
30 SECONDS								
A	39	37	35	33	31	29	27	25
B	27	26	25	23	22	21	19	18

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	20 ti	26 ti	40 ti
1 MINUTE					
A	53	50	47	44	41
B	37	35	33	31	29
30 SECONDS					
A	37	35	33	31	29
B	26	25	23	22	21
ID's	20	19	18	17	16

10 sec, ROS ID's, ea 25.00.

8. PROGRAM TIME RATES

1 HR:	1x	13x	26x	52x	104x	156x
A	240	230	220	210	200	190
B	168	161	154	147	141	133

	260x	364x	520x	728x	1040x
A	180	170	160	150	140
B	125	118	110	102	94

9. PARTICIPATING PROGRAMS
Studs Terkel—Mon thru Fri 10 am, per min 46.00, per hr 186.00; Thurs 8 pm, 255.00.
Symphony Concerts—Boston Symphony Wed 8 pm, Cleveland Orchestra Sun 1 pm, Philadelphia Orchestra Mon 8 pm, Boston Pops Orchestra Sat 8 pm, full spon. 560.00; 1/2 spon. 300.00.
Sunday Opera—3:30 pm, full spon. 490.00; 1/2 spon. 270.00.
Critics Choice—Claudia Cassidy Sun 12:30 pm, Herman Kogan Sun 3 pm, Harry Bouras Sun 7 pm ea 170.00.
BBC Concerts—Sun 11 am & Sun 10:30 pm, 260.00.
Midnight Special—Sat 10:15 pm, Wed 1 pm, per min 85.00; per hr 295.00.
Sunday Drama—8 pm, 320.00.
Music in Chicago with Norman Pellegrini—Tues 8 pm, 550.00.
The First Fifty Years with Marty Robinson—Sat 7 pm, 250.00.
Tuesday Opera—1 pm, 217.00.
Collector's Item with Don Tait—Mon 10:30 pm, 260.00.
The Name & Nature of Poetry with Paul Carroll—Tues 10:30 pm, 160.00.
Adventure of Sherlock Holmes—Fri 10:30 pm, 180.00.
People, Places & Books/Gilbert Highet—Wed 9 pm, 70.00.
Profiles of Greatness—Thurs 9 pm, 380.00.
The Wandering Folksong with George Armstrong—Fri 11 pm, 240.00.
Through the Night/Jim Unrath—Daily midnight-6 am, ea newscast 15.00.

10. SPECIAL FEATURES

NEWSCASTS PER YR:	1x	13x	26x	52x	104x	156x
A	90	88	87	85	83	80
B	63	62	61	60	58	56

	260x	364x	520x	728x	1040x
A	75	70	66	61	56
B	53	49	46	43	39

WFYR (FM)
1957

Media Code 4 214 2157 5.00
WFYR, 188 W. Randolph St., Chicago, Ill. 60601. Phone 312-726-4522.

STATION'S PROGRAMMING DESCRIPTION
WFYR (FM): MUSIC: Blend of rock n' roll hits from 1953-73. NEWS: every 1/2 hr at :15 & :45 morning drive time; regularly scheduled newscasts through day; concentration on local news & actualities; headlines from past & nostalgia on-air promotions. Contact Representative for further details. Rec'd 11/21/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Kucin.
Sales Manager—Stephen M. Wyman.
Program Director—Brian Beirne.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,552 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on net time charges.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 25c.
Contracts: 45.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80.

TIME RATES
No. A Eff 3/6/73—Rec'd 5/4/73.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-midnight.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Fri 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AAA 10 sec	AA 1 min	AA 30 sec	AA 10 sec
6 ti	80	64	40	70	56	35
12 ti	75	60	38	65	52	33
18 ti	70	56	35	60	48	30

	A 1 min	A 30 sec	A 10 sec
6 ti	65	52	33
12 ti	60	48	30
18 ti	55	44	28

(This listing continued on next page)

Chicago—W F Y R (FM)—Continued

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS—PREEMPTIBLE

	1 min 30 sec	10 sec
14 ti (4AAA, 6AA, 4A)	790	632	395
21 ti (6AAA, 9AA, 6A)	1050	864	540
26 ti (9AAA, 12AA, 7A)	1315	1052	662

Must be scheduled equally over 7 days and rotate within classification.
WCP cannot contribute to regular spots for additional wkly frequency.
Preempted spots will be made good in comparable or better time periods prior to expiration of schedule.

WGN
1922

Buckley Radio Sales, Inc.

NAFB

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 2200 7.00

WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago, Ill. 60618. Phone 312-528-2311. TWX: 910-221-1324.

STATION'S PROGRAMMING DESCRIPTION

WGN: Programming to adult interests with sports for mass.
MUSIC: MOR featuring personalities—sports. 5:30-10 am music, service, contests, audience phone. 10 am-noon music, interviews. Noon-1 pm music, farm news. 1-4 pm music, occasional interviews. 4-7 pm audience phone talk, occasional music, service. 11 pm-5:30 am standards and mood music. SPORTS: professional baseball, football; college football. FEATURES: 16 trafficopter reports, weather, talk program with telephone audience participation, early morning farm, opera, hourly stock market programs. NEWS: 5 to 10 min hourly with all services including Washington Bureau & UPI audio. Contact Representative for further details. Rec'd 3/4/74.

1. PERSONNEL

President—Daniel T. Pecaro.
Vice-Pres. & Gen'l Mgr.—Robert E. Henley.
Vice-Pres. & Gen'l Sales Mgr.—Donald A. Getz.

2. REPRESENTATIVES

Buckley Radio Sales, Inc.
Minneapolis—Hyett/Ramsland.
Canada—Glen-Warren Broadcast Sales Division.

3. FACILITIES

50,000 w.; 720 kc. Clear channel. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 on or before due date.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 23b, 26, 27, 28c, 29a, 30.
Contracts: 40b, 41, 42a, 42c, 43, 44b, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60c, 60e, 61b, 62a, 62b.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 29 Eff 6/2/75—Rec'd 5/19/75.

AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat 7 am-noon.
A—Mon thru Fri 10 am-3 pm; Sat 6-7 am & noon-1:30 pm; Sun 9 am-noon.
B—Mon thru Fri 5:05-5:30 am & 7-8 pm; Sat 5:06-6 am & 1:30-7 pm; Sun noon-7 pm.
C—Mon thru Fri 8 pm-midnight & midnight 5:05 am; Sat 7 pm-midnight & midnight-5:05 am; Sun 7 pm-midnight & midnight-9 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER YR:	1x	15x	50x	150x	300x	500x	750x	1000x
AAA	247	242	215	200	189	184	179	175
AA	184	174	159	147	140	135	131	129
A	124	116	108	100	93	90	88	87
B	95	90	84	79	73	71	69	68
*C	83	78	72	66	63	61	59	57
30 SECONDS								
AAA	205	194	179	160	154	149	144	137
AA	153	140	127	118	111	108	105	102
A	103	93	87	80	75	73	71	68
B	79	73	68	62	58	57	55	53
*C	72	65	61	56	53	52	50	48
10 SECONDS								
AAA	131	121	110	103	97	91	89	86
AA	96	87	80	75	69	67	65	63
A	64	59	55	50	47	45	44	43
B	50	46	43	39	36	35	34	33
*C	43	40	36	33	31	30	29	28

Effective at start of firm contract or as earned.
(*) A schedule of Class C spots earns 50% discount from applicable Frequency spot or Weekly Package Plan rates. To qualify for discount, an advertiser using this plan may not concurrently advertise in any other time class. Spots bought under this plan may be cancelled, preempted or rescheduled at station's discretion, and cannot be combined with frequency spots broadcast either before or after the Exclusive Class C Penetration Plan schedule.

7. PACKAGE PLANS

1 MINUTE

PLAN, PER WK:	AAA	AA	A	B	*C
10 ti	205	152	105	83	70
15 ti	200	147	100	79	66
20 ti	194	144	96	75	64
30 SECONDS					
10 ti	173	122	83	64	57
15 ti	168	118	80	62	56
20 ti	160	113	77	60	55
10 SECONDS					
10 ti	105	77	53	42	35
15 ti	103	75	50	39	33
20 ti	100	72	48	37	32

Weekly Package Plan rates apply only to number of 1-min, 30-sec and 10-sec spots broadcast for one product within a consecutive seven-day period on ROS schedules. Such spots are subject to immediate preemption for full rate spots without notice. Further, without liability to the station, Weekly Package Plan spots are subject to omission by station without charge to advertiser, or to rescheduling by the station in a time period considered equivalent by the station.
Frequency spots may be combined with Weekly Package Plan spots to earn lower plan rates, but Weekly Package Plan spots may not be combined with frequency spots to earn lower frequency rates.
(*) A schedule of Class C spots earns 50% discount from applicable Frequency spot or Weekly Package Plan rates. To qualify for discount, an advertiser using this plan may not concurrently advertise in any other time class. Spots bought under this plan may be cancelled, preempted or rescheduled at station's discretion, and cannot be combined with frequency spots broadcast either before or after the Exclusive Class C Penetration Plan schedule.

8. PROGRAM TIME RATES

	1 hr	55 min	1/2 hr	25 min	1/4 hr	10 min	5 min
AAA	1365	1252	851	709	567	425	284
AA	1050	963	654	545	437	328	218
A	755	692	471	392	313	236	158
B	550	504	343	286	229	171	114
*C	506	464	316	263	210	157	106

CONSECUTIVE WEEK DISCOUNT

13 wk—5%	26 wk—10%	52 wk—15%
PER WK:	2 ti	3 ti	4 ti
Frequency discount	5%	10%	15%

10. SPECIAL FEATURES

5 MINUTE NEWS/SPORTS

PER WK:	AAA	AA	A	B	C
**5 ti	257	174	112	83	68
10 ti	247	159	107	78	63
15 ti	236	147	102	73	57

Incl open & close plus 1:10.
(**) Less than 5 per wk. extra 10%.

2 MINUTE NEWS & STOCK MARKET REPORT

PER WK:	AAA	AA	A	B	C
Cost	164	120	85	71	51

Mon thru Sun, rotating, 7 per wk. Incl open & close plus 30 sec.

TIME SIGNALS

	AA	A	B	*C
6 sec	42	36	30	24

(*) Schedule of all C spots (no concurrent advertising in any other time class) earns 50% discount; cancellable and preemptible.

TIME MENTION PACKAGE

50 ti per wk, 600.00.

TRAFFICOPTER REPORTS

Mon-Fri 6:55-9:08 am & 4:15-6:39 pm rotating 3 am/2 pm 1 wk & 2 am/3 pm next wk. Incl open & close plus 1 1-min spot. 5 per wk 1,100.00.

STOCK MARKET REPORTS

Rotating by wks at 10:30 & 11:30 am, 12:30, 1:30, 2:30 & 3:30 pm Mon-Fri. Incl open & close ID's 1 1-min spot, 5 per wk 545.00.
Each report (approximately 3 to 5 min in length) includes ID at open and billboard at close, stock quotes direct from a board room, and a 1-min spot.

2-min news at :30, trafficopter & 9:30 am stock market combinable with spots and/or plans to earn lower frequency rates for spots & plans only.
Edited by Ted Kay.

STATE NETWORKS are listed at the beginning of each state. If network title does not indicate the state location, please consult the Regional and State Networks and Groups Index. See contents page for location.

R11A

WIND
1927

GROUP W WESTINGHOUSE BROADCASTING COMPANY

TAR RADIO ADVERTISING REPRESENTATIVES, INC.

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 2255 1.00

Westinghouse Broadcasting Co., Inc., 625 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-527-2170. TWX 312-222-0737.

NOTE: Address all advertising copy and transcriptions to continuity editor.

STATION'S PROGRAMMING DESCRIPTION

WIND: Programmed for general mass appeal.
NEWS: 5 min at :00 & :30; extended newscasts at times to continuity editor.
6 am, noon, 6, 10 pm & 12M. Frequent traffic reports & staff meteorologist. News specials & documentaries.
MUSIC: current popular & all time hits of past 20 years. Topical telephone talk, discussion 10 pm-12M M-F & Sun. SPORTS: NBA basketball & university football play-by-play. Contact Representative for further details. Rec'd 3/3/72.

1. PERSONNEL

General Manager—Philip E. Nolan.
General Sales Manager—Joe Parish.
Sales Manager—Adrienne Watkins.

2. REPRESENTATIVES

Radio Advertising Representatives, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES

5,000 w.; 560 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 16.
Basic Rates: 23b.
Contracts: 40c, 48.
Cancellation: 73a.
Announcement schedules accepted by station subject to change within same rate classification.
Contracts for announcements and station breaks may be accepted 30 days in advance of initial broadcast. Firm contracts, for program periods of 13 weeks or more, may be accepted 60 days in advance of initial broadcast; otherwise, 30 days.
Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will be binding on station.

POLITICAL

Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act, with the Federal Communications Commission rules and regulations appertaining to political broadcasting, and the Federal Election Campaign Act of 1971, and to all other pertinent statutes, rules, and regulations, both Federal and State. Station reserves the right to limit the number of spots which it will sell in any one class to candidates and to determine the political contests for which it will accept spot schedules.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 37 Eff 11/27/72—Rec'd 11/1/72.

AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Fri 3-7 pm; Sat 10 am-noon.
AA—Mon thru Fri 10 am-3 pm; Sat noon-7 pm; Sun 8 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
Nite Watch—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	8 ti	12 ti	(*)	(†)
AAAA	150	140	135	130	125
AAA	100	95	90	85	85
AA	70	65	60	55	50
A	40	35	35	30	25

30 SECONDS

PER WK:	1 ti	8 ti	12 ti	(*)	(†)
AAAA	120	112	108	104	100
AAA	80	76	72	68	68
AA	56	52	48	44	40
A	32	28	28	24	20

(*) 20 ti/1000x per yr.
(†) 32 ti/1500x per yr.
10 sec: 60% of 1-min. Preemptible without notice.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK, EA:	1 min	30 sec
12 ti (3AAAA, 3AAA, 4AA, 2A)	72	58
*(5AAAA, 5AAA, 6AA, 4A)	68	55
†(8AAAA, 8AAA, 9AA, 7A)	65	52

(*) 20 ti/1000x per yr.
(†) 32 ti/1500x per yr.
10 sec: 60% of 1-min. Preemptible without notice.
Preemptible without notice. Spots added at TAP unit rates in multiples of 4 only. Individual spots added at wkly frequency rates.

ROS—1 MINUTE

PER WK, EA:	1 ti	10 ti	20+
A	20	18	15
Nite Watch	12	10	10

ID ROS.

PREEMPTIBLE WITHOUT NOTICE: 50 ti

Per wk, ea 12

All plans, spots and programs combine for frequency discounts except ROS plans. Preemptible without notice.

CUMULATIVE WEEKLY DISCOUNT

26 wk—5% 39 wk—7-1/2% 52 wk—10%

10. SPECIAL FEATURES

NEWS/SPORTS/WEATHER/TRAFFIC

1—Mon thru Sat 7, 7:30, 8, 8:30 am; Mon thru Fri 6:50, 7:20, 8:20 am.
2—Mon thru Sat 6:30, 9 am; Mon thru Fri 4:20, 4:30, 5, 5:20, 5:30, 6, 6:05, 6:10 pm.
3—Mon thru Sat 5:55, 6, 6:05 am; Mon thru Fri 3, 3:30, 4 pm; Sat 10, 11 am.
AA—Mon thru Fri 10 am-2 pm; Sat noon-6 pm; Sun 8 am-6 pm at :60.
A—Mon thru Sun 7-11 pm at :60.
Nite Watch—Mon thru Sun midnight-5:30 am at :60 & :30.

	1 ti	8 ti	12 ti	20 ti
1	190	168	162	156
2	115	110	105	100
3	90	85	80	75
AA	75	70	65	60
A	45	40	40	35

Nite Watch, flat 20.00.
Edited by Ann Jaeger.

WJJD 1924 / WJJD-FM 1953

HR STONE radio

SAB RAB

A Plough Inc. Station
Subscriber to the NAB Radio Code

Media Code 4 214 2310 4.00

Plough Broadcasting Co., Inc., 3 S. Michigan Ave., Chicago, Ill. 60603. Phone 312-782-5460.
Studios—2355 Ballard Rd., Des Plaines, Ill.

1. PERSONNEL

President—Harold R. Kreisstein (Memphis)
Vice-Pres. & Gen'l Mgr.—George Dubinets.
General Sales Manager—William E. Miller.

2. REPRESENTATIVES

HR/Stone Radio Representatives, Inc

3. FACILITIES

50,000 w. (Limited time—Salt Lake City sunset); 1160 kc. Directional—same pattern day and night.
FM-ERP 14,000 w. (horiz.), 14,000 w. (vert.); 104.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION

15/0: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 26a, 29a.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60f, 60i, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

(This listing continued on next page)

WGN IS

A WGN Continental Broadcasting Company Station

Chicago—WJJD, WJJD-FM—Continued

TIME RATES
No. 44 Eff 5/1/75—Rec'd 6/9/75.
AM Drive—Mon thru Sat 6-10 am.
PM Drive—Mon thru Sat 3-7 pm.
Daytime—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
Nighttime—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti	30 ti	36 ti
PER YR:		104x	156x	312x	520x	780x	1040x
1 MINUTE							
AMD/PMD	100	95	90	85	80	75	70
DT	85	80	75	70	65	60	55
NT	65	60	55	50	45	40	35
30 SECONDS							
AMD/PMD	80	76	72	68	64	60	56
DT	68	64	60	56	52	48	44
NT	52	48	44	40	36	32	28

7. PACKAGE PLANS
TAP—1/3AM/PMD, 1/3DT, 1/3NT

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti	36 ti
1 min	75.00	70.00	65.00	60.00	55.00	50.00
30 sec	60.00	56.00	52.00	48.00	44.00	40.00

10 sec: 50% of 1-min.
ROS SUN THRU SAT—BTA PREEMPTIBLE

PER WK:	20 ti	30 ti	40 ti	50 ti
1 min	55	50	45	40
30 sec	44	40	36	32
10 sec	28	25	23	20

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr
1 x	720	450	275
26 x	675	400	237
52 x	625	375	200

10. SPECIAL FEATURES

5-MIN NEWS, PER WK:	6 ti	12 ti	18 ti	24 ti
AMD/PMD	105	100	95	90
DT	90	85	80	75
NT	60	55	50	45

Edited by W. Hudson.

WJOI

NOTE: The call letters of this station have been changed to:

WNIS

WJPC
1922

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 2347 6.00

Atlass Communications, Inc., 221 N. La Salle St., Chicago, Ill. 60601. Phone 312-726-1932.

STATION'S PROGRAMMING DESCRIPTION
WJPC: MUSIC: Black contemporary, featuring black personalities weekdays, contests, promotions, public service announcements; Saturday, music all day, except 9-11 am public service; Sunday, 6 am-noon religious & talk, noon-3 pm music, jazz 3 pm-sign-off. FEATURES: commentary 3x daily; listener's commentary 9x weekly. NEWS: 3 min local at :50; network at :53. Contact Representative for further details. Rec'd 3/10/75.

1. PERSONNEL
Chairman of the Board—John H. Johnson.
Pres. & Gen'l Mgr.—William A. Manney.
Vice President/Sales—Marv Dyson.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40c.
Cancellation: 70a.
Affiliated with National Black Network.

TIME RATES
Eff————Rec'd 3/11/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	20 ti	30 ti	40-50
CLASS AA					
1 min	60	57	54	51	48
30 sec	55	52	50	47	44
CLASS A					
1 min	48	45	42	39	35
30 sec	44	41	39	36	32

DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
5 min newscast—2x 1-min at earned frequency.

WLAK
1969

BOLTON | BURCHILL

Good Music

NAB NAFMB

A Sudbrink Station

Media Code 4 214 2385 6.00

Sudbrink Broadcasting, 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-787-4511.

STATION'S PROGRAMMING DESCRIPTION
WLAK: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 1/28/72.

1. PERSONNEL
Executive Vice-President—Harold W. Gore.
Vice-Pres. & Gen'l Mgr.—Norm Feuer.
Operation Director—Jack Lee.

2. REPRESENTATIVES
Bolton/Burchill International, Ltd.

3. FACILITIES
ERP 6,200 w. (horiz.), 6,200 w. (vert.); 93.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,250 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only, payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 5, 6b, 7b.
Rate Protection: 10e, 11e, 12e.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 45, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 10 Eff 7/15/75—Rev 6/18/75—Rec'd 6/24/75.
AAA—Mon thru Sat 10 am-8 pm.
AA—Mon thru Sat 5:30-10 am; Sun 9 am-8 pm.
A—Mon thru Sun 8 pm-1 am; Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	6 ti	12 ti	30/20/10 sec 1 ti	6 ti	12 ti
AAA	100	85	75	85	72	63
AA	90	75	65	76	63	55
A	70	55	45	59	46	38

7. PACKAGE PLANS
PLAN I—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti
1 min	70	60	55
30/20/10 sec	60	51	47

PLAN II—1/3AAA, 1/3AA, 1/3A

1 min	60	50	45
30/20/10	51	42	39

Edited by Norman Feuer.

WLOO
1947

W-100/FM 100

Century National Sales

NAB

Media Code 4 214 2402 9.00

Century Broadcasting Corp., 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-787-3900.

STATION'S PROGRAMMING DESCRIPTION
WLOO: Programmed for adults.
MUSIC: up to 54 min of standard popular music and current favorites appealing to adults every hour with only 4 intermissions any hour of day. NEWS: 15 headline reports daily; weather, sports and time 24 hours a day. COMMERCIAL POLICY: up to 8 units per hour. Contact Representative for further details. Rec'd 5/3/74.

1. PERSONNEL
President—Howard Grafman.
Vice-Pres. & Gen'l Mgr.—Darrel Peters.
Vice-Pres. & Exec. Sales Mgr.—Harvey Wittenberg.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 6,200 w. (horiz.), 6,200 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,167 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5.
Rate protection: 15b.
Basic Rates: 22a, 23a.
Contracts: 45.
Comb.: Cont. Discounts: 60d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 1/1/75—Rec'd 12/18/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.

7. PACKAGE PLANS
PLAN 1—FIXED POSITION

PER WK:	6 ti	12 ti	13 ti	24 ti
AAA	70	68	64	60
AA	66	64	60	56

PLAN 2—TOTAL AUDIENCE PLAN
(1/3 ea 6 am-noon, noon-6 pm, 6 pm-midnight)

1 min	60	55	50	45

30 sec/less: 80% of 1-min.

WLS MUSICRADIO 89
1924

abc OWNED AM STATION

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 2420 1.00

American Broadcasting Co., a division of American Broadcasting Companies, Inc., 360 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-782-2002. TWX 312-222-0171.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Martin G. Greenberg.
General Sales Manager—Nicholas D. Trigony.
Sales Manager—Richard R. Benzon.

2. REPRESENTATIVES
Blair Radio.

2. FACILITIES
50,000 w.; 396 kc. Non-directional. Clear channel.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 8.
Rate Protection: 10f.
Basic Rates: 20a, 23a, 25a, 28a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 72a.
FM facilities: WDAI (FM).
Affiliated with American Contemporary Network.
Affiliated with Blair Represented Network.

TIME RATES
No. 12 Eff 4/1/73—Rec'd 3/21/73.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat & Sun 10-12:30 am.
AA—Mon thru Fri 10 am-3 pm & 8 pm-12:30 am.
A—Tues thru Sun 12:20-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	30/20	10 sec	1 min AA	30/20	10 sec
Fixed	220	176	110	150	120	75
6 ti	203	164	102	130	104	65
12 ti	195	156	97	120	96	60
18 ti	185	148	92	110	88	55
24 ti	175	140	87	105	80	50

A: 1*kg of 58 1-min per wk, $70.00. Minimum contract 13 wks non-cancellable. 26 & 52-wk discount not applicable.

7. PACKAGE PLANS
TONNAGE PLAN—MAXIMUM 50% AAA

I MIN:	AAA	AA
15 plan	165	130
28 plan	150	115
ROS 36 plan	140	105

10. SPECIAL FEATURES
AAA NEWSCASTS-MON THRU SAT

PER WK:	Open	6 ti	12 ti
1 min	230	225	215
20/30 sec	184	180	172

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
RATEHOLDER POLICY
Minimum of same length as schedule and also for no more than 25% of wks.

WMAQ
1922

An NBC Owned Station

NBC Radio Network

EASTMAN RADIO, INC.

Country Music

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 2530 7.00

National Broadcasting Co., Inc., Merchandise Mart, Chicago, Ill. 60654. Phone 312-644-3300. TWX 312-222-0207.

1. PERSONNEL
General Manager—Charles H. Warner.
General Sales Manager—Richard E. Logan.
Program Manager—Lee Sherwood.

2. REPRESENTATIVES
Eastman Radio, Inc.
Illinois—WMAQ Radio Sales.

3. FACILITIES
50,000 w.; 670 kc clear channel, non-directional.
Operating schedule: 24 hours Daily. CST.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 13e, 14e, 15a, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23b, 24c, 25a, 27, 30, 33b.
Contracts: 40b, 42a, 42d, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WNIS.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 30 Eff 11/25/74—Rev 1/15/75—Rec'd 5/14/75.
AM Drive—Mon thru Sat 5:30-10 am.
PM Drive—Mon thru Fri 3-7 pm.
Day/Wknd—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
Nighttime—Mon thru Sun 7 pm-midnight.
Overnight—Tues thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AM Dr	150	140	130	-----	-----
PM Dr	130	120	110	-----	-----
Day/Wknd	100	90	85	80	75
NT	75	70	65	60	55
ON	50	46	42	38	36

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/6 AM DR, 1/6 PM DR, 1/3 DAY/WKND, *1/3 NT

PER WK:	6 ti	12 ti	16 ti	24 ti
1 min	464	864	1248	1600

(*) Limited substitutions as available.
WEEKEND PLANS—ROS, FRI 3 PM-MON 10 AM

PER WKND:	10 ti	20 ti	30 ti
1 min	650	1200	1650

Submitted by Charles Warner.

(Chicago continued on next page)

CHICAGO
The radio station that means business

Chicago—Continued

WNIB (FM)

1955

Media Code 4 214 2585 1.00
Northern Illinois Broadcasting Co., Inc., 12 E. Delaware St., Chicago, Ill. 60611. Phone 312-337-5252.

1. PERSONNEL
Manager—William C. Florian.
Program Director—Sonia Florian.
2. FACILITIES
ERP 11,000 w.: 97.1 mc.
Antenna ht.: 1196 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 46, 47c, 51a.
Comb.: Cont. Discounts: 60b, 60i, 61a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/15/70—Rec'd 6/20/70.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	14 ti	28 ti
1 min	12	11	10

30 sec/less: 70% of 1-min.
8. PROGRAM TIME RATES

PER WK:	1 ti	3 ti	5 ti	7 ti
1 hr	90.00	80.00	75.00	70.00
1/2 hr	55.00	50.00	47.50	45.00

WNIS

(formerly WJOI)
1948

An NBC Owned Station

EASTMAN RADIO, INC.

News and Information

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 2612 3.00
National Broadcasting Co., Merchandise Mart, Chicago, Ill. 60654. Phone 312-644-3300, TWX 312-222-9441.
See affiliated AM station for additional information.
AM facilities: WMAQ.

1. PERSONNEL
Station Manager—Ken Kinderman.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
ERP 6,000 w. (horiz.), 6,000 w. (vert.). 101.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC and Eastman Radio Network.
TIME RATES
No. 1 Eff 6/18/75—Rec'd 7/2/75.
AM—Mon thru Fri 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM—Mon thru Fri 3-7 pm.
Evening—Sat & Sun 7 pm-midnight.
Weekend—Fri noon-Mon noon.
Overnight—midnight-6 am.
6. SPOT ANNOUNCEMENTS

1 MIN:	AM	OT	PM	(*)	ON
1 x	60	57	53	45	20

(*) Eve/wknd.

7. PACKAGE PLANS

TAP, PER WK:	1 min
6 ti (2AM, 2DT, 2PM)	198
12 ti (3AM, 3DT, 3PM, 3 EV/WKND)	299
18 ti (4AM, 5DT, 4PM, 5 EV/WKND)	330
24 ti (5AM, 6DT, 5PM, 4 EV/WKND, 4 ON)	384
36 ti (8AM, 10 DT, 8PM, 5 EV/WKND, 5 ON)	473

Limited substitutions permitted.

WEEKEND, ROS:	6 ti	18 ti	36 ti
1 min	150	306	360

10. SPECIAL FEATURES

TIME CHECKS, ROS, ALL TIMES:	100 ti	50 ti
Per wk, 1 min	250	175

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%
Edited by Charles Warner.

WNUS-FM

1965

gci sales

Media Code 4 214 2640 4.00
Globetrotter Communications, Inc., 30 N. Michigan Ave., Chicago, Ill. 60602. Phone 312-641-1862.
All copy to be sent to studio: 24 W. Erie St., Chicago, Ill. 60610. Phone 312-943-8400.
See affiliated AM station for further information.
AM facilities, WVON.

STATION'S PROGRAMMING DESCRIPTION
WNUS-FM: MUSIC: Standard. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
Station & Sales Mgr.—Robert F. Bell.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
ERP 33,000 w. (horiz.), 33,000 w. (vert.); 107.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/6/75—Rec'd 6/12/75.
6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	45	40	35	30	25

30 sec: 80% of 1-min.

WOJO

1946

EVANSTON

Spanish

RAB

(This is a paid duplicate of the listing appearing under Chicago Urban Area.)
Media Code 4 214 3272 5.00
Broadcast Communications, Inc., 2425 Main St., Evanston, Ill. 60202. Phones 312-869-3900, 278-3330.
Corporate address: 2008 State National Bank Plaza, Evanston, Ill. 60204. Phone 312-869-3904.
STATION'S PROGRAMMING DESCRIPTION
WOJO: Spanish-language informational, news, music M-Sat 5 am-7 pm. Sun: religious programming. SPORTS: Big 10 basketball. Contact Representative for further details. Rec'd 5/20/74.

1. PERSONNEL
President—Edward A. Wheeler.
Station Manager—Robert J. Wilson.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
ERP 6,200 w.: 105.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,174 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21c, 21c, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47c, 48.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WEAW.
TIME RATES
Eff ———— Rec'd 1/3/67.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	18 sec
1 x	20.00	15.00	10.70
13 x	18.00	13.50	9.00
52 x	16.00	12.00	8.00
260 x	12.00	9.00	6.70

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	150.00	90.00	60.00	20.00
13 x	142.50	85.50	57.00	28.50
52 x	127.50	76.50	51.00	25.50
260 x	112.50	67.50	45.00	22.50

10. SPECIAL FEATURES
Spanish language audio of CBS Ch 2 WBBM-TV news—Mon thru Fri 6-7 pm:
1 min 65 30 sec 35
(D)

WSBC

1925

NAB

Media Code 4 214 2685 8.00
WSBC Broadcasting Co., Inc., 4949 W. Belmont Ave., Chicago, Ill. 60641. Phone 312-777-1700.
STATION'S PROGRAMMING DESCRIPTION
WSBC: Ethnic programs: Spanish 44%, Polish 18%, Italian 17%, Ukrainian 3%, Slovak 1%, Arabic 3.5%. Religious 13.5%. Rec'd 7/5/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Daniel R. Lee.
Program Director—Roy J. Bellavia.
3. FACILITIES
1,000 w. days, 208 w. nights; 1240 kc.
Non-directional.
Divides time with WEDC and WCRW.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2a, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a.
Contracts: 40a.
Comb.: Cont. Discounts: 61b.
Cancellation: 72a.
FM facilities: WXRT (FM).
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/73—Rec'd 11/30/73.
AA—6 am-10 pm.
A—11 pm-midnight.
6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 ti	20 ti	40+	1 ti	20 ti	40+
1 min	26	24	22	20	18	16

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Specified times, extra 20%.

(Chicago continued on next page)

Our advertisers go to great lengths

to put their entire selling story before your eyes to *make your job* of media comparison and selection *easier for you.*

Use the Service-Ads . . .

for your own benefit.

RNTV-8x

WSDM (FM)

1942

Jack Masla & Company, Inc.

Media Code 4 214 2750 1.00
L & P Broadcasting Co., 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-266-9600.

STATION'S PROGRAMMING DESCRIPTION
WSDM (FM): Programmed for adults & young adults.
MUSIC: 75% rock; 25% modern jazz. AIR PERSONALITIES: girl announcers. NEWS: 2 min news capsules M-F at :30, 6-10 am; on hour noon-11 pm & Sat 8 am-6 pm. Contact Representative for further details. Rec'd 9/11/72.

1. PERSONNEL
General Manager—Terry Chess.
General Sales Manager—Jim Robinson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 97.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2s, 3b, 4a, 4d, 5.
Rate Protection: 10g, 12g.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 25b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 6 Eff 8/19/74—Rec'd 8/6/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
6 ti	45	36	21	36	29	17
12 ti	40	32	20	32	26	16
18 ti	36	28	19	30	23	15
24 ti	32	26	18	26	21	14

10 sec: 50% of 1-min, preemptible, ROS.

7. PACKAGE PLANS
7 DAY TAP—1/3AAA, 1/3AA, 1/3A

PREEMPTIBLE:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	325	395	465	525	575
30 sec	260	330	400	450	490

10 sec: 50% of 1-min, preemptible, ROS.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Terry Chess.

WVON

1924

Independent

gci sales

A Globetrotter Communications, Inc. Station

Media Code 4 214 2762 8.00
Globetrotter Communications, Inc., 30 N. Michigan Ave., Chicago, Ill. 60603 Phone 312-641-1845.
All copy to be sent to studio: 3350 S. Kedzie Ave., Chicago, Ill. 60623. Phone 312-847-2600.

STATION'S PROGRAMMING DESCRIPTION
WVON: MUSIC: rhythm & blues 99%; gospel & religion 1%. NEWS: 5 min at :50; 1 min headlines at :14. Sun devoted to church remotes & live gospel programming. Woman's programming — 2-1/2 min vignettes 8 times a day. Public service vignettes 8 times daily. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 11/13/73.

1. PERSONNEL
Vice-Pres./Dir. of Broadcasting—Robert F. Bell.
General Manager—Bernadine C. Washington.
General Sales Manager—Charles Mootry.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
5,000 w.; 1390 kc. Directional, separate patterns day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 net time: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 28a, 29a, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WNUS-FM.
Affiliated with Mutual Black Network.
Affiliated with MBS.

TIME RATES
No. 12R Eff 6/1/74—Rec'd 6/12/74.
AA—Mon thru Fri 5:30-10 am, 3-7 pm; Sat 6 am-3 pm & Sun 6 am-midnight.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 3 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS AA
1-5 per wk, 1 min flat 100.00.
1-5 per wk, 30 sec flat 85.00.

PER WK:	1 min 1 wk	13 wk	26 wk	52 wk	30 sec 1 wk	13 wk	26 wk	52 wk
6 ti	93	92	90	88	78	77	75	73
12 ti	84	83	81	73	72	71	69	62
18 ti	81	80	78	72	69	67	66	61
24 ti	78	77	75	70	66	64	63	59
36 ti	76	75	73	69	64	62	60	57

CLASS A
1-5 per wk, 1 min flat 96.00.
1-5 per wk, 30 sec flat 81.00.

PER WK:	1 min 1 wk	13 wk	26 wk	52 wk	30 sec 1 wk	13 wk	26 wk	52 wk
6 ti	89	88	86	82	76	75	73	70
12 ti	77	75	74	68	70	68	67	60
18 ti	74	72	71	66	68	66	65	59
24 ti	70	69	67	64	65	63	62	57
36 ti	69	67	65	62	62	61	59	55

8. PARTICIPATING PROGRAMS
GOSPEL TIME—MON THRU FRI 4-5.30 AM
1 min 40 30 sec 32
POST MIDNIGHT—SUN THRU SAT
MIDNIGHT-4 AM
1 min 24 30 sec 20

10. SPECIAL FEATURES
NEWS
AA, ea 120 A, ea 108
6+ per wk, 10% discount.
Rateholder: minimum 3 per wk.

WXFM (FM)

1947

ELMWOOD PARK

(This is a paid duplicate of the listing appearing under Chicago Urban Area.)
Media Code 4 214 3685 8.00
WXFM, Inc., 333 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-943-7474.

STATION'S PROGRAMMING DESCRIPTION
WXFM (FM): Programmed for adults and young adults.
MUSIC: 90%: 30% classical, 60% general popular music, predominantly showtunes standards. All night show 100% classical music. News and special features 10%. Limited commercial policy, 8 minutes per hour. Rec'd 5/31/72.

1. PERSONNEL
Pres. & Gen'l Sales Mgr.—Robert C. Victor.
Station Manager—Anne Marer.
Operations Manager—James Walsh.

3. FACILITIES
ERP 3,000 w. (horiz.); 3,000 w. (vert.); 105.9 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 1,540 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b, 15b.
Basic Rates: 20a, 21a, 23a.
Contracts: 40b.

TIME RATES
No. 12 Eff 4/1/75—Rec'd 3/12/75.

6. SPOT ANNOUNCEMENTS
7 AM-MIDNIGHT

	1x	15x	30x	60x	125x	250x	500x
1 min	19	18	17	16	15	14	13

8. PROGRAM TIME RATES
7 AM-MIDNIGHT

	1x	15x	30x	60x	125x
1 hr	175	166	155	150	143
1/2 hr	131	124	118	112	106

(D)

WXRT (FM)

1959

NAB

Media Code 4 214 2805 3.00
WSBC Broadcasting Co., Inc., 4949 W. Belmont Ave., Chicago, Ill. 60641. Phone 312-777-1700.
See affiliated AM station for additional information, AM facilities: WSBC.

STATION'S PROGRAMMING DESCRIPTION
WXRT (FM): Ethnic programs 5 am-6 pm; progressive rock music 6 pm-5 am. Rec'd 10/25/74.

1. PERSONNEL
Sales Manager—Seth Mason.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 3/26/75.
AAA—5 am-6 pm.
AA—6 pm-3 am.
A—3-5 am.

8. SPOT ANNOUNCEMENTS

ROS:	Per wk			Per mo			
1 MIN:	1 ti	20 ti	40+	1 ti	12 ti	24 ti	36+
AAA	28	26	24	...	...	...	...
AA	...	...	...	28	26	24	22
A	...	...	...	18	16	14	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

STATIONS IN CHICAGO URBAN AREA

WBEE

1955

HARVEY

A Rollins' Group Station

Media Code 4 214 2860 8.00
Rollins Broadcasting of Delaware, Inc. Lincoln Towers, 75 E. Wacker Dr., Chicago, Ill. 60601. Phone 312-726-6842.

STATION'S PROGRAMMING DESCRIPTION
WBEE: Programmed for black listener, concentrating on adults & mature youth.
MUSIC: Jazz sign-on-11 am, devotions in music 11 am-noon, jazz noon-sign-off M-F, Jazz all day Sat. Gospel all day Sun. NEWS: at :25 & :55. Community-oriented news at :55 8:55 am-2:55 pm.

ILLINOIS

Station participates in fund drives, membership campaigns, chamber of commerce & other public service activities in local community. Contract Representative for further details. Rec'd 7/31/75.

1. PERSONNEL
Vice-President, Rollins, Inc.—Paul H. Downs.
General Manager—Charles R. Sherrell, II.
Operations Manager—Robert Foskett.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
1,000 w. days; 1370 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2s, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60h, 60i, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with National Black Network.
Member: Rollins Inc.

TIME RATES
No. 4 Eff 12/1/74—Rec'd 11/26/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 wk	13 wk	26 wk	52 wk	30 sec 1 wk	13 wk	26 wk	52 wk
1 ti	24	23	22	21	19	18	17	16
13 ti	21	20	19	18	18	17	16	15
25 ti	20	19	18	17	16	15	14	13
37-48	19	18	17	16	14	13	12	11

10 sec, flat 10.00.
Fixed position, 1 ti, 1 wk applicable 1 min/30 sec rate.

7. PACKAGE PLANS
SPECIAL WKND PKG—THUR, FRI, SAT & SUN

	10 ti	16 ti	25-36
1 min	15	12	10
30 sec	12	10	8

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	312x
1 hr	215	212	210	205	196	190
1/2 hr	150	142	138	130	125	120
1/4 hr	106	104	100	92	88	84
10 min	78	75	74	72	70	66
5 min	56	54	52	50	48	44

10. SPECIAL FEATURES

	1 min	30 sec
Marty Faye	45	35
Bill Moon, Don Reese, Larry Smith, Rev. Daniel, Bob Foskett, ea	35	30

RATEHOLDER
3 30-second spots per week at earned 52-week rate, guaranteed 52 weeks non-cancellable, earns 52-week rate on all additional orders.
Edited by Charles R. Sherrell, II.
(CR)

WBMX (FM)

1950

OAK PARK

NAB RAB

A Sonderling Station

Media Code 4 214 2887 1.00
Sonderling Broadcasting Corp., 408 S. Oak Park Ave., Oak Park, Ill. 60302. Phone 312-626-1030.

STATION'S PROGRAMMING DESCRIPTION
WRMX (FM): Programmed for adults with contemporary black music format. Gospel 4-6 am M-Sat. Church programming noon-midnight Sun. NEWS: at :28 6:30 am-7:30 pm M-F; 9:30 am-5:30 pm Sat. UPI & City News Bureau feeds. Editorial 25x/week. COMMERCIAL POLICY: 10 minutes in 4 stop sets per hour. Contact Representative for further details. Rec'd 3/21/75.

1. PERSONNEL
President—Egmont Sonderling.
General Manager—Ronald K. Craven.
General Sales Manager—Dwight E. Lobbins.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,170 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and spots only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WOPA.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 10-A Eff 5/19/74—Rec'd 11/27/74.
AAAA—Mon thru Fri 3 pm-midnight; Sat 10 am-6 pm.
AAA—Mon thru Fri 10 am-3 pm; Sat 6 pm-midnight.
AA—Mon thru Sat 6-10 am; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
CLASS AAAA

PER WK:	1 ti	6 ti	12 ti	18 ti
1 min	35	30	28	26
30 sec	28	24	22	20
CLASS AAA				
1 min	25	22	20	18
30 sec	20	18	16	14
CLASS AA				
1 min	20	17	15	18
30 sec	16	14	12	10
CLASS A				
1 min flat	10	30 sec flat		8

10 sec: 60% of 1-min.
Submitted by Ronald K. Craven.
(D)

(Chicago Urban Area continued on next page)

There is a Dramatic Change In

BLACK RADIO

In CHICAGO As

WBMX-FM

Becomes

NO. 1

With Black Young Adults Due To Its Unique Programming

ADULTS 18-34*

	6-10	10-3	3-7	7-Mid.
WBMX	13600	18700	18100	11700
Sta. A	16300	11300	7000	11900
Sta. B	8300	7700	7300	3200

ADULTS 18-49*

	6-10	10-3	3-7	7-Mid.
WBMX	16400	24100	22800	14900
Sta. A	35200	20800	11600	14900
Sta. B	9100	8100	10500	4700

FOR MOST EFFICIENT BLACK RADIO SWITCH NOW TO:

WBMX-FM

Gen. Mgr. - Ronald Craven
Sales Mgr. - Dwight Lobbins

408 S. Oak Park Avenue
Oak Park, Ill. 60302
Phone: 312-626-1030

Represented By:
BERNARD HOWARD & CO., Inc.

*ARB Apr./May 1975 Metro-Mon-Fri. AQH Pers.

SONDERLING BROADCASTING CORPORATION

Chicago Urban Area—Continued

WCGO
1950
CHICAGO HEIGHTS

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 2915 6.00
South Cook Broadcasting, Inc., 3313 Chicago Rd., Chicago Heights, Ill. 60411. Phone 312-756-6100.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. V. Santucci.
Oper. & Sales Mgr.—W. G. Beindorff.

2. REPRESENTATIVES
Gert Bunchez and Associates.

3. FACILITIES
1,000 w. days; 1600 kc. Directional.
Operating schedule: 5 am-local sunset. CST.
Partial simulcast operation. Simulcast 5 am-local sunset. For non-simulcast facilities see WTAS (FM).

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b. 3a. 4a. 5. 8.
Rate Protection: 10a. 11f. 12a. 13a. 14a. 15b.
Basic Rates: 20a. 21a. 21b. 22a. 23a. 25a. 26. 28b. 28c. 29a. 21.
Contracts: 40a 41. 42a. 45. 46. 47a. 48. 50. 51a. 51e.
Comb.: Cont. Discounts: 60a. 61a. 62b.
Cancellation: 70a. 70c. 71a. 72. 73a.
Prod. Services: 80. 81. 82.
FM facilities: WTAS (FM). Crete.
Member: Gert Runcher & Associates Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 9/1/74—Rec'd 10/25/74.

6. SPOT ANNOUNCEMENTS

PER YR:	520x	780x	1040x	1300x	1560x	1820x	2080x
1 min	12.00	11.00	10.45	9.90	9.40	8.95	8.50
30 sec	9.60	8.80	8.40	7.90	7.50	7.20	6.80
20 sec	7.50	6.90	6.60	6.20	5.90	----	----
10 sec	6.00	5.50	5.30	4.70	4.40	----	----

7. PACKAGE PLANS
ROS—CAMPAIGNS

	1 wk			13 wk		
PER WK:	50 ti	40 ti	30 ti	50 ti	40 ti	30 ti
1 min	10.30	10.40	10.50	10.10	10.20	10.30
30 sec	8.10	8.20	8.30	7.90	8.00	8.10

8. PROGRAMS TIME RATES

PER YR:	1x	52x	104x	260x	520x
5 min	25.00	24.00	22.40	19.00	17.00
1/4 hr	40.00	39.00	37.70	36.30	35.40
25 min	72.00	68.00	------	------	------
1 hr	140.00	135.00	------	------	------

WCLR (FM)
1961
SKOKIE

Bonneville International Corporation

AVCO RADIO SALES

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 214 2940 8.00
Radio Skokie Valley, Inc., A Bonneville Station, 4849 Golf Rd., Skokie, Ill. 60076. Phone 312-677-5900.
Send all copy to Skokie address.
Sales Office: John Hancock Center, 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-787-4226.

STATION'S PROGRAMMING DESCRIPTION
WCLR (FM): Programmed for adults.
MUSIC: Middle of the Road, current popular, show tunes, standard. Morning, 5-9 am Air Personality, 3 newscasts per hour, editorials, remainder of programming primarily music with 3 breaks for commercials per hour with every other hour newscasts and occasional editorials. COMMERCIAL POLICY: up to 9 units per hour. Contact Representative for further details. Rec'd 6/19/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Mo Gardner.
General Sales Manager—Les Ellas.
Prog. & Oper. Dir.—Bill King.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.8 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a.
Rate Protection: 15b.
Cancellation: 70c.
Affiliated with Avco Group Plan.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 6/1/74—Rec'd 6/19/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	*AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	50	40	45	36	35	28
12 ti	45	36	40	32	30	24
18 ti	40	32	35	28	25	20
24 ti	35	28	30	24	20	16

10 sec: 50% of 1-min.
(*) John Doremus show.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.

(D)

WEAW
1953
EVANSTON

NAB RAB

Media Code 4 214 2970 8.00
Broadcast Communications, Inc., 2425 Main St., Evanston, Ill. 60202. Phones 312-869-8900, 273-3330.
Corporate address: 2008 State National Bank Plaza, Evanston, Ill. 60204. Phone 312-869-8904.

STATION'S PROGRAMMING DESCRIPTION
WEAW: Programmed for adults.
News and commentary, middle-of-the-road-music, network news and commentary programs, informational and religious programs. Women's news and music 10:30 am-noon. SPORTS: university and high school football and basketball games. Hourly 5 min news. Contact Representative for further details. Rec'd 11/7/67.

1. PERSONNEL
President—Edward A. Wheeler.
Station Manager—Dick Williamson.

2. REPRESENTATIVES
Hugh Wallace Company.

3. FACILITIES
5,000 w. days; 1330 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b. 3d. 4a. 5. 6a. 7b. 8.
Rate Protection: 10a. 11a. 12a. 13a. 14a.
Basic Rates: 20b. 21a. 21c. 22b. 23b. 24b. 25a. 26. 28b. 28c. 29a.
Contracts: 40a. 41. 44a. 45. 46. 47e. 48.
Comb.: Cont. Discounts: 60a. 60f. 61a.
Cancellation: 70b. 70d. 71a. 72. 73a.
Prod. Services: 80. 82.
FM facilities: WOJO.
Affiliated with American Entertainment Network.

TIME RATES
Rates effective——— ———
Card received July 28, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	20.00	15.00	10.00
13 ti	18.00	13.50	9.00
52 ti	16.00	12.00	8.00
260 ti	12.00	9.00	6.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	150.00	90.00	60.00	30.00
13 ti	142.50	85.50	57.00	28.50
52 ti	127.50	76.50	51.00	25.50
260 ti	112.50	67.50	45.00	22.50

STELLA WHITE PROGRAM RATER
PER WK:
1 ti ..... 19.50 5 ti 85.00
3 ti 57.50
Edited by Dick Williamson.

WJOB
HAMMOND, IND.

See listing under Hammond, Ind.

WKDC
1974
ELMHURST

NAB

Media Code 4 214 3052 1.00
DuPage Broadcasting, Inc., 130 N. York, Elmhurst, Ill. 60126. Phone 312-530-1530.

1. PERSONNEL
President—Frank Blotter.

3. FACILITIES
250 w.; 1530 kc. Directional days.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable within 10 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Eff———Rec'd 2/6/75.

6. SPOT ANNOUNCEMENTS

30 SEC, EA:	130x	260x	325x	650x	975x
13 wk	16.90	15.90	14.90	13.80	12.70
26-52 wk	15.90	14.90	13.80	12.70	11.80

WLNR (FM)
1958
LANSING

NAB

Media Code 4 214 3135 4.00
Illiana FM Broadcasters Inc., 2915 Ernice Rd., Lansing, Ill. 60438. Phone 312-474-3455.

1. PERSONNEL
General Manager—Wendell H. Borrink.
Program Director—Warren Freeberg.
News Director—Morris Wayne.

3. FACILITIES
3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 260 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a. 3a. 4d. 5. 8a. 7a. 8.
Rate Protection: 10a. 11e.
Basic Rates: 20a. 21b. 22a. 23a. 24a. 25a. 28c. 33b.
Contracts: 40a. 45. 51a.
Comb.: Cont. Discounts: 60f. 62d.
Cancellation: 70a. 70c. 71b.
Prod. Services: 82.

TIME RATES
No. 7-N Eff 10/1/73—Rec'd 10/26/73.

8. SPOT ANNOUNCEMENTS

	1x	65x	78x	130x	156x	260x	312x
1 min	10.35	9.20	8.95	8.75	8.65	8.35	8.05
30 sec	8.10	7.00	6.85	6.45	6.35	6.15	5.75

Fixed position, extra 10%.

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x
1 hr	70	64	60	53	46
1/2 hr	46	40	35	31	29

Fixed position, extra 10%.

10. SPECIAL FEATURES

NEWS:	1x	65x	78x	130x	156x	260x	312x
5 min	15.00	13.80	13.25	12.65	11.50	10.35	9.20
10 min	23.00	21.85	20.70	19.55	18.40	16.10	13.80
1/4 hr	28.75	25.30	22.00	21.85	20.70	19.55	17.25

Fixed position, extra 10%.

WLTD
1946
EVANSTON

NAB

Cummings Communications Corporation
Media Code 4 214 3160 2.00
Cummings Communications Corp., 2100 Lee St., Evanston, Ill. 60202. Phone 312-475-1590.

1. PERSONNEL
Chief Exec. & Pres.—Alan H. Cummings.
General Manager—Ernest Anastos.

3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 1b. 2a. 2b. 3a. 3b. 3c. 3d. 4a. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b. 15b. 16.
Basic Rates: 20b. 21a. 21c. 22a. 22b. 23a. 23b. 24b. 29a. 28c. 29a. 20. 33a.
Contracts: 40a. 41. 44a. 46. 47a. 49. 51a. 51e.
Comb.: Cont. Discounts: 60d. 60e. 60f. 60h. 60i. 61c.
Cancellation: 70a. 70d. 71a. 72. 72a. 73b.
Prod. Services: 80. 81.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/74—Rec'd 10/25/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	31+
1 min	15	14	13	12
30 sec	12	11	10	9
10 sec	6	5	4	----

CONSECUTIVE WEEK DISCOUNT
13 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK, EA:	1 min
Plan A—25 ti, Mon-Fri, 5 6-9 am, 10 10 am-3 pm, 5 3-6 pm, 5 all other times	7.50
Plan B—15 ti, Mon-Fri, 3 6-9 am, 6 10 am-3 pm, 3 3-6 pm, 3 all other times	9.00

30 sec: 80% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—10%

8. PROGRAM TIME RATES

	1x	13x	52+
5 min	35	30	25
1/2 hr	100	95	90
1 hr	125	120	115

10. SPECIAL FEATURES
INTERNATIONAL & NATIONAL NEWS AT :60

	1 ti	5 ti	10 ti	15 ti	20 ti
Per wk	25.00	22.50	20.00	18.50	16.00

LOCAL & REGIONAL NEWS AT :30

Per wk	20.00	18.50	16.00	14.50	12.00

Inc'l 1 1-min spot plus 15-sec open & close.
WEATHER CHECKS—MON THRU FRI

PER WK:	25 ti	50 ti
Flat, 15-sec spot	100.00	175.00

WLTH
GARY, IND.

See listing under Gary, Ind.

WMPP
1963
CHICAGO HEIGHTS

Subscriber to the NAB Radio Code
Media Code 4 214 3190 8.00
Seaway Broadcasting Company, Inc., Lincoln Hwy. at Ellis Ave., East Chicago Heights, Ill. 60411. Phones Chicago Heights 312-758-1400; Gary, Ind. 882-3141.

STATIONS PROGRAMMING DESCRIPTION
WMPP: Programmed for the Black listeners.
MUSIC: Top R & B hit records only. NEWS: 5 min at :60; 2-min headlines at :30. UPI Wire & network. SUN: church remotes & gospel programming. AIR PERSONALITIES: handle all segments & taped commercials by personalities are interchangeable. COMMERCIAL POLICY: Maximum 18-min per hour. Contact Representative for further details. Rec'd 3/3/75.

1. PERSONNEL
President—Charles J. Pinckard II.
Vice-Pres. & Nat'l Sales Mgr.—Allen Brown.
General Manager—Allen Wheeler.

2. REPRESENTATIVES
Jack Masla & Company, Inc.

3. FACILITIES
1,000 w. days; 1470 kc. Directional.
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3d. 4a. 5. 6a. 7b. 8.
Rate Protection: 10a. 11a. 12b. 13b. 14b. 15b.
Basic Rates: 20b. 21b. 21d. 23a. 24a. 25c. 26. 28b. 29b. 30. 33c.
Contracts: 40a. 41. 42b. 42d. 44b. 45. 46. 47a. 48. 51a. 51b. 51c.
Comb.: Cont. Discounts: 60a. 60c. 60e. 60i. 61a. 62b.
Cancellation: 70a. 70d. 71a. 73b.
Prod. Services: 80. 82.
Affiliated with National Black Network.
15% additional billing on all uncompleted contracts.
Remote line charges not included.

TIME RATES
No. 2 Eff 6/1/71—Rec'd 3/29/71.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
CLASS AA						
1 wk	18.00	17.50	17.00	16.50	16.00	15.50
13 wk	17.00	16.50	16.00	15.50	15.00	14.50
26 wk	16.00	15.50	15.00	14.50	14.00	13.50
52 wk	14.00	13.50	13.00	12.50	12.00	11.50
1-9 ti per wk, ea 21.00.						
CLASS A						
1 wk	15.00	14.50	14.00	13.50	13.00	12.50
13 wk	14.00	13.50	13.00	12.50	12.00	11.50
26 wk	13.00	12.50	12.00	11.50	11.00	10.50
52 wk	11.50	11.00	10.50	10.00	9.50	8.00
1-9 ti per wk, ea 18.00.						

30 SECONDS

CLASS AA						
1 wk	15.00	14.50	14.00	13.50	13.00	12.50
13 wk	14.00	13.50	13.00	12.50	12.00	11.50
26 wk	13.00	12.50	12.00	11.50	11.00	10.50
52 wk	11.50	11.00	10.50	10.00	9.50	8.00
1-9 ti per wk, ea 18.00.						
CLASS A						
1 wk	13.00	12.50	12.00	11.50	11.00	10.50
13 wk	12.00	11.50	11.00	10.50	10.00	9.50
26 wk	11.00	10.50	10.00	9.50	9.00	8.50
52 wk	10.00	9.50	9.00	8.50	8.00	7.50
1-9 ti per wk, ea 16.00.						

WOJO
1946
EVANSTON

Spanish

NAB RAB

Media Code 4 214 3272 5.00
Broadcast Communications, Inc., 2425 Main St., Evanston, Ill. 60202. Phones 312-869-8900, 273-3330.
Corporate address: 2008 State National Bank Plaza, Evanston, Ill. 60204. Phone 312-869-3904.

STATION'S PROGRAMMING DESCRIPTION
WOJO: Spanish-language informational, news, music M-Sat 5 am-7 pm. Sun: religious programming. SPORTS: Big 10 basketball. Contact Representative for further details. Rec'd 5/20/74.

1. PERSONNEL
President—Edward A. Wheeler.
Station Manager—Robert J. Wilson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 6,200 w.; 105.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,174 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b. 3d. 4a. 5. 6a. 7a. 8.
Rate Protection: 10a. 11a. 12a. 13a. 14a.
Basic Rates: 20b. 21a. 21c. 22b. 23b. 24b. 25a. 26. 28b. 28c. 29a.
Contracts: 40a. 41. 44a. 45. 46. 47e. 48.
Comb.: Cont. Discounts: 60a. 60f. 61a.
Cancellation: 70b. 70d. 71a. 72. 73a.
Prod. Services: 80. 82.
AM facilities: WEAW.

TIME RATES
Eff ——— Rec'd 1/3/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	20.00	15.00	10.00
13 x	18.00	12.50	9.00
52 x	16.00	12.00	8.00
260 x	12.00	9.00	6.00

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	150.00	90.00	60.00	30.00
13 x	142.50	85.50	57.00	28.50
52 x	127.50	76.50	51.00	25.50
260 x	112.50	67.50	45.00	22.50

10. SPECIAL FEATURES
Spanish language audio of CBS Ch 2 WRBM-TV news—Mon thru Fri 6-7 pm:
1 min ..... 65 30 sec 35
(D)

WOPA
OAK PARK
1950

Spanish Information & Music

NAB RAB

A Sonderling Station
Media Code 4 214 3355 8.00
Sonderling Broadcasting Corp., 408 S. Oak Park Ave., Oak Park, Ill. 60302. Phones 312-848-5760; Chicago 312-378-4653.

1. PERSONNEL
President—Egmont Sonderling
General Manager—Sidney Schneider.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3d. 4a. 4d. 5. 6a. 7a.
Rate Protection: 15b.
Basic Rates: 20b. 21b. 24a. 26. 28b. 28c. 29b.
Contracts: 40c. 47c.
Comb.: Cont. Discounts: 60c. 60d.
Cancellation: 71a. 73a.
Prod. Services: 81. 82.
FM facilities: WBMX (FM).

TIME RATES
Eff 2/7/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	312x	520x
1 min	24.00	23.00	22.50	22.00	20.00	18.00	16.00	13.00
30 sec	18.50	17.00	16.50	16.00	15.00	13.50	12.00	10.00

(Chicago Urban Area continued on next page)

WTAQ
1050
LA GRANGE

AMERICAN ENTERTAINMENT RADIO NETWORK

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 3520 7.00
S. and S. Broadcasting Co., 9355 W. Joliet Rd., La Grange, Ill. 60525. Phone 312-352-1300, 343-2822.
1. PERSONNEL
President—Charles F. Sebastian.
Vice-Pres., Administration—Arthur L. Schlaman.
Director, Station Operations—William H. Wardle.
2. FACILITIES
5,000 w. days, 500 w. nights; 1300 kc. Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 44a, 45, 47c.
Comb.: Cont. Discounts: 60d, 60e, 62b.
Cancellation: 70a, 71b, 72, 72a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/71—Rec'd 6/7/71.

6. SPOT ANNOUNCEMENTS
6 AM-LOCAL SUNSET

	1x	13x	26x	52x
1 min	15.00	12.50	12.00	11.00
30 sec	10.00	9.00	8.00	7.50
LOCAL SUNSET-6 AM				
1 min	7.50	6.00	5.50	6.00
30 sec	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES
6 AM-LOCAL SUNSET

	1x	13x	26x	52x
1 hr	150.00	121.00	115.00	109.00
1/2 hr	90.00	76.00	71.50	66.00
1/4 hr	50.00	46.00	42.50	41.50
5 min	30.00	25.50	23.50	20.50
LOCAL SUNET-6 AM				
1 hr	75.00	55.00	52.50	49.50
1/2 hr	45.00	34.50	32.50	31.00
1/4 hr	25.00	21.00	19.50	19.00
5 min	15.00	11.50	10.50	10.00

WTAS (FM)
1964
CRETE

NAB RAB

Media Code 4 214 3575 1.00
South Cook Broadcasting, Inc., 2313 Chicago Rd., Chicago Heights, Ill. 60411. Phone 312-758-6100.
1. PERSONNEL
Pres. & Gen'l Mgr.—Anthony Santucci.
Oper. & Sales Mgr.—William Beindorff.
2. REPRESENTATIVES
Gert Bunchez and Associates.
3. FACILITIES
ERP 3,000 w.; 102.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCGO.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 43a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WCGO, Chicago Heights.
Member: Gert Bunchez & Associates Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 1/1/74—Rec'd 4/25/74.

6. SPOT ANNOUNCEMENTS

PER WK:	40 ti	30 ti	20 ti	15 ti	10 ti	7 ti
1 MINUTE						
52 wk	5.60	6.00	6.30	6.70	7.00	7.40
26 wk	5.70	6.10	6.50	6.80	7.20	7.60
13 wk	5.80	6.20	6.60	7.00	7.40	7.80
1 wk	6.00	6.40	6.80	7.20	7.60	8.00
30 SECONDS						
52 wk	4.60	4.80	5.00	5.30	5.60	5.90
26 wk	4.70	4.90	5.20	5.40	5.70	6.00
13 wk	4.80	5.10	5.30	5.60	5.90	6.20
1 wk	5.00	5.20	5.50	5.80	6.10	6.40

8. PROGRAM TIME RATES
5 min—2x 30-sec rate. 1/2 hr—8x 30-sec rate
1/4 hr—4x 30-sec rate. 1 hr—12x 1-min rate.

WVVX WVVX-FM
1963 1963
HIGHLAND PARK

RAB

Media Code 4 214 3643 7.00
Vanguard Communications, Inc., Box 1430, Lake Cook & Phingsten Rds., Deerfield, Ill. 60015. Phone 312-945-8350.
STATION'S PROGRAMMING DESCRIPTION
WVVX: Programmed for young adults.
MUSIC: Progressive including rock, folk, blues and jazz. Network news. Rec'd 5/29/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—James F. Hoffman.
2. FACILITIES
1,000 w. days; 1430 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 103.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 153 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24a, 24c, 25a.
Contracts: 40a, 41, 44b, 46, 48.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. N3 Eff 1/1/74—Rec'd 2/1/74.

7. PACKAGE PLANS
MONDAY THRU SUNDAY 6 AM-MIDNIGHT

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min, ea.	18.00	17.50	17.00	16.50	16.00	15.50
30 sec, ea.	14.00	13.50	13.00	12.50	12.00	11.50
*ROS BULK, PER YR:				260x	520x	1000x
1 min				15.00	14.00	13.00
30 sec				11.00	10.00	9.00

(*) Preemptible; contracted for in advance & used within 52-wk period.
10 sec: flat 6.00.
Specified time: 1 ti rate.
All other time: 50% of above.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	75	55	35	15
52 x	60	45	30	----
260 x	50	(*)	25	----

(*) 37.50

WWCA
GARY, IND.
See listing under Gary, Ind.

WWMM (FM)
1960
ARLINGTON HEIGHTS

RAB

Media Code 4 214 3657 7.00
Community Broadcasters, Inc., 120 W. University Dr., Arlington Heights, Ill. 60004. Phone 312-398-2300.
STATION'S PROGRAMMING DESCRIPTION
WWMM (FM): Programmed for all ages.
MUSIC: Jazz programmed by day part. NEWS: at :60 6 am-7 pm; 9, 11 pm, 1 am. SPORTS: high school football, basketball, feature horse race. Rec'd 7/30/75.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert M. Williams.
Operations Director—Jack Stockton.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert); 92.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 feet above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21b, 33d.
Contracts: 50.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 2/1/74—Rec'd 5/29/74.
AA—Mon thru Sat 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
FIXED, PER WK:

	AA 12 ti	AA 24 ti	AA 36 ti	AA 48 ti	A 12 ti	A 24 ti	A 36 ti	A 48 ti
4 wk	20	19	17	13	18	16	14	10
13 wk	17	15	13	11	14	12	10	8
26 wk	13	11	10	9	10	8	7	7
52 wk	11	10	9	8	8	8	7	7

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

ROS, 1 MIN:	150x	300x	600x	1200x
Ea	10	9	8	7

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Submitted by Bunny Rilg.

WXFM (FM)
1947
ELMWOOD PARK

Media Code 4 214 3685 8.00
WXFM, Inc., 333 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-943-7474.
STATION'S PROGRAMMING DESCRIPTION
WXFM (FM): Programmed for adults and young adults.
MUSIC 90%; 30% classical. 60% general popular music, predominantly showtunes standards. All night show 100% classical music. News and special features 10%. Limited commercial policy, 8 minutes per hour. Rec'd 5/31/73.
1. PERSONNEL
Pres. & Gen'l Sales Mgr.—Robert C. Victor.
Station Manager—Anne Marer.
Operations Manager—James Walsh.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.9 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 1,540 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b, 15b.
Basic Rates: 20a, 21a, 23a.
Contracts: 40b.

TIME RATES
No. 12 Eff 4/1/75—Rec'd 3/12/75.

6. SPOT ANNOUNCEMENTS
7 AM-MIDNIGHT

	1x	15x	30x	60x	125x	520x	500x
1 min	19	18	17	16	15	14	13

8. PROGRAM TIME RATES
7 AM-MIDNIGHT

	1x	15x	30x	60x	125x
1 hr	175	166	158	150	143
1/2 hr	131	124	118	112	106 (D)

WYCA (FM)
HAMMOND, IND.
See listing under Hammond, Ind.

WYEN (FM)
1971
DES PLAINES

NAFMB

Media Code 4 214 3765 8.00
Walt-West Enterprises, Inc., 2400 E. Devon Ave., Des Plaines, Ill. 60018. Phone 312-297 8430.
STATION'S PROGRAMMING DESCRIPTION
WYEN: (FM): Programmed for general interest.
MUSIC: All request. NEWS: hourly, additional services UPI audio. FEATURETTES: weather, sports, stock reports, specials. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 3/4/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Walters.
Vice-President—Jerry Westerfield.
General Sales Manager—Ron Leppig.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 303 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 3a, 4a, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60f, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73.
Prod. Services: 80, 81, 82.

TIME RATES
No. 2 Eff 1/1/74—Rec'd 2/13/74.

6. SPOT ANNOUNCEMENTS

PER WK, SPECIFIED:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	23	21	19	17	15
30/20 sec	18	17	15	14	12
10 sec	10	10	10	10	10
PER YR, ROS:	156x	260x	520x	720x	
1 min	18	16	14	12	
30/20 sec	14	13	11	10	

10. SPECIAL FEATURES
*NEWSCASTS/TRAFFIC/FEATURETTES

	20x	156x	260x	520x
Ea	26	24	20	18

Inc'l open & close plus 1 1-min spot.
(*) Exact length of each newscast varies according to amount of important news for that hour.

CHICAGO HEIGHTS
Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.
See Chicago Urban Area

CLINTON
DeWitt County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WHOW
1947

NAB

Media Code 4 214 3795 5.00
Cornbelt Broadcasting Co., South Route 51, Clinton, Ill. 61727. Phone 217-935-2161.
STATION'S PROGRAMMING DESCRIPTION
WHOW: Programming country and western music.
1. PERSONNEL
President—J. R. Livesay.
3. FACILITIES
5,000 w. days; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 7/1/72—Rec'd 7/11/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min	8.50	8.10	7.70	7.30	6.90	6.50
30 sec	6.00	5.75	5.50	5.25	5.00	4.75
10 sec	4.00	3.80	3.60	3.40	3.20	3.00

COLUMBIA
Monroe County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.
St. Louis, Mo.
(including Columbia, East St. Louis, Granite City, Ill.; Clayton, Crestwood, St. Charles, Mo.)

CRETE
Will County—Map location G-4
See SRDS consumer market map and data at beginning of the State.
See Chicago Urban Area

CRYSTAL LAKE
McHenry County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WIVS
1965
Media Code 4 214 3905 6.00
Lake-Valley Broadcasters, Inc., 145 Virginia St., Crystal Lake, Ill. 60014. Phone 815-459-7000.
STATION'S PROGRAMMING DESCRIPTION
WIVS: Programmed for family, emphasis on housewives.
AIR PERSONALITIES handle all segments. Sign-on-10 am popular music with hourly news, weather. 10-11 am interviews with telephone participation. 11 am-1 pm popular music & quizzes. 3 pm swap shop via phones. 3 pm-sign-off, music with news, sports, stocks, old-time radio. Sat: sign-on-1 am music, 10-11 am sports, adventure interviews, 1 am telephone swap shop. Noon-sign-off for teens—live groups, current hits. Sun: 8-9 am Broadway show, 12:30 pm old-time radio, 1 pm-sign-off music. Rec'd 2/1/73.
1. PERSONNEL
General Manager—Jo Bellaire.
Sales Manager—Star Koerner.
3. FACILITIES
500 w.; 850 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a 21a, 22a, 22b, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 83.

TIME RATES
No. 3 Eff 6/1/73—Rec'd 7/31/73.
AA—Mon thru Sat sign-on-10 am & Mon thru Fri 2-3 pm; Sun 1-5 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
AA, 1-min flat 17 A, 1-min flat 15
30 sec: 75% of 1-min. 15 sec: 50% of 1-min.

7. PACKAGE PLANS
1 MINUTE

PER WK:	6 ti	10 ti	16 ti	25 ti	40 ti	50 ti
AA	99	141	207	294	400	471
A	78	112	160	235	353	412

30 sec: 75% of 1-min. 15 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
Ea 24 6 per wk 118
(Q)

DANVILLE (2 AM; 2 FM)
Vermillion County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WDAN
1938

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 3960 5.00
First Danville Radio, Inc., 1501 N. Washington Ave., Danville, Ill. 61832. Phone 217-443-1700.
STATION'S PROGRAMMING DESCRIPTION
WDAN: Programmed to general adult audience.
MUSIC: MOR, current hits, standards, wonderful years. NEWS: network at :60; AP, state & local at :06; features (network & local) at :25, :45; weather summary 6:55, 11:55 am & 12:20 pm, forecast at :20, :40. Sports, markets, specials at :30; open line, guests 9-10 am. SPORTS: 7 times daily, scores twice per hour; play-by-play, on spot high school, college & local basketball, football, baseball, golf, track; USAC racing. Contact Representative for further details. Rec'd 11/8/71.
1. PERSONNEL
Pres. & Gen'l Mgr.—J. Max Shaffer.
Vice-Pres./Sales & Prog.—John Eckert.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:25-12:05 am. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47c 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 61b.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) Not effective until 28 days after start of broadcasts under said contract.
FM facilities: WMBJ (FM).
Affiliated with CBS.
Member: Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/73—Rec'd 10/26/73.

6. SPOT ANNOUNCEMENTS

EA:	1x	26x	52x	156x	260x	365x	400x	600+
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30/20	5.50	5.00	4.50	4.00	3.50	3.00	2.75	2.50

7. PACKAGE PLANS

10 DAYS/LESS, EA:	5 ti	10 ti	20 ti	40 ti	60 ti
1 min	7.00	6.00	5.00	4.00	3.00
20/30 sec	5.50	4.50	3.50	2.50	2.00
ID's	3.50	3.00	2.50	2.00	1.50

(This listing continued on next page)

Danville—W D A N—Continued

6. PROGRAM TIME RATES

EA:	1x	26x	52x	156x	260x	365x
1/2 hr	33.00	30.00	27.00	24.00	21.00	18.00
1/4 hr	22.00	20.00	18.00	16.00	14.00	12.00
10 min	15.00	13.50	12.00	10.50	9.00	7.50
5 min	10.00	9.00	8.00	7.00	6.00	5.00

W I A I (FM)

1970

RAB

Media Code 4 214 4020 7.00
Kickapoo Broadcasting Co., 4 N. Vermilion St., Danville, Ill. 61832. Phone 217-446-0186.

STATION'S PROGRAMMING DESCRIPTION
WIAI (FM): MUSIC: modern country. NEWS: UPI at :60. Weather: 5 min breaks at 5:40, 8:05 am & 12:05 pm. Summaries at :30. SPORTS: 5 min show at 7:30 am & 6:05 pm. FARM: show 5-6 am. Farm news, features, farmer's weather intermixed with c/w music. 5 min grain & market reports at 10:05 am, 12:10 & 1:30 pm. Rec'd 4/11/74.

1. PERSONNEL
President—Paul K. Breese.
General Manager—Russell D. Bredholt.

2. REPRESENTATIVES
Call Russell D. Bredholt collect.

3. FACILITIES
ERP 50,000 w.; 99.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28b, 29a, 30.
Contracts: 40b, 41, 42a, 43, 44b, 46, 47a, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61b, 62b.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 3/1/74—Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	12	11	10	9
30 sec	10	9	8	7

(D)

W I T Y

1958

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 4070 2.00
Vermillion Broadcasting Corp., Hegeler Lane, Box 142, Danville, Ill. 61832. Phone 446-1312, 1313.

1. PERSONNEL
President—John R. Ax.
General Manager—Louis Mitzlaff, II.
Sales Manager—Tom DiFilippo.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
St. Louis—Bruce Schneider & Co.

3. FACILITIES
1,000 w.; 980 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 25b, 26, 28b, 28c, 29a, 33a.
Contracts: 40c, 42b, 42d, 43, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62b.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
No. 7A Eff 7/1/70—Rec'd 7/27/70.
AA—6 am-7 pm.
A—7 pm-1 am & 5-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA

	1 min	30 sec		1 min	30 sec
1 x	7.00	5.00	300 x	5.75	3.25
25 x	6.75	4.75	500 x	5.50	3.00
50 x	6.50	4.50	700 x	5.00	2.75
100 x	6.25	4.00	900 x	4.50	2.50
250 x	6.00	3.75	1300 x	4.00	2.25

CLASS A

1 x	5.00	3.50	300 x	3.75	2.25
25 x	4.75	3.25	500 x	3.50	2.00
50 x	4.50	3.00	700 x	3.25	2.00
100 x	4.25	2.75	900 x	3.00	2.00
250 x	4.00	2.50	1300 x	2.75	2.00

7. PACKAGE PLANS

1 MIN:	15 ti	20 ti	30 ti	40 ti	50 ti
1-5 wk, ea	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	312x
1/2 hr	45	43	41	39	37
5 min	15	13	12	11	16

10. SPECIAL FEATURES
NEWSCAST CO-SPONSORSHIP

PER WK:	5 ti	6 ti	7 ti	10 ti	15 ti
Ea	6.75	6.50	6.25	6.00	5.75

Includes open & close plus 1 minute commercial. Minimum 13 week contract.

W M B J (FM)

1967

SAB RAB

Media Code 4 214 4097 5.00
First Danville Radio, Inc., Box 584, 1501 N. Washington Ave., Danville, Ill. 61832. Phone 217-442-1700.
See affiliated AM station for additional information.
AM facilities: WDAN.

STATION'S PROGRAMMING DESCRIPTION
WMBJ (FM): Programmed for adult musical taste. MUSIC: MOR, current hits, standards; Sun PM—4 hour classics. NEWS: network hourly. COMMERCIAL POLICY: maximum 7 breaks per hour. Contact Representative for further details. Rec'd 11/8/71.

3. FACILITIES
ERP 11,500 w.; 102.1 mc. Stereo.
Operating schedule: 9 am-midnight daily.
Antenna ht.: 450 ft. above average terrain.

TIME RATES
Eff 7/1/75—Rec'd 6/24/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	500+
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

10 DAYS OR LESS

	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
Cost	20.00	37.50	52.00	65.00	75.00	82.50	100.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	500+
1 hr	30.00	27.00	24.00	21.00	18.00	15.00	12.00
1/2 hr	20.00	18.00	16.00	14.00	12.00	10.00	8.00

Edited by John D. Eckert.

DECATUR (2 AM; 1 FM)

Plus 1 paid cross reference.
Macon County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

W D Z

1921

Contemporary

SAB RAB

A Prairieland Station

Media Code 4 214 4128 4.00
Prairieland Broadcasters, 265 S. Park St., Decatur, Ill. 62523. Phone 217-423-9744.

1. PERSONNEL
General Manager—Stephen P. Bellinger.
Sales Manager—Ron Fischmann.

2. REPRESENTATIVES
Call Ron Fischman collect.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 24 Eff 7/1/75—Rec'd 5/27/75.
Drive—Mon thru Sat 6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	Drive 9 ti	12 ti	18 ti	24 ti	All other times 6 ti	12 ti	18 ti	24 ti
1 min	18	17	16	15	15	14	13	12
30 sec	14	13	12	11	11	10	9	8

10 sec: Multiples of 12, minimum 4 per day 5.00.
Edited by Ron Fischmann.

W I T T (FM)

TUSCOLA

NBC News & Information Service

City of license, Tuscola, Ill.
Considered by NBC News & Information Service as their Decatur outlet.
See listing under Tuscola, Ill.

W S O Y

1928

CBS Radio Network

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 4180 9.00
Illinois Broadcasting Co., Box 2250, Decatur, Ill. 62526. Phone 217-877-5371.

STATION'S PROGRAMMING DESCRIPTION
WSOY: Programmed for general interest.
MUSIC: MOR & contemporary current hits, oldies, standards. NEWS: network at :60, network features at :30, local at :58 plus 5:30, 5:55, 6:30, 7:20, 7:55, 8:55 am, 12:11, 3:30, 5:30, 10 pm. 3 man news staff, 1 mobile unit, statehouse correspondent. SPORTS: 1:30, 4:30, 7:30, 8:15 am, 5:45, 10:10 pm, play-by-play high school, college football & baseball, major league baseball. Talk: music mixed with open line & live studio guests 9-11:45 am, guests & phone calls 1:06-1:30 pm. FARM: markets at 5:35, 11:45 am. Weather: 5 min general 6:55 am, 12:06, 5:40, 10:15 pm; farmers weather 6:06 am, 12:25 pm. Remotes weekday afternoons from mobile studio. Contact Representative for further details. Rec'd 4/29/75.

1. PERSONNEL
General Manager—C. R. Griggs.
Sales Manager—Orv Graham.

2. REPRESENTATIVES
McGavern-Guild, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21d, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a.
Comb.: Cont. Discounts: 60b, 60i, 61b.
Cancellation: 71a, 73a.
Affiliated with CBS.

TIME RATES
No. 24N Eff 9/1/74—Rec'd 8/6/74.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 5-6 am & 10 am-6 pm.
B—Mon thru Sat 6-10 pm; Sun 7 am-6 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

ROS, WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AA	20	19	18	17	16	15	14	13
A	17	16	15	14	13	12	11	10
B	14	13	12	11	11	10	9	8

1 min fixed, extra.... 3.00 30 sec fixed, extra.... 2.00
10 sec/less: 50% of 1-min.

ANNUAL CONTRACT:	1 min AA	A	B	30 sec AA	A	B
156 x	18	15	13	14	12	10
260 x	17	14	12	13	11	9
500 x	16	13	11	12	10	8
1040 x	15	12	10	11	9	7

6. PROGRAM TIME RATES

CLASS: A:	1x	52x	104x	156x	260x	500x
5 min	22.15	21.20	20.20	19.35	18.55	16.25
10 min	31.15	29.95	28.60	27.35	24.60	23.50
1/4 hr	40.50	38.65	36.85	35.25	33.65	30.55
1/2 hr	54.15	51.70	49.45	47.25	45.20	43.05

B: Less 15%.

10. SPECIAL FEATURES

NEWSCASTS:	AA	A	B	C
10 min	37.70	33.60	25.20	16.75
5 min	24.65	21.45	15.10	10.05

W S O Y-FM

1946

American FM Network

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 4181 7.00
Illinois Broadcasting Co., Box 2250, Decatur, Ill. 62526. Phone 217-877-5371.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSOY-FM: Programmed for adults.
MUSIC: popular, featuring current hits, MOR & standards. 50% vocal, 50% instrumental. Musical selections broadcast in groups of 4 without interruption. NEWS: 2-min local news & weather at :45, 3-min world news at :15. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 6/3/74.

2. FACILITIES
ERP 54,000 w.; 102.9 mc. Quadraphonic.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 4 Eff 6/1/74—Rec'd 5/3/74.
AA—6-10 am.
A—10 am-10 pm.
B—10 pm-6 am.

6. SPOT ANNOUNCEMENTS

	AA 1 min	30 sec	A 1 min	30 sec	B 1 min	30 sec
1 x	9.40	7.05	7.65	5.90	6.45	4.70
52 x	8.80	6.45	7.05	5.30	5.90	4.10
156 x	8.25	5.90	6.45	4.70	5.30	3.55
260 x	7.65	5.30	5.90	4.10	4.70	2.95
500 x	7.05	4.70	5.30	3.55	4.10	2.35

DE KALB (1 AM; 1 FM)

De Kalb County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

W L B K

1947

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 4200 6.00
DeKalb Radio Studios, Inc., 711 N. First St., DeKalb, Ill. 60115. Phone 815-758-8086.

STATION'S PROGRAMMING DESCRIPTION
WLBK: Programmed for general interest.
6-7 am news, farm news, markets, weather, general popular music, middle-of-the-road. 7-9 am local, state and national news with actualities, program features, sports, devotional, livestock report, general popular music, middle-of-the-road. 9-10 am telephone audience participation, guests, interviews, 10 am-noon general popular music, middle-of-the-road, women's features, fashions, births, community calendar, area news. Noon-1 pm local, state, national news, farm reports, weather, interviews, sports, 1 am-sign-off general popular music, middle-of-the-road, hourly news, phone in buy, sell or trade, local, state, national news with actualities, sports, campus news, program features. Rec'd 2/20/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. F. Cerny.
Sales Manager—Joe Harrie.
Farm Director—Bob Brown.

2. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-7 am & 4 pm-sign-off. For non-simulcast facilities see WLBK-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 15b.
Basic Rates: 21a, 22b, 28c, 29a
Contracts: 40a, 46.
Comb.: Cont. Discounts: 61a.
Cancellation: 71a.
Prod. Services: 80, 82.
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Illinois Radio Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 3/1/73—Rec'd 6/16/73.
AA—6-10 am.
A—10 am-noon, 1 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AA 1 min	30 sec	A 1 min	30 sec
1 x	8.00	6.50	7.50	6.00
15 x	7.00	5.50	6.50	5.00
25 x	6.75	5.25	6.25	4.75
50 x	6.50	5.00	6.00	4.50
150 x	6.00	4.50	5.50	4.00
300 x	5.50	4.00	5.00	3.50
600 x	5.25	3.75	4.75	3.25
1000 x	4.75	3.25	4.25	2.75
1500 x	4.50	3.00	4.00	2.50

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr
1 x	10	16	20

Rate in Midday Report—extra 15%.

10. SPECIAL FEATURES
Midday Report noon-1 pm ea 6.75; no frequency discount.

W L B K-FM

1961

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 214 4291 4.00
DeKalb Radio Studios, Inc., 711 N. First St., DeKalb, Ill. 60115. Phone 815-758-8086.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLBK-FM: 6-7 am local, national & farm news; MOR music. 7 am-4 pm general popular music, news at :60. 4-6:20 pm news, interest programs, sports, quiz, MOR music. 6:20-9 pm popular rock 'n roll. 9 pm-2 am progressive hard rock & folk. Rec'd 6/19/73.

1. PERSONNEL
Program Director—Bill Cerny.

3. FACILITIES
ERP 9,500 w. (horiz.), 9,500 w. (vert.); 92.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 154 ft. above average terrain.
Partial simulcast operation. Operated separately 7 am-4 pm & AM sign-off-midnight. For simulcast facilities see WLBK.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 3/1/73—Rec'd 6/19/73.
AA—6 pm-sign-off.
A—7 am-6 pm.

6 SPOT ANNOUNCEMENTS

CLASS AA

	1x	13x	25x	50x	150x	250x	500x
1 min	5.25	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	4.25	3.50	3.25	3.00	2.75	2.50	2.25

CLASS A

1 min	5.00	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	4.00	3.25	3.00	2.75	2.50	2.25	2.00

6. PROGRAM TIME RATES

	5 min	10 min	1/4 hr
1 x	6	10	14

DES PLAINES

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

DIXON (1 AM; 1 FM)

Plus 1 paid cross reference.
Lee County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

W I X N

1961

W I X N-FM

1965

Mutual Network

SAB

Subscriber to the NAB Radio Code

Media Code 4 214 4345 8.00
Farm Reit Radio, Inc., 1460 College Ave., Dixon, Ill. 61021. Phone 815-288-3341. Sterling phone 815-626-3091.

STATION'S PROGRAMMING DESCRIPTION
WIXN: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harry Campbell.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days; 1460 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 101.7 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 175 ft. above average terrain

4. AGENCY COMMISSION
15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MRS.
Member: Illinois Radio Network.

TIME RATES
Eff 5/1/75—Rec'd 6/26/75.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	3 ti	6 ti	12 ti	18 ti	36 ti
1 wk	8.50	8.00	7.75	7.50	7.25	7.00
4 wk	8.25	7.75	7.50	7.25	7.00	6.75
13 wk	8.00	7.50	7.25	7.00	6.75	6.50
26 wk	7.75	7.25	7.00	6.75	6.50	6.25
52 wk	7.50	7.00	6.75	6.50	6.25	6.00

30 SECONDS

1 wk	6.75	6.25	6.00	5.75	5.50	5.25
4 wk	6.50	6.00	5.75	5.50	5.25	5.00
13 wk	6.25	5.75	5.50	5.25	5.00	4.75
26 wk	6.00	5.50	5.25	5.00	4.75	4.50
52 wk	5.75	5.25	5.00	4.75	4.50	4.25

Edited by Harry Campbell.

W S D R

STERLING

City of license—Sterling, Ill.
Studio: The Post House, Galena, Ave., Dixon, Ill. 61021. Phone 815-288-3400.
See listing under Sterling, Ill.

DUNDEE

Kane County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WVFV (FM)

1967

NAB NAFMD

Media Code 4 214 4460 1.00
WVFV Radio, Inc., Box 235, Dundee, Ill. 60118. Phone 312-428-4421.
STATION'S PROGRAMMING DESCRIPTION
WVFV (FM): Programmed rock, by request.
1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Willrett.
2. FACILITIES
ERP 3,000 w.; 103.9 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 7/15/74—Rec'd 4/26/74.
7. PACKAGE PLANS

PER WK:	10 ti	25 ti	50 ti	100 ti
30 sec	5.00	3.50	3.00	2.75
1 min	6.50	5.00	4.50	4.00

DU QUOIN (1 AM; 1 FM)

Perry County—Map Location E-16
See SRDS consumer market map and data at beginning of the State.

WDQN / WDQN-FM

1951 / 1969

Media Code 4 214 4455 5.00
Lankford Broadcasting Co., Box 190, Du Quoin, Ill. 62832. Phone 618-542-3894.
1. PERSONNEL
Manager—Gene Showalter.
2. REPRESENTATIVES
The Devney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
ERP 3,000 w.; 95.9 mc.
Operating schedule: 8 am-10 pm. CST.
Antenna ht.: 150 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Illinois Radio Network.
TIME RATES
No. 4 Eff 7/1/69—Rec'd 6/30/69.
8. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	8.00	7.50	7.00	6.50	6.00

30/20 sec: 80% of 1-min.

EAST ST. LOUIS

St. Clair County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See St. Louis, Mo.
(including Columbia, East St. Louis, Granite City, Ill.; Clayton, Crestwood, St. Charles, Mo.)

EFFINGHAM (1 AM; 1 FM)

Effingham County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WCRA

1947

NAB

Media Code 4 214 4516 7.00
Effingham Broadcasting Co., 110 N. Banker St., Effingham, Ill. 62401.
1. PERSONNEL
General Manager—Ed Howard
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w. days; 1090 kc. Non-directional.
Operating schedule: 6:00 am-local sunset.
Partial simulcast operation. Simulcast 6-8 am. Separate 8 am-12 pm. For non-simulcast facilities, see WCRA-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff———Rec'd 4/14/75.
8. SPOT ANNOUNCEMENTS

PER WK:	10 ti	15 ti	25 ti
1 min	7.40	6.90	6.25

Edited by E. W. Howard.

WCRA-FM

1963

NAB

Media Code 4 214 4511 5.00
Effingham Broadcasting Co., Box 568, 110 N. Banker St., Effingham, Ill. 62401. Phone 217-342-4141.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w.; 95.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 405 ft. above average terrain.
Partial simulcast operation. Separate operation 8 am-midnight. For simulcast facilities see WCRA.
TIME RATES
Eff 3/22/56—Rec'd 10/25/66.
8. PROGRAM TIME RATES
WONDERFUL WORLD OF MUSIC

PER MO:	Per hr		Per hr
1 hr	10	12 hr	5
4 hr	8	20 hr	4
6 hr	6		

Sold only by the year on firm 52 week contract. Sponsors receive open and close for each hour plus 4 1-minute commercials.

ELDORADO

Saline County—Map Location F-10
See SRDS Consumer market map and data at beginning of the State.

WKSI

1975

Media Code 4 214 4538 8.00
Eldorado Broadcasting Corp., Box 10, Eldorado, Ill. 62930. Phone 618-273-3331.
STATION'S PROGRAMMING DESCRIPTION
WKSI: Modern MOR format.
1. PERSONNEL
General Manager—Robert D. Unsell.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
TIME RATES
Eff ——— Rec'd 4/21/75.
6. SPOT ANNOUNCEMENTS

	1x	26x	104x	208x	312x	600x	1000x
1 min	4.41	4.12	3.82	3.53	3.24	2.95	2.65
30 sec	3.53	3.24	2.95	2.65	2.35	2.06	1.76

ELGIN (1 AM; 1 FM)

Kane County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WJKL

1961

NAB RAB

Media Code 4 214 4565 1.00
Elgin Broadcasting Co., Box 117, 18-1/2 Douglas Ave., Elgin, Ill. 60120. Phone 312-741-7700.
See affiliated AM station for additional information.
AM facilities: WHMN.
STATION'S PROGRAMMING DESCRIPTION
WJKL: MUSIC: contemporary, rock & jazz rock, albums & singles. NEWS: headlines at :40. SPORTS: local. Contact Representative for further details. Rec'd 8/29/74.
3. FACILITIES ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 250 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Eff 12/31/74—Rec'd 1/3/75.
6. SPOT ANNOUNCEMENTS

NIGHTTIME—4 PM-MIDNIGHT				
30 DAYS/LESS:	1 ti	31 ti	61 ti	90+
1 min	12.00	11.50	11.00	10.50
30 sec	9.00	8.60	8.25	7.85
DAYTIME—6 AM-4 PM				
1 min	9.00	8.60	8.25	7.85
30 sec	6.75	6.45	6.20	5.90
AFTER MIDNIGHT				
1 min	6.75	6.45	6.20	5.90
30 sec	5.00	4.85	4.65	4.45

7. PACKAGE PLANS
1/2 DAYTIME, 1/2 NIGHTTIME

PER WK:	5 ti	10 ti	20 ti	30 ti
PER YR:	260x	520x	1040x	1560x
1 min	9.50	9.00	8.50	7.00
30 sec	7.15	6.75	6.35	5.25

WRMN

1946

NAB RAB

Media Code 4 214 4620 4.00
Elgin Broadcasting Co., Box 117, 18-1/2 Douglas Ave., Elgin, Ill. 60120. Phone 312-741-7700.
STATION'S PROGRAMMING DESCRIPTION
WRMN: Programmed for general audiences.
MUSIC: MOR. NEWS: local & regional. SPORTS: audience participation phone shows; community involvement programs; religious & ethnic. Contact Representative for further details. Rec'd 4/28/75.
1. PERSONNEL
President—Richard Jakle.
General Manager—David Boylan.
Program Director—Scott Farber.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
West Coast—Hill Dahlsten & Associates.
3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6-2 am. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 25a, 29a.
Contracts: 40a.
Cancellation: 71a, 73a.
FM facilities: WJKL.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 2/22/74.
6. SPOT ANNOUNCEMENTS

13-WK CONTRACT, PER WK:	3 ti	5 ti	10 ti
1 min	9.90	8.90	8.00
30 sec	7.90	7.10	6.40

Less than 13 wks, extra 20%.

ANNUAL CONTRACT, PER WK:	10 ti	20 ti	30 ti
1 min	6.90	6.50	6.00
30 sec	5.50	5.00	4.80

7. PACKAGE PLANS

PER WK:	15 ti	25 ti	50 ti	75 ti
1 min	9.25	8.75	7.75	7.25
30 sec	7.40	7.00	6.20	5.75
10 sec	5.50	5.25	4.75	4.25

8. PROGRAM TIME RATES

13 WK, PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 ti	83.00	61.00	42.50	21.50
3 ti	76.00	54.50	30.00	16.50
5 ti	63.00	50.00	27.50	13.75

Less than 13 wks, extra 20%.
Edited by Dave Boylan.

ELMHURST

Du Page County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

ELMWOOD PARK

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

EVANSTON

Cook County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

FAIRFIELD (1 AM; 1 FM)

Wayne County—Map Location S-F
See SRDS consumer market map and data at beginning of the State

WFIW / WFIW-FM

1958 / 1965

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 4675 6.00
Wayne County Broadcasting Co., Box 310, Hwy. 16 East, Fairfield, Ill. 62837. Phone 618-842-2158.
1. PERSONNEL
General Manager—Thomas S. Land.
3. FACILITIES
1,000 w.; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 104.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 197 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 15th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
No. 6A Eff 4/1/74—Rec'd 6/3/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	5.30	4.80	4.50	4.25	4.00
30 sec	4.25	4.00	3.75	3.50	3.30
		200x	312x	500x	1000x
1 min		3.75	3.50	3.30	3.00
30 sec		3.00	2.85	2.70	2.50

7. PACKAGE PLANS

PER WK:	1 min	30 sec	20 sec	10 sec
10 ti	50.00	37.50	33.00	26.00
20 ti	90.00	70.00	60.00	40.00
50 ti	187.50	150.00	130.00	75.00

FREEPORT (1 AM; 2 FM)

Stephenson County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WACI (FM)

1970

Media Code 4 214 4700 4.00
WACI, Inc., Box 701, Hwy. 20, W., Freeport, Ill. 61032. Phone 815-233-7191.
STATION'S PROGRAMMING DESCRIPTION
WACI (FM): Programmed for adults & young adults.
MUSIC: top 40, current hits & familiar oldies. NEWS: at :20 & :40. FARM: 5:30 am & noon, M-F. Talk: 1 show daily, M-F. SPORTS: local & high school. Contact Representative for further details. Rec'd 12/4/74.
1. PERSONNEL
President—P. J. Broderick.
General Manager—W. C. Porsow.
Program Director—Jay Allen Reese.
2. REPRESENTATIVES
Frederick W. Smith.
Detroit—Pearse Sales.
3. FACILITIES
Eff 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates 20b, 21a, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 12/4/74.
6. SPOT ANNOUNCEMENTS
OPEN RATE
30 sec 4.25 1 min 6.25
7. PACKAGE PLANS

PER YR, CONTRACT:	250x	500x	1000x	1500x
1 min	4.50	4.25	4.00	3.50
30 sec	3.00	2.75	2.50	2.25
30 SECONDS				
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 wk	4.00	3.75	3.50	3.25	3.00
2+	3.75	3.50	3.25	3.00	2.75
1 MINUTE					
1 wk	6.00	5.50	5.00	4.50	4.00
2+	5.50	5.00	4.50	4.00	3.50

10. SPECIAL FEATURES
NEWS-SPORTS-FARM

PER WK FIXED:	2 ti	3 ti	5 ti	8 ti
1/4 hr	16.00	14.50	13.00	12.25
10 min	11.00	10.50	9.50	9.00
5 min	6.00	5.50	5.00	4.75

WFRL

1947

Media Code 4 214 4785 5.00
Triad Stations, Inc., State Bank Center, Freeport, Ill 61032. Phone 815-233-4113.
STATION'S PROGRAMMING DESCRIPTION
WFRL: Programmed for general interest.
MUSIC: Country. NEWS: emphasis on local & regional. FARM: 30 min early am, 60 min noon, M-F. Commodity news service 10 reports daily. Farm director, Contact Representative for further details. Rec'd 5/19/75.
1. PERSONNEL
President—C. Wayne Wright.
General Manager—R. A. (Dick) Greene.
Operations Manager—Terry L. Bobalen.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
5,000 w. days; 1570 kc.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WFRL-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 18.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 27, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60d, 61e, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Illinois Radio Network.
TIME RATES
No. 5N Eff 4/1/72—Rec'd 4/3/72.
AA—6-9 am, 11:30 am-1 pm & 4-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

A:	1x	13x	26x	52x	104x
1 min	10.50	9.70	9.00	8.20	7.00
30 sec	9.25	8.45	7.75	7.05	6.35
	156x	260x	312x	520x	1040x
1 min	7.25	7.00	6.25	5.50	5.00
30 sec	6.00	5.75	5.00	——	——

AA: per spot, extra 1.00.
8. PROGRAM TIME RATES

A:	1x	13x	26x	52x	104x
1 hr	80.00	75.00	70.00	65.00	60.00
1/2 hr	44.00	40.00	38.00	38.00	34.00
1/4 hr	28.00	26.00	24.00	22.00	22.00
10 min	22.00	20.00	19.00	18.00	17.00
5 min	13.00	12.50	12.00	11.75	11.00
		156x	260x	312x	520x
1 hr		55.00	50.00	——	——
1/2 hr		30.00	26.00	——	——
1/4 hr		18.00	16.00	14.00	——
10 min		16.00	13.00	11.75	9.75
5 min		10.50	9.70	9.00	8.30

AA: per spot, extra 1.00.

WFRL-FM

1965

Media Code 4 214 4786 3.00
Triad Stations, Inc., State Bank Center, Freeport, Ill. 61032. Phone 815-233-4113.
STATION'S PROGRAMMING DESCRIPTION
WFRL-FM: Programmed for general interest.
MUSIC: C & W. SPORTS: high school & jr. college football & basketball, other local sports events. FARM: 5:30 am-M-F. Farm director, 90 min, M-F. Contact Representative for further details. Rec'd 8/29/74.
See affiliated AM station for additional information.
3. FACILITIES
ERP 19,700 w. (horiz.), 19,700 w. (vert.); 98.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 165 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset - sunrise. For simulcast facilities see WFRL.
TIME RATES
No. 5 Eff 11/1/73—Rec'd 8/29/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.00	4.50
	156x	260x	365x	730x	1095x
1 min	5.50	5.25	3.50	3.45	3.40
30 sec	4.00	3.75	2.25	2.20	2.15

GALESBURG (2 AM; 1 FM)

Knox County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WAAG

1967

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 4812 7.00
Galesburg Broadcasting Co., Box 1227, 154 E. Simmons St., Galesburg, Ill. 61401. Phone 309-342-5131.
See affiliated AM station for additional information.
AM facilities: WGIL.
STATION'S PROGRAMMING DESCRIPTION
WAAG: MUSIC: modern country with live announcers. News: at :15. SPORTS: area high school & college football & basketball. Rec'd 8/6/73.
1. PERSONNEL
Station Manager—Jim Wyman.
2. REPRESENTATIVES
Call collect: Jim Wyman, 309-342-5131.
3. FACILITIES
ERP 50,000 w.; 94.9 mc. Stereo.
Operating schedule: 20 hours daily. CST.
Antenna ht.: 350 ft. above average terrain.

(This listing continued on next page)

Galesburg—W A A G—Continued

TIME RATES
No. 3B Eff 8/1/75—Rec'd 7/17/75.
AA—6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

A, PER YR, EA:	1 min	30 sec	15 sec
1000 x	4.00	3.00	2.00

AA: Per spot, extra 1.00.

7. PACKAGE PLANS

A, 30-DAY PERIOD, EA:	5 ti	16 ti	30 ti	60 ti
1 min	7.00	6.00	5.00	4.50
30 sec	5.00	4.50	4.00	3.50
15 sec	4.25	4.00	3.00	2.50

AA: Per spot, extra 1.00.

10. SPECIAL FEATURES

NEWS, PER WK:	3 ti	6 ti
AA	7.50	7.00

A: 1-min rate applies.
Submitted by Roger Coleman.

WAIK
1957

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 4840 6.00
Webster Broadcasting Co., 36 Park Plaza, Galesburg, Ill. 61401. Phone 309-342-3161, 2162. TWX 309-342-3161.

STATION'S PROGRAMMING DESCRIPTION
WAIK: FARM: 6-7 am, 11:55 am & 12:30 pm. NEWS: local at :60 & network at :30. Expanded local news at 7:35 am & 12:15 pm. MUSIC: MOR. SPORTS: sportscasts at 7:25 am & 12:40 pm. College football play-by-play. TALK: live daily at 10:05 am. Swap shop 11:05 am. 2 air personalities show 6-10 am. Contact Representative for further details. Rec'd 5/7/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—F. C. Webster, Jr.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w. days; 1590 kc. Directional.
Operating schedule: 6:00 am-local sunset.

4. AGENCY COMMISSION
15% on net time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: National AgRadio Groups, Inc., Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 10/1/73—Rec'd 8/30/73.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	8.00	7.20	6.40	5.60	4.80	4.00
30 sec	6.00	5.40	4.80	4.20	3.60	3.00
15/less	5.00	4.50	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

PER WK, EA:	1 ti	6 ti
5-min program or news	10	9

TERM DISCOUNT
5 wk—5% 39 wk—20%
13 wk—10% 52 wk—25%
26 wk—15%

WGIL Galesburg, Ill.
#1 LISTENERS
Morning & Afternoon
Bob Simmons collect: 309/342-5131
(Survey details available upon request)

(ARB Tele. Coin. Survey, Jan. 75; M/F 7:30-9:30 am and 3-5 pm; shares)

WGIL
1958

Mutual Broadcasting System

NAB FB

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 4895 2.00
Galesburg Broadcasting Co., Box 1227, 154 E. Simmons St., Galesburg, Ill. 61401. Phone 309-342-5131.

STATION'S PROGRAMMING DESCRIPTION
WGIL: FARM: 5-7 am, 10:05-10:10 am & 11:50 am-12:30 pm. NEWS: at :60 & :30 with major newscasts at 7:30 am, 12:30, 5, & 10 pm. SPORTS: high school & college football/basketball, professional baseball, football/basketball, major fights, races, & golf tournaments. Morning programming includes call-in shows from 9:05-11 am. MUSIC: MOR throughout day. Rec'd 8/6/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Roger Coleman.
Sales Manager—Robert Simmons.

2. REPRESENTATIVES
Call collect: Bob Simmons, 309-342-5131.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5.
FM facilities: WAAG.
Affiliated with Mbts.
Member: Farm Directors Radio Network.

TIME RATES
Eff ———Rec'd 9/30/74.
AA—6:30-8:05 am, noon-1 pm & 4-6:05 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

A, PER YR, EA:	1 min	30 sec	10 sec
1000 x	5.00	4.00	2.75

AA: Per spot, extra 1.00.

7. PACKAGE PLANS

A, 30-DAY PERIOD, EA:	5 ti	10 ti	30 ti	60 ti
1 min	8.50	8.00	7.50	6.50
30 sec	7.00	6.50	6.00	5.00
10 sec	4.75	4.00	3.50	3.25

AA: Per spot, extra 1.00.

10. SPECIAL FEATURES

NEWS, PER WK:	3 ti	6 ti
AA	9.00	8.00

A: 1-min rate applies.

GENESEO
Henry County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WGEN
1963

SAB

Media Code 4 214 5065 7.00
Geneseo Broadcasting Co., Box 67, Geneseo, Ill. 61254. Phone 309-944-4633.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph E. Lobalto.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
250 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	500x
1 min	6.00	5.50	5.25	5.00	4.75	4.50
30 sec	5.00	4.50	4.25	4.00	3.75	3.50
10 sec	4.00	3.50	3.25	3.00	2.75	2.50

Fixed position, extra .50.

7. PACKAGE PLANS
SATURATION PLAN

7 CONSEC DAYS, EA:	10 ti	20 ti	40 ti
1 min	5.50	4.90	4.60
30 sec	4.50	3.90	3.60
10 sec	3.20	2.80	2.50

GENEVA
Kane County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WGSB
1961

SAB RAB

Media Code 4 214 5000 2.00
Brickhouse Broadcasting Corp., 1215 Fern Ave., St. Charles, Ill. 60174. Phone 312-584-1480.

STATION'S PROGRAMMING DESCRIPTION
WGSB: Programmed for adults.
MUSIC: standards, current MOR hits. NEWS: local & network hourly. Extended news 7-7:15, 7:55-8:10 am & noon-12:15 pm. SPORTS: high school & college football, high school basketball. Contact Representative for further details. Rec'd 3/12/75.

1. PERSONNEL
President—Nelda Brickhouse.
General Manager—William H. Shaw.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days, 500 w. nights; 1450 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 7/1/74—Rec'd 6/26/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	8.00	5.50	3.50

7. PACKAGE PLANS
SALESMAKER PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	72.50	132.00	180.00	220.00
30 sec	50.00	90.00	120.00	140.00
10 sec	32.00	60.00	75.00	90.00

PER YR. CONTRACT:	250x	500x	1000x	1500x	2000x	2500x
1 min	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	3.75	3.40	3.00	2.75	2.50	2.00

GREENVILLE
STUDIOS WEST SIDE OF SQUARE
(618) 664-3232
WSMI AM-FM
SEE LITCHFIELD LISTING

GRANITE CITY
Madison County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

See St. Louis, Mo.
(including Columbia, East St. Louis, Granite City, Ill.; Clayton, Crestwood, St. Charles, Mo.)

HARRISBURG (1 AM; 1 FM)
Saline County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

WEBQ
1923

SAB

WEBQ-FM
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 214 5225 1.00
WEBQ, Box 390, 100 E. Poplar St., Harrisburg, Ill. 62946. Phone 618-253-7032.

STATION'S PROGRAMMING DESCRIPTION
WEBQ: Programmed for general interest.

1. PERSONNEL
General Manager—Ken E. Hamilton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
FM-ERP 50,000 w.; 99.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 325 ft. above average terrain.
Simulcast 6-8 am.

4. AGENCY COMMISSION
15/6 time only: 16th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Illinois Radio Network.

TIME RATES
No. 10 Eff 3/1/73—Rec'd 3/5/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	208x	312x
1 min	5.00	4.50	4.00	3.50	3.25
30 sec	4.50	4.00	3.50	3.00	2.75

7. PACKAGE PLANS

PER MO, ROS:	50 ti	25 ti	10 ti
1 min	162.50	87.50	40.00
30 sec	137.50	75.00	35.00

HARVEY
Cook County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

HAVANA
Mason County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WDUK (FM)
1969

Media Code 4 214 5230 1.00
Illinois Valley Radio, Box 311, 200 N. Plum St., Havana, Ill. 62644. Phone 309-543-3331.

STATION'S PROGRAMMING DESCRIPTION
WDUK (FM): Adult programming handled by air personnel.

1. PERSONNEL
General Manager—Win Stimpson.

3. FACILITIES
ERP 3,000 w.; 99.3 mc.
Operating schedule: 5:55 am-9 pm. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 5/1/72.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	5 ti	10 ti	20 ti	30 ti	40 ti
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50

HERRIN
Williamson County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WJPF
1940

SAB

Subscriber to the NAB Radio Code
Media Code 4 214 5335 6.00
Greentree Broadcasting Co., Box 550, Herrin, Ill. 62948. Phone 618-942-2161.

STATION'S PROGRAMMING DESCRIPTION
WJPF: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles D. Powers.
Station Manager—Ron Hines.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
St. Louis—Bruce Schneider & Co.

3. FACILITIES
1000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Illinois Radio Network.

TIME RATES
Eff 2/1/73—Rec'd 2/22/73.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x
1 min	6.00	5.75	5.50	5.00
30 sec	5.00	4.75	4.50	4.00

HIGHLAND
Madison County—Map Location D-8.
See SRDS consumer market map and data at beginning of the State.

WINU
1963

SAB

Subscriber to the NAB Radio Code
Media Code 4 214 5390 3.00
Progressive Broadcasting Corp., Box 302, Highland, Ill. 62249 Phone 618-654-4161.

STATION'S PROGRAMMING DESCRIPTION
WINU: Programmed for adults, housewives and commuters.

1. PERSONNEL
Pres. & Gen'l Mgr.—Glenn F. Bircher.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES 1,000 w.; 1510 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time; no cash discount. Bills payable monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ———. Rec'd 1/17/68.
AA—Mon thru Sat 6-9 am, 11 am-1 pm; 4-7 pm.
A—Mon thru Sat 9-11 am, 1-4 pm, after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	CLASS AA					
WKLY:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	9.00	8.75	8.50	8.25	8.00	7.50	7.00
30 sec	7.00	6.75	6.50	6.25	6.00	5.50	5.00
	CLASS A					
1 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00
30 sec	5.50	5.25	5.00	4.75	4.50	4.25	4.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
NEWS AND FARM REPORTS

WKLY:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	12.00	11.75	11.50	11.25	11.00	10.75	10.50
A	10.50	10.25	10.00	9.75	9.50	9.25	9.00

HIGHLAND PARK
Lake County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

JACKSONVILLE (2 AM; 1 FM)
Morgan County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WEAI-FM
1948

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 5420 6.00
Jacksonville Radio & Television Broadcasting Corp., Box 477, Jacksonville, Ill. 62650. Phone 217-243-2323.
See affiliated AM station for additional information.
AM facilities: WLDS.

STATION'S PROGRAMMING DESCRIPTION
WEAI (FM): Programmed for general interest.

1. PERSONNEL
Operations Manager—John J. Clark.

3. FACILITIES
ERP 16,000 w. (vert), 10,000 w. (horiz.); 100.5 mc.
Operating schedule: 5:45 am-midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 1/1/75—Rec'd 12/23/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	51x	101x	301x	500+
10 sec	2.50	2.40	2.30	2.20	2.10	2.00
20 sec	3.00	2.90	2.80	2.70	2.60	2.50
30 sec	4.00	3.80	3.60	3.40	3.20	3.00
1 min	5.00	4.80	4.60	4.40	4.20	4.00

WJIL
1961

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 5445 5.00
Morgan County Broadcasting Co., Inc., Box 225, Jacksonville, Ill. 62650. Phone 217-245-5119.

STATION'S PROGRAMMING DESCRIPTION
WJIL: Country & Western Music.

1. PERSONNEL
General Manager—Ron Gray.

2. REPRESENTATIVES
Hal Walton Co.
Bruce Schneider & Co

3. FACILITIES
1,000 w days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Illinois Radio Network.
Affiliated with American Information Network.

TIME RATES
Eff 8/1/74—Rec'd 7/3/74.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24+
1 min	8.25	7.75	7.25	6.75	6.25

36 sec: 80% of 1-min. 10 sec: 50% of 1-min.

(Jacksonville continued on next page)

WLDS

1941

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 5500 7.00
Jacksonville Radio & Television Broadcasting Corp., Box 477, Jacksonville, Ill. 62650. Phone 217-245-7171.

STATION'S PROGRAMMING DESCRIPTION
WLDS: Programmed for adults.

1. PERSONNEL
General Manager—Gerald J. Cassens.

2. FACILITIES
1,000 w. days; 1180 kc. Non-directional.
Operating schedule: Sunrise-sunset weekdays.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WEAI (FM).
Affiliated with KBS.

TIME RATES
Eff 1/1/75—Rec'd 12/23/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	51x	101x	301x	501+
10/20 sec	4.50	4.30	4.10	3.90	3.70	3.50
30 sec	5.50	5.30	5.10	4.90	4.70	4.50
1 min	6.50	6.30	6.10	5.90	5.70	5.50

JERSEYVILLE (1 AM; 1 FM)

Jersey County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WJBM

1950

Media Code 4 214 5610 4.00
Tri-County Broadcasting Co., Jerseyville, Ill. 62052. Phone 498-2185.

1. PERSONNEL
Station Manager—Robert P. Skibbe.

2. FACILITIES 500 w. days; 1480 kc. Directional.
Operating schedule: 6 am-5 pm.
Partial simulcast operation. Simulcast 6-8 am.
For non-simulcast facilities see WJBM-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 10/1/59—Rec'd 1/14/60.

6. SPOT ANNOUNCEMENTS

	1x	14x	27x	52x	260x	312x
120 wds	5.75	5.20	4.50	4.20	3.90	3.00
60 wds	4.55	3.00	3.25	2.95	2.00	2.90

WJBM-FM

1967

Media Code 4 214 5611 2.00
Tri-County Broadcasting Co., Jerseyville, Ill. 62052. Phone 498-2185.
See affiliated AM station for additional information.

2. FACILITIES
ERP 50,000 w.; 104.1 mc.
Operating schedule: 6 am-10 pm.
Partial simulcast operating. Operated separately 6 am-10 pm. For simulcast facilities see WJBM.
10 pm. For simulcast facilities see WJBM.

TIME RATES
Eff 11/67—Rec'd 10/10/67.

6. SPOT ANNOUNCEMENTS

	1x	14x	27x	53x	105x	261-312
20 sec	3.50	3.25	2.75	2.50	2.25	2.00
1 min	4.50	4.25	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	50 ti
20 sec	25.00	45.00	90.00
1 min	35.00	65.00	150.00

JOLIET (2 AM; 1 FM)

Will County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WJOL

1924

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 5665 6.00
WJOL, 601 Walnut St., Joliet, Ill. 60434. Phone 815-726-4761.

1. PERSONNEL
General Manager—William W. Hansen.
Sales Manager—Don Neer.
Program Director—Wally Nelson.

2. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WLLI (FM).
Affiliated with American Information Network.

TIME RATES
Eff 1/1/74—Rec'd 1/2/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am & 10-3 pm.
B—All other times.

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	20	17	17	14	15	12
6 ti	19	16	16	13	14	11
12 ti	18	15	15	12	13	10
18 ti	17	14	14	11	12	9
24 ti	16	13	13	10	11	8
30 ti	15	12	12	9	10	7

10 sec: 50% of 1-min.

WJRC

1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 5775 5.00
WJRC, Box 914, 57 W. Jefferson St., Joliet, Ill. 60434. Phone 815-727-5176.

STATION'S PROGRAMMING DESCRIPTION
WJRC: Programmed for young adult & adult audiences.
MUSIC: MOR, current hits combined with oldies & standards. 4 hrs radio auction Sat. NEWS: emphasis on local; 3 20-min newscasts daily, plus 5-min casts at :00; network at :30. Talk shows 10 am-noon weekdays. Contact Representative for further details. Rec'd 5/13/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—J. Robert Wheeler.
Sales Manager—William Lipsey.
Program Director—Dale P. Zahn.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
500 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 2a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28c, 29a, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with The Rep Network.
Member: Illinois Radio Network.

TIME RATES
Eff 5/1/75—Rec'd 5/13/75.
Prime—Mon thru Fri 6-9 am, noon-1 pm & 3:30-6 pm; Sat 6-9 am & noon-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min Prime	1 min A	30 sec Prime	30 sec A
1 x	11.00	10.50	9.50	8.00
26 x	10.75	10.25	9.00	7.75
52 x	10.50	10.00	8.25	7.25
156 x	9.50	9.00	7.00	6.25
260 x	9.00	8.50	6.50	5.75
312 x	8.50	8.00	6.00	5.50
520 x	7.50	7.00	5.50	5.00
780 x	6.50	6.00	5.00	4.50
1040 x	6.00	5.50	4.50	4.00

15 sec: 50% of 1-min.
Edited by J. Robert Wheeler.

WLLI (FM)

1959

Great American Country

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 214 5902 7.00
WJOL, Inc., 601 Walnut St., Joliet, Ill. 60434. Phone 815-726-4761.
See affiliated AM station for additional information.
AM facilities: WJOL.

STATION'S PROGRAMMING DESCRIPTION
WLLI (FM): MUSIC: country-western.

2. FACILITIES
ERP 1,000 w.; 96.7 mc. Stereo.
Operating schedule: 24 hours daily. CST
Antenna ht.: ——— ft. above average terrain.

TIME RATES
Eff 1/1/74—Rec'd 1/2/74.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10	9	8	7	6	5
30 sec	8	7	6	5	4	3

KANKAKEE (1 AM; 1 FM)

Kankakee County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WBYG

(formerly WKAK)
1962

Media Code 4 214 5830 6.00
WKAK, Inc., Box 183, Rt. 50 North, Kankakee, Ill. 60901. Phone 815-939-4511.

STATION'S PROGRAMMING DESCRIPTION
WBYG: Programmed for adults & young adults.
MUSIC: adult contemporary: NEWS: network & local.
SPORTS: national & local. Farm, weather & stock reports Rec'd 3/26/75.

1. PERSONNEL
President—Harry Fitzgerald.
General Manager—Howard Dybedock.
Sales Manager—Noel Meyer.

2. REPRESENTATIVES
Call station direct.

3. FACILITIES
ERP 6,000 w.: 99.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 220 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 15b
Basic Rates: 20b, 21a, 21b, 21d, 23a, 23b, 24b, 29a, 30, 33a, 33b, 33c, 33d.
Cancellation: 70c, 72
Affiliated with American FM Network.
Member: National AgRadio Groups, Inc., Farm Radio Network.

TIME RATES
Eff ——— Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	520x	1040x
1 min	10.40	10.00	9.70	9.00	8.30	7.60	6.90
30 sec	8.30	8.00	7.60	6.90	6.20	5.50	4.80

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	9.00	8.30	7.60	6.90
30 sec	6.90	6.20	5.50	4.80

10. SPECIAL FEATURES
News, Sportscasts, Stock & Farm Reports—1-min rate plus 2.00.

WKAN

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 214 5885 2.00
Mid-America Audio-Video, Inc., 150 S. Dearborn, Kankakee, Ill. 60901. Phone 815-933-6633.

1. PERSONNEL
President—Burrell L. Small.
Station Manager—Don Boover.

2. REPRESENTATIVES
Pitt/Meeker Radio.

3. FACILITIES
1,000 w. days; 500 w. nights; 1320 kc.
Directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25c, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70c, 71a
Prod. Services: 80, 81, 82.

TIME RATES
Eff 12/11/74—Rec'd 12/16/74.
A—Mon thru Sat 6 am-1:30 pm & 4-7 pm; Sun 11:30 am-1:30 pm & 4-7 pm.
B—Mon thru Sat 1:30-4 pm & 7 pm-sign-off; Sun 7:30-11:30 am, 1:30-4 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

	1x	26x	52x	156x	260x	365x	520x
A	14.35	13.65	13.25	12.55	12.05	11.40	10.85
B	11.20	10.80	10.15	9.85	9.40	8.75	8.40

Fixed, extra 15%.

8. PROGRAM TIME RATES
5 MINUTES

	1x	26x	52x	156x	260x	365x	520x	1040x
A	26.55	25.25	24.00	22.65	21.35	20.10	18.65	17.30
B	21.60	20.45	19.35	18.40	17.10	16.10	14.95	13.80

CLASS A

	1	26x	52x	156x	260x	365x
10 min	38.90	36.95	35.00	33.00	31.05	29.05
1/4 hr	50.55	47.70	45.15	42.65	40.30	37.60
1/2 hr	72.35	69.00	65.55	62.05	58.65	55.25
1 hr	130.25	124.00	108.30	111.80	105.65	99.50

CLASS B

	1	26x	52x	156x	260x	365x
10 min	31.50	30.15	28.60	26.90	25.50	24.00
1/4 hr	37.85	35.90	34.10	32.15	30.40	23.40
1/2 hr	57.85	55.35	50.80	47.95	45.45	42.85
1 hr	99.50	94.85	88.50	83.85	79.20	74.60

KEWANEE (1 AM; 1 FM)

Henry County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WJRE (FM)

1966

NAB RAB

Media Code 4 214 5912 4.00
Kewanee Broadcasting Co., Hotel Kewanee, 125 N. Chestnut St., Kewanee, Ill. 61443. Phone 309-853-4471.
See affiliated AM station for additional information.
AM facilities WKEI.

1. PERSONNEL
Sales Manager—Ron Heal.

2. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Eff 2/1/74—Rec'd 2/26/74.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	156x	260x	520x
30 sec	4.50	4.00	3.50	3.00
1 min	5.50	5.00	4.50	4.00
PER WK:	**10 ti**	**25 ti**	**50 ti**	**100 ti**
30 sec	4.00	3.75	3.50	3.00

1 min, extra 1.00.

10. SPECIAL FEATURES
10-min newscasts 9.00
Incl open & close plus 2 spots.

WKEI

1952

NAB

Media Code 4 214 5940 5.00
Kewanee Broadcasting Company, Inc., Hotel Kewanee, 125 N. Chestnut St., Kewanee, Ill. 61443. Phone 309-853-4471.

1. PERSONNEL
Managing Owner—George Walker.

2. FACILITIES
500 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WJRE (FM).
Affiliated with American Information Network.

TIME RATES
Eff 2/1/74—Rec'd 10/25/74.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	156x	260x	520x
1 min	6.00	5.50	5.30	5.00
30 sec	5.00	4.50	4.30	4.00
PER WK, 10:05-11:00 AM:		**1 ti**	**3 ti**	**5 ti**
1 min/less		7.00	6.50	6.00

7. PACKAGE PLANS

PER WK:	10 ti	25 ti	50 ti	100 ti
30 sec	4.50	4.25	4.00	3.50

1 min, extra 1.00.

LA GRANGE

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

LANSING

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

LA SALLE (1 AM; 1 FM)

La Salle County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WLPO

1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 6050 2.00
The LaSalle County Broadcasting Corporation, Box 215, Ivy Way Dr., LaSalle, Ill. 61301. Phone 815-223-3100.

STATION'S PROGRAMMING DESCRIPTION
WLPO: Current hits combined w/oldies & stds.

1. PERSONNEL
Sales Manager—Robert F. Vickrey.

3. FACILITIES
1,000 w. days; 1220 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/2 time only.

5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 5/1/74—Rec'd 2/5/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x
1 min	8.00	7.05	6.80	6.60	5.90
30 sec	5.30	4.95	4.75	4.60	4.10
	312x	**365x**	**520x**	**1040x**	**2080x**
1 min	5.60	5.30	5.00	4.70	4.10
30 sec	3.95	3.80	3.50	3.20	2.70

7. PACKAGE PLANS
SATURATION IMPACT—1 WEEK

PER WK:	1 wk 1 min	1 wk 30 sec	2 wk 1 min	2 wk 30 sec	13 wk 1 min	13 wk 30 sec
21 ti	6.80	4.75	5.90	4.10	5.00	3.50
35 ti	5.90	4.10	5.30	3.80	4.70	3.20
70 ti	5.30	3.80	5.00	3.50	4.10	2.70

10. SPECIAL FEATURES
5-sec Time Mention—96 per *wk, ea. 1.05
10-sec Time Signal—50 per *wk. ea. 2.10
Mon thru Fri 10:50-11:30 am extra—1.00.
(*) 2-wk minimum.
Yearly contract 25 per wk.
Edited by Bob Vickrey.

WLPO-FM

1964

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 214 6051 6.00
La Salle County Broadcasting Corp., Box 215, Ivy Way Dr., La Salle, Ill. 61301. Phone 815-223-3100.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLPO-FM: Popular, contemporary music.

3. FACILITIES
ERP 2,000 w. (horiz.), 3,000 w. (vert.); 99.5 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 305 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11-FM Eff 5/1/74—Rec'd 2/5/74.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	52x	104x	156x	260x	312x	365x	520x
1 min	4.95	4.80	4.55	4.20	3.75	3.40	3.20	2.50
30 sec	3.95	3.85	3.65	3.35	3.00	2.70	2.55	2.10

7. PACKAGE PLANS
PROMOTIONAL PACKAGE

PER WK: FIXED:	1 wk 1 min	1 wk 30 sec	2 wk 1 min	2 wk 30 sec	13 wk 1 min	13 wk 30 sec
21 ti	4.55	3.65	4.20	3.35	3.40	2.70
35 ti	3.75	3.00	3.40	2.70	2.50	2.10
70 ti	3.40	2.70	3.20	2.55	----	----

10. SPECIAL FEATURES
IMPACT SATURATION—PREEMPTIBLE
ID, Time, Temp—10-13 sec/2 per hr, per mo. 175.00
1-min Weather—1 per hr, per mo. 225.00
30-sec Weather—1 per hr, per mo. 150.00
Yrly contracts; mo-to-mo, extra 20%.

LAWRENCEVILLE (1 AM; 1 FM)

Lawrence County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

(Lawrenceville continued on next page)

Lawrenceville—Continued

WAKO
1950

Media Code 4 214 6180 9.00
Lawrenceville Broadcasting Company, Box 210, Lawrenceville, Ill. 62439. Phone 943-3354.
1. PERSONNEL
Manager—Stuart K. Lankford.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES 500 w. days; 910 kc. Directional.
Operating schedule: 5:00 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAKO-FM.
4. AGENCY COMMISSION
15%; 15th of following month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
No. 2 Eff 7/1/73—Rec'd 10/22/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	365x
1 min	8.00	7.75	7.50	7.00	6.75	6.50	6.25	6.00
30 sec	6.50	6.25	6.00	5.50	5.25	5.00	4.75	4.50
10 sec	4.50	4.25	4.00	3.50	3.25	3.00	2.75	2.50

WAKO-FM
1965

Media Code 4 214 6181 7.00
Lawrenceville Broadcasting Company, Box 210, Lawrenceville, Ill. 62439. Phone 618-943-3354.
See affiliated AM station for additional information.
3 FACILITIES
ERP 2,000 w. (vert.); 2,250 w. (horiz.); 103.1 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 248 ft. above average terrain.
Partial simulcast operation. Operated separately sunset-midnight. For simulcast facilities see WAKO.
5. GENERAL RATE POLICY
Affiliated with MBS.

TIME RATES
No. 4 Eff 1/1/74—Rec'd 4/26/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	365x
1 min	5.00	4.75	4.50	4.25	4.10	3.90	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.10	2.90	2.75	2.50

LINCOLN (1 AM; 1 FM)

Logan County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WPRC
1947

WPRC-FM
1971

Virginia Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 214 6215 1.00
The Virginia Broadcasting Corp., Box 190, Lincoln, Ill. 62656. Phone 217-735-2337.
1. PERSONNEL
Manager—John L. O'Donnell.
2. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 204 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
No. 7 4/1/75—Rec'd 4/9/75.
AAA—Daily 6 am-1 pm.
AA—Daily 1-6 pm.
A—Daily 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AAA

	1x	52x	156x	260x	312x
1 min	8.00	7.70	7.40	7.10	6.80
30 sec	7.00	6.70	6.40	6.10	5.80
15 sec	4.00	3.85	3.70	3.55	3.40
		520x	780x	1040x	1560x
1 min		6.50	6.20	5.90	5.60
30 sec		5.50	5.20	4.90	4.60
15 sec		3.25	3.10	2.95	2.80

CLASS AA

	1x	52x	156x	260x	312x
1 min	7.00	6.70	6.40	6.10	5.80
30 sec	6.00	5.70	5.40	5.10	4.80
15 sec	3.50	3.35	3.20	3.05	2.90
		520x	780x	1040x	1560x
1 min		5.50	5.20	4.90	4.60
30 sec		4.50	4.20	3.90	3.60
15 sec		2.75	2.60	2.45	2.30

CLASS A

	1x	52x	156x	260x	312x
1 min	6.00	5.70	5.40	5.10	4.80
30 sec	5.00	4.70	4.40	4.10	3.80
15 sec	3.00	2.85	2.70	2.55	2.40
		52x	780x	1040x	1560x
1 min		4.50	4.20	3.90	3.60
30 sec		3.50	3.20	2.90	2.60
15 sec		2.25	2.10	1.95	1.80

7. PACKAGE PLANS

WEEKLY SATURATION PLANS

PER WK:	Plan I 1 min	Plan I 30 sec	Plan I 15 sec	Plan II 1 min	Plan II 30 sec	Plan II 15 sec
13 ti	6.50	5.50	3.25	6.00	5.00	3.00
25 ti	6.20	5.20	3.10	5.70	4.70	2.85
40 ti	5.90	4.90	2.95	5.40	4.40	2.70
70 ti	5.60	4.60	2.80	5.10	4.10	2.55

Plan I—ROS/BTA AAA & AA.
Plan II—ROS/BTA AAA, AA & A.
Max 7-day period both plans.

SPECIAL YEARLY CONTRACTS

	1 min	30 sec
Plan I—2700 ti (2/3AAA, 1/3AA)	3.30	3.00
Plan II—2700 ti (1/3AAA, 1/3AA, 1/3A)	3.00	2.70

16. SPECIAL FEATURES
NEWS, WEATHER, SPORTS, FARM
5 min—earned 1-min plus 1.50 service charge per program. Incl open & close ID's plus 1 1-min or 1 30-sec spot.

LITCHFIELD (1 AM; 1 FM)

Montgomery County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WSMI
1950

Mutual Broadcasting System

Subscriber to the NAB Radio Code
Media Code 4 214 6270 6.00
Talley Broadcasting Corp., Box 10, Litchfield, Ill. 62056. Phone 217-324-5921. Hillsboro phone 217-532-2066.
Greenville branch studio office: 618-664-2222.
Carlinville branch studio office: 217-854-8565.
STATION'S PROGRAMMING DESCRIPTION
WSMI: News, information, farm, MOR music.
1. PERSONNEL
Pres. & Gen'l Mgr.—Hayward L. Talley.
2. REPRESENTATIVES
PBO/Meeker Radio.
West Coast—Bill Dahlsten & Associates.
Downstate Illinois, Missouri—Contact station.
3. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Affiliated with The Rep Network.
Member: Illinois Radio Network.

TIME RATES
Eff————Rec'd 4/30/75.
AAA—7:06-9 am.
AA—Mon thru Fri 6:30-7:06 am, 9-9:30 am, 11:15 am-1:15 pm & 3:30-5:15 pm; Sat 6:30-7:06 am, 9 am-1:15 pm & 3:30-5:15 pm; Sun 7:30-9:15 am & 11:45-1:30 pm.
A—Mon thru Fri 6-6:30 am, 9:30-11:15 pm, 1:15-3:30 pm & 5:15-7 pm; Sat 6-6:30 am, 1:15-3:30 pm & 5:15-7 pm; Sun 6-7:30 am, 9:15-11:45 am & 1:30-7 pm.
B—Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER YR, 1 MIN:	1x	156x	312x	1000x	2000+
B	5.00	3.50	3.00	2.75	2.60
A	6.00	5.50	4.50	4.35	4.25
AA	8.00	7.75	7.50	6.80	6.70
30 SEC:					
B	2.50	2.40	2.15	1.50	1.40
A	4.00	3.10	2.85	2.60	2.50
AA	5.00	4.50	3.75	3.50	3.40
AAA	9.50	9.35	9.20	9.10	9.00

Edited by Hayward L. Talley.

WSMI-FM
1960

Subscriber to the NAB Radio Code
Media Code 4 214 6271 4.00
Talley Broadcasting Corp., Box 10, Litchfield, Ill. 62056. Phone 217-324-5921. Hillsboro, Ill. Phone 217-532-2066.
Greenville branch studio office: 618-664-2222.
Carlinville branch studio office: 217-854-8565.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WSMI-FM: Country western.
2. FACILITIES
EBP 19,500 w. (horiz.), 19,500 w. (vert.); 106.1 mc.
Operating schedule: 5:45 am-11 pm. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Eff 2/20/75—Rec'd 2/28/75.
AAA—Mon thru Sat 7:06-9 am.
AA—Mon thru Fri 6:30-7:06 am, noon-1 pm & 3-5:15 pm; Sat 6:30-7:06 am, noon-1:15 pm & 3:30-5:15 pm; Sun 7:30-9:15 am & 11:45-1:30 pm.
A—Mon thru Fri 6-6:30 am, 9 am-noon, 1-3 pm & 5:15-7 pm; Sat 6-6:30 am, 9 am-noon, 1:15-3:30 pm & 5:15-7 pm; Sun 6-7:30 am, 9:15-11:45 am & 1:30-7 pm.
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS
Identical to AM.

LOVES PARK

Winnebago County—Map Location E-2
See SRDS consumer market map and data at beginning of the State

See Rockford
(including Loves Park)

MACOMB (1 AM; 1 FM)

McDonough County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WKAI
1947

Subscriber to the NAB Radio Code
Media Code 4 214 6320 3.00
WKAI Broadcasting Co., 119 W. Carroll St., Macomb, Ill. 61455. Phone 309-833-5561.
1. PERSONNEL
General Manager—Bob Wills.
3. FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: 7 am-4:45 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/15/73—Rev 8/26/74—Rec'd 8/28/74.

7. PACKAGE PLANS

ROS:	5 ti	10 ti	25 ti	50 ti	100 ti
1 min	22.50	42.50	100.00	187.50	350.00
30 sec	20.00	35.00	87.50	162.50	300.00
GUARANTEED:					
1 min	30.00	55.00	131.25	250.00	475.00
30 sec	23.75	45.00	106.25	200.00	375.00
BULK, ROS:	5x	10x	25x	50x	100x
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.50	3.50	3.25	3.00
		200x	300x	400x	500x
1 min		3.25	3.00	2.75	2.50
30 sec		2.75	2.50	2.25	2.00
GUARANTEED:	5x	10x	25x	50x	100x
1 min	6.00	5.50	5.25	5.00	4.75
30 sec	4.75	4.50	4.25	4.00	3.75
		200x	300x	400x	500x
1 min		4.50	4.25	4.00	3.75
30 sec		3.50	3.25	3.00	2.75

WKAI-FM
1966

Subscriber to the NAB Radio Code
Media Code 4 214 6381 1.00
WKAI Broadcasting Co., 119 W. Carroll St., Macomb, Ill. 61455. Phone 309-833-5561.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3000 w.; 100.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WKAI. See that listing.

MARION (1 AM; 1 FM)

Williamson County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WDDD
1970

Media Code 4 214 6435 5.00
3-D Communications Corp., Rt. 37, N., Marion, Ill. 62959. Phone 618-997-2341.
STATION'S PROGRAMMING DESCRIPTION
WDDD: 100% Country-Western.
1. PERSONNEL
Pres. & Gen'l Mgr.—Dennis F. Doelitzsch.
2. REPRESENTATIVES
Gert Bunches and Associates.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Member: Gert Bunches & Associates Group.

TIME RATES
Eff ————Rec'd 8/3/72.

6. SPOT ANNOUNCEMENTS

	1x	75x	150x	225x	300x	375x	450x
1 min 6 00	5.85	5.70	5.55	5.40	5.25	5.10	
30 sec 5 50	5.35	5.20	5.05	4.90	4.75	4.60	

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	5.75	5.50	5.35	5.25
30 sec	5.25	5.00	4.85	4.75

WGGH
1949

Media Code 4 214 6490 8.00
Marion Broadcasting Co., Box 340, Rt. 13, E., Marion, Ill. 62959. Phone 618-993-8102, 8103.
1. PERSONNEL
General Manager—Dee Rose.
Commercial Manager—Ina S. Tramell.
2. REPRESENTATIVES
St. Louis—Bruce Schneider & Co.
3. FACILITIES
5,000 w. days; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
Eff 8/1/71—Rec'd 9/2/71.

6. SPOT ANNOUNCEMENTS

	1x	25x	100x	300x
1 min	12.00	10.00	8.00	6.50
30 sec	9.50	8.00	6.50	5.50

Edited by Ina S. Trammell.

MATTOON (1 AM; 1 FM)

Plus 2 paid cross references.
Coles County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WEIC
CHARLESTON
City of license, Charleston, Ill.
Considered by Mutual Broadcasting System as their Mattoon outlet.
See listing under Charleston, Ill.

WITT (FM)
TUSCOLA

NBC News & Information Service

City of license, Tuscola, Ill.
Considered by NBC News & Information Service as their Mattoon outlet.
See listing under Tuscola, Ill.

WLBH
1946

Subscriber to the NAB Radio Code
Media Code 4 214 6600 4.00
Mattoon Broadcasting Co., Box 564, Mattoon, Ill. 61938. Phone 217-234-6464.
STATION'S PROGRAMMING DESCRIPTION
WLBH: Programs, information and entertainment.
1. PERSONNEL
Vice-Pres. & Mgr.—Ken Wooddell.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
St. Louis—Bruce Schneider & Co.
3. FACILITIES
250 w. days; 1170 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. CST.
Partial simulcast operation. Simulcast 5:45-8:30 am. For non-simulcast facilities see WLBH-FM.
4. AGENCY COMMISSION
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Illinois Radio Network.

TIME RATES
Eff 8/1/73—Rec'd 6/11/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	100x	260x
1 min	6.50	6.17	5.85	5.52

30 sec: 80% of 1-min.

WLBH-FM
1949

Subscriber to the NAB Radio Code
Media Code 4 214 6601 2.00
Mattoon Broadcasting Co., Box 564, Mattoon, Ill. 61938. Phone 217-234-6464. Charleston phone: 217-345-2528.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WLBH-FM: General popular music.
1. PERSONNEL
Manager—J. R. Livesay, II.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 5:45 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Operated separately 8:30 am-midnight. For simulcast facilities see WLBH.

TIME RATES
Eff————Rec'd 6/6/72.

6. SPOT ANNOUNCEMENTS
1 min, flat 3.50

McLEANSBORO

Hamilton County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

WMCL
1968

Subscriber to the NAB Radio Code
Media Code 4 214 6680 6.00
Community Service Broadcasting, Inc., Box 282, McLeansboro, Ill. 62859. Phone 618-643-2311.
Mt. Vernon office: 811 Broadway, Mt. Vernon, Ill. 62864. Phone 618-242-4023.
STATION'S PROGRAMMING DESCRIPTION
WMCL: Modern country; news at :55.
1. PERSONNEL
Sales Manager—Alan Beck.
3. FACILITIES
250 w.; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% within 60 days.

TIME RATES
Eff 6/1/75—Rec'd 6/4/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

	1x	13x	26x	52x	104x	156x	260x	500x
1 min	11.75	11.35	10.90	10.50	10.00	9.65	9.25	8.80
30 sec	8.40	8.00	7.75	7.45	7.15	6.80	6.55	6.30

CLASS A

	1x	13x	26x	52x	104x	156x	260x	500x
1 min	9.80	9.45	9.10	8.75	8.40	8.05	7.70	7.35
30 sec	7.00	6.70	6.45	6.20	5.95	5.65	5.45	5.25

10. SPECIAL FEATURES
Farm—1x AA rate, no frequency discount.
Edited by Jim Glassman.

(CR)

MENDOTA (1 AM; 1 FM)

La Salle County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WGLC
1964

Media Code 4 214 6710 1.00
Agri-Voice, Inc., Box 474, 706 Washington St., Mendota, Ill. 61342. Phone 815-539-6751.
STATION'S PROGRAMMING DESCRIPTION
WGLC: Programming is MOR music.
1. PERSONNEL
Pres., Gen'l Mgr. & Farm Dir.—Michael Ross.
3. FACILITIES
250 w. days; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WGLC-FM.
4. AGENCY COMMISSION
15/0; due and payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/71—Rec'd 2/22/71.

(This listing continued on next page)

Mendota—WGLC—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti
1 min	4.00	3.75	3.50	3.25
30 sec	3.00	2.75	2.50	2.25

WGLC-FM

1965

Media Code 4 214 6711 6.00
Agri-Voice, Inc., Box 474, 706 Washington St., Mendota, Ill. 61342. Phone 815-539-6751.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-10 pm.
Antenna ht.: ———.
Partial simulcast operation. Operated separately 6 am-sunrise & sunset-10 pm. For simulcast facilities see WGLC.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: Illinois Radio Network.

TIME RATES

60% of applicable AM rates.

METROPOLIS

Massac County—Map Location F-11
See SRDS consumer market map and data at beginning of the State.

WMOK

1950

Subscriber to the NAB Radio Code
Media Code 4 214 6820 6.00
Fort Massac Broadcasting Company, 409 Ferry St., Metropolis, Ill. 62960. Phone 618-524-2106.
1. PERSONNEL
Sales & Sta. Mgr.—V. E. Smith.
3. FACILITIES
1,000 w. days; 620 kc. Non-directional.
Operating schedule: 5:30 am-local sunset weekdays; 7:00 am-sunset Sundays. CST.
4. AGENCY COMMISSION
15% on time only; bills rendered monthly.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES

Rates effective April 1, 1962. (Card No. 7.)
Card received July 2, 1962.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.		1 min.	30 sec.
1 time	4.75	4.00	260 times	2.85	2.40
12 times	4.25	3.60	312 times	2.50	2.10
26 times	2.96	2.35	365 times	2.15	1.80
52 times	2.55	2.05	730 times	1.80	1.50
156 times	2.26	2.70			

MOLINE

Rock Island County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Davenport (Iowa)-Rock Island (Ill.)-Moline (Ill.) under Iowa

MONMOUTH

Warren County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WRAM

1957

Subscriber to the NAB Radio Code
Media Code 4 214 6875 2.00
Monmouth Broadcasting Co., Box 367, 200 S. Main, Monmouth, Ill. 61462. Phone 309-734-2111
STATION'S PROGRAMMING DESCRIPTION
WRAM: MUSIC: MOR. FARM: 6-7 am.
1. PERSONNEL
Owner/Gen'l Mgr.—John R. Hallstrom.
Sales Manager—Armond Akey.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Western States—Bill Dahlsten & Associates.
3. FACILITIES
1,000 w. days; 1330 kc. Directional
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.
Member: Illinois Radio Network.

TIME RATES

Eff ———Rec'd 6/3/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	365x	520x
1 min	5.30	5.00	4.71	4.41	4.12	3.82	3.53
30 sec	4.41	4.12	3.82	3.53	3.24	2.64	2.65

MONTICELLO

Piatt County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WVLJ (FM)

1972

Media Code 4 214 6902 4.00
Monticello Broadcasting Co., Box 105.5, R. R. #1, Rts. 47 & 105., Monticello, Ill. 61856. Phone 217-762-2588.
STATION'S PROGRAMMING DESCRIPTION
WVLJ (FM): MOR. Farm 5-8 am, UPI news, AP.
1. PERSONNEL
Station Manager—Richard L. Jones.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 5-am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES

Eff 1/1/75—Rec'd 2/7/75.

6. SPOT ANNOUNCEMENTS

	5x	11lx	22lx	46lx
1 min	6.00	5.50	5.00	4.50
30 sec	3.25	3.00	2.75	2.50
10 sec	3.00	2.75	2.50	2.25

Edited by Richard L. Jones.

MORRIS (1 AM; 1 FM)

Grundy County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCSJ

1964

Subscriber to the NAB Radio Code
Media Code 4 214 6930 5.00
Grundy County Broadcasters, Inc., Box 270, 303-1/2 Liberty St., Morris, Ill. 60450. Phone 815-942-0022.
1. PERSONNEL
President—M. H. Stuckwish.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
250 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WRMI (FM).
Member: Illinois Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 Eff 5/1/73—Rec'd 5/3/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	104x	156x	260x	500x
1 min	5.95	5.65	5.35	5.05	4.80	4.60
30 sec	4.45	4.25	4.05	3.85	3.65	3.50

7. PACKAGE PLANS

	Per mo 120 ti	90 ti	60 ti	Per wk 20 ti	10 ti
1 min	550.00	435.00	305.00	97.50	52.50
30 sec	410.00	332.50	230.00	75.00	40.00

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/FARM

	1x	26x	104x	156x	260x	500x
5 min	8.35	7.50	7.15	6.80	6.45	5.85
1/4 hr	15.00	13.50	12.85	12.20	11.60	10.45

WRMI (FM)

1962

Subscriber to the NAB Radio Code
Media Code 4 214 6950 3.00
Grundy County Broadcasters, Inc., Box 270, 303-1/2 Liberty St., Morris, Ill. 60450. Phone 815-942-0022.
See affiliated AM station for additional information.
AM facilities: WCSJ.
3. FACILITIES
ERP 3,400 w.; 104.7 mc.
Operating schedule: 5:45 am-10:15 pm. CST.
Antenna ht.: 107 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 Eff 5/1/73—Rec'd 5/3/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	104x	156x	260x	500x
1 min	3.60	3.40	3.20	3.05	2.90	2.75
30 sec	2.70	2.55	2.40	2.30	2.20	2.10

7. PACKAGE PLANS

	Per mo 120 ti	90 ti	60 ti	Per wk 20 ti	10 ti
1 min	330.00	260.00	182.50	57.50	31.50
30 sec	245.00	200.00	137.50	45.00	24.00

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/FARM

	1x	26x	104x	156x	260x	500x
5 min	9.00	8.10	7.70	7.50	6.95	6.25
1/4 hr	9.00	8.10	7.70	7.50	6.95	6.25

MOUNT CARMEL (1 AM; 1 FM)

Wabash County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WSAB (FM)

1960

Subscriber to the NAB Radio Code
Media Code 4 214 7040 2.00
Jel-Co Radio, Inc., Box 553, North Cherry Rd., Mount Carmel, Ill. 62863. Phone 618-263-5111.
See affiliated AM station for additional information.
AM facilities: WVMC.
STATION'S PROGRAMMING DESCRIPTION
WSAB (FM): MUSIC: Standards & Classical.
1. PERSONNEL
President—John F. Hurlbut.
3. FACILITIES
ERP 37,400 w.; 94.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 410 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WVMC.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES

Rates are identical to WVMC. See that listing.

WVMC

1949

Subscriber to the NAB Radio Code
Media Code 4 214 7095 6.00
Jel-Co Radio, Inc., Box 553, Outer N. Cherry St Mt. Carmel, Ill. 62863. Phone 618-262-5111.
STATION'S PROGRAMMING DESCRIPTION
WVMC: MUSIC: MOR. NEWS: emphasis on local
1. PERSONNEL
Pres. & Gen'l Mgr.—John F. Hurlbut.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w. days; 1360 kc.
Operating schedule: 5:55 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-6 pm.
For non-simulcast facilities see WSAB (FM).
4. AGENCY COMMISSION
15% on net time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WSAB (FM).
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Farm Radio Network, Illinois Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 9 Eff 8/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	15 ti	20 ti	30 ti	40 ti
1 min	4.50	4.30	4.10	3.80	3.50
30 sec	3.80	3.60	3.40	3.20	2.90
20 sec	3.10	2.90	2.70	2.30	2.30

Guaranteed time, extra 10%.

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER/FARM

PER WK, EA:	1 ti	3 ti	6 ti	12 ti
5 min	9.50	8.50	7.50	6.50
10 min	15.50	13.50	11.50	9.50
1/4 hr	19.25	16.75	14.25	11.75

News Headlines (commissionable), flat, ea 3.00

MOUNT VERNON (1 AM; 1 FM)

Plus 1 paid cross reference.
Jefferson County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WMCL

McLEANSBORO

City of license, McLeansboro, Ill.
Mt. Vernon office: 811 Broadway, Mt. Vernon, Ill. 62864. Phone 618-242-4023.
See listing under McLeansboro, Ill.

WMIX

1946

Withers Broadcasting Company
Media Code 4 214 7150 9.00
Withers Broadcasting Co. of Ill., Box 1238, Mount Vernon, Ill. 62864. Phones Centralia-Salem 618-534-6555, Mount Vernon 618-242-3500. TWX 910-996-2481.
STATION'S PROGRAMMING DESCRIPTION
WMIX: Middle-of-the-Road.
1. PERSONNEL
General Manager—Bon Marlo.
2. REPRESENTATIVES
PRO/Meeker Radio.
Bruce Schneider & Co.
3. FACILITIES
5,000 w. days, 500 w. nights; 940 kc.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities, see WMIX-FM.
4. AGENCY COMMISSION
None, all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Brownfield Network.

TIME RATES

Eff 9/1/74—Rec'd 11/11/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	300x	600x	1200x
1 min	8.00	7.00	6.00	5.00
30 sec	6.00	5.00	4.00	3.50

Fixed: Extra 20%.

7. PACKAGE PLANS
SATURATION PLANS

	Per day 10 ti	15 ti	20 ti	Per wk 35 ti	70 ti	100 ti
1 min	5.25	5.00	4.75	5.50	4.75	4.50
30 sec	5.00	4.00	3.50	4.50	3.75	3.50

Fixed: Extra 20%.
Submitted by W. Russell Withers, Jr.

WMIX-FM

1946

Withers Broadcasting Company
Media Code 4 214 7151 7.00
Withers Broadcasting Co. of Ill., Box 1238, Mount Vernon, Ill. 62864. Phones Centralia-Salem 618-534-6555; Mount Vernon 618-242-3500. TWX 910-996-2481.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 612 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WMIX.
4. AGENCY COMMISSION
None, all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Brownfield Network.

TIME RATES

Rates are identical to WMIX. See that listing.

MURPHYSBORO (1 AM; 1 FM)

Jackson County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WINI

1954

Media Code 4 214 7260 6.00
WINI, Box 678, Old Rt. 13, N. of Murphysboro, Ill. 62966. Phone 618-684-2128.
STATION'S PROGRAMMING DESCRIPTION
WINI: Programmed for adults and young adults.
1. PERSONNEL
General Manager—Dale W. Adkins.
3. FACILITIES
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES

Eff 4/1/75—Rec'd 2/24/75.

6. SPOT ANNOUNCEMENTS

	1x	250x	500x	1000x
1 min	6.00	5.25	4.50	4.00
30 sec	4.00	3.50	3.00	———

WTAO (FM)

1972

Media Code 4 214 7287 9.00
Sunshine Broadcasting Corp., Box 286, Rt. 5, Murphysboro, Ill. 62966. Phone 618-687-2000.
STATION'S PROGRAMMING DESCRIPTION
WTAO (FM): Progressive Rock.
1. PERSONNEL
Pres. & Gen'l Mgr.—William Varecha.
2. REPRESENTATIVES
Jack Maala & Co., Inc.
3. FACILITIES
ERP 3,000 w.; 104.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 190 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES

Eff 8/15/74—Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS
1 min 3.00 30 sec 6.00

NAPERVILLE

Du Page County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WKKD (FM)

AURORA

(This is a paid duplicate of the listing appearing under Aurora, Ill.)
Media Code 4 214 6275 6.00
Salter Broadcasting Co., 1884 Plain Ave., Aurora, Ill. 60505. Phone 312-898-6668.
STATION'S PROGRAMMING DESCRIPTION
WKKD (FM): MUSIC: Big band & familiar standards. NEWS: UPI at .50. SPORTS: play-by-play local football & basketball. Contact Representative for further details. Rec'd 2/24/75.
1. PERSONNEL
General Manager—Charles G. Fillippi.
Sales Manager—Norbert (Rusty) Tyn.
Program Director—James C. Swanson.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
ERP 3,000 w. (horiz), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with The Rep Network.
AM facilities: WFVR.

TIME RATES

Eff ——Rec'd 2/24/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	165x	157x	261x	313x	365+
1 min	16.50	15.60	14.70	12.90	12.00	10.00
30 sec	14.00	13.20	12.40	11.25	10.00	8.00
20 sec	12.00	11.25	10.75	10.00	8.00	6.75
10 sec	10.50	10.00	9.30	8.60	6.50	5.50

10. SPECIAL FEATURES

	1x	165x	157x	261x	313x	365+
News	20.00	18.00	16.50	15.50	13.50	12.00 (D)

NORMAL

McLean County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Bloomington (including Normal)

OAK PARK

Cook County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

OLNEY (1 AM; 1 FM)

Richland County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

(Olney continued on next page)

Olney—Continued

WSEI (FM)

1953

Subscriber to the NAB Radio Code
Media Code 4 214 7818 6.00
Public Service Broadcasters, Drawer L, Olney, Ill. 62450. Phone 618-392-2156.
See affiliated AM station for additional information.
AM facilities: WVLN.

3. FACILITIES
ERP 50,000 w.; 92.9 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 290 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable in 10 days.

TIME RATES
Eff 2/1/63—Rec'd 9/10/63.

6. SPOT ANNOUNCEMENTS

	1 ti	13 ti	26 ti	52 ti	104 ti	156 ti	208 ti	312 ti
(*)	3.20	3.05	2.90	2.75	2.60	2.45	2.25	2.10

(*) 1 min/less.
WVLN spot rates earned may apply on WSEI purchases.

WVLN

1947

Subscriber to the NAB Radio Code
Media Code 4 214 7370 5.00
Public Service Broadcasters, Drawer L, Olney, Ill. 62450. Phone 618-392-2156.

1. PERSONNEL
Gen'l & Sales Mgr.—Lawrence W. Beabout.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WSEI (FM).
Affiliated with American Information Network.
Member: Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 11/1/73—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x	500x
1 min	4.80	4.50	4.25	3.75	3.30	3.00
30 sec	3.35	3.00	2.85	2.50	2.20	2.05

10 sec, flat 1.90.

OTTAWA (1 AM; 1 FM)

La Salle County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WCMY

1952

RAB

Virginia Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 214 7425 5.00
Virginia Broadcasting Corp., Box 430, 216 W. La-Fayette St., Ottawa, Ill. 61350. Phone 815-434-6050.

1. PERSONNEL
General Manager—Dan Parker.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Member: Illinois Radio Network.

TIME RATES
No. 8 Eff 9/1/74—Rec'd 8/27/74.
AA—Mon thru Sat 6-9:30 am, 11:30 am-1 pm & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	101x	301x	501x	701x	901+
CLASS AA						
1 min	8.00	7.50	6.90	6.30	5.70	5.30
30 sec	7.00	6.50	5.90	5.30	4.70	4.30
CLASS A						
1 min	7.00	6.50	5.90	5.30	4.70	4.30
30 sec	6.00	5.50	4.90	4.30	3.70	3.30

7. PACKAGE PLANS

WKLY, ROS:	12 ti	24 ti	48 ti	72 ti
1 min	70.80	127.20	225.60	309.60
30 sec	58.80	103.20	177.60	237.60
15 sec	35.40	63.60	112.80	154.80

WOLI (FM)

1964

NAFMB

Media Code 4 214 7480 9.00
Van Schoick Enterprises, Inc., Box 763, Hitt St., Ottawa, Ill. 61350. Phone 815-434-6000.
Studio: Columbus & Superior Sts., Ottawa, Ill.

STATION'S PROGRAMMING DESCRIPTION
WOLI (FM): top 40, local news, sports.

1. PERSONNEL
Manager—Carolyn Van Schoick.

3. FACILITIES
ERP 3,000 w.; 88.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Eff 2/15/74—Rec'd 3/5/74.

7. PACKAGE PLANS

BULK:	1x	100x	250x	500x	750x	1000x
1 min	11.00	8.80	8.00	7.00	5.00	5.00
30 sec	8.00	6.60	6.00	5.00	4.40	4.00

PARIS (1 AM; 1 FM)

Edgar County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WACF (FM)

1952

A Ferguson Owned Station
Media Code 4 214 7507 0.00
Paris Broadcasting Corp., Box 398, Paris, Ill. 61944. Phone 217-465-6336.
Studio—State Rt. 133, 2 miles W. of Paris, Ill.
See affiliated AM station for additional information.
AM facilities: WPRS.

STATION'S PROGRAMMING DESCRIPTION
WACF (FM): Country and western music.

3. FACILITIES
ERP 50,000 w.; 98.5 mc.
Operating schedule: 4:45-12:15 am.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Operated separately 7-12:30 am. For simulcast facilities see WPRS.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 7/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	100x
1 min/less	5.10	4.80	4.75	4.40	4.25
	260x	312x	520x	780x	1560x
1 min/less	3.95	3.85	3.85	3.55	3.40

7. PACKAGE PLANS

PER DAY, USED IN DAY:			5 ti	10 ti	15 ti
Ea			3.95	3.90	3.45
PER WK:	12 ti	30 ti	42 ti	60 ti	90 ti
Ea	4.00	3.70	3.65	3.45	3.25

Specified spots must be used in 1 wk.

WPRS

1951

A Ferguson Owned Station
Media Code 4 214 7535 1.00
Paris Broadcasting Corp., Box 398, Paris, Ill. 61944. Phone 217-465-6336.
Studio: State Route 133, 2 miles West of Paris, Ill.

STATION'S PROGRAMMING DESCRIPTION
WPRS: Programmed for housewives, farmers, and commuters.

1. PERSONNEL
Pres. & Gen'l Mgr.—Adlai C. Ferguson, Jr.

3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-7 am. For non-simulcast facilities see WACF (FM).

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WACF (FM).
Affiliated with KBS.
Member: Illinois Radio Network.

TIME RATES
Eff 5/1/75—Rec'd 4/21/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	100x	260x	312x
1 min	8.10	7.70	7.35	6.95	6.60	6.25	5.95
30 sec	6.95	6.60	6.30	6.05	5.70	5.45	5.10

PEKIN

Tazewell County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

See Peoria
(including Pekin)

PEORIA (5 AM; 5 FM)

(including Pekin)
Peoria County—Map Location D-5
Tazewell County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-2 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	34	31	34	26
B	30	26	30	21
C	27	25	29	18
D	25	14	19	12
AVERAGE	29	24	28	19

WIRL

1947
PEORIA

EASTMAN RADIO, INC.

RAB

Subscriber to the NAB Radio Code
Media Code 4 214 7700 1.00
Mid-America Media, Inc., Box 3335, West Glen Sts., Peoria, Ill. 61614. Phone 309-694-6262.

STATION'S PROGRAMMING DESCRIPTION
WIRL: Programmed for adults and teens.
MUSIC 78%. AIR PERSONALITIES feature current hits and standards from 5 am-3 pm and current hits from 3 pm-5 am. NEWS 15%: 5 min at :45 and :15 from 5:45-8:45 am and thereafter 5 min at :45 and 2 min at :15, 7 man news team with 5 mobile news units. News features national, international, state and local. Numerous mobile news reports daily. Editorials daily. SPORTS: college basketball play-by-play. Audience participation contests run continually. Contact Representative for further details. Rec'd 10/26/70.

1. PERSONNEL
President—Burrell L. Small.
Vice Pres. & Gen'l Mgr.—Howard H. Frederick.
Station Manager—Morton E. Cantor.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1290 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24a, 28c, 29a, 31.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60h, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WSWT (FM).
Affiliated with Eastman Radio Network.

TIME RATES
WIRL/WSWT (FM) COMBINATION
No. 2 Eff 7/1/75—Rec'd 7/8/75.
I—Mon thru Sat 6-10 am & 3-7 pm; Sun 11 am-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—Mon thru Sat 5-6 am & 7 pm-midnight; Sun 5-11 am & 7 pm-midnight.

7. PACKAGE PLANS

	I				II			
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	47	43	41	39	41	39	37	35

	III			
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	35	33	31	29

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: deduct 20%.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 5 am-midnight Mon thru Sun necessary to maintain consec wk advertising.

Submitted by Mary C. Downey.

WMBD

1927
PEORIA

CBS Radio Network

KATZ RADIO

NAFBRAB

Subscriber to the NAB Radio Code
Media Code 4 214 7610 8.00
Midwest Television, Inc., 212 S. W. Jefferson Ave. Peoria, Ill. 61602. Phone 309-676-0711. TWX 910-652-2954.

1. PERSONNEL President—August C. Meyer.
Manager—Thomas I. Greer.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 1470 kc. Directional—separate patterns day and night.
Operating schedule: 20 hours daily. CST.

4. AGENCY COMMISSION
15/0 time and talent: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b, 18.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 31, 32a, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47e, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
NATIONAL AND LOCAL RATES SAME
No. 32 Eff 5/1/74—Rec'd 5/16/74.
AAA—Mon thru Sat 6-10 am; Mon thru Fri noon-1 pm.
AA—Mon thru Fri 5:30-6 am & 3-7 pm.
A—Mon thru Sat 7 pm-5 am; Mon thru Fri 10 am-3 pm; Sat 10 am-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	46.00	43.50	41.50	39.00	37.00
AA	32.00	30.50	29.00	27.50	26.00
A	23.00	22.00	20.50	19.50	18.50

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
10 sec not available on FM or 6-9 am on AM.
AM only: 65% of AM/FM combination rate.

YEARLY BULK DISCOUNT
250x—90% 500x—80% 52 consec wk—65%

10. SPECIAL FEATURES
NEWSCASTS/SPORTSCASTS/*FARM FEATURES
(All times approximate)

	AAA			AA & A		
PER WK:	1 ti	3 ti	5 ti	1 ti	3 ti	5 ti
1/4 hr	65	61	58	59	55	52
10 min	52	49	47	47	44	42
5 min	42	40	38	38	36	34

(*) 5:30-7 am & noon-1 pm Mon thru Fri.

BULK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WMBD-FM

1946
PEORIA

RAB

Subscriber to the NAB Radio Code
Media Code 4 214 7065 2.00
Midwest Television, Inc., 212 S. W. Jefferson Ave., Peoria, Ill. 61602. Phone 309-676-0711. TWX 910-652-2954.
See affiliated AM station for additional information.

3. FACILITIES
ERP 27,000 w.; 93.3 mc. Stereo.
Operating schedule: 18 hours daily. CST.
Antenna ht.: 570 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WMBD. See that listing for rates.

TIME RATES
No. 1 Eff 5/1/74—Rec'd 5/16/74.
AAA—Mon thru Fri 8-10 am.
AA—Mon thru Fri 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	21.00	20.00	19.00	18.00	17.00
AA	14.50	14.00	13.00	12.50	12.00
A	10.50	10.00	9.50	9.00	8.50

20/30 sec: 80% of 1-min.

YEARLY BULK DISCOUNT
250x—90% 500x—80% 52 consec wk—65%

WPEO

1946
PEORIA

Walton Broadcasting Sales Corp.

Media Code 4 214 7920 5.00
Pinebrook Foundation, Suite 204, 121 N. Jefferson St., Peoria, Ill. 61602. Phone 309-674-1020.

STATION'S PROGRAMMING DESCRIPTION
WPEO: Programmed for adults.
6-7 am talk program, primarily farm news. 7 am-noon block Religious programming with music. Noon-12:30 pm live stockyard, grain and market reports. 12:30-1 pm gospel music, news, 2-2:30 pm open mike interview program, 2:30-10 pm "Nashville Sound" with both folk & country connotations including B & B with black artists and gospel. Contact Representative for further details. Rec'd 8/8/74.

1. PERSONNEL
General Manager—O. Clayton Mullins.
Operations Manager—Ron Billiter.
Farm Director—Bob Rankin.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days; 1020 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 5a, 7b, 8.
Rate Protection: 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 32a, 33c.
Contracts: 40a, 41, 42a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60e, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Illinois Radio Network, Farm Radio Network.

TIME RATES
Eff——Rec'd 7/15/75.
AA—Mon thru Sat 5-7 am & noon-1 pm.
A—Mon thru Sat 7-9:30 am & 3-6 pm.
B—Mon thru Sat 9:30 am-3 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AA			A		
1 MIN:	1 wk	13 wk	52 wk	1 wk	13 wk	52 wk
1 ti	12.00	11.00	10.00	10.00	9.00	8.00
6 ti	11.50	10.50	9.50	9.50	8.50	7.50
12 ti	11.00	.....	9.00	9.00	8.00	7.00

	B		
1 ti	8.00	7.00	6.00
6 ti	7.50	6.50	.....
12 ti	7.00	6.00	.....

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
1 min, ROS: 9.75.
Submitted by O. Clayton Mullins.

WSIV / WSIV-FM

WSIV: 1946 / WSIV-FM: 1964
PEKIN

Media Code 4 214 7925 4.00
Dick Lashbrook Corp., 28 S. 4th St., Pekin, Ill. 61554. Phone 309-346-2184.

STATION'S PROGRAMMING DESCRIPTION
WSIV: Programmed for young adults and adults.
MUSIC 85%: 100% familiar popular. NEWS 15%: local, regional, national & international, 2-min at :00. COMMERCIAL POLICY: Commercials clustered every 15 minutes. Maximum of 13 commercial minutes per hour. Contact Representative for further details. Rec'd 8/2/74.

1. PERSONNEL
Owner & Mgr.—Richard D. Lashbrook.
Sales Manager—Bill Stock.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
5,000 w. days; 1140 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 95.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 85 ft. above average terrain.

4. AGENCY COMMISSION 15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a.
Basic Rates: 20a, 21b, 22a, 25a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70e, 71.
Prod. Services: 82.
Member: Illinois Radio Network.

TIME RATES
Eff 8/1/74—Rec'd 8/1/74.

(This listing continued on next page)

Quincy—Continued

KQCA
1974
CANTON, MO.

(This is a paid duplicate of the listing appearing under Canton, Mo.)

Media Code 4 228 0620 2.00

Decatur Broadcasting, Inc., 10th & Marion Sts., Canton, Mo. 63435. Phones 314-288-4436 & 217-224-3440.
Other office: 1205 Broadway, Quincy, Ill. 62301. Phones 217-224-3440, 4005.

STATION'S PROGRAMMING DESCRIPTION
KQCA: Country music format. Contact Representative for further details. Rec'd 1/31/75.

1. PERSONNEL
General Manager—Charlotte Snodgrass.

2. REPRESENTATIVES
Hal Walton Co.
Bruce Schneider & Co.

3. FACILITIES
ERP 3,000 w.; 103 mc.
Operating schedule: 6-12:30 am. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Brownfield Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 1/20/75.
AAA—Mon thru Sun 6 am-6 pm.
AA—Mon thru Sun 6 pm-12:30 am.

6. SPOT ANNOUNCEMENTS

30	AAA				AA			
SEC:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
10 tl	38	35	32	30	25	23	22	20
20 tl	72	68	62	56	40	32	29	27
30 tl	99	90	88	81	55	47	42	35
40 tl	128	118	110	100	65	60	55	45
50 tl	150	130	125	115	85	72	65	50

1 min: Extra 50%.

7. PACKAGE PLANS
SPECIAL—1/2AAA, 1/2AA

PER WK, 30 SEC:	26 wk	52 wk
10 tl	27.00	24.50
20 tl	45.00	39.50

COUNTRY BUNCH

	AAA			Combo		
PER YR:	100x	500x	1000x	100x	500x	1000x
Ea	4.00	3.50	3.00	3.50	3.00	2.50
				AA		
Ea				3.00	2.50	2.00

1 min: Extra 50%.

10. SPECIAL FEATURES
5-MINUTE NEWS

PER WK:	1 tl	2 tl	3 tl	4 tl	5 tl	6 tl
13 wk	9.50	9.25	9.00	8.75	8.50	8.25
26 wk	8.50	8.25	8.00	7.75	7.50	7.25
52 wk	7.50	7.25	7.00	6.75	6.50	6.25
	7 tl	8 tl	9 tl	10 tl	12 tl	14 tl
13 wk	8.00	7.75	7.50	7.25	7.00	6.75
26 wk	7.00	6.75	6.50	6.25	6.00	5.75
52 wk	6.00	5.75	5.50	5.25	5.00	4.75

Incl open & close plus 1-min spot.
Edited by Charlotte Snodgrass.

(D)

WGEM 1947 WGEM-FM 1947

Subscriber to the NAB Radio Code

Media Code 4 214 8250 6.00

Quincy Broadcasting Co., Hotel Quincy, Quincy, Ill. 62301. Phone 217-222-6840. TWX 910-246-3209.

STATION'S PROGRAMMING DESCRIPTION
WGEM: Programmed for general and mass appeal. MUSIC: Popular middle-of-the-road, top 40, country western, standards. 5:30 am-7 pm. FEATURES: special top 40 evening feature for young adults and teens. 7-10:30 pm. FARM: includes capsule reports, markets summaries and weather reports. NEWS: news on hour and 1/2 hour. SPORTS: coverage includes high schools, 1 college, football, basketball. Contact Representative for further details. Rec'd 1/23/70.

1. PERSONNEL
General Manager—Dave Oakley.
Commercial Mgr.—Ben Stewart.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w.; 1440 kc. Directional—Separate patterns day and night.
Operating schedule: 5:30-1 am. CST.
FM-ERP 27,500 w.; 105.1 mc.
Antenna ht.: 640 ft. above average terrain.
Operating schedule: Same as AM.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 9.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22e, 24a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 601, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Member: Farm Radio Network.

TIME RATES
No. 7 Eff 4/1/74—Rec'd 4/15/74.
AA—Mon thru Fri 6-9 am, 12:15-1 pm & 4-6 pm.
A—Mon thru Fri 5:30-6 am, 9 am-noon, 1-4 pm, 6-7:30 pm & 10:30 pm-sign-off; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 tl	6 tl	12 tl	1 tl	6 tl	12 tl
1 min	15	13	12	12	(*)	9
30 sec	10	9	8	8	7	6

(*) 10.50.

7. PACKAGE PLANS
20 per wk RON, Mon thru Fri 5:30-6 am, 9-11:55 am, 1-4 pm & 6 pm-midnight; Sat & Sun all day.
1 min 150 30 sec 100

8. PROGRAM TIME RATES

	1 hr	1/2hr	1/4 hr	10 min	6 min
1 x	100	50	35	25	15

10. SPECIAL FEATURES
PAUL HARVEY NEWS—MON THRU SAT
NOON-12:15 PM
1 min 20 30/10 sec 10
TEEN TIME—SUN THRU FRI 7:30-10:30 PM

PER WK:	1 tl	6 tl	12 tl
1 min	12.00	10.50	9.00
30 sec	8.00	7.00	6.00

(CB)

WQCY (FM)
(formerly WTAD-FM)
1948

A Lee Enterprises Station
Subscriber to the NAB Radio Code

Media Code 4 214 8277 9.00

Lee Enterprises, Inc. (Lee Broadcasting Div.), Box 905, Quincy, Ill. 62301. Phone 217-222-6215. TWX 910-246-3204.
See affiliated AM station for additional information.
AM facilities: WTAD.

STATION'S PROGRAMMING DESCRIPTION
WQCY (FM): Same as AM sign-on-7:30 am. MUSIC: MOR, show tunes, movie instrumentals, orchestral arrangements of standards & old favorites, semi-classical & classical, big bands, jazz. Sun: 2 hours of sacred music of all faiths. Contact Representative for further details. Rec'd 4/2/75.

1. PERSONNEL
General Manager—John Phillips.
National Sales Manager—Robert G. Fruehe.

3. FACILITIES
ERP 27,000 w.; 99.5 mc. Stereo.
Operating schedule: 5:30-midnight. CST.
Partial simulcast operation. Operated separately 7:30 am-10:15 pm. For simulcast facilities see WTAD.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. Q-3 Eff 1/1/75—Rec'd 2/4/75.

6. SPOT ANNOUNCEMENTS

	5x	10x	15x	20x
1 min	10.20	9.20	8.15	7.15
30 sec	6.00	5.40	4.80	4.20

Edited by Robert G. Fruehe.

WTAD
1926

CBS Radio Network

KATZ RADIO

A Lee Enterprises Station
Subscriber to the NAB Radio Code

Media Code 4 214 8305 8.00

Lee Enterprises, Inc. (Lee Broadcasting Div.), Box 905, Quincy, Ill. 62301. Phone 217-222-6215. TWX 910-246-3204.

STATION'S PROGRAMMING DESCRIPTION
WTAD: Programmed for general interest.
MUSIC: MOR. NEWS: network at :00, local 3 times early morning, once midday & twice evening. SPORTS: Major League baseball, high school & college football, basketball. FARM: farm director, capsule reports, interviews & market summaries morning, noon & evening. Contact Representative for further details. Rec'd 4/26/71.

1. PERSONNEL
National Sales Manager—Robert G. Fruehe.
Station Manager—John Phillips.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 920 kc. Directional—night only.
Operating schedule: 5:30-12:05 am. CST.
Partial simulcast operation. Simulcast sign-on-7:30 am. For non-simulcast facilities see WQCY (FM).

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 9.
Rate Protection: 10e, 12e, 13e, 14e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 49, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 601, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WQCY (FM).
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
No. 17 Eff 7/1/71—Rec'd 7/2/71.
AAA—Mon thru Sat 5:30-9 am & 11:44 am-1:15 pm.
AA—Mon thru Sat 9-11:44 am & 1:15-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AAA					
PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	36 tl
1 min	14.50	14.00	13.00	12.00	11.00	10.00
30 sec	10.75	10.50	9.75	9.00	8.25	7.56
10 sec	7.25	7.00	6.50	6.00	5.50	5.00
	CLASS AA					
1 min	13.50	13.00	12.00	11.00	10.00	9.00
30 sec	10.00	9.75	9.00	8.25	7.50	6.75
10 sec	6.75	6.50	6.00	5.50	5.00	4.50
	CLASS A					
1 min	13.00	12.50	11.00	10.00	9.00	8.00
30 sec	9.75	9.50	8.25	7.50	6.75	6.00
10 sec	6.50	6.25	5.50	5.00	4.50	4.00

	CLASS AAA			
PER YR:	156x	260x	312x	520x
1 min	12.00	11.00	10.00	9.00
30 sec	9.00	8.25	7.50	6.75
10 sec	6.00	5.50	5.00	4.50
	CLASS AA			
1 min	11.00	10.00	9.00	8.00
30 sec	8.25	7.50	6.75	6.00
10 sec	5.50	5.00	4.50	4.00
	CLASS A			
1 min	10.00	9.00	8.00	7.00
30 sec	7.50	6.75	6.00	5.25
10 sec	5.00	4.50	4.00	3.50

7. PACKAGE PLANS
TAP PLANS—1/3AAA, 1/3AA, 1/3A

PER WK, COMBINABLE:	12 tl	18 tl	24 tl
1 min	132	180	216
30 sec	99	135	162

6. PROGRAM TIME RATES
(Mon thru Sat 5:30 am-7 pm; Sun 6 am-6 pm)

	1x	13x	26x	52x	104x	156x	260x
1 hr	100.00	94.00	89.00	79.00	72.00	68.00	63.00
1/2 hr	66.00	62.75	59.50	51.50	47.50	45.00	38.25
1/4 hr	44.00	41.75	39.50	34.25	31.75	30.00	25.50
10 min	33.00	31.25	29.75	25.75	23.75	22.50	19.00
5 min	22.00	21.00	19.75	17.00	15.75	15.00	12.75

All other times: 65% of above. (CB)
Edited by Robert G. Fruehe.

RANTOUL (1 AM; 1 FM)

Champaign County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WRTL
1962

Subscriber to the NAB Radio Code

Media Code 4 214 8415 5.00

Regional Radio Service, Box 115, Rantoul, Ill. 61866. Phone 217-892-1460.

1. PERSONNEL
Co-Owner & Sales Mgr.—Donald R. Williams.
Co-Owner, Gen'l Mgr. & Prog. Dir.—William R. Brown.

3. FACILITIES
500 w. days; 1460 kc. Directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-9 am & noon-12:30 pm Mon thru Sat; 5-5:30 pm Mon thru Fri. For non-simulcast facilities see WRTL-FM.

4. AGENCY COMMISSION
15/3 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23c, 24a, 25a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 3/15/72—Rec'd 1/24/73.
AA—Mon thru Sat 6-9 am & noon-12:30 pm; Mon thru Fri 5-5:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec		15 sec	
FIXED:	AA	A	AA	A	AA	A
1 x	8.25	5.50	5.25	3.50	3.75	2.50
26 x	7.50	5.00	4.80	3.20	2.45	2.30
156 x	5.60	3.75	4.05	2.60	2.85	1.90
260 x	5.25	3.50	3.75	2.50	2.70	1.80
520 x	4.10	2.75	3.30	2.20	2.25	1.50

7. PACKAGE PLANS

	1 min		30 sec		15 sec	
PER MO, ROS:	AA	A	AA	A	AA	A
10 tl	6.00	4.00	4.50	3.00	3.00	2.00
20 tl	5.65	3.75	4.10	2.75	2.60	1.75
30 tl	5.25	3.50	3.75	2.50	2.25	1.50

8. PROGRAM TIME RATES

	AA			A		
	1x	260x	312x	1x	260x	312x
1/4 hr	30.00	20.25	17.25	20.00	13.50	11.50
5 min	12.00	8.60	7.50	8.00	5.75	5.00

WRTL-FM
1973

Media Code 4 214 8416 3.00

Wm. R. Brown & Donald R. Williams dba Regional Radio Service, Box 115, Rt. 136 W., Rantoul, Ill. 61866. Phone 217-893-1460.
See affiliated AM station for further information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 270 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-noon & 12:30 pm-6 am Mon thru Sat; 5:30 pm-6 am Mon thru Fri; Sun all day. For simulcast facilities see WRTL.

TIME RATES
Eff 3/15/72—Rec'd 1/24/73.

7. PACKAGE PLANS

PER MO, ROS:	10 tl	20 tl	30 tl
1 min	3.00	2.75	2.50
30 sec	2.50	2.25	2.00
15 sec	2.00	1.75	1.50

ROBINSON (1 AM; 1 FM)

Crawford County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WTAY 1956 WTAY-FM 1963

Subscriber to the NAB Radio Code

Media Code 4 214 8470 6.00

Ann Broadcasting Co., Inc., Box 245, Outer W. Main St., Robinson, Ill. 62454. Phone 618-544-2191, 2.

1. PERSONNEL
General Manager—Miss Kathryn A. Duncan.

3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 235 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with KBS.
FM sold and programmed separately.

TIME RATES
Eff 1/1/69—Rec'd 10/28/69.

6. SPOT ANNOUNCEMENTS
(1 minute or less)

1 time	6.00	52 times	5.45
13 times	5.60	101 times	5.25
26 times	5.[illegible]	261 times	5.00

ROCHELLE

Ogle County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WRHL
1966

Media Code 4 214 8525 1.00

Rochelle Broadcasting Co., Inc., Box 177, 400 May Mart Dr., Rochelle, Ill. 61068. Phone 815-562-7001.

STATION'S PROGRAMMING DESCRIPTION
WRHL: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Jim Feather.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
250 w.; 1060 kc. Directional.
120 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Illinois Radio Network.

TIME RATES
Eff 12/2/68—Rec'd 12/3/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	56x	104x	312x
1 min	6.85	6.40	6.20	6.00	5.80
30 sec	4.75	4.3[illegible]	4.10	3.90	3.70
10 sec, 60					3.50

Edited by Jim Feather.

ROCKFORD (4 AM; 3 FM)

(including Loves Park)
Plus 1 paid cross reference.
Winnebago County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	27	25	27	21
B	13	11	13	11
C	11	11	11	10
D	11	10	11	6
AVERAGE	16	14	16	12

WLUV
1962
LOVES PARK

Media Code 4 214 8580 6.00

Loves Park Broadcasting Company, Box 2201, Loves Park, Ill. 61111. Phone 877-5037.

STATION'S PROGRAMMING DESCRIPTION
WLUV: Programs country and western music for an adult audience. AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. National news from network on half hour, local news on hour. Trading post program 10:05-10:15 am. FARM: noon-1 pm includes area livestock and grain reports, farm trend analysis, etc. SPORTS: local high school football and basketball, college and professional football, major league baseball. Contact Representative for further details. Rec'd 3/28/69.

1. PERSONNEL
Pres. & News Director—A. Joseph Salvi.
Farm & Sports Dir.—Bill Powell.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
500 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WLUV-FM.

4. AGENCY COMMISSION
15/0 time only.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS
PER WK, SPECIFIED TIMES:

	6 ti	12 ti	18 ti	24 ti
1 min, ea	8.00	7.50	7.00	6.50

30 sec/less: 80% of 1-min.
7. PACKAGE PLANS
PER WK, TAP:

	6 ti	12 ti	18 ti	24 ti
1 min, ea	7.00	6.50	6.00	5.50

30 sec/less: 80% of 1-min.
DISCOUNT
52 wk—5%

WSWT (FM)

1966
PEORIA

Media Code 4 214 7930 4.00
Kankakee Cable TV Co., Inc., Box 3335, West Glen Sts., Peoria, Ill. 61614. Phone 309-694-6268.
See affiliated AM station for additional information
AM facilities: WIRL.
1. PERSONNEL
Station Manager—Harold O. Bastian.
2. REPRESENTATIVES Eastman Radio, Inc.
3. FACILITIES
ERP 50,000 w. (vert.), 50,000 w. (horiz.); 106.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with WIRL. See that listing for discount.
TIME RATES
No. 3 Eff 7/1/75—Rec'd 7/14/75.
I—Mon thru Sun 6 am-7 pm.
II—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	I ti	7 ti	14 ti	I ti	7 ti	14 ti
1 min/less	27	25	23	23	21	20

Submitted by Mary C. Downey.

WWCT

1971
PEORIA

AMERICAN ENTERTAINMENT RADIO NETWORK

Media Code 4 214 7945 2.00
Peoria Community Broadcasters, Inc., 232 S. W. Jefferson, Peoria, Ill. 61602. Phone 309-674-2000.
STATION'S PROGRAMMING DESCRIPTION
WWCT: Programmed for 18-49 year olds & youth audience.
MUSIC: popular current hits & oldies. AIR PERSONALITIES handle all segments. NEWS: 5-min at :55. Contact Representative for further details. Rec'd 8/6/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Paul Carnegie.
Board Chairman & Sales Mgr.—Thomas A. Murphy.
2. REPRESENTATIVES
Gert Bunches and Associates.
3. FACILITIES ERP 36,000 w.; 105.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 571 ft. above average terrain.
4. AGENCY COMMISSION 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 23a, 24a, 25a, 26, 28c, 29a, 31.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 60e, 61a, 62a, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/15/74—Rec'd 8/6/74.
6. SPOT ANNOUNCEMENTS

PER WK, BTA:	1 ti	15 ti	20 ti	25-35
1 min	9.40	9.00	8.50	8.00
30 sec	7.55	7.20	6.80	6.40

PER WK, BTA:	1 min 13 wk	1 min 26 wk	1 min 52 wk	30 sec 13 wk	30 sec 26 wk	30 sec 52 wk
1 ti	8.96	8.55	8.70	7.16	7.10	4.29
15 ti	8.60	8.46	8.22	6.88	6.76	4.02
20 ti	8.00	7.84	7.60	6.40	6.25	3.72
25-35 ti	7.48	7.32	7.12	5.98	5.85	3.48

10 sec: 50% of 1-min.
Fixed position: 1 ti rate.
7. PACKAGE PLANS
*ANNUAL BULK PLANS

EA:	2000x	1500x	1000x	500x
1 min	4.50	5.00	6.00	7.00
30 sec	3.25	3.50	3.75	4.25

(*) Net to station.

WXCL

1946
PEORIA

ABC Information Network

mcgavren-guild pgw radio, inc.

Subscriber to the NAB Radio Code
Media Code 4 214 7975 9.00
Peoria Valley Broadcasting, Inc., 3641 Meadowbrook Rd., Peoria, Ill. 61604. Phone 309-685-5075.
STATION'S PROGRAMMING DESCRIPTION
WXCL: Programmed for adults, 18-49.
MUSIC: Modern country. AIR PERSONALITIES. NEWS: Net at :60, 6 news reporters cover local and state news at :30. Actualities from mobile units, traffic and weather. News sources: Network, Capitol Information Bureau, AP, Statewide News Service. FARM: Markets and farm features with farm director and county farm advisor 5-6 am & noon-1 pm. Direct pick-up from stockyards. Contact Representative for further details. Rec'd 12/26/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Syl Binkin.
Sales Manager—Mike Thatcher.
Farm Director—Loren Sunderland.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w.; 1350 kc. Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: WZRO (FM).
Affiliated with American Information Network.
TIME RATES
AM/FM COMBINATION
Eff 3/1/73—Rec'd 2/16/73.
AA—Mon thru Fri 5:30-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	38	31	33	27	27	21
12 ti	36	29	32	26	24	19
18 ti	34	27	30	25	22	18
24 ti	30	25	28	23	19	16

10 sec: 60% of 1-min; preemptible.
AM only: 1 min deduct 6.00; 30 sec deduct 5.00.
7. PACKAGE PLANS

TOTAL AUDIENCE PLAN:	1 min	30 sec
12 ti (6AA, 4A, *2B)	30	25
18 ti (9AA, 6A, *3B)	28	23
24 ti (12AA, 8A, *4B)	26	21

(*) Wknds when available.

AM only: 1 min deduct 6.00; 30 sec deduct 5.00.

WZRO (FM)

1973
PEKIN

Media Code 4 214 7987 4.00
Peoria Valley Broadcasting, Inc., Box 918, Pekin, Ill. 61554. Phone 309-382-3482.
STATION'S PROGRAMMING DESCRIPTION
WZRO (FM): Target audience 18-49.
MUSIC: golden country. Selections from library, hits of 60's & 70's blended with contemporary/country sound of today. AIR PERSONALITIES. NEWS: network & 6 local reporters. Contact Representatives for further details. Rec'd 9/4/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Syl Binkin.
Sales Manager—Mike Thatcher.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
ERP 3,000 w.; 104.9 mc. Stereo.
Operatinng schedule: 24 hours daily. CST.
Antenna ht.: 260 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
AM facilities: WXCL.
Sold in combination with WXCL. See that listing for rates.
TIME RATES
FM only: 45% of AM/FM combination rates.
Edited by Mike Thatcher.

PERU

La Salle County—Map Location—E-3
See SRDS consumer market map and data at beginning of the State

WGSY (FM)

1976

Subscriber to the NAB Radio Code
Media Code 4 214 8000 5.00
George W. Yazell, 1727-1/2 Fourth St., Peru, Ill. 61354. Phone 815-224-2100.
STATION'S PROGRAMMING DESCRIPTION
WGSY (FM): Programmed for general interest.
1. PERSONNEL
Owner/Manager—George W. Yazell.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc Stereo.
Operating schedule: 7 am-10 pm.
Antenna ht.: 145 ft. above average terrain.

BUYING PERU?
call
BOB VICKREY
815-223-3100
WLPO AM/FM
in LaSalle serving the entire Peru-LaSalle market

4. AGENCY COMMISSION
15% time & talent: monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
TIME RATES
No. 3 Eff 7/1/75—Rec'd 6/30/75.
6. SPOT ANNOUNCEMENTS

1 YR/LESS CONTRACT:	1x	500x	1000x
1 min	10.00	8.00	7.00
30 sec	6.00	4.80	4.20
20 sec	5.00	4.00	3.50

Edited by George W. Yazell.

PITTSFIELD (1 AM; 1 FM)

Pike County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WBBA

1954

Media Code 4 214 8030 2.00
Pike Broadcasting Co., Pittsfield, Ill. 62363. Phone 285-2157.
1. PERSONNEL
Pres. & Station Mgr.—G. B. Meyer.
3. FACILITIES
250 w. days: 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 8/5/75.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	4.00	3.00

Submitted by G. B. Meyer.

WBBA-FM

1966

Media Code 4 214 8031 6.00
Pike Broadcasting Co., Radio Park, Pittsfield, Ill. 62363. Phone 285-2157.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 97.7 mc. Stereo.
Operating schedule: 6 am-10 pm.
Antenna ht.: 268 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates are identical to WBBA. See that listing.

PLANO

Kendall County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WSPY

1974

Media Code 4 214 8112 3.00
SPY Broadcasting Systems, Inc., Box 41, Rt. 1 Plano, Ill. 60545. Phones 815-786-8985, 312-552-8985.
1. PERSONNEL
Pres. & Owner—Lawrence W. Nelson.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 165 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Illinois Radio Network.
TIME RATES
No. 1 Eff 1/1/74—Rec'd 7/9/74.
AA—5:30-9 am, 11:30 am-1 pm & 5-7 pm.
A—9-11:30 am, 1-5 pm & 7 pm-sign-off.
6. SPOT ANNOUNCEMENTS

PER YR, EA:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
7 x	6.25	5.00	3.75	5.00	4.00	3.00
13 x	5.90	4.70	3.50	4.70	3.75	2.80
26 x	5.75	4.60	3.45	4.55	3.65	2.70
52 x	5.55	4.45	3.30	4.30	3.45	2.60
104 x	5.30	4.25	3.20	4.05	3.25	2.45
156 x	5.10	4.10	3.05	3.85	3.10	2.30
208 x	5.00	4.00	3.00	3.75	3.00	2.25
312 x	4.75	3.80	2.85	3.55	2.85	2.15
364 x	4.60	3.70	2.75	3.45	2.75	2.05
520 x	4.40	3.50	2.65	3.30	2.65	2.00
728 x	4.25	3.40	2.55	3.15	2.55	1.90
1040 x	4.00	3.20	2.40	3.00	2.40	1.80

10. SPECIAL FEATURES
NEWSCASTS

PER YR:	AA 7x	AA 26x	AA 52x	AA 104x	A 7x	A 26x	A 52x	A 104x
5 min.	9.40	8.65	8.35	8.00	7.50	6.80	6.45	6.05
Incl 15-sec open & close plus 1 1-min spot.								
10 min	12.50	11.50	11.10	10.60	10.00	9.10	8.60	8.10
Incl 15-sec open & close plus 3 1-min spots.								

PONTIAC (1 AM; 1 FM)

Livingston County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPOK

1966

Subscriber to the NAB Radio Code
Media Code 4 214 8140 9.00
Bret Broadcasting Corp., Box 740, Pontiac, Ill. 61764. Phone 815-844-6101.
STATION'S PROGRAMMING DESCRIPTION
WPOK: morning show featuring personality & MOR
1. PERSONNEL
General Manager—Dorothea K. Green.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES 1,000 w days; 1080 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 5 am-5 pm.
For non-simulcast facilities see WPOK-FM.

4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National Ag Radio Groups, Inc., Illinois Radio Network.
TIME RATES
No. 2 Eff 7/1/69—Rec'd 7/2/69.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	520x	1000x
1 min	6.00	5.75	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.25	4.00	3.50	3.00
10 sec	3.00	2.75	2.65	2.50	2.25	2.00

7. PACKAGE PLANS
SATURATION PLANS—BOS—BTA
1 MINUTE

	6 ti	12 ti	18 ti	24 ti
1 wk	6.00	5.25	5.00	4.75
13 wk	5.50	5.00	4.75	4.50
26 wk	5.00	4.75	4.50	4.25

30 SECONDS

1 wk	4.75	4.00	3.75	3.50
13 wk	4.50	3.75	3.50	3.25
26 wk	4.00	3.50	3.25	3.00

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS

	1x	52x	156x	260x	312x
*1/4 hr	9.50	9.25	8.00	3.50	3.00
†1/4 hr	16.50	16.00	14.50	13.50	12.50
†10 min	13.50	12.50	11.50	10.50	9.50
†5 min	9.50	8.75	8.00	7.00	6.50

(*) Co-sponsorship.
(†) Full sponsorship.
No FM only buys during AM broadcast hours.
Edited by Dorothea K. Green.

WPOK-FM

1969

Media Code 4 214 8141 7.00
Bret Broadcasting Corp., Box 740, Pontiac, Ill. 61764. Phone 815-844-6101.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.1 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 205 ft. above average terrain.
Partial simulcast operation. Operated separately 9-10 pm. For simulcast facilities see WPOK.
TIME RATES
Rates are identical to WPOK. See that listing.
Edited by Dorothea K. Green.

PRINCETON

Bureau County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WZOE

1961

Subscriber to the NAB Radio Code
Media Code 4 214 8185 3.00
WZOE, Inc., WZOE Broadcast Center, RR. 5, Princeton, Ill. 61356. Phone 815-875-8014.
1. PERSONNEL
General Manager—Steven W. Samet.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm, CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/71—Rec'd 1/6/71.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x
1 min	5.25	5.00	4.50	4.00	3.50
30 sec	4.25	4.00	3.50	3.00	2.50
10 sec, ea					2.50

7. PACKAGE PLANS
52-WEEK PLAN
1 min 3.75 30 sec 2.75
Minimum 6 or more spots per week.
Edited by Steve Samet.

Buying FARM?
WZOE covers 3 of the top 62 farm counties in the U. S.

		Gross Farm Income Rank
Henry	#32	$189,134,000
LaSalle	#51	$147,006,000
Bureau	#62	$134,343,000

SRDS CMD 1-1-75
WZOE
Princeton, Ill.

QUINCY (2 AM; 2 FM)

Plus 1 paid duplicate; 2 cross references.
Adams County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KGRC (FM)

HANNIBAL

City of license, Hannibal, Mo.
Considered by ABC Radio Network as their Hannibal, Mo.-Quincy, Ill. outlet.
See listing under Hannibal, Mo.

KHMO

HANNIBAL

City of license, Hannibal, Mo.
Considered by NBC Radio Network as their Hannibal, Mo.-Quincy, Ill. outlet.
See listing under Hannibal, Mo
(Quincy continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 25a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Affiliated with Mutual Black Network.

TIME RATES
No. 3 Eff 5/1/69. Rec'd 3/28/69.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
	1 ti	10 ti	20 ti	30 ti	40 ti
1 wk	11.00	10.50	10.00	8.50	8.00
13 wk	10.50	10.00	9.50	8.00	6.50
26 wk	10.00	9.50	9.00	8.50	3.00
52 wk	9.00	8.50	8.00	7.50	7.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM/FM simulcast—1-1/2x applicable rate.

WLUV-FM
1964
LOVES PARK

NAB

Media Code 4 214 8635 6.00
Loves Park Broadcasting Co., Box 2201, Loves Park, Ill. 61111. Phone 877-6037.
See affiliated AM station for additional information.

1. PERSONNEL
Women's Editor—Marcheta Roberts.

2. FACILITIES
EIRP 3.000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 202 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WLUV.

TIME RATES
Rates are identical to WLUV. See that listing.

WROK
1922
ROCKFORD
Contemporary

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 8630 3.00
WROK, Inc., 1100 Tamarack Ln., Rockford, Ill. 61105. Phone 815-399-2223.

STATION'S PROGRAMMING DESCRIPTION
WROK: Programmed for 18-49.
MUSIC: contemporary. Selected top 30 plus recurrent & familiar oldies. NEWS: at :55 with 4 man news staff & 3 mobile units. SPORTS: included in news. Contact Representative for further details. Rec'd 7/23/74.

1. PERSONNEL
President—Vernon A. Nolte.
General Manager—David W. Salisbury.
Program Director—Dave Hamilton.

2. REPRESENTATIVES
McGavern-Guild, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 1440 kc. Directional, days.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General, 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates, 20a, 21a, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47c, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60c, 61a, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WZOK (FM).
Affiliated with American Contemporary Network.

TIME RATES
WROK/WZOK (FM) COMBINATION
No. 16 Eff 7/1/74—Rec'd 7/5/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	—AAA— 1 min	30 sec	— AA — 1 min	30 sec	— A — 1 min	30 sec
6 ti	36	29	34	27	30	24
12 ti	35	28	33	26	29	23
18 ti	34	27	32	25	28	22
24 ti	33	26	31	24	27	21

10 sec: 60% of 1-min.
AM only: Deduct 1-min 8.00; 30 sec 6.00.

WRRR
1958
ROCKFORD

NAB

Cummings Communications Corporation
Media Code 4 214 8800 6.00
Radio Rockford, Inc., 2830 Sandy Hollow Rd., Rockford, Ill. 61109. Phones 815-874-7861, 968-2263.

STATION'S PROGRAMMING DESCRIPTION
WRRR: Programmed to 25-49.
MUSIC: contemporary hits, MOR, country & gold. NEWS: 60-min newsblock 6-7 am M-F, 5 min at :25 & :55 in drive times; at :25 during housewife. Show business & stock features daily. Local news department & mobile news units. COMMERCIAL POLICY: maximum 21 units per hour, regardless of length. Contact Representative for further details. Rec'd 2/24/75.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Deane D. Osborne.
Commercial Manager—Ward W. Hartman.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
1,000 w. days; 1330 kc. Directional.
Operating schedule: 6 am-local sunset or 8:00 pm, whichever is earlier. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12i, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 29a.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61e, 61b, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 6/25/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	11 ti	21 ti	31+	A 1 ti	11 ti	21 ti	31+
1 min	12.00	11.00	10.00	8.00	10.00	9.00	8.00	6.50
20/30	9.60	8.80	8.00	6.40	8.00	7.20	6.40	5.20
10 sec	6.00	5.50	5.00	4.00	5.00	4.50	4.00	3.00

6. PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min rate.

WRWC (FM)
ROCKTON
City of license, Rockton, Ill.
See listing under Rockton, Ill.

WYFE
1966
ROCKFORD

RAB

A Midwest Family Station
Media Code 4 214 8910 5.00
WYFE Radio, Box 1150, 1901 Shaw Rd., Rockford, Ill. 61105. Phone 815-877-6064.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas M. Kushak.
Vice-Pres. & Sta. Mgr —Duane Daniels.
Program Director—Mike Anderson.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-10 am. For non-simulcast facilities, see WYFE-FM.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General· 2a, 2a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 24b, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61b, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Member: Illinois Radio Network.

TIME RATES
No. 6 Eff 4/1/73—Rec'd 2/27/73.
AA—Mon thru Sat 6:15-9 am, noon-1 pm & 3-6:30 pm.
A—All other times; Sun all day.

7. PACKAGE PLANS
BULK SATURATION

PER WK, EA, ROS:	AA 4 wk	13 wk	26 wk	52 wk	A 4 wk	13 wk	26 wk	52 wk
10 ti	13.50	12.75	12.25	10.25	11.00	10.50	10.00	8.75
15 ti	12.00	12.25	11.25	10.00	10.50	10.00	9.25	8.25
20 ti	12.50	11.50	10.50	9.75	10.25	9.50	8.75	8.00
30 ti	11.75	11.00	10.25	9.00	9.50	9.00	8.50	7.50
40 ti	10.50	9.75	9.50	8.25	9.00	8.50	8.00	7.25

FIXED SATURATION

PER WK:	AA 3 ti	5 ti	8+	A 3 ti	5 ti	6+
Ea	12.50	11.75	10.75	10.50	10.00	9.50

1 day or more.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 x	62.50	37.50	22.50	15.00

CONSECUTIVE DISCOUNT
26x—5% 260x—20%
52x—10% 312x—25%
130x—15%

9. PARTICIPATING PROGRAMS
Farm Hour—noon-1 pm Mon thru Sat.
Participation 1-minute announcements at fixed position rates.

AM/FM COMBINATION
No. 6 Eff 4/1/73—Rec'd 2/27/73.

6. SPOT ANNOUNCEMENTS
CLASS AA

	1x	26x	104x	156x	260x	312x	500x	1000x
1 min	15.00	14.00	13.50	13.00	12.50	11.75	10.75	10.00
30 sec	12.00	11.25	10.75	10.50	10.00	9.50	8.50	8.00

CLASS A

1 min	13.00	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	10.50	9.50	9.25	8.75	8.50	8.00	7.50	7.25

10 sec: 50% of 1-min.

WYFE-FM
1973
ROCKFORD

RAB

A Midwest Family Station
Media Code 4 214 8911 3.00
Heart O' Wisconsin Broadcasting Co., Inc., Box 1150, 1901 Shaw Rd., Rockford, Ill. 61105. Phone 815-877-6064.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WYFE-FM: MUSIC: Album oriented rock. 30% hit contemporary music, emphasis on progressive rock 10 pm-3 am. NEWS: at :60 & :30, 6-10 am & 3-7 pm M-F, 7 am-1 pm Sat; at :60 all other times. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Sec./Treas.—William R. Walker.

3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 287 ft. above average terrain.
Partial simulcast operation. Operated separately 10-6 am. For simulcast facilities, see WYFE.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Sold in combination with WYFE. See that listing for rates.

TIME RATES
FM only: 50% of AM rates.

WZOK (FM)
1948
ROCKFORD
Beautiful Music

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 8923 3.00
WROK, Inc., 1100 Tamarack Ln., Rockford, Ill. 61105. Phone 815-399-2223.
See affiliated AM station for additional information.
AM facilities: WROK.

STATION'S PROGRAMMING DESCRIPTION
WZOK (FM): MUSIC: familiar standards & current favorites programmed in 4 uninterrupted segments per hour. NEWS: capsules at :58; special editions at 6:30 & 7:30 am. COMMERCIAL POLICY: maximum 8 units per hour. Contact Representative for further details. Rec'd 5/27/74.

8. FACILITIES
ERP 50.000 w.; 97.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 235 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WROK. See that listing for rates.

TIME RATES
No. 16 Eff 7/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS
MON THRU SUN 6 AM-MIDNIGHT

PER WK.	6 ti	12 ti	18 ti	24 ti
1 min	12	11	10	9
30 sec	10	9	8	7

ROCK ISLAND
Rock Island County—Map Location C-3
See SRDS consumer market map and data at beginning of the state.

See Davenport (Iowa)-Rock Island (Ill.)-Moline (Ill.) under Iowa

ROCKTON
South Beloit, Ill., Winnebago County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WRWC (FM)
1961

RAB NAFMD

Media Code 4 214 8935 2.00
Salter Broadcasting Co., Box 283, Rockton, Ill. 61072. Phone 815-624-7227.

STATION'S PROGRAMMING DESCRIPTION
WRWC (FM): Programmed for adults 18-103.
MUSIC: golden sound — popular showtunes, big bands, orchestras, popular vocals & country instrumentals. Sundays: 9 am-12N-Big Bands. Music by request 12M-6 am. NEWS: 5 min at :60, local, state, national, road reports. Daily local stock closings at 3:30 & 5:30 pm. SPORTS: Live high school football & basketball, College football & basketball play-by-play. COMMERCIAL POLICY: 6 breaks per hour, 4 per hour during music till dawn. Weather every 30 min. Contact Representative for further details. Rec'd 2/26/73.

1. PERSONNEL
President—Russ Salter.
General Manager—Reinhard Metzger.
Public Affairs—Jim Monday.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 26.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 71a.
Prod. Services: 80, 81, 82.
AM facilities: WBEL, Beloit, Wis.
Affiliated with The Rep Network.

TIME RATES
No. 6 Eff 10/1/74—Rec'd 9/26/74.

6. SPOT ANNOUNCEMENTS
MON THRU SUN-5 AM-MIDNIGHT

PER WK:	1 ti	10 ti	15 ti	20+
1 min	15	12	11	10

30/20 sec: 80% of 1-min.

(CR)

ILLINOIS

SALEM (1 AM; 1 FM)
Marion County—Map Location E-9
See SRDS consumer market map and data at beginning of the State

WJBD
1956

WJBD-FM
1972
1956

Subscriber to the NAB Radio Code
Media Code 4 214 8965 6.00
Salem Broadcasting Company, 310 W. McMackin St., Salem, Ill. 62881. Phone 618-548-2000.

1. PERSONNEL
Co-owner, Gen'l & Sales Mgr.—Bryan Davidson.

2. FACILITIES
500 w.; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3.000 w. (horiz.), 3.000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: ——— ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KISS.

TIME RATES
Eff 4/1/75—Rec'd 3/13/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	312x
1 min	7.60	7.00	6.65	6.10	5.65	5.15	4.60
30 sec	6.50	6.10	5.65	5.15	4.65	4.30	3.85

SAVANNA
Carroll County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WCCI (FM)
1971
Media Code 4 214 8980 3.00
Carroll County Broadcasting Co., Box 395, 316 Main St., Savanna, Ill. 61074. Phone 815-273-7757.

STATION'S PROGRAMMING DESCRIPTION
WCCI (FM): Programmed for adults.

1. PERSONNEL
Co-owner & Gen'l Mgr.—Dennis W. Voy.

3. FACILITIES ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-7 pm. CST.
Antenna ht.: 260 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Illinois Radio Network.

TIME RATES
Eff 10/1/71—Rec'd 11/5/71.

6. SPOT ANNOUNCEMENTS
1 min 4.50 30 sec 3.50

SHELBYVILLE (1 AM; 1 FM)
Shelbyville County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WSHY
1972

WSHY-FM
1969

RAB

Subscriber to the NAB Radio Code
Media Code 4 214 8995 6.00
Shelbyville Broadcasting Co., Box 343, West South 5th St., Shelbyville, Ill. 62565. Phone 217-774-2146.

1. PERSONNEL
General Manager—Roy Hanson.
Station Manager—Doris Hanson.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w.; 1560 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
ERP 3.000 w.; 104.9 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 161 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
Member: Illinois Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/74—Rec'd 2/15/74.
AAA—5 pm-5 am.
AA—10 am-5 pm.
A—5-10 am.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
CLASS AAA						
1 min	2.50	2.40	2.30	2.20	2.10	2.00
30 sec	1.50	1.45	1.40	1.35	1.30	1.25
CLASS AA						
1 min	3.50	3.40	3.30	3.20	3.10	3.00
30 sec	2.50	2.40	2.30	2.20	2.10	2.00
CLASS A						
1 min	4.20	4.10	4.00	3.90	3.80	3.70
30 sec	3.00	2.90	2.80	2.70	2.60	2.50

SKOKIE
Cook County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

SOUTH BELOIT
Winnebago County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

See Beloit, Wis.
(including South Beloit, Ill.)

ILLINOIS

SPARTA

Randolph County—Map Location D-10
See SRDB consumer market map and data at beginning of the State.

WHCO
1955

Subscriber to the NAB Radio Code
Media Code 4 214 9820 2.00
Hirsch Communication Engineering Corp., Hwy. 154 W., Sparta, Ill. 62286. Phone 618-443-2121.
Other office: 524 Broadway, Cape Girardeau, Mo.
1. PERSONNEL General Manager—Oscar C. Hirsch.
Mgr. & Com'l Mgr.—J. L. Scheper.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Rates effective August 28, 1650.
Rates received August 28, 1959.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	60.00	36.00	24.00	16.00	12.00	6.00
13 times	57.00	34.50	22.75	17.25	11.50	5.75
26 times	54.00	32.75	21.00	16.50	10.75	5.50
52 times	46.75	29.50	18.75	14.75	9.50	5.00
104 times	44.00	26.50	16.75	13.50	8.00	4.50
156 times	39.50	23.75	15.00	12.00	7.00	4.00
212 times	35.00	21.25	13.50	10.75	6.00	3.60

SPRINGFIELD (3 AM; 3 FM)

Sangamon County—Map Location D-7
See SRDB consumer market map and data at beginning of the State.

WCVS
1922

mcgavren-guild
pgw radio, inc.

NAB RAB

Media Code 4 214 9076 6.00
Eastern Broadcasting, Box 2697, 2055 S. 4th St., Springfield, Ill. 62703. Phone 217-544-9255.
STATION'S PROGRAMMING DESCRIPTION
WCVS: Programmed primarily for 18-49 audiences. FARM: Agriculture news, markets 5-6:30 am, 12N-1 pm. WEATHER: U. S. Weather Bureau, local & area reports, direct weather wire. MUSIC: current hits 75%. 6 air personalities handle all segments. NEWS: network at :55, local at :25. Livestock & grain markets included in noon news. SPORTS: 5 min sports wrap-ups on week-ends & play-by-play in season. Personalities available for remotes from shopping centers, stores, etc. 4 man news staff, 2 mobile units. Contact Representative for further details. Rec'd 11/1/72.
1. PERSONNEL President—Roger Neuhoff.
Vice-Pres. & Gen'l Mgr.—Ken Spengler.
Farm Director—Tony Trent.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1456 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24d, 25a, 29a, 29b, 23a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 62d.
Cancellation: 70b, 70c, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.
TIME RATES
Eff 1/1/72—Rec'd 11/30/72.
AA—Mon thru Sat 6:30-10 am & 3-7 pm.
Farm—Mon thru Sat 5-6:30 am & noon-1 pm.
A—Mon thru Sat 10 am-noon, 1-3 pm & 7-10 pm; Sun all day.
B—Mon thru Sat 10 pm-5 am.
6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	FARM 6 ti	FARM 12 ti	FARM 18 ti	FARM 24 ti
1 min	23	22	20	18	21	20	18	16
30 sec	19	18	16	15	17	16	14	13
	A				B			
1 min	21	20	18	16	16	17	16	15
30 sec	17	16	14	13	15	14	13	12

10 sec: 56% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
7. PACKAGE PLANS
TOTAL AUDIENCE PLAN 1

PER WK:	1 min	30 sec
24 ti—8AA (4 am, 4 pm), 8A (4 am, 4 pm), 8A/B (7 pm-midnight)	16	13
TOTAL AUDIENCE PLAN 2		
18 ti—6AA (3 am, 3 pm), 6A (3 am, 3 pm), 6A/B (7 pm-midnight)	17	14

WDBR (FM)
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 9100 2.00
Sangamon Broadcasting Co., 712 S. Dirksen Pkwy., Springfield, Ill. 62708. Phone 217-522-4441.
See affiliated AM station for additional information.
AM facilities: WTAX.
STATION'S PROGRAMMING DESCRIPTION
WDBR (FM): MUSIC: contemporary top 40. NEWS: world, national & local at :25. Public affairs 7:30 pm Sun. Oldies 8 pm-midnight Sun. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 5/31/74.
1. PERSONNEL
Operations Manager—Joe Jackson.
Sales Manager—Bob Taylor.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
ERP 17,000 w.; 103.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 318 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with WTAX. See that listing for rates.
TIME RATES
No. 26 Eff 6/1/73—Rec'd 7/30/73.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	7.00	6.50	6.00	5.50
30 sec	6.00	5.50	5.00	4.50

WFMB (FM)
1965

AVERY-KNODEL, INC.
Modern Country

NAB

Media Code 4 214 6130 6.00
Capital Broadcasting Co., 819-820 Meyer's Bldg., Springfield, Ill. 62701. Phone 217-528-3033.
STATION'S PROGRAMMING DESCRIPTION
WFMB (FM): MUSIC: top 75 country western M-F 6 am-12 M; Sat 6-1 am. Weather on hour and at :30 throughout day. Contact Representative for further details. Rec'd 11/30/72.
1. PERSONNEL
General Manager—H. J. Hoskins.
Station Manager—William R. Wheeler.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 104.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 24a, 25a, 26, 28c, 29b.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60c, 61a, 62b.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80.
Affiliated with American Information Network.
TIME RATES
No. 6 Eff 3/1/74—Rec'd 2/11/74
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	15	12	14	11	12	9
6 ti	14	11	13	10	11	8
12 ti	13	10	12	9	10	7
18 ti	12	9	11	8	9	7
24 ti	11	8	10	7	8	6
30 ti	10	7	9	7	7	5

10 sec ID's: 50% of 1-min.
7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AAA, 1/2AA

EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12	11	10	9	8
30 sec	9	8	7	7	6

10 sec ID's: 50% of 1-min.
DISCOUNT
26 wk—5% 52 wk—10%
8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
1/2 hr	50	45	40	38	35
5 min	25	22	20	17	15

WMAY
1950

NAB RAB

Stuart Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 214 9185 2.00
Springfield Broadcasting Co., Inc., Box 480, 525 W. Jefferson St., Suite No. 111, Springfield, Ill. 62765. Phone 217-525-0200.
STATION'S PROGRAMMING DESCRIPTION
WMAY: Programmed for young adults.
MUSIC: adult rock, mature personalities. NEWS: 10 min at :60, 5 min at :30 in am, noon, pm drive periods; 5 min at :60 all other times. UPI, network, state network. Noon stock markets. FARM: 5-6 am markets; home, farm & garden reports; noon farm block. SPORTS: daily 6:35 am report; major league baseball; local prep basketball & football. Contact Representative for further details. Rec'd 2/7/75.
1. PERSONNEL
President—Richard W. Chapin.
Vice-Pres. & Gen'l Mgr.—Ronn J. Mott.
Operations Manager—Sandy Travis.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Kansas City, Omaha—Red Abels.
St. Louis—Bruce Schneider & Co.
3. FACILITIES
1,000 w. days, 500 w. nights; 670 kc. Directional.
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 72a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Stuart Broadcasting Company.
TIME RATES
No. 9 Eff 5/1/69—Rec'd 6/4/69.
AA—5:30-10 am, noon-1 pm & 2-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	156x	208x	312x	520x
AA	18	17	16	15	14	13	12
A	16	15	14	13	12	11	10

20/30 sec: 80% of 1-min. 5/10 sec: 50% of 1-min.
7. PACKAGE PLANS
SATURATION PACKAGE

1 MIN. PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
AA	16	16	14	13	12
A	14	12	12	11	10

20/30 sec: 80% of 1-min. 5/10 sec: 50% of 1-min.

WTAX
1930

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 214 9240 6.00
Sangamon Broadcasting Co., 712 S. 31st., Springfield, Ill. 62708. Phone 217-522-4441.
STATION'S PROGRAMMING DESCRIPTION
WTAX: Programmed for general interest.
AIR PERSONALITIES handle all segments. MUSIC: popular music, blend of standards, middle-of-the-road, jazz-oriented, current hits. NEWS: network on hour, local or features on half hour. Statehouse correspondent. 2 mobile units, daily editorials. SPORTS: 4 daily sports shows. Pro, college, and high school football play-by-play. College and high school basketball play-by-play plus special events. TALK: swap shop 9:30-10 am. FARM: livestock, grain reports, farm news, US Weather Bureau reports, and IAA program 5-6:30 am & noon hour. Contact Representative for further details. Rec'd 1/29/74.
1. PERSONNEL
General Manager—Shelby T. Harbison.
Sales Manager—Edward J. Mahoney.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60d, 61a.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities WDBR (FM).
Affiliated with CBS.
Affiliated with Eastman Radio Network.
Member: Illinois Radio Network.
TIME RATES
No. 1 Eff 8/1/72—Rec'd 8/25/72.
I—Mon thru Sat 5:30-9:30 am & noon-1 pm.
II—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	I 1 min	I 30 sec	II 1 min	II 30 sec
6 ti	17.00	14.00	10.00	8.00
12 ti	16.00	12.00	9.50	7.50
18 ti	15.00	12.00	9.00	7.00
24 ti	14.00	11.00	.....	.....

10 sec: 60% of applicable rate.
DISCOUNT
26 wk—5% 52 wk—10%
Combinable with FM for frequency discount.

WTAX/WDBR (FM) COMBINATION
TIME RATES
No. 26 Eff 6/1/73—Rec'd 7/30/73.
I—Mon thru Sat 5:30-9:30 am & noon-1 pm.
II—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	I 6 ti	I 12 ti	I 18 ti	I 24 ti	II 6 ti	II 12 ti	II 18 ti
1 min	22.00	21.00	20.00	19.00	15.00	14.50	14.00
30 sec	18.00	17.00	16.00	15.00	12.00	11.50	11.00

10 sec: 60% of 1-min.
DISCOUNT
26 wk—5% 52 wk—10%

WVEM (FM)
1965

Subscriber to the NAB Radio Code
Media Code 4 214 9268 7.00
Dan Menghini, 224 Jefferson St., Springfield, Ill 62703. Phone 217-528-4511.
1. PERSONNEL
Owner & Gen'l Mgr.—Dan Menghini.
Assistant Manager—Velma Moore.
2. REPRESENTATIVES
Gert Bunchez and Associates.
3. FACILITIES
ERP 50,000 w.; 101.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 372 ft. above average terrain.
4. AGENCY COMMISSION
15% net. time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 22b, 23a, 25a, 28a, 28c, 29a.
Contracts: 40a, 42a, 44a, 45, 47c, 48.
Prod. Services: 82.
Affiliated with American FM Radio Network.
Member: Gert Bunchez & Associates Group.
TIME RATES
Eff 3/1/75—Rec'd 2/27/75.
6. SPOT ANNOUNCEMENTS

13-WK MINIMUM:	1 ti	22 ti	51-70
1 min	8.50	8.00	7.50
30 sec	6.75	6.50	6.25

10. SPECIAL FEATURES
News—9.50.
Weather—9.00.
City Council—per mo, 95.00.

STERLING (1 AM; 1 FM)

Whiteside County—Map Location D-3
See SRDB consumer market map and data at beginning of the State.

WJVM (FM)
1966

Media Code 4 214 9350 5.00
Communitron, Inc., Box 658, Route 88 N., Sterling, Ill. 61081. Phone 815-625-2100.
STATION'S PROGRAMMING DESCRIPTION
WJVM (FM): Program emphasis, young marrieds.
1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—John E. Rehwer.
3. FACILITIES
ERP 3,000 (horiz.), 3,000 (vert.); 94.3 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/2 time only; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 11/1/74—Rec'd 10/25/74.
6. SPOT ANNOUNCEMENTS

	1000x	500x	300x	100x	25x	Open
1 min	4.40	4.75	5.15	5.95	6.35	7.90
30 sec	3.80	4.15	4.50	5.40	5.70	7.20

7. PACKAGE PLANS
PER WK, 44 WEEK MINIMUM:

	20 ti	15 ti	10 ti	5 ti
1 min	4.00	4.40	4.80	5.30
30 sec	3.50	3.80	4.20	4.60

WSDR
1949

NAB

Media Code 4 214 9465 6.00
WSDR, Inc., Lawrence Bldg., Sterling, Ill. 61081. Phone 815-625-3400. TWX 610-625-3400.
Other Studio—The Post House, Galena Ave., Dixon, Ill. 61021. Phone 815-288-3400.
1. PERSONNEL
Pres. & Gen'l Mgr.—Tom L. Davis.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
500 w. days, 250 w. nights 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 7 Eff 10/1/73—Rec'd 6/24/73.
A—Mon thru Sat 6-9 am, noon-1 pm & 3:30-6 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

1 MIN:	100x	200x	300x	600x
A	10.00	9.40	8.75	8.20
B	8.75	8.20	7.65	7.00

30 sec: 80% of 1-min.
7. PACKAGE PLANS

1 MIN, 10 DAYS/LESS:	20 ti	40 ti	60 ti	100 ti
A	185	370	530	845

30 sec: 80% of 1-min.

(CR)

STREATOR (1 AM; 1 FM)

La Salle County—Map Location E-3
See SRDB consumer market map and data at beginning of the State.

WIZZ
1658

NAB RAB

A Prairieland Station
Subscriber to the NAB Radio Code
Media Code 4 214 9460 6.00
Streator Broadcasting Company, Box 277, Streator, Ill. 61364. Phone 815-672-2947.
STATION'S PROGRAMMING DESCRIPTION
WIZZ: Programmed for general interest, emphasis on news.
1. PERSONNEL
General Manager—C. J. McDonald.
3. FACILITIES
500 w. days; 1250 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0; rendered 25th, due 10th.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
TIME RATES
No. 9 Eff———Rec'd 6/29/72.
6. SPOT ANNOUNCEMENTS

	1x	52x	260x	520x	1040x
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

Prime time 6-9 am & noon-1 pm, per spot, extra 1.00
10 sec: 50% of 1-min, when available.
7. PACKAGE PLANS

PER WK, ROS:	10 ti	15 ti	25 ti	50 ti
1 min	5.50	5.00	4.50	4.00
30 sec	4.25	3.75	3.25	3.00

10. SPECIAL FEATURES
Hot Line—9-10 am.
Problems & Solutions—1:20-1:35 pm.
5 1-min spots, ea 5.50
Less than 5 1-min spots, ea 6.50

(Streator continued on next page)

WLAX
1964

RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 214 9515 1.00
Streator Broadcasting Corp., Box 377, Rt. 23 N., Streator, Ill. 61364. Phone 815-672-2947.
See affiliated AM station for additional information.
AM facilities: WIZZ.
STATION'S PROGRAMMING DESCRIPTION
WLAX: 100% Country & Western.
3. FACILITIES
ERP 2,950 w.; 97.7 mc.
Operating schedule: 6 am-10:30 pm daily. CST.
Antenna ht.: 140 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
TIME RATES
No. 6 Eff ——Rec'd 9/16/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	208x	520x	1040x
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

PER WK, ROS:	10 ti	15 ti	25 ti	50 ti
1 min	4.50	4.00	3.50	3.00
30 sec	3.50	3.00	2.50	2.00

TAYLORVILLE (1 AM; 1 FM)

Christian County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.
FM facilities: WEEE.

WEEE
(formerly WTIM-FM)
1968

Media Code 4 214 9542 5.00
PSB, Inc., Box 238, Taylorville, Ill. 62568. Phone 217-824-3366.
See affiliated AM station for additional information.
AM Facilities: WTIM.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates are identical to WTIM. See that listing.
Submitted by Larry E. Stewart.

WTIM
1952

Subscriber to the NAB Radio Code

Media Code 4 214 9579 6.00
PSB, Inc., Box 387, Taylorville, Ill. 62568. Phone 217-824-3366.
1. PERSONNEL
General Manager—Larry E. Stewart.
3. FACILITIES
1,000 w. days; 1410 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WEEE.
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Illinois Radio Network, Farm Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 2/1/74—Rec'd 11/1/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x
1 min	6.00	5.50	5.25	5.00	4.75
30 sec	4.50	4.00	3.75	3.50	3.25

10 sec. flat 2.75.
7. PACKAGE PLANS
52-WEEK PLAN
1 min 4.75 30 sec 3.30
Minimum 6+ per wk.
PROMOTION PLAN—BTA

	1 min	30 sec		1 min	30 sec
21 ti	115.50	84.00	30 ti	157.50	112.50

1410 PLAN
1 min 3.75 30 sec 2.90
Edited by Larry E. Stewart.

TUSCOLA

Douglas County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WITT (FM)
1967

NBC News & Information Service

RAB

Media Code 4 214 9600 1.00
Frederick W. Selbold, 600 S. Main St., Tuscola, Ill. 61953. Phone 217 253 3338.
STATION'S PROGRAMMING DESCRIPTION
WITT (FM): Programmed for mass appeal & farmers. Network news. National Weather Service weather wire; hrly. reports from 3 different weather radars, temperatures & forecasts, storm warnings. Commodity news service farm radio wire; detailed farm news, livestock & grain markets, futures quotes every half hr. during trading times. Live play-by-play high school & college football & basketball. U. S. Naval Observatory time signals. On-scene reports breaking stories, 3 reporters. Daily telephone interviews featuring state, local newsmakers. Daily features: foods, coping, movies, sex, music, business, books. Rec'd 8/7/75.
1. PERSONNEL
Owner/Mgr.—Frederick W. Selbold.
3. FACILITIES
ERP 3000 w.; 93.5 mc.
Operating schedule: 7 am-10 pm. CST.
Antenna ht. 115 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC News & Information Service.
TIME RATES
No. 2 Eff 12/13/70—Rec'd 11/15/71.
6. SPOT ANNOUNCEMENTS 1-99x 100x 300+
1 min 2.25 1.75 1.50
30 sec: 70% of 1-min. 10 sec: 35% of 1-min.
Q
(CR-3)

URBANA

Champaign County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

See Champaign-Urbana

VANDALIA

Fayette County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WPMB
1968

Subscriber to the NAB Radio Code

Media Code 4 214 9625 6.00
Clark Communications Corp., Inc., 111 S. Fifth St., Vandalia, Ill. 62471. Phone 283-2325, 283-2326.
1. PERSONNEL
Pres. & Gen'l Mgr.—Neil F. Clark.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
250 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Illinois Radio Network.
TIME RATES
Eff 1/1/71—Rec'd 12/7/70.
AA—6-9 am & 11 am-12:30 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	8 ti	12 ti	18 ti	24 ti
1 MINUTE					
AA	6.00	5.80	5.60	5.40	5.20
A	5.80	5.60	5.40	5.20	5.00
30 SECONDS					
AA	4.50	4.30	4.10	3.90	3.70
A	4.30	4.10	3.90	3.70	3.50
YEARLY—ROS					
1 min	5.90	5.70	5.50	5.30	5.10
30 sec	4.40	4.20	4.00	3.80	3.60

WATSEKA (1 AM; 1 FM)

Iroquois County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WGFA
1959

Media Code 4 214 9680 5.00
Iroquois County Broadcasting Co., Box 68-A, Watseka, Ill. 60970. Phone 815-432-4955.
STATION'S PROGRAMMING DESCRIPTION
WGFA: Programming is intended for general interest.
1. PERSONNEL
General Manager—Robert L. Bivans.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w.; 1360 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Illinois Radio Network, Farm Radio Network.
TIME RATES
Eff 11/1/73—Rec'd 10/10/73.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	365x
1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	4.75	4.50	4.25	4.00	3.75	3.50

20 sec: 40% of 1-min.
7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec	20 sec
10 ti	6.00	4.50	3.50
15 ti	5.50	4.25	3.25
25 ti	5.00	4.00	3.00

WGFA-FM
1962

Media Code 4 214 9735 5.00
Iroquois County Broadcasting Co., Box 68-A, Watseka, Ill. 60970. Phone 815-432-4955.
See affiliated AM station for additional information.
3. FACILITIES
ERP 19,000 w.; 94.1 mc.
Operating schedule: 7 am-10 pm. CST.
Antenna ht.: 185 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Illinois Radio Network.
TIME RATES
Eff——Rec'd 8/27/70.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	365x
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	3.00	2.75	2.50	2.25	2.00	1.75

20 sec: 50% of 1-min.
7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec	20 sec
10 ti	4.50	2.75	2.25
15 ti	4.00	2.50	2.00
25 ti	3.50	2.00	1.75

WAUKEGAN (1 AM; 1 FM)

Lake County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WEFA (FM)
1963

Media Code 4 214 9790 0.00
WEFA, Inc., 4 S. Genesee St., Waukegan, Ill. 60085. Phone 312-662-0540.
1. PERSONNEL
General Manager—Roger E. Kaplan.
3. FACILITIES
EIRP 3,000 w., 102.3 mc.
Operating schedule: 6:30 am-midnight. CST.
Antenna ht.: 191 ft. above average terrain.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5, 6a, 7a.
Basic Rates: 20a, 23a.
Contracts: 40b, 46.
Member: National AgRadio Groups, Inc.
TIME RATES
Eff 6/1/71—Rec'd 6/4/71.
6. SPOT ANNOUNCEMENTS
(13 Weeks or Times)
1 min 9.00
8. PROGRAM TIME RATES
(13 Weeks or Times)
(6:30 am-5:00 pm and 10:00 pm-12:30 am)
1/2 hr 36.00 5 min 16.00
1/4 hr 20.00
(5:00-10:00 pm)
1 hr 90.00 5 min 30.00
1/2 hr 56.00
Additional Discounts
For firm 26 weeks or times less 10%
For firm 39 weeks or times less 15%
For firm 52 weeks or times less 20%
Edited by Roger E. Kaplan.

WKRS
1949

Subscriber to the NAB Radio Code

Media Code 4 214 9845 2.00
News-Sun Broadcasting Co., Inc., Box 500, Waukegan, Ill. 60085. Phone 312-336-7900.
Studio—W. Belvidera Rd., Waukegan, Ill.
1. PERSONNEL
Pres. & Gen'l Mgr.—A. F. Sorenson.
Sta. & Sales Mgr.—Jerry Cray.
3. FACILITIES
1,000 w. days; 1220 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21b, 23b, 24b, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44b, 45, 47d, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with Mutual Black Network.
Member: Illinois Radio Network.
TIME RATES
No. 7 Eff 5/1/74—Rec'd 5/13/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 10 am-1 pm; Mon thru Fri 3-6 pm; Sun all day.
A—Mon thru Fri 1-3 pm & 6-7 pm; Sat 1-7 pm.
6. SPOT ANNOUNCEMENTS

CLASS AAA

	1x	13x	26x	52x	104x	156x	208x
1 min	31.80	30.91	30.03	29.15	28.26	27.38	26.50
30 sec	28.26	27.38	26.50	25.61	24.73	23.85	22.96
10 sec	15.90	15.46	15.01	14.58	14.13	13.70	13.25

	260x	312x	365x	520x	730x	1040x
1 min	25.61	24.73	23.85	22.96	22.08	21.20
30 sec	22.08	21.20	20.31	19.43	18.55	17.66
10 sec	12.81	12.37	11.93	11.48	11.04	10.60

CLASS AA

	1x	13x	26x	52x	104x	156x	208x
1 min	21.21	20.61	20.02	19.43	18.84	18.25	17.67
30 sec	18.84	18.25	17.67	17.08	16.49	15.90	15.31
10 sec	10.60	10.30	10.01	9.72	9.42	9.13	8.83

	260x	312x	365x	520x	730x	1040x
1 min	17.07	16.49	15.90	15.31	14.72	14.13
30 sec	14.72	14.13	13.54	12.95	12.36	11.78
10 sec	8.54	8.24	7.95	7.65	7.36	7.06

CLASS A

	1x	13x	26x	52x	104x	156x	208x
1 min	10.60	10.30	10.01	9.72	9.42	9.13	8.83
30 sec	9.42	9.13	8.83	8.54	8.24	7.95	7.66
10 sec	5.30	5.16	5.01	4.86	4.71	4.57	4.42

	260x	312x	365x	520x	730x	1040x
1 min	8.54	8.24	7.95	7.65	7.36	7.06
30 sec	7.36	7.07	6.77	6.48	6.18	5.89
10 sec	4.27	4.12	3.98	3.83	3.68	3.53

7. PACKAGE PLANS
WITHIN 7 DAYS—BTA

EA:	10 ti	20 ti	30 ti	40 ti	50 ti	70 ti	100 ti
1 min	21.20	20.61	20.02	19.43	18.84	18.25	17.67
30 sec	18.84	18.25	17.67	17.08	16.49	15.90	15.31
10 sec	10.60	10.30	10.01	9.72	9.42	9.13	8.83

Submitted by A. F. Sorenson.

WEST FRANKFORT
(1 AM; 1 FM)

Franklin County—Map Location E-10
See SRDS consumer market map and data at beginning of the State

WFRX WFRX-FM
1951 1973

Media Code 4 214 9900 5.00
Pyramid Radio & TV Co., Inc., Box 128, Rt. 37 S., West Frankfort, Ill. 62896. Phones 618-932-6615, 6661.
STATION'S PROGRAMMING DESCRIPTION
WFRX: MUSIC: MOR.
1. PERSONNEL
General Manager—Ardis G. (Art) Smith.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
FM ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 205 ft. above average terrain.
Simulcast 5 am-local sunset.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Illinois Radio Network.
TIME RATES
Eff 9/1/66—Rec'd 8/1/66.
6. SPOT ANNOUNCEMENTS

PER WK:	1x	6x	11x	16x	21+
1 min or less	7	6	5	4	3

10 sec—50% of 1-minute rate.

WOOD RIVER

Madison County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

See Alton
(incl. Wood River)

ZION (1 AM; 1 FM)

Lake County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WKZN (FM)
1962

Subscriber to the NAB Radio Code

Media Code 4 214 9925 2.00
Zion-Benton Broadcasting Corp., 2700 Sheridan Rd., Zion, Ill. 60099. Phone 312-746-1484.
See affiliated AM station for additional information.
AM facilities: WZBN.
3. FACILITIES
ERP 10,000 w. (horiz.), 8,100 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Eff 10/1/72—Rec'd 2/26/73.
6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	312x
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00
15/10 sec	4.00	3.50	3.00	2.75	2.50

7. PACKAGE PLANS

BTA/WITHIN 10 DAYS:	20 ti	30 ti	50 ti	100 ti
1 min	4.50	4.00	3.75	3.00
30 sec	3.75	3.00	2.75	2.50
15/10 sec	2.25	2.00	—	—

10. SPECIAL FEATURES

NEWS:	52x	104x	156x	260x
5 min, incl 1.00 news fee	8	7	6	5

WZBN
1967

Subscriber to the NAB Radio Code

Media Code 4 214 9950 0.00
Zion-Benton Broadcasting Corp., 2700 Sheridan Rd., Zion, Ill. 60099. Phone 312-746-1484.
STATION'S PROGRAMMING DESCRIPTION
WZBN: Programmed for general interest.
1. PERSONNEL
General Manager—W. E. Mayfield.
3. FACILITIES
250 w.; 1500 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station. 15 days.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
FM facilities: WKZN (FM).
TIME RATES
Eff 10/1/72—Rec'd 2/26/73.
1962
6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	312x
1 min	9.00	7.75	7.00	6.75	6.50
30 sec	7.00	6.75	6.25	6.00	5.75
15/10 sec	4.50	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

BTA/WITHIN 10 DAYS:	20 ti	30 ti	50 ti	100 ti
1 min	6.50	5.75	5.25	4.50
30 sec	5.50	4.50	4.00	3.75
15/10 sec	3.25	3.00	2.75	2.50

10. SPECIAL FEATURES

NEWS:	52x	104x	156x	260x
5 min, incl 2.00 news fee	12.00	11.00	10.00	9.00
Hdlns, incl 1.00 news fee	9.00	8.00	7.50	7.00

INDIANA

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Danville—Hendricks County

Negro Population Data

(January 1, 1975)

STATE TOTAL	414,847	Kokomo	4,177
METRO AREAS		Lafayette-West Lafayette	1,245
Anderson	10,402	Marion	5,412
Bloomington	1,888	Muncie	7,466
Elkhart	5,976	Richmond	4,010
Evansville	14,372	South Bend	22,600
Fort Wayne	24,123	Terre Haute	5,782
Gary-Hammond-East Chicago	130,419	Total Metros	395,507
Indianapolis	157,635		

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	67,188
METRO AREAS	
Gary-Hammond-East Chicago	36,671

INDIANA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Indiana Broadcasters Group

Comprised of:
Non-Interconnected Stations

WHUT—Anderson
WBIW—Bedford
WFDT (FM)—Columbia City
WCSI—Columbus
WCNB, WCNB-FM—Connersville
WCVL—Crawfordsville
WADM—Decatur
WBMP-FM—Elwood
WIKY—Evansville
WILO—Frankfort
WIFN (FM)—Franklin
WKAM—Goshen
WXTA—Greencastle
WSMJ-FM—Greenfield
WTRE—Greensburg
WWHC-FM—Hartford City
WHLT—Huntington
WITZ—Jasper
WXVW—Jeffersonville
WIOU—Kokomo
WASK—Lafayette
WNON (FM)—Lebanon
WBTO—Linton
WORX—Madison
WGOM—Marion
WCBK, WCBK-FM—Martinsville
WLBC—Muncie
WCTW—New Castle
WHYT—Noblesville
WOCH—North Vernon
WVAK, WVAK-FM—Paoli
WARU—Peru
WPGW—Portland
WHON—Richmond
WSLM, WSLM-FM—Salem
WMPI-FM—Scottsburg
WJCD—Seymour
WSVL—Shelbyville
WNDI—Sullivan
WTCJ—Tell City
WBOW—Terre Haute
WAOV—Vincennes
WAYT—Wabash
WAMW—Washington
WIUC—Winchester

Media Code 4 215 0025 7.00
Business Office—Box 5010, Cincinnati, Ohio 45205. Phone 513-922-1620.

1. PERSONNEL
General Manager—Don O. Hays.
Account Executive—Sally Sjordal.

2. REPRESENTATIVES
Regional Reps Corp.

4. AGENCY COMMISSION
15/0.

(This listing continued on page 308)

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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Anderson—Madison
Bloomington—Monroe
Columbus—Bartholomew
East Chicago—Lake
Elkhart—Elkhart
Evansville—Vanderburgh
Fort Wayne—Allen
Gary—Lake
Griffith—Lake
Hammond—Lake
Highland—Lake
Hobart—Lake
Indianapolis—Marion
Jeffersonville—Clark
Kokomo—Howard
Lafayette—Tippecanoe
La Porte—La Porte
Marion—Grant
Michigan City—La Porte
Mishawaka—St. Joseph
Muncie—Delaware
New Albany—Floyd
New Castle—Henry
Portage—Porter
Richmond—Wayne
South Bend—St. Joseph
Terre Haute—Vigo
Valparaiso—Porter
Vincennes—Knox
West Lafayette—Tippecanoe

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-Cars per 1/1/75 (000)	Farm Ation Popu-1/1/75 (000)	Gross Income Farm 1974 ($000)
INDIANA STATE TOTALS	5,347.7	1,782.77	24,335,743	13,651	5.2	11.0	10.3	28.0	40.3	14,978,024	8,402	2,901,758	428,408	2,287,176	573,630	618,579	2,604,415	1,105,617	2,496.46	396.1	3,528,209
ADAMS G-4	27.9	8.92	134,472	15,075	4.6	8.7	8.5	26.9	47.8	79,354	8,896	12,416	1,069	2,732	2,265	2,826	16,824	4,969	12.95	8.1	53,547
ALLEN G-3	294.3	96.80	1,418,961	14,659	4.2	8.9	9.3	29.8	45.3	891,712	9,212	174,272	25,519	196,257	37,086	34,545	148,783	62,798	143.36	12.4	56,316
Fort Wayne	184.7	64.57	844,730	13,082	.....	.....	.....	.....	.....	736,774	11,410	146,107	22,001	193,989	34,960	29,595	118,937	46,707	.....	.....	.....
Fort Wayne Metro Area	378.3	124.49	1,822,065	14,636	4.2	8.4	9.2	29.1	45.5	1,099,614	8,833	214,614	28,506	204,103	44,266	43,592	192,913	76,720	184.82	.....	.....
BARTHOLOMEW E-8†	59.9	19.68	273,362	13,890	4.3	11.7	11.7	29.4	38.4	183,579	9,328	35,638	4,907	22,893	8,268	9,079	32,071	12,245	29.65	4.0	39,314
Columbus	29.3	10.35	141,871	13,707	.....	.....	.....	.....	.....	152,772	14,761	13,797	4,093	20,312	7,781	8,541	28,758	10,785	.....	.....	.....
BENTON C-5	10.9	3.62	63,084	17,427	5.7	10.1	7.7	21.6	51.5	36,122	9,978	4,384	675	436	331	485	5,545	3,344	5.40	3.5	51,540
BLACKFORD F-5	16.2	5.67	69,413	12,242	5.2	12.3	11.6	29.3	36.3	39,960	7,048	9,246	670	3,046	1,518	1,151	8,305	2,276	7.78	2.4	15,273
BOONE D-6	31.8	10.96	161,389	14,725	4.6	8.5	8.2	25.2	47.2	80,639	7,358	11,784	2,730	6,037	2,664	2,364	14,892	7,130	15.46	6.2	55,536
BROWN E-8	9.7	3.27	36,183	11,065	8.0	16.3	11.0	22.4	30.1	12,514	3,827	3,592	549	221	.....	360	637	1,011	4.67	.6	1,517
CARROLL D-5	18.0	6.34	87,544	13,808	3.7	12.2	10.8	27.7	41.2	43,666	6,887	7,623	829	825	601	926	10,328	2,929	9.24	3.6	70,316
CASS D-4	39.9	13.79	183,158	13,282	4.6	11.1	10.4	28.4	41.2	133,743	9,699	22,697	3,767	20,879	3,937	4,133	21,587	8,192	20.05	4.4	51,032
CLARK F-10†	80.7	26.62	334,550	12,568	4.9	12.1	12.4	30.6	34.5	230,936	8,675	48,261	4,516	37,541	4,987	3,460	47,510	20,280	37.14	4.6	18,694
Jeffersonville	20.3	7.11	84,684	11,911	.....	.....	.....	.....	.....	122,029	17,163	28,004	3,165	21,557	4,494	3,138	23,057	9,211	.....	.....	.....
CLAY C-7	23.6	8.79	104,412	11,878	7.9	14.1	11.3	26.0	34.4	59,015	6,714	11,171	1,694	4,165	1,198	1,616	11,762	5,771	11.28	4.1	27,484
CLINTON D-5	30.2	10.82	141,351	13,064	5.5	12.4	10.6	27.1	39.4	84,287	7,790	15,840	2,282	9,100	3,441	2,902	12,855	5,075	15.28	4.6	62,265
CRAWFORD D-10	7.7	2.73	27,894	10,218	9.0	18.0	12.5	22.9	24.6	13,547	4,962	3,265	128	1,174	278	212	2,297	1,406	3.18	1.1	7,493
DAVIESS C-9	26.4	9.13	105,555	11,561	7.1	14.6	12.2	26.6	31.9	66,646	7,300	12,447	2,017	8,313	3,044	2,381	10,828	4,507	11.81	6.2	54,077
DEARBORN G-8	29.7	9.80	115,026	11,737	5.8	12.3	12.2	29.4	33.8	58,406	5,960	13,926	1,864	2,765	2,366	2,759	8,941	6,782	14.16	3.1	10,434
DECATUR F-8	23.8	7.90	102,031	12,915	5.8	12.1	10.6	26.7	38.8	72,033	9,118	14,988	1,753	858	2,355	2,587	9,774	7,002	10.23	5.5	62,601
DE KALB G-3	31.5	10.41	142,191	13,659	5.1	9.4	8.9	27.4	44.2	68,768	6,606	15,668	955	1,616	3,071	3,352	17,711	5,112	15.99	5.4	22,674
DELAWARE F-5	135.1	44.36	588,540	13,267	5.5	11.9	12.2	29.2	35.7	339,876	7,662	67,315	11,552	47,210	13,451	18,855	50,275	24,005	60.71	5.8	44,099
Muncie	89.2	29.91	305,361	10,209	.....	.....	.....	.....	.....	324,891	10,862	65,616	11,552	47,080	13,320	17,665	44,974	19,539	.....	.....	.....
Muncie Metro Area	135.1	44.36	588,540	13,267	5.5	11.9	12.2	29.2	35.7	339,876	7,662	67,315	11,552	47,210	13,451	18,855	50,275	24,005	60.71	.....	.....
DUBOIS C-10	32.1	9.59	135,817	14,162	4.2	13.2	11.3	28.0	38.9	109,058	11,372	16,024	1,311	4,245	3,573	2,968	21,385	5,381	13.82	4.7	73,489
ELKHART E-2	133.5	44.65	693,058	15,522	4.0	8.7	9.0	27.4	47.3	499,884	11,196	73,062	12,936	45,182	20,204	20,591	82,968	31,289	66.22	10.1	71,732
Elkhart	44.2	15.84	238,367	15,048	.....	.....	.....	.....	.....	239,809	15,139	43,040	8,955	34,016	12,437	6,775	27,673	13,945	.....	.....	.....
Elkhart Metro Area	133.5	44.65	693,058	15,522	4.0	8.7	9.0	27.4	47.3	499,884	11,196	73,062	12,936	45,182	20,204	20,591	82,968	31,289	66.22	.....	.....
FAYETTE G-7	27.0	9.21	125,703	13,649	5.1	15.1	12.0	26.6	35.8	63,743	6,921	15,590	2,459	4,939	1,576	4,775	9,064	3,817	12.80	2.4	22,700
FLOYD E-10	57.1	19.42	255,975	13,181	8.3	13.8	11.6	27.7	35.8	123,156	6,342	28,687	3,887	9,904	8,165	8,029	21,360	10,542	26.66	2.4	6,120
New Albany	38.6	13.87	169,211	12,200	.....	.....	.....	.....	.....	117,376	8,463	27,913	3,640	9,579	8,157	8,021	21,218	9,817	.....	.....	.....
FOUNTAIN C-6	17.9	6.38	73,443	11,511	7.5	13.5	11.6	28.2	32.5	58,691	9,199	12,497	1,027	1,575	1,033	1,367	14,888	4,410	8.74	3.2	37,726
FRANKLIN G-7	17.1	5.30	71,089	13,413	5.1	12.8	11.0	26.1	38.7	27,881	5,261	7,926	471	770	268	1,166	4,812	1,877	7.24	5.3	27,810
FULTON D-4	16.8	6.10	80,334	13,170	5.9	10.2	8.9	24.6	41.8	39,798	6,524	6,420	979	2,309	1,360	879	7,883	4,046	8.99	3.9	38,148
GIBSON B-10	30.4	10.86	133,680	12,309	7.5	14.7	11.3	24.9	32.0	73,383	6,757	15,180	1,428	9,687	2,554	2,461	9,396	5,338	14.50	4.1	55,818
GRANT F-5	86.5	28.18	373,078	13,239	4.5	11.6	10.7	28.6	39.5	249,575	8,856	46,700	9,194	26,462	12,830	11,448	50,451	18,341	39.22	6.4	49,950
Marion	41.4	14.04	164,842	11,741	.....	.....	.....	.....	.....	193,336	13,770	34,805	7,875	25,691	12,221	9,732	41,014	12,627	.....	.....	.....
Marion Metro Area	86.5	28.18	373,078	13,239	4.5	11.6	10.7	28.6	39.5	249,575	8,856	46,700	9,194	26,462	12,830	11,448	50,451	18,341	39.22	.....	.....
GREENE C-8†	27.2	10.34	112,003	10,832	8.5	13.8	11.2	25.7	32.4	65,799	6,364	13,544	1,210	3,552	2,757	1,771	11,890	5,628	12.88	4.2	29,813
HAMILTON E-6	59.5	19.32	315,030	16,306	3.9	6.8	7.5	25.2	52.4	125,875	6,515	22,613	3,245	5,255	2,749	6,740	19,367	9,258	29.02	5.8	47,492
HANCOCK E-6	38.0	12.58	185,836	14,772	4.0	8.4	9.0	28.5	46.8	89,022	7,076	12,938	2,273	5,014	1,131	3,076	25,457	6,553	17.69	4.1	27,858
HARRISON E-10	20.7	6.76	90,195	13,342	5.6	11.4	9.7	25.7	40.8	39,281	5,811	8,202	833	3,388	478	1,923	7,015	3,082	9.62	5.4	28,106
HENDRICKS D-6	58.7	18.85	289,278	15,346	3.9	5.8	7.8	29.9	49.5	100,428	5,328	19,251	4,105	3,324	1,707	1,745	22,939	9,734	28.26	5.7	44,870
HENRY F-6	53.6	18.22	254,304	13,957	4.7	9.6	10.0	27.9	42.6	132,231	7,257	27,710	3,359	16,909	3,900	6,398	26,895	10,922	25.63	6.6	44,069
New Castle	21.5	7.82	95,102	12,161	.....	.....	.....	.....	.....	95,784	12,249	22,886	2,254	14,902	3,513	5,467	17,958	6,335	.....	.....	.....
HOWARD E-5	88.1	29.84	414,060	13,876	4.2	10.3	10.2	27.8	43.2	313,343	10,501	53,449	9,923	58,462	12,229	13,612	48,311	16,829	43.32	4.0	42,232
Kokomo	44.4	16.24	198,822	12,243	.....	.....	.....	.....	.....	237,546	14,627	41,831	8,669	48,468	10,858	8,934	36,853	12,779	.....	.....	.....
Kokomo Metro Area	88.1	29.84	414,060	13,876	4.2	10.3	10.2	27.8	43.2	313,343	10,501	53,449	9,923	58,462	12,229	13,612	48,311	16,829	43.32	.....	.....
HUNTINGTON F-4	35.3	12.02	166,584	13,859	4.3	8.5	9.7	29.4	44.8	95,953	7,983	17,774	2,546	8,244	2,476	4,108	18,156	10,191	17.02	6.0	37,719
JACKSON E-9	33.9	11.64	147,859	12,703	6.2	12.8	11.8	29.2	34.1	113,920	9,787	17,541	2,646	10,719	3,403	2,316	13,429	6,871	16.16	4.5	57,720
JASPER C-3	21.2	6.52	92,061	14,120	4.9	11.9	10.1	26.2	42.0	61,880	9,491	11,140	1,077	5,781	1,436	1,656	9,505	3,724	9.32	4.5	101,542
JAY G-5	23.9	8.55	108,231	12,659	6.1	11.2	10.0	26.3	40.7	59,786	6,993	12,539	1,371	4,191	1,653	1,966	12,914	5,477	11.77	6.2	31,950
JEFFERSON F-9†	27.8	8.75	115,055	13,149	4.9	13.5	10.9	25.5	37.1	77,701	8,880	14,882	1,879	6,207	3,780	2,913	16,436	4,981	11.45	4.8	18,783
JENNINGS F-8	20.2	6.05	74,458	12,307	6.2	13.0	11.0	27.9	35.5	33,076	5,467	7,665	598	2,394	1,093	883	8,430	3,842	7.95	4.0	16,388
JOHNSON E-7	67.5	20.65	289,472	14,018	4.1	7.6	10.9	31.8	42.2	220,541	10,680	38,909	4,931	62,843	5,644	5,491	33,068	15,629	29.22	4.2	40,312
KNOX B-9	41.5	14.72	158,048	10,737	8.6	16.6	12.1	25.2	28.4	134,193	9,116	22,498	4,268	22,572	3,368	5,652	20,697	8,644	19.61	4.1	64,220
Vincennes	20.6	7.28	71,863	9,871	.....	.....	.....	.....	.....	116,394	15,988	18,123	3,827	21,738	3,307	4,937	18,510	6,399	.....	.....	.....
KOSCIUSKO E-3	50.8	17.48	236,571	13,534	4.5	10.8	10.2	28.0	40.1	163,319	9,343	27,455	4,589	7,991	4,606	4,254	28,888	14,198	25.20	6.5	110,555
LAGRANGE F-2	22.4	6.73	97,741	14,523	4.2	8.6	8.1	24.5	47.5	49,113	7,298	7,414	598	1,670	390	1,270	8,348	5,583	8.16	7.5	62,332
LAKE B-3	552.5	174.18	2,397,830	13,766	4.5	8.3	10.1	30.5	41.0	1,506,104	8,647	353,010	42,299	277,590	71,718	71,399	232,022	110,028	244.45	3.3	33,065
East Chicago	42.7	14.35	176,429	12,295	.....	.....	.....	.....	.....	108,164	7,538	24,870	4,200	2,114	8,442	3,845	20,464	4,954	.....	.....	.....
Gary	173.5	55.00	678,232	12,331	.....	.....	.....	.....	.....	555,633	10,102	122,841	13,960	136,949	29,083	23,025	86,029	33,646	.....	.....	.....
Gary-Hammond-East Chicago Metro Area	647.5	203.09	2,864,442	14,104	4.3	8.2	9.6	30.2	42.5	1,686,699	8,305	387,636	47,469	296,534	77,400	79,719	264,618	127,494	287.65	.....	.....
Griffith	21.3	6.47	91,045	14,072	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Hammond	105.7	36.13	490,441	13,574	.....	.....	.....	.....	.....	364,402	10,086	84,353	8,480	77,689	21,134	24,799	54,712	22,663	.....	.....	.....
Highland	28.0	8.00	127,348	15,919	.....	.....	.....	.....	.....	109,410	13,676	21,891	2,062	26,520	3,428	2,634	23,737	8,711	.....	.....	.....
Hobart	25.2	7.78	109,046	14,016	.....	.....	.....	.....	.....	46,373	5,961	15,267	2,369	1,442	1,301	3,907	3,364	4,792	.....	.....	.....
LA PORTE D-2	109.0	35.30	502,239	14,228	4.5	10.3	9.9	28.2	42.6	299,504	8,485	62,338	7,532	46,481	12,787	13,252	52,936	30,413	48.98	5.7	60,898
La Porte	22.3	8.15	98,768	12,119	.....	.....	.....	.....	.....	107,859	13,234	22,903	2,519	14,478	3,838	6,123	21,262	12,187	.....	.....	.....
Michigan City	38.2	12.22	165,451	13,539	.....	.....	.....	.....	.....	142,721	11,679	34,578	4,766	27,412	8,610	5,454	23,312	10,088	.....	.....	.....
LAWRENCE D-9	38.7	13.78	158,140	11,476	7.2	14.7	12.4	27.3	30.9	102,882	7,466	25,389	2,921	11,830	3,286	4,598	17,475	8,429	18.60	2.5	17,683
MADISON E-6	142.9	49.08	677,383	13,802	4.8	10.2	10.3	28.5	42.0	389,698	7,940	80,426	12,964	64,642	14,983	21,883	66,506	28,727	69.95	6.2	46,542
Anderson	71.9	25.86	343,952	13,301	.....	.....	.....	.....	.....	240,588	9,303	42,999	7,129	44,142	12,119	15,964	46,260	14,311	.....	.....	.....
Anderson Metro Area	142.9	49.08	677,383	13,802	4.8	10.2	10.3	28.5	42.0	389,698	7,940	80,426	12,964	64,642	14,983	21,883	66,506	28,727	69.95	.....	.....
MARION E-6†	809.1	276.50	3,992,304	14,439	5.1	10.3	9.7	27.4	42.9	2,421,487	8,758	456,540	91,020	545,217	90,278	115,085	470,618	171,402	387.05	.5	22,014
Indianapolis	780.0	265.84	3,887,135	14,622	.....	.....	.....	.....	.....	2,367,201	8,905	361,666	72,909	474,644	82,888	104,856	381,875	126,049	.....	.....	.....
Indianapolis Metro Area	1,151.6	387.15	5,608,294	14,486	4.9	9.8	9.5	27.8	43.7	3,242,268	8,375	609,953	113,803	644,566	110,618	141,345	622,462	234,502	545.59	.....	.....
MARSHALL E-3	35.7	12.09	180,452	14,926	4.8	9.3	8.8	26.0	46.2	95,049	7,862	17,780	1,894	6,623	2,828	4,171	15,038	8,394	17.35	7.6	52,797
MARTIN D-9	11.0	3.56	39,809	11,182	7.8	16.9	12.6	24.8	29.9	25,348	7,120	4,792	55	3,558	224	666	6,002	1,563	4.80	1.7	11,771
MIAMI E-4†	39.7	13.02	152,610	11,721	5.5	17.0	13.7	28.1	29.5	80,132	6,155	16,886	1,813	10,128	1,843	3,160	13,819	5,358	17.04	4.6	52,154
MONROE D-8	94.2	29.93	379,253	12,671	7.5	15.6	11.6	25.5	34.2	236,453	7,900	47,589	8,834	31,174	10,827	10,347	40,127	15,947	35.30	1.6	8,416
Bloomington	47.1	14.23	183,589	12,902	.....	.....	.....	.....	.....	205,539	14,444	36,631	7,512	29,086	10,118	9,587	35,661	11,892	.....	.....	.....
Bloomington Metro Area	94.2	29.93	379,253	12,671	7.5	15.6	11.6	25.5	34.2	236,453	7,900	47,589	8,834	31,174	10,827	10,347	40,127	15,947	35.30	.....	.....
MONTGOMERY C-6	34.6	12.13	154,741	12,757	5.4	12.4	10.7	27.9	38.3	109,569	9,033	19,064	2,911	9,075	3,746	5,247	17,049	6,880	16.48	4.5	67,099
MORGAN D-7	47.9	15.06	199,815	13,268	5.1	9.7	10.8	31.8	38.3	95,402	6,335	27,114	2,904	6,847	2,694	2,707	14,079	7,842	20.62	4.4	23,077
NEWTON B-4	11.6	4.03	53,748	13,337	4.9	11.0	9.6	24.9	42.0	43,115	10,699	4,416	801	3,252	805	327	4,181	5,695	5.77	3.2	46,945

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Stations ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
NOBLE F-3	32.1	10.68	144,960	13,573	4.7	8.7	9.7	28.7	42.4	85,250	7,982	16,732	2,012	6,673	3,343	2,866	16,081	7,349	15.63	5.3	43,007
OHIO G-8	4.3	1.49	18,661	12,524	8.3	11.6	8.9	25.2	38.2	4,802	3,223	1,501	136	447	50	108	159	488	2.03	1.3	4,984
ORANGE D-9	16.8	5.89	59,781	10,150	8.6	19.9	13.1	24.0	24.4	36,219	6,149	6,734	800	2,101	1,085	824	7,652	4,099	7.49	1.9	22,018
OWEN D-7	12.2	4.30	49,964	11,620	8.7	14.9	10.9	25.5	33.4	18,244	4,243	5,228	758	989	193	417	2,850	2,657	5.65	2.6	12,312
PARKE C-6	14.4	5.24	57,338	10,942	8.0	14.0	10.6	23.7	32.8	35,384	6,753	6,329	122	2,044	384	1,250	4,905	3,930	7.17	2.6	32,601
PERRY D-11	19.4	6.30	66,406	10,541	8.4	16.7	12.7	26.4	26.3	38,408	6,097	9,114	1,078	3,117	1,353	1,754	8,184	2,336	8.28	2.0	8,701
PIKE C-10	12.3	4.64	51,110	11,015	7.7	15.5	11.5	24.1	30.1	25,596	5,516	3,825	373	1,724	344	347	7,454	1,820	5.89	1.6	20,213
PORTER C-2	95.0	28.91	466,612	16,140	3.3	5.8	7.2	29.0	51.5	180,595	6,247	34,626	5,170	18,944	5,682	8,320	32,596	17,466	43.20	4.2	28,464
Portage	21.8	6.22	95,927	15,422	.....	.....	.....	.....	.....	20,025	3,219	3,296	1,146	589	277	467	3,670	2,977	.....	.....	.....
Valparaiso	22.0	6.94	103,071	14,853	.....	.....	.....	.....	.....	97,793	14,091	17,567	2,933	16,348	4,393	6,315	15,712	5,499	.....	.....	.....
POSEY B-10	22.5	7.52	86,734	11,534	6.8	12.3	11.4	28.6	31.9	56,880	7,564	8,920	1,060	2,430	1,354	859	15,279	2,825	10.39	3.6	37,100
PULASKI D-3	12.2	4.18	58,358	13,961	5.8	10.3	8.1	23.1	45.9	45,085	10,786	5,390	637	698	1,076	417	8,366	1,711	6.06	4.4	45,468
PUTNAM C-7	27.7	8.70	117,990	13,562	5.8	12.1	9.9	25.9	40.0	62,996	7,241	12,017	1,311	5,004	2,279	1,580	10,041	5,451	11.23	4.8	43,978
RANDOLPH G-6	29.2	10.49	138,001	13,155	5.4	12.6	10.4	25.6	41.0	84,324	8,039	14,254	1,734	3,741	2,291	2,880	13,889	8,450	14.32	7.3	45,201
RIPLEY F-8	21.4	7.04	82,374	11,701	5.8	12.7	11.9	28.0	32.7	55,377	7,866	8,891	1,129	2,497	988	2,076	10,669	3,123	10.10	4.8	31,943
RUSH F-7	20.2	6.68	84,290	12,618	5.9	13.3	10.7	25.6	38.4	53,184	7,962	8,955	1,282	1,929	621	2,832	10,672	3,473	9.15	4.6	60,496
ST. JOSEPH D-2	246.1	81.79	1,146,668	14,020	4.6	10.0	10.3	29.5	41.4	725,926	8,875	141,858	20,086	150,435	38,960	36,161	131,660	48,581	117.97	5.9	36,579
Mishawaka	36.2	13.24	154,317	11,655	.....	.....	.....	.....	.....	167,242	12,632	33,566	4,301	34,875	8,958	4,675	38,805	8,309	.....	.....	.....
South Bend	125.2	44.35	588,490	13,269	.....	.....	.....	.....	.....	490,252	11,054	89,216	14,666	117,573	28,130	27,549	84,532	26,826	.....	.....	.....
South Bend Metro Area	281.8	93.88	1,327,120	14,136	4.6	10.2	10.0	29.0	42.0	820,975	8,745	159,638	21,980	157,058	41,788	40,332	146,698	56,975	135.32	.....	.....
SCOTT F-9	17.9	5.77	65,185	11,297	6.4	16.9	13.8	27.7	29.2	40,438	7,008	9,615	189	2,725	1,505	993	5,052	4,646	7.56	1.7	11,123
SHELBY E-7	39.1	13.23	174,170	13,240	6.0	10.7	9.4	27.3	42.4	108,874	8,229	20,804	2,595	10,029	3,751	4,137	22,042	6,954	18.27	6.1	50,868
SPENCER C-11	17.4	5.53	69,670	12,599	7.0	12.2	9.7	24.8	35.2	36,668	6,631	6,274	949	1,151	445	929	6,962	3,137	7.44	4.7	33,592
STARKE D-3	19.6	6.46	77,011	11,921	7.6	15.5	11.2	25.0	34.5	54,654	8,460	10,594	543	6,451	924	629	10,391	5,282	9.11	2.6	26,315
STEUBEN G-2	21.2	7.30	100,317	13,742	7.0	13.0	10.3	24.4	38.8	87,867	12,037	16,290	1,505	2,764	2,138	2,694	10,891	10,862	10.01	3.7	23,120
SULLIVAN B-8	19.5	7.39	76,146	10,304	10.7	16.4	11.9	23.5	25.7	44,102	5,968	8,829	970	3,395	1,122	950	7,064	4,175	9.72	2.9	29,181
SWITZERLAND G-9	5.7	2.07	31,870	15,396	5.8	10.4	7.9	21.2	46.9	7,669	3,705	2,170	495	416	382	611	1,145	581	2.88	3.0	9,395
TIPPECANOE C-5	116.4	37.03	523,239	14,130	5.6	11.0	10.2	27.9	40.7	295,328	7,975	62,048	10,107	67,106	10,240	13,678	48,063	23,024	48.95	4.0	59,474
Lafayette	46.0	16.60	211,565	12,745	.....	.....	.....	.....	.....	197,967	11,926	43,991	7,248	49,352	8,522	11,379	30,694	13,163	.....	.....	.....
Lafayette-West Lafayette Metro Area	116.4	37.03	523,239	14,130	5.6	11.0	10.2	27.9	40.7	295,328	7,975	62,048	10,107	67,106	10,240	13,678	48,063	23,024	48.95	.....	.....
West Lafayette	21.8	7.19	115,141	16,014	.....	.....	.....	.....	.....	57,659	8,019	15,120	2,322	16,732	1,505	1,355	3,203	6,886	.....	.....	.....
TIPTON E-5	16.8	5.81	78,232	13,465	5.8	10.9	10.1	26.1	42.4	37,112	6,388	7,495	730	1,975	946	1,314	5,511	2,913	8.61	3.4	44,136
UNION G-7	6.6	2.26	33,356	14,759	4.6	11.8	10.4	25.3	43.4	14,140	6,257	1,909	.....	129	353	128	1,327	1,619	3.22	1.7	24,910
VANDERBURGH B-11	169.2	59.09	716,733	12,130	6.6	13.1	11.8	27.8	34.2	553,051	9,359	115,375	16,963	121,281	37,202	22,488	74,737	40,764	85.84	1.7	17,676
Evansville	139.0	50.09	576,293	11,505	.....	.....	.....	.....	.....	539,687	10,774	114,011	16,963	121,146	36,665	22,103	73,824	38,039	.....	.....	.....
Evansville Metro Area	290.9	100.90	1,208,972	11,982	6.9	13.8	11.7	27.3	32.9	823,734	8,164	172,700	22,974	143,939	46,317	31,241	123,545	62,970	144.72	.....	.....
VERMILLION B-6	16.4	6.32	68,794	10,885	8.7	15.1	12.7	27.1	28.0	32,656	5,167	7,466	610	1,334	1,684	683	8,390	2,845	8.16	1.5	16,853
VIGO B-7	116.2	39.98	487,511	12,194	7.2	14.2	11.3	26.4	34.0	471,117	11,784	68,214	11,706	75,878	22,696	17,026	76,777	23,029	50.81	4.6	26,147
Terre Haute	69.8	25.09	278,877	11,115	.....	.....	.....	.....	.....	428,992	17,098	58,326	11,295	74,613	22,061	16,366	69,956	18,397	.....	.....	.....
Terre Haute Metro Area	175.7	62.48	736,863	11,794	7.8	14.8	11.6	26.0	32.3	606,890	9,713	95,680	14,980	84,772	26,700	20,275	103,993	35,820	79.97	.....	.....
WABASH E-4	36.7	12.06	169,487	14,054	4.4	9.7	9.5	28.2	44.2	98,496	8,167	17,706	2,982	8,148	3,229	3,597	13,961	6,777	16.72	6.3	65,077
WARREN B-5	8.7	2.97	35,389	11,915	6.7	12.7	12.0	28.8	32.7	12,483	4,203	1,707	64	321	.....	326	78	1,416	4.15	1.9	29,492
WARRICK C-10	31.5	10.40	124,860	12,006	6.0	13.4	11.3	29.0	33.6	48,972	4,709	10,968	905	2,771	770	204	8,368	4,839	13.93	2.4	21,695
WASHINGTON E-9	19.6	6.64	82,612	12,442	7.9	14.1	10.8	25.0	34.4	42,796	6,445	9,125	234	2,538	1,156	1,850	10,158	3,489	8.63	4.8	37,646
WAYNE G-6	80.4	27.62	372,320	13,480	4.8	12.2	11.1	28.9	36.9	254,797	9,225	46,712	8,059	49,522	8,954	10,927	43,121	19,335	36.92	4.8	51,233
Richmond	43.5	15.85	192,461	12,143	.....	.....	.....	.....	.....	207,157	13,070	35,219	7,148	47,773	8,409	9,500	38,521	13,375	.....	.....	.....
Richmond Metro Area	80.4	27.62	372,320	13,480	4.8	12.2	11.1	28.9	36.9	254,797	9,225	46,712	8,059	49,522	8,954	10,927	43,121	19,335	36.92	.....	.....
WELLS F-4	24.6	8.36	126,441	15,125	3.9	7.8	8.3	27.4	48.2	59,780	7,151	12,258	963	3,498	1,844	2,869	9,595	3,841	12.52	6.8	39,254
WHITE D-4	21.3	7.52	104,007	13,831	5.1	11.4	9.9	25.8	42.4	72,256	9,609	11,274	2,007	3,152	2,027	2,165	11,029	5,014	11.13	4.4	66,419
WHITLEY F-3	24.2	8.13	121,743	14,975	4.8	6.8	7.9	27.4	46.6	76,322	9,388	13,064	1,577	3,745	1,016	1,397	14,566	5,617	12.12	5.2	35,411

State Networks—Indiana Broadcasters Group—Continued

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 5, 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a.
Contracts: 40b, 45, 46.
Cancellation: 70a, 70c, 73a.

TIME RATES
Eff 4/1/74—Rec'd 3/20/74.

7. PACKAGE PLANS
TOTAL NETWORK

	12 ti		18 ti		24 ti	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
Es	265.45	207.70	349.80	195.65	231.95	180.50

Indiana Radio Network

Comprised of:
Non-Interconnected Stations

WHRU—Anderson
WIFF—Auburn
WCRD (FM)—Bluffton
WBNL—Boonville
WWCM—Brazil
WHON—Centerville-Richmond
WFDT—Columbia City
WCVL—Crawfordsville
WADM—Decatur
WCMR—Elkhart
WGBF—Evansville
WILO—Frankfort
WKAM—Goshen
WSMJ (FM)—Greenfield
WHLT, WHLT-FM—Huntington
WKCM—Tell City, Ind./Hawesville, Ky.
WKVI, WKVI-FM—Knox
WIOU—Kokomo
WKMO (FM)—Kokomo.
WNON (FM)—Lebanon
WBTO—Linton
WGOM—Marion
WMCB (FM)—Michigan City
WCTW—New Castle
WOCH—North Vernon
WHYT—Noblesville
WABU—Peru
WTCA—Plymouth
WPGW—Portland
WRAY—Princeton
WJCK—Rensselaer
WSVL—Shelbyville
WNWI—Valparaiso

Media Code 4 215 0045 5.00
Business office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.
New York 10017—501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract—one billing basis.

TIME RATES
Eff——Rec'd 7/31/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti
1 min	200	185	172

30 sec: 80% of 1-min.
Spots scheduled adjacent to Farm or News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 215 0070 3.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

INDIANA STATE GROUP
Comprised of:

WIFF—Auburn
WBNL—Boonville
WWCM—Brazil
WWWY—Columbus
WPDF—Corydon
WCVL—Crawfordsville
WLFQ—Crawfordsville
WADM—Decatur
WFWR—Fort Wayne
WILO—Frankfort
WKAM—Goshen
WXTA (FM)—Greencastle
WHLT—Huntington
WITZ—Jasper
WBTO—Linton
WORX—Madison
WGOM—Marion
WPCO—Mount Vernon
WYAK—Paoli
WTCA—Plymouth
WPGW—Portland
WHON—Richmond
WRCR (FM)—Rushville
WJCD—Seymour
WSVL—Shelbyville
WNDI—Sullivan
WTCJ—Tell City
WAYT—Wabash
WAMW—Washington

	1 min	30 sec
All stations	140	112

Less than full state list may be purchased.
(D)

ANDERSON (2 AM; 1 FM)

Madison County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WHBU
1923

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 0095 0.00
Anderson Broadcasting Corp., Box 610, Anderson, Ind. 46015. Phone 317-644-7791.

STATION'S PROGRAMMING DESCRIPTION
WHBU: Programmed for general interest.
AIR PERSONALITIES handle all local music programs. NEWS: network and local on hour and half hour. Daytime music middle-of-the-road, nighttime music middle-of-the-road with some jazz and rhythm and blues. Country and western music weekdays 8:15-9 pm. SPORTS: all local high school and college football and basketball games plus major league baseball schedule. FARM: market and weather 12:15 pm. Contact Representative for further details. Rec'd 11/30/70.

1. PERSONNEL President—C. Bruce McConnell.
General Manager—John H. Atkinson.

2. REPRESENTATIVES
New York, Chicago—Frederick W. Smith.
Michigan, Ohio—Pearse Sales.
South, Southeast, Southwest—Riley Representatives.
Call Station collect.

3. FACILITIES
1,000 w. days, 256 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15% on time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b, 14b.
Basic Rates: 21a.
Contracts: 40a.
Comb.: Cont. Discounts: 61a.
Cancellation: 70a, 70c.
Affiliated with CBS.
Member: Indiana Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 1/1/71—Rec'd 11/30/70.

6. SPOT ANNOUNCEMENTS

FIXED:	26x	52x	104x	156x	260x
1 min	12	11	10	9	8
30 sec	10	9	8	7	6
10 sec	8	7	6	5	4

7. PACKAGE PLANS

1 MINUTE

Flat					10.00
PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
10 ti	80.00	76.00	72.00	68.00	60.00
20 ti	150.00	142.50	135.00	127.50	112.50
30 ti	210.00	199.50	189.00	178.50	157.50
40 ti	260.00	247.00	234.00	221.00	195.00
50 ti	300.00	285.00	270.00	255.00	225.00

30 SECONDS

Flat					7.50
10 ti	60.00	57.00	54.00	51.00	45.00
20 ti	110.00	104.50	99.00	93.50	82.50
30 ti	150.00	142.50	135.00	127.50	112.50
40 ti	180.00	171.00	162.00	153.00	135.00
50 ti	200.00	190.00	180.00	170.00	150.00

10 SECONDS

Flat					5.00
10 ti	40.00	38.00	36.00	34.00	30.00
20 ti	75.00	71.25	67.50	63.75	56.25
30 ti	105.00	99.75	94.50	89.25	78.75
40 ti	130.00	123.50	117.00	110.50	97.50
50 ti	150.00	142.50	135.00	127.50	113.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	75	70	65	60	55	50

1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.
Production spots, extra 10%.

WHUT
1946

American Contemporary Ntwk

NAB RAB

Media Code 4 215 0190 9.00
Eastern Broadcasting Corp., Box 151, 1417 Brown St., Anderson, Ind. 46015. Phone 317-644-1255.

STATION'S PROGRAMMING DESCRIPTION
WHUT: Programmed for adults and young adults. Emphasis on local news and community affairs. 6 air personalities emcee entire operation. MUSIC: approximately 85% featuring currrent hits. NEWS: network at :55 and local at :25 & :53, 2 newsmen, 5 mobile units. Half hour audience opinion program daily. Editorials weekly. SPORTS: at :20 plus half hour sports show Sat morning. Personalities and trailer studio available for remote broadcasts from shopping centers, stores, etc. Contact Representative for further details. Rec'd 5/13/68.

1. PERSONNEL
President—Roger A. Neuhoff.
General Manager—David J. Butler.

2. REPRESENTATIVES
PRO/Meeker Radio.
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5, 6a.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20a.
Contracts: 40a, 41, 44b.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
FM facilities: WLHN (FM).
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.
Member: Indiana Broadcasters Group.

TIME RATES
Eff 2/1/75—Rec'd 1/29/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-sign-off; Sun all day.

(This listing continued on next page)

Anderson—WHUT—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
CLASS AA					
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.20	10.40	9.60	8.80	8.00
CLASS A					
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.60	8.80	8.00	7.20	6.40

10 sec: 60% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS—1/2 AA, 1/2A

PER WK:	1 min	30 sec
Plan I 24 ti	9.50	7.60
Plan II 18 ti	10.50	8.40

10 sec: 60% of 1-min.

WLHN (FM)

1975

NAB RAB

Media Code 4 215 6210 5.00
Eastern Broadcasting Corp., Box 98, 2000 W. 53rd., Anderson, Ind. 46015. Phone 317-643-9546.
See affiliated AM station for additional information
AM facilities: WHUT.

STATION'S PROGRAMMING DESCRIPTION
WLHN (FM): programmed for broad general adult audience.
MUSIC: MOR, 90% current albums. NEWS: local at :30. 2 full time newsmen, 5 mobile units. SPORTS: local high school & college football & basketball. 7 AIR PERSONALITIES handle all local music. Remote broadcast equipment & trailer studio available. Contact Representative for further details. Rec'd 6/27/73.

1. PERSONNEL
Station Manager—David J. Butler.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 534 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
Eff 2/1/75—Rec'd 1/29/75.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	14.00	11.20	12.00	9.60	10.00	8.00
12 ti	13.00	10.40	11.00	8.80	9.00	7.20
18 ti	12.00	9.60	10.00	8.00	8.00	6.40
24 ti	11.00	8.80	9.00	7.20	7.00	5.60
36 ti	10.00	8.00	8.00	6.40	6.00	4.80

10 sec: 60% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS—1/2AA, 1/2A

PER WK:	1 min	30 sec
Plan I 24 ti	9.50	7.60
Plan II 18 ti	10.50	8.40

10 sec: 60% of 1-min.
25% discount on all above rates when run in conjunction with WHUT.

ANGOLA

Steuben County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WLKI

1974

Media Code 4 215 6247 7.00
Lake Cities Broadcasting Corp., 610 N. Wayne St., Angola, Ind. 46703. Phone 219-665-9554.

1. PERSONNEL
Manager—Tom Andrews.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w.: 100.1 mc.
Operating schedule: 5:45 am-midnight. EST.
Antenna ht.: 210 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 6/1/74—Rec'd 7/2/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	300x	500+
1 min	5.00	4.50	3.75	2.75
30 sec	3.50	3.15	2.60	1.95
10 sec	2.25	2.05	1.70	1.25

Fixed position takes next higher rate.

7. PACKAGE PLANS

IMPACT PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.75	3.40	3.05	2.70	2.40
30 sec	2.60	2.35	2.15	1.90	1.70

Fixed position takes next higher rate.

AUBURN (1 AM; 1 FM)

DeKalb County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WIFF

1968

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 0284 6.00
C. P. Broadcasters, Inc., B. B. 2, Auburn, Ind. 46706. Phone 219-925-1055.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wayne H. Paradise.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w.; 1570 kc.
250 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Alcoholic beverage or tobacco advertising not acceptable.
Affiliated with KBS.
Member: Indiana Radio Network.

TIME RATES
No. 6 Eff——Rec'd 9/6/74.

6. SPOT ANNOUNCEMENTS

	1x	53x	(*)
1 min	4.40	3.60	3.45
30 sec	4.00	3.16	2.85

(*) 157-365x

WIFF-FM

1967

NAB NAFMB

Media Code 4 215 6285 7.00
C. P. Broadcasters Inc., Box 551, Auburn, Ind. 46706. Phone 219-925-1055.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 6-3 am. EST.
Antenna ht.: 511 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Wolverine Sports Network.

TIME RATES
Eff——Rec'd 6/27/75.

6. SPOT ANNOUNCEMENTS
1 min 4.00

Edited by Wayne H. Paradise.

AURORA

Dearborn County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WSCH (FM)

1970

Subscriber to the NAB Radio Code
Media Code 4 215 0325 1.00
Dearborn County Broadcasters, Inc., Box 99.3, Salem Ridge Rd., Aurora, Ind. 47001. Phone 812-438-2777.

1. PERSONNEL
President—John W. Schuler.

3. FACILITIES
ERP 1,250 w. (horiz.), 1,250 w. (vert.); 99.3 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 440 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Eff——Rec'd 8/4/71.

6. SPOT ANNOUNCEMENTS

	52x	91x	156x	312x
1 min	2.25	3.00	2.75	2.50
30 sec	2.60	2.40	2.20	2.00

BEDFORD

Lawrence County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WBIW

1948

NAB RAB

Central Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 215 0380 6.00
Bedford Broadcasting Co., Box 657, Heltonville Rd., Bedford, Ind. 47421. Phone 812-275-7555.

1. PERSONNEL
General Manager—L. D. Spencer.

2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit Cleveland—Pearse Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight weekdays: 7:00 am-11:00 pm Sun. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Indiana Broadcasters Group.

TIME RATES
Eff——Rec'd 8/10/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.50	7.25	7.00	6.80	6.60	6.35	6.15	6.00

7. PACKAGE PLANS

PER MO. ROS:	5 ti	25 ti	50 ti	75 ti	100+
1 min	5.75	5.50	5.25	4.75	4.50
30 sec	5.00	4.75	4.50	4.00	3.75

BLOOMINGTON (1 AM; 1 FM)

Monroe County—Map Location D-6
See SRDS consumer market map and data at beginning of the State

WGTC (FM)

(formerly WTTV-FM)
1950

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 215 0427 5.00
Sarkes Tarzian Inc., 535 S. Walnut St., Bloomington, Ind. 47401. Phone 812-332-2366
See affiliated AM station for additional information.
AM facilities: WTTS.

3. FACILITIES
ERP 37,200 w.; 92.2 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 1,094 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 4 Eff 6/2/75—Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

			Adjacencies	
	1 min	30 sec	1 min	30 sec
1 x	4.10	3.30	4.75	3.80
52 x	3.80	3.05	4.40	3.55
104 x	3.55	2.80	4.05	3.25
156 x	3.25	2.60	3.70	2.95
260 x	2.95	2.35	3.40	2.70
312 x	2.65	2.10	3.05	2.45
520 x	2.55	2.00	2.90	2.30
624 x	2.35	1.90	2.70	2.20
936 x	2.25	1.75	2.60	2.05
1248 x	2.05	1.65	2.35	1.90

Edited by R. G. Holben.

WTTS

1949

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 0475 4.00
Sarkes Tarzian, Inc., 535 S. Walnut St., Bloomington, Ind. 47401. Phone 812-332-2366. TWX 317-634-3622.

1. PERSONNEL
President—Sarkes Tarzian.
General Manager—R. G. Holben.

2. REPRESENTATIVES
PBO/Meeker Radio.
South, Southwest—Busby, Finch, Lathom & Widman.
Regional Reps Corp.

3. FACILITIES
5,000 w. days, 500 w. nights; 1370 kc.
Directional—separate patterns day and night.
Operating schedule: 5-1 am. EST.
Partial simulcast operation. Simulcast 5-6 am Mon thru Sat. For non-simulcast facilities see WGTC (FM).

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 26, 29a, 30, 32b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51a
Comb.; Cont. Discounts: 60a, 60b, 60g, 62d.
Cancellation: 70a, 70c, 71a, 72, 72a, 72b.
Prod. Services: 80, 81, 82.
FM facilities: WGTC (FM).
Affiliated with American Entertainment Network.

TIME RATES
No. 9 Eff 4/15/74—Rec'd 4/15/74.
AA—Mon thru Sun sign-on-7 pm.
A—Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	CONSECUTIVE WEEKS					
	AA			A		
	50/60	20/30	10 sec	50/60	20/30	10 sec
1 x	8.80	6.65	4.40	6.90	5.20	3.45
52 x	8.10	6.10	4.05	6.40	4.80	3.20
104 x	7.75	5.80	3.90	5.95	4.45	3.00
156 x	7.40	5.60	3.70	5.70	4.30	2.85
208 x	7.05	5.30	3.55	5.45	4.10	2.75
260 x	6.70	5.05	3.35	5.25	3.95	2.65
312 x	6.35	4.75	3.20	5.05	3.80	2.55
624 x	5.90	4.40	2.95	4.60	3.45	2.30
936 x	5.40	4.05	.....	4.25	3.20	.....
1248 x	5.20	3.90	.....	4.00	3.00	.....
1560 x	4.95	3.70	.....	3.80	2.85	.....
	YEARLY					
100 x	8.00	6.00	4.00	6.20	4.65	3.10
150 x	7.65	5.65	3.85	5.95	4.45	3.00
200 x	7.30	5.45	3.65	5.70	4.30	2.85
250 x	6.95	5.25	3.50	5.45	4.10	2.75
300 x	6.60	4.95	3.30	5.30	4.00	2.65
600 x	6.10	4.60	3.05	4.80	3.60	2.40
900 x	5.65	4.25	.....	4.45	3.35	.....
1200 x	5.40	4.05	.....	4.25	3.20	.....
1500 x	5.20	3.90	.....	4.05	3.05	.....
	*WEEKLY					
10 ti	8.70	6.55	4.35	6.75	5.05	3.40
15 ti	8.45	6.35	4.25	6.60	4.95	3.30
20 ti	8.25	6.20	4.15	6.35	4.75	3.20
25 ti	8.00	6.00	4.00	6.10	4.60	3.05
30 ti	7.75	5.80	3.90	5.95	4.45	3.00

(*) Not combinable.

8. PROGRAM TIME RATES

CONSEC WKS:	55/60	25/30	1/4 hr	10 min	5 min
CLASS AA					
1 x	75.30	47.10	28.80	21.20	15.30
52 x	70.60	44.70	27.05	20.00	14.40
104 x	66.45	42.35	25.30	18.80	13.55
156 x	62.35	40.00	23.55	17.65	12.65
208 x	58.25	37.65	21.75	16.45	11.75
260 x	54.10	35.30	20.00	15.30	10.90
312 x	50.00	32.95	18.25	14.10	10.00
624 x	.....	.....	16.45	12.95	9.10
936 x	.....	.....	.....	11.75	8.25
CLASS A					
1 x	58.70	37.20	22.20	16.95	11.75
52 x	55.40	35.25	20.90	16.00	11.05
104 x	52.20	33.25	19.60	15.00	10.40
156 x	48.95	31.30	18.30	14.05	9.80
208 x	45.65	29.35	16.95	13.00	9.10
260 x	42.40	27.35	15.65	12.05	8.45
312 x	29.20	25.40	14.35	11.05	7.80
624 x	.....	.....	13.00	10.20	7.20
936 x	.....	.....	.....	9.10	6.55

10. SPECIAL FEATURES
Church spots—312x rate.
Church programs—10% discount.

BLUFFTON

Wells County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCRD (FM)

1963

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 0665 9.00
Wells County Radio Corporation, Box 321, 217-1/2 W. Market, Bluffton, Ind. 46714 Phone 824-2804.

1. PERSONNEL
Pres. & Gen'l Mgr.—Herman Zeps.

3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6:00 am-10:00 pm. CST.
Antenna ht.: 90 ft above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Indiana Radio Network.

TIME RATES
No. 4 Eff 4/1/74—Rec'd 4/9/74.

6. SPOT ANNOUNCEMENTS

	13x	52x	156x	260x	365x
1 min	3.25	3.00	2.75	2.50	2.25
30 sec	2.45	2.25	2.05	1.90	1.70
20 sec	1.70	1.50	1.40	1.25	1.15
10 sec	1.20	1.15	1.05	.95	.85

BOONVILLE (1 AM; 1 FM)

Warrick County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WBNL WBNL-FM

1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 0760 9.00
Boonville Broadcasting Co., Boonville, Ind. 47601 Phone 812-897-2060.

1. PERSONNEL
Pres. & Gen'l Mgr.—Norman Hall.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
250 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 107.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KRS.
Member: Indiana Radio Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 7/1/74—Rec'd 6/27/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	500x	1000x
1 min	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.50	3.25	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

EA:	12 ti	24 ti	50 ti
30 sec	3.50	3.00	2.75
20 sec	2.50	2.25	2.10

10 sec: 75% of 20-sec, minimum pkg 24.
Less than 12, extra per spot 10%.

BRAZIL (1 AM; 1 FM)

Clay County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WWCM WWCM-FM

1959 1972

RAB

Media Code 4 215 0885 7.00
Clay County Broadcasting Co., Inc., Box 227, White Rock Rd., Brazil, Ind. 47834. Phones 812-446-2317, 232-4274.

STATION'S PROGRAMMING DESCRIPTION
WWCM: Programmed for adults.
MUSIC: modern country. Live country band 11 am-noon Sat. AIR PERSONALITIES. NEWS: 5 min at :45 and at :15 and :45 in drive times. Farm markets throughout day, special reports 5:30-6, 7:55, 10:30 am. 12:10, 3 pm. Farm director, 3 newsmen. Trading post, job finder. SPORTS: basketball, football, major league baseball. Contact Representative for further details. Rec'd 3/26/74.

1. PERSONNEL
General Manager—Jack Telken.
Sales Manager—Gary Brown.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Regional Reps Corp.

3. FACILITIES
500 w.; 1130 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: ---- ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d, 16.
Basic Rates: 20b, 21b, 22a, 24b, 25b, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 61a, 61b, 62d.
Cancellation: 70a, 70c, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 11/7/74.
AAA—6-9 am & 3-6 pm.
AA—10 am-3 pm.
A—5-6 am & 6 pm-midnight.

(This listing continued on next page)

Brazil—WWCM, WWCM-FM—Cont'd

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	20	17	18	15	15	12
12 ti	19	16	17	14	14	11
18 ti	18	15	16	13	13	10

10 sec: 50% of 1-min, not combinable.

7. PACKAGE PLANS

1/3AAA, 1/3AA, 1/3A:	12 ti	18 ti	24 ti	36 ti
1 min	16	15	14	13
30 sec	13	12	11	10

10 sec: 50% of 1-min, not combinable.

DISCOUNT

52 wk—10%
(Q) (D)

CENTERVILLE

Wayne County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WHON
1964

RAB

Media Code 4 215 0950 6.00
Brewer Broadcasting Corp., Box 295, Richmond, Ind. 47374. Phone 317-962-1595.

1. PERSONNEL
General Manager—Richard C. Huckaba, Jr.
Sales Manager—Michael Day.
2. REPRESENTATIVES
Frederick W. Smith.
Regional Reps Corp.
3. FACILITIES
500 w. days; 930 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24c, 25a, 25b, 25c.
Contracts: 40a, 41, 42c, 46, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a.
Prod. Services: 81, 82.
FM facilities: WQLK (FM), Richmond.
Affiliated with KBS.
Affiliated with American Contemporary Network.
Member: Indiana Radio Network.

TIME RATES
Eff 4/1/66—Rec'd 4/5/66.

7. PACKAGE PLANS

PER WK:	1 ti	12 ti	24 ti	48 ti	96 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.00	4.50

(D)

COLUMBIA CITY

Whitley County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WFDT (FM)
1968

Subscriber to the NAB Radio Code
Media Code 4 215 0990 2.00
Fidelity Broadcasting, Inc., 105 S. Main St., Columbia City, Ind. 46725. Phones 219-244-7700, 7701.

STATION'S PROGRAMMING DESCRIPTION
WFDT (FM): Programmed for young adults.

1. PERSONNEL
Gen'l & Sales Mgr. & Prog. Dir.—Thomas F. Jurek.
2. REPRESENTATIVES
Walton Broadcasting Sales Corp.
Regional Reps Corp.
3. FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 5:15-1 am. EST.
Antenna ht.: 125 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
Eff 7/1/70—Rec'd 8/12/70.

6. SPOT ANNOUNCEMENTS

	WEEKLY PER WK: 10 ti	20 ti	35 ti	50 ti	75 ti	*100x
Ea	4.10	3.60	3.30	3.00	2.90	2.80

(*) To be used within 14 consec. days.

YEARLY			
1 x	4.10	520 x	3.20
52 x	3.90	780 x	2.90
156 x	3.70	1000 x	2.80
260 x	3.50	1500 x	2.60
312 x	3.30		

FREEDOM

SRDS advertisers are given complete freedom in their Service-Ads. Don't you think it's worth reading what they have to say?

G-10x

COLUMBUS (1 AM; 2 FM)

Bartholomew County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WCSI
1950

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 1045 4.00
White River Broadcasting Co., Inc., Box 709, 501-1/2 Washington St., Columbus, Ind. 47201. Phone 812-372-4448.

STATION'S PROGRAMMING DESCRIPTION
WCSI: Programmed for modern adults.
AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min; 15 min at 7:30 am & 12:30 pm; 30 min at 5:30 pm; 70% local news, AP wire & UPI audio. FARM: 6:05 am & 11:55 pm. MUSIC: general popular, current hits, standards. Mobile reports, phone discussion, interviews, quips, editorials. SPORTS: daily shows, live high school & college games, 6 auto races yearly, Indy races. Remote facilities, 2 mobile units. Contact Representative for further details. Rec'd 1/2/73.

1. PERSONNEL
General Manager—Jim Kauper.
Sales Manager—Mike Bova, Jr.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
500 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-6 am. For non-simulcast facilities see WCSI-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 8a, 7a, 8.
Rate Protection: 10a, 11a, 12a 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24c, 25c, 26, 29a, 30.
Contracts: 40a, 41, 45, 46, 47c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Member: Indiana Broadcasters Group.

TIME RATES
Eff 7/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
1 min	11.35	10.35	9.25	8.05	7.65	7.05

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
PROGRAMS AND NEWSCASTS

PER WK:	1 ti	3 ti	5+
5 min	20.25	17.10	14.20
1/4 hr	36.30	30.60	25.95

Fixed position adjacent to news & features, extra 10%.

WCSI-FM
1958

NAB RAB NAFMB

Media Code 4 215 1046 2.00
White River Broadcasting Co., Inc., Box 709, 501-1/2 Washington St., Columbus, Ind. 47201. Phone 812-372-4448.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WCSI-FM: Modern country music with talk interruptions every 10 min of 2 min maximum duration. NEWS: headlines at :50. SPORTS: local play-by-play of high school football & basketball in season. Contact Representative for further details. Rec'd 5/30/74.

3. FACILITIES
ERP 20,000 w.; 101.5 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 5 am-midnight. For simulcast facilities see WCSI.

TIME RATES
Eff 7/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
1 min	8.55	7.70	7.10	6.15	5.75	5.40

30 sec: 80% of 1-min.

10. SPECIAL FEATURES

	1 ti	3 ti	5+
2-min news headlines	15.30	13.10	10.80

Fixed position, extra 10%.

WWWY
1975

Media Code 4 215 1093 4.00
Bartholomew County Broadcasting Co., Inc., Box 487, 415 Washington St., Columbus, Ind. 47201. Phone 812-372-9933.

STATION'S PROGRAMMING DESCRIPTION
WWWY: Programmed for adults 18-49.
MUSIC: modern MOR. AIR PERSONALITIES handle all segments. Classical & jazz presentations Sun evening. NEWS: local at :60. Mobile unit & mobile news reports daily. Audience telephone discussion program daily. Network at :30. SPORTS: live local high school play-by-play. College football & basketball. Major league baseball. FARM: reports & music 5-6 am daily. Farm market reports midday. Rec'd 1/13/75.

1. PERSONNEL
General Manager—Thomas L. Isaac.
Operations Manager—Walter F. Wawro.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 12/1/74—Rec'd 1/13/75.

7. PACKAGE PLANS

PER WK:	1 ti	10 ti	30 ti	45 ti	60 ti	75 ti
1 min	8.00	7.00	6.00	5.50	5.00	4.50
30 sec	6.75	5.75	5.50	5.00	4.50	3.75

ANNUAL CONTRACT—TFN

PER WK, EA:	10 ti	30 ti	45 ti
PER YR, EA:	520x	1560x	2250x
1 min	5.50	4.50	4.00
30 sec	5.00	4.00	3.25

10. SPECIAL FEATURES
13-WK MINIMUM TFN/MINIMUM 1 PER WK
5-min local news, 5-min network, 5-min program 10.00.

	10 min	1/4 hr	25 min	55 min
Ea	18	25	40	75

Adjacent position to local or network newscast, extra 10%.

CONNERSVILLE (1 AM; 1 FM)

Fayette County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WCNB
1948

Media Code 4 215 1140 5.00
News-Examiner Company, 406 Central Ave., Connersville, Ind. 47331. Phone 317-825-6411.

1. PERSONNEL
Mgr. & Prog. Dir.—Francis E. Chomel.
2. REPRESENTATIVES
Gill-Perna, Inc.
Regional Reps Corp.
3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: 7 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; billed monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Indiana Broadcasters Group.

TIME RATES
No. 8 Eff 11/15/74—Rec'd 11/7/74.

6. SPOT ANNOUNCEMENTS

*PER YR:	1x	25x	50x	100x	250x	500x
1 min	7.20	6.72	6.00	4.80	4.32	3.60
30 sec	5.40	5.04	4.50	3.60	3.24	2.70
15 sec	3.60	3.36	3.00	2.40	2.16	1.80

PER WK:	10 ti	25 ti	50 ti
1 min	6.00	4.80	4.32
30 sec	4.50	3.60	3.24
15 sec	3.00	2.40	2.16

(*) Contract.

WCNB-FM
1948

Media Code 4 215 1141 1.00
News-Examiner Company, 406 Central Ave., Connersville, Ind. 47331. Phone 317-825-6411.
See affiliated AM station for additional information.

3. FACILITIES
FM-ERP 6,700 w.; 100.3 mc.
Operating schedule: 7 am-10 pm. EST.
Antenna ht.: 270 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Indiana Broadcasters Group.

TIME RATES
Rates are identical to WCNB. See that listing.

CORYDON

Harrison County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WPDF
1964

Subscriber to the NAB Radio Code
Media Code 4 215 1235 1.00
Harrison Radio, Inc., Box 327, 228 Elm St., Corydon, Ind. 47112. Phone 812-738-3241.

1. PERSONNEL
Pres. & Gen'l Mgr.—Herbert L. Arms.
3. FACILITIES
250 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/74—Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	4.50	4.35	4.25	4.10	4.00
25 word Shorties	3.50	3.35	3.25	3.10	3.00

	156x	260x	312x	500x
1 min	3.75	3.50	3.35	3.25
25 word Shorties	2.75	2.50	2.35	2.25

10. SPECIAL FEATURES
News—extra 1.00.

CRAWFORDSVILLE (1 AM; 2 FM)

Montgomery County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WCVL
1964

NAB RAB

Sinclair Broadcasting
Subscriber to the NAB Radio Code
Media Code 4 215 1330 0.00
WCVL, Inc., Box 603, Crawfordsville, Ind. 47933. Phone 317-362-8200.

STATION'S PROGRAMMING DESCRIPTION
WCVL: Programmed for general adult interest.

1. PERSONNEL
Manager—Dick Munro.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
250 w.; 1550 kc. Directional—night only.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WLFQ.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: Indiana Radio Network; Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 19 Eff 2/1/75—Rec'd 1/3/75.
AA—Mon thru Sat morning; all regular programs.
A—Mon thru Sat, afternoon times; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA	A
1 min	7.75	6.70
30 sec	5.15	4.45

7. PACKAGE PLANS

	1 min	30 sec
Daytime Plan 6 am-6 pm	7.25	4.85
ROS Plan, 6 am-midnight	5.85	3.90

Edited by Dick Munro.

WLFQ
1974

NAB

Media Code 4 215 1352 4.00
WCVL, Inc., Box 623, Crawfordsville, Ind. 47933. Phones 317-362-2700, 538-2030.
See affiliated AM station for additional information.
AM facilities: WCVL.

STATION'S PROGRAMMING DESCRIPTION
WLFQ: Country music, news, sports, farm.

1. PERSONNEL
Manager—George Allen.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 302 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. A Eff 5/1/74—Rec'd 4/15/74.
AA—7 am-9 pm.
A—9 pm-2 am.
B—2-7 am.

6. SPOT ANNOUNCEMENTS

FIXED:	AA	A	B
1 min	12	9	6

30 sec: 80% of 1-min.

7. PACKAGE PLANS

ROS, WITHIN 7 DAYS:	Cost
A—10 ti (6AA, 2A, 2B)	99
B—20 ti (12AA, 4A, 4B)	178
C—40 ti (24AA, 8A, 8B)	316

TOTAL AUDIENCE PLAN
3 spots, daily per mo, minimum 1 mo 630.00.
Fixed, extra 2.00.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WNDY (FM)
1953

NAB NAFMB

Media Code 4 215 1375 5.00
Wabash College Radio, Inc., 301 W. Wabash Ave., Crawfordsville, Ind 47933. Phone 317-362-6664.

STATION'S PROGRAMMING DESCRIPTION
WNDY (FM): MOR, top 40, progressive rock.

1. PERSONNEL
General Manager—Tom Wilson.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 900 w. (horiz.), 890 w. (vert.); 106.3 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 77 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.

TIME RATES
Eff——— Rec'd 5/14/71.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	250x	500x	1000x	1500x
1 min	4.50	4.25	4.00	3.80	3.60	3.45	3.30	3.20

30 sec: 75% of 1-min. 15 sec: 50% of 1-min.

CROWN POINT

Lake County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WFLM (FM)
1972

NAB RAB

Media Code 4 215 1400 1.00
Meyer Broadcasting, 250 N. Main, Crown Point, Ind. 46307. Phones 219-663-7311, 769-6111.

STATION'S PROGRAMMING DESCRIPTION
WFLM (FM): Popular music, standards.

1. PERSONNEL
Owner & Gen'l Mgr.—John R. Meyer.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 3,000 w.; 103.9 mc.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.

TIME RATES
Eff 12/18/72—Rec'd 8/10/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	7.00	6.75	6.50	6.25	6.00
30 sec	5.00	4.85	4.70	4.55	4.40
15 sec	2.50	2.43	2.35	2.27	2.20

	156x	260x	312x	520x	1000x
1 min	5.75	5.50	5.25	5.00	4.75
30 sec	4.25	4.00	3.80	3.60	3.40
15 sec	2.12	2.00	1.90	1.80	1.70

(This listing continued on next page)

Crown Point—W F L M (FM)—Continued

7. PACKAGE PLANS

SATURATION PACKAGE

	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.40	4.25	4.00	3.80	3.60
15 sec	2.20	2.12	2.00	1.90	1.80

DANVILLE

Hendricks County—Map Location D-6
See SRDS Consumer market map and data at beginning of the State.

WGRT
1975

Media Code 4 215 1412 6.00

Hendricks County Broadcasting Corp., Box 301, State Rd. 39 N., Danville, Ind. 46122. Phone 317-745-6491.

1. PERSONNEL
Station Director—Gorden G. Graham.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.): 107.1 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/6 yrly contract; 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Contemporary Network.

TIME RATES

No. 1 Eff 12/1/74—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	10 ti	20 ti	40 ti	50 ti
1 min	5.75	5.50	5.00	4.30	3.75
30 sec	4.60	4.00	3.50	2.75	2.50

7. PACKAGE PLANS

13-WEEK BONUS PLAN

WK, EA:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 min	4.50	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.50	3.25	2.85	2.75	2.50	2.30	2.20

20+ in series/1 bonus spot per diem for term of contract.

DECATUR (1 AM; 1 FM)

Adams County—Map Location G-4.
See SRDS consumer market map and data at beginning of the State.

WADM
1964

Media Code 4 215 1425 6.04

Airon, Inc., 233 N. 2nd St., Decatur, Ind. 46733. Phone 724-7161.

1. PERSONNEL
General Manager—Kenneth F. Pehlke.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Regional Reps Corp.

3. FACILITIES 250 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. For non-simulcast facilities see WADM-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS and MBS.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES

No. 4 Eff 2/1/74—Rec'd 2/28/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00

7. PACKAGE PLANS

SATURATION PACKAGES

EA:		1 min	30 sec
Plan A	10 per wk	4.00	3.30
	20 per wk	3.75	3.00
	30 per wk	3.50	2.80
Plan B	60 per 2 wks	3.00	2.60
Plan C	90 per mo	2.80	2.40
	120 per mo	2.50	2.20

Plan C only, 52 wk contract, additional 10% discount.

WADM-FM
1966

Media Code 4 215 1426 6.00

Airon Inc., 233 N. 2nd St., Decatur, Ind. 46733. Phone 219-724-7161.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 92.7 mc.
Operating schedule: 6 am-10 pm Mon thru Sat; 7 am-10 pm Sun. EST.
Antenna ht.: 140 ft. above average terrain.
Partial simulcast operation. For simulcast facilities see WADM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES

Rates are identical to WADM. See that listing.

ELKHART (2 AM; 2 FM)

Elkhart County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WCMR
1956

Media Code 4 215 1520 6.00

Progressive Broadcasting System, Inc., Elkhart, Ind. 46514. Phone 219-875-5166.

STATION'S PROGRAMMING DESCRIPTION

WCMR: Programmed for adults.
FARM 10%: weekdays 6-6:30 am & 12:15-1 pm, agricultural director, agricultural business analysis, 4 county agents' reports, interviews, feature stories. Over 30 min daily local, regional and national market details emphasizing local farm-community involvement. NEWS: 23% network news 5 min every 30 min and world summary 6:30-7 pm. Local news department with 4 mobile units, live on-location broadcasting from community events, 25 national and international newscasts daily, 13 local, area and community newscasts, 25 weathercasts, 6 commentary and feature programs. AIR PERSONALITIES handle all portions. Women's show daily 10-10:30 am. SPORTS: 2 sportscasters, live local high school and college football and basketball, 5 sportscasts daily. MUSIC 33% weekdays: general popular 64%, semi-classic 13%, inspirational religious 23%. Contact Representative for further details. Rec'd 5/29/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Clarence C. Moore.
Vice-Pres. & Sta. Mgr.—Edwin C. Moore.
National Sales Manager—James V. Hummel.

2. REPRESENTATIVES
The Dorney Organization, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 1270 kc. Directional.
Operating schedule: 5:45 am-11:10 pm. EST.

4. AGENCY COMMISSION
15/0; Billed 1st of month, payable 15th.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24b, 25a, 26, 27, 28a, 30, 32a, 33a.
Contracts: 40a, 42a, 42d, 44a, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WXAX (FM).
Affiliated with MBS.
Member: Farm Radio Network, Indiana Radio Network.

TIME RATES

Eff 4/1/75—Rec'd 3/26/75.
AA—Mon thru Fri 6-9 am, 11:30 am-1 pm & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	5 ti	10 ti	15 ti	20+
AA	14.00	13.00	12.00	11.00	10.00
A	10.00	9.50	9.00	8.50	8.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	60	36	18

WTRC
1931

NBC Radio Network

Subscriber to the NAB Radio Code

Media Code 4 215 1615 4.00

Truth Radio Corp., Box 689, 3600 Oakland Ave., Elkhart, Ind. 46514. Phone 219-293-5611. TWX 816-294-2242.

STATION'S PROGRAMMING DESCRIPTION

WTRC: Programmed for general interest of adults. AIR PERSONALITIES handle all segments. NEWS: 14 local & 18 network news shown daily 5:30-11:30 am MOR music, interviews, weather, sports & community news. 11:30-1 pm news, tele/talk show & sports. 1-6 pm MOR music, news & weather. 6-7 pm info-hour, world, national, state, area & local news. General sports, local & national sports comment.. Stock show, book review, plus other general information. 7-12 M MOR music, local & national news, sports & weather. Local & college football & basketball. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
Sta. & Nat'l Seles Manager—Edwin Huot
Program Director—Allen Strike.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-midnight daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 32b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 43, 44a, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60a, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: WYEZ.
Affiliated with NBC.

TIME RATES

No. 18 Eff 6/1/75—Rec'd 5/29/75.
AAA—Mon thru Fri 5:30-9:30 am.
AA—Mon thru Fri 11:30 am-1 pm & 3-6:30 pm; Sat 5:30-noon.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	17.00	14.00	15.00	12.00	12.00	10.00
6 ti	16.50	13.50	14.50	11.50	11.00	9.50
12 ti	16.00	13.00	14.00	11.00	10.50	9.00
18 ti	15.50	12.50	13.50	10.50	10.00	8.50
24 ti	15.00	12.00	13.00	10.00	9.00	8.00

10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

PER YR:	1x	13x	52x	156x	260x
5 min	24	22	21	19	17

Edited by Ed Huot.

(CR)

WXAX (FM)
1963

Media Code 4 215 1710 5.00

Progressive Broadcasting System, Inc., Elkhart, Ind. 46514. Phone 219-875-5166.
See affiliated AM station for additional information.
AM facilities: WCMR.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 (vert.), 104.7 mc. Stereo.
Operating schedule: 5:45 am-11:40 pm. EST.
Antenna ht.: 170 ft. above average terrain.

TIME RATES

Eff 3/15/73—Rec'd 6/13/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	6.00	5.60	5.20	4.80	4.40	4.00
30 sec	5.00	4.60	4.20	3.80	3.50	3.20

WYEZ
1947

Subscriber to the NAB Radio Code

Media Code 4 215 1757 4.00

Truth Publishing Co., Box 699, Elkhart, Ind. 46514. Phone 219-293-5611. TWX 810-294-2242.
See affiliated AM station for additional information.
AM facilities: WTRC.

STATION'S PROGRAMMING DESCRIPTION

WYEZ: Programmed for adults & young adults.
COMMERCIAL POLICY: 8 commercials per hour. Contact Representative for further details. Rec'd 8/29/74.

1. PERSONNEL
Operations Manager—Ed Huot.
Program Director—Ken Hinrichs.

3. FACILITIES
ERP 14,500 w. (horiz.), 14,500 (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.

TIME RATES

Eff 6/1/74—Rec'd 5/17/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti
1 min/less	11	10	9	8	7

(CR)

ELWOOD

Madison County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WBMP (FM)
1964

Media Code 4 215 1805 1.00

Heart of Hoosierland Co., Inc., Box 101, County Line Rd., Elwood, Ind. 46036. Phone 317-552-5043.

STATION'S PROGRAMMING DESCRIPTION

WBMP (FM): Programmed for adults 18 to 49.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stan Barton.

3. FACILITIES
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule: 5:30 am-midnight daily. EST.
Antenna ht.: 140 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Indiana Broadcasters Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 Eff 7/1/74—Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	6 ti	15 ti	20 ti	25 ti	30 ti
1 wk	3.90	3.40	3.00	2.80	2.60	2.40
4 wk	3.80	3.30	2.90	2.70	2.50	2.30
13 wk	3.70	3.20	2.80	3.60	2.40	2.20
26 wk	3.60	3.10	2.70	2.50	2.30	2.10
39 wk	3.50	3.00	2.60	2.40	2.20	2.00
52 wk	3.40	2.90	3.50	2.30	2.10	1.90

30 SECONDS

PER WK:	1 ti	6 ti	15 ti	20 ti	25 ti	30 ti
1 wk	3.60	3.20	3.80	2.60	2.40	2.30
4 wk	3.50	3.10	2.70	3.50	3.30	2.10
13 wk	3.40	3.00	2.60	2.40	3.20	2.00
26 wk	3.30	2.90	2.50	2.30	2.10	1.90
39 wk	3.10	2.70	2.40	3.20	2.00	1.80
52 wk	3.00	3.50	2.30	3.10	1.90	1.70

Fixed, per spot, extra .20.
10 sec: 50% of 1-min.

7. PACKAGE PLANS

POWER PACKAGE
100 1-min spots/1 wk 200
Edited by Stan Barton.

EVANSVILLE (4 AM; 2 FM)

Plus 1 paid duplicate; 1 cross reference.
Vanderburgh County—Map Location B-11
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	29	24	29	24
B	22	20	22	13
C	17	15	17	12
D	15	14	15	7
AVERAGE	21	18	21	14

WGBF
1923

Subscriber to the NAB Radio Code

Media Code 4 215 1900 8.00

Radio Station WGBF, Inc., Box 3486, Evansville, Ind. 47734. Phone 812-477-3811.

STATION'S PROGRAMMING DESCRIPTION

WGBF: Programmed for young adults.
MUSIC: contemporary. News: network at :60, local at :05 & :30 in mornings, network at :60 in combination with local in afternoons & evenings. Weather at :15 & :45. FARM: 6:05-6:10 am & 12:07 pm. Contact Representative for further details. Rec'd 5/30/75.

1. PERSONNEL
General Manager—Donald J. Newberg.
General Sales Manager—John Reiplinger.
Program Director—Jim Wood.

2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit—Pearse Sales.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1280 kc. Directional—night only.
Operating schedule: 4:55 am-midnight. CST.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62b
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Indiana Radio Network.

TIME RATES

No. 12 Eff 4/1/74—Rec'd 2/27/74.
AA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 3-7 pm.
A—Mon thru Sat 10-11:30 am & 1-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	130x	260x	520x	1040x
CLASS AA					
1 min	14.00	13.50	12.50	11.50	10.00
30 sec	11.20	10.80	10.00	9.20	8.00
10 sec	7.00	6.75	6.25	5.75	5.00
CLASS A					
1 min	12.50	12.00	10.50	9.50	8.50
30 sec	10.00	9.60	8.40	7.60	6.80
10 sec	6.25	6.00	5.25	4.75	4.25
CLASS B					
1 min	8.25	7.75	7.25	6.75	6.25
30 sec	6.60	6.20	5.80	5.40	5.00
10 sec	4.12	3.87	3,62	3.37	3.13

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
CLASS AA						
1 min	14.00	13.50	12.50	11.50	11.00	10.50
30 sec	11.20	10.80	10.00	9.20	8.80	8.40
10 sec	7.00	6.75	6.25	5.75	5.50	5.25
CLASS A						
1 min	12.50	11.50	10.50	9.50	9.00	8.50
30 sec	10.00	9.30	8.40	7.60	7.20	6.80
10 sec	6.25	5.75	5.25	4.75	4.50	4.25
CLASS B						
1 min	8.25	7.75	7.25	6.75	6.50	6.25
30 sec	6.60	6.20	5.80	5.40	5.20	5.00
10 sec	4.12	3.87	3.62	3.37	3.25	3.13

8. PROGRAM TIME RATES

PER YR:	1x	13x	26x	52x	104x	156x	260x
1 hr	90.00	85.50	81.00	76.50	72.00	67.50	63.00
1/2 hr	72.00	68.40	64.80	61.20	57.60	54.00	50.40
1/4 hr	48.00	45.60	43.20	40.80	38.40	36.00	33.60
5 min	24.00	22.80	21.60	20.40	19.20	18.00	16.80

10 min—1-1/2 x applicable 5-min.
Edited by John E. Reiplinger.

WIKY
1947

An Associated Independent Metropolitan Station
Subscriber to the NAB Radio Code

Media Code 4 215 1995 8.00

South Central Broadcasting Corp., Box 3848, Evansville, Ind. 47701. Phone 813-424-3284.

STATION'S PROGRAMMING DESCRIPTION

WIKY: Programmed for adults.
MUSIC: MOR; 75% album, 25% single, current hits & standard selections. AIR PERSONALITIES. NEWS: 3 man staff, AP wire, AP audio news at :60. Local news at :25 6 am-6 pm. Sportscasts, editorials, social calendar & remote mobile studio

(This listing continued on next page)

INDIANA

Evansville—WIKY—Continued

special event broadcasts. Special features, topical humor, fun games & mobile units. Early morning farm featurette. Contact Representative for further details. Rec'd 2/25/75.

1. PERSONNEL
President—John D. Engelbrecht.
General Manager—Charles A. Blake.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Regional Reps Corp.

3. FACILITIES
250 w. days; 920 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24c, 25a, 25b, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM operated in conjunction with AM until sign-off.
Member: Indiana Broadcasters Group.

TIME RATES
No. 6 Eff 4/1/75—Rec'd 2/25/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	18	15	15	12	11	9
12 ti	17	14	14	11	10	8
18 ti	16	13	13	10	9	7
24 ti	15	12	12	9	8	6

ID's: 50% of 1-min.

8. PROGRAM TIME RATES
CLASS AA

	1x	26x	52x	104x	156x	260x	312x
1 hr	160	155	150	145	140	135	130
1/2 hr	96	93	90	87	84	81	78
1/4 hr	64	62	60	58	56	54	52
10 min	48	47	46	45	44	43	42
5 min	32	31	30	29	28	27	26

10. SPECIAL FEATURES
5 min newscasts—1-1/2 x 1 min.

WIKY-FM
1948

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 215 1996 8.00
South Central Broadcasting Corp., 1102 Mt. Auburn Rd., Evansville, Ind. 47705. Phone 812-424-3284.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WIKY-FM: 6 pm-1 am, specially selected LP's in block programs consisting of instrumental music, jazz, piano, pop concert, dance party programs plus special interest features of talk and music from 1-5 am. Farm news and information from local, state, regional and national sources, current hits and standard selections from 5-6 am. Contact Representative for further details. Rec'd 4/30/69.

3. FACILITIES
ERP 50,000 w. (horiz. & vert.); 104.1 mc. Stereo.
Operating schedule: 24 hours Mon thru Sat; 1:00 am-sign-off Sun. CST.
Antenna height: 460 ft. above average terrain.

TIME RATES
Rates are identical to WIKY. See that listing.

WJPS
1948

Media Code 4 215 2090 9.00
Geyer Broadcasting Co., Inc., Box 3636, Evansville, Ind. 47701. Phone 812-425-2221.

STATION'S PROGRAMMING DESCRIPTION
WJPS: Contemporary. Contact Representative for further details. Rec'd 5/19/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wayne W. Geyer.
Station Manager—David R. Wood.
Sales Manager—F. Dycus.

2. REPRESENTATIVES
Eastman Radio, Inc.
Kentucky Radio Sales—South.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1330 kc.
Non-directional days, directional nights.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15% net time; rendered weekly or monthly. Accounts 60 days in arrears of payment will be taken off the air until delinquency is settled.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 22a, 23a, 29a.
Contracts: 40a, 46, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73a.
Rates are subject to change without notice.
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 5 Eff 11/1/73—Rec'd 9/28/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	32.00	29.00	28.00	25.00	29.00	24.00	23.00	22.00
30 sec	25.60	23.20	22.40	20.00	23.20	19.20	18.40	17.60
10 sec	19.20	17.40	16.80	15.00	17.40	14.40	13.80	13.20

	III
1 min	21.00
30 sec	16.80
10 sec	12.60

III	12 ti	18 ti	24 ti
1 min	17.00	16.00	15.00
30 sec	13.60	12.80	12.00
10 sec	10.20	9.60	9.00

7. PACKAGE PLANS
CUME PLAN

PER WK. EA:	1 min
30 ti (15 I, 10 II, 5 III)	19
15 ti (8 I, 5 II, 2 III)	22

Not combinable with other weekly plans for added frequency.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.
Edited by David R. Wood.

WKDQ (FM)
1946

HENDERSON, KY.
A Lackey Station

(This is a paid duplicate of the listing appearing under Henderson, Ky.)
Media Code 4 216 3130 6.00
Henderson Broadcasting Co., Box 418, Henderson, Ky. 42420. Phone 502-826-3923.

STATION'S PROGRAMMING DESCRIPTION
WKDQ (FM): MUSIC: Contemporary. Contact Representative for further details. Rec'd 4/29/75.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Henry G. Lackey.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Regional Reps Corp.

3. FACILITIES
ERP 50,000 w.; 99.5 mc. Stereo.
Operating schedule: 19 hours daily. CST.
Antenna ht.: 306 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WSON.
Affiliated with The Rep Network.

TIME RATES
Eff 1/1/73—Rec'd 1/18/73.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	20 ti	30 ti	40 ti
1 min	15.00	13.50	12.75	12.00	11.25	9.75
30 sec	12.00	10.80	10.20	9.60	9.00	7.80

Edited by Henry Lackey.

(D)

WROZ
1956

mcgavren-guild
pgw radio, inc.

NAB

Media Code 4 215 2185 7.00
FUQUA Communications, Inc., Box 139, Evansville, Ind. 47701. Phone 812-422-4171.

STATION'S PROGRAMMING DESCRIPTION
WROZ Programmed for adults.
MUSIC: modern country music 5 am-1 am. NEWS: farm news 5:30 am, network news on hour. Local news 7:30, 8:30 & 11:55 am, 4:30 & 6:30 pm. Network commentator news 8 am & noon. SPORTS: local high school and university football and basketball, Major League baseball. Our personalities available for remote broadcasts. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 6/19/69.

1. PERSONNEL
President—Joseph V. Windsor.
Vice-Pres. & Gen'l Mgr.—Wilbur J. Walker.
Program Director—B. T. (Tiny) Hughes.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15% on time charges.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 24a, 24b, 24c, 26b, 28c, 30.
Contracts: 40a, 44a, 44b, 45, 46, 49, 51b, 51c.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
No. 4 Eff 7/1/71—Rec'd 9/1/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

7. PACKAGE PLANS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	24	19	22	18	15	12
12 ti	22	18	20	16	13	10
18 ti	20	16	18	14	11	9
24 ti	18	14	16	13	9	7
520 x	22	18	20	16	13	10
1040 x	18	14	16	13	9	7

TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	17	15	13	11
30 sec	13	12	11	9

10 sec: 60% of 1-min.
1 min & 30 sec combine for wkly frequency. 10 sec combine with 1 min & 30 sec to earn frequency for 10 sec spots.

WSON
HENDERSON, KY.

City of license, Henderson, Ky.
Considered by CBS Radio Network as their Evansville, Ind., outlet
See listing under Henderson, Ky.

WVHI (FM)
1964

Media Code 4 215 2280 6.00
Valley-Hi Broadcasting Corp., 6621 Kratzville Rd., Evansville, Ind. 47710. Phone 812-425-4326.

STATION'S PROGRAMMING DESCRIPTION
WVHI (FM): Sacred music with national & local religious programs from 6 am-12 am. Network news at 11:15 am, 2:15, 3:15, 4:15, 7:15, 8:15, 9:15, 10:15 & 11:15 pm. Children's Hour 4:30 daily. Rec'd 1/28/74.

1. PERSONNEL
Pres. & Sta. Mgr.—Samuel M. Angel.
Sales Manager—Ronald E. Goodin.
Program Director—Leonard Campbell.

3. FACILITIES
ERP 50,000 w. (horiz.); 17,000 w. (vert.); 105.5 mc.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3c, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25c.
Contracts: 40a, 41, 45, 49, 51c.
Comb.: Cont. Discounts: 60b, 61c, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 8/1/72—Rec'd 1/25/73.

PER WK:	1 ti	5 ti	15 ti	25 ti	40 ti	50 ti
1 wk	5.10	4.45	4.05	3.40	3.00	2.55
4 wk	4.85	4.25	3.85	3.20	2.80	2.45
13 wk	4.60	4.05	3.60	3.05	2.65	2.30
26 wk	4.35	3.85	3.40	2.90	2.45	2.15
39 wk	4.10	3.60	3.20	2.70	2.30	2.05
52 wk	3.90	3.40	3.00	2.55	2.10	1.85

30 sec: 65% of 1-min. 10 sec: 50% of 1-min.
Specified time, extra 15%.

6. PROGRAM TIME RATES

	Per day			Per wk		
	13 wk	26 wk	52 wk	13 wk	26 wk	52 wk
1 hr	53.80	45.75	40.35	59.80	50.85	44.85
3/4 hr	40.40	34.35	30.30	44.90	38.15	33.65
1/2 hr	26.90	22.85	20.15	29.90	25.40	22.85
1/4 hr	15.80	13.45	11.85	17.60	15.00	13.20

Edited by Di Anne Cruz.

FORT WAYNE (5 AM; 3 FM)

Allen County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	61	43	45	31
B	37	31	37	31
C	37	31	37	26
D	29	26	31	16
AVERAGE	41	33	38	26

WCMX (FM)
1970

RAB

Media Code 4 215 2300 2.00
Fort Wayne Broadcasting Co., 424 Reed Rd., Fort Wayne, Ind. 46805. Phone 219-422-4646.
See affiliated AM station for additional information.
AM facilities: WFWR.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 358 ft. above average terrain.
Simulcast with WFWR during daytime hours.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WFWR. See that listing for rates.

TIME RATES
Eff 12/1/71—Rec'd 11/3/71.

8. PROGRAM TIME RATES

PER YR:	1/2 hr	1/4 hr	5 min
52 x	35	20	10

WFWR
1968

RAB

Media Code 4 215 2325 9.00
Fort Wayne Broadcasting Co., 424 Reed Rd., Fort Wayne, Ind. 46805. Phone 219-422-4646.

STATION'S PROGRAMMING DESCRIPTION
WFWR: MUSIC: adult country. AIR PERSONALITIES. Contact Representative for further details. Rec'd 9/10/73.

1. PERSONNEL
Owner—Clarence C. Moore.
General Manager—Edwin C. Moore.
General Sales Manager—Guy Ewing.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
1,000 w. days; 1090 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only: 1st of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10c, 12c, 13, 14c.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24b, 28c, 29a, 30, 33a.
Contracts: 41, 44a, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70c 71a.
Prod. Services: 80.
FM facilities: WCMX (FM).
Affiliated with American Information Network.

TIME RATES
Eff —— Rec'd 9/10/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
AM/FM COMBINATION

I MIN:	1 ti	5 ti	10 ti	15 ti	20 ti	24+
AA	15	13	11	10	9	8
A	13	11	9	8	7	6

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR:	1/2 hr	1/4 hr	10 min
52 x	55	35	25

WGL
1924

CBS Radio Network

NAB

Subscriber to the NAB Radio Code

Media Code 4 215 2375 4.00
News-Sentinel Broadcasting Co., Inc., 2000 Lower Huntington Rd., Fort Wayne, Ind. 46819. Phone 219-747-1511.

STATION'S PROGRAMMING DESCRIPTION
WGL: Programmed for adults.
Air personalities. MUSIC: standards. Music and features 5:35-9:10 am, 9:30 am-2:10 pm, 2:55-8 pm and 9 pm-12:35 am; women's show 9:10-9:30 am; telephone call-in program 2:10-2:55 pm; public service from 8-9 pm. NEWS: more than 35 newscasts daily; local news at :55; network news on hour. SPORTS: major league baseball, college football, local high school and college basketball. Weekend features: 3-1/2 hour, 2 man comedy show on Sat. Contact Representative for further details. Rec'd 7/24/70.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Leonard E. Davis.
Program Director—Jon Patrick.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w.; 1250 kc. Directional—separate patterns day and night.
Operating schedule: 5:35 am to 12:35 am. EST.

4. AGENCY COMMISSION
15% on net time, no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72, 72a, 72b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 6/1/74—Rec'd 4/3/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x
1 min	12.00	11.25	10.55	9.85	9.10
30 sec	9.60	9.00	8.45	7.85	7.30
10 sec	6.00	5.65	5.30	4.90	4.55
	520x	780x	1040x	1560x	2000x
1 min	8.40	7.70	6.95	6.25	5.50
30 sec	6.70	6.15	5.55	5.00	4.40
10 sec	4.20	3.85	3.50	3.15	2.75

Combinable in number for maximum discount.

7. PACKAGE PLANS
SATURATION PLAN—ROS
1 MINUTE

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	35 ti	50 ti
1 wk	8.00	7.60	7.20	6.80	6.40	6.00	5.60
26 wks	7.20	6.85	6.50	6.10	5.75	5.40	5.05
52 wks	6.40	6.10	5.75	5.45	5.10	4.80	4.50
30 SECONDS							
1 wk	6.40	6.10	5.75	5.45	5.10	4.80	4.50
26 wks	5.75	5.50	5.20	4.90	4.60	4.35	4.05
52 wks	5.10	4.90	4.60	4.35	4.10	3.85	3.60

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x
1 hr	80	74	68	62	56
1/2 hr	48	44	41	37	34
1/4 hr	32	29	27	25	23
10 min	24	22	20	19	17
5 min	16	15	14	12	11

9. PARTICIPATING PROGRAMS
INTERCOM WITH DICK JAMES—MON THRU FRI 2:05-2:55 PM

	1x	26x	52x	156x	260x
5 min	12.00	11.50	11.00	10.50	10.00

WELCOME IN WITH IRIS LATHAM—MON THRU FRI 9:05-9:25 AM

Par	11.00	10.50	10.00	9.50	9.00

SATURDAY SHOW—9:35-11:30 AM & 4:05-6 PM
1/3 sponsorship, 25 min 15.50

10. SPECIAL FEATURES
LEN DAVIS SPORTS—MON THRU FRI 5.35-5:45 PM
1/2 sponsorship, 10 min 10.15

WLYV
1948

A Shepard Broadcasting Station
Subscriber to the NAB Radio Code

Media Code 4 215 2565 6.00
Golden Bear Communications, Inc., 925 Anthony Wayne Bldg., Fort Wayne, Ind. 46802. Phone 219-743-3443.

STATION'S PROGRAMMING DESCRIPTION
WLYV: MUSIC: Modern country. NEWS: 5 min at :55. FARM: market reports 12:15-12:30 pm. SPORTS: emphasis on major sports; college football, major league baseball, university basketball; play-by-play coverage high school basketball tournaments. Contact Representative for further details. Rec'd 5/8/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Herbert J. Weber.
General Sales Manager—Jim Seemiller.
Program Director—Jeff Blocher.

2. REPRESENTATIVES
McGavren-Guild, Inc.

(This listing continued on next page)

Fort Wayne—WLYV—Continued

3. FACILITIES
1,000 w. days: 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 3, 6a, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61c.
Cancellation: 70a, 70d, 71a, 73a.

TIME RATES
No. 5 Eff 4/1/70—Rec'd 3/2/70.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

7. PACKAGE PLANS

1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	32	31	30	29
AA	30	29	28	27
A	27	26	25	24

30 SECONDS

AAA	28	26	25	24
AA	25	24	23	22
A	23	22	21	19

10 sec: 50% of 1-min.

DISCOUNT
26 wk—4% 52 wk—8%
Edited by Herbert J. Weber.

WMEE
1947

EASTMAN RADIO, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 2600 5.00
Pathfinder Communications Corp., Box 6000, 2915 Maples Rd., Fort Wayne, Ind. 46806. Phone 219-447-5511.

1. PERSONNEL
President—John F. Dille, Jr.
Vice-Pres. & Gen'l Mgr.—Burton (Burt) J. Sherwood.
Sales Manager—William G. Latz.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.: 1380 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2s, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 46, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
FM facilities: WMEF.
Affiliated with Eastman Radio Network.
Member: Farm Radio Network.

TIME RATES
WMEE/WMEF COMBINATION
No. 1b Eff 3/3/75—Rec'd 3/7/75.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER	I				II			
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	48	43	38	33	42	37	32	27
30 sec	39	35	30	26	35	30	26	22

AM only: Deduct 15%.

WMEF
1965

EASTMAN RADIO, INC.

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 215 2630 2.00
Pathfinder Communications Corp., Box 6000, 2915 Maples Rd., Fort Wayne, Ind. 46806. Phone 219-447-5511. TWX 219-241-2083
See affiliated AM station for additional information.
AM facilities: WMEE.

STATION'S PROGRAMMING DESCRIPTION
WMEF: Programmed for adults.
MUSIC 98%: MOR, current popular showtunes, standards. NEWS: 3-man news staff, news & information at :60, except 6-9 AM at :50 & :25. Contact Representative for further details. Rec'd 11/29/72.

3. FACILITIES
ERP 48,000 w. (horiz.), 48,000 w. (vert.); 97.3 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with WMEE. See that listing for rates.

TIME RATES
Deduct 15% from AM/FM combination.

WOWO
1925

GROUP W WESTINGHOUSE BROADCASTING COMPANY

RADIO ADVERTISING REPRESENTATIVES, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 2660 9.00
Westinghouse Broadcasting Co., Inc., 128 W. Washington Blvd., Ft. Wayne, Ind. 46802. Phone 219-742-8373. TWX 810-332-1515.

STATION'S PROGRAMMING DESCRIPTION
WOWO: Programmed for general interest.
MUSIC: popular. NEWS: programming includes 5 min on hour newscasts. 10 min news at 7 am. 15 min news at 8 am, noon & 11 pm. Half hour news and sports 6-6:30 pm. Farm director conducts 2 hour farm programming 5-7 am. Specialized programming includes news documentary, sports specials, community service reports, International Hockey League broadcast of home and away games, play-by-play coverage of high school basketball tournaments. Contact Representative for further details. Rec'd 1/17/75.

1. PERSONNEL
General Manager—Warren L Maurer.
General Sales Manager—Daniel F. Friel, Jr.
Program Manager—Chris Rathaus.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
50,000 w.: 1190 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10a, 11e, 12e, 13e, 14e.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40b, 42a, 45, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff —— Rec'd 10/28/74.
AA—Mon thru Sat 5-10 am.
A—Mon thru Fri 3-7 pm: Sat 10 am-noon.
B—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat noon-3 pm: Sun 6 am-8 pm.
C—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

I MIN:	1x	100x	150x	250x	500x	1000x
AA	69	65	61	57	52	48
A	50	47	45	43	41	38
B	47	45	43	40	37	35
C	18	17	16	15	14	13
30 SEC:						
AA	57	54	51	47	44	39
A	40	39	38	36	34	31
B	38	36	35	33	31	28
C	13	12	11	10	9	8

7. PACKAGE PLANS

PER	I min				30 sec			
WK:	AA	A	B	C	AA	A	B	C
10 ti	68	49	46	17	56	39	37	12
15 ti	66	47	45	16	55	38	36	11
20 ti	64	45	44	15	54	36	35	10

8. PROGRAM TIME RATES

5 MIN:	1x	52x	104x	156x	260x
AA	81	77	74	70	65
A	61	60	59	58	55
B	55	52	50	49	47
C	24	22	20	19	19

9. PARTICIPATING PROGRAMS
ALL NIGHT SHOW—MIDNIGHT-5 AM

	1 ti	10 ti
1 min	8	6

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
Week Day News Plan—Mon thru Fri 10, 10 am & 1, 2, 3, 7 pm. Minimum 1 per day, 5 per week.
Week End News Plan—Sat & Sun at :60 9 am-7 pm. Minimum 5 per week. Subject to availabilities.

	4 wk	13 wk	26 wk	52 wk
Ea	49	47	45	41

Evening News Plan—Mon thru Sat 8, 9, 11 pm. Minimum 1 per night, 6 per week, 110.00. No further discounts.
Edited by William Y. Fong.

WPTH (FM)
1959

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 215 2755 7.00
Sarkes Tarzian, Inc., Box 2671, Station D, Fort Wayne, Ind. 46808. Phone 219-482-4596.
Ind. 46808.

STATION'S PROGRAMMING DESCRIPTION
WPTH (FM): MUSIC: rock. NEWS: 12X daily. Contact Representative for further details. Rec'd 3/28/74.

1. PERSONNEL
President—Sarkes Tarzian.
General Manager—Kenneth P. McGuire.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
Eff' 44,000 w. (horiz.), 44,000 w. (vert.); 95.1 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 22a, 23a, 24a, 28b, 29a.
Contracts: 40a, 42a, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.

TIME RATES
No. 5 Eff 7/1/75—Rec'd 6/11/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec/lcts			
WKLY:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	20	18	17	15	16	15	14	12
AA	18	17	16	14	15	14	13	11
A	16	15	14	12	13	12	11	9

7. PACKAGE PLANS
TAP—ROS AAA, AA & A

PER WK:	12 ti	18 ti	24 ti
1 min	192	270	324
30 sec	162	216	252

Edited by Kenneth P. McGuire.

FRANKFORT (1 AM; 1 FM)

Clinton County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WILO
1955

WILO-FM
1962

NAFB NAB

Media Code 4 215 2850 6.00
Kasper Broadcasting Co., Box 255, 52-1/2 E. Washington St., Frankfort, Ind. 46041. Phone 317-659-3338.

1. PERSONNEL
Gen'l & Sales Mgr.—V. J. Kaspar.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Regional Reps Corp.

3. FACILITIES
250 w. days: 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-Eff' 5,940 w.; 99.7 mc.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM operated in conjunction with AM, during daylight hours, independently all other hours. Rates are for combined operation: same rates apply for FM only.
Member: Indiana Radio Network, Farm Radio Network, Indiana Broadcasting Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/15/75—Rec'd 7/15/75.
AA—Mon thru Sat 6:30-8:30 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
	1x	52x	156x	312x	1x	52x	156x	312x
1 min	8.70	7.60	6.20	5.55	7.70	6.60	5.20	4.55
30 sec	6.50	5.75	5.00	4.60	5.50	4.75	4.00	3.60

7. PACKAGE PLANS

PER WK, ROS/BTA:	10 ti	20 ti
1 min	7.50	6.25
30 sec	5.00	4.15

10. SPECIAL FEATURES

15 min local-regional newscasts, 30-sec	5.50
10 min local-regional sportscasts, 30-sec	5.50
FARM, 12:15-1 PM:	1 min 30 sec
Flat	10.00 6.50

Submitted by V. A. Kaspar.

FRANKLIN

Johnson County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WIFN (FM)
1961

NAB

Media Code 4 215 2945 4.00
Vogel Douglas Corp., Box 194, Hwy. 31 N., Franklin, Ind. 46131. Phone 317-736-9114.

1. PERSONNEL
General Manager—Ron Douglas.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w.; 95.9 mc.
Operating schedule: 6 am-11 pm daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Indiana Broadcasters Group.

TIME RATES
Eff———— Rec'd 8/27/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	91x	156x	312x
1 min	4.50	3.25	3.00	2.75	2.50
30 sec	3.60	2.60	2.40	2.20	2.00

GARY (2 AM)

Lake County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WLTH
1950

Mutual Network

Subscriber to the NAB Radio Code
Media Code 4 215 3040 3.00
Northwestern Indiana Broadcasting Corp., 3669 Broadway, Gary, Ind. 46409. Phone 219-884-9409. Chicago phone 312-978-6784.

STATION'S PROGRAMMING DESCRIPTION
WLTH: MUSIC: General appeal, modern MOR. NEWS: emphasis on local & regional. News at :60 & :30, extended newscasts at 7, 7:30, 8 am, noon & 4 pm. Interviews & telephone talk shows. Sat: music & news 6-11 am; gospel music at 11 am. Foreign language & religious programming Sat afternoon & all day Sun. Rec'd 3/31/75.

1. PERSONNEL
President—H. B. Snyder.
Vice-Pres. & Gen'l Mgr.—D. Z. Dawson.
General Sales Manager—James Hallas.

3. FACILITIES
1,000 w.: 1370 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 22a, 23a, 24c, 28b, 28c, 30.
Contracts: 40a, 41, 45.
Comb.: Cont. Discounts: 60e, 60h, 61a, 62a.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with MRS.

TIME RATES
No. 8 Eff 3/1/73—Rec'd 3/1/73.
AAA—6-10 am, noon-1:30 pm & 3-6 pm.
AA—10 am-noon, 1:30-3 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	500x	1000x
CLASS AAA								
1 min	16.00	15.00	14.00	14.50	12.00	12.50	12.00	11.50
30 sec	13.00	12.50	12.00	11.50	11.00	10.50	10.00	9.50
CLASS AA								
1 min	13.00	12.00	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	8.50	6.50

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
CLASS AAA					
1 min	15.00	14.50	14.00	13.50	13.00
30 sec	12.50	12.40	12.20	13.00	11.50
CLASS AA					
1 min	12.00	11.50	11.00	10.50	10.00
30 sec	9.50	9.40	9.20	10.00	8.50

DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

10. SPECIAL FEATURES
News adjacencies—earned rate, extra 1.00.
News participations—extra 10%.

WWCA
1940

American Entertainment Ntwk

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 2 5 3135 1.00
Lake Broadcasting Co., Inc., 545 Broadway, Gary, Ind. 46402. Phone 219-886-9171. Chicago phone 312-734-5400.

STATION'S PROGRAMMING DESCRIPTION
WWCA: Community-active programming with emphasis on local news and editorials, plus telephone talk shows and interviews on topics of area concern. Special events programming, with play-by-play coverage of high school and college sports. MUSIC: current hits and standards. Pop 6-9 am, 9:30-11:45 am, 3:35-4:45 pm. City court 9:05-9:30 am, labor news 4:45-5 pm. News on the hour and half hour. Extended news at 7 am, 8 am, noon & 5 pm. Telephone conversation with guests and audience participation 12:15-1:30 pm and 6:05-7 pm. Rec'd 6/24/75.

1. PERSONNEL
President—Dee O. Coe.
General Manager—Joseph A. Haas.

3. FACILITIES
1,000 w.: 1270 kc. Directional—same pattern all hours.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 23a, 24a, 24c, 25a, 28b, 29b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 2/1/73—Rec'd 1/11/73.
AAA—Mon thru Sat 6-9 am & 3-6 pm; Mon thru Fri noon-1:30 pm.
AA—Mon thru Sat 9 am-noon, 1:30-3 pm & 6-7 pm; Sat noon-1:30 pm: Sun all day.
A—Mon thru Sat 7 pm-midnight.

(This listing continued on next page)

INDIANA

Gary—W W C A—Continued

6. SPOT ANNOUNCEMENTS

FIXED:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec
1 x	18	15	15	12	12	10
52 x	17	14	14	11	11	9
156 x	16	13	13	10	10	8
260 x	15	12	12	9	9	7
312 x	14	11	11	8	8	6
520 x	13	10	10	7	7	5

10 sec or less: 50% of 1-min.

7. PACKAGE PLANS

SATURATION PLAN—ROS WITHIN HOUR

PER WK:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec
10 ti	17	14	14	11	11	9
20 ti	16	13	13	10	10	8
30 ti	15	12	12	9	9	7
40 ti	14	11	11	8	8	6
50 ti	13	10	10	7	7	5

10 sec or less: 50% of 1-min.

DISCOUNT

13 wk—10% 26 wk—20%

9. PARTICIPATING PROGRAMS
All Night Show—Mon thru Sat Midnight-6 am.
36 1-min per wk (1 per hr), 36.00.

10. SPECIAL FEATURES
1 min in 15 & 5-min newscasts—Applicable 1-min rate plus 10%.

GOSHEN

Elkhart County—Map Location E-2
See SRDS consumer market map and data at beginning of the State

W K A M
1949

R A B

Subscriber to the NAB Radio Code

Media Code 4 215 3230 0.00
Kosciusko Broadcasting Corp., 930 E. Lincoln, Goshen, Ind. 46526. Phone 219-533-1460.

STATION'S PROGRAMMING DESCRIPTION
WKAM: Adult interest primarily.

1. PERSONNEL
General Manager—Gerry Grainger.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 500 w. nights; 1460 kc.
Directional night only.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15%. Payable 30 days following billing.

6. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
Eff ——— Rec'd 3/29/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x
1 min	6.00	5.50	5.00	4.75
30 sec	4.50	4.00	3.75	3.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x
1/2 hr	35.00	34.00	31.50	29.75	28.00	26.25
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00
10 min	15.00	14.50	14.00	12.75	12.00	11.25
5 min	8.00	7.75	7.25	7.00	6.50	6.00

10. SPECIAL FEATURES
Country & Western after 7 pm—1/2 earned rate.

GREENCASTLE

Putnam County—Map Location C-7
See SRDS consumer market map and data at beginning of the State

W X T A (FM)
1966

Media Code 4 215 3325 0.00
Radio Greencastle, Inc., Box 494, 31 S. Indiana St., Greencastle, Ind. 46135. Phone 317-653-9717.

1. PERSONNEL
President—Leon Burk.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w.; 94.3 mc.
Operating schedule: 6 am-11 pm daily. EST.
Antenna ht: 160 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.
Member: Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 1/2/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	4.20	3.65	3.50
157-312 x	3.40	2.85	1.95

7. PACKAGE PLANS

	1 min	30 sec	10 sec
25+ (15 days)	3.50	2.25	1.45

GREENFIELD

Hancock County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

W S M J (FM)
1962

NAB R A B

A Braden Owned Station

Media Code 4 215 3420 7.00
WPFB, Inc., Box 248, 640 W. 9th St., Greenfield, Ind. 46140. Phone 317-462-5511, 2.

STATION'S PROGRAMMING DESCRIPTION
WSMJ (FM): General adult interest. News, sports.

1. PERSONNEL
General Manager—Tom Reeder.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht: 250 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 10 days.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
Eff 11/1/72—Rec'd 10/12/72.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti
1 min or less	8	7	6	5

GREENSBURG (1 AM; 1 FM)

Decatur County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

W T R E
1968

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 215 3514 7.00
Soundiana, Inc., 1011 Park Rd., Greensburg, Ind. 47240. Phone 812-663-3000.

STATION'S PROGRAMMING DESCRIPTION
WTRE: See WTRE-FM listing for programming

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert A. Kincaid.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
500 w. days; 1330 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-6 pm.
For non-simulcast facilities see WTRE-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 8/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

	1040x	520x	260x	96 ti	72 ti	48 ti	24 ti
1 min	3.20	3.60	4.00	4.00	4.40	4.80	5.20
PER WK:				36 ti	24 ti	16 ti	12 ti	8 ti
1 min				4.00	4.40	5.20	5.20	5.60

30 sec: 75% of 1-min. 10 sec—50% of 1-min.

W T R E-FM
1962

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 215 3515 4.00
Soundiana, Inc., 1011 Park Rd., Greensburg, Ind. 47240. Phone 663-3000.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTRE-FM: Programmed for general interest.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.3 mc.
Operating schedule: 5 am-11 pm. EST.
Antenna ht.: 160 ft. above average terrain.
Partial simulcast operation. Operated separately 6-11 pm. For simulcast facilities see WTRE.

6. GENERAL ADVERTISING See coded regulations
Member: Fine Music Group.

TIME RATES
Rates are identical to WTRE. See that listing.

SRDS' RADIO MARKET ESTIMATOR, based on the KATZ style.

See it for yourself at the beginning of the listings for the top 150 markets.

R/15/15

HAMMOND (1 AM; 1 FM)

Lake County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

W J O B
1928

R A B

Media Code 4 215 3610 3.00
Colby Broadcasting Corporation, Radio Center, 6405 Olcott Ave., Hammond, Ind. 46320. Phone 219-844-1230. Chicago phone 312-375-4220.

STATION'S PROGRAMMING DESCRIPTION
WJOB: NEWS: at :60 & :30: expanded newscasts 7 am, noon & 5 pm M-Sat. MUSIC: MOR, featuring latest & standard pops 1:30-5 pm M-Sat, big band sounds, old & new arrangements 10 pm-6 am M-Sat. TELE/TALK: 6-10 am, 12:15-1:30 & 7-10 pm M-F with special guests. Women's program 10-10:30 am M-F; favorite record of day vote 10:30 am-noon M-F; buy-sell-trade 9-11 am Sat; commentary 8-8:30 am M-Sat, 5:30-6 pm M-F, 6-6:30 pm M-F. SPORTS: 7:35 am & 5:15 pm M-Sat, play-by-play high school sports. SUN: religion & ethnic. Contact Representative for further details. Rec'd 5/28/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Julian Colby.
Vice-Pres. & Sta. Mgr.—Judith Grambo.
Sales Manager—Roy F. Tobin.

2. REPRESENTATIVES
Michigan, Ohio, Pittsburgh—Pearse Sales.
Cincinnati, Indianapolis—Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%; bills due and payable when rendered.

6. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21b, 21d, 23a, 24b, 25a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60i, 60j, 60k, 61c.
Cancellation: 71a, 73b.

TIME RATES
No. 20-A Eff 1/10/75—Rec'd 1/17/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm; Sun 6 am-midnight.
A—Mon thru Sat 10 am-3 pm & 7-10 pm.
B—Mon thru Sat 10 pm-6 am; Sun 10 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE—1-12 WKS

PER WK:	36 ti	24 ti	18 ti	12 ti	6 ti	3 ti	1 ti
AAA	16.00	18.00	19.00	20.00	22.00	24.00	25.00
AA	13.00	14.00	15.00	18.00	20.00	22.00	24.00
A	11.00	12.00	13.00	14.00	16.00	19.00	30.00
B	6.00	6.40	6.80	7.00	8.00	9.00	10.00
*ROS	9.00	11.00	12.00	14.00	15.00	16.00	———

30 sec: 75% of 1-min 10 sec: 50% of 1-min.
(*) AAA or AA/A/B (increments of 3).

CONSECUTIVE WEEK DISCOUNT

	13 wk	26 wk	52 wk
Deduct per min	1.00	2.00	3.00

7. PACKAGE PLANS

10 WORDS:	240 ti	120 ti	60 ti	30 ti	15 ti
Ea	1.45	2.15	2.85	3.60	4.40

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	25 min	1/2 hr	1 hr
312 x	28	38	45	57	81	106
156 x	33	42	54	68	74	130
52 x	38	47	61	78	89	152
1 x	42	52	68	92	103	177

10. SPECIAL FEATURES

NEWSCASTS:	312x	156x	52x	1x
15 min	48	57	64	71

5-min newscast—1-1/4x 1-min.

W Y C A (FM)
1950

NAB

A Crawford Owned Station

Media Code 4 215 3660 6.00
Crawford Broadcasting Co., 6336 Calumet Ave., Hammond, Ind. 46324. Phone 219-933-0923. Chicago phone 312-734-0923.

WYCA (FM): Programmed for adult family audience.
MUSIC: MOR gospel. NEWS: :28 & :55 local & national. SPORTS: 6:25 am & 5:55 pm. Traffic reports local area. Talk/phone-in 2-3 pm & 11 pm-1 am. Inspirational programs local & national. Black gospel music 10:30 pm-2 am Sat. Women's feature 3:30 pm M-F. Music with commercial breaks every 15 min 6-9 pm M-F. Children's program 1-2 pm Sat. Rec'd 5/22/75.

1. PERSONNEL
President—Donald Crawford.
Station Manager—Dick Marsh.
Program Director—Earl Larkins.

3. FACILITIES
ERP 30,000 w. (vert.), 30,000 w. (horiz.); 92.3 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 405 ft. above average terrain.

4. AGENCY COMMISSION
15/0 spots only.

5. GENERAL ADVERTISING See coded regulations
General: 1b 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25c, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 47a, 50.
Comb.; Cont. Discounts: 60f, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Cigarette advertising unacceptable.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 5/22/75.

6. SPOT ANNOUNCEMENTS

	76x	156x	312x	624x	780x	1560x
1 min	13.00	10.00	9.00	8.00	7.50	7.00
30 sec	10.00	8.00	7.00	6.00	5.50	5.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	13.00	10.00	9.00	8.00	7.00
30 sec	10.00	8.00	7.00	6.00	5.00
10 sec	6.50	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

PER YR, NET TO STATION:	1 hr	1/2 hr	1/4 hr
1 x	150	100	60
52 x	120	65	35
260 x	100	45	30

Edited by Dick Marsh.

HARTFORD CITY

Blackford County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

W W H C (FM)
1965

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 215 3765 1.00
Three J Radio Corp., Box 135, 211 W. Main St., Hartford City, Ind. 47348. Phone 348-2665.

1. PERSONNEL
General Manager—William C. Morris.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 155 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Indiana Broadcasters Group.

TIME RATES
Eff 4/7/66—Rec'd 4/11/66.

6. SPOT ANNOUNCEMENTS

	500x	256x	104x	52x	26x	13x	1x
1 min	3.00	3.20	3.50	3.75	4.25	4.60	5.00
30 sec	2.25	2.40	2.65	2.80	3.15	3.40	3.75

15 seconds—50% of minute rate.

16. SPECIAL FEATURES
5-MINUTE NEWSCASTS
(2 1-minute & 1 30-second internal)
26 x, ea. 7.50 52 x or more, ea. 5.00

HUNTINGTON (1 AM; 1 FM)

Huntington County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

W H L T — W H L T-FM
1957 — 1965

R A B

Subscriber to the NAB Radio Code

Media Code 4 215 3800 0.00
Radio Huntington, Div. of Williams County Broadcasting, Hotel LaFontaine, Huntington, Ind. 46750. Phone 219-356-1640.

1. PERSONNEL
General Manager—Tom Francis.

2. REPRESENTATIVES
Regional Reps Corp.
Pearse Sales.

3. FACILITIES
500 w. days; 1300 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 103.1 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 91 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.
Member: Indiana Broadcasters Group, Wolverine Sports Network, Indiana Radio Network.

TIME RATES
Eff 2/1/73—Rec'd 1/26/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x	468x	624x	936x
1 min	6.80	6.10	5.80	5.15	4.40	4.10	3.75	3.16

INDIANAPOLIS (8 AM; 6 FM)

Plus 1 paid cross reference.
Marion County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	90	67	75	55
B	81	65	75	48
C	53	48	53	40
D	50	36	50	34
AVERAGE	69	54	63	44

(Indianapolis continued on next page)

WATI
1969

Century National Sales

SAB RAB

A Sarkes Tarzian Station
Subscriber to the NAB Radio Code
Media Code 4 215 2990 9.00
Sarkes Tarzian, Inc., 2490 Bluff Rd., Indianapolis, Ind. 46217. Phone 317-787-2211.

STATION'S PROGRAMMING DESCRIPTION
WATI: Programmed for adults.
MUSIC: emphasis on arrangements of standards, film music & showtunes presented in quarter-hour segments. News, with stock market reports, hourly. COMMERCIAL POLICY: maximum 16 units per hour. Contact Representative for further details. Rec'd 5/5/75.

1. PERSONNEL
President—Sarkes Tarzian.
Broadcast Division Manager—Elmer Snow.
General Manager—Bob Lamb.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
250 w. days; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22b, 23b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 42b, 45, 46.
Comb.: Cont. Discounts: 60f.
Cancellation: 70d, 71b, 72, 73a.

TIME RATES
No. 6 Eff 5/1/74—Rec'd 4/29/74.
AA—Mon thru Sat 5:30-9:30 am & 3-6:30 pm.
A—All other times.

CONTRACT:

	AA				A			
	1x	260x	500x	1000+	1x	260x	500x	1000+
1 min	15.00	14.00	12.00	10.50	13.00	11.50	8.50	7.50
30 sec	13.50	12.00	10.50	8.50	11.50	9.75	8.00	6.25

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	14.00	13.50	12.00	11.50	11.00	10.50
30 sec	12.00	11.50	10.50	9.75	9.00	8.50

ROS, combinable with spot for pkg frequency.

TAP—1/3 AM DRIVE, 1/3 HSWF, 1/3 PM DRIVE

PER WK:	1 min	30 sec
20+ per wk	13.50	11.50
4 wks, 20 ti per wk	11.50	9.75
WEEKEND PACKAGE		
15+ per wk	10.50	9.00

10. SPECIAL FEATURES

HOURLY NEWSCASTS

	1x	26x	60x	130x	260x	520x	1000x
AA	23.00	22.50	22.00	21.50	21.00	20.00	19.00
A	17.50	17.00	16.50	16.00	15.50	15.00	14.50
NEWS HEADLINES & FEATURES							
AA	17.50	17.00	16.50	16.00	15.50	14.50	13.50
A	12.50	12.00	11.50	11.00	10.50	10.00	9.50

Less than 13 wk, preemptible.
Submitted by Barbara Murphy.

WBRI
1963

Media Code 4 215 4665 7.00
Radio One Five Hundred, Inc., 4602 E. 62nd St., Indianapolis Ind. 46220. Phone 317-255-3464.

STATION'S PROGRAMMING DESCRIPTION
WBRI: Programmed for religious listening. Nationally released tapes daily and weekly. Local church programs daily and weekly. Sermons, devotional, Bible teaching and music. Primarily Evangelical and Fundamental Christian. Telephone call-in 3:30-4:30 pm M-F, studio guest answers questions from audience, audience participates with views. NEWS: 15 min at 1, 3, 5 and 6 pm. RELIGIOUS NEWS: 15 min Sat at 11:15 am. MUSIC: sacred and gospel various times daily. Children's program 8:30-10 am Sat. Contact Representative for further details. Rec'd 10/24/74.

1. PERSONNEL
President—Douglas D. Kahle.
General Manager—Tom Wallace.

2. REPRESENTATIVES
Michael Fulford Company, Inc.

3. FACILITIES
5,000 w. days; 1590 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a.
Cancellation: 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 5/1/75—Rec'd 3/28/75.

6. SPOT ANNOUNCEMENTS

	(*)			BTA			
PER WK:	5 ti	10 ti	15 ti	6 ti	12 ti	18 ti	24 ti
1 min	14.25	12.85	11.45	11.00	10.00	9.00	8.00
30 sec	10.00	9.00	8.00	7.70	7.00	6.30	5.60

(*) Fixed & adjacencies.

DISCOUNT
4 consec wk—takes next lower rate.
13 consec wk—25% discount.

WFBQ (FM)
1959

SAB RAB

A Rahall Station
Subscriber to the NAB Radio Code
Media Code 4 215 4220 3.00
WFBM, Inc., Box 20167, 6161 Fall Creek Rd., Indianapolis, Ind. 46220. Phone 317-257-7565.
See affiliated AM station for additional information.
AM facilities: WNDE.

STATION'S PROGRAMMING DESCRIPTION
WFBQ (FM): Programmed for adults & young adults.
MUSIC: current contemporary hits & albums presented in non-interrupted 15-minute segments. NEWS: 2-1/2 minute capsules at :30 & :60 5:30-9:30 am, M-F, 4 minute capsules at noon, 3, 5 pm, 1, 2, 3, 4, & 5 am, M-F. 4 minute capsules noon-6 pm weekends. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
Operations Manager—Steve Cooper.

3. FACILITIES
ERP 52,000 w.; 94.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WNDE. See that listing for rates.

TIME RATES
No. 1 Eff 1/15/73—Rec'd 1/3/73.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min	18	16	14	12

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WFMS (FM)
1957

RAB

A Susquehanna Station
Media Code 4 215 4275 4.00
Radio Indianapolis, Inc. 3255 N. Hawthorne Ln., Indianapolis, Ind. 46202. Phone 317-359-5511.

STATION'S PROGRAMMING DESCRIPTION
WFMS (FM): Programmed for adults.
MUSIC: album standards, showtunes, current popular. Programmed in 1/4 hr uninterrupted segments with news/sports at :60, weather 4x ea hr, public service, stock reports. COMMERCIAL POLICY: 8 commercial minutes per hour. Contact Representative for further details. Rec'd 11/2/73.

1. PERSONNEL
Vice-President—A. W. Carlson.
Station Manager—Stan Barrett.

2. REPRESENTATIVES
Ravalli/Gates, Inc.
Susquehanna Broadcasting Co.: See Rep & S/O pages.

3. FACILITIES
ERP 23,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 23b, 24a, 24c, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60l, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 6/1/75—Rec'd 5/12/75.
I—Mon thru Sat 6-9 am & 5-7 pm.
II—Mon thru Sat 10 am-5 pm; Sun all day.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	16 ti	24 ti
I	23	20	17	16
II	18	16	13	12
III	17	15	12	11

30 sec: 80% of 1-min.

10. SPECIAL FEATURES
Weather—2 min at :30 1 1/4x 1-min.
News—5 min at :60 1 1/2x 1-min.
Edited by Eric Bosch.

WHYT
NOBLESVILLE

City of license, Noblesville, Ind.
Carmel studio: 22 N. Main, Carmel, Ind.
See listing under Noblesville, Ind.

WIBC
1929

BLAIR RADIO

SAB RAB

A Fairbanks Station
Subscriber to the NAB Radio Code
Media Code 4 215 4465 1.00
Fairbanks Broadcasting Co., Inc., 2835 N. Illinois St., Indianapolis, Ind. 46208. Phone 317-924-5211.

STATION'S PROGRAMMING DESCRIPTION
WIBC: Programmed for adults & young adults.
MUSIC: MOR, familiar albums, current top selling singles, golden oldies from past 15 yrs with AIR PERSONALITIES. Emphasis on community affairs. SPORTS: pro football, basketball & hockey, U Football: major auto races & other selected events. FARM: news, weather & market reports; farm director 5-6 am & 12:15-1 pm. NEWS: 10 man staff & mobile units, UPI audio; 15 min at noon; 10 min at 7, 8 am & 4, 5, 6 pm; 5 min at 6:30, 7:30, 8:30 am & 4:30, 5:30 pm; balance of day 5 min at :60. Community service, public affairs & religious programming. Contact Representative for further details. Rec'd 6/27/74.

WERK in MUNCIE!
134,000 Delaware county people spend $545 million. WERK delivers more 18-49 adults than ALL Muncie and Indianapolis stations combined!
ARB A/M '74, M-S, 6A-MID, 1/4 Avg.

1. PERSONNEL
President—Richard M. Fairbanks.
Exec. Vice-Pres. & Gen'l Mgr.—James C. Hilliard.
Vice-Pres. & Gen'l Sales Mgr.—Richard Yancey.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1070 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21d, 22a 23b, 24a, 24c, 25a, 26, 27, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60l, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WNAP (FM).
Affiliated with Blair Represented Network.

TIME RATES
No. 14 Eff 8/1/74—Rec'd 6/27/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri noon-1 pm, 3-8 pm & 5-6 am.
A—Mon thru Fri 10 am-noon, 1-3 pm; Sat 7 am-8 pm; Sun 10 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	7 ti	13 ti	19+	7 ti	13 ti	19+
1 min	90	85	80	75	70	65
30 sec	72	68	64	60	56	52
	A			B		
1 min	65	60	55	40	35	30
30 sec	52	48	44	32	28	24

Edited by R. M. Fairbanks.

WIFE
1941

A Star Station

Contemporary

mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 215 4560 9.00
Star Stations of Indiana, Inc., 1440 N. Meridian St., Indianapolis. Ind. 46202. Phone 317-637-1375.

STATION'S PROGRAMMING DESCRIPTION
WIFE: Programmed for adults and teens.
MUSIC: Current hits, album selection and past hits. Contact Representative for further details. Rec'd 1/3/72.

1. PERSONNEL
Chairman of the Board—Don W. Burden.
Pres. & Gen'l Mgr.—Robert D. Kiley.

2. REPRESENTATIVES
McGavren-Guild, Inc.
General Sales Manager—Gary W. Popkins.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70c, 71a, 73a.
Rotating Plan Packages and programs, in all categories, are combinable. 1-min and 30-sec spots may earn frequency discounts on 10-second spots. Rate holders are not available.
Combines with AM to earn higher FM frequency, however, FM is not combinable with AM for higher AM frequency.
Sold in combination with WIFE-FM, KOIL, KEFM Omaha, Neb. & KISN Portland, Ore. 5% discount for 3 stations, 10% discount for 5 stations.

TIME RATES
AM/FM COMBINATION
Eff 8/1/72—Rec'd 8/3/72.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	7 ti	14 ti	21 ti	28 ti
CLASS AAA				
1 min	65.00	62.00	59.00	56.00
30 sec	52.00	49.60	47.20	44.80
10 sec	32.50	31.00	29.50	28.00
CLASS AA				
1 min	60.00	57.00	54.00	51.00
30 sec	48.00	45.60	43.20	40.80
10 sec	30.00	28.50	27.00	25.50
CLASS A				
1 min	38.00	35.00	32.00	29.00
30 sec	30.40	28.00	25.60	23.20
10 sec	19.00	17.50	16.00	14.50
AM ONLY:		1 min	30 sec	10 sec
Deduct		12.00	9.60	6.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PLAN:	I	II	III
5:30-10 am	4	3	2
10 am-3 pm	9	7	5
3-7 pm	5	4	3
7 pm-midnight/wknds	10	7	4
TOTAL:	26	21	14
1-min, per wk, ea	51.00	54.00	57.00

30 sec/less: 80% of 1-min. 10 sec/less: 50% of 1-min.
Submitted by Gary W. Popkins.

WIFE-FM
1961

RAB

A Star Station
Media Code 4 215 4561 7.00
Star Stations of Indiana, Inc., 1440 N. Meridian St., Indianapolis, Ind. 46202. Phone 317-637-1375.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WIFE-FM: Programmed for adults
Contact Representative for further details. Rec'd 1/3/72.

3. FACILITIES ERP 41,000 w.; 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 910 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.
Sold in combination with WIFE. See that listing for rates.
Sold in combination with WIFE, KOIL, KEFM Omaha, Neb. & KISN Portland, Ore. See WIFE for discounts.

TIME RATES
Eff 8/1/70—Rec'd 7/30/70.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS
1-MINUTE ROTATING PLAN

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
AAA	30	28	26	24	22
AA	28	26	24	22	20
A	12	11	10	9	8

30 sec or less: 80% of 1-min.
10 sec or less: 60% of 1-min.
Specified position, extra 10%.

DISCOUNT
26 wk—5% 52 wk—10%

WIRE
1924

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 4655 7.00
Mid America Radio, Inc., 4560 Knollton Rd., Indianapolis, Ind. 46208. Phone 317-925-9201.
Mailing address: Box 88456, Indianapolis, Ind. 46208

1. PERSONNEL
President—Burrell Small.
General Manager—Don N. Nelson.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net charge; payable when rendered.
No. 39 Eff 5/1/73—Rec'd 4/30/73.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 25a, 29a.
Contracts: 40a, 44b, 45, 46, 46.
Comb.: Cont. Discounts: 60b.
Cancellation: 70c, 71a, 73a.
FM facilities: WXTZ (FM).
Affiliated with Eastman Radio Network.
Affiliated with American Entertainment Network.

TIME RATES
No. 9 Eff 7/15/75—Rec'd 7/22/75.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
IV—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	12 ti	18 ti	24 ti
I	88	81	75	69
II	81	75	69	64
III	70	65	63	58
IV	38	34	30	26

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Combination with WXTZ (FM): 25% discount.

WIRE/WXTZ (FM) COMBINATION
No. 2 Eff 7/15/75—Rec'd 7/22/75.

I	95	86	80	75
II	94	85	77	74
III	86	77	73	69
IV	57	51	46	43

10. SPECIAL FEATURES
Rob Stone Agri-Business Report—Mon thru Sat 5:30-6:30 am; Mon thru Fri 11:45 am-12:45 pm:

	1 ti	6 ti	12 ti
1 min	65	62	60

Full rotation within time periods.
Fixed position, extra 10%.
Submitted by Mary C. Downey.

(Indianapolis continued on next page)

Indianapolis—Continued

WNAP (FM)

1960

BLAIR RADIO

NAB RAB

A Fairbanks Station
Subscriber to the NAB Radio Code
Media Code 4 215 4725 8.00
Fairbanks Broadcasting Co., Inc., 2835 N. Illinois St., Indianapolis, Ind. 46208. Phone 317-924-5211.
See affiliated AM station for additional information.
AM facilities: WIBC.

1. PERSONNEL
Sales Manager—Donald Seeley.
2. FACILITIES
Elt' 50,000 w.; 93.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 358 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 6 Eff 8/1/74—Rec'd 6/27/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
7 ti	45	36	50	40	35	28	55	44
18 ti	40	32	45	36	30	24	50	40
19+	30	24	40	32	25	20	45	36

C: Flat 15.00.
Submitted by R. M. Fairbanks.

WNDE

1924

KATZ RADIO

RAB

A Rahall Station
Subscriber to the NAB Radio Code
Media Code 4 215 4748 0.00
Radio Station WNDE, Box 20167, 6161 Fall Creek Rd., Indianapolis, Ind. 46220. Phone 317-257-7565.

STATION'S PROGRAMMING DESCRIPTION
WNDE: Programmed for general mass appeal.
MUSIC: 87%; popular all hit music from '54-'73 including selective current hits. 8 AIR PERSONALITIES. NEWS: 6 person staff & mobile units plus network: 5 min local/regional combined with network at :25 & :55, 5-9 am & at :55, 9 am-6 pm & midnight-5 am. Public information & community affairs features integrated with entertainment. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 2/27/74.

1. PERSONNEL
General Manager—Murray J. Green.
General Sales Manager—T. J. Donnelly.
Program Director—Bill Hennes.
2. REPRESENTATIVES
Katz Radio
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
5,000 w.: 1260 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 20b, 25a, 29a, 30, 33a.
Contracts: 40a, 42a, 43, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 60f.
Cancellation: 70a, 70c, 71a.
FM facilities: WFBQ (FM).
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
WNDE/WFBQ (FM) COMBINATION
No. 39 Eff 5/1/73—Rev 2/1/75—Rec'd 1/30/75.
AAA—Mon thru Sat 6-10 am; Sat 10 am-7 pm.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 10 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN, EA:	6 ti	12 ti	18 ti	24 ti
AAA	70	65	62	59
AA	58	56	53	50
A	53	51	49	47
B	33	31	29	27

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
AM only: Deduct 15.00 per 1-min spot.
Submitted by Murray J. Green.

WNTS

1956

AVCO RADIO SALES

NAB RAB

Media Code 4 215 4772 0.00
S & M Broadcasting Co., Inc., 4800 E. Raymond St., Indianapolis, Ind. 46203 Phone 317-359-5591.

STATION'S PROGRAMMING DESCRIPTION
WNTS: Programmed primarily for adults.
News, talk & sports: News & open line telephone format. 6-10 am NEWS: 4-hour morning news block; including network news at :60 & :30; local & network sports, traffic reports, business news, local & network feature reports & commentaries. 10 am-2 pm TALK: telephone conversations & interviews. 2 pm-sign-off NEWS/SPORTS/TALK: guests, interviews, traffic & business reports. College & professional football, auto racing. News: 7 man staff, networks. Contact Representative for further details. Rec'd 11/1/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—J. H. Smulyan.
Vice-Pres. & Gen'l Sales Mgr.—Jack N. Marsella.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
5,000 w. days; 1590 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0: 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 26, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47e, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60h, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with Avco Group Plan.
Affiliated with MBS.

TIME RATES
No. 1 Eff 9/1/72—Rec'd 8/1/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-sign off; Sun 6 am-sign off.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	20.00	19.00	18.00	17.00	16.00	15.00
30 sec	16.00	15.20	14.40	13.60	12.80	12.00
CLASS A						
1 min	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	12.00	11.20	10.40	9.60	8.80	8.00

Fixed position, extra 10%.
DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
Local newscasts—10 rotary 1/2 sponsorships per wk. ROS 150.00.

WTLC (FM)

1961

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 215 4820 7.00
Community Media Corp., 2126 N. Meridian St., Indianapolis, Ind. 46202. Phone 317-923-1656.

STATION'S PROGRAMMING DESCRIPTION
WTLC (FM): Programmed principally for the black listener.
MUSIC: R & B, jazz, gospel. NEWS: 7 min at :58; community oriented. Contact Representative for further details. Rec'd 6/9/75.

1. PERSONNEL
President—Frank P. Lloyd.
General Manager—Andy Johnston.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 100 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b
Rate Protection: 15b.
Basic Rates: 20b, 21a, 29a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60f
Cancellation: 70c, 73a.
Prod. Services: 80, 82.
Affiliated with National Bla'k Network.

TIME RATES
Eff——Rec'd 6/9/75.
AAA—Mon thru Fri 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 6-10 am, 10 am-3 pm & 7-10 pm.
A—Sat 6-10 am & 3 pm-midnight; Sun 6 am-midnight.
B—Tues thru Sat 2-5 am; Sun thru Mon midnight-5 am.
J—(Jazz) Mon thru Fri 10 pm-2 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA PER WK:	1 min 1 wk	1 min 4 wk	1 min 13+	30 sec 1 wk	30 sec 4 wk	30 sec 13+
6 ti	22	20	18	16	15	14
12 ti	21	19	17	15	14	13
18+	20	18	16	14	13	12
CLASS AA						
6 ti	20	18	16	14	13	12
12 ti	19	17	15	13	12	11
18+	18	16	14	12	11	10
CLASS A						
6 ti	18	16	14	12	11	10
12 ti	17	15	13	11	10	9
18+	16	14	12	10	9	8

B: Flat, 1-min/30 sec 3.00.
J: Mon thru Fri 10 pm-midnight, 1-min, flat 15.00; midnight-2 am, 30-sec, flat 10.00.
10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—6 AM-MIDNIGHT—SCHEDULED EVENLY
Flat, 1-min 16 30 sec 12
Minimum 3 ti per day, 5 days per wk.
10 sec: 50% of 1-min.
Edited by Andrew C. Johnston.

WXLW

1948

Media Code 4 215 4845 4.00
Shirk Inc., 3003 Kessler Blvd., Indianapolis, Ind. 46222. Phone 317-925-6494.

STATION'S PROGRAMMING DESCRIPTION
WXLW: Programmed for adults 18-60+.
MUSIC: modern MOR. AIR PERSONALITIES featured on all programs. Telephone/talk program 6-10 am. NEWS: local every hour following network, traffic reports 7:15 & 7:45 am, 4:40 & 5:15 pm, afternoon stock market report. RELIGION: Sun am. Contact Representative for further details. Rec'd 8/7/74.

1. PERSONNEL
President—William Shirk Poorman.
Vice-Pres. & Gen'l Mgr.—Richard E. Wickham.
Sales Manager—W. Kemp Shafer.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
5,000 w.; 950 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time and talent: monthly.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20b, 21b, 21c, 22a, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with CBS.
Affiliated with The Rep Network.

TIME RATES
Eff——Rec'd 7/30/75.

9. PARTICIPATING PROGRAMS

	1 min	30 sec
Joe Pickett, Mon thru Fri 6-10 am	25	20
Steve Michels Show, Mon thru Fri 10 am-3 pm	16	12
Bill Shirk Show, Mon thru Fri 3 pm-sign-off	25	20
Sat & Sun 6 am-sign-off	16	12

Submitted by Rich Wickham.

WXTZ (FM)

1964

NAB RAB

Media Code 4 215 4895 9.00
Mid America Radio Inc., 4560 Knollton Rd., Indianapolis, Ind. 46208. Phone 317-925-9201.
See affiliated AM station for additional information.
AM facilities: WIRE.

STATION'S PROGRAMMING DESCRIPTION
WXTZ (FM): Programmed for adults. Contact Representative for further details. Rec'd 4/6/72.

2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
ERP 13,200 w. (vert.), 13,200 (horiz.); 103.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 360 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with WIRE. See that listing.

TIME RATES
No. 3 Eff 7/15/75—Rec'd 7/22/75.
I—Mon thru Sun 10 am-7 pm.
II—Mon thru Sun 6-10 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	12 ti	18 ti
I	44	38	34
II	38	34	31

Combination with WIRE: 25% discount.
Submitted by Mary C. Downey.

JASPER (1 AM; 1 FM)

Dubois County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WITZ

1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 4940 3.00
Jasper On The Air, Inc. Box 167, State Hwy 45, S., Jasper, Ind. 47546. Phone 812-482-2131.

STATION'S PROGRAMMING DESCRIPTION
WITZ: Programmed for wide audience appeal.

1. PERSONNEL
Manager—Earl Metzger.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w.; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 50,000 w.; 104.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 470 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 5/1/75—Rec'd 5/19/75.
AA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	52x	104x	156x	365x	500x
1 min	8.90	8.00	7.30	6.65	6.10	5.50
30 sec	6.70	6.10	5.60	5.05	4.60	4.10
CLASS A						
1 min	7.95	7.20	6.60	5.85	5.20	4.50	3.95
30 sec	5.90	5.35	4.85	4.35	3.90	3.40	2.95

Edited by Earl Metzger.

JEFFERSONVILLE

Clark County—Map Location F-16
See SRDS consumer market map and data at beginning of the State.

See Louisville, Kentucky

(including Jeffersonville, New Albany, Ind.)

KENDALLVILLE (1 AM; 1 FM)

Noble County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WAWK

1955

Subscriber to the NAB Radio Code
Media Code 4 216 5035 1.00
Noble DeKalb Broadcasting Co., Inc., Box 47, Kendallville, Ind. 46755. Phone 347-2400.

STATION'S PROGRAMMING DESCRIPTION
WAWK: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul L. King.
2. FACILITIES
250 w. days; 1140 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAWK-FM.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 5 Eff 4/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1x	13x	26x	52x	104x
Fixed position	5.95	5.65	5.40	5.15	4.85
BTA	5.60	5.15	4.85	4.60	4.30
	156x	260x	312x	624x	
Fixed position	*4.60	4.30	4.05	3.80	
BTA	4.05	3.80	*3.50	3.25	

30 sec: 80% of 1-min.
(*) Yearly contracts, special option.

7. PACKAGE PLANS
SATURATION PLANS—BTA

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
Ea	5.50	4.95	4.40	4.20	3.90

WAWK-FM

1964

Subscriber to the NAB Radio Code
Media Code 4 215 5036 9.00
Noble DeKalb Broadcasting Co., Inc., Box 47, Northeast Ave., Kendallville, Ind. 46755. Phone 347-2400.
See affiliated AM station for additional information.

3. FACILITIES
ERP 87,000 w.; 93.3 mc. Stereo.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately from local sunset to midnight. For simulcast facilities see WAWK.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Rates are identical to WAWK. See that listing.

KNOX (1 AM; 1 FM)

Starke County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WKVI WKVI-FM

1970 1969

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 5100 3.00
Kankakee Valley Broadcasting Co., Inc., Box 12, 204 N. Main St., Knox, Ind. 46534. Phone 219-772-6241.

1. PERSONNEL
General Manager—Almo Smith.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
250 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 306 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Indiana Radio Network.

TIME RATES
Eff 6/1/74—Rec'd 9/6/74.

6. SPOT ANNOUNCEMENTS
6 AM-1 PM

	1 min	30 sec		1 min	30 sec
1 x	5.00	4.50	156 x	3.50	2.50
13 x	5.00	4.00	260 x	3.25	2.25
26 x	4.50	3.50	312 x	3.00	3.00
52 x	4.25	3.00	520 x	3.00	2.00
104 x	4.00	2.75			

10. SPECIAL FEATURES
News—above rates plus 10%.
DISCOUNT
26 wk—10% 52 wk—20%

KOKOMO (1 AM; 2 FM)

Howard County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WIOU

1948

RAB

A Booth Owned Station
Media Code 4 215 5225 8.00
Booth Broadcasting Co., Box 2208, State Rd. 26, Kokomo, Ind. 46901. Phone 317-453-1212.

STATION'S PROGRAMMING DESCRIPTION
WIOU: Programmed for general adult audience daytime, with modern MOR, emphasis on local news & network; for young adults nightime, with rock, local news headlines & network news at :60. Weather reports as conditions warrant. SPORTS: live play-by-play local high school football & basketball, state tournament. Contact Representative for further details. Rec'd 12/9/74.

(This listing continued on next page)

1. PERSONNEL
President—John L. Booth.
General Manager—William R. Williamson.
Sales Manager—Don Rice.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Regional Reps Corp.
3. FACILITIES
5,000 w. days. 1,000 w. nights; 1350 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 6.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WKMO (FM).
Affiliated with ATA Radio Network.
Affiliated with American Information Network.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 12/9/74.

7. PACKAGE PLANS

MO:	1 tl	12 tl	24 tl	48 tl	72 tl	96 tl	120 tl
1 min	13.00	12.50	12.00	11.00	10.00	9.00	8.00
30 sec	10.40	10.00	9.60	8.80	8.00	7.20	6.40

10 sec: 60% of 1 min.
Fixed position: Extra 10%.
7 pm-1 am: 25% discount.

10. SPECIAL FEATURES
NEWSCASTS/HEADLINES/WEATHER

PER WK:	1 tl	3 tl	5 tl
1/4 hr	40.00	38.00	35.00
5 min	18.00	17.10	16.10
2 min	12.00	11.40	10.80

WKMO (FM)
1964

RAB NAFMB

Media Code 4 215 5235 7.00
Booth Broadcasting Co., Box 2208, State Rd. 26, Kokomo, Ind. 46901. Phone 317-453-1212.
See affiliated AM station for additional information.
AM facilities: WIOU.

STATION'S PROGRAMMING DESCRIPTION
WKMO (FM): MUSIC: Standards. Contact Representative for further details. Rec'd 10/3/73.

1. PERSONNEL
Station Manager—William R. Williamson.
3. FACILITIES
ERP 3,000 w.; 93.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 185 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.
Affiliated with American Information Network.
Member: Indiana Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 12/9/74.

7. PACKAGE PLANS

PER MO:	1 tl	12 tl	24 tl	48 tl	72 tl	96 tl	120 tl
1 min	6.50	6.25	6.00	5.50	5.00	4.50	4.00
30 sec	5.20	5.00	4.80	4.40	4.00	3.60	3.20

10. SPECIAL FEATURES

NEWS, PER WK:	1 tl	3 tl	6 tl	7 tl
5 min	11	10	9	8
2 min	8	7	6	5

WWKI
1962

RAB

Subscriber to the NAB Radio Code
Media Code 4 215 5250 6.00
BGS Broadcasting Co., Inc., 304 N. Main St., Kokomo, Ind. 46901. Phone 317-453-9945.

STATION'S PROGRAMMING DESCRIPTION
WWKI: Programs country music 24 hours a day. Rec'd 2/3/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—James L. Gregg.
Program Director—Charles Cropper.
Women's Director—Richard Bronson.
3. FACILITIES
ERP 20,000 w.; 100.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 470 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Cancellation: 71a.
Affiliated with MBS.
Member: Farm Radio Network.

TIME RATES
Eff 7/1/70—Rec'd 7/7/70.

7. PACKAGE PLANS

PER WK:	6 tl	12 tl	18 tl	24 tl
1 min	11.00	10.00	9.00	8.00
30 sec	8.00	8.00	7.00	6.00
10 sec	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	80	50	30	12

Submitted by Jim Gregg.

LAFAYETTE (2 AM; 3 FM)

Tippecanoe County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WASK
1942

BOB DORE associates

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 5320 7.00
Lafayette Broadcasting Inc., McCarty Lane, Lafayette, Ind. 47902. Phone 317-447-2186.

STATION'S PROGRAMMING DESCRIPTION
WASK: Programmed for adults 25-49. MUSIC: adult contemporary. AIR PERSONALITIES. NEWS: 4-man news team, over 100 local newscasts weekly, 2 mobile units. UPI Audio. Talk: daily shows at 2 & 11 pm. SPORTS: local high school & university football & basketball play-by-play, Indianapolis 500, other sports specials. FARM & markets: Farm director shows 5:30 7 am & 11:30 am-1 pm. Contact Representative for further details. Rec'd 6/14/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Henry Rosenthal.
Sales Manager—Bill Knicely.
Program Director—Jerry Collins.
2. REPRESENTATIVES
Bob Dore Associates.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15%; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24b, 25a, 29a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Indiana Broadcasters Group, Farm Radio Network.

WASK
adult contemporary music, live talk shows Big Ten sports

ADULTS
The #1 choice of men, women, adults 25-49 in all four dayparts.*

RESULTS
The best of advertisers:
Sears, Howard Johnson's, Coca-Cola, Ford, Monsanto, Amoco and many more

*Pulse, Lafayette-W. Lafayette metro, Sept. '73 avg 1/4 hr pers.

wask-am
Lafayette, Ind.
Rep: Bob Dore and Associates

TIME RATES
No. 13 Eff 1/1/73—Rec'd 2/27/73.
AA—Mon thru Sat 5:30-9 am; Mon thru Fri 2-7 pm.
A—Mon thru Fri 9 am-2 pm; Sat 9 am-7 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	156x	312x	624x
AA	21.20	17.65	14.10	10.60	9.40
A	17.65	14.10	10.60	8.25	7.05
B	11.75	10.60	9.40	7.05	5.90

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

ROS, 7 CONSEC DAYS:	18 tl	26 tl
1 min or less	95	175

8. PROGRAM TIME RATES

	AA	A	B
1 hr	106.00	88.25	70.60

5 MIN:	1x	104x	260x	312x	624x
AA	31.75	21.20	15.90	14.10	12.35
A	26.50	15.90	12.35	10.60	8.80
B	17.65	14.10	10.60	8.80	7.05

10 min: 1-1/2x 5-min.

WASK-FM
1965

RAB

Subscriber to the NAB Radio Code
Media Code 4 215 5321 5.00
Lafayette Broadcasting, Inc., Box 880, McCarty Lane Lafayette, Ind. 47902. Phone 317-447-2186.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WASK-FM: Programmed for young adults 18-49. MUSIC: modern country. NEWS: 4-man news team, 2 mobile units. UPI Audio. SPORTS: local high school & university football & basketball, professional basketball, major league baseball. FARM: various farm shows 5:30-9 am & noon-12:30 pm. Contact Representative for further details. Rec'd 6/14/74.

3. FACILITIES
ERP 42,200 w. (horiz.), 4,200 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 375 ft. above average terrain.

TIME RATES
No. 8 Eff —— Rec'd 6/14/74.
AA—Mon thru Sat 5:30-9 am.
A—Mon thru Sun 9 am-7 pm.
B—Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	30 sec	1 min	30 sec	1 min	30 sec	1 min
1 tl	7.50	9.40	6.60	8.25	5.65	7.05
6 tl	5.65	7.05	4.70	5.90	3.75	4.70
12 tl	5.30	6.50	4.25	5.30	3.30	4.10
18 tl	4.70	5.90	3.75	4.70	3.25	3.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

PER WK, 5 MIN:	1 tl	6 tl	12 tl	18 tl
AA	11.75	10.60	9.70	9.00
A	10.00	8.80	7.95	7.05
B	8.25	7.05	6.15	5.30

WAZY
1959

RAB

Media Code 4 215 5415 5.00
Radio Lafayette, Inc., Box 1410, Lafayette, Ind. 47902. Phone 317-474-1410.

1. PERSONNEL
Executive Vice-President—F. Patrick Nugent.
General Manager—Hal M. Youart.
Program Manager—Thom Brown.
3. FACILITIES
1,000 w. days; 1410 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAZY-FM.
4. AGENCY COMMISSION
15/0 time only; 16th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 26, 28a, 29a, 30.
Contracts: 40c, 41, 42a, 43, 45, 46, 47a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 83.
Affiliated with American Contemporary Network.

TIME RATES
Eff 1/15/74—Rec'd 1/3/74.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—Mon thru Sat all other times; Sun all day.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
PER WK:	AA	A	AA	A
6 tl	20.00	16.50	15.90	10.60
12 tl	18.00	15.00	14.00	9.70

INDIANA

	1 min		30 sec	
PER WK:	AA	A	AA	A
18 tl	16.25	14.00	13.00	8.75
24 tl	14.40	12.80	11.50	7.80

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK, EA:	1 min	30 sec
12 tl (7AA, 5A)	14.40	11.50
18 tl (11AA, 7A)	12.80	7.80
24 tl (15AA, 9A)	11.50	6.50

WAZY-FM
1964

RAB

Media Code 4 215 5416 3.00
Radio Lafayette, Inc., Box 1410, Lafayette, Ind. 47902. Phone 317-474-1410.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WAZY-FM: Same as AM 6 am-sign-off. MUSIC: top 40 hits M-Sat. Rec'd 1/19/73.

3. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 140 ft. above average terrain.
Partial simulcast operation. Simulcast during AM opera tional hours. For simulcast facilities see WAZY.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.

TIME RATES
50% of AM rates.

WXUS (FM)
1970

RAB

Media Code 4 215 5455 1.00
Twin Cities Broadcasting, Inc., Box 1976, Lafayette, Ind. 47902. Phone 317-474-1494.

STATION'S PROGRAMMING DESCRIPTION
WXUS (FM): Programmed for adults 25+. MUSIC: contemporary adult, MOR. AIR PERSONALITIES. NEWS: network hrly. Local news at :30. UPI. SPORTS: professional basketball, major league baseball. Rec'd 6/13/75.

1. PERSONNEL
Owner—Donald Walters.
Vice-Pres./Oper.—Jerry Smith.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 215 ft. above average terrain.
4. AGENCY COMMISSION
15%; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 5, 6a.
Rate Protection: 10a, 11a, 15b, 15d.
Basic Rates: 21a, 21b, 22a, 23a, 24b, 25c, 28c.
Contracts: 41, 42a, 43, 45, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Affiliated with NBC News & Information Service.

TIME RATES
Eff 7/74—Rec'd 6/28/75.

6. SPOT ANNOUNCEMENTS

PER YR:	PER WK:	1 min	30 sec	10 sec
1 x	—	6.00	4.30	3.00
26 x	—	5.70	4.55	3.40
52 x	1 tl	5.40	4.30	3.20
104 x	2 tl	5.10	4.05	3.00
260 x	5 tl	4.80	3.60	2.80
312 x	6 tl	4.50	3.55	2.60
520 x	10 tl	4.30	3.30	2.40
624 x	12 tl	3.90	3.05	2.20
1040 x	20 tl	3.60	2.80	2.00

13 WKS:	13 tl	26 tl	52 tl	104 tl	260 tl	520 tl
PER WK:	1 tl	2 tl	4 tl	8 tl	20 tl	40 tl
1 min	5.50	5.25	5.00	4.40	4.15	3.85
30 sec	4.40	4.20	4.00	3.55	3.30	3.10
10 sec	3.30	3.15	3.00	2.85	2.50	2.20

7. PACKAGE PLANS

WITHIN 30 DAYS:	20 tl	40 tl	100 tl	200 tl
PER DAY:	1 tl	2 tl	4 tl	8 tl
1 min	4.95	4.45	4.00	3.50
30 sec	4.00	3.60	3.20	2.80
10 sec	3.00	2.70	2.40	2.10

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	260x	312x	520x
PER WK:		1 tl	2 tl	5 tl	6 tl	10 tl
5 min	10.00	8.50	7.25	6.50	5.75	5.00
10 min	15.00	12.00	10.50	9.00	7.50	6.00
1/4 hr	20.00	16.00	14.00	12.00	10.00	8.00
1/2 hr	35.00	30.00	27.50	25.00	20.00	15.00

Submitted by Marina Neal.

Listeners ... WAZY has more of them!

MORE . . .
6 AM-Mid: Men 18-34 7% more than next Station
Women 18-24 44% more than next Station
Adults 18-34 23% more than next Station
PLUS Adults 18-24 AM drive, adults 18-34 Housewife, total person 12+ PM drive.

Call WAZY at 317-474-1410. AM & FM we're current hit programming. And in Lafayette, that's the best there is.

source: PULSE Special, Lafayette-W. Lafayette metro, Sept., Oct. '74 shares

WAZY AM/FM Lafayette, Indiana

INDIANA

LA PORTE (1 AM; 1 FM)

La Porte County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WCOE
1964

RAB

Subscriber to the NAB Radio Code
Media Code 4 215 5482 5.00
La Porte County Broadcasting Co., Box 385, Hotel Rumlay, La Porte, Ind. 46350. Phone 219-362-7095.
See affiliated AM station for additional information.
AM facilities: WLOI.

STATION'S PROGRAMMING DESCRIPTION
WCOE: MUSIC: modern country.

1. PERSONNEL
Manager—John H. Coe.

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 5:45 am-10:05 pm. CST.
Antenna ht.:——ft. above average terrain.
Partial simulcast operation. Operated separately 7:15 am-10:05 pm. For simulcast facilities see WLOI.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Rates are identical to WLOI. See that listing.

WLOI
1948

RAB

Subscriber to the NAB Radio Code
Media Code 4 215 5510 3.00
La Porte County Broadcasting Co., Box 385, Hotel Rumlay, La Porte, Ind. 46350. Phone 219-362-7095.

1. PERSONNEL
General Manager—Kenneth S. Coe.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
250 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-7:15 am. For non-simulcast facilities see WCOE.

4. AGENCY COMMISSION
15/0; payable monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WCOE.
Affiliated with American Entertainment Network.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 3/1/74—Rec'd 4/29/74.
AA—6-9 am, noon-1 pm & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

FIXED:	AA			A		
PER YR:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	6.50	5.50	3.25	6.25	5.25	3.18
13 x	6.35	5.35	3.18	6.15	5.15	3.08
26 x	6.20	5.20	3.10	6.05	5.05	3.03
52 x	6.05	5.05	3.03	5.90	4.90	2.95
104 x	5.90	4.90	2.95	5.75	4.75	2.88
156 x	5.75	4.75	2.88	5.60	4.60	2.80
260 x	5.40	4.40	2.70	5.20	4.20	2.60
312 x	5.25	4.25	2.63	5.00	4.00	2.50
520 x	4.95	3.95	2.48	4.70	3.70	2.35

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.40	5.05	4.90	4.45	4.20	3.85
30 sec	4.40	4.05	3.90	3.45	3.20	2.85
10 sec	2.70	2.53	2.45	2.23	2.10	1.93

SATURATION FREQUENCY DISCOUNT
13 wk—10% 39 wk—17-1/2%
26 wk—15% 52 wk—20%

10. SPECIAL FEATURES
News—Fixed rate plus 10%.

LEBANON

Boone County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WNON (FM)
1967

RAB

Subscriber to the NAB Radio Code
Media Code 4 215 5555 8.00
Boone Communications, Inc., Box 227, Ransdell Rd., Lebanon, Ind. 46052. Phone 317-482-4427.

STATION'S PROGRAMMING DESCRIPTION
WNON (FM): Gen. popular music. Jazz Sat night.

1. PERSONNEL
Pres. & Gen'l Mgr.—Warren A. Wright.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w.; 100.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Indiana Radio Network, Farm Radio Network.

TIME RATES
No. 3 Eff 9/1/74—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	35 ti	50 ti
1 min	5.00	4.00	3.00	2.75	2.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER YR:	250x	500x	1000x
1 min	3.00	2.75	2.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

LINTON

Greene County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WBTO
1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 5665 1.00
Linton Broadcasting Co., Inc., Box 231 State Hwy. 54, Linton, Ind. 47441. Phone 812-847-4474.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. D. Boardman.

3. FACILITIES
500 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount. Payable monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
Eff 1/1/67—Rec'd 3/6/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	312x
1 min	3.75	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.60	2.45	2.20	1.95	1.70
10 sec	2.10	1.85	1.65	1.50	1.35	1.20

LOGANSPORT (1 AM; 1 FM)

Cass County Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WSAL
1948

NAB

WSAL-FM
1965

RAB

Subscriber to the NAB Radio Code
Media Code 4 215 5700 0.00
Logansport Broadcasting Corp., Box 719, East Main at Hamilton, Logansport, Ind. 46947. Phone 219-753-3111.

1. PERSONNEL
General Manager—Joseph A. Wiler.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight weekdays; 8:00 8:00 am-midnight Sun. CST.
FM FACILITIES ERP 3,000 w.; 102.3 mc.
Operating schedule: 5 am-midnight weekdays; 8 am-midnight Sun. CST.
Antenna ht.: 216 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract
Affiliated with MBS.
Member: Farm Radio Network.

TIME RATES
No. 8 Eff 11/1/68—Rec'd 11/1/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	9.10	8.70	8.25	7.70	7.30	6.85	6.35	5.95

LOWELL

Lake County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WLCL (FM)
1972

Media Code 4 215 5747 1.00
William J. Dunn, Box 311, 405 E. Commercial Ave., Lowell, Ind. 46356. Phone 219-696-7731.

1. PERSONNEL
General Manager—Paul Wierman.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——————Rec'd 3/23/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	7.00	6.15	5.85	5.25	5.00	4.50
30 sec	6.00	5.00	4.70	4.40	4.00	3.55
10 sec	5.00	4.00	3.50	3.00	2.50	2.00

MADISON (1 AM; 1 FM)

Jefferson County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WORX
1953

WORX-FM
1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 5795 0.00
WORX, Division Electronic Laboratories, Inc., 405 Jefferson St., Madison, Ind. 47250. Phone 265-3322.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard D. Witty.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1270 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 350 w.; 96.7 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 290 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.
Member: Indiana Broadcasters Group.

TIME RATES
No. 8 Eff 7/1/74—Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS

	Open	26x	52x	104x	260x	312x	500x	1000x
1 min	6.80	6.30	6.00	5.40	4.85	4.50	3.80	3.60
30 sec	4.50	4.20	3.90	3.60	3.25	3.00	2.55	2.40

MARION (2 AM; 1 FM)

Grant County—Map Location F-5
See SRDS consumer market map and data at beginning of the State

WBAT
1947

NAB RAB

Central Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 215 5890 9.00
Marion Radio Corp., Box 839, Marion, Ind. 46952. Phone 317-664-6239

STATION'S PROGRAMMING DESCRIPTION
WBAT: Programmed for adults 21-55.
MUSIC: modern MOR, C & W & solid gold. AIR PERSONALITIES handle all segments. NEWS: 5-min local at :55, 5-min network at :60; 4 mobile units; 4 man staff. SPORTS: major league baseball, all local basketball & football, professional basketball; 7-min special feature sports, 5 days. Special features: 30-min tele/talk 12:26, M-F; women's show 10:07 daily; swap shop twice wkly. RELIGIOUS: 8 hrs. wkly. Contact Representative for further details. Rec'd 9/6/74.

1. PERSONNEL
President—Lester G. Spencer.
Executive Vice-President—William C. Fowler.

2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit, Cleveland—Pearse Sales.
Kentucky Radio Sales—South.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 25a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 71a, 73a.
Affiliated with CBS.
Member: Farm Radio Network.

TIME RATES
No. 10 Eff 12/1/67. Rec'd 1/24/75.
AAA—Mon thru Fri 5-10 am & 3-7 pm; Sat 5:30 am-noon.
AA—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat noon-8 pm; Sun 7 am-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	8 ti	12 ti	16 ti	24 ti
AAA	10.00	9.00	8.00	7.00
AA	9.00	8.00	7.00	6.00
A	7.50	6.50	6.00	5.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WGOM
1955

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 5985 7.00
WMRI, Inc., Box 538, 820 S. Pennsylvania St., Marion, Ind. 46952. Phone 317-664-7396.

STATION'S PROGRAMMING DESCRIPTION
WGOM: Programmed for adults 18-34 & over.
MUSIC: current top 40 hits, past hits & album selections. AIR PERSONALITIES each segment. NEWS: 5 min network at :55; 5 min local at :60; 30 min at noon, 15 min at 5 pm; 3 man news staff, UPI, mobile van, 4 mobile units, portable 3-way remote frequency. FEATURES: talk show 10 am M-F. SPORTS: at :40 and sports telephone/talk show 10 am Sat. Weather 3 times per hour. Monthly contests & promotions. Contact Representative for further details. Red'd 10/2/74.

1. PERSONNEL
President—Frank Bove.
Vice-Pres., Gen'l & Sales Mgr.—Louis Uhl Disinger.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
250 w. days; 860 kc. Directional
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11g, 12g, 13a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 25a, 25b, 28c, 33a.
Contracts: 40c, 44a, 44b, 45, 47e, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60h, 61c, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: WMRI (FM).
Affiliated with American Contemporary Network.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 2/24/75.

7. PACKAGE PLANS
1 MINUTE

PER WK:	7 ti	14 ti	28 ti	35 ti	49 ti	70 ti
52 wk	4.75	4.50	4.25	4.00	3.75	3.50
26 wk	5.25	5.00	4.75	4.50	4.25	4.00
13 wk	5.75	5.50	5.25	5.00	4.75	4.50

EACH MONTH/12 CONSECUTIVE MONTHS

PER MO:	25 ti	50 ti	100 ti	200 ti
1 min	5.25	5.00	4.75	4.50

BULK

WITHIN 1 YR:	1x	10x	25x	50x	100x
1 min	8.25	7.25	6.75	6.50	6.25
	200x	400x	800x	1600x	3200x
1 min	5.75	5.50	5.25	5.00	4.75

30 sec: 1-min rate less 1.00.
15 sec: 50% of 1-min.

WMRI (FM)
1948

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 215 6020 2.00
WMRI, Inc., Box 538, 820 S. Pennsylvania St., Marion, Ind. 46952. Phone 317-664-7396.
See affiliated AM station for additional information.
AM facilities: WGOM.

STATION'S PROGRAMMING DESCRIPTION
WMRI (FM): Programmed for adults 25 and over. MUSIC: standards, show tunes, film general popular; by symphony orchestra, chorus & instrumental with orchestra. 70% instrumental, 15% chorus with orchestra 15% vocal solo. AIR PERSONALITIES 5-9 am & 9 pm-1 am. NEWS: 5-min local at :60; 5-min network at :30; 30 minutes at noon; 3 man staff; UPI; 4 mobile units; portable remote unit. SPORTS hourly 5-9 am & 9 pm-midnight. Sports telephone/talk show. High school football & basketball. Big 10 college football & basketball. Contact Representative for further details. Rec'd 1/30/75.

3. FACILITIES ERP 50,000 w.; 106.9 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Rates are identical to WGOM. See that listing.

MARTINSVILLE (1 AM; 1 FM)

Morgan County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WCBK
1967

NAB

WCBK-FM
1968

RAB

Subscriber to the NAB Radio Code
Media Code 4 215 6080 6.00
Morgan County Broadcasters, Inc., 217 E. Washington St., Martinsville, Ind. 46151. Phone 317-342-3394.

1. PERSONNEL
Pres. & Gen'l Mgr.—David C. Keister.

3. FACILITIES
250 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	260x	520x	1300x	3120x
1 min	7.00	6.75	6.25	6.00	5.50	5.00
30 sec	5.00	4.75	4.25	4.00	3.50	3.25

Edited by David C. Keister.

MICHIGAN CITY (1 AM; 1 FM)

La Porte County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WIMS
1947

Subscriber to the NAB Radio Code
Media Code 4 215 6175 4.00
Northern Indiana Broadcasters, Inc., Old Chicago Rd., Michigan City, Ind. 46360. Phone 219-874-5245. La Porte Phone 219-362-2591.

1. PERSONNEL
Pres. & Gen'l Mgr.—William N. Udell.

3. FACILITIES
5,000 w. days, 500 w. nights; 1430 kc.
Directional.
Operating schedule: 4:50 am-11 pm. CST.

4. AGENCY COMMISSION
15/0 net time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.

TIME RATES
No. 9 Eff 3/15/74—Rec'd 2/25/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x
1 min	7.90	6.95	5.90	5.45
30 sec	5.60	4.60	4.10	3.90
10 sec	3.30	2.95	2.85	2.55

6-9 am, noon-1 pm & 3:30-6:30 pm, extra 10%.

7. PACKAGE PLANS

WITHIN 1 WK:	12 ti	18 ti	24 ti	48 ti
1 min	83	----	163	322
30 sec	55	----	108	209
10 sec	----	53	----	----

6-9 am, noon-1 pm & 3:30-6:30 pm, extra 10%.

8. PROGRAM TIME RATES

	1x	13x	26x	39x	52x	104x	156x	260x
1 hr	87.75	84.25	80.50	75.00	70.00	66.25	----	----
1/2 hr	53.75	50.75	48.25	44.50	42.25	39.50	----	----
1/4 hr	32.00	30.75	28.00	25.50	23.75	22.50	----	----
10 min	23.50	----	----	----	17.30	16.00	13.90	12.65
5 min	12.65	----	----	----	10.00	8.65	7.95	7.35

6-9 am, noon-1 pm & 3:30-6:30 pm, extra 10%.

10. SPECIAL FEATURES

NEWS:	1x	52x	104x	156x	260x
10 min	25.35	19.00	17.00	15.20	13.60
5 min	13.25	10.55	9.55	8.55	7.85

(This listing continued on next page)

Michigan City—W I M S—Continued

PRIME TIME
6-9 AM, NOON-1 PM & 3:30-6:30 PM

10 min	29.55	22.15	19.65	17.75	15.80
5 min	15.30	12.20	11.10	9.90	9.15

WMCB (FM)

1966

NAFMB

Media Code 4 213 6270 3.00
Michigan City FM Broadcasters, Inc., 1903 Springland Ave., Michigan City, Ind. 46360. Phone 219-879-5201. La Porte phone 219-362-5522.

STATION'S PROGRAMMING DESCRIPTION
WMCB (FM): Geared to the 18-49 age group. NEWS: local, state & world every hour with news bulletins as needed. MUSIC: contemporary. Contact Representative for further details. Rec'd 5/2/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas Burns.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
ERP 3.000 w.; 95.9 mc.
Operating schedule: 5:45 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 25b, 25c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 49, 51b, 51c.
Comb., Cont. Discounts: 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Indiana Radio Network.

TIME RATES
No. 5 Eff 10/1/74—Rec'd 9/18/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	250x	500x
1 min	5.50	3.85	3.30	3.05
30 sec	3.30	2.60	2.40	2.15

10. SPECIAL FEATURES

NEWSCASTS:	1x	26x	52x	104x	156x
5 min	8.55	7.05	6.20	5.65	5.10
1/4 hr	21.00	16.30	13.60	12.75	12.00

MONTICELLO

White County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WVTL (FM)

1967

Media Code 4 215 6300 6.00
Twin Lakes Broadcasting, Inc., Box 570, U. S. 24, W., Monticello, Ind. 47960. Phone 219-583-8266.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—W. Doug McLuen.
Program Director—Robert A. Vizza.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
ERP 3.000 w.; 95.3 mc.
Operating schedule: 8 am-11:35 pm. EST.
Antenna ht.: 120 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
No. 2 Eff 11/1/74—Rec'd 10/8/74.
AA—Mon thru Sat 6:29-9 am, 11:29 am-1 pm & 4:59-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
AA, flat	5.30	3.55	2.35

ANNUAL CONTRACT

A:	52x	260x	520x	780x	1040x	1300x	1560x
1 min	3.35	3.25	3.20	3.00	2.80	2.70	2.65
30 sec	2.25	2.20	2.10	2.00	1.90	1.80	1.75
10 sec	1.70	1.65	1.60	1.55	1.40	1.35	1.30

7. PACKAGE PLANS

7 DAYS:	1 ti	10 ti	20 ti	30 ti	50 ti
1 min	3.55	3.25	3.00	2.80	2.65
30 sec	2.35	2.20	2.00	1.90	1.75
10 sec	1.75	1.65	1.55	1.40	1.30

Edited by W. D. McLuen.

MOUNT VERNON

Posey County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.

WPCO

1955

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 6365 1.00
Mount Vernon Broadcasting Co., Inc., Box 526, Mt. Vernon, Ind. 47620. Phone 812-838-4484.

1. PERSONNEL
Gen'l Mgr. & Comm. Mgr.—F. Courtney Smith.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
500 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 7/1/74—Rec'd 6/27/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	150x	312x	500x	1000x
1 min	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.50	3.25	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

EA:	12 ti	24 ti	50 ti
30 sec	3.50	3.00	2.75
20 sec	2.50	2.25	2.10

10 sec: 75% of 20-sec, minimum pkg. 24.
Less than 12, extra per spot 10%.

MUNCIE (2 AM; 1 FM)

Delaware County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WERK

1965

RAB

Media Code 4 215 6460 0.00
Muncie Broadcasting Corp., Box 2465, Rt. 4, Muncie, Ind. 47302. Phone 317-289-3211.

STATION'S PROGRAMMING DESCRIPTION
WERK: Programmed for adults 18-49 & teens. MUSIC: current & past hits. 10-11 am telephone talk. NEWS: emphasis on local & community involvement. Contact Representative for further details. Rec'd 9/4/74.

1. PERSONNEL
Vice-Pres. & Mgr.—William Sbirk Poorman.
Sales Manager—Ken McGeath.
Traf. & Com'l Mgr.—Sybil Bennett.
2. REPRESENTATIVES
PRO Time Sales, Inc.
3. FACILITIES
250 w.; 990 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 62b.
Cancellation: 73a
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/5/73—Rec'd 12/4/73.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
YR:	1x	104x	500x	1000x	1x	104x	500x	1000x
1 min	13.50	11.70	11.05	10.25	12.50	10.40	9.75	8.95
30 sec	10.00	8.40	7.90	7.40	9.00	7.40	6.90	6.25
15 sec	7.00	5.85	5.40	5.20	6.00	5.20	4.90	4.60

7. PACKAGE PLANS

CAMPAIGN SCHEDULE

CLASS AA—1 MINUTE

CONSEC WKS:	1 wk	2 wk	3 wk	4 wk	13 wk
15 ti	12.55	12.10	11.75	11.25	10.10
30 ti	11.55	11.10	10.55	10.10	9.10
45 ti	10.25	9.85	9.25	8.65	7.90
30 SECONDS					
15 ti	9.25	8.95	8.60	8.35	7.70
30 ti	8.30	7.90	7.65	7.45	6.90
45 ti	7.65	7.30	6.90	6.45	5.90
15 SECONDS					
15 ti	6.90	6.65	6.55	6.30	5.70
30 ti	6.05	5.75	5.65	5.40	5.00
45 ti	5.60	5.25	5.00	4.70	4.30
CLASS A—1 MINUTE					
15 ti	11.10	10.70	10.35	9.85	8.95
30 ti	10.10	9.70	9.30	8.85	8.00
45 ti	9.00	8.60	8.10	7.65	7.00
30 SECONDS					
15 ti	8.10	7.85	7.60	7.30	6.90
30 ti	7.25	7.00	6.65	6.55	6.05
45 ti	6.85	6.40	6.10	5.70	5.15
15 SECONDS					
15 ti	6.05	5.80	5.70	5.55	5.00
30 ti	5.25	5.10	4.95	4.75	4.40
45 ti	4.90	4.65	4.40	4.10	3.75

WERK '74 Delivers MUNCIE!

The Muncie Metro (Delaware County) ranks 138th in the nation in spendable income per household. That's 545 million dollars or $12,597 per household. ARB says ALL Muncie and Indianapolis stations **combined** equal only 82% of the WERK total audience!

	Adults 18+	Adults 18-34	Adults 18-49	Teens
WERK	40	33	38	12
Sta. A	14	----	4	1
Sta. B (fm)	18	17	18	3

'74 ARB A/M M-S, 6 AM-MID, 1/4, persons in 100's.

WERK . . .
for adults, for Muncie, for you!

WLBC

1926

CBS Radio Network
Represented by
PRO / Meeker Radio

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 6555 7.00
Tri-City Radio Corp., 820 E. 29th St., Muncie, Ind 47302. Phone 317-288-4403.

STATION'S PROGRAMMING DESCRIPTION
WLBC: Programmed for adults over 30. MUSIC: MOR, familiar albums, current top selling singles & golden oldies from past 25 years. NEWS: local & network. SPORTS: local high school & university sports, major league baseball. Contact Representative for further details. Rec'd 6/26/74.

1. PERSONNEL
General Manager—Jack Craig.
Sales Manager—Dana Fruitt.
2. REPRESENTATIVES
PRO/Meeker Radio.
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CRS.
Member: Farm Radio Network, Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 6/1/72—Rec'd 5/25/72.
AA—Mon thru Sun 5:30-9 am & 3-7 pm.
A—Mon thru Sun 9 am 3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 wk	4 wk	13 wk	26 wk	52 wk
CLASS AA CONSECUTIVE WEEKS					
PER WK, 1 MIN:					
1 ti	13.50	12.50	12.00	11.50	11.00
6 ti	11.50	10.50	10.00	9.50	9.00
12 ti	9.50	8.50	8.00	7.50	7.00
24 ti	8.50	7.50	7.00	6.50	6.00
36+	7.50	6.50	6.00	5.50	5.00
30 SEC:					
1 ti	12.50	11.50	11.00	10.50	10.00
6 ti	10.50	9.50	9.00	8.50	8.00
12 ti	8.50	7.50	7.00	6.50	6.00
24 ti	7.50	6.50	6.00	5.50	5.00
36+	6.50	5.50	5.00	4.50	4.00
1 MIN: CLASS A					
1 ti	12.50	11.50	11.00	10.50	10.00
6 ti	10.50	9.50	9.00	8.50	8.00
12 ti	8.50	7.50	7.00	6.50	6.00
24 ti	7.50	6.50	6.00	5.50	5.00
36+	6.50	5.50	5.00	4.50	4.00
30 SEC:					
1 ti	12.00	11.00	10.50	10.00	9.50
6 ti	10.00	9.00	8.50	8.00	7.50
12 ti	8.00	7.00	6.50	6.00	5.50
24 ti	7.00	6.00	5.50	5.00	4.50
36+	6.00	5.00	4.50	4.00	3.50

10 sec: 50% of 1-min.
May be combined with FM to earn lowest rate.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c.

7. PACKAGE PLANS

50%AA, 50%A—ROS

	200x	500x	1000x	2000x
1 min	8.50	7.50	6.50	5.50
30 sec	7.00	6.50	5.00	4.50
10 sec	4.50	4.00	3.50	2.50

8. PROGRAM TIME RATES

CLASS AA

	1x	13x	26x	52x	104x	156x	260+
1 hr	100	90	85	80	75	70	65
1/2 hr	54	50	48	46	44	42	40
1/4 hr	36	32	31	30	29	28	27
5 min	21	19	18	17	16	15	14

CLASS A

	1x	13x	26x	52x	104x	156x	260+
1 hr	72	65	63	61	59	57	55
1/2 hr	47	43	41	39	37	35	33
1/4 hr	29	27	26	25	24	23	22
5 min	18	16	15	14	13	12	11

May be combined with FM to earn lowest rate.

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/FARM PROGRAMS

CLASS AA

	1x	13x	26x	52x	104x	156x	260+
2 min	19	17	16	15	14	13	12
5 min	22	20	19	18	17	16	15
1/4 hr	41	37	35	33	31	29	27

CLASS A

	1x	13x	26x	52x	104x	156x	260+
2 min	17	15	14	13	12	11	10
5 min	20	18	17	16	15	14	13
1/4 hr	35	34	32	30	26	26	24

May be combined with FM to earn lowest rate.

W L B C-FM

1947

Represented by
PRO / Meeker Radio

NAB NAFMB

Media Code 4 215 6556 5.00
Tri-City Radio Corp., 820 E. 29th St., Muncie, Ind 47302. Phone 317-288-4403.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLBC-FM: Programmed for listeners under 35 & local university students. MUSIC: solid gold rock. Capsule news & weather at :30 & :60. 6 time & weather checks per hr. COMMERCIAL POLICY: 9 minutes per hour. Contact Representative for further details. Rec'd 9/4/74.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mc.
Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 505 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 6/1/72—Rec'd 5/25/72.
AA—Mon thru Sun 5:30-9 am & 3-7 pm.
A—Mon thru Sun 9 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 wk	4 wk	13 wk	26 wk	52 wk
CLASS AA CONSECUTIVE WEEKS					
PER WK, 1 MIN:					
1 ti	9.00	8.50	8.00	7.50	7.00
6 ti	8.50	7.50	7.00	6.50	6.00
12 ti	8.00	7.00	6.50	6.00	5.50
24 ti	7.00	6.00	5.50	5.00	4.50
36+	6.00	5.00	4.50	4.00	3.50
30 SEC:					
1 ti	8.50	7.50	7.00	6.50	6.00
6 ti	7.50	6.50	6.00	5.50	5.00
12 ti	7.00	6.00	5.50	5.00	4.50
24 ti	6.00	5.00	4.50	4.00	3.50
36+	5.00	4.00	3.50	3.00	2.50
1 MIN: CLASS A					
1 ti	8.50	7.50	7.00	6.50	6.00
6 ti	7.50	6.50	6.00	5.50	5.00
12 ti	7.00	6.00	5.50	5.00	4.50
24 ti	6.00	5.00	4.50	4.00	3.50
36+	5.00	4.00	3.50	3.00	2.50
30 SEC:					
1 ti	8.00	6.50	6.00	5.50	5.00
6 ti	7.00	6.00	5.50	5.00	4.50
12 ti	6.50	5.50	5.00	4.50	4.00
24 ti	5.50	4.50	4.00	3.50	3.00
36+	4.50	3.50	3.00	2.50	2.00

May be combined with AM to earn lowest rate.

7. PACKAGE PLANS

50%AA, 50%A—ROS

	200x	500x	1000x	2000x
1 min	5.50	5.00	4.00	3.00
30 sec	4.50	4.00	3.50	2.50

To be used as desired within 52 wks.

10. SPECIAL FEATURES
5 MINUTE NEWS

	1x	13x	26x	52x	104x	156x	260x
AA	16	14	13	12	11	10	9
A	14	13	12	11	10	9	8

Incl 10-sec open & close plus 1 1-min spot. May be combined with AM to earn lowest rate.

The all-day, all-week #1 WLBC/am-fm

WLBC/am-fm, Muncie's top combination, is targeted for the total audience:

- **WLBC/am** — the only full-time station in the market programmed for adults 30+ with MOR music, familiar albums, and current and golden singles.
- **WLBC/fm** — the only full-time station in the market geared for young people under 35 with solid gold rock.
- **Together** — #1 6am-midnight M/S with total adults.

The Muncie metro—Delaware County—is vital . . .

pop.	HH	CSI	CSI per HH	TRS
134,100	43,300	$545,444,000	$12,597	$304,882,000

. . . and reachable with

WLBC/am-fm
CBS Radio for Eastern Indiana
Muncie, Ind.
Represented by Meeker Radio, Inc.

SOURCE: ARB Apr/May 1974; SRDS Market Data

INDIANA

NEW ALBANY

Floyd County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

See Louisville, Kentucky
(including Jeffersonville, New Albany, Ind.)

NEW CASTLE (1 AM; 1 FM)

Henry County—Map Location F-6
See SRDS consumer market map and data at beginning of the State

WCTW
1960

NAB

Subscriber to the NAB Radio Code

Media Code 4 215 6745 4.00
Public Service Broadcasters, Inc., Box 690, Rt. 38, W., New Castle, Ind. 47362. Phone 317-529-2600.

1. PERSONNEL
General Manager—Kirk Patrick.

3. FACILITIES
250 w.; 1550 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-11 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WMDH (FM).
Member: Indiana Broadcasters Group, Indiana Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 6/1/74—Rec'd 7/30/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x	1000x
1 min	7.60	6.55	6.05	3.25	4.75	4.50
30 sec	6.55	5.55	5.00	4.20	3.40	3.25
20 sec	5.50	4.55	3.95	3.15	2.90	2.75

10 sec: 2.75.

7. PACKAGE PLANS
FIRM 52 CONSECUTIVE WEEK PLAN

PER WK:	1 min	30 sec	20 sec
6+	5.00	3.40	3.15

7-DAY RETAIL PROMOTION PLAN—BTA

20 tl	121.00	100.00	79.00
40 tl	190.00	136.00	116.00

1550 PLAN

Ea	4.00	3.15	2.60

2500 PLAN

Ea	3.50	2.75	2.25

10. SPECIAL FEATURES
NEWS & WEATHER

	1x	52x	156x	312x
5 min	12.10	10.00	8.95	7.90
10 min	14.20	12.10	11.05	10.00
1/4 hr	21.00	18.90	16.80	14.70

WMDH (FM)
1947

NAB

Media Code 4 215 6770 2.00
Public Service Broadcasters, Inc., 216 S. Mulberry, Muncie, Ind. 47305. Phone 317-289-5655.
Mailing address: Box 687, New Castle, Ind. 47362. Phone 317-529-2600.
See Affiliated AM station for additional information.
AM facilities: WCTW.

1. PERSONNEL
Station Manager—Larry E. Stewart.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 102.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 285 ft above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff —— Rec'd 2/18/74.

6. SPOT ANNOUNCEMENTS
8:15 AM-MIDNIGHT

EA:	1x	52x	156x	312x	624x	1500x	2500x
Min/less	7.25	6.25	5.75	4.90	4.40	3.75	3.25

6-8:15 am, flat 7.50.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS—9 AM-MIDNIGHT

PER WK:	1 tl	7 tl	14+
Ea	8.50	7.50	7.00

6-8:15 am, flat 10.00.

NOBLESVILLE

Hamilton County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WHYT
1971

RAB

Media Code 4 215 6795 9.00
Mid-Indiana Broadcasting Corp., 2401 Cicero Rd., Noblesville, Ind. 46060. Phone 317-773-0333.
Carmel studio: 22 W. Main, Carmel, Ind.

1. PERSONNEL
General Manager—Dr. Wendell Hansen.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
250 w.; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Alcoholic beverages not accepted for advertising.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
No. 3 Eff 4/1/75—Rec'd 3/11/75.
AA—7-9 am, noon-1 pm & 4 pm-sign-off.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	26x	52x	104x	156x	260x	312x
1 min	8.00	7.90	7.80	7.70	7.60	7.50	7.00
30 sec	5.90	5.80	5.70	5.50	5.25	5.10	5.00
25 wd/less	4.20	4.10	4.00	3.80	3.70	3.60	3.20
CLASS A							
1 min	7.20	7.00	6.80	6.40	6.20	6.10	6.00
30 sec	5.25	5.10	5.00	4.75	4.70	4.50	4.00
25 wd/less	3.60	3.30	3.15	3.05	3.00	2.80	2.30

12+ spots/1 wk (same copy), 10% discount. Contracts not completed, short-rated to amount used.
(CR)

NORTH VERNON (1 AM; 1 FM)

Jennings County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WOCH / WOCH-FM
1955 / 1963

NAB

Subscriber to the NAB Radio Code

Media Code 4 215 6840 3.00
Dorrell Ochs, Box 46, Hwy 50, North Vernon, Ind. 47265. Phone 812-346-2777.

STATION'S PROGRAMMING DESCRIPTION
WOCH: C&W, some pop & standards.

1. PERSONNEL
Manager—Charles R. Plummer.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1460 kc. Non-directional.
Operating schedule: 6 am to local sunset. EST.
FM-ERP 3.800 w.; 106.1 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 175 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Tobacco advertising not accepted.
Member: Indiana Broadcasters Group, Indiana Radio Network.

TIME RATES
Eff 12/1/74—Rec'd 12/4/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	5.85	5.55	5.25	5.10	4.95	4.70	4.40
30 sec	4.40	4.20	4.00	3.80	3.65	3.50	3.45
10 sec	3.30	3.15	3.00	2.85	2.75	2.65	2.60

7. PACKAGE PLANS

PER MO, BTA:	25 tl	50 tl	100 tl	200 tl
1 min	4.70	4.50	4.10	3.50
30 sec	3.50	2.95	2.25	2.20
10 sec	2.65	2.25	1.70	1.65

FM ONLY
75% of above rates.

PAOLI (1 AM; 1 FM)

Orange County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WVAK / WVAK-FM
1963 / 1972

Subscriber to the NAB Radio Code

Media Code 4 215 6935 1.00
King & King Broadcasters, Box 150, Paoli, Ind. 47454. Phone 812-723-3600.

1. PERSONNEL
General Manager—Gary D. King.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
250 w. days; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 245 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See Coded Regulations
Affiliated with KBS.
Member: Indiana Broadcasters Group.

TIME RATES
Eff 8/1/72—Rec'd 9/19/72.

6. SPOT ANNOUNCEMENTS
1 min 3.00 30 sec 2.50
After 8 pm: 75% of above.
Midnight-5 am: 50% of above.

PERU (1 AM; 1 FM)

Miami County—Map Location E-4
See SRDS consumer market map and data at beginning of the State

WARU
1954

NAB

Subscriber to the NAB Radio Code

Media Code 4 215 7030 6.00
Wabash-Peru Broadcasting Co., Inc., Box A, Peru, Ind. 46970. Phones 219-473-4448, Wabash phone 219-563-5472.

1. PERSONNEL
Manager—R. W. Schulte.

2. REPRESENTATIVES
The Devney Organization, Inc.
Regional Reps Corp

3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 5:30 am-local sunset weekdays; 6:00 am-local sunset Sun. CST.
Simulcast during AM operational hours. For non-simulcast facilities see WARU-FM listing.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
No. 6 Eff 7/1/73—Rec'd 5/31/73.

7. PACKAGE PLANS

PER WK:	1 tl	5 tl	10 tl	15 tl	20+
1 min	8.00	7.50	7.00	6.50	6.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WARU-FM
1965

NAB

Subscriber to the NAB Radio Code

Media Code 4 215 7031 8.00
Wabash-Peru Broadcasting Co., Inc., Box A, Peru, Ind. 46970. Phones 219-473-4448, Wabash phone 219-563-5472.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3.000 w.; 98.3 mc.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 43 ft. above average terrain.
Partial simulcast operation with WARU-AM. For simulcast rates, see WARU-AM.

TIME RATES
50% of AM.

PLAINFIELD

Hendricks County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WART
1964

NAB

Subscriber to the NAB Radio Code

Media Code 4 215 7075 5.00
A & B Broadcasting, Inc., Box 5, Plainfield, Ind. 46168. Phone 317-839-2366.

STATION'S PROGRAMMING DESCRIPTION
WART: Modern country. 5-min news at :60.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas M. Allebrandi.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

TIME RATES
No. 1 Eff 10/1/74—Rec'd 11/13/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	250x	500x
1 min	5.00	4.25	4.00	3.75	3.25	3.00
30 sec	3.75	3.15	3.00	2.80	2.50	2.25

7. PACKAGE PLANS

30 DAYS:	20 tl	30 tl	50 tl	100 tl
1 min	85	108	170	218
30 sec	63	80	127	238

10. SPECIAL FEATURES
News at :60/Weather at :30 7.00
Incl open & close plus 1 1-min spot.

PLYMOUTH (1 AM; 1 FM)

Marshall County—Map Location E-3.
See SRDS consumer market map and data at beginning of the State.

WTCA / WTCA-FM
1964 / 1966

NAB / RAB

Subscriber to the NAB Radio Code

Media Code 4 215 7125 8.00
Community Service Broadcasters, 112 W. Washington, Plymouth, Ind. 46563. Phone 219-936-4096.

STATION'S PROGRAMMING DESCRIPTION
WTCA: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth E. Kunze.

3. FACILITIES
250 w.; 1050 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 94.3 mg.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 235 ft. above average terrain.

4. AGENCY COMMISSION
15/0: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Indiana Radio Network, Farm Radio Network.

TIME RATES
No. 2 Eff 7/1/73—Rec'd 4/6/73.

6. SPOT ANNOUNCEMENTS

	Open	50x	100x	250x	500x	1000x
1 min	6.00	5.60	4.70	4.30	3.85	3.50

30 sec: 75% of 1-min. 15 sec: 50% of 1-min.
AM/FM simulcast. extra 50%.

7. PACKAGE PLANS

7 DAYS OR LESS:	25 tl	50 tl	75 tl	100 tl
1 min	140.00	235.00	322.50	385.00

AM/FM simulcast, extra 50%.

PORTLAND

Jay County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WPGW
1950

NAB

Media Code 4 215 7220 7.00
WPGW Inc., Box 1440, Portland, Ind. 47371. Phone 317-726-8780.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert C. Brandon.

2. REPRESENTATIVES
Regional Reps Corp.
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w days 1440 kc. Directional.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KRS.
Affiliated with American Contemporary Network.
Member: Indiana Radio Network, Farm Radio Network, Indiana Broadcasters Group.

TIME RATES
Eff——Rec'd 4/29/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	26 tl	51 tl	101 tl
1 min	3.30	3.00	2.80	2.60
30 sec	2.50	2.25	2.10	1.95

Edited by Robert C. Brandon.

PRINCETON (1 AM; 1 FM)

Gibson County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.

WRAY / WRAY-FM
1950 / 1960

Media Code 4 215 7315 5.00
Ray J. Lankford & G. Richard Lankford, dba Princeton Broadcasting Co., Box 8, Princeton, Ind. 47670. Phone 812-385-4861.

STATION'S PROGRAMMING DESCRIPTION
WRAY: Programmed for general interest.

1. PERSONNEL
Station Manager—Ray J. Lankford.

2. REPRESENTATIVES
The Devney Organization. Inc.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.1 mc. Stereo.
Antenna ht.: 425 feet above average terrain.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Indiana Radio Network.

TIME RATES
No. 5 Eff 12/1/69—Rec'd 11/14/69.

7. PACKAGE PLANS

PER WK:	1 tl	5 tl	10 tl	15 tl	20 tl
1 min	8.00	7.50	7.00	6.50	6.00

30/20 sec: 80% of 1-min.

RENSSELAER (1 AM; 1 FM)

Jasper County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WJCK
1974

NAB

Media Code 4 215 7362 7.00
J. C. Broadcasters, Inc., Box 3, R. R. 6, Rensselaer, Ind. 47978. Phone 219-866-3252.

STATION'S PROGRAMMING DESCRIPTION
WJCK: Programmed for adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—John Felthouse.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.
Operating schedule: 6:30 am-10:10 pm. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Member: Indiana Radio Network.

TIME RATES
Eff——Rec'd 7/21/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	260x	520x	1000x
1 min	4.00	3.50	3.25	3.00	2.50	2.00
30 sec	3.20	2.70	2.45	2.20	2.00	1.75
15 sec	2.50	2.00	1.75	1.50	1.30	1.25

7. PACKAGE PLANS

PER DAY:	5 tl	6 tl	8 tl	10 tl
1 min	15.00	17.70	20.80	27.50
30 sec	11.00	12.90	16.80	20.00
15 sec	7.50	8.70	11.20	15.00

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/PROGRAMS

FULL SPONSORSHIP:	1x	52x	156x	260x	312x
5 min	7.00	6.25	5.50	5.00	4.50
10 min	11.00	9.75	8.75	8.00	7.25
15 min	14.00	12.50	11.00	10.00	9.00
Co-sponsorship	7.50	6.75	6.00	5.50	5.00

(Rensselaer continued on next page)

WRIN
1963

NAB

Media Code 4 215 7410 4.00
Jasper County Broadcasting Corp., Box 282, Hwy. 53, Rensselaer, Ind. 47978. Phone 219-866-5165.
1. PERSONNEL
General Manager—Robert R. Becker.
2. FACILITIES
1,000 w.; 1560 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent; monthly.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff———Rec'd 6/24/75.

5. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.40	3.85	3.55	3.35	3.15	2.95	2.75	2.50
30 sec	3.85	3.40	3.20	2.90	2.70	2.50	2.30	2.00

7. PACKAGE PLANS
TOTAL AUDIENCE X-POSURE

WITHIN 1 WK:	30 ti	60 ti	90 ti
1 min	110.00	180.00	250.00
30 sec	82.50	145.00	195.00

Edited by Thomas F. Jurek.

RICHMOND (1 AM; 2 FM)

Plus 1 paid duplicate listing.
Wayne County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WHON
1964
CENTERVILLE

RAB

(This is a paid duplicate of the listing appearing under Centerville, Ind.)
Media Code 4 215 0950 6.00
Brewer Broadcasting Corp., Box 295, Richmond, Ind. 47374. Phone 317-962-1595.
1. PERSONNEL
General Manager—Richard C. Huckaba, Jr.
Sales Manager—Michael Day.
2. REPRESENTATIVES
Frederick W. Smith.
Regional Reps Corp.
3. FACILITIES
500 w. days; 930 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24c, 25a, 25b, 28c.
Contracts: 40a, 41, 42c, 46, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a.
Prod. Services: 81, 82.
FM facilities: WQLK (FM), Richmond.
Affiliated with KRS.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
Eff 4/1/66—Rec'd 4/5/66.

7. PACKAGE PLANS

PER MO:	1 ti	12 ti	24 ti	48 ti	96 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.00	4.50 (D)

WKBV
1926

NAB RAB

Central Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 215 7695 0.00
Central Broadcasting Corp., 2301 W. Main St., Richmond, Ind. 47374. Phone 962-6533
STATION'S PROGRAMMING DESCRIPTION
WKBV: MOR & talk format. FARM: 6:40-6:55 am, 12:15-12:20 pm & 12:20-12:30 pm, M-F. Contact Representative for further details. Rec'd 2/5/75.
1. PERSONNEL
Pres. & General Manager—Lester G. Spences
Sales Manager—Phil Stigleman.
2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit, Cleveland—Pearse Sales.
Kentucky Radio Sales—South.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 14a, 15b.
Basic Rates. 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 28c. 33a.
Contracts: 40a, 41, 44b, 47a, 49, 51c.
Comb.: Cont. Discounts: 60c, 60f, 61c, 62d.
Cancellation: 70c. 71a. 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Farm Radio Network.

TIME RATES
No. 11 Eff 1/1/75—Rec'd 12/2/74.
AAA—Mon thru Fri 6-10 am & 4-7 pm; Sat 6-9 am.
AA—Mon thru Fri 10 am-4 pm; Sat 9 am-6 pm; Sun noon-6 pm
A—All other times.
B—Midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	13.00	12.00	11.00	10.00
AA	11.25	10.25	9.25	8.25
A	9.25	8.25	7.25	6.25

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
B: 30% of A.

WKBV-FM
1960

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 7696 6.00
Central Broadcasting Corp., 2301 W. Main St., Richmond, Ind. 47374. Phone 962-6533.
See affiliated AM station for additional information.
3. FACILITIES
ERP 28.000 w.: 101.3 mc.
Operating schedule: 7-1 am. EST.

TIME RATES
No. 4 Eff 1/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
10 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00
1 min	4.75	4.50	4.25	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

	Per wk 1 min	Per wk 30 sec	Per wk 10 sec	Per yr 1 min	Per yr 30 sec	Per yr 10 sec
6 ti	3.75	3.50	3.25	3.50	3.25	3.00
10 ti	3.50	3.25	3.00	3.25	3.00	2.75
20 +	3.25	3.00	2.75	3.00	2.75	2.50

6. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	42.75	41.00	39.00	36.25	34.00	32.75	27.50
1/2 hr	28.00	27.00	26.00	24.00	23.00	21.50	19.00
1/4 hr	19.00	18.50	17.50	16.50	15.50	14.50	12.00

10. SPECIAL FEATURES
NEWS HEADLINES

	1x	13x	26x	52x	104x	156x	260x
Ea	5.25	5.00	4.75	4.50	4.25	4.00	3.75

WQLK (FM)
1960

RAB

Media Code 4 215 7708 1.00
Brewer Broadcasting Corp., Box 295, Richmond, Ind. 47374. Phone 317-962-1595.
STATION'S PROGRAMMING DESCRIPTION
WQLK (FM): Programmed for ages 25+. MUSIC: 40-50-60s plus current MOR hits. NEWS: local & network. SPORTS: local high school, football & basketball. Contact Representative for further details. Recd 10/1/73.
1. PERSONNEL
General Manager—Richard C. Huckaba, Jr.
Sales Manager—Phil Smith.
2. REPRESENTATIVES
New York—Frederick W. Smith.
Regional Reps Corp.
3. FACILITIES
ERP 28.000 w. (horiz.), 28.000 w. (vert.); 96.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 356 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 25b, 28c, 29a, 32a.
Contracts: 40a, 41, 44a, 46, 47c, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60h, 60i, 61a, 62b
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WHON, Centerville.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 6/1/68—Rec'd 6/3/68.

6. SPOT ANNOUNCEMENTS

	1x	39x	78x	156x	312x
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.75	2.50
10 sec	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	4.50	4.25	4.00
30 sec	3.60	3.40	3.20
10 sec	2.70	2.55	2.40

8. PROGRAM TIME RATES

	1x	39x	78x	156x	312x
1 hr	40.00	35.00	30.00	27.50	25.00
1/2 hr	25.00	22.50	20.00	17.50	15.00
1/4 hr	15.00	13.50	12.00	10.50	9.00
10 min	12.00	10.50	9.00	8.00	7.00
5 min	8.00	7.00	6.00	5.50	5.00

ROCHESTER

Fulton County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WROI (FM)
1971

Subscriber to the NAB Radio Code
Media Code 4 215 7720 6.00
Fidelity Broadcasting Co., Inc., 116 W. 9th St., Rochester, Ind. 46975. Phone 219-223-6059.
1. PERSONNEL
Pres. & Gen'l Mgr.—J. P. Sweeney.
3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 120 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrightad contract.

TIME RATES
Eff———Rec'd 4/14/72.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
13 wk	2.50	2.40	2.30	2.20
26 wk	2.20	2.10	2.00	1.90
52 wk	2.00	1.90	1.80	1.70
10 SECONDS				
13 wk	1.15	1.10	1.05	—
26 wk	1.05	1.00	.95	—
52 wk	.95	.85	.75	—

PER YR:

	1x	100x	300x	500x	750x	1000x	1500x	2000x
1 min	4.00	2.90	2.50	2.30	2.10	1.90	1.70	1.50

7. PACKAGE PLANS
SATURATION

PER WK:	10 ti	20 ti	35 ti	50 ti	75 ti	*100 ti
1 min	3.95	2.70	2.45	2.20	1.95	1.70

(*) Within 2 wks.

RUSHVILLE

Rush County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WRCR (FM)
1971

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 7740 4.00
Rush County Broadcasting Co., Inc., 102 N. Perkins St., Rushville, Ind. 46173. Phone 317-932-3983.
STATION'S PROGRAMMING DESCRIPTION
WRCR (FM): Programmed for adults & young adults.
1. PERSONNEL
Exec. Vice-Pres., & Gen'l Mgr.—Edward Roehling.
2. REPRESENTATIVES
Detroit—Corlett Associates.
3. FACILITIES
ERP 740 w. (horiz.), 740 w. (vert.); 94.3 mc. Stereo.
Operating schedule: 5:30 am-10:30 pm. EST.
Antenna ht.: 530 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 3 Eff 11/1/74—Rec'd 11/4/74.

PER WK:	Open	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	6.30	5.90	5.60	5.30	5.00	4.75
30 sec	5.50	5.20	4.90	4.60	4.30	4.05
		30 ti	35 ti	40 ti	45 ti	50+
1 min		4.50	4.20	3.90	3.60	3.30
30 sec		3.75	3.45	3.15	2.85	2.55

DISCOUNT
14+ wk—10%.

SALEM (1 AM; 1 FM)

Washington County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WSLM 1952 WSLM-FM 1962
Farm

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 7790 9.00
Don H. Martin, Box 472, Salem, Ind. 47167. Phone 812-883-5750.
STATION'S PROGRAMMING DESCRIPTION
WSLM: Programmed for adults and young adults. Blocked feature programming in 15 min segments. FARM: markets with farm director 6-7 am & noon-1 pm. NEWS: national, state and local 7 am, 9 am, 10 am, 12:30 pm & 5:15 pm. Drive time: pop hits 85%, 7-8 am & 4:30-6 pm. RELIGIOUS: Sun 80%, weekdays 9:30 am, 11:30 am & 1:30 pm. Country music and air personalities 2-5 pm. Rock music and air personalities 5:30-8 pm. SPORTS: live high school and college basketball, live college football, most major auto races live. Facilities: 5 mobile units, 2 mobile studios, 2 planes, 1 gyrocopter, 3 sound trucks, sound equipment. COMMERCIAL POLICY: three 1-minute announcements permitted in 15-minute segments. One 1-minute announcement permitted between 15-minute programs. Contact Representative for further details. Rec'd 8/4/67.
1. PERSONNEL
Owner & Mgr.—Don H. Martin.
Sales Manager—Elmo Ray Brough.
2. REPRESENTATIVES
PRO/Meeker Radio.
Regional Reps Corp.
3. FACILITIES
5,000 w. days; 1220 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 50,000 w.; 98.9 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 100 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25b, 28b, 28c, 29b 30, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont Discounts: 60d, 60f, 60h, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.
Member: Indiana Broadcasters Group.

TIME RATES
Eff———Rec'd 11/6/72.

8. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100x	200x
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	10.00	9.50	9.00	8.50	8.00	7.50
		250x	300x	400x	500x	1000x
1 min		8.00	7.50	6.50	5.50	4.50
30 sec		7.00	6.50	5.50	4.50	3.50

8. PROGRAM TIME RATES

	1x	10x	25x	50x	100x	200x
1/2 hr	37.50	36.25	35.00	33.75	32.50	31.25
1/4 hr	25.00	24.00	23.00	22.00	21.00	20.00
		250x	300x	400x	500x	1000x
1/2 hr		30.00	28.75	27.50	26.25	25.00
1/4 hr (Q)		19.00	18.00	17.00	16.00	15.00

SCOTTSBURG

Scott County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WMPI (FM)
1966

NAB

Media Code 4 215 7825 3.00
Vogel-Bell Partnership, Box 270, R. R. 1, Scottsburg, Ind. 47170. Phone 812-752-3688.
STATION'S PROGRAMMING DESCRIPTION
WMPI (FM): Programmed for general interest.
1. PERSONNEL
General Manager—Tommy Cull.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
ERP 3,000 w.; 100.9 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Indiana Broadcasters Group.

TIME RATES
Eff ——— Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	25 ti	56 ti	*125 ti
1 min	3.00	2.65	2.25	2.25
30 sec	2.10	1.85	—	1.50

(*) Per mo.

SEYMOUR

Jackson County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WJCD
1949

NAB

Media Code 4 215 7885 7.00
Dr. A. C. Baker, 1534 Ewing St., Seymour, Ind. 47274. Ja 2-1390.
STATION'S PROGRAMMING DESCRIPTION
WJCD: Programmed for general interest.
1. PERSONNEL
Commercial Manager—Bob Shippee.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset weekdays: 7:00 a.m. to local sunset Sunday. CST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Indiana Broadcasters Group.

TIME RATES
Rates effective July 1, 1963. (Card No. 3.)
Card received September 10, 1953.
Rev. rec'd. May 24, 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	45.00	25.00	15.00	6.00	4.15	3.25
13 times	40.50	22.50	13.50	5.40	3.70	2.90
26 times	33.25	21.25	12.75	5.10	3.50	2.75
52 times	26.00	20.00	12.00	4.80	3.30	2.60
104 times	23.75	18.75	11.25	4.50	3.10	2.45
156 times	21.50	17.50	10.50	4.20	2.90	2.30
260 times	27.00	15.00	9.00	3.60	2.50	1.95
312 times	22.50	12.50	7.50	3.00	2.10	1.65

SHELBYVILLE (1 AM; 1 FM)

Shelby County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WSVL
1961

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 7900 3.00
Shelby County Broadcasting Co., Inc., Box 338, Shelbyville, Ind. 46176. Phone 317-398-9757.
1. PERSONNEL
General Manager—John A. Hartnett.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1520 kc. Directional.
Operating schedule: 5 am-11 pm. EST.

(This listing continued on next page)

INDIANA

Shelbyville—W S V L—Continued

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Indiana Radio Network, Indiana Broadcasters Group.

TIME RATES
No. 10 Eff 7/1/74—Rec'd 4/22/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x	520x
1 min....	10.60	8.85	8.00	7.30	6.60	6.25	5.90	5.40	5.05

W S V L-FM
1964

Subscriber to the NAB Radio Code
Media Code 4 215 7961 4.00
Shelby County Broadcasting Co., Inc., Box 338, Shelbyville, Ind. 46176. Phone 317-398-9757.
See affiliated AM station for additional information.

2. FACILITIES
ERP 24,000 w.; 97.1 mc.
Operating schedule: 5 am-11 pm. EST.
Antenna ht.: 350 ft. above average terrain.

TIME RATES
Rates are identical to WSVL. See that listing.

SOUTH BEND (3 AM; 4 FM)

Plus 2 paid cross references.
St. Joseph County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (5-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	19	17	19	12
B	19	17	19	13
C	18	14	16	11
D	10	10	10	8
AVERAGE	17	15	16	11

W H M E (FM)
1967

Subscriber to the NAB Radio Code
Media Code 4 215 8028 3.00
LeSea, Inc., Box 12, 23421 State Rd. 23, South Bend, Ind. 46624. Phone 219-287-6518.

STATION'S PROGRAMMING DESCRIPTION
WHME (FM): Programmed for all ages.
Gospel inclined AIR PERSONALITIES handle all segments. NEWS: 5 min 15 past the hour. Network. Weather. Local Weather Bureau direct. 30% preaching, 60% gospel music, 5% news, 5% editorialization, interviews and discussions. Rec'd 12/16/69.

1. PERSONNEL
President—Lester Sumrall.
General Manager—Stephan Sumrall.
3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21c, 23a, 25a, 26, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48.
Comb.: Cont. Discounts: 60a, 60d, 61a.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 1/1/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min.....	7.00	6.75	6.50	6.25	6.00	5.75	5.50
20/30 sec....	5.50	5.25	5.00	4.75	4.50	4.25	4.00
10 sec.....	4.00	3.75	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK, EA:	1 min	20/30	10 sec
18 ti.....	5.40	3.90	2.40
30 ti.....	5.30	3.80	2.30
30 ti.....	5.20	3.70	2.25

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr.....	52.00	50.00	48.00	44.00	41.00	40.00	38.00
1/2 hr.....	38.00	37.00	36.00	34.00	33.00	32.00	31.00
1/4 hr.....	27.00	26.25	25.50	24.00	23.25	22.50	21.75
15 min.....	22.00	21.50	21.00	20.00	19.50	19.00	18.50
5 min.....	14.00	13.75	13.50	13.00	12.75	12.50	12.25

W J V A
1947

R A B

A Booth Owned Station
Media Code 4 215 8075 4.00
Booth Broadcasting Co., North Hickory Rd., South Bend, Ind. 46624. Phone 219-234-1111. TWX 219-282-8262.

STATION'S PROGRAMMING DESCRIPTION
WJVA: Programmed for 18-49 audience.
MUSIC: modern country singles & album cuts. NEWS: at :30 network or local. SPORTS: college football, Indianapolis 500. Special programming: 1 hour Spanish & 1 hour Polish weekly. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
General Manager—Edward Koscic.
Program Director—Nancy Turner.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 26, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 60k, 61b.
FM facilities: WRBR (FM).
Affiliated with MBS.
Affiliated with ATA Radio Network.

TIME RATES
Eff 9/30/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	7 ti	14 ti	21 ti	42 ti
1 min.....	10.00	9.00	8.00	7.50
30 sec.....	8.00	7.50	6.50	6.00

10 sec: Flat 4.00.

7. PACKAGE PLANS
SUPER COUNTRY SPECIAL

25 DAYS/LESS, 4 PER DAY:	1 min	30 sec
100 ti.....	7.00	5.50

LONG TERM PACKAGE:	250x	500x	1000x
	13 wk	26 wk	1 yr
1 min.....	7.50	7.00	6.50
30 sec.....	6.00	5.50	5.00

10 sec not combinable to earn lower frequency.

10. SPECIAL FEATURES
Newscasts—1/2 sponsorship, 30-sec rate plus 3.00; full sponsorship, 1-min rate plus 3.00.
Edited by Ed Koscic.

W N D U
1944

American Information Network

mcgavren-guild
pgw radio, inc.

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 215 8170 3.00
Michiana Telecasting Corp., Box 16, South Bend, Ind. 46624. Phone 219-233-7111. TWX 219-282-8285

STATION'S PROGRAMMING DESCRIPTION
WNDU: Programmed for age group 18-34.
MUSIC: solid gold format, 2 hours R & B on weeknights from 10 pm-midnight. SPORTS: college football, basketball & hockey. Contact Representative for further details. Rec'd 7/31/74.

1. PERSONNEL
Executive Vice-President—William Thomas Hamilton.
Sales Manager—Bob Nowicki.
Program Manager—Charles Linster.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a.
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
AM/FM COMBINATION
No. 13 Eff 8/1/74—Rec'd 8/6/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti.....	34	27	31	25	22	18
12 ti.....	32	26	29	24	20	16
18 ti.....	30	24	27	22	18	15
24 ti.....	28	23	25	20	16	13

1D's: 60% of 1-min.

7. PACKAGE PLANS
ANNUAL DISCOUNT

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
520 x.....	30	24	27	22	18	15

1D's: 60% of 1-min.

TAP, PER WK:	1 min
12 ti (5AA, 5A, 2B).....	27
18 ti (8AA, 6A, 4B).....	25
24 ti (12AA, 7A, 5B).....	23

30 sec: 80% of 1-min.

AM only: 60% of AM/FM combination.

W N D U-FM
1962

mcgavren-guild
pgw radio, inc.

NAB R A B N A F M B

Subscriber to the NAB Radio Code
Media Code 4 215 8171 1.00
Michiana Telecasting Corp., Box 16, South Bend, Ind. 46624. Phone 219-233-7111. TWX 219-282-8285.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WNDU-FM: Hit Parade aimed at 18-49 age group. Contact Representative for further details. Rec'd 7/31/74.

3. FACILITIES
ERP 20,000 w.; 92.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 431 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WNDU. See that listing for rates.

TIME RATES
60% of AM/FM combination.

W R B R (FM)
1964

A Booth Owned Station
Media Code 4 215 8216 4.00
Booth Broadcasting Co., Box 179, North Hickory Rd., South Bend, Ind. 46624. Phone 219-234-1111.
See affiliated AM station for additional information.
AM facilities: WJVA.

STATION'S PROGRAMMING DESCRIPTION
Wilbik (FM): Programmed for 18-49 audience.
MUSIC: top 40 singles & album cuts. NEWS: at :46 12:46 am-3:46 pm weekdays, rewritten from AP & Earth news. Public affairs 6-9 pm Sun. Progressive album cuts Sun nights at 9 pm. COMMERCIAL POLICY: 12 minutes per hour, 5 spot clusters per hour. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
Program Director—R. C. Rogers.
3. FACILITIES
ERP 3,000 w.; 103.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 183 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
FM programming separate from AM except for certain sports programs such as basketball, auto racing, etc.
Affiliated with ATA Radio Network.

TIME RATES
Eff 9/30/74—Rec'd 9/8/74.
AAA—Mon thru Fri 7 pm-midnight.
AA—Mon thru Sun midnight-2 am; Mon thru Fri 10 am-7 pm; Sat 10 am-midnight; Sun 9 pm-midnight.
A—Mon thru Sat 5-10 am; Sun 5 am-9 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
7 ti.....	11.00	10.25	10.25	8.75	8.75	7.25
14 ti.....	10.75	10.00	10.00	8.50	8.50	7.00
21 ti.....	10.50	9.75	9.75	8.25	8.25	6.75
42 ti.....	10.00	9.25	9.25	7.75	7.25	6.25

B:	1 min	30 sec
100/less, per mo.....	5.00	3.50
100+, per mo.....	4.00	3.50

10 SEC:	AAA	AA	A	B
Flat.....	5.00	4.00	3.00	2.25

10 sec not combinable for lower frequency.

7. PACKAGE PLANS
ROCK 104 SATURATION PACKAGE
(26 ea in AAA, AA, A & B)

	1 min	30 sec
104 ti over 26 days/less.....	8.00	6.50

LONG TERM PACKAGE

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
250 x, 13 wk+..	10.00	9.00	9.25	8.25	8.00	7.00
500 x, 26 wk+..	9.50	8.50	8.75	7.75	7.50	6.50
1000 x, 52 wk+..	9.00	8.00	8.25	7.25	7.00	6.00

10. SPECIAL FEATURES
Newscasts—1/2 sponsorship 30-sec rate plus 3.00; full sponsorship 1-min plus 3.00.
Edited by Ed Koscic.

W S B T
1922

KATZ RADIO

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 8265 1.00
300 W. Jefferson Blvd., South Bend, Ind. 46601. Phone 219-233-3141. TWX 810-299-2500.

STATION'S PROGRAMMING DESCRIPTION
WSBT: Programmed for adults 18+.
MUSIC: contemporary with MOR overtones. NEWS: hourly local from 14 person news team plus hourly network news. SPORTS: live university & high school football & basketball. Total over 115 games annually. Daily reports. Features: air personalities, frequent contests & interviews. Weather, agriculture & farm market reports, road reports, hourly community bulletin board, ski reports, local stocks, air personality remotes & network features. Contact Representative for further details. Rec'd 12/9/74.

1. PERSONNEL
General Manager—Jack E. Douglas.
National Sales Manager—Jerry D. Block.
Promotion Manager—Justin R. Meacham.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 960 kc. Directional—separate patterns day and night.
Operating schedule: 5:30-1:05 am. EST.
Partial simulcast operation. Simulcast 5:30-6:05 am Mon thru Fri; 6-9 am & 11 pm-1:05 am Sat; midnight-12:35 am Sun. For non-simulcast facilities see WSBT-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 24e, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
No. 18 Eff 7/29/74—Rec'd 7/22/74.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun noon-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA							
PER YR:	1x	52x	104x	156x	260x	520x	1040x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	.....
1 min.....	32.00	29.00	27.00	25.00	23.00	20.00	18.00
30 sec.....	25.00	23.20	21.60	20.00	18.40	16.00	14.40
CLASS AA							
1 min.....	30.00	27.00	25.00	23.00	21.00	18.00	16.00
30 sec.....	24.00	21.60	20.00	18.40	16.80	14.40	12.80
CLASS A							
1 min.....	28.00	25.00	23.00	21.00	19.00	16.00	14.00
30 sec.....	22.40	20.00	18.40	16.80	15.20	12.80	11.20
CLASS B							
1 min.....	22.00	19.00	17.00	15.00	13.00	11.00	10.00
30 sec.....	17.60	15.20	13.60	12.00	10.40	8.80	8.00

AM ONLY, DEDUCT:

1 min.....	10.00	9.00	8.00	7.00	6.00	5.00	5.00
30 sec.....	8.00	7.20	6.40	5.60	4.80	4.00	4.00

10 sec: 50% of 1-min, AM only.

7. PACKAGE PLANS

PLAN I—1/2AAA, 1/2AA				
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.....	27.00	23.00	23.00	21.00
30 sec.....	21.60	20.00	18.40	16.80
PLAN II—1/4AAA, 1/4AA, 1/4A, 1/4B				
1 min.....	23.00	21.00	19.00	17.00
30 sec.....	18.40	16.80	15.20	13.60

AM ONLY, DEDUCT:

1 min.....	9.00	8.00	7.00	6.00
30 sec.....	7.20	6.40	5.60	4.80

10 sec: 50% of 1-min, AM only.

8. PROGRAM TIME RATES
AM ONLY—MON THRU SAT SIGN-ON-7 PM

PER YR:	1x	52x	260x
5 min.....	30	27	25
10 min.....	45	40	35

W S B T-FM
1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 215 8266 3.00
300 W. Jefferson Blvd., South Bend, Ind. 46601. Phone 219-233-3141. TWX 816-299-2500.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSBT-FM: Programmed for adults 18+.
MUSIC: standards, showtunes & film music. NEWS: hourly network news. Contact Representative for further details. Rec'd 11/4/74.

2. FACILITIES
ERP 10,000 w. (horiz.), 10,000 (vert.); 101.5 mc. Stereo.
Operating schedule: 5:30-1:05 am. EST.
Antenna ht.—979 ft. above average terrain.
(This listing continued on next page)

WHEN YOU THE FACTS..

BUYING POWER RADIO

If Men and Women 18-49 are what you seek, tune your buying schedule to WSBT during Morning Drive Time. We have over half again as many of that species than the #2 station.

SOURCE: April/May 1975 South Bend Arbitron Radio Survey, M-F 6-10AM, Average Quarter Hour Listening Estimates. Such estimates are subject to qualifications described therein.

It's WSBT
CBS RADIO
5,000 WATTS
in South Bend, Indiana

South Bend—WSBT-FM—Continued

Partial simulcast operation. Operated separately 6:25-1:25 am Mon thru Fri; 6 am-11 pm Sat & all day Sun until midnight. For simulcast facilities see WSBT.

5. GENERAL ADVERTISING See coded regulations
TV Facilities: WSBT-TV.
Affiliated with Katz Radio Network.
Sold in combination with WSBT. See that listing for rates.

TIME RATES
No. 5 Eff 4/1/74—Rec'd 4/15/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	520x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	10.00	9.00	8.00	7.00	6.00	5.00
30 sec	8.00	7.20	6.40	5.60	4.80	4.00

WTRC
ELKHART

City of license, Elkhart, Ind.
Considered by NBC Radio Network as their South Bend outlet.
See listing under Elkhart, Ind.

WYEZ
ELKHART

M Jack Masla & Company, Inc.

City of license, Elkhart, Ind.
See listing under Elkhart, Ind.

SULLIVAN

Sullivan County—Map Location B-8
See SRDS consumer market map and data at beginning of the State.

WNDI
1963

NAB

Media Code 4 215 8360 0.00
WKQV, Inc., Box 545, Sullivan, Ind. 47882. Phone 812-268-6322.

STATION'S PROGRAMMING DESCRIPTION
WNDI: Programmed for adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arthur F. Stanley.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
250 w.; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.
Member: Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——— Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min/less	4.10	3.85	3.75	3.65	3.45	3.35	2.25

TELL CITY

Perry County—Map Location D-11
See SRDS consumer market map and data at beginning of the State.

WTCJ
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 8455 0.00
James R. Brewer, Box 250, Tell City, Ind. 47586. Phone 812-547-2345.

1. PERSONNEL
General Manager—James L. Brewer.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm EST.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
Member: Indiana Broadcasters Group.

TIME RATES
No. 4 Eff 12/1/73—Rec'd 1/21/74.

6. SPOT ANNOUNCEMENTS

MO:	1 ti	10 ti	20 ti	40 ti	60 ti	100 ti	150 ti	200 ti
1 min	4.40	3.95	3.50	3.05	2.45	2.30	2.05	1.80
30 sec	3.50	3.15	2.80	2.50	2.00	1.80	1.65	1.50

TERRE HAUTE (3 AM; 4 FM)

Plus 1 paid duplicate.
Vigo County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WAAC
1958

CBS Radio Network

Alan Torbet Associates, Inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 8550 0.00
The Citizens Broadcasting Co., Inc., 647 Ohio St., Terre Haute, Ind. 47808. Phone 234-3791.

STATION'S PROGRAMMING DESCRIPTION
WAAC: Programmed for adults 18-49.
MUSIC: blend of modern MOR & solid gold of 50's, 60's & 70's. NEWS: heavy local news & network news hourly. Local business news 7:50 am including stocks. Evening stock reports with local stock broker. TALK: homemaker show, 11:06 am-noon, recipes & household hints, guests. FARM: noon farm hour, state & local markets. SPORTS: college football, major league baseball, daytime games, 3 5-min local sports programs daily, 500 mile qualifications. RELIGION: Sun am. Contact Representative for further details. Rec'd 3/26/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—George A. Foulkes.
Program Coordinator—Steve M. Snyder.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
500 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33a.
Contracts: 40c, 41, 45, 46, 47e, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60l, 61a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
No. 5 Eff 11/1/74—Rec'd 1/2/75.

6. SPOT ANNOUNCEMENTS

PER WK. GUARANTEED:	1 ti	10 ti	20 ti
1 min	10	9	8
30 sec	9	7	6

10 sec: 50% of 1-min. 2 10-sec spots equal 1 for frequency.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
IMPACT PLANS—BTA

	Per wk 10 ti	20 ti	30 ti	40 ti	75 ti	Per mo 100 ti	150 ti
1 min	7.00	6.50	6.00	5.50	5.95	5.50	4.95
30 sec	5.25	4.95	4.75	4.50	4.50	4.25	3.95
WITHIN 1 YR:				300x	500x	1000x	1500x
1 min				6.65	5.95	5.50	5.00
30 sec				5.00	4.70	4.15	3.95

10 sec: 50% of 1-min. 2 10-sec spots equal 1 for frequency.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	85	60	42	38	22

10. SPECIAL FEATURES

NEWSCASTS:	1x	52x	260x
5 min	20	16	14

WBOQ (FM)
1967

NAB RAB

Media Code 4 215 8597 7.00
Eastern Broadcasting Corp., 1301 Ohio St., Terre Haute, Ind. 47807. Phone 812-232-5034.
See affiliated AM station for additional information.
AM facilities: WBOW.

STATION'S PROGRAMMING DESCRIPTION
WBOQ (FM): MUSIC: Pop standard, all gold. Live personalities. NEWS: Net at :60 and :30. SPORTS: Basketball, U football, high school football and basketball. FARM: 5-6 am. Farm director. Contact Representative for further details. Rec'd 1/7/74.

3. FACILITIES
ERP 46,000 w.; 107.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 268 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WBOW. See that listing for rates.

TIME RATES
Eff 9/1/74—Rec'd 8/5/74.
AA—Mon thru Sun 6 am-6 pm.
A—All other times.

7. PACKAGE PLANS

	AA			A		
PER WK:	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
1 min	10	9	8	9	8	7
30 sec	8	7	6	7	6	5

WBOW
1927

mcgavren-guild
pgw radio, inc.

NAB RAB

Media Code 4 215 8645 4.00
Eastern Broadcasting Corp., 1301 Ohio St., Terre Haute, Ind. 47807. Phone 812-232-5034.

STATION'S PROGRAMMING DESCRIPTION
WBOW: MUSIC current hits & solid gold rock standards. NEWS: at :15 & :45. Commentator at 8:55 am & noon. FARM: Director at 5-6 am. SPORTS: All Star Game, World Series, reports in all newscasts. Contact Representative for further details. Rec'd 2/25/74.

1. PERSONNEL
President—Roger Neuhoff.
Vice-Pres. & Gen'l Mgr.—Harvey K. Gler.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a.
Comb.: Cont. Discounts: 60e, 62d.
Contracts: 40a, 41, 44b.
Cancellation: 70b, 70d, 71a, 72, 73b.
FM facilities: WBOQ (FM).
Affiliated with American Contemporary Network.
Member: Indiana Broadcasters Group.

TIME RATES
WBOW/WBOQ (FM) COMBINATION
No. 1 Eff 9/1/74—Rec'd 8/5/74.
AA—Mon thru Sat 5-10 am, noon-1 pm & 3-7 pm
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
1 min	23	22	21	21	20	19
30 sec	19	18	17	17	16	15

10 sec: 60% of 1-min.
AM only: Deduct 1-min 5.00; 30-sec 4.00.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
1/3 Mon thru Sat 5-10 am & 3-7 pm, 1/3 Mon thru Sat 10 am-3 pm; Sun all day, 1/3 Mon thru Sat 7 pm-midnight.

	18 ti	24 ti	36 ti
1 min	18	17	16
30 sec	15	14	13

AM only: Deduct 1-min 5.00; 30-sec 4.00.

WPFR (FM)
1962
Ford F. M., Inc.

Media Code 4 215 8740 8.00
Ford FM, Inc., R. R. 12, Box 379, West Terre Haute, Ind. 47885. Phone 812-535-4262.

STATION'S PROGRAMMING DESCRIPTION
WPFR (FM): Popular music & religious programs 7 am-noon weekdays & all day Sun. Farm reports, news & sports noon-12:30 pm & 5:30-6 pm. Rock & roll music 12:30-5:30 pm. Progressive rock music with requests 6 pm-sign-off M-Sat. NEWS: local & network news with features; mobile unit. SPORTS: major league baseball, local high school sports, locally produced daily sports reports. Rec'd 6/26/75.

1. PERSONNEL
General Manager—Paul D. Ford.
Station Manager—Richard B. Engelman.
Sales Manager—Michael L. Longest.
3. FACILITIES
ERP 14,000 w. (horiz.), 14,000 w. (vert.); 102.7 mc.
Operating schedule: 7 am-10:30 pm. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25c, 26, 27, 28c, 29a, 32b, 33d.
Contracts: 40a, 43, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/15/75—Rec'd 1/15/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	520x	780x	1040x	1300x
(*)	4.00	3.75	3.50	3.00	2.75	2.50	2.25	2.00
1 min	5.00	4.75	4.50	3.75	3.50	3.25	3.00	2.50

(*) 30 sec/less.

7. PACKAGE PLANS
SHORT SATURATION, WITHIN 7 DAYS:

	10 ti	20 ti
1 min	49	96
30 sec/less	39	76

8. PROGRAM TIME RATES

	1x	52x	104x	260x	520x	780x	1040x	1300x
1 hr	50.00	46.00	40.00	35.00	32.00	30.00	28.50	27.00
1/2 hr	30.00	28.00	26.00	24.00	21.00	18.00	17.50	15.00
1/4 hr	17.00	15.00	13.00	12.00	11.00	10.00	9.00	8.00
10 min	15.00	13.00	11.00	10.00	9.00	8.00	7.00	6.00
5 min	7.50	7.00	6.50	6.00	5.50	5.00	4.75	4.50

Edited by Richard B. Engleman.

WTHI
1947

AVERY-KNODEL, INC.

NAFBB

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 215 8835 1.00
Wabash Valley Broadcasting Corp., 918 Ohio St., Terre Haute, Ind. 47808. Phone 812-232-9481. TWX 810-356-2187.

STATION'S PROGRAMMING DESCRIPTION
WTHI: Programmed for adult audience, 18 and over. MUSIC: Modern country. Current plus standards. AIR PERSONALITIES handle all segments. FARM 6:05-6:30, 8:25-8:30 am & 12:15-12:30 pm. Farm director. NEWS: Net at :60, local at :30. 24 hour news staff. 3 news blocks drive times, mid day. Complete sports coverage. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Anton Hulman, Jr.
Vice-Pres. & Com'l Mgr.—Robert K. Larr.
Station Manager—Robert Rouse.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1480 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 12g, 13g.
Basic Rates 20a, 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60h, 60l, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
TV facilities: WTHI-TV.
Affiliated with NBC.

TIME RATES
AM/FM COMBINATION
No. 8 Eff 10/1/74—Rec'd 8/26/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	19	15	16	13	12	11
6 ti	17	14	14	12	11	10
12 ti	15	13	13	11	10	9
18 ti	13	11	12	10	9	8

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11
30 sec	12	11	10	9

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	50	40	30	25

AM only: 80% of AM/FM combination.

10. SPECIAL FEATURES

FARM, AM ONLY:	1 ti	3 ti	8 ti
Mon thru Sat 6:25-6:30 am, 8:25-8:30 am & 12:15-12:30 pm, ea	25	22	20

WTHI-FM
1947

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 215 8836 0.00
Wabash Valley Broadcasting Corp., 918 Ohio St., Terre Haute, Ind. 47808. Phone 812-232-9481.
See affiliated AM station for additional information.

2. FACILITIES
ERP 20,000 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 419 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
TV facilities: WTHI-TV.

TIME RATES
80% of AM/FM combination rate.

WVTS (FM)
1960

HR STONE radio

RAB NAFMB

Media Code 4 215 8930 0.00
Raftis Broadcasting, Inc., Box 900, Terre Haute, Ind. 47808. Phone 812-533-2141.

STATION'S PROGRAMMING DESCRIPTION
WVTS (FM): Programmed for adults 18-49.
MUSIC: rock, featuring current hits & solid gold. NEWS: network at :55, local & state at :25 at selected hours. SPORTS: included in local newscasts. Cultural, social & weather information throughout day. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Michael J. Raftis.
Sec'y/Treas.—Harold J. Raftis.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 12d, 15c, 15d.
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60l, 60k, 61a, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
No. 3 Eff 6/15/74—Rec'd 7/5/74.
AA—Mon thru Sat 6-9 am & 3-11 pm.
A—Mon thru Sat 9 am-3 pm; Sun all day.
B—Mon thru Sun 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

	AA				A			
	1 ti	14 ti	21 ti	28 ti	1 ti	14 ti	21 ti	28 ti
1 min	10.30	9.15	8.55	7.35	9.15	7.35	6.80	6.25
30 sec	8.55	7.35	6.80	6.25	7.35	6.25	5.60	5.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS

	AA			A		
PER YR:	500x	1000x	1500x	500x	1000x	1500x
1 min	7.35	6.95	6.55	6.75	5.75	5.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x Sunday morning only	95	60	32	15

10. SPECIAL FEATURES

PER WK:	13 wk	26 wk	52 wk
5-min news	11	10	9

Incl open plus 1 1-min spot.

WWCM — WWCM-FM
1959 — 1972

BRAZIL

RAB

(This is a paid duplicate of the listing appearing under Brazil, Ind.)
Media Code 4 215 8655 7.00
Clay County Broadcasting Co., Inc., Box 237, White Rock Rd., Brazil, Ind. 47834. Phones 812-446-2317, 232-4274.

(This listing continued on next page)

INDIANA

Terre Haute—
WWCM, WWCM-FM—Continued

STATION'S PROGRAMMING DESCRIPTION
WWCM: Programmed for adults.
MUSIC: modern country. Live country band 11 am-noon Sat. AIR PERSONALITIES. NEWS: 5 min at :45 and at :15 and :45 in drive times. Farm markets throughout day, special reports 5:30-6, 7:55, 10:30 am, 12:10, 3 pm. Farm director, 3 newsmen. Trading post, job finder. SPORTS: basketball, football, major league baseball. Contact Representative for further details. Rec'd 3/26/74.

1. PERSONNEL
General Manager—Jack Telken.
Sales Manager—Gary Brown.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Regional Reps Corp.

3. FACILITIES
500 w.: 1130 kc. Non-directional.
Operating schedule. 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: —— ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d, 16.
Basic Rates: 20b, 21b, 22a, 24b, 25b, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60g, 61a, 61b, 62d.
Cancellation: 70a, 70c, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 11/7/74.
AAA—6-9 am & 3-6 pm.
AA—10 am-3 pm.
A—5-6 am & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	20	17	18	15	15	12
12 ti	19	16	17	14	14	11
18 ti	18	15	16	13	13	10

10 sec: 50% of 1-min, not combinable.

7. PACKAGE PLANS

I/3AAA, I/3AA, I/3A:	12 ti	18 ti	24 ti	36 ti
1 min	16	15	14	13
30 sec	13	12	11	10

10 sec: 50% of 1-min, not combinable.

DISCOUNT
52 wk—10%
(Q) (D)

VALPARAISO (2 AM; 1 FM)

Porter County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WAKE
1964
Media Code 4 215 9025 6.00
Porter County Broadcasting Corp., Box 149, Sager Rd., Valparaiso, Ind. 46383. Phone 219-462-6111.

STATION'S PROGRAMMING DESCRIPTION
WAKE: MOR, local & network news.

1. PERSONNEL
General Manager—O. J. Jackson.

3. FACILITIES
1000 w.; 1500 kc. Directional.
Operating schedule: Sunrise—local sunset. CST.

4. AGENCY COMMISSION
15/0: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WLJE (FM).
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/74—Rec'd 4/14/75.
AAA—Mon thru Fri 6:30-8:30 am & 3:30-6 pm.
AA—Mon thru Fri 8:30-10 am; Sat 6 am-noon.
A—Mon thru Fri 10 am-3:30 pm & 6 pm-sign-off; Sat noon-8:30 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
FIXED:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1000 x	6.50	4.25	2.20	6.35	4.15	2.10
520 x	7.00	4.70	2.30	6.75	4.45	2.25
312 x	7.25	4.90	2.45	6.90	4.65	2.35
260 x	7.50	5.10	2.60	7.25	4.90	2.45
156 x	7.70	5.30	2.65	7.40	5.10	2.55
104 x	7.90	5.50	2.70	7.55	5.25	2.65
52 x	8.00	5.70	2.75	7.65	5.45	2.75
26 x	8.25	5.85	2.85	7.75	5.60	2.30
13 x	8.50	6.00	3.00	8.00	5.75	2.90
1 x	9.00	6.50	3.50	8.50	6.25	3.25
				A		
1000 x				6.00	3.85	2.00
520 x				6.45	4.25	2.15
312 x				6.60	4.40	2.25
260 x				6.85	4.65	2.35
156 x				7.00	4.85	2.45
104 x				7.25	5.00	2.55
52 x				7.35	5.20	2.60
26 x				7.55	5.35	2.65
13 x				7.70	5.50	2.75
1 x				8.00	6.00	3.00

7. PACKAGE PLANS
SATURATION—CLASS A—ROS

PER WK: 54 ti	48 ti	42 ti	36 ti	24 ti	18 ti	12 ti
1 min 6.00	6.25	6.45	6.60	6.85	7.00	7.50
30 sec 3.85	4.00	4.25	4.40	4.65	4.85	5.25
10 sec 1.95	2.10	2.15	2.25	2.35	2.45	2.75

10. SPECIAL FEATURES
News, extra 10%.

WLJE (FM)
1967
Media Code 4 215 9026 6.00
Porter County Broadcasting Corp., Box 149, Sager Rd., Valparaiso, Ind. 46383. Phone 219-462-6125.
See affiliated AM station for additional information.
AM facilities: WAKE.

STATION'S PROGRAMMING DESCRIPTION
WLJE (FM): Country music format.

1. PERSONNEL
Pres. & Gen'l Mgr.—Leonard E. Ellis.

3. FACILITIES
ERP 2,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 3/1/75—Rec'd 4/24/75.

6. SPOT ANNOUNCEMENTS

	1000x	520x	312x	260x	156x
1 min	6.00	6.45	6.60	6.85	7.00
30 sec	3.85	4.25	4.40	4.65	4.85
10 sec	2.00	2.15	2.25	2.35	2.45
	104x	52x	26x	13x	1x
1 min	7.25	7.35	7.55	7.70	8.00
30 sec	5.00	5.20	5.35	5.50	6.00
10 sec	2.55	2.60	2.65	2.75	3.00

7. PACKAGE PLANS
1-WEEK SATURATION

EA: 54 ti	48 ti	42 ti	36 ti	24 ti	18 ti	12 ti
1 min 6.00	6.25	6.45	6.60	6.85	7.00	7.50
30 sec 3.85	4.00	4.25	4.40	4.65	4.85	5.25
10 sec 1.95	2.10	2.15	2.25	2.35	2.45	2.75

10. SPECIAL FEATURES
News—extra 10%.

WNWI
1966
R A B
Subscriber to the NAB Radio Code
Media Code 4 215 9120 7.00
Northwestern Indiana Radio Co., Inc., Center St., Valparaiso, Ind. 46383. Phones 219-462-1080, 219-462-2158.

STATION'S PROGRAMMING DESCRIPTION
WNWI: Information & music for adults.

1. PERSONNEL
Station Manager—Paul D. Woldke.

3. FACILITIES
250 w.; 1080 kc; non-directional.
10 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Indiana Radio Network.

TIME RATES
Eff 1/1/73—Rec'd 6/29/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti
1 min	5.88	5.59	5.29	5.00	4.70
30 sec	4.70	4.41	4.12	3.82	3.53
20 sec	3.82	3.53	3.24	2.94	2.65
10 sec	2.94	2.65	2.35	2.06	1.76

Saturation limit—20 spots per day.
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS

EA:	1 min	30 sec	15 sec
1080 x	2.94	2.35	1.76
540 x	2.53	2.94	2.35

VINCENNES (1 AM; 1 FM)

Knox County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WAOV
1940
NAB
Subscriber to the NAB Radio Code
Media Code 4 215 9215 8.00
Vincennes Sun Co., 302 Main St., 611-627 American Bank Bldg., Vincennes, Ind. 47591. Phone 812-882-6060, 6061.

1. PERSONNEL
Manager—William B. Kepler.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days. 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15% payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
Member: Farm Radio Network, Indiana Broadcasters Group.

TIME RATES
Eff 6/1/75—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS
Flat, 1 min/less 5.75
Edited by William B. Kepler.

WAOV-FM
1965
Subscriber to the NAB Radio Code
Media Code 4 215 9262 7.00
Vincennes Sun Co., 302 Main St., 611-627 American Bank Bldg., Vincennes, Ind. 47591. Phone 812-882-6060, 6061.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,800 w.; 96.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 155 ft. above average terrain.

TIME RATES
Rates are identical to WAOV. See that listing.

WABASH (1 AM; 1 FM)

Wabash County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WAYT
1971
Media Code 4 215 9275 9.00
Wabash Radio, 1380 S. Wabash, Wabash, Ind. 46992. Phone 219-563-1161.

1. PERSONNEL
General Manager—Richard W. Long.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
250 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 2/1/74—Rec'd 2/28/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.60	6.40	6.27	6.00	5.90
50 sec	4.40	4.25	4.10	4.00	3.70
10 sec	2.75	2.70	2.55	2.45	2.40
	156x	260x	312x	520x	1000x
1 min	5.75	5.50	5.30	5.00	4.40
30 sec	3.50	3.30	3.10	2.75	2.20
10 sec	2.35	2.30	2.25	2.00	1.90

7. PACKAGE PLANS
ROS—SATURATION—WITHIN 1 WEEK

	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min	5.90	5.75	5.50	5.30	5.00	4.50
30 sec	3.70	3.50	3.30	3.10	2.50	2.00
10 sec	2.40	2.35	2.30	2.25	2.00	1.50

10. SPECIAL FEATURES
News/Sports, extra 10%.

WKUZ (FM)
1966
Subscriber to the NAB Radio Code
Media Code 4 215 9310 4.00
Upper Wabash Valley Broadcasting Co., Box 342, Hotel Indiana, Wabash, Ind. 46992. Phone 219-563-4111.

STATION'S PROGRAMMING DESCRIPTION
WKUZ (FM): Current hits.

1. PERSONNEL
General Manager—Paul G. Adams.

3. FACILITIES
ERP 3,000 w.; 95.9 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL RATE POLICY
Affiliated with MBS.

TIME RATES
No. 3 Eff 9/74—Rec'd 10/14/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	6.50	6.50	6.25	5.75	5.50	5.00	4.75
30 sec	5.00	4.80	4.60	4.50	4.25	4.00	3.75

7. PACKAGE PLANS

	1 min	30 sec		1 min	30 sec
5 per day	17.50	15.00	10 per day	27.50	24.00

10. SPECIAL FEATURES

	1x	26x	52x	104x	156x	260x	312x
News	7.00	6.75	6.50	6.25	6.00	5.75	5.50

WARSAW (1 AM; 1 FM)

Kosciusko County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WRSW
1951
NAB
Media Code 4 215 9405 2.00
Reub Williams & Sons, Inc., Times Bldg., Warsaw, Ind. 46580. Phone 219-267-3111.

1. PERSONNEL
General Manager—M. B. Williams.

3. FACILITIES
1,000 w. days, 500 w. nights; 1480 kc.
Operating schedule: 6 am-midnight daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 7 Eff 11/1/74—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	7.00	6.50	5.50	4.75	4.50
30 sec	6.00	5.50	4.50	4.00	3.75
	156x	208x	260x	312x	624x
1 min	4.25	4.00	3.75	3.50	3.25
30 sec	3.50	3.25	3.00	2.75	2.50

Drive time and/or fixed position, per spot extra 1.00.

7. PACKAGE PLANS

7 DAYS, ROS:	10 ti	15 ti	20 ti	30 ti	50 ti
30 sec	4.50	4.25	4.00	3.75	3.50
1 min	5.50	5.25	5.00	4.75	4.50

AM only, non-commissionable.

10. SPECIAL FEATURES
Major newscasts—Extra 1.00 per spot.

AM/FM COMBINATION

	1x	13x	26x	52x	104x
1 min	8.75	7.85	6.65	5.75	5.45
30 sec	7.55	6.65	5.45	4.65	4.55
	156x	208x	260x	312x	624x
1 min	5.15	4.85	4.55	4.25	3.95
30 sec	4.25	3.95	3.65	3.35	3.05

WRSW-FM
1948
NAB
Media Code 4 215 9406 0.00
Reub Williams & Sons, Inc., Times Bldg., Warsaw, Ind. 46580. Phone 219-267-3111.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w.; 107.3 mc. Stereo.
Operating schedule: 6 am-midnight daily. EST.
Antenna ht.: 312 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WRSW. See that listing for rates.

TIME RATES
Rates are identical to WRSW. See that listing.

WASHINGTON (1 AM; 1 FM)

Daviess County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

WAMW
1955

WFML (FM)
1948
NAB
Subscriber to the NAB Radio Code
Media Code 4 215 9500 9.00
Washington Radio, Inc., Box 89, 3 E. Vantress St., Washington, Ind. 47501. Phone 812-254-4300.

1. PERSONNEL
General Manager—Joe Edwards.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
250 w.; 1580 kc. Non-directional.
Operating schedule: 5-2 am. EST.
FM FACILITIES
ERP 14,000 w.; 106.5 mc
Operating schedule: 5-2 am. EST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.
Member: Farm Radio Network, Indiana Broadcasters Group.

TIME RATES
Rates effective May 1, 1955.
Rates received May 6, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
AM-FM COMBINATION RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time	.....	30.00	18.00	10.00	5.50	4.00
13 times	52.00	28.00	17.00	3.50	5.25	3.80
26 times	49.00	27.00	16.00	8.00	5.00	3.60
52 times	45.00	25.00	15.00	7.00	4.50	3.40
104 times	42.00	23.00	14.00	6.50	4.25	3.00
156 times	39.00	21.00	12.50	6.25	4.00	2.80
260 times	35.00	19.50	11.00	5.50	3.50	2.60
312 times	31.00	16.00	10.20	4.75	3.00	2.40

(*) Station break.

WEST TERRE HAUTE

Vigo County—Map location B-7
See SRDS consumer market map and data at beginning of the State.

WWVR (FM)
1967
Media Code 4 215 9550 5.00
United Broadcasting Co., Inc., R.R. No. 3, West Terre Haute, Ind. 47885. Phone 812-533-2161.

STATION'S PROGRAMMING DESCRIPTION
WWVR (FM): Specializing in religious programs.

1. PERSONNEL
General Manager—Howard Edward Huey.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 5:45-2 am. EST.
Antenna ht.: 314 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff 1/20/67—Rec'd 3/28/68.

6. SPOT ANNOUNCEMENTS

	(*)	13x	26x	52x	104x	156x	260x
1 min	3.00	2.75	2.50	2.25	2.10	2.00	1.85
30 sec	2.00	1.85	1.70	1.55	1.45	1.40	1.20
10 sec	1.40	1.30	1.20	1.10	1.00	.90	.80

(*) Fixed position.

WINCHESTER

Randolph County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WIUC (FM)
1967
Media Code 4 215 9595 0.00
IND-10 Radio, Inc., Box 405, Winchester, Ind. 47394. Phone 317-622-0001, Ohio phone 513-964-4306.

STATION'S PROGRAMMING DESCRIPTION
WIUC (FM): Old standards. Nat'l. & local news.

1. PERSONNEL
Station Manager—Martin R. Williams.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w.; 98.3 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

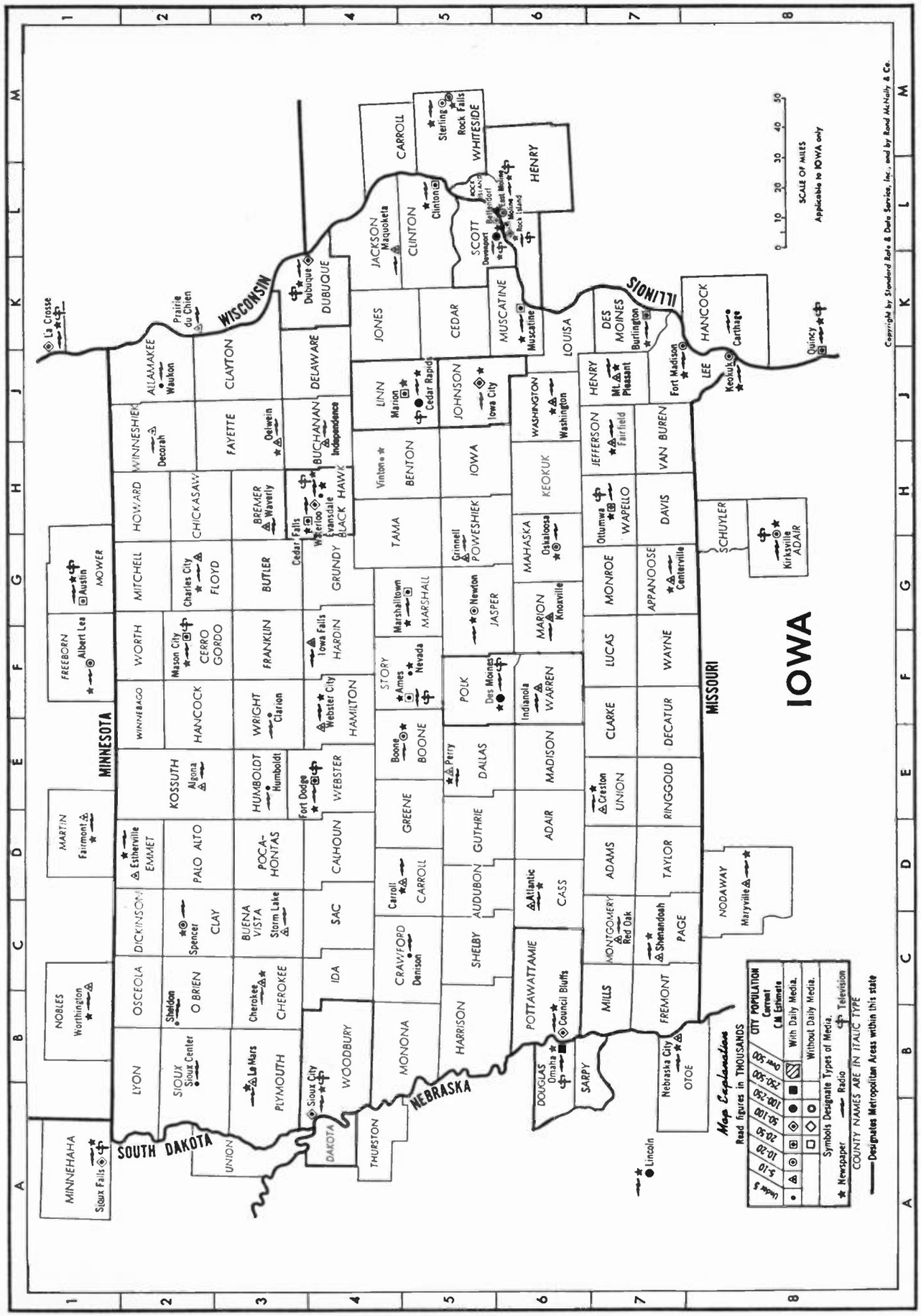
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Indiana Broadcasters Group.

TIME RATES
Eff——Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	7.00	6.50	6.00	5.50	4.00
30 sec	5.00	4.75	4.50	4.00	3.50
15 sec	3.00	2.75	2.50	2.25	2.00

ROS: Deduct 25%.



Negro Population Data

(January 1, 1975)

STATE TOTAL	37,858	Dubuque	106
METRO AREAS		Iowa City	666
Cedar Rapids	2,149	Sioux City	779
Davenport-Rock Island-Moline	15,978	Waterloo-Cedar Falls	8,018
Des Moines	13,206	Total Metros	40,902

IOWA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Hawkeye Radio Network

Comprised of:
Non-Intercunnected Stations

KCHE—Cherokee
KHIT (FM)—Clarion
KMCD—Fairfield
KXGI, KXGI-FM—Ft. Madison
KHBT (FM)—Humboldt
KBAB—Indianola
KIMI (FM)—Keokuk
KILJ (FM)—Mt. Pleasant
KLEE—Ottumwa
KLEU—Waterloo
KNEI, KNEI-FM—Waukon

Media Code 4 216 0060 2.00
Business Office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.
501 Fifth Ave., New York, N. Y. 10017. Phone 212-972-0982.

1. PERSONNEL
Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract—one billing basis.

TIME RATES
Eff———Rec'd 7/1/74.
Spots scheduled adjacent to Farm or News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

6. SPOT ANNOUNCEMENTS
MEMBER STATIONS

EA:	1 ti	6 ti	12 ti
1 min	120	111	104

30 sec: 80% of 1-min.

Iowa Radio Network

Comprised of:
Interconnected Stations

KASI—Ames
KASI-FM—Ames
KJAN, KJAN-FM—Atlantic
KIOS—Clinton
KCBC—Des Moines
KIWI (FM)—Dubuque
WDBQ—Dubuque
KILR—Estherville
KILR-FM—Estherville
KVFD—Fort Dodge
KXIC—Iowa City
KXIC-FM—Iowa City
KOKX—Keokuk
KLEM—LeMars
KFJB—Marshalltown
KFJB-FM—Marshalltown
KSMN—Mason City
KFMH (FM)—Muscatine
KWPC—Muscatine
KBOE, KBOE-FM—Oskaloosa
KFNF—Shenandoah
KAYL—Storm Lake

Media Code 4 216 0120 4.00
Mailing Address: 1000 Grand Ave., Suite 1, Des Moines, Ia. 50309. Phone 515-244-2115.

1. PERSONNEL
President—Charles Ney (KAYL).
Nat'l Sales Mgr. & Treas.—C. Ross Martin.

2. REPRESENTATIVES
Midwest Radio Reps.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 71a, 73a.
Stations can be bought in any combination desired.
Programs may originate from any one of the 16 stations.
Production services of each of the stations available to advertisers for programs and specialized spot announcements.
Uniform Product Surveys and Merchandising assistance available on all accounts.

TIME RATES
No. 18 Eff 8/1/74—Rec'd 11/21/74.

6. SPOT ANNOUNCEMENTS
7 OR MORE STATIONS

WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 wk	6.75	6.50	6.25	6.00	5.75	5.50	5.25
13 wk	6.50	6.25	6.00	5.75	5.50	5.25	5.00
26 wk	6.25	6.00	5.75	5.50	5.25	5.00	4.75
39-52	6.00	5.75	5.50	5.25	5.00	4.75	4.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

DISCOUNT
All stations, 5%.

8. PROGRAM TIME RATES
7 OR MORE STATIONS

1 hr. $0.00
1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

(This listing continued on page 327)

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Ames—Story
Bettendorf—Scott
Burlington—Des Moines
Cedar Falls—Black Hawk
Cedar Rapids—Linn
Clinton—Clinton
Council Bluffs—Pottawattamie
Davenport—Scott
Des Moines—Polk
Dubuque—Dubuque
Fort Dodge—Webster
Iowa City—Johnson
Marion—Linn
Marshalltown—Marshall
Mason City—Cerro Gordo
Muscatine—Muscatine
Ottumwa—Wapello
Sioux City—Woodbury
Waterloo—Black Hawk

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
IOWA STATE TOTALS	2,906.4	991.31	14,266,641	14,392	5.7	11.3	9.3	25.3	42.6	8,765,324	8,842	1,465,944	209,707	1,112,692	308,625	350,443	1,340,863	741,937	1,489.01	554.5	8,190,505
ADAIR O-6	9.2	3.44	57,274	16,649	5.7	11.6	8.8	22.2	46.2	27,416	7,970	3,004	519	1,332	202	285	3,639	2,196	5.15	4.4	65,608
ADAMS O-7	5.8	2.16	29,496	13,656	7.5	13.3	9.5	22.8	38.1	13,790	6,384	2,591	272	701	753	117	1,108	1,409	3.29	2.5	46,282
ALLAMAKEE J-2	15.0	4.91	64,877	13,213	9.9	16.6	10.9	22.1	31.1	45,945	9,357	9,510	408	1,978	1,134	653	7,771	4,109	3.19	6.0	59,599
APPANOOSE G-7	14.7	5.64	64,108	11,367	10.9	16.7	10.9	21.4	29.5	36,513	6,474	7,860	882	4,371	2,345	1,175	6,140	3,168	7.36	3.2	25,544
AUDUBON O-5	9.2	3.25	44,308	13,633	8.0	15.0	10.5	23.7	34.4	26,742	8,228	2,478	415	435	605	909	4,356	2,935	4.93	4.6	86,279
BENTON H-4	23.5	8.13	126,960	15,616	5.0	11.7	9.5	23.2	45.5	66,294	8,154	9,737	969	2,980	1,188	1,947	9,233	6,956	11.93	8.0	119,885
BLACK HAWK H-4	137.3	44.06	636,631	14,449	5.7	8.6	9.3	28.4	42.9	381,056	8,649	73,259	11,246	78,453	16,125	20,978	76,412	31,381	70.27	5.7	71,881
Cedar Falls	34.8	10.09	147,836	14,652	.....	.....	.....	.....	.....	91,386	9,057	19,212	1,799	1,549	2,723	4,364	25,886	7,101	.....	.....	.....
Waterloo	79.0	27.20	361,408	13,287	.....	.....	.....	.....	.....	260,617	9,582	48,694	9,261	77,956	13,609	16,662	49,438	21,426	.....	.....	.....
Waterloo-Cedar Falls Metro Area	137.3	44.06	636,631	14,449	5.7	8.6	9.3	28.4	42.9	381,056	8,649	73,259	11,246	78,453	16,125	20,978	76,412	31,381	70.27	.....	.....
BOONE E-5	26.4	9.29	131.762	14,183	5.9	12.9	10.3	24.7	41.6	74,201	7,987	12,903	4,002	3,774	2,071	3,416	12,733	6,062	14.37	6.2	87,338
BREMER H-3†	24.2	7.85	124,517	15,862	5.8	10.7	8.7	23.5	44.6	71,085	9,055	11,003	860	3,573	2,088	1,658	8,645	6,336	12.11	6.3	61,497
BUCHANAN J-4	22.0	6.92	101,089	14,608	5.4	12.1	9.9	25.1	40.6	53,841	7,780	7,216	614	2,022	556	1,439	8,061	5,267	10.52	8.4	74,207
BUENA VISTA C-3	21.2	7.48	115,687	15,466	4.9	11.3	9.2	23.2	45.3	79,292	10,601	12,667	1,775	3,221	4,215	4,124	13,179	6,270	11.65	5.7	105,710
BUTLER G-3	17.1	6.00	82,270	13,712	7.6	13.1	9.8	25.4	37.7	50,697	8,450	5,402	234	2,663	242	753	6,320	3,319	9.31	6.3	82,253
CALHOUN D-4	14.0	5.10	71,470	14,014	7.3	12.7	9.4	23.1	39.6	38,584	7,565	4,366	674	907	837	1,225	4,835	3,091	7.66	4.3	79,957
CARROLL D-5	23.2	7.39	101,034	13,672	5.0	13.1	10.7	25.0	39.8	90,333	12,224	13,615	1,171	4,155	3,626	2,269	10,515	8,315	11.83	8.0	135,822
CASS O-6	17.3	6.48	85,659	13,219	7.2	15.9	11.3	22.7	37.0	64,756	9,993	8,136	1,545	5,304	2,198	1,434	8,611	6,255	9.32	5.1	91,221
CEDAR K-5	18.3	6.30	94,299	14,968	5.5	11.7	9.5	24.8	43.0	56,417	8,955	6,203	339	1,241	809	796	7,613	6,705	9.43	7.1	125,221
CERRO GORDO F-2	50.1	17.77	238,343	13,413	6.2	11.6	10.5	27.2	39.3	183,310	10,316	28,607	4,346	25,829	10,655	7,193	30,572	12,776	26.95	4.2	72,515
Mason City	32.0	11.57	141,649	12,243	.....	.....	.....	.....	.....	134,606	11,634	19,559	3,866	25,369	10,181	6,364	27,586	8,833	.....	.....	.....
CHEROKEE C-3	17.4	5.96	90,528	15,189	5.9	12.2	9.6	23.9	44.2	51,025	8,561	8,583	1,320	2,258	2,851	1,898	9,056	2,882	9.32	5.3	125,157
CHICKASAW H-2	15.3	4.96	67,379	13,584	7.9	12.2	8.6	22.7	41.6	45,184	9,110	7,239	605	2,015	396	427	4,233	3,603	7.74	6.2	59,352
CLARKE F-7	7.3	2.80	40,552	14,483	7.4	12.5	8.7	21.0	41.7	19,733	7,048	3,978	241	890	657	486	2,925	3,340	4.22	3.1	29,615
CLAY C-2	19.1	6.78	104,544	15,419	6.9	12.9	9.4	23.0	42.9	84,998	12,537	11,519	732	9,389	5,031	3,009	12,547	6,071	10.47	4.8	107,557
CLAYTON J-3	20.4	6.98	90,634	12,985	7.6	13.9	10.0	23.3	36.7	56,611	8,110	8,206	717	1,092	1,142	2,406	8,022	4,441	10.42	8.6	100,571
CLINTON L-5	58.7	19.70	288,852	14,663	4.9	9.1	9.3	27.2	45.3	185,085	9,395	33,149	4,898	27,533	6,589	9,194	33,308	12,797	29.39	8.4	149,287
Clinton	35.8	12.51	170,902	13,661	.....	.....	.....	.....	.....	130,611	10,441	25,929	4,648	25,321	6,375	7,257	25,938	8,292	.....	.....	.....
CRAWFORD C-5	19.3	6.67	88,741	13,304	6.5	13.4	10.1	24.0	39.8	50,068	7,506	5,789	943	5,469	1,147	827	7,318	7,206	9.57	7.7	124,168
DALLAS E-5	27.7	9.83	139,092	14,150	5.6	10.9	8.7	25.2	44.5	74,730	7,602	11,786	1,540	3,604	2,450	1,878	11,105	7,205	15.31	5.9	77,941
DAVIS H-7	7.7	2.82	40,830	14,479	7.2	14.0	10.2	21.6	38.4	17,184	6,094	2,348	37	1,165	359	322	4,967	2,560	4.23	3.4	30,300
DECATUR E-7	9.7	3.43	36,185	10,550	12.1	18.4	11.4	21.8	25.6	22,751	6,633	4,042	686	803	749	195	2,807	3,383	4.40	3.3	33,790
DELAWARE J-4	19.3	5.88	90,762	15,436	6.0	11.5	8.7	22.8	43.9	49,272	8,380	6,755	799	2,682	1,278	639	8,390	3,931	9.07	8.5	109,463
DES MOINES K-7	49.0	17.62	237,479	13,478	5.4	11.3	10.0	27.2	40.8	151,864	8,619	33,128	4,794	32,347	4,257	9,807	23,534	11,989	25.17	3.2	46,303
Burlington	33.3	12.36	154,544	12,504	.....	.....	.....	.....	.....	131,043	10,602	30,593	4,046	31,898	3,860	9,314	20,875	9,736	.....	.....	.....
DICKINSON C-2	13.0	4.81	64,914	13,496	6.6	12.5	10.1	24.3	38.7	41,695	8,668	5,515	779	1,916	1,654	1,573	7,588	3,806	7.85	3.5	52,925
DUBUQUE K-4	96.9	27.92	415,610	14,886	4.6	7.6	8.6	27.9	45.9	273,861	9,809	46,158	8,875	75,625	7,667	12,990	37,817	18,438	42.83	10.4	113,585
Dubuque	66.1	19.83	276,968	13,967	.....	.....	.....	.....	.....	220,320	11,110	41,705	8,015	73,883	6,147	11,294	32,959	14,956	.....	.....	.....
Dubuque Metro Area	96.9	27.92	415,610	14,886	4.6	7.6	8.6	27.9	45.9	273,861	9,809	46,158	8,875	75,625	7,667	12,990	37,817	18,438	42.83	.....	.....
EMMET D-2	14.3	4.75	63,679	13,406	4.7	10.7	9.9	26.1	40.2	44,341	9,335	7,937	1,025	4,567	1,928	1,051	6,242	4,309	7.46	3.4	54,843
FAYETTE J-3	26.8	8.96	123,011	13,729	6.7	12.1	9.5	24.0	39.7	92,506	10,324	12,759	1,534	7,209	3,535	3,318	14,921	6,937	13.16	8.5	100,770
FLOYD G-2	20.0	6.93	96,262	13,891	4.9	10.9	9.7	25.9	41.4	61,548	8,881	10,750	522	4,264	1,486	1,578	9,905	5,821	10.74	5.7	62,987
FRANKLIN F-3	12.8	4.76	67,106	14,098	5.4	12.0	9.9	25.5	41.3	47,563	9,992	6,525	561	4,500	804	1,033	5,387	2,436	7.51	5.0	91,871
FREMONT B-7	9.0	3.38	47,831	14,151	6.0	12.1	9.4	23.8	42.4	26,261	7,770	2,311	610	425	244	309	1,229	3,519	5.15	3.3	61,458
GREENE E-5	12.3	4.58	73,296	16,003	5.7	9.8	8.1	22.9	46.1	44,488	9,714	5,994	560	1,826	1,083	582	6,827	3,777	7.23	3.6	77,217
GRUNDY G-4	14.2	5.03	83,727	16,646	2.6	10.7	10.0	25.5	47.8	53,371	10,611	4,876	728	1,771	542	1,405	5,903	3,507	7.90	6.3	97,451
GUTHRIE D-5	12.3	4.56	59,730	13,099	6.4	14.2	10.7	24.1	38.3	27,338	5,995	4,486	294	996	581	262	2,408	3,461	6.49	5.0	70,419
HAMILTON F-4	18.5	6.67	96,865	14,522	5.0	11.3	9.7	24.6	43.2	62,090	9,309	9,513	1,052	3,683	2,451	2,889	8,566	6,736	10.26	5.6	93,065
HANCOCK F-2	12.8	4.52	69,991	15,485	4.7	11.3	9.5	24.6	44.6	39,817	8,809	4,968	587	1,130	646	1,055	4,169	3,063	7.63	5.9	76,015
HARDIN F-4	22.5	8.11	121,009	14,921	6.0	10.5	8.9	24.5	44.8	90,996	11,220	11,899	1,482	3,662	2,295	2,116	13,455	6,659	12.02	6.1	115,489
HARRISON B-5	16.4	5.87	77,227	13,156	7.1	14.4	10.6	23.1	37.4	45,160	7,693	7,347	1,034	1,399	1,080	691	6,420	6,405	8.43	5.3	71,662
HENRY J-7	18.3	6.43	97,567	15,174	5.5	10.7	8.5	23.2	47.0	59,701	9,285	8,238	1,361	3,165	2,091	1,222	10,114	5,667	9.42	5.1	56,896
HOWARD H-2	11.5	3.92	61,013	15,565	8.4	13.5	8.9	18.5	39.8	33,009	8,421	4,711	365	1,683	487	817	4,470	2,402	5.88	5.3	46,330
HUMBOLDT E-3	12.6	4.33	61,903	14,296	4.8	10.7	9.2	25.0	43.8	43,380	10,018	5,578	646	1,482	968	977	6,161	3,021	7.15	4.3	74,823
IDA C-4	8.9	3.16	58,675	18,568	5.6	10.5	8.0	22.2	49.9	29,313	9,276	3,539	487	804	322	556	3,962	2,638	5.03	3.8	89,734
IOWA H-5	15.6	5.41	74,927	13,850	6.1	13.0	10.1	24.6	41.1	59,545	11,006	6,953	949	4,609	530	1,607	5,571	5,328	8.49	6.2	86,689
JACKSON L-4	21.4	6.92	102,833	14,860	6.6	11.9	9.1	24.0	42.2	55,108	7,964	7,505	1,018	2,038	2,274	1,073	9,465	5,974	10.27	6.8	90,824
JASPER G-5	36.4	12.83	190,242	14,828	4.7	9.3	8.9	25.5	46.5	108,970	8,493	17,590	2,006	9,145	4,354	3,406	17,825	10,860	19.87	7.8	117,297
JEFFERSON J-7	16.1	5.77	80,690	13,984	6.3	11.4	9.3	23.7	42.2	49,080	8,506	8,114	1,481	2,489	3,157	1,364	8,973	4,042	7.62	4.0	39,967
JOHNSON J-5	77.1	25.84	369,608	14,304	5.5	11.5	9.2	24.3	44.3	202,049	7,819	40,285	7,183	29,768	7,757	8,539	24,911	20,347	33.28	7.9	80,766
Iowa City	52.0	17.63	228,929	12,985	.....	.....	.....	.....	.....	182 586	10,357	34.607	6,457	29,768	7,300	6,784	19,658	13,252	.....	.....	.....
Iowa City Metro Area	77.1	25.84	369,608	14,304	5.5	11.5	9.2	24.3	44.3	202,049	7,819	40,285	7,183	29,768	7,757	8,539	24,911	20,347	33.28	.....	.....
JONES K-4	20.0	6.45	90,611	14.048	6.2	12.8	9.7	23.2	41.4	52,180	8,090	7,288	1,415	2,116	1,621	1,638	10,988	3,785	10.02	6.0	102,131
KEOKUK H-6	13.5	4.89	67,439	13,791	6.7	13.0	9.7	21.8	39.9	39,841	8,147	3,417	581	1,408	82	1,069	4,812	3,098	7.18	5.7	73,308
KOSSUTH E-2	22.7	7.36	115,472	15,689	4.8	10.2	8.4	24.6	45.5	71,810	9,757	9.780	595	3,122	2,426	2,172	13,541	4,711	12.10	10.5	146,771
LEE J-8	43.3	15.12	202,080	13,365	5.9	11.2	10.1	26.7	40.0	118,666	7,848	23,659	4,098	12,255	4,819	4,331	20,436	10,614	22.62	5.0	51,297
LINN J-4	170.2	57.05	845,026	14,812	4.0	7.8	8.1	27.9	47.6	526,237	9,224	94,411	13,898	116,433	13,542	38,958	72,377	40,343	88.18	8.7	80,900
Cedar Rapids	115.5	40.08	575,263	14,353	.....	.....	.....	.....	.....	428,890	10,701	72,666	11,871	114,685	12,545	34,808	62,698	29,582	.....	.....	.....
Cedar Rapids Metro Area	170.2	57.05	845,026	14,812	4.0	7.8	8.1	27.9	47.6	526,237	9,224	94,411	13,898	116,433	13,542	38,958	72,377	40,343	88.18	.....	.....
Marion	21.4	6.81	98,432	14,454	.....	.....	.....	.....	.....	40,933	6,011	11,492	1,463	835	692	2,760	4,798	3,904	.....	.....	.....
LOUISA K-6	10.9	3.79	53,640	14,153	6.1	10.4	8.4	24.5	44.6	40,158	10,596	4,724	315	894	475	244	8,758	2,449	5.98	3.3	42,814
LUCAS F-7	10.1	3.83	49,713	12,980	8.1	13.7	9.6	22.4	36.9	26,761	6,987	5,421	374	3,318	1,252	988	3,941	2,281	5.27	3.4	30,551
LYON B-2	13.4	4.42	69 546	15,734	6.7	14.0	10.2	21.8	43.0	39,198	8,868	7,221	388	1,187	277	263	4,055	3,227	6.99	6.8	120,681
MADISON E-6	11.6	4.28	59,775	13,966	6.6	13.4	9.9	22.6	40.8	35,041	8,187	5.754	872	1,117	1,165	360	7,068	3,042	6.20	4.4	50,375
MAHASKA G-6	22.0	8.04	102,830	12,790	7.6	13.6	9.9	22.5	36.9	75,757	9,423	10,750	1,399	7.692	3,098	2,414	11,871	4,852	11.72	6.3	92,207
MARION G-6	27.0	8.97	121,414	13,536	6.2	13.1	10.5	24.5	38.0	72,592	8,093	13,618	1,653	4,894	1,895	2,343	7,360	5,187	13.44	4.9	66,283
MARSHALL G-5	43.0	14.97	216,935	14,491	5.8	9.3	9.0	27.1	44.3	134,080	8,957	22,881	4,014	16,595	6,088	8,640	23,463	12,714	22.80	6.1	102,330
Marshalltown	28.3	10.17	137,529	13,523	.....	.....	.....	.....	.....	119,678	11.768	21,682	3,913	16,440	5,898	8,287	22,335	10,676	.....	.....	.....
MILLS B-7	11.2	3.80	68,670	18,071	5.0	9.2	7.8	23.2	49.4	25,706	6,633	3,976	582	746	619	556	2,555	2,564	6.24	3.4	58,231
MITCHELL G-2	13.4	4.44	61,345	13.816	6.4	14.9	11.2	23.5	39.7	39 349	8,862	5.657	502	1,500	946	481	4,851	3,249	6.61	5.9	79,067
MONONA B-5	11.5	4.24	58,397	13.773	7.7	16.1	11.2	20.7	37.2	33.530	7,908	5,200	1,124	1,143	463	375	6,197	2,913	6.29	3.8	72,524
MONROE G-7	9.3	3.39	42,609	12,569	7.5	12.3	9.2	23.9	37.3	22,772	6.717	4,954	645	1 460	536	304	4,782	2,430	4.64	3.4	24,341
MONTGOMERY C-7	12.8	4.98	69,117	13.879	5.7	12.9	10.0	23.2	40.8	51,192	10,280	8,124	1,124	2,995	1,156	980	8,592	5,178	7.33	3.2	63,175
MUSCATINE K-6	39.5	13.53	189,325	13,993	5.4	9.5	9.6	27.0	43.8	113,023	8,354	21,555	3,052	7,220	4,639	4,902	16,003	10,771	20.25	4.4	67,910
Muscatine	23.4	8.31	109,311	13,154	.....	.....	.....	.....	.....	84,275	10,141	18,458	2,558	6,650	3,992	4,689	14,547	8,089	.....	.....	.....
O'BRIEN C-2	17.2	5.98	80,101	13,395	5.6	12.0	10.5	25.0	38.7	61,395	10,267	6,837	906	3,134	2,309	1,315	9,720	5,210	9.35	5.8	132,434
OSCEOLA B-2	8.0	2.76	45,501	16,323	6.6	12.9	9.4	23.7	42.6	23,464	8,501	4.506	375	286	420	140	3.549	2,520	4.67	3.8	66,535
PAGE C-7	17.9	6.84	89,494	13,084	7.1	13.1	10.3	23 4	37.9	72,663	10,623	10,993	1,813	8,663	2,781	2,477	10,404	7,131	10.01	4.7	82,806
PALO ALTO D-2	13.3	4.42	67,893	15,340	6.0	13.4	10 3	22.4	40.9	41,066	9,291	4.417	608	1,707	1,494	717	3,816	3,213	6.95	4.7	79,234
PLYMOUTH B-3	25.4	8.06	109.335	13,565	5.7	12.3	9.8	24.4	40.6	72,511	8,996	9,518	1,067	890	2,727	1,353	13,082	5,973	12.20	9.8	170,208
POCAHONTAS D-3	12.3	4.23	63,978	15,125	5.4	12.4	9.7	23.1	43.4	36,150	8,546	4 781	337	499	894	753	4,238	3,247	6.94	5.1	87,761

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
POLK F-5	303.1	106.48	1,565,877	14,706	5.0	9.4	9.0	26.9	45.3	963,341	9,047	192,587	24,108	200,273	47,938	49,972	161,777	76,789	161.43	5.2	47,420
Des Moines																					
Des Moines Metro Area	202.0	74.39	1,040,229	13,983	.....	.....	.....	.....	.....	799,373	10,746	147,850	21,876	186,772	46,464	41,076	131,237	59,529	.....	.....	.....
	333.6	116.07	1,711,251	14,743	4.9	9.5	8.9	26.9	45.5	1,024,692	8,828	204,683	24,880	202,328	50,454	51,583	173,060	83,787	176.83	.....	.....
POTTAWATTAMIE C-6	90.2	29.87	400,499	13,408	5.1	12.3	10.9	27.9	38.2	215,342	7,209	42,195	8,349	17,870	7,674	10,384	36,103	26,223	43.92	4.9	219,801
Council Bluffs	62.5	21.09	267,382	12,678	.....	.....	.....	.....	.....	162,340	7,697	35,380	7,492	16,845	7,346	9,567	30,970	16,775	.....	.....	.....
POWESHIEK H-5	19.3	6.60	126,699	19,197	4.1	9.9	8.4	22.3	50.7	65,046	9,855	8,872	1,294	2,384	2,375	1,480	9,611	6,400	9.90	9.5	75,005
RINGGOLD E-7	6.3	2.45	34,327	14,011	8.0	15.6	10.9	22.5	36.8	16,117	6,578	1,670	391	875	797	353	3,312	2,032	3.34	3.2	43,485
SAC C-4	15.6	5.49	87,641	15,964	5.7	12.4	9.6	22.8	43.4	50,304	9,163	5,832	532	1,139	850	809	6,982	3,504	8.09	5.9	162,828
SCOTT L-5	150.9	50.07	764,433	15,267	4.3	7.4	8.1	27.1	48.0	430,178	8,592	81,601	13,615	101,341	17,633	22,382	70,597	35,456	79.59	6.7	79,272
Bettendorf	26.6	7.98	146,942	18,414	.....	.....	.....	.....	.....	64,152	8,039	14,753	1,652	8,055	2,388	4,680	7,901	4,357	.....	.....	.....
Davenport	104.3	36.11	500,701	13,866	.....	.....	.....	.....	.....	326,766	9,049	62,538	10,946	84,963	15,154	16,615	59,307	22,960	.....	.....	.....
Davenport-Rock Island-Moline Metro Area	370.8	126.33	1,912,018	15,135	4.6	8.6	9.1	28.1	44.8	1,015,423	8,038	197,778	31,538	199,164	34,623	46,021	175,771	76,340	194.08	.....	.....
SHELBY C-5	15.7	5.04	75,429	14,966	5.6	12.5	9.8	22.9	43.1	46,750	9,276	6,317	436	1,918	740	566	7,073	3,287	7.98	6.5	108,101
SIOUX B-2	29.1	8.98	123,568	13,760	7.4	13.5	9.9	24.1	38.9	94,032	10,471	10,648	1,796	812	1,972	3,953	12,533	6,925	14.45	10.8	248,168
STORY F-4	69.2	21.70	330,538	15,232	6.7	12.3	9.7	23.7	42.5	182,696	8,419	33,305	4,454	25,139	6,260	8,141	24,230	15,536	30.02	5.8	93,307
Ames	45.5	13.30	202,382	15,217	.....	.....	.....	.....	.....	125,949	9,470	26,418	3,513	24,260	4,745	6,247	15,666	9,666	.....	.....	.....
TAMA H-4	20.4	7.14	101,431	14,206	5.3	11.1	9.2	24.1	42.6	60,848	8,522	7,085	544	1,223	530	1,418	8,212	4,851	10.32	7.3	118,867
TAYLOR D-7	8.5	3.35	40,228	12,008	8.8	14.9	10.3	22.8	30.7	24,432	7,293	4,516	363	602	642	202	2,095	1,762	4.34	4.0	46,467
UNION E-7	14.0	5.30	59,261	11,181	9.2	16.6	11.4	23.5	30.8	53,001	10,000	8,538	1,270	4,568	2,920	1,544	5,147	3,091	7.15	3.1	40,247
VAN BUREN H-7	8.6	3.23	35,957	11,132	11.0	18.1	11.2	19.7	29.4	12,556	3,887	1,890	121	1,587	.....	236	2,015	1,989	4.25	3.3	30,491
WAPELLO H-7	41.7	15.28	187,723	12,286	6.5	12.3	11.0	27.0	35.5	123,266	8,067	26,538	5,227	14,951	6,737	7,348	20,220	9,064	20.89	4.2	31,608
Ottumwa	31.7	12.09	132,490	10,959	.....	.....	.....	.....	.....	123,266	10,196	25,762	4,436	14,951	6,733	7,236	20,220	8,094	.....	.....	.....
WARREN F-6	30.5	9.59	145,374	15,159	4.8	7.2	7.7	27.5	48.3	61,351	6,397	12,096	772	2,055	2,516	1,611	11,283	6,998	15.40	6.6	45,326
WASHINGTON J-6	19.1	6.65	102,115	15,356	3.9	9.7	8.0	18.4	56.5	78,862	11,859	8,231	1,152	4,805	2,291	2,640	11,880	6,067	10.43	5.3	91,300
WAYNE F-7	8.0	3.21	38,794	12,085	9.1	15.5	10.4	20.5	32.5	19,779	6,162	2,802	455	771	45	318	2,807	3,220	4.54	3.3	37,968
WEBSTER E-4	49.8	16.92	232,914	13,766	5.5	12.0	10.3	26.2	41.0	163,409	9,658	28,649	5,377	32,408	6,905	8,168	21,296	13,764	24.87	6.9	74,633
Fort Dodge	30.6	10.64	141,322	13,282	.....	.....	.....	.....	.....	135,898	12,772	26,624	4,559	30,523	6,592	7,652	19,084	10,121	.....	.....	.....
WINNEBAGO F-2	13.4	4.68	70,407	15,044	5.1	11.6	9.7	25.0	45.3	38,214	8,165	7,039	912	1,792	850	1,550	5,939	2,543	7.71	4.4	51,861
WINNESHIEK J-2	22.3	6.68	110,985	16,615	6.9	12.0	9.4	22.8	42.5	60,802	9,102	11,246	548	5,109	1,656	1,522	6,508	5,485	10.03	8.9	84,712
WOODBURY 8-4†	106.6	36.53	479,671	13,131	6.7	12.5	10.8	26.1	37.4	327,793	8,973	55,430	11,955	85,790	15,100	14,140	51,580	24,963	51.97	7.4	182,893
Sioux City	87.3	30.18	386,063	12,792	.....	.....	.....	.....	.....	298,884	9,903	51,728	11,561	85,267	15,003	13,092	46,326	22,042	.....	.....	.....
Sioux City Metro Area	120.2	40.96	538,175	13,139	6.6	13.0	10.9	26.2	36.9	370,662	9,049	64,173	12,674	86,451	15,263	16,379	55,495	31,307	59.04	.....	.....
WORTH F-2	8.7	3.17	49,299	15,552	6.4	10.4	7.8	23.6	45.3	22,396	7,065	3,349	613	1,836	200	397	1,458	880	4.92	3.6	49,863
WRIGHT F-3	16.8	6.00	120,597	20,100	4.6	10.2	8.3	20.5	50.5	70,200	11,700	8,426	954	1,828	1,779	1,619	10,502	5,295	9.24	5.4	75,602

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State Networks—Iowa Radio Network—Continued

DISCOUNT

13x— 5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

10% off earned rate for all stations.

Edited by C. Ross Martin.

Iowa Town and Country Network

Comprised of:

Non-Interconnected Stations

KLGA, KLGA-FM—Algona
KCOG, KCOG-FM—Centerville
KCHA, KCHA-FM—Charles City
KCLN, KCLN-FM—Clinton
KDEC—Decorah
KDSN, KDSN-FM—Denison
KGRN—Grinnell
KOUR, KOUR-FM—Independence
KNIA—Knoxville
KMAQ, KMAQ-FM—Maquoketa
KCOB, KCOB-FM—Newton
KDLS, KDLS-FM—Perry
KIWA, KIWA-FM—Sheldon
KWAY, KWAY-FM—Waverly
KQWC, KQWC-FM, Webster City

Media Code 4 216 0240 0.00
Mailing address: c/o KMAQ, Box 941, Maquoketa, Iowa 52060.

1. PERSONNEL
President—Glen Olsen (KQWC, Webster City).
Vice-President—Wally Stangland (KIWA, Sheldon).
Secretary—Dennis Voy (KMAQ, Maquoketa).
Treasurer—John Talbott (KWAY, Waverly).

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15% on net time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Stations can be bought in any combination desired. Programs may originate from any station. Merchandising available to all accounts.

TIME RATES
Eff————Rec'd 5/10/73.
See individual station rates and use following discount: 6 stations 10%, 10 stations 15%, all stations 20%.

Edited by Dennis Voy.

ALGONA (1 AM; 1 FM)

Kossuth County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KLGA 1956 / KLGA-FM 1670

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 0360 0.00
KLGA, Inc., Box 160, Algona, Iowa 50511. Phone 515-295-2475.
Other Studios: Emmetsburg, Iowa.

STATION'S PROGRAMMING DESCRIPTION
KLGA: Programmed for general adult interest with emphasis to farmer.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Allen.

3. FACILITIES
5,000 w. days; 1600 kc. Directional.
Operating schedule: 6:00 am-local sunset. CST.
FM-ERP 2,800 w.; 92.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 206 ft. above average terrain.
Simulcast 6 am-6 pm.

4. AGENCY COMMISSION
15%. Bills payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

7. PACKAGE PLANS

PER WK, EA:

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	8.00	7.75	7.50	7.00	6.50	6.00

30 sec—80% of 1-min. 10 sec—50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—6% 52 wk—10%

AMES (1 AM; 2 FM)

Story County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KASI 1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 0480 2.00
KASI, Box 728, Radio Center, Ames, Iowa 50010. Phone 515-232-1430.

STATION'S PROGRAMMING DESCRIPTION
KASI: Programmed for adults.
NEWS: every half hour between 6 am & 9 am and noon-1 pm, on hour remainder of day, emphasis on local and regional news. Weekly reports from state university students and administration, state offices and high school. 4 news and farm news reports daily from network, daily programs with county extension farm director and county extension home economist. MUSIC: general popular music, featuring standards, middle-of-the-road and showtunes. SPORTS: daily reports and live university football. Contact Representative for further details. Rec'd 3/1/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dale Cowle.
Program Director—Robert Burr.
Sales Manager—David De Bell.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21a, 22a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73.
Prod. Services: 80, 81, 82.
AM earned frequency applicable to FM schedule.
Affiliated with MBS.
Member: Iowa Radio Network, Farm Radio Network.

TIME RATES
No. 9 Eff 9/1/75—Rec'd 7/31/75.
AA—6:30-8:30 am, noon-1 pm & 4-5:30 pm.
A—All other times.

7. PACKAGE PLANS

CLASS A

PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti
1 min	9.00	8.50	8.25	8.00	7.50
30 sec	7.20	6.80	6.60	6.40	6.00
PER YR:		156x	250x	500x	1000x
1 min		8.25	8.00	7.50	6.50
30 sec		6.60	6.40	6.00	5.20

AA: Extra 10%.

8. PROGRAM TIME RATES

A:	1x	52x	156x	260x
5 min	18.00	15.00	12.50	10.00

AA: Extra 10%.

Submitted by Dale Cowle.

KASI-FM 1968

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 0481 0.00
KASI, Box 728, Radio Center, Ames, Iowa 50010. Phone 515-232-1430.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KASI-FM: Programmed for young adults and college audience.
NEWS: every hour on the half hour, 15 min at 12:30 pm. SPORTS: all sports including high school and state university football, basketball, plus other sports specials. MUSIC: Popular and current hits. Contact Representative for further details. Rec'd 7/30/69.

3. FACILITIES
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 400 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations.
AM earned frequency applicable to FM schedule.
Member: Iowa Radio Network.

TIME RATES
AA—8-11 pm.
A—All other times.
Rates for time classifications are the same as KASI. See that listing for rates.

KLFM (FM) 1967

Subscriber to the NAB Radio Code
Media Code 4 216 0609 5.00
Lunde Corporation, Box 1647, 304-1/2 Main St., Ames, Iowa 50010. Phone 515-232-0164.

STATION'S PROGRAMMING DESCRIPTION
KLFM (FM): Programmed for adults and young adults.
Music 85%, news, sports & public affairs 15%.
NEWS: network at :15; local at 7, 7:30, 8:30 am, 12N, 6:30 & 11 pm. Business news at 6:25 pm.
SPORTS: university football & basketball. MUSIC: MOR current hits & standards. Rec'd 11/7/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul D. Lunde.
Operations Manager—Mark R. Lunde.
Vice-President—Barbara K. Lunde.

3. FACILITIES
ERP 100,000 w.; 104.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22b, 23a, 26, 28b.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb., Cont. Discounts: 62d.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 11/1/73—Rec'd 10/3/73.
A—6 am-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

A:	1 min	30 sec	15 sec
Flat	4	3	2

8. PROGRAM TIME RATES

A:	1 hr	1/2 hr	1/4 hr	10 min	5 min
Flat	55	34	20	16	12

10. SPECIAL FEATURES

A:	1/4 hr	10 min	5 min
Newscasts, flat	16	12	8

B: Approximately 60% of A.

ATLANTIC (1 AM; 1 FM)

Cass County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KJAN 1950 / KJAN-FM 1966

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 0720 1.00
Nishna Valley Broadcasting Co., Inc., Box 289, Atlantic, Ia. 50022. Phone 712-243-2920.

STATION'S PROGRAMMING DESCRIPTION
KJAN: Programmed for general interest. FARM 6-7

1. PERSONNEL
Sales Manager—E. G. "Red" Faust.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w.; 103.7 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 405 ft. above average terrain.
Simulcast 6 am-local sunset.
KJAN-FM.

4. AGENCY COMMISSION
15/0 monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Radio Network.

TIME RATES
No. 9 Eff 10/1/73—Rec'd 10/5/73.
AA—6-9 am, 11:30 am-1:30 pm & 4-6:30 pm.
A—9-11:30 am, 1:30-4 pm & 6:30-11 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA

1 min, flat 8.00 20/30 sec, flat 6.00

CLASS A

	1x	26x	52x	104x	156x	260x	312x	520x
1 min	8.00	6.00	5.50	5.00	4.75	4.50	4.25	4.00
20/30	6.00	4.50	4.25	4.00	3.75	3.50	3.25	3.00

(This listing continued on next page)

Atlantic—KJAN, KJAN-FM—Continued

7. PACKAGE PLANS
SATURATION PACKAGES-ROS

PER WK:	9 ti	12 ti	19 ti	24 ti	48 ti
1 min	5.00	4.75	4.50	4.25	4.00
30 sec or less	4.00	3.75	3.50	3.25	3.00

BOONE (1 AM; 1 FM)

Boone County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KWBG 1950 — KWBG-FM 1975

Subscriber to the NAB Radio Code
Media Code 4 219 0640 7.00
Ken Kilmer Broadcasting Co., Box 366, 724 Story St., Boone, Iowa 50036. Phone 515-432-1590
STATION'S PROGRAMMING DESCRIPTION
KWBG: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—Ken Kilmer.
2. REPRESENTATIVES
PRO/Meeker Radio.
Omaha—Soderlund Company.
Western States—Bill Dahlsten & Associates.
3. FACILITIES
1,000 w. days, 500 w. nights; 1500 kc.
Directional—night only.
Operating schedule: 6 am-10 pm. CST.
FM-ERP 3,000 w.; 96.3 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 180 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with The Rep Network.
TIME RATES
Eff 10/12/74—Rec'd 8/19/74.
AA—Mon thru Sat 6:30-9 am, 11 am-1 pm & 4-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
AA	12.00	11.00	10.00	8.00	7.50	6.00
A	10.00	9.00	8.00	7.00	5.50	4.50
*BTA		8.00	7.00	6.00	5.00	4.00

30 sec: 80% of 1-min.
(*) Preemptible, guaranteed 40%AA, 12/24-3/15. Balance of yr guaranteed 25%AA Mon, Tues, Wed.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%
10. SPECIAL FEATURES
Farm—Mon thru Sat 6-7 am, 11 am-1:30 pm & 4:55-5:55 pm, AA rate applies.
Edited by Ken Kilmer.

BURLINGTON (2 AM; 1 FM)

Des Moines County—Map Location K-7
See SRDS consumer market map and data at beginning of the State.

KBUR 1941

AVERY-KNODEL, INC.

NAFB

Subscriber to the NAB Radio Code
Media Code 4 219 0960 3.00
R. B. Co., Inc., Roosevelt Ave., Burlington, Ia. 52601. Phone 319-752-2701.
STATION'S PROGRAMMING DESCRIPTION
KBUR: Programmed for general interest.
MUSIC: popular, MOR & top 100. NEWS: 4 man local news staff. AP & network. WEATHER: full weather coverage, U. S. weather bureau official recording station. FARM: markets, weather, extension service reports. SPORTS: play-by-play coverage. Contact Representative for further details. Rec'd 12/3/73.
1. PERSONNEL
Pres. & Gen'l Mgr.—David H. Steinle.
Sales Manager—Willis E. Schwartz.
Assistant Sales Manager—James M. Livengood.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation. Simulcast 5-9 am. For non-simulcast facilities see KBUR-FM.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a 15c.
Basic Rates: 20a, 21b, 22a, 24a, 25b, 27, 28a, 28c, 29a, 31.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
TIME RATES
AM/FM COMBINATION
No. 12 Eff 1/1/74—Rec'd 12/19/73.
AA—Mon thru Sat 6-10 am, 11:30 am-1:30 pm & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

AA:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	18	17	16	15	14	13
30 sec	15	14	13	12	11	10
A:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15	14	13	12	11	10
30 sec	12	11	10	9	8	7

ID's: 50% of 1-min.
AM Only: 80% of combination rate.
7. PACKAGE PLANS
TAP—1/2AA, 1/2A

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	15	14	13	12	11	10
30 sec	12	11	10	9	8	7

ID's: 50% of 1-min.
AM Only: 80% of combination rate.
8. PROGRAM TIME RATES

AM ONLY:	1x	52x	104x	156x	260x	312x
1/2 hr	50	47	45	40	37	35
1/4 hr	40	37	35	30	27	25
5 min	25	24	23	22	20	18

KBUR-FM 1967

AVERY-KNODEL, INC.

NAB NAFB

Subscriber to the NAB Radio Code
Media Code 4 216 0961 1.00
R. B., Inc., Roosevelt Ave., Burlington, Iowa 52601. Phone 319-752-2701.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KBUR-FM: Programmed for general interest.
MUSIC: MOR, standards, show tunes, big bands, jazz, non-rock current hits. NEWS: 2 man staff covers local & regional happenings; 27 newscasts daily. SPORTS: play-by-play of high school, junior college, university & professional sports. Contact Representative for further details. Rec'd 12/3/73.
1. PERSONNEL
Manager—James M. Livengood.
Farm Director—Cletus S. Paull.
2. FACILITIES
ERP 53,140 w. (horiz.), 11,330 w. (vert.); 107.3 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see KBUR.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with KBUR. See that listing for rates.
TIME RATES
Eff 11/1/74—Rec'd 11/12/74.
6. SPOT ANNOUNCEMENTS

PER WK:	30 sec	1 min
1 ti	4.60	6.55
15-23 ti	3.85	5.00

10. SPECIAL FEATURES
5-min Newscast/Weather, flat 9.25

KKUZ 1965

Media Code 4 219 1040 5.00
Big Country Broadcasting Corp., 408 N. Main St., Burlington, Iowa 52601. Phone 319-754-7565.
STATION'S PROGRAMMING DESCRIPTION
KKUZ: MUSIC: 100% country western. Weather forecast and report at :15 & :45; UPI news. What's happening in area events featured 4 times daily. FARM: market reports throughout day. AIR PERSONALITIES handle all segments. Rec'd 8/5/75.
1. PERSONNEL
Pres., Gen'l Mgr. & Farm Dir.—James E. Smith.
News & Sports Dir.—Pat McDonough.
Woman's Editor—Patsy Kay Marshall.
2. FACILITIES
500 w.; 1150 kc. Directional.
Operating schedule: 6 am-local sunset daily. CST.
4. AGENCY COMMISSION
15/0; 1st of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 16c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24a, 24b, 25a, 25b, 25c, 29a, 33b.
Contracts: 40a, 42a, 43, 44b, 45, 51b.
Comb.; Cont. Discounts: 60b, 60g, 60i, 62d.
Cancellation: 70a, 70c, 71b, 73a, 73b.
Affiliated with KBS.
TIME RATES
Eff 1/1/71—Rec'd 2/4/71.
A—6:30-9 am, noon-1 pm & 4-6 pm.
B—All other times.
9. SPOT ANNOUNCEMENTS

CLASS A	1x	26x	52x	156x	312x
1 min	8.50	8.00	7.00	9.25	5.50
30 sec	7.50	7.00	6.25	5.50	4.75
CLASS B					
1 min	6.50	6.00	5.50	4.50	4.00
30 sec	5.80	5.40	4.60	3.80	3.40

7. PACKAGE PLANS

PER WK:	9 ti	12 ti	13 ti	24 ti	30 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.80	5.20	4.30	4.40	4.00

10 sec: 50% of 1-min.
8. PROGRAM TIME RATES

1/2 HR:	1x	26x	52x	156x	312x
A	61.00	58.50	56.00	46.50	45.00
B	54.00	52.50	48.00	41.00	30.00

10. SPECIAL FEATURES
CAPSULE REPORTS

5 OR 6 PER WK:	1 wk	13 wk	26 wk	52 wk
A	12.50	11.50	11.00	10.50
B	11.00	10.00	8.50	9.00

CARROLL (1 AM; 1 FM)

Carroll County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KCIM 1950

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 1200 5.00
Carroll Broadcasting Co., Box 886, Carroll, Iowa 51401. Phone 712-792-4321.
1. PERSONNEL
General Manager—Paul Collison.
2. REPRESENTATIVES
PRO/Meeker Radio.
Soderlund Company.
3. FACILITIES
1,000 w.; 1380 kc. Directional—separate patterns, day and night.
Operating schedule: 6 am-midnight.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.
TIME RATES
Eff———Rec'd 4/19/74.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	5.10	5.00	4.90	4.80	4.45	3.85
30 sec	4.10	4.00	3.95	3.85	3.60	3.05

7. PACKAGE PLANS
SATURATION PLAN—ROS

	10 ti	25 ti	50 ti	100 ti
1 min	4.35	3.30	2.90	2.50
30 sec	3.55	2.65	2.35	2.00

KCIM-FM 1967

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 1201 1.00
Carroll Broadcasting Co., Box 886, Carroll, Iowa 51401. Phone 792-4321, 4322.
See affiliated AM station for additional information.
3. FACILITIES
ERP 73,500 w. (horiz.), 9,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
TIME RATES
Rates are identical to KCIM. See that listing.

CEDAR FALLS

Black Hawk County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See Waterloo
(including Cedar Falls)

CEDAR RAPIDS (4 AM; 3 FM)

Linn County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	55	29	29	19
B	18	16	18	15
C	17	14	17	14
D	13	11	13	11
AVERAGE	26	17	19	15

KCRG 1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 1520 9.00
The Cedar Rapids Television Co., Second Ave. at Fifth St. S. E., Cedar Rapids, Iowa 52401. Phone 319-398-3422. TWX 910-525-1341.
1. PERSONNEL
President—Joseph F. Hladky, Jr.
Vice-Pres. & Gen'l Mgr.—Ed Lasko.
Sales Manager—L. E. (Red) Rinor.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w.; 1000 kc. Directional—night only.
Operating schedule: 5:00 am-midnight Mon thru Sat; 6:55 am-midnight Sun. CST.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47c, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
TIME RATES
No. 1-72 Eff 8/15/72—Rec'd 8/10/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-19 pm; Sun 6 am-7 pm.
B—All other times.
7. PACKAGE PLANS
CLASS AA

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti
1 min	19	18	17	16	15
30 sec	15	14	13	12	11
CLASS A					
1 min	16	15	14	13	12
30 sec	12	11	10	9	8
CLASS B					
1 min	12	11	10	9	8
30 sec	8	7	6	5	4

(*) Fixed or less than 6 ti.
TOTAL AUDIENCE PLAN

	1 min	20/30
12 ti (6AA, 4A, 2B) Ea	14	10
18 ti (9AA, 6A, 3B) Ea	13	9
24 ti (12AA, 8A, 4B) Ea	12	8

ID's 50% of 1-min (any plan)
ID's combine at rate of 2 ID's equalling 1-min.
CONSECUTIVE WEEK DISCOUNT
25 wk—5% 52 wk—10%
8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	70	49	25

DISCOUNT
13x—5% 52x—15% 260x—25%
26x—10% 104x—20%
Submitted by Edna A. Herbst.

KHAK 1961 — KHAK-FM 1961

AVERY-KNODEL, INC.

NAB RAB

Communications Properties, Inc.
Subscriber to the NAB Radio Code
Media Code 4 219 1440 5.00
Communications Properties, Inc., Box 1360, 1117 1st Ave., S. E., Cedar Rapids, Iowa 52406. Phone 319-365-9431.
STATION'S PROGRAMMING DESCRIPTION
KHAK: Programmed for adult audience 18-49.
MUSIC: country. NEWS: network at :55, local at :25 & at :60 in drive times & at noon. SPORTS: 5 min at 7:30 am, 12:30 & 5:30 pm M-F; shorts at :45, 1:45-11:45 pm daily; live local high school football & basketball; university football & major NASCAR & USAC auto races. FARM: 60 sec on agriculture 3x daily, M-F in morning drive; livestock market report M-Sat at 6:40 am & 12:15 pm. Contact Representative for further details. Rec'd 4/21/75.
1. PERSONNEL
General Manager—James Young.
Operations Director—Thomas Uttormark.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Minneapolis, St. Paul—Paul J. Ewing.
3. FACILITIES
1,000 w. days; 1360 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 6,800 w.; 98.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 240 ft. above average terrain.
Simulcast 9 am-6 pm.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 49.
Comb.; Cont. Discounts: 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82
Affiliated with MBS.
10% discount when bought in conjunction with WDBQ, Dubuque.
TIME RATES
No. 7 Eff 10/1/72—Rec'd 9/10/73.
AA—Mon thru Sat 9-10 am & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

CLASS AA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	15.00	14.00	13.00	12.00	11.00
20/30 sec	12.00	11.25	10.50	9.50	8.75
10 sec	9.00	8.50	7.75	7.25	6.50
CLASS A					
1 min	13.00	12.00	11.00	10.00	9.00
20/30 sec	10.50	9.50	8.75	8.00	7.25
10 sec	7.75	7.25	6.50	6.00	5.50

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
12 Plan—4AA 6-10 am, 4A 10 am-3 pm, 4AA 3-7 pm.
18 Plan—6AA 6-10 am, 7A 10 am-3 pm, 5AA 3-7 pm.
24 Plan—8AA 6-10 am, 9A 10 am-3 pm, 7AA 3-7 pm.

PLAN:	12	18	24
1 min	132	189	228
20/30 sec	105	153	180

7-day equal schedule, time class rotation. Combinable with spots.

KLWW 1940

EASTMAN RADIO, INC.

NAB RAB

Blackhawk Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 219 1580 9.00
Black Hawk Broadcasting Co., 1110 28th Ave. S.W. Cedar Rapids, Ia. 52404. Phone 319-363-8265.
STATION'S PROGRAMMING DESCRIPTION
KLWW: Programmed for young adults 18-49.
MUSIC: contemporary. NEWS: at :55; at :55 & :25 in drive times. Contact Representative for further details. Rec'd 2/5/75.
1. PERSONNEL
Board Chairman—Robert Buckmaster.
President—Harry Slife.
Vice-Pres. & Gen'l Mgr.—Dave Schneider.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 24c, 27.
Contracts: 40a, 41, 44a, 44b, 45.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Affiliated with Eastman Radio Network.
Member: Farm Radio Network.
(This listing continued on next page)

TIME RATES
No. 22 Eff 12/15/72—Rec'd 12/28/72.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	19.50	17.50	15.50	13.50
30/20 sec	16.80	14.40	12.80	11.20
10 sec	10.50	9.00	8.00	7.00
SECTION II				
1 min	18.00	15.00	13.00	11.00
30/20 sec	14.40	12.00	10.40	8.80
10 sec	9.00	7.50	6.50	5.50
SECTION III				
1 min	14.00	12.00	11.00	10.00
30/20 sec	11.20	9.60	8.80	8.00
10 sec	7.00	6.00	5.50	5.00

7. PACKAGE PLANS
WEEKLY CUME PLANS
PER WK, EA: 1min
Plan A, 30 ti (151, 1011, 5111) 11
Plan B, 15 ti (81, 511, 2111) 13
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Sold in combination with KWWL, Waterloo. All packages, including Cume Plans, combine for frequency discount.
Edited by Dave Schneider.

KQCR
1975

RAB

Media Code 4 216 1620 2.00
Cedar Rapids Broadcasting, Inc., Paramount Bldg., Cedar Rapids, Iowa 52401. Phone 319-363-2061.
STATION'S PROGRAMMING DESCRIPTION
KQCR: Programmed for young adults 18-36.
MUSIC: popular music based on mixture of 80% current selections & selections from previous 5 yrs. NEWS: 6-9 am, noon & early evening. Emphasis on local & regional. SPORTS: sports results as available. COMMERCIAL POLICY: maximum 8 units per hour. Rec'd 4/9/75.

1. PERSONNEL General Manager—Mike Dulaney.
Sales Manager—Bill Clymer.
Program Director—David Hinman.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 24b, 24c, 25a, 27, 28c 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 71a, 72.
Prod. Services: 81.

TIME RATES
Eff ——— Rec'd 4/9/75.
A—6 am-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	14.95	14.09	13.23	12.36	11.50	10.64
PER YR:			250x	500x	750x	1000x
1 min			12.65	11.79	10.93	10.06

Edited by Mike Dulaney.

WMT and WMT-FM
1922

CBS Radio Network

KATZ RADIO

NAFB

RAB NAFMB

An Orion Broadcasting Station
Subscriber to the NAB Radio Code
Sold in combination only.
Media Code 4 216 1680 6.00
WMT, Inc., Box 2147, Cedar Rapids, Ia. 52406. Phone 319-393-8200. TWX 910-525-1326.
STATION'S PROGRAMMING DESCRIPTION
WMT: Programmed for adults.
MUSIC: MOR, AIR PERSONALITIES handle all segments. NEWS: network at :60 followed by local & regional; 30 person news staff, state & Washington bureaus. Weather: staff meteorologist, weather radar, National Weather Service. FARM: 16 hrs. farm news, markets & weather wkly. SPORTS: University football & basketball play-by-play & over 55 sports features wkly. Special features: Talk shows 9:05-10 pm & 2-3 am. Women's interest tele/talk 2:05-3 pm. Contact Representative for further details. Rec'd 4/30/75.
WMT-FM: Programmed for adults.
MUSIC: Familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments. NEWS: capsules at :59. COMMERCIAL POLICY: 4 commercial sequences per hour. Contact Representative for further details. Rec'd 9/13/74.

1. PERSONNEL
General Manager—Lew Van Nostrand.
Station Manager—Jerry Bretey.
Sales Manager—Frank Yanda.

2. REPRESENTATIVES
Katz Radio.
Omaha, Lincoln—Soderlund Company.

3. FACILITIES
5 000 w.; 600 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
FM-ERP 50.000 w.; 96.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 540 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15e, 16.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60d, 60f, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
Affiliated with CBS.

TIME RATES
WMT and WMT-FM COMBINATION
No. 32 Eff 11/25/74—Rev 1/7/75—Rec'd 1/20/75.
AA—Mon thru Sat 6-10 am & noon-1 pm.
A—Mon thru Sat 5:30-6 am, 10 am-noon, 1-3 pm & 3-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 5-5:30 am & 7-10:30 pm; Sun 10:30 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	16 ti	24 ti
AA	70	68	65	62	59
A	45	42	39	36	34
B	35	32	29	26	25

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
WMT & WMT-FM COMBINATION
WEEKEND PLAN
(Fri after 7 pm; Sat except 6-10 am & noon-1 pm; Sun all day)
12 spots per wk, no more than 6 on Sat:
Before 7 pm 31 After 7 pm 24

WMT-AM ONLY:	1 min	30 sec	10 sec
Deduct	10.00	7.50	5.00

THE OVERNIGHT SHOW—AM ONLY
(Mon thru Sat 10:30 pm-5 am)

PER WK:	3 ti	6 ti	12 ti	16 ti	24 ti	30 ti
Ea	6.00	5.00	4.75	4.50	4.25	4.00

May not be combined for other spots for frequency.
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
AM ONLY
AA—Mon thru Sat 6-10 am & noon-1 pm.
A—Mon thru Sat 5:30-6 am, 10 am-noon, 1-3 pm & 3-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-5:30 am; Sun 5:30-6 am.

CLASS AA						
PER YR:	1x	26x	52x	104x	156x	260x
1/2 hr	158	152	145	139	132	126
1/4 hr	113	109	105	100	96	91
10 min	88	85	81	77	74	70
5 min	73	70	67	63	60	56
CLASS A						
1/2 hr	116	111	106	100	95	89
1/4 hr	80	77	74	71	67	63
10 min	61	57	55	52	50	47
5 min	47	46	44	41	39	37
CLASS B						
1 hr	155	148	141	134	126	119
1/2 hr	95	91	87	83	78	74
1/4 hr	67	65	62	59	56	53
10 min	50	48	46	44	41	39
5 min	36	35	33	32	30	29

CENTERVILLE (1 AM; 1 FM)
Appanoose County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KCOG / KCOG-FM
1949 / 1974

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 1000 6.00
Chariton Valley Broadcasting Co., 217-1/2 N. 13th, Centerville, Iowa 52544. Phone 515-856-2241.
STATION'S PROGRAMMING DESCRIPTION
KCOG: C & W, & MOB music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Michael G. O'Connor.

3. FACILITIES
500 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30 am-10 pm. CST.
FM-ERP 100,000 w.; 98.7 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

TIME RATES
No. 9 Eff 11/1/73—Rec'd 10/31/73.
AA—5:45-9 am, 11:30 am-1 pm & 5-6 pm.
A—9-11:30 am, 1-5 pm & 6-10 pm.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 min, flat 8.00 30/30 sec, flat 6.00
CLASS A

	1x	26x	52x	104x	156x	260x	312x	520x
1 min	8.00	6.00	5.50	5.00	4.75	4.50	4.25	4.00
20/30	6.00	4.50	4.25	4.00	3.75	3.50	3.25	3.00

CHARLES CITY (1 AM; 1 FM)
Floyd County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KCHA / KCHA-FM
1949 / 1971

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 1920 6.00
Radio Incorporated, 207 N. Main St., Charles City, Iowa 50616. Phone 515-228-1321.

STATION'S PROGRAMMING DESCRIPTION
KCHA: Programmed for adults with special attention to farmers.

1. PERSONNEL
Pres. & Gen'l Mgr.—LuVerne J. Bromberg.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w. days: 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3.000 w.; 104.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 100 ft. above average terrain.
Simulcast 6 am-7:30 pm.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

TIME RATES
Eff ——— Rec'd 4/28/71.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	6.00	5.75	5.50	5.25	5.00	4.75

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

CHEROKEE
Cherokee County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KCHE
1952

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 2040 2.00
C & H Broadcasting, Inc., Box 1440, 201 S. 5th St., Cherokee, Iowa 51012. Phone 712-225-2511.

1. PERSONNEL
Sec'y-Treas. & Gen'l Mgr.—Charles Kay Hutchinson.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w. days: 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Hawkeye Radio Network.

TIME RATES
No. 3 Eff 4/1/75—Rec'd 5/12/75.
AAA—Mon thru Sat 7-10 am & 11:30 am-1 pm.
AA—Mon thru Sat 6-7 am, 10-11:30 am & 4-6 pm.
A—Mon thru Sat 1-4 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AAA—FIXED								
	312x	260x	156x	104x	52x	26x	13x	1x
30 sec	3.50	3.75	4.00	4.25	4.50	4.75	5.00	5.50
1 min	4.40	4.60	4.80	5.00	5.30	5.60	6.00	6.50

AA: Fixed, deduct 1.00.
A: Fixed, (incl all day Sun.) deduct 1.50.

7. PACKAGE PLANS

SATURATION—BTA								
ROS:	1500x	1000x	500x	300x	200x	100x	50x	1x
30 sec	2.00	2.20	2.50	2.80	3.10	3.40	3.70	4.00
1 min	2.50	2.70	3.00	3.40	3.80	4.20	4.60	5.00

IMPACT SATURATION

7 DAYS, EA:	50 ti	30 ti	10 ti
30 sec	2.85	3.15	3.50
1 min	3.50	4.00	4.30

Rates may be earned in any consec 12-mo period.
10 sec: 50% of 1-min, (minimum 10/day, minimum 1.50 ea).

10. SPECIAL FEATURES
Newscasts—earned rate plus 1.00.
Big Minute—(news & weather headlines)—30 sec, 1-min rate plus 1.00.
Weather—30 sec, 30-sec rate plus 1.00.
Markets—1-min, 5-min rate plus 1.00.
Submitted by C. Kay Hutchinson.

CLARION
Wright County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KRIT (FM)
1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 2160 6.00
Wright County Radio Co., Box 233, 215-6th St., S. W., Clarion, Iowa 50525. Phone 515-532-2829.
STATION'S PROGRAMMING DESCRIPTION
KRIT (FM): Programmed for general interest.

1. PERSONNEL
General Manager—Marvin L. Hull.

3. FACILITIES
ERP 93,000 w.; 96.9 mc.
Operating schedule: 6 am-10:15 pm. CST.
Antenna height: 266 ft. above average terrain.

4. AGENCY COMMISSION
15/0: 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Hawkeye Radio Network.

TIME RATES
Eff 7/1/75—Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	104x	156x	260x	312x
1 min	5.65	4.85	4.55	4.15	3.75	3.40	3.15
30 sec	4.15	3.85	3.55	3.30	2.95	2.65	2.50

10. SPECIAL FEATURES
Participating news—8 am & 12:15 pm, 30 sec, flat 3.50.
Submitted by G. F. McLaughlin.

IOWA

CLINTON (2 AM; 2 FM)
Clinton County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

KCLN / KCLN-FM
1956 / 1970

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 2280 4.00
Valley Broadcasting Co., Box 875, 501 N. 2nd St., Clinton, Iowa 52732. Phone 319-243-1390.
STATION'S PROGRAMMING DESCRIPTION
KCLN: Programmed for adult audience, ages 20-50. FARM: 6-7 am, interviews, market reports, county agent reports, special livestock market reports & news. AIR PERSONALITIES handle all segments with farm director excerpts & reports. MUSIC: popular featuring standards, some country & western & modern. NEWS: major blocks at 7, 8:30 am, noon, 5 & 9:30 pm; local at :30; network at :20; 5 min throughout rest of day. SPORTS: live play-by-play area high school football, basketball, wrestling & baseball, big ten football & national league baseball. Live discussion show weekly with area high school coaches in football & basketball seasons. Contact Representative for further details. Rec'd 2/3/71.

1. PERSONNEL
President—Robert Z Morrison.
General Manager—Ken Kroemer.
Sales Manager—Don Peterson.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1.000 w. days: 1390 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 97.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 24b, 28c, 29a.
Contracts: 40c, 44a, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Iowa Town and Country Network.

TIME RATES
Eff 5/1/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti
1 min	8.00	7.50	7.00	6.50	6.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	90.00	60.00	40.00	20.00
156 x	82.00	50.00	32.50	15.00
312 x	75.00	42.50	25.00	10.00

KROS
1941

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 2400 6.00
Public Service Broadcasters, Inc., Box 518, Jacobsen Bldg., Clinton, Iowa 52732. Phone 319-242-1252.
STATION'S PROGRAMMING DESCRIPTION
KROS: Programmed for general interest.
Music segments handled by air personalities. MUSIC: Popular, standards & country & western, modern country & western. NEWS: 2 man local staff with 0 15-min newscasts plus live UPI network. FARM: local and regional origination. SPORTS: Play-by-play of local high school basketball and football, minor league baseball, national farm team. University football and basketball, major league baseball. Women's programming: call-in M-F plus 3 hours daily with woman disc jockey in afternoons. Evenings: Same music mix as days with net news at :60, local at :30. Contact Representative for further details. Rec'd 2/19/74.

1. PERSONNEL
President—Donald G. Jones.
General Manager—Don Sharp.
Farm Director—James Brady.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 23a, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60e, 61c.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: KSAY.
Member: Iowa Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x
1 min	5.55	5.40	5.25	5.05	4.75
30 sec	4.55	4.40	4.25	4.05	3.75
20 sec	3.30	3.20	3.15	3.00	2.75

10 sec: Flat 2.75.

7. PACKAGE PLANS

	15 ti		40 ti		
10 DAYS:	1 min	30 sec	20 sec	1 min	30 sec	20 sec
Ea	81.75	66.75	48.75	200.00	160.00	120.00

(This listing continued on next page)

Clinton—KROS—Continued

8. PROGRAM TIME RATES

	1x	52x	156x	312x
5 min	10	(*)	9	8
10 min	16	15	14	12
1/4 hr	23	22	21	18

(*) 9.50.
1 hr: Flat 30.00.

KSAY
(formerly KROS-FM)
1947

SAB

Subscriber to the NAB Radio Code

Media Code 4 216 2460 2.00
Public Service Broadcasters, Inc., Box 708, 108 Second St., Clinton, Iowa 52732. Phone 319-242-5744.
See affiliated AM station for additional information.
AM facilities: KROS.

STATION'S PROGRAMMING DESCRIPTION
KSAY: Inspirational programming for adults.
MUSIC: gospel & country western. NEWS: local & regional at :60; professional meteorologist at :30. FARM: local & regional origination. SPORTS: play-by-play local high school basketball & football; university football & basketball; professional baseball & football. Contact Representative for further details. Rec'd 3/26/75.

1. PERSONNEL
Operations/Sales Mgr.—Pat Sullivan.

3. FACILITIES
ERP 100,000 w.; 96.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/75—Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x
1 min	5.55	5.40	5.25	5.05	4.75
30 sec	4.55	4.40	4.25	4.05	3.75
20 sec	3.30	3.20	3.15	3.00	2.75

10 sec: Flat 2.75.

7. PACKAGE PLANS

	1 min	30 sec	20 sec
BTA, WITHIN 10 DAYS:			
15 ti	81.75	66.75	48.75
40 ti	200.00	160.00	120.00
52 WK PLAN, EA:			
6+ per wk	4.90	3.90	2.90
961 Plan	4.20	3.25	2.50
1500 Plan	4.00	3.00	2.30

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	10	16	23	45	80
52 x	(*)	15	22	40	70
156 x	9	14	21	35	60
213 x	8	12	18	30	50

(*) 9.50.

COUNCIL BLUFFS

Pottawattamie County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

See Omaha, Neb.
(including Council Bluffs, Iowa)

CRESTON (1 AM; 1 FM)

Union County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KSIB
1948

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 216 2820 3.00
KSIB, Inc., Box 457 Radio Center, Creston, Iowa 50801. Phone 515-782-2155.

STATION'S PROGRAMMING DESCRIPTION
KSIB: Programmed for both rural and urban audiences of all ages.

1. PERSONNEL
General Manager—Charles C. Earls.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
1,000 w.; 1520 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISS'ON
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 3/1/74—Rec'd 3/15/74.

6. SPOT ANNOUNCEMENTS

	Open	308x	732x	1095x
1 min	7.50	5.75	5.25	5.00
30 sec	6.00	4.25	3.75	3.50

KSIB-FM
1966

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 216 2821 1.00
KSIB, Inc., Box 457, Hwy. 34, Creston, Iowa 50801. Phone 515-782-2155.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSIB-FM: NEWS: on hour. MUSIC: standards.

3. FACILITIES
ERP 3,000 w.; 101.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 252 ft. above average terrain.

TIME RATES
Rates are identical to KSIB. See that listing.

DAVENPORT (Iowa)-ROCK ISLAND-MOLINE (Illinois)

(5 AM; 4 FM)

Davenport-Scott County, Iowa—Map Location L-5
Rock Island-Rock Island County, Ill.—Map Location C-3
Moline-Rock Island County, Ill.—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	35	30	35	30
B	33	25	33	30
C	28	20	28	18
D	23	18	18	17
AVERAGE	30	23	29	24

KIIK (FM)
1948
DAVENPORT, IOWA

BLAIR RADIO

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 216 2680 5.00
KIIK, 805 Brady St., Davenport, Iowa 52803. Phone 319-324-9151. TWX 910-525-1189.
See affiliated AM station for additional information.
AM facilities: WOC.

STATION'S PROGRAMMING DESCRIPTION
KIIK (FM): MUSIC: rock music classics, recent & current hits. Contact Representative for further details. Rec'd 8/4/72.

3. FACILITIES
ERP 63,000: 103.7 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 800 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 4 Eff 8/1/74—Rec'd 9/23/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)
6 ti	37	30	22	18	32	26
12 ti	35	28	20	16	30	24
18 ti	33	27	18	15	28	23
24 ti	31	25	16	13	26	21

(*) 30 sec or less.

KRVR
1974
DAVENPORT, IOWA

EASTMAN RADIO, INC.

Beautiful Music

SAB

Subscriber to the NAB Radio Code

Media Code 4 216 2685 4.00
Mid-America Audio-Video, Inc., 1706 Brady St., Davenport, Iowa 52803. Phone 319-322-2606.
See affiliated AM station for additional information.
AM facilities: WQUA.

STATION'S PROGRAMMING DESCRIPTION
KRVR: Programmed for adults. Contact Representative for further details. Rec'd 3/28/75.

1. PERSONNEL
Station Manager—John A. Flambo.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 106.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 190 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 12/1/74—Rec'd 2/24/75.

6. SPOT ANNOUNCEMENTS

I MIN/LESS, PER WK:	1 wk	13 wk	26 wk	52 wk
5 ti	18.00	17.00	16.00	15.00
15 ti	16.50	15.50	14.50	13.50
20 ti	15.00	14.00	13.00	12.00
25 ti	13.50	12.50	11.50	10.50
5 CONSECUTIVE DAYS				
5 ti	16.00	15.00	14.00	13.00
15 ti	14.50	13.50	12.50	11.50
20 ti	13.00	12.00	11.00	10.00
25 ti	11.50	10.50	9.50	8.50
7 CONSECUTIVE DAYS				
7 ti	15.00	14.00	13.00	12.00
14 ti	13.50	12.50	11.50	10.50
21 ti	12.00	11.00	10.00	9.00
28 ti	10.50	9.50	8.50	7.50

KSTT
1948
DAVENPORT, IOWA

KATZ RADIO

Media Code 4 216 2690 4.00
KSTT, Inc., 1111 East River Dr., Davenport, Iowa 52803. Phone 319-326-2541.

1. PERSONNEL
President—Frederick Epstein.
Vice-Pres., Sta. & Nat'l Sales Mgr.—Melvin W. LaForce.
Program Director—Jack Fitzgerald.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w.; 1170 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 15e.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 26b, 28c, 29b, 30, 33d.
Contracts: 40a, 41, 45, 46, 51b.
Comb.; Cont. Discounts: *60e, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
(*) Applies to minute and 30 seconds only.
Affiliated with Katz Radio Network.

TIME RATES
No. 18 Eff 1/1/75—Rec'd 1/29/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-11 pm; Sun noon-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
6 ti	35	32	23	28	26	18
12 ti	33	30	21	26	24	17
18 ti	30	27	20	24	22	16
24 ti	28	25	17	22	20	14

10 sec/less: 60% of 1-min.

KWNT
1952
DAVENPORT, IOWA

All Country

SAB

Media Code 4 216 2700 5.00
KWNT Radio, 1019 Mound St., Davenport, Iowa 52803. Phone 319-326-4407.

STATION'S PROGRAMMING DESCRIPTION
KWNT: Programmed for young adults, 21-49.
MUSIC: modern country with standards & current hits. Trading stamp drawings in housewife hours M-F. NEWS: local at :45, network at :30. Local news dept. UPI, & network wires. SPORTS: scoreboard am. NASCAR racing; local stock car racing results 6:10 pm Thur-M. FARM: markets early am & noon. Contact Representative for further details. Rec'd 8/27/73.

1. PERSONNEL
President—Oneita G. Schmidt.
Sta. & Sls. Mgr.—Charles L. Lintgen.
Program Director—Clay Traver.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
500 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 12b, 15b.
Basic Rates: 20b, 21b, 21d, 23b, 24c, 25a, 28c, 29a, 33c.
Contracts: 40a, 42a, 42c, 44a, 45, 47c, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62a, 62d.
Cancellation: 70a, 70e, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 3 Eff 10/1/68.—Rec'd 9/11/68.

6. SPOT ANNOUNCEMENTS
1 min 15 30 sec 12

CONSECUTIVE WEEK DISCOUNTS
23 wk—5% 52 wk—10%

7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	15.00	14.50	13.50	12.50	11.50
30 sec	12.00	11.50	10.50	9.50	8.50

RATEHOLDER
Minimum wkly sched of 5 1-min spots Mon thru Fri necessary to maintain consec wk advertising.

WHBF
1925
ROCK ISLAND, ILL.

CBS Radio Network

AVERY-KNODEL, INC.

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 216 2880 1.00
The Rock Island Broadcasting Co., 231 18th St., Rock Island, Ill. 61201. Phone 309-786-5441. TWX 910-653-1508.

STATION'S PROGRAMMING DESCRIPTION
WHBF: Programmed for adults & young adults 18+.
MUSIC: modern MOR with blend of country music daytime. Country 6 pm midnight. NEWS: 8 person news staff, 7 stringers, AP wire, NOAA weather wire, weather radar, state network actualities. FARM: 6:50 am regional weather; 12:15 12:55 pm. Farm markets & business: 12:55 pm regional weather report. SPORTS: local play-by-play & special events in season. Contact Representative for further details. Rec'd 5/30/75.

1. PERSONNEL
Executive Vice-President—Edward E. DeLong.
Vice-Pres. & Gen'l Mgr.—Ted Arnold.
Sales Manager—Jack Z. Bennett.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w.; 1270 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 6a, *6b, 8.
Rate Protection: 10b, 14c, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 24c, 26, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) Applies to FM.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 24 Eff 7/1/75—Rec'd 5/30/75.
AAA—Mon thru Fri 6-10 am & noon-1 pm.
AA—Mon thru Fri 5-6 am; 10 am-noon & 1-7 pm. Sat and Sun sign-on to 7 pm.
A—Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	*AAA 1 min 30 sec	*AAA 1 min	*AA 30 sec	*AA 1 min	A 30 sec	A 1 min
1 ti	27	22	22	18	9	7
6 ti	25	20	20	16	---	---
12 ti	23	18	18	14	---	---
18 ti	21	16	16	12	---	---
24+	19	14	14	10	---	---

*CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—20% 52 wk—30%

7. PACKAGE PLANS
BTA PLANS
(Mon thru Sun sign-on to sign-off)

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	48+
1 min	12	11	10	9	8	7
30 sec	10	9	8	7	6	5

18. SPECIAL FEATURES
15 min—1-1/2x applicable 1-min rate.
5 min—1-1/2x applicable 30-sec rate.

AM/FM. combine in number to earn lowest rate on both stations.

Edited by Jack Z. Bennett.

(Davenport (Iowa)-Rock Island-Moline (Illinois) continued on next page)

WHBF-FM
1947
ROCK ISLAND, ILL.

AVERY-KNODEL, INC.

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 216 2881 6.00

The Rock Island Broadcasting Co., 231 18th St., Rock Island, Ill. 61201. Phone 309-786-5441. TWX 910-653-1308.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHBF-FM: Programmed for adults.
MUSIC: rock, playing music from hit albums with singles. COMMERCIAL POLICY: 8 minutes per hour within 4 commercial breaks. Contact Representative for further details. Rec'd 5/30/75.

1. PERSONNEL
Program Manager—Harlan Ralston.

3. FACILITIES
ERP 39,000 w.; 98.9 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 900 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 7/1/75—Rec'd 5/30/75.
AAA—Mon thru Fri 10 am-7 pm.
AA—Mon thru Fri 5-10 am & 7 pm-sign-off; Sat & Sun sign-on-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
3 ti	20	16	17	14
6 ti	18	14	15	12
12 ti	16	12	13	10
18 ti	14	10	11	8
24+	13	9	10	7

CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—20% 52 wk—30%

7. PACKAGE PLANS
MON THRU SUN SIGN-ON-SIGN-OFF

PER WK. BTA:	6 ti	12 ti	18 ti	24 ti	36 ti	48+
1 min	11	10	9	8	7	6
30 sec	9	8	7	6	5	4

10. SPECIAL FEATURES
News adjacencies—1 min/30 sec, extra 10%. Rotates.

AM/FM, combine in number to earn lowest rate on both stations.

Edited by Jack Z. Bennett.

WMDR (FM)
1970
MOLINE, ILL.

KATZ RADIO

NAB RAB

A Lee Enterprises Station
Subscriber to the NAB Radio Code

Media Code 4 216 2940 3.00

Lee Enterprises, Inc., Box 461, Moline, Ill. 61265. Phone 309-526-3357.

STATION'S PROGRAMMING DESCRIPTION
WMDR (FM): Programmed for adults.
MUSIC: primarily instrumentals with some vocals. Traditional, standard, pop & contemporary selections & artists. 2-hrs classical music each eve. NEWS: network at :15; local 1-min at :20; weather at :50. Contact Representative for further details. Rec'd 6/28/73.

1. PERSONNEL
General Manager—Doug Sherwin.
General Manager/Broadcast Div.—Lloyd Loers.
National Sales Manager—Robert G. Fruehe.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 50,000 w.; 96.9 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 8.
Rate Protection: 10e, 12e, 13e, 14e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 601, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Radio Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 2 Eff 1/28/74—Rec'd 2/1/74.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—All other times.

8. SPOT ANNOUNCEMENTS

	AAA 1 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	16	14	13	12	15	11	10	9
	A				B			
1 min	11	10	9	8	9	8	7	6

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WOC
1922
DAVENPORT, IOWA

NBC Radio Network

BLAIR RADIO

NAFB

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 216 3000 5.00

WOC Broadcasting Co., 805 Brady St., Davenport, Iowa 52808. Phone 319-324-1861. TWX 910-525-1189.

STATION'S PROGRAMMING DESCRIPTION
WOC: MUSIC: new format in sound presents a musical concept of popular music providing a setting for commercials showcased into 15 units per hour NEWS: world news on hour and local news on each half hour. 8 man news department, 3 remote units, plane. Telephone interview program Sat & Sun 6-9 pm. SPORTS: sports/newscasts 4:30 & 5:30 pm daily. FARM: director with news/market reports 6:15, 6:45 am, 12:15 & 12:45 pm. Contact Representative for further details. Rec'd 11/7/73.

1. PERSONNEL
President—D. D. Palmer.
General Manager—Lee Marts.
Sta. & Nat'l Sales Mgr.—Don Hanley.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1420 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 13c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 601, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Beer advertising acceptable subject to certain restrictions—details on request.
FM facilities: KIIK (FM).
Affiliated with NBC and Blair Represented Network.

TIME RATES
No. 27 Eff 8/1/74—Rec'd 9/23/74.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
A—Mon thru Sat 5-6 am, 10 am-noon & 1-3 pm; Sun 5 am-7 pm.
B—All other times.

8. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)
6 ti	30	24	27	22	19	16
12 ti	28	22	25	20	18	15
18 ti	26	21	23	19	17	14
24 ti	24	20	21	17	16	13

(*) 30 sec or less.

WQUA
1946
MOLINE, ILL.

EASTMAN RADIO, INC.

Personality MOR

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 3120 1.00

Radio Moline, Inc., Radio Center, Moline, Ill. 61265. Phone 309-764-6727

STATION'S PROGRAMMING DESCRIPTION
WQUA: Programmed for general audience appeal, 18-49.
MUSIC: blend of contemporary/MOR with contest oriented personalities. NEWS: at :30, extended at :60 & :30 during am & pm drive times; emphasis on Iowa/Ill. local news with 7-man news dept, 5 mobile units, AP & UPI wire service & UPI audio. Remotes available. Weather & sports throughout day with driving conditions when necessary. Contact Representative for further details. Rec'd 12/3/73.

1. PERSONNEL
President—Burrell L. Small.
Vice-Pres. & Gen'l Mgr.—G. LaVerne Flambo.
Station Manager—John R. Dombek.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
At station's option, cancellation of contracts cannot become effective until 2 weeks after contractural starting date.
FM facilities: KRVR.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 5/1/74—Rec'd 4/23/74.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 10 am-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	AAA 1 wk	AAA 10 wk	AAA 20 wk	AAA 52 wk	AA 1 wk	AA 10 wk	AA 20 wk	AA 52 wk
3 ti	24.00	20.00	18.00	16.50	18.50	16.50	15.50	14.50
6 ti	22.00	18.00	16.50	15.50	17.50	15.50	14.50	13.50
12 ti	21.00	17.00	15.50	14.50	16.50	14.50	13.50	12.50
18 ti	19.50	15.50	14.50	.....	15.50	13.50	12.50	.....
24 ti	.....	.....	.....	.....	14.50	12.50	.....	.....

30 sec: 80% of 1-min.
Weeks must be consecutive.
Fixed position, extra 20%.

DECORAH

Winneshiek County—Map Location J-2
See SRDS consumer market map and data at beginning of the State

KDEC
1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 3240 7.00

Scenic Broadcasting Co., Inc., Locust Rd., Decorah, Iowa. 52101. Phone 319-382-4251.

STATION'S PROGRAMMING DESCRIPTION
KDEC: Programmed for adults with emphasis to farmers.

1. PERSONNEL
General Manager—Verne Koenig.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Shares time with KWLC, Luther College, Decorah.
Operating schedule: 6:00-9:00 am and 11:45 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

TIME RATES
Eff 4/1/69—Rec'd 3/3/69.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	5.50	5.25	5.00	4.75	4.50	4.25

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

DENISON (1 AM; 1 FM)

Crawford County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KDSN
1954

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 3360 3.00

Denison Broadcasting Co., Box 337, Denison, Ia. 51442. Phone 712-263-3141.
Studio—1/2 mile northeast on Ridge Rd.

STATION'S PROGRAMMING DESCRIPTION
KDSN: Programmed for adults and oriented towards farmers and agri-businessmen.

1. PERSONNEL
General Manager—Don Uker.

2. REPRESENTATIVES
Soderlund Company.
Chicago—Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 8 am-local sunset. For non-simulcast facilities see KDSN-FM.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

TIME RATES
Eff 3/1/69—Rec'd 2/5/69.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	6.00	5.75	5.50	5.25	5.00	4.75

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KDSN-FM
1968

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 3361 1.00

Denison Broadcasting Co., Box 337, Denison, Iowa 51442. Phone 712-263-3141.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 107.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KDSN.

5. GENERAL ADVERTISING See coded regulations
Member: Iowa Town and Country Network.

TIME RATES
Rates are identical to KDSN. See that listing.

IOWA

DES MOINES (6 AM; 5 FM)

Polk County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	67	47	67	40
B	47	40	47	28
C	25	31	31	21
D	22	18	21	18
AVERAGE	40	34	42	27

KCBC
1947

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 216 3480 8.00

Allied Broadcasting Co., Box 1404, 6967 University, Des Moines, Iowa 50305. Phone 515-277-4483.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert D. Bunce.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
1,000 w.; 1390 kc. Directional—same pattern all hours.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 20e, 21b, 22a, 23a, 24c, 25a, 28c, 29a, 30.
Contracts: 40a, 42c, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62d.
Cancellations: 70b, 70c, 71a, 72, 73b.
Prod. Services: 81.
Affiliated with American Information Network.
Member: Iowa Radio Network, Farm Radio Network.

TIME RATES
Eff 7/1/74—Rec'd 7/1/74.
AA—Mon thru Fri 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm.
B—All other times.

7. PACKAGE PLANS
WEEKLY PLAN—MON THRU SAT

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	13.00	11.00	12.00	10.00	10.00	9.00
12 ti	11.50	10.00	10.50	9.00	9.50	8.50
24 ti	11.00	9.50	10.00	8.50	9.00	8.00
36 ti	10.50	9.00	9.50	8.00	8.50	7.50
48 ti	10.00	8.50	9.00	7.50	8.00	7.00

KDMI (FM)
1961

Media Code 4 216 3600 2.00

Richards and Associates, 2907 Merle Hay Rd., Des Moines, Iowa 50310. Phone 515-274-4967.

STATION'S PROGRAMMING DESCRIPTION
KDMI (FM): Christian radio, time available to religious broadcasters only. Rec'd 3/28/75.

1. PERSONNEL
President—Maxine Bruinekool.
Station Manager—Jerry Siegh.

3. FACILITIES
ERP 115,000 w.; 97.3 mc.
Operating schedule 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
Eff——Rec'd 3/28/75.

6. SPOT ANNOUNCEMENTS
1 min 5.00

8. PROGRAM TIME RATES

	Daily 1/4 hr	Daily 1/2 hr	Wkly 1/4 hr	Wkly 1/2 hr
Ea	15	25	18	28

KGGO (FM)
(formerly KFMG (FM))
1964

NAB RAB

A Stoner Station

Media Code 4 216 3710 9.00

Stoner Broadcasting System, 3900 N. E. Broadway, Des Moines, Iowa 50317. Phone 515-265-6181.
See affiliated AM station for additional information.
AM facilities: KSO.

STATION'S PROGRAMMING DESCRIPTION
KGGO (FM): Programmed for adults and young adults.
MUSIC: top 40 rock with live announcers. Contact Representative for further details. Rec'd 3/5/75.

1. PERSONNEL
Sales Manager—Calvin Crane.
Program Director—Ted W. Scott.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 100,000 w.; 94.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
No. 2 Eff 11/1/73—Rec'd 10/16/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	12	11	10	9
30 sec	10	9	8	7

Schedules on KSO/KGGO (FM) earn frequency for both stations.

(Des Moines continued on next page)

Des Moines—Continued

KIOA
1947

EASTMAN RADIO, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 3840 4.00
Mid-America Broadcasting Inc., 215 Keo Way, Des Moines, Iowa 50309. Phone 515-282-9191.
STATION'S PROGRAMMING DESCRIPTION
KIOA: NEWS: 6 man news staff, 1 mobile unit. 5 min at :45 & :15 drivetimes; 5 min at :45 other dayparts. SPORTS: within newscasts. COMMERCIAL POLICY: non-cluster commercials. Contact Representative for further details. Rec'd 9/29/72.
1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Ed Wodka.
Local Sales Manager—Jim Johnson.
Operations Manager—Peter McLane.
2. **REPRESENTATIVES**
Eastman Radio, Inc.
3. **FACILITIES**
10,000 w. days, 5,000 w. nights; 940 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily, CST.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Eastman Radio Network.

TIME RATES
AM/FM COMBINATION
No. 6 Eff 11/1/74—Rec'd 10/7/74
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.
III—Mon thru Sun 10 pm-midnight.
6. **SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	12 ti	18 ti	24 ti
I	60	55	50	47
II	50	47	45	43
III	31	27	25	23

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 15%.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.
8. **PROGRAM TIME RATES**
5 min—1-1/2 x applicable 1-min rate.

KIOA-FM
1964

NAB RAB

Media Code 4 216 3841 2.00
Mid-America Broadcasting, Inc., 215 Keo Way, Des Moines, Iowa 50309. Phone 515-282-9191.
See affiliated AM station for additional information.
1. **PERSONNEL**
Sales Manager—Jim Spoerl.
3. **FACILITIES** ERP 100,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna height: 420 ft. above average terrain.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with Eastman Radio Network.
Sold in combination with KIOA. See that listing for rates.

TIME RATES
No. 2 Eff 11/1/74—Rec'd 10/7/74.
I—Mon thru Sun 6 am-7 pm.
II—Mon thru Sun 7 pm-midnight.
6. **SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	12 ti	18 ti	24 ti
I	25	20	18	16
II	20	16	14	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

KLYF (FM)
1948

NAB NAFMD

Subscriber to the NAB Radio Code
Media Code 4 216 3960 6.00
Palmer Broadcasting Co., 1100 Walnut St., Des Moines, Iowa 50308. Phone 515-288-6511. TWX 910-520-2549.
See affiliated AM station for additional information.
AM facilities: WHO.
STATION'S PROGRAMMING DESCRIPTION
KLYF(FM): MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :59. Contact Representative for further details. Rec'd 5/4/73.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc.
Operating schedule: 6-1 am. CST.
Antenna ht.: 1,700 ft. above average terrain.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with Blair Represented Network.
WHO spots combine with KLYF (FM) spots for frequency discount on KLYF (FM) ONLY.

TIME RATES
No. 5 Eff 4/7/75—Rec'd 3/10/75.
AA—Mon thru Sun 10 am-7 pm.
A—Mon thru Sun 6-10 am & 7-10 pm.
B—All other times.
6. **SPOT ANNOUNCEMENTS**
1 MINUTE—FIXED

PER	AA				A			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
6 ti	33	32	31	30	23	22	21	20
12 ti	32	31	30	29	22	21	20	19
18 ti	31	30	29	28	21	20	19	18
24 ti	30	29	28	27	20	19	18	17
					B			
6 ti					18	17	16	15
12 ti					17	16	15	14
18 ti					16	15	14	13
24 ti					15	14	13	12

30 SECONDS—FIXED

	AA				A			
6 ti	27	26	25	24	19	18	17	16
12 ti	26	25	24	23	18	17	16	15
18 ti	25	24	23	22	17	16	15	14
24 ti	24	23	22	21	16	15	14	13
					B			
6 ti					15	14	13	12
12 ti					14	13	12	11
18 ti					13	12	11	10
24 ti					12	11	10	9

7. **PACKAGE PLANS**
TAP I—1/2AA, 1/2A

PER	1 min				30 sec			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
6 ti	18	17	16	15	15	14	13	12
12 ti	17	16	15	14	14	13	12	11
18 ti	16	15	14	13	13	12	11	10
24 ti	15	14	13	12	12	11	10	9

TAP II—1/3AA, 1/3A, 1/3B

6 ti	16	15	14	13	13	12	11	10
12 ti	15	14	13	12	12	11	10	9
18 ti	14	13	12	11	11	10	9	8
24 ti	13	12	11	10	10	9	8	7

KRNQ (FM)
1970

KATZ RADIO

Adult Rock

Subscriber to the NAB Radio Code
Media Code 4 216 4020 2.00
Stauffer Publications, Inc., Box 1350, 611 Fifth Ave., Des Moines, Iowa 50305. Phone 515-280-1350.
See affiliated AM station for additional information.
AM facilities: KRNT.
STATION'S PROGRAMMING DESCRIPTION
KRNQ (FM): Programmed for general interest.
MUSIC: Rock programmed in 15 minute segments; current hits blended & back announced followed by past hits. NEWS: at :15. Contact Representative for further details. Rec'd 10/9/74.
3. **FACILITIES**
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 514 ft. above average terrain.
5. **GENERAL ADVERTISING See coded regulations**
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 5/1/75—Rec'd 4/24/75.
6. **SPOT ANNOUNCEMENTS**

1 MIN:	1 ti	18 ti	35 ti	54 ti	108 ti	164 ti
Per wk	8.00	7.50	7.00	6.50	.....	.....
Per mo	.....	.....	.....	7.00	6.50	6.00

30 sec or less: Deduct 2.00.
KRNQ (FM) & KRNT cross combinable for discount purposes.

KRNT
1935

KATZ RADIO

MOR-News-Sports

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 4080 6.00
Stauffer Publications, Inc., Box 1350, 611 Fifth Ave., Des Moines, Iowa 50305 Phone 515-280-1350.
STATION'S PROGRAMMING DESCRIPTION
KRNT: MUSIC: modern adult MOR and general popular. Personality & news Contact Representative for further details. Rec'd 4/16/71.
1. **PERSONNEL**
General Manager—Al Lobeck.
General Sales Manager—Ron Granzow.
Program Director—Del Hull.
2. **REPRESENTATIVES**
Katz Radio
3. **FACILITIES**
5,000 w.; 1350 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15e.
Basic Rates: 20h, 21a, 22b, 23b, 24c, 25a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82
FM facilities: KRNQ (FM).
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 27 Eff 5/1/75—Rec'd 4/24/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—All other times.
6. **SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	24	23	22	21	20
AA	19	18	17	16	15
A	17	16	15	14	13
B	14	13	12	11	10

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
7. **PACKAGE PLANS**
TAP—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min	16	15	14	13

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
KRNT & KRNT (FM) cross combinable for discount purposes.

KSO
1921

NAB RAB

A Stoner Station
Media Code 4 216 4200 6.00
Stoner Broadcasting System, Inc., 3900 N. E. Broadway, Des Moines, Iowa 50317. Phone 515-265-6181.
STATION'S PROGRAMMING DESCRIPTION
KSO: MUSIC: Country. NEWS: at :60 & :30. AIR PERSONALITIES handle all segments. Promotion and contests. Merchandising plan for clients. Contact Representative for further details. Rec'd 2/25/74.
1. **PERSONNEL**
General Manager—Guy Fowler.
Sales Manager—Rod Orr.
Program Director—Perry St. John.
2. **REPRESENTATIVES**
McGavren-Guild, Inc.
3. **FACILITIES**
5,000 w.; 1460 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15% time only: payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10g, 11g, 12g, 13g, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KGGO (FM).
Affiliated with American Entertainment Network.

TIME RATES
No. 9 Eff 11/1/73—Rec'd 10/16/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm.
B—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.
6. **SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti
AA	23	21	20	19
A	20	18	17	16
B	14	13	12	11

7. **PACKAGE PLANS**

	12 ti	18 ti	24 ti
TAP—1/3AA, 1/3A, 1/3B	15	14	13

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Schedules on KSO/KGGO (FM) earn frequency for both stations.

KWKY
1948

Media Code 4 216 4440 2.00
Norseman Broadcasting Inc., Box 662, Des Moines, Iowa 50303. Phone 515-244-7122.
STATION'S PROGRAMMING DESCRIPTION
KWKY: Programmed for adults and young adults.
MUSIC: country and western exclusively. AIR PERSONALITIES 5:30-7:30 am, 10 am-2 pm, 2-6 pm.
NEWS: 5 min on hour, headlines on half hour. Rec'd 8/14/67.
1. **PERSONNEL**
General Manager—Walter Martell.
2. **FACILITIES**
1,000 w.; 1150 kc. Directional—separate patterns day and night.
Operating schedule: 5:45 am-midnight. CST.
4. **AGENCY COMMISSION**
15% time only: rendered weekly or monthly.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 26a, 29a
Contracts: 40a, 42a 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c 71a, 73a.

TIME RATES
Eff———Rec'd 12/2/74.
6. **SPOT ANNOUNCEMENTS**

FIXED:	26x	52x	156x	260x	312x	500x
1 min	10.50	10.00	9.00	8.25	8.00	7.50
30 sec	9.50	8.00	7.25	7.25	7.00	6.50

7. **PACKAGE PLANS**

PER WK, ROS:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.50	7.25	7.00	6.50

Edited by Walter Martell.

WHO
1924

NBC Radio Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 4560 7.00
WHO Broadcasting Co. 1100 Walnut St., Des Moines, Ia. 50308. Phone 515-288-6511. TWX 910-520-2549
1. **PERSONNEL**
Pres. & Treas.—Dr. D. D. Palmer.
Vice-Pres. & Gen'l Mgr.—Robert H. Harter.
General Sales Manager—Abe Barron.
2. **REPRESENTATIVES**
Blair Radio
3. **FACILITIES**
50,000 w.; 1040 kc. Non-directional.
Operating schedule: 24 hours. CST.
4. **AGENCY COMMISSION**
15% time and talent: 10th of month.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 22a, 23a, 24a, 24b, 24c, 25a.
Contracts: 40a, 42a 45 46, 48.
Comb.; Cont. Discounts: 60b 60e, 60i, 61a, 61b, 62b, 62d, 62e.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
FM facilities: KLYF (FM).
Affiliated with NBC and Blair Represented Network.
WHO spots combine with KLYF (FM) spots for frequency discount on KLYF (FM) ONLY.

TIME RATES
No. 27 Eff 6/1/75—Rec'd 5/20/75.
AA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 3-7 pm.
A—Mon thru Sat 10-11:30 am & 1-3 pm; Sun sign-on-7 pm.
B—Mon thru Sun 7 pm-midnight; Mon thru Sat 5-6 am.
C—Mon thru Sat midnight-5 am.
6. **SPOT ANNOUNCEMENTS**

PER	1 min				30 sec/less			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
CLASS AA—FIXED								
6 ti	77	72	67	61	62	58	54	49
12 ti	72	67	61	56	58	54	49	45
18 ti	67	61	56	51	54	49	45	41
24 ti	61	56	51	46	49	45	41	37
CLASS A								
6 ti	57	52	47	42	46	42	38	34
12 ti	52	47	42	37	42	38	34	30
18 ti	47	42	37	32	38	34	30	26
24 ti	42	37	32	27	34	30	26	22
CLASS B								
6 ti	34	31	28	25	26	24	22	20
12 ti	31	28	25	23	24	22	20	18
18 ti	28	25	23	21	22	20	18	16
24 ti	25	23	21	19	20	18	16	14
CLASS C								
6 ti	17	16	15	14	14	13	12	11
12 ti	16	15	14	13	13	12	11	10
18 ti	15	14	13	12	12	11	10	9
24 ti	14	13	12	11	11	10	9	8

7. **PACKAGE PLANS**
ROS DRIVE—1/2 6-10 AM, 1/2 3-7 PM

PER	1 min				30 sec/less			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
6 ti	57	53	49	45	45	42	39	36
12 ti	53	49	45	41	42	39	36	33
18 ti	49	45	41	37	39	36	33	30
24 ti	45	41	37	33	36	33	30	27

TAP I—1/2AA, 1/2A—ROS

PER	1 min				30 sec/less			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
6 ti	40	37	34	31	32	30	27	25
12 ti	37	34	31	28	30	27	25	22
18 ti	34	31	28	25	27	25	22	20
24 ti	31	28	25	22	25	22	20	17

TAP II—1/3AA, 1/3A, 1/3B—ROS

6 ti	26	24	22	20	21	19	17	15
12 ti	24	22	20	18	19	17	15	13
18 ti	22	20	18	16	17	15	13	12
24 ti	20	18	16	14	15	13	12	11

TAP III—1/4AA, 1/4A, 1/4B, 1/4C—ROS

12 ti	19	18	17	16	16	15	14	13
24 ti	18	17	16	15	15	14	13	12
36 ti	17	16	15	14	14	13	12	11

TEN-FORTY PLAN
I—6-10 am, 11:30 am-1 pm & 3-7 pm.
II—10-11:30 am & 1-7 pm.
III—5-6 am, 7 pm-midnight.

PER YR.	I	II	III
FIXED:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1040 x	42 32	20 16	13 10

All spots, fixed positions & pkg plans combinable for discount.
8. **PROGRAM TIME RATES**
A—Mon thru Sat 7-9 am & noon-1 pm.
B—Mon thru Sat 6-7 am, 9 am-noon & 1-7 pm; Sun sign-on-noon.
C—Mon thru Sat 5-6 am & 7 pm-midnight; Sun noon-midnight.
D—Mon thru Sat midnight-5 am.

1/4 HOUR

PER	1 ti				3 ti			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
A	162	156	150	144	156	150	144	138
B	124	119	114	109	119	114	109	104
C	64	62	60	58	62	60	58	56
D	33	32	31	30	32	31	30	29
	4 ti				6+			
A	150	144	138	132	144	138	132	126
B	114	109	104	99	109	104	99	94
C	60	58	56	54	58	56	54	52
D	31	30	29	28	30	29	28	27

10 MINUTES

	1 ti				3 ti			
A	131	126	121	116	126	121	116	111
B	100	96	92	88	96	92	88	84
C	53	51	49	47	51	49	47	45
D	27	26	25	24	26	25	24	23
	4 ti				6+			
A	121	116	111	106	116	111	106	101
B	92	88	84	80	88	84	80	76
C	49	47	45	43	47	45	43	41
D	25	24	23	20	24	23	20	19

5 MINUTES

	1 ti				3 ti			
A	98	94	90	86	94	90	86	82
B	76	73	70	67	73	70	67	64
C	41	39	37	35	39	37	35	33
D	20	19	18	17	19	18	17	16
	4 ti				6+			
A	90	86	82	78	86	82	78	74
B	70	67	64	61	67	64	61	58
C	37	35	33	31	35	33	31	29
D	18	17	16	15	17	16	15	14

Program sponsorships count toward frequency on spots but not vice versa.
Edited by Kathie Swift.

DUBUQUE (2 AM; 2 FM)

Dubuque County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

KDTH
1941

NBC Radio Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 4680 3.00
The Telegraph-Herald, Bluff St. and 8th Ave., Dubuque, Ia. 52001. Phone 319-588-5700.

(This listing continued on next page)

Dubuque—KDTH—Continued

STATION'S PROGRAMMING DESCRIPTION
KDTH: Programmed for general interest.
NEWS: 15 min 6, 7, 8 am & 10 pm; news, weather, obits, markets noon-12:45 pm; major evening news & sports 6-6:30 pm; network news 5 min at :60. Regular editorials & replies. FARM: markets & detailed regional & local weather 5:30-7 am. Housewife phone show 9-10 am with guests, problems, recipes. MUSIC: M-F 5:30 am-3 pm MOR; 3-10 pm top 100; weekends—top 100 except Sat 8:15 am-noon country & western. AIR PERSONALITIES on all programs. SPORTS: local high school, college & university play-by-play football & basketball. Contact Representative for further details. Rec'd 4/2/71

1. **PERSONNEL**
General Manager—George Lipper.
Sales Manager—Pat G. Fleming.
Operations Director—Les Gardner.
2. **REPRESENTATIVES**
PRO/Meeker Radio.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1370 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24b, 25c, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Pred. Services: 80, 82.
FM facilities: KFMD (FM).
Affiliated with NBC.

TIME RATES
Eff 5/1/75—Rec'd 6/30/75.
AAA—Mon thru Sat 6-10 am & noon-1 pm.
AA—Mon thru Sat 5-6 am, 10 am-noon & 1-7 pm; Sun 8 am-7 pm.
A—Mon thru Sat 7 pm-midnight.

6. **SPOT ANNOUNCEMENTS**

PER WK:	AAA 1 min (*)	AAA (*)	AA 1 min (*)	AA (*)	A 1 min (*)	A (*)
10 ti	12.05	9.70	9.70	7.35	7.65	5.30
20 ti 250x	10.85	8.55	8.55	6.15	7.35	5.00
30 ti 500x	10.30	7.95	7.95	5.60	7.05	4.70

(*) 30 sec.
Edited by George Lipper.

KFMD (FM)
1967

Subscriber to the NAB Radio Code
Media Code 4 216 4800 7.00
Telegraph-Herald, Inc., 8th & Bluff St., Dubuque, Ia. 52001. Phone 319-588-5678.
See affiliated AM station for additional information.
AM facilities: KDTH.

STATION'S PROGRAMMING DESCRIPTION
KFMD (FM): Programmed for young adults 18-34. MUSIC: contemporary. NEWS & weather: at :20 & :40. Contact Representative for further details. Rec'd 6/30/75.

1. **PERSONNEL**
Sales Manager—Larry McMahon.
Program Director—Carole Barry.
2. **FACILITIES**
ERP 76,000 w. (horiz.), 76,000 w. (vert.); 92.8 mc.
Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 465 ft. above average terrain.

TIME RATES
Eff 7/1/75—Rec'd 6/30/75.
AA—6-9 am & 3-8 pm.
A—9 am-3 pm & 8-10 pm.
B—10 pm-2 am.

3. **SPOT ANNOUNCEMENTS**

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 x	8.50	7.05	7.05	5.90	5.60	4.70
52 x	7.65	6.15	6.10	5.00	4.70	3.70
156 x	7.05	5.60	5.60	4.40	4.10	3.25
520+	6.75	5.30	5.30	4.10	3.85	2.85

7. **PACKAGE PLANS**
ROS—1/3AA, 1/3A, 1/3B

	1x	52x	156x	520+
1 min	7.05	6.15	5.60	5.30
30 sec	5.90	5.00	4.45	4.10

Edited by George Lipper.

KIWI (FM)
1966

Communications Properties, Inc.
Subscriber to the NAB Radio Code
Media Code 4 216 4860 1.00
Communications Properties, Inc., 1170 Iowa St., Dubuque, Iowa, 52001. Phone 319-583-6471.
See affiliated AM station for additional information.
AM facilities: WDBQ.

STATION'S PROGRAMMING DESCRIPTION
KIWI (FM): Programmed for adults 25-49. MUSIC: modern country. NEWS: 10 min at 8:15, 7:15 am, 12:15, 6:15 & 9:15 pm. SPORTS: area high schools & college play-by-play, all sports. FARM: features 6 am-12:30 pm. Contact Representative for further details. Rec'd 2/27/75.

1. **PERSONNEL**
General Manager—William Alfredo.
2. **FACILITIES**
ERP 25,000 w.; 105.3 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht., 340 ft. above average terrain.
3. **GENERAL ADVERTISING See coded regulations**
Member: Iowa Radio Network.
Sold in combination with WDBQ. See that listing for rates.

TIME RATES
Eff 5/1/73—Rec'd 2/4/74.
A—Mon thru Sun 5 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

4. **SPOT ANNOUNCEMENTS**

	CLASS A 1-6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	8.00	7.20	6.40	5.60	4.80
	CLASS B				
1 min	8.00	7.00	6.00	5.00	4.00
30 sec	6.40	5.60	4.80	4.00	3.20

7. **PACKAGE PLANS**
TOTAL AUDIENCE PLAN—1/2 A, 1/2 B

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min	8.00	7.00	6.00	5.00
30 sec	6.40	5.60	4.80	4.00

DISCOUNT
26 wk—5% 52 wk—10%

WDBQ
1963

Communications Properties, Inc.
Media Code 4 216 4820 5.00
Communications Properties, Inc., 1170 Iowa St., Dubuque, Iowa, 52001. Phone 319-583-6471.

STATION'S PROGRAMMING DESCRIPTION
WDBQ: Programmed for adults 18-49. MUSIC: MOR 2 am-6 pm; top 40 6 pm-2 am. NEWS: 4 man news staff; major newscasts at 5:50, 6:50, 7:50, 10 am, noon, 4, 5, 6, 10 pm & midnight; network at :55. SPORTS: major casts at 7:25 am, 12:25 & 5:10 pm. Sportsbreak at :15, scores & features. High school & college play-by-play all sports. FARM: 6:45, 10:05 am, 12:30 pm. Drama: 6:30 pm, M-F, including original local productions & 9 pm Sun. Contact Representative for further details. Rec'd 8/28/74.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Philip T. Kelly.
Program Director—Paul Hemmer.
Sales Manager—Loras Sabers.
2. **REPRESENTATIVES**
Avery-Knodel, Inc.
Minneapolis, St. Paul—Paul J. Ewing Company.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c 11c, 12c, 13c, 14c.
Basic Rates: 21a, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 44b, 45, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Pred. Services: 80, 81, 82
FM facilities: KIWI (FM).
Affiliated with American Contemporary Network.
Member: Iowa Radio Network, Farm Radio Network.
10% discount when bought in conjunction with KHAK, Cedar Rapids.

TIME RATES
AM/FM COMBINATION
Eff 5/1/73—Rec'd 5/2/73.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. **SPOT ANNOUNCEMENTS**

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1-6 ti	17.00	13.60	16.00	12.80	14.00	11.20
12 ti	16.00	12.80	15.00	12.00	13.00	10.40
18 ti	15.00	12.00	14.00	11.20	12.00	9.60
24 ti	14.00	11.20	13.00	10.40	11.00	8.80
30 ti	13.00	10.40	12.00	9.60	10.00	8.00

ID's: 50% of 1-min.

7. **PACKAGE PLANS**
TOTAL AUDIENCE PLAN—1/3 AA, 1/3 A, 1/3 B

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	12.00	11.20	10.40	9.60	8.80

ID's: 50% of 1-min.
DISCOUNT
26 wk—5% 52 wk—10%
AM only: 50% of AM/FM combination.

ESTHERVILLE (1 AM; 1 FM)

Emmet County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KILR
1947

Media Code 4 216 4900 7.00
Emmet Radio Corp., Box 706, Hwy. 4, N., Estherville, Iowa. 51334. Phone 712-362-2644.

1. **PERSONNEL**
Sta. & Sales Mgr.—Barry Huntsinger.
2. **REPRESENTATIVES**
Midwest Radio Reps.
3. **FACILITIES**
250 w.; 1070 kc. Directional days.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KILR-FM.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Member: Iowa Radio Network, Farm Radio Network.

TIME RATES
Eff———Rec'd 6/27/71.

7. **PACKAGE PLANS**

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 min	5.75	5.45	5.15	4.85	4.55	4.25
30 sec	4.60	4.35	4.10	3.85	3.60	3.35
PER YR, EA:		2000x	1500x	1000x	500x	250x
1 min		4.25	4.55	4.85	5.15	5.45
30 sec		3.35	3.60	3.85	4.10	4.35

KILR-FM
1960

Media Code 4 216 4901 5.00
Emmet Radio Corp., Box 706, Hwy. 4, N., Estherville, Iowa 51334. Phone 712-362-2644.
See affiliated AM station for additional information.

1. **PERSONNEL**
General Manager—Barry R. Huntsinger.
2. **FACILITIES**
ERP 3,000 w. · 95.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 360 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KILR.
3. **GENERAL ADVERTISING See coded regulations**
Member: Iowa Radio Network.

TIME RATES
Rates are identical to KILR. See that listing.

FAIRFIELD

Jefferson County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

KMCD
1958

Subscriber to the NAB Radio Code
Media Code 4 216 5040 5.00
RF, Inc. Box 648, 37-1/2 S. Court St., Fairfield, Iowa 52556. Phone 515-472-4161.

STATION'S PROGRAMMING DESCRIPTION
KMCD: Programmed for general interest.

1. **PERSONNEL**
General Manager—Ray L. Sherwood.
2. **REPRESENTATIVES**
The Devney Organization, Inc.
3. **FACILITIES**
250 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Hawkeye Radio Network.

TIME RATES
Eff 4/1/74—Rec'd 5/2/74.
AAA—7-8 am, noon-1 pm & 4-5 pm.
AA—8-9 am, 11:30 am-noon, 1-1:30 pm & 5-6 pm.
A—All other times.

6. **SPOT ANNOUNCEMENTS**

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	6.75	6.00	6.60	5.40	5.40	4.60
52 x	6.25	5.25	6.00	4.80	4.80	4.00
156 x	5.75	4.75	5.40	4.30	4.30	3.45
312 x	5.25	4.50	4.80	4.00	3.75	2.85
500 x	4.75	4.25	4.30	3.45	3.45	2.55

FORT DODGE (2 AM; 1 FM)

Webster County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KKEZ
1964

Subscriber to the NAB Radio Code
Media Code 4 216 5100 1.00
KWMT, Inc., 540 A St., Fort Dodge, Ia. 50501. Phone 515-576-7333.
See affiliated AM station for additional information.
AM facilities: KWMT.

STATION'S PROGRAMMING DESCRIPTION
KKEZ: Standard MOR show tunes & current, popular blended together in uninterrupted 1/4 hr segments. Contact Representative for further details. Rec'd 10/23/74.

3. **FACILITIES**
ERP 50,000 w.; 94.5 mc.
Operating schedule: 6-1 am. CST.
Antenna ht · 290 ft. above average terrain.
4. **AGENCY COMMISSION**
None; agencies add commission to rates shown.

TIME RATES
Eff 5/1/75—Rec'd 5/2/75.

6. **SPOT ANNOUNCEMENTS**
1-min ROS, flat, all time periods 5.00
Edited by Tom Carmody.

KVFD
1960

Mutual Network

Media Code 4 216 5100 5.00
Fort Dodge Broadcasting, Inc., Warden Plaza, 912 1st Ave. So., Fort Dodge, Ia. 50501. Phone 515-573-4121.
Studio· 912 First Ave. S., Fort Dodge, Ia. 50501.

STATION'S PROGRAMMING DESCRIPTION
KVFD: Programmed for general interest. NEWS: every 26 min. network and local. Six 15 min newscasts daily. Local editorials daily. Farm and market shows 13 times daily. Morning music middle-of-the-road, afternoon general popular, evening top 40, Sat afternoon country music. 6 am daily women's show. Live and phone interviews, discussions, debates, audience participation, local experts. All local sports play-by-play high school and college, university football, major league baseball. Contact Representative for further details. Rec'd 1/31/72.

1. **PERSONNEL**
Pres., Mgr & Sales Mgr.—Max E. Landes.
Prog. & Farm Dir.—Drexel Peterson.
2. **REPRESENTATIVES**
Midwest Radio Reps.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:45 am-midnight. CST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 21a, 23a, 24a, 24b, 24c, 25b, 26.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Pred. Services: 80, 82.
Affiliated with MBS.
Member: Iowa Radio Network, Farm Radio Network.

TIME RATES
No. 17 Eff 8/1/75—Rec'd 7/14/75.

7. **PACKAGE PLANS**
5:45 AM-MIDNIGHT

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	14	13	12	11	10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. **PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	35	30	25	20

Submitted by Max E. Landes.

KWMT
1954

AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code
Media Code 4 216 5200 1.00
KWMT, Inc., Box 578, Fort Dodge, Iowa. 50501. Phone 515-576-7333.

STATION'S PROGRAMMING DESCRIPTION
KWMT: Modern country music. Farm programs M-Sat 6-8 am & 11:30 am-1 pm. Contact Representative for further details. Rec'd 12/4/73.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—James W. Maurer.
Chairman of the Board—William B. Quarton.
General Sales Manager—Thomas E. Carmody.
2. **REPRESENTATIVES**
Avery-Knodel, Inc.
Omaha—Soderlund Company.
3. **FACILITIES**
5,000 w. days; 540 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. **AGENCY COMMISSION**
15% net charges for time.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a, 32a.
Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62a.
Cancellation: 70a, 70c, 72, 73a, 73b.
Pred. Services: 80, 81, 82.
FM facilities: KKEZ.
Affiliated with American Contemporary Network.

TIME RATES
No. 16 Eff 7/1/74—Rec'd 8/15/74.
AAA—Farm time, AM only Mon thru Sat 6-8 am & 11:30 am-1 pm.
AA—Mon thru Sat 7-10 am & 3-7 pm.
A—All other times.

6. **SPOT ANNOUNCEMENTS**

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	25	21	20	17	17	14
6 ti	24	20	19	16	16	13
12 ti	23	19	18	15	15	12
18 ti	...	...	17	14	14	11
24 ti	...	...	16	13	13	11
30 ti	...	...	15	12	12	10

ID's: 60% of 1-min.

7. **PACKAGE PLANS**
TAP—1/2AA, 1/2A

EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	17	16	15	14	12
30 sec	14	13	12	11	10

ID's: 60% of 1-min.

8. **PROGRAM TIME RATES**

5 MIN:	1x	52x	104x	156x	260x
AAA	36	34	32	31	30
All other times	27	26	24	23	22

Talent & Production, per prog., commissionable 8.00
Edited by Thomas E. Carmody.

Always hold matches till cold
Be sure to drown all fires
Crush all smokes dead out
Published as a public service in cooperation with The Advertising Council.

IOWA

FORT MADISON (1 AM; 1 FM)

Lee County—Map Location J-8
See SRDS consumer market map and data at beginning of the State.

KXGI
1947

KXGI-FM
1973

Subscriber to the NAB Radio Code
Media Code 4 216 5400 6.00
Talley Broadcasting Co., Marquette Bldg., Fort Madison, Iowa 52627. Phone 319-372-1241. TWX 316-1241.

STATION'S PROGRAMMING DESCRIPTION
KXGI: MUSIC: MOR. NEWS: national at :30.
KXGI-FM: 7-9 pm talk; 9 pm-1 am big bands.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Michael Finger, Jr.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 101.7 mc.
Operating schedule: 5-1 am. CST.
Antenna ht.: 175 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Hawkeye Radio Network.

TIME RATES
No. 6 Eff 8/1/74—Rec'd 8/1/74.
AA—Mon thru Sat 6:30-8:30 am & 11:30 am-1:30 pm; Mon thru Fri 9:30-10:15 am.
A—Mon thru Sat all other times; Sun all day.

6. SPOT ANNOUNCEMENTS

YR:	2000x	1000x	500x	312x	260x	156x	52x	Open
CLASS AA								
1 min	4.00	4.20	4.40	4.60	4.80	5.65	6.65	7.35
30 sec	3.00	3.25	3.35	3.45	3.60	4.25	5.00	5.50
10 sec	2.00	2.15	2.20	2.30	2.40	2.85	3.35	3.70
CLASS A								
1 min	2.25	2.40	3.00	3.25	3.60	4.25	5.00	5.50
30 sec	1.80	2.10	2.40	2.75	3.00	3.50	4.00	4.50
10 sec	1.25	1.50	1.70	1.90	2.10	2.30	2.50	3.00

GRINNELL

Poweshiek County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KGRN
1957

Subscriber to the NAB Radio Code
Media Code 4 216 5520 6.00
Mitchell Broadcasting Co., Box 560, 909-1/2 Main St., Grinnell, Ia. 50112. Phone 515-236-6106.

1. PERSONNEL
President—Forrest "Frosty" Mitchell.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w.; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Iowa Town and Country Network.

TIME RATES
Eff———Rec'd 7/9/74.

6. SPOT ANNOUNCEMENTS
1 min..... 8.00 30 sec..... 6.00
10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

HUMBOLDT

Humboldt County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KHBT (FM)
1970

Subscriber to the NAB Radio Code
Media Code 4 216 5580 4.00
Christensen Broadcasting Co., Inc., 617 Sumner Ave., Humboldt, Ia. 50548. Phone 515-332-4100.

STATION'S PROGRAMMING DESCRIPTION
KHBT (FM): Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert H. Christensen, II.

3. FACILITIES
ERP 3.000 w.; 97.7 mc. Stereo.
Operating schedule: 6 am-11 pm daily. CST.
Antenna ht : 175 ft. above average terrain.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING
Affiliated with American FM Network.
Member: Hawkeye Radio Network.

TIME RATES
No. 3 Eff 5/1/72—Rec'd 2/27/73.

6. SPOT ANNOUNCEMENTS
ANNUAL CONTRACT:

	1x	13x	26x	52x	104x
1 min	5.25	4.75	4.50	4.25	3.75
30 sec	3.65	3.40	3.15	2.90	2.80
	156x	208x	312x	624x	936x
1 min	3.50	3.25	3.00	2.75	—
30 sec	2.65	2.50	2.40	2.10	1.85

7. PACKAGE PLANS

	SATURATION					
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	3.50	3.25	3.00	2.75	2.50	2.25

INDEPENDENCE (1 AM; 1 FM)

Buchanan County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

KOUR
1959

KOUR-FM
1972

Media Code 4 216 5640 6.00
Leighton Enterprises, Inc., Box 778, 230 1st. E., Independence, Iowa 50644. Phone 319-334-2549.

STATION'S PROGRAMMING DESCRIPTION
KOUR: Programmed for rural and farm families.

1. PERSONNEL
General Manager—John A. Moline.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
250 w. days; 1226 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3.000 w.; 95.3 mc.
Operating schedule: 6 am-10:30 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

TIME RATES
Eff 6/1/74—Rec'd 5/1/74.

6. SPOT ANNOUNCEMENTS

	1x	65x	130x	195x	260x	325x	650x
1 min	7.95	7.00	6.90	6.75	6.60	6.45	6.00
30 sec	5.30	4.70	4.60	4.50	4.40	4.30	4.00

INDIANOLA

Warren County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KBAB
1963

Subscriber to the NAB Radio Code
Media Code 4 216 5760 2.00
Warren Broadcasting, Inc., Box H, Indianola, Iowa 50125. Phone 515-961-6291.

1. PERSONNEL
General Manager—Mel Moyer.

3. FACILITIES
500w. daytime, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15% on time. No cash discounts.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.
Member: Hawkeye Radio Network.

TIME RATES
Eff 7/1/68—Rec'd 5/20/68.
A—6:30-9 am, 11:30 am-1 pm & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	130x	156x	260x	312x
CLASS A								
1 min	8.00	7.50	7.25	7.00	6.50	6.00	5.50	5.25
30 sec	6.00	5.50	5.25	5.00	4.75	4.50	4.25	4.00
CLASS B								
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.00	3.75
30 sec	4.00	4.00	3.60	3.40	3.20	3.00	2.80	2.60

Demographics!

They're a regular feature in SRDS. See Contents Page for exact location.

R-N 6/12

IOWA CITY (1 AM; 2 FM)

Johnson County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

KRNA
1974

Media Code 4 216 5820 4.00
Communicators, Inc., 1027 Hollywood Blvd. at Broadway, Iowa City, Iowa 52240. Phone 319-351-6426.

STATION'S PROGRAMMING DESCRIPTION
KRNA: Target demographic span 18-39.
MUSIC: contemporary blend of current hits & past hits dating back to 1964. Heavy promotion. AIR PERSONALITIES handle all segments. NEWS: at :20. Rec'd 6/30/75.

1. PERSONNEL
General Manager—Eliot A. Keller.
Sales Manager—David Hoehne.

3. FACILITIES
ERP 3,000 w.: 93.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 270 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 8/15/75—Rec'd 8/1/75.
AAA—Mon thru Sat 3 pm-midnight.
AA—Mon thru Sun midnight-1 am; Mon thru Sat 6 am-3 pm; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 8 ti	AAA 15 ti	AAA 25+	AA 1 ti	AA 6 ti	AA 13 ti	AA 25+
1 min	7.50	6.60	5.65	4.75	7.00	6.15	5.25	4.40
30 sec	5.75	5.10	4.35	3.65	5.25	4.65	3.95	3.30
10 sec	4.00	3.55	3.00	2.55	3.50	3.10	2.65	2.20

7. PACKAGE PLANS

PER YEAR, ROS:	500x	1000x	1500x	2000+
1 min	6.00	5.25	4.50	4.10
30 sec	4.50	3.95	3.40	3.05

Submitted by Eliot A. Keller.

KXIC
1948

Subscriber to the NAB Radio Code
Media Code 4 216 5880 8.00
Johnson County Broadcasting Corp., Box 2388, Iowa City, Iowa 52240. Phone 319-354-1181.

STATION'S PROGRAMMING DESCRIPTION
KXIC: heavy emphasis on local news, sports, special events. MUSIC: modern MOR. SPORTS: university football & basketball. 2 daily phone-in shows plus markets, weather, homemaker's shows & daily interview show. Contact Representative for further details. Rec'd 3/29/71.

1. PERSONNEL
Gen'l & Sales Mgr.—Gene Claussen.
Program Director—Robert Sheilady.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
1,000 w. days; 800 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4d. 5. 6a. 8.
Rate Protection: 10b, 11b, 12a, 13a, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a. 23a, 24b, 25a, 28b, 28c. 29a, 30, 33b.
Contracts: 40a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 601, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Member: Iowa Radio Network, Farm Radio Network.

TIME RATES
No. 19 Eff 9/1/74—Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS

	10x	50x	100x	250x	500x	1000x	2000x
1 min	8.00	7.50	7.00	6.00	5.50	5.00	4.00
30 sec	6.50	6.00	5.00	4.00	3.50	3.25	3.00
15 sec	5.50	5.00	4.00	3.00	2.50	2.25	2.00

8. PROGRAM TIME RATES

	1/4 hr	10 min	5 min
1 x	21.50	17.50	12.50

Edited by Elliott Full.

KXIC-FM
1965

Subscriber to the NAB Radio Code
Media Code 4 216 5881 6.00
Johnson County Broadcasting Corp., Box 751, Iowa City, Iowa 52240. Phone 319-338-1181.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KXIC-FM: MUSIC: MOR. SPORTS: Major League Baseball, Pro football, Indy 500, prep sports, College football, baseball & basketball. Statewide news, sports events. Contact Representative for further details. Rec'd 2/26/73.

3. FACILITIES
ERP 27,380 w.: 100.7 mc.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Iowa Radio Network.

TIME RATES
Eff 8/1/75—Rec'd 5/21/75.

6. SPOT ANNOUNCEMENTS

	10x	50x	100x	250x	500x	750x	1000x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.00
15 sec	4.00	3.50	3.00	2.50	2.00	1.75	1.50

Edited by Gene Claussen.

IOWA FALLS (1 AM; 1 FM)

Hardin County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KIFG
1962

Media Code 4 216 6000 2.00
P. B. W. Broadcasting Corp., Box 919, Iowa Falls, Iowa 50126. Phone 515-648-4281.

STATION'S PROGRAMMING DESCRIPTION
KIFG: Programmed for general public with emphasis on farm programs and local news.

1. PERSONNEL
Gen'l & Sales Mgr.—James W. Starr.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
1,000 w.: 1510 kc. Non-directional.
Operating schedule: 7 am-local sunset CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KIFG-FM.

4. AGENCY COMMISSION
15% time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 1/27/69—Rec'd 1/29/69.

7. PACKAGE PLANS

PER WK, EA:	1 ti	5 ti	16 ti	15 ti	20 ti	25 ti
1 min	7.00	6.75	6.50	6.00	5.50	5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KIFG-FM
1964

Media Code 4 216 6001 0.00
P.B.W. Broadcasting Corp., Box 919, Stevens St., Iowa Falls, Iowa 50126. Phone 515-648-4281.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KIFG-FM: Programmed for general interest with emphasis on farm listeners.

3. FACILITIES ERP 3.000 w.: 95.3 mc.
Operating schedule: 6 am-10 pm daily. CST.
Antenna ht.: 170 ft. above average terrain.
Partial simulcast operation. Operated separately 6-7 am & local sunrise-sign-off. For simulcast facilities see KIFG.

3. GENERAL ADVERTISING See coded regulations
Member: Iowa Town and Country Network.

TIME RATES
Rates are identical to KIFG. See that listing.

KEOKUK (1 AM; 1 FM)

Lee County—Map Location J-8
See SRDS consumer market map and data at beginning of the State.

KIMI (FM)
1973

Media Code 4 216 6060 0.00
Keowa Broadcasting Co., Inc., 1008 Main, Keokuk, Iowa 52632. Phone 319-524-7777.

STATION'S PROGRAMMING DESCRIPTION
KIMI (FM): MUSIC: MOR.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert A. Clark.

2. REPRESENTATIVES
Walton Broadcasting Sales Corp.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 175 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only, payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Hawkeye Radio Network.

TIME RATES
No. 2 Eff 2/1/75—Rec'd 5/2/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	39x	52x	104x
1 min	5.15	4.70	4.20	4.10	3.85	3.70
30 sec	3.90	3.55	3.20	3.10	2.90	2.80
15 sec	2.60	2.35	2.10	2.05	1.90	1.85
	156x	208x	260x	312x	365x	520x
1 min	3.60	3.35	3.20	3.05	2.90	2.65
30 sec	2.70	2.50	2.40	2.30	2.15	2.00
15 sec	1.80	1.70	1.55	1.50	1.45	1.30

Edited by Robert A. Clark.

KOKX
1947

Media Code 4 216 6120 6.00
KOKX, Inc., Eppers Hotel, Keokuk, Iowa 52632. Phone 319-524-5410.

1. PERSONNEL
General Manager—Ronald D. Wastby.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
1,000 w. days, 500 w. nights; 1310 kc. Directional—night only.
Operating schedule 6 am-11:05 pm. CST.

(This listing continued on next page)

Keokuk—KOKX—Continued

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.
Member: Iowa Radio Network, Farm Radio Network.
TIME RATES
No. 17 Eff 6/3/74—Rec'd 5/31/74.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	7.25	5.75	4.50

7. PACKAGE PLANS
WEEKLY IMPACT—FIRM PLACEMENT

EA:	6 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	6.50	6.25	6.00	5.75	5.50	5.00
30 sec	5.25	5.05	4.85	4.65	4.45	4.00
15 sec	4.00	3.80	3.60	3.40	3.20	3.00

KNOXVILLE (1 AM; 2 FM)

Marion County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KNIA
1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 6240 4.00
Red Rock Lake Broadcasting Co., Box 31, 1610 N. Lincoln, Knoxville, Iowa 50138. Phone 515-842-3161.
STATION'S PROGRAMMING DESCRIPTION
KNIA: MUSIC: MOR. Emphasis local news, sports.
1. PERSONNEL
General Manager—Lou Harpel.
3. FACILITIES
500 w. days; 1320 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%: time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KRLS (FM).
Member: Iowa Town and Country Network.
TIME RATES
No. 2 Eff 6/1/74—Rec'd 5/6/74.
6. SPOT ANNOUNCEMENTS

	1x	65x	130x	195x	260x	325x	650x
1 min	7.95	7.05	6.90	6.75	6.60	6.45	6.00
30 sec	5.30	4.70	4.60	4.50	4.40	4.30	4.00

KRLS (FM)
1973

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 6270 1.00
Red Rock Lake Broadcasting Co., Box 31, 1610 N. Lincoln, Knoxville, Iowa 50138. Phone 515-842-3161.
See affiliated AM station for additional information.
AM facilities: KNIA.
STATION'S PROGRAMMING DESCRIPTION
KRLS (FM): 100% news.
3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Shares facilities with KTAV (FM).
Operating schedule: 7-7:30 am, 8-8:30 am, noon-1 pm & 6-7 pm daily plus high school sports in season. CST.
Antenna ht.: 300 ft. above average terrain.
TIME RATES
Rates are identical to KNIA. See that listing.

KTAV (FM)
1973

RAB

Media Code 4 216 6300 6.00
American Radio Missions, Inc., Box 436, 1610 N. Lincoln, Knoxville, Iowa 50138. Phone 515-842-5057.
1. PERSONNEL
General Manager—Doug Smiley.
3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 6 am-11:30 pm daily except for the time KRLS (FM) is on the air. See their operating hours. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
TIME RATES
Eff——Rec'd 1/4/74.
6. SPOT ANNOUNCEMENTS

	1x	65x	130x	260x
1 min	5.00	4.50	4.40	4.10
30 sec	3.80	3.25	3.10	2.80

7. PACKAGE PLAN

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	3.75	3.67	3.54	3.41
30 sec	2.70	2.55	2.45	2.35

LE MARS (1 AM; 1 FM)

Plymouth County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KLEM
1954

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 6360 6.00
KLEM, Inc., Box 1410, Le Mars, Iowa 51031. Phone 712-546-4121.
STATION'S PROGRAMMING DESCRIPTION
KLEM: Programmed for general interest.
1. PERSONNEL
Manager—Paul W. Olson.
2. REPRESENTATIVES
Midwest Radio Reps.
3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Iowa Radio Network, Farm Radio Network.
TIME RATES
Eff 9/1/61—Rec'd 8/7/61.
6. SPOT ANNOUNCEMENTS
1 min, flat 6
7. PACKAGE PLANS
PER WK.

EA:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	5.50	5.00	4.50	4.00	3.50	3.00

26/30 sec: 75% of 1-min. 8/16 sec: 50% of 1-min.

KLEM-FM
1967

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 6361 6.00
KLEM Inc., Box 1410, Le Mars, Iowa 51031. Phone 712-546-4121.
See affiliated AM station for additional information.
3. FACILITIES
ERP 47,000 w.; 99.5 mc.
Operating schedule: 5:45 am-midnight.
Antenna ht.: 300 ft. above average terrain.
TIME RATES
Eff 1/1/67—Rec'd 2/1/67.
6. SPOT ANNOUNCEMENTS
1 min ..... 3.30 30 sec 2.80
7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti
1 min	3.16	2.90	2.76
30 sec	2.10	2.00	1.90

MAQUOKETA (1 AM; 1 FM)

Jackson County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

KMAQ
1958

Media Code 4 216 6480 6.00
Maquoketa Broadcasting Co., Box 941, 136-1/2 S. Main St., Maquoketa, Iowa 52060. Phone 319-652-2426.
STATION'S PROGRAMMING DESCRIPTION
KMAQ: Programmed for adults.
1. PERSONNEL
Owner & Gen'l Mgr.—Dennis W. Voy.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-11 am & noon - sunset. For non - simulcast facilities see KMAQ-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.
TIME RATES
Eff 1/1/69—Rec'd 1/27/69.
7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	6.50	6.25	6.00	5.75	5.50	5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Dennis W. Voy.

KMAQ-FM
1967

Media Code 4 216 6481 4.00
Dennis W. Voy dba The Maquoketa Broadcasting Co., Box 941, 136-1/2 S. Main, Maquoketa, Iowa 52060. Phone 319-652-2426.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 95.3 mc.
Operating schedule: 6 am-7 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 11 am-noon & sunset-7 pm. For simulcast facilities see KMAQ.
5. GENERAL ADVERTISING See coded regulations
Member: Iowa Town and Country Network.
TIME RATES
Rates are identical to KMAQ. See that listing.
Edited by Dennis W. Voy.

MARSHALLTOWN (1 AM; 1 FM)

Marshall County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KFJB
1923

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 6600 6.00
Marshall Electric Co., Inc., 133 E. Main St., Marshalltown, Iowa 50158. Phone 515-753-3361
Marshalltown, Iowa 50158. Phone 3361.
1. PERSONNEL
President—John W. Norris.
General Manager—William P. White
Sales Manager—William C. Doll.
2. REPRESENTATIVES
Midwest Radio Reps.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See Coded Regulations
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 21b, 22a, 24c, 25b.
Contracts: 40a, 45, 46, 47b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71b, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Iowa Radio Network, Farm Radio Network.
TIME RATES
No. 11 Eff 5/1/67—Rec'd 5/26/67.
7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	5.75	5.50	5.35	5.10	5.00	4.90
13 wk	5.65	5.46	5.25	5.00	4.66	4.80
26 wk	5.55	5.30	5.15	4.60	4.80	4.76
39-52 wk	5.45	5.20	5.05	4.80	4.70	4.60

ROS PACKAGES
(any 7 consecutive days)
30 ti ..... 4.75 50 ti 4.25
40 ti 4.50
30 sec: 80% of 1-min.
10 sec or less: 60% of 1-min.
Combinability: only 1 minute, 30 second announcements combine for greater frequency.
8. PROGRAM TIME RATES
1 hr 50
1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.
FREQUENCY DISCOUNT
13x—5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

KFJB-FM
1967

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 6601 7.00
Marshall Electric Co., Inc., 133 E. Main St., Marshalltown, Iowa 50158. Phone 515-753-3361.
See affiliated AM station for additional information.
3. FACILITIES
ERP 27,500 w.; 101.1 mc.
Operating schedule: 7:45 am-11 pm. CST.
Antenna ht.:——ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Iowa Radio Network.
TIME RATES
Rates are identical to KFJB. See that listing.

MASON CITY (3 AM; 1 FM)

Cerro Gordo County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KGLO
1936

CBS Radio Network

KATZ RADIO

NAFB

NAB

A Lee Enterprises Station
Subscriber to the NAB Radio Code
Media Code 4 216 6720 5.00
Lee Enterprises, Inc., 2nd N. E. and Pennsylvania, Mason City, Iowa, 50401. Phone 515-423-2540. TWX 910-523-6966.
STATION'S PROGRAMMING DESCRIPTION
KGLO: Programmed for general interest and service. AIR PERSONALITIES handle all segments, 6 man news staff includes farm and sports directors. Early morning and noon farm news, markets and interviews. Regularly scheduled programs by area extension directors & civic leaders. NEWS: hourly from 5 am-12M; extended newscasts at 6:45, 7, 8:15, 11:20 am, noon, 5:45, 7 & 9:45 pm. MUSIC: MOR. SPORTS: live high school & college football & basketball; pro baseball & football. Community news items, direct weather wire information & road conditions interspersed throughout day. Contact Representative for further details. Rec'd 4/5/71.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lloyd Loers.
National Sales Co-ordinator—Miles Moore.
General Sales Manager—Earl Schoborg.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 1300 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 13e, 14e, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.
TIME RATES
No. 16 Eff 7/1/71—Rec'd 7/2/71.
AAA—Mon thru Sat 5:30-9 am & 11:44 am-1:15 pm.
AA—Mon thru Sat 9-11:44 am & 1:15-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	CLASS AAA					
PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti	30 ti
1 min	14.50	14.00	13.00	12.00	11.00	10.00
30 sec	10.75	10.50	9.75	9.00	8.25	7.50
	CLASS AA					
1 min	13.50	13.00	12.00	11.00	10.00	9.00
30 sec	10.00	9.75	9.00	8.25	7.50	6.75
	CLASS A					
1 min	12.00	12.50	11.00	10.00	9.00	8.00
30 sec	9.75	9.50	8.25	7.50	6.75	6.00
	CLASS AAA					
PER YR:	156x	208x	312x	520x	1040x	
1 min	12.00	11.00	10.00	9.00	8.00	
30 sec	9.00	8.25	7.50	6.75	6.00	
	CLASS AA					
1 min	11.00	10.00	9.00	8.00	7.00	
30 sec	8.25	7.50	6.75	6.00	5.25	
	CLASS A					
1 min	10.00	9.00	8.00	7.00	6.00	
30 sec	7.50	6.75	6.00	5.25	4.50	

7. PACKAGE PLANS
TAP PLANS—1/3AAA, 1/3AA, 1/3A

PER WK, COMBINABLE:	12 ti	16 ti	24 ti
1 min	132	180	216
30 sec	99	135	162

8. PROGRAM TIME RATES
(Mon thru Sat 5:30 am-7 pm; Sun 6 am-6 pm)

	1x	13x	26x	104x	156x	260x
1 hr	100.00	94.00	89.00	79.00	73.00	68.00
1/2 hr	66.00	62.75	59.50	51.56	47.50	45.00
1/4 hr	44.00	41.75	39.50	34.25	31.75	30.00
10 min	33.00	31.25	29.75	25.75	23.75	22.50
5 min	22.00	21.00	19.75	17.00	15.75	15.00

All other times: 65% of above.

KLSS (FM)
1967

Media Code 4 216 6775 9.00
North Central Iowa Broadcasting Co., Box 1446, 19 First St. N. E., Mason City, Iowa 50401. Phone 515-423-8635.
See affiliated AM station for additional information.
AM facilities: KSMN.
STATION'S PROGRAMMING DESCRIPTION
KLSS (FM): Programmed for adult and young adult audience.
MUSIC: modern rock. News & sports highlights throughout day. Expanded area high school, junior college & college sports play-by-play. Numerous weather programs, area oriented by staff meteorologist. Direct weather bureau wire & road report checks. Editorials 3 times weekly. Music 80%; information programs 20%. Contact Representative for further details. Rec'd 8/6/71.
3. FACILITIES
ERP 100,000 w.; 106.1 mc. Stereo.
Operating schedule: 5:30-1 am daily. CST.
Antenna ht.: 262 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-midnight Mon thru Sat; all day Sun. For simulcast facilities see KSMN.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates are identical to KSMN. See that listing for rates.

KRIB
1948

ABC Network

Jack Masla & Company, Inc.

Subscriber to the NAB Radio Code
Media Code 4 216 6840 1.00
Radio Communications, Inc., 402 19th St., S. W., Mason City, Iowa 50401. Phone 515-424-1490.
STATION'S PROGRAMMING DESCRIPTION
KRIB: Programmed 18-49 daytime; under 25 after 7 pm.
AIR PERSONALITIES handle all segments. FARM: early morning farm news, markets, news; noon agri-business, news, markets, livestock market analysis. Regularly scheduled interviews with area county extension directors. NEWS: hrly 5 am-1 am. Extended news 6:25, 7, 8 am, noon, 5, 6 pm. News staff. SPORTS: local high school, college & U football & basketball. Weather & road conditions reported continuously throughout day. Contact Representative for further details. Rec'd 7/30/75.
1. PERSONNEL
President—C. Kenneth Kjeldseth.
Vice-Pres. & Gen'l Mgr.—Merle D. Oakes.
Program Director—Robert Scott.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Minneapolis—William L. Hurley.
Omaha, Lincoln—Soderlund Company.
3. FACILITIES
1,000 w. days. 250 w. nights: 1490 kc.
Non-directional.
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15e, 16.
Basic Rates: 22a, 22b, 24a, 24b, 26, 28a.
Contracts: 40a, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.
TIME RATES
No. B-4 Eff 1/1/75—Rec'd 9/27/74.
6. SPOT ANNOUNCEMENTS

ROS, 7 DAYS:	36 ti	24 ti	12 ti	1 ti
1 min	6.25	6.75	7.00	7.50
30 sec	5.00	5.50	5.75	6.00

10 sec: 50% of 1-min.

(This listing continued on next page)

Mason City—K R I B—Continued

7. PACKAGE PLANS

*PRIME TIME 7-DAY PACKAGE

	12 ti	6 ti	1 ti
1 min	7.00	8.00	9.00
30 sec	5.57	6.50	7.25

10 sec: 50% of 1-min.
(*) 6-9 am, noon-1 pm & 4-6 pm.

KSMN
1947

Media Code 4 216 6000 7.00
North Central Iowa Broadcasting Company. Box 1440 Mason City, Iowa 50401. Phone 515-423-8484.

STATION'S PROGRAMMING DESCRIPTION
KSMN: Programmed for both rural and urban audience.
MUSIC: modern country. FARM: farm director. Markets, news, interviews 11 times daily. Auction programs twice daily. NEWS: local and area block 6-9:05 am by 3 newsmen. Area correspondents. Direct weather bureau wire. Numerous weather programs area oriented by staff meterologist. Reed reports direct from area check points. Station editorials 3 times weekly. Expanded sports play by play. Religious programs and music Sun am. Information programs 50%. Music 50%. Contact Representative for further details. Rec'd 11/28/72.

1. PERSONNEL
President—Hayward L. Talley.
Vice-Pres. & Gen'l Mgr.—Dale Low.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sign-on-9 am Mon thru Sat & News, Weather & Sports. For non-simulcast facilities see KLSS (FM).

4. AGENCY COMMISSION
None; all rates net to station

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21c, 22a, 22b, 24b, 25a, 26, 29a.
Contracts: 40a, 44a, 45, 46, 47c.
Com.: Cont. Discounts: 60a, 60g, 62d.
Cancellation: 71a, 72, 73a.
FM facilities: KLSS (FM).
Member: Iowa Radio Network, Farm Radio Network.

TIME RATES
Eff 6/1/74—Rec'd 5/20/74.
Regular—Mon thru Sat after 9 am; Sun all day. (except simulcast).
Premium—Sign-on-9 am except 7:44-8:05 & simulcast news, weather, sports.
Super Premium—Mon thru Sat 7:44-8:05 am.

6. SPOT ANNOUNCEMENTS

30 SECONDS
REGULAR

PER WK:	50+	25 ti	12 ti	16 ti	6 ti	3-5 ti
1 wk	2.90	3.15	3.20	3.50	3.75	4.50
52 wk	2.40	2.60	2.70	2.95	3.30	3.95

PREMIUM

PER WK:	20+	10 ti	6 ti	3-5 ti
1 wk	4.60	4.90	5.15	5.75
52 wk	4.00	4.30	4.55	5.15

SUPER PREMIUM

PER WK:	1 wk	52 wk
3+	7.00	6.00

1 min, per spot extra 1.50; not available 7:44-8:05 am.

7. PACKAGE PLANS
SATURATION—1/4 PREMIUM & SIMULCAST

	100+	50 ti	30 ti
30 days	2.75	.....	.....
7 days	2.50	3.00	3.20

1 min, per spot extra 1.50; not available 7:44-8:05 am. Minimum schedule, 5 spots.
Submitted by Dale S. Low.

MOUNT PLEASANT
(1 AM; 1 FM)

Henry County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

KILJ (FM)
1970

Subscriber to the NAB Radio Code
Media Code 4 216 7620 9.00
Pleasant Broadcasting Inc., Box 281, 126 N. Main St., Mt. Pleasant, Ia. 52641. Phone 319-385-5728.

1. PERSONNEL
General Manager—Paul L. Dennison.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
ERP 2,000 w. (horiz.), 3,000 w. (vert); 105.5 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 297 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station. Bills payable 10th.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Hawkeye Radio Network.

TIME RATES
Eff ———Rec'd 11/4/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec			1 min	30 sec
1 x	8.00	6.50	208 x		5.75	4.50
13 x	7.50	6.00	260 x		5.25	4.25
26 x	7.00	5.50	312 x		4.75	4.00
52 x	6.75	5.25	624 x		4.25	3.50
104 x	6.50	5.00	936 x		3.75	3.00
156 x	6.25	4.75				

7. PACKAGE PLANS
SATURATION

1 WK:	10 ti	20 ti	40 ti	80 ti
30 sec	60	100	160	240

NIGHT FLIGHT—7-10 PM
1 min 3.25 30 sec 2.50
No further discounts.

KKSI
1974

Subscriber to the NAB Radio Code
Media Code 4 216 7630 8.00
BCST Company of Iowa, Inc., Box 1130, 123 S. Jefferson, Mt. Pleasant, Ia. 52641, Phone 319-385-3111.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward R. Carney, Jr.

3. FACILITIES
250 w.; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 6/4/75.

7. PACKAGE PLANS
FIXED/LESS THAN BULK

	1 min	30 sec	20 sec
1 x	6.00	5.00	4.00

YRLY PREFERRED BULK—BTA

Ea, per wk	4.75	4.00	3.25

Minimum of 5x per wk.

26 WK EXPOSURE PLAN

	1 min	30 sec	20 sec
Ea, per wk	5.00	4.25	3.50

Minimum of 5x per wk.

YRLY/LESS TOTAL IMPACT PLAN—BTA

350 x	1610	1348	.....
700 x	3150	2625	.....
1050 x	4620	3833	.....

YRLY/LESS SMALL BUSINESS PLAN—BTA

1 x	5.25	4.50	3.75

Schedule of 3-5x per wk or minimum of 125x in 1 yr.
Edited by Edward R. Carney, Jr.

MUSCATINE
(1 AM; 1 FM)

Muscatine County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

KFMH (FM)
1940

Subscriber to the NAB Radio Code
Media Code 4 216 7040 7.00
Muscatine Broadcasting, Inc., 3218 Mulberry Ave., Muscatine, Iowa 52761. Phone 319-263-2512.
See affiliated AM station for additional information.
AM facilities: KWPC.

STATION'S PROGRAMMING DESCRIPTION
KFMH (FM): Progressive rock.

3. FACILITIES
ERP 25,500 w.; 99.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 290 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Iowa Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 12/12/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	24 ti	50 ti
1 min	5.50	5.25	5.00	4.50
30 sec	4.50	4.25	4.00	3.50

KWPC
1947

Subscriber to the NAB Radio Code
Media Code 4 216 7080 8.00
Muscatine Broadcasting, Inc., 3218 Mulberry Ave., Muscatine, Iowa 52761. Phone 319-263-2512.

STATION'S PROGRAMMING DESCRIPTION
KWPC: Country music.

1. PERSONNEL
Pres. & Gen'l Mgr.—George J. Volger.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
250 w.; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KFMH (FM).
Member: Iowa Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 12/12/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	24 ti	50 ti
1 min	7.50	7.25	7.00	6.50
30 sec	6.50	6.25	6.00	5.50

NEWTON
(1 AM; 1 FM)

Jasper County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KCOB
1955

Subscriber to the NAB Radio Code
Media Code 4 216 7200 7.00
KCOB Communications, Inc., Box 1286, Newton, Iowa 50208. Phone 515-792-5262.

1. PERSONNEL
Sales Manager—John E. Carl.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Member: Iowa Town and Country Network.

TIME RATES
No. 8 Eff 6/1/75—Rec'd 6/6/75.
AAA—Mon thru Sat 6:59-8 am (except 7:30 news).
AA—Mon thru Sat 6-6:59 am, 8-9 am, 11:30 am-1:30 pm (except 12:12 news) & 4:30-6 pm; Sun 7-9 am & noon-12:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

A:	1x	156x	624x	1052x
1 min	8.00	7.55	6.55	6.00
30 sec	4.70	4.50	3.90	3.60

AAA/AA Mon thru Sat: Extra 10%.

AAA:	1 min	30 sec
6:59-8 am (except 7:30 News)	10.00	5.90

AM and FM 7:30 am & 12:12 pm simulcast news, ea 7.05.

CONTRACT DISCOUNT
52 wk—10%
Minimum: Non-cancellable contract; 17.50 per wk.

7. PACKAGE PLANS
ROS/BTA

PER DAY:	10 ti	20 ti	30 ti	40 ti
PER WK:	30 ti	60 ti	90 ti	120 ti
1 min	7.76	7.35	6.95	6.55
30 sec	4.60	4.35	4.11	3.90

KCOB-FM
1965

Subscriber to the NAB Radio Code
Media Code 4 216 7201 5.00
KCOB Communications, Inc., Box 1286, Newton, Iowa. 50208. Phone 515-792-5262.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 95.9 mc.
Operating schedule: 6 am-10 pm. CST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Iowa Town and Country Network.
Simulcast news rates with KCOB. See that listing.

TIME RATES
50% of AM.

OELWEIN
(1 AM; 1 FM)

Fayette County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

KOEL
1950

Stuart Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 216 7320 8.00
Hawkeye Broadcasting, Inc., Box 391, 109 S. Frederick, Oelwein, Iowa. 50662. Phone 319-283-1234.

STATION'S PROGRAMMING DESCRIPTION
KOEL: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ray Leafstedt.

2. REPRESENTATIVES
PRO/Meeker Radio.
Omaha, Lincoln—Red Abels.

3. FACILITIES
5,000 w. days, 500 w. nights; 950 kc.
Directional.
Operating schedule: 5 am-11 pm. CST.
Partial simulcast operation. Simulcast 5-7 am. For non-simulcast facilities see KOEL-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
All discounts are paid at completion of any contract.
Affiliated with American Information Network.

TIME RATES
No. 22 Eff 1/1/74—Rec'd 12/31/73.
AA—Mon thru Sat 5:30-9 am, 11:30-1:15 pm, 4-7 pm.
A—Mon thru Sat 9-11:30 am, 1:15-4 pm & 7-11 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA			A			
	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	24 ti
1 min	16	14	13	14	12	11	10
30 sec	13	11	10	11	10	9	8
1 min				11	10	9	8
30 sec				8	7	6	5

10 sec: 50% of applicable 1-min rate.
1-min/30-sec, AA or A combinable for wkly discount.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
On advance contracts/AA & A.
Rateholder: Minimum 2 per wk.

7. PACKAGE PLANS

PER YR. CONTRACTS:	500+	1000+
1 min	9	8
30 sec	6	5

AA & A contracts may be used to earn frequency on ROS Annual Contracts.

10. SPECIAL FEATURES
News/Sports/Markets/Weather, extra 2.50.

KOEL-FM
1971

Stuart Broadcasting Company
Media Code 4 216 7321 1.00
Hawkeye Broadcasting, Inc., Box 391, 109 S. Frederick Ave., Oelwein, Iowa 50662. Phone 319-283-1234.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mc.
Stereo.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 1,501 ft. above average terrain.
Partial simulcast operation. Operated separately 7 am-11 pm. For simulcast facilities see KOEL.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/74—Rec'd 12/31/73.
AA—7-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

	624x	312x	208x	156x	104x	52x	26x
1 min	6.00	6.50	7.00	7.50	8.00	8.50	9.00
30 sec	4.80	5.20	5.60	6.00	6.40	6.80	7.20

CLASS A—SPECIFIED

1 min	5.00	5.50	6.00	6.50	7.00	7.50	8.00
30 sec	4.00	4.40	4.80	5.20	5.60	6.00	6.40

7. PACKAGE PLANS
SATURATION—ROS

A:	624x	312x	208x	156x	104x	52x	26x
1 min	4.00	4.50	5.00	5.50	6.00	6.50	7.00
30 sec	3.20	3.60	4.00	4.40	4.80	5.20	5.60

IMPACT SATURATION—CLASS A

PER WK, ROS	6 ti	12 ti	24 ti	48 ti	96 ti
1 min	4.80	4.40	4.00	3.60	3.20
30 sec	6.00	5.50	5.00	4.50	4.00

10. SPECIAL FEATURES
News & Weather—1-min rate plus 1.50 per spot.

OSKALOOSA
(1 AM; 1 FM)

Mahaska County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KBOE — KBOE-FM
1950 — 1964

Subscriber to the NAB Radio Code
Media Code 4 216 7440 9.00
Oskaloosa Broadcasting Co., Inc., Box 330, Rt. 1, Oskaloosa, Iowa 52577. Phone 515-673-2408.

STATION'S PROGRAMMING DESCRIPTION
KBOE: MOR, sports, news, farm.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Glen Stanley.

2. REPRESENTATIVES
Midwest Radio Reps.

3. FACILITIES
250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 275 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Radio Network

TIME RATES
Eff 7/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x
1 min	8.00	7.50	7.25	6.75	6.00

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
30 sec	6.50	5.85	5.30	5.00	4.80

Edited by Glen Stanley.

OTTUMWA
(2 AM)

Wapello County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KBIZ
1941

A Post Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 216 7560 4.00
KBIZ, Inc., 211 E. Second, Ottumwa, Iowa 52501. Phone 515-682-4535. TWX 910-520-1455.

STATION'S PROGRAMMING DESCRIPTION
KBIZ: Programmed for general interest-local & rural. MUSIC: MOR. NEWS: 6 man department. 29 newscasts daily. WEATHER: national weather wire. SPORTS: Sports Director. 8 shows daily. Local football, basketball, baseball & U football & basket-

(This listing continued on next page)

Ottumwa—K B I Z—Continued

ball, Indy 500. FABM: Farm director, 9-1/2 hrs weekly. Women's show 9:30-10 am, M-F. Teen show 7:30 pm-12M, M-Sat. Sun am-Religious. Contact Representative for further details. Rec'd 3/31/75.

1. PERSONNEL
General Manager—Alvina M. Britz.
Station Manager—John J. Reardon.
Farm Director—Chuck Conger.

2. REPRESENTATIVES
Hilt/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 4:55 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 25a, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d.
Cancellation: 70b, 70d, 72, 73a.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
No. 10 Eff 7/1/74—Rec'd 6/3/74.
AA—Mon thru Sat 6-10 am, 11 am-1 pm & 3-7 pm.
A—Mon thru Sat 5-6 am, 10-11 am & 1-3 pm; Sun 5-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	12.00	11.00	10.00	9.00	10.00	9.00	8.00	7.00
30 sec	10.00	9.00	8.00	7.00	8.00	7.00	6.00	5.00
10 sec	6.00	5.50	5.00	4.50	5.00	4.50	4.00	3.50

	B
1 min	8.00
30 sec	6.00
10 sec	4.00

PER YR:	AA 354x	AA 520x	AA 1040x	A 364x	A 520x	A 1040x
1 min	10.00	9.00	8.00	8.00	7.00	6.00
30 sec	8.00	7.00	6.00	6.00	5.00	4.00
10 sec	5.00	4.50	4.00	4.00	3.50	3.00

	B
1 min	6.00
30 sec	4.00
10 sec	3.00

8. PROGRAM TIME RATES

	2-1/2 min	5 min	10 min	1/4 hr	1/2 hr
1 x	19	24	32	42	70
26 x	17	22	30	40	68
52 x	15	20	27	37	65
104 x	13	17	24	34	61

Edited by John J. Reardon.

KLEE
1954
Media Code 4 216 7680 0.00
Kleeco Radio, Inc., 212-1/2 E. Main St., Ottumwa, Iowa 52501. Phone 515-682-8711.

1. PERSONNEL
President—Thomas L. Davis.
General Manager—Daniel C. Palen.
Sales Manager—John Melcher.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d 5, 6a, 7b, 8.
Rate Protection: 10d, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 24b, 25a, 28b 28c, 29a, 30, 31.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60e.
Cancellation: 70b, 71a.
Prod. Services: 80, 82
Member: Hawkeye Radio Network, Farm Radio Network.

TIME RATES
Eff ——Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	10	8	7	6	5
A	9	7	6	5	4

30 sec/less: 80% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Daniel C. Palen.

PERRY (1 AM; 1 FM)

Dallas County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KDLS
1961
Media Code 4 216 7880 4.00
Perry Broadcasting Co., Box 26, Perry, Iowa. 50220. Phone 515-465-5357. TWX 465-5357.

STATION'S PROGRAMMING DESCRIPTION
KDLS: Programmed for adults.

1. PERSONNEL
General Manager—Tom Quinlan.

2. REPRESENTATIVE
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w. days; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/69—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	7.00	6.75	6.50	6.00	5.50	5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 52 wk—10%

KDLS-FM
1971
Subscriber to the NAB Radio Code
Media Code 4 216 7801 2.00
Perry Broadcasting Co., Box 26, Perry, Iowa 50220. Phone 515-465-5357.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Iowa Town and Country Network.

TIME RATES
70% of AM. See that listing.
Submitted by Tom Quinlan.

RED OAK

Montgomery County—C-7
See SRDS consumer market map and data at beginning of the State.

KOAK
1968
Subscriber to the NAB Radio Code
Media Code 4 216 7875 6.00
Red Oak Broadcasting Co., Inc., Rt. 2, Red Oak, Iowa. 51566. Phone 712-623-2584.

STATION'S PROGRAMMING DESCRIPTION
KOAK: Programmed for general audience.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dwain Munyon.

3. FACILITIES
250 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS

	1x	65x	130x	260x	500x
1 min	7.50	7.25	7.00	6.75	6.50
30 sec	6.25	6.00	5.75	5.50	5.25

Edited by Dwain Munyon.

SHELDON (1 AM; 1 FM)

O'Brien County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KIWA KIWA-FM
1961 1971
A Stangland Station
Media Code 4 216 7920 0.00
Sheldon Broadcasting Co., 411 9th St., Sheldon, Iowa 51201. Phone 712-324-2597.

STATION'S PROGRAMMING DESCRIPTION
KIWA: Programmed for adults. Farm oriented.

1. PERSONNEL
Manager—Wallace Stangland.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3.000 w. (horiz.), 3.000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 150 ft. above average terrain.
Simulcast sunrise to local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Iowa Town and Country Network.

TIME RATES
Eff 7/1/69—Rec'd 7/30/69.
A—6-9:30 am & 11:30 am-1 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	520x	750x
CLASS A								
1 min	6.00	5.90	5.80	5.70	5.60	5.50	5.25	5.15
30 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
CLASS B								
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00	—
30 sec	4.50	4.25	4.00	3.75	3.50	3.25	2.00	—

7. PACKAGE PLANS

WITHIN 7 DAYS:	20 ti	40 ti	60 ti
1 min	100	160	210
30 sec	80	120	150

SHENANDOAH (2 AM)

Page County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KFNF
1924
Subscriber to the NAB Radio Code
Media Code 4 216 8100 6.00
Shenandoah Broadcasting Co., Box 10, 618-1/2 W. Sheridan Ave., Shenandoah, Iowa 51601. Phone 712-246-2890.

STATION'S PROGRAMMING DESCRIPTION
KFNF: C & W music-farm oriented.

1. PERSONNEL
General Manager—Royce E. Wills.

2. REPRESENTATIVES
Midwest Radio Reps.
Omaha—Soderlund Company.

3. FACILITIES
1,000 w. days. 500 w. nights; 920 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Member: Iowa Radio Network.

TIME RATES
Eff 5/1/73—Rec'd 3/30/73.
AA—7-9 am, noon-1 pm & 4-6 pm.
A—5-7 am, 9 am-noon, 1-4 pm & 6-11 pm.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	208x	500x	1000x
CLASS AA						
1 min	8.00	7.50	7.25	7.00	6.75	6.50
30 sec	7.00	6.50	6.25	6.00	5.75	5.50
CLASS A—BTA						
1 min	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	5.00	4.75	4.50	4.25	4.00	3.75

10 sec: 60% of 1-min.

KMA
1925
KATZ RADIO
Subscriber to the NAB Radio Code
Media Code 4 216 8160 2.00
May Broadcasting Company, Lowell and Elm Sts., Shenandoah, Ia. 51601. Phone 712-246-1020. TWX 910-966-8650.

STATION'S PROGRAMMING DESCRIPTION
KMA: Programmed for adults.
MUSIC: modern country/western. MOR. NEWS: 3-man, 1-woman news team, mobile unit & plane. News, farm & weather 6-8 am, 11:30 am-1:30 pm & 5-7 pm with editorials & commentary; network news & commentary. FARM: 2-man staff. Weather, markets & direct livestock reports. SPORTS: sports director with play-by-play in area; network sports; professional baseball network; college football & basketball live; Big 8 basketball tourney. TALK: women's director at 10:30 am with information, interviews. Contact Representative for further details. Rec'd 9/5/74.

1. PERSONNEL
Sta. & Sales Mgr.—Carl (Andy) Andersen.

2. REPRESENTATIVES
Katz Radio

3. FACILITIES
5,000 w.; 960 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0: 10th of month

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15e, 16, 32a.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 29b, 32a.
Contracts: 40a, 41, 44a, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70a, 70e, 71a, 72.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 16 Eff 1/1/74—Rec'd 12/27/73.
AA—Mon thru Sat 5:30-10 am, 11:30 am-1:30 pm & 4-7 pm; Sun 6 am-noon.
A—All other times. ROS.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK, FIXED:	1 min	30 sec
1+	25	20

10 sec: 50% of 1-min.
DISCOUNT
52 wk—10%

7. PACKAGE PLANS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	21	20	19	18	14	13	12	11
30 sec	17	16	15	14	12	11	10	9

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312+
CLASS AA							
1/2 hr	136	132	116	106	101	96	91
1/4 hr	73	69	65	61	57	53	48
10 min	57	53	49	45	42	40	37
5 min	41	38	35	33	31	30	29
CLASS A							
1/2 hr	116	111	106	101	96	89	84
1/4 hr	63	60	57	54	50	48	43
10 min	51	48	45	41	38	36	34
5 min	37	35	33	31	29	27	25

9. PARTICIPATING PROGRAMS

	1 min	30 sec
Homemaker 10:30-11 am (Q)	8	6

SIOUX CENTER (1 AM; 1 FM)

Sioux County—Map location B-2
See SRDS consumer market map and data at beginning of the State.

KVDB
1969
Media Code 4 216 8200 6.00
Tri-State Broadcasters, Inc., Box 233, Sioux Center, Iowa 51250. Phone 712-722-9931.

STATION'S PROGRAMMING DESCRIPTION
KVDB: Farm oriented—commentaries & markets.

1. PERSONNEL
Manager—Donald Broek.

3. FACILITIES
500 W.; 1090 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-10 am, noon-3 pm & 5 pm-local sunset. For non-simulcast facilities see KVDB-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.

TIME RATES
No. 3 Eff 2/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	13 ti	26 ti	52 ti	78 ti	104+
1 min	4.10	3.75	3.60	3.45	3.35	3.20
30 sec	3.00	2.65	2.50	2.30	2.10	1.80
15 sec	2.20	2.10	2.00	1.90	1.70	1.60

7. PACKAGE PLANS
SPECIAL WEEKLY SATURATION

	6 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min	3.85	3.65	3.50	3.40	3.30	3.20	3.10	2.90
30 sec	2.65	2.55	2.45	2.35	2.25	2.15	2.10	2.00
15 sec	2.15	2.05	2.00	1.90	1.80	1.70	1.60	1.50

8. PROGRAM TIME RATES

PER WK:	5 min	1/4 hr	1/2 hr	1 hr
1 ti	7.50	13.50	28.00	60.00
3 ti	6.00	10.50	——	——
6 ti	5.00	9.00	——	——

KVDB-FM
1973
Media Code 4 216 8201 4.00
Tri-State Broadcasters, Inc., Box 233, Sioux Center, Iowa 51250. Phone 712-722-4555.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KVDB-FM: MUSIC: general popular.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.
Operating schedule: 6 am-midnight. CST.
Partial simulcast operation. Operated separately 10 am-noon & 3-5 pm. For simulcast facilities see KVDB.

TIME RATES
Rates are 80% of AM.

SIOUX CITY (3 AM; 2 FM)

Plus 1 paid cross reference.
Woodbury County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KBCM
1974
Modern Country Music
Subscriber to the NAB Radio Code
Media Code 4 216 8240 2.00
Jim & Tom Hassenger Broadcasting Co., Box 1737, 1400 Pierce St., Sioux City, Iowa 51102. Phone 712-258-5595.

STATION'S PROGRAMMING DESCRIPTION
KBCM: Programmed for 18-49 age group.
MUSIC: Modern country. NEWS: local, regional at :60; network at :30. Weather reports in all local newscasts. Own weather radar systems. FARM: 5:30-7:30 am & noon-1 pm. Livestock market reports 6:35 am & 12:10 pm M-F. SPORTS: 5 min local & national sports 7:15 am & 5:15 pm daily. Air personality 7:30 am M-F. Contact Representative for further details. Rec'd 1/29/75.

1. PERSONNEL
Operations Manager—Donald Miller.
Sales Manager—Roland Ashmore.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 100.000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 898 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 16.
Basic Rates: 20a 20b, 21a, 21d, 22b, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47e, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

(This listing continued on next page)

IOWA

Sioux City—K B C M—Continued

TIME RATES
Eff 1/1/75—Rec'd 12/27/74.
AA—5:30-9 am & 11:45 am-1:15 pm.
BTA—All other times to midnight.

6. SPOT ANNOUNCEMENTS

	CLASS AA						
	1x	52x	156x	312x	624x	1248x	2600x
1 min	14.10	13.70	13.25	12.15	11.25	10.50	----
30 sec	11.25	11.00	10.65	9.75	9.00	8.40	----
	BTA						
1 min	9.40	9.15	8.95	8.25	7.50	7.05	6.60
30 sec	7.50	7.35	7.15	6.60	6.00	5.65	5.25

7. PACKAGE PLANS

PER WK, BTA:	14 ti	28 ti	56 ti	112 ti
1 min	9.15	8.55	8.25	7.20
30 sec	7.35	7.05	6.60	5.80

TAP—39%AA, 61%BTA

112 TI, 4 WK, 7 DAYS PER WK:	1 min	30 sec
6 am-6 pm, ea	9.55	7.65
6 pm-midnight	8.20	6.55

KMNS
1949

Stuart Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 216 8400 2.00
Siouxland Broadcasting, Inc., Box 177, 901 Steuben St., Sioux City, Iowa 51102. Phone 712-258-0628.

STATION'S PROGRAMMING DESCRIPTION
KMNS: Daytime programming 18-49, nighttime 12-34.
MUSIC: MOB hits & gold days; contemporary rock nights. NEWS: network at :30; local at :60, live mobile reports, stocks. FARM: 5:30-7 am, 12N-1 pm, agriculture news, markets, county agents. Weather: US Weather Bureau, local, area reports. SPORTS: daily show 7:35 am & 5:25 pm, play-by-play college & high school football, basketball, local horse racing. ENTERTAINMENT: major & minor contests, promotions, audience participation games. SPECIAL FEATURES: air traffic reports; live on location remote broadcasts. Contact Representative for further details. Rec'd 7/30/74.

1. PERSONNEL
President—Richard W. Chapin.
Vice-Pres. & Gen'l Mgr.—Al Mangum.
Operations Manager—Jeff Merritt.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Omaha, Kansas City, Des Moines, Lincoln, Wichita—Red Abels.

3. FACILITIES
1,000 w.; 620 kc. Directional—separate patterns day and night.
Operating schedule: 5 am-midnight daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 2d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b
Comb.: Cont. Discounts: 80b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82
FM facilities: KSEZ (FM):
Affiliated with MBS.

TIME RATES
No. 7 Eff 4/1/75—Rec'd 3/17/75.
AA—Mon thru Sat 5:30-10 am, 11:45 am-1:15 pm & 3-7 pm.
A—Mon thru Sat 10-11:45 am & 1:15-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	19	16	16	13	12	10
12 ti	18	15	15	12	11	9
18 ti	17	14	14	11	10	8
24 ti	16	13	12	10	9	7
PER YR:						
520 x	17	14	15	12	11	9
1040 x	15	12	12	10	9	7

10 sec: 50% of 1-min; preemptible.
All time classifications are combinable for weekly frequency. 1-min and 30-sec spots may be combined for weekly frequency. 10-sec spots may be combined with 1-min and 30-sec to earn frequency for 10-sec spots only.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK. EA:	1min	30 sec
12 ti (5AA, 4A, 3B)	14	11
18 ti (8AA, 7A, 3B)	13	10
24 ti (12AA, 8A, 4B)	12	9

TAP may be combined with other spots or plans for frequency purposes.

KSCJ
1927

Subscriber to the NAB Radio Code
Media Code 4 216 6520 7.00
G & G Broadcasting, Inc., Box 1379, N. Hwy. 75, Sioux City, Iowa 51102. Phone 712-239-2100.

STATION'S PROGRAMMING DESCRIPTION
KSCJ: Programming to age group 25-49.
FARM: 6-6:45 am (within news information service block), noon-1 pm & 5-6 pm. TALK: open line 8:15-9 am M-Sat; swap shop 1:30-2 pm. NEWS: network at :60; 3 man news department for local regional reporting. SPORTS: play-by-play local high school games. MUSIC: MOR daytime, which includes some top 40; 7 pm-1 am for under 25 age group. Contact Representative for further details. Rec'd 11/29/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ray Grandle.
Vice-Pres. & Sta. Mgr.—Bill Grabau.

2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.
Omaha—Soderlund Company.
Denver—Bob Hix Co., Inc.

3. FACILITIES
5,000 w.; 1360 kc. Directional—night only.
Operating schedule: 5:30-1 am. CST.

4. AGENCY COMMISSION
15/0 net time; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21a, 21d, 22a, 22b, 23b, 24b, 24c, 25a, 26, 27, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60l, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
No. 21 Eff 4/15/74—Rec'd 2/25/74.
AA—Mon thru Sat 6-10 am, 11:45 am-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK:	1 min	30 sec	1 min	30 sec
7 ti	14	11	12	9
14 ti	13	10	11	8
21 ti	12	9	10	7
28 ti	11	8	9	6
PER YR:				
520 x	11	8	9	6
1040 x	10	7	8	5

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	110	105	100	94	88	82	77
1/2 hr	77	71	66	60	55	50	44
1/4 hr	30	26	24	22	21	19	18
5 min	17	16	15	14	13	11	10

KSEZ (FM)
1960

Stuart Broadcasting Company
Media Code 4 216 8580 1.00
Siouxland Broadcasting, Inc., Box 177, 901 Steuben St., Sioux City, Iowa 51102. Phone 712-258-0628.
See affiliated AM station for additional information.
AM facilities: KMNS.

STATION'S PROGRAMMING DESCRIPTION
KSEZ (FM): MUSIC: Standards, mostly instrumental. NEWS: network at :15. Contact Representative for further details. Rec'd 12/2/74.

2. FACILITIES
ERP 38,000; 97.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 1 Eff 8/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

PER WK:	3 ti	6 ti	12 ti	24 ti
1 min	5.00	4.75	4.50	4.25
30 sec	4.00	3.75	3.50	3.25

KWSL
(formerly KTRI)
1938

Subscriber to the NAB Radio Code
Media Code 4 216 8640 3.00
Radio Communications, Inc., 6th & Nebraska Sts., Sioux City, Iowa 51101. Phone 712-258-0165.

STATION'S PROGRAMMING DESCRIPTION
KWSL: Daytime audience 18-49, 25 & under nights. MUSIC: current hits. Remote broadcasts with live personalities. NEWS: at :25 & :55. SPORTS: at :25; college & high school play-by-play. Agri-news. Contact Representative for further details. Rec'd 7/17/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. Kenneth Kjeldseth.
Vice-President—Merle D. Oakes.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Minneapolis—William L. Hurley.

3. FACILITIES
5,000 w.; 1470 kc. Directional—separate patterns day and night.
Operating schedule: 4:55-1:10 am. CST.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15e, 16.
Basic Rates: 22a, 22b, 24a, 24b, 26, 28a.
Contracts: 40a, 44a, 44b, 45, 46.
Comb.: Cont. Discounts: 60a, 60e, 61c, 62d.
Cancellation: 70h, 70c, 71a, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
Eff 12/1/74—Rec'd 12/3/74.
AA—6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	11	10	9	8	10	9	8	7
30 sec	9	8	7	6	8	7	6	5

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER YR, RDS:	1 min	30 sec
2000 x	6.00	4.50

10 sec: 50% of 1-min.
Edited by C. Kenneth Kjeldseth.

WNAX
YANKTON

City of license, Yankton, S. D.
Considered by CBS Radio Network as their Sioux City-Sioux Falls-Yankton outlet.
See listing under Yankton, S. D.

SPENCER (1 AM; 1 FM)

Clay County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KICD
1942

Subscriber to the NAB Radio Code
Media Code 4 216 8760 6.00
Iowa Great Lakes Broadcasting Co., Box 631, Spencer, Iowa 51301. Phone 712-262-1240.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ben B. Sanders.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

6. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
Partial simulcast operation. Simulcast 5:30-9:05 am, noon-1:05 pm & 5 pm-midnight. For non-simulcast facilities see KICD-FM.

4. AGENCY COMMISSION
15/0; 10th of month

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 28 Eff 5/1/74—Rec'd 4/24/74.
A—7-9 am, noon-1 pm & 6-7 pm.
B—5:30-7 am, 9 am-noon, 1-2 pm & 5-6 pm.
C—2-5 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	A		B		C	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	11.40	8.15	9.60	6.50	8.15	5.35
52 x	9.60	7.35	8.15	5.80	7.35	4.80
156 x	8.90	6.90	7.35	5.45	6.50	4.60
260 x	8.15	6.50	6.50	5.05	6.35	4.50
365 x	7.75	6.40	6.35	4.80	6.00	4.45
520 x	7.35	6.15	6.15	4.50	5.65	4.15

7. PACKAGE PLANS

PER	30 word				50 word			
DAY:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
3 ti	4.45	4.05	3.75	3.40	5.35	4.95	4.50	4.10
6 ti	3.90	3.60	3.30	3.00	4.60	4.25	4.00	3.60
10 ti	3.60	3.30	3.05	2.80	4.20	4.05	3.65	3.40
	75 word				120 word			
3 ti	5.95	5.45	5.05	4.60	7.20	6.55	6.15	5.55
6 ti	5.65	4.75	4.35	4.00	6.80	5.75	5.25	4.75
10 ti	4.95	4.50	4.10	3.80	5.90	5.40	4.95	4.50

Minimum 7 days.

KICD-FM
1965

Subscriber to the NAB Radio Code
Media Code 4 216 8761 7.00
Iowa Great Lake Broadcasting Co., Box 631, Spencer, Iowa 51301. Phone 712-262-1240.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 107.7 mc.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 395 ft. above average terrain.
Partial simulcast operation. Operated separately 9:05 am-noon & 1:05-5 pm. For simulcast facilities see KICD.

TIME RATES
Rates are identical to KICD. See that listing.

STORM LAKE (1 AM; 1 FM)

Buena Vista County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KAYL
1948

Subscriber to the NAB Radio Code
Media Code 4 216 8880 5.00
Northwest Iowa Broadcasting, Inc., Park Bldg., Storm Lake, Ia. 50588. Phone 712-732-3520.

STATION'S PROGRAMMING DESCRIPTION
KAYL: MOR & top 40 music; news & weather hourly.

1. PERSONNEL
Pres. & Sls. Mgr.—Paul R. Benson.

3. FACILITIES
250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-8:20 am & 5 pm-local sunset. For non-simulcast facilities see KAYL-FM.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Iowa Radio Network, Farm Radio Network.

TIME RATES
Eff 6/1/72—Rec'd 5/4/72.
AA—Daily noon-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	156x	260x	312x	520x
AA	8.00	7.90	7.50	7.35	7.25	7.00
A	7.50	7.35	7.20	6.90	5.40	5.10
30 SEC:						
A	5.75	5.65	5.50	5.00	4.15	3.90

7. PACKAGE PLANS

	CLASS A					
PER WK:	6 ti	12 ti	24 ti	36 ti	48 ti	90 ti
1 min	6.75	6.25	5.85	5.45	4.50	8.60
30 sec	5.20	4.85	4.05	3.75	3.45	2.75

KAYL-FM
1946

Subscriber to the NAB Radio Code
Media Code 4 216 8881 3.00
Northwest Iowa Broadcasting, Inc., 320 Lake Ave., Storm Lake, Iowa 50588. Phone 712-732-3520.
See affiliated AM station for additional information.

3. FACILITIES
ERP 16,000 w., 101.5 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 400 ft. above average terrain.
Partial simulcast operation. Operated separately 8:20 am-5 pm. For simulcast facilities see KAYL.

TIME RATES
Eff 6/1/72—Rec'd 5/4/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	520x
1 min	5.25	5.15	5.00	4.85	3.80	3.60
30 sec	4.00	3.95	3.85	3.50	2.90	2.75

WASHINGTON

Washington County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

KCII
1961

Subscriber to the NAB Radio Code
Media Code 4 216 9000 0.00
Washington Radio, Inc., Box 524, 105-1/2 E. Main St., Washington, Iowa 52353. Phone 319-653-2113.

STATION'S PROGRAMMING DESCRIPTION
KCII: Farm pgms/reports 6 am-2 pm MOR format.

1. PERSONNEL
General Manager—Dan C. Bryan.
Farm Director—Jim Dahl.

2. REPRESENTATIVES
PRO/Meeker Radio.

6. FACILITIES
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Only one product or service may be advertised on each commercial.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 7/1/74—Rec'd 5/2/74.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	65x	130x	260x	500x
1 min	7.50	7.25	7.00	6.75	6.50
30 sec	6.25	6.00	5.75	5.50	5.25

Submitted by Dan C. Bryan.

WATERLOO (4 AM; 2 FM)
(including Cedar Falls)

Black Hawk County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	22	18	22	18
B	18	16	18	13
C	14	14	14	13
D	13	13	13	13
AVERAGE	17	15	17	14

KCFI #2 Adults 18-34* Listeners 12+**
ARB Apr-May '74 6am-Mid M-S MSA* avg 1/4hr ** cumes
PROGRAMMING THE SUCCESSFUL
DRAKE CHENAULT "HIT PARADE" FORMAT
KCFI Radio Cedar Falls—Waterloo
Call Jim Mudd collect (319) 277-1918

KCFI
1958
CEDAR FALLS

Subscriber to the NAB Radio Code
Media Code 4 216 8120 5.00
Jim Mudd Broadcasting Co., Box 157, Cedar Falls, Iowa 50613. Phone 319-277-1918.

STATION'S PROGRAMMING DESCRIPTION
KCFI: Programmed for adults 18-49.
MUSIC: hit parade. NEWS: at :15 & :45. UPI wire, UPI audio, state network with local emphasis. Contact Representative for further details. Rec'd 10/28/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—James A. Mudd.
General Sales Manager—Bruce Normandin.
Program Director—Jim Frandin.

(This listing continued on next page)

Waterloo—K C F I—Continued

2. REPRESENTATIVES
Mario Messina Company.
Call Jim Mudd collect.

3. FACILITIES
500 w. days; 1250 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15d.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 40c, 41, 43, 44b, 45, 46, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
No. 4 Eff 2/1/75—Rec'd 3/25/75.

6. SPOT ANNOUNCEMENTS

PER WK. BTA:	6 ti	12 ti	18 ti	24 ti
1 min	15.00	13.50	12.00	10.50
30 sec	12.00	10.50	9.00	7.50

CONSECUTIVE WEEK DISCOUNT
13 wk—10%
Edited by James A. Mudd.

KFMW (FM)
1968
WATERLOO

EASTMAN RADIO, INC.

NAB RAB

Blackhawk Broadcasting Company
Media Code 4 216 9180 9.00
Blackhawk Broadcasting Co., Inc., E. 4th & Franklin Sts., Waterloo, Iowa. 50703. Phone 319-234-4401. TWX 319-235-1716.
See affiliated AM station for additional information.
AM facilities: KWWL.

STATION'S PROGRAMMING DESCRIPTION
KFMW (FM): Programmed for adults 24-49.
MUSIC: uninterrupted segments of standards & popular music. NEWS: brief news, or weather or stock market reports every half hr. Contact Representative for further details. Rec'd 2/5/75.

1. PERSONNEL
Manager—Dan Davies.
Program Director—Joe Arquette.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 1,800 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with KWWL. See that listing for rates.

TIME RATES
Eff 5/4/70—Rec'd 5/4/70.

6. SPOT ANNOUNCEMENTS
Ea 6

6. PROGRAM TIME RATES

	1 hr	1/2 hr
Ea	50	30

KLEU
1972
WATERLOO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 9150 2.00
Marathon Communications, Inc., 3222 Osage Rd., Waterloo, Iowa 50701. Phone 319-234-2811.

STATION'S PROGRAMMING DESCRIPTION
KLEU: Programmed for adults 18-45.
MUSIC: million sellers of yesterday & today, top 40 Sat 1-4 pm, big band Sun am. 4 AIR PERSONALITIES. NEWS: local & network at :55. News blocks 7-7:15 am, 8:20-8:30 am, 11:55-12:15 pm & 10-min early evening drive news final. SPORTS: major newscasts, network & local, professional hockey & baseball, college football. Contact Representative for further details. Rec'd 1/27/75.

1. PERSONNEL
President—William Payne.
General Manager—Bill Bundy.
Sales Manager—Gary Hubbard.

2. REPRESENTATIVES
Bill Dahlsten & Associates.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
500 w. days; 850 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 19th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3d, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a.
Basic Rates: 20b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Hawkeye Radio Network.

TIME RATES
Eff———Rec'd 8/1/75.
AA—6-9 am, noon-1 pm & 2-6 pm.
A—9 am-noon, 1-2 pm & 6-8 pm.

6. SPOT ANNOUNCEMENTS

	AA		A	
	1 min	30 sec	1 min	30 sec
Ea	6.00	4.80	5.50	4.40

7. PACKAGE PLANS
30-DAY BTA 85 PLAN
1 min, ea. ..... 4.90 30 sec, ea. 3.90
10-DAY IMPACT—BTA

	1 min	30 sec
80 ti	400	320

10. SPECIAL FEATURES

EA:	1 min	30 sec
Jim Knight news	6.00	4.80

Submitted by William Bundy.

KWWL
1947
WATERLOO

EASTMAN RADIO, INC.

NAB RAB

Blackhawk Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 216 9240 1.00
Blackhawk Broadcasting Co., Inc., E. 4th & Franklin Sts., Waterloo, Iowa. 50703. Phone 319-234-4404. TWX 319-235-1716

STATION'S PROGRAMMING DESCRIPTION
KWWL: Programmed for adults & young adults.
MUSIC: 8 am-6 pm adult contemporary; 6 pm-6 am contemporary music for young adults. NEWS: 6-8 am, plus at :60 throughout day. Contact Representative for further details. Rec'd 2/5/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bill Bolster.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1330 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 24c, 27.
Contracts: 40a, 41, 44a, 44b, 45.
Comb.; Cont. Discounts: 60b, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
FM facilities: KFMW (FM).
Affiliated with Eastman Radio Network.

TIME RATES
No. 21 Eff 4/1/71—Rec'd 7/8/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	1 ti	12 ti	16 ti	24 ti
I	25	22	20	18
II	21	18	16	14
III	17	14	12	10

30 sec: 80% of 1-min.

7. PACKAGE PLANS

CUME PLANS:	Ea
Plan A (15I, 10II, 5III)	17.00
Plan B (8I, 5II, 2III)	13.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising. Sold in combination with KLWW, Cedar Rapids. All packages, including Cume Plans, combine for frequency discount.

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	1 ti	12 ti	16 ti	24 ti
I	28	25	23	21
II	24	21	19	17
III	20	17	15	13

30 sec: 80% of 1-min.

7. PACKAGE PLANS

CUME PLANS:	Ea
Plan A (15I, 10II, 5III)	15.50
Plan B (8I, 5II, 2III)	20.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEHOLDER
Minimum wkly sched of 5 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

KXEL
1942
WATERLOO

HR STONE radio

NAB

Media Code 4 216 9300 7.00
KXEL Broadcasting Co., Inc., Box 2395, Highway 281 East, Waterloo, Ia. 50705. Phone 319-233-3371.

STATION'S PROGRAMMING DESCRIPTION
KXEL: Programmed for rural & urban audience.
MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: network, local & regional at :55. Weather hourly from direct weather wire. FARM: farm director, farm news at 5:30 am, farm news & markets at 6:30 am. 15 min farm program at 12:30 pm. SPORTS: sports director, sports at 8:30 am & 4:30 pm. Contact Representative for further details. Rec'd 3/31/75.

1. PERSONNEL
President—Cy N. Bahakel.
General Manager—Rick Hall.
Local & Reg. Sales Mgr.—Fred Hendrickson.

2. REPRESENTATIVES
Hill/Stone Radio Representatives, Inc.

3. FACILITIES
50,000 w.; 1540 kc. Clear channel. Directional—night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General. 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b.
Contracts: 40a, 42a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 11 Eff 1/1/75—Rec'd 2/25/75.
AAA—Mon thru Fri 6-9 am, 11:30 am-1 pm & 3-6 pm.
AA—Mon thru Fri 9-11:30 am & 1-3 pm; Weekends 6 am-6 pm.
A—Mon thru Sun 6-8 pm & 1/6 am.

6. SPOT ANNOUNCEMENTS
CLASS AAA

WK: Open	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	50 ti
BULK:			250x	500x		1000x	
1 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00
30 sec	16.00	15.25	14.50	13.50	12.75	12.00	11.25	10.50

CLASS AA

1 min	18.00	17.25	16.25	15.25	14.50	13.50	12.50	11.75
30 sec	14.50	13.75	13.00	12.25	11.50	10.75	10.00	9.25

CLASS A

1 min	14.00	13.25	12.50	12.00	11.25	10.50	9.75	9.00
30 sec	11.25	10.75	10.00	9.50	9.00	8.50	7.75	7.25

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	3x	6x	12x	18x	24x	30x	36x	52x
1 min	17.25	16.50	15.50	14.75	13.75	13.00	12.25	11.25
(*)	13.75	13.25	12.50	11.75	11.00	10.50	9.75	9.00

(*) 30 sec or less.
Within 7 days.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	260x	312x
1 hr	252.00	240.00	230.00	215.00	200.00	180.00
1/2 hr	144.00	138.00	131.00	124.00	116.50	109.00
1/4 hr	96.00	91.75	87.50	83.00	78.50	74.25
10 min	72.80	70.60	65.50	61.90	58.25	54.60
5 min	48.00	46.60	45.15	42.25	39.30	35.40

Mon thru Sun 8 pm-1 am.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Does not apply to TAP.

KXEL-FM
1962
WATERLOO

NAB

Media Code 4 216 9361 6.00
KXEL Broadcasting Co., Inc., Box 2395, Waterloo, Ia. 50705. Phone 319-233-3371.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KXEL-FM: Programmed for young adults.
MUSIC: contemporary top 40. AIR PERSONALITIES handle all segments. NEWS: 7 min hourly block of local & network at :52. SPORTS: local basketball, football & hockey. Public affairs Sun morning. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for details. Rec'd 3/31/75.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 569 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
No. 10 Eff 10/1/72—Rec'd 10/25/72.

6. SPOT ANNOUNCEMENTS
PER WK:

	Open	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	50 ti
BULK:				250x	500x		1000x	
1 min	14.00	13.30	12.60	11.90	11.20	10.50	9.80	9.10
30 sec	11.20	10.65	10.10	9.50	8.95	8.40	7.85	7.30

WAUKON (1 AM; 1 FM)
Allamakee County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

KNEI
1967

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 9400 1.00
David H. Hogendorn, Box 151, Waukon, Ia. 52172. Phone 319-568-3476.

1. PERSONNEL
General Manager—David H. Hogendorn.

3. FACILITIES
1,000 w.; 1140 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 206 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Hawkeye Radio Network.

TIME RATES
Eff———Rec'd 5/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	720+
1 min	5.35	5.10	4.85	4.60	4.35	4.10	3.10	2.10
30 sec	3.35	3.10	2.85	2.60	2.35	2.10	1.85	1.60

WAVERLY (1 AM; 1 FM)
Bremer County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KWAY
1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 216 9480 3.00
Cedar Valley Broadcasting Co., Box 307, Waverly, Iowa 50677. Phone 319-352-3550.

STATION'S PROGRAMMING DESCRIPTION
KWAY: MUSIC: MOR & country.

1. PERSONNEL
General Manager—John Talbott.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w.; 1470 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,600 w.; 99.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 180 ft. above average terrain.
Simulcast 6 am-12:45 pm.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

TIME RATES
No. 6 Eff 4/1/74—Rec'd 11/8/74.
AA—6-9 am & 11 am-1 pm.
A—ROS.

6. SPOT ANNOUNCEMENTS
CLASS A

YR. ROS:	1x	52x	104x	156x	260x	312x	624x	1000x
1 min	6.00	5.80	5.60	5.20	4.80	4.40	4.00	3.60
30 sec	5.40	5.20	5.00	4.60	4.20	3.80	3.40	3.00

15 sec/less: Flat, 3.00.
AA: Per spot extra, 1.00.

7. PACKAGE PLANS
SATURATION PLAN No. 1—ROS

14 CONSEC DAYS:	1 min	30 sec
100 ti	3.60	3.00

SATURATION PLAN No. 2—ROS

7 CONSEC DAYS:	6 ti	12 ti	24 ti	36 ti	72 ti
1 min	5.60	5.20	4.80	4.40	4.00
30 sec	5.00	4.60	4.20	3.80	3.40

15 sec/less: Flat, 3.00.

10. SPECIAL FEATURES
5-min including network news, flat, ROS, 9.00.

KWAY-FM
1970

RAB

Subscriber to the NAB Radio Code
Media Code 4 216 9480 3.00
Cedar Valley Broadcasting Co., Box 307, Waverly, Iowa 50677. Phone 319-352-3550.

STATION'S PROGRAMMING DESCRIPTION
KWAY: MUSIC: MOR & country.

1. PERSONNEL
General Manager—John Talbott.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w.; 1470 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,600 w.; 99.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 180 ft. above average terrain.
Simulcast 6 am-12:45 pm.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town and Country Network.

TIME RATES
No. 6 Eff 4/1/74—Rec'd 11/8/74.
AA—6-9 am & 11 am-1 pm.
A—ROS.

6. SPOT ANNOUNCEMENTS
CLASS A

YR. ROS:	1x	52x	104x	156x	260x	312x	624x	1000x
1 min	6.00	5.80	5.60	5.20	4.80	4.40	4.00	3.60
30 sec	5.40	5.20	5.00	4.60	4.20	3.80	3.40	3.00

15 sec/less: Flat, 3.00.
AA: Per spot extra, 1.00.

7. PACKAGE PLANS
SATURATION PLAN No. 1—ROS

14 CONSEC DAYS:	1 min	30 sec
100 ti	3.60	3.00

SATURATION PLAN No. 2—ROS

7 CONSEC DAYS:	6 ti	12 ti	24 ti	36 ti	72 ti
1 min	5.60	5.20	4.80	4.40	4.00
30 sec	5.00	4.60	4.20	3.80	3.40

15 sec/less: Flat, 3.00.

10. SPECIAL FEATURES
5-min including network news, flat, ROS, 9.00.

WEBSTER CITY (1 AM; 1 FM)
Hamilton County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KQWC
1949

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 216 9600 6.00
GO Radio Corp., Box 222, Webster City, Ia. 52355. Phone 515-832-1410.

1. PERSONNEL
Owner & Gen'l Mgr.—Glenn R. Olson.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Entertainment Network.
Member: Iowa Town & Country Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/69—Rec'd 1/29/69.

7. PACKAGE PLANS

PER WK. EA:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1-min	5.50	5.25	5.00	4.75	4.50	4.25

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KQWC-FM
1969

NAB RAB

Media Code 4 216 9681 4.00
GO Radio Corp., Box 27, 508 2nd St., Webster City, Ia. 50595. Phone 515-832-3068.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 6 am-local sunset. CST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Iowa Town & Country Network.

TIME RATES
No. 2 Eff 11/69—Rec'd 9/8/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	585x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.75	3.50	3.25	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

90 DAYS:	10 ti	20 ti	40 ti	60 ti	100 ti
1 min	40	75	140	195	300
30 sec	35	65	120	165	250

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	118,836	Salina	2,343
METRO AREAS		Topeka	13,017
Hutchinson	1,467	Wichita	32,616
Manhattan	4,156	Total Metros	53,599

KANSAS

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Kansas Radio Network

Comprised of:
Non-Interconnected Stations

KSOK—Arkansas City
KKOY—Chanute
KNCK—Concordia
KOYY, KOYY-FM—El Dorado
KVOE—Emporia
KWBW—Hutchinson
KANS—Larned
KLWN, KLWN-FM—Lawrence
KNEX—McPherson
KNBI—Norton
KWNS, KWNS-FM—Pratt
KSKG (FM)—Salina
KULY—Ulysses
KLEY—Wellington

Media Code 4 217 0100 4.00
Business offices—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.
New York 10017—501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract—one billing basis.

TIME RATES
Eff————Rec'd 10/28/74.
Spots scheduled adjacent to Farm or News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti
1 min. ea.....	78	74	70
30 sec: 80% of 1-min.			

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 217 0125 1.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-5900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

KANSAS STATE GROUP
Comprised of:

KABI—Abilene
KKOY—Chanute
KNCK—Concordia
KEDD—Dodge City
KVOE—Emporia
KMDO—Fort Scott
KLIB—Liberal
KMAN—Manhattan
KNEX—McPherson
KJRG—Newton
KNBI—Norton
KIUL—Garden City
KIND—Independence
KALN—Iola
KJCK—Junction City
KANS—Larned
KCLO—Leavenworth
KLKC—Parsons
KKAN—Phillipsburg
KFLA—Scott City

	1 min	30 sec
All stations	95	76

Less than full state list may be purchased.

(D)

ABILENE (1 AM; 1 FM)

Dickinson County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KABI 1963 — **KABI-FM** 1968

Subscriber to the NAB Radio Code
Media Code 4 217 0150 9.00
KABI, Inc., Box 237, Abilene, Kan. 67410. Phone 913-263-1560.

1. PERSONNEL
Manager—Leon Geisert.

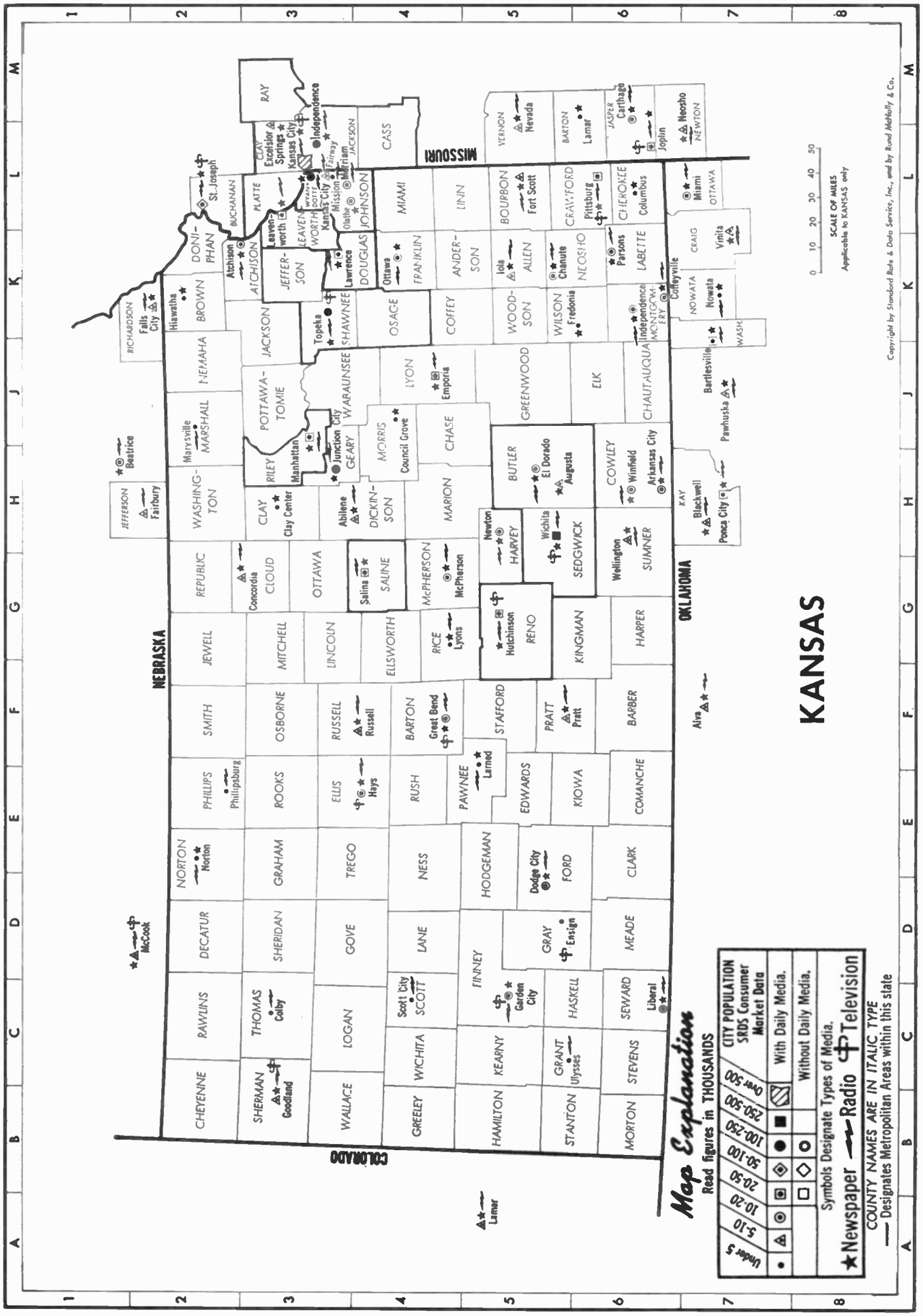
3. FACILITIES
250 w. days; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 93.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 163 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff————Rec'd 4/29/74.

(This listing continued on page 342)



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Emporia—Lyon
Hutchinson—Reno
Kansas City—Wyandotte
Lawrence—Douglas
Leavenworth—Leavenworth
Manhattan—Riley
Overland Park—Johnson
Pittsburg—Crawford
Prairie Valley City—Johnson
Salina—Saline
Shawnee—Johnson
Topeka—Shawnee
Wichita—Sedgwick

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
KANSAS STATE TOTALS	2,298.3	798.23	11,364,221	14,237	7.3	10.0	7.5	21.4	52.5	6,680,877	8,370	1,384,823	222,335	959,376	278,176	358,803	1,498,110	734,497	1,271.28	255.5	4,884,918
ALLEN K-5	15.5	5.82	63,187	10,857	11.6	11.6	8.0	21.5	42.0	43,809	7,527	9,422	862	5,086	1,359	1,687	8,362	5,727	8.23	2.6	30,090
ANDERSON K-4	8.7	3.18	37,093	11,664	10.2	11.7	7.1	20.7	45.4	20,231	6,362	4,798	608	347	437	607	5,102	2,678	4.60	3.2	36,370
ATCHISON K-2	19.2	6.21	86,308	13,898	9.6	10.1	8.0	23.2	49.0	43,484	7,002	12,140	1,754	6,015	3,249	2,147	6,598	2,572	9.47	3.2	34,970
BARBER F-6	7.4	2.79	42,571	15,258	8.5	10.1	7.0	19.4	54.9	27,623	9,901	4,586	1,221	868	653	1,279	4,561	6,621	3.89	1.2	54,053
BARTON F-4	32.4	10.98	155,822	14,199	7.2	9.1	7.7	24.4	51.5	115,514	10,520	22,303	3,531	22,814	4,987	8,695	29,184	12,274	18.64	3.8	103,485
BOURBON L-5	15.5	6.12	68,910	11,260	11.7	12.8	7.9	20.1	38.8	48,409	7,910	11,169	894	5,921	4,631	3,387	11,187	5,546	8.70	2.7	32,228
BROWN K-2	14.3	5.49	54,622	9,949	8.3	11.7	6.1	13.6	55.9	39,197	7,140	6,483	1,539	1,662	670	1,706	7,289	3,655	6.58	4.9	63,023
BUTLER H-5	38.1	13.19	177,606	13,465	7.4	8.4	7.8	23.8	52.5	83,691	6,345	19,187	3,052	5,492	4,154	5,159	21,789	12,834	22.45	4.5	129,313
CHASE J-4	3.6	1.40	15,500	11,071	11.3	12.9	7.5	21.5	41.7	8,060	5,757	1,749	351	254	464	323	1,605	2,305	1.87	1.0	49,336
CHAUTAUQUA J-6	5.3	2.27	23,996	10,571	9.1	11.2	5.9	13.3	54.6	12,154	5,354	2,877	543	256	110	.....	3,481	1,600	2.45	1.1	20,464
CHEROKEE L-6	22.4	8.47	83,352	9,841	12.4	11.0	8.9	23.7	36.9	41,283	4,874	12,362	944	2,718	727	1,393	9,434	6,720	11.95	3.2	24,751
CHEYENNE B-2	3.8	1.39	20,345	14,637	5.7	8.2	4.9	11.1	69.4	12,517	9,005	2,855	316	345	531	751	2,577	1,645	2.29	1.6	33,209
CLARK E-6	2.9	1.14	16,589	14,552	7.6	9.8	6.2	17.6	58.7	7,330	6,430	1,732	275	336	88	240	1,268	1,224	1.57	.8	43,304
CLAY H-3	10.5	4.04	47,408	11,735	11.7	12.0	8.2	23.7	41.0	30,549	7,562	6,489	629	1,910	633	1,853	9,002	2,888	5.58	3.2	49,386
CLOUD G-3	14.1	5.13	58,534	11,410	10.2	11.7	7.9	21.9	46.7	43,057	8,393	9,204	1,600	4,335	1,402	2,426	8,568	4,804	6.86	2.8	36,325
COFFEY K-4	8.9	3.51	35,856	10,215	12.9	12.0	7.2	20.5	37.3	20,926	5,962	3,924	809	665	413	999	2,869	3,259	4.13	3.2	38,490
COMANCHE E-6	2.9	1.15	14,767	12,841	8.6	9.7	6.1	18.4	54.5	7,084	6,090	1,860	146	442	218	457	1,333	1,221	1.53	.7	46,436
COWLEY H-6	34.0	12.37	165,657	13,392	10.1	10.2	8.7	24.4	45.9	99,370	8,033	20,214	4,387	12,816	4,841	5,696	25,532	12,477	18.32	3.7	69,092
CRAWFORD L-6	38.7	14.84	152,843	10,299	12.2	14.0	10.1	21.6	36.1	93,976	6,333	18,725	3,786	17,330	4,875	9,087	16,037	9,721	19.59	3.6	28,707
Pittsburg	20.5	7.74	86,941	11,233	.....	.....	.....	.....	.....	61,881	7,995	12,432	3,245	14,155	4,825	6,976	12,278	5,759	.....	.....	.....
DECATUR D-2	5.5	2.06	25,321	12,292	9.7	10.9	6.7	20.7	50.1	15,821	7,680	3,258	478	347	554	886	3,751	3,702	2.74	1.9	33,279
DICKINSON H-4	23.1	8.68	99,410	11,453	10.7	12.1	8.1	23.3	44.9	62,447	7,194	12,499	1,664	5,005	2,547	2,197	14,380	8,641	11.43	5.5	72,831
DONIPHAN K-2	11.2	3.89	41,303	10,618	8.6	10.4	6.2	16.7	55.9	16,967	4,362	4,005	364	842	.....	109	544	3,933	4.79	3.6	45,044
DOUGLAS K-3	62.4	19.87	252,795	12,722	9.0	12.4	8.9	23.7	44.9	143,341	7,214	37,645	4,525	16,333	7,564	9,268	26,699	15,483	28.65	3.0	36,507
Lawrence	44.1	14.21	176,159	12,397	.....	.....	.....	.....	.....	130,370	9,175	33,648	3,653	15,599	7,160	8,284	24,143	12,931	.....	.....	.....
EDWARDS E-5	4.6	1.73	21,876	12,645	9.8	11.3	7.5	21.2	49.6	12,902	7,458	2,756	356	1,202	475	406	5,082	1,238	3.77	1.0	25,396
ELK J-6	4.4	1.82	20,064	11,024	12.3	11.5	6.9	20.3	38.4	8,757	4,812	1,713	193	620	61	168	3,024	944	2.12	1.3	21,210
ELLIS E-3	22.6	7.03	102,136	14,529	6.8	10.4	6.5	20.1	56.1	71,046	10,106	14,110	450	9,604	5,152	3,622	19,959	9,520	12.40	2.1	52,164
ELLSWORTH G-4	8.1	3.00	36,273	12,091	10.7	12.0	7.5	21.2	47.0	18,235	6,078	4,390	865	739	499	989	4,070	2,506	3.87	2.6	25,728
FINNEY D-5	23.1	7.18	89,706	12,494	10.0	13.9	10.5	24.9	39.9	96,485	13,438	15,472	1,742	16,152	4,055	5,265	18,484	5,817	11.47	1.9	176,610
FORD E-5	24.4	8.14	110,483	13,573	8.3	9.1	8.1	23.6	50.8	101,678	12,491	17,652	1,585	19,508	4,158	7,981	23,136	7,630	12.87	2.9	148,878
FRANKLIN K-4	20.2	7.22	90,305	12,508	9.5	12.7	7.7	19.7	47.5	59,061	8,180	12,158	1,612	3,500	3,203	1,915	15,748	5,717	11.08	3.8	41,288
GEARY H-3†	32.6	10.27	143,112	13,935	14.4	15.8	10.2	26.0	32.2	68,516	6,671	11,265	1,522	16,851	2,662	4,873	17,129	7,312	18.30	.4	16,063
GOVE D-3	4.0	1.31	19,184	14,644	7.0	9.8	6.1	17.2	59.8	10,285	7,851	3,447	239	517	79	204	1,626	1,376	2.10	1.8	76,334
GRAHAM E-3	4.9	1.63	26,854	16,475	6.9	8.6	5.6	16.1	60.9	13,668	8,385	3,559	446	608	487	636	2,714	2,891	2.48	1.9	17,425
GRANT C-6	7.3	2.27	30,368	13,378	10.3	9.8	11.6	29.3	38.9	28,832	12,701	4,304	682	1,495	798	1,657	5,111	1,291	3.54	1.1	62,504
GRAY D-5	4.6	1.58	23,565	14,915	8.1	10.6	6.7	17.8	56.6	20,455	12,946	3,454	404	591	261	352	927	2,037	2.63	1.2	90,011
GREELEY B-4	2.3	.79	11,801	14,938	5.3	6.9	5.7	20.8	61.2	6,923	8,763	647	128	374	301	114	296	1,106	1.08	1.0	50,233
GREENWOOD J-5	9.7	3.89	53,208	13,678	9.6	9.7	6.9	20.7	50.2	23,698	6,092	5,938	1,100	2,057	690	1,332	5,068	4,251	4.97	2.0	45,817
HAMILTON B-5	3.3	1.17	18,113	15,481	9.0	10.4	7.5	22.9	49.3	9,480	8,103	2,264	365	799	295	163	1,682	1,509	1.59	.9	21,752
HARPER G-6	8.6	3.52	47,146	13,394	7.7	8.9	6.9	22.8	54.6	26,002	7,387	4,786	983	1,923	579	792	5,847	3,415	4.51	2.0	49,490
HARVEY H-5	27.0	9.20	127,460	13,854	7.6	9.6	7.4	21.1	54.2	69,926	7,601	14,954	1,543	8,128	2,875	4,000	15,490	11,132	15.81	2.9	40,270
HASKELL C-6	4.0	1.29	18,378	14,247	8.1	9.2	7.5	20.9	54.2	13,022	10,095	2,341	797	771	201	.....	1,825	1,903	2.05	1.0	81,438
HODGEMAN D-5	2.7	.94	17,335	18,441	4.4	8.4	5.7	12.6	68.8	5,406	5,751	1,136	169	250	107	296	650	880	1.48	1.4	45,089
JACKSON K-3	12.2	4.39	51,826	11,805	10.1	10.5	6.8	19.7	44.7	26,472	6,030	4,780	237	2,214	336	854	3,464	3,222	5.73	4.2	33,990
JEFFERSON K-3	12.6	4.22	54,532	12,922	9.4	10.1	6.7	19.0	50.7	19,512	4,624	4,029	509	343	26	432	1,539	3,747	6.88	3.0	40,347
JEWELL G-2	6.2	2.40	30,999	12,916	9.6	11.7	6.5	16.3	47.9	10,328	4,303	1,934	813	353	260	355	1,410	2,371	3.20	2.8	51,193
JOHNSON L-3†	240.9	76.22	1,547,084	20,298	1.5	5.2	5.8	19.7	67.7	692,670	9,088	136,246	29,729	122,061	25,892	31,084	159,115	60,359	151.44	2.7	28,342
Overland Park	85.3	26.08	542,220	20,791	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Prairie Village City	29.2	9.45	243,648	25,783	.....	.....	.....	.....	.....	71,773	7,595	22,538	3,737	20,396	8,343	5,240	707	5,246	.....	.....	.....
Shawnee	24.7	7.43	118,398	15,935	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
KEARNY C-5	3.5	1.13	16,685	14,765	7.4	10.3	8.3	25.4	45.4	7,862	6,958	1,793	238	.....	.....	208	812	967	1.69	.9	44,861
KINGMAN G-6	8.2	2.91	43,014	14,781	7.0	9.1	5.9	19.1	58.8	26,955	9,263	4,676	450	1,093	192	478	5,086	2,908	5.07	2.9	32,768
KIOWA E-6	4.1	1.51	21,687	14,362	6.5	9.5	6.1	18.1	59.7	14,140	9,364	2,816	491	361	159	321	5,045	3,094	2.33	.7	27,512
LABETTE K-6	25.0	9.20	112,716	12,252	10.3	10.6	7.0	19.3	47.0	74,230	8,068	15,811	3,182	6,618	3,668	2,578	20,271	7,697	13.29	3.4	57,804
LANE D-4	2.9	1.05	14,667	13,969	7.2	11.0	6.7	15.5	59.5	8,693	8,279	811	163	849	.....	423	1,107	1,747	1.58	.7	47,582
LEAVENWORTH L-3†	48.6	15.50	231,576	14,940	5.6	7.5	5.6	18.6	62.6	84,433	5,447	20,813	2,714	12,634	3,504	5,759	21,236	9,352	24.68	4.0	29,254
Leavenworth	32.5	11.23	125,166	11,146	.....	.....	.....	.....	.....	80,335	7,154	18,491	2,534	11,232	3,441	5,510	17,503	7,771	.....	.....	.....
LINCOLN G-3	4.8	1.93	22,258	11,533	9.8	11.7	6.5	19.7	49.0	9,819	5,088	2,072	248	757	.....	324	2,711	1,027	2.61	2.3	29,309
LINN L-4	8.5	3.30	35,143	10,649	10.6	11.3	7.3	21.6	42.2	17,441	5,285	4,079	476	521	45	535	7,748	2,242	4.41	2.8	27,707
LOGAN C-3	3.8	1.31	19,507	14,891	8.0	8.0	6.7	18.5	57.0	17,589	13,427	3,718	423	205	1,137	858	4,060	1,932	2.14	.5	21,989
LYON J-4	34.0	11.73	145,643	12,416	9.5	12.7	8.3	21.9	43.8	104,423	8,902	18,543	3,253	14,150	4,971	5,558	23,610	14,934	16.05	3.7	63,881
Emporia	25.5	8.82	107,195	12,154	.....	.....	.....	.....	.....	97,661	11,073	17,407	2,851	14,101	4,953	5,104	21,391	12,565	.....	.....	.....
McPHERSON G-4	23.5	8.09	119,296	14,746	7.3	8.7	6.5	19.7	57.7	65,094	8,046	12,099	1,981	5,425	2,436	3,535	15,131	9,293	14.21	4.7	68,588
MARION H-4	16.6	5.91	76,566	12,955	10.2	10.2	7.4	21.8	47.3	36,174	6,121	5,517	649	3,221	879	1,642	8,917	5,003	7.23	5.2	57,600
MARSHALL J-2	14.8	5.63	68,987	12,253	9.8	9.0	6.4	19.4	48.2	42,827	7,607	9,206	2,694	3,344	760	2,483	7,150	4,827	7.50	5.1	59,220
MEADE D-6	5.1	1.81	26,389	14,580	7.8	8.3	5.8	19.0	57.7	13,467	7,440	3,344	509	602	73	659	2,536	2,976	2.80	1.3	62,508
MIAMI L-4	21.5	7.26	88,473	12,186	9.3	9.5	7.7	22.7	47.9	39,810	5,483	10,603	1,603	1,576	1,605	2,980	9,407	6,722	10.76	4.6	33,552
MITCHELL G-3	8.0	2.95	35,320	11,973	10.8	11.7	7.9	21.9	44.9	30,786	10,436	6,007	868	2,013	604	1,204	9,437	3,187	4.50	1.4	31,854
MONTGOMERY K-6	42.3	16.37	194,753	11,897	8.9	12.7	8.7	21.5	45.2	129,477	7,909	29,763	4,790	17,481	7,470	8,197	24,969	14,029	22.39	2.9	29,497
MORRIS J-4	7.4	2.82	36,008	12,769	9.2	10.0	6.3	16.8	51.1	17,523	6,214	3,418	328	301	329	516	4,052	3,507	3.56	2.5	30,294
MORTON B-6	3.7	1.27	19,576	15,414	5.7	6.3	5.9	19.7	62.3	13,291	10,465	2,858	545	294	262	160	2,318	3,398	1.85	.6	23,818
NEMAHA J-2	12.9	4.32	50,855	11,772	10.7	12.9	7.3	18.1	41.9	35,801	8,287	5,031	1,040	2,683	1,241	1,658	4.707	4,123	6.04	5.6	68,480
NEOSHO K-6	18.4	6.81	78,413	11,514	11.3	11.8	8.0	21.6	45.1	51,892	7,620	12,108	1,104	6,967	2,007	2,252	11,693	5,804	10.41	2.9	36,799
NESS E-4	5.0	1.85	27,690	14,968	9.0	9.5	5.9	18.7	52.7	15,628	8,448	3,555	425	79	750	367	3,189	1,299	2.83	1.8	34,098
NORTON E-2	7.9	2.88	36,744	12,758	11.3	10.0	7.4	20.3	44.9	28,148	9,774	4,976	410	1,868	782	846	7,640	4,089	4.03	2.1	26,427
OSAGE K-4	13.8	4.90	58,277	11,893	9.6	11.6	6.8	17.6	50.8	27,576	5,628	5,818	866	425	477	1,057	4,278	2,919	7.65	3.5	41,385
OSBORNE F-3	6.8	2.62	32,318	12,335	10.1	10.9	6.6	19.2	49.1	19,519	7,450	4,001	563	592	450	1,516	3,919	2,042	3.58	2.3	37,132
OTTAWA G-3	6.4	2.39	27,614	11,554	11.8	11.8	7.6	22.3	43.5	12,401	5,189	2,719	382	243	282	380	3,285	1,689	3.45	1.7	34,321
PAWNEE E-5	8.0	2.83	42,814	15,129	6.4	8.3	5.9	17.5	61.8	28,380	10,028	6,145	1,025	3,284	1,030	1,302	6,686	2,731	4.94	1.4	60,752
PHILLIPS E-2	8.6	3.21	35,410	11,031	11.2	11.0	7.8	23.3	40.9	25,095	7,818	5,731	290	1,123	1,062	2,243	4,799	3,747	4.52	2.3	31,543
POTTAWATOMIE J-3	13.0	4.62	53,164	11,507	10.2	10.3	7.0	20.2	47.4	27,878	6,034	5,553	1,092	707	220	793	4,990	3,682	6.77	3.1	53,809
PRATT F-5	10.1	3.86	57,327	14,852	7.1	9.3	6.6	20.0	56.9	40,788	10,567	7,819	1,384	3,925	1,717	1,793	11,169	3,478	5.95	1.7	75,223
RAWLINS C-2	4.6	1.59	27,587	17,350	6.0	7.8	4.7	14.1	65.1	11,729	7,377	2,453	303	661	151	2,202	2,943	1,467	2.33	2.3	26,766
RENO G-5†	64.2	22.59	296,560	13,128	9.5	12.7	10.1	23.7	43.9	192,087	8,503	39,183	5,249	45,447	10,008	12,496	46,211	17,218	35.08	5.8	66,027
Hutchinson	45.0	16.29	213,586	13,111	.....	.....	.....	.....	.....	166,193	10,202	31,285	5,007	44,634	9,840	11,805	38,623	14,584	.....	.....	.....
Hutchinson Metro Area	64.2	22.59	296,560	13,128	9.5	12.7	10.1	23.7	43.9	192,087	8,503	39,183	5,249	45,447	10,008	12,496	46,211	17,218	35.08	.....	.....
REPUBLIC G-2	8.5	3.32	42,075	12,661	9.0	11.5	6.4	14.6	52.5	21,089	6,352	4,389	536	1,423	431	1,398	3,699	2,672	4.49	3.4	67,593
RICE G-4	12.1	4.39	60,550	13,793	9.3	9.7	7.8	23.7	49.4	27,643	6,297	6,829	1,320	1,843	898	1,941	7,193	3,228	6.94	2.0	35,972
RILEY H-3†	41.3	16.21	215,128	13,271	5.4	12.2	6.8	15.2	60.3	182,343	11,249	22,921	3,623	21,704	2,894	5,338	23,317	12,184	19.78	1.0	27,423
Manhattan[2]	29.3	10.53	136,639	12,976	.....	.....	.....	.....	.....	152,194	14,453	20,320	3,499	18,784	2,697	4,406	20,277	9,530	.....	.....	.....
Manhattan Metro Area	41.3	16.21	215,128	13,271	5.4	12.2	6.8	15.2	60.3	182,343	11,249	22,921	3,623	21,704	2,894	5,338	23,317	12,184	19.78	.....	.....
ROOKS E-3	7.7	2.75	39,649	14,418	5.2	10.4	5.2	13.9	65.2	25,808	9,385	4,668	825	1,560	645	831	3,904	3,722	4.23	1.5	23,974
RUSH E-4	5.7	2.18	37,393	17,153	7.3	8.9	5.3	16.9	60.2	14,322	6,570	2,332	316	707	368	551	1,300	1,532	3.03	2.1	21,507

(2) Includes portion in Pottawatomie County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
RUSSELL F-3	10.1	3.80	55,718	14,663	9.1	9.3	8.2	25.1	48.2	28,643	7,538	7,158	1,101	914	1,968	1,679	6,302	4,589	5.66	1.3	21,101
SALINE G-4†	46.3	15.79	253,131	16,031	4.9	11.0	5.3	18.2	60.5	164,737	10,433	30,596	3,462	42,348	7,856	7,811	37,206	18,642	26.86	2.3	36,637
Salina	37.2	13.05	211,208	16,185	.....	.....	.....	.....	.....	157,526	12,071	30,139	3,208	38,392	7,737	6,886	35,009	16,987	.....	.....	.....
Salina Metro Area	46.3	15.79	253,131	16,031	4.9	11.0	5.3	18.2	60.5	164,737	10,433	30,596	3,462	42,348	7,856	7,811	37,206	18,642	26,86	.....	.....
SCOTT C-4	6.3	2.13	28,278	13,276	9.6	10.5	8.6	24.5	46.7	21,938	10,300	4,241	252	1,104	580	364	4,444	2,879	3.05	1.3	97,472
SEDGWICK G-5†	323.2	109.90	1,813,486	16,501	5.2	7.0	6.3	20.6	60.8	1,064,243	9,684	226,064	33,747	220,400	64,328	57,816	269,578	97,444	201.13	6.5	68,837
Wichita	262.5	93.22	1,425,353	15,290	.....	.....	.....	.....	.....	901,106	9,666	205,503	29,917	202,266	63,586	55,103	245,787	78,919	.....	.....	.....
Wichita Metro Area	361.3	123.09	1,991,092	16,176	5.4	7.4	6.5	20.9	59.8	1,147,934	9,326	245,251	36,799	225,892	68,482	62,975	291,367	110,278	223.58	.....	.....
SEWARD C-6	16.9	5.64	82,087	14,554	7.6	14.9	11.5	28.4	37.5	74,618	13,230	13,160	1,500	12,968	3,040	3,900	22,626	6,738	9.63	.7	39,015
SHAWNEE K-3†	171.5	58.53	785,094	13,414	8.1	9.3	9.9	26.2	46.4	512,534	8,757	100,139	22,670	109,685	23,447	35,417	110,749	46,845	88.08	3.7	28,746
Topeka	137.2	48.96	670,749	13,700	.....	.....	.....	.....	.....	467,998	9,559	91,239	21,623	106,760	21,776	33,804	104,127	37,745	.....	.....	.....
Topeka Metro Area	197.9	67.65	897,903	13,273	8.3	9.7	9.5	25.1	46.9	559,622	8,272	109,986	24,045	110,453	23,950	36,906	116,566	53,511	102.61	.....	.....
SHERIDAN D-3	3.9	1.27	17,282	13,608	7.0	10.9	6.6	15.7	59.6	10,671	8,402	1,232	327	479	106	551	1,299	1,259	2.06	1.9	40,963
SHERMAN B-3	8.2	2.85	37,335	13,100	4.9	7.5	4.8	15.2	67.5	33,875	11,886	5,772	543	2,278	1,648	4,233	10,091	3,658	4.56	1.5	40,016
SMITH F-2	7.0	2.71	33,165	12,238	7.5	10.0	5.9	13.0	58.6	20,606	7,604	3,903	472	1,027	513	752	2,578	2,666	3.77	2.8	50,754
STAFFORD F-5	6.5	2.61	34,556	13,240	6.5	9.4	5.6	14.3	63.7	14,465	5,542	4,135	92	446	315	517	3,106	2,611	3.60	2.2	34,394
STANTON B-6	2.3	.75	11,687	15,583	2.8	4.1	3.1	9.3	80.5	9,054	12,072	1,283	168	.....	108	.....	.....	1,492	1.29	.7	38,405
STEVENS C-6	4.7	1.62	24,031	14,834	6.6	8.0	8.0	22.4	54.9	15,518	9,579	3,274	709	684	303	671	3,854	1,351	2.56	.5	34,136
SUMNER G-6	22.9	8.30	112,515	13,556	7.2	10.9	6.8	19.6	56.4	59,013	7,110	12,367	1,849	4,264	1,190	5,814	13,053	8,223	13.54	4.9	51,722
THOMAS C-3	8.1	2.81	39,238	13,964	9.6	10.0	8.8	23.4	48.1	29,397	10,462	5,135	1,047	2,148	1,123	1,877	8,409	2,997	4.26	1.4	40,156
TREGO E-3	4.8	1.68	24,435	14,545	7.2	9.2	5.8	16.8	60.9	14,513	8,639	2,688	505	740	301	92	2,909	4,320	2.65	2.0	22,189
WABAUNSEE J-3	7.1	2.56	32,787	12,807	7.0	9.6	5.5	11.9	61.3	13,189	5,152	1,700	362	436	143	374	985	2,149	3.67	2.7	43,633
WALLACE B-3	2.2	.72	10,098	14,025	2.9	5.4	3.8	6.5	81.2	15,073	20,935	1,438	1,430	1,045	918	630	1,645	667	1.16	.9	23,158
WASHINGTON H-2	10.4	3.91	43,000	10,997	7.9	10.8	6.1	11.5	57.4	27,751	7,097	2,905	405	1,508	159	2,118	4,053	3,668	4.89	5.1	87,988
WICHITA C-4	3.8	1.16	15,498	13,360	9.6	10.6	8.0	22.7	46.6	11,619	10,016	3,244	260	376	166	450	1,785	761	1.74	1.2	107,219
WILSON K-6	10.6	4.18	53,715	12,850	7.1	9.8	5.8	14.8	59.7	28,645	6,853	7,450	832	1,342	966	635	5,673	4,832	6.33	2.0	19,256
WOODSON K-5	5.0	1.95	24,069	12,343	10.8	11.5	6.6	19.9	44.6	12,240	6,277	2,382	50	405	177	624	1,901	2,474	2.59	1.5	55,891
WYANDOTTE L-3	184.5	63.16	853,621	13,515	6.2	10.9	9.4	24.6	48.8	506,255	8,015	137,558	23,447	65,294	16,745	27,254	120,791	63,960	101.91	.8	2,336
Kansas City	182.7	63.16	757,924	12,000	.....	.....	.....	.....	.....	495,066	7,838	121,551	23,447	65,109	16,745	27,254	114,316	61,143	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

Abilene—KABI, KABI-FM—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	24 ti	36 ti
1 min	4.60	4.40	4.20	4.00
30 sec	3.50	3.40	3.20	3.00
10 sec	2.50	2.40	2.20	2.00

ANNUAL PLAN

Contract advertisers using 156/260/312/624 spots within a 52-wk period will earn 6/12/24/36 plan rate, regardless of number of spots run in any one wk.

ARKANSAS CITY

Cowley County—Map Location H-6

See SRDS consumer market map and data at beginning of the State.

KSOK

1948

NAB

Subscriber to the NAB Radio Code

Media Code 4 217 0300 6.00

KSOK Broadcasting Co., Inc., Drawer 917, Arkansas Kan. 67005. Phone 316-442-5400.

STATION'S PROGRAMMING DESCRIPTION

KSOK: Programmed for adults.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—S. C. Thompson.

3. FACILITIES

1,000 w. days, 100 w. nights; 1280 kc. Non-directional.

Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION

15/0 net time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Kansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 Eff 11/1/74—Rec'd 11/6/74.

6. SPOT ANNOUNCEMENTS

YR:	10x	30x	50x	75x	100x
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	3.60	3.45	3.30	3.15	3.00
		150x	200x	400x	1000x
1 min		4.70	4.30	4.00	3.50
30 sec		2.80	2.60	2.30	2.00

10. SPECIAL FEATURES

News—extra 25%.

ATCHISON

Atchison County—Map Location K-2

See SRDS consumer market map and data at beginning of the State.

KARE

1939

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 217 0450 3.00

KARE, Inc., Fifth and Kansas Ave., Atchison, Kan. (913) Em 7-1470.

1. PERSONNEL

Pres. & Gen'l Mgr.—James M. Griffith.

2. REPRESENTATIVES

Hal Walton Co.

3. FACILITIES

1,000 w.; 1470 kc. Directional—same pattern all hours.

Operating schedule: 5:45 a.m. to midnight. CST.

4. AGENCY COMMISSION

15/0 net time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with NBC.

TIME RATES

Rates effective March 1, 1953. (Card No. 2.)

Card received March 6, 1953.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 times	40.00	27.00	16.00	10.00	6.00
13 times	36.20	25.60	17.30	9.55	5.80
26 times	36.40	24.55	16.40	9.10	5.55
52 times	34.20	23.10	15.40	8.55	5.20
104 times	32.60	22.00	14.65	8.15	5.00
156 times	30.60	20.65	13.75	7.65	4.65
260 times	29.00	19.55	13.05	7.35	4.65

CHANUTE (1 AM; 1 FM)

Neosho County—Map Location K-6

See SRDS consumer market map and data at beginning of the State

KKOY

1952

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 217 0600 3.00

Neosho County Broadcasting, Inc., Box 748, Plummer & Beech, Chanute, Kan. 66720. Phone 316-431-3700.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dale W. McCoy, Jr.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

3. FACILITIES

1,000 w. days; 1460 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time and talent: payable 10 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Information Network.

Affiliated with KBS.

Member: Farm Radio Network, Kansas Radio Network.

TIME RATES

No. 4 Eff 6/1/74—Rec'd 9/5/74.

Premium—Mon thru Sat 7-7:30 am.

AAA—Mon thru Sat 6:45-7 am, 7:30-8:30 am & noon-1 pm.

Regular—All other times.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	ID's
Premium	.....	5.00	.....
AAA	4.50	3.50	2.25
Regular	4.00	3.00	2.00

CONTRACT DISCOUNT

52 wk—10%. Minimum of 15.00 per wk.

7. PACKAGE PLANS

WKLY, RDS:	7 ti	14 ti	21 ti	26 ti	35 ti	50 ti
1 min	4.00	3.90	3.80	3.70	3.60	3.50
30 sec	3.00	2.90	2.80	2.70	2.60	2.50

10. SPECIAL FEATURES

10-min news 2.50 5-min news 1.50

KKOY-FM

1971

NAB RAB

Media Code 4 217 0601 1.00

Neosho County Broadcasting, Inc., Box 748, Chanute, Kan. 66720. Phone 316-431-3700.

See affiliated AM station for additional information.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.

Operating schedule: 6 am-midnight. CST.

Antenna ht.: 175 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American Information Network.

TIME RATES

No. 2 Eff 6/1/74—Rec'd 9/5/74.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	ID's
1 ti	4	3	2

CONTRACT DISCOUNT

52 wk—10%. Minimum 15.00 per wk.

7. PACKAGE PLANS

WKLY, BTA:	7 ti	14 ti	21 ti	28 ti	35 ti	50 ti
1 min	4.00	3.90	3.80	3.70	3.60	3.50
30 sec	3.00	2.90	2.80	2.70	2.60	2.50

10. SPECIAL FEATURES

10-min news 2.50 5-min news 1.50

Capsule News—1 per day, ea 3.00.

COFFEYVILLE

Montgomery County—Map Location K-6

See SRDS consumer market map and data at beginning of the State.

KGGF

1930

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 217 0750 6.00

Midwest Broadcasting Co., Inc., 306 W. 8th St., Coffeyville, Kan. 67337. Phone 316-251-3800.

STATION'S PROGRAMMING DESCRIPTION

KGGF: Programmed for general interest. 5:45-6:30 am farm service, markets, news, weather, interviews, 6:30-11:30 am middle-of-the-road music, news, weather, sports reports, features, 11:30 am-12:45 pm farm service, weather, news, 12:45-5:30 pm. current hits, news at :55, features. 5:30-7 pm talk weather, sports news, public affairs, features. 7 pm-12M top 40, news at :55, contests & features. Contact Representative for further details. Rec'd 1/29/73.

1. PERSONNEL

Vice-Pres & Gen'l Mgr.—Robert L. Pratt.

Operations Manager—Bill Miller.

2. REPRESENTATIVES

PRO/Meeker Radio.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 690 kc.

Directional—separate patterns day and night.

Operating schedule: 5:45 am-midnight. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.

Basic Rates: 21a, 22b, 23a, 24b, 28a, 29a, 32a.

Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.

Comb.; Cont. Discounts: 60a, 60b, 60d, 60g, 60i, 61a, 61b, 62d.

Cancellation: 70a, 70e, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with American Contemporary Network.

TIME RATES

No. 7 Eff 10/1/74—Rec'd 9/3/74.

AA—6-9 am, noon-1 pm & 4-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	42 ti
1 min	10.50	9.00	8.00	7.50	7.00	6.50	6.25
30 sec	8.40	7.20	6.40	6.00	5.60	5.20	5.00
CLASS A							
1 min	9.50	8.00	7.00	6.75	6.50	6.25	6.00
30 sec	7.60	6.40	5.60	5.40	5.20	5.00	4.80

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	32x	104x	156x	260x	312x
1/2 hr	55.00	52.50	50.00	47.50	45.00	42.50	40.00
1/4 hr	33.00	31.50	30.00	28.50	27.00	25.50	24.00
5 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00

(Q)

COLBY (1 AM; 1 FM)

Thomas County—Map Location C-8

See SRDS consumer market map and data at beginning of the State.

KXXX

1947

CBS Radio Network

NAB

Subscriber to the NAB Radio Code

Media Code 4 217 0900 7.00

Golden Plains, Inc., Box 27, Colby, Kans. 67701. Phone 913-462-3305.

STATION'S PROGRAMMING DESCRIPTION

KXXX: MUSIC: MOR 8 am-2 pm, country 2-4 pm, MOR 4 pm-sign-off. News, farm, markets 6-8 am & 11:30 am-1 pm. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ed Mason.

Senior Vice-President—Sam Lowe.

Regional Sales Manager—Herb Deremer.

2. REPRESENTATIVES

HR/Stone Radio Representatives, Inc.

3. FACILITIES

5,000 w. days; 790 kc. Non-directional.

Operating schedule: 5:30 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 6.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 21a, 23a, 25a, 28c, 29a, 33b.

Contracts: 40a, 41, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50.

Comb.: Cont. Discounts: 60b, 60d, 60f, 60g, 60h, 60i.

Cancellation: 70e, 71a, 73a.

Prod. Services: 82.

Affiliated with CBS.

TIME RATES

No. 6 Eff 7-1-75—Rec'd 6/5/75.

AA—Sign-on-9 am, 11:30 am-1:15 pm & 4-6:30 pm.

A—9-11:30 am, 1:15-4 nm & 6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AA

FIXED:	260x	156x	52x	26x	12x
1 min	20.75	21.75	23.00	24.25	25.25
30 sec	15.00	16.00	17.25	18.50	20.75
CLASS A					
1 min	16.00	17.25	18.50	19.50	21.75
30 sec	10.25	11.50	12.75	13.75	17.25

7. PACKAGE PLANS

WEEKLY ROTATING

	AA				A			
	28 ti	21 ti	14 ti	7 ti	28 ti	21 ti	14 ti	7 ti
1 min	18.50	19.50	20.75	21.75	16.00	17.25	18.50	19.50
30 sec	15.00	16.00	17.25	18.50	11.50	12.75	15.00	16.00
10 sec	9.25	10.25	11.50	12.75	8.00	9.25	10.25	11.50

ANNUAL

	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1040 x	13.75	11.50	7.00	12.75	9.25	5.75
520 x	15.00	12.75	8.00	13.75	10.25	7.00

ROS/BTA—PREEMPTIBLE

PER WK:	1 min	30 sec	10 sec
60 ti	13.75	10.25	7.00

8. PROGRAM TIME RATES

CLASS AA

	260x	156x	52x	26x	1x
1/2 hr	95.00	99.00	104.00	108.00	113.00
1/4 hr	48.25	56.25	64.50	73.50	84.00
10 min	38.00	44.75	50.50	56.25	64.50
5 min	28.75	32.25	36.75	40.25	42.50
CLASS A					
1/2 hr	77.00	81.00	84.00	88.00	92.00
1/4 hr	40.25	46.00	53.00	59.75	66.75
10 min	31.00	36.75	41.50	46.00	51.75
5 min	25.25	28.75	31.00	33.25	36.75

PRODUCTION CHARGES

	1 hr	10 min	5 min
1 x	10.00	7.50	5.00

Edited by Ed Mason.

(Q)

(Colby continued on next page)

KXXX-FM
1971

Media Code 4 217 0001 5.00
Golden Plains, Inc., Box 27, Colby, Kans. 67701. Phone 913-462-3305.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KXXX-FM: MUSIC: MOR & contemporary. NEWS: network & regional, weather at :12. SPORTS: 250 live nighttime sports events annually. Service cluster at :60. Contact Representative for further details. Rec'd 6/3/74.
8. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 660 ft. above average terrain.
TIME RATES
50% of applicable AM rate.

CONCORDIA
Cloud County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KNCK
1954

Media Code 4 217 1050 6.00
General Broadcasting Co., Concordia, Kan. 66901. Phone 913-243-1414.
1. PERSONNEL
Station Manager—Wendell D. Wilson.
8. FACILITIES
540 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.
Member: Farm Radio Network. Kansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff ————Rec'd 12/27/73.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	624x
1 min	5.00	4.00	3.70	3.50	3.30	3.00	2.30	2.00
30 sec	3.50	3.00	2.60	2.60	2.40	2.20	1.75	1.50

Minimum 3 30-sec/1-min spots, 5 10-sec spots.
7. PACKAGE PLANS

EA:	1 min	30 sec
100 ti/30 days	2.80	2.25
50 ti/30 days	3.25	2.50
25 ti/7 days	3.50	2.75

	50x	100x	156x	312x	624x	1000x
10 sec ID's	2.00	1.65	1.40	1.25	1.00	.85

DODGE CITY (2 AM; 1 FM)
Ford County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KEDD
1961

RAB

An Alf M. Landon Station
Subscriber to the NAB Radio Code
Media Code 4 217 1200 1.00
Seward County Broadcasting Co., Inc., Box 1206, Dodge City, Kan. 67801. Phone 316-227-7151.
STATION'S PROGRAMMING DESCRIPTION
KEDD: Programmed for adults age 18-45.
1. PERSONNEL
General Manager—J. R. "Jim" Howes.
2. REPRESENTATIVES
PRO/Meeker Radio.
Western—Hill Dahlsten & Associates.
9. FACILITIES
1,000 w. days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent; payable 10th of month.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.
Affiliated with The Rep Network.
Sold in combination with WBEN, Topeka. See that listing for discount.
TIME RATES
Eff 12/1/74—Rec'd 12/30/74.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	6.00	5.50	4.75	4.00
30 sec	5.00	4.50	3.75	3.00

10. SPECIAL FEATURES
10-min local news, flat 10.00

KGNO 1950 — KGNO-FM 1968

SAVALLI/GATES INCORPORATED

Subscriber to the NAB Radio Code
Media Code 4 217 1350 4.00
Dodge City Broadcasting Co., Inc., Box 1398, Dodge City, Kan. 67801. Phone 316-227-3151.
1. PERSONNEL
General Manager—Isadore Salm.
Program Director—Mike Kinnan.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Missouri—Eugene F. Gray Co., Inc.
Intermountain States—Bob Hix Co., Inc.
Nebraska—Soderlund Company.
Canada—Andy McDermott Sales Ltd.
8. FACILITIES
5,000 w. days, 1,000 w. nights; 1370 kc.
Directional—night only.
Operating schedule: 6 am-midnight. CST.
FM-ERP 25,000 w.; 95.5 mc. Stereo.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 23a, 25a, 28c, 29a, 32b.
Contracts: 40a, 41, 46, 50.
Comb.; Cons. Discounts: 60b, 60d, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
TIME RATES
No. 10 Eff 5/1/73—Rec'd 4/27/73.
A—6-9 am & 11:30 am-1 pm.
B—9-11:30 am & 1-7 pm.
C—7 pm-sign-off.
6. SPOT ANNOUNCEMENTS

A:	1x	26x	52x	156x	260x	312x	520x	624x
1 min.	15.00	14.25	13.50	12.75	12.00	11.25	10.50	9.75
30 sec.	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80
10 sec.	7.50	7.20	6.75	6.40	6.00	5.60	5.20	4.80
R:								
1 min.	10.00	9.60	9.00	8.50	8.00	7.50	7.00	6.50
30 sec.	8.00	7.70	7.20	6.80	6.40	6.00	5.60	5.20
10 sec.	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
C:								
1 min.	7.00	6.70	6.30	5.95	5.60	5.25	4.90	4.55
30 sec.	5.60	5.40	5.05	4.75	4.50	4.20	3.90	3.65
10 sec.	3.50	3.35	3.15	3.00	2.80	2.65	2.45	2.30

7. PACKAGE PLANS

PER WK, ROS, EA:	6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.50	9.00	8.50
30 sec	8.00	7.60	7.20	6.80
10 sec	5.00	4.75	4.50	4.25

Preemptible.
(Q)

EL DORADO (1 AM; 1 FM)
Butler County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KOYY 1953 — KOYY-FM 1972

RAB

Subscriber to the NAB Radio Code
Media Code 4 217 1500 4.00
Neosho County Broadcasting, Inc., Box 550, B.B. 2, El Dorado, Kans. 67042. Phone 316-321-1360.
STATION'S PROGRAMMING DESCRIPTION
KOYY: MUSIC: Adult contemporary (18-49).
1. PERSONNEL
General Manager—H. Pat Powers.
8. FACILITIES
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 170 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Kansas Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 6/1/75—Rec'd 6/26/75.
AAA—Mon thru Sat 7-10 am & noon-1 pm.
AA—Mon thru Sat 6-7 am & 4-6 pm.
A—Mon thru Sat 10 am-noon, 1-4 pm & 6-10 pm.
6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
7 ti	6.00	5.00	5.00	4.50	4.00	3.50
14 ti	5.50	4.50	4.50	4.00	3.50	3.00
*21 ti	5.00	4.00	4.00	3.50	3.00	2.50
28+	4.50	3.50	3.50	3.00	.....	.....

(*) A, 21+
DISCOUNT
52 wk—10%, minimum 25.00 wkly.
Edited by H. Pat Powers.

EMPORIA (1 AM; 1 FM)
Lyon County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

KLRF
(formerly KVOE-FM)
1966

RAB

Subscriber to the NAB Radio Code
Media Code 4 217 1575 6.00
Bluestem Broadcasting Co., Inc., Box 968, Emporia, Kans. 66801. Phone 316-342-1400.
See affiliated AM station for additional information.
AM facilities: KVOE.
STATION'S PROGRAMMING DESCRIPTION
KLRF: Adult contemporary 18-35; farm 5:45-6 am.
8. FACILITIES
ERP 3,000 w.; 104.9 mc. Stereo.
Operating schedule: 5:45 am-midnight. CST.
Antenna ht.: 360 ft. above average terrain.
TIME RATES
No. 1 Eff————Rec'd 3/17/75.
Impact—6-9 am & 4-6 pm.
ROS—9 am-4 pm & 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

IMPACT:	1000x	624x	312x	156x	104x	52x
1 min	7.06	7.18	7.29	7.41	7.53	7.65
30 sec	5.29	5.41	5.47	5.53	5.59	5.65
1x, flat 7.77.						
ROS:						
1 min	4.29	4.65	5.29	5.94	6.41	6.65
30 sec	3.24	3.88	4.29	4.88	5.35	5.47
1x, flat 5.71.						

7. PACKAGE PLANS

PER WK:	100 ti	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	5.00	5.35	5.59	5.82	6.06	6.29
30 sec	3.53	4.00	4.24	4.47	4.71	4.94

PER MO:	200 ti	150 ti	100 ti	50 ti
1 min	5.12	5.35	5.71	5.94
30 sec	4.00	4.29	4.47	4.82

Rates incl 20% talent charge.
Edited by Edward J. Kerkman, Jr.

KVOE
1939

RAB

Subscriber to the NAB Radio Code
Media Code 4 217 1050 7.00
Bluestem Broadcasting Co., Inc., Box 968, Emporia, Kan. 66801. Phone 316-342-1400.
STATION'S PROGRAMMING DESCRIPTION
KVOE: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—Edward J. McKerman, Jr.
8. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:45 am-11 pm. CST.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KLRF.
Affiliated with American Information Network.
Affiliated with KBS.
Member: Kansas Radio Network.
TIME RATES
No. 9 Eff 3/1/75—Rec'd 2/24/75.
6. SPOT ANNOUNCEMENTS

YR:	1000x	624x	312x	156x	104x	52x	1x
1 min	4.94	5.35	6.06	6.82	7.35	7.65	8.94
30 sec	3.71	4.47	4.94	5.59	6.12	6.29	6.53
10 sec	2.24	3.53	4.00	4.53	5.59	5.76	5.95

7. PACKAGE PLANS

PER MO, EA:	50 ti	100 ti	150 ti	200 ti
30 sec	5.53	5.12	4.94	4.59
1 min	6.82	6.53	6.12	5.88

10. SPOT ANNOUNCEMENTS
INFORMATION/FEATURES

PER YR:	312x	156x	104x	52x	1x
5 min	9.53	9.65	9.71	9.77	9.82

INFORMATION BLOCKS
Daily 7-8:15 am, noon-12:45 pm, 2-3 pm & 5-6:15 pm.
1 min, flat ..... 8.94 30 sec, flat 6.53

FAIRWAY
Johnson County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

FORT SCOTT
Bourbon County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

KMDO
1954

Media Code 4 217 1000 8.00
Ft. Scott Broadcasting Co., Inc., Box 72, Ft. Scott, Kans. 66701. Phone 316-223-4500.
1. PERSONNEL
Manager—Lloyd J. McKenney.
8. FACILITIES
500 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only. 10 days.
6. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Magic Circle Network.
TIME RATES
Eff 6/17/74—Rec'd 6/24/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	260x	720x	2600x
1 min	4.25	4.00	3.36	3.00	2.50
30 sec	3.40	3.20	2.65	2.40	2.00
20 sec	2.75	2.60	2.15	1.95	1.60
10 sec	2.10	2.00	1.65	1.50	1.25

7. PACKAGE PLANS

	1 min	30 sec	20 sec	10 sec
25/5 days	4.00	3.20	2.60	2.00
50/5 days	3.50	2.80	2.25	1.75
100/7 days	3.30	2.65	2.15	1.65
150/10 days	3.30	2.65	2.15	1.65
200/30 days	3.30	2.65	2.15	1.65
400/60 days	3.00	2.40	1.95	1.50
600/60 days	2.80	2.25	1.80	1.40

GARDEN CITY (2 AM; 1 FM)
Finney County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KIUL
1965

RAB

Subscriber to the NAB Radio Code
Media Code 4 217 1950 1.00
KIUL, Inc., Box 878, 306 N. 7th St., Garden City, Kan. 67846. Phone 316-276-3251.
1. PERSONNEL
Pres. & Gen'l Mgr.—Tony Jewell.
2. REPRESENTATIVES
The Derney Organization, Inc.
8. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0: monthly.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KBS.
TIME RATES
Eff 2/20/70—Rec'd 12/29/69.
6. SPOT ANNOUNCEMENTS
PER WK:

	1x	3x	10x	15x	20x	25x	30x	50x
Ea.	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
DISCOUNT ON NON-CANCELLABLE CONTRACTS
13 wk—5% 26 wk—10% 52 wk—15%

KUPK 1948 — KUPK-FM 1962

A Kakeland Station
Subscriber to the NAB Radio Code
Media Code 4 217 2100 2.00
KUP-K Radio, Box 793, Garden City, Kans. 67846. Phone 316-276-2366.
1. PERSONNEL
Station Manager—Jim Throneberry.
2. REPRESENTATIVES
Katz Radio.
8. FACILITIES
5,000 w., days; 1050 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 10,900 w.; 97.3 mc.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with Katz Radio Network.
TIME RATES
No. 1 Eff 4/1/72—Rec'd 3/29/72.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10
Flat	10	8	5

GOODLAND
Sherman County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KLOE
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 217 2250 5.00
KLOE, Inc., Box 569, Goodland, Kans. 67735. Phone 913-899-2309.
STATION'S PROGRAMMING DESCRIPTION
KLOE: FARM: 6-7 am & noon-1 pm daily.
1. PERSONNEL
General Manager—Kay Mellis.
2. REPRESENTATIVES
The Derney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
8. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0: 10th of month.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 3 Eff 5/1/73—Rec'd 4/12/73.
AA—Mon thru Sat 6-7 am & noon-1 pm.
A—All other times.
7. PACKAGE PLANS

PER WK, 1 MIN:	5 ti	10 ti	15 ti	20 ti	25 ti
AA	9.00	8.00	7.00	6.00	5.00
A	6.00	5.50	5.00	4.50	4.00

30 sec: 80% of 1-min.

GREAT BEND
Barton County—Map Location F-4
See SRDS consumer market map and data at beginning of the State

KVGB
1937

RAB

A Forward Group Station
Subscriber to the NAB Radio Code
Media Code 4 217 2400 6.00
Forward of Kansas, Inc., Box 609, Great Bend, Kan. 67530. Phone 316-792-4317.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert D. Hilgendorf.
2. REPRESENTATIVES
PRO/Meeker Radio.
8. FACILITIES
5,000 w.; 1590 kc. Directional—night only.
Operating schedule: 6:00 a.m. to 11:15 p.m. weekdays; 7:30 a.m. to 11:15 p.m. Sunday. CST.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
TIME RATES
No. 5 Eff 5/1/75—Rec'd 4/9/75.
AA—6-9 am, noon-1 pm & 4:30-6:30 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	AA		A	
PER YR:	1 min	30 sec	1 min	30 sec
624 x	5.95	4.75	5.05	4.05
312 x	6.65	5.30	5.65	4.50
156 x	7.30	5.90	6.20	5.00
52 x	8.00	6.40	6.80	5.45
1 x	8.70	7.00	7.40	5.95

10 sec: 50% of 1-min.
7. PACKAGE PLANS
SPOT SATURATIONS—WEEKLY PLAN
24 per wk—10% 52 per wk—20%
36 per wk—15% 80 per wk—25%
WEEKLY PACKAGES—ROS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.35	6.05	5.90	5.70	5.40
30 sec	5.10	4.85	4.90	4.60	4.30

6-9 AM/NOON HOUR/4:30-6:30 PM

1 min	7.40	7.10	6.95	6.70	6.40
30 sec	6.20	5.90	5.70	5.55	5.35

10 sec: 50% of 1-min.
Above plans do not earn frequency.
10. SPECIAL FEATURES
WIRE SERVICE CHARGES

	1/4 hr	10 min	5 min
News & Sports	1.50	1.20	.90
Weather	.....	.....	1.80

KANSAS

HAYS (1 AM; 1 FM)

Ellis County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KAYS
1948

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 2550 8.00
KAYS, Inc., Box 817, 2450 Hall St., Hays, Kan. 67601. Phone 913-625-2578.

1. PERSONNEL
Station Manager—Bob Templeton.
2. REPRESENTATIVES
The Devney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TV facilities: KAYS-TV.

TIME RATES
No. 5 Eff 8/1/72—Rec'd 8/7/72.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25+
1 min	6.00	5.65	5.35	4.90	4.40	4.00
30 sec	4.80	4.55	4.30	3.95	3.55	3.10

NON-CANCELLABLE CONTRACT DISCOUNT
52 wk—10%

KJLS
1974

Media Code 4 217 2575 5.00
KJLS Radio, Box 364, Hays, Kans. 67601. Phone 913-628-1064.

1. PERSONNEL
General Manager—Bill Kuhn.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.
4. AGENCY COMMISSION
15%.

TIME RATES
Eff——Rec'd 6/5/75.
7. PACKAGE PLANS

10 DAY PKG:	10 ti	15 ti	25 ti	50 ti	100 ti
1 min	4.71	4.47	4.00	3.65	3.18
30 sec	3.53	3.29	2.82	2.47	2.12
30 DAY PKG:				**50 ti**	**100 ti**	**150 ti**
1 min				4.41	3.82	3.35
30 sec				3.41	2.88	2.35

Edited by Bill Kuhn.

HUTCHINSON (2 AM; 2 FM)

Reno County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KSKU (FM)
1965

All Stereo

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 2800 1.00
Sound Sales, Inc., Box 948, 2627 E. 6th St., Hutchinson, Kan. 67501. Phone 316-663-2115.

STATION'S PROGRAMMING DESCRIPTION
KSKU (FM): Programmed for adults & young adults. MUSIC: hit parade. NEWS: AP at :15, SPORTS: area high school & college football & basketball. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
President—Marguerite Sours
Station Manager—Gary D. Essella.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 600 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations.
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 29, 33a.
Contracts: 40a, 41, 42d, 44b, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
Eff 1/1/75—Rec'd 12/4/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	7.50	7.35	6.85	5.95	5.45
30 sec	6.70	4.60	4.50	4.30	4.10
		156x	**260x**	**364x**	**624x**
1 min		4.05	4.40	3.90	3.70
30 sec		3.85	3.35	2.95	2.80

7. PACKAGE PLANS

	Per wk			Per mo		
	14 ti	35 ti	70 ti	105 ti	30 ti	60 ti	120 ti
1 min	4.75	4.25	3.75	3.35	4.40	4.00	3.65
30 sec	3.65	3.15	2.80	2.50	3.15	2.95	2.30

10 sec: 50% of 1-min.

KWBW
1935

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 2700 9.00
Nation's Center Broadcasting Co., Inc., Box 1036, 17th and Harding, Hutchinson, Kan. 67501. Phone 316-662-4486.

1. PERSONNEL
Chairman of the Board—Bess Wyse Richard.
Pres. & Gen'l Mgr.—Fred L. Conger.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11c, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 24c, 25a, 25s, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 44b, 47a, 48, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Kansas Radio Network.

TIME RATES
Eff 7/1/75—Rec'd 5/23/75.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	8.10	7.75	7.15	6.55	5.85	5.05
30 sec	6.10	5.75	5.45	4.55	4.20	3.75
		208x	**312x**	**624x**	**1000x**	**2000x**
1 min		4.55	4.05	3.80	3.65	3.20
30 sec		3.45	3.15	3.00	2.80	2.40

10 sec: 50% of 1-min.

7. PACKAGE PLANS

	Per wk			Per mo	
	10 ti	30 ti	50 ti	100 ti	200 ti
1 min	5.45	4.25	3.75	3.45	3.30
30 sec	4.25	3.30	3.10	2.90	2.65

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	208x	312x
1/2 hr	40.05	37.10	34.35	30.25	27.75	25.25	22.40	19.70
1/4 hr	29.10	26.65	25.25	21.75	19.75	18.10	16.15	14.15
10 min	21.95	21.05	18.80	17.05	15.95	14.65	13.10	12.05
5 min	16.15	15.35	14.65	13.10	12.15	11.05	10.15	9.00

9. PARTICIPATING PROGRAMS
THIS MORNING—7-9:30 AM

	1 min	30 sec	3 min	5 min	10 min
Ea	8.50	6.50	10.50	14.35	19.00

PARTY LINE—9:30-11 AM & 1:05-1:30 PM

Ea	6.70	5.10	----	----	15.25

Edited by Fred L. Conger.

KWBW-FM
1972

SAB RAB

Media Code 4 217 2701 7.00
Nation's Center Broadcasting Co., Inc., Box 1036, 17th & Harding St., Hutchinson, Kan. 67501. Phone 316-662-4486.
See affiliated AM station for additional information.

1. PERSONNEL
Sales Manager—Richard K. Cornish.
3. FACILITIES ERP 18,500 w.; 102.9 mc. Stereo.
Operating schedule: 18 hours daily. CST.
Antenna ht.: 170 ft. above average terrain.

TIME RATES
Eff——Rec'd 5/1/72.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	624x	1000x	2000x
1 min	5.00	3.75	3.50	3.25	3.00	2.70	2.40	1.80
30 sec	3.50	3.25	3.00	2.70	2.40	2.10	1.86	1.50

7. PACKAGE PLANS

PER WK:	10 ti	30 ti	50 ti
1 min	40.00	90.00	125.00
30 sec	30.00	75.00	112.50
PER MO:		**100 ti**	**200 ti**
1 min		225.00	420.00
30 sec		200.00	360.00

KWHK
1946

SAB

Subscriber to the NAB Radio Code
Media Code 4 217 2850 2.00
KWBK Broadcasting Co., Inc., 525 N. Main St., Hutchinson, Kan. 67501. Phone 316-663-4461.

1. PERSONNEL
Pres. & Gen'l Mgr.—David B. Mackey.
Station Manager—Ken Willard.
2. REPRESENTATIVES
PBO/Meeker Radio.
Eugene F. Gray Co., Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1260 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30-12:30 am. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Rates effective September 1, 1961.
Rates received August 4, 1961.
6. SPOT ANNOUNCEMENTS
(1 minute)

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
5 times	8.00	7.50	7.25	7.00
10 times	7.75	7.25	7.00	6.70
20 times	7.50	7.00	6.75	6.50
30 times	7.25	6.75	6.50	6.25
50 times	7.00	6.50	6.25	6.00
(30 Seconds)				
5 times	6.00	5.50	5.25	5.00
10 times	5.75	5.25	5.00	4.75
Per week:	1 wk.	13 wks.	26 wks.	52 wks.
20 times	5.50	5.00	4.75	4.50
40 times	5.25	4.75	4.50	4.25
50 times	5.00	4.50	4.25	4.00

20 seconds—applicable 30-second rate.
10 seconds—50% of applicable 1-minute rate.
10-second ID's—combinable with other announcements at rate of 2 ID's per 1 minute.
8. PROGRAM TIME RATES
5-MINUTE NEWSCASTS

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
5 times	12.50	12.00	11.50	11.00
10 times	12.00	11.50	11.00	10.50
15 times	11.50	11.00	10.50	10.00
20 times	11.00	10.50	10.00	9.50

Frequency Discount
Applicable to announcements or programs scheduled on continuous basis during frequency period.

INDEPENDENCE (1 AM; 1 FM)

Montgomery County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

KIND
1947

Media Code 4 217 3000 5.00
Central Broadcasting, Inc., Drawer "A," Independence, Kans. 67301. Phone 316-331-3000.

STATION'S PROGRAMMING DESCRIPTION
KIND: Programmed for adult entertainment appeal.

1. PERSONNEL
General Manager—J. Nelson Rupard.
3. FACILITIES
250 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KIND-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 6/1/71—Rec'd 4/13/71.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	260x	500x	1000x
1 min	4.00	3.00	2.75	2.50	2.25	2.00
30 sec	2.40	1.80	1.65	1.50	1.35	1.20
10 sec	----	1.00	.90	.80	.75	.65

Annual Contract.
7. PACKAGE PLANS

PER WK:	25 ti	50 ti	100 ti
1 min	62.50	112.50	200.00
30 sec	37.50	67.50	120.00
10 sec	20.00	37.50	65.00

10. SPECIAL FEATURES
NEWS, WEATHER, SPORTS
Applicable time charges plus 25% news charge.

KIND-FM
1969

Media Code 4 217 3001 1.00
Central Broadcasting, Inc., Drawer A, 114 N. 8th St., Independence, Kan. 67301. Phone 316-331-3000.
See affiliated AM station for additional information.

3. FACILITIES
ERP 1,600 w.; 101.7 mc.
Operating schedule: 6:30 am-11 pm. CST.
Antenna ht.: 156 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KIND.

TIME RATES
Rates are identical to KIND. See that listing.

IOLA

Allen County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

KALN
1961

SAB

Media Code 4 217 5150 6.00
Iola Broadcasting Inc., Box 710, S. Hwy. 169, Iola, Kans. 66749. Phone 316-365-3151.

1. PERSONNEL
Pres. & Gen'l Mgr.—Michael P. Russell.
3. FACILITIES
500 w.; 1370 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 9/3/74.
6. SPOT ANNOUNCEMENTS

	1 per wk				6 per wk			
	1 wk	13 wk	26 wk	52+	1 wk	13 wk	26 wk	52+
1 min	4.40	4.20	4.10	4.00	4.25	4.00	3.90	3.80
30 sec	3.55	3.35	3.30	3.20	3.40	3.25	3.20	3.10
12 sec	2.20	2.05	2.00	1.95	2.10	2.00	1.95	1.90
	11 per wk				21+ per wk			
1 min	4.10	3.95	3.85	3.70	3.95	3.75	3.65	3.50
30 sec	3.30	3.15	3.05	2.95	3.20	3.05	2.95	2.90
12 sec	2.05	1.95	1.90	1.85	1.95	1.85	1.80	1.75

Guaranteed times 7-9 am & noon hr, extra 16%.
10. SPECIAL FEATURES
News—12-sec spot, 30-sec rate.

JUNCTION CITY (1 AM; 1 FM)

Geary County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

KJCK
1946

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 3300 7.00
Junction City Broadcasting, Inc., Box 739, W. 6th & Garfield, Junction City, Kan. 66441. Phone 913-762-3165.

STATION'S PROGRAMMING DESCRIPTION
KJCK: Programmed for adults and young adults.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Steven D. Rossler.
3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 2/1/75—Rec'd 12/26/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	8.00	7.90	7.80	7.70	7.60	7.50
30 sec	7.00	6.90	6.80	6.70	6.60	6.50

7. PACKAGE PLANS
SATURATION PACKAGE DISCOUNT
30+ per wk—5% 40+ per wk—10%

KJCK-FM
1965

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 3301 5.00
Junction City Broadcasting, Inc., Box 739, W. 6th & Garfield, Junction City, Kan. 66441. Phone 913-762-3165.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert); 94.5 mc. Stereo.
Operating schedule: 6-2 am. CST.

TIME RATES
Rates are identical to KJCK. See that listing.

KANSAS CITY

Wyandotte County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

LARNED (1 AM; 1 FM)

Pawnee County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KANS
1963

SAB

Subscriber to the NAB Radio Code
Media Code 4 217 3450 0.00
Hillis F. Bell, Jr., 8th at Topeka St., Larned, Kan. 67550. Phone 316-285-2127.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hillis F. Bell, Jr.
2. REPRESENTATIVES
R & R Representatives, Inc.
3. FACILITIES
1,000 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KANS-FM.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Kansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/74—Rec'd 8/29/74.
6. SPOT ANNOUNCEMENTS

PER YR. ROS:	2000x	1500x	1000x	780x	520x
1 min	2.60	2.75	3.10	3.25	3.50
30 sec	1.70	1.85	2.10	2.25	2.50
	260x	**208x**	**156x**	**104x**	**52x**	**1x**
1 min	3.75	4.00	4.25	4.50	4.75	5.00
30 sec	2.75	3.00	3.25	3.50	3.75	4.00

10 sec: 50% of 1-min.
7. PACKAGE PLANS

WITHIN 30 DAYS:	30 ti	50 ti	75 ti	100 ti
1 min	4.00	3.75	3.50	3.10
30 sec	3.00	2.75	2.50	2.10
7 CONSEC DAYS:	**10 ti**	**20 ti**	**30 ti**	**40 ti**	**50 ti**
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.75	2.50	2.25	2.00

ECONOPAC—SAT. SUN. MON. TUES ONLY

ROS, USED IN 4 DAYS:	1 min	30 sec
20 ti, ea (minimum)	3.00	2.00
40+, ea	2.50	1.50

10 sec: 50% of 1 min.
Plans do not earn frequency.

KANS-FM
1965

SAB

Subscriber to the NAB Radio Code
Media Code 4 217 3451 8.00
Hillis F. Bell, Jr., 8th at Topeka St., Larned, Kan. 67550. Phone 316-285-2127.
See affiliated AM station for additional information.

3. FACILITIES
ERP 016 w.; 96.7 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KANS.
9. GENERAL ADVERTISING See coded regulations
Member: National AgRadio Groups, Inc.

TIME RATES
Rates are identical to KANS. See that listing.

LAWRENCE (1 AM; 1 FM)

Douglas County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

KLWN
1951

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 3000 6.00
Lawrence Broadcasters, Inc., Box 3007, Lawrence, Kan. 66044. Phone 913-843-1320.

1. PERSONNEL
President—Arden Booth.
General Manager—Hank Booth.
2. REPRESENTATIVES
East, Midwest—Walton Broadcasting Sales Corporation.
Missouri, Kansas, Nebraska—Eugene F. Gray Co., Inc.
West Coast—Bill Dahlsten & Associates.
3. FACILITIES
500 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 17,000 w.; 105.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 25a, 27, 28b, 28c, 29a.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60b, 60e, 601, 62d.
Cancellation: 70e, 71a.
Prod. Services: 80, 82.
Member: Kansas Radio Network.

TIME RATES
No. 17 Eff 8/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

PER WK. ROS:	1 ti	20 ti	30 ti	40 ti
1 min	8.25	7.60	6.96	6.26
30 sec	6.20	5.65	5.10	4.60

10. SPECIAL FEATURES

	1 min	30 sec
Information News	16.00	12.35
Incl sponsor open & close.		
Prime time—6-9 am, noon-1 pm, 5-6 pm	11.75	8.25

LEAVENWORTH (1 AM; 1 FM)

Leavenworth County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

KCLO
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 3750 3.00
KCLO, Inc., 335 Muncie Rd., Leavenworth, Kan. 66048. Mu 2-1410.

1. PERSONNEL
President—George Basil Anderson.
Business Manager—Lee Pemberton.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
5,000 w. days; 1410 kc. Directional.
Operating schedule: 6:00 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42d, 44a, 45, 46, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 2/17/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x
1 min	8.00	6.00	5.50	5.00
30 sec	5.00	4.75	4.00	3.00

8. PROGRAM TIME RATES

	1x	52x	156x	312x
1/2 hr	35.00	33.00	31.00	30.00
1/4 hr	21.25	18.75	18.00	17.00
5 min	13.00	16.00	9.00	7.00

KCLO-FM
1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 3751 1.00
KCLO, Inc., 335 Muncie Road, Leavenworth, Kan. 66048. Phone 913-682-1416.
See affiliated AM station for additional information.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Basil Anderson.
Sta. & Sales Mgr.—Lee Pemberton.
Program Director—Art Pemberton.
8. FACILITIES
ERP 100,000 w.; 99.9 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 187 ft. above average terrain.

TIME RATES
Rates are identical to KCLO. See that listing.

LIBERAL (2 AM)

Seward County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KLIB
1960

Media Code 4 217 3900 4.00
Communications Enterprises, Inc., Box 856, Liberal, Kan. 67901. Phone 316-624-2556.

STATION'S PROGRAMMING DESCRIPTION
KLIB: Country music.

1. PERSONNEL
General Manager—Chuck Davis.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days; 1476 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBN.

TIME RATES
Eff 5/1/75—Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	4.40	4.00	3.60	3.30	3.00
30 sec	3.30	3.00	2.60	2.30	2.00

10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—7%
Edited by Leonard C. Davis.

KSCB
1948

NAB RAB

An Alf M. Landon Station
Subscriber to the NAB Radio Code
Media Code 4 217 4050 7.00
Seward County Broadcasting Co., Inc., Box K., E. 8th St., Liberal, Kan. 67901. Phone 316-624-2891.

STATION'S PROGRAMMING DESCRIPTION
KSCB: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Stuart Melchert.
2. REPRESENTATIVES
PRO/Meeker Radio.
West Coast—Bill Dahlsten & Associates.
3. FACILITIES
1,000 w. days, 500 w. nights; 1270 kc. Directional nights.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only. Payable 10 days.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with The Rep Network.
Sold in combination with WREN, Topeka. See that listing for discount.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/22/74—Rec'd 1/26/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	4.40	4.00	3.60	3.30	3.00
30 sec	3.30	3.00	2.60	2.30	2.00

10. SPECIAL FEATURES
News/Weather/Sports—5-min 6.50.
Paul Harvey—1-min 4.50; 5-min 8.00.

CONTINUOUS WEEK DISCOUNT
52 wk—20%

LYONS

Rice County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KLOQ (FM)
1970

Media Code 4 217 4125 7.00
KLOQ, Inc., Rt. 1, Lyons, Kan. 67554. Phone 316-278-3644.

STATION'S PROGRAMMING DESCRIPTION
KLOQ (FM): C & W to 9 am, MOR to 9 pm, Prog. Rock to 2 am.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rolan Cobb.
3. FACILITIES
ERP 62,000 w.; 106.1 mc. Stereo.
Operating schedule: 5-2 am. CST.
Antenna ht. 175 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 11/1/74—Rec'd 11/11/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	208x	312x
1 min	4.00	3.35	3.10	2.95	2.70	2.55	2.40	2.30
30 sec	3.00	2.50	2.30	2.20	2.00	1.90	1.80	1.70

7. PACKAGE PLANS
5 30-sec 7 5 1-min 9
For spot advertiser running 40.00+ per mo.
10 sec: (maximum), ea 1.00.

MANHATTAN (1 AM; 1 FM)

Riley County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KMAN
1950

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 4200 8.00
Manhattan Broadcasting Co., Box 1350, 2414 Casement Road, Manhattan, Kan. 66502. Phone 913-776-4851.

STATION'S PROGRAMMING DESCRIPTION
KMAN: Programmed for adults & young adults.
MUSIC: MOR, contemporary folk, showtunes, standards & swing jazz. NEWS: at :55. Local, regional, national, world & sports reports at 7:30 am, 12N, 5:05 & 6 pm. Editorials & news-in-depth 12:35 & 5 pm M-F. Weather at :15 & :45. Lake Member: National AgRadio Groups, Inc., Kansas reports at :10 & :40. SPORTS: scoreboard 4:45 pm. College football. FARM: U' specialists reports & markets 6:15 am. Stock market 4 pm. Military reports 5:05 pm. Open line 10-10:30 am. Rec'd 6/25/75.

1. PERSONNEL
President—Richard M. Seaton.
General Manager—Lowell E. Jack.
Commercial Manager—Tom Rees.
3. FACILITIES
500 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 7:30-8:15 am, noon-12:40 pm & 6-6:30 pm. For non-simulcast facilities see KMKF (FM).
4. AGENCY COMMISSION
15/0 time only; Bills payable in 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 601, 60k, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KMKF (FM).
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 6/24/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	300x
1 min	9.80	9.00	8.70	8.00	6.70
30 sec	8.60	7.50	6.80	6.60	5.90

7. PACKAGE PLANS

PER WK:	30 ti	40 ti	50 ti
1 min	6.70	6.00	5.80
30 sec	5.90	5.30	5.10

8. PROGRAM TIME RATES

	1x	26x	52x	156x	312x
5 min	17.80	16.10	15.50	12.60	10.90
1/4 hr	35.60	32.20	31.00	25.20	21.80
1/2 hr	46.25	41.85	40.30	32.85	28.30

Edited by Tom Rees.

KMKF (FM)
1972

NAB RAB NAFMB

Media Code 4 217 4162 9.00
Manhattan Broadcasting Co., Inc., Box 1017, 2414 Casement Rd., Manhattan, Kan. 66502. Phone 913-776-4851.
See affiliated AM station for additional information.
AM facilities: KMAN.

STATION'S PROGRAMMING DESCRIPTION
KMKF (FM): Programmed for adults mornings; young adults & teens afternoons & evenings.
MUSIC: standards, MOR 6 am-noon. Classical 9-10:30 am. Rock noon-10 pm. Progressive rock 10 pm-1 am. Rec'd 6/25/75.

1. PERSONNEL
Sales Manager—Tom Rees.
FM Coordinator—Ed Klimek.
3. FACILITIES
ERP 1,600 w. (horiz.), 1,600 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 400 ft. above average terrain.
Partial simulcast operation. Operated separately 6-7:30 am, 8:15 am-noon, 12:40-6 pm & 6:30 pm-2 am. For simulcast facilities see KMAN.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 7/1/74—Rec'd 6/24/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	300x
1 min	8.50	7.80	7.60	7.00	5.80
30 sec	7.50	6.50	5.90	5.70	5.10

7. PACKAGE PLANS

PER WK:	30 ti	40 ti	50 ti
1 min	5.80	5.20	5.00
30 sec	5.10	4.60	4.40

8. PROGRAM TIME RATES

	1x	26x	52x	156x	312x
5 min	15.50	14.00	13.50	11.00	9.50
1/4 hr	31.00	28.00	27.00	22.00	19.00
1/2 hr	40.30	36.40	35.10	28.60	24.70

Edited by Tom Rees.

MARYSVILLE

Marshall County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

KNDY
1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 4300 9.00
Apollo Broadcasting Corp., Rts. 3, Marysville, Kans. 66508. Phone 913-562-2361.

1. PERSONNEL
Pres. & Gen'l Mgr.—Herbert B. Hoeflicker.
3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only, no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective May 1, 1963.
Rates received March 2, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	5.56	4.56	104 ti	4.56	3.50
13 ti	5.25	4.25	156 ti	4.25	3.25
26 ti	5.00	4.00	312 ti	4.00	3.00
52 ti	4.75	3.75			

Less than 30 seconds—76% of 1-minute rate.

McPHERSON (1 AM; 1 FM)

McPherson County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KNEX
1948

RAB

Media Code 4 217 4500 1.00
K. H. Krehbiel, Box 186, Hwy. 81, McPherson, Kan. 67460. Phone 316-241-1504.

STATION'S PROGRAMMING DESCRIPTION
KNEX: MOR, adults and young adults.

1. PERSONNEL
General Manager—Claude Hughes.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
250 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member National AgRadio Groups, Inc., Kansas Radio Network.

TIME RATES
Eff——Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	300x
1 min	5.00	4.75	4.55	3.95
30 sec	4.00	3.80	3.65	3.20

7. PACKAGE PLANS

	30 ti	40 ti	50 ti
1 min	4.15	3.80	3.50
30 sec	3.35	3.10	2.80

6-8 am, noon-1 pm & 4-6 pm, extra 10%.

KNEX-FM
1974

RAB

Media Code 4 217 4501 9.00
McPherson Broadcasting, Inc., Box 186, Hwy. 81, McPherson, Kan. 67460. Phone 316-241-1504.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 279 ft. above average terrain.

TIME RATES
Rates are identical to KNEX. See that listing.

MERRIAM

Johnson County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

MISSION

Johnson County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

NEWTON (1 AM; 1 FM)

Harvey County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KJRG
1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 4650 4.00
KJRG, Inc., Box 567, Newton, Kan. 67114. Phone 316-283-5150.

1. PERSONNEL
Manager—Gordon Anderson.
2. REPRESENTATIVES
George T. Hopewell, Inc.
West Coast—Bliddick Company.
3. FACILITIES
500 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff——Rec'd 5/13/57.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	5.00	4.50	4.00	3.75	3.50

KJRG-FM
1969

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 4651 2.00
KJRG, Inc., Box 567, Newton, Kans. 67114. Phone 316-283-5150.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 92.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: ——.
Partial simulcast operation. Operated separately 6:30 am-midnight. For simulcast facilities see KJRG.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 12/31/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x
1 min	5.00	4.00	3.50	3.25
30 sec	4.00	3.25	2.75	2.50

KANSAS

NORTON

Norton County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KNBI
1963

Subscriber to the NAB Radio Code
Media Code 4 217 4000 5.00
Prairie Dog Broadcasting Co., Box 230, Country Club Rd., Norton, Kan. 67654. Phone 913-927-3378.

STATION'S PROGRAMMING DESCRIPTION
KNBI: Programmed for adults and young adults.

1. PERSONNEL
Owner & Mgr.—Dave Tucker.
3. FACILITIES
1000 w.: 1530 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member National AgRadio Groups, Inc., Kansas Radio Network, Farm Radio Network.

TIME RATES
Eff ——— Rec'd 1/4/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min.	3.45	3.15	2.85	2.55	2.50	2.30	2.00
30 sec.	3.20	2.90	2.65	2.30	2.20	2.00	1.80

OTTAWA (1 AM; 1 FM)

Franklin County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

KOFO
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 4650 5.00
Ottawa Broadcasting Co., Box 16, Ottawa, Kan 66067. Phone 913-242-1220.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Roderick B. Cupp.
2. REPRESENTATIVES
PRO/Meeker Radio.
Western States—Bill Dahlsten & Associates.
2. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KOFO-FM.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 12 Eff 9/1/74—Rec'd 6/7/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Flat	5.90	4.70	3.55

7. PACKAGE PLANS

ROS, PER DAY:	10 ti	20 ti	30 ti	40 ti
1 min.	4.95	4.45	4.00	3.55
30 sec.	4.00	3.65	3.30	2.95
ROS, PER WK:	**20 ti**	**40 ti**	**60 ti**	**80 ti**	**100 ti**
1 min.	5.40	4.95	4.45	4.00	3.55
30 sec.	4.35	4.00	3.65	3.30	2.95

WEEKEND ROS—SAT AFTERNOON AND/OR SUN
1 min, 20+, ea. 4.00 30 sec. 20+, ea. 3.30

KOFO-FM
1962

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 4951 6.00
Ottawa Broadcasting Co., Box 16, Ottawa, Kan. 66067. Phone 913-242-1220
See affiliated AM station for additional information.

3. FACILITIES
ERP 6,700 w.; 95.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see KOFO.

TIME RATES
———
Rates are identical to KOFO. See that listing.

PARSONS

Labette County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

KLKC
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 5100 6.00
Community Broadcasting Co., Box 696, 109 S. Central, Parsons, Kans. 67357. Phone 316-421-6400.

1. PERSONNEL
Station Manager—Richard R. Combs.
3. FACILITIES
250 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent; 10 days.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Magic Circle Network.

TIME RATES
Rates effective April 1, 1958.
Rates received June 4, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time	21.25	16.75	12.50	9.25	6.25	4.00	3.00
13 times	29.00	17.75	11.85	9.05	5.95	3.80	2.85
26 times	26.75	16.35	10.75	8.20	5.50	3.60	2.70
52 times	24.50	14.95	9.60	7.30	5.05	3.40	2.60
104 times	22.25	13.50	8.50	6.40	4.55	3.20	2.50
156 times	20.00	12.05	7.35	5.55	4.10	3.15	2.40
260 times	17.75	10.60	6.25	4.70	3.70	3.00	2.20
312 times	15.60	9.35	5.85	4.35	3.50	2.50	2.00

PHILLIPSBURG

Phillips County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KKAN
1959

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 5250 2.00
KKAN Radio, Inc., Box 307, 383 F St., Phillipsburg, Kan. 67661. Phone 913-543-2151.

STATION'S PROGRAMMING DESCRIPTION
KKAN: Programming for local interest.

1. PERSONNEL
Manager—Dwight C. Look.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:45 am-7 pm. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 4/1/74—Rec'd 3/18/74.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 ti	12 ti	24 ti	36 ti
1 min.	4.60	4.40	4.20	4.00
30 sec.	3.50	3.40	3.20	3.00
10 sec.	2.50	2.40	2.20	2.00

ANNUAL PLAN
Contract advertisers using 156/260/312/624 spots within 52-wk period earn 6/12/24/36 plan rate, regardless of number of spots run in any wk. If contract not fulfilled, schedules adjusted to rate earned as wk.
All spots, regardless of length, may be combined to earn frequency.

PITTSBURG (2 AM; 1 FM)

Crawford County—Map Location L-6.
See SRDS consumer market map and data at beginning of the State.

KOAM
1937

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 5400 6.00
Pittsburg Broadcasting Co., Inc., Box F, Pittsburg, Kan. 66762. Phone 316-231-7200.

1. PERSONNEL
Vice Pres. & Gen'l Mgr.—Joe Shiverdecker.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 660 kc.
Directional—night only.
Operating schedule: 5 am-midnight daily. CST.
4. AGENCY COMMISSION
15% on net time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
Eff———Rec'd 6/17/66.
A—Mon-Sun 5 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

A:	1 min	30 sec	10 sec
1 x	10.20	7.65	5.10
26 x	9.60	7.20	4.80
52 x	9.00	6.75	4.50
104 x	8.40	6.30	4.20
156 x	7.80	5.35	3.90
260 x	7.20	5.40	3.60
312 x	6.60	4.95	3.30
500 x	6.00	4.50	3.00
1000 x	5.40	4.05	2.70

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti	42 ti
1 min.	90.00	126.00	162.00	195.00	262.50
30 sec.	67.50	94.50	121.50	146.25	197.00

(CR)

KSEK
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 5550 5.00
Douglas Broadcasting Corp., Box 610, 1340 E. Quincy St., Pittsburg, Kan. 66762. Phone 316-231-2800.

STATION'S PROGRAMMING DESCRIPTION
KSEK: Personality/Middle-of-the-road.

1. PERSONNEL
Pres. & Gen'l Mgr.—James D. Harbart.
3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5-1 am. CST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 390 ft. above average terrain.

KMRJ (FM)
1075

RAB

Subscriber to the NAB Radio Code
Media Code 4 217 5551 7.00
Douglas Broadcasting Corp., Box 610, 1340 E. Quincy St., Pittsburg, Kan. 66762. Phone 316-231-2800.
See affiliated AM station for additional information.

3. FACILITIES ERP 3,000 w.; 95.9 mc.
Operating schedule: 6 am-10 pm daily. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see KMRJ.

TIME RATES
———
Rates are identical to KSEK. See that listing.

4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
Eff 7/1/75—Rec'd 6/26/75.
AA—Mon thru Sat 6:30 am-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	516x
CLASS AA							
1 min.	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec.	9.00	8.50	8.00	7.50	7.00	6.50	6.00
CLASS A							
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec.	7.00	6.50	6.00	5.50	5.00	4.50	4.00

Edited by Mr. James D. Harbart.

PRATT (1 AM; 1 FM)

Pratt County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KWNS
1962

KWNS-FM
1965

RAB

Media Code 4 217 5700 6.00
O'Malley-Kieffer Communications Co., Box 486, Pratt, Kan. 67124. Phone 316-672-5531.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don O'Malley.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
South, Southeast, Southwest—Mario Messina Company.
3. FACILITIES
5,000 w. days, 500 w. nights; 1290 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-10 pm. CST.
FM-ERP 29,000 w.; 93.1 mc.
Operating schedule: Same as AM.
Antenna ht.: 214 ft. above average terrain.
Operated separately for special events.
6. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Farm Radio Network, Kansas Radio Network.

TIME RATES
Eff 7/1/75—Rec'd 6/26/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	24 ti
1 min.	7.00	6.75	6.25	5.00
30 sec.	5.60	5.40	5.00	4.00

Edited by Don O'Malley.

RUSSELL (1 AM; 1 FM)

Russell County—Map Location F-3
See SRDS consumer market map and data at beginning of the State

KRSL
1956

NAB

Thompson Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 217 5850 9.00
Thompson Broadcasting Co., Box 666, Russell, Kan. 67665. Phone 913-483-3121.

STATION'S PROGRAMMING DESCRIPTION
KRSL: Programmed for general interest.

1. PERSONNEL
General Manager—Richard D. Dumler.
2. FACILITIES
250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KRSL-FM.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 12 Eff 12/1/74—Rec'd 3/5/75.
AA—7-8:30 am & 11:30-1 pm.
ROS—6-7 am; 8:30-11:30 am & 1-10 pm.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	10 ti	20 ti	36 ti	40 ti	50 ti
30 sec.	2.60	2.50	2.40	2.25	2.10
1 min.	3.35	3.25	3.15	3.00	2.85

AA: Extra ea .50.

7. PACKAGE PLANS

PER MO, EA:	100 ti	150 ti
30 sec.	2.00	1.75
1 min.	2.75	2.50

10. SPECIAL FEATURES
LOCAL NEWS—7:15-7:45 AM & 12:30-12:45 PM
30-sec, ea. 3.60 1-min, ea. 4.60

KRSL-FM
1965

NAB

Thompson Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 217 5851 7.00
Thompson Broadcasting Co., Box 666, Russell, Kan. 67665. Phone 913-483-3121.
See affiliated AM station for additional information.

3. FACILITIES ERP 3,000 w.; 95.9 mc.
Operating schedule: 6 am-10 pm daily. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see KRSL.

TIME RATES
———
Rates are identical to KRSL. See that listing.

SALINA (3 AM; 1 FM)

Saline County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	34	34	34	10
B	16	14	16	9
C	9	9	9	----
D	5	5	5	----
AVERAGE	16	16	16	10

KFRM
1947

KATZ RADIO
NAFB

Media Code 4 217 6150 3.00
JACO, Inc., 208 W. Cloud, Salina, Kan. 67402. Phone 913-825-4611.
Exec. Office & Studio: 737 N. West St., Wichita, Kan. 67203. Phone 316-942-7981.

STATION'S PROGRAMMING DESCRIPTION
KFRM: Programmed for adult interest.
FARM: market reports at 7-8:30 am & 11:30 am-1 pm, with farm news and weather. MUSIC: modern country and western. NEWS: at :30 and :60 with 15 min. major newscasts at 7 am, noon & 5 pm. Aviation weather twice daily. Contact Representative for further details. Rec'd 1/30/74.

1. PERSONNEL
President—Mack Sanders.
Mgr. & Agri. Dir.—Larry Steckline.
Production Manager—Gene Morris.
2. REPRESENTATIVES
Katz Radio.
2. FACILITIES 5,000 w. days; 550 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 4a, 4d, 5, 6a, 7b 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 24b, 25c, 28a 29b, 30.
Contracts: 40b, 43, 44a, 44b, 45, 47a, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60h, 61a, 62a, 62b.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KICT (FM), Wichita.

TIME RATES
No. 1 Eff 8/1/75—Rec'd 7/23/75.
AAA—Farm time, Mon thru Sat 6-8:30 am & 11:30 am-1 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA	
PER WK:	1 min	30 sec	1 min	30 sec
1 ti	45	37	38	31
6 ti	43	35	36	30
12 ti	40	33	34	29
18 ti	36	29	32	28
24 ti	34	27	30	26
30 ti	32	26	28	24

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min farm, news, weather, sports—1-1/2x applicable 1-min rate.

(CR)

KINA
1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 6300 4.00
Salina Radio, Inc., Box 778, 110 E. Walnut, Salina, Kan. 67401. Phone 913-825-0266.

STATION'S PROGRAMMING DESCRIPTION
KINA: Programmed for mass appeal, emphasis 18-50 years.
MUSIC: current hits mixed with hits of past 15 years. NEWS: 5-min at :55 weather forecast on news & at :20 & :40; extended newscasts at 6:45, 7:45 & 12:15 pm; break-ins when news occurs; live mobile reports: AP & statewide weather wire. Editorializes. ENTERTAINMENT: 2 daily telephone call-in shows 9-9:55 am & 12N-12:15 pm. Rec'd 3/27/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Sherwood R. Parks.
Sales Manager—Wally Stoney, Jr.
3. FACILITIES 500 w. days; 910 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 23b, 24a, 24c, 25a, 27, 33a.
Contracts: 40a, 41, 45, 46, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60f, 62d
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 9/1/73—Rec'd 8/31/73.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

	—FIXED— 1 min	30 sec	—ROS— 1 min	30 sec
1 x	6.00	5.50	5.50	4.40
26 x	6.50	5.20	5.20	4.15
52 x	6.10	4.90	4.90	3.90
104 x	5.70	4.55	4.55	3.65
156 x	5.30	4.25	4.25	3.40
260 x	4.90	3.90	3.90	3.10
313 x	4.50	3.60	3.60	2.90
600 x	4.10	3.30	3.30	2.65
900 x	3.70	2.95	2.95	2.35
1250 x	3.30	2.65	2.65	2.10
2500 x	2.90	2.30	2.30	1.85
4000 x	2.70	2.15	2.15	1.70
5000 x	2.50	2.00	2.00	1.70
6000 x	2.30	1.85	1.85	1.70
7000 x	2.10	1.85	1.70	1.70

10 sec: ROS, ea 2.00.

7. PACKAGE PLANS

WEEKLY SATURATION PLAN—ROS

PER WK:	12 ti	24 ti	48 ti	96 ti
1 min	4.90	4.55	4.25	3.90
30 sec	3.85	3.65	3.40	3.10

KSAL
1937

NAB RAB

Stuart Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 217 6450 7.00
Salina Broadcasting Co., Inc. (Stuart Stations). Box 180, 1510 E. Iron, Salina, Kan. 67401. Phone 913-823 3701.

STATION'S PROGRAMMING DESCRIPTION
KSAL: Programmed for general interest 18-50.
MUSIC: MOR, contemporary mixed with golden hits of past 15 years. NEWS: network at :60, local at :30; major newscasts at 7, 8, 11:45 am, 5, 6 & 10 pm. 2 mobile news cars, AP, national weather wire, private weather service. Editorials Tues & Thurs. SPORTS: daily local sports show; play-by-play local high school, college football & basketball; week-end scoreboard shows in season. FARM: 5:30-6:30 am M-Sat & 7:05-7:30 am Sun with agriculture news, markets & auction sales programmed with C & W music; agriculture news & markets 12:30-12:45 pm daily. Contact Representative for further details. Rec'd 3/26/75.

1. PERSONNEL
President—R. W. Chapin.
Vice-Pres. & Gen'l Mgr.—Kenneth J. Jennison.
Operations Manager—James G. Robertson.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Lincoln, Omaha, Kansas City—Red Abels.
Mountain States—Bob Ilix Co., Inc.

3. FACILITIES
5,000 w.; 1150 kc. Directional—night only.
Operating schedule: 5:30 am-midnight, EST.

4. AGENCY COMMISSION
15/0 time and talent: payable when rendered.

6. GENERAL ADVERTISING See coded regulations
General 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Stuart Broadcasting Company.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/71—Rec'd 6/1/71.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—Mon thru Sat 9 am-noon & 1-4 pm; Sun 6 am-7 pm.
B—All other times; BTA.

7. PACKAGE PLANS

	—AA— 1 min	30 sec	—A— 1 min	30 sec	—B— 1 min	30 sec
PER WK:						
1 ti	18	15	16	13	12	10
6 ti	17	14	15	12	11	9
12 ti	16	13	14	11	10	8
18 ti	15	12	13	10	9	7
24 ti	14	11	12	9	8	6
PER YR:						
520 x	16	13	14	11	10	8
1040 x	14	11	12	9	8	6

TOTAL AUDIENCE PLAN

PER WK, EA:	1 min
12 Plan (5AA, 4A, 3B)	12
18 Plan (8AA, 7A, 3B)	11
24 Plan (12AA, 8A, 4B)	10

ID's: 50% of 1-min.
ROS Station Option Plan 10
Schedules do not have to run consecutively to earn number of weeks frequency.

KSKG (FM)
1960

Media Code 4 217 6525 6.00
Salina FM, Inc., Box 995, Salina, Kan. 67401. Phone 913-825-4631.

STATION'S PROGRAMMING DESCRIPTION
KSKG (FM): Programmed for all ages.
MUSIC: contemporary top 40. NEWS: network news, 20/20 weather, 3x per hour. FARM: reports 10:35 am, 12:15 & 1:45 pm. Rec'd 4/23/75.

1. PERSONNEL
Owner & Mgr.—Wayne Pollard.
Vice-Pres. & Gen'l Sales Mgr.—Duncan Mounsey.

3. FACILITIES
ERP 100,000 w. (horiz.). 100,000 w. (vert.); 99.9 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 525 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40a.
Cancellation: 70c, 73a.
Affiliated with American Contemporary Network.
Member: Kansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1A Eff 1/1/75—Rec'd 3/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	50 ti	100 ti
1 min	10.25	9.00	7.75	6.50	6.25	5.75
30 sec	8.25	7.25	6.25	5.25	5.00	4.50

Fixed, extra 1.00 per spot.
10 sec: 40% of 1-min.

7. PACKAGE PLANS

PER YR:	500x	750x	1000x
1 min	5.75	5.25	5.00
30 sec	4.50	4.25	4.00

IMPACT PLANS

	1 min	30 sec	15 sec
50 per mo	250	200	125

Edited by Wayne Pollard.

SCOTT CITY (1 AM; 1 FM)

Scott County—Map Location C-4.
See SRDS consumer market map and data at beginning of the State.

KFLA
1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 6600 7.00
Broadcasters of Scott City, Rt. 1, Box 6, Scott City, Kansas 67871. Phone 316-872-5345.

1. PERSONNEL
Station & Gen'l Mgr.—Basil Anderson.

3. FACILITIES
500 w. 1310 kc. Non-directional.
Operating schedule: 6:15 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-8 am, 11 am-1 pm & 5-6 pm. For non-simulcast facilities see KFLA-FM.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff ———Rec'd 2/27/75.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x
1 min	4.00	3.75	3.50
30 sec	3.00	2.75	2.50

7. PACKAGE PLANS

30 DAY LIMIT:	50 ti	100 ti
1 min	150	275
30 sec	110	190

10. SPECIAL FEATURES
5 min News/Sports/Weather, 6 mo contract 110

AM/FM SIMULCAST

6. SPOT ANNOUNCEMENTS

	1x	100x	250x
1 min	6.00	5.00	4.00
30 sec	5.00	4.00	3.00

7. PACKAGE PLANS

30 DAY LIMIT:	50 ti	100 ti
1 min	165	305
20 sec	120	210

10. SPECIAL FEATURES
5 min News/Sports/Weather/Markets/Farm reports—6 mo contract 140

KFLA-FM
1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 6601 5.00
Broadcasters of Scott City, Rt. 1, Box 6, Scott City, Kansas 67871. Phone 316-872-5345.
See affiliated AM station for additional information.

3. FACILITIES
ERP 57,000 w.; 94.5 mc.
Operating schedule: 6:15 am-11 pm. CST.
Partial simulcast operation. Operated separately 8-11 am, 1-5 pm & 7-11 pm. For simulcast facilities see KFLA.

TIME RATES
Same as AM only rates. See that listing.

TOPEKA (4 AM; 4 FM)

Shawnee County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	42	18	18	18
B	15	13	15	9
C	15	12	12	8
D	11	11	11	6
AVERAGE	21	14	14	10

KEWI
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 217 6750 6.00
Midland Broadcasters, Inc., Box 4407, 5315 W. 7th St., Topeka, Kans. 66604. Phone 913-272-2122.

STATION'S PROGRAMMING DESCRIPTION
KEWI: Programmed for mass appeal, 18-49 years.
MUSIC: contemporary & past hits interspersed with information & public service announcements & continuous promotions. 14 AIR PERSONALITIES. NEWS: 5 min at :55, headlines & weather at :30, weathercasts at :15 & :45. News break-ins when stories occur with emphasis on local news on-the-spot provided by 8 radio-telephone equipped cars. AP wire & direct teletype to weather bureau & highway patrol plus voice loop to weather bureau for severe weather announcements. Editorials. Contact Representative for further details. Rec'd 10/8/74.

1. PERSONNEL
President—Fred P. Reynolds.
Exec. Vice-Pres. & Gen'l Mgr.—Robert F. Russell.
Sales Manager—Gene Rohlmeier.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Denver—John L. McGuire, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1440 kc.
Directional—day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 26, 27, 28c, 29b, 31, 33a.
Contracts: 40c, 44b, 45, 47a, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KSWT (FM).
Affiliated with ATA Radio Network.
KEWI/KSWT (FM) & KUSN/KSFT (FM), St. Joseph, Mo. combinable for frequency discount.

TIME RATES
No. 15 Eff 2/1/75—Rec'd 1/9/75.
AAA—Mon thru Fri 7-9 am & 4-6 pm.
AA—Mon thru Fri 6-7 am, 9-10 am, 3-4 pm & 6-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat & Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-6 am.

6. SPOT ANNOUNCEMENTS

WKLY:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti
YRLY:	.....	156x	312x	500x	1000x	1500x
CLASS AAA						
1 min	15.00	14.75	14.50	14.25	14.00	13.75
30 sec	13.60	13.40	13.20	13.00	12.80	12.60
CLASS AA						
1 min	14.00	13.75	13.50	13.25	13.00	12.75
30 sec	12.60	12.40	12.20	12.00	11.80	11.60
CLASS A						
1 min	13.00	12.75	12.50	12.25	12.00	11.75
30 sec	11.60	11.40	11.20	11.00	10.80	10.60
CLASS B						
1 min	6.50	6.40	6.25	6.15	6.00	5.90
30 sec	5.80	5.70	5.60	5.50	5.40	5.30

10 sec: 60% of 1-min, available in A & B only.
Specified time: Extra 1.00 per spot.

10. SPECIAL FEATURES
News—5 min at :55, incl open, close plus 1-min spot, applicable 1 min plus 2.00.
News headlines—90-sec at :30. Weather—60-sec at :15 & :45, 1-min spot, applicable 1-min plus 1.00; 30-sec spot, applicable 1-min rate.
Submitted by Robert F. Russell.

KSWT (FM)
1971

NAB NAFMB

Media Code 4 217 6825 6.00
Midland Broadcasters, Inc., Box 4407, 5315 W. 7th., Topeka, Kans. 66604. Phone 913-272-2122.
See affiliated AM station for additional information.
AM facilities: KEWI.

STATION'S PROGRAMMING DESCRIPTION
KSWT (FM): Programmed for adult appeal.
MUSIC: popular album format, primarily lyric-oriented instrumentals. Includes standards, film & MOR versions of current popular music. 15 min uninterrupted segments. COMMERCIAL POLICY: no more than 6 commercial announcements per hour, to be broadcast in no more than 4 hourly interruptions. NEWS: 2 min at :69. Contact Representative for further details. Rec'd 10/8/74.

1. PERSONNEL
Station Manager—George W. Haag.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 464 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.
KSWT (FM) KEWI & KUSN/KSFT (FM), St. Joseph, Mo. combinable for frequency discount.

TIME RATES
No. 5 Eff 2/1/75—Rec'd 1/29/75.
AAA—10 am-3 pm.
AA—3-7 pm.
A—6-10 am.
B—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN/LESS:	1x	36x	60x	120x	248x	480x
AAA	13.00	12.50	12.00	11.50	11.00	10.50
AA	12.75	12.25	11.75	11.25	10.75	10.25
A	12.00	11.50	11.00	10.50	10.00	9.50
B	10.00	9.50	9.00	8.50	8.00	7.50

KTOP
1947

NBC Radio Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 6900 1.00
Harris Enterprises, Inc., Box 1490, 1600 N. Buchanan St., Topeka, Kans 66601. Phone 913-234-3444.

STATION'S PROGRAMMING DESCRIPTION
KTOP: Programmed for general audience, ages 18-49.
MUSIC: Top 40 current hits, mixed with past hits.

KANSAS

ENTERTAINMENT: 8 air personalities. Emphasis on audience participation through call-in contests. Continuous promotions. Network personalities at :30, 9:30 am-4:30 pm, 3-min each. NEWS: Emphasis on local. 7-min at :58, including network. Major newscasts (10 min) at 6:55, 7:55, & 11:55 am, 4:55 & 5:55 pm. Headlines at :30 in am & pm drive times. AP, Weather Wire & mobile units. SPORTS: 3-min at 7:30, 8:30 am & 5:30 pm daily. Play-by-play coverage of local & state U & area high school football & basketball. Play-by-play Major League Baseball & network sports. Sun am & eve, standards, showtunes & celebrity interviews. Contact Representative for further details. Rec'd 11/2/72.

1. PERSONNEL
General Manager—Merle Blair.
Program Manager—Joe Monteith.
Sales Manager—Jack Porteous.

2. REPRESENTATIVES
Meeker Radio, Inc.

3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15a, 16.
Basic Rates: 21a, 21d, 22b, 23a, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 46, 47c, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/74—Rec'd 5/24/74.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Mon thru Sun 6 pm-midnight.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	26 ti	30+
CLASS AA					
1 min	9.00	8.75	8.50	8.25	7.75
30 sec	7.50	7.25	7.00	6.75	6.25
10 sec	4.50	4.25	4.00	3.75	3.25
CLASS A					
1 min	7.25	7.00	6.75	6.50	6.00
30 sec	5.75	5.50	5.25	5.00	4.50
10 sec	4.00	3.75	3.56	3.25	2.75
CLASS B					
1 min	5.00	4.75	4.50	4.25	3.75
30 sec	3.50	3.25	3.00	2.75	2.25
10 sec	3.25	3.00	2.75	2.50	2.00

MONTHLY PLANS, 1/3AA, 1/3A, 1/3B

31 DAYS OR LESS:	1 min	30 sec
100 ti	580.00	430.00

ANNUAL BULK CONTRACT

1 MINUTE	250x	500x	1000x	1500x	2000x
AA	8.75	8.56	8.25	8.00	7.50
A	7.00	6.75	6.50	6.25	5.75
B	4.75	4.50	4.25	4.00	3.50
30 SECONDS					
AA	7.25	7.00	6.75	6.50	6.00
A	5.50	5.25	5.00	4.75	4.25
B	3.25	3.00	2.75	2.50	2.00

No rebates, annual contracts necessary.

10. SPECIAL FEATURES
Co-sponsored news, Mon thru Sat—per wk 75.00. Incl open & close plus 1 1-min spot.

KTOP-FM
1959

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 6901 6.00
Harris Enterprises, Inc., Box 1490, Topeka, Kan 66601. Phone 913-234-3444.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KTOP-FM: Programmed for general audience.
MUSIC: country, past hits blended with current chart songs & selected album cuts. Most selections announced. Emphasis on vocals. NEWS: 5 min local every 2 hours, 5 min network at :30 5:30-10:30 pm. COMMERCIAL POLICY: maximum 9 minutes per hour. Contact Representative for further details. Rec'd 9/30/74.

3. FACILITIES
ERP 5,300 w. (horiz.). 5,300 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 260 ft. above average terrain.

6. GENERAL ADVERTISING See coded regulations
Affiliated with MRS.
AM/FM contracts may be combined for frequency discounts.

TIME RATES
Eff 1/1/71—Rec'd 3/27/74.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun noon-8 pm.
B—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	—AA— 1 ti	7 ti	13+	—A— 1 ti	7 ti	13+
1 min	4.00	3.75	3.50	3.50	3.25	3.00
30 sec	3.25	3.00	2.75	2.75	2.50	2.25
10 sec	2.50	2.25	2.00	2.00	1.75	1.50

	—B—
1 min	3.00
30 sec	2.25
10 sec	1.50

Edited by Merle Blair.

(Topeka continued on next page)

Topeka—Continued

KTPK
1974

NAFMB

Media Code 4 217 6950 6.00
Shawnee Broadcasting Co., 910 First Nat'l Bank Tower, One Townsite Plaza, Topeka, Kans. 66603. Phone 913-234-2627.

STATION'S PROGRAMMING DESCRIPTION
KTPK: Programmed for general audience.
MUSIC: country. NEWS: local, regional, national, international at :50 plus 6:20, 7:20 am, 4:20 & 5:20 pm. COMMERCIAL POLICY: maximum 10 minutes per hour with commercials clustered. 20 minute competitive separation. Rec'd 10/30/74.

1. PERSONNEL
General Manager—Dale Bowers.
Program Director—Patrick Christine.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.6 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 243 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12h, 14g.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 24c, 27, 28b, 28c.
Contracts: 40a, 41, 42a, 45, 46, 51c.
Comb.; Cont. Discounts: 601, 60j, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/1/74—Rec'd 10/30/74.
AAA—Mon thru Fri 9 am-7 pm.
AA—Mon thru Fri 6-9 am; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
WK:	(*)	12 ti	24 ti	48 ti	(*)	12 ti	24 ti	48 ti
YR:		250x	500x	1000x		250x	500x	1000x
1 min	10.00	9.00	8.00	7.00	9.00	8.00	7.00	6.00
30 sec	8.00	7.20	6.40	5.60	7.20	6.40	5.60	4.80

	A			
1 min	7.00	6.00	5.00	4.00
30 sec	5.60	4.80	4.00	3.20

(*) 1 ti/fixed.
10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	65	40	25

10. SPECIAL FEATURES

13 WK MINIMUM CONTRACT:	*5 ti	10 ti	15 ti
Newscast sponsorship	12.50	11.60	9.00
Incl open & close plus 1-min spot.			
Weathercast sponsorship	10.00	8.80	7.20
Incl open & close plus 30-sec spot.			

(*) Less than 5x per wk, extra 10%.

WIBW
1924

CBS Radio Network

KATZ RADIO

NAFB

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 217 7050 4.00
Stauffer Publications, Box 116, Topeka, Kan. 66601. Phone 913-272-3456. TWX 910-744-6709.

STATION'S PROGRAMMING DESCRIPTION
WIBW: NEWS: modified all news format plus MOR music with accent on personalities, service & information. FARM: agricultural programs featured 20 hours per week including M-Sat 5:30-7, 16:25-10:30 am & 11:30 am-12:30 pm plus weekend features; 3 farm reporters. SPORTS: play-by-play Major League baseball & football, college football & basketball; area & regional high school games. Contact Representative for further details. Rec'd 6/22/71.

1. PERSONNEL
Vice-President/Broadcasting—Thad M. Sandstrom.
Gen'l & Sales Mgr.—Darrell Witham.
2. REPRESENTATIVES
Katz Radio.
Mountain States—Bob Hix Co., Inc.
3. FACILITIES
5,000 w.; 580 kc. Directional—night only.
Share time with KSAC.
Operating schedule: 24 hours daily except KSAC hours. CST.
4. AGENCY COMMISSION
15/8 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 14b.
Basic Rates: 20a, 21b, 23a, 25a.
Contracts: 40a, 41, 42a, 42c, 45.
Comb.; Cont. Discounts: 60b, 60f, 61b.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80.
Affiliated with CBS.

TIME RATES
No. 30 Eff 11/15/74—Rec'd 8/4/75.
Farm—Mon thru Sat 5:30-8 am & 11:30 am-12:30 pm.
AA—Mon thru Sat 7-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS
FARM—ROTATING

PER WK:	1 ti	6 ti	12 ti
1 min	50.00	45.00	42.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
5, 10, 15-min program production, extra 10.00; commissionable.

CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	26.00	26.00	24.00	22.00
30/20 sec	24.00	22.00	20.00	19.00	18.00
10 sec	15.00	14.00	13.00	12.00	11.00

CLASS A

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	20.00	19.00	18.00	17.00	16.00
30/20 sec	16.00	15.00	14.00	13.00	12.00
10 sec	10.00	9.50	9.00	8.50	8.00

All spots combinable except Farm.

DISCOUNT
26 wk—10% 52 wk—20%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2 AA, 1/2 A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	20	16	16	15
30/20 sec	16	14	12	11
*0 sec	10	9	8	(*)

(*) 7.50.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	*1/4 hr	*10 min	*5 min
1 x	200	120	85	70	60
52 x	190	114	81	67	57
156 x	180	108	77	64	55
260 x	170	102	73	59	52
312 x	160	96	69	58	50

(*) Talent, extra 10.00; commissionable.
Submitted by Darrell Witham.

WIBW-FM
1961

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 217 7051 2.00
Stauffer Publications, Box 116, Topeka, Kan. 66601. Phone 913-272-3456. TWX 910-744-6709.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WIBW-FM: MUSIC: Contemporary adult rock format featuring current hits in 15-min segments with maximum of 4 interruptions per hr. NEWS: AP news service. SPORTS: university football & basketball. Contact Representative for further details. Rec'd 2/4/75.

1. PERSONNEL
General Manager—Darrel Witham.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1217 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 2/1/75—Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	16 ti	20 ti	30 ti	40 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00
PER YR:				520x	1040x
1 min				6.75	6.00
30 sec				5.00	4.50

10. SPECIAL FEATURES
Fixed position newscasts—1x rate.
Submitted by Darrell Witham.

WREN
1926

SAB RAB

An Alf M. Landon Station
Subscriber to the NAB Radio Code

Media Code 4 217 7200 5.00
WREN Broadcasting Co., Inc., Box 1280, Topeka, Kan. 66601. Phone 913-232-0505.
Send all program material, commercial copy, tapes and promotion material to R. W. Gibson, General Manager.

STATION'S PROGRAMMING DESCRIPTION
WREN: Programmed for adults.
MUSIC: MOR. 8 AIR PERSONALITIES. NEWS & weather: 4 local news men with mobile news cars & portable units. Direct lines to local news sources; weather bureau, highway patrol, state house, city hall. Local & regional news & weather at :20. Extended 30-min news blocks at 7 am, noon, 5 & 10 pm. Network news at :60 followed by weather. SPORTS: play-by-play university football & basketball. 4 local sports shows daily plus network commentators. TALK: program features, human interest, market reports, call-in program. ENTERTAINMENT: audience participation contests & games. RELIGIOUS: 5-10 am Sun. Contact Representative for further details. Rec'd 3/27/75.

1. PERSONNEL
President—Alf M. Landon.
Gen'l & Sales Mgr.—Russell W. Gibson.
Program Director—Steve Southerland.
2. REPRESENTATIVES
PRO/Meeker Radio.
Western States—Bill Dahlsten & Associates.
3. FACILITIES
5,000 w.; 1250 kc. Directional—night only.
Divides time with KFKU 1 hour daily Monday through Friday.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 22a, 24b, 28c, 33c.
Contracts: 40a
Comb.; Cont. Discounts: 60b, 60g, 61b.
Cancellation: 70e.
Affiliated with American Information Network.
Affiliated with The Rep Network.
Additional 10% discount when bought in combination with KSCB, Liberal, KEDD, Dodge City, KIIX, Fort Collins, Colo.

TIME RATES
Eff 3/1/73—Rec'd 2/26/73.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	1x	100x	250x	500x	1x	100x	250x	500x
AAA	15.50	15.00	14.50	14.00	12.50	12.00	11.50	11.00
AA	12.50	12.00	11.50	11.00	9.50	9.00	8.50	8.00
A	11.00	10.50	10.00	9.50	8.50	8.00	7.50	7.00
B	5.50	5.25	5.00	4.75	4.25	4.00	3.75	3.50

10 sec: 50% of 1-min.

ULYSSES
Grant County—Map Location C-5.
See SRDS consumer market map and data at beginning of the State.

KULY
1964

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 217 7350 6.00
Grant County Broadcasting Co., Inc., Box 626, U. S. 270, 2 mi. South of Ulysses, Ulysses, Kan. 67880. Phone 316-356-1420.

STATION'S PROGRAMMING DESCRIPTION
KULY: 4-1/2 hrs. farm & 5-1/2 hrs. news daily.

1. PERSONNEL
Mgr. & Nat'l Sales Mgr.—Sam Elliott.
3. FACILITIES
1,000 w. days, 500 w. nights; 1420 kc. Directional
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Kansas Radio Network.

TIME RATES
Eff 10/1/74—Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	501x	1501+
1 min	5.30	4.70	3.50
30 sec	4.10	3.50	2.40

WELLINGTON
Sumner County—Map Location G-6
See RRDS consumer market map and data at beginning of the State.

KLEY
1956

SAB

Subscriber to the NAB Radio Code

Media Code 4 217 7500 6.00
Sumner Broadcasting Co., Hwy. 81, S., Wellington, Kan. 67152. Phone 316-326-3241.

STATION'S PROGRAMMING DESCRIPTION
KLEY: Programmed for general interest.

1. PERSONNEL
General Manager—Ed Hundley.
3. FACILITIES
250 w.; 1130 kc.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Kansas Radio Network.

TIME RATES
Eff 12/1/74—Rec'd 11/15/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	500x
1 min	4.00	3.90	3.80	3.70	3.60
30 sec	3.00	2.95	2.85	2.80	2.70

WICHITA (6 AM; 5 FM)
Plus 1 paid cross reference.
Sedgwick County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	36	32	36	26
B	35	30	35	20
C	23	25	23	15
D	20	20	20	13
AVERAGE	29	27	29	19

KAKE
1947

SAB RAB

A Kakeland Station
Subscriber to the NAB Radio Code

Media Code 4 217 7650 1.00
KAKE Radio & T. V., Inc., Box 1240, 1500 N. West St., Wichita, Kan. 67203. Phone 316-643-4221. TWX 910-741-6926.

STATION'S PROGRAMMING DESCRIPTION
KAKE: Programmed for young adults 25-49. Accentuates the positive featuring news items & entertaining vignettes on a regular basis. NEWS: 9 man news staff; 5 min local at :60; network at :30; major newscasts at 7, 8 am, noon & 5 pm. MUSIC: MOR. Weather with meteorologist. 5 min reports at 7:25, 7:55, 8:25, 11:45 am, 5:25 & 5:55 pm. SPORTS: 5 min daily at 6:25 am. Headlines at 7:50 am & 5:20 pm daily. Contact Representative for further details. Rec'd 5/2/74.

1. PERSONNEL
President—Martin Umansky.
Vice-Pres. & Sta. Mgr.—Frank Gunn.
Program Director—Gene Rump.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 14b, 15a, 15e.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25b, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 47a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 5 Eff 9/1/73—Rec'd 9/19/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	19	18	17	16	15
A	17	16	15	14	13
B	15	14	13	12	11

20/30 sec: 80% of 1 min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA, 1 MIN:	12 ti	18 ti	24 ti
1/3 ea 6-10 am, 10 am-3 pm, 3-7 pm	14	13	12

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KARD (FM)
1960

AVCO RADIO SALES

SAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 217 7800 2.00
Kansas State Network, Inc., 833 N. Main, Wichita, Kan. 67203. Phone 316-265-5633. TWX 910-741-6976.

STATION'S PROGRAMMING DESCRIPTION
KARD (FM): Programmed for adults 25 and over. MUSIC: Familiar arrangements of standards & current hits, programmed in uninterrupted segments of music. 4 commercial breaks an hour. Contact Representative for further details. Rec'd 4/8/75.

1. PERSONNEL
President—Don Sbarra.
Mgr. & Dir. of Radio—Buc Weatherby.
Operations Manager—Foster Byrd.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
ERP 100,000 (horiz.), 100,000 (vert.); 107.3 mc. Stereo.
Operating schedule: 6-1:15 am. CST.
Antenna ht.: 864 ft. above average terrain.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 12c, 14c, 15b, 16.
Basic Rates: 20b, 24b, 24c, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 51a, 51c
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with Avco Group Plan.

TIME RATES
Eff 8/1/75—Rec'd 8/1/75.

7. PACKAGE PLANS

PER WK, 6 AM-6 PM:	1 ti	7 ti	14 ti	21 ti	28 ti
1 min	11.50	11.00	10.50	10.00	9.50
30 sec	9.20	8.80	8.40	8.00	7.60

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10%
Submitted by Buc Weatherby.

KBRA
FM 1948

SAB RAB

Media Code 4 217 7875 4.00
Radio Station KFH Co., 104 S. Emporia, Wichita, Kans. 67202. Phone 316-262-4481.
See affiliated AM station for additional information.
AM facilities: KFH.

STATION'S PROGRAMMING DESCRIPTION
KBRA (FM): music designed for 18-48 young adults.

2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
ERP 85,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 420 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 3 Eff 8/1/74—Rec'd 7/24/74.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am & 3-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	A			A			B		
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec			
6 ti	32	26	22	18	14	12			
12 ti	30	24	20	16	12	10			
18 ti	28	23	18	15	10	9			
24 ti	26	21	16	13	8	7			

(Wichita continued on next page)

KBUL
1972

Modern Country-Farm

RAB

An American Media Station
Media Code 4 217 7950 5.00
Mr. D's Radio, Inc., Box 9001, Central & Bldge Rds., Wichita, Kans. 67212. Phone 316-722-0018.
See affiliated FM station for additional information.
FM facilities: KEYN-FM.

STATION'S PROGRAMMING DESCRIPTION
KBUL: Programmed for young adults 18-49.
MUSIC: hit country music with emphasis on country classics (35%); airplay limited to 50 singles per 9-week period. AIR PERSONALITIES handle all segments. NEWS: 4 man department, local emphasis, 4-1/2 min per hour. Weather every 20 min. FARM: market reports plus agricultural feeds. COMMERCIAL POLICY: maximum 14 units per hour. Contact Representative for further details. Rec'd 4/8/75.

1. PERSONNEL
Vice-President—Robert D. Freeman.
Station Manager—Shelly N. Davis.
Operations Manager—Mike Heyer.
2. FACILITIES
350 w. days; 900 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21d, 22b, 23a, 24b, 25a, 27, 29a, 30, 33a.
Contracts: 40a, 44b, 45, 46.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
Eff 1/1/75—Rec'd 4/8/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
AA	9.00	8.50	8.00	7.50	6.50	6.00	5.50	5.00
A	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50
B	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50

10% discount for cash with order.

KEYN-FM
1968

An American Media Station
Subscriber to the NAB Radio Code
Media Code 4 217 8625 5.00
Mr. D's Radio, Inc., 7397 W. Central, Wichita, Kans. 67212. Phone 316-722-0018.

STATION'S PROGRAMMING DESCRIPTION
KEYN-FM: Programmed for 18-34 market.
MUSIC: rock. Contact Representative for further details. Rec'd 1/17/75.

1. PERSONNEL
General Manager—Gary L. Dick.
Sales Manager—Dave Frieden.
2. REPRESENTATIVES
Century National Sales.
3. FACILITIES
ERP 58,300 w.; 103.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 305 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only. 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
AM facilities: KBUL.

TIME RATES
Eff 1/1/75—Rec'd 1/27/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
AAA	17.00	15.00	14.00	13.50	12.00	10.50	10.00	9.50
AA	15.00	14.00	13.00	12.00	10.50	10.00	9.00	8.50
A	14.00	13.00	12.00	11.00	10.00	9.50	8.50	8.00
B	10.50	------	------	------	7.50	------	------	------

KFDI
1923

Alan Torbet Associates, Inc.

NAFB

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 217 8100 6.00
Wichita Great Empire Broadcasting Inc., Box 1402, 42nd and Broadway, Wichita, Kan. 67201. Phone 316-838-9141.

STATION'S PROGRAMMING DESCRIPTION
KFDI: Programmed for young adults 18 to 49.
FARM: 5 am-7 am, 10:30 am & 11:50 am-1:30 pm. 00 sec and 5 min interviews, market reports, county agents reports and market analysis. 2 man department. NEWS: 7 man news department, 5 min on hour, 2 min on half hour, 15 min at 7 am, noon & 5 pm. ENTERTAINMENT: air personalities handle all segments. MUSIC: modern country 24 hours per day. SPORTS: capsulized reports every hour. COMMERCIAL POLICY: personality endorsements permitted. Contact Representative for further details. Rec'd 1/8/69.

1. PERSONNEL
Pres., & Gen'l Mgr.—F. F. Mike Lynch.
Station Manager—Ol 'Mike Oatman.
Sales Manager—Ernie Tousley.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
10,000 w. days, 1,000 w. nights; 1070 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 25a, 26a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ATA Radio Network.
Affiliated with American FM Network.

TIME RATES
AM/FM COMBINATION
No. 8 Eff 9/1/71—Rec'd 9/30/71.
AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.
A—Mon thru Fri 5-6 am, 10 am-noon, 1-3 pm & 7-9 pm; Sat & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE 6 tl	12 tl	18 tl	24 tl
AA	38.00	36.00	35.00	34.00
A	34.00	32.00	31.00	30.00
B	28.00	26.00	25.00	24.00
	30/30 SECONDS			
AA	30.40	28.80	28.00	27.20
A	27.20	25.60	24.80	24.00
B	22.40	20.80	20.00	19.20

10 sec: 50% of 1-min.

KFDI-FM
1963

NAB RAB NAFMB

Media Code 4 217 8101 4.00
Wichita Great Empire Broadcasting Inc., Box 1402, 42nd and Broadway, Wichita, Kan. 67201. Phone 316-838-9141.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KFDI-FM: Programmed for adults, 18-49.
MUSIC 90%: continuous modern country. COMMERCIAL POLICY: 10 minute commercial limit per hour. NEWS: 4 min per hour; 7 man, 6 mobile news department. Contact Representative for further details. Rec'd 11/5/71.

1. PERSONNEL
FM Coordinator—Jay Shankle.
3. FACILITIES
ERP 100,000 w.; 101.3 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 444 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
Sold in combination with KFDI. See that listing for rates.

KFH
1922

BLAIR RADIO

NAB RAB

Media Code 4 217 8250 6.00
Radio Station KFH Co., 104 S. Emporia, Wichita, Kans. 67202. Phone 316-262-4491.

STATION'S PROGRAMMING DESCRIPTION
KFH: Programmed for adults & young adults.
AIR PERSONALITIES handle all segments. Pop standard MOR Music on air personality shows. NEWS: 15-min on major news periods. Staff meteorologist for 3 weathercasts per day. SPORTS: U Football & basketball coverage, major state universities & high school. 13:15-3 am information programming with anchor man on local news events. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 1/3/73.

1. PERSONNEL
President—Phil Kassebaum.
General Manager—Paul R. Porvaznik.
Oper. & Prog. Mgr.—Scot Michels.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w.; 1330 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20a, 21b, 22a, 24a, 25a, 28c, 36, 32b, 33b.
Operating schedule: 24 hours daily. CST.
Contracts: 40a, 41, 44b, 45, 47a, 49, 81b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: KBRA (FM).
Affiliated with CBS.
Affiliated with Blair Represented Network.

TIME RATES
No. 14 Eff 8/1/74—Rec'd 8/30/74.
AAA—Mon thru Sat 5:45-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 5-5:45 am, 10 am-noon & 1-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
1 min	37	35	33	31	27	25	23	21
30 sec	30	28	27	25	22	20	19	17
10 sec	22	21	20	19	16	15	14	13
	A				B			
1 min	16	15	14	13	11	10	9	8
30 sec	13	12	11	10	9	8	7	6

RATE HOLDER
Minimum 6 spots weekly.

CONSECUTIVE WEEK DISCOUNT
52 wk—8%

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr....	150.00	140.00	135.00	130.00	125.00	115.00	110.00
1/2 hr	100.00	90.00	85.00	80.00	75.00	65.00	60.00
1/4 hr	75.00	65.00	60.00	55.00	50.00	45.00	40.00
10 min	60.00	50.00	47.50	42.50	40.00	37.50	35.00
5 min	40.00	37.50	35.00	32.50	30.00	27.50	25.00

10. SPECIAL FEATURES

NEWS

	5 min		10 min		15 min	
PER WK:	3 tl	6 tl	3 tl	6 tl	3 tl	6 tl
13 wks.....	40.00	37.50	53.50	51.00	70.00	65.00
26 wks.....	37.50	35.00	51.00	47.50	65.00	60.00
52 wks.....	35.00	32.50	47.50	44.00	60.00	55.00

NEWS PRODUCTION COST

	5 min	10 min	15 min
Net	2.50	3.50	5.00

KFRM
SALINA

NAFB

City of license: Salina, Kan
Wichita office: 737 N. West St., Wichita, Kan. 67212. Phone 316-942-7981.

See listing under Salina, Kan.

KICT (FM)
1972

Media Code 4 217 8325 9.00
JACO, Inc., 737 N. West St., Wichita, Kan. 67203. Phone 316-942-7981.

STATION'S PROGRAMMING DESCRIPTION
KICT (FM): Modern country format. News, Weather & sports. 4 major news casts daily at 8, 12N, 5 & 10 pm; with farm programs 7-8:30 am & 11:30 am-1 pm. Contact Representative for further details. Rec'd 1/7/74.

1. PERSONNEL
President—Mack Sanders.
Mgr. & Agri. Dir.—Larry Steckline.
Operations Manager—Gene Morris.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
ERP 100,000 w.; 95.01 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 550 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
AM facilities: KFRM, Salina.

TIME RATES
No. 1 Eff 8/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

EA:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	9.80	9.00	8.20	7.40	6.80	6.20	5.50

10 sec: 50% of 1-min.
Submitted by John E. Roberts.

KLEO
1956

RAB

Subscriber to the NAB Radio Code
Media Code 4 217 8400 6.00
Swanco Broadcasting, Inc., 5610 E. 29th St., Wichita, Kan. 67220. Phone 316-685-0289.

STATION'S PROGRAMMING DESCRIPTION
KLEO: Programmed for adults, young adults & teens.
MUSIC: today's most popular hits. Weekends blend million-seller goldens & current hits. NEWS: emphasis on local involvement with 5 man news staff. UPI audio & wire service, weather wire & national & international news including sports & current weather. Contact Representative for further details. Rec'd 10/3/74.

1. PERSONNEL
General Manager—Sam E. Bakke.
Commercial Manager—Lloyd Conner.
Program Director—Gary Mack.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 1430 kc.
Directional.
4. AGENCY COMMISSION
15% on time only.

KANSAS

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22b, 23a, 25a, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 60, 62.
Affiliated with Eastman Radio Network.

TIME RATES
Eff 8/1/74—Rec'd 7/29/74.
I—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
II—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 10 am-10 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

	I		II		III	
PER WK:	1 min	30/20	1 min	30/10	1 min	30/10
1 tl.....	24.00	19.00	21.00	17.00	10.50	8.50
12 tl.....	23.00	18.50	20.00	16.00	10.00	8.00
24 tl.....	22.00	17.50	19.00	15.00	9.50	7.50

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-midnight Mon thru Sun, necessary to maintain consec wk advertising.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.

KWBB
1950

NEWS
SPORTS AND
INFORMATION
SERVICE

NAB

Media Code 4 217 8700 9.00
Wichita Broadcasting, Inc., Box 486, 2829 Saline Ave., Wichita, Kan. 67201. Phone 316-838-3331.

1. PERSONNEL
Pres. & Mgr.—C. Hewel Jones.
Vice-President—Larry LaMotte.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 1610 kc.
Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11c, 12c, 12d, 14d.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 43, 44b, 45, 46, 47a, 50, 81a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60g, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 2 Eff 3/1/75—Rec'd 3/20/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10-2 pm.
B—All other times.

4. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 tl....	9.80	7.85	8.85	7.10	9.25	7.40	7.10	5.70
12 tl..	9.00	7.00	8.05	6.45	8.30	6.65	6.20	5.00
18 tl..	7.70	6.20	7.30	5.85	7.70	6.20	5.10	4.15
PER YR:								
312 x	7.20	6.05	6.80	5.45	7.30	5.85	5.80	4.65

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK, EA:	1 min
12 tl (3AAA, 3AA, 3A, 3B).....	6
18 tl (5AAA, 4AA, 4A, 5B).....	7
24 tl (8AAA, 5AA, 4A, 7B).....	8

30 sec: 80% of 1-min ID's: 60% of 1-min.

WINFIELD

Cowley County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KNIC
1963

Media Code 4 217 8850 4.00
Courtney Broadcasting Co., First National Bank, Winfield, Kan. 67156. Phone 316-221-3341.

STATION'S PROGRAMMING DESCRIPTION
KNIC: Programmed for adults and young adults.

1. PERSONNEL
Owner & Gen'l Mgr.—Gene Courtney.
2. FACILITIES
250 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 2 Eff 10/1/73—Rec'd 9/4/73.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 tl	12 tl	18 tl	24 tl	48 tl
1 min.....	3.30	3.00	2.75	2.50	2.20
30 sec.....	2.50	2.20	1.95	1.65	1.40

10 sec: 50% of 1-min.

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO
Versailles—Woodford County

Negro Population Data

(January 1, 1975)

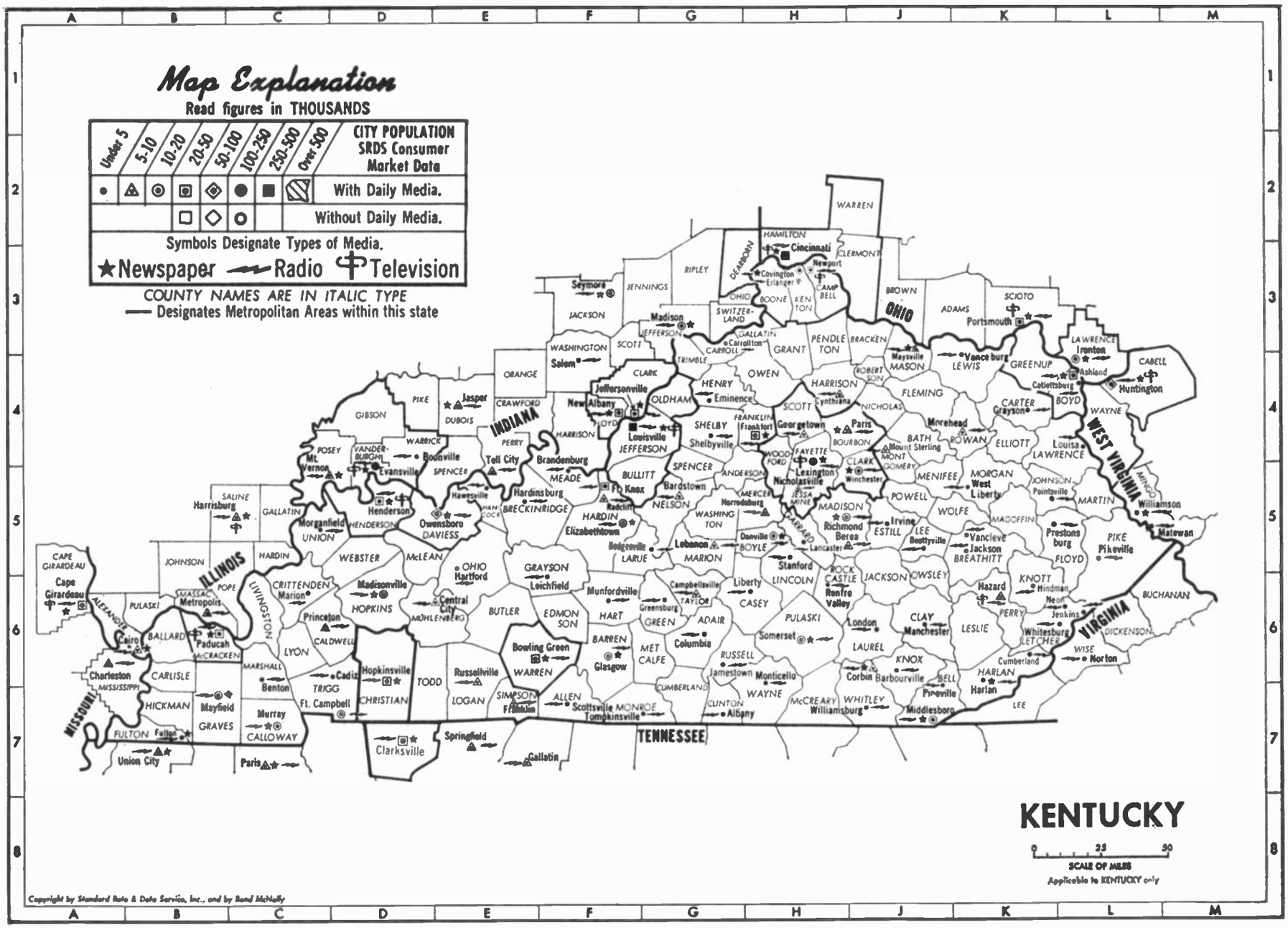
STATE TOTAL	232,714
METRO AREAS	
Bowling Green	4,831
Clarksville-Hopkinsville	22,821
Huntington-Ashland	6,824
Lexington-Fayette	27,100
Louisville	111,274
Owensboro	3,387
Paducah	5,732
Total Metros	181,969

1-1-75 Demographic estimates for every Metro Area

men & women in 4 age groups teens and children

See Contents Page.

R-N 1/10



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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Ashland—Boyd
Bowling Green—Warren
Covington—Kenton
Frankfort—Franklin
Ft. Knox—Hardin
Henderson—Henderson
Hopkinsville—Christian
Lexington—Fayette
Louisville—Jefferson
Newport—Campbell
Owensboro—Daviess
Paducah—McCracken
Shively—Jefferson

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
KENTUCKY STATE TOTALS	3,343.0	1,115.87	13,221,890	11,849	9.8	15.5	10.7	22.6	28.4	7,179,292	6,434	1,780,720	238,270	965,374	314,531	360,476	1,268,198	579,972	1,626.37	442.4	1,586,015
ADAIR G-6	12.5	4.41	39,614	8,983	16.2	18.1	9.7	15.2	16.6	18,176	4,122	4,640	562	1,023	1,350	1,249	4,382	1,801	5.88	6.3	16,226
ALLEN F-7	12.8	4.69	40,716	8,681	13.6	19.6	11.7	17.8	15.5	27,966	5,963	6,942	648	5,326	927	833	4,537	2,579	6.46	5.7	12,448
ANDERSON G-4	9.5	3.34	41,327	12,373	7.4	14.1	11.9	26.2	30.8	17,591	5,267	4,577	734	1,048	674	606	1,856	2,663	5.22	3.5	10,390
BALLARD B-6	8.4	3.21	35,272	10,988	10.2	15.4	10.5	21.6	28.3	14,632	4,558	4,046	464	220	67	438	1,703	1,678	4.31	2.5	15,600
BARREN F-6	29.1	10.40	108,417	10,425	12.6	17.2	10.6	19.7	23.9	71,245	6,850	15,697	2,184	6,310	3,430	2,576	12,691	8,873	15.78	10.6	34,232
BATH J-4	9.8	3.38	26,017	7,697	16.0	22.9	11.4	15.3	12.7	11,586	3,428	3,180	235	804	187	208	2,326	1,602	3.94	4.4	14,302
BELL J-7	32.4	10.63	77,552	7,296	17.7	20.7	10.4	14.4	12.4	63,832	6,005	18,701	2,730	7,330	3,653	4,788	10,986	5,626	12.46	.2	261
BOONE H-3	37.6	11.62	168,116	14,468	4.5	9.0	10.2	29.5	41.8	70,751	6,089	9,365	1,201	15,678	215	1,280	5,632	12,627	19.17	5.3	14,058
BOURBON J-4	18.7	6.54	81,357	12,440	9.5	15.3	11.2	23.6	30.5	38,883	5,945	12,707	1,373	1,668	2,692	1,334	6,031	4,085	9.09	4.2	33,399
BOYD L-4	53.2	18.42	225,973	12,268	8.5	13.6	11.5	26.4	31.1	140,144	7,608	39,457	3,467	27,185	9,419	7,867	23,568	10,027	29.38	.5	3,385
Ashland	30.9	11.48	136,801	11,916	.....	.....	.....	.....	.....	125,121	10,899	27,692	3,169	25,967	8,811	7,157	22,365	7,713	.....	.....	.....
Huntington-Ashland Metro Area	297.2	101.91	1,162,765	11,410	9.3	16.8	12.6	25.1	25.4	665,789	6,533	178,723	18,286	116,924	34,329	38,075	117,512	49,878	135.89	.....	.....
BOYLE H-5	21.4	7.56	96,842	12,810	9.9	15.2	10.7	22.1	33.0	60,782	8,040	15,113	2,018	3,051	5,645	1,827	10,610	5,477	12.00	3.1	14,658
BRACKEN J-3	7.3	2.58	23,332	9,043	12.6	20.0	12.2	20.1	19.5	9,128	3,538	3,520	124	197	28	520	875	690	3.44	3.6	10,966
BREATHITT K-5	13.7	4.02	27,805	6,917	17.7	17.9	8.4	11.1	10.4	14,775	3,675	5,928	412	784	1,128	498	1,751	1,574	3.86	2.0	1,123
BRECKINRIDGE E-5	15.0	5.13	53,631	10,454	10.1	15.5	11.4	23.7	24.3	21,591	4,209	5,560	1,018	2,050	275	493	3,694	2,883	6.71	6.3	22,961
BULLITT G-5	30.3	9.14	102,462	11,210	5.5	18.0	14.8	29.0	25.0	31,631	3,461	8,617	642	1,446	537	1,781	1,516	4,576	13.07	2.9	8,012
BUTLER E-6	9.8	3.39	25,424	7,500	14.9	18.8	11.4	18.4	11.8	10,000	2,950	3,093	711	277	183	157	358	1,795	4.89	3.1	8,101
CALDWELL D-6	13.4	5.09	47,636	9,359	13.3	18.5	12.5	22.2	19.5	34,481	6,774	7,885	1,111	2,507	2,304	1,100	8,386	2,867	7.26	2.6	14,015
CALLOWAY C-7	30.5	10.97	115,347	10,515	10.5	17.8	11.9	21.8	23.9	81,958	7,471	16,420	1,132	6,810	3,338	5,305	21,037	5,504	14.46	4.0	19,068
CAMPBELL H-3	90.2	30.02	397,242	13,233	5.3	11.4	10.8	28.8	38.2	175,209	5,836	48,920	9,034	30,993	4,405	10,706	27,217	13,475	46.17	2.6	3,900
Newport	24.8	8.85	91,899	10,384	.....	.....	.....	.....	.....	107,423	12,138	26,757	6,592	13,358	4,020	8,988	20,962	7,136	.....	.....	.....
CARLISLE B-6	5.0	1.95	17,699	9,076	10.8	19.3	13.6	23.8	17.4	6,679	3,425	1,605	157	690	86	306	715	1,208	2.92	1.5	9,375
CARROLL G-3	9.1	3.23	34,930	10,814	10.6	17.1	12.3	24.9	25.2	16,934	5,243	4,842	776	467	1,107	693	852	1,303	4.53	1.5	6,154
CARTER K-4	22.3	7.23	59,548	8,236	15.4	20.6	11.9	17.5	14.1	30,294	4,190	9,697	664	2,187	2,023	1,849	7,648	3,128	8.87	5.4	12,183
CASEY H-6	12.4	4.25	41,247	9,705	13.2	19.9	11.2	16.7	17.9	15,510	3,649	4,601	.....	1,620	127	636	4,259	1,393	5.87	7.6	13,127
CHRISTIAN D-7†	56.6	16.35	205,691	12,580	11.5	19.2	11.9	20.4	22.4	124,081	7,589	23,736	2,555	13,037	8,005	4,921	22,450	12,074	25.69	6.7	39,651
Hopkinsville	27.1	9.80	96,691	9,866	.....	.....	.....	.....	.....	105,748	10,791	18,377	2,527	12,048	7,192	4,921	22,450	7,111	.....	.....	.....
Clarksville-Hopkinsville Metro Area	125.6	36.24	450,318	12,426	11.1	19.5	12.6	21.7	21.9	309,870	8,550	59,522	7,832	47,360	15,121	16,939	63,582	24,545	51.96	.....	.....
CLARK J-4	25.2	8.73	104,185	11,934	9.8	13.9	10.7	25.2	30.6	57,688	6,608	15,271	2,193	3,229	3,494	2,457	14,245	3,738	12.75	5.4	19,354
CLAY J-6	17.6	4.99	32,500	6,513	19.3	20.3	8.7	9.1	8.4	22,689	4,547	7,817	322	1,190	872	1,410	5,099	2,142	7.08	3.1	3,090
CLINTON G-7	7.8	2.63	20,715	7,876	18.1	21.3	10.5	13.6	10.9	13,269	5,045	3,135	.....	1,262	559	781	2,359	1,966	3.45	2.8	6,431
CRITTENDEN C-6	8.6	3.31	29,265	8,841	14.8	19.5	11.2	19.8	19.7	18,574	5,611	5,121	256	678	186	918	3,735	1,178	4.33	1.6	9,066
CUMBERLAND G-7	6.5	2.28	19,275	8,454	15.2	19.0	10.4	13.9	15.2	8,570	3,759	2,463	389	1,070	298	273	1,470	1,079	2.88	2.9	7,057
DAVIESS D-5	83.9	27.70	345,547	12,475	7.6	14.1	11.8	26.8	31.2	212,579	7,674	50,505	8,564	34,476	11,176	14,895	34,128	10,232	43.65	7.7	33,742
Owensboro	53.7	18.68	230,614	12,346	.....	.....	.....	.....	.....	193,501	10,359	46,338	8,564	33,834	10,954	13,136	29,697	8,511	.....	.....	.....
Owensboro Metro Area	83.9	27.70	345,547	12,475	7.6	14.1	11.8	26.8	31.2	212,579	7,674	50,505	8,564	34,476	11,176	14,895	34,128	10,232	43.65	.....	.....
EDMONSON F-6	8.9	3.03	26,436	8,725	15.3	21.6	12.2	18.1	14.4	7,989	2,637	2,243	562	426	220	198	593	1,121	4.04	2.8	7,025
ELLIOTT K-4	5.6	1.70	13,278	7,811	15.3	14.7	8.4	15.1	16.2	3,179	1,870	1,886	57	587	.....	70	.....	231	2.06	2.1	3,752
ESTILL J-5	13.0	4.37	39,410	9,018	12.5	18.2	11.0	18.0	18.3	15,564	3,562	6,144	849	938	554	711	3,680	1,403	6.07	2.2	3,369
FAYETTE H-4†	187.2	63.91	941,756	14,736	6.2	12.4	9.7	24.3	41.6	575,217	9,000	122,718	19,599	112,952	36,411	31,415	92,580	41,019	95.23	3.9	39,068
Lexington	187.2	63.91	941,756	14,736	.....	.....	.....	.....	.....	575,217	9,000	122,718	19,599	112,952	36,411	31,415	92,580	41,019	.....	.....	.....
Lexington-Fayette Metro Area	284.4	96.69	1,350,118	13,963	7.1	13.5	10.2	24.2	37.8	761,124	7,872	178,842	26,580	122,145	45,054	38,355	127,228	60,780	141.17	.....	.....
FLEMING J-4	11.6	4.11	41,248	10,036	14.6	18.8	11.2	19.1	19.8	23,149	5,632	4,872	602	438	929	1,006	8,196	1,159	6.43	6.0	21,175
FLOYD L-5	40.5	12.76	100,080	7,843	17.8	20.5	11.2	15.9	10.9	48,625	3,811	14,279	1,093	6,362	2,489	2,183	8,938	4,993	14.51	.7	360
FRANKLIN H-4	37.0	12.93	172,534	13,344	7.4	12.9	10.1	26.4	39.1	89,229	6,901	27,098	3,096	10,819	4,756	4,553	12,939	6,649	20.12	3.4	12,026
Frankfort	22.9	8.34	110,077	13,199	.....	.....	.....	.....	.....	76,541	9,178	24,644	3,095	8,529	4,755	4,552	11,364	5,500	.....	.....	.....
FULTON B-7	9.9	3.69	29,992	8,128	15.6	21.2	12.6	19.5	14.7	32,648	8,848	5,848	790	1,512	1,668	1,823	7,652	2,669	5.30	.7	10,746
GALLATIN H-3	4.6	1.60	12,791	7,994	9.9	16.2	14.4	22.8	15.8	7,660	4,788	1,684	110	597	232	67	2,283	367	2.17	2.0	4,527
GARRARD H-5	9.4	3.45	36,320	10,528	11.5	19.9	12.6	21.7	24.5	15,587	4,518	4,692	296	1,037	553	1,037	4,522	1,392	5.03	4.0	20,053
GRANT H-3	10.1	3.60	37,055	10,293	8.0	15.4	14.0	26.5	23.1	29,220	8,117	5,729	755	235	844	604	8,063	3,620	6.03	4.2	13,111
GRAVES B-7	31.4	11.99	117,749	9,821	11.8	17.2	12.0	23.1	21.5	67,617	5,639	22,555	2,081	4,458	3,462	4,146	10,317	4,637	17.27	7.1	28,563
GRAYSON F-5	16.7	5.76	54,453	9,454	11.8	18.5	11.4	18.4	19.3	30,941	5,372	8,405	1,205	4,025	585	1,901	3,722	2,020	7.48	7.3	17,631
GREEN G-6	10.1	3.66	40,138	10,967	10.8	18.4	11.6	18.8	24.8	14,892	4,069	3,965	338	2,670	378	65	2,440	1,353	4.81	6.3	17,257
GREENUP K-4	35.1	11.16	130,826	11,723	7.8	15.9	12.3	25.7	27.7	27,174	2,435	11,380	1,209	2,418	876	506	2,869	3,775	17.36	3.0	5,356
HANCOCK E-5	7.7	2.51	31,098	12,390	6.1	13.0	10.9	26.1	31.0	9,736	3,879	2,524	640	.....	216	395	1,365	979	3.36	2.0	6,105
HARDIN F-5†	75.7	18.00	331,986	18,444	7.7	18.1	12.9	24.1	29.8	140,553	7,809	26,830	2,334	7,503	4,259	9,705	40,806	13,924	32.54	6.2	23,632
HARLAN K-6	39.2	12.83	96,697	7,537	17.1	19.8	11.3	15.5	11.7	59,602	4,646	20,922	2,980	5,988	2,751	5,060	7,620	4,991	15.15	.....	.....
HARRISON H-4	14.4	5.23	57,005	10,900	9.3	17.2	12.3	23.2	26.6	29,529	5,646	9,251	806	1,852	1,399	2,214	5,806	1,772	7.33	5.5	22,650
HART F-6	14.2	4.99	44,219	8,862	14.2	20.7	11.8	17.1	16.4	23,632	4,736	5,487	910	2,111	1,218	498	2,796	3,597	6.57	7.5	21,025
HENDERSON D-5	37.3	13.03	146,965	11,279	9.4	15.7	11.9	25.3	28.6	91,448	7,018	22,257	2,618	7,770	4,437	5,229	15,765	9,204	20.06	2.7	30,362
Henderson	25.2	9.13	100,937	11,056	.....	.....	.....	.....	.....	91,319	10,002	21,274	2,618	7,770	4,437	5,038	15,302	8,417	.....	.....	.....
HENRY G-4	11.0	3.98	47,941	12,045	9.7	16.6	10.9	20.9	30.1	16,521	4,151	4,070	707	1,520	195	739	1,506	2,716	5.49	5.0	22,806
HICKMAN B-7	5.9	2.17	21,940	10,111	12.4	18.0	11.1	19.6	24.0	11,448	5,276	2,178	178	655	295	.....	612	577	3.08	2.1	15,682
HOPKINS D-6	40.8	14.62	152,031	10,399	10.6	16.1	11.3	23.5	25.4	91,272	6,243	23,583	2,354	12,985	2,716	4,897	19,080	7,460	20.15	2.3	14,034
JACKSON J-5	10.1	3.29	21,538	6,547	16.6	19.7	10.1	12.1	8.6	7,628	2,319	2,299	125	922	151	259	1,231	1,017	3.54	4.9	5,936
JEFFERSON G-4†	718.6	244.26	3,634,410	14,879	5.2	10.5	10.1	27.2	41.1	1,972,859	8,077	442,827	70,475	364,028	93,012	101,094	326,999	120,432	382.23	2.2	15,480
Louisville	341.9	127.29	1,682,335	13,217	.....	.....	.....	.....	.....	1,238,800	9,732	252,900	48,049	223,659	67,082	77,324	215,231	68,652	.....	.....	.....
Louisville Metro Area	902.1	303.81	4,386,476	14,438	5.2	11.4	10.6	27.5	39.5	2,383,394	7,845	534,538	79,951	413,432	107,026	114,946	406,836	157,137	467.42	.....	.....
Shively	20.8	7.06	109,427	15,500	.....	.....	.....	.....	.....	66,118	9,365	17,355	665	26,424	1,304	805	5,197	4,884	.....	.....	.....
JESSAMINE H-5	18.9	6.16	74,887	12,157	8.8	15.5	11.4	23.7	29.5	28,887	4,689	7,568	899	1,462	340	948	5,940	3,287	8.63	4.1	16,076
JOHNSON K-5	17.1	5.75	45,250	7,870	17.7	20.7	9.6	12.7	13.2	29,180	5,075	7,994	1,046	3,150	1,435	3,285	5,378	2,441	7.64	1.3	1,431
KENTON H-3	134.5	45.81	628,724	13,725	5.5	11.5	10.0	26.8	40.2	304,577	6,649	79,102	13,746	37,112	5,601	17,858	54,917	23,732	66.91	2.9	4,270
Covington	50.2	19.00	206,183	10,852	.....	.....	.....	.....	.....	194,976	10,262	42,429	7,972	25,184	4,487	14,299	48,349	13,748	.....	.....	.....
KNOTT K-6	15.8	4.52	29,944	6,625	17.4	16.2	8.8	11.4	9.2	8,589	1,900	3,756	324	928	97	718	578	1,574	4.84	.1	151
KNOX J-6	25.4	8.17	59,170	7,242	18.8	17.5	8.2	11.5	11.1	25,967	3,178	10,120	472	1,824	681	1,292	3,149	3,057	8.08	2.0	2,000
LARUE G-5	10.8	3.69	39,350	10,664	11.6	17.4	11.3	19.9	23.2	16,948	4,593	5,513	353	756	1,080	380	2,308	1,646	5.71	3.4	16,101
LAUREL J-6	28.6	9.19	82,467	8,974	15.1	19.1	10.5	16.6	17.4	47,839	5,206	12,601	1,196	4,422	2,415	2,552	7,835	7,021	11.40	7.7	10,421
LAWRENCE L-4	10.2	3.42	28,748	8,406	13.2	16.0	9.4	15.5	15.2	11,659	3,409	4,017	35	2,316	535	135	2,270	817	4.24	2.0	2,605
LEE J-5	6.2	2.07	13,183	6,369	18.4	21.0	9.6	10.3	7.7	9,246	4,467	3,184	179	671	389	304	2,061	864	2.60	1.3	1,224
LESLIE K-6	12.1	3.41	20,698	6,070	20.3	22.0	8.8	9.2	7.1	8,485	2,488	3,678	134	1,261	490	353	689	1,034	3.14	.1	127
LETCHER K-6	25.9	8.34	57,314	6,872	18.6	18.9	10.5	14.5	8.6	32,425	3,888	12,188	2,220	4,427	1,281	1,923	4,038	2,510	9.92	.1	332
LEWIS K-4	12.1	3.87	36,270	9,372	11.7	19.3	12.3	21.2	18.3	12,683	3,277	3,515	27	953	699	460	2,604	1,052	5.28	4.6	10,031
LINCOLN H-5	16.9	5.77	51,740	8,967	13.7	19.7	11.2	17.6	16.8	19,425	3,367	5,192	786	1,128	223	891	2,298	2,771	7.40	7.1	25,756
LIVINGSTON C-6	7.7	2.94	27,177	9,244	10.2	18.0	11.9	22.2	21.8	9,809	3,336	2,855	385	681	181	.....	717	1,812	3.94	1.6	8,783
LOGAN E-7	22.4	7.90	84,090	10,644	10.5	16.8	11.2	20.7	24.0	45,521	5,762	14,978	1,465	3,730	2,267	2,241	8,523	3,682	11.13	7.1	30,316
LYON C-6	5.2	1.66	18,487	11,137	10.9	14.5	9.6	21.4	27.3	5,763	3,472	2,283	147	394	200	87	166	1,394	2.27	1.3	5,707
McCRACKEN B-6	59.4	22.11	266,416	12,050	8.6	13.7	11.2	25.4	31.6	202,705	9,168	42,341	6,975	39,063	11,209	10,796	41,993	11,844	37.48	2.4	9,624
Paducah	32.0	12.58	142,062	11,293	.....	.....	.....	.....	.....	186,539	14,828	34,103	6,347	38,594	11,129	10,091	40,563	10,112	.....	.....	.....
Paducah Metro Area	59.4	22.11	266,416	12,050	8.6	13.7	11.2	25.4	31.6	202,705	9,168	42,341	6,975	39,063	11,209	10,796	41,993	11,844	37.48	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.
(‡) The city of Lexington merged with Fayette County January 2, 1974.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
McCREARY H-7	13.0	3.97	24,925	6,278	17.1	18.7	8.7	10.6	9.3	13,368	3,367	4,727	563	1,558	160	894	3,445	1,185	5.10	.2	453
McLEAN D-5	8.7	3.20	34,267	10,708	11.0	17.4	11.1	21.2	24.7	16,288	5,090	3,586	280	1,132	28	399	3,893	956	4.55	2.9	11,634
MADISON J-5	47.1	14.34	172,127	12,003	11.4	17.0	11.1	21.4	28.2	96,317	6,717	19,959	2,876	9,629	3,583	3,432	18,432	12,276	20.40	4.8	30,765
MAGOFFIN K-5	10.2	3.01	24,367	8,095	15.6	17.8	8.9	12.6	14.6	8,520	2,831	3,503	91	936	221	148	416	1,246	3.10	3.6	1,458
MARION G-5	16.9	4.85	52,131	10,749	10.8	18.3	12.5	21.8	22.0	31,400	6,474	8,193	1,053	2,862	1,545	1,194	3,141	2,169	7.09	6.4	21,682
MARSHALL C-6	22.1	8.03	81,134	10,104	10.4	16.5	12.0	25.9	22.3	44,541	5,547	8,892	647	2,576	593	1,137	16,304	4,398	12.92	3.3	4,136
MARTIN L-5	9.1	2.58	18,614	7,215	15.0	18.4	9.4	11.5	10.9	6,585	2,552	3,002	.....	371	57	573	1,430	723	3.62	.....	.....
MASON J-3	17.0	5.99	70,818	11,823	12.0	17.9	10.8	21.7	29.2	50,977	8,510	15,000	1,226	6,799	3,262	3,119	9,006	2,294	8.80	4.3	19,159
MEADE F-5	19.0	5.92	70,826	11,964	9.0	16.2	13.1	27.0	26.8	19,127	3,231	3,854	333	1,088	93	231	7,445	1,519	8.76	3.8	12,560
MENIFEE J-5	3.7	1.18	11,243	9,528	13.1	19.3	12.4	22.1	15.4	4,043	3,426	666	569	810	.....	142	.....	.....	1.73	1.6	2,424
MERCER H-5	16.9	6.15	70,002	11,382	11.1	18.3	11.5	20.6	27.5	34,256	5,570	9,802	1,728	2,452	270	3,239	5,894	3,762	9.02	5.1	23,516
METCALFE G-6	8.3	2.93	23,817	8,129	17.4	20.2	9.6	11.7	14.9	10,768	3,675	2,222	417	879	186	336	2,014	947	3.52	5.7	13,355
MONROE F-7	11.4	4.04	31,620	7,827	14.5	18.4	9.9	13.9	13.5	20,353	5,038	4,102	904	2,919	403	454	4,343	1,419	5.36	5.1	11,439
MONTGOMERY J-5	16.3	5.62	59,986	10,674	10.4	17.7	11.9	23.6	25.5	42,338	7,533	9,540	1,428	3,903	1,429	2,727	5,973	2,537	8.58	3.7	15,202
MORGAN K-5	9.5	3.07	24,042	7,831	16.8	17.1	8.4	13.7	14.2	12,193	3,972	3,531	133	627	176	313	4,341	670	4.20	5.0	5,433
MUHLENBERG E-6	29.5	10.39	101,504	9,769	11.3	15.6	10.5	22.2	22.8	54,103	5,207	16,526	1,848	3,972	2,424	3,030	15,740	4,050	14.00	2.5	11,408
NELSON G-5	24.3	7.04	79,129	11,240	10.5	19.9	13.5	23.8	22.8	41,773	5,934	11,978	1,476	3,745	1,331	1,611	6,063	5,207	10.82	6.4	28,460
NICHOLAS J-4	6.6	2.38	24,545	10,313	9.5	16.3	11.5	22.1	24.8	9,351	3,929	4,063	335	311	795	426	1,203	753	3.43	3.7	10,665
OHID E-5	19.5	6.93	67,411	9,727	12.1	15.9	10.3	21.6	23.4	32,509	4,691	9,038	580	849	603	1,775	9,583	3,832	8.91	5.4	10,641
OLDHAM G-4	15.4	4.37	59,079	13,519	8.9	13.6	11.4	25.8	34.2	24,812	5,678	6,146	431	513	325	582	9,451	1,307	8.32	2.3	15,535
OWEN H-4	7.1	2.67	27,174	10,178	11.2	15.8	10.1	20.3	24.9	9,510	3,562	3,238	438	320	109	292	2,848	649	3.79	3.7	13,110
OWSLEY J-5	5.0	1.60	8,625	5,391	18.5	13.9	6.3	9.0	7.8	2,710	1,694	1,420	.....	305	.....	76	107	553	1.59	1.8	1,807
PENDLETON H-3	10.5	3.57	34,865	9,766	9.3	16.6	13.0	26.5	23.0	14,554	4,077	4,657	491	826	98	323	3,104	1,187	5.22	4.8	11,438
PERRY K-6	27.4	8.31	64,185	7,724	18.4	22.2	10.4	13.9	11.7	54,369	6,543	17,724	1,255	6,508	2,234	2,037	9,797	3,759	9.89	.2	155
PIKE L-5	65.5	19.97	174,488	8,738	14.6	20.3	12.7	18.1	13.0	96,222	4,818	34,293	1,465	9,953	3,146	3,204	18,065	8,490	27.58	.2	244
POWELL J-5	8.3	2.61	23,828	9,130	11.0	20.5	12.0	19.0	17.8	7,474	2,864	2,500	43	211	32	269	242	1,110	3.40	1.5	1,653
PULASKI H-6	39.7	13.86	127,307	9,185	15.5	19.8	10.7	16.1	17.1	81,718	5,896	19,111	2,232	9,699	2,498	5,228	18,073	7,176	19.91	10.7	24,169
ROBERTSON J-4	1.8	.66	6,553	9,929	14.5	18.9	10.6	18.6	18.7	1,050	1,591	575	.....	269	.....	.....	.....	82	1.14	1.1	3,956
ROCKCASTLE H-6	12.5	4.01	33,964	8,470	14.9	19.6	11.1	16.3	14.4	14,485	3,612	3,331	485	1,299	326	219	841	3,739	4.73	4.1	8,243
ROWAN K-4	18.7	4.96	52,501	10,585	14.3	19.6	11.0	18.1	18.8	34,864	7,029	10,954	1,563	2,320	873	1,522	5,614	2,280	6.11	1.7	2,705
RUSSELL G-6	10.3	3.69	29,537	8,005	12.8	17.9	10.6	16.6	14.7	15,634	4,237	3,672	630	1,235	1,269	745	3,907	1,534	5.63	5.6	10,725
SCOTT H-4	19.0	6.26	75,818	12,112	9.1	15.6	10.9	23.2	30.3	32,398	5,175	10,368	1,364	1,796	1,515	1,198	5,222	4,798	8.83	4.3	24,024
SHELBY G-4	19.2	6.57	81,121	12,347	10.9	15.9	10.6	22.1	32.3	48,500	7,382	11,801	882	2,514	1,730	1,204	8,516	3,457	10.88	7.1	39,686
SIMPSON E-7	14.0	4.92	52,358	10,642	10.0	16.3	11.3	22.2	25.2	41,593	8,454	7,884	1,164	1,585	2,242	1,330	6,318	6,615	6.99	5.0	20,335
SPENCER G-4	5.6	1.84	18,330	9,962	9.0	18.0	13.0	22.8	20.8	6,961	3,783	2,181	235	162	496	282	1,589	640	2.61	3.0	15,242
TAYLOR G-6	17.8	6.10	64,286	10,539	11.3	18.5	12.3	22.4	22.5	38,915	6,380	10,290	993	3,583	2,144	1,941	6,677	3,312	9.26	5.2	17,094
TODD D-7	10.6	3.73	36,583	9,808	12.8	21.8	12.3	17.5	20.0	19,238	5,158	4,562	658	634	640	382	2,346	1,947	5.01	4.1	20,981
TRIGG C-7	8.7	2.98	29,099	9,765	13.2	17.4	11.3	19.9	20.7	13,913	4,669	4,734	384	374	734	419	2,476	1,346	4.37	3.1	13,768
TRIMBLE G-3	5.8	2.00	19,478	9,739	9.1	19.4	13.5	22.3	20.3	3,867	1,934	969	61	320	32	73	.....	971	2.54	2.6	7,606
UNION C-5	16.6	5.09	58,681	11,529	9.4	12.5	10.3	25.6	31.5	29,900	5,874	8,500	706	767	1,039	1,125	4,587	2,322	6.87	2.9	38,185
WARREN F-6	62.8	20.88	249,721	11,960	9.3	15.7	10.6	22.2	29.5	176,251	8,441	34,634	6,305	27,216	8,995	8,918	26,269	12,989	27.65	9.0	32,423
Bowling Green	45.0	14.79	166,568	11,262	.....	.....	.....	.....	.....	167,399	11,318	31,043	6,131	27,194	8,995	8,918	20,813	9,000	.....	.....	.....
Bowling Green Metro Area	62.8	20.88	249,721	11,960	9.3	15.7	10.6	22.2	29.5	176,251	8,441	34,634	6,305	27,216	8,995	8,918	26,269	12,989	27.65	.....	.....
WASHINGTON G-5	10.5	3.32	35,665	10,742	13.1	21.5	12.6	19.5	19.4	16,065	4,839	3,270	646	1,858	420	805	4,102	730	5.31	5.7	21,150
WAYNE H-7	14.0	4.60	31,119	6,765	17.8	19.9	9.3	10.7	8.4	18,758	4,078	6,721	1,226	1,047	782	672	2,538	1,575	5.82	5.0	14,972
WEBSTER D-5	13.0	4.94	45,142	9,138	12.0	17.3	12.0	21.7	19.1	24,131	4,885	5,917	753	839	440	580	5,922	2,193	6.99	2.0	14,685
WHITLEY J-7	27.6	9.37	69,180	7,383	16.4	18.9	9.5	14.1	12.2	64,276	6,860	17,620	3,262	6,637	2,441	3,239	10,884	7,324	13.88	1.0	2,458
WOLFE K-5	5.3	1.68	10,085	6,003	18.7	17.0	7.6	8.4	6.0	6,408	3,814	1,482	125	528	91	325	2,867	633	1.91	2.1	2,466
WOODFORD H-5	15.4	5.09	72,115	14,168	6.5	14.9	10.5	24.7	35.2	28,051	5,511	10,210	1,152	1,038	602	1,003	3,210	3,853	6.64	3.3	29,789

KENTUCKY

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Kentucky Radio Network

Comprised of:
Non-Interconnected Stations

WANY—Albany
WCMI—Ashland
WYWY—Barbourville
WBRT—Bardstown
WKXO—Berea
WTCO—Campbellsville
WVCM (FM)—Carrollton
WAIN—Columbia
WCTT—Corbin
WCYN—Cynthiana
WHIR—Danville
WIEL—Elizabethtown
WFKY—Frankfort
WKAY—Glasgow
WGOH—Grayson
WHIC—Hardinsburg
WHLN—Harlan
WHBN—Harrodsburg
WLLS—Hartford
WKIC—Hazard
WSON—Henderson
WKCB, WKCB-FM—Hindman
WKOA—Hopkinsville
WIRV—Irvine
WEKG—Jackson
WJKY—Jamestown
WIXI—Lancaster
WLBN—Lebanon
WMTL, WMTL-FM—Leitchfield
WAXU—Lexington
WKDO—Liberty
WVKY—Louisa
WTMT—Louisville
WFMW—Madisonville
WWXL—Manchester
WMJL—Marion
WNGO—Mayfield
WFTM—Maysville
WMIK—Middlesboro
WFLW—Monticello
WMOR—Morehead
WMSK—Morganfield
WMST—Mount Sterling
WLOC—Munfordville
WNVL—Nicholasville
WNUL—Nicholsville
WVJS—Owensboro
WDXB—Paducah
WSIP—Paintsville
WPKE—Pikeville
WANO—Pineville
WDOC—Prestonsburg
WEKY—Richmond
WLCK—Scottsville
WCND—Shelbyville
WSFC—Somerset
WTKY—Tompkinsville
WLKS—West Liberty
WTCW—Whitesburg
WEZJ—Williamsburg
WWKY—Winchester

Media Code 4 218 0075 6.00
Business Office—Box 5010, Cincinnati, Ohio 45205. Phone 513-922-1620.

1. PERSONNEL
General Manager—Don O. Hays.
Account Executive—Sally Sjordal.

2. REPRESENTATIVES
Regional Reps Corp.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a. 3a. 5. 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a. 22b. 23a.
Contracts: 40b, 45, 46.
Cancellation: 70a, 70c, 73a.

TIME RATES
Eff 4/1/74—Rec'd 3/20/74.

7. PACKAGE PLANS
TOTAL NETWORK

	12 ti 1 min	12 ti 30 sec	18 ti 1 min	18 ti 30 sec	24 ti 1 min	24 ti 30 sec
PER WK:						
Ea	223.55	171.50	207.25	160.05	189.50	146.05

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 218 0125 9.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

KENTUCKY STATE GROUP
Comprised of:

WANY—Albany
WCBL—Benton
WLBJ—Bowling Green
WKDZ—Cadiz
WTCO—Campbellsville
WNES—Central City
WAIN—Columbia
WCPM—Cumberland
WCYN—Cynthiana
WHIR—Danville
WIEL—Elizabethtown
WSTL—Eminence
WFKN—Franklin
WFUL—Fulton
WAXU—Georgetown
WGGC (FM)—Glasgow
WKAY—Glasgow
WGRK—Greensburg
WHLN—Harlan
WHBN—Harrodsburg
WLLS—Hartford
WKIC—Hazard
WSON—Henderson
WLCB—Hodgenville
WLCB-FM—Hodgenville
WKOA—Hopkinsville
WIRV—Irvine
WEKG—Jackson
WJKY—Jamestown
WLBN—Lebanon
WMTL—Leitchfield
WKDO—Liberty
WVKY—Louisa
WFMW—Madisonville
WWXL—Manchester
WFTM—Maysville
WMIK—Middlesboro
WFLW—Monticello
WMOR—Morehead
WLOC—Munfordville
WNVL—Nicholasville
WKYQ—Paducah
WKYX—Paducah
WSIP—Paintsville
WBGR—Paris
WPKE—Pikeville
WDOC—Prestonsburg
WPKY—Princeton
WEKY—Richmond
WRUS—Russellville
WLCK—Scottsville
WCND—Shelbyville
WTLO—Somerset
WLKS—West Liberty
WEZJ—Williamsburg

	1 min	30 sec
All stations	185	148

Less than full state list may be purchased.

(D)

ALBANY (1 AM; 1 FM)

Clinton County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WANY

1958

Media Code 4 218 0180 4.00
Albany Broadcasting Co., Box 158, Albany, Ky. 42602. Phone 606-387-5186.

1. PERSONNEL
General Manager—Darrell Speck.

2. REPRESENTATIVES
Kentucky Radio Sales—South.

3. FACILITIES
1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network, Kentucky Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 1/21/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	2.75	2.25	1.75

WANY-FM

1958

Media Code 4 218 0181 2.00
Albany Broadcasting Co., Box 158, Albany, Ky. 42602. Phone 606-387-5186.
See affiliated AM station for additional information.

3. FACILITIES ERP 2.700 w.; 106.3 mc.
Operating schedule: 1-10:15 pm. CST.

TIME RATES
Rates are identical to WANY. See that listing.

ASHLAND

Boyd County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

See Huntington (W. Va.)-Ashland (Ky.)
(including Ironton, Ohio)
under West Virginia

BARBOURVILLE (1 AM; 1 FM)

Knox County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WYWY

1955

Subscriber to the NAB Radio Code
Media Code 4 218 0250 5.00
Barbourville Community Broadcasting Co., Inc., Box 768, 222 Daniel Boone Dr., Barbourville, Ky. 40906. Phone 606-546-4129.

1. PERSONNEL
General Manager—Bill Carson.

3. FACILITIES 1,000 w.; 950 kc. Non-directional.
300 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast 6-10 am. For non-simulcast facilities see WYWY-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 2/26/73

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	*312x
1 min	3.00	2.75	2.50	2.00
30 sec	2.00	1.90	1.75	1.50

(*) Net.

Simulcast rates, extra 25%.

WYWY-FM

1973

Media Code 4 218 0251 3.00
Barbourville Community Broadcasting Co., Inc., Box 768, 222 Daniel Boone Dr., Barbourville, Ky., 40906. Phone 606-546-4128.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 93.5 mc.
Stereo.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-10 pm. For simulcast facilities see WYWY.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
Rates are identical to WYWY. See that listing.

BARDSTOWN

Nelson County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WBRT
1955

Media Code 4 218 0360 2.00
Nelson County Broadcasting Company, Inc., 103 W. Stephen Foster St., Bardstown, Ky. 40004. Phone 502-348-3943.
1. PERSONNEL
Manager—C. Scott Cederholm.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1320 kc. Nondirectional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station. 2% cash discount before 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Kentucky Radio Network.
Member: The Tobacco Radio Network.

TIME RATES
Eff 12/1/72—Rec'd 1/2/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	3.00	2.50	200+	2.00	1.80

Guaranteed times 2.50.
10. SPECIAL FEATURES
NEWSCASTS
Major (7-12-5) 10.00 Local (7:45-10) 7.50
Headlines 3.00 5-Min. (8-11-2-3-4) 5.00
Weather checks—1.25.
Party Line Spots (1-2 pm)—2.50.
Sunday Serenade, 26 wks, per wk—8.00.

BEATTYVILLE

Lee County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WLJC (FM)
1965

Media Code 4 218 0405 5.00
Rev. Forest Drake, Beattyville, Ky. 41311. Phone 606-464-5672.
1. PERSONNEL
General Manager—Margaret Drake.
3. FACILITIES ERP 3,000 w.; 102.3 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 265 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/72—Rec'd 9/11/72.

6. SPOT ANNOUNCEMENTS

30-DAY PERIOD:	1 ti	8 ti	25 ti	50 ti	100 ti
1 min, ea.	1.65	1.40	1.15	1.05	.95

Edited by Forest Drake.

BENTON (1 AM; 1 FM)

Marshall County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WCBL
1954

Subscriber to the NAB Radio Code
Media Code 4 218 0450 1.00
Purchase Broadcasting Co., Benton, Ky. 42025. 502-527-2581.
1. PERSONNEL
General Manager—Shelby McCallum.
3. FACILITIES
5,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast Sunrise-9 am & 4:30 pm-local sunset. For non-simulcast facilities see WCBL-FM.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 2/6/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	100+
1 min	4.00	3.25	2.75
30 sec	3.00	2.25	2.00

WCBL-FM
1966

Subscriber to the NAB Radio Code
Media Code 4 218 0451 9.00
Purchase Broadcasting Co., Drawer 7, Benton, Ky. 42025. Phone 502-527-2581.
See affiliated AM station for additional information.
3. FACILITIES ERP 3,000 w.; 102.8 mc.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 202 ft. above average terrain
Partial simulcast operation. Operated separately 9 am-4:30 pm. For simulcast facilities see WCBL.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Rates are identical to WCBL. See that listing.

BEREA

Madison County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WKXO
1971

R.A.B

Media Code 4 218 0495 6.00
Shain Broadcasting Co., 426 Chestnut St., Berea, Ky. 40403. Phone 606-986-9321.
1. PERSONNEL
Owner & Mgr.—Honus S. Shain, Jr.
3. FACILITIES
250 w. days; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff ————Rec'd 1/3/75.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti
10 sec	1.75	1.65	1.50	1.45	1.30	1.15	1.00
30 sec	2.40	2.25	2.10	1.95	1.80	1.65	1.50
1 min	3.10	2.90	2.70	2.50	2.30	2.10	1.90

Specified: Extra 50%.
CONTRACT DISCOUNT
6 wk—5% 26 wk—15%
13 wk—10% 52 wk—20%

BOWLING GREEN (3 AM; 2 FM)

Warren County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WBGN
1950

Media Code 4 218 0540 9.00
Bowling Green Broadcasting Co., Box 900, 837 Fairview Ave., Bowling Green, Ky. 42101. Phone 502-842-1638.
STATION'S PROGRAMMING DESCRIPTION
WBGN: Contemporary programming for young adults & teens. AIR PERSONALITIES handle all segments. NEWS: 5-min at :25 & :55, local & regional, national & international. SPORTS: live coverage of university football & basketball, high school basketball tournament. FARM: county agent reports, area weather advisory. RELIGION: services from local churches. Contact Representative for further details. Rec'd 6/28/74.
1. PERSONNEL
General Manager—Bud Tyler.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days, 250 w. nights, 1340 kc.
Non-directional.
Operating schedule: 5-2 am. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 40a.
Prod. Services: 80, 82.

TIME RATES
No. 11 Eff 7/1/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	364x	624x
1 min	6.15	5.10	4.60	3.95	3.80
30 sec	4.30	3.55	3.15	2.40	2.00

7. PACKAGE PLANS

WITHIN 10 DAYS:	1 min	30 sec
100 ti	402.50	253.00

WDNS (FM)
1972

Media Code 4 218 0585 4.00
Daily News Broadcasting Co., Inc., Box 930, 804 College St., Bowling Green, Ky. 42101. Phone 502-781-2121.
See affiliated AM station for additional information.
AM facilities: WKCT.
1. PERSONNEL
Sales Manager—David White.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc.
Stereo.
Operating schedule: 5:15 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see WKCT.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 2 Eff 10/1/73—Rec'd 8/27/73.

6. SPOT ANNOUNCEMENTS

	104x	156x	260x	312x	364x
1 min	5.30	5.00	4.75	4.45	4.15
30 sec	3.55	3.25	2.95	2.65	2.35

7. PACKAGE PLAN

PER WK:	25 ti	50 ti
1 min	117.75	221.00
30 sec	74.50	132.50

WKCT
1947

Subscriber to the NAB Radio Code
Media Code 4 218 0630 8.00
Daily News Broadcasting Co. (affiliated with Park City Daily News), Box 930, 804 College St., Bowling Green, Ky. 42101. Phone 502-781-2121.
STATION'S PROGRAMMING DESCRIPTION
WKCT: Programmed for adults and young adults. MUSIC 65%: general popular music, showtunes, film scores, and standards. NEWS 18%: national, international, regional and local. RELIGION 5%. FARM 2%: market reports, extension agents, and farm weather through teletype hook-up with state weather service. SPORTS 10%: local high school and university football and basketball play-by-play, local and national sports information. Plus other interviews and broadcasting of special events. Rec'd 1/2/74.
1. PERSONNEL
General Manager—Garland R. West.
Sales Manager—Hank Broache.
Station Director—Vicki Reeves.
3. FACILITIES
1,000 w. days, 500 w. nights; 930 kc.
Directional—night only.
Operating schedule: 5:15 am-midnight. CST.
Partial simulcast operation. Simulcast 5:15-8 am. For non-simulcast facilities see WDNS (FM).
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11a, 12a, 13a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WDNS (FM).
Affiliated with American Entertainment Network.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 10/1/73—Rec'd 8/29/73.
AA—Mon thru Sat 6:30-9:30 am, 11 am-1 pm & 3:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	26x	52x	156x	260x	312x	624x
CLASS AA						
1 min	6.65	6.15	5.25	4.45	4.20	3.65
30 sec	4.90	4.60	3.95	3.65	3.25	2.45
CLASS A						
1 min	5.65	5.05	4.45	3.80	3.60	3.10
30 sec	4.50	3.95	3.40	3.15	2.80	2.10

WLBJ
1939

Media Code 4 218 0720 7.00
Bowling Green Broadcasters, Inc., Box 689, Bowling Green, Ky. 42101. Phone 502-843-3212.
STATION'S PROGRAMMING DESCRIPTION
WLBJ: MUSIC: Modern country format with top 60 & oldies, plus top album cuts. Bluegrass show 3-6 pm. Sun. AIR PERSONALITIES handle all segments. NEWS: network & local at :60 & :30. SPORTS: network reports at 7:50 am, 4:30 & 6:35 pm, local reports at 7:15 am & 5:45 pm plus scores & stores when they occur. University football & basketball, major league baseball, high school football & basketball, horse racing, network sports Sat & Sun, scores once per hour. Features: lost & found pets, weather news at :20 & :50, fishing reports, grain & livestock reports, time & temperature every 5 minutes. FARM: 5:30-6 am M-F. COMMERCIAL POLICY: maximum 3 commercials with 2 minute maximum per break. Contact Representative for further details. Rec'd 4/28/75.
1. PERSONNEL
Gen'l & Sales Mgr.—Rick Du Bose.
Program Director—J. Preston.
Oper. Dir. & Chief Engineer—Dean Maggard.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1410 kc.
Non-directional days, directional nights.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 40a.
Cancellation: 70a, 70e.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.
Member: Farm Radio Network.

TIME RATES
Eff 2/1/70—Rec'd 4/6/70.

7. PACKAGE PLANS
MULTI-SPOT PLAN

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.50	5.25	5.00	4.75	4.50
30 sec	4.80	4.40	4.20	4.00	3.80	3.60

WLBJ-FM
1965

Media Code 4 218 0721 5.00
Bowling Green Broadcasters, Inc., Box 689, Bowling Green, Ky. 42101. Phone 502-843-3212.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WLBJ-FM: MUSIC: Country 5 am-8 am & noon-midnight. Gospel 8 am-noon. Modern jazz & progressive rock 5 pm-midnight. Fri, Sat & Sun. SPORTS: major league baseball. Contact Representative for further details. Rec'd 6/27/75.
3. FACILITIES
ERP 3,000 w.; 96.7 mc
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 255 ft. above terrain.

TIME RATES
Eff 2/1/70—Rec'd 4/6/70.

7. PACKAGE PLANS
MULTI-SPOT PLAN

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	3.00	2.75	2.65	2.50	2.40	2.25
30 sec	2.40	2.20	2.10	2.00	1.90	1.80

BRANDENBURG

Meade County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WMMG (FM)
1972

R A B

Subscriber to the NAB Radio Code
Media Code 4 218 0785 2.00
Meade County Broadcasting Co., Inc., Box 356, Brandenburg, Ky. 40108. Phone 502-422-2961.
1. PERSONNEL
Station Manager—Robert L. Jones, Jr.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 8/15/74—Rec'd 11/1/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	50x	100x	200x	300x	400x	500x	600x
1 min	4.50	4.00	3.80	3.50	3.00	2.50	2.25	2.00
30 sec	3.60	3.40	3.20	2.95	2.60	2.10	1.90	1.70

CADIZ (1 AM; 1 FM)

Trigg County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WKDZ
1965

Subscriber to the NAB Radio Code
Media Code 4 218 0810 6.00
Barkley Lake Broadcasting Co., Inc., Drawer D, Will Jackson Rd., Cadiz, Ky. 42211. Phone 502-522-3232.
STATION'S PROGRAMMING DESCRIPTION
WKDZ: Programmed for general interest.
1. PERSONNEL
Gen'l & Sta. Mgr.—Wilburn Wilson.
3. FACILITIES 1,000 w.; 1110 kc. Non-directional.
Operating schedule: 6 am to local sunset. EST.
ERP 3,000 w. (horiz.) 3,000 w. (vert.); 106.3 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 205 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/1/75—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	365x
1 min	3.30	2.90	2.80	2.70	2.60	2.50	2.20	2.00
30 sec	2.75	2.40	2.30	2.25	2.15	2.00	1.75	1.60

10 sec: Ea 1.20, minimum order 10.
Specified time: 1x rate.

7. PACKAGE PLANS

	——Per day——			——Per wk——			
EA:	10 ti	20 ti	30 ti	10 ti	20 ti	30 ti	40 ti
1 min	2.40	2.25	2.10	2.70	2.40	2.30	2.20
30 sec	1.80	1.70	1.50	2.00	1.80	1.70	1.65
PER MO:					30 ti	45 ti	60 ti
1 min					2.50	2.40	2.20
30 sec					2.00	1.80	1.70

Edited by Wilburn Wilson.

WKDZ-FM
1972

R A B

Subscriber to the NAB Radio Code
Media Code 4 218 0810 6.00
Barkley Lake Broadcasting Co., Inc., Drawer D, Will Jackson Rd., Cadiz, Ky. 42211. Phone 502-522-3232.
STATION'S PROGRAMMING DESCRIPTION
WKDZ: Programmed for general interest.
1. PERSONNEL
Gen'l & Sta. Mgr.—Wilburn Wilson.
3. FACILITIES 1,000 w.; 1110 kc. Non-directional.
Operating schedule: 6 am to local sunset. EST.
ERP 3,000 w. (horiz.) 3,000 w. (vert.); 106.3 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 205 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/1/75—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	365x
1 min	3.30	2.90	2.80	2.70	2.60	2.50	2.20	2.00
30 sec	2.75	2.40	2.30	2.25	2.15	2.00	1.75	1.60

10 sec: Ea 1.20, minimum order 10.
Specified time: 1x rate.

7. PACKAGE PLANS

	——Per day——			——Per wk——			
EA:	10 ti	20 ti	30 ti	10 ti	20 ti	30 ti	40 ti
1 min	2.40	2.25	2.10	2.70	2.40	2.30	2.20
30 sec	1.80	1.70	1.50	2.00	1.80	1.70	1.65
PER MO:					30 ti	45 ti	60 ti
1 min					2.50	2.40	2.20
30 sec					2.00	1.80	1.70

Edited by Wilburn Wilson.

CAMPBELLSVILLE

Taylor County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WTCO
1950

Media Code 4 218 0900 5.00
Taylor County Broadcasting Co., Box 28, 116 W. Main St., Campbellsville, Ky. 42718. Phone 465-4178, 79.
1. PERSONNEL
Commercial Manager—Thomas Kerr.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:45 am-midnight. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
Member: Farm Radio Network, Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 7/1/75—Rec'd 7/14/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	39x	52x	104x	156x
1 min	3.55	3.45	3.30	3.10	3.00	2.90
30 sec	2.65	2.55	2.45	2.35	2.30	2.25
		208x	260x	312x	364x	500x
1 min		2.80	2.70	2.60	2.50	2.35
30 sec		2.20	2.15	2.05	2.00	1.95

Submitted by Thomas Kerr.

CARROLLTON

Carroll County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WVCM (FM)
1968

Subscriber to the NAB Radio Code
Media Code 4 218 0945 0.00
Titan Broadcasting Corp., Box 369, Carrollton, Ky., 41008. Phone 502-732-4263.
STATION'S PROGRAMMING DESCRIPTION
WVCM (FM): Programmed for general interest.
1. PERSONNEL
Pres. & Mgr.—Jack Fultz.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
ERP 1,350 w. (horiz.), 1,350 w. (vert.); 100.1 mc.
Operating schedule: 6 am-10:15 pm. EST.
Antenna ht.: 205 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Kentucky Radio Network.

(This listing continued on next page)

KENTUCKY

Carrollton—W V C M (FM)—Continued

TIME RATES
Eff 4/15/74—Rec'd 5/8/74.

6. SPOT ANNOUNCEMENTS	1x	26x	100-300
1 min.	7	5	4
30 sec.	5	4	3

7. PACKAGE PLANS

PER YR, BULK:	1 min	30 sec
500+	3	2

10. SPECIAL FEATURES
NEWS HEADLINES AT :30/SPORT HEADLINES AT :15

PER WK:	13 wk	26 wk	52 wk
5 days	45	35	25
7 days	50	40	30

CATLETTSBURG

Boyd County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WCAK

1971

Media Code 4 218 0965 8.00
K & M Broadcasting, Inc., Box 635, 26th & Division St., Catlettsburg, Ky. 41129. Phone 606-739-4114. Ashland phone 606-325-3732.
1. PERSONNEL
Pres. & Gen'l Mgr.—Hal Murphy.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 135 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 3/13/74.

6. SPOT ANNOUNCEMENTS	1x	18x	25x	50x	100+
1 min.	4.50	4.00	3.50	3.00	2.50

30 sec: 1-1000 x, ea 2.25.
7. PACKAGE PLANS
50+/7 days, ea 2.00.

CENTRAL CITY (2 AM; 1 FM)

Muhlenberg County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WMTA

1955

Media Code 4 218 0990 6.00
Central City-Greenville Broadcasting Company, Box 31 Old Greenville Rd., Central City, Ky. 42330. Phone 502-754-1380.
1. PERSONNEL
Manager—Amos Stone.
3. FACILITIES
500 w. days; 1380 kc. Non-directional.
Operating schedule 5:30 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15/2 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 7/1/55—Rec'd 9/7/55.

6. SPOT ANNOUNCEMENTS	1 MINUTE			
1 x	4.95	156 x		2.65
13 x	3.60	208 x		2.40
26 x	3.25	260 x		2.25
52 x	3.00	312 x		2.00
104 x	2.85			

WNES 1955 / WNES-FM 1955

Media Code 4 218 1080 5.00
Muhlenberg Broadcasting Corp., Box 471, Central City, Ky. 42330. Phone 502-754-3000.
1. PERSONNEL
General Manager—Ronald L. Beane.
2. FACILITIES
500 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 50,000 w.; 101.9 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 295 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulaiicas
Accepts AAAA copyrighted contract.
FM operated in conjunction with AM during day; sold separately after sunset.

TIME RATES
Rates effective January 1, 1955.
Card received October 24, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	30.00	24.00	18.00	12.00	10.00	6.00	3.25
13 times	28.50	22.80	17.10	11.40	9.50	5.70	3.10
26 times	27.00	21.60	16.20	10.80	9.00	5.40	2.95
39 times	25.50	20.40	15.30	10.20	8.50	5.10	2.80
52 times	24.00	19.20	14.40	9.60	8.00	4.80	2.65
78 times	22.50	18.00	13.50	9.00	7.50	4.50	2.50
104 times	21.00	16.80	12.60	8.40	7.00	4.20	2.35
130 times	19.50	15.60	11.70	7.80	6.50	3.90	2.20
156 times	18.00	14.40	10.80	7.20	6.00	3.60	2.05
208 times	16.50	13.20	9.90	6.60	5.50	3.30	1.90
260 times	15.00	12.00	9.00	6.00	5.00	3.00	1.75
312 times	13.50	10.80	8.10	5.40	4.50	2.70	1.65

15 word ann., min. 8 daily, min. con. 100, each .70
15 word ann., min. 8 daily, min. con. 1,000, each .50

COLUMBIA (1 AM; 1 FM)

Adair County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WAIN

1951

Media Code 4 218 1170 4.00
Tri-County Radio Broadcasting Corp., Columbia, Ky. 42728. Phone 502-384-2135.
1. PERSONNEL
General Manager—Edwin R. Cundiff.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAIN-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Farm Radio Network, Kentucky Radio Network

TIME RATES
Eff——— Rec'd 6/30/71.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	39x	52x	104x
1 min.	3.25	3.05	2.85	2.70	2.50	2.35
30 sec.	2.65	2.35	2.15	2.00	1.80	1.65
10 sec, flat						.85

WAIN-FM

1968

Media Code 4 218 1171 2.00
Tri-County Radio Broadcasting Corp., Columbia, Ky. 42728. Phone 502-384-2134.
See affiliated AM station for additional information.
1. PERSONNEL
Sta. & Sales Mgr.—Ed Cundiff.
3. FACILITIES ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 220 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WAIN.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WAIN. See that listing.

CORBIN (2 AM; 2 FM)

Knox County—Map Location J-6
Whitley County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WCTT

1946

Subscriber to the NAB Radio Code
Media Code 4 218 1280 3.00
Corbin Times-Tribune, Inc., Corbin, Ky. 40701. Phone 606-528-4717.
STATION'S PROGRAMMING DESCRIPTION
WCTT: Programmed for general interest.
1. PERSONNEL
Station Manager—Loren Hooker.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
North—Regional Reps Corp.
3. FACILITIES
1,000 w.; 680 kc. Directional—night only.
Operating schedule 5 am-11 pm. EST.
Partial simulcast operation. Simulcast 5 - 8:15 am and all newscasts. For Non-simulcast facilities see WCTT-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
AM/FM COMBINATION
Eff 2/1/75—Rec'd 2/26/75.

6. SPOT ANNOUNCEMENTS PER WK:	1 ti	5 ti	10 ti	20 ti
1 min.	5.90	4.00	3.70	3.55
30 sec.	4.70	3.50	2.95	2.82
10 sec.	.....	.....	2.30	2.20

WCTT-FM

1967

Media Code 4 218 1281 1.00
Corbin Times-Tribune, Inc., Box 509, Corbin, Ky. 40701. Phone 606-528-4717.
See affiliated AM station for additional information.
3. FACILITIES ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 7 am-11:05 pm. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 8:15 am-11:05 pm. For simulcast facilities see WCTT.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS Radio Network.
Sold in combination with WCTT. See that listing.

TIME RATES
10% of AM/FM Combination.

WYGO

1961

Media Code 4 218 1350 2.00
Vernon Broadcasting Co., 400 E. Center St., Corbin, Ky. 40701. Phone 528-6617.
STATION'S PROGRAMMING DESCRIPTION
WYGO: MUSIC: Contemporary & Country.
1. PERSONNEL
Manager—Mark E. Bollin.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
South—David Carpenter Company.
3. FACILITIES
5,000 w. days; 1330 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 7 am-6 pm. For non-simulcast facilities see WYGO-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/75—Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	3.75	3.60	3.45	3.30	3.15	3.00
30 sec.	3.25	2.95	2.70	2.55	2.40	2.25
10 sec.	2.00	1.90	1.80	1.70	1.60	1.50

DISCOUNT
1200+ per yr—10%.
Edited by Mark E. Bollin.

WYGO-FM

1967

Media Code 4 218 1351 0.00
Vernon Broadcasting Co., 400 E. Center St., Corbin, Ky. 40701. Phone 606-528-6617.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WYGO-FM MUSIC: Country & Western.
1. PERSONNEL
Program Director—Ralph Hamilton.
3. FACILITIES
ERP 3,500 w.; 99.3 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 185 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WYGO.
4. AGENCY COMMISSION
None; all rates net ot station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Rates are identical to WYGO. See that listing.
Edited by Mark E. Bollin.

COVINGTON

Kenton County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Cincinnati, Ohio
(including Covington, Erlonger, Newport, Ky.; Milford, Ohio)

CUMBERLAND

Harlan County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WCPM

1951

Media Code 4 218 1440 1.00
Cumberland City Broadcasting, Inc., Keller St., Cumberland, Ky. 40823. Phone 606-589-4623.
1. PERSONNEL
General Manager—Jack Mills.
3. FACILITIES
1000 w. days; 1280 kc. Non-directional.
Operating schedule: EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Appalachian Network.
Discounts from earned frequency for the use of:
2 stations 5% 4 stations 25%
3 stations 10%

TIME RATES
Rates effective March 1, 1958.
Rates received March 3, 1958.

6. SPOT ANNOUNCEMENT PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time	50.50	41.25	15.50	12.25	9.50	5.00	4.00
13 times	49.25	40.25	15.10	11.95	9.25	4.90	3.90
26 times	48.00	39.20	14.75	11.65	9.00	4.75	3.80
52 times	45.45	37.15	13.95	11.05	8.55	4.50	3.60
104 times	42.95	35.05	13.20	10.40	8.10	4.25	3.40
156 times	40.40	33.00	12.40	9.80	7.60	4.00	3.20
260 times	37.90	30.95	11.60	9.20	7.10	3.75	3.00
312 times	35.35	28.90	10.85	8.55	6.65	3.50	2.80
624 times	32.85	26.80	10.10	7.95	6.15	3.25	2.60
728 times	30.30	24.75	9.30	7.35	5.70	3.00	2.40

10 seconds or 15 words, no minimum required 1.60
Automotive Spot Rate
1 minute 4.00 30 seconds 3.20

CYNTHIANA (1 AM; 1 FM)

Harrison County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WCYN 1956 / WCYN-FM 1969

Subscriber to the NAB Radio Code
Media Code 4 218 1530 9.00
WCYN Radio, Inc., Box 207, 10 Court St., Cynthiana, Ky., 41031. Phone 606-234-1400.
1. PERSONNEL
Sales & Sta. Mgr—Bill Bishop.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
500 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-11 pm. EST.
FM-ERP 2,800 w.; 102.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 180 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Farm Radio Network, Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 11/1/74—Rec'd 12/20/74.

6. SPOT ANNOUNCEMENTS PER YR:	1x	52x	156x	312x	600x
1 min.	3.60	3.30	3.15	3.00	2.65
30 sec.	2.90	2.75	2.60	2.40	2.10
15 sec.	1.80	1.60	1.55	1.50	1.30

Edited by Bill Bishop.

DANVILLE (1 AM; 1 FM)

Boyle County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WHIR

1947

Media Code 4 218 1820 8.00
WHIR, Inc., Box 8, Burgin Rd., Danville, Ky. 40422. Phone 606-236-2711.
1. PERSONNEL
Pres. & Gen'l Mgr.—John C. Farmer.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WMGE (FM).
Affiliated with KBS.
Member: Farm Radio Network, Kentucky Radio Network.

TIME RATES
Eff 3/1/75—Rec'd 2/24/75.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	39x	52x	65x
1 min.	5.40	5.25	5.00	4.85	4.65	4.50
30 sec.	4.50	4.35	4.20	4.05	3.95	3.80
		104x	156x	208x	260x	312x
1 min.		4.25	4.15	4.00	3.80	3.10
30 sec.		3.65	3.50	3.25	3.00	2.75

ROS, 13 CONSEC WK:	1 min	30 sec
5 ti per day	2.80	2.25
10 ti per day	2.60	2.00

WMGE (FM)

1969

Media Code 4 218 1665 3.00
WHIR, Inc., Box 8, Burgin Rd., Danville, Ky. 40422. 606-236-2711.
See affiliated AM station for additional information.
AM facilities: WHIR.
3. FACILITIES ERP 3,000 w.; 107.6 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 150 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff———Rec'd 8/22/72.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	39x	52x	65x
1 min.	3.00	2.80	2.60	2.40	2.30	2.20
		104x	156x	208x	260x	312x
1 min.		2.10	2.00	1.90	1.80	1.60

3 per day/13 wks, 1.50.

ELIZABETHTOWN (1 AM; 1 FM)

Hardin County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WIEL

1950

Media Code 4 218 1710 7.00
Elizabethtown Broadcasting Co., Box L, Leitchfield Rd., Elizabethtown, Ky. 42701. Phone 502-765-2144, 2145.
STATION'S PROGRAMMING DESCRIPTION
WIEL: MUSIC: Contemporary, modern MOR.
1. PERSONNEL General Manager—Bill Walters.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES 1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:30-1 am. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 7/1/74—Rec'd 6/28/74.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—7 pm-1 am.

6. SPOT ANNOUNCEMENTS

	1x	100x	200x	300x	400x	500x	600x
CLASS AAA							
1 min	6.50	5.90	5.30	4.70	4.10	3.60	3.30
30 sec	5.30	4.80	4.30	3.90	3.60	3.30	2.80
CLASS AA							
1 min	5.90	5.50	4.90	4.30	3.60	3.20	2.80
30 sec	4.90	4.50	3.90	3.60	3.30	2.90	2.40
CLASS A							
1 min	5.50	5.10	4.80	4.20	3.30	2.80	2.50
30 sec	4.00	3.80	3.50	3.00	2.60	2.30	2.10

Fixed position: Extra 10%.
7. PACKAGE PLANS

PER WK, BTA:	25 ti	50 ti	75 ti	100 ti
1 min.	5.75	4.75	4.00	3.50
30 sec.	4.25	3.50	3.00	2.75

Fixed position: Extra 10%.

WQXE (FM)

1969

Media Code 4 218 1755 2.00
Hardin County Broadcasting Co., Inc., Box 517, Elizabethtown, Ky. 42701. Phone 502-737-8000.
1. PERSONNEL
Pres. & Gen'l Mgr.—Billy R. Evans.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 11/24/72.

(This listing continued on next page)

Elizabethtown—W Q X E (FM)—Continued

6. SPOT ANNOUNCEMENTS

	1x	10x	20x	30x	40x
1 min	6.00	5.90	5.85	5.80	5.70
30 sec	5.00	4.90	4.85	4.80	4.75
	50x	150x	260x	365x	1000+
1 min	5.60	4.00	3.90	3.50	3.00
30 sec	4.65	3.50	2.80	2.70	2.50

EMINENCE

Henry County—Map Location G-4
See SRDS consumer market map and data at beginning of the state.

WSTL

1956
Media Code 4 218 1800 6.00
Radio 1600 Inc., Box 185, Eminence, Ky. 40019. Phone 502-845-4200.

1. PERSONNEL
Gen'l & Sales Mgr.—Robert L. Cook.
2. REPRESENTATIVES
Cincinnati—Regional Reps Corp.
Kentucky Radio Sales—South.
3. FACILITIES
500 w.; 1,600 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time, payable monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/70—Rec'd 2/26/71.

6. SPOT ANNOUNCEMENTS

	1-13	26x	52x	104x	156x	260x	312x	500+
1 min	3.40	3.30	3.20	3.00	2.75	2.50	2.20	2.00
30 sec	3.00	2.90	2.75	2.60	2.40	2.00	1.75	1.50

ERLANGER

Kenton County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Cincinnati, Ohio
(including Covington, Erlanger, Newport, Ky.; Milford, Ohio)

FORT CAMPBELL (1 AM; 1 FM)

Christian County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WABD

1963
NAB
Subscriber to the NAB Radio Code
Media Code 4 216 1890 7.00
Fort Campbell Broadcasting Co., Box 521, Fort Campbell, Ky. 42223. Phone 615-431-4984.

STATION'S PROGRAMMING DESCRIPTION
WABD: Programmed for young adults.

1. PERSONNEL
General Manager—Don Bilyeu.
3. FACILITIES 500 w.; 1370 kc.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WABD-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/72—Rec'd 5/12/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	312x	600x	900x
1 min	4.20	3.75	2.85	2.50	2.30
30 sec	3.20	2.75	2.30	2.15	1.90

7. PACKAGE PLANS
50 30-sec ROS spots within 7 days 95
5 30-sec spots per day (when available) per mo 250
10. SPECIAL FEATURES
5-min ABC newscast 5
5-min newscast at :60 4
30-sec weather (incl 15-sec open & close) ea. 3
Edited by Dorothy Schmittou.

WABD-FM

1968
NAB
Subscriber to the NAB Radio Code
Media Code 4 216 1891 5.00
Fort Campbell Broadcasting Co., Box 521, Fort Campbell, Ky. 42223. Phone 615-431-4984.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WABD FM: MUSIC: top 40 to middle-of-the-road.

3. FACILITIES ERP 39,000 w.; 107.9 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 229 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WABD.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WABD. See that listing. (CR-2)

FORT KNOX (1 AM; 1 FM)

Hardin County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WSAC

1955
FORT KNOX-RADCLIFF
Media Code 4 218 1980 6.00
Fort Knox Broadcasting Corp., Box 70, Fort Knox, Ky. 40121. Phone 502-351-3121.

STATION'S PROGRAMMING DESCRIPTION
WSAC: Programmed for 18-35 age group.
MUSIC: 85% current top 40 hits. NEWS: 5 min UPI audio hourly; local news at :30 M-F; 12:30, 2:30 pm Sat. Sun. SPORTS: 2 min sports briefs 7:05 am; 4:05 pm M-F. 5 min sportscasts 5:05 pm M-Sat. Major stock car races, Indy 500, local & regional basketball, local football. Rec'd 5/15/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Byron Cowan.
Program Director—Brian Schmitzer.
News Director—Howard Herman.
3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WSAC-FM.
4. AGENCY COMMISSION
15/0 on time. Bills rendered monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b, 23b, 28c, 29a.
Contracts: 40c, 44a, 46, 47c, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 61a, 62d.
Cancellation: 70b, 70d, 71b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7A Eff 10/1/74—Rec'd 9/6/74.
A—6-9 am, 11 am-1 pm & 4 pm-sign-off.
B—9-11 am & 1-4 pm.

6. SPOT ANNOUNCEMENTS
FIXED POSITION OR LESS THAN 6 TI

A:	1 min	30 sec	B:	1 min	30 sec
Flat	8.20	6.70	Flat	7.15	5.90

ROS—1 MINUTE

PER WK:	A 1 wk	A 13 wk	A 26 wk	A 52 wk	B 1 wk	B 13 wk	B 26 wk	B 52 wk
6 ti	7.60	6.30	6.05	5.25	6.55	5.45	5.15	4.50
12 ti	7.10	6.05	5.35	5.05	6.05	5.15	4.60	4.40
18 ti	6.85	5.65	5.05	.....	5.80	4.75	4.40	.....
24 ti	6.55	5.05	.....	.....	5.50	4.40	.....	.....
30 SECONDS								
6 ti	6.05	5.05	4.85	4.20	5.25	4.40	4.20	3.70
12 ti	5.65	4.75	4.30	4.00	4.85	4.10	3.70	3.55
18 ti	6.85	4.50	4.00	.....	4.50	3.95	3.55	.....
24 ti	5.25	4.00	.....	.....	4.40	3.55	.....	.....

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP—MINIMUM PER WK:	36 ti	24 ti	18 ti
1 min, ea.	5.05	5.35	5.65

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

MON-SUN, 1 TI:	55 min	25 min	1/4 hr	10 min
A	82	50	32	22
B	63	38	25	19

10. SPECIAL FEATURES
5-min news/features—Incl open & close plus 1-min spot, 1-1/2x 1-min.
2-min weather/sports/etc—Incl open & close plus 30-sec spot, 30 sec rate plus 1.00.
Edited by Brian Schmitzer.

WSAC-FM

1966
FORT KNOX
Media Code 4 218 1981 4.00
Fort Knox Broadcasting Corp., 1463 N. Wilson Rd., Fort Knox, Ky. 40160. Phone 502-351-3121.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSAC-FM: Programmed for 18-35 age group.
MUSIC: progressive rock. NEWS: 5-min Earth news at 8 pm & midnight. SPORTS: play-by-play interspersed with state & local summary. Rec'd 5/15/75.

1. PERSONNEL
Program Director—Kevin Cowan.
Music Director—Clay Gaunce.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WSAC.

TIME RATES
No. 6C Eff 2/1/74—Rec'd 9/6/74.
A—6-11 pm.
B—11 pm-6 am.

6. SPOT ANNOUNCEMENTS
FIXED POSITION OR LESS THAN 6 TI

A:	1 min	30 sec	B:	1 min	30 sec
Flat	6.00	4.90	Flat	5.25	4.30

ROS—1 MINUTE

PER WK:	A 1 wk	A 13 wk	A 26 wk	A 52 wk	B 1 wk	B 13 wk	B 26 wk	B 52 wk
10 ti	5.50	4.40	4.20	3.75	4.60	3.90	3.75	3.25
20 ti	5.00	4.25	3.75	3.60	4.40	3.70	3.25	3.10
30 ti	4.75	4.00	3.60	.....	4.20	3.40	3.10	.....
40 ti	4.50	3.60	.....	.....	4.00	3.20	.....	.....
30 SECONDS								
10 ti	4.40	3.75	3.30	3.00	3.75	3.25	3.00	2.70
20 ti	4.00	3.50	3.00	2.90	3.50	3.00	2.70	2.50
30 ti	3.75	3.25	2.90	.....	3.25	2.75	2.50	.....
40 ti	3.50	3.00	.....	.....	3.00	2.50	.....	.....

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP—MINIMUM PER WK:	36 ti	24 ti	16 ti
1 min, ea.	3.60	3.90	4.20

30 sec: 80% of 1-min.

10. SPECIAL FEATURES
5-min news/features—Incl open & close plus 1-min spot, 1-1/2x 1-min.
Edited by Brian Schmitzer.

FRANKFORT (1 AM; 1 FM)

Franklin County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WFKY

1946
NAB R A B
Subscriber to the NAB Radio Code
Media Code 4 218 2070 5.00
Capital Communications, Inc., 307 W. Main St., Frankfort, Ky. 40601. Phone 502-223-8281.

STATION'S PROGRAMMING DESCRIPTION
WFKY: Adult music, pop stds., contemporary.

1. PERSONNEL
Station Manager—Russ Hatter.
2. REPRESENTATIVES
PRO/Meeker Radio.
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30-1 am. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WKYW (FM).
Affiliated with The Rep Network.
Member: Kentucky Radio Network.

TIME RATES
No. 9-R Eff 6/2/75—Rec'd 6/18/75.
A—Mon thru Sat 6-10 am & 3-7 pm.
B—Mon thru Sat 5:30-6 am & 10 am-3 pm; Sun noon-6 pm.
C—Mon thru Sat 7 pm-1 am; Sun 7 am-noon & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min A	1 min B	1 min C	30 sec A	30 sec B	30 sec C
1 ti	8.80	5.90	4.25	6.60	4.25	2.95
6 ti	8.50	5.65	4.10	6.35	4.10	2.80
12 ti	8.00	5.30	3.90	6.10	3.90	2.60
18 ti	7.50	4.80	3.50	5.90	3.50	2.35
24+	7.05	4.25	3.10	5.40	3.10	2.10

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3A, 1/3B, 1/3C

PER WK:	12 ti	16 ti	24 ti
1 min	61.00	89.00	106.00
30 sec	44.70	63.50	80.00

Edited by Russ Hatter.

WKYW (FM)

1967
NAB R A B
Subscriber to the NAB Radio Code
Media Code 4 216 2160 4.00
WKYW Div., Capital Communications, Inc., 307 W. Main St., Frankfort, Ky. 40601. Phone 502-223-8281.
See affiliated AM station for additional information.
AM facilities: WFKY.

STATION'S PROGRAMMING DESCRIPTION
WKYW (FM): Country music, pro & U sports.

3. FACILITIES
ERP 3,000 w.; 104.9 mc. Stereo.
Operating schedule: 5:30-1 am. EST.

TIME RATES
No. 9-R Eff 6/2/75—Rec'd 6/18/75.
A—Mon thru Sat 6-8 am & 4-10 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24+
CLASS A					
1 min	4.70	4.40	4.10	3.80	3.50
30 sec	3.50	3.25	2.95	2.65	2.35
CLASS B					
1 min	3.50	3.25	2.95	2.65	2.35
30 sec	2.35	2.05	1.75	1.45	1.20

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2A, 1/2B

PER WK:	12 ti	18 ti	24 ti
1 min	37.50	47.00	59.00
30 sec	25.90	30.60	37.50

Edited by Russ Hatter.

FRANKLIN

Simpson County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WFKN

1954
NAB
Subscriber to the NAB Radio Code
Media Code 4 218 2250 3.00
Franklin Favorite—WFKN, Inc., Box 309, 103 N. High St., Franklin, Ky. 42134. Phone 502-586-4481. TWX 586-4481

STATION'S PROGRAMMING DESCRIPTION
WFKN: Programmed for general interest.

1. PERSONNEL
General Manager—Henry D. Stone.
3. FACILITIES
250 w. days; 1220 kc. Non-directional
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Eff——11/1/73.

6. SPOT ANNOUNCEMENTS

	1x	104x	208x	260x	312x	624+
1 min	3.45	2.30	2.05	1.95	1.85	1.75
30 sec	2.60	1.90	1.65	1.55	1.45	1.35

FULTON (1 AM; 1 FM)

Fulton County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WFUL WFUL-FM

1951 1951
Subscriber to the NAB Radio Code
Media Code 4 218 2340 2.00
Ken-Tenn Broadcasting Corp., Box 388, Hwy. 166, Fulton, Ky. 42041. Phone 502-472-1270, 1221.

STATION'S PROGRAMMING DESCRIPTION
WFUL: M-Sat general programming.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kanneth Z. Turner.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional
Operating schedule: 6 am-local sunset. CST.
FM ERP 680 w.; 99.3 mc.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Farm Radio Network.

TIME RATES
No. 5 Eff 9/1/73—Rec'd 6/28/73.

6. SPOT ANNOUNCEMENTS

PER MO:	6-7 am & noon-1 pm Open	13 ti	22+	7-8 am Open	13 ti	22+
10 sec	2.50	2.00	1.25	3.50	3.25	3.00
30 sec	4.00	3.50	3.00	5.00	4.75	4.50

PER MO, ROS:	Open	30 ti	50 ti	75 ti	90 ti	120 ti	150+
10 sec	1.50	1.25	1.10	1.00	.75	.60	.50
30 sec	3.00	2.50	2.25	2.00	1.50	1.25	1.00
1 min	4.00	3.50	3.25	3.00	2.50	2.25	2.00

10. SPECIAL FEATURES
Live-wire Weather—3 per wk, per program, 7.00.
Weather Summaries, Livestock Markets, Wall Street Markets, Sports, News, 5 min, per program, 4.50.
One a day Mon thru Fri and Sat and odd days, per mo 90.00.
10 min News—ea 6.00.

GEORGETOWN (1 AM; 1 FM)

Scott County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WAXU

1957
NAB
Media Code 4 216 2430 1.00
WAXU Radio, Box 11845, Lexington, Ky. 40511. Phone 606-254-8888.

STATION'S PROGRAMMING DESCRIPTION
WAXU: Programmed for general interest.
All PERSONALITIES handle all segments. MUSIC: modern country all segments sign-on-sign-off except Sun before noon. NEWS: 5 min network news at :30, 5 min state and local on the hour. 5 min local news at noon daily. Farm show noon-1 pm, weather reports in each newscast. SPORTS: 5 min network sports at 8:30 am & 5:30 pm, local sports 10 min at 5 pm, 13 major stock car races and Indianapolis 500 race, basketball and football, horse racing, local and regional. TALK: trading post at 10:35 am, 10 min, M-Sat, bulletin board at 9:25 am, 12:55 pm, 4:05 pm. County agent at 12:35 pm. Remote mobile unit broadcast. Religious programming Sun am. Contact Representative for further details. Rec'd 12/30/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Johnson.
Program Director—John Sone.
Sales Manager—Ray Hooper.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Regional Reps Corp.
3. FACILITIES
10,000 w. days; 1580 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WAXU-FM.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33d.
Contracts: 40c, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS and ATA Radio Network.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
No. 12 Eff 9/1/70—Rec'd 9/14/70.
A—6-10 am, noon-1 pm & 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
1 x	12.50	10.00	6.75	10.50	8.50	5.25
52 x	11.75	9.25	6.00	9.75	7.75	4.75
104 x	11.00	8.75	5.50	9.00	7.25	4.50
156 x	10.00	8.00	5.00	8.00	6.50	4.00
208 x	9.50	7.50	4.75	7.50	6.00	3.75
260 x	8.50	6.75	4.25	6.50	5.25	3.25
312 x	7.50	6.00	3.75	5.50	4.50	2.75
400 x	6.75	5.25	3.25	4.75	3.75	2.50
500 x	6.00	4.50	3.00	4.00	3.25	2.25

7. PACKAGE PLANS

	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
6 ti	10.00	8.25	5.00	8.00	6.25	4.00
12 ti	9.50	7.75	4.75	7.50	5.75	3.75
18 ti	9.00	7.25	4.50	7.00	5.25	3.50
24 ti	8.50	6.75	4.25	6.50	4.75	3.25
30 ti	8.00	6.25	4.00	6.00	4.25	3.00 (D)

WAXU-FM

1973
NAB
Media Code 4 216 2431 9.00
WAXU Radio, Box 11845, Lexington, Ky. 40511. Phone 606-254-8888.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WAXU-FM: Same as AM.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-sunrise & local sunset-midnight. For simulcast facilities see WAXU.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and ATA Radio Network.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Rates are identical to WAXU. See that listing.

KENTUCKY

GLASGOW (2 AM; 2 FM)

Barren County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WCDS
1962

Subscriber to the NAB Radio Code
Media Code 4 218 2520 9.00
John M. Barrick. Box 478, Glasgow, Ky. 42141. Phones 502-651-3132, 5552.
STATION'S PROGRAMMING DESCRIPTION
WCDS: NEWS: local at :60. Top 40 music.
1. PERSONNEL
General Manager—Billy D. Huffman.
Sales & Office Mgr.—Ann Morgan.
3. FACILITIES
1000 w.; 1440 kc.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WOVO (FM).
Affiliated with The Rep Network.
Member: Farm Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 2/7/74.
6. SPOT ANNOUNCEMENTS
1 min..... 2.15 30 sec..... 1.75
7. PACKAGE PLANS
7 DAYS: 1 min 30 sec 7 DAYS: 1 min 30 sec
50 ti..... 2.00 1.50 100 ti..... 1.75 1.25
10. SPECIAL FEATURES
5-min news at :60, ea..... 3.50
Headline news, weather, sports, ea..... 2.50

WGGC (FM)
1961

Subscriber to the NAB Radio Code
Media Code 4 218 2565 4.00
Heritage Communications, Inc., 510 Happy Valley Rd., Glasgow, Ky. 42141. Phone 502-651-2142.
See affiliated AM station for additional information.
AM facilities: WKAY.
STATION'S PROGRAMMING DESCRIPTION
WGGC (FM): Country-Western, gospel music.
1. PERSONNEL
Pres. & Co-owner—Moena Sadler.
3. FACILITIES
ERP 13,500 w.; 95.1 mc.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: ..... ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations.
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/70—Rec'd 8/3/73.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min.....	3.35	2.95	2.65	2.05	1.75	1.65
30 sec.....	2.40	2.20	2.00	1.60	1.40	1.25

7. PACKAGE PLANS
15 work plugs, ea .75.
100 ti 30-sec, ea..... 1.60 100 ti 1-min. ea..... 1.40

WKAY
1946

Subscriber to the NAB Radio Code
Media Code 4 218 2610 8.00
Heritage Communications, Inc., 510 Happy Valley Rd., Glasgow, Ky. 42141. Phone 502-651-2141.
1. PERSONNEL
Gen'l Mgr. & Co-owner—Clovis Sadler.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-10 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WGGC (FM).
Affiliated with KBS.
Member: Farm Radio Network, Kentucky Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/70—Rec'd 3/27/70.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min.....	6.25	5.50	4.75	4.00	3.25	2.75
30 sec.....	4.00	3.50	3.00	2.50	2.25	2.00

15-wd plugs (minimum 100 per mo) 1.00.
7. PACKAGE PLANS
MONTHLY—ROS
1 min. 100 ti..... 2.50 30 sec, 100 ti..... 1.75

WOVO (FM)
1972

Media Code 4 218 2655 3.00
John M. Barrick, Box 478, 31 E. South St., Glasgow, Ky. 42141. Phone 502-651-8375.
See affiliated AM station for additional information.
AM facilities: WCDS.
3. FACILITIES
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 105.5 mc.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 480 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 3/6/75.
6. SPOT ANNOUNCEMENTS
1 min..... 1.90 30 sec..... 1.50
7. PACKAGE PLANS
WITHIN 7 DAYS: 1 min 30 sec
50 ti, ea..... 1.75 1.25
10. SPECIAL FEATURES
Radar Weather, ea.... 2.00 Headline News, ea..... 2.00
5-min Newscast at :60, ea..... 3.00

GRAYSON

Carter County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WGOH
1959

Subscriber to the NAB Radio Code
Media Code 4 218 2700 7.00
Carter County Broadcasting Co., Inc., Box 487, Grayson, Ky. 41143. Phone 606-474-5144.
1. PERSONNEL
General Manager—Mrs. Faye Bush.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
2. FACILITIES
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: 4:30 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Kentucky Radio Network, The Tobacco Radio Network.
TIME RATES
Rates effective August 1, 1965.
Rates received June 28, 1965.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 ti.....	3.50	2.85	1.75
13 ti.....	3.25	2.75	1.65
26 ti.....	3.00	2.55	1.55
52 ti.....	2.90	2.40	1.45
104 ti.....	2.75	2.25	1.35
156 ti.....	2.60	2.10	1.25
208 ti.....	2.40	1.95	1.15
260 ti.....	2.20	1.75	1.00
312 ti.....	2.00	1.60	.85

7. PACKAGE PLANS
WEEKLY PACKAGE PLAN
1 Minute Spots
PER WK:
25 ti..... 46.00 50 ti..... 86.25

GREENSBURG

Green County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WGRK
1972

Media Code 4 218 2750 2.00
Veer Broadcasting, Inc., Box 246, Huckner Hill Rd., Greensburg, Ky. 42743. Phone 502-932-7401.
1. PERSONNEL
General Manager—Michael R. Wilson.
3. FACILITIES
250 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with The Rep Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 11/1/72—Rec'd 11/13/72.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec			1 min	30 sec
1 x.....	3.50	2.45	156	x.....	2.40	1.75
13 x.....	3.30	2.35	260	x.....	2.25	1.65
26 x.....	3.10	2.25	312	x.....	2.10	1.55
52 x.....	2.75	2.05	624	x.....	1.80	1.40
104 x.....	2.60	1.90	936	x.....	1.50	1.25

HARDINSBURG (1 AM; 1 FM)

Breckenridge County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WHIC
1968

Subscriber to the NAB Radio Code
Media Code 4 218 2800 5.00
Breckinridge Broadcasting Co., Inc., Box 203, Hardinsburg, Ky. 40143. Phone 502-756-2105.
STATION'S PROGRAMMING DESCRIPTION
WHIC: Programmed for adults and young adults.
1. PERSONNEL
General Manager—Jimmie A. Wooley.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
2. FACILITIES
250 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WHIC-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.
TIME RATES
No. 2 Eff 7/1/73—Rec'd 3/27/73.
6. SPOT ANNOUNCEMENTS

PER YR, EA:	1x	24x	156x	500+
1 min.....	3.00	2.75	2.50	2.15
30 sec.....	2.75	2.50	2.25	2.00

WHIC-FM
1970

Subscriber to the NAB Radio Code
Media Code 4 218 2801 3.00
Breckinridge Broadcasting Co., Inc., Box 203, Hardinsburg, Ky. 40143. Phone 502-756-2105.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w. (horiz.), 2,000 w. (vert.); 94.3 mc.
Stereo.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 290 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WHIC.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates are identical to WHIC. See that listing.

HARLAN

Harlan County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WHLN
1941

Subscriber to the NAB Radio Code
Media Code 4 218 2880 7.00
Radio Harlan, Inc., Box 898, Cumberland Ave., Harlan, Ky. 40831. Phone 606-573-2540.
STATION'S PROGRAMMING DESCRIPTION
WHLN: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—James T. Morgan.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
Regional Reps Corp.
3. FACILITIES
5,000 w. days; 1410 kc. Non-directional
Operating schedule: 6 am-local sunset daily. EST.
4. AGENCY COMMISSION
None; all rates net to station
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 10/1/73—Rec'd 8/27/73.
6. SPOT ANNOUNCEMENTS

	1x	7x	39x	69x	90x	120x
1 min.....	4.10	4.00	3.90	3.80	3.70	3.60
30 sec.....	3.20	3.15	3.10	3.00	2.90	2.80
		156x	180x	260x	312x	1224x
1 min.....		3.50	3.40	3.30	2.90	2.85
30 sec.....		2.70	2.60	2.40	2.30	2.05

HARRODSBURG (1 AM; 1 FM)

Mercer County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WHBN — WHBN-FM
1955 — 1969

Subscriber to the NAB Radio Code
Media Code 4 218 2970 6.00
Fort Harrod Broadcasting Corp., Box 247, Opera House, Harrodsburg, Ky. 40330. Phone 606-734-4321.
1. PERSONNEL
Gen. Mgr.—Robert L. Martin.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Kentucky Radio Sales—South.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
FM-ERP 3,000 w.; 99.3 mc.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: 193 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Unless advertiser has approved credit rating, establishing his ability to pay short rate upon cancellation discounts will be allowed only as earned.
Affiliated with KBS.
Member: Farm Radio Network, Kentucky Radio Network.
TIME RATES
Eff 12/1/70—Rec'd 10/27/70.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.50	4.10	3.75	3.30	2.90	2.50	2.30	2.00
30 sec	3.10	2.95	2.65	2.50	2.30	2.10	1.85	1.50

HARTFORD (1 AM; 1 FM)

Ohio County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WLLS — WLLS-FM
1969 — 1972

Media Code 4 218 3010 0.00
Ohio County Broadcasting Co., Box 160, Spinks' Shopping Ctr., Hartford, Ky. 42347. Phone 502-298-3268.
STATION'S PROGRAMMING DESCRIPTION
WLLS: Country & rock with personalities.
1. PERSONNEL
General Manager—Lloyd C. Spivey, Jr.
2. REPRESENTATIVES
Regional Reps Corp.
Walton Broadcasting Sales Corporation.
2. FACILITIES
500 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 353 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Kentucky Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 6/1/70—Rec'd 4/6/70.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	104x
1 min.....	4.50	4.25	4.00	3.75	3.50	3.25
	156x	208x	260x	312x	364x	520x
1 min.....	3.00	2.75	2.50	2.35	2.20	2.00

30 sec: 80% of 1-min.

HAWESVILLE

Hancock County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WKCM
1972

Media Code 4 218 3035 7.00
Bayard H. Walters, dba Hancock County Broadcasters, Box 1140, U. S. Hwy. 60, W., Hawesville, Ky. 42348. Phone 502-927-8121.
Other office: Box 1140, Tell City, Ind. 47586. Phone 812-547-8121.
STATION'S PROGRAMMING DESCRIPTION
WKCM: Programmed for adults 18-49.
1. PERSONNEL
Station Manager—M. L. Browning.
2. REPRESENTATIVES
North, East, West—Walton Broadcasting Sales Corporation.
South—David Carpenter Company.
Kentucky—Kentucky Radio Sales—South.
3. FACILITIES
500 w.; 1140 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add 17.65% commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Indiana Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 9/1/75—Rec'd 7/17/75.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	23 ti	40 ti	60 ti	80-120+
1 min.....	4.95	4.10	3.90	3.50	3.20
30 sec.....	3.75	3.15	2.75	2.25	2.10

10 sec: 50% of 1-min.
7. PACKAGE PLANS

PER YR:	PER WK:	1 min	30 sec
2080+	40 ti.....	2.25	1.55
1560+	30 ti.....	2.50	1.75
1040+	20 ti.....	2.75	1.95

SATURATION PLAN

	1 min	30 sec
12 ti daily.....	3.35	2.35

10 sec: 50% of 1-min.
10 SPECIAL FEATURES
News Programs 1.00 extra
Submitted by M. L. Browning.

HAZARD (1 AM; 1 FM)

Perry County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WKIC
1947

Subscriber to the NAB Radio Code
Media Code 4 218 3060 5.00
Mountain Broadcasting Service, Inc., Peoples Bank Bldg. Hazard, Ky. 41701. Phone 606-436-2121.
STATION'S PROGRAMMING DESCRIPTION
WKIC: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—Ernest Sparkman.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
5,000 w. days; 1390 kc. Non-directional.
Operating schedule: 5:30 am-local sunset, EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WSGS (FM).
Affiliated with KBS.
Member: Kentucky Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No 9 Eff 6/1/73—Rec'd 8/27/73.
A—Mon thru Sat 6:30-8 am, 11:30 am-12:30 pm & 4-5:30 pm.
B—All other times.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

CLASS A

	1 min	30 sec		1 min	30 sec
1 x	5.10	4.05	156 x	3.50	2.60
13 x	4.95	3.90	208 x	3.05	2.40
26 x	4.70	3.60	260 x	2.85	2.25
52 x	4.25	3.30	312 x	2.60	2.10
104 x	3.90	2.95	1248 x	2.40	1.85

CLASS B

1 x	4.95	3.90	156 x	3.40	2.50
13 x	4.85	3.80	208 x	2.95	2.30
26 x	4.55	3.50	260 x	2.75	2.15
52 x	4.15	3.20	312 x	2.50	2.00
104 x	3.80	2.85	1248 x	2.30	1.75

WSGS (FM)

1959

NAB

Subscriber to the NAB Radio Code

Media Code 4 218 3105 8.00

Mountain Broadcasting Service, Inc., Box 893, 111 Main St., Hazard, Ky. 41701. Phone 606-436-2121.

See affiliated AM station for additional information.

AM facilities: WKIC.

STATION'S PROGRAMMING DESCRIPTION

WSGS (FM): MUSIC: 100% modern country.

3. FACILITIES

ERP 31,000 w. (horiz.), 31,000 w. (vert.); 101.1 mc. Stereo.

Operating schedule: 6 am-midnight. EST.

Antenna ht.: 1,150 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

Rates are identical to WKIC. See that listing.

HENDERSON (1 AM; 2 FM)

Henderson County—Map Location D-5

See SRDS consumer market map and data at beginning of the State.

WBIC

1974

Subscriber to the NAB Radio Code

Media Code 4 218 3117 3.00

Professional Broadcasters, Box 47, Hwy 41, S., Henderson, Ky. 42420. Phone 502-827-5359.

STATION'S PROGRAMMING DESCRIPTION

WBIC: Progressive rock & roll & MOR.

1. PERSONNEL

Station Manager—J. H. Albright.

2. REPRESENTATIVES

Michael Fulford Company, Inc.

3. FACILITIES

ERP 3,000 w.; 103.1 mc.

Operating schedule: 19 hours daily. CST.

Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

20%.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

No. 1 Eff 6/1/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	12.00	11.00	10.00	9.00	8.00	7.50	7.00
30 sec	9.50	8.75	8.00	7.25	6.50	6.00	5.50

10 sec: 50% of 1-min.

CONTRACT DISCOUNT

13 wk—2-1/2% 26 wk—5% 52 wk—10%

WKDQ (FM)

1946

A Lackey Station

Subscriber to the NAB Radio Code

Media Code 4 218 3130 6.00

Henderson Broadcasting Co., Box 413, Henderson, Ky. 42420. Phone 502-826-3923.

STATION'S PROGRAMMING DESCRIPTION

WKDQ (FM): MUSIC: Contemporary. Contact Representative for further details. Rec'd 4/29/75.

1. PERSONNEL

Vice-Pres. & Sta. Mgr.—Henry G. Lackey.

2. REPRESENTATIVES

PRO Time Sales, Inc.

Regional Reps Corp.

3. FACILITIES

ERP 50,000 w.; 99.5 mc. Stereo.

Operating schedule: 19 hours daily. CST.

Antenna ht.: 304 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

AM facilities: WSON.

TIME RATES

Eff 1/1/73—Rec'd 1/18/73.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	20 ti	30 ti	40 ti
1 min	15.00	13.50	12.75	12.00	11.25	9.75
30 sec	12.00	10.80	10.20	9.60	9.00	7.80

Edited by Henry G. Lackey. (D)

WSON

1941

NAB

A Lackey Station

Subscriber to the NAB Radio Code

Media Code 4 218 3150 4.00

Henderson Broadcasting Co., Box 413, Henderson, Ky. 42420. Phone 502-826-3923.

STATION'S PROGRAMMING DESCRIPTION

WSON: Country music, news, sports, weather, farm.

1. PERSONNEL

Vice-Pres. & Sta. Mgr.—Henry G. Lackey.

2. REPRESENTATIVES

PRO Time Sales, Inc.

Regional Reps Corp.

3. FACILITIES

500 w. days; 860 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

FM facilities: WKDQ (FM).

Affiliated with CBS and KBS.

Affiliated with The Rep Network.

Member: Farm Radio Network, Kentucky Radio Network.

TIME RATES

No. 11 Eff 3/1/74—Rec'd 7/1/74.

Drive time—6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

YRLY PLAN:	260x	365x	500x	750x	1000x
1 min	4.50	4.20	4.00	3.75	3.00
30 sec	3.60	3.40	3.20	3.00	2.40

Drive time: Extra, per spot .60.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	25 ti	30 ti	50 ti	70 ti
1 min	5.75	4.50	4.20	4.00	3.70	3.30
30 sec	4.60	3.60	3.40	3.20	3.00	2.50

Drive time: Extra, per spot .60.

(CR)

HINDMAN (1 AM; 1 FM)

Knott County—Map Location K-6

See SRDS consumer market map and data at beginning of the State.

WKCB

1971

Subscriber to the NAB Radio Code

Media Code 4 218 3195 9.00

Knott County Broadcasting Inc., Box 427, Hindman, Ky. 41822. Phone 606-785-3129.

STATION'S PROGRAMMING DESCRIPTION

WKCB: 70% modern country, 30% top pop, UPI.

1. PERSONNEL

General Manager—Steven D. Blair.

2. REPRESENTATIVES

Kentucky Radio Sales—South.

Regional Reps Corp.

South—C. K. Beaver & Associates, Inc.

3. FACILITIES

1,000 w. days; 1540 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

FM-ERP 500 w. (horiz.), 500 w. (vert.); 107.1 mc.

Operating schedule: 6 am-10:30 pm. EST.

Antenna ht.: 650 ft. above average terrain.

Simulcast sunrise-local sunset.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with The Rep Network.

Member: Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/1/75—Rec'd 3/18/75.

6. SPOT ANNOUNCEMENTS

PER YR:	624x	1000x	1500x
1 min	2.00	1.75	1.50
30 sec	1.50	1.25	1.20

7. PACKAGE PLANS

	—Per mo—		—13 wk—		
	1 ti	52+	104 ti	156 ti	312 ti
1 min	2.50	2.30	2.30	2.15	2.00
30 sec	1.85	1.75	1.70	1.60	1.50

10. SPECIAL FEATURES

Newscast—1 min, ea 3.00.

FM only: 30 sec spot, local sunset-10:30 pm, flat 1.20.

HODGENVILLE (1 AM; 1 FM)

Larue County—Map Location G-5.

See SRDS consumer market map and data at beginning of the State.

WLCB

1974

Media Code 4 218 3206 4.00

Lincoln Broadcasting Co., Inc., 100 N. Lincoln Blvd., Hodgenville, Ky. 42748. Phone 502-358-3181.

STATION'S PROGRAMMING DESCRIPTION

WLCB: MUSIC: country & western.

1. PERSONNEL

Pres. & Gen'l Mgr.—Joseph W. Myers.

2. REPRESENTATIVES

South—C. K. Beaver & Associates, Inc.

3. FACILITIES

500 w.; 1430 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with MBS.

Affiliated with The Rep Network.

TIME RATES

Eff ——————Rec'd 10/11/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	3.40	3.15	2.90	2.65	2.40
30 sec	3.00	2.75	2.50	2.25	2.00
10 sec	2.25	2.00	1.75	1.50	1.25
		156x	260x	520x	1040x
1 min		2.15	1.90	1.65	1.40
30 sec		1.75	1.50	1.25	1.00
10 sec		1.00	.75	.60	.50

WLCB-FM

1974

Subscriber to the NAB Radio Code

Media Code 4 218 3207 2.00

Lincoln Broadcasting Co., Inc., 100 N. Lincoln Blvd., Hodgenville, Ky. 42748. Phone 502-358-3181.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WLCB-FM: MUSIC: MOR.

3. FACILITIES

ERP 3,000 w. (horiz.) 3,000 w. (vert.); 106.3 mc. Stereo.

Operating schedule: 6 am-midnight. EST.

Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS.

Affiliated with The Rep Network.

TIME RATES

Rates are identical to WLCB. See that listing.

HOPKINSVILLE (2 AM; 2 FM)

Plus 1 paid cross reference.

Christian County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

WABD-FM

FORT CAMPBELL, KY.

City of license, Fort Campbell, Ky.

See listing under Fort Campbell, Ky.

WHOP

1940

CBS Radio Network

NAB RAB

A Lackey Station

Subscriber to the NAB Radio Code

Media Code 4 218 3240 3.00

Hopkinsville Broadcasting Company, Inc., Box 709, Buttermilk Rd., Hopkinsville, Ky. 42240. Phone 502-885-5331.

STATION'S PROGRAMMING DESCRIPTION

WHOP: Programmed for adults and commuters.

FARM: 5-7 am, 2 men, interviews, market reports, weather and news. National and local news 7-7:30 am. Popular and standard music 7:30-10 am with personality. 10-11 am women's program, guests, interviews, telephone program. 11 am-12:30 pm, noon farm hour, weather and news, market reports, popular music. 12:30-5 pm popular music, national and local news on hour, features on half hour. 5-7 pm roadshow. 7 pm-12M popular and standard music. SPORTS: high school and college football and basketball, major league baseball. Mobile unit, weather station, news facilities. Contact Representative for further details. Rec'd 8/18/67.

1. PERSONNEL

Pres. & Gen'l Mgr.—Roger E. Jeffers.

2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc. Non-directional.

Operating schedule: 24 hours daily. CST.

Partial simulcast operation. Simulcast 5-8 am and newscasts. For non-simulcast facilities see WHOP-FM.

4. AGENCY COMMISSION

15/0 on net time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 15b.

Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 29a.

Contracts: 40a, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61c, 62b.

Cancellation: 70a, 70e, 71a, 73a.

Prod. Services: 82.

Affiliated with CBS.

Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES

No. 9 Eff 10/1/72—Rec'd 9/5/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	11 ti	16 ti	21+
1 min	6.60	6.35	6.15	5.50	4.40

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

(Q)

WHOP-FM

1948

Great American Country

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 218 3241 1.00

Hopkinsville Broadcasting Co., Inc., Box 709, Buttermilk Rd., Hopkinsville, Ky. 42240. Phone 502-885-5331.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WHOP-FM: Programmed for adults and commuters.

3. FACILITIES ERP 39,000 w.; 98.7 mc. Stereo.

Operating schedule: 24 hours daily. CST.

Antenna ht.: 204 ft. above average terrain.

Partial simulcast operation. Operated separately 3-1 am except newscasts: For simulcast facilities see WHOP.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS.

TIME RATES

Eff 10/1/72—Rec'd 9/5/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	11 ti	16 ti	21 ti
1 min	5.00	4.00	3.50	3.00	2.30

10 sec: 60% of 1-min.

WKOA

1954

American Information Network

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 218 3330 2.00

Pennyrile Broadcasting Co., Inc., Box 951, 1107 S. Virginia St., Hopkinsville, Ky. 42240. Phone 502-886-1204.

STATION'S PROGRAMMING DESCRIPTION

WKOA: Programmed for general audience.

MUSIC: MOR, contemporary. NEWS: at 6, 6:30, 7 am, noon & 5 pm. 3-man department, editorials, mobile unit, weather station. SPORTS: high school football, basketball play-by-play, reports at 7 am & 5 pm. FARM: reports at 6:15 & 11:45 am, agri-business director. Local interview program 9-10 am. Contact Representative for further details. Rec'd 6/28/74.

1. PERSONNEL

Pres. & Gen'l Mgr.—William H. Higgins.

2. REPRESENTATIVES

George T. Hopewell, Inc.

Regional Reps Corp.

3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WKOF (FM).

4. AGENCY COMMISSION

15% time only; ten days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

FM facilities: WKOF (FM).

Affiliated with American Information Network.

Affiliated with KBS.

Member: Kentucky Radio Network, Farm Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 9/1/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti
1 min	5.50	5.00	4.00	3.50
30 sec	4.50	4.00	3.20	2.80

15 sec: 50% of 1-min.

WKOF (FM)

1960

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 218 3420 1.00

Pennyrile Broadcasting Co., Inc., Box 951, 1107 S. Virginia St., Hopkinsville, Ky. 42240. Phone 502-886-1204.

See affiliated AM station for additional information.

AM facilities: WKOA.

STATION'S PROGRAMMING DESCRIPTION

WKOF (FM): Programmed for adults.

MUSIC: MOR, standards 9 am-midnight. SPORTS: play-by-play high school football, basketball. Contact Representative for further details. Rec'd 6/28/74.

3. FACILITIES ERP 30,000 w.; 100.3 mc.

Operating schedule; 5 am-midnight. CST.

Antenna ht.: 150 ft. above average terrain.

Partial simulcast operation. Operated separately 9 am-midnight daily. For simulcast facilities see WKOA.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 9/1/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti
1 min	4.00	3.00	2.50	2.00
30 sec	3.20	2.40	2.00	1.60

15 sec: 50% of 1-min.

IRVINE

Estill County—Map Location J-5

See SRDS consumer market map and data at beginning of the State.

WIRV

1960

NAB

Subscriber to the NAB Radio Code

Media Code 4 218 3510 9.00

Irvenna Broadcasting Co., Inc., 201 Main St., Irvine, Ky. 40336. Phone 606-723-2550.

1. PERSONNEL

Pres. & Gen'l Mgr.—James M. Gaskin.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

1,000 w. days; 1550 kc. Non-directional.

Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS.

Member: Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective July 1, 1960.

Rates received July 5, 1960.

6. SPOT ANNOUNCEMENTS

(1 minute—100 words)

1 time	4.00	104 times	2.75
13 times	3.75	156 times	2.50
26 times	3.50	260 times	2.00
52 times	3.00		

JACKSON

Breathitt County—Map Location K-5

See SRDS consumer market map and data at beginning of the State.

WEKG

1969

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 218 3535 6.00

Intermountain Broadcasting Co., Inc., 1133 Main St., Jackson, Ky. 41339. Phone 606-666-7531.

STATION'S PROGRAMMING DESCRIPTION

WEKG: Programmed for general interest.

1. PERSONNEL

Station Manager—James M. Hay.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES 1,000 w.; 810 kc. Non-directional.

500 w. pre-sunrise.

Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

(This listing continued on next page)

KENTUCKY

Jackson—WEKG—Continued

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Kentucky Radio Network.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 10/10/74.

6. SPOT ANNOUNCEMENTS
1 min. flat..... 3.00 30 sec. flat..... 2.35

CONSECUTIVE 12-MONTH CONTRACT

EA:			936x	1404x	1825x
1 min			2.75	2.30	2.05
EA:	450x	635x	936x	1196x	1768x 2340x
30 sec	2.05	1.90	1.70	1.65	1.57 1.50

7. PACKAGE PLANS

7 CONSECUTIVE DAYS

EA.		25 ti	50 ti	75 ti	100 ti
1 min		2.90	2.45	2.25	1.80
30 sec		2.35	1.85	1.65	1.50

SATURDAY AND/OR SUNDAY

EA:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	2.75	2.50	2.30	2.00	1.75
30 sec	2.35	1.95	1.60	1.45	1.30

JAMESTOWN (1 AM; 1 FM)

Russell County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WJKY
1967

Media Code 4 218 3550 5.00
Lake Cumberland Broadcasters, Box K, Russell Springs, Ky. 42642. Phone 502-343-4444.

1. PERSONNEL
Owner & Gen'l Mgr.—Welby Hoover.

2. REPRESENTATIVES
Regional Reps Corp.
Kentucky Radio Sales—South.

3. FACILITIES
1,000 w.; 1060 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Affiliated with KBS.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WJRS (FM).
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ————Rec'd 8/14/70.

6. SPOT ANNOUNCEMENTS
1 min. ea..... 2.20 30 sec. ea..... 1.80
15 sec. ea..... 1.00
Submitted by Welby Hoover.

WJRS (FM)
1960

Media Code 4 218 3600 6.00
Lake Cumberland Broadcasters, Box 336, Jamestown, Ky. 42629. Phone 502-343-4444.
See affiliated AM station for additional information.
AM facilities: WJKY.

3. FACILITIES
ERP 3,000 w.; 103.1 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

	10 sec	30 sec	1 min
Ea	1.00	1.80	2.20

Submitted by Welby Hoover.

JENKINS

Letcher County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WREM
1970

Media Code 4 218 3645 3.00
Cardinal Broadcasting Co., Inc., Box 312, Jenkins, Ky. 41537. Phone 606-832-2285.

STATION'S PROGRAMMING DESCRIPTION
WREM: MUSIC: C & W/MOR, pop.

1. PERSONNEL
General Manager—H. Gene Sturgill.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 5/1/74—Rec'd 5/1/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	364x
1 min	3.60	3.10	2.90	2.70	2.50	2.25
30 sec	2.00	1.85	1.75	1.60	1.50	1.40
15 sec	1.50	1.40	1.30	1.20	1.10	1.00

LANCASTER

Garrard County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WIXI
1960

Media Code 4 218 3690 6.00
Lancaster Broadcasters, Inc., 108-A Stanford St., Lancaster, Ky. 40444. Phone 606-792-2152.

1. PERSONNEL
President—Charles E. Phillips.

3. FACILITIES
1,000 w.; 1280 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/75—Rec'd 1/2/75.

6. SPOT ANNOUNCEMENTS

	300x	600x	900x	1200x	1500x
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.10	1.90	1.70	1.55	1.40
10 sec	1.50	1.35	1.25	1.10	1.00

Guaranteed times: Extra 25%.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	30.00	68.75	125.00	168.75	200.00
30 sec	21.00	47.50	85.00	116.25	140.00
10 sec	15.00	33.75	62.50	82.50	100.00

Guaranteed times: Extra 25%.

LEBANON

Marion County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WLBN
1954

NAB

Media Code 4 218 3780 6.00
Lebanon-Springfield Broadcasting Co., Box 647, Lebanon, Ky. 40033. Phone 692-3126.
Other Studios: Springfield, Ky. Phone 336-7486.

STATION'S PROGRAMMING DESCRIPTION
WLBN: Diversified format.

1. PERSONNEL
General Manager—J. T. Whitlock.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Kentucky Radio Network.

TIME RATES
Eff 5/1/73—Rec'd 5/24/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	312x	500x	1000+
1 min	4.40	4.00	3.55	2.95	2.50	2.25	2.00
30 sec	3.35	3.10	2.60	2.25	2.00	1.75	1.50

LEITCHFIELD (1 AM; 1 FM)

Grayson County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WMTL — WMTL-FM
1959 — 1967

NAB

Media Code 4 218 3870 7.00
Rough River Broadcasting Company, 53 Public Square, Leitchfield, Ky. 42754. Phone 502-259-3165.

STATION'S PROGRAMMING DESCRIPTION
WMTL: Programmed for general interest.

1. PERSONNEL
General Manager—David Thompson.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
250 w.; 1580 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
FM-ERP, 3,000 w.; 104.9 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 186 ft. above average terrain.

4. AGENCY COMMISSION
15%. Bills payable by the tenth of the month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 3/9/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	25 ti	75 ti	100 ti
1 min	4.00	3.50	3.00	2.50	2.00
30 sec	3.00	2.75	2.25	2.00	1.75
20 sec	2.50	2.00	1.75	1.50	1.50

LEXINGTON (3 AM; 3 FM)

Plus 1 paid duplicate listing.
Fayette County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	18	14	18	14
B	15	14	15	12
C	15	13	15	12
D	13	12	13	10
AVERAGE	15	13	15	12

WAXU
1957
GEORGETOWN

Modern Country Music

NAB

(This is a paid duplicate of the listing appearing under Georgetown, Ky.)
Media Code 4 218 2490 1.00
WAXU Radio, Box 11845, Lexington, Ky. 40511. Phone 606-254-8888.

STATION'S PROGRAMMING DESCRIPTION
WAXU: Programmed for general interest.
AIR PERSONALITIES handle all segments. MUSIC: modern country ass segments sign-on-sign-off except Sun before noon. NEWS: 5 min network news at :30, 5 min state and local on the hour, 5 min local news at noon daily. Farm show noon-1 pm, weather reports in each newscast. SPORTS: 5 min network sports at 8:30 am & 5:30 pm, local sports 10 min at 5 pm, 13 major stock car races and Indianapolis 500 race, basketball and football, horse racing, local and regional. TALK: trading post at 10:35 am, 10 min, M-Sat, bulletin board at 9:25 am, 12:55 pm, 4:05 pm. County agent at 12:35 pm. Remote mobile unit broadcasts. Religious programming Sun am. Contact Representative for further details. Rec'd 12/30/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Johnson.
Program Director—John Sone.
Sales Manager—Ray Hooper.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Regional Reps Corp.

3. FACILITIES
10,000 w. days; 1580 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WAXU-FM, Georgetown.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60g, 60l, 61b, 62b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS and ATA Radio Network.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
No. 12 Eff 9/1/70—Rec'd 9/14/70.
A—6-10 am, noon-1 pm & 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
1 x	12.50	10.00	6.75	10.50	8.50	5.25
52 x	11.75	9.25	6.00	9.75	7.75	4.75
104 x	11.00	8.75	5.50	9.00	7.25	4.50
156 x	10.00	8.00	5.00	8.00	6.50	4.00
208 x	9.50	7.50	4.75	7.50	6.00	3.75
260 x	8.50	6.75	4.25	6.50	5.25	3.25
312 x	7.50	6.00	3.75	5.50	4.50	2.75
400 x	6.75	5.25	3.25	4.75	3.75	2.50
500 x	6.00	4.50	3.00	4.00	3.25	2.25

7. PACKAGE PLANS

	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
6 ti	10.00	8.25	5.00	8.00	6.25	4.00
12 ti	9.50	7.75	4.75	7.50	5.75	3.75
18 ti	9.00	7.25	4.50	7.00	5.25	3.50
24 ti	8.50	6.75	4.25	6.50	4.75	3.25
30 ti	8.00	6.25	4.00	6.00	4.25	3.00 (D)

WBLG
1946

KATZ RADIO

NAB

Media Code 4 218 4050 5.00
Village Communications, Inc., Box 1300, Lexington, Ky. 40501. Phone 606-233-1515.

STATION'S PROGRAMMING DESCRIPTION
WBLG: Programmed for adults 25-49 primarily.
MUSIC: MOR, 75% oldies, 25% current. NEWS: network at :60; local at 6:15, 6:45, 7:15, 7:45, 8:15, 8:45 am, 3:30, 4:30 & 5:30 pm. PUBLIC AFFAIRS: brief features incorporating recorded interviews on selected topics & local & national interest. Edited for brevity & incorporated into music programs. SPORTS: local sports news 6:30, 7:30 & 8:30 am M-F. Horse racing results 6:15-6:30 pm M-Sat. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
President—James A. Heavner.
Vice-Pres. & Gen'l Mgr.—Roger D. Jennings.
Regional Sales Manager—James H. Tomblin.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w.; 1300 kc. Directional—night only.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 15e.
Basic Rates: 20b, 22a, 22b, 24b, 26, 28a, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 71a, 72, 73b.
FM facilities: WKQQ.
Affiliated with NBC.

TIME RATES
No. 1 Eff 1/1/75—Rec'd 12/23/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	18	16	15	14	13
A	16	15	14	13	12
B	14	13	12	11	10

30 sec: 80% of 1-min.

WKQQ
1960

RAB

Media Code 4 218 4095 6.00
Village Communications, Inc., Box 100, 570 E. Main, Lexington, Ky. 40501. Phone 606-252-6694.
See affiliated AM station for additional information.
AM facilities: WBLG.

STATION'S PROGRAMMING DESCRIPTION
WKQQ: Programmed for adults & young adults 18-34.
MUSIC: album rock. NEWS: 2 min per hour 1:18 am-7:18 pm, M-F. COMMERCIAL POLICY: 8 minutes per hour, 10 units. Contact Representative for further details. Rec'd 6/26/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harold L. Hinson.
Program Director—Jim Ballard.

3. FACILITIES
ERP 50,000 w.; 98.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 353 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60l, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/75—Rec'd 1/17/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-10 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	16	14	13	12	11
A	14	13	12	11	10
B	12	11	10	9	8

30 sec: 80% of 1-min.
Edited by Ray P. Wasson.

WLAP
1922

NAB

Media Code 4 218 4140 4.00
Illinois Broadcasting Co., Box 11670, Russell Cave Rd., Lexington, Ky. 40511. Phone 606-293 0563.

STATION'S PROGRAMMING DESCRIPTION
WLAP: Programmed for general interest.
AIR PERSONALITIES handle all segments. MUSIC 80%: current hits, general popular music. NEWS 20%: network at :60, local 2 min at :20 and :40 plus network features: 4 man local news staff; commentary, interviews, in-depth, editorials. Weather 3X per hour. SPORTS: 5 min summary 7:40 am and 5:40 pm M-F; 5 min summary 10X each weekend; network coverage; local features and results. COMMERCIAL POLICY: in accordance with NAB code. Contact Representative for further details. Rec'd 3/11/74.

1. PERSONNEL
General Manager—James C. Allison.
Program Production Manager—Herb Kent.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 630 kc.
Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable 1st of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with CBS.
Member: Farm Radio Network.

TIME RATES
No. 14 Eff 6/1/74—Rec'd 6/10/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	16	13	14	12	11	9
12 ti	15	12	13	11	10	8
18 ti	14	11	12	10	9	7
24 ti	13	10	11	9	8	6

7. PACKAGE PLANS

TAP—WEEKLY

(1/3 Mon thru Sat 6-10 am & 3-7 pm, 1/3 Mon thru Sat 10 am-3 pm, 1/3 Mon thru Sat 7 pm-midnight; Sun all day.)

PER WK. EA:	18 ti	24 ti	30 ti
1 min	12	11	10
30 sec	10	9	8

FREQUENCY DISCOUNT
52 wk—10%
Edited by James C. Allison II.

(Lexington continued on next page)

WLAP-FM
1950

NAB

Media Code 4 216 4141 2.00
Illinois Broadcasting Co., Box 11676, Russell Cave Rd., Lexington, Ky. 40511. Phone 606-293-0563.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WLAP-FM: Programmed for adults & young adults. MUSIC: rock. NEWS: 5-min summaries at :00 & :30 6-10 am; noon & 6 pm. Weather, commentary & editorials. COMMERCIAL POLICY: maximum 8 minutes per hour, 10 events. 15-minute product protection. Contact Representative for further details. Rec'd 5/27/75.

3. FACILITIES
ERP 50,000 w.: 94.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 280 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 25b, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60k, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff——Rec'd 9/16/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	6.00	5.50	5.00	4.50
30 sec	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

52-WK CONTRACT:	100x	500x
1 min	4.25	4.00
30 sec	3.75	3.50

10. SPECIAL FEATURES
News—Drive time 9.00; other 7.00.

WVLK and WVLK-FM
1947 1961

Buckley Radio Sales, Inc.

NAB RAB

Sold in combination only.
Media Code 4 216 4230 3.00
Bluegrass Broadcasting Co., Inc., Box 1550, 120 East Main St., Lexington, Ky. 40507. Phone 606-254-1151.
STATION'S PROGRAMMING DESCRIPTION
WVLK: Programmed for general interest. AIR PERSONALITIES handle all time segments. NEWS: network and local every 30 min. 5:30 am-noon popular music with helicopter traffic reports, sports news and weather observations, household hints, hospital reports. Noon-5:30 pm popular music, network features, traffic reports. SPORTS: college football and basketball, high school football and basketball, horse racing. News on-the-spot coverage from 2 mobile units. Contact Representative for further details. Rec'd 7/29/74.
WVLK-FM: MUSIC: general popular music 6 am-1 am. NEWS: 7:30 am, 12:30 pm, 6:30 pm, national, international, local; 6 man staff; mobile unit. COMMERCIAL POLICY: 4 breaks per hour. Public affairs program at 7 pm. Weather twice hourly. Contact Representative for further details. Rec'd 6/10/70.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ralph E. Hacker.
Program Director—Jim Jordan.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 590 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
FM-ERP 50,000 w.; 92.9 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 854 ft. above average terrain.

4. AGENCY COMMISSION
15/5 net time; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 3d, 4a, 5, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47e, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: The Tobacco Radio Network.

TIME RATES
WVLK and WVLK-FM COMBINATION
No. 7 Eff 1/1/75—Rec'd 12/23/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.
A—Mon thru Sat 10 pm-midnight & 5-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS
AM/FM COMBINATION

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	24	20	21	17	18	15
12 ti	23	19	19	16	16	13
18 ti	22	18	18	15	15	12
24 ti	....	....	17	14	14	11

AM only: Deduct 5.00.
Edited by Ralph E. Hacker.

LIBERTY
Casey County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WKDO
1963

Media Code 4 218 4320 2.00
Janie Ruth Broadcasting Co., Box 278, Liberty, Ky. 42539. Phone 606-787-7331.

1. PERSONNEL
Manager—Carlos Wesley.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
250 w.; 1560 kc.
Operating schedule: Sunrise-local sunset. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
Member: Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 7/1/74—Rec'd 2/24/74

6. SPOT ANNOUNCEMENTS

PER MO, EA:	1 ti	11 ti	21 ti	50+
1 min	3.00	2.50	2.00	1.75

LONDON
Laurel County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WFTG
1955

RAB

Media Code 4 216 4410 1.00
London Broadcasting Company, Inc., Box 333, London, Ky. 40741. Ve 4-2148.

1. PERSONNEL
General Manager—Elmo Mills.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6:00 am-3:00 pm. EST.

4. AGENCY COMMISSION
15/5 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Appalachian Network, Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Rates effective March 1, 1958.
Rates received March 3, 1958.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	5.00	4.00	156 ti	4.00	3.20
13 ti	4.90	3.80	260 ti	3.75	3.00
26 ti	4.75	3.30	312 ti	3.50	2.80
52 ti	4.50	3.00	624 ti	3.25	2.60
104 ti	4.25	3.40	728 ti	3.00	2.40

10 seconds or 15 words, no minimum required.... 3.20
Automotive Spot Rates
1 min.... 4.00 30 sec.... 3.26

LOUISA
Lawrence County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WVKY
1970

RAB

Subscriber to the NAB Radio Code
Media Code 4 218 4450 7.00
Lawrence County Broadcasting Corp., Box 28, U. S. Hwy. 23, Louisa, Ky. 41230. Phone 606-638-9491.

1. PERSONNEL
Station Manager—Marshall E. Sidebottom.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.

TIME RATES
Eff 3/1/71—Rec'd 5/18/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	4.62	2.60	1.61
13 x	4.42	2.50	1.55
26 x	4.22	2.40	1.49
39 x	4.02	2.30	1.43
52 x	3.82	2.20	1.37
104 x	3.62	2.10	1.31
156 x	3.42	2.00	1.25
208 x	3.22	1.90	1.19
260 x	3.02	1.80	1.13
312 x	2.82	1.70	1.07
364 x	2.60	1.61	.97

LOUISVILLE (11 AM; 7 FM)
(including Jeffersonville, New Albany, Ind.)
Jefferson County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	65	45	55	45
B	55	41	50	33
C	50	35	42	25
D	33	32	33	23
AVERAGE	51	38	45	32

WAKY
1936
LOUISVILLE

BLAIR RADIO

NAB

Media Code 4 216 4500 6.00
Multimedia, 554-558 S. Fourth St., Louisville, Ky. 40202. Phone 502-583-3808.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald W. Meyers.
Commercial Manager—Robert L. Rice.
Program Director—John Randolph.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 790 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; payable on receipt.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12a, 13c, 14c.
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 6/1/75—Rec'd 5/21/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat & Sun all day.
B—Mon thru Fri 5-6 am & 11 pm-1 am.

7. PACKAGE PLANS

CLASS AA PER WK:	1 ti	6 ti	12 ti	18 ti
1 min	65.00	60.00	55.00	53.00
30 sec	52.00	48.00	44.00	42.50
CLASS A				
1 min	55.00	50.00	45.00	43.00
30 sec	44.00	40.00	36.00	34.50
CLASS B				
1 min	35.00	32.00	30.00	29.00
30 sec	28.00	25.50	24.00	23.50

ID's: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10% provided 6 1-min spots per wk maintained.
Edited by Donald W. Meyers.

wave radio970

1933
LOUISVILLE

KATZ RADIO

NAB

An Orion Broadcasting Station
Subscriber to the NAB Radio Code
Media Code 4 216 4590 8.00
Orion Broadcasting, Inc., Box 1000, 725 South Floyd St., Louisville, Ky. 40201. Phone 502-585-2201. TWX 502-589-2328.
STATION'S PROGRAMMING DESCRIPTION
WAVE: Programmed for adults and young adults. MUSIC: modern MOR. AIR PERSONALITIES. NEWS: world & regional at :60; brief world summaries at :30. Police helicopter traffic reports morning & afternoon. National & state capital bureaus. SPORTS: college football, basketball. FARM: capsules early morning. Contact Representative for further details. Rec'd 4/30/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James Caldwell.
General Sales Manager—Tom De Muth.
Farm Sales Coordinator—Bill Alford.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 970 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 32 Eff 8/1/74—Rec'd 8/5/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 5 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA	
PER WK:	1 min	30 sec	1 min	30 sec
1 ti	54	43	45	36
6 ti	52	42	44	35
12 ti	50	40	42	34
18 ti	48	38	41	33
24 ti	46	37	40	32

KENTUCKY

	A		B	
PER WK:	1 min	30 sec	1 min	30 sec
1 ti	35	25	14	11
6 ti	34	24	13	10
12 ti	32	22	12	(*)
18 ti	31	18	11	9
24 ti	30	16	10	8

(*) 9.50.

8. PROGRAM TIME RATES
AA—Mon thru Sun 6 am-7 pm.
A—All other times.

	AA				A			
PER YR:	1/2 hr	1/4 hr	10 min	5 min	1/2 hr	1/4 hr	10 min	5 min
1 x	95	63	53	45	65	40	35	30
52 x	90	60	51	41	62	38	33	27
156 x	—	—	—	40	—	—	—	25
260 x	—	—	—	37	—	—	—	24
520 x	—	—	—	35	—	—	—	23

WCSN (FM)
1963
LOUISVILLE
A Great Trails Station
Media Code 4 218 4635 3.00
Div. of Great Trails Broadcasting Corp., 367 W. Walnut, Louisville, Ky. 40202. Phone 502-589-4800.
See affiliated AM station for additional information.
AM facilities: WKLO.
STATION'S PROGRAMMING DESCRIPTION
WCSN (FM): Melodic presentation of familiar standards & current favorites; demographic target: 25+.
COMMERCIAL POLICY: maximum 8 commercials per hour, commercials at :15. Contact Representative for further details. Rec'd 11/27/74.

3. FACILITIES
ERP 20,000 w.: 99.7 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 720 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.

TIME RATES
No. 1 Eff 8/1/70—Rev 5/6/74—Rec'd 5/10/74.

6. SPOT ANNOUNCEMENTS

PER WK, ROS, 6 AM-MIDNIGHT:	1 ti	12 ti	18 ti
1 min/30 sec	12	10	8

WFIA
1946
LOUISVILLE
Media Code 4 216 4680 5.00
Radio 900, Inc., 310 W. Liberty St., Suite B-3, Louisville, Ky. 40202. Phone 502-583-4811.
STATION'S PROGRAMMING DESCRIPTION
WFIA: Programmed for religious listening. National taped programs, religious and patriotic, daily and weekly. Local taped and live church programs daily and weekly. Sermons and music. Evangelical and fundamental Christian. TALK: telephone conversation 1:30-2:30 pm M-F. Studio guest participation. NEWS: local, 5 min on half hour, 15 min at 1 pm. Local civic and religious activities announced during heavenly music segments. Rec'd 3/26/75.

1. PERSONNEL
President—Douglas D. Kahle.
General Manager—Russell E. Manship.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 26, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Tobacco and theatre commercials unacceptable.

TIME RATES
No. 6 Eff 6/1/73—Rec'd 9/5/74.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
WK:	1 wk	4 wk	13 wk	52 wk	1 wk	4 wk	13 wk	52 wk
1 ti	7.50	7.10	6.75	6.40	6.00	5.70	5.40	5.10
6 ti	7.10	6.75	6.40	6.00	5.70	5.40	5.10	4.80
12 ti	6.75	6.40	6.00	5.65	5.40	5.10	4.80	4.50
18 ti	6.40	6.00	5.65	5.25	5.10	4.80	4.50	4.20
24 ti	6.00	5.65	5.25	5.00	4.80	4.50	4.20	4.00
30 ti	5.65	5.25	5.00	4.75	4.50	4.20	4.00	3.80
36 ti	5.25	5.00	4.75	4.50	4.20	4.00	3.80	3.60

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	110.50	105.00	99.50	94.00	88.50	82.50
1/2 hr	66.00	63.50	59.50	56.00	53.00	49.50
1/4 hr	44.00	42.00	39.00	37.50	35.50	33.50
10 min	33.50	31.00	29.50	28.50	27.00	25.00
5 min	23.50	21.50	20.50	19.50	18.00	17.00

WFIA-FM
1974
LOUISVILLE
Media Code 4 218 4681 7.00
Radio 900, Inc., 310 W. Liberty St., Louisville, Ky. 40202. Phone 502-583-4811.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WFIA-FM: Programmed for religious listening. National taped programs, religious & patriotic, daily & weekly. Local taped & live church programs daily & weekly. Sermons & music. Evangelical & fundamental Christian. TALK: telephone conversation 1:30-2:25 pm M-F. Studio guest participation. NEWS: local & national on half hours & 5 daily 15-min newscasts. Local civic & religious activities announced during day. Rec'd 4/7/75.

(This listing continued on next page)

Louisville—W F I A-FM—Continued

1. PERSONNEL
Vice-President—Edwin Tornberg.
3. FACILITIES
ERP 950 w. (horiz.), 950 w. (vert.); 103.9 mc.
Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 567 ft. above average terrain.

TIME RATES
No. 1 Eff 9/1/74—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
WK:	1 wk	4 wk	13 wk	52 wk	1 wk	4 wk	13 wk	52 wk
1 ti	3.75	3.55	3.40	3.20	3.00	2.85	2.70	2.55
6 ti	3.55	3.40	3.20	3.00	2.85	2.70	2.55	2.40
12 ti	3.40	3.20	3.00	2.85	2.70	2.55	2.40	2.25
18 ti	3.20	3.00	2.85	2.65	2.55	2.40	2.25	2.10
24 ti	3.00	2.85	2.65	2.50	2.40	2.25	2.10	2.00
30 ti	2.85	2.65	2.50	2.40	2.25	2.10	2.00	1.90
36 ti	2.65	2.50	2.40	2.25	2.10	2.00	1.90	1.80

10 sec: 50% of 1-min.

6. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	41.25	39.00	37.00	35.00	33.00	31.00
1/2 hr	24.75	23.50	22.25	21.00	19.75	18.50
1/4 hr	16.75	15.50	14.75	14.00	13.25	12.50
10 min	12.50	11.75	11.25	10.75	10.00	9.50
5 min	8.50	8.00	7.50	7.00	6.75	6.50

WHAS radio84

1922
LOUISVILLE

MAJOR MARKET RADIO, INC.

NAFB

NAB

Media Code 4 218 4770 8.00
WHAS, Inc., 520 W. Chestnut, Louisville, Ky. 40202. Phone 502-582-7840. TWX 810-535-3336.
Mailing address: Box 1084, Louisville, Ky. 40201.

STATION'S PROGRAMMING DESCRIPTION
WHAS: Programmed for adults and young adults. MUSIC: modern MOR. Strong personality identification, frequent audience phone participation. NEWS & SPORTS: 3 1/2-hour & 3 1/4-hour news/sports blocks; hourly news & sports. Over 250 play-by-play sports events per year. Helicopter traffic. FARM: agriculture reports, markets, consumer information, news 5:30-6:30 am. Telephone talk 8-9:30 pm. Drama 9:30-10:30 pm. Contact Representative for further details. Rec'd 6/4/74.

1. PERSONNEL
Executive Vice-President—Frederic Osler.
Station Manager—Hugh Barr.
General Sales Manager—James H. Topmiller, Jr.
2. REPRESENTATIVES
Major Market Radio, Inc.
3. FACILITIES
50,000 w.; 840 kc. Clear channel. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 24 Eff 11/1/74—Rec'd 10/12/74.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Sat 5-5:30 am; Mon thru Fri 10 am-3 pm; Sun 5 am-midnight.
B—Mon thru Sat 7 pm-midnight.
C—Mon thru Sat midnight-5 am.

7. PACKAGE PLANS
1-MINUTE PERSONALITY IMPACT PLANS
ANNUAL PLAN 1

	1x	156x	312x	468x	624x	936x	1248x
AAA	70	65	60	55	50	47	45
AA	55	50	45	40	35	30	25
A	40	35	30	28	26	25	22
B	30	25	24	23	22	21	20
C	20	19	18	17	16	15	15

Maximum 2/3 drive; up to 1/3 AAA.

WEEKLY PLAN 2

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AAA	65	60	55	50	47	45
AA	50	45	40	35	30	25
A	35	30	28	26	25	22
B	25	24	23	22	21	20
C	19	18	17	16	15	15

Maximum 2/3 drive; up to 1/3 AAA.

WEEKLY PLAN 3

AAA	60	55	50	45	43	40
AA	45	40	35	30	28	25
A	30	28	25	24	22	20
B	23	22	21	20	19	18
C	18	17	16	15	14	13

Maximum 1/2 drive; up to 1/4 AAA. Minimum 1/4 B. Balance A and/or C.

ALL-DRIVE PLAN 4
All-drive schedules take 1x only rate.
30 sec: 80% of 1-min.
10 sec: 50% of 1-min; preemptible.
Time class distribution based on wkly schedule; rates may be earned on wkly or annual volumn basis.

8. PROGRAM TIME RATES
PROGRAMS/FARM SPONSORSHIPS
MON-SAT 5-10 AM

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
1/4 hr	185	175	165	155	145
10 min	140	130	120	115	110
5 min	110	105	100	95	90
2 min	80	76	72	68	64
MON-SAT 10 AM-MIDNIGHT; *SUN ALL DAY					
1/2 hr	255	245	235	220	205
1/4 hr	150	140	135	130	125
10 min	110	105	100	95	90
5 min	75	70	65	63	60
2 min	55	52	50	48	45

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%
(*) Additional 20% discount.

10. SPECIAL FEATURES
FARM PARTICIPATIONS & ADJACENCIES

PER YR:	1x	52x	104x	156x
PER WK:	1 ti	6 ti	12 ti	18 ti
1 min	70	65	60	55
30 sec	56	52	48	44
10 sec	42	39	36	33

Combinable with other spots.

WHAS-FM

1966
LOUISVILLE

NAB NAFMB

Media Code 4 218 4771 6.00
WHAS, Inc., 520 W. Chestnut, Louisville, Ky. 40202. Phone 502-582-7531. TWX 810-535-3336.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHAS-FM: MUSIC: Classical. Contact Representative for further details. Rec'd 9/6/74.

1. PERSONNEL
Program Director—Brench Boden.
3. FACILITIES
ERP 100,000 w., 97.5 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 505 ft. above average terrain.

TIME RATES
No. 2 Eff 12/1/73—Rec'd 4/5/74.
AAA—5-11 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	10 ti	15 ti	20 ti	10 ti	15 ti	20 ti
1 min	10	9	8	9	8	7
30 sec	8	7	6	7	6	5

8. PROGRAM TIME RATES

ALL TIMES:	1x	52x	104+
1 hr	50	45	40
1/2 hr	30	28	25

WHEL

1949
NEW ALBANY, IND.

Media Code 4 218 4860 7.00
WHEL, Inc., Box 1196, Louisville, Ky. 40201. Phone 812-944-5474.

STATION'S PROGRAMMING DESCRIPTION
WHEL: Programmed for adults.
AIR PERSONALITIES emcee 100% of operation. MUSIC 85%: all standards. NEWS 15%: 2 newsmen. 5 min at :30. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—James J. Nathan.
Operations Manager—Mike Redford.
Public Service—Shirley O'Bryan.
2. REPRESENTATIVES
Bob Dore Associates.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24a, 25a, 28b, 28c, 29b, 31, 33c.
Contracts: 40a, 42b, 42c, 44a, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61a, 62a, 62d.
Cancellation: 70b, 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff——Rec'd 5/24/71.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 wk	13 wk	26 wk	52 wk
6 ti	15.00	14.50	14.00	13.50
12 ti	14.00	13.50	13.00	12.50
18 ti	13.00	12.50	12.00	11.50
24 ti	12.00	11.50	11.00	10.50

30 sec: 80% of 1-min.
Edited by D. Wyatt.

WINN

1940
LOUISVILLE

Buckley Radio Sales, Inc.

NAB RAB

Media Code 4 218 4950 6.00
Kentucky Central Broadcasting, Inc., Fincastle Bldg., Louisville, Ky. 40202. Phone 502-585-5148.

STATION'S PROGRAMMING DESCRIPTION
WINN: Programmed for general interest.
AIR PERSONALITIES handle all segments. 100% modern country music with traffic reports in drive times, hourly community interest announcements and regular audience participation contests & public service announcements recorded by local individuals. NEWS: Local, area and network at :10. SPORTS: Headlines and scores at 6:45 and 7:45 am, sports summary at 6 pm. Contact Representative for further details. Rec'd 3/1/74.

1. PERSONNEL
President—H. Hart Hagan, Jr.
General Manager—Art Grunewald.
General Sales Manager—David Lowe.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
No. 7 Eff 2/1/75—Rec'd 2/5/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA			AA			A		
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	29	21	25	18	20	14
12 ti	28	20	24	17	19	13
18 ti	27	19	23	16	18	12
24 ti	26	18	22	15	17	11

7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	26	25	24	23
30 sec	19	18	17	16

WKLO

1948
LOUISVILLE
A Great Trails Station

Media Code 4 218 5000 9.00
Div. of Great Trails Broadcasting Corp., 307 W. Walnut, Louisville, Ky. 40202. Phone 502-589-4800.

STATION'S PROGRAMMING DESCRIPTION
WKLO: Programmed for young adults.
MUSIC: current hits, rock and roll. COMMERCIAL POLICY: 12 min per hour, 16 commercials maximum after 9 am; 14 min per hour, 19 commercials hourly 6-9 am. Contact Representative for further details. Rec'd 3/27/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—E. A. Gudridge.
General Sales Manager—Bernie W. Thompson.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
10,000 w. days, 1,000 w. nights; 1080 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 22a, 23a, 23b, 25a, 28b, 29a.
Contracts: 40a, 41, 46, 47a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70c, 71a, 73b.
FM facilities: WCSN (FM).
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 5/1/75—Rec'd 4/30/75.
I—Mon thru Fri 6-10 am & 3-7 pm.
II—All other times.

6. SPOT ANNOUNCEMENTS

	I			II		
PER WK:	1 ti	12 ti	24 ti	1 ti	12 ti	24 ti
PER YR:	1x	260x	500x	1x	260x	500x
1 min	35.00	33.00	30.00	25.00	23.00	20.00
30 sec	28.00	26.40	24.00	20.00	18.40	16.00

(*) 6-10 am.
(†) 3-7 pm.
Edited by Bernie W. Thompson.

WLOU

1948
LOUISVILLE

Independent Black

Media Code 4 218 5220 3.00
Summers Broadcasting, Inc., Box 8278, 2549 S. 3rd St., Louisville, Ky. 40208. Phone 502-636-8535.

STATION'S PROGRAMMING DESCRIPTION
WLOU: Programmed to black listener.
MUSIC: 60% popular R & B; 20% religion & religious music (gospel) & spiritual); jazz. AIR PERSONALITIES handle all segments. Taped commercials by air personalities interchangeable. NEWS: 8 min network & local news at :60. News is community oriented, also national & international. Community bulletin board 3x daily. M-F with clubs, churches & school activities. Editorials 3x per day. Fri-Sun. Contact Representative for further details. Rec'd 2/21/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—William E. Summers III.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
5,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only: 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

(This listing continued on next page)

CONSUMER DOMINANCE!
Men 25-49
Women 25-49
WHAS84
50 KW 1A, Louisville, Ky.
No.1 METRO
No.1 ADI
No.1 TSA
Major Market Radio, Inc.
Spring, 1975 ARB M-F 6am-7pm ¼ Hr. Estimates

TIME RATES
No. 3 Eff 12/1/74—Rec'd 12/18/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 wk..	26	24	23	22	22	20	19	18
14 wk	25	23	22	21	21	19	18	17
27-52	24	22	21	20	20	18	17	16

Flat 1-5 ti per wk, 1-min 28.00; 30 sec 24.00.

1 wk..	24	22	21	20	20	18	17	16
14 wk	23	21	20	19	19	17	16	15
27-52	22	20	19	18	18	16	15	14

Flat 1-5 ti per wk, 1-min 26.00; 30-sec 22.00.
10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—1-min rate, extra 25%.

WLRS (FM)
1964
LOUISVILLE

ABC-FM Spot Sales, Inc.

Media Code 4 218 5310 2.00
Kentucky Technical Institute, 800 S. Fourth St., Louisville, Ky. 40203. Phone 502-585-5178.

STATION'S PROGRAMMING DESCRIPTION
WLRS (FM): Programmed for young adults.
MUSIC: rock. Special produced news features interspersed with regular programming. COMMERCIAL POLICY: maximum 8 units per hour, maximum 2 units per break. Contact Representative for further details. Rec'd 7/8/74.

1. PERSONNEL
General Manager—Louisa W. Henson.
Vice-President—Edward Henson.
Program Director—David St. John.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Quadrophonic.
Operating schedule: 24 hours daily. EST.
Antenna ht: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%, 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 22b, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 31, 32a, 33c, 33d.
Contracts: 40a, 41, 44a, 46, 49, 50, 51c.
Comb., Cont. Discounts: 60a.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81.
Affiliated with American FM Network.

TIME RATES
No. 2 Eff 8/13/73—Rec'd 11/26/73.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	25	22	20	18	20	18	16	14
30 sec	20	18	16	14	16	14	13	11

10 sec: 50% of 1-min.

WQHI 95
Kentuckiana's most powerful full time Quad rock station

WQHI
1974
JEFFERSONVILLE, IND.

mcgavren-guild
pgw radio, inc.

Stereo Rock

NAB

Media Code 4 218 5355 7.00
Whatever's Fair, Inc., Box 1187, Louisville, Ky. 40201. Phone 812-288-8244.

STATION'S PROGRAMMING DESCRIPTION
WQHI: Programmed for young adults and teens 12-49.
MUSIC: blend of current and recurrent contemporary hit singles and popular album cuts. COMMERCIAL POLICY: maximum 8 min per hour within 4 breaks. Contact Representative for further details. Rec'd 4/5/74.

1. PERSONNEL
President—John T. Rutledge.
Exec. V.-P. & Gen'l Mgr.—Charles R. LeGette.
Program Consultant—George Burns.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 34,000 w. (horiz.), 34,000 w. (vert.); 95.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 580 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 5a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15d.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 30, 33d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 2 Eff 8/1/74—Rec'd 8/26/74.
AA—Daily 6 am-7 pm.
A—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	3 ti	12 ti	16 ti	24 ti	30 ti
1 min	50	45	41	37	33	29
30 sec	40	35	32	29	26	23
CLASS A						
1 min	42	37	33	29	25	21
30 sec	31	26	23	20	17	14

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10% 6 spots per wk to be maintained.
Submitted by Amy Baach.

WREY
1966
NEW ALBANY, IND.

Media Code 4 218 5400 1.00
New Albany Broadcasting Co., Box 634, 4th & Spring St., New Albany, Ind. 47150. Phone 812-945-9195.
Member: Kentucky Radio Network.

STATION'S PROGRAMMING DESCRIPTION
WREY: Programmed for adults and young adults.
MUSIC: middle-of-the-road. Local news staff and correspondents, local news every hour. Farm 12:45-1 pm, talk 11 am-12:30 pm. Traffic reports, general information. SPORTS: live college football, high school football and basketball, live little league baseball, stock car racing. RELIGIOUS: Sun 6 am-12N. Contact Representative for further details. Rec'd 10/2/70.

1. PERSONNEL
Manager—Larry Price.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
500 w. days; 1290 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; payable 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 20b, 21a, 21d.
Basic Rates: 22b, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 46, 49, 51c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70e, 71a, 72, 73b.
Prod Services: 80, 82.
Member: Farm Radio Network.

TIME RATES
No. 2 Eff 5/1/67—Rec'd 5/3/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	7 00	5.00	104 x	5.25	4.00
13 x	6.50	4.75	156 x	5.00	3.75
26 x	6.00	4.50	260 x	4.75	3.50
52 x	5.50	4.25	312 x	4.50	3.25

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	65 00	45.00	30.00	20.00	15.00
13 x	60.00	42.00	28.00	19.00	14.00
26 x	56.00	39.00	26.00	18.00	13.00
52 x	52.00	36.50	24.00	17.00	12.00
104 x	48.00	33.50	22.00	16.00	11.00
156 x	45.50	31.50	20.00	15.00	10.00
260 x	42.50	30.00	18.00	14.00	9.00
312 x	40.00	28.00	16.00	13.00	8.00

WSTM (FM)
1966
LOUISVILLE

Media Code 4 218 5490 2.00
Scott Broadcasting Co., Executive Park, Louisville, Ky. 40207. Phone 502-897-6512.

STATION'S PROGRAMMING DESCRIPTION
WSTM (FM): Programmed for adults & young adults.
MUSIC: MOR with live personalities. NEWS: 5 min at midnight, 6, 8 am, noon, 4 & 7 pm; 3 min remainder of day. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Operations Manager—Dave Adler.
Program Director—Don Rogan.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule; 24 hours. EST.
Antenna ht. 186 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

YR:	1x	26x	52x	156x	260x	312x	520x	1000x
1 min	9.00	8.00	7.00	6.00	5.50	5.25	4.75	4.50
30 sec	7.00	6.25	5.50	4.75	4.50	4.25	4.00	3.75

ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	12 ti	24 ti	36 ti	48 ti
1 min	7.00	6.00	5.50	5.00
30 sec	5.50	4.75	4.50	4.00

10. SPECIAL FEATURES

NEWSCASTS, PER WK:	5 ti	10 ti	15 ti	20 ti
5 min, ea	10	9	8	7

Edited by Dave Adler.

WTMT
1957
LOUISVILLE

Media Code 4 218 5580 0.00
Jefferson Broadcasting Co., Inc., York Towers, 2nd and York St., Louisville, Ky. 40203. Phone 502-583-3981.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lee Stinson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
500 w days; 620 kc. Directional.
Operating schedule: 5:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 33a.
Contracts: 40c, 41, 42a, 42c, 44b, 45, 46, 47e, 48, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Rates effective December 15, 1965. (Card No. 6.)
Card received November 26, 1965.
Class AA—6:00-10:00 am and 3:00-7:00 pm Mon thru Fri.
Class A—All other times.

7. PACKAGE PLANS
MARKET BUSTER PLAN

	Class AA 1 min	Class AA 30 sec	Class A 1 min	Class A 30 sec
Fixed position	24.	19.	22.	18.
24 ti	15.	12.	13.	10.
18 ti	16.	13.	14.	11.
12 ti	17.	14.	15.	12.
6 ti	18.	15.	16.	13.
Less than 6 ti	20.	16.	18.	15.

7 DAY SOUND VALUE PLAN

PER WK:	1 min	30 sec		1 min	30 sec
14 ti	15.	12.	28 ti	13.	10.
21 ti	14.	11.			

Announcements must be spread proportionally over 7 days. Seven Day Sound Value Plan announcements do not combine with Market Buster Plan for greater discounts.

WEEKEND SPECIAL PLAN

PER WKND:	1 min	30 sec		1 min	30 sec
12 ti	14.	11.	24 ti	12.	9.
18 ti	13.	10.			

Announcements must be equally divided between Sat and Sun. Weekend Special Plan may combine with Market Buster Plan for greater discounts.
ID's—50% of 1-minute rate.
ID's combine at the rate of 2 ID's equal 1 minute for greater discounts.

Discounts
26 consec wk 5%, 52 consec wk 10%
Submitted by Lee Stinson.

WVEZ
1967
LOUISVILLE

ata Alan Torbet Associates, Inc.

RAB

A Stoner Station

Media Code 4 218 5623 3.00
Stoner Broadcasting System, 100 E. Liberty St., Louisville, Ky. 40202. Phone 502-587-1383.

STATION'S PROGRAMMING DESCRIPTION
WVEZ: MUSIC: familiar standards & melodic arrangements of current favorites. NEWS: capsules at :58. COMMERCIAL POLICY: programmed in uninterrupted segments with 4 commercial breaks per hour. Contact Representative for further details. Rec'd 5/24/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bruce Dodge, Jr.
Operations Director—Jerry Bigler.
Program Consultant —Jim Schulke.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47c, 48, 51b.
Comb.; Cont. Discounts: 60d, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod Services: 82
Affiliated with ATA Radio Network.

TIME RATES
No. 8 Eff 4/1/75—Rec'd 4/9/75.
AAA—Mon thru Fri 10 am-7 pm.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)
6 ti	26	21	24	19	20	16	9	7
12 ti	25	20	23	18	19	15	7	5
18 ti	24	19	22	17	18	14	5	3

(*) 30 sec.

7. PACKAGE PLANS
TAP—1/2AAA, 1/4AA, 1/4A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	23	22	21	20
30 sec	18	17	16	15

ROS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	18	16	14	12	11
30 sec	16	14	12	10	9

DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%

KENTUCKY

WXVW
1961
JEFFERSONVILLE, IND.

RAB

Media Code 4 218 5670 6.00
Electrocast, Inc., Box 666, Jeffersonville, Ind. 47130. Phone 812-283-3577.

STATION'S PROGRAMMING DESCRIPTION
WXVW: Progressive for young adults and adults.
MUSIC: Solid Gold. NEWS: 3 man local news staff; 10 min local & network hourly, 6 am-noon air personalities, traffic reports, general information. Noon-6 am air personalities. SPORTS: high school & college football & basketball, horse racing, stock car races, golf. RELIGIOUS: Sun 4-7 am. FEATURES: dial-a-score service, weather wire, live music shows. Contact Representative for further details. Rec'd 5/3/73.

1. PERSONNEL
General Manager—Charles J. Jenkins, Jr.
General Sales Manager—Bill Hiner.

2. REPRESENTATIVES
Chicago—National Time Sales.
Regional Reps Corp.
Southwest, Southwest, St. Louis, Kansas City—R. S. Crane Company, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 24b, 25b, 28b, 28c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60f, 61b.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with American Information Network.
Member: Indiana Broadcasters Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 6/17/74—Rec'd 7/1/74.
A—6 am-7 pm.
B—7 pm-midnight.
C—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	9.00	7.00	8.00	6.00
10 ti	8.50	6.50	7.50	5.50
20 ti	8.00	6.00	7.00	5.00
30 ti	7.50	5.50	6.50	4.50
40 ti	7.00	5.00	6.00	4.00
C: 1 min, flat	5.00	C: 30 sec, flat		3.00

15 sec: 50% of 1-min.
Specified time, per spot, extra 2.00.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2A, 1/2R

	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	8.00	7.00	6.50	6.00	5.50
30 sec	6.00	5.00	4.50	4.00	3.50

2 wks maximum.

CLASS A—BULK

	156x	260x	312x	520x	780x	1000x
1 min	8.00	7.50	6.50	5.75	5.50	5.25
30 sec	6.00	5.50	4.50	3.75	3.50	3.25

15 sec: 50% of 1-min.
Specified time, per spot, extra 2.00.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	25	32	45	75	105
13 x	20	28	40	60	85
26 x	18	25	36	50	70
52 x	17	22	32	45	64
78 x	15	20	30	40	55
104 x	13	19	26	35	50
156 x	12	18	23	32	47
208 x	11	17	20	29	45
260 x	10	15	18	27	43
312 x	9	13	17	25	40
364 x	(*)	11	15	23	38

(*) 8.50.

MADISONVILLE (2 AM; 1 FM)

Hopkins County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WFMW
1949

NAB

Subscriber to the NAB Radio Code

Media Code 4 218 5760 8.00
Sound Broadcasters, Inc., Box 338, Madisonville, Ky. 42431.

STATION'S PROGRAMMING DESCRIPTION
WFMW: NEWS: UPI audio. C&W music.

1. PERSONNEL
General Manager—Bob G. Simmons.

2. REPRESENTATIVES
Regional Reps Corp.
South—R. S. Crane Company, Inc.

3. FACILITIES
500 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.

TIME RATES
Eff 10/30/70—Rec'd 10/29/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	5.00	4.00	3.00
13 x	4.90	3.90	2.90
26 x	4.80	3.80	2.80
52 x	4.60	3.60	2.60
104 x	4.40	3.40	2.40
156 x	4.00	3.00	2.00
260 x	3.80	2.80	1.80
312 x	3.20	2.20	1.60
360 x	3.00	2.00	1.40

(Madisonville continued on next page)

Modisonville—Continued

WFMW-FM
1949
Stereo

Subscriber to the NAB Radio Code
Media Code 4 218 5800 2.00
Sound Broadcasters, Inc., Box 338, Madisonville, Ky. 42431.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WFMW-FM: 5 min nat'l news at :60; soft pop.
3. FACILITIES
EIRP 30,000 w.; 93.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 370 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
TIME RATES
Rates are identical to WFMW. See that listing.

WTTL
1956
Media Code 4 218 5850 7.00
Hopkins County Broadcasters, Box 387, 265 S. Main St., Madisonville, Ky. 42431. Phone 502-821-1310.
STATION'S PROGRAMMING DESCRIPTION
WTTL: Programmed for adults and young adults.
1. PERSONNEL
Manager—Jerry McKonley.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days, non-directional; 500 w. nights, directional; 1310 kc
Operating schedule: 5:00 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Farm Radio Network.
TIME RATES
Rates effective December 1, 1965.
Rates received December 1, 1965.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	5.00	3.75	2.50
26 ti	4.80	3.60	2.40
52 ti	4.50	3.37	2.25
104 ti	4.20	3.15	2.10
156 ti	3.90	2.92	1.95
260 ti	3.60	2.70	1.80

MANCHESTER
Clay County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WWXL
1956

Subscriber to the NAB Radio Code
Media Code 4 218 5940 6.00
Wilderness Road Broadcasting Company, Inc., P. O. Box 368, Manchester, Ky. 40962. Ly 8-4694.
1. PERSONNEL
General Manager—Cecil Corum.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Kentucky Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective ———.
Rates received August 11, 1961.
6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.		1 min.	30 sec.
1 time	2.50	1.50	156 times	1.20	1.20
13 times	2.40	1.45	208 times	1.80	1.15
26 times	2.30	1.40	260 times	1.70	1.10
39 times	2.20	1.35	312 times	1.60	1.05
52 times	2.10	1.30	364 times	1.50	1.00
104 times	2.00	1.25			

MARION
Crittenden County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WMJL
1967
Media Code 4 218 3980 2.00
Crittenden County Broadcasting Corp., Inc., Box 68, Marion, Ky. 42064. Phones 502-965-2271, 2224.
STATION'S PROGRAMMING DESCRIPTION
WMJL: State & national news at :60.
1. PERSONNEL
Manager—Edwin E. Hill.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
250 w.; 1500 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.
TIME RATES
No. 2 Eff 9/1/73—Rec'd 4/29/74.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	2.50	2.00

MAYFIELD (1 AM; 1 FM)
Graves County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WNGO / WNGO-FM
1947 / 1953

Subscriber to the NAB Radio Code
Media Code 4 218 6030 5.00
West Kentucky Broadcasting, Inc., Box 679, Paducah Rd., Mayfield, Ky. 42066. Phone 502-247-5122.
1. PERSONNEL
Pres. & Gen'l Mgr.—Charles W. Stratton.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
FM FACILITIES
ERP 2.150 w.; 94.7 mc.
Operating schedule: 5:30 am-10:00 pm. CST.
Antenna ht., 200 ft. above average terrain.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Kentucky Radio Network.
TIME RATES
Eff 3/1/75—Rec'd 2/25/75.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	5.00	4.75	4.50	4.25	4.00

MAYSVILLE (1 AM; 1 FM)
Mason County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WFTM
1948

Media Code 4 218 6120 4.00
Standard Tobacco Co., Inc., 626 Forest Ave., Maysville, Ky. 41056. Phone 606-564-3361.
1. PERSONNEL
General Manager—Roy A. Redmond.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. EST.
Partial simulcast operation. For non-simulcast facilities see WFTM-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS
Member: Farm Radio Network, Kentucky Radio Network, The Tobacco Radio Network.
TIME RATES
No. 4 Eff 7/1/66—Rec'd 8/1/66.
6. SPOT ANNOUNCEMENTS
(6 am-7 pm)
1 MINUTE

1 x	4.30	104 x	3.05
13 x	4.05	156 x	2.75
26 x	3.65	260 x	2.45
52 x	3.45	312 x	2.25

100 WORDS OR LESS

1 x	3.55	156 x	2.30
13 x	3.45	300 x	2.00
26 x	3.05	600 x	1.85
52 x	2.75	1000 x	1.75
104 x	2.50		

(7 pm-midnight)
100 WORDS OR LESS

1 x	2.95	156 x	1.90
13 x	2.85	300 x	1.65
26 x	2.55	600 x	1.55
52 x	2.30	1000 x	1.45
104 x	2.10		

WFTM-FM
1966

Subscriber to the NAB Radio Code
Media Code 4 218 6121 2.00
Standard Tobacco Company, Inc., Box 100, 626 Forest Ave., Maysville, Ky. 41056. Phone 606-564-3361.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 95.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht. 200 ft. above average terrain.
Partial simulcast operation. For simulcast facilities see WFTM.
4. AGENCY COMMISSION
15/0 on time.
TIME RATES
FM only: 50% of AM.

MIDDLESBORO (2 AM; 1 FM)
Bell County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WAFI
1969
Subscriber to the NAB Radio Code
Media Code 4 218 6175 8.00
Tri-State Broadcasters, Box 447, 2118-1/2 Cumberland Ave., Middlesboro, Ky. 40965. Phone 606-248-6768.
STATION'S PROGRAMMING DESCRIPTION
WAFI: Programed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—Walt Powell.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
3. FACILITIES
1,000 w.; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.
TIME RATES
Eff ———Rec'd 10/1/70.
6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	208x	260x	312x
1 min	2.50	2.40	2.30	2.20	2.00	1.90	1.80	1.70
30 sec	1.55	1.45	1.35	1.30	1.20	1.10	1.00	.90

WMIK
1948

Media Code 4 218 6210 3.00
Cumberland Gap Broadcasting Company, Box 608, N. 19th St. Extension, Middlesboro, Ky. 40965. Phone 606-248-5842.
STATION'S PROGRAMMING DESCRIPTION
WMIK: Programmed for all listeners.
1. PERSONNEL
General Manager—James E. Ballard.
2. REPRESENTATIVES
David Carpenter Company.
Regional Reps Corp.
3. FACILITIES
500 w. days; 560 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Kentucky Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff———Rec'd 9/19/74.
6. SPOT ANNOUNCEMENTS

	—Fixed—		—ROS—	
	1 min	30 sec	1 min	30 sec
1 x	4.90	3.85	4.75	3.50
26 x	4.60	3.45	4.30	3.25
52 x	4.20	3.25	3.85	3.00
104 x	3.90	2.95	3.55	2.80
156 x	3.60	2.70	3.30	2.55
260 x	3.25	2.50	2.90	2.45
312 x	2.80	2.40	2.40	2.15
624 x	2.35	2.20	2.20	1.90
1000+	2.00	1.75	1.85	1.65

WMIK-FM
1971

Media Code 4 218 6211 1.00
Cumberland Gap Broadcasting Co., Box 608, N. 19th St. Ext., Middlesboro, Ky. 40965.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 92.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 298 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates identical to WMIK. See that listing.

MONTICELLO
Wayne County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WFLW
1955

Subscriber to the NAB Radio Code
Media Code 4 218 6300 2.00
Regional Broadcasting Co., Box 36, Monticello, Ky. 42633. Phone 606-348-8427.
1. PERSONNEL
General Manager—Stephen Staples.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, The Tobacco Radio Network, Kentucky Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/62—Rec'd 3/28/62.

	1x	13x	26x	52x	104x	156x
1 min	3.80	3.60	3.30	3.10	2.90	2.70
20/30 sec	2.75	2.60	2.50	2.35	2.25	2.10
10 sec	1.90	1.80	1.65	1.55	1.45	1.35
	260x	312x	400x	500x	600x	1000x
1 min	2.50	2.40	2.25	2.05	1.85	1.55
20/30 sec	2.00	1.85	1.70	1.60	1.50	1.20
10 sec	1.25	1.20	1.05	1.00	.90	.75

.05 less per spot/ea 500 over 1000 per yr (max 3000).

MOREHEAD (1 AM; 1 FM)
Rowan County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WMOR
1955

Subscriber to the NAB Radio Code
Media Code 4 218 6390 3.00
Morehead Broadcasting Co., Inc., Box 40, 223-1/2 Main St., Morehead, Ky. 40351. Phone 606-784-4141.
1. PERSONNEL
General Manager—William Whitaker.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast noon-local sunset. For non-simulcast facilities see WMOR-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Kentucky Radio Network, The Tobacco Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 1/9/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x
1 min	3.00	2.50	2.25
30 sec	2.00	1.75	1.50

7. PACKAGE PLANS
SATURATION

	1 min	30 sec	20 sec	10 sec
50 ti in 10 days, ea	2.25	1.75	1.50	1.25

WMOR-FM
1965

Subscriber to the NAB Radio Code
Media Code 4 218 6391 1.00
Morehead Broadcasting Co., Inc., Box 40, 223-1/2 Main St., Morehead, Ky. 40351. Phone 606-784-4141.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 92.1 mc.
Operating schedule: noon-11 pm daily. EST.
Antenna ht.: 20 ft. below average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WMOR.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates are identical to WMOR. See that listing.

MORGANFIELD (1 AM; 1 FM)
Union County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WMSK
1960

Media Code 4 218 6480 2.00
Union County Broadcasting Co., Inc., Box 178, Hwy. 60, S., Morganfield, Ky. 42437. Phones 502-389-1550, 1551.
1. PERSONNEL
Manager—Bob Hite.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Regional Reps Corp.
3. FACILITIES
250 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WMSK-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Member: Kentucky Radio Network.
TIME RATES
Eff 11/2/60—Rec'd 12/1/60.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	5.60	3.35	130 x	3.05	2.35
13 x	4.30	3.25	156 x	2.90	2.25
26 x	4.15	3.05	208 x	2.65	2.05
39 x	3.90	2.95	260 x	2.40	1.95
52 x	3.70	2.75	312 x	2.30	1.75
104 x	3.30	2.55	364 x	2.10	1.60

WMSK-FM
1966

Media Code 4 218 6481 0.00
Union County Broadcasting Co., Inc., Box 178, Hwy. 60, S. Morganfield, Ky. 42437. Phones 502-389-1550, 1551.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 95.3 mc.
Operating schedule: 5:43 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WMSK.
TIME RATES
Rates are identical to WMSK. See that listing.

MT. STERLING (1 AM; 1 FM)

Montgomery County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WMST
1957

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 218 6570 0.00
Mt. Sterling Broadcasting Co., Inc., 34 Broadway, Mt. Sterling, Ky. 40353. Phone 606-498-1150.
1. PERSONNEL
General Manager—Bob Spradlin.
2. REPRESENTATIVES
Regional Reps Corp.
2. FACILITIES
500 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, The Tobacco Radio Network, Kentucky Radio Network.

TIME RATES
Eff ——— Rec'd 1/30/74.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Ea	4	3	2

25 ti per wk, 156 ti per yr, 10% discount.

WMST-FM
1968

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 218 6571 0.00
Mt. Sterling Broadcasting Co., Inc., Box 381, 34 Broadway, Mt. Sterling, Ky. 40353. Phone 606-498-1150.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
Eff ——— Rec'd 1/30/74.
6. SPOT ANNOUNCEMENT

	1 min	30 sec	10 sec
Ea	3.00	2.00	1.50

25 ti per wk, 156 ti per yr, 10% discount.

MUNFORDVILLE (1 AM; 1 FM)

Hart County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WLOC
1948

WLOC-FM
1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 218 6660 0.00
South Central Kentucky Broadcasting Company, Inc., Munfordville, Ky. 42765. Phone 502-524-4111; 4121.
1. PERSONNEL
Mgr. & Sales Mgr.—Jim Berry.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST.
FM FACILITIES ERP 3,000 w.; 102.3 mc.
Operating schedule: 5:00 am-midnight. CST.
Antenna ht.: 100 ft. above average terrain.
FM separate programming—night.
4. AGENCY COMMISSION
15%, no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Kentucky Radio Network.

TIME RATES
Rates effective———.
Card received July 27, 1964.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec			1 min	30 sec
1 ti	4.82	2.82	130 ti		2.60	2.00
13 ti	3.63	2.75	156 ti		2.45	1.90
26 ti	3.50	2.60	208 ti		2.25	1.75
39 ti	3.30	2.50	260 ti		2.05	1.65
52 ti	3.15	2.35	312 ti		1.93	1.50
104 ti	2.80	2.15				

7. PACKAGE PLANS
PACKAGE RATE FOR CONTRACT ADVERTISERS
15 word plugs, 6 daily minimum, 100 minimum contract:
Ea ..... .35
15 word plugs, 3 daily minimum, 1000 minimum contract:
Ea ..... .60

MURRAY (1 AM; 1 FM)

Calloway County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WAAW (FM)
1967

Media Code 4 218 6750 0.00
Service Broadcasting Co., Box 548, Murray, Ky. 42071. Phone 502-753-8411.
See affiliated AM station for additional information.
AM facilities: WNBS.
STATION'S PROGRAMMING DESCRIPTION
WAAW (FM): Programmed for adults.
1. PERSONNEL
Gen'l Mgr. & Chief Engr.—Peta Hulse.
3. FACILITIES
ERP 100,000 w · 103.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/73—Rec'd 4/21/75.
6. SPOT ANNOUNCEMENTS

	1x	10x	50x	300x
1 min	5.00	4.50	4.25	3.75
30 sec	3.75	3.23	3.00	2.50

7. PACKAGE PLANS

	75/mo	25/wk	10/day
30 sec	150	50	25

10. SPECIAL FEATURES
10-min local news 9.50

WNBS
1948

NAB

Media Code 4 218 6840 7.00
Service Broadcasting Co., Box 548, 401-1/2 Maple, Murray, Ky. 42071. Phone 502-753-8411.
STATION'S PROGRAMMING DESCRIPTION
WNBS: Programmed for general interest.
1. PERSONNEL
Gen'l & Com'l Mgr.—Chuck Shuffett.
2. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 4:45-1 am. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WAAW (FM).
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 4/21/75.
Prime—Mon thru Sat 6-9 am, 11:30 am-1 pm & 3:30-6 pm.
6. SPOT ANNOUNCEMENTS

	Prime				All other			
	1x	10x	50x	300x	1x	10x	50x	300x
1 min	7.00	6.30	5.95	5.25	5.00	4.50	4.25	3.75
30 sec	5.25	4.55	4.20	3.50	3.75	3.25	3.00	2.50

7. PACKAGE PLANS

30 SEC. EA:	75/mo	25/wk	10/day
Prime	2.80	2.60	3.50
All other	2.00	2.00	2.50

NEON

Letcher County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WNKY
1955

Media Code 4 218 6930 0.00
Headwaters Broadcasting Corp., Box 248, Main St., Neon, Ky. 41840.
1. PERSONNEL
General Manager—Charles Whitaker.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 1st of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.

TIME RATES
No. 1A Eff 1/1/73—Rec'd 1/18/74.
6. SPOT ANNOUNCEMENTS

7 DAYS:	1 ti	25 ti	50 ti	100 ti
1 min	3.00	2.75	2.50	2.25
30 sec	2.50	2.25	2.00	1.75
13 WKS:			300x	600x
1 min			2.00	1.50
30 sec			1.50	1.25

Fixed time per spot, extra 1.00.
10. SPECIAL FEATURES
5-min news—13-wk minimum, ea 3.50.

DISCOUNT
26 wk—5% 52 wk—10%

NEWPORT

Campbell County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

See Cincinnati, Ohio
(including Covington, Erlonger, Newport, Ky.; Milford, Ohio)

NICHOLASVILLE

Jessamine County—Map Location H 5
See SRDS consumer market map and data at beginning of the State.

WNVL
1961

Media Code 4 218 7020 3.00
Greater Kentucky Broadcasting Corp., Box 247, 108 N. Main St., Nicholasville, Ky. 40356. Phone 606-885-6631.
Other office: Box 8262, Lexington, Ky. 40503. Phone 606-255-6182.
1. PERSONNEL
General Manager—Dennis W. Nelson.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Kentucky Radio Network.

TIME RATES
No. 5 Eff 2/18/71—Rec'd 3/22/71.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x	312x
1 min	4.10	3.85	3.55	3.25	2.95	2.65	2.35
30 sec	2.90	2.65	2.40	2.15	1.95	1.70	1.45
15 sec	1.70	1.60	1.45	1.35	1.25	1.10	1.00
10 sec	1.45	1.35	1.25	1.10	1.00	.90	.75

7. PACKAGE PLANS

WKLY:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	3.50	3.25	2.95	2.65	2.35
30 sec	2.40	2.15	1.95	1.70	1.45
15 sec	1.45	1.35	1.25	1.10	1.00
10 sec	1.25	1.10	1.00	.90	.75

OWENSBORO (2 AM; 2 FM)

Daviess County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WBKR (FM)
1948

NAB RAB

Media Code 4 218 7065 0.00
Owensboro Broadcasting Co., Box 1330, 3121 Frederica St., Owensboro, Ky. 42301. Phone 502-683-1558.
See affiliated AM station for additional information.
AM facilities: WOMI.
STATION'S PROGRAMMING DESCRIPTION
WBKR (FM): MUSIC: modern country.
News, public affairs, religion or farm programs 5-min at :60. Contact Representative for further details. Rec'd 6/28/73.
3. FACILITIES
ERP 77,000 w. (horiz.), 77,000 w. (vert.); 92.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 427 ft. above average terrain.

TIME RATES
Rates are identical to WOMI. See that listing.

WOMI
1938

NAB RAB

Media Code 4 218 7110 4.00
Owensboro Broadcasting Co., Box 1330, 3121 Frederica St., Owensboro, Ky. 42301. Phone 502-683-1558.
STATION'S PROGRAMMING DESCRIPTION
WOMI: Programmed to reach the younger, mature audience.
MUSIC: modern MOR. Emphasis on local news, editorials & play-by-play sports. SPORTS: university football & basketball & home games of local college basketball team; high school football & basketball including state tournament; auto races, horse racings triple crown through network. Mobile news equipment, AP wire service, veteran news staff. Network news & commentary throughout day. Local weather equipment. FARM: 6-7 am & at noon hour. Local special events when available. Contact Representative for further details. Rec'd 3/30/71.
1. PERSONNEL
General Manager—John Hagerman.
Opr. Mgr. & Chief Eng.—Harold I. Peters.
Sales Manager—David Silvert.
2. REPRESENTATIVES
The Derney Organization, Inc. (St. Louis, Kansas City—Call Chicago office).
Kentucky Radio Sales—South.
3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6:00 am-midnight. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBKR (FM).
Affiliated with CBS.

TIME RATES
No. 2-74 Eff 12/1/74—Rec'd 12/16/74.
6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	13 ti	23 ti
1 min	11.60	10.25	9.40	7.70
30 sec	9.85	8.55	7.70	6.00

Edited by John Hagerman.

WSTO (FM)
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 218 7200 3.00
Owensboro-on-the-Air, Inc., Box 522, Hwy. 60 West, Owensboro, Ky. 42301. Phone 502-685-2991.
See affiliated AM station for additional information.
AM facilities: WVJS.
STATION'S PROGRAMMING DESCRIPTION
WSTO (FM): Programmed for adults and young adults.
6 air personalities emcee entire operation. 5-min news every hour. MUSIC: 82% showtunes, standards, popular and jazz, 8% semi-classic and serious music. NEWS 10%: national, international and local with mobile equipment for on the spot broadcasts. High school and college football and basketball. COMMERCIAL POLICY: not to exceed 16 minutes per hour. Contact Representative for further details. Rec'd 1/3/69.
3. FACILITIES
ERP 100,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 370 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 10/1/68—Rec'd 8/28/68.
6. SPOT ANNOUNCEMENTS

	1 min	(*)		1 min	(*)
1 x	10.00	9.00	156 x	7.00	6.00
13 x	9.50	8.50	208 x	6.50	5.00
26 x	8.75	8.25	260 x	6.25	4.75
52 x	8.50	7.50	312 x	5.75	4.25
78 x	8.00	7.00	364 x	5.25	4.00
104 x	7.50	6.50	520 x	4.50	3.50

(*) 30 sec or less.
7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	50 ti	100 ti
1 min	8.00	7.50	7.00	6.50	5.75	4.50
30 sec/less	7.00	6.50	6.00	5.00	4.25	3.5

CONSECUTIVE WEEKS DISCOUNT
4 wk—10%
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	110	70	45	30	21
13 x	95	60	35	27	20
26 x	90	50	33	25	19
52 x	80	40	30	23	17
78 x	75	35	26	21	14
104 x	70	33	23	20	13
156 x	60	30	21	19	12
208 x	55	29	20	17	11
260 x	45	26	19	16	10
312 x	40	26	16	14	8

WVJS
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 218 7290 4.00
Owensboro-on-the-Air, Inc., Box 371, Owensboro, Ky 42301. Phone 502-685-2991.
STATION'S PROGRAMMING DESCRIPTION
WVJS: Programmed to reach general audience.
MUSIC: 5-6:30 am modern country/western interspersed with farm market reports & farm news. Modern MOR until 11:30 am, 1-5 pm top 100 & standards, 7 pm-12M music for young adults when no sports. Emphasis on news & sports. SPORTS: local college basketball home & away, high school sports & other colleges, including state & college tournaments. NEWS: mobile unit, 8 base station newsmen, network at :55; 11:30 am-1 pm audience participation, network & local news, farm programming; 5-7 pm network & local news, commentary & sports. Contact Representative for further details. Rec'd 4/12/71.
1. PERSONNEL
President—Robert H. Steele.
Exec. Vice-Pres. & Gen'l Mgr.—Malcolm Greep.
Asst Gen'l & Sta. Mgr.—Ray Wettstein.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
South Atlantic, East South Central—R. S. Crane Company, Inc.
West South Central—Riley Representatives.
New England—New England Spot Sales, Inc.
Regional Reps Corp.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1420 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24b, 25a, 26, 28a, 29a, 22b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 62e.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: WSTO (FM).
Affiliated with American Contemporary Network.
Member: Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES
No. 8 Eff 11/19/73—Rec'd 11/14/73.
A—Mon thru Fri 6-9 am & 4-6 pm.
B—Mon thru Sun—ROS.
6. SPOT ANNOUNCEMENTS

	A			B		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	17.50	13.25	10.00	14.00	11.50	7.50
13 x	16.75	12.50	9.00	13.25	10.50	7.00
26 x	16.00	12.25	8.50	12.50	10.25	6.75
52 x	15.25	11.50	8.00	12.00	10.00	6.50
78 x	14.75	11.00	7.50	11.75	9.00	6.00
104 x	14.00	10.50	7.00	11.50	8.50	5.75
156 x	13.50	10.00	6.75	11.00	8.00	5.50
208 x	13.00	9.50	6.50	10.50	7.75	5.00
260 x	12.25	9.00	6.00	10.00	7.50	4.75
312 x	11.50	8.50	5.75	9.50	7.00	4.50
364 x	11.00	8.00	5.00	9.00	6.75	4.00
520 x	10.00	7.50	4.75	8.50	6.50	3.50
1000 x	7.75	6.00	4.00	6.50	5.00	3.25

7. PACKAGE PLANS

	CLASS A					
PER WK:	10 ti	15 ti	20 ti	25 ti	50 ti	100 ti
1 min	14.75	14.00	13.50	12.50	11.50	10.00
30 sec	11.00	10.50	10.00	9.00	8.50	7.75
10 sec	7.50	7.00	6.75	6.50	5.75	4.75
	CLASS B					
1 min	12.00	11.50	11.00	10.50	9.50	8.50
30 sec	10.00	9.00	8.00	7.75	6.75	6.00
10 sec	6.50	5.75	5.50	5.00	4.00	3.50

4 consec wk—10% discount; package plans only.
8. PROGRAM TIME RATES

	CLASS A				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	200.00	140.00	85.00	65 00	50.00
13 x	170.00	115 00	80.00	58 00	45 00
26 x	140 00	100.00	65.00	50.00	40.00
52 x	125.00	90.00	60.00	45 00	35.00
78 x	110.00	80.00	55.00	40.00	30.00
104 x	90.00	70 00	50 00	35.00	25.00
156 x	85.00	60.00	45.00	32.00	22.50
208 x	82.50	55.00	40.00	30.00	20.00
260 x	80 00	50.00	35.00	27.00	18.00
312 x	75.00	47.50	32.50	25.00	17.00

(This listing continued on next page)

KENTUCKY

Owensboro—W V J S—Continued

CLASS B

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150.00	110.00	65.00	45.00	35.00
13 x	125.00	90.00	60.00	40.00	30.00
26 x	100.00	75.00	55.00	35.00	25.00
52 x	90.00	70.00	50.00	30.00	24.00
78 x	80.00	60.00	45.00	28.00	22.00
104 x	75.00	50.00	40.00	27.00	20.00
156 x	70.00	45.00	35.00	25.00	17.00
208 x	65.00	40.00	30.00	24.00	16.00
260 x	60.00	38.00	25.00	21.00	14.00
312 x	57.00	35.00	24.00	18.00	13.00

Edited by Malcolm Greep.

PADUCAH (3 AM; 2 FM)

McCracken County—Map Location B-6

See SRDS consumer market map and data at beginning of the State.

WDXR

1957

Media Code 4 218 7380 3.00

Sarah McKinney-Smith, Box 298, 400 Kentucky Ave., Paducah, Ky 42001. Phone 502-443-1737.

STATION'S PROGRAMMING DESCRIPTION

WDXR: Programmed for adults and young adults. MUSIC: contemporary. AIR PERSONALITIES. NEWS: at :20 with major local newscasts at 6:20, 7:05, 8:20, 10:20 am, 1:20, 4:20 & 5:05 pm. Editorials public affairs, farm markets. SPORTS: college & high school football, basketball. Contact Representative for further details. Rec'd 2/10/75.

1. PERSONNEL
President—Lady Sarah McKinney-Smith.
General Manager—Ken Hawkins.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Regional Reps Corp.

3. FACILITIES
10,000 w. days, 1,000 w. nights; 1560 kc. Directional—separate patterns day and night.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60a, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71b.
Affiliated with NBC.
Member: Kentucky Radio Network.

TIME RATES

Eff 7/1/73—Rec'd 6/26/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	3 ti	6 ti	12 ti	20 ti	30 ti	40 ti	50 ti
1 min	12.00	11.00	10.00	9.00	7.50	6.50	5.50	5.00
30 sec	9.60	8.80	8.00	7.20	6.00	5.20	4.40	4.00
10 sec	6.00	5.50	5.00	4.50	3.75	3.25	2.75	2.50

WKYQ

1947

mcgavren-guild
pgw radio, inc.

Modern Country Music

RAB

Media Code 4 218 7425 6.00

Bristol Broadcasting Corp., 218 N. 6th St., Paducah, Ky. 42001. Phone 502-442-6311.

See affiliated AM station for additional information.
AM facilities: WKYX.

1. PERSONNEL
Sales Manager—Herb Estes.
Program Director—Lou Edwards.

3. FACILITIES
ERP 31,000 w.; 93.3 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 440 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES

No. 1 Eff 12/1/73—Rec'd 1/21/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

7. PACKAGE PLANS

	8 ti	12 ti	18 ti	24 ti
AA	8.00	7.20	6.40	5.60
A	6.40	5.60	4.80	4.00
B	4.80	4.00	3.20	2.60

TAP

12 ti (4AA, 5A, 3B) ea	5.60
18 ti (6AA, 7A, 5B) ea	5.00
24 ti (9AA, 10A, 5B) ea	4.40

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by Gary Morse.

WKYX

1946

mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 218 7470 2.00

Bristol Broadcasting Corp., Box 931, 218 N. 6th St., Paducah, Ky. 42001. Phone 502-442-6311.

STATION'S PROGRAMMING DESCRIPTION

WKYX: Programmed for adults 18-50.
MUSIC: hit music by original artists. 5 am-7 pm current chart material of mass appeal with 2 oldies programmed hourly, including hits of 50's; 9 am-1 pm female appeal artists featured; after 7 pm programming directed to teens, playing chart material. 2 man music/talk show with AIR PERSONALITIES in am drive time. Tele/talk show 6-6:30 pm. NEWS: network at :55, except local & national at 6:55 & 7:55 am, 3:55 & 5:55 pm. Contact Representative for further details. Rec'd 8/28/74.

1. PERSONNEL
General Manager—Gary C. Morse.
Program Director—Mike Chapman.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 500 w nights; 570 kc. Directional—separate patterns day and night.
Operating schedule: 4:58 am-1 am. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60c, 60k, 61e, 61b, 62b.
Cancellation: 71a, 73a.
FM facilities: WKYQ.
Affiliated with American Contemporary Network.

TIME RATES

No. 5 Eff 7/1/72—Rec'd 7/28/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

7. PACKAGE PLANS

	6 ti	12 ti	16 ti	24 ti
AA	10	9	8	7
A	8	7	6	5
B	6	5	4	3

TAP

12 ti (4AA, 5A, 3B) ea	7.00
18 ti (6AA, 7A, 5B) ea	6.00
24 ti (9AA, 10A, 5B) ea	5.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by Gary Morse.

WPAD

1930

CBS Radio Network

GERT BUNCHEZ & ASSOCIATES

Modern Country Music

NAB

A Fritts Station
Subscriber to the NAB Radio Code

Media Code 4 218 7560 0.00

Paducah Broadcasters, Inc., Box 450, 1700 N. 8th St., Paducah, Ky. 42001. Phone 502-442-8231.

STATION'S PROGRAMMING DESCRIPTION

WPAD: MUSIC: Modern country, Nashville style. 5 AIR PERSONALITIES handle all shows. Emphasis on local news & sports. NEWS: 2 man department; local & area news at 6:06, 7:10, 8:07 am, 12:10, 4:10, 5:10 & 9:55 pm; network news at :00 except when preempted by sports. SPORTS: 4 sportscasters, local high school & jr. college basketball & football, major league baseball. Weathercast follows every newscast. FARM: at 5:54 & 11:55 am. RELIGIOUS: Sun 6 am-noon & 7:10-9:15 pm. Contact Representative for further details. Rec'd 5/30/74.

1. PERSONNEL
Gen'l & Sales Mgr.—E. B. Fritts.
Sports Director—Larry Clisby.
News Director—John Stewart.

2. REPRESENTATIVES
Gert Bunchez and Associates.
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 4:45-12:07 am. CST.
Partial simulcast operation. Simulcast 4:45-10:07 am. For non-simulcast facilities see WPAD-FM.

4. AGENCY COMMISSION
15%; 2% cash discount if paid in advance.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 24b, 25a, 26, 29a.
Contracts: 42a, 42c, 47a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Member: Gert Bunchez & Associates Group.

TIME RATES

Eff 8/1/68—Rec'd 6/24/68.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

	CLASS AA				
PER YR, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk	9.50	9.25	9.00	8.75	8.50
13 wk	9.00	8.75	8.50	8.25	8.00
26 wk	8.50	8.25	8.00	7.75	7.50
52 wk	8.00	7.75	7.50	7.25	7.00
	CLASS A				
1 wk	7.50	7.25	7.00	6.75	6.50
13 wk	7.00	6.75	6.50	6.25	6.00
26 wk	6.50	6.25	6.00	5.75	5.50
52 wk	6.00	5.75	5.50	5.25	5.00

20/30 sec: 80% of 1-min. 3/10 sec: 50% of 1-min.
All spots regardless of length combine to earn frequency, schedules do not have to run consecutively to earn number of weeks frequency.

7. PACKAGE PLANS

ROS. PER WK:			
12 Plan	8.50	24 Plan	6.50
18 Plan	7.50	30 Plan	5.50

30-sec: 80% of 1-min. 10-sec: 50% of 1-min.
All spots regardless of length combine to earn frequency, schedules do not have to run consecutively to earn number of weeks frequency.
Submitted by E. B. Fritts.

WPAD-FM

1946

NAB

A Fritts Station
Subscriber to the NAB Radio Code

Media Code 4 218 7561 8.00

Paducah Broadcasters, Inc., Box 450, 1700 N. 8th St., Paducah, Ky. 42001. Phone 502-442-8231.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WPAD-FM: MUSIC: general popular & standards from selected albums, 3 instrumentals to 1 vocal. NEWS: network at :00, local at 12:07, 4:06 & 5:07 pm. SPORTS: major league baseball when scheduled. COMMERCIAL POLICY: 3 breaks per hour, plus 1 for news. Commercial limit 9 per hour. Contact Representative for further details. Rec'd 4/15/74.

3. FACILITIES
ERP 70,000 w.; 96.9 mc. Stereo.
Operating schedule: 4:45-12:07 am. CST.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation. Operated separately 10:07-12:07 am. For simulcast facilities see WPAD.

5. GENERAL ADVERTISING See coded regulations
Member: Gert Bunchez & Associates Group.

TIME RATES

Rates are identical to WPAD. See that listing.

PAINTSVILLE (1 AM; 1 FM)

Johnson County—Map Location K-5

See SRDS consumer market map and data at beginning of the State.

WSIP

1949

WSIP-FM

1965

NAB

Subscriber to the NAB Radio Code

Media Code 4 216 7650 9.00

Big Sandy Broadcasting Co., Inc., Box 591, 121 Main St., Paintsville, Ky. 41240. Phone 606-789-5311.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul G. Fyffe.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Kentucky Radio Sales—South.
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. night; 1490 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. EST.
FM-ERP 64,000 w.; 98.9 mc.
Operating schedule: Same as AM
Antenna ht.: 580 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS and KBS.
Member: Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/72—Rec'd 12/12/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	5.25	5.00	4.75	4.50	4.25
30 sec	4.25	4.00	3.75	3.50	3.25
	156x	260x	312x	364x	500x
1 min	4.00	3.75	3.50	3.00	2.50
30 sec	3.00	2.75	2.50	2.25	1.75

PARIS (1 AM; 1 FM)

Bourbon County—Map Location J-4

See SRDS consumer market map and data at beginning of the State.

WBGR

1955

NAB

A Ferguson Owned Station
Subscriber to the NAB Radio Code

Media Code 4 218 7740 8.00

Blue Grass Radio, Inc., Box H, Paris, Ky. 40361. Phone 606-987-1440.

1. PERSONNEL
Pres. & Gen'l Mgr.—Adlai C. Ferguson.

3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WBGR-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with KRS.
Member: Farm Radio Network.

TIME RATES

Eff 10/1/74—Rec'd 9/26/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	4.25	4.05	260 x	3.75	3.55
13 x	4.15	3.95	312 x	3.65	3.45
26 x	4.05	3.85	520 x	3.45	3.35
52 x	3.95	3.75	780 x	3.40	3.25
100 x	3.85	3.65	1560 x	3.30	3.15

7. PACKAGE PLANS

	Per wk				Per day			
	12 ti	30 ti	42 ti	60 ti	90 ti	5 ti	10 ti	15 ti
1 min	3.70	3.55	3.50	3.35	3.30	3.75	3.65	3.30
30 sec	3.50	3.30	3.25	3.15	3.10	3.55	3.45	3.10

WBGR-FM

1968

NAB

A Ferguson Owned Station
Subscriber to the NAB Radio Code

Media Code 4 218 7741 6.00

Blue Grass Radio, Inc., Box H, Paris, Ky. 40361. Phone 606-987-1440.

See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc.
Operating schedule: 6 am-10:05 pm. EST.
Antenna ht.: 165 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10:05 pm. For simulcast facilities see WBGR.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES

Rates are identical to WBGR. See that listing.

PIKEVILLE (2 AM; 1 FM)

Pike County—Map Location L-5

See SRDS consumer market map and data at beginning of the State.

WDHR

1973

Subscriber to the NAB Radio Code

Media Code 4 218 7785 3.00

East Kentucky Broadcasting Corp., Box 2228, Pikeville, Ky. 41501. Phone 606-432-5300.

1. PERSONNEL
Manager—Jim Casto.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable on receipt.

TIME RATES

No. 2 Eff 6/1/75—Rec'd 6/26/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	100x	200x	300+
1 min	7.80	7.00	5.50	4.90	4.25
30 sec	5.20	4.30	3.90	3.50	2.95
15 sec	3.25	2.60	2.20	1.95	1.70

Edited by Jim Casto.

WLSI

1949

NAB

Subscriber to the NAB Radio Code

Media Code 4 218 7830 7.00

Cumberland Publishing Co., North Mayo Trail, Pikeville, Ky. 41501. Phone 606-437-7323.

1. PERSONNEL
Pres. & Mgr.—Georgia Ward.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
5,000 w. days; 900 kc. Non-directional.
276 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES

No. 4 Eff 12/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	15 sec	10 sec	6 sec
1 x	5.70	3.54	2.82	2.52	2.16	1.44
13 x	5.58	----	----	----	----	----
26 x	5.52	3.48	----	----	----	----
39 x	5.46	3.42	2.76	----	----	----
52 x	5.40	3.36	2.70	2.40	2.10	----
104 x	5.10	3.12	2.58	2.33	1.98	----
156 x	4.80	2.94	2.40	2.28	1.92	1.38
208 x	4.56	2.70	2.28	2.22	1.86	1.32
260 x	4.20	2.40	2.16	2.10	1.80	1.20
312 x	3.90	2.28	1.98	1.86	1.62	1.14
364 x	3.54	2.16	1.80	1.62	1.44	1.08

DISCOUNTS

728 x	5%	1456 x	15%
1092 x	10%	1820 x	20%

WPKE

1949

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 218 7920 6.00

East Kentucky Broadcasting Corp., Box 2200, Pikeville, Ky. 41501. Phone 606-437-4051.

1. PERSONNEL
Station Manager—Walter E. May.

2. REPRESENTATIVES
Kentucky Radio Sales—South.
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1240 kc. Non-directional
Operating schedule: 5:30 am-11:00 pm weekdays; 7:00 am-11:00 pm. Sun. EST.

4. AGENCY COMMISSION
15% on time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.
Member: Kentucky Radio Network.

TIME RATES

No. 5 Eff 12/1/74—Rec'd 1/20/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	104x
1 min	7.15	7.03	6.91	6.79	6.67	6.21
30 sec	3.90	3.85	3.80	3.75	3.70	3.51
15 sec	2.60	2.57	2.54	2.51	2.48	2.34
10 sec	1.63	1.62	1.61	1.60	1.59	1.54
		156x	260x	260x	312x	364x
1 min		5.75	5.29	4.83	4.37	3.90
30 sec		3.32	3.13	2.94	2.75	2.60
15 sec		2.20	2.06	1.92	1.78	1.63
10 sec		1.49	1.44	1.39	1.34	1.30

PINEVILLE

Bell County—Map Location J-7

See SRDS consumer market map and data at beginning of the State.

WANO

1957

Media Code 4 218 8010 5.00

Ken-Te-Va Broadcasting Co., Radio Park, Pineville, Ky. 40977. Phone 606-337-2100.

(This listing continued on next page)

Pineville—WANO—Continued

1. PERSONNEL
Pres. & Gen'l Mgr.—South C. Bevins.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Friday; 6:00 a.m. to midnight Saturday; 7:00 a.m. to 11:00 p.m. Sundays. EST.
4. AGENCY COMMISSION
15/0 time only monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Kentucky Radio Network.
Production by staff of special events, promotions, spots and programs at cost plus 10%.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective February 1, 1957.
Card received December 20, 1956.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.		1 min.	30 sec.
1 time	3.00	2.50	156 times	2.10	1.80
13 times	2.85	2.35	260 times	2.00	1.80
26 times	2.70	2.20	312 times	1.90	1.70
39 times	2.55	2.15	364 times	1.80	1.60
52 times	2.40	2.10	500 times	1.60	1.40
78 times	2.30	2.05	1,000 times	1.00	1.20
104 times	2.20	2.00			

PRESTONSBURG (2 AM; 2 FM)

Floyd County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

WDOC
1957

Media Code 4 218 8100 4.00
WDOC Radio, Box 309, Prestonsburg, Ky. 41653. Phone 606-886-2333.
1. PERSONNEL
Pres. & Gen'l Mgr.—Gormon Collins.
2. REPRESENTATIVES
Regional Reps Corp
South—C. K. Beaver & Associates, Inc.
Kentucky Radio Sales—South.
3. FACILITIES
5,000 w.; 1310 kc. Non-directional.
Operating schedule: 5:15 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only: monthly
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 11/11/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.50	6.25	6.00	5.85	5.70
30 sec	5.25	5.00	4.80	4.60	4.40
10 sec	3.25	3.05	2.90	2.80	2.70
	156x	260x	312x	364x	500x
1 min	5.50	5.35	5.20	4.90	4.70
30 sec	4.20	4.00	3.80	3.60	3.40
10 sec	2.60	2.50	2.40	2.30	2.00

WDOC-FM
1962

Media Code 4 218 8101 2.00
WDOC Radio, Box 309, Prestonsburg, Ky. 41653. Phone 606-886-2333.
See affiliated AM station for additional information.
3. FACILITIES
ERP 78,000 w.; 95.5 mc.
Operating schedule: 5:15 am-midnight Mon thru Sat; 11:00 am-midnight. EST.
Antenna ht.: 202 ft. above average terrain.

TIME RATES
Rates are identical to WDOC. See that listing.

WPRT — WPRT-FM
1952 — 1967

Media Code 4 218 8140 9.00
Stephens Industries, Inc., 1024 S. Lake Dr., Prestonsburg, Ky. 41653. Phone 606-886-2050.
1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—D. C. Stephens.
2. REPRESENTATIVES
David Carpenter Company.
Gene Bolles Company.
3. FACILITIES
5,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 1,700 w.; 105.5 mc.
Operating schedule: 5-12:15 am. EST.
Antenna ht.: 390 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only; 1st of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ———Rec'd 9/25/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x	364x
1 min	8.18	7.55	6.95	6.33	5.72	5.10	4.50	3.87	3.27
30 sec	5.48	5.03	4.64	4.22	3.81	3.40	3.01	2.58	2.20
15 sec	3.66	3.37	3.10	2.81	2.55	2.25	1.99	1.73	1.45

PRINCETON (1 AM; 1 FM)

Caldwell County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WPKY — WPKY-FM
1950 — 1969

Media Code 4 218 8280 4.00
Princeton Broadcasting Co., Box 478, U. S. Hwy. 62, Princeton, Ky. 42445. Phone 502-365-2372.
1. PERSONNEL
Manager—Leslie Goodaker.
3. FACILITIES
250 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.
Operating schedule: Sunrise-10 pm. CST.
Antenna ht.: 173 ft. above average terrain.
Simulcast Sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Advertising not accepted for Sunday.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 5/19/75.

6. SPOT ANNOUNCEMENTS

ROS:	1 min	30 sec		1 min	30 sec
1x	2.50	2.00	156x	2.00	1.50
13x	2.40	1.90	260x	1.90	1.40
26x	2.30	1.80	312x	1.70	1.30
52x	2.20	1.70	365x	1.50	1.25
104x	2.10	1.60	936x	1.25	1.00

Specified times: Double ROS rate.
Edited by Leslie B. Goodaker.

RADCLIFF

Hardin County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WSAC

Licensed as a Radcliff, Ky. and Ft. Knox, Ky. station.
See listing under Ft. Knox, Ky.

RENFRO VALLEY

Rockcastle County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WRVK
1956

Subscriber to the NAB Radio Code
Media Code 4 218 8370 3.00
Cochran-Smith Broadcasting Co., Renfro Valley, Ky. 40473. Phone 606-256-2146.
1. PERSONNEL
Manager—Larry A. Burdette.
2. REPRESENTATIVES
Kentucky Radio Sales—South.
3. FACILITIES
500 w. days; 1460 kc. Non-directional.
Operating Schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
Eff————Rec'd 3/3/72.

6. SPOT ANNOUNCEMENTS

4-WK PERIOD:	1 min	30 sec
1 ti	1.60	1.25
61+	1.45	1.10

15 sec (minimum 50) 1.00.

RICHMOND (2 AM; 1 FM)

Madison County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WCBR
1970

J. T. Parker Broadcasting Corporation
Media Code 4 218 8410 7.00
WCBR Radio, Inc., Box O, College Park Shopping Center, Richmond, Ky. 40475. Phone 606-623-1235.

STATION'S PROGRAMMING DESCRIPTION
WCBR: C & W; AP news.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Phil Herald.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
250 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WCBR-FM.
4. AGENCY COMMISSION
15% time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 3 Eff 1/1/75—Rec'd 3/10/75.

6. SPOT ANNOUNCEMENTS

4 WKS:	1 ti	31 ti	61 ti	101+
1 min	2.60	2.40	2.25	2.15
30 sec	2.25	2.05	1.95	1.75

15 sec: Minimum 50 ti, ea 1.65.
Edited by Phil Herold.

WCBR-FM
1972

J. T. Parker Broadcasting Corporation
Media Code 4 218 8411 5.00
WCBR Radio, Inc., Box O, College Park Shopping Center, Richmond, Ky. 40475. Phone 606-623-1235.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 101.7 mc.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: ———ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCBR.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
No. 3 Eff 1/1/75—Rec'd 3/10/75.

6. SPOT ANNOUNCEMENTS

4 WKS:	1 ti	31 ti	61 ti	101+
1 min	1.75	1.50	1.15	1.05
30 sec	1.50	1.30	1.05	.80

15 sec: Minimum 50 ti, ea .75.
Edited by Phil Herald.

WEKY
1958

Media Code 4 218 8480 2.00
Henkin, Inc., Box 670, Richmond, Ky. 40475. Phone 606-623-1346.

STATION'S PROGRAMMING DESCRIPTION
WEKY: NEWS: UPI.

1. PERSONNEL
General Manager—Ken MacDonald.
2. REPRESENTATIVES
Regional Reps Corp.
South—C. K. Beaver & Associates, Inc.
Kentucky Radio Sales—South.
3. FACILITIES
1,000 w. days, 250 w. nights. 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with The Rep Network.
Member: Farm Radio Network, Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 4/1/75—Rec'd 5/19/75.
AAA—6:30-9:30 am, noon-1:15 pm & 4-6:30 pm.
AA—All other times, ROS.
A—7 pm-6:30 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA—SPECIFIED—1 MINUTE

PER WK:	1 ti	2 ti	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	6.25	6.25	6.00	5.75	5.50	5.25	5.00
4 wk	6.25	6.00	5.75	5.50	5.25	5.00	4.75
13 wk	6.00	5.75	5.50	5.25	5.00	4.75	4.50
26 wk	5.75	5.50	5.25	5.00	4.75	4.50	4.25
52 wk	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 SECONDS							
1 wk	5.00	5.00	4.80	4.60	4.40	4.20	4.00
4 wk	5.00	4.80	4.60	4.40	4.20	4.00	3.80
13 wk	4.80	4.60	4.40	4.20	4.00	3.80	3.60
26 wk	4.60	4.40	4.20	4.00	3.80	3.60	3.40
52 wk	4.40	4.20	4.00	3.80	3.60	3.40	3.20

CLASS AA—SPECIFIED—1 MINUTE

1 wk	5.25	5.00	4.75	4.50	4.25	4.00	3.75
4 wk	5.00	4.75	4.50	4.25	4.00	3.75	3.50
13 wk	4.75	4.50	4.25	4.00	3.75	3.50	3.25
26 wk	4.50	4.25	4.00	3.75	3.50	3.25	3.00
52 wk	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 SECONDS							
1 wk	4.20	4.00	3.80	3.60	3.40	3.20	3.00
4 wk	4.00	3.80	3.60	3.40	3.20	3.00	2.80
13 wk	3.80	3.60	3.40	3.20	3.00	2.80	2.60
26 wk	3.60	3.40	3.20	3.00	2.80	2.60	2.40
52 wk	3.40	3.20	3.00	2.80	2.60	2.40	2.20

CLASS A—SPECIFIED—1 MINUTE

1 wk	4.00	3.75	3.50	3.25	3.00	2.75	2.60
4 wk	3.75	3.50	3.25	3.00	2.75	2.60	2.50
13 wk	3.50	3.25	3.00	2.75	2.60	2.50	2.40
26 wk	3.25	3.00	2.75	2.60	2.50	2.40	2.30
52 wk	3.00	2.75	2.60	2.50	2.40	2.30	2.30
30 SECONDS							
1 wk	3.20	3.00	2.80	2.60	2.40	2.20	2.10
4 wk	3.00	2.80	2.60	2.46	2.20	2.10	2.00
13 wk	2.80	2.60	2.40	2.20	2.10	2.00	1.95
26 wk	2.60	2.40	2.20	2.10	2.00	1.95	1.90
52 wk	2.40	2.20	2.10	2.00	1.95	1.90	1.90

15 sec: 80% of 30-sec.

10. SPECIAL FEATURES
5-min Local News, per mo 200.00.
Network News, Sports, per mo 100.00.
Professional sports, 30-sec, per spot 4.00.
Edited by Fred Hensley.

RUSSELLVILLE (1 AM; 1 FM)

Logan County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WAKQ
(formerly WRUS-FM)
1965

Media Code 4 218 8505 4.00
South Kentucky Broadcasting Co., Inc., Box 110, Hwy. 431, S., Russellville, Ky. 42276. Phone 502-726-3555.
See affiliated AM station for additional information.
AM facilities: WRUS.

STATION'S PROGRAMMING DESCRIPTION
WAKQ: Top 60 contemporary & solid gold music.

1. PERSONNEL
General Manager—William Lon Sosh.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 513 ft. above average terrain.

TIME RATES
No. 1 Eff 12/1/74—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

PER YR:	13x	26x	78x	156x	312x	1000x
1 min	3.00	2.75	2.50	2.30	2.15	2.00
30 sec	2.25	2.10	1.90	1.75	1.60	1.50

7. PACKAGE PLANS

WKLY EA:	1 ti	7 ti	14 ti	21 ti	28 ti	70 ti
1 min	3.00	2.50	2.20	2.10	2.00	1.80
30 sec	2.25	2.10	1.95	1.85	1.75	1.50

15 sec: Minimum 25 per wk, flat 1.20.
Edited by William Lon Sosh.

WRUS
1953

Subscriber to the NAB Radio Code
Media Code 4 218 8550 0.00
South Kentucky Broadcasting Co., Inc., Box 110, Hwy. 431, S., Russellville, Ky. 42276. Phone 502-726-2471.

1. PERSONNEL
General Manager—W. P. Sosh.
3. FACILITIES
500 w. days; 810 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WAKQ.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 8/13/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	78x	156x	312x
1 min	5.90	5.50	5.25	5.00	4.50	3.90

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Edited by William Lon Sosh.

SCOTTSVILLE (1 AM; 1 FM)

Allen County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WLCK
1957

Media Code 4 218 8640 9.00
State-Line Broadcasting Co., Inc., Box 158, Halcomb-Oliver Bldg., W. Main St., Scottsville, Ky. 42164. Phone 237-3148.
1. PERSONNEL
Pres. & Gen'l Mgr.—Redman L. Turner.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLCK-FM.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Kentucky Radio Network.

TIME RATES
Eff————Rec'd 12/29/67.

6. SPOT ANNOUNCEMENTS

	1 min		1 min
1 x	3.55	156 x	2.45
13 x	3.35	208 x	2.30
26 x	3.20	260 x	2.10
39 x	3.00	312 x	1.95
52 x	2.80	364 x	1.75
104 x	2.65		

WLCK-FM
1967

Media Code 4 218 8641 7.00
State-Line Broadcasting Co., Inc., Box 158, Halcomb-Oliver Bldg., W. Main St., Scottsville, Ky. 42164. Phone 237-3148.
See affiliated AM station for additional information.
1. PERSONNEL
Station Manager—Joseph P. Hite.
3. FACILITIES
ERP 3,000 w.; 99.3 mc.
Operating schedule: 5:30 am-11 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WLCK.

TIME RATES
Rates are identical to WLCK. See that listing.

SHELBYVILLE

Shelby County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WCND
1964

Media Code 4 218 8730 8.00
WCND, Inc., Box 248, Shelbyville, Ky. 40065. Phone 502-633-3814.

STATION'S PROGRAMMING DESCRIPTION
WCND: C & W & top 40 for 18-49 group.

1. PERSONNEL
Sta. & Comm'l Mgr.—Dean Harden.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
250 w.; 940 c. Non-directional.
Operating schedule: ———. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES
No. 7 Eff 10/1/74—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	(*)
1 min	4.35	3.75	3.40	3.10
30 sec	3.75	3.10	2.80	2.50

(*) 350-1000x

KENTUCKY

SOMERSET (2 AM; 1 FM)

Pulaski County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

WSEK (FM)

1964

Media Code 4 218 8750 6.00
Shamrock Communications, Inc. Box 740, N. Hwy. 1247, Somerset, Ky. 42501. Phone 606-678-5151.
See affiliated AM station for additional information
AM facilities: WSFC.

2. REPRESENTATIVES
Louisville—Kentucky Radio Sales—South.
Regional Reps Corp.

3. FACILITIES
ERP 3000 w.; 98.7 mc.
Operating schedule: 6:30 am-11:00 pm daily. EST
Antenna ht.: 215 ft. above average terrain.

4. AGENCY COMMISSION
None. all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Member: The Tobacco Radio Network.

TIME RATES
No. F73F Eff 11/1/73—Rec'd 11/1/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	2.85	2.65	2.45	2.20	2.05	1.75
30 sec	2.45	2.25	2.15	2.00	1.75	1.45

ROS, EA: 1 min 30 sec 15 sec
Open rate 1.75 1.45 1.00
Not applicable for special availabilities. Open 30-sec pkg. minimum of 50 spots per wk. ea 1.20.

WSFC

1947

Media Code 4 218 8820 7.00
Shamrock Communications, Inc., Box 740, Somerset, Ky. 42501. Phone 606-678-5151.

1. PERSONNEL
General Manager—Jerry W. Padgett.

2. REPRESENTATIVES
Kentucky Radio Sales—South.
David Carpenter Company.
Regional Reps Corp.

3. FACILITIES
1,000 w. days. 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 6:00 a.m. to 11:00 p.m. Sunday. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WSEK (FM).
Affiliated with American Entertainment Network.
Member: Farm Radio Network, Kentucky Radio Network.

TIME RATES
Eff 11/1/73—Rec'd 11/1/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.40	6.50	6.00	5.60	5.15	4.60	4.15	3.75
30 sec	4.65	4.15	3.75	3.40	3.20	3.00	2.80	2.60

WTLO

1953

Cumberland Communications, Inc.

Media Code 4 218 9000 5.00
Cumberland Communications, Inc., Box B, Somerset, Ky. 42501. Phone 606-678-8151.

1. PERSONNEL
Pres. & Gen'l Mgr.—James A. Brown.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 5:30 a.m. to 7:00 p.m. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 11/1/74—Rec'd 10/30/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	7.70	4.90	156 x	4.70	3.15
13 x	6.60	4.30	260 x	4.25	2.95
26 x	6.10	3.90	312 x	4.00	2.85
52 x	5.70	3.55	364 x	3.90	2.75
104 x	5.25	3.35			

STANFORD (1 AM; 1 FM)

Lincoln County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WRSL

1961

Media Code 4 218 9090 8.00
Lincoln-Garrard Broadcasting Co., Inc., Box 237 Stanford, Ky. 40484. Phone 606-365-2126.

1. PERSONNEL
Gen'l & Sales Mgr.—Cal Smith.

2. REPRESENTATIVES
Gene Belles Company.
Kentucky Radio Sales—South.

3. FACILITIES
500 w. days; 1530 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective ——.
Rates received August 30, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	4.50	156 ti	2.80
13 ti	4.25	260 ti	2.40
26 ti	4.00	312 ti	2.25
52 ti	3.50	364 ti	2.00
104 ti	3.00		

20/30 second spots—75% of 1-minute rate.

WRSL-FM

1967

Media Code 4 218 9091 4.00
Lincoln-Garrard Broadcasting Co., Inc., Box 237. Stanford, Ky. 40484. Phone 606-365-2126.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 95.9 mc.
Operating schedule: 7:00 am-11:00 pm. EST.
Antenna ht.: 85 ft. above average terrain.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
Eff 10/1/66—Rec'd 9/2/66.

6. SPOT ANNOUNCEMENTS
Minimum 10 per wk:

1 min	1.80	30 sec	1.00

TOMPKINSVILLE

Monroe County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WTKY

1960

Subscriber to the NAB Radio Code

Media Code 4 218 9180 5.00
WMCV, Inc., Box 308, Tompkinsville, Ky. 42167 Phone 502-487-6119.

STATION'S PROGRAMMING DESCRIPTION
WTKY: MUSIC: country. NEWS: emphasis on local

1. PERSONNEL
Owner & Manager—J. K. Whittimore.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Member: Kentucky Radio Network, Farm Radio Network.

TIME RATES
Rates effective——.
Rates received September 29, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	3/4 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec
1 time	43.00	34.40	25.80	17.20	8.60	4.30	2.50
13 times	40.85	32.70	24.50	16.35	8.20	4.10	2.30
26 times	38.70	30.95	23.25	15.50	7.75	3.90	3.10
39 times	36.55	29.25	21.95	14.65	7.30	3.70	2.90
52 times	34.40	27.55	20.65	13.75	6.90	3.50	2.70
78 times	32.25	25.80	19.35	12.90	6.45	3.30	2.50
104 times	30.10	24.10	18.05	12.05	6.05	3.10	2.30
156 times	27.95	22.35	16.80	11.20	5.60	2.90	2.10
260 times	25.80	20.65	15.50	10.35	5.20	2.70	1.90
312 times	23.65	18.95	14.20	9.50	4.75	2.50	1.70

VANCEBURG

Lewis County—Map Location E-14
See SRDS consumer market map and data at beginning of the State.

WKKS

1958

Media Code 4 218 9270 4.00
Karl Kegley, 1106 Fairlane, Vanceburg, Ky. 41179.

1. PERSONNEL
Gen'l & Com'l Mgr.—Karl Kegley.

2. REPRESENTATIVES
Kentucky Radio Sales—South.

3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: sunset to local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective June 15, 1958. (Card No. 1.)
Card received July 17, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min
52 times	22.00	20.00	12.50	10.50	7.50	3.50
104 times	20.00	18.75	11.75	9.75	7.00	3.25
156 times	18.00	17.50	11.00	9.00	6.60	3.00
208 times	16.00	16.25	10.25	8.25	6.00	2.75
260 times	14.00	15.00	9.50	7.50	5.50	2.50
312 times	12.00	13.75	8.75	6.75	5.00	2.25
365 times	10.00	12.50	8.00	6.00	4.50	2.00

VANCLEVE

Breathitt County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WMTC

1948

Media Code 4 218 9360 3.00
Kentucky Mountain Holiness Assn., Vancleve, Ky. 41385. Phone 606-666-5006.

1. PERSONNEL
General Manager—Wilfred Fisher.

3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 8:00 a.m. to local sunset. EST.

4. AGENCY COMMISSION
15% on time only; bills rendered 1st.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective January 1, 1969.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	40.00	23.35	13.35	10.00	6.70	2.75
13 times	36.00	21.00	12.00	9.00	6.00	2.40
26 times	34.00	19.85	11.35	8.50	5.70	2.00
52 times	32.00	18.65	10.70	8.00	5.35	2.65
104 times	28.00	16.35	9.35	7.00	4.70	2.25
312 times	24.00	14.00	8.00	6.00	4.00	1.00

(*) 1 minute announcement.

VERSAILLES

Woodford County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WJMM (FM)

1973

A Mortenson Owned Station

Media Code 4 218 9405 6.00
Mortenson Broadcasting Assoc. Inc., 1200 S. Broadway, Lexington, Ky. 40505. Phone 606-873-8096.

STATION'S PROGRAMMING DESCRIPTION
WJMM (FM): Christian Radio Programming.

1. PERSONNEL
President—Jack M. Mortenson.
Station Manager—Helen Sorrell.
Station Engineer—Nolan Pontrich.
Technical Director—David Johnson.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Tobacco and alcoholic beverage advertising not acceptable.

TIME RATES
No. 1 Eff 8/15/73—Rec'd 1/2/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	150x	260x
1 min	5.00	4.50	4.00	3.00	2.50
30 sec	3.75	3.15	3.00	2.25	1.65
10 sec	2.50	2.25	2.00	1.50	1.25

10. SPECIAL FEATURES

5-MIN NEWSCASTS:	1 ti	3 ti	6 ti
Ea	7	17	30

WEST LIBERTY

Morgan County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WLKS

1965

Media Code 4 218 9450 2.00
Morgan County Industries, Inc., 129 College St., West Liberty, Ky. 41472. Phone 606-743-3145.

1. PERSONNEL
General Manager—Glenn Woodward.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. 1450 kc. Non-directional.
Operating schedule: 5 am-11 pm. EST.

4. AGENCY COMMISSION
None. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 7/1/66—Rec'd 5/25/66.

6. SPOT ANNOUNCEMENTS

1 x	3.00	104 x	2.30
13 x	2.75	156 x	2.20
26 x	2.66	260 x	2.00
52 x	2.50	365 x	1.75

WHITESBURG (1 AM; 1 FM)

Letcher County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WTCW

1953

Media Code 4 218 9540 0.00
Folkways Broadcasting Co., Inc., Box 747, Whitesburg, Ky. 41858. Phone 606-633-2711.

1. PERSONNEL
Pres. and Gen'l Mgr.—Don F. Crosthwaite.

2. REPRESENTATIVES
Kentucky Radio Sales—South.

3. FACILITIES
5,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WTCW-FM.

4. AGENCY COMMISSION
None; agencies add 20% to rates shown for 15% agency commission.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
Member: Kentucky Radio Network.

TIME RATES
No. 2 Eff 7/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS
1 min, ea 3.00 30-sec, ea 2.40
Minimum 6+ per wk.

7. PACKAGE PLANS

7 DAYS, EA:	25 ti	50 ti	75 ti	100 ti
1 min	2.90	2.40	2.20	1.80
30 sec	2.35	1.80	1.60	1.50
WKND PLAN, EA:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	2.60	2.40	2.30	2.00	1.75
30 sec	2.80	1.90	1.60	1.45	1.30

ANNUAL CONTRACTS

PER YR, EA:	936x	1404x
1 min	2.70	2.15

WTCW-FM

1964

Media Code 4 218 9591 3.00
Folkways Broadcasting Co., Inc., Box 747, Whitesburg, Ky. 41858. Phone 606-633-2711.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 103.9 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 103 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WTCW.

4. AGENCY COMMISSION
None; agencies add 20% to rates shown for 15% agency commission.

TIME RATES
Rates are identical to WTCW. See that listing.

WHITLEY CITY

McCreary County—May Location H-7
See SRDS consumer Market map and data at beginning of the State.

WEQO

1975

Media Code 4 218 9616 1.00
Country Roads Broadcasting Corp., Box 475, Whitley City, Ky. 42653. Phone 606-376-5100.

1. PERSONNEL
Station Manager—Marc A. Beaubein.

3. FACILITIES
500 w.; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Alcoholic beverage advertising not acceptable.

TIME RATES
No. 1 Eff 4/1/75—Rec'd 7/17/75.

6. SPOT ANNOUNCEMENTS

	Per wk 10 ti	15 ti	30 ti	40 ti	50 ti	Per yr 156x	2245x
1 min	2.75	2.45	2.20	2.00	1.80	1.65	1.40
30 sec	2.25	1.90	1.65	1.45	1.35	1.35	1.20
10 sec	1.55	1.30	1.10	.....	.....	1.10	1.00

Submitted by William R. Carrigan.

WILLIAMSBURG

Whitley County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WEZJ

1650

Subscriber to the NAB Radio Code

Media Code 4 218 9630 6.00
Whitley County Broadcasting Co., Inc., 107 S. Fourth St., Williamsburg, Ky. 40769. Phone 606-549-2285.

1. PERSONNEL
Pres. & Gen'l Mgr.—Keith Buck.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1440 kc. Non-directional.
Operating schedule: 6 am-6 pm. EST.

4. AGENCY COMMISSION
15% time only: 30 days after billing.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Kentucky Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 12/17/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	208x	260x	312x
1 min	2.50	2.35	2.20	2.00	1.80	1.70	1.60	1.50
30 sec	2.00	1.80	1.60	1.50	1.35	1.20	1.10	1.00

50+ within 30 days, 156-ti, 1-min rate.
100+ within 30 days, 312-ti, 30-sec rate.

WINCHESTER

Clark County—Map Location J-4
See SRDS consumer market map and data at beginning of the State

WWKY

1954

RAB

Media Code 4 218 9720 6.00
WWKY, Inc., Box 535, 17-1/2 W. Broadway, Winchester, Ky. 40391. Phone 606-744-2864.

1. PERSONNEL
Gen'l & Sales Mgr.—David E. Griffith.

3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Farm Radio Network, The Tobacco Radio Network, Kentucky Radio Network.

TIME RATES
Eff 4/1/75—Rec'd 3/31/75.

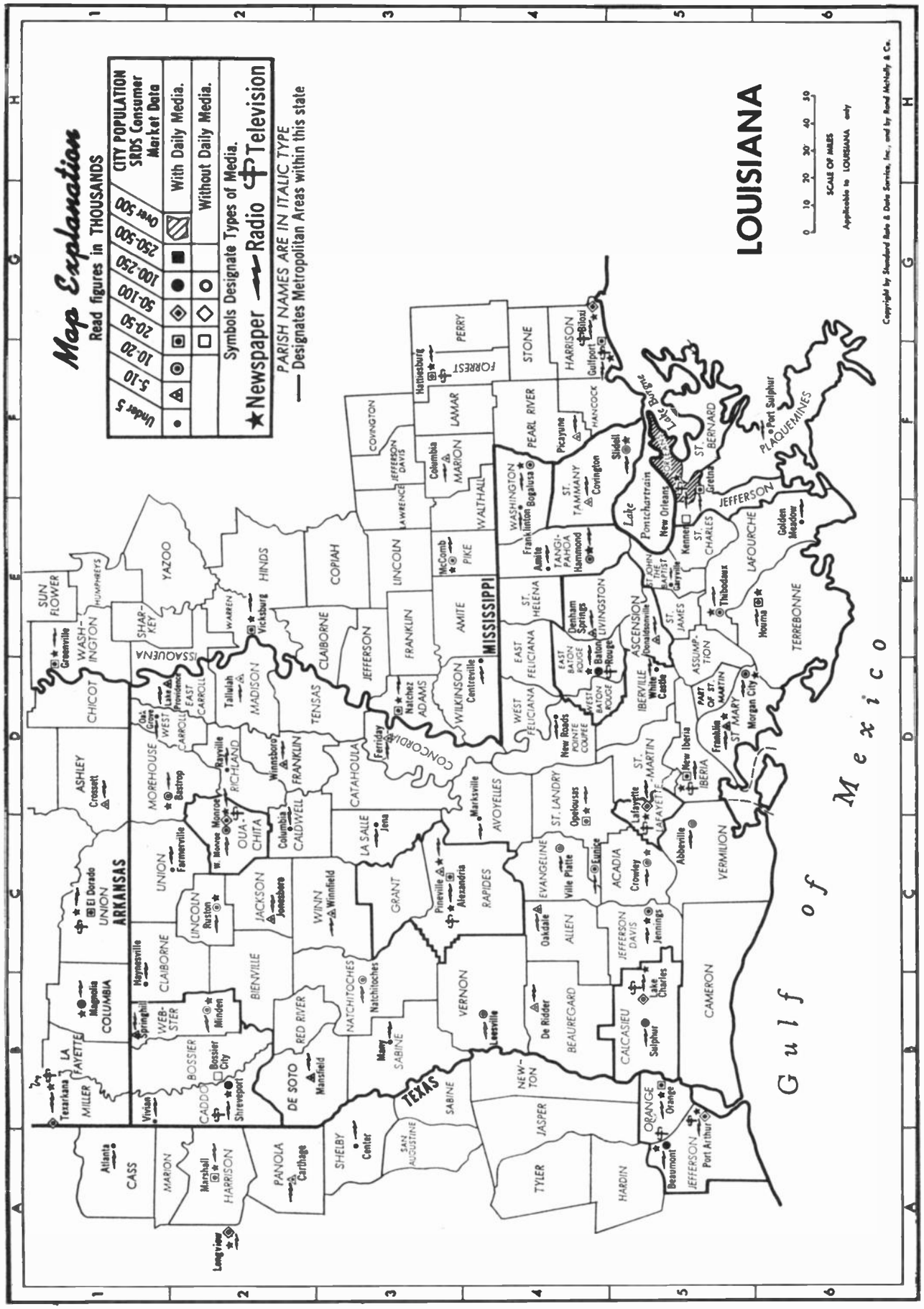
6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	PER YR:	1 min	30 sec
1 x	4.85	3.65	260 x	3.50	2.55
26 x	4.85	3.65	312 x	3.20	2.40
52 x	4.55	3.40	624 x	2.90	2.20
104 x	4.00	3.00	1000 x	2.65	2.00
156 x	3.75	2.85	2000 x	2.40	1.80

7. PACKAGE PLANS

	Per day 5 ti	10 ti	20 ti	25 ti	Per wk 25 ti	50 ti	75 ti
1 min	3.65	3.20	2.75	2.40	3.20	2.75	2.40
30 sec	2.75	2.40	2.10	1.80	2.40	2.10	1.80

15 sec: 1.38.



ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Gonzales—Ascension Parish
Laplace—St. John the Baptist Parish

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,107,493	Iberville	14,050
METRO AREAS		Jefferson	40,373
Alexandria	34,187	Lafayette	24,944
Baton Rouge	101,789	Lincoln	13,538
Houma	11,103	Morehouse	11,911
Lafayette	24,944	Natchitoches	10,553
Lake Charles	33,511	Orleans	315,518
Monroe	29,085	Ouachita	29,085
New Orleans	368,961	Pointe Coupee	10,214
Shreveport	110,034	Rapides	31,250
Total Metros	713,614	St. John the Baptist	10,961
PARISHES		St. Landry	32,595
Acadia	10,523	St. Martin	10,865
Avoyelles	10,222	St. Mary	16,984
Bossier	10,351	St. Tammany	10,698
Caddo	88,464	Tangipahoa	19,683
Calcasieu	33,511	Terrebonne	11,103
De Soto	10,782	Washington	12,441
East Baton Rouge	81,986	Webster	11,219
Iberia	16,017	Total Parishes	899,841

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	69,678	METRO AREAS	
		New Orleans	44,430

LOUISIANA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 219 0050 7.00

Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

LOUISIANA STATE GROUP
Comprised of:

KDBS—Alexandria	KLLA—Leesville
KVOI—Bastrop	KWLA—Many
WLUX—Baton Rouge	KAPB—Marksville
WIKC—Bogalusa	KASO—Minden
KCTO—Columbia	KMLB—Monroe
KSIG—Crowley	KNIR—New Iberia
WLBI—Denham Springs	KWRG—New Roads
KDLA—De Ridder	KAGY—Port Sulphur
KTDL—Farmerville	KRIH—Rayville
WSLG—Gonzales	KRUS—Ruston
KLUV—Haynesville	KBCL, KEPT (FM)—Shreveport
KJIN—Houma	KTLD—Tallulah
KCKW—Jena	KTIB—Thibodaux
KJEF—Jennings	KVPI—Ville Platte
KTOC—Jonesboro	KMAR—Winnsboro
KLPL—Lake Providence	

	6 min	30 sec
All stations	130	104

Less than full state list may be purchased.

(D)

Louisiana Network, Inc., The

Comprised of:
Interconnected Stations

WSHO—New Orleans	KFNV—Ferriday
KBCL, KEPT (FM)—Shreveport	KFNV-FM—Ferriday
KXKW—Lafayette	WTGI (FM)—Hammond
KREB (FM)—Monroe	KAJN—Crowley
KJIN—Houma	KWRG—New Roads
KCIL (FM)—Houma	WIKC—Bogalusa
KAOK—Lake Charles	WSLG—Gonzales
WCKW (FM)—LaPlace	WLBI—Denham Springs
WKQT—Garyville	KMAR, KMAR-FM—Winnsboro

(This listing continued on page 369)

State, County, City, Metro Area Data

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

CITIES AND PARISHES — This list shows parishes in which cities are located. Cities are first, parishes next.

Alexandria—Rapides; Baton Rouge—East Baton Rouge; Bossier City—Bossier; Gretna—Jefferson; Houma—Terrebonne; Kenner—Jefferson; Lafayette—Lafayette; Lake Charles—Calcasieu; Monroe—Ouachita; New Iberia—Iberia; New Orleans—Orleans; Opelousas—St. Landry; Shreveport—Caddo

Estimates for: STATE PARISH—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
LOUISIANA STATE TOTALS	3,783.3	1,174.32	13,795,737	11,748	10.3	16.1	11.1	22.4	25.9	8,208,595	6,990	1,752,028	257,770	1,139,203	400,726	418,807	1,436,964	547,827	1,556.60	121.5	1,371,753
ACADIA C-5	52.0	16.05	156,199	9,732	15.2	20.5	11.5	18.2	17.6	84,623	5,272	21,198	2,471	6,895	2,795	3,610	14,965	6,059	22.99	6.1	57,538
ALLEN C-4	21.0	6.68	61,447	9,199	13.7	17.4	12.6	20.0	16.4	36,284	5,432	8,898	1,764	2,503	1,478	2,026	8,517	4,157	9.34	1.6	20,286
ASCENSION E-5	40.2	11.69	132,504	11,335	8.6	14.9	10.4	24.4	26.7	81,898	7,006	19,038	1,894	6,619	2,205	1,580	25,519	4,924	12.88	.7	11,553
ASSUMPTION D-5	19.9	5.43	53,644	9,879	13.4	18.0	12.6	21.9	18.2	18,031	3,321	5,096	628	2,504	198	1,101	3,359	1,525	7.87	4.3	21,215
AVOYELLES D-4	37.3	11.77	91,573	7,780	16.9	20.3	10.2	14.1	13.0	57,067	4,849	13,776	1,897	3,547	751	3,090	14,045	4,054	17.64	5.1	41,108
BEAUREGARD B-4	24.1	7.71	89,703	11,635	9.7	17.8	11.3	21.4	26.8	42,447	5,505	7,236	1,045	3,812	1,316	1,038	11,475	3,163	9.36	2.8	14,664
BIENVILLE B-2	15.6	5.19	43,417	8,366	13.7	19.6	11.0	17.6	16.1	14,249	2,745	4,786	560	1,533	618	286	1,699	2,073	7.56	.9	8,798
BOSSIER B-2†	66.2	20.66	237,121	11,477	8.2	16.5	12.7	25.5	26.4	106,904	5,174	21,949	2,086	13,868	2,049	2,195	27,845	10,368	26.10	1.9	10,235
Bossier City	46.8	14.70	172,860	11,759	.....	.....	.....	.....	.....	79,264	5,392	12,178	1,497	12,791	1,253	2,052	24,480	7,396	.....	.....	.....
CADDO B-2	239.9	81.14	957,768	11,804	10.4	15.0	10.9	23.1	28.2	808,502	9,965	116,322	20,138	86,951	42,266	46,262	121,067	37,936	112.60	.8	28,604
Shreveport[2]	192.8	66.49	813,583	12,236	.....	.....	.....	.....	.....	715,074	10,755	84,316	17,765	70,500	39,890	45,177	107,945	31,635	.....	.....	.....
Shreveport Metro Area	345.6	115.34	1,327,979	11,514	10.0	15.9	11.4	23.6	26.7	995,516	8,631	158,331	23,711	108,434	47,598	52,116	165,162	56,572	157.33	.....	.....
CALCASIEU B-5	149.3	46.42	564,592	12,163	8.4	15.3	12.3	25.6	27.5	320,683	6,908	71,921	8,988	50,620	10,852	17,737	58,380	27,624	72.39	1.5	34,286
Lake Charles	85.4	27.07	320,581	11,843	.....	.....	.....	.....	.....	259,293	9,579	48,474	6,784	46,051	9,589	15,022	46,350	17,434	.....	.....	.....
Lake Charles Metro Area	149.3	46.42	564,592	12,163	8.4	15.3	12.3	25.6	27.5	320,683	6,908	71,921	8,988	50,620	10,852	17,737	58,380	27,624	72.39	.....	.....
CALDWELL C-2	9.4	3.06	27,812	9,089	15.2	20.2	11.1	17.2	16.7	12,469	4,075	3,735	364	465	882	220	3,378	714	4.23	1.1	5,298
CAMERON B-5	8.4	2.54	28,364	11,167	8.7	17.1	14.6	27.2	22.3	9,927	3,908	3,759	201	182	80	191	95	1,120	3.14	1.2	8,856
CATAHOULA D-3	11.8	3.64	31,603	8,682	14.6	18.7	10.8	16.3	16.0	20,692	5,685	4,251	301	1,027	1,368	376	2,875	1,934	5.24	2.4	25,318
CLAIBORNE C-2	16.1	5.47	45,358	8,292	13.5	16.4	10.1	18.1	18.2	21,820	3,989	6,298	1,435	1,429	1,549	991	5,771	1,972	8.83	.4	10,701
CONCORDIA D-3	23.2	6.88	74,556	10,837	11.5	15.7	9.7	19.6	24.1	39,193	5,697	11,000	720	2,863	1,176	734	9,208	3,453	10.13	1.5	20,826
DE SOTO B-2	22.1	7.36	63,184	8,585	14.8	19.1	10.1	16.5	15.0	33,209	4,512	9,566	889	3,628	620	1,158	7,516	3,488	11.15	.8	28,431
EAST BATON ROUGE D-4	308.3	94.80	1,330,508	14,035	7.6	12.5	10.0	24.8	36.2	829,453	7,850	149,369	25,445	167,902	30,639	47,731	165,130	51,792	111.80	1.2	16,531
Baton Rouge	173.9	57.66	801,643	13,903	.....	.....	.....	.....	.....	728,069	12,627	118,756	21,236	164,222	29,488	44,283	156,544	38,505	.....	.....	.....
Baton Rouge Metro Area	405.4	123.48	1,649,376	13,357	8.0	13.4	10.1	24.7	33.6	973,322	7,882	186,463	28,937	180,229	33,726	51,152	204,730	64,429	143.94	.....	.....
EAST CARROLL D-2	12.4	3.58	26,252	7,333	18.7	16.3	7.7	11.0	12.9	22,490	6,282	4,071	923	861	931	386	3,279	1,093	6.56	2.2	33,830
EAST FELICIANA E-4	16.7	3.92	37,620	9,597	14.2	16.1	10.4	19.4	19.4	14,854	3,789	3,659	193	737	156	160	1,591	1,901	6.23	.4	11,420
EVANGELINE C-4	31.7	10.23	81,739	7,990	14.7	18.7	9.9	13.8	13.2	48,124	4,704	10,151	1,161	5,344	791	3,351	8,645	3,159	15.26	5.9	34,650
FRANKLIN D-2	22.9	7.03	60,462	8,601	13.8	16.7	9.3	14.9	15.9	45,709	6,502	11,240	1,921	1,683	1,629	1,252	6,495	3,302	11.12	6.0	30,190
GRANT C-3	13.7	4.63	40,501	8,748	13.6	21.3	11.5	17.9	15.9	11,826	2,554	3,383	273	372	.....	253	4,697	1,367	6.35	2.0	6,772
IBERIA D-5	58.9	17.27	178,617	10,343	11.4	16.9	13.1	23.7	20.1	121,772	7,051	25,712	4,492	11,473	9,763	5,982	27,446	7,229	24.31	1.9	31,967
New Iberia	36.7	11.27	108,448	9,623	.....	.....	.....	.....	.....	104,500	9,272	21,258	4,026	9,601	9,172	5,374	23,627	5,436	.....	.....	.....
IBERVILLE D-5	30.5	8.71	89,022	10,221	12.3	16.5	10.2	20.4	21.2	47,583	5,463	12,292	1,666	3,259	482	3,353	12,940	3,530	14.02	.9	25,120
JACKSON C-2	15.8	5.43	56,217	10,353	12.3	18.0	11.6	20.5	18.9	25,661	4,726	7,243	1,049	1,028	1,556	1,728	5,896	2,476	7.39	.4	5,817
JEFFERSON E-5	365.1	111.19	1,669,744	15,017	5.0	10 5	11.1	29.6	38.0	815,085	7,331	212,455	18,972	155,244	33,057	36,546	108,926	52,145	102.98	.....	.....
Gretna	27.5	9.02	102,993	11,418	.....	.....	.....	.....	.....	174,139	19,306	18,320	3,313	66,078	10,695	10,439	33,244	7,446	.....	.....	.....
Kenner	43.2	10.58	128,552	12,150	.....	.....	.....	.....	.....	42,160	3,985	12,427	415	1,412	457	876	1,148	5,215	.....	.....	.....
JEFFERSON DAVIS C-5	29.3	9.12	89,240	9,785	13.9	17.2	11.2	20.3	19.7	72,962	8,000	13,529	2,373	1,897	2,337	2,038	18,221	5,950	14.15	3.3	61,889
LAFAYETTE C-5	122.8	36.10	458,948	12,713	9.8	16.2	10.9	22.1	28.0	267,607	7,413	49,730	8,914	37,597	18,882	13,658	49,904	20,584	38.68	1.7	30,281
Lafayette	82.1	24.71	312,463	12,645	.....	.....	.....	.....	.....	256,431	10,378	45,305	7,851	37,400	18,784	13,194	49,616	17,258	.....	.....	.....
Lafayette Metro Area	122.8	36.10	458,948	12,713	9.8	16.2	10.9	22.1	28.0	267,607	7,413	49,730	8,914	37,597	18,882	13,658	49,904	20,584	38.68	.....	.....
LA FOURCHE E-6	73.1	20.54	251,068	12,223	9.0	16.7	13.8	26.2	25.0	137,852	6,711	34,091	4,301	9,281	6,362	7,794	23,970	12,134	24.25	3.0	24,549
LA SALLE C-3	13.1	4.54	41,890	9,227	14.1	20.3	12.7	20.4	17.3	18,244	4,019	5,827	983	949	690	796	4,367	2,098	6.53	.3	1,774
LINCOLN C-2	35.1	10.23	119,717	11,703	12.1	17.8	10.1	18.5	24.6	58,667	5,735	12,043	1,410	4,211	4,966	3,536	12,567	5,349	12.36	.9	20,147
LIVINGSTON E-4	39.8	12.15	133,735	11,007	9.3	15.7	11.8	25.1	24.9	44,733	3,682	12,040	1,056	4,060	495	1,442	13,340	4,418	12.33	1.7	29,463
MADISON D-2	14.6	4.52	37,291	8,250	16.9	16.5	8.0	13.3	15.7	27,854	6,162	6,382	1,047	1,723	1,219	761	5,721	1,920	7.84	2.1	27,044
MOREHOUSE D-1	31.4	9.85	86,700	8,802	13.6	16.8	10.8	18.7	17.0	56,169	5,702	15,299	2,404	5,861	1,623	1,318	9,589	4,852	15.42	.4	30,071
NATCHITOCHES B-3	34.5	10.48	101,223	9,659	15.5	16.7	8.8	14.7	18.2	61,623	5,880	14,128	2,057	6,352	2,176	3,685	7,461	5,010	15.71	1.4	33,647
ORLEANS F-5†	596.4	207.02	2,509,927	12,124	10.6	16.2	10.7	19.9	28.1	1,665,608	8,046	335,501	70,848	289,628	126,696	106,842	240,107	75,083	321.11	.....	.....
New Orleans	596.4	207.02	2,509,927	12,124	.....	.....	.....	.....	.....	1,665,608	8,046	335,501	70,848	289,628	126,696	106,842	240,107	75,083	.....	.....	.....
New Orleans Metro Area	1,091.5	356.63	4,682,130	13,129	8.4	14.2	11.0	24.0	31.5	2,661,977	7,464	605,531	98,361	459,806	164,254	147,927	373,860	143,542	458.43	.....	.....
OUACHITA C-2	124.0	39.83	444,998	11,172	11.2	17.6	11.5	22.1	23.6	336,638	8,452	56,630	7,868	68,285	16,126	19,295	66,434	21,824	51.31	1.3	13,843
Monroe	60.0	19.52	212,509	10,887	.....	.....	.....	.....	.....	269,319	13,797	34,041	5,930	64,105	14,292	18,208	61,907	11,824	.....	.....	.....
Monroe Metro Area	124.0	39.83	444,998	11,172	11.2	17.6	11.5	22.1	23.6	336,638	8,452	56,630	7,868	68,285	16,126	19,295	66,434	21,824	51.31	.....	.....
PLAQUEMINES F-6	26.1	7.28	95,512	13,120	6.8	15.5	12.4	27.6	28.4	35,710	4,905	12,085	621	1,341	125	2,956	561	4,434	10.09	.5	1,180
POINTE COUPEE D-4	21.7	6.24	57,476	9,211	14.9	16.0	10.3	18.2	17.4	31,188	4,998	9,098	982	1,724	1,080	888	6,455	2,575	9.91	3.5	22,301
RAPIDES C-4†	121.7	37.53	405,793	10,812	12.4	19.3	12.2	21.6	21.3	264,742	7,054	51,556	8,369	38,911	14,792	16,454	46,881	19,931	52.37	2.7	39,235
Alexandria	42.8	14.83	155,535	10,488	.....	.....	.....	.....	.....	198,298	13,371	32,378	6,528	36,100	14,152	13,618	39,401	10,458	.....	.....	.....
Alexandria Metro Area	135.4	42.16	446,294	10,586	12.5	19.7	12.0	21.2	20.7	276,568	6,560	54,939	8,642	39,283	14,792	16,707	51,578	21,298	58.72	.....	.....
RED RIVER B-2	8.8	2.91	23,701	8,145	13.7	15.6	10.0	17.6	14.8	12,050	4,141	2,352	677	1,337	576	149	3,032	1,496	4.60	.8	11,807
RICHLAND D-2	23.0	7.07	58,875	8,327	13.9	17.8	10.3	15.6	13.8	41,995	5,940	8,850	1,848	2,143	1,404	1,446	5,777	3,826	10.08	2.4	31,029
SABINE B-3	18.5	6.17	50,127	8,124	13.2	20.1	12.0	16.4	13.9	29,707	4,815	5,933	530	6,878	483	1,641	7,505	2,838	8.49	.7	16,855
ST. BERNARD F-5	58.0	16.71	215,526	12,898	5.9	12.3	14.9	33.0	28.0	56,667	3,571	24,471	4,935	6,756	1,288	784	2,499	5,030	15.42	.1	804
ST. CHARLES E-5	32.3	8.94	112,303	12,562	8.4	12.0	12.0	29.6	28.3	27,962	3,128	6,559	1,335	1,592	886	1,343	5,426	4,055	9.78	.....	.....
ST. HELENA E-4	10.1	2.78	22,704	8,167	18.0	19.3	9.7	14.2	14.7	3,769	1,356	1,000	209	744	167	129	.....	466	5.64	2.4	18,811
ST. JAMES E-5	20.3	5.12	54,839	10,711	9.8	13.4	14.5	27.0	22.0	27,595	5,390	6,481	837	4,566	875	1,225	4,461	2,145	7.78	.7	14,105
ST. JOHN THE BAPTIST E-5	25.4	6.63	73,942	11,153	9.3	10.9	12.6	27.8	24.9	20,914	3,154	8,272	525	2,592	477	563	218	2,755	7.94	.1	4,313
ST. LANDRY D-4	82.2	24.11	210,766	8,742	13.9	17.5	10.1	16.0	16.4	171,101	7,097	37,326	4,780	14,809	12,631	6,850	33,099	13,224	33.75	8.5	49,223
Opelousas	20.7	6.42	58,161	9,059	.....	.....	.....	.....	.....	83,108	12,945	16,891	2,516	8,607	10,561	3,352	18,784	4,744	.....	.....	.....
ST. MARTIN D-5	33.1	9.29	81,176	8,738	14.8	19.2	11.0	17.1	15.6	30,949	3,331	9,531	571	2,000	889	728	6,585	2,992	12.10	1.9	15,059
ST. MARY D-5	64.3	18.36	207,378	11,295	9.1	16.2	12.4	25.8	24.1	125,590	6,840	39,352	3,179	8,332	5,615	5,054	24,862	10,809	22.73	.9	25,932
ST. TAMMANY F-4	72.0	21.71	286,933	13,217	8.9	13.2	10.5	24.4	31.2	121,617	5,602	33,104	3,606	8,178	3,213	3,755	22,328	11,284	18.92	1.2	11,359
TANGIPAHOA E-4	67.3	20.32	187,937	9,249	15.6	18.9	10.4	16.5	17.8	145,486	7,160	33,048	3,605	9,776	5,728	4,461	33,617	10,759	27.75	4.4	81,211
TENSAS D-3	8.9	2.78	19,985	7,189	15.9	16.0	8.2	11.2	12.9	16,654	5,991	3,105	380	1,417	94	94	1,251	990	5.72	1.9	27,622
TERREBONNE E-6†	81.0	22.47	268,216	11,937	7.2	15.3	14.7	28.1	25.3	191,220	8,510	42,326	3,712	28,867	5,490	9,406	35,206	10,789	26.51	.8	11,136
Houma	33.7	10.15	126,002	12,414	.....	.....	.....	.....	.....	158,254	15,592	32,709	3,233	25,928	5,016	8,532	31,370	8,877	.....	.....	.....
Houma Metro Area	81.0	22.47	268,216	11,937	7.2	15.3	14.7	28.1	25.3	191,220	8,510	42,326	3,712	28,867	5,490	9,406	35,206	10,789	26.51	.....	.....
UNION C-1	18.3	6.01	56,705	9,435	11.7	17.8	11.3	20.0	19.2	19,056	3,171	4,336	1,361	1,185	426	927	4,806	1,927	8.04	1.4	16,871
VERMILION C-5	43.9	14.02	146,470	10,447	12.8	18.4	11.4	19.9	21.1	81,269	5,797	17,537	3,772	4,134	1,938	3,167	16,094	7,184	18.92	6.0	63,109
VERNON B-4†	62.6	11.85	229,301	19,350	11.9	25.7	15.0	20.1	14.9	77,547	6,544	13,851	1,299	3,838	2,396	2,959	15,019	5,774	8.83	1.0	7,704
WASHINGTON E-4	40.9	13.51	129,268	9,568	11.8	18.1	11.4	20.0	19.6	84,389	6,246	18,580	1,761	7,960	3,877	3,699	19,334	5,512	20.68	2.5	32,402
WEBSTER B-2	39.5	13.54	133,090	9,829	10.5	17.8	13.0	23.7	19.4	80,110	5,917	20,060	1,487	7,615	3,283	3,659	16,250	8,268	18.63	1.1	10,525
WEST BATON ROUGE D-4	17.1	4.84	52,629	10,874	10.3	17.1	10.6	22.1	23.7	17,238	3,562	6,016	542	1,648	387	399	741	3,295	6.93	.1	10,601
WEST CARROLL D-2	12.6	4.12	39,929	9,692	12.4	16.8	10.1	16.1	19.1	21,334	5,178	4,704	874	1,375	223	287	5,680	1,142	6.01	5.0	18,558
WEST FELICIANA D-4	10.9	1.64	19,745	12,040	14.0	16.7	9.4	15.1	22.0	7,772	4,739	2,411	177	446	71	113	1,470	1,470	3.91	.4	11,125
WINN C-3	16.2	5.51	51,147	9,283	15.0	20.3	12.2	17.1	13.5	23,452	4,256	6,480	1,059	2,846	1,533	1,169	5,367	1,077	7.91	.4	2,164

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.
(2) Includes portion in Bossier Parish.

KTDL—Farmerville
KVCL—Winnfield
KVCL-FM—Winnfield
KBED (FM)—Lake Providence
KLPL—Lake Providence
KCTO—Columbia
WARB—Covington
KDLA—DeRidder
KLLA—Leesville
KREH—Oakdale

Media Code 4 219 0077 0.00
Business Office—343 Riverside Mall, Baton Rouge, La. 70801. Phone 504-383-8695.
Mailing address: Box 3691, Baton Rouge, La. 70821.

STATION'S PROGRAMMING DESCRIPTION
LOUISIANA NETWORK, INC.: NEWS: State newscasts, 13 hrs daily, M-F. News gathered by news staff, capitol correspondents & affiliate stations. Reporters assigned to cover regional events. Washington correspondent to cover state's congressional delegation. FARM: 2 5-min agri-news programs daily, M-F, at 6:15 am & 12:15 pm. Early morning program re-fed at 8:15 am for daytime stations. Farm director & assistant farm director gather & deliver agri-news, cover state agriculture events & state capitol. State capitol bureau, Washington correspondent covering states's congressional delegation. Rec'd 5/1/75.

1. PERSONNEL
President—Rhett R. McMahon.
Commercial Manager—Tim Patton
Operations Director—John K. Brewer.
News Director—Ann McMahon.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
No. 4 Eff 2/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti
1 min	32	28	25	28
30 sec	26	22	20	18

Specified, extra 20%.
CONTRACT DISCOUNT
6 mo—5% 1 yr—10%

ABBEVILLE (1 AM; 1 FM)

Vermillion Parish—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KROF
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 0105 9.00
Abbeville Broadcasting Service, Inc., Box 610, Hwy. 167, Abbeville, La. 70510. Phone 318-893-2531.

STATION'S PROGRAMMING DESCRIPTION
KROF: Programmed for adults and general interest.

1. PERSONNEL
General Manager—Manuel R. Broussard.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w.; 960 kc. days. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 255 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 9/1/73—Rec'd 6/26/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.60	5.20	4.80	4.40	4.00
10 sec	3.50	3.20	3.00	2.75	2.50

7-9 am, 11:30 am-1 pm & 4-6 pm, extra 10%.
Guaranteed time, extra 10%.

10. SPECIAL FEATURES

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
News	10.50	9.75	9.00	8.25	7.50

KROF-FM
1974

RAB

Subscriber to the NAB Radio Code
Media Code 4 219 0105 9.00
Abbeville Broadcasting Service, Inc., Box 610, Hwy. 167, Abbeville, La. 70510. Phone 318-893-2531.

STATION'S PROGRAMMING DESCRIPTION
KROF: Programmed for adults and general interest.

1. PERSONNEL
General Manager—Manuel R. Broussard.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w.; 960 kc. days. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 255 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 9/1/73—Rec'd 6/26/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.60	5.20	4.80	4.40	4.00
10 sec	3.50	3.20	3.00	2.75	2.50

7-9 am, 11:30 am-1 pm & 4-6 pm, extra 10%.
Guaranteed time, extra 10%.

10. SPECIAL FEATURES

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
News	10.50	9.75	9.00	8.25	7.50

ALEXANDRIA (3 AM; 1 FM)

Rapides Parish—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KALB
1935

CBS Radio Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 0210 7.00
Alexandria Broadcasting Company, Inc., Box 471, 601 Washington St., Alexandria, La. 71301. Phone 318-443-2543. TWX 318-445-5308.

STATION'S PROGRAMMING DESCRIPTION
KALB: MUSIC: country & western with farm interest programs 4-6:30 am, MOR 6:30 am-1 pm, country & western 1-6 pm, rock 6 pm-12M daily. NEWS: at :60 with features at :25. Contact Representative for further details. Rec'd 7/8/74.

1. PERSONNEL
General Manager—Bruce Rainey.
Station Manager—Bill Lynch.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 580 kc. **Directional—night only.**
Operating schedule: 4 am-midnight daily. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 12c, 13c, 14e, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72a, 73b.
Prod. Services: 80, 82.
FM facilities: KSLI (FM).
Affiliated with CBS.

TIME RATES
No. 11 Rev. 8/1/72—Rec'd 7/7/72.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	7 ti	14 ti	21 ti	28 ti
CLASS AAA				
1 min	15.00	14.00	13.00	12.00
30 sec	11.20	10.40	9.60	8.80
10 sec	5.50	5.00	4.40	4.00
CLASS AA				
1 min	13.00	12.00	11.00	10.00
30 sec	9.60	8.80	8.00	7.20
10 sec	4.50	4.00	3.50	3.00
CLASS A				
1 min	11.00	10.00	9.00	8.00
30 sec	8.00	7.20	6.40	5.60
10 sec	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN:	1 min	30 sec	10 sec
14 ti (4AAA, 5AA, 5A)	11.00	8.00	3.50
21 ti (7AAA, 7AA, 7A)	10.00	7.20	3.00
28 ti (9AAA, 10AA, 9A)	9.00	6.40	2.50

8. PROGRAM TIME RATES
AAA—Mon thru Sat 5:30-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 5-5:30 am & 10 am-noon, 1-3 pm & 7-midnight; Sun 5 am-7 pm.

1 HR:	1x	26x	52x	100x	156x	312x
AAA	100	95	90	85	80	75
AA	50	47	45	42	40	37

1/2 hr: 60% of hour. 10 min: 32.5% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

KDBS
1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 0315 4.00
KDBS, Inc., Box 591, 1515 Jackson St., Alexandria, La. 71302. Phone 318-443-7454.

1. PERSONNEL
General Manager—Irving Ward-Steinman.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w.; 1410 kc. days. **Nondirectional.**
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 25a, 26, 28c, 29b, 30.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
No. 4 Eff 6/1/69—Rec'd 8/5/69.
A—Mon thru Sat 6-9:30 am, noon-1:30 pm & 3:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	—1 min—		—20/30 sec—		— 10 sec —	
	A	B	A	B	A	B
1 x	9.90	9.00	8.00	7.20	5.50	4.95
52 x	9.50	8.55	7.60	6.85	5.25	4.70
104 x	9.00	8.10	7.20	6.50	4.95	4.45
156 x	8.50	7.65	6.80	6.10	4.70	4.25
260 x	8.00	7.20	6.40	5.75	4.40	3.95
312 x	7.50	6.75	6.00	5.40	4.15	3.75
500 x	7.00	6.30	5.60	5.05	3.85	3.45

7. PACKAGE PLANS
(1/3 in A if desired)

PER WK, RDS:	10 ti	20 ti	30 ti	40 ti
Applicable rate	52x	104x	156x	260x

All spots combinable for frequency, but ROS cannot be counted toward frequency on annual plan.

KSLI (FM)
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 0345 1.00
Alexandria Broadcasting Co., Inc., Box 471, 601 Washington St., Alexandria, La. 71301. Phone 318-443-2543. TWX 318-445-5308.
See affiliated AM station for additional information.
AM facilities: KALB.

STATION'S PROGRAMMING DESCRIPTION
KSLI (FM): Programmed for adults. ENTERTAINMENT: 8 am-12M, General popular music, featuring standards, show tunes, film music, MOR. NEWS: 5 min at :60; national, international, local & community news. Contact Representative for further details. Rec'd 7/26/72.

3. FACILITIES ERP 100,000 w.; 96.9 mc. Stereo.
Operating schedule: 8 am-midnight daily. CST.
Antenna ht.: 1,000 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
Eff ———Rec'd 7/7/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	5.00	4.70	4.45	4.15	3.85	3.60
30 sec	3.85	3.55	3.25	2.95	2.65	2.40

KSYL
1945

NBC Radio Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 0420 2.00
KSYL, Inc., Box 7057, 3412 England Air Base Dr., Alexandria, La. 71302. Phone 318-442-6611.

STATION'S PROGRAMMING DESCRIPTION
KSYL: MUSIC: Selected blend of contemporary & MOR music encompassing 21-45 age group. After 6 pm, format designed to blend hits of modern country with modern MOR. NEWS: network at :60; local & state news with weather at :30. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Sylvan Fox.
Sta. & Sales Mgr.—Jim Richards.
Program Director—Shirley Racine.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w.; 970 kc. **Directional—night only.**
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 3 Eff 5/15/75—Rec'd 5/19/75.
AAA—6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	20 ti	30 ti	40 ti
CLASS AAA					
1 min	9.00	8.50	7.50	6.00	4.80
30 sec	7.20	6.80	6.00	4.80	3.85
15 sec	5.75	5.45	4.80	3.85	3.10
CLASS AA					
1 min	7.00	6.50	5.50	4.40	3.50
30 sec	5.60	5.20	4.40	3.50	2.80
15 sec	4.50	4.15	3.50	2.80	2.25
CLASS A					
1 min	6.30	5.20	4.95	3.95	3.15
30 sec	5.05	4.15	3.95	3.15	2.50
15 sec	4.05	3.30	3.15	2.50	2.00

ROS: AA rate applies.
Fixed, non-preemptible, extra 15%.
CONTINUOUS DISCOUNT
4 wk—5% 13 wk—7-1/2% 26 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

	1 min	30 sec	15 sec
7 ti (3AAA, 3AA, 1A)	7.40	5.90	4.70
14 ti (8AAA, 5AA, 1A)	6.75	5.40	4.30
21 ti (8AAA, 7AA, 6A)	6.00	4.80	3.85
28 ti (12AAA, 9AA, 7A)	5.75	4.60	3.70

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50	30	21	19	14
52 x	45	27	19	17	13
156 x	40	24	17	16	12
312 x	35	21	16	14	11

Edited by Jim Richards.

AMITE

Tangipahoa Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WABL
1955

Media Code 4 219 0525 8.00
Amite Broadcasting Company, P. O. Box 611, 118 NE. Railroad Ave., Amite, La. 70422. Phone 8385.

1. PERSONNEL
Sta. & Com'l Mgr.—C. W. Fitz.

3. FACILITIES
500 w.; 1570 kc. days. Nondirectional.
Operating schedule: sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

TIME RATES
Rates effective December 4, 1955. (Card No. 3.)
Card received January 13, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time	60.00	32.00	16.00	8.00	4.00
13 times	57.00	30.40	15.20	7.60	3.80
26 times	54.00	28.80	14.40	7.20	3.60
52 times	51.00	27.20	13.60	6.80	3.40
150 times	48.00	25.60	12.80	6.40	3.20
300 times	45.00	24.00	12.00	6.00	3.00

BASTROP (2 AM; 1 FM)

Morehouse Parish—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KTRY
1946

Media Code 4 219 0630 6.00
Jamie Patrick Broadcasting Ltd., Box 1075, Shelton Rd., Bastrop, La. 71220. Phone 318-281-3656.

STATION'S PROGRAMMING DESCRIPTION
KTRY: Programmed for young adults, 25-49.

1. PERSONNEL
Pres. & Gen'l Mgrs.—Jamie Patrick.

2. REPRESENTATIVES
New York—Frederick W. Smith.

3. FACILITIES
250 w. days; 730 kc. Clear channel. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during newscasts. For non-simulcast facilities see KTRY-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff———Rec'd 6/26/75.

6. SPOT ANNOUNCEMENTS

	1x	100x		1x	100x
1 min	4	3	30 sec	3	2

15-sec ID's: 50% of 1-min.
Edited by Jamie Patrick.

LOUISIANA

KTRY-FM
1974

Media Code 4 219 0631 4.00
Jamie Patrick Broadcasting, Ltd., Box 1075, Shelton Rd., Bastrop, La. 71220. Phone 318-281-3656.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KTRY-FM: MUSIC: Standards.

3. FACILITIES
EIRP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 285 ft. above average terrain.
Partial simulcast operation. Operated separately except for newscasts. For simulcast facilities see KTRY.

TIME RATES
75% of AM rates
Edited by Jamie Patrick.

KVOB
1957

Media Code 4 219 0735 3.00
Hagan Broadcasting, Inc., 121 Haynie Ave., Bastrop, La. 71220. Phone 318-281-1383.

STATION'S PROGRAMMING DESCRIPTION
KVOB: C & W. Prog. rock 12 M-2 am Fri.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stan Hagan.

2. REPRESENTATIVES
George T. Hopewell, Inc.
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.

TIME RATES
Eff 5/1/75—Rec'd 5/12/75.

6. SPOT ANNOUNCEMENTS

	1x	100+
1 min	4.00	3.00
30 sec	3.25	2.50

15 sec: 50% of 1-min.
Edited by Stan Hagan.

BATON ROUGE (7 AM; 4 FM)

East Baton Rouge Parish—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	24	19	24	19
B	19	15	19	15
C	18	14	16	10
D	14	13	14	10
AVERAGE	19	15	18	14

WAFB (FM)
1969

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 0775 9.00
Guaranty Broadcasting Corp., Box 2671, 844 Government St., Baton Rouge, La. 70821. Phone 504-387-4921.

STATION'S PROGRAMMING DESCRIPTION
WAFB (FM): Solid Gold. Contact Representative for further details. Rec'd 6/29/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom E. Gibbens.
Prog. & Prod. Mgr.—Larry Dickson.
Sales Manager—William W. Healey.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 100,000 w. (vert.), 100,000 w. (horiz.); 98.1 mc. Stereo.
Operating schedule: 5 am-midnight daily. CST.
Antenna ht.: 1,550 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15d.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 25a, 26, 27, 28a, 29a, 30, 31, 32b.
Contracts: 40a, 41, 44b, 46, 47a, 49, 50.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 6/27/75.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	12.00	11.00	10.00	9.50	9.00	8.50	8.00
30/less	10.00	9.00	8.00	7.50	7.00	6.50	6.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	100	80	60	45

Edited by Bill Healey.

(Baton Rouge continued on next page)

LOUISIANA

Baton Rouge—Continued

WAIL
1946

Media Code 4 219 0840 1.00
WAIL, Inc., 5700 Florida Blvd., Suite 604, Republic Tower Bldg., Baton Rouge, La. 70806. Phone 504-926-7600.

STATION'S PROGRAMMING DESCRIPTION
WAIL: Programmed for young adults.
NEWS: 7 min of news at :45. All segments handled by AIR PERSONALITIES. College emphasis after 3 pm. Want ads read free throughout broadcast day. Public affairs talk show Sun 9:40-11 am. Contact Representative for further details. Rec'd 5/3/72.

1. PERSONNEL
President—Ralph L. Burge.
General Manager—Harold G. Herthum.
Program Director—Kinnon Thomas.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES 2,000 w.; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
*5/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 26.

TIME RATES
Eff 8/1/69—Rec'd 7/17/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00

30 sec: 70% of 1-min. 10 sec: 50% of 1-min.
Time classifications may be combined for maximum frequency discount.

7. PACKAGE PLANS
1-MINUTE SATURATION

PER WK, EA:	12 ti	18 ti	24 ti	30 ti	50 ti
1 wk	8.00	7.50	7.00	6.50	5.50
5 wk	7.75	7.25	6.75	6.25	5.25
13 wk	7.50	7.00	6.50	6.00	5.00
27 wk	7.25	6.75	6.25	5.75	4.75
41 wk	7.00	6.50	6.00	5.50	4.50

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
Ea	38	28	15

WFMF
1941

NAB RAB NAFMD

Subscriber to the NAB Radio Code
Media Code 4 219 0892 2.00
Baton Rouge Broadcasting Co., Inc., Box 496, 444 Florida St., Baton Rouge, La. 70821. Phone 504-342-5271.
See affiliated AM station for additional information.
AM facilities: WJBO.

STATION'S PROGRAMMING DESCRIPTION
WFMF: Programmed for young moderns.
MUSIC: Progressive rock, 90%; NEWS & PUBLIC AFFAIRS 10%. 9 network newscasts per day; local at 7:05 & 8:05 am, plus every other hour on the half-hour. Sun: Classical 8 am-1 pm. Contact Representative for further details. Rec'd 11/13/74.

1. PERSONNEL
Coordinator—Jeanne David.

3. FACILITIES ERP 100,000 w.; 102.5 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 475 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Avco Group Plan.
Sold in combination with WJBO. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/73—Rec'd 12/4/72.

6. SPOT ANNOUNCEMENTS
30% of WJBO AAA combination rate. See that listing.

8. PROGRAM TIME RATES

	1 hr	1/2 hr
1 x	40.35	20.18

WIBR
1948

HR STONE radio

NAB

Subscriber to the NAB Radio Code
Media Code 4 218 0945 8.00
Community Broadcasting Co., Inc., Box 1226, Baton Rouge, La. 70821. Phone 504-344-2666.

STATION'S PROGRAMMING DESCRIPTION
WIBR: Programming hit music for adults 18-49.
AIR PERSONALITIES promotions & listener participation. Contact Representative for further details. Rec'd 8/1/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert Earle.
Station Manager—Bob Furlow.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w.; 1300 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
,15/0 time only.

5. GENERAL ADVERTISING See Coded regulations
General: 1a. 2b. 3a. 4a. 5. 6b. 7b. 8.
Rate Protection: 18b. 11b. 12c. 13b. 14b. 15b.
Basic Rates: 20b, 21a, 22b, 23a. 24a, 28b. 29b. 30, 31.
Contracts: 40a. 41. 44a. 45. 46 48. 51a.
Comb.: Cont. Discounts: 60d. 61b. 62b. 62d.
Cancellation: 70b. 70e. 71a, 72. 73b.
Prod. Services: 80. 82.

TIME RATES
Eff 1/1/70—Rec'd 11/14/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	15	14	13	12
A	13	12	11	10
B	10	9	8	7

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP PLAN

PER WK, EA:	1 min
12 Plan (4AA, 4A, 4B)	10
24 Plan (8AA, 8A. 8B)	9

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1/4 hr ..... 30 5 min 18
DISCOUNTS
26 wk contract ..... 5% 52 wk contract 10%

10. SPECIAL FEATURES
News Service—10% extra.
Submitted by Robert Earle.

WJBO
1934

NBC Radio Network
AVCO RADIO SALES

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 1050 6.00
Baton Rouge Broadcasting Co., Inc., Box 496, 444 Florida St., Baton Rouge, La. 70821. Phone 504-342-5271.

STATION'S PROGRAMMING DESCRIPTION
WJBO: Programmed for adults and young adults.
MUSIC: modern MOR & oldies. AIR PERSONALITIES handle all music segments, request line open daily. NEWS: network at :60; state/local at :15 & :45 in drive times; expanded report M-F 7:30-8 am; 10-min state/local network news at 12N, M-F. Agricultural news 5-6:30 am M-Sat. FEATURES: news/interviews M-F, 1:05-2 pm & Sun 9:05-10 am. SPORTS: Major League baseball, pro football, college & high school sports. Air personalities available for remotes M-F. Contact Representative for further details. Rec'd 10/12/72.

1. PERSONNEL
President—Douglas L. Manship.
Station Manager—Roger S. Davison.
Program Director—Don Grady.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
5,000 w.; 1150 kc. Directional — same pattern all hours.
Operating schedule: 5-12:05 am. CST.

4. AGENCY COMMISSION
15/0 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b. 15b. 16.
Basic Rates: 20b. 21b. 22b. 23a. 24b. 25a. 26. 27. 28a. 29a. 30. 32a.
Contracts: 40c. 41. 42a. 42c. 43. 44a. 45. 46. 47a. 48. 51a.
Comb.: Cont. Discounts: 60e. 61c. 62b.
Cancellation: 70b. 70e. 71a. 72. 73b.
Prod. Services: 80. 82.
FM facilities: WFMF.
Affiliated with Avco Group Plan.
Affiliated with NBC.
Member: Farm Radio Network.

TIME RATES
AM/FM COMBINATION
Eff 3/1/74—Rec'd 1/18/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	156x	312x	520x	780x	1040x
AAA	22	20	18	16	14
AA	20	18	16	14	12
A	18	16	14	12	10
B	12	11	10	9	8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: 10% discount applicable combination rate.
FM only: 30% of AAA combination rate.

7. PACKAGE PLANS

PER WK:	Cost
6 ti (1AAA, 1A. 2A. 2B)	96
12 ti (3AAA. 3AA. 4A, 2B)	180
18 ti (4AAA. 4AA. 6A. 4B)	234
24 ti (6AAA. 6AA. 8A. 4B)	288
30 ti (7AAA. 7AA. 10A. 6B)	315

ROS within time classifications.
FM spots do not convert, no further discounts.
Convertible package plans convert as follows:
Higher to lower — 2 drivetime (AAA and/or AA) spots equal to 3 A; 2 A spots equal to 3 B spots.
Lower to higher — 2 spots of a lower classification equal to 1 of next higher classification.
Combinability—weekly frequency spots in designated classifications may be added to Convertible Package Plans at applicable rates and are fully convertible.
Transfer—Convertible Package Plan advertisers may switch to weekly Plan rates (i.e., number of Convertible Package spots before conversion) on non-retroactive basis for balance of contract.

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
5-min	20	19	18	17	15

WLCS
1946

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 1155 3.00
Air Waves, Inc., Suite 2420, One American Pl., Baton Rouge, La. 70825. Phone 504-383-4411.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lamar Simmons.
Sta. Mgr. & Prog. Dir.—Gene Nelson.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w.; 910 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4a, 8.
Rate Protection: 10c, 11e, 12c, 13c, 14e, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WQXY (FM).

TIME RATES
No. MG-1 Eff 4/1/71—Rec'd 4/5/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	6 ti	12 ti	18 ti	24 ti
AA	25.00	24.00	23.00	21.00
A	20.00	19.00	18.00	16.00
B	15.00	14.00	13.00	11.00
30 SECONDS				
AA	20.00	19.20	18.40	16.80
A	16.00	15.20	14.40	12.80
B	12.00	11.20	10.40	8.80

ID's: 50% of applicable 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
12 ti (4AA. 4A. 4B) 15
18 ti (6AA, 6A. 6B) 14
TRAFFIC PACKAGE
(Mon thru Fri)
AM & PM Drive. 8 per wk ea. 16 ti 20

WLUX
1963

Media Code 4 219 1260 1.00
Capital City Communications, Inc., Box 2550, Baton Rouge, La. 70821. Phone 504-926-6614.

STATION'S PROGRAMMING DESCRIPTION
WLUX: All gospel format. Rec'd 1/30/74.

1. PERSONNEL
Owner—Jimmy Lee Swaggart.
General Manager—Hardy Brundage.

3. FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a. 7b. 8.
Rate Protection: 10b. 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b. 21b. 21d. 22b, 23a, 24a, 25a, 27, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 47a, 49, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
Eff————Rec'd 9/11/72.

6. SPOT ANNOUNCEMENTS

	1 x	26x	52x
1 min	9.00	8.50	7.50
20/30 sec	7.20	6.80	6.00

WQXY (FM)
1966

NAB RAB

Media Code 4 219 1365 8.00
Air Waves, Inc., Suite 2420, One American Pl., Baton Rouge, La. 70825. Phone 504-383-4411.
See affiliated AM station for additional information.
AM facilities: WLCS.

STATION'S PROGRAMMING DESCRIPTION
WQXY (FM): Programmed for adults & young adults.
MUSIC: standards & general popular, mainly instrumentals, some vocals, including film soundtracts, showtunes. NEWS: 2-min news & weather at :60; weather at :30, & in am drive at :15 & :45. COMMERCIAL POLICY: Maximum 8 minutes (4 breaks) per hour. Contact Representative for further details. Rec'd 3/26/73.

3. FACILITIES
ERP 100,000 w.; 100.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 750 ft. above average terrain.

TIME RATES
No. 2 Eff 5/1/74—Rec'd 5/13/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	9.50	9.25	9.00	8.50
30 sec	7.50	7.25	7.00	6.50

WXOK
1952

Independent Black

Media Code 4 219 1470 8.00
Security Broadcasting of Baton Rouge, Inc., Box 66175, Central City Station, Baton Rouge, La. 70806. Phone 504-927-7060.

STATION'S PROGRAMMING DESCRIPTION
WXOK: Programmed for black listeners.
MUSIC: R & R M-F except 5-6 am & 10 am-noon & Sun 5 am-2 pm. NEWS: network plus full time local news department; black community news hrly. SPORTS: black college & high school football, basketball & baseball. Contact Representative for further details. Rec'd 10/15/73.

1. PERSONNEL
President—Ed Muniz.
Gen'l & Sales Mgr.—Lew Carter.

2. REPRESENTATIVES
Bob Dore Associates.
South, Southeastern—Carter S. Jones Agency.

3. FACILITIES
5000 w. days, non-directional: 1000 w. night directional: 1460 kc.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with Mutual Black Network.

TIME RATES
Eff————Rec'd 1/28/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	20	19	18	17	17	15	14	13
AA	16	15	14	13	13	12	11	10

7. PACKAGE PLANS

TAP—1/2AAA, 1/2AA:	1 min	30 sec
10 ti	16	13
16 ti	14	11

WYNK
1956

M Jack Masla & Company, Inc.

Modern Country Music

Media Code 4 219 1575 2.00
Miss-Lou Broadcasting Corp., Box 2541, 820 Commerce Bldg., Baton Rouge, La. 70821. Phone 504-343-8349.

STATION'S PROGRAMMING DESCRIPTION
WYNK: Modern country music for adults 18-49.
NEWS: 5 min network news at: 60, local and regional news at :30, expanded newscasts 3 times daily. Weather at :20, :35, :45. Community news twice daily. Farm show for 1/2 hour 6 days weekly. Completely equipped mobile studios for remotes. Contact Representative for further details. Rec'd 12/29/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—R. D. McGregor.
Program Director—Page Dew.
Chief Engineer—Lewis Goode.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w. days: 1380 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-2:05 pm. For non-simulcast facilities see WYNK-FM.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 12b, 14b, 15b.
Basic Rates: 21b, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42c, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 1/1/69—Rec'd 3/3/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	16.00	13.00	8.00
52 x	15.00	12.00	7.50
104 x	14.00	11.00	7.00
156 x	13.00	10.00	6.50
208 x	12.00	9.00	6.00
260 x	11.00	8.00	5.50
312 x	10.00	7.00	5.00
500 x	9.00	6.50	4.50
1000 x	8.00	6.00	4.00

7. PACKAGE PLANS
WKLY:

	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti	50 ti
1 min	12.50	12.00	11.50	11.00	10.50	10.00	9.50	8.50
30 sec	10.50	10.00	9.50	9.00	8.50	8.00	7.50	7.00
10 sec	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	90	65	40	30	20

WYNK-FM
1968

NAFMD

Media Code 4 219 1576 0.00
Miss-Lou Broadcasting Corp., Box 2541, 833 Laurel St., Baton Rouge, La. 70821. Phones 504-343-8349-0.
See affiliated AM station for additional information.

5. FACILITIES
ERP 100,000 w.; 101.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 403 ft. above average terrain.
Partial simulcast operation. Operated separately 5-6 am & 3 pm-midnight. For simulcast facilities see WYNK.

TIME RATES
60% of applicable WYNK rate. See that listing.

BOGALUSA (2 AM)

Washington Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WBOX
1954

NAB

Media Code 4 219 1680 0.00
Moseley-Smith Broadcasting, Inc., Box 280, Old Varnado Hwy., Bogalusa, La. 70427. Phone 504-732-4288.

STATION'S PROGRAMMING DESCRIPTION
WBOX: Programmed for mass appeal.

(This listing continued on next page)

Bogalusa—W B O X—Continued

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald H. Smith.
3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
20/0 time only; 15th of following month.
TIME RATES
No. 4 Eff 3/1/75—Rec'd 2/26/75.
AA—Mon thru Sat 6-10 am & 4-6 pm.
A—Mon thru Sat 10 am-4 pm. Sun pm.
6. SPOT ANNOUNCEMENTS

CLASS AA						
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	5.25	4.80	4.50	4.20	3.80	3.50
30/20 sec	4.20	3.80	3.50	3.25	3.00	2.80
10 sec	2.60	2.40	2.25	2.10	1.90	1.75
CLASS A						
1 min	4.75	4.40	3.90	3.60	3.30	3.00
30/20 sec	3.80	3.50	3.10	2.90	2.65	2.40
10 sec	2.40	2.20	1.95	1.80	1.65	1.50

Fixed position: Extra ea .50.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Minimum 12 per wk.
7. PACKAGE PLANS
TAP—40%AA, 60%A
12 ti daily, 7 consec days, 1-min ea 3.00
SATURATION SPECTULAR—50%AA, 50%A
20 ti daily, 3 consec days, 1-min ea 3.25
WEEKENDER—ROS
12 ti Sat, 8 ti Sun, 10 ti Mon, 1-min ea 2.75
30/20 sec: 80% of 1-min. 10-sec: 60% of 1-min.
BULK PLANS—50%AA, 50%A
52 Wk:
Plan 1, 1000x 3.00 Plan 2, 2000x 2.80
Plans not completed, short rate will be calculated as earned on rate card.
10. SPECIAL FEATURES

NEWS:	1x	26x	52x	104x	156x	312x
5 min	9.90	8.80	8.25	7.00	6.25	5.50

Headlines, weather, stock market, & vignettes—1 min/less, 30 sec rate plus 1.00.

WIKC
1947
NAB
Subscriber to the NAB Radio Code
Media Code 4 219 1785 7.00
WIKC Radio, a div. of Adam Properties, Inc., Box 506, Rio Grande St., Bogalusa, La. 70427. Phone 504-735-1730.
STATION'S PROGRAMMING DESCRIPTION
WIKC: MUSIC: MOR & top 40.
1. PERSONNEL
Pres. & Gen'l Mgr.—G. S. Adams, Jr.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 net time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: The Louisiana Network, Inc.
TIME RATES
Eff 9/1/64—Rec'd 8/28/64.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
Min/less	5.00	4.70	4.40	4.10	3.80	3.50	3.25	3.00

10. SPECIAL FEATURES
5-MINUTE NEWS AT :60

	1x	13x	26x	52x	104x	156x	260x	312x
1 x	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50

HEADLINES AT :30

1 x	5.00	4.70	4.40	4.10	3.80	3.50	3.20	2.90

Edited by Andrew Moses.

COLUMBIA
Caldwell Parish—Map Location C-3.
See SRDS consumer market map and data at beginning of the State.

KCTO
1968
NAB
Media Code 4 219 1820 2.00
Caldwell Broadcasting Co., Inc., Box 966, Columbia, La. 71418. Phones 318-649-2331, 2756.
STATION'S PROGRAMMING DESCRIPTION
KCTO: Programmed for adults.
1. PERSONNEL
General Manager—Joe Steiner.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w.; 1540 kc. Non-Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only; 2% discount if paid 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: The Louisiana Network, Inc.
TIME RATES
Eff 1/1/69—Rec'd 3/18/69.
6. SPOT ANNOUNCEMENTS

	1x	51x	151+
1 min	3.50	3.00	2.25
30 sec	2.75	2.50	1.75

COVINGTON
St. Tammany Parish—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WARB
1958
NAB
Subscriber to the NAB Radio Code
Media Code 4 219 1890 3.00
WARB, Inc., Box 568, Hammond Hwy., Covington, La. 70433. Phone 504-892-1600.
1. PERSONNEL
Manager—Rick Webb.
3. FACILITIES
250 w.; 730 kc. days. Nondirectional.
Operating schedule: local sunrise to local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: The Louisiana Network, Inc.
TIME RATES
Eff ——— Rec'd 12/26/74.
6. SPOT ANNOUNCEMENTS
Prime time: Sign-on-10 am, extra 1.00.

	1x	13x	26x	52x	104x	156x	312x
1 min	4.25	4.00	3.85	3.60	3.40	3.25	3.00
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

CROWLEY (2 AM)
Acadia Parish—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KAJN
1972
Media Code 4 219 1942 4.00
Rice Capital Broadcasting Co., Inc., Box 1561, 110 W. Third, Crowley, La. 70526. Phone 318-783-1560.
STATION'S PROGRAMMING DESCRIPTION
KAJN. Contemporary.
1. PERSONNEL
General Manager—Mike Fremaux.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
1,000 w., 1560 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Louisiana Network, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/72—Rec'd 8/23/72.
A—6:30-8 am & 4:30-6 pm.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	3 ti	5 ti	10 ti
1 min	4.00	3.90	3.70	3.60
30 sec	2.75	2.65	2.50	2.25
15 sec	2.00	1.90	1.75	1.50

PER YR:	Flat	52x	104x	156x	312x	724x
1 min	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25	2.00	1.75
15 sec	2.15	2.10	2.00	1.85	1.70	1.50

7. PACKAGE PLANS

PER MO, ROS:	25 ti	50 ti	100 ti
1 min	3.75	3.50	3.25
30 sec	2.50	2.30	1.85
15 sec	1.75	1.50	1.25

KSIG
1947
Subscriber to the NAB Radio Code
Media Code 4 219 1995 2.00
KSIG Broadcasting Co., Inc., 320 N. Parkerson Ave., Crowley, La. 70526. Phone 318-783-2520.
1. PERSONNEL
General Manager—Louis M. Basso.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Contemporary Network.
Member: Farm Radio Network.
TIME RATES
No. 9 Eff 6/1/75—Rec'd 4/28/75.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	600+
1 min	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	3.75	3.50	3.25	3.00	2.75	2.50
15 sec	2.25	2.15	2.05	2.00	1.90	1.80

Guaranteed 10 min protection.
7. PACKAGE PLANS

PER MO, ROS:	25 ti	50 ti	100 ti
Ea	3.00	2.75	2.50

Edited by Louis M. Basso.

DENHAM SPRINGS
Livingston Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WLBI
1959
Mutual Network
NAB
Subscriber to the NAB Radio Code
Media Code 4 219 2100 8.00
Livingston Broadcasting Corp., Box 68, Denham Springs, La. 70726. Phone 504-665-5154.
1. PERSONNEL
General Manager—Lou Millet.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
250 w.; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: The Louisiana Network, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/75—Rec'd 6/27/75.
6. SPOT ANNOUNCEMENTS
30+ DAYS CONTRACT

	1 ti	21 ti	41 ti	51 ti	101-500
1 min	4.75	4.55	4.25	4.10	4.00
30 sec	4.25	4.00	3.75	3.50	3.25
15 sec	3.00	2.75	2.65	2.60	2.50

7. PACKAGE PLANS

ROS:	1 min	30 sec
100 ti, 14 consec days	325	275
100 ti, 30 consec days	350	300

Some AM & PM drive times will be guaranteed.
Edited by Lou Millet.

De RIDDER
Beauregard Parish—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KDLA
1951
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 219 2205 5.00
Century Broadcasting Co., Washington and 1st Sts., De Ridder, La. 70634. Phone 318-463-7600.
1. PERSONNEL
Manager—Wayne L. Sanders.
3. FACILITIES
1,000 w.; 1010 kc. Non-directional.
Operating schedule: local sunrise to local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Louisiana Network, Inc.
TIME RATES
Rates effective September 1, 1959.
Rates received August 31, 1959.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	30.00	18.50	10.00	6.50	4.60
13 times	28.50	17.75	9.50	6.30	3.80
26 times	27.00	17.00	9.00	6.10	3.80
52 times	25.50	16.25	8.50	5.90	3.40
104 times	24.00	15.50	8.00	5.70	3.20
260 times	22.50	14.75	7.50	5.50	3.00
312 times	21.00	14.00	7.00	5.30	2.80

DONALDSONVILLE
Ascension Parish—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KSMI (FM)
1972
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 219 2227 9.00
Lafourche Valley Enterprises, Inc., Box 797, Hwy. 1, S., Donaldsonville, La. 70346. Phone 504-473-3806.
1. PERSONNEL
Owner/Manager—Mike P. LeBlanc.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 330 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.
TIME RATES
No. 1 Eff 7/72—Rec'd 6/13/73.
6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.00	3.50	3.00	2.40	2.00
30 sec	3.00	2.50	2.00	1.75	1.50
10 sec	2.00	1.75	1.50	1.20	1.00

EUNICE
St. Landry Parish—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KEUN
1952
NAB
Subscriber to the NAB Radio Code
Media Code 4 219 2310 3.00
Tri-Parish Broadcasting Co., Inc., Box 1049, 211 S. 2nd St., Eunice, La. 70535. Phone 318-457-3011.
1. PERSONNEL
General Manager—Thomas C. Veinche.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
TIME RATES
Eff 6/1/75—Rec'd 4/28/75.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x
1 min	5.75	4.90	4.50	4.00	3.40
30 sec	5.15	4.20	3.95	3.40	3.00

FARMERVILLE
Union Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KTDL
1962
NAB
Media Code 4 219 2415 0.00
Union Broadcasting Co., Inc Box 64, Farmerville, La. 71241. Phone 318-368-2941.
1. PERSONNEL
General Manager—Doyle L. Barron.
3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, The Louisiana Network, Inc.
TIME RATES
No. 3 Eff 7/1/74—Rec'd 6/27/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti	150+
1 min	3.00	2.80	2.70	2.50	2.40	2.25
30 sec	2.70	2.50	2.30	2.20	2.10	2.00
10 sec	2.10	2.00	1.85	1.75	1.70	1.60

Edited by Doyle L. Barron.

FERRIDAY (1 AM; 1 FM)
Concordia Parish—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KFNV
1956
Media Code 4 219 2520 7.00
Miss-Lou Broadcasting Co., Box 592, 917 S. 4th St., Ferriday, La. 71334. Phones 318-757-4200, 336-5973.
1. PERSONNEL
Manager—George Wilson.
3. FACILITIES
1,000 w.; 1600 kc. days. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent; 1st of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Louisiana Network, Inc.
TIME RATES
Eff 1/1/61—Rec'd 11/25/60.
9. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	3.00	2.85	2.70	2.55	2.40
30 sec	2.60	2.45	2.30	2.15	2.00

KFNV-FM
1971
Media Code 4 219 2521 5.00
Miss-Lou Broadcasting Co., Box 592, 917 S. Fourth St., Ferriday La. 71334. Phones 318-336-5973, 757-4200.
See affiliated AM station for additional information.
3. FACILITIES
EBP 3,000 w.; 93.5 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 153 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: The Louisiana Network, Inc.
TIME RATES
Rates are identical to KFNV. See that listing.

FRANKLIN (1 AM; 1 FM)
St. Mary Parish—Map Location D-5
See SRDS consumer market map and data at beginning of the State

KFRA / KFRA-FM
KFRA 1961 — KFRA-FM 1975
NAB
Subscriber to the NAB Radio Code
Media Code 4 219 2625 4.00
KFRA, Inc., Box 1111, 103 Wilson St., Franklin, La. 70538. Phone 318-828-5372.
1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Chris Duplechain.
3. FACILITIES
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-6 pm. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 175 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15% time only
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 6/1/75—Rec'd 6/13/75.
6. SPOT ANNOUNCEMENTS

	10x	20x	40x	80x	160x	320x	640x
1 min	3.60	3.50	3.40	3.30	3.20	3.10	3.00
30 sec	3.10	3.00	2.90	2.80	2.70	2.60	2.50
20 sec	2.60	2.50	2.40	2.30	2.20	2.10	2.00
10 sec	2.10	2.00	1.95	1.90	1.85	1.80	1.75

Edited by Chris Duplechain.

FRANKLINTON
Washington Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WFCG
1966
NAB
Media Code 4 219 2677 5.00
Garo Broadcasting Corp., Box 404, Franklinton, La. 70438. Phone 504-839-4110.
1. PERSONNEL
Manager—John H. Knight.
3. FACILITIES 1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.
TIME RATES
Eff 4/1/71—Rec'd 5/16/71.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	3.50	3.25	3.00	2.75	2.50	2.25	2.00

LOUISIANA

GARYVILLE

St. John the Baptist Parish—Map Location E-5.
See SRDS consumer market map and data at beginning of the State.

WKQT
1970

NAB

Media Code 4 219 2703 4.00
222 Corporation, Drawer B, Airline Hwy., Garyville, La. 70051. Phone 504-535-2424.
1. PERSONNEL
General Manager—Sidney J. Levet, III.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
500 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WCKW (FM), Laplace.
Affiliated with American Information Network.
Member: The Louisiana Network, Inc.
TIME RATES
No. 6-A Eff 9/1/74—Rec'd 9/5/74.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	10 ti	15 ti	20 ti	25 ti	35 ti
1 min	5.86	5.61	5.31	5.01	4.72	4.07
30 sec	4.72	4.42	4.13	3.82	3.53	2.93

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

GOLDEN MEADOW
(1 AM; 1 FM)

Lafourche Parish—Map Location E-6.
See SRDS consumer market map and data at beginning of the State.

KLEB
1963

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 2730 2.00
KLEB Broadcasting, Inc., 1842 Henry St., Golden Meadow, La. 70357. Phone 504-475-5141.
STATION'S PROGRAMMING DESCRIPTION
KLEB: C&W music, French music & news 6-8 am.
1. PERSONNEL
Pres. & Gen'l Mgr.—J. A. Egle'.
3. FACILITIES
1000 w.; 1600 kc. Non-directional
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KLEB-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 8 Eff 7/74—Rec'd 6/17/74.
7. PACKAGE PLANS

PER WK:	5 ti	10 ti	21 ti	35 ti	50+
1 min	4.40	4.10	3.85	3.60	3.30
30 sec	3.85	3.60	3.30	3.00	2.75
10 sec	2.75	2.50	2.25	2.00	1.75

10. SPECIAL FEATURES
French—6-8 am all spots, extra 15%.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by J. A. Egle.

KLEB-FM
1966

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 2751 0.00
KLER Broadcasting Inc., 1842 Henry St., Golden Meadow, La. 70357. Phone 504-475-5141.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KLEB-FM: Contemporary format.
3. FACILITIES
ERP 3.000 w.; 94.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht : 195 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight for simulcast facilities see KLEB.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates are identical to KLEB. See that listing.

GONZALES

Ascension Parish—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WSLG
1960

Media Code 4 219 2755 9.00
Ascension Parish Broadcasting Corp., Box 256, Gonzales, La. 70737. Phone 504-644-5883.
STATION'S PROGRAMMING DESCRIPTION
WSLG: Programmed for general interest.
1. PERSONNEL
General Manager—Carl Sauceman.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
500 w.; 1090 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: The Louisiana Network, Inc.
TIME RATES
Eff ——— Rec'd 11/6/69.
6. SPOT ANNOUNCEMENTS
13 WK:

	1 ti	5 ti	7 ti	14 ti	21 ti	28 ti	56 ti
1 min	6.00	4.50	3.75	3.40	3.00	2.70	2.40
30 sec	4.00	5.00	2.50	2.25	2.00	1.80	1.60
PER WK:							
1 min	6.00	4.50	3.95	3.55	3.15	2.85	2.50
30 sec	4.00	3.00	2.65	2.35	2.10	1.90	1.70

GRETNA

Jefferson Parish—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KGLA
1969

Media Code 4 219 2780 7.00
West Jefferson Broadcasting, Inc., Box 508, Gretna, La. 70053. Phone 504-347-8491.
1. PERSONNEL
President—Ralph M. Hartwell, M.D.
General Manager—Sal Giangrosso.
Program Director—Alberto Carrillo.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
500 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only. Payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21a, 23a, 23b, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44a, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6B Eff 4/15/75—Rec'd 5/30/75.
AA—6-9 am & 3-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti
1 min	10.00	9.00	8.25
30 sec	8.50	7.50	6.75

DISCOUNT
13 wk—3% 26 wk—7% 52 wk—15%
7. PACKAGE PLANS
100 ti, 1-min 7.50 100 ti, 30-sec 6.50
1/2 AA guaranteed.
10. SPECIAL FEATURES

NEWSCASTS, PER WK:	5 ti	10 ti	20 ti
Ea	18	15	10

Edited by Sal Giangrosso.

HAMMOND (1 AM; 2 FM)

Tangipahoa Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WFPR
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 2835 9.00
Airweb, Inc., Box 1779, Guaranty Bank Bldg., Hammond, La. 70401. Phone 504-542-1400.
STATION'S PROGRAMMING DESCRIPTION
WFPR: C & W, bluegrass, top 40, prog. rock.
1. PERSONNEL
Pres. & Gen'l Mgr.—John A. Chauvin.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 4:20-2 am. CST.
Partial simulcast operation. Simulcast 4:30-8 am & midnight-2 am. For non-simulcast facilities see WFPR-FM.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
No. 6 Eff 7/1/75—Rec'd 6/25/75.
Prime—6-10 am.
Evening Drive—4-7 pm.
Housewife—10 am-4 pm.
College & Young Adults—7 pm-2 am.
Farm—4:30-6 am.
6. SPOT ANNOUNCEMENTS

	1 min Prime	1 min EO	1 min (*)	30 sec Prime	30 sec EO	30 sec (*)
1 x	6.25	6.00	5.00	5.25	5.00	4.00
50 x	6.00	5.75	4.50	5.00	4.75	3.50
150-300	5.75	5.50	4.00	4.75	4.50	3.00
				10 sec		
1 x				3.25	3.00	2.75
50 x				3.00	2.75	2.50
150-300				2.75	2.50	2.25

(*) Hawf, College & Young Adults & Farm.
Edited by Nanette Chauvin.

WFPR-FM
1974

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 219 2836 7.00
Airweb, Inc., Box 1779, Wardline Rd., Hammond, La. 70401. Phone 504-542-1400.
See affiliated AM station for additional information.
1. PERSONNEL
Manager—Johnny Chauvin, Jr.
3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 4:30-2 am. CST.
Antenna ht.: 325 ft. above average terrain.
Partial simulcast operation. Simulcast 8 am-midnight. For simulcast facilities see WFPR.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 2/20/75.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1x	4.50	3.50	3.00

7. PACKAGE PLANS
3 MOS, ROTATING:

	1 min	30 sec	15 sec
1 a Day Plan	4.00	3.00	2.50
2 a Day Plan	3.30	2.66	2.16
3 a Day Plan	3.30	2.55	2.00

Edited by Nanette Chauvin.

WTGI (FM)
1965

NAFMB

Subscriber to the NAB Radio Code
Media Code 4 219 2940 7.00
Blossman Broadcasting System, Box 70, Hwy. 51, N., Hammond, La. 70401. Phone 504-345-5922.
STATION'S PROGRAMMING DESCRIPTION
WTGI (FM): Modern country & MOB, rock.
1. PERSONNEL
Gen'l & Sales Mgr.—Paul Varnado.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 100.000 w.; 103.3 mc.
Operating schedule: 5-1 am. CST.
Antenna ht.: 210 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: The Louisiana Network, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 9/7/65.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	32x	104x	156x	260x	365x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

Frequency discounts based on contractual year.

HAYNESVILLE

Claiborne Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KLUV
1947

Media Code 4 219 3045 4.00
Haynesville Broadcasting Corp., Box 189, 108 E. Main St., Haynesville, La. 71038. Phone 318-624-0105.
1. PERSONNEL
Treas., Dir. & Gen'l Mgr.—Joseph P. Robillard.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES 1,000 watts; 1580 kilocycles.
Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.
TIME RATES
Eff 1/1/73—Rec'd 1/3/73.
6. SPOT ANNOUNCEMENTS
PER WK:

	1 ti	10 ti	21 ti	35 ti	50 ti	70 ti	100+
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00
20 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50
10 sec	2.75	2.50	2.25	2.00	1.75	1.50	1.25

Annual contract, minimum 50 spots per mo, earns 10% discount on total contract.

HOUMA (1 AM; 2 FM)

Terrebonne Parish—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KCIL (FM)
1965

Media Code 4 219 3151 0.00
KCIL, Inc., Box 2068, 906 Belanger St., Houma, La. 70360. Phone 504-872-6828.
See affiliated AM station for additional information.
AM facilities: KJIN.
STATION'S PROGRAMMING DESCRIPTION
KCIL (FM): Programmed for adult listener.
MUSIC: modern country. NEWS: 3 5-min local & state newscasts each morning M-F. 15-min state/local/regional cast at noon followed by stock market report. 5-min local news at 4 & 5 pm. Stock market report at 5:30 pm. Editorials 3x daily plus commentary twice daily & each evening. 2 or more community announcements per hour. Mobile units. Hourly state network reports. French 1-1/2 hrs. featuring commercials, music & news in French. SPORTS: local high school sports. Contact Representative for further details. Rec'd 3/21/75.
1. PERSONNEL
Program Director—Eric Rayden.
2. REPRESENTATIVES
Busby, Finch, Latham & Widman.
3. FACILITIES
ERP 3.000 w (horiz.), 3.000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: The Louisiana Network, Inc.
TIME RATES
Rates are identical to KJIN. See that listing.

KHOM (FM)
1968

NAB R'AB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 219 3175 9.00
La Terr Broadcasting Corp., Box 422, 2306 W. Main, Houma, La. 70360. Phone 504-876-5466.
Office & Studio: 309 St. Phillip St., Thibodaux, La. 70301. Phone 504-446-8781.
STATION'S PROGRAMMING DESCRIPTION
KHOM (FM): Programmed for adults 18-49.
MUSIC: standard pops & hits. AIR PERSONALITIES handle all segments. NEWS: predominantly local; 15 minutes 7-8 am, noon & 5 pm; all others 5 minutes. SPORTS: local high school football, baseball, basketball, university football, basketball, baseball network. Special programming: French Acadian music, news 4:30-6 am M-Sat. COMMERCIAL POLICY: product protection, 15 minutes. Rec'd 5/28/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Raymond Saadi.
Sales Managers—Anthony (Rod) Rodrigue (Houma), Marie Bergeron (Thibodaux).
3. FACILITIES
ERP 56,000 w.; 104.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 350 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 33c.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
AM facilities: KTIB, Thibodaux, La.
TIME RATES
No. 5C Eff 5/1/75—Rec'd 5/5/75.
7. PACKAGE PLANS

PER WK. EA:	5 ti	10 ti	20 ti	30 ti	50 ti
1 min	7.05	6.50	5.85	5.30	4.70
30 sec/less	5.85	5.30	4.70	4.10	3.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Applies only to written contracts of 5+ spots per wk.
8. PROGRAM TIME RATES

	3 min	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	10.50	18.00	29.00	35.00	59.00	88.00

9. PARTICIPATING PROGRAMS
Rod Rodrigue—Mon thru Sat 4:30-6 am, 1 min/less, flat 7.05.
10. SPECIAL FEATURES

LOCAL NEWS, PER WK:	1 ti	3 ti	5 ti	7+
1 min	8.25	7.95	7.65	7.05
30 sec	7.05	6.75	6.50	5.85

Edited by Raymond Saadi.

KJIN
1946

Media Code 4 219 3200 5.00
KCIL, Inc., Box 2068, 906 Belanger St., Houma, La. 70360. Phone 504-872-6828.
STATION'S PROGRAMMING DESCRIPTION
KJIN: Programmed for general interest.
MUSIC: top 40. NEWS: 3 5-min local & state newscasts each morning M-F. 15-min state/local/regional cast at noon followed by stock market report. 5-min local news at 4 & 5 pm. Local newsman. Stock market report at 5:30 pm. Editorials 3x daily. Community announcements hourly. Mobile units. Hourly state network reports. SPORTS: local high school sports. Contact Representative for further details. Rec'd 3/31/75.
1. PERSONNEL
General Manager—Dave (Mac) McGriff.
Sales Manager—Bill Underwood.
Program Director—Wayne Cordray.
2. REPRESENTATIVES
Busby, Finch, Lathom & Widman.
3. FACILITIES
1,000 watts days; 250 watts nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51e.
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KCIL (FM).
Affiliated with KBS.
Member: The Louisiana Network, Inc.
TIME RATES
No. 1 Eff 1/1/75—Rec'd 3/21/75.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
10 ti	6.50	4.50	6.00	3.75
20 ti	6.25	4.00	5.50	3.50
30 ti	5.50	3.50	5.00	3.25

10-sec ID's: 60% of 1-min.
7. PACKAGE PLANS
WITHIN 7 DAYS:
60 ti, 30 sec, ea 3.00 50 ti, 1 min, ea 4.50
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	90.00	60.00	36.00	10.50

JENA

LaSalle Parish—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KCKW
1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 3255 9.00
LaSalle Broadcasters, Drawer KK, Jena, La. 71342 Phone 992-4155.
STATION'S PROGRAMMING DESCRIPTION
KCKW: Programming is block variety music, news.
1. PERSONNEL
General Manager—Robert Wagner.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
500 w days; 1,420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

(This listing continued on next page)

Jena—KCKW—Continued

4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES

Eff 10/1/62—Rec'd 10/5/62.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	4.50	3.90	3.70	3.50	3.30	3.10	2.80
50 words	3.50	3.05	2.90	2.75	2.60	2.45	2.30

Edited by Robert Wagner.

JENNINGS (1 AM; 1 FM)

Jefferson Davis Parish—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KJEF

1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 3360 7.00
Jennings Broadcasting Co., 122 N. Market St., Jennings, La. 70546. Phone 318-824-2934.
1. PERSONNEL
Pres. & Gen'l Mgr.—Clovis L. Bailey.
2. FACILITIES
1,000 w.: 1290 kc. days.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES

No. 3N Eff 2/1/74—Rec'd 1/24/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti	150 ti
1 min	5.29	4.35	3.88	3.70	3.41	3.18
30 sec	3.53	2.82	2.47	2.35	2.12	1.94

KJEF-FM

1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 3361 5.00
Jennings Broadcasting Co., 122 N. Market St., Jennings, La. 70546. Phone 318-824-2934.
See affiliated AM station for additional information.
3. FACILITIES
ERP 2,900 w.; 92.7 mc.
Operating schedule: 6:00 am-10:00 pm.
Antenna ht.: 220 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES

Eff ———— Rec'd 9/15/66.

10. SPECIAL FEATURES
Automated, taped time signals (1 per 1/2 hr) on .50

JONESBORO

Jackson Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KTOC

1958

NAB

Media Code 4 219 3465 4.00
Jackson Parish Broadcasters, P. O. Box 550, Jonesboro, La. 71251. Phone 4600.
1. PERSONNEL
Co-owner & Gen'l Mgr.—A. H. Colvin, Jr.
3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 5:30 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES

Rates effective ————.
Card received May 29, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	60 words
1 time	45.00	30.00	18.00	9.00	4.50	3.00
26 times	38.25	25.50	15.30	7.75	3.90	3.05
52 times	36.00	24.00	14.45	7.20	3.70	2.90
104 times	33.75	22.50	13.50	6.85	3.50	2.75
156 times	31.50	21.00	12.60	6.30	3.30	2.60
260 times	29.75	19.50	11.70	5.95	3.10	2.45
312 times	27.50	18.00	10.80	5.40	2.80	2.30

LAFAYETTE (3 AM; 2 FM)

Lafayette Parish—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KPEL

1950

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 3570 1.00
Radio Lafayette, Inc., Box 52646, 319 Audubon Blvd., Lafayette, La 70501. Phone 318-234-7418.

STATION'S PROGRAMMING DESCRIPTION

KPEL: Programmed for adults.
AIR PERSONALITIES handle all segments. MUSIC: MOR. NEWS: 35 times per day—network & local, heavy emphasis on actualities. SPORTS: originate college football, 7 area high school football, college basketball, high school basketball, pro baseball. PUBLIC AFFAIRS: community billboards hourly, telephone talk-back programs, interviews programs. Contact Representative for further details. Rec'd 3/30/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Crouchet, Jr.
Vice-Pres. & Sta. Mgr.—Ron Gomez.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1430 kc. Directional—night only.
Operating schedule: 5-2 am. CST.
Partial simulcast operation. Simulcast 5 am-6 pm. For non-simulcast facilities see KPEL-FM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28c.
Contracts: 40a, 41, 46.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
15 minute separation from competitive announcements guaranteed.

TIME RATES

Eff 1/1/75—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

GUARANTEED TI, PER WK, EA:	1 ti	3 ti	6 ti
1 min	8.00	7.50	7.00
30 sec	7.00	6.50	6.00

7. PACKAGE PLANS

ROS, PER WK, EA:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.50	5.30	5.10	4.90	4.70
30 sec	4.50	4.30	4.10	3.90	3.70
PER MO, EA:			100 ti	150 ti	200 ti
1 min			5.00	4.75	4.50
30 sec			4.00	3.75	3.50

KPEL-FM

1965

NAB RAB NAFMB

Media Code 4 219 3571 9.00
Radio Lafayette, Inc., Box 52646, 319 Audubon Blvd., Lafayette, La. 70501. Phone 318-234-7418.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

KPEL-FM: Top 100 plus albums & music features for young adults. Contact Representative for further details. Rec'd 1/20/75.
3. FACILITIES
ERP 100,000 w.; 99.9 mc.
Operating schedule: 5-2 am. CST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-2 am. For simulcast facilities see KPEL.

TIME RATES

Eff 1/1/175—Rec'd 1/31/75.

7. PACKAGE PLANS

6 PM-2 AM:	1 min	30 sec
25 ti, 1 wk	4.20	3.30
50 ti, 2 wk	4.15	3.15
100 ti, 4 wk	4.00	3.00

KSMB (FM)

1965

NAB

Media Code 4 219 3675 6.00
Communications Broadcasting, Inc., Box 3345, First Nat'l Towers, Lafayette, La. 70501. Phone 318-232-1311.
1. PERSONNEL
Station Manager—Tom Galloway.
Sales Manager—Barry D. Thompson.
Program Managrr—Mike Mitchell.
2. REPRESENTATIVES
David Carpenter Company, Inc.
Southwest—Paul Miller & Company.
3. FACILITIES
ERP 29,500 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 234 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11c, 12f, 13f, 14b, 15c.
Basic Rates: 20b, 21a, 22a, 24b, 29a, 30.
Contracts: 40a, 42d, 44b, 45, 46, 47e, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 71a, 72.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 4/28/75.
AA—6:30-9 am, 11 am-1:30 pm & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	10 sec
AA	6.50	5.00	3.00
A	5.50	4.25	2.50

7. PACKAGE PLANS

PER WK, EA:	AA				A			
	5 ti	10 ti	20 ti	40 ti	5 ti	10 ti	20 ti	40 ti
1 min	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	4.75	4.50	4.25	3.75	3.75	3.50	3.25	3.00

PER MO, ROS, EA:	1 min	30 sec
100 ti	4.00	2.75
200 ti	3.75	2.50

Edited by Barry D. Thompson.

KVOL

1935

Represented by

PRO / Meeker Radio

NAB

A Kirk Broadcasting Station
Subscriber to the NAB Radio Code
Media Code 4 219 3780 6.00
KVOL, Inc., Box 3030, 123 E. Main, Lafayette, La. 70501 Phone 318-234-5151, 2.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jim Trahan.
Commercial Manager—Lynn Stevens.
Program Director—Gregg Stevens.
2. REPRESENTATIVES
PRO/Meeker Radio.
Atlanta, Dallas—Busby, Finch, Lathom & Widman.
Michigan, Ohio, Pittsburgh—Pearse Sales.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1330 kc.
Directional—night only.
Operating schedule: 5:20-1:10 am. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21b, 24c, 25a, 28c, 30.
Contracts: 40a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 61b, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES

No. 13 Eff 7/1/74—Rec'd 6/24/74.
AA—Mon thru Sat 6:30-9:30 am, 11:30 am-1 pm & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

ROS:	1 min	30 sec	10 sec
AA	7.00	5.75	3.75
A	6.00	4.75	3.25

Maximum 20% traffic, as available.

7. PACKAGE PLANS

PER	AA				A			
WK:	5 ti	10 ti	20 ti	40 ti	5 ti	10 ti	20 ti	40 ti
1 min	6.75	6.50	6.25	6.00	5.75	5.50	5.25	5.00
30 sec	5.50	5.25	5.00	4.75	4.50	4.25	4.00	3.75

MONTHLY SATURATION PLAN

4 WKS, 30 DAYS, ROS:	1 min	30 sec
100 ti, ea	4.35	3.35
200 ti, ea	4.15	3.15

Maximum 10 ti daily.

8. PROGRAM TIME RATES

	1/4 hr	10 min	5 min
AA	25	20	15
A	20	15	10

ROS, maximum 20% traffic, as available.

10. SPECIAL FEATURES

FEATURETTES, 5 WKLY:	AA	A
3 min news/weather/sports	8	7
5 min news	11	9

Incl 25% news service charge.

KXKW

1960

Country & Western Music

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 3885 3.00
KXKW, Inc., Box J, 611 S. Buchanan St., Lafayette, La. 70501. Phone 318-232-3632.

STATION'S PROGRAMMING DESCRIPTION

KXKW: Programmed for adults.
Country and western music format, 60% current hits, 40% past hits. NEWS: 5 min network news on half hour, local news headlines on hour, weather twice hourly on quarter hour. Farm and market news between 5 am & 7 am. SPORTS: major league baseball, major college and professional football, quarter horse and thoroughbred racing, basketball, track. 4 local 5 min sportscasts and 5 network sportscasts per day. 2 remote units for news, sports, and public interest programming. Personalities available for remote broadcasts, store openings, sales, etc. Contact Representative for further details. Rec'd 9/8/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—James V. Hoffpauir.
Program Director—Rick Richard.
Local Sales Manager—Clark White.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
10,000 w. days (non-critical hours) non-directional; 10,000 w. days (critical hours) directional; 500 w. nights 1520 kc Directional.
Operating schedule: 5:25 am-midnight.
4. AGENCY COMMISSION
15/0: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General 1b, 2a, 2b, 3a, 4a, 5, 6a, 6.
Rate Protection: 10b, 11c, 12c, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 24c, 25a, 29b.
Contracts: 40c, 44b, 45, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 70b, 70e, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with ATA Radio Network.
Member: The Louisiana Network, Inc.

TIME RATES

Eff 1/1/71—Rec'd 12/10/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	8.00	7.60	7.20	6.80	6.40	6.00
20/30 sec	6.00	5.70	5.40	5.10	4.80	4.50
ID's	4.00	3.80	3.60	3.40	3.20	3.00

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	7.00	6.50	6.00	5.50	5.00
20/30 sec	5.60	5.20	4.80	4.40	4.00
10 sec	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40	24	16	12	10

5-MINUTE SATURATION PLAN

	5 wk	10 wk	15 wk	20 wk	30 wk
Ea	10.50	9.75	9.00	8.25	7.50

LAKE CHARLES (3 AM; 1 FM)

Calcasieu Parish—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KAOK

1947

Media Code 4 219 3990 1.00
EJP Corp., Drawer S, Lake Charles, La. 70601. Phone 318-436-7541.
Other Studio—645-15th St., Lake Charles, La.
1. PERSONNEL
President—Ed. J. Prendergast.
Vice-Pres. & Gen'l Mgr.—Tom Fletcher.
2. REPRESENTATIVES
Frederick W. Smith.
Tex., Okla., Ark., N. M.—Dean Cowart Representatives.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%; billed monthly, payable 10th.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 23b, 24b, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.
Member: Farm Radio Network.
Member: The Louisiana Network, Inc.

TIME RATES

No. 9 Eff 12/6/64—Rec'd 12/3/64.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	7.00	6.70	6.40	6.10	5.80
20/30 sec	5.60	5.40	5.20	4.90	4.65
ID's	4.20	4.00	3.85	3.65	3.50
	156x	208x	260x	312x	500x
1 min	5.50	5.35	5.20	5.00	4.70
20/30 sec	4.40	4.30	4.20	4.00	3.70
ID's	3.30	3.20	3.10	3.00	2.80

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	5.60	5.00	4.50	4.25	4.00
20/30 sec	4.50	4.00	3.50	3.25	3.00
ID's	2.75	2.50	2.25	2.15	2.00

10. SPECIAL FEATURES

NEWSCASTS AT :55

	1x	13x	26x	52x	104x	156x	260x	312x
5 min	11.50	10.50	10.00	9.50	8.50	8.00	7.00	6.00

News-info reports, every 30 minutes.

KLCL

1935

Media Code 4 219 4045 3.00
KLCL Radio, Inc., Box 3067, Lake Charles, La. 70601. Phone 318-433-1641.

STATION'S PROGRAMMING DESCRIPTION

KLCL: Programmed for adults & mature teens. NEWS: AP Newswire. Network & local news hourly. Weather. Farm Program early morning. SPORTS: College football, local major games & local basketball. Roving newsman with radio/telephone contact. Public affairs talk/back programs. Election coverage. Actualities. Community billboard hourly. MUSIC: modern C & W. Contact Representative for further details. Rec'd 5/11/73.

1. PERSONNEL
President—Perry S. Samuels.
Vice-Pres. & Gen'l Mgr.—Jim Toth.
Sales Manager—Jack O'Reilly.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w.; 1470 kc.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11l, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Affiliated with ATA Radio Network.

TIME RATES

AM/FM COMBINATION
No. 2 Eff 5/1/75—Rec'd 8/1/75.

7. PACKAGE PLANS

PER WK:	1 ti	7 ti	19-30
PER YR. BULK:	150x	300x	500x
1 min	14.00	13.00	12.00
30 sec	11.20	10.40	9.60
10 sec	7.00	6.50	6.00

AM only: 50% of AM/FM combination.

KLCL-FM

1965

Media Code 4 219 4046 1.00
KLCL Radio, Inc., Box 3067, Lake Charles, La. 70601. Phone 318-433-1641.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

KLCL-FM: MUSIC: old standards to latest hit songs; instrumentally suitable for fm. Contact Representative for further details. Rec'd 3/27/72.

3. FACILITIES
ERP 34,600 w.; 99.5 mc.
Operating schedule: 24 hours. CST.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KLCL. See that listing for rates.

TIME RATES

50% of AM/FM combination.

(Lake Charles continued on next page)

LOUISIANA

Lake Charles—Continued

KLOU
1947

AVERY-KNODEL, INC.

NAB RAB

Media Code 4 219 4200 4.00
Dixie Broadcasters, Inc., Box 1725, 311 Alamo St., Lake Charles, La. 70601. Phone 318-436-7277.
STATION'S PROGRAMMING DESCRIPTION
KLOU: Programmed for 18-49 audience.
MUSIC: rock, country & hits from yesterday & today. NEWS: 5 min at :52, emphasis on local events. FARM: 5-6 am. Community affairs hourly. Contact Representative for further details. Rec'd 3/3/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Albert D. Johnson.
Sales Manager—Michael Byrd.
Prog. & Music Dir.—Jim Nettles.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES 1,000 w.; 1580 kc. Directional—night.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15% net time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b. 2a. 2b. 3a. 3b. 3d. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12c. 13b. 14b.
Basic Rates: 20b. 21a. 22a. 22b. 23a. 24b. 24c. 25a. 25b. 28c. 29a.
Contracts: 40a. 41. 44a. 45. 46. 51a. 51c.
Comb.: Cont. Discounts: 60a. 60e. 61a.
Cancellation: 70a. 70c. 71a. 72. 73b.
Prod. Services: 82.
TIME RATES
No. 5 Eff 6/1/71—Rec'd 7/2/71.
6. SPOT ANNOUNCEMENTS

	Flat	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.50	7.25	7.00	6.75	6.50
30/20 sec	6.00	5.60	5.40	5.25	5.05	4.90

10-sec ID's: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
10. SPECIAL FEATURES
NEWSCASTS AT :55

	1x	13x	26x	52x	104x	156x	260x	312x
5 min	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80

LAKE PROVIDENCE
(1 AM; 1 FM)
East Carroll Parish—Map Location D-3
See SRDS consumer market map and data at beginning of the State

KBED (FM)
1975
Media Code 4 219 4385 1.00
Lake Providence Broadcasting Service, Inc., Box 231, Lake Providence, La. 71254. Phone 318-559-2334.
See affiliated AM station for additional information.
AM facilities: KLPL.
3. FACILITIES
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 92.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 150 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: The Louisiana Network, Inc.
TIME RATES
Eff——————Rec'd 3/21/75.
6. SPOT ANNOUNCEMENTS

	1 ti	26 ti	51 ti	76 ti	101+
1 min	2.50	2.25	2.00	1.75	1.50
30 sec	1.75	1.50	1.25	1.10	1.00

KLPL
1957
Media Code 4 219 4410 9.00
Lake Providence Broadcasting Service, Inc., Box 231, Lake Providence, La. 71254. Phone 318-559-2334.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Norm Davis.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES 250 w.; 1050 kc. Non-directional.
65 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KBED (FM).
Affiliated with KBR.
Affiliated with American Contemporary Network.
Member: Farm Radio Network; The Louisiana Network, Inc.
TIME RATES
Eff ——————Rec'd 3/3/75.
6. SPOT ANNOUNCEMENTS

	1 ti	26 ti	51 ti	76 ti	101+
1 min	3.00	2.75	2.50	2.00	1.75
30 sec	2.00	1.75	1.50	1.25	1.10

LAPLACE
St. John the Baptist Parish—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WCKW (FM)
1966
NAB
Media Code 4 219 4500 7.00
222 Corporation, Drawer B, Airline Hwy., Garyville, La. 70051. Phone 504-535-2424.
1. PERSONNEL
Pres. & Gen'l Mgr.—Sidney J. Levet, III.
2. REPRESENTATIVES
Paul Miller & Company
3. FACILITIES ERP 56,000 w. 92.3 mc. Stereo.
Operating schedule: 6 am-10 pm daily. CST.
Antenna ht.: 320 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WKQT, Garyville.
Affiliated with American Information Network.
Member: The Louisiana Network, Inc.
TIME RATES
No. 6-A Eff 9/1/74—Rec'd 9/5/74.
6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	35 ti
1 min	5.86	5.61	5.31	5.01	4.72	4.07
30 sec	4.72	4.42	4.13	3.82	3.53	2.93

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

LEESVILLE
Vernon Parish—Map Location B-4
See SRDS consumer market map and data at beginning of the State

KLLA
1956
Subscriber to the NAB Radio Code
Media Code 4 219 4620 3.00
Leesville Broadcasting Co., Box 1323, Leesville, La. 71446. Phone 318-239-3403.
Studio & Office—Texas Highway, W.
1. PERSONNEL
Man'g Partner & Gen'l Mgr.—Irving Ward-Steinman.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: The Louisiana Network, Inc.
TIME RATES
No. 2 Eff 11/15/67—Rec'd 11/6/67.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	4.00	3.80	3.60	3.40	3.20	3.00	2.80
30 sec	3.55	3.35	3.15	3.00	2.75	2.55	2.35
10 sec	3.20	3.00	2.80	2.60	2.40	2.30	2.00

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti
Applicable rate	52x	104x	156x	260x

1-minute, 30 and 10-seconds combinable for frequency discount.

MANSFIELD
De Soto Parish—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KDXI
1954
NAB
Media Code 4 219 4725 0.00
Heart of Dixie Broadcasting Corp., Drawer 740, Hwy. 84 West, Mansfield, La. 71052. Phone 872-4414
1. PERSONNEL
General Manager—Bennett Strange.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
1,000 w.; 1360 kc. days. Nondirectional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Farm Radio Network.
TIME RATES
Eff 5/1/74—Rec'd 4/29/74.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.60	3.20	2.80	2.40

10. SPECIAL FEATURES
Live Wire News—Mon-Sat. 6:30-8 am. Per spot 5.50.
Newscasts at :60—flat ea 5.50.

MANY
Sabine Parish—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KWLA
1962
NAB
Subscriber to the NAB Radio Code
Media Code 4 219 4830 8.00
Toledo Investments, Inc., Drawer 1029, Many, La. 71449. Phone 256-5177.
STATION'S PROGRAMMING DESCRIPTION
KWLA: MUSIC: MOR, top country format.
1. PERSONNEL
Pres. & Gen'l Mgr.—Don Lyons.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc. Non-directional.
Operating schedule: Sunrise-11 pm. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.
TIME RATES
Eff 8/1/62—Rec'd 7/16/62
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	4.50	3.90	3.70	3.50	3.30	3.10	2.80
50 wds	3.50	3.05	2.90	2.75	2.60	2.45	2.30

MARKSVILLE (1 AM; 1 FM)
Avoyelles Parish—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KAPB — KAPB-FM
1954 — 1971
NAB
Subscriber to the NAB Radio Code
Media Code 4 219 4935 5.00
Avoyelles Broadcasting Corp., Box 7, Chester & Edgar St., Marksville, La. 71351. Phone 253-7206.
STATION'S PROGRAMMING DESCRIPTION
KAPB-FM: modern C&W music. News: 5 min at :60.
1. PERSONNEL
Sales Manager—Chester A. Coco.
3. FACILITIES
1,000 w. days; 1370 kc. days. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 202 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBN.
TIME RATES
Eff 9/1/74—Rec'd 8/28/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	13 ti	26 ti	52 ti	104+
1 min	3.45	3.40	3.30	3.20	2.90
30 sec	2.90	2.85	2.70	2.60	2.30

MINDEN
Webster Parish—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KASO
1952
NAB
Media Code 4 219 5040 3.00
Cook Enterprises, Inc., Box 774, Lakeshore Drive, Minden, La. 71055. Phone 318-377-1240.
1. PERSONNEL
Pres. & Gen'l Mgr.—H. R. (Boe) Cook.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Eff 6/1/74—Rec'd 5/3/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	300+
1 min	4.75	4.25	3.75	3.25
30 sec	3.75	3.25	2.75	2.25

7. PACKAGE PLANS

	Per day			
PER MO:	3 ti	6 ti	7 ti	10 ti
1 min	2.90	2.80	2.60	2.40
30 sec	2.30	2.20	2.00	1.90

Minimum order 5 spots.

MONROE (4 AM; 4 FM)
(including West Monroe)
Ouachita Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KLIC
1950
MONROE
Media Code 4 219 5145 0.00
KLIC, Inc., 1700 Parkview Dr., Monroe, La. 71201. Phone 318-388-3090.
STATION'S PROGRAMMING DESCRIPTION
KLIC: Programmed for all ages.
MUSIC: MOR/country. RELIGION: 5:30 am-noon Sun. Contact Representative for further details. Rec'd 3/24/75.
1. PERSONNEL
General Manager—Eddie Roberts.
News & Farm Director—Steve Hill.
Sales Manager—George Bennett.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 20a. 22b. 23a. 24a. 24b. 25a. 26. 28a. 29a.
Contracts: 40a. 45. 46. 47a.
Comb.: Cont. Discounts: 60b. 60k. 62b.
Cancellation: 70a. 70c. 71a. 73a.
Affiliated with MBS.
TIME RATES
No. 2 Eff 2/1/75—Rec'd 3/3/75.
6. SPOT ANNOUNCEMENTS

MO. ROS:	Open	30 ti	60 ti	100 ti	200 ti	.....
YR. ROS:	.....	250x	500x	750x	1500x	2500x
1 min	6.00	5.00	4.40	3.85	3.30	2.75
30 sec	4.80	4.00	3.50	3.10	2.65	2.30
10 sec	3.00	2.50	2.25	2.00	1.75	1.50

Fixed position: Extra 10%.

8. PROGRAM TIME RATES

PER WK:	(*)	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 WEEK						
1 ti	10	11	19	27	50	90
5 ti	9	10	17	24	45	----
10 ti	8	9	15	21	----	----
13 WEEKS						
1 ti	9	10	17	25	45	80
5 ti	8	9	15	22	40	----
10 ti	7	8	13	19	----	----
26 WEEKS						
1 ti	8	9	15	22	40	70
5 ti	7	8	13	19	35	----
10 ti	6	7	11	16	----	----
52 WEEKS						
1 ti	7	8	14	20	35	60
5 ti	6	7	12	17	30	----
10 ti	5	6	10	14	----	----

(*) 2-5 minutes.
10. SPECIAL FEATURES
8 WORD TIME SIGNALS
70 per wk—ea 1.25. 140 per wk—ea 1.00.

KMLB
1930
MONROE
NBC Radio Network Contemporary MOR

NAB RAB
Media Code 4 219 5250 6.00
Cyrene Broadcasting Corp., Box 4808, Monroe, La. 71201. Phone 318-322-7161.
STATION'S PROGRAMMING DESCRIPTION
KMLB: Programmed for adults and young adults.
MUSIC: MOR, contemporary young adult. AIR PERSONALITIES handle all music segments, use telephone for topical discussion. NEWS: local & network at :60; agricultural news 5-6 am. FEATURES: public affairs program, guest interviews. SPORTS: pro football, Major League baseball, Southeast Conference & high school football. Air personalities available for remotes. Contact Representative for further details. Rec'd 5/2/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Powell.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
5,000 w. days, 1,000 nights; 1440 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6a. 8.
Rate Protection: 10b. 11b. 12b.
Basic Rates: 20a. 22b. 23a. 24a. 24b. 25a. 26. 28a. 29a.
Contracts: 40a. 45. 46. 47a.
Comb.: Cont. Discounts: 60b. 60l. 62b. 62d.
Cancellation: 70a. 70c. 71a. 73a.
Affiliated with KBS and NBC.
Member: Farm Radio Network.
TIME RATES
No. 4 Eff 9/1/72—Rec'd 8/18/72.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-sign-off.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	Fixed	12 ti	18 ti	24 ti
PER YR, EA:	1x	150x	300x	500x
AAA	15.00	13.50	12.75	12.00
AA	12.00	11.25	10.50	9.75
A	8.00	7.50	6.75	6.00

30 sec: 80% of 1-min, preemptible.
10 sec: 50% of 1-min, preemptible.
7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	12 ti	18 ti	24 ti
PER YR, EA:	156x	312x	500x
1 min	10.50	9.00	7.50
30 sec	8.80	7.20	6.00

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
Flat, as avail	25.00	37.50	50.00	75.00	125.00

10. SPECIAL FEATURES
Local agricultural or regular news:
1 1-min spot plus opening ID—applicable 1-min rate plus 4.00.

AM/FM COMBINATION
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	Fixed	12 ti	18 ti	24 ti
PER YR, EA:	1x	150x	300x	500x
AAA	20	18	17	16
AA	16	15	14	13
A	12	10	9	8

30 sec: 80% of 1-min, preemptible.
10 sec: 50% of 1-min, preemptible.
7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	12 ti	18 ti	24 ti
PER YR, EA:	156x	312x	500x
1 min	14	12	10
30 sec	11	10	8

KMLB-FM
1946
MONROE
Beautiful Music

NAB RAB NAFMB
Media Code 4 219 5251 6.00
Cyrene Broadcasting Corp., Box 4808, Monroe, La. 71201. Phone 318-322-7161.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KMLB-FM: Programmed for adults and young adults.
MUSIC 85%: film music, showtunes, standards & popular. NEWS: AP: 1-1/2 min at :60; weather at

(This listing continued on next page)

.30. Public affairs & local interest programs. COMMERCIAL POLICY: Maximum 8 minutes each hour. 2 minutes each at :00; :15, :30 & :45. Contact Representative for further details. Rec'd 8/18/72.

3. FACILITIES
ERP 17,500 w.; 104.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 216 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KMLB. See that listing for rates.

TIME RATES
No. 1 Eff 9/1/72—Rec'd 8/18/72.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	Fixed	12 ti	18 ti	24 ti
PER YR, EA:	1x	150x	300x	500x
AAA	10.00	9.00	8.50	8.00
AA	8.00	7.50	7.00	6.50
A	6.00	5.00	4.50	4.00

30 sec: 80% of 1-min, preemptible.
10 sec: 50% of 1-min, preemptible.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	12 ti	18 ti	24 ti
PER YR, EA:	156x	312x	500x
1 min	7.00	6.00	5.00
30 sec	5.60	4.80	4.00

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
Flat, as avail	16	24	38	57	95

KNOE
1944
MONROE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 218 5855 5.00
James A. Noe, Box 4067, KNOE Bldg., Monroe, La. 71201. Phone 318-322-8155. TWX 318-387-5313.

1. PERSONNEL
Chairman of Board—James A. Noe, Sr.
President—James A. Noe, Jr.
Vice-Pres. & Gen'l Mgr.—Richard H. Wilcox.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 540 kc. Non-directional days, directional nights.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
No. 2 Eff 5/1/74—Rec'd 5/6/74.
AAA—Mon thru Sat 6-10 am & 4-7 pm.
AA—Mon thru Sat 10 am-4 pm & 7-10 pm; Sun 6 am-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	18.00	14.00	14.00	11.00	8.00	6.00
12 ti	17.00	13.00	13.00	10.00	7.00	5.50
18 ti	16.00	12.00	12.00	9.00	6.50	5.00
24 ti	15.00	11.00	11.00	8.00	6.00	4.50

10 sec ID's: 50% of 1-min.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	20	36	48	72	120

10. SPECIAL FEATURES
Farm Mon-Sat 5:30-6 am; Mon-Fri 12:15-12:30 pm.
1 min or less—AAA rate.

KNOE-FM
1966
MONROE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 5356 3.00
Noe Enterprises, Inc., Box 4067, KNOE Rd., Monroe, La. 71201. Phone 318-322-8155. TWX 318-387-5313.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KNOE-FM: Programmed for young adults and adults, 18-35.
MUSIC: 85% divided as follows: current hits 40%, past hits 40%, popular albums 20%. Air personalities handle music shows. NEWS: 11 man local news department, AP, UPI, Essa weather, network. 7 min national and local newscasts presented hourly. SPORTS: local high school, college football. COMMERCIAL POLICY: maximum 18 minutes per hour; maximum 2 commercial units not exceeding ninety seconds total on any break. Contact Representative for further details. Rec'd 12/31/70.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 1,650 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
No. 3A Eff 8/10/74—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

	Per wk			Per mo		
RDS:	1 ti	20 ti	50 ti	100 ti	150 ti	200 ti
1 min	4.55	3.85	3.70	3.70	3.35	2.80
30 sec	4.10	3.45	2.95	2.95	2.65	2.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	36	24	18	10

10. SPECIAL FEATURES

LOCAL NEWS, PER WK, EA:	1 ti	5 ti	10 ti
5 min	7.50	5.00	4.00

KREB (FM)
1966
MONROE

NAFMB

Media Code 4 219 5460 3.00
Twin City Broadcasters, Inc., Box 1345, Monroe, La 71201. Phones 318-387-3922, 387-3923.

STATION'S PROGRAMMING DESCRIPTION
KREB (FM): Programmed for adult audience.
MUSIC: modern country and western format, 6 announcers. NEWS: 5 min to hour every hour. Headlines and weather every half hour. Emphasis on local news. SPORTS: each hour at :20 to hour. Remote broadcasting equipment. Farm reports every morning. Contact Representative for further details. Rec'd 2/19/68.

1. PERSONNEL
President—Jimmy L. Terry.
Station Manager—Horace L. Logan.
Local Sales Manager—James (Jim) Norwood.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 30,000 w.; 106.1 mc.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 213 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; payable 10 of month following billing
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 22a, 23a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 44a, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 81, 82.
Member: The Louisiana Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 2/19/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	260x
1 hr	60	58	56	54	52
1/2 hr	45	43	41	38	37
1/4 hr	30	28	26	24	22
5 min	15	14	13	12	11

KUZN
1956
WEST MONROE

NAB

Media Code 4 219 5565 9.00
Howard E. Griffith, Box 547, 516 Martin St., West Monroe, La. 71291. Phone 318-322-1491.

STATION'S PROGRAMMING DESCRIPTION
KUZN: MUSIC: modern country, Country and western music with 5 air personalities. NEWS: 5 min every 30 min. News and sports director, 2 mobile units, news airplane, AP air service, 60% local, 40% national and regional news. FARM: news 6:30 am, 12:30 pm & 5:30 pm. Farm director, remote broadcasting equipment. COMMERCIAL POLICY: 18 minutes maximum in any hour, 15 minute product protection, maximum of 2 commercials between records. Contact Representative for further details. Rec'd 2/23/68.

1. PERSONNEL
Owner—Howard E. Griffith.
General Manager—Chuck Morgan.
Program Director—Bruce Stratton.
2. REPRESENTATIVES
PRO/Meeker Radio.
West Coast—Bill Dahlsten & Associates.
Southwest, Southeast—Riley Representatives.
3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
FM facilities: KYEA (FM).
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 7/31/75.

6. SPOT ANNOUNCEMENTS

	1x	100x	300x	500x	700x
1 min	7.00	6.00	5.00	4.75	4.50
30 sec	5.50	5.00	4.00	3.75	3.50
10 sec	4.00	4.50	3.00	2.75	2.50

Guaranteed 6-9 am & 4-7 pm, extra 20%.
Submitted by Chuck Morgan.

KYEA (FM)
1968
WEST MONROE

NAB

Media Code 4 219 5600 4.00
Howard E. Griffith, Box 547, 701 Parkwood Dr., West Monroe, La. 71291. Phone 318-322-1491.
See affiliated AM station for additional information.
AM facilities: KUZN.

STATION'S PROGRAMMING DESCRIPTION
KYEA (FM): Programmed for Negro listener.
MUSIC: current rhythm and blues, jazz and spiritual. Rhythm and blues, 6 am-noon, 2 pm- 6 pm, 8 pm-12M. Spiritual music, noon-2 pm, 6 pm-8 pm. Negro air personalities handle all segments. Commercials may be read live or produced. Public service and local information dealing with black community are stressed. Live Negro spiritual show Sun 6 am-noon. Live Negro high school record hop Sat 8 pm-12M. NEWS: 5 min on hour, highlights at half hour. SPORTS: at :45 plus live play-by-play area high school and college football in season. COMMERCIAL POLICY: 18 minutes maximum per hour. 15 minute product protection. Complete remote facilities for on scene broadcasts. Contact Representative for further details. Rec'd 4/14/69.

3. FACILITIES
ERP 1,000 w.; 98.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 647 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	400x	600x
1 min	10.00	9.00	8.00	7.00	5.50	4.50
30 sec	8.00	7.00	6.00	5.00	4.00	3.00
10 sec	5.00	3.75	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

PER WK:	20x	30 ti	40 ti
Applicable rate	104x	300x	400x

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
Ea	10	20	30	60	100

MORGAN CITY (1 AM; 1 FM)

St. Mary Parish—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KMRC
1954

NAB

Media Code 4 218 5670 7.00
Tri-City Broadcasting, Inc., Box 1430, 602 Brashear Ave., Morgan City, La., 70380. Phone 504-384-1430

STATION'S PROGRAMMING DESCRIPTION
KMRC: Programmed for adults except Sat and Sun afternoons for teens.

1. PERSONNEL
General Manager—Farrell M. Bonner.
3. FACILITIES
500 w. days; 1430 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%; payable by 10th. 2% per month on accounts delinquent 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 9/1/69—Rec'd 9/10/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	104x	364x	520x	728x	1080+
1 min	7.20	6.30	5.10	4.50	3.90	3.30	3.00	2.70
30 sec	6.00	4.80	4.20	3.60	3.00	2.50	2.30	2.10

7. PACKAGE PLANS

1 WK:	20 ti	30 ti	50 ti	70 ti
1 min	4.80	4.50	4.20	3.60
30 sec	3.60	3.50	3.10	2.70
4 WKS:	40 ti	80 ti	120 ti	200 ti	300 ti
1 min	4.65	4.50	4.20	3.90	3.30
30 sec	3.60	3.40	3.10	2.95	2.50

10 SECONDS
35 ti per wk 1.50 70 ti per wk 1.20
13 week minimum.
Guaranteed times: extra 30%.

KMRC-FM
1967

NAB

Media Code 4 219 5671 5.00
Tri-City Broadcasting, Inc., Box 1430, 602 Brashear Ave., Morgan City, La., 70380. Phone 504-384-1430.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 185 ft. above average terrain.

TIME RATES
Rates are identical to KMRC. See that listing.

NATCHITOCHES (1 AM; 1 FM)

Natchitoches Parish—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KDBH (FM)
1966

Media Code 4 219 5745 7.00
Natchitoches Broadcasting Co., Inc., Box 607, 720 Front St., Natchitoches, La. 71457. Phone 318-352-9596.
See affiliated AM station for additional information.
AM facilities: KNOC.

STATION'S PROGRAMMING DESCRIPTION
KDBH (FM): C&W Gospel, sports & news.

3. FACILITIES
ERP 3,000 (horiz.), 3,000 w. (vert.); 97.7 mc.
Operating schedule: 5:30 am-11 pm. CST.
Antenna ht.: 130 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Rates are identical to KNOC. See that listing.

KNOC
1947

Media Code 4 219 5775 4.00
Natchitoches Broadcasting Co., Inc., Box 607, 720 Front St., Natchitoches, La. 71457. Phone 318-352-9596.

STATION'S PROGRAMMING DESCRIPTION
KNOC: MOR, R & B, rock music; sports & news.

1. PERSONNEL
General Manager—B. Hillman Bailey, Jr.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KDBH (FM).
Affiliated with American Information Network.
Affiliated with American Entertainment Network.

TIME RATES
No. 12 Eff 7/1/74—Rec'd 10/15/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	100x	156x	312+
1 min	5.10	4.85	4.60	4.30	4.10	3.75
30 sec	3.65	3.40	3.10	2.85	2.60	2.30

LOUISIANA

NEW IBERIA (2 AM; 1 FM)

Iberia Parish—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KANE
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 5830 2.00
New Iberia Broadcasting Co., Inc., Box 1240, 450 E. Main, New Iberia, La. 70560. Phone 318-365-2434.

STATION'S PROGRAMMING DESCRIPTION
KANE: MUSIC: Contemporary, with emphasis on 18-49 age group. FARM: 5-6 am Mon.-Sat. NEWS: Local staff, 5 min, local and state at 5, 6, 7, 8 am, 4, 5, 7, 10 pm, 15 min. at noon and 11 pm. National at :30 throughout the day. SPORTS: Live college and professional football, high school basketball, fishing rodeos. Rhythm & Blues Sat. 3-6 pm, spiritual Sun. 6:30-7:30 am. Weather for agricultural, gulf marine, and oil industry interests. Remote broadcasts featuring air personality available. COMMERICAL POLICY: 18 min. max per hour, with spot clusters. Rec'd 2/27/75.

1. PERSONNEL
President—George H. Thomas.
General Manager—Art Suberbielle.
Commercial Manager—Eddie Provost.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 4:55 am-11:18 pm. CST.
4. AGENCY COMMISSION
15% time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 23a, 24b, 25a, 26.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70a, 70e, 73a.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

RDS:	1x	25x	50x	100x	250x	500x	750x	1000x
1 min	5.00	4.85	4.60	4.50	4.25	4.10	3.90	3.55
30 sec	4.40	4.15	3.90	3.80	3.55	3.30	3.10	2.85

Maximum Drive time 20% as available.
Guaranteed Drive time: Extra 10%.

10. SPECIAL FEATURES
3 min sports/weather—ea. 6.00.
Local news—5 min. 9.00.
Network news participation—30-sec availability, 3.50.

KDEA (FM)
1969

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 219 5932 1.00
KDEA (FM) Stereo Radio, Inc., Box 907, 121 W. Main St., New Iberia, La. 70560. Phone 318-365-6651.

STATION'S PROGRAMMING DESCRIPTION
KDEA (FM): Programmed for adults and young adults.
MUSIC: 90%. MOR, film music, popular standards, show tunes. NEWS: 5 min. at :55 5:30-8:30 am and 4-6 pm. 15 min. at noon. 5 min. every other hour at all other times. Emphasis on local and area news. SPORTS: at 7:25 am. College football. Weather information for coastal gulf and agriculture. COMMERCIAL POLICY: 15 min. max per hour. Rec'd 1/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald Bonin.
Commercial Manager—Frank Ellis.
3. FACILITIES
ERP 50,000 w.; 99.1 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 480 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 23a, 25a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70e, 73a.
Production Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 10/15/73—Rec'd 1/30/74.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x	500x	750x	1000x
1 min	3.00	2.90	2.80	2.70	2.60	2.50
30 sec	2.60	2.50	2.40	2.30	2.20	2.10

7. PACKAGE PLANS

WITHIN 7 DAYS:	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	58	84	108	130	150
30 sec	50	72	92	110	126

8. PROGRAM TIME RATES

	3 min	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	4	8	14	20	40	50

10. SPECIAL FEATURES

NEWS STRIPS:	1 wk	13 wk	52 wk
1 min	42	39	36
30 sec	33	30	27

Minimum 6 days per wk.

(New Iberia continued on next page)

LOUISIANA

New Iberia—Continued

KNIR
1951

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 5985 9.00
Techeland Broadcasting, Inc., Box 1360, New Iberia, La. 70560. Phone 318-365-2401.
STATION'S PROGRAMMING DESCRIPTION
KNIR: Programmed for 17-39 age group.
MUSIC: contemporary. NEWS: emphasis on local; local & state news 10x per day; at 6, 7, 8 am, noon & 5 pm. SPORTS: at 6:25 am, 12:10 & 5:05 pm. Live remotes by personalities from business locations, shopping centers & fairgrounds. COMMERCIAL POLICY: maximum 18 minutes per 60 minute segment. Contact Representative for further details. Rec'd 12/2/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—S. A. Lopez.
Commercial Manager—Guy Martin, Jr.
2. REPRESENTATIVES
Hal Walton Co.
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b. 2b, 4a. 5. 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b. 24b, 29a, 30.
Contracts. 40a. 44a. 45. 51a. 51c.
Comb.: Cont. Discounts: 62d.
Cancellation: 73b
Prod. Services: 82.
Affiliated with KRS.

TIME RATES
Eff 10/1/70—itec'd 10/30/70.

6. SPOT ANNOUNCEMENTS
Mon thru Fri 6:30-8:30 am, noon-1 pm & 5-6 pm.

	1x	26x	52x	100x	156x	260x	312+
1 min	7.50	7.25	7.00	6.50	6.00	5.50	5.00
30 sec	6.50	6.25	6.00	5.50	5.80	4.50	4.00

7. PACKAGE PLANS

	1 min				30 sec			
	1 wk	2 wk	3 wk	4 wk	1 wk	2 wk	3 wk	4 wk
15 ti	51	99	144	186	42	81	117	150
20 ti	66	128	186	240	54	104	150	192
25 ti	80	155	225	290	65	125	180	230
30 ti	93	180	261	336	75	144	207	264
40 ti	120	232	336	432	96	184	264	336
50 ti	145	280	405	520	115	220	315	400
60 ti	168	324	468	600	132	252	360	456

15 sec: Pkg of 10 ..... 17.50

8. PROGRAM TIME RATES

	1x	26x	52x	100x	156x	260x	312+
1 hr	45.00	43.00	41.00	39.00	37.00	35.00	32.00
1/2 hr	25.00	24.00	23.00	22.00	21.00	20.00	19.00
1/4 hr	20.00	18.00	17.00	16.00	15.00	14.00	13.50
10 min	16.00	15.50	15.00	14.50	14.00	13.50	12.00
5 min	13.50	13.00	12.50	12.00	10.50	9.00	8.50

NEW ORLEANS (11 AM; 8 FM)

Plus 1 paid duplicate listing.
Orleans Parish—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	68	40	53	48
B	46	38	48	38
C	44	36	43	26
D	43	33	42	24
AVERAGE	50	37	47	34

WBOK
1950

STAFF BROADCASTING GROUP, INC.

Alan Torbet Associates, Inc.

RAB

Media Code 4 219 6090 7.00
Starr WBOK, Inc., Box 19085, 3301-1/2 Tulane Ave., New Orleans, La. 70019. Phone 504-827-1522.
STATION'S PROGRAMMING DESCRIPTION
WBOK: Programmed 100% to the Negro audience.
MUSIC: rhythm and blues, jive and jazz. Negro air personalities do all shows including taped or live commercials. NEWS: at :55. Weekly editorials. Live high school football and basketball broadcasts, including pre-game and post-game interviews with coaches and players. Sports personality participation shows Sun morning 10 am. Discussion, interviews, and panel debates on local problems Sun 10:30 am. Mobile unit. Personalities available for remote broadcasts, store openings, etc. Contact Representative for further details. Rec'd 9/5/69.
1. PERSONNEL
Senior Vice-Pres. Radio—Dick Oppenheimer
General Manager—Roy Lemons.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Starr Broadcasting Group, Inc.: See Rep. & S/O pages.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. days. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 25b, 28c, 29a, 30.
Contracts: 40c, 41, 42d, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with ATA Radio Network.
Affiliated with National Black Network.

TIME RATES
No. 17B Eff 6/1/75—Rec'd 6/13/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-6 am, 10 am-3 pm, 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min AAA	1 min AA	30 sec AAA	30 sec AA
100 x	19	15	16	12
250 x	16	13	14	11
500 x	14	12	12	9
750 x	12	10	10	8
1000x	11	9	9	7

7. PACKAGE PLANS

1 MINUTE

PER WK:	1 wk AAA	1 wk AA	5 wks AAA	5 wks AA	13 wks AAA	13 wks AA
10 ti	18	14	17	13	16	12
20 ti	17	13	16	12	15	11
30 ti	16	12	15	11	14	10

30 SECONDS

10 ti	15	12	14	11	13	10
20 ti	14	11	13	10	12	9
30 ti	13	10	12	9	11	8

Edited by Roy Lemons.

WBYU (FM)
1953

Buckley Radio Sales, Inc.

RAB

Media Code 4 219 6150 9.00
Swanco Broadcasting, Inc., 1001 Howard Ave., New Orleans, La. 70113. Phone 504-524-7262.
STATION'S PROGRAMMING DESCRIPTION
WBYU (FM): Programmed for adults and young adults.
MUSIC 89%; includes film music, show tunes, standards and popular. NEWS 2%: 1-1/2 min UPI on hour; weather at :30. COMMERCIAL POLICY: maximum 6 minutes per hour. Contact Representative for further details. Rec'd 6/28/72.
1. PERSONNEL
General Manager—John Hurlbutt.
Operations Manager—Mal Pelham.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
ERP 100,000 w. (horz.), 100,000 w. (vert.); 95.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 2a. 3a. 3d. 4a. 4d. 5. 7b. 8.
Rate Protection: 10b. 11b. 14b.
Basic Rates: 20a. 21a. 21c. 22a. 23a. 24b. 28a. 29a.
Contracts: 40a. 45. 46.
Comb.: Cont. Discounts: 60b. 60i.
Cancellation: 71a.

TIME RATES
No. 11 Eff 6/1/75—Rec'd 5/8/75.

8. SPOT ANNOUNCEMENTS
MON THRU SAT

PER MO:	6-10 am 1 min	6-10 am 30 sec	10 am-3 pm 1 min	10 am-3 pm 30 sec	3-7 pm 1 min	3-7 pm 30 sec
10 ti	23.00	19.00	25.00	21.00	23.00	19.00
36 ti	22.00	18.00	24.00	20.00	22.00	18.00
*100 ti	21.50	17.50	23.00	19.00	21.50	17.50
†260 x	21.00	17.00	22.00	18.00	21.00	17.00
†520 x	18.00	15.00	20.00	16.00	18.00	15.00

MON THRU SAT 7 PM-MIDNIGHT/SUN 6 AM-MIDNIGHT

	10 ti	30 ti	*100 ti	†260x	†520x
1 min	16.00	15.50	15.00	14.00	13.00
30 sec	13.00	12.50	12.00	11.00	10.50

Midnight-6 am: Flat 5.00.
(*) Must be used in 13 wk/less.
(†) 52 wk.

Edited by John Hurlbutt.

WEZB (FM)
1945

NAB

Media Code 4 219 6301 8.00
EZ Communications, Inc., 1440 Canal St., New Orleans, La. 70112. Phone 504-581-7002.
STATION'S PROGRAMMING DESCRIPTION
WEZB (FM): MUSIC: quarter-hour segments of standard music of today & yesterday with full orchestration & an arrangement which is neither dull nor hard in sound. NEWS: international, national, local & regional 2 min per hour. COMMERCIAL POLICY: maximum 8 min per hour. Commercial announcements are clustered at the quarter hour. Contact Representative for further details. Rec'd 3/14/74.
1. PERSONNEL
President—Arthur Kellar.
General Manager—John S. Rockweiler.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 97.1 mc. Quadraphonic.
Operating schedule: 24 hours. CST.
Antenna ht.: 511 ft. above average terrain.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Member: The Groskin Group.

TIME RATES
Eff———Rec'd 6/25/75.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	3 ti	10 ti	13 ti	20 ti	23 ti	30 ti
1 min	19.00	18.00	17.00	16.00	15.00	14.00	13.00
30 sec	17.00	16.20	15.40	14.40	13.00	12.60	11.70

Edited by John S. Rockweiler.

WGSO
1923

EASTMAN RADIO, INC.

RAB

Media Code 4 219 6313 3.00
Covenant Broadcasting Corp. of Louisiana, Box 2000, 1440 Canal St., New Orleans, La. 70116. Phone 504-581-1280.
STATION'S PROGRAMMING DESCRIPTION
WGSO: Programmed for 18-49 age group.
News, traffic reports, sports, stocks, weather, special features. Continuous news 5:30-9 am, noon-1 pm, 4-6 pm M-F; 7-8 am Sat. MUSIC: Blend of adult contemporary current & past hits. Tele/talk 6-9 pm M-F & 8-10 pm Sun. 25% news and public affairs. SPORTS: major league baseball, basketball & college football. Contact Representative for further details. Rec'd 4/28/75.
1. PERSONNEL
President—Fred E. Walker.
Vice-Pres. & Gen'l Mgr.—Al Smith.
Program Director—Dan Milham.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1280 kc. Directional—same pattern all hours.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%. Payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6b. 7b. 8.
Rate Protection: 10b. 11b.
Basic Rates: 20a. 22a. 22b. 23a. 25a, 26, 28a, 29a.
Contracts: 40a. 42b. 45. 46. 47a. 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WQUE (FM).
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.

TIME RATES
WGSO/WQUE (FM) COMBINATION
No. 18 Eff 2/15/75—Rec'd 2/10/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	AAA	AA	A	B
1 ti	35	30	28	20
12 ti	33	28	27	17
18 ti	31	27	26	16
24 ti	30	26	25	15

30 sec/less: 80% of 1-min.

AM only: 1 min deduct 2.00; 30-sec, deduct 1.00.

WIXO (FM)
1965

Media Code 4 219 6325 7.00
Station temporarily off the air pending transfer of license.

WNNR
1946

Black

NAB

Media Code 4 219 6355 4.00
Security Broadcasting Inc., 1500 Canal St., New Orleans, La. 70140. Phone 504-581-5777.
STATION'S PROGRAMMING DESCRIPTION
WNNR: Programmed to black audience.
Contact Representative for further details. Rec'd 4/8/75.
1. PERSONNEL
President—Ed Muniz.
General Manager—Willie A. Jefferson.
Program Director—Larry McKinley.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
1,000 w. days: 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70b, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WXEL (FM), Slidell.
Affiliated with Mutual Black Network.

TIME RATES
Eff 3/1/73—Rec'd 1/29/73.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00	11.00	10.00
30/20 sec	11.50	9.75	9.00	8.25	7.50
10 sec	8.40	7.80	7.20	6.60	6.00

Edited by Ed Muniz.

WNOE
1922

mcgavren-guild pgw radio, inc.

NAB

RAB

Media Code 4 219 6405 7.00
WNOE, Inc., 529 Bienville St., New Orleans, La. 70130. Phone 504-529-1212.
STATION'S PROGRAMMING DESCRIPTION
WNOE: Programmed for teens & young adults.
MUSIC: current hits & oldies with personality DJ's. 5 man local news department with remote facilities. COMMERCIAL POLICY: 8 minutes or 12 units per hour. Contact Representative for further details. Rec'd 10/1/73.
1. PERSONNEL
President—James A. Noe, Sr.
General Manager—Eric Anderson.
Program Director—Jason O'Brian.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
50,000 w. days, 5,000 w. nights; 1060 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b 3a 3b, 3c, 3d, 4a, 5. 6a. 7b.
Rate Protection: 10g.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c 25a, 28b, 29a 31.
Contracts: 40c, 41, 42d, 44b, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82

TIME RATES
AM/FM COMBINATION
No. 2 Eff 11/1/74—Rec'd 1/3/74.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6-10 pm.
III—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

	1 min 6 ti	1 min 12 ti	1 min 18 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti
I	60	55	50	48	44	40
II	55	50	45	44	40	36
III	50	45	40	40	36	32

AM only: Deduct 12.00 for 1 min; 10.00 for 30 sec.

7. PACKAGE PLANS

ROS:	6 ti	12 ti	18 ti
1 min	52	48	45

AM only: Deduct 12.00 for 1 min.

WNOE-FM
1969

NAB

RAB

Media Code 4 219 6406 5.00
WNOE, Inc., 529 Bienville St., New Orleans, La. 70130. Phone 504-529-1212.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WNOE-FM: Programmed for teens & adults 18-35.
MUSIC: rock hits & current LP cuts with personality DJ's. COMMERCIAL POLICY: 8 minutes or 12 units per hour. Contact Representative for further details. Rec'd 10/1/73.
1. PERSONNEL
Program Director—Bobby Reno.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WNOE. See that listing.

TIME RATES
Eff———Rec'd 1/3/75.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.

7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti
1 min	120	228	324

WNPS
1965

Media Code 4 219 6510 4.00
Greater New Orleans Educational Foundation, 1732 Canal St., New Orleans, La. 70112. Phone 504-523-1341.
STATION'S PROGRAMMING DESCRIPTION
WNPS: Programmed for adults 18-49.
MUSIC: Modern country featuring standard & contemporary country music plus personalities. NEWS: network at :60, local at :30. Rec'd 12/3/74.
1. PERSONNEL
President—William S. Hart.
General Manager—J. Keith Coleman.
Oper. & Prog. Dir.—Dan Diamond.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22a, 23a, 28a.
Contracts: 40a, 44a, 45, 46, 51a, 51c.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Affiliated with NBC.

TIME RATES
Eff 7/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	12.50	9.50	6.00

DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
Newscasts—5 min 25.00.
DISCOUNT
50 ti—5% 100 ti—10%

(New Orleans continued on next page)

WQUE (FM)

1948

EASTMAN RADIO, INC.

RAB

Media Code 4 219 6542 7.00
Covenant Broadcasting Corp. of Louisiana, 1440 Canal St., New Orleans, La. 70112. Phone 504-581-1280.
See affiliated AM station for additional information.
AM facilities: WGSO.

STATION'S PROGRAMMING DESCRIPTION
WQUE (FM): Programmed for adults and young adults. 98% entertainment & 2% news & information. MUSIC: standards & general popular. News, weather, mini reviews of current entertainment throughout the day on the breaks. 4 breaks per hr. COMMERCIAL POLICY: maximum 8 min. Automated with live inserts. Contact Representative for further details. Rec'd 1/9/73.

1. PERSONNEL
Station Manager—Hal Wheelahan.
Program Manager—John R. Sarpy.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 512 ft. above terrain.

3. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with WGSO. See that listing.

TIME RATES

FM only: 1 min. deduct 2.00; 30-sec. deduct 1.00 from WGSO/WQUE (FM) combination rates.

WRNO (FM)

1967

NAB RAB

Media Code 4 219 6575 7.00
Gulf South Broadcasters, Box 6071, 3230 Patterson Dr., New Orleans, La. 70114. Phone 504-362-4624.
Studio & Offices: 3400 N. Causeway Blvd., Imperial House, New Orleans, La. 70121. Phone 504-837-2424.

STATION'S PROGRAMMING DESCRIPTION
WRNO (FM): MUSIC: rock blend consisting of selected current singles & albums, comprising about 60% of airplay, remaining 40% consists of top selling albums, including million sellers. AIR PERSONALITIES handle all segments. NEWS: network; news relevant to young adult, announcer relates on topics such as ecology, music, etc. Contact Representative for further details. Rec'd 1/22/72.

1. PERSONNEL
General Manager—Joseph Mark Costello, III.
Program Director—Trigger Black.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 100,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3b. 3c 3d, 4a, 4d, 5. 6a. 7a.
Rate Protection: 10g. 15b.
Basic Rates: 20a. 20b. 21a. 23a. 24b, 25a, 26, 28c, 29a.
Contracts: 40a. 41. 44a, 47a, 48a 51a. 51b.
Comb. Cont. Discounts: 60a. 61b, 62a.
Cancellation: 70c. 73a.
Prod. Services: 80. 82.
Affiliated with American FM Network.

TIME RATES

No. 7 Eff 1/1/74—Rec'd 4/29/74.
AA—Mon thru Sun 3 pm-midnight.
A—Mon thru Sun 6 am-3 pm.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24+	A 6 ti	A 12 ti	A 18 ti	A 24+
1 min	20	19	18	17	17	16	15	14
30 sec	18	17	16	15	15	14	13	12

WSHO

1926

HR STONE radio

Modern Country Music

NAB

Media Code 4 219 6615 1.00
Americana Broadcasting Corp., 2820 Canal St., New Orleans, La. 70119. Phone 504-822-2271.

STATION'S PROGRAMMING DESCRIPTION
WSHO: For young adults & adults.
MUSIC: top 50 modern & contemporary country & album selections plus AIR PERSONALITIES. NEWS: 5 min at :00, headlines at :30, weather every 10 min, traffic reports peak hrs, 4 mobile units for remotes. SPORTS: live horseracing. C & W artists diary daily. RELIGION: Sun am. Contact Representative for further details. Rec'd 8/27/73.

1. PERSONNEL
President—H. C. Young, Jr.
Vice-Pres. & Gen'l Mgr.—Don Kern.
Production Director—John Bradley.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days; 800 kc. Directional.
Operating schedule: Daytime. CST.

4. AGENCY COMMISSION
15/0 net charges; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 42b, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b.
Cancellation: 71a, 73a.
Contracts not subject to cancellation on less than 2 weeks' written notice.
Affiliated with MBS.
Member: The Louisiana Network, Inc.

TIME RATES

Eff 10/1/74—Rec'd 10/1/74.

6. SPOT ANNOUNCEMENTS

WKLY:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	23.00	21.00	19.00	17.00	15.00
30 sec	19.00	17.00	15.00	13.00	11.00
10 sec	13.80	12.60	11.40	10.20	9.00

DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	200	140	80
26 x	150	100	65
52 x	125	75	45

10. SPECIAL FEATURES

	1x	26x	52x
Newscasts	50	40	30

WSMB

1925

American Entertainment Ntwk

METRO RADIO SALES

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 6720 9.00
WSMB, Inc. (Macmillian Ring-Free Oil, Inc. and Bankers Securities), Maison Blanche Bldg., New Orleans, La. 70112. Phone 504-523-5921.

1. PERSONNEL
General Manager—John L. Vath.
Program Director—Marshall Pearce.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
5,000 w.; 1350 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 8b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 27 28a, 29a, 30, 31, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47c, 48 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 62b, 62d.
Cancellation: 70a, 70c, 71b, 73b.
Prod. Services: 80, 81, 82.
Blanket contracts accepted for purpose of establishing an advertiser's contractual year and calculating of frequency earned. Such contracts will not be accepted for purpose of rate protection.
Rates quoted guaranteed for 13 weeks from effective date of any increase providing ads equalling weekly expenditure of 100.00 are running at time of effective date of increase, and providing ads continue without interruption during rate protection period
Affiliated with American Entertainment Network.

TIME RATES

No. B Eff 2/1/69—Rec'd 12/19/68.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun 6 am-6 pm.
C—Mon thru Sat 7 pm-midnight; Mon thru Sun 5-6 am; Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA:	1 min	20/30	10 sec
Specified hour or day	55	44	28
PER WK:			
Less than 6 (rotating Mon-Sat)	50	40	25
6 ti (1 per day Mon-Sat)	43	38	24
12 ti (2 per day Mon-Sat)	44	35	22
CLASS A:			
Specified hour or day	50	40	28
Less than 6 (rotating Mon-Sat)	43	38	24
6 ti (1 per day Mon-Sat)	46	37	23
12 ti (2 per day Mon-Sat)	42	34	21
CLASS B:			
Specified hour or day	44	35	22
PER WK:			
Less than 6 (rotating Mon-Sun)	40	32	20
6 ti (1 per day any 6 days)	38	30	18
12 ti (2 per day any 6 days)	36	29	18
18 ti (3 per day any 6 days)	32	26	16
24 ti (4 per day any 6 days)	30	24	15
30 ti (5 per day any 6 days)	26	21	13
CLASS C:			
Less than 6 (rotating Mon-Sun)	20	16	10
6 ti (1 per day any 6 days)	19	15	9
12 ti (2 per day any 6 days)	18	14	9
18 ti (3 per day any 6 days)	16	13	8
24 ti (4 per day any 6 days)	15	13	7
30 ti (5 per day any 6 days)	13	10	6

7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS

Spots must be scheduled equally over 7 day period and rotate within time classification. Offered on preemptible basis at station's discretion for full rate card advertiser. In the event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience and prior to expiration of schedule. Plans earn consecutive weeks discount.

PER WK:	1 min	20/30	10 sec
Plan A: 12 ti (3AA, 3A, 4B, 2C)	384	312	192
Plan B: 18 ti (5AA, 3A, 6B, 2C)	540	432	270
Plan C: 24 ti (6AA, 6A, 8B, 4C)	672	528	336
Plan D: 36 ti (9AA, 9A, 12B, 6C)	936	756	468

FREQUENCY COMBINATION
Minutes, Newscasts, 20/30 seconds and IDs may combine to earn weekly frequency discounts. Plans may combine with Minutes, Newscasts, 20/30 seconds and IDs to earn weekly frequency discounts. Plans do not combine with Plans for further weekly frequency.

FREQUENCY DISCOUNT
(With expenditure of 100.00 or more)
52 consecutive weeks—10%.

DRIVE TIME SPECIAL
PER WK: (Rotating minutes only)
Plan 1: 16 ti (8AA, 8A) flat 640
Plan 2: 24 ti (12AA, 12A) flat 912

HOUSEWIFE SPECIAL
(Rotating minutes only)
PER WK: (Mon thru Sat 10 am-3 pm)
Plan 1: 15 ti. flat 450 Plan 2: 25 ti, flat 700
Flat rates, no further discounts.
Drive Time and Housewife Special offered on preemptible basis at station's discretion for full rate card advertisers. They do not earn consecutive weeks discounts, and do not contribute or combine with face of card rates or Weekly Circulation Plans to earn weekly frequency discounts. They do not combine with each other

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS
(Rotating Mon-Sat)

PER WK:	1 ti	5 ti	10+
AA	60	58	53
A	58	55	50

WTIX

1951

Independent

NAB RAB

A Storz Owned Station
Subscriber to the NAB Radio Code
Media Code 4 219 6825 6.00
Storz Broadcasting Co., 332 Carondelet St. New Orleans, La. 70130. Phone 504-523-2404.

1. PERSONNEL
Chairman of the Board—Robert H. Storz.
Vice Pres. & Gen'l Mgr.—Joseph M. Kelly.
Program Director—Bob Mitchell.

2. REPRESENTATIVES
Blair Radio

3. FACILITIES
10,000 w. days, 5,000 w. nights; 690 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 net time only

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES

No. 10 Rev 12/1/72—Rec'd 12/4/72.
I—Mon thru Sat 3-10 pm.
II—Mon thru Fri 6-10 am; Sat 6 am-3 pm.
III—Mon thru Sat 10 pm-midnight; Mon thru Fri 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I PER WK:	1 ti	5 ti	12 ti	18 ti	24 ti
1 min	60	----	48	46	44
30/20 sec	48	----	38	37	35
*10 sec	30	----	24	23	22
SECTION II					
1 min	55	50	46	43	40
30/20 sec	44	40	37	34	32
*10 sec	28	25	23	22	20
SECTION III					
1 min	45	----	40	38	35
30/20 sec	36	----	32	30	28
*10 sec	23	----	26	19	18

(*) Preemptible.

6. PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min.
Edited by Joe Kelly.

WVOG

1950

NAB

Media Code 4 219 6875 1.00
F. W. Robbert Corp., 125 N. Galvez, New Orleans, La. 70119. Phone 504-821-5755.

STATION'S PROGRAMMING DESCRIPTION
WVOG: Religious, gospel music and talk programming. Rec'd 6/2/75.

1. PERSONNEL
Pres. & Owner—Fred Westenberger.
General Manager—C. R. (Kevin) White.
Program Director—Sam Ford.

3. FACILITIES
1,000 w. days; 600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4c. 5. 6a. 7b.
Rate Protection: 10a. 11a. 12a. 13a. 14a. 15b, 16.
Basic Rates: 20a, 20b, 21a. 22a, 22b, 23a. 24a, 25a. 26. 28b, 28c. 33c.
Contracts: 40a, 42b, 44a. 45. 46. 48. 49. 50, 51a
Comb.: Cont. Discounts: 60a, 60g. 60l, 61c. 62d.
Cancellation: 70b, 70d, 71a. 72. 73b.
Prod. Services: 80. 81. 82.

TIME RATES

No. 3 Eff 10/1/73—Rec'd 10/11/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00
30/20 sec	15.50	14.75	14.00	13.25	12.50	11.75	11.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

WEEKLY SATURATION—CRASH PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	16.00	15.00	14.00	13.00	12.00
30/20 sec	12.50	11.75	11.00	10.25	9.50

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	98.50	56.00	37.50	28.00	18.00
26 x	89.00	53.00	35.50	26.50	18.00
52 x	84.00	50.50	34.00	25.00	17.00
104 x	79.50	47.50	32.00	24.00	16.00
156 x	75.00	45.00	30.00	22.50	15.00
260 x	70.00	42.00	28.00	21.00	14.50
520 x	65.50	41.00	27.50	20.56	14.00
1000 x	60.00	40.00	27.00	26.00	13.50

Edited by C. R. White.

WWL

1922

CBS Radio Network

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 6930 4.00
Loyola University of the South, 1024 N. Rampart St., New Orleans, La. 70116. Phone 504-529-5205.

1. PERSONNEL
General Manager—J. Michael Early.
General Sales Manager—Raymond M. Muro, Jr.
Program Director—John S. Pela.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
50,000 w.; 870 kc. Directional—same pattern all hours.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3b, 3d. 4a, 4d. 5. 6a. 7a, 8.
Rate Protection: 10b, 11b. 12b. 13b, 14b, 15b, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24c, 28a. 29a. 30. 32b. 33a.
Contracts: 40a. 43. 44a. 46. 47a. 49.
Comb.: Cont. Discount: 60b, 60d. 60e, 60f. 60l, 62a.
Cancellation: 70a. 70c. 71a. 73b
Prod. Services: 81, 82.
Affiliated with Katz Radio Network.
Affiliated with CBS.

TIME RATES

No. 28 Eff 2/1/75—Rec'd 1/24/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	70	68	65	63
AA	55	53	52	50
A	45	33	31	29

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

SUNDAY THRU SATURDAY 5-1 AM

PER YR:	1x	26x	52x	104x	156x	260x
1 hr	300	288	276	264	252	240
1/2 hr	161	153	145	137	128	120
1/4 hr	101	96	91	87	83	79
10 min	85	80	76	72	68	64
5 min	63	60	56	53	50	47

1-5 am: 50% of above.

WWL-FM

1970

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 8981 2.00
Loyola University of the South, 1024 N. Rampart St., New Orleans, La. 70116. Phone 504-529-5205.
See affiliated AM station for additional information.

3. FACILITIES ERP 100,000 w.; 101.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 825 ft. above average terrain.

TIME RATES

No. 2 Eff 7/1/74—Rec'd 7/5/74.
AAA—Mon thru Fri 7-10 pm.
AA—Mon thru Fri 3-7 pm & 10 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	30	28	26	24	22
AA	28	26	24	22	20
A	20	18	16	14	12

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WXEL (FM)

1970
SLIDELL

Black

NAB RAB

(This is a paid duplicate of the listing appearing under Slidell, La.)
Media Code 4 219 8975 7.00
Security Broadcasting of New Orleans, Inc., Braniff Pl., New Orleans, La. 70140. Phone 504-586-9935.
Studios: Coastal Blvd., Slidell, La.

STATION'S PROGRAMMING DESCRIPTION
WXEL (FM): Programmed 100% to the black audience. MUSIC: Top 40, Rhythm and Blues. NEWS: at :50. Discussion Programs. Mobile Units. Personalities available for Remote Broadcast. Contact Representative for further details. Rec'd 2/1/74.

1. PERSONNEL
President—Ed Munis.
General Manager—W. A. Jefferson.
Program Director—R. J. Jenkins.

2. REPRESENTATIVES
Selcom, Inc.
Southeast—Carter S. Jones Agency.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,006 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 407 ft. above average terrain.

4. AGENCY COMMISSION
15% time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a. 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.

(This listing continued on next page)

LOUISIANA

New Orleans—W X E L (FM)—Continued

Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WNNR, New Orleans.
Affiliated with Mutual Black Network.

TIME RATES
Eff 12/15/73—Rec'd 4/29/74.
AAA—Mon thru Fri 3-10 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x	500x	1000x
CLASS AAA					
1 min	18.00	17.00	15.75	13.75	10.75
30 sec	13.50	12.75	11.25	10.50	8.25
CLASS AA					
1 min	16.00	14.25	13.50	11.75	9.75
30 sec	12.00	10.75	9.50	9.00	6.75

7. PACKAGE PLANS

*PER WK, ROS:	10 tl	20 tl	30 tl	40 tl
1 min	13.00	13.25	12.75	12.00
30 sec	9.25	9.00	8.50	8.00

20% guaranteed AAA.

DISCOUNT
*5 wk—3% 13 wk—7%

(D)

WYLD
1950

Independent Negro

Media Code 4 219 7245 6.00
Peterson Broadcasting Corp., Box 19124, 2906 Tulane Ave., New Orleans, La. 70179. Phone 504-822-1945.

STATION'S PROGRAMMING DESCRIPTION
WYLD: Programmed for the Negro market.
MUSIC: M-Sat, R & B. Sunday, churches & gospel 6 am-5 pm, gospel 5 pm-midnight. Contact Representative for further details. Rec'd 5/28/75.

1. PERSONNEL
President—Jon Peterson.
Exec. Vice-Pres. & Gen'l Mgr.—Charles T. Morey.
Operations Manager—George Vinnett.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Rounsaville Stations: See Reps & S/O pages.

3. FACILITIES
10,000 w. days, 500 w. nights; 940 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 6-10 am & 5 pm-1 am. For non-simulcast facilities see WYLD-FM.

4. AGENCY COMMISSION
15/0 time only: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51e.
Comb.: Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 12 Eff 10/1/73—Rec'd 8/22/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE					
CLASS AA					
PER WK:	6 tl	12 tl	18 tl	24 tl	36 tl
1 wk	25	23	22	21	20
13 wk	24	22	21	20	19
26 wk	23	21	20	19	18
52 wk	22	20	19	18	17
1-5 spots per wk flat 27.00.					
CLASS A					
1 wk	23	21	20	19	18
13 wk	22	20	19	18	17
26 wk	21	19	18	17	16
52 wk	20	18	17	16	15
1-5 spots per week flat 25.00.					
30 SECONDS					
CLASS AA					
1 wk	21	19	18	17	16
13 wk	20	18	17	16	15
26 wk	19	17	16	15	14
52 wk	18	16	15	14	13
1-5 spots per wk flat 23.00.					
CLASS A					
1 wk	19	17	16	15	14
13 wk	18	16	15	14	13
26 wk	17	15	14	13	12
52 wk	16	14	13	12	11
1-5 spots per wk flat 21.00.					

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—1-min rate plus 25%.
Edited by Charles T. Morey.

WYLD-FM
1975

Media Code 4 219 7248 4.00
Peterson Broadcasting Corp., Box 19124, 2906 Tulane Ave., New Orleans, La. 70179. Phone 504-822-1945.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WYLD-FM: MUSIC: M-Sat, R & B 6-10 am & 5 pm-1 am, gospel 10 am-5 pm, jazz 1-6 am. Sunday, churches & gospel 6 am-5 pm, R & B 5 pm-1 am. Contact Representative for further details. Rec'd 5/28/75.

3. FACILITIES
ERP 54,000 w.; 98.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-5 pm & 1-6 am. For simulcast facilities see WYLD.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Non-simulcast—deduct 25% from AM rate.
Edited by Charles T. Morey.

NEW ROADS

Pointe Coupee' Parish—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

K W R G
1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 7350 4.00
Louis Broadcaster & Co., Box 489, New Roads, La. 70760. Phone 638-9058.

1. PERSONNEL
Manager—Louis B. Coco, Jr.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
1,000 w. days; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: The Louisiana Network, Inc.

TIME RATES
Eff———Rec'd 7/29/71.

6. SPOT ANNOUNCEMENTS

	1 tl	15 tl	30 tl	60 tl	120+
1 min	2.90	2.80	2.70	2.60	2.50
30 sec	2.40	2.30	2.20	2.10	2.00
15 sec	1.80	1.75	1.70	1.65	1.60

OAKDALE

Allen Parish—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

K R E H
1953

Subscriber to the NAB Radio Code
Media Code 4 219 7455 1.00
Louisiana Broadcasting Service, Box 571, Oakdale, La. 71463. Phone 318-335-2308.

1. PERSONNEL
General Manager—C. Winsett Reddoch.

3. FACILITIES 250 w.; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: The Louisiana Network, Inc.

TIME RATES
Eff 1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	312x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	3.75	3.55	3.35	3.15	2.95	2.75	2.55

Edited by Richard C. Bradford.

OAK GROVE (1 AM; 1 FM)

West Carroll Parish—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

K W C L
1958

Subscriber to the NAB Radio Code
Media Code 4 219 7560 8.00
KWCL Inc., Box 'K', Oak Grove, La. 71263. Phone 318-428-4243.

STATION'S PROGRAMMING DESCRIPTION
KWCL: Country.

1. PERSONNEL
Pres. & Mgr.—Ivy Robinson.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/73—Rec'd 5/2/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	2.00	1.50	.75

10% discount 100+ spots per month.

K W C L-FM
1973

Media Code 4 219 7561 6.00
KALM INC., Box K, Oak Grove, La. 71263. Phone 318-428-4243.
See affiliated AM station for additional information.

2. REPRESENTATIVES
Hal Walton Co.
South—C. K. Beaver & Associates, Inc.

3. FACILITIES ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 3/1/73—Rec'd 5/2/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	1.50	1.00	.75

10% discount 100+ spots per month.

OPELOUSAS (1 AM; 1 FM)

St. Landry Parish—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

K S L O
1947

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 219 7665 5.00
KSLO Broadcasting Co., Box 1150, Opelousas, La 70570. Phone 318-942-2633.

STATION'S PROGRAMMING DESCRIPTION
KSLO: RURAL: 4-7 am & 11 am-1.30 pm daily.

1. PERSONNEL
General Manager—W. E. Jones.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 4 am-11 pm. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Farm Radio Network.

TIME RATES
Eff 5/1/74—Rec'd 5/6/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	100x	156x	312+
30 sec	6.80	6.30	6.10	5.85	5.60	5.35
1 min	9.25	7.50	7.05	6.60	6.20	5.90

K S L O-FM
1965

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 7666 3.00
KSLO Broadcasting Co., Box 1150, Opelousas, La. 70570. Phone 318-942-2633.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSLO-FM: standards from '40's to current day.

3. FACILITIES ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 7 am-midnight. CST.
Antenna ht.: 207 ft. above average terrain.

TIME RATES
Rates are identical to KSLO. See that listing.

PINEVILLE

Rapides Parish—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

K P A L

RAB

Media Code 4 219 7718 2.00
Robert C. Wagner, 1610 Military Hwy., Pineville, La. 71360. Phone 318-445-5306.

STATION'S PROGRAMMING DESCRIPTION
KPAL: Country & western. UPI audio & wire.

1. PERSONNEL
General Manager—Robert Wagner.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES 500 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 5/1/74—Rec'd 8/8/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	14 tl	21 tl	35 tl	49 tl
PER MO:	1 tl	30 tl	60 tl	90 tl	120 tl
1 min	7.00	6.15	5.50	4.90	4.50
30 sec	5.35	4.60	3.95	3.45	3.15
20 sec	4.50	3.95	3.50	3.10	2.75
PER YR:			1x	365x	730x
1 min			7.00	5.50	4.50
30 sec			5.35	3.95	3.15
20 sec			4.50	3.50	2.75

7. PACKAGE PLANS
Special annual pkg—1000+, 1 min/less, ea 4.15

PORT SULPHUR

Plaquemines Parish—Map Location F-6
See SRDS consumer market map and data at beginning of the State

K A G Y
1966

Media Code 4 219 7770 3.00
River Bend Broadcasting Co., Inc., Box 95, Port Sulphur, La. 70083. Phone 504-564-3388.

STATION'S PROGRAMMING DESCRIPTION
KAGY: top 50 country, 70% adults, 25% teens.

1. PERSONNEL
Manager—Danny Church.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES 1,000 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 1/7/75.

6. SPOT ANNOUNCEMENTS

	1x	12x	52x
1 min	4.00	3.85	3.75

30 sec: 75% of 1-min.

RAYVILLE

Richland Parish—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

K R I H
1957

Media Code 4 219 7875 0.00
Ewing Inc., Box 990, Rayville, La. 71269. Phone 318-728-2027.

1. PERSONNEL
General Manager—Thomas E. Ewing.

2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
250 w.; 990 kc. days. Non-directional.
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION
15/0 time and talent only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Eff 6/1/72—Rec'd 5/19/72.

6. SPOT ANNOUNCEMENTS

	1 tl	12 tl	52 tl
1 min	4.00	3.85	3.75

30 sec: 75% of 1-min

RUSTON (1 AM; 1 FM)

Lincoln Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

K R U S
1947

NAB RAB

Media Code 4 219 7980 8.00
Ruston Broadcasting Co., Inc., Radio Bldg., Box 430, 105 E. Park Ave., Ruston, La. 71270. Phone 318-255-2530.

1. PERSONNEL
General Manager—Dan Hollingsworth.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 1/1/75—Rec'd 12/9/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.50	4.25	4.10	3.90	3.75	3.60	3.40
30 sec	3.75	3.38	3.18	3.08	2.93	2.81	2.70	2.55

K R U S-FM
1966

NAB RAB

Media Code 4 219 7981 6.00
Ruston Broadcasting Co., Radio Bldg., Box 430, 105 E. Park Ave., Ruston, La. 71270. Phone 318-255-2530.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.

TIME RATES
Rates are identical to KRUS. See that listing.

SHREVEPORT (7 AM; 5 FM)

Caddo Parish—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	32	28	32	28
B	30	26	30	26
C	16	16	16	16
D	15	11	13	9
AVERAGE	23	20	23	20

K B C L
1957

K E P T (FM)
(formerly KBCL-FM)
1959

SHREVEPORT

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 8085 5.00
Good Music, Inc., 702 Petroleum Tower, Shreveport, La. 71101. AM phone, 318-221-9696, FM phone, 318-221-1606.

STATION'S PROGRAMMING DESCRIPTION
KBCL: Programmed for 25 to 50 year age group.
MUSIC: general popular. NEWS: 5 min summaries at 7:30 & 8 am, noon, 4 & 5 pm; minute man news at :30. Opening & closing Wall Street reports at 9:30 & 3:45 pm. 10 min report at 12:20 pm. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
President—Hal Evans.
General Manager—Buddy Flowers.

2. REPRESENTATIVES
Gene Bolles Company.
Southwest—Clyde Melville Company.
South—Dora-Clayton Agency, Inc.

3. FACILITIES
250 w.; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w.; 96.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 480 ft. above average terrain.
Simulcast 6 am-2 pm.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a
Comb.: Cont. Discounts: 60b, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with KBS.
Member: The Louisiana Network, Inc.

TIME RATES
Eff——— Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

Flat	7.00

Submitted by Hal Evans.

(Shreveport continued on next page)

KCIJ
1950
SHREVEPORT

NAB

Media Code 4 219 8190 3.00
Radiozark Broadcasting of Louisiana, Inc., Box 197, Shreveport, La. 71161. Phone 318-425-7724.

1. PERSONNEL
President—John Mahaffey.
General Manager—Hal Sell.
Program Director—Don Nugent.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days, 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a, 5. 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a. 22b, 23a, 24b, 25a, 26, 28a. 29a.
Contracts: 40a, 45, 46. 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
TIME RATES
Eff 1/1/75—Rec'd 1/23/75.
6. SPOT ANNOUNCEMENTS
1 min..... 6.00 30 sec..... 4.50
ID's: 50% of 1-min.
8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 x	35.00	25.00	15.00	10.00
52 x	31.00	18.00	13.00	9.00
260 x	25.00	16.50	11.00	7.00

KEEL
1922
SHREVEPORT

NAB RAB

A Multimedia Station.
Media Code 4 219 8265 8.00
KEEL, Inc., Box 7, 710 Spring St., Shreveport, La. 71120. Phone 318-425-8692.

1. PERSONNEL
General Manager—Marie Gifford.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
50,000 w. days, 5,000 w. nights; 710 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%; payable on receipt.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KMBQ (FM).
Affiliated with American Information Network.
TIME RATES
Eff 7/1/74—Rec'd 3/27/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun noon-7 pm.
A—Mon thru Sat 10 pm-6 am; Sun 6 am-noon & 7 pm-midnight.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	156x	312x	520x
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	34	32	30	26
AA	30	28	26	22
A	24	22	20	18

Specified 6-10 am, flat 34.00.

30 SECONDS

AAA	28	26	24	22
AA	24	22	20	18
A	20	18	16	14

Specified 6-10 am, flat 32.00.
7. PACKAGE PLANS
TAP—*1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min	300	414	504
30 sec	240	324	408

(*) Mon thru Wed 3-7 pm & Sat 6-10 am & 3-7 pm.
10. SPECIAL FEATURES

NEWSCASTS	1x	104x	260x
10 min/8 am, noon, 5 pm	45	40	38
5 min/6:30, 7, 9 am	40	38	35
5 min/all other times	25	23	20

FABM NEWS
5-6 am participation, flat 20.00.
12:25-12:30 pm sponsorship, flat 35.00.
CONTRACT DISCOUNT
26 wk—10%
Edited by Marie Gifford.

KJOE
1954
SHREVEPORT

Alan Torbet Associates, Inc.

RAB

Media Code 4 219 8400 8.00
Dynamic Broadcasting Corp., 526 Lane Bldg., Shreveport, La. 71101. Phone 318-222-0732.
STATION'S PROGRAMMING DESCRIPTION
KJOE: MUSIC: hits from 1950's to 1975. NEWS: at :45; local at 6:45, 7:45, 8:45, 9:45, 11:45 am, 12:45 pm; network news. Contact Representative for further details. Rec'd 6/19/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—John D. Mitchell.
Sales Manager—Carol Peluso.
Program Director—Howard Clark.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11b, 12g, 14g, 15b.
Basic Rates: 21a, 21b, 21d, 24b, 24c, 25a, 26b, 28c, 29a, 33a.
Contracts: 40c, 41, 44b, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62b, 62d
Cancellation: 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with ATA Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 1/6/75—Rec'd 7/11/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat housewife time.
6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 ti	10 ti	20+	1 ti	10 ti	20+
1 min	8.50	8.00	7.00	7.50	6.00	5.00
30 sec	7.00	6.00	5.00	6.00	5.00	4.00

15 sec/less: ROS only, 3.00.
7. PACKAGE PLANS
1/2 DRIVE/1/2 HOUSEWIFE

PER MO:	1 min	30 sec
1 ti	6.00	5.00
100+	.....	4.00

15 sec/less: ROS only, 3.00.
Submitted by Dorothy W. Firesheets.

KMBQ (FM)
1968
SHREVEPORT

NAB RAB

A Multimedia Station.
Media Code 4 219 8450 1.00
KMBQ, Inc., Box 7, 710 Spring St., Shreveport, La. 71120. Phone 318-425-8692.
See affiliated AM station for additional information.
AM facilities: KEEL.
STATION'S PROGRAMMING DESCRIPTION
KMBQ (FM): Programmed for adults & young adults.
MUSIC: General popular & showtunes. Special classical show Sun 10 am-12N. NEWS: at :60. U football. COMMERCIAL POLICY: 8 commercial minutes maximum per hour. Contact Representative for further details. Rec'd 9/5/72.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,0000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 350 ft. above average terrain.
TIME RATES
Eff 8/1/75—Rec'd 7/29/75.
6. SPOT ANNOUNCEMENTS

	1x	156x	312x
1 min	10	9	7
30 sec	8	7	6
10 sec	6	5	4

10. SPECIAL FEATURES
5-min newscast sponsorship, flat 16.00.
Sumbitted by Marie Gifford.

KOKA
1950
SHREVEPORT
Independent Black

NAB

Media Code 4 219 8505 2.00
KOKA Broadcasting Co., Box 1550, Shreveport, La. 71120. Phone 318-221-9802.

1. PERSONNEL
Managing Partner—James A. Reeder.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
South—Bernard I. Ochs Co.
3. FACILITIES
10,000 w. days, 500 w. nights; 1550 kc.
Directional—nights only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.
Continuing discount allowed provided same weekly schedule is maintained for both contract years.
TIME RATES
No. 2 Eff 2/1/75—Rec'd 5/1/75.
6. SPOT ANNOUNCEMENTS

PER WK:	36 ti	30 ti	24 ti	18 ti	12 ti	6 ti	1 ti
1 min	14.00	14.50	15.00	15.50	16.00	18.00	19.00
30/30	11.40	11.80	12.20	12.50	13.00	14.00	15.50
10 sec	8.80	9.10	9.40	9.70	10.00	11.20	11.40

Submitted by James A. Reeder.

KRMD
1928
SHREVEPORT
Country Music

Subscriber to the NAB Radio Code
Media Code 4 219 8610 6.00
Radio Station KRMD, Box 1739, Shreveport, La. 71102. Phone 318-221-6171.
STATION'S PROGRAMMING DESCRIPTION
KRMD: Programmed for adults.
MUSIC: country. NEWS: 5 min network at :60; local at 6:30 & 7:30 am; 4:30 & 5:30 pm. Direct weathercasts from U. S. weather bureau at 6:30 am. SPORTS: Indy 500, World Series, major league baseball, college and high school football. Contact Representative for further details. Rec'd 5/3/73.

1. PERSONNEL
President—Jim R. Phillips.
General Manager—R. D. (Smokey) Hyde.
Sales Manager—Jerry Black.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours. CST.
Partial simulcast operation. Simulcast 6 am-9 pm.
For non-simulcast facilities see KRMO-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15e, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a.
Station reserves the right to limit 50% of schedule to traffic times.
Affiliated with NBC.
Affiliated with Katz Radio Network.
TIME RATES
No. 2 Eff 5/1/75—Rec'd 4/30/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	26	25	23	22
AA	23	21	20	19
A	20	18	16	15
B	15	14	13	12

20/30 sec: 80% of 1-min 10 sec: 50% of 1-min.
Edited by Jerry Black.

KRMD-FM
1948
SHREVEPORT
Subscriber to the NAB Radio Code
Media Code 4 219 8611 6.00
Radio Station KRMD, Box 1739, Shreveport, La. 71102. Phone 318-221-6171.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KRMD-FM: Programmed for adults.
MUSIC: country. NEWS: network at :60. Contact Representative for further details. Rec'd 5/3/73.

3. FACILITIES
ERP 25,000 w.; 101.1 mc. Stereo.
Operating schedule 24 hours. CST.
Antenna ht.:——ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities see KRMO.
TIME RATES
No. 2 Eff 5/1/75—Rec'd 4/30/75.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	15	14	13	12

20/30 sec: 80% of 1-min. 10sec: 50% of 1-min.
Edited by Jerry Black.

KROK (FM)
1948
SHREVEPORT

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 219 8621 3.00
International Broadcasting Corp., Box 1130, 8th floor, Petroleum Tower, Shreveport, La. 71120. Phone 318-222-8711.
See affiliated AM station for additional information.
AM facilities: KWKH.
STATION'S PROGRAMMING DESCRIPTION
KROK (FM): Sun 6-9:05 am public affairs programs; 9:05 am-12M progressive rock & news; Mon-Sat 6-1 am progressive rock & news; Mon 7-8 pm rap session; Wed 7-10 pm request line. Contact Representative for further details. Rec'd 3/21/73.

1. PERSONNEL
Sales Director—Chuck Fellers.
3. FACILITIES
ERP 100,000 w.; 94.5 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 400 ft. above average terrain.
TIME RATES
No. 5 Eff 8/1/74—Rec'd 8/7/74.
6. SPOT ANNOUNCEMENTS

ROS, PER YR:	1x	250x	500x	1000x
ROS, PER WK:	10 ti	20 ti	30 ti	50 ti
1 min	7	6	5	4
30 sec/less	6	5	4	3

Specified day parts, per spot extra 1.00.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
7. PACKAGE PLANS

	1 min	30 sec
100 ti per mo, flat	350	275

Specified day parts, per spot extra 1.00.

KTAL (FM)
1948
TEXARKANA-SHREVEPORT

NAB NAFMB

Media Code 4 219 8715 7.00
KCMC, Inc., 3150 N. Market, Shreveport, La. 71107. Phone 318-425-2422.
Studios: Texarkana, Tex., Shreveport and Vivian, La.

1. PERSONNEL
President—Walter E. Hussman.
General Manager—H. Lee Bryant.
3. FACILITIES
ERP 81,300 w.; 93.1 mc.
Operating schedule: 24 hours daily.
Antenna ht.: 1,447 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11h, 12h, 13h, 14e, 16.
Basic Rates: 20a, 20b, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 29a, 31.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
TV facilities: KTAL-TV.
Affiliated with American FM Network.
TIME RATES
Eff 1/1/67—Rec'd 2/2/67.
AA—Daily 9 am-9 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

1 MIN OR LESS:	1x	50x	100x	300x	500x
AA	3.00	2.75	2.50	2.25	2.00
A	2.00	1.75	1.50	1.25	1.00

7. PACKAGE PLANS
ROS PACKAGE PLAN
(To be used within 30 days or less)

	90 ti	120 ti	150 ti
Ea	2.00	1.15	1.50

KWKH
1925
SHREVEPORT

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 219 8820 5.00
International Broadcasting Corp. (The Shreveport Times) Box 1130, Shreveport, La. 71120. Phone 318-222-8711.
Studio—Petroleum Tower, Shreveport, La.
STATION'S PROGRAMMING DESCRIPTION
KWKH: Programmed for general interest.
MUSIC: MOR, popular music 7:15 am-6 pm, 75% singles. Country and western and gospel 5-7 am, 10:15 pm-7 am. NEWS: 6 min network & 4 min local at :60; 15 min or more at 7, 8 am, noon, 5 & 10 pm. Play-by-play of major league baseball; pro, college basketball and high school & college football. FARM: 5:50 & 6:15 am, 12:15-12:30 pm, markets at 6:05 am, 2 men. WEATHER: all news programs, direct weather bureau at 6:25 am & 12:30 pm. Severe weather service. TALK: 11:40 am-noon call-ins, 7:30-9 pm interview and call-ins. AIR PERSONALITIES: 5-10 am, 10 am-noon, 2:15-6:30 pm, 10:15 pm-5 am. Contact Representative for further details. Rec'd 8/28/72.

1. PERSONNEL
Vice-President—Robert Ewing Brown.
Gen. Mgr.—Jack Timmons (Phone 318-222-8721).
2. REPRESENTATIVES
The Christal Company.
3. FACILITIES
50,000 w.; 1130 kc. Directional—night only.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15% time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12h, 13g, 14g.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 23b 24b, 24c, 25a, 26, 27, 28c, 29a, 32b.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62a
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KROK (FM).
Affiliated with CBN.
TIME RATES
No. 10 Eff 9/7/70—Rec'd 8/21/70.
AA—Mon thru Fri 6:30-10 am & 4-7 pm.
A—Mon thru Sat 5:30-6:30 am; Mon thru Fri 10 am-4 pm & 7-10:30 pm; Sat 6:30 am-10:30 pm; Sun 6 am-10:30 pm.
B—Daily 10:30 pm-5:30 am.
6. SPOT ANNOUNCEMENTS

CLASS AA
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24+
1-99 ti	34	32	30	28	26
100-299 ti	31	29	27	25	23
300+	28	26	24	22	20
30/20 SECONDS					
1-99 ti	29	27	25	23	21
100-299 ti	27	25	23	21	19
300+	24	22	20	19	18
CLASS A 1 MINUTE					
1-99 ti	30	28	26	24	22
100-299 ti	28	26	24	22	20
300+	25	23	21	20	18
30/20 SECONDS					
1-99 ti	26	24	22	20	18
100-299 ti	23	21	20	18	16
300+	20	19	17	16	15
CLASS B 1 MINUTE					
1-99 ti	18	17	16	15	14
100-299 ti	16	15	14	13	12
300+	14	13	12	11	10
30/20 SECONDS					
1-99 ti	15	14	13	12	11
100-299 ti	14	13	12	11	10
300+	12	11	10	9	8

ID SPOTS

	AA	A	B
1-99 ti	17	15	9
100-299 ti	15	13	8
300+	14	12	7

10 second spots may be combined with other spots for frequency discount. Not subject to weekly discounts.

(This listing continued on next page)

LOUISIANA

Shreveport—K W K H—Continued

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

Sold in multiples of 4 spots and scheduled as follows: 2 spots 6-10 am Mon thru Sat; 4-7 pm Mon thru Fri. 2 spots 10 am-4 pm Mon thru Fri; or weekend.

PER WK:	4 tl	8 tl	12 tl	16 tl	20 tl
1 min	23	21	20	19	18
30 sec	18	17	16	15	14

TAP's may be converted to 5 spots per plan by scheduling all spots as follows—5 spots 10 am-4 pm Mon thru Fri and/or 10 am-7 pm Sat; noon-7 pm Sun. Tap and regular spots can be combined for both weekly and yearly discounts.
Eff 3/13/72:

NITE RIDER PACKAGE
10:15 pm-5 am

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl
1 min	12	11	10	9	8
30 sec/less	10	9	8	7	6

Fixed or limited rotation. extra 2.00 per spot.

8. PROGRAM TIME RATES

CLASS AA	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	----	----	66	50	36
52 x	----	----	63	48	34
156 x	----	----	60	46	22
312+	----	----	57	44	30
CLASS A					
1 x	150	90	60	45	31
52 x	143	86	57	43	29
156 x	136	82	54	41	27
312 x	130	76	51	39	25
624+	125	70	46	35	23
CLASS B					
1 x	90	54	36	27	19
52 x	86	52	34	26	18
156 x	82	50	32	25	17
312 x	76	43	30	24	16
624+	70	42	28	22	15

HAYRIDE-USA

	1/2 hr	1/4 hr	1 min
1 x	125	100	50

10. SPECIAL FEATURES

TALENT AND PRODUCTION CHARGES ON SPONSORED PROGRAMS

	1/4 hr	10 min	5 min
News, Sports, Open House	16	12	8
Farm Programs	21	16	11

YEARLY DISCOUNT

Schedules run within a contract year may be combined for benefit of new schedules but no rebates will be issued on previous campaigns.
Eff 3/13/72:

NITE RIDER 5-MIN NEWS
10:15 pm-5 am

PER WK:	3 tl	6 tl
Es	14	12

Nite Rider schedules combine with other time periods for discount. Programs do not combine with spots.

SLIDELL (1 AM; 1 FM)

St. Tammany Parish—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

W S D L
(formerly WBGS)
1963

Media Code 4 219 8925 2.00
Mid-South Broadcasters Corp., Box 1175, Slidell, La. 70458. Phone 504-643-1808.
Studios: Coastal Blvd., Slidell, La.

STATION'S PROGRAMMING DESCRIPTION
WSDL: Programmed for general interest to adults.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Gerald Weaver.
Station Manager—Danny Mitchell.

2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 9/1/72—Rec'd 8/30/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	3.75	3.50	3.25	3.00	2.75
10 sec	2.50	2.35	2.25	2.10	2.00

7. PACKAGE PLANS

PER WK:	25 tl	35 tl
1 min	4.25	4.00
30 sec	3.00	2.75

Fixed position, extra 25%.

10. SPECIAL FEATURES
News, weather & sports shows—1-1/2x 5 min.
5-min prog. incl. open & close plus 1-min spot.
Headline prog. incl. open & close plus 30-sec spot.

W X E L (FM)
1970

NAB RAB

Media Code 4 219 8975 7.00
Security Broadcasting of New Orleans, Inc., Braniff Pl., New Orleans, La. 70140. Phone 504-586-9935.
Studios: Coastal Blvd., Slidell, La.

STATION'S PROGRAMMING DESCRIPTION
WXEL (FM): Programmed 100% to the black audience. MUSIC: Top 40, Rhythm and Blues. NEWS: at :50, Discussion Programs, Mobile Units, Personalities available for Remote Broadcast. Contact Representative for further details. Rec'd 2/1/74.

1. PERSONNEL
President—Ed Muniz.
General Manager—W. A. Jefferson.
Program Director—R. J. Jenkins.

2. REPRESENTATIVES
Selcom, Inc.
Southeast—Carter S. Jones Agency.

3. FACILITIES
EBP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 407 ft. above average terrain.

4. AGENCY COMMISSION
15%, time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 14c.
Basic Rates: 20a. 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WNNR, New Orleans.
Affiliated with Mutual Black Network.

TIME RATES
Eff 12/15/73—Rec'd 4/29/74.
AAA—Mon thru Fri 3-10 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x	500x	1000x
CLASS AAA					
1 min	18.00	17.00	15.75	13.75	10.75
30 sec	13.50	12.75	11.25	10.50	8.25
CLASS AA					
1 min	16.00	14.25	13.50	11.75	9.75
30 sec	12.00	10.75	9.50	9.00	6.75

7. PACKAGE PLANS

*PER WK. ROS:	1x	10 tl	20 tl	30 tl	40 tl
1 min	13.00	13.25	12.75	12.00	
30 sec	9.25	9.00	8.50	8.00	

20% guaranteed AAA.

DISCOUNT
*5 wk—3% 13 wk—7%

(D)

SPRINGHILL

Webster Parish—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

K B S F
1954

Subscriber to the NAB Radio Code
Media Code 4 219 9030 0.00
Springhill Broadcasting Co., P. O. Box 127, Plain Dealing Road, Springhill, La. 71075. Phone 539-4616.

1. PERSONNEL
Owner & Gen'l Mgr.—John K. Hill.

3. FACILITIES
1,000 w.; 1460 kc. days. Non-directional.
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 9 Eff 6/1/74—Rec'd 5/22/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	2.90	2.60	2.40	2.20	2.10	2.05
30 sec	2.50	2.30	2.10	1.90	1.75	1.70

Edited by John K. Hill.

SULPHUR

Calcasieu Parish—Map Location B-5
See SRDS consumer market map and data at beginning of the State

K I K S
1955

NAB

Media Code 4 219 9135 7.00
KIKS Radio, Inc., Box 190, Sulphur, La. 70663. Phone 318-527-5202.

1. PERSONNEL
General Manager—Eddie Roberts.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
500 w. days; 1310 kc. Directional.
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/74—Rec'd 5/14/74.

6. SPOT ANNOUNCEMENTS

	ROS					
PER MO:	Open	30 tl	60 tl	100 tl	200 tl	----
PER YR:	----	250x	500x	750x	1500x	2500x
1 min	6.00	5.00	4.40	3.85	3.30	2.75
30 sec	4.80	4.00	3.50	3.10	2.65	2.20
10 sec	3.00	2.50	2.25	2.00	1.75	1.50

Fixed position, extra 10%.

10. SPECIAL FEATURES

6-WORD TIME SIGNALS, PER WK:	70 tl	140 tl
Es	1.25	1.00

TALLULAH

Madison Parish—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

K T L D
1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 9240 5.00
Owned and operated by Sco-Kim, Inc., Tallulah, La. 71282.

1. PERSONNEL
Pres. & Gen'l Mgr.—Chris C. Kimball.

3. FACILITIES
500 w.; 1260 kc. Non-directional.
Operating schedule: 5:30 a.m. to local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff ————Rec'd 11/5/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 x	3.00	1.75	1.50	1.25

THIBODAUX (1 AM; 1 FM)

Lafourche Parish—Map Location E-6
See SRDS consumer market map and data at beginning of the State

K T I B
1953

Subscriber to the NAB Radio Code
Media Code 4 219 9345 2.00
La Terr Broadcasting Corp., 108 Green St., Thibodaux, La. 70301. Phone 504-447-9006.

STATION'S PROGRAMMING DESCRIPTION
KTIB: Modern country format.

1. PERSONNEL
General Manager—Raymond Saadi.

3. FACILITIES
500 w.; 620 kc. days. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KHOM (FM), Houma, La.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
No. 10C Eff 5/1/75—Rec'd 5/5/75.

7. PACKAGE PLANS

PER WK, EA:	5 tl	10 tl	20 tl	30 tl	50 tl
1 min	7.05	6.50	5.85	5.30	4.70
30 sec/less	5.85	5.30	4.70	4.10	3.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Applies only to written contracts of 5+ spots per wk.

10. SPECIAL FEATURES

LOCAL NEWS, PER WK:	1 tl	3 tl	5 tl	7+
1 min	8.25	7.95	7.65	7.05
30 sec	7.05	6.75	6.50	5.85

Edited by Raymond Saadi.

K X O R (FM)
1966

Media Code 4 219 9398 1.00
Gulf South Broadcasters, Box 106, 106 Ridgefield Ave., Thibodaux, La. 70301.

1. PERSONNEL
General Manager—Joseph M. Costello, III.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
No. 1 Eff 12/1/73—Rec'd 6/28/74.

7. PACKAGE PLANS

	Per wk			Per mo		Per yr	
	12 tl	16 tl	24+	50 tl	100 tl	500x	750+
1 min	6.00	5.00	4.00	4.00	3.75	3.75	3.50
30 sec	5.00	4.00	3.00	3.00	2.75	3.00	2.75

IMPACT 60:	Cost
50 tl, 1-min, ROS per wk	175.00
50 tl, 30-sec, ROS per wk	137.50

VILLE PLATTE (1 AM; 1 FM)

Evangeline Parish—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

K V P I
1953

NAB

K V P I-FM
1953

R A B

Subscriber to the NAB Radio Code
Media Code 4 219 9450 0.00
Ville Platte Broadcasting Co., Inc., Drawer J, Ville Platte, La. 70586. Phone 318-363-2124.

1. PERSONNEL
General Manager—Dan Andrus.

3. FACILITIES
250 w.; 1050 kc. Non-directional.
Operating schedule: 6 am-sign-off. CST.
FM-ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-midnight. CST.
Simulcast 6 am-AM sign-off.

4. AGENCY COMMISSION
15/0, 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 7/1/75—Rec'd 7/31/75.

7. PACKAGE PLANS

ROS:	1x	5x	10x	25x	50x	100x
30 sec	5.00	4.60	4.40	4.20	4.00	3.80
1 min	6.00	5.75	5.50	5.25	5.00	4.75
	300x	600x	900x	1200x	1800x	2400x
30 sec	3.60	3.40	3.20	3.00	2.70	2.45
1 min	4.45	4.15	3.85	3.60	3.30	3.00

BUCK-A-DIAL, MON THRU FRI 10-11 AM:	1 min
13 wk minimum	6.00

10. SPECIAL FEATURES
Sports boosters, per monthly membership—15.00.
French news—1-min 6.00.
French newscast—flat 16.50.
French spots—1-min 5.00.
Submitted by Dan Andrus.

VIVIAN

Caddo Parish—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

K N C B
1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 9453 4.00
North Caddo Broadcasting Co., Box 1072, Hwy. 1 N., Vivian, La. 71082. Phone 318-375-3278.

1. PERSONNEL
General Manager—Ruby Stinnett Dowd.

3. FACILITIES 5,000 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 11/11/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	15 sec
Less than 10 x	2.85	2.35	1.35	1.25

7. PACKAGE PLANS

10+, 1-min	1.65	10+, 30-sec	1.33
60+, 20-sec	1.25	60+, 15-sec	1.00

WEST MONROE

Ouachita Parish—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Monroe
(including West Monroe)

WINNFIELD (1 AM; 1 FM)

Winn Parish—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

K V C L
1955

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 9645 5.00
Winn Broadcasting Co., Box 548, KVCL Rd., Winnfield, La. 71483. Phone 318-628-5822.

1. PERSONNEL
Owner & Mgr.—Ed Hall.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES 1,000 w.; 1270 kc. Directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: The Louisiana Network, Inc.

TIME RATES
Eff 9/1/73—Rec'd 8/6/73.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	10 tl	25 tl	50 tl
PER MO:	Open	26 tl	52 tl	156 tl
1 min	2.75	2.50	2.25	2.00
30 sec/less	2.50	2.25	2.00	1.75
15 sec/less	2.25	2.00	1.75	1.50

K V C L-FM
1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 219 9646 3.00
Winn Broadcasting Co., Box 548, KVCL Rd., Winnfield, La. 71483. Phone 318-628-5822.
See affiliated AM station for additional information.

3. FACILITIES ERP 2,756 w.; 92.1 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 120 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: The Louisiana Network, Inc.

TIME RATES
Eff 9/1/73—Rec'd 8/6/73.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	10 tl	25 tl	50 tl
PER MO:	Open	26 tl	52 tl	156 tl
1 min	2.75	2.25	2.00	1.75
30 sec/less	2.50	2.00	1.75	1.50
15 sec/less	2.25	1.75	1.50	1.25

WINNSBORO (1 AM; 1 FM)

Franklin Parish—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

K M A R
1957

K M A R-FM
(formerly KCRF (FM))
1969

A Fritts Station
Subscriber to the NAB Radio Code
Media Code 4 219 9765 1.00
Franklin Parish Broadcasting, Inc., Box 312, Winnsboro, La. 71295. Phone 318-435-5141.

STATION'S PROGRAMMING DESCRIPTION
KMAR: MUSIC: 75% C & W. 25% MOR.

1. PERSONNEL
General Manager—Don F. Murray.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.
Operating schedule: 6 am-11 pm CST.
Antenna ht.: 180 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: The Louisiana Network, Inc.

TIME RATES
Eff 1/1/74—Rec'd 3/18/74.

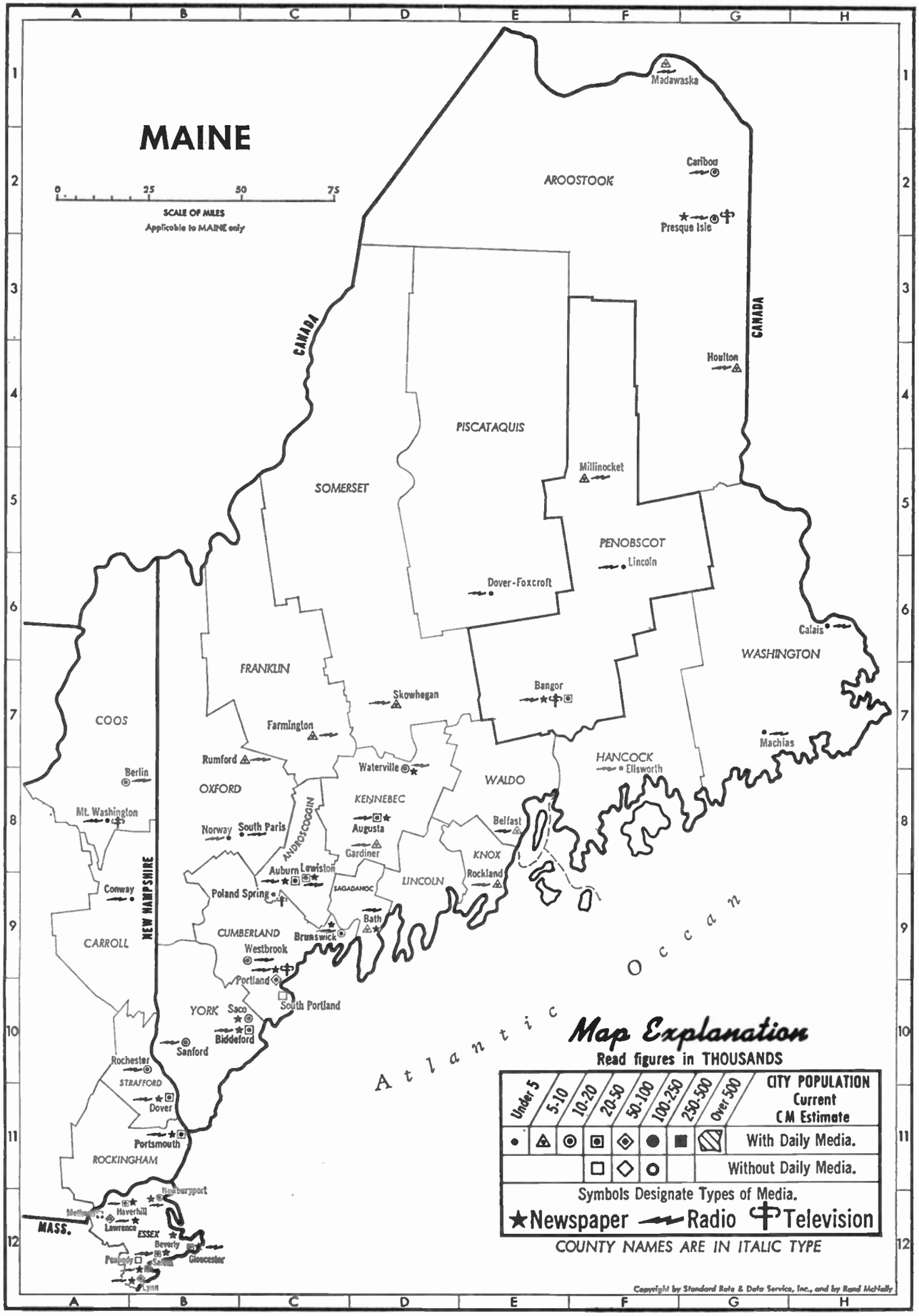
6. SPOT ANNOUNCEMENTS

	1x	156x	312x
1 min	7.00	6.00	5.00
30 sec	5.60	4.80	4.00

Negro Population Data

(January 1, 1975)

STATE TOTAL	2,299	Portland (S.M.S.A.)	568
METRO AREAS		Portland (County Basis)	701
Bangor (County Basis)	82	Total Metros (S.M.S.A.)	683
Lewiston-Auburn (S.M.S.A.)	115	Total Metros (County Basis)	895
Lewiston-Auburn (County Basis)	112		



State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Auburn—Androscoggin | Augusta—Kennebec | Bangor—Penobscot | Biddeford—York | Lewiston—Androscoggin | Portland—Cumberland | South Portland—Cumberland

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MAINE STATE TOTALS	1,053.1	346.01	4,019,793	11,618	8.0	17.9	13.8	27.2	26.1	2,530,552	7,314	641,500	59,950	346,089	91,133	72,224	430,581	212,171	484.78	34.2	445,857
ANDROSCOGGIN C-8	94.5	31.78	354,674	11,160	8.2	17.6	14.3	28.8	24.6	234,191	7,369	57,090	4,643	36,490	12,188	7,557	46,553	17,994	45.50	1.8	75,461
Auburn	25.4	8.64	103,034	11,925	.....	.....	.....	.....	.....	77,315	8,948	20,755	1,248	10,386	1,281	2,045	26,281	6,601	.....	.....	.....
Lewiston	44.1	15.39	161,867	10,518	.....	.....	.....	.....	.....	130,033	8,449	25,863	2,699	26,166	11,012	4,501	16,826	8,964	.....	.....	.....
Lewiston-Auburn Metro Area (Official S.M.S.A.)	75.1	23.90	307,224	12,855	.....	.....	.....	.....	.....	212,873	8,907	48,801	3,886	35,150	11,738	7,117	43,966	16,676	34.64	.....	.....
Lewiston-Auburn Metro Area (county basis)	94.5	31.78	354,674	11,160	8.2	17.6	14.3	28.8	24.6	234,191	7,369	57,090	4,643	36,490	12,188	7,557	46,553	17,994	45.50	.....	.....
AROOSTOOK F-2†	96.7	28.46	313,731	11,024	10.1	21.8	14.9	23.9	19.7	216,854	7,620	55,157	4,949	30,458	8,039	4,825	36,066	17,512	40.76	9.4	17,753
CUMBERLAND B-9†	206.6	69.67	895,876	12,859	6.0	14.5	12.7	28.7	32.5	604,097	8,671	154,206	12,038	105,735	20,964	19,619	91,336	40,181	97.51	2.0	35,532
Portland	65.4	24.66	275,826	11,185	.....	.....	.....	.....	.....	272,414	11,047	64,781	5,245	61,138	14,981	13,066	39,407	11,743	.....	.....	.....
Portland Metro Area (Official S.M.S.A.)	182.7	58.71	801,129	13,646	.....	.....	.....	.....	.....	525,682	8,954	142,940	11,434	93,743	21,610	19,501	72,802	29,775	80.47	.....	.....
Portland Metro Area (county basis)	206.6	69.67	895,876	12,859	6.0	14.5	12.7	28.7	32.5	604,097	8,671	154,206	12,038	105,735	20,964	19,619	91,336	40,181	97.51	.....	.....
South Portland	24.9	7.94	105,182	13,247	.....	.....	.....	.....	.....	88,502	11,146	24,350	2,263	8,653	1,756	1,538	16,992	7,167	.....	.....	.....
FRANKLIN C-7	24.8	7.90	89,376	11,313	8.6	17.5	14.3	27.8	25.6	47,907	6,064	12,104	1,363	3,910	1,921	653	8,839	4,755	10.85	1.5	10,055
HANCOCK F-7†	37.3	13.15	142,962	10,872	10.8	18.5	14.6	25.5	23.0	95,981	7,299	28,087	2,494	7,280	2,492	1,193	18,798	6,257	17.53	.1	4,884
KENNEBEC D-8	102.4	32.94	413,505	12,553	6.4	15.4	13.0	28.4	31.5	253,337	7,691	60,530	6,846	39,806	11,887	7,572	47,407	21,420	44.07	3.2	66,707
Augusta	23.2	7.77	98,043	12,618	.....	.....	.....	.....	.....	98,142	12,631	23,346	2,769	15,053	4,583	3,384	20,796	9,858	.....	.....	.....
KNOX E-8	30.6	10.99	121,445	11,051	9.6	19.8	14.8	25.6	22.9	76,119	6,926	20,714	2,180	10,492	2,912	1,806	12,178	4,123	16.32	1.5	20,079
LINCOLN D-9	22.1	7.91	86,444	10,928	9.3	17.7	14.0	26.1	24.2	59,357	7,504	12,971	1,410	3,399	1,448	1,421	10,052	5,361	10.65	.7	16,407
OXFORD B-8	45.5	15.12	160,165	10,593	8.1	18.2	14.9	29.1	22.2	86,751	5,738	24,057	2,048	8,153	2,313	2,147	16,628	9,335	22.15	1.8	16,793
PENOBSCOT F-6†	131.5	40.85	496,121	12,145	7.3	17.0	13.5	27.4	28.6	348,352	8,528	77,202	7,709	65,293	14,619	10,329	63,882	28,753	55.70	3.0	33,486
Bangor	37.3	12.26	134,793	10,995	.....	.....	.....	.....	.....	189,571	15,463	27,521	3,173	53,211	9,960	6,875	38,370	11,258	.....	.....	.....
Bangor Metro Area (county basis)	131.5	40.85	496,121	12,145	7.3	17.0	13.5	27.4	28.6	348,352	8,528	77,202	7,709	65,293	14,619	10,329	63,882	28,753	55.70	.....	.....
PISCATAQUIS E-4†	16.4	5.68	60,179	10,690	11.0	22.5	15.1	25.6	19.8	30,415	5,355	10,471	1,029	2,682	729	1,069	5,355	3,414	9.67	.6	5,966
SAGADAHOC D-9†	24.7	8.43	92,010	10,915	5.3	19.4	14.0	27.5	24.6	36,102	4,283	8,463	963	690	785	875	5,040	7,388	11.72	.5	7,468
SOMERSET D-5	43.3	14.27	152,092	10,658	9.3	21.1	14.9	26.0	21.2	82,421	5,776	25,356	2,418	5,027	2,221	2,685	9,752	8,589	21.09	2.4	44,928
WALDO E-8	24.6	8.08	90,398	11,188	10.6	20.1	14.3	25.2	23.0	41,883	5,184	11,532	787	5,136	754	449	6,984	3,653	11.33	2.4	57,616
WASHINGTON G-7†	30.2	10.31	94,079	9,125	15.5	22.7	12.8	19.3	16.2	62,536	6,066	21,260	1,676	6,772	1,766	1,437	7,172	6,106	17.05	.9	8,989
YORK B-10†	121.9	40.47	456,196	11,272	7.1	17.3	14.6	28.7	24.6	254,249	6,282	62,300	7,397	14,766	6,095	8,587	44,539	27,330	52.88	2.4	23,733
Biddeford	21.5	7.30	68,510	9,385	.....	.....	.....	.....	.....	53,839	7,375	14,441	1,207	6,900	2,313	2,830	6,186	5,319	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MAINE

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Central Maine Group

Comprised of:
Interconnected Stations
WFAU, WFAU-FM—Augusta
WTVL, WTVL-FM—Waterville
WRKD, WBKD-FM—Rockland
Media Code 4 220 0175 9.00
Executive Office: Box 557, 36 Silver St., Waterville, Me. 04901. Phone 207-873-3311.

1. PERSONNEL
National Sales Director—Harold L. Vigue.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
New England—Kettell-Carter, Inc.
Western States—Bill Dahlsten & Associates.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
See individual station listing.

TIME RATES
Eff ——Rec'd 8/10/70.
COMBINATION DISCOUNT
Any 2 stations..... 5% All 3 stations..... 10%

Labster Network

Comprised of:
Non-Interconnected Stations
WRUM—Rumford
WEGP—Presque Isle
WGUT—Bangor
Media Code 4 220 0500 9.00
Executive Office—638 Congress St., Portland, Me. 04101. Phone 207-774-6561.

1. PERSONNEL
General Manager—Melvin L. Stone.
National Sales Manager—Fred Miller.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Boston—Northeastern Spot Sales, Inc.
Canada—All-Canada Radio-Television Ltd.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 12g, 15h.
Basic Rates: 20a, 22a, 23a, 24c.
Contracts: 40a, 43.
Comb.; Cont. Discounts: 60f.
Cancellation: 70e.
For separate rates see individual listings.

TIME RATES
No. 17G Eff 4/1/75—Rec'd 4/4/75.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other times.

7. PACKAGE PLANS
FULL NETWOBK BUY
PER WK, EA:

	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	18.00	17.00	16.00	15.50	17.00	16.50	15.50	14.75

LESS THAN FULL NETWORK BUY

WGUY	13.00	12.00	10.00	9.00	11.00	10.00	9.00	8.00
WEGP	8.00	7.50	7.00	6.00	7.50	7.00	6.50	5.50
WRUM	5.75	5.50	5.25	5.00	5.50	5.25	5.00	4.75

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
DISCOUNT
Less than full network: 2 station—10%.

Maine Broadcasting System

Comprised of:
Interconnected Stations
WCSH—Portland
WLBZ—Bangor
Media Code 4 220 0750 9.00
Executive Offices: 579 Congress St., c/o WCSH, Portland, Me. 04101. Phone 207-772--6161.

1. PERSONNEL
President—Mary Rines Thompson.
General Manager—Herbert W. Crosby.

2. REPRESENTATIVES
Avery-Knodel, Inc.
New England—Creed Associates, Inc.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 26a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES
Eff ——— Rec'd 1/4/68.
COMBINATION DISCOUNT
Combination of 2 stations—10%.

V. C. I. Group

Comprised of:
Non-Interconnected Stations
WPNO—Lewiston-Auburn
WSKW—Skowhegan
WTOS (FM)—Skowhegan
Media Code 4 220 0907 6.00
Executive Office: Box 6, Auburn, Me. 04210. Phone 207-784-1531.

1. PERSONNEL
National Sales Director—Cole Wilkins.

2. REPRESENTATIVES
PBO Time Sales, Inc.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
See individual stations.

TIME RATES
Eff———Rec'd 6/24/74.

6. SPOT ANNOUNCEMENTS

WPNO:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.90	7.15	6.40	3.60	5.15
30 sec	6.30	5.70	5.10	4.50	4.10
WSKW:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.90	6.40	5.90	5.40	4.90
30 sec	5.50	5.10	4.70	4.30	3.90
WTOS (FM):					
1 min	6.00	5.80	5.50	5.10	4.60
30 sec	4.80	4.60	4.40	4.10	3.70

AUBURN

Androscoggin County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

See Lewiston-Auburn

AUGUSTA (2 AM; 1 FM)

Plus 1 paid duplicate listing.
Kennebec County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WFAU 1946 WFAU-FM 1961

CBS Radio Network

Media Code 4 220 1000 9.00
Capitol Communications Corp., Box 307, 160 Bangor St., Augusta, Me. 04330. Phone 207-623-3870.

STATION'S PROGRAMMING DESCRIPTION
WFAU: Programmed for adults.

1. PERSONNEL
President—Harold L. Vigue.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
New England—New England Spot Sales, Inc.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:25 am-midnight. EST.
FM-ERP 4,800 w.; 101.3 mc.
Antenna ht.: 315 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
Member: French Program Group of New England.
National Agitadio Groups, Inc. Central Maine Group.

TIME RATES
No. 4 Eff 3/1/73—Rec'd 3/5/73.
AA—Mon thru Sat 6:30-9:30 am, 11:30-1 pm, & 3:30-7 pm; Sun noon-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	7.50	7.00	6.50	6.25	6.00	5.50	5.00
30 sec	6.00	5.50	5.25	5.00	4.75	4.25	4.00
10 sec	3.75	3.50	3.25	3.15	3.00	2.75	2.50
CLASS A							
1 min	7.00	6.00	5.50	5.25	5.00	4.50	4.00
30 sec	5.60	4.80	4.40	4.20	4.00	3.60	3.20
10 sec	3.50	3.00	2.75	2.65	2.50	2.25	2.00

WKME

1974
GARDINER

(This is a paid duplicate of the listing appearing under Gardiner, Me.)
Media Code 4 220 4187 1.00
Abenaki Co., Box 782, Augusta, Me. 04330. Phone 207-582-3303.

STATION'S PROGRAMMING DESCRIPTION
WKME: Programmed with emphasis on music, target age 18-49.
MUSIC: hit parade, top 50 & million sellers
NEWS: 10 min every 2 hours. RELIGION: sign-on & sign-off, 7-8 am Sun. Contact Representative for further details. 6/2/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James F. Mackin.

2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 104.3 mc.
Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11g, 12g, 13g, 14d, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28c, 29a, 33b.
Contracts: 40a, 44a, 45, 48.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71a.
AM facilities: WABK.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/75—Rec'd 6/2/75.
AAA—9 am-9 pm.
AA—6-9 am & 9 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	10	9	8	7
AA	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
20 sec: 70% of 1-min.

(This listing continued on next page)

7. PACKAGE PLANS
TAP—1/3 6 AM-NOON, 1/3 NOON-6 PM, 1/3 6 PM-MIDNIGHT

	6 ti	12 ti	18 ti	24 ti
1 min	49	89	109	119

ANNUAL PLAN—AT LEAST 1/3 AAA

	100x	300x	600x	900x	1200x
1 min	9	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
20 sec: 70% of 1-min.
Edited by J. Mackin. (D)

WRDO
1932

NAB

Subscriber to the NAB Radio Code
Media Code 4 220 1250 9.00
Ocean Coast Properties, 251 Water St., Augusta, Me. 04330. Phone 207-623-4735.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert J. Gold.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
New England—KetteR-Carter, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 1/1/75—Rec'd 12/5/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	12.00	9.50	9.50	7.60	7.00	5.60
7 ti	10.50	8.50	8.25	6.60	5.80	4.60
14 ti	10.00	8.00	7.75	6.25	5.25	4.20
21 ti	9.50	7.50	7.00	5.60	4.75	3.80
28 ti	9.00	7.25	6.50	5.25	----	----
35 ti	8.50	6.75	6.00	4.80	----	----

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	9 ti	18 ti	27 ti
1 min	84.00	104.40	141.70
30 sec	50.40	82.80	113.40

BANGOR (3 AM; 1 FM)

Penobscot County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WABI
1924

Alan Torbet Associates, Inc.

NAB RAB

A Hildreth Station
Subscriber to the NAB Radio Code
Media Code 4 220 1500 6.00
Community Broadcasting Service, 35 Hildreth St., Bangor, Me. 04401. Phone 207-947-8321. TWX 710-222-1645.

STATION'S PROGRAMMING DESCRIPTION
WABI: Programmed for family.
AIR PERSONALITIES handle all segments except syndicated specials on weekends. NEWS: 5 min. at :55 & short reports at :30. 5:45-10 am, M-F, MOR with features. 10 am-2 pm adult contemporary with 30% oldies. 2-6 pm current hits with 30% oldies. 6-6:30 pm news, weather & sports. 6:30 pm-midnight contemporary. SPORTS: High school, college & professional games home & away. COMMERCIAL POLICY: 18 min, per hour; personalities available for remotes & promotions. Contact Representative for further details. Rec'd 1/21/74.

1. PERSONNEL
Exec. Vice-Pres.—Walter L. Dickson.
Director of Operations—George Gonyar.
Director of Sales—George Spring.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
New England—Kettell-Carter, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w.: 910 kc. Directional—night only.
Operating schedule: 5:45 am-midnight. EST.

4. AGENCY COMMISSION
15/0 net time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBGW (FM).
TV facilities: WABI-TV.
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.

TIME RATES
No. 8 Eff 2/1/74—Rec'd 3/18/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	520x
CLASS AAA					
FIXED:					
1 min	17.00	16.00	15.00	13.00	10.00
30/20 sec	13.60	12.80	12.00	10.40	8.00
ID's	8.50	8.00	7.50	6.50	5.00
CLASS AA					
1 min	16.00	14.50	13.50	11.50	9.00
30/20 sec	12.75	11.75	10.75	9.00	7.25
ID's	8.00	7.25	6.75	5.75	4.50
CLASS A					
1 min	15.00	13.00	12.00	10.00	8.00
30/20 sec	12.00	10.40	9.60	8.00	6.40
ID's	7.50	6.50	6.00	5.00	4.00

7. PACKAGE PLANS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
CLASS AAA					
1 wk	13.00	12.00	11.00	10.00	9.00
26 wk	11.00	10.00	9.00	8.00	7.00
52 wk	10.00	9.00	8.00	7.00	6.00
CLASS AA					
1 wk	12.00	11.00	10.00	9.00	8.00
26 wk	10.00	9.00	8.00	7.00	6.00
52 wk	9.00	8.00	7.00	6.00	5.00
CLASS A					
1 wk	11.00	9.00	9.00	8.00	7.00
26 wk	9.00	8.00	7.00	6.00	5.00
52 wk	8.00	7.00	6.00	5.00	4.50
30 SECONDS					
CLASS AAA					
1 wk	10.40	9.60	8.80	8.00	7.20
26 wk	8.80	8.00	7.20	6.40	5.60
52 wk	8.00	7.20	6.40	5.60	4.80
CLASS AA					
1 wk	9.60	8.80	8.00	7.20	6.40
26 wk	8.00	7.20	6.40	5.60	4.80
52 wk	7.20	6.40	5.60	4.80	4.00
CLASS A					
1 wk	8.80	8.00	7.20	6.40	5.60
26 wk	7.20	6.40	5.60	4.80	4.00
52 wk	6.40	5.60	4.80	4.00	3.60

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	100	65	50	40	30
52 x	90	58	45	35	25
104 x	----	54	40	30	20
260 x	----	50	35	25	15

WBGW (FM)
1961

NAB RAB NAFMB

A Hildreth Station
Subscriber to the NAB Radio Code
Media Code 4 220 1625 3.00
Community Broadcasting Service, 35 Hildreth St., Bangor, Me. 04401. Phone 207-947-8321. TWX 710-222-1645.
See affiliated AM station for additional information.
AM facilities: WARI.

STATION'S PROGRAMMING DESCRIPTION
WBGW (FM): Programmed for general interest.
Live Air Personality 5:45-9:15 am. NEWS: 5 min. every hour. News features national, international, local and regional. SPORTS: 5 min. at 7 am. Live play by play of local high school basketball. MUSIC: 100% country and western. COMMERCIAL POLICY: 14 min. maximum. Personalities available for remote pickups. Contact Representative for further details. Rec'd 1/21/74.

3. FACILITIES
ERP 5,000 w.: 97.1 mc.
Operating schedule: 5:45-12:15 am. EST.
Antenna ht.: 1,228 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.
Affiliated with American Entertainment Network.

TIME RATES
No. 1 Eff 7/1/73—Rec'd 7/30/73.

8. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.25	7.25	6.75	6.50	5.75	5.25

30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

WGUY
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 220 1750 9.00
Bangor Broadcasting Corp., 7 Main St., Bangor, Me. 04401. Phones 207-947-7354; 7355.

1. PERSONNEL
President—Melvin L. Stone.
General Manager—Robert P. Mooney.
Program/News—Kevin Keogh.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
5,000 w.: 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 23a.
Contracts: 40a, 41, 43, 45, 46.
Cancellation: 70e.
Prod. Services: 82.
Member: Lobster Network.

TIME RATES
No. 7 Eff 1/1/75—Rec'd 3/25/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	15 ti	18 ti	24 ti	30 ti
1 min	13	12	11	10	9	8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM RATES

	1/2 hr	1/4 hr	5 min
1 x	60	35	20

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	3 ti	5 ti	9 ti
Ea	15	14	13

WLBZ
1926

NBC Radio Network Maine Broadcasting System

AVERY-KNODEL, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 220 2000 8.00
Maine Broadcasting Company, 861 Broadway, Bangor, Me. 04401. Phone 207-942-4656.

STATION'S PROGRAMMING DESCRIPTION
WLBZ: Programmed for adults.
MUSIC: MOR with personalities. NEWS: 10 min at :50; 5 min at 7:30 am & 12:30 pm plus 1 hr. at 5 pm. News department. SPORTS: play-by-play high school sports. Contact Representative for further details. Rec'd 12/12/74.

1. PERSONNEL
President—Mrs. Mary Bines Thompson.
General Manager—Herbert W. Crosby.
Station Manager—Irving Hunter.

2. REPRESENTATIVES
Avery-Knodel, Inc.
New England—Creed Associates, Inc.

3. FACILITIES
5,000 w.: 620 kc. Directional—night only.
Operating schedule: 6-12:05 am. EST.

4. AGENCY COMMISSION
15% on station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 24c, 25a, 25b, 28c, 29a, 33d.
Contracts: 46a, 42a, 44b, 45, 46, 47a, 48, 50, 51b.
Comb.: Cont. Discounts: 60f, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Maine Broadcasting System.

TIME RATES
No. 20 Eff 2/1/75—Rec'd 12/27/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA	
PER WK:	1 min	30 sec	1 min	30 sec
6 ti	12	10	10	8
12 ti	11	9	9	7
18 ti	10	8	8	6

ID's 50% of 1-min.

7. PACKAGE PLANS
TAP 1/2AAA, 1/2AA

	8 ti	12 ti	18 ti
1 min	11	10	9
30 sec	9	8	7

6. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

BATH (1 AM; 1 FM)

Sagadahoc County—Map Location D-9
See SRDS consumer market map and data at beginning of the State

WJTO
1957

NAB

WJTO-FM
1971

RAB

Media Code 4 220 2250 9.00
Box 329, Berry's Mill Rd., West Bath, Me. 04530. Phone 207-443-5542. (WJTO).
Porter Broadcasting Service, Inc. (WJTO-FM). Same address and phone number.

1. PERSONNEL
Owner/Manager—Catherine J. Porter.
Sales Manager—Turner Porter.
Chief Engineer—John Doyle.

2. REPRESENTATIVES
New York—McGavren-Guild, Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w.: 730 kc. Non-directional.
64 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 275 ft. above average terrain.
Simulcast 6 am-6 pm.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 23a, 24b, 24c, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60i, 61a.
Cancellation: 71a, 72.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 1/1/75—Rec'd 2/25/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	104x	260x	364x	520x	780x	1040x
1 min	7.50	4.90	4.70	4.50	4.30	4.10	3.90
30 sec	6.00	4.10	3.90	3.70	3.50	3.30	3.10

20 sec: flat (minimum of 10) 3.20.

7. PACKAGE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	50 ti
1 min	5.25	5.00	4.75	4.50
30 sec	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

	1 ti	4 ti	6-7 ti
5 min	12	11	10
3 min	10	8	8

PROGRAM DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%
FM only: 1 min. 2.00.
(D)

BELFAST

Waldo County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WBME
1964

Media Code 4 220 2500 7.00
Spence Broadcasting Corp., School St., Belfast, Me. 04915. Phone 207-338-2278.

1. PERSONNEL
Manager—Richard Marsano.

2. REPRESENTATIVES
New England Spot Sales, Inc.

3. FACILITIES
250 w.; 1230 kc. Non-directional.
Operating schedule: 5 am-10 pm. EST.

4. AGENCY COMMISSION
15%; on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 4/1/68—Rec'd 2/28/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	208x	500x
1 min	5.00	4.45	4.30	4.15	4.00	3.85	3.70	3.50
20/30	4.00	3.45	3.30	3.15	3.00	2.85	2.70	2.50
10 sec	2.50	2.25	2.15	2.10	2.00	1.90	1.80	1.70

7. PACKAGE PLANS

PLAN:	10	20	30	50
1 min	46	77	111	175
20/30 sec	30	57	81	125
10 sec	25	47	----	100

To be used in 1 week.

BIDDEFORD (1 AM; 1 FM)

York County—Map Location B-16
See SRDS consumer market map and data at beginning of the State.

WIDE
1948

WIDE-FM
1972

NAB

Subscriber to the NAB Radio Code
Media Code 4 220 2750 5.00
Hoy Communications Corp., Box 601, 124 Main St., Biddeford, Me. 04005. Phone 207-282-5121.

STATION'S PROGRAMMING DESCRIPTION
WIDE: Programmed for general interest.

1. PERSONNEL
General Manager—Frank DeFrancesco.

2 REPRESENTATIVES
New England—Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w (vert.); 94.3 mc.
Operating schedule: same as AM.
Antenna ht.: 171 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 11/18/74.
AA—6-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	260x	520x	1000x
CLASS AA					
1 min	6.25	5.20	4.80	4.45	3.85
30 sec	4.50	4.00	3.70	3.40	3.10
CLASS A					
1 min	5.75	4.90	4.45	4.00	3.40
30 sec	4.25	3.60	3.30	3.00	2.60

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti	50 ti
CLASS AA					
1 min	5.25	4.75	4.50	4.25	4.00
30 sec	4.00	3.75	3.50	3.25	3.00
ID's (15 sec maximum): 3.00.					
CLASS A					
1 min	4.75	4.25	4.00	3.75	3.50
30 sec	3.50	3.25	3.00	2.75	2.50
ID's (15 sec maximum): 2.50.					

BRUNSWICK (1 AM; 1 FM)

Plus 1 paid duplicate listing.
Cumberland County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WJTO
1957

WJTO-FM
1971

BATH

NAB RAB

(This is a paid duplicate of the listing appearing under Bath, Me.)
Media Code 4 220 2250 9.00
Box 329, Berry's Mill Rd., West Bath, Me. 04530. Phone 207-443-5542. (WJTO).
Porter Broadcasting Service, Inc. (WJTO-FM). Same address and phone number.

1. PERSONNEL
Owner/Manager—Catherine J. Porter.
Sales Manager—Turner Porter.
Chief Engineer—John Doyle.

(This listing continued on next page)

MAINE

Brunswick—WJTO, WJTO-FM—Cont'd

2. REPRESENTATIVES
New York—McGavren-Guild, Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w.: 730 kc. Non-directional.
94 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.): 95.3 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 275 ft. above average terrain.
Simulcast 6 am-6 pm.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 23a, 24b, 24c, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60i, 61a.
Cancellation: 71a, 72.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 1/1/75—Rec'd 2/25/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	104x	260x	364x	520x	780x	1040x
1 min.	7.50	4.90	4.70	4.50	4.30	4.10	3.90
30 sec.	6.00	4.10	3.90	3.70	3.50	3.30	3.10

20 sec: flat (minimum of 10) 3.20.

7. PACKAGE PLANS

PER WK, EA:	12 ti	19 ti	24 ti	50 ti
1 min.	5.25	5.00	4.75	4.50
30 sec.	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

	1 ti	4 ti	6-7 ti
5 min.	12	11	10
3 min.	10	9	8

PROGRAM DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%
FM only: 1 min. 2.00.

(D)

WKXA 1955 / WKXA-FM 1965

Media Code 4 220 3187 2.00
AMCOM Corp., Box 900, River Rd., Brunswick, Me. 04011. Phone 207-725-5507.

1. PERSONNEL
General Managers — Robert A. Papper, J. Michael Ferring.

2. REPRESENTATIVES
Eckels & Queen, Inc.

3. FACILITIES
1,000 w.; 900 kc. Non-directional.
104 w. pre-sunrise.
Operating schedule: 6 am-local sunset.
FM-ERP 80,000 w.; 98.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 205 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 24b, 24c, 28a, 28b, 29a.
Contracts: 40a, 44a, 45, 46, 47e.
Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
Eff ———— Rec'd 3/11/74.

6. SPOT ANNOUNCEMENTS

	1x	104x	260x	520+
1 min.	5.50	4.75	4.25	3.75
30 sec.	5.00	4.25	3.75	3.25
10 sec.	4.25	3.50	3.00	2.50

7. PACKAGE PLANS

PER WK, EA, ROS:	10 ti	20 ti	30 ti
1 min.	47.50	85.00	112.50
30 sec.	38.00	75.00	97.50

Edited by R. A. Papper.

CALAIS

Washington County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WQDY 1959

Media Code 4 220 3250 8.00
WQDY, Inc., 231 Main St., Calais, Me. 04619. Phone 207-454-7545.
Other studios—120 Water St., Saint Stephen, New Brunswick. Phone 506-454-7546.

1. PERSONNEL
Gen'l Mgr. & Farm Dir.—Dan Hollingdale.

2. REPRESENTATIVES
Boston—Nona Kirby Co., Inc
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
Eff ———— Rec'd 9/10/73.

6 SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	40 ti	60 ti
1 min.	6.75	6.00	5.25	4.00	3.50
30 sec.	6.00	5.25	4.50	3.50	3.00
10 sec.	5.00	4.25	3.50	2.50	2.00

CARIBOU (1 AM; 1 FM)

Aroostook County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WFST 1956

Subscriber to the NAB Radio Code
Media Code 4 220 3500 8.00
Northern Broadcasting Co., Box 647, 2 miles N. E. of Caribou, Me. 04736. Phone 207-493-3334.

STATION'S PROGRAMMING DESCRIPTION
WFST: MUSIC: Country & pop.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John McGowan Michaud.
Sales & Traffic—Eileen Cheviot.

2. REPRESENTATIVES
Boston—Eckels & Queen, Inc.

3. FACILITIES
5,000 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WFST-FM.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 3/15/71—Rec'd 3/31/71.
AA—Prime Drive—6-9 am & 3-7 pm.
A—BTA

6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK:	1 min	20/30	1 min	20/30
5 ti	8.00	6.40	7.00	5.50
10 ti	6.00	4.80	5.00	4.00
15 ti	5.75	4.60	4.75	3.80
20 ti	5.50	4.40	4.50	3.60
30 ti	5.25	4.20	4.35	3.50
40 ti	5.00	4.00	4.25	3.40
50 ti	4.75	3.80	4.00	3.20

10/15 sec: 50% of 1-min.

7. PACKAGE PLANS
BULK SPOTS—1 YEAR CONTRACT

	1 min	20/30	10/15
500 x	4.00	3.20	2.00
1000 x	3.50	2.80	1.75

Edited by J. M. Michaud.

WFST-FM 1956

Subscriber to the NAB Radio Code
Media Code 4 220 3501 4.00
Northern Broadcasting Co., Box 647, 2 mi. N.E. of Caribou, Me. 04736. Phone 207-493-3334.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WFST-FM: MUSIC: Country & pop.

3. FACILITIES
ERP 250 w.: 97.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 258 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilitis see WFST.

TIME RATES
50% of AM rates.

DOVER-FOXCROFT

Piscataquis County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDME 1967

Media Code 4 220 3600 4.00
Radio Voice of Dover-Foxcroft, 30 E. Main St., Dover-Foxcroft, Me. 04426. Phone 207-564-8246.

1. PERSONNEL
Pres. & Mgr.—Frank A. Delle, Jr.

2. REPRESENTATIVES
New England Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
15% time only. Payable when rendered

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.
5% discount when purchased with WLKN, Lincoln.

TIME RATES
Eff 1/1/70—Rec'd 1/2/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x
1 min.	5.50	4.80	4.45	4.10	3.40
30 sec.	3.70	3.40	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min.	4.90	4.20	3.50
30 sec.	3.70	3.10	2.60
PER MO, ROS, WITHIN 30 DAYS:	1 min	30 sec	
50 ti, ea.	3.30	2.35	
100 ti, ea.	3.20	2.25	

ELLSWORTH (1 AM; 1 FM)

Hancock County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WDEA 1958 / WDEA-FM 1965

Media Code 4 220 3750 7.00
Grindstone Broadcasting Corp., 68 State St., Ellsworth, Me. 04605. Phones 207-667-9555, 6, 7.

1. PERSONNEL
General Manager—Harvey E. DeVane.

2. REPRESENTATIVES
The Devney Organization, Inc.
Boston—Nona Kirby Co., Inc.
Canada—Stephens & Towndrow Co. Limited.

3. FACILITIES
5,000 w. Directional. Separate patterns day and night.
1370 kc.
Operating schedule: 5:30-1 am.
FM-ERP 50,000 w. (vert.), 50,000 w. (horiz.): 95.7 mc.
Operating schedule: 5:30-1:00 am.
Antenna ht.: 316 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
Eff 6/1/72—Rec'd 6/28/72.

6. SPOT ANNOUNCEMENTS
ROS

PER YR, CONTRACT:	Flat	250x	500x	1000x
1 min.	6.00	5.40	4.95	4.50
30 sec.	4.00	3.60	3.30	3.00

FIXED POSITION

1 min.	7.20	6.48	5.94	5.40
30 sec.	4.80	4.32	3.96	3.60

Edited by Harvey E. DeVane.

FARMINGTON (1 AM; 1 FM)

Franklin County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WKTJ 1959 / WKTJ-FM 1973

Media Code 4 220 4000 6.00
Franklin Broadcasting Corp., Box 590, Voter Hill Rd., Farmington, Me. 04938. Phone 207-778-3000.

STATION'S PROGRAMMING DESCRIPTION
WKTJ: current hits, stds & top C&W, album cuts.

1. PERSONNEL
Pres. & Owner—Elden H. Sbute, Jr.

2. REPRESENTATIVES
New England—Kettell-Carter, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1000 w.; 1380 kc. Non-directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
FM-EBP 15,000 w. (horiz.), 15,000 w. (vert.): 99.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 402 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3R Eff 1/1/74—Rec'd 1/9/74.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	50x	100x	200x	500x
1 min.	6.00	5.70	5.40	5.10	4.80
30 sec.	4.80	4.55	4.30	4.10	3.85
10 sec.	3.00	2.85	2.70	2.55	2.40

7. PACKAGE PLANS

1 MINUTE PER UNIT:	5 wk	10 wk	15 wk	20 wk	30 wk
1 wk	5.50	5.00	4.75	4.50	4.25
13 wk	5.25	4.75	4.50	4.25	4.00
26 wk	5.00	4.50	4.25	4.00	3.75
52 wk	4.75	4.25	4.00	3.75	3.50
30 SECONDS					
1 wk	4.40	4.00	3.80	3.60	3.40
13 wk	4.20	3.80	3.60	3.40	3.20
26 wk	4.00	3.60	3.40	3.20	3.00
52 wk	3.80	3.40	3.20	3.00	2.80

10 sec: 50% of applicable 1-min rate.
Minimum rateholder, 5 per wk.

GARDINER (1 AM; 1 FM)

Kennebec County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WABK 1968

Media Code 4 220 4125 1.00
Abenaki Co., Box 782, Augusta, Me. 04330. Phone 207-582-3303.

STATION'S PROGRAMMING DESCRIPTION
WABK: Programmed with emphasis on music, personalities & local information; target age 18-49.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James F. Mackin.

2. REPRESENTATIVES
New York—PRO/Meeker Radio.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
5,000 w.: 1280 kc. Non-directional days, directional nights
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WKME.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 7/1/75—Rec'd 6/2/75.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 7 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	6 ti	12 ti	18 ti	24 ti
PER YR:	50x	150x	300x	500x	1000x
AAA	12	10	9	8	7
AA	10	9	8	7	6
A	8	7	6	5	4

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
20 sec: 70% of 1-min.

CONSECUTIVE WEEK DISCOUNT
13 wk—2% 39 wk—5%
26 wk—3% 52 wk—8%
Rateholder of 3 min per wk required.

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A	9 ti	15 ti	21 ti	30 ti
Cost	67.50	97.50	115.50	157.50

Edited by J. Mackin.

WKME 1974

Media Code 4 220 4187 1.00
Abenaki Co., Box 782, Augusta, Me. 04330. Phone 207-582-3303.

STATION'S PROGRAMMING DESCRIPTION
WKME: Programmed with emphasis on music, target age 18-49.
MUSIC: hit parade, top 50 & million sellers.
NEWS: 10 min every 2 hours. RELIGION: sign-on & sign-off, 7-8 am Sun. Contact Representative for further details. 6/2/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James F. Mackin.

2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 104.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11g, 12g, 13g, 14d, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28c, 29a, 33b.
Contracts: 40a, 44a, 45, 48.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71a.
AM facilities: WABK.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/75—Rec'd 6/2/75.
AAA—9 am-9 pm.
AA—6-9 am & 9 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	10	9	8	7
AA	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
20 sec: 70% of 1-min.

7. PACKAGE PLANS
TAP—1/3 6 AM-NOON, 1/3 NOON-6 PM, 1/3 6 PM-MIDNIGHT

	6 ti	12 ti	18 ti	24 ti
1 min.	49	89	109	119

ANNUAL PLAN—AT LEAST 1/2 AAA

	100x	300x	600x	900x	1200x
1 min.	9	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
20 sec: 70% of 1-min.
Edited by J. Mackin.

(D)

HOULTON

Aroostook County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WHOU 1950

Media Code 4 220 4250 7.00
WHOU, Inc., Box 40, North Rd., Houlton, Me. 04730. Phone 207-532-6587.

1. PERSONNEL
Mgr. & Farm Dir.—James Hunt.

2. REPRESENTATIVES
Boston—Nona Kirby Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS and KBS.

TIME RATES
Eff ———— Rec'd 9/10/73.

6 SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	40 ti	60 ti
1 min.	6.75	6.00	5.25	4.00	3.50
30 sec.	6.00	5.25	4.50	3.50	3.00
10 sec.	5.00	4.25	3.50	2.50	2.00

LEWISTON-AUBURN (3 AM; 2 FM)

Androscoggin County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBLM (FM) LEWISTON 1973

Media Code 4 220 4375 2.00
Stereo Corp., Box 478, Lewiston, Me. 04240. Phones 207-375-4617, 4208.

STATION'S PROGRAMMING DESCRIPTION
WBLM (FM): Programmed for young adults 18-34. MUSIC: Progressive rock blended with jazz, folk, blues, bluegrass & classical. AIR PERSONALITIES plan & program each time segment, blending current albums with older material. Live & taped concerts presented weekly. COMMERCIAL POLICY: 10 units per hour. Contact Representative for further details. Rec'd 12/30/74.

(This listing continued on next page)

Lewiston-Auburn—W B L M (FM)—Cont'd

1. PERSONNEL
Vice-President—John Isaacs.
Program Director—David Dye.

2. REPRESENTATIVES
Selcom, Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 612 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14g, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff ——— Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	Per wk 7 ti	14 ti	21 ti	28 ti	Per yr 500x	1000x
1 min	14	13	12	11	12	11
30 sec	12	11	10	9	10	9

10 sec: 50% of 1-min.
Edited by John Isaacs.

(D)

WCOU 1938 / WCOU-FM 1948

LEWISTON

Media Code 4 220 4500 5.00
Mid-Maine Communications, Inc., 129 Lisbon St. Lewiston, Me. 04240. Phone 207-784-6921.

STATION'S PROGRAMMING DESCRIPTION
WCOU: Programmed for ages 18-50.
AIR PERSONALITIES handle all segments. Modern country music. Local sports. NEWS: local at :55, network at :60. FARM: news & comments M-Sat 5:30 am. SUN: taped religious service am; French-Canadian music 9 am-noon. Contact Representative for further details. Rec'd 12/3/73.

1. PERSONNEL
President—Philip M. Greene.
Program Director—Tom Star.
Sales Manager—Almon Keene.

2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—New England Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights. 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 13,500 w.; 93.9 mc.
Operating schedule: same as AM. EST.
Antenna ht.: 267 ft. above average.

4. AGENCY COMMISSION
15/0; payable monthly.

6. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 4/13/73—Rec'd 4/17/73.
AAA—Mon thru Fri 6-9:30 am & 3-6:30 pm, fixed.
AA—Mon thru Fri 6-9:30 am & 3-6:30 pm, rotating.
A—Mon thru Fri 9:30 am-3 pm, rotating; or Mon thru Fri 6 am-9 pm BTA; or Sat thru Sun 6 am-7 pm.
B—Mon thru Sun 5 am-midnight, ROS.

6. SPOT ANNOUNCEMENTS

PER WK: / PER YR:	5 ti / —	10 ti / 100x	20 ti / 250x	30 ti / 500x	50 ti / 1000x
CLASS AAA					
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.00	5.60	5.20	4.80	4.40
CLASS AA					
1 min	6.70	6.40	5.80	5.30	4.90
30 sec	5.40	5.10	4.60	4.20	4.00
CLASS A					
1 min	5.90	5.50	5.00	4.50	4.00
30 sec	4.70	4.40	3.90	3.60	3.40
CLASS B—ROS					
1 min	5.40	4.80	4.50	4.20	3.80
30 sec	4.50	4.00	3.50	3.20	3.00

10 sec: 50% of 1-min.

9. PARTICIPATING PROGRAMS
French Musical Program—Sun 9 am-noon, maximum 5 spots per program. AA rates. Translations per spot, 5.00.

WLAM
1947
LEWISTON

Subscriber to the NAB Radio Code

Media Code 4 220 4750 6.00
Lewiston-Auburn Broadcasting Corp., Box 929, Lewiston, Me. 04240. Phone 207-784-5401.
Office—Washington Street, Auburn, Me.

STATION'S PROGRAMMING DESCRIPTION
WLAM: Programmed for general interest.
AIR PERSONALITIES all segments. NEWS: 5 min network at :55, 5 min local on hour, 15 min local and network 7:45 am, 30 min network and local noon. SPORTS: live high school, college, pro basketball, football, pro baseball & hockey, local reports M-Sat 7:25 am & 6:05 pm. MUSIC: current hits. 3 hours French-Canadian weekly. TALK: live broadcast city council, phone-in 6:15-8 pm, free time major candidates local elections. FARM: news and hints M-Sat 6:25 am, county agent Sat 7:30 am. RELIGIOUS: taped local church services. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
General Manager—Frank De Francesco.
Commercial Manager—Romeo E. Sansoucy.

2 REPRESENTATIVES
Jack Masla & Co., Inc.
New England—Kettell-Carter, Inc.

3. FACILITIES
5,000 w.; 1470 kc.
Directional—same pattern day and night.
Operating schedule: 6 am-11:15 pm. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Member: French Program Group of New England.

TIME RATES
No. 10 Eff 6/1/72—Rec'd 5/8/72.

6. SPOT ANNOUNCEMENTS
FIXED/CONTRACT

	1x	26x	52x	104x	156x	260x	520x	1000x
1 min	7.00	6.50	5.90	5.70	5.30	5.10	5.00	4.70
30 sec	5.90	5.30	4.70	4.40	4.10	3.95	3.80	3.65

ID's: 60% of 1-min.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti	50+
1 min	7.00	6.50	5.90	5.70	5.30	4.80	4.70
30 sec	5.90	5.30	4.70	4.40	4.10	3.75	3.65

ID's 60% of 1-min.

WPNO
1968
AUBURN

Media Code 4 220 4875 1.00
Valley Communications, Inc., 88 Court St., Auburn, Me. 04210. Phone 207-784-1531.

STATION'S PROGRAMMING DESCRIPTION
WPNO: Current hits, 18-49 age group.
AIR PERSONALITIES all time segments. NEWS: local, national, regional news, sports & weather at :55. TALK: free time offered to all major political candidates. RELIGION: local church programs Sun am 7-8:30 am. MUSIC: current hits, with blending of solid gold; current LP cuts. FARM: 6:25 am, news & interviews. Contact Representative for further details. Rec'd 11/5/73.

1. PERSONNEL
Station Manager—Garry Bowles.
Program Director—Dave Dean.
Chief Engineer—James Chadwick.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 42d, 45, 49, 50, 51, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.
Member: V.C.I. Group.

TIME RATES
Eff ——— Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.25	6.50	5.70	5.25
30 sec	6.40	5.80	5.20	4.60	4.20

LINCOLN (1 AM; 1 FM)

Penobscot County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WLKN 1964 / WLKN-FM 1975

Media Code 4 220 5000 5.00
Frank A. Delle, Jr., Box 176, Park St., Lincoln, Me. 04457. Phone 207-794-6555.

1. PERSONNEL
Owner—Frank A. Delle, Jr.

2. REPRESENTATIVES
New England Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-10 pm. EST.
FM-ERP 18,700 w. (horiz.), 18,700 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 6 am-6:30 pm. EST.
Antenna ht.: 380 ft. above average terrain.
Simulcast 6:30-10 pm.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.
5% discount when purchased with WDME, Dover-Foxcroft.

TIME RATES
Eff 1/1/70—Rec'd 1/2/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x
1 min	5.50	4.80	4.45	4.10	3.40
30 sec	3.70	3.40	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min	4.90	4.20	3.50
30 sec	3.70	3.10	2.60
PER MO, ROS, WITHIN 30 DAYS:	1 min	30 sec	
50 ti, ea	3.30	2.35	
100 ti, ea	3.20	2.25	

Edited by Frank Delle.

MACHIAS

Washington County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WMCS
1965

Subscriber to the NAB Radio Code

Media Code 4 220 5250 6.00
Washington County Broadcasting Co., Inc., 12 Cooper St., Machias, Maine 04654. Phone 207-255-4452.

STATION'S PROGRAMMING DESCRIPTION
WMCS: Programmed for general interest.

1. PERSONNEL
V. P., Sta. Mgr. & Prog. Dir.—Eric R. Lindquist.

2. REPRESENTATIVES
Boston—Nona Kirby Co., Inc.
New York—Vic Piano Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-10:15 pm. EST.

4. AGENCY COMMISSION
15/0 time only; 2% discount prepayment with order.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/73—Rec'd 11/8/72.

6. SPOT ANNOUNCEMENTS

	1x	260x	520x	1040x
1 min	5.00	4.75	4.50	4.25
30 sec	3.50	3.25	3.00	2.75
20 sec	2.50	2.25	2.00	1.75
10 sec	2.00	1.75	1.50	1.25

DISCOUNT
10+ per wk—10% 20+ per wk—20%

MADAWASKA

Aroostook County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

WSJR
1962

Media Code 4 220 5500 4.00
Mel Voc, Inc., Box C, 6 Tenth Ave., Madawaska, Me. 04756. Phone 207-728-4900.

1. PERSONNEL
General Manager—Bernard L. Talbot.

2. REPRESENTATIVES
Kettell-Carter, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days; 250 w. nights; 1,230 kc.
Non-directional.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.
Affiliated with KBS.

TIME RATES
Eff 5/1/71—Rec'd 5/3/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	10.00	9.00	8.00	7.50	7.00	6.50	6.00
30 sec	8.00	6.00	5.00	4.50	4.00	3.50	3.00
10 sec	6.00	5.00	4.00	3.50	3.00	2.50	2.00

MILLINOCKET

Penobsrot County—Map location F-6
See SRDS consumer market map and data at beginning of the State.

WMKR
1963

Media Code 4 220 5750 5.00
Katahdin Radio, Inc., Box 508, Millinocket, Me. 04462. Phone 207-723-9657.

STATION'S PROGRAMMING DESCRIPTION
WMKR: MOR music, 32 newscasts daily, sports.

1. PERSONNEL
Pres. & Gen'l Mgr.—John M. Keys.

2. REPRESENTATIVES
Boston—Nona Kirby Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
No. 2A Eff 10/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.25	4.00	3.70	3.25	2.75
30 sec	3.60	3.25	2.80	2.50	2.25

10 sec: Ea 1.50; minimum 10 per wk.
Edited by John M. Keys.

MAINE

NORWAY

Oxford County—Map Location B-8
See SRDS consumer market map and data at beginning of the State.

W N W Y (FM)
1971

Media Code 4 220 5875 0.00
Oxford Hills Radio Communications, Inc., 15 Pleasant St., Norway, Me. 04268. Phone 207-743-6200.

1. PERSONNEL
General Manager—Raymond Knight.

2. REPRESENTATIVES
Boston—Eckels & Queen, Inc.

3. FACILITIES
ERP 2,000 w. (horiz), 2,000 w. (vert.); 92.7 mc.
Operating schedule: 5:55 am-10 pm. EST.
Antenna ht.: 360 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
Eff ——— Rec'd 6/7/71.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	104x	156x	260x	500x
1 min	6.00	5.50	5.25	5.00	4.75	4.50	4.25	4.00
20/30	4.50	3.85	3.65	3.50	3.25	3.15	3.00	2.80
10 sec	3.00	2.75	2.60	2.50	2.35	2.25	2.10	2.00

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	24 ti	36 ti	48 ti
1 min	5.50	5.00	4.50	4.00	3.50
20/30 sec	3.85	3.50	3.15	2.80	2.50
10 sec	2.75	2.50	2.25	2.00	1.75

PORTLAND (5 AM; 4 FM)
(including Westbrook)

Plus 2 paid duplicate listings.
Cumberland County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	36	40	40	22
B	30	30	26	22
C	26	22	25	18
D	25	21	24	16
AVERAGE	29	28	29	20

W B L M (FM)
LEWISTON
1973

Selcom, Inc.

(This is paid duplicate of the listing appearing under Lewiston, Me.)
Media Code 4 220 4375 2.00
Stereo Corp., Box 478, Lewiston, Me. 04240. Phones 207-375-4617, 4208.

STATION'S PROGRAMMING DESCRIPTION
WBLM (FM): Programmed for young adults 18-34. MUSIC: Progressive rock blended with jazz, folk, blues, bluegrass & classical. AIR PERSONALITIES plan & program each time segment, blending current albums with older material. Live & taped concerts presented weekly. COMMERCIAL POLICY: 10 units per hour. Contact Representative for further details. Rec'd 12/30/74.

1. PERSONNEL
Vice-President—John Isaacs.
Program Director—David Dye.

2. REPRESENTATIVES
Selcom, Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 612 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14g, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discount: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff ——— Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	Per wk 7 ti	14 ti	21 ti	28 ti	Per yr 500x	1000x
1 min	14	13	12	11	12	11
30 sec	12	11	10	9	10	9

10 sec: 50% of 1-min.
Edited by John Isaacs.

(D)

(Portland continued on next page)

Portland—Continued

WCSH
1925
PORTLAND

NBC Radio Network
Maine Broadcasting System

AVERY-KNODEL, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 220 6000 4.00
Maine Radio & Television Co., 579 Congress St., Portland, Me. 04101. Phone 207-772-0181.

STATION'S PROGRAMMING DESCRIPTION
WCSH: Programmed for adults.
MUSIC: MOR with personalities. NEWS: 10 min at :60; 15 min at 7, 8 am, 5 & 6 pm. News department. Talk shows 2-4 pm daily & 7-10 pm nightly. Contact Representative for further details. Rec'd 12/12/74.

1. PERSONNEL
President—Mrs. Mary Rines Thompson.
General Manager—Herbert W. Crosby.
2. REPRESENTATIVES
Avery-Knodel, Inc.
New England—Creed Associates, Inc.
3. FACILITIES
5,000 w.; 970 kc. Directional—night only.
Operating schedule: 5:30-1:30 am. EST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 24c, 25b, 28c, 29a, 33d.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 50, 81b.
Comb.: Cont. Discounts: 60f, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod Services: 80, 81, 82.
Affiliated with NBC.
Member: Maine Broadcasting System.

TIME RATES
No. 15 Eff 2/1/75—Rec'd 12/27/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
6 ti	18	14	15	12
12 ti	16	13	13	11
18 ti	15	12	12	10

ID's 50% of 1-min.

7. PACKAGE PLANS
TAP 1/2AAA, 1/2AA

	6 ti	12 ti	18 ti
1 min	16	14	13
30 sec	13	12	11

8. PROGRAM TIME RATES
5 min—1-1/2 x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

1-1-75 Demographic estimates for every Metro Area

men & women in 4 age groups teens and children

See Contents Page.

R-N 4/10

WDCS (FM)
1960
PORTLAND

Media Code 4 220 8125 9.00
Dirigo Communications, Inc., 638 Congress St., Portland, Me. 04101. Phone 207-774-9816.

STATION'S PROGRAMMING DESCRIPTION
WDCS (FM): Programmed for adults.
MUSIC: classical, jazz & nostalgia (big band & symphonic, string quartet & jazz concerts. Live opera Dec-Apr. Folk music 8 pm-midnight Thurs. Semi-annual program guide. NEWS: 14x daily. Weather every 30 min. COMMERCIAL POLICY: 14 units (any length). Contact Representative for further details. Rec'd 7/29/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Fred Miller.
Sales Manager—Judith Ann Thompson.
Program Director—Suzanne Synnestvedt.
2. REPRESENTATIVES
Gert Runches and Associates.
Portland—Dirigo Media.
Canada—Paul Mulvihill Ltd.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60b 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Gert Bunchez & Associates Group.
Affiliated with American Entertainment Network.

TIME RATES
Eff 10/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	10.00	9.75	9.50	9.25	9.00	8.75	6.50
20 sec	8.00	7.80	7.60	7.40	7.20	7.00	6.80

8. PROGRAM TIME RATES

	1x	13x	26x	39x	52x	260x
1 hr	120	100	75	68	61	55
1/2 hr	90	75	56	51	46	41
1/4 hr	60	50	37	34	30	27

Submitted by Fred Miller.

WGAN
1938
PORTLAND

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Sold in Combination: Programmed Separately.
Media Code 4 220 6250 5.00
Guy Gannett Broadcasting Services, Gannett Bldg., 390 Congress St., Portland, Me. 04111. Phone 207-772-4661.

STATION'S PROGRAMMING DESCRIPTION
WGAN: Programmed for 18-49 audience.
MUSIC: adult contemporary, adult hits & gold. Emphasis on personalities. NEWS: every 30 min in drive; at :60 midday. SPORTS: 4x per hour in drive. Professional hockey, basketball & baseball. Heavy community involvement. Contact Representative for further details. Rec'd 3/27/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Charles R. Sanford.
Station Manager—Robert E. Dow.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w.; 560 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 14b, 15a.
Basic Rates: 20a, 26, 27, 29a, 29b, 32b, 33b.
Contracts: 40a, 40c, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60g, 60l, 60j, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
AM/FM COMBINATION
No. 22 Eff 9/1/75—Rec'd 8/5/75.
AA—Mon thru Fri 6-10 am; Sat & Sun 6 am-7 pm.
A—Mon thru Fri 10 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	38	31	42	34	24	19
12 ti	36	29	40	32	22	18
18 ti	34	27	38	30	20	16
24 ti	32	25	36	28	18	14

AM ONLY
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	27	22	23	18	14	11
12 ti	25	20	21	17	12	10
18 ti	24	19	20	16	11	9

Submitted by Jerry Gibson.

WGAN-FM
1967
PORTLAND

BLAIR RADIO

RAB

Subscriber to the NAB Radio Code
Media Code 4 220 6251 3.00
Guy Gannett Broadcasting Services, Gannett Bldg., 390 Congress St., Portland, Me. 04111. Phone 207-772-4661.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.), 102.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,470 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.
Sold in combination with WGAN. See that listing for rates.

TIME RATES
No. 4 Eff 9/1/75—Rec'd 8/5/75.
AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 6-10 am.
A—Mon thru Fri 10 am-7 pm; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	AA 6 ti	AA 12 ti	AA 18 ti	A 6 ti	A 12 ti	A 18 ti
1 min	24	22	20	32	30	28
30 sec	20	18	16	26	24	22

Submitted by Jerry Gibson.

WJBQ
1959
WESTBROOK

WJBQ-FM
1974
SCARBOROUGH

Bride Broadcasting, Inc.

Media Code 4 220 6500 3.00
Greater Portland Radio, Inc., Box B, 841 Main St., Westbrook, Me. 04092. Phone 207-854-8409.

STATION'S PROGRAMMING DESCRIPTION
WJBQ: Programmed for mass appeal, emphasis 18-49.
MUSIC: 85% popular music featuring today's current hits & oldies. Live AIR PERSONALITIES. NEWS: at :55. SPORTS: twice daily. Ski reports. Public affairs & community service features integrated with entertainment. Contact Representative for further details. Rec'd 12/26/74.

1. PERSONNEL
General Manager—Richard A. Snyder.
Program Director—Jeff Ryder.
Chief Engineer—Philip Lentz.
2. REPRESENTATIVES
New York—McGavren-Guild, Inc.
Boston—Northeastern Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 14b, 15b.
Basic Rates: 20b, 24b, 25c, 28b, 28c, 30.
Contracts: 40a, 42a, 43, 44a, 44b, 45, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
Eff 3/1/75—Rec'd 2/5/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	26	21	23	18	20	16
12 ti	24	19	21	17	18	15
18 ti	23	18	20	16	17	14
24 ti	22	17	19	15	16	13
30 ti	21	16	18	14	15	12

10 sec: 50% of 1-min.
DISCOUNT
26 wk—5% 52 wk—10%

WLOB
1956
PORTLAND

Alan Torbet Associates, Inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 220 6750 4.00
Aurovideo, Inc., 779 Warren Ave., Portland, Me. 04103. Phone 207-775-2336.

1. PERSONNEL
General Manager—Stuart H. Flanders, Jr.
General Sales Manager—Cole Wilkins.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
New England—Knight Sales, Inc.
3. FACILITIES
5,000 w., 1210 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
None; all rates net to the station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a.
Contracts: 40c 45, 46.
Comb.: Cont. Discounts: 60a, 60e, 61e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 1/1/75—Rec'd 1/16/75.
I—* Mon thru Sat 6-10 am & 3-7 pm.
II—* Mon thru Sat 10 am-3 pm; † Mon thru Sat 6-10 am & 3-7 pm.
III—* Mon thru Sat 7 pm-midnight; Sun all day; † Mon thru Sat 10 am-3 pm.
IV—* Mon thru Sun midnight-6 am; † Mon thru Sat 7 pm-midnight.
V—ROS, Mon thru Sun 6 am-midnight.
(*) Fixed, non-preemptible.
(†) Rotating, preemptible.

6. SPOT ANNOUNCEMENTS

	I 6 ti	I 12 ti	I 18 ti	I 24 ti	II 6 ti	II 12 ti	II 18 ti	II 24 ti
1 min	28	25	23	22	22	20	19	18
30 sec	23	20	19	18	18	16	15	14

	III 6 ti	III 12 ti	III 18 ti	III 24 ti	IV 6 ti	IV 12 ti	IV 18 ti	IV 24 ti
1 min	17	15	14	13	13	11	10	9
30 sec	13	12	11	10	10	9	8	7

	V 6 ti	V 12 ti	V 18 ti	V 24 ti
1 min	10	9	8	7
30 sec	8	7	6	5

Submitted by Claire Marx.

WMTQ
1958
MT. WASHINGTON, N. H.

NAB NAFMB

(This is a paid duplicate of the listing appearing under Mt. Washington, N. H.)
Media Code 4 230 6600 0.00
Alpine Broadcasting Corp., 638 Congress St., Portland, Me. 04101. Phone 207-773-0200.
TWX 710-221-1708.
Studio: Poland Spring Me. 04264. Phones 207-774-2100, 998-4311.

STATION'S PROGRAMMING DESCRIPTION
WMTQ: Programmed for adults.
MUSIC: Popular album format. Music is combination of instrumental & vocal selections of definite adult appeal; includes MOR, current popular, show tunes, movie themes & standards. NEWS: at :55, sports at :26 in drivetime, news at :56 outside of drivetime. COMMERCIAL POLICY: 8 Commercials per hour. Contact Representative for further details. Rec'd Rec'd 11/1/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Norman R. Alpert.
Sta. Mgr. & Local Sales—Joe Desimone.
Studio Manager—Jim Aikman.
2. REPRESENTATIVES
Century National Sales.
Boston—Santo Crupi.
Canada—Stephens & Towndrow Co. Limited.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 5:55-1 am. EST.
Antenna ht.: 3,940 ft. above average terrain.
6,350 ft. above sea level.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 24a, 28c.
Contracts: 40c, 44b, 45.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff——————Rec'd 11/6/74.
I—6 am-7 pm.
II—7 pm-1 am.

6. SPOT ANNOUNCEMENTS

SECTION I:	1 min	30 sec
6 ti	27.00	22.00
12 ti	26.00	21.00
18 ti	25.00	20.00
SECTION II:		
6 ti	25.00	20.00
12 ti	24.00	19.00
18 ti	23.00	18.00

10. SPECIAL FEATURES
Newscast sponsorship—1-1/2x 1-min rate.

(D)

WPOR
1946

WPOR-FM
1967

PORTLAND

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 220 7250 4.00
Ocean Coast Properties, 562 Congress St., Portland, Me. 04102. Phone 207-773-8111.

STATION'S PROGRAMMING DESCRIPTION
WPOR: MUSIC: Modern Country. NEWS: 5 min locally produced 10 times daily at :60. WEATHER: at :30, plus live broadcasts from Weather Service, twice daily in drive time. SPORTS: local high school basketball. Contact Representative for further details. Rec'd 3/6/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert J. Gold.
Open. & Prog. Dir.—Robert Willette.
Promotion Director—Dean Williams.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
New England—Kettell-Carter, Inc
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours. EST.
FM-ERP 50,000 w.; 101.9 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 492 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14c.

(This listing continued on next page)

Portland—WPOR, WPOR-FM—Cont'd

Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Blanket contracts accepted for purpose of establishing an advertiser's contractual year and the calculating of frequency earned. Blanket contracts not accepted for the purpose of rate protection.

TIME RATES
Eff 9/15/73—Rec'd 8/27/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	28.00	26.00	24.00	23.00	22.00
30 sec	22.00	21.00	19.00	18.00	17.00
10 sec	14.00	13.00	12.00	11.50	11.00

CLASS AA

1 min	24.00	22.00	21.00	20.00	19.00
30 sec	19.00	18.00	17.00	16.00	15.00
10 sec	12.00	11.00	10.50	10.00	9.50

CLASS A

1 min	18.00	16.00	14.00	12.00	10.00
30 sec	14.00	13.00	12.00	10.00	8.00
10 sec	9.00	8.00	7.00	6.00	5.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	132	240	306	360	420
30 sec	108	144	252	288	330
10 sec	66	120	162	192	210

ANNUAL PLAN

	AAA	AA	A
360 x	20	16	15
520 x	18	15	14
1040 x	16	14	12

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min rate.
Edited by Robert J. Gold.

PRESQUE ISLE (2 AM; 1 FM)

Aroostook County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WAGM
1951

Alan Torbet Associates, Inc.

NAB RAB

A Hildreth Station
Subscriber to the NAB Radio Code
Media Code 4 220 7500 2.00
The Hildreth Stations, Box 1149, Parkhurst Rd., Presque Isle, Me. 04769. Phone 207-764-4461.

STATION'S PROGRAMMING DESCRIPTION
WAGM: MUSIC: MOR 7 am-7 pm & 10 pm-12M.

1. PERSONNEL
Oper. & Nat'l Sales Mgr.—Keith Fowles.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Boston—Kettell-Carter, Inc.
Canada—Andy McDermott, Sales Ltd.

3. FACILITIES
5,000 w.; 950 kc. Directional.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0 on net time

3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
TV facilities: WAGM-TV.
Affiliated with American Information Network.
Affiliated with ATA Radio Network.

TIME RATES
No. 4N Eff 8/4/75—Rec'd 6/25/75.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	26x	52x	104x	260x	520x
1 min	8.00	7.50	7.00	6.75	6.50	6.25
30 sec	6.50	6.25	6.00	5.75	5.50	5.00

15 sec: 50% of 1-min.

CLASS AAA

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	7.50	7.00	6.50	6.00	5.00
4 wk	7.00	6.50	6.00	5.50	4.50
13 wk	6.50	6.00	5.50	5.00	----
52 wk	6.00	5.50	5.00	4.50	----
26 wk	6.25	5.75	5.25	4.75	----

30 SEC:

1 wk	6.00	5.75	5.50	5.25	4.75
4 wk	5.75	5.50	5.25	5.00	3.75
13 wk	5.50	5.25	5.00	4.75	----
26 wk	5.00	4.75	4.50	4.25	----
52 wk	4.50	4.25	4.00	3.75	----

CLASS AA

	6 ti		12 ti		18 ti	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 wk	6.50	5.00	6.00	4.75	5.50	4.50
4 wk	6.00	4.75	5.50	4.50	5.00	4.25
13 wk	5.50	4.50	5.00	4.25	4.50	4.00
26 wk	5.25	4.00	4.75	3.75	4.25	3.50
52 wk	5.00	3.50	4.50	3.25	4.00	3.00

A: 1 min 4:00; 30 sec 3.00.

7. PACKAGE PLANS

SATURATION PLANS—1/2AAA, 1/3AA, 1/3A

7 DAYS:	24 ti	36 ti	54 ti
1 min	4.50	4.00	3.50
30 sec	3.50	3.00	2.50

WEEKEND SATURATION

SIGN-ON SAT-SUN MIDNIGHT:	1 min	30 sec
12 ti	4.50	3.50
18 ti	4.00	3.00

BULK PLANS—2/3AAA, 1/2AA

PER YR:	312x	624x	936x	1248x
1 min	1850	3400	4600	5700
30 sec	1360	2590	3600	4600

15 sec: 50% of 1-min.
Submitted by Keith Fowles.

WDHP
1973

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 220 7625 7.00
WDHP, Inc., Box 969, Caribou Rd., Caribou, Me. 04736. Phone 207-764-3336.

1. PERSONNEL
Sales Manager—Joseph Mayer.

2. REPRESENTATIVES
New England Spot Sales, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Radio Network.

TIME RATES
No. 2 Eff 8/1/74—Rec'd 7/2/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	7.00	6.50	6.00	5.50	5.00
30/30 sec	5.60	5.10	4.60	4.10	3.60

10-sec ID's: 50% of 1-min.

WEGP
1960

NAB

Media Code 4 220 7750 3.00
K & M Corp., 489 Main St., Presque Isle, Me. 04769. Phone 207-764-5141.

1. PERSONNEL
General Manager—Dewey DeWitt.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
5,000 w.; 1390 kc. Non-directional days; directional nights.
Operating schedule: 5:30 am-midnight, weekdays; 7:30 am-midnight Sun.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Lobster Network.

TIME RATES
Rates effective———.
Rates received April 19, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 ti	10.00	7.50	6.00	4.00
10 ti	8.00	6.50	5.50	3.60
20 ti	7.00	6.00	5.00	3.25
50 ti	6.00	5.00	4.50	3.00
100 ti	5.00	4.25	4.00	2.75
208 ti	4.75	4.00	3.50	2.50
500 ti	4.00	3.50	3.00	2.00

10. SPECIAL FEATURES
News Service—AP and local. Service fee per program, 2.00.

ROCKLAND (1 AM; 1 FM)

Knox County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WRKD
1952

NAB

WRKD-FM
1968

RAB

Subscriber to the NAB Radio Code
Media Code 4 220 8000 2.00
Knox Broadcasting Co., Inc., Box 130, 415 Main St., Rockland, Me. 04841. Phone 207-594-2451.

1. PERSONNEL
Manager—Paul R. Huber.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
Kettell-Carter, Inc.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
1000 w. days; 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-11:30 pm. EST.
FM-ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-11:15 pm. EST.
Antenna ht.: 170 feet above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Central Maine Group.

TIME RATES
No. 7 Eff 4/1/74—Rec'd 7/29/74.
AA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	5 ti	10 ti	13 ti	20 ti	30 ti	50 ti
CLASS AA							
1 min	7.50	7.25	6.25	6.00	5.75	5.50	5.00
30 sec	6.00	5.25	5.00	4.75	4.50	4.25	4.00
10 sec	3.75	3.65	3.15	3.00	2.85	2.75	2.50
CLASS A							
1 min	7.00	6.25	5.25	5.00	4.75	4.50	4.00
30 sec	5.25	4.75	4.25	4.00	3.80	3.60	3.20
10 sec	3.50	3.15	2.65	2.50	2.40	2.25	2.00

RUMFORD

Oxford County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WRUM
1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 220 8250 3.00
Rumford Broadcasting Co., Inc., 89 Congress St., Rumford, Me. 04276. Phone 207-364-3701.

STATION'S PROGRAMMING DESCRIPTION
WRUM: Programmed for general audience interest.

1. PERSONNEL
General Manager—Kenneth J. Ellis.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
Member: Lobster Network.

TIME RATES
No. 6 Eff 1/1/73—Rec'd 1/8/73.

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 min	5.75	5.50	5.25	5.00	4.75	4.50

30/30 sec: 80% of 1-min. 10 sec ID: 50% of 1-min.

10. SPECIAL FEATURES
5 min news—1-1/2 x 1-min.

SANFORD

York County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.

WSME
1957

NAB RAB

Media Code 4 220 8500 1.00
Southern Maine Broadcasting Corp., Box 1220, School St., Sanford, Me. 04073. Phone 207-324-2464.

1. PERSONNEL
General Manager—Charles Smith.

2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—New England Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1220 kc. Nondirectional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 7/1/74—Rec'd 6/10/74.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec		15 sec	
PER WK:	AA	A	AA	A	AA	A
6 ti	5.00	4.00	3.75	3.00	2.50	2.00
12 ti	4.75	3.80	3.50	2.80	2.40	1.90
18 ti	4.50	3.60	3.25	2.60	2.30	1.80
24 ti	4.25	3.40	3.00	2.40	2.20	1.70
30 ti	4.00	3.20	2.75	2.20	2.10	1.60

SKOWHEGAN (1 AM; 1 FM)

Somerset County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WSKW
1956

NAB

Media Code 4 220 8750 2.00
Kennebec Valley Broadcasting System, Inc., Box 159, Middle Rd., Skowhegan, Me. 04976. Phone 207-474-5171.

STATION'S PROGRAMMING DESCRIPTION
WSKW: Current hits for 18-49 age group.

1. PERSONNEL
General Manager—Richard D. Gleason.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
5,000 w.; 1150 kc days. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WTOS (FM).
Affiliated with The Rep Network.
Member: V.C.I. Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 6/4/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.60	5.20	4.80	4.40	4.00

WTOS (FM)
1969

NAB

Media Code 4 220 8873 7.00
Sugarloaf Valley Broadcasting System, Inc., Box 159, Middle Rd., Skowhegan, Me. 04976. Phone 207-474-5171.
See affiliated AM station for additional information.
AM facilities: WSKW.

STATION'S PROGRAMMING DESCRIPTION
WTOS (FM): Current hits & album cuts/18-49.

1. PERSONNEL
Station Manager—Arthur Shields.

3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 105.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 4300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
Member: V.C.I. Group.

TIME RATES
Eff———Rec'd 6/4/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.10	5.90	5.60	5.20	4.70
30 sec	4.90	4.70	4.50	4.20	3.80

SOUTH PARIS

Oxford County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WKTP
1955

NAB

Media Code 4 220 9000 1.00
Oxford Broadcasting Corp., Alpine St., South Paris, Me. 04281. Phone 207-743-2311.

1. PERSONNEL
Station Manager—Gerald T. Higgins.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
Hal Walton Co.
Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No 3 Eff 3/1/74—Rec'd 5/14/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260+
1 min	4.90	4.35	3.80	3.55	3.35	3.20
30 sec	3.90	3.10	2.65	2.55	2.40	2.30

ID's: 60% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.90	4.25	3.25	3.15	3.10
30 sec	3.90	3.25	2.55	2.40	2.30

ID's: 60% of 1-min.
Edited by Gerald T. Higgins.

WATERVILLE (1 AM; 1 FM)

Kennebec County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WTVL
1946

NAB

WTVL-FM
1968

RAB

Subscriber to the NAB Radio Code
Media Code 4 220 9250 2.00
Kennebec Broadcasting Co., Box 557, 36 Silver St. Waterville, Me. 04901. Phone 207-873-3311.

STATION'S PROGRAMMING DESCRIPTION
WTVL: Programmed for general audience interest.

1. PERSONNEL
General Manager—Carleton D. Brown.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
West—Bill Dahlsten & Associates.
Boston—Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 3,000 w.; 98.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 223 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Central Maine Group.

TIME RATES
No. 6 Eff 3/1/73—Rec'd 3/5/73.
AA—Mon thru Sat 6:30-9:30 am, 11:30 am-1 pm & 3:30-7 pm; Sun noon-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
CLASS AA							
1 min	8.50	8.00	7.75	7.50	7.25	7.00	6.50
30 sec	7.00	6.50	6.25	6.00	5.75	5.50	5.00
10 sec	4.25	4.00	3.90	3.75	3.65	3.50	3.25
CLASS A							
1 min	7.50	7.00	6.75	6.50	6.25	6.00	5.50
30 sec	6.00	5.50	5.25	5.00	4.75	4.50	4.25
10 sec	3.75	3.50	3.40	3.25	3.15	3.00	2.75

WESTBROOK

Cumberland County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

See Portland
(including Westbrook)

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO
Prince Frederick—Calvert County

Negro Population Data

(January 1, 1975)

STATE TOTAL	786,567	Cumberland	998
METRO AREAS		Hagerstown	3,736
Baltimore	550,066	Total Metros	554,800

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.
Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	52,974	METRO AREAS	
		Baltimore	18,966

MARYLAND

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

ABERDEEN

Harford County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

WAMD

1957

Media Code 4 221 0200 4.00
John L. Allen, Box 516, Aberdeen, Md. 21001. Phone 301-272-4400.

1. PERSONNEL
General Manager—John L. Allen.

3. FACILITIES
500 w.; 970 kc. Directional—separate patterns day and night.
Operating schedule: ——————. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See added regulations
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES
Eff 7/1/71—Rec'd 6/11/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	261+
1 min	4.00	3.90	3.80	3.70	3.60	3.50	3.40	3.25
30 sec	3.00	2.95	2.90	2.85	2.80	2.75	2.70	2.60
20 sec	2.25	2.20	2.10	2.00	1.90	1.80	1.70	1.65

ANNAPOLIS (3 AM; 1 FM)

Anne Arundel County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WANN

1947

Independent Negro

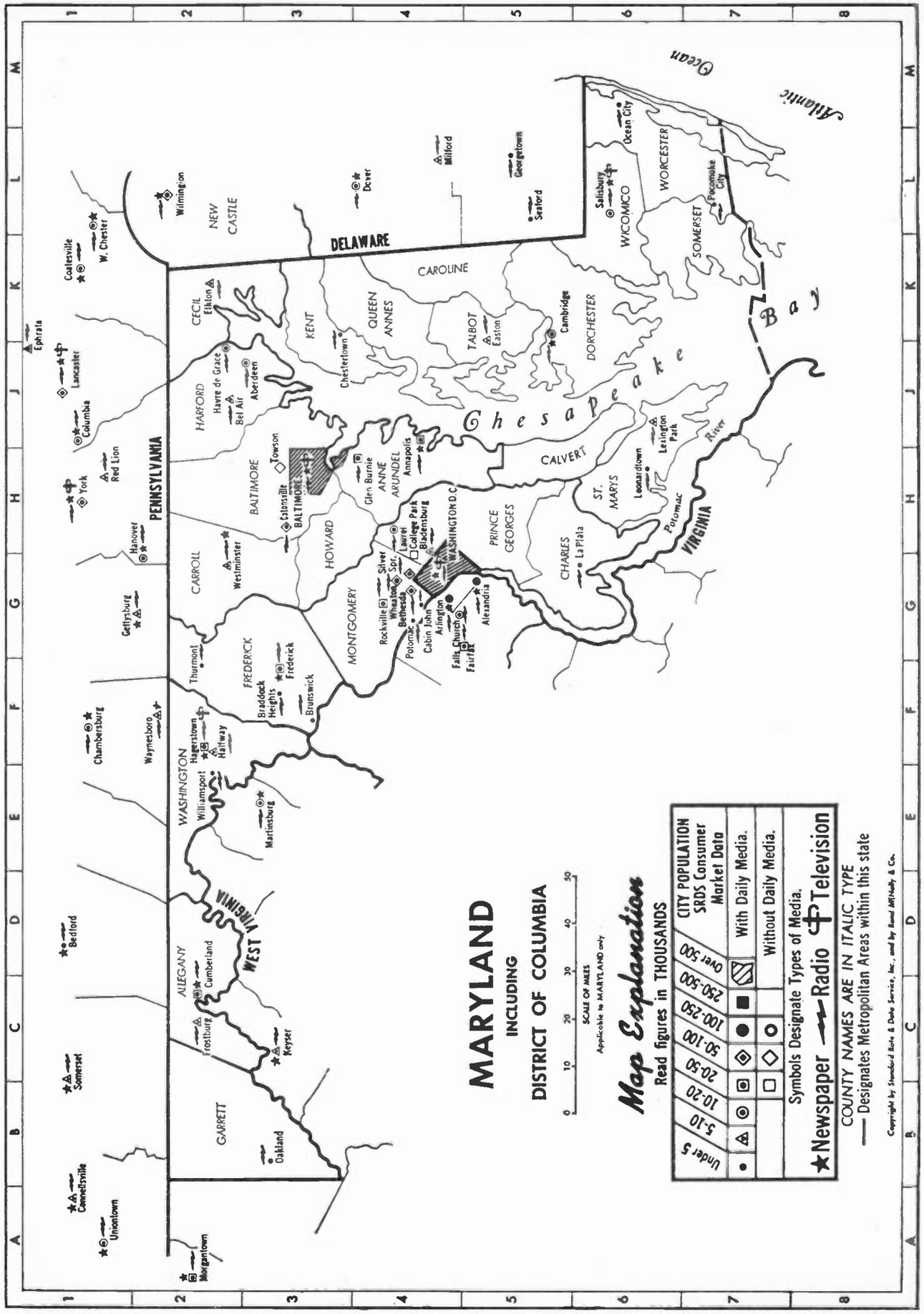
NAB

Subscriber to the NAB Radio Code

Media Code 4 221 0400 0.00
Annapolis Broadcasting Corp., Box 631, Bay Ridge Road, Annapolis, Md. 21404. Phone 301-269-0700. Washington, D. C. direct dial 261-2667.

STATION'S PROGRAMMING DESCRIPTION
WANN: Programmed for negro listener.
MUSIC: popular, rhythm and blues, jazz, gospel and spirituals. News and weather every half hour. Sports at 8:25 am & 4:55 pm. Radio News Central 8-8:45 am. World news, marine and area weather, local and regional news, sports, farm news and financial news. Personality interviews and community affairs programs featuring leaders in government, civic and business in the city, county and state. Rec'd 3/26/75.

(This listing continued on next page)



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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Annapolis—Anne Arundel
Baltimore—Baltimore
Bowie—Prince Georges
College Park—Prince Georges
Cumberland—Allegany
Frederick—Frederick
Greenbelt—Prince Georges
Hagerstown—Washington
Rockville—Montgomery

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MARYLAND STATE TOTALS	4,121.9	1,323.61	20,773,151	15,694	4.6	10.0	8.9	24.6	46.8	10,684,511	8,072	2,307,256	369,708	1,655,515	410,045	451,298	1,541,306	607,012	2,006.58	69.1	672,027
ALLEGANY C-2	84.9	30.21	305,241	10,104	7.8	17.8	14.3	26.8	23.9	216,674	7,172	57,685	6,467	36,300	10,393	11,445	29,207	15,492	41.50	.5	3,205
Cumberland	28.0	10.95	110,594	10,100	.....	.....	.....	.....	.....	129,240	11,803	32,456	4,205	29,556	7,510	8,923	17,432	6,790	.....	.....	.....
Cumberland Metro Area	84.9	30.21	305,241	10,104	7.8	17.8	14.3	26.8	23.9	216,674	7,172	57,685	6,467	36,300	10,393	11,445	29,207	15,492	41.50	.....	.....
ANNE ARUNDEL H-4†	321.8	94.23	1,502,542	15,945	3.5	8.4	9.1	27.7	47.4	793,875	8,425	174,376	21,635	145,032	20,061	27,596	124,747	53,537	159.94	2.5	9,171
Annapolis	36.5	12.74	160,422	12,592	.....	.....	.....	.....	.....	215,628	16,925	43,617	8,319	27,855	7,799	10,857	38,823	7,662	.....	.....	.....
BALTIMORE[2] H-3	1,520.4	507.30	7,200,365	14,194	5.4	10.6	9.9	26.3	41.4	3,889,931	7,668	885,221	144,189	641,811	180,460	180,637	505,817	196,984	681.21	4.4	25,684
Baltimore†	870.4	298.85	3,603,341	12,057	.....	.....	.....	.....	.....	2,543,837	8,512	522,617	91,101	484,553	133,112	123,119	374,183	105,665	.....	.....	.....
Baltimore Metro Area	2,128.5	687.03	10,025,293	14,592	4.9	10.5	9.7	26.5	42.7	5,232,863	7,617	1,185,733	184,768	811,084	211,348	229,298	720,837	294,442	982.70	.....	.....
CALVERT H-5†	22.2	6.39	80,802	12,645	7.2	14.5	10.3	24.0	34.8	37,487	5,867	11,000	484	2,680	615	688	5,810	3,553	10.19	3.6	6,916
CAROLINE K-4	19.4	6.70	66,429	9,915	9.9	17.0	13.1	24.0	23.3	38,036	5,677	11,340	635	1,928	485	1,899	5,269	2,646	9.79	2.5	47,298
CARROLL G-2	76.4	23.34	322,010	13,796	5.0	11.1	10.8	29.1	38.9	163,068	6,987	38,568	4,915	9,812	3,377	6,050	25,837	12,137	37.88	7.6	46,655
CECIL K-2	54.2	15.57	218,962	14,063	5.7	15.2	12.6	27.6	33.6	100,371	6,446	24,856	1,897	4,323	913	2,935	22,827	7,640	23.68	2.9	19,207
CHARLES G-5	55.1	15.02	204,044	13,585	5.1	11.3	11.0	28.3	38.0	133,661	8,899	29,250	4,967	5,179	712	858	19,364	13,757	25.69	3.3	8,560
DORCHESTER J-6	28.6	10.16	108,982	10,727	10.5	17.0	12.3	23.6	27.2	57,711	5,680	17,541	1,816	8,193	2,205	2,487	8,251	3,586	13.49	1.6	26,145
FREDERICK F-3†	91.0	28.69	380,377	13,258	5.0	13.3	11.8	27.8	36.8	218,143	7,603	48,765	5,812	18,470	7,494	11,839	30,538	16,089	44.19	5.7	65,706
Frederick	24.3	9.01	118,980	13,205	.....	.....	.....	.....	.....	143,932	15,975	36,000	5,085	16,690	6.820	7,851	22,015	8,222	.....	.....	.....
GARRETT B-2	21.6	6.82	62,096	9,105	13.6	21.3	13.3	21.7	18.3	49,957	7,325	14,497	1,752	1,818	1,111	2,276	11,496	3,161	9.03	2.4	15,029
HARFORD J-2†	129.3	38.55	591,678	15,348	4.4	11.4	10.3	27.3	42.9	262,369	6,806	60,308	9,403	10,678	6,384	11,222	43,513	20,905	59.98	4.4	24,000
HOWARD H-3	80.6	23.61	408,698	17,310	3.0	7.4	7.0	23.8	55.9	123,620	5,236	27,260	4,626	3,751	1,066	3,793	20,923	10,879	43.69	2.7	14,544
KENT K-3	16.2	5.51	65,482	11,884	10.5	18.8	11.0	22.1	29.2	44,028	7,991	14,008	1,562	3,091	1,181	790	4,742	2,947	8.27	1.7	25,944
MONTGOMERY G-4†	580.6	186.86	4,246,860	22,727	1.9	4.0	4.2	15.8	72.0	1,850,019	9,901	251,796	56,892	348,762	71,679	90,675	259,041	87,405	341.41	2.4	18,038
Rockville	46.3	13.67	262,466	19,200	.....	.....	.....	.....	.....	266,939	19,527	50,094	7,839	40,378	7,269	18,873	54,929	12,255	.....	.....	.....
PRINCE GEORGES H-5†	720.2	225,99	3,819,419	16,901	2.6	6.8	7.4	24.7	55.8	1,885,709	8,344	362,550	80,425	303,518	66,013	56,150	300,664	108,736	356.65	3.9	8,736
Bowie	47.3	12.04	222,996	18,521	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
College Park	28.3	5.83	125,923	21,599	.....	.....	.....	.....	.....	85,720	14,703	7,071	3,028	7,985	753	4,037	30,040	5,975	.....	.....	.....
Greenbelt	21.8	8.28	126,761	15,309	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
QUEEN ANNES K-4	19.0	6.43	73,356	11,408	9.0	14.0	11.9	23.7	30.5	29,996	4,665	5,387	715	2,901	128	439	3,226	2,785	8.68	1.6	27,778
ST. MARYS H-6†	49.2	13.50	180,122	13,342	6.6	18.0	12.2	23.5	32.0	91,942	6,811	16,711	1,871	14,300	2,420	4,955	16,786	5,887	17.55	3.6	11,878
SOMERSET L-7	18.3	6.18	72,749	11,772	13.8	18.1	11.2	20.7	20.6	28,272	4,575	10,747	598	2,155	438	1,319	2,942	1,747	7.72	1.6	51,796
TALBOT K-5	23.8	8.55	115,018	13,452	10.0	17.0	11.2	22.4	33.0	88.671	10,371	21,041	2,702	3,229	4,451	4,515	16,538	3,435	12.60	2.2	17,897
WASHINGTON E-2†	106.4	35.74	417,463	11,681	7.0	15.2	12.9	28.0	30.3	284,786	7,968	63,675	8,022	47,408	10,865	13,882	42,602	18,122	52.43	2.9	37,527
Hagerstown	36.3	13.88	143,290	10,323	.....	.....	.....	.....	.....	196,082	14,127	38,426	6,732	44,273	10,023	7,592	31,266	11,690	.....	.....	.....
Hagerstown Metro Area	106.4	35.74	417,463	11,681	7.0	15.2	12.9	28.0	30.3	284,786	7,968	63,675	8,022	47,408	10,865	13,882	42,602	18,122	52.43	.....	.....
WICOMICO K-6	58.6	19.92	240,192	12,058	8.6	14.5	11.6	25.4	31.0	207,107	10,397	42,396	5,600	35,511	15,030	9,305	29,673	8,475	28.78	2.7	94,600
WORCESTER L-6	24.1	8.34	90,264	10,823	10.6	17.3	11.5	22.2	27.6	89,078	10,681	18,278	1,723	4,665	2,564	5,543	11,493	7,107	12.23	2.4	65,713

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.
(2) Baltimore County data includes independent city of Baltimore data

Annapolis—WANN—Continued

1. PERSONNEL
Pres. & Gen'l Mgr.—Morris H. Blum
Vice-Pres./Sales—Robert Z. Goldberg.
Chief Engineer—M. W. Pittman.

3. FACILITIES
10,000 w.; 1190 kc. days. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24c, 28c.
Contracts: 40a, 41, 45, 46, 47c, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60g.
Cancellation: 70a, 70e, 72, 73a, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9-B Eff 1/1/75—Rev 7/1/75—Rec'd 7/2/75.

6. SPOT ANNOUNCEMENTS

52-WK PERIOD:	1x	26x	52x	104x	156x
1 min	8.50	7.75	7.25	6.75	6.50
30 sec	7.50	6.75	6.25	5.75	5.50
		260x	312x	624x	1500x
1 min		6.25	6.00	5.75	5.50
30 sec		5.25	5.00	4.75	4.50

10 sec: Flat, ea 3.95. Minimum 15 within 7 days, if less, applicab'e 30-sec rate applies.
ROS/preemptible.
Fixed position: 1x rate.

7. PACKAGE PLANS

EA:	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	60 ti
1 min	7.00	6.75	6.50	6.25	6.00	5.75	5.60
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.60

Within 7-day period; preemptible.

8. PROGRAM TIME RATES

PER WK, EA:	1 ti	3 ti	5+
1/2 hr	100	90	80
1/4 hr	50	45	40

10 min, flat 30 5 min, flat 15

Edited by Robert Z. Goldberg.

WNAV
1949

RAB

Media Code 4 221 0600 5.00
Rau Radio Stations, Inc., Box 829, Admiral Dr., Annapolis, Md. 21404. Phone 301-263-2639. Baltimore phone 301-269-0730.

STATION'S PROGRAMMING DESCRIPTION
WNAV: Programmed for mass appeal.
MUSIC: MOR 5:30 am-7 pm for 29-50 age group; progressive rock 7 pm-1 am for 18-30 age group.
NEWS: local at :60, network at :30 except locally originated during drive; emphasis on city & county news & public affairs. Local & nautical weather plus tide times. Boating reports 6x daily. SPORTS: college basketball, college & professional football. Contact Representative for further details. Rec'd 2/25/75.

1. PERSONNEL
Chairman of the Board—Henry Rau.
President—Lloyd S. Smith.
General Manager—Fred P. Koester.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1430 kc.
Directional—night only.
Operating schedule: 5:30-1 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.
Basic Rates: 20b, 21a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 44a, 44b, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 4/1/74—Rec'd 3/21/74.

A—Mon thru Fri 6-9 am & 4-7 pm.
ROS—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A	156x	260x	312x	624x	1000x
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.20	6.80	6.40	6.00	5.60
10 sec	5.40	5.10	4.80	4.50	4.20
ROS					
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.60	5.20	4.80	4.40	4.00
10 sec	4.20	3.90	3.60	3.30	3.00

7. PACKAGE PLANS

CLASS A—5-DAY PLAN	1-5	10 ti	20 ti
1 min	9.00	8.50	7.50
30 sec	7.20	6.80	6.00

ROS—7-DAY PLAN	1-6	12 ti	18 ti	24 ti	50 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.60	5.20	4.80	4.40	4.00
10 sec	4.20	3.90	3.60	3.30	3.00

8. PROGRAM TIME RATES

	1x	26x	32x	104x	156x	260x	312x
1 hr	75.00	70.00	65.00	60.00	55.00	.....	.....
1/2 hr	45.00	42.00	39.00	36.00	33.00	.....	.....
1/4 hr	30.00	27.00	23.00	21.00	19.00	16.00	.....
5 MINUTES							
A	18.00	16.80	15.60	14.40	13.30	12.00	11.30
ROS	15.00	14.00	13.00	12.00	11.00	10.00	9.50

WNAV-FM
1948

RAB

Media Code 4 221 0601 3.00
Rau Radio Stations, Inc., Box 829, Admiral Dr., Annapolis, Md. 21404. Phone 301-263-2639. Baltimore phone 301-269-0730.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WNAV-FM: MUSIC: blend of instrumental music programmed in uninterrupted blocks from music tapes & records at station. NEWS: summary of local & national news at :60; nautical weather report & local tide time table at :15 & :45; local weather & boating reports at :30. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Sales Manager—Sam Z. Levin.
Operations Manager—Steve Hopp.

3. FACILITIES
ERP 50.000 w. (horiz.). 50.000 w. (vert.); 99.1 mc. Stereo.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 385 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 2/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	26x	52x	104x	156x	260x	312x	624x
1 min	6.50	6.00	5.45	5.00	4.65	4.20	3.90	3.65
30 sec	5.20	4.80	4.35	4.00	3.75	3.35	3.15	3.00

7. PACKAGE PLANS
GUARANTEED MON THRU FRI 7 AM-7 PM

	Per wk 10 ti	20 ti	30 ti	Per mo 40 ti	80 ti	120 ti
1 min	6.00	5.75	5.50	5.00	4.75	4.50
30 sec	4.80	4.60	4.40	4.00	3.80	3.60
ROS						
1 min	5.00	4.75	4.50	4.50	4.25	3.75
30 sec	4.00	3.80	3.60	3.60	3.40	3.00

WYRE
1946

NAB RAB

Media Code 4 221 0800 1.00
Radio Chesapeake, Inc., Box 1551, Annapolis, Md. 21404. Phone 301-263-9211. Baltimore Phone 301-269-0460. Washington phone 202-261-2161.

STATION'S PROGRAMMING DESCRIPTION
WYRE: Programmed for young adults and adults. MUSIC: modern MOR, top selling singles are featured. NEWS: 5 min. 6 times a day during traffic; headlines rest of day at :45; news is 90% locally oriented. FEATURES: marine weather at :60 & :30; tides at .05; fishing reports on weekends; scuttlebutt news at :40; at-large interviews with organizations in area at :10. COMMERCIAL POLICY: 14 minutes of commercial time per hour. Contact Representative for further details. Rec'd 4/9/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Kerby Scott.
Executive Vice President—Marvin Mirvis.
National Sales Manager—Carl Monk.

2. REPRESENTATIVES
The MEDIAmerica Company.

3. FACILITIES
250 w. days: 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 62b.
Cancellation: 71a, 73a.
Member: National AgRadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 1/1/73—Rec'd 3/28/73.

Drive—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun all day.
Family—Mon thru Fri 10 am-3 pm & after 7 pm.

6. SPOT ANNOUNCEMENTS

DRIVE PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	13.00	12.50	12.00	11.50	11.00	10.50	10.00
30 sec	10.40	10.00	9.60	9.20	8.80	8.40	8.00
FAMILY							
1 min	9.00	8.75	8.50	8.25	8.00	7.75	7.50
30 sec	7.20	7.00	6.80	6.60	6.40	6.20	6.00

10 SECONDS
Drive, flat 4.00 ROS, flat 3.00

7. PACKAGE PLANS

TAP—1/2 DRIVE, 1/2 FAMILY	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	11.00	10.75	10.50	10.25	10.00	9.75
30 sec	8.80	8.60	8.40	8.20	8.00	7.80

10 SECONDS
Drive, flat 4.00 ROS, flat 3.00

10. SPECIAL FEATURES
5-min news—minimum 13 wk, flat ea 25.00.
Marine weather—flat, ea 14.00.
Tide timetables—flat, ea 12.00.

CONSECUTIVE TERM DISCOUNT
6 mo—5% 12 mo—10%

BALTIMORE (12 AM; 10 FM)

(including Catonsville, Glen Burnie, Towson)

Baltimore County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	110	76	76	57
B	68	57	75	40
C	65	44	68	35
D	56	42	52	30
AVERAGE	75	55	68	41

WAYE
1055
BALTIMORE

Media Code 4 221 1000 7.00
Adler Communications Corp., 1111 Park Ave., Penthouse Sutton Place, Baltimore, Md. 21201. Phone 301-728-7570.

STATION'S PROGRAMMING DESCRIPTION
WAYE: Programmed for adults, 18-34.
MUSIC: current rock albums blended with best of past; DJ's. Local news every hr at :60. Contact Representative for further details. Rec'd 11/30/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harvey Tate.
Sales Manager—Greg Seibold.
Program Director—Marty McLean.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES 1,000 w. days; 860 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60b, 601, 61a, 62b.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81

TIME RATES
No. 22 Eff 5/1/74—Rec'd 5/10/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	A 6 ti	A 12 ti	A 18 ti
1 min	30	27	24	25	22	19
30 sec	24	21	19	20	17	15

10 sec: 50% of 1-min.
Edited by Harvey Tate.

WBAL
1923
BALTIMORE

NBC Radio Network

mcgavren-guild
pgw radio, inc.

NAB R A B

A Hearst Owned Station
Media Code 4 221 1200 8.00
Hearst Corp., 3800 Hooper Ave., Baltimore, Md. 21211. Phone 301-467-3000.
Studios: Maryland Broadcasting Center, Baltimore, Md. 21211. Phone 301-467-3000.

STATION'S PROGRAMMING DESCRIPTION
WBAL: Programmed for young adults and adults.
MUSIC: MOR including popular hits, albums & established hits of past. AIR PERSONALITIES handle all segments. NEWS: 10 min news, weather, sports at 7 am & 8 am; 10 min news & weather at noon & 6 pm; 5 min news & weather at 5 pm; sports at 6:10 pm; 5 min news at :60, 9 am-3 pm & 7 pm-5 am; at :60 & :30, 5-9 am & 3-7 pm. SPORTS: featured personality at 7:15 & 8:10 am, 5:15 & 6:10 pm, sports talk show with sports director 7:30-9 pm. Play-by-play major league baseball, World Series; U basketball & football. ENTERTAINMENT: human interest personalities, community relations features, documentaries, discussion features, tele/talk 9 pm-midnight, personality show midnight-5 am, farm features 5-6 am. Contact Representative for further details. Rec'd 11/6/74.

1. PERSONNEL
Vice-Pres. & Gen'l. Mgr.—Alfred E. Burk.
General Sales Manager—James Fox.
News Director—Richard Sher.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
50,000 w.; 1090 kc.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 14d.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 24c, 25a, 27, 28a, 29a, 32b, 33b.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 49, 50, 51b, 51c.
Comb., Cont. Discounts: 60a, 60c, 60g, 601, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
All rebates payable in additional time only. No rebates allowed to accumulate beyond a contract year
Affiliated with NBC.

TIME RATES
No. 37 Eff 7/1/75—Rec'd 6/2/75.
AAA—Mon thru Sat 5:30-10:00 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 5 am-7 pm.
B—Mon thru Sun 7 pm-midnight; Mon thru Sat 5-6 am.

6. SPOT ANNOUNCEMENTS

PER 1 MIN:	AAA	AA	A	B
Fixed	121	94	55	50
1 ti	110	85	49	40
6 ti	110	80	44	35
12 ti	110	75	39	30

7. PACKAGE PLANS

WKLY CIRCULATION PLANS:	1 min
12 ti (3AAA, 3AA, 4A, 2B)	672
18 ti (4AAA, 4AA, 7A, 3B)	900
24 ti (6AAA, 6AA, 8A, 4B)	1152
36 ti (8AAA, 8AA, 14A, 6B)	1620

TRAFFIC PLAN

PER WK, EA:	20 ti	10 ti
1 min	76	80

Run equally Mon thru Sat 6-10 am & 3-7 pm.
Submitted by Vicki R. Brown.

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER 1 MIN:	AAA	AA	A	B
Fixed	156	125	77	70
1 ti	142	112	69	55
6 ti	142	107	64	50
12 ti	142	102	59	45

7. PACKAGE PLANS

WKLY CIRCULATION PLANS:	1 min
*12 ti (3AAA, 3AA, 4A, 2B)	912
18 ti (4AAA, 4AA, 8A, 2B)	1278
24 ti (6AAA, 6AA, 8A, 4B)	1608
36 ti (8AAA, 8AA, 14A, 6B)	2282

*TRAFFIC PLAN

PER WK, EA:	20 ti	10 ti
1 min	101	106

Run equally Mon thru Sat in AAA & AA.
(*) Each station.
Submitted by Vicki R. Brown.

WBAL-FM
1958
BALTIMORE

NEWS
MARYLAND
INFORMATION
SERVICE

NAB R A B

A Hearst Owned Station
Media Code 4 221 1201 1.00
WBAL-FM, 3800 Hooper Avenue, Baltimore, Md. 21211 Phone 301-467-3000.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBAL-FM: Continuous news, information, features. Contact Representative for further details. Rec'd 6/23/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Alfred E. Burk.
Program Manager—Thomas H. O'Connor.

3. FACILITIES
ERP 50.000 w.; 97.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 946 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations
Affiliated with NBC News & Information Service.
Sold in combination with WBAL. See that listing.

TIME RATES
Eff 7/1/75—Rec'd 6/2/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sun 5-5:30 am & 8 pm-midnight; Sun 5:30 am-8 pm.

6. SPOT ANNOUNCEMENTS

PER 1 MIN:	AAA	AA	A	B
Fixed	55	45	35	25
1 ti	50	40	30	20
6 ti	50	40	28	18
12 ti	50	40	26	16

7. PACKAGE PLANS

WKLY CIRCULATION PLANS:	1 min
12 ti (3AAA, 3AA, 4A, 2B)	360
18 ti (4AAA, 4AA, 8A, 2B)	504
24 ti (6AAA, 6AA, 8A, 4B)	624
36 ti (8AAA, 8AA, 14A, 6B)	864

TRAFFIC PLAN

PER WK, EA:	20 ti	10 ti
1 min	40	42

Run equally Mon thru Sat 5:30-10 am & 3-8 pm.
Submitted by Vicki R. Brown.

WBMD
1947
BALTIMORE

NAB

Media Code 4 221 1400 9.00
Key Broadcasting Corp., 5200 Moravia Blvd., Baltimore, Md. 21206. Phone 301-485-2400.

STATION'S PROGRAMMING DESCRIPTION
WBMD: Programmed for general interest.
AIR PERSONALITIES handle all segments, featuring modern country music. NEWS: 5 min every hour. M-F, 1:30-2:30 pm live remote broadcast with women's director interviewing stars and personalities from downtown restaurant. SPORTS: hourly reports plus remote reports on Sat, from station's yacht on bay, on boating and fishing news. Personalities available for remote broadcasts for store openings, shopping centers, sales events. Live talent, bands, singers, comedians, available for live shows also. Contact Representative for further details. Rec'd 8/9/67.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carl G. Brenner.
Continuity Director—Emilie Flemming.
Women's Editor—Miss Harriett.

2. REPRESENTATIVES
West Coast—J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES
1,000 w. days; 750 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24a, 24b, 24c, 25a, 25b, 28c, 29a, 33a.
Contracts: 40a, 44a, 44b, 45, 46, 47e, 49.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 601, 61a, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WKTK (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective March 1, 1966.
Rates received February 28, 1966.

6. SPOT ANNOUNCEMENTS

	1 ti	52 ti	156 ti	312 ti	624 ti	1000 ti
1 min	18.00	17.00	16.00	15.00	14.00	13.00
20 sec	13.00	12.50	12.00	11.50	11.00	10.50
10 sec	10.00	9.50	9.00	8.50	8.00	7.50

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGES

PER WK:	1 min	20 sec	10 sec
10 ti	16.00	12.00	8.00
20 ti	15.00	11.50	8.50
30 ti	14.00	11.00	8.00
40 ti	13.00	10.50	7.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	612x
1 hr	165	155	145	135	123	115	105
1/2 hr	95	90	85	80	75	70	65
1/4 hr	70	65	60	55	50	45	40

9. PARTICIPATING PROGRAMS
"Here's Harriett"—2-minute women's capsule:

1 ti	19.00	312 ti	16.00
26 ti	18.50	624 ti	15.00
52 ti	18.00	1000 ti	14.00
156 ti	17.00		

Includes 10-second opening, 1-minute middle, 10-second closing commercials.

Discount
Extra 5% if used consecutively for 26 weeks; 10% for 52 weeks.

10. SPECIAL FEATURES
5 MINUTE NEWS, WEATHER, SPORTS

PER WK:			
1-3 ti	30.	7-10 ti	2a.
4-6 ti	26.	11-15 ti	22.

News, weather, sports or traffic flashed tied-in with 1-minute spots at regular spot rate.

WCAO
1922
BALTIMORE

HR STONE radio

NAB R A B

A Plough, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 221 1600 4.00
Plough Broadcasting Co., Inc., 40 W. Chase St., Baltimore, Md. 21201. Phone 301-685-0600.
Studios: 8001 Park Heights Ave., Baltimore, Md. 21208

1. PERSONNEL
President—H. Wayne Hudson.
Vice-Pres. & Gen'l Mgr.—Joseph M. Cahill.
General Sales Manager—Tom Kroh.

2. REPRESENTATIVES
Hill/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 600 kc. Directional—same pattern all hours.
Operating schedule: 24 hour daily. EST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a, 40a, 42a, 45, 46, 47a, 48.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 33 Eff 5/1/75—Rec'd 5/27/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.
Weekend Drive—Sat & Sun 10 am-7 pm.
Sunday AM—6-10 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER YR:	158x	260x	312x	520x	780x	1040x
AMD	72	68	64	60	56	52
DT	61	57	53	49	45	41
PMD	72	68	64	60	56	52
Eve	61	57	53	49	45	41
ON	34	33	32	30	29	28
Wknd	72	68	64	60	56	52
Sun AM	61	57	53	49	45	41

30 SECONDS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER YR:	156x	260x	312x	520x	780x	1040x
AMD	57	54	51	48	45	42
DT	49	46	42	39	36	33
PMD	57	54	51	48	45	42
Eve	49	46	42	39	36	33
ON	27	26	26	24	23	22
Wknd	57	54	51	48	45	42
Sun AM	49	46	42	39	36	33

7. PACKAGE PLANS
TAP—1/3 AMD AND/OR PMD, 1/3 DT, 1/3 EVE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	63	59	56	53	50	46
30 sec	50	47	45	42	40	37

5% discount for concurrent schedules on WCAO-FM for 5+ spots on each station.
Edited by Tom Kroh.

WCAO-FM
1947
BALTIMORE

HR STONE radio

NAB R A B

A Plough, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 221 1601 2.00
Plough Broadcasting Co., Inc., 40 W. Chase St., Baltimore, Md 21201. Phone 301-685-0600
See affiliated AM station for additional information.

1. PERSONNEL
Director—Helen Morrow.

3. FACILITIES
ERP 50,000 watts; 102.7 mc. Stereo.
Operating schedule: 7-1 am. EST.

TIME RATES
No. 9 Eff 11/1/74—Rec'd 12/11/74.

6. SPOT ANNOUNCEMENTS

PER YR:	260x	520x	1040x
1 min	25	22	19
30 sec	20	18	15
10 sec	13	11	10

7. PACKAGE PLANS
SATURATION PLANS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	30.00	29.00	28.00	27.00	26.00	25.00	24.00
30 sec	24.00	23.00	22.50	22.00	21.00	20.00	19.00
10 sec	15.00	14.50	14.00	13.50	13.00	12.50	12.00

8. PROGRAM TIME RATES

	1x	13x	26x	39x	52x
5 min	50	47	44	41	38
1/4 hr	70	67	64	61	58
1/2 hr	90	87	84	81	78
1 hr	140	137	134	131	128

WCBM
1924
BALTIMORE

NAB R A B

A Metromedia Station
Media Code 4 221 2000 8.00
Metromedia Radio, A Metromedia Company.
Business Office & Studio: 68 Radio Plaza, Owings Mills, Md. 21117. Phone 301-363-2000.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harold Deutsch.
General Sales Manager—Bill Kunkel.
Program Director—Bruce Holberg.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 680 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b, 29a.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Contracts: 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Rate Protection—Rates quoted herein are guaranteed for 13 weeks from effective date of any increase providing that advertising equalling a weekly expenditure of 150.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.
Affiliated with American Entertainment Network.

TIME RATES
No. G Eff 7/15/75—Rec'd 7/25/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
C—Mon thru Sat midnight-5:30 am; Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)
Fixed	100	80	----	----	----	----	----	----
1 ti	80	64	66	53	60	48	30	24
6 ti	70	56	60	48	56	44	28	22
13 ti	60	48	54	43	52	42	26	21
18 ti	----	----	----	----	48	38	24	19

C: 1 min, flat 10.00; 30 sec, flat 8.00.
10 sec: 60% of 1-min.
(†) 12+ spots in AAA & AA on 50/50 basis earn 12x in AA.
(*) 30 sec.

(This listing continued on next page)

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS
SCHEDULED EQUALLY OVER 7 DAYS.

ROTATES:	1 min	30 sec
14 ti (2AAA, 3AA, 5A, 4B)	600	480
21 ti (3AAA, 4AA, 8A, 6B)	780	624
28 ti (4AAA, 5AA, 11A, 8B)	1000	800

WCI' are preemptible & do not earn 52 wk consec wk discount. WCP do not contribute to WCP for further wkly frequency. WCP combinable with min, newscasts, 30 sec & ID's to earn wkly frequency discount.

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS & SPORTS

PER WK:	AAA	AA	A	B	C
1 ti	100	80	70	35	20
6 ti	90	70	67	33	20
12 ti	80	65	62	31	20

Submitted by Elaine Pappas.

WDJQ
1941
BALTIMORE

A Reeves Telecom Corp. Station

Media Code 4 221 2100 4.00
Reeves Broadcasting Corp., 7 E. Lexington St., Baltimore, Md. 21202. Phone 301-539-1043.
See affiliated AM station for additional information.
AM facilities: WITH.

STATION'S PROGRAMMING DESCRIPTION
WDJQ: Programmed for young adults.
MUSIC: rock. 54 minutes of music every hour. Contact Representative for further details. Rec'd 2/24/75.

1. PERSONNEL
Sales Manager—B. Wayne Fowler.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
EBP 20,000 w.; 104.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/15/75—Rec'd 7/7/75.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	10 ti	20 ti	30 ti
AAA	21	20	18	16
AA	19	18	16	15
A	17	16	15	14

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

20% discount when similar schedule runs on WITH.
Submitted by Mary C. Downey.

WEBB
1955
BALTIMORE

A James Brown Station

Media Code 4 221 2200 2.00
JB Broadcasting of Baltimore, Ltd., Clifton Ave. & Denison St., Baltimore, Md. 21216. Phone 301-947-1245.

STATION'S PROGRAMMING DESCRIPTION
WEBB: Programs all Black oriented Music & News. Contact Representative for further details. Rec'd 2/26/73.

1. PERSONNEL
General Manager—James Sears.
Sales Manager—Gregory Seibold.
Program Director—Everett Dudley.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
South—Bernard I. Ochs & Co.
3. FACILITIES
5,000 w. days; 1360 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14f, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25b, 26, 28a 28c, 29a, 33b.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61c.
Cancellation: 70b, 70e, 71a, 72.
Prod. Services: 81, 82.
Affiliated with Mutual Black Network.

TIME RATES
Eff 10/1/70—Rec'd 9/23/70.
I—6-10 am.
II—3-7 pm.
III—10 am-3 pm.
IV—7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

13	1 min				30 sec			
WK:	I	II	III	IV	I	II	III	IV
1 ti	30	29	28	27	24	23	22	21
6 ti	29	28	27	26	23	22	21	20
12 ti	25	24	23	22	19	18	17	16
24 ti	24	23	22	21	18	17	16	15
36 ti	23	22	21	20	17	16	15	14
13	1 min				30 sec			
WK:	I	II	III	IV	I	II	III	IV
1 ti	28	27	26	25	22	21	20	19
6 ti	27	26	25	24	21	20	19	18
12 ti	23	22	21	20	17	16	15	14
24 ti	22	21	20	19	16	15	14	13
36 ti	21	20	19	18	15	14	13	12
26-52 WK:								
1 ti	26	25	24	23	20	19	18	17
6 ti	25	24	23	22	19	18	17	16
12 ti	21	20	19	18	15	14	13	12
24 ti	20	19	18	17	14	13	12	11
36 ti	19	18	17	16	13	12	11	10

WFBR
1922
BALTIMORE

BLAIR RADIO

RAB

Media Code 4 221 2400 8.00
Baltimore Radio Show, Inc., 13 E. 29th St., Baltimore, Md. 21218. Phone 301-685-1300.

STATION'S PROGRAMMING DESCRIPTION
WFBR: Programmed for adults 18-49.
MUSIC: current hits, 45's & selected oldies. AIR PERSONALITIES handle all segments. NEWS: network at :60, followed by local news. News at :30 & :60 during drive times. SPORTS: 4 shows daily with personalities. Traffic reports from airplane during drive times. Contact Representative for further details. Rec'd 1/4/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harry R. Shriver.
General Sales Manager—Christopher T. Gallu.
Program Director—Norman Brooks.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w.; 1300 kc. Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 12a, 13a, 14e, 15b, 16.
Basic Rates: 20a, 22a, 25a, 32b.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS and Blair Represented Network.

TIME RATES
No. 38 Eff 8/1/75—Rec'd 8/1/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—Sun thru Sat 8 pm-midnight.

7. PACKAGE PLANS

PER WK:	AAA			AA		
EA:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min	65	65	65	55	52	49
30 sec	52	52	52	44	42	40
10 sec	39	39	39	33	31	29
	A			B		
1 min	45	42	39	23	22	21
30 sec	36	34	32	19	18	17
10 sec	27	25	23	14	13	12

Fixed, extra 3.00.
(*) Equal number of spots in AAA & AA take AA rate.

TAP—ROTATING OVER 7 DAYS, CLASS B

	1 min	30 sec	10 sec
14 ti (3AAA, 3AA, 4A, 4B)	550	440	330
21 ti (4AAA, 4AA, 7A, 6B)	725	580	435
28 ti (5AAA, 5AA, 10A, 8B)	900	720	540
35 ti (6AAA, 6AA, 13A, 10B)	1100	880	600

May be converted to A on 2 for 1 basis.

SKY PATROL 13
(PM Mon thru Fri 4-6 pm/*AM Mon thru Fri 7-9 am)

	1 ti	3 ti	6 ti	12 ti
PM	65	62	59	56
AM	70	68	65	63

(*) Equal rotation AM/FM. traffic takes PM rate.
DISCOUNT
52 wk—10%. Minimum 3 per wk.
Submitted by Jerry Gibson.

WISZ 1963 / WISZ-FM 1965
GLEN BURNIE

Jack Masla & Company, Inc.

Modern Country Music

Media Code 4 221 2800 9.00
WISZ, Inc., Box 2849, Baltimore, Md. 21225. Phone 301-761-1590.
Studio: Dorsey Rd., Glen Burnie, Md. 21061.

STATION'S PROGRAMMING DESCRIPTION
WISZ: Programmed to reach adult audience between ages of 18-49.
MUSIC: country pop spiced with light informative network & local newscasts, sportscasts & entertaining features. NEWS: network at :30; commentary presented at 8:30 am & 12:30 pm. Contact Representative for further details. Rec'd 5/25/72.

1. PERSONNEL
President—L. Weston Gregory.
General Manager—Henry C. Goldman.
Sales Manager—Bernard Stevens.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
500 w., 1590 kc. Directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 5,000 w.; 95.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 24a, 28b, 28c, 30, 33d.
Contracts: 40a, 40c, 42b, 42d, 44a, 44b, 45, 46, 48, 51a, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 20 Eff 7/1/74—Rec'd 9/5/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun all day.
A—All other times.

8. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	20/30	1 min	20/30	1 min	20/20
1 ti	20.00	16.00	18.00	14.40	16.00	12.80
10 ti	18.00	14.40	16.00	12.80	14.00	11.20
20+	16.00	12.80	14.00	11.20	12.00	9.60

10 sec: 60% of 1-min.
Fixed position: Extra 25%.

7. PACKAGE PLANS
BOS Plan—1-min, 50 ti per wk minimum 500

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	180.00	112.50	75.00

10. SPECIAL FEATURES
5-min news/2-1/2-min features—1-1/2x 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wks—5% 52 wks—10%

WITH am 123 Baltimore

WITH
1941
BALTIMORE

A Reeves Telecom Corp. Station

Media Code 4 221 3000 5.00
Reeves Broadcasting Corp., 7 E. Lexington St., Baltimore, Md. 21202. Phone 301-539-7808.

STATION'S PROGRAMMING DESCRIPTION
WITH: Programmed for adults. MUSIC: popular standards, show tunes, film music, vocals & instrumentals, spotlighting big bands. News: 15 min at 7 & 9 am, & 5 & 6 pm; 5 min at :60 & :30 other times. Contact Representative for further details. Rec'd 3/8/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Gordon K. Faulkner.
Sales Manager—William S. Pirie, Jr.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14e, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24e, 25a, 29a.
Contracts: 44a.
Comb.: Cont. Discounts: 60a, 60e, 60h, 61c, 62b.
Cancellation: 70e, 71a, 72, 73a.
FM facilities: WDJQ.
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.
Affiliated with MBS.

TIME RATES
No. 18 Eff 8/1/75—Rec'd 2/3/75.
AAA—Mon thru Sun 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 min:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	32	31	30	29	28	27
AA	30	29	28	27	26	25
A	26	25	24	23	22	21

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
Mon thru Fri 5-min news/traffic, 42.50.
Wknd 5-min. 25.00.

20% discount when similar schedule runs on WDJQ.
Submitted by Mary C. Downey.

WKTK (FM)
1963
CATONSVILLE

ABC-FM Spot Sales, Inc.

NAB

Media Code 4 221 3015 3.00
Key Broadcasting Corp., 5200 Moravia Blvd., Baltimore, Md. 21206. Phone 301-485-2400.
See affiliated AM station for additional information.
AM facilities: WBMD.

MARYLAND

STATION'S PROGRAMMING DESCRIPTION
WKTK (FM): Programmed for general interest.
AIR PERSONALITIES handle all segments. MUSIC: modern rock. NEWS: 5 min every hour. Personalities available for remote broadcasts for store openings, shopping centers, sales events. Contact Representative for further details. Rec'd 12/6/71.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Carl G. Brenner.
Sales Manager—Dave Hawley.
Music Director—Steve Cockran.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 50,000 w.; 105.7 mc. Quadrasonic.
Operating schedule: 24 hours daily. EST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 12 Eff 8/1/75—Rec'd 7/1/75.
AAA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat 6-10 am.

9. SPOT ANNOUNCEMENTS

	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	35	30	27	24	30	27	24	20
30 sec	28	24	21	19	24	21	19	16

Edited by Carl G. Brenner.

WLIF
1970
BALTIMORE

KATZ RADIO

A Sudbrink Station

Media Code 4 221-3025 2.00
Sudbrink Broadcasting of Maryland, Inc., 1570 Hart Rd., Baltimore, Md. 21204. Phone 301-823-1570.

STATION'S PROGRAMMING DESCRIPTION
WLIF: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/5/71.

1. PERSONNEL
Executive Vice-President—Harold W. Gore.
Vice-Pres. & Gen'l Mgr.—Brian J. Bieler.
Operations Manager—Niles Seaberg.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
ERP 9,600 w. (horiz.), 9,600 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 961 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 25b, 29b, 30, 33a, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 Eff 7/15/75—Rec'd 7/21/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 5:30-10 am.
A—Mon thru Sun 7 pm-1 am; Sun 6-10 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec/less	
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
AAA	80	76	70	70	66	60
AA	60	56	52	54	50	46
A	42	40	38	36	34	32

B: Flat 20.00; minimum 6 per wk.
Submitted by Mary Brown.

WLPL (FM)
1960
BALTIMORE

Media Code 4 221 3050 9.00
United Broadcasting Co., 6623 Reisterstown Rd., Baltimore, Md. 21215. Phone 301-358-4600.
See affiliated AM station for additional information.
AM facilities: WSID.

STATION'S PROGRAMMING DESCRIPTION
WLPL(FM): Programmed for young adults & teens. NEWS, weather & sports hourly. MUSIC: Contemporary mix of current & past hits. Contact Representative for further details. Rec'd 3/1/72.

2. REPRESENTATIVES
UBC Sales, Inc.
3. FACILITIES
ERP 20,000 w.; 92.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.

TIME RATES
No. 7 Eff 7/1/74—Rec'd 6/17/74.
AAA—3 pm-midnight.
AA—5 am-3 pm.
A—Midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	40	35	30	25
AA	25	23	22	20
A	20	18	16	15

20/30 sec: 80% of 1-min. ID's: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

(Baltimore continued on next page)

Boltimore—Continued

WMAR (FM)

1960
BALTIMORE

KATZ RADIO
Stereo

Subscriber to the NAB Radio Code

Media Code 4 221 3100 3.00

The A. S. Abell Co., 6400 York Rd., Baltimore, Md. 21212. Phone 301-377-2222. TWX 710-232-1804. Telex 087-835.

1. PERSONNEL
President—William F. Schmick, Jr.
Vice-President—Donald P. Campbell.
General Manager—Robert C. Embry.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 50,000 w.; 106.5 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60f.
Cancellation: 70e.
Affiliated with Katz Radio Network.

TIME RATES
No. 5 Eff 1/1/75—Rec'd 1/20/75.
AAA—Mon thru Sun 6 am-midnight.
AA—Mon thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	20.00	16.00	15.00	14.00	13.00	12.00
AA	.....	5.00	4.50	3.50	3.00	2.50

30 sec/less: 80% of 1-min.

8. PROGRAM TIME RATES

PER WK:	1 ti	3 ti	5 ti
1 hr	90	85	80
1/2 hr	70	60	50
1/4 hr	40	35	30

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	5-7 ti
5-min news	25	21	20
Dow Jones Business News	....	25	23

WPOC

1950
BALTIMORE

NATIONWIDE COMMUNICATIONS INC.

AVERY-KNODEL, INC.

Radio Code

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 221 3150 8.00

Nationwide Communications, Inc., 711 W. 40th St., Baltimore, Md. 21211. Phone 301-366-3693.

STATION'S PROGRAMMING DESCRIPTION
WPOC: Programmed for adults 25-49.
MUSIC: modern country, current top hits & past top hits of last 7 yrs. AIR PERSONALITIES handle all segments. NEWS: 5 min at :15 & :45 in drive times 5:30-10 am & 3-7 pm; 3 min at :45 10 am-3 pm; 5 min at :45 7 pm-5:30 am. Emphasis on local news. News director & staff, AP facilities. SPORTS; racing & racing networks, NASCAR & USAC. COMMERCIAL POLICY: 10 minutes per hour. Contact Representative for further details. Rec'd 10/25/74.

1. PERSONNEL
General Manager—David C. Fuellhart.
Nat'l & Reg. Sales Mgr.—Harold E. Graves.
Local Sales Manager—Charles Powell.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Regional—Dome & Associates, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 870 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 28b, 28c, 29a.
Contracts: 40a, 41, 43, 44b, 45, 46, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 60j, 60k, 61c, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a.
Production: 80, 81, 82.

TIME RATES
No. 3 Eff 2/15/75—Rec'd 2/15/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER YR, 1 MIN:	1x	364x	520x
AAA	28	25	23
AA	22	19	17
A	15	12	10

30 sec/less: 80% of 1-min.

7. PACKAGE PLANS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	27	26	25	24
AA	21	20	19	18
A	14	13	12	11

30 sec/less: 80% of 1-min.

TAP, PER WK:	1 min	30 sec
10 ti (3AAA, 4AA, 3A)	138.50	110.80
18 ti (5AAA, 8AA, 5A)	226.50	181.20
24 ti (7AAA, 10AA, 7A)	284.50	227.60
36 ti (11AAA, 14AA, 11A)	401.50	321.20
48 ti (14AAA, 20AA, 14A)	501.00	400.80

8. PROGRAM TIME RATES

PER YR:	3 min	5 min	1/4 hr	1/2 hr	1 hr
1 x	32	36	72	120	192
104 x	30	33	66	110	176
260 x	27	30	60	100	160

10. SPECIAL FEATURES
Newscast participation—extra 15%.
USAC & NASCAR AUTO RACES

PER RACE:	1 min			30 sec
4 ti	100	6 ti		100
8 ti	180	12 ti		180

Edited by D. C. Fuellhart.

WRBS (FM)

1960
BALTIMORE

A Peter and John Radio Fellowship Station

Media Code 4 221 3200 1.00

3600 Georgetown Rd., Baltimore, Md. 21227. Phone 301-247-4100.

1. PERSONNEL
President—John O. Bisset.
Station Manager—J. Thomas Bisset.
Chief Engineer—Robert Shaffer.

3. FACILITIES
Eiti' 50,000 w. (horiz.), 50,000 w. (vert.); 95.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/0 (time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4b, 6a, 8.
Rate Protection: 15b.
Basic Rates: 21b, 22a, 24b, 25a, 29a.
Contracts: 41, 45, 47a, 51a.
Comb.; Cont. Discounts: 60e, 62b, 62d.
Cancellation: 70d, 71a, 72, 73a
Prod. Services: 80.

TIME RATES
Eff———Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x
1 min	7.00	6.50	5.50	4.50

30 sec: 75% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
5 min	20.00	17.00	15.00	12.00	11.00	9.50	8.50
1/4 hr	25.00	23.00	21.00	20.00	19.00	17.00	16.00
1/2 hr	35.00	31.00	28.00	27.00	26.00	25.00	24.00
1 hr	70.00	60.00	55.00	53.00	50.00	48.00	45.00

Edited by J. Thomas Bissett.

WSID

1947
BALTIMORE

Black

Media Code 4 221 3400 7.00

United Broadcasting Co., 6623 Reisterstown Rd., Baltimore, Md. 21215. Phone 301-358-9600.

STATION'S PROGRAMMING DESCRIPTION
WSID: Programmed for the black community.
MUSIC: black gold, hits of past and present. 10 am-noon features air personality. Contact Representative for further details. Rec'd 4/29/74.

1. PERSONNEL
President—Richard Eaton.
Vice-President—Pierre Eaton.
General Manager—Maynard Grossman.

2. REPRESENTATIVES
UBC Sales, Inc.
Dallas—Mario Messina Company.

3. FACILITIES
1,000 w.; 1010 kc. days. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15c.
Basic Rates: 33d.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WLPL (FM).
Affiliated with Bernard Howard Black Radio Network.
Member: Black UBC Group.

TIME RATES
No. 18 Eff 1/15/74—Rec'd 8/21/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	24	22	21	20

20/30 sec: 80% of 1-min. 1D's: 60% of 1-min.

WTOW

1955
TOWSON

A Sudbrink Station

Media Code 4 221 3600 2.00

Sudbrink—Broadcasters, Inc., 828 Dulaney Valley Rd., Baltimore, Md. 21204. Phone 301-823-5357.

1. PERSONNEL
Executive Vice-President—Harold W. Gore.
Vice-Pres. & Gen'l Mgr.—Raymond A. Kassis.
Operations Manager—Debbie Williams.

3. FACILITIES
5,000 w.; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 14a, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61c.
Cancellations: 70a, 70c, 71a, 72, 73a.

TIME RATES
Eff———Rec'd 4/30/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti		1 ti
1 min, ea	12.00	30 sec, ea	9.00

1 MINUTE

PER WK:	1 wk	15 wk	26 wk	52 wk
10 ti	9.50	9.00	8.75	8.50
20 ti	9.00	8.50	8.25	8.00
30 ti	8.50	8.00	7.75	7.50
50 ti	7.50	7.00	6.75	6.50
30 SECONDS				
10 ti	7.20	6.80	6.60	6.40
20 ti	6.80	6.40	6.20	6.00
30 ti	6.40	6.00	5.80	5.60
50 ti	6.00	5.60	5.40	5.20

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	125	118	114	109	103	99	89
1/2 hr	85	80	77	72	69	66	58
1/4 hr	56	53	51	48	46	44	38
5 min	31	29	28	26	25	24	20

WWIN

1948
BALTIMORE

Black

Media Code 4 221 3800 6.00

Waverly Tower Center, 2800 Mathews St., Baltimore, Md. 21218. Phone 301-366-1400.

STATION'S PROGRAMMING DESCRIPTION
WWIN: Programmed for the black community. MUSIC: rhythm and blues at all times except gospel Sun morning 8 am-noon and jazz 2:30-4 pm. NEWS: 5 min at :55 every hour. Station employs full time public service director with all types of public service for the community. These programs featured 7 days a week. SPORTS: capsules featured throughout day and night 7 days a week. Contact Representative for further details. Rec'd 6/26/75.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—H. Shelton Earp.
Sales Manager—Ken Quortin.
Program Director—Al Jefferson.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES 1,000 w.; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 23a, 23b, 24c, 28c, 29a, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with National Black Network.

TIME RATES
No. 12 Eff 10/1/72—Rec'd 9/5/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Sun thru Sat 10 am-3 pm & 7 pm-2 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA ID's	A 1 min	A 30 sec	A ID's
1 WEEK						
6 ti	30.00	24.00	19.50	25.00	20.00	16.25
12 ti	29.50	23.60	19.20	24.50	19.60	15.90
18 ti	29.00	23.20	18.85	24.00	19.20	15.60
24 ti	28.50	22.80	18.55	23.50	18.80	15.25
30 ti	28.00	22.40	18.20	23.00	18.40	14.95
36 ti	27.50	22.00	17.90	22.50	18.00	14.60
42 ti	27.00	21.60	17.55	22.00	17.60	14.30
48 ti	26.50	21.20	17.25	21.50	17.20	13.95
54 ti	26.00	20.80	16.90	21.00	16.80	13.65
26 WEEKS						
6 ti	29.50	23.60	19.20	24.50	19.60	15.90
12 ti	29.00	23.20	18.85	24.00	19.20	15.60
18 ti	28.50	22.80	18.55	23.50	18.80	15.25
24 ti	28.00	22.40	18.20	23.00	18.40	14.95
30 ti	27.50	22.00	17.90	22.50	18.00	14.60
36 ti	27.00	21.60	17.55	22.00	17.60	14.30
42 ti	26.50	21.20	17.25	21.50	17.20	13.95
48 ti	26.00	20.80	16.90	21.00	16.80	13.65
54 ti	25.50	20.40	16.60	20.50	16.40	13.30
52 WEEKS						
6 ti	29.00	23.20	18.85	24.00	19.20	15.60
12 ti	28.50	22.80	18.55	23.50	18.80	15.25
18 ti	28.00	22.40	18.20	23.00	18.40	14.95
24 ti	27.50	22.00	17.90	22.50	18.00	14.60

(This listing continued on next page)

ANNOUNCING
TWICE AS MANY WOMEN
AT NO EXTRA COST.

We've doubled our audience—and more than doubled our women—since our last book that showed we were the No. 1 country station in Baltimore. And we haven't raised our rates. That's efficiency.

The April-May ARB (based on 6 AM-Midnight avg. ¼ hour T.S.A.) shows Women 18+ up from 2,700 to 6,000 (+122%) and Women 25-49 up from 2,300 to 4,700 (+104%). And in Women 25-49, 10 AM-3 PM we're ranked #4. That's pretty good for a station that wasn't even in the market 9 months ago.

WPOC FM 93. BEST BUY IN THE COUNTRY.

Represented Nationally by Avery-Knodel.

PER WK:	AA 1 min	AA 30 sec	AA ID's	A 1 min	A 30 sec	A ID's
30 ti	27.00	21.60	17.55	22.00	17.60	14.30
36 ti	26.50	21.20	17.25	21.50	17.20	13.95
42 ti	26.00	20.80	16.90	21.00	16.80	13.65
48 ti	25.50	20.40	16.60	20.50	16.40	13.30
54 ti	25.00	20.00	16.25	20.00	16.00	13.00

AA & A combine for maximum frequency discount.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	350.00	337.50	325.00	312.50	300.00	287.50	275.00
1/2 hr	210.00	202.50	195.00	187.50	180.00	172.50	165.00
1/4 hr	140.00	135.00	130.00	125.00	120.00	115.00	110.00
10 min	105.00	101.25	97.50	93.75	90.00	86.25	82.50
5 min	70.00	67.50	65.00	62.50	60.00	57.50	55.00

BEL AIR

Harford County—Map Location J-2

See SRDS consumer market map and data at beginning of the State.

WVOB

1963

NAB

Media Code 4 221 4000 4.00

Bel Air Broadcasting Co., Inc., 2 Hays St., Bel Air, Md. 21014. Phones 301-838-2770, 879-1520.

1. PERSONNEL
Sec'y/Treas. & Gen'l Mgr.—James V. McMahan, Jr.
2. FACILITIES
250 w. days; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network

TIME RATES
No. 8 Eff 9/74—Rec'd 10/31/74.
AA—Mon thru Fri 7-10:30 am. (Bob Callahan Morning Show).
A—Mon thru Fri 6-7 am & 3:30-6 pm; Sat 7 am-noon. (Dean Hunter Show).
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
AA	4.90	3.05	2.10

PER YR:	A 1x	A 260x	A 520x	A 1040+	B 1x	B 260x	B 520x	B 1040+
1 min	4.90	3.50	3.20	2.70	4.00	2.75	2.40	2.20
30 sec	3.05	2.65	2.55	2.20	2.55	1.75	1.55	1.45
20 sec	2.55	1.90	1.70	1.60	2.10	1.50	1.40	1.30
10 sec	1.85	1.50	1.35	1.25	1.50	1.25	1.15	1.00

10. SPECIAL FEATURES
5-MINUTE NEWS/SPORTS/WEATHER

CLASS AA & A PER WK:	4 wk	13 wk	26 wk	52 wk
2-3 ti	12.00	10.00	8.50	7.00
4-7 ti	9.50	8.50	7.50	6.50
CLASS B				
2-3 ti	10.50	9.00	7.50	6.00
4-7 ti	8.50	7.50	6.50	5.50

90 sec com'l content.
3 min AA/A flat 5.00 3 min B flat 4.50
50 sec com'l content.
2 min AA/A flat 3.50 2 min B flat 3.00
30 sec com'l content.

LOCAL ABC NETWORK SPONSOR
AA/A ea 3.05 B ea 2.00

BETHESDA

Montgomery County—Map Location G-4

See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

BLADENSBURG

Prince Georges County—Map Location H-5

See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

BRADDOCK HEIGHTS

See Frederick

(including Braddock Heights)

Frederick County—Map Location F-2

See SRDS consumer market map and data at beginning of the State

BRUNSWICK

Frederick County—Map F-3

See SRDS consumer market map and data at beginning of the State.

WTRI

1966

NAB RAB

Media Code 4 221 4300 8.00

Elektra Broadcasting Corp., Box 67, Brunswick, Md. 21716. Phone 301-834-8141.

STATION'S PROGRAMMING DESCRIPTION
WTRI: Programmed for adults, young and housewives.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bert Thornton.
3. FACILITIES
500 w., 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 4/24/72.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Flat	7	5	3

PER WEEK DISCOUNT
5 ti—5% 10 ti—10% 15 ti—15% 20 ti—20%
Specified time, extra 1.00.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

CAMBRIDGE (1 AM; 1 FM)

Dorchester County—Map Location J-6

See SRDS consumer market map and data at beginning of the State.

WCEM

1947

RAB

Subscriber to the NAB Radio Code

Media Code 4 221 4400 6.00

WCEM, Inc., The Pines, Cambridge, Md. 21613 Phone 228-4800.

1. PERSONNEL
Pres. & Gen'l Mgr.—Samuel M. Cannon, Jr.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 a.m. to 11:00 p.m. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
No. 5 Eff 10/1/66—Rec'd 8/11/66.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
*1 min	6.00	5.75	5.50	5.25	5.00	4.75

(*) Or less.

7. PACKAGE PLANS
20, 1-minute spots used in 7 day period 95.

WCEM-FM

1968

RAB

Subscriber to the NAB Radio Code

Media Code 4 221 4401 4.00

WCEM, Inc., Box 237, Cambridge, Md. 21613. Phone 301-228-4800.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WCEM-FM: MUSIC: Country.

3. FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 6 am-11:20 pm. EST.
Antenna ht.: 150 ft. above average terrain.

TIME RATES
Eff——Rec'd 4/14/71.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min/less	3.50	3.40	3.30	3.20	3.10	3.00

7. PACKAGE PLANS
20 ti. per wk 60 30 ti. per wk 84

CATONSVILLE

Baltimore County—Map Location H-3

See SRDS consumer market map and data at beginning of the State.

See Baltimore

(including Cotonsville, Glen Burnie, Towson)

CHESTERTOWN

Kent County—Map Location K-3

See SRDS consumer market map and data at beginning of the State.

WCTR

1963

RAB

Media Code 4 221 4600 1.00

WCTR, Inc., Box 700 Chestertown, Md. 21620. Phone 301-778-1530.
Other studio: Flatland Rd., Chestertown, Md. 21620.

1. PERSONNEL
General Manager—Reverdy F. Yarnall.
3. FACILITIES
250 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 1/1/75—Rec'd 12/19/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	312x	520x
1 min	6.20	5.70	5.20	4.70	4.20	3.70
30 sec	4.95	4.45	4.15	3.75	3.35	2.95

7. PACKAGE PLANS

10-DAY, ROS:	1 min	30 sec
30 ti	145	115
60 ti	245	195
90 ti	325	260

CUMBERLAND (3 AM; 2 FM)

Allegany County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

WCUM — WCUM-FM

1948 — 1948

Media Code 4 221 4800 7.00

WCUM, Inc., Box 360, Cumberland, Md. 21502. Phone 301-724-5400.

STATION'S PROGRAMMING DESCRIPTION
WCUM: Programmed for adults & young adults.
MUSIC: modern MOR. NEWS: local 4x daily. Network at :60. Weather 4x each hr. SPORTS: college & high school football; college basketball; special sports-phone. Rec'd 12/12/74.

1. PERSONNEL
President—Donald W. Miller.
Vice-Pres. & Gen'l Mgr.—Kenneth L. Riggle.
3. FACILITIES
1,000 w. days, 250 w. nights: 1230 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 1,250 w.: 102.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 176 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f, 14b.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24c, 25a, 28b, 29a.
Contracts: 40a, 44b, 45, 46.
Comb.; Cont. Discounts: 60k, 62d, 70c, 71a, 73a.
Prod. Services: 82.

TIME RATES
Eff 12/1/75—Rec'd 12/12/74.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	10	9	8	7

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%.

WKGO (FM)

1962

Media Code 4 221 5000 3.00

Welborne Broadcasting, Inc., Box 510, 350 Byrd Ave., Cumberland, Md. 21502. Phone 301-722-6666
See Affiliated AM station for additional information.
AM facilities: WTBO.

STATION'S PROGRAMMING DESCRIPTION
WKGO (FM): Programmed for adults 30+.
MUSIC: standards. NEWS: network at :60. Local news 4x daily. Weather 2x per hr. Contact Representative for further details. Rec'd 6/11/75.

3. FACILITIES
ERP 4,000 w. (horiz.), 4,000 w. (vert.); 106.1 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 1,410 ft. above average terrain.

TIME RATES
Eff 7/1/75—Rec'd 6/5/75.

6. SPOT ANNOUNCEMENTS

PER WK. ROS:	1 ti	5 ti	10 ti	15 ti	20+
1 min	8	7	6	5	4

30/20 sec: 80% of 1-min.
Edited by Paul H. Miller.

WTBO

1928

RAB

Media Code 4 221 5200 9.00

Welborne Broadcasting, Inc., Box 510, Byrd Ave., Cumberland, Md 21502. Phone 301-722-6666.

STATION'S PROGRAMMING DESCRIPTION
WTBO: Programmed for young adults & adults 18-50.
MUSIC: contemporary. NEWS: network at :60; local every half hr. Weather 4x per hr. SPORTS: 2x daily; high school football. Contact Representative for further details. Rec'd 6/5/75.

MARYLAND

1. PERSONNEL
General Manager—Paul H. Miller.
Office Manager—Beda May Riley.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with NBC.

TIME RATES
Eff 7/1/75—Rec'd 6/5/75.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	5 ti	10 ti	15 ti	20+
1 min	10	9	8	7	6

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by Paul H. Miller.

WUOK

1953

Media Code 4 221 5300 7.00

Multi-Media Associates, II., Algonquin Motor Inn, Cumberland, Md. 21502. Phone 301-724-5000.

STATION'S PROGRAMMING DESCRIPTION
WUOK: Programmed for adults and young adults.
MUSIC: 100% top 40. NEWS: Network at :60; Local at :30. SPORTS: professional football, high school and collegiate football, high school basketball.
COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 2/2/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—James R. Reese, Jr.
Operations Manager—Gary Kirtley.
Sales Manager—Jack Husson.
2. REPRESENTATIVES
Frederick W. Smith.
Philadelphia, Pittsburgh, Baltimore—Dome & Associates, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1270 kc. Directional.
Operating schedule: 5:50 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13b, 14a, 15b, 15d.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60l, 61b, 62b, 62e.
Cancellation 70a, 70b, 70d, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
Eff 12/1/68—Rec'd 11/14/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	312x	624x
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20	4.00

30 sec: 75% of 1-min. 10 sec ID's: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	38.00	26.00	19.00	16.00
13 x	58.00	36.00	25.00	18.00	12.50
26 x	56.00	34.00	24.00	17.00	12.00
52 x	53.00	32.00	23.00	16.00	11.00
104 x	50.00	30.00	22.00	15.00	10.00
208 x	48.00	28.00	21.00	14.00	9.50
312 x	45.00	26.00	20.00	13.00	9.00
624 x	42.00	24.00	18.00	12.00	8.00

EASTON

Talbot County—Map Location J-5

See SRDS consumer market map and data at beginning of the State.

WEMD

1960

Media Code 4 221 5400 5.00

Easton Broadcasting Co., Point Rd., Easton, Md. 21601. Phone 301-822-3301.

1. PERSONNEL
Gen'l Mgr. & News Dir.—George Dietrich.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
1,000 w. days; 500 w. nights; 1460 kc. Directional.
Operating schedule: 6:00 am-11:00 pm Mon thru Sat; 8:00 am-11:00 pm Sun. EST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/71—Rec'd 9/14/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	260x	520x	1000+
1 min	4.00	3.80	3.60	3.30	3.00	2.64
30 sec	3.00	3.30	2.50	2.40	2.16	1.80
7-11 PM—NIGHT TIME						
1 min	3.60	3.00	2.40	2.10	1.80	1.50
30 sec	3.00	2.40	2.10	1.80	1.50	1.32

7. PACKAGE PLANS

PER WK:	Day	Night
1 min, 20 ti	59.40	35.40
30 sec, 30 ti	71.40	———
10 sec, 20 ti	———	20.00

10. SPECIAL FEATURES
WEATHER/MARINE REPORT
Day Time 6.00 Night Time 3.60

ELKTON

Cecil County—Map location K-2

See SRDS consumer market map and data at beginning of the State.

WSER

1963

Media Code 4 221 5600 0.00

WSER, Inc., Box 38, Maloney Rd., Elkton, Md. 21921. Phone 301-398-3883. Wilmington, Del. Phone 302-737-2205.

1. PERSONNEL
General Manager—Charles Doll.

(This listing continued on next page)

Elkton—WSER—Continued

3. FACILITIES
1,000 w. days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 3/1/69—Rec'd 2/24/69.
AA—Mon thru Sun 6-9 am & 3-7 pm.
A—All other times.

5. SPOT ANNOUNCEMENTS

WKLY. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	8	7	6	5
A	7	6	5	4

30/50 sec: 30% of 1-min. ID's 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

FREDERICK (2 AM; 2 FM)

(including Braddock Heights)

Frederick County—Map Location F-3
See SRDS consumer market map and data at beginning of the State
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WFMD
1936
FREDERICK

CBS Radio Network

NAB RAB

Media Code 4 221 5700 8.00
Jim Gibbons Radio, Box 151, Frederick, Md. 21701. Phone 301-663-4181.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Gibbons.
Sales Manager—Frank Veihmeyer.
Program Director—Dick Denham.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Pennsylvania—Dome & Associates, Inc.

6. FACILITIES
5,000 w. days; 1,000 w. nights; 930 kc. Directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60g, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WFRE (FM).
Affiliated with CBS.

TIME RATES
Eff 9/1/74—Rec'd 9/5/74.
AAA—Mon thru Sat 6-10 am & 4-7:30 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

BTA: PER YR:	1x	13x	26x	52x	104x
1 min	12.00	11.65	11.35	10.80	10.25
30 sec	8.70	8.50	8.45	8.30	8.15
	156x	208x	260x	312x	364x	520x
1 min	9.90	9.70	9.55	9.30	9.10	8.95
30 sec	8.05	7.85	7.65	7.45	7.25	7.15

10 sec: 60% of 1-min; when available.
AAA rotated, extra per spot 2.00.
AAA specified, extra per spot 2.50.

7. PACKAGE PLANS

BTA:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	10.75	10.50	10.20	9.95	9.80	9.70	9.00
30 sec	8.10	7.95	7.85	7.70	7.40	7.30	7.20

Within 7 days.

8. PROGRAM TIME RATES

	1 ti	2 ti	5 ti	10 ti
1 hr	105	95	85	----
1/2 hr	70	65	62	58
1/4 hr	49	47	44	41
5 min	24	21	19	18

WFRE (FM)
1959
FREDERICK

Stereo

NAB RAB NAFMB

Media Code 4 221 5800 6.00
Jim Gibbons Radio, Box 151, Frederick, Md. 21701. Phone 301-663-4337.
See affiliated AM station for additional information.
AM facilities: WFMD.

3. FACILITIES
ERP 9,000 w.: 99.9 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 1,123 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 9/1/74—Rec'd 12/13/74.
AAA—8 am-8 pm.
AA—6-8 am & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER YR, BTA:	1x	13x	26x	52x	104x
1 min	7.00	6.90	6.75	6.60	6.45
30 sec	6.00	5.85	5.70	5.55	5.40
	156x	208x	260x	312x	364x	520x
1 min	6.30	6.15	6.00	5.80	5.65	5.50
30 sec	5.25	5.10	4.95	4.80	4.65	4.50

Specified, extra 1.00.

7. PACKAGE PLANS

7 DAYS:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	6.05	5.90	5.75	5.60	5.45
30 sec	4.90	4.75	4.60	4.45	4.30

WEEKEND IMPACT

	20 ti	10 ti
1 min	100	55
30 sec	80	44

10. SPECIAL FEATURES
News—2-min 9.00; 5-min 12.00.

WMHI
1960
FREDERICK

Media Code 4 221 5900 4.00
Musical Heights, Inc., Rt. 5, Frederick, Md. 21701. Phone 301-662-2148.

STATION'S PROGRAMMING DESCRIPTION
WMHI: Programmed for adults 18-49.
MUSIC: contemporary with selection of oldies. AIR PERSONALITIES handle all segments. NEWS: local & regional. FARM: agricultural news 6-6:05 am. Rec'd 4/7/75.

1. PERSONNEL
President—Leo L. Shank.
Operations Director—Mrs. Nancy Fowler.

3. FACILITIES
500 w. days; 1370 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operations. Simulcast 6 am-sign-off. For non-simulcast facilities, see WMHI-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60d, 60e, 60f, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 12 Eff 5/1/75—Rec'd 4/7/75.
Drive time—Mon thru Sat 6-10 am & 4-6 pm.
Non-drive—10 am-4 pm.

6. SPOT ANNOUNCEMENTS

BTA. PER YR:	1x	52x	104x	156x	204x
1 min	9.00	8.50	8.00	7.75	7.50
30 sec	7.00	6.75	6.50	6.25	6.00
	260x	312x	364x	520x	780x	1000x
1 min	7.25	7.00	6.75	6.50	6.25	6.00
30 sec	5.80	5.60	5.40	5.20	5.00	4.75

15 sec: 60% of 1-min.
Drive time, extra 1.00.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	8.50	8.35	8.20	8.00	7.75
30 sec	6.65	6.50	6.35	6.20	6.00
	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	7.50	7.25	7.00	6.50	6.00
30 sec	5.75	5.50	5.35	5.20	4.80

15 sec: 60% of 1-min.
Spots rotated in drive time, extra per spot 1.00.
Anchored spots, extra per spot .50.

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x	364x	520x
5 min	18.00	17.50	17.00	16.00	15.00	14.00	13.00	12.00
1/4 hr	34.00	33.00	32.00	31.00	30.00	28.00	26.00	24.00
1/2 hr	55.00	54.00	52.50	50.00	47.50	45.00	42.50	40.00
1 hr	90.00	87.00	84.00	81.00	78.00	75.00	72.50	70.00

Edited by Leo L. Shank.

WMHI-FM
1972
BRADDOCK HEIGHTS

Media Code 4 221 5901 2.00
Musical Heights, Inc., Rt. 5, Frederick, Md. 21701. Phone 301-662-2148.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMHI-FM: Programmed for adults & young adults.
MUSIC: same as AM 6 am-6 pm; modern country & country/rock 6 pm-midnight. AIR PERSONALITIES handle all segments. NEWS: 5 min at :55; headlines at :25. Rec'd 5/15/75.

1. PERSONNEL
Music Director—Scott Bell.

3. FACILITIES
ERP 270 w. (horiz.), 270 w (vert.): 103.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 810 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WMHI.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 12 Eff 5/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	204x	260x
1 min	6.00	5.80	5.60	5.40	5.20	5.00
30 sec	4.75	4.65	4.50	4.30	4.15	4.00
		312x	364x	520x	780x	1000x
1 min		4.80	4.60	4.40	4.20	4.00
30 sec		3.85	3.70	3.55	3.35	3.20

15 sec: 60% of 1-min.

7. PACKAGE PLANS

7 DAYS:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	5.80	5.60	5.40	5.20	5.00
30 sec	4.65	4.50	4.30	4.15	4.00
	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	4.80	4.60	4.40	4.20	4.00
30 sec	3.85	3.70	3.55	3.35	3.20

15 sec: 60% of 1-min.

8. PROGRAM TIME RATES
70% of AM rates.
Edited by Leo L. Shank.

FROSTBURG (1 AM; 1 FM)

Allegany County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

WFRB
1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 221 6000 2.00
Western Maryland Broadcasting Co., Inc., Box 430, Frostburg, Md. 21532. Phone 301-689-8871.

1. PERSONNEL
General Manager—D. C. Loughry.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w.: 560 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
Simulcast during AM operational hours. For non-simulcast facilities see WFRB-FM.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 11/14/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.50	6.20	5.75	5.30	4.85
30 sec	5.55	5.30	4.90	4.50	4.15
		156x	312x	624x	1000x
1 min		4.40	3.90	3.45	3.00
30 sec		3.75	3.30	2.95	2.55

10. SPECIAL FEATURES
5 min news Mon thru Sat, per wk 40.00
6 mo minimum.
Edited by Bob Kerr.

WFRB-FM
1965

NAB

Subscriber to the NAB Radio Code

Media Code 4 221 6001 6.00
Western Maryland Broadcasting Co., Inc., Box 430, Frostburg, Md. 21532. Phone 301-689-8871.
See affiliated AM station for additional information.

3. FACILITIES
ERP 18,000 w.: 105.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 560 ft. above average terrain.
Partial simulcast operation with WFRB. For simulcast rates and facilities see WFRB, WFRB-FM.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Rates are identical to WFRB. See that listing.
Edited by Bob Kerr.

GLEN BURNIE

Anne Arundel County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See Baltimore

(including Cotonsville, Glen Burnie, Towson)

HAGERSTOWN (3 AM; 4 FM)

(including Halfway, Williomsport)

Washington County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WARK 1947 / WARK-FM 1957
HAGERSTOWN

CBS Radio Network

Media Code 4 221 6400 4.00
Rau Radio Stations, Inc., 880 Commonwealth Ave., Hagerstown, Md. 21740. Phone 301-733-4500.

STATION'S PROGRAMMING DESCRIPTION
WARK: Programmed for adults and young adults.
AIR PERSONALITIES handle all segments and interchange on taped commercials. MUSIC: 6 am-8 pm middle-of-the-road general popular music plus current non-rock hits. 8:10 pm-1 am current hits & rock. 12M-5 am general popular music and current hits. NEWS: 5/10 min on hour, features on half hour. Local news 5 times daily. FARM: 5-6 am, 12:35-12:45 pm. SPORTS: Live play-by-play coverage of high school football and basketball, college football. TALK: telephone classified 2:10-2:30 pm M-F. Community service news featured throughout day. Remotes available. Contact Representative for further details. Rec'd 9/18/74.

1. PERSONNEL
Chairman of the Board—Henry Rau.
President—Lloyd S. Smith.
Station Manager—James C. Stevens.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5-1 am daily. EST.
FM-ERP 2,200 w.: 106.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 230 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 42b, 42c, 43, 44a, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60g, 60i 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
Eff 1/1/74—Rec'd 3/20/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	312x
1 min	11.00	9.00	8.00	7.00	6.00	5.00
30 sec	8.75	7.25	6.50	5.60	5.00	4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	90.00	50.00	35.00	20.00
26 x	80.00	45.00	32.00	18.50
52 x	------	------	------	17.25

WHAG
1962
HALFWAY

NAB RAB

Media Code 4 221 6600 9.00
Warren Adler Ltd., dba Regional Broadcasting Co., 1250 Downsville Pike, Hagerstown, Md. 21740. Phone 301-797-7300.

STATION'S PROGRAMMING DESCRIPTION
WHAG: Programmed for young adults & adults.
MUSIC: all hits, including top 100, albums & established past hits. AIR PERSONALITIES handle all segments. NEWS: 5 min network at :60; local at 6:30, 7:05, 7:30, 8:05, 8:30 am, 12:30, 4:30, 5:30 & 6:30 pm. SPORTS: 10 min local report 7:30-7:40 pm. Network sports reports 7:30, 8:25 am & 5:25 pm. Entertainment: community relations, promotions, live in-store broadcasts. Rec'd 5/30/75.

1. PERSONNEL
General Manager—Jeff Martin.
General Sales Manager—Bob Scovitch.
Program Director—Jeff Hunt.

3. FACILITIES
1,000 w. days; 1410 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 15c.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 25b, 26, 28b, 28c, 29a, 29b, 30, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 49, 50.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WQCM.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 12/1/74—Rec'd 11/21/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & after 7 pm.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	10 ti	20 ti	30 ti	40 ti
AA	9.00	7.50	6.50	5.50	5.00
A	7.00	5.50	4.50	3.50	3.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by Jeff Martin.

WJEJ 1932 / WJEJ-FM 1947
HAGERSTOWN

RAB

Subscriber to the NAB Radio Code

Media Code 4 221 6800 5.00
Hagerstown Broadcasting Co., Box 399, Franklin Ct., Hagerstown, Md. 21740. Phone 301-739-2323.

STATION'S PROGRAMMING DESCRIPTION
WJEJ: Programmed for adults.
5-7 am, farm & commuter news & reports; 7-9 am MOR music. 2 man news staff, local, area & international coverage at :30 & :60. 9:05 am-4 pm. Air personalities with MOR music, 30-min phone show, guest interviews, 10-min commentary; 4-6 pm, selected current hits with air personality, plus news at :60 & :30. 6 pm-12:45 am musical variety plus news, 30-min guest interviews. Rec'd 5/14/73.

(This listing continued on next page)

Hagerstown—WJEJ, WJEJ-FM—Cont'd

1. PERSONNEL
Pres. & Gen'l Mgr.—John T. Staub.
Sales Manager—Gary L. Portmess.
News Director—Edwin M. Klitch.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6-12:45 am. EST.
FM-ERP 9,400 w. (horiz.), 9,400 w. (vert.); 104.7 mc.
Antenna ht.: 1,600 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 38.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 50, 61a, 51b.
Comb. Cont. Discounts: 60b, 60g, 60i, 61c, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATER SAME
Eff 3/3/75—Rec'd 5/15/76.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x
1 min	7.00	6.75	6.50	6.00
30 sec	5.75	5.50	5.25	4.75
15 sec	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

	1x	52x	260x	364x
5 min	13.00	12.00	11.00	10.50
10 min	23.00	20.00	18.50	18.50
1/4 hr	32.00	29.00	24.00	24.00
1/2 hr	52.00	48.00	45.00	.....
1 hr	86.00	.....	.....	.....

Edited by John T. Staub.

WQCM
1965
HALFWAY

NAB RAB

Media Code 4 221 6849 2.00
Warren Adler Ltd., dba Regional Broadcasting Co., 1250 Downsville Pike, Hagerstown, Md. 21740. Phone 301-797-7300.
See affiliated AM station for additional information. AM facilities: WHAG.

STATION'S PROGRAMMING DESCRIPTION
WQCM: Programmed for adults 18-34.
MUSIC: current rock albums blended with best of past, DJ's. NEWS: local at :60. Rec'd 11/21/74.

1. PERSONNEL
Program Director—Pete Wilson.

3. FACILITIES
ERP 3,000 w.: 96.7 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 160 ft. above average terrain.

TIME RATES
AA—Mon thru Fri 6-10 am & 6 pm-1 am.
A—Mon thru Fri 10 am-6 pm.

Rates are identical to WHAG. See that listing.
Edited by Jeff Martin.

WYII (FM)
1972
WILLIAMSPORT

NAB

Media Code 4 221 6899 7.00
OEA, Inc., Box 434, 6 E. Potomac St., Williamsport, Md. 21795. Phones 301-223-8800, 582-1320, 304-263-5040.

STATION'S PROGRAMMING DESCRIPTION
WYII (FM): 100% modern country music with AIR PERSONALITIES. Farm reports. NEWS: commuter, international, national & local. SPORTS: national & local, commentaries. Regional & local community events. Rec'd 12/3/73.

1. PERSONNEL
General Manager—Kenneth F. Smith.
Account Executive—Brian Leiter.
Program Director—Jim Copen.

3. FACILITIES
3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20a, 22a, 25a, 32b.
Contracts: 40, 41, 44b, 45, 47a.
Comb.: Cont. Discounts: 60b, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff——Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	6.47	6.18	5.88	5.59	5.29	5.00
30 sec	5.18	4.94	4.71	4.47	4.24	4.00
15 sec	4.12	3.94	3.76	3.59	3.41	3.24

	208x	312x	364x	520x	1000x
1 min	4.71	4.41	4.12	3.82	3.53
30 sec	3.76	3.53	3.30	3.06	2.82
15 sec	3.06	2.88	2.71	2.53	2.35

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min
1 x	65	45	30	20

DISCOUNT
13x—5% 26x—10% 52x—15%
Edited by Kenneth F. Smith.

HALFWAY
Washington County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

See Hagerstown
(including Halfway, Williamsport)

HAVRE DE GRACE (1 AM; 1 FM)
Harford County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

WASA
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 221 7000 1.00
Chesapeake Broadcasting Corp., Box 97, Havre de Grace, Md. 21078. Phone 301-939-0800.

1. PERSONNEL
Pres. & Gen'l Mgr.—Virginia Pate Wetter.

3. FACILITIES
5,000 w.: 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
16/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WHDG (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 1/1/75—Rec'd 2/24/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x	520x
1 min	6.95	6.85	6.55	6.20	5.90	5.45	5.10
30 sec	5.85	5.50	5.25	4.95	4.60	4.35	4.10
20 sec	5.10	4.85	4.60	4.35	4.15	3.85	3.60
10 sec	3.65	3.50	3.30	3.10	2.95	2.75	2.50

7. PACKAGE PLANS

PER WK, ROS:	1 min	30 sec	20 sec	10 sec
15 ti	4.75	3.75	3.30	2.95
20 ti	4.55	3.65	3.15	2.80
25 ti	4.40	3.55	3.05	2.65
30 ti	4.20	3.40	2.90	2.50
40 ti	4.00	3.20	2.80	2.40
50 ti	3.80	3.00	2.65	2.25
60 ti	3.60	2.85	2.50	2.15
80 ti	3.40	2.70	2.35	2.00
100 ti	3.20	2.55	2.20	1.90

WHDG (FM)
1959

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 221 7100 9.00
Chesapeake Broadcasting Corp., Box 97, Havre de Grace, Md. 21078. Phone 301-939-0800.
See affiliated AM station for additional information. AM facilities: WASA.

3. FACILITIES
ERP 17,500 w.: 103.7 mc.
Operating schedule: 6 am-midnight. EST.

3. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 8/1/74—Rec'd 11/22/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.10	4.05	3.90	3.80	3.65	3.50	3.40	3.25
30 sec	3.35	3.25	3.15	3.00	2.95	2.85	2.75	2.60

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.90	3.75	3.65	3.50	3.40
30 sec	3.25	3.15	3.00	2.85	2.75

	60 ti	70 ti	80 ti	90 ti	100 ti
1 min	3.25	3.15	3.00	2.85	2.75
30 sec	2.60	2.50	2.35	2.20	2.10

LA PLATA (1 AM; 1 FM)
Charles County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WSMD 1965 WSMD-FM 1965

RAB

Media Code 4 221 7200 7.00
Crystal Broadcasting Co., Box 19, La Plata, Md. 20646. Phones 301-934-4612, 870-3004.

STATION'S PROGRAMMING DESCRIPTION
WSMD: Modern country.

1. PERSONNEL
General Manager—Michael J. Kirchen.

3. FACILITIES
1,000 w.: 1560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 1,780 w.: 104.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
20%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/13/75.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	5 ti	10 ti	15 ti	20+
1 min	11.00	10.45	9.90	9.35	8.80
30 sec	9.00	8.55	8.10	7.65	7.20
10 sec	6.00	5.70	5.40	5.10	4.80
6-9 AM & 4-7 PM:					
1 min	12.25	11.70	11.15	10.60	10.05
30 sec	10.25	9.80	9.35	8.90	8.45
10 sec	7.25	6.95	6.65	6.35	6.05

CONSECUTIVE WEEK DISCOUNT
52—10%; minimum 3 spots per wk.

LAUREL
Prince Georges County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WLMD
1965

Media Code 4 221 7400 3.00
Interurban Broadcasting Corp., c/o WLMD Radio, Box 42, Laurel, Md. 20810. Phone 301-953-2332.

STATION'S PROGRAMMING DESCRIPTION
WLMD: Target audience, 18-49.
MUSIC: country gold. 60% gold, 40% top country hits. NEWS: 5 min network & local at :30, 5 min local at :30. Stress community involvement. SPORTS: daily horse racing features, handicap show, results of Daily Double, complete racing resume. State lottery winners announced Wed & Thurs. 2 hr. telephone-talk sports show 10 am-noon Sat. Country music show noon-3 pm Sat. Contact Representative for further details. Rec'd 7/25/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—William Lemer.
Program Director—Eric Stephens.
Sales Manager—Dick Krause.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w.: 900 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 24a, 24c, 25c, 28b, 28c, 30, 33d.
Contracts: 40a, 41, 44a, 46.
Comb. Cont. Discounts: 60i, 60k, 61a.
Cancellation: 70a, 70c, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.

RATE PROTECTION
13 wks from effective date if 75.00 minimum expenditure is running, and provided no decrease in schedule.

TIME RATES
No. 14 Eff 4/15/75—Rec'd 7/25/75.

6. SPOT ANNOUNCEMENTS

EA:	30 ti	24 ti	18 ti	12 ti	6 ti
1 min	16.00	18.00	20.00	22.00	24.00
30 sec	12.80	14.40	16.00	17.60	19.00

8. PROGRAM TIME RATES

	6 ti	3 ti	1 ti
1/4 hr	50	65	75
1/2 hr 135.00 1 hr			250.00

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/BUSINESS

	6 ti	3 ti	1 ti
5 min	30	35	40

Incl open & close plus 1 1-min spot.
Edited by William A. Lemer.

(Q)

LEONARDTOWN
St. Marys County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WKIK
1953

Media Code 4 221 7600 3.00
Sound Media, Inc., Box 346, Leonardtown, Md. 20650. Phones 301-475-8937, 2400.

STATION'S PROGRAMMING DESCRIPTION
WKIK: current hits, emphasis on local news.

1. PERSONNEL
General Manager—George E. Clark, III.

3. FACILITIES
1,000 w.: 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network.

TIME RATES
No. 9 Eff 8/1/74—Rec'd 8/19/74.
AA—Mon thru Fri 6-9:30 am, noon-1 pm & 3:30-7 pm; Sat 8 am-2 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
CLASS AA 1 MINUTE					
1 ti	5.42	5.19	5.00	4.88	4.60
6 ti	5.22	5.09	4.96	4.69	4.44
12 ti	5.00	4.88	4.75	4.48	4.24
18 ti	4.81	4.68	4.57	4.31	3.97
24 ti	4.59	4.47	4.35	4.13	3.89
30 SECONDS					
1 ti	4.73	4.60	4.49	4.26	4.09
6 ti	4.52	4.30	4.20	4.06	3.84
12 ti	4.31	4.20	4.08	3.88	3.65
18 ti	4.11	3.90	3.80	3.69	3.48
24 ti	3.89	3.80	3.70	3.50	3.31
CLASS A 1 MINUTE					
1 ti	3.81	3.71	3.61	3.42	3.24
6 ti	3.63	3.54	3.45	3.26	3.09
12 ti	3.45	3.36	3.27	3.10	2.92
18 ti	3.26	3.17	3.10	2.93	2.77
24 ti	3.09	3.01	2.92	2.77	2.62
30 SECONDS					
1 ti	3.21	3.12	3.04	2.88	2.72
6 ti	3.02	2.94	2.87	2.72	2.56
12 ti	2.84	2.77	2.69	2.55	2.42
18 ti	2.66	2.58	2.53	2.39	2.26
24 ti	2.48	2.42	2.36	2.22	2.10

RATEHOLDER
5 spots per wk/1 yr. 40% AA:
1 min 3.75 30 sec 2.75

10. SPECIAL FEATURES

5-MIN NEWS:	AA 13 wk	AA 26 wk	AA 52 wk	A 13 wk	A 26 wk	A 52 wk
1 ti	8.21	7.77	7.35	7.53	7.17	6.76
6 ti	7.81	7.39	6.98	7.16	6.79	6.42
12 ti	7.24	6.89	6.49	6.82	6.47	6.11

LEXINGTON PARK
St. Mary's County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WPTX
1953

Media Code 4 221 7800 4.00
Key Broadcasting Corp., General Delivery, Lexington Park, Md. 20653. Phone 301-476-3383.

STATION'S PROGRAMMING DESCRIPTION
WPTX: MUSIC: Modern MOR & R & B.

1. PERSONNEL
Manager—Martin J. (Rocky) Willis, Jr.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 920 kc.
Directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
No. 28 Eff 6/1/74—Rec'd 5/31/74.
AA—Mon thru Sat 6-10 am.
A—All other times.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
CLASS AA						
1 min	10.00	9.50	9.00	8.50	8.00	7.00
30 sec	8.50	8.00	7.50	7.00	6.50	5.50
10 sec	5.00	4.75	4.50	4.25	4.00	3.50
CLASS A						
1 min	9.00	8.50	8.00	7.50	7.00	6.00
30 sec	8.00	7.50	7.00	6.50	6.00	4.50
10 sec	4.50	4.25	4.00	3.75	3.50	3.00

RDS:	1x	100x	200x	300x	400x	500x	600x	1000x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.00
30 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50	4.50
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.00

10. SPECIAL FEATURES
NEWS

5 MIN:	1x	50x	100x	150x	200x	250x	300x
AA	20	19	18	17	16	15	14
A	15	14	13	12	11	10	9

Edited by Martin J. Willis, Jr.

OAKLAND (1 AM; 1 FM)
Garrett County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WMSG
1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 221 8000 0.00
Oakland Radio Station Corp., Oakland, Md. 21550. Phone 301-334-3800.

1. PERSONNEL
Gen'l & Sta. Mgr.—Thomas B. Butscher.

3. FACILITIES
500 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WMSG-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 7/1/72—Rec'd 7/24/72.
A—Mon thru Fri 6-30-8:30 am.

6. SPOT ANNOUNCEMENTS

	1x	100x	500x	1000x
1 min	3.35	2.90	2.25	1.90
30 sec	2.80	2.35	1.90	1.60

CLASS A

PER YR:	1 min	30 sec
1-99x	4.45	2.75
100+	3.35	3.15

WMSG-FM
1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 221 8001 8.00
Oakland Radio Station Corp., Oakland, Md. 21550. Phone 301-334-3800
See affiliated AM station for additional information.

3. FACILITIES
ERP 430 w. (horiz.). 430 (vert.); 92.1 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 690 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WMSG.

TIME RATES
Eff 9/1/69—Rec'd 10/16/69.

6. SPOT ANNOUNCEMENTS

	1x	100x	500x	1000+
1 min	2.50	2.20	1.75	1.48
30 sec	2.00	1.75	1.45	1.25

OCEAN CITY
Worcester County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WBOC-FM
Licensed as an Ocean City-Salisbury, Md. station. See listing under Salisbury, Md.

(Ocean City continued on next page)

MARYLAND

Ocean City—Continued

WETT
1960

NAB

Media Code 4 221 8200 6.00
Broadcast Div. Public Serv. Enterprises, Inc., Box M, Ocean City, Md. 21842. Phone 301-289-6770.
STATION'S PROGRAMMING DESCRIPTION
WETT: Programmed for adults and young adults.
1. PERSONNEL
General Manager—Leonard F. Grazier.
2. FACILITIES
1,000 w. days, 500 w. nights; 1590 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
TIME RATES
No. 6A Eff 1/1/74—Rec'd 4/18/74.
A—Fri, Sat, Sun 6 am-midnight.
B—Mon thru Thurs 6 am-midnight.
C—Mon thru Sun midnight-6 am.
6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	20 sec	10 sec
GROUP A				
1 ti	14.00	7.50	6.50	4.00
28+	12.00	6.50	5.50	3.50
GROUP B				
1 ti	11.50	6.25	5.25	3.75
8 ti	11.00	6.00	5.00	3.50
13 ti	10.50	5.75	4.75	3.25
18 ti	10.00	5.50	4.50	3.00
28+	9.50	5.25	4.25	2.75
GROUP C				
Ea	4.00	3.00	2.00	1.00

Edited by Gina Grazier.

POCOMOKE CITY
Worcester County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WDMV
1955

NAB RAB

Media Code 4 221 8400 2.00
Leisure Time Communications, Inc., Box 210, Pocomoke City, Md. 21851. Phone 301-957-0540.
1. PERSONNEL
General Manager—Andrew J. Douds.
2. REPRESENTATIVES
The MEDIAmerica Company.
3. FACILITIES
500 w. days; 540 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA Copyrighted contract with exceptions.
Member: National AirRadio Groups, Inc.
TIME RATES
No. 5 Eff 2/1/74—Rec'd 1/7/74.
AAA—Mon thru Sat 6-10 am & Mon thru Fri 3-7 pm.
AA—All other times.
6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	16 ti	24 ti
AAA	15	14	13	12	11
AA	11	10	9	8	7

1 min spots preempt all other spots.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Expenditures of 50.00+ to qualify for discount.

POTOMAC-CABIN JOHN
Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.
(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

PRINCE FREDERICK
Calvert County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WMJS (FM)
1973

Media Code 4 221 8500 9.00
MJS Communications, Inc., Box 547, Prince Frederick, Md. 20678. Phone 301-535-2201.
STATION'S PROGRAMMING DESCRIPTION
WMJS (FM): C & W current hits, stds. & oldies.
1. PERSONNEL
General Manager—Ada E. Gollub.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 8/1/75—Rec'd 7/16/75.
6. SPOT ANNOUNCEMENTS

WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 wk.	5.75	5.55	5.50	5.40	5.30	5.15	5.00
4 wk.	5.40	5.20	5.15	5.05	4.95	4.80	4.65
13 wk	5.25	5.05	5.00	4.90	4.80	4.65	4.50
26 wk	4.95	4.75	4.70	4.60	4.50	4.35	4.20
52 wk	4.70	4.50	4.45	4.30	4.20	4.05	3.90

30 sec: 70% of 1-min. 15 sec: 40% of 1-min.
10. SPECIAL FEATURES
5-min news/sports/special reports—1-min rate plus 50%.
5-min music segment—1-min rate plus 30%.
Marine weather forecast—1-min rate plus 20%.
Incl 15-sec open & close plus 1 1-min spot.
Submitted by Ada E. Gollub.

ROCKVILLE
Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.
(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

SALISBURY (3 AM; 2 FM)
Wicomico County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WBOC
1940
SALISBURY

AVERY-KNODEL, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 221 8600 7.00
WBOC, Inc., Radio-TV Park, Salisbury, Md. 21801. Phone 301-749-1111. TWX 710-864-9672.
1. PERSONNEL
Pres., Gen'l & Sales Mgr.—Samuel S. Carey.
Vice-Pres. & Oper. Mgr.—Jack W. Ward.
Program Director—S. Terry Kleger.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 960 kc. Directional night only.
Operating schedule: 5:45-12:05 am daily. EST.
Partial simulcast operation. Simulcast 6-10 am Mon thru Sat. For non-simulcast facilities see WBOC-FM.
4. AGENCY COMMISSION
15% time only; within 20 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 22a, 29b, 30, 33b.
Contracts: 40a, 41, 44a, 45a, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60j, 61a, 62b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
TIME RATES
No. 18-A Eff 1/1/75—Rec'd 1/6/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat sign-on-6 am & 10 am-3 pm; Sun sign-on-7 pm.
B—Mon thru Sun 7 pm-sign-off.
6. SPOT ANNOUNCEMENTS

PER	AAA		AA		A		B	
WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti.	19.00	14.00	12.00	9.00	9.50	7.25	7.25	5.50
10 ti	18.00	13.25	11.50	8.50	9.00	6.75	6.75	5.00
20 ti	17.00	12.50	11.00	8.00	8.50	6.25	6.25	4.50
30 ti	16.00	11.75	10.50	7.75	8.00	6.00	5.75	4.25
40 ti	15.00	11.00	10.00	7.50	7.50	5.75	5.25	4.00
50 ti	14.00	10.50	9.50	7.25	7.25	5.50	4.75	3.75

6. PROGRAM TIME RATES

	AAA	AA	A	B
5 min (Q)	30	22	17	12

Edited by Samuel S. Carey

WBOC-FM
1965
OCEAN CITY-SALISBURY

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 221 8601 5.00
WBOC, Inc., Radio-TV Park, Salisbury, Md. 21801. Phone 301-749-1111. TWX 710-864-9672.
Other office: 111 Dorchester St., Ocean City, Md. 21842. Phone 301-289-9062.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w., 104.7 mc. Stereo.
Operating schedule: 5:45-12:05 am daily. EST.
Antenna ht.: 610 ft. above average terrain.
Partial simulcast operation. Operated separately 10-12:05 am Mon thru Sat; all day Sun. For simulcast facilities see WBOC.
3. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.
TIME RATES
No. 18-A Eff 1/1/75—Rec'd 1/6/75.
6. SPOT ANNOUNCEMENTS

ROS:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.00	5.50	5.00	4.75	4.50	4.25
30 sec	4.50	4.00	3.75	3.50	3.25	3.00

6. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	12	24	42	60

WICO
1956
SALISBURY

NAB

Media Code 4 221 8800 3.00
Delmarva Broadcasting Corp., Box 909, Salisbury, Md. 21801. Phones 301-742-3212; 3213.
STATION'S PROGRAMMING DESCRIPTION
WICO: Programmed for adults. Country music.
1. PERSONNEL
Pres. & Gen'l Mgr.—William B. Phillips.
3. FACILITIES
1,000 w. days; 1320 kc.
Operating schedule: 5:45 am-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WICO-FM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 11/1/66—Rec'd 10/15/70.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50

7. PACKAGE PLANS

PER WK, EA:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	5.50	5.25	5.00	4.75	4.50
10 sec	4.00	3.75	3.50	3.25	3.00

WICO-FM
1969
SALISBURY

NAB

Media Code 4 221 8801 1.00
Delmarva Broadcasting Corp., Box 909, Salisbury, Md. 21801. Phones 301-742-3212, 3213.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 5:45-12:05 am. EST.
Antenna ht: 150 ft. above average terrain.
Partial simulcast operation. Operated separately sign-off-12:05 am. For simulcast facilities see WICO.
TIME RATES
Rates are identical to WICO. See that listing.

WJDY
1958
SALISBURY

NAB

Media Code 4 221 9000 9.00
Salisbury Broadcasting Co., 106 W. Circle Ave., Salisbury, Md. 21801. Phone 301-742-5191.
1. PERSONNEL
Pres. & Gen'l Mgr.—Norman Glenn.
2. REPRESENTATIVES
New York, Los Angeles, San Francisco, Chicago, Dallas—UBC Sales, Inc.
3. FACILITIES
5,000 w. days; 1470 kc.
Operating schedule: 5:25 am-local sunset.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
TIME RATES
Rates effective January 1, 1958.
Rates received March 31, 1958.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	80.00	55.00	35.00	10.00	9.00	7.50
52 times	77.00	53.00	32.00	16.50	8.65	7.25
104 times	73.00	50.00	29.00	15.00	8.15	6.75
156 times	69.00	47.00	26.00	14.00	7.70	6.35
260 times	65.00	44.00	23.00	13.00	7.00	6.00
365 times	------	------	------	------	6.50	5.50
730 times	------	------	------	------	6.00	5.00

SILVER SPRING
Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.
(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

THURMONT
Frederick County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WTHU
1967

Media Code 4 221 9100 7.00
Catoctin Broadcasting Corp., Radio Ln., Thurmont, Md. 21788. Phone 301-271-7417.
STATION'S PROGRAMMING DESCRIPTION
WTHU: Mod country days, top 40 nights.
1. PERSONNEL
Sec./Treas. & Gen'l Mgr.—Petrina B. Colby.
3. FACILITIES
500 w. days, 100 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station. 10th following agents.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
TIME RATES
No. 5 Eff 8/1/73—Rec'd 7/31/73.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	624x
1 min	6.00	5.75	5.50	5.25	5.00	4.50	4.00
30 sec	4.50	4.15	3.85	3.50	3.25	3.00	2.75

Specified time, extra 1.00.
7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.25	5.00	4.75	4.50	4.25
30 sec	4.00	3.75	3.50	3.25	3.00

Must be scheduled within 7 consec days.
NIGHTTIME
Same number of daytime spots may be purchased nighttime at the following rates.
1 min, ea. 1.50 30 sec, ea. 1.00

TOWSON
Baltimore County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Baltimore
(including Catonsville, Glen Burnie, Towson)

WESTMINSTER (1 AM; 1 FM)
Carroll County—Map Location G-2
See SRDS consumer market map and data at beginning of the state.

WTTR
1953

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 221 9200 5.00
Carroll County Broadcasting Corp., Box 828, Westminster, Md. 21157. Phone 301-848-5511.
STATION'S PROGRAMMING DESCRIPTION
WTTR: Country music except Sun.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Russell H. Morgan.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast Sat & Sun. For non-simulcast facilities see WTTR-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Tobacco and alcoholic beverage advertising not acceptable.
Affiliated with MBS.
TIME RATES
Eff——Rec'd 7/1/74.
6. SPOT ANNOUNCEMENTS

	1x	101x	251x	501x	731x	1000+
1 min	6.60	5.50	4.95	4.40	3.85	3.30
30 sec/less	5.30	4.40	4.00	3.50	3.10	3.00

WTTR-FM
1959

NAB RAB NAFMB

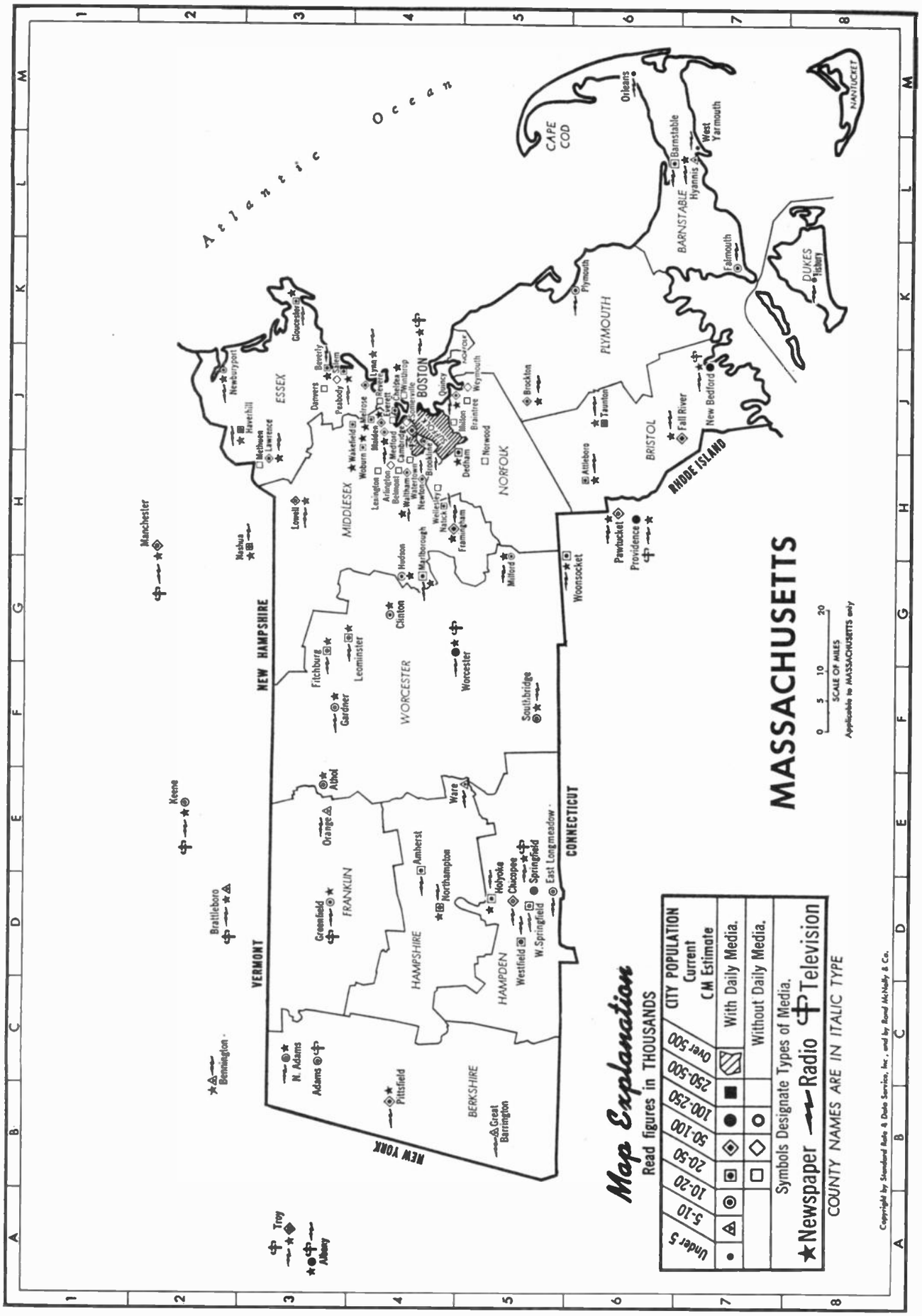
Subscriber to the NAB Radio Code
Media Code 4 221 9201 3.00
Carroll County Broadcasting Corp., Box 828, Westminster, Md. 21157. Phone 301-848-5511.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WTTR-FM: MOR music for adults.
3. FACILITIES
ERP 50,000 w.; 100.7 mc. Stereo.
Operating schedule: 5 am-midnight.
Antenna ht.: 350 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri. For simulcast facilities see WTTR.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Tobacco and alcoholic beverage advertising not acceptable.
Affiliated with MBS.
TIME RATES
Rates are identical to WTTR. See that listing.

WHEATON
Montgomery County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.
(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

WILLIAMSPORT
Washington County—Map Location E-2
See SRDS consumer market map and data at beginning of the State

See Hagerstown
(including Halfway, Williamsport)



Negro Population Data

(January 1, 1975)

STATE TOTAL	239,153
METRO AREAS	
Boston (S.M.S.A.)	151,701
Boston-Lawrence-Haverhill-Lowell (County Basis)	184,030
Brockton (S.M.S.A.)	3,470
Brockton (County Basis)	4,626
Fall River (S.M.S.A.)	625
Fitchburg-Leominster (S.M.S.A.)	1,004
Lawrence-Haverhill (S.M.S.A.)	1,701
Lowell (S.M.S.A.)	1,385
New Bedford (S.M.S.A.)	3,948
New Bedford-Fall River (County Basis)	5,420
Pittsfield (S.M.S.A.)	1,379
Pittsfield (County Basis)	2,230
Springfield-Chicopee-Holyoke (S.M.S.A.)	28,652
Springfield-Chicopee-Holyoke (County Basis)	31,860
Worcester (S.M.S.A.)	4,340
Worcester-Fitchburg-Leominster (County Basis)	8,244
Total Metros (S.M.S.A.)	198,205
Total Metros (County Basis)	236,410

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	64,860
METRO AREAS	
Boston (S.M.S.A.)	36,841
Springfield-Chicopee-Holyoke (S.M.S.A.)	10,350
Total Metros	47,191

MASSACHUSETTS

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Berkshire Group

Comprised of:
Non-Interconnected Stations
WMNB—North Adams WSBS—Great Barrington
WMNB-FM—No. Adams WCAT—Orange

Media Code 4 222 0100 4.00
Berkshire Broadcasting Co., Inc., Box 707, 466 Curran Hwy., North Adams, Mass. 01247. Phone 413-663-6567.

1. PERSONNEL
President—Donald A. Thurston.

2. REPRESENTATIVES
New York—Vic Piano Associates, Inc.
Boston—Nona Kirby Co., Inc.

4. AGENCY COMMISSION
15%, time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 25a, 28a, 28c, 29a, 38.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 601, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 7/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

CONSEC WKS PER YR:	1x	26x	52x	156x	312x
1 min	24	22	20	18	16
30 sec/less	19	17	15	13	11

7. PACKAGE PLANS

ROS WITHIN 7 DAYS:	60 ti	30 ti	15 ti
1 min	1080	600	330
30 sec/less	780	450	255

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	240	132	88	66	44
26 x	220	122	80	60	40
52 x	200	112	72	54	36
156 x	180	102	64	48	32
312 x	160	92	56	42	28

10. SPECIAL FEATURES
News—1 min, contract rate plus 6.00.
Sports—1 min/30 sec, contract rate plus 6.00.
News/Sports adjacencies—30 sec/less, contract rate plus 4.00.

(State Networks continued on page 399)

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Agawam Town—Hampden
Amherst Town—Hampshire
Andover Town—Essex
Arlington Town—Middlesex
Attleboro—Bristol
Barnstable Town—Barnstable
Belmont Town—Middlesex
Beverly—Essex
Billerica Town—Middlesex
Boston—Suffolk
Braintree Town—Norfolk
Brockton—Plymouth
Brookline Town—Norfolk
Burlington Town—Middlesex
Cambridge—Middlesex
Chelmsford Town—Middlesex
Chelsea—Suffolk
Chicopee—Hampden
Danvers Town—Essex
Dedham Town—Norfolk
Everett—Middlesex
Fall River—Bristol
Fitchburg—Worcester
Framingham Town—Middlesex
Gloucester—Essex
Haverhill—Essex
Holyoke—Hampden
Lawrence—Essex
Leominster—Worcester
Lexington Town—Middlesex
Lowell—Middlesex
Lynn—Essex
Malden—Middlesex
Marblehead Town—Essex
Marlborough—Middlesex
Medford—Middlesex
Melrose—Middlesex
Methuen Town—Essex
Milton Town—Norfolk
Natick Town—Middlesex
Needham Town—Norfolk
New Bedford—Bristol
Newton—Middlesex
Northampton—Hampshire
Norwood Town—Norfolk
Peabody—Essex
Pittsfield—Berkshire
Quincy—Norfolk
Randolph Town—Norfolk
Reading Town—Middlesex
Revere—Suffolk
Salem—Essex
Saugus Town—Essex
Somerville—Middlesex
Springfield—Hampden
Stoneham Town—Middlesex
Stoughton Town—Norfolk
Taunton—Bristol
Tewksbury Town—Middlesex
Wakefield Town—Middlesex
Waltham—Middlesex
Watertown Town—Middlesex
Wellesley Town—Norfolk
Westfield—Hampden
West Springfield Town—Hampden
Weymouth Town—Norfolk
Winchester Town—Middlesex
Winthrop Town—Suffolk
Woburn—Middlesex
Worcester—Worcester

Estimates for: STATE / COUNTY—Mas Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MASSACHUSETTS STATE TOTALS	5,831.8	1,940.84	28,366,775	14,616	5.1	10.8	10.6	28.4	40.2	13,757,408	7,088	3,257,594	437,908	2,220,012	663,642	580,524	1,978,328	907,238	2,731.08	17.6	219,371
BARNSTABLE L-6†	108.3	39.92	502,177	12,580	8.6	16.9	11.8	24.4	31.2	378,268	9,476	87,849	12,651	35,879	15,079	10,987	39,080	29,014	34.19	.3	2,329
Barnstable Town	25.4	9.29	113,702	12,239	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
BERKSHIRE B-4	149.9	50.99	688,718	13,507	5.1	11.7	11.6	30.1	36.5	371,419	7,284	99,260	10,653	51,121	17,228	15,782	54,242	32,983	81.67	1.1	12,666
Pittsfield	55.9	19.42	271,737	13,993	.....	.....	.....	.....	.....	192,192	9,897	49,950	5,535	40,546	11,229	8,497	27,265	15,982	.....	.....	.....
Pittsfield Metro Area (Official S.M.S.A.)	97.5	30.46	455,230	14,945	.....	.....	.....	.....	.....	263,140	8,639	67,162	7,524	47,490	13,661	10,921	38,097	23,032	38.45	.....	.....
Pittsfield Metro Area (county basis)	149.9	50.99	688,718	13,507	5.1	11.7	11.6	30.1	36.5	371,419	7,284	99,260	10,653	51,121	17,228	15,782	54,242	32,983	81.67	.....	.....
BRISTOL J-6	469.0	161.63	1,941,673	12,013	6.7	14.0	13.0	30.0	29.6	889,566	5,504	248,655	29,762	114,910	46,845	48,350	130,831	66,172	220.31	2.0	26,900
Attleboro	34.8	11.62	166,465	14,326	.....	.....	.....	.....	.....	72,751	6,261	19,754	1,826	4,920	5,163	2,399	17,757	5,013	.....	.....	.....
Fall River	97.1	35.78	372,945	10,423	.....	.....	.....	.....	.....	218,035	6,094	51,685	8,107	45,546	14,961	20,123	28,787	14,082	.....	.....	.....
Fall River Metro Area (Official S.M.S.A.)	178.4	58.17	725,750	12,476	.....	.....	.....	.....	.....	331,525	5,699	87,565	12,140	53,111	18,469	25,268	43,258	24,614	67.56	.....	.....
New Bedford	105.0	39.59	399,165	10,082	.....	.....	.....	.....	.....	232,287	5,867	55,813	8,960	39,996	16,184	13,997	28,582	15,586	.....	.....	.....
New Bedford Metro Area (Official S.M.S.A.)	170.7	57.38	689,915	12,024	.....	.....	.....	.....	.....	317,396	5,531	85,509	13,112	43,672	18,583	16,905	40,874	23,566	67.06	.....	.....
New Bedford-Fall River Metro Area (county basis)	469.0	161.63	1,941,673	12,013	6.7	14.0	13.0	30.0	29.6	889,566	5,504	248,655	29,762	114,910	46,845	48,350	130,831	66,172	220.31	.....	.....
Taunton	44.3	14.47	180,305	12,461	.....	.....	.....	.....	.....	79,237	5,476	23,127	2,582	2,431	4,535	4,805	12,171	6,018	.....	.....	.....
DUKES K-P	6.1	2.48	29,028	11,705	5.0	19.0	15.3	23.5	29.8	24,795	9,998	7,407	754	1,527	1,194	614	3,261	1,213	3.53	.1	255
ESSEX J-3	650.6	222.48	3,253,858	14,625	4.7	10.1	10.3	28.6	41.5	1,528,104	6,869	363,961	50,608	297,063	78,153	57,064	216,226	108,372	310.43	1.0	9,111
Andover Town	25.8	8.17	160,996	19,706	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Beverly	38.6	12.61	200,536	15,903	.....	.....	.....	.....	.....	95,214	7,551	29,002	2,826	13,131	2,070	2,130	22,449	5,780	.....	.....	.....
Danvers Town	27.4	8.10	129,969	16,046	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Gloucester	28.3	9.99	132,087	13,222	.....	.....	.....	.....	.....	65,162	6,523	18,565	2,203	9,762	2,614	2,135	9,150	4,695	.....	.....	.....
Haverhill	45.2	16.19	221,146	13,659	.....	.....	.....	.....	.....	126,862	7,836	30,743	3,557	21,606	5,257	5,547	25,452	9,692	.....	.....	.....
Lawrence	64.3	24.18	303,012	12,532	.....	.....	.....	.....	.....	181,892	7,522	31,916	7,164	26,415	13,605	13,029	36,416	14,102	.....	.....	.....
Lawrence Haverhill Metro Area (Official S.M.S.A.)	263.0	83.41	1,264,609	15,161	.....	.....	.....	.....	.....	568,912	6,821	149,112	18,551	76,005	28,247	25,403	86,138	47,313	95.67	.....	.....
Lynn	87.3	32.43	389,150	12,000	.....	.....	.....	.....	.....	221,902	6,842	61,957	8,770	18,927	14,852	10,175	40,679	12,531	.....	.....	.....
Marblehead Town	21.9	7.98	168,548	21,121	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Methuen Town	37.6	12.58	169,950	13,510	.....	.....	.....	.....	.....	50,005	3,975	14,185	1,861	10,724	1,952	2,344	1,711	6,125	.....	.....	.....
Peabody	53.4	17.02	250,767	14,734	.....	.....	.....	.....	.....	168,223	9,884	30,689	3,035	87,691	10,972	2,637	9,466	8,439	.....	.....	.....
Salem	40.5	14.75	181,738	12,321	.....	.....	.....	.....	.....	128,457	8,709	28,310	4,191	27,553	11,223	4,424	14,148	7,251	.....	.....	.....
Saugus Town	26.7	8.33	125,283	15,040	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
FRANKLIN D-3	60.2	21.47	265,840	12,382	6.3	13.6	12.3	30.2	33.2	121,731	5,670	28,776	3,706	17,705	4,109	4,085	22,731	8,888	33.31	1.6	24,018
HAMPDEN D-5†	462.0	156.98	2,150,880	13,702	5.8	11.1	11.2	29.8	37.0	1,072,544	6,832	260,458	38,182	210,583	44,587	44,710	171,313	81,469	234.68	1.0	17,963
Agawam Town	23.8	8.11	114,680	14,141	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Chicopee	67.8	21.79	287,815	13,209	.....	.....	.....	.....	.....	111,297	5,108	43,122	3,666	12,240	2,217	1,095	19,074	10,377	.....	.....	.....
Holyoke	49.7	18.35	208,038	11,337	.....	.....	.....	.....	.....	121,156	6,603	28,226	5,062	17,647	5,067	7,987	22,615	7,703	.....	.....	.....
Springfield	170.6	60.62	697,850	11,512	.....	.....	.....	.....	.....	493,756	8,145	104,280	16,735	125,153	27,934	24,766	87,683	23,786	.....	.....	.....
Springfield-Chicopee-Holyoke Metro Area (Official S.M.S.A.)	545.0	169.36	2,518,473	14,871	.....	.....	.....	.....	.....	1,226,672	7,243	304,848	44,173	238,534	51,452	48,883	199,522	91,942	210.97	.....	.....
Springfield-Chicopee-Holyoke Metro Area (county basis)	595.2	196.29	2,709,705	13,805	5.6	11.3	11.3	29.9	36.8	1,302,679	6,637	318,787	46,084	240,273	54,355	50,968	205,259	98,307	285.20	.....	.....
Westfield	32.7	10.64	147,887	13,899	.....	.....	.....	.....	.....	90,941	8,547	23,028	2,588	11,163	2,760	3,188	15,492	3,998	.....	.....	.....
West Springfield Town	29.5	10.42	147,621	14,167	.....	.....	.....	.....	.....	106,328	10,204	17,697	1,416	31,731	4,875	4,506	12,892	9,153	.....	.....	.....
HAMPSHIRE D-4	133.2	39.31	558,825	14,216	5.2	11.2	11.8	30.5	36.3	230,135	5,854	58,329	7,902	29,690	9,768	6,258	33,946	16,838	50.52	2.4	19,946
Amherst Town	30.9	6.32	113,967	18,033	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Northampton	28.9	9.08	124,791	13,744	.....	.....	.....	.....	.....	94,163	10,370	25,177	2,492	20,133	5,444	2,337	15,273	6,979	.....	.....	.....
MIDDLESEX H-4†	1,431.9	460.11	7,585,762	16,487	4.0	8.4	9.2	27.7	46.9	3,050,570	6,630	764,940	105,067	467,646	124,242	140,699	448,831	226,128	633.43	2.0	34,438
Arlington Town	54.0	19.28	310,062	16,082	.....	.....	.....	.....	.....	71,298	3,698	22,867	2,585	2,347	2,239	2,114	21,855	5,362	.....	.....	.....
Belmont Town	28.0	10.01	212,530	21,232	.....	.....	.....	.....	.....	49,651	4,960	10,769	2,912	1,252	6,223	637	13,422	5,316	.....	.....	.....
Billerica Town	36.6	10.03	142,669	14,224	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Burlington Town	25.2	6.50	110,617	17,018	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Cambridge	97.3	38.27	556,964	14,554	.....	.....	.....	.....	.....	413,294	10,799	79,347	10,818	65,391	16,034	52,590	40,409	30,271	.....	.....	.....
Chelmsford Town	37.3	10.81	188,339	17,423	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Everett	41.3	14.51	192,786	13,286	.....	.....	.....	.....	.....	45,085	3,107	17,901	2,995	2,626	567	2,028	2,625	4,997	.....	.....	.....
Framingham Town	70.2	22.56	386,447	17,130	.....	.....	.....	.....	.....	228,877	10,145	43,503	6,269	71,060	11,628	7,364	30,831	13,568	.....	.....	.....
Lexington Town	33.0	9.82	234,878	23,918	.....	.....	.....	.....	.....	58,946	6,003	13,239	2,552	1,079	1,838	840	13,557	5,210	.....	.....	.....
Lowell	94.1	32.53	388,138	11,932	.....	.....	.....	.....	.....	233,958	7,192	50,629	10,811	51,158	10,787	9,683	38,870	14,005	.....	.....	.....
Lowell Metro Area (Official S.M.S.A.)	222.7	63.25	948,743	15,000	.....	.....	.....	.....	.....	410,294	6,487	107,899	16,690	81,673	12,105	12,525	59,930	28,942	56.49	.....	.....
Malden	54.7	19.87	260,351	13,103	.....	.....	.....	.....	.....	117,773	5,927	20,118	4,848	19,831	6,776	6,890	20,122	6,879	.....	.....	.....
Marlborough	32.2	10.45	143,370	13,720	.....	.....	.....	.....	.....	58,692	5,616	20,309	1,279	6,998	1,866	1,654	7,038	4,020	.....	.....	.....
Medford	61.9	20.38	304,082	14,921	.....	.....	.....	.....	.....	163,451	8,020	49,333	4,137	25,892	5,031	3,906	23,416	6,977	.....	.....	.....
Melrose	31.9	10.47	177,512	16,954	.....	.....	.....	.....	.....	34,978	3,341	12,166	2,094	1,381	530	3,038	5,726	2,769	.....	.....	.....
Natick Town	31.2	9.65	172,499	17,876	.....	.....	.....	.....	.....	154,089	15,968	26,327	2,632	55,093	9,128	7,047	32,771	6,154	.....	.....	.....
Newton	89.3	28.66	696,896	24,316	.....	.....	.....	.....	.....	217,841	7,601	61,774	11,131	22,702	21,289	9,126	29,300	17,297	.....	.....	.....
Reading Town	23.4	7.19	130,907	18,207	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Somerville	86.6	30.67	375,500	12,243	.....	.....	.....	.....	.....	124,938	4,074	37,267	6,730	13,370	1,957	3,517	22,682	9,269	.....	.....	.....
Stoneham Town	21.3	7.12	118,036	16,578	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Tewksbury Town	25.2	6.23	94,797	15,216	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wakefield Town	25.5	8.38	140,762	16,797	.....	.....	.....	.....	.....	41,592	4,963	10,139	2,238	2,801	1,220	1,395	9,447	4,042	.....	.....	.....
Waltham	63.2	20.26	299,711	14,793	.....	.....	.....	.....	.....	187,971	9,278	45,736	4,002	35,497	6,029	7,063	21,491	11,364	.....	.....	.....
Watertown Town	38.5	13.44	203,970	16,176	.....	.....	.....	.....	.....	70,108	5,216	13,909	2,520	1,682	2,053	1,601	18,252	7,060	.....	.....	.....
Winchester Town	23.1	7.23	170,363	23,563	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Woburn	39.3	12.08	184,156	15,245	.....	.....	.....	.....	.....	89,825	7,436	30,958	1,640	22,950	1,810	1,899	13,616	6,005	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types) do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974: Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
NANTUCKET M-8†	3.8	1.45	16,637	11,474	6.3	16.1	14.1	26.3	27.5	17,007	11,729	4,227	647	220	951	293	2,272	666	2.19	.....	.....
NORFOLK H-5†	619.4	196.12	3,576,317	18,235	3.1	6.7	7.8	26.5	53.0	1,513,922	7,719	343,444	42,629	202,436	74,386	85,392	238,236	94,848	285.79	.4	5,116
Braintree Town	36.2	10.68	185,773	17,394	.....	.....	.....	.....	.....	149,273	13,977	22,758	1,743	67,184	6,204	3,831	13,831	70,403	.....	.....	.....
Brookline Town	55.0	23.09	501,575	21,723	.....	.....	.....	.....	.....	111,781	4,841	29,956	5,219	2,443	8,602	6,196	15,817	7,804	.....	.....	.....
Dedham Town	27.8	8.58	149,943	17,476	.....	.....	.....	.....	.....	120,489	14,043	17,056	2,160	19,184	4,246	39,652	14,476	4,723	.....	.....	.....
Milton Town	27.3	8.63	191,537	22,194	.....	.....	.....	.....	.....	22,979	2,663	4,919	1,298	290	143	495	7,878	2,853	.....	.....	.....
Needham Town	31.0	9.73	219,514	22,561	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Norwood Town	32.7	10.46	172,223	16,465	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Quincy	88.2	30.94	444,793	14,376	.....	.....	.....	.....	.....	269,321	8,705	57,509	7,300	56,374	14,555	19,039	40,938	13,913	.....	.....	.....
Randolph Town	29.8	8.70	139,635	16,050	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Stoughton Town	25.9	7.62	112,261	14,732	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wellesley Town	28.4	8.57	241,309	28,157	.....	.....	.....	.....	.....	88,146	10,285	17,965	3,081	2,371	11,647	2,946	23,332	5,986	.....	.....	.....
Weymouth Town	56.2	17.38	274,381	15,787	.....	.....	.....	.....	.....	82,235	4,732	29,170	3,462	6,397	912	1,860	14,169	8,926	.....	.....	.....
PLYMOUTH K-6	367.0	115.52	1,629,247	14,104	4.6	10.0	10.9	30.8	39.3	689,951	5,973	191,504	21,313	106,894	33,188	24,399	104,853	49,783	152.93	2.0	28,079
Brockton	95.6	32.16	406,864	12,651	.....	.....	.....	.....	.....	265,721	8,262	62,188	5,969	59,610	19,389	12,673	33,357	12,717	.....	.....	.....
Brockton Metro Area (Official S.M.S.A.)	165.0	47.72	694,447	14,553	.....	.....	.....	.....	.....	342,212	7,171	89,954	10,114	55,239	18,751	13,913	55,389	23,562	47.34	.....	.....
Brockton Metro Area (county basis)	367.0	115.52	1,629,247	14,104	4.6	10.0	10.9	30.8	39.3	689.951	5,973	191,504	21,313	106,894	33,188	24,399	104,853	49,783	152.93	.....	.....
SUFFOLK J-4†	721.1	258.95	3,188,650	12,314	8.2	14.4	12.0	26.3	31.4	2,544,574	9,827	438,056	69,021	510,383	149,951	83,786	298,510	95,206	377.49	.....	.....
Boston	619.1	225.92	2,762,769	12,229	.....	.....	.....	.....	.....	2,223,903	9,843	376,095	61,137	486,773	142,668	76,352	260,734	82,102	.....	.....	.....
Boston Metro Area (Official S.M.S.A.)	2,952.6	921.82	15,527,207	16,844	.....	.....	.....	.....	.....	8,071,912	8,756	1,628,890	228,609	1,352,465	390,302	326,636	1,040,453	433,654	1,153.21	.....	.....
Boston-Lawrence-Haverhill-Lowell Metro Area (county basis)	3,423.0	1,137.66	17,604,587	15,474	4.8	9.8	9.8	27.3	43.7	8,637,170	7,592	1,910,401	267,325	1,477,528	426,732	366,941	1,201,803	524,554	1,607.14	.....	.....
Chelsea	31.7	10.42	120,469	11,561	.....	.....	.....	.....	.....	124,653	11,963	20,953	3,097	9,393	2,009	2,272	14,607	4,798	.....	.....	.....
Revere	47.9	15.69	203,574	12,975	.....	.....	.....	.....	.....	170,729	10,881	35,442	3,005	13,986	4,732	5,020	19,345	6,266	.....	.....	.....
Winthrop Town	22.4	6.92	101,838	14,716	.....	.....	.....	.....	.....	25,289	3,654	5,566	1,782	231	542	142	3,824	2,040	.....	.....	.....
WORCESTER F-4	649.3	213.43	2,979,163	13,959	5.0	10.8	11.6	30.7	37.3	1,324,822	6,207	360,728	45,013	173,955	63,961	58,105	213,996	95,658	310.61	3.7	38,550
Fitchburg	42.9	15.06	186,699	12,397	.....	.....	.....	.....	.....	108,894	7,231	28,188	3,886	14,517	8,433	4,157	14,974	6,595	.....	.....	.....
Fitchburg-Leominster Metro Area (Official S.M.S.A.)	98.7	30.70	452,451	14,738	.....	.....	.....	.....	.....	198,230	6,457	51,292	6,862	35,588	11,076	9,192	25,777	13,436	21.31	.....	.....
Leominster	36.2	11.93	164,866	13,819	.....	.....	.....	.....	.....	73,090	6,127	21,448	2,359	20,928	2,355	3,509	8,285	4,464	.....	.....	.....
Worcester	170.3	59.11	812,594	13,747	.....	.....	.....	.....	.....	489,479	8,281	112,755	15,635	91,962	36,919	25,658	90,650	32,063	.....	.....	.....
Worcester Metro Area (Official S.M.S.A.)	379.3	115.32	1,771,288	15,360	.....	.....	.....	.....	.....	842,436	7,305	217,937	27,891	118,467	44,093	36,631	144,035	58,517	148.65	.....	.....
Worcester-Fitchburg-Leominster Metro Area (county basis)	649.3	213.43	2,979,163	13,959	5.0	10.8	11.6	30.7	37.3	1,324,822	6,207	360,728	45,013	173,955	63,961	58,105	213,996	95,658	310.61	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State Networks—Continued

Curt Gowdy Broadcasting

Comprised of:
Non-Interconnected Stations
WCCM—Lawrence WBRX—Portsmouth,
WCGY (FM)—Lawrence N. H.

Media Code 4 222 0137 6.00
Sales office: 33 Franklin St., Lawrence, Mass. 01840. Phone 617-683-7171. Boston phone 617-729-9470.

1. PERSONNEL
President—Curt Gowdy.
General Manager—Norm Goldsmith.

2. REPRESENTATIVES
Selcom, Inc.

4. AGENCY COMMISSION
15% time only.

TIME RATES
No. 5 Eff 5/25/75—Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS
WCCM/WCGY (FM)/WBRX COMBINATION

	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	40.00	36.50	33.00	29.50	26.00
30 sec	32.00	29.20	26.40	23.50	20.80

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WCGY (FM)/WBRX COMBINATION

1 min	26.00	24.00	22.00	20.00	18.00
30 sec	20.80	19.20	17.60	16.00	14.40

Fixed position, extra 10%.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WCCM/WCGY (FM) COMBINATION
See WCGY (FM) listing for rates.
Edited by John Bassett.

KNOWN QUALITY STATIONS

Alan Torbet Associates, Inc.

Comprised of:
Interconnected by tape &
Non-Interconnected Stations
WGIR—Manchester, N. H. WHER-FM—Portsmouth, N. H.
WGIR-FM—Manchester, N. H. WEIM—Fitchburg, Mass.
WSAR—Fall River, Mass. WSRS (FM)—Worcester, Mass.
WHEB—Portsmouth, N. H.

Media Code 4 230 0600 6.00
Sales office: 590 Commonwealth Ave., Boston, Mass. 02215. Phone 617-262-1950.

1. PERSONNEL
President—Norman Knight.
Vice-President—N. Scott Knight.
Sales Manager—Rich Ralsbaugh.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Boston—Knight Sales, Inc.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
No. RBP-13 Eff 9/30/74—Rec'd 10/21/74.
Drive—6-10 am & 4-8 pm.
Housewife—10 am-4 pm.
Evening—8 pm-1 am.

7. PACKAGE PLANS
RING BOSTON 5-MARKET PLAN

	Drive 1 min	Drive 30 sec	Housewife 1 min	Housewife 30 sec	Evening 1 min	Evening 30 sec
6 ti	88.00	65.60	72.00	54.40	56.00	46.40
12 ti	80.00	60.80	67.20	49.60	51.20	41.60
24 ti	72.00	54.40	62.40	44.80	46.40	36.80
30 ti	64.00	48.00	57.60	40.00	41.60	32.00

Rates reflect 20% discount.

AMHERST

Hampshire County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WTTT

1963

NAB

Media Code 4 222 0280 6.00
WTTT, Inc., Box 67, Route 9, Amherst, Mass. 01002. Phone 413-256-6794.

STATION'S PROGRAMMING DESCRIPTION
WTTT: Programmed for adults and collegiate listeners.
NEWS: 7, 8 am, noon & 5 pm full 1/2 hour reports that include world, national, regional & local news; complete weather, sports & local calendar; 10 min summaries of world, national, regional news at :60. SPORTS: college football. MUSIC: showtunes, standards, film music, trend, jazz, folk, light classic, both vocal & instrumental. Sun pm, blocks of original cast, pop concert & serious music concert. 9:15-9:45 am & 2:10-2:30 pm daily phone show. 12:30-1 pm interview show once or twice weekly. Contact Representative for further details. Rec'd 4/29/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ted Peene.

2. REPRESENTATIVES
Boston—Eckels & Queen, Inc.

3. FACILITIES
5,000 w. days; 1430 kc. Directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15e.
Basic Rates: 20a, 21a, 23a, 25a, 28b.
Contracts: 40a, 46, 48, 51c.
Comb.; Cont. Discounts: 62d.
Cancellation: 73b.
Prod. Services: 80, 82.

TIME RATES
No. 4 Eff 9/1/70—Rec'd 7/27/70.

6. SPOT ANNOUNCEMENTS
1 min 7.50 30 sec 5.00
Rates apply regardless of frequency or duration of contract. Guaranteed position subject to move within the hour.

TRAFFIC TIMES
(6:30-9 am & 4-7 pm)
Add 1.00 to applicable rate.

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1 x	75	60	30	22	15	10

10. SPECIAL FEATURES
NEWSCASTS ADJACENCIES
Add 1.50 to applicable spot rate for guaranteed newscast adjacencies.

ATTLEBORO

Bristol County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WARA

1950

Media Code 4 222 0390 1.00
Attleboro Radio Assn., Inc., 8 N. Main St., Attleboro, Mass. 02703. Phone 617-222-1320.

STATION'S PROGRAMMING DESCRIPTION
WARA: Programmed for general mass appeal.
NEWS: 15 min news, weather & sports round-up every 15 min 5:30-8 am & noon, 3:30, 4:30, 5:30, 6 & 10 pm; 30 min at 8 am; all others 5 min. Talk programs 12:15-1 pm M-F, 9:30-11:30 am Sat. SPORTS: high school football & basketball. MUSIC: 60% popular, 30% present hits, 10% past hits. FEATURES: birth announcements, obituaries, social calendar, interviews, contests, etc., interspersed with music 8:30 am-4 pm. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
General Manager—Joseph C. Rayball.
Sales Manager—Stan Morgan.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
Boston—Creed Associates, Inc.

3. FACILITIES
1,000 w.; 1320 kc. Directional—separate patterns, day and night.
Operating schedule: 5:30 am-midnight.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 26, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 51e.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 22 Eff 10/74—Rec'd 10/4/74.
AAA—5:30-9 am, noon-1 pm & 4-7 pm.
AA—9 am-noon & 1-4 pm.
A—7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
1 x	11.50	10.50	9.50	10.50	9.50	8.50
50 x	9.50	8.50	7.50	8.50	7.50	6.50
150 x	8.00	7.00	6.00	7.00	6.00	5.00
300 x	6.50	5.50	4.50	5.50	4.50	3.50
500 x	6.00	5.00	4.00	5.00	4.00	3.00
1000x	5.50	4.50	3.50	4.50	3.50	2.50
2000x	5.00	4.00	3.00	4.00	3.00	2.00

7. PACKAGE PLANS

PER WK, BTA:	7 ti	14 ti	28 ti	42 ti	56 ti
1 min, ea.	10	9	8	7	6
30 sec, ea.	8	7	6	5	4

Firm 4 consec wks, 10% discount.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1-min rate	2x	5x	10x	20x

10. SPECIAL FEATURES
News & News adjacencies—Applicable rate plus 1.00.
Talk Show—Applicable rate plus 2.00.

BARNSTABLE-HYANNIS

(2 FM)

Plus 1 paid cross reference.
Barnstable County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

WCOD (FM)

1967
HYANNIS

American Contemporary Ntwk

NAB

Media Code 4 222 0420 6.00
Kotcom Broadcasting, Inc., 105 Stevens St., Hyannis, Mass. 02601. Phone 617-775-6300.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dana M. Kott.
Sales Manager—Stephen S. Dane.
Operations Manager—Ray Brown.

(This listing continued on next page)

Barnstable-Hyannis—WCOD (FM)—Cont'd

2. REPRESENTATIVES
Knight Sales, Inc.
3. FACILITIES
ERP 25,000 w.: 106.1 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 180 ft. above average terrain.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b. 16.
Basic Rates: 20b, 21d, 23a, 23b, 24a, 24b, 24c, 25a, 29a, 29b, 30, 33a.
Contracts: 40a, 41.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 2/26/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	14 ti	21 ti
1 wk	18.00	16.00	14.00	13.00	12.00
13 wk	.....	12.00	11.00	10.00	9.50
26 wk	.....	9.50	8.75	8.50	8.25
Monthly	.....	15.00	12.50	11.50	11.00
Yearly	.....	8.75	7.75	7.25	7.00
		28 ti	35 ti	42 ti	49 ti
1 wk		10.50	9.75	9.25	8.75
13 wk		8.75	8.25	8.00	7.50
26 wk		8.00	7.75	7.25	6.75
Monthly		10.00	9.25	8.75	8.00
Yearly		6.75	6.50	6.25	5.50

30 sec: 80% of 1-min.
Fri noon-Mon noon, extra 20%.

10. SPECIAL FEATURES

NEWSCASTS, PER WK:	1 ti	5 ti	10 ti
1/2 hr, 8 am & 5:30 pm	25	20	15
	3 ti	5 ti	10 ti	12 ti
Features	20	18	15	10

Incl open & close plus 1-min spot.
Submitted by Dana M. Kott.

WOCB
WEST YARMOUTH

City of license, West Yarmouth, Mass.
Hyannis Studio: 344 Main St., Hyannis, Mass. 02601. Phone 617-775-6777.
See listing under West Yarmouth, Mass.

WQRC (FM)
1969
SARNSTABLE

Media Code 4 222 0450 3.00
Cape Cod Broadcasting Co., Inc., 76 Falmouth Rd., Hyannis, Mass. 02601. Phones 617-771-1224, 1225.

STATION'S PROGRAMMING DESCRIPTION
WQRC (FM): NEWS: 5 min on hour; 2 min at :30; expanded reports at 6:30, 7, 7:30, 8, 8:30 am, noon and 6 pm. SPORTS: 5 min at 8:35 am and 6:15 pm. Business news: 5 min at 6:10 pm. MUSIC: 10 and 15 min segments of uninterrupted records including albums of standards, show tunes, film and TV scores, commercial jazz, light folk, etc., both vocal and instrumental. Mobile units with two-way radios available and remotes are produced. Contact Representative for further details. Rec'd 10/8/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald P. Moore.
Station Manager—Robert W. Davis.
Program Director—Richard M. Golden.
2. REPRESENTATIVES
New England—Creed Associates, Inc.
New York—Michael Fulford Company, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mc. Stereo.
Operating schedule: 6-1 am daily. EST.
Antenna ht.: 445 ft. above average terrain.
4. AGENCY COMMISSION
15% time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 8a, 8b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15b.
Basic Rates: 20b, 21a, 21d, 23a, 24a, 24c, 25a, 26, 29a, 33c.
Contracts: 40a, 42b, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61b, 62b.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
20% rate increase June 1-Sept. 1.

TIME RATES
No. 4 Eff 10/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	6 ti	11 ti	21 ti	31+
1 min	13.50	11.20	10.00	8.80	6.75
30 sec	10.90	8.80	7.95	7.05	5.30

Fixed times & adjacencies, extra 10%; when available.

10. SPECIAL FEATURES

News	17.00
Weather	17.65
Daily Commentary	17.65
Boston Pops Concerts	20.00
Symphony in Stereo	88.00

DISCOUNT
26 wk—5% 52 wk—10%
Subject to short rate.

BEVERLY

Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WMLO
1960

RAB

Media Code 4 222 0520 3.00
Algonquin Broadcasting Corp., Box 344, Beverly, Mass. 01915. Phone 617-774-7000.

STATION'S PROGRAMMING DESCRIPTION
WMLO: Current hits.
Personality handles music segments. NEWS: 10 min at :60 & :30, 6-9 am, 12N, 4 & 5 pm; 5 min at :60 all other hours. SPORTS: local at 6:40 & 8:05 am; call-in sports show 4-6 pm; commentator 8:10 am, 12:10 & 5:10 pm; play-by-play local football, baseball & hockey. Remotes weekly from retail stores. Contact Representative for further details. Rec'd 5/29/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John E. Weld.
2. REPRESENTATIVES
Boston—Eckels & Queen, Inc.
3. FACILITIES
500 w. days; 1570 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21b, 22a, 24a, 25a, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 44a, 46, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 601, 61a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/30/74—Rec'd 12/5/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Flat	10	6

Fixed position, extra 10%.

WEEKLY VOLUME PLANS

	10 ti	20 ti	30 ti
Discount	10%	20%	30%

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
Flat	80	56	32	24	16

WEEKLY VOLUME PLANS

	10 ti	20 ti	30 ti	40 ti	50 ti
Discount	10%	20%	30%	40%	50%

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

BOSTON (16 AM; 12 FM)

Plus 2 paid duplicate listings.
(including Brookline, Combridge, Framingham, Lynn, Medford, Newton, Woltham)
Boston, Suffolk County—Map Location J-4
Brookline, Norfolk County—Map Location H-5
Cambridge, Middlesex County—Map Location H-4
Framingham, Middlesex County—Map Location H-4
Lynn, Essex County—Map Location J-3
Medford, Middlesex County—Map Location H-4
Newton, Middlesex County—Map Location H-4
Waltham, Middlesex County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	200	100	105	80
B	155	80	104	60
C	125	70	95	45
D	104	70	90	44
AVERAGE	146	80	99	57

WBCN (FM)
1958
BOSTON

NAFMB

Media Code 4 222 0650 6.00
WBCN, Inc., 5005 Prudential Tower, Boston, Mass. 02199. Phone 617-266-1111.

STATION'S PROGRAMMING DESCRIPTION
WBCN (FM): MUSIC: rock, folk rock, jazz, blues, folk, gospel and a small amount of classical. It is oriented towards 18-34 age bracket. Each individual announcer spontaneously programs his own daily broadcasting slot. Exposure is given to new or unknown artists, provided music is in accord with station's programming. Contact Representative for further details. Rec'd 5/16/69.

1. PERSONNEL
Chrmn. & Treas.—T. Mitchell Hastings, Jr.
Vice-Pres. & Gen'l Mgr.—Alfred R. Perry.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 742 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 8.
Rate Protection: 10b, 11c, 11d, 12c, 14c, 15a.
Basic Rates: 20a, 22a, 22b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47c.
Comb.; Cont. Discounts: 60f, 60h.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 21 Eff 8/1/75—Rec'd 6/30/73.
AAA—Mon thru Fri 6-10 am & 3 pm-1 am; Sat & Sun 10-1 am.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	65	60	44	38	20	16
12 ti	60	55	40	36	18	14
18 ti	56	48	38	34	16	12
24 ti	52	44	36	32	12	10

Fixed, extra 20%.

10. SPECIAL FEATURES
Newscasts—1-1/2x applicable 1-min.
Edited by Alfred R. Perry.

WBOS (FM)
1959
BROOKLINE

NAB RAB NAFMB

Media Code 4 222 0781 1.00
Champion Broadcasting System, Inc., 275 Tremont St., Boston, Mass. 02116. Phone 617-357-8677.
See affiliated AM station for additional information.
AM facilities: WHNT.

STATION'S PROGRAMMING DESCRIPTION
WBOS (FM): Programmed for general mass appeal. MUSIC: popular, includes standards, film, light folk, vocal & instrumental, programmed in 1/4 hour segments. NEWS: at :60. Public affairs of local community interest—5 1/2 hour programs weekly. Rec'd 11/10/71.

3. FACILITIES
ERP 12.200 w.; 92.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 888 ft. above average terrain.

TIME RATES
Eff 5/15/73—Rec'd 8/20/73.
AA—Mon thru Sun 8 am-8 pm.
A—Mon thru Sun 6 am-8 am & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18+
AA	24	22	20
A	22	20	18

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WBZ
1921
BOSTON

GROUP W WESTINGHOUSE BROADCASTING COMPANY

RAR RADIO ADVERTISING REPRESENTATIVES, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 222 0910 6.00
Westinghouse Broadcasting Co., Inc., WBZ Radio and TV Center, 1170 Soldiers Field Rd., Boston, Mass. 02134. Phone 617-254-5670. TWX 710-330-6316.

STATION'S PROGRAMMING DESCRIPTION
WBZ: Programmed for general mass appeal.
3 music personalities 5:30 am-4 pm. Tele/talk programs 6 pm-6 am. NEWS: 10-min at 6, 7, 8 am, 12N. 2 hr block 4-6 pm; 5-min at 6:30, 7:30, 8:30 am. SPORTS: Pro & college football play-by-play; Pro hockey & basketball; sports reports 6:15, 6:45, 7:15, 7:45, 8:15, 8:45 am, 4:15, 4:45, 5:15 & 5:45 pm. Weather at 6:55 am. MUSIC: 50% popular, 50% recent hits. Public affairs Sun 5-8 am. Contact Representative for further details. Rec'd 9/4/73.

1. PERSONNEL
General Manager—Bill Cusack.
General Sales Manager—Doug Auerbach.
2. REPRESENTATIVES
Radio Advertising Representatives, Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
50,000 w.; 1030 kc. Directional—same pattern, all hours, clear channel.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 14e, 16.
Basic Rates: 20b, 22b, 23a, 24a, 25a, 33a.
Contracts: 40b, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 601, 61a, 62b.
Cancellation: 71a, 73b.
Announcement contracts subject to cancellation on 14 days prior written notice, but no such notice shall be effective until 14 days after start of broadcasts.
Program contracts subject to cancellation on 28 days prior written notice, but no such notice shall be effective until 28 days after start of broadcasts.
Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will not be binding on station. Announcements and program periods may not be combined for discount purposes except for incentive discounts.

POLITICAL
Time is sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act and with the Federal Communications Commission rules and regulations appertaining to political broadcasting and to all other pertinent statues, rules and regulations, both federal and state.

Incentive Discounts
Minimum weekly expenditure—100.00, news or announcements.
26 consec wks. 5% 52 consec wks. 10%

TIME RATES
No. 20 Eff 4/29/74—Rec'd 4/3/74.
AA—Mon thru Sat 6-10 am. Rotating.
A—Mon thru Fri 3-8 pm.
B—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 8 am-8 pm.
C—Mon thru Sun 8 pm-midnight; Mon thru Sat 5-6 am; Sun 5:30-8 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	20 ti	28 ti
1 MINUTE					
AA	200	.....	.....	.....	.....
A	125	115	105	95	85
B	90	80	70	65	60
C	60	50	45	41	35
30 SECONDS					
AA	170	.....	.....	.....	.....
A	106	98	89	81	72
B	77	68	60	55	51
C	51	43	38	35	30

10 sec: 60% of 1-min.

7. PACKAGE PLANS

M. A. N. PLAN
Mon thru Sat 5:30-10 am—25%.
Mon thru Fri 3-8 pm—25%.
Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 8 am-8 pm—25%.
Mon thru Sat 5-5:30 am; Mon thru Sun 8 pm-midnight and/or Sun 8 am-8 pm—25%.
The above times are preemptible, wkly.

WKLY EA:	8 ti	12 ti	20 ti	28 ti	40 ti
1 min	95	90	81	75	70
30 sec	81	77	69	64	60

10 sec: 60% of 1-min.
If combination of min, 30 and/or 10-sec is purchased, ea length spot must be used in units of 4 with percentage distribution as shown.

BULK PLAN
1/4 ea, AA, A, B, C (C and/or Sun 8 am-8 pm):

52 WKS:	1 min		1 min
1000 x, ea	70	1500 x, ea	65

Preemptible by Wkly & M. A. N. Plans. Contract in advance. Subject to Wkly Plan short rate if cancelled. Not combinable with other package plans.

ROS PLAN

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
10 ti	80	68	55	47	40	34
20 ti	....	....	50	43	33	28

Scheduled station's discretion in class ordered within 1 wk period. Preemptible without notice. Not combinable & no additional discounts.

9. PARTICIPATING PROGRAMS
Nightlight—Tues thru Sun midnight-5 am:

PER WK:	1 ti	10 ti	20 ti
1 min	25	20	15
30 sec	21	17	12

All plans, except ROS, contribute to Nightlight.

SPONSORSHIP OF NIGHTLIGHT SHOW
1-2 night per wk. 300 3+ night per wk. 250

10. SPECIAL FEATURES

5-MINUTE NEWS PROGRAMS
1—Mon thru Sat 6:30, 7, 8, 8:30 & 6:55 am weather.
2—Mon thru Sat 9 am, 4:30, 5 & 5:30 pm.
3—Mon thru Sat 10, 11 am, noon, 1, 2, 3, 4, & 7 pm; Sun 6 am-7 pm.
4—Mon thru Sun 8, 9, 10 & 11 pm. Rotating daily & hourly.
5—Mon thru Sun midnight, 1, 2, 3, 4, & 5 am.
Not combinable.

PER WK:	CLASS 1	2	3	4	5
1 ti	240	165	100	70	30
6 ti	.....	145	90	65	27
12 ti	.....	.....	80	55	25

Except preemptible, contribute toward further discounts under Weekly Plan only.
PREMIUM RATE: 1 min spot 4-6 pm, per spot 140.00.

(This listing continued on next page)

CAUTION
YOU'RE MISSING 93%*
*APRIL/MAY 1974 ARB
You can't cover Maine or the nation's 75th ADI radio market from Boston.
BOSTON STATIONS DELIVERED ONLY A 7% SHARE OF PORTLAND'S ADI.
GREATER PORTLAND RADIO BROADCASTERS ASSOCIATION

NEWS PROGRAMS—PREEMPTIBLE

PER WK:	Class 2	3	4
3 ti	135	75	56
6 ti	115	65	50
12 ti	105	60	44

COPTER TRAFFIC/SPORTS REPORTS
Pkg of 10 programs, strips Mon thru Fri 6-9 am & 4-6 pm (rotating): 10 sec open plus 1-min spot, per wk 1750.00. Combinable with wkly plan only. Regular incentive discounts apply.

WCAS
1948
CAMBRIDGE

KAISER BROADCASTING CORPORATION

NAB

Subscriber to the NAB Radio Code
Media Code 4 222 1040 1.00
Kaiser Broadcasting Corp., 620 Massachusetts Ave., Cambridge, Mass. 02139. Phone 617 492 6450.

STATION'S PROGRAMMING DESCRIPTION
WCAS: Programmed for young adults (18-34).
MUSIC: Blend of rock, folk/rock, folk & popular vocal music. 50% current hits & albums. 50% hits of the past. Minimum DJ, long clusters of music.
NEWS: at 7, 8, 9, & 10 am. 12N & 2, 4 & 6 pm. Community reports at 10:05 am & 2:05 pm. Public service announcements of local origin & community Calendar of events. COMMERCIAL POLICY: 9 min max. per hour. 5 commercial breaks. Rec'd 7/25/74.

1. PERSONNEL
Station Manager—Merrill Smith.

2. FACILITIES
250 w.; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60f, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a

TIME RATES
No. 3 Eff 3/1/75—Rec'd 3/26/75.

6. SPOT ANNOUNCEMENTS
ROS

PER WK, EA:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
1 min	20	18	17	16	15	14	13
30 sec	16	14	13	12	11	10	9

Special/fixed: Extra 15%.

7. PACKAGE PLANS

BULK,	13 wk		26 wk		52 wk	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
7 ti	16.50	13.50	15.50	13.00	14.00	11.50
14 ti	15.50	13.00	14.00	11.50	12.50	10.50
21 ti	14.50	12.00	13.00	11.00	12.00	10.00

WCGY (FM)
1959
LAWRENCE

NAB

A Curt Gowdy Station
(This is a paid duplicate of the listing appearing under Lawrence, Mass.)
Media Code 4 222 4745 2.00
Curt Gowdy Broadcasting Corp., 33 Franklin St., Lawrence, Mass. 01840. Phone 617-683-7171.

STATION'S PROGRAMMING DESCRIPTION
WCGY (FM): Programmed for young adults.
MUSIC: Rock. NEWS: 2-min at :58. COMMERCIAL POLICY: music in approximately 15 min blocks with commercial breaks at approximately :13, :28, :43 & :56. Maximum & commercial units per hour. Contact Representative for further details. Rec'd 5/11/75.

1. PERSONNEL
President—Curt Gowdy.
General Manager—Charles Dent.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 402 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22a, 23a, 24c, 25a, 28b, 33a.
Contracts: 40a, 41, 42c, 43, 44b, 46, 51b.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WCCM.
Member: Curt Gowdy Broadcasting.

TIME RATES
No. 2 Eff 5/25/75—Rec'd 5/1/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.
A—Tues thru Sun midnight-6 am.

7. PACKAGE PLANS
SATURATION

PER WK, EA:	AAA 1 min	AAA 30/10	AA 1 min	AA 30/10	A 1 min	A 30/10
1 ti	18.00	14.40	16.00	12.80	8.00	6.40
6 ti	16.50	13.20	14.50	11.60	6.00	4.80
12 ti	15.00	12.00	13.00	10.40	4.00	3.20
18 ti	13.50	10.80	11.50	9.20	----	----
24 ti	12.00	9.60	10.00	8.00	----	----
30 ti	10.50	8.40	8.50	6.80	----	----

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WCGY (FM)/WCCM COMBINATION
No. 5 Eff 5/25/75—Rec'd 5/1/75.

6. SPDT ANNOUNCEMENTS

ROS	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	27.50	25.00	22.50	20.00
30 sec	24.00	22.00	20.00	18.50	16.00

Fixed position, extra 10%.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Charles E. Dent.

(D)

WCOP
1935
BOSTON

NBC Radio Network

HR STONE radio

NAB RAB

A Plough, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 222 1170 6.00
Plough Broadcasting Co., Inc., 234 Clarendon St., Boston, Mass. 02116. Phone 617-267-0123.

1. PERSONNEL
President—Harold R. Kreisiein (Memphis).
Vice-Pres. & Gen'l Mgr.—John F. Crohan.
Sales Manager—Charles E. Dent, Jr.

2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 1150 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection. 10b, 11b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a. 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 661, 61a, 62a.
Cancellation: 70a, 71a, 73a.
Affiliated with NBC.

TIME RATES
No. 20 Eff 6/1/75—Rec'd 6/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	25	24	23	22	21	20
30 sec	20	19	18	17	16	15

7. PACKAGE PLANS
AM Drive—Mon thru Fri 6-10 am.
Daytime—Mon thru Fri noon-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
Evening—Mon thru Fri 7 pm-midnight.
Wknd—Sat & Sun all day.

1 MINUTE

PER WK: / PER YR:	1-12 ti 156x	18 ti 312x	24 ti 520x	30 ti 780x	36 ti 1040x
AMD	30	29	28	27	26
Day	25	24	23	22	21
PMD	28	27	26	25	24
Eve	20	19	18	17	16
Wknd	25	24	23	22	21

30 SECONDS

AMD	24	23	22	21	20
Day	20	19	18	17	16
PMD	22	21	20	19	18
Eve	16	15	14	13	12
Wknd	20	19	18	17	16

9. PARTICIPATING PROGRAMS
Boston Kitchen—Mon thru Fri 10 am-noon, flat 40.00.

10. SPECIAL FEATURES
Newscasts—1-1/2 x 1-min.

10% discount when AM/FM combine for frequency.
Edited by John F. Crohan.

WCOP-FM
1948
BOSTON

HR STONE radio

NAB RAB

A Plough, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 222 1171 4.00
Plough Broadcasting Co., Inc., 234 Clarendon St., Boston, Mass. 02116. Phone 617-267-0123.
See affiliated AM station for additional information.

1. PERSONNEL
Station Manager—Gus Saunders.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 500 ft. above average terrain.

TIME RATES
No. 4 Eff 6/1/75—Rec'd 6/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	15	14	13	12	11	10
30 sec	12	11	10	9	8	7

7. PACKAGE PLANS
AM Drive—Mon thru Fri 6-10 am.
Daytime—Mon thru Fri 10-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
Evening—Mon thru Fri 7 pm-midnight.
Wknd—Sat & Sun all day.

1 MINUTE

PER WK: / PER YR:	1-12 ti 156x	18 ti 312x	24 ti 520x	30 ti 780x	36 ti 1040x
AMD	15	14	13	12	11
Day	14	13	12	11	10
PMD	16	15	14	13	12
Eve	12	11	10	9	7
Wknd	15	14	13	12	11

30 SECONDS

PER WK: / PER YR:	1-12 ti 156x	18 ti 312x	24 ti 520x	30 ti 780x	36 ti 1040x
AMD	12	11	10	9	8
Day	11	10	9	8	7
PMD	13	12	11	10	9
Eve	10	9	8	7	6
Wknd	12	11	10	9	8

10% discount when AM/FM combine for frequency.
Edited by John F. Crohan.

WCOZ (FM)
(formerly WHDH-FM)
1948
BOSTON

Independent

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 222 1235 7.00
WHDH, Inc., 441 Stuart St., Boston, Mass. 02116. Phone 617-247-0850. TWX 710-333-0173.
See affiliated AM station for additional information.
AM facilities: WHDH.

1. PERSONNEL
General Sales Manager—William Wayland.

2. FACILITIES
ERP 6,700 w. (horiz.), 6,700 w. (vert.); 94.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,140 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 1 Eff 8/15/75—Rec'd 7/30/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10-1 am.
AA—Mon thru Sun 1-6 am; Sun 6-10 am.
A—Mon thru Sun 1-6 am: Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	35	32	28	25	22
AA	32	28	25	22	20

A: Flat 12.00.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Submitted by Chuck Williams.

WCRB WCRB-FM
1947 1653
BOSTON-WALTHAM

NAFMB

Media Code 4 222 1300 9.00
Charles River Broadcasting Co.
Boston Studio and Sales Office—Copley Plaza Hotel, Boston, Mass. 02116. Phone 617-893-7080. New York Phone 212-759-5595.
Send all copy and billing to WCRR, 750 South St., Waltham, Mass. 02154.
WCBB: Programmed for general interest.
MUSIC: serious music featuring symphonies, concertos, cantatas, motets, chamber music, opera, baroque, ballet and solo instruments featured 10 am-noon, 1-4 pm & 7 pm-1 am. Waltzes, polkas, marches, brief classical pieces & some standard orchestral popular favorites 6-9 am, noon-1 pm & 4-7 pm daily. NEWS: 5 min network hourly with 3 min local summaries, except in concert programs. Half hourly regional 5 min newscasts added in drivetimes. Contact Representative for further details. Rec'd 7/6/71.

1. PERSONNEL
President—Theodore Jones.
Executive Vice-President—Richard L. Kaye.
National Sales Manager—John Donofrio.

2. REPRESENTATIVES
Charles River Broadcasting Company. See Rep. & S/O pages.

2. FACILITIES
5,000 watts; 1330 kc. Directional.
Operating schedule: 6-1 am. EST.
FM-ERP 11,000 w.; 102.5 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 920 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.

MASSACHUSETTS

Basic Rates: 20a, 22a, 25a, 28c, 29b, 30.
Contracts: 40a, 41, 46, 50.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No 23 Eff 1/1/74—Rec'd 1/10/74.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	10 ti	15 ti	20 ti	25+
1 wk	25.00	24.00	23.00	22.50	22.00
13 wk	23.00	22.50	22.00	21.50	21.00
26 wk	22.00	21.50	21.00	20.50	20.00
52 wk	21.00	20.50	20.00	19.50	19.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	170	105	65	50	32
13 x	165	101	62	48	31
26 x	160	97	59	46	30
52 x	155	93	56	44	29
65 x	150	89	53	42	28
104 x	145	85	50	40	27
130 x	140	81	47	38	26
156 x	135	77	44	36	25
260 x	130	73	41	34	24

10. SPECIAL FEATURES

NEWSCASTS:	1x	13x	26x	52x	65x
Per yr	34	33	32	31	30
		104x	130x	156x	260x
Per yr		29	28	27	26

Incl 10-sec open & close plus 1-min spot.

WEEI
1924
BOSTON
CBS Owned

Represented by CBS RADIO SPOT SALES

News - Information

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 222 1430 4.00
CBS Radio, a division of Columbia Broadcasting System, Inc., 4450 Prudential Tower, Boston, Mass. 02199. Phone 617-262-5900.

STATION'S PROGRAMMING DESCRIPTION
WEEI: Programmed for general audience.
Continuous news & information 5:30 am-10 pm. Special features: helicopter traffic reports, sports, weather, business news, mass transit & urban reports, women, state house & city hall reports. Special news services: UPI, Reuters, AP "A" wire, AP radio, sports ticker. Mobile units, walkie-talkies for newsmen, police & fire monitoring equipment. Personality show daily 1-5:30 am. Daily editorials. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Eugene Lothery.
General Sales Manager—Robert G. McGroarty.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
5,000 w.; 590 kc.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15% on net charges.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60f, 601, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1A Eff 10/18/74—Rec'd 10/18/74.
A—Mon thru Sat 6-10 am.
B—Mon thru Fri 3-8 pm.
C—Mon thru Fri 10 am-3 pm.
D—Mon thru Sat 5:30-6 am; Mon thru Fri 8-10 pm; Sat 10 am-10 pm; Sun 5:30 am-7 pm.
E—Mon thru Sun 1-5:30 am.

(This listing continued on next page)

There's a new rocker in Boston...
WCOZ
STEREO 94½

MASSACHUSETTS

Boston—W E E I—Continued

6. SPOT ANNOUNCEMENTS

SECTION II

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
1 ti	130	104	78	80	64	48
7 ti	125	100	75	75	60	45
13 ti	120	96	72	70	56	42
19 ti	120	96	72	65	52	39
25+	120	96	72	65	52	39
	C			D		
1 ti	60	48	36	40	32	24
7 ti	55	45	33	35	28	21
13 ti	50	44	30	30	24	18
19 ti	45	38	27	25	20	15
25+	40	34	24	20	16	12

E:	1 ti	7 ti	13 ti	19 ti	25+
1 min/30 sec	16	14	12	10	8

Fixed position, extra 20%.

CONSECUTIVE DISCOUNT

52 wk—10%

All Sec II units combinable for frequency discounts for spots only. May be combined with MIP before or after conversion for frequency discounts.

Rateholder: 1 1-min or 30-sec spot per wk, A thru D.

7. PACKAGE PLANS

SECTION III

MIP—1/4A, 1/4B, 1/4C, 1/4D

PER WK, EA:	12 ti	20 ti	28 ti	48 ti
1 min	65	50	46	37
30 sec	52	40	37	30
10 sec	39	30	28	22

CONVERSION

A to B: 1 for 2 B to C: 2 for 3

C to D: 2 for 3 D to C: 2 for 1

Sec III before & after conversion combines for frequency discount with Sec II only.

10. SPECIAL FEATURES

SECTION I	1 ti	6 ti	12+
World News Roundup—Mon thru Sat 8 am	300	295	290
Local News sponsorship—Mon thru Sat approx 8:15	280	275	270
Helicopter Reports—5/7-9 am, 5/4-6 pm, flat, 1,320.00.			
AM drive features (rotating)	140	135	130
PM drive features (rotating)	90	85	80
Daytime features	70	65	60
Weekend features	45	40	35

Sports Wrap-Up—Mon-Sat 11 pm-1 am; Sun 11 pm-midnight, flat 50.00 (7 per wk, 40.00).

Sports Huddle—Sun 7-11 pm, flat 75.00.

Mystery Theater—Mon-Sat 10-11 pm; Sun midnight-1 am, flat 50.00 (7 per wk, 40.00).

Bay State Forum—Sun 6:30-6:55 pm, flat 200.00.

Sec I combines with II &III for frequency discount. Combinable with all other sections for frequency discount. Subject to 4 wks notice for renewal or cancellation.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

W E E I-FM

1948
BOSTON

CBS/FMSALES

NAB R A B N A F M D

CBS Owned
Subscriber to the NAB Radio Code

Media Code 4 222 1431 2.00

CBS/FM Broadcasting, A Service of CBS Radio, a division of Columbia Broadcasting System, Inc., 4450 Prudential Tower, Boston, Mass. 02199. Phone 617-262-5900.

See affiliated AM station for additional information.

1. PERSONNEL

General Manager—Jon H. Arbenz.
Sales Manager—George A. Silverman.
Program Director—David W. Klahr.

2. REPRESENTATIVES

CBS/FM Sales.

3. FACILITIES ERP 50,000 w.; 103.3 mc. Stereo.

Operating schedule: 24 hours daily. EST.
Antenna ht.: 940 ft. above average terrain.

TIME RATES

No. 10 Eff 1/1/75—Rec'd 1/13/75.

AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Sat 7-10 am.
A—Mon thru Sun midnight-7 am.

8. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	54	44	40	32	28	22
12 ti	48	40	36	29	24	19
18 ti	44	36	32	26	20	16
24 ti	39	32	28	22	16	13

10 sec: 60% of 1-min; to nearest dollar.
Non-preemptible.

7. PACKAGE PLANS

TAP PLANS:	(*) 1 min	(*) 30 sec	(†) 1 min	(†) 30 sec
12 ti (5AAA, 5AA, 2A)	419	336	376	293
18 ti (7AAA, 8AA, 3A)	576	457	497	407
24 ti (10AAA, 10AA, 4A)	698	556	588	456

(*) Preferred rotation.
(†) Wkly impression plans, 7 day rotation.

WEZE

1922
BOSTON

R A B

Media Code 4 222 1560 8.00

WEZE, Inc., Statler Office Bldg., 10 Arcade, Boston, Mass. 02116. Phone 617-542-1717.

STATION'S PROGRAMMING DESCRIPTION

WEZE: MUSIC: mixture of popular hits of past 20 years & current favorites. Heavy AM drive; local news emphasis. Contact Representative for further details. Rec'd 8/6/73.

1. PERSONNEL President—William M. McCormick.
Vice-Pres. & Gen'l Mgr.—Albert Makkay.
General Sales Manager—Austen G. Smithers.

2 REPRESENTATIVES

Eastman Radio, Inc.

5. FACILITIES

5,000 w.; 1260 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 11 Eff 10/1/74—Rec'd 10/21/74.

AAA—Mon thru Sat 6-10 am & 4-7 pm.
AA—Mon thru Sat 10 am-4 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

I MIN:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti
AAA	50	45	40	35	30	25
AA	45	40	35	30	25	20
A	30	25	20	15	13	10
B	10	8	6	4	3	2

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

MULTI-REACH—ROTATING—3AAA, 2AA, 1A

WKLY, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti
1 min	30	27	24	21	19	17
30 sec	24	22	19	17	15	14

AROUND-THE-CLOCK SATURATION

TOTAL PER WK:	1 min	30 sec
12 ti/1 day	299	239
24 ti/2 days	499	399
36 ti/3 days	649	519

BULK—1/3AAA, 1/3AA, 1/3A

EA:	500x	1000x	1500x
1 min	25	21	17
30 sec	20	17	14

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
AAA	75	135	200	360	650
AA	65	115	180	325	585
A	40	70	100	180	320
B	15	25	35	60	100

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—20%

10. SPECIAL FEATURES

3 MIN/LESS, ROTATING:	6 ti	12 ti	18 ti	24 ti
AAA	55	50	45	40
AA	50	45	40	35
A	35	30	25	20

WHDH

1929
BOSTON

Independent

BLAIR RADIO

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 222 1690 3.00

WHDH, Inc., 441 Stuart St., Boston, Mass. 02116. Phone 617-247-0850.

1. PERSONNEL

Pres. & Gen'l Mgr.—David C. Croninger.
General Sales Manager—John T. Papas.
Operations Manager—Carlo Lagrotteria.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

50,000 w.: 850 kc. Directional—separate patterns, day and night. Clear channel.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WCOZ (FM).
Affiliated with Blair Represented Network.
Affiliated with American Entertainment Network.

TIME RATES

No. C Eff 7/21/75—Rec'd 7/30/75.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-8 pm; Sat 6 am-3 pm; Sun 8:30-3 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 3-8 pm.
B—Mon thru Sat 5-6 am; Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AAA 10 sec	AA 1 min	AA 30 sec	AA 10 sec
1 ti	175	140	88	110	88	55
12 ti	155	125	78	95	75	48
18 ti	----	----	----	80	64	40
	A			B		
1 ti	85	68	43	50	40	25
12 ti	70	56	35	40	32	20
18 ti	60	48	30	30	24	15

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

1AAA, 1/4AA, 1/4A, 1/4B/WKND

	12 ti	20 ti	36 ti
Ea	75	68	65

10. SPECIAL FEATURES

	AAA	AA	A	B
News	210	130	100	60

SKYWAY PATROL

EA:	5 ti	10 ti	20 ti
AAA	200	200	----
1/2AAA, 1/2AA	160	155	135

Submitted by Chuck Williams.

W H R B-FM

1957
CAMBRIDGE

N A F M D

Media Code 4 222 1950 1.00

Harvard Radio Broadcasting Co., Inc., 45 Quincy St., Cambridge, Mass. 02138. Phone 617-495-4818.

STATION'S PROGRAMMING DESCRIPTION

WHRB-FM: Programmed for adults.

MUSIC: serious 35%, maintaining balance of all 5 historical periods, and orchestral & chamber works. Includes scripted programs discussing particular types of classical music: jazz 35%, including all eras; progressive rock 20%; rhythm & blues 4%; folk 5%; including blues, traditional folk & country western; foreign language 1% (Spanish). NEWS: 2 complete 30-min summaries daily with 5 min newscasts throughout day. SPORTS: live coverage of college football, basketball & hockey. Contact Representative for further details. Rec'd 12/2/71.

1. PERSONNEL

President—Jeff Sonnenfeld.
Station Manager—Todd Garvin.
Sales Manager—Rick Hunt.

2. REPRESENTATIVES

Herbert E. Groskin & Co

3. FACILITIES ERP 3,000 w.; 95.5 mc. Stereo.

Operating schedule: 8-3 am. EST.
Antenna ht.: 110 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff ———— Rec'd 12/26/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	11.00	10.50	10.00	9.50	9.00	8.50	8.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	80	76	72	68	64	60	56
1/2 hr	65	62	59	56	53	50	47
5 min	35	33	31	29	27	25	23

Edited by Todd J. Garvin.

WILD

1946
BOSTON

Independent Black

Sheridan Broadcasting Corp.

Media Code 4 222 2080 6.00

Sheridan Broadcasting, 390 Commonwealth Ave., Boston, Mass. 02215. Phone 617-267-1900.

STATION'S PROGRAMMING DESCRIPTION

WILD: Programmed to Black Listeners.

AIR PERSONALITIES handle all segments. MUSIC: R & B. NEWS: 5 min local at :20; Network at :50. Black network at :50. Black community news 75%; National & local 25%. 3 man news staff, 1 mobile unit. Station participates in fund drives for community activities. Personalities available for remote broadcasts & endorsements. Contact Representative for further details. Rec'd 3/3/73.

1. PERSONNEL

President—Paul W. Yates.
Station Manager—Kenneth S. Hudson.
General Sales Manager—Norman M. Kruglak.

2. REPRESENTATIVES Bernard Howard & Co., Inc.

3. FACILITIES

1,000 w. days; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 22a, 23a, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 46.
Comb.: Cont. Discounts: 60b, 60f, 60i.
Cancellation: 70c, 71a.
Prod. Services: 80.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with National Black Network.
Sold in combination with WUFO—Buffalo, WAMO and WAMO-FM—Pittsburgh. See WAMO for discounts.

TIME RATES

No. 2 Eff 1/5/75—Rec'd 3/3/75.

Section I—Mon thru Fri sign-on-1 am, 3 pm-sign-off; Sat all day.
Section II—Mon thru Fri 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	25	20	18	16	15
30 sec	20	18	14	13	12

SECTION II

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	20	18	16	15	14
30 sec	18	14	13	12	11

10 sec: 50% of 1-min.
Special or Fixed, extra 10%.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—7-1/2% 52 wk—10%

Must run minimum of 6 spots per week.

WJIB

1945
BOSTON

THE CHRISTAL CO.

General Electric Broadcasting Company
Subscriber to the NAB Radio Code

Media Code 4 222 2210 9.00

General Electric Broadcasting Co., Inc., 68 Commercial Wharf, Boston, Mass. 02110. Phone 617-523-6611. TWX 710-321-0399.

STATION'S PROGRAMMING DESCRIPTION

WJIB: Programmed for adults.

MUSIC: popular album format at all times. Music primarily instrumental of definite adult appeal and includes standards, film & MOR. NEWS: hrly capsules at :58. COMMERCIAL POLICY: 6 minutes hourly. Contact Representative for further details. Rec'd 7/3/75.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Edward T. Dolan.
Sales Manager—Charles M. Pickering.
Traffic/Billing—Yolanda Patton.

2. REPRESENTATIVES

The Christal Company.

3. FACILITIES

ERP 8.700 w. (horiz.), 8.700 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1010 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 12c, 14c.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

No. 75-3 Eff 6/30/75—Rec'd 7/3/75.

AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 3-7 pm.
A—Mon thru Sun 6-10 am.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti/fixed	110	88	100	80	85	68
6 ti	105	84	95	76	80	64
12 ti	100	80	90	72	75	60
18 ti	90	72	85	68	70	56
24 ti	85	68	80	64	65	52
	B			C		
1 ti/fixed	40	32	35	28		
6 ti	35	28	30	24		
12 ti	30	24	25	20		
18 ti	25	20	20	16		
24 ti	20	16	15	12		

7. PACKAGE PLANS

DRIVE TIME—1/2AA, 1/2A

PER WK, EA:	9 ti	12 ti	16 ti	20 ti	24 ti
1 min	----	76	70	----	65	----
30 sec	----	61	56	----	52	----
TAP II—1/2AAA, 1/2AA						
1 min	----	90	85	----	80	----
30 sec	----	72	68	----	64	----
TAP III—1/3AAA, 1/3AA, 1/3A						
1 min	85	80	----	70	----	65
30 sec	68	64	----	56	----	52
TAP IV—1/4AAA, 1/4A, 1/4B						
1 min	----	70	65	----	----	----
30 sec	----	56	52	----	----	----

TAP V—Sat & Sun 6 am-7 pm, flat 65.00, when sold in combination with equal/greater number of spots in I, II, III or IV.

10. SPECIAL FEATURES

Newscasts—1-1/2x 1-min.

Edited by Charles M. Pickering.

WKOX

1947
FRAMINGHAM

Buckley Radio Sales, Inc.

NAB

A Fairbanks Station
Subscriber to the NAB Radio Code

Media Code 4 222 2225 7.00

Fairbanks Broadcasting Co., Inc., 100 Mt. Wayte Ave., Framingham, Mass. 01701. Phone 617-879-2232.

STATION'S PROGRAMMING DESCRIPTION

WKOX: Programmed for adults, with emphasis on news.

MUSIC: modern MOR from album cuts & current singles. AIR PERSONALITIES handle all entertainment segments. NEWS & SPORTS: handled by 6 man news & sports dept.; 2-hr. morning block, 15 min at noon, 10 min at 4 & 5 pm, 5 min at :60 all other times; sports updates at :40. Public service programs & sports locally oriented. Contact Representative for further details. Rec'd 2/17/75.

1. PERSONNEL

President—Richard M. Fairbanks.
Vice-Pres. & Gen'l Mgr.—George M. Corwin.
General Sales Manager—Allan Johnson.

2. REPRESENTATIVES

Buckley Radio Sales, Inc.
Boston—Creed Associates, Inc.

3. FACILITIES

1,000 w.; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 43, 44a, 44b, 45, 46, 47a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61c, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82
FM facilities: WVBF (FM).
Affiliated with MBS.

TIME RATES

No. 12R Eff 1/1/71—Rec'd 2/1/71.

AAA Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-6 pm.
A—Mon thru Sat 10 am-3 pm & 6 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

	CLASS AA Flat	156x	312x	500x	1000x
1 min	12.00	11.40	10.80	10.20	9.60
30 sec	9.60	9.10	8.65	8.25	7.85

(This listing continued on next page)

CLASS A

	Flat	156x	312x	500x	1000x
1 min	9.00	8.75	8.50	8.25	8.00
30 sec	7.20	6.85	6.50	6.20	5.90

7. PACKAGE PLANS

CLASS AAA—ROB

1 min 14.00 30 sec 11.00

TOTAL AUDIENCE PLAN—1/SAAA, 1/SAA, 1/SA

PER WK:	6 ti	12 ti	21 ti	30 ti
1 min	11.60	11.00	10.00	9.00
30 sec	9.30	8.80	8.00	7.20

YEARLY CONTRACTS—1/SAAA, 1/SAA, 1/SA

	1 min	30 sec		1 min	30 sec
500 x	11.60	9.30	1000 x	9.00	7.20

10. SPECIAL FEATURES

AAA News participation, ea 20.00

CLASS AA

	Flat	156x	312x	500x	1000x
5 min	20.00	19.00	18.50	18.00	17.50

CLASS A

3 min	16.00	15.20	14.45	13.70	13.00

Includes 2.00 news charge.

WLYN

1946
LYNN

Media Code 4 222 2347 9.00
Puritan Broadcast Service, Inc., 156 Broad St., Lynn, Mass. 01901. Phone 617-595-6200.

1. PERSONNEL
Pres. & Treas.—Paul A. Feinstein.
Exec. Vice-Pres. & Gen'l Mgr.—Irving W. Kaiser.

2. REPRESENTATIVES
Creed Associates, Inc.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 28a, 29b, 30, 31, 32b.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 48, 49, 50.
Comb.: Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70c, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
10% discount when bought in combination with WNBP, Newburyport.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 20 Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5:00
15 sec	5.00	4.80	4.60	4.40	4.20	4.00	3.80

Fixed position: Extra .50.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
After 7 pm—20%.

7. PACKAGE PLANS

BUSINESS BUILDER:	13 wk	26 wk	39 wk	52 wk
1 min	7.75	7.50	7.25	7.00
30 sec	5.75	5.50	5.25	5.00

Minimum 6 spots per wk.

8. PROGRAM TIME RATES

PER WK:	Open	10 ti	15 ti	20 ti	30 ti
1 hr	100.00	90.00	80.00	70.00	65.00
1/2 hr	75.00	65.00	55.00	45.00	35.00
1/4 hr	45.00	40.00	35.00	30.00	25.00
10 min	35.00	30.00	25.00	20.00	15.00
5 min	30.00	17.50	15.00	12.50	10.00

10. SPECIAL FEATURES
TIME & TEMPERATURE (MINIMUM 6 WKS)

PER WK:	6 ti	10 ti	20 ti
Ea	21	30	50

Participation in News Hours, Talk Shows & Bill Marlowe Show, extra 1.00.
Submitted by Paul A. Feinstein.

WLYN-FM

1963
LYNN

Media Code 4 222 2348 7.00
Puritan Broadcast Service, Inc., 156 Broad St., Lynn, Mass. 01901. Phone 617-595-6200.
See affiliated AM station for additional information.

3. FACILITIES
ERP 1,800 w.; 101.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 267 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WLYN. See that listing.

WMEX

1934
BOSTON

BOLTON | BURCHILL

NAB

A Richmond Bros. Station
Media Code 4 222 2470 9.00
Richmond Brothers, Inc., 115 Broadway, Boston, Mass. 02116. Phone 617-426-1700.
Address all copy and/or transcripts to Traffic Director at studio address.

1. PERSONNEL
President—Richard J. Richmond.
Vice-Pres. & Gen'l Mgr.—Paul Kelley.
General Sales Manager—Gary Gochal.

2. REPRESENTATIVES
Bolton/Burchill International Ltd.

3. FACILITIES
50,000 w. days, 5,000 w. nights. 1510 kc.
Directional—same pattern all hours.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 28c, 33d.
Contracts: 41, 45, 46.
Comb. Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 7/7/75.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
Insomniac—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
I MIN:	1 wk	4wk	13 wk	52 wk	1 wk	4 wk	13 wk	52 wk
6 ti	28.00	26.60	25.20	23.80	24.00	22.80	21.60	20.40
12 ti	26.00	24.70	23.40	22.10	22.00	20.90	19.80	18.70
18 ti	24.00	22.80	21.60	20.40	20.00	19.00	18.00	17.00
24 ti	22.00	20.90	19.80	18.70	18.00	17.10	16.20	15.30
30 ti	20.00	19.00	18.00	17.00	16.00	15.20	14.40	13.60
					B			
6 ti					20.00	19.00	18.00	17.00
12 ti					18.00	17.10	16.20	15.30
18 ti					16.00	15.20	14.40	13.60
24 ti					14.00	13.30	12.60	11.90
30 ti					12.00	11.40	10.80	10.20

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Insomniac—1-min 8.00; 30-sec 6.00.
Minimum rate holder, 6 ti wkly.

7. PACKAGE PLANS
AROUND-THE-CLOCK PLAN

1 SPOT HRLY/24 HRS/7 DAYS:	1 min	30 sec
Ea	12.00	9.00

52-WEEK BULK PLAN—BTA/PREEMPTIBLE

PER YR:	500x	750x	1000x
1 min	20.00	18.00	16.00
30 sec	15.00	13.50	12.00

10. SPECIAL FEATURES

NEWS WATCH:	AA	A
Ea (minimum 3 per wk)	42	38

Incl 10-sec open & 1-min close.
Sports, radar weather, business watch—incl 10-sec open & 1-min close, minimum 3 per wk, ea 36.00.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—8% 52 wk—10%
Edited by Gary Gochal.

WNTN

1958
NEWTON

Media Code 4 222 2535 9.00
Newton Broadcasting Co., 143 Rumford Ave., Newton, Mass. 02166. Phone 617-969-1550.

STATION'S PROGRAMMING DESCRIPTION
WNTN: Programmed for 18-34 bracket. MUSIC: adult approach to rock folk C & W, R & B, blues, jazz & classical. Rec'd 1/3/73.

1. PERSONNEL
President—Charles A. Bell.

3. FACILITIES
10,000 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise to sunset. EST.

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 26, 27, 28c.
Contracts: 40a, 41, 44a, 45, 47a, 51b.
Comb : Cont. Discounts: 60b, 60i, 61b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 6/1/72—Rec'd 7/5/72.

6. SPOT ANNOUNCEMENTS

ROS:	30 ti	24 ti	18 ti	12 ti	6 ti
1 min	10.00	10.50	11.00	11.50	12.00
30 sec	7.50	8.00	8.50	9.00	9.50
10 sec	6.00	6.50	7.00	7.50	8.00

7. PACKAGE PLANS
1st-time advertiser incentive special, 10 ti/5 wks:
1 min, ea 7.50 30 sec. ea 6.00
Purchase of 12-wks on all schedules; 13th wk free.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min rate.

WRKO

1922
BOSTON

NAB

An RKO General Station
Subscriber to the NAB Radio Code
Media Code 4 222 2600 1.00
RKO General Broadcasting, Inc., RKO General Bldg. Gov't Center, Boston, Mass. 02114. Phone 617-742-9000. TWX 710-321-0469.

1. PERSONNEL
General Manager—John F. Hobbs.
Sales Manager—Robert Fish.
Program Director—J. J. Jordan.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES
50,000 w.; 680 kc. Directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40c, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WROR (FM).

TIME RATES
WRKO/WROR (FM) COMBINATION
No. 10 Eff 11/30/74—Rec'd 12/30/74.
AAA—WRKO, Mon thru Fri 6-10 am & 3-8 pm; Sat 9-8 pm WROR (FM), Mon thru Sun 10 am-8 pm.
AA—WRKO, Mon thru Fri 10 am-3 pm; Mon thru Sun 8-11 pm; Sat 6-9 am; Sun 9 am-8 pm, WROR (FM) Mon thru Sun 8 pm-1 am.
A—WRKO, Mon thru Sun 11 pm-2 am, WROR (FM), Mon thru Sun 6-10 am.
B—WRKO, Mon thru Sun 2-6 am, WROB (FM), Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

	AAA			AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	128	102	100	80	59	47
12 ti	122	98	94	75	56	45
18 ti	116	93	88	70	53	43
24 ti	110	88	82	66	50	41

B: 1 min (maximum) or less, flat per spot 15.00; minimum 15 spots.
10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
WEEKLY CIRCULATION

PLAN:	I	II	III	IV
AAA	5	7	10	13
AA	5	8	10	13
A	2	3	4	4
TOTAL, PER WK:	12	18	24	30
1 min	1065	1496	1886	2257
30 sec	852	1195	1508	1908

Fully preemptible; made good in comparable time periods prior to expiration of schedule. Not combinable with spots for additional wkly frequency.

AM only: 85% of AM/FM combination.
Submitted by Mary Coen.

WROR (FM)

1948
BOSTON

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 222 2605 4.00
RKO General Broadcasting, Inc., RKO General Bldg., Government Ctr., Boston, Mass. 02114. Phone 617-742-9000. TWX 710-321-0469.
See affiliated AM station for additional information.
AM facilities: WRKO

STATION'S PROGRAMMING DESCRIPTION
WROR (FM): Programmed for adults 18-49. MUSIC: Solid gold '56-'73. Jingles, promos, & appropriate material mixed to bring back memories. NEWS: Locally written & produced, actualities aired in 5 8 minute segments and 5 5-minute segments each day. Public service spots of community events. COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 12/30/74.

1. PERSONNEL
Sales Manager—Erica Farber.
Program Director—Art Ortega.

3. FACILITIES
ERP 5,800 w. (horiz.), 5,800 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 1,194 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WRKO. See that listing for rates.

TIME RATES
25% of AM/FM combination.

WRYT

1950
BOSTON

Media Code 4 222 2730 6.00
Pilgrim Broadcasting Co., 312 Stuart St., Boston, Mass. 02116. Phone 617-423-0210.

STATION'S PROGRAMMING DESCRIPTION
WRYT: Programmed for adults.
Interviews, discussions and talks, subject matter ranging from political and religious to educational and social. NEWS: network at 5 min before hour with special 15 min news at noon. MUSIC: consists of segmented general popular music, featuring standards and showtunes. Weekend format includes local college football. Rec'd 12/3/71.

1. PERSONNEL
President—Ralph Guild.
Pres./Sta. Div.—George R. Fitzinger.
General Manager—Kenneth R. Carter.

3. FACILITIES 5,000 w.; 950 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c.
Cancellation: 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective July 1, 1964.
Rates received July 6, 1964.

7. PACKAGE PLANS
SPECIAL PACKAGE PLANS FOR CONSECUTIVE ADVERTISING 120 WORD ANNOUNCEMENTS

PER WK:	1 wk	4 wk	8 wk	13 wk	26 wk	52 wk
6 ti	32.00	31.00	30.00	29.00	28.00	27.00
12 ti	31.00	30.00	29.00	28.00	27.00	26.00
20 ti	30.00	29.00	28.00	27.00	26.00	25.00
30 ti	29.00	28.00	27.00	26.00	25.00	24.00
60 WORD ANNOUNCEMENTS						
6 ti	25.00	24.00	23.00	22.00	21.00	20.00
12 ti	24.00	23.00	22.00	21.00	20.00	19.00
20 ti	23.00	22.00	21.00	20.00	19.00	18.00
30 ti	22.00	21.00	20.00	19.00	18.00	17.00
20 WORD ANNOUNCEMENTS						
6 ti	17.00	16.00	15.00	14.00	13.00	12.00
12 ti	16.00	15.00	14.00	13.00	12.00	11.00
20 ti	15.00	14.00	13.00	12.00	11.00	10.00
30 ti	14.00	13.00	12.00	11.00	10.00	9.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	250.00	165.00	110.00	75.00	50.00
13 ti	235.00	154.00	105.00	72.50	47.50
26 ti	225.00	148.50	99.00	67.50	45.00
52 ti	200.00	132.00	88.00	60.00	40.00
65 ti	185.00	125.00	82.50	57.50	37.50
130 ti	175.00	115.50	77.00	52.20	35.00
260 ti	150.00	99.00	66.00	45.00	30.00

10. SPECIAL FEATURES
ABC News at :55

5-MINUTE NEWSCASTS

1 ti	50.00	65 ti		37.50
13 ti	47.50	130 ti		35.00
26 ti	45.00	260 ti		30.00
52 ti	40.00			

MASSACHUSETTS

Rates include 5.00 per newscast talent and production charge. Subject to availability, orders will be accepted for "major-minor" alternate sponsorship of newscast strips at 60% of applicable earned rates. Major sponsor receives full 1-minute commercial plus 10-second opening billboard; alternate sponsor receives 20-second commercial plus 10-second closing billboard.

WSSH (FM)

1947
LOWELL

M Jack Masla & Company, Inc.

NAB

(This is a paid duplicate of the listing appearing under Lowell, Mass.)
Media Code 4 222 5071 2.00
WLLH, Inc., Box 1400, 4 Broadway, Lowell, Mass. 01853. Phone 617-458-8486.
Other studios & Offices: 46 Amesbury St., Lawrence, Mass. 01840. Phone 617-682-2148.

STATION'S PROGRAMMING DESCRIPTION
WSSH (FM): MUSIC: Instrumental album cuts, with emphasis on string selections. NEWS: 2 min of regional at :58. COMMERCIAL POLICY: music is in approximate 15 minute blocks with commercial breaks at :15, :30, :45 & :57 A maximum limit of 6 commercials per hour. Contact Representative for further details. Rec'd 6/1/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arnold S. Lerner.
Station Manager—Albert N. Armstrong.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Boston—Eckels & Queen, Inc.

3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 99.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: WLLH

TIME RATES
Eff 1/1/73—Rec'd 1/2/73.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.
B—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	25.00	22.00	19.00	16.00
AA	20.00	18.00	16.00	14.00
B	8.00	7.50	7.00	6.50

30 sec/less: 80% of 1-min.

7. PACKAGE PLANS
ROB—MON THRU SUN 6 AM-MIDNIGHT

PER WK:	7 ti	14 ti	21 ti	28 ti
PER DAY:	1 ti	2 ti	3 ti	4 ti
1 min	17	16	15	14

30 sec/less: 80% of 1-min.

(D)

WUNR

1947
BROOKLINE

NAB R A B

Media Code 4 222 2845 2.00
Champion Broadcasting System, Inc., 275 Tremont St., Boston, Mass. 02116. Phone 617-357-8677.

STATION'S PROGRAMMING DESCRIPTION
WUNR: Programmed for special interests. Spanish, Black, Sports, News and varied cultural and foreign language interests. Rec'd 12/31/73.

1. PERSONNEL
President—Herbert S. Hoffman.
General Manager—Alan Temple.

3. FACILITIES
5,000 w.; 1600 kc. Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WBOM (FM).

TIME RATES
Eff ——— Rec'd 8/20/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18+
AA	24	22	20
A	22	20	18

30/20 sec: 80% of 1-min. -10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	150	120	110	100
1/2 hr	100	70	65	60
1/4 hr	70	50	45	40

WVBF (FM)

1959
FRAMINGHAM

Buckley Radio Sales, Inc.

NAB R A B

A Fairbanks Station
Subscriber to the NAB Radio Code
Media Code 4 222 2853 6.00
Fairbanks Broadcasting Co., Inc., 100 Mt. Wayte Ave., Framingham, Mass. 01701. Phone 617-879-2222.

(This listing continued on next page)

Boston—W V B F (FM)—Continued

See affiliated AM station for additional information.
AM facilities: WKOX.

STATION'S PROGRAMMING DESCRIPTION

WVBF (FM): Programmed for the youth market.
Contact Representative for further details. Rec'd 10/14/71.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Jay Williams, Jr.

3. FACILITIES
ERP 10,600 w. (horiz.), 10,600 w. (vert.); 105.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 954 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
No. 2 Eff 6/12/73—Rec'd 6/13/73.
AA—Mon thru Fri 3-11 pm; Sat & Sun 6 am-midnight.
A—Mon thru Fri 6 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	—1 min—			—30 sec—		
PER WK:	AA	A	B	AA	A	B
6 ti	50	42	10	40	33	8
12 ti	44	36	—	35	29	—
18 ti	42	34	—	33	27	—
24 ti	38	30	—	30	24	—

Edited by Jay Williams, Jr.

WWEL
1951
MEDFORD

AVCO RADIO SALES

NAB

Media Code 4 222 2855 1.00
Conant Broadcasting Co., Inc., 99 Revere Beach Parkway, Boston, Mass. 02155. Phone 617-396-1430.

STATION'S PROGRAMMING DESCRIPTION

WWEL: Programmed for adults.
MUSIC: MOR, current popular, show tunes & standards. NEWS: local & national at :55. Contact Representative for further details. Rec'd 8/28/72.

1. PERSONNEL
General Manager—Joseph Kruger.
Station Manager—Arnie Ginsburg.
Sales Manager—Peter Casella.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
5,000 w.; 1430 kc. Nondirectional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c.
Contracts: 40a, 42b, 45, 47a.
Comb.: Cont. Discounts: 60a, 60h.
Cancellation: 70a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Avco Group Plan.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 3 Eff 8/1/75—Rec'd 7/25/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sat 6-10 am.
*A—Mon thru Sun 7 pm-midnight; Sun 6-10 am.
(*) AM spots scheduled during daytime when A time is not available on AM.

7. PACKAGE PLANS
SECTION I—WEEKLY FREQUENCY

	—AAA—		—AA—		—A—	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	36.00	29.00	30.00	24.00	23.00	19.00
12 ti	33.00	26.00	28.00	22.00	21.00	17.00
18 ti	31.00	25.00	26.00	21.00	20.00	16.00
24 ti	28.00	23.00	25.00	20.00	19.00	15.00
30 ti	26.00	21.00	24.00	19.00	18.00	14.00

SECTION II/TOTAL AUDIENCE—
1/3AAA, 1/3AA, 1/3A

EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	29.00	25.00	23.00	21.00	19.80
30 sec	24.00	21.00	18.50	16.50	15.50

AM ONLY
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am and all other times.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—	
PER WK:	1 min	30 sec	1 min	30 sec
6 ti	17	14	16	13
12 ti	16	13	15	12
18 ti	15	12	14	11
24 ti	14	11	13	10
30 ti	13	10	12	9

7. PACKAGE PLANS
TAP—2/3AAA, 1/3AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	16	14	12	11	10
30 sec	13	11	10	9	8

Submitted by Arnie Ginsburg.

WWEL-FM
1961
MEDFORD

NAB

Media Code 4 222 2856 9.00
Conant Broadcasting Co., Inc., 99 Revere Beach Parkway, Boston, Mass. 02155. Phone 617-396-1430.
See affiliated AM station for additional information.

3. FACILITIES
ERP 21,000 w. (horiz.), 21,000 w. (vert.); 107.9 mc.
Operating schedule 24 hours daily. EST.
Antenna ht.: 710 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Avco Group Plan.
Sold in combination with WWEL. See that listing for rates.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 8/19/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sun 7 pm-midnight; 6-10 am Sun.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	26	21	22	18	18	14
12 ti	23	19	20	16	16	13
18 ti	21	17	18	15	15	12
24 ti	19	15	17	14	13	11
30 ti	18	14	16	13	12	10

B: Flat 5.00.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	21	18	16	15	14
30 sec	17	14	13	12	11

BROCKTON (2 AM; 1 FM)

Plymouth County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WBET
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 222 2860 1.00
Enterprise Publishing Co., 60 Main St., Brockton, Mass. 02403. Phone 617-586-1460.

STATION'S PROGRAMMING DESCRIPTION

WBET: Programmed for young adults & adults.
MUSIC: MOR, current popular, nightly jazz show.
NEWS: 5 min at :60; weather at :30; 15 min news roundups at 9 am, noon, 6 pm, 11 pm; UPI wire and audio; local news from newspaper staff.
SPORTS: national, regional and local play-by-play.
8 personalities with 2 women's shows and nightly 15 min local news commentary. Live broadcast city council meetings. Contact Representative for further details. Rec'd 7/30/75.

1. PERSONNEL
Manager—Charles A. Fuller.
Station Manager—Arthur H. Jones.
Program Director—Richard A. Benham.

2. REPRESENTATIVES
The Devney Organization, Inc.
Boston—Creed Associates, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1460 kc.
Directional—night only.
Operating schedule: 6 am-11:15 pm. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 282 ft. above average terrain.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 5, 6a, 7b, 8
Rate Protection: 10b, 13b, 14b.
Basic Rates: 21b, 22a, 23a, 24a, 24b, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 12 Eff 12/1/74—Rec'd 12/4/74.
AAA—Mon thru Sat 6-10 am, 3-7 pm & fixed position.
AA—Mon thru Sat 10 am-3 pm & 7-11 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	—1 min—		—30 sec—	
	AAA	AA	AAA	AA
1 x	12.50	11.75	11.00	10.25
26 x	11.75	11.05	10.05	8.65
52 x	11.05	8.65	8.10	6.70
104 x	10.50	8.10	7.80	6.45
156 x	10.10	7.80	7.25	5.90
208 x	9.60	7.25	6.90	5.55
260 x	9.15	6.90	6.45	5.05
312 x	8.65	6.45	6.10	4.70
624 x	8.00	6.10	5.60	4.20

7. PACKAGE PLANS

	—1 min—		—30 sec—	
PER WK:	AAA	AA	AAA	AA
6 ti	11.75	11.05	10.05	8.65
12 ti	11.05	8.65	8.10	6.70
18 ti	10.50	8.10	7.80	6.45
24 ti	10.10	7.80	7.25	5.90
36 ti	9.60	7.25	6.90	5.55

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
Flat	125	75	50	38	25

10. SPECIAL FEATURES
*NEWSCASTS
1-min participation 11.85
2-min headlines & weather 18.50
5-min newscast 24.00
*SPORTS
1-min ..... 11.85 5-min 24.00
(*) 52x rate.

WOKW
1961

NAB

Subscriber to the NAB Radio Code
Media Code 4 222 2990 6.00
WOKW, Inc., Box 1410, 288 Linwood St., Brockton, Mass. 02403. Phone 617-587-1410.

STATION'S PROGRAMMING DESCRIPTION

WOKW: Programmed for general mass appeal.
MUSIC: 70% popular, 30% selected recent hits. 3 music personalities. NEWS: 10 min at :60 and :30, network followed by local & regional. SPORTS: live play-by-play of area high school football. Sports reports M-Sat 8:30 am and 5:30 pm, 5 min reports Sat and Sun afternoons and evenings. Public affairs and religion: Sun 8 am-noon. Contact Representative for further details. Rec'd 3/14/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—John J. Sullivan.
Program Director—Thomas Houlstone.

2. REPRESENTATIVES
Boston—Ketrell-Carter, Inc.

3. FACILITIES
1,000 w.; 1410 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 28b, 28c, 29b, 30, 33c.
Contract: 40a, 41, 42a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60k, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
No. 12 Eff 12/31/74—Rec'd 1/13/75.
AA—Mon thru Sat 6-9 am.
A—All other times.

6. SPOT ANNOUNCEMENTS
FIXED POSITION
1 MINUTE

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
CLASS AA						
1 wk	11.78	11.48	11.18	10.88	10.58	10.28
13 wk	11.48	11.18	10.88	10.58	10.28	9.98
26 wk	11.18	10.98	10.58	10.28	9.98	9.68
52 wk	10.88	10.58	10.28	9.98	9.68	9.68
CLASS A						
1 wk	9.98	9.73	9.43	9.13	8.83	8.53
13 wk	9.73	9.43	9.13	8.83	8.53	8.23
26 wk	9.43	9.13	8.83	8.53	8.23	7.93
52 wk	9.13	8.83	8.53	8.23	7.93	7.93
30/10 SECONDS						
CLASS AA						
1 wk	10.58	10.28	9.98	9.73	9.43	9.13
13 wk	10.28	9.98	9.68	9.43	9.13	8.83
26 wk	9.98	9.68	9.43	9.13	8.83	8.53
52 wk	9.68	9.43	9.13	8.83	8.53	8.53
CLASS A						
1 wk	8.83	8.53	8.23	7.93	7.63	7.38
13 wk	8.53	8.23	7.93	7.63	7.38	7.08
26 wk	8.23	7.93	7.63	7.38	7.08	6.78
52 wk	7.93	7.63	7.38	7.08	6.78	6.78

7. PACKAGE PLANS
SATURATION PLANS
1 MINUTE

WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
AA	11.18	10.88	10.58	10.28	9.98	9.68
A	9.43	9.13	8.83	8.53	8.23	7.93
30/10 SECONDS						
AA	9.98	9.73	9.43	9.13	8.83	8.53
A	8.23	7.93	7.63	7.38	7.08	6.78

ANNUAL BULK PLANS

	—1 min—				—30/10 sec—			
EA:	156x	312x	416x	520x	156x	312x	416x	520x
AA	10.88	10.28	9.98	9.73	9.73	9.13	8.83	8.53
A	9.13	8.53	8.23	7.93	7.93	7.38	7.08	6.78

10. SPECIAL FEATURES

5-MIN NEWS:	1x	78x	156x	260x	312x
AA	19.00	18.00	15.50	14.50	14.00
A	17.00	16.00	13.50	12.50	12.00

BROOKLINE

Norfolk County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

See Boston
(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

CAMBRIDGE

Middlesex County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See Boston
(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

CHICOPEE

Hampden County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee
(including East Longmeadow, Northampton, Westfield, West Springfield)

EAST LONGMEADOW

Hampden County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee
(including East Longmeadow, Northampton, Westfield, West Springfield)

FALL RIVER (2 AM)

Bristol County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WALE
1948

Media Code 4 222 3120 9.00
Keynote Broadcasting, Inc., Box 208, 130 Rock St., Fall River, Mass. 02722. Phone 617-674 3535.

STATION'S PROGRAMMING DESCRIPTION

WALE: Programmed for adults.
NEWS: 4 man news staff, 2 mobile units, 1 hr news blocks, network & local news, sports, weather, commentary, 7-8 am & 6-7 pm. 45 min news block at noon. 7 min network, local & regional news every 30 min. 5 editorials daily. TALK: open line telephone with questions, comments, guests, interviews, panels, public affairs. 8 am-noon daily; 1:30-3 pm M-W-F; swap shop 12:45-1:30 pm daily. MUSIC: air personalities with general popular music, contests, news, sports, weather, stock, guests, comedy & other features 5-7 am, 2-6 pm, 7-10 pm. SPORTS: college, pro, high school football, basketball, baseball. Network: news, sports, entertainment. Polish, French, Portuguese program Sun. Contact Representative for further details. Rec'd 11/26/73.

1. PERSONNEL
President—Col. Milton E. Miller, USAF.
Vice-Pres. & Gen'l Mgr.—Raymond J. Cheney
Vice-Pres. Sales & Oper.—Bill Tutt.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5-12:05 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28a, 28c, 29a, 32a, 33c.
Contracts: 40a, 41, 45, 46, 47e, 51a.
Comb.: Cont. Discounts: 60b, 60d, 61c.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
No. N-75 Eff 1/1/75—Rec'd 1/16/75.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.
B—5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA						
1 min	16.50	15.90	15.30	14.70	14.10	13.50
30/20 sec	12.40	11.75	11.50	11.05	10.60	10.15
10 sec	8.25	7.95	7.65	7.35	7.05	6.75
CLASS A						
1 min	12.95	12.35	12.15	11.75	11.35	11.15
30/20 sec	9.70	9.25	9.05	8.80	8.50	8.85
10 sec	6.50	6.20	6.05	5.90	5.70	5.60
CLASS B						
1 min	10.60	10.00	9.70	9.40	9.10	8.80
30/20 sec	7.95	7.75	7.30	7.05	6.85	6.60
10 sec	5.30	5.00	4.85	4.70	4.55	4.40

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	30	45	60	90	150

DISCOUNT
26 wk— 5% 52 wk—10%

10. SPECIAL FEATURES
Telephone Talk & Ethnic Programs—1 min, flat 16.50.

WSAR
1921

Alan Torbet Associates, Inc.

RAB

Media Code 4 222 3250 4.00
Quality Radio Corp., Home St., Somerset, Mass. 02721. Phone 617-677-9477.
Mailing address: Box 927, Fall River, Mass. 02722.

STATION'S PROGRAMMING DESCRIPTION

WSAR: Programmed for mass appeal.
MUSIC: Adult contemporary. Current 45's & LP cuts with solid gold hits. NEWS: 5 man staff; network at :50; local at :53. FEATURES: sports news, meteorologist's weather reports mornings & afternoons, plus key week-end periods, public affairs & community service. Integrated with entertainment. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
President—Norman Knight.
General Manager—Gordon Reid.
Program Director—Jack Michaels.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Boston—Knight Sales, Inc.

3. FACILITIES
5,000 w.; 1480 kc. Directional—separate pattern day and night.
Operating schedule: 24 hours daily. EST

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Affiliated with American Contemporary Network.
Member: The Knight Quality Stations.

TIME RATES
No. G-13 Eff 9/30/74—Rec'd 10/21/74.
AAA—Mon thru Sun 6-10 am & 4-8 pm.
AA—Mon thru Sun 10 am-4 pm.
A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	22	16	16	12	12	10
12 ti	20	15	15	11	11	9
24 ti	18	14	14	10	10	8
30 ti	16	12	13	9	9	7

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	24 ti	30 ti
1 min	14	13	12	11
30 sec	11	10	9	8

FALMOUTH

Plus 1 paid cross reference.
Barnstable County—Map Location L-6.
See SRDS consumer market map and data at beginning of the State.

WCIB (FM)

1970

RAB

Media Code 4 222 3300 7.00
New England Media Corp., Randolph St., Falmouth, Mass. 02540. Phone 617-548-3102.
STATION'S PROGRAMMING DESCRIPTION
WCIB (FM): MOR, all gold.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ken Patch.
2. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 240 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
TIME RATES
Eff 1975—Rec'd 5/27/75.
6. SPOT ANNOUNCEMENTS

	—1 min—				—30 sec—			
	1 tl	10 tl	20 tl	40 tl	1 tl	10 tl	20 tl	40 tl
1 wk..	10.00	9.50	9.25	8.25	8.00	7.50	7.25	6.25
4 wk..	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
13 wk	9.00	8.50	8.25	7.75	7.00	6.50	6.25	5.75
26 wk	8.75	8.25	8.00	7.50	6.75	6.25	6.00	5.50
52 wk	8.50	8.00	7.75	7.25	6.50	6.00	5.75	5.25

Edited by Ken Patch.

WOCB

WEST YARMOUTH
City of license, West Yarmouth, Mass.
Falmouth Studio: Falmouth Shopping Plaza, Falmouth, Mass. Phone 617-548-3133.
See listing under West Yarmouth, Mass.

FITCHBURG-LEOMINSTER

(3 AM; 1 FM)

Worcester County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WEIM

1941
FITCHBURG

Alan Torbet Associates, Inc.

Media Code 4 222 3380 6.00
Radio Fitchburg, Inc., Box 727, Fitchburg, Mass. 01420. Phones 617-343-3766, 3768.
STATION'S PROGRAMMING DESCRIPTION
WEIM: Programmed for mass appeal.
MUSIC: Adult contemporary. Current 45's & LP cuts with solid gold hits. NEWS: 5 man staff; network at :55, local at :52. FEATURES: sports news, meteorologist's weather reports mornings & afternoons, plus key week-end periods, public affairs & community service, integrated with entertainment. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 4/7/75.
1. PERSONNEL
President—Norman Knight.
General Manager—Francis A. Filippone.
Program Director—Bob Cohen.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Boston—Knight Sales, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1280 kc.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61d, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Affiliated with American Contemporary Network.
Member: The Knight Quality Stations.
TIME RATES
No. G-13 Eff 9/30/74—Rec'd 10/21/74.
AAA—Mon thru Sun 6-10 am & 4-8 pm.
AA—Mon thru Sun 10 am-4 pm.
A—Mon thru Sun 8 pm-1 am.
6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		— A —	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 tl	16	12	10	8	8	7
12 tl	14	11	9	7	7	6
24 tl	12	9	8	6	6	5
30 tl	10	8	7	5	5	4

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

	6 tl	12 tl	24 tl	30 tl
1 min	10	9	8	7
30 sec	8	7	6	5

WFGL

1950
FITCHBURG

Media Code 4 222 3510 1.00
WFGL, Inc., 170 Prichard St., Fitchburg, Mass. 01420. Phone 617-343-4897
STATION'S PROGRAMMING DESCRIPTION
WFGL: MUSIC: MOR format includes currently popular with 2 familiar oldies per hour & instrumental fill where needed, 5 am-6 pm, M-Sat. Telephone talk show 9:10-11 am. Sun: Religious music 7:05-9 am. Boston Pops 9:05 am-noon. Noon-6 pm same as week day format. NEWS: 5 min at :50 & :30. Expanded news at 7, 8 am, noon, 4, 5, 5:30 pm. Network. SPORTS: 6:15, 6:45, 7:15, 7:45 am, 2:35, 5:30 pm, plus network sports on weekend (30 reports Sat & Sun). Network stock market reports 12:35 & 4:35 pm. Audience participation invited on music & talk shows. Swap show 6-6:30 pm M-Sat. Contact Representative for further details. Rec'd 4/29/75.
1. PERSONNEL
President—George I. Chatfield.
General Manager—John O'Day.
Program Director—Ed Broughey.
2. REPRESENTATIVES
Eckels & Queen, Inc.
3. FACILITIES
1,000 w.; 960 kc.
Operating schedule: 5-1 am. EST.
Partial simulcast operation. Simulcast 5 am-1 pm. For non-simulcast facilities see WFMP (FM).
4. AGENCY COMMISSION
15/0 time only: monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WFMP (FM).
Affiliated with MBS.
TIME RATES
Eff——Rec'd 2/3/75.
6. SPOT ANNOUNCEMENTS

PER YR, FIXED:	1x	200x	520x	1040x
1 min	15	14	12	10
30 sec	12	11	10	9
10 sec	10	9	8	7

7. PACKAGE PLANS

PER WK, ROS:	5 tl	10 tl	20 tl	30 tl
1 min	12.00	11.00	9.00	8.00
30 sec	10.00	9.00	7.50	6.50
10 sec	8.00	7.00	6.00	5.00

WFGL/WFMP (FM) COMBINATION
7. PACKAGE PLANS

PER WK:	5 tl	10 tl	15 tl	20 tl	30 tl
1 min	19	17	15	13	12

WFMP (FM)

1960
FITCHBURG

NAFMB

Media Code 4 222 3640 6.00
Music Service Corp., 170 Prichard St., Broadcast House, Fitchburg, Mass. 01420. Phone 617-343-4897.
Other Offices: 544 Main St., Worcester, Mass. Phone 617-791-4556.
STATION'S PROGRAMMING DESCRIPTION
WFMP (FM): MUSIC: modern country, top 100 hit-list plus inclusion of 4 oldies hourly. Continual use of contests & audience participation. NEWS: world & local at :60 & :30; newsblock 6-6:30 pm. Public service announcements, local community calendar announcements hourly. Contact Representative for further details. Rec'd 1/4/73.
1. PERSONNEL
President—George I. Chatfield.
General Manager—John O'Day.
Program Director—Gene Laverne.
2. REPRESENTATIVES
Eckels & Queen, Inc.
3. FACILITIES
ERP 50,000 w.; 104.5 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 280 ft. above average terrain.
Partial simulcast operation. Operated separately 1 pm-1 am. For simulcast facilities see WFGL.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 29a.
AM facilities: WFGL.
Sold in combination with WFGL Fitchburg. See that listing for rates.
TIME RATES
Eff——Rec'd 2/3/75.
6. SPOT ANNOUNCEMENTS

PER YR, FIXED:	1x	200x	520x	1040x
1 min	15	14	12	10
30 sec	12	11	10	9
10 sec	10	9	8	7

7. PACKAGE PLANS

PER WK. ROS:	5 tl	10 tl	20 tl	30 tl
1 min	12.00	11.00	9.00	8.00
30 sec	10.00	9.00	7.50	6.50
10 sec	8.00	7.00	6.00	5.00 (D)

WLMS

1967
LEOMINSTER

BAB

Media Code 4 222 3705 7.00
Nashua Valley Broadcast, Inc., 19 Water St., Leominster, Mass. 01453 Phone 617-537-4141.
STATION'S PROGRAMMING DESCRIPTION
WLMS: NEWS: Network & local: 3-1/2 hrs news blocks 7:45 8:15 am, noon-12:30 pm & 5-5:30 pm. SPORTS: major league baseball; high school football. MUSIC: MOR. Remotes & station promotions. SUN: Irish 10 am-1 pm. Rec'd 10/2/73.
1. PERSONNEL
Commercial Manager—Kenneth M. Albridge.
Program Director—Don Stevens.
3. FACILITIES
1,000 w. days; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod Services: 80, 82.
Affiliated with CBS.
TIME RATES
Eff 1/1/73—Rec'd 10/2/73.
6. SPOT ANNOUNCEMENTS

PER YR, ROS:	500x	1000x
1 min	5.50	5.00
30 sec	4.75	4.35

7. PACKAGE PLANS

PER WK, ROS:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	5.25	4.90	4.75	4.60	4.35

8. PROGRAM TIME RATES

6 PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 wk	300.00	175.00	110.00	90.00	60.00
13 wk	290.00	165.00	100.00	85.00	55.00
26 wk	280.00	160.00	95.00	80.00	50.00
56 wk	275.00	150.00	90.00	75.00	45.00
Less/6 per wk	100.00	75.00	45.00	32.50	17.50

10. SPECIAL FEATURES

NEWSCASTS, PER WK:	Local	(*)
5 tl	55	40
10 tl	95	75

(*) Network inserts, minimum 4 weeks.

FRAMINGHAM

Middlesex County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See Boston
(including Brookline, Cambridge, Framinghom, Lynn, Medford, Newton, Woltham)

GARDNER

Worcester County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WGAW

1946

NAB RAB

A New England Broadcasting Station
Subscriber to the NAB Radio Code
Media Code 4 222 3900 4.00
The Gardner Broadcasting Co., Box 87, Green St., Gardner, Mass. 01440. Phone 617-632-1342.
STATION'S PROGRAMMING DESCRIPTION
WGAW: Programmed for community involvement with adults and young adults.
1. PERSONNEL
General Manager—Donald Boutwell.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0; payable when rendered.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7-N Eff 1/1/71—Rec'd 2/3/71.
6. SPOT ANNOUNCEMENTS
ANNUAL AND FIXED POSITION

	1 min 20/30				1 min 20/30	
1 x	8.00	6.50	312 x		5.75	5.00
26 x	7.75	6.25	500 x		4.75	4.25
52 x	7.50	6.00	1000 x		4.50	3.75
156 x	7.25	5.75	1500 x		4.25	3.50
260 x	6.50	5.25	2000 x		4.00	3.25

7. PACKAGE PLANS

WKLY:	—40 tl—		—20 tl—		—10 tl—	
ROS:	1 min	30 sec	1 min	30 sec	1 min	30 sec
52 wk	3.25	2.75	3.50	3.00	3.75	3.25
26 wk	3.50	3.00	3.75	3.25	4.00	3.50
13 wk	3.75	3.25	4.00	3.50	4.25	3.75
4 wk	4.00	3.50	4.25	3.75	4.50	4.00

Edited by Donald Boutwell.

GLOUCESTER

Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WVCA (FM)

1964
Media Code 4 222 4030 5.00
Simon Geller, 185 Main St., Gloucester, Mass. 01930. Phone 617-283-3700.
STATION'S PROGRAMMING DESCRIPTION
WVCA (FM): MUSIC: complete symphonies, piano & violin concerts & sonatas, cello compositions, wind works, ballet excerpts tone poems and overtures from 17th, 18th, and 19th centuries, & pre World War II. All compositions played without interruption. COMMERCIAL POLICY: maximum 8 spots per hour 6-8 pm, 5 spots 8-11 pm, 18 spots all others. Rec'd 1/30/73.
1. PERSONNEL
Sta. & Gen'l Mgr.—Simon Geller.
3. FACILITIES
ERP 3,000 w.; 104.9 mc
Operating schedule: 10 am-10 pm. EST.
Antenna ht.: 50 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4c.
Contracts: 40a.
Cigarette & tobacco advertising not acceptable.
Forty-five minutes separation guaranteed between competing products and services, Class A only.

MASSACHUSETTS

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 3/31/75.
A—5 pm-sign-off.
B—Sign-on-5 pm.
6. SPOT ANNOUNCEMENTS

A, PER WK:	5 tl	10 tl	15 tl	20 tl
1 min	16	15	14	13
30 sec	12	11	10	9
10 sec	9	8	7	6

B: 50% of A.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—15% 52 wk—25%
8. PROGRAM TIME RATES
55 min—8x 1-min.

GREAT BARRINGTON

Berkshire County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WSBS

1956

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 222 4180 4.00
Berkshire Broadcasting Co., Box 297, Rt. 7, Great Barrington, Mass. 01230. Phone 413-528-0860.
STATION'S PROGRAMMING DESCRIPTION
WSBS: Programmed for adults and young adults.
1. PERSONNEL
Manager—John T. Ryan.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
Boston—Nona Kirby Co., Inc.
3. FACILITIES
250 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Berkshire Group.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 7/1/74—Rec'd 5/28/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	520x	1040x	1560x
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30/less	6.00	5.50	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS

PER WK:	—1 min—			—30/less—		
EA, ROS:	15 tl	30 tl	60 tl	15 tl	30 tl	60 tl
1 wk	6.00	5.50	5.00	5.00	4.50	4.00
2 wk	5.50	5.00	4.50	4.50	4.00	3.50
5+	5.00	4.50	4.00	4.00	3.50	3.00

Consec wks/7 days.
10. SPECIAL FEATURES
News/Sports—1 min, contract rate plus 2.25, News/Sports adjacencies—1 min, contract rate plus 1.50.

GREENFIELD (1 AM; 1 FM)

Franklin County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WHAI — WHAI-FM

1938 — 1948

NAB RAB

Media Code 4 222 4290 6.00
Haigis Broadcasting Corp., Box 32, 486 Main St., Greenfield, Mass. 01301. Phone 413-774-4301.
STATION'S PROGRAMMING DESCRIPTION
WHAI: Programmed for general interest.
1. PERSONNEL
General Manager—Charles D. Prentice, Jr.
2. REPRESENTATIVES
Market 4 Radio.
New England—Nona Kirby Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30-12:05 am. EST.
FM-ERP 1,000 w.; 98.3 mc.
4. AGENCY COMMISSION
15/0 time only; payable 15th.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
TIME RATES
No. 17A Eff 11/1/74—Rec'd 11/1/74.
Morningtime—Mon thru Fri 6-9 am.
Daytime—Mon thru Fri 9 am-7 pm; Sat 6 am-noon.
Nite Rate—Mon thru Fri 7 pm-sign-off; noon Sat-sign-off Sun.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	520x
MORNINGTIME					
FIXED:					
1 min	7.65	7.35	6.75	5.90	5.60
30 sec	6.45	6.20	5.60	4.70	4.40
DAYTIME					
1 min	6.45	6.20	5.60	5.00	4.70
30 sec	5.30	5.00	4.40	3.85	3.55
NITE RATE					
1 min	3.55	30 sec			2.95

10 sec ID's: Flat 3.55 (minimum of 5).
7. PACKAGE PLANS
SATURATION PLANS

	—1 wk max—		—2 wk max—	
ROS, BTA, EA:	25 tl	15 tl	100 tl	50 tl
1 min	4.40	4.70	3.55	3.85
30 sec	3.25	3.55	2.65	2.95

10 sec ID's: Fat 3.55 (minimum of 5).
10. SPECIAL FEATURES
Newscast—incl open & close plus 1-min spot, 3.25.
All other news and sports—1x rate.

HAVERHILL (1 AM; 1 FM)

Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State

(Haverhill continued on next page)

MASSACHUSETTS

Haverhill—Continued

WHAV
1947

Media Code 4 222 4420 2.00
WHAV Broadcasting Co., Inc., 30 How St., Haverhill, Mass. 01830. Phone 617-374-4733.

1. PERSONNEL
Sta. Mgr. & Treas.—Edward Catlin.

2. REPRESENTATIVES
New England—Eckels & Queen, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1490 kc.
Non-directional.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 25a.
Contracts: 40a, 48.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.

TIME RATES
Eff 12/1/66—Rec'd 4/10/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	10.00	9.50	9.00	8.50	8.00	7.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

6. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	100.00	95.00	90.00	85.00	80.00	76.00
1/2 hr	60.00	57.00	54.00	51.00	48.00	45.00
1/4 hr	40.00	38.00	36.00	34.00	32.00	30.00
10 min	30.00	28.50	27.00	25.50	24.00	22.50
5 min	20.00	19.00	18.00	17.00	16.00	15.00

WHAV-FM
1959

NAFMB

Media Code 4 222 4421 0.00
WHAV Broadcasting Co., Inc., 30 How St., Haverhill, Mass. 01830. Drake 4-4733.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHAV-FM: Programmed for adults.
MUSIC: uninterrupted and popular 95%. NEWS: headlines on hour; weather at :30. COMMERCIAL POLICY: 4 minutes per hour with 1 minute or 2 30-second commercials at 15 minute intervals. Contact Representative for further details. Rec'd 8/15/70.

3. FACILITIES
ERP 50,000 w.; 92.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: ————.

TIME RATES
Eff ————Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	26 ti	52 ti	104 ti	150 ti	260 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50

HOLYOKE
Hampden County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee
(including East Longmeadow, Northampton, Westfield, West Springfield)

HYANNIS
Barnstable County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Barnstable-Hyannis

LAWRENCE (1 AM; 1 FM)
Plus 1 paid duplicate.
Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WCCM
1947

NAB

A Curt Gowdy Station

Media Code 4 222 4680 1.00
Curt Gowdy Broadcasting Corp., 33 Franklin St., Lawrence, Mass. 01840. Phone 617-683-7171.
See affiliated FM station for additional information.
FM facilities: WCGY (FM).

STATION'S PROGRAMMING DESCRIPTION
WCCM: Programmed for adults & young adults with emphasis on local community involvement.
MUSIC: MOR. NEWS: 3 newsmen & 2 mobile units. 5-min news at :30 & :60. Block report of 15-min at 7:30, 8:30 am & 5:30 pm. SPORTS: 25 play-by-play high school football. Daily at 7:40 & 8:40. Bowling, ski watch, college hockey, basketball & American Legion Baseball. TALK: shows 9:35-10 am, noon-2 pm. Local birth & death announcements, job availabilities, household tips, etc. Guests & open telephone lines. COMMERCIAL POLICY: average of 18 minutes an hour. Contact Representative for further details. Rec'd 11/30/73.

1. PERSONNEL
President—Curt Gowdy.
General Manager—Charles Dent.

3. FACILITIES
1,000 w.; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MRS.
Member: Curt Gowdy Broadcasting.
Sold in combination with WCGY (FM). See that listing.

TIME RATES
No. 5 Eff 5/25/75—Rec'd 5/1/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	17.00	15.50	14.00	12.50	11.00
30 sec	13.60	12.40	11.20	10.00	8.80
CLASS AA					
1 min	15.50	14.00	12.50	11.00	9.50
30 sec	12.40	11.20	10.00	8.80	7.60

10 sec: 60% of 1-min.
Fixed position, extra 10%.

9. PARTICIPATING PROGRAMS
Hotline—Mon thru Sat noon-2 pm, minutes, only, ea. 14.00.

10. SPECIAL FEATURES

	News				(*)	
PER WK:	1 ti	3 ti	6 ti	9-12	1 ti	6-12
AAA	29	26	23	20	21	17
AA	27	24	21	18	19	17

(*) Sports & Weather.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Charles E. Dent.

WCGY (FM)
1959

NAB

A Curt Gowdy Station

Media Code 4 222 4745 2.00
Curt Gowdy Broadcasting Corp., 33 Franklin St., Lawrence, Mass. 01840. Phone 617-683-7171.

STATION'S PROGRAMMING DESCRIPTION
WCGY (FM): Programmed for young adults.
MUSIC: Rock. NEWS: 2-min at :58. COMMERCIAL POLICY: music in approximately 15 min blocks with commercial breaks at approximately :13, :28, :43 & :56. Maximum 8 commercial units per hour. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
President—Curt Gowdy.
General Manager—Charles Dent.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 402 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 22a, 23a, 24c, 25a, 25b, 33a.
Contracts: 40a, 41, 42c, 43, 44b, 46, 51b.
Comb.: Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WCCM.
Member: Curt Gowdy Broadcasting.

TIME RATES
No. 2 Eff 5/25/75—Rec'd 5/1/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.
A—Tues thru Sun midnight-6 am.

7. PACKAGE PLANS
SATURATION

PER WK,	AAA		AA		A	
EA:	1 min	30/10	1 min	30/10	1 min	30/10
1 ti	18.00	14.40	16.00	12.80	8.00	6.40
6 ti	16.50	13.20	14.50	11.60	6.00	4.80
12 ti	15.00	12.00	13.00	10.40	4.00	3.20
18 ti	13.50	10.80	11.50	9.20	------	------
24 ti	12.00	9.60	10.00	8.00	------	------
30 ti	10.50	8.40	8.50	6.80	------	------

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WCGY (FM)/WCCM COMBINATION
No. 5 Eff 5/25/75—Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

ROS:	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	27.50	25.00	22.50	20.00
30 sec	24.00	22.00	20.00	18.50	16.00

Fixed position, extra 10%.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Charles E. Dent. (D)

WLLH
1934
LOWELL

NAB

(This is a paid duplicate of the listing appearing under Lowell, Mass.)

Media Code 4 222 5070 4.00
Station WLLH, Lawrence and Station WLLH, Lowell are operated synchronously and simultaneously.
WLLH, Inc., 46 Amesbury St., Lawrence, Mass. 01840. Phone 617-682-2148.
Other Studios & Offices: Box 1400, 4 Broadway St., Lowell, Mass. 01853. Phone 617-458-8486.

STATION'S PROGRAMMING DESCRIPTION
WLLH: MUSIC: top 40 plus oldie format using jingles with news at :30. 4 man news team, emphasis on local news. SPORTS: live play-by-play of high school football & basketball. Women's oriented talk show 9-9:30 am, M-F. Contact Representative for further details. Rec'd 6/1/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arnold S. Lerner.
Station Manager—Albert N. Armstrong.

2. REPRESENTATIVES
Jack Masia & Co., Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: WSSH (FM).
NOTE: Rates include simultaneous broadcasts over WLLH's synchronized AM transmitters in both Lowell and Lawrence.

TIME RATES
Eff 10/1/72—Rec'd 6/4/73.
AA—6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA	A
1 min, fixed	16.50	15.00

7. PACKAGE PLANS
SATURATION PACKAGES—ROS—CLASS AA

PER WK:	30 ti	25 ti	20 ti	15 ti	10 ti
1 min	11.00	11.25	11.50	11.75	12.00
30 sec	8.75	9.00	9.25	9.50	9.75
CLASS A					
1 min	9.00	9.25	9.50	9.75	10.00
30 sec	7.25	7.50	7.75	8.00	8.25

8. PROGRAM TIME RATES
5 min, fixed 30.00 (D)

LEOMINSTER
Worcester County—Map location F-4
See SRDS consumer market map and data at beginning of the State.

See Fitchburg-Leominster

LOWELL (2 AM; 1 FM)
Middlesex County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WCAP
1951

NAB

Media Code 4 222 4940 0.00
Northeast Radio, Inc., 243 Central St., Lowell, Mass. 01852. Phone 617-454-0404.

STATION'S PROGRAMMING DESCRIPTION
WCAP: Programmed for young adults and adults, 18-49.
MUSIC: Current MOR hits and standards with air personalities. NEWS: UPI, AP, UPI audio network, sports department and sports director. 15 min news and sports at 6, 6:30, 7, 7:30, 8, 8:30 am, 3, 4, 5, 6 pm, 30 min at noon, 5 min at :30 and :60 other hours. 4 man local news staff, 2-way mobile units, full weather station. Features: tele-talk with guests, local, national and sports commentaries, job openings, telephone trading time, community calendar, birth reports, high school football, golf tourneys, horse race broadcasts, annual radiothon fund raisers. Contact Representative for further details. Rec'd 2/4/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Israel Cohen.
Sales Manager—Maurice Cohen.

2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—Kettell-Carter.

3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-sign-off. EST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 25b, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b.
Cancellation: 71a, 73a.
Member: National AgRadio Groups, Inc.

TIME RATES
No. 10 Eff 1/1/74—Rec'd 2/4/74.
AA—Mon thru Sat 6-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 MINUTE—CLASS AA—ROS							
1 wk	12.25	11.25	11.00	10.80	10.40	10.00	9.60
4 wk	12.00	11.00	10.75	10.55	10.15	9.75	9.35
CLASS A							
1 wk	10.50	9.50	9.25	9.05	8.65	8.25	7.85
4 wk	10.25	9.25	9.00	8.80	8.40	8.00	7.60
30 SECONDS—CLASS AA—ROS							
1 wk	9.90	9.10	8.90	8.75	8.45	8.15	7.85
4 wk	9.50	8.90	8.70	8.55	8.25	7.95	7.65
CLASS A							
1 wk	8.40	7.60	7.40	7.25	6.95	6.65	6.35
4 wk	8.00	7.40	7.20	7.05	6.75	6.45	6.15

Fixed position: AA rates.
Consec wks earn 4 week discount.

8. PROGRAM TIME RATES
5-min. flat 25.00.

10. SPECIAL FEATURES

NEWSCASTS:	13 wk	26 wk	52 wk
3 ti	20.00	19.00	17.50
6 ti	19.00	18.00	16.50

Extension 98—Mon thru Fri 9:30-10:30 am, flat 13.75.

2 to 1 over the competition
No. 1* for 21 years
*Sept. 1973 Lowell ARB
WCAP-980

WLLH
1934

NAB

Media Code 4 222 5070 4.00
Station WLLH, Lawrence and Station WLLH, Lowell are operated synchronously and simultaneously.
WLLH, Inc., Box 1400, 4 Broadway St., Lowell, Mass. 01853. Phone 617-458-8486.
Other Studios & Offices: 46 Amesbury St., Lawrence, Mass. Phone 617-682-2148.

STATION'S PROGRAMMING DESCRIPTION
WLLH: MUSIC: top 40 plus oldie format using jingles with news at :30. 4 man news team, emphasis on local news. SPORTS: live play-by-play of high school football & basketball. Women's oriented talk show 9-9:30 am, M-F. Contact Representative for further details. Rec'd 6/1/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arnold S. Lerner.
Station Manager—Albert N. Armstrong.

2. REPRESENTATIVES
Jack Masia & Co., Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: WSSH (FM).
NOTE: Rates include simultaneous broadcasts over WLLH's synchronized AM transmitters in both Lowell and Lawrence.

TIME RATES
Eff 10/1/72—Rec'd 6/4/73.
AA—6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA	A
1 min, fixed	16.50	15.00

7. PACKAGE PLANS
SATURATION PACKAGES—ROS—CLASS AA

PER WK:	30 ti	25 ti	20 ti	15 ti	10 ti
1 min	11.00	11.25	11.50	11.75	12.00
30 sec	8.75	9.00	9.25	9.50	9.75
CLASS A					
1 min	9.00	9.25	9.50	9.75	10.00
30 sec	7.25	7.50	7.75	8.00	8.25

8. PROGRAM TIME RATES
5 min, fixed 30.00 (D)

WSSH (FM)
1947

NAB

Media Code 4 222 5071 2.00
WLLH, Inc., Box 1400, 4 Broadway, Lowell, Mass. 01853. Phone 617-458-8486.
Other studios & Offices: 46 Amesbury St., Lawrence, Mass. 01840. Phone 617-682-2148.

STATION'S PROGRAMMING DESCRIPTION
WSSH (FM): MUSIC: instrumental album cuts, with emphasis on string selections. NEWS: 2 min of regional at :58. COMMERCIAL POLICY: music is in approximate 15 minute blocks with commercial breaks at :15, :30, :45 & :57. A maximum limit of 6 commercials per hour. Contact Representative for further details. Rec'd 6/1/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arnold S. Lerner.
Station Manager—Albert N. Armstrong.

2. REPRESENTATIVES
Jack Masia & Co., Inc.
Boston—Eckels & Queen, Inc.

3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 99.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 25a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
AM facilities: WLLH.

TIME RATES
Eff 1/1/73—Rec'd 1/2/73.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.
B—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	25.00	22.00	19.00	16.00
AA	20.00	18.00	16.00	14.00
B	8.00	7.50	7.00	6.50

30 sec/less: 80% of 1-min.

7. PACKAGE PLANS
ROS—MON THRU SUN 6 AM-MIDNIGHT

PER WK:	7 ti	14 ti	21 ti	28 ti
PER DAY:	1 ti	2 ti	3 ti	4 ti
1 min	17	16	15	14

30 sec/less: 80% of 1-min. (D)

LYNN
Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

See Boston
(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

MARLBORO

Middlesex County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WSRO
1958

A New England Broadcasting Station

Media Code 4 222 5330 2.00
WSRO, Inc., 42 Curtis Ave., Marlboro, Mass. 01752. Phone 617-485-1470.

STATION'S PROGRAMMING DESCRIPTION
WSRO: Programmed for adults and mature young adults.
MUSIC: Middle-of-the-road, standard pops format leaning toward adult tastes. NEWS: headlines on hour and half hour. 30 min news reports at 7 am & 12:30 pm, including school lunch menus, birth reports, stock market summary, job opportunities, sports and weather, as well as world, national, regional and local news. Weather at :15 and :45. 50 min talk program M-F. Telephone trading program, 30 min M-F. SPORTS: coverage of high school football, hockey, basketball and baseball, plus coverage of ladies, and men's professional golf tournaments. Remote broadcasts available. Rec'd 7/23/72.

1. PERSONNEL
President—Douglas J. Rowe.
Vice-Pres. & Gen'l Mgr.—Thomas M. McAuliffe.
3. FACILITIES
1,000 w. days; 1470 kc. Directional.
Operating schedule: 6 am-local sunset. EST
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 47a.
Comb.: Cont Discounts: 60b, 61a, 61c, 62a.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES
Eff 12/2/74—Rec'd 1/10/75.

6. SPOT ANNOUNCEMENTS

PER YR:	2000x	1000x	500x	260x	52x	1x
1 min	5.50	6.25	6.75	7.75	9.25	10.00
30 sec	4.25	4.75	5.25	6.25	7.00	7.75

	—40+—		—20-39 ti—		—10-19 ti—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
4 wk	5.25	4.25	6.00	4.75	6.25	5.00
13 wk	5.00	4.00	5.50	4.50	6.00	4.75
26 wk	4.75	3.75	5.25	4.25	5.50	4.50
52 wk	4.50	3.50	5.00	4.00	5.25	4.25

15 sec: 50% of 1-min.
Fixed position, extra 10%.

7. PACKAGE PLANS
TAP 7-DAY SATURATION

	15 sec	30 sec	1 min
100+	3.00	4.00	5.00
50+	3.50	4.50	5.50

Fixed position, extra 10%.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min rate.

MEDFORD

Middlesex County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See Boston
(including Brookline, Cambridge, Framinghom, Lynn, Medford, Newton, Woltham)

MILFORD

Worcester County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WMRC
1956

Media Code 4 222 5460 7.00
Milford Radio Corp., 33 Congress St., Milford, Mass. 01757. Phone 617-473-1490.

STATION'S PROGRAMMING DESCRIPTION
WMRC: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Lawrence Shane.
2. REPRESENTATIVES
National Time Sales.
Boston—Northeastern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: ..... EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 5 Eff 6/1/72—Rec'd 10/6/52.

6. SPOT ANNOUNCEMENTS
1 MINUTE—BTA

PER WK. EA:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 wk	7.50	7.00	6.80	6.60	6.40	6.20
9 wk	6.50	6.00	5.80	5.60	5.40	5.20
13 wk	6.00	5.50	5.30	5.10	4.90	4.70
26 wk	5.90	5.40	5.20	5.00	4.80	4.60
52 wk	5.80	5.30	5.10	4.90	4.70	4.50
30 SECONDS						
1 wk	7.10	6.60	6.40	6.20	6.00	5.80
9 wk	6.10	5.60	5.40	5.20	5.00	4.80
13 wk	5.60	5.10	4.90	4.70	4.50	4.30
26 wk	5.50	5.00	4.80	4.60	4.40	4.20
52 wk	5.40	4.90	4.70	4.50	4.30	4.10

Drive time 6-9 am & 4-7 pm, extra 10%.
10/15 sec: 80% of 1-min.

NATICK

Middlesex County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WGTR
1972

RAB

Media Code 4 222 5525 7.00
Home Service Broadcasting Corp., 24 W. Central St., Natick, Mass. 01760. Phone 617-655-2500.

STATION'S PROGRAMMING DESCRIPTION
WGTR: Programmed for 18-49 year olds.
MUSIC: contemporary. AIR PERSONALITIES. NEWS: 5-man department, 15-minutes at 6:15, 6:45, 7:15, 7:45, 8:15 & 8:45 am, 10-minutes at 11:50 am, 5-minutes every other hour at :55. Stock reports twice daily. Sports & weather reports. Rec'd 8/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—John H. Garabedian.
General Sales Manager—Craig K. Howard.
Public Affairs Director—Doris Carlson.
3. FACILITIES
1,000 w.; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; payable in 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 6a, 7b.
Rate Protection: 10c 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 24a, 25a, 25b, 28c, 29a, 29b, 30, 31, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 51a.
Comb.: Cont. Discounts: 60f.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/73—Rec'd 11/2/73.
Drivetime—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-6 pm; Sun noon-6 pm.
Daytime—All other times.

6. SPOT ANNOUNCEMENTS

	—Drivetime—			— Daytime —		
	1 ti	20 ti	30 ti	1 ti	20 ti	30 ti
1 min	16	15	14	13	12	11
30 sec/less	12	11	10	9	8	7

7. PACKAGE PLANS

SATURATION, BTA:	40 ti	50 ti	60 ti	70 ti
30 sec	295	362	427	490
1 min	413	507	598	686

10. SPECIAL FEATURES
NEWS/SPORTS/STOCK REPORT/WEATHER

	—1 min—		30 sec/less	
	1 ti	7 ti	1 ti	7 ti
Drivetime	22	20	16	14
Daytime	18	16	13	11

Includes participating spot & all wire charges.
CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—20%
RATEHOLDER—Minimum of 4 per wk.
BIG BULK DISCOUNT
1000.00+ in any 4-wk period, extra 20%.
3000.00+ gross in any 12 wk may apply this extra 20% to any buys within full yr. Not retroactive to previous buys.

NEW BEDFORD (2 AM; 2 FM)

Bristol County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WBSM
1949

RAB

Media Code 4 222 5590 1.00
Your Good Neighbor Stations, Inc., Box J4105, New Bedford, Mass. 02741. Phone 617-993-1767.

STATION'S PROGRAMMING DESCRIPTION
WBSM: Programmed for young adults & adults.
MUSIC: MOB, C & W 6:30-8 pm. TALK: 9 am-12N & 8-11 pm. SPORTS/telephone-talk 6:30-7:30 pm. NEWS: at :60 & :30. Features: Daily weather by own meteorologist. Contact Representative for further details. Rec'd 11/30/72.

1. PERSONNEL
President—Bruce M. Lyons.
General Manager—Robert F. Nims.
Operations Manager—Gregory Lynam.
2. REPRESENTATIVES
Market 4 Radio
Northeastern Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights. 1420 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0: 15 days.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14, 15a, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 8/15/73—Rec'd 8/27/73.
AA—6-9 am & 4-6 pm.
A—Noon-4 pm & 8-11 pm.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	(*)	1x	10x	20x	30x	500x	1000x	1500x
AA	12.00	11.25	11.00	10.75	10.50	10.00	9.75	9.50
A	10.00	9.50	9.25	9.00	8.75	8.50	8.00	7.75
30 SECONDS								
AA	10.00	9.00	8.75	8.50	8.25	8.00	7.75	7.50
A	8.00	7.50	7.25	7.00	6.75	6.50	6.25	6.00
10 SECONDS								
AA	.....	5.75	5.50	5.25	5.00	.....	.....	.....
A	.....	5.00	4.75	4.50	4.25	.....	.....	.....

(*) Fixed.

9. PARTICIPATING PROGRAMS
Cuzzin Dave Show—Mon thru Fri 6:30-8 pm; Sat 6:30 pm-midnight, ea 10.00.
10. SPECIAL FEATURES
Newscasts—6 am-noon & 4-6 pm, 5-min, ea 18.00.
Newscasts—Other times, ea 13.50.
Daily Fish Auction—8:55 am, ea 25.00; 12:30 pm, ea 15.00.
Ad Lib Open Line Programs—9 am-noon, ea 18.00; Other Programs, ea 15.00.
Edited by Robert Nims.

WGCY (FM)
1949

NAFMB

Media Code 4 222 5655 2.00
Gray Communications, Inc., 279 Union St., New Bedford, Mass. 02740. Phone 617-997-2929.

STATION'S PROGRAMMING DESCRIPTION
WGCY (FM): Programmed for Portuguese-Americans in Portuguese Language completely.
MUSIC: Portuguese & Brazilian, standards, rock & roll, folklore & semi-classical. NEWS: 5-min at :60 except at 10 AM & 2 PM when a social calendar is aired. Local, national & international reports with UPI & ANI services plus Portugal reports. Local fish auction at 9:30 am. Request show, tele/talk with discussion of local problems, contests. Foreign tapes, featuring soap operas, music, poetry & lectures. Air Personalities, remote broadcasts, grand openings, social events, special interest are live. Contact Representative for further details. Rec'd 10/23/72.

1. PERSONNEL
President—George Gray.
General Manager—Paul Andrade.
Program Manager—Joao Mateus.
2. REPRESENTATIVES
Grant Webb & Company, Inc.
Boston—Kettell-Carter, Inc.
3. FACILITIES
ERP 50,000 w.; 97.3 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 337 ft. above average terrain.
4. AGENCY COMMISSION
15/0: 15 days.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff————Rec'd 5/3/74.
AA—Mon thru Sat 5-11 pm.
A—Mon thru Sat 6-9 am; Sun all day.
B—Night Flight 11 pm-6 am.
BI—Mon thru Sat 9 am-5 pm.

6. SPOT ANNOUNCEMENTS

	—AA—			—A—		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 wk	16.50	13.25	8.25	11.75	9.50	6.00
12 wk	15.50	12.50	7.75	11.00	9.00	5.75
18 wk	14.75	11.75	7.50	10.00	8.00	5.50
24 wk	14.00	11.00	7.00	9.25	7.50	4.75
				—BI—		
6 wk				8.25	6.75	4.50
12 wk				7.75	6.00	4.00
18 wk				6.75	5.25	3.50
24 wk				6.00	4.75	3.25

7. PACKAGE PLANS

PER WK, B:	5 wk	11 wk	16 wk
1 min or 30 sec	7	14	21
7 DAYS:	1 min	30 sec	10 sec
50 ti	500	395	265

8. PARTICIPATING PROGRAMS

	90 sec	1 min	30 sec
Talk Show 7-9 pm Tues thru Thurs	23.50	20.00	16.50

10. SPECIAL FEATURES
NEWS/SOCIAL CALENDAR/FISH AUCTION

PER WK:	6 wk	12 wk	18 wk	24 wk
AA	16.50	15.75	15.00	14.25
B	11.50	11.00	10.00	9.25

WMYS (FM)
1946

Media Code 4 222 5687 5.00
New Bedford Radio, Inc., 737 County St., New Bedford, Mass. 02740. Phone 617-999-5228.
See affiliated AM station for additional information.
AM facilities: WNBH.

STATION'S PROGRAMMING DESCRIPTION
WMYS (FM): MUSIC: General popular.
COMMERCIAL POLICY: 8 commercial minutes per hour. Computer time check 2x/hour. Contact Representative for further details. Rec'd 11/25/74.

1. PERSONNEL
Sales Manager—William Baldwin.
3. FACILITIES
ERP 50,000 w.; 98.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 376 ft. above average terrain.

TIME RATES
No. 2 Eff————Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS
Open rate, minimum 2 per wk 10.00

I MIN/LESS:	1 wk	4 wk	13 wk	52 wk
6 ti	9.00	8.55	8.10	7.65
12 ti	8.00	7.60	7.20	6.80
18 ti	7.00	6.65	6.30	5.95
24 ti	6.00	5.70	5.40	5.10

7. PACKAGE PLANS
1/3 6 AM-NOON, 1/3 NOON-6 PM, 1/3 6 PM-MD

30 DAYS, ROS:	25 ti	45 ti
1 min	8.00	6.50

WNBH
1921

Media Code 4 222 5720 4.00
New Bedford Radio, Inc., 737 County St., New Bedford, Mass. 02740. Phone 617-999-5228.

STATION'S PROGRAMMING DESCRIPTION
WNBH: Programmed for men & women 18-49.
MUSIC: MOR. AIR PERSONALITIES, commentators, 4 local newsmen, sea mobile unit. NEWS: network, SPORTS: local high school, baseball, football, basketball, pro baseball. Contact Representative for further details. Rec'd 5/29/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Paul Levesque.
General Sales Manager—Stan Hamilton.

2. REPRESENTATIVES
New England—Creed Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WMYS (FM).
Affiliated with American Information Network.

TIME RATES
No. 14 Eff 10/1/73—Rec'd 10/8/73.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

AAA, FIXED:	1x	26x	52x	156x
1 min	15.00	12.00	10.00	8.00
30 sec	12.00	9.60	8.00	6.40
10 sec	7.50	6.00	5.00	4.00

7. PACKAGE PLANS
ROS/BTA

	—1 min—		—30 sec—		— 10 sec —	
PER WK. EA:	1 wk	13 wk	1 wk	13 wk	1 wk	13 wk
12 ti	8.00	7.00	7.00	6.00	6.00	5.75
18 ti	7.75	6.75	6.75	5.75	5.75	5.50
TOTAL AUDIENCE PLANS						
24 ti	7.50	6.50	6.50	5.50	5.50	5.25
48 ti	7.25	6.25	6.25	5.25	5.00	4.75
72 ti	7.00	6.00	6.00	5.00	4.50	4.25
96 ti	6.50	5.50	5.50	4.50	4.00	3.75

DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	110	60	45	40	35
26 x	100	50	40	35	30
52 x	90	40	30	25	20
156 x	80	30	20	15	10

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS

PER WK:	1 ti	2 ti	3 ti	5 ti	8 ti	10+
AAA	16.00	13.00	12.00	11.00	10.50	10.00
AA	15.00	12.00	11.00	10.00	9.50	9.00
A	14.00	11.00	10.00	9.00	8.50	8.00

NEWBURYPORT

Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WNBP
1957

A Feinstein Station

Media Code 4 222 5850 9.00
Tri-City Broadcasting Co., 54 Pleasant St., Newburyport, Mass. 01950. Phone 617-462-6654.

STATION'S PROGRAMMING DESCRIPTION
WNBP: pop stds, top 40 & C&W music.

1. PERSONNEL
General Manager—Irving W. Kaizer.
2. REPRESENTATIVES
Boston—Northeastern Spot Sales, Inc.
3. FACILITIES
500 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network
10% discount when bought in combination with WLYN, Lynn.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

WK:	Open	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.25
30 sec	5.00	4.70	4.40	4.10	3.80	3.50	3.25
15 sec	3.00	2.80	2.60	2.40	2.20	2.00	1.80

Fixed position & 6:30 to 9 am, extra .50.
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS

BUSINESS BUILDER:	6 wk	13 wk	26 wk	52 wk
1 min	25.50	24.00	22.50	21.00
30 sec	19.50	18.00	16.50	15.00

10. SPECIAL FEATURES
TIME & TEMPERATURE (MINIMUM 6 WKS)

PER WK:	6 ti	12 ti	20 ti
Ea	12	21	30

Ipswich News & Amesbury News—per spot 5.00.
Fixed position, news, talk shows and all spots scheduled 6:30 to 9 am, extra .50.

NEWTON

Middlesex County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See Boston
(including Brookline, Cambridge, Framinghom, Lynn, Medford, Newton, Woltham)

NORTH ADAMS (1 AM; 1 FM)

Berkshire County—Map Location B-4
See SRDS consumer market map and data at beginning of the State

(North Adams continued on next page)

MASSACHUSETTS

North Adams—Continued

WMNB
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 222 6110 7.00
Berkshire Broadcasting Co., Inc., Box 707, 466 Curran Hwy., North Adams, Mass. 01247. Phone 413-663-6567.
1. PERSONNEL
Pres. & Mgr.—Donald A. Thurston.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
Boston—Nona Kirby Co., Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30-1 am. EST.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Berkshire Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 7/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	520x	1040x	2000x
1 min	7.00	6.50	6.00	5.50	5.00	4.50	3.75
30/less	6.00	5.50	5.00	4.50	4.00	3.50	2.75

Consec wks per yr.

7. PACKAGE PLANS

PER WK:	1 min			30/less		
EA, ROS:	15 ti	30 ti	60 ti	15 ti	30 ti	60 ti
1 wk	6.00	5.50	5.00	5.00	4.50	4.00
2 wk	5.50	5.00	4.50	4.50	4.00	3.50
5+	5.00	4.50	4.00	4.00	3.50	3.00

Consec wks/7 days.
10. SPECIAL FEATURES
News/Sports—1 min, contract rate plus 2.25.
News/Sports adjacencies—1 min, contract rate plus 1.50.

FM duplication: Participations in news & sports programs carried on FM carry a surcharge of 20%.

WMNB-FM
1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 222 6111 5.00
Berkshire Broadcasting Co., Inc., Box 707, 466 Curran Hwy., North Adams, Mass. 01247. Phone 413-663-6567.
See affiliated AM station for additional information.
1. PERSONNEL
Manager—Andre L. Speyer.
3. FACILITIES
ERP 1,000 w.; 100.1 mc. Stereo.
Operating schedule: 7:30-1 am. EST.
Antenna ht.: 480 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Berkshire Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

PER WK, EA:	14 ti	35 ti	70 ti
1 min	6.00	5.00	4.00
30 sec	5.00	4.00	3.00

FM duplication: Participations in news & sports programs carried on FM carry a surcharge of 20%.

NORTHAMPTON
Hampshire County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee (including East Longmeadow, Northampton, Westfield, West Springfield)

ORANGE
Franklin County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WCAT
1956

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 222 6370 7.00
Berkshire Broadcasting Co., Inc., Box 90, East Main St., Orange, Mass. 01364. Phone 617-544-2321.
1. PERSONNEL
Manager—Terry Boone.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
Boston—Nona Kirby Co., Inc.
3. FACILITIES
1,000 w. days: 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Berkshire Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/74—Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x	1040x	1560x
1 min	6.50	6.25	6.00	5.25	4.50	4.25	4.00	3.50
30 sec	4.50	4.25	4.00	3.75	3.25	3.00	2.75	2.25

10 sec: 80% of 30-sec.
Within 12 mos/consec wks.

7. PACKAGE PLANS

7 CONSEC DAYS:	15 ti	30 ti	60 ti	100 ti
1 min, ea	4.25	4.00	3.50	3.00
30 sec, ea	3.00	2.75	2.25	2.00

10 sec: 80% of 30-sec.
Edited by Donald A. Thurston.

ORLEANS (1 AM; 1 FM)
Barnstable County—Map location L-6
See SRDS consumer market map and data at beginning of the State.

WVLC
1970

NAB

Media Code 4 222 6435 6.00
Seashore Broadcasting Co., Inc., Box 1170, off Rt. 6A, Orleans, Mass. 02653. Phone 617-255-3220.
STATION'S PROGRAMMING DESCRIPTION
WVLC: Programmed for general local interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—Ralph B. Hunter.
3. FACILITIES
1,000 w.; 1170 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WVLC-FM
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
AM/FM SIMULCAST
No. 6 Eff 1/1/75—Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	24+
1 min	13.96	13.07	12.17	11.69
30 sec	10.45	9.77	9.14	8.80
10 sec	6.94	6.53	6.05	5.84

DISCOUNT
13 wk—10% 26 wk—30%

7. PACKAGE PLANS
SHORT TERM PACKAGE

WITHIN 2 WKS, EA:	20 ti	32 ti	64 ti
1 min	7.25	6.88	6.45
30 sec	5.50	5.16	4.75
10 sec	3.45	3.09	2.80

LONG TERM PACKAGE

PER YR, EA:	1 min	30 sec	10 sec
500 x	7.18	5.24	3.59
1000 x	6.70	5.03	3.33

Maximum, 35 per wk.
YEAR ROUND PACKAGE—50% DISCOUNT

PER WK:	1 ti	6 ti	12 ti	24+
1 min	6.99	6.53	6.09	5.85
30 sec	5.23	4.88	4.58	4.40
10 sec	3.48	3.28	3.03	2.93

RATEHOLDERS—PER WK
9/10 sec—29.50 4/1 min—27.94
6/30 sec—29.30
To qualify for 50% discount, minimum of 27.50 per wk after discounts.

WVLC-FM
1974

NAB

Media Code 4 222 6436 6.00
Seashore Broadcasting Co., Inc., Box 1170, off Rt. 6A, Orleans, Mass. 02653. Phones 617-255-3220, 771-1021.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w. (horiz.), 29,200 w. (vert.); 104.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 350 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WVLC.

TIME RATES
Rates are identical to WVLC. See that listing.

PITTSFIELD (3 AM; 3 FM)
Berkshire County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBEC
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 222 6500 9.00
WBEC, Inc., Box 958, 211 Jason St., Pittsfield, Mass. 01201. Phone 413-443-9595.
STATION'S PROGRAMMING DESCRIPTION
WBEC: Programs to age groups between 18 & 49. MUSIC: general popular. NEWS: network hourly, local each hour, commentator twice daily, 3 newsmen, editorializes regularly, movie reviewer & meteorologist. Sponsors local community activities. SPORTS: sponsors golf tournament, athlete of year competition, swim meet, carries local pro games & high school sports. Contact Representative for further details. Rec'd 4/12/71.
1. PERSONNEL
President—Richard S. Jackson.
Vice-Pres & Gen'l Mgr.—Ronald A. Stratton.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England—Kettell-Carter, Inc.
3. FACILITIES
1,000 w.; 1420 kc.
Non-directional days, directional nights.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61c, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WQRB (FM).
Affiliated with American Contemporary Network.

TIME RATES
Eff 8/1/74—Rec'd 7/5/74.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other times.

7. PACKAGE PLANS
SATURATION—CLASS A

1 MIN:	5 ti	10 ti	20 ti	40 ti
1 wk	10.55	10.00	9.40	8.80
13 wk	10.00	9.40	8.80	8.20
26 wk	9.40	8.80	8.20	7.60
52 wk	8.80	8.20	7.60	7.05

30 sec: 80% of 1-min.
CLASS AA
1 min, extra 1.15 30 sec, extra .95

10. SPECIAL FEATURES
5-MINUTE NEWS—CLASS A

NET:	1 wk	13 wk	26 wk	52 wk
Ea	11.00	10.50	10.00	9.50

WBRK 1938 — WBRK-FM 1971
CBS Radio Network

NAB

Media Code 4 222 6630 4.00
Greylock Broadcasting Corp., 100 North St. Pittsfield, Mass. 01201. Phone 413-442-1553.
1. PERSONNEL
President—E. H. Close.
Vice-Pres. & Gen'l Mgr.—Howard M. Shultis.
2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—New England Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 3,000 w.; 101.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 143 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time only; 1st of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b, 16.
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with The Rep Network.

TIME RATES
Eff 3/15/73—Rec'd 6/18/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	9.00	8.55	8.10	7.65	7.20	6.75	6.30	5.90
20/30	7.20	6.85	6.50	6.15	5.80	5.45	5.10	4.75

7. PACKAGE PLANS
SATURATION

PER WK, 1 MIN:	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	8.50	8.00	7.50	7.00	6.50
13 wk	8.00	7.50	7.00	6.50	6.00
26 wk	7.50	7.00	6.50	6.00	5.50
52 wk	7.00	6.50	6.00	5.50	5.00

20/30 sec: 80% of 1-min.
3/10 sec: Flat 4.00 each. No frequency discount.
Not combinable for discount.

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min
1 x	90	54	36	27	18	9

DISCOUNTS
13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—30%

WGRG 1971 — WGRG-FM 1975

Media Code 4 222 6665 0.00
Radio Pittsfield Inc., 73 Fourth St., Pittsfield, Mass. 01201. Phone 413-499-1531.
STATION'S PROGRAMMING DESCRIPTION
WGRG: Programmed for target audience 18-35. MUSIC: album rock, jazz & surprises with personality disc jockeys. NEWS: independent, local coverage with editorial commentaries on consumer affairs, women's lib & other subjects. Contact Representative for further details. Rec'd 10/2/72.
1. PERSONNEL
General Manager—Myron (Mike) Adelson.
2. REPRESENTATIVES
Mary Roslin, Inc.
New England—Northeastern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 95.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 560 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 27, 28b, 28c, 29a, 29b, 30, 33c.
Contracts: 40a, 42b, 44b, 45, 46, 51b, 51c.
Comb.: Cont. Discounts: 60e, 62d.
Cancellation: 71b, 72, 73a, 73b.
Prod. Services: 80.

TIME RATES
No. 5 Eff 1/15/75—Rec'd 1/3/75.
A—Mon thru Sat 6-10 am & 3-7 pm.
B—All other times: ROS.

6. SPOT ANNOUNCEMENTS
CLASS B

PER WK, 1 MIN:	5 ti	10 ti	20 ti	35 ti	50 ti
1 wk	10.60	10.00	9.40	8.80	8.20
13 wk	10.00	9.40	8.80	8.20	7.60
26 wk	9.40	8.80	8.20	7.60	7.00
52 wk	8.80	8.20	7.60	7.00	6.40

A: 1 min, extra 1.20 A: 30 sec, extra 1.00
30 sec: 80% of 1-min.
Edited by Jerry Graham.

WQRB (FM)
1967

NAB RAB

Media Code 4 222 6700 5.00
WBEC, Inc., Box 958, 211 Jason St., Pittsfield, Mass. 01201. Phone 413-443-9595.
See affiliated AM station for additional information.
AM facilities: WBEC.
STATION'S PROGRAMMING DESCRIPTION
WQRB (FM): NEWS: national & local hourly M-Sat; Sun news is limited to key periods. Regular editorials. SPORTS: college football & national events. MUSIC: MOR, general popular; classical, 1 hour at 8 pm. Contact Representative for further details. Rec'd 4/12/71.
3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 9 am-midnight daily. EST.
Antenna ht., 92 ft. below average terrain.

TIME RATES
Eff ——— Rec'd 11/29/67.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	14 ti
1 min	5.90	4.70	3.55

CONTRACT DISCOUNT
52 wk—10%.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	29.40	17.60	11.75	5.00

No frequency available for continuing weeks.
10. SPECIAL FEATURES
Concert Hall—Mon thru Fri 8-9 pm, Sat & Sun 8-10 pm.
1 min (1/3 of program), ea 9.40

PLYMOUTH (1 AM; 1 FM)
Plymouth County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WPLM 1955 — WPLM-FM 1961

NAB RAB

Media Code 4 222 6760 9.00
Plymouth Rock Broadcasting Co., Inc., Route 3, Plymouth, Mass. 02360. Phone 617-746-1390.
Studio: Cape Cod Mall, Hyannis, Mass. 02601. Phone 617-775-1390.
1. PERSONNEL
Pres. & Gen'l Mgr.—John Campbell.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
Boston—Nona Kirby Co., Inc.
3. FACILITIES
5,000 w.; 1390 kc. Directional.
Operating schedule: 6-1 am. EST.
FM-ERP 50,000 w.; 99.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 430 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 4/1/75—Rec'd 6/23/75.

6. SPOT ANNOUNCEMENTS

WKLY, 1 MIN/LESS:	1 ti	10 ti	20 ti	30 ti	40 ti
Flat	10	80	150	210	260
4 wk	9	75	140	195	240
13 wk	8	70	130	180	220
26 +	7	65	120	165	200

6-9 am, noon-2 pm & 4-6:30 pm, per spot extra 1.00.
7. PACKAGE PLANS

	500x	1000x	1500x
Ea	6.50	5.50	5.00

10. SPECIAL FEATURES

NEWS & WEATHER:	1x	13x	26x	52x	104x
5 min, ea	18	16	14	13	12

Edited by Jim McVey.

QUINCY
Norfolk County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WJDA
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 222 6890 4.00
Television & Radio Broadcasting Corp., Box 130, Quincy, Mass. 02169. Phone 617-479-1300
STATION'S PROGRAMMING DESCRIPTION
WJDA: Programmed for family audiences. NEWS: informative, hourly. MUSIC: popular with block programming and AIR PERSONALITIES. SPORTS: play-by-play high school & Little League. Emphasis on community service. Contact Representative for further details. Rec'd 3/29/71.
1. PERSONNEL
Pres. & Treas.—James D. Asher, Jr.
Commercial Manager—Kenneth P. Fallon, Jr.
2. REPRESENTATIVES
Boston—Nona Kirby Co., Inc.
3. FACILITIES
1,000 w.; 1300 kc days. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24c, 26, 28c, 32b.
Contracts: 40a, 41, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60c, 61a, 61b, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff ——— Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS
1 min or less 12
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	120	70	48	36	24

SALEM

Essex County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WESX
1939

NAB

Subscriber to the NAB Radio Code
Media Code 4 222 7020 7.00
Television & Radio Broadcasting Corp., Box 710, Salem, Mass. 01970. Phone 617-744-1230.

STATION'S PROGRAMMING DESCRIPTION
WESX: Programmed for family audiences.
NEWS: informative, hourly. MUSIC: general popular with block programming & AIR PERSONALITIES. SPORTS: play-by play high school & Little League. Contact Representative for further details. Rec'd 7/2/71.

1. **PERSONNEL**
Pres. & Treas.—James D. Asher, Jr.
2. **REPRESENTATIVES**
Boston—Nona Kirby Co., Inc.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1230 kc.
Operating schedule: 6 am-10 pm. EST.
4. **AGENCY COMMISSION**
15%; 10th of month.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 11d, 12d, 13d, 14d, 15a, 15c.
Basic Rates: 20b 21b, 21d, 22a, 22b, 23a, 23b, 24c, 26, 28b, 28c, 29b, 32b.
Contracts: 40a, 41, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60f, 61b, 62d.
Prod. Services: 80, 82

TIME RATES
Eff————Rec'd 4/8/74.
6. **SPOT ANNOUNCEMENTS**
1 min or less..... 8
8. **PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	46	30	24	16

SOUTHBRIDGE (1 AM, 1 FM)

Worcester County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WESO
1955

RAB

Media Code 4 222 7150 2.00
WESO Broadcasting Corp., 399 Main St., Southbridge, Mass. 01550. Phone 617-764-4381.
Other studio: 661 S. Main St., Webster. Phone 943-4500

STATION'S PROGRAMMING DESCRIPTION
WESO: Programmed for general interest.

1. **PERSONNEL**
Station Manager—Roger E. Lataille.
2. **REPRESENTATIVES**
New York—Michael Fulford Company, Inc.
Boston—Creed Associates, Inc.
3. **FACILITIES**
1,000 w.; 970 kc. days. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. **AGENCY COMMISSION**
15/0 time only; monthly.
5. **GENERAL ADVERTISING See coded regulations**
Member: French Program Group of New England.

TIME RATES
Eff 6/1/74—Rec'd 7/1/74.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.

PER	AA				A			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	18	16	14	12	16	14	12	10
30 sec	(*)	13	11	10	13	11	10	9
10 sec	9	8	7	6	8	7	6	5

(*) 14.50.

WESO-FM
1968

RAB

Media Code 4 222 7151 0.00
WESO Broadcasting Corp., 399 Main St., Southbridge, Mass. 01550. Phone 617-764-4381.
See affiliated AM station for additional information.

3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
Rates are identical to WESO. See that listing.

TRY IT.

Using SRDS, that is, for all your media informational needs.
You'll like it!

G-10x

SPRINGFIELD-HOLYOKE-CHICOPEE (9 AM; 4 FM)

(including East Longmeadow, Northampton, Westfield, West Springfield)

East Longmeadow, Westfield, West Springfield, Hampden County—Map Location D-5
Northampton, Hampshire County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	48	41	48	41
B	30	23	25	23
C	23	23	23	22
D	21	21	22	20
AVERAGE	31	27	30	27

WACE
1946
CHICOPEE

CBS Radio Network
Represented by
PRO / Meeker Radio

NAB RAB

Media Code 4 222 7280 7.00
Tele-Measurements, Inc., Box 1, Springfield, Mass. 01101. Phones 413-594-6654, 781-2240.

STATION'S PROGRAMMING DESCRIPTION
WACE: Programmed for adults.
MUSIC: solid gold, top sellers of 50's & 60's & a few current top hits. 3-1/2 hrs. black gold Sat. afternoon & 1-1/4 hrs. Sun. morning. NEWS: 6-8:30 am, network, world & national news, local staff with area reports. SPORTS: local sports play-by-play, network sports, university football, ski reports in season. Public affairs: listener participation shows 11:30 am-noon Mon. & Fri. Contact Representative for further details. Rec'd 7/19/74.

1. **PERSONNEL**
President—J. R. Poppele.
Vice-President—William Endres.
General Manager—Philip A. Zoppi.
2. **REPRESENTATIVES**
PRO/Meeker Radio.
New England New England Spot Sales, Inc.
Southwest—Mario Messina Company.
3. **FACILITIES**
5,000 w. days; 730 kc. Non-directional
Operating schedule: 6 am-sign-off. EST.
4. **AGENCY COMMISSION**
15/0; time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.

TIME RATES
No. TM7 Eff 4/1/75—Rec'd 2/28/75.
6. **SPOT ANNOUNCEMENTS**

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 wk	12.00	11.00	10.00	9.00	8.00	7.50
13 wk	11.60	10.60	9.60	8.60	7.60	7.20
26 wk	11.20	10.20	9.20	8.20	7.20	6.90
52 wk	10.80	9.80	8.80	7.80	6.80	6.60
30 SEC:						
1 wk	9.00	8.25	7.50	6.75	6.00	5.65
13 wk	8.70	7.95	7.20	6.45	5.70	5.40
26 wk	8.40	7.65	6.90	6.15	5.40	5.20
52 wk	8.10	7.35	6.60	5.85	5.10	4.95

WAQY (FM)
1966
SPRINGFIELD

mcgavren-guild
pgw radio, inc.

Contemporary Rock

RAB

Media Code 4 222 7410 0.00
Springfield FM, Inc., 45 Fisher Ave., East Longmeadow, Mass. 01028. Phone 413-525-4141.

STATION'S PROGRAMMING DESCRIPTION
WAQY (FM): Programmed for age 12-35. Top 54 with a combination of oldies & album cuts. COMMERCIAL POLICY: 8 minutes per hour maximum. Contact Representative for further details. Rec'd 1/5/73.

1. **PERSONNEL**
Co-Sta. Mgrs.—Donald L. Wilks & Michael Schwartz.
Operations Manager—Bob Brooks.
2. **REPRESENTATIVES**
McGavren-Guild, Inc.
Boston—Northeastern Spot Sales, Inc.
3. **FACILITIES**
ERP 50,000 w.; 102.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. average terrain.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
General: 1b, 2b, 3c, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 27, 28a, 29b, 33d.
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WTYM.

TIME RATES
No. 3 Eff 7/1/74—Rec'd 6/28/74.
AA—Mon thru Fri 3-10 pm; Sat & Sun 10 am-7 pm.
A—All other times.
6. **SPOT ANNOUNCEMENTS**

CLASS AA—FIXED						
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	23	22	21	20	19	18
30 sec	19	18	17	16	15	14
CLASS A—FIXED						
1 min	20	19	18	17	16	15
30 sec	16	15	14	13	12	11

7. **PACKAGE PLANS**
TAP ROTATING—1/2AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	18	17	16	15	14	13
30 sec	15	14	13	12	11	10

WDEW
1957
WESTFIELD
A Roberts Station

Media Code 4 222 7540 4.00
Radio Westfield Inc., 249 Union St., Westfield, Mass. 01085. Phone 413-568-8643.

STATION'S PROGRAMMING DESCRIPTION
WDEW: Tarket audience 25-49.
MUSIC: 50% short playlist of mass appeal current music, 50% hit oldies. All music balanced and preprogrammed by program director. AIR PERSONALITIES. NEWS: every half hour in drive time, every hour in housewife time. Contact Representative for further details. Rec'd 3/25/74.

1. **PERSONNEL**
President—Allan W. Roberts.
General Manager—Robert T. Bouchard.
Program Director—Bill Davis.
2. **REPRESENTATIVES**
New York—Vic Piano Associates, Inc.
New England—Northeastern Spot Sales, Inc.
3. **FACILITIES**
1,000 w. days; 1570 kc. Non-directional.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1b, 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.
Basic Rates: 21b, 22a, 23a, 24b, 24c, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 44a, 45, 46, 49, 50, 51b.
Comb.; Cont. Discounts: 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 1 Eff 8/1/66—Rec'd 8/5/66.
6. **SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x	260+
Spots	10.00	9.50	9.25	9.00	8.75	8.25

7. **PACKAGE PLANS**
SATURATION PLANS

PER WK:	—Consecutive— 13 wk	26 wk	52 wk
12 ti	96	90	75
18 ti	140	130	125
24 ti	180	170	165

1-minute spots scheduled ROS within specified hour

SHORTS (10-second ROS Spots)	15 ti	30 ti	60 ti
Per week	55	100	180

Limit 1 per 1/4 hour
8. **PROGRAM TIME RATES**

	1x	23x	52x	104x	150x	260+
1 hr	110.00	105.00	100.00	98.00	92.00	89.00
1/2 hr	65.00	62.00	60.00	58.00	56.00	54.00
1/4 hr	35.00	32.00	30.00	28.00	25.00	23.00
5 min	15.00	14.50	14.00	13.00	12.00	11.00

10. **SPECIAL FEATURES**
Newscasts: every 1/2 hour. Earned rate plus 1.00 news charge.
Sports 6 times daily. Earned rate plus .50 feature charge.

WHMP 1950 — WHMP-FM 1966
NORTHAMPTON

NAB RAB NAFMB

Media Code 4 222 7570 1.00
Pioneer Valley Broadcasting, 78 Main St., Northampton, Mass. 01060. Phone 413-584-4275.

MASSACHUSETTS

STATION'S PROGRAMMING DESCRIPTION
WHMP: MUSIC: MOR until 7 pm, general popular, mostly instrumental until sign-off. NEWS: network at :60; local at :05; expanded local at 8:10 am, 12:45 & 6:25 pm; 2 local newsmen. SPORTS: pro baseball, college basketball, high school football & basketball, 8 reports in AM drive, 3 in PM, 8 in late evening, 22 network sport reports on weekends. FEATURES: 1/2 hour forum per week plus community reports twice a week which involve city, town & county officials reporting to constituencies. 3 hours Polish programming per week. Contact Representative for further details. Rec'd 4/8/71.

1. **PERSONNEL**
General Manager—Charles W. DeRose.
Station Manager—Joseph T. Fennessey.
Commercial Manager—Andrew J. Wiernasz.
2. **REPRESENTATIVES**
Grant Webb & Company, Inc.
Boston—Nona Kirby Co., Inc.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30-12:15 am. EST.
FM-ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 300 ft. above average terrain.
4. **AGENCY COMMISSION**
15% on time only: no cash discount.
5. **GENERAL ADVERTISING See coded regulations**
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 25a, 26, 28b, 29a, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60h, 60f, 61a, 62b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with The Rep Network.

TIME RATES
Eff 9/1/74—Rec'd 4/4/74.
AA—6-10 am & 3-7 pm.
ROS—All other times.
7. **PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	30 ti	35+
1 min	9.00	8.50	8.00	7.00	6.50
PER YR. BULK	1x	52x	156x	312x	520x
1 min	10.00	9.00	8.00	7.50	7.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
ROS: 80% of above rates.

WHYN
1941
SPRINGFIELD

Independent

NAB

Subscriber to the NAB Radio Code
Media Code 4 222 7670 9.00
The WHYN Stations Corp., 1300 Liberty St., Springfield, Mass. 01101. Phone 413-785-1911. TWX 413-781-3566.

STATION'S PROGRAMMING DESCRIPTION
WHYN: Programmed for teens, young adults & adults.
MUSIC: popular & solid gold, 24-hour request & contest lines. NEWS: every 1/2 hour, except 7-10 pm. Sports reports in am & afternoon drive times. Contact Representative for further details. Rec'd 5/29/73.

1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—James A. Kontoleon.
Station Manager—Phillip G. Drumheller.
Program Director—Robert Charest.
2. **REPRESENTATIVES**
Blair Radio.
3. **FACILITIES**
5,000 w. days; 1,000 w. nights. 560 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Cancellation: 70e.
Affiliated with Blair Represented Network.

TIME RATES
No. 16 Eff 10/16/74—Rec'd 10/7/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
6. **SPOT ANNOUNCEMENTS**

	—AA—		—A—		
PER WK:	1 min	30 sec	1 min	30 sec	10's
6 ti	50	40	43	35	26
12 ti	48	38	41	33	25
18 ti	46	36	39	31	24
24 ti	44	34	37	29	23

Edited by P. G. Drumheller.

WHYN-FM
1947
SPRINGFIELD

Subscriber to the NAB Radio Code
Media Code 4 222 7671 7.00
The WHYN Stations Corp., 1300 Liberty St., Springfield, Mass. 01101. Phone 413-785-1911. TWX 413-781-3566.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHYN-FM: Programmed for adults & mature young adults. MUSIC: MOR. NEWS: 5-min every half

(This listing continued on next page)

MASSACHUSETTS

Springfield-Holyoke-Chicopee—W H Y N-FM—Continued

hour 6-9 am; also at 12N, 12:30, 4, 5, 6 pm & 12M. Headlines at 4:30, 5:30 & 6:30 pm. SPORTS: reports in AM & PM drive times. Contact Representative for further details. Rec'd 6/4/73.

3. FACILITIES
ERP 10,000 w.; 93.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 970 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 18 Eff 5/1/74—Rec'd 5/14/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti
1 min	25	23	20
30 sec	20	18	16

Edited by P. G. Drumheller.

WMAS
1932

WMAS-FM
(formerly WHVY (FM) 1947)

SPRINGFIELD

NAB

Media Code 4 222 7900 2.00

Valley Broadcasters Inc., 101 West St., Springfield, Mass. 01104. Phone 413-737-1414.

STATION'S PROGRAMMING DESCRIPTION
WMAS: MUSIC: Modern MOR. NEWS: network. Contact Representative for further details. Rec'd 4/14/75.

1. PERSONNEL
Gen'l & Sales Mgr.—Zachary W. Land.
Operations Manager—Gloria Paro.
Program Director—Stan Brooks.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Creed Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6-1 am. EST.
FM-ERP 22,000 w.; 94.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 360 ft. above average terrain.
Simulcast 6-1 am.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 49, 51a.
Cancellation: 70a, 70c, 71a, 73a, 73b, 81, 82.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff ——— Rec'd 4/23/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	18 ti	20 ti	30 ti	50 ti	78+
		FIXED				
1 min	22	21	20	19	18	17
30 sec	21	20	19	18	17	16
		ROS				
1 min	21	20	19	18	17	16
30 sec	20	19	18	17	16	15

15 sec: 50% of 1-min.
Edited by Zachary Land.

1-1-75 Demographic estimates for every Metro Area

men & women in 4 age groups teens and children

See Contents Page.

R-N 8/10

WREB
1950
HOLYOKE

RAB

Media Code 4 222 7930 7.00

Algonquin Broadcasting Corp., Box 507, 560 Dwight St., Holyoke, Mass. 01040. Phone 413-536-3930.

STATION'S PROGRAMMING DESCRIPTION
WREB: Programmed for adults, 18-49.
MUSIC: MOR 6-9 am, swaps 9-10 am, conversation/talk 10 am-noon & 1-5 pm, music 5 pm-sign-off. NEWS: news & information block noon-1 pm; regional & national at :30, local at :00; commentaries 7:30 am & 12:30 pm. SPORTS: local 8:35 am & 4:05 pm; play-by-play high school football. Remotes available. Contests & air promotions. Contact Representative for further details. Rec'd 3/27/75.

1. PERSONNEL
President—Joseph J. Alfano, Jr.
Station Manager—Edward H. Perry.
Traffic Manager—Jeannie Laizer.

2. REPRESENTATIVES
The Devney Organization, Inc.
Boston—Nona Kirby Co., Inc.

3. FACILITIES
500 w. days; 930 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21b, 22a, 24a, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 46, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS.
Member: French Program Group of New England.

TIME RATES
Eff ——— Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.00	7.50	7.00	6.50	6.00	5.50
10 sec	5.00	4.50	4.00	3.50	3.00	2.50

9. PARTICIPATING PROGRAMS

FIRM CONTRACT, EA:	13 wk
Richard Lavigne	10
Tracy Cole	8
Barbara Heisler Talk Show—3 pm-sign-off	8
Paul Monson	8

When available.

WSPR
1938
SPRINGFIELD

Independent

EASTMAN RADIO, INC.

NAB

Media Code 4 222 8060 2.00

WSPR, Inc., WSPR Bldg., 63 Chestnut St., Springfield, Mass. 01103. Phone 413-732-4182. TWX 413-781-3576.

1. PERSONNEL
Pres. & Gen'l Mgr.—Alan C. Tindal.
Program Director—Bud Clain.

2. REPRESENTATIVES
Eastman Radio, Inc.
New England—Kettell-Carter, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1270 kc. Directional—same pattern day and night.
Operating schedule: 5:30-1:00 am weekdays; 8:00 am-midnight Sun. EST.

4. AGENCY COMMISSION
15/0 net time only; terms on contract.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81.
Affiliated with Eastman Radio Network.

TIME RATES
Eff 10/1/68—Rec'd 9/5/68.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm; Sun all day.
IV—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 min	I 30/20	I 10 sec	II 1 min	II 30/20	II 10 sec
1 ti	34.00	27.00	17.00	30.00	24.00	15.00
12 ti	30.00	24.00	15.00	25.00	20.00	12.50
18 ti	28.00	22.40	14.00	23.00	18.40	11.50
	III			IV		
1 ti	25.00	20.00	12.50	19.00	15.20	8.50
12 ti	23.00	18.40	11.50	17.00	13.60	8.50
18 ti	22.00	17.60	11.00	16.00	12.80	8.00

7. PACKAGE PLANS
BEST BUY PLANS

PER WK, EA:	1 min
Plan A—30 ti (12I & II, 12III, 6IV)	18
Plan B—15 ti (6I & II, 6III, 3IV)	21

Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—4% 52 wk—8%
Not applicable to Best Buy Plan.

Rateholder: Minimum wkly sched of 6 1-min spots, 6 am-12 mid Mon-Sun, necessary to maintain consec wk advertising.

WTXL
1949
WEST SPRINGFIELD

Media Code 4 222 8190 7.00

Communication Industries, Inc., 34 Sylvan St., West Springfield, Mass. 01089. Phones 413-739-1935, 736-3795.

STATION'S PROGRAMMING DESCRIPTION
WTXL: Programmed for adults 18-49 & teens. MUSIC: progressive rock, albums. COMMERCIAL POLICY: 12 hourly breaks-maximum 70 seconds per break. Daily stock market reports. NEWS: at :25 & :55. Bulletins as required. Contact Representative for further details. Rec'd 5/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Howard S. Shulman.
Business Manager—Nancy L. Cartledge.
Program Director—Malcolm Davis.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Boston—Creed Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Directional daytime. Non-directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.

TIME RATES
Eff 11/1/67—Rec'd 9/13/67.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-4 pm; Sun all day.
B—All other times.

7. PACKAGE PLANS

AA:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	22.00	20.00	18.00	17.00	16.00
20/30 sec	18.00	16.00	14.00	13.00	12.00
10 sec	11.00	10.00	9.00	8.50	8.00
A:					
1 min	20.00	18.00	16.00	15.00	14.00
20/30 sec	16.00	14.00	12.00	11.00	10.00
10 sec	10.00	9.00	8.00	7.50	7.00
B:					
1 min	15.00	13.00	12.00	11.00	10.00
20/30 sec	12.00	10.00	8.00	7.00	8.00
10 sec	7.50	6.50	6.00	5.50	5.00

WTYM
1947
EAST LONG MEADOW

Media Code 4 222 8320 0.00

Executive Broadcasting Corp., Inc., 45 Fisher Ave., East Longmeadow, Mass. 01028. Phone 413-525-4141.

STATION'S PROGRAMMING DESCRIPTION
WTYM: Programmed for adults and mature young adults.
6 announcers emcee entire operation. NEWS: 5 min hourly, except morning traffic 10 & 15 min personality newscasts. Stock market beeper report daily at 4:30 pm. SPORTS: show daily at 4:55 pm. COMMERCIAL POLICY: 12 minutes per hour. MUSIC 90%: showtunes, film music, big orchestrations, standards. 3 man news department, 1 mobile unit. Sat and Sun music all day. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
Co-Sta. Mgrs.—Donald Wilks & Michael Schwartz.
Sales Manager—Carl Haterius.
Operations Manager—Bob Brooks.

2. REPRESENTATIVES
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
5,000 w.; 1600 kc. Non-directional.
Operating schedule: 6 am- sign-off. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates, 20a, 20b, 22b, 23a, 24c, 25c, 26, 27, 28b, 28c, 29a, 32a, 33a.
Contracts: 40a, 41, 44b, 46, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WAQY (FM).
Affiliated with American Information Network.

TIME RATES
Eff 3/1/75—Rec'd 1/28/75.
AA—6-9 am & 4-7 pm.
A—9 am-4 pm & all other times.

6. SPOT ANNOUNCEMENTS

MORNING AND EVENING OVERTURE	1 min				30 sec			
AA:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
12 ti	11	10	9	8	9	8	7	6
18 ti	10	9	8	7	8	7	6	5
24 ti	9	8	7	6	7	6	5	4
36 ti	8	7	6	5	6	5	4	3
MORNING CARROUSEL AND MIDDAY SERENADE								
A:								
12 ti	9	8	7	6	7	6	5	4
18 ti	8	7	6	5	6	5	4	3
24 ti	7	6	5	4	5	4	3	2
36 ti	6	5	4	3	4	3	2	1

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	52x	260x
1 hr	100	85	70
1/2 hr	75	65	53
1/4 hr	50	43	35

TAUNTON (1 AM; 1 FM)

Bristol County—Map Location J-6
See SitDS consumer market map and data at beginning of the State.

WPEP
1949

NAB

Subscriber to the NAB Radio Code

Media Code 4 222 8450 5.00

Silver City Broadcasting Corp., Box 1228, 49 Broadway, Taunton, Mass. 02780. Phone 617-824-7520.

1. PERSONNEL
Pres. & Sta. Mgr.—J. Marshall McGregor.

2. REPRESENTATIVES
New England—Nona Kirby Co., Inc.

3. FACILITIES
1,000 w. days: 1570 kc. Non-directional.
Operating schedule: 6 am-sign-off. EST.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS
1 MINUTE—BTA

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25+
1 wk	6.00	5.25	5.15	4.95	4.75	4.55
4 wk	5.25	5.15	5.05	4.85	4.65	4.45
13 wk	5.15	4.95	4.85	4.65	4.45	4.25
26 wk	4.85	4.75	4.65	4.45	4.25	4.05
52 wk	4.65	4.55	4.45	4.25	4.05	3.85

30 sec: 80% of 1-min. 10 sec: 3.00.
6-9 am, noon-1 pm & 3:30-6 pm, per spot, extra .30.

WRLM (FM)
1966

NAB NAFMB

Media Code 4 222 8580 9.00

Audio-Air, Inc., Box 2, Taunton, Mass. 02780. Phone 617-822-5341.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joseph G. Quill.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
New England Spot Sales, Inc.

3. FACILITIES
ERP 14,000 w. (horiz.), 4,830 w. (vert.); 93.3 mc.
Operating schedule: 6-1 am daily. EST.
Antenna ht.: 180 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec		1 min	30 sec
1 x	6.00	5.25	260 x	4.75	4.00
26 x	5.75	5.00	312 x	4.50	3.75
52 x	5.50	4.75	520 x	4.00	3.50
104 x	5.25	4.50	780 x	3.75	3.25
156 x	5.00	4.25			

7. PACKAGE PLANS

4 WEEKS						
PER WK, EA:	5 ti	10 ti	15 ti	20 ti	25 ti	50 ti
1 min	5.70	5.40	5.15	4.50	4.25	4.00
30 sec	4.85	4.25	4.00	3.75	2.50	3.30
1 WEEK						
1 min	5.70	5.25	4.85	4.50	4.25	
30 sec	4.85	4.25	4.00	3.75	3.50	

10 sec ID's: Flat 3.00.
Edited by Joseph G. Quill.

TISBURY

Dukes County—Map Location K-8
See SitDS consumer market map and data at beginning of the State.

WVOI
1974

NAB NAFMB

Media Code 4 222 8645 0.00

Wasque Corp., off Edgartown Rd., Tisbury, Mass. 02568. Phone 617-693-9596.

STATION'S PROGRAMMING DESCRIPTION
WVOI: Days country/folk; nights classical.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. Robert Windsor.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/2 on time; payable within 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 96-1 Eff 6/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1-5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	12	11	10	9	8	7	5

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
1/3 AM, 1/3 PM, 1/3 EVENING—ROS, 7 DAYS

	10 ti	15 ti	20 ti
1 min	55	75	90

ROS:	12 ti	18 ti	24 ti	48 ti
1 min	60	81	96	168

SECTION A RATES
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-8 pm.
III—Mon thru Sat 10 am-3 pm; Sign-on Sat-sign-off Sun.

(This listing continued on next page)

Tisbury—WVOI—Continued

	12 ti	18 ti	24 ti	48 ti
I	12	11	10	9
II	10	9	8	7
III	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Sounders—50 BOS, 10-sec., 7 days BOS..... 100.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Minimum rate holder: 5 ti per wk.

(CR)

VINEYARD HAVEN

Dukes County—Map Location K-8

See SRDS consumer market map and data at beginning of the State.

WVOI

TISBURY

City of license, Tisbury, Mass.
See listing under Tisbury, Mass.

WALTHAM

Middlesex County—Map Location H-4

See SRDS consumer market map and data at beginning of the State.

See Boston

(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

WARE

Hampshire County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

WARE

1948

R A B

A Roberts Station

Media Code 4 222 8710 2.00

Central Broadcasting Corp., 90 South St., Ware, Mass. 01082. Phone 413-967-6231.

STATION'S PROGRAMMING DESCRIPTION
WARE: Programmed for 18-44 group.
MUSIC: top 30 & oldies. AIR PERSONALITIES handle all music programs. NEWS: emphasis on local news with coverage by staff of 3 local newspersons plus 18 stringers. 2 30-min drive time local newscasts daily plus reports at :60. SPORTS: major league baseball, professional hockey plus local high school coverage. Phone-in talk show 12:15-1 pm daily. Contact Representative for further details. Rec'd 6/16/75.

1. PERSONNEL
President—Allan W. Roberts.
Exec. Vice-Pres.—Richard H. Vaughan.
Operations Manager—Gary James.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
New England—Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1250 kc. Directional—night only.
Operating schedule: 5:55-1 am. EST.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

3. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 27, 28b, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60e, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 6/2/68—Rec'd 5/31/68.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	26x	52x	104x	156x	260+
1 min	15	14	13	12	11	10

7. PACKAGE PLANS

PER WK, RDS:	12 ti	18 ti	24 ti
13 consec wks	9.50	9.00	8.50
26 consec wks	9.00	8.50	8.00
52 consec wks	8.50	8.00	7.50

SHORTS

RDS PER 1/4 HR, PER WK, EA:	13 ti	30 ti	60 ti
10 sec	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260+
1 hr	100	95	90	85	80	75
1/2 hr	75	70	65	60	55	50
1/4 hr	50	45	40	35	30	25
5 min	35	30	25	20	17	15

Edited by R. H. Vaughan.

(Q)

WESTFIELD

Bampden County—Map Location D-5

See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)

WEST SPRINGFIELD

Hampden County—Map Location D-5

See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)

WEST YARMOUTH (1 AM; 1 FM)

Barnstable County—Map Location L-6

See SRDS consumer market map and data at beginning of the State.

WOCB

1940

American Entertainment Ntwk

NAB R A B

Media Code 4 222 8840 7.00

Sea-Mount Radio Corporation of Massachusetts, 278 South Sea Ave., West Yarmouth, Cape Cod, Mass. 02673. Phone 617-775-0500.
Studio: 344 Main St., Hyannis, Mass. 02610. Phone 617-775-6777.
Studio: Falmouth Shopping Plaza, Falmouth, Mass. Phone 617-548-3133

STATION'S PROGRAMMING DESCRIPTION
WOCB: Programmed for contemporary general interest.
MUSIC: popular contemporary 6 am-10 pm. 90% single, 10% album cuts. Classics 10:35 pm-1 am. AIR PERSONALITIES handle all segments. NEWS: 6 min local at :60; 5 min network at :30; 66 min summary at 8 am & noon; 70 min at 5 pm; 35 min at 10 pm. Expanded summaries include local, world & national, sports, business, weather, commentary, features. UPI & weather service wires; news staff; 12 local correspondents; weatherphone. SPORTS: in all newscasts & several times in expanded summaries; play-by-play local pro & high school hockey, basketball, football & baseball. Open mike as needed; housewife shows 9:06-10 am & 11:36 am-noon, M-F with guests. Contact Representative for further details. Rec'd 3/14/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Chester S. Miller.
Station Manager—G. Wesley Stidstone.
Program Director—John W. Miller.

2. REPRESENTATIVES
Market 4 Radio.
New England—Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights. 1240 kc.
Non-directional.
Operating schedule: 6-1:06 am. EST.
Partial simulcast operation. Simulcast 6-9 am, noon-1 pm, 5-6 pm & 10 pm-1:06 am. All hrly 5-min local newscasts & special events. See WOCB-FM for non-simulcast facilities.

4. AGENCY COMMISSION
15/0 time only: 15th of following month.

3. GENERAL ADVERTISING See coded regulations
General: 2h, 3a, 4a, 5, 6a, 8.
Rate Protection: 15h.
Basic Rates: 21a, 22h, 23a, 24a, 25a, 26, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 1/1/75—Rec'd 1/16/75.
AAA—Mon thru Sat 6-9 am.
AA—Mon thru Sat noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 Min AAA	1 Min AA	1 Min A	30 Sec AAA	30 Sec AA	30 Sec A
1 WEEKLY						
1 wk	13.00	12.00	11.00	10.40	9.60	8.80
4 wk	12.50	11.50	10.50	10.00	9.20	8.40
13 wk	12.00	11.00	10.00	9.60	8.80	8.00
26 wk	11.00	10.00	9.00	8.80	8.00	7.20
52 wk	10.00	9.00	8.00	8.00	7.20	6.40
5 WEEKLY						
1 wk	12.00	11.00	10.00	9.60	8.80	8.00
4 wk	11.50	10.50	9.50	9.20	8.40	7.60
13 wk	11.00	10.00	9.00	8.80	8.00	7.20
26 wk	10.00	9.00	8.00	8.00	7.20	6.40
52 wk	9.00	8.00	7.00	7.20	6.40	5.60
10 WEEKLY						
1 wk	11.50	10.50	9.50	9.20	8.40	7.60
4 wk	11.00	10.00	9.00	8.80	8.00	7.20
13 wk	10.50	9.50	8.50	8.40	7.60	6.80
26 wk	9.50	8.50	7.50	7.60	6.80	6.00
52 wk	8.50	7.50	6.50	6.80	6.00	5.20
20 WEEKLY						
1 wk	11.00	10.00	9.00	8.80	8.00	7.20
4 wk	10.50	9.50	8.50	8.40	7.60	6.80
13 wk	10.00	9.00	8.00	8.00	7.20	6.40
26 wk	9.00	8.00	7.00	7.20	6.40	5.60
52 wk	7.50	7.00	6.00	6.00	5.60	4.80
30+ WEEKLY						
1 wk	10.50	9.50	8.50	8.40	7.60	6.80
4 wk	10.00	9.00	8.00	8.00	7.20	6.40
13 wk	9.50	8.50	7.50	7.60	6.80	6.00
26 wk	8.50	7.50	6.50	6.80	6.00	5.20
52 wk	7.00	6.50	5.50	5.60	5.20	4.40

10 sec: 50% of 1-min.
Spots scheduled from first billing wk in June thru last billing wk in Sept (except for 52-wk contracts), extra 50%.

7. PACKAGE PLANS

BULK, PER YR:	1 Min AAA	1 Min AA	1 Min A	30 Sec AAA	30 Sec AA	30 Sec A
250 x	10.00	9.00	8.00	8.00	7.20	6.40
500 x	9.00	8.00	7.00	7.20	6.40	5.60
1000 x	8.50	7.50	6.50	6.80	6.00	5.20
1500 x	8.00	7.00	6.00	6.40	5.60	4.80

10 sec: 50% of 1-min.
Maximum 10% scheduled ea mo; June, July, Aug. or Sept.
May be combined with FM for Bulk Plan rate.

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
Open	100.00	80.00	40.00	30.00	15.00
52 wk	75.00	60.00	30.00	22.50	12.50

9. PARTICIPATING PROGRAMS
Nan Daniels & Ray Hall, ea. extra..... 2.50
Paul Harvey Show—Mon thru Fri 12:30-12:45 pm, extra 3.00.

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS

	1 prog AAA	1 prog AA	1 prog A	3 prog AAA	3 prog AA	3 prog A
1 wk	18	17	16	17	16	15
4 wk	17	16	15	16	15	14
13 wk	16	15	14	15	14	13
26 wk	15	14	13	14	13	12
52 wk	14	13	12	12	11	10

	6 prog			12+ prog		
1 wk	16	15	14	15	14	13
4 wk	15	14	13	14	13	12
13 wk	14	13	12	13	12	11
26 wk	13	12	11	12	11	10
52 wk	11	10	9	10	9	8

Co-sponsored, 50% of above plus .50.
News/Weather/Sports adj. & participations, extra 1.00..
Q (CR-2)

WOCB-FM

1948

NAB R A B

Media Code 4 222 6841 5.00

Sea-Mount Radio Corporation of Massachusetts, 278 South Sea Ave., West Yarmouth, Cape Cod, Mass. 02673. Phone 617-775-0500.
Other studios—Hyannis, Falmouth, Mass.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WOCB-FM: Programmed for adults.
MUSIC: general popular & standard, vocal & instrumental in 1/4 hr segments when separate from AM. NEWS: 6-min at :60. SPORTS: Major League football, hockey & baseball. Contact Representative for further details. Rec'd 7/10/73.

3. FACILITIES
ERP 14.500 w.; 94.9 mc. Stereo.
Operating schedule: 6-1:06 am. EST.
Antenna ht.: 245 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-noon, 1-5 pm & 6-10 pm. For simulcast facilities see WOCB.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. FM-5 Eff 3/1/75—Rec'd 2/14/75.

6. SPOT ANNOUNCEMENTS

ROS, PER WK:	1 min 3 ti	1 min 5 ti	1 min 7 ti	1 min 10+	30 sec 3 ti	30 sec 5 ti	30 sec 7 ti	30 sec 10+
1 wk.	4.80	4.50	4.30	4.00	3.80	3.60	3.30	3.20
4 wk.	4.50	4.30	4.00	3.80	3.60	3.30	3.20	3.10
13 wk	4.30	4.00	3.80	3.60	3.30	3.20	3.00	2.90
26 wk	4.00	3.80	3.60	3.30	3.20	3.00	2.90	2.60
52 wk	3.60	3.30	3.10	2.90	2.90	2.60	2.50	2.40

7. PACKAGE PLANS

PER YR, BULK:	250x	500x	1000x	1500x
1 min	3.60	3.30	3.10	2.90
30 sec	2.90	2.60	2.50	2.40

(Q)

WORCESTER (4 AM; 2 FM)

Plus 1 paid duplicate listing.

Worcester County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	32	36	32	28
B	23	19	23	19
C	23	18	20	15
D	17	15	17	15
AVERAGE	24	22	23	19

WAAB

1931

R A B

Media Code 4 222 8970 2.00

Southern Massachusetts Broadcasters, Inc., 34 Mechanic St., Worcester, Mass. 01608. Phone 617-752-5611.

STATION'S PROGRAMMING DESCRIPTION
WAAB: Programmed to reach 18-49.
News/talk format. 6 man news department. News block 6-10 am M-F; tele/talk 10 am-4 pm M-F; news block 4-7 pm M-F; tele/talk 7-11 pm M-F; mystery show 11 pm-midnight M-F; tele/talk midnight-6 am M-F; tele/talk weekends. Contact Representative for further details. Rec'd 4/3/75.

1. PERSONNEL
President—George Gray.
Vice-Pres. & Nat'l Sales Mgr.—Alvin Saide.
Vice-Pres. & Gen'l Mgr.—Donald Kave.

2. REPRESENTATIVES
Eastman Radio, Inc.
New England—Creed Associates, Inc.

3. FACILITIES
5,000 w.; 1440 kc. Directional—different pattern day and night.
Operating schedule: 24 hours daily. EST.

MASSACHUSETTS

4. AGENCY COMMISSION
15/0 net time: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 31, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 46, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 61c, 62b, 62d.
Prod. Services: 80, 81, 82.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
FM facilities: WAAF (FM)
Affiliated with Eastman Radio Network.
Affiliated with CBS.
Affiliated with MBS.

TIME RATES
AM/FM COMBINATION
Eff 11/1/73—Rec'd 10/4/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

I MIN:	6 ti	12 ti	18 ti	24 ti
AA	24	22	20	18
A	23	20	18	16

20/30 sec: 80% of 1-min. 10 sec ID's: 50% of 1-min.
AM only: 75% of AM/FM combination.

7. PACKAGE PLANS
IMPACT PLAN—1/2AA, 1/2A

I MIN:	12 ti	24 ti
Ea	18	16

20/30 sec: 80% of 1-min. 10 sec ID's: 50% of 1-min.
AM only: 75% of AM/FM combination.
Edited by Donald S. Kave.

WAAF (FM)

1961

R A B

Media Code 4 222 8985 0.00

WAAF, Inc., 34 Mechanic St., Worcester, Mass. 01608. Phone 617-752-5611.
See affiliated AM station for additional information.
AM facilities: WAAB.

STATION'S PROGRAMMING DESCRIPTION
WAAF (FM): MUSIC: combination of oldies, top 50 & album cuts. COMMERCIAL POLICY: 8 minutes per hour maximum. Contact Representative for further details. Rec'd 10/4/71.

1. PERSONNEL
Sales Manager—Jerry Pratte.
Music Director—Joseph Capobianco.

3. FACILITIES
ERP 17,500 w.; 107.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Affiliated with American FM Network.
Sold in combination with WAAB. See that listing for rates.

TIME RATES
FM only: 75% of AM/FM combination.
Edited by Donald S. Kave.

WFMP (FM)

1960

FITCHBURG

N A F M B

(This is a paid duplicate of the listing appearing under Fitchburg-Leominster, Mass.)

Media Code 4 222 3640 6.00

Music Service Corp., 170 Prichard St., Broadcast House, Fitchburg, Mass. 01420. Phone 617-343-4897.
Other Offices: 544 Main St., Worcester, Mass. Phone 617-791-4556.

STATION'S PROGRAMMING DESCRIPTION
WFMP (FM): MUSIC: modern country, top 100 hitlist plus inclusion of 4 oldies hourly. Continual use of contests & audience participation. NEWS: world & local at :60 & :30; newsblock 6-6:30 pm. Public service announcements, local community calendar announcements hourly. Contact Representative for further details. Rec'd 1/4/73.

1. PERSONNEL
President—George 1. Chatfield.
General Manager—John O'Day.
Program Director—Gene Laverne.

2. REPRESENTATIVES
Eckels & Queen, Inc.

3. FACILITIES
ERP 50,000 w.; 104.5 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 280 ft. above average terrain.
Partial simulcast operation. Operated separately 1 pm-1 am. For simulcast facilities see WFGL.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 29a.
AM facilities: WFGL, Fitchburg.
Sold in combination with WFGL, Fitchburg. See that listing for rates

TIME RATES
Eff——Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

PER YR, FIXED:	1x	200x	520x	1040x
1 min	15	14	12	10
30 sec	12	11	10	9
10 sec	10	9	8	7

7. PACKAGE PLANS

PER WK, ROS:	5 ti	10 ti	20 ti	30 ti
1 min	12.00	11.00	9.00	8.00
30 sec	10.00	9.00	7.50	6.50
10 sec	8.00	7.00	6.00	5.00

(D)

(Worcester continued on next page)

MASSACHUSETTS

Worcester—Continued

WNEB
1946

Media Code 4 222 9230 0.00
WNEB, Inc., 405 Main St., Worcester, Mass. 01608. Phone 617-756-4672.

1. PERSONNEL
President—Harold D. Glidden.

2. REPRESENTATIVES
Bob Dore Associates.
Boston—Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7a.
Rate Protection: 10b, 11b, 12f, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22d, 23a, 24a, 24c, 25c, 27, 30.
Contracts: 40a, 41, 42d, 44a, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 1/1/75—Rec'd 3/3/75.
AA—6 am-6 pm.
A—6 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min AA	1 min A	30 sec AA	30 sec A	10 sec AA	10 sec A
1 x	11.25	9.50	9.00	7.50	5.75	5.00
10 x	11.00	9.25	8.75	7.25	5.50	4.75
20 x	10.75	9.00	8.50	7.00	5.25	4.50
30 x	10.50	8.75	8.25	6.75	5.00	4.25
500 x	10.00	8.50	8.00	6.50	—	—
1000 x	9.75	8.00	7.75	6.25	—	—
1500 x	9.50	7.75	7.50	6.00	—	—

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	15	40	75	115

Edited by Melodie Glidden.

WORC
1925

RAB

Subscriber to the NAB Radio Code
Media Code 4 222 9360 5.00
Knowles Broadcasting Co., Inc., 8 Portland St., Worcester Mass. 01608. Phone 617-799-0581.

STATION'S PROGRAMMING DESCRIPTION
WORC: Programmed for young adults.
MUSIC: hit singles & popular album cuts. NEWS: at :55. Contact Representative for further details. Rec'd 11/29/71.

1. PERSONNEL
General Manager—Edward T. Deedy.
Program Director—Richard Smith.

2. REPRESENTATIVES
McGavren-Guild, Inc.
New England—Northeastern Spot Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc. Directional—same pattern all hours.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 2c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 25a, 29a, 33d.
Contracts: 40a, 42b, 42d, 44b, 45, 46, 47e, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 5/1/73—Rec'd 4/2/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	25	23	22	21	21	19	18	17

ID's: 60% of 1-min.

7. PACKAGE PLANS
IMPACT PLAN—1/2AA, 1/2A

PER WK, ROS:	12 ti	24 ti
1 min	18	16

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
ID's: 60% of 1-min.
May be purchased in any combination or separately. Minutes, 30 seconds and ID's may be combined.

10. SPECIAL FEATURES
5 min news—1-1/2x applicable 1-min.

DISCOUNT
52 wk—10%

WSRS (FM)
1940

A Knight Quality Station

Alan Torbet Associates, Inc.

All Stereo

Media Code 4 222 9490 0.00
Radio Fitchburg, Inc., Box 961, West Side Station, Worcester, Mass. 01613. Phone 617-757-6321.

STATION'S PROGRAMMING DESCRIPTION
WSRS (FM): Programmed for adults.
MUSIC: popular album format, primarily instrumental, of adult appeal & includes standards, film & selected popular. NEWS: Brief advisories at :60; stock market reports. FEATURES: meteorologist's weather reports mornings & afternoons, plus key week-end periods. COMMERCIAL POLICY: 8 commercial minutes per hour in 1/4 hour breaks. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
President—Norman Knight.
General Manager—John I. Flynn.
Program Director—Les Ross.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Boston—Knight Sales, Inc.

3. FACILITIES
EBP 25,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL AOVERTISING see coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spot contracts subect to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Member: The Knight Quality Stations.

TIME RATES
No. G-13 Eff 9/30/74—Rec'd 10/21/74.
AAAA—Mon thru Sun 10 am-4 pm.
AAA—Mon thru Sun 6-10 am & 4-8 pm.
AA—Mon thru Sun 8 pm-2 am & 5-6 am.

6. SPOT ANNOUNCEMENTS

	AAAA 1 min	AAAA 30 sec	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
6 ti	38	28	34	26	30	24
12 ti	36	26	32	24	28	22
24 ti	34	24	30	22	26	20
30 ti	32	22	28	20	24	18

7. PACKAGE PLANS
TAP—1/3AAAA, 1/3AAA, 1/3AA

	6 ti	12 ti	24 ti	30 ti
1 min	32	30	28	26
30 sec	24	22	20	18

WTAG
1924

NBC Radio Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 222 9620 2.00
Worcester Telegram and Gazette, Inc., 20 Franklin St., Worcester, Mass. 01613. Phone 617-791-5521.

1. PERSONNEL
Vice-Pres., Radio & Exec Dir.—Robert W. Booth.
Sta. & Prog. Mgr.—Richard F. Wright.
Sales Manager—Herman H. Kramer.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 580 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/5 if paid before 10th of following month.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 21a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC and Blair Represented Network.

TIME RATES
No. 25 Eff 8/1/74—Rec'd 10/14/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Fri 7-9 pm; Sat 7:30 am-1 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

	1 mo	6 mo	12 mo	30 sec 1 mo	30 sec 6 mo	30 sec 12 mo
CLASS AAA						
1 x	22.50	21.25	19.75	17.00	16.50	15.75
75 x	21.75	20.50	19.00	16.25	15.75	15.00
150 x	21.00	19.75	18.25	15.50	15.00	14.25
225 x	20.25	19.00	17.50	14.75	14.25	13.50
300 x	19.50	18.25	16.75	14.00	13.50	12.75
375 x	18.75	17.50	16.00	13.25	12.75	12.00
450 x	18.00	16.75	15.25	12.50	12.00	11.25
525 x	17.25	16.00	14.50	11.75	11.25	10.50
600 x	16.50	15.25	13.75	11.00	10.50	9.75
675 x	15.75	14.50	13.00	10.50	10.00	9.00
750 x	15.00	13.75	12.25	10.00	9.50	8.50
CLASS AA						
1 x	20.00	19.00	17.50	15.00	14.50	14.00
75 x	19.25	18.25	16.75	14.25	13.75	13.25
150 x	18.50	17.50	16.00	13.50	13.00	12.50
225 x	17.75	16.75	15.25	12.75	12.25	11.75
300 x	17.00	16.00	14.50	12.00	11.50	11.00
375 x	16.25	15.25	13.75	11.25	10.75	10.25
450 x	15.50	14.50	13.00	10.50	10.00	9.50
525 x	14.75	13.75	12.25	10.00	9.50	9.00
600 x	14.00	13.00	11.50	9.50	9.00	8.50
675 x	13.25	12.25	10.75	9.00	8.50	8.00
750 x	12.50	11.50	10.00	8.50	8.00	7.50
CLASS A						
1 x	17.75	16.75	15.50	14.00	13.50	13.00
75 x	17.00	16.00	14.75	13.25	12.75	12.25
150 x	16.25	15.25	14.00	12.50	12.00	11.50
225 x	15.50	14.50	13.25	11.75	11.25	10.75
300 x	14.25	13.75	12.50	11.00	10.50	10.00
375 x	13.50	13.00	11.75	10.25	9.75	9.25
450 x	12.75	12.25	11.00	9.75	9.25	8.75
525 x	12.00	11.50	10.25	9.25	8.75	8.25
600 x	11.25	10.75	9.50	8.75	8.25	7.75
675 x	10.50	10.00	8.75	8.25	7.75	7.25
750 x	9.75	9.25	8.00	7.75	7.25	6.75
CLASS B						
1+	9.50	9.00	8.50	8.75	8.25	7.75
CLASS C						
1+	7.00	6.50	6.00	6.50	6.00	5.50

10/20 sec: (AAA, AA, A, B) 55% of 1-min; preemptible.
45 sec: (AAA, AA, A, B, ROS) 85% of 1-min.
Class B & 10/20 sec not combinable.
Minimum of 5 1-min AAA, AA, or A (or dollar equivalent) for consec mos.

MEXICAN STATIONS
(Adjoining Tex., and Calif.)

XEAS
NUEVO LAREDO, MEXICO
See listing under Laredo, Tex.

XEBG
TIJUANA, MEXICO
See listing under San Diego, Calif.

XEGM
TIJUANA, MEXICO
See listing under San Diego, Calif.

XEK
NUEVO LAREDO, MEXICO
See listing under Laredo, Tex.

XEMO
TIJUANA, MEXICO
See listing under San Diego, Calif.

XENU
NUEVO LAREDO, MEXICO
See listing under Laredo, Tex.

XEPRS
TIJUANA, MEXICO
See listing under San Diego, Calif.

XEROK
CIUDAD JUAREZ, MEXICO
See listing under El Paso, Tex.

XETRA
TIJUANA, MEXICO
See listing under San Diego, Calif.

XEWG
CIUDAD JUAREZ, MEXICO
See listing under El Paso, Tex.

XEXX
TIJUANA, MEXICO
See listing under San Diego, Calif.

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

East Towas—Iosco County
Harrison—Clare County
Zeeland—Ottawa County

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,208,294	Kalamazoo-Portage	17,024
METRO AREAS		Lansing-East Lansing	20,237
Ann Arbor	20,380	Midland	266
Battle Creek	13,666	Muskegon-Muskegon Heights	20,048
Bay City	786	Saginaw	32,024
Detroit	920,115	Total Metros	1,168,270
Flint	75,419		
Grand Rapids	29,275		
Jackson	9,030		

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	120,687	METRO AREAS	
		Detroit	58,872

MICHIGAN

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will effect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 223 0100 2.00

Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3730.

MICHIGAN STATE GROUP
Comprised of:

WLEW—Bad Axe
WCER—Charlotte
WDOW—Dowagiac
WBDN—Escanaba
WBHN—Fremont
WBCH—Hastings
WHTC—Holland
WIKB—Iron River
WJPD—Ishpeming
WJCO—Jackson
WKPR—Kalamazoo
WTIQ—Manistique
WSMA—Marine City
WAGN—Menominee
WCEN-FM—Mt. Pleasant
WNIL—Niles
WAOP—Otsego
WHLS—Port Huron
WJPW—Rockford
WRBJ—St. Johns
WMIC—Sandusky
WKLM—Three Rivers
WSDS—Ypsilanti

		1 min	30 sec
All stations	115		92

Less than full state list may be purchased. (D)

(State Networks continued on page 416)

For complete listing see Regional Networks & Groups
Keystone
KBS
BROADCASTING SYSTEM, INC

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Adrian—Lenawee
Allen Park—Wayne
Ann Arbor—Washtenaw
Battle Creek—Calhoun
Bay City—Bay
Benton Harbor—Berrien
Berkley—Oakland
Birmingham—Oakland
Dearborn—Wayne
Dearborn Heights—Wayne
Detroit—Wayne
East Detroit—Macomb
East Lansing—Ingham
Ferndale—Oakland
Flint—Genesee
Garden City—Wayne
Grand Rapids—Kent
Grosse Pointe Woods—Wayne
Hamtramck—Wayne
Harper Woods—Wayne
Hazel Park—Oakland
Highland Park—Wayne
Holland—Ottawa
Inkster—Wayne
Jackson—Jackson
Kalamazoo—Kalamazoo
Kentwood—Kent
Lansing—Ingham
Lincoln Park—Wayne
Livonia—Wayne
Madison Heights—Oakland
Marquette—Marquette
Midland—Midland
Monroe—Monroe
Mount Clemens—Macomb
Mount Pleasant—Isabella
Muskegon—Muskegon
Muskegon Heights—Muskegon
Norton Shores—Muskegon
Oak Park—Oakland
Pontiac—Oakland
Portage—Kalamazoo
Port Huron—St. Clair
Roseville—Macomb
Royal Oak—Oakland
Saginaw—Saginaw
St. Clair Shores—Macomb
Southfield—Oakland
Southgate—Wayne
Sterling Heights—Macomb
Taylor—Wayne
Trenton—Wayne
Troy—Oakland
Warren—Macomb
Wayne—Wayne
Westland—Wayne
Wyandotte—Wayne
Wyoming—Kent
Ypsilanti—Washtenaw

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MICHIGAN STATE TOTALS	9,124.4	2,933.97	45,228,655	15,416	4.6	8.3	8.2	25.5	48.2	22,969,023	7,829	5,012,739	734,405	3,896,116	980,896	1,056,762	4,483,104	1,703,263	4,514.35	278.5	1,784,492
ALCONA G-6	7.5	2.72	23,562	8,663	12.7	20.4	11.9	18.5	18.3	10,696	3,932	2,835	724	521	.....	385	3,503	1,316	4.52	1.0	4,769
ALGER D-4	8.1	2.65	27,812	10,495	7.5	15.8	14.9	29.6	25.7	16,980	6,408	6,778	325	1,002	499	491	1,076	2,595	3.52	.5	2,122
ALLEGAN D-10	69.5	21.91	273,505	12,483	5.5	9.9	11.2	29.5	37.0	142,656	6,511	33,402	2,959	5,955	2,735	4,752	36,762	12,144	32.37	7.5	71,698
ALPENA G-6†	31.3	9.63	117,686	12,221	6.3	10.3	12.2	29.2	33.6	82,971	8,616	22,941	2,431	11,110	2,919	3,873	13,012	6,033	15.30	1.3	7,579
ANTRIM E-6	13.3	4.47	49,722	11,123	8.6	16.3	12.0	25.2	30.7	25,481	5,700	6,012	1,109	805	138	206	2,306	2,092	6.74	1.4	8,544
ARENAC F-7	11.3	3.72	42,972	11,552	7.1	12.7	11.7	26.4	32.2	30,730	8,261	9,392	770	564	770	694	6,798	5,270	5.64	1.4	10,631
BARAGA B-3	7.8	2.56	30,379	11,867	8.7	13.8	13.9	28.1	25.7	14,591	5,700	5,078	318	1,661	553	268	1,891	1,725	3.40	.2	981
BARRY E-10	40.5	13.13	163,184	12,428	4.7	10.2	11.1	30.1	36.3	71,552	5,450	15,599	1,721	3,434	1,532	1,752	11,641	4,996	17.21	4.7	26,008
BAY F-8	120.3	38.17	540,532	14,161	4.5	7.5	9.7	29.6	43.4	300,928	7,884	66,700	8,178	57,445	17,735	15,016	51,714	24,918	58.14	8.0	28,228
Bay City	48.4	16.71	217,919	13,041	.....	.....	.....	.....	.....	180,106	10,778	35,412	6,767	35,061	14,537	11,405	30,782	14,423	.....	.....	.....
Bay City Metro Area	120.3	38.17	540,532	14,161	4.5	7.5	9.7	29.6	43.4	300,928	7,884	66,700	8,178	57,445	17,735	15,016	51,714	24,918	58.14	.....	.....
BENZIE D-6	9.1	3.19	32,387	10,153	10.6	18.1	12.0	23.5	28.7	23,647	7,413	5,473	930	1,272	418	348	4,708	1,724	4.76	.5	3,307
BERRIEN C-11	167.7	55.92	756,640	13,531	4.9	8.8	9.3	27.5	42.3	439,058	7,852	97,731	13,426	68,765	12,363	16,318	80,967	44,308	88.80	6.7	57,246
Benton Harbor	15.5	5.33	48,929	9,180	.....	.....	.....	.....	.....	133,466	25,041	26,525	3,983	43,548	4,908	5,053	24,595	9,135	.....	.....	.....
Benton Harbor; St. Joseph Combined	26.7	9.83	113,073	11,503	.....	.....	.....	.....	.....	178,819	18,191	34,997	5,676	56,228	7,697	6,566	30,095	13,147	.....	.....	.....
BRANCH E-11	38.4	12.22	155,426	12,719	6.2	12.8	10.3	26.5	38.2	86,163	7,051	21,619	2,415	7,667	3,052	2,952	20,419	7,346	18.66	5.6	30,316
CALHOUN E-11†	141.8	47.77	703,424	14,725	4.7	8.3	8.2	26.2	47.5	368,403	7,712	86,551	9,958	62,649	13,742	16,874	72,005	35,287	72.65	6.4	37,375
Battle Creek	38.4	14.65	178,754	12,202	.....	.....	.....	.....	.....	189,594	12,942	46,447	4,447	46,607	8,019	9,876	33,719	12,908	.....	.....	.....
Battle Creek Metro Area	182.3	60.90	866,608	14,230	4.6	9.0	8.8	27.0	45.0	439,955	7,224	102,150	11,679	66,083	15,274	18,626	83,646	40,283	89.86	.....	.....
CASS D-11	45.2	15.01	208,139	13,867	5.0	10.1	9.5	27.0	42.1	62,084	4,136	16,072	1,731	2,472	972	2,479	12,173	6,238	21.98	3.5	33,953
CHARLEVOIX E-5	17.6	5.74	66,602	11,603	7.8	15.2	11.7	26.4	32.0	31,195	5,435	9,580	999	1,420	833	1,369	5,174	3,357	8.79	.7	4,245
CHEBOYGAN F-5	16.9	5.43	62,359	11,484	8.5	19.9	11.5	23.2	28.1	46,602	8,582	11,277	2,068	5,179	892	1,205	8,913	6,260	8.84	.9	2,121
CHIPPEWA E-4†	31.8	9.82	104,273	10,618	8.6	20.5	13.8	24.0	23.2	66,007	6,722	17,906	1,623	13,835	1,550	2,499	11,167	5,071	14.23	1.1	3,839
CLARE E-7	18.6	6.41	61,674	9,622	9.2	16.1	12.4	24.2	23.6	47,454	7,403	12,371	1,120	861	1,394	1,442	7,877	8,389	9.14	1.5	6,851
CLINTON F-9	52.1	15.74	228,267	14,502	3.9	7.2	9.1	29.8	46.0	81,377	5,170	15,524	1,194	4,283	1,985	3,528	22,121	6,731	22.53	9.4	43,780
CRAWFORD F-6†	7.0	2.29	25,098	10,960	9.6	17.7	12.7	24.0	27.7	16,373	7,150	3,744	531	695	664	425	3,028	3,100	3.94	.1	.....
DELTA D-4	36.4	11.81	137,970	11,682	6.9	12.9	12.5	28.2	31.1	82,562	6,991	21,797	1,669	9,086	4,170	4,300	16,563	5,864	16.73	.7	7,633
DICKINSON C-4	23.6	8.41	91,134	10,836	7.9	14.2	11.3	26.9	31.7	57,652	6,855	15,091	1,500	6,359	3,337	4,358	12,638	3,379	12.30	.4	4,443
EATON E-10	75.6	23.49	375,043	15,966	3.7	6.0	7.6	26.4	52.1	174,236	7,417	37,678	3,881	37,993	3,308	6,437	28,173	15,000	34.17	6.3	25,718
EMMET E-5	19.0	6.13	78,936	12,877	5.8	13.8	11.2	24.7	36.1	63,311	10,328	13,171	1,919	8,869	4,039	3,654	9,610	5,142	10.42	.6	5,617
GENESEE G-9	461.5	145.08	2,259,709	15,576	3.8	6.7	8.2	26.7	50.1	1,303,776	8,987	256,425	43,856	206,583	44,560	61,628	240,164	89,389	223.44	5.2	21,470
Flint	189.8	64.54	918,196	14,227	.....	.....	.....	.....	.....	782,251	12,120	136,550	25,916	172,074	33,325	40,330	125,432	42,351	.....	.....	.....
Flint Metro Area	528.8	166.43	2,550,302	15,324	3.9	7.2	8.4	27.1	48.8	1,444,442	8,679	290,195	47,911	223,481	49,496	66,927	269,213	100,104	254.32	.....	.....
GLADWIN F-7	14.5	4.88	52,650	10,789	8.9	14.9	11.4	26.4	28.5	24,197	4,958	6,751	885	584	837	612	4,813	2,237	6.91	1.4	6,358
GOGEBIC A-3	19.0	7.06	63,315	8,968	9.4	17.8	14.6	26.4	20.2	45,386	6,429	12,995	932	6,549	2,613	2,783	9,329	4,814	8.86	.4	668
GRAND TRAVERSE D-6	43.9	13.79	175,651	12,738	5.0	13.9	11.9	27.6	35.1	180,109	13,061	35,959	3,342	30,121	5,447	9,247	38,623	10,111	25.64	1.8	14,320
GRATIOT F-9	39.3	12.22	161,305	13,200	5.2	12.4	11.0	26.6	39.1	100,262	8,205	21,651	1,812	8,651	2,842	3,297	20,009	8,041	18.60	6.9	43,070
HILLSDALE F-11	37.8	12.49	150,752	12,070	5.7	13.0	11.2	28.0	34.9	86,693	6,941	27,245	1,259	9,481	1,979	3,226	13,767	7,809	18.43	6.2	32,136
HOUGHTON B-3	36.5	12.55	108,490	8,645	12.5	21.4	13.0	19.2	17.5	69,488	5,537	20,550	1,955	6,436	3,427	2,523	11,353	4,804	13.88	.7	2,358
HURON G-8†	33.9	11.05	129,618	11,730	8.2	14.3	10.7	23.5	31.9	87,667	7,934	15,745	1,789	3,209	2,826	3,287	17,833	5,770	17.58	9.9	68,828
INGHAM F-10	269.5	85.65	1,380,399	16,117	4.8	7.5	7.8	25.2	50.6	786,785	9,186	138,215	19,591	164,381	35,789	31,720	165,083	54,246	131.16	6.0	36,604
East Lansing	57.0	14.04	262,414	18,690	.....	.....	.....	.....	.....	80,751	5,751	9,333	2,680	13,912	8,284	1,651	7,287	6,785	.....	.....	.....
Lansing[3]	139.3	48.68	680,981	13,989	.....	.....	.....	.....	.....	577,348	11,860	94,306	12,909	137,054	26,469	26,471	130,906	34,593	.....	.....	.....
Lansing-East Lansing Metro Area	446.3	139.65	2,171,129	15,547	4.5	7.7	8.4	26.5	48.7	1,130,630	8,096	213,146	27,326	210,277	43,590	44,360	234,600	84,081	208.62	.....	.....
IONIA E-9	49.1	14.77	187,420	12,689	5.8	9.5	12.0	30.6	36.6	88,232	5,974	21,729	2,660	3,620	2,508	2,675	19,223	8,104	20.76	5.9	44,541
IOSCO G-7†	27.7	8.78	93,362	10,633	9.6	19.5	13.1	23.4	24.3	57,914	6,596	15,245	2,410	1,825	1,865	2,816	11,332	5,020	12.19	1.1	7,225
IRON B-4	12.6	4.85	45,453	9,372	11.1	17.8	12.5	25.7	24.3	30,847	6,360	10,057	752	2,123	872	1,389	5,456	3,758	6.63	.2	1,437
ISABELLA E-8	47.7	12.90	172,384	13,363	6.8	12.3	10.1	25.7	37.6	87,922	6,816	16,941	2,715	11,099	3,722	4,207	17,453	5,239	17.82	4.9	29,107
Mount Pleasant	22.2	5.29	76,422	14,447	.....	.....	.....	.....	.....	72,235	13,655	14,421	1,947	10,252	3,485	3,617	15,824	4,310	.....	.....	.....
JACKSON F-11	146.1	46.42	681,833	14,688	4.8	7.6	9.3	28.3	45.5	374,867	8,076	77,522	7,098	60,948	15,063	13,751	65,544	27,436	72.17	5.9	38,749
Jackson	44.4	15.71	201,016	12,795	.....	.....	.....	.....	.....	210,108	13,374	43,119	5,458	57,971	12,831	10,713	40,694	14,791	.....	.....	.....
Jackson Metro Area	146.1	46.42	681,833	14,688	4.8	7.6	9.3	28.3	45.5	374,867	8,076	77,522	7,098	60,948	15,063	13,751	65,544	27,436	72.17	.....	.....

(3) Includes portion in Eaton County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
KALAMAZOO D-11	207.2	65.77	1,009,702	15,352	4.4	8.2	8.9	27.4	46.9	572,253	8,701	125,033	13,540	80,178	24,460	32,927	87,659	38,818	101.57	4.2	30,358
Kalamazoo	85.8	27.89	398,242	14,279	.....	.....	.....	.....	.....	374,946	13,444	71,051	9,655	73,195	21,742	25,506	72,305	24,774	.....	.....	.....
Kalamazoo-Portage Metro Area	265.9	85.20	1,244,049	14,602	5.1	9.5	9.4	27.0	44.0	693,808	8,143	157,903	17,080	84,363	27,030	38,380	120,035	51,516	129.72	.....	.....
Portage	38.3	11.09	175,902	15,861	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

Advertisement

AFTER DETROIT, KALAMAZOO

IN KALAMAZOO HERE'S NO. 1

NO. 1 MEN 25+
NO. 1 WOMEN 25+
NO. 1 IN ALL DAY PARTS

WKZO

5,000 WATTS · 590 KC

SOURCE: ARB APRIL/MAY 1974

KALKASKA E-6	5.3	1.89	17,212	9,107	10.9	19.4	12.8	22.5	21.8	9,646	5,104	3,162	244	416	119	61	2,042	1,550	3.85	.....	.....
KENT D-9	419.4	136.05	2,011,064	14,782	4.4	8.2	8.9	27.9	45.9	1,261,044	9,269	267,193	38,567	188,998	54,452	66,749	234,580	86,319	222.93	7.3	55,751
Grand Rapids	200.7	69.45	930,208	13,394	.....	.....	.....	.....	.....	708,321	10,199	137,456	26,828	131,099	33,709	49,134	138,065	46,388	.....	.....	.....
Grand Rapids Metro Area	557.4	177.71	2,615,654	14,719	4.1	8.5	9.3	28.6	45.2	1,535,908	8,643	339,997	46,711	209,665	62,507	79,694	291,966	111,071	289.69	.....	.....
Kentwood	25.3	7.37	109,446	14,850	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wyoming	60.0	18.90	264,263	13,982	.....	.....	.....	.....	.....	172,238	9,113	40,688	3,123	20,664	13,467	11,318	36,228	15,204	.....	.....	.....
KEWEENAW C-2†	2.3	.86	6,435	7,483	24.0	26.2	12.5	14.9	10.4	2,115	2,459	822	.....	.....	.....	.....	.....	470	.96	.....	.....
LAKE D-7	5.7	2.15	18,122	8,429	11.9	20.1	11.9	19.0	19.3	7,751	3,605	3,263	199	467	.....	205	.....	1,091	3.07	.7	1,706
LAPEER G-9	57.7	16.43	227,265	13,832	4.7	7.4	9.3	28.8	43.6	108,605	6,610	24,630	2,181	5,107	3,978	3,868	27,190	9,699	24.81	6.0	49,786
LEELANAU D-6†	11.5	3.80	45,850	12,066	7.6	15.6	11.0	24.6	33.0	12,549	3,302	3,836	568	409	77	137	1,579	1,311	5.45	1.9	12,602
LENAWEE F-11	82.2	26.29	356,778	13,571	4.5	9.2	10.6	28.9	41.0	215,632	8,202	50,526	4,478	19,132	8,866	9,443	46,845	17,260	42.29	8.9	67,523
Adrian	20.2	6.51	83,843	12,879	.....	.....	.....	.....	.....	93,742	14,400	20,889	2,489	16,574	5,002	5,906	11,119	8,894	.....	.....	.....
LIVINGSTON F-10	68.9	21.25	316,975	14,916	4.4	7.6	8.5	27.3	47.8	110,933	5,220	29,552	3,619	3,468	2,309	4,116	25,010	13,088	33.33	4.6	25,464
LUCE E-3	6.3	1.74	22,907	13,165	6.8	13.3	10.9	26.0	35.9	11,710	6,730	3,827	428	.....	446	451	3,518	811	2.72	.....	.....
MACKINAC E-4	9.2	3.03	32,724	10,800	10.1	18.4	12.5	24.2	27.5	23,750	7,838	6,138	671	1,200	660	687	2,356	5,123	4.16	.7	2,067
MACOMB H-9†	661.2	195.31	3,432,318	17,574	2.6	3.8	5.4	25.4	60.1	1,532,039	7,844	347,568	48,550	325,774	44,712	66,448	311,868	108,822	365.07	3.8	27,151
East Detroit	45.3	13.90	244,334	17,578	.....	.....	.....	.....	.....	139,832	10,060	39,123	3,630	5,810	1,696	3,578	59,802	7,259	.....	.....	.....
Mount Clemens	20.0	6.94	104,834	15,106	.....	.....	.....	.....	.....	128,445	18,508	24,116	5,318	10,137	3,687	8,260	35,811	11,404	.....	.....	.....
Roseville	63.5	18.61	299,716	16,105	.....	.....	.....	.....	.....	234,486	12,600	35,172	4,135	147,758	13,475	9,042	11,065	9,299	.....	.....	.....
St. Clair Shores	91.7	27.55	495,318	17,979	.....	.....	.....	.....	.....	159,878	5,803	53,091	8,232	22,075	1,714	7,399	31,548	15,154	.....	.....	.....
Sterling Heights	78.6	22.54	366,360	16,254	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Warren	192.1	56.14	1,011,589	18,019	.....	.....	.....	.....	.....	489,246	8,715	110,648	16,291	115,814	18,334	23,937	70,080	35,205	.....	.....	.....
MANISTEE D-7	20.3	7.04	76,897	10,923	7.5	14.9	13.1	28.3	27.6	41,372	5,877	11,510	1,586	4,546	1,110	2,039	7,336	4,514	10.25	.5	12,353
MARQUETTE C-4†	67.6	20.46	251,234	12,279	6.5	14.8	13.0	28.6	30.8	135,650	6,630	38,363	2,694	18,085	5,846	5,060	23,323	10,811	28.79	.1	1,356
Marquette	22.3	6.20	88,791	14,321	.....	.....	.....	.....	.....	75,036	12,103	18,868	1,528	12,447	3,246	2,662	15,990	4,788	.....	.....	.....
MASON D-7	22.8	7.90	92,417	11,698	6.2	14.1	12.0	27.5	32.9	58,308	7,381	15,283	1,594	9,464	1,312	1,868	11,893	4,470	11.86	1.6	11,206
MECOSTA E-8	34.2	10.25	115,107	11,230	9.7	19.4	13.9	24.0	23.2	56,679	5,530	14,151	2,303	4,372	2,064	2,597	9,222	4,757	11.29	2.5	18,529
MENOMINEE C-5	24.4	8.17	85,935	10,518	6.8	16.4	14.1	26.6	25.8	24,459	2,994	7,758	214	2,615	363	1,700	3,012	2,132	11.70	2.3	12,173
MIDLAND F-8	67.7	20.60	331,228	16,079	3.5	6.3	7.3	28.6	49.7	149,703	7,267	37,856	6,131	18,471	5,984	7,919	35,548	13,511	33.94	1.7	10,416
Midland[4]	37.4	11.65	215,055	18,460	.....	.....	.....	.....	.....	140,156	12,031	34,313	5,405	17,242	5,484	7,685	34,131	11,585	.....	.....	.....
Midland Metro Area	67.7	20.60	331,228	16,079	3.5	6.3	7.3	28.6	49.7	149,703	7,267	37,856	6,131	18,471	5,984	7,919	35,548	13,511	33.94	.....	.....
MISSAUKEE E-7	7.5	2.52	23,814	9,450	10.2	15.6	12.4	25.2	24.6	26,156	10,379	4,482	609	711	332	1,078	3,398	2,053	3.68	1.6	14,297
MONROE G-11	123.8	37.37	611,559	16,365	3.5	5.7	7.0	26.9	52.9	208,549	5,581	45,305	5,082	30,825	7,421	10,286	39,888	17,376	59.89	9.8	41,370
Monroe	25.4	8.32	134,234	16,134	.....	.....	.....	.....	.....	107,894	12,968	24,764	2,857	29,509	4,542	8,473	12,735	7,077	.....	.....	.....
MONTCALM E-9	40.9	13.76	157,014	11,411	7.1	15.1	12.0	27.9	30.5	101,900	7,406	29,980	2,438	2,759	2,602	3,335	21,824	7,998	20.14	4.8	30,413
MONTMORENCY F-6	5.7	2.08	18,083	8,694	13.9	21.5	12.8	19.2	18.5	11,754	5,651	2,397	442	1,023	98	340	2,312	828	3.55	.6	2,501
MUSKEGON D-9	159.0	51.16	661,616	12,932	5.4	10.6	11.4	29.8	37.4	360,337	7,043	95,582	12,279	48,452	13,258	20,335	72,505	28,703	76.07	2.3	17,743
Muskegon	43.5	15.69	181,673	11,579	.....	.....	.....	.....	.....	155,866	9,934	33,215	5,700	23,505	9,608	13,379	24,528	11,901	.....	.....	.....
Muskegon-Muskegon Heights Metro Area	179.9	57.97	728,452	12,566	5.8	11.6	11.6	29.3	35.6	397,457	6,856	105,765	13,425	49,981	14,097	21,181	80,257	32,797	84.34	.....	.....
Muskegon Heights	16.0	5.28	56,825	10,762	.....	.....	.....	.....	.....	39,706	7,520	5,410	1,381	1,043	1,328	3,829	16,602	1,614	.....	.....	.....
Norton Shores	23.6	7.21	112,738	15,636	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
NEWAYGO D-8	29.2	9.48	108,745	11,471	8.6	15.0	12.3	26.4	29.1	46,590	4,915	10,015	887	2,327	1,293	1,959	11,517	4,533	14.02	3.7	30,503
OAKLAND G-9	971.1	304.72	6,400,880	21,006	2.7	4.4	5.3	21.0	63.9	2,902,483	9,525	540,911	96,629	530,255	158,284	136,324	550,019	175,116	530.25	2.0	18,410
Berkley	22.2	7.12	133,713	18,780	.....	.....	.....	.....	.....	43,624	6,127	10,560	2,268	19,907	691	2,299	2,695	5,874	.....	.....	.....
Birmingham	26.0	9.25	239,169	25,856	.....	.....	.....	.....	.....	195,256	21,109	32,989	8,996	15,017	34,782	13,637	44,523	10,957	.....	.....	.....
Ferndale	30.5	10.88	176,112	16,187	.....	.....	.....	.....	.....	161,565	14,850	15,275	5,845	33,245	3,182	6,582	77,691	7,671	.....	.....	.....
Hazel Park	23.1	7.54	115,853	15,365	.....	.....	.....	.....	.....	55,412	7,349	12,776	2,312	33,068	444	2,379	1,859	5,108	.....	.....	.....
Madison Heights	40.3	12.35	210,777	17,067	.....	.....	.....	.....	.....	74,979	6,071	29,203	3,200	14,813	1,885	2,121	3,707	4,939	.....	.....	.....
Oak Park	36.6	11.75	260,591	22,178	.....	.....	.....	.....	.....	126,176	10,738	36,811	5,271	66,613	10,737	2,039	18,897	8,290	.....	.....	.....
Pontiac	85.5	27.65	362,154	13,098	.....	.....	.....	.....	.....	372,627	13,477	57,547	13,477	103,844	14,255	18,373	91,721	23,166	.....	.....	.....
Royal Oak	92.9	32.16	574,673	17,869	.....	.....	.....	.....	.....	304,478	9,468	53,633	13,924	15,310	15,517	24,191	91,789	20,290	.....	.....	.....
Southfield	80.0	25.09	676,865	26,977	.....	.....	.....	.....	.....	575,660	22,944	56,251	6,084	96,952	47,043	28,770	19,938	14,433	.....	.....	.....
Troy	46.9	15.63	309,216	19,783	.....	.....	.....	.....	.....	105,970	6,780	14,562	2,211	13,930	.....	214	42,172	7,221	.....	.....	.....
OCEANA D-8	20.9	6.81	66,836	9,814	9.3	18.1	12.8	26.0	22.1	37,120	5,451	10,183	1,146	1,529	839	846	7,752	4,094	8.27	3.2	23,126
OGEMAW F-7	12.6	4.38	43,339	9,895	12.0	19.8	11.2	20.0	23.8	33,415	7,629	10,521	1,129	1,705	737	682	4,901	1,799	6.80	1.1	7,413
ONTONAGON B-3	10.7	3.54	36,401	10,283	7.4	12.5	14.7	31.9	27.5	18,773	5,303	4,815	242	1,392	619	375	5,125	2,108	4.79	.4	2,349
OSCEOLA E-7	15.0	5.00	55,125	11,025	7.9	14.4	12.0	26.0	28.8	26,825	5,365	6,631	851	1,191	615	577	3,490	3,523	7.47	2.1	12,294
OSCODA F-6	5.2	1.90	18,121	9,537	14.6	18.2	12.8	20.4	21.1	8,868	4,667	1,777	271	524	108	87	492	1,646	2.76	.5	1,658
OTSEGO F-6	11.1	3.47	47,890	13,801	3.3	11.6	11.2	27.5	38.9	42,202	12,162	8,190	867	758	793	2,620	6,075	7,511	6.20	.7	2,668
OTTAWA D-9	138.0	41.66	604,590	14,512	3.4	8.4	10.3	31.3	43.2	274,864	6,598	72,804	8,144	20,667	8,055	12,945	57,386	24,752	66.76	8.9	78,699
Holland[2]	28.0	9.13	129,424	14,176	.....	.....	.....	.....	.....	115,566	12,658	19,425	4,055	15,306	4,528	5,351	33,125	9,090	.....	.....	.....
PRESQUE ISLE F-5	12.4	3.98	46,613	11,712	6.8	12.2	11.4	27.1	29.9	21,316	5,356	6,580	150	605	341	458	3,730	2,126	6.18	2.1	6,465
ROSCOMMON F-7	11.0	4.29	38,963	9,082	12.4	19.0	10.7	18.1	23.9	37,493	8,740	9,966	1,505	1,091	475	1,121	5,084	4,633	7.14	.1	307
SAGINAW F-9	228.5	70.70	1,075,417	15,211	4.4	7.2	8.1	27.1	48.1	613,548	8,678	117,019	16,747	100,736	28,588	31,539	99,731	43,725	110.63	12.1	47,979
Saginaw	91.2	30.32	413,352	13,633	.....	.....	.....	.....	.....	316,879	10,451	60,097	11,582	80,578	21,738	18,173	54,297	20,340	.....	.....	.....
Saginaw Metro Area	228.5	70.70	1,075,417	15,211	4.4	7.2	8.1	27.1	48.1	613,548	8,678	117,019	16,747	100,736	28,588	31,539	99,731	43,725	110.63	.....	.....
ST. CLAIR H-9	127.0	41.44	551,973	13,320	6.2	9.8	10.2	28.0	39.6	290,186	7,003	61,051	7,119	64,348	8,747	15,233	48,660	22,168	61.14	4.4	36,260
Port Huron	36.5	12.79	156,741	12,255	.....	.....	.....	.....	.....	134,428	10,510	20,915	2,905	34,694	6,817	9,254	23,776	9,397	.....	.....	.....
SANILAC H-8	51.5	17.79	217,826	12,244	6.4	12.5	11.0	28.3	35.6	121,032	6,803	31,851	2,752	7,975	4,248	7,239	21,955	11,925	25.45	4.6	31,663
ST. JOSEPH E-11	38.0	12.37	139,121	11,247	8.2	14.0	11.7	26.7	30.2	80,027	6,469	18,861	1,841	2,877	2,003	4,222	15,574	5,766	17.59	9.2	73,846
SCHOOLCRAFT D-4	8.2	2.76	27,172	9,845	8.2	16.8	13.8	25.9	23.7	19,293	6,990	5,490	759	862	525	213	4,029	1,967	4.01	.6	668
SHIAWASSEE F-9	67.3	21.35	290,593	13,611	4.3	8.6	10.3	30.6	40.5	140,666	6,589	33,770	4,055	16,898	4,936	5,299	29,049	10,715	30.88	7.1	29,759
TUSCOLA G-8	50.1	15.21	203,939	13,408	4.6	9.0	10.5	28.2	40.2	94,772	6,231	21,444	1,909	4,598	1,452	3,148	21,908	6,737	22.85	7.5	54,029

(2) Includes portion in Allegan County. (4) Includes portion in Bay County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE CENSUS DIVISION City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
VAN BUREN D-10	58.7	19.43	234,347	12,061	7.8	13.0	10.9	25.7	34.7	121,555	6,256	32,870	3,540	4,185	2,570	5,453	32,376	12,698	28.15	5.9	52,068
WASHTENAW G-10†	252.6	79.68	1,390,509	17,451	3.5	6.8	7.0	22.7	56.1	730,507	9,168	136,295	26,212	86,602	42,617	34,958	129,234	46,269	121.52	7.7	38,334
Ann Arbor	111.2	37.80	650,641	17,213	.....	.....	.....	.....	.....	415,954	11,004	74,222	18,290	61,625	36,761	23,017	57,361	20,698	.....	.....	.....
Ann Arbor Metro Area	252.6	79.68	1,390,509	17,451	3.5	6.8	7.0	22.7	56.1	730,507	9,168	136,295	26,212	86,602	42,617	34,958	129,234	46,269	121.52	.....	.....
Ypsilanti	30.8	8.61	131,916	15,321	.....	.....	.....	.....	.....	130,811	15,193	31,278	5,341	23,638	4,647	7,597	22,002	11,275	.....	.....	.....
WAYNE G-10†	2,622.6	879.68	13,612,427	15,474	4.9	7.3	7.5	24.3	50.4	6,526,468	7,419	1,456,802	252,885	1,439,256	326,216	307,784	1,355,891	466,837	1,250.66	1.3	12,041
Allen Park	41.7	12.68	253,978	20,030	.....	.....	.....	.....	.....	135,582	10,693	30,998	4,660	42,771	1,194	3,171	5,145	9,637	.....	.....	.....
Dearborn	100.4	35.98	656,771	18,254	.....	.....	.....	.....	.....	439,359	12,211	73,412	17,109	67,017	25,580	36,031	122,054	33,292	.....	.....	.....
Dearborn Heights	85.4	25.86	473,615	18,315	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Detroit	1,423.3	505.59	6,892,777	13,633	.....	.....	.....	.....	.....	3,500,705	6,924	768,684	140,487	635,618	179,542	168,844	795,049	248,161	.....	.....	.....
Detroit Metro Area	4,508.5	1,458.83	24,541,838	16,823	4.1	6.6	6.7	23.9	54.2	11,470,714	7,863	2,460,514	410,983	2,368,208	544,246	533,773	2,318,638	795,730	2,265.26	.....	.....
Garden City	41.8	11.29	199,340	17,656	.....	.....	.....	.....	.....	78,514	6,954	14,275	3,684	36,444	725	2,197	37,758	5,984	.....	.....	.....
Grosse Pointe Woods	22.9	7.21	197,551	27,400	.....	.....	.....	.....	.....	33,618	4,663	9,641	3,014	6,144	365	3,237	3,878	2,613	.....	.....	.....
Hamtramck	24.1	9.84	123,491	12,550	.....	.....	.....	.....	.....	71,926	7,310	17,505	3,427	6,948	5,246	5,328	20,052	3,720	.....	.....	.....
Harper Woods	20.0	6.83	130,432	19,097	.....	.....	.....	.....	.....	167,169	24,476	23,838	3,231	18,176	19,832	2,793	2,550	2,759	.....	.....	.....
Highland Park	34.3	12.95	148,912	11,499	.....	.....	.....	.....	.....	122,969	9,496	22,718	6,192	36,091	5,490	7,833	19,034	5,799	.....	.....	.....
Inkster	38.4	11.21	172,488	15,387	.....	.....	.....	.....	.....	51,514	4,595	26,774	1,773	18,186	1,581	1,757	1,376	5,717	.....	.....	.....
Lincoln Park	51.9	16.91	285,972	16,911	.....	.....	.....	.....	.....	205,008	12,123	28,897	5,351	87,280	15,141	12,676	33,884	11,189	.....	.....	.....
Livonia	125.4	34.01	687,849	20,225	.....	.....	.....	.....	.....	383,114	11,265	80,341	9,285	157,331	19,931	18,152	30,731	17,773	.....	.....	.....
Southgate	35.6	10.41	188,161	18,075	.....	.....	.....	.....	.....	158,542	15,230	46,321	419	69,727	2,774	4,057	25,661	6,062	.....	.....	.....
Taylor	91.8	26.16	363,214	13,884	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Trenton	26.3	7.67	146,963	19,161	.....	.....	.....	.....	.....	48,064	6,266	12,005	2,833	2,146	685	1,199	9,154	6,781	.....	.....	.....
Wayne	22.6	6.96	112,572	16,174	.....	.....	.....	.....	.....	110,935	15,939	26,226	6,592	49,480	2,605	4,178	28,039	9,917	.....	.....	.....
Westland	97.2	27.86	440,515	15,812	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wyandotte	39.8	13.51	203,892	15,092	.....	.....	.....	.....	.....	92,208	6,825	20,883	6,921	42,181	3,976	9,686	24,790	8,409	.....	.....	.....
WEXFORD D-7	22.4	7.62	76,505	10,040	10.4	16.6	13.8	26.8	23.6	71,272	9,353	15,324	1,799	9,751	2,416	2,745	11,997	6,037	10.61	.7	5,348

State Networks—Continued

Michigan Farm Radio Network

Comprised of:
Interconnected Stations

WLEN (FM)—Adrian
WALM—Albion
WPAG—Ann Arbor
WLEW—Bad Axe
WXOX—Bay City
WHFB—Benton Harbor
WWAM, WKJF (FM)—Cadillac
WKYO—Caro
WCER—Charlotte
WTVB—Coldwater
WDOW—Dowagiac
WDBC—Escanaba
WHGR—Houghton Lake
WION—Ionia
WJCO—Jackson
WTHM—Lapeer
WKLA—Ludington
WMTE—Manistee
WVMO (FM)—Monroe
WNIL—Niles
WOAP—Owosso
WPHM—Port Huron
WIDG—St. Ignace
WMIC—Sandusky
WJOR—South Haven
WSTR—Sturgis
WCCW—Traverse City

Media Code 4 223 0125 8.00
Business Office: 11352 Dennison Rd., Milan, Mich. 48160. Phone 313-439-7250.

1. PERSONNEL
President—Howard Heath.
Treasurer—John Stommen.

2. REPRESENTATIVES J. L. Farmakis, Inc.

5. GENERAL ADVERTISING See coded regulations
All spots broadcast within network. Advertiser may buy any number of stations or special network for corn, fruit, vegetables, beans.

TIME RATES
Eff———Rec'd 9/25/73.

6. SPOT ANNOUNCEMENTS
Full network, 1 min, flat..... 250.00

Michigan Rural Radio Network

Comprised of:
Non-Interconnected Stations

WALM—Albion
WFYC—Alma
WLEW—Bad Axe
WBCM—Bay City/Saginaw
WKYO—Caro
WCER—Charlotte
WCBY—Cheboygan
WTVB—Coldwater
WPLB—Greenville
WJBL—Holland
WHGR—Houghton Lake
WHMI—Howell
WION—Ionia
WTHM—Lapeer
WKLA—Ludington
WMPX—Midland
WNIL—Niles
WAOP—Otsego
WOAP—Owosso
WJML—Petoskey
WHAK—Rogers City
WRIJ—St. Johns
WMIC—Sandusky
WIOS—Tawas City
WCCW—Traverse City
WLKM, WLKM-FM—Three Rivers
WBMB—West Branch
WLEC, WLRQ (FM)—Whitehall

Media Code 4 223 0150 7.00
Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract—one billing basis. Complete network unavailable to Michigan based Advertisers and Agencies.

TIME RATES
Eff———Rec'd 1/31/75.
Spots scheduled adjacent to Farm or News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti
1 min	202.25	197.00	192.00

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

Northern Power Network

Comprised of:
Non-Interconnected Stations

WHGR—Houghton Lake
WHAK—Rogers City
WCCW—Traverse City
WJML—Petoskey

Media Code 4 223 0180 4.00
Business Office: Box 666, 46 E. State St., Traverse City, Mich. 49684. Phone 616-946-6211.

1. PERSONNEL
Manager—John Anderson.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Michigan—Michigan Spot Sales.

4. AGENCY COMMISSION
15/0 time only 10 days

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 25b, 25c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60g, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
For less than full network, see individual listings.

TIME RATES
Eff———Rec'd 3/5/75.
AAA—6-10 am.
AA—3-7 pm.
A—All other times.

7. PACKAGE PLANS

PER WK, 1 MIN:	5 ti	10 ti	15 ti	25 ti
AAA	27.90	26.75	25.35	24.15
AA	26.70	25.55	24.20	23.00
A	24.50	23.40	22.00	20.80

30 sec: 90% of 1-min. 10 sec: 75% of 1-min.

Paul Bunyan Network

Comprised of:
Interconnected Stations

WTCM—Traverse City
WTCM-FM—Traverse City
WATT—Cadillac
WATZ, WATZ-FM—Alpena
WMBN—Petoskey
WATC—Gaylord

Media Code 4 223 0240 6.00
Business Office: Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Windsor 7-7675

1. PERSONNEL
President—Les Biederman.
General Manager—Jack Walkmeyer.
Business Manager—Russell Loomis.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with NBC.
Affiliated with ATA Radio Network.

TIME RATES
Eff———Rec'd 10/19/72.

When bought in combination, frequencies may be combined to earn best rate.
See individual station listings.

Wolverine Sports Network

Detroit Tiger Baseball Network
Comprised of:
Interconnected Stations

WFYC—Alma
WFYC-FM—Alma
WATZ, WATZ-FM—Alpena
WBCK—Battle Creek
WHFB—Benton Harbor
WBRN—Big Rapids
WBRN-FM—Big Rapids
WWAM, WKJF (FM)—Cadillac
WCER—Charlotte
WCER-FM—Charlotte
WCBY—Cheboygan
WANG (FM)—Coldwater
WTVB—Coldwater
WDBC—Escanaba
WSHN—Fremont
WATC—Gaylord
WJEB—Gladwin
WCUZ—Grand Rapids
WPLB—Greenville
WPLB-FM—Greenville
WMPL-FM—Hancock
WBCH—Hastings.
WHTC—Holland
WHTC-FM—Holland
WHGR—Houghton Lake
WMIQ—Iron Mountain
WIKB—Iron River
WKZO—Kalamazoo
WKLA—Ludington
WMTE—Manistee
WTIQ—Manistique
WDMJ-FM—Marquette
WAGN—Menominee
WMPX—Midland
WCEN—Mt. Pleasant
WMUS-FM—Muskegon
WNBY—Newberry
WNIL—Niles
WMBN, WMBN-FM—Petoskey
WHAK—Rogers City
WSGW—Saginaw
WIRX (FM)—St. Joseph
WSOO—Sault Ste. Marie
WSTR—Sturgis
WIOS—Tawas City
WTCM, WTCM-FM—Traverse City
WLRC, WLRQ (FM)—Whitehall
WIFF-FM—Auburn, Ind.
WHLT, WHLT-FM—Huntington, Ind.

Detroit Lions Football Network
Comprised of:
Interconnected Stations

WABJ—Adrian
WALM—Albion
WFYC—Alma
WFYC-FM—Alma
WATZ, WATZ-FM—Alpena
WLEW—Bad Axe
WBCM—Bay City
WCBY—Cheboygan
WANG (FM)—Coldwater
WTVB—Coldwater
WDBC—Escanaba
WATC—Gaylord
WOOD—Grand Rapids
WPLB—Greenville
WPLB-FM—Greenville
WMPL-FM—Hancock
WHTC—Holland
WHTC-FM—Holland
WHGR—Houghton Lake
WMIQ—Iron Mountain
WKHM—Jackson
WKZO—Kalamazoo
WKLA—Ludington
WTIQ—Manistique
WDMJ-FM—Marquette
WMPX—Midland
WCEN—Mt. Pleasant
WKBZ—Muskegon
WMBN, WMBN-FM—Petoskey
WPHM—Port Huron
WIRX (FM)—St. Joseph
WSOO—Sault Ste. Marie
WIOS—Tawas City
WTCM, WTCM-FM—Traverse City
WLRC—Whitehall

Media Code 4 223 0270 3.00
Business Office: 2200 Fisher Bldg., Detroit, Mich. 48202. Phones 313-875-4440, 2960.

1. PERSONNEL
President—Robert A. Habermas.
Traffic Manager—Rose Carriere.
Assistant—Marion Badick.

2. REPRESENTATIVES Katz Radio.

4. AGENCY COMMISSION
15% time only.

TIME RATES
Eff———Rec'd 1/2/75.

7. PACKAGE PLANS

TOTAL NETWORK:	1 min
Tigers/Baseball, 1 ti ea game	21,000
1 ti every other game	12,000
Lions/Football, 4 or 5 ea game	12,000
Pre- & post-game rotation	2,500

Edited by Robert A. Habermas.

ADRIAN (1 AM; 1 FM)

Lenawee County—Map Location F-11
See SRDS consumer market map and data at beginning of the State.

WABJ

1946

Subscriber to the NAB Radio Code

Media Code 4 223 0300 8.00
Gerity Broadcasting Co., 121 W. Maumee, Adrian, Mich 49221. Phone 313-265-7123.

STATION'S PROGRAMMING DESCRIPTION
WABJ: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Donald Aspacher.

2. REPRESENTATIVES
Michigan—Michigan Spot Sales.

3. FACILITIES
1,000 w. days. 250 w. nights; 1490 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Wolverine Sports Network.

TIME RATES
No. 16 Eff 9/1/74—Rec'd 10/2/74.
AA—6-9 am, 11 am-1 pm & 3-7 pm.
A—5-6 am, 9-11 am, 1-3 pm & 7-9 pm.
B—9 pm-5 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	260x	312x	624x	1040x
AA	15.30	14.15	13.00	9.70	8.85	7.95	7.35
A	12.35	11.20	10.60	7.95	7.65	6.20	5.90
B	8.85	8.25	7.65	5.90	5.60	5.00	4.45
30 SEC:							
AA	11.80	9.70	8.85	7.35	6.50	5.90	5.60
A	9.70	7.95	7.35	5.90	5.60	5.00	4.45
B	6.80	5.90	5.30	4.45	4.15	3.55	3.25

7. PACKAGE PLANS

ROS, PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	10.00	8.85	7.95	7.05
30 sec	7.35	6.80	6.20	5.60

AA: ROS, per spot extra 2.15.

10. SPECIAL FEATURES

NEWSCASTS:	52x	156x	260x	312x
1/4 hr	45.60	39.15	35.90	32.95
10 min	26.80	23.55	22.05	20.30
5 min	19.15	15.60	14.45	12.65

WLEN (FM)

1965

Subscriber to the NAB Radio Code

Media Code 4 223 0360 2.00
Lenawee Broadcasting Co., Box 687, Adrian, Mich. 49221. Phone 517-263-1039.

STATION'S PROGRAMMING DESCRIPTION
WLEN (FM): Programmed for adults and teens.

1. PERSONNEL
Station Manager—Richard D. Lackie.

2. REPRESENTATIVES
John W. Koehn Company.

3. FACILITIES
ERP 3000 w.; 103.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 264 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Michigan Farm Radio Network.

TIME RATES
No. 6 Eff 9/1/74—Rec'd 8/23/74.
AA—Mon thru Sat 6-9 am, noon-1 pm & 5-7 pm.
A—Mon thru Sat 9 am-noon, 1-5 pm & 7-10 pm.
B—Mon thru Sat 10 pm-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
5 ti	7.00	6.00	5.95	4.75	3.00	2.40
10 ti	6.50	5.40	5.45	4.30	2.70	2.15
15 ti	5.75	4.70	4.85	3.85	2.40	1.90
20 ti	5.00	4.10	4.30	3.35	2.15	1.70
25 ti	4.60	3.70	3.90	3.00	1.95	1.50

CONSECUTIVE WEEK DISCOUNT
6 wk—5% 26 wk—15%
13 wk—10% 52 wk—20%

ALBION

Calhoun County—Map Location E-11
See SRDS consumer market map and data at beginning of the State.

WALM

1952

Media Code 4 223 0420 4.00
Triad Stations, Inc., Irwin Ave., Albion, Mich. 49224. Phone 517-629-3945.
Other Studio: Marshall, Mich. Phone 616-781-2600.

STATION'S PROGRAMMING DESCRIPTION
WALM: Programmed for general audience.

1. PERSONNEL
Manager—C. Wayne Wright.

3. FACILITIES
1,000 w. days. 500 w. nights; 1260 kc.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Michigan Rural Radio Network, Michigan Farm Radio Network, Wolverine Sports Network.

(This listing continued on next page)

TIME RATES
Rates effective April 1, 1962. (Card No. 6.)
Card received March 27, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	30.00	24.00	16.00	12.00	10.00	6.00
52 times	26.00	22.66	15.00	11.00	9.50	5.50
104 times	24.00	20.00	14.00	10.00	9.00	5.00
156 times	22.00	18.00	13.00	9.00	8.00	4.50
260 times	20.00	16.00	12.00	8.00	7.00	4.00
312 times	18.00	14.00	11.00	7.00	6.00	3.50
520 times	.....	.....	10.00	6.00	5.00	3.00
1,040 times	.....	.....	9.00	5.00	4.00	2.75

(*) 1 minute or 140 words.

ALMA (1 AM; 1 FM)

Gratiot County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WFYC
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 0400 6.00
WFYC—Inc., Box 629, Alma, Mich. 48801. Phone 517-463-3175.

1. PERSONNEL
Gen'l & Sales Mgr.—Gilbert E. Thomas.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w.; 1280 kc. days. Non-directional.
Operating schedule: 6:00 a.m. to sunset. EST.

4. AGENCY COMMISSION
15/0: bills rendered 1st of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Michigan Rural Radio Network, Wolverine Sports Network.

TIME RATES
AM/FM COMBINATION
No. 10 Eff 8/15/73—Rec'd 9/19/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	312x
1 min	7.00	6.80	6.60	6.40	6.20	6.00	5.80

Sold in combination with WFYC. See that listing for rates.

7. PACKAGE PLANS
SATURATION PACKAGES

PER WK:	10 ti	15 ti	20 ti
Cost	60	75	90

Fixed position but not guaranteed.

WFYC-FM
1965

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 0481 6.00
WFYC—Inc., Box 629, Alma, Mich. 48801. Phone 517-463-3175.
See affiliated AM station for additional information.

3. FACILITIES EHP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-11:15 pm Sat thru Sun EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None, all rates are net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Wolverine Sports Network.
Sold in combination with WFYC. See that listing for rates.

TIME RATES
No. 10 Eff 8/15/73—Rec'd 9/19/73.

	1x	25x	50x	100x	250x	500x
1 min	5.00	4.75	4.50	4.25	4.00	3.75

ALPENA (1 AM; 2 FM)

Alpena County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WATZ
1946

NAB

WATZ-FM
1968

RAB

Midwestern Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 223 0540 6.00
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.
Mailing address: Alpena, Mich. 49707. Phone 517-354-8400.

STATION'S PROGRAMMING DESCRIPTION
WATZ: General interest programming.

1. PERSONNEL
Station Manager—Ralph Diethelm.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1456 kc.
Non-directional.
Operating schedule: 6 am-11:15 pm. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 270 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Paul Bunyan Network, Wolverine Sports Network.

TIME RATES
Eff 1/1/75—Rec'd 1/6/75.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	AA 15 sec	A 1 min	A 30 sec	A 15 sec
1 x	8.10	6.45	2.95	6.10	4.80	2.80
26 x	7.85	6.25	2.95	5.65	4.70	2.80
52 x	7.65	6.00	2.95	5.55	4.45	2.80
104 x	6.80	5.65	2.95	5.40	4.35	2.80
156 x	6.60	5.55	2.95	5.30	4.25	2.80
260 x	6.35	5.40	2.95	5.05	4.10	2.80
520 x	6.10	5.30	2.65	4.80	4.00	2.55
780 x	5.90	5.05	2.65	4.60	3.75	2.55
1040 x	5.65	4.80	2.65	4.35	3.55	2.55
1300 x	5.40	4.70	2.40	4.10	3.40	2.30
1560 x	5.30	4.60	2.40	4.00	3.30	2.30
2600 x	5.20	4.45	2.40	3.90	3.20	2.30

7. PACKAGE PLANS

PER WK, ROS:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	5.65	5.40	5.30	5.20	5.05
30 sec	4.70	4.35	4.25	4.10	4.00
	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	4.95	4.80	4.70	4.60	4.45
30 sec	3.90	3.75	3.65	3.55	3.40

Edited by Jack Walkmeyer.

WHSB (FM)
1965

Subscriber to the NAB Radio Code
Media Code 4 223 0600 1.00
Huron Shore Broadcasters, Corp., 121 Water St., Alpena, Mich. 49707. Phone 517-354-4611.

STATION'S PROGRAMMING DESCRIPTION
WHSB(FM): Programmed for adults and young adults.

1. PERSONNEL
General Manager—Harvey Klann.

3. FACILITIES
ERP 100,000 w.; 107.7 mc.
Operating schedule: 5:30 am-11:30 pm. EST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

TIME RATES
Eff 1/1/74—Rec'd 2/12/74.

6. SPOT ANNOUNCEMENTS

	26x	52x	156x	260x	780x
1 min	5.00	4.88	4.40	4.30	3.53

7. PACKAGE PLANS

I MIN:	5 ti	10 ti	25 ti	50 ti	100 ti
Per day	4.70	4.40	.....	.....	.....
Per wk	5.00	4.70	4.30	4.00	.....
Per mo	.....	.....	4.70	4.30	4.20

ANN ARBOR (4 AM; 2 FM)
(including Ypsilanti)

Washtenaw County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAAM
1947
ANN ARBOR

NAB RAB

Sinclair Broadcasting
Media Code 4 223 0660 5.00
WAAM, Inc., Box 1600, 4230 Packard Rd., Ann Arbor, Mich. 48106. Phone 313-971-1600.

STATION'S PROGRAMMING DESCRIPTION
WAAM: Programmed to 18-49 age group.
MUSIC: current hits combined with oldies. NEWS: 4 man local news team, 2 mobile units. SPORTS: play-by-play U football & basketball. Contact Representative for further details. Rec'd 3/28/74.

1. PERSONNEL
President—John L. Sinclair, Jr.
General Manager—Bob Sinclair.
General Sales Manager—Mike Bump.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
5,000 w. day & night; 1600 kc. Directional—separate patterns.
Operating schedule: 24 hours daily. EST.

4 AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15h.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24c, 25a, 28c, 29b, 32b, 33a.
Contracts: 40c, 41, 46, 48, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 1/1/73—Rec'd 5/1/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-6 pm; Sun noon-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1x	100x	200x	400x	600x
AA	18.00	17.00	16.00	13.00	12.00
A	16.00	15.00	14.00	11.00	10.00
B	14.00	13.00	12.00	9.00	8.00
30 SECONDS					
AA	14.50	13.50	12.50	10.50	9.50
A	12.50	11.50	10.50	8.50	7.50
B	10.50	9.50	8.50	7.00	6.00

10 sec: 50% of applicable 1-min.

7. PACKAGE PLANS

ROS:	21 ti	27 ti	36 ti
1 min	14.00	12.50	11.00
30 sec	12.00	10.50	9.00

When available.
Edited by Robert Sinclair.

WIQB
1962
ANN ARBOR

RAB

Media Code 4 223 0720 7.00
Community Music Serv., Inc., 3001 Brassow Rd., 5 mi. S./Ann Arbor. Phones 313-663-0569, 429-4988.
Mailing address: Box 5, Ann Arbor, Mich. 48107.

STATION'S PROGRAMMING DESCRIPTION
WIQB: Programmed for young adults & adults, 18-35. MUSIC: 100% progressive rock. NEWS: network & local, UPI. Rec'd 2/26/75.

1. PERSONNEL
General Manager—Stuart D. Goldberg.
Sales Manager—John L. Hendricks.

3. FACILITIES
ERP 10,000 w.; 102.9 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 174 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46.
Comb.: Cont. Discounts: 60f, 61b.
Cancellation: 70e.
Prod. Services: 80, 81, 82.
AM facilities: WNRS, Saline.
Affiliated with MBS.
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 1/1/75—Rec'd 1/6/75.
AAA—Mon thru Fri 6-10 am & 3 pm-midnight.
AA—Mon thru Fri 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	10.40	8.30	9.10	7.30	7.80	6.25
12 ti	7.80	6.25	6.50	5.20	5.20	4.15
18 ti	7.15	5.70	5.85	4.70	4.55	3.65
24 ti	6.50	5.20	5.20	4.15	3.90	3.10

DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
BULK RATE DISCOUNT

PER CONTRACT:	250x	500x
1 min or 30 sec	5%	10%

10. SPECIAL FEATURES
News—120% of 1-min

WPAG
1945
ANN ARBOR

American Information Radio Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 0780 1.00
Washtenaw Broadcasting Co., Inc., Hutzel Bldg., Ann Arbor, Mich. 48108. Phone 313-662-5517.

STATION'S PROGRAMMING DESCRIPTION
WPAG: Programmed for adults and young adults.
MUSIC: Mott. NEWS: network & local at :60 & network news features at :25; 30 min newsblocks 7, 8 am & 6 pm. SPORTS: play-by-play of university & high school sports, pro hockey, daily sports reports & network weekend sports reports. FARM: daily at 6-6:30 am & 12:05-1 pm. Women's program 10:45-11 am daily. Daily community comment programs at 11:10 am & 1:30 pm with guests & phone call-in comments & questions from listeners. Contact Representative for further details. Rec'd 7/31/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward F. Baughn.

2. REPRESENTATIVES
PHO/Meeker Radio.
Michigan Michigan Spot Sales.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w. days; 1050 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WPAG-FM.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21b, 22b, 23b, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44b, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Michigan Farm Radio Network.

TIME RATES
Eff 1/1/74—Rec'd 12/3/73.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	13x	26x	52x	156x	260x	500x
1 min	15.50	15.25	15.00	14.75	14.00	13.25	12.50
30 sec	12.40	12.20	12.00	11.80	11.20	10.60	10.00
CLASS A							
1 min	14.50	14.25	14.00	13.75	13.00	12.25	11.50
30 sec	11.60	11.40	11.20	11.00	10.40	9.80	9.20

7. PACKAGE PLANS

PER WK:	AA 10 ti	AA 15 ti	AA 20 ti	AA 30 ti	A 10 ti	A 15 ti	A 20 ti	A 30 ti
1 min	14.50	14.25	14.00	13.50	13.50	13.25	13.00	12.50
30 sec	11.60	11.40	11.20	10.80	10.80	10.60	10.40	10.00

8. PROGRAM TIME RATES
5 min: 2x 1-min. 1/2 hr: 6x 1-min.
1/4 hr: 4x 1-min. 1 hr: 10x 1-min.

10. SPECIAL FEATURES
FARM PROGRAMS
1 min 16.50 30 sec 13.20

WPAG-FM
1969
ANN ARBOR

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 0781 9.00
Washtenaw Broadcasting Co., Inc., Hutzel Bldg., Ann Arbor, Mich. 48108. Phone 313-662-5517.
See affiliated AM station for additional information.

MICHIGAN

1. PERSONNEL
Sales Manager—James L. Baughn.
Program Director—Charles Bross.

3. FACILITIES
EBP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 237 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-1 am. For simulcast facilities see WPAG.

TIME RATES
No. 3 Eff 10/1/70—Rec'd 10/8/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.50	4.30	4.10	3.90	3.70

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti
1 min	5.50	5.30	5.10	4.90
30 sec	4.15	4.00	3.85	3.70

8. PROGRAM TIME RATES
1 hr—10x 1-min. 1/4 hr—4x 1-min.
1/2 hr—6x 1-min. 5 min—2x 1-min.

WSDS
1962
YPSILANTI

RAB

Subscriber to the NAB Radio Code
Media Code 4 223 0795 9.00
Koch Broadcasting Corp., 580 W. Clark Rd., Ypsilanti, Mich. 48197. Suburban 313-728-1480. Detroit phone 313-722-1480.

STATION'S PROGRAMMING DESCRIPTION
WSDS: Programmed for adults.
Music 80%. 5 air personalities handle all segments featuring modern country music. NEWS 20%: local news on hour, network news every half hour. Complete weather report at :15 every hour. COMMERCIAL POLICY: 18 minutes per hour. Personalities available for remote broadcasts. Rec'd 8/5/68.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert W. Koch.
Station Manager—Jack Wilkerson.
Operations Director—Jerry D. Dietderich.

3. FACILITIES
500 w. days; 1480 kc. Directional.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION
15/0: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
No. 3 Eff 5/1/73—Rec'd 3/30/73.
AA—Mon thru Sat 6-10 am & 3-7 pm. Rotating.
A—Mon thru Sat 10-3 pm & after 7 pm; Sun all day. Rotating.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
(*)	13.00	10.40	7.80	11.00	8.80	6.60
12 ti	12.50	10.00	7.50	10.50	8.40	6.30
18 ti	12.00	9.60	7.20	10.00	8.00	6.00
24 ti	11.50	9.20	6.90	9.50	7.60	5.70
30 ti	11.00	8.80	6.60	9.00	7.20	5.40

(*) Fixed or 1 ti.

7. PACKAGE PLANS

CLASS AA PER YR. BULK:	156x	260x	520x	1040x	2080x
1 min	13.00	12.50	12.00	11.50	10.00
30 sec	10.40	10.00	9.60	9.20	8.00
CLASS A					
1 min	11.00	10.50	10.00	9.50	8.00
30 sec	8.80	8.40	8.00	7.60	6.40

10. SPECIAL FEATURES

	AA	A
5 min local news	22	20

Submitted by Robert W. Koch.

WYFC
1962
YPSILANTI

mutual broadcasting system, inc.

Media Code 4 223 0810 6.00
WOHD Broadcasters, Inc., Box 1520, Ypsilanti, Mich. 48197. Phone 313-482-4000.
Studio: 17 N. Huron St., Ypsilanti, Michigan.

STATION'S PROGRAMMING DESCRIPTION
WYFC: Programmed for adults & young adults.
MUSIC: contemporary Christian music. NEWS: network at :30. Community talk program noon daily. Women's program 9-10 am daily. Call-in programs 7-8 am, 5-5:15 pm daily. Children's program 8-9:30 am. Sat. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
Executive Director—Duane Cuthbertson.
Administrative Director—Louis Velker.
Program Director—Tony Stubbs.

2. REPRESENTATIVES
Charles H. Cowling.

3. FACILITIES
250 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 10/31/74.

(This listing continued on next page)

Ann Arbor—W Y F C—Continued

AA—Mon thru Sat 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	5x	13x	26x	52x	156x	260x
CLASS AA						
1 min	7.50	6.50	5.50	4.50	4.00	3.50
30 sec	5.25	4.75	4.25	3.75	3.50	3.00
CLASS A						
1 min	6.50	5.50	4.50	3.50	3.25	3.00
30 sec	4.25	3.75	3.50	3.25	3.00	2.75

7. PACKAGE PLANS

	AA				A			
	10 ti	15 ti	20 ti	30 ti	10 ti	15 ti	20 ti	30 ti
1 min	6.50	5.75	4.75	4.00	5.50	4.75	3.75	3.00
30 sec	4.50	4.00	3.75	3.25	3.00	2.75	2.50	2.25

BAD AXE (1 AM; 1 FM)

Huron County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WLEW

1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 0840 3.00
Thumb Broadcasting Inc., 935 S. Van Dyke Rd., Bad Axe, Mich. 48413. 517-269-9931.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. Arthur Aymen.
2. REPRESENTATIVES
Michigan—Michigan Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-11:15 pm. EST.
FM-ERP 3,000 w.: 92.1 mc.
Operating schedule: Same as AM.
Antenna ht.: 210 ft. above average terrain.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
60-day protection on rate changes.
Affiliated with KBS.
Member: Farm Radio Network, Michigan Rural Radio Network, Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
Eff 1/1/70—Rec'd 12/8/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	365x	624x	1248x
1 min	6.00	5.50	5.30	5.00	4.60	4.30	4.00	3.75
30 sec	5.25	4.90	4.70	4.50	4.25	4.00	3.75	3.25
10 sec	3.00	2.80	2.65	2.50	2.40	2.25	2.15	2.00

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
10 ti	5.50	4.75	2.80
20 ti	5.00	4.50	2.55
30 ti	4.75	4.25	2.36

WLEW-FM

1967

RAB

Subscriber to the NAB Radio Code
Media Code 4 223 0840 3.00
Thumb Broadcasting Inc., 935 S. Van Dyke Rd., Bad Axe, Mich. 48413. 517-269-9931.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. Arthur Aymen.
2. REPRESENTATIVES
Michigan—Michigan Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-11:15 pm. EST.
FM-ERP 3,000 w.: 92.1 mc.
Operating schedule: Same as AM.
Antenna ht.: 210 ft. above average terrain.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
60-day protection on rate changes.
Affiliated with KBS.
Member: Farm Radio Network, Michigan Rural Radio Network, Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
Eff 1/1/70—Rec'd 12/8/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	365x	624x	1248x
1 min	6.00	5.50	5.30	5.00	4.60	4.30	4.00	3.75
30 sec	5.25	4.90	4.70	4.50	4.25	4.00	3.75	3.25
10 sec	3.00	2.80	2.65	2.50	2.40	2.25	2.15	2.00

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
10 ti	5.50	4.75	2.80
20 ti	5.00	4.50	2.55
30 ti	4.75	4.25	2.36

BATTLE CREEK (3 AM; 2 FM)

Calhoun County—Map Location E-11
See SRDS consumer market map and data at beginning of the State.

WBCK

1948

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 223 0900 5.00
Michigan Broadcasting Co., 390 Golden Ave., Battle Creek, Mich. 49015. Phone 616-963-5555.

1. PERSONNEL
General Manager—Eugene Cahill.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 930 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30-1 am, EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21d, 24b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with NBC.
Member: Wolverine Sports Network.

TIME RATES
Eff 9/1/69—Rec'd 6/24/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6 SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
CLASS AA						
1 min	17.00	16.50	16.00	15.50	15.00	14.00
30 sec	14.00	13.60	13.20	12.80	12.40	11.60
CLASS A						
1 min	15.00	14.50	14.00	13.50	13.00	12.00
30 sec	12.00	11.60	11.20	10.80	10.40	9.60

10 sec: 50% of 1-min.

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	15.00	14.50	14.00	13.50	13.00
30 sec	12.40	12.00	11.60	11.20	10.80
CLASS A					
1 min	13.00	12.50	12.00	11.50	11.00
30 sec	10.40	10.00	9.60	9.20	8.80

10 sec: 50% of 1-min.
All spots are combinable.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	260x	312x
5 min	22	21	20	19	18	17
1/2 hr	50	47	45	40	35	32

WDFP

1975

NAB

Media Code 4 223 0930 2.00
WVOC, Inc., Box 17, 14848 6-1/2 Mile Rd., Battle Creek, Mich. 49016. Phone 616-965-0527.
See affiliated AM station for additional information.
AM facilities: WVOC.

STATION'S PROGRAMMING DESCRIPTION
WDFP: Programmed for adults & young adults.
MUSIC: gospel & general popular. NEWS: at :60. 30 min phone-in public affairs program weekdays. SPORTS: live professional sports. Rec'd 5/29/75.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.0 mc.
Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 270 ft. above average terrain.

TIME RATES
Eff 4/1/75—Rec'd 5/2/75.

6. SPOT ANNOUNCEMENTS

	20 ti	30 ti	40 ti
1 min	6.75	6.00	5.50
30 sec	4.75	4.50	4.25
10 sec	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK:	1 ti	2 ti	3 ti	5 ti	6 ti	15 ti
1 min	7.25	6.75	6.25	5.75	5.25	4.25
30 sec	6.25	5.75	5.25	4.75	4.25	3.75

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	40	25	(*)
52 x	35	20	14
260+	31	16	10

(*) 18.50.

Edited by Don F. Price.

WKFR (FM)

1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 0960 9.00
Engineering Investment Corp., 710 Michigan National Bank Bldg., Battle Creek, Mich. 49017. Phone 616-964-7173.
See affiliated AM station for additional information.
AM facilities: WKNR.

STATION'S PROGRAMMING DESCRIPTION
WKFR (FM): Programmed for adults.
MUSIC: 90% standards, 10% showtunes by large string orchestras & standard vocalists. NEWS: at 6, 7, 8 am & 12N, 3, 4, 5, & 6 pm. COMMERCIAL POLICY: 8 commercial minutes per hour maximum. Contact Representative for further details. Rec'd 12/18/72.

3. FACILITIES
ERP 31,000 w.; 103.3 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 210 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
No. 5 Eff 1/1/75—Rec'd 2/25/75.

6. SPOT ANNOUNCEMENTS

PER YR, ROS:	156x	260x	520x
1 min	6.00	5.50	5.00
30 sec	5.00	4.50	4.00

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min	6.50	6.00	5.50
30 sec	5.50	5.00	4.50

10. SPECIAL FEATURES

	1x	52x	156x	260x
5-min news	7.25	6.75	6.25	5.75

WKNR

1925

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 0990 6.00
Engineering Investment Corp., 710 Michigan National Bank Bldg., Battle Creek, Mich. 49014. Phone 616-964-7173.

STATION'S PROGRAMMING DESCRIPTION
WKNR: Programmed for 18-49 age bracket and youth audience.
MUSIC: current popular hits. NEWS: local, regional at :50 followed by network at :55; additional 5 min at :25 during morning drive segments, 2 man news staff. Contact Representative for further details. Rec'd 7/10/75.

1. PERSONNEL
President—Joseph A. Waldschmitt.
General Manager—Kent Kanaga.
Program Director—Rick D'Amico.
2. REPRESENTATIVES
PRO/Meeker Radio.
Michigan Spot Sales.
Western States: Bill Dahlsten & Associates.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5 am-1 am. EST.
4. AGENCY COMMISSION
15%, no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22h.
Contracts: 40a, 44a, 46, 51a.
Comb.: Cont. Discounts: 60g, 61c, 62d.
Cancellation: 70e, 72, 73a, 73b.
FM facilities: WKFR (FM).
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.

TIME RATES
No. 1 Eff 9/1/72—Rec'd 7/10/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
CLASS AA						
1 min	14.00	13.50	13.00	12.50	12.00	11.50
30/30 sec	12.00	11.50	11.00	10.50	10.00	9.50
CLASS A						
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30/30 sec	10.00	9.50	9.00	8.50	8.00	7.50

7. PACKAGE PLANS

	AA		A	
PER WK:	1 min	20/30	1 min	20/30
12 ti	13	12	11	10
18 ti	12	11	10	9
24 ti	11	10	9	9

10. SPECIAL FEATURES

10-MINUTE NEWSCASTS

PER WK:	1 ti	6 ti	12 ti	24 ti
AA	28.00	26.00	24.00	22.00
A	24.00	22.00	20.00	18.00

5-MINUTE NEWSCASTS

PER YR:	1x	52x	156x	260x
AA	18.00	16.00	14.00	12.00
A	16.00	14.00	12.00	10.00

HEADLINES AT :55

AA	12.00	11.50	10.50	10.00
A	10.00	9.50	8.50	8.00

Local Headline News—2 min with 1 min network at 9:50, 10:50 am & 12:50 & 1:50 pm use 30 sec spot. Weather—2x an hr at :15 & :45; AM drive, 5x an hr, 15 sec of weather plus 10 sec spot, per program 3.50.

Submitted by Kent Kanaga.

WVOC

1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 225 1020 1.00
WVOC, Inc., Box 17, 6-1/2 Mile Rd., Battle Creek, Mich. 49016. Phone 616-962-6247.
See affiliated FM station for additional information.
FM facilities: WDFP.

STATION'S PROGRAMMING DESCRIPTION
WVOC: Programmed for young adults & adults.
MUSIC: modern country. Local news at :35, sports at :45, farm 11:35 am. Rec'd 4/7/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don F. Price.
Sta. & Sales Mgr. & Chief Engr.—D. Burdette Price.
Program Director—Gary Ball.
3. FACILITIES 1000 w.; 1500 kc. Directional.
Operating schedule: Sunrise-local sunset. EST
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4b, 4d, 7b.
Affiliated with MBS.

TIME RATES
Eff 4/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

	20 ti	30 ti	40 ti
1 min	6.75	6.00	5.50
30 sec	4.75	4.50	4.25
10 sec	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK:	1 ti	2 ti	3 ti	5 ti	6 ti	15 ti
1 min	7.25	6.75	6.25	5.75	5.25	4.25
30 sec	6.25	5.75	5.25	4.75	4.25	3.75

6. PROGRAM TIME RATES

	1 ti	52x	260+
1/2 hr	40.00	35.00	31.00
1/4 hr	25.00	20.00	16.00
5 min	18.50	14.00	10.00

BAY CITY (2 AM; 2 FM)

Plus 3 paid cross references.
Bay County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WBCM

1925

RAB

Subscriber to the NAB Radio Code
Media Code 4 223 1080 5.00
TriMEDIA, Inc., Box 1440, Bay City, Mich. 48706. Phone 517-894-2922.

STATION'S PROGRAMMING DESCRIPTION
WBCM: Programmed for adults & young adults.
MUSIC: MOR selections. NEWS: local emphasis including election reports, school closing information, boating reports, road reports, sports reports. FARM: morning, noon & evening programs. Contact Representative for further details. Rec'd 4/3/75.

1. PERSONNEL
President—Robert G. Liggett, Jr.
General Manager—Daniel F. Covell.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Detroit—Pearse Sales.
3. FACILITIES
1,000 w. days, 500 w. nights; 1440 kc. Non-directional.
Operating schedule: 5-2 am. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20h, 22a, 22b, 23a.
Contracts: 40a, 46, 47a, 51a.
Cancellation: 70e, 71a.
Prod. Services: 80.
FM facilities: WHNN (FM).
Member: Wolverine Sports Network, Michigan Farm Radio Network.

TIME RATES
Eff 11/1/74—Rec'd 4/3/75.
AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 7 am-6 pm.
A—Mon thru Sat 7 pm-2 am; Sun 6 am-midnight.

7. PACKAGE PLANS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	10.60	8.60	9.60	7.60	8.60	6.60
12 ti	10.30	8.30	9.30	7.30	8.30	6.30
18 ti	10.00	8.00	9.00	7.00	8.00	6.00
24 ti	9.70	7.70	8.70	6.70	7.70	5.70
30 ti	9.40	7.40	8.40	6.40	7.40	5.40

ANNUAL BULK, ROS:	250x	500x
1 min	9.60	8.40
30 sec	7.60	6.40

WGER (FM)

1961

NAB

NAFMB

Subscriber to the NAB Radio Code
Media Code 4 223 1140 7.00
Gerity Broadcasting Co., 100 Center Ave., Bay City, Mich. 48706. Phone 517-892-4501.

STATION'S PROGRAMMING DESCRIPTION
WGER (FM): Programmed for adults & young adults.
MUSIC: MOB selections. NEWS: hourly capsule. Contact Representative for further details. Rec'd 8/2/74.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Gale H. Sullivan.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
ERP 86,000 w. (horiz.), 86,000 w. (vert.); 102.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a.
Basic Rates: 23a.
Contracts: 47a.
Cancellation: 73a.

TIME RATES
No. 9 Eff 8/15/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00	11.00
30 sec	10.50	9.50	9.00	8.50

10. SPECIAL FEATURES

NEWSCASTS:	1x	104x	312x
5 min	18	17	16

WHNN (FM)

1947

RAB

Media Code 4 223 1170 4.00
TriMEDIA, Inc., Box 96, Saginaw, Mich. 48606. Phone 517-894-2996.
See affiliated AM station for additional information.
AM facilities: WBCM.

STATION'S PROGRAMMING DESCRIPTION
WHNN (FM): Programmed for young adults.
MUSIC: top 40/rock. COMMERCIAL POLICY: 8 minutes maximum. Contact Representative for further details. Rec'd 7/31/73.

1. PERSONNEL
Sales Manager—Frank Imburg.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Detroit—Pearse Sales.
3. FACILITIES
ERP 97,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 390 ft. above average terrain.

TIME RATES
Eff 6/1/74—Rec'd 5/31/74.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	12 ti	24 ti	36 ti	50 ti
1 min	11.80	11.20	10.30	9.40	8.20
30 sec	10.60	10.00	9.10	8.20	7.00

7. PACKAGE PLANS

PER YR, BULK:	250x	500x	750x	1000x
1 min	10.60	9.40	8.20	7.00
30 sec	9.40	8.20	7.00	5.90

Specified time, extra 10%.
7 day rotation, 5-10 am, 10 am-3 pm, 3 pm-midnight, midnight-5 am.

WKNX

SAGINAW

City of license, Saginaw, Mich.
Considered by American Information Radio Network as the Bay City, Saginaw outlet.
See listing under Saginaw, Mich.

WSAM

SAGINAW

City of license, Saginaw, Mich.
Considered by NBC Radio Network as the Bay City-Saginaw outlet.
See listing under Saginaw, Mich.

WSGW

SAGINAW

City of license, Saginaw, Mich.
Considerad by CBS Radio Network as the Bay City-Saginaw outlet.
See listing under Saginaw, Mich.

WXOX

1956

HR STONE radio

Modern Country Music

NAB

RAB

Media Code 4 223 1200 9.00
Gateway Broadcasting Co., Inc., Box 1250, Bay City, Mich. 48706. Phones 517-893-1250, 1421, 4588, 4589.
Saginaw office: 4595 State St., Saginaw, Mich. 48603. Phone 517-799-9300.

STATION'S PROGRAMMING DESCRIPTION
WXOX: Programmed for young adults and adults.
MUSIC: 100% modern country music. NEWS: at :15 and :45 hourly. SPORTS: at :25 hourly. FARM: 6 hours weekly 6-6:30 am and noon-12:30 pm M-Sat. Women's show, 2-1/2 hours weekly 10:05-10:30 am. COMMERCIAL POLICY: 18 minutes all periods. Contact Representative for further details. Rec'd 8/31/70.

(This listing continued on next page)

Bay City—WXOX—Continued

1. PERSONNEL
Executive Vice-President—Donald K. Mayle.
Operations Manager—Noble Gravelin.
Program Director—Dusty Rhodes.
2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.
3. FACILITIES
1,000 w.; 1250 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 32b, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Michigan Farm Radio Network.
TIME RATES
No. 2 Eff 7/1/71—Rec'd 7/2/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.
6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	20.00	16.00	10.00	18.00	14.40	9.00
12 ti	18.00	14.40	9 00	16.00	12.80	8.00
18 ti	16.00	12.80	8.00	14.00	11.20	7.00
24 ti	14.00	11.20	7.00	12.00	9.60	6.00
30 ti	12.00	9.60	6.00	10.00	8.00	5.00
PER YR:						
520 x	12.00	9.60	6.00	10.00	8.00	5.00
1040 x	10.00	8.00	5.00	8.00	6.40	4.00

Edited by Donald K. Mayle.

(CR)

WXOX RADIO 1490
MORE adults (18-49) during combined drive
MORE women (18-49) during housewife time
WXOX—delivering more adults than any other station in the market.
ARB A/M '74, Saginaw TSA, M-S 6am-Mid.
Pulse M/J '74, Saginaw-Bay City RSA, M-F 6am-Mid.

BENTON HARBOR-ST. JOSEPH (2 AM; 2 FM)

Berrien County—Map Location C-11
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

WHFB
1947
BENTON HARBOR
American Information Network

NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 223 1260 3.00
Palladium Publishing Co., Box 608, Fairplain Ave., Benton Harbor, Mich. 49022. Phone 616-927-3581.
STATION'S PROGRAMMING DESCRIPTION
WHFB: Programmed for general interest.
NEWS: network, national, international, local on hour. State, regional, area, local on half hour. Mobile unit. 4 man news department. AIR PERSONALITIES handle all segments. Sign-on-thru 11 am entertainment employing comedy, audience participation, talk, 11 am-noon women's show, fashions, discussions, cooking. Noon-1 pm farm and market reports, agricultural weather, interviews, county agent reports. 1 pm-sign-off entertainment features, music, discussions. MUSIC: middle-of-the-road, standards, general popular. SPORTS: professional and collegiate football, major league baseball, high school football and basketball, local coverage. Contact Representative for further details. Rec'd 11/27/74.
1. PERSONNEL
General Manager—J. P. Scherer.
Director of Operations—Kent Slocum.
2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit—Michigan Spot Sales.
3. FACILITIES
5,000 w. days; 1060 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Affiliated with The Rep Network.
Member: Michigan Farm Radio Network, Wolverine Sports Network.
TIME RATES
Eff 7/1/74—Rec'd 7/8/74.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	16	15	14	13	12	11

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
8. PROGRAM TIME RATES
5 min—1-1/2x earned 1-min rate.

WHFB-FM
1947
BENTON HARBOR
NAB RAB NAFMB
Subscriber to the NAB Radio Code
Media Code 4 223 1261 1.00
Palladium Publishing Co., Box 608, Fairplain Ave., Benton Harbor, Mich. 49022. Phone 616-927-3581.
See affiliated AM station for additional information.
2. FACILITIES
ERP 9,250 w.; 99.9 mc. Stereo.
Operating schedule: 5:30 am-midnight daily. EST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Affiliated with The Rep Network.
TIME RATES
Eff 7/1/74—Rec'd 8/20/74.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	8.00	7.60	7.35	7.00	6.60
30 sec	6.40	6.00	5.80	5.60	5.25
10 sec	4.00	3.80	3.60	3.50	3.30

WSJM and WIRX (FM)
1956 1966
ST. JOSEPH
NBC Radio Network

mcgavren-guild pgw radio, inc.
NAB RAB
A Midwest Family Station
Sold in combination only.
Media Code 4 223 1320 5.00
WSJM, Inc., Box 107, Radio Island, St. Joseph, Mich. 49085. Phone 616-983-3992.
STATION'S PROGRAMMING DESCRIPTION
WSJM: Programmed for young adults & adults 18-49.
MUSIC: Adult contemporary & oldies. AIR PERSONALITIES handle all segments. NEWS: major local newscasts at 7:45 am, 12:05 & 6:05 pm; network at :60 followed by local, plus local at :30 at 6:30, 7:30, 8:30 am, 4:30 & 5:30 pm; UPI wire; mobile units; news personalities; local editorials & public affairs. SPORTS: professional baseball & football, college sports, World Series, local high school football & basketball; 5 min sports reports; 11 am-noon Sat; sports personality. Tele/talk 12:30-2 pm daily. Agri-business report 12:15-12:30 pm. COMMERCIAL POLICY: maximum 18 minutes. Contact Representative for further details. Rec'd 10/29/74.
WIRX - FM: MUSIC: Modern country. Contact Representative for further details. Rec'd 10/29/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph D. Mackin.
Operations Manager—Michael Berlak.
FM Manager—Thomas Ferren.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5-1 am. EST.
FM-ERP 3.000 w. (horiz.), 3.000 w., (vert.): 107.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 308 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c, 16
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 25a, 26, 28a, 29a, 29b, 30, 31, 32a, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Wolverine Sports Network.
TIME RATES
WSJM and WIRX (FM) COMBINATION
No. 8 Eff 7/1/75—Rec'd 7/21/75.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
AA — Mon thru Sat 10 am-3 pm & 7-10 pm; Sun noon-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
WSJM and WIRX (FM) COMBINATION

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	22	18	19	15	18	14
12 ti	21	17	18	14	17	13
18 ti	20	16	17	13	16	12
24 ti	19	15	16	12	15	11

10 sec: 60% of 1-min.
7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA

	12 ti		18 ti		24 ti	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
Ea	19	15	18	14	17	13

10 sec: 60% of 1-min.
WSJM-AM only: 1-min. deduct 5.00; 30-sec, deduct 4.00.
Submitted by Joseph D. Mackin.

BIG RAPIDS (1 AM; 1 FM)

Mecosta County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WBRN
1953
NAB
Subscriber to the NAB Radio Code
Media Code 4 223 1380 9.00
WBRN, Inc., Box 825, 13574 Northland, Big Rapids, Mich. 49307. Phone 616-796-7684.
1. PERSONNEL
Gen'l & Sta. Mgr.—Jack White.
2. REPRESENTATIVES
Michigan Spot Sales.
3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
Simulcast during AM operational hours. For non-simulcast facilities see WBRN-FM listing.
4. AGENCY COMMISSION
15% time only; payable in 30 days.
5. GENERAL ADVERTISING See coded regulations
Member: Wolverine Sports Network.
TIME RATES
Eff 1/1/66—Rec'd 5/5/66.
6. SPOT ANNOUNCEMENTS

	1x	100x	300x	500x	1000x
1 min	4.00	3.80	3.60	3.40	3.20
30 sec	3.50	2.80	2.60	2.40	2.20

WBRN-FM
1964
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 223 1381 7.00
WBRN, INC., Box 825, 13574 Northland Drive, Big Rapids, Mich. 49307. Phone 616-796-7684.
See affiliated AM station for additional information.
3. FACILITIES ERP 3.000 w.; 100.9 mc.
Operating schedule: 6 am-10 pm.
Simulcast with WBRN-AM 6 am-local sunset. For Simulcast rates see WBRN-AM. WBRN-FM listing.
5. GENERAL ADVERTISING See coded regulations
Member: Wolverine Sports Network.
TIME RATES
Eff 1/1/66—Rec'd 5/5/66.
6. SPOT ANNOUNCEMENTS

	1x	100x	300x	500x	1000x
1 min	4.00	3.80	3.60	3.40	3.20
30 sec	3.50	2.80	2.60	2.40	2.20

BIRMINGHAM

Oakland County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

CADILLAC (2 AM; 2 FM)

Wexford County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WATT
1945
NAB RAB
Midwestern Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 223 1440 1.00
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.
Mailing Address: Box 520, Cadillac, Mich. 49601. Phone 616-775-7831.
STATION'S PROGRAMMING DESCRIPTION
WATT: Programmed for adults and young adults.
1. PERSONNEL
Station Manager—Nick Sinacori.
2. REPRESENTATIVES
Allen Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:15-12:15 am. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Paul Bunyan Network.
TIME RATES
Eff 4/1/74—Rec'd 4/22/74.
AA—6-10 am & 3-7 pm.
A—All other times.
8. SPOT ANNOUNCEMENTS

	AA		A	
	1 min	30 sec	1 min	30 sec
1 x	7.50	6.00	5.65	4.35
52 x	7.05	5.50	5.00	3.90
104 x	6.25	5.15	4.70	3.75
156 x	5.75	5.05	4.35	3.45
260 x	5.50	4.60	4.10	3.35
520 x	5.15	4.45	3.90	3.10
780 x	4.70	4.10	3.55	3.00
1040 x	4.35	4.00	3.30	2.90
1300 x	4.10	3.90	3.10	2.75
1560 x	4.00	3.65	3.00	2.65
2600 x	3.90	3.20	2.90	2.35
10 sec, 1 x	2.35	10 sec, 200+		2.05

7. PACKAGE PLANS

PER WK, ROS:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	4.75	4.45	4.35	4.25	4.10
30 sec	3.75	3.65	3.60	3.55	3.50
		40 ti	50 ti	75 ti	100 ti
1 min		4.05	4.00	3.90	3.75
30 sec		3.40	3.35	3.25	3.10

Edited by Jack Walkmeyer.

WITW
1974
Media Code 4 223 1460 9.00
Chief Pontiac Broadcasting Corp., 116 N. Mitchell, Cadillac, Mich. 49601. Phone 616-775-3443.
1. PERSONNEL
Station Manager—Richard K. Conder.
3. FACILITIES
ERP 3.000 w. (horiz.). 3.000 w. (vert.); 96.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 295 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 7/74—Rec'd 10/24/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	520x	780x	1040x
1 min	5.20	4.50	4.30	4.10	3.60	3.35	3.10	2.90
30 sec	4.10	3.60	3.30	3.10	2.90	2.65	2.50	2.35

15 sec: Ea 1.80.
7. PACKAGE PLANS

PER WK:	15 ti	25 ti	30 ti	50 ti
1 min	3.85	3.55	3.45	3.35
30 sec	3.05	2.95	2.90	2.80

WWAM WKJF (FM)
1968 1961
CBS Radio Network

NAB RAB
A Fetzer Owned Station
Subscriber to the NAB Radio Code
Media Code 4 223 1480 7.00
Fetzer Broadcasting Co., Box 627, Cadillac, Mich. 49601. Phone 616-775-3478.
STATION'S PROGRAMMING DESCRIPTION
WWAM: MUSIC: 6 am-7 pm MOR & current hits; 7 pm-12M modern C W. Hourly: news, weather, sports, community events & tourist information. SPORTS: Pro baseball & football, college football, high school basketball & football & outdoor reports. Contact Representative for further details. Rec'd 10/31/73.
1. PERSONNEL
President—Carl E. Lee.
Vice-Pres. & Gen'l Mgr.—Gene Ellerman.
General Sales Manager—Lyle C. Poag.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1370 kc. Directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 100,000 w.; 92.9 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 895 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11l, 12c, 13c, 14b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Member: Michigan Farm Radio Network, Wolverine Sports Network.
TIME RATES
WWAM/WKJF (FM) COMBINATION
No. 7 Eff 3/1/74—Rec'd 3/5/74.
AA—Mon thru Fri 6-9:30 am, noon-1 pm & 3:30-7 pm; Sat 6 am-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	1 MINUTE					
PER WK:	1-6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	8.50	8.00	7.50	7.00	6.00	5.50
A	7.50	7.00	6.00	5.00	4.00	3.50
	30 SECONDS					
AA	6.80	6.40	6.00	5.60	4.80	4.40
A	6.00	5.60	4.80	4.00	3.20	2.70

10 sec: 50% of applicable AA 1-min.
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
A	60.00	40.00	24.00	20.00	15.00

CARO (1 AM; 1 FM)

Tuscola County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WKYO
1962
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 223 1560 6.00
Tuscola Broadcasting Co., 101 N. State St., Caro, Mich. 48723. Phones 517-673-2136, 6442.
STATION'S PROGRAMMING DESCRIPTION
WKYO: Community adult gen. interest prog.
1. PERSONNEL
Vice-Pres. & Mgr.—Glenn A. Tryon.
3. FACILITIES
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial Simulcast operation. Simulcast Mon thru Sat 6-7 am. non-simulcast facilities see WKYO-FM.
4. AGENCY COMMISSION
15/0 net time only: 15th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Michigan Rural Radio Network, Michigan Farm Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 9/1/74—Rec'd 9/3/74.
6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti	48 ti	72 ti	96 ti
1 min	6.00	5.65	5.30	4.95	4.60	4.25
30 sec	4.00	3.75	3.55	3.30	3.05	2.80

10 sec: 1.45 ea. sold in multiples of 12.
Fixed: Next higher rate.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%
Edited by Glenn Tryon.

WKYO-FM
1974
NAB RAB
Media Code 4 223 1561 4.00
Tuscola Broadcasting Co., 101 N. State St., Caro, Mich. 48723. Phones 517-673-2136, 6442.
See affiliated AM station for further information.
STATION'S PROGRAMMING DESCRIPTION
WKYO-FM: MOR standards music for adults.
(This listing continued on next page)

Caro—WKYO-FM—Continued

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.
Operating schedule: 6 am-11 pm, EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 7 am-11 pm. For simulcast facilities see WKYO.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/23/74—Rec'd 1/31/75.

7. PACKAGE PLANS
ROS PLANS

PER WK:	12 ti	18 ti	24 ti	48 ti	72 ti	96 ti
1 min	6.00	5.65	5.30	4.95	4.10	3.90
30 sec	4.00	3.75	3.55	3.30	2.75	2.50

10 sec: Ea 1.45 (sold in multiples of 12).
Fixed position: Take next highest rate.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%
Edited by Glenn Tryon.

CHARLEVOIX

Charlevoix County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WVOY
1974
RAB

Subscriber to the NAB Radio Code
Media Code 4 223 1590 3.00
New Broadcasting Corp., Box 237, 211 Bridge St., Charlevoix, Mich. 49720. Phone 616-547-4454.
STATION'S PROGRAMMING DESCRIPTION
WVOY: Programmed for young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Terry L. Edger.
2. REPRESENTATIVES
Pearse Sales.
3. FACILITIES
5,000 w.; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS

SPECIFIED:	7x	35x	70x	210x	490x
30 sec	6.00	5.75	5.50	5.25	5.00
1 min	7.00	6.75	6.50	6.25	6.00

Submitted by Terry Edger.

BUY $ BIG $ MARKETS
#17 Baltimore 10 Billion
WHAS 8.9 Billion
#19 Anaheim 8.5 Billion

WHAS RADIO 84
50 KW 1-A CLEAR
LOUISVILLE
SRDS, ARB, TSA
Major Market Radio, Inc.

CHARLOTTE (1 AM; 1 FM)

Eaton County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WCER
1956
RAB

Media Code 4 223 1620 8.00
Eaton County Broadcasting Co., Box 218, Charlotte, Mich. 48813. Phone 517-543-0340.
STATION'S PROGRAMMING DESCRIPTION
WCER: Contemporary music w/5 personalities.

1. PERSONNEL
General Manager—Stanton C. Smart.
2. REPRESENTATIVES
Detroit, Cleveland—Pearse Sales.
Memphis—C. K. Beaver & Associates, Inc.
Dallas—Biley Representatives.
New York, Chicago, Atlanta, Los Angeles, San Francisco—Savalli/Gates, Inc.
Boston—New England Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1390 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCER-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MRS.
Affiliated with American Entertainment Network.
Member: Michigan Farm Network, Michigan Rural Radio Network, Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 6/1/75—Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	364x	520x
1 min	5.00	4.80	4.60	4.40	3.90	3.70	3.40
30 sec	4.60	4.40	4.20	3.80	3.40	3.20	3.00
15 sec	2.70	2.50	2.50	2.00	2.00	1.80	1.80

7. PACKAGE PLANS

PER WK. EA:	10 ti	20 ti	30 ti
1 min	4.80	4.10	3.50
30 sec	4.10	3.60	3.10

Edited by Stanton C. Smart.

WCER-FM
1965
RAB

Subscriber to the NAB Radio Code
Media Code 4 223 1621 6.00
Eaton County Broadcasting Co., Box 218, Charlotte, Mich. 48813. Phone 517-543-0340.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WCER-FM: Same as AM days; popular/rock eves.

3. FACILITIES
ERP 3,000 w.; 92.7 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 180 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WCER.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Wolverine Sport Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 6/1/75—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	104x	260x	520x
1 min	3.50	3.40	3.35	3.25	3.20
30 sec	2.50	2.35	2.30	2.20	2.10
15 sec	2.00	1.80	1.60	1.40	1.40

Edited by Stanton C. Smart.

CHEBOYGAN

Cheboygan County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WCBY
1954

Media Code 4 223 1680 2.00
WCBY Radio, Inc., Mackinaw Ave. Cheboygan, Mich 49721 Phone 616-627-2341.
STATION'S PROGRAMMING DESCRIPTION
WCBY: Adult MOR music.

1. PERSONNEL
General Manager—Robert Benedict.
2. REPRESENTATIVES
George T. Hopewell, Inc
Michigan Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc
Non-Directional.
Operating schedule: 6 am-11 pm. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/73—Rec'd 11/15/73.

6. SPOT ANNOUNCEMENTS

	1-26x	52x	104x	156x	260x	365x	520x
1 min	5.90	5.20	4.75	4.50	4.25	4.00	3.50

CLARE (1 AM; 1 FM)

Clare County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WCRM / WCRM-FM
1973 / 1973

Subscriber to the NAB Radio Code
Media Code 4 223 1740 4.00
Mid-Michigan Broadcasting Corp., Box 73, 11170 N. Mission Rd., Clare, Mich. 48617. Phone 517-386-9907.

1. PERSONNEL
Station Manager—C. David Young.
3. FACILITIES
250 w. days; 990 kc. Directional.
Operating schedule: Sunrise to local sunset. EST.
FM-ERP 3,000 w.; 95.3 mc.
Operating schedule: Sunrise-10:30 pm. EST.
Antenna ht.: 160 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 1 Eff 3/14/73—Rec'd 8/1/73.

6. SPOT ANNOUNCEMENTS

	10 sec	30 sec	1 min
Flat	3.00	3.75	4.50

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
Discount	5%	10%	15%	20%	25%

CONSECUTIVE WEEK CONTRACT DISCOUNT
52 wk—20%.

7. PACKAGE PLANS
SATURATION, PER WK: 50 ti
Discount 30%

COLDWATER (1 AM; 1 FM)

Branch County—Map Location E-11
See SRDS consumer market map and data at beginning of the State.

WANG (FM)
1950
RAB

Subscriber to the NAB Radio Code
Media Code 4 223 1800 6.00
Tri-State Broadcasting Co., Box 1590, Coldwater, Mich. 49036. Phone 517-279-9767.
See affiliated AM station for additional information.
AM facilities: WTVB.

3. FACILITIES
ERP 50,000 w.; 98.5 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 185 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Wolverine Sports Network.

TIME RATES
Rates are identical to WTVB. See that listing.

WTVB
1949
RAB

Subscriber to the NAB Radio Code
Media Code 4 223 1860 0.00
Tri-State Broadcasting Co., Box 1590, Coldwater, Mich. 49036. Phone 517-279-9767.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul E. Ruse.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Detroit—Pearse Sales.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1590 kc.
Directional—night only.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15/0 net time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WANG (FM).
Affiliated with American Information Network.
Member: Michigan Rural Radio Network, Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
No. 23 Eff 1/1/74—Rec'd 3/22/74.
AA—6-9 am, noon-1 pm & 3:30-6 pm.
A—All other times & specified.

6. SPOT ANNOUNCEMENTS

	AA 30 sec	AA 1 min	A 30 sec	A 1 min
1000+	5.00	7.90	4.30	6.40
624 x	5.30	8.50	4.60	6.75
312 x	5.80	8.70	4.90	7.35
260 x	5.95	9.00	5.30	7.50
156 x	6.25	9.60	5.55	7.90
104 x	6.75	9.80	5.80	8.05
52 x	7.25	10.15	6.15	8.50
26 x	7.50	10.40	6.40	8.90
1 x	7.65	10.65	6.65	9.30

7. PACKAGE PLANS

A, ROS:	1000+	624x	520x	312x	260x	156x
15 sec	2.65	2.95	3.05	3.20	3.30	3.50
30 sec	3.60	3.90	4.00	4.20	4.30	4.70
1 min	5.55	5.80	5.95	6.15	6.55	6.95

7 DAYS:	1 ti	6 ti	12 ti	24 ti	48 ti	96+
15 sec	3.60	3.50	3.35	3.20	3.05	2.95
30 sec	5.00	4.70	4.40	4.20	4.00	3.90
1 min	7.65	7.35	7.25	7.05	6.95	6.65

10. SPECIAL FEATURES

NEWS:	312x	260x	156x	104x	52x	26x	1x
CLASS AA							
5 min	10.65	11.05	11.35	11.95	12.20	12.60	12.80
10 min	16.65	17.30	17.90	18.70	19.40	19.95	20.35
CLASS A							
5 min	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min	14.80	14.80	15.75	15.95	16.65	17.30	18.00

DEARBORN (1 AM; 1 FM)

Wayne County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

DETROIT (and) DETROIT URBAN AREA

STATIONS IN DETROIT:

WABX (FM)	WLOM (FM)
WBFG (FM)	WMUZ (FM)
WCAR	WMZK (FM)
WCAR-FM	WQRS (FM)
WDEE	WDMC (FM)
WDRQ (FM)	WRIF (FM)
WGPR (FM)	WWJ
WJLB	WWJ-FM
WJR, WJR-FM	WWWW (FM)
WJZZ	WXYZ

STATIONS IN DETROIT URBAN AREA:
Detroit Urban Area stations are listed immediately following the listings for Detroit stations.

CJOM (FM), Windsor, Canada	WHNE (FM), Birmingham, Mich.
CKLW, Windsor, Canada	WIID, Garden City
WBRB	WNIC
WBRB-FM, Mount Clemens, Mich.	WNIC-FM, Dearborn, Mich.
WCHB, Inkster, Mich.	WPON, Pontiac, Mich.
WEXL, Royal Oak, Mich.	

STATIONS IN DETROIT

DETROIT (6 AM; 15 FM)
WINDSOR (1 AM)
Plus 5 paid duplicate listings; plus 2 cross references.
Wayne County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	235	135	235	90
B	130	70	100	80
C	110	70	95	51
D	80	69	80	50
AVERAGE	139	86	128	68

(Detroit continued on next page)

Don't overlook Michigan's 2nd Market
WKZO
The 12-county WKZO Kalamazoo market is big. $3 billion total retail sales. And it's rich. $5,406,524,000 in consumer spendable income. See our Michigan data section ad or call your Avery-Knodel representative.
Source: SRDS C.M. Data 1/1/75

CKLW
1932
WINDSOR, CANADA

BOLTON | BURCHILL

(This is a paid duplicate of the listing appearing under Detroit Urban Area.)
Media Code 4 223 3060 5.00
CKLW Radio Sales, Inc., 26400 Lahser Rd., Southfield, Mich. 48076. Phone 313-353-6200. TWX 810-224-4968.

STATION'S PROGRAMMING DESCRIPTION
CKLW: Programmed for 20 to 49 age bracket and youth audience.
MUSIC: Today's most popular hits. NEWS: local, regional, national & international 8 min summaries including sports, and weather every hour, 6-9 am M-Sat at :40. Hourly 9 am-12M, Mon-Fri. Every 3 hours at all other times. Contact Representative for further details. Rec'd 2/25/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Herbert W. McCord.
Vice-Pres. & Gen'l Sales Mgr.—Gerard Sperry.

2. REPRESENTATIVES
Bolton/Burchill International, Ltd.

3. FACILITIES
50,000 w.; 800 kc. International clear channel.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0: time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60f, 60i, 61c.
Cancellation: 70c, 71a, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4A Eff 9/15/74—Rec'd 4/24/75.
AAA—Mon thru Sat 5-10 am & 3-8 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 8 am-8 pm.
A—Mon thru Sun 3 pm-1 am.
B—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	180	170	160	150	135
30 sec	125	120	115	110	100
10 sec	60	58	55	52	50
CLASS AA					
1 min	140	130	125	120	110
30 sec	100	90	85	80	75
10 sec	50	48	45	42	40
CLASS A					
1 min	120	115	110	105	100
30 sec	80	78	75	72	70
10 sec	40	38	37	36	35
CLASS B					
1 min	50	45	40	35	30
30 sec	35	32	28	24	20

7. PACKAGE PLANS
MAXIMUM IMPACT—1/3AAA, 1/3AA, 1/3A

PLAN:	6	12	18	24	30
1 min	690	1300	1830	2280	2650
30 sec	470	872	1230	1536	1800
10 sec	230	436	618	776	920
				(SO)	(D)

WABX (FM)
1960

Century National Sales

Media Code 4 223 1980 6.00
Century Broadcasting Corp., 20760 Coolidge, Detroit, Mich. 48237. Phone 313-398-1100.

STATION'S PROGRAMMING DESCRIPTION
WABX (FM): Programmed for young adults.
MUSIC: progressive rock, folk, jazz. Frequent specials featuring prominent musicians and groups. NEWS: 12 newscasts a day. Contact Representative for further details. Rec'd 4/1/71.

1. PERSONNEL
President—Howard Grafman.
Vice-Pres. & Gen'l Mgr.—John Detz.
Station Manager—Betsy Strand.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 36,000 w.: 99.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.

4 AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a.
Contracts: 40a, 41.
Comb.; Cont Discounts: 60d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 10 Eff 1/15/74—Rec'd 12/31/73.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	44	41	39	37	40	38	36	34
30 sec	38	36	34	32	34	32	30	28

	1 min	30 sec
A, 6 ti	20	17

10. SPECIAL FEATURES

	1 min	30 sec
News, 5 per day	40	36

WBFG (FM)
1962

Media Code 4 223 2040 8.00
The Trinity Broadcasting Corp., 8009 Lyndon Ave., Detroit, Mich. 48238. Phone 312-863-5650.

STATION'S PROGRAMMING DESCRIPTION
WBFG (FM): Programmed for adults and young adults.
M-Sat, sacred music 30%, talk 30%, religious 30%, news and public affairs 10%. Traffic reports, AP & UPI audio news. Sacred music and religious programs noon-12M. Rec'd 7/21/75.

1. PERSONNEL
President—Joe Ninowski.
Vice-Pres. & Gen'l Mgr.—Dan Ninowski.
Program Director—Norman Leonard.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 497 ft. above average terrain.

4. AGENCY COMMISSION
Program & special features, none; spots & newscasts, 15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28a, 29a, 32c.
Contracts: 40c, 41, 42a, 42c, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60b, 60a, 60h, 60i, 61b, 62a
Cancellation: 70a, 70d, 72, 73a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 7/21/75.
AA—Mon thru Sat 7 am-8 pm.
A—Mon thru Sat 8 pm-7 am.

6. SPOT ANNOUNCEMENTS

	AA 13x	AA 104x	AA 260x	A 13x	A 104x	A 260x
1 min	20	16	13	15	12	10
30 sec	16	13	10	12	10	8
10 sec	13	10	8	10	8	7

Not applicable to personality hosted spots.

7. PACKAGE PLANS

	260x	312x	520x	780x
1 min	12	10	9	8
30 sec	10	8	7	6
10 sec	8	6	5	4

Not applicable to personality hosted spots.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	125	75	45	32	22
52-104 x	110	60	34	27	18
260-312 x	90	48	28	22	14

10. SPECIAL FEATURES
NEWS 5 DAYS PER WK: 13 wk 26 wk 52 wk
Newscast & special features—program rates apply.
Submitted by Dan Ninowski.

WCAR
1939

Media Code 4 223 2100 0.00
WCAR, Inc., 18900 James Couzens Hwy., Detroit, Mich. 48235. Phone 313-345-8600.

1. PERSONNEL
General Manager—H. Y. Levinson.
General Sales Manager—Jack Davidson.
Regional Sales Manager—Marc Howard.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1130 kc. Directional—day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 29a.
Contracts: 40c, 46, 48.
Cancellation: 70c, 70d, 70e, 71a, 72, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4A Eff 12/17/73—Rec'd 12/21/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	51	46	39	35	33
30 sec	41	37	31	28	26
10 sec	31	28	23	21	20
CLASS A					
1 min	39	32	25	23	21
30 sec	31	26	20	18	17
10 sec	23	19	15	14	13
CLASS B					
1 min	27	24	21	18	15
30 sec	22	19	17	14	12
10 sec	16	14	13	11	9

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	39	34	28	26	24
30 sec	31	28	23	20	19
10 sec	23	21	17	16	15

AM and FM combinable for frequency.
Edited by H. Y. Levinson.

WCAR-FM
1964

Media Code 4 223 2101 8.00
WCAR, Inc., 18900 James Couzens Hwy., Detroit, Mich. 48235. Phone 313-345-8600.
See affiliated AM station for additional information.

3. FACILITIES
ERP 10,000 w.; 92.3 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 480 ft. above average terrain.

TIME RATES
No. 1 Eff 12/1/73—Rec'd 1/7/74.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—Mon thru Sat 6-10 am & 3-7 pm; Sun 6 am-midnight.
B—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
1 ti	21.00	17.00	17.00	17.00	13.80	13.80
6 ti	18.00	14.60	14.60	15.00	12.20	12.20
12 ti	15.00	12.20	12.20	12.00	9.80	9.80
18 ti	13.00	10.60	10.60	10.00	8.20	8.20
24 ti	11.00	9.00	9.00	8.00	6.60	6.60

It: flat 5.00.
FM and AM combinable for frequency.

SUPER WCHB 1440
INKSTER

Bernard Howard & Co., Inc.

Black

City of license, Inkster, Michigan.
Detroit office: 2994 E. Grand Blvd., Detroit, Mich. 48202. Phone 313-871-0590.
See listing under Detroit Urban Area.

Advertisement

Bell Broadcasting Company, 32790 Henry Ruff Road, Inkster, Michigan 48141. (313) 278-1440.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dr. Wendell Cox.
General Sales Manager—Dennis Jackson.
Operations Manager—Jerry Bouiding.

MICHIGAN

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
Operating schedule—24 hours daily. 1000 w: 1440 kc.

5. GENERAL ADVERTISING See coded regulations
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
AM/FM COMBINATION
No. 10 Eff 1/15/75—Rec'd 2/11/75.
AAA—Mon thru Sun 5-10 am & 3-8 pm.
AA—Mon thru Sun 10 am-3 pm & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min 75	70	65	60	60	55	50	45	
30 sec 60	56	52	48	48	44	40	36	

AM ONLY
AAA—Mon thru Sun 5-10 am & 3-8 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight.
B—Mon thru Sun midnight-5 am.

PER WK:	1 min 6 ti	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
AAA	50	48	46	44	40	38	36	35
AA	40	38	35	33	32	30	28	26
A	35	32	30	28	28	26	24	22

B: Flat 15.00.
See WCHB listing, Detroit Urban Area, for rate schedule with further frequency discounts.

WDEE
1925

EASTMAN RADIO, INC.

Media Code 4 223 2210 7.00
Globetrotter Communications, Inc., Tower 14, Suite 800, 21700 Northwestern Hwy., Southfield, Mich. 48075. Phone 313-557-1500.

STATION'S PROGRAMMING DESCRIPTION
WDEE: Programmed for adults.
MUSIC: modern country. Emphasis on current country chart hits, country-pop crossover hits & familiar modern country standards, all presented by air personalities. NEWS & SPORTS: 5 min at :45, 5 am-midnight; 3 min capsule reports, midnight-5 am. Direct reports from city, county, state and Washington bureaus plus network. Round the clock traffic reports from Michigan Emergency Patrol. COMMERCIAL POLICY: 14 minutes per hour maximum. Contact Representative for further details. Rec'd 11/6/73.

1. PERSONNEL
General Manager—John E. Risher.
Local Sales Manager—Jack Bailey.
Operations Manager—Tom Collins.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
50,000 w. days, 5,000 w. nights; 1500 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 28b, 30, 33a.
Contracts: 40a, 41, 42a, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60c, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72b.
Prod. Services: 80.
Affiliated with Eastman Radio Network.
Affiliated with American Information Network.
Affiliated with MBS.

TIME RATES
No. 26 Eff 11/1/74—Rec'd 11/11/74.
I—Mon thru Sat 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.
II—Mon thru Fri 10 am-3 pm; Sun 10 am-7 pm.
III—Mon thru Sat 7 pm-midnight; Sun 7-10 pm.

(This listing continued on next page)

SUPER WCHB 1440
Promise plus performance.
At WCHB we promise to be more things to more people in '75.
You could be one of them.
Let Us make the promise work for you.
IF YOU WANT DETROIT YOU NEED US . . .!
WCHB 1440 YOUR RADIO STATION

WJLB OWNS DETROIT

BECAUSE WJLB HAS ALL THE NUMBERS

WJLB reaches:*

MORE total persons 12+ than any other Black Station MONDAY-SUNDAY 6:00 AM - 12 Midnight.
MORE total persons 12+ than any other Black Station in AM and PM Drive Times.
MORE total persons 12+ than any other Black Station in Mid-day.
MORE adults 18 to 34 than any other Black Station in AM and PM Drive Times.
MORE adults 18 to 49 than any other Black Station in AM and PM Drive Times.

*SOURCE: Average 1/4 Hour estimate April/May 1975 ARB

BECAUSE WJLB HAS DETROIT'S TOP COMMUNITY SERVICE PROGRAMMING

"BLACK PERSPECTIVES" features Mr. Carl Rowan, a nationally known Black columnist and former U.S. ambassador.
"INSPIRATION TIME" A daily half hour with Martha Jean, The Queen, that gives one time for reflection and contemplation.
"PEOPLE WANT TO KNOW" with Jim Reese features up to date events of interest to the community.
"GOV. MILLIKEN REPORTS" featuring news of special interest to Detroiters with the Governor of Michigan, William Milliken.
"DRUMBEAT" Jim Ingram with a daily commentary on controversial subjects.
"COUNCILWOMAN IRMA HENDERSON" the first Black Woman elected to the Detroit Common Council reports to Detroiters on City Government.
"LANSING REPORT" features news from the capital with well known State Representative Jackie Vaughan.
"FREE AIR" WJLB provides free air time to Detroit Churches twelve months a year.
"GET IT TOGETHER" with the Rev. James Wadsworth. A unique religious program oriented to today's young adults.
PLUS OUR NEWEST SHOW "THE STORY TELLERS" with Ossie Davis and Ruby Dee featuring Black drama, poetry, art and music.

BECAUSE WJLB HAS A NON-DIRECTIONAL SIGNAL THAT EMANATES FROM THE GEOGRAPHIC CENTER OF DETROIT

SO... IF YOU'RE INTERESTED IN SELLING YOUR PRODUCT OR SERVICE TO THE DETROIT MARKET... WJLB HAS TO BE YOUR FIRST CHOICE!

WJLB is the voice of Detroit's Black community. Let WJLB speak for you.
Call Alan Torbet Associates today. 1-212-986-2201

WJLB Radio 14

"A NATION OF COMMUNICATION"

3100 DAVID BRODERICK TOWER • DETROIT, MICHIGAN 48226 • PHONE 1-313-965-2000

Detroit—W D E E—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	12 ti	18 ti	24 ti	30 sec 1 ti	12 ti	18 ti	24 ti
I	90	80	75	70	72	64	60	56
II	75	70	65	60	60	56	52	48
III	55	50	45	40	44	40	36	32

10 sec: 60% of 1-min.

Edited by John Risher.

W D R Q (FM)

1947

NAB RAB

Media Code 4 223 2211 5.00

Bartell Broadcasting of Michigan, 15933 W. 8 Mile Rd., Detroit, Mich. 48235. Phone 313-272-8000.

STATION'S PROGRAMMING DESCRIPTION

WDRQ: (FM): Day part programmed for 18-49 adults & teens.
MUSIC: rock. NEWS: at :25 & :55 during am drive & personality show. 6 AIR PERSONALITIES, promotions & contests. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 7/21-75.

1. PERSONNEL
General Manager—Thomas Mosher.
General Sales Manager—David E. Richey.
Program Director—Steve Rivers.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 93.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 Time only.

5. GENERAL ADVERTISING See Coded regulations
General: 1a. 2a. 3a. 4a. 4d. 5. 6a.
Rate Protection: 10c. 11e.
Basic Rates: 22b. 23a. 24a. 25a. 29a.
Contracts: 40a. 45. 46.
Comb.: Cont. Discounts: 61c.
Cancellation: 70a. 71a. 73a.
Affiliated with Avco Group Plan.

TIME RATES

Eff 12/14/73—Rec'd 12/5/73.
AAA—Mon thru Sun 3-7 pm.
AA—Mon thru Sun 10 am-3 pm & 7 pm-1 am.
A—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 min AAA	AA	A	30 sec AAA	AA	A
6 ti	60	48	40	50	38	35
12 ti	55	42	35	45	32	30
18 ti	48	36	30	38	30	25

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Minimum expenditure 100.00 per wk.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK, EA:	1 min	30 sec
14 ti	36	30
30 ti	30	25

Scheduled Mon thru Sun; 1/2 6 am-3 pm, 1/2 3 pm-1 am.

Submitted by Thomas Mosher.

W G P R (FM)

1961

Independent Black

Media Code 4 223 2340 2.00

WGPR, Inc., 2101 Gratiot Ave., Detroit, Mich. 48207. Phone 313-961-8833.

STATION'S PROGRAMMING DESCRIPTION

WGPR (FM): Programmed for the adult black listeners, playing rhythm & blues, jazz and gospel music for listeners between the ages of 18 and 60. Contact Representative for further details. Rec'd 1/6/71.

1. PERSONNEL
President—Dr. William V. Banks.
Vice-Pres. & Gen'l Sales Mgr.—Jim Panagos.
Vice-Pres. & Prog. Dir.—George White.

2. REPRESENTATIVES
Southeast—Dora Clayton Agency, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 388 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General 1b. 2b. 3a. 3d. 4a. 4d. 6a. 7a.
Rate Protection: 10c. 11c. 12a. 13a. 14a.
Basic Rates: 20b. 21a. 22a. 22b. 24c. 26. 28c. 29b. 32a.
Contracts: 40a. 42a. 42d. 45. 46. 47e. 49. 51b. 51c.
Comb.: Cont. Discounts: 60b. 60d. 60e. 60f. 60i.
Cancellation: 70a. 70c. 71a. 73b.
Prod. Services: 80. 82.
Affiliated with Mutual Black Network.

TIME RATES

No. 10 Eff 10/1/70—Rec'd 9/2/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	20.00	19.00	18.00	17.00	16.00	15.00
30 sec	15.50	14.50	13.50	12.50	11.50	10.50

10 sec: 50% of 1-min.

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	170	90	50	25

(Detroit continued on next page)

WHNE (FM)

1958
BIRMINGHAM

A Greater Media Station

mcgavren-guild
pgw radio, inc.

Honeyradio

RAB

(This is a paid duplicate of the listing appearing under Detroit Urban Area.)

Media Code 4 223 3270 0.00

Greater Michigan Radio, Inc., Box 404, Birmingham, Mich. 48012. Phone 313-588-8100. TWX 810-233-5206.

STATION'S PROGRAMMING DESCRIPTION
WHNE (FM): MUSIC: Classic gold, all million selling hits. COMMERCIAL POLICY: 8 units maximum per hour. Contact Representative for further details. Rec'd 11/27/74.

1. PERSONNEL
General Manager—Charles Borchard.
General Sales Manager—Richard Grove.
National Sales Manager—Philip H. Roberts.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Greater Media Stations: See Rep & S/O pages.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily, EST.
Antenna ht.: 306 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60c, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
AM facilities: WHND, Monroe.

Are You Trying To Sell This Family?

Is the story of your product reaching this black family? It is an average family, he is 32, she is 26, both have a high school education earning a combined income of over $12,000 per year. They are buying their home and car, planning college for their 4 children. Active in community affairs including church. Generally buy known brand products. They especially listen to WGPR (107.5) that reaches the black adults of this community and many non-blacks who especially like good music.

24 HOURS A DAY
SOUL-N-STEREO

WGPR 107.5

DETROIT

Owned and Operated by 150,000 Black Americans

TIME RATES
NATIONAL AND LOCAL RATES SAME
WHND, MONROE/WHNE (FM), BIRMINGHAM COMBINATION
No. 4 Eff 7/10/75—Rec'd 7/10/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Sat 3-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sat 3-7 pm-midnight.
Wknd Drive—Sat 10 am-3 pm; Sun 10 am-7 pm.
Sun AM—6-10 am.

6. SPOT ANNOUNCEMENTS

1 min:	AMD	DT	PMD	EV	ON	Wknd Sun D	Wknd Sun AM
6 ti	50	56	60	40	12	50	35
12 ti	48	54	58	38	10	48	33
18 ti	46	52	56	36	8	46	31
24 ti	44	50	54	34	6	44	29

7. PACKAGE PLANS
1/4 AMD, 1/4 DT, 1/4 PMD, 1/4 EV/WKND/SUN AM

	6 ti	12 ti	18 ti	24 ti
1 min. ea	52	50	48	46

AM or FM only: 75% of above rates.
Submitted by Phil Roberts.

(D)

WJLB

1926

Alan Torbet Associates, Inc.

Independent Black

A Booth Owned Station

Media Code 4 223 2460 8.00

Booth Broadcasting Company, 3100 David Broderick Tower, Detroit, Mich. 48226. Phone 313-965-2000. TWX 313-222-5093.

STATION'S PROGRAMMING DESCRIPTION
WJLB: Programmed for black listener.
MUSIC: popular rhythm and blues with early morning spirituals. ALL PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: 5 min at :30 and 1 min highlights at :50. News community oriented. Editorialize. Heavy emphasis on community involvement. Contact Representative for further details. Rec'd 10/4/71.

1. PERSONNEL
President—John L. Booth.
General Manager—Norman Miller.
General Sales Manager—Charles Sinnette.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0 time only; weekly or monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 22a, 24c, 25a, 28a, 29a.
Contracts: 40c, 42a, 42c, 44a, 44b, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60g, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.

TIME RATES
No. 14 Eff 7/1/75—Rec'd 8/6/75.
Guaranteed:
AAA—6-9 am & 3-7 pm.
AA—9 am-3 pm.
A—7 pm-midnight.
Preferred:
AAA—Mon thru Fri 10 am-2 pm.
AA—Mon thru Sat 6-9 am & 3-7 pm; Sun 8 am-7 pm.
A—Mon thru Sat 5-6 am, 9 am-3 pm & 7-10 pm.
B — Mon thru Sun 10 pm-midnight; Sat 5-9 am; Sun 5-8 am.

6. SPOT ANNOUNCEMENTS
GUARANTEED POSITION

	AAA 1 ti	AAA 6 ti	AA 1 ti	AA 6 ti	A 1 ti	A 6 ti
1 min	78	74	69	66	61	59
20/30 sec	62	59	55	53	49	47

1 MINUTE

PER WK:	AAA 1 wk	AAA 13 wk	AAA 26 wk	AAA 52 wk	AA 1 wk	AA 13 wk	AA 26 wk	AA 52 wk
12 ti	70	68	66	63	61	60	59	58
24 ti	67	66	65	63	60	59	58	57
36 ti	66	65	63	60	59	58	57	55
48 ti	61	60	59	56	58	57	55	54

	A
12 ti	55	51	50	48
24 ti	51	50	48	47
36 ti	50	48	47	46
48 ti	48	47	46	45

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
PREFERRED POSITION—PREEMPTIBLE
CLASS AAA

PER WK:	12 ti	18 ti	24 ti	30 ti	36+
1 min	50	48	45	43	40
30 sec	40	38	36	34	32
CLASS AA					
1 min	48	45	44	40	39
30 sec	38	36	35	32	31
CLASS A					
1 min	45	44	43	39	38
30 sec	36	35	34	31	30
CLASS B					
1 min	40	39	38	36	35
30 sec	32	31	30	29	28

10 sec: 60% of 1-min.

WJR

1922

NAB

WJR-FM

1948

RAB

Subscriber to the NAB Radio Code

Media Code 4 223 2520 9.00

Capital Cities Broadcasting Corp., Fisher Bldg. Detroit, Mich. 48202. Phone 313-875-4440. TWX 810-221-1636.

STATION'S PROGRAMMING DESCRIPTION
WJR: Programmed for adults.
5-6 am farm interest with farm director. 6-9 am entertainment with air personality. 15 min news at 7 am, 8 am, 9 am. Live music with personality and women's show 9-10 am. Classical music and live discussion with air personalities 10 am-noon. Noon-2 pm live studio audience talk with air personality. 2:15-6 pm music and talk with air personality. 6-7 pm news, sports, talk block. 7-10 pm entertainment. Professional baseball, basketball, football & college football. 10-11 pm news and talk block. 11-11:30 pm news and sports. 11:30 pm-5 am classical music with air personality. Contact Representative for further details. Rec'd 6/3/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William R. James.
General Sales Manager—Jim Long.
National Sales Manager—Ron Pancratz.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
50,000 w.; 760 kc. Non-directional.
Operating schedule: 24 hours daily, EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.3 mc. Stereo.
Antenna ht.: 480 ft. above average terrain.
Operating schedule: Same as AM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15e, 16.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 3 Eff 6/1/75—Rec'd 5/9/75.
AA—Mon thru Fri *5-9 am or 6-10 am & *3-7 pm or 4-8 pm; Sat 6 am-1 pm. Multiples of 3. Rotating.
**A—Mon thru Sun 5-6 am; Mon thru Fri 10 am-3 pm & 7-8:30 pm; Sat 1-8:30 pm; Sun 6 am-8:30 pm.
**B—Mon thru Sun 8:30 pm-midnight.
(*) Advertiser's choice.
(**) Advertiser's choice day & time period contingent on availability.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 min 1x	1 min 200x	30 sec 1x	30 sec 200x	10 sec 1x	10 sec 200x
	Per yr					
3 ti	250.00	240.00	204.00	196.00	181.00	174.00
6 ti	245.00	235.00	200.00	192.00	177.50	170.50
9 ti	240.00	230.00	196.00	188.00	174.00	167.00
12 ti	235.00	225.00	192.00	184.00	170.50	163.50
15 ti	230.00	220.00	188.00	180.00	167.00	160.00
18 ti	225.00	215.00	184.00	176.00	163.50	156.50
21 ti	220.00	210.00	180.00	172.00	160.00	153.00
24 ti	215.00	205.00	176.00	168.00	156.50	149.50
27 ti	210.00	200.00	172.00	164.00	153.00	146.00
30+	205.00	195.00	168.00	160.00	149.50	142.50

Multiples of 3. Rotates.

CLASS A

1 ti	145.00	140.00	120.00	116.00	107.50	104.00
6 ti	140.00	135.00	116.00	112.00	104.00	100.50
12 ti	135.00	130.00	112.00	108.00	100.50	97.00
18 ti	130.00	125.00	108.00	104.00	97.00	93.50
24 ti	125.00	120.00	104.00	100.00	93.50	90.00
30 +	120.00	115.00	100.00	96.00	90.00	86.50

Fixed position (AM only): 1x A, 1 min only 125.00.

CLASS B

1 ti	90.00	85.00	76.00	72.00	69.00	65.50
18 ti	85.00	80.00	72.00	68.00	65.50	62.00
30 +	75.00	70.00	64.00	60.00	58.00	55.00

Fixed position (AM only): 1x B, 1 min only 85.00.
AM only: 30-sec, 80% of 1-min.
AM only: 10-sec, 70% of 1-min.
AA, A, B combinable for frequency.
AM only: Deduct 20.00 from ea 1 min, 30 sec, 10 sec.

7. PACKAGE PLANS

	*Tap I 1 min	*Tap I 30 sec	*Tap I 10 sec	†Tap II 1 min	†Tap II 30 sec	†Tap II 10 sec
3 ti	150.00	124.00	111.00	106.00	88.80	80.20
30 ti	145.00	120.00	107.50	105.00	88.00	79.50
90 ti	140.00	116.00	104.00	104.00	87.20	78.80
150 ti	135.00	112.00	100.50	103.00	86.40	78.10
300 ti	130.00	108.00	97.00	102.00	85.60	77.40
600 ti	125.00	104.00	93.50	101.00	84.80	76.70
750 ti	120.00	100.00	90.00	100.00	84.00	76.00

	‡Tap III
4 ti	185.00	152.00	135.50
30 ti	180.00	148.00	132.00
90 ti	175.00	144.00	128.50
150 ti	165.00	136.00	121.50
300 ti	160.00	132.00	118.00
600 ti	155.00	128.00	114.50
750 ti	150.00	124.00	111.00

(*) Tap I—1/3AA, 1/3A, 1/3B, multiples of 3.
(†) Tap II—All preemptible A spots.
(‡) Tap III—1/2AA, 1/2A, multiples of 4.
AM only: Tap spots combine with themselves only (AM only). 30 days rate protection if on a consec wk basis.

EARLY NITE PLAN
Mon thru Fri 8:30 pm-midnight, flat 60.00.

WEEKEND PLAN
Sat 1 pm-midnight; Sun 6 am-midnight, flat 95.00.
BTA as available, may be withdrawn at any time.

NIGHT FLITE
Mon thru Sun midnight-5 am, flat 40.00.
AM only: Deduct 20.00 from ea 1 min, 30 sec, 10 sec.

10. SPECIAL FEATURES
AM ONLY

	1 ti	33 ti	65 ti	130 ti
News Plan	385	375	365	355

Rotates 6-7-8-9 am, 3-4-5-6 pm Mon thru Fri; 6-7-8-9-10-11 am, noon, 6 pm Sat. Rotation vertical thru all newscasts & horizontal thru wk, Mon, Wed, Fri/Tues, Thurs, Sat. Incl 15 sec open & close plus 2 1-min spots.

MON THRU SAT:	1x	33x	65x	130x
Town & Country	100	90	85	80
Sports Break	300	-----	-----	-----
Bob Reynolds Sports— 6:15-6:30 pm	385	375	365	355
News Final—11-11:15 pm	135	130	125	120
Sports Final—11:15-11:30 pm	135	130	125	120
Noon News—noon-12:15 pm	250	240	230	220
Adventures in Good Music— 2:10-3 pm	315	310	305	300
Business Quickee— 5:30-5:35 pm	275	-----	-----	-----
Business Barometer— 6:30-6:45 pm	305	295	285	275
Automotive Report— 6:45-6:50 pm	290	280	270	260
Weather at Large— 6:50-6:55 pm	225	-----	-----	-----
Sports Final— Sun 11:15-11:30 pm	100	-----	-----	-----
Weekend Reports, 29 ti	130	125	120	115
Newscasts—5 min Mon thru Sun	135	130	125	120
Newscasts—15 min Sun	200	-----	-----	-----

TIME CHECK SPOTS
Rotating Mon thru Fri 5 am-11 pm; Mon thru Sun/wknds only 5 am-11 pm, flat per spot 30.00.
Submitted by Jim Long.

(Detroit continued on next page)

KNOW YOUR SERVICE

Special Features of *Spot Radio Rates and Data*

Help Your Station Selection

Besides the regular individual station listings, these four specific references in the monthly edition of *Spot Radio* aid in your selection of stations by type and location:

- Metropolitan Areas—stations are listed alphabetically within each standard Metropolitan Statistical Area, as established by the Bureau of Census.
- Foreign Language Programming—stations which have at least one program are listed geographically showing the language and number of hours of foreign language programming.
- Negro Programming — listed by state, city and call letters, stations having at least one regularly scheduled program are listed showing number of Negro programming.
- Farm Programming—stations that broadcast at least one such program are listed geographically, showing total weekly broadcast hours of farm programming.

These features—kept up to date monthly—are designed to facilitate the job of station selection. See the contents page for location of these and other feature bonuses.

R07A-2/3

Detroit—Continued

WJZZ

1960

Bernard Howard & Co., Inc.

Jazz

Media Code 4 223 2583 7.00
Bell Broadcasting Co., 2994 E. Grand Blvd., Detroit, Mich. 48202. Phone 313-871-6590.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dr. Robert Rass.
General Sales Manager—Dennis Jackson.
Operations Director—Bill Curtis.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 34,000 w. (horiz.), 34,000 w. (vert.); 105.9 mc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a. 3a. 4a. 4d. 5. 6a. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 20a. 22a. 23a. 24b. 25a. 26. 28a. 29a.
Contracts: 40a. 42a. 45. 46. 47a. 48.
Comb.; Cont. Discounts: 60k. 61c. 62b. 62c.
Cancellation: 70a. 70c. 71a. 73a.
AM facilities: WCHB. Inkster.
Affiliated with Bernard Howard Black Radio Network.
Sold in combination with WCHB, Inkster. See that listing for rates.

TIME RATES
No. 8 Eff 1/15/75—Rec'd 2/11/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	45	40	36	32	40	36	32	28
30 sec	36	32	29	26	32	29	26	22

B: Flat 18.00.

WLDM (FM)

1949

Jack Masla & Company, Inc.

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 223 2647 8.00
Lincoln Broadcasting Co., 15401 W. Ten Mile Rd., Detroit, Mich. 48237. Phones 313-364-5835, 547-3700.

STATION'S PROGRAMMING DESCRIPTION
WLDM (FM): Programmed for adults and young adults.
MUSIC format: middle-of-the-road, albums, popular, showtunes, film music, standards, light classics. Emphasis on instrumental arrangements and chorus or vocal ensembles. NEWS: limited to 4 periods daily. Contact Representative for further details. Rec'd 7/19/67

1. PERSONNEL
General Manager—Harold I. Tanner
National Sales Manager—Richard E. Morris.
Sales Manager—Robert J. Conger

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 165,000 w. (horiz.), 43,000 w. (vert.); 95.5 mc. Stereo.
Antenna ht.—430 ft. above average terrain.
Operating schedule: 6:00 a.m. to 2:00 a.m. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 22a. 22b. 23a. 24b. 25a. 26. 28a. 29a.
Contracts: 40a. 42b. 45. 46. 48.
Comb.; Cont. Discounts: 60a. 60c. 60k. 61a. 61b. 62b. 62e.
Cancellation: 70a. 70c. 71a. 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 9/1/70 Rec'd 9/3/70.

6 SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	104x	208x	312x
1 min.	30.00	29.50	29.00	28.50	28.00	27.50	27.00	26.50
30 sec.	22.50	22.00	21.50	21.00	20.0	20.00	19.50	19.00
10 sec.	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	200.00	110.00	65.00	45.00
13 x	190.00	104.50	61.75	42.50
26 x	180.00	99.00	58.50	40.25
39 x	172.00	95.70	56.55	38.25
52 x	166.00	92.40	54.45	36.50
104 x	160.00	89.10	52.50	35.00
208 x	154.00	85.80	50.55	33.75
312 x	148.00	82.50	48.60	32.75

WMUZ (FM)

1958

NAB

A Crawford Owned Station
Media Code 4 223 2700 7.00
Crawford Broadcasting Co., 12300 Radio Place, Detroit, Mich. 48228. Phone 313-272-3434.

STATION'S PROGRAMMING DESCRIPTION
WMUZ(FM): Programmed for adults.
RELIGIOUS: 6 am-12:30 pm gospel messages, Bible study, news and weather. 12:30-3 pm telephone conversations. 3-7 pm sacred music, public affairs, news and weather. 7-10 pm gospel music, news and weather 10 pm-12M sacred and gospel music, public interest programs. CONTINUITY POLICY: tobacco advertising not acceptable. Personality endorsements permitted. Rec'd 7/24/67.

1. PERSONNEL
Station Manager—Henry W. Hoot.
Chief Engineer—Charles Hopper.

3. FACILITIES
ERP 115,000 w.; 103.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna height: 368 ft. above average terrain.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a. 3a. 3d. 6a. 8.
Rate Rates: 20a.
Contracts: 45.
Comb.; Cont. Discounts: 60a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/73—Rev 10/74—Rec'd 10/2/74.

6. SPOT ANNOUNCEMENTS

	1x	78x	156x	312x
1 min	15	14	13	12
30 sec	10	9	8	7
10 sec	8	7	6	5

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	125	75	45	32	22
1 per wk	110	60	34	27	18
5-6 per wk	90	48	28	22	14

WMZK (FM)

1941

Media Code 4 223 2760 1.00
Booth Broadcasting Co., 2010 Broaderick Tower, Detroit, Mich. 48226. Phone 313-965-4500

STATION'S PROGRAMMING DESCRIPTION
WMZK (FM): Programmed for adults of foreign extraction through third & fourth generations. Bilingual programs with 25 different languages wkly. Emphasis on cultural heritage of each ethnic community. Rec'd 11/20/73.

1. PERSONNEL
President—John L. Booth.
General Manager—James A. Brown, Jr.
Operations Manager—Jerry Tertzakian.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 410 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6a. 7a. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 22a. 22b. 23a. 24b. 26. 28a. 29a.
Contracts: 40a. 42b. 45. 46. 47a.
Comb.; Cont. Discounts: 60a. 61b. 61c. 62b.
Cancellation: 70a. 70c. 71a. 73a.

TIME RATES
No. 4 Eff 12/15/74—Rec'd 12/23/74.
AAA—Polish.
AA—Arabic, German, Italian, Spanish.
A—All others.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1000 x	18.00	14.40	11.00	8.80	10.00	8.00
500 x	20.00	16.00	13.25	10.60	12.50	10.00
250 x	22.00	17.60	16.75	13.48	15.00	12.00
100 x	24.00	19.20	.....	.....	.....	.....
50 x	25.00	20.00	.....	.....	.....	.....
1 x	26.00	20.80	19.50	15.60	18.00	14.40

10-sec quickies: 60% of 1-min; for frequency, 2 quickies equal 1-min or 30 sec.

DISCOUNT

52 wk—5%

7. PACKAGE PLANS

WEEKLY

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
30 ti	15.00	12.00	14.00	11.20	13.50	10.80
20 ti	18.00	14.40	16.00	12.80	15.00	12.00
15 ti	19.25	15.40	.....	.....	.....	.....
10 ti	20.50	16.40	17.00	13.60	16.50	13.20

MONTHLY

28 ti	21.00	16.80	.....	.....	.....	.....
20 ti	22.00	17.60	17.00	13.60	16.50	13.20
12 ti	23.00	18.40	18.00	14.40	17.00	13.60
8 ti	24.00	19.20	19.00	15.20	17.50	14.00

10-sec quickies: 60% of 1-min; for frequency, 2 quickies equal 1-min or 30 sec.

ALL NATIONALITY PACKAGE
30 1-min spots wkly—390.00. Rotating 1/3AAA, 1/3AA, 1/3A.

DISCOUNT

52 wk—5%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
AAA	220	145	90	70	50
AA	170	110	70	60	45
A	165	100	65	55	40

DISCOUNT

52 wk—10%

WNIC 1310 AM

1946
DEARBORN

Buckley Radio Sales, Inc.

Beautiful Music

(This is a paid duplicate of the listing appearing under Detroit Urban Area, Mich.)
Media Code 4 223 3300 5.00
Johns Communications, 15001 Michigan Ave., Dearborn, Mich. 48126. Phone 313-846-8500

STATION'S PROGRAMMING DESCRIPTION
WNIC: Programmed for adults.
MUSIC: popular melodic album format. Music primarily instrumental of definite adult appeal & includes standards, film & MOR. Music presented in uninterrupted segments. NEWS: hourly & half hourly in drive times. Capsule summaries during midday. 3 man news department. COMMERCIAL POLICY: maximum 12 units per hour. Contact Representative for further details. Rec'd 12/23/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ed Christian.
Operations Manager—Jim Brooker.
Prom. & Mdsg. Mgr.—Sharman Sickels.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w.; 1310 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3d. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10g. 11g. 12g. 14g.
Basic Rates: 20a. 20b. 24a. 24c. 28c.
Contracts: 40a. 41. 44b. 45. 46. 50. 51a.
Comb.; Cont. Discounts: 60c. 60f.
Cancellation: 70a. 70e. 71a. 72. 73a.
Prod. Services: 80. 81. 82.

TIME RATES
AM/FM COMBINATION
NATIONAL AND LOCAL RATES SAME
Eff 3/15/73—Rec'd 4/13/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min 6 ti	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
AAA	55	50	45	40	45	40	35	32
AA	45	40	35	30	36	32	28	24
A	35	30	25	20	28	24	20	16

	10 sec			
AAA	33	30	27	24
AA	27	24	21	18
A	21	18	15	12

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
12 ti (4AAA, 5AA, 3A)	405	325	245
18 ti (7AAA, 7AA, 4A)	595	475	355
24 ti (9AAA, 9AA, 6A)	675	540	405

9. PARTICIPATING PROGRAMS
All Night Show—6 days midnight-6 am, 4 spots per hr:
Full sponsorship 625 1/2 sponsorship 350
1 min, flat 7

10. SPECIAL FEATURES
5-min drive time news at :60 & :30—applicable rate plus 10.00. (D)

WNIC FM 100

1950
DEARBORN

Buckley Radio Sales, Inc.

Beautiful Music

(This is a paid duplicate of the listing appearing under Detroit Urban Area.)
Media Code 4 223 3301 3.00
Johns Communications, 15001 Michigan Ave., Dearborn, Mich. 48126. Phone 313-846-8500.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ed Christian.
Operations Manager—Jim Brooker.
Prom. & Mdsg. Mgr.—Sharman Sickels.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 368 ft. above average terrain.

(This listing continued on next page)

WJZZ the jazzy one...

WJZZ, 105.9 STEREO IS THE ONLY ALL JAZZ 24 HOUR STATION IN MICHIGAN

represented by Bernard Howard

Beautiful Music Wins in Detroit

WNIC RADIO 1310 AM/FM100

#2 Adults 25-49

6 AM-Midnight Monday-Sunday

Buckley Radio Sales, Inc.

Source: ARB Apr/May '75 Metro Survey Area Avg 1/4 hr.

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 14g.
Basic Rates: 20a, 20b, 24a, 24c, 28c.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a.
Comb.; Cont. Discount: 60c, 60f.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Sold in combination with WNIC. See that listing for rates.

TIME RATES
Eff 3/15/73—Rec'd 6/4/73.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
6 pm-midnight	28	24	20	16

(D)

WOMC (FM)
1948

NAB RAB

A Metromedia Station
Media Code 4 223 2820 3.00
Metromedia Stereo, Division of Metromedia, Inc., 2201 Woodward Heights, Detroit, Mich. 48220. Phone 313-546-0600.
STATION'S PROGRAMMING DESCRIPTION
WOMC (FM): Programmed for modern adults.
MUSIC: MOR instrumentals and vocals programmed in uninterrupted 15 min segments. Live music hosts handle commercials and services, including traffic reports, stock market summaries, ski reports, nautical weather and golf course conditions. NEWS: at :55 and during drive times. COMMERCIAL POLICY: 7 min per hour. Contact Representative for further details. Rec'd 3/4/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carl C. Brasell, Jr.
General Sales Manager—James D. Mulla.
Program Director—Joseph Taylor.
2. REPRESENTATIVES
Metro Radio Sales.
3. FACILITIES
ERP 190,000 w. (horiz.), 190,000 w. (vert.); 104.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 416 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42d, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. B Eff 9/15/74—Rec'd 10/21/74.
AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.
6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 ti	6 ti	12 ti	1 ti	6 ti	12 ti
1 min	70	65	60	65	60	55
30 sec	56	52	48	52	48	44
	B			C		
1 min	60	55	50	30	27	25
30 sec	48	44	40	24	22	20

Must rotate throughout all hrs & days of time classes. 30 sec subject to availability.
7. PACKAGE PLANS
CIRCULATION—1/3AA, 1/3A, 1/3B

PER WK, PREEMPTIBLE:	12 ti	18 ti	24 ti
1 min	600	864	1104
30 sec	480	684	864

Must rotate within time classes over 7-day period. WCP do not contribute to WCP for further wkly frequency.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Minimum expenditure 260.00+ per wk.

WQRS (FM)
1960

HERBERT E. GROSKIN & COMPANY

Media Code 4 223 2880 7.00
Fino Arts Broadcasters,' Inc., 1300 Sixth Ave., Detroit, Mich. 48226. Phones 313-962-8282, 8283.
Business Office—520 W. Eight Mile Rd., Ferndale, Mich. 48220. Phone 313-548-3700.
STATION'S PROGRAMMING DESCRIPTION
WQRS (FM): Programmed for fine arts.
Classical music 7 am-12N, except M-W-F, 11 am-12N, Show Tunes. Classical music 1 pm-1 am with following intervals of news, commentary, Folk, Big Band, Semi-Classical and Opera. Folk shows, Fri. 10 pm-1 am. Big Band Beat, Sat, 10 pm-1 am. Opera Theatre, Sun, 8 pm-1 am. News at 7:05 am (except Sun.), 12N (except Sat. & Sun.), 7 pm, 10 pm. News Re-cap at 12:55 am before sign-off. Stock report weekdays at 5 pm. Commentary, Tues., Wed. Book Reviews and News, Fri, at 12:15 pm. Contact Representative for further details. Rec'd 1/4/74.
1. PERSONNEL
President—Phyllis Akers.
Vice-President—Stanley R. Akers.
Secretary—Janet M. Blackwood.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.1 mc. Stereo.
Operating schedule: 7-1 am daily. EST.
Antenna ht.: 526 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; weekly or monthly.
5. GENERAL ADVERTISING See coded regulations
General: 6a, 7a.
Rate Protection: 15b.
Changes in rates will not apply to advertisers who are on the air at the time of increase until 6 months after effective date of new rates, providing service is uninterrupted.
Tape or disc acceptable for recorded commercials.
Member: The Groskin Group.

TIME RATES
Eff ———— Rec'd 1/4/74.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	15.00	14.50	14.40	13.50	13.00
30 sec	12.00	11.50	11.00	10.50	10.00

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
1 hr	105	100	95	90	85
1/2 hur	85	81	77	73	69
5 min	45	42	39	36	33

WRIF 101
AN ABC OWNED RADIO STATION

WRIF (FM)
1948

ABC-FM Spot Sales, Inc.

NAB RAB NAFMB

An ABC Owned Station
Subscriber to the NAB Radio Code
Media Code 4 223 2900 3.00
An Owned Radio Station of American Broadcasting Companies, Inc., 20777 W. Ten Mile Rd., Southfield, Mich. 48075. Phone 313-444-1010.
See affiliated AM station for additional information.
AM facilities: WXYZ.
STATION'S PROGRAMMING DESCRIPTION
WRIF (FM). Programmed to a general young adult & teen audience.
MUSIC: Contempory popular albums & hit singles. NEWS: 5 min at :20. Daily tele/talk show. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 3/13/73.
1. PERSONNEL
General Manager—Jack Minkow.
General Sales Manager—Rick Kaufman.
2. REPRESENTATIVES
ABC FM Spot Sales
3. FACILITIES
ERP 27,200 w. (horiz.), 27,200 w. (vert.); 101.1 mc. Stereo
Operating schedule: 24 hours daily. EST.
Antenna ht.: 880 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6b, 7b, 8.
Rate Protection: 60 days.
Basic Rates: 20a, 22a.
Contracts: 40b, 45, 46.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 8/1/75—Rec'd 8/4/75.
AAA—Mon thru Fri 2 pm-1 am; Sat 5-1 am; Sun 10-1 am.
AA—Mon thru Fri 5 am-2 pm.
A—Mon thru Sun 1-5 am; Sun 5-10 am.
6. SPOT ANNOUNCEMENTS

	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 ti	95	77	82	67
6 ti	85	69	73	60
12 ti	80	65	69	56
18 ti	75	61	65	52
24 ti	70	57	61	48

A: 1-min. flat 30.00; 30-sec. flat 25.00.
A spots do not combine with AAA or AA to earn frequency discounts.
Rates are guaranteed for 30 days from effective date of increase provided advertising is on the air at time of increase & continues without interruption.
Submitted by Richard Kaufman.

WWJ
1920

NBC Radio Network

THE CHRISTAL CO.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 2940 6.00
Evening News Association, 622 Lafayette Blvd., Detroit, Mich. 48231. Phone 313-222-2428. TWX 810-221-1640
STATION'S PROGRAMMING DESCRIPTION
WWJ: Emphasis on news & information. Continuous news, sports, commentary, features 5:30-9:30 am. Open-line phone household discussion 9:30 am-noon. News, commentary, open-line family counseling noon-1 pm. Opne-line guest opinion 1-3 pm. Open-line travel program 2-3 pm. Continuous news, sports, commentary, features 3-7 pm. Suspense drama 7-8 pm. Talk 8-10 pm. MOR music 10-11 pm. News 11-11:15 pm with news at :60, 11:15 pm-5:30 am. SPORTS: play-by-play college football. Contact Representative for further details. Rec'd 5/9/75.
1. PERSONNEL
General Manager—Peter A. Kizer.
Station Manager—Nat A. Sibbold.
Sales Manager—James Blashill.
2. REPRESENTATIVES
The Christal Co.
Canada—Andy McDermott Sales, Ltd.
3. FACILITIES
5,000 w.; 950 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; bills rendered monthly, payable 15th following month. Terms net cash.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 22a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 51 Eff 2/10/75—Rec'd 2/17/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Sat 10 am-noon.
B—Mon thru Fri noon-3 pm & 7-8 pm; Sat noon-8 pm; Sun 9 am-8 pm.
C—Mon thru Sun 8-11:15 pm; Sun 5:30-9 am.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	....	150x	250x	500x	750x	1000x
AAA	125	115	110	105	100	95
AA	110	100	95	90	85	80
A	90	85	80	75	70	65
B	60	56	52	48	44	40
C	35	32	29	26	23	20

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
1-min & 30-sec spots combinable for per wk discounts. 1-min and/or 30-sec spots combinable with 10-sec spots to earn discounts for 10-sec only. To qualify for any annual plan, spots must be ordered as a specific plan at time of purchase. When an annual plan is increased, additional discount is applicable beginning with date of increased schedule. Annual plans qualify for 6 wkly rate for fixed spots. Spots adjacent to higher ti class take rate of higher class. 1-min or 30-sec spots may preempt 10-sec spots. Spots for any 1 product of any one advertiser will be scheduled at least 15 min apart in participating programs.
7. PACKAGE PLANS
*ROS TDN PLAN
50% TRAFFIC, 30% DAY, 20% NIGHT

PLAN:	12 ti	18 ti	24 ti	30 ti
1 min	852	1206	1512	1740
30 sec	684	972	1224	1380
10 sec	516	720	888	1020

(*) Mon thru Sun 5:30 am-11:15 pm.
8. PROGRAM TIME RATES

10 MIN:	AAA	AA	A	B	C
1 ti	220	200	170	145	85
5+	210	190	160	135	80
5 MIN:					
1 ti	145	135	105	90	55
5+	140	130	100	85	50
BRIEFS:					
Ea	130	125	95	80	45

Submitted by Nat A. Sibbold.

WWJ-FM
1941

THE CHRISTAL CO.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 2941 7.00
Evening News Association, 622 Lafayette Blvd., Detroit, Mich. 48231. Phone 313-222-2428. TWX 810-221-1640.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WWJ-FM: Programmed for adults and young adults.
MUSIC: MOR selections, primarily instrumentals. NEWS: hourly capsules. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 9/13/74.
1. PERSONNEL
Sales Manager—Kenneth D. Patt.
2. FACILITIES
ERP 12,000 w.; 97.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 892 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WWJ. See that listing for rates.

TIME RATES
No. 7 Eff 7/14/75—Rec'd 7/11/75.
AA—Mon thru Sun 10 am-7 pm.
A—Mon thru Sun 5:30-10 am & 7-11:15 pm.
B—Mon thru Sun 11:15 pm-5:30 am.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
PER YR:	....	150x	250x	500x	750x
AA	40	38	36	34	30
A	30	28	26	24	20
B	9	8	7	6	5

30 sec: 80% of 1-min.
1-min & 30-sec spots combinable to earn per wk discount. To qualify for any annual plan, spots must be ordered as a specific plan at time of purchase. When an annual plan is increased, additional discount is applicable beginning with date of increase. Annual plans also qualify for 6 wkly rate for fixed spots. Spots adjacent to higher ti class take rate of higher class.
7. PACKAGE PLANS
MUSIC ONE PLAN—MON THRU SUN
5:30 AM--11:15 PM

ROS:	6 ti	12 ti	18 ti	24 ti
1 min	156	276	378	480
30 sec	126	228	306	384

Fixed position—extra 5.00.
Preemptible: not combinable for discount.
Submitted by Nat A. Sibbold.

MICHIGAN

WWWW (FM)
1960

STAFF BROADCASTING GROUP, INC.
CBS/FM SALES

RAB

Media Code 4 223 2965 6.00
Starr Broadcasting Group, Inc., 2930 E. Jefferson, Detroit, Mich. 48207. Phone 313-961-4323.
STATION'S PROGRAMMING DESCRIPTION
WWWW (FM): Programmed for adults and young adults.
MUSIC: progressive rock. ALL LIVE PERSONALITIES. NEWS: network or local, 5 min at :16. 12 times daily. COMMERCIAL POLICY: maximum 8 minutes, 12 units per hour. Contact Representative for further details. Rec'd 11/29/72.
1. PERSONNEL
Senior Vice-President-Radio—Richard Oppenheimer.
General Manager—Bartley D. Walsh.
General Sales Manager—E. Patrick McNally.
2. REPRESENTATIVES
CBS-FM Sales.
3. FACILITIES
ERP 61,125 w.; 106.7 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 508 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
No. 7 Eff 5/1/75—Rec'd 3/25/75.
AA—Mon thru Fri 3 pm-1 am; Sat & Sun 10-1 am.
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.
B—Mon thru Sun 1-6 am.
6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	57	49	44	39	52	44	39	35
30 sec	46	39	35	31	42	35	31	28
10 sec	34	29	26	23	31	26	23	21
					B			
1 min					16	14	12	
30 sec					13	11	9	

7. PACKAGE PLANS
TAP—1/2AA, 1/2A—PREEMPTIBLE

PER WK, EA:	12 ti	18 ti	24 ti
1 min	44	37	32
30 sec	35	30	26
10 sec	26	22	19

RATEHOLDER
Minimum 6 spots per wk.

WXYZ MUSICRADIO 1270
1925

abc OWNED AM STATION

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 3000 1.00
An Owned Radio Station of American Broadcasting Companies, Inc., WXYZ Radio, 20777 W. Ten Mile Rd., Southfield, Mich. 48075. Phone 313-444-1111. TWX 313-357-4605.
STATION'S PROGRAMMING DESCRIPTION
WXYZ: Programmed for adults & young adults 20-34.
MUSIC: 95% popular singles, 5% album cuts; popular, contemporary music, current hit selections. 6 AIR PERSONALITIES. NEWS: 7 min local & network at :30; 5 min local at :60 & 5 min network at :30, 6-10 am. 3 editorials per day, M-F. Nightly talk show. SPORTS: 3 summaries every morning. COMMERCIAL POLICY: 16 minutes, 6-10 am, 12 minutes, 10 am-9 pm; 8 minutes, 9 pm-midnight; 6 minutes, midnight-6 am. Contact Representative for further details. Rec'd 10/31/74.
1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Charles D. Fritz.
General Sales Manager—Jay Hoker.
Program Director—Joe Bacarella.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w.; 1270 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0: gross billings less applicable discounts.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: *10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25b, 28b, 29a, 30, 33d.
Contracts: 40b, 41, 42a, 42c, 44a, 45, 47a, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60h, 60i, 62b.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) Minimum of 6 1-minute or 30-second spots per week.
FM facilities: WRIF(FM).
Affiliated with American Entertainment Network.
Affiliated with Blair Represented Network

(This listing continued on next page)

Detroit—W X Y Z—Continued

TIME RATES
No. 23 Eff 3/15/73—Rec'd 3/22/73.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
B—Mon thru Sun 7 pm-midnight; Mon thru Fri 5-6 am.
B—Mon thru Sat 7 pm-midnight; Mon thru Fri 5-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA						
1 min	135	133	130	125	120	115
30 sec	108	106	104	100	96	92
ID's	81	80	78	75	72	69
CLASS AA						
1 min	110	105	100	95	90	85
30 sec	88	84	80	76	72	68
ID's	66	63	60	57	54	51
CLASS A						
1 min	80	75	70	65	60	55
30 sec	64	60	56	52	48	44
ID's	48	45	42	39	36	33
CLASS B						
1 min	45	40	35	30	28	26
30 sec	36	32	28	24	22	21
ID's	27	24	21	18	17	16

Minutes and 30 seconds combine for frequency on ID's only.

7. PACKAGE PLANS

TAP PLAN:	Cost
12 ti (2AAA, 2AA, 5A, 3B)	840
18 ti (3AAA, 3AA, 8A, 4B)	1188
24 ti (4AAA, 4AA, 11A, 5B)	1500
30 ti (5AAA, 5AA, 14A, 6B)	1800

WKND TAP PLAN, EA:	12 ti	16 ti	24 ti
Sat & Sun 10 am-midnight	535	735	900

10. SPECIAL FEATURES

NEWSCASTS:	52x	104x	156x	260x
AAA	160	155	150	140
AA	130	125	120	110

STATIONS IN DETROIT URBAN AREA

CJOM (FM)
1967
WINDSOR, CANADA

Selcom.inc.

(This is a paid listing.)
Media Code 4 223 3037 3.00
Radio Windsor Canadian Ltd., 1150 Ouellette Ave., Windsor, Canada. Phone 519-252-7313. Detroit phone 313-963-7619.

STATION'S PROGRAMMING DESCRIPTION
CJOM (FM): Programmed for young adults. All live personalities.
MUSIC: Progressive rock. NEWS: 5 2-minute newscasts daily. COMMERCIAL POLICY: Maximum 6 minutes or 9 units per hour. Contact Representative for further details. Rec'd 2/8/74.

1. PERSONNEL
President—G. W. Stirling.
U. S. Sales Manager—Don Cluff.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 84,000 w. (horiz.), 84,000 w. (vert.); 88.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basin Rates: 20b, 24a, 24b, 24c, 28a, 28c, 29a, 29b.
Contracts: 44a, 44b, 45, 46, 47e, 51b.
Comb.: Cont. Discounts: 60a, 62a, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80.

TIME RATES
Eff———Rec'd 2/8/74.
AA—Mon thru Sun noon-midnight.
A—Mon thru Sun 6 am-noon.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	156x	312x	500x	750x	1000x
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS AA						
1 min	30	25	23	21	19	17
30 sec	24	19	17	16	14	12
10 sec	16	14	13	12	10	9
CLASS A						
1 min	25	23	21	19	17	15
30 sec	19	17	16	14	12	10
10 sec	14	13	12	10	9	7

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK. EA:	12 ti	18 ti	24 ti	30 ti
1 min	20	18	16	14
30 sec	16	14	12	10
10 sec	12	11	9	8

BOS/BTA—6 AM-MIDNIGHT

	1 min	30 sec	10 sec
Ea	16	12	10

MIDNIGHT-6 AM
1-15 ti 8 15-30 ti 6
(SO)

CKLW
1932
WINDSOR, CANADA

(This is a paid listing.)
Media Code 4 223 3060 5.00
CKLW Radio Sales, Inc., 26400 Lahser Rd., Southfield, Mich. 48076. Phone 313-353-6200. TWX 810-224-4968.

STATION'S PROGRAMMING DESCRIPTION
CKLW: Programmed for 20 to 49 age bracket and youth audience.
MUSIC: Today's most popular hits. NEWS: local, regional, national & international 8 min summaries including sports, and weather every hour, 6-9 am; M-Sat at :40. Hourly 9 am-12M, Mon-Fri. Every 3 hours at all other times. Contact Representative for further details. Rec'd 2/25/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Herbert W. McCord.
Vice-Pres. & Gen'l Sales Mgr.—Gerard Sperry.

2. REPRESENTATIVES
Bolton/Burchill International, Ltd.

3. FACILITIES
50,000 w., 800 kc. International clear channel.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 22b, 23a, 26, 28a, 29a.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60f, 60i, 61c.
Cancellation: 70c, 71a, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4A Eff 9/15/74—Rec'd 4/24/75.
AAA—Mon thru Sat 5-10 am & 3-8 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 8 am-8 pm.
A—Mon thru Sun 8 pm-1 am.
B—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	180	170	160	150	135
30 sec	125	120	115	110	100
10 sec	60	58	55	52	50
CLASS AA					
1 min	140	130	125	120	110
30 sec	100	90	85	80	75
10 sec	50	48	45	42	40
CLASS A					
1 min	120	115	110	105	100
30 sec	80	78	75	72	70
10 sec	40	38	37	36	35
CLASS B					
1 min	50	45	40	35	30
30 sec	35	32	28	24	20

7. PACKAGE PLANS
MAXIMUM IMPACT—1/3AAA, 1/3AA, 1/3A

PLAN:	6	12	18	24	30
1 min	690	1300	1830	2280	2650
30 sec	470	872	1230	1536	1800
10 sec	280	436	618	776	920

(SO) (D)

WBRB
1956
MOUNT CLEMENS

RAB

A Mairite Owned Station
Media Code 4 223 3120 7.00
Mairite Broadcasting Co., Box 489, Gratiot Ave. at Metropolitan Beach Parkway, Mt. Clemens, Mich. 48043. Phone 313-791-1430.
Direct Detroit line: Phone 293-1430.

STATION'S PROGRAMMING DESCRIPTION
WBRB: Community adult Programming.
NEWS: 4 man news staff, 75% local, 25% regional, national, international. News every hour, editorials. 9-10 am women's show, interviews. 10-11 am telephone discussion format. SPORTS: live high school and college football and basketball play-by-play, live hydroplane races, major car race descriptions, 8 sports shows daily. Air personalities and mobile studios available for remote broadcasts. ENTERtainment: 6-9 am, 11 am-noon, 12:30-sign-off using air personalities, interviews and general popular music. 60% albums, 40% singles. Rec'd 8/31/70.

1. PERSONNEL
President—Milton Maltz.
Vice-President—Charles Park, Jr.

3. FACILITIES
500 w. days; 1430 kc Directional.
Operating schedule: 5 am-local sunset. EST.
Partial simulcast operation. Simulcast 5 am-local sunset. For non-simulcast facilities see WBRB-FM listing.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 22a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 60e.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 3/15/73—Rec'd 4/25/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	20.00	19.00	18.00	16.00	14.00
30 sec	18.00	17.00	16.00	14.00	12.00
CLASS A					
1 min	17.00	16.00	15.00	14.00	11.00
30 sec	15.00	14.00	13.00	11.00	9.00

Combination of AA and A earns frequency discount.

SEVEN DAY ROS PLANS

1 MINUTE PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti
1 wk	15.00	13.00	12.00	11.00	10.00
4 wk	14.50	12.50	11.50	10.50	9.50
30 SECONDS					
1 wk	13.50	11.50	10.50	9.50	8.50
4 wk	12.50	10.50	9.50	8.50	7.50

WBRB-FM
1960
MOUNT CLEMENS

RAB

A Mairite Owned Station
Media Code 4 223 3121 3.00
Box 489, Gratiot Ave. at Metropolitan Beach Parkway, Mt. Clemens, Mich. Phone 313-791-1430. Detroit Phone 293-1430.
See affiliated AM station for additional information.

3. FACILITIES
Eff P 17,000 w. (horiz.), 17,000 w. (vert.); 102.7 mc.
Operating schedule: 5:00-1:00 am Mon thru Fri; 5:00-2:00 am Sat; 7:00 am-midnight Sun. EST.
Partial simulcast operation. Operated separately local sunset-1:00 am. For non-simulcast facilities see WBRB.

TIME RATES
60% of applicable AM rates.

WCHB
1955
INKSTER

Black

Media Code 4 223 3180 1.00
Bell Broadcasting Company, 32790 Henry Ruff Rd., Inkster, Mich. 48141. Phone 313-278-1440.
Other office: 2994 E. Grand Blvd., Detroit, Mich. 48202. Phone 313-871-0590.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dr. Wendell F. Cox.
General Sales Manager—Dennis Jackson.
Operations Manager—Jerry Boulding.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days; 1440 kc; Directional-separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12b, 13c, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25c, 28a, 29a, 33a.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WJZZ, Detroit.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
AM/FM COMBINATION
No. 10 Eff 1/15/75—Rec'd 2/11/75.
AAA—Mon thru Sun 5-10 am & 3-8 pm.
AA—Mon thru Sun 10 am-3 pm & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	75	70	65	60	60	55	50	45
30 sec	60	56	52	48	48	44	40	36

AM ONLY
AAA—Mon thru Sun 5-10 am & 3-8 pm.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight.
B—Mon thru Sun midnight-5 am.

PER WK:	1 min 6 ti	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
AAA	50	48	46	44	40	38	36	35
AA	40	38	35	33	32	30	28	26
A	35	32	30	28	28	26	24	22

B: Flat 15.00. (CR)

WEXL
1928
ROYAL OAK

Media Code 4 223 3240 3.00
Sparks Broadcasting Co., 317 E. 11 Mile Rd., Royal Oak, Mich., 48067. Phone 313-544-2200.

STATION'S PROGRAMMING DESCRIPTION
WEXL: Full-time religious format. Rec'd 11/4/74.

1. PERSONNEL
Gen'l, Gen'l Sales & Prog. Mgr.—G. Sparks.

3. FACILITIES
1,000 w. days, directional; 250 w. nights, non-directional. 1340 kc.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47c, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 7/8/74.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 6-10 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	20	16	16	12	15	11
12 ti	17	18	14	10	12	9
18 ti	14	10	12	8	10	7
24 ti	12	8	10	7	9	6

WHND
(formerly WQTE)
1956
MONROE

A Greater Media Station

mcgavren-guild
pgw radio, inc.

Honeyradio

RAB

(This is a paid duplicate of the listing appearing under Monroe, Mich.)
Media Code 4 223 7380 3.00
WQTE Broadcasting, Inc., Box 404, Birmingham, Mich. 48012. Phone 313-588-8100. TWX 810-232-5206.

STATION'S PROGRAMMING DESCRIPTION
WHND: MUSIC: Classic gold, all million selling hits. COMMERCIAL POLICY: 8 units maximum per hour. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
General Manager—Charles Borchard.
General Sales Manager—Richard Grove.
National Sales Manager—Philip H. Roberts.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Greater Media Stations: See Rep & S/O pages.

3. FACILITIES
500 w. days; 560 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60c, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
FM facilities: WHNE (FM), Birmingham.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WHND/WHNE (FM), BIRMINGHAM, COMBINATION
No. 4 Eff 7/10/75—Rec'd 7/10/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Sat 3-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sunday midnight-6 am.
Wknd Drive—Sat 10 am-3 pm; Sun 10 am-7 pm.
Sun AM—6-10 am.

6. SPOT ANNOUNCEMENTS

1 min:	AMD	DT	PMD	EV	DN	Wknd Sun D	Wknd Sun AM
6 ti	50	56	60	40	12	50	35
12 ti	48	54	58	38	10	48	33
18 ti	46	52	56	36	8	46	31
24 ti	44	50	54	34	6	44	29

7. PACKAGE PLANS
1/4 AMD, 1/4 DT, 1/4 PMD, 1/4 EV/WKND/SUN AM

	6 ti	12 ti	18 ti	24 ti
1 min, ea	52	50	48	46

AM or FM only: 75% of above rates.
Submitted by Phil Roberts.
(D)

WHNE (FM)
1958
BIRMINGHAM

A Greater Media Station

mcgavren-guild
pgw radio, inc.

Honeyradio

RAB

Media Code 4 223 3270 0.00
Greater Michigan Radio, Inc., Box 404, Birmingham, Mich. 48012. Phone 313-588-8100. TWX 810-232-5206.

STATION'S PROGRAMMING DESCRIPTION
WHNE (FM): MUSIC: Classic gold, all million selling hits. COMMERCIAL POLICY: 8 units maximum per hour. Contact Representative for further details. Rec'd 11/27/74.

1. PERSONNEL
General Manager—Charles Borchard.
General Sales Manager—Richard Grove.
National Sales Manager—Philip H. Roberts.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Greater Media Stations: See Rep & S/O pages.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 306 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb. Cont. Discounts: 60c, 60e, 60i, 61c, 62a, 62d.
Cancellation: 70h, 70c, 71a, 72, 73b.
Prod. Services: 80.
AM facilities: WHND, Monroe.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WHND, MONROE/WHNE (FM), BIRMINGHAM COMBINATION
No. 4 Eff 7/10/75—Rec'd 7/10/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Sat 3-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun 7 pm-midnight.
Wknd Drive—Sat 10 am-3 pm; Sun 10 am-7 pm.
Sun AM—6-10 am.

6. SPOT ANNOUNCEMENTS

I min:	AMD	DT	PMD	EV	DN	Wknd D	Wknd AM
6 ti	50	56	60	40	12	50	35
12 ti	48	54	58	38	10	48	33
18 ti	46	52	56	36	8	46	31
24 ti	44	50	54	34	6	44	29

7. PACKAGE PLANS
1/4 AMD, 1/4 DT, 1/4 PMD, 1/4 EV/WKND/SUN AM

	6 ti	12 ti	18 ti	24 ti
1 min, ea	52	50	48	46

AM or FM only: 75% of above rates.
Submitted by Phil Roberts.

(D)

WIID
1963
GARDEN CITY

Media Code 4 223 3285 6.00
Grace/Wolpin Broadcasting Co., 32500 Park Lane, Garden City, Mich. 48135. Phone 313-523-1111.

STATION'S PROGRAMMING DESCRIPTION
WIID: Musical entertainment, news, cultural events, social happenings, religious functions & information from & about one's country of origin. Rec'd 3/31/75.

1. PERSONNEL
General Manager—Harvey A. Grace.
General Sales Manager—Mike Borkowski.
Program Director—John Roman.

2. FACILITIES
250 w. days: 1090 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 16.
Basic Rates: 20a, 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 51b.
Cancellation: *70a.
Prod. Services: 80, 81, 82
(*) Applies to spots also.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 40 Eff 8/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	156x	312x	500x	750x
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	30	28	26	24	22
30 sec	24	22	20	19	17
10 sec	15	14	13	12	11

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 wk	200	150	120	85	60

Submitted by Harvey A. Grace.

WNIC
1946
DEARBORN

Media Code 4 223 3300 5.00
Johns Communications, 15001 Michigan Ave., Dearborn, Mich. 48126. Phone 313-846-8500.

STATION'S PROGRAMMING DESCRIPTION
WNIC: Programmed for adults.
MUSIC: popular melodic album format. Music primarily instrumental of definite adult appeal & includes standards, film & MOR. Music presented in uninterrupted segments. NEWS: hourly & half hourly in drive times. Capsule summaries during midday. 3 man news department. COMMERCIAL POLICY: maximum 12 units per hour. Contact Representative for further details. Rec'd 12/23/74.

1. PERSONNEL
Vice-Pres. & Gen. Mgr.—Ed Christian.
Operations Manager—Jim Brooker.
Prom. & Mdsg. Mgr.—Sharman Sickels.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

2. FACILITIES
5,000 w.; 1310 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 14g.
Basic Rates: 20a, 20b, 24a, 24c, 28c.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a.
Comb.; Cont. Discounts: 60c, 60f.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
AM/FM COMBINATION
Eff 3/15/73—Rec'd 4/13/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AAA	55	50	45	40	45	40	35	32
AA	45	40	35	30	36	32	28	24
A	35	30	25	20	28	24	20	16
					10 sec			
AAA					33	30	27	24
AA					27	24	21	18
A					21	18	15	12

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
12 ti (4AAA, 5AA, 3A)	405	325	245
18 ti (7AAA, 7AA, 4A)	595	475	355
24 ti (9AAA, 9AA, 6A)	675	540	405

9. PARTICIPATING PROGRAMS
All Night Show—6 days midnight-6 am, 4 spots per hr:
Full sponsorship 625 1/2 sponsorship 350
1 min, flat 7

10. SPECIAL FEATURES
5-min drive time news at :60 & :30—applicable rate plus 10.00.

(D)

WNIC-FM
1950
DEARBORN

Media Code 4 223 3301 3.00
Johns Communications, 15001 Michigan Ave., Dearborn, Mich. 48126. Phone 313-846-8500.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ed Christian.
Operations Manager—Jim Brooker.
Prom. & Mdsg. Mgr.—Sharman Sickels.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 368 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 14g.
Basic Rates: 20a, 20b, 24a, 24c, 28c.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a.
Comb.; Cont. Discounts: 60c, 60f.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Sold in combination with WNIC. See that listing for rates.

TIME RATES
Eff 3/15/73—Rec'd 6/4/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
6 pm-midnight	28	24	20	16

(D)

WPON
1954
PONTIAC

Alan Torbet Associates, Inc.

RAB

Media Code 4 223 3360 9.00
WPON, Inc., Riker Bldg., Pontiac, Mich. 48059. Phone 313-338-0444.

1. PERSONNEL
Pres & Gen'l Mgr.—H. Allen Campbell.
Vice-Pres. & Sta. Mgr.—William E. Morgan.
Vice-President Sales—Helen Sansone.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

2. FACILITIES
1,000 w.; 1460 kc. Directional—night only.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 23a, 24a, 24c, 25a, 26, 28c, 29a.
Contracts: 40c, 41, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60g, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES
No. 4 Eff 5/1/72—Rec'd 6/16/72.

7. PACKAGE PLANS

PER CONSEC WK, 1 MIN:	1 wk	13 wk	26 wk	52 wk
10 ti	19	18	17	16
20 ti	18	17	16	15
30 ti	17	16	15	14

30/20 sec: 80% of 1-min. 10 sec: 65% of 1-min.

8. PROGRAM TIME RATES

PER YR:	26x	52x	156x	312x
5 min	35	32	30	27
1/4 hr	70	65	60	55
1/2 hr	105	85	75	67

DOWAGIAC (1 AM; 1 FM)
Cass County—Map Location D-11
See SRDS consumer market map and data at beginning of the State.

WDOW
1960

Media Code 4 223 3540 6.00
Dowagiac Broadcasting Co., Inc., Box 150, Marcellus Hwy., Route 3, Dowagiac, Mich. 49047. Phone 616-782-5106.

1. PERSONNEL
Manager—Roland Ernst.

3. FACILITIES
1000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WOOW-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Michigan Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16-A Eff 12/1/68—Rec'd 1/2/69.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	1 wk	13 wk	26 wk	52 wk
6 ti	4.50	4.25	4.00	3.75
12 ti	4.25	4.00	3.75	3.50
18 ti	4.00	3.75	3.50	3.25
24 ti	3.75	3.50	3.25	3.00

30 sec: 25% off 1-min. 10 sec: 50% off 1-min.
20 sec: 33-1/3% off 1-min.
Edited by Roland Ernst.

WDOW-FM
1971

Media Code 4 223 3541 4.00
Dowagiac Broadcasting Co., Inc., Box 150, Marcellus Hwy. Dowagiac, Mich. 49047. Phone 616-782-5106.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WDOW.

TIME RATES
FM only: 1/3 less than AM.
Edited by Roland Ernst.

EAST LANSING
Ingham County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

See Lansing
(including East Lansing)

ESCANABA (2 AM)
Delta County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WBDN
1958
Subscriber to the NAB Radio Code

Media Code 4 223 3570 3.00
Escanaba Broadcasting Co., 600 Ludington St., Escanaba, Mich. 49829. Phone 906-786-4118.

STATION'S PROGRAMMING DESCRIPTION
WBDN: MUSIC: top 40. NEWS: network.

1. PERSONNEL
General Manager—Donald A. Curran.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Michigan Spot Sales.

3. FACILITIES 1,000 w. days; 600 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 4/1/72—Rec'd 4/14/72.

7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.50	6.00	5.50	5.00
10 sec	4.50	4.25	4.00	3.75	3.50

Min & 30-sec combinable for frequency discount.

DISCOUNT
13 wk—2% 26 wk—5% 39 wk—7% 52 wk—10%

BULK PLAN, PER YR:	500x	1000x	1500x	2000x
1 min	7.50	7.00	6.50	6.00
30 sec	5.50	5.00	4.50	4.00
10 sec	3.75	3.50	3.25	3.00

WDBC
1941

NAB RAB

Communications Properties, Inc.
Subscriber to the NAB Radio Code

Media Code 4 223 3600 6.00
Communications Properties, Inc., Box 419, 806 Ludington St., Escanaba, Mich. 49829. Phone 906-786-6144-5.

1. PERSONNEL
General Manager—Gene Kauffman.
Program Director—Joe DeMay.
Chief Engineer—Robert Haslow.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Minneapolis, St. Paul—Paul J. Ewing.
Canada—Stephens & Towndrow Co. Limited.

3. FACILITIES
10,000 w. days. 1,000 w. nights; 680 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0 net time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 22a, 23a, 24b, 28a, 28c, 29a.

Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61b, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.
Member: Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
Eff 5/1/73—Rec'd 5/3/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 sec	A 30 sec	B 1 min	B 30 sec
PER WK:						
1-6 ti	10.00	8.00	9.00	7.20	7.00	5.00
12 ti	9.00	7.20	8.00	6.40	6.00	4.80
18 ti	8.00	6.40	7.00	5.60	5.00	4.00
24 ti	7.50	6.00	6.50	5.20	4.50	3.60

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	312x
1 hr	125	115	105	95	85	80	75
1/2 hr	75	72	69	66	63	60	57
1/4 hr	45	43	41	39	37	35	33
5 min	30	29	28	27	26	25	24

(Q)

FLINT (6 AM; 2 FM)
Genessee County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	35	28	35	27
B	33	27	33	23
C	29	27	29	22
D	22	20	23	20
AVERAGE	30	26	30	23

WAMM
1955

AVCO RADIO SALES

Media Code 4 223 3720 4.00
WAMM, Inc., 1223 S. Grand Traverse, Flint, Mich. 48502. Phone 313-239-8631.

1. PERSONNEL
President—Neal Mason.
General Sales Manager—Norman McCarthy.

2. REPRESENTATIVES
Avco Radio Sales.
Detroit—Michigan Spot Sales.

3. FACILITIES
500 w. days; 1420 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 14f, 15c.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 30, 31, 33d.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47c, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60i, 60k, 62d.
Prod. Services: 80, 81, 82.
Affiliated with National Black Network.
Affiliated with KBS.

TIME RATES
Eff 12/15/74—Rec'd 12/30/74.
AA—Mon thru Sat 6-9 am & 2-7 pm.
A—Mon thru Sat 9 am-2 pm; Sun all day.

7. PACKAGE PLANS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	22.00	21.50	21.00	20.50	20.00	19.50	19.00	18.50
30 sec	18.50	18.00	17.50	17.00	16.50	16.00	15.50	15.00
10 sec	16.50	16.00	15.50	15.00	14.50	14.00	13.50	13.00

1 min & 30 sec combine for frequency discounts.

BULK PLAN

PER YR:	500x	1000x	1500x	2000x
1 min	16.50	16.00	15.50	15.00
30 sec	14.00	13.50	13.00	12.50
10 sec	13.00	12.50	12.00	11.50

50% guaranteed AA time.

8. PROGRAM TIME RATES

	1/4 hr	1/2 hr	1 hr
1-5 ti	85	120	180

10. SPECIAL FEATURES
Newscasts—1-5 ti, 30.00.

(Flint continued on next page)

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

An unexpected child can really rock the cradle.

Photo by Rudolph Legname

Don't get us wrong.

We think children are priceless, too.

But if a child happens to be unplanned, it *could* mean financial pressures.

You see, a child is not just an extra mouth to feed. It's a whole other life to be provided for.

And that takes money.

Fact is, the cost to raise a child to age 18 ran around $25,000 (more for some, less for others, dependent on family income) in the mid-60's. And what inflation will do to the cost in the future is anybody's guess!

But no matter what the amount is, it's easy to see that the cost of rearing children is an economic reality one can't ignore. That is, if each child is to get what he or she deserves.

Which is why we advise every couple to plan how many children they want. And when they want them: when they can be a welcome addition rather than an accidental burden.

Because, as we all know, it's awfully hard to give with a full heart when one's pockets are empty.

Planned Parenthood

Children by choice. Not chance.

For further information, write Planned Parenthood, Box 431, Radio City Station, New York, N.Y. 10019.

Planned Parenthood is a national, non-profit organization dedicated to providing information and effective means of family planning to all who want and need it.

Advertising Council — advertising contributed for the public good

MICHIGAN

Flint—Continued

WCZN

1946

Media Code 4 223 3750 1.00

Heritage Broadcasting Co., Inc., Box 1570, Flint, Mich. 48501. Phone 313-744-1570.

STATION'S PROGRAMMING DESCRIPTION

WCZN: MUSIC: 100% Solid Gold. Editorials hourly, daily. UPI news. Remote broadcast unit for grand openings, shopping centers, sales events, all occasions. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL

Pres., Gen'l & Nat'l Sales Mgr.—John W. Nogaj.
Program Director—Gary Ballard.
Music Director—Rick Gilbert.

2. REPRESENTATIVES

Hit/Stone Radio Representatives, Inc.

3. FACILITIES

1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25a
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60f, 62b, 62a.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: WWCK (FM).
10% additional discount if bought in conjunction with WWCK.
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 Eff 2/2/74—Rec'd 1/7/74.
AAA—Sun thru Sat 6-10 am & 3-7 pm.
AA—Sun thru Sat 10 am-3 pm & 7-9 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS AAA						
1 min	20.00	18.00	17.00	16.00	15.00	14.00
30 sec	18.00	16.00	15.00	14.00	13.00	12.00
10 sec	10.00	9.00	8.50	8.00	7.50	7.00
CLASS AA						
1 min	18.00	16.00	15.00	14.00	13.00	12.00
30 sec	16.00	12.00	11.00	10.00	9.00	8.00
10 sec	9.00	8.00	7.50	7.00	6.50	6.00

10. SPECIAL FEATURES

FIXED POSITION
News at :15 & :45, Sports at :25, Weather at :10, :20 :40 & :50.

1 MINUTE PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	30.00	27.00	25.50	24.00	22.50	21.00
AA	27.00	24.00	22.50	21.00	19.50	18.00

Weekend Vertical Sun only, as available, ea 15.00

DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%

WFDF

1922

BLAIR RADIO

Media Code 4 223 3780 8.00

WFDF Flint Corp., Garland at First Ave., Flint, Mich. 48502. Phone 313-232-7158. TWX FL 01.

1. PERSONNEL

General Manager—Elmer A. Knopf.
Co-Manager-Sales—Marvin Levey.

2. REPRESENTATIVES

Blair Radio.
Canada—Unicom Broadcast Sales Ltd.

3. FACILITIES

5,000 w. days; 1,000 w. nights; 910 kc.
Directional—same pattern all hours.
Operating schedule: 4:45-1 am. EST.

4. AGENCY COMMISSION

15/0 net time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60f, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with NBC.

TIME RATES

No. 18 Eff 9/1/74—Rec'd 8/13/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5:30-6 am & 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
6 ti	36	29	22	29	23	18
12 ti	35	28	21	28	22	17
18 ti	34	27	20	26	21	16
24 ti	33	26	19	24	19	15

	B 1 min	B 30 sec	B 10 sec
6 ti	25	20	15
12 ti	23	18	14
18 ti	20	16	12
24 ti	18	14	11

Spots between time classes take higher rate.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
TAP—PLAN I—1/2AA, 1/2A					
1 min	31	30	28	27	24
30 sec	25	24	22	21	19
10 sec	19	18	17	16	14
TAP—PLAN II—1/3AA, 1/3A, 1/3B					
1 min	28	27	25	24	21
30 sec	22	21	20	19	17
10 sec	17	16	15	14	13

(This listing continued on next page)

Flint—W F D F—Continued

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	118	114	118	112	111	110
1/2 hr	80	79	78	77	76	75
1/4 hr	60	59	58	57	56	55
5 min	40	39	38	37	36	35

9. PARTICIPATING PROGRAMS
Betty Clark Party Line—Mon thru Fri 10-11 am, per spot flat $2.00.

10. SPECIAL FEATURES
NEWS/WEATHER

PER WK:	—Sign-on-7 pm— 3 ti	5 ti	6 ti	—7 pm-sign-off— 3 ti	5 ti	6 ti
5 min	40	38	36	20	18	10
10 min	50	48	46	25	23	21

WGMZ (FM)

1962

Beck-Ross Communications, Inc.

Media Code 4 223 3840 6.00
WGMZ, Inc., a div. of Beck Ross Communications, Box 1080, G-3330 E. Bristol Rd., Flint, Mich., 48501. Phone 313-743-1080.
See affiliated AM station for additional information.
AM facilities: WKMF.

STATION'S PROGRAMMING DESCRIPTION
WGMZ (FM): Programmed for adults. Music: 93%. MOR, blended with show tunes, standards & current popular. Fully orchestrated & heavily instrumental. COMMERCIAL POLICY: 7 announcements per hour. News at :56. Contact Representative for further details. Rec'd 11/1/72.

1. PERSONNEL
General Manager—A. William Lee.
Assistant General Manager—Boyd Arnold.
Sales Manager—Bob Crocker.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 370 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: The Beck-Ross Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 10/1/74—Rec'd 10/3/74.

6. SPOT ANNOUNCEMENTS
MON THRU SUN 6 AM-MIDNIGHT

PER WK. ROS:	7 ti	14 ti	21 ti	28 ti	35 ti
1 min/less, ea	20	18	16	14	13

7-day rotation equally 6-10 am, 10 am-3 pm, 3-7 pm, 7 pm-midnight.
Not combinable with plans.

7. PACKAGE PLANS
MON THRU SUN 6 AM-MIDNIGHT

BULK, PER YR:	200x	300x	400x	500x	750x
1 min/less, ea	16	15	14	13	12

7-day rotation equally 6-10 am, 10 am-3 pm, 3-7 pm, 7 pm-midnight.
Not combinable with spots.

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	6 ti	7 ti
News	30	25	22	20

Incl open & close plus 1 1-min spot.
Combinable with spots & plans.
26-wk minimum. 52-wk discount, 5%.
MIDNIGHT-6 AM
50% of above rates. Maximum 25% scheduled in spots or plans.

WKMF

1953

Beck-Ross Communications, Inc.

Media Code 4 223 3900 2.00
WKMF, Inc., division of Beck-Ross Communications, Inc., Box 1470, G3333 E. Bristol Rd., Flint, Mich. 48501. Phone 313-742-1470.

STATION'S PROGRAMMING DESCRIPTION
WKMF: Programmed for general interest.
MUSIC: 90% modern country. AIR PERSONALITIES handle all segments. NEWS: 5 min local and state on hour; 5 min national at :30. Program directed to shift workers 5:30-6:30 am and 3:30-4:30 pm. SPORTS: college football and pro hockey play-by-play; capsules at :45. Weather at :15. Religion, discussion and public affairs Sun 7-10 am and 8 pm-12M. Contact Representative for further details. Rec'd 11/30/70.

1. PERSONNEL
Vice-President—A. William (Bill) Lee.
Sales Manager—Boyd E. Arnold.
Program Director—John Irons.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England—Creed Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1470 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16c.
Basic Rates: 20b, 21b, 22a, 22b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30.
Contracts: 40a, 42c, 44a, 44b, 48, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60d, 60e, 60f, 61c, 62a.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82
FM facilities: WGMZ (FM).
Affiliated with American Entertainment Network.
Member: The Beck-Ross Group.

TIME RATES
No. 14-A Eff 12/1/70—Rec'd 11/18/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—Mon thru Sat 5-6 am; Sun thru Sat 7-10 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	30	30	29	28	26
A	29	28	27	25	23
B	25	24	22	20	18

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots combinable for frequency.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	36 ti
Tap I (1/3AA, 1/2A)	26	24	22	20
Tap II (1/3AA, 1/3A, *1/3B)	23	22	21	18

(*) And/or weekend.
Annual Bulk Package & Combinability: See WGMZ (FM).

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr
Sun 6 am-10 pm	70	55

10. SPECIAL FEATURES
NEWS AT :20

PER WK:	1 ti	3 ti	6 ti
AA	35	34	33
A	33	32	31
B	30	29	28

Includes open & close plus 1 1-minute & 1 30-second spot.

CAPSULES—SPORTS AT :40, WEATHER AT :15			
AA	33	32	31
A	30	29	28
B	27	26	25

Includes open & close plus 1 1-minute spot.
News and Capsules count for frequency on spots.

COUNTRY AT NITE	1 min	30 sec
10 pm-6 am	9	7

News/Weather/Sports capsules: 80% of B rate.

WTAC

1946

mcgavren-guild
pgw radio, inc.

Media Code 4 223 4020 6.00
Fuqua Communications, Inc., Box 600, Flint, Mich. 48501. Phone 313-694-4146.
Tri Cities Office: 334 S. Water, Saginaw, Mich. 48607. Phone 517-892-3681.

STATION'S PROGRAMMING DESCRIPTION
WTAC: Programming contemporary for young adults & young marrieds.
MUSIC 80%: current hits & hits of the past. NEWS 13%: 5 min at :55, 3 min at :27. Emphasis on local & regional news. UPI news service, news director & mobile units. Emergency message service at :30. 7 editorials per day. FARM: 4-6 am M-Sat. 5 min community involvement program noon M-Sat. Religion, discussion, panel shows & public affairs Sun 5 am-noon. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
Vice-Pres., Gen'l & Sales Mgr.—Bryce Cooke.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 600 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net charges for time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 4d, 5, 8a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 4/1/73—Rec'd 3/12/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AA	35	33	31
A	29	27	25

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2 AA, 1/2 A

PER WK, EA:	12 ti	18 ti	24 ti
1 min	29	27	25

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Not combinable

Edited by Bryce Cooke.

(D)

WTRX

1947

EASTMAN RADIO, INC.

Subscriber to the NAB Radio Code

Media Code 4 223 4030 2.00
Mid America Media, Inc., Box 1330, G-3076 E. Bristol Rd., Flint, Mich. 48501. Phone 313-743-1150.

1. PERSONNEL
Vice-Pres., Gen'l & Sales Mgr.—F. Richard Lee.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1330 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 48, 47a.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with Eastman Radio Network.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/74—Rec'd 4/29/74.
I—Mon thru Fri 5-10 am & 2-7 pm.
II—Mon thru Fri 10 am-2 pm & 7-8 pm; Sat & Sun 3 am-8 pm.
III—Mon thru Sun 8 pm-1 am.
IV—Mon thru Fri 1-5 am; Sat & Sun 1-3 am.

6. SPOT ANNOUNCEMENTS

PER WK:	—I— 1 min	30 sec	—II— 1 min	30 sec	—III— 1 min	30 sec
1 ti	24	19	20	16	17	14
12 ti	22	17	18	14	15	12
19 ti	20	16	16	13	13	11
26 ti	18	14	15	12	12	10
36 ti	16	12	14	11	10	8

SECTION IV

PER WK:	1 ti	12 ti	19 ti	26 ti	36 ti
1 min	12	10	9	8	6

10 sec: 50% of 1-min; preemptible.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
RATEHOLDER
6 30-sec spots per wk or 6 in Sec IV.
No more than 25% of wkly contract on Thurs or Fri.

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER

	I	II	III
Es	25	21	18

Incl 1-min open & close.
Submitted by F. Richard Lee.

WWCK (FM)

1964

Media Code 4 223 4110 7.00
Heritage Broadcasting Co., Inc., Box 1570, Flint, Mich. 48501. Phone 313-744-1055.
See affiliated AM station for additional information.
AM facilities: WCZN.

STATION'S PROGRAMMING DESCRIPTION
WWCK (FM): 100% rock, 24 hours daily. 20/20 news, network, UPI. Rec'd 1/7/74.

1. PERSONNEL
Pres., Gen'l & Nat'l Sales Mgr.—John W. Nogaj.
Program Director—Bill Pearson.
Music Director—Bob Douglas.

3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 354 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network
10% additional discount if bought in conjunction with WCZN.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 2/3/74—Rec'd 1/7/74.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	20.00	18.00	17.00	16.00	15.00	14.00
30 sec	18.00	16.00	15.00	14.00	13.00	12.00
10 sec	10.00	9.00	8.50	8.00	7.50	7.00
CLASS AA						
1 min	18.00	16.00	15.00	14.00	13.00	12.00
30 sec	16.00	12.00	11.00	10.00	9.00	8.00
10 sec	9.00	8.00	7.50	7.00	6.50	6.00

Midnight to 6 am: 50% of AAA rate.

10. SPECIAL FEATURES
News & Sports, fixed position—1-1/2x 1-min.

FREMONT (1 AM; 1 FM)

Newaygo County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WSHN

1961

WSHN-FM

1971

Media Code 4 223 4140 4.00
Stuart P. Noordyk, Box 280, Fremont, Mich. 49412. Phone 616-924-4700.

STATION'S PROGRAMMING DESCRIPTION
WSHN: Gen. popular music days, rock nights.

1. PERSONNEL
General Manager—Stuart Noordyk.
Sales Manager—Andy Fassett.
News Director—Steve Murray.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 100.1 mc. Stereo.
Operating schedule: 5:55 am-11 pm. EST.
Antenna ht.: 153 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/30/74—Rec'd 7/10/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	5	4	2

7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec	10 sec
10+	4.50	3.50	1.85
20+	4.00	3.25	1.60
52-WEEK CONTRACT BULK			
250 x	3.25	3.00	1.50
500 x	3.00	2.75	1.40

Submitted by Stuart Noordyk.

GARDEN CITY

Wayne County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

GAYLORD (1 AM; 1 FM)

Otsego County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WATC

1950

RAB

Midwestern Broadcasting Company
Subscriber to the NAB Radio Code

Media Code 4 223 4200 6.00
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7670.
Mailing Address: Gaylord, Mich. 49735. Phone 517-732-5770.

STATION'S PROGRAMMING DESCRIPTION
WATC: Programmed for adult and young adult audiences

1. PERSONNEL
Station Manager—George (Bud) Zimmerman.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w.; 900 kc. days. Nondirectional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Paul Bunyan Network, Wolverine Sports Network.

TIME RATES
Eff 4/1/74—Rec'd 4/22/74.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	7.50	6.00	5.65	4.35
52 x	7.05	5.50	5.00	3.90
104 x	6.25	5.15	4.70	3.75
156 x	5.75	5.05	4.35	3.45
260 x	5.50	4.60	4.10	3.35
520 x	5.15	4.45	3.90	3.10
780 x	4.70	4.10	3.55	3.00
1040 x	4.35	4.00	3.30	2.90
1300 x	4.10	3.90	3.10	2.75
1560 x	4.00	3.65	3.00	2.65
2600 x	3.90	3.20	2.90	2.35
10 sec, 1 x 2.35	10 sec, 200+			2.05

7. PACKAGE PLANS

PER WK, ROS:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	4.75	4.45	4.35	4.25	4.10
30 sec	3.75	3.65	3.60	3.55	3.50
	40 ti	50 ti	75 ti	100 ti	
1 min	4.05	4.00	3.90	3.75	
30 sec	3.40	3.35	3.25	3.10	

Edited by Jack Walkmeyer.

WWRM (FM)

1972

Media Code 4 223 4230 3.00
Alpine Broadcasting Co., Box 648, Alpine Plaza, Gaylord, Mich. 49735. Phone 517-732-2474.

1. PERSONNEL
Pres. & Gen'l Mgr.—John D. DeGroot.

2. REPRESENTATIVES
Michigan Spot Sales.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.7 mc. Stereo.
Operating schedule: 5:45 am-midnight. EST.
Antenna ht.: 570 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 10/15/72—Rec'd 3/15/73.

6. SPOT ANNOUNCEMENTS

ROS:	1x	26x	52x	104x	156x
1 min	5.88	5.30	5.00	4.71	4.41
30 sec	4.71	4.24	4.00	3.77	3.53
10 sec	2.94	2.65	2.53	2.41	2.29
ROS:	260x	520x	780x	1040x	1300x
1 min	4.12	3.82	3.53	3.06	2.89
30 sec	3.29	2.82	2.53	2.24	1.94
10 sec	2.18	1.94	1.77	1.59	1.47

Specified time, extra 10%; when available.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	25 ti	50 ti	100 ti
1 min	44.13	82.37	100.02	176.50	305.94
30 sec	35.30	63.54	72.95	126.50	223.57
10 sec	22.95	43.54	48.30	85.31	164.74

Specified time, extra 10%; when available.

GLADWIN

Gladwin County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WJEB

1974

Media Code 4 223 4245 1.00
The Gladwin Broadcasting Co., 3601 W. Woods Rd., Gladwin, Mich. 48624. Phone 517-426-4527.

1. PERSONNEL
Manager—John Alan David.

2. REPRESENTATIVES
Detroit—Michigan Spot Sales.

3. FACILITIES
1,000 w.; 1350 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable 15th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Wolverine Sports Network.

(This listing continued on next page)

Gladwin—W J E B—Continued

TIME RATES
Eff 5/1/75—Rec'd 6/23/75.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	6.10	5.15	4.50	3.75
26 x	5.60	4.70	4.10	3.40
52 x	5.15	4.20	3.75	3.00
104 x	4.70	3.85	3.40	2.75
260 x	4.20	3.50	3.00	2.50
312 x	3.85	3.20	2.75	2.30
365 x	3.50	2.90	2.50	2.10
624 x	3.20	2.60	2.30	1.90
1248 x	2.90	2.35	2.10	1.75

Edited by John A. David.

GRAND HAVEN (1 AM; 1 FM)

Ottawa County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WGHN
1956
R A B

Media Code 4 223 4260 0.00
Community Broadcasters, Inc., 228-1/2 Washington St., Grand Haven, Mich. 49417. Phone 616-842-8110.

1. PERSONNEL
Pres. & Gen'l Mgr.—Douglas J. Tjapkes.

3. FACILITIES
500 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am & during newscasts at noon & 5 pm. For non-simulcast facilities see WGHN-FM.

4. AGENCY COMMISSION
None; all rates net to station. 5% if paid by 10th.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Alcohol advertising not acceptable.

TIME RATES
Eff 11/1/74—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	10 sec
1 x	4.75	4.00	2.55
52 x	4.50	3.75	——
156 x	4.20	3.40	——

7. PACKAGE PLANS

IMPACT, PER WK:	10 ti	20 ti	35 ti	50 ti
1 min	45.00	84.00	135.00	170.00
30 sec	37.50	68.00	110.00	137.50
10 sec	.....	45.00	.....	.....
ANN. CONTRACT, EA:	260x	520x	780x	1040x
1 min	3.95	3.85	3.55	3.40
30 sec	3.15	3.05	2.90	2.75

AM/FM SIMULCAST
6-9 am, noon-12:30 pm & 5-5:30 pm:
News insertion, extra 1.00.
1 min, extra .50 30 sec, extra .35

WGHN-FM
1969
R A B

Media Code 4 223 4261 6.00
Community Broadcasters, Inc., Box 330, 223 Washington St., Grand Haven, Mich. 49417. Phone 616-842-8110.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operations. Operated separately 9 am-midnight except during newscasts. For simulcast facilities see WGHN.

4. AGENCY COMMISSION
None; all rates net to station. 5% if paid by 10th.

TIME RATES
Rates are identical to WGHN. See that listing.

GRAND RAPIDS (7 AM; 7 FM)
(including Wyoming)

Kent County—Map Location D-9
See SRDS Consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	51	29	33	28
B	35	28	32	23
C	28	26	28	20
D	23	20	23	20
AVERAGE	34	26	29	23

WCUZ
1945
GRAND RAPIDS

EASTMAN RADIO, INC.

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 223 4340 0.00
Pathfinder Communications Corp., 1 McKay Tower, Grand Rapids, Mich. 49502. Phone 616-451-2551.

STATION'S PROGRAMMING DESCRIPTION
WCUZ: Personality oriented—programmed to adults. MUSIC: modern country. SPORTS: play-by-play major league baseball & national football. NEWS: network & local. Contact Representative for further details. Rec'd 3/4/75.

1. PERSONNEL
President—John F. Dille, Jr.
Vice-Pres. & Gen'l Mgr.—Burton (Burt) Sherwood.
Station & Sales Manager—Albert F. Schneider.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 4:45-1 am. EST.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3i, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11i, 12i, 13i 14c 15a.
Basic Rates: 20a 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 28a, 29a, 30, 32b, 33a, 33d.
Contracts: 40a, 41, 44a, 46, 47a.
Comb.; Cont. Discounts: 60g, 60i, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with Eastman Radio Network.
Member: Wolverine Sports Network.

TIME RATES
No. 3 Eff 3/1/75—Rec'd 3/4/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	37	35	33	30	35	33	30	28
	A				B			
1 min	31	29	27	25	25	23	21	19

30 sec/less: 80% of 1-min.
All spots rotate.
Submitted by Mary C. Downey.

WFUR
1947
GRAND RAPIDS

NAB

Media Code 4 223 4380 6.00
The Furniture City Broadcasting Corp., 399 Garfield Ave., S.W., Grand Rapids, Mich. 49504 Phone 616-456-9541.

STATION'S PROGRAMMING DESCRIPTION
WFUR: Programmed for adults.
60% music, middle-of-the-road. 5% general interest and public affairs, daily calendar of event, 10:30 am. FARM: 12:20 pm. 2 15-min ladies programs 11 15 am & 2:30 pm. 10% news & weather, UPI and local news: 15-min newscasts at 6:45 am, 8 am, 12N & 5 pm., plus 5-min news and headlines on the hour and 1/2 hour. 20% religious programming. 5% talk and call-in programs. Rec'd 3/6/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—William Kuiper, Sr.
Vice-President—William E. Kuiper.
Sales Manager—Charles Gephart.

3. FACILITIES
1,000 w. days; 1570 kc. Non directional
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 46, 48
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a

TIME RATES
Eff 9/1/66—Rec'd 10/14/66.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	1 wk	13 wk	26 wk	52 wk
6 ti	7.50	7.00	6.50	6.25
12 ti	7.25	6.75	6.25	6.00
18 ti	7.00	6.50	6.00	5.75
24 ti	6.75	6.25	5.75	5.50

10 sec: 50% of 1-min. 30 sec: 25% of 1-min.
20 sec: 33-1/3% of 1-min.

8. PROGRAM TIME RATES
26-52 WEEK PROGRAM RATES

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	70	45	25	19	14
3 ti	60	40	24	17	13
6 ti	55	35	23	15	12

WFUR-FM
1960
GRAND RAPIDS

NAB

Media Code 4 223 4381 4.00
Furniture City Broadcasting Corp., 399 Garfield Ave., S. W., Grand Rapids, Mich. 49504. Phone 616-456-9541.
See affiliated AM station for additional information.

3. FACILITIES
ERP 40,000 w.; 102.9 mc. Stereo.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 257 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 3/9/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.00	5.75	5.50	5.25	5.00

30 sec: 25% off 1-min. 10 sec: 50% off 1-min.
20 sec: 33-1/3% off 1-min.

8. PROGRAM TIME RATES

	1x	13x	52x
1 hr	60	55	50
1/2 hr	45	40	35
1/4 hr	30	25	20

WGRD
1947
GRAND RAPIDS

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 223 4440 8.00
Regional Broadcasters of Michigan, Inc., 122 Lyon N. W., Grand Rapids, Mich. 49502. Phone 616-459-4111.

1. PERSONNEL
General Manager—Donald L. Anderson.
Sales Manager—Vince Ford.
Program Director—Ron White.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w.; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM Ellp 20,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 180 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 29b, 30, 32a, 33d.
Contracts: 40c, 41, 42b, 42d, 43, 44b, 45, 46, 47c, 48, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.

TIME RATES
No. N-12 Eff 5/1/74—Rec'd 5/2/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS AAA						
1 min	22.00	21.00	20.00	19.00	18.00	17.00
30 sec	17.60	16.80	16.00	15.20	14.40	13.60
10 sec	13.20	12.60	12.00	11.40	10.80	10.20
CLASS AA						
1 min	20.00	19.00	18.00	17.00	16.00	15.00
30 sec	16.00	15.20	14.40	13.60	12.80	12.00
10 sec	12.00	11.40	10.80	10.20	9.60	9.00

WJFM (FM)
1954
GRAND RAPIDS

NAB NAFMB

A Fetzer Owned Station
Subscriber to the NAB Radio Code
Media Code 4 223 4560 3.00
WJFM, Broadcast Place, 280 Ann St., N. W., Grand Rapids, Mich. 49504. Phone 616-363-7701.

STATION'S PROGRAMMING DESCRIPTION
WJFM (FM): Programmed to adults.
MUSIC: MOR. NEWS: tletwork at :60. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 1/2/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl E. Lee.
Station Manager—Glenn Gilbert.
Operations Manager—Bruce M. Glycadgis.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
ERP 500,000 w.; 93.7 mc.
Operating schedule: 6-3 am. EST.
Antenna ht.: 895 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 29a, 30, 32a.
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60h, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 11/1/73—Rec'd 10/8/73.
AA—Mon thru Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS AA						
1 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	10.40	9.60	8.80	8.00	7.20	6.40
CLASS A						
1 min	10.00	9.00	8.00	7.00	6.00	5.00
30 sec	8.00	7.20	6.40	5.60	4.80	4.00

ID's: 50% of applicable 1-min.

7. PACKAGE PLANS
TAP—70%AA, 30%A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	8.80	8.00	7.20	6.40	5.60	4.80

WLAV
1940
GRAND RAPIDS

NAB

A Shepard Broadcasting Station
Media Code 4 223 4620 5.00
Shepard Broadcasting Corp., Waters Bldg., Grand Rapids, Mich. 49502. Phone 616-456-5461.

1. PERSONNEL
President—John J. Shepard.
National Program Director—Robert Hamilton.
Sales Manager—Harold Payne.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21b 24b, 24c, 27, 28a, 29a, 33c.
Contracts: 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70b, 70d, 71a, 72.
Affiliated with American Contemporary Network.

TIME RATES
AM/FM COMBINATION
Eff 4/1/75—Rec'd 3/12/75.
AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	40	38	36	34
A	36	34	32	30
BTA	35	33	31	.....

30 sec: 80% of 1-min.
AM only: 60% of AM/FM combination.

WLAV-FM
1947
GRAND RAPIDS

NAB

A Shepard Broadcasting Station
Media Code 4 223 4621 3.00
Shepard Broadcasting Corp., 101C Waters Bldg., Grand Rapids, Mich. 49502. Phone 616-456-5461.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLAV-FM: Contemporary music format. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 1/27/75.

1. PERSONNEL
Sales Manager—Dennis Lemon.

3. FACILITIES
ERP 28,000 w. (horiz), 28,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 275 ft. above average terrain.

(This listing continued on next page)

WJFM The power to persuade

With 500,000 watts, WJFM covers 720,000 households and 2,400,000 people. And they are listening. Calls have come in from 100 miles away and mail from 41 counties.

Who are these listeners? Men and women from 18 to 49 who appreciate "music just for the two of us," who enjoy the very best — and often buy the very best.

The nation's most powerful FM station.

A Fetzer Station

WJFM
CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Sold in combination with WLAV. See that listing.

TIME RATES

60% of AM/FM combination.

WMAX
1954
GRAND RAPIDS

R A B

Media Code 4 223 4680 9.00

Great Lakes Broadcasting Corporation, 210 Federal Square Bldg., Grand Rapids, Mich. 49502. Phone 616-458-3793.

STATION'S PROGRAMMING DESCRIPTION
WMAX: All news & information, network; local news, weather, sports, special features every hr. & half hr. 15 min during drive time at 6:05, 6:30, 7:05, 7:50, 8:05, 8:30 am. 12:30, 3:05, 3:30, 4:05, 4:30, 5:05, 5:30 pm. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen. Mgr.—James Gaskin.
Operations Manager—Jack Hoppus.
Program Director—Dick McKay.
3. FACILITIES
5,000 w.; 1480 kc. days. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c.
Contracts: 40a, 41, 45, 46, 47b.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with American Information Network.
Affiliated with NBC News & Information Service.

TIME RATES
No. 3 Eff 8/1/75—Rec'd 6/30/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min..	12.75	12.00	11.25	10.50	10.25	9.50	9.00	8.25
30 sec..	10.20	9.60	9.00	8.40	8.20	7.60	7.20	6.60
10 sec..	6.40	6.00	5.60	5.25	5.10	4.75	4.50	4.20

Edited by James Gaskin.

WOOD
1924
GRAND RAPIDS

KATZ RADIO

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 223 4740 1.00
Wood Broadcasting, Inc., 120 College Ave., S. E., Grand Rapids, Mich. 49502. Phone 616-459-1919. TWX 810-273-6920.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Michael O. Lareau.
General Sales Manager—James P. White.
Program Director—Bill Strike.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 1300 kc. Directional—night only.
Operating schedule: 5-1 am. EST.
Partial simulcast operation. Simulcast 5-6 am. For non-simulcast facilities see WOOD-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1h 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 23a, 23b, 25a, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 60j, 61c, 62b.
Cancellation: 70a, 70e, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.
Affiliated with Katz Radio Network.
Member: Wolverine Sports Network.

TIME RATES
AM/FM COMBINATION
No. 29 Eff 4/1/74—Rec'd 3/1/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 5:30-6 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	16 ti	24 ti
AAA	81.00	78.00	75.00	72.00
AA	62.00	59.00	57.00	54.50
A	55.00	53.50	52.00	50.50
B	49.00	47.50	46.00	43.50
AM only deduct	28.00	27.50	27.00	26.50

30 sec: 80% of 1-min. †10 sec: 60% of 1-min.
(†) AM only.
AM & FM do not combine or contribute to each other for frequency.

6. PROGRAM TIME RATES

	AM ONLY							
PER	AAA				AA			
YR:	1x	52x	156x	260x	1x	52x	156x	260x
10 min	82	78	74	70	74	70	66	62
5 min..	53	52	50	48	48	47	45	43
	A				B			
10 min	49	47	44	42	41	39	37	35
5 min..	32	31	30	29	27	26	25	24

WOOD-FM
1962
GRAND RAPIDS

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 223 4741 9.00
Wood Broadcasting, Inc., 120 College Ave., S. E., Grand Rapids, Mich. 49502. Phone 616-459-1919. TWX 810-273-6920.
See affiliated AM station for additional information.

3. FACILITIES
ERP 265,000 w. (horiz.), 265,000 w. (vert.); 105.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 811 ft. above average terrain.
Partial simulcast operation. Operated separately 8-1 am. For simulcast facilities see WOOD.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.
Sold in combination with WOOD. See that listing for rates.

TIME RATES
No. 29 Eff 4/1/74—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	28.00	27.50	27.00	26.50

30 sec: 80% of 1-min.

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	6 ti
5-min newscasts	30	29	28

WYGR
1964
WYOMING

NAB

Media Code 4 223 4800 3.00
Stuart Noordyk, 1055 28th St., S.W., Wyoming, Mich. 49509. Phone 616-538-0800.

1. PERSONNEL
Gen'l & Sales Mgr.—Stu Noordyk.
Program Director—Helen Noordyk.
Prom. & Publ. Serv. Dir.—Roger Munyon.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
500 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 25a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES
Eff ——— Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	10 ti	20 ti	30 ti
1 min	9.20	8.05	6.90	6.35	5.75
30 sec	6.90	5.75	5.28	4.60	4.05
10 sec	4.60	4.05	3.45	3.00	2.45

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	92.00	46.00	34.50
5 MIN:	1 ti	3 ti	6 ti	10 ti
Ea	11.50	9.80	8.05	5.75

10. SPECIAL FEATURES
CHURCH SPOT RATES
1 min 4.60 30 sec 3.45

WYON (FM)
1965
GRAND RAPIDS

Subscriber to the NAB Radio Code

Media Code 4 223 4860 7.00
Radio Station WION, Box 143, Ionia, Mich. 48846. Phone 616-527-4400.

1. PERSONNEL
General Manager—Monroe MacPherson, Jr.
Operations Manager—Ed Fitzgerald.
Sales Manager—F. Doug Chingo.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
ERP 50,000 w., 101.3 mc. Stereo.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WION, Ionia.
Affiliated with American FM Network.

TIME RATES
No. 10 Eff 1/1/71—Rec'd 4/5/71.
AA—Daily 6-9 am & *Simulcast News.
A—Daily 9 am-6 pm & **one station newscast.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	30 sec	20 sec	1 min	30 sec	20 sec
1 x	11.55	9.35	8.55	7.70	6.25	5.70
52 x	9.15	9.00	7.35	6.10	6.00	4.90
104 x	8.55	7.80	7.05	5.70	5.20	4.70
156 x	7.95	7.20	6.45	5.30	4.80	4.30
260 x	7.35	6.60	5.85	4.90	4.40	3.90
312 x	7.05	6.30	5.60	4.70	4.20	3.75
520 x	6.45	5.60	5.10	4.30	3.75	3.40
1000 x	5.85	5.10	4.50	3.90	3.40	3.00
2000 x	5.40	4.50	4.00	3.60	3.00	2.70

7. PACKAGE PLANS

PER WK:	10x	20x	30x	50x	10x	20x	30x	50x
1 min	9.60	8.70	7.95	7.20	6.40	5.80	5.30	4.80
30 sec	8.70	7.95	7.20	6.45	5.80	5.30	4.80	4.30
20 sec	7.95	7.20	6.45	5.60	5.30	4.80	4.30	3.75
10 sec	5.60	5.10	4.50	4.00	3.75	3.40	3.00	2.70

8. PROGRAM TIME RATES

AA:	1x	52x	104x	156x	260x	312x
1 hr	78.00	68.25	----	----	----	----
1/2 hr	48.75	39.00	----	----	----	----
1/4 hr	35.25	30.00	27.00	25.50	23.25	21.00
*5 min	19.50	17.55	15.60	13.65	11.70	10.50
A:						
1 hr	52.00	45.50	----	----	----	----
1/2 hr	32.50	26.00	----	----	----	----
1/4 hr	23.50	20.00	18.00	17.00	15.50	14.00
†5 min	13.00	11.70	10.40	9.10	7.80	7.00

(*) Simulcast News.
(†) One station. Newscast.

WZZM (FM)
1962
GRAND RAPIDS

NAB R A B N A F M B

Media Code 4 223 4890 4.00
Box Z, Grand Rapids, Mich. 49501. Phone 616-364-9551.

STATION'S PROGRAMMING DESCRIPTION
WZZM (FM): Programmed for adults 18-34 & teens. MUSIC: mass appeal current & recent oldies. Contact Representative for further details. Rec'd 7/25/74.

1. PERSONNEL
Station Manager—Ronald J. Dykstra.
Sales Manager—Robert E. Wuhlfeil.
Program Manager—T. Lee Young.
2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit—Pearse Sales.
3. FACILITIES
ERP 50,000 w.; 95.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4b, 4d, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28b.
Contracts: 40a, 42a, 45.
Comb.; Cont. Discounts: 60b, 61a, 62c.
Cancellation: 70e, 71a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 2/1/75—Rec'd 2/24/75.
6 AM-MIDNIGHT

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	11.00	10.00	9.00	8.00	7.00
30 sec	8.80	8.00	7.20	6.40	5.60

10 sec: 50% of 1-min.

7. PACKAGE PLANS

BULK, 6 AM-MIDNIGHT:	250x	500x	1000x
1 min	8.00	7.00	6.00
30 sec	6.40	5.60	4.80

WEEKEND PACKAGE

	1 min	30 sec
40 ti, minimum, Fri 7 pm & Mon 7 pm	2.40	192

ALL NIGHT SHOW

20 ti per wk, minimum, midnight-6 am	3.00	2.00

10. SPECIAL FEATURES

	1 min	30 sec
News/Weather Sponsorships incl open & close plus 1 1-min/30-sec	12.00	9.60

Edited by Ronald J. Dykstra.

GRAYLING
Crawford County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WGRY
1970

Media Code 4 223 4905 0.00
The Grayling Broadcasting Co., Rt. 2, 6514 Old Lake Rd., Grayling, Mich. 49738. Phone 517-348-6181.

STATION'S PROGRAMMING DESCRIPTION
WGRY: Programmed for young adults, teens, adults, military men and tourists.

1. PERSONNEL
Pres. & Gen'l Mgr.—James E. Sylvester.

MICHIGAN

3. FACILITIES
1,000 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 8/1/75—Rec'd 7/21/75.

6. SPOT ANNOUNCEMENTS

	1x	300x	600x	1200x	3000x	6000x
5 sec	1.05	.95	.85	.75	.65	.60
	12000x	24000x	48000x	96000x	192000x	
5 sec	.55	.50	.45	.40	.35	

7. PACKAGE PLANS

	1x	25x	50x	100x	200x	250x
1 min	12.60	11.40	10.20	9.00	9.00	7.80
30 sec	6.30	6.30	5.70	5.10	4.50	4.50
	500x	1000x	2000x	4000x	8000x	16000x
1 min	7.20	6.60	6.00	5.40	4.80	4.20
30 sec	3.90	3.60	3.30	3.00	2.70	2.40

32000x, 1 min 4.20; 30 sec 2.10.
Submitted by James E. Sylvester.

GREENVILLE (1 AM; 1 FM)
Montcalm County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WPLB
1960

NAB

Subscriber to the NAB Radio Code

Media Code 4 223 4920 9.00
Flat River Broadcasting Co., South M-91, Greenville, Mich. 48838. Phone 616-754-3656.

STATION'S PROGRAMMING DESCRIPTION
WPLB: Country music format.

1. PERSONNEL
Manager—Robert Lewis.
2. REPRESENTATIVES
Detroit—Michigan Spot Sales.
3. FACILITIES
1,000 w. days, non-directional. 500 w. nights, directional: 1380 kc.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Michigan Rural Radio Network, Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 2/26/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	365x
1 min	8.50	8.00	7.50	7.00	6.50
30 sec	7.00	6.50	6.00	5.50	5.00
10 sec	5.00	4.50	4.00	3.75	3.55
		624x	1248x	1872x	2496x
1 min		6.00	5.50	5.00	4.50
30 sec		4.60	4.25	4.00	3.75
10 sec		3.40	3.25	3.00	2.75

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	7.50	7.00	6.50
30 sec	6.50	6.00	5.50
10 sec	4.25	4.00	3.75

WPLB-FM
1962

NAB

Subscriber to the NAB Radio Code

Media Code 4 223 4921 7.00
Flat River Broadcasting Co., Box 9, South M-91, Greenville Rd., Greenville, Mich. 48838. Phones 616-754-3656, 3657.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.3 mc. Stereo.
Operating schedule: 7:30 am-midnight. EST.
Antenna ht. 358 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5 GENERAL ADVERTISING See coded regulations
Member: Wolverine Sports Network.

TIME RATES

Rates are identical to WPLB. See that listing.

WOOD AM FM
DOMINATES
GRAND RAPIDS & WESTERN MICHIGAN

THE MARKET: 65th ranked Grand Rapids and 5 smaller metros within 60 miles. $8.5 billion TRS.

THE APPROACH: Award winning WOOD-AM blends MOR music/personalities/news/farm. 265,000 watt stereo WOOD-FM features Schulke beautiful music.

THE RESULT: WOOD-AM and WOOD-FM alternate #1 and #2 adults (M/S 6am-Mid), metro and TSA . . . A/M '75 ARB.

METRO TELEPATHY

. . . Data in your mind's eye and at your fingertips when you use the SRDS Metro Ranking Tables. Over 300 metros are included in all fourteen tables. Tables include:

Population, Households, Consumer Spendable Income, Income per Household, Total Retail Sales, and Sales per Household

Food, Drug, General Merchandise, Apparel, Home Furnishing, Automotive and Service Station Sales

Passenger Car Registrations

A composite table of rankings, alphabetically by metros

(We ask you to check the Contents Page for exact location of this informative section. Telepathy goes only so far.)

R-TV-N—2/3

MICHIGAN

HANCOCK (1 AM; 1 FM)

Houghton County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WMPL
1957

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 223 4900 5.00
Copper Country Enterprises, Inc., 326 Quincy St., Hancock, Mich. 49930. Phone 906-482-3700.

1. PERSONNEL
President—William J. Blake.
2. REPRESENTATIVES
Michigan Spot Sales.
3. FACILITIES
1,000 w.; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WMPL-FM.
4. AGENCY COMMISSION
15/0 time only; 15 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
AM/FM COMBINATION
Eff 8/13/73—Rec'd 8/13/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	11.50	11.00	10.50	10.00
30 sec	6.75	5.50	5.25	5.00

7. PACKAGE PLANS

PER WK, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	11.00	10.50	10.00	9.50
30 sec	5.50	5.25	5.00	4.75

Combination package rate with WUPY, Ishpeming. Spots on WMPL may be added to WUPY weekly total to earn most favorable package rate for both. Schedules do not have to be identical.

WMPL-FM
1966

SAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 223 5040 5.00
Copper Country Enterprises, Inc., 326 Quincy St., Hancock, Mich. 49930. Phone 906-482-3700.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.006 w.; 93.5 mc.
Operating schedule: 6 am-midight. EST.
Antenna ht.: 250 ft. above average terrain.
Partial simulcast operation. Operated separately, local sunset-midnight daily. For simulcast facilities see WMPL.
5. GENERAL ADVERTISING See coded regulations
Member: Wolverine Sports Network.
Sold in combination with WMPL. See that listing for rates.

TIME RATES
Eff——Rec'd 6/26/70.

6. SPOT ANNOUNCEMENTS
1 min. flat 4 30 sec. flat 2

HARRISON

Clare County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WKKM
1975

SAB

Media Code 4 223 5070 2.00
David A. Carmine, 550 E. Larch Rd., Harrison, Mich. 48625. Phones 517-539-7107, 7108.
STATION'S PROGRAMMING DESCRIPTION
WKKM: Country music, local news & sports.
1. PERSONNEL
Owner/Mgr.—David A. Carmine.
3. FACILITIES
ERP 3.000 w.; 92.1 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable in 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/75—Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 min	30 sec	15 sec
1 ti	4.00	3.00	2.50
51+	3.00	2.00	1.50

DISCOUNT
13 wk—10% 25 wk—15% 52 wk—20%
Applicable to 10+ spots per wk.

10. SPECIAL FEATURES

EA:	1 min	30 sec
5-min newscasts	6.50	5.00

Incl open & close plus 1 1-min/30 sec spot.
Minimum 5 spots per wk.
Submitted by David A. Carmine.

HASTINGS (1 AM; 1 FM)

Barry County—Map Location E-10
See SRDS consumer market map and data at beginning of the State

WBCH
1957

Subscriber to the NAB Radio Code

Media Code 4 223 5100 7.00
Barry Broadcasting Co., Inc., Box 88, 119 W. State St., Hastings, Mich. 49058. Phone 616-945-3414.
STATION'S PROGRAMMING DESCRIPTION
WBCH: Programmed for general interest.
1. PERSONNEL
Sta. & Sales Mgr.—Ken Radant.
2. REPRESENTATIVES
The Devney Organization, Inc.
Michigan, Ohio—Michigan Spot Sales.
3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WBCH-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Wolverine Sports Network.

TIME RATES
Eff——Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

	26x	52x	104x	208x	312x	624x
1 min	5.35	5.00	4.75	4.85	4.15	3.85
30 sec/less	4.55	4.25	4.05	3.70	3.55	3.30

WBCH-FM
1968

Media Code 4 223 5101 5.00
Barry Broadcasting Co., Inc., Box 88, 116 W. State St., Hastings, Mich. 49058. Phone 616-945-3415.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 294 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WBCH.

TIME RATES
Rates are identical to WBCH. See that listing.

HILLSDALE (1 AM; 1 FM)

Hillsdale County—Map Location F-11
See SRDS consumer market map and data at beginning of the State.

WCSR
1955

Media Code 4 223 5180 1.00
Flynn Enterprises, Inc., Box 273, 168 N. West, Hillsdale, Mich. 49242. Phone 517-437-4444.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Tony Flynn.
2. REPRESENTATIVES
Michigan Spot Sales.
3. FACILITIES
500 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Simulcast 6-9 am, noon-1 pm & 4-7 pm. For non-simulcast facilities see WCSR-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
AM/FM COMBINATION
Eff 4/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.85	5.60	5.15	4.80	4.50	4.15	3.95	3.60
30 sec	4.40	4.15	3.90	3.60	3.35	3.10	3.00	2.70

500+: 1-min 3.30; 30 sec/less 2.50.

7. PACKAGE PLANS
SHORT SATURATION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	51.60	96.00	135.00	165.60	198.00	270.00
30 sec/less	39.00	72.00	100.80	124.80	150.00	202.50

10. SPECIAL FEATURES
Newscasts—extra 1.00.

AM ONLY
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.85	4.65	4.30	4.00	3.75	3.45	3.30	3.00
30 sec	3.65	3.45	3.25	3.00	2.80	2.60	2.50	2.25

500+: 1-min 2.75; 30 sec/less 2.10.

7. PACKAGE PLANS
SHORT SATURATION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	43.00	80.00	112.50	138.00	165.00	225.00
30 sec/less	32.50	60.00	84.00	104.00	125.00	168.75

10. SPECIAL FEATURES
Newscasts—extra 1.00.

WCSR-FM
1973

Media Code 4 223 5181 9.00
Flynn Enterprises, Inc., Box 273, 170 N. West St., Hillsdale, Mich. 49242. Phone 517-437-4444.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedules: 6 am-midnight.
Antenna ht.: 286 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-noon, 1-4 pm & 7 pm-midnight. For simulcast facilities see WCSR.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WCSR. See that listing for rates.

TIME RATES
Effective 4/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.65	3.50	3.25	3.00	2.80	2.60	2.50	2.25
30 sec	2.75	2.60	2.45	2.25	2.10	1.95	1.85	1.70

500+: 1-min 2.05; 30 sec/less 1.60.

(This listing continued on next page)

7. PACKAGE PLANS
SHORT SATURATION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	32.25	60.00	84.50	103.50	123.75	168.75
30 sec/less.	24.50	45.00	63.00	78.00	73.75	126.50

10. SPECIAL FEATURES
Newscasts—extra 1.00.

HOLLAND (2 AM; 2 FM)

Ottawa County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WHTC
1948

NAB

Media Code 4 223 5220 3.00
Holland Broadcasting Co., 4th & Central, Holland, Mich. 49423. Phone 616-392-3121.

STATION'S PROGRAMMING DESCRIPTION
WHTC: Programmed for adults and young adults. 80% music, 12% news and sports, 8% public affairs and talk shows. NEWS: every 30 min including local and network. News and sports staff. General and popular music plus current best sellers. 18 minutes maximum commercials permitted each hour. 1 hour Spanish program weekly. High school and college football, basketball and major league football. Contact Representative for further details. Rec'd 8/7/67.

1. PERSONNEL
Sta. Mgr. & Prog. Dir.—Wm. Gargano.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Operating schedule: Mon-Sat, 5 am-midnight. EST.
4. AGENCY COMMISSION
15% on net time: nn cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 28b, 28c, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60f, 601, 61b, 62b, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS.
Member: Wolverine Sports Network.

TIME RATES
Eff 1/1/69—Rec'd 9/27/68.

6. SPOT ANNOUNCEMENTS
(Mon thru Sat 5 am-midnight: Sun programs by special arrangements only)

	1x	26x	52x	104+
1 min or less	6.25	6.00	5.75	5.50

WHTC-FM
1963

NAB

Media Code 4 223 5221 1.00
Holland Broadcasting Company, Box 911, Holland, Mich. 49423. Phone 616-392-3121.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHTC-FM: Programmed for young adults and adults. 85% music. NEWS: every half hour including local and network news and commentary. News and sports staff. Programming includes local high school and college football and basketball. Contact Representative for further details. Rec'd 8/7/67.

1. PERSONNEL
President—W. A. Butler.
3. FACILITIES
20,000 w. (horiz.) 20,000 w. (vert.) 96.1 mc. Stereo.
Operating schedule: 3:00-10:15 pm Sun thru Sat. EST.
Antenna ht.: 293 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Wolverine Sports Network.

TIME RATES
Rates effective ———.
Rates received October 10, 1963.

6. SPOT ANNOUNCEMENTS

PER HR:	1 ti	26 ti	52 ti	104 or more ti
4 ti	7.00	6.25	5.50	5.00

WJBL
1956

RAB

Subscriber to the NAB Radio Code
Media Code 4 223 5260 7.00
Zondervan Broadcasting Corp., Holland, Mich. 49423. Phone 616-396-5281

STATION'S PROGRAMMING DESCRIPTION
WJBL: Programmed for adults & young adults. MUSIC: MOR with segments of past hits. NEWS: UPI wire & audio. Weather, sports, public affairs & talk shows. Spanish & Dutch programs weekly. SPORTS: U. college & high school football & basketball. Contact Representative for further details. Rec'd 4/9/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Peter J. Vanden Bosch.
2. REPRESENTATIVES
Michigan—Michigan Spot Sales.
Call station collect.
3. FACILITIES
5,000 w. days; 1260 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 4b
Member: Michigan Rural Radio Network.

TIME RATES
Eff 6/1/73—Rec'd 4/9/73.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	10 sec AA	10 sec A	30 sec AA	30 sec A	1 min AA	1 min A
1 x	3.85	3.60	5.75	5.25	7.75	7.25
157 x	3.60	3.25	5.50	5.00	7.50	7.00
313-624 x	3.25	3.05	5.25	4.75	7.25	6.75
YRLY BULK:				500x	1000x	1500x
10 sec				2.95	2.65	2.40
30 sec				4.75	4.25	4.00
1 min				6.75	6.05	5.80

8. PROGRAM TIME RATES

BTA:	5 min	1/4 hr	1/2 hr	1 hr
1 x	12	32	55	90
27 x	10	—	—	—
157 x	9	—	—	—
313-624 x	8	—	—	—

WJBL-FM
1961

RAB

Media Code 4 223 5281 5.00
Zondervan Broadcasting Corp., Holland, Mich. 49423. Phone 616-396-5281.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WJBL-FM: Format is religious with speaking programs along with music until 1 pm & sacred music from 1 pm-12 M. UPI wire & UPI audio news services plus local news & sports. Contact Representative for further details. Rec'd 3/31/72.

3. FACILITIES
ERP 10,000 w.; 94.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 500 ft. above average terrain.

TIME RATES
Eff 6/1/73—Rec'd 4/18/73.
AA—Mon thru Sat 3:30-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	10 sec AA	10 sec A	30 sec AA	30 sec A	1 min AA	1 min A
1 x	3.85	3.60	5.75	5.25	7.75	7.25
157 x	3.60	3.25	5.50	5.00	7.50	7.00
313-624 x	3.25	3.05	5.25	4.75	7.25	6.75
YRLY BULK:				500x	1000x	1500x
10 sec				2.95	2.65	2.40
30 sec				4.75	4.25	4.00
1 min				6.75	6.05	5.80

8. PROGRAM TIME RATES

BTA:	5 min	1/4 hr	1/2 hr	1 hr
1 x	12	32	55	90
27 x	10	—	—	—
157 x	9	—	—	—
313-624 x	8	—	—	—

HOUGHTON

Houghton County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WHDF
1929

NAB

Media Code 4 223 5340 9.00
Upper Michigan Broadcasting Company, Douglass House, Houghton, Mich. 49931. Phone 906-482-2442.

1. PERSONNEL
General Manager—Roland B. Burgan.
3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-10:30 pm, EST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 6/26/75.

6. SPOT ANNOUNCEMENTS

PER MO. EA:	1 min	30 sec
1 ti	9.00	4.50
30 ti	7.50	4.00

Edited by Roland B. Burgan.

HOUGHTON LAKE (1 AM; 1 FM)

Roscommon County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WHGR
1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 5400 1.00
Sparks Broadcasting Co., 3431 Houghton Lake Dr., Houghton Lake, Mich. 48629. Phone 517-366-5364.

1. PERSONNEL
Manager—Norm Pike.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Michigan Spot Sales.
3. FACILITIES
5,000 w.; 1290 kc. Directional nights.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WJGS (FM).
Affiliated with American Information Network.
Member: Northern Power Network, Michigan Rural Radio Network, Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
Eff 4/1/75—Rec'd 3/24/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	520x
1 min	5.50	5.40	5.25	5.15	5.05	4.95

7. PACKAGE PLANS
PER WK, ROS:

	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	5.15	5.05	4.95	4.80	4.70	4.45

WJGS (FM)
1961

NAB NAFMB

Media Code 4 223 5460 5.00
Sparks Broadcasting Co., 3431 Houghton Lake Dr. Houghton Lake, Mich. 48629. Phone 517-366-5364
See affiliated AM station for additional information.
AM facilities: WHGR.

3. FACILITIES
ERP 67,000 w.; 98.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 500 ft. above average terrain.

TIME RATES
Rates are identical to WHGR. See that listing.

HOWELL

Livingston County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

WHMI
1957

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 5520 6.00
B. & H. Broadcasting Co., 201-1/2 W. Grand River Ave., Howell, Mich. 48843. Phone 517-546-0860.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ann H. Bignell.
2. REPRESENTATIVES
Michigan Spot Sales.
3. FACILITIES
500 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None: All rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 7 Eff 6/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	50 ti
1 MINUTE						
1 wk	5.25	5.00	4.75	4.50	4.25	4.00
*52 wk	4.25	4.00	3.75	3.50	3.25	3.00
30 SECONDS						
1 wk	4.20	4.00	3.80	3.60	3.40	3.20
*52 wk	3.40	3.20	3.00	2.80	2.60	2.40
10 SECONDS						
1 wk	.....	.....	2.85	2.70	2.55	2.40
*52 wk	.....	.....	2.25	2.10	1.95	1.80

(*) Must be consecutive, minimum of 5 1-min or 6 30-sec spots.

INKSTER

Wayne County—Map Location G-10
See SRDS consumer market map and data at beginning of the state.

See Detroit Urban Area

IONIA

Ionia County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WION
1952

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 5580 0.00
Radio Station WION, Box 143, Ionia, Mich. 48846. Phone 616-527-4400.

1. PERSONNEL
General Manager—Monroe Mac Pherson, Jr.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
5,000 w. days; 1430 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL RATE POLICY
FM Facilities: WYON (FM), Grand Rapids.
Affiliated with American Entertainment Network.
Member: Farm Radio Network, Michigan Rural Network, Michigan Farm Radio Network.

TIME RATES
No. 10 Eff 1/1/71—Rec'd 4/5/71.
AA—Daily 6-9 am & *Simulcast News.
A—Daily 9 am-6 pm & **one station newscast.

MICHIGAN

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	AA 20 sec	A 1 min	A 30 sec	A 20 sec
1 x	11.55	9.35	8.55	7.70	6.25	5.70
52 x	9.15	9.00	7.35	6.10	6.00	4.90
104 x	8.55	7.80	7.05	5.70	5.20	4.70
156 x	7.95	7.20	6.45	5.30	4.80	4.30
260 x	7.35	6.60	5.85	4.90	4.40	3.90
312 x	7.05	6.30	5.60	4.70	4.20	3.75
520 x	6.45	5.60	5.10	4.30	3.75	3.40
1000 x	5.85	5.10	4.50	3.90	3.40	3.00
2000 x	5.40	4.50	4.00	3.60	3.00	2.70

7. PACKAGE PLANS

PER WK:	AA 10 ti	AA 20 ti	AA 30 ti	AA 50 ti	A 10 ti	A 20 ti	A 30 ti	A 50 ti
1 min	9.60	8.70	7.95	7.20	6.40	5.80	5.30	4.80
30 sec	8.70	7.95	7.20	6.45	5.80	5.30	4.80	4.30
20 sec	7.95	7.20	6.45	5.60	5.30	4.80	4.30	3.75
10 sec	5.60	5.10	4.50	4.00	3.75	3.40	3.00	2.70

IRON MOUNTAIN
(1 AM; 1 FM)

Dickinson County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WJNR
1972

Media Code 4 233 5610 5.00
J & R Electronics, Inc., 219 East A St., Iron Mountain, Mich. 49801. Phone 906-774-5731.

1. PERSONNEL
General Manager—Norman White.
3. FACILITIES
ERP 560 w.; 103.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 620 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 5/1/75—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1000x	600x	300x	150x	52x
1 min	3.50	4.25	5.00	5.50	6.00
30 sec	3.00	3.50	4.00	4.50	5.00
PER WK:	40 ti	30 ti	20 ti	10 ti	1 ti
1 min	3.50	4.25	5.00	5.50	6.00
30 sec	3.00	3.50	4.00	4.50	5.00

Edited by Norman White.

WMIQ
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 5640 2.00
Iron Mountain-Kingsford Broadcasting Co., Inc., 105 Kent St., Iron Mountain, Mich. 49801. Phone 906-774-4321.

1. PERSONNEL
General Manager—William C. Johnson.
2. REPRESENTATIVES
Detroit—Pearse Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm. CST.
4. AGENCY COMMISSION
15/0 net cost only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Wolverine Sports Network.

TIME RATES
Rates effective July 1, 1957.
Rates received June 14, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
(Sign-on-7:00 pm)

	1 ti.	26 ti.	52 ti.	104 ti.	156 ti.	260 ti.
1 hour	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hour	30.00	28.50	27.00	25.50	24.40	22.50
1/4 hour	20.00	19.00	18.00	17.00	16.00	15.00
5 minutes	12.50	11.87	11.25	10.62	10.00	9.37
1 minute or 35-word station break	7.50	7.12	6.75	6.37	6.00	5.62

(7:00 pm-sign-off)
Above rates less 15%.
Edited by W. C. Johnson.

IRON RIVER

Iron County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WIKB
1949

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 223 5700 4.00
Northland Advertising, Inc., Iron River National Bank Bldg., Iron River, Mich. 49935. Phone 906-265-5104.

1. PERSONNEL
Gen'l & Sales Mgr.—Jay Barry.
2. REPRESENTATIVES
Detroit—Corlett Associates.

(This listing continued on next page)

Iron River—WIKB—Continued

6. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-10 pm weekdays; 8 am-10 pm Sun. EST.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KRS.
Member: Wolverine Sports Network.

TIME RATES
Eff 11/1/67—Rec'd 10/27/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	520x	1040x
1 min	4.75	3.75	2.60	2.25	2.10	1.80

IRONWOOD

Gogebic County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

WJMS
1931

NAB RAB

Media Code 4 223 5760 6.00
Peninsula Broadcasting Co., a subsidiary of Northwoods Enterprises, Inc., St. James Hotel annex, Ironwood, Mich. 49938. Phone 906-932-2411.

STATION'S PROGRAMMING DESCRIPTION
WJMS: Programmed to the needs of surrounding communities.
NEWS: 19 newscasts daily featuring 50% national and international news; 50% local and regional news. MUSIC: 3 hours daily current rock, 4 hours general popular and 2-1/2 hours of middle-of-the-road music; at night, a blend of current pop albums; weekends feature 3 hours of country and western, 1 hour of polkas and 1 hour of Finnish music. SPORTS: local high school football, basketball and baseball; college football broadcasts, basketball and professional football broadcasts; ski flying meet and Olympus snowmobile derby. Contact Representative for further details. Rec'd 4/17/70.

1. PERSONNEL
Chairman—Charles K. Heath.
President—W. Donald Roberts, Jr.
Vice-Pres. & Gen'l Mgr.—Robert M. Knutson.
2. REPRESENTATIVES
PRO/Meeker Radio.
6. FACILITIES
5,000 w. days, 1,000 w. nights; 590 kc.
Directional—night only.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12c, 13c, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47c, 48, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 61c, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.

TIME RATES
Eff————Rec'd 5/14/71.

6. SPOT ANNOUNCEMENTS

PER YR:	ROS 1-52x	156x	260x	520x	1000x
1 min	9.60	8.60	7.20	6.50	4.40
30 sec	7.60	6.90	5.70	5.10	3.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	ROS 10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	8.60	8.00	7.40	6.80	6.00	5.00
30 sec	6.90	6.40	5.90	5.40	4.80	4.00

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	75	51	39	28

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
(Q)

ISHPEMING (2 AM; 1 FM)

Marquette County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WJPD 1947 WJPD-FM 1975

NBC Radio Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 5880 4.00
WJPD AM-FM, Inc., Box D, 110 Canda St., Ishpeming, Mich. 49849. Phone 906-486-9937.

STATION'S PROGRAMMING DESCRIPTION
WJPD: C & W, Rock, Modern MOR.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lane Dawson.
Sales Manager—John Isaacson.
Program Director—Steve Holmgren.
2. REPRESENTATIVES
Detroit—Corlett Associates.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:55 am-midnight. EST.
FM-ERP 100,000 w.; 92.3 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 470 ft. above average terrain.
4. AGENCY COMMISSION
15/10 time only.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 61a.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with NBC and KBS.

TIME RATES
Eff ———— Rec'd 7/9/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	7.50	7.12	6.75	6.37	6.00	5.62

7 pm-sign-off—less 15%.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	74.00	47.50	45.00	42.50	40.00	38.50
1/2 hr	37.00	28.50	27.00	25.50	24.40	22.50
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00
5 min	12.50	11.87	11.25	10.62	10.00	9.37

Submitted by Lane Dawson.
(Q) (CR)

WUPY
1959

Subscriber to the NAB Radio Code
Media Code 4 223 5910 9.00
Taconite Broadcasting, Inc., 202 Main St., Ishpeming, Mich. 49849. Phone 906-485-5523.

STATION'S PROGRAMMING DESCRIPTION
WUPY: 2 way talk, Contemporary Music.
1. PERSONNEL
President—William Blake.
2. REPRESENTATIVES
Michigan Spot Sales:
3. FACILITIES
5,000 w.; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/13/73—Rec'd 8/13/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	13 ti	24 ti
1 min	10.50	10.00	9.50	9.00
30 sec	5.25	5.00	4.75	4.50

7. PACKAGE PLANS

PER WK, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.50	9.00	8.50
30 sec	5.00	4.75	4.50	4.25

Combination package rate with WMPL, Hancock. Spots on WUPY may be added to WMPL weekly total to earn most favorable package rate for both. Schedules do not have to be identical.

JACKSON (3 AM; 2 FM)

Jackson County—Map Location F-11
See SRDS consumer market map and data at beginning of the State.

WHFI (FM)
1958
A Booth Owned Station
Media Code 4 2235 925 7.00
Booth Broadcasting Co., Box 1450, Jackson, Mich. 49204. Phone 517-787-1450.
See affiliated AM station for additional information.
AM facilities: WIBM.

STATION'S PROGRAMMING DESCRIPTION
WHFI (FM): Programmed for adults.
MUSIC: General popular music, featuring standards, show tunes, film music & MOR. Music is presented in 15 min. clusters, with commercials only each 15 min. NEWS & weather: 3 min at 6:30, 7, 7:30, 8, 8:30, 9:30, 11:30 am, 1:30, 3:30 & 5:30 pm. Weather at :60. COMMERCIAL POLICY: maximum 8 units per hour. Contact Representative for further details. Rec'd 1/24/75.
3. FACILITIES
ERP 50,000 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 342 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS
Rates identical to Class AA rates on WIBM. See that listing.

WIBM
1925
A Booth Owned Station
Media Code 4 223 5940 8.00
Booth Broadcasting Company, Box 1450, Jackson, Mich. 49204. Phone 517-787-1450.

STATION'S PROGRAMMING DESCRIPTION
WIRM: Programmed for adults and young adults.
AIR PERSONALITIES handle all segments. MUSIC: current hits & oldies. NEWS: 5 min at :25 & :55 6-9 am. Local & network. 10 min at 12:15 pm. 5 min local sports at 12:25 pm & 15 min network commentator at 12:30 pm. 1 min reports at :55 all other hours. Daily 10 min interview show at 9:50 am. SPORTS: local high school football and basketball, Indy 500, NASCAR races. Contact Representative for further details. Rec'd 9/27/74.
1. PERSONNEL
President—John L. Booth.
General Manager—John Casey.
Sales Manager—Wayne Blackmon.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WHFI (FM).
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/24/75.
AA—Daily 6-10 am & 3-7 pm.
A—Daily 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	30 ti	25 ti	20 ti	15 ti	10 ti	5 ti
PER MO:	96 ti	80 ti	65 ti	50 ti	35 ti	15 ti
CLASS AA						
1 min	6.00	6.50	7.50	8.00	9.00	10.00
30 sec	5.00	5.50	6.00	6.50	7.00	8.00
CLASS A						
1 min	5.00	5.75	6.50	7.00	7.50	8.50
30 sec	4.00	4.75	5.25	5.50	6.00	7.00

10 sec: 60% of 1-min.
Fixed position: Extra 1.00.
Minimum 26 wk contract qualifies for monthly rate.
1200x annual contract earns 30 ti wkly rate.

WJCO
1963

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 6000 6.00
Television Corporation of Michigan, Inc., Box 280, 1510 Springport Rd., Jackson, Mich. 49204. Phones Jackson 517-783-2621; Lansing 517-487-3729.

STATION'S PROGRAMMING DESCRIPTION
WJCO: Programmed for adults and young adults. 4 air personalities. NEWS: 5 min UPI at :60; 15 min at 8 am, noon & 4:50 pm. MUSIC: country and western, 75% singles, 25% albums. Programming specials: 12:15-12:45 pm public service program. SPORTS :am & pm daily. COMMERCIAL POLICY: 18 commercial minutes per hour. Rec'd 11/27/74.
1. PERSONNEL
General Manager—William J. Hart.
Radio Manager—Bill Mack.
3. FACILITIES
5,000 w. days; 1510 kc.
Operating schedule: sunrise-local sunset.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5.
Basic Rates: 20b, 21b, 22a.
Contracts: 45.
Prod. Services: 82.
Affiliated with KBS.
Member: Michigan Farm Radio Network.

TIME RATES
No. 3 Eff 6/1/67—Rec'd 5/29/67.

6. SPOT ANNOUNCEMENTS

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti
1 min. ea	8.00	7.75	7.50	7.00	6.00

(*) Less than 6 ti.
ID's: 50% of 1-min.
All spots BTA. Guaranteed position in all classifications, per spot extra 1.00.

8. PROGRAM TIME RATES

PER WK:	5 min	1/4 hr		5 min	1/4 hr
1 ti	18.00	24.00	5 ti	15.00	20.00
3 ti	16.50	22.00			

WKHM 1951 WKHM-FM 1968

Mutual Network

NAB RAB

A Patton Station
Subscriber to the NAB Radio Code
Media Code 4 223 6060 2.00
Jackson Broadcasting Corp., 1700 Glenshire Dr., Jackson, Mich. 49201. Phone 517-784-7131.

STATION'S PROGRAMMING DESCRIPTION
WKHM: Programmed for adults and young adults.
MUSIC: Middle-of-the-road, general popular, current hits, air personalities. NEWS: 40 newscasts daily, every 30 min. 2-man staff, mobile news unit, on the spot reports and actualities, network news. Stock reports hourly from 10:45 am-6:15 pm. SPORTS: High school sports, University and pro football. SPECIAL FEATURES: Listener participation vignettes hourly throughout the day. COMMERCIAL POLICY: 18 commercial minutes per hour. Contact Representative for further details. Rec'd 12/22/69.
1. PERSONNEL
Vice Pres. & Gen'l Mgr.—Ed Huse.
2. REPRESENTATIVES
PRO/Meeker Radio.
Michigan Spot Sales.
3. FACILITIES
1,000 w.; 970 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
FM-ERP 20,000 w.; 106.1 mc.
Antenna ht.—180 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time only; monthly.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with The Rep Network.
Member: Wolverine Sports Network.

TIME RATES
No. 6 Eff 1/1/68—Rec'd 10/18/68.
AA—Mon thru Sat 6-10 am & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 MINUTE					
AA	14.00	13.00	12.00	.....	.....
A	12.00	11.00	10.00	9.00	8.00
30/20 SECONDS					
AA	11.20	10.40	9.60	.....	.....
A	9.60	8.80	8.00	7.20	6.40

10 sec: 50% of 1-min.
DISCOUNTS
13 wk—5% 26 wk—7% 52 wk—10% (CR)

KALAMAZOO (5 AM; 1 FM)

(including Portage)
Kalamazoo County—Map Location D-11
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Stations	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	31	26	31	26
B	28	25	28	22
C	18	20	20	12
D	14	12	14	....
AVERAGE	23	21	23	20

WBUK
1966
PORTAGE
Media Code 4 223 6120 4.00
Taylor Broadcasting Co., 9112 S. Westnedge Ave., Kalamazoo, Mich. 49002. Phone 616-327-7051.

STATION'S PROGRAMMING DESCRIPTION
WBUK: MUSIC: 100% modern country format. AIR PERSONALITIES. NEWS: 8 min per hour. Network at :30, local at :34. Contact Representative for further details. Rec'd 4/8/74.
1. PERSONNEL
General Manager—Robert B. Taylor.
Sales Manager—Allan Horn, Jr.
Program Director—Buck Evans.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w.; 1560 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21c, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30, 32b, 33c.
Contracts: 40a, 42d, 44b, 46, 49, 51c.
Comb.: Cont. Discounts: 60f, 60h, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Michigan Rural Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 7/26/74.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	11.80	9.50	8.25	7.10
30 sec	9.50	7.60	6.60	5.70

10 sec: 50% of 1-min.

7. PACKAGE PLANS

52-WK BULK:	260x	520x	1040x
1 min	7.10	5.90	4.75
30 sec	5.70	4.75	3.80

10 sec: 50% of 1-min.
Must be accompanied by initial spot purchase. Minimum 5% to be used ea mo.

WKMI
1947
KALAMAZOO

mcgavren-guild
pgw radio, inc.

NAB

Media Code 4 223 6180 6.00
Steere Broadcasting Corp., Box 911, 1360 Melody Lane, Kalamazoo, Mich. 49005. Phone 616-344-0111.

STATION'S PROGRAMMING DESCRIPTION
WKMI: Programmed for adults & young adults.
MUSIC: current popular with 5 Air Personalities. NEWS: 5 min local at :55, 5 min national at :25. 3 man news team. 1 2-way radio equipped news car. COMMERCIAL POLICY: 18 commercial minutes per hour. Contact Representative for further details. Rec'd 9/27/72.

(This listing continued on next page)

Kalamazoo—W K M I—Continued

1. PERSONNEL
Pres. & Gen'l Mgr.—David E. Steere.
Sales Manager—Robert M. Salmon.

2. REPRESENTATIVES
McGarren-Guild, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1360 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
Eff 12/1/73—Rec'd 11/30/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	33	31	29	27
A	28	26	24	22

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK, 1 MIN:	12 ti	18 ti	24 ti
Ea	27	25	23

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.

WKPR
1960
KALAMAZOO

Media Code 4 223 6240 0.00
Kalamazoo Broadcasting Co., Inc., Box 867, 2244 Ravine Rd. N.W., Kalamazoo, Mich., 49005. Phone 616-381-1420.

STATION'S PROGRAMMING DESCRIPTION
WKPR: Programmed for adults.
MUSIC: MOR, film & standards, gospel. NEWS: 30 min reports at 6:30 & 7:30 am, noon & 4:45 pm; headlines at :60 & :30. Question hour & focus shows encouraging audience participation; bargain-line, phone-in buy-sell-trade M-F 11:03-11:30 am. Rec'd 9/21/73.

1. PERSONNEL
General Manager—William E. Kuiper.
Station Manager—Kenneth Byle.
Sales Manager—Henry Wielhouwer.

3. FACILITIES
1,000 w. days; 1420 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Rates include services of scheduled announcer.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14-A Eff 1/1/74—Rec'd 1/28/74.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 wk	13 wk	26 wk	52 wk
6 ti	5.50	5.25	5.00	4.75
12 ti	5.25	5.00	4.75	4.50
18 ti	5.00	4.75	4.50	4.25
24 ti	4.75	4.50	4.25	4.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
20 sec: 33-1/3% of 1-min.

7. PACKAGE PLANS

EA:	25 ti	50 ti	100 ti
1 min	4.50	4.25	4.00
30 sec	3.40	3.20	3.00

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	60.00	30.00	18.00	14.00	10.00
3 ti	50.00	27.00	15.00	12.00	8.00
6 ti	40.00	20.00	14.00	11.00	7.00

WKZO
1923
KALAMAZOO
CBS Radio Network

NAB RAB

A Fetzer Owned Station
Subscriber to the NAB Radio Code
Media Code 4 223 6300 2.00
Fetzer Broadcasting Company, 590 W. Maple St. Kalamazoo, Mich. 49004. Phone 616-345-2101.

STATION'S PROGRAMMING DESCRIPTION
WKZO: Programmed for adults & young adults.
MUSIC: general popular, albums, MOR music. Air Personalities. NEWS: hourly 5, 10, 15 min segments, all phases covered, local & network. Music & farm 5:30-6 am. FARM: 6-6:30 am market reports, beepers, interviews, analysis. MUSIC: 6:30 am-12N. FARM: 12:15-1 pm. Telephone call in 1:10-2 pm guests, interviews. Music 2:06-7 pm. News, sports, 5:30-6 pm Music 8:06 pm-1 am. RELIGIOUS: Sun am. Audio news center, 10 man news & sports department, 100 stringers, 2 mobile units, walkie-talkie & portable recording units. SPORTS: play by play, pro baseball & football, college & high school football & basketball. Contact Representative for further details. Rec'd 1/29/73.

1. PERSONNEL
Chairman of the Board—John E. Fetzer.
Pres. & Gen'l Mgr.—Carl E. Lee.
Vice-Pres., Sta. & Sales Mgr.—Otis T. Gaston.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w.; 590 kc. Directional—night only.
Operating schedule: 5:30-1:05 am. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection. 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 29a, 30, 32a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60h, 60i, 61a, 62b, 62d
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
1 minute and 30 seconds combine for best weekly plan. 10 seconds combine with 1 minute and 30 seconds on a 2 for 1 basis.
Affiliated with CBS.
Member: Wolverine Sports Network.

TIME RATES
Eff 1/1/71—Rec'd 12/3/70.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-noon & 1-3 pm; Sat & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
6 ti	30.00	24.00	27.00	21.60	24.00	19.20
12 ti	28.00	22.40	25.00	20.00	22.00	17.60
18 ti	26.00	20.80	23.00	18.40	20.00	16.00
24 ti	24.00	19.20	21.00	16.80	19.00	15.20
30 ti	22.00	17.60	19.00	15.20	17.00	13.60
36 ti	20.00	16.00	17.00	13.60	15.00	12.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
(1/3AA, 1/3A, 1/3B)

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	24.00	22.00	20.00	18.00	16.00
30/20 sec	19.20	17.60	16.00	14.40	12.80

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
A—Mon thru Sun 6 am-10:30 pm.
B—All other times.

1 HR:	1x	52x	104x	156x	260x	520x
A	132.00	118.80	112.20	105.60	99.00	92.40
B	66.00	59.40	56.10	52.80	49.50	46.20

1/2 hr: 60% of hr. 5 min: 30% of hr.
1/4 hr: 40% of hr.

PRODUCTION CHARGES
5 min 5.00 1/4 hr 10.00
10 min 7.50

10. SPECIAL FEATURES
Farm—Mon thru Sat 6-7 am; Mon thru Fri noon-1 pm.

PER WK:	1 ti	6 ti	12 ti
1 x	36	35	33

WQLR STEREO 106.5
1964
KALAMAZOO
Alan Torbet Associates, Inc.

NAB RAB NAFMB

Media Code 4 223 6360 6.00
Fairfield Broadcasting Co., Industrial State Bank Bldg., Kalamazoo, Mich. 49006. Phone 616-345-7121.

STATION'S PROGRAMMING DESCRIPTION
WQLR: Programmed for adults. MUSIC: a careful blend of general popular music, instrumentals & vocals, film music, showtunes, standards & MOR, presented in uninterrupted quarter hour segments. NEWS: locally edited & reported—financial summaries & commentaries. COMMERCIAL POLICY: 7 announcements per hour. Contact Representative for further details. Rec'd 4/2/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stephen C. Trivers.
Vice-Pres. & Prog. Dir.—William J. Wertz.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.) 106.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24b, 25a, 27, 28b, 28c, 29b, 33d.
Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47c, 50.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 60j, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/1/75—Rec'd 6/16/75.
Premium—Mon thru Sat 10 am-7 pm.
Prime—Mon thru Sat 6-10 am & 7-9 pm.
Preferred—Mon thru Sun 6 am-9 pm.
BTA—Mon thru Sun 5:30-1 am.

6. SPOT ANNOUNCEMENTS

PER MO, 1 MIN:	1 ti	25 ti	50 ti	75 ti	100 ti
Premium	20.00	19.50	19.00	18.50	18.00
Prime	18.00	17.50	17.00	16.50	16.00
Preferred	15.00	14.50	14.00	13.50	13.00
BTA	12.00	11.50	11.00	10.50	10.00

30 sec: 85% of 1-min. 10 sec: 70% of 1-min.

CONSECUTIVE MONTH DISCOUNT
3 mo—5% 6 mo—10% 12 mo—15%
Minimum 15 ti. Additions to contracts may be combined to earn lower rate; not retroactively.

7. PACKAGE PLANS
BLANKET—BTA

PER YR:	100x	250x	500x	750x	1000x
1 min	11.00	10.75	10.50	10.25	10.00

NIGHTCAP—MIDNIGHT-6 AM

	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.00	3.75	3.50	3.25	3.00

'ROUND THE CLOCK & WEEKENDS

1 min	9.00	8.75	8.50	8.25	8.00

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.
Incl open & close plus 1 1-min spot.
Combinable with spots to earn lower rates on spots only.

Edited by Stephen C. Trivers.

WYYY
1956
KALAMAZOO
Represented by
PRO / Meeker Radio

Media Code 4 223 6440 6.00
Circle Corp., 2315 Schippers, Ln., Kalamazoo, Mich. 49001. Phone 616-381-1470.

STATION'S PROGRAMMING DESCRIPTION
WYYY: Programmed for 18-40 age group.
MUSIC: current and past hits. 6 AIR PERSONALITIES. NEWS: 5 min at :40. 2 man news team. 4 local stringers. Mobile unit and broadcast trailer. Contact Representative for further details. Rec'd 3/18/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Emil J. Popke.
Operations Manager—Robert Miller.

2. REPRESENTATIVES
PRO/Meeker Radio.
Michigan Spot Sales.

3. FACILITIES
500 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
Eff 6/1/75—Rec'd 4/28/75.
AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
AA	14	13	12	11	10
A	11	10	9	8	7

30 SECONDS

AA	12	11	10	9	8
A	10	9	8	7	6

10 sec: 50% of 1-min.

7. PACKAGE PLANS

	260x	520x	1040x
1 min	12	10	8
30 sec	10	8	6

Edited by Emil J. Popke.

LANSING (including East Lansing)
(4 AM; 4 FM)

Plus 1 paid cross reference.
Ingham County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	20	18	20	16
B	14	14	14	14
C	14	12	14	10
D	12	10	12	9
AVERAGE	15	14	15	12

WFMK (FM)
1959
EAST LANSING

R A B

A MegaMedia Station
Media Code 4 223 6460 4.00
MegaMedia Corp., Box 991, East Lansing, Mich. 48823. Phone 517-349-4000.

STATION'S PROGRAMMING DESCRIPTION
WFMK (FM): Programmed for adults 21-49.
MUSIC: blend of general popular, current hits & instrumental versions of contemporary music, presented in uninterrupted 15 to 20 min segments.

NEWS: network & locally produced at :60. COMMERCIAL POLICY: presented in 2-1/2 minute clusters 3 or 4 times per hour. Contact Representatives for further details. Rec'd 1/5/73.

1. PERSONNEL
President—Robert G. Liggett.
Vice-Pres. & Gen'l Mgr.—Francis A. Martin.
Sales Manager—Grant Santimore.

2. REPRESENTATIVES
Pearse Sales.

3. FACILITIES
ERP 110,000 w.; 99.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
Eff 9/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	18 ti	36 ti	50 ti
1 min	8.50	7.50	6.50	6.00
30 sec	6.50	5.50	4.50	4.00

15 sec: 50% of 1-min.
Specified time, extra 10%.

7. PACKAGE PLANS
BULK PLANS

PER YR:	250x	500x	750x	1000x
1 min	7.50	7.00	6.50	6.00
30 sec	5.50	5.00	4.50	4.00

15 sec: 50% of 1-min.
Specified time, extra 10%.

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	55	52	49	46	43	40	37
1/2 hr	45	42	39	36	33	30	27
5 min	25	24	23	22	21	20	19

WILS
1946
LANSING

NAB RAB

Media Code 4 223 6480 2.00
Lansing Broadcasting Co., 600 W. Cavanaugh Rd., Lansing, Mich. 48910. Phone 517-393-1320.

STATION'S PROGRAMMING DESCRIPTION
WILS: Programmed for entire family.
MUSIC: pop rock in adult times with emphasis on golden hits; contemporary all other times. AIR PERSONALITIES handle all segments. NEWS: 5-min hourly, 15-min 8 am, 12:30 & 5:30 pm. UPI wire & audio, weather wire, 2-way radio, telephone & beat reporters. SPORTS: live play-by-play coverage high school & college football & basketball. Daily stories of local interest. Talk: discussion/interview 9 am M-F. FARM: 5-min at 5:55 & 6:35 daily. Interim farm markets at noon. RELIGIOUS: 7 am-noon Sun. Contact Representative for further details. Rec'd 12/31/74.

1. PERSONNEL
Gen'l & Sales Mgr.—E. L. Byrd.
Assistant Sales Manager—E. A. Miller.
Program Manager—Erik Furseth.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 nights; 1320 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WILS-FM.

4. AGENCY COMMISSION
15/0 net time only: monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24c, 29a, 33c.
Contracts: 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.

TIME RATES
No. 9 Eff 1/1/73—Rec'd 3/1/73.

6. SPOT ANNOUNCEMENTS

6 AM-9 PM:	1x	26x	52x	104x	156x
1 min	16.00	15.40	14.80	14.20	13.60

20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

7. PACKAGE PLANS
PER WK, 6 AM-9 PM.

EA:	1 wk	3 wk	6 wk	13 wk	26 wk	39 wk	52 wk
5 ti	15.50	14.90	14.30	13.70	13.10	12.50	11.90
10 ti	14.90	14.30	13.70	13.10	12.50	11.90	11.30
15 ti	14.30	13.70	13.10	12.50	11.90	11.30	10.70
20 ti	13.70	13.10	12.50	11.90	11.30	10.70	10.10
30 ti	13.10	12.50	11.90	11.30	10.70	10.10	9.50

20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

8. PROGRAM TIME RATES

6 AM-9 PM:	1x	26x	52x	156x	260x	312x
1/4 hr	46	45	44	48	42	41
10 min	38	37	36	35	34	33
5 min	29	28	27	26	25	24

(Lansing continued on next page)

MICHIGAN

Lansing—Continued

WILS-FM

1967
LANSING

NAB RAB

Media Code 4 223 6481 0.00
Lansing Broadcasting Co., 600 W. Cavanaugh, Rd., Lansing, Mich. 48910. Phone 517-393-1320.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WILS-FM: Programmed for young adults.
MUSIC: progressive rock 6 pm-midnight, progressive rock & jazz midnight-6 am. AIR PERSONALITIES handle all segments. NEWS: 2-min hourly, near the hour. SPORTS: scores & local interest stories. Contact Representatives for further details. Rec'd 12/31/74.

2. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: —— ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities see WILS.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 12/31/74.
I—6-9 pm & 5-6 am.
II—9 pm-midnight.
III—midnight-3 am.
IV—3-5 am.

6. SPOT ANNOUNCEMENTS

	I		II		III		IV	
	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
1 x	9.40	7.00	8.80	6.40	8.20	5.80	7.60	5.20
52 x	9.10	6.70	8.50	6.10	7.90	5.50	7.30	5.00
152 x	8.80	6.40	8.20	5.80	7.60	5.20	7.00	4.70
260 x	8.50	6.10	7.90	5.50	7.30	5.00	6.70	4.40
312 x	8.20	5.80	7.60	5.20	7.00	4.70	6.40	4.10
624 x	7.90	5.50	7.30	5.00	6.70	4.40	6.10	3.80
936 x	7.60	5.20	7.00	4.70	6.40	4.10	5.80	3.50
1248 x	7.30	5.00	6.70	4.40	6.10	3.80	5.50	3.20

(*) 30 sec.

7. PACKAGE PLANS
DAILY IMPACT PLAN

	1 min	30 sec
1 tl in I, II, III, IV	29.41	20.00

WEEKLY PACKAGE PLANS

PER	I		II		III		IV	
WK:	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
5 tl	9.10	6.70	8.50	6.10	7.90	5.50	7.30	5.00
10 tl	8.80	6.40	8.20	5.80	7.60	5.20	7.00	4.70
15 tl	8.50	6.10	7.90	5.50	7.30	5.00	6.70	4.40
20 tl	8.20	5.80	7.60	5.20	7.00	4.70	6.40	4.10
25 tl	7.90	5.50	7.30	5.00	6.70	4.40	6.10	3.80

(*) 30 sec.

WITL WITL-FM

1961 1961
LANSING

Modern Country

NAB RAB

A Midwest Family Station
Subscriber to the NAB Radio Code
Media Code 4 223 6540 3.00
Metropolitan Radio Corp., Box 10-10, Pine Tree Rd., Lansing, Mich. 48910. Phone 517-393-1010.

STATION'S PROGRAMMING DESCRIPTION
WITL: Contemporary Country Format.
AIR PERSONALITIES handle all segments. Party line 2-3 pm featuring guest interviews & tele/talk. NEWS: 5 min at :30 & :60. SPORTS: capsules at :15, high school & college football. COMMERCIAL POLICY: all products considered on individual basis. Contact Representative for further details. Rec'd 3/2/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles D. Mefford.
Vice-Pres. & Sales Mgr.—William Pacelli.
Program Manager—Jim Walton.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
500 w., 1010 kc. Directional. Canadian clear channel.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 55,000 w.; 100.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 378 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21b, 21c, 22a, 23a, 24c, 25a, 27, 28, 29a, 30, 33d.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60l, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 6 Eff 11/1/74—Rec'd 10/23/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
CLASS AAA					
1 min	21.00	20.00	19.00	18.00	17.00
30 sec	17.20	16.40	15.60	14.80	14.00
10 sec	11.50	11.00	10.50	10.00	9.50
CLASS AA					
1 min	19.00	18.00	17.00	16.00	15.00
30 sec	15.60	14.80	14.00	13.20	12.40
10 sec	10.50	10.00	9.50	9.00	8.50
CLASS A					
1 min	17.00	16.00	15.00	14.00	13.00
30 sec	14.00	13.20	12.40	11.60	10.80
10 sec	9.50	9.00	8.50	8.00	7.50

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	18.00	17.00	16.00	15.00	14.00
30 sec	14.80	14.00	13.20	12.40	11.60
10 sec	10.00	9.50	9.00	8.50	8.00

	AAA			AA		
PER YR:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
520 x	17.00	14.00	9.50	15.00	12.40	8.50
1040 x	16.00	13.20	9.00	14.00	11.60	8.00

	A		
520 x	13.00	11.80	7.50
1040 x	12.00	10.00	7.00

10. SPECIAL FEATURES
5-min newscasts—180% of 1-min.

WJIM

1934
LANSING

NBC Radio Network

Gross Telecasting, Inc.
Media Code 4 223 6600 3.00
Gross Telecasting, Inc., Box 1226, Saginaw and Howard Sts., Lansing, Mich. 48904. Phone 517-373-8282.

STATION'S PROGRAMMING DESCRIPTION
WJIM: MUSIC: MOR, selected current hits & frequent oldies. AIR PERSONALITIES. NEWS: network at :60, special reports & features, local news at :30. Interviews on news subjects of local interest 9:30 am M-F. 6 man local news staff, mobile unit. Stocks direct from stock exchange 5:25 pm. SPORTS: 5-min. with sports director at 5:15 & 11:30 pm. University football. FARM: news at 5:30 am. Station participates in local & national service organization campaigns. Contact Representative for further details. Rec'd 7/5/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—James H. Gross.
Prog. Dir. & Traf. Mgr.—Bryan Halter.
Sales Manager—Delton Winkel.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 24a, 24c, 25a, 28c, 33a.
Contracts: 40a, 45, 46, 49, 50.
Comb.: Cont. Discounts: 60a, 60f, 60l, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Rate holders require minimum of 75.00 schedule weekly.
Affiliated with NRC.

TIME RATES
No. 18 Eff 5/1/75—Rec'd 6/23/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	15 tl	20 tl	25 tl	30 tl
CLASS AA					
1 min	11.50	11.00	10.50	10.00	9.50
30 sec	9.50	9.00	8.50	8.00	7.50
ROS					
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.50	7.00	6.50	6.00

	AA			ROS		
PER YR:	260x	520x	1000x	260x	520x	1000x
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	9.10	8.70	8.30	7.60	7.20	6.80

15 sec/ID's: 50% of 1-min.

10. SPECIAL FEATURES
NIGHT HAWK—10 PM-6 AM
1 min/30 sec, minimum 10/wk. 3.00
5-min news sponsorship—1-1/2x applicable 1-min rate.

AM/FM COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	15 tl	20 tl	25 tl	30 tl
CLASS AA					
1 min	16.80	16.00	15.20	14.40	13.60
30 sec	13.60	13.00	12.40	11.80	11.20
ROS					
1 min	14.40	13.60	12.80	12.00	11.20
30 sec	11.20	10.60	10.00	9.40	8.80

	AA			ROS		
PER YR:	260x	520x	1000x	260x	520x	1000x
1 min	15.68	14.96	14.24	13.68	12.96	12.24
30 sec	12.64	12.08	11.52	10.64	10.08	9.52

15 sec/ID's: 50% of 1-min.
Edited by Harold F. Gross.

WJIM-FM

1960
LANSING

NAFMB

Gross Telecasting, Inc.
Media Code 4 223 6601 3.00
Gross Telecasting, Inc., Box 1226, Saginaw and Howard Sts., Lansing, Mich. 48904. Phone 517-372-8282.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WJIM-FM: MUSIC: film scores, show tunes, standards & selected general popular music, predominately instrumental, programmed in 15-min segments. NEWS: network at :60, local at 6:30 am, 12:05 & 6:05 pm. Live time & weather inserts 6-9 am. 5-min news interviews 9:05 am. SPORTS: University football. Station participates in local & national service organization campaigns. COMMERCIAL POLICY: commercial breaks adjacent to network news & at quarter-hour intervals. Contact Representative for further details. Rec'd 7/5/74.

3. FACILITIES
ERP 28,000 w.; 97.5 mc.
Operating schedule: 6:45 am-midnight Mon thru Fri; 7:30 am-midnight Sat and Sun. EST.

8. GENERAL ADVERTISING See coded regulations
TV facilities: WJIM-TV.
Sold in combination with WJIM. See that listing.

TIME RATES
No. 18 Eff 5/1/75—Rec'd 6/23/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	15 tl	20 tl	25 tl	30 tl
CLASS AA					
1 min	9.50	9.00	8.50	8.00	7.50
30 sec	7.50	7.25	7.00	6.75	6.50
ROS					
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.75	5.50	5.25	5.00

	AA			ROS		
PER YR:	260x	520x	1000x	260x	520x	1000x
1 min	9.10	8.70	8.30	7.60	7.20	6.80
30 sec	7.20	6.90	6.60	5.70	5.40	5.10

15 sec/ID's 50% of 1-min.

7. PACKAGE PLANS
3-HOUR SEGMENT PLAN—NET TO STATION

CONSECUTIVE WK:	13 wk	26 wk	52 wk
3 hr	60	55	50

10. SPECIAL FEATURES
5-min news sponsorship—1 1/2x applicable 1-min rate.
Edited by Harold F. Gross.

WKHM WKHM-FM

JACKSON
City of license—Jackson, Michigan.
Considered by MBS Radio Network as their Lansing outlet
See listing under Jackson, Michigan.

WVIC AM 730 FM 94.9

AM 1965 FM 1963
EAST LANSING

Buckley Radio Sales, Inc.

RAB

Subscriber to the NAB Radio Code
Media Code 4 223 6720 1.00
W. G. B. B. Broadcasting Co., 2517 E. Mt. Hope, Lansing, Mich. 48910. Phone 517-487-5986.

STATION'S PROGRAMMING DESCRIPTION
WVIC: Programmed for young adults 18-35.
AIR PERSONALITIES: handle all segments. NEWS: 3 1/2 hr newscasts at 7:30 am, 12:30 & 5:30 pm. MUSIC: 6 am-local sunset current hits, past hits, rock. SPORTS: college football and basketball. Contact Representative for further details. Rec'd 6/3/72.
WVIC-FM: Progressive Rock 11 pm-5 am. Contact Representative for further details. Rec'd 3/29/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joe D. Buys.
National Sales Coordinator—Gary Mallernee.
Program Director—Mark Shepard.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
500 w.; 730 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 20,000 w.; 94.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 263 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15%; 5% discount by 5th of month, 2% discount by 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 29a, 30.
Contracts: 40a, 41, 42b, 45, 47c, 48, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 61c, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 9 Eff 9/1/73—Rec'd 6/25/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24tl
1 min	15.00	14.00	13.00	12.00	13.00	12.00	11.00	10.00
30/20	12.00	11.25	10.50	9.75	10.50	9.75	9.00	8.25
10 sec	9.00	8.50	7.75	7.25	7.75	7.25	6.50	6.00

	B			
1 min	7.50	7.00	6.50	6.00
30/20	6.00	5.50	5.00	4.50
10 sec	4.50	4.25	4.00	3.50

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN, EA:	1 min	30/20
12 plan (5AA, 5A, 2B)	11	9
18 plan (7AA, 7A, 4B)	10	8
24 plan (9AA, 9A, 6B)	9	7

Must be scheduled equally over 7 day period and rotate within time classifications. Combinable with spots.

10. SPECIAL FEATURES
1/2 hr Newscasts participation 7:30-8 am, 12:30-1 & 5:30-6 pm, multiples of 3; rotating:

	6 tl	12 tl	18 tl	24 tl
1 min	18	17	16	15

Time Signal—1 per hr, Mon thru Sun 7 am-7 pm, 12 words live or 6-sec transcription, 13-wk minimum. per wk 210.00.

LAPEER (1 AM; 1 FM)

Lapeer County—Map Location G-9
See SRDS consumer market map and data at beginning of State.

WTHM

1962
Subscriber to the NAB Radio Code
Media Code 4 223 6780 5.00
WTHM Broadcasting Co., 1150 Morris Rd., Lapeer, Mich. 48446. Phone 313-664-8555.

STATION'S PROGRAMMING DESCRIPTION
WTHM: Programmed for adults.
Drivetime DJ early morning & late afternoon. MUSIC: MOR. NEWS: at :60 & :30 by newsman, emphasis on local area. SPORTS: high school & college football & basketball, live, play-by-play. Rec'd 2/9/72.

1. PERSONNEL
General Manager—David R. Sommerville.

3. FACILITIES
5000 w.; 1530 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Member: Michigan Rural Radio Network.
Member: Michigan Farm Radio Network.

TIME RATES
Eff —— Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

	10 tl	20 tl	30 tl	50 tl
1 min	8.00	7.50	7.00	6.50
30 sec	6.50	6.00	5.50	5.00

WTHM-FM

1968

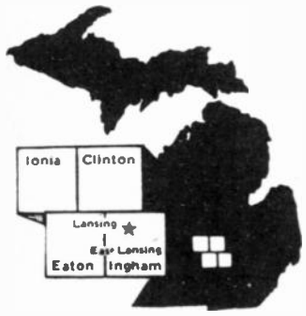
RAB

Media Code 4 223 6781 3.00
WTHM Broadcasting Co., 1150 Morris Rd., Lapeer, Mich. 48446. Phone 313-664-8555.
See affiliated AM station for additional information.

(This listing continued on next page)

LANSING, MICHIGAN

WILS puts mid-Michigan in the palm of your hand...



Over 400 advertisers (120 national) back your judgement when you buy WILS. Year after year, WILS dominates the rich Lansing metro area (state capitol and home of Oldsmobile). Your ad dollars not only buy a billion dollar retail market, you also reach the state's decision-makers. Call (517) 393-1320 or Alan Torbet Associates.

REPRESENTED NATIONALLY BY ALAN TORBET ASSOCIATES, INC.

ALL DAY ALL NIGHT WILS LANSING AM FM BEST BOTH WAYS AM:1320 FM:101.7

Lapeer—W T H M-FM—Continued

3. FACILITIES
ERP 3.000 w.; 103.1 mc.
Operating schedule: 6 am-9 pm. EST.

TIME RATES

Rates are identical to WTHM. See that listing.

LINCOLN PARK

Wayne County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

LUDINGTON (1 AM; 1 FM)

Mason County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WKLA
1944

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 6840 7.00
Raymond A. Plank, Box 609, E. Ludington Ave., Ludington, Mich. 49431. Phone 616-843-3438.
STATION'S PROGRAMMING DESCRIPTION
WKLA: UPI news service, gen'l pop music.

1. PERSONNEL
Manager—R. T. Plank.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Michigan—Michigan Spot Sales.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 7 am-10 pm. EST.
Partial simulcast operation. Simulcast 7-9 am & 5-10 pm. For non-simulcast facilities see WKLA-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Michigan Rural Radio Network, Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
No. 7 Eff 2/1/75—Rec'd 2/26/75.

6. SPOT ANNOUNCEMENTS

PER YR, BTA:	1x	100x	500+
1 min	4.75	4.25	3.75
30 sec	3.75	3.25	2.75

Specified, per spot, extra 1.00.

7. PACKAGE PLANS

	1 min	30 sec
15/1 day	3.75	2.75
25/3 days	3.75	2.75
50/7 days	3.75	2.75

Specified. per spot, extra 1.00.

WKLA-FM
1971

SAB RAB

Media Code 4 223 6841 5.00
Raymond A. Plank, Box 609, 1450 E. Ludington Ave., Ludington, Mich. 49431. Phone 616-843-3438.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 106.3 mc.
Stereo.
Operating schedule: 7 am-10 pm. EST.
Antenna ht.: 297 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-5 pm. For simulcast facilities see WKLA.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 6 Eff 2/1/74—Rec'd 2/27/74.

6. SPOT ANNOUNCEMENTS
1 min 3.00 30 sec 2.50
Specified time, extra 1.00.

MANISTEE (1 AM; 1 FM)

Manistee County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WMTE
1951

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 6890 9.00
Manistee Radio Corp., Box 128, Manistee, Mich. 49660. Phone 616-723-9906.
STATION'S PROGRAMMING DESCRIPTION
WMTE: MUSIC: MOB, top 40.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles E. Hedstrom.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Detroit—Michigan Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
Partial simulcast operation. Simulcast 6 am-7 pm. For non-simulcast facilities see WMTE-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
AM/FM COMBINATION
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 9/1/75—Rec'd 10/31/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	6.00	5.00	4.25
100 x	5.00	4.25	4.00
300-499 x	4.50	4.00	3.75

Fixed position: next higher rate.

7. PACKAGE PLANS

IMPACT PLANS: PER WK:	A 10 tl.	B 25 tl.	C 50 tl.
1 min	50.00	106.25	200.00

Fixed position: next higher rate.

WMTE-FM
1970

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 6901 7.00
Manistee Radio Corp., Box 128, 375 River St., Manistee, Mich. 49660. Phone 616-723-9906.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3.000 w.; 97.7 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 155 ft. above average terrain.
Partial simulcast operation. Operated separately 7-10:30 pm. For simulcast facilities see WMTE.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Sold in combination with WMTE. See that listing for rates.

MANISTIQUE

Schoolcraft County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WTIQ
1965

SAB

Media Code 4 223 6900 3.00
WTIQ, Inc., 1501 Deer St., Manistique, Mich. 49854. Phone 906-341-2024.
STATION'S PROGRAMMING DESCRIPTION
WTIQ: Modern MOR.

1. PERSONNEL
General Manager—Michael Younce.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Michigan Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

MO:	1 tl	16 tl	20 tl	40 tl	80 tl	100 tl	150+
1 min	3.75	3.45	3.10	2.80	2.40	2.20	2.00
30 sec	3.00	2.75	2.50	2.20	1.90	1.75	1.60

Edited by Michael Younce.

MARINE CITY

St. Clair County—Map Location H-9
See SRDS consumer market map and data at beginning of the State

WSMA
1950

Media Code 4 223 7020 5.00
Sommerville Broadcasting Co., 5300 Marine City Hwy Marine City, Mich. 48039. Phone 313-765-8592.
STATION'S PROGRAMMING DESCRIPTION
WSMA: Programmed for country and western listener.

1. PERSONNEL
President—Richard S. Sommerville.
3. FACILITIES
1,000 w. days; 1590 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/74—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

PER WK. ROS:	1 tl	5 tl	10 tl	20 tl	30 tl	50 tl
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	5.50	5.00	4.50	4.00	3.50	3.00

10. SPECIAL FEATURES
Weatherscope, flat, ea. 4.00

CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

MARQUETTE (1 AM; 2 FM)

Plus 1 paid cross reference.
Marquette County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WDMJ
1931

SAB

Subscriber to the NAB Radio Code
Media Code 4 223 7080 9.00
Lake Superior Broadcasting Co., Inc., 1520 W. Washington St., Marquette, Mich. 49855. Phone 906-226-3524.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert L. Biolo.
General Sales Manager—Joseph D. Gagliardi.
2. REPRESENTATIVES
Pearse Sales.
West—Harlan G. Oakes, Inc.
3. FACILITIES
1,000 w.; 1320 kc. Directional—night only.
Operating schedule: 5:50 a.m. to midnight. EST
4. AGENCY COMMISSION
15/0: rendered on 1st.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 12/1/73—Rec'd 11/9/73.

6. SPOT ANNOUNCEMENTS

	1x	200x	300x
1 min/less	8	7	6

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60	50	40	20
200 x	50	40	30	18
300 x	40	30	20	15

WDMJ-FM
1965

SAB

Subscriber to the NAB Radio Code
Media Code 4 223 7081 7.00
Lake Superior Broadcasting Co., Box 700, Marquette. Mich. 49855. Phone 906-225-1313.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 95.7 mc.
Operating schedule: 5:50 am-midnight. EST.
Antenna ht.: 530 ft. above average terrain
5. GENERAL ADVERTISING See coded regulations
Member: Wolverine Sports Network.

TIME RATES
Rates are identical to WDMJ. See that listing.

WJPD WJPD-FM
ISHPEMING

NBC Radio Network

City of license—Ishpeming, Mich.
Considered by NBC Radio Network as their Marquette outlet.
See listing under Ishpeming, Mich.

WUUN
1974

AVERY-KNODEL, INC.

RAB

Subscriber to the NAB Radio Code
Media Code 4 223 7140 1.00
Chappell Broadcasting, Inc., c/o Bamada Inn, Marquette, Mich. 49855. Phone 906-228-6800.
STATION'S PROGRAMMING DESCRIPTION
WUUN: hit parade, 18-49 target audience.

1. PERSONNEL
President—Lou W. Chappell.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 2 Eff 10/1/74—Rec'd 9/10/74.
AA—Mon thru Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

AA. PER WK:	1 min 1 wk	26 wk	52 wk	30 sec 1 wk	26 wk	52 wk
1 tl	9.40	8.20	7.75	5.50	4.80	4.55
6 tl	8.80	7.75	7.50	5.15	4.55	4.40
18 tl	8.20	7.50	7.15	4.80	4.40	4.20

A: 50% of AA.

MENOMINEE

Menominee County—Map Location C-5
See SRDS consumer market map and data at beginning of the State

WAGN
1952

SAB

Subscriber to the NAB Radio Code
Media Code 4 223 7200 3.00
Men-Mar Broadcasting Corp., Glickman Bldg., Menominee, Mich. 49858. Phone 906-863-5551.

1. PERSONNEL
Pres. & Gen'l Mgr.—Loren B. Koesling.
2. REPRESENTATIVES
Detroit—Pearse Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:55 am-10:30 pm. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.
Member: Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1964.
Rates received November 26, 1963.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 tl	5.00	4.00	156 tl	4.00	3.25
26 tl	4.70	3.70	260 tl	3.50	2.95
52 tl	4.50	3.55	520 tl	3.00	2.50
104 tl	4.25	3.40			

ID's—75% of 30-second rate.

7. PACKAGE PLANS
SALES MAKER PACKAGE RATES
(Spots used in one week)

	1 min	30 sec		1 min	30 sec
10 Plan	42.50	35.00	20 Plan	60.00	50.00
15 Plan	52.50	44.25			

MIDLAND

Midland County—Map Location F-3
See SRDS consumer market map and data at beginning of the state.

WMPX
1948

RAB

A Patten Station
Subscriber to the NAB Radio Code
Media Code 4 223 7260 7.00
Patten Corp., Box 1513, 1510 Bayliss St., Midland, Mich. 48640. Phone 517-631-1490.

1. PERSONNEL
President—Myron P. Patten.
Vice-Pres. & Gen'l Mgr.—Ron Maines.
2. REPRESENTATIVES
PBO/Meeker Radio.
Detroit—Michigan Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 27, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.
Member: Michigan Rural Radio Network, Wolverine Sports Network.

TIME RATES
Eff——————Rec'd 4/18/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	312x	500x
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	8.80	8.40	8.00	7.60	7.20	6.80

10 sec: 50% of 1-min.

MONROE (1 AM; 1 FM)

Monroe County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

WHND
(formerly WQTE)
1966

A Greater Media Station

mcgavren-guild
pgw radio, inc.

Honeyradio

RAB

Media Code 4 223 7380 3.00
WQTE Broadcasting, Inc., Box 404, Birmingham Mich. 48012. Phone 313-588-8100. TWX 810-232-5206.
STATION'S PROGRAMMING DESCRIPTION
WHND: MUSIC: Classic gold, all million selling hits. COMMERCIAL POLICY: 8 units maximum per hour. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
General Manager—Charles Borchard.
General Sales Manager—Richard Grove.
National Sales Manager—Philip H. Roberts.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Greater Media Stations: See Rep & S/O pages.
3 FACILITIES
500 w. days; 560 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.

(This listing continued on next page)

Monroe—W H N D—Continued

Comb.; Cont. Discounts: 60c, 60e, 60f, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
FM facilities: WHNE (FM), Birmingham.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WHND/WHNE (FM), BIRMINGHAM
COMBINATION
No. 4 Eff 7/10/75—Rec'd 7/10/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Sat 3-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sunday midnight-6 am.
Wknd Drive—Sat 10 am-3 pm; Sun 10 am-7 pm.
Sun AM—6-10 am.

6. SPOT ANNOUNCEMENTS

I min:	AMD	DT	PMD	EV	ON	Wknd Sun O	Wknd Sun AM
6 ti	50	56	60	40	12	50	35
12 ti	48	54	58	38	10	48	33
18 ti	46	52	56	36	8	46	31
24 ti	44	50	54	34	6	44	29

7. PACKAGE PLANS
1/4 AMD, 1/4 DT, 1/4 PMD, 1/4 EV/
WKND/SUN AM

	6 ti	12 ti	16 ti	24 ti
1 min, ea	52	50	48	46

AM or FM only: 75% of above rates.
Submitted by Phil Roberts.
(D)

WVMO (FM)

1967

Media Code 4 223 7440 5.00
Monroe Broadcasting Co., Box 801, Monroe, Mich. 48161. Phone 313-242-6600.

1. PERSONNEL
President—John W. Koehn.
Station Manager—Ira C. Smith.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc.
Operating schedule: 5:43-12:05 am. EST.
Antenna ht.: 336 ft. above average terrain.

4. AGENCY COMMISSION
15%: time only. 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24c, 29b.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 82.
Member: Michigan Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 11/1/74—Rec'd 10/31/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti
1 min	7.25	6.75	6.50	6.25	6.00
30 sec	5.75	5.25	5.00	4.75	4.50
10 sec	3.60	3.45	3.30	3.15	3.00

CONSECUTIVE WEEK DISCOUNT
6 wk— 5% 26 wk—15%
13 wk—10% 52 wk—20%

MOUNT CLEMENS

Macomb County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

MT. PLEASANT (1 AM; 1 FM)

Isabella County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WCEN

1949

Subscriber to the NAB Radio Code
Media Code 4 223 7500 6.00
Central Michigan Broadcasters, Inc., Box 407 Bluegrass Rd., Mt. Pleasant, Mich. 48858. Phone 517-773-5961.

1. PERSONNEL
General Manager—Charles Anthony.

2. REPRESENTATIVES
Mi higan—Michigan Spot Sales.
Southwest—Mario Messina Company.

3. FACILITIES
1,000 w.; 1150 kc. Directional nights.
Operating schedule: 5:45 a.m. to 11:15 p.m. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Affiliated with The Rep Network.
Member: Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 1/1/75—Rec'd 10/11/74.
AA—Mon thru Fri 6-9 am, 11:30 am-1 pm & 4-7 pm; Sat 6 am-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	312x	520x	1000x	2000x
CLASS AA								
1 min	8.00	7.50	7.00	6.50	6.25	6.00	5.75	5.50
30 sec	5.75	5.50	5.25	5.00	4.75	4.50	4.25	4.00
CLASS A								
1 min	7.00	6.50	6.00	5.50	5.25	5.00	4.75	4.50
30 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00

Minimum 50% AA.

7. PACKAGE PLANS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
10 ti	7.50	5.50	6.50	4.50
20 ti	7.00	5.25	6.00	4.25
30 ti	6.50	5.00	5.50	4.00

PER WK:	AA	A
15 sec, 1 ti	3.50	2.50
15 sec, 50+	3.00	2.00

Minimum 50% AA.

WCEN-FM

1963

Media Code 4 223 7501 4.00
Central Michigan Broadcasters, Inc., Box 407, Bluegrass Rd., Mt. Pleasant, Mich. 48858. Phone 517-773-5961.
See affiliated AM station for additional information.

3. FACILITIES
ERP 16,000 w.; 94.5 mc.
Operating schedule: 5:40 am-11:15 pm. EST.
Antenna ht: 220 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 10/11/74.

5. GENERAL ADVERTISING See coded regulations
Member: Fine Music Group.

6. SPOT ANNOUNCEMENTS

	1x	100x	200+
1 min	4.50	3.50	2.50
30 sec	4.00	3.00	2.00
15 sec, 1 x	2.00	15 sec, 50+	1.50

10. SPECIAL FEATURES
News, 1 x 6.00 News, 156+ 4.50

MUNISING (1 AM; 1 FM)

Alger County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WGON

1956

WQXO (FM)

1974

Subscriber to the NAB Radio Code
Media Code 4 223 7560 6.00
Ollie's Idea, Inc., 110 W. Onota St., Munising, Mich. 49862. Phone 906-387-2518.

STATION'S PROGRAMMING DESCRIPTION
WGON: MOR 6 am-6 pm, contemporary 6-10 pm.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Paul E. Petosky.

2. REPRESENTATIVES
Corlett Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
FM-ERP 1,000 w. (horiz.), 1,000 w. (vert.); 98.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 7/18/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	2.50	2.00	1.50
Contract, 365 x/12-mo period	2.00	1.75	.....

MUSKEGON (4 AM; 3 FM)

(including Muskegon Heights)

Plus 1 paid duplicate. 1 paid cross reference.
Muskegon County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WKBZ

1926
MUSKEGON

American Information Network

Subscriber to the NAB Radio Code
Media Code 4 223 7680 6.00
Reams Communications Corp., Box 238, 592 W. Pontaluna Rd., Muskegon, Mich. 49443. Phone 616-798-2141.

1. PERSONNEL
President—Frazier Reams, Jr.
Vice-Pres. & Gen'l Mgr.—Hal Waddell.

2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit—Michigan Spot Sales.

3. FACILITIES
1,000 w.; 850 kc. Directional—same pattern all hours.
Operating schedule: 5:30 a.m. to midnight. EST.

4. AGENCY COMMISSION
15% on time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 23b, 24a, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 50.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/15/73—Rec'd 10/5/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min	8.00	7.60	7.20	6.80	6.40	6.00

7. PACKAGE PLANS

PER WK, RDS. EA:	1 min	30 sec	10 sec
10 ti	6.00	4.40	3.50
20 ti	5.25	3.85	3.00
30+	4.40	3.30	2.50

Floating within 30-min periods.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x
1/2 hr	39.00	37.05	35.10	33.15	31.20	29.25
1/4 hr	26.00	24.70	23.40	22.10	20.80	19.50
5 min	13.00	12.35	11.70	11.05	10.40	9.75

WKJR

1963
MUSKEGON HEIGHTS

Media Code 4 223 7710 1.00
Muskegon Heights Broadcasting Co., Inc., Box 839, Muskegon, Mich. 49443. Phone 616-798-2115.

STATION'S PROGRAMMING DESCRIPTION
WKJR: Christian & public services.

1. PERSONNEL
Vice-President—William E. Kulper.
Station Manager—Herbert R. Smith.
News Director—Tom Dudenhofer.

3. FACILITIES
10,000 w. days; 1520 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast 6-10 am, 10:30-11:30 am, 12:30-1 pm & 2-5 pm. For non-simulcast facilities see WKJR-FM.

4. AGENCY COMMISSION
15/0.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/71—Rec'd 3/29/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min	6.50	6.25	6.00	5.75	5.50	4.50
30 sec	5.00	4.75	4.50	4.30	4.15	3.50

7. PACKAGE PLANS
ROS (Floating within 1/2 hr periods)

PER WK:	10 ti	20 ti	30 ti
1 min	4.50	4.00	3.50
30 sec	3.50	3.00	2.76

AM & FM simulcast: AM rates plus 33%.

WKJR-FM

1974
MUSKEGON HEIGHTS

Media Code 4 223 7711 9.00
Muskegon Heights Broadcasting Co., Inc. Box 839, 6083 Martin Rd., Muskegon, Mich. 49443. Phone 616-798-2115.
See affiliated AM station for further information.

1. PERSONNEL
Sales Manager—H. Albert Peterson.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 10-10:30 am, 11:30 am-12:30 pm, 1-2 pm & 5 pm-midnight. For simulcast facilities see WKJR.

TIME RATES
6 am-6 pm rates are identical to WKJR, after 6 pm, less 25%

WLRC

1968

WLRQ (FM)

1975

WHITEHALL

(This is a paid duplicate of the listing appearing under Whitehall, Mich.)
Media Code 4 223 9330 6.00
White River Communications, Inc., Box 158, Blank Rd. & White Lake Dr., Whitehall, Mich. 49461. Phone 616-893-1465.

STATION'S PROGRAMMING DESCRIPTION
WLRC: Programmed for young adults 18-49.
MUSIC: contemporary with some recent gold. NEWS, network news hourly & local news. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 5/5/75.

1. PERSONNEL
Station Manager—Michael J. Topoll.
Sales Manager—Dick Richards.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
FM-ERP 3000 w.; 95.3 kc. Stereo.
Operating schedule same as am.
Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Michigan Rural Radio Network, Wolverine Sports Network.

TIME RATES
Eff 12/1/74—Rec'd 12/3/74.

7. PACKAGE PLANS

BULK, PER YR:	100x	300x	500x
1 min	9.00	8.00	7.50
30 sec	7.20	6.40	6.00

TAP, PER WK:	6 ti	12 ti	16 ti	24 ti
1 min	10.00	9.00	8.00	7.50
30 sec	8.00	7.20	6.40	6.00

10. SPECIAL FEATURES
Newscasts, farm news & weather, business reports, ski reports—sponsorship, ea. 9.00.

DISCOUNT
52 wk—10% (D)

(Muskegon continued on next page)

QUICK QUESTION:

What's the average cost for a one-minute spot (12 per week for 13 weeks) for the four highest cost stations in Chicago, during morning drive time?

QUICK ANSWER:

Check the new RADIO MARKET ESTIMATOR positioned directly below the Chicago heading in SRDS Spot Radio Rates & Data.

You can also answer that and other estimating questions for all of the top 150 markets with SRDS new RADIO MARKET ESTIMATOR. The Katz Radio Organization has permitted us to borrow their style and technique, and we're taking it one step further.

We'll be publishing the RADIO MARKET ESTIMATOR every month and updating the individual tables **whenever** there is a rate change for any one of the major stations in the market.

See for yourself if this new addition to SRDS Spot Radio Rates & Data doesn't save you time and trouble.

SRDS

the national authority serving TODAY'S media-buying function

R-3x

WMUS
1947
MUSKEGON
RAB

Media Code 4 223 7740 6.00
Greater Muskegon Broadcasters, Inc., Box 5260, Muskegon, Mich. 49445. Phone 616-744-1671.
STATION'S PROGRAMMING DESCRIPTION
WMUS: Programmed for 18-49 audience.
MUSIC: 100% modern country. NEWS: 1 min local. 5 min network every hr at :54. Continuous cash promotions. Personalities available for remotes. Contact Representative for further details. Rec'd 10/28/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—E. E. Rogoski.
Operations Manager—Tim Achterhoff.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Detroit—Pearse Sales.
3. FACILITIES
1,000 w. days; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WMUS-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a.
Contracts: 40a.
Cancellation: 73a.
Affiliated with MBS.
TIME RATES
Eff 12/1/74—Rec'd 10/28/74.
7. PACKAGE PLANS

	— Per wk —				— Per yr bulk —		
	1 ti	12 ti	24 ti	36 ti	260x	520x	1040x
1 min	8.00	7.20	6.40	5.60	7.00	6.20	5.40
30 sec	6.50	5.80	4.95	4.35	5.50	4.85	4.20
10 sec	5.00	4.35	3.65	8.10	4.25	3.60	3.00

Submitted by Tim Achterhoff.

WMUS-FM
1962
MUSKEGON
RAB

Media Code 4 223 7741 6.00
Greater Muskegon Broadcasters, Inc., Box 5260, Muskegon, Mich. 49445. Phone 616-744-1671.
See affiliated AM station for additional information.
3. FACILITIES
ERP 2,650 w.; 106.9 mc.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 235 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight & baseball broadcasts. For simulcast facilities see WMUS.
6. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Wolverine Sports Network.
TIME RATES
FM only: Deduct 33% from AM rates.

WQWQ (FM)
1971
MUSKEGON

Media Code 4 223 7770 5.00
Multi-Com, Inc., Box 296, 1877 Peck St., Muskegon, Mich. 49443. Phone 616-722-1681.
STATION'S PROGRAMMING DESCRIPTION
WQWQ (FM): Programmed for general interest of Adults & young adults. 80% Music in uninterrupted 1/4 hr segments. MOR, Broadway & Film selections; some current & classical. Instrumentals 2-to-1. NEWS: every hour. Commentators. Regular reports on weather, stocks & sports. Full time news staff. Contact Representative for further details. Rec'd 4/4/74.
1. PERSONNEL
Vice-Pres.—David H. Walborn.
General Manager—Bill Winchell.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 50,000 w. (horiz.) 50,000 w. (vert.); 104.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 560 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.
Basic Rates: 20b, 21a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42a, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.
TIME RATES
No. N-3 Eff 8/15/74—Rec'd 9/4/74.
6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	260x
1 min	8.25	7.70	7.15	6.60	6.05
30 sec	6.85	6.20	5.95	5.50	5.05
10 sec	5.40	5.20	4.75	4.40	4.10

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	7.70	6.90	6.05
30 sec	6.60	5.95	5.20
10 sec	5.25	4.75	4.25

WTRU
1949
MUSKEGON
NBC Radio Network
NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 7800 6.00
Regional Broadcasters of Michigan, Inc., Summitt and Getty Sts., Muskegon Hts., Mich. 49444. Phone 616-733-2120.
Mailing address: Box 4305 Muskegon Hts., Mich.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Frederick P. Tascone.
Program Manager—Jon London.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w.; 1600 kc. Non-directional—days. Directional—nights.
Operating schedule: 5:30-12:30 am. EST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 24a, 24b, 25a, 28a, 29a.
Contracts: 40c, 45, 46, 48.
Comb.; Cont. Discounts: 60c, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.
Affiliated with ATA Radio Network.
TIME RATES
Eff 10/1/74—Rec'd 9/3/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
7. PACKAGE PLANS

	— AA —			— A —		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	10.00	8.00	6.00	8.80	7.05	5.30
12 ti	9.40	7.50	5.65	8.25	6.60	4.95
24 ti	8.80	7.05	5.30	7.65	6.10	4.60
36 ti	8.25	6.60	4.95	7.05	5.65	4.25
BULK, PER YR:						
250 x	8.80	7.05	5.30	7.65	6.10	4.60
500 x	8.25	6.60	4.95	7.05	5.65	4.25
750 x	7.65	6.10	4.60	6.45	5.20	3.90
1000 x	7.05	5.65	4.25	5.90	4.70	3.50

Edited by Frederick Tascone.

MUSKEGON HEIGHTS
Muskegon County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See Muskegon
(including Muskegon Heights)

NEWBERRY
Luce County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WNBY
1966

Media Code 4 223 7820 6.00
Newberry Broadcasting Co., Box 1, Newberry, Mich. 49868. Phone 906-293-5114.
1. PERSONNEL
Station Manager—Lee Van Dam.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
15/0 time; payable 10th of month.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Wolverine Sports Network.
TIME RATES
No. R-2 Eff 10/20/73—Rec'd 11/1/73.
7. PACKAGE PLANS

	10 ti	15 ti	20 ti
Per wk	38.40	53.10	62.40

SATURATION PACKAGE
20 1-min; 10 30 sec; 15-sec 105.00
10. SPECIAL FEATURES
SPORTS
(Net to Station)
Per 1/4 hr 17. Single sponsor 58.
Plus line charge.

NILES (1 AM; 1 FM)
Berrien County—Map Location C-11
See SRDS consumer market map and data at beginning of the State.

WNIL
1956
NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 7900 6.00
Niles Broadcasting Co., 210 S. Philip Rd., Niles, Mich. 49120. Phone 616-683-5432.
STATION'S PROGRAMMING DESCRIPTION
WNIL: MUSIC: Modern MOR. News at :30 & :30.
1. PERSONNEL
General Manager—Charles Frey.
2. REPRESENTATIVES
Detroit—Michigan Spot Sales.
3. FACILITIES
500 w.; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am, noon-1 pm & 5-5:30 pm. For non-simulcast facilities see WNIL-FM.
4. AGENCY COMMISSION
15/0 net time only; 15th of following month.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MRN.
Member: Michigan Rural Radio Network, Michigan Farm Radio Network, Wolverine Sports Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 5/1/74—Rec'd 5/17/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x
1 min	7.35	7.00	6.45	6.00	5.55
30 sec	6.40	5.35	5.00	4.40	4.10
		365x	520x	780x	1040x
1 min		5.20	4.85	4.45	4.20
30 sec		3.90	3.70	3.40	3.15

10 sec: Flat, ea 2.10.
7. PACKAGE PLANS
SATURATION PLAN

7 CONSEC DAYS, EA:	1 min	30 sec	10 sec
35 ti	4.60	3.60	----
50 ti	----	----	1.90

6-9 am & 3-7 pm, extra 1.00.
10. SPECIAL FEATURES
NEWSCASTS/WEATHER/SPORTS

PER WK:	1 ti	2 ti	3 ti	5 ti	7 ti	10 ti
PER YR:	52x	104x	156x	260x	365x	520x
5 min	10.50	9.65	9.00	8.35	7.80	7.30

Incl open & close plus 1-min spot.
CO-SPONSORSHIP—NEWS/WEATHER/SPORTS

PER WK:	1 ti	2 ti	3 ti	5 ti	7 ti	10 ti
5 min	7.00	6.50	6.00	5.50	5.00	4.50

Incl open & close plus 30-sec spot.

WNIL-FM
1957
NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 7901 6.00
Niles Broadcasting Co., 219 S. Philip Rd., Niles, Mich. 49120. Phone 616-683-5432.
See affiliated AM station for further information.
3. FACILITIES
ERP 3,000 w.; 95.3 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 195 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-noon, 1-5 pm & 5:30-11 pm. For simulcast facilities see WNIL.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS and MBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 5/1/74—Rec'd 4/29/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	365x	520x
1 min	7.00	6.00	5.25	4.50	3.75	2.25	2.50
30 sec	3.50	3.00	2.75	2.50	2.25	2.00	1.75

OTSEGO
Allegan County—Map Location D-16
See SRDS consumer market map and data at beginning of the State.

WAOP
1962
NAB

Subscriber to the NAB Radio Code
Media Code 4 223 8040 2.00
Allegan County Broadcasters, Inc., Box 960, Otsego, Mich. 49078. Phone 616-692-6551 (Otsego); 616-673-3131 (Allegan).
1. PERSONNEL
Pres. & Gen'l Mgr.—Bob Doll.
2. REPRESENTATIVES
Michigan Spot Sales.
3. FACILITIES
1,000 w. days; 680 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Michigan Rural Radio Network.
TIME RATES
No. 3 Eff 9/1/74—Rec'd 10/31/74.
AAA—Mon thru Fri 8-9 am, noon-1 pm & 3-6 pm.
AA—All other times.
6. SPOT ANNOUNCEMENTS

	CLASS AAA					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	6.60	6.40	6.20	6.00	5.80	5.60
30 sec	4.95	4.80	4.65	4.50	4.35	4.20
	CLASS AA					
1 min	5.20	5.00	4.80	4.60	4.40	4.20
30 sec	3.90	3.75	3.60	3.45	3.30	3.15

	— AAA —			— AA —		
PER YR:	260x	520x	1040x	260x	520x	1040x
1 min	6.20	6.00	5.60	4.80	4.60	4.20
30 sec	4.65	4.50	4.20	3.60	3.45	3.15

10 sec: 50% of 1-min.
7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA

WKLY:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	5.80	5.60	5.40	5.20	5.00	4.80
30 sec	4.35	4.20	4.05	3.90	3.75	3.60
YRLY:				260x	520x	1040x
1 min				5.40	5.20	4.80
30 sec				4.05	3.90	3.60

10 sec: 50% of 1-min.

OWOSSO
Shiawassee County—Map Location F-9
See SRDS consumer market map and data at beginning of the State

WOAP
1947
NAB

Subscriber to the NAB Radio Code
Media Code 4 223 8100 4.00
Owosso Broadcasting Co., 2301 N. Shiawassee, Owosso, Mich. 48867. Phone 517-725-8196.

1. PERSONNEL
Station Manager—Merrill Walker.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
1,000 w. days; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Michigan Rural Radio Network.
Member: Michigan Farm Radio Network.
TIME RATES
Rates effective May 1, 1965. (Card No. 4.)
Card received June 3, 1965.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	6.95	5.55	104 ti	5.65	4.55
18 ti	6.60	5.30	208 ti	5.35	4.30
26 ti	6.40	5.15	312 ti	5.00	4.00
52 ti	6.00	4.80			

PETOSKEY (2 AM; 2 FM)
Emmett County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WJML
1956
NAB

Subscriber to the NAB Radio Code
Media Code 4 223 8160 6.00
Harrington Broadcasting Co., Perry-Davis Hotel, Petoskey, Mich. 49770. Phone 616-347-8191. Studio phone 616-347-8765.
STATION'S PROGRAMMING DESCRIPTION
WJML: Programmed for adults and young adults.
1. PERSONNEL
Sales Manager—David K. Williams.
2. REPRESENTATIVES
Michigan Spot Sales.
Walton Broadcasting Sales Corporation.
3. FACILITIES
10,000 w.; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities, see WJML-FM.
ERP 100,000 w.; 98.9 mc.
4. AGENCY COMMISSION
15%; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Northern Power Network, Michigan Rural Radio Network.
TIME RATES
No. 3 Eff 2/1/74—Rec'd 1/21/74.
AA—6-9 am & 3-7 pm.
A—ROS
6. SPOT ANNOUNCEMENTS

	CLASS AA						
YR:	1x	156x	260x	312x	520x	1000x	1500x	2000x
PLAN:		6	12	18	24	30	40	50
1 min	10.60	10.05	9.55	9.00	8.50	7.95	7.40	6.90
30 sec	8.55	8.10	7.70	7.25	6.85	6.40	6.00	5.55
15 sec	6.40	6.10	5.75	5.45	5.10	4.80	4.50	4.15
	CLASS A							
1 min	8.80	8.40	8.00	7.60	7.20	6.70	6.20	5.60
30 sec	7.10	6.75	6.40	6.10	5.75	5.40	5.05	4.75
15 sec	5.35	5.05	4.80	4.55	4.30	4.05	3.80	3.55

Instant ads Mon thru Sat 10:05-10:30 am fixed position, surcharge per spot, 1.00.

WJML-FM
1965
NAB

Media Code 4 223 8161 6.00
Harrington Broadcasting Co., Perry Davis Hotel, Petoskey, Mich. 49770. Phone 616-347-8191. Studio phone 616-347-8765.
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w.; 98.9 mc.
Operating schedule: 5:30 am-midnight. EST.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WJML.
TIME RATES
Rates are identical to WJML. See that listing.

WMBN
1946
NAB

WMBN-FM
1967
RAB

Midwestern Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 223 8220 6.00
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7476
Mailing address: Hwy U.S. 131 S, Petoskey, Mich. 49770. Phone 616-347-8713.
STATION'S PROGRAMMING DESCRIPTION
WMBN: Programmed for general interest.
1. PERSONNEL
Station Manager—Steve Spellerberg.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w days, 250 w nights; 1340 kc. Non-directional.
Licensed to operate full time. EST.
FM-ERP 1,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-11:15 pm. EST.
Antenna ht.: 320 ft. above average terrain.
4. AGENCY COMMISSION
15/0 station time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Paul Bunyan Network, Wolverine Sports Network.

(This listing continued on next page)

MICHIGAN

Petoskey—WMBN, WMBN-FM—Cont'd

TIME RATES
Eff 4/1/74—Rec'd 4/22/74.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	7.50	6.00	5.65	4.35
52 x	7.05	5.50	5.00	3.90
104 x	6.25	5.15	4.70	3.75
156 x	5.75	5.05	4.35	3.45
260 x	5.50	4.60	4.10	3.35
520 x	5.15	4.45	3.90	3.10
780 x	4.70	4.10	3.55	3.00
1040 x	4.35	4.00	3.30	2.90
1300 x	4.10	3.90	3.10	2.75
1560 x	4.00	3.65	3.00	2.65
2600 x	3.90	3.20	2.90	2.35
10 sec, 1 x	2.35		10 sec, 200+	2.05

7. PACKAGE PLANS

PER WK, ROS:	5 ti	16 ti	15 ti	20 ti	25 ti
1 min	4.70	4.65	4.45	4.35	4.20
30 sec	3.75	3.70	3.65	3.55	3.50
	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	4.10	4.05	4.00	3.85	3.75
30 sec	3.45	3.40	3.35	3.20	3.10

Edited by Jack Walkmeyer.

PONTIAC

Oakland County—Mape Location G-9
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

PORTAGE

Kalamazoo County—Map location D-16
See SRDS consumer market map and data at beginning of the State.

See Kalamazoo

PORT HURON (2 AM; 1 FM)

St. Clair County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

WHLS
1938

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 8280 4.00
Wismer Broadcasting, Inc., 308 Huron Ave., Port Huron, Mich. 48060. Phone 313-982-8536.

1. PERSONNEL
General Manager—John F. Wismer.

2. REPRESENTATIVES
Michigan Spot Sales.

3. FACILITIES
1,000 w. days, 256 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 60 days.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 49, 50, 51a.
Comb., Cont. Discounts: 60a, 60g, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WSAQ (FM).
Affiliated with KBS.

TIME RATES
Eff 11/1/74—Rec'd 10/30/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	365x	624x	1248x
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50
10 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50

Prime Time: 5-9 am & 3-7 pm, extra 1.00.

7. PACKAGE PLANS

	10 ti	20 ti	30 ti
1 min	8.50	8.00	7.50
30 sec	7.50	7.00	6.50
10 sec	5.50	5.00	4.50

10. SPECIAL FEATURES
5 min news—2 ti 1-min.

WPHM
(formerly WTTH)
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 8340 6.00
Enterform, Inc., 905 6th St., Port Huron, Mich. 48060. Phone 313-985-5171.

STATION'S PROGRAMMING DESCRIPTION
WPHM: Programmed for general interest, adults & housewives.
NEWS: local at :55 except 6:50 am, 7:50 am, 11:50, 5:50 pm. Network news at :60. MUSIC: current hits, film, showtunes, standards, MOR. Women's variety show with music 9-11 am M-F. Phone opinion shows 11:05-11:50 am M-F. SPORTS: high school football & basketball. Music & religious programs with news Sun. 4 man news department. Remote facilities. FARM: 5:50-5:55 am & 12:45-1 pm. Contact Representative for further details. Rec'd 11/29/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Eugene E. Umlor.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
5,000 w.; 1380 kc. Directional—all hours.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 21d, 24d, 24c, 25a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 82.
Affiliated with American Information Network.
Member: Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
No. 9 Eff 5/1/75—Rec'd 4/2/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x
1 min	10.00	9.80	9.50	9.30	9.00
30 sec	8.10	7.90	7.60	7.40	7.30
10 sec	4.90	4.80	4.70	4.60	4.50
		312x	520x	624x	1000x
1 min		8.80	8.50	8.10	7.90
30 sec		7.10	6.90	6.70	6.40
10 sec		4.40	4.20	4.10	4.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	9.00	8.80	8.50	8.10	7.90
30 sec	7.30	7.10	6.90	6.70	6.40
10 sec	4.50	4.40	4.20	4.10	4.00

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x
1 hr	60	56	50	46	43	40
1/2 hr	40	38	36	34	32	30
1/4 hr	25	22	21	20	19	16
10 min	22	19	18	17	16	15
5 min	18	15	14	13	12	11

WSAQ (FM)
(formerly WHLS-FM)
1964

NAB RAB NAFMB

Media Code 4 223 8370 3.00
Wismer Broadcasting, Inc., Box 807, 308 Huron Ave., Port Huron, Mich. 48060. Phone 313-982-8536.
See affiliated AM station for additional information.
AM facilities: WHLS.

1. PERSONNEL
Program Director—Michael P. Mullins.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 203 ft. above average terrain.

TIME RATES
Eff 1/1/74—Rec'd 1/4/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	365x	624x	1248x
1 min	8.50	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	7.00	6.50	6.00	5.56	5.00	4.60	4.25

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	7.50	7.00	6.50
30 sec	6.50	6.00	5.50

10. SPECIAL FEATURES
5 min news—1 1/2x 1-min.
Submitted by John F. Wismer.

ROCKFORD

Kent County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WJPW
1964

Subscriber to the NAB Radio Code
Media Code 4 223 8400 8.00
Jack Lee Payne, Box 810, 3691 10 Mile Rd. N.E., Rockford, Mich. 49341. Phone 616-866-1501.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Lee Payne.

3. FACILITIES
500 w. · 810 kc. Non-directional.
Operating schedule: Sunrise to local sunset.

4. AGENCY COMMISSION

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
No. 2 Eff 10/1/69—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	105x	156x	(*)
1 min	5.00	4.50	4.00	3.60	3.25
30 sec	4.00	3.65	3.30	3.00	2.75
10 sec	3.00	2.65	2.40	2.20	2.00

(*) 260-312x.

7. PACKAGE PLANS

ROS, PER WK:	1 min	30 sec	10 sec
5 ti	4.25	3.50	2.50
10 ti	3.75	3.15	2.25
20 ti	3.25	2.75	2.00

ROGERS CITY

Presque Isle County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WHAK
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 223 8460 2.00
Huron Shore Broadcasting Corp., Molke Dr., Rogers City, Mich. 49779. Phone 517-734-2175.

1. PERSONNEL
General Manager—Harvey A. Klann.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Michigan Spot Sales.

3. FACILITIES
5,000 w.; 960 kc. days. Non-directional.
Operating schedule: 6:15 a.m. to local sunset weekdays; 7:55 a.m. to local sunset Sundays. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Northern Power Network, Michigan Rural Radio Network, Wolverine Sports Network.

TIME RATES
Eff 1/1/74—Rec'd 2/13/74.

6. SPOT ANNOUNCEMENTS

	26x	52x	156x	260x	780x
1 min	5.00	4.88	4.40	4.30	3.53

7. PACKAGE PLANS

1 MIN:	5 ti	10 ti	25 ti	50 ti	100 ti
Per day	4.70	4.40	----	----	----
Per wk	5.00	4.70	4.30	4.00	----
Per mo	----	----	4.70	4.30	4.20

ROYAL OAK

Oakland County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

SAGINAW (3 AM; 3 FM)

Plus 1 paid duplicate listing; plus 1 cross reference.
Saginaw County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	15	12	15	10
B	10	10	10	9
C	10	9	10	8
D	9	8	9	7
AVERAGE	11	10	11	9

WKCQ
1947

Represented by
PRO / Meeker Radio

NAB

Media Code 4 223 8505 4.00
MacDonald Broadcasting Co., Box 1776, 2000 Whittier, Saginaw, Mich. 48605. Phone 517-752-8161.
See affiliated AM station for additional information.
AM facilities: WSAM.

STATION'S PROGRAMMING DESCRIPTION
WKCQ: MUSIC: Modern country, featuring top country music artists & artists from pop & MOR lists. AIR PERSONALITIES. NEWS: network at :60. UPI. COMMERCIAL POLICY: 3 commercial clusters per hour with advertising limited to these time periods. Contact Representative for further details. Rec'd 2/6/75.

2. REPRESENTATIVES
PRO/Meeker Radio.
Michigan—Michigan Spot Sales.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 353 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 7/3/75.

6. SPOT ANNOUNCEMENTS

PER WK, FIXED:	1 ti	5 ti	10 ti
1 min	11.00	10.00	9.00
30 sec	10.00	9.00	8.00

	1 min				30 sec			
ROS:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
Ea.	8.50	8.00	7.50	7.00	7.50	7.00	6.50	6.00

10 sec: Flat 3.50.

Edited by Kenneth H. MacDonald.

WKNX
1947

EASTMAN RADIO, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 8520 3.00
Lake Huron Broadcasting Corporation, 5286 State Rd., Saginaw, Mich. 48603. Phone 517-799-1000.

STATION'S PROGRAMMING DESCRIPTION
WKNX: Programmed for general interest.
NEWS: 15%: 5 min network AIN at :60; 3 min local at :30; AIN network, AP audio & local service; news director & mobile. MUSIC 80%: current & past hits with personalities 6-10 am, 10 am-3 pm, 3-7 pm. Ski, snowmobile & marine conditions. FARM: 12:15-12:30, M-Sat. SPORTS: college football. ETHNIC: for Black community 7:30-8:30 am, Sun. Discussion & Religious 8:30 am-1 pm, Sun. Contact Representative for further details. Rec'd 9/30/74.

1. PERSONNEL
President—William J. Edwards.
General Manager—Howard H. Wolfe.
Program Manager—Paul Pigeon.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
10,000 w. days; 1210 kc. Directional.
Operating schedule. Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman Radio Network.
Affiliated with American Information Network.

TIME RATES
Eff 11/1/67—Rec'd 11/2/67.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am—3 pm & after 7 pm; Sun all day.

7. PACKAGE PLANS

	I			II		
PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
1 ti	17.00	13.60	8.50	14.00	11.20	7.00
12 ti	15.00	12.00	7.50	12.00	9.60	6.00
18 ti	14.00	11.20	7.00	11.00	8.80	5.50

BEST PLAN BUY
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 10 am-3 pm.
III—Mon thru Sat 3-7 pm.
IV—After 7 pm & Sun all day.
30 ti (7I, 8II, 3III, 7IV), ea. 16.50
15 ti (4I, 4II, 4III, 3IV), ea. 13.00
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2 x applicable 1-min rate.

CONSECUTIVE WEEKS DISCOUNTS
26 wk—4% 52 wk—6%
Not applicable to Best Ruy Plan.

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising. (CR)

WSAM
1940

NBC Radio Network

NAB RAB

Media Code 4 223 8580 7.00
MacDonald Broadcasting Co., Box 1776, 2000 Whittier, Saginaw, Mich. 48605. Phone 517-752-8161.

STATION'S PROGRAMMING DESCRIPTION
WSAM: Programmed for young adults 18-49.
MUSIC: top 40 personality, selected & formated. Gold 4x an hr. NEWS: network at :60; local news in drivetimes. SPORTS: headlines drivetime; university football network; local hockey. Contact Representative for further details. Rec'd 2/6/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth MacDonald.
Program Director—K. H. (Mac) MacDonald, Jr.

2. REPRESENTATIVES
PRO/Meeker Radio.
Michigan—Michigan Spot Sales.

3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc. Non-directional.
Operating schedule 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

(This listing continued on next page)

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12e, 13a, 14e, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 24c, 25a, 26, 27, 28b, 28c, 29b, 30, 31, 32a, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities, WKCQ.
Affiliated with NBC.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/20/74.

6. SPOT ANNOUNCEMENTS

PER WK, FIXED:	1 tl	6 tl	12 tl	24 tl
1 min	12.65	11.50	10.35	9.20

ROS—6 AM-7 PM

PER WK, EA:	6 tl	12 tl	18 tl	30 tl	60 tl
1 min	10.35	9.80	9.20	8.00	7.50
30 sec	9.20	8.60	8.00	6.90	6.30

10 sec: 3.50.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	70	60	40	15

(CR)

WSBM (FM)

1960

RAB

Media Code 4 223 8610 2.00
Booth Broadcasting Co., Box 1945, 1795 Tittabawassee Rd., Saginaw, Mich. 48605. Phone 517-753-4456.
See affiliated AM station for additional information.
AM facilities: WSGW.

STATION'S PROGRAMMING DESCRIPTION
WSBM (FM): MUSIC: Rock. COMMERCIAL POLICY: 4 breaks per hour. Contact Representative for further details. Rec'd 11/4/74.

3. FACILITIES
ERP 3,000 w. (horiz), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 12/1/74—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	260x	312x
1 min	8.00	7.50	7.00	6.75	6.50	6.00	5.50
30 sec	6.50	6.00	5.75	5.50	5.25	4.75	4.50

7. PACKAGE PLANS

WK, ROS:	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	6.00	5.50	5.25	5.00	4.75	4.50

6. PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min.

WSGW

1950

CBS Radio Network

Alan Torbet Associates, Inc.

RAB

A Booth Owned Station

Media Code 4 223 8640 9.00
Booth Broadcasting Co., Box 1945, 1795 Tittabawassee Rd., Saginaw, Mich. 48605. Phone 517-753-4456.

STATION'S PROGRAMMING DESCRIPTION
WSGW: Programmed for general interest.
NEWS: network and local news every hour network features on half hour. ENTERTAINMENT: 6 am-noon, 2-6 pm air personalities with MOR and trend music, features, recreational news, traffic. 6 pm-12M news, music, showtunes, film music, standards. 10:05-11 pm mystery show. TALK: 12:30-2 pm telephone discussions with housewives, audience participation, homemaking features, guests. FARM: 5:35-6 am & 12:15-12:30 pm farm markets and farm agency reports. SPORTS: live major league baseball, live college football and basketball, live high school football and basketball. Ethnic music for Spanish speaking 9-11 am Sat. Contact Representative for further details. Rec'd 11/4/74.

1. PERSONNEL
President—John L. Booth.
General Manager—John Casey.
Operations Manager—Rick Belcher.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

2. FACILITIES
5,000 w. days, 1,000 w. nights; 790 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 6.
Rate Protection 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 33b, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WSBM (FM).
Affiliated with CBS.
Affiliated with ATA Radio Network.
Member: Farm Radio Network, Wolverine Sports Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 6/1/74—Rec'd 12/30/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

	13x	26x	52x	104x	156x	260x	312x	520x
1 min	13.00	11.00	10.50	10.00	9.50	9.00	8.50	8.00
30 sec	10.40	8.80	8.40	8.00	7.60	7.20	6.80	6.40

CLASS A

1 min	12.00	10.00	9.50	8.50	8.00	7.50	7.25	7.00
30 sec	9.60	8.00	7.60	6.80	6.40	6.00	5.80	5.60

10 sec: 50% of 1-min.

7. PACKAGE PLANS

CLASS AA

WKLY ROS:	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	10.40	9.60	8.80	8.00	7.20	6.40

CLASS A

1 min	11.00	10.00	9.00	8.00	7.50	7.00
30 sec	8.80	8.00	7.20	6.40	6.00	5.60

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
Submitted by Elaine Nentwig.

(CR)

WTAC

1946
FLINT

(This is a paid duplicate of the listing appearing under Flint, Mich.)

Media Code 4 223 4020 6.00
Fuqua Communications, Inc., Box 600, Flint, Mich. 48501. Phone 313-694-4146.
Tri-Cities Office: 334 S. Water, Saginaw, Mich. 48607. Phone 517-892-3681.

STATION'S PROGRAMMING DESCRIPTION
WTAC: Programming contemporary for young adults & young marrieds.
MUSIC 80%: current hits & hits of the past. NEWS 12%: 5 min at :55, 3 min at :27. Emphasis on local & regional news. UPI news service, news director & mobile units. Emergency message service at :30. 7 editorials per day. FARM: 4-6 am M-Sat. 5 min community involvement program noon M-Sat. Religion, discussion, panel shows & public affairs Sun 5 am-noon. Contact Representative for further information. Rec'd 1/6/75.

1. PERSONNEL
Vice-Pres. & Gen'l Sales Mgr.—Bryce Cooke.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 600 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net charges for time: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 4/1/73—Rec'd 3/12/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 tl	12 tl	18 tl
AA	35	33	31
A	29	27	25

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2 AA, 1/2 A

PER WK, EA:	12 tl	18 tl	24 tl
1 min	29	27	25

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Not combinable.
Edited by Bryce Cooke.

(D)

WWWS (FM)

1968

Media Code 4 223 8720 9.00
Saginaw Broadcasting Co., 5624 Dixie Hwy., Saginaw, Mich. 48601. Phone 517-777-8011.

STATION'S PROGRAMMING DESCRIPTION
WWWS (FM): Programmed for teens & adults 18-49.
MUSIC: R & B, jazz, gospel. NEWS: network. Community involvement. Contact Representative for further details. Rec'd 7/9/75.

1. PERSONNEL
General Manager—Andy Johnston.
Station Manager—Robert O'Bannon.

2. REPRESENTATIVES
Selcom, Inc.

2. FACILITIES
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 107.1 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 409 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b.
Rate Protection. 15b.
Basic Rates: 20b, 21a, 29a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 70c, 73a.
Prod. Services: 80, 82.
Affiliated with National Black Network.

TIME RATES
No. 1 Eff 6/1/75—Rec'd 7/9/75.
AA—Mon thru Sun 6-10 am & 3 pm-midnight.
A—Mon thru Sun 10 am-3 pm.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	CLASS AA			CLASS A		
	1 min			30 sec		
PER WK:	1 wk	4 wk	13 wk	1 wk	4 wk	13 wk
6 tl	10	9	8	8	7	6
12 tl	9	8	7	7	6	5
18 tl	8	7	6	6	5	4
	CLASS A					
6 tl	9	8	7	7	6	5
12 tl	8	7	6	6	5	4
18 tl	7	6	5	5	4	3

B: 1 min/30 sec, flat 3.00.
10 sec: 50% of 1-min.
Submitted by Andrew C. Johnston.

WXOX

WXOX
BAY CITY

HR STONE radio

Modern Country Music

RAB

City of license, Bay City, Mich.
Saginaw office: 4595 State St., Saginaw, Mich. 48603. Phone 517-799-9300.
See listing under Bay City, Mich.

Advertisement

Gateway Broadcasting Co., Inc., Box 1250, Bay City, Mich. 48706. Phones 517-893-1250, 1421, 4588.

STATION'S PROGRAMMING DESCRIPTION
WXOX: Programmed for young adults and adults.
MUSIC: 100% modern country music. NEWS: at :15 and :45 hourly. SPORTS: at :25 hourly. FARM: 6 hours weekly 6-6:30 am and noon-12:30 pm M-Sat.

1. PERSONNEL
Executive Vice-President—Donald K. Mayle.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w.; 1250 kc.
6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

TIME RATES
No. 2 Eff 7/1/71—Rec'd 7/2/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 tl	20.00	16.00	10.00	18.00	14.40	9.00
12 tl	18.00	14.40	9.00	16.00	12.80	8.00
18 tl	16.00	12.80	8.00	14.00	11.20	7.00
24 tl	14.00	11.20	7.00	12.00	9.60	6.00
30 tl	12.00	9.60	6.00	10.00	8.00	5.00
PER YR:						
520 x	12.00	9.60	6.00	10.00	8.00	5.00
1040 x	10.00	8.00	5.00	8.00	6.40	4.00

WXOX RADIO 1590
MORE adults (18-49) during combined drive
MORE women (18-49) during housewife time
WXOX—delivering more adults than any other station in the market.

ARB A/M '74, Saginaw TSA, M-S 6am-Mid.
Pulse M/J '74, Saginaw-Bay City RSA, M-F 6am-Mid.

MICHIGAN

ST. IGNACE

Mackinac County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WIDG

1966

NAB

Subscriber to the NAB Radio Code

Media Code 4 223 8760 6.00
Mighty-Mac Broadcasting Co., Box 1, 334 N. State St., St. Ignace, Mich. 49781. Phone 906-643-9494.

STATION'S PROGRAMMING DESCRIPTION
WIDG: Programmed for adults, 18-49, MOR.

1. PERSONNEL
General Manager—Donald M. Angelo.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
5,000 w.; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Michigan Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/74—Rec'd 8/23/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	500x	1000x
1 min	5.75	5.50	5.25	5.00	4.75	4.50	4.25	3.75
30 sec	4.60	4.40	4.20	4.00	3.80	3.60	3.40	3.00

15 sec: 50% of 1-min.

7. PACKAGE PLAN

WKLY:	10 tl	13 tl	20 tl	25 tl	30 tl	40 tl	50 tl
1 min	4.75	4.50	4.25	4.00	3.75	3.50	3.00
30 sec	3.80	3.60	3.40	3.20	3.00	2.80	2.40

15 sec: 50% of 1-min.

ST. JOHNS (1 AM; 1 FM)

Clinton County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WRBJ

1959

RAB

Subscriber to the NAB Radio Code

Media Code 4 223 8820 7.00
Ditmer Broadcasting Co., Box 320, 1363 Parks Rd. St. Johns, Mich. 48879. Phone 517-224-7911.

STATION'S PROGRAMMING DESCRIPTION
WRBJ: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert D. Ditmer.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Michigan Spot Sales.

3. FACILITIES
1,000 w days; 1580 kc
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.
Member: Michigan Rural Radio Network.

TIME RATES
Eff 8/1/61—Rec'd 8/29/61.

7. PACKAGE PLANS
1-MINUTE ANNOUNCEMENT PACKAGES

PER WK:	ea		ea
1 tl	5.50	26 tl	4.50
5 tl	5.25	30 tl	4.00
10 tl	5.00	50 tl	3.50
15 tl	4.75		

30/20 sec: 79% of 1-min. 8/10 sec: 50% of 1-min.
AM & FM combination rates scheduled during the same period—less 15%.

WRBJ-FM

1972

RAB

Media Code 4 223 8821 5.00
Ditmer Broadcasting Co., Inc., Box 320, 1363 Parks Rd., St. Johns, Mich. 48879. Phones 517-224-7911, 4329.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 150 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 8/1/72—Rec'd 9/5/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	312x
1 min	4.25	4.10	3.90	3.70	3.50	3.00
30 sec	3.20	3.10	2.90	2.70	2.50	2.20

7. PACKAGE PLANS

3 MO:	1 MO:	WK:	DAY:		1 min	30 sec
45 x	30 tl	14 tl	4 tl		3.90	2.90
90 x	60 tl	21 tl	6 tl		3.70	2.75
180 x	90 tl	28 tl	8 tl		3.50	2.50
270 x	120 tl	35 tl	10 tl		3.00	2.25

AM & FM combination rates scheduled during the same period—less 15%.

ST. JOSEPH

Berrien County—Map Location C-11
See SRDS consumer market map and data at beginning of the State.

See Benton Harbor-St. Joseph

SALINE

Washtenaw County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

WNRS
1956

RAB

Media Code 4 223 8090 1.00
Community Music Service, Inc., 3001 Brassow Rd., 5 mi. N./Saline. Phones 313-663-0569, 429-4988. Mailing address: Box 5, Ann Arbor, Mich. 48107

STATION'S PROGRAMMING DESCRIPTION
WNRS: 100% modern country music.

1. PERSONNEL
General Manager—Stuart D. Goldberg.
3. FACILITIES
500 w.; 1290 kc. Directional, days.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 19 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WIQB, Ann Arbor.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 12/1/74—Rec'd 1/6/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun all day.
B—Mon thru Fri 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	8.50	6.80	7.50	6.00	6.50	5.20
12 ti	8.00	6.40	7.00	5.60	6.00	4.80
18 ti	7.50	6.00	6.50	5.20	5.50	4.40
24 ti	7.00	5.60	6.00	4.80	5.00	4.00
30 ti	6.50	5.20	5.50	4.40	4.50	3.60

7. PACKAGE PLANS
BULK RATE DISCOUNT

PER CONTRACT:	250x	500x
1 min or 30 sec	5%	10%

10. SPECIAL FEATURES
News—120% of 1-min.

SANDUSKY (1 AM; 1 FM)

Sanilac County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WMIC — WMIC-FM
1965 — 1965

Subscriber to the NAB Radio Code
Media Code 4 223 8095 9.00
Sanilac Broadcasting Co., 19 S. Elk St., Sandusky, Mich. 48471. Phone 313-648-2700.

1. PERSONNEL
General Manager—Bob Armstrong.
3. FACILITIES
1,000 w. days; 1560 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 97.7 mc.
Operating schedule: 6 am-11:15 pm. EST.
Antenna ht.: 164 ft above average terrain.
Simulcast 6 am-5 pm Mon thru Sat; all day Sun.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Michigan Rural Radio Network.
Member: Michigan Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x
1 min	5.80	5.50	5.10	4.75	4.40
30 sec	5.25	4.90	4.75	4.35	3.95
10 sec	3.20	2.90	2.75	2.55	2.35
		312x	365x	624x	248x
1 min		4.10	3.85	3.45	3.10
30 sec		3.50	3.15	2.75	2.30
10 sec		2.20	2.05	1.90	1.70

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	4.95	4.60	4.35
30 sec	4.05	3.80	3.45
10 sec	2.60	2.30	2.05

Edited by Bob Armstrong.

SAULT STE. MARIE
(1 AM; 1 FM)

Chippewa County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WSMM (FM)
1972

Media Code 4 223 8917 1.00
Chippewa Broadcasting Corp., Box 297, Sault Ste. Marie, Mich. 49783. Phone 906-635-5321.

STATION'S PROGRAMMING DESCRIPTION
WSMM (FM): MOR, country, local & county news.

1. PERSONNEL
Pres. & Gen'l Mgr.—William Thorne.
3. FACILITIES
ERP 3,000 w.; 92.7 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 295 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ————Rec'd 10/30/72.

7. PACKAGE PLANS

	10 ti	15 ti	20 ti
Per wk	32.00	44.25	52.00

FLOOD GATE PACKAGE
Incl 20 1-min plus 25 30-sec 102.50

WSOO
1940

Media Code 4 223 8940 3.00
Miami County Broadcasting Co. Inc., Box 400, 308 Ashmun St., Sault Ste. Marie, Mich. 49783. Phone 906-632-2231.
Canadian Office: Hotel Windsor, Sault Ste. Marie, Ont. Phone 705-253-0241.

STATION'S PROGRAMMING DESCRIPTION
WSOO: Programmed for general interest.

1. PERSONNEL
President—Richard E. Hunt.
2. REPRESENTATIVES
Michigan Spot Sales.
Canada—Andy McDermott Sales Ltd.
West Coast—Harlan G. Oakes, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0; bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Wolverine Sports Network.

TIME RATES
Eff 7/1/73—Rec'd 11/15/73.

6. SPOT ANNOUNCEMENTS

	1-26x	52x	104x	156x	260x	365x	520x
1 min	7.60	7.20	6.80	6.40	6.00	5.60	5.00

SOUTH HAVEN

Van Buren County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WJOR
1961

Media Code 4 223 9000 5.00
The Van Buren County Broadcasting Co., Inc., Box 405, 559 Phoenix St., South Haven, Mich. 49090. Phone 616-637-1138.

1. PERSONNEL
General Manager—Kenneth S. Cee.
3. FACILITIES
1,000 w. days; 940 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Michigan Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/70—Rec'd 7/24/70.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

	1x	13x	26x	52x	104x	156x
1 min	5.50	5.35	5.20	5.00	4.85	4.70
30 sec	4.60	4.25	4.10	3.90	3.75	3.60
	260x	312x	520x	780x	1040x	2600x
1 min	4.40	4.25	3.75	3.45	3.15	2.45
30 sec	3.30	3.00	2.65	2.45	2.25	1.65

10 sec or less: 50% of 1-min.

7. PACKAGE PLANS
SATURATION PLAN—ROS WITHIN HOUR

WKLY:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	4.70	4.40	4.15	3.85	3.60	3.30	3.00
30 sec	3.60	3.30	2.95	2.75	2.50	2.20	2.00

10. SPECIAL FEATURES
News & Weather—fixed position plus 10%.

STURGIS (1 AM; 1 FM)

St. Joseph County—Map Location E-11
See SRDS consumer market map and data at beginning of the State.

WSTR — WSTR-FM
1951 — 1953

Subscriber to the NAB Radio Code
Media Code 4 223 9060 9.00
Water Wonderland Broadcasting Co., Inc., Box 70, Sturgis, Mich. 49091. Phone 616-651-2383, 2384.

1. PERSONNEL
Manager—Lee Droeger.
2. REPRESENTATIVES
M. A. Sales Co., Inc.
Michigan Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 19 hours. EST.
FM-ERP 1,000 w.; 99.3 mc.
Operating schedule: 19 hours. EST.
Antenna ht.: 390 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Member: Michigan Farm Radio Network, Wolverine Sports Network.

TIME RATES
No. 10 Eff 8/1/74—Rec'd 7/31/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	156x	260x
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	2.75	2.60	2.40	2.20	2.00
		520x	1040x	2080x	3000x
1 min		3.75	3.50	3.25	3.10
30 sec		2.60	2.60	2.40	2.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
WEEKLY SATURATION PLAN

PER WK, EA:	10 ti	20 ti	30 ti	50 ti	100 ti
1 min	5.00	4.50	4.00	3.50	2.70
30 sec	3.75	3.40	3.00	2.60	2.00

10 sec: 50% of 1-min.

TAWAS CITY-EAST TAWAS (1 AM; 1 FM)

Iosco County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WDBI (FM)
1973

NAB — NAFMB

Media Code 4 223 9090 6.00
Lawrence N. DeBeau, 1175 S. US 23, Tawas City, Mich. 48763. Phone 517-362-6149.

STATION'S PROGRAMMING DESCRIPTION
WDBI (FM): MOR music, local news coverage.

1. PERSONNEL
Sales Manager—James T. Butler, Jr.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 323 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 10/24/74.

6. SPOT ANNOUNCEMENTS

	1x	7x	21x	42x	84x	147x	294x	336x
1 min	5.00	4.85	4.75	4.50	4.35	4.00	3.75	3.60
30 sec	3.75	3.65	3.60	3.30	3.20	2.95	2.75	2.60

10 sec: 1 ti, 2.55; 200+ 2.00.

7. PACKAGE PLANS

	1 min	30 sec
15 ti in 1 day or 50 ti in 1 wk, each	4.25	3.25
WKND PKG:	7 ti	20+
30 sec	2.75	2.65

WIOS
1958

Media Code 4 223 9120 1.00
Carroll Enterprises, Inc., Tawas City, Mich. 48763. Phone 517-362-3417.

STATION'S PROGRAMMING DESCRIPTION
WIOS: Programmed for adults & young adults.

1. PERSONNEL
General Manager—John Carroll, Jr.
2. REPRESENTATIVES
Michigan Spot Sales.
3. FACILITIES
1,000 w. days; 1430 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Michigan Rural Radio Network, Wolverine Sports Network.

TIME RATES
No. 3 Eff 3/1/69—Rec'd 3/10/69.
AA—Mon thru Sat 6-10 am & 2 pm-sign-off.
A—Mon thru Sat 10 am-2 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
AA	7.00	6.50	6.00	5.50	5.00	4.50
A	6.50	6.00	5.50	5.00	4.50	4.00
B	6.00	5.50	5.00	4.50	4.00	———

20/30 sec 80% of 1-min. 10 sec: 50% of 1-min.

DISCOUNTS
52 wk—8%

7. PACKAGE PLANS
(1/3AA, 1/3A, 1/3B)

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	5.00	4.75	4.50	4.00
30 sec	4.00	3.75	3.50	3.00

All spots rotate during time segments.

THREE RIVERS (1 AM; 1 FM)

St. Joseph County—Map Location D-11
See SRDS consumer market map and data at beginning of the State

WLKM — WLKM-FM
1962 — 1975

Subscriber to the NAB Radio Code
Media Code 4 223 9180 5.00
The Voice of Three Rivers, Inc., Box 1510, 1101 S. Constantine, Three Rivers, Mich. 49093. Phone 616-278-1815.

STATION'S PROGRAMMING DESCRIPTION
WLKM: Modern MOR; local & area news.

1. PERSONNEL
General Manager—James J. Ganley.
2. REPRESENTATIVES
Michigan Spot Sales.
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 W.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 95.9 mc.
Operating schedule: 5:30 am-11 pm. EST.
Antenna ht.: 339 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Michigan Rural Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5C Eff 6/1/75—Rec'd 5/16/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	520x	1040x
1 min	6.00	5.75	5.50	5.20	4.50	4.20	3.90
30 sec	5.10	4.90	4.70	4.40	3.80	3.60	3.30
10 sec	3.00	2.90	2.75	2.60	2.25	2.10	1.95

7. PACKAGE PLANS

PER WK, EA:	25 ti	50 ti	100 ti
1 min	4.50	3.90	3.50
30 sec	3.80	3.30	3.00
10 sec	2.25	2.00	1.75

Edited by James J. Ganley.

TRAVERSE CITY (2 AM; 3 FM)

Grand Traverse County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WCCW
1960

NAB — RAB

Subscriber to the NAB Radio Code
Media Code 4 223 9240 7.00
WCCW, Inc., 346 E. State St., Traverse City, Mich. 49684. Phone 616-946-6211.

STATION'S PROGRAMMING DESCRIPTION
WCCW: Programmed for general interest.

1. PERSONNEL
General Manager—John R. Andersen.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Michigan Spot Sales.
3. FACILITIES
5,000 w. days; 1310 kc.
Operating schedule: 6:00 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WCCW-FM.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Northern Power Network, Michigan Rural Radio Network.
Member: Michigan Farm Radio Network.

TIME RATES
No. 9 Eff 11/1/74—Rec'd 11/15/74.
AAA—Mon thru Fri 6-9 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	5 ti	10 ti	15 ti	25 ti	5 ti	10 ti	15 ti	25 ti
1 min.	8.55	8.25	7.65	7.05	7.35	7.05	6.50	5.90
30 sec	7.05	6.50	5.90	5.30	6.15	5.90	5.30	4.70
10 sec	5.00	4.70	4.40	4.10	4.40	4.10	3.85	3.55
					A			
1 min					6.15	5.90	5.30	4.70
30 sec					5.30	5.00	4.70	4.10
10 sec					3.55	3.35	3.05	2.85

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS

ROS. WKNDS:	10 ti	15 ti	25 ti
1 min	4.70	4.10	3.55
30 sec	4.10	3.55	2.95

(Traverse City continued on next page)

For your convenience . . .

The Contents Page of this issue carries the names *and addresses* of the various associations with which radio stations are affiliated.

NAB
National Association of Broadcasters
1771 N St., N. W., Washington, D. C. 20036

RAB
Radio Advertising Bureau, Inc.
555 Madison Ave., New York, N. Y. 10022

SRA
Station Representatives Association
230 Park Ave., New York, N. Y. 10017

NAFMB
National Association of FM Broadcasters
Suite 803, 420 Madison Ave.,
New York, N. Y. 10017. Phone 212-755-9330.

R82A-2/3

WCCW-FM
1966

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 9241 5.00
WCCW, Inc., Box 666, 346 E. State St., Traverse City, Mich. 49684. Phone 946-6211.
See affiliated AM station for additional information.

3. FACILITIES
ERP 840 w.; 92.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 251 ft. above average terrain.
Partial simulcast operation. Operated separately 9-6 am. For simulcast facilities see WCCW.

TIME RATES
No. 9 Eff 11/1/74—Rec'd 11/7/74.

6. SPOT ANNOUNCEMENTS
1 min..... 3.55 30 sec..... 2.95

WLDR (FM)
1966

NAB

Media Code 4 223 9260 3.00
Great Northern Broadcasting System, Inc., Broadcast Centre, Traverse City, Mich. 49684. Phone 616-947-3220.

STATION'S PROGRAMMING DESCRIPTION
WLDR (FM): Programmed for 18-49 age group.

1. PERSONNEL
General Manager—Donald Wiitala.

2. REPRESENTATIVES
West Coast, Texas—Harlan G. Oakes, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 3,000 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 5:45 am-11 pm. EST.
Antenna ht.: 590 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 7/1/75—Rec'd 6/18/75.

6. SPOT ANNOUNCEMENTS

PER YR. ROS:	1x	52x	156x	312x	624x
1 min	4.95	4.40	4.10	3.80	3.50
30 sec	4.35	3.80	3.55	3.25	2.95

15 sec: 2.50.
Fixed, extra 10%.
Edited by Donald Wiitala.

WTCM
1941

NAB RAB

Midwestern Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 223 9300 9.00
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.

STATION'S PROGRAMMING DESCRIPTION
WTCM: Programmed for general interest.

1. PERSONNEL
General Manager—Jack Walkmeyer.

2. REPRESENTATIVES
Alan Torber Associates, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WTCM-FM.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with NBC.
Member: Paul Bunyan Network, Wolverine Sports Network.

TIME RATES
Eff 6/1/75—Rec'd 6/16/75.
AA—6-9 am.
A—9 am-6 pm.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1x	6.10	4.95	5.65	4.45
156 x	5.30	4.35	4.80	3.90
260 x	5.05	4.25	4.60	3.75
520 x	4.80	4.10	4.35	3.65
780 x	4.60	3.90	4.10	3.40
1040 x	4.35	3.65	3.90	3.20
1300 x	4.10	3.55	3.65	3.05
1560 x	4.00	3.40	3.55	2.95
2600 x	3.90	3.30	3.40	2.80
10 sec, 1 x	2.35	10 sec, 200+		2.05

7. PACKAGE PLANS

PER WK, BTA:	3 ti	10 ti	15 ti	20 ti	25 ti
1 min	5.65	5.40	5.30	5.20	5.05
30 sec	4.45	4.35	4.25	4.10	4.00

Edited by Jack Walkmeyer.

WTCM-FM
1965

NAB RAB

Midwestern Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 223 9301 7.00
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.
See affiliated AM station for additional information.

3. FACILITIES
ERP 38,200 w.; 103.5 mc. Stereo.
Operating schedule: 6 am-11 pm EST.
Antenna ht.: 715 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-11 pm. For simulcast facilities see WTCM.

5. GENERAL ADVERTISING See coded regulations
Member: Paul Bunyan Network, Wolverine Sports Network.

TIME RATES
Eff 6/1/75—Rec'd 6/16/75.

6. SPOT ANNOUNCEMENTS

9 AM-11 PM:	1x	156x	260x
1 min	4.70	4.10	3.55
30 sec	4.10	3.55	2.95
10 sec, 1 x	2.35	10 sec, 200+	2.05

7. PACKAGE PLANS

PER WK, BTA:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	4.45	4.25	4.10	4.00	3.90
30 sec	3.55	3.40	3.30	3.20	3.05

Edited by Jack Walkmeyer.

WEST BRANCH

Ogemaw County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBMB
1971

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 223 9313 7.00
Ogemaw Broadcasting Co., 206 W. Houghton Ave., West Branch, Mich. 48661. Phone 517-345-8300.

STATION'S PROGRAMMING DESCRIPTION
WBMB: 65% MOR, 25% modern country, 10% oldies.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene Kauffman.

2. REPRESENTATIVES
Michigan Spot Sales.

3. FACILITIES
1,000 w. days; 1060 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

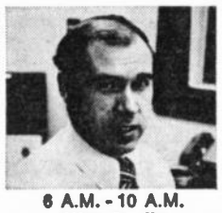
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contracts.
Member: Michigan Rural Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 7/1/74—Rec'd 6/27/74.

7. PACKAGE PLANS
ANNUAL CONTRACT PLAN

PER YR:	1x	100x	300x	750x	1500x	3000+
*5 sec	3.00	2.50	2.00	1.50	1.00	.50
30 sec	4.25	3.75	3.25	2.75	2.25	1.75
1 min	5.75	5.25	4.75	4.25	3.75	3.25

SHORT PLANS
100 ti run in 10 days, 5 sec *base—1.75.
1000 ti run in 100 days, 5 sec *base—.75.
(*) Add .25 for each additional 5 sec.


6 A.M. - 10 A.M.
Mike Paulin

10 A.M. - 2 P.M.
Dan Creighton

2 P.M. - 6 P.M.
Dave Mitchell

6 P.M. - 12 M.
Terry Wunderlin

Number one in weekly circulation from Mid-Michigan to the Mackinac Straits.*

Plus persuasion. It begins with Mike Paulin whose zany chatter and cheerful music format has been waking up Northern Michigan listeners for 12 years from 6 A.M. to 10 A.M.

Then from 10 A.M. to 2 P.M. Dan Creighton keeps 'em going with the MOR format highlighted by his half-hour ad column of the air, TELL 'N' SELL.

And Dave Mitchell's music and features are presented with people in mind and he gives it to them from 2 P.M. to 6 P.M.

Terry Wunderlin continues the persuasion nightly with COUNTRY MUSIC and current hits from 6 P.M. to 12 midnight.

Combined with local, regional and CBS news and features, all offer a friendly setting for your message.

WWAM/WKJF (FM) is NUMBER ONE in weekly circulation for total persons 12+ (38,600) for all Northern Michigan area stations from Mid-Michigan (at Clare) north to the Straits of Mackinac.

** Number one for Northern Michigan area stations of license from Clare to the Mackinac Straits (27 counties)*
Source: 1971-1972 Circulation Pulse (Weekly circulation: Monday-Sunday, 24 hours, 38,600 Total Persons 12 plus)

A Fetzer Station

WWAM/WKJF(FM)

CBS RADIO FOR NORTHERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representative

WHITEHALL (1 AM; 1 FM)

Muskegon County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WLRC
1968

WLRQ (FM)
1975

Media Code 4 223 9330 6.00
White River Communications, Inc., Box 158, Blank Rd. & White Lake Dr., Whitehall, Mich. 49461. Phone 616-893-1465.

STATION'S PROGRAMMING DESCRIPTION
WLRC: Programmed for young adults 18-49. MUSIC: contemporary with some recent gold. NEWS: network news hourly & local news. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 5/5/75.

1. PERSONNEL
Station Manager—Michael J. Topoll.
Sales Manager—Dick Richards.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
FM-ERP 3000 w.; 95.3 kc. Stereo.
Operating schedule same as am.
Antenna ht.: 430 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Michigan Rural Radio Network, Wolverine Sports Network.

TIME RATES
Eff 12/1/74—Rec'd 12/3/74.

7. PACKAGE PLANS

BULK, PER YR:		100x	300x	500x
1 min		9.00	8.00	7.50
30 sec		7.20	6.40	6.00
TAP, PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.00	8.00	7.50
30 sec	8.00	7.20	6.40	6.00

10. SPECIAL FEATURES
Newscasts, farm news & weather, business reports, ski reports—sponsorship es., 9.00.

DISCOUNT
52 wk—10%

(D)

WYOMING

Kent County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See Grand Rapids
(including Wyoming)

YPSILANTI

Washtenaw County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

See Ann Arbor
(including Ypsilanti)

ZEELAND

Ottawa County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WZND (FM)
1971

Subscriber to the NAB Radio Code
Media Code 4 223 9497 3.00
West-State Broadcasters Inc., 410 E. Main St., Zeeland, Mich. 49464. Phone 616-772-2144.

STATION'S PROGRAMMING DESCRIPTION
WZND (FM): C-M young adults; 15% gospel.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles E. Rich.

2. REPRESENTATIVES
Pearse Sales.

3. FACILITIES
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 5-12:30 am. EST.
Antenna ht.: 98 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American FM Network.

TIME RATES
Eff 11/1/74—Rec'd 6/30/75.
AA—6-8 am & 4-7 pm.
A—Noon-1 pm & 7-10 pm; Sat all day.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti	13 ti	25+
1 min	6.00	5.50	3.00
30 sec	4.50	4.00	2.50
10 sec	2.50	2.00	1.75

25+ DISCOUNT
100x—10% 250x—20% 500-1000x—25%
Sta. brks—minimum 100, flat ea 1.50.

10. SPECIAL FEATURES

NEWSCASTS:	AA	A	B
5 min	6.00	5.00	4.00
10 min	12.00	11.00	10.00
1/4 hr	15.00	14.00	13.00
NEWSCASTS—PRIME TIME			
Ea	6.00	5.00	4.00
WEATHER/HEADLINES/SKI & ROAD REPORTS			
Ea	4.00	3.00	2.50

Edited by Charles E. Rich.

CAUTION—page numbers break here

No pages are missing!

Should you detect a break in the continuity of page numbers between this page and the succeeding one, you need not be concerned. There have been no pages omitted—*only page numbers.* The break in page numbers is the result of a production procedure designed to step up the production of *Spot Radio Rates and Data,* so it will reach you at the *earliest* possible moment after its forms close.

Similar breaks in page numbers will occur at about this point in future issues. It will not indicate that any pages are missing.

We think you will agree that the contents and the cutting of production time of *Spot Radio Rates and Data* are far more important to you than maintaining the continuity of page numbers.

Note that, in this issue, the first page after number 444 is page number 501.

444

SRDS

CHANGE BULLETIN

Aug. 28, 1975

Latest available Rates and Data. R(R)

STATE SECTION

ALASKA—Fairbanks

KFRB

TIME RATES

No. 4 Eff 6/1/75—Rec'd 8/8/75.

AAA—Mon thru Fri 6-9 am-4-7 pm.
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	10.50	8.50	8.00	6.50	6.50	5.00
6 ti	10.00	8.00	7.50	6.00	6.00	4.50
12 ti	9.50	7.50	7.00	5.50	5.50	4.00
18 ti	9.00	7.00	6.50	5.00	5.00	3.50
24 ti	8.50	6.50	6.00	4.50	4.50	3.00
30 ti	8.00	6.00	5.50	4.00	4.00	2.50

10 sec: 50% of 1-min. Minimum 2.50.
RON: AA rates.

ANNUAL DISCOUNT

	200x	400x	700x	1000x	1200x
Wkly rate	6 ti	12 ti	18 ti	24 ti	30 ti

8. PROGRAM TIME RATES

	2 hr	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	200	120	90	60	36	24

ARIZONA—Phoenix

KRIZ

TIME RATES

No. 4 Eff 8/1/75—Rec'd 8/6/75.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-7 pm.
AA—Mon thru Fri am-3 pm; Sat & Sun 6-10 am & 7 pm-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AAA	AA	A	AAA	AA	A
6 ti	38	33	12	30	26	8
12 ti	35	30	.....	28	24	.....
18 ti	32	27	.....	26	22	.....
24 ti	29	24	.....	24	20	.....
30 ti	26	21	.....	22	18	.....

7. PACKAGE PLANS

TAP—1/2AAA, 1/2 MON THRU FRI 6 AM-3 PM

PER WK:	12 ti	18 ti	24 ti
1 min	26	24	22
30 sec	21	19	17

CALIFORNIA—Fresno

KKNU (FM)

TIME RATES

No. 4 Eff 8/15/75—Rec'd 8/12/75.

AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 6-10 am & 3-8 pm; Sun 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

SECTION I—SPECIFIED

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	26	25	24	23
AA	23	22	21	20
A	13	12	11	10

30 sec/less 90% of 1-min.

7. PACKAGE PLANS

SECTION II

*TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	17.00	16.00	15.50	15.00

30 sec/less: 90% of 1-min.
(*) Not less than 6 days per wk.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—7-1/2% 52 wk—10%

CALIFORNIA—Los Angeles

KFI

TIME RATES

No. 3 Eff 12/1/74—Rev 7/1/75—Rec'd 8/7/75.

7. PACKAGE PLANS

TAP III

	Mon thru Fri	Sat
10 am-3 pm	7 ti	2 ti
3-7 pm	5 ti	1 ti
7 pm-midnight	5 ti	.....
EA:	1 min	30 sec
20 ti	47.50	38.00

OPEN PHONE FORUM—MON THRU SAT
8 PM-MIDNIGHT

Per wk, 1 min/less. 12 ti, ea 30.00; 24 ti. ea 25.00.

COLORADO—Denver

KOSI

AURORA

TIME RATES

AM/FM COMBINATION

No. 85 Eff 1/16/75—Rec'd 8/6/75.

AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 3-7 am-7 pm; Sun 7 am-7 pm.
A—Mon thru Sat 7 pm-midnight.
B—Simulcast midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:

	1 min				30 sec			
	AAAA	AAA	AA	A	AAAA	AAA	AA	A
(*)	73	71	61	30	63	61	51	27
(†)	68	66	56	25	58	56	46	22
6 ti	63	61	51	20	53	51	41	17
12 ti	61	59	49	19	51	49	39	16
18 ti	59	57	47	18	49	47	37	15
24 ti	57	55	45	17	47	45	35	14

B: PER WK:	6 ti	12 ti	18 ti	24 ti
1 min or less	5.50	5.00	4.50	4.00

(*) Specified days & hours.
(†) Specified days or hours.

DELAWARE—Dover

WDSD (FM)

TIME RATES

No. 4 Eff 8/1/75—Rec'd 8/7/75.

6. SPOT ANNOUNCEMENTS

	1x	60x	120x	240x	360x	480x	600x	1000x
1 min	10.59	9.65	8.94	8.12	7.17	6.47	6.12	5.65
30 sec	8.47	7.65	7.17	6.47	5.76	5.18	4.82	4.47
10 sec	6.35	5.53	5.29	4.82	4.24	3.88	3.53	3.29

7. PACKAGE PLANS

7-DAY PLAN:	20 ti	30 ti	40 ti
1 min	7.17	6.47	6.12
30 sec	5.76	5.18	4.82
10 sec	4.24	3.88	3.53

DISTRICT OF COLUMBIA—Washington

WPGC

BLADENSBURG, MD.

2. REPRESENTATIVES

Change in:
Buckley Radio Sales, Inc.
NOTE: This change in representative also applies to WPGC-FM.

FLORIDA—Fort Lauderdale-Hollywood
FLORIDA—Miami-Miami Beach

WHYI (FM)

FORT LAUDERDALE

TIME RATES

Eff 8/1/75—Rec'd 8/11/75.

AAA—Mon thru Fri 5:30-10 am & 3-7 pm; Sat 5:30 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 7 pm-midnight; Sun 5:30 am-midnight.
A—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	70	68	66	64
AA	68	66	64	62
A	45	43	41	39

30 sec/less: 80% of 1-min.

7. PACKAGE PLANS

PER WK, BTA:	6 ti	12 ti	18 ti
1 min	50	48	46

10. SPECIAL FEATURES

10 sec ea, AM drive. 40 ti per wk 1400.00.

ILLINOIS—Chicago
ILLINOIS—Chicago Urban Area

WBMX (FM)

OAK PARK

TIME RATES

No. 11 Eff 7/21/75—Rec'd 8/11/75.

AAA—Mon thru Fri 3 pm-midnight; Sat 10 am-7 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Fri 10 am-3 pm; Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	44	35	37	30	32	26
12 ti	42	34	36	29	31	25
18 ti	40	32	34	27	29	23
24 ti	38	30	33	26	27	22

INDIANA—Elkhart

WYEZ

TIME RATES

Eff 8/1/75—Rec'd 8/6/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min/less	14	13	12	11	10

INDIANA—Richmond

WQLK (FM)

TIME RATES

Eff——————Rec'd 8/7/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti
1 min	4.41	3.76	3.51	3.25	3.00
30 sec	3.53	3.00	2.80	2.60	2.40

KENTUCKY—Hazard

WKIC

TIME RATES

Eff 9/1/75—Rec'd 8/7/75.

(This listing continued on next page)

KENTUCKY—Hozard—Continued

W K I C—Continued

6. SPOT ANNOUNCEMENTS

	1-104x	156x	208x	260x	312x	1248x
1 min	3.50	3.40	3.30	3.20	2.95	2.75
30 sec	3.00	2.90	2.80	2.50	2.35	2.15

NOTE: WSGS (FM) rates are identical.

KENTUCKY—Louisville

W X V W

JEFFERSONVILLE, IND.

TIME RATES

No. 16 Eff 9/1/75—Rec'd 8/8/75.

AA—6 am-7 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 time	9.50	7.50	8.00	6.50
12 ti	9.00	7.00	7.00	6.00
18 ti	8.50	6.50	6.50	5.50
24 ti	8.00	6.00	6.00	5.00
30 ti	7.50	5.50	5.50	4.00

15 sec: 50% of 1-min.
Specified time, per spot, extra 1.00.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/2AA, 1/2A

	12 ti	20 ti	30 ti	40 ti	50 ti
1 min	8.50	8.00	7.00	6.50	6.00
30 sec	6.50	6.00	5.00	4.50	4.00
BULK:			300x	500x	1000x
1 min			6.00	5.75	5.50
30 sec			4.00	3.75	3.50

15 sec: 50% of 1-min.
Specified time, per spot, extra 1.00.

LOUISIANA—Shreveport

K R O K (FM)

TIME RATES

No. 6 Eff 9/1/75—Rec'd 8/7/75.

6. SPOT ANNOUNCEMENTS

PER YR, ROS:	1x	250x	500x	1000x
PER WK, ROS:	10 ti	20 ti	30 ti	50 ti
1 min	9	8	7	6
30 sec/less	8	7	6	5

Specified day parts, per spot, extra 1.00.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS

	1 min	30 sec
100 ti per mo, flat	500	400

Specified day parts, per spot, extra 1.00.

MAINE—Portland

W P O R W P O R-FM

TIME RATES

No. 3 Eff 8/1/75—Rec'd 8/7/75.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	36	30	32	26	24	18
12 ti	34	28	30	24	22	16
18 ti	32	26	28	22	20	14
24 ti	30	24	26	20	18	12
30 ti	28	22	24	18	16	10

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	28	26	24	22	20
30 sec	22	20	18	16	14

MICHIGAN—Grand Rapids

W L A V

TIME RATES

AM/FM COMBINATION

No. 17 Eff 8/1/75—Rec'd 8/7/75.

AAA—5:30-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	42	40	38	36
AA	40	38	36	34
BTA	36	35	34	33

30 sec: 80% of 1-min.
AM only: 60% of AM/FM combination.

MICHIGAN—Grand Rapids

W L A V-FM

TIME RATES

AAA—3 pm-midnight.
AA—6 am-3 pm.
60% of AM-FM combination.

NEW LISTING

NEW MEXICO—Las Cruces

K A S K

1974

Logan D. Matthews, First National Tower, Las Cruces, N. M. 88001. Phone 505-524-2103.

1. PERSONNEL

General Manager—Logan D. Matthews.
Sales Manager—Greg Dvorak.
Prog. Dir. & Opr. Mgr.—John Forsythe.

3. FACILITIES

ERP 780 w. (horiz.), 780 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 6-2 am. MST.
Antenna ht.: 110 ft. below average terrain.

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22b, 23a, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 46, 47e.
Comb. Cont. Discounts: 60a, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES

No. 1 Eff 4/1/75—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Ea	4.00	3.00	2.00

7. PACKAGE PLANS

Monthly dollar volume	100.00	150.00	200.00	300.00	400.00
Bonus	20.00	40.00	60.00	80.00	100.00

NEW MEXICO—R~swell

K S W S

NOTE: The call letters of this station have been changed to:

K B C Q

NORTH CAROLINA—Hickory

W I R C

2. REPRESENTATIVES

Change in:
Southern Spot Sales, Inc.

NORTH CAROLINA—Hickory

W X R C (FM)

Addition of:

2. REPRESENTATIVES

Southern Spot Sales, Inc.

OHIO—Oberlin

W O B L

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

No. 6 Eff 9/1/75—Rec'd 8/7/75.

AA—6-9 am & 3-7 pm.
A—9 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
1 x	12.00	10.00	7.50	11.00	9.00	6.50
14-52 x	11.50	9.50	7.00	10.50	8.50	6.00
104 x	11.00	9.00	6.50	10.00	8.00	5.50
156 x	10.50	8.50	6.00	9.50	7.50	5.00
208 x	10.00	8.00	5.50	9.00	7.00	4.50
260 x	9.50	7.50	5.00	8.50	6.50	4.00
312 x	9.00	7.00	4.50	8.00	6.00	3.50
624 x	8.00	6.00	4.00	7.00	5.50	3.25
1040 x	7.50	5.50	3.50	6.50	5.00	3.00

20 sec: 90% of 30-sec.
1080+ deduct 5%.

7. PACKAGE PLANS

7-DAY PACKAGE PLAN—50%AA, 50%A

	6 ti	12 ti	21 ti	31 ti	41 ti	61 ti
1 min	10.50	9.00	8.25	7.50	7.00	6.50
30 sec	7.75	7.25	6.75	6.25	5.75	5.25
10 sec	6.50	6.00	5.00	4.75	4.25	3.75

20 sec: 90% of 30-sec.
65+ deduct 5%.
WEEKENDER IMPACT—SAT/SUN/MON/TUES
40 plan (10 per day), per spot, net 5.50.
20 plan (5 per day), per spot, net 6.00.

OKLAHOMA—Duncan

K R H D

TIME RATES

Eff 9/1/75—Rec'd 8/6/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	624x	1000x
1 min	6.30	5.75	5.30	5.10	4.40	3.75	3.55	3.30
30 sec	4.40	4.00	3.55	3.30	3.10	2.90	2.65	2.45

7. PACKAGE PLANS

15 sec, 40 ti/1 day			55.00
PER DAY:	5 ti	8 ti	12 ti
15 sec, per mo	165	264	330

OKLAHOMA—Oklahoma City

K W H P (FM)

EDMOND

TIME RATES

Eff——Rec'd 8/8/75.

AAA—Mon thru Sat 3-10 pm.
AA—Mon thru Sat 6 am-3 pm & 10 pm-2 am; Sun 6 am-midnight.
A—ROS Mon thru Sat 6-2 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	10.00	8.00	9.00	7.00	7.50	6.50
12 ti	9.00	7.00	8.00	6.50	7.00	6.00
18 ti	8.50	6.50	7.50	6.00	6.50	5.50
24 ti	8.00	6.00	7.00	5.50	6.00	5.00
48 ti	7.00	5.50	6.00	5.00	5.50	4.50

15 sec: 50% of 1-min.

7. PACKAGE PLANS

BULK—ROS

PER YR:	300x	600x	1000x	1200x	1800x
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00

15 sec: 50% of 1-min.
Guaranteed days—6-2 am.

TENNESSEE—Dyersburg

W T R O

TIME RATES

Eff 8/1/75—Rec'd 8/11/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	4.25	4.05	3.85	3.60	3.40
30 sec	3.40	3.25	3.10	2.90	2.70
	260x	312x	520x	780x	1000x
1 min	3.30	3.20	3.10	2.95	2.85
30 sec	2.65	2.55	2.45	2.35	2.25

AM & FM combinable for frequency discount.
NOTE: WASL rates are identical.

TEXAS—Dallas
TEXAS—Fort Worth

W B A P

TIME RATES

No. 22 Eff 9/1/75—Rec'd 8/6/75.

AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-5 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	175	170	165	.....
AA	145	140	130	120
A	95	90	85	80
B	75	70	60	50

30 sec: 80% of 1-min.

7. PACKAGE PLANS

DRIVE PLAN—1/2AAA, 1/2AA

PER WK:	6 ti	9 ti	12 ti	15 ti	16 ti
1 min	145	.....	140	.....	130

DAYTIME CUME PLAN—1/3AAA, 1/3AA, 1/3A

1 min	125	120	115	110	100

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

5 min—1-1/2x 1-min. 10 min—2x 1-min.

10. SPECIAL FEATURES

FARM & RANCH AGRICULTURAL NEWS

PER WK, 1 MIN/LESS:	1 ti	3 ti	6 ti
Mon thru Sat 5-6:30 am	125	120	115

TEXAS—Houston

K R L Y (FM)

TIME RATES

No. 7 Eff 6/1/75—Rec'd 8/7/75.

6. SPOT ANNOUNCEMENTS

SPECIFIED

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	24	22	20	18	18	16	15	14
30 sec	19	17	16	15	15	14	13	12

Fixed position, extra 25%.

(This listing continued on next page)

TEXAS—Houston—Continued

KRLY (FM)—Continued

7. PACKAGE PLANS

18-HOUR IMPACT—1/2AAA, 1/2AA

FLOATING, PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	20	18	16	15
30 sec	16	15	14	13

24-HOUR IMPACT—1/3AAA, 1/3AA, 1/3A

1 min	16	15	14	12
30 sec	14	13	12	11

TEXAS—McKinney

KMMK (FM)

Addition of:

2. REPRESENTATIVES

Dean Cowart Representatives.

TEXAS—Rosenberg-Richmond

KFRD

NOTE: KFRD-FM is now operated in conjunction with KFRD.

KFRD KFRD-FM

UTAH—Salt Lake City

KSOP

NOTE: KSOP-FM is now operatted in conjunction with KSOP.

KSOP KSOP-FM

VERMONT—White River Junction

WNHV WNHV-FM

TIME RATES

No. 10 Eff 9/1/75—Rec'd 8/6/75.

AAA—Mon thru Fri 6:30-8 am.

AA—Mon thru Fri 6-6:30 am, 8-9 am, noon-1 pm & 4-6:30 pm; Sat 6 am-1 pm.

A—Mon thru Fri 10 am-noon & 1-4 pm; Sat 1-6:30 pm; Sun 7 am-6:30 pm.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	8.50	6.80	7.90	6.30	6.30	5.10
13 x	8.25	6.60	7.60	6.10	6.10	4.90
26 x	8.00	6.30	7.30	5.90	5.90	4.70
52 x	7.60	6.10	7.00	5.60	5.60	4.50
104 x	7.30	5.90	6.75	5.40	5.40	4.30
156 x	7.00	5.60	6.50	5.20	5.20	4.20
260 x	6.75	5.40	6.20	4.80	4.80	3.90
520 x	6.20	4.90	5.60	4.50	4.50	3.50
1040 x	5.60	4.50	5.00	4.00	4.00	3.20

7. PACKAGE PLANS

ROS—6 AM-6:30 PM

WITHIN 1 WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.10	5.75	5.40	5.00	4.70
30 sec	4.90	4.60	4.30	4.00	3.75

ROS—6:30 PM-MIDNIGHT

WITHIN 1 WK:	3 ti	5 ti	10 ti
1 min	3.50	3.20	2.90

VIRGINIA—Winchester

WINC

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff——Rec'd 8/7/75.

6. SPOT ANNOUNCEMENTS

	AA				A			
	1x	101x	201x	301+	1x	101x	201x	301+
1 min	7.77	7.06	6.47	5.82	5.88	5.29	4.71	4.12
20/30	5.18	4.88	4.53	4.18	3.88	3.53	3.24	2.94
10 sec	3.65	3.35	3.12	2.88	2.71	2.47	2.24	2.00

WASHINGTON—Seattle

KETO (FM)

Addition of:

2. REPRESENTATIVES

West Coast—The Tacher Company.

WISCONSIN—Manitowoc-Two Rivers

WKKB (FM)

MANITOWOC

TIME RATES

Eff——Rec'd 8/7/75.

7. PACKAGE PLANS

YR, ROS:	1x	300x	600x	900x	1200x	1500x
1 min	6.00	4.50	4.00	3.50	3.30	3.20
30 sec	5.00	3.50	3.00	2.50	2.30	2.20

5 day minimum.

Specified times, extra 25%.

DAILY, ROS:	3 ti	5 ti	10 ti
1 min	4.65	4.45	4.25
30 sec	3.65	3.45	3.25

WISCONSIN—Reedsburg

WRDB-FM

TIME RATES

No. 2 Eff 10/1/74—Rec'd 8/7/75.

7. PACKAGE PLANS

26 spots per mo. 32.50

Standard Rate & Data Service makes every effort to secure information from reliable sources and to be correct in everything it publishes but assumes no liability if any inaccuracies are contained herein.

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Listing changes received too late for inclusion in listing pages

CHANGE BULLETIN

CAUTION—page numbers break here

No pages are missing!

Should you detect a break in the continuity of page numbers between this page and the preceding one, you need not be concerned. There have been no pages omitted—*only page numbers*. The break in page numbers is the result of a production procedure designed to step up the production of *Spot Radio Rates and Data*, so it will reach you at the *earliest* possible moment after its forms close.

Similar breaks in page numbers will occur at about this point in future issues. It will not indicate that any pages are missing.

We think you will agree that the contents and the cutting of production time of *Spot Radio Rates and Data* are far more important to you than maintaining the continuity of page numbers.

501

Negro Population Data

(January 1, 1975)

STATE TOTAL	42,667	Minneapolis-St. Paul	38,724
METRO AREAS		Rochester	334
Duluth-Superior	1,469	St. Cloud	357
Fargo-Moorhead	232	Total Metros	41,116

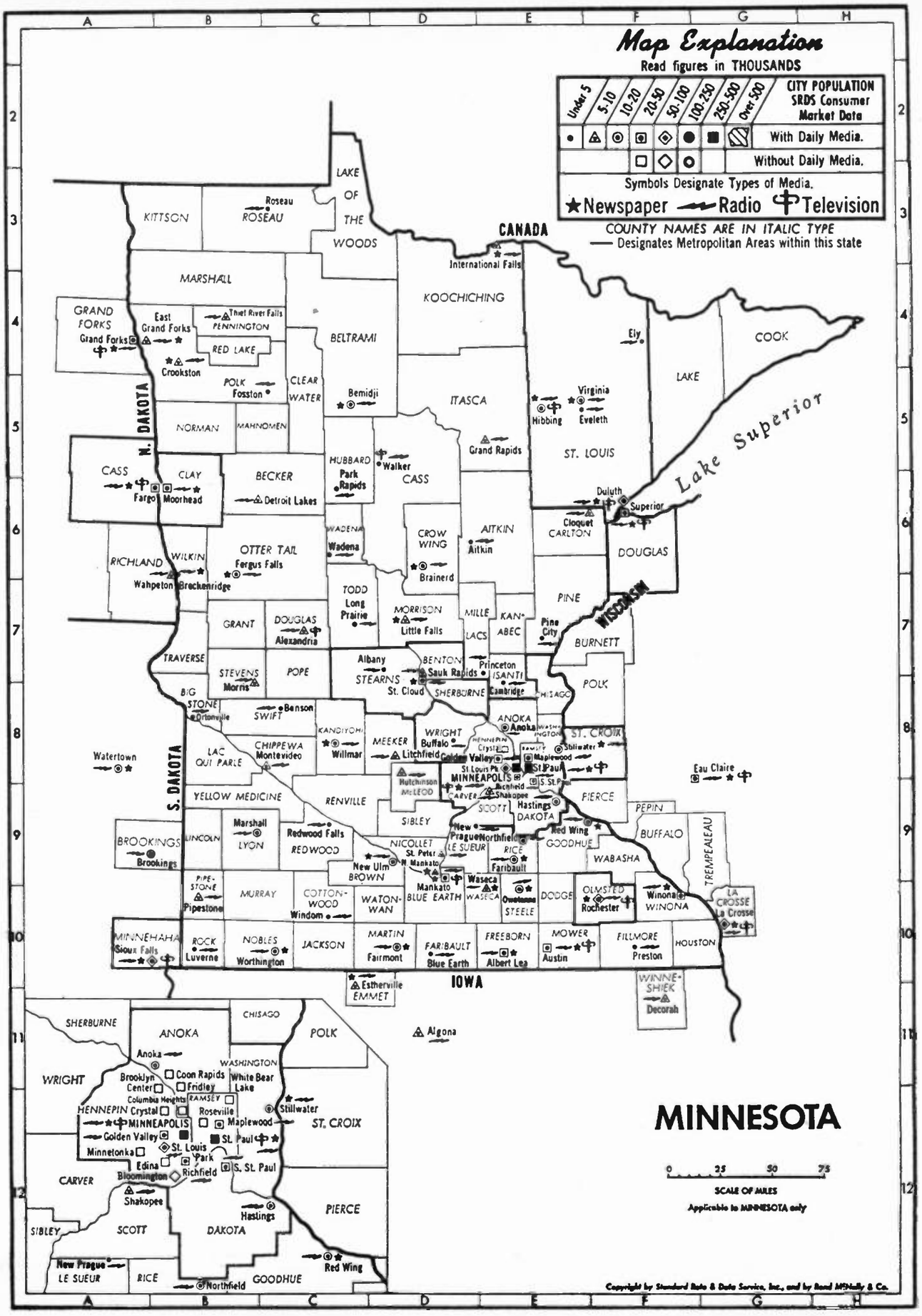
Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	23,198	METRO AREAS Minneapolis-St. Paul	17,070



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Albert Lea—Freeborn
Austin—Mower
Blaine—Anoka
Bloomington—Hennepin
Brooklyn Center—Hennepin
Brooklyn Park—Hennepin
Burnsville—Dakota
Columbia Heights—Anoka
Coon Rapids—Anoka
Crystal—Hennepin
Duluth—Saint Louis
Edina—Hennepin
Fridley—Anoka
Golden Valley—Hennepin
Mankato—Blue Earth
Maplewood—Ramsey
Minneapolis—Hennepin
Minnetonka—Hennepin
Moorhead—Clay
New Brighton—Ramsey
New Hope—Hennepin
Richfield—Hennepin
Rochester—Olmsted
Roseville—Ramsey
St. Cloud—Stearns
St. Louis Park—Hennepin
St. Paul—Ramsey
South St. Paul—Dakota
West St. Paul—Dakota
White Bear Lake—Ramsey
Winona—Winona

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MINNESOTA STATE TOTALS	3,924.1	1,295.32	18,922,611	14,608	5.6	9.9	8.8	26.0	44.3	10,480,414	8,091	1,979,611	310,343	1,697,714	450,730	436,525	1,643,121	950,496	1,946.75	486.8	4,649,237
AITKIN E-6	10.9	4.05	43,320	10,696	10.7	16.2	10.3	21.8	28.8	21,772	5,376	5,296	607	2,334	478	499	3,702	2,188	5.90	3.0	12,606
ANOKA E-8	180.2	50.51	811,765	16,071	2.4	3.4	7.0	32.3	52.6	279,497	5,533	63,568	10,343	56,956	5,385	14,963	25,906	30,673	54.79	3.5	17,446
Blaine[1]	25.6	6.83	101,126	14,806	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Columbia Heights	26.2	8.20	131,555	16,043	.....	.....	.....	.....	.....	40,571	4,948	14,051	1,154	345	414	1,220	5,706	7,581	.....	.....	.....
Coon Rapids	36.5	8.87	145,138	16,363	.....	.....	.....	.....	.....	44,664	5,035	16,917	1,182	529	423	6,909	1,405	4,849	.....	.....	.....
Fridley	34.6	10.17	179,400	17,640	.....	.....	.....	.....	.....	87,582	8,612	14,110	3,538	52,187	1,971	1,925	830	6,294	.....	.....	.....
BECKER C-5	28.1	9.27	103,274	11,141	10.1	15.9	10.6	23.2	28.8	56,360	6,080	11,386	1,368	3,216	4,749	1,761	6,793	8,397	12.25	8.5	54,400
BELTRAMI C-4	27.4	8.47	102,686	12,123	9.2	16.4	11.2	21.9	31.3	70,656	8,342	14,155	1,708	5,341	4,786	3,778	13,474	9,417	11.39	3.2	12,684
BENTON O-7	21.9	6.48	87,892	13,564	6.0	12.1	9.8	25.9	39.6	35,790	5,523	6,350	1,044	4,422	427	2,806	1,478	7,531	9.36	6.0	36,233
BIG STONE B-8	7.6	2.66	33,062	12,429	7.4	15.6	11.5	22.1	33.1	24,351	9,155	4,211	1,330	1,655	877	623	2,852	1,989	4.33	2.5	30,158
BLUE EARTH D-10	54.9	17.18	259,619	15,112	5.9	12.1	9.7	25.1	42.6	158,689	9,237	23,559	6,355	29,274	7,757	9,770	20,500	13,961	25.64	9.5	83,323
Mankato	33.2	10.16	141,302	13,908	.....	.....	.....	.....	.....	131,603	12,953	18,393	5,956	29,221	7,678	9,136	18,666	10,440	.....	.....	.....
BROWN C-9	29.2	9.66	124,892	12,929	6.4	12.3	9.9	26.2	37.3	82,237	8,513	13,616	2,491	8,601	2,938	3,465	12,535	6,254	15.33	7.5	85,825
CARLTON E-6	29.3	9.25	113,361	12,255	5.3	11.3	12.6	31.3	33.0	84,085	9,090	16,782	1,394	4,071	3,213	1,779	29,808	9,034	14.22	2.4	10,156
CARVER D-9	30.5	9.35	161,046	17,224	4.5	7.8	6.7	21.7	53.9	51,685	5,528	9,353	1,557	1,587	1,096	2,409	8,033	5,209	13.11	7.0	50,309
CASS D-5	17.6	6.06	60,630	10,005	13.1	18.1	11.3	20.2	23.9	36,512	6,025	10,371	1,089	1,359	336	189	6,683	4,056	8.19	2.3	14,317
CHIPPEWA C-8	14.3	5.06	61,887	12,231	8.8	13.0	9.2	25.3	35.2	43,870	8,670	7,939	1,344	3,315	1,203	1,794	7,102	4,325	8.08	4.8	61,468
CHISAGO E-8	19.0	6.16	81,350	13,206	7.3	7.8	7.4	26.6	42.9	42,006	6,819	7,825	1,074	673	755	1,204	6,710	5,688	10.50	3.8	24,562
CLAY B-5	49.5	14.99	217,074	14,481	5.6	9.7	9.5	26.8	43.7	120,311	8,026	27,402	2,736	5,191	2,478	7,507	20,054	13,964	22.17	5.6	75,578
Moorhead	32.0	9.46	133,229	14,083	.....	.....	.....	.....	.....	94,804	10,022	22,675	1,857	3,135	1,999	5,009	17,029	10,530	.....	.....	.....
Fargo-Moorhead Metro Area	129.9	41.60	628,188	15,101	4.9	9.9	8.8	25.2	46.9	411,032	9,881	62,079	9,548	54,160	18,841	20,314	67,348	28,998	64.70	.....	.....
CLEARWATER C-5	8.0	2.75	29,110	10,585	12.1	18.5	11.2	19.6	24.6	13,317	4,843	3,280	540	3,404	159	932	1,040	1,974	3.98	3.2	14,798
COOK G-4	3.4	1.28	15,571	12,165	7.5	18.3	12.3	23.6	32.3	9,007	7,037	2,694	.....	447	178	.....	1,570	2,152	1.74	.....	.....
COTTONWOOD C-10	14.5	5.13	80,097	15,613	7.0	14.5	10.6	21.8	39.2	43,961	8,569	6,056	893	2,064	1,135	691	8,427	3,555	8.29	5.4	74,954
CROW WING D-6	35.5	12.23	135,771	11,101	8.9	15.5	11.7	25.1	30.5	98,007	8,014	31,659	1,303	7,594	4,401	2,788	16,297	11,017	19.17	3.0	11,716
DAKOTA E-9	162.7	47.72	813,454	17,046	2.7	3.9	6.6	28.8	55.6	274,923	5,761	64,036	8,051	19,024	10,038	11,664	42,165	27,442	63.83	5.8	57,419
Burnsville	30.0	8.05	131,339	16,315	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
South St. Paul	26.2	8.63	132,578	15,362	.....	.....	.....	.....	.....	67,525	7,824	14,744	2,734	557	1,782	3,543	18,083	5,227	.....	.....	.....
West St. Paul	20.8	7.43	128,812	17,337	.....	.....	.....	.....	.....	63,221	8,509	22,789	1,984	16,063	5,658	2,819	4,713	4,007	.....	.....	.....
DODGE E-10	12.7	4.12	58,737	14,257	6.9	10.6	6.9	25.2	43.7	30,865	7,492	6,182	645	1,221	660	204	3,640	4,373	6.68	5.2	56,049
DOUGLAS C-7	23.2	7.93	93,388	11,777	8.7	16.1	11.0	22.4	31.4	63,828	8,049	12,578	1,327	3,495	3,132	2,973	8,060	8,436	12.79	6.8	44,840
Alexandria	7.0	2.64	27,535	10,430	.....	.....	.....	.....	.....	45,720	17,318	8,505	879	2,936	2,640	2,707	7,552	5,323	.....	.....	.....
FARIBAULT D-10	19.8	6.95	96,083	13,825	6.9	13.0	9.5	25.5	38.4	66,911	9,627	11,384	1,435	3,100	1,270	2,215	9,945	6,549	11.74	7.2	98,703
FILLMORE F-10	21.1	7.35	94,100	12,803	8.8	15.5	10.1	21.7	37.3	59,521	8,098	8,770	983	3,212	1,255	1,419	12,024	5,889	12.15	8.3	108,661
FREEBORN E-10	40.5	13.63	170,123	12,482	7.0	12.2	10.9	29.5	34.8	123,860	9,087	17,862	4,151	16,961	4,111	5,664	18,779	10,128	20.33	8.2	92,191
Albert Lea	20.2	7.12	85,662	12,031	.....	.....	.....	.....	.....	90,734	12,744	15,502	3,304	16,047	3,699	4,597	16,174	7,895	.....	.....	.....
GOODHUE E-9	35.1	11.92	166,091	13,934	6.2	10.1	8.1	24.6	45.2	102,022	8,559	23,289	2,890	8,151	2,940	3,351	16,691	6,942	19.27	8.5	81,591
GRANT B-7	7.1	2.52	31,159	12,365	9.6	16.9	11.0	22.2	31.8	25,369	10,067	2,611	960	1,334	896	444	4,993	1,481	4.22	3.0	35,585
HENNEPIN E-8†	961.4	338.65	5,554,794	16,403	4.3	6.8	7.1	25.4	53.0	3,203,144	9,459	542,301	95,893	771,661	160,032	152,478	518,044	239,074	531.49	3.0	35,721
Bloomington	93.7	27.39	496,156	18,114	.....	.....	.....	.....	.....	277,757	10,141	58,666	7,330	117,754	7,664	7,744	36,626	19,352	.....	.....	.....
Brooklyn Center	37.5	10.72	178,027	16,607	.....	.....	.....	.....	.....	171,759	16,022	17,341	665	112,269	7,371	6,224	12,546	3,896	.....	.....	.....
Brooklyn Park	31.9	9.81	145,271	14,808	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Crystal	33.2	9.78	163,931	16,762	.....	.....	.....	.....	.....	91,645	9,371	32,760	2,071	37,990	1,548	4,750	4,668	3,769	.....	.....	.....
Edina	49.6	16.10	450,325	27,970	.....	.....	.....	.....	.....	191,592	11,900	25,031	4,953	33,549	19,782	18,461	15,210	7,269	.....	.....	.....
Golden Valley	28.0	8.29	190,359	22,962	.....	.....	.....	.....	.....	49,217	5,937	5,401	2,431	4,824	1,282	824	2,553	3,406	.....	.....	.....
Minneapolis	417.5	170.07	2,197,819	12,923	.....	.....	.....	.....	.....	1,884,428	11,080	252,808	53,127	321,961	88,950	83,596	271,072	126,149	.....	.....	.....
Minneapolis-St. Paul Metro Area	2,041.6	676.34	10,859,895	16,057	4.1	6.7	7.4	26.9	51.5	5,592,315	8,268	1,023,871	175,649	1,202,535	250,600	249,499	872,977	464,129	1,014.77	.....	.....
Minnetonka	39.9	11.13	246,975	22,190	.....	.....	.....	.....	.....	33,052	2,970	10,385	.....	19,153	392	720	5,066	5,809	.....	.....	.....
New Hope	29.5	8.41	119,190	14,172	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Richfield	48.7	16.77	282,228	16,829	.....	.....	.....	.....	.....	129,877	7,745	32,166	6,917	17,323	4,782	8,580	25,564	9,802	.....	.....	.....
St. Louis Park	51.9	18.41	320,484	17,408	.....	.....	.....	.....	.....	215,078	11,683	28,204	4,799	60,472	17,664	14,982	46,735	13,307	.....	.....	.....
HOUSTON G-10	17.4	5.50	81,661	14,847	7.3	12.3	8.6	22.5	44.5	34,765	6,321	6,035	866	1,523	468	577	3,881	5,395	8.90	5.4	62,693
HUBBARD C-5	10.6	3.74	39,063	10,445	11.0	16.8	10.5	20.6	28.8	22,480	6,011	4,971	746	1,324	753	319	4,244	4,323	5.76	2.1	5,901
ISANTI E-7	23.9	7.25	88,861	12,257	6.6	10.7	9.8	28.5	36.1	41,421	5,713	7,188	1,243	1,110	1,792	1,023	7,124	6,358	8.68	5.3	26,775
ITASCA D-5	39.7	13.12	133,125	10,147	9.4	17.1	14.5	28.2	21.3	91,043	6,939	27,077	2,825	6,077	5,152	1,859	13,471	13,224	17.15	2.5	7,843
JACKSON C-10	14.0	4.84	67,770	14,002	7.2	14.1	10.2	21.7	41.5	33,152	6,850	5,822	724	1,079	1,389	669	6,039	2,695	7.16	6.9	99,080
KANABEC E-7	9.8	3.33	44,502	13,364	8.6	14.9	9.3	22.4	37.3	21,059	6,324	5,259	765	1,338	389	309	5,110	1,565	5.08	3.7	18,116
KANDIYOHI C-8	30.5	10.11	139,821	13,830	6.4	13.0	9.7	23.1	41.3	91,507	9,051	15,690	1,266	11,943	4,582	3,875	18,486	9,275	16.33	7.9	91,457
KITTSON B-3	6.1	2.19	28,874	13,184	7.5	14.2	10.1	24.9	35.2	15,917	7,268	2,854	186	495	213	493	2,155	2,920	3.73	2.1	29,936
KOOCHICHING D-4	16.8	5.59	66,243	11,850	7.6	14.8	12.0	27.3	31.6	41,984	7,511	13,392	1,964	3,409	1,468	1,545	7,172	4,619	7.96	.8	2,724
LAC QUI PARLE B-8	10.3	3.65	46,784	12,818	7.8	14.5	10.4	23.7	34.7	26,383	7,228	5,647	570	735	917	616	903	2,275	5.63	5.2	56,731
LAKE F-5†	13.0	4.20	51,421	12,243	3.5	11.8	14.5	33.2	32.7	27,061	6,443	9,064	853	902	724	545	5,192	3,678	5.97	.1	472
LAKE OF THE WOODS C-3†	4.0	1.36	15,018	11,043	10.0	16.8	11.5	24.6	27.7	7,573	5,568	1,750	281	449	417	137	547	1,122	1.97	1.0	3,600
LE SUEUR D-9	21.6	7.20	103,409	14,362	6.9	12.1	8.9	23.7	42.1	48,012	6,668	9,318	870	2,805	420	1,609	7,452	5,832	11.45	6.8	47,896
LINCOLN B-9	7.4	2.56	29,857	11,663	9.4	16.9	10.8	22.4	32.2	17,144	6,697	2,843	532	1,161	182	513	1,930	1,650	4.31	4.7	46,199
LYON B-9	24.6	7.79	103,509	13,287	6.8	13.1	10.3	26.1	36.6	79,192	10,166	11,905	1,821	5,447	3,155	2,632	12,721	6,124	12.84	6.0	88,298
McLEOD D-9	28.7	9.67	137,863	14,257	6.0	11.2	9.0	25.2	42.6	97,109	10,042	13,192	2,192	6,703	2,243	3,057	17,637	8,580	15.56	7.8	70,364
MAHNOMEN C-5	5.3	1.64	20,668	12,602	8.9	13.3	8.7	19.4	35.9	8,321	5,074	1,364	390	666	297	127	1,053	790	2.72	2.5	17,047
MARSHALL B-4	12.7	4.21	52,626	12,500	8.0	13.8	9.7	23.8	34.0	21,614	5,134	3,275	656	889	339	329	4,573	3,085	6.53	6.3	55,779
MARTIN D-10	25.5	9.18	124,780	13,593	6.5	12.5	9.7	26.4	38.2	78,694	8,572	10,001	1,750	6,372	4,023	3,730	12,178	7,046	13.50	8.3	128,703
MEEKER D-8	18.6	6.26	78,914	12,606	8.9	14.8	9.9	21.3	34.6	45,598	7,284	8,369	923	1,833	1,227	694	7,794	3,681	9.80	6.7	64,411
MILLE LACS D-7	16.0	5.44	66,338	12,194	8.0	13.8	9.8	23.2	36.0	42,227	7,762	8,967	896	2,236	557	655	7,699	4,297	8.79	4.6	25,364
MORRISON D-7	26.9	8.11	110,094	13,575	7.8	12.6	8.8	23.0	36.6	58,270	7,815	10,106	1,620	5,741	1,633	1,542	7,542	9,018	12.97	10.0	58,667
MOWER E-10	44.6	14.93	201,740	13,512	6.8	10.7	8.4	25.3	42.5	126,015	8,440	26,250	3,624	18,615	4,015	6,718	15,980	13,486	25.04	7.8	95,062
Austin	24.8	8.34	113,298	13,585	.....	.....	.....	.....	.....	85,115	10,206	21,269	3,330	18,213	3,723	4,606	12,194	9,551	.....	.....	.....
MURRAY B-10†	11.7	3.79	62,645	16,529	7.2	14.2	10.4	21.3	40.8	27,374	7,223	5,756	324	1,410	436	925	2,632	2,650	6.26	6.3	82,008
NICOLLET D-9	24.8	7.35	115,598	15,728	4.4	10.7	8.8	23.7	48.3	39,445	5,367	8,495	1,408	970	1,049	738	5,435	5,123	10.34	5.8	56,474
NOBLES C-10	23.0	7.61	103,214	13,563	5.9	14.9	11.0	25.0	37.7	75,122	9,871	12,933	1,445	9,394	4,038	3,866	8,819	5,513	12.12	7.7	106,169
NORMAN B-5	9.3	3.35	37,501	11,194	10.1	19.2	13.2	20.8	28.9	24,176	7,217	3,703	803	735	651	189	2,677	1,942	5.32	4.2	48,927
OLMSTED F-10	90.6	29.65	466,637	15,738	4.7	7.7	7.2	25.8	50.6	247,205	8,341	42,242	11,144	51,028	15,938	14,651	41,054	20,027	42.76	7.3	69,635
Rochester	58.7	20.32	304,343	14,978	.....	.....	.....	.....	.....	218,686	10,762	38,579	10,393	50,781	15,128	12,841	34,415	16,478	.....	.....	.....
Rochester Metro Area	90.6	29.65	466,637	15,738	4.7	7.7	7.2	25.8	50.6	247,305	8,341	42,242	11,144	51,028	15,938	14,651	41,054	20,027	42.76	.....	.....
OTTER TAIL C-6	47.9	16.39	193,846	11,827	9.7	15.5	10.4	21.9	31.4	98,737	6,024	19,238	3,295	9,389	4,075	3,893	18,055	9,568	24.00	17.5	128,634
PENNINGTON B-4	13.3	4.56	60,643	13,299	6.3	13.9	11.0	25.7	37.2	34,071	7,472	7,487	879	4,222	1,814	1,198	6,223	3,588	7.07	3.2	22,835
PINE E-7	16.6	5.58	69,543	12,463	7.2	12.6	9.0	23.6	38.4	30,243	5,420	6,769	646	2,066	801	603	5,696	5,392	8.73	6.4	27,967
PIPESTONE B-10	12.4	4.30	50,442	11,731	9.8	17.2	11.2	22.1	30.0	43,314	10,073	5,876	577	3,205	1,098	1,787	5,102	2,925	6.83	4.1	60,755
POLK B-5	37.3	12.43	146,305	11,770	9.0	14.5	10.2	24.4	32.8	86,580	6,965	18,735	2,478	4,775	1,929	2,837	9,572	12,793	17.39	9.9	112,126
POPE C-7	10.4	3.60	66,449	18,458	6.3	9.3	6.1	19.7	48.7	23,067	6,408	4,706	705	846	1,094	483	3,233	3,623	5.82	4.6	44,025

(1) Includes portion in Ramsey County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
RAMSEY E-8	471.2	160.97	2,482,030	15,419	4.5	7.4	7.9	27.2	49.4	1,361,240	8,456	262,057	47,808	340,892	63,463	57,309	207,128	106,714	250.16	.....	.....
Maplewood	27.4	7.75	131,124	16,919	.....	.....	.....	.....	.....	63,139	8,147	9,135	574	6,403	2,937	2,730	3,924	4,813	.....	.....	.....
New Brighton	24.5	7.54	115,477	15,315	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Roseville	38.2	11.64	217,670	18,700	.....	.....	.....	.....	.....	101,313	8,704	41,513	4,276	25,751	3,078	2,884	3,017	7,743	.....	.....	.....
St. Paul	304.3	111.95	1,564,625	13,976	.....	.....	.....	.....	.....	949,561	8,482	175,831	33,878	253,287	48,080	45,286	180,905	76,852	.....	.....	.....
Minneapolis-St. Paul Metro Area	2,041.6	676.34	10,859,895	16,057	4.1	6.7	7.4	26.9	51.5	5,592,315	8,268	1,023,871	175,649	1,202,535	250,600	249,499	872,977	464,129	1,014.77	.....	.....
White Bear Lake[4]	25.5	6.96	121,996	17,528	.....	.....	.....	.....	.....	64,750	9,303	14,981	3,999	16,155	1,388	825	9,079	4,984	.....	.....	.....
RED LAKE 8-4	5.4	1.68	20,530	12,220	8.3	16.4	13.6	19.2	31.3	9,082	5,406	1,003	253	327	192	380	1,930	718	2.75	2.8	15,652
REDWOOD C-9	19.2	6.46	88,285	13,666	6.8	13.0	9.5	24.5	38.7	70,233	10,872	10,387	1,270	4,261	2,750	1,755	11,584	4,212	11.01	8.6	105,734
RENVILLE C-9	20.3	6.87	89,050	12,962	7.3	15.9	11.2	24.9	35.0	54,329	7,908	8,313	1,452	2,136	892	840	6,049	5,194	11.31	8.8	119,280
RICE E-9	44.8	13.02	191,722	14,725	4.8	10.5	9.1	25.8	44.1	106,076	8,147	20,829	3,033	7,467	5,992	4,230	17,484	8,712	19.37	8.1	64,106
ROCK 8-10	11.0	3.70	51,560	13,935	6.1	12.1	9.4	24.7	40.0	35,275	9,534	4,674	718	2,854	1,703	691	5,652	3,057	6.15	4.5	91,376
ROSEAU C-3	11.2	3.65	47,432	12,995	7.6	12.0	9.0	24.2	37.2	23,575	6,459	4,387	677	635	1,314	838	4,479	2,414	5.75	4.6	27,691
ST. LOUIS F-5†	219.4	76.18	916,594	12,032	6.2	12.2	12.1	29.5	33.9	570,024	7,483	143,344	16,892	100,773	40,989	34,318	91,801	49,863	105.35	4.2	9,814
Duluth	97.3	35.28	443,131	12,560	.....	.....	.....	.....	.....	343,215	9,728	76,854	9,904	78,916	27,400	24,512	46,687	25,141	.....	.....	.....
Duluth-Superior Metro Area	267.0	92.42	1,096,985	11,870	6.8	12.7	12.2	29.5	32.4	679,246	7,350	167,282	19,661	110,087	47,153	37,579	108,673	59,622	123.89	.....	.....
SCOTT E-9	36.1	10.33	172,408	16,690	4.5	6.5	6.7	25.6	52.1	67,923	6,575	11,632	1,802	2,123	1,101	1,201	15,236	12,372	16.29	6.7	36,366
SHERBURNE D-8	21.8	6.44	87,955	13,658	4.7	9.9	9.4	27.2	42.7	22,508	3,495	4,551	364	311	283	539	3,808	4,452	8.56	3.4	32,446
SIBLEY D-9	15.5	5.15	73,500	14,272	6.7	11.9	8.6	23.1	41.1	36,885	7,162	8,277	542	1,586	302	643	4,096	2,567	7.87	7.5	72,792
STEARNS D-7	101.0	26.80	364,617	13,605	6.7	12.6	10.2	26.0	37.5	261,769	9,768	48,881	8,996	45,084	10,895	6,900	40,947	19,932	42.89	20.0	157,684
St. Cloud[2]	43.9	12.05	157,279	13,052	.....	.....	.....	.....	.....	170,951	14,187	34,673	7,605	33,341	9,176	6,252	28,314	12,675	.....	.....	.....
St. Cloud Metro Area	144.7	39.72	540,464	13,607	6.2	12.3	9.9	26.2	38.7	320,067	8,058	59,782	10,404	49,817	11,605	10,245	46,233	31,915	60.81	.....	.....
STEELE E-10	29.7	9.94	131,953	13,275	7.1	11.4	10.5	28.1	37.6	82,381	8,288	13,917	1,190	5,867	3,365	3,182	13,038	7,767	14.29	6.0	61,169
STEVENS B-7	11.2	3.55	49,500	13,944	6.4	11.6	9.2	23.9	38.0	29,095	8,196	5,914	1,495	2,869	1,060	973	3,905	1,658	5.36	3.4	58,319
SWIFT C-8	12.8	4.46	52,054	11,671	9.2	15.6	10.4	22.3	32.6	44,548	9,988	7,409	1,160	2,464	665	722	6,256	3,207	7.33	4.7	71,267
TODD C-7	24.3	8.12	84,501	10,407	11.6	16.8	10.3	19.9	25.6	40,231	4,955	7,799	979	2,584	1,114	924	7,444	3,784	10.79	11.4	68,917
TRAVERSE B-7	5.9	2.03	28,152	13,868	8.9	14.6	9.1	21.9	38.2	17,511	8,626	2,870	347	813	348	375	890	2,884	3.21	2.4	26,785
WABASHA F-9	18.2	6.02	81,561	13,548	7.2	12.7	9.3	25.0	40.3	48,738	8,096	7,632	895	1,432	1,003	1,203	5,872	4,255	9.12	5.7	64,531
WADENA C-6†	12.4	4.13	45,378	10,987	11.2	17.4	11.0	21.4	28.2	70,742	17,129	8,751	900	6,251	896	1,710	10,859	4,570	6.60	2.9	22,587
WASECA D-10	16.7	5.62	83,505	14,859	6.2	11.9	8.8	22.6	45.4	42,723	7,602	6,617	1,228	1,313	1,807	1,891	7,205	3,310	8.72	5.6	47,196
WASHINGTON E-8	98.3	27.58	447,444	16,223	3.3	4.7	7.8	30.8	50.6	136,084	4,934	32,572	5,520	3,880	3,522	4,387	18,570	19,773	36.63	4.4	36,970
WATONWAN D-10	12.9	4.57	58,362	12,771	6.4	12.4	9.7	25.2	38.5	41,921	9,173	6,617	1,097	1,692	1,025	1,549	6,093	5,570	7.42	4.8	55,124
WILKIN B-6	8.9	2.85	38,040	13,347	6.5	12.0	9.4	25.6	39.1	26,762	9,390	4,974	886	1,889	280	1,018	1,604	2,746	4.56	3.6	39,164
WINONA F-10	45.6	14.58	187,608	12,867	7.2	11.2	9.7	26.4	38.2	119,180	8,174	21,888	3,294	13,758	6,271	3,735	19,087	11,135	21.34	6.1	68,580
Winona	27.1	8.99	109,887	12,223	.....	.....	.....	.....	.....	100,915	11,225	19,839	2,555	13,513	5,756	3,578	15,414	8,727	.....	.....	.....
WRIGHT D-8	46.0	14.09	174,777	12,404	7.4	12.8	10.0	25.7	36.4	98,248	6,973	16,565	1,815	2,337	3,093	2,459	19,669	10,420	20.83	11.4	71,057
YELLOW MEDICINE B-9	13.6	4.72	67,993	14,405	7.2	13.7	9.7	24.1	37.6	34,800	7,373	6,957	952	1,561	442	640	5,749	3,330	7.68	6.5	80,664

(2) Includes portions in Benton and Sherburne Counties. (4) Includes portion in Washington County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MINNESOTA

See SRDS consumer market map and data at beginning of the state.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 224 0150 5.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

MINNESOTA STATE GROUP
Comprised of:

KKIN—Aitkin
KASM—Albany
KBMO—Benson
KBEW—Blue Earth
KVBR—Brainerd
KBMW—Breckenridge
KRWC—Buffalo
WWJC—Duluth
WELY—Ely
WEVE—Eveleth
KEHG—Fosston
KDWA—Hastings
CFOB—International Falls
KQAD—Luverne
KMRS—Morris
KYMN—Northfield
KDIO—Ortonville
KPRM—Park Rapids
KRBI—St. Peter
WVAL—Sauk Rapids
KSMM—Shakopee
KWAD—Wadena
KLLR—Walker
KOWO—Waseca
KDOM—Windom

	1 min	30 sec
All stations	125	100

Less than full state list may be purchased.

(D)

Linder Group, The

Comprised of:
Interconnected by Tape Stations

KTOE—Mankato
KWLM—Willmar
KQIC (FM)—Willmar
KDMA—Montivideo
KMHL, KMHL-FM—Marshall

Media Code 4 224 0230 6.00
Business Office—1240 N. 7th St., Willmar, Minn., Phone 235-1340.
Address all communications to Harry W. Linder, Box 838, Willmar, Minn. 56201.

1. **PERSONNEL**
President—Harry W. Linder
Manager—William Linder.
2. **REPRESENTATIVES**
Savalli/Gates, Inc.
4. **AGENCY COMMISSION**
15%; no cash discount. Bills payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.
State Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25c, 26, 28a, 29a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82
Following is composite rate of 6 member stations.

TIME RATES
Eff 4/1/75—Rec'd 3/31/75.

7. **PACKAGE PLANS**

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 wk	39	37	35	33	31
13 wk	37	35	33	31	29
26 wk	35	33	31	29	27

8. **PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	390	234	120	98	78
13 x	370	222	114	93	74
52 x	350	210	108	88	70

Minnesota Star Network

Comprised of:
Non-Interconnected Stations

AM STATIONS

KSTP—Minneapolis-St. Paul
KWOA—Worthington
KBEW—Blue Earth
KCUE—Red Wing
KFAM—St. Cloud
KMRS—Morris
KLIZ—Brainerd
KGHS—International Falls

FM STATIONS

KSTP-FM—Minneapolis-St. Paul
KWOA-FM—Worthington
KBEW-FM—Blue Earth
KCUE-FM—Red Wing
KROC-FM—Rochester
KFAM-FM—St. Cloud
KLIZ-FM—Brainerd
KPRM-FM—Park Rapids
KXRA-FM—Alexandria

Media Code 4 224 0300 6.00
Executive Offices: 3415 University Ave., Minneapolis-St. Paul, Minn. 55114. Phone 612-645-2724.

1. **PERSONNEL**
President—Donald F. Jones.
Manager—Garfield Clark.
4. **AGENCY COMMISSION**
15% net time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b, 16.
Basic Rates: 20a, 21b, 23a, 24a, 25a, 28a, 29a, 33a.
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61b.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80

TIME RATES
Eff 7/1/69—Rec'd 6/26/69.

6. **SPOT ANNOUNCEMENTS**

AM STATIONS ONLY	1 min	30 sec
10 stations	91	68
15 stations	130	98

DISCOUNTS
26 wk—5% 52 wk—10%

Viking Radio Network

Comprised of:
Non-Interconnected Stations

KKIN—Aitkin
KASM—Albany
KBMO—Benson
KBEW—Blue Earth
KROX—Crookston
KDWA—Hastings
KDUZ—Hutchinson
KLFD—Litchfield
KEYL—Long Prairie
KQAD—Luverne
KYSM—Mankato
KMRS—Morris
KTMF—New Prague
KYMN—Northfield
KRFO—Owattona
KFIL—Preston
KCUE—Red Wing
KFAM—St. Cloud
KDOM—Windom
KWAD—Wadena
KAGE—Winona

Media Code 4 224 0332 9.00
Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

1. **PERSONNEL**
Manager—Robert J. Walton.
2. **REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
4. **AGENCY COMMISSION**
15% time only.

TIME RATES
Eff————Rec'd 8/6/74.

6. **SPOT ANNOUNCEMENTS**

EA:	1 ti	6 ti	12 ti
1 min	126.80	121.00	110.00

30 sec: 80% of 1-min.

AITKIN

Aitkin County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KKIN
1962

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 224 0345 1.00
Upper Minnesota Broadcasting Corp., Box 930, Aitkin, Minn. 56431. Phone 218-927-2344.
Other offices: Box 80, Brainerd; Box 404, Grand Rapids.

STATION'S PROGRAMMING DESCRIPTION
KKIN: 100% modern country & western programming.

1. **PERSONNEL**
General Manager—Boyd Bremner.
2. **REPRESENTATIVES**
Minneapolis, St. Paul—Paul J. Ewing.
3. **FACILITIES**
1,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Farm Radio Network. Viking Radio Network.

TIME RATES
No. 5 Eff 4/1/75—Rec'd 5/30/75.

6. **SPOT ANNOUNCEMENTS**

	1x	52x	156x	260x	312x
1 min	4.00	3.80	3.60	3.50	3.40
30 sec	3.00	2.80	2.60	2.50	2.40

7. **PACKAGE PLANS**

YRLY CONTRACT:	600x	780x	1040x
1 min	3.20	3.10	2.90
30 sec	2.20	2.10	1.90

SHORT PUNCH, ANY 7 DAY:	40 ti	60 ti	80 ti	100 ti
1 min	148	216	280	340
30 sec	108	156	200	240

DISCOUNT
26+ wk—10%

Submitted by Boyd Bremmer.

ALBANY

Stearns County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KASM
1950

NAB

Subscriber to the NAB Radio Code

Media Code 4 224 0460 8.00
Stearns County Broadcasting Co., Albany, Minn 56307. Phone 612-845-2184.

1. **PERSONNEL**
Gen'l & Sales Mgr.—U. J. Keppers.
2. **REPRESENTATIVES**
Charles Bernard Co., Inc.
3. **FACILITIES**
1000 w.; 1150 kc. days. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. **AGENCY COMMISSION**
15/0 time only; payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
Member: Farm Radio Network, Viking Radio Network.

TIME RATES
Eff 3/1/73—Rec'd 1/29/73.
AA—6-10 am & 3-7 pm.
A—All other times.

6. **SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	6.50	6.00	5.50	5.00	4.50
A	6.00	5.50	5.00	4.50	4.00

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

ALBERT LEA (1 AM; 1 FM)

Freeborn County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KATE
1937

AVERY-KNODEL, INC.

NAB RAB

Communications Properties, Inc.
Subscriber to the NAB Radio Code
Media Code 4 224 0575 3.00
Communications Properties, Inc., 305 S. First Ave., Albert Lea, Minn. 56007. Phone 507-373-2335.
STATION'S PROGRAMMING DESCRIPTION
KATE: Modified block programming for general interest.
1. PERSONNEL
General Manager—Lawrence A. Waskosky.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Minneapolis, St. Paul—Paul J. Ewing.
3. FACILITIES
1,000 w.: 1450 kc. Non-directional.
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KCPI.

TIME RATES
Eff 1/1/75—Rec'd 1/29/75.
AAA—6-7 am & 12:15-1:15 pm.
AA—Mon thru Sat 7-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA—AM ONLY 3 ti	6 ti	12 ti
1 min	11.00	10.00	9.00
30 sec	10.00	9.00	8.00

KATE/KCPI COMBINATION

	CLASS AA 1 ti	6 ti	12 ti	18 ti	24 ti
1 min	12.00	11.50	11.00	10.50	10.00
30 sec	10.00	9.50	9.00	8.50	8.00
	CLASS A				
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.50	7.00	6.50	6.00

AM only: Deduct 2.00.

KCPI
1974

AVERY-KNODEL, INC.

Communications Properties, Inc.
Subscriber to the NAB Radio Code
Media Code 4 224 0607 4.00
Communications Properties, Inc., 305 S. First Ave., Albert Lea, Minn. 56007. Phone 507-373-2335.
See affiliated AM station for additional information.
AM facilities: KATE.
STATION'S PROGRAMMING DESCRIPTION
KCPI: Popular music.
1. PERSONNEL
General Manager—Allen J. Carstens.
3. FACILITIES
ERP 3,000 w.; 95.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 360 ft. above average terrain.

TIME RATES
Sold in combination with KATE. See that listing.

ALEXANDRIA (1 AM; 2 FM)

Douglas County—Map Location C-7
See SRDS consumer market map and data at beginning of the State

KCMT (FM)
1970

Subscriber to the NAB Radio Code
Media Code 4 224 0640 5.00
Central Minnesota Television Co., Box 614, Alexandria, Minn. 56308. Phone 612-763-5164
STATION'S PROGRAMMING DESCRIPTION
KCMT (FM): MUSIC: Modern C & W.
1. PERSONNEL
General Manager—Glenn W. Flint.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Minneapolis—Harry S. Hyett Co., Inc.
3. FACILITIES
ERP 100,000 w.; 100.7 mc. Stereo.
Operating schedule: 6:30 am-1 am. CST.
Antenna ht.: 930 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulation
Affiliated with NBC Radio Network.

TIME RATES
No. 2 Eff 12/1/74—Rec'd 11/27/74.
AA—Mon thru Sat 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	6 ti	12 ti	A 1 ti	6 ti	12 ti
1 min	8.00	7.50	7.00	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	5.00	4.50	4.00

KXRA
1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 0090 6.00
Alexandria Communications Corp., Box 26, 1312 Broadway, Alexandria, Minn. 56308. Phone 612-763-3131.
STATION'S PROGRAMMING DESCRIPTION
KXRA: Programmed for general interest.
1. PERSONNEL
President—Robert E. Hines, Jr.
Sales Manager—E. Q. Walters.
2. REPRESENTATIVES
Donald Cooke, Inc.
Canada—Andy McDermott Sales Ltd.
Minneapolis, St. Paul—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Viking State News Network.

TIME RATES
Eff 12/1/73—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	8.75	8.65	8.45	8.20	7.70	7.20	6.40	6.00
30 sec	7.50	7.40	7.20	6.95	6.45	5.95	5.15	4.75

7. PACKAGE PLANS
SATURATION—BTA

	1 min	30 sec
200 ti/4 wk	1,000	625
120 ti/3 wk	625	375
60 ti/2 wk	345	185
30 ti/1 wk	185	125

KXRA-FM
1968

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 0091 6.00
Alexandria Communications Corp., Box 26, 1312 Broadway, Alexandria, Minn. 56308. Phone 612-763-3131.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 92.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 150 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulationsus
Member: Minnesota Star Network.

TIME RATES
FM only: 50% of KXBA rates. See that listing.

ANOKA

Anoka County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul (including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

AUSTIN (2 AM; 1 FM)

Mower County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KAUS
1948

RAB

Subscriber to the NAB Radio Code
Media Code 4 224 0920 1.00
Withers Broadcasting Co. of Minnesota, Box 159C, Austin, Minn. 55912. Phone 507-437-7666.
1. PERSONNEL
President—W. Russell Withers, Jr.
General Manager—Ken A. Soderberg.
Program Director—Craig Henderson.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w.: 1450 kc. Directional—separate patterns day and night.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only: 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS
Affiliated with the Rep Network.

TIME RATES
Eff 6/1/75—Rec'd 7/9/75.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti
1 wk	8.00	7.50	7.00	6.50	6.00
13 wk	7.50	7.00	6.50	6.00	5.50
26 wk	7.00	6.50	6.00	5.50	5.00
52 wk	6.00	5.50	5.00	4.50	4.00

30 sec: 80% of 1-min.
Submitted by Ken A. Soderberg.

KAUS-FM
1968

RAB

Subscriber to the NAB Radio Code
Media Code 4 224 0921 9.00
Withers Broadcasting Co. of Minnesota, Box 159C, Austin, Minn. 55912. Phone 507-437-7666.
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 99.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 1,000 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Affiliated with The Rep Network.

TIME RATES
Eff 6/1/75—Rec'd 7/9/75.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti
1 wk	6.00	5.50	5.00	4.50	4.00
13 wk	5.75	5.25	4.75	4.25	3.75
26 wk	5.50	5.00	4.25	3.75	3.25
52 wk	5.00	4.50	3.75	3.25	2.75

30 sec: 80% of 1-min.
Submitted by Ken A. Soderberg.

KQAQ
1960

RAB

Subscriber to the NAB Radio Code
Media Code 4 224 1035 7.00
Austin Broadcasting Co., Box 97, Austin, Minn. 55912.
Studios—100 Building. Phone 507-437-4567.
1. PERSONNEL
President—C. Ross Martin.
General Manager—Sheldon Miller.
Program Director—Mel Nelson.
2. REPRESENTATIVES
Midwest Radio Reps.
3. FACILITIES
5,000 w. days, 500 w. nights; 970 kc. Directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only: monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 21d, 22a, 24b, 24c, 25a, 26, 28b, 29a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60e, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 5 Eff 4/1/67—Rec'd 3/2/67.

7. PACKAGE PLANS

I MIN:	1 ti	5 ti	10 ti	15 ti	20+
1 wk	7.50	7.00	6.50	6.00	5.50
12 wks	7.00	6.50	6.00	5.50	5.00
26 wks	6.50	6.00	5.50	5.00	4.50
39 wks	6.00	5.50	5.00	4.50	4.00
52 wks	5.50	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min.
10. SPECIAL FEATURES
Farm Program—5-7 am & noon-1:30 pm, earned rate plus 1.00.

BEMIDJI

Beltrami County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KBUN
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 1150 4.00
Paul Bunyan Broadcasting Co., 502-1/2 Beltrami Ave., Bemidji, Minn. 56601. Plaza 1-4120.
STATION'S PROGRAMMING DESCRIPTION
KBUN: Programmed for adults and young adults.
1. PERSONNEL
General Manager—Ned J. Goodwin.
2. REPRESENTATIVES
M. A. Sales Co., Inc.
3. FACILITIES
1,000 watts days, 250 watts nights: 1450 kc. Non-directional.
Operating schedule: 6:00 a.m. to midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 5/21/75.

6. SPOT ANNOUNCEMENTS

WK:	15 ti	30 ti	60 ti	90 ti	120 ti	150 ti	200 ti
1 min	4.35	4.24	4.12	4.00	3.88	3.76	3.65
30 sec	3.06	2.94	2.83	2.71	2.59	2.47	2.35

Fixed position, extra 1.00.
Edited by George Maris.

BENSON (1 AM; 1 FM)

Swift County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KBMO
1956

NAB

KBMO-FM
1969

RAB

Subscriber to the NAB Radio Code
Media Code 4 224 1265 0.00
North Star Broadcasting Co., Box 208, 1205 Pacific Ave., Benson, Minn. 56215. Phone 612-842-4601.
1. PERSONNEL
General Manager—Ron C. Overlander.
3. FACILITIES
500 w.: 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-10:30 pm. EST.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network, Viking Radio Network.

TIME RATES
Eff 5/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

	Open	13x	26x	39x	52x	76x
1 min	4.20	4.10	4.00	3.90	3.80	3.70
30 sec	3.25	3.15	3.10	3.05	2.95	2.85
20 sec	2.90	2.80	2.75	2.70	2.60	2.50
	104x	156x	208x	312x	468x	624x
1 min	3.60	3.50	3.40	3.20	3.10	3.00
30 sec	2.75	2.65	2.55	2.45	2.35	2.25
20 sec	2.40	2.30	2.20	2.10	2.00	1.90

BLUE EARTH (1 AM; 1 FM)

Faribault County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

KBEW
1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 1380 7.00
Faribault County Broadcasting Company, Box 306, Blue Earth, Minn. 56013. Phone 507-526-2181.
STATION'S PROGRAMMING DESCRIPTION
KBEW: Programmed for farm audience, adult.
1. PERSONNEL
Pres. & Sta. Mgr.—Paul C. Hedberg.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w.: 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KBEW-FM.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Viking Radio Network.

TIME RATES
Eff 4/1/74—Rec'd 4/17/74.

7. PACKAGE PLANS

PER MO:	1 min	30 sec
Less than 20 ti	5.55	4.00
Package A, 20 ti	5.35	3.60
Package B, 30 ti	5.15	3.45
Package C, 40 ti	5.00	3.35
50+	4.90	3.25

KBEW-FM
1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 1381 5.00
Faribault County Broadcasting Company, Box 306, Blue Earth, Minn. 56013. Phone 507-526-2181.
See affiliated AM station for additional information.
3. FACILITIES
ERP 6,000 w.; 100.9 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Partial simulcast operation. Operated separately local sunset-10:30 pm. For simulcast facilities see KBEW.
4. AGENCY COMMISSION
None: all rates net to station.

TIME RATES
Rates are identical to KBEW. See that listing.

BRAINERD (2 AM; 1 FM)

Crow Wing County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KLIZ
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 1495 3.00
Brainerd Broadcasting Co., 2700 E. Oak St., Brainerd, Minn. 56401. Phones 218-829-2853, 2854.
1. PERSONNEL
Pres. & Gen'l Mgr.—Earl R. Johnsen.
3. FACILITIES
5,000 w.: 1380 kc. Directional—nights.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Minnesota Star Network.

TIME RATES
No. 12 Eff 1/1/75—Rec'd 1/8/75.

6. SPOT ANNOUNCEMENTS

MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti	150 ti
1 min	5.00	4.55	4.20	3.95	3.65	3.50	3.35
30 sec	4.00	3.55	3.20	2.95	2.65	2.50	2.35
YR:	500x	700x	1000x	1380x	2000x	3000x	4000x
1 min	4.00	3.75	3.50	3.20	3.10	3.00	2.90
30 sec	3.00	2.75	2.50	2.20	2.10	2.00	1.90
PER MO:					25 ti	50 ti	100 ti
10 sec					2.00	1.75	1.50

KLIZ-FM
1960

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 1496 1.00
Brainerd Broadcasting Co., 2700 E. Oak St., Brainerd, Minn. 56401. Phones 218-829-2853, 2854.
See Affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KLIZ-FM: Contemporary/rock music.

(This listing continued on next page)

MINNESOTA

Brainerd—K L I Z-FM—Continued

3. FACILITIES
ERP 36,000 w.; 95.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 386 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Minnesota Star Network.

TIME RATES

Rates are identical to KLIZ. See that listing.

KVBR
1964

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 1610 7.00
Greater Minnesota Broadcasting Corp., 411 Laurel St., Brainerd, Minn. 56401. Phone 218-829-8747.
1. PERSONNEL
Pres., Gen'l & Sales Mgr.—Charles B. Persons.
3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:45 am-midnight daily except Sun 8-11 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 7/1/74—Rec'd 7/24/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	300x	500x	1000x
1 min	5.00	4.75	4.50	4.25	4.00	3.50
30 sec	4.00	3.75	3.50	3.30	3.10	2.80

7. PACKAGE PLANS

WITHIN 1 WK:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	4.75	4.50	4.00	3.75	3.50
30 sec	3.75	3.50	3.15	2.95	2.75

BRECKENRIDGE
Wilkin County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KBMW
1948

Media Code 4 224 1725 3.00
Interstate Broadcasting Corp., 605 Dakota Ave., Wahpeton, N. D. 58075. Phones 701-642-6639, 6630.
1. PERSONNEL
General Manager—R. E. Ingstad, Jr.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15% on net time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Dakota Farm Network—North Dakota.

TIME RATES
Eff 12/1/74—Rec'd 11/27/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	7.00	6.70	6.55	5.80	5.50	5.20

7. PACKAGE PLANS

PER WK:	1 ti	10 ti	15 ti	20 ti
1 min/less	7.00	5.50	5.00	4.50

BUFFALO
Wright County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KRWC
1971

Subscriber to the NAB Radio Code
Media Code 4 224 1782 4.00
Wright County Radio, Inc., Box 267, Buffalo, Minn. 55313. Phone 612-682-4444.
1. PERSONNEL
Pres. & Gen'l Mgr.—T. C. (Ted) Appleby.
3. FACILITIES
500 w. days; 1360 kc. Non-directional. Same pattern day and night.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 4 Eff 11/5/74—Rec'd 11/25/74.
AA—Mon thru Sat 7 am-1 pm & 4-6 pm.
A—Mon thru Sat 6-7 am, 1-4 pm & 6 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

	—1 min—		—30 sec—		—ID's—	
	AA	A	AA	A	AA	A
1 x	4.80	4.30	4.30	3.80	3.80	3.30
13 x	4.70	4.20	4.20	3.70	3.70	3.20
26 x	4.60	4.10	4.10	3.60	3.60	3.10
52 x	4.50	4.00	4.00	3.50	3.50	3.00
104 x	4.30	3.80	3.80	3.30	3.30	2.80
156 x	4.10	3.60	3.60	3.10	3.10	2.60
260 x	3.80	3.30	3.30	2.80	2.80	2.30
312 x	3.60	3.10	3.10	2.60	2.60	2.10
365 x	3.50	3.00	3.00	2.50	2.50	2.00
500 x	3.00	2.50	2.50	2.00	2.00	1.50

7. PACKAGE PLANS
IMPACT PLANS—BTA

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti
1 min	22	42	60	78	105	125
30 sec	19	36	52	64	92	110
ID's	16	28	39	50	70	88

SPOT LIGHT—ONE YEAR CONTRACT

PER MO:	100 ti	50 ti	25 ti
1 min	200	120	75

PICK-A-PLAN ANNUAL CONTRACT

PER MO, MON THRU SAT:	Cost
1 1/4 hr and 2 1-min spots per day	300
1 1/4 hr and 1 1-min spot per day	250
2 5-min per day	200
1 5-min and 1 1-min spot per day	150
1 5-min per day	100

CAMBRIDGE
Isanti County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KABG
1973

Media Code 4 224 1811 1.00
Isanti Broadcasting Co., 540 N. Emerson Ave., Cambridge, Minn. 55008. Phone 612-434-6901.
STATION'S PROGRAMMING DESCRIPTION
KABG: Popular music mostly instrumental, stds.
1. PERSONNEL
Pres. & Gen'l Mgr.—Jack I. Moore.
3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 4/1/73—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	27x	53x	100+
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti
PER DAY:	1 ti	2 ti	3 ti	4 ti	5 ti
1 min	4.50	4.25	4.00	3.50	3.00
30 sec	3.50	3.25	3.00	2.75	2.50
PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti
PER DAY:	1 ti	2 ti	3 ti	4 ti	5 ti 6+
1 min	4.50	4.25	4.00	3.75	3.50 3.00
30 sec	3.50	3.25	3.00	2.75	2.50 2.00

CLOQUET
Carlton County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WKLK
1950

SAB

Subscriber to the NAB Radio Code
Media Code 4 224 1840 0.00
Empire Broadcasting Stations, Inc., Box 309, Cloquet, Minn. 55720. Phone 218-879-6725.
1. PERSONNEL
Gen'l & Sales Mgr.—Dennis Stramer.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6-1 am. CST.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 9/16/74—Rec'd 10/9/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
55 sec	6.95	6.80	6.65	6.30	6.00
25 sec	5.00	4.85	4.70	4.35	4.05
	156x	260x	312x	624x	1248x
55 sec	5.75	5.65	5.50	5.15	4.95
25 sec	3.80	3.70	3.55	3.20	3.00

CROOKSTON
Polk County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KROX
1948

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 1955 6.00
The Crookston Broadcasting Co., Box 620 Eagles Bldg., Crookston, Minn. 56716. Phone 218-281-1140.
1. PERSONNEL
General Manager—William J. Kiewel.
2. REPRESENTATIVES
Donald Cooke, Inc
Minneapolis, St. Paul—Paul J. Ewing Company.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
1,000 w.; 1260 kc. Directional—night only.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Viking Radio Network.

TIME RATES
Eff 6/1/74—Rec'd 5/24/74.
A—Mon thru Sun Sign-on-7 pm.
B—All other times.

6 SPOT ANNOUNCEMENTS

A:	1x	156x	260x	312x
1 min	5.75	5.50	4.85	4.70
30 sec	4.70	4.45	3.85	3.75

B: 60% of A.

7. PACKAGE PLANS
CLASS A

SATURATION, PER WK, EA:	10 ti	20 ti	30+
1 min	5.50	5.15	5.05
30 sec	4.60	4.15	4.05

CLASS B

PER WK, EA:	1 min	30 sec
10+	3.50	2.30

A & B combinable for frequency discount. Saturation spots not combinable.
Edited by William J. Kiewel.

DETROIT LAKES
Becker County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KDLM
1951

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 2070 3.00
Detroit Lakes Broadcasting Corp., 1340 Richwood Rd., Detroit Lakes, Minn. 56501. Phone 218-847-5624.
1. PERSONNEL
General Manager—David H. Knutson.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/30/74—Rec'd 9/24/74.

6. SPOT ANNOUNCEMENTS

	1x	65x	130x	195x	260x	325x	455x	700x
30 sec	5.10	4.80	4.55	4.35	4.20	4.00	3.85	3.60
1 min	6.90	6.60	6.35	6.20	6.00	5.80	5.65	5.40

Edited by David H. Knutson.

DULUTH (Minn.)-SUPERIOR (Wis.)
(6 AM; 2 FM)

Duluth, Minn.—St. Louis County—Map Location F-5
Superior, Wis.—Douglas County—Map Location C-3
See SRDS consumer market maps and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	31	27	31	27
B	26	19	26	14
C	15	14	15	9
D	12	10	14	8
AVERAGE	21	18	22	15

KAOH
1963
DULUTH, MINN.

Media Code 4 224 2185 6.00
KAO, Inc., 27 N. 21st Ave. W., Duluth Minn. 55806 Phone 218-727-1521
STATION'S PROGRAMMING DESCRIPTION
KAOH: Programmed for adults and young adults. MUSIC: 100% modern country music format with 4 ALL PERSONALITIES playing current country hits, hit album selections and past country hits. NEWS: network news at :30; local news on hour during morning and evening traffic time. Contact Representative for further details. Rec'd 5/28/70.
1. PERSONNEL
President—R. Bunker Rogoski.
General Manager—J. R. Anderson.
2. REPRESENTATIVES
PIO Time Sales, Inc.
3. FACILITIES
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 21a, 21d, 22b, 23a, 25a, 26, 28a, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 49, 51b.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 61a, 62d
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with The Rep Network.

TIME RATES
No. 2 Eff 10/1/72—Rec'd 9/27/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	8.00	7.60	7.30	6.50	5.90	5.00
30 sec	6.00	5.70	5.50	4.80	4.40	3.75

10 sec: 50% of 1 min. Not combinable with 1 min & 30 sec for discount.

7. PACKAGE PLANS
ROS/BTA

WITHIN 7 DAYS:	10 ti	15 ti	20 ti	30 ti	50 ti
1 min or less	60.50	84.75	90.00	105.00	150.00

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	10	13	16	25	40

KDAL
1936
DULUTH, MINN.

CBS Radio Network

Buckley Radio Sales, Inc.

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 2300 4.00
KDAL, Inc., 425 W. Superior, Duluth, Minn. 55802 Phone 218-727-8911. Teletype 910-561-2522.
STATION'S PROGRAMMING DESCRIPTION
KDAL: MUSIC: MOR featuring personalities for all segments. 6-10 am music, service, phone contests, network news & features. 10 am-noon music, personalities, telephone, call-in, discussion, service. Noon-6 pm music, service. 6 pm-6 am music, news, service, play-by-play sports. Local & network news throughout period. Daily local editorial by director, Washington News Bureau & AP. Contact Representative for further details. Rec'd 11/3/71.
1. PERSONNEL
General Manager—Odin S. Ramsland.
Sales Manager—Cal Haworth.
Promotion Manager—Gordy Paymar.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Chicago—WGN Continental Sales Company: See Rep & S/O pages.
Minneapolis—Hyett/Ramsland, Inc.
Toronto, Montreal, Vancouver—Glen-Warren Broadcast Sales Division.
2. FACILITIES
5,000 w.; 610 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0: time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82
Affiliated with CBS.

TIME RATES
No. 15 Eff 1/1/68—Rec'd 12/12/67.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sun 10 am-4 pm; Sun 4-7 pm.
B—Mon thru Sun 7 pm-midnight; Sun 7-10 am.
C—Mon thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

	1x	26x	52x	104x	156x	260x	520x
AA	30.00	29.00	28.00	27.00	26.00	25.00	24.00
A	23.00	22.00	21.00	20.00	19.00	18.00	17.00
B	9.50	9.00	8.50	8.00	7.50	7.00	6.50

C: 30% of A.
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
IMPACT PLAN
(7-day rotation)

	6 Plan	12 Plan	18 Plan	24 Plan
AA	26.00	25.00	24.00	22.00
A	21.00	20.00	16.00	15.00
B	8.50	8.00	7.50	7.00

TOTAL AUDIENCE PLAN
(7 day rotation)

Plan I. 12 ti (6AA, 4A, 2B)	240.00
Plan II. 18 ti (9AA, 6A, 3B)	324.00
Plan III. 24 ti (12AA, 8A, 4B)	408.00

8. PROGRAM TIME RATES

6 AM-7 PM:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	157.50	82.50	45.00	37.50	22.00

All other times: 40%.
5 Programs per week. 10% discount.
1-minute, 20/30-second spots and Programs may combine to earn weekly frequency discounts.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

WAKX
1959
SUPERIOR, WIS.

WAKX-FM
1972
DULUTH, MINN.

Media Code 4 224 2415 0.00
Stereo Broadcasting, Inc., 410 W. Superior St., Duluth, Minn. 55802. Phone 218-727-7371.
STATION'S PROGRAMMING DESCRIPTION
WAKX: Programmed for adults & teens.
MUSIC: Rock Top hit songs mixed with recent oldies. Contact Representative for further details. Rec'd 9/24/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Lewis M. Latto
Vice-Pres. & Sales Mgr.—Roger Johnson.
Program Director—Chris T.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Minneapolis, St. Paul—Paul J. Ewing.
3. FACILITIES
500 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 26,000 w.; 98.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 470 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7h.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15e, 16.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25c, 25b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 46, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

(This listing continued on next page)

TIME RATES
No. 2 Eff 7/1/75—Rec'd 5/7/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-noon.
A—All other times.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

1 MIN:	1x	26x	52x	104x	156x	260x	520x
AA	17	16	15	13	12	11	10
A	14	13	12	10	9	8	7
30 SEC:							
AA	14	13	12	11	10	9	8
A	11	10	9	8	7	6	6

10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER	AA				A			
WK:	1 ti	12 ti	16 ti	24 ti	1 ti	12 ti	16 ti	24 ti
1 min	16	14	13	12	11	9	8	7
30 sec	13	11	10	9	9	7	6	5

10 sec: 60% of 1-min.

Edited by Lew Latto.

WDSM

1939
SUPERIOR, WIS.

NBC Radio Network

Alan Torbet Associates, Inc.

Modern Country

Media Code 4 224 2530 6.00
WDSM, Inc., 230 E. Superior St., Duluth, Minn. 55802. Phones 218-727-8046. TWX 218-820-0275.
Studios: Duluth & 921 Tower Ave., Superior, Wis.

STATION'S PROGRAMMING DESCRIPTION
WDSM: Programmed to appeal to everyone.
MUSIC: Contemporary Country. News: major local at 7:30, 8 am, 12N & 5 pm. Actualities all day; weather summary at :05; network & features. Tele/talk shows at 9:05 am & 6:30 pm. SPORTS: play-by-play coverage of local college & high school events. Pro hockey, football & baseball. All local sports events covered. Actively involved in local community projects. Contact Representative for further details. Rec'd 7/24/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert B. Ridder, Jr.
Commercial Manager—James R. Peterson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Minneapolis—W. L. Hurley.

3. FACILITIES
5,000 w.; 710 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time and talent, payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24c, 25a, 28b, 28c, 29a, 29b, 32a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72a, 72b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Affiliated with ATA Radio Network.

TIME RATES
Eff 11/1/74—Rec'd 9/8/74.
AA—Mon thru Sat 6-10 am & 2-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	17	15	14	13
A	12	10	9	8
B	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
IMPACT PLAN

1 MIN:	12 ti	16 ti	24 ti
1/3AA, 1/3A, 1/3B	10	9	8
MAN PLAN			
2/3AA, 1/3A	12	11	10
WOMAN PLAN			
2/3A, 1/3AA	11	10	9

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Submitted by Robert Ridder, Jr.

WEBC

1924
DULUTH, MINN.

Park Broadcasting

american contemporary radio network

KATZ RADIO

Subscriber to the NAB Radio Code
Media Code 4 224 2645 2.00
Roy H. Park Broadcasting of Duluth, Inc., 1001 E. 9th St., Duluth, Minn. 55805. Phone 218-728-4484. TWX 910-561-0056.

STATION'S PROGRAMMING DESCRIPTION
WEBC: Programmed for adults and teens.
6 air personalities program top single records, popular selling albums, old pop hits. Reach for adult and teen audience 6-9 am & 3-6 pm, housewives 9 am-3 pm, and teens after 6 pm, 80% music and entertainment, 15% news, 5% public affairs and religion. NEWS: from network at :55 past hour, local and regional at :25 past. Use audience participation: contests, phone requests, etc. Contact Representative for further details. Rec'd 3/31/72.

1. PERSONNEL
President—Roy H. Park.
Vice-President/Radio—Roger Turner.
General Manager—Robert Gramm.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
6,000 w.; 560 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time and talent.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 15e.
Prod. Services: 81.
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 15 Eff 7/22/74—Rec'd 7/22/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	40	33	31	29	27
A	35	29	27	25	23

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

6. PROGRAM TIME RATES
5 min—1-1/2x 1 min.

WGGR (FM)

1966
DULUTH, MINN.

Media Code 4 224 2730 2.00
Titanic Corp., 123 W. Superior St., Duluth, Minn. 55802. Phone 218-727-7449.

STATION'S PROGRAMMING DESCRIPTION
WGGR (FM) Programmed for adults 18-65.
MUSIC: blocked in familiar middle - of - the - road music. NEWS: on hour 6:30-9:30 am, then at 12:30, 3:30, 6:30, 9:30 pm and 12:30, 2 am. WEATHER: on hour 6-9 am, then at noon, 6, 9 pm, 12M and 2 am. 3 stock market reports at 11:30 am, 2 and 5:30 pm. COMMERCIAL POLICY: 4 commercial inserts per hour, every 15 minutes. Contact Representative for further details. Rec'd 5/8/71.

1. PERSONNEL
President—William Gregory.
Vice-Pres. & Gen'l Mgr.—John W. Bartikoski.
Program Director—John Lokke.

2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
ERP 100,000 w.; 105.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 749 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 29a, 33b.
Contracts: 40a, 44a, 45, 46, 51c.
Comb.: Cont. Discounts: 60f, 60h, 61a, 62d.

TIME RATES
Eff——————Rec'd 2/28/75.
AA—Mon thru Sun 9 am-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN, FIXED:	6 ti	12 ti	18 ti	24 ti	36 ti
AA	15	14	13	12	11
A	12	11	10	9	8

30 sec: 75% of 1-min.

7. PACKAGE PLANS
AA, 1 MIN, WITHIN 7 DAYS
15/7 Plan 180 25/7 Plan 275
Edited by John W. Bartikoski.

WWJC

1963
DULUTH, MINN.

Subscriber to the NAB Radio Code
Media Code 4 224 2875 6.00
WWJC Incorporated, 1120 E. McCuen St., Duluth, Minn. 55808. Phone 218-626-2738.

STATION'S PROGRAMMING DESCRIPTION
WWJC: Inspirational programming & gospel music in am.
NEWS: network at :30, complete local & regional weather. TALK show 10 am. Afternoon programming: instrumental music, network news, commentaries, sports, weather & short features of general interest. Contact Representative for further details. Rec'd 5/25/73.

1. PERSONNEL
President—Floyd Bernard.
General Manager—Roger Elm.

2. REPRESENTATIVES
Radio Representatives, Inc.

3. FACILITIES
10,000 w.; 850 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 13e, 14e, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25b, 26, 28c, 29b, 31, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 61b, 62a.
Cancellation: 71a, 72, 72b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 4/1/71—Rec'd 5/7/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	2.50	2.25	2.00	1.75	1.50
10 sec	1.75	1.50	1.25	1.00	——

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Ka	60	30	20	13

DISCOUNT
26 wk—5% 52 wk—10%

EAST GRAND FORKS

Polk County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Grand Forks, N. D.
(including East Grand Forks, Minn.)

ELY

St. Louis County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WELY

1954

Subscriber to the NAB Radio Code
Media Code 4 274 2990 2.00
Northern Lakes Corp., Box 540, Ely, Minn. 55731. Phone 365-3285.

1. PERSONNEL
Pres. & Gen'l Mgr.—Vincent T. Hallett.

2. REPRESENTATIVES
William L. Hurley.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
Eff 3/1/74—Rec'd 4/15/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x
1 min	4.50	4.35	4.20	4.05	3.90	3.75

7. PACKAGE PLANS

WKLY SATURATION:	20 ti	30 ti	50 ti	100 ti
1 min	75.50	102.50	152.50	300.00

EVELETH

St. Louis County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WEVE

1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 224 3105 6.00
Mesabi Communications System Inc., WEVE Bldg., Box 650, Eveleth, Minn. 55734. Phone 218-741-5922.

STATION'S PROGRAMMING DESCRIPTION
WEVE: MOR, C & W, Contemporary & Ethnic.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ray E. Kent.

2. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION
15%; 10th of following month.

6. GENERAL RATE POLICY
Affiliated with KBS and MBS.

TIME RATES
Eff 9/1/73—Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x
1 min	5.50	5.00	4.50	4.25

20/30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	20 ti	40 ti	60 ti	90 ti
1 min	100	180	255	360

20/30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

FAIRMONT

Martin County—Map Location D-16
See SRDS consumer market map and data at beginning of the State.

KSUM

1946

Subscriber to the NAB Radio Code
Media Code 4 224 3220 3.00
Woodward Broadcasting, Inc., 306 N. Park St., Fairmont, Minn. 56031. Phone 507-235-5595.

1. PERSONNEL
General Manager—Robert A. Laird.

2. REPRESENTATIVES
PRO/Meeker Radio.
West Coast—Bill Dahlsten & Associates.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w.; 1370 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15% time only; 15 days

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

MINNESOTA

TIME RATES
No. C Eff 3/1/74—Rec'd 6/3/74.
A—6:15-9 am, 11:30 am-1 pm & 5-7 pm; Sun noon-2 pm.
B—5:30-6:15 am, 9-11:30 am, 1-5 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
CLASS A							
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.60	7.20	6.80	6.40	6.00	5.60
CLASS B							
1 min	8.00	7.60	7.20	6.80	6.40	6.00	5.60
30 sec	6.00	5.70	5.40	5.10	4.80	4.50	4.20

7. PACKAGE PLANS
SATURATION PLAN—ROS

PER WK:	15 ti	25 ti	30 ti	50 ti
1 min	110.00	165.00	181.50	265.00
30 sec	82.50	123.25	137.50	200.00

FARIBAULT (1 AM; 1 FM)

Rice County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KDHL

1947

AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code
Media Code 4 224 3335 9.00
KDHL Broadcasting Co., Faribault, Minn. 55021. Phone 334-4345.

1. PERSONNEL
General Manager—Warren D. Asher.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w.; 920 kc. Directional—separate patterns day and night.
Operating schedule: 5-2 am daily. CST.

4. AGENCY COMMISSION
15% time only.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 6 Eff 1/1/75—Rec'd 12/4/74.
AAA—Mon thru Sat 6-8 am & 11:30 am-1 pm.
AA—Mon thru Sat 7-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	20	18	16	----	----
30 sec	18	16	14	----	----
CLASS AA					
1 min	----	14	13	12	11
30 sec	----	12	11	10	9
CLASS A					
1 min	----	12	11	10	9
30 sec	----	10	9	8	7

ID's: 50% of applicable 1-min.
DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TAP—1/2AA, 1/2A

PER WK:	6 ti	12 ti	24 ti	36 ti
1 min	12	11	10	9
30 sec	10	9	8	7

KDHL-FM

1968

Media Code 4 224 3336 7.00
KDHL Broadcasting Co., Faribault, Minn. 55021. Phone 334-4345.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. vert., 300 w. horiz.; 95.9 mc. Stereo.
Operating schedule: 9 am-10 pm. CST.
Antenna ht.: 278 ft. above average terrain.

TIME RATES
Eff 12/1/67—Rec'd 6/6/68.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 x	6.65	156 x	4.88
26 x	6.20	260 x	4.20
52 x	6.00	312 x	4.00
78 x	5.60	468 x	3.85
104 x	5.35	624 x	3.75

FERGUS FALLS (1 AM; 1 FM)

Otter Tail County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KBRF

1926

Subscriber to the NAB Radio Code
Media Code 4 22 3450 6.00
Empire Broadcasting Stations, Inc., Box 494, Fergus Falls, Minn. 56537. Phone 218-736-7596.

STATION'S PROGRAMMING DESCRIPTION
KBRF: Adult rural and farm audience.

1. PERSONNEL
Pres. & Gen'l Mgr.—Otto A. Korp.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Minneapolis—William L. Hurley.
Canada—Andy McDermott Sales Ltd.

(This listing continued on next page)

MINNESOTA

Fergus Falls—K B R F—Continued

8. FACILITIES
1,000 w.; 1250 kc. Directional—night only.
Operating schedule: 6-1 am daily. CST.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 3 Eff 6/1/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
55 sec	3.70	3.45	7.90	7.50	7.05
25 sec	6.25	6.10	5.65	5.35	5.00
	156x	260x	312x	624x	1248x
55 sec	6.85	6.65	6.25	6.05	5.85
25 sec	4.85	4.70	4.35	4.15	4.10

Mon thru Sat 11 am-1 pm, extra 10%.
10. SPECIAL FEATURES
News or farm news service, extra 5%.
DISCOUNT
BOS contracts—10%.

K B R F-FM
1967

NAB RAB

Media Code 4 224 3451 4.00
Empire Broadcasting Stations, Inc., Box 494, 112 E. Lincoln Ave., Fergus Falls, Minn. 56537. Phone 218-736-7596.
See affiliated AM station for additional information.
6. FACILITIES
ERP 28,700 w.; 103.3 mc. Stereo.
Operating schedule: 7-1 am. CST.
Antenna ht.: 270 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATER SAME
Eff 4/1/74—Rec'd 3/27/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	3.85	3.75	3.70	3.65	3.60	3.45
	260x	360x	540x	720x	960x	1200x
1 min	3.20	3.05	2.90	2.70	2.60	2.50

FOSSTON
Polk County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

K E H G
1966
A De La Hunt Station

Media Code 4 224 3505 7.00
E. P. De La Hunt Fosston Broadcasting Co., Hwy. 2, E., Fosston, Minn. 56542. Phone 218-435-2675.
1. PERSONNEL
Pres. & Gen'l Mgr.—E. P. De La Hunt, Jr.
3. FACILITIES
5,000 w.; 1480 kc. Non-directional.
Operating schedule: 6 am-7 pm. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KBS.
Sold in combination with KPRM, KPRM-FM, Park Rapids, KLLR, Walker: 2 sta 10%; 3 sta 15%; all sta 20%.

TIME RATES
Eff———Rec'd 7/24/75.

6. SPOT ANNOUNCEMENTS
DAILY:

	30 sec				1 min			
	48 ti	24 ti	12 ti	6 ti	48 ti	24 ti	12 ti	6 ti
13 wk	2.30	2.80	3.20	3.80	2.80	3.60	4.00	4.50
26 wk	2.10	2.60	3.00	3.60	2.60	3.40	3.80	4.30
52 wk	2.00	2.40	2.80	3.40	2.40	3.20	3.60	4.10

Minimum contract, 13 wks.
7. PACKAGE PLANS
7 DAY PACKAGE

	1 min	30 sec	15 sec
10 ti	60	50	(*)

(*) 37.50

30 DAY PACKAGES

	25 ti	50 ti	100 ti	200 ti
30 sec	100	175	310	500
1 min	125	220	375	600

Submitted by E. P. De La Hunt, Jr.

GOLDEN VALLEY
Bennepin County—Map Location E-5.
See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul
(including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

GRAND RAPIDS
Itasca County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

K O Z Y
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 3565 1.00
Itasca Broadcasting Co., 213-1/2 N. First Ave., W., Grand Rapids, Minn. 55744. 218-326-3446.
1. PERSONNEL
General Manager—Robert D. Kennedy.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 6:30 a.m. to 11:00 p.m. CST.
4. AGENCY COMMISSION
15/0 net time only; 15th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 4/1/75—Rec'd 1/20/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	7.50	7.10	6.75	6.35	6.00	5.60
30 sec	6.00	5.70	5.40	5.10	4.80	4.50

HASTINGS
Dakota County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

K D W A
1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 3680 8.00
Hastings Broadcasting Co., Box 186, 1800-1/2 Vermillion St., Hastings, Minn. 55033. Phone 612-437-3182.
1. PERSONNEL
General Manager—David L. Baudoin.
2. REPRESENTATIVES
Gene Belles Company
3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Viking Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 5/31/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	5.00	4.50	4.25	3.75	3.25
30 sec	4.00	3.75	3.50	3.00	2.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	3.60	3.45	3.30	3.15
30 sec	2.70	2.60	2.50	2.40

HIBBING (1 AM; 1 FM)
St. Louis County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

W M F G
1935

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 3795 4.00
Hibbing Broadcasting Co., Box 99, 807 W. 37th St., Hibbing Minn. 55746. Phone 218-263-7531.
1. PERSONNEL
Gen'l & Sales Mgr.—Lester A Rutstein.
2. REPRESENTATIVES
Gene Belles Company.
Los Angeles—Lee F. O'Connell Co.
Minneapolis—William L. Hurley.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6:00 a.m. to 11:00 p.m. CST.
FM-ERP 600 w.; 106.3 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 260 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 3/1/74—Rec'd 2/13/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x
1 min	6.00	5.25	4.75	4.50
30 sec: 80% of 1-min.		10 sec: 60% of 1-min.		

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	30 ti	50 ti
1 min	50.00	70.00	135.00	212.50
30 sec: 80% of 1-min.		10 sec: 60% of 1-min.		

W M F G-FM
1971

R A B

Subscriber to the NAB Radio Code
Media Code 4 224 3795 4.00
Hibbing Broadcasting Co., Box 99, 807 W. 37th St., Hibbing Minn. 55746. Phone 218-263-7531.
1. PERSONNEL
Gen'l & Sales Mgr.—Lester A Rutstein.
2. REPRESENTATIVES
Gene Belles Company.
Los Angeles—Lee F. O'Connell Co.
Minneapolis—William L. Hurley.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6:00 a.m. to 11:00 p.m. CST.
FM-ERP 600 w.; 106.3 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 260 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 3/1/74—Rec'd 2/13/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x
1 min	6.00	5.25	4.75	4.50
30 sec: 80% of 1-min.		10 sec: 60% of 1-min.		

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	30 ti	50 ti
1 min	50.00	70.00	135.00	212.50
30 sec: 80% of 1-min.		10 sec: 60% of 1-min.		

HUTCHINSON
McLeod County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

K D U Z
1958

R A B

Subscriber to the NAB Radio Code
Media Code 4 224 3910 6.00
North American Broadcasting Co., Hwy. 15, Hutchinson, Minn. 55350. Phone 896-1555.
1. PERSONNEL
General Manager—Heinz R. Fruck
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w; 1260 kc. days. Nondirectional.
Operating schedule: 5:30 a.m. to local sunset week days; 7:00 a.m. to local sunset Sundays. CST.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Viking Radio Network.

TIME RATES
Rates effective December 1, 1954
Rates received November 15, 1954.

6. SPOT ANNOUNCEMENTS

	(*)	(†)		(*)	(†)
1 x	5.75	3.75	156 x	4.55	3.05
26 x	5.45	3.55	260 x	4.25	2.85
52 x	5.30	3.45	312 x	4.00	2.60
65 x	5.15	3.35	624 +	3.75	2.35
130 x	4.85	3.15			

(*) 100 words. (†) 50 words.

INTERNATIONAL FALLS
(1 AM)
Plus 1 paid listing.
Koochiching County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

C F O B
1944
FORT FRANCES, ONTARIO

(This is a paid listing)
Media Code 4 224 4625 5.00
Border Broadcasting Ltd., Box 127, International Falls, Minn. 56649. Phone 218-283-4430.
STATION'S PROGRAMMING DESCRIPTION
CFOB: MUSIC: MOR and CW.
1. PERSONNEL
Gordie McBride.
2. REPRESENTATIVES
Canadian Standard Broadcast Sales, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 800 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff———Rec'd 8/28/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	520x
1 min	6.00	5.50	5.00	4.50	4.25	4.00

7. PACKAGE PLANS

PER WK. BOS:	10 ti	20 ti
1 min	5.00	4.00
		(SO)

K G H S
1959

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 4140 2.00
KGHS, Inc., Box 591, International Falls, Minn. 56649. Phone 218-283-3481.
STATION'S PROGRAMMING DESCRIPTION
KGHS: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—Daniel D. Ganter.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
250 w.; 1230 kc. Non-directional.
Operating schedule: 6:00 am-midnight Mon thru Sun. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Minnesota Star Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/73—Rec'd 6/18/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x	520x	1040x
1 min/less	4.00	3.75	3.50	3.25	3.00	2.50	2.00	1.75

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	40 ti
1 min/less	3.50	3.00	2.50

LITCHFIELD (1 AM; 1 FM)
Meeker County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

K L F D
1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 4255 8.00
Litchfield Broadcasting Corp., Box 919, Litchfield, Minn. 55355. Phone 693-3212.
1. PERSONNEL
General Manager—Darryl Hensley.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KLFD-FM.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.
Member: Farm Radio Network, Viking Radio Network.

TIME RATES
Eff ———Rec'd 9/25/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	500x
1 min/less	7.50	7.25	7.00	6.75	6.50	6.25

K L F D-FM
1959

NAB

Media Code 4 224 4256 6.00
Litchfield Broadcasting Corp., Box 919, Litchfield, Minn. 55355. Phone 612-693-8669.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KLFD.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
Rates identical to KLFD. See that listing.

LITTLE FALLS
Morrison County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

K L T F
1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 4370 2.00
The Little Falls Broadcasting Co., 70 N. E. 1st Ave., Little Falls, Minn. 56345. Phone 612-632-5414.
1. PERSONNEL
Pres. & Gen'l Mgr.—John H. Lemme.
3. FACILITIES
5000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 4/1/74—Rec'd 3/25/74.
A—7-8:30 am, 11:30 am-1 pm, 5:30 pm-sign-off.
B—6-7 am, 8:30-11:30 am, 1-5:30 pm.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
	CLASS A					
1 min	5.10	4.95	4.80	4.50	4.20	3.30
30 sec	4.20	4.10	4.00	3.80	3.20	2.90
	CLASS B					
1 min	4.15	3.95	3.85	3.50	3.30	2.65
30 sec	3.15	3.00	2.85	2.75	2.55	2.30

10. SPECIAL FEATURES
Short spots—minimum 130 ti, ea. 1.95
Time signals—minimum 200 ti, ea. .95
13-wk contract.

LONG PRAIRIE
Todd County—Map Location C-7
See SRDS consumer market map and data at beginning of the State

K E Y L
1959

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 224 4485 1.00
Dairyland Broadcasters, Inc., 139 Central Ave., Long Prairie, Minn. 56347. Phone 612-732-2164.
1. PERSONNEL
Pres. & Gen'l Mgr.—Ken Eldenschink.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: Mon thru Sat 5:40 am-11 pm; Sun 7 am-11 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Viking Radio Network.

TIME RATES
No. 3 Eff 8/13/73—Rec'd 1/28/74.

6. SPOT ANNOUNCEMENTS

	1x	65x	130x	195x	260x	325x	500x	700x
1 min	4.55	4.40	4.20	4.00	3.80	3.60	3.40	3.20
30 sec	3.40	3.30	3.15	3.00	2.85	2.70	2.55	2.40

LUVERNE (1 AM; 1 FM)
Rock County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.

K Q A D
1971

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 4510 6.00
Siouxland Broadcasting Inc., Box H, Luverne, Minn. 56156. Phone 507 283-4444.
STATION'S PROGRAMMING DESCRIPTION
KQAD: Programmed for farm adult audience.
1. PERSONNEL
President—Paul C. Hedberg.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w.; 800 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 260 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Information Network.
Member: Viking Radio Network.

TIME RATES
Eff 4/1/74—Rec'd 4/17/74.

7. PACKAGE PLANS

PER MO:	1 min	30 sec
Less than 20 ti	5.55	4.00
Package A, 20 ti	5.35	3.80
Package B, 30 ti	5.15	3.45
Package C, 40 ti	5.00	3.35
50+	4.90	3.25

K Q A D-FM
1971

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 4510 6.00
Siouxland Broadcasting Inc., Box H, Luverne, Minn. 56156. Phone 507 283-4444.
STATION'S PROGRAMMING DESCRIPTION
KQAD: Programmed for farm adult audience.
1. PERSONNEL
President—Paul C. Hedberg.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w.; 800 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 260 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Information Network.
Member: Viking Radio Network.

TIME RATES
Eff 4/1/74—Rec'd 4/17/74.

7. PACKAGE PLANS

PER MO:	1 min	30 sec
Less than 20 ti	5.55	4.00
Package A, 20 ti	5.35	3.80
Package B, 30 ti	5.15	3.45
Package C, 40 ti	5.00	3.35
50+	4.90	3.25

MANKATO (2 AM; 2 FM)

Blue Earth County—Map Location D-16
See SRDS consumer market map and data at beginning of the State.

KEYC (FM)

1968

Subscriber to the NAB Radio Code
Media Code 4 224 4535 3.00
Lee Enterprises, Inc., Box 1210, Mankato, Minn. 56001. Phone 507-387-7905.

1. PERSONNEL
General Manager/Broadcast Divisions—Lloyd Loers.
Station Manager—Donald G. Harrer.
National Sales Manager—Hap Halligan.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 100,000 w.; 99.1 mc. Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 864 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 22a, 22b, 23a, 24c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.: Cont. Discounts: 61a, 62a.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 82.
TV facilities: KEYC-TV.
Affiliated with Katz Radio Network.

TIME RATES
No. 2 Eff 7/1/73—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

PER WK. EA:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	4.00	3.50	3.00	2.75	2.50
30 sec	2.50	2.00	1.80	1.65	1.50

10. SPECIAL FEATURES

NEWS ON THE HOUR

PER WK:	3 ti	7 ti	14 ti
5 min	16.50	32.00	55.00

Includes 1-minute spot.

WEATHERCASTS AT :35

2-1/2 min	12.50	23.00	42.50

Includes 1-minute spot.

KTOE

1950

NAB RAB

Media Code 4 224 4600 5.00
Minnesota Valley Broadcasting Co., Hwy. 14, Mankato, Minn. 56001. Phone 507-345-4537.
Other Studios: St. Peter, Minn.

STATION'S PROGRAMMING DESCRIPTION
KTOE: Programmed for general interest.
MUSIC: C & W 5:30-7 am; MOR 7:15 am-6 pm; Rock 6:30 pm-5:30 am. NEWS: 5 min at :60. Headlines at :30. Major newscasts, weather, sports at 7:35-8:15 pm; 12N-12:30 pm; 5:45-6:30 pm. 2 man news department with mobile units. SPORTS: live football & basketball games, plus 10 5 min sports shows. 5:30-7 am, weather, C&W, markets, & farm news. 11:45 am-1 pm, news, weather, farm news & markets. Contact Representative for further details. Rec'd 2/19/73.

1. PERSONNEL
National Sales Manager—D. O. Linder.
Manager—Bill Smith.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
5,000 w.; 1420 kc. days. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 25c, 26, 28a, 29a.
Contracts: 40a, 41, 42d, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: The Linder Group.

TIME RATES
Eff 1/1/75—Rec'd 11/21/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 wk	13 wk	26 wk	52 wk	30 sec 1 wk	13 wk	26 wk	52 wk
5 ti	9.70	9.10	8.50	8.00	7.30	6.90	6.50	6.00
10 ti	9.10	8.50	8.00	7.50	6.90	6.50	6.00	5.60
15 ti	8.50	8.00	7.50	7.00	6.50	6.00	5.60	5.20
20 ti	8.00	7.50	7.00	6.50	6.00	5.60	5.20	4.80
25 ti	7.50	7.00	6.50	6.00	5.60	5.20	4.80	4.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	45	25	20	16
13 x	70	40	22	18	15
52 x	60	36	19	16	13
104 x	57	34	18	15	12

KYSM

1938

NBC Radio Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 4715 1.00
F. B. Clements & Co., Box 1240, 101 N. Second St., Mankato, Minn. 56001. Phone 507-345-4673.

STATION'S PROGRAMMING DESCRIPTION
KYSM: Programmed for adults, young adults and teens.
NEWS: 5 min network on hour; headlines at :30; major newscasts at 7:05, 8:05 am and 12:05, 5:05 pm. Full time news staff with mobile units. MUSIC: pop-standard 6 am-6 pm; top 40 6 pm-6 am. AIR PERSONALITIES handle all segments. SPORTS: High school, college & Pro play-by-play. Contact Representative for further details. Rec'd 1/29/73.

1. PERSONNEL
General Manager—Dick Painter.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44b, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Member: Viking Radio Network.

TIME RATES
Eff ——— Rec'd 7/14/75.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	6.10	5.90	5.80	5.70	5.55	5.45
30 sec	4.90	4.70	4.65	4.50	4.40	4.35

Must be used within 7 days.
Guaranteed drive, extra 25%.
Submitted by Dick Painter.

KYSM-FM

1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 4716 9.00
F. B. Clements & Co., Box 1240, 101 N. Second St., Mankato, Minn. 56001. Phone 507-345-4673.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KYSM-FM: MUSIC: Modern country 10 am-noon, 1-5 pm & 6 pm-midnight. NEWS: network at :60. Contact Representative for further details. Rec'd 5/2/74.

3. FACILITIES
ERP 81,000 w.; 103.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 540 ft. above average terrain.

TIME RATES
Eff ———Rec'd 5/2/74.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.00	2.70	2.60	2.55	2.50	2.45
30 sec	2.20	2.15	2.10	2.05	2.00	1.95

MAPLEWOOD

Ramsey County—Map Location E-8.
See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul

(including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

MARSHALL (1 AM; 1 FM)

Lyon County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

KMHL

1946

Subscriber to the NAB Radio Code
Media Code 4 224 4830 8.00
KMHL Broadcasting Co., Box 240, 1414 E. College Dr., Marshall, Minn. 56258. Phone 507-532-2282.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard B. Lusk.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6-1 am daily. CST.
Partial simulcast operation. Simulcast 6-8 am, 11:30 am-1:05 pm, 5-6:30 pm & 10-10:15 pm. For non-simulcast facilities see KMHL-FM.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

6. GENERAL ADVERTISING See coded regulations
Accents AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: The Linder Group.

TIME RATES
Eff———Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE 5 ti	10 ti	15 ti	20 ti	25 ti
1 wk	7.00	6.50	6.00	5.50	5.00
13 wk	6.50	6.00	5.50	5.00	4.50
26 wk	6.00	5.50	5.00	4.50	4.00
52 wk	5.50	5.00	4.50	4.00	3.50
	30 SECONDS				
1 wk	5.25	4.85	4.50	4.10	3.75
13 wk	4.85	4.50	4.10	3.75	3.35
26 wk	4.50	4.10	3.75	3.35	3.00
52 wk	4.10	3.75	3.35	3.00	2.90

KMHL-FM

1967

Subscriber to the NAB Radio Code
Media Code 4 224 4831 6.00
KMHL Broadcasting Co., Box 240, 1414 E. College Dr., Marshall, Minn. 56258. Phone 507-532-2282.
See affiliated AM station for additional information.

1. PERSONNEL
Station Manager—Richard B. Lusk.

2. REPRESENTATIVES
Call station direct.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc.
Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 5-11:30 am, 1:05-6 pm, 6:30-10 pm & 10:15 pm-1 am. For simulcast facilities see KMHL.

5. GENERAL ADVERTISING See coded regulations
Member: Linder Group.

TIME RATES
Eff 4/1/75—Rec'd 4/21/75.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	4.00	3.80	3.60	3.40
30 sec	3.00	2.85	2.70	2.55

MINNEAPOLIS-ST. PAUL

(15 AM; 11 FM)

(including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

Anoka County—Map Location E-8
Hennepin County—Map Location E-8
Ramsey County—Map Location E-8
Watonwan County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	165	90	140	60
B	62	40	66	51
C	55	40	55	35
D	38	38	38	34
AVERAGE	80	52	75	45

KANO

1956
ANOKA

RAB

Media Code 4 224 4852 2.00
Community Service Radio, Inc., Box 1470, Anoka, Minn. 55303. Phone 612-421-2600.
See affiliated FM station for additional information.
FM facilities: KTWN (FM).

STATION'S PROGRAMMING DESCRIPTION
KANO: Programmed for mass appeal.
MUSIC 80%: general popular & current hits. NEWS & information 20%. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
Station Manager—Dean Sherwood.
Sales Manager—Dave Bruggeman.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
1,000 w.; 1470 kc. Nondirectional.
Operating schedule: 6 am-local sunset. CST.

5. GENERAL ADVERTISING See coded regulations
Member: The Groskin Group.

TIME RATES
Eff 9/1/69—Rec'd 7/27/70.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	16 ti	12 ti	18 ti	24 ti	36 ti	50 ti
YR:	1x	50x	100x	150x	250x	500x	1000x
1 min	6.00	5.50	5.00	4.50	4.25	4.00	3.75
30 sec	4.50	4.25	4.00	3.75	3.50	3.00	2.75

Less than 30 sec: 50% of 1-min.

7. PACKAGE PLANS

SATURATION IMPACT PACKAGES

	1 min	30 sec
10 ti, 1 day	5.00	4.00
20 ti, 2 days	4.06	3.00
30 ti, 3 days	3.75	2.75

Edited by Ray A. Ose.

KDAN

1965
SOUTH ST. PAUL

RAB

Subscriber to the NAB Radio Code
Media Code 4 224 4875 3.00
KDAN Broadcasting Co., Inc., 3092 Military Rd., Newport, Minn. 55055. Phone 612-459-8141.

STATION'S PROGRAMMING DESCRIPTION
KDAN: MUSIC: Modern country. COMMERCIAL POLICY: maximum 12 minutes per hour. Rec'd 5/23/75.

1. PERSONNEL
Station Manager—Dick Darby.
Operations Manager—David S. Herzan.

3. FACILITIES
500 w.; 1370 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 14a, 15b.
Basic Rates: 21a, 21b, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30.
Contracts: 42b, 42d, 44a, 45, 46, 48, 51c.
Comb.: Cont. Discounts: 60h, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff———Rec'd 5/23/75.

6. SPOT ANNOUNCEMENTS

EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	7.00	6.50	6.00	5.50	5.00

DISCOUNT
26 wk—7% 52 wk—15%

KDWB/63

1951
ST. PAUL

A Doubleday Station

RADIO ADVERTISING REPRESENTATIVES, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 4945 4.00
Doubleday Broadcasting Co., Inc., Box 7-630, St. Paul, Minn. 55119. Phone 612-739-4000. TWX 910-563-3668.

STATION'S PROGRAMMING DESCRIPTION
KDWB: Programmed for young adults (teen-34 years).
MUSIC: Contemporary. AIR PERSONALITIES.
NEWS: 10 min at :30 nights. COMMERCIAL POLICY: maximum 10 min per hour. Contact Representative for further details. Rec'd 7/2175.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Gary Stevens.
General Sales Manager—Alan Goodman.
National Sales Manager—Robert L. Harris.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc.
Texas—Riley Representatives.

3. FACILITIES
5,000 w. days, 500 w. nights; 630 kc.
Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28a, 30, 33a.
Contracts: 40a, 41, 45, 46, 51a, 51c.
Comb.; Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 7/16/75—Rec'd 7/25/75.

(This listing continued on next page)

WE TOLD YOU SO!

TOTAL PERSONS 12+

	Jan/Feb 1974	April/May 1975
KDWB	16,100	28,800
Station "Twone"	29,700	26,500
Station DG	18,000	12,700
Station U	N/A	10,500

We told you it was happening. The trends showed it. And now, with a whopping increase of almost 79% since the 1974 Jan/Feb ARB (despite a fourth station that made everything just a little bit harder; and some *contradictory claims by other stations who've pieced together day and week parts to "boost" their ratings),* KDWB is the number 1 music station in the Twin Cities. And don't forget, we told you so.

Source: ARB, Jan/Feb 1974, Apr/May 1975, M-S 6 a.m.-Mid, TSA, Avg 14hr pers. Data used subject to limitations stated by ARBITRON.

Want the Twin Cities?
Call us at KDWB 612/739-4000.
Or contact your RAR man.

KDWB/63
DOUBLEDAY BROADCASTING

Minneapolis-St. Paul—K D W B—Continued

AAAA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sun 7 pm-midnight; Sun noon-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	AAAA	AAA	AA	A
6 ti	68	64	53	42
12 ti	66	62	51	40
18 ti	64	59	48	37
24 ti	62	56	45	34

30 sec: 80% of 1-min.

7. PACKAGE PLANS

*TOTAL AUDIENCE PLAN

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	50	48	46	44
30 sec	40	38	36	34

(*) 50% Mon thru Fri 6-10 am, 25% Mon thru Fri 3-7 pm, 25% Sat & Sun 6 am-7 pm.
Submitted by Robert L. Harris.

KEEY
1936
ST. PAUL
RAB

A Mairite Station

Media Code 4 224 4950 4.00

Mairite of Minnesota, Inc., 611 Frontenac Place, St. Paul, Minn. 55104. Phone 612-645-7757.
See affiliated FM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

KEEY: Programmed for adults.
MUSIC: MOR. Current and recent hits in adult arrangements, old favorites, standards, broadway melodies and music from movies. Contact Representative for further details. Rec'd 11/30/71.

3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast Mon thru Sat 16 pm-5:30 am; Sun 10:30 pm-11 am. For non-simulcast facilities see KEEY-FM.

5. GENERAL ADVERTISING See coded regulations

Sold in combination with KEEY-FM. See that listing for rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/15/75—Rec'd 5/16/75.

AA—Mon thru Sun 6 am-7 pm.
A—Mon thru Sun 7-10 pm.

6. SPOT ANNOUNCEMENTS

	AA			A		
	7 ti	14 ti	21 ti	7 ti	14 ti	21 ti
1 min	26	24	22	12	11	10
30 sec	22	20	19	10	(*)	9

(*) 9.50.
Edited by David R. Millan.

KQRS fm/am

Adults 18-34
WEEKDAYS

ARB	10 am-3 pm	#3
	3-7 pm	#4
	7 pm-Mid	#3
PULSE	10 am-3 pm	#1
	3-7 pm	#1
	7 pm-Mid	#1

Adults 18-34
WEEKENDS

ARB	3 pm-Mid	#1
PULSE	6 am-Mid	#1

(Source: ARB A/M '75 aqh pers. MSA. PULSE A/M '75 aqh pers. CZ.)

KQ Stereo 92 1440 Radio
Minneapolis–St. Paul
Hudson Broadcasting Corp.
Call Your ABC FM Spot Sales Rep.

KEEY-FM
1969
ST. PAUL
HR STONE radio
RAB NAFMB

A Mairite Station

Media Code 4 224 4951 2.00

Mairite of Minnesota, Inc., 611 Frontenac Pl., St. Paul, Minn. 55104. Phone 612-645-7757.

STATION'S PROGRAMMING DESCRIPTION

KEEY-FM: Programmed for adults.
MUSIC: MOR. Current & recent hits in adult arrangements, old favorites, standards, broadway melodies & music from movies. Contact Representative for further details. Rec'd 11/30/71.

1. PERSONNEL

President—Milton Maltz.
Vice-Pres. & Gen'l Mgr.—David R. Millan.
General Sales Manager—Russ DeMarois.

2. REPRESENTATIVES

Hit/Stone Radio Representatives, Inc.

3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 445 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 5:30 am-10 pm; Sun 11 am-10:30 pm. For simulcast facilities see KEEY.

4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 21a, 21d, 23a, 24c, 25a, 28b, 28c, 30, 31.
Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 62d.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/15/75—Rec'd 5/16/75.

AA—Mon thru Sun 6 am-7 pm.
A—Mon thru Sun 7-10 pm.

6. SPOT ANNOUNCEMENTS

	AA			A		
	7 ti	14 ti	21 ti	7 ti	14 ti	21 ti
1 min	38	36	34	22	21	20
30 sec	34	33	32	19	18	17

AM/FM COMBINATION
AA—Mon thru Sun 6 am-7 pm.
A—Mon thru Sun 7-10 pm.
B—Mon thru Sun 10 pm-6 am.

7. PACKAGE PLANS

	AA			A		
	7 ti	14 ti	21 ti	7 ti	14 ti	21 ti
1 min	42	40	38	26	25	24
30 sec	36	34	32	22	21	20

B: 50% of A.
Edited by David R. Millan.

KFMX (FM)
1962
MINNEAPOLIS
Park Broadcasting
NBC Radio Network
KATZ RADIO
NAB

Subscriber to the NAB Radio Code

Media Code 4 224 5095 6.00

Roy H. Park Broadcasting of the Midwest, Inc., 11320 Valley View Rd., Eden Prairie, Minn. 55343. Phone 612-941-5774. TWX 910-576-2757.
See affiliated AM station for additional information.
AM facilities: KRSI.

3. FACILITIES

ERP 52,500 w. (horiz.), 52,500 w. (vert.); 104.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 260 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Katz Radio Network.
Affiliated with NBC.
Sold in combination with KRSI. See that listing for rates.

TIME RATES

No. 1 Eff 4/1/74—Rec'd 5/7/74.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
All times/4-hr blks	18	17	16	15
ROS/7 days/24 hrs	14	13	12	11

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KQRS 1948 — KQRS-FM 1962
GOLDEN VALLEY
ABC-FM spot sales, Inc.
Stereo Rock

A McKeana Station

Media Code 4 224 5060 1.00

Hudson Broadcasting Corp., 917 N. Lilac Dr., Minneapolis, Minn. 55422 Phone 612-545-5601.

STATION'S PROGRAMMING DESCRIPTION

KQRS: Programmed for people 12-34.
MUSIC: rock format featuring variety of cuts from top-selling albums, programmed & aired by live air personalities. Primary orientation adults 18-34. NEWS: AP, Earth & Zodiac news services, plus ESSA weather wire. Announcers talk briefly, casually, provide information on public service, news, weather & sports. FEATURES: citizen editorials, 2-way talk program, calendar of daily events, rock concerts. COMMERCIAL POLICY: average 9 minutes per hour with maximum 12 commercial interruptions. Contact Representative for further details. Rec'd 3/27/75.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Richard A. Poe.
Program Director—Tac Hammer.
Music Director—Jim Larkin.

2. REPRESENTATIVES

ABC FM Spot Sales.

3. FACILITIES

5,000 w. days; 500 w. nights; directional—nights only. 1440 kc.
Operating schedule: 24 hours. CST.
FM-ERP 27,000 w. (horiz.), 6,800 w. (vert.); 92.5 mc. Stereo.
Antenna ht.: 263 ft. above average terrain.

4. AGENCY COMMISSION

15/0. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 8/30/74.

AAA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight; Sun noon-midnight.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am.
A—Mon thru Fri 6-10 am.
B—Wed thru Mon midnight-6 am; Tues midnight-1 am.

6. SPOT ANNOUNCEMENTS

EA. WKLY:	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	28.00	26.00	24.00	25.00	23.00	21.00	19.00
30 sec	26.00	24.00	22.00	20.00	21.00	19.00	17.00	15.00
	A				B			
1 min	23.00	21.00	19.00	17.00	9.00	8.00	7.00	6.00
30 sec	19.00	17.00	15.00	13.00	7.50	6.50	5.50	4.50

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

WKLY, EA:	6 ti	12 ti	18 ti	24 ti
1 min	27	25	23	21
30 sec	23	21	19	17

KRSI
1958
ST. LOUIS PARK
Park Broadcasting
AMERICAN ENTERTAINMENT RADIO NETWORK
KATZ RADIO
NAB

Subscriber to the NAB Radio Code

Media Code 4 224 5175 7.00

Roy H. Park Broadcasting of the Midwest, Inc., 11320 Valley View Rd., Eden Prairie, Minn. 55343. Phone 612-941-5774. TWX 910-576-2757.

1. PERSONNEL

President—Roy H. Park.
Vice-President/Radio—Roger Turner.
Vice-Pres. & Gen'l Mgr.—John G. Enoch.

2. REPRESENTATIVES

Katz Radio.

2. FACILITIES

1,000 w.; 950 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0: payable 10th of month.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15c, 15e.
Basic Rates: 20a, 20b, 21b, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 81.
FM facilities: KFMX (FM).
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES
KRSI/KFMX (FM) COMBINATION
No. 17 Eff 4/1/74—Rec'd 5/7/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	51	48	45	42
AA	42	39	26	23
A	30	27	24	21

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 1/3.

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	156x	260x
1/2 hr	165	160	155	150	145
1/4 hr	115	110	105	100	95
10 min	85	80	75	70	65
5 min	60	55	50	45	40

KSTP
1928
ST. PAUL

HUBBARD BROADCASTING, INC.

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 5200 4.00
Hubbard Broadcasting, Inc., 3415 University Ave. S.E., St. Paul, Minn. 55114. Phones 612-645-2724; 644-9595. TWX 910-563-3598.
Address all copy, copy instructions, transcriptions and records to Operation Desk, same address.

1. PERSONNEL
President—Stanley S. Hubbard.
General Manager—Jack Nugent.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
50,000 w.; 1500 kc. Directional—nights only
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 29.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.
Member: Minnesota Star Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 50 Eff 1/1/74—Rec'd 1/7/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

8. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	60	55	53	50
AA	45	40	38	35
A	40	35	33	30

30/20 sec 80% of 1-min.

7. PACKAGE PLANS
MARKET BUSTER—1/3AAA, 1/3AA, 1/3A

	12 ti	18 ti	24 ti
Per wk	40	38	35

Edited by Jack Nugent.

KS95
KSTP-FM
1966
ST. PAUL

HUBBARD BROADCASTING, INC.

mcgavren-guild
pgw radio, inc.

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 224 5201 2.00
Hubbard Broadcasting, Inc., 3415 University Ave. S.E., St. Paul, Minn. 55114. Phones 612-645-2724, 644-9595. TWX 910-563-3598.
See affiliated AM station for additional information.

1. PERSONNEL General Manager—John Mayasich.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,250 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 4/1/75—Rec'd 5/5/75.

6. SPOT ANNOUNCEMENTS
MON THRU SUN—6 AM-MIDNIGHT

	6 ti	12 ti	18 ti	24 ti
1 min	35	30	28	26
30 sec	28	24	22	21

Fixed position, extra 5.00.
Edited by Jack Nugent.

KTCR
1962
MINNEAPOLIS

Media Code 4 224 5405 6.00
Albert S. and Patricia W. Tedesco, dba Hennepin Broadcasting Associates, 3701 Winnetka Ave., Minneapolis, Minn. 55427. Phone 612-544-1558.

STATION'S PROGRAMMING DESCRIPTION
KTCR: Modern country and western music for adults, city and rural. Early am and noon farm reports. ENTERTAINMENT: throughout day employing air personalities, weather, contests, and features. Country music star interviews M-F 2-3 pm, Sat 3-4 pm. NEWS: 5 min on hour, local news accented, mobile unit employed. Sun, sign-on-10 am religious music and talk, balance same as above. Facilities for on location broadcasts. Contact Representative for further details. Rec'd 3/9/72.

1. PERSONNEL
General Manager—Robert J. Rock.
Sales Manager—Kenneth Firnstahl.
Program Director—Gerald D. Cunning.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES 500 w. days; 690 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 28b, 29a, 30.
Contracts: 40a, 41, 46, 47c, 50, 51a.
Comb.; Cont. Discounts: 60c, 60i, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff 1/1/73—Rec'd 1/5/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri sign-on-6 am, 10 am-3 pm & 7 pm-sign-off; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	35	30	27	25	23
30 sec	28	24	22	20	16
CLASS A					
1 min	28	24	22	20	18
30 sec	22	19	17	16	14

Spots on AM & FM combinable for frequency discount.

MINNESOTA

KTCR-FM
1956
MINNEAPOLIS

Media Code 4 224 5415 7.00
Albert S. and Patricia W. Tedesco, dbe Hennepin Broadcasting Associates, 3701 Winnetka Ave., Minneapolis, Minn. 55427. Phone 612-544-1558.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff 1/1/73—Rec'd 1/5/73.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12	10	9	8	7

Spots on AM & FM combinable for frequency discounts.

10. SPECIAL FEATURES
NEWSCASTS
5-min at :60—flat 9.00.
Includes opening and closing billboard and 1-minute spot.

KTWN (FM)
1968
ANOKA
Classical Music

RAB

Media Code 4 224 5467 6.00
Community Service Radio, Inc., Box 1470, Anoka, Minn. 55303. Phone 612-421-2600.
Sales Office: 1920 S 1st St., Minneapolis, Minn. 55454. Phone 612-332-7546.

STATION'S PROGRAMMING DESCRIPTION
KTWN (FM): MUSIC 90%: serious music, primarily from baroque, classic & romantic periods. Most of programming is general orchestral music, with other programs featuring opera highlights, ballet, solo performances & small ensembles. News, public affairs, interviews & information 10%. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas R. Holter.
Sales Manager—Scott O'Malley.
Station Manager—Ray Ose.
2. REPRESENTATIVES Herbert E. Groskin & Co.
3. FACILITIES
ERP 57,000 w. (horiz.), 57,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 331 ft. above average terrain.
4. AGENCY COMMISSION 15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 15b, 15d.
Basic Rates: 20b, 22a, 24c, 25a, 28c.
Contracts: 40a, 41, 44b, 46.
Comb.; Cont. Discounts: 60f, 60i.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: KANO.
Member: The Groskin Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 5/5/75.

6. SPOT ANNOUNCEMENTS
12 ti, 1 min 20.00 18 ti, 1 min 16.00
30 sec: 80% of 1-min.
After 11 pm deduct 25%.
Edited by Ray A. Ose.

KUXL
1961
GOLDEN VALLEY
A Universal Owned Station

Media Code 4 224 5520 4.00
Universal Broadcasting Co. of Minneapolis-St. Paul, Inc., 5730 Duluth St., Minneapolis, Minn. 55422. Phone 612-544-2196.

STATION'S PROGRAMMING DESCRIPTION
KUXL: Talk 2 pm-sign-off, M-F, Jazz weekends. NEWS: 5 min at :55 with sports & weather. RELIGIOUS: morning hours & Sun. FEATURES: Talk show with telephone participation. Contact Representative for further details. Rec'd 9/3/74.

(This listing continued on next page)

No. 1 FM station for adults 18-49 6 a.m.-Mid., Mon.-Sun., TSA*

AMONG FM STATIONS ONLY:*
★ No. 1 in Adults 18-34, 6-10 a.m., M-F
★ No. 1 in Adults 18-34, 10 a.m.-3 p.m., M-F
★ No. 1 in Adults 18-34, 3-7 p.m., M-F
★ No. 1 in Women 18-34, 6 a.m.-Mid., M-Sun
★ No. 1 in Men 18-34, 6 a.m.-7 p.m., M-F
★ No. 1 in Adults 18-49, 10 a.m.-Mid., M-F
★ No. 1 in Adults 18-49, 6 a.m.-3 p.m., S-Sun

AMONG ALL 22 AM & FM STATIONS:*
★ No. 2 in Women 18-34, 10 a.m.-3 p.m., M-F
★ No. 3 in Adults 18-34, 10 a.m.-3 p.m., M-F
★ No. 4 in Adults 18-34, 6 a.m.-7 p.m., M-F
★ No. 4 in Adults 18-34, 6 a.m.-Mid., M-Sun
★ No. 2 in Adults 25-34, 10 a.m.-Mid., M-F
★ No. 3 in Adults 18-49, 10 a.m.-7 p.m., M-F
★ No. 5 in Adults 18-49, 6 a.m.-Mid., M-Sun

gentle KS95 FM Stereo

*Source: Arbitron April-May '75, Avg. Qtr. Hr. Pers., TSA. Estimates subject to qualifications in said report. For more information call John Mayasich, KSTP-FM, 612-644-9595.

Twonce again we're No. 1

No. 1 in some demos and No. 2 in others. That's why we're *Number Twone* (pronounced "twun"). And why we're more ready than ever to help you reach the expanding young adult audience through our exciting environment: *The Music Station*. Strong, successful on-air talent and unmatched young-adult programming. We've got No. 1 rankings in adults 18-34, as shown below, plus unique strengths in 18+, 18-24 and 18-49*. So move up with *us*. 15! KSTP! The twemendous Twone in the Twins!

ADULTS 18+*
6 a.m.-Mid., M-Sun KSTP..... No. 2
6 a.m.-Mid., M-F KSTP..... No. 2

ADULTS 18-24*
6 a.m.-Mid., M-Sun KSTP..... No. 1

ADULTS 18-34*
6-10 a.m., M-F KSTP..... No. 2
10 a.m.-3 p.m., M-F KSTP..... No. 1
3-7 p.m., M-F KSTP..... No. 1
7 p.m.-Mid., M-F KSTP..... No. 1
6 a.m.-Mid., M-Sun (Men) KSTP..... No. 1
6 a.m. Mid., M-Sun (Women) KSTP..... No. 2

ADULTS 18-49*
6 a.m.-Mid., M-Sun KSTP..... No. 2
6 a.m.-Mid., M-F KSTP..... No. 2

TOTAL PERSONS 12+*
6 a.m.-Mid., M-F KSTP..... No. 2

*Source: Arbitron, April-May '75, Avg. Pers. Qtr. Hr., TSA. Estimates subject to limitations in said report.

15 KSTP
The Music Station
MINNEAPOLIS-ST. PAUL
Division of Hubbard Broadcasting Inc. For information call your nearest McGavren-Guild Inc. office or KSTP, Jack Nugent, (612) 645-2724.

Minneapolis-St. Paul—K U X L—Continued

1. PERSONNEL
General Manager—John McCooley.

2. REPRESENTATIVES
Universal Broadcasting Corporation.
Atlanta—Dora-Clayton Agency, Inc.
Southwest—Erle Racey & Associates.

3. FACILITIES
1,000 w.; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset, CST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 43, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 2/1/65—Rec'd 1/4/65.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	11.50	11.00	10.50	10.00	9.50
	208x	312x	520x	624x	1248x
1 min	9.00	8.50	8.00	7.50	7.00

30 sec: 80% of 1-min. ID's 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	95	135	170	200

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	208x	312x
1 hr	80.00	76.50	73.00	69.50	66.00	62.50	59.00
1/2 hr	64.00	62.00	60.00	58.00	56.00	54.00	52.00
1/4 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00
10 min	24.00	23.00	22.00	21.00	20.00	19.00	18.00
5 min	18.00	17.00	16.00	15.00	14.00	13.00	12.00

WAYL (FM)

1060
MINNEAPOLIS

Alan Torbet Associates, Inc.

Beautiful Music

An Entercom Station

Media Code 4 224 5750 7.00

Entercom, Inc., 215 Old Hwy. 8, New Brighton, Minn. 55112. Phone 612-633-9667.

STATION'S PROGRAMMING DESCRIPTION
WAYL (FM): Programmed to adults.
MUSIC: uninterrupted clusters of standards and popular music. NEWS: 5 min at 5, 6, 7 & 8 am, 3 min at noon, 4, 5 & 9 pm. Brief stock market reports hourly 10 am-3 pm. COMMERCIAL POLICY: 8 min per hour. Contact Representative for further details. Rec'd 5/3/74.

1. PERSONNEL
President—Joseph Field.
Vice-Pres. & Gen'l Mgr.—Sam Sherwood.
Sales Manager—Charles Loufek.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 100,000 w.; 92.7 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net charges for time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40c, 41, 44a, 45, 47e, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60b, 60d, 60e 60f, 61b 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 3/18/74.

Prime—3-7 pm.
AA—9 am-3 pm & 7-10 pm.
A—5-9 am & 10 pm-1 am.
D—1-5 am.

6. SPOT ANNOUNCEMENTS

	Prime		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	35.00	28.00	33.00	26.40	31.00	24.80
12 ti	33.00	26.40	31.00	24.80	29.00	23.20
18 ti	32.00	25.60	30.00	24.00	28.00	22.40
24 ti	31.00	24.80	29.00	23.20	27.00	21.40

Fixed position, extra 10%.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

12 ti (2 Prime, 4AA, 4A, 2 wknd) 309
18 ti (3 Prime, 6AA, 5A, 4 wknd) 448
24 ti (4 Prime, 8AA, 7A, 5 wknd) 578

WCCO

1924
MINNEAPOLIS

CBS Radio Network

Represented by CBS RADIO SPOT SALES

Media Code 4 224 5065 3.00

Midwest Radio & Television, Inc., 625 Second Ave. So., Minneapolis, Minn. 55402. Phone 612-332-1202.

STATION'S PROGRAMMING DESCRIPTION
WCCO: Variety programming for general interest. AIR PERSONALITIES featured on all programs. NEWS: 60 min news-weather-sports at 7 am; 30 min at 5 and 10 pm. 12-1/2 min local-regional-network news and weather on hour balance of day. Stock market and business reports. Frequent documentaries and specials. SPORTS: play-by-play major league baseball & hockey; college football & basketball; high school sports. Coverage of fishing, hunting, golf. FARM: 2 farm directors. ENTERTAINMENT: programs include varied music (current, standards, albums) with public service and informational features. Air personalities with humor, skits, parodies 10:30-11 am. Telephone discussion 11:05 am-noon. Contact Representative for further details. Rec'd 1/25/71.

1. PERSONNEL
General Manager—Phil Lewis.
National Sales Manager—Clayton Kaufman.
Commercial Manager—Robert E. Woodbury.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 830 kc. Class 1A Clear Channel. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 22a, 23a, 24a, 24c, 27, 29a, 33a.
Contracts: 40b, 41, 42a, 43, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 61a, 62a, 62d.
Cancellation: 70a, *70e, 71a, 73a.
Prod. Services: 81, 82.
Only 1 product or service may be advertised per commercial.
(*) Contracts including Morning Drivetime spots subject to cancellation on 28 days prior written notice.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 35 Eff 9/30/74—Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS
Morning Drive—Mon thru Sat 5:59-10 am.
Afternoon Drive—Mon thru Fri 3:59-7 pm.
Daytime—Mon thru Sat 5-5:59 am; Mon thru Fri 10 am-2:59 pm; Sat 10 am-7 pm; Sun 5 am-7 pm.
Nighttime—Mon thru Sun 7 pm-4:59 am.

	1 min			30 sec		
PER WK:	1 ti	6 ti	12+	1 ti	6 ti	12+
AM Drive	180	175	165	145	140	135
PM Drive	155	150	140	125	120	115
Daytime	110	100	90	95	85	75
Nighttime	80	70	60	65	55	50

Preferred position, extra 20%.
Not combinable with Wknd Saturation Plan or Hobbs House.

DISCOUNT
52 wk—8%

7. PACKAGE PLANS
WEEKEND SATURATION

SAT & SUN. ROS:	4 ti	8 ti	12+
1 min	90	80	70
30 sec	75	65	60

8. PROGRAM TIME RATES
Morning Drive—Mon thru Sat 6-10 am.
Noon/PM Drive—Mon thru Sat noon-1 pm; Mon thru Fri 3-6 pm.
Daytime—Mon thru Sat 5-6 am, 10 am-noon & 1-3 pm; Mon thru Fri 6-7 pm; Sat 3-7 pm; Sun 5 am-7 pm.
Nighttime—Mon thru Sun 7 pm-5 am.

PER WK. 5 MIN:	1 ti	3 ti	5 ti	7 ti	10+
AM Drive	175	170	160	150	140
Noon/PM Drive	140	130	120	110	100
Daytime	115	110	105	100	95
Nighttime	95	90	85	80	75

Not combinable with spots or Wknd Saturation Plan.

DISCOUNT
52 wk—12%
Station-produced programs subject to talent production charges. Transcribed programs subject to 25% surcharge.

9. PARTICIPATING PROGRAMS
Hobbs House—Mon thru Sat 10:30 pm-5 am; Mon 12:05-5 am.

PER WK:	12 ti	18 ti	24 ti	36+
1 min	20	18	16	15

Not combinable with any other facilities to earn lower rate.
CBS Radio Mystery Theatre—Sun thru Fri 9:07-10 pm; Sat 11:07-midnight.

PER WK:	1 ti	6 ti	12+
1 min	125	115	105
30 sec	100	90	85

Combinable with spots; not combinable with Wkly Saturation Plan or Hobbs House.

10. SPECIAL FEATURES
MINNESOTA TWINS BASEBALL
4/8/75 THRU 9/28/75
1 min ..... 160 30 sec 100
UNIVERSITY OF MINNESOTA FOOTBALL
9/13/75 THRU 11/22/75

PRE-GAME/POST-GAME PKG. PER WK:	1 min
5 ti	735
Less than 5 ti, ea.	175

Submitted by C. Kaufman.

(Minneapolis-St. Paul continued on next page)

WCCO Radio outpulls TV 15 to 1!

At WCCO Radio, we are starting our second 50 years of broadcasting in great style. With a tradition of delivering bigger average quarter-hour (AQH) audiences than any television station in the Minneapolis-St. Paul market. Fact is, this is the seventh consecutive year we've done it—this time topping TV in 15 out of 16 points of comparison.

That's a lot of muscle in a strong market like the Twin Cities. But it's to be expected when you have strong arms pulling for you. Like WCCO Radio's lineup of talented personalities presenting full-size, complete programming. It's the kind of radio that attracts and holds the widest possible audience rather than appealing only to some narrow segment.

How strong are we? Here's a few highlights from our show of strength in the 1974 ARB averages:

PERSONS 11+ AQH 6 AM–MIDNIGHT, M-S	
WCCO Radio	122,400
Best TV Station	120,200
ADULTS 18+ AQH 6 AM-6 PM, M-F	
WCCO Radio	166,900
Best TV Station	62,500
WOMEN 18+ AQH PRIME TIME, M-F	
WCCO Radio (6-10 am)	140,800
Best TV Station (6:30-10:30 pm)	105,300

WCCO Radio also wins 12 out of 13 other points of comparisons. Want to hear the full story for yourself and have WCCO Radio pulling for you? Call your WCCO Radio or CBS Radio Spot Sales Representative. They really know the ropes.

WCCO RADIO
MINNEAPOLIS/ST. PAUL
REPRESENTED BY CBS RADIO SPOT SALES

Radio—ARB estimates, Jan./Feb., Apr./May and Oct./Nov., 1974 average. TV—ARB estimates, Jan./Feb., Feb./Mar., May, Oct. and Nov., 1974 average. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

WCCO-FM
1969
MINNEAPOLIS

NAB

Selcom, Inc.

Media Code 4 224 5866 1.00
Midwest Radio & Television, Inc., 215 11th St., Minneapolis, Minn. 55403. Phone 612-339-1029.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WCCO-FM: Programmed for adults 20-40.
5 AIR PERSONALITIES daily; am & mid-morning man overlap 8-10 am. NEWS: at :60 & :30; news department manned all hours; UPI audio newscasts & entertainment; live guest interviews. MUSIC: progressive MOR. COMMERCIAL POLICY: 14 minutes per hour. Contact Representative for further details. Rec'd 1/14/75.

1. PERSONNEL
General Manager—Robinson Brown.
Sales Manager—Scot O'Malley.
Program Director—Paul Stagg.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 100 000 w. (horiz.), 100,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 1,250 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 24a, 24c, 25a.
Contracts: 40b, 41, 45, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff —— Rec'd 10/15/73.

6. SPOT ANNOUNCEMENTS
PER WK, 6 AM-10 PM:

	Non-preemptible				Preemptible			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	22	21	20	19	17	16	15	14
30 sec	18	17	16	15	13	12	11	10

ALL THRU THE NIGHT

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min/less	10	9	8	7	6

WDGY
1928
MINNEAPOLIS

NAB R A B

A Storz Owned Station
Subscriber to the NAB Radio Code
Media Code 4 224 5980 8.00
Storz Broadcasting Co., Box 6606, Minneapolis, Minn. 55420. Phone 612-881-2632

1. PERSONNEL
Chairman-of-the-Board—Robert H. Storz.
General Manager—Dale G. Weber.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
50,000 w. days, 25,000 w. nights; 1130 kc
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Blair Represented Network.
Talent—all rates include a 20% talent and production charge.

TIME RATES
No. 7 Eff 10/1/74—Rec'd 10/8/74.

6. SPOT ANNOUNCEMENTS
MON THRU FRI 6-10 AM & 3-7 PM;
SAT 10 AM-7 PM

PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti
1 min	40	38	36	34	32
30 sec	32	30	28	27	25

MON THRU FRI 10 AM-3 PM; SAT 6-10 AM;
SUN 6 AM-7 PM

1 min	36	30	28	26	24
30 sec	29	24	22	21	19

7 PM-MIDNIGHT

1 min	40	34	32	30	28
30 sec	32	27	25	24	22

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

WKLY:	6 ti	12 ti
Mon thru Fri 6-10 am & 3-7 pm	42	28
All other times	33	30

WLOL
1939
MINNEAPOLIS

AVCO RADIO SALES

R A B

Subscriber to the NAB Radio Code
Media Code 4 224 6095 6.00
BFR Broadcasting Corp., Midwest Plaza, 801 Nicollet Mall, Minneapolis, Minn. 55402. Phone 612-333-0406. TWX 612-321-1150.

STATION'S PROGRAMMING DESCRIPTION
WLOL: Programmed primarily for adults 18-49.
MUSIC: MOR. NEWS: 5 min at :60 & :30 6-9 am & 4-7 pm, M-F; 5 min at :60 24 hrs. a day. SPORTS: 6-9 am & 3-7 pm M-Sat; play-by-play U football & basketball, high school hockey & basketball; professional hockey. Contact Representative for further details. Rec'd 11/8/74.

1. PERSONNEL
President—N. L. (Larry) Bentson.
Vice-Pres. & Gen'l Mgr.—Wayne (Red) Williams.
Program Director—Tom Wynn.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
5,000 w.; 1330 kc. Directional—separate pattern day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60h, 60i, 61a, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Service : 80, 82.
Affiliated with American Information Network and Avco Group Plan.

TIME RATES
Eff 3/1/73—Rec'd 2/1/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight; Sun all day.
C—Mon thru Sun midnight-6 am. Rates on request.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
520 x	20	16	16	13	14	11
1040 x	16	13	12	10	10	8

ID: 60% of applicable 1-min.

7. PACKAGE PLANS

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
*1 ti	26	21	24	19	19	15
6 ti	24	19	20	16	18	14
12 ti	22	18	18	14	16	12
18 ti	20	16	16	13	14	11
24 ti	18	14	14	11	12	10
30 ti	16	12	12	10	10	8

(*) or fixed.

AM/FM COMBINATION
TOTAL AUDIENCE PLAN

PER WK:	Ea
12 ti (5AA, 4A, 3B)	27
18 ti (5AA, 6A, 4A)	25
24 ti (12AA, 7A, 5B)	24

Equal number of spots on AM & FM.
AM only: less 10.00 per spot.

10. SPECIAL FEATURES
5-MIN NEWSCASTS 6+ PER WK, EA:

	13 ti	26 ti	52 ti
AA	35	30	25
A or B	30	25	20

WLOL-FM
1956
MINNEAPOLIS

R A B NAFMB

Subscriber to the NAB Radio Code
Media Code 4 224 6096 4.00
WLOL-FM Corp., Midwest Plaza, 801 Nicollet Mall, Minneapolis, Minn. 55402. Phone 612-333-0406. TWX 612-321-1150.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLOL-FM: Programmed for adults. MUSIC: MOB, standards, popular, old time favorites. NEWS: 3 min at :55, 6-9 am & 3-7 pm. COMMERCIAL POLICY: 8 minutes per hour maximum. Uninterrupted segments throughout day. Contact Representative for further details. Recd 10/4/73.

1. PERSONNEL
General Manager—Wayne (Red) Williams.
3. FACILITIES
ERP 72,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 449 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WLOL. See that listing for rates.

TIME RATES
Eff 3/1/73—Rec'd 2/1/73.
AA—Mon thru Sun 9 am-6 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

	*1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA						
1 min	15	13	12	11	10	9
30 sec	12	11	10	9	8	7
CLASS A						
1 min	13	11	10	9	8	7
30 sec	11	9	8	7	6	5

(*) or fixed.

	AA		A	
PER YR:	1 min	30 sec	1 min	30 sec
520 x	11	9	9	7
1040 x	9	7	7	5

ID: 60% of applicable 1-min.

6. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	100	95	90	85	80	75	70
1/2 hr	80	77	74	71	69	66	62

WMIN
1954
MAPLEWOOD

Subscriber to the NAB Radio Code
Media Code 4 224 6239 6.00
Voyageur's Broadcasting Corp., 498 S. Century Ave., St. Paul, Minn. 55119. Phone 612-739-4433.

STATION'S PROGRAMMING DESCRIPTION
WMIN: MUSIC: MOB. NEWS: 5 min at :60, international, national, regional, UPI & local. Contact Representative for further details. Rec'd 7/24/75.

1. PERSONNEL
President—O. B. Borgen.
Commercial Manager—Gerald Rosendahl.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
250 w.; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 22a, 23a, 24b, 29a, 30.
Contracts: 40a, 46.
Cancellation: 70e.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/24/75—Rec'd 3/24/75.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	13x	26x	52x	104x	260x
1 min	18.00	16.20	14.60	13.20	11.90	10.75
30 sec	13.50	12.15	10.95	9.90	8.95	8.00
ROS:						
1 min	12.00	10.80	9.70	8.75	7.85	7.10
30 sec	9.00	8.10	7.30	6.70	6.00	5.50
				50x	100x	150x
1 min				8.00	7.00	6.00
30 sec				6.25	5.50	5.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x
1 hr	150.00	135.00	121.50	110.00	99.00	90.00
1/2 hr	90.00	81.00	73.00	65.70	59.20	53.30
1/4 hr	55.00	49.50	44.55	40.10	36.10	32.50
5 min	24.00	21.60	19.50	17.60	15.80	14.20

Edited by Gerald Rosendahl.

WWTC
1931
MINNEAPOLIS

Buckley Radio Sales, Inc.

All News

R A B

Media Code 4 224 6670 6.00
Buckley Broadcasting Corp. of Minnesota, 609 Second Avenue, S., Minneapolis, Minn. 55402. Phone 612-333-2363.

STATION'S PROGRAMMING DESCRIPTION
WWTC: Programmed for adults.
NEWS: All news. Local news staff with news anchors, reporters, writers & editors. Network with local origin 30 minutes per hour during drive times & other day parts. Major news services, mobile units, direct monitoring of police & fire, weather forecasted & reported by professional meteorologists, detailed traffic reports morning & afternoon. Sports, business, consumer news, audience feedback, commentaries & entertainment reviews throughout day. Contact Representative for further details. Rec'd 5/30/75.

1. PERSONNEL
General Manager—Lee E. Zanin.
Sales Manager—Doyle Rose.
News Director—Ken Trimble.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w. days, non-directional, 5,000 w. nights, directional: 1280 kc
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION
15/0 net time only: 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10d, 12g, 14d.
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b.
Comb.; Cont. Discounts: 60d, 60i, 61a, 61b.
Cancellation 70a, 71a, 72, 73b.
Prod. Services: 82.

RATE PROTECTION
Rates quoted herein are guaranteed for period of 26 weeks from effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 6/18/75—Rec'd 5/30/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Daily 5-6 am & 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
1 ti	35.00	28.00	30.00	24.00	25.00	20.00	15.00	12.00
6 ti	33.00	26.50	28.00	22.50	23.00	18.50	13.00	10.50
12 ti	31.00	25.00	26.00	21.00	21.00	17.00	11.00	9.00
18 ti	29.00	23.00	24.00	19.00	19.00	15.00	9.00	7.00
24 ti	27.00	21.50	22.00	17.50	17.00	13.50	8.00	6.50
30 ti	25.00	20.00	20.00	16.00	15.00	12.00	7.00	5.50

(*) 30 sec.
Fixed, extra 10%.

7. PACKAGE PLANS
1/4AAA, 1/4AA, 1/4A, 1/4B

	12 ti	18 ti	24 ti	30 ti
1 min	25.00	23.00	21.00	19.00
30 sec	20.00	18.50	17.00	15.00

Fixed, extra 10%.
Edited by Lee E. Zanin.

WYOO WYOO-FM
1949 1959
RICHFIELD

EASTMAN RADIO, INC.

Subscriber to the NAB Radio Code
Media Code 4 224 6727 4.00
Fairchild, Minnesota, Inc., 2110 Cliff Rd., Eagan, Minn. 55122. Phone 612-452-1560.

STATION'S PROGRAMMING DESCRIPTION
WYOO: Targeted on teens & 18-34 year demographics.
MUSIC: contemporary current playlist of top 20 records. Features young adult personalities. NEWS: 4 min at approximately :10 & :40 6-10 am & 3-6 pm, during daytime. Contact Representative for further details. Rec'd 5/23/75.

1. PERSONNEL
General Manager—Michael R. Sigelman.
Program Director—Rob Sherwood.
Local Sales Manager—Bob Brokman.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 980 kc. Directional.
Operating schedule: 24 hours. CST.
FM-ERP 100,000 w.; 101.3 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 253 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 6, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Bates: 20b 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60e, 60h, 60i.
Cancellation: 70e.
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 100-A Eff 4/15/75—Rec'd 4/16/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
AA—Mon thru Sat 7 pm-1 am; Sun 6 am-midnight.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	12 ti	18 ti	24 ti	36 ti
AAA	30	27	24	21
AA	28	25	22	20
A	26	23	20	18

30 sec: 80% of 1-min.
Fixed position: 1-1/2x 1-min.

10. SPECIAL FEATURES
News adjacencies: 1-1/2x 1-min.

MONTEVIDEO
Chippewa County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KDMA
1951

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 6785 2.00
Midwest Broadcasting Corp., Box 471, Montevideo, Minn. 56265. Phone 612-269-6815.
Studio Office: Box 211, 627 Prentice St., Granite Falls, Minn. 56241. Phone 612-564-3421.

1. PERSONNEL
General Manager—Jerry Hennen.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w.; 1460 kc. Directional—night only.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
Accents AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Viking Network, The Linder Group.

TIME RATES
Eff 3/75—Rec'd 3/31/75.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	26 ti
1 wk	8.00	7.50	7.00	6.50	6.00
13 wk	7.50	7.00	6.50	6.00	5.50
26 wk	7.00	6.50	6.00	5.50	5.00
52 wk	5.50	5.00	4.50	4.00	3.50

MOORHEAD
Clay County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Fargo, N. D.-Moorhead, Minn., under North Dakota

MINNESOTA

MORRIS

Stevens County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

KMRS
1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 6900 7.00
Western Minnesota Broadcasting Co., Inc., Morris, Minn. 56267. Phone 589-3131.
1. PERSONNEL
General Manager—Gene Steinhorst.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with MBS.
Member: Minnesota Star Network, Viking Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 3/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	24+
1 min	8.50	8.00	7.50	7.00	6.50
30 sec	6.50	6.00	5.50	5.00	4.50

NEW PRAGUE

Scott County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KTMF
1969

Media Code 4 224 6960 1.00
TMF Communications, Inc., Box 193, New Prague, Minn. 56071. Phone 612-758-2571.
1. PERSONNEL
General Manager—Jack Farl.
3. FACILITIES
500 w. days; 1350 kc. Directional.
Operating schedule: 6 am-local-sunset. CST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Viking Radio Network.

TIME RATES
No. 3 Eff 7/69—Rec'd 11/17/70.
A—6-9:30 am & 11:30 am-1 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS A					
PER YR:	260x	104x	52x	26x	13x	1x
30 sec	2.50	2.75	3.00	3.25	3.50	3.75
1 min	3.25	3.50	3.75	4.00	4.25	4.50
	CLASS B					
30 sec	2.25	2.50	2.75	3.00	3.25	3.50
1 min	3.00	3.25	3.50	3.75	4.00	4.25

Minimum of 1/12 of applicable yearly frequency must be used each month to qualify for above rates.

7. PACKAGE PLANS

	1 MINUTE—ROS				
PLAN:	10 ti	20 ti	30 ti	50 ti	60 ti
Ea	3.50	3.00	2.75	2.50	2.25

To be used within 7 days.

NEW ULM (1 AM; 1 FM)

Brown County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

KNUJ
1949

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 7015 3.00
KNUJ, Inc., 510-1/2 3rd North St., New Ulm, Minn. 56073. Phone 507-354-2114.
1. PERSONNEL
General Manager—Perry Galvin.
2. REPRESENTATIVES
Minneapolis—William L. Hurley.
3. FACILITIES
1,000 w.; 860 kc. days. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: payable 10 days.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 5/1/74—Rec'd 7/8/74.
AA—7-7:58 am, 11:30-11:58 am, 9, 10 & 11 am news & 3:58-4:17 pm: Sun noon-4 pm.
A—6-7 am, 8:17-11:30 am (except news), 2 & 3 pm news & 4:17-6 pm.
B—1-3:58 nm (except news) & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	12.75	9.25	10.50	7.25	9.50	6.50
13 x	11.50	7.75	9.50	6.50	8.75	6.00
65 x	10.75	7.25	9.00	6.00	8.00	5.50
130 x	9.50	6.50	8.00	5.50	7.25	5.00
260 x	8.75	6.00	7.25	5.00	6.50	4.50
312 x	8.00	5.50	6.50	4.50	6.00	4.00

WEEKLY FREQUENCY DISCOUNT
10 ti—5% 20 ti—10% 30 ti—15%

7. PACKAGE PLANS
IMPACT PLAN DISCOUNTS
20 per day/3+ days, earned rate less 20%.
10 per day/5+ days, earned rates less 15%.
5 per day/16+ days, earned rate less 10%.
No specified time.

KNUJ-FM
1966

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 7016 1.00
KNUJ, Inc., 510-1/2 3rd North St., New Ulm, Minn. 56073. Phone 507-354-2114.
See affiliated AM station for additional information.
3. FACILITIES
ERP 28,500 w. 93.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: _____.

TIME RATES
Eff_____Rec'd 3/28/75.

6. SPOT ANNOUNCEMENTS
30 sec, BOS..... 2.00 1 min, BOS..... 3.00

NORTHFIELD

Rice County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KYMN
1968

NAB RAB

Media Code 4 224 7020 3.00
KYMN, Inc., Box 201, Northfield, Minn. 55057. Phone 507-645-5695.
STATION'S PROGRAMMING DESCRIPTION
KYMN: MUSIC: middle-of-the-road.
1. PERSONNEL
General Manager—Stan Stydnicki.
2. REPRESENTATIVES
Paul J. Ewing.
3. FACILITIES
1,000 w.; 1080 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%; payable 10th.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Viking Radio Network.

TIME RATES
Eff 12/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	5.00	4.00	104 x	4.15	3.15
13 x	4.95	3.95	156 x	3.95	2.95
26 x	4.75	3.75	260 x	3.75	2.75
39 x	4.55	3.55	312 x	3.55	2.55
52 x	4.35	3.35			

7-9 am, noon-1 pm, 4-6 pm, extra 10%.
15 sec, ea 2.20.

7. PACKAGE PLANS

	700x	1000x	1500x
1 min	3.25	3.00	2.60
30 sec	2.50	2.25	2.15

10-DAY PACKAGE

	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min	42.00	61.50	75.00	92.50	103.50	132.50	162.50
30 sec	34.20	47.25	57.60	69.25	81.00	98.00	121.00

30 DAY PACKAGE

	100x	150x	200x
1 min	3.20	3.00	2.80
30 sec	2.40	2.30	2.15

7-9 am, noon-1 pm, 4-6 pm, extra 10%.
15 sec, ea 2.20.

ORTONVILLE

Big Stone County—Map Location B-8
See SRDS consumer market map and data at beginning of the State

KDIO
1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 7130 0.00
Tri-State Broadcasting Co., Box 264, R. R. #1, Ortonville, Minn. 56278. Phone 612-339-2581.
1. PERSONNEL
General Manager—Cy McCormick.
2. REPRESENTATIVES
Donald Cooke, Inc.
3. FACILITIES
1,000 w.; 1350 kc. days.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/73—Rec'd 1/28/74.
A—Mon thru Sat 7-9 am, 11:30 am-1 pm & 5:30-7 pm; Sun noon-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min		30 sec	
	A	B	A	B
Open	4.35	3.60	3.05	2.55
6 x	4.20	3.50	3.00	2.50
13 x	4.10	3.30	2.95	2.45
26 x	4.00	3.15	2.90	2.40
39 x	3.80	3.05	2.80	2.35
52 x	3.65	3.00	2.75	2.30
78 x	3.55	2.95	2.75	2.25
104 x	3.45	2.90	2.70	2.20
156 x	3.30	2.75	2.65	2.15
208 x	3.20	2.65	2.60	2.10
260 x	3.10	2.55	2.50	2.05
312 x	3.00	2.50	2.45	2.00

OWATONNA (1 AM; 1 FM)

Steele County—Map Location E-10
See SRDS consumer market map and data at beginning of the State

KRFO
1950

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 7245 6.00
Owatonna Broadcasting Co., Elm & Pearl Sts., Owatonna, Minn. 55060. Phone 507-451-2250.
1. PERSONNEL
Pres. & Gen'l Mgr.—Duane Allen.
3. FACILITIES
500 w.; 1390 kc. days. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KRFO-FM.
4. AGENCY COMMISSION
15/0 time and talent; 10 days.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Viking Radio Network.

TIME RATES
No. 7-C Eff 9/1/74—Rec'd 9/9/74.
A—6:30-9:45 am, 11:30 am-1 pm & 4:30-6:30 pm.
B—5:30-6:30 am, 9:45-11:30 am & 1-4:30 pm; Sun all day to 6:30 pm.
C—6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	A		B		C	
PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	5.30	3.90	3.90	2.85	2.60	1.95
13 x	5.20	3.80	3.80	2.75	2.50	1.90
26 x	5.10	3.75	3.75	2.70	2.45	1.80
52 x	5.05	3.70	3.70	2.65	2.40	1.75
104 x	4.95	3.65	3.65	2.60	2.30	1.70
156 x	4.85	3.55	3.55	2.55	2.20	1.60
260 x	4.50	3.30	3.30	2.40	2.00	1.50
312 x	4.25	3.10	3.10	2.35	1.95	1.40
520 x	3.90	2.85	2.85	2.15	1.80	1.30

15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, ROS, EA:	10 ti	25 ti	50+
1 min	3.55	3.20	2.85
30 sec	2.55	2.35	2.15

15 sec: 50% of 1-min.

Edited by Gerald J. Boos.

KRFO-FM
1966

NAB RAB

Media Code 4 224 7246 4.00
Owatonna Broadcasting Co., Drawer K, 301 N. Cedar St., Owatonna, Minn. 55060. Phone 507-451-2250.
See affiliated AM station for additional information.
3. FACILITIES
Eff' 3,000 w.; 104.9 mc.
Operating schedule: 5:30 am-11 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KRFO.

TIME RATES
_____
Rates are identical to KRFO. See that listing.

PARK RAPIDS (1 AM; 1 FM)

Hubbard County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KPRM
1962

RAB

A De La Hunt Station
Media Code 4 224 7360 3.00
De La Hunt Broadcasting Corp., Hwy. 34, E., Park Rapids, Minn. 56470. Phone 218-732-3306.
1. PERSONNEL
Pres. & Gen'l Mgr.—E. P. De La Hunt, Jr.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule. _____.
Partial simulcast operation. Simulcast during newscasts. For non-simulcast facilities see KPRM-FM.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL AOVERTISING See coded regulations
Affiliated with NBC and KBS.
Sold in combination with KEHG, Fosston, KLLR, Walker: 2 sta 10%, 3 sta 15%, all sta 20%.

TIME RATES
Eff_____Rec'd 7/24/75.

6. SPOT ANNOUNCEMENTS

PER	30 sec				1 min			
DAY:	48 ti	24 ti	12 ti	6 ti	48 ti	24 ti	12 ti	6 ti
13 wk	2.30	2.80	3.20	3.80	2.80	3.60	4.00	4.50
26 wk	2.10	2.60	3.00	3.60	2.60	3.40	3.80	4.30
52 wk	2.00	2.40	2.80	3.40	2.40	3.20	3.60	4.10

Minimum contract, 13 wks.

7. PACKAGE PLANS
7 DAY PACKAGE

	1 min	30 sec	15 sec
10 ti	60	50	(*)

(*) 37.50

30 DAY PACKAGES

	25 ti	50 ti	100 ti	200 ti
30 sec	100	175	310	500
1 min	125	220	375	600

Submitted by E. P. De La Hunt, Jr.

KPRM-FM
1967

RAB

A De La Hunt Station
Media Code 4 224 7361 1.00
De La Hunt Broadcasting Corp., Box 49, Hwy. 34 East, Park Rapids, Minn. 56470. Phone 218-732-3306.
See affiliated AM station for additional information.
3. FACILITIES
Eff' 100,000 w.; 103.7 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately except during newscasts. For simulcast facilities see KPRM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Minnesota Star Network.
Sold in combination with KEHG, Fosston, KLLR, Walker: 2 sta 10%, 3 sta 15%, all sta 20%.

TIME RATES
Rates are identical to KPRM. See that listing.

PINE CITY

Pine County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WCMP
1957

Media Code 4 224 7475 9.00
WCMP Broadcasting Co., Box 230, Pine City, Minn. 55063. Phone 612-629-2525.
1. PERSONNEL
Pres. & Gen'l Mgr.—Gerry Robbins.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 5:55 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	6.45	6.05	5.85	5.60	5.40	5.20	5.00	4.75
30 sec	3.87	3.60	3.50	3.35	3.25	3.15	3.00	2.85

PIPESTONE (1 AM; 1 FM)

Pipestone County—Map Location B-10
See SRDS consumer market map and data at beginning of the State.

KLOH
1955

NAB RAB

Media Code 4 224 7590 5.00
KLOH, Inc., Box 512, Pipestone, Minn. 56164 Phone 825-3363.
1. PERSONNEL
President—Robert C. Ingstad, Jr.
General Manager—Wally Christensen.
2. PEPPESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days; 1050 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL AOVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 42b, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62e.
Cancellation: 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.
Member: Dakota Dynamo Group.

TIME RATES
Eff_____Rec'd 1/23/69.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER CONSEC WK:	1 ti	5 ti	10 ti	15 ti	25+
1 wk	12.00	11.00	10.00	9.00	8.00
13 wk	11.50	10.50	9.50	8.50	7.50
26 wk	11.00	10.00	9.00	8.00	7.00
39 wk	10.00	9.00	8.00	7.00	____

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	70	66	63	60	57	55	50
1/2 hr	48	45	43	41	39	36	30
1/4 hr	35	34	33	31	30	27	22
10 min	25	24	23	21	20	18	16
5 min	16	15	14	13	12	11	10

(Q)

KLOH-FM
1969

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 7591 3.00
Ingstaad Broadcasting Corp., Box 512, Pipestone, Minn. 56164. Phone 507-825-3363.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KLOH-FM: Programmed for young adults and housewives.
3. FACILITIES
ERP 100,000 w.; 98.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 400 ft. above average terrain.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES

Rates are identical to KLOH. See that listing.

PRESTON (1 AM; 1 FM)

Fillmore County—Map Location F-10

See SRDS consumer market map and data at beginning of the State.

KFIL

1966

NAB

Subscriber to the NAB Radio Code

Media Code 4 224 7650 7.00

KFIL, Inc., Box 377, Preston, Minn. 55965. Phone 507-765-3856.

1. PERSONNEL
General Manager—Buss Chesney.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Minneapolis—William L. Hurley.

3. FACILITIES
1,000 w. days; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Viking Radio Network.

TIME RATES
Eff————Rec'd 1/26/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.80	7.15	6.50	6.20	5.85	5.55	5.20	5.00
30 sec	6.50	6.15	5.85	5.50	5.20	4.85	4.75	4.55

7. PACKAGE PLANS

PER WK. ROS:	1 ti	75 ti	150+
1 min (120 wds)	5.85	5.20	4.85
30 sec (60 wds)	3.90	3.55	3.25
20 sec (40 wds)	3.55	3.25	2.90

KFIL-FM

1971

NAB

Media Code 4 224 7651 9.00

KFIL, Inc., Box 377, Preston, Minn. 55965. Phone 507-765-3856.

See affiliated AM station for additional information.

5. FACILITIES
EBP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 320 ft. above average terrain.

TIME RATES
Eff————Rec'd 2/10/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	6.00	5.00	104 x	4.50	4.00
13 x	5.50	4.75	156 x	4.25	3.75
26 x	5.00	4.50	260 x	4.00	3.65
52 x	4.75	4.25	312 x	3.85	3.50

7. PACKAGE PLANS

PER WK. ROS:	1 ti	75 ti	150+
1 min	4.50	4.00	3.75
30 sec	3.00	2.75	2.50
20 sec	2.75	2.50	2.25

PRINCETON

Mille Lacs County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

WKPM

1967

NAB

Subscriber to the NAB Radio Code

Media Code 4 224 7675 4.00

P. M. Broadcasting Co., Box 188, Princeton, Minn. 55371. Phone 612-389-1300.

1. PERSONNEL
Pres. & Gen'l Mgr.—Terry Montgomery.

2. FACILITIES
1,000 w.; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff————Rec'd 6/25/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	416x	832x
1 min	4.50	4.40	4.35	4.00	3.80	3.50	3.20	3.00

7. PACKAGE PLANS

WKND PACKAGE, FRI NOON-SUN:	15 ti	25 ti
1 min	45	65
30 sec (min 25 per wk cont) ea		2

RED WING (1 AM; 1 FM)

Goodhue County—Map Location E-9

See SRDS consumer market map and data at beginning of the State.

tion as:

KCUE

1949

NAB

KCUE-FM

1965

RAB

Subscriber to the NAB Radio Code

Media Code 4 224 7705 9.00

Hiawatha Valley Public Service Broadcasters, Box 102, Red Wing, Minn. 55066. Phone 612-388-3512.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Brooks.

2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis—Paul J. Ewing.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 340 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.
Member: Viking Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 5/23/75.

6. SPOT ANNOUNCEMENTS

	1x	53x	157x	313x	(*)
1 min	9.50	8.75	8.25	7.75	7.00
30 sec	4.75	4.50	4.25	3.75	3.50

(*) 501-2000x.

REDWOOD FALLS (1 AM; 1 FM)

Redwood County—Map Location C-9

See SRDS consumer market map and data at beginning of the State.

KLGR

1954

Represented by

PRO Time / Meeker Radio

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 224 7820 6.00

Redwood Broadcasting Co., Inc., Box 65, Hwy. 19, W., Redwood Falls, Minn. 56283. Phone 507-637-2989.

STATION'S PROGRAMMING DESCRIPTION
KLGR: Programmed for farm & rural audience. MUSIC: standards 5:30-11:30 am, modern country 1:30-5 pm, swing 6:30-7:30 pm, rock 7:30 pm-midnight. AIR PERSONALITIES handle all segments. NEWS & FARM: 5:30-8:30 am, 2 persons, interviews, comedy, farm news & markets, 15-min newscast at 7 am & 1/2-hr. at 8 am. 8:30-11:30 am, area newscasts each 1/2-hr. 11:30 am-1:30 pm, farm & news, 1/2-hr. news at noon, 1/2-hr. farm at 12:30 pm. 1:30-5 pm & 7:30 pm-midnight, news at :60. 5-6:30 pm, news & farm, commentary & public affairs. Farm director, 2 news persons & 6 area newscasters. SPORTS: play-by-play high school, pro, college football, high school & college basketball; high school wrestling. Contact Representative for further details. Rec'd 6/20/74.

1. PERSONNEL
Pres. & Chief Eng.—Gene G. Randolph.
General Manager—Mel Paradis.
Farm Director—Jim Marsh.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc. Non-directional
Operating schedule: 5:30 am-midnight. CST.
Partial simulcast operation. Simulcast 5:30-8:30 am, 11:30 am-12:30 pm & 6-6:30 pm. For non-simulcast facilities see KLGR-FM.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 8.
Rate Protection: 15b, 15d.
Basic Rates: 20b, 21b, 23a, 24b, 25a, 27, 28a, 28c, 29a.
Contracts: 40a, 44b, 47e.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Affiliated with The Rep Network.

TIME RATES
Eff————Rec'd 12/30/74.
AA—6-9 am, 11:30 am-1:30 pm & 4-6:30 pm.
A—All other times.

6. SPOT ANNDUNCEMENTS

CLASS AA

	1x	65x	130x	195x	260x	325x	500x
(*)	10.60	10.00	9.40	9.10	8.80	8.80	8.80
1 min	7.65	7.35	7.05	6.75	6.45	6.15	5.85
30 sec	6.75	6.45	6.15	5.85	5.55	5.30	5.00

CLASS A

(*)	9.40	8.80	8.30	7.95	7.65	7.65	7.65
1 min	6.45	6.15	5.85	5.55	5.30	5.00	4.70
30 sec	5.55	5.30	5.00	4.70	4.40	4.10	3.80

Minimum 5 spots wkly.
(*) Program participation.

CONSECUTIVE WEEK DISCOUNT
13-52 wk—20%, minimum 5 spots wkly.
Submitted by Mel Paradis.

(Q)

KLGR-FM

1974

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 224 7821 4.00

Redwood Broadcasting Co., Inc., Box 65, Hwy. 19, W., Redwood Falls, Minn. 56283. Phone 507-637-2989.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KLGR-FM: News, weather & general popular music.

3. FACILITIES
ERP 3,000 w.; 97.7 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 5:30-11:30 am, 12:30-6 pm & 6:30 pm-midnight. For simulcast facilities see KLGR.

TIME RATES
Eff————Rec'd 5/3/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x
1 min	5.00	4.75	4.50	4.35	4.00
30 sec	4.00	3.75	3.50	3.25	3.00

Submitted by Mel Paradis.

RICHFIELD

Hennepin County—Map Location E-8

See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul (including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

ROCHESTER (3 AM; 4 FM)

Olmsted County—Map Location F-10

See SRDS consumer market map and data at beginning of the State.

KNCV (FM)

Simulcast. See KWEB, KNCV (FM) listing.

KNXR

1965

Media Code 4 224 7870 1.00

United Audio Corp., 220 S. Broadway, Rochester, Minn. 55901. Phone 507-288-7700.

STATION'S PROGRAMMING DESCRIPTION
KNXR: Programmed for adults.
MUSIC: general popular & MOR including standards, film music, showtunes & jazz-oriented in 9-13 min uninterrupted groups selected & programmed by live personalities. NEWS: 5 min at :60, news highlights at :30. Extended newscasts in early morning. Features: business news, detailed weather forecasts & community interest interviews within music programs. Classical music featured Sun eve. Local live classical concerts aired as special features. COMMERCIAL POLICY: 12 commercials per hour. Rec'd 1/8/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas H. Jones.
Commercial Manager—Donald H. Anderson.

3. FACILITIES
ERP 96,000 w.; 97.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 42b, 44a, 45, 46, 47e, 48, 51b.
Comb.: Cont. Discounts: 60a, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with American FM Network.

TIME RATES
Eff 2/1/75—Rec'd 3/6/75.
AA—Mon thru Sat 6-10 am; Mon thru Fri 4-10:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA/FIXED 6 ti	12 ti	18 ti	24 ti	A/ROS 6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.00	8.00	7.75	8.50	7.65	6.80	6.60
30 sec	8.00	7.20	6.40	6.20	6.50	5.85	5.20	5.00

CONTRACT DISCOUNT
4 wk—5% 26 wk—20%
13 wk—10% 52 wk—30%

7. PACKAGE PLANS
TOTAL COVERAGE PLAN

WITHIN 7 DAYS:	1 min	30 sec
12 ti (4AA, 6A, 2 wknd)	83	68
18 ti (6AA, 8A, 4 wknd)	115	89
24 ti (8AA, 10A, 6 wknd)	142	117

10. SPECIAL FEATURES
5-min Newscasts—1-1/2x 1-min. rate.
News Highlights at :30—1-1/4x 1-min. rate.
Edited by Thomas H. Jones.

KOLM

1963

RAB

Media Code 4 224 7935 2.00

Olmsted County Broadcasting Company, 114 S. Broadway, Rochester, Minn. 55901. Phone 507-288-1971.

STATION'S PROGRAMMING DESCRIPTION
KOLM: Programmed for mass audience.

MUSIC: Modern country. NEWS: 5 min. net at :30, 5 min. regional and local at :60. 3 major local and regional newscasts daily. Weather: 10 direct reports from US weather station at airport. FARM: 6-7 am and 12-1 pm daily including stock market report, farm director interviews, county agents, grain reports, weather, news. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 1/23/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Howard G. Bill.
Manager—Martin L. Hedstrom.

2. REPRESENTATIVES
Savalli/Gates, Inc.
St. Louis—Bruce Schneider & Co.

3. FACILITIES
10,000 w.; 1520 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 net time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14c, 15b, 16
Basic Rates: 22a, 23a, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61a, 62a.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KWWK.
Affiliated with MBS.

TIME RATES
Eff 6/3/71—Rec'd 6/3/71.
AA—6 am-6 pm.
A—6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AA

	1x	52x	104x	156x	260x	312x
1 min	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	7.50	7.00	6.50	6.00	5.50	5.00

CLASS A

1 min	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.50	6.00	5.50	5.00	4.50	4.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

CLASS AA

PER WK:	10 ti	20 ti	25 ti	30 ti
1 min	8.00	7.50	7.00	6.00
30 sec	7.00	6.50	6.00	5.30

CLASS A

1 min	7.00	6.50	6.00	5.30
30 sec	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80	40	25	15	10

KROC

1935

KROC-FM

1965

NBC Radio Network

AVERY-KNODEL, INC.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 224 8050 9.00

Southern Minnesota Broadcasting Company, 601 1st Ave., S. W., Rochester, Minn. 55901. Phone 507-288-4444. TWX 507-840-8232.

STATION'S PROGRAMMING DESCRIPTION
KROC: Programmed for adults 18+.
MUSIC: adult contemporary. 7 AIR PERSONALITIES emcee entire operation. NEWS: 5 person news staff with 7 locally originated newscasts daily plus network news at :60 followed by 2-min local & regional wrap-up. SPORTS: play-by-play university, professional football, local college & high schools. FARM: 5-6 am & noon hour with live market reports. Contact Representative for further details. Rec'd 12/30/74.

1. PERSONNEL
President—G. David Gentling.
Manager—Ted Brink.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Hyett/Ramsland, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Operating schedule: 24 hours daily. CST.
FM-ERP 100,000 w.; 106.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 1,150 ft. above average terrain.
Simulcast 6 am-midnight.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

(This listing continued on next page)

MINNESOTA

Rochester—KROC, KROC-FM—Cont'd

TIME RATES
No. 19 Eff 12/1/74—Rec'd 12/30/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 10 am-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
1 x	11.20	7.60	5.90	7.50	5.65	4.50
25 x	10.75	7.35	5.65	7.20	5.45	4.35
50 x	10.30	7.05	5.45	6.90	5.30	4.00
100 x	9.95	6.85	5.20	6.65	5.20	3.80
250 x	9.25	6.50	4.70	6.20	4.70	3.80
500 x	8.35	5.90	4.15	5.60	4.10	2.85

B: 50% of A.

7. PACKAGE PLANS
TAP—AAA 30%, AA 40%, A 30%

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	7.00	6.65	6.20	5.80
30 sec	5.00	4.60	4.30	4.00

KWEB 1957 KNCV (FM) 1968

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 8165 5.00
Radio PSB Group, Box 6428, Rochester, Minn. 55901. Phone 507-288-3888.

STATION'S PROGRAMMING DESCRIPTION
KWEB: MUSIC: Top 120; plus top 40 from past years to hit tunes from last 10 years. Contact Representative for further details. Rec'd 12/4/74.

1. PERSONNEL
General Manager—John Schaller.
Program Director—Dennis Luell.

2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis, St. Paul—Paul J. Ewing Company.

2. FACILITIES
5,000 w. days, 1,000 w. nights; 1270 kc. Directional.
Operating schedule: 5:30 am-midnight daily. CST.
FM-ERP 3,000 w.; 101.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 198 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60d, 60f, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 3/1/75—Rec'd 3/28/75.
AA—6-9 am, 11 am-1 pm & 3:30-6 pm.
A—5-6 am, 9-11 am, 1-3:30 pm & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 x	7.50	5.50	4.00	6.50	4.50	3.00
52 x	7.00	5.00	3.75	6.00	4.00	2.75
156 x	6.75	4.75	3.50	5.75	3.75	2.50
312 x	6.50	4.50	3.25	5.50	3.50	2.25
624 x	6.00	4.25	3.00	5.00	3.25	2.00

AA, 10 sec: 3.00. A, 10 sec: 2.50.

7. PACKAGE PLANS
PROMOTION PLANS

BTA, WITHIN 10 DAYS:	1 min	30 sec	15 sec
15 ti	90.00	60.00	45.00
40 ti	220.00	140.00	110.00
1270 PLAN			
Ea	4.00	3.00	1.90

8. PROGRAM TIME RATES
1 hr 60 1/2 hr 40

10. SPECIAL FEATURES
NEWS—7 AM, NOON, 5 PM

	1x	52x	156x	312x	624x
1/4 hr	17.00	15.50	15.00	14.50	14.00
1 min	8.00	7.50	7.00	6.75	6.50
30 sec	6.00	5.50	5.00	4.75	4.50

Edited by John Schaller.

KWWK 1967

RAB

Media Code 4 224 8222 4.00
Olmstead County Broadcasting Co., 114-1/2 S. Broadway St., Rochester, Minn. 55901. Phone 507-285-0322.
See affiliated AM station for additional information.
AM facilities: KOLM.

STATION'S PROGRAMMING DESCRIPTION
KWWK: MUSIC: solid gold, contemporary music with blend of music from 50's & 60's. Contact Representative for further details. Rec'd 7/22/74.

1. PERSONNEL
Gen'l & Sls. Mgr.—John K. Glidden.

3. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 160 ft. above average terrain.

TIME RATES
Eff 4/1/67—Rec'd 3/13/67.
A—6 pm-midnight.
B—6 am-6 pm.

6. SPOT ANNOUNCEMENTS
CLASS A

	1x	52x	104x	156x	260x	312x
*1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	5.25	4.90	4.50	4.10	3.75	3.40
CLASS B						
*1 min	5.25	4.90	4.50	4.10	3.75	3.40
30 sec	3.95	3.65	3.35	3.05	2.80	2.55

(*) Guaranteed times.
10 sec: 50% of 1-min Class A.

7. PACKAGE PLANS

PER WK.	10 ti	15 ti	20 ti	30 ti
1 min	6.00	5.50	5.00	4.50
30 sec	4.50	4.10	3.75	3.40

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50	30	20	15	10

DISCOUNT
52 x—5% 156 x—10% 260 x—15% 312 x—20%
Submitted by John K. Glidden.

ROSEAU

Roseau County—Map Location O-3
See SRDS consumer market map and data at beginning of the State.

KRWB 1963

Media Code 4 224 8280 2.00
Marlin T. Oble & Henry G. Tweeten, Box 130, Roseau, Minn. 56751. Phone 463-1410.

1. PERSONNEL
Owner & Gen'l Mgr.—William F. Rendell.

3. FACILITIES
1,000 w.; 1410 kc.
Operating schedule—6 am-11 pm Mon thru Sat, 7 am-11 pm Sun.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MRS.

TIME RATES
Rates effective April 1, 1963. (Card No. 1.)
Card received April 25, 1963.

6. SPOT ANNOUNCEMENTS
CLASS A
(7:00-9:00 am, noon-1:00 pm and 5:00-6:00 pm)

	1 wk	4 wk	13 wk	26 wk	52 wk
5 ti	4.00	3.86	3.60	3.40	3.20
10 ti	3.80	3.60	3.40	3.20	3.00
15 ti	3.60	3.40	3.20	3.00	2.80
20 ti	3.40	3.20	3.00	2.80	2.60
25 ti	3.20	3.00	2.80	2.60	2.40

CLASS B
(9:00 pm-noon, 1:00-5:00 pm and 7:00 pm-sign-off)

5 ti	3.70	3.50	3.30	3.10	2.90
10 ti	3.50	3.30	3.10	2.90	2.70
15 ti	3.30	3.10	2.90	2.70	2.50
20 ti	3.10	2.90	2.70	2.50	2.30
25 ti	2.90	2.70	2.50	2.30	3.10

Discounts
30 sec spots 25% 10 sec spots 50%

7. PACKAGE PLANS
ROS SATURATION SCHEDULE
(Within 1 week)
10 ti 2.25 50 ti 2.50
25 ti 2.75 100 ti 3.25

ST. CLOUD (2 AM; 2 FM)

Stearns County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KFAM 1938

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 8395 8.00
The Times Publishing Co., Fernwood Addition, Hwy. 152, St. Cloud, Minn. 56301. Phone 612-251-1450.

1. PERSONNEL
Manager—Paul Stacke.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Wayne-Evans & Associates, Inc.
Canada—Andy McDermott Sales, Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with NBC.
Member: Minnesota Star Network, Viking Radio Network.

TIME RATES
Eff 6/1/66—Rec'd 5/2/66.

6. SPOT ANNOUNCEMENTS

	1 min		1 min
1 x	7.50	156 x	5.00
13 x	7.00	260 x	4.50
20 x	6.50	312 x	4.00
52 x	6.00	624 x	3.50
104 x	5.50	936 x	3.00

7. PACKAGE PLANS

PER WK: 1 MIN.	1 wk	6 wk	13 wk	26 wk	52 wk
5 ti	7.25	6.25	5.75	5.25	4.50
10 ti	7.00	5.75	5.25	4.50	3.75
15 ti	6.75	5.50	4.75	4.00	3.25
20 ti	6.50	5.25	4.50	3.75	3.00
25 ti	6.25	5.00	4.25	3.50	2.75

30 seconds—75% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50	30	20	15	10

DISCOUNTS
13x—5% 52x—15% 156x—25% 312x—35%
26x—10% 104x—20% 260x—30%

KFAM-FM 1948

Subscriber to the NAB Radio Code
Media Code 4 224 8396 6.00
The Times Publishing Co., 20 6th Ave., N., St. Cloud, Minn. 56301. Phone 612-251-3121.
See affiliated AM station for additional information.

3. FACILITIES
ERP 40,000 w.; 104.7 mc. Stereo.
Operating schedule: 9 am-midnight. CST.
Antenna ht.: 488 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.
Member: Minnesota Star Network.

TIME RATES
Eff 1/1/69—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

1 x	7.00	156 x	6.06
26 x	6.75	312 x	5.75
52 x	6.50	624 x	5.50
104 x	6.25	936 x	5.25

8. PROGRAM TIME RATES

	104x	156x	208x	260x	312x
1 hr	40	35	30	25	20
1/2 hr	24	21	18	15	12

WJON 1950

RAB

Subscriber to the NAB Radio Code
Media Code 4 224 8510 2.00
WJON Broadcasting Co., Inc., Box 220, Lincoln Ave. & Southeast St., St. Cloud, Minn. 56301. Phone 612-251-4422.

STATION'S PROGRAMMING DESCRIPTION
WJON: Programmed for housewives 30%, commuters 30%, farmers 20%, young adults 20%.
AIR PERSONALITIES all segments. Audience participation discussion programs, sports, community promotions, news, commentary reports on events of local importance. FARM: 5-7:30 am, 2 men, interviews, market reports, comedy, country and western, polka music. Entertainment 7:30-9 am, news, sports, weather, music. Talk 9-11 am, audience participation by phone, discussion. 11-11:30 am music, news, birth report. 11:30 am-1:15 pm farm news, market reports, news, interviews. 1:15-5 pm entertainment, top pops, quips, news. 5-5:35 pm news and sports. 5:35-6 pm top pops. 6-7:30 pm news, sports, commentary. 7:30 pm-12M rock and roll. SPORTS: play-by-play high school and college football, basketball, wrestling. Farm director, 5 man news staff. Editorials. Contact Representative for further details. Rec'd 12/29/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Andy Hilger.
Sales Manager—Don Koenig.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation. Simulcast 5-7 am & noon-1 pm. For non-simulcast facilities see WWJO (FM).

4. AGENCY COMMISSION
15/0: 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10e.
Contracts: 40a, 41, 45, 46, 47c, 49.
Cancellation: 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WWJO (FM).

TIME RATES
Eff 1/15/75—Rec'd 1/23/75.
AAA—Mon thru Sat 5:30-8 am & noon-1 pm (farm).
AA—Mon thru Sat 7-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
3	18	14	.....	.....	.....	.....
6 ti	16	13	16	13	14	11
12 ti	15	12	15	12	13	10
18 ti	.....	.....	14	11	12	9
24 ti	.....	.....	13	10	11	8

10-sec ID's: 50% of 1-min.

WWJO (FM) 1970

RAB

Media Code 4 224 8570 6.00
WJON Broadcasting Co., Box 220, S. E. Lincoln Ave., St. Cloud, Minn. 56301. Phone 612-251-4422.
See affiliated AM station for additional information.
AM facilities: WJON.

STATION'S PROGRAMMING DESCRIPTION
WWJO (FM): MUSIC: modern country, current & standards. News & rural area special community features. Farm features. SPORTS: area high school football, basketball & baseball, hockey, college sports. Contact Representative for further details. Rec'd 7/1/74.

3. FACILITIES
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 280 ft. above average terrain.
Partial simulcast operation Operated separately 7 am-noon & 1 pm-midnight. For simulcast facilities see WJON.

TIME RATES
Eff 6/1/74—Rec'd 7/1/74.

7. PACKAGE PLANS

DAILY, EA:	3 ti	6 ti	9 ti
1 min	7.00	6.50	6.00

30 sec: 80% of 1-min.

ST. LOUIS PARK

Watonwan County—Map Location D-6
See SRDS consumer market map and data at beginning of the state.

See Minneapolis-St. Paul

(including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

ST. PAUL

Ramsey County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul

(including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

ST. PETER (1 AM; 1 FM)

Nicollet County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

KRBI 1957

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 8625 8.00
Seehafer & Johnson Broadcasting Corp., 1031 W. Grace St., St. Peter, Minn. 56082. Phone 507-931-3220.
Studio: LeSueur, Minn. 56058. Phone 507-665-3336.

STATION'S PROGRAMMING DESCRIPTION
KRBI: Programmed for adults & young adults.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert C. Johnson.

2 REPRESENTATIVES
Gene Bolles Company.

3. FACILITIES
1,000 w.; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KRBI-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.

TIME RATES
No. 7 Eff 11/1/74—Rec'd 6/23/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	365x
1 min	7.00	5.25	4.00
30 sec	5.00	4.00	2.75

7. PACKAGE PLANS

SATURATION PLAN:	1 min	30 sec
10 ti in 3 days	43	35
15 ti in 5 days	61	48
20 ti in 7 days	78	62
35 ti in 15 days	130	103
50 ti in 1 mo	173	138
100 ti in 1 mo	325	260
300 ti in 6 mo	944	751
500 x in 1 yr	1515	1210
1000 x in 1 yr	2600	2080
Noon hr, fixed	7	5

Edited by Robert C. Johnson.

KRBI-FM 1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 224 8626 6.00
Seehafer & Johnson Broadcasting Corp., 1031 W. Grace St., St. Peter, Minn. 56082. Phone 507-931-3220.
Studio: LeSueur, Minn. 56058. Phone 507-665-3336.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 5:55 am-10 pm. CST.
Antenna ht.: ———.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see KRBI.

TIME RATES

Rates are identical to KRBI. See that listing.
Edited by Robert C. Johnson.

SAUK RAPIDS

Benton County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WVAL
1963

Subscriber to the NAB Radio Code
Media Code 4 224 8740 5.00
Tri-County Broadcasting Co., Box 255, 2nd St., N., Sauk Rapids, Minn 56379 Phones 612-252-6200, 1.

STATION'S PROGRAMMING DESCRIPTION
WVAL: 100% country & old time.

1. PERSONNEL
Pres. & Gen'l Mgr.—Herbert M. Hoppe.

2. REPRESENTATIVES
Gene Bolles Company.

3. FACILITIES
250 w. days: 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective February 15, 1965. (Card No. 2.)
Card received February 12, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	ea		ea
1-25 ti	8.00	156-259 ti	6.40
26-51 ti	7.60	260-311 ti	6.00
52-64 ti	7.40	312-519 ti	5.60
65-129 ti	7.20	520-999 ti	5.00
130-155 ti	6.80		

7. PACKAGE PLANS
1 MINUTE SPOT PACKAGE

PER WK:	ea	tot		ea	tot
10 ti	5.00	50.00	20 ti	4.00	80.00
15 ti	4.50	67.50			

SHAKOPEE

Scott County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KSMM
1963

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 8855 1.00
Progress Valley Broadcasters, Inc., Box 66, 421 E. First Ave., Shakopee, Minn. 55379. Phone 612-445-1866.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ray M. Foslid.

2. REPRESENTATIVES
Gene Bolles Company.

3. FACILITIES
500 w.; 1530 kc. Non-directional.
144 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 7/23/75—Rec'd 7/23/75.

6. SPOT ANNOUNCEMENTS
1-12 WEEKS

PER WK:	1 ti	10 ti	21 ti	31 ti	41+
1 min	6.20	5.90	5.60	5.30	5.00
30 sec	4.95	4.70	4.45	4.20	3.95

CONTRACT DISCOUNT
13 wk—10% 26 wk—20% 52 wk—30%
Submitted by Ray Foslid.

SOUTH ST. PAUL

Ramsey County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

See Minneapolis-St. Paul
(including Anoka, Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

STILLWATER

Washington County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WAVN
1949

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 8970 6.00
WAVN, Inc., Lumberman's Exchange Bldg., 127 S. Water St., Stillwater, Minn. 55082. Phone 612-439-1220.

1. PERSONNEL
General Manager—Henry L. Sampson.

3. FACILITIES
5,000 w. days: 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Rates effective ————.
Card received February 24, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	6.00	104 ti	4.60
13 ti	5.60	156 ti	4.20
26 ti	5.30	260 ti	3.80
52 ti	4.90	312 ti	3.50

7. PACKAGE PLANS

	— 1 min —		— 30 sec —		— 10 sec —	
PER WK:	ea	tot	ea	tot	ea	tot
10 ti	5.80	56.00	4.20	42.00	2.80	28.00
15 ti	5.30	79.50	3.95	59.25	2.65	45.75
20 ti	4.90	98.00	3.65	73.00	2.45	49.00
25 ti	4.20	105.00	3.15	78.75	2.10	52.50
30 ti	4.00	120.00	3.00	90.00	2.00	60.00
40 ti	3.80	152.00	2.85	114.00	1.90	76.00
50 ti	3.50	175.00	2.60	130.00	1.75	87.50

	— 1 min —		— 30 sec —		— 10 sec —	
PER MO:	ea	tot	ea	tot	ea	tot
25 ti	4.50	112.50	3.35	83.75	2.25	56.25
50 ti	4.00	200.00	3.00	150.00	2.00	100.00
75 ti	3.85	287.50	2.90	217.50	1.90	142.50
100 ti	3.25	325.00	2.45	245.00	1.60	160.00

THIEF RIVER FALLS

Pennington County—Map Location B-4
See SRDS consumer market map and data at beginning of the State

KTRF
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 9085 4.00
KTRF Radio Corp., Box 40, Thief River Falls Minn. 56701. Phone 218-681-1230.

STATION'S PROGRAMMING DESCRIPTION
KTRF: Programmed generally for young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don L. Olson.

2. REPRESENTATIVES
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Minnesota Star Network.

TIME RATES
Eff 4/1/74—Rec'd 8/21/74.
AA—Mon thru Sat 7-9:30 am, 11:30 am-1 pm & 4:30-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	150x	260x
CLASS AA						
1 min	5.35	5.10	4.90	4.80	4.40	4.20
30 sec	3.95	3.80	3.65	3.60	3.40	3.20
CLASS A						
1 min	4.70	4.50	4.30	4.20	4.00	3.80
30 sec	3.40	3.30	3.20	3.10	2.90	2.75

VIRGINIA (1 AM; 1 FM)

St. Louis County—Map Location F-5
See SRDS consumer market map and data at beginning of the state.

WHLB WIRN (FM)
1936 1971

NAB

Media Code 4 224 9200 9.00
Virginia Broadcasting Co., Box 954, S. 17th St., & 6th Ave., Virginia, Minn. 55792. Phone 218-741-2233.

1. PERSONNEL
Manager—James Parise.

2. REPRESENTATIVES
Gene Bolles Company.
Los Angeles—Lee F. O'Connell Company.
Minneapolis—William L. Hurley.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.
FM-ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 105 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 11/1/73—Rec'd 10/26/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x
1 min	6.00	5.25	4.75	4.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	30 ti	50 ti
1 min	50.00	70.00	135.00	212.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WADENA (1 AM; 1 FM)

Wadena County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KKWS (FM)
1968

NAB

Media Code 4 224 9250 4.00
KWAD Broadcasting Co., Box 551, Wadena, Minn. 56482. Phone 218-631-1803.
See affiliated AM station for additional information.
AM facilities: KWAD.

3. FACILITIES
ERP 50,000 w.; 105.9 mc. Stereo.
Operating schedule: 7 am-midnight. CST.
Antenna ht.: 251 ft. above average terrain.

TIME RATES
Rates are identical to KWAD. See that listing.

KWAD
1947

NAB RAB

Media Code 4 224 9315 5.00
KWAD Broadcasting Co., Phoenix Bldg., Wadena, Minn. 56482. Phone 218-631-1803.

1. PERSONNEL
Manager—Dave Walter.

3. FACILITIES
1,000 w.; 920 kc. Directional—night only.
Operating schedule: 5:30 am-11:00 pm. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KKWS (FM).
Affiliated with American Information Network
Affiliated with KBS.
Member: Viking Radio Network.

TIME RATES
Rates effective July 1, 1958. (Card No. 5.)
Card received November 7, 1958.

6. SPOT ANNOUNCEMENT/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time	52.00	31.00	18.00	13.00	9.50	5.50	4.75
26 times	46.00	28.00	16.00	12.00	9.00	5.25	4.50
52 times	42.00	26.00	15.00	11.00	8.50	4.75	4.25
156 times	36.00	22.00	14.00	10.00	7.50	4.50	4.00
260 times	32.00	18.00	13.00	9.00	6.50	4.25	3.50
312 times	26.00	16.00	11.00	8.00	4.50	4.00	3.25
624 times	22.00	14.00	10.00	7.50	4.00	3.75	2.75

7. PACKAGE PLANS
WEEKLY PACKAGES

1 minute:

10 times	42.50	60 times	160.00
15 times	56.25	80 times	200.00
20 times	70.00	100 times	225.00
40 times	130.00		

WALKER

Cass County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KLLR
1970

A De La Hunt Station
Media Code 4 224 9360 1.00
De La Hunt Broadcasting Corp., Box 49, Hwy. 34 W., Park Rapids, Minn. 56470. Phone 218-547-1200.

1. PERSONNEL
Pres. & Gen'l Mgr.—E. P. De La Hunt, Jr.

3. FACILITIES
1,000 w.; 1600 kc.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC and KRS.
Sold in combination with KEHG, Fosston, KPRM, KPRM-FM, Park Rapids: 2 sta 10%, 3 sta 15%, all sta 20%.

TIME RATES
Eff————Rec'd 7/24/75.

6. SPOT ANNOUNCEMENTS

PER	30 sec				1 min			
DAY:	48 ti	24 ti	12 ti	6 ti	48 ti	24 ti	12 ti	6 ti
13 wk	2.30	2.80	3.20	3.80	2.80	3.60	4.00	4.50
26 wk	2.10	2.60	3.00	3.60	2.60	3.40	3.80	4.30
52 wk	2.00	2.40	2.80	3.40	2.40	3.20	3.60	4.10

Minimum contract, 13 wks.

7. PACKAGE PLANS
7 DAY PACKAGE

	1 min	30 sec	15 sec
10 ti	60	50	(*)

(*) 37.50

30 DAY PACKAGES

	25 ti	50 ti	100 ti	200 ti
30 sec	100	175	310	500
1 min	125	220	375	600

Submitted by E. P. De La Hunt, Jr.

WASECA (1 AM; 1 FM)

Waseca County—Map Location D-10.
See SRDS consumer market map and data at beginning of the State.

KOWO
1971

RAB

Subscriber to the NAB Radio Code
Media Code 4 224 9372 6.00
KOWO, Inc., Box 483, 222 N. State St., Waseca, Minn. 56093. Phone 507-835-5555.

STATION'S PROGRAMMING DESCRIPTION
KOWO: Programmed for adults & young adults.

1. PERSONNEL
Station Manager—Larry Dukes.

3. FACILITIES
1,000 w.; 1170 kc. Non-directional.
Operating schedule: 1 hour before sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KQDE (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 3/27/74.

6. SPOT ANNOUNCEMENTS

	Per wk				Per yr			
	12 ti	24 ti	36 ti	48 ti	260x	350x	400x	500x
1 min	5.00	4.50	4.00	3.50	4.25	3.75	3.25	3.00
30 sec	4.00	3.50	3.00	2.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS
13-WEEK IMPACT PLAN

PER WK:	12 ti	24 ti	36 ti	48 ti
1 min	4.00	3.50	3.00	2.50
30 sec	3.00	2.75	2.50	2.00

CONSECUTIVE WEEK DISCOUNT
26 wk—7% 52 wk—15%

KQDE (FM)
1972

RAB

Media Code 4 224 9384 1.00
KOWO, Inc., Box 483, 222 N. State St., Waseca, Minn. 56093. Phone 507-835-5555.
See affiliated AM station for additional information.
AM facilities: KOWO.

STATION'S PROGRAMMING DESCRIPTION
KQDE (FM): Modern Country Music.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 332 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 3/27/74.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	24 ti	36 ti	48 ti
1 min	3.75	3.50	3.00	2.50
30 sec	3.00	2.75	2.50	2.25

CONSECUTIVE WEEK DISCOUNT
12 wk—5% 26 wk—12% 52 wk—25%

WILLMAR (1 AM; 1 FM)

Kandiyohi County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KQIC (FM)
1965

NAB RAB

Media Code 4 224 9395 7.00
Lakeland Broadcasting Co., Box 838, 1340 N. 7th St., Willmar, Minn. 56201. Phone 612-235-3535.
See affiliated AM station for additional information.
AM facilities: KWLM.

STATION'S PROGRAMMING DESCRIPTION
KQIC (FM): light rock, MOR. Network news at :55.

1. PERSONNEL
Station Manager—Steven Linder.

3. FACILITIES
ERP 70,000 w.; 102.5 mc.
Operating schedule: 6-2 am. CST.
Antenna ht.: 390 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Member: The Linder Group.

TIME RATES
Eff 4/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	4.50	4.30	4.10	3.90
30 sec	3.25	3.10	2.95	2.80

(Willmar continued on next page)

MINNESOTA

Willmar—Continued

KWLM
1940

NAB RAB

Media Code 4 224 9430 2.00
Lakeland Broadcasting Co., Box 838, 1340 N. 7th St. Willmar, Minn. 56201. Phone 612-235-1340.

1. PERSONNEL
Station Manager—Jack Lynch.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: K Q I C (FM).
Member: The Linder Group.

TIME RATES
Eff 6/15/71—Rec'd 6/4/71.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	10	9	8	7	6
A	9	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WINDOM

Cottonwood County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

KDOM
1958

NAB

Media Code 4 224 9545 7.00
Schneider Broadcasting, Wolff Lake Rd., Windom, Minn. 56101. Phone 507-831-3908.

STATION'S PROGRAMMING DESCRIPTION
KDOM: Programmed for public interest.

1. PERSONNEL
Manager—Larry Schneider.
2. REPRESENTATIVES
Gene Bolles Company.
Walton Broadcasting Sales Corporation.
3. FACILITIES
250 w.; 1,580 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Viking Radio Network.

TIME RATES
Eff 11/20/70—Rec'd 11/30/70.

7. PACKAGE PLANS
SATURATION PACKAGES

PER WK:	5 ti	10 ti	15 ti	20 ti	50 ti
1 min	4.10	3.60	3.40	3.20	2.70
30 sec	3.05	2.65	2.55	2.45	2.05

Edited by Larry Schneider.

WINONA (2 AM; 1 FM)

Winona County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

KAGE
1956

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 9660 4.00
KAGE, Inc., Box 767, 752 Bluffview Circle, Winona, Minn. 55987. Phone 507-452-2867.

STATION'S PROGRAMMING DESCRIPTION
KAGE: Programmed for general interest.
MUSIC. MOR. NEWS: 3 major newscasts—7:25 am, 12:05, 5 pm; news summaries at :60. Full time news director. 2 mobile news units, beeper. Weather: two major weather casts—7:20 am & 12N. Also 20/20. UPI Audio. SPORTS: 3 major sportscasts in newscasts with play by college & high school sports. Full time sports director. FARM: daily farm reports; director; livestock markets; county extension service reports. SPECIAL FEATURES: Audience participation & community interest with women's special week-days 2-3 pm by woman director. Contact Representative for further details. Rec'd 11/5/73.

1. PERSONNEL
General Manager—Jerry Papenfuss.
Station Manager—Len De Somer.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST
4. AGENCY COMMISSION
15/0 time only; 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14a, 15a, 15b, 15d.
Basic Rates: 22a, 24b, 25a, 28c, 29a.
Contracts: 40a 44a, 45, 46.
Comb.; Cont. Discount: 60i, 60k, 61a, 62d.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.
Member: Viking Radio Network.

TIME RATES
Eff 8/15/71—Rec'd 3/22/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.70	5.40	5.10	4.85	4.60	4.35
30 sec	4.80	4.50	4.30	4.10	3.90	3.70	3.50

Edited by Len De Somer.

KAGE-FM
1971

NAB RAB

Media Code 4 224 9661 2.00
KAGE, Inc., Box 767, 752 Bluffview Circle, Winona, Minn. 55987. Phone 507-452-2867.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KAGE-FM: Programmed for general interest.
MUSIC: Morning—C&W; Afternoon—popular music & standards; Evening—Top 40 & Rock. NEWS: 12 summaries daily. SPORTS: Live play-by-play of local colleges & high schools — 10 sports summaries daily. WEATHER: 10 reports daily. SPECIAL FEATURES: 15 min in depth interviews—approximately one per week. Contact Representative for further details. Rec'd 3/29/72.

3. FACILITIES
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 24 hours, CST.
Antenna ht.: 486 ft. above average terrain.

TIME RATES
Rates are indentical to KAGE. See that listing.

KWNO
1938

American Information Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 6775 0.00
KWNO, Inc., Box 466, Winona, Minn. 55987. Phone 507-452-4722.

STATION'S PROGRAMMING DESCRIPTION
KWNO: Programmed for general interest.
MUSIC: current popular, past hits & standards 80%; country & western 10%; top 40 & progressive rock 10%. NEWS: local & regional 60%, network 40%; network at :60, local & regional at :30; expanded local at 7:25 am, 12:15, 5 & 10 pm. Mobile & beeper equipped. FARM: 5:30-6:30 am & 12:35-1:35 pm, extension reports, markets & weather. SPORTS: 4 local, 4 network daily; live high school & college football & basketball; local schools; & football. Contact Representative for further details. Rec'd 6/28/73.

1. PERSONNEL
President—H. R. Hurd.
Vice-President—E. M. Allen.
Vice-Pres. & Gen'l Mgr.—C. E. Williams.
2. REPRESENTATIVES PRO Time Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION 15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection. 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 22a, 22b, 23a, 25a, 28a, 28c, 29a, 30
Contracts: 40a 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61b.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
Eff 7/1/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
(*)	6.00	5.50	5.00	4.50	4.00	3.70	3.50	3.30
30 sec/ROS	5.00	4.50	4.00	3.70	3.40	3.00	2.80	2.70

(*) 1 min ROS or 30 sec (Mon thru Sat 6:30-9 am, 11:30 am-1 pm & 5-6 pm) fixed position.

WORTHINGTON (1 AM; 1 FM)

Nobles County—Map Location C-10
See SRDS consumer market map and data at beginning of the state.

KWOA
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 9890 7.00
Worthington Broadcasting Co., Box 592, Worthington, Minn. 56187. Phone 507-376-6165.

1. PERSONNEL
President—Josephine C. Olson.
Vice-Pres. & Gen'l Mgr.—James J. Wychor.
2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis—Paul J. Ewing Company.
3. FACILITIES
1,000 w.; 730 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 50, 51c
Comb.; Cont. Discounts: 60b, 60g, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.
Member: Minnesota Star Network.

TIME RATES
No. 8 Eff 6/1/75—Rec'd 5/23/75.
AA—Sign-on-1:30 pm & 4-7 pm.
A—Mon thru Fri 1:30-4 pm & 1:30 pm to sign-off; Sat & Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AA				A			
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	15	14	12	12.00	11.50	11.00	10.50	10.00
30 sec	14	12	10	10.00	9.50	9.00	8.50	8.00

ID's—50% of applicable 1-min.

DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr
1 x	35	45	55	75
52 x	30	40	50	70
156 x	25	30	45	65
312 x	20	25	40	60

10. SPECIAL FEATURES
FARM PROGRAMS
Rotating Mon thru Sat 5:30-8 am & 11:30-1:30 am, extra 5.00.
Edited by James J. Wychor.
(Q)

KWOA-FM
1961

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 224 9891 5.00
Worthington Broadcasting Co., Box 592, Worthington, Minn. 56187. Phone 507-376-6165.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.1 mc. Stereo.
Operating schedule: 5:45-midnight. CBS.
Antenna ht.: 665 ft. above average terrain
5. GENERAL ADVERTISING See coded regulations
Member: Minnesota Star Network.

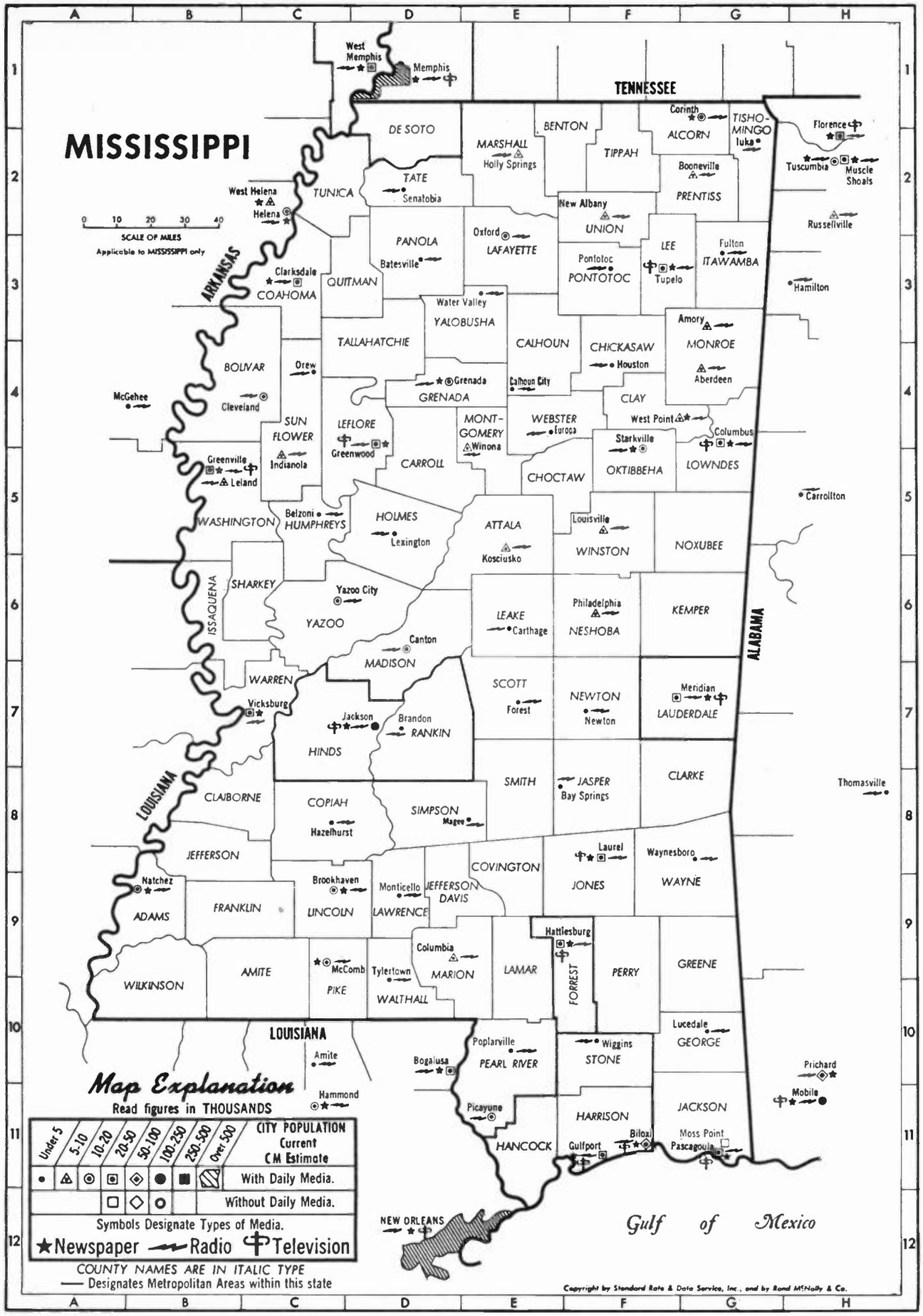
TIME RATES
No. 2 Eff 7/1/74—Rec'd 10/24/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	130x	260x	312x
30 sec	4.00	3.80	3.50	3.10	2.90	2.50

7. PACKAGE PLANS

7 DAYS, ROS:	10 ti	15 ti	20 ti	30 ti	60 ti
30 sec	3.90	3.50	3.20	2.90	2.60



MISSISSIPPI

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Bay St. Louis—Hancock County
Ocean Springs—Jackson County

Negro Population Data

(January 1, 1975)

STATE TOTAL	751,995	Jackson	14,850
METRO AREAS		Jones	13,718
Biloxi-Gulfport	30,092	Lauderdale	18,653
Hattiesburg	13,222	Leflore	20,850
Jackson	96,952	Lowndes	14,621
Meridian	18,653	Madison	16,612
Total Metros	158,919	Marshall	13,117
COUNTIES		Panola	12,180
Adams	17,622	Pike	14,231
Bolivar	26,645	Rankin	11,179
Coahoma	23,117	Sunflower	19,230
Copiah	12,825	Warren	16,838
Forrest	13,222	Washington	38,265
Harrison	25,761	Yazoo	12,147
Hinds	85,773	Total Counties	455,240
Holmes	13,784		

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Biloxi—Harrison, Clarksdale—Coahoma, Columbus—Lowndes, Greenville—Washington, Greenwood—Leflore, Gulfport—Harrison, Hattiesburg—Forrest, Jackson—Hinds, Laurel—Jones, Meridian—Lauderdale, Moss Point—Jackson, Pascagoula—Jackson, Tupelo—Lee, Vicksburg—Warren

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MISSISSIPPI STATE TOTALS	2,283.2	706.36	7,349,965	10,405	12.4	18.4	11.0	19.2	20.6	4,504,854	6,378	1,092,170	138,220	509,809	257,273	218,221	870,367	376,437	1,021.52	240.8	1,867,158
ADAMS B-9	38.0	12.09	128,598	10,637	12.0	16.1	10.1	21.1	22.9	95,216	7,876	22,303	2,276	20,515	4,625	6,063	26,353	6,086	16.24	.2	7,308
ALCORN G-2	28.2	9.83	102,914	10,469	10.3	17.5	12.9	22.7	20.9	62,691	6,378	14,805	2,017	5,804	4,347	4,188	13,556	4,680	14.68	3.7	11,601
AMITE C-9	13.3	4.04	32,280	7,990	15.1	15.8	9.2	15.7	14.8	13,807	3,418	4,142	375	948	276	672	2,865	1,443	5.28	3.6	19,450
ATTALA E-5	19.7	6.48	52,626	8,121	14.0	18.6	10.1	16.3	14.7	38,270	5,906	9,783	1,237	4,692	1,457	1,851	5,411	2,398	8.08	3.7	12,175
BENTON E-1	7.6	2.21	19,624	8,880	15.7	19.2	11.2	15.8	13.3	6,648	3,008	1,472	154	456	113	283	733	990	3.30	2.0	10,760
BOLIVAR C-4	48.5	13.44	123,456	9,186	13.9	15.4	8.6	14.8	17.4	88,798	6,607	21,667	2,461	5,489	4,529	2,357	14,400	7,594	16.38	1.3	59,286
CALHOUN E-4	14.2	4.74	42,762	9,022	15.0	21.6	11.4	15.0	14.3	24,247	5,115	5,621	707	2,031	1,314	533	3,404	2,010	6.28	4.4	16,425
CARROLL D-5	9.1	2.69	24,927	9,267	15.3	17.6	9.2	14.8	16.9	4,807	1,787	2,161	52	628	.....	43	256	433	3.59	1.8	15,841
CHICKASAW F-4	17.1	5.43	53,125	9,784	13.4	19.2	11.1	18.4	18.5	32,259	5,941	8,516	873	4,301	1,792	1,562	4,472	3,454	7.76	2.5	19,755
CHOCTAW E-5	8.4	2.76	21,984	7,965	14.1	23.3	12.7	15.9	11.1	5,901	2,138	1,680	324	427	587	276	641	1,043	3.58	2.0	4,682
CLAIBORNE B-8	9.8	2.80	22,120	7,900	13.9	13.0	6.7	12.4	27.6	12,260	4,379	3,150	728	254	555	227	2,328	1,076	3.65	1.8	9,996
CLARKE G-8	14.6	4.78	44,526	9,315	12.1	18.0	11.5	19.6	16.4	16,423	3,436	5,612	439	2,064	172	499	1,871	1,661	7.14	1.8	4,616
CLAY F-4	19.0	5.78	58,973	10,203	10.7	19.5	12.4	20.7	18.4	31,115	5,383	7,509	1,231	994	1,877	1,851	9,215	2,943	7.76	2.5	18,900
COAHOMA C-3	38.7	11.53	104,192	9,037	14.6	15.9	8.2	14.6	17.4	80,654	6,995	22,017	2,288	3,972	5,332	3,576	11,566	5,914	14.13	5.6	40,850
Clarksdale	22.2	7.21	69,270	9,607	.....	.....	.....	.....	.....	75,451	10,465	18,797	2,078	3,320	4,794	3,270	11,381	5,317	.....	.....	.....
COPIAH C-8†	26.5	8.18	67,155	8,210	14.5	18.6	10.8	17.3	13.2	44,105	5,392	12,562	1,795	3,480	1,629	1,361	7,846	5,938	10.22	2.5	20,427
COVINGTON E-8	14.2	4.34	39,915	9,197	14.2	22.4	12.4	17.7	15.3	24,620	5,673	6,768	707	2,962	422	706	7,075	2,961	6.30	2.8	22,554
DE SOTO D-2	43.3	12.08	136,715	11,317	11.0	14.3	10.6	25.1	25.4	37,614	3,114	10,293	1,029	1,853	682	1,017	8,241	4,189	22.36	5.0	23,735
FORREST F-10	60.9	19.90	215,747	10,842	12.2	18.0	11.4	20.9	23.3	179,378	9,014	38,076	5,713	24,673	12,893	12,275	35,397	14,841	28.13	1.2	9,513
Hattiesburg[2]	41.5	13.66	150,989	11,053	.....	.....	.....	.....	.....	154,904	11,340	27,264	4,957	20,082	12,160	11,884	34,556	10,229	.....	.....	.....
Hattiesburg Metro Area	60.9	19.90	215,747	10,842	12.2	18.0	11.4	20.9	23.3	179,378	9,014	38,076	5,713	24,673	12,893	12,275	35,397	14,841	28.13	.....	.....
FRANKLIN B-9	7.5	2.56	22,174	8,662	13.7	15.3	9.5	18.0	19.4	10,559	4,125	1,220	1,502	1,238	.....	304	2,046	992	3.36	.7	2,812
GEORGE G-10	13.4	4.15	42,963	10,353	8.2	20.0	12.9	21.9	19.4	24,598	5,927	6,596	1,052	1,951	762	863	4,579	2,116	5.60	1.2	9,467
GREENE G-9	9.1	2.81	20,457	7,280	17.6	24.9	11.8	13.9	8.1	8,437	3,002	2,168	234	1,143	.....	367	1,158	2,125	3.25	1.6	9,112
GRENADA D-4	21.0	6.71	64,973	9,683	11.6	16.8	11.0	21.3	19.6	48,586	7,241	11,312	2,643	3,548	2,653	1,490	8,561	4,559	9.02	.9	12,269
HANCOCK E-11	18.9	6.03	59,290	9,833	14.5	21.9	12.3	19.8	17.4	24,339	4,036	9,617	546	2,461	232	246	4,642	3,009	8.09	.5	1,999
HARRISON F-11†	146.0	43.79	518,015	11,830	9.8	20.6	13.1	22.4	22.6	339,276	7,748	71,750	10,309	57,167	17,672	21,085	65,884	27,742	67.73	.7	5,479
Biloxi	50.8	14.21	180,084	12,673	.....	.....	.....	.....	.....	109,317	7,693	20,599	2,590	9,067	3,352	8,300	31,128	10,530	.....	.....	.....
Biloxi-Gulfport Metro Area	173.6	52.43	604,758	11,535	10.3	20.9	13.0	22.0	21.8	380,505	7,257	84,634	11,429	62,022	18,101	21,712	73,750	33,287	80.05	.....	.....
Gulfport	45.6	14.96	179,351	11,989	.....	.....	.....	.....	.....	179,256	11,982	33,876	5,029	32,462	10,407	11,601	33,434	10,382	.....	.....	.....
HINDS C-7	223.0	70.65	984,274	13,932	8.9	14.3	9.5	21.1	35.1	615,530	8,712	137,230	19,102	84,019	47,966	31,707	115,384	47,554	120.62	4.2	59,112
Jackson	179.9	59.52	754,059	12,669	.....	.....	.....	.....	.....	592,887	9,961	124,706	18,331	83,438	48,211	31,389	113,331	41,520	.....	.....	.....
Jackson Metro Area	272.9	84.30	1,147,298	13,610	8.7	15.1	10.2	21.8	33.4	665,708	7,897	154,453	20,692	86,474	48,217	34,076	123,659	58,109	147.08	.....	.....
HOLMES D-5	21.8	6.43	43,427	6,754	16.3	16.9	8.0	10.7	9.7	34,475	5,362	8,853	970	2,340	1,202	1,083	7,685	2,606	6.90	4.0	23,375
HUMPHREYS C-5	13.4	3.83	30,990	8,091	17.2	15.1	7.9	12.5	13.4	23,109	6,034	5,985	954	1,132	1,103	712	2,986	2,517	4.81	4.5	19,623
ISSAQUENA B-6	2.6	.74	8,357	11,293	14.7	15.8	8.2	14.6	21.0	546	738	45	.....	426	.....	.....	72	.....	.98	.8	19,079
ITAWAMBA G-3	17.9	5.97	57,608	9,650	11.5	21.5	14.1	20.8	15.4	19,492	3,265	5,182	675	656	1,045	1,166	6,255	1,663	8.87	2.8	19,340
JACKSON G-11	101.1	30.42	394,500	12,968	5.8	17.2	13.5	27.6	29.2	164,906	5,421	47,953	5,988	17,569	7,667	9,465	26,845	14,191	48.63	.5	1,972
Moss Point	26.3	7.39	79,708	10,786	.....	.....	.....	.....	.....	21,032	2,846	6,301	939	1,065	569	1,467	3,027	1,640	.....	.....	.....
Pascagoula	31.4	9.95	144,947	14,568	.....	.....	.....	.....	.....	110,269	11,082	24,390	4,216	15,688	6,767	7,111	20,651	7,138	.....	.....	.....
JASPER F-8	15.8	4.88	39,102	8,013	14.9	19.7	10.7	16.0	12.9	19,648	4,026	4,501	601	1,126	89	471	4,880	2,607	6.78	2.3	18,081
JEFFERSON B-8	9.0	2.53	16,682	6,594	18.4	18.4	7.9	9.3	8.8	6,427	2,540	1,652	285	883	99	94	1,654	572	2.88	2.5	10,774
JEFFERSON DAVIS D-9	13.0	3.90	35,115	9,004	15.0	16.9	9.2	15.4	15.3	16,757	4,297	3,424	951	2,763	775	184	3,778	1,541	5.30	3.2	14,525
JONES F-9	59.3	19.32	193,528	10,017	11.9	19.3	12.8	21.4	18.7	129,269	6,691	31,876	3,909	18,261	9,092	6,965	20,995	9,998	28.04	4.1	79,694
Laurel	25.2	8.73	90,388	10,354	.....	.....	.....	.....	.....	109,117	12,499	24,383	3,223	17,499	8,713	6,210	20,389	5,862	.....	.....	.....
KEMPER G-6	9.7	2.88	19,770	6,865	17.8	18.9	8.7	12.0	10.1	8,388	2,913	3,475	99	921	96	121	1,548	321	3.71	4.3	8,910
LAFAYETTE E-3	25.8	7.39	83,171	11,255	14.0	18.7	10.3	17.6	22.2	46,699	6,319	11,576	1,767	2,383	3,797	1,552	8,582	4,926	10.01	1.5	9,775
LAMAR E-9	15.9	5.08	48,380	9,524	16.3	19.5	11.8	19.6	17.8	13,317	2,621	5,693	576	1,661	426	148	3,392	2,048	8.76	1.5	8,421
LAUDERDALE G-7†	69.5	23.38	259,380	11,094	12.3	17.7	11.6	21.6	22.8	188,004	8,041	35,346	5,636	32,615	13,658	8,556	35,709	16,122	35.46	1.6	7,946
Meridian	48.0	17.03	185,899	10,916	.....	.....	.....	.....	.....	175,613	10,312	30,576	5,412	31,498	13,342	8,322	31,723	14,381	.....	.....	.....
Meridian Metro Area	69.5	23.38	259,380	11,094	12.3	17.7	11.6	21.6	22.8	188,004	8,041	35,346	5,636	32,615	13,658	8,556	35,709	16,122	35.46	.....	.....
LAWRENCE D-9	11.8	3.75	32,971	8,792	14.6	17.9	9.2	15.6	17.0	16,113	4,297	4,380	387	2,080	402	1,016	4,010	1,463	4.92	1.5	4,892
LEAKE E-6	16.9	5.58	45,484	8,151	15.4	18.3	10.9	15.4	12.1	20,597	3,691	6,517	758	2,244	1,020	308	3,976	1,430	7.48	4.5	44,225
LEE F-3	49.1	16.52	195,657	11,844	11.0	18.7	12.1	22.2	24.7	163,592	9,903	29,957	3,286	19,150	10,745	8,026	40,324	11,177	27.92	3.3	45,728
Tupelo	24.0	8.41	105,649	12,562	.....	.....	.....	.....	.....	136,450	16,225	19,238	2,747	18,399	10,638	6,897	33,957	8,109	.....	.....	.....
LEFLORE D-4	41.1	12.46	123,826	9,938	14.3	17.0	9.4	16.9	19.5	110,905	8,901	23,542	2,150	6,552	6,954	6,007	27,622	5,607	15.64	2.5	38,631
Greenwood	23.6	7.99	83,123	10,403	.....	.....	.....	.....	.....	108,708	13,606	20,323	1,720	6,228	6,914	5,963	26,965	5,186	.....	.....	.....
LINCOLN C-9	26.6	8.70	82,545	9,488	14.6	19.9	12.4	18.8	16.8	66,417	7,634	14,586	2,503	5,436	3,425	2,290	14,324	4,221	12.12	4.3	20,127
LOWNDES G-5†	52.0	15.87	182,331	11,489	11.2	18.4	11.5	21.0	24.3	116,245	7,325	25,337	2,503	16,094	9,327	6,595	20,567	7,666	23.46	3.1	25,592
Columbus	26.8	8.66	95,483	11,026	.....	.....	.....	.....	.....	104,978	12,122	21,619	2,332	15,108	8,977	6,070	19,264	5,383	.....	.....	.....
MADISON D-6	32.0	8.81	79,894	9,069	17.0	19.6	9.8	15.6	13.6	53,369	6,058	13,101	963	2,585	2,532	2,071	10,548	5,338	12.82	3.1	29,304
MARION D-9	22.9	7.23	61,019	8,440	15.1	20.8	10.7	15.7	14.7	50,802	7,027	13,959	1,470	8,647	2,000	1,884	6,572	2,623	9.94	2.3	15,406
MARSHALL E-2	24.3	6.33	58,888	9,303	14.8	20.6	10.2	14.7	15.2	27,194	4,296	7,607	895	3,383	1,256	910	3,213	2,689	9.34	4.1	16,554
MONROE G-4	34.8	11.35	109,734	9,668	12.1	20.3	13.6	20.9	16.2	60,031	5,289	14,601	2,369	2,123	2,708	4,975	14,059	5,018	16.09	4.3	22,652
MONTGOMERY E-4	13.1	4.21	33,837	8,037	13.4	19.0	11.3	15.9	12.8	19,746	4,690	6,030	489	829	1,325	1,237	2,972	2,366	5.27	2.1	11,946
NESHOBA F-6	21.1	6.95	66,368	9,549	13.2	20.3	11.6	18.6	16.6	30,572	4,399	7,635	1,104	2,904	2,250	1,258	6,080	2,123	9.79	5.0	15,019
NEWTON F-7	19.3	6.41	59,643	9,305	13.9	21.4	11.6	16.6	15.6	30,570	4,769	8,640	1,141	3,865	1,019	992	4,658	3,258	8.70	2.8	20,883
NOXUBEE G-5	13.4	3.78	32,759	8,666	16.9	19.1	9.4	12.8	13.9	18,192	4,813	4,270	760	2,628	497	633	1,922	1,318	4.26	3.9	33,403
OKTIBBEHA F-5	30.5	8.62	99,144	11,502	13.7	17.3	9.8	17.0	23.5	47,835	5,549	12,273	1,348	4,004	2,185	1,335	8,265	4,684	11.50	2.2	19,864
PANOLA D-3	26.6	7.78	70,479	9,059	13.0	18.4	10.0	16.3	16.1	52,639	6,766	14,757	1,397	3,169	1,813	1,493	12,088	2,777	10.35	4.1	28,284
PEARL RIVER E-10	28.3	8.86	91,995	10,383	11.6	19.9	11.8	19.7	20.9	51,962	5,865	12,582	1,952	6,818	1,837	3,604	9,061	5,536	12.76	1.1	9,351
PERRY F-9	9.3	2.87	23,118	8,055	15.1	24.7	12.9	17.4	11.4	11,763	4,099	6,472	335	1,692	90	493	1,227	671	4.01	1.6	11,134
PIKE C-10	33.0	10.84	89,409	8,248	18.4	20.4	10.6	17.0	15.0	82,641	7,624	18,204	2,628	6,660	6,545	4,121	16,088	7,490	15.16	2.5	16,971
PONTOTOC F-3	17.7	6.07	52,710	8,684	14.0	19.0	11.6	18.1	14.3	17,786	2,930	5,990	297	825	1,373	1,710	2,331	484	8.48	4.5	20,210
PRENTISS G-2	21.3	7.20	67,040	9,311	13.6	21.9	13.3	20.4	15.2	34,423	4,781	10,608	1,489	2,894	1,342	922	5,743	3,061	10.31	3.4	16,530
QUITMAN D-3	14.2	4.04	32,163	7,961	16.1	15.7	8.0	12.5	15.0	18,725	4,635	6,634	841	1,339	659	1,149	2,502	1,461	5.21	4.9	19,885
RANKIN D-7	49.9	13.65	163,024	11,943	8.3	17.6	12.9	25.6	25.9	50,178	3,676	17,223	1,590	2,455	251	2,369	8,275	10,555	26.46	3.6	61,367
SCOTT E-7	21.9	6.77	56,436	8,336	17.5	23.5	11.4	15.4	12.5	48,606	7,180	12,544	1,816	3,538	2,080	2,143	12,915	2,466	9.54	3.0	86,590
SHARKEY C-6	8.4	2.31	22,067	9,553	14.7	15.3	7.4	12.6	20.9	13,883	6,010	2,861	374	1,450	457	154	1,062	756	2.86	4.7	30,253
SIMPSON D-8	20.1	6.33	57,352	9,060	15.4	20.5	11.4	18.4	16.6	37,748	5,963	10,208	1,174	4,777	2,751	1,638	8,953	2,641	9.38	2.5	93,636
SMITH E-8	13.6	4.36	44,408	10,185	12.2	17.0	11.0	19.0	16.8	15,368	3,525	4,257	338	1,149	175	1,274	4,727	939	6.02	4.1	73,340
STONE F-10	8.7	2.61	27,453	10,518	9.9	20.7	13.7	21.3	19.9	16,890	6,471	3,267	574	2,394	197	381	3,224	2,536	4.23	.9	4,497
SUNFLOWER C-4	34.2	9.17	83,687	9,126	15.4	16.1	8.2	13.6	17.4	54,335	5,925	15,191	1,795	2,196	2,345	2,095	10,658	3,966	12.33	7.3	39,781
TALLAHATCHIE D-4	17.9	5.21	46,366	8,899	14.9	15.2	7.9	12.9	15.9	23,091	4,432	6,990	557	1,435	679	597	2,853	1,760	6.70	13.3	34,460
TATE D-2	19.0	5.31	53,218	10,022	14.5	18.2	9.8	18.0	18.8	33,509	6,311	5,458	912	4,697	367	1,277	7,092	3,510	2.54	2.7	22,063
TIPPAH F-2	16.3	5.40	48,150	8,917	16.8	21.5	12.5	17.0	12.4	26,878	4,977	7,586	715	3,019	895	1,472	5,583	2,585	7.90	3.5	14,386
TISHOMINGO G-2	15.6	5.52	47,341	8,576	14.0	20.9	13.3	19.7	13.7	23,564	4,269	6,228	735	1,442	775	1,715	5,218	2,774	7.59	2.5	8,419
TUNICA C-2	10.2	2.84	23,139	8,148	16.2	15.2	7.3	10.7	13.8	18,446	6,495	5,265	454	1,455	231	299	1,879	1,624	4.10	7.2	31,456
UNION F-2	19.4	6.68	68,061	10,189	12.5	20.9	12.1	18.9	18.8	32,758	4,904	7,960	1,274	2,907	1,402	1,852	6,158	2,884	10.09	3.8	14,155
WALTHALL D-10	12.2	3.77	33,365	8,850	15.0	20.8	11.4	16.0	14.6	27,001	7,162	4,443	918	2,042	386	563	8,170	1,529	5.53	3.2	26,385

(2) Includes portion in Lamar County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
WARREN C-7	46.8	15.19	168,529	11,095	10.6	17.2	10.6	21.6	26.0	110,563	7,279	29,177	3,121	19,486	6,283	4,873	21,880	9,503	20.40	2.0	17,263
Vicksburg	24.6	8.66	94,377	10,898	.....	.....	.....	.....	.....	102,482	11,834	27,453	3,111	19,422	6,263	4,857	20,420	8,734	.....	.....	.....
WASHINGTON B-5	70.7	20.94	220,358	10,523	13.8	17.3	9.4	17.4	22.0	159,341	7,609	38,774	3,398	17,276	17,592	9,591	29,599	9,536	28.41	3.7	58,380
Greenville	45.9	14.22	134,176	9,436	.....	.....	.....	.....	.....	127,678	8,979	29,390	2,556	12,980	17,408	7,019	26,546	5,831	.....	.....	.....
WAYNE G-9	17.1	5.25	45,251	8,619	14.4	19.9	12.0	17.8	13.4	27,401	5,219	5,818	825	1,785	1,705	1,272	5,649	3,075	6.80	2.3	16,154
WEBSTER E-4	9.8	3.27	27,883	8,527	13.9	20.5	11.9	17.9	13.7	17,801	5,444	4,479	348	2,096	352	371	4,704	2,605	4.67	1.8	8,618
WILKINSON B-10	10.2	3.03	24,258	8,006	17.6	18.0	9.1	14.0	12.6	14,387	4,748	4,069	319	703	397	468	2,695	1,883	3.48	1.3	14,003
WINSTON F-5	18.7	5.96	59,220	9,936	14.4	19.2	10.8	17.5	18.9	29,352	4,925	7,067	1,156	1,677	1,828	1,963	6,931	2,799	7.87	4.0	11,306
YALOBUSHA E-3	12.1	3.97	33,565	8,455	15.5	20.2	10.7	15.2	12.9	20,729	5,221	6,325	712	2,745	530	799	3,059	2,525	5.10	1.3	8,322
YAZOO C-6	26.3	8.04	72,025	8,958	13.5	15.1	8.9	16.2	17.1	59,731	7,429	15,707	1,845	3,358	3,355	2,107	8,486	4,662	10.33	1.8	36,094

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MISSISSIPPI

See SRDS consumer market map and data at beginning of the state.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Gulf Central Radio Network

Comprised of:
Non-Interconnected Stations

WMPA—Aberdeen
WMBC, WMBC-FM—Columbus
WFOR, WHER—Hattiesburg
WVIM—Vicksburg

Media Code 4 225 0050 4.00
Business Office — Box 707, Columbus, Miss. 39701. Phone 601-328-1400.

1. PERSONNEL
General Manager—E. (Doc) Chastan.
Network Engineer—W. Watt Hairston.

4. AGENCY COMMISSION
15/2 time only.

TIME RATES

10% discount for two or more stations. See individual station listings for costs.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 225 0075 1.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

MISSISSIPPI STATE GROUP
Comprised of:

WAMY—Amory
WBLE—Batesville
WHIL—Bay Springs
WELZ—Belzoni
WGCM—Biloxi-Gulfport
WBIP—Booneville
WRKN—Brandon
WJMB—Brookhaven
WJIL—Calhoun City
WMGO—Canton
WECP—Carthage
WROX—Clarksdale
WCLD—Cleveland
WCJU—Columbia
WCHI—Columbus
WCMA—Corinth
WMAG—Forest
WFTO—Fulton
WDDT—Greenville
WGBM—Greenwood
WNAG—Grenada
WHSY—Hattiesburg
WMDC—Hazlehurst
WKRA—Holly Springs
WCPC—Houston
WNLA—Indianola
WKOZ—Kosciusko
WAML—Laurel
WXTN—Lexington
WLSM—Louisville
WRBE—Lucedale
WSJC—Magee
WHNY—Mc Comb
WOKK—Meridian
WMLC—Monticello
WMIS—Natchez
WNAU—New Albany
WSUH—Oxford
WPMP—Pascagoula
WRJW—Picayune
WSEL—Pontotoc
WSAO—Senatobia
WSSO—Starkville
WELO—Tupelo
WQBC—Vicksburg
WABO—Waynesboro
WROB—West Point
WAZF—Yazoo City

	1 min	30 sec
All stations	176	141

Less than full state list may be purchased. (D)

For complete listing see Regional Networks & Groups

Keystone BROADCASTING SYSTEM, INC

Mid-South Network

Comprised of:
Non-Interconnected Stations

WONA—Winona
WCBI—Columbus
WROX—Clarksdale
WNAG—Grenada
WELO—Tupelo
WELO-FM—Tupelo

Media Code 4 225 0105 6.00
Business Office—c/o Station WELO, Tupelo, Miss. 38801. Phone 601-842-7658.

1. PERSONNEL
General Manager—Bob Evans, Tupelo, Miss. 38801. WELO.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 29a.
Contracts: 40a.
Cancellation: 70a, 70d, 71a.
Affiliated with MBS.

TIME RATES
Eff 4/1/73—Rec'd 4/2/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	16.00	15.50	15.60	15.40	15.20
		208x	260x	312x	364x
1 min		15.00	14.80	14.60	14.40

Group rates apply for purchase of all stations, where schedules are equal in number of announcements used. For application of group rates where schedules are not of equal size, the smallest number of announcements purchased on any station determines the discount which will apply to all schedules.

Mississippi Radio News Network, Inc.

Comprised of:
Interconnected Stations

WELZ—Belzoni
WJMB—Brookhaven
WMGO—Canton
WKDL—Clarksdale
WDLT (FM)—Cleveland
WDSK—Cleveland
WFFF—Columbia
WFFF-FM—Columbia
WDBU (FM)—Drew
WBAQ (FM)—Greenville
WABG—Greenwood
WMDC—Hazlehurst
WKRA—Holly Springs
WJXN—Jackson
WNSL-FM—Laurel
WRBE—Lucedale
WDAL—Meridian
WDAL-FM—Meridian
WMLC—Monticello
WRKN—Newton
WBFN—Quitman
WJIJ—Tupelo
WQMV (FM)—Vicksburg
WVLY—Water Valley
WIGG—Wiggins

WKRA—Holly Springs
Media Code 4 225 0262 5.00
Business Office—Box 16387, Jackson, Miss. 39206. Phone 601-981-3551.

1. PERSONNEL
General Manager—Jim Bevers.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff————Rec'd 9/20/74.

6. SPOT ANNOUNCEMENTS
FULL NETWORK
1 min..... 41.00 30 sec..... 32.80

ABERDEEN

Monroe County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WMPA
1952

RAB

A Gulf Central Station
Media Code 4 225 0420 9.00
J. W. Furr, Box 98, WMPA Bldg., Aberdeen, Miss. 39730. Phone 601-369-4561.

STATION'S PROGRAMMING DESCRIPTION
WMPA: Programmed for general interest.

1. PERSONNEL
General Manager—Jim Buffington.

2. REPRESENTATIVES
Charles Bernard Co., Inc.
Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights: 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15% time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Gulf Central Radio Network.

TIME RATES
No. 9 Eff 5/1/74—Rec'd 7/25/74.
AAA—5:30-9 am & 3-7 pm.
AA—9 am-3 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

WKLY:	AAA 30 sec	AAA 1 min	AA 30 sec	AA 1 min	A 30 sec	A 1 min
6 ti	3.50	4.50	2.50	3.00	2.25	2.50
12 ti	3.00	4.00	2.00	2.50	1.75	2.25
18 ti	2.50	3.50	1.75	2.25	1.50	2.00
24 ti	2.00	3.00	1.50	2.00	1.25	1.75
38 ti	1.50	2.50	1.25	1.75	1.00	1.50

7. PACKAGE PLANS
TAP weekender—60 ti. 75.00.

AMORY (1 AM; 1 FM)

Monroe County—Map Location G-4
See SRDS consumer market map and data at beginning of the State

WAFM
1974

Media Code 4 225 0472 6.00
Bob McRaney Enterprises, Inc., Box 458, Hwys. 25 & 278, Amory, Miss. 38821. Phone 601-256-5911.
See affiliated AM station for additional information.
AM facilities: WAMY.

1. PERSONNEL
Manager—Charles C. Boren.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 264 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 6/1/75—Rec'd 6/25/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti
PER YR:	1x	300x	500x	700x	1000x
30 sec	2.85	2.50	2.30	2.15	2.10
1 min	3.60	3.20	3.00	2.85	2.80

Edited by J. E. King.

WAMY
1955

Media Code 4 225 0525 5.00
General Office — Bob McRaney Enterprises, Inc., Henry Clay Hotel, West Point, Miss. 39821 Phone 1450.
Business Office and Studio—Dairymple Bldg., Amory, Miss. 38821.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bob McRaney, Sr.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
5,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WAFM.
Affiliated with MBS.

TIME RATES
Eff 6/1/75—Rec'd 6/4/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti
PER YR:	1x	300x	500x	700x	1000x
30 sec	2.85	2.50	2.30	2.15	2.10
1 min	3.60	3.20	3.00	2.85	2.80

6-8 am, extra .35.
Edited by Jack King.

BATESVILLE

Panola County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WBLE
1953

NAB

Media Code 4 225 0630 3.00
Panola Broadcasting Co., Box 73, WBLE Bldg., Highway 6 West, Batesville, Miss. 38606. Phone 7266.

1. PERSONNEL
General Manager—Harold B. McCarley.

3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 5:30 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15% on time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Rates effective May 1, 1955.
Rates received April 25, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	10 min.	5 min.	Ann.
1 time	35.00	20.00	15.00	10.00	5.00
13 times	31.50	18.00	13.50	9.00	4.50
26 times	28.00	16.00	12.00	8.00	4.00
52 times	24.50	14.00	10.50	7.00	3.50
104 times	21.00	12.00	9.00	6.00	3.00
208 times	19.25	11.00	8.25	5.50	2.75
312 or more times	17.50	10.00	7.50	5.00	2.50

BAY ST. LOUIS

Hancock County—May Location E-11
See SRDS consumer market map and data at beginning of the State.

WPUP
1974

Media Code 4 225 0660 6.00
Bay Broadcasting Corp., Box ZZ, Blue Meadow Rd., Bay St. Louis, Miss. 39520. Phone 601-467-5452.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don Moore.

2. REPRESENTATIVES
R. S. Crane Company, Inc.

3. FACILITIES
5,000 w.; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1-B Eff 6-1/74—Rec'd 2/13/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	312x	364x
1 min	4.00	3.80	3.70	3.60	3.50	3.40
30 sec	3.00	2.80	2.70	2.60	2.50	2.40

BAY SPRINGS (1 AM; 1 FM)

Jasper County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WHIL
1971

WXIY
1975

NAB

Subscriber to the NAB Radio Code
Media Code 4 225 0690 7.00
Cotton Valley Broadcasting Co., Inc., Box 548, 5th Ave., Bay Springs, Miss. 39422. Phones 601-764-3151, 3152.

STATION'S PROGRAMMING DESCRIPTION
WXIY: After local sunset B&B.

1. PERSONNEL
General Manager—Jerome Hughey.

3. FACILITIES
1,000 w. 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,0000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.:————above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15 %.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 4/17/75.

6. SPOT ANNOUNCEMENTS

WITHIN 13 WK:	1x	50x	100x	260x	450x
1 min	3.50	2.75	2.10	1.90	1.65
30 sec	2.50	1.85	1.50	1.35	1.25
10 sec	1.50	.85	.65	.55	.50

BELZONI

Humphreys County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WELZ
1959

Media Code 4 225 0735 0.00
Humphreys County Broadcasting Co., Box 215, Belzoni, Miss. 39038. Phone 601-247-1744.

1. PERSONNEL
Manager Herbert Guthrie.

3. FACILITIES
1,000 w.; 1460 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Mississippi Radio News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 4/17/75.

6. SPOT ANNOUNCEMENTS

PER MO:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	3.20	3.10	3.00	2.90	2.80	2.70
30 sec	2.40	2.30	2.20	2.10	2.00	1.90
	70 ti	80 ti	90 ti	100 ti	150 ti	200 ti
1 min	2.60	2.50	2.40	2.30	1.75	1.50
30 sec	1.80	1.70	1.60	1.50	1.25	1.00

10 sec: 50 of 1-min.
CONTRACT DISCOUNT
52 wk—10%

BILOXI-GULFPORT (4 AM; 3 FM)

Harrison County—Map Location F-11
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WGCM
1923
GULFPORT

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 225 0840 8.00
WGCM Broadcasting Co., Box 1570, WGCM Bldg., 15th Ave. and 22nd St., Gulfport, Miss. 39502. Phone 601-863-3522.

STATION'S PROGRAMMING DESCRIPTION
WGCM: Programmed for general interest.
NEWS: Emphasis given to local news and information: local news hourly at :30. MUSIC: standard MOR and some modern. Network news is featured on hour with public affairs programming presented as need arises. Contact Representative for further details. Rec'd 1/28/71.

1. PERSONNEL
General Manager—James E. Reese.
Station Manager—James Wilkenson.
Program Director—Judy Dunn.

2. REPRESENTATIVES
Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b 33d
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 61a, 61b. 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with KBS.

TIME RATES
Eff————Rec'd 1/28/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	312x	1000x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	6.00
30 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	40.00	25.00	17.50	12.50

DISCOUNTS
13x—5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

WLOX
1948
BILOXI

NAB RAB

Media Code 4 225 0945 5.00
WLOX Broadcasting Co., Drawer 4596, W. Biloxi Sta., Biloxi, Miss. 39530. Phone 601-388-1490.

STATION'S PROGRAMMING DESCRIPTION
WLOX: Programmed for adults and young adults. MUSIC: top 40. NEWS: from :25 to :35 after hour; news & gulf coast weather. SPORTS: live football, baseball, boxing, fishing rodeos & other events of interest. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
General Manager—Ray Butterfield
Station Manager—Joel Scarborough.
Sales Manager—Charles V. French.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only: 1st of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24b, 26, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62b, 62e.
Cancellation: 71a, 73a.
Beer advertising acceptable.
Affiliated with MBS.

(This listing continued on next page)

Biloxi-Gulfport—W L O X—Continued

TIME RATES
Eff 1/1/75—Rec'd 1/10/75.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	—*AA— 1 min	30 sec	—A— 1 min	30 sec
Open	8.00	7.00	7.00	6.00
52 x	7.50	6.50	6.50	5.50
260 x	7.00	6.00	6.00	5.00
365 x	6.50	5.50	5.50	4.50
1000 x	6.00	5.00	5.00	4.00

(*) Specified times, if available may be requested.

7. PACKAGE PLANS

PER WK:	10 ti	30 ti	50 ti	70 ti
1 min	6.00	5.00	4.50	4.00
30 sec	5.00	4.00	3.50	3.00

8. PROGRAM TIME RATES

A:	1x	12x	26x	52x
5 min	15	14	13	12
10 min	20	18	16	14
1/4 hr	30	25	20	16
1/2 hr	50	40	35	30

AA: Extra 20%.

DISCOUNT
26 wk—10% 52 wk—20%

WQID
1966
BILOXI

ata Alan Torbet Associates, Inc.

Media Code 4 225 0997 6.00
New South Communications, Inc., Box 4565 WHS, Biloxi, Miss. 39533, Phone 601-388-2323.
See affiliated AM station for additional information.
AM facilities: WVMI.

STATION'S PROGRAMMING DESCRIPTION
WQID: MUSIC: current hits. NEWS: local at :50; network at :55. Weather twice hourly from direct wire service of U. S. Weather Bureau. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
Sales Manager—Lynn Cole.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3 FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 320 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
Rates are identical to WVMI. See that listing.

WROA
1955
GULFPORT

HR STONE radio

R A B

Subscriber to the NAB Radio Code
Media Code 4 225 1050 3.00
Radio Station WROA, Box 370, Klein Rd., Gulfport, Miss. 39501. Phone 601-832-5111.

STATION'S PROGRAMMING DESCRIPTION
WROA: Programmed for young adults & adults. MUSIC: top 40. NEWS: local, network & gulf coast weather. SPORTS: local & state football & basketball. Contact Representative for further details. Rec'd 8/27/73.

1. PERSONNEL
President—Charles W. Dowdy.
Program Director—Bill Emmerson.
Station Manager—Morgan Dowdy.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 1390 kc. Separate patterns day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION 15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25b, 26c.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Eff————Rec'd 11/4/74.
AAA—6-10 am & 4-7 pm.
AA—5 am-11 pm.

6. SPOT ANNOUNCEMENTS

	—AAA—				—AA—			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00	9.00	10.00	9.00	8.00	7.00
30 sec	9.00	8.25	7.50	6.75	8.00	7.25	6.50	5.75

AM/FM COMBINATION

1 min	16.00	15.00	14.00	13.00	14.00	13.00	12.00	11.00
30 sec	13.00	12.25	11.50	10.75	12.00	11.25	10.50	9.75

WROA-FM
1964
GULFPORT

R A B

Media Code 4 225 1051 1.00
Radio Station WROA-FM, Box 370, Klein Rd., Gulfport, Miss. 39501. Phone 601-832-5111.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WROA-FM: MOR music, network & local news at :15. Contact Representative for further details. Rec'd 8/2/72.

3. FACILITIES
Eff' 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with WROA. See that listing for rates.

TIME RATES
Eff————Rec'd 11/4/74.
AAA—6-10 am & 4-7 pm.
AA—5 am-11 pm.

6. SPOT ANNOUNCEMENTS

	—AAA—				—AA—			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min..	8.00	7.50	7.00	6.50	7.00	6.50	6.00	5.50
30 sec..	7.00	6.50	6.00	5.50	6.00	5.50	5.00	4.50

WTAM (FM)
1969
GULFPORT
Black

NAB R A B

Media Code 4 225 1100 6.00
WTAM Radio, Box 1436, 2222 15th Ave., Gulfport, Miss. 39501. Phone 601-864-7171.

STATION'S PROGRAMMING DESCRIPTION
WTAM (FM): 100% Negro oriented.
MUSIC: Gospel 4-6:30 am, remainder R & B. Contact Representative for further details. Rec'd 10/2/73.

1. PERSONNEL
Station Manager—John T. Foster, Jr.
Music Director—Orlander Grovesnor.
Office Manager—Yvonne Kaletsch.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 317 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 8/1/70—Rec'd 7/24/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	312x	1000x
1 min	5.00	4.90	4.80	4.70	4.60	4.50	4.25
30 sec	4.00	3.90	3.80	3.70	3.60	3.50	3.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	50.00	30.00	20.00	15.00	12.50

DISCOUNT
13x—5% 52x—12-1/2% 156x—20%
26x—10% 104x—15% 260x—25%

WVMI
1950
BILOXI

ata Alan Torbet Associates, Inc.

Media Code 4 225 1155 0.00
New South Communications, Inc., Box 4565 WBS, Biloxi, Miss. 39533. Phone 601-388-2323.

1. PERSONNEL
Station Manager—Wayne Vowell.
Program Director—Bob Lee.
Sales Manager—Dick Schoenick.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days; 570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29b, 30, 31, 33c.
Contracts: 40c, 41, 45, 46, 47e.
Comb.: Cont. Discounts: 60d, 60h, 60i.
Cancellation: 71a.
Prod. Services: 80, 82.
FM facilities: WQID.
Affiliated with ATA Radio Network.

TIME RATES
No. 10 Eff 7/1/75—Rec'd 7/30/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

30 DAYS,	—AA— 1 min	30 sec	10 sec	—A— 1 min	30 sec	10 sec
EA:						
1 ti	8.82	7.64	4.11	7.64	6.47	2.94
50 ti	8.25	7.05	3.82	7.05	5.88	2.70
100 ti	7.64	6.47	3.52	6.47	5.29	2.58
150 ti	7.05	5.88	3.23	5.88	4.70	2.47
200+	6.47	5.29	2.94	5.29	4.11	2.35

CONTRACT DISCOUNT
13 wk—5% 26 wk—10% 52 wk—20%

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

Mon thru Sat, drive time	235
3 days wkly, drive time	120
Mon thru Sat, ROS	205
3 day wkly, ROS	100

Incl open, close plus 1-min spot.

WEATHERCASTS

Mon thru Sat, drive time	200
3 day wkly, drive time	100
Mon thru Sat, ROS	170
3 day wkly, ROS	90

Incl open, close plus 30-sec spot.

CONTRACT DISCOUNT
13 wk—10%.
Submitted by Gary Michiels.

BOONEVILLE
Prentiss County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WBIP
1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 225 1260 6.00
Booneville Broadcasting Co., U. S. Highway 45 South, Booneville, Miss. 38829. Park 8-5301.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. J. Bonds.

2. REPRESENTATIVES
Bernard 1. Ochs Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5 am-11 pm. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL RATE POLICY
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES
Rates effective ——.
Rates received November 1, 1951.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 br.	1/4 br.	5 min.	1 min
1 time	60.00	40.00	25.00	10.00	2.50
13 times	52.00	28.50	15.25	8.60	2.40
26 times	42.00	27.00	14.50	8.20	2.30
52 times	45.00	25.50	13.75	7.80	2.20
104 times	43.00	24.00	13.00	7.40	2.00
208 times	40.00	22.50	12.25	7.00	2.75
312 times	36.00	21.00	11.50	6.60	2.50

BRANDON
Rankin County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WRKN
1967

Subscriber to the NAB Radio Code
Media Code 4 225 1365 5.00
WRKN, Inc., Box 145, Hwy. 471, N., Brandon, Miss. 39042. Phone 601-825-5045.

STATION'S PROGRAMMING DESCRIPTION
WRKN: MUSIC: country and western music format.

1. PERSONNEL
Co-owner & Gen'l Mgr.—Roy Harris.

3. FACILITIES
1,000 w. days; 970 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 28 Eff 6/1/74—Rec'd 5/29/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	3 ti	5 ti	6 ti	10 ti	20 ti	30 ti	40 ti
YR:	52x	156x	260x	312x	520x	1040x	1560x	2080x
1 min	4.30	4.05	3.80	3.55	3.30	3.05	2.80	2.55
30 sec	3.35	3.15	2.95	2.75	2.55	2.35	2.15	1.95
10 sec	1.95	1.80	1.70	1.55	1.45	1.30	1.20	1.05

7. PACKAGE PLANS

PER WK. ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.80	3.55	3.30	3.05	2.80
30 sec	2.95	2.75	2.55	2.35	2.15
10 sec	1.70	1.55	1.45	1.30	1.20

BROOKHAVEN (2 AM)
Lincoln County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

WCHJ
1955

Media Code 4 225 1470 3.00
Rural Broadcasting Co., Box 711, 210 W. Court St., Brookhaven, Miss. 39601. Phone 601-833-6221.

1. PERSONNEL
General Manager—W. M. Jones.

2. REPRESENTATIVES
Broadcast Associates.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 5:30 a.m. to local sunset week days; 7:00 a.m. to local sunset Sunday. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 9/30/74.

6. SPOT ANNOUCEMENTS

	1x	26x	52x	104x	208x
1 min	4.00	3.50	3.00	2.50	2.00
30 sec	3.75	3.25	2.75	2.25	1.75

WJMB
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 225 1575 9.00
Brookhaven Broadcasting Co., Inc., Box 546, 322 Hwy 51 South, Brookhaven, Miss. 39601. Phone 601-833-6911.

STATION'S PROGRAMMING DESCRIPTION
WJMB: MUSIC: MOR top 40 & country.

1. PERSONNEL
General Manager—Aubrey H. Felder.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-Directional
Operating schedule: 5:30 am-10 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Mississippi Radio News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 7/31/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x
1 min	4.00	3.50	3.00	2.50	2.00
30 sec	3.75	3.25	2.75	2.25	1.75

CALHOUN CITY
Calhoun County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WJRL
1970

Media Code 4 225 1627 8.00
Jessie R. Williams & Albert Mack Smith dba Calhoun County Broadcasting Co., Drawer 598, Hwy. 8 & 9, S., Calhoun City, Miss. 38916. Phone 601-628-5130.

1. PERSONNEL
Manager—George Willhite.

3. FACILITIES
250 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

MO:	1 ti	5 ti	10 ti	20 ti	40 ti	80 ti	100 ti
1 min	3.50	3.00	2.50	2.25	2.00	1.80	1.60
30 sec	3.00	2.50	2.00	1.80	1.60	1.50	1.40

15 sec: Flat 1.20.

CANTON
Madison County—Map Location D-6
See SRDS consumer market map and data at beginning of the State

WMGO
1953

Subscriber to the NAB Radio Code
Media Code 4 225 1580 7.00
Canton Broadcasting Co., Box 182, Canton, Miss. 39046. Phone 601-859-2373.

1. PERSONNEL
Station Manager—Noel Pass.

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None, all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Mississippi Radio News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 2/20/75.

6. SPOT ANNOUCEMENTS
ROS—30 DAYS

	1 ti	4 ti	15 ti	30 ti	60 ti	120 ti	200 ti
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.70	2.40	2.30	2.20	2.10	2.00

Specified: Extra 30%.

CARTHAGE
Leake County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WECP
1966

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 225 1725 0.00
Meredith Colon Johnston, Drawer L, 106 E. Franklin St., Carthage, Miss. 39051. Phone 601-267-7949.

STATION'S PROGRAMMING DESCRIPTION
WECP: Programmed for general interest.

1. PERSONNEL
Manager—Colon Johnston.

3. FACILITIES
500 w.; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with KBS.

TIME RATES
Eff————Rec'd 5/8/69.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	20 ti	60 ti	100+
1 min	2.30	2.10	1.90	1.70

CLARKSDALE (2 AM)
Coahoma County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WKDL
1955

Media Code 4 225 1890 2.00
Coahoma Broadcasting Co., Box 1216, Bobo Insurance Bldg., Clarksdale, Miss. 38614. Phone 601-627-1400

STATION'S PROGRAMMING DESCRIPTION
WKDL: Programmed for general interest.

(This listing continued on next page)

Clarksdale—W K D L—Continued

1. PERSONNEL
Gen'l & Sales Mgr.—Robert J. McIntosh.
2. REPRESENTATIVES
The Devney Organization, Inc.
Southeast—R. S. Crane Company, Inc.
Southwest—Mario Messina Company.
Northwest—Simpson/Reilly & Associates Co.
Kansas City, St. Louis—Eugene F. Gray Co.
Canada—Andy McDermott Sales, Ltd.
3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Mississippi Radio News Network, Inc.

TIME RATES
Eff 7/1/74—Rec'd 5/22/74.
AA—6:30-8:30 am, noon-1 pm & 4:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

	1 min	30 sec	10 sec
Flat	2.50	2.00	1.50

CLASS A

	1x	100x	200x	300x	400x	500+
1 min	2.35	2.25	2.15	2.05	1.95	1.85
30 sec	1.90	1.80	1.75	1.65	1.60	1.50

10 sec: 50% of 1-min.
Submitted by Robert J. McIntosh.

WROX
1944

Media Code 4 225 1995 6.00
Mrs. Eunice T. Imes, Drawer 1178, Clarksdale, Miss. 38614. Phone 601-627-7343.

STATION'S PROGRAMMING DESCRIPTION
WROX: Programmed for adult audience.

1. PERSONNEL
Sta. & Sales Mgr.—Tom Reardon.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KRS.
Member: Mid-South Network.

TIME RATES
Eff 4/1/73—Rec'd 5/8/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	4.40	4.35	4.30	4.25	4.20
		208x	260x	312x	364x
1 min		4.15	4.10	4.05	4.00

CLEVELAND (2 AM; 2 FM)

Bolivar County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WCLD
1949

Subscriber to the NAB Radio Code
Media Code 4 225 2100 5.00
Radio Cleveland, Inc., Drawer X, 1101 S. Davis Ave., Cleveland, Miss. 38732. Phone 601-843-4091.

STATION'S PROGRAMMING DESCRIPTION
WCLD: MOR 5 am-3 pm; top 40, R & B thereafter.

1. PERSONNEL
Gen'l & Comm'l Mgr.—George C. Shurden.
2. REPRESENTATIVES
Gene Bolles Company.
Atlanta, Dallas, Memphis—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5 am-midnight.
Partial simulcast operation. Simulcast Mon thru Sat 5-6:30 am. For non-simulcast facilities see WCLD-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Farm Radio Network.

TIME RATES
Eff 10/1/73—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	312x	520x	780x	1040+
1 min	5.88	5.18	4.47	3.41	2.59	2.00	1.88	1.71
30 sec	4.41	3.88	3.35	2.59	1.94	1.71	1.47	1.35
15 sec	3.53	3.12	2.71	2.00	1.47	1.24	1.12	1.00

7. PACKAGE PLANS

30 DAYS:	10 ti	25 ti	50 ti	100 ti	150+
1 min	3.41	2.94	2.29	1.94	1.71
30 sec	2.59	2.24	1.82	1.47	1.35
15 sec	2.00	1.76	1.35	1.18	1.00

WCLD-FM
1972

Media Code 4 225 2161 3.00
Radio Cleveland, Inc., Drawer X, 1101 S. Davis Ave., Cleveland, Miss. 38732. Phone 601-843-4091.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WCLD-FM: Country music format. News at :60.

3. FACILITIES
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 6:30 am-11 pm; Sun 6 am-11 pm. For simulcast facilities see WCLD.

TIME RATES
Rates are identical to WCLD. See that listing.

WDLT (FM)
1970

Subscriber to the NAB Radio Code
Media Code 4 225 2150 6.00
Horizon Radio, Inc., Drawer D, N. Hwy. 61, Cleveland, Miss. 38732. Phone 601-846-6644.
See affiliated AM station for additional information.
AM facilities: WDSK.

STATION'S PROGRAMMING DESCRIPTION
WDLT (FM): Programmed for Negros with R&B & spiritual music.

2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
ERP 3,000 w., 92.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 245 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See Coded regulations
Affiliated with American Information Network.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Rates are identical to WDSK. See that listing for rates.

WDSK
1958

Subscriber to the NAB Radio Code
Media Code 4 225 2285 2.00
Horizon Radio, Inc., Drawer D, N. Hwy. 61, Cleveland, Miss. 38732. Phone 601-846-6644.
Other studios—Bulenille Studio II.

STATION'S PROGRAMMING DESCRIPTION
WDSK: C & W, featuring top 40 country.

1. PERSONNEL
Manager—Barney Beatty.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 4:45 a.m. to local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WDLT (FM).
Affiliated with American Information Network.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff 8/1/73—Rec'd 9/28/73.

7. PACKAGE PLANS

30 DAYS:	1 ti	15 ti	30 ti	50 ti	75 ti	100+
1 min	2.75	2.50	2.25	2.00	1.85	1.75
30 sec	1.75	1.65	1.55	1.45	1.35	1.25
15 sec	1.25	1.25	1.25	1.00	1.00	1.00
PER YR:					1 min	30 sec
1200 x					1.50	1.00

COLUMBIA (2 AM; 1 FM)

Marion County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WCJU
1946

Subscriber to the NAB Radio Code
Media Code 4 225 2310 9.00
WCJU, Inc., Box 472, Columbia, Miss. 39429. Phone 736-2616.

1. PERSONNEL
Station Manager—Thomas F. McDaniel.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:00 am-10:15 pm, CST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Entertainment Network.
Affiliated with KRS.
Member: Farm Radio Network.

TIME RATES
Eff 11/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	150x	300x
1 min	5.00	4.75	4.25	3.75	3.25	3.00
30 sec	4.00	3.75	3.25	3.00	2.75	2.50

WFFF
1961

Subscriber to the NAB Radio Code
Media Code 4 225 2415 7.00
Haddox Enterprises, Box 569, Main St., Columbia, Miss. 39429. Phone 601-736-2676.

1. PERSONNEL
Station Manager—Dave Martin.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-8 am. For non-simulcast facilities see WFFF-FM.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff————Rec'd 7/22/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	50+
1 min	3.00	2.75	2.50
30 sec	2.50	2.25	2.00

WFFF-FM
1966

Media Code 4 225 2416 5.00
Haddox Enterprises, Inc., Box 550, 811 Main St., Columbia, Miss. 39429. Phone 601-736-2676.
See affiliated AM station for additional information.

1. PERSONNEL
Owner-General Manager—Lester Haddox.
3. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-10:15 pm. CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-10:15 pm. For simulcast facilities see WFFF.
5. GENERAL ADVERTISING See coded regulations
Member: Mississippi Radio News Network, Inc.

TIME RATES
Rates are identical to WFFF. See that listing.

COLUMBUS (3 AM; 1 FM)

Lowndes County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WACR
1950

Media Code 4 225 2520 4.00
James W. Eatherton, Box 1078, WACR Bldg., Columbus, Miss. 39701. Phone 601-328-1050.

1. PERSONNEL
Owner and Gen'l Mgr.—J. W. Eatherton.
Women & Progr. Dir.—Eva Eatherton.
Commercial Manager—Jim Eatherton, III.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 3b, 4a, 4d, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.

TIME RATES
Eff 1/1/72—Rec'd 2/7/72.

6. SPOT ANNOUNCEMENTS

	26x	52x	150x	300x
1 min	4.75	4.50	4.25	4.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	150x	300x
1 hr	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hr	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hr	24.00	22.80	21.00	20.40	19.20	18.00
5 min	10.00	9.50	9.00	8.50	8.00	7.50

WCBI
1940

Media Code 4 225 2625 1.00
Columbus Broadcasting Co., Inc., Box 271, 512-1/2 Main St., Columbus, Miss. 39701. Phone 601-328-7271

1. PERSONNEL
General Manager—Bob Evans.
Station Manager—Lamar M. Wingo.
Assistant Manager—David L. Barron.
2. REPRESENTATIVE
South—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 550 kc. Directional—Separate patterns day and night.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 29a.
Contracts: 40a.
Cancellation: 70a, 70d, 71a.
Affiliated with American Entertainment Network.
Affiliated with KRS.
Member: Mid-South Network.

TIME RATES
No. 5 Eff 4/1/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

I MIN/LESS:	1x	26x	52x	104x	156x
Ea	4.40	4.35	4.30	4.25	4.20
		208x	260x	312x	364x
Ea		4.15	4.10	4.05	4.00

WMBC
1968

A Gulf Central Station
Media Code 4 225 2665 7.00
Radio Columbus, Inc., Box 707, 702 2nd Ave., N., Columbus, Miss. 39701. Phone 601-328-1400.

1. PERSONNEL
Station Manager—Doug Moulds.
Program Director—Jim Hester.
News Director—Glen James.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation. Simulcast NBC news on the hour 5 am-midnight. For non-simulcast facilities see WMBC-FM.
4. AGENCY COMMISSION
15/0 on time; 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 28c, 29h, 33d.
Contracts: 41, 42b, 42d 48, 51a, 51b.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Gulf Central Radio Network.

TIME RATES
Eff————Rec'd 2/9/70

6. SPOT ANNOUNCEMENTS

	26x	52x	104x	156x	312x
1 min or less	4.00	3.85	3.70	3.60	3.50

8. PROGRAM TIME RATES

	26x	52x	104x	156x	312x
1/2 hr	31.50	29.75	28.00	26.00	24.00
1/4 hr	16.50	16.00	15.00	14.00	13.00
5 min	9.00	8.50	8.00	7.50	7.00

WMBC-FM
1968

A Gulf Central Station
Media Code 4 225 2666 5.00
Radio Columbus, Inc., Box 707, 702 N. 7th Ave., Columbus, Miss. 39701. Phone 601-328-1400.
See affiliated AM station for additional information.

3. FACILITIES
3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-10 pm (except NBC news on the hour). For simulcast facilities see WMBC.
5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.
Member: Gulf Central Radio Network.

TIME RATES
Rates are identical to WMBC. See that listing.

CORINTH (2 AM; 2 FM)

Alcorn County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WCMA
1945

Subscriber to the NAB Radio Code
Media Code 4 225 2730 9.00
John Bell Broadcasters, Inc., Box 471, Ray Bldg., Corinth, Miss. 38834. Phone 601-286-5575.

STATION'S PROGRAMMING DESCRIPTION
WCMA: Country & western music.

1. PERSONNEL
Pres. & Gen'l Mgr.—John E. Bell.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 10/28/74—Rec'd 9/26/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti	30 ti	40+
PER YR:	1x	50x	100x	250x	500x	700+
1 min	4.40	3.85	3.30	2.80	2.45	2.10
30 sec	3.35	2.95	2.50	1.90	1.70	1.60

Rotating 6-10 am, 10 am-3 pm & 3-7 pm guaranteed.
Fixed 5-8 am, 11 am-1 pm & 4-6 pm Mon thru Fri: 1-min .50 extra. 30 sec .25 extra.

WKCU
1965

Subscriber to the NAB Radio Code
Media Code 4 225 2835 6.00
Progressive Broadcasting Co., Hwy 72 E., Corinth, Miss 38834. Phone 601-286-8451.

1. PERSONNEL
Manager—James D. Anderson.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
Charles Bernard Co., Inc.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: ————. CST.
4. AGENCY COMMISSION
15/0 not time only.
5. GENERAL RATE POLICY
Accepts AAAA conyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 1/1/70—Rec'd 1/5/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00
10 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.50	3.00
10 sec	2.75	2.50	2.25	2.00

WKCU-FM
1966

Subscriber to the NAB Radio Code
Media Code 4 225 2836 4.00
The Progressive Broadcasting Co., Hwy. 72 E., Corinth, Miss. 38834. Phone 601-286-8451.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 180 ft. above average terrain.
5. GENERAL RATE POLICY
Affiliated with MBS.

TIME RATES
Rates are identical to WKCU. See that listing.

(Corinth continued on next page)

WWTX (FM)

1968
Media code 4 225 2855 4.00
Radio Corinth, Box 1367, Corinth, Miss. 38834. Phone 601-287-3101.

STATION'S PROGRAMMING DESCRIPTION
WWTX (FM): Network news.

1. PERSONNEL
Station Manager—Jay Baxter.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 209 ft. above average terrain.
4. AGENCY COMMISSION
15/0: 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
Eff 11/15/71—Rec'd 1/10/72.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	20 ti	40 ti
1 min	3.00	2.70	2.40	2.20	2.00
30 sec	2.50	2.25	2.00	1.75	1.50

DREW

Sunflower County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WDRU (FM)

1971
Subscriber to the NAB Radio Code
Media Code 4 225 2875 2.00
Triangle Broadcasting Co., Inc., 161 Shaw Ave., Drew, Miss. 38737. Phone 601-745-2623.

1. PERSONNEL
General Manager—Jim Love.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
ERP 3,000 w.; 95.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 330 ft. above average terrain.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff 7/1/71—Rec'd 6/29/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1-6	12 ti	18+
1 min	3.00	2.75	2.50

20/30 sec: 80% of 1-min. 10 sec: 55% of 1-min.

ELLISVILLE

Jones County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WBSJ

1973
NAB
Media Code 4 225 2891 9.00
South Jones Broadcasters Inc., Drawer F, Ellisville, Miss. 39437. Phone 601-477-8526.

1. PERSONNEL
Sales Manager—Glynn E. Holland.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
N. 2A Eff 11/1/74—Rec'd 5/5/75.

6. SPOT ANNOUNCEMENTS

PER MO. ROS:	1 ti	30 ti	60 ti	90+
1 min	2.75	2.50	2.25	2.00
30 sec	2.25	2.00	1.75	1.50
10 sec	1.00	----	----	----

Edited by Glynn E. Holland.

EUPORA

Webster County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WEPA

1974
Media Code 4 225 2907 3.00
Tri County Broadcasting Co., Inc., Box 202, U. S. Hwy. 82. E., Eupora, Miss. 39744. Phone 601-258-7170.

STATION'S PROGRAMMING DESCRIPTION
WEPA: Country music all day.

1. PERSONNEL
President—Olive E. Sisk.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
500 w.; 710 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; adjacencies add commission to rate shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/74—Rec'd 1/10/74.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	31 ti	60+
1 min	3.50	3.00	2.50
30 sec	3.00	2.50	1.95

FOREST (1 AM; 1 FM)

Scott County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WMAG

1955
Subscriber to the NAB Radio Code
Media Code 4 225 2940 4.00
Scott County Broadcasting Co., Box 1539, WMAG Bldg., Forest, Miss. 39074. Phone 601-469-3701.

1. PERSONNEL
Manager—Floyd Coulter.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
10,000 w.; 850 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WQST (FM).
Affiliated with KBS.

TIME RATES
Eff——— Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x
1 min	4.50	4.00	3.75	3.50	3.25	3.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

WQST (FM)

1965
Subscriber to the NAB Radio Code
Media Code 4 225 3045 1.00
Scott County Broadcasting Co., Inc., Box 1539, Forest, Miss. 39074. Phone 601-469-3701.
See affiliated AM station for additional information.
AM facilities: WMAG.

3. FACILITIES
ERP 27,500 w. (horiz.), 27,500 w. (vert.); 92.5 mc.
Operating schedule: 5 am-11:30 pm.
Antenna ht.: 290 ft. above average terrain.

TIME RATES
Eff——— Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x
1 min	3.50	3.00	2.75	2.50	2.25	2.00

FULTON

Itawamba County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WFTO

1967
Media Code 4 225 3105 3.00
Itawamba County Broadcasting Co., Box 587, Hwy. 25, S. Fulton, Miss. 38843. Phone 601-862-3191.

1. PERSONNEL
Pres. & Comm'l Mgr.—Gene Sisk.
3. FACILITIES
1,000 w.; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station. Payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/1/72—Rec'd 7/28/72.

6. SPOT ANNOUNCEMENTS

	1 ti	25 ti	50+
1 min	3.00	2.50	2.00
30 sec	2.40	2.00	1.60

Based on 30 day period.

GREENVILLE (3 AM; 2 FM)

Plus 2 paid cross references.
Washington County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WBAD

LELAND
City of license—Leland, Miss.
Greenville office—7 Oaks Rd., Greenville, Miss. 38701. Phone 601-335-9265.
See listing under Leland, Miss.

WBAQ (FM)

1970
Subscriber to the NAB Radio Code
Media Code 4 225 3125 1.00
Greenville Broadcasting Co., Box 656, 618 May Bldg., Greenville, Miss. 38701. Phone 601-335-3383.

STATION'S PROGRAMMING DESCRIPTION
WBAQ (FM): AIR PERSONALITIES handle all segments. MUSIC: MOR, current popular hits, show tunes & standards. NEWS: network every hour; local headlines. Farm programming. Sports. Church services weekly. Hour long quiz show twice weekly. Contact Representative for further details. Rec'd 6/1/71.

1. PERSONNEL
Gen'l & Sales Mgr.—Paul Artman.
Assistant Manager—Jim Pender.
News Director—Wayne Bennett.
2. REPRESENTATIVES
Frederick W. Smith.
Southwest—Paul Miller & Company.
3. FACILITIES
ERP 26,500 w.; 97.9 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Contracts: 40a, 45, 46.
Affiliated with American Information Network.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff——— Rec'd 3/26/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	365x	500x	1000x
(*)	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75

(*) 1 min or less.

WDDT

1956
Subscriber to the NAB Radio Code
Media Code 4 225 3150 9.00
Clearwater Broadcasting Corp., 988 N. Broadway, Greenville, Miss. 38701. Phone 601-332-0526.

1. PERSONNEL
Sta. Mgr. & Farm Dir.—James P. Karr, Jr.
Public Affairs & Sports Dir.—J. K. Ward.
Womens Editor—Daphne Taylor.
3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% at time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 2h, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21c, 23a, 24b, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Member: National Agtadio Groups, Inc.

TIME RATES
No. 6 Eff 3/1/70—Rec'd 10/29/70.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	75x	150x	225x	300x	375x	450x
1 min	10.00	9.00	8.00	7.00	6.00	5.00	4.00
30 sec	7.50	6.75	6.00	5.25	4.50	3.75	3.00
10 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	8.00	7.00	6.00	5.00
30 sec	6.00	5.25	4.50	3.75
20 sec	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	65.00	40.00	25.00	12.50

WESY

LELAND
Independent Negro

City of license—Leland, Miss.
Greenville office—Drawer 340, May Bldg., Greenville, Miss. 38701. Phone 601-332-0770.
See listing under Leland, Miss.

WGVM 1948 WDMS (FM) 1967

Country Independent

NAB
A David M. Segal Station
Media Code 4 225 9255 6.00
Mid-America Broadcasting Co., Inc., Box 1438 Greenville, Miss. 38701. Phone 601-334-4559.

STATION'S PROGRAMMING DESCRIPTION
WGVM: Programmed for adults & young adults. 5 AIR PERSONALITIES handle all segments. MUSIC: C & W. NEWS at :55. Farm & agri weather reports 5x/daily. FARM: report at 12N. SPORTS: 5x/daily. Community service announcements 5x/daily. RELIGIOUS: Negro programming Sun AM. Personalities available for remote pickups. Football scoreboard Sat afternoon. Contact Representative for further details. Rec'd 7/7/67.
WDMS (FM): C & W. Contact Representative for further details. Rec'd 4/23/73.

1. PERSONNEL
Owner—David M. Segal, Box 418, Littleton, Colo. 80120. Phone 303-794-4211.
Manager—Joe Ray.
Program Director—Mickey Farrel.
2. REPRESENTATIVES
The Devney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
3. FACILITIES
3,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 50,600 w.; 100.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 205 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0; net on time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13d, 14a, 15a, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 26, 28c, 29a.
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Farm Radio Network.

TIME RATES
Eff 5/1/70—Rec'd 4/7/70.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	5 ti	10 ti	20 ti	30 ti
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	7.50	6.75	6.00	5.25	4.50
10 sec	5.00	4.50	4.00	3.50	3.00

DISCOUNT
13-25 wk—5% 26-52 wk—10%

6. PROGRAM TIME RATES

	Open	52x	104x	156x	312x
1 hr	60.00	55.00	50.00	----	----
1/2 hr	35.00	32.50	30.00	27.50	25.00
1/4 hr	24.00	22.00	20.00	13.00	16.00
5 min	12.00	11.00	10.00	9.00	8.00

10. SPECIAL FEATURES
Newscasts: At :55.

PER WK:	5 ti	8 ti	10 ti	12 ti
4 wk (minimum)	11.00	10.00	9.50	9.00
13 wk	8.50	8.00	7.50	7.00

WJPR

1939
Media Code 4 225 3360 4.00
WJPR Radio, P. O. Box 540, 228 S. Broadway, Greenville, Miss. 38702. Ed 5-2617.

1. PERSONNEL
General Manager—Benny F. Gresham.
Sales Manager—John K. Gresham.
2. REPRESENTATIVES
Southern—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 500 w. night; 1330 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a, 61b.
Cancellation: 71a, 73a.
Affiliated with MBS.
Member: Arkansas Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective October 1, 1960.
Rates received October 3, 1960.

6. SPOT ANNOUNCEMENTS
1 MINUTE

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
5 times	5.50	5.00	4.50	4.00
10 times	5.25	4.75	4.25	3.75
20 times	5.00	4.50	4.00	3.50
30 times	4.75	4.25	3.75	3.25
50 times	4.50	4.00	3.50	3.00

30 seconds—70% of 1-minute rate.

8. PROGRAM TIME RATES
5-MINUTE FEATURES

Per week:	13 wks.	26 wks.	52 wks.
5 times	8.00	7.50	7.00
10 times	7.75	7.25	6.75
15 times	7.50	7.00	6.50
20 times	7.25	6.75	6.25

GREENWOOD (3 AM; 1 FM)

Leflore County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WABG

1950
Media Code 4 225 3465 1.00
Greenwood Broadcasting Co., Inc., Box 408, 2001 Garrard Ave., Greenwood, Miss. 38930. Phone 601-453-7822.

1. PERSONNEL
Manager—Sonny Evans.
3. FACILITIES
1,000 w. days, 500 w. nights; 960 kc. Directional—night only.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Mississippi Radio News Network, Inc.

TIME RATES
Rates effective March 16, 1966.
Rates received March 21, 1966.

6. SPOT ANNOUNCEMENTS

	100 wds	20 wds		100 wds	20 wds
1 ti	6.50	5.50	104 ti	5.00	4.00
13 ti	----	----	156 ti	4.75	3.75
18 ti	6.00	5.00	208 ti	----	----
26 ti	5.50	4.50	260 ti	4.50	3.50
52 ti	5.25	4.25	312 ti	4.00	3.25

7. PACKAGE PLANS
1 MINUTE PACKAGE RATES

PER WK:	5 ti	10 ti	20 ti
1-25 wk	5.00	4.50	4.00
26-51 wk	4.75	4.25	3.75
52 wk	4.50	4.00	3.50

30-second or less—80% of minute rate.
10-second or less—50% of minute rate.
Edited by Sonny Evans.

WGRM

1937
NAB
Subscriber to the NAB Radio Code
Media Code 4 225 3570 8.00
Twelve Forty, Inc., Box 553, Greenwood, Miss. 39330. Phone 453-1240.

1. PERSONNEL
General Manager—F. C. Ewing.
2. REPRESENTATIVES
Southern—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:30 am-10:35 pm CST.
4. AGENCY COMMISSION
15/0 time only; invoices mailed on 1st and 15th.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
Eff 11/1/71—Rec'd 9/30/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	6.00	5.75	5.50	5.25	5.00

30 sec: 75% of 1-min.

DISCOUNT
3 mo—10% 6 mo—15% 12 mo—20%

(Greenwood continued on next page)

Greenwood—Continued

WSWG WSWG-FM

(formerly WLEF)
1963 1965
Subscriber to the NAB Radio Code
Media Code 4 225 3475 5.00
Dixie Broadcasting Co., Box 885, Greenwood, Miss. 38930. Phone 601-453-2174.

STATION'S PROGRAMMING DESCRIPTION
WSWG: Programmed for adults & farm community.

1. PERSONNEL
President—Jim McCullough.

2. REPRESENTATIVES
Bob Dore Associates.
R. S. Crane Company, Inc.

3. FACILITIES
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise—local sunset. CST.
FM-Eff 100,000 w.; 99.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No 2 Eff 6/1/71—Rec'd 7/6/71.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	520x	780x	1040x
1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00

30 sec: 80% of 1-min.

7. PACKAGE PLANS
SATURATION PACKAGE

PER WK:	1 ti	11 ti	21 ti	31-40
1 min	5.00	4.75	6.50	4.25

30 sec: 80% of 1-min.

GRENADA (1 AM; 1 FM)

Grenada County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WNAG

1949
NAB
Media Code 4 225 3885 5.00
Grenada Broadcasting Co., Inc., Box 946, Grenada, Miss. 38901. Phone 226-1400.

1. PERSONNEL
General Manager—Bob Evans, Sr. (Tupelo, Miss.)

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5 am-11 pm. CST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Mid-South Network.

TIME RATES
Eff————Rec'd 6/8/73.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	208x	260x	312x	364x
(*) 3.40	3.35	3.30	3.25	3.20	3.15	3.10	3.05	3.00

(*) 1 min or less.

WRIL (FM)

1970
NAB
Subscriber to the NAB Radio Code
Media Code 4 225 3835 3.00
Pemberton Broadcasting Co., Inc., Box 941, Happy Hollow, Grenada, Miss. 38901. Phone 601-226-6444.

STATION'S PROGRAMMING DESCRIPTION
WRIL (FM): Modern country music.

1. PERSONNEL
General Manager—Lane Tucker.

2. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 5:30 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
Eff————Rec'd 9/28/73.

6. SPOT ANNOUNCEMENTS

1 min:	10 ti	53 ti	103 ti	152 ti	206 ti	(*)
Per mo. ea.	4.50	3.90	3.70	3.50	3.35	3.05
3 mo, ea.	3.90	3.30	3.10	2.95	2.65	2.45

(*) 258-310 ti.
30 sec: 75% of 1-min.

GULFPORT

Harrison County—Map Location F-11
See SRDS consumer market map and data at beginning of the State.

See Biloxi-Gulfport

HATTIESBURG (5 AM; 2 FM)

Forrest County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

WBKH

1954
Subscriber to the NAB Radio Code
Media Code 4 225 2990 5.00
Deep South Radio, Inc., Box 1566, 306 Bay St., Hattiesburg, Miss. 39401. Phone 601-582-5224.

STATION'S PROGRAMMING DESCRIPTION
WBKH: Programmed for adults.
MUSIC: 100% country western. NEWS: local, regional, state, national network; weather every 1/4 hour. SPORTS: local & area high school, college, pro football, golf. FARM: 16 hours weekly, including AG weather, county agent, USDA reports, market reports, home economist & other farm features. FEATURES: community bulletin boards, listener call-in swap shop, community civic club reports, remote broadcasts, live news events. Sun: 4 hours live Negro programming in morning. Contact Representative for further details. Rec'd 3/29/71.

1. PERSONNEL
General Manager—Kenneth L. Bailey
Chief Engineer—Dean Evans.
Traffic Manager—Mrs. Emma Broome.

2. REPRESENTATIVES
The Devney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
South—Southern Spot Sales, Inc.

3. FACILITIES
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 25a, 26, 28b.
Contracts: 40a, 42a, 45, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70e, 71b, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Eff 1/1/76—Rec'd 12/8/69.

7. PACKAGE PLANS
WEEKLY SPOT PACKAGES

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	7.00	6.50	6.00	5.50	5.00

30 sec: 75% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 x	35	25	20	14

Edited by Kenneth L. Bailey.

WFOR

1924
A Gulf Central Station
Media Code 4 226 4095 6.00
Radio Hattiesburg, Inc., 2414 W. 7th St., Hattiesburg, Miss. 39401. Phone 601-544-1400.

STATION'S PROGRAMMING DESCRIPTION
WFOR. 5-7 am personality country show & network news & farm programs. 7 am-5 pm MOR music & network news. 5-6 pm newsbeat. 6 pm-12M top 100 music & news. Radar weather at :20, state & local news at :55. Local news staff & mobile units. Live on-the-spot news coverage. National & local sports. Contact Representative for further details. Rec'd 11/29/71.

1. PERSONNEL
General Manager—Jim Furr.
Operations Director—Dwayne Nicholas.
News Director—Cindy Wilson.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1460 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
Partial simulcast operation, Simulcast Mon thru Fri. 7:30-8 am & 5-5:40 pm. For non-simulcast facilities see WHER.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 23a, 24a, 25a, 26, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40a, 42b, 42d, 44a, 44b, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 61b, 61c
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
FM facilities: WHER.
Affiliated with NRC.
Member: Gulf Central Radio Network.

TIME RATES
Eff 6/1/75—Rec'd 8/1/75.
AAA—Mon thru Fri 6-9 am & 4-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER MO:	Open	60 ti	120 ti	Open	60 ti	120 ti
1 min	4.15	3.60	3.00	3.60	3.00	2.40
30 sec	3.00	2.75	2.40	2.40	2.10	1.80
15 sec	2.10	1.80	1.50	1.80	1.50	1.20

DISCOUNT
52 wk—10%

Submitted by Jim Furr.

WHER

(formerly WFOR-FM)
1966
A Gulf Central Station
Media Code 4 225 4096 3.00
Radio Hattiesburg, Inc., 2414 W. 7th St., Hattiesburg, Miss. 39401. Phone 601-544-3232.
See affiliated AM station for additional information, AM facilities: WFOR.

STATION'S PROGRAMMING DESCRIPTION
WHER: Programmed for mature adults.
MUSIC: currently popular tunes & old standards.
NEWS: same as AM. Contact Representative for further details. Rec'd 8/1/75.

1. PERSONNEL
Station Manager—Dwayne Nicholas.
Traffic Director—Lorraine Boone.

3. FACILITIES
ERP 100,000 w.; 103.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 350 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri 6-7:30 am, 5 am-5 pm & 5:40 pm-midnight. For simulcast facilities see WFOR.

5. GENERAL ADVERTISING See coded regulations
Member: Gulf Central Radio Network.

TIME RATES
Eff——Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	15 sec
Open	3.55	2.40	1.80
60 ti	3.00	2.10	1.50
120 ti	2.40	1.80	1.20

Submitted by Jim Furr.

WHSY

1948
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 225 4200 1.00
Hub City Broadcasting Co., Inc., Box 2078, Hwy. 11, N., Hattiesburg, Miss. 39401. Phone 601-583-1741.

STATION'S PROGRAMMING DESCRIPTION
WHSY: Adult contemporary. NEWS: network plus local; community involvement. Full time sports director. Contact Representative for further details. Rec'd 11/21/74.

1. PERSONNEL
President—Charles W. Holt.
General Manager—Ted Tibbett.
Assistant Manager—Jean Welborn.

2. REPRESENTATIVES
Southeast—David Carpenter Company.

3. FACILITIES
1,000 w. days· 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only: 10 days.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Rates do not include talent or production fees.

TIME RATES
No. 6 Eff 9/1/74—Rec'd 11/21/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.00	3.80	3.60	3.40	3.20	3.00

7. PACKAGE PLANS

10-SEC ID PACKAGES:	100 ti	200 ti	300 ti
30 days	250	400	480

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
59 min	55.00	50.00	45.00	40.00	35.00	30.00
29 min	35.00	30.00	27.50	25.00	20.00	18.75
14 min	20.00	17.50	15.00	13.50	11.00	10.00
9 min	15.00	13.50	12.00	10.00	8.50	8.00
4 min	10.00	8.25	7.50	6.00	5.00	4.75

WHSY-FM

1967
NAB NAFMB
Subscriber to the NAB Radio Code
Media Code 4 225 4201 3.00
Hub City Broadcasting Co, Inc., Box 2078, Hwy. 11, N., Hattiesburg, Miss. 39401. Phone 601-583-1741.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHSY-FM: MUSIC: Top 40. NEWS: network plus local; community involvement. Full time sports director. Contact Representative for further details. Rec'd 12/26/74.

1. PERSONNEL
Sales Manager—Jean Welborn.
Program Director—Doug Prichett.

3. FACILITIES
ERP 50,000 w.; 104.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 130 ft. above average terrain.

5. GENERAL ADVERTISING See Coded Regulations
Affiliated with American FM Network.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 12/26/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.25	3.00	2.85	2.70	2.55	2.40

7. PACKAGE PLANS

	100 ti	200 ti	300 ti
10-sec ID's. 30 days	200	320	385

WORV

1969
Media Code 4 225 4250 6.00
Circuit Broadcasting Co., 604 Gussie Ave., Hattiesburg, Miss. 39401. Phone 601-544-1941.

STATION'S PROGRAMMING DESCRIPTION
WORV: MUSIC: features hits, present and past in R&B and jazz. NEWS: at :60 daily. Local, community, world & Gospel daily. Community bulletin board, goodwill announcements daily. Black history weekly, voice of the people, weekly. Black AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 3/9/71.

1. PERSONNEL
Pres., Gen'l Mgr. & Chief Engr.—Vernon C. Floyd.
Traffic Manager—Mrs. Daisy Harris.

2. REPRESENTATIVES
Atlanta—Dora-Clayton Agency, Inc.
Dallas—Paul Miller & Company.

3. FACILITIES
1,000 w.; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3c, 3d, 4a, 5a.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 29a, 30, 32a, 33a.
Contracts: 40a, 42b, 44a, 44b, 47a, 49, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Mutual Black Network.

TIME RATES
Eff ——— Rec'd 4/15/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	624x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.80	3.60	3.40	3.20	3.00	2.80

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	30.00	16.00	12.00	8.00
13 x	55.00	28.00	15.20	11.40	7.60
26 x	50.00	27.00	14.40	10.80	7.20
39 x	48.00	26.00	13.60	10.20	6.80
52 x	45.00	25.00	12.80	9.60	6.40
104 x	40.00	24.00	12.00	9.00	6.00
156 x	36.00	23.00	11.20	7.80	5.60
260 x	28.00	20.00	10.40	7.40	5.20
312 x	24.00	20.00	9.20	6.20	4.60

WXXX

1957
Subscriber to the NAB Radio Code
Media Code 4 225 4305 8.00
Triple X Broadcasting Co., Inc., Box 471, 103 Broadway Dr., Hattiesburg, Miss. 39401. Phone 601-583-2618.

STATION'S PROGRAMMING DESCRIPTION
WXXX: Programmed for young adults and adults. MUSIC: current hits, plus selected albums & songs from past 15 years. NEWS: at :30. 2 mobile units. SPORTS: brief reports throughout day. FARM: 6-6:30 am. Remote broadcasts with appearances by personalities. Editorials when local problems arise. Community involvement. Contact Representative for further details. Rec'd 3/31/71.

1. PERSONNEL
General Manager—Jim Cameron.
Program Director—Gene Wooton.
Traffic Manager—Cathy Jones.

2. REPRESENTATIVES
Gill-Perna, Inc.
South—R. S. Crane Company, Inc.

3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 91, 92.

TIME RATES
Eff 11/1/69—Rec'd 4/1/70.
AA—Mon thru Sun 6-9 am, 11:30 am-1 pm, & 4 pm-sign off.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

	CLASS AA				
PER WK:	5 ti	10 ti	20 ti	40 ti	50 ti
1 wk	7.00	6.00	5.50	5.25	5.00	4.75
13 wk	6.30	5.40	5.16	4.95	4.73	4.50
26 wk	6.06	5.23	5.01	4.80	4.59	4.36
52 wk	5.85	5.05	4.65	4.65	4.46	4.25
	CLASS A					
1 wk	4.75	4.25	4.00	3.75	3.50	3.25
13 wk	4.50	4.05	3.82	3.60	3.37	3.15
26 wk	4.38	3.95	3.74	3.51	3.31	3.10
52 wk	4.25	3.85	3.65	3.45	3.25	3.05

30 SECONDS

	CLASS AA				
1 wk	5.25	5.00	4.75	4.50	4.25	4.00
13 wk	4.95	4.73	4.50	4.27	4.05	3.82
26 wk	4.80	4.59	4.38	4.16	3.95	3.74
52 wk	4.55	4.45	4.25	4.06	3.85	3.65
	CLASS A					
1 wk	4.00	3.75	3.50	3.25	3.00	2.75
13 wk	3.82	3.60	3.37	3.15	2.92	2.70
26 wk	3.74	3.51	3.31	3.10	2.89	2.67
52 wk	3.55	3.45	3.25	3.05	2.85	2.65

7. PACKAGE PLANS

CLASS A—ROS PER WK:	20 ti	30 ti	50 ti
1 min	3.75	3.50	3.25
30 sec	3.40	3.15	2.90

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	55	40	33	11

DISCOUNT

13x—5%	52x—15%	156x—25%
26x—10%	104x—20%	260x—30%

HAZLEHURST

Copiah County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WMDC

1953
Subscriber to the NAB Radio Code
Media Code 4 225 4410 6.00
Southwestern Broadcasting Co. of Mississippi, Highway 51, North, Hazlehurst, Miss. 39083.

1. PERSONNEL
Station Manager—A. M. Smith.

3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL RATE POLICY
Affiliated with KBS.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Rates effective ———.
Rates received May 8, 1973.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/6 hr.	5 min.	1 min. or less
1 time	60.00	36.00	24.00	10.00	5.00
13 times	67.00	34.20	22.80	9.50	4.75
26 times	64.00	32.40	21.60	9.00	4.50
52 times	61.00	30.60	20.40	8.50	4.25
156 times	48.00	28.80	19.20	8.00	4.00
260 times	45.00	27.00	18.00	7.50	3.75

HOLLY SPRINGS

Marshall County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WKRA
1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 225 4515 2.00
Sue A. Wallace, Box 398, Van Dorn Ave., Holly Springs, Miss. 38635. Phone 601-252-1110.
1. PERSONNEL
Pres. & Gen'l Mgr.—Sue A. Wallace.
2. REPRESENTATIVES
George T. Hopewell, Inc.
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Mississippi; Radio News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/72—Rec'd 9/6/72.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	200x
1 min.	2.00	1.75	1.50
30 sec.	1.50	1.25	1.00

50+ per mo earns 200x rate.

HOUSTON (1 AM; 1 FM)

Chickasaw County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCPC
1955

NAB

Media Code 4 225 4620 0.00
WCPC Broadcasting Co., Box 569, Houston, Miss. 38851. Phone 601-456-3071.
1. PERSONNEL
Gen'l, Sta. & Comm'l Mgr.—Robin H. Mathis.
Farm & News Dir.—Charles Hester.
Promotions Director—Rick Huffman.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
50,000 w. days; 940 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time and talent; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 42b, 46, 47a, 48.
Comb.: Cont Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70e, 71b, 73a.

TIME RATES
Eff 7/1/72—Rec'd 6/26/72.

6. SPOT ANNOUNCEMENTS

	1x	90x	180x	270x	360x	450x	540x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	90	60	45	35	25

WCPC-FM
1968

NAB

Media Code 4 225 4621 6.00
WCPC Broadcasting Co., Inc., Box 569, Houston, Miss. 38851. Phone 601-456-3071.
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mc. Stereo.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 460 ft. above average terrain.

TIME RATES
Rates are identical to WCPC. See that listing.

INDIANOLA (1 AM; 1 FM)

Sunflower County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WNLA
1953

NAB

WNLA-FM
1969

RAB

A Fritts Station
Subscriber to the NAB Radio Code
Media Code 4 225 4725 7.00
Fritts Broadcasting, Inc., Box 667, Hwys. 82E & 49W, Indianola, Miss. 38751. Phone 601-887-1380.

STATION'S PROGRAMMING DESCRIPTION
WNLA: MUSIC: 75% contemporary, 25% mod C & W.
1. PERSONNEL
Pres. & Gen'l Mgr.—Edward O. Fritts.
2. REPRESENTATIVES
Gert Runchez and Associates.
South—Southern Spot Sales, Inc.
3. FACILITIES
500 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: Gert Runchez & Associates Group.

TIME RATES
Eff —— Rec'd 3/18/74.

6. SPOT ANNOUNCEMENTS

	1x	156x	312x
1 min.	7.00	6.00	5.00
30 sec.	5.60	4.80	4.00

10. SPECIAL FEATURES
Agricultural weathercasts, national and local news briefs, capsule sports, society news adjacencies—1-1/2x earned rate.

IUKA (1 AM; 1 FM)

Tishomingo County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WTIB (FM)
1970

Media Code 4 225 4776 6.00
Horizon Broadcasting, Inc., Box 279, Iuka, Miss. 38852. Phone 601-423-2251.
See affiliated AM station for additional information.
AM facilities: WVOM.

STATION'S PROGRAMMING DESCRIPTION
WTIB (FM): MUSIC: middle-of-the-road.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.
Operating schedule: 6 am-10 pm. CST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Rates are identical to WVOM. See that listing.

WVOM
1960

Media Code 4 225 4830 5.00
Horizon Broadcasting, Inc., Box 279, Iuka, Miss. 38852. Phone 601-423-2251.

STATION'S PROGRAMMING DESCRIPTION
WVOM: Programming modern country.
1. PERSONNEL
Exec. Vice-Pres. Gen'l Mgr.—Dave Floyd.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WTIB (FM).

TIME RATES
No. 1 Eff 9/1/60—Rec'd 9/26/60.

6. SPOT ANNOUNCEMENTS

PER WK:	1x	13x	26x	52x	156x	260x	312x
1 min	3.50	3.25	3.00	2.75	2.25	1.50	1.25
30 sec	3.00	2.50	2.00	1.75	1.60	1.40	1.15

JACKSON (7 AM; 5 FM)

Hinds County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	26	22	26	22
B	24	19	23	18
C	23	18	19	15
D	18	15	18	15
AVERAGE	23	19	22	15

WJDX
1929

EASTMAN RADIO, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 225 4935 2.00
WJDX, Inc., Box 2171, 1375 Beasley Rd., Jackson, Miss. 39205. Phone 601-982-1062.

STATION'S PROGRAMMING DESCRIPTION
WJDX: Programmed for adults and young adults.
MUSIC: Current & past hits by original artists, including current & past hit albums. Consistent music & presentation format handled by 8 air personalities, heavy community involvement. Farm programming by Farm Director 5-6 am M-Sa. NEWS: 7 min network & local at :60. 7 min local on 1/2 hr. drive-times. Emphasis on local actualities & correspondent reports. 6 man local news staff; 6 radio equipped mobile units, 1 radio equipped boat. Contact Representative for further details. Rec'd 3/7/73.
1. PERSONNEL
General Manager—Marshall R. Magee.
Prog. Dir. & Oper. Mgr.—Bob Burton.
Continuity Director Dave Adcock.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 620 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60l, 61a, 61b, 62b
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WZZQ (FM).
Affiliated with NBC.
Affiliated with Eastman Radio Network.

TIME RATES
No. 15 Eff 12/1/74—Rec'd 12/2/74.
AAA—Mon thru Sat 5-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	28	22	24	20	20	16
12 ti	26	20	22	18	18	14
18 ti	24	18	20	16	16	12
24 ti	22	16	18	14	14	10

7. PACKAGE PLANS

TAP PLAN, 1/3AAA, 1/3AA, 1/3A:	1 min	30 sec
6 ti	22	18
12 ti	20	16
18 ti	18	14
24 ti	16	12

	—AAA—		—AA—		—A—	
PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
520 x	22	16	18	14	14	10
1040 x	20	14	16	12	12	8

Edited by Marshall R. Magee.

WJMI (FM)
1967

Soul-Rock

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 225 4975 8.00
Tri-Cities Broadcasting Co., Box 3320, Jackson, Miss. 39207. Phone 601-948-1515.
See affiliated AM station for additional information.
AM facilities: WOKJ.

STATION'S PROGRAMMING DESCRIPTION
WJMI (FM): Programmed for young adults.
MUSIC: rock, R & B, jazz. AIR PERSONALITIES handle all segments. NEWS: local & network at :15. Mobile unit for news & special events. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 7/1/75.
3. FACILITIES
ERP 54,000 w. (horiz.), 54,000 w. (vert.); 99.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,060 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47c.
Comb.; Cont. Discounts: 60a, 60g, 60l, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 2 Eff 8/1/75—Rec'd 7/1/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	8.00	7.50	7.00	6.50
30 sec.	6.50	6.00	5.60	5.20

10 sec: 60% of 1-min.
Edited by Zane D. Roden.

WJQS
1947

Modern Country Music

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 225 5040 0.00
Radio Station WJQS, Box 22604, Jackson, Miss. 39205. Phone 601-948-2401.
1. PERSONNEL
General Manager—G. Lee Hodges.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
South—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-Directional.
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION
15%; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26 28a, 29a.
Contracts: 40a, 41, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60l, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 9/1/74—Rec'd 11/25/74.
AA—Mon thru Sat 5-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA				
PER YR:	1x	100x	250x	500x	1000x
PER MO:	1 ti	25 ti	50 ti	100 ti	150 ti
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min.	7.00	6.00	5.50	5.00	4.50
30 sec.	5.50	5.00	4.50	4.00	3.50
10 sec.	3.50	3.25	3.00	2.75	2.50
	CLASS A				
1 min.	6.50	5.50	5.00	4.50	4.00
30 sec.	5.00	4.50	4.00	3.50	3.00
10 sec.	3.25	2.75	2.50	2.25	2.00

WJXN
1945

Media Code 4 225 5145 7.00
Jackson Broadcasting Co., Box 786 Radio Ranch, corner Moody and Foley Sts., Jackson, Miss. 39205. Phone 601-352-6473.

STATION'S PROGRAMMING DESCRIPTION
WJXN: Programmed for adults.
MUSIC: Country & western with open telephone lines to air personalities during music broadcast. NEWS: network at :55 & state network at :30. SPORTS: university football. Early morning & past noon swap shop with listener participation. Church services Sun; religious thought & gospel music on occasion. 5-9 am country music programmed to commuters; 9-4 pm country music programmed to housewife, hospital patients, working secretaries & businesses; 4-6 pm programmed to commuters; 6-1 am musical pace gradually slows with emphasis on special requests & listener's taste. Rec'd 11/25/74.
1. PERSONNEL
President—Mrs. Elva I. Upton.
V. P., Sec'y/Treas. & Gen'l Mgr.—Rodger Earle Ownby.
2. REPRESENTATIVES
South, Southeast, Southwest, St. Louis, Kansas City —R. S. Crane Company, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12i, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 30, 31, 33a.
Contracts: 40a, 44a, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60l, 61a, 61b, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff 1/1/71—Rec'd 3/22/71.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	7.00	6.50	6.00	5.50	5.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WKXI (FM)
1971

Black

Media Code 4 225 5200 0.00
TAB Broadcasting Co., Box 6689, Jackson, Miss. 39212. Phone 601-372-9594.

STATION'S PROGRAMMING DESCRIPTION
WKXI (FM): Programmed for black audience.
MUSIC: top R & B hits plus selected album cuts & oldies. Jazz show Sun afternoon; oldies show Sat night. AIR PERSONALITIES handle all segments incorporating community-interest vignettes. NEWS: at :60. SPORTS: local black college football & basketball. RELIGION: Sun morning & night. COMMERCIAL POLICY: maximum 14 minutes per hour. Contact Representative for further details. Rec'd 3/27/75.
1. PERSONNEL
President—J. Alex Bowab.
General Manager—Carrol F. Jackson.
2. REPRESENTATIVES
PRO/Meeker Radio.
Atlanta—Carter S. Jones Agency.
3. FACILITIES
ERP 100,000 w. (horiz.), 94.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 330 ft. above average terrain.
4. AGENCY COMMISSION
15%; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 12a, 14a.
Basic Rates: 20b, 21d, 22b, 23b, 24b, 24c, 28c, 30.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60l, 62d.

(This listing continued on next page)

62 NBC RADIO WJDX
#1 Men & Women 18-49 M & A Drive
Women 18-49 Housewife time
Source: ARB A/M '75 TSA cumes

Jackson—WKXI (FM)—Continued

Cancellation: 70a, 70c, 70e, 73b.
Prod. Services: 80, 82.
Affiliated with National Black Network.
Affiliated with The Rep Network.

TIME RATES
No. 3 Eff 10/1/74—Rec'd 10/30/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE	AA				A			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
6 ti		16	15	14	14	13	12	11
12 ti	16	15	14	13	13	12	11	10
18 ti	15	14	13	12	12	11	10	9
24 ti	14	13	12	11	11	10	9	8
30 SECONDS								
6 ti	14	13	12	11	11	10	9	8
12 ti	13	12	11	10	10	9	8	7
18 ti	12	11	10	9	9	8	7	6
24 ti	11	10	9	8	8	7	6	5

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.
Submitted by J. Alex Bowab.

WLIN (FM)
1973

Buckley Radio Sales, Inc.

NAB

Media Code 4 225 5225 7.00
Metro Radio, Inc., 286 Highland Village, Jackson, Miss 39211. Phone 601-982-7336.

STATION'S PROGRAMMING DESCRIPTION
WLIN (FM): Programmed for adults.
MUSIC: instrumental arrangements of familiar standard and contemporary songs with occasional group vocals, programmed in uninterrupted segments with 4 pauses per hour and a maximum of 6 spots per hour. News and weather capsules at :58. Contact Representative for further details. Rec'd 11/1/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles Fletcher.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 97,000 w. (vert.); 95.5 mc. Stereo.
Operating schedule: 24 hours daily .CST.
Antenna ht.: 1,069 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 5, 8.
Rate Protection: 10d, 11d, 15d.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 43, 44b, 45, 46, 48.
Comb.: Cont. Discounts: 60f, 60k, 62d.
Cancellation: 70c, 71a, 72, 73b.

TIME RATES
Eff ———. Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS

	7 ti	14 ti	21 ti
1 min	18.00	17.00	16.00
30/20/10 sec	14.40	13.60	12.80

WOKJ
1954

Independent Black

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 225 5250 5.00
Tri-Cities Broadcasting Co., Box 3320, Jackson, Miss. 39207. Phone 601-948-1515.

STATION'S PROGRAMMING DESCRIPTION
WOKJ: MUSIC: R & B with 26 hours of gospel & spiritual music each week. NEWS: network, UPI, local news director & mobile unit. Talk programs cover community interest including religion, Black identity. Bulletin board features community news. Contact Representative for further details. Rec'd 7/1/75.

1. PERSONNEL
President—E. O. Roden.
Vice-Pres. & Gen'l Mgr.—Zane Roden.
Sales Manager—James H. Luper.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1550 kc. Directional
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70d, 71a.
Prod. Services: 80, 81, 82.
FM facilities: WJMI (FM).
Affiliated with American Information Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 12 Eff 8/1/75—Rec'd 7/1/75.
AAA—5-10 am & 3-7 pm.
AA—10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		AA	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	25.00	20.00	21.00	16.00	16.00	12.80
12 ti	23.00	18.40	19.00	14.80	15.00	12.00
18 ti	21.00	16.80	17.00	13.00	14.00	11.20
24 ti	19.00	15.20	16.00	12.00	13.00	10.40

10 sec: 60% of 1-min.
Edited by Zane D. Roden.

WRBC
1947

NAB RAB

Media Code 4 225 5355 2.00
Rebel Broadcasting Co., Box 9801, Jackson, Miss. 39206. Phone 601-956-4151.

1. PERSONNEL
President—W. R. McCarty, Jr.
Chairman of the Board—T. E. Wright.
General Manager—Dudley Evans.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60h, 60k, 62b.
Cancellation: 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
Eff 11/1/69—Rec'd 10/22/69.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	18.00	16.00	14.00	12.00
AA	14.00	13.00	12.00	10.00
A	10.00	9.00	8.00	7.00
20/30 SECONDS				
AAA	14.40	12.80	11.20	9.60
AA	11.20	10.40	9.60	8.00
A	8.00	7.20	6.40	5.60
10 SECONDS				
AAA	9.00	8.00	7.00	6.00
AA	7.00	6.50	6.00	5.00
A	5.00	4.50	4.00	3.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK. EA:	1 min
18 ti (10AAA, 6AA, 2A)	11
24 ti (12AAA, 8AA, 4A)	9
36 ti (16AAA, 12AA, 8A)	6

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WSLI
1958

KATZ RADIO

NAB RAB

Media Code 4 225 5460 0.00
Capitol Broadcasting Co. Box 8187, Battlefield Station, Jackson, Miss. 39204. Phone 601-372-6311.

1. PERSONNEL
Station Manager—Richard H. Voorhis.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 930 kc. Directional—night only.
Operating schedule: 5:10 am-midnight. CST
Partial simulcast operation. Simulcast Mon thru Sat 5:30-9:30 am. For non-simulcast facilities see WSLI-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 15e.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 17 Eff 4/1/73—Rec'd 3/23/73.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
PER YR:		52x	104x	156x	260x
AAA	25.00	24.50	24.00	23.50	23.00
AA	20.00	19.50	19.00	18.50	18.00
A	16.00	15.50	15.00	14.50	14.00
B	12.00	11.50	11.00	10.50	10.00

20/30 sec 80% of 1 min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
Plan I (1/2AAA, 1/2AA)	21.50	21.00	20.50	20.00
Plan II (1/3AAA, 1/3AA, 1/3A)	19.00	18.50	18.00	17.50

20/30 sec 80% of 1-min. 10 sec: 50% of 1-min.

WSLI-FM
1966

KATZ RADIO

NAB RAB

Media Code 4 225 5461 8.00
Capitol Broadcasting Co., Box 8187, Battlefield Sta., Jackson, Miss 39204. Phone 601-372-6311
See affiliated AM station for additional information.

3. FACILITIES
ERP 80,000 w.; 96.3 mc. Stereo
Operating schedule: 5:30 am-11:30 pm. CST.
Antenna ht.: 1,430 ft. above average terrain
Partial simulcast operation. Operated separately Mon thru Sat 9:30 am-11:30 pm. For simulcast facilities see WSLI.

TIME RATES
No. 1 Eff 10/21/74—Rec'd 11/1/74.

8. PROGRAM TIME RATES

	52x	156x	260x
1/2 hr	30.00	27.00	24.00
1/4 hr	18.00	16.00	14.50
5 min	9.00	8.00	7.25

WWUN
1965

Media Code 4 225 5470 4.00
Badio One, Inc., Box E, Delta Sta., Jackson, Miss. 39213. Phone 601-362-8854.

STATION'S PROGRAMMING DESCRIPTION
WWUN: MUSIC: Modern country. NEWS: emphasis on local each hr. Promotions 7 am-8 pm weekdays. Contact Representative for further details. Rec'd 9/16/74.

1. PERSONNEL
President—Ed Holladay.
General Manager—Bonald W. Enbanks.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1590 kc.
Directional—nights only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60e, 60f.
Cancellation: 71a, 73a.

TIME RATES
Eff———Rec'd 9/16/74.
AA—Mon thru Sat 5:30-9:30 am.
A—Mon thru Sat 9:30 am-7 pm; Sun all day.
B—Mon thru Sun 7 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN, EA:	6 ti	12 ti	18 ti	24 ti
AA	18	16	14	12
A	14	12	10	9
B	10	8	7	6

30 sec: 80% of 1-min. ID's: 50% of 1-min.

WZZQ 102.9
Stereo Rock
is #1 with teens from the time they get out of school till they go to bed!
Source: ARB A/M '75 3 pm-mid TSA cumes

WZZQ (FM)
1948

EASTMAN RADIO, INC.

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 225 5722 3.00
WZZQ (FM), Box 2171, 1375 Beasley Bd., Jackson, Miss. 39205. Phone 601-982-1062.
See affiliated AM station for additional information.
AM facilities: WJDX.

STATION'S PROGRAMMING DESCRIPTION
WZZQ (FM): Programmed for young adults.
MUSIC: rock, album rock & current singles. Occasional music specials featuring rock artists. Music programming interspersed with topical comment, thought, humor & community involvement items of interest to young adults. All live PERSONALITIES. NEWS: 6 man local staff with 6 radio-equipped mobile units & 1 radio-equipped boat. 8 min newscasts at 6:15, 7:15, 8:15, 10:15 am, 12:15, 2:15, 4:15, 8:15 pm, midnight, 3:15 am. Contact Representative for further details. Rec'd 3/24/75.

1. PERSONNEL
General Manager—Marshall R. Magee.
Program Director—Johnny Sommer.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,800 ft. above average terrain.
Affiliated with Eastman Radio Network.

TIME RATES
Eff———Rec'd 3/21/75.

6. SPOT ANNOUNCEMENTS
1 min, flat ea. 15 30 sec, flat ea. 12
Edited by Marshall R. Magee.

KOSCIUSKO (1 AM; 1 FM)

Attala County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WKOZ
1947

Media Code 4 225 5775 1.00
H. Mims Boswell, Jr., Box A, Golf Course Rd., Kosciusko, Miss. 39090. Phone 601-289-1340.

1. PERSONNEL
Owner-General Manager—Mims Boswell, Jr.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-10:00 pm. CST.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: Farm Radio Network.

TIME RATES
Eff 1/1/60—Rec'd 1/27/60.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	200x	312x
1 min	6.50	6.25	6.00	5.75	5.50	5.00	4.50

(Kosciusko continued on next page)

WOKJ·AM
Serving the Black community since 1954.
The Jackson Trading Area is more than Black.
Only WOKJ-AM can fully motivate the 100,000 Blacks living in this area.
#1 in Adults 18+ Weekends.
#2 in Men 18+ Morning Drive.
#3 in Adults 18+ M/F 6am-Mid.
Total weekly station cume is 74,900.
Source: ARB A/M '75, aqh pers. MSA
Rep. Bernard Howard & Co., Inc.

WJMI·FM
Progressive soul-rock in stereo
Covering mid-Mississippi and northeast Louisiana
#1
Persons 12+
Teens
Men and Women 18-34
Women 18-49
Source: ARB A/M '75, M/S 6 am-Mid aqh pers. TSA

WKOZ-FM
1965

Media Code 4 225 5778 9.00
H. Mims Boswell, Jr., Box A, Golf Course Rd., Kosciusko, Miss. 39090. Phone 601-289-1340.
See affiliated AM station for additional information.

3. FACILITIES
ERP 28.500 w.; 105.1 mc.
Operating schedule: 6:45 am-10 pm daily. CST.
Antenna ht.: 185 ft. above average terrain.

TIME RATES
Rates effective ———.
Rates received October 11, 1965

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	4.99	156 ti	5.50		
13 ti	6.50	208 ti	—		
26 ti	6.25	260 ti	5.00		
52 ti	6.00	312 ti	4.50		
104 ti	5.75				

LAUREL (3 AM; 1 FM)

Jones County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WAML
1932

Subscriber to the NAB Radio Code
Media Code 4 225 5880 6.00
New Laurel Radio Station, Inc., 441 N. Magnolia, Laurel, Miss. 39440. Phone 428-5601 and 428-5737.

STATION'S PROGRAMMING DESCRIPTION
WAML: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Frank Sumrall.
Commercial Manager—M. M. Caver.
2. REPRESENTATIVES
Hal Walton Co.
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KBS.

TIME RATES
Rates effective ———.
Rates received June 2, 1947.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
(6:30 a.m. to 10:30 p.m. Monday through Sunday)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time	40.00	24.00	16.00	8.00	4.00
13 times	36.00	22.00	15.20	7.60	3.80
26 times	36.00	21.60	14.40	7.20	3.60
52 times	34.00	20.40	13.60	6.80	3.40
100 times	32.00	19.20	12.80	6.40	3.20
150 times	30.00	18.00	12.00	6.00	3.00
300 or more times	28.00	16.80	11.20	5.60	2.80

WLAU
1946

Subscriber to the NAB Radio Code
Media Code 4 225 5985 6.00
Southland Inc., 424 S. Magnolia St., Laurel, Miss. 39440. Phone 601-649-1430.

1. PERSONNEL
Pres. & Gen'l Mgr.—F. M. Smith.
2. REPRESENTATIVES
The Devney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
3. FACILITIES
5,000 w. days; 1430 kc. Non-directional.
Operating schedule: 5:00 a.m. to local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 7/1/66—Rec'd 5/26/66.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	6 ti	11 ti	18+
1 min	6.00	5.50	5.00	4.50
30 sec	4.80	4.40	4.00	3.80

10 sec: 50% of 1-min.

WNSL
1957

Subscriber to the NAB Radio Code
Media Code 4 225 6090 4.00
Voice of the New South, Inc., Box 2336, 1260 Victory Rd., Laurel, Miss. 39440. Phones 601-428-3182, 428-1491.

STATION'S PROGRAMMING DESCRIPTION
WNSL: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Granville Walters.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-7 am. For non-simulcast facilities see WNSL-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mississippi Radio News Network, Inc.

TIME RATES
No. 1 Eff 3/1/57—Rec'd 2/4/57.

6. SPOT ANNOUNCEMENTS
(Daily 5 am-6 pm)

	1x	13x	26x	52x	100x	150x	300+
1 min/less	4.00	3.80	3.60	3.40	3.20	3.00	2.80

7. PACKAGE PLANS
WEEKLY SATURATION—ROS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	34	48	64	75

WNSL-FM
1959

Subscriber to the NAB Radio Code
Media Code 4 225 6091 2.00
Voice of the New South, Inc., Box 2336, 1260 Victory Rd., Laurel, Miss. 39440. Phones 601-428-3182, 428-1491.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WNSL-FM: Programmed for the Black population.

3. FACILITIES
ERP 28,000 w. (horiz.), 28,000 w. (vert.); 100.3 mc.
Stereo.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 7 am-11 pm. For simulcast facilities see WNSL.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.

TIME RATES
Rates are identical to WNSL. See that listing.

LELAND (1 AM; 1 FM)

Washington County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WBAD
1973

Media Code 4 225 6143 1.00
Interchange Communications, Inc., Box 4426, Seven Oaks Rd., Greenville, Miss. 38701. Phone 601-335-9264 or 9265.

STATION'S PROGRAMMING DESCRIPTION
WBAD: Programmed for adult black audience.

1. PERSONNEL
Pres. & Gen'l Mgr.—William D. Jackson.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.
Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with National Black Network.

TIME RATES
No. 1 Eff 5/1/74—Rec'd 10/17/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	AA 1 Wk	AA 13 Wks	AA 26 Wks	AA 52 Wks	A 1 Wk	A 13 Wks	A 26 Wks	A 52 Wks
6 ti	8.00	7.60	7.20	6.80	7.00	6.65	6.30	5.95
12 ti	7.60	7.20	6.80	6.40	6.65	6.30	5.95	5.60
18 ti	7.20	6.80	6.40	6.00	6.30	5.95	5.60	5.25
24 ti	6.80	6.40	6.00	5.60	5.95	5.60	5.25	4.90
30 ti	6.40	6.00	5.60	5.20	5.60	5.25	4.90	4.55

30 SECONDS

	AA 1	AA 13	AA 26	AA 52	A 1	A 13	A 26	A 52
6 ti	6.40	6.10	5.80	5.50	5.60	5.35	5.10	4.85
12 ti	6.10	5.80	5.50	5.20	5.35	5.10	4.85	4.60
18 ti	5.80	5.50	5.20	4.90	5.10	4.85	4.60	4.35
24 ti	5.50	5.20	4.90	4.60	4.85	4.60	4.35	4.10
30 ti	5.20	4.90	4.60	4.30	4.60	4.35	4.10	3.85

10 sec: 60% of 1-min.

(CR)

WESY
1958

Subscriber to the NAB Radio Code
Media Code 4 225 6195 1.00
Miss-Ark Broadcasting Co., Drawer 340, Rode Bldg., Greenville, Miss. 38701. Phone 601-332-0770.

STATION'S PROGRAMMING DESCRIPTION
WESY: Programmed for the Negro population.

1. PERSONNEL
General Manager—Miller Abraham.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise to local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with Mutual Black Network.

TIME RATES
No. 3 Eff 6/1/71—Rec'd 6/11/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	260x	312x
1 min	7.00	6.50	6.00	5.50	5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 75% of 1-min.

7. PACKAGE PLANS
SATURATION PACKAGES

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.00	5.75	5.50	5.25	5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 75% of 1-min.

(CR)

LEXINGTON

Holmes County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WXTN
1959

Media Code 4 225 6300 7.00
WXTN, 100 Radio Rd., Lexington, Miss. 39095. Phones 834-1666, 1254.

1. PERSONNEL
Station Manager—Fanny M. Cothran.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1,000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Eff 3/1/67—Rec'd 3/1/67.

6. SPOT ANNOUNCEMENTS

	1x	30x	60x	100x	200x	500x	1000x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50

LOUISVILLE (1 AM; 1 FM)

Winston County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WLSM
1953

Subscriber to the NAB Radio Code
Media Code 4 225 6405 4.00
Louisville Broadcasting Corp., Box 111, Louisville, Miss. 39339. Phone 773-3481.

1. PERSONNEL
Manager—Fred Vice.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 4 am-local sunset. CST.
Partial simulcast operation. Simulcast 4-7 am. For non-simulcast facilities see WLSM-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 6/1/70—Rec'd 5/28/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.50	3.25	3.00	2.75	2.50

WLSM-FM
1967

Media Code 4 225 6450 6.00
Louisville Broadcasting Corp., Box 111, Louisville, Miss. 39339. Phone 601-773-3481.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 4 am-midnight.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 7 am-midnight. For simulcast facilities see WLSM.

TIME RATES
Eff———Rec'd 2/12/68.

6. SPOT ANNOUNCEMENTS
1 x per yr. ea. 2.75 500 + per yr. ea. 2.25
30 sec: 80% of 1-min.
7. PACKAGE PLANS

PER WK:	1 ti	10 ti	25 +
Ea	2.75	2.50	2.25

30 sec: 80% of 1-min.

LUCEDALE

George County—Map Location G-10
See SRDS consumer market map and data at beginning of the State.

WRBE
1960

Subscriber to the NAB Radio Code
Media Code 4 225 6510 1.00
Allen Broadcasting Co., Inc., Box 827, 1/2 mile N. on Hwy. 98, Lucedale, Miss. 39452. Phone 601-947-8151.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Pinky Grant.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
5,000 w. days; 1440 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Mississippi Radio News Network, Inc.

TIME RATES
No. 4 Eff 12/16/71—Rec'd 1/31/72.

6. SPOT ANNOUNCEMENTS
1 min. flat 2.50 30 sec. flat 2.25
10. SPECIAL FEATURES
5-min national news/weather at :60, local & state news/weather at :60; sports digest at 7:25 am & 4:25 pm. ea. 7.50
Incl 15-sec open & close plus 1-min spot.

MAGEE (1 AM; 1 FM)

Simpson County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WSJC
1957

Media Code 4 225 6615 8.00
Southeast Mississippi Broadcasting Co., Box 426, Hwy 28 East, Magee, Miss. 39111. Phone 601-849-2413, 3426.

STATION'S PROGRAMMING DESCRIPTION
WSJC: Country, Gospel Rhythm & Blue music.

1. PERSONNEL
Manager—Mrs. Marvin Mathis.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
50,000 w. days, 500 w. nights; 810 kc.
Non-directional.
Operating schedule: 4 am-11:10 pm. CST.
Partial simulcast operation. Simulcast 4-7:10 am. For non-simulcast facilities see WSJC-FM).
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 3/1/74—Rec'd 1/30/75.

6. SPOT ANNOUNCEMENTS

	1x	30x	60x	100x	200x
1 min	8.00	7.50	7.00	6.50	6.00

30 sec: 80% of 1-min. 20 sec: 70% of 1-min.

WSJC-FM
1970

Media Code 4 225 6616 6.00
Southeast Mississippi Broadcasting, Box 426, Magee, Miss. 39111. Phone 601-849-2413.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: 4 am-11:10 pm. CST.
Antenna ht.: 614 ft. above average terrain.
Partial simulcast operations. Operated separately 7:10 am-11:10 pm. For simulcast facilities see WSJC.

TIME RATES
Rates are identical to WSJC. See that listing.

McCOMB (2 AM; 1 FM)

Pike County—Map Location C-10
See SRDS consumer market map and data at beginning of the State.

WAPF (1948) WCCA (FM) (1967)

Media Code 4 225 6720 6.00
Southwestern Broadcasting Co. of Mississippi, Box 604, 317 Canal St., McComb, Miss. 39648. Phone 601-684-7470, 7471.

STATION'S PROGRAMMING DESCRIPTION
WAPF: C & W, top 40, MOR, local news.

1. PERSONNEL
General Manager—Phillip D. Brady.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 57,000 w.; 94.1 mc. Stereo.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 160 ft. above average terrain.
Simulcast 6 am-local sunset, exsluding special events.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 11/1/72—Rec'd 10/2/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	4.70	4.45	4.20	4.00	3.75	3.50	3.30
30 sec	3.50	3.35	3.15	3.00	2.80	2.60	2.45

WHNY
1939

Media Code 4 225 6825 3.00
Broadcast Service, Inc., Drawer E, McComb, Miss. 39648. Phone 601-684-8140, 8141.

STATION'S PROGRAMMING DESCRIPTION
WHNY: Programmed for general interest.

1. PERSONNEL
General Manager—Lamar D. Tuminello.
2. REPRESENTATIVES
George T. Hopewell, Inc.
South—David Carpenter Company.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1250 kc.
Directional—night only.
Operating schedule: 5 am-11 pm. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES
No. 3 Eff———Rec'd 6/29/59.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	4.00	3.75	3.60	3.30	3.10	3.00	2.75

MERIDIAN (5 AM; 2 FM)

Lauderdale County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WALT (FM)

1967

RAB NAFMB

Media Code 4 225 6875 8.00
New South Broadcasting Corp., Box 5797, Meridian, Miss. 39301. Phone 601-693-2661.
See affiliated AM station for additional information.
AM facilities: WOKK.

STATION'S PROGRAMMING DESCRIPTION
WALT (FM): MUSIC: Contemporary. NEWS: local and network. Contact Representative for further details. Rec'd 6/20/75.

1. PERSONNEL
President—F. E. Holladay.
Station Manager—Mike Glass.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mc. Stereo.
Operating schedule: 4 am-midnight. CST.
Antenna ht.: 330 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see WOKK.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES

Rates are identical to WOKK. See that listing.
Edited by Gary Michiels.

WDAL

1958

Subscriber to the NAB Radio Code
Media Code 4 225 7035 8.00
Broadcasters & Publishers, Inc., Box 5314, 410 21st Ave., Meridian, Miss. 39301. Phone 601-693-2381.

STATION'S PROGRAMMING DESCRIPTION
WDAL: MUSIC: top 40. NEWS: national at :30, state & local at :34. SPORTS: local play-by-play football & basketball. Contact Representative for further details. Rec'd 2/21/75.

1. PERSONNEL
General Manager—Don Partridge.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
5,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 24c, 25b, 26, 28b, 28c, 29a, 32b, 33c.
Contracts: 40a, 41, 42a, 43, 44b, 46, 47c, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiated with MBS.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff 2/1/70—Rec'd 2/2/70.

6. SPOT ANNOUNCEMENTS

	GUARANTEED TIMES							
	1x	52x	104x	260x	312x	500x	1000x	1500x
1 min	6.00	5.50	5.00	4.00	3.50	3.00	2.50	2.25
30 sec	4.80	4.40	4.00	3.20	2.80	2.40	2.00	1.75

8. PROGRAM TIME RATES

	GUARANTEED TIMES					
	1x	52x	208x	512x	500x	1000x
1 hr	50.00	35.00	25.00	------	------	------
1/2 hr	35.00	25.00	20.00	15.00	------	------
1/4 hr	25.00	15.00	11.00	9.00	------	------
5 min	15.00	8.50	7.00	6.50	5.00	4.00

WDAL-FM

1969

Subscriber to the NAB Radio Code
Media Code 4 225 7036 6.00
Broadcasters & Publishers, Inc., Box 5314, 410 21st Ave., Meridian, Miss. 39301. Phone 601-693-2381.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDAL-FM: MUSIC: MOR. NEWS: national at :30, state & local at :34. SPORTS: local play-by-play football & basketball. Contact Representative for further details. Rec'd 2/21/75.

3. FACILITIES
ERP 100,000 w.; 101.3 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 1,049 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Mississippi Radio News Network, Inc.

TIME RATES

Rates are identical to WDAL. See that listing.

WMOX

1945

American Contemporary Ntwk

Media Code 4 225 7140 6.00
Lauderdale Broadcasting Company, Inc., Box 1511, WMOX Bldg., 10th St. & 20th Ave., Meridian, Miss. 39302. Phone 601-693-1811.

1. PERSONNEL
Station Manager—Eddie Smith.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
R. S. Crane Company, Inc.
3. FACILITIES
10,000 w. days, 1,000 w. nights; 1010 kc.
Directional—separate patterns day and night.
Operating schedule: 4 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 5.
Rate Protection: 15b.
Basic Rates: 29a.
Contracts: 40a.
Cancellation: 70a, 70d, 71a.
Affiliated with American Contemporary Network.

TIME RATES
Eff 1/1/69—Rec'd 12/20/68.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	150x	300x
1 min	12.50	12.00	11.50	11.00	10.00

7. PACKAGE PLANS
(4 wk minimum)

PER WK, EA:	10 ti	15 ti	20 ti
1 min	10.00	9.50	9.00

20 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	36	24	18	15

DISCOUNTS
13x—5% 26x—16% 52x—12-1/2%

WOKK

1946

RAB

Media Code 4 225 7245 8.00
New South Broadcasting Corp., Box 5797, Meridian, Miss. 39302. Phone 482-6133.

STATION'S PROGRAMMING DESCRIPTION
WOKK: Programming features modern country format. 5-9 am features personalities, news, weather, time checks. News department with mobile unit and 1 plane. 9 pm Sat to 1 am Sun, complete Negro programming. 5-7 am M-Sat, rural appeal. Contact Representative for further details. Rec'd 5/15/70.

1. PERSONNEL
Station Manager—Ken Rainey.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 910 kc.
Non-directional.
Operating schedule: 4 am-midnight. CST.
Partial simulcast operation. Simulcast 4-6 am. For non-simulcast facilities see WALT (FM).
4. AGENCY COMMISSION
15/0 net station charges; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 44b, 47a.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 71a, 73b.
Prod. Services: 60, 82.
FM facilities: WALT (FM)

TIME RATES
Eff————Rec'd 10/31/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	300x
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.50	6.00	5.50	5.00	4.50
10 sec	3.75	3.50	3.25	3.00	2.75

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti
1 min	6.50	6.00	5.50
30 sec	5.50	5.00	4.50
10 sec	3.25	3.00	2.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	3 min
1 ti	65	40	26	20	18

WQIC

1957

Independent Negro

Media Code 4 225 7350 1.00
Torgerson Broadcasting Company, Inc., Box 5353, Meridian, Miss. 39301. Phone 601-693-4851.

STATION'S PROGRAMMING DESCRIPTION
WQIC: Programmed 100% for Black audience.
MUSIC: rhythm & blues except 10 am-noon which is gospel. NEWS: Network at :50, local at :10. Sun: gospel music & church services sign-on-noon, rhythm & blues thereafter. Contact Representative for further details. Rec'd 4/15/71.

1. PERSONNEL
President—Stan Torgerson.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
1,000 w days, 250 w. nights; 1450 kc.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 24b, 26, 28b, 29a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a.
Cancellation: 71a, 73a.
Affiliated with Mutual Black Network.

TIME RATES
Eff 11/1/68—Rec'd 10/1/68.

6. SPOT ANNOUNCEMENTS

PER YR:	250x	500x	1000x	2000x
1 min	6	5	4	3
30 sec	5	4	3	2

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	8.00	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	7.00	6.00	5.50	5.00	4.50	4.00	3.60	3.00

WTNK

1973

Progressive Black

NAB

Media Code 4 225 7402 0.00
East/West Communications Corp., Box 5186, Meridian, Miss. 39301. Phone 601-693-3242.

STATION'S PROGRAMMING DESCRIPTION
WTNK: Programmed for ethnic (blacks) & young adults.
MUSIC: 80% featuring current hits, rhythm & blues, top 40. 6 AIR PERSONALITIES including 1 female. NEWS: at :55, national, state & local. Gospel Sun 6 am-noon. Jazz Sun afternoon. Station participates in community activity. Emphasis on community activities such as street dances, talent shows, featuring several community talk shows each week. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
President—Charles L. Young.
General Manager—Len Maith.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
5,000 w.; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 21a, 21c, 21d, 23b, 23b, 24c, 25c, 26, 28c, 29b, 30, 32a, 33c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60f, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with National Black Network.

TIME RATES
Eff————Rec'd 8/13/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
CLASS AA 1 MINUTE					
6 ti	7.00	6.65	6.30	5.95	5.60
12 ti	6.65	6.30	5.95	5.60	5.25
18 ti	6.30	5.95	5.60	5.25	4.90
24 ti	5.95	5.60	5.25	4.90	4.55
30 ti	5.60	5.25	4.90	4.55	4.20
30 SECONDS					
6 ti	5.60	5.30	5.00	4.75	4.50
12 ti	5.30	5.00	4.70	4.45	4.20
18 ti	5.00	4.70	4.40	4.15	3.90
24 ti	4.75	4.45	4.15	3.90	3.65
30 ti	4.50	4.20	3.90	3.65	3.40
CLASS A 1 MINUTE					
6 ti	6.00	5.70	5.40	5.10	4.80
12 ti	5.70	5.40	5.10	4.80	4.50
18 ti	5.40	5.10	4.80	4.50	4.20
24 ti	5.10	4.80	4.50	4.20	3.90
30 ti	4.80	4.50	4.20	3.90	3.60
30 SECONDS					
6 ti	4.80	4.55	4.30	4.10	3.90
12 ti	4.55	4.30	4.05	3.85	3.65
18 ti	4.30	4.05	3.85	3.65	3.45
24 ti	4.10	3.85	3.60	3.40	3.20
30 ti	3.90	3.65	3.40	3.20	3.00

10 sec: 50% of 1-min.
Edited by Len Maith.

MONTICELLO

Lawrence County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WMLC

1969

Media Code 4 225 7455 8.00
Clinco, Inc., Box 1270, Hwy. 84 W., Monticello, Miss. 39654. Phone 601-587-7997.

STATION'S PROGRAMMING DESCRIPTION
WMLC: Mod Country format 70%, Black format 15%.

1. PERSONNEL
General Manager—Jim Clinton.
3. FACILITIES
1,000 w.; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Mississippi Radio News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/74—Rec'd 9/27/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	15 sec
1 x	2.15	1.80	1.40
400 x	2.00	1.65	1.25
1000 +	1.75	1.40	1.00

Must run 12 consec mos or price reverts to next highest rate.

NATCHEZ (2 AM; 1 FM)

Adams County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WMIS

1941

NAB RAB

Media Code 4 225 7560 5.00
Natchez Broadcasting Co., Drawer 1248, City Bank Bldg., Natchez, Miss. 39120. Phone 601-442-2522.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William J. Wall.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5-12:30 am. CST.
4. AGENCY COMMISSION
15% on time only unless otherwise agreed.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KBS.

TIME RATES
Eff 12/1/74—Rec'd 10/31/74.

6. SPOT ANNOUNCEMENTS

	1 ti	52 ti	104 ti
1 min	6.50	6.00	5.50
30 sec	5.00	4.50	4.00

WNAT

1949

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 225 7665 2.00
First Natchez Corp., Box 768, 2 O'Ferral St., Natchez, Miss. 39120. Phone 601-442-4895.

1. PERSONNEL
General Manager—Mrs. William S. Perkins.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WQNZ (FM).
Affiliated with American Information Network.

TIME RATES
Eff 12/1/72—Rec'd 11/29/72.

6. SPOT ANNOUNCEMENTS

PER WK:	3 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	7.00	6.50	6.25	5.00	4.50	4.00

20/30 sec: 75% of 1-min. 8/10 sec: 50% of 1-min.

WQNZ (FM)

1968

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 225 7720 5.00
First Natchez Corp., Box 768, 2 O'Ferral St., Natchez, Miss. 39120. Phone 601-442-4895.
See affiliated AM station for additional information.
AM facilities: WNAT.

STATION'S PROGRAMMING DESCRIPTION
WQNZ (FM): contemporary and all time hits.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Mrs. William S. Perkins.
3. FACILITIES
ERP 100,000 w.; 95.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 406 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Eff————Rec'd 3/25/74.
AAA—6:30-9 am & 3:30-8 pm.
AA—9 am-3:30 pm & 8 pm-midnight.
A—Midnight-6:30 am.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
AAA	5.25	5.00	4.75	4.25
AA	4.10	3.90	3.40	3.10
A	3.20	3.00	2.90	2.75

NEW ALBANY (1 AM; 1 FM)

Union County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WNAU WNAU-FM

1955 1966

Subscriber to the NAB Radio Code
Media Code 4 225 7770 0.00
New Albany, Miss. 38652. Phone 601-534-4361; 534-5977.

STATION'S PROGRAMMING DESCRIPTION
WNAU: Gospel, top 40, country music.

1. PERSONNEL
General Manager—V. Keith Wroten.
2. REPRESENTATIVES
Southern—C. K. Reaver & Associates, Inc.
5. FACILITIES
500 w.; 1470 kc. Directional—night only.
Operating schedule: 5 am-midnight.
FM-Eff: 26,000 w.; 103.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 170 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 8/1/62—Rec'd 6/11/62.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	3.50	3.40	3.30	3.20	3.10	3.00

	208x	260x	312x	520x	1000x
1 min	2.90	2.80	2.70	2.60	2.50

NEWTON

Newton County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBKN
1955

Subscriber to the NAB Radio Code
Media Code 4 225 7875 7.00
Robert L. Tatum, 103 School St., Newton, Miss. 39345. Phone 683-3331.

1. PERSONNEL
General Manager—John H. Tatum.
3. FACILITIES
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff 2/1/63—Rec'd 2/4/63.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	78x	104x
1 min.	3.00	2.90	2.80	2.70	2.60	2.50
	156x	260x	312x	624x	1000x	2000x
1 min.	2.40	2.30	2.20	2.10	2.00	1.90

30 sec: 90% of 1-min.

OCEAN SPRINGS

Jackson County—Map Location G-11
See SDRS consumer market map and data at beginning of the State.

WOSM
1971

Media Code 4 225 7901 1.00
Charles H. Cooper, Box 789, Radio Rd., Ocean Springs, Miss. 39564. Phone 601-875-9031.
STATION'S PROGRAMMING DESCRIPTION
WOSM: AP news.

1. PERSONNEL
Mgr. & Prog. Dir.—Mrs. Margaret Cooper.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 304 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 105 Eff 3/1/75—Rec'd 5/27/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER 30	AA			A		
DAYS; EA:	1 ti	40 ti	90+	1 ti	40 ti	90+
1 min.	4.50	4.00	3.50	3.50	3.00	2.50
30 sec.	3.60	3.20	2.80	2.80	2.40	2.00
10 sec.	2.90	2.60	2.30	2.00	1.90	1.60

10. SPECIAL FEATURES
Newscast, Mon thru Fri, per mo. 77.00
Incl open & close plus 1 1-min spot.
Weathercast, Mon thru Fri, per mo. 60.00
Incl open & close plus 1 30-sec spot.
Edited by Margaret Cooper.

OXFORD (1 AM; 1 FM)

Lafayette County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WOOR
1969

Media Code 4 225 7927 6.00
WSUH/WOOR-FM, Inc., Drawer 1056, University Ave., East Oxford, Miss. 38655. Phone 601-234-6881.
See affiliated AM station for additional information.
AM facilities: WSUH.

3. FACILITIES
ERP 25,000 w.; 97.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: ——— ft. above average terrain.
Partial simulcast operation. Operated separately 3 am-noon, 1-5 pm & local sunset-midnight. For simulcast facilities see WSUH.

TIME RATES
Rates are identical to WSUH. See that listing.

WSUH
1955

Subscriber to the NAB Radio Code
Media Code 4 225 7900 5.00
WSUH/WOOR (FM), Inc., Drawer 1056, University Ave., East Oxford, Miss. 38655. Phone 601-234-6881

1. PERSONNEL
Pres., Farm, News & Sports Dir.—Mel Chrestman, Sr.
2. REPRESENTATIVES
South—C. K. Beaver and Associates, Inc.
3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-8 am, noon-1 pm & 5 pm-local sunset. For non-simulcast facilities see WOOR.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WOOR.
Affiliated with KBS.

TIME RATES
No. 3 Eff 5/1/74—Rec'd 5/20/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	100x	156x
1 min.	5.50	5.25	5.00	4.75	4.50
30 sec.	4.50	4.25	4.00	3.75	3.50

PASCAGOULA (2 AM; 2 FM)

Jackson County—Map Location G-11
See SRDS consumer market map and data at beginning of the State.

WCIS
1967
PASCAGOULA

Media Code 4 225 8025 8.00
Standard Broadcasting, Inc., Box 1789, Pascagoula, Miss. 39567. Phone 601-762-1821.

1. PERSONNEL
General Manager—C. D. Burgess.
Sales Manager—Dan M. Lynch.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w.; 1460 kc. Directional—days.
Operating schedule: 6 am-local sunset, CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21c, 28b, 28c.
Contracts: 40a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 1/28/75.
AA—6-9 am, noon-1 pm & 3-6 pm.
A—ROS.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER MO:	1 ti	25 ti	50+	1 ti	25 ti	50+
1 min.	4.75	4.50	4.25	4.25	4.00	3.75
30 sec.	3.25	3.00	2.75	2.75	2.50	2.25

Fixed: extra 10%.

10. SPECIAL FEATURES

	AA	A
Time checks—10 sec/less	1.90	1.75

Submitted by Vicki Putnam.

WCIS-FM
1967
PASCAGOULA

Media Code 4 225 8026 6.00
Standard Broadcasting, Inc., Box 667, Moss Point, Miss. 39563. Phone 601-762-1930.
See affiliated AM station for additional information.

1. PERSONNEL
Sales Manager—Robert L. Nations.
3. FACILITIES
ERP 3,000 w.; 104.9 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 172 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10F Eff 2/1/75—Rec'd 1/28/75.
AA—6 am-5 pm.
A—5 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA	A
1 min.	4.00	3.50
30 sec.	2.50	2.00

Fixed—extra 15%.

6. PROGRAM TIME RATES

PER WK:	1 ti	4 ti	7+
1/4 hr.	15.00	13.50	12.00
1/2 hr.	30.00	27.50	25.00

Submitted by Vicki Putnam.

WPMP
1951
PASCAGOULA-MOSS POINT

Media Code 4 225 8085 2.00
Crest Broadcasting Co., Inc., Box 789, Telephone Rd., Pascagoula, Miss. 39567. Phone 601-762-3113.

1. PERSONNEL
President—W. R. Guest, Jr.
Vice Pres. & Gen'l Mgr—Walter Smith.
Sales Manager—Hal Comello.
2. REPRESENTATIVES
R. S. Crane Company, Inc.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST
4. AGENCY COMMISSION
15/0 time only.

TIME RATES
Eff 1/1/74—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	100x	156x
1 min.	5.50	5.25	5.00	4.75	4.50
30 sec.	4.50	4.25	4.00	3.75	3.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	75	40	25	15	10

WPMP-FM
1964
PASCAGOULA-MOSS POINT

Media Code 4 225 8086 6.00
Crest Broadcasting Co., Inc., Box 789, Telephone Rd., Pascagoula, Miss. 39567. Phone 601-762-3113.
See affiliated AM station for additional information.

3. FACILITIES
ERP 30,000 w., 99.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 204 ft. above average terrain.

TIME RATES
Rates are identical to WPMP. See that listing.

PHILADELPHIA

Neshoba County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WHOC
1948

Subscriber to the NAB Radio Code
Media Code 4 225 8190 6.00
William Howard Cole, P. O. Box 26, Hwys. 15 & 16 (Beacon St. extension), Philadelphia, Miss. 39350 Phone 601-656-1490.

1. PERSONNEL
Owner & Manager—William Howard Cole.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:25 am-10:00 pm. CST.
4. AGENCY COMMISSION
15% on net charges for station time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective ———.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	24.00	12.00	8.00	4.00
13 times	22.80	11.40	7.60	3.80
26 times	21.60	10.80	7.20	3.60
52 times	20.40	10.20	6.80	3.40
104 times	19.20	9.60	6.40	3.20
156 times	18.00	9.00	6.00	3.00

(*) One minute or less.

PICAYUNE (1 AM; 1 FM)

Pearl River County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

WJOJ (FM)
1973

Media Code 4 225 8242 9.00
Tung Broadcasting Co., Box 849, Kiln Rd., Picayune, Miss. 39466. Phone 601-798-4835.
See affiliated AM station for additional information.
AM facilities: WRJW.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule 6 am-10:30 pm. CST.
Antenna ht.: 175 ft. above average terrain.

TIME RATES
Rates are identical to WRJW. See that listing.
Edited by James O. Jones II.

WRJW
1949

Subscriber to the NAB Radio Code
Media Code 4 225 6265 7.00
Tung Broadcasting Co., Box 849, Picayune, Miss. 39466. Phone 601-798-4835.

1. PERSONNEL
General Manager—James O. Jones, II.
3. FACILITIES
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WJOJ (FM).
Affiliated with KBS.

TIME RATES
Eff 3/1/71—Rec'd 3/1/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	105x	156+
1 min.	4.25	4.00	3.75	3.50	3.25
30 sec.	3.50	3.25	3.00	2.75	2.50

PONTOTOC (1 AM; 1 FM)

Pontotoc County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WSEL WSEL-FM
1962 1962

Subscriber to the NAB Radio Code
Media Code 4 225 8400 3.00
Pontotoc Broadcasting Co., Box 240, Hwy. 6 E., Pontotoc, Miss. 38863. Phone 489-1440.

1. PERSONNEL
General Manager—Ruth T. Bridges.
3. FACILITIES
1,000 w. days; 1440 kc Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 1,000 w.; 96.7 mc.
Operating schedule: 5 am-11:05 pm. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Farm Radio Network.

TIME RATES
Eff 11/1/69—Rec'd 7/28/70.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	4 ti	13 ti	30 ti	150 ti	300 ti
1 min.	3.00	2.50	2.00	1.75	1.25	1.00

30 sec: 75% of 1-min.

POPLARVILLE (1 AM; 1 FM)

Pearl River County—Map Location E-16
See SRDS consumer market map and data at beginning of the State.

WRPM
1963

Subscriber to the NAB Radio Code
Media Code 4 225 8450 8.00
Ben O. Griffin, Box 352, Poplarville, Miss. 39470. Phone 601-795-4900.

1. PERSONNEL
Manager—Ben O. Griffin.
2. REPRESENTATIVES
South, Southeast, Southwest—C. K. Beaver & Associates, Inc.
3. FACILITIES
10,000 w.; 1530 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/68—Rec'd 12/27/68.

6. SPOT ANNOUNCEMENTS

ROS:	1x	2x	14x	27x	53-104
1 min.	2.75	2.50	2.25	2.00	1.75

WRPM-FM
1966

Subscriber to the NAB Radio Code
Media Code 4 225 8451 6.00
Ben O. Griffin, Box 352, Poplarville, Miss. 39470. Phone 601-795-4900.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 107.9 mc.
Operating schedule: 6 am-10 pm.
Antenna ht.: 171 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ———Rec'd 12/27/68.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec		1 min	30 sec
1 x	8.00	6.00	312 x	5.25	3.65
13 x	7.50	5.50	520 x	5.00	3.50
26 x	7.00	5.00	780 x	4.75	3.35
52 x	6.50	4.50	1040 x	4.50	3.25
104 x	6.00	4.00	1500 x	4.25	3.00
156 x	5.75	3.90	2000 x	4.00	2.75
260 x	5.50	3.75			

10 sec: 60% of 1-min.
Guaranteed position per spot, extra 1.00.

7. PACKAGE PLANS

PER WK, EA:	10 ti	20 ti	40 ti	80 ti
1 min.	6.00	5.50	5.00	4.50
30 sec.	4.00	3.50	3.25	3.00

QUITMAN

Clarke County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WBFN
1968

Media Code 4 225 8478 9.00
A. C. Elliott, Jr., Drawer 70, Mont Rose Rd., Quitman, Miss. 39355. Phone 601-776-2931.

1. PERSONNEL
Manager—Videt Carmichael.
3. FACILITIES
1,000 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
5. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff 12/1/74—Rec'd 3/28/75.

8. SPOT ANNOUNCEMENTS

EA:	1 ti	36 ti	60 ti	100 ti
1 min.	2.00	1.75	1.60	1.40
30 sec.	1.60	1.40	1.25	1.10

SENATOBIA

Tate County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WSAO
1962

Media Code 4 225 8505 6.00
Northwest Mississippi Broadcasting Company, Box 448, Senatobia, Miss. 38668. Phones 601-562-4445, 4446.

1. PERSONNEL
Manager—Roger Webb.
2. REPRESENTATIVES
Southern Spot Sales, Inc.

(This listing continued on next page)

Senatobia—W S A O—Continued

3. FACILITIES
5,000 w. days; 1,550 kc. Non-directional.
Operating schedule: sunrise to local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff————Rec'd 1/10/63.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	312x
1 min	4.50	4.50	4.25	4.10	4.00	3.90	3.75

STARKVILLE (2 AM)

Oktibbeha County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WKOR

1968
Media Code 4 225 8550 5.00
Golden Triangle Radio Corp., 201 Lampkin St., Starkville, Miss. 39759. Phone 601-323-4980.
Columbus Office: 412-1/2 Main St. Phone 601-327-1183.
1. PERSONNEL
General Manager—Frank Armstrong.
2. REPRESENTATIVES
David Carpenter Company, Inc.
3. FACILITIES
1,000 w.; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 5/1/75—Rec'd 4/4/75.

6. SPOT ANNOUNCEMENTS

	Open	15x	30x	60x	90x	120x	150x
1 min	6.00	5.50	4.50	4.00	3.50	3.00	2.75
30 sec	5.50	5.00	4.00	3.50	3.00	2.75	2.50

Guaranteed times: Extra 10%.

WSSO

1948
Subscriber to the NAB Radio Code
Media Code 4 225 8610 7.00
Starkville Broadcasting Co., WSSO Bldg., Starkville, Miss. 39759. Phone 601-323-1230.
Other Studio—Mississippi State University, State College, Miss.
STATION'S PROGRAMMING DESCRIPTION
WSSO: Programmed for general interest.
1. PERSONNEL
General Manager—Joe Phillips.
3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun. CST.
4. AGENCY COMMISSION
15/0 net charges for time; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and NBC.

TIME RATES
No. 6 Eff 1/1/67—Rec'd 5/1/67.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x
1 min	5.00	4.75	4.50	4.25	4.00	3.75

TUPELO (3 AM; 1 FM)

Lee County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WELO

1944
Media Code 4 225 6715 4.00
Tupelo Broadcasting Co., Inc., Box 410. WELO Bldg., 212 S. Spring St., Tupelo, Miss. 38801. Phone 601-842-7658.
1. PERSONNEL
Sta. Mgr. & Farm Dir.—Ernest Bowen.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 580 kc.
Operating schedule: 4:59 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MRS.
Member: Mid-South Network.

TIME RATES
No. 5 Eff 4/1/73—Rec'd 4/9/73.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

	1x	26x	52x	104x	156x	208x	260x	312x	364x
Ea	4.40	4.35	4.30	4.25	4.20	4.15	4.10	4.05	4.00

WELO-FM

1968
Media Code 4 225 8716 2.00
Tupelo Broadcasting Co., Inc., Box 410, Tupelo, Miss. 38801. Phone 601-842-7658.
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w., 98.5 mc. Stereo.
Operating schedule: 4:49 am-midnight. CST.
Antenna ht.: 499 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Mid-South Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 4/1/73—Rec'd 4/9/73.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

	1x	26x	52x	104x	156x	208x	260x	312x	364x
Ea	4.40	4.35	4.30	4.25	4.20	4.15	3.85	3.45	2.95

WJLJ

1972
Media Code 4 225 8768 3.00
Town N' Country Broadcasting, Box 1626, Elizabeth St., Tupelo, Miss. 38801. Phone 601-844-4646.
1. PERSONNEL
General Manager—Charles Russell.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w.; 1060 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mississippi Radio News Network, Inc.

TIME RATES
No. 1 Eff 9/1/73—Rec'd 3/21/74.

6. SPOT ANNOUNCEMENTS

	1x	104x	520x	1040x
1 min	3.25	2.85	2.65	2.00
30 sec	2.95	2.35	2.15	1.60
10 sec	1.90	1.30	.90	.75

WTUP

1953
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 225 8820 2.00
Lee Broadcasting Corp., Box 258, Natchez Trace Inn, Tupelo, Miss. 38801. Phone 601-844-1490.
1. PERSONNEL
General Manager—Tommy Estess.
2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast—R. S. Crane Company, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours a day. CST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
Eff————Rec'd 11/29/72.

6. SPOT ANNOUNCEMENTS

	1x	156x	260x	364x
1 min	5.00	4.90	4.80	4.70

30 sec: 80% of 1-min.

TYLERTOWN (1 AM; 1 FM)

Walthall County—Map Location D-10
See SRDS consumer market map and data at beginning of the State

WTYL

1969
NAB
Subscriber to the NAB Radio Code
Media Code 4 225 8875 6.00
Tylertown Broadcasting Co., Box 447, Tylertown, Miss. 39667. Phone 601-876-2105.
STATION'S PROGRAMMING DESCRIPTION
WTYL: Country, MOR, gospel, R & B music.
1. PERSONNEL
Mgr. & Engr.—Roy E. Powe.
3. FACILITIES
1,000 w.; 1290 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WTYL-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/70—Rec'd 7/12/71.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
1 min	2.25	2.15	2.05	1.95	1.85	1.75
30 sec	1.90	1.80	1.70	1.60	1.50	1.40
15 sec	1.65	1.55	1.45	1.35	1.25	1.15

WTYL-FM

1970
NAB
Media Code 4 225 8876 4.00
Tylertown Broadcasting Co., Box 447, Tylertown, Miss. 39667. Phone 601-876-2105.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 97.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.:————ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WTYL.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/70—Rec'd 7/12/71.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
1 min	2.00	1.90	1.80	1.70	1.60	1.50
30 sec	1.70	1.60	1.50	1.40	1.30	1.20
15 sec	1.50	1.40	1.30	1.20	1.10	1.00

VICKSBURG (2 AM; 2 FM)

Warren County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WKYV (FM)

1970
NAB
Media Code 4 225 8900 2.00
Red Carpet City Broadcasting Corp., Rt. 3, Box 2A, Vicksburg, Miss. 39180. Phone 601-638-5111.
STATION'S PROGRAMMING DESCRIPTION
WKYV (FM): Programmed for adults and young adults.
MUSIC: modern country. NEWS: Network news on hour; weather at :15; state news at :30; community news 4 times daily; mobile news coverage. SPORTS: junior college, college and high school football and basketball. All commercials pre-taped. Remote from on the scene. Helicopter and aircraft for news coverage. Contact Representative for further details. Rec'd 6/8/72.
1. PERSONNEL
General Manager—William K. Hoisington.
Sales Manager—Bob Bishop.
Program Director—Ronald Anderson.
2. REPRESENTATIVES
Southeast—C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 58,000 w. (horiz.), 59,000 w. (vert.); 106.7 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 678 ft. above average terrain.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12a, 14d, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 26, 28b, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 46, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60i.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
Eff 1/1/75—Rec'd 1/30/75.

7. PACKAGE PLANS

PER MO:	1 ti	10 ti	31 ti	61 ti	91 ti	121 ti
1 min	7.50	6.50	5.00	4.50	4.25	4.00
30 sec	6.50	5.50	4.00	3.50	3.25	3.00
PER WK:			1 ti	10 ti	31 ti	61 ti
1 min			7.00	6.00	5.00	4.00
30 sec			6.00	5.00	4.00	3.00

WQBC

1951
NAB
Media Code 4 225 8925 9.00
Radio Station WQBC, Box 589, Vicksburg, Miss. 39180.
STATION'S PROGRAMMING DESCRIPTION
WQBC: MUSIC: Modern MOR. Rec'd 7/1/74.
1. PERSONNEL
Manager—Frank Holifield, Sr.
Commercial Manager—Frank Holifield, Jr.
3. FACILITIES
1,000 w. days, 500 w. nights; 1420 kc.
Non-directional.
Operating schedule: 5:30 am-11 pm. CST.
4. AGENCY COMMISSION
15/0 time and announcements only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3h, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21b, 22a, 22b, 24b, 25a, 28a, 28c.
Contracts: 40a, 47a
Comb.; Cont. Discounts: 61a.
Cancellation: 73a, 73b.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Eff 1/1/71—Rec'd 11/9/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x
1 min/less	5.00	4.75	4.50	4.25	4.00	3.75

6. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	312x
1 hr	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hr	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hr	24.00	22.80	21.60	20.40	19.20	18.00
5 min	10.00	9.50	9.00	8.50	8.00	7.50

WQMV (FM)

1966
Subscriber to the NAB Radio Code
Media Code 4 225 9030 7.00
WQMV Radio Co., Box 1111, 2845 Clay St., Vicksburg, Miss. 39180. Phone 636-5250.
STATION'S PROGRAMMING DESCRIPTION
WQMV (FM): Programmed for adults of all ages 9:30 am-10:30 pm M-Sun. Middle-of-the-road music, featuring top artists, current hits, standards, showtunes and film music. NEWS: 5 min on hour, news headlines on half hour. National, international, regional and local news. Community news and public affairs 10 times daily. 5 air personalities emcee entire operation. SPORTS: football local and live college football. RELIGIOUS: taped programs Sun. 5 min farm show daily M-Sat. Detailed weather forecast daily COMMERCIAL POLICY: only 5 one minute announcements permitted in 30 min segment. Contact Representative for further details. Rec'd 7/13/67.
1. PERSONNEL
Pres., Gen'l Mgr. & Prog. Dir.—Waymond Eugene Underwood.
2. REPRESENTATIVES
R. S. Crane Company, Inc.
3. FACILITIES
ERP 56,000 w.; 98.7 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 310 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21c, 22b, 23a, 24a, 25a, 26.
Contracts: 40a, 43, 44b.
Comb.; Cont. Discounts: 60a.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff. 3/1/66—Rec'd 3/23/66.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156+
100 words	8.00	7.50	7.00	6.50	6.00	5.50
50 words or less	4.50	4.00	3.50	3.00	2.50	2.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156+
1 hr	100.00	90.00	80.00	70.00	60.00	50.00
1/2 hr	60.00	55.00	50.00	45.00	40.00	35.00
1/4 hr	35.00	32.50	30.00	27.50	25.00	22.50
5 min	10.00	14.00	12.00	10.00	8.00	6.00

Announcements and programs cannot be combined to earn larger discounts.

WVIM

1948
A Gulf Central Station
Media Code 4 225 9135 4.00
Radio Mississippi, Inc., Box 76, 2837 Clay St., Vicksburg, Miss. 39180. Phone 601-636-1494.
STATION'S PROGRAMMING DESCRIPTION
WVIM: MUSIC: Modern country. NEWS: local news, mobile news services, remote from scene. SPORTS: professional baseball. Contact Representative for further details. Rec'd 7/25/75.
1. PERSONNEL
Operations Manager—Jerry Dee.
Office Manager—Ruth Giles.
2. REPRESENTATIVES
Southwest—Mario Messina Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule 5 am-11 pm. CST.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Member: Gulf Central Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/70—Rec'd 11/2/70.

6. SPOT ANNOUNCEMENTS
PER WK:

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.00
10 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50

Submitted by Jerry Dee.

WATER VALLEY

Yalobusha County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WVLY

1968
NAB
Subscriber to the NAB Radio Code
Media Code 4 225 9175 6.00
Tri-Lake Broadcasting Co., Drawer 511, Water Valley, Miss. 38965. Phone 601-473-1164.
1. PERSONNEL
General Manager—Raymond Woolfenden, Sr.
3. FACILITIES
500 w.; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mississippi Radio News Network, Inc.

TIME RATES
Eff————Rec'd 2/14/73.

6. SPOT ANNOUNCEMENTS

	1x	5x	10x	15x	20x	25x	50x
1 min	3.50	2.50	2.00	1.75	1.60	1.50	1.35
30 sec	3.00	2.00	1.75	1.50	1.30	1.25	1.15
10 sec	2.50	1.75	1.50	1.25	1.00	.95	.85

WAYNESBORO (1 AM; 1 FM)

Wayne County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WABO

1954
NAB
Subscriber to the NAB Radio Code
Media Code 4 225 9240 2.00
Martin Broadcasting Co., Box 507, Waynesboro, Miss. 39367. Phone 601-735-4331.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bill Martin.
3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST
Partial simulcast operation. Simulcast 7 am-3 pm.
For non-simulcast facilities see WABO-FM.
4. AGENCY COMMISSION
15% time only.

(This listing continued on next page)

Waynesboro—W A B O—Continued

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
Eff 6/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	31 ti	61 ti	91 ti	121 ti	181+
1 min	2.40	1.90	1.80	1.70	1.50	1.40
30 sec	2.00	1.50	1.40	1.30	1.10	1.00

WABO-FM
1973

Media Code 4 225 9241 0.00
Martin Broadcasting Co., Box 507, Highway 84 West, Waynesboro, Miss. 39367. Phone 601-735-4331.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 5:30 am-11 pm. CST.
Antenna ht.: 147 ft. above average terrain.
Partial simulcast operation. Operated separately 5:30-7 am & 3-11 pm. For simulcast facilities see WABO.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES

Rates are identical to WABO. See that listing.

WEST POINT (1 AM; 1 FM)

Clay County—Map Location F-4
See SRDS consumer market map and data at beginning of the State

WKBB
1974

Media Code 4 225 9293 1.00
Bob McRaney Enterprises, Inc., Box 758, Forrest St., West Point, Miss. 39773. Phone 601-494-1450.
See affiliated AM station for additional information.
AM facilities: WROB.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 174 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff 6/1/75—Rec'd 6/25/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti
PER YR:	1x	300x	500x	700x	1000x
30 sec	2.85	2.50	2.30	2.15	2.10
1 min	3.60	3.20	3.00	2.85	2.80

Edited by Jack King.

WROB
1947

Media Code 4 225 9345 0.00
Bob McRaney Enterprises, Inc., Box 758, WROB Bldg., West Point, Miss. 39773. Phone 601-494-1450.

1. PERSONNEL
General Manager—Jack King.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities. WKBB.
Affiliated with MBS.

TIME RATES
Eff 6/1/75—Rec'd 6/4/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti
PER YR:	1x	300x	500x	700x	1000x
1 min	3.60	3.20	3.00	2.85	2.80
30 sec	2.85	2.50	2.30	2.15	2.10

6-8 am, extra .25.
Edited by Jack King.

WIGGINS

Stone County—Map Location F-10
See SRDS consumer market map and data at beginning of the State.

WIGG
1968

Subscriber to the NAB Radio Code
Media Code 4 225 9397 0.00
Clinco, Inc., Box 1270, Hwy. 84 W., Monticello, Miss. 39654. Phone 601-587-7997.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Clinton.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mississippi Radio News Network, Inc.

TIME RATES
No. 2 Eff 6/1/75—Rec'd 6/4/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	10 sec
1 x	3.00	2.40	1.40
400 x	2.25	1.80	1.25
1000+	2.00	1.65	1.00

Spots less than 12 consc mos revert to next highest rate.

Edited by Peggy Raines.

WINONA

Montgomery County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WONA
1958

Media Code 4 225 9450 7.00
Southern Electronics Co., Inc., Telephone Bldg., Summit St., Winona, Miss. 38967. Phone 283-1570.

STATION'S PROGRAMMING DESCRIPTION
WONA: MOR, current hits. AP news at :60.

1. PERSONNEL
Mgr. & Farm Dir.—Jim Holt.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION
15/0 on time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mid-South Network, Farm Radio Network.

TIME RATES
Eff 4/1/73—Rec'd 2/8/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	3.40	3.35	3.30	3.25	3.20
		208x	260x	312x	364x
1 min		3.15	3.10	3.05	3.00

YAZOO CITY (2 AM; 1 FM)

Yazoo County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WAZF
1947

Media Code 4 225 9555 3.00
1230, Inc. Box 47, Yazoo City, Miss. 39194. Phone 601-746-2371.

1. PERSONNEL
Manager—John Harris.

2. REPRESENTATIVES
George T. Hopewell, Inc.
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30 am-11:00 pm. CST.

4. AGENCY COMMISSION
15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x
1 min	2.75	2.59	2.48	2.37	2.26	2.20
30 sec	2.04	1.87	1.76	1.65	1.54	1.49

WJNS (FM)
1968

Subscriber to the NAB Radio Code
Media Code 4 225 9600 7.00
Gateway Broadcasting Co., Inc., Box 1048, Yazoo City, Miss. 39194. Phones 601-746-5921, 5922.

STATION'S PROGRAMMING DESCRIPTION
WJNS (FM): MUSIC: country music with a top 60 country basic format. FARM: county agent reports, ASCS reports, home economist reports totaling over 10 hours weekly. Complete agricultural weather reports at :60. NEWS: network at :30. SPORTS: local high school and live college football. Mobile unit special news events. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joel Netherland.
Music & Sports Dir.—Leon Hill.
Programming—Tom Pevahouse.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 19 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 28c, 29a, 30, 31.
Contracts: 40a, 42a, 43, 45, 46, 47c, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62d.
Cancellation: 70d, 71a, 73a.
AM facilities: WYAZ.

TIME RATES
Eff 6/1/73—Rec'd 5/24/73.

6. SPOT ANNOUNCEMENTS

PER MO, EA:	Open	15 ti	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	5.00	4.00	3.50	3.00	2.50	2.35	1.75
30 sec	4.00	3.50	2.50	2.00	1.50	1.35	1.00

Guaranteed times—extra 10%.

8. PROGRAM TIME RATES

PER MO, EA:	Open	15 ti	30 ti
5 min	10.00	7.50	5.00
10 min	15.00	12.50	10.00
1/4 hr	20.00	18.50	15.00

Guaranteed times—extra 10%.
Submitted by Jack Netherland.
(Q)

WYAZ
1974

Media Code 4 225 9799 7.00
Gateway Broadcasting Co., Inc., Box 1048, Yazoo City, Miss. 39194. Phone 601-746-5921.
Studio: Shady Dr. ext. Phone 601-746-7777.
See affiliated FM station for additional information.
FM facilities: WJNS (FM).

STATION'S PROGRAMMING DESCRIPTION
WYAZ: 100% black programming. NEWS: network. Contact Representative for further details. Rec'd 4/17/74.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
250 w.; 1530 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with National Black Network.

TIME RATES

Rates are identical to WJNS (FM). See that listing.
Submitted by Jack Netherland.
(Q)

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Canton—Lewis County

Negro Population Data

(January 1, 1975)

STATE TOTAL	535,395	St. Joseph	2,540
METRO AREAS		St. Louis	427,021
Columbia	4,365	Springfield	2,387
Joplin	928	Total Metros	613,490
Kansas City	176,249		

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	40,640	St. Louis	21,667
METRO AREAS		Total Metros	46,892
Kansas City	25,225		

MISSOURI

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Brownfield Network

Comprised of:
Interconnected Stations

KSWM-FM—Aurora
KSOA—Ava
KTHS—Berryville, Ark.
KBLR, KLTB (FM)—Bolivar
KWRT, KWRT-FM—Boonville
KPCR—Bowling Green
KGHM—Brookfield
KMRN—Cameron
KQCA—Canton
KAOL, KAOL-FM—Carrollton
KDMO—Carthage
KRGK (FM)—Carthage
KDKD—Clinton
KDFN—Doniphan
KEXS—Excelsior Springs
KRFG—Greenfield
KSCM (FM)—Houston
KWOS—Jefferson City
KTMO (FM)—Kennett
KRXL (FM)—Kirksville
KBEK (FM)—Lexington
KLEX—Lexington
KMFL (FM)—Marshall
KMMO—Marshall
KEMM—Marshfield
KNIM, KNIM-FM—Maryville
KRES (FM)—Moberly
KBTN—Neosho
KSGM-FM—Ste. Genevieve
KETU (FM)—Salem
KDRO—Sedalia
KTTN—Trenton
KOKO—Warrensburg
KWRE—Warrenton
KWOM—West Plaines
WEIC—Charleston, Ill.
WEIC-FM—Charleston, Ill.
KSGM—Chester, Ill.
WMIX—Mount Vernon, Ill.
WMIX-FM—Mount Vernon, Ill.

Media Code 4 226 0013 0.00

Business office: Centertown, Mo. 65023. Phone 314-584-3317.

1. PERSONNEL
Manager—Clyde G. Lear.
Farm Director—Derry Brownfield.
Assistant Farm Director—Don Osborn.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
See individual station listings.
Sold in combination with Delta/Net. See that listing under Regional Radio Networks and Groups.

TIME RATES
Eff———Rec'd 1/6/75.

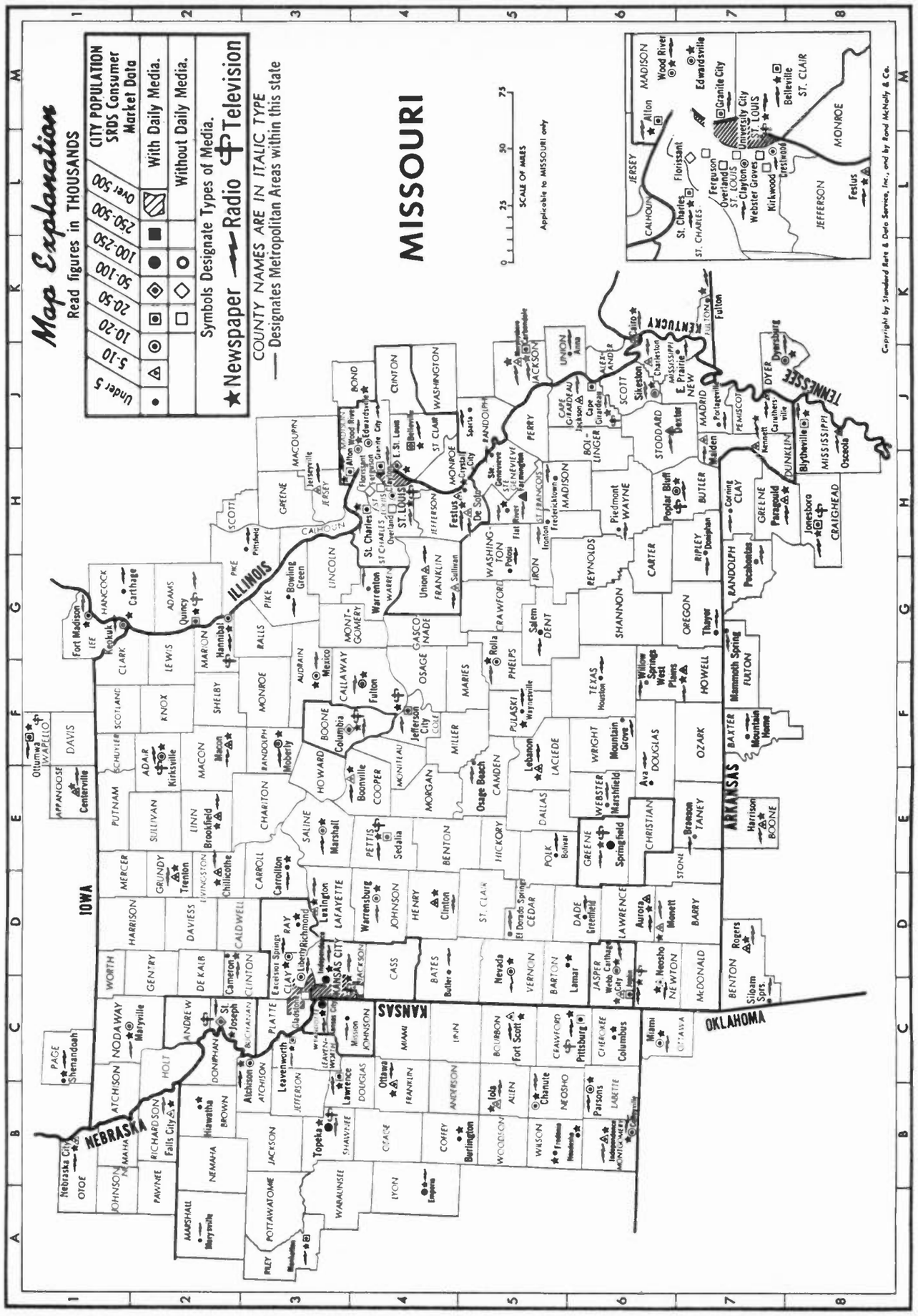
6. SPOT ANNOUNCEMENTS

PER YR, ROS:	150x	300x	450x
1 min	92	88	85
30 sec	75	70	68

7. PACKAGE PLANS

PER WK, ROS:	3 ti	6 ti	12 ti
1 min	105	99	93
30 sec	83	79	76

(This listing continued on page 536)



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Bridgeton—St. Louis
Cape Girardeau—Cape Girardeau
Columbia—Boone
Ferguson—St. Louis
Florissant—St. Louis
Gladstone—Clay
Grandview—Jackson
Independence—Jackson
Jefferson City—Cole
Joplin—Jasper
Kansas City—Jackson
Kirkwood—St. Louis
Overland—St. Louis
Raytown—Jackson
St. Charles—St. Charles
St. Joseph—Buchanan
St. Louis—St. Louis
Sedalia—Pettis
Springfield—Greene
University City—St. Louis
Webster Groves—St. Louis

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MISSOURI STATE TOTALS	4,771.7	1,687.85	20,573,316	12,189	7.9	14.2	11.1	25.6	32.4	13,496,631	7,996	2,518,437	423,383	2,333,259	549,552	542,378	2,216,699	1,124,050	2,087.61	379.2	3,286,363
ADAIR F-2†	23.5	8.48	87,686	10,340	13.1	18.8	12.9	20.9	23.5	65,623	7,739	13,607	2,068	7,791	2,539	3,544	8,413	5,284	8.12	3.5	21,907
ANDREW C-2	12.2	4.40	49,777	11,313	9.1	15.2	11.4	25.6	29.3	22,321	5,073	3,491	151	607	32	.....	5,235	1,764	4.52	3.5	40,284
ATCHISON B-1	8.9	3.29	40,054	12,174	7.7	16.4	11.9	22.4	31.4	34,416	10,461	4,314	555	807	362	671	3,381	3,663	3.82	2.3	59,684
AUDRAIN F-3	24.8	9.11	106,232	11,661	7.0	14.9	12.1	26.6	30.8	89,661	9,842	16,394	2,865	9,152	3,097	4,589	15,463	6,835	10.99	5.4	59,365
BARRY D-7	19.9	7.72	72,335	9,370	12.5	20.9	12.4	20.4	20.2	59,694	7,732	12,426	1,416	5,133	1,604	1,422	8,342	5,420	9.80	5.8	33,833
BARTON C-5	10.1	4.09	39,632	9,690	11.8	19.9	12.7	22.2	22.2	28,274	6,913	4,510	556	1,521	710	375	4,001	1,224	4.70	3.4	30,800
BATES D-4	15.1	6.04	65,069	10,773	10.5	15.6	10.3	20.5	29.2	45,043	7,457	6,805	1,005	1,357	1,936	1,051	5,981	4,699	6.82	4.9	50,051
BENTON E-4	10.1	4.18	35,928	8,595	14.7	21.7	12.2	18.4	18.1	28,112	6,725	3,486	190	1,067	137	510	3,780	3,015	4.85	2.9	20,829
BOLLINGER J-6	8.8	3.14	25,945	8,263	14.5	18.9	10.8	17.3	16.8	14,334	4,565	2,100	140	1,212	190	970	4,213	1,079	3.20	2.7	15,389
BOONE F-3	86.2	27.93	359,070	12,856	7.1	14.7	10.7	25.1	35.6	211,462	7,571	36,542	6,082	29,003	11,845	11,829	29,262	18,857	33.72	3.2	25,077
Columbia	65.4	20.62	265,945	12,897	.....	.....	.....	.....	.....	197,090	9,558	29,468	5,930	28,840	11,807	11,829	28,133	14,512	.....	.....	.....
Columbia Metro Area	86.2	27.93	359,070	12,856	7.1	14.7	10.7	25.1	35.6	211,462	7,571	36,542	6,082	29,003	11,845	11,829	29,262	18,857	33.72	.....	.....
BUCHANAN C-3	88.7	32.95	339,647	10,308	8.8	17.5	13.5	27.2	25.3	285,122	8,653	53,431	10,975	65,050	22,330	13,329	43,473	17,740	39.13	3.0	32,590
St. Joseph	77.7	29.13	287,169	9,858	.....	.....	.....	.....	.....	278,453	9,559	52,708	10,771	64,662	22,500	13,329	43,473	13,601	.....	.....	.....
St. Joseph Metro Area	100.9	37.35	389,424	10,426	8.8	17.5	13.1	27.0	25.7	307,443	8,231	56,922	11,126	65,657	22,362	13,329	48,708	19,504	43.65	.....	.....
BUTLER H-7	36.8	13.82	112,025	8,106	15.0	18.5	11.0	17.1	16.3	100,412	7,266	17,214	2,488	16,440	4,362	2,869	19,376	9,515	13.48	5.4	21,181
CALDWELL D-2	7.9	3.18	31,092	9,777	10.9	17.4	11.2	21.4	25.0	18,871	5,934	4,111	177	1,401	.....	67	1,167	3,693	4.20	3.1	28,097
CALLAWAY F-3	26.5	8.31	93,710	11,277	6.7	17.1	13.8	26.5	26.7	61,387	7,387	12,254	1,363	2,962	1,563	1,362	8,181	10,663	10.42	3.7	36,372
CAMDEN E-5	14.8	5.84	50,704	8,682	16.7	20.8	9.7	16.0	19.5	39,092	6,694	6,630	358	2,008	435	1,225	8,818	3,675	6.56	1.7	7,441
CAPE GIRARDEAU J-6	51.7	17.65	200,545	11,362	8.8	16.4	12.1	25.3	28.6	164,465	9,318	24,686	6,069	32,364	7,442	8,307	25,299	12,384	21.96	6.1	33,942
Cape Girardeau	33.5	11.27	122,879	10,903	.....	.....	.....	.....	.....	131,663	11,683	18,455	5,378	29,213	7,156	7,332	22,271	9,310	.....	.....	.....
CARROLL E-3	12.2	4.84	49,091	10,143	11.0	19.4	11.8	21.9	28.2	39,877	8,239	7,368	652	2,246	823	936	5,091	3,792	5.56	3.5	46,009
CARTER G-6	3.9	1.45	13,702	9,450	14.2	20.6	10.9	15.6	16.4	6,491	4,477	1,651	262	1,227	.....	133	918	1,414	1.71	.2	1,672
CASS D-4†	46.5	15.50	176,691	11,399	6.7	15.0	14.0	28.9	27.7	92,145	5,945	18,218	3,551	4,469	1,704	2,220	15,090	12,374	18.53	7.1	51,541
CEDAR D-5	9.1	3.73	29,946	8,028	13.1	18.9	11.3	20.6	18.6	24,649	6,608	5,835	689	711	961	648	5,920	2,232	4.34	2.9	14,630
CHARITON E-3	10.6	4.17	42,092	10,094	11.1	17.1	10.7	20.8	26.8	37,054	8,886	4,315	661	1,632	263	740	4,348	2,704	4.23	4.3	48,102
CHRISTIAN E-6	18.3	6.65	61,753	9,286	8.9	22.3	14.0	21.1	17.9	18,549	2,789	2,739	249	1,701	452	91	2,232	3,487	7.77	4.4	28,605
CLARK F-1	7.8	2.87	29,766	10,371	9.7	17.8	12.1	22.3	25.4	20,905	7,284	3,060	181	726	82	123	1,193	5,389	3.03	2.8	20,711
CLAY C-3	136.1	45.74	636,510	13,916	4.0	8.2	11.3	33.7	39.6	453,032	9,905	73,122	13,734	49,344	10,278	13,742	77,241	31,096	54.23	2.2	33,826
Gladstone	26.4	8.53	132,702	15,557	.....	.....	.....	.....	.....	46,075	5,402	19,427	1,484	1,225	158	137	8,076	3,687	.....	.....	.....
CLINTON D-3	12.5	4.67	51,100	10,942	7.4	14.5	11.4	25.4	32.0	33,681	7,212	6,797	425	1,200	921	472	5,972	3,153	6.86	3.1	49,224
COLE F-4	48.2	15.85	212,913	13,433	5.4	13.2	10.8	26.9	37.7	149,062	9,405	24,646	3,792	20,686	10,109	7,057	31,963	9,585	22.63	4.6	15,849
Jefferson City	34.8	11.82	156,312	13,224	.....	.....	.....	.....	.....	134,921	11,415	23,816	3,797	18,220	9,871	7,050	27,767	6,437	.....	.....	.....
COOPER E-4	14.4	5.07	65,475	12,914	7.8	14.3	10.3	22.9	35.5	44,481	8,773	6,913	1,314	3,083	878	1,506	6,293	6,201	5.98	3.7	41,528
CRAWFORD G-5	15.5	5.62	53,004	9,431	11.2	18.9	12.5	21.7	21.2	26,921	4,790	5,149	831	1,294	731	146	5,685	3,979	6.00	2.0	9,482
DADE D-6	6.4	2.59	23,259	8,980	13.9	19.1	11.1	19.0	20.1	11,794	4,554	1,548	149	1,000	348	146	1,514	1,060	3.01	2.8	23,943
DALLAS E-5	10.1	3.86	30,030	7,780	15.7	20.4	10.8	15.3	16.2	21,121	5,472	2,793	481	1,259	518	1,215	2,440	1,865	3.72	3.5	21,576
DAVIESS D-2	7.7	3.11	30,663	9,859	11.3	18.4	11.5	20.4	24.5	23,614	7,593	3,234	307	1,051	246	734	4,659	2,084	3.45	3.3	35,352
DE KALB C-2	7.3	2.75	30,460	11,076	12.2	18.2	10.7	21.1	29.3	14,246	5,180	1,977	358	639	223	317	591	774	3.19	3.1	46,354
DENT G-5	11.5	4.40	39,786	9,042	13.9	17.9	12.1	20.3	19.1	28,472	6,471	7,461	255	1,393	1,421	2,064	2,642	2,756	5.26	1.8	7,923
DOUGLAS F-6	11.3	4.18	30,355	7,262	17.1	23.1	10.6	11.8	11.7	17,469	4,179	2,685	636	1,452	1,459	242	2,600	1,161	2.99	4.3	18,746
DUNKLIN H-7	36.8	13.69	101,081	7,384	16.6	20.2	10.7	14.8	12.7	99,345	7,257	17,518	1,971	4,527	5,810	3,812	20,236	11,224	13.38	2.9	37,690
FRANKLIN G-4	61.6	20.64	231,249	11,204	7.9	14.8	12.5	28.0	28.7	155,630	7,540	30,414	3,135	8,022	4,991	4,857	29,160	18,033	28.64	7.3	34,022
GASCONADE G-4	11.7	4.53	43,392	9,579	10.4	18.8	13.0	24.1	22.9	34,084	7,524	5,465	453	3,286	1,023	1,478	6,117	2,762	6.04	2.5	12,566
GENTRY C-2	7.6	3.12	29,562	9,475	13.6	17.7	10.7	21.4	24.9	27,499	8,814	3,831	426	1,068	707	203	4,490	2,370	3.84	2.2	33,721
GREENE E-6	164.9	59.96	636,242	10,611	9.4	18.0	13.8	25.7	24.9	494,656	8,250	80,783	18,597	93,848	23,763	23,547	92,561	38,947	76.30	5.8	38,318
Springfield	139.5	51.69	513,193	9,928	.....	.....	.....	.....	.....	492,040	9,519	77,289	17,455	93,848	23,763	23,547	92,561	30,979	.....	.....	.....
Springfield Metro Area	183.2	66.61	697,995	10,479	9.3	18.7	13.8	25.1	24.1	513,205	7,705	83,522	18,846	95,549	24,215	23,638	94,793	42,434	84.07	.....	.....
GRUNDY D-2	11.6	4.74	48,416	10,214	9.9	19.8	12.0	20.3	24.9	45,602	9,621	6,967	1,219	4,817	996	1,653	6,850	3,244	5.56	2.6	27,832
HARRISON D-2	9.8	4.01	37,481	9,347	14.0	21.2	12.2	19.0	19.8	31,269	7,798	4,350	371	2,144	460	526	3,378	3,657	4.58	3.9	38,898
HENRY D-4	20.6	8.30	77,399	9,325	12.6	20.5	11.9	21.5	21.6	65,097	7,843	12,773	1,683	6,054	2,129	2,989	9,546	3,944	9.07	4.3	44,849
HICKORY E-5	4.5	1.91	16,275	8,521	13.1	20.8	12.0	16.4	16.7	5,640	2,953	1,057	84	884	.....	185	296	1,154	2.13	1.8	11,882
HOLT C-2	6.2	2.55	30,584	11,994	9.3	15.8	11.1	22.7	30.9	20,090	7,878	2,709	355	660	79	405	4,051	2,045	2.93	2.1	42,646
HOWARD E-3	10.1	3.55	37,224	10,486	10.9	17.3	12.2	23.8	25.2	22,180	6,248	4,725	797	1,080	668	122	2,536	2,366	4.17	2.5	29,486
HOWELL F-7	24.2	9.14	81,242	8,889	15.3	19.4	11.2	18.1	18.6	62,610	6,850	12,456	2,029	3,292	2,678	2,420	12,453	6,647	10.13	5.3	22,783
IRON H-5	10.2	3.59	28,770	8,014	13.4	23.9	13.2	18.5	14.3	18,879	5,259	5,285	690	1,076	293	1,173	1,993	1,947	4.13	.7	5,986
JACKSON C-3†	652.4	243.24	3,092,299	12,713	6.1	12.0	11.0	28.5	36.7	2,184,012	8,979	395,878	93,775	469,168	133,321	88,070	361,323	155,571	305.64	3.7	28,010
Grandview	21.9	7.08	85,947	12,139	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Independence	122.6	43.04	528,084	12,270	.....	.....	.....	.....	.....	282,554	6,565	72,155	12,048	31,214	6,154	8,493	57,639	25,526	.....	.....	.....
Kansas City[2]	526.6	198.53	2,428,370	12,232	.....	.....	.....	.....	.....	1,888,328	9,512	312,860	73,834	435,556	129,214	76,431	270,700	117,237	.....	.....	.....
Kansas City Metro Area	1,313.2	461.74	6,566,691	14,222	5.0	10.5	9.8	26.8	44.3	4,021,653	8,710	788,691	165,707	713,716	189,114	163,580	743,006	335,202	654.08	.....	.....
Raytown	40.0	13.34	199,747	14,974	.....	.....	.....	.....	.....	90,894	6,814	15,357	6,116	12,790	1,875	3,206	24,651	8,479	.....	.....	.....
JASPER O-6	83.8	32.51	302,892	9,317	10.6	20.3	13.3	23.3	21.2	268,430	8,257	45,765	17,316	38,497	6,660	12,571	49,727	23,760	40.04	4.9	38,735
Joplin[3]	40.0	16.13	153,913	9,542	.....	.....	.....	.....	.....	183,215	11,359	30,088	15,008	31,992	5,163	8,735	38,591	13,479	.....	.....	.....
Joplin Metro Area	83.8	32.51	302,892	9,317	10.6	20.3	13.3	23.3	21.2	268,430	8,257	45,765	17,316	38,497	6,660	12,571	49,727	23,760	40.04	.....	.....
JEFFERSON H-4	119.3	36.72	436,438	11,886	4.8	11.2	14.5	34.0	29.5	166,580	4,536	47,294	5,434	10,929	4,903	4,565	23,841	21,685	47.71	2.1	10,987
JOHNSON D-4†	36.0	11.27	130,212	11,554	10.8	17.0	12.2	23.0	24.8	61,994	5,501	10,064	2,149	3,193	1,925	1,238	11,777	6,575	12.75	5.8	44,036
KNOX F-2	5.2	2.04	21,671	10,623	10.4	18.3	11.9	21.0	26.2	15,343	7,521	2,151	425	953	104	357	3,127	1,377	2.41	2.2	28,146
LACLEDE F-5	19.8	7.31	72,590	9,930	10.2	18.0	12.1	21.4	24.0	68,338	9,349	8,718	1,149	3,652	1,793	979	14,710	7,971	8.99	4.6	21,072
LAFAYETTE D-3	26.9	9.76	116,477	11,934	7.8	14.5	11.6	26.5	33.7	84,729	8,681	14,080	3,191	5,325	1,988	2,396	10,699	8,172	12.58	5.3	69,868
LAWRENCE O-6	27.4	10.45	99,320	9,504	11.9	17.8	12.7	23.2	21.6	50,551	4,837	9,751	1,505	2,339	1,484	1,489	8,665	5,874	10.57	6.5	43,026
LEWIS F-2	11.0	3.81	44,613	11,709	8.0	17.0	12.3	24.4	28.4	25,901	6,798	3,792	232	1,368	45	399	5,953	2,698	5.00	3.5	30,749
LINCOLN G-3	19.1	6.65	72,580	10,914	8.0	13.9	11.1	26.0	29.5	48,613	7,310	9,630	830	1,568	751	323	9,074	3,391	8.26	4.8	55,442
LINN E-2	14.3	5.92	57,597	9,729	12.5	17.7	11.6	21.7	24.4	46,513	7,857	8,064	2,009	4,548	1,211	1,515	8,517	4,060	7.52	3.5	37,060
LIVINGSTON D-2	15.0	5.76	67,088	11,647	10.1	15.8	10.8	23.5	30.5	53,783	9,337	8,368	1,498	7,528	2,195	1,456	8,718	2,283	6.92	3.4	30,442
McDONALD C-7	14.9	5.61	46,626	8,311	15.3	23.2	12.6	16.2	14.4	30,742	5,480	4,756	399	5,750	173	82	4,550	2,532	4.78	4.5	41,527
MACON F-2	15.1	6.12	64,963	10,615	10.4	16.7	10.8	20.9	29.2	36,127	5,903	5,292	992	1,845	1,778	920	5,296	3,629	6.81	4.4	32,311
MADISON H-5	8.3	3.18	27,578	8,672	13.1	21.1	12.5	19.6	17.1	18,171	5,714	3,792	60	1,386	559	1,026	2,453	2,671	4.29	.7	7,937
MARIES F-5	6.4	2.32	25,522	11,001	9.4	16.4	11.2	21.2	26.3	10,128	4,366	2,227	108	801	299	219	1,057	1,948	2.22	2.4	9.971
MARION G-2	27.3	10.48	108,165	10,321	9.5	18.0	12.8	24.7	26.7	81,380	7,765	20,344	2,804	3,640	3,790	3,901	13,904	8,833	12.01	3.3	28,776
MERCER D-1	4.9	2.01	20,426	10,162	12.7	17.4	10.1	18.7	25.8	12,082	6,011	2,282	140	1,168	188	111	389	948	1.68	2.3	21,594
MILLER F-4	15.3	5.68	57,529	10,128	10.5	19.0	13.1	22.7	23.3	51,985	9,152	6,628	854	2,081	1,855	1,192	10,541	6,211	7.13	3.9	28,362

(2) Includes portion in Clay and Platte Counties.
(3) Includes portion in Newton County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
MISSISSIPPI J-6	15.3	5.18	41,014	7,918	16.7	20.0	10.4	15.6	15.4	42,659	8,235	8,061	894	3,668	2,395	1,366	7,725	4,167	6.11	1.4	27,013
MONITEAU F-4	11.0	4.10	39,313	9,589	11.8	19.9	12.2	22.7	23.5	30,418	7,419	4,433	495	916	648	317	7,947	2,249	4.63	3.0	24,923
MONROE F-3	9.2	3.52	36,199	10,284	9.8	18.9	12.0	21.9	26.8	25,282	7,182	3,886	59	872	587	1,152	4,579	1,897	4.09	4.0	39,965
MONTGOMERY G-3	11.0	4.18	47,043	11,254	8.3	14.5	10.3	22.1	31.2	33,148	7,930	5,172	56	1,826	568	1,318	4,124	5,698	4.97	3.6	32,299
MORGAN E-4	12.6	4.93	39,458	8,004	14.0	21.2	12.4	18.7	14.9	31,281	6,345	5,417	73	2,602	530	881	5,868	2,589	5.09	2.9	32,567
NEW MADRID J-7	25.1	8.57	68,728	8,020	18.7	19.3	9.5	13.8	13.3	52,812	6,162	11,603	1,004	3,127	1,708	1,939	5,051	6,884	7.86	2.4	37,986
NEWTON D-6	36.1	13.25	124,892	9,426	11.3	19.7	12.7	21.8	21.0	89,225	6,734	15,260	1,240	3,595	1,558	2,377	18,789	7,232	14.76	5.1	35,259
NODAWAY C-1	22.3	7.51	91,450	12,177	10.1	17.2	11.7	21.9	28.4	63,003	8,389	8,498	1,152	7,611	1,681	1,982	9,250	6,441	8.54	6.2	84,014
OREGON G-7	8.7	3.33	22,340	6,709	17.6	19.0	9.2	12.9	12.7	20,761	6,235	4,871	211	1,687	820	527	2,982	1,640	3.22	1.7	14,228
OSAGE F-4	11.0	3.59	44,668	12,442	7.0	13.1	10.3	25.1	35.5	18,771	5,229	3,219	36	644	148	753	2,819	1,559	4.12	4.3	31,746
OZARK F-7	6.2	2.39	19,094	7,989	16.1	19.9	10.6	16.0	14.4	9,668	4,045	1,086	384	1,615	86	589	3,388	567	2.39	2.6	10,899
PEMISCOT J-7	26.8	9.38	74,617	7,955	16.8	19.3	9.8	14.2	12.5	55,213	5,886	12,715	1,470	2,362	1,588	1,373	9,747	4,267	8.40	1.3	32,656
PERRY J-5	14.2	4.81	48,087	9,997	10.1	19.2	12.9	22.5	23.6	40,003	8,317	4,392	695	7,783	452	1,410	4,006	4,355	6.48	4.1	32,033
PETTIS E-4	36.2	13.71	137,916	10,060	10.9	19.8	13.1	23.5	23.0	136,473	9,954	26,061	4,074	15,453	3,717	4,291	28,456	8,184	15.28	5.3	48,147
Sedalia	25.0	9.74	84,174	8,642	.....	.....	.....	.....	.....	119,361	12,255	24,472	3,866	14,401	3,520	4,027	26,589	6,163	.....	.....	.....
PHELPS F-5	34.6	11.47	122,308	10,663	10.3	20.7	12.7	20.4	23.2	89,757	7,825	13,887	2,159	7,160	3,388	4,879	16,465	7,373	12.63	2.4	14,008
PIKE G-3	17.2	6.37	70,012	10,991	10.5	16.1	10.7	22.1	30.4	49,633	7,792	8,343	1,313	2,185	1,710	1,749	6,507	6,164	7.19	3.9	43,041
PLATTE C-3	34.9	11.41	184,708	16,188	3.7	7.3	10.5	29.2	44.4	52,705	4,619	21,096	409	1,478	123	435	3,369	8,120	14.96	3.1	29,592
POLK E-5	15.7	5.84	55,846	9,563	12.4	18.1	11.3	19.3	20.7	38,959	6,671	4,479	768	2,650	832	778	9,022	4,010	7.13	5.1	31,994
PULASKI F-5†	40.6	8.03	161,666	20,133	9.5	23.0	15.4	23.9	21.0	51,228	6,380	7,833	896	880	1,633	3,738	13,119	9,221	12.51	.8	6,315
PUTNAM E-1	5.3	2.17	21,605	9,956	13.0	17.6	10.4	19.4	21.8	13,497	6,220	2,345	172	1,569	204	181	2,138	997	2.41	2.6	23,436
RALLS G-3	7.3	2.67	30,957	11,594	7.9	15.4	11.1	24.2	30.6	18,584	6,960	2,502	759	5,346	341	774	1,219	1,842	2.46	2.2	24,553
RANDOLPH F-3	22.3	8.40	83,980	9,998	10.7	17.6	11.7	22.5	26.3	69,837	8,314	13,141	1,168	7,497	2,792	2,986	9,054	5,132	10.08	2.6	21,025
RAY D-3	17.9	6.47	75,778	11,712	7.4	13.3	11.2	26.9	32.9	40,834	6,311	6,573	1,062	1,902	1,051	775	6,077	3,722	7.37	3.9	39,511
REYNOLDS G-6	6.6	2.39	16,938	7,087	12.9	18.4	11.6	17.7	14.0	8,789	3,677	1,909	66	1,174	32	138	1,647	1,090	2.33	1.2	2,761
RIPLEY H-7	10.2	3.81	24,388	6,401	17.8	19.1	9.3	12.9	10.6	15,652	4,108	3,403	423	1,471	430	1,725	2,098	940	3.54	1.6	6,883
ST. CHARLES H-4	107.5	32.61	433,164	13,283	3.7	7.7	11.6	35.5	37.3	228,580	7,010	47,024	5,426	14,496	7,277	9,783	49,814	22,679	50.34	4.3	36,570
St. Charles	40.3	13.13	158,204	12,049	.....	.....	.....	.....	.....	150,811	11,486	29,824	4,923	6,568	6,399	6,070	39,377	11,302	.....	.....	.....
ST. CLAIR D-5	7.2	3.03	27,630	9,119	14.2	17.0	9.7	16.3	21.3	15,218	5,022	2,154	250	958	82	668	1,814	2,052	3.10	2.3	22,312
ST. FRANCOIS H-5	39.5	14.00	127,725	9,123	10.8	17.4	13.2	24.6	20.5	95,764	6,840	24,143	2,344	6,875	4,600	2,890	21,173	8,737	17.37	1.3	13,146
ST. LOUIS[5] H-4†	1,562.7	538.57	7,793,487	14,471	5.4	10.1	9.7	27.2	42.0	4,731,083	8,785	933,616	150,437	1,209,503	194,975	220,247	737,302	350,632	697.83	1.2	15,403
Bridgeton	22.9	7.47	116,432	15,587	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ferguson	31.1	10.32	163,464	15,840	.....	.....	.....	.....	.....	130,707	12,665	33,429	4,687	1,867	872	1,258	29,226	6,166	.....	.....	.....
Florissant	75.9	21.21	328,457	15,486	.....	.....	.....	.....	.....	161,664	7,622	49,431	9,067	10,963	4,059	2,974	40,130	11,531	.....	.....	.....
Kirkwood	33.7	11.24	204,673	18,209	.....	.....	.....	.....	.....	89,821	7,991	17,958	5,420	619	2,316	1,774	30,932	8,320	.....	.....	.....
Overland	25.6	8.68	122,943	14,164	.....	.....	.....	.....	.....	89,986	10,367	15,839	2,591	14,036	4,126	3,892	16,405	9,581	.....	.....	.....
St. Louis	559.5	211.56	2,256,369	10,665	.....	.....	.....	.....	.....	1,912,169	9,038	366,979	64,150	485,555	101,680	115,318	315,035	139,350	.....	.....	.....
St. Louis Metro Area	2,446.4	824.81	11,571,334	14,029	5.4	10.5	10.3	28.2	39.7	6,517,824	7,902	1,337,582	201,962	1,415,891	255,454	293,184	1,058,556	503,643	1,094.09	.....	.....
University City	47.5	18.35	290,425	15,827	.....	.....	.....	.....	.....	75,040	4,089	24,188	4,393	1,257	1,945	5,127	2,976	9,418	.....	.....	.....
Webster Groves	26.2	8.68	158,085	18,213	.....	.....	.....	.....	.....	56,198	6,474	24,828	4,228	3,099	725	3,240	3,666	6,572	.....	.....	.....
STE. GENEVIEVE H-5	12.9	4.02	45,699	11,368	7.3	13.3	12.5	28.4	29.1	23,039	5,731	5,764	450	1,999	240	842	4,968	2,007	5.21	2.8	19,993
SALINE E-3	24.3	8.84	103,331	11,689	9.1	15.3	11.6	24.3	29.8	62,453	7,065	14,844	1,915	4,427	2,018	1,576	9,374	6,403	10.66	5.3	63,856
SCHUYLER F-1	4.2	1.71	16,215	9,482	12.6	18.9	11.3	21.1	22.6	12,836	7,506	2,002	207	511	37	178	4,759	1,579	2.53	2.2	13,834
SCOTLAND F-1	5.0	1.97	20,132	10,219	11.8	17.3	10.5	18.5	26.1	17,057	8,658	2,578	492	1,587	110	945	2,584	3,255	2.43	2.7	21,925
SCOTT J-6	33.2	11.54	116,726	10,115	11.7	18.3	12.6	22.8	23.9	94,430	8,183	17,205	2,026	5,650	4,061	3,900	20,093	6,689	15.21	2.4	29,231
SHANNON G-6	7.2	2.59	21,381	8,255	17.6	22.4	11.4	16.4	14.4	9,240	3,568	2,131	84	1,599	140	80	1,499	1,049	2.04	1.8	5,662
SHELBY F-2	7.3	2.90	31,907	11,002	10.4	18.1	11.8	20.8	26.8	20,664	7,126	3,902	463	1,145	300	353	2,375	1,806	3.90	2.7	35,560
STODDARD J-6	26.8	9.88	83,704	8,472	13.5	18.7	11.7	19.6	17.0	62,593	6,335	10,784	755	4,579	1,129	2,498	12,902	5,171	10.90	5.1	48,546
STONE E-7	10.6	4.18	44,053	10,539	14.1	18.6	10.8	17.4	23.1	15,260	3,651	2,608	167	2,462	131	145	1,977	1,508	4.79	2.7	15,276
SULLIVAN E-2	7.1	2.94	32,304	10,988	10.6	17.8	11.1	17.5	28.0	11,031	3,752	2,269	342	1,358	240	671	1,200	1,625	3.13	3.0	37,748
TANEY E-7	13.7	5.41	46,690	8,630	14.2	23.4	12.9	18.0	16.8	35,465	6,555	6,313	878	2,465	998	1,164	4,700	4,133	7.22	1.5	7,266
TEXAS F-6	21.2	7.78	82,152	10,559	14.9	20.3	12.0	17.7	16.1	40,053	5,148	6,273	1,054	2,305	858	331	10,586	4,907	7.11	5.4	23,943
VERNON D-5	18.7	6.69	64,430	9,631	11.5	17.8	12.1	22.0	22.5	47,726	7,134	7,866	1,035	5,636	2,177	2,746	8,214	3,960	7.62	4.4	35,231
WARREN G-4	10.1	3.47	39,903	11,499	7.9	13.1	11.7	26.7	33.0	24,219	6,980	4,621	340	534	349	335	1,515	4,025	5.02	1.9	16,973
WASHINGTON H-5	15.4	5.04	41,174	8,169	10.2	21.6	14.5	20.4	14.4	24,783	4,917	7,525	470	2,839	239	405	3,771	2,974	5.61	1.6	6,235
WAYNE H-6	8.9	3.42	24,119	7,052	16.4	18.4	9.6	16.8	13.9	14,464	4,229	3,699	70	1,761	312	840	1,737	1,570	3.92	.9	6,197
WEBSTER E-6	16.1	5.82	56,585	9,723	11.2	18.5	12.0	20.9	22.0	32,316	5,553	4,059	584	1,465	511	1,251	5,522	3,518	8.53	5.3	26,983
WORTH C-1	2.9	1.15	16,069	13,973	11.2	16.8	9.9	17.7	33.9	7,989	6,947	1,448	152	322	138	467	1,037	631	1.45	1.5	14,275
WRIGHT F-6	13.3	5.06	42,181	8,336	14.2	19.8	11.2	17.4	16.7	42,341	8,368	6,703	739	2,225	988	799	3,572	3,655	6.15	3.7	22,719

(5) St. Louis County data includes Independent City of St. Louis data.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State Networks—Brownfield Network—Cont'd

Annual Plans: Rates guaranteed 12 mos from date of purchase. May be released at any time. Spots used recomputed to lowest applicable rate in force at time they ran.
ROS scheduled as evenly as possible prime farm time/6 am-1 pm. All spots scheduled within or adjacent to Derry Brownfield programs.
Selected time, extra 20%.

BROWNFIELD NETWORK—DELTA/NET COMBINATION DISCOUNT

5,000	2%	20,000	5%
10,000	3%	30,000	6%
15,000	4%	40,000+	7%

Total expenditure on both networks in 1 yr. Volume discounts are not cumulative beyond 12 mos & are applied only as credits against time bought within 12 mo period in which they are earned.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 226 0025 4.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

MISSOURI STATE GROUP
Comprised of:

KSWM—Aurora
KBLR—Bolivar
KBHM—Branson
KGHM—Brookfield
KAOL—Carrollton
KCRV—Caruthersville
KCHR—Charleston
KHAD—De Soto
KDEX—Dexter
KDFN—Doniphan
KESM—El Dorado Springs
KREI—Farmington
KFTW—Fredericktown
KWOS—Jefferson City
KODE—Joplin
KIRX—Kirksville
KTCB—Malden
KEMM—Marshfield
KNIM, KNIM-FM—Maryville
KRMO—Monett
KLRS—Mountain Grove
KBTN—Neosho
KNEM—Nevada
KMIS—Portageville
KTTR—Rolla
KDRO—Sedalia
KALM—Thayer
KTTN—Trenton
KOKO—Warrensburg
KWRE—Warrenton
KWPM—West Plains
KWPM-FM—West Plains

	1 min	30 sec
All stations	130	104
Less than full state list may be purchased.	(D)	

Missourinet

(A division of Missouri Network, Inc.)
Comprised of:
Interconnected Stations

KSWM—Aurora
KSWM-FM—Aurora
KROA—Ara
KBLR, KLTB (FM), Bolivar
KBHM—Branson
KGHM—Brookfield
KGMO—Cape Girardeau
KGMO-FM—Cape Girardeau
KAOL, KAOL-FM—Carrollton
KDMO—Carthage
KRGK (FM)—Carthage
KTGR, KTGR-FM—Columbia
KHAD—De Soto
KDFN—Doniphan
KRFG—Greenfield
KBTC—Houston
KSCM (FM)—Houston
KPIA—Ironton
KBOA—Kennett
KTMO (FM)—Kennett
KBEK (FM)—Lexington
KLEX—Lexington
KEMM—Marshfield
KNIM, KNIM-FM—Maryville
KBTN—Neosho
KPWB—Piedmont
KYRO—Potosi
KTTR—Rolla
KZNN (FM)—Rolla
KUSN—St. Joseph
KSIS-FM—Sedalia
KMPL—Sikeston
KMPL-FM—Sikeston
KGBX—Springfield
KOKO—Warrensburg
KJPW—Waynesville
KYSD (FM)—Waynesville
KBEA—Kansas City (Mission, Kan.)

Media Code 4 226 0037 9.00
Business Office: Centertown, Mo. 65023. Phone 314-584-3317.

NETWORK'S PROGRAMMING DESCRIPTION
MISSOURINET: State news: 36 5-min feeds daily plus 3 10-min expanded newscasts & 3 closed circuit actuality feeds with an average of 25 actualities per day. Coverage is provided by 3 man bureau in Jefferson City, stringers in major Missouri cities & affiliate participation. Network also furnishes daily feautre programs & originates state football & basketball. Rec'd 3/4/75.

1. **PERSONNEL**
Manager—Clyde G. Lear.
Sales Manager—Jim Lipsey.
News Director—Bob Priddy.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12e, 15b.
Basic Rates: 20a, 21b, 22a, 24b, 29a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60b, 60i, 60k, 62d.
Cancellation: 70a, 70c, 71a.
Prod. Services: 81, 82.

TIME RATES
No. 1 Eff 8/1/74—Rec'd 3/4/75.

6. **SPOT ANNOUNCEMENTS**
Premium—6-9:30 am & 3:30-6:30 pm.
Regular—9:30 am-3:30 pm.
ROS—scheduled first in premium on rotating basis.

PER WK:	1 wk 3 ti	1 wk 6 ti	1 wk 12 ti	26+ 3 ti	26+ 6 ti	26+ 12 ti
PREMIUM						
1 min	100	95	90	95	90	86
30 sec	80	76	72	76	72	69
REGULAR						
1 min	85	80	75	80	76	72
30 sec	68	64	60	64	61	57
ROS						
1 min	90	86	82	85	80	75
30 sec	72	69	66	68	64	60

Edited by Clyde G. Lear.

Missouri Radio Network

Comprised of:
Non-Interconnected Stations

KCRV—Caruthersville
KCHR—Charleston
KCRI—Chillicothe
KDKD—Clinton
KDEX—Dexter
KHMO—Hannibal
KWOS—Jefferson City
KODE—Joplin
KMMO—Marshall
KWIX—Moberly
KLID—Poplar Bluff
KTTR—Rolla
KSIS—Sedalia
KMPL—Sikeston
KGBX—Springfield

Media Code 4 226 0050 2.00
Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887. 501 Fifth Ave., New York, N. Y. 10017. Phone 212-972-0982.

1. **PERSONNEL**
Manager—Robert J. Walton.
2. **REPRESENTATIVES**
Walton Broadcasting Sales Corporation.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES
Spots scheduled adjacent to Farm or news programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.
Eff ——— Rec'd 2/28/74.

6. **SPOT ANNOUNCEMENTS**

	1 ti	6 ti	12 ti
1 min	144	141	136

30 sec: 80% of 1-min.

KSFT (FM)—St. Joseph
KUSN—St. Joseph
KTTN—Trenton
KOKO—Warrensburg
KJPW—Waynesville

AURORA (1 AM; 1 FM)

Lawrence County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KSWM

1961
Subscriber to the NAB Radio Code
Media Code 4 226 0085 8.00
Galen O. Gilbert, dba Radio Station KSWM. 126 S. Jefferson, Aurora, Mo. 65605. Phone 417-678-4181.

1. **PERSONNEL**
General Manager—Joe L. McCullah.

(This listing continued on next page)

Aurora—KSWM—Continued

3. FACILITIES
500 w. days; 949 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
Partial simulcast operation. Simulcast 6-8 am.
For non-simulcast facilities see KSWM-FM.
4. AGENCY COMMISSION
15/2—when paid by 10th.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Missourinet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/70—Rec'd 4/6/70.
A—Daily 5:45-8:30 am, 12-1 pm & 4-4:35 pm.
B—Daily 5-6:45 am, 8:30-10 am, 11 am-noon, 1-2 pm & 4:35-5:30 pm.
C—Daily 10-11 am & 2-4 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 tl	13 tl	26 tl	52 tl	100 tl
A	4.70	3.30	2.80	2.40	2.15
B	4.15	2.95	2.50	2.15	1.95
C	3.75	2.55	2.25	1.95	1.75
30 SECONDS					
A	3.90	2.65	2.15	2.05	1.80
B	3.45	2.35	2.10	1.80	1.60
C	3.15	2.15	1.90	1.65	1.45

DISCOUNT
12 mo contract: 10%.

7. PACKAGE PLANS

1 MINUTE/BOS	1 mo 100 tl	1 mo 75 tl	1 mo 50 tl	1 wk 25 tl	1 wk 20 tl	1-2 da 15 tl	1-2 da 10 tl
Ea.	185.00	142.00	102.50	55.00	48.00	30.50	24.95
30 SECOND/BOS							
	1 mo 100 tl	1 mo 75 tl	1 mo 50 tl	1 wk 30 tl	1-3 da 20 tl	1-2 da 20 tl	1 da 10 tl
Ea.	150.00	119.50	85.00	53.95	40.50	30.00	17.95

KSWM-FM
1968

Media Code 4 226 0100 5.00
KSWM, Inc., Box 410, 126 S. Jefferson, Aurora, Mo. 65605. Phone 417-678-4131.
See affiliated AM station for additional information.
3. FACILITIES
ERP 2,700 w. (horiz. & vert.); 100.1 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see KSWM.
5. GENERAL ADVERTISING See coded regulations
Member: Brownfield Network, Missourinet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 11/1/67—Rec'd 2/7/68.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	(*)		1 min	(*)
1 tl	3.75	3.15	30 tl	2.15	1.80
4 tl	3.00	2.65	50 tl	1.95	1.65
8 tl	2.80	2.25	75 tl	1.85	1.55
12 tl	2.65	2.15	100 tl	1.75	1.45
18 tl	2.50	2.10	150 tl	1.60	1.35
20 tl	2.35	2.00	200 tl	1.50	1.25
24 tl	2.25	1.90			

(*) 30 sec or less.
10% discount on total billing when like amount of spots purchased for AM and FM.

7. PACKAGE PLANS

1 min, 20 tl (1 day)	42.50
1 min, 10 tl (1, 2 days)	22.75
1 min, 15 tl (1, 2, 3 days)	33.75
1 min, 20 tl (1 wk)	43.75
1 min, 25 tl (1 wk)	52.50
1 min, 30 tl (1 wk)	60.00
30 sec, 20 tl (1, 2, 3 days)	27.00
30 sec, 30 tl (1 wk)	46.50
10 words, 10 tl (1 day)	15.00
10 words, 20 tl (1, 2 days)	25.00
10 words, 30 tl (1 wk)	38.00

AVA
Douglas County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KSOA
1966

Subscriber to the NAB Radio Code
Media Code 4 226 0135 1.00
Gulliford Broadcasting Co., Box 386, Ava, Mo. 65608. Phone 417-683-4191.
1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Gulliford.
3. FACILITIES
500 w.; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Member: Brownfield Network, Missourinet.

TIME RATES
No. 2 Eff 7/1/72—Rec'd 4/3/72.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	1000+
1 min	2.25	2.10	1.95	1.80	1.50
30 sec	1.75	1.60	1.45	1.30	1.00

7. PACKAGE PLANS

SATURATION:	—Per day— 5 tl	10 tl	—Per mo— 90 tl	150 tl
1 min	2.00	1.90	1.75	1.50
30 sec	1.50	1.40	1.25	1.00

BOLIVAR (1 AM; 1 FM)
Polk County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KBLR KLTB (FM)
1961 1967

Media Code 4 226 0170 8.00
K.B.L.R., Inc., Box 360, Bolivar, Mo. 65613. Phones 417-326-5257, 5258.
STATION'S PROGRAMMING DESCRIPTION
KBLR: Country & western music. UPI audio.
1. PERSONNEL
General Manager—James C. Young.
3. FACILITIES
250 w. days; 1130 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.
FM-ERP 3,000 w.; 106.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 227 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Brownfield Network, Magic Circle Network, Missourinet.

TIME RATES
Eff ————Rec'd 3/27/73.

6. SPOT ANNOUNCEMENTS

	1x	104x	156x	260x	312x	365x
1 min	4.75	4.50	4.00	3.50	3.00	2.75
30 sec	4.00	3.50	3.00	2.75	2.50	2.25
10 sec	3.25	2.75	2.25	2.00	1.75	1.50

BOONVILLE (1 AM; 1 FM)
Cooper County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KWRT KWRT-FM
1953 1974

Subscriber to the NAB Radio Code
Media Code 4 226 0255 7.00
Big Country of Missouri, Box 127, Radio Hill Rd., Boonville, Mo. 65233. Phone 816-882-6686.
STATION'S PROGRAMMING DESCRIPTION
KWRT: MUSIC: country.
1. PERSONNEL
Owner & Farm Dir.—Richard L. Billings.
3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 5:45 am-local sunset daily. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Brownfield Network.

TIME RATES
No. 1 Eff 12/1/74—Rec'd 1/27/75.
AA—6-8:30 am, 10-11:30 am, noon-1 pm & 4-6 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

30 SECONDS EA:	1x	30x	50x	100x	200x	300x
*AA	7.25	6.50	6.25	5.72	5.50	5.25
A	5.75	5.25	5.00	4.75	4.25	4.00

1 min: 2x 30-sec.
(*) Fixed.

7. PACKAGE PLANS

ROS, 30 DAYS:	1x	30x	50x	100x	200x	300x
30 sec	5.00	4.75	4.50	4.25	4.00	3.50

1 min: 2x 30-sec.

BOWLING GREEN
Pike County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KPCR
1966

Media Code 4 226 0340 7.00
Pike County Broadcasting Co., Box I, U. S. Hwy 54 at County Rt. AA, Bowling Green, Mo. 63334. Phone 324-2283.
STATION'S PROGRAMMING DESCRIPTION
KPCR: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—J. Paul Salois.
3. FACILITIES
1,000 w. (250 critical hours); 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Brownfield Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 9/1/74—Rec'd 9/25/74.
Prime—Mon thru Sat 6:30-8:15 am & 11:30 am-1:30 pm; Sun 11 am-5 pm.
Regular—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	—Prime— 1 min	30 sec	20 sec	—Regular— 1 min	30 sec	20 sec
1 tl	6.00	4.50	4.00	5.50	4.00	3.50
7-15 tl	5.75	4.25	3.75	5.25	3.75	3.25

7. PACKAGE PLANS
30-DAY POWER PACKAGES
(Floating spot schedule)

PER MO, EA:	25 tl	50 tl	100 tl	200 tl
1 min	5.00	4.75	4.50	4.00
30 sec	3.50	3.00	2.75	2.50

10. SPECIAL FEATURES
5-min Newscasts or Bulletin Board 8
3-min Weathercasts or Vital Statistics 7

*CONTRACT DISCOUNT
1 yr—10% 6 mo—5%
(*) If paid by 10th of month.

BRANSON (1 AM; 1 FM)
Taney County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KBHM
1956

Media Code 4 226 0425 6.00
Shepherd of the Hills Broadcasting Co., 111 W. Pacific, Branson, Mo. 65616. Phone 334-3123 TWX AP.
1. PERSONNEL
General Manager—Gene Gideon.
3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Missourinet.

TIME RATES
Rates effective ————.
Rates received August 14, 1963.

7. PACKAGE PLANS

1 MINUTE (ROS)				
1 tl	3.00	260 tl		2.25
52 tl	2.50			
(ROS) PER DAY:	1 min	30 sec	20 sec	10 sec
10 tl	2.00	1.50	1.25	1.00

KIRK-FM
1974

Subscriber to the NAB Radio Code
Media Code 4 226 0467 8.00
KIRK-FM Radio, Inc., Box 1168, Branson Hts. Shop. Ctr., Branson, Mo. 65616. Phone 417-334-5155.
STATION'S PROGRAMMING DESCRIPTION
KIRK-FM: modern & contemporary C & W, news & sports.
1. PERSONNEL
General Manager—C. W. (Chuck) Hesington.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/74—Rec'd 4/15/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	365x
1 min	3.50	3.30	3.20	3.00
30 sec	3.00	2.80	2.70	2.50
20 sec	2.60	2.40	2.30	2.10
10 sec	2.25	2.05	1.95	1.75

7. PACKAGE PLANS
All spots, 10+ per day, (minimum 100)—365x rate.
1000+ within 1 yr, 5% rebate.

BROOKFIELD
Linn County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KGHM
1955

Media Code 4 226 0510 5.00
Greenhills Broadcasting Co., 107 S. Main St., Brookfield, Mo. 64628. Phone 816-376-2111.
STATION'S PROGRAMMING DESCRIPTION
KGHM: C&W Music 26 hours per week.
1. PERSONNEL
General Manager—Gary Yantes.
3. FACILITIES
500 w. days; 1470 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Multiple products by same corporation may not combine for monthly rate discounts. Each product takes own rate for amount of spots and/or programs used during each period.
Affiliated with KBS.
Member: Farm Radio Network, Brownfield Network, Missourinet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/74—Rec'd 1/17/75.

6. SPOT ANNOUNCEMENTS

	1x	65x	130x	195x	260x	325x	455x	700x
1 min	5.75	5.50	5.30	5.15	5.00	4.85	4.70	4.50
30 sec	4.25	4.00	3.80	3.65	3.50	3.35	3.20	3.00

BUTLER (1 AM; 1 FM)
Bates County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KMAM KMOE (FM)
1962 1974

Subscriber to the NAB Radio Code
Media Code 4 226 0595 6.00
Bates County Broadcasting Co., Box 191, E. Nursery, Butler, Mo. 64730. Phone 816-679-4191.
STATION'S PROGRAMMING DESCRIPTION
KMAM: Programmed for general interest.
1. PERSONNEL
Owner, Pres. & Gen'l Mgr.—B. D. Thornton.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
500 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 105.5 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Member: Magic Circle Network, Farm Radio Network.

TIME RATES
Eff————Rec'd 1/30/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	356x
1 min	6.00	5.75	5.50	5.00
30 sec	3.50	3.40	3.35	3.00
20 sec	3.00	2.90	2.75	2.50

7. PACKAGE PLANS
All spots, 10 per day (minimum 100)—365x rate.

FM only: After 6 pm—30% discount.

CAMERON
Clinton County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KMRN
1971

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 0610 3.00
Cameron Radio, Inc., Box 221, Cameron, Mo. 64429. Phone 816-632-7201.
1. PERSONNEL
General Manager—Andy Willoughby.
3. FACILITIES
500 w.; 1360 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Brownfield Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/74—Rec'd 1/28/74.

6. SPOT ANNOUNCEMENTS

	1x	30x	90x	150x	300x	600x	1000x	3000x
1 min	5.00	4.25	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.50	3.00	2.70	2.50	2.30	2.00	1.80	1.60
15 sec	2.50	2.00	1.80	1.60	1.40	1.30	1.20	1.00
5 sec	1.65	1.50	1.35	1.20	1.05	.90	.75	.60

Specified time, extra 10%.

7. PACKAGE PLANS

WITHIN 7 DAYS:	5 tl	10 tl	25 tl	50 tl
1 min	5.00	4.00	3.50	3.00
30 sec	3.50	2.70	2.30	1.80
15 sec	2.50	1.80	1.50	1.25
5 sec	1.65	1.35	1.05	.80

10. SPECIAL FEATURES
News headline every 1/2 hr, extra 20%.
Weather checks every 1/4 hr, extra 10%.
Includes open/close.

CANTON
Lewis County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KQCA
1974

Media Code 4 226 0620 2.00
Decatur Broadcasting, Inc., 10th & Marion Sts., Canton, Mo. 63435. Phones 314-288-4436 & 217-224-3440.
Other office: 1205 Broadway, Quincy, Ill. 62301. Phones 217-224-3440, 4005.
STATION'S PROGRAMMING DESCRIPTION
KQCA: Country music format. Contact Representative for further details. Rec'd 1/31/75.
1. PERSONNEL
General Manager—Charlotte Snodgrass.
2. REPRESENTATIVES
Hal Walton Co.
Bruce Schneider & Co.
3. FACILITIES
ERP 3,000 w.; 103 mc.
Operating schedule: 6-12:30 am. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Brownfield Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 1/20/75.
AAA—Mon thru Sun 6 am-6 pm.
AA—Mon thru Sun 6 pm-12:30 am.

6. SPOT ANNOUNCEMENTS

30 SEC:	—AAA— 1 wk	13 wk	26 wk	52 wk	—AA— 1 wk	13 wk	26 wk	52 wk
10 tl	38	35	32	30	25	23	22	20
20 tl	72	68	62	56	40	32	29	27
30 tl	99	90	88	81	55	47	43	35
40 tl	128	118	110	100	65	60	55	45
50 tl	150	130	125	115	85	72	65	50

1 min: Extra 50%.

7. PACKAGE PLANS
SPECIAL—1/2AAA, 1/2AA

PER WK, 30 SEC:	26 wk	52 wk
10 tl	27.00	24.50
20 tl	45.00	39.50

COUNTRY BUNCH

PER YR:	—AAA— 100x	500x	1000x	—Combo— 100x	500x	1000x
Ea	4.00	3.50	3.00	3.50	3.00	2.50
				—AA—		
Ea				3.00	2.50	2.00

1 min: Extra 50%.

10. SPECIAL FEATURES
5-MINUTE NEWS

PER WK:	1 tl	2 tl	3 tl	4 tl	5 tl	6 tl
13 wk	9.50	9.25	9.00	8.75	8.50	8.25
26 wk	8.50	8.25	8.00	7.75	7.50	7.25
52 wk	7.50	7.25	7.00	6.75	6.50	6.25
	7 tl	8 tl	9 tl	10 tl	12 tl	14 tl
13 wk	8.00	7.75	7.50	7.25	7.00	6.75
26 wk	7.00	6.75	6.50	6.25	6.00	5.75
52 wk	6.00	5.75	5.50	5.25	5.00	4.75

Incl open & close plus 1-min spot.
Edited by Charlotte Snodgrass.

(D)

CAPE GIRARDEAU (3 AM; 2 FM)

Cape Girardeau County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

KFMP (FM)

1969

NAFMB

Media Code 4 226 0630 1.00
KFMP Stereo, Box 618, Cape Girardeau, Mo. 63701. Phone 314-335-0103.
1. PERSONNEL
Station Manager—Ted Pylant.
2. FACILITIES
ERP 24,000 w. (horiz.), 24,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 690 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Eff 4/1/70—Rec'd 4/8/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	500x
1 min	6.00	5.25	5.00	4.75	4.25	3.75	3.50	3.25
30 sec	4.80	4.25	4.00	3.80	3.40	3.00	2.60	2.60

9. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
5 min	13.00	10.50	9.75	8.75	7.75	6.50

KFVS

1923

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 0680 6.00
Hirsch Broadcasting Co., KFVS Radio-Television Bldg., 324 Broadway, Cape Girardeau, Mo. 63701. Edgewater 5-5511.
STATION'S PROGRAMMING DESCRIPTION
KFVS: MUSIC: MOR—old standards mixed with currently popular. Early morning features weather, news, markets & drive time information. Mid morning offers items for housewife & local news. Noon period, late afternoon & supper hour features drive time information, news, weather, markets & sports briefs. Pro football & baseball scheduled afternoon & night, also college & high school basketball & football. RELIGIOUS: Sun church programs & devotional M-S 6:15 am. FEATURES: weekly spelling bees, bimonthly city council meetings, queen contest & dream home. Contact Representative for further details. Rec'd 4/12/71.
1. PERSONNEL
President—Oscar C. Hirsch.
2. REPRESENTATIVES
New York, Philadelphia, Chicago, San Francisco, Los Angeles—PRO/Meeker Radio.
South & Southeast—C. K. Beaver & Associates, Inc.
Missouri, Kansas, Nebraska—Eugene F. Gray Co., Inc.
3. FACILITIES
5,000 w. days; 500 w. nights; 960 kc.
Directional—night only.
Operating schedule: 6:00 am-midnight weekdays; 6:36 am-midnight Sun. CST.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 31, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 601, 62b.
Cancellation: 70h, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff———Rec'd 2/3/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
100 wds	8.50	8.00	7.75	7.50	7.25	7.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	312x
1 hr	80.00	75.00	70.00	64.00	62.00	56.00
1/2 hr	50.00	47.50	45.00	40.00	39.00	35.00
1/4 hr	35.00	34.00	33.00	30.00	27.50	25.00
10 min	31.00	30.00	29.00	26.00	23.50	21.00
5 min	17.50	17.25	17.00	15.00	14.00	12.50

KGMO

1952

NAB RAB

Withers Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 226 0765 5.00
Withers Broadcasting Co., 901 S. Kingshighway, Cape Girardeau, Mo. 63701. Phone 314-335-8228.
STATION'S PROGRAMMING DESCRIPTION
KGMO: Programming Top 40.
1. PERSONNEL
Owner—James K. Withers.
2. REPRESENTATIVES
PRO Time Sales, Inc.
Missouri—Bruce Schneider & Co.
3. FACILITIES
5,000 w. days; 1550 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KGMO-FM.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60h, 601, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.
Member: Magic Circle Network, Missourinet.

TIME RATES
Eff 4/1/63—Rec'd 4/5/63.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	7.50	7.00	6.50	6.25	6.00	5.75	5.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KGMO-FM

1969

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 0766 3.00
Withers Broadcasting Co., 901 S. Kingshighway, Cape Girardeau, Mo. 63701. Phone 314-335-8228.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KGMO-FM: Local programming-Rock.
3. FACILITIES
ERP 28,500 w.; 100.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 170 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KGMO.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Member: Missourinet.

TIME RATES
Rates are identical to KGMO. See that listing.

KZYM

1966

NAB

Media Code 4 226 0850 6.00
Missouri-Illinois Broadcasting Co., 1025 Broadway, Cape Girardeau, Mo. 63701. Phone 314-335-3291.
1. PERSONNEL
Farm Director—Jerome Zimmer.
Women's Director—Patricia Zimmer.
Nat'l Sls. & Oper. Mgr.—Richard Sanders.
3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 5/1/73—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	6.50	6.45	6.25	6.00	5.75	5.25

30 sec: 80% of 1-min.

CARROLLTON (1 AM; 1 FM)

Carroll County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KAOL — KAOL-FM

1959 — 1962

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 0935 4.00
Ray County Radio Co., Inc., Box 254, Carrollton, Mo. 64633. Phones 816-542-0404, 776-6949.
Studios: 8th & Jefferson.
1. PERSONNEL
Gen'l & Sales Mgr.—James A. Austin.
2. REPRESENTATIVES
George T. Hopewell, Inc.
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
500 w., 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 110,000 w.; 101.1 mc.
Operating schedule: 6 am-10:15 pm. CST.
Antenna ht.: 303 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Brownfield Network, Missourinet.

TIME RATES
No. 2 Eff 2/1/75—Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	7.70	7.10	6.40	5.70	5.25	4.55	4.00
30 sec	6.20	5.70	5.15	4.60	4.25	3.65	3.00
10 sec	3.85	3.55	3.20	2.85	2.65	2.30	2.00

7. PACKAGE PLANS

TO BE USED IN:	1 min	30 sec	10 sec
30 days, 100 ti	325	260	——
15 days, 50 ti	225	155	——
7 days, 25 ti	150	90	75

CARTHAGE (1 AM; 1 FM)

Jasper County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KDMO

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 1020 4.00
Carthage Broadcasting Co., The Radio House, Box 426, Carthage, Mo. 64836. Phones 417-358-2648, 4881.
STATION'S PROGRAMMING DESCRIPTION
KDMO: Programmed for general interest.
1. PERSONNEL
General Manager—Ronald L. Petersen.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. CST.
Partial simulcast operation. Simulcast 5-9 am & 5-11 pm. For non-simulcast facilities see KRGK (FM).
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KRGK (FM).
Affiliated with American Information Network.
Member: Farm Radio Network, Brownfield Network, Missourinet.

TIME RATES
Eff 12/18/73—Rec'd 12/26/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	11 ti	16 ti	21 ti
1 min	5.75	5.60	5.40	5.10	4.80

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KRGK (FM)

1972

NAFMB

Subscriber to the NAB Radio Code
Media Code 4 226 1060 0.00
Carthage Broadcasting Co., Box 426, Carthage, Mo. 64836. Phones 417-358-2648, 4881.
See affiliated AM station for additional information.
AM facilities: KDMO
STATION'S PROGRAMMING DESCRIPTION
KRGK: Programmed for adults.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 155 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-5 pm. For simulcast facilities see KDMO.
5. GENERAL ADVERTISING See coded regulations
Member: Brownfield Network, Missourinet.

TIME RATES
Rates are identical to KDMO. See that listing.

CARUTHERSVILLE (1 AM; 1 FM)

Pemiscot County—Map Location J-7
See SRDS consumer market map and data at beginning of the State

KCRV

1950

Subscriber to the NAB Radio Code
Media Code 4 226 1105 3.00
Pemiscot Broadcasters, 142 W. Third, Caruthersville, Mo. 63830. Phone 314-333-1370.
1. PERSONNEL
General Manager—Cleatus Stanfill.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Southeast, Southwest—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Farm Radio Network, Missouri Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 3/1/75—Rec'd 3/18/75.
A—6:30-8:30 am & noon-1 pm.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	500x	1000x
1 min	3.00	2.80	2.75	2.50	2.35	2.30	2.20	2.00
30 sec	2.20	2.05	2.00	1.90	1.75	1.65	1.60	1.55
20 sec	2.00	1.75	1.55	1.35	1.30	1.25	1.25	1.10

6:30-8:30 am & noon-1 pm—sold only at 1x rate.

KCRV-FM

1975

Subscriber to the NAB Radio Code
Media Code 4 226 1106 1.00
Pemiscot Broadcasters, Box 909, Caruthersville, Mo. 63830. Phone 314-333-1370.
See Affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff———Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	500x	1000x
1 min	2.65	2.50	2.35	2.20	2.15	2.00	1.80	1.60
30 sec	1.85	1.75	1.60	1.50	1.45	1.40	1.30	1.25

20 sec, flat 1.00.

CHARLESTON

Mississippi County—Map Location J-8
See SRDS consumer market map and data at beginning of the State.

KCHR

1958

Media Code 4 226 1190 5.00
South Missouri Broadcasting Co., Inc., South Main St., Charleston, Mo. 63834.
1. PERSONNEL
General Manager—Kermit Barker.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Missouri Radio Network.

TIME RATES
No. 4 Eff 4/1/64—Rec'd 8/7/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	32x	104x	155-311x
1 min	2.75	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS
60 1-min spots (within 6 days) 62.50
60 20-sec spots or time signals (within 1 mo) 48.00

CHILLICOTHE

Livingston County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KCHI

1950

Subscriber to the NAB Radio Code
Media Code 4 226 1273 4.00
Rontedick, Inc., 917 Jackson St., Chillicothe, Mo. 64601. Phone 816-646-4178.
1. PERSONNEL
Station Manager—Gerald H. Peterson.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
250 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Missouri Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/15/74—Rec'd 11/25/74.

6. SPOT ANNOUNCEMENTS

PER YR:	156x	260x	364x	520x
30 sec	4.00	3.50	3.00	2.50	2.00
1 min	6.00	5.50	5.00	4.50	4.00

7-9 am, noon-1 pm 4-6 pm, extra 1.00.

7. PACKAGE PLANS

TAP—BTA

	7 day			14 day		
EA:	21 ti	28 ti	35 ti	50 ti	70 ti	100 ti
30 sec	3.25	3.00	2.75	2.50	2.25	2.00

1 min, extra 2.00.

CLAYTON

St. Louis County—Map Location H-4
See SRDS consumer market map and data at beginning of the State

See St. Louis
(including Columbia, East St. Louis, Granite City, Ill.; Clayton, Crestwood, St. Charles, Mo.)

CLINTON

Henry County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KDKD

1931

NAB

Media Code 4 226 1360 4.00
Osage Broadcasting Co., Inc., Box 113, Highway 13, N., Clinton, Mo. 64735. Phone 816-885-4601.
1. PERSONNEL
General Manager—William R. Tedrick.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: Sunrise—local sunset. CST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Missouri Radio Network, Brownfield Network.

TIME RATES
Rates effective April 1, 1951. (Card No. 1.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	50.00	32.00	18.00	9.00	6.00
26 times	47.50	30.00	17.00	8.50	5.85
52 times	45.00	28.00	16.00	8.00	5.70
104 times	42.50	26.00	15.00	7.50	5.40
156 times	40.00	24.00	14.00	7.00	5.10
260 times	37.50	22.00	13.00	6.50	4.80
312 times	35.00	20.00	12.00	6.00	4.50

(*) One minute or less.

7. PACKAGE PLANS
SATURATION PACKAGE
10 or more spots used in one day, discount 25%

COLUMBIA (2 AM; 2 FM)

Boone County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KFMZ (FM)

1970

Media Code 4 226 1400 8.00
Contemporary Broadcasting, Inc., Box 1345, 802 E. Broadway, Columbia, Mo. 65201. Phone 314-443-1525.
STATION'S PROGRAMMING DESCRIPTION
KFMZ(FM): Programmed for college students, young adults & teens.
MUSIC: (92%) Rock, in sweeps of 13 min per quarter hr. Popular progressive rock evenings. NEWS: hourly at :20 in am drive, plus every third hour remainder of day, utilizing network & local facilities. Current weather twice hourly. COMMERCIAL POLICY: 2 minute cluster each quarter hour. Contact Representative for further details. Rec'd 11/1/74.
1. PERSONNEL
General Manager—Norbert Hopfer.
Operations Director—Jim Butler.
Sales Manager—Dan Donovan.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.

(This listing continued on next page)

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14d, 15b.
Basic Rates: 20a, 21a.
Contracts: 40c, 45.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with ATA Radio Network.
Affiliated with American FM Network.

TIME RATES
No. 5 Eff 11/1/74—Rec'd 11/1/74.
AAA—Mon thru Fri 7-9 am & 3-11 pm; Sat 9 am-10 pm.

6. SPOT ANNOUNCEMENTS
CLASS AAA

PER WK:	1 min 12 ti	18 ti	24 ti	30 ti	30 sec 12 ti	18 ti	24 ti	30 ti
Ea.	6.00	5.50	5.25	5.00	4.50	4.25	4.00	3.75
BTA—PREEMPTIBLE								
Ea.	5.25	4.75	4.50	4.25	4.00	3.75	3.50	3.25

Edited by Norbert Hopper.

KFRU
1925

American Information Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 1445 3.00
KFRU, Inc., Box 718, Columbia, Mo. 65201. Phone 314-449-4141.
1. PERSONNEL
General Manager—Mahlon R. Aldridge, Jr.
Station Manager—James Aldridge.
National Commercial Coordinator—Mary Sloan.
2. REPRESENTATIVES
PRO/Meeker Radio.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a.
Cancellation: 71a, 72a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with The Rep Network.

TIME RATES
Eff 6/1/74—Rec'd 5/9/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	12.00	11.00	10.00	9.00	7.50	6.00
A	10.00	9.00	8.00	7.00	5.50	4.50
*BTA	.....	8.00	7.00	6.00	5.00	4.00

30 sec: 80% of 1-min.
(*) Preemptible. Guaranteed 40% AA 12/24-3/15. Balance of yr guaranteed 25% AA Mon, Tues, Wed. Not available 45 days preceding primary or 60 days preceding general election.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%

10. SPECIAL FEATURES
Farm—Mon thru Sat 5-7 am & noon-1 pm, AA rate.

KTGR
1955

Media Code 4 226 1530 2.00
Tiger Broadcasting Co., KTGR, Box 412, Tiger Hotel, Columbia, Mo. 65201. Phone 314-449-2433.
1. PERSONNEL
General Manager—Tad Estes.
Program Director—Jay Michaels.
2. REPRESENTATIVES
George T. Bopewell, Inc.
South—C. K. Beaver and Associates, Inc.
3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: sunrise-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KTGR-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 15d.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 26, 28b 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Member: Magic Circle Network, Missourinet.

TIME RATES
Eff 3/1/72—Rec'd 3/6/72.

6. SPOT ANNOUNCEMENTS

	7 ti	14 ti	21 ti	28 ti	35 ti
1 min	5.75	5.50	5.25	5.00	4.75
30 sec	4.75	4.50	4.25	4.00	3.75

KTGR-FM
1967

RAB

Media Code 4 226 1331 0.00
Tiger Broadcasting Co., Box 412, Columbia, Mo. 65201. Phone 314-449-2433, 2434.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see KTGR.
5. GENERAL ADVERTISING See coded regulations
Member: Magic Circle Network, Missourinet.

TIME RATES
Rates are identical to KTGR. See that listing.

CRESTWOOD
St. Louis County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See St. Louis
(including Columbia, East St. Louis, Granite City, Ill.; Clayton, Crestwood, St. Charles, Mo.)

DE SOTO
Jefferson County—Map Location B-4.
See SRDS consumer market map and data at beginning of the State.

KHAD
1968

Media Code 4 226 1485 9.00
De Soto Broadcasting Co., Inc., De Soto, Mo. 63020. Phone 314-586-5577.
1. PERSONNEL
General Manager—Pinkney B. Cole.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
1,000 w.; 1190 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Farm Radio Network, Missourinet.

TIME RATES
Eff——Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	78x	156x	312x
1 min	5.75	4.50	4.00	3.75	3.50	3.00

7. PACKAGE PLANS

	10 ti	20 ti	40 ti
Per wk	50.00	80.00	142.80

10. SPECIAL FEATURES
Time, Temperature, Weather—20 wds (max).... 4.00
Submitted by Pinkey B. Cole.

DEXTER
Stoddard County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

KDEX
1955

Subscriber to the NAB Radio Code
Media Code 4 226 1615 1.00
Dexter Broadcasting Co., Box 380, Dexter, Mo. 63841. Phone 314-624-3591.
1. PERSONNEL
Partner & Gen'l Mgr.—Jerry Grojean.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network, National AgRadio Groups, Inc., Missouri Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 7/29/74.

7. PACKAGE PLANS

PER WK, EA:	10 ti	20 ti	30 ti
1 min	2.50	2.35	2.20
30 sec	1.75	1.60	1.45

12 sec: 30 ti, 21.00.

DONIPHAN
Ripley County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KDFN
1963

Media Code 4 226 1700 1.00
Jack G. Hunt, Hunt Bldg., 204 Washington St., Doniphan, Mo. 63935. Phone 996-5311.
1. PERSONNEL
Manager—Jack G. Hunt.
3. FACILITIES
1,000 w.; 1590 kc. Non-directional.
Operating schedule: Daytime.
4. AGENCY COMMISSION
15% on time only: no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Farm Radio Network, Missourinet.

TIME RATES
Rates effective February 1, 1963.
Rates received January 16, 1963.

6. SPOT ANNOUNCEMENTS
1-MINUTE

52 ti	4.25	260 ti	3.50
154 ti	3.75	312 ti	3.25

EAST PRAIRIE
Mississippi County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

KYMO
1965

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 1785 2.00
Usher Broadcasting of Missouri, Drawer 130, East Prairie, Mo. 63845. Phone 314-649-3597.
STATION'S PROGRAMMING DESCRIPTION
KYMO: Programmed for the 18-34 market.
1. PERSONNEL
Sales Manager—Tom Beggs.
3. FACILITIES
250 w.; 1050 kc. Non-directional. Clear channel.
Operating schedule: Sign on 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.

TIME RATES
Eff 1/1/70—Rec'd 1/30/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	5.00	3.75	156 x	3.25	3.00
12 x	4.50	3.60	260 x	3.15	2.80
26 x	4.00	3.50	312 x	3.05	2.75
52 x	3.60	3.25	364 x	2.90	2.25
104 x	3.40	3.00			

ELDORADO SPRINGS
(1 AM; 1 FM)
Cedar County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KESM
1961

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 1876 2.00
Daryl Fredine, 200 Radio Lane, Eldorado Springs Mo. 64744. Phone 417-876-4422.
STATION'S PROGRAMMING DESCRIPTION
KESM: NEWS: 2 min every 30 min.
1. PERSONNEL
Owner & Sta. Mgr.—Daryl L. Fredine.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
500 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time only: no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Farm Radio Network.

TIME RATES
Rates effective November 1, 1965.
Rates received October 8, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	2.50	2.00	104 ti	2.00	1.50
52 ti	2.25	1.75	260 ti +	1.75	1.35

7. PACKAGE PLANS
(Up to 1 minute, minimum 5 announcements a day)

10 ti	2.25	50 ti	1.75
25 ti	2.00		

KESM-FM
1965

NAB RAB

Media Code 4 226 1871 0.00
Daryl Fredine, 200 Radio Lane, Eldorado Springs, Mo. 64744. Phone 417-876-4422.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 107.1 mc.
Operating schedule: 6 am-6 pm daily. CST.
Antenna ht.: 145 ft. above average terrain.

TIME RATES
Rates effective November 1, 1965.
Rates received October 8, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	2.50	2.00	104 ti	2.00	1.50
52 ti	2.25	1.75	260 ti +	1.75	1.35

7. PACKAGE PLANS
(Up to 1 minute, minimum 5 announcements per day)

10 ti	2.25	50 ti	1.75
25 ti	2.00		

EXCELSIOR SPRINGS
Clay County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KEXS
1968

Media Code 4 226 1900 7.00
Jeffco Television Corp., Drawer D, Excelsior Springs, Mo. 64024. Phone 816-637-6061.
STATION'S PROGRAMMING DESCRIPTION
KEXS: Programmed for general interest.
1. PERSONNEL
General Manager—George Kundrock.
3. FACILITIES
250 w.; 1390 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network, Brownfield Network.

TIME RATES
Eff 8/1/74—Rec'd 8/19/74.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	10 ti	25 ti	50 ti	100 ti
AA	5.75	5.47	5.18	4.89	4.60
A	5.18	4.91	4.66	4.40	4.14

30 sec: 80% of 1-min.

FARMINGTON
St. Francois County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KREI
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 1955 1.00
KREI Radio, Box 461, Farmington, Mo. 63640. Phone 314-756-6478.
1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Charles C. Earls.
2. REPRESENTATIVES
Bruce Schneider & Co.
3. FACILITIES
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.
Member: Magic Circle Network, Farm Radio Network.

TIME RATES
No. 1 Eff 11/1/47—Rec'd 4/26/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	4.50	4.20	3.90	3.60	3.30	3.00

FESTUS
Jefferson County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KJCF
1961

Subscriber to the NAB Radio Code
Media Code 4 226 2040 1.00
United Broadcasting, Inc., N. Mill St., Festus, Mo. 63028. Phone 314-937-7642.
1. PERSONNEL
Gen'l & Sta. Mgr.—Donald M. Donze.
3. FACILITIES
1,000 w. days, 250 w. nights; 1,400 kc. Non-directional.
Operating schedule: 6 am-10 pm. C.S.T.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective May 1, 1961. (Card No. 1.)
Card received March 13, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time	35.00	20.00	16.00	12.00	.....	4.00
13 times	33.50	19.50	15.50	11.75	.....	3.85
26 times	32.00	19.00	15.00	11.50	.....	3.70
52 times	30.50	18.50	14.50	11.00	5.00	3.55
104 times	29.00	18.00	14.00	10.75	4.85	3.40
156 times	27.50	17.50	13.50	10.50	4.65	3.25
260 times	26.00	17.00	13.00	10.00	4.50	3.00

FLAT RIVER
St. Francois County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KFMO
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 2125 0.00
Oscar C. Hirsch, St. Joseph Dr., Flat River, Mo. 63602. Phone 314-431-2000.
STATION'S PROGRAMMING DESCRIPTION
KFMO: Programmed for general interest.
1. PERSONNEL
General Supervisor—Jack L. Scheper.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 12/1/68—Rec'd 11/4/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
100 wds	7.00	6.75	6.50	6.00	5.50	6.00
30 sec	5.00	4.50	4.25	4.00	3.50	2.25

Edited by Jack L. Scheper.

FREDERICKTOWN
Madison County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KFTW
1963

Media Code 4 226 2210 0.00
Love Broadcasting Co., Box 71, Fredericktown, Mo. 63645. Phone 314-783-6481.
STATION'S PROGRAMMING DESCRIPTION
KFTW: Programming: C & W.
1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Gale.
3. FACILITIES
1000 w.; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight daily. CST.
4. AGENCY COMMISSION
None; all rates net to station.

(This listing continued on next page)

MISSOURI

Fredericktown—K F T W—Continued

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network.

TIME RATES
Eff————Rec'd 7/9/75.
AA—6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	30 sec	20 sec	1 min	30 sec	10 sec
1 ti	4.00	2.95	2.15	3.60	2.70	1.40
10 ti	3.55	2.80	2.00	3.05	2.45	1.30
20+	3.20	2.65	1.75	2.75	2.30	1.15

10. SPECIAL FEATURES
News—5.00.
Weather/Hospital Report—2.45.
FREQUENCY & PUBLIC SERVICE RATE

NON-CANCELLABLE:	1 min	30 sec	10 sec
500 x	2.65	2.10	1.10

Submitted by Mrs. Lovey Gale.

FULTON (1 AM; 1 FM)

Callaway County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KFAL
1950

RAB

Media Code 4 226 2295 1.00
KFAL, Inc., Box 581, 1805 Westminster Ave., Fulton, Mo. 65251. Phone 314-642-3341.

STATION'S PROGRAMMING DESCRIPTION
KFAL: Country, farm, news.

1. PERSONNEL
General Manager—Bud Pratt.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: ————. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KKCA (FM).
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 3/1/74—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

	26x	52x	104x	156x	260x	312x	365x
1 min	7.35	7.15	6.90	6.70	6.50	6.25	6.00
30 sec	6.00	5.60	5.40	5.20	5.00	4.80	4.60
15 sec	4.70	4.50	4.30	4.10	3.90	3.70	3.50

7. PACKAGE PLANS

7-DAY PLAN:	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	70.00	97.50	120.00	174.00	275.00
30 sec	55.00	77.25	98.00	138.00	200.00
15 sec	43.00	60.00	74.50	103.50	150.00

KKCA (FM)
1970

Media Code 4 226 2317 3.00
KKCA, Inc., Box 581, 1805 Westminster, Fulton, Mo. 65251. Phone 314-642-3341.

STATION'S PROGRAMMING DESCRIPTION
KKCA (FM): Contemporary.
See affiliated AM station for additional information.
AM facilities: KFAL.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 235 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/72—Rec'd 4/18/73.

9. SPOT ANNOUNCEMENTS

	26x	52x	104x	156x	260x	312x	365x
1 min	7.00	6.60	6.30	6.00	5.60	5.30	5.00
30 sec	4.00	3.80	3.60	3.50	3.30	3.20	3.00
15 sec	3.00	2.80	2.60	2.50	2.30	2.20	2.00

7. PACKAGE PLANS

7 DAYS:	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	65.00	93.75	120.00	174.00	275.00
30 sec	35.00	49.50	60.00	84.00	121.00
15 sec	21.00	36.00	46.00	66.00	100.00

GREENFIELD

Dade County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KRFG
1974

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 2328 0.00
The Watkins Investment Co., Public Square, Greenfield, Mo. 65661. Phone 417-637-5919.

1. PERSONNEL
Station Manager—Kirk Watkins.

3. FACILITIES
ERP 2,350 w. (horiz.), 2,350 w. (vert.); 93.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 330 ft. above average terrain.

4. AGENCY COMMISSION
15/5 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Brownfield Network, Missourinet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/74—Rec'd 4/8/74.

8. SPOT ANNOUNCEMENTS
A—Mon thru Fri 7-9 am & noon-1 pm.
B—All other times, ROS, BTA.

PER WK:	A 5 ti	A 10 ti	A 20 ti	A 30 ti	B 5 ti	B 10 ti	B 20 ti	B 30 ti
1 min	3.50	3.25	3.00	2.80	2.60	2.50	2.35	2.20
30 sec	2.50	2.00	1.80	1.60	1.60	1.50	1.35	1.20
10 sec	1.80	1.60	1.10	1.00	1.00	.90	.80	.70

DISCOUNT
13 wk—10%

Edited by John A. Watkins.

HANNIBAL (1 AM; 1 FM)

Plus 2 paid cross references.
Marion County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KGRC (FM)
1968

NAB RAB

Media Code 4 226 2340 5.00
Great River Communications, Inc., Box 1017, 3702 Palmyra Rd., Hannibal, Mo. 63401. Phone 314-221-2221. Quincy phone 217-224-4100.

STATION'S PROGRAMMING DESCRIPTION
KGRC (FM): Programmed for young adults 18-35.

1. PERSONNEL
General Manager—Mel Elzea.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 490 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 10/7/74.
AA—Sun thru Sat 6 am-midnight.
A—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 20 ti	AA 50 ti	AA 70 ti	A 1 ti	A 20 ti	A 50 ti	A 70 ti
1 min	8.00	7.70	6.75	5.75	5.00	4.50	4.25	4.00
30 sec	7.00	6.75	5.90	5.05	4.00	3.50	3.25	3.00
15 sec	4.00	3.85	3.40	3.00	3.00	2.50	2.25	2.00

7. PACKAGE PLANS

PER MO:	AA 90 ti	AA 180 ti	A 90 ti	A 180 ti
1 min	5.40	4.80	3.00	2.50
30 sec	4.20	3.60	2.50	2.00
15 sec	3.00	2.40	2.00	1.50

(CR)

KHMO
1941

NAB FB NAB

Springfield Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 226 2380 1.00
Springfield Broadcasting Co., 119 N. Third St., Hannibal, Mo. 63401. Phone 314-221-3450.

STATION'S PROGRAMMING DESCRIPTION
KHMO: Programmed for adults. FARM: 5-7 am & noon-1 pm M-Sat. 4 man farm and news morning block with interviews, live markets, county agent reports. NEWS: on hour in 5, 10 & 15 min segments except 7-8:15 am & 11:55 am-12:30 pm. 4 man news. 2 auto, 1 aircraft mobile units. Audience phone participation 10:05-11 am M-Sat. SPORTS: local area high school football and basketball and college football. MUSIC: 100% Country & Western. Contact Representative for further details. Rec'd 12/14/73.

1. PERSONNEL
Vice-President—Don C. Dailey.
Gen'l & Nat'l Sales Mgr.—Joe Gross.
Local Sales Manager—Art Francis.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1070 kc.
Directional—separate patterns day and night.
Operating schedule: 5 am-10:15 pm. CST.

4. AGENCY COMMISSION
15/0 time only; monthly.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20b, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Missouri Radio Network.

TIME RATES
No. 15 Eff 4/1/69—Rec'd 3/14/69.
AA—5:30-9 am, noon-1 pm & 4-6 pm.
A—All other times.

9. SPOT ANNOUNCEMENTS

CLASS AA	1x	52x	104x	156x
1 min	13.00	12.50	12.25	12.00
30/20 sec	9.00	8.60	8.20	7.85
10 sec	6.00	5.75	5.50	5.25
CLASS A				
1 min	12.75	9.50	9.00	8.50
30/20 sec	7.50	7.10	6.75	6.30
10 sec	5.00	4.75	4.50	4.25

All spots combinable.

7. PACKAGE PLANS

PER WK:	AA 1 min	AA 30/20	AA 10 sec	A 1 min	A 30/20	A 10 sec
6 ti	12.75	7.50	5.00	11.70	6.60	4.00
12 ti	12.50	7.10	4.75	11.00	6.60	3.75
18 ti	12.00	6.75	4.50	10.40	6.20	3.50

6. PROGRAM TIME RATES

	1/2 hr	25 min	1/4 hr	5 min
1 x	90	50	30	20
52 x	54	43	29	19

(Q) (CR)

WGEM WGEM-FM
QUINCY

City of license, Quincy, Ill.
Considered by American Entertainment Network as their Quincy, Ill.—Hannibal, Mo. outlet.
See listing under Quincy, Ill.

WTAD
QUINCY, ILL.

City of license, Quincy, Ill.
Considered by CBS Radio Network as their Hannibal, Mo. outlet.
See listing under Quincy, Ill.

HOUSTON (1 AM; 1 FM)

Texas County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KBTC
1962

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 2465 0.00
Radio Company of Texas County, Inc., Box C, E. Hwy. T, Houston, Mo. 65483. Phone 417-967-3353.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jeryl L. Smith.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
1,000 w.; 1250 kc. Non-directional.
Operating schedule: 5:30 am-7:30 pm. CST.

4. AGENCY COMMISSION
None, all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KSCM (FM).
Member: Magic Circle Network, Missourinet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 8/1/74—Rec'd 8/15/74.

6. SPOT ANNOUNCEMENTS

REGULAR:	18000+	12000x	6000x	3000x	1000x
Base	.90	1.00	1.10	1.20	1.30
30 sec	1.40	1.50	1.60	1.70	1.80
1 min	1.90	2.00	2.20	2.30	2.40

	600x	300x	100x	1x
Base	1.40	1.50	1.60	2.00
30 sec	1.90	2.00	2.10	2.50
1 min	2.50	2.60	2.70	3.10

	—100 days—		—10 days—	
OCCASIONAL:	6000 ti	3000 ti	1000 ti	300 ti	100 ti
Base	1.00	1.10	1.20	1.30	1.40
30 sec	1.50	1.60	1.70	1.80	1.90
1 min	2.10	2.20	2.30	2.40	2.50

First 5-sec of comm'l takes base rate. Add .10 for each 5-sec to build comm'l.

KSCM (FM)
1965

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 2474 2.00
Radio Company of Texas County, Inc., Box C, E. Hwy., T, Houston, Mo. 65483. Phone 417-967-3353.
See affiliated AM station for additional information.
AM facilities KBTC.

3. FACILITIES
ERP 3,000 w.; 99.3 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 270 ft. above average terrain.

4. AGENCY COMMISSION
None, all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Brownfield Network, Missourinet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 8/1/74—Rec'd 8/15/74.

6. SPOT ANNOUNCEMENTS

REGULAR:	12000+	12000x	6000x	3000x	1000x
Base	1.00	1.10	1.20	1.30	1.40
30 sec	1.50	1.60	1.70	1.80	1.90
1 min	2.00	2.10	2.20	2.30	2.40

	600x	300x	100x	1x
Base	1.50	1.60	1.70	2.10
30 sec	2.00	2.10	2.20	2.60
1 min	2.50	2.60	2.70	3.20

	—100 days—		—10 days—	
OCCASIONAL:	6000 ti	3000 ti	1000 ti	300 ti	100 ti
Base	1.10	1.20	1.30	1.40	1.50
30 sec	1.60	1.70	1.80	1.90	2.00
1 min	2.20	2.30	2.40	2.50	2.60

First 5-sec of comm'l takes base rate. Add .10 for each 5-sec to build comm'l.

INDEPENDENCE

Jackson County--Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Missouri
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

IRONTON

Iron County—Map location H-5
See SRDS consumer market map and data at beginning of the State.

KPIA
1972

Media Code 4 226 2483 3.00
Iron County Broadcasting Co., Inc., Box 437, Ironton, Mo. 63650. Phone 314-546-7473.

1. PERSONNEL
President—Gaylon Watson.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
5,000 w.; 1480 kc. Directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Farm Radio Network, Missourinet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 4/22/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	312x
10 sec	1.75	1.65	1.55	1.45	1.35	1.25
20 sec	2.50	2.40	2.30	2.20	2.10	2.00
30 sec	3.00	2.90	2.80	2.70	2.60	2.50
1 min	3.50	3.40	3.30	3.20	3.10	3.00

JACKSON

Cape Girardeau County—Map location J-6
See SRDS consumer market map and data at beginning of the State.

KJAS
1972

NAB

Media Code 4 226 2491 6.00
Jackson Missouri Broadcasting Co., Inc., Box 312, Radio Park Dr., Jackson, Mo. 63755. Phone 314-243-8179.

1. PERSONNEL
Gen'l & Sales Mgr.—Ann Raymond.

3. FACILITIES
250 w.; 1170 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network.

TIME RATES
Eff————Rec'd 4/25/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	30 ti	50 ti	75 ti	100+
1 min	6.00	5.00	4.90	4.80	4.70	4.50
30 sec	5.00	4.00	3.60	3.40	3.20	3.00

JEFFERSON CITY (2 AM; 2 FM)

Cole County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KJFF (FM)
1969

Media Code 4 226 2500 4.00
KLIK Radio 950, Inc., Box 414, Madison & Atchison Sts., Jefferson City, Mo. 65101. Phone 314-634-2950.
See affiliated AM station for additional information.
AM facilities: KLIK.

STATION'S PROGRAMMING DESCRIPTION
KJFF (FM): Programmed for adults & young adults.
MUSIC: MOR with mixture of newer albums & singles with popular standards, showtunes, film music, vocals & instrumentals selected & presented by air personalities. NEWS: 15-min. local news 7 am, 5-min. local news at :45, 5-min. network news at :15. SPORTS: 5-min. at 7:45 am & 5:45 pm. Professional baseball & college basketball. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
Sales Manager—Dave Neise.
Program Director—Denny Banister.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 265 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Sold in combination with KLIK. See that listing for rates.

KJMO
1974

RAB NAFMB

Media Code 4 226 2525 1.00
KAIR, Inc., 3103 S. Ten Mile Dr., Jefferson City, Mo. 65101. Phone 314-893-3101.

STATION'S PROGRAMMING DESCRIPTION
KJMO: Programmed for young adults & adult audience.
MUSIC: popular. NEWS: at :60. Weather at :30. 7/14/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Charles M. Monti.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 25a, 26, 28a, 29b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
Eff————Rec'd 11/27/74.

6. SPOT ANNOUNCEMENTS

Ea:	10 sec	30 sec	1 min
1 x	2.00	3.50	6.00
100 x	1.50	3.25	5.50
200 x	1.00	3.00	5.00

Submitted by Charles Monti.

(Jefferson City continued on next page)

KLIK

1959

Media Code 4 226 2550 0.00

KLIK Radio 950, Inc., Box 414, Madison & Atchison Sts., Jefferson City, Mo. 65101. Phone 314-634-2950.

STATION'S PROGRAMMING DESCRIPTION

KLIK: Programmed for adults and young adults. NEWS: 2/3 local & regional, 1/3 national & international, 5-min at :60, 15 min at 7 am, 12:15 & 5:15 pm. 3-man news department. Editorialize weekly, 10-min sportscast at 7:20 am, 5:05 & 10:05 pm. SPORTS: 2 min reports at :30. Pro baseball & football, university football, basketball and high school football & basketball. Housewife oriented talk programs 9:30-11:15 am including telephone-talk show 10:05-10:55 am. FARM: 6-7 am with farm director delivering news, docket items, markets, interviews and weather. FARM: 11:30 am-1 pm including the above plus future's market. MUSIC: all general popular, with selected current hits. Million sellers twice hourly. 7:30 pm-12M rock-n-roll. Telephone quiz 7:30 am, town crier 9:05 am with calendar items hourly. Trading post 11:45 am & hospital reports 3:45 pm. Contact Representative for further details. Rec'd 3/4/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Stan G. Grieve.
Program Director—Dale Duncan.
2. REPRESENTATIVES
Avery-Knodel, Inc.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 950 kc.
Non-directional days, directional nights.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10d, 14d.
Basic Rates: 23a, 24a, 24c, 25c, 29a.
Contracts: 40a, 45, 47a.
Comb.; Cont. Discounts: 60f, 60l.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
FM facilities: KJFF (FM).
Affiliated with American Contemporary Network.

TIME RATES
No. 5 Eff 1/1/74—Rec'd 2/4/74.
AAA—Mon thru Sat 6-8 am & 11:30 am-1 pm.
AA—Mon thru Sat 7:30-10 am & 4-7 pm.
A—Mon thru Sat 10-11:30 am, 1-4 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA			
PER WK:	1 ti	6 ti	12 ti
1 min	22	20	18
30 sec	18	16	14

AM/FM COMBINATION CLASS AA	1 min			20/30 sec		
PER WK:	1 wk	26 wk	52 wk	1 wk	26 wk	52 wk
6 ti	18	16	15	16	14	13
12 ti	15	14	13	13	12	11
18 ti	14	13	12	12	11	10
24 ti	13	12	11	11	10	9
CLASS A						
6 ti	15	13	12	13	11	10
12 ti	13	12	11	11	10	9
18 ti	12	11	10	10	9	8
24 ti	11	10	9	9	8	7

AM or FM only: 80% of applicable 1-min.

7. PACKAGE PLANS

AM ONLY
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14	12	11	10
30 sec	12	10	9	8

8. PROGRAM TIME RATES
AM ONLY

PER	1/2 hr				1/4 hr			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 ti..	100	85	75	70	70	58	54	50
5 ti..	85	70	65	60	64	52	48	40
6 ti..	75	60	55	50	56	46	42	32
					5 min			
1 ti					48	36	34	30
5 ti					42	30	28	25
6 ti					38	28	26	22

Farm Time—AM only, extra 5.00.

KWOS

1937

Subscriber to the NAB Radio Code

Media Code 4 226 2635 0.00

KWOS, Inc., Monroe at Capital, Box 478, Jefferson City, Mo. 65101. Phone 314-636-3137.

STATION'S PROGRAMMING DESCRIPTION

KWOS: Programmed for adults, young adults and teens.

NEWS: 20% local and regional, 10% network national and international, 10% 15 min news at 7 am, 12:30 pm, 5:30 pm. Otherwise 5 min every 30 min. 2 man news staff. MUSIC 65%: middle-of-the-road, except 3-5 pm when rock and roll is used. Country and western 5:30-7 am. AIR PERSONALITIES handle all segments. SPORTS 10%: all live major league baseball home and away, live college football, local play-by-play basketball and football. FARM 5%: county agent reports, livestock markets and rural interest features. County fair remotes. Sat and Sun music primarily middle-of-the-road. Public affairs and serious music programmed Sun night. Rec'd 8/14/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—William B. Natsch, Jr.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60l, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with KBS.
Affiliated with CBS.
Member: Missouri Radio Network, Brownfield Network.

TIME RATES
No. 10 Eff 6/1/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	385x	500x
1 min	7.75	7.50	7.15	6.75	6.15	5.60	5.30	5.00
30 sec	6.75	6.25	5.75	5.00	4.70	4.35	4.00	3.70

7. PACKAGE PLANS

10 DAYS/LESS—ROS	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	7.50	6.25	5.50	5.00	4.50
30 sec	5.75	4.50	4.00	3.75	3.40
10 sec	----	2.50	----	----	2.25

ROS:	10 sec
1+	2.75
195 x in 13 wk (15 per wk average)	2.00
325 x in 13 wk (25 per wk average)	1.55

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/4 hr	33.00	27.00	23.50	19.00	16.00	12.50
10 min	30.00	22.00	19.00	16.00	14.00	11.50
5 min	20.00	15.00	13.50	12.00	9.75	8.50

JOPLIN (4 AM; 2 FM)

Plus 1 paid cross reference.
Jasper County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KFSB

1948

Subscriber to the NAB Radio Code

Media Code 4 226 2720 0.00

J. R. Broadcasting Co., Box 1395, 2620 Dogwood Rd., Joplin, Mo. 64801. Phone 417-624-1310.

STATION'S PROGRAMMING DESCRIPTION

KFSB: MUSIC: Contemporary top 40. NEWS: local at :60, network at :30, mobile unit, traffic reports. SPORTS: local & regional daily at 7:10 & 8:10 am, 5:10 & 5:41; network at :45 wknds. FARM: news & stock market 6:20 & 11:30 am; county agent report noon Sat. FEAURES: school lunch menus, community bulletin, state employment service, lost & found pet reports, weather at :15 & :45; audience promotions & contest. RELIGION: Sun am. Contact Representative for further details. Rec'd 10/4/73.

1. PERSONNEL
Pres. & Sales Mgr.—Richard D. Chegwin.
Exec. Vice-Pres. & Gen'l Mgr.—John C. David.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
St. Louis—Bruce Schneider & Co.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc.
Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12i, 13i, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42b, 42c, 44a, 44b, 45, 46, 47d, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60l, 61c, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 6 Eff 12/1/69—Rec'd 11/3/69.

6. SPOT ANNOUNCEMENTS

	156x	312x	624x
1 min	9	8	7
30 sec	6	5	4

7. PACKAGE PLANS

PER WK, EA:	10 ti	15 ti	20 ti	30+
1 min	9.50	8.50	8.00	7.00
30 sec	6.75	6.00	5.75	5.00

Submitted by Richard D. Chegwin.

Buying Joplin?
Don't overlook Carthage!
KDMO KRGK fm
Farm/Talk/Personality MOR Beautiful Music
Tops in Jasper county, Joplin's home county:
KDMO #1 Station, KRGK #1 FM; Listeners 12+
(Circ. Pulse, '71-'72, Jasper Co., M/F 6am-7pm, shares)
Members: Missouri Net Farm & News Network
KDMO KRGK fm
Carthage, Mo.
Advertisement

Carthage Broadcasting Co., The Radio House Box 426, Carthage, Mo. 64836. Phones: 417/358-6054, 2648.
PERSONNEL: General Mgr.—Ronald L. Petersen.
REPRESENTATIVES: Call station collect.
FACILITIES:
KDMO—1,000 w. days, 250 w. nights; 1490 khz. Non-directional. Operating schedule: 5:00 am-11 pm CST. Partial simulcast operation. Simulcast 5-9 am & 5-11 pm.
KRGK (FM)—EBP 3,000 w. (horiz.), 3,000 w. (vert.), 104.9 mhz. Operating schedule: 5 am-11 pm CST. Antenna ht.: 155 ft. above average terrain. Partial simulcast operation. Operated separately 9 am-5 pm.
AGENCY COMMISSION:
15% net to recognized agencies on time only.

TIME RATES
Eff 12/15/73—Rec'd 12/26/73.

SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	11 ti	16 ti	21 ti
1 min	5.75	5.60	5.40	5.10	4.80

30 sec: 80% of 1-min. 10 sec: 50% of 1 min.

KOAM

PITTSBURG, KANSAS

City of license, Pittsburg, Kansas.
Considered by NBC as their Joplin, Mo. outlet.
See listing under Pittsburg, Kansas.

KODE

1946

CBS Radio Network

Represented by

PRO / Meeker Radio

Subscriber to the NAB Radio Code

Media Code 4 226 2805 7.00

Gilmore Broadcasting Corp., 3001 W. 13th St., Joplin, Mo. 64801. Phone 417-624-4333. TWX 910-774-4516.

STATION'S PROGRAMMING DESCRIPTION

KODE: MUSIC: hit parade. NEWS: network at :60, local at :30. Radio-equipped news cars, radar unit, 6 man news team. Public service, weather reports, pet report, fishing tips & report. SPORTS: major league baseball, university & high school football & basketball. Regular daily reports by sports director. FARM: early morning farm news & weather report, noon farm report & stockyards report. Public affairs programming weekly & weekly editorials. Contact Representative for further details. Rec'd 7/3/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert E. Lee.
Sales Manager—Steve Walker.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30-1 am. CST.
4. AGENCY COMMISSION
15%, no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with CBS and KBS.
Member: Farm Radio Network, Missouri Radio Network, Magic Circle Network.

TIME RATES
No. 6 Eff 6/1/73—Rec'd 10/26/73.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	52x	104x	260x	500x	1000x
1 min	8.60	8.20	7.80	7.00	6.30	5.30
30 sec	6.45	6.15	5.75	5.15	4.75	3.95

10/15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	15 ti	25 ti	50 ti	100 ti
1 min	8.10	7.70	6.95	5.90	5.25
30 sec	6.10	5.75	5.20	4.40	3.90

10/15 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	60.00	54.00	51.00	48.00	45.00	42.00
1/2 hr	38.00	34.20	32.30	30.40	28.50	27.40
1/4 hr	25.00	22.50	21.25	20.00	18.75	17.50
5 min	15.00	13.50	12.75	12.00	11.25	10.50

KPCG

1974

Media Code 4 226 2847 9.00

Pentecostal Church of God of America Inc., Box 212, 602 Main, Joplin, Mo. 64801. Phone 417-781-8800.

STATION'S PROGRAMMING DESCRIPTION

KPCG: Programmed for families.

MUSIC 66%: 60% gospel & religious plus 3 hrs. per week classical. Religious & educational talk programs 30%. Music programming includes standards, instrumental, symphonic & gospel. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60, 2 15-min per day plus 1 30-min at 5:30 pm, includes local, community, UPI, church news, sports, weather & farm. Contact Representative for further details. Rec'd 6/13/75.

1. PERSONNEL
General Manager—Aaron Wilson.
Prog. Dir. & Chief Engr.—David F. Reeder.
National Sales Manager—Jacquie Seroy.
2. REPRESENTATIVES
ADventures, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 440 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 12a, 13a, 14a.
Basic Rates: 20a, 21b, 22a, 24b, 28a, 30.
Contracts: 40a, 42b, 45, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.
Cancellation: 70b, 71a, 72, 73a.
Prod. Services: 81, 82.

TIME RATES
No. 2 Eff ——— Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	500x	1000x
1 min	8.00	7.00	6.00	5.50	5.00	4.75
30 sec	6.00	5.00	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

	Per wk			Per mo	
	10 ti	25 ti	50 ti	100 ti	200 ti
1 min	7.50	6.35	5.30	5.00	4.00
30 sec	5.50	4.60	3.80	3.50	3.00

8. PROGRAM TIME RATES

	1x	26x	52x	260x	312x
1 hr	55	50	45	40	36
1/2 hr	40	35	30	27	24
1/4 hr	30	25	20	(*)	15

(*) 17.50.

10. SPECIAL FEATURES
NEWSCASTS
3 ti, per wk, ea 10 30 ti, per mo, ea 8
Incl open & close, plus 1 1-min spot.

KQYX

1962

Media Code 4 226 2890 9.00

William B. Neal Broadcasting Co., Box 152, 2510 W. 20th St., Joplin, Mo. 64801. Phone 417-781-1313.

STATION'S PROGRAMMING DESCRIPTION

KQYX: Programmed for general interest.

AIR PERSONALITIES handle all segments. NEWS: at :55, mobile news reports each hour, news headlines at :28, 6 am-sign-off top 40 music. 3:30 pm interviews. 5 pm sports show. SPORTS: all local high school and college football and basketball games as broadcast schedule permits. Contact Representative for further details. Rec'd 6/17/68.

1. PERSONNEL
Pres. & Sta. Mgr.—William B. Neal.
National Sales Manager—Claud Taylor.
2. REPRESENTATIVES
Gert Bunchez and Associates.
3. FACILITIES
10,000 w.; 1560 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11e, 12a, 13e, 14e, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30, 32a, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KSYN (FM).
Affiliated with American Contemporary Network.
Member: Gert Bunchez & Associates Group.

TIME RATES
Eff 3/1/70—Rec'd 3/6/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	500x	1000x
1 min	8.00	7.00	6.00	5.00	4.50
30 sec	6.00	5.00	4.00	3.50	3.00
10 sec	5.00	4.00	3.00	2.25	2.00

7. PACKAGE PLANS

PER WK:	50 ti	75 ti	100 ti
1 min	6	5	4

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	Ea	PER MO:	Ea
3 x	10	30 x	8

KSYN (FM)

1960

Media Code 4 226 2875 8.00

William B. Neal Broadcasting Co., Box 152, 2510 W. 20th St., Joplin, Mo. 64801. Phone 417-781-1313.

See affiliated AM station for additional information.
AM facilities: KQYX.

STATION'S PROGRAMMING DESCRIPTION

KSYN (FM): Programmed for general interest.

AIR PERSONALITIES handle all segments. NEWS: network news at :15. MUSIC: middle-of-the-road 6 am-7 pm, top 40 7 pm-12:05 am. Public service programs 6:15-9:45 am. SPORTS: local high school and college football and basketball games. Contact Representative for further details. Rec'd 11/24/69.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.5 mc.
Operating schedule: 6 am-midnight daily. CST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Member: Gert Bunchez & Associates Group.

TIME RATES
Eff ——— Rec'd 5/4/70.

6. SPOT ANNOUNCEMENTS

EA:	1x	52x	104x	500x	1000x
1 min	7.00	6.00	5.00	4.00	3.75
30 sec	5.00	4.00	3.00	2.50	2.25
10 sec	4.00	3.00	2.25	2.00	1.75

7. PACKAGE PLANS

PER WK:	50 ti	75 ti	100 ti
1 min	5.00	4.00	3.00

8. PROGRAM TIME RATES

	1x	25x	50-100
1 hr	55	50	45
1/2 hr	40	35	30
1/4 hr	30	25	20

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS
3 ti, per wk, ea 10 30 ti, per mo, ea 8

WMBH

1927

AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code

Media Code 4 226 3060 8.00

Big Chief Broadcasting Co., of Missouri, Inc., Box 608, 13th & Monroe, Joplin, Mo. 64801. Phone 417-623-1450.

1. PERSONNEL
President—L. M. (Jack) Beasley.
General Manager—William A. Searle.
Sales Manager—Nelson Chandler.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

(This listing continued on next page)

Joplin—W M B H—Continued

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5. 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 31, 32b.
Contracts: 40a, 40c, 41, 42b, 42d, 43, 44b, 46, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60h.
Cancellation: 70b, 70d, 71b, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 8 Eff 12/1/74—Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS
SPECIFIED DRIVE TIME
(Mon thru Fri 6:30-9 am, 11:30 am-1 pm & 3:30-6:30 pm.)

PER WK:	1 wk 6 ti	1 wk 12 ti	1 wk 24 ti	1 wk 6 ti	13 wk 12 ti	13 wk 18 ti	13 wk 24 ti
1 min	7.60	7.20	7.00	6.80	7.10	6.70	6.50	6.30
30 sec	6.50	6.10	5.90	5.70	6.00	5.60	5.40	5.20
15 sec	4.00	3.60	3.40	3.20	3.50	3.10	2.90	2.70
	26 wk				52 wk			
1 min	6.70	6.30	6.10	5.90	6.40	6.00	5.80	5.60
30 sec	5.60	5.20	5.00	4.80	5.30	4.90	4.70	4.50
15 sec	3.20	2.80	2.60	2.40	2.90	2.50	2.30	2.10

ROS

PER WK:	1 wk 1 min	1 wk 30 sec	1 wk 15 sec	13 wk 1 min	13 wk 30 sec	13 wk 15 sec
6 ti	6.80	5.70	3.30	6.30	5.20	2.80
12 ti	6.40	5.30	2.90	5.90	4.80	2.40
18 ti	6.20	5.10	2.70	5.70	4.60	2.20
24 ti	6.00	4.90	2.50	5.50	4.40	2.00
36 ti	5.50	4.40	2.20	5.00	3.90	1.90
	26 wk			52 wk		
6 ti	5.90	4.80	2.40	5.60	4.50	2.10
12 ti	5.50	4.40	2.00	5.20	4.10	1.70
18 ti	5.30	4.20	1.80	5.00	3.90	1.50
24 ti	5.10	4.00	1.60	4.80	3.70	1.30
36 ti	4.60	3.50	1.30	4.30	3.20	1.00

7. PACKAGE PLANS

PLAN:	TI:	WK:	1 min 30 sec	15 sec
Grand Prize	200	4	1100	720	440
Silver Saddle	150	3	825	544	330
Jasper Stampede	100	2	550	363	220
1927 Special (*) 262.50.	75	1	399	(*)	160

Approx 20% of Saturation spots would be logged during specified drive times.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/2 hr	38.00	36.10	34.20	32.30	30.40	28.50	26.60
1/4 hr	25.00	23.75	22.50	21.25	20.00	18.75	17.50
5 min	15.00	14.25	13.50	12.75	12.00	11.25	10.50

Submitted by Nelson Chandler.

KANSAS CITY (10 AM; 9 FM)

(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

Kansas City, Mo., Jackson County—Map Location C-3
Kansas City, Kans., Wyandotte County—Map Location C-3
Independence, Mo., Jackson County—Map Location C-3.
Liberty, Mo., Clay County—Map Location C-3.
Fairway, Kans., Johnson County — Map Location L-3.
Merriam, Kans., Johnson County—Map Location L-3.
Mission, Kans., Johnson County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	65	51	65	54
B	55	42	54	51
C	54	41	54	32
D	48	39	46	28
AVERAGE	56	43	55	41

KAYQ

1971
KANSAS CITY, MO.

CBS Radio Network

Media Code 4 226 3100 2.00
Broadcasting, Inc., 424 Nichols Rd., Country Club Plaza, Kansas City, Mo. 64112. Phone 816-753-7707.
Mailing address: Ron Kight, 424 Nichols Rd., Kansas City, Mo. 64112.

STATION'S PROGRAMMING DESCRIPTION
KAYQ: Programmed for adults.
MUSIC: MOR & hit standards. Consistent on-the-air contests & audience participation. NEWS: network at :60. Weather every quarter hr. COMMERCIAL POLICY: 11 minutes per hour. Contact Representative for further details. Rec'd 2/25/75.

1. PERSONNEL
President—Ed Scott.
General Manager—Ron Kight.
Operations Manager—Jon Reed.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights: 1190 kc. Directional nights only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5.
Rate Protection: 10e, 14e.
Basic Rates: 20a.
Contracts: 40c, 42a, 45, 46.
Comb.; Cont. Discounts: 60b.
Cancellation: 70b, 70c.
Prod. Services: 80.
Affiliated with CBS.

TIME RATES
No. 1 Eff 1/1/72—Rec'd 1/21/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti
CLASS AAA					
1 min	25	23	21	19	17
30 sec	20	19	17	15	14
CLASS AA					
1 min	23	21	19	17	15
30 sec	19	17	15	14	12
CLASS A					
1 min	21	19	17	15	13
30 sec	17	15	14	12	11

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec
14 ti (4AAA, 5AA, 5A)	19	17
21 ti (7AAA, 7AA, 7A)	17	14
28 ti (9AAA, 9AA, 10A)	15	12
35 ti (11AAA, 12AA, 12A)	13	10

Within 7 consec days.

ANNUAL BULK RATES

PER YR:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
500 x	17	14	15	12	13	11
1000 x	15	12	13	10	11	9

Within 52 consec wks.

ROS—BTA

PER WK, EA:	1 min	30 sec
60 ti, preemptible	10	8

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.
Scheduled at :30 & :60, includes open, close plus 1 1-min spot.

KBEA

1957
MISSION, KANS.

News & Beautiful Music

Media Code 4 226 3145 7.00
KBEA Broadcasting Co., Box 1347, Mission, Kans. 66222. Phone 913-432-1480.

STATION'S PROGRAMMING DESCRIPTION
KBEA: Programmed for adults 18 & over.
MUSIC: MOR albums interspersed with general popular hits. NEWS: emphasis on news & commentary, 3 hour block 6:30-9:30 am, 1 hour block at noon & 5-6 pm. Network news at :60 & :30, local news at :35. Network commentary. SPORTS: headlines with commentator 6:45, 7:15, 7:45, 8:15, 8:45 am, 12:25, 5:15 & 5:45 pm. College football & basketball. Contact Representative for further details. Rec'd 7/29/75.

1. PERSONNEL
President—Robert P. Ingram.
General Manager—Jay Tschirner.
Program Director—John Haseltine.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1460 kc.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11d, 12g, 13g, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60h, 60e, 60i, 61c, 62b, 62d.
Cancellation: 70h, 70e, 71a, 72, 73a, 73b.
Affiliated with NBC & MBS.
Member: Missourinet.

TIME RATES
Eff 10/1/73—Rec'd 10/3/73.
A—Mon thru Fri 6-9 am & 4-7 pm.
B—Mon thru Sun 9 am-4 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
1 ti	24	21	19	16	16	14
12 ti	21	19	16	14	14	12
24 ti	20	16	15	13	13	11
36 ti	19	15	14	12	12	10
48 ti	18	14	13	11	11	9

7. PACKAGE PLANS

PER WK, TAP:	1 min	30 sec
12 ti (5A, 5B, 2C)	16	14
24 ti (10A, 10B, 4C)	15	13
36 ti (15A, 15B, 6C)	14	12
48 ti (20A, 20B, 8C)	13	11

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	120.00	105.00	97.50	90.00	82.50	78.75
1/2 hr	90.00	75.00	71.25	67.50	63.75	60.00
1/4 hr	60.00	52.50	49.50	46.50	43.50	40.50
5 min	33.00	28.50	27.00	25.50	24.00	21.00

Submitted by Robert P. Ingram.

KBEQ (FM)

1961
KANSAS CITY, MO.

METRO RADIO SALES

RAB NAFMB

Media Code 4 226 3160 6.00
KBEQ, Inc., 3100 Broadway, Suite 111, Kansas City, Mo. 64111. Phone 816-531-2535. TWX 910-771-2051.

STATION'S PROGRAMMING DESCRIPTION
KBEQ (FM): Programmed for ages 12-49.
MUSIC: Blending of current and recent hits. Year-round contests. NEWS: at :30. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 7/26/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mark L. Wodlinger.
Ass't Gen'l & Nat'l Sales Mgr.—J. D. Williamson.
Vice-President—Connie J. Wodlinger.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
ERP 50,000 w.; 104.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 953 ft. above average terrain.

4. AGENCY COMMISSION
15%.

TIME RATES
No. A Eff 8/1/74—Rec'd 7/26/74.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun 6-10 am.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	60	48	46	38	40	32
6 ti	58	46	44	36	38	30
12 ti	54	43	42	34	36	28
18 ti	---	---	40	32	34	26

C: 50% of 1-min B.
Spots must rotate. Spots rotated on 3 days or less received one ti rate. 30-sec subject to availability.

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS

	1 min	30 sec
14 ti (3AA, 4A, 3B, 4C)	414	345
21 ti (4AA, 7A, 4B, 6C)	580	480
28 ti (5AA, 10A, 5B, 8C)	726	595

Preemptible, scheduled over 7 day period & rotate.
WCP do not contribute to WCP for further wkly frequency.
WCP combinable with min & 30-sec to earn wkly frequency discounts.
Min & 30-sec combinable to earn wkly frequency discount.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Expenditures of 125.00+ per wk qualify.
Edited by Mark L. Wodlinger.

KBIL

1967
LIBERTY

Media Code 4 226 3175 4.00
S & M Investments, Inc., Box 1140, Kansas City, Mo. 64068. Phone 816-781-6600.

STATION'S PROGRAMMING DESCRIPTION
KBIL: Programmed for adult listeners.
Emphasis on personalities. MUSIC: country format, current popular singles & best of oldies. SPORTS: 2 min at :30. NEWS: 5 min at :60, local, national & international. WEATHER: at :15 & :45. Sun: Religious programming AM. Rec'd 4/19/71.

1. PERSONNEL
President—Mack Sanders.
Vice-Pres. & Gen'l Mgr.—M. Crawford Clark.
Sales Manager—Joe Bowen.

3. FACILITIES
500 w.; 1140 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; time only; 10 days after billing.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25c, 28a, 28c, 29a, 30, 31, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 51b, 51e.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff ——Rec'd 4/19/71.

6. SPOT ANNOUNCEMENTS
SECTION I—WEEKLY FIXED 6-9 AM & 4-6 PM

PLAN:	1	6	12	18	24	30	36	48
1 min.	15.00	14.00	12.75	11.75	10.75	9.75	8.75	7.75
30 sec.	12.00	11.25	10.25	9.40	8.60	7.80	7.00	6.20
ID's	7.50	7.00	6.40	5.90	5.40	4.90	4.40	3.90
SECTION II—WEEKLY ROS								
1 min.	12.00	11.00	10.00	9.00	8.25	7.50	6.75	6.00
30 sec.	9.60	8.80	8.00	7.20	6.60	6.00	5.40	4.80
ID's	6.00	5.50	5.00	4.50	4.15	3.75	3.40	3.00

KCCV

1947
INDEPENDENCE, MO.

Media Code 4 226 3230 7.00
KWT, Inc., 43 Concourse Bldg., Blue Ridge Center, Kansas City, Mo. 64133. Phone 816-353-8600.

STATION'S PROGRAMMING DESCRIPTION
KCCV: Programmed for adults.
6 am-2 pm, gospel music, sermons, news & weather. 2-3 pm public affairs talk show with guests and listener participation. 3-7 pm, Gospel music, traffic reports, news and drama. Rec'd 2/28/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard P. Bott.
Operations & Prog. Dir.—Benton Weiss.

3. FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 23b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 61a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Cigarette advertising unacceptable.

TIME RATES
Eff 2/1/71—Rec'd 2/23/72.

6. SPOT ANNOUNCEMENTS
1 min, flat 10 30 sec, flat 8
CONTRACT DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	120	75	45

10. SPECIAL FEATURES
5-min newscast, ea 30

KCEZ

1948
KANSAS CITY, MO.

EASTMAN RADIO, INC.

All Beautiful Music

NAB RAB

A Meredith Owned Station
Subscriber to the NAB Radio Code
Media Code 4 226 3325 5.00
KCEZ, Broadcasting Division—Meredith Corp., 125 E. 31st St., Kansas City, Mo. 64108. Phone 816-531-6789. TWX 910-771-3112.
See affiliated AM station for additional information. AM facilities: KCMO.

STATION'S PROGRAMMING DESCRIPTION
KCEZ: Programmed for adults 25-49.
MUSIC: general popular, mostly instrumental. NEWS: summaries at :60 & am-midnight. COMMERCIAL POLICY: maximum 7 units per hour in 4 clusters; minimum 4 non-commercial hours per day. Contact Representative for further details. Rec'd 6/7/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Steve Shannon.
Sales Manager—Lew Campbell.
Program Director—George Stump.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w., circular; 94.9 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 1,057 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KCMO. See that listing for rates.

TIME RATES
No. 7 Eff 4/1/75—Rec'd 5/29/75.
Mornings—Mon thru Sun 5:30-10 am.
Daytime—Mon thru Sun 10 am-7 pm.
Evenings—Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

	Mornings 1 min	Mornings 30 sec	Daytime 1 min	Daytime 30 sec	Evenings 1 min	Evenings 30 sec
15 ti	22	18	30	24	17	14
10 ti	24	20	33	27	19	15
5 ti	27	22	36	30	21	17

7. PACKAGE PLANS
TAP—1/5 MORNING, 2/5 DAYTIME, 2/5 EVENING

7 DAY ROTATION:	20 ti	15 ti	10 ti	5 ti
1 min	18	19	23	24
30 sec	15	16	19	20

4-6 day rotation, extra 1.00; 3 days/less, extra 2.00.
Edited by Steve Shannon.

KCKN and KCKN-FM

1925 1963
KANSAS CITY, KANSAS

KAYE-SMITH RADIO

NAB RAB

Subscriber to the NAB Radio Code
Sold in Combination Only: Programmed Separately.
Media Code 4 226 3420 4.00
Kaye-Smith Radio, Box 1165, 4121 Minnesota Ave., Kansas City, Kans. 66117. Phone 913-321-3200.

STATION'S PROGRAMMING DESCRIPTION
KCKN: MUSIC: modern country, all country hits as tabulated each week by survey of retail record sales at several locations interspersed with hits are country classics, albums selections. NEWS: AP, direct wire & audio line to weather bureau, news staff, area police department teletype plus police monitor receivers & mobile news units. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
Executive Director—Lester M. Smith.
Station Manager—Glen M. George.
Sales Manager—Gary Reames.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 465 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 12g, 14g.
Basic Rates: 20a, 22b, 23a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
KCKN and KCKN-FM COMBINATION
No. 14 Eff 6/1/71—Rec'd 5/24/71.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
B—Mon thru Sun 7 pm-6 am; Sun 6 am-8 pm.

6. SPOT ANNOUNCEMENTS
KCKN and KCKN-FM COMBINATION

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	45	36	40	32	25	20
6 ti	40	32	35	28	22	18
12 ti	38	30	32	26	20	16
18 ti	35	28	29	23	18	14
24 ti	32	26	26	21	16	12

All spots combine for frequency discounts.
ID's 50% of 1-min.

(This listing continued on next page)

7. PACKAGE PLANS
KCKN and KCKN-FM COMBINATION
TOTAL AUDIENCE PLAN
(1/3AA, 1/3A, 1/3B)

PER WK, EA:	12 ti	18 ti	24 ti
1 min	28	26	24
30 sec	23	21	19

KCMO
1936
KANSAS CITY, MO.

EASTMAN RADIO, INC.

Adult Contemporary

NAB RAB

A Meredith Owned Station
Subscriber to the NAB Radio Code
Media Code 4 226 3570 6.00
KCMO, Broadcasting Division—Meredith Corp., 125 E. 31st St., Kansas City, Mo. 64108. Phone 816-531-6789. TWX 910-771-3112.

STATION'S PROGRAMMING DESCRIPTION
KCMO: Programmed for adults 18-49.
MUSIC: popular & recent established hits. AIR PERSONALITIES. Regular on-air contests & audience participation promotions & promotion projects.
NEWS: 6 reporter/newscasters, 1 reporter/writer. Radio-equipped mobile units, plus walkie-talkies. News twice hourly in drivetimes plus live police dept. traffic reports. News once hourly other times. Bulletins anytime. Mini-documentaries & editorials. Network news commentator twice daily, once Sat.
SPORTS: 5 programs daily in drivetime & noon hour, 4 on Sat. Professional & university football.
FARM: farm director reports live 5-6 am & noon hour. Contact Representative for further details.
Rec'd 4/28/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Steve Shannon.
General Sales Manager—Wally Ranck.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 810 kc.
Directional—night only.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21d, 22b, 23a, 24b, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b.
Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KCEZ.
Affiliated with Eastman Radio Network.
Affiliated with American Entertainment Network.
Affiliated with MBS.

TIME RATES
KCMO/KCEZ COMBINATION
No. RC 1A Eff 11/1/74—Rec'd 10/28/74.
AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	65	52	50	40	40	32
12 ti	60	48	45	36	35	28
18 ti	55	44	40	32	30	24
24 ti	50	40	37	30	27	22

AM only: Deduct 10%.

10. SPECIAL FEATURES
AM ONLY
FARM TIME—MON THRU SAT 5-6:30 AM & 11:45-1 PM

PER WK:	5 min	1 min	30 sec
1 ti	100	65	52
5 ti	90	60	48

KMBR (FM)
1962
KANSAS CITY, MO.

Bonneville International Corporation

AVCO RADIO SALES

Bright Beautiful Music

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 226 3655 5.00
A Division of Bonneville International Corp., Box 98, Kansas City, Mo. 64141. Phone 913-236-9800. TWX KC 910-743-6894.
See affiliated AM station for additional information.
AM facilities: KMBZ.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald E. Bybee.
National Sales Manager—J. Walter Beethoven.
Local Sales Manager—Bill Goetze.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mc.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 950 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Avco Group Plan.
Sold in combination with KMBZ. KMBZ day part categories apply. See that listing for rates.

TIME RATES
No. 10 Eff 5/1/75—Rec'd 5/5/75.
A—Mon thru Fri 6-10 am & 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
C—Mon thru Sun 7 pm-1 am; Sun 6 am-7 pm.
D—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
1 ti	50	40	40	32	24	19
6 ti	45	36	36	30	22	18
12 ti	40	32	32	26	20	16
18 ti	36	30	30	24	18	15
24 ti	32	26	28	22	16	13

D: Flat, combinable, 1 min 8.00; 30 sec 6.00.

7. PACKAGE PLANS
WEEKLY PLANS—1/3A, 1/3B, 1/3C

	1 min	30 sec
Plan A, 12 ti	324	276
Plan B, 18 ti	450	360
Plan C, 24 ti	552	432
Plan D, 36 ti	720	576

Priority 2 plans wkly.
Edited by J. Walter Beethoven.

KMBZ
1921
KANSAS CITY, MO.

Bonneville International Corporation

AVCO RADIO SALES

Personality MOR

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 3740 5.00
A Division of Bonneville International Corp., Box 98, Kansas City, Mo. 64141. Phone 913-236-9800. TWX KC 910-743-6894.

1. PERSONNEL
President—Donald E. Bybee.
General Manager—Walton M. Lochman.
National Sales Manager—Wally Beethoven.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
5,000 w.; 980 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 5, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates 23a.
Contracts: 40c, 46.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70e, 73a.
RATE PROTECTION: Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equalling weekly expenditures of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.
FM facilities: KMBR (FM).
Affiliated with Avco Group Plan.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. F Eff 11/1/74—Rec'd 11/6/74.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
C—Mon thru Sun 5-6 am & 7 pm-midnight; Sun 6 am-7 pm.
D—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AA	1 min A	1 min B	1 min C	30 sec AA	30 sec A	30 sec B	30 sec C
(*)	70	....	....	....	56	....	....	....
1 ti	....	55	46	23	....	44	37	18
6 ti	60	51	44	22	48	40	35	17
12 ti	55	46	39	20	44	37	32	16
18 ti	50	42	37	19	40	34	29	15
24 ti	45	38	34	17	36	31	27	13

D: Flat 10.00; combinable.
10 sec: 50% of 1-min.
(*) Specified AA only.
Combinable, with maximum 1/6 of spots in "AA"; if 1/6 maximum is exceeded, "specified AA only" rate applies to all "AA" spots.

7. PACKAGE PLANS
WEEKLY PLANS—1/6AA, 1/6A, 1/3B, 1/3C

	12 ti	18 ti	24 ti
1 min	438	612	740
30 sec	354	486	588

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

10. SPECIAL FEATURES
NEWS/FEATURES—13-WK MINIMUM CONTRACT

PER WK:	AA 1 ti	AA 4+	A 1 ti	A 4+	B 1 ti	B 4+
10 min	140	125	....	....	....	....
5 min	82	72	76	66	60	55

TRAFFIC COPTER—7:15-8:30 AM
1 per wk ..... 75 5 per wk 70
LEN DAWSON SPORTS—ROTATING
5 per wk at 3:40, 4:40, 5:40, 6:10 pm, ea 65

KMBZ/KMBR (FM) COMBINATION
No. 5 Eff 5/1/75—Rec'd 5/5/75.

6. SPOT ANNOUNCEMENTS

WK, 1 MIN:	(*)	1 ti	6 ti	12 ti	18 ti	24 ti
AA	120	105	95	85	77	....
A	....	95	86	78	70	65
B	....	85	75	67	62	57
C	....	45	40	37	33	30

(*) Specified AA only.
Combinable, with maximum 1/6 of spots in "AA"; if 1/6 maximum is exceeded, "specified AA only" rate applies to all "AA" spots.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

7. PACKAGE PLANS
WEEKLY FREQUENCY—1/6AA, 1/6A, 1/3B, 1/3C

PER WK, EA:	12 ti	18 ti	24 ti	30 ti
1 min	54	48	45	42

D: Flat 18.00.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
ROS within time classes. No further discounts.

CONVERSION
Higher to lower: 2 AA and/or A equal 3 B; 1 B equal 2 C. Lower to higher: 2 C equal 1B.
Edited by Wally Beethoven.

KPRS
1963
KANSAS CITY, MO.

Bernard Howard & Co., Inc.

Independent Black

Media Code 4 226 3782 7.00
KPRS Broadcasting Corp., Three Crown Center, Suite 118, Kansas City, Mo. 64108. Phone 816-471-2100.
See Affiliated AM station for additional information.
AM facilities: KPRT.

STATION'S PROGRAMMING DESCRIPTION
KPRS: Programmed for young audience.
MUSIC: modern rock, rhythm & blues. Network news. Contact Representative for further details.
Rec'd 10/29/74.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 450 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Balck Radio Network.

TIME RATES
Rates are identical to KPRT. See that listing.
Edited by Jay Carter.

KPRT
1949
KANSAS CITY, MO.

Bernard Howard & Co., Inc.

Independent Black

NAB

Media Code 4 226 3825 4.00
KPRS Broadcasting Corp., Three Crown Center, Suite 118, Kansas City, Mo. 64108. Phone 816-471-2100.

STATION'S PROGRAMMING DESCRIPTION
KPRT: Programmed for mature audience.
Religious music, church services, gospel & sacred programs in morning. Jazz, blues, big band oldies in afternoon. Network news. Contact Representative for further details. Rec'd 10/29/74.

1. PERSONNEL
President—Andrew R. Carter.
General Manager—John E. Carter.
Assistant General Manager—Bob L. Anderson.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
South—Bernard I. Ochs Co.

3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25a, 26, 27, 28c.
Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KPRS.
Affiliated with Mutual Black Network.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 10 Eff 11/15/74—Rec'd 10/29/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 wk	34	33	32	31	30	29	28	27
13 wk	33	32	31	30	29	28	27	26
26 wk	32	31	30	29	28	27	26	25
52 wk	31	30	29	28	27	26	25	24

30 SECONDS

1 wk	28	27	26	25	25	24	23	22
13 wk	27	26	25	24	24	23	22	21
26 wk	26	25	24	23	23	22	21	20
52 wk	25	24	23	22	22	21	20	19

10 sec: 60% of 1-min; not combinable.
10% discount, equal schedules on AM & FM.

8. PROGRAM TIME RATES
5 min—2x 1-min.
Edited by Jay Carter.

MISSOURI

KUDL
1953
FAIRWAY, KANSAS

STAFF BROADCASTING GROUP, INC.

Alan Torbet Associates, Inc.

Kuddle Gold

RAB

Media Code 4 226 3910 4.00
Kansas Broadcasting. 6230 Eby, Merriam, Kans. 66202. Phone 913-722-2866.

STATION'S PROGRAMMING DESCRIPTION
KUDL: MUSIC: popular—golden every other record, plus selections from top selling albums. Contact Representative for further details. Rec'd 12/6/71.

1. PERSONNEL
Senior Vice-President—Dick Oppenheimer.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Starr Broadcasting Group, Inc.: See Rep & S/O pages.

3. FACILITIES
5,000 w. days, 500 w. nights; 1380 kc.
Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 25a.
Contracts: 40c, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60g.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80.
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 5/15/75—Rec'd 6/18/75.

6. SPOT ANNOUNCEMENTS
1 MINUTE

SPECIFIED:	1 ti	6 ti	12 ti	18 ti	24 ti
Ea	25	21	19	16	13
BTA:					
Ea	....	19	16	12	10

30 sec: 80% of 1-min.

AM/FM COMBINATION

1 MINUTE:	12 ti	18 ti	24 ti
Ea	20.00	17.60	14.40

30 sec: 80% of 1-min.
Edited by M. E. (Doc) Fidler.

KUDL-FM
1959
KANSAS CITY-MERRIAM, KANS.

RAB

STAFF BROADCASTING GROUP, INC.

Alan Torbet Associates, Inc.

Media Code 4 226 3911 2.00
Starr Broadcasting Group of Kansas, Inc., 6230 Eby St., Merriam, Kans. 66202. Phone 913-722-2866.

STATION'S PROGRAMMING DESCRIPTION
KUDL-FM: MUSIC: Familiar progressive rock album cuts, oldies & Rock & Roll. Contact Representative for further details. Rec'd 7/31/72.

1. PERSONNEL
Senior Vice-President—Dick Oppenheimer.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Starr Broadcasting Group, Inc.: See Rep & S/O pages.

3. FACILITIES
ERP 100,000 w.; 98.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23b, 23a, 25a.
Contracts: 40c, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60g.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80.
Sold in combination with KUDL. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 5/15/75—Rec'd 6/18/75.

6. SPOT ANNOUNCEMENTS
1 MINUTE

SPECIFIED:	6 ti	12 ti	18 ti	24 ti	36 ti
Ea	20	18	15	12	....
BTA:					
Ea	18	15	12	10	8

30 sec: 80% of 1-min.
Submitted by M. E. (Doc) Fidler.

(Kansas city continued on next page)

Kansas City—Continued

KWKI (FM)

1957
KANSAS CITY, MO.

ABC-FM Spot Sales, Inc.

A Communications Fund, Inc. Station
Media Code 4 226 3850 0.00
FM Broadcasting Co., subsidiary of Communication Fund, Inc., 1732 Main, Kansas City, Mo. 64108. Phone 816-474-6400.

STATION'S PROGRAMMING DESCRIPTION
KWKI (FM): Programmed for young adults & teens. MUSIC: rock, solid gold, album cuts; 24 hr request lines. COMMERCIAL POLICY: 10 commercial minutes per hour. Contact Representative for further details. Rec'd 8/29/73.

1. PERSONNEL
President—Richard J. Miller.
General Manager—Arvie Bale.
Operations Manager—Chuck Gordon.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 83,000 w. (horiz.), 83,000 w. (vert.); 98.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a.
Contracts: 40a.
Affiliated with American FM Network.

TIME RATES
Eff 9/1/69—Rec'd 9/8/69.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

WKLY:	1 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA 1 MINUTE					
1 wk	22.00	21.00	20.00	19.00	18.00
13 wk	21.00	20.00	19.00	18.00	17.00
26 wk	20.00	19.00	18.00	17.00	16.00
46 wk	19.00	18.00	17.00	16.00	15.00
30 SECONDS					
1 wk	18.00	17.00	16.00	15.00	14.00
13 wk	17.00	16.00	15.00	14.00	13.00
26 wk	16.00	15.00	14.00	13.00	12.00
40 wk	15.00	14.00	13.00	12.00	11.00
10 SECONDS					
1 wk	12.00	11.50	11.00	10.50	10.00
13 wk	11.50	11.00	10.50	10.00	9.50
26 wk	11.00	10.50	10.00	9.50	9.00
40 wk	10.50	10.00	9.50	9.00	8.50
CLASS AA 1 MINUTE					
1 wk	19.00	18.00	17.00	16.00	15.00
13 wk	18.00	17.00	16.00	15.00	14.00
26 wk	17.00	16.00	15.00	14.00	13.00
40 wk	16.00	15.00	14.00	13.00	12.00
30 SECONDS					
1 wk	15.00	14.00	13.00	12.00	11.00
13 wk	14.00	13.00	12.00	11.00	10.00
26 wk	13.00	12.00	11.00	10.00	9.00
40 wk	12.00	11.00	10.00	9.00	8.00
10 SECONDS					
1 wk	10.50	10.00	9.50	9.00	8.50
13 wk	10.00	9.50	9.00	8.50	8.00
26 wk	9.50	9.00	8.50	8.00	7.50
40 wk	9.00	8.50	8.00	7.50	7.00
CLASS A 1 MINUTE					
1 wk	17.00	16.00	15.00	14.00	13.00
13 wk	16.00	15.00	14.00	13.00	12.00
26 wk	15.00	14.00	13.00	12.00	11.00
40 wk	14.00	13.00	12.00	11.00	10.00
30 SECONDS					
1 wk	13.00	12.00	11.00	10.00	9.00
13 wk	12.00	11.00	10.00	9.00	8.00
26 wk	11.00	10.00	9.00	8.00	7.00
40 wk	10.00	9.00	8.00	7.00	6.00
10 SECONDS					
1 wk	8.50	8.00	7.50	7.00	6.50
13 wk	8.00	7.50	7.00	6.50	6.00
26 wk	7.50	7.00	6.50	6.00	5.50
40 wk	7.00	6.50	6.00	5.50	5.00

KXTR (FM)

1959
KANSAS CITY, MO.

Media Code 4 226 3995 5.00
Southsound Broadcasting Association, 15501 Swearingen, Independence, Mo. 64050. Phone 816-257-4700.
Sales office: 2E 33rd St., Kansas City, Mo. 64111 Phone 816-531-7100.

STATION'S PROGRAMMING DESCRIPTION
KXTR (FM): Programmed for adults interested in fine arts.
MUSIC: Classical music 24 hours a day. Baroque, classic, romantic, modern, semi-classic. Featuring symphonies, chamber music, opera, choral, concertos, waltzes, marches. NEWS: 6:30, 7:30, 8:30 am; 12:30, 4:30, 5:30, 7:30, 10:30 pm. Stock market reports 4X daily. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
President—Gerald L. Daugherty.
General Manager—Paul Murphy.
Program Director—Keith Painton.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
Call Paul Murphy collect 816-531-7100.
3. FACILITIES
ERP 90,000 w.; 96.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 676 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 11c, 12b, 13b, 15b.
Basic Rates: 20a, 21a, 21c, 21d, 23a, 24a, 24b, 24c, 25a, 27, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50.
Comb.; Cont. Discounts: 60e, 60h, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 81, 83.
Member: The Groskin Group.

TIME RATES
No. 8 Eff 9/1/72—Rec'd 7/13/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

6. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	80	76	72	68	64	60	56
1/2 hr	60	57	54	51	48	45	42
1/4 hr	45	43	41	39	37	35	33
5 min	35	34	33	32	31	30	29

Edited by Paul Murphy.

KYYS

1961
KANSAS CITY, MO.

RAB

Taft Stations
Media Code 4 226 4037 5.00
Taft Broadcasting Co., Signal Hill, Kansas City, Mo. 64108. Phone 816-753-4567. TWX 910-771-2047.
See affiliated AM station for additional information.
AM facilities: WDAF.

STATION'S PROGRAMMING DESCRIPTION
KYYS: Contemporary album rock. Contact Representative for further details. Rec'd 11/25/74.

1. PERSONNEL
Sta. & Sales Mgr.—Ronald L. Voss.
Program Director—Max Floyd.
2. FACILITIES
ERP 100.00 w; 102.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 640 ft. above average terrain.
3. GENERAL ADVERTISING See coded regulations
Sold in combination with WDAF. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 7/1/75—Rec'd 7/25/75.
AAA—Mon thru Fri 3 pm-1 am; Sat 10 am-midnight.
AA—Mon thru Fri 5 am-3 pm; Sat 5-10 am; Sun all day.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
	12 ti	24 ti	36 ti	12 ti	24 ti	36 ti
1 min	22	20	18	20	16	14
30 sec	18	16	14	16	12	10

Submitted by John Roberts.

WDAF

1922
KANSAS CITY, MO.

RAB

Taft Stations
Media Code 4 226 4060 3.00
Taft Broadcasting Co., Signal Hill, Kansas City, Mo. 64108. Phone 816-753-4567. TWX 910-771-2047.

STATION'S PROGRAMMING DESCRIPTION
WDAF: Programmed for adults & young adults.
MUSIC: adult contemporary current & past hits. AIR PERSONALITIES handle all segments. NEWS: at :55 & :29; 5 man local news staff; 3 mobile units, airplane traffic reports in drive times. SPORTS: sportstalk show 9-10 pm M-F. 2-way talk show with air personality 10 pm-1 am M-Sat. Gardening show 6-8 am Sat. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
General Manager—Robert R. Fanning.
General Sales Manager—James B. Adams.
Program Director—Ross Reagan.
2. REPRESENTATIVES
Katz Radio.
Taft Stations: See Rep & S/O pages.
3. FACILITIES
5,000 w.; 610 kc. Non-directional.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12c, 13e, 14c, 15a, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 25a, 25b, 29b, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KYYS.
Affiliated with Katz Radio Network.
Affiliated with American Information Network.

TIME RATES
WDAF/KYYS COMBINATION
No. 38 Eff 7/1/75—Rec'd 7/25/75.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	65	63	61	59
AA	55	53	51	49
A	50	48	46	44
B	35	33	31	29

30 sec: 80% of 1-min.
10 sec: 50% of 1-min, AM only.
AM only: Deduct 15.00.
Submitted by John Roberts.

WHB

1922
KANSAS CITY, MO.

NAB RAB

A Storz Owned Station
Subscriber to the NAB Radio Code
Media Code 4 226 4165 4.00
Storz Broadcasting Co. 106 W. 14th St., Kansas City, Mo. 64105. Phone 816-221-8300.
Send continuity instructions to Operations Desk at above address.

1. PERSONNEL
Chairman-of-the-Board & President—Robert H. Storz.
General Manager—James H. Erwin.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 710 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 net charges for time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 24b, 24c, 25a, 25b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82
Affiliated with Blair Represented Network.

TIME RATES
No. 8 Eff 1/15/75—Rec'd 2/27/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sat 7-10 pm; Sat 6-10 am; Sun 10 am-7 pm.
B—Mon thru Sat 10 pm-1 am; Mon thru Sun 5-6 am; Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AA	A	B	AA	A	B
6 ti	70	56	39	56	45	31
12 ti	65	51	34	52	41	27
18 ti	60	48	31	48	38	25
24 ti	55	45	27	44	36	23

10. SPECIAL FEATURES

	4-1/2 min news			*2 min		
PER WK:	AA	A	B	AA	A	B
6 ti	85	66	51	70	56	39
12 ti	80	60	45	65	51	34
18 ti	75	57	41	60	48	29

(*) Headlines Scoreboard.
Newscast includes 1:20 spot. Headlines Scoreboard includes :50 spot.

KENNETT (2 AM; 1 FM)

Dunklin County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KBOA

1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 4250 4.00
KBOA, Inc., Box 509, Kennett, Mo. 63857. Phone 314-888-4616.

STATION'S PROGRAMMING DESCRIPTION
KBOA: Programmed for primarily rural adults.

1. PERSONNEL
Station Manager—John C. Mays, Jr.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
St. Louis—Bruce Schneider & Co.
3. FACILITIES
1,000 w. days; 830 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KTMO (FM).
Member: Missourinet.

TIME RATES
No. 5 Eff 7/1/74—Rec'd 6/6/74.

6. SPOT ANNOUNCEMENTS

	1x	32x	104x	156x	260x	312x	365x
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

KBXM

1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 4335 3.00
Hazel V. & Larry D. Miller, Box 569, North By-Pass, Kennett, Mo. 63857. Phone 314-888-5333.

1. PERSONNEL
General Manager—Larry Robinson.
2. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/15/72—Rec'd 3/21/73.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	500x	1000x
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	3.50	3.00	2.50	2.25	2.00

10 sec. flat 1.00.

10. SPECIAL FEATURES

	5 min	1/4 hr
Paul Harvey News	5.50	16.00
Howard Cosell Sports	5.00	------

KTMO (FM)

1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 4377 3.00
KBOA Inc., Box 509, Kennett, Mo. 63857. Phone 314-888-4991.
See affiliated AM station for additional information.
AM facilities: KBOA.

STATION'S PROGRAMMING DESCRIPTION
KTMO (FM): Modern country & big band swing.

1. PERSONNEL
Station Manager—Charlie Austin.
2. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 370 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Delta/Net.
Member: Brownfield Network, Missourinet.

TIME RATES
Eff 11/1/74—Rec'd 11/25/74.

6. SPOT ANNOUNCEMENTS

13 WK:	90 ti	180 ti	300 ti	650 ti
1 min	7.00	6.50	6.00	5.00
30 sec	5.00	4.50	4.00	3.00

KIRKSVILLE (1 AM; 1 FM)

Adair County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KIRX

1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 4420 3.00
Community Broadcasters, Inc., KIRX Bldg., Kirksville, Mo. 63501. Phone 816-665-3781.

1. PERSONNEL
General Manager—Sam A. Burk.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-11 pm. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KRXL(FM).
Affiliated with American Entertainment Network.

TIME RATES
No. 10 Eff 2/1/75—Rec'd 2/3/75.
AA—Mon thru Sat 6:29-8:05 am, 10:04-10:55 am & 11:59 am-1 pm.
A—Mon thru Sat 5-6:29 am, 8:05-10:04 am, 10:55-11:59 am & 1-11 pm; Sun 6 am-10 pm.

6. SPOT ANNOUNCEMENTS

PER YR, A:	1x	52x	156x	260+
1 min	9.70	8.65	7.50	6.40
30 sec	6.50	5.75	4.90	4.30

AA: 1x, A rate applies.
Submitted by Sam A. Burk.

KRXL (FM)

1967

NAB RAB

Media Code 4 226 4480 7.00
Community Broadcasters, Inc., Box 130, N. Hwy. 63 & 6, Kirksville, Mo. 63501. Phone 816-665-9828.
See affiliated AM station for additional information.
AM facilities: KIRX.

3. FACILITIES
ERP 54,000 w.; 94.5 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 430 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Member: Brownfield Network.

TIME RATES
No. 4 Eff 2/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	32x	156x	260+
1 min	7.00	6.00	5.20	4.60
30 sec	4.70	4.30	3.50	3.20

LEBANON (2 AM; 1 FM)

Laclede County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KJEL — KJEL-FM

1972 — 1972

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 4492 2.00
Risner Broadcasting, Inc., 1112 Dillworth Rd., Lebanon, Mo. 65536. Phone 417-532-9111.

1. PERSONNEL
Manager—Judy Risner Gaffney.
3. FACILITIES
250 w.; 1080 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 30,000 w. (horiz.), 30,000 w. (vert.); 103.7 mc. Stereo.
Antenna ht.: 227 ft. above average terrain.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/73—Rec'd 12/17/73.

7. PACKAGE PLANS

PER MO:	1 ti	20 ti	30 ti	60+
1 min	4.00	3.50	3.25	3.00
5 in 1 day	15.00	50 in 7 days		125.00
10 in 3 days	30.00			

30 sec: flat, ea 2.00.

KLWT

1947
Media Code 4 226 4505 1.00
Lebanon Broadcasting Co., Radio Park, New Buffalo Rd., Lebanon Mo. 65536. Phone 417-532-2962.

STATION'S PROGRAMMING DESCRIPTION
KLWT: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack A. Sellers.
3. FACILITIES
1000 w. days, 250 w. nights. 1230 kc.
Non-directional.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network.

(This listing continued on next page)

TIME RATES
Eff————Rec'd 10/9/70.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	53x	201x	366x	501x	1001+
35 sec-1 min	3.00	2.70	2.50	2.35	2.25	1.80

20/30 sec: 80% of 1-min.

LEXINGTON (1 AM; 1 FM)

Lafayette County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KBEK (FM)
1969

Media Code 4 226 4547 3.00
KLEX, Inc., Box 188, Lexington, Mo. 64067. Phone 816-259-3232.
See affiliated AM station for additional information.
AM facilities: KLEX.
STATION'S PROGRAMMING DESCRIPTION
KBEK (FM): Rock music, gold and current.
3. FACILITIES
ERP 3000 w., 106.3 mc.
Antenna ht.: 205 ft. above average terrain.
Operating schedule: 6 am-11 pm. CST.
5. GENERAL ADVERTISING See coded regulations
Member: Brownfield Network, Missourinet.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ————Rec'd 2/27/74.
6. SPOT ANNOUNCEMENTS
1 min..... 5 30 sec..... 3

KLEX
1956

Media Code 4 226 4590 3.00
KLEX, Inc., Box 188, KLEX Bldg., East U. S. Hwy. 24, Lexington, Mo. 64067. Phone 816-259-3232.
Other studios—Richmond and Higginsville, Mo.
STATION'S PROGRAMMING DESCRIPTION
KLEX: Country & Western music.
1. PERSONNEL
Sales Manager—Bud Jones.
2. REPRESENTATIVES
Eugene F. Gray Co., Inc.
3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: .....
4. AGENCY COMMISSION
15%; 2% cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KBEK (FM).
Member: Brownfield Network, Missourinet.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ————Rec'd 2/27/74.
6. SPOT ANNOUNCEMENTS
1 min..... 6 30 sec..... 4

LIBERTY

Clay County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Missouri
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

MACON

Macon County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KLTI
1966

Media Code 4 226 4673 2.00
KLTM Radio, Inc., Box 409, Highway 63 S. Macon, Mo. 63552. Phone 816-385-2191.
1. PERSONNEL
Pres., Sta., Gen'l & Sales Mgr.—Leland E. Ebert.
3. FACILITIES
250 w.; 1560 kc. Non-directional.
Operating schedule: 6 am local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 10/1/69—Rec'd 9/2/69.
AAA—7:30-8:05 am & noon-12:30 pm.
AA—6:15-7:30 am. 8:05-9 am, 12:30-1 pm & 4-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
CLASS AAA

PER WK:	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
30 sec	7.00	6.00	5.00	4.50	4.00	3.60
1 min	8.00	7.00	6.00	5.50	5.00	4.60

CLASS A
30 sec..... 3.00 1 min..... 3.50
7. PACKAGE PLANS
30-DAY POWER PACKAGES—FLOATING

	10 ti	25 ti	50 ti	100 ti	200 ti	300+
20 sec	2.80	2.70	2.60	2.50	2.40	2.30
30 sec	3.00	2.90	2.80	2.70	2.60	2.50
1 min	3.50	2.40	3.30	3.20	3.10	3.00

10. SPECIAL FEATURES
CLASS AA
5-MINUTE NEWS, WEATHER AND SPECIAL PROGRAMS

PER WK:	30 sec	1 min		30 sec	1 min
1 ti	4.00	5.00	6+	3.50	4.50

MALDEN

Dunklin County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KTCB
1954

Subscriber to the NAB Radio Code
Media Code 4 226 4760 2.00
Tri-County Broadcasting Co., North Highway 25, Malden, Mo. 63863.
1. PERSONNEL
General Manager—Dick Wiethan.
3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network.
TIME RATES
No. 1 Eff 6/1/70—Rec'd 6/3/70.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	3.00	2.60	2.30	2.20	2.10
30 sec	2.25	2.00	1.90	1.30	1.70
10 sec	1.50	1.45	1.40	1.35	1.30
		156x	260x	312x	1000x
1 min		2.00	1.90	1.80	1.50
30 sec		1.60	1.50	1.40	1.25
10 sec		1.25	1.20	1.15	1.00

7. PACKAGE PLANS
PLANS:
1—Fast Five 4—Terrific Twenty-five
2—Big Ten 5—The Thrifty Fifty
3—Fabulous Fifteen 6—Century Special

EA:	1	2	3	4	5	6
1 min	2.30	2.20	2.00	1.90	1.80	1.80
30 sec	1.90	1.80	1.70	1.60	1.40	1.40

Specials 1 thru 3 must be used within 3 days, 4 & 5 within 1 week, and 6 within 30 days.

MARSHALL (1 AM; 1 FM)

Saline County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KMFL (FM)
1969

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 4800 6.00
KMMO, Inc., Box 128, U. S. Hwy. 65, 1 mi. N. W. of Marshall, Mo. 65340. Phone 816-886-7422.
See affiliated AM station for additional information.
AM facilities: KMMO.
3. FACILITIES
ERP 56,000 w. (horiz.), 56,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 375 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Brownfield Network.
TIME RATES
FM only: 50% of KMMO rates. See that listing.

KMMO
1949

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 4845 1.00
KMMO, Inc., U. S. Hwy. 65, one mile northwest of Marshall, Mo. 65340. Phone 816-886-7422.
1. PERSONNEL
Manager—Harold Douglas.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KMFL (FM).
Member: Missouri Radio Network, Brownfield Network.
TIME RATES
No. 7 Eff 8/1/75—Rec'd 7/11/75.
6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	1x	156x	312x	1x	156x	312x
6-9 am & noon-1 pm	8.10	7.70	7.30	7.50	7.10	6.75
All other times	6.80	6.40	6.25	6.30	6.00	5.70

Submitted by Harold Douglas.

MARSHFIELD

Webster County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KEMM
1969

Subscriber to the NAB Radio Code
Media Code 4 226 4675 6.00
Webster County Broadcasting Co., Inc., Marshfield, Mo. 65706. Phone 417-468-4647.
1. PERSONNEL
Manager—Larry Chisholm.
2. FACILITIES
250 w.; 1510 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Brownfield Network, Missourinet.
TIME RATES
Eff 12/1/74—Rec'd 11/27/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x
1 min	4.00	3.50	3.00	2.50
30 sec	2.40	2.10	1.80	1.55

10. SPECIAL FEATURES
NEWS—WHEN AVAILABLE

	1x	52x	156x	260x
1 min	4.25	3.70	3.25	2.75
30 sec	2.70	2.30	2.00	1.75

MARYVILLE (1 AM; 1 FM)

Nodaway County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KNIM — KNIM-FM
1953 — 1972

Media Code 4 226 4930 1.00
Nodaway Broadcasting Corp., Box 278, Maryville, Mo. 64468. Phone 816-582-2151.
1. PERSONEL
Gen'l & Sales Mgr.—George Powers.
2. REPRESENTATIVES
Omaha—Soderlund Company.
3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 95.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 235 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Brownfield Network, Missourinet.
TIME RATES
Eff 7/1/72—Rec'd 1/30/73.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min/less	6.00	5.25	5.00	4.75	4.50	4.25	4.00

MEXICO (1 AM; 1 FM)

Audrain County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KWWR (FM)
1966

RAB — NAFMB

Media Code 4 226 4960 6.00
Audrain Broadcast Corp., Box 475, 1705 E. Liberty St., Mexico, Mo. 65265. Phone 314-581-5500.
See affiliated AM station for additional information.
AM facilities: KXEO.
3. FACILITIES
ERP 55,000 w. (horiz.), 55,000 w. (vert.); 95.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 305 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/68—Rec'd 9/30/68.
Premium—Mon thru Sat 6-8:30 am, noon-1 pm & 4 pm-sign-off; Sun all day.
Regular—All other times.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
Premium	6.65	4.95	Regular	5.65	3.95

7. PACKAGE PLANS

EA:	10 ti	15 ti	20 ti	25 ti	30 ti
Spots/1 day	3.71	3.66	3.61	-----	-----
Spots/1 wk	-----	-----	-----	3.66	3.61

10. SPECIAL FEATURES
5-minute News, Weatherman, Markets — 6.00, plus 3.00 news service. (Commercial copy: 1:15.)
15-minute News—12.60, plus 4.00 news service.
10-minute Sports—8.00, plus 4.00 news service.

10% rebate at end of 52-week non-cancellable contract of 15.00 per week, minimum.

KXEO
1947

RAB

Media Code 4 226 5015 6.00
Audrain Broadcasting Corp., Box 475, Mexico, Mo. 65265. Phone 314-581-2340.
1. PERSONNEL
Pres., Gen'l & Natl. Sales Mgr.—W. Earl Dougherty.
3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KWWR (FM).
Affiliated with MBS
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 8/1/72—Rec'd 8/18/72.
Prime—6:30-8:30 am, 8:45-10 am, noon-12:45 pm & all news/weather/farm programs.
Non-prime—All other times.
7. PACKAGE PLANS
PRIME—30 SECONDS
Open rate..... 6.00

PER WK:	1 ti	4 ti	8 ti	13 ti	26 ti	52 ti
26 wk	5.00	4.75	4.60			
52 wk	4.75	4.50	4.25			

NON-PRIME—ROS—30 SECONDS

PER WK:	1 ti	4 ti	8 ti	15 ti	31 ti	60+
26 wk	4.00	3.75	3.50	3.25	3.00	2.75
52 wk	3.75	3.50	3.25	3.00	2.75	2.50

30-DAY:	1 ti	13 ti	30 ti	50 ti	100 ti	200 ti	300 ti
Ea	4.25	4.00	3.75	3.50	3.25	3.00	2.75

30-day package plans cannot be combined for frequency discount.
1 min, extra 60%.

MOBERLY (1 AM; 1 FM)

Randolph County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KRES (FM)
1966

NAB — RAB

Media Code 4 226 5135 6.00
KRES, Inc., Box 279, Moberly, Mo. 65270. Phone 816-263-1600.
See affiliated AM station for additional information.
AM facilities: KWIX
STATION'S PROGRAMMING DESCRIPTION
KRES (FM): Network & local farm & sports programs.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc. Stereo.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 480 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Brownfield Network.
TIME RATES
Eff 4/1/74—Rec'd 3/29/74.
6. SPOT ANNOUNCEMENTS
1 min, flat..... 12.50 30 sec, flat..... 6.50

KWIX
1950

NAB — RAB

Media Code 4 226 5100 6.00
KWIX, Inc., KWIX Bldg., Moberly, Mo. 65270. Phone 816-263-1230.
Other studios and office—Macon, Mo. 63552. Phone 816-385-2151.
STATION'S PROGRAMMING DESCRIPTION
KWIX: Programmed news, service, information, sports with local and area emphasis.
1. PERSONNEL
Vice-Pres. & Sales Mgr.— Eugene Vaughn.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KRES (FM).
TIME RATES
Eff 4/1/74—Rec'd 3/29/74.
6. SPOT ANNOUNCEMENTS
1 min, flat..... 13.00 30 sec, flat..... 9.00

MONETT

Barry County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KRMO
1950

Media Code 4 226 5185 1.00
Monett Broadcasting Co., Box 270, North Highway, Monett, Mo. 65708.
1. PERSONNEL
General Manager—Lloyd J. McKenney.
3. FACILITIES
250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network
TIME RATES
Eff————Rec'd 7/19/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	260x	728x	2600x
1 min	4.00	3.30	3.00	2.50	2.20
30 sec	3.20	2.65	2.40	2.00	1.75
20 sec	2.60	2.15	1.95	1.60	1.45
10 sec	2.00	1.65	1.50	1.25	1.10

7. PACKAGE PLANS

	1 min	30 sec	20 sec	10 sec
25/5 days	3.60	2.85	2.30	1.75
50/5 days	3.15	2.50	2.05	1.55
100/7 days, 150/10 days, 200/30 days	3.00	2.40	1.95	1.50
400/60 days	2.75	2.20	1.80	1.40
600/60 days	2.50	2.00	1.60	1.25

MOUNTAIN GROVE

Wright County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KLRS
1954

Media Code 4 226 5270 1.00
KRLS Broadcasting Co., Mountain Grove, Mo. 65711. Phone 417-926-4650.
1. PERSONNEL
General Manager—Fred Clift.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Springfield, Mo. — M. Richard Bradley, 1716 E. Meadowmere St.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Alcoholic beverage advertising: beer only.
Affiliated with KBS.
Member: Magic Circle Network, Farm Radio Network.

(This listing continued on next page)

Mountain Grove—KLRS—Continued

TIME RATES
Eff 5/1/71—Rec'd 4/5/71.
6. SPOT ANNOUNCEMENTS

	26x	52x	104x	260x
1 min	3.50	3.00	2.50	2.00

Submitted by Fred Clift.

NEOSHO

Newton County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KBTN
1954

Subscriber to the NAB Radio Code
Media Code 4 226 5355 6.00
KBTN, Inc., Box K, Neosho, Mo. 64850. Phone 417-451-1420.
1. PERSONNEL
General Manager—David L. Winegardner.
3. FACILITIES
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Brownfield Network, Missourinet.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 10/15/74—Rec'd 12/2/74.
AA—Mon thru Fri 6:30-8:30 am.
A—Mon thru Fri 6-6:30 am & 8:30 am-sign-off; Sat & Sun 6 am-sign-off.
6. SPOT ANNOUNCEMENTS
CLASS AA
1 min 4.00 30 sec 3.00
CLASS A

MO. ROS:	1 ti	15 ti	30 ti	50 ti	101 ti	150+
1 min	3.60	3.20	2.85	2.65	2.50	2.35
30 sec	2.60	2.20	1.85	1.65	1.50	1.35

15 sec spots, 1.00.
Specified, extra 10%.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

NEVADA

Vernon County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KNEM
1949

Subscriber to the NAB Radio Code
Media Code 4 226 5440 6.00
Radio KNEM, Inc., Box 447, Nevada, Mo. 64772. Phone 417-667-3113.
1. PERSONNEL
General Manager—Kenneth E. White.
3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 6:00 am-10:00 pm. CST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
Rates effective March 1, 1950. (Card No. N-2.)
Rates received March 28, 1950.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min or less	5.40	5.10	4.85	4.55	4.35	4.05	2.25

OSAGE BEACH (1 AM; 1 FM)

Camden County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KRMS 1952 — KRMS-FM 1964

Subscriber to the NAB Radio Code
Media Code 4 226 5525 6.00
James L. and Ella Mae Risner, dba Central Missouri Broadcasting Co., Highway 54, 2 miles West of Osage Beach, Mo. 65065. Phone 314-348-2772.
1. PERSONNEL
General Manager—Jim Risner.
3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM FACILITIES
ERP 2.450 w.; 93.5 mc.
Operating schedule: 6 am-11 pm Sun thru Fri and midnight Sat. CST.
Antenna ht.: 220 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 5/1/73—Rec'd 3/26/73.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	30 ti	60+
1 min	4.25	3.75	3.50	3.25

30 sec. flat 2.50.
7. PACKAGE PLANS
AM or FM, Oct. 1 thru April 30:
5 ti, 1 day 20 50 ti, 7 days 125
10 ti, 3 days 40
Summer plan, May 1 thru Sept. 30:
35 AM & 15 FM spots, per wk. 125

PIEDMONT

Wayne County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KPWB
1966

Subscriber to the NAB Radio Code
Media Code 4 226 5610 6.00
Wayne County Broadcasting Company, Inc., Hwy. H., Piedmont, Mo. 63957. Phone 223-4218.
1. PERSONNEL
General Manager—Dennis L. Hovis.
2. FACILITIES
1,000 w.; 1140 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network, Missourinet.
TIME RATES
Eff 3/1/75—Rec'd 4/9/75.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	260x	500x	1000x
1 min	4.00	3.60	3.20	2.80	2.40	2.00
30 sec	3.10	2.80	2.50	2.20	1.90	1.60
20 sec	2.50	2.30	2.10	1.90	.....	.....
10 sec	2.00	1.70	1.40	1.10	.....	.....

7. PACKAGE PLANS
1 ti, 10 sec 175.00 1 ti, 20 sec 200.00

POPLAR BLUFF (2 AM; 1 FM)

Butler County—Map Location H-7
See SRDS consumer market map and data at beginning of the State

KLID
1961

RAB

Media Code 4 226 5695 9.00
Don M. Lidenton, KLID Bldg., 11th & Vine, Poplar Bluff, Mo. 63901. Phone 314-785-9639.
STATION'S PROGRAMMING DESCRIPTION
KLID: MUSIC: MOR, top 40, C & W.
1. PERSONNEL
Owner/Manager—Don M. Lidenton.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
St. Louis, Kansas City, Omaha—Bruce Schneider & Co.
South, South East, Southwest—R. S. Crane Company, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Missouri Radio Network. Magic Circle Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 9/1/74—Rec'd 9/25/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x	520x
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90	3.60
30 sec	4.80	4.55	4.30	4.10	3.85	3.60	3.35	3.10	2.90
20 sec	3.60	3.40	3.25	3.05	2.90	2.70	2.50	2.35	2.15
10 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95	1.80

KPBM (FM)
1952

Media Code 4 226 5737 9.00
Three Rivers Broadcasting Corp., Box 399, Valley Plaza Shopping Center, Poplar Bluff, Mo. 63901. Phone 314-785-8980.
See affiliated AM station for additional information
AM facilities: KWOC.
STATION'S PROGRAMMING DESCRIPTION
KPBM (FM): Programmed for General Audience.
3. FACILITIES
ERP 16.000 w.; 94.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 253 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
TIME RATES
Eff ——— Rec'd 3/6/73.
7. PACKAGE PLANS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	4.00	3.40	2.80	2.20	1.80
20/30 sec	3.00	2.60	2.20	1.80	1.40
10 sec	2.00	1.80	1.60	1.45	1.30

500 x package, 870.00.

KWOC
1938

Subscriber to the NAB Radio Code
Media Code 4 226 5780 9.00
Three Rivers Broadcasting Corp., Valley Plaza Shopping Center, Poplar Bluff, Mo. 63901. Phone 314-785-8050.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Leland D. Shaffner.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Missouri, Kansas, Nebraska, Iowa—Eugene F. Gray Co., Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 930 kc.
Non-directional days, directional nights.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KPBM (FM).
Affiliated with MBS.
Member: Farm Radio Network.
TIME RATES
No. 2001 Eff 12/15/73—Rec'd 1/7/74.
9. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.05	6.60	6.15	5.75	5.35	4.94	4.50	4.15
30 sec	4.30	4.05	3.80	3.60	3.35	3.10	2.90	2.65
20 sec	3.30	3.10	2.95	2.80	2.65	2.50	2.30	2.15
10 sec	2.60	2.50	2.35	2.20	2.00	1.90	1.70	1.55

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	5.75	5.35	4.50	4.15
30 sec	3.60	3.35	2.90	2.65
20 sec	2.80	2.65	2.30	2.15
10 sec	2.20	2.00	1.70	1.55

Specific times, per spot, extra 1.00.

PORTAGEVILLE

New Madrid County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

KMIS
1960

Subscriber to the NAB Radio Code
Media Code 4 226 5865 9.00
J. Shelby McCallum, New Madrid County Broadcasting Co., Portageville, Mo. 63873. Phone 314-379-5436.
STATION'S PROGRAMMING DESCRIPTION
KMIS: Programmed in public interest.
1. PERSONNEL
General Manager—Shelby McCallum.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Affiliated with American Information Network.
Member: Magic Circle Network, National AgRadio Groups, Inc.
TIME RATES
Eff————Rec'd 2/18/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	30 ti	100+
1 min	2.75	2.50	2.00
30 sec	2.00	1.75	1.40

POTOSI

Washington County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KYRO
1959

Subscriber to the NAB Radio Code
Media Code 4 226 5950 6.00
Mid-Central Broadcasting Co., Inc., Box 280, Potosi, Mo. 63664. Phone 314-438-2136.
1. PERSONNEL
Station Managers—Joe W. Duty & Bill Perry.
3. FACILITIES
500 w.; 1280 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network, Farm Radio Network, Missourinet.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 12/10/73.
6. SPOT ANNOUNCEMENTS
1 min. flat 3.00 30 sec. flat 2.00

ROLLA (2 AM; 2 FM)

Phelps County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KCLU 1960 — KCLU-FM 1964

Subscriber to the NAB Radio Code
Media Code 4 226 6035 7.00
Roy D. Stanley, dba Rolla Broadcasters, Box 728, Junction I-44 and US 63, Rolla, Mo. 65401. Phone 314-364-1590.
1. PERSONNEL
Owner & Gen'l Mgr.—Roy D. Stanley.
3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 2.840 w.; 94.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 295 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network.
TIME RATES
No. 5 Eff 8/1/74—Rec'd 9/25/74.
6. SPOT ANNOUNCEMENTS
FIXED:

	1x	52x	104x	156x	312x	500x	1000x
1 min	4.20	4.10	3.85	3.70	3.50	3.00	2.85
30 sec	3.40	3.30	3.05	2.90	2.70	2.35	2.00

10 sec BTA: Ea 1.65. 10 sec fixed: Ea 2.00.
7. PACKAGE PLANS
ANNOUNCEMENT IMPACT PLANS—ROS

	100x	250x	500x	1000x
1 min	3.70	2.95	2.65	2.30
30 sec	2.80	2.40	2.05	1.75

SATURATION IMPACT—ROS—BTA

7 DAYS, EA:	12 ti	16 ti	24 ti	48 ti	96 ti
1 min	3.10	3.00	2.90	2.65	2.35
30 sec	2.50	2.40	2.35	2.00	1.80

10 sec BTA: Ea 1.65. 10 sec fixed: Ea 2.00.
10. SPECIAL FEATURES
NEWS SPONSORSHIP
2-min 20/20 weather/headlines or 20/20 weather/sports brief incl open, close plus 30-sec or 1-min spot fixed 1-min rate.
News participation spots—fixed 1-min rate.

KTTR
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 6120 7.00
Phelps County Broadcasting, Inc., Box 727, Rolla, Mo. 65401. Phone 314-364-2525.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert McKune
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:25 am-midnight. CST.
Partial simulcast operation. Simulcast 6-6:30 & 7-7:30 am newscasts only. For non-simulcast facilities see KZNN (FM).
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KZNN (FM).
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Missouri Radio Network, Missourinet.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 5/1/74—Rec'd 5/28/74.
6. SPOT ANNOUNCEMENTS
PREMIUM—7-8 am, 30-sec only, ea 6.50.

SPECIFIED TIME:	1000x	500x	250x	1-100x
1 min	3.85	4.15	4.40	4.70
30 sec	3.05	3.30	3.50	3.70

MORNING MAYOR SHOW—AA
6:30-7 AM & 8-9 AM

	1000x	500x	250x	1x
1 min	4.80	5.15	5.40	5.75
30 sec	3.85	4.10	4.30	4.50

10 sec: BTA 2.00; Fixed 2.50.
7. PACKAGE PLANS
IMPACT SATURATION PLANS—ROS, BTA

10 DAYS:	20 ti	30 ti	50 ti	70 ti	100 ti
1 min	74.00	105.00	165.00	217.00	290.00
30 sec	57.00	79.50	127.50	168.00	225.00

SATURATION, BTA:	1000x	500x	250x	1x
1 min	3.10	3.40	3.70	3.90
30 sec	2.55	2.75	2.85	2.95

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS	1 min	30 sec
6 am, 12:15 pm & 5 pm	5.25	4.25
All other times (excluding 7-8 am)	.....	3.85
Hotline	4.50	3.75
Earl Nightingale, min plus open & close	7.00	.....
Paul Harvey	7.00	5.00

KZNN (FM)
1973

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 6135 5.00
Phelps County Broadcasting Co., Inc., Box 727, 1505 Soest Rd., Rolla, Mo. 65401. Phone 314-364-2525.
See affiliated AM station for additional information.
AM facilities: KTTR.
3. FACILITIES
ERP 28.500 w. (horiz.), 28,500 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 5:25 am-midnight. CST.
Antenna ht.: 196 ft. above average terrain.
Partial simulcast operation. Operated separately all times except 6-6:30 & 7-7:30 am newscasts. For simulcast facilities see KTTR.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member: Missourinet.
TIME RATES
No. 1 Eff ————Rec'd 1/2/73.
6. SPOT ANNOUNCEMENTS

	1 min 30 sec			1 min 30 sec
Fixed	4.10	3.25	BTA	3.25 2.60

10. SPECIAL FEATURES

	1 min	30 sec
News/Sports/Weather	5.00	4.00

FREQUENCY COMBINATION DISCOUNT
Per yr. 500x—5% Per yr. 1000x—10%

ST. CHARLES

St. Charles County—Map Location H-4
See SRDS consumer market map and data at beginning of the State

See St. Louis
(including Columbia, East St. Louis, Granite City, Ill.; Clayton, Crestwood, St. Charles, Mo.)

STE. GENEVIEVE

Ste. Genevieve County—Map Location H-5
See SRDS consumer market map and data at beginning of State.

KSGM-FM
1967
Donze Enterprises, Inc.
Media Code 4 226 6150 4.00
Donze Enterprises, Inc., Box 428, Ste. Genevieve, Mo. 63670. Phone 314-883-2080.
1. PERSONNEL
General Manager—Elmer L. Donze.

(This listing continued on next page)

St. Genevieve—KSGM-FM—Continued

3. FACILITIES
ERP 100,000 w.; 105.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 825 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
AM facilities: KSGM, Chester, Ill.
Member: Brownfield Network.

TIME RATES
Eff 11/1/68—Rec'd 10/25/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.20	4.90	4.70	4.40	4.15	3.90	3.60	3.55
30 sec	4.20	4.10	3.95	3.70	3.50	3.15	2.95	2.65

ST. JOSEPH (3 AM; 1 FM)

Buchanan County—Map Location C-3
See SITDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	21	17	21	14
B	16	14	16	12
C	8	8	8	8
D	7	6	7	6
AVERAGE	13	11	13	10

KFEQ
1923
mcgavren-guild
pgw radio, inc.

NAB RAB

Media Code 4 226 6205 8.00
KFEQ Radio, Box 879, 24th & Frederick, St. Joseph, Mo. 64502. Phone 816-233-8881.

STATION'S PROGRAMMING DESCRIPTION
KFEQ: Modern country. AIR PERSONALITIES handle all segments. NEWS: 5 min network at :60 & local at :30. FARM: farm director with town & country news, markets, weather & interview features 5:30-7 am & noon-1 pm. U. S. & private weather services. Contact Representative for further details. Rec'd 9/26/73.

1. PERSONNEL
General Manager—Terry King.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 680 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 6, 6a, 7b, 8.
Rate Protection: 10a, 12b, 13b, 14a.
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 29b, 31, 32a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62a.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 17 Eff 6/1/73—Rec'd 6/7/73.
AAA—Farm Time—Mon thru Sat 5:30-7 am & 11:55 am-1 pm.
AA—Mon thru Sat 7-9 am & 4-7 pm.
A—Mon thru Sat 9-11:55 am & 1-4 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

WK.	—AAA—		—AA—		—A—		—B—	
EA:	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
1 ti	35	30	25	20	22	17	17	14
6 ti	32	27	23	18	19	15	16	13
12 ti	29	24	21	16	17	14	14	11
18 ti	....	....	19	15	15	12	12	10
24 ti	....	....	17	14	13	10	10	6
(*) 30 sec.								
YR:								
520x	29	24	21	16	17	14	14	11
1040x	27	23	17	14	13	10	10	6

10 sec: 60% of applicable 1-min. Preemptible.
1 min & 30 sec spots combinable for wkly frequency.
10 sec spots combinable with 1 min and 30 sec spots to earn frequency for 10 sec spots only.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK EA:	1 min
12 Plan (6AA, 3A, 3B)	16
18 Plan (9AA, 5A, 4B)	14
24 Plan (12AA, 6A, 6B)	12

Combine with other spots or plans for frequency purposes.
Subject to availability & station option.

8. PROGRAM TIME RATES
AAA—Farm Time Mon thru Sat 5:30-7 am & 11:55 am-1 pm.
AA—Morning Drive Mon thru Sat 7-9 am.
A—All other times.

PER WK.	—AAA—		—AA—		——A——		
EA:	5 min	10 min	5 min	10 min	5 min	10 min	1/2 hr
1 ti	41	48	24	29	18	54	90
6 ti	35	38	20	22	14	42	65
12 ti	32	35	18	20	12	36	55

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Edited by Terry King.

KKJO
1946
Contemporary

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 6290 8.00
St. Joseph Broadcasting Co., Inc., Box 166, 1101 S. Belt, St. Joseph, Mo. 64502. Phone 816-279-6346.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Deane Johnson.
2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis—Hyett/Ramsland, Inc.
3. FACILITIES
5,000 w.; 1550 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 5d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 50, 61a, 51b, 51c.
Comb.: Cont. Discounts: 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.
Member: Farm Radio Network.

TIME RATES
No. 5A Eff 3/1/72—Rec'd 6/14/72.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun all day.
III—All other times.

6. SPOT ANNOUNCEMENTS

	——I——			——II——		
PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
1 ti	18	15	11	16	13	10
12 ti	16	13	10	14	12	9
18 ti	15	12	9	13	11	8
				——III——		
1 ti				14	12	9
12 ti				12	10	8
18 ti				11	9	7

7. PACKAGE PLANS
WEEKLY JUME PLANS

PER WK, EA:	1 min	30 sec	10 sec
Plan A—15 ti (8I, 5II, 2III)	13	11	8
Plan B—30 ti (18I, 8II, 4III)	12	10	8

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

KSFT (FM)
1962

Media Code 4 226 6332 8.00
KUSN Corp., Inc., 2414 S. Leonard Rd., St. Joseph, Mo. 64503. Phone 816-233-2577.
See affiliated AM station for additional information.
AM facilities: KUSN.

STATION'S PROGRAMMING DESCRIPTION
KSFT (FM): Programmed for adults.
MUSIC: 93% popular standards, showtunes, film music, group vocals & instrumentals selected in 15 min segments. NEWS: 2 min at :60. COMMERCIAL POLICY: maximum 6 minutes per hour. Contact Representative for further details. Rec'd 1/2/75.

1. PERSONNEL
Station Manager—Ken Beck.
2. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 105.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 225 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.
Member: Missouri Radio Network.
KSFT (FM)/KUSN & KEWI/KSWT (FM), Topeka, Kan. combinable for frequency discount.

TIME RATES
No. 14 Eff 11/1/74—Rec'd 3/28/75.
DRIVE——6-9 am & 3-6 pm.
TAP—9 am-3 pm & 6-pm sign-off.

6. SPOT ANNOUNCEMENTS

	DRIVE				
PER YR:	52x	156x	260x	312x	520x
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

	TAP				
PER YR:	52x	156x	260x	312x	520x
1 min	6.50	6.00	5.50	5.00	4.50
30 sec	6.00	5.50	5.00	4.50	4.00
PER MO:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.50	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x
1/3 hr	40	35	30	25	——	——
1/4 hr	24	22	20	18	——	——
5 min	12	11	10	9	8	7

KUSN
1955

Media Code 4 226 6375 7.00
KUSN Corp., KUSN Bldg., 2414 S. Leonard Rd., St. Joseph, Mo. 64503. Phone 816-233-2577.

STATION'S PROGRAMMING DESCRIPTION
KUSN: Programmed for mass appeal.
MUSIC: 100% modern country and western. NEWS: 5 min before hour and headlines 25 min after hour. FARM: reports 6:25 am & 7:25 am. AIR PERSONALITIES handle all segments. Remote broadcasts available. Editorialization. Professional and college football. Personalities available for remotes. Contact Representative for further details. Rec'd 2/25/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Warren Rhyner.
Program Director—Dave Novak.
News Director—Mark Patton.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 15b.
Basic Rates: 22b, 23a, 28a, 29a.
Contracts: 40c, 43, 45, 49, 50.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b.
Cancellation: 71a, 73b.
Prod. Services: 82.
FM facilities: KSFT (FM).
Affiliated with ATA Radio Network.
Member: Missouri Radio Network, Missourinet.
KUSN/KSFT (FM) & KEWI/KSWT (FM), Topeka, Kan. combinable for frequency discount.

TIME RATES
No. 8 Eff 8/1/71—Rec'd 7/2/71.

7. PACKAGE PLANS

	1 MINUTE			
PER WK:	1 wk	13 wk	26 wk	52 wk
6 ti	8.50	8.00	7.50	7.00
12 ti	8.00	7.50	7.00	6.50
18 ti	7.50	7.00	6.50	6.00
	30 SECONDS			
6 ti	6.50	6.00	5.50	5.00
12 ti	6.00	5.50	5.00	4.50
18 ti	5.50	5.00	4.50	4.00

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60.00	36.00	24.00	12.00
13 x	57.00	34.00	22.00	11.25
26 x	54.00	32.00	20.00	10.50
52 x	51.00	30.00	18.00	9.75
104 x	48.00	28.00	16.00	9.00
156 x	45.00	26.00	14.00	8.75
260 x	42.00	24.00	12.00	7.50
312 x	39.00	22.00	10.00	6.75

AM/FM contracts combinable for frequency discount.

ST. LOUIS
(including Columbia, East St. Louis, Granite City, Ill.; Clayton, Crestwood, St. Charles, Mo.)
(12 AM; 11 FM)

Plus 1 paid duplicate listing.
St. Louis, Clayton, St. Louis County—Map Location H-4
See SITDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	113	73	83	70
B	82	70	80	60
C	80	63	75	50
D	60	55	70	44
AVERAGE	84	65	77	56

KADI
(formerly KXLW)
1945
CLAYTON

RAB

A Communications Fund, Inc. Station
Media Code 4 226 6417 7.00
Communications Fund, Inc., 7530 Forsyth Blvd., St. Louis, Mo. 63105. Phone 314-721-0200.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard J. Miller.
Sales Manager—Rob Wolken.
2. REPRESENTATIVES
ABC FM Spot Sales.
Communications Fund, Inc. Stations: See Rep. & S/O pages.
3. FACILITIES
5,000 w.; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 3b, 4a, 4c, 5, 6a, 7b, 8.
Basic Rates: 22b, 23a, 26.
Contracts: 40a, 45, 46.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 4/30/68—Rec'd 12/4/68.

7. PACKAGE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	30 ti
1 min	15	13	11	10

30 sec: 75% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150	90	55	40	30
52 x	140	80	54	38	28
104 x	130	75	53	36	26
260 x	120	70	52	34	24

Edited by Richard J. Miller.

KADI-FM
1959
ST. LOUIS

ABC-FM spot sales, inc.

A Communications Fund, Inc. Station
Media Code 4 226 6418 5.00
Communications Fund, Inc., 7530 Forsyth, St. Louis, Mo. 63105. Phone 314-721-2323.
See affiliated AM station for additional information.

MISSOURI

STATION'S PROGRAMMING DESCRIPTION
KADI-FM: MUSIC: progressive rock, interspersed with topical comment and thought. NEWS: network news and weather. COMMERCIAL POLICY: maximum 12 minutes per hour. Continuity policy; commercials live or personalized, production provided. Contact Representative for further details. Rec'd 7/11/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard J. Miller.
General Sales Manager—Robert F. Wolken.
2. REPRESENTATIVES
ABC FM Spot Sales.
Communications Fund, Inc. Stations: See Rep. & S/O pages.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 366 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Eff 7/1/74—Rec'd 7/11/74.
AAA—Mon thru Sun 6-10 am & 3 pm-1 am.
AA—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

	——— AAA ———				——— AA ———			
	12 ti	18 ti	24 ti	30 ti	12 ti	18 ti	24 ti	30 ti
1 min	36	33	31	30	34	31	28	27
30 sec	31	28	26	25	29	26	23	22

Edited by Robert F. Wolken.

KATZ
1954
ST. LOUIS

Alan Torbet Associates, Inc.

Independent Black

Media Code 4 226 6545 5.00
Laclede Radio, Inc., 812 Olive St., St. Louis, Mo. 63101. Phone 314-241-6000.

STATION'S PROGRAMMING DESCRIPTION
KATZ: Programmed primarily for Negro audience. MUSIC: M-Sat rhythm and blues with 6 personalities. Sun: noon-4 pm rhythm and blues. NEWS: 4 min at :53, 65% local, 35% national and international. 2 newsmen. Daily community calendar and job opportunities. Sun: 1/2 hr. discussion and panel programs, gospel music, church remotes, religious features. Contact Representative for further details. Rec'd 4/30/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Douglas E. Eason.
Operations Director—Keith Adams.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w. days. 1,000 w. nights; 1600 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25c, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 51a, 61c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.
Affiliated with Mutual Black Network.
Affiliated with MBS Network.
Affiliated with National Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 10/1/74—Rec'd 8/16/74.
AAA—Mon thru Fri 5-10 am & 3-7 pm (fixed/non-preemptible).
AA—Mon thru Fri 5-10 am & 3-7 pm (rotating); Mon thru Fri 10 am-3 pm (fixed); Sat & Sun 5 am-7 pm (fixed).
A—Mon thru Sun 5 am-7 pm (BTA); Mon thru Fri 10 am-3 pm (rotating).
B—Mon thru Sun 7 pm-5 am (ROS).

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	156x	312x	500x	1000x	
AAA	27.00	24.65	23.50	22.40	21.30
AA	21.30	19.00	18.50	17.90	17.35
A	19.00	16.80	16.25	15.70	15.10
B	17.40	15.70	14.55	13.45	12.30
	30 SECONDS				
AAA	21.50	19.70	18.80	17.90	17.00
AA	17.00	15.25	14.80	14.35	13.90
A	15.25	13.45	13.00	12.55	12.10
B	14.35	12.55	11.65	10.75	9.85

10 sec: 50% of 1-min.

KCFM (FM)
1955
ST. LOUIS

HR STONE radio

Beautiful Music

Media Code 4 226 6630 5.00
Commercial Broadcasting Co., 532 De Baliviere, St. Louis, Mo. 63112. Phone 314-726-1077.

STATION'S PROGRAMMING DESCRIPTION
KCFM (FM): MUSIC: 4 pauses an hour; instrumentals, great standards and familiar hits of past blended with newest releases of popular songs and melodies. Announcers are live, but talk is cut to minimum. NEWS: hourly time and temperature as

(This listing continued on next page)

St. Louis—K C F M (FM)—Continued

needed. COMMERCIAL POLICY: maximum commercial load is 6 announcements an hour. No triple spotting, which includes news or public affairs. Maximum of 6 spots per day—30 per week. Contact Representative for further details. Rec'd 8/7/72.

1. PERSONNEL
President—Harry Eidelman
General Manager—Sibley Smith.
General Sales Manager—Harold Capron, Jr.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 26, 28a, 28c, 29a, 32a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.

TIME RATES
Eff 9/1/74—Rec'd 8/19/74.
AA—Mon thru Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	30	28	26	24	26	24	22	20
30 sec	24	22	20	18	21	19	17	15

kEZk
features the
Schulke S.R.P. beautiful music
format to attract 18-49 adults.
BEAUTIFUL MUSIC FOR ST. LOUIS

kEZk

FM 1968
ST. LOUIS

mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 226 6637 0.00
Beftel Broadcasting-St. Louis, Inc., 1780 S. Brentwood Blvd., St. Louis, Mo. 63144. Phone 314-968-5550.

STATION'S PROGRAMMING DESCRIPTION
KEZK (FM): Programmed for adults 18+.
MUSIC: familiar popular standards primarily instrumental with some vocals. Full orchestrated versions of recent hits. Programmed with live announcers in uninterrupted segments with 4 pauses per hour for local news & information. Contact Representative for further details. Rec'd 9/30/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William J. Clark.
General Sales Manager—Barry Goldberg.
Operations Manager—Michael Liston.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6b, 7b.
Rate Protection: 15c.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 28c, 29a, 33d.
Contracts: 40a, 41, 44b, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60c,
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81.

TIME RATES
No. 2 Eff 8/1/74—Rec'd 7/5/74.
AAA—9 am-7 pm.
AA—6-9 am & 7 pm-midnight.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	29	25	27	23	19	15
12 ti	27	23	25	21	17	13
18 ti	25	21	23	19	15	11
24 ti	23	19	21	17	13	9

(*) 30 sec/less.

7. PACKAGE PLANS
BULK PLAN
1000 spots within contractual yr, contracted in advance, use 24 ti rate.
Edited by William J. Clark.

KIRL

1958
ST. CHARLES

NAB RAB

Media Code 4 226 6175 1.00
Contemporary Media, Inc. Box 1460, St. Charles, Mo. 63301. Phone 314-946-6600.

STATION'S PROGRAMMING DESCRIPTION
KIRL: Programmed for adults & young adults 20-40.
MUSIC: adult contemporary current hits mixed with selected adult contemporary hits of past decade.
NEWS: network & local at :55, brief weather & traffic reports 3x/hour in AM drive time. COMMERCIAL POLICY: maximum 14 minutes per hour; no triple-spotting; maximum 70 seconds per set. Contact Representative for further details. Rec'd 2/28/75.

1. PERSONNEL
General Manager—Mike Rice.
Operations Manager—Roger Hunter.
Program Director—Doug Shane.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 1460 kc. Directional.
Operating schedule:8 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14b.
Basic Rates: 20b, 21b, 22a, 23b, 24a, 28c, 29a.
Contracts: 40c, 41, 45.
Comb.: Cont. Discounts: 60e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.

TIME RATES
No. 6A Eff 3/1/74—Rec'd 2/6/74.
AA—6-9 am & 3-7 pm.
ROS—Available times.

6. SPOT ANNOUNCEMENTS

PER	TARGET AA				ROS			
WK:	12 ti	18 ti	24 ti	30 ti	12 ti	18 ti	24 ti	30 ti
1 min	22.00	21.00	20.00	19.00	19.00	18.00	17.00	16.00
30 sec	17.50	17.00	16.00	15.50	15.50	14.50	13.50	13.00
10 sec	11.00	10.50	10.00	9.50	9.50	9.00	8.50	6.00

*YEARLY AA

CONTRACT:	1 min	30 sec	10 sec
500 x	18.75	15.00	9.50
1000 x	17.50	14.00	6.75

(*) Minimum 1 per day/6 days per wk.

10. SPECIAL FEATURES
NEWS/WEATHER/TRAFFIC
Target spot rate, plus 4.00.
Incl 10-sec ID open & close plus 1 1-min spot.
Submitted by Mike Rice.

KKSS (FM)

1970
ST. LOUIS

NAB

Media Code 4 226 6692 5.00
Amaturo Group, Inc., 1215 Cole St., St. Louis, Mo. 63106. Phone 314-231-5577.

STATION'S PROGRAMMING DESCRIPTION
KKSS (FM): MUSIC: Blend of R & B, jazz, blues, encompassing all elements of black music. NEWS: 5 min network news at :50. COMMERCIAL POLICY: maximum 13 minutes per hour. Contact Representative for further details. Rec'd 4/4/75.

1. PERSONNEL
President—Joseph C. Amaturo.
Vice-Pres. & Gen'l Mgr.—Allan J. Eisenberg.
Operations Manager—Donny Brooks.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 (vert.); 107.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 24c, 25a, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 44a, 46, 51b.
Comb.: Cont. Discounts: 60e, 60f, 60i.
Cancellation: 70b, 70e, 73b.
Prod. Services: 80.
Affiliated with Mutual Black Network.

TIME RATES
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat 6-10 am.
A—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	35	30	33	28	25	22
12 ti	33	28	31	26	23	20
18 ti	31	26	30	24	21	18
24 ti	29	24	28	22	19	16

10 sec: 50% of AAA.

7. PACKAGE PLANS
TAP—2/3AAA, 1/3AA
1 min, 24 ti..... 26.00 30 sec, 24 ti..... 20.00
10 sec: 50% of AAA.

KMOX

1925
ST. LOUIS
CBS Owned

Represented by CBS RADIO SPOT SALES

News - Talk - Information Sports

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 6715 4.00
CBS Radio, a Div. of Columbia Broadcasting System, Inc., One Memorial Dr., St. Louis, Mo. 63102. Phone 314-621-2345.

STATION'S PROGRAMMING DESCRIPTION
KMOX: Programmed for general interest.
5:30-9 am: news, information, farm news, markets, weather reports, sports, air personalities, traffic reports. 9-12N: MOR music, interviews, air personalities. 12N-7 pm: talk, information, air personalities, guest interviews, listener phone-ins, news at :55, weather, sports, markets. 7-7:30 pm: network. 7:30 pm-12M: talk, information, interviews listener phone-ins, news at :55, weather, sports. 12M-5:30 am: news at :60, air personalities, MOR music. NEWS: national, regional, local, 1 helicopter, editorials, remotes throughout week, interviews, discussion, debates. SPORTS: pro baseball, football, hockey, college football. Contact Representative for further details. Rec'd 5/4/73.

1. PERSONNEL
Regional Vice-President—Robert Hyland.
Station Manager—Virginia Dawer.
Sales Director—Viola A. Arnold.

2. REPRESENTATIVES
CBS Radio Spot Sales

3. FACILITIES
50,000 w.; 1120 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb., Cont. Discounts: 60b, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 31 Eff 4/4/75—Rec'd 4/28/75.
AM Drivetime—Mon thru Sat 5:30-10 am.
Daytime—Mon thru Fri 10 am-2:59 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
PM—Drivetime—Mon thru Fri 2:59-7 pm.
Nighttime—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
SECTION I

	AM Drivetime				Daytime			
PER WK:	1 ti	3 ti	12 ti	20+	1 ti	3 ti	12 ti	20+
1 min	170	120	113	106	121	80	77	73
30 sec	130	90	85	80	92	61	58	55

	PM Drivetime				Nighttime			
1 min	127	89	83	77	72	46	44	42
30 sec	95	67	62	58	54	35	33	32

Preferred position, extra 20%.
Combinable with III to earn lower rates in I & III.
Even rotation in all 1/2 hr segments not guaranteed.
Spots limited to Wed thru Fri only, 5:30 am-7 pm, surcharge 10%.
Spots 9 am-1 pm — subject to additional talent surcharge.

DISCOUNT
52 wk—10%

SECTION III
WEEKEND SATURATION PLAN
(Sat 6 am thru Sun midnight)

PER WK, ROS:	4 ti	8 ti	12 ti	20+
1 min	60	57	54	50
30 sec	48	46	43	40

May be combined with Sections I to earn lower rates in Section I and III.

DISCOUNT
52 wk—10%.

9. PARTICIPATION PROGRAMS
SECTION IV
MAN WHO WALKS AND TALKS AT MIDNIGHT
(Tues thru Sun midnight-5:30 am)
Participating sponsorship, midnight-5 am, 30 times..... 297.00
1 min (minimum 6 per wk)..... 32.00

	1 min	30 sec
5-5:30 am, ea	40	32

Not combinable with any other Section.
Edited by Aline Surmeyer.

KMOX-FM

1962
ST. LOUIS

CBS/FM SALES

NAB RAB NAFMB

CBS Owned
Subscriber to the NAB Radio Code
Media Code 4 226 6716 2.00
CBS Radio, a Div. of Columbia Broadcasting System, Inc., One Memorial Dr., St. Louis, Mo. 63102. Phone 314-621-2345.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KMOX-FM: Programmed for adults and young adults.
MUSIC: middle-of-the-road with emphasis on newer albums and singles. NEWS: network and local news every half-hour in morning and afternoon drive times, otherwise on hour. COMMERCIAL POLICY: 6 minutes per hour maximum. Contact Representative for further details. Rec'd 4/17/70.

1. PERSONNEL
Regional Vice-President—Robert Hyland.
Station Manager—Michael Ewing.
Sales Manager—Richard Quigley.

2. REPRESENTATIVES
CBS/FM Sales.

3. FACILITIES
ERP 100,000 w.; 103.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 998 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
No. 6 Eff 6/30/75—Rec'd 7/11/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 9 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-9 am.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	50	40	45	36	35	28
12 ti	45	36	40	32	30	24
18 ti	40	32	35	28	25	20
24 ti	35	28	30	24	20	16

Must rotate within 7 days. Non-preemptible.

7. PACKAGE PLANS
PREEMPTIBLE

1/3AAA, 1/3AA, 1/3A:	1 min	30 sec
12 ti	240	192
18 ti	324	252
24 ti	384	288

Submitted by Aline Surmeyer.

KSD

1922
ST. LOUIS

NBC Radio Network

BLAIR RADIO

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 6885 5.00
KSD/KSD-TV, Inc. 1111 Olive St., St. Louis, Mo. 63101. Phone 314-421-5055.

(This listing continued on next page)

KKSS
stereo in black
Source: ARB Apr/May '75
avg. 1/4 hr., MSA, TSA, ADI
represented by gci sales
KKSS 107.5
stereo in black
The leading
black station
in St. Louis
with
Adults 18-49
Adults 18-34

STATION'S PROGRAMMING DESCRIPTION
KSD: Programmed for adults 18-49.
MUSIC: modern MOR, top 50 playlist. NEWS: local before network at :60, headlines at :30, 5 min national, regional & local reports. 26 man news staff, 4 mobile cruisers, traffic reports in drive times. Contact Representative for further details. Rec'd 4/3/74.

1. PERSONNEL
President—Harold Grams.
General Manager—Ed Newsome.
Traffic Manager—Larry Wright.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 550 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 6h, 8.
*Rate Protection: 10, 11, 12, 13, 14.
Basic Rates: 22a, 23a, 28b, 28c, 29b.
Contracts: 40a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60f, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72.
(*) 60 days.
Affiliated with NBC and Blair Represented Networks.

TIME RATES
No. 43 Eff 7/1/75—Rec'd 7/2/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	1 min			30 sec			
WK:	AAA	AA	A	B	AAA	AA	A	B
6 ti	....	90	80	45	....	72	64	36
12 ti	92	87	77	42	74	70	62	34
18 ti	90	85	75	40	72	68	60	32
24 ti	88	83	73	38	70	66	58	30

Rotate within time period.
Edited by Fred J. Mueller.

KSHE (FM)
1961
CRESTWOOD

Century National Sales

NAB

Media Code 4 226 6970 5.00
Century Broadcasting Corp., 9434 Watson Rd., St. Louis, Mo. 63126. Phone 314-842-1111.

STATION'S PROGRAMMING DESCRIPTION
KSHE (FM): Programmed for adults.
MUSIC: progressive rock, folk, jazz. Frequent specials featuring prominent musicians and groups. NEWS: 16 newscasts a day. Contact Representative for further details. Rec'd 7/6/71.

1. PERSONNEL
President—Howard Grafman.
General Manager—Sheldon Grafman.
Station Manager—Rick Lee.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 22a, 23a.
Contracts: 40a, 41, 45.
Comb.: Cont. Discounts: 60d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 13 Eff 1/1/74—Rec'd 12/7/73.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 9 am-6 pm.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6 pm-1 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

FIXED.	AAA			AA		
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min	55	50	45	50	45	40

30 sec: 80% of 1-min.

DISCOUNT
52 wk—5%

KSLQ (FM)
ST. LOUIS
1960

METRO RADIO SALES

Contemporary Top 30

NAB RAB NAFMB

Media Code 4 226 7012 5.00
Bartell Broadcasting of Missouri Inc., 111 S. Bemiston Ave., St. Louis, Mo. 63105. Phone 314-725-9814.

STATION'S PROGRAMMING DESCRIPTION
KSLQ (FM): MUSIC: for young adults & teens. AIR PERSONALITIES. COMMERCIAL POLICY: limited to only 8 commercial minutes per hour. No triple spotting. Contact Representative for further details. Rec'd 11/30/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—E. A. W. (Ted) Smith.
General Sales Manager—Stephen E. Dinkel.
Program Director—Gary Bridges.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
100,000 w. (horiz.), 100,000 w. (vert.); 98.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Cancellation: 70E.

RATE PROTECTION
13 wks from effective date of any increase provided equal wkly expenditure of 100.00 is actually running at time of effective date of increase & provided broadcasts continue without interruption during protection period.

TIME RATES
No. 4 Eff 8/15/75—Rec'd 7/31/75.
AA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight; Sun 10 am-7 pm.
A—Mon thru Sun 6-10 am.
B—Mon thru Fri 10 am-3 pm; Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	80	60	70	56	65	52
6 ti	75	60	65	52	60	48
12 ti	70	56	60	48	55	44
18 ti	....	....	55	44	50	40

C: 50% of 1-min. B rate.
10 sec: 50% of 1-min.
Spots must rotate throughout time classes. Request to rotate on 3 days or less, 1 ti rate.

10. SPECIAL FEATURES
Newscasts—applicable 1-min rate plus 25%.
Minutes, newscasts, 30 sec & ID's combinable to earn wkly frequency discounts.
Submitted by Elaine Pappas.

KSTL
1948
ST. LOUIS

NAB

Media Code 4 226 7055 4.00
Radio St. Louis, Inc., 814 N. 3rd St., St. Louis, Mo. 63102. Phone 314-621-5785.

STATION'S PROGRAMMING DESCRIPTION
KSTL: Programmed for general country and western audience
NEWS: 5 min newscasts every hour at :45. UPI news service. Rec'd 12/27/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Art Ford.
Ass't Mgr. & Farm Dir.—William L. Vietmeier.
News & Sports Director—Thad Shore.

3. FACILITIES
1,000 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 13a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29b, 32a.
Contracts: 40a, 41, 44b, 45, 47a, 49, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60g, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82

TIME RATES
Eff 5/1/69—Rec'd 5/5/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	16.00	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	13.50	12.50	11.50	10.50	9.50	8.50	7.50
10 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	13.00	12.00	11.00	10.00	9.00
60 sec	10.50	9.50	8.50	7.50	6.50
10 sec	6.50	6.00	5.50	5.00	4.50

1,000 SPOT CLUB

PER YR:	1 min
1000 x	6,000.

Mon thru Fri 1:30 pm-sign-off. Schedules include participation in: Jenny Jamison, Skeets Yaney, Don O'Day shows.

6. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1/2 hr	70.00	66.50	63.00	59.50	56.00	52.50	49.00
1/4 hr	42.00	39.90	37.80	35.70	33.60	31.50	29.40
10 min	28.00	26.60	25.20	23.80	22.40	21.00	19.60
5 min	21.00	19.95	18.90	17.85	16.80	15.75	14.70

KXEN
1951
ST. LOUIS-FESTUS

Media Code 4 226 7225 3.00
KXEN, Inc., Box 28, St. Louis, Mo. 63166. Phone 314-436-6550.

STATION'S PROGRAMMING DESCRIPTION
KXEN: Programmed primarily for the adult religious audience.
MUSIC: M-Sat 1 pm-sign-off gospel for Christian audience. Sun. Religious features & Church remotes. NEWS: Church calendar, local & national news thoughout day. Rec'd 5/30/72.

1. PERSONNEL
President—Harold S. Schwartz.
General Manger—Bernie Harville.
Program Director—Lee Riley.

5. FACILITIES
50,000 w. days; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/6.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a.
Contracts: 40b, 46.
Cancellation: 73a.

TIME RATES
Eff——————Rec'd 11/9/73.

6. SPOT ANNOUNCEMENTS

	1-13x	26x	52x	104x	156x	260x	312x
1 min	10.50	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES
A—Mon thru Fri 7-9 am.
B—Mon thru Fri 9 am-sign-off.

	1 hr	1/2 hr	1/4 hr
A	140	75	40
B	120	65	35

Sat 7 am-noon:
1/4 hr ..... 35 1/2 hr 65
Sun:
1/4 hr ..... 40 1 hr 140
1/2 hr 75

KXLW

NOTE: The call letters of this station have been changed to:

KADI

kxok63

1938
ST. LOUIS

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 7395 4.00
Storz Broadcasting Co., KXOK Radio, 7777 Bonhomme Ave., Suite 1601, St. Louis, Mo. 63105. Phone 314-727-6500.

1. PERSONNEL
President—Robert H. Storz.
General Manager—Phillip W. Trammell.
Program Director—Scott Sherwood.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 630 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES
No. 27 Eff 2/1/75—Rec'd 2/5/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 10 am-7 pm.
A—Mon thru Sun 7-11 pm.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	85	68	75	60	65	52
12 ti	80	64	70	56	60	48
18 ti	75	60	65	52	55	44
24 ti	70	56	60	48	50	40

WCBW (FM)
1964
COLUMBIA, ILL.

Media Code 4 226 7416 8.00
Joseph L. Lepp Inc., 227 Beaird St., Columbia, Ill., 62236. Phone 618-281-3031.

STATION'S PROGRAMMING DESCRIPTION
WCBW (FM): NEWS: UPI audio at :60. 6-9 am gospel music; 10 am-noon MOR, current hits; noon-1 pm news, sports, women's features & farm report; 1-5 pm MOR, current hits; 5-6 pm polka M-S; 6-6:30 pm news, sports & weather; 6:30-9 pm MOR, current hits; 9-11 pm jazz M-F. Weekends 7-10 am gospel music & programs; 10 am-noon news, sports, weather & music; 12:30-6 pm Slavic melodies; 7-11 pm MOR, current hits. Sunday 6 am-noon religious programming; noon-2 pm Slavic melodies; 2-7:30 pm German music; 8-10 Slavic melodies; 10-11 pm gospel music. Sports coverage & live remote equipment. Contact Representative for further details. Rec'd 5/22/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph L. Lepp.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
ERP 2,700 w.; 104.9 mc
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 764 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
General: 4a, 5, 6a, 7a.
Rate Protection: 10a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 22a, 24b.
Contracts: 40a, 43, 44b, 45, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60i, 62d.
Cancellation: 71a, 72.
Prod. Services: 82.
Member: Illinois Radio Network.

TIME RATES
Eff 1/2/69—Rec'd 1/6/69.

8. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	5.60	4.00	150 x	2.90	2.30
13 x	4.90	3.90	260 x	2.80	2.25
26 x	4.10	3.80	312 x	2.60	2.15
52 x	4.00	3.60	500 x	2.50	2.10
104 x	3.00	2.50	1000 x	2.30	2.00

Edited by Joseph Lepp.

WESL
1972
EAST ST. LOUIS, ILL.

NAB

Media Code 4 226 7437 4.00
East St. Louis Broadcasting Co., Inc., 149 S. 8th St., East St. Louis, Ill. 62201. Phone 618-874-1490, 874-1491.

1. PERSONNEL
Station Manager—John Judd.
Program Director—Jim Gates.
Sales Manager—Frank Davis.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Same pattern day & night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 47e, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: *70c, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(*) Programs only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 2/1/75—Rec'd 5/2/75.
AAA—6-10 am & 3-8 pm.
AA Day & Evening Parts—10 am-3 pm & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK, EA:	1 ti	10 ti	20 ti	30 ti	1 ti	10 ti	20 ti	30 ti
1 min.	15.00	14.00	13.00	11.50	13.00	12.00	11.00	10.00
30 sec	13.00	12.00	11.50	10.00	11.00	10.00	9.00	8.00

7. PACKAGE PLANS
TAP—1/3 AM DRIVE, 1/3 EVENING DRIVE, 1/3 DAY/EVENING

PER WK. EA:	10 ti	20 ti	30 ti
1 min	13.50	12.50	11.00
30 sec	11.00	10.00	8.50

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—15%
Edited by Frank Davis.

WEW
1921
ST. LOUIS

NAB

Media Code 4 226 7480 4.00
WEW Radio, Inc., 517 Stadium Plaza, St. Louis, Mo. 63102. Phone 314-436-7077.

STATION'S PROGRAMMING DESCRIPTION
WEW: MUSIC: MOR with best of current records, standards of yesterday, familiar tunes that have a full orchestration. Live big band singer & orchestra. Live music & audience participation 2 hour show daily. AIR PERSONALTIES handle all segments. Rec'd 9/5/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles P. Stanley.
Program Director—Buddy Moreno.

3. FACILITIES
1,000 w. days; 770 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% on gross charges for station facilities

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10b, 11b.
Cancellation: 70e, 71a.
Affiliated with American Entertainment Network.

TIME RATES
No. 14 Eff 6/1/69—Rec'd 4/30/69.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

	CLASS AA				
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	25	23	21	19	17
20/30 sec	18	17	15	14	13
	CLASS A				
1 min	22	20	18	16	14
20/30 sec	16	15	14	12	11

10 sec: 50% of 1-min, when available.

CONTRACTS
500+—18 ti rate 1000+—30 ti rate
Within contractual year.

9. PARTICIPATING PROGRAMS
RUSS DAVID TERRE DULAC PLAYHOUSE PARTY
(Mon thru Fri noon-2 pm)
1 min 30.00

10. SPECIAL FEATURES
4-1/2-min newscasts at :60.
AA, flat ..... 30 A, flat 25
1-min spot plus open and close.
1-1/2-min Weather Forecasts at :15—Applicable 1-min rate plus 7.00; 1-min spot plus open and close.

WGNU
1961
GRANITE CITY, ILL.

NAB

Media Code 4 226 7565 2.00
Norman Broadcasting Co., Box 178, St. Louis, Mo. 63166. Phone 314-241-9468.
Other office: 92 Nameoki Sta., Granite City, Ill. 62040. Phone 618-451-0050.

STATION'S PROGRAMMING DESCRIPTION
WGNU: MUSIC: all hit country music, featuring current hits blended with featured album cuts & country gold. Special German music program Sat. Special religious programming Sun. NEWS: 5 min at :60, 3 min at 6:30, 7:30, 8:30 am; world, national & local news from UPI audio & local news department. Contact Representative for further details. Rec'd 7/2/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles H. Norman.
Program Director—Bob Baker.
News & Sports Dir.—Russell Benson.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
500 w. days; 920 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

(This listing continued on next page)

St. Louis—W G N U—Continued

4. AGENCY COMMISSION
15/0 time and talent
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25a, 29a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 60f, 60l.
Cancellation: 71a, 72.
Prod. Services: 82.
Affiliated with KBS.
Affiliated with The Rep Network.

TIME RATES
Eff 2/1/70—Rec'd 1/23/70.

6. SPOT ANNOUNCEMENTS

	1x	100x	200x	300x	500x	1000x
1 min	12.00	11.75	11.50	11.25	10.50	10.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

AM/FM COMBINATION
When AM and FM are simulcast, the sum of the two rates will apply.

10. SPECIAL FEATURES
5-min Newscast—1-1/2x 1-min.

W G N U-FM
1965
GRANITE CITY, ILL.

Media Code 4 226 7566 0.00
Norman Broadcasting Co., Box 178, St. Louis, Mo. 63166. Phone 314-241-9468.
Other office: 92 Nameoki St., Granite City, Ill. 62040. Phone 618-451-9950.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WGNU-FM: 6-9 am gospel music; 9-10:45 am religious programs; 10:45 am-3 pm gospel music; 3-9 pm music & religious programs; 9 pm-midnight gospel music; midnight-6 am country hits. Ethnic programming Sun. Contact Representative for further details. Rec'd 7/2/75.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 592 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WGNU. See that listing for rates.

TIME RATES
Eff 2/1/70—Rec'd 1/23/70.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	100x	200x	300x	500x	1000x
6 am-7 pm	12.00	11.75	11.50	11.25	10.50	10.00
7 pm-mid	10.00	9.50	9.00	8.60	8.00	7.50
Mid-6 am	7.50	7.00	6.50	6.00	5.50	4.50

30 sec: 75% of 1-min 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min Newscast—1-1/2x 1-min.

W I L
1922
ST. LOUIS

EASTMAN RADIO, INC.

Modern Country Music

R A B

Media Code 4 226 7650 2.00
The LIN Broadcasting Corp., 300 N. Twelfth Blvd., St. Louis, Mo. 63101. Phone 314-436-1600.

STATION'S PROGRAMMING DESCRIPTION
WIL: MUSIC: Modern country featuring AIR PERSONALITIES. NEWS: at :60 & :30 with 5 man news staff. Contact Representative for further details. Rec'd 1/3/75.

1. PERSONNEL
President (LIN Broadcasting Corp.)—Donald A. Pels.
Pres. & Gen'l Mgr.—Walter W. Clark.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1430 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 320 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21b, 21d, 22b, 25a, 27, 28c, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 44b, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60e, 60l, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.

TIME RATES
AM/FM COMBINATION
No. 3 Eff 12/31/74—Rec'd 1/6/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK: 1 MIN:	1 tl	12 tl	18 tl	24 tl
AAA	66	60	58	56
AA	56	52	50	48
A	40	38	36	34

30 sec: 80% of 1-min.
AM only: Deduct 15%.

W I L-FM
1962
ST. LOUIS

EASTMAN RADIO, INC.

Great American Country

R A B

Media Code 4 226 7651 0.00
Radio Station WIL-FM, 300 N. Twelfth Blvd., St. Louis, Mo. 63101. Phone 314-436-1600.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WIL-FM: MUSIC: Modern country. NEWS: at :52. Contact Representative for further details. Rec'd 1/3/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Walter W. Clark.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 510 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with WIL. See that listing for rates.

TIME RATES
No. 4 Eff 7/15/75—Rec'd 7/7/75.
AAA—Mon thru Sun 6 am-7 pm.
AA—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 tl	12 tl	18 tl	24 tl
AAA	35	33	31	29
AA	20	18	16	14

30 sec: 80% of 1-min.
Submitted by Mary C. Downey.

W M R Y (FM)
1966
EAST ST. LOUIS ILL.

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 226 7700 5.00
Our Lady of The Snows Broadcasting Corp., Box 9500, Rte. 460, Belleville, Ill. 62223. Phone 618-397-6700.

STATION'S PROGRAMMING DESCRIPTION
WMRY (FM): MUSIC: popular music for adults 5:45 am-1 am. NEWS: on hour. Rec'd 3/31/75.

1. PERSONNEL
General Manager—Rev. Michael Hanson.
3. FACILITIES
ERP 50,000 w.; 101.1 mc. Stereo.
Operating schedule: 19-1/4 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60l, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	6.50	4.50	3.00

10. SPECIAL FEATURES
News, stocks, weather, ea. 8

W R T H
1961
WOOD RIVER, ILL.

AVCO RADIO SALES

NAB R A B

(This is a paid duplicate of the listing appearing under Alton, Ill.)
Media Code 4 214 0165 4.00
Avco Radio Corp., 135 N. Meramec, St. Louis, Mo. 63105. Phone 314-862-9030.
Studio: Culp Lane, Cottage Hills, Ill. 62018. Phone 618-259-1800.

STATION'S PROGRAMMING DESCRIPTION
WRTH: Programmed for adults.
MUSIC: pop/standard. Uninterrupted music programmed continuously on a 15 min basis. NEWS: at :55 & :25 in drive time. Housewife headline news at :53. Contact Representative for further details. Rec'd 8/7/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joseph P. Constantino.
General Sales Manager—Robert J. McCarthy.
Operations Director—Jerry Irvine.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
500 w. days, 1,000 w. nights; 590 kc. Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 on station time
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g.
Basic Rates: 22a, 22b, 23a, 25a, 28a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Avco Group Plan.
Affiliated with American Entertainment Network.

TIME RATES
No. 7 Eff 9/15/74—Rec'd 9/9/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun—7 pm-midnight.

6. SPOT ANNOUNCEMENTS
SECTION 1—1 MINUTE

PER WK:	PER YR:	AA	A	B
12 tl	156 x	50	40	35
18 tl	312 x	45	35	30
24 tl	780 x	40	30	25

30/20 sec: 80% of 1-min. 10 sec: 70% of 1-min.

7. PACKAGE PLANS
SECTION II—CONVERTIBLE
(1/3AA, 1/3A, 1/3B)

PER WK, ROS:	12 tl	18 tl	24 tl	30 tl
1 min	420	540	660	750

CONVERSION
Higher to lower: 1 spot of a higher class equals 2 of next lower class.
Lower to higher: 3 spots of a lower class equal 2 of next higher class.
Sec I spots may be added to Sec II CWP for frequency discount.

SECTION III—PREEMPTIBLE

PER WK, EA:	12 tl	18 tl	24 tl	30 tl
1 min	30	25	(*)	20

(*) 22.50.
BOS 6 am-midnight daily.

10. SPECIAL FEATURES
5-min news—1-1/2 x 1-min.
1/2 hr news—4 x 1-min.
1/4 hr news—3 x 1-min.
Weather & sports capsules—1-min rate plus 10%.
(D)

SALEM (1 AM; 1 FM)
Dent County—Map Location G-5
See SRDS consumer market map and data at beginning of the State

K E T U (FM)
1971
Subscriber to the NAB Radio Code
Media Code 4 226 7790 6.00
Tower Broadcasting Corp., Crossroads Shopping Center, Salem, Mo. 65560. Phones 314-729-4159, 4150.

STATION'S PROGRAMMING DESCRIPTION
KETU (FM): Adult contemporary, top 40, MOR.

1. PERSONNEL
General Manager—E. T. Blackwell.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
15%; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network, Brownfield Network.

TIME RATES
Eff ————Rec'd 8/17/72.

6. SPOT ANNOUNCEMENTS

	1 tl	21 tl	31 tl
1 min	3.00	2.75	2.50

30 sec: 1-min rate less .75.

K S M O
1953
Media Code 4 226 7820 1.00
KSMO, EmErlAnn Broadcasting Co., Box 32, Salem, Mo. 65560.

1. PERSONNEL
General Manager—Brenda Brugger.
3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6:00 am-10:15 pm weekdays; 7:00 am-8:00 pm Sun. CST.
4. AGENCY COMMISSION
All rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 8/28/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	565x	520x	1040x	2600x	5120x
1 min	3.50	2.80	2.15	1.90	1.80	1.65	1.60	1.55
75 wds	2.50	2.05	1.80	1.60	1.50	1.35	1.30	1.25

SEDALIA (2 AM; 1 FM)
Pettis County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

K D R O
1939

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 7905 0.00
Sedalia Broadcasting Corp., West Highway 50, Sedalia, Mo. 65301. Phone Ta 6-5005.

STATION'S PROGRAMMING DESCRIPTION
KDRO: Mod C&W music, network news at :60.

1. PERSONNEL
General Manager—Herbert W. Brandes.
3. FACILITIES
1,000 w. day, 250 w. night. 1490 kc. Non-directional.
Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBC and CBS.
Member: Magic Circle Network, Brownfield Network, Missourinet.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/73—Rec'd 5/24/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	5.20	4.75	4.60	4.45	4.00	3.85	3.50
30 sec	3.90	3.70	3.40	3.20	2.90	2.85	2.60

7. PACKAGE PLANS
YEARLY PACKAGE—CONSECUTIVE

EA:	500x	750x	1000x
1 min	3.10	2.85	2.55
30 sec	2.35	2.10	1.80

K S I S
1953
Media Code 4 226 7990 2.00
Yates Broadcasting Co., Box 1056, KSIS Bldg., North U. S. Hwy. 65, N. Sedalia, Mo. 65301. Phone 816-826-1050.

STATION'S PROGRAMMING DESCRIPTION
KSIS: Contemporary.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl W. Yates, Jr.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Missouri Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 6/1/74—Rec'd 6/3/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x
1 min	5.25	4.75	4.50	4.00	3.50
30 sec	4.00	3.60	3.40	3.10	2.75

7. PACKAGE PLANS

30 DAY PLAN, EA:	52 tl	78 tl	104 tl	130 tl
1 min	3.50	3.25	3.10	3.00
30 sec	2.75	2.50	2.25	2.00

CONSECUTIVE 13 WEEK PLAN

PER WK:	1 min	30 sec
3 tl per day	55.80	40.50

	—Daily—		—Wkly—	—14 days	
EA:	5 tl	10 tl	25 tl	50 tl	50 tl
1 min	5.00	4.00	3.60	3.25	3.30
30 sec	3.60	3.10	2.80	2.50	2.70

1000 x per yr: 1-min, ea 3.00; 30-sec, ea 2.00.
Edited by Bettie S. Yates.

K S I S-FM
1963
Media Code 4 226 7991 0.00
Yates Broadcasting Co., Box 1056, KSIS Bldg., North U. S. Hwy. 65, Sedalia, Mo. 65301. Phone 816-826-1050.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSIS-FM: MOR.

3. FACILITIES
ERP 2,600 w.; 92.1 mc.
Operating schedule: 6:00 am-midnight Mon thru Sat; 8 am-midnight Sun. CST.
Antenna ht.: 278 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 6/1/74—Rec'd 6/3/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x
1 min	3.00	2.60	2.50	2.30	2.00

7. PACKAGE PLANS

	— Daily—		—Wkly—	
SPOT PACKAGES:	5 tl	10 tl	25 tl	50 tl
Ea	3.00	2.30	2.00	1.80

14 consecutive days—50x, ea 1.95.

30 DAY PACKAGES:	60 tl	90 tl	120 tl	150 tl
Ea	2.00	1.90	1.80	1.70

Edited by Bettie S. Yates.

SIKESTON (2 AM; 1 FM)
Scott County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

K M P L
1966
Subscriber to the NAB Radio Code
Media Code 4 226 8075 1.00
Delta Radio Corp., Box 907, 125 S. Kingshighway, Sikeston, Mo. 63801. Phone 314-471-1520.

STATION'S PROGRAMMING DESCRIPTION
KMPL: Programmed for adults, young adults and teens.

1. PERSONNEL
Pres. & Gen'l Mgr.—John C. David.
2. REPRESENTATIVES
Bruce Schneider & Co.
3. FACILITIES
5,000 w. day; 500 w. night; 1520 kc. Directional.
Operating schedule: 5:15-12:15 am. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
Member: Missouri Radio Network, Missourinet.

TIME RATES
Eff 6/1/70—Rec'd 6/22/70.

6. SPOT ANNOUNCEMENTS

	1x	75x	150x	225x	300x	400x	500x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00
10 sec	3.50	3.25	3.00	2.75	2.50

Equal number of spots on AM & FM—10% discount.

K M P L-FM
1968
Subscriber to the NAB Radio Code
Media Code 4 226 8076 9.00
Delta Radio Corp., Box 907, 125 S. Kingshighway, Sikeston, Mo. 63801. Phone 314-471-1520
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KMPL-FM: MUSIC: Country & western.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.
Operating schedule: 5:15 -12:15 am. CST.
5. GENERAL ADVERTISING See coded regulations
Member: Missourinet.

TIME RATES
No. 6 Eff 11/1/73—Rec'd 8/28/73.

(This listing continued on next page)

7. PACKAGE PLANS

TAP, PER MO:	200 ti	100 ti	50 ti	20 ti	1 ti
1 min	2.20	2.30	2.50	2.80	3.00
30 sec	1.50	1.70	1.80	2.00	2.20
TAP, PER YR:		**2400x**	**1200x**	**600x**	**240x**
1 min		2.10	2.20	2.30	2.50
30 sec		1.40	1.50	1.70	1.80

Fixed: Next highest rate.

Equal number of spots on AM & FM—10% discount.

KSIM

1948

Media Code 4 226 6160 1.00
Sikeston Community Broadcasting Co., 1501 West Malone Ave., Sikeston, Mo. 63801. Phone 314-471-1400.

1. PERSONNEL
Manager—J. E. Wenneker.

2. REPRESENTATIVES
PRO/Meeker Radio.
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Farm Radio Network, Arkansas Radio Network.

TIME RATES
Eff 1/26/74—Rec'd 1/28/74.

6. SPOT ANNOUNCEMENTS

	26x	52x	104x	156x	312x
1 min	6.50	6.25	5.75	5.25	4.75

30 sec: 80% of 1-min.

SPRINGFIELD (6 AM; 4 FM)

Greene County—Map Location E-6
See SRDS consumer market map and data at beginning of the State

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	22	14	17	16
B	13	12	16	14
C	11	10	10	10
D	10	8	10	6
AVERAGE	14	11	13	12

KBUG

1972

Media Code 4 226 8202 1.00
Babcom, Inc., Box 1957, 2607 W. Bennett, Springfield, Mo. 65805. Phone 417-831-1060.

STATION'S PROGRAMMING DESCRIPTION
KBUG: Programmed for young adults 18-49.
MUSIC: adult contemporary. NEWS: UPI audio. Rec'd 9/16/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Larry Dixon.
Program Director—Ben Atwell.

3. FACILITIES
500 w.; 1060 kc. Non-directional.
Operating schedule 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 2b, 3c, 4a, 5, 6a.
Rate Protection: 10b, 11d, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 28b.
Contracts: 40a, 44a, 46.
Comb.; Cont. Discounts: 60a, 601.
Cancellation: 72b, 73b.
Prod. Services: 80.

TIME RATES
Eff 8/1/74—Rec'd 9/16/74.
AAA—6-9 am.
AA—3:30-6:30 pm.
A—9 am-3:30 pm & 6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS
CLASS AAA

I MIN/LESS:	13x	26x	52x	104x	260x
AAA	12.00	11.50	11.00	10.50	10.00
AA	11.00	10.50	10.00	9.50	9.00
A	8.50	8.00	7.50	7.00	6.50

7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec
Plan A—18 ti (6AAA, 6AA, 6A)	8.25	6.50
Plan B—30 ti (9AAA, 9AA, 12A)	7.20	5.90
Plan C — 104 per month, 26 per wk, (60% drive time) 4 consec wks	6.75	5.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	85	79	75	70
1/2 hr	60	56	49	42
1/4 hr	40	38	35	30
5 min	25	23	21	18

10. SPECIAL FEATURES
American top 40—1 min/less 10.50.

KGBX

1926

NAB

Springfield Broadcasting Company
Subscriber to the NAB Radio Code

Media Code 4 226 8245 0.00
Springfield Broadcasting Co., Box 767, 605 Boonville Ave., Springfield, Mo. 65801. Phone 417-869-2822.

STATION'S PROGRAMMING DESCRIPTION
KGBX: Programmed for adults and young adults.
FARM: 5-7 am agriculture interviews, markets, weather, county agents, news. C & W Music M-Sat. 7 am-5 pm Modern MOR and Talk, a talk feature after every record, interviews with celebrities, politicians, personalities of all types by phone, listener's comment and opinion on Open Line, swap shop, mobile unit reports, humor, traffic reports. Local, regional, state and national news, commentary, editorials, financial news, direct weather line and sports news. 11:10 am-noon M-F professional guest experts answer tele-listener questions. Contact Representative for further details. Rec'd 2/4/74.

1. PERSONNEL
Vice-President—Don C. Dailey.
General Manager—Dan Vaughn.
Program Director—Jerry Higley.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Tulsa, St. Louis, Kansas City—Eugene F. Gray Co., Inc.

3. FACILITIES
5,000 w.; 1260 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14a, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 62a, 62c.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
Member: Missouri Radio Network, Missourinet.

TIME RATES
Eff 3/1/70—Rec'd 1/19/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min/less	11.00	10.75	10.50	10.25	10.00	9.50	8.50

7. PACKAGE PLANS
CONSECUTIVE WEEK SATURATION PLAN—1 MINUTE

PER WK:	1 wk	4 wk	13 wk	26 wk	39 wk	52 wk
5 ti	9.50	9.00	8.50	8.00	7.50	7.00
10 ti	9.00	8.50	8.00	7.50	7.00	6.50
15 ti	8.50	8.00	7.50	7.00	6.50	6.00
20 ti	8.00	7.50	7.00	6.50	6.00	5.50
25 ti	7.50	7.00	6.50	6.00	5.50	5.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	80.00	77.50	75.00	70.00	67.50	62.50	60.00
1/2 hr	55.00	50.00	45.00	40.00	37.50	35.00	32.50
1/4 hr	32.50	30.00	28.00	27.00	26.00	24.00	22.00
5 min	22.00	21.00	20.00	19.00	18.00	17.00	16.00

Edited by Dan Vaughn.

KICK

1946

Media Code 4 226 8330 0.00
Kickapoo Prairie Broadcasting Co., Inc., 610 College St., Springfield, Mo. 65806. Phone 417-869-1561.

STATION'S PROGRAMMING DESCRIPTION
KICK: Programmed for young adults 18-49.
MUSIC: contemporary. AIR PERSONALITIES handle all segments. NEWS: 5 min local, regional & national at :50; 10 min at 6:50 & 7:50 am. Private weather forecasts at :20. SPORTS: local play-by-play college basketball. FEATURES: community bulletin board 3:05 pm, community discussion forum, telephone participation 9 am-noon Sun. Contact Representative for further details. Rec'd 4/4/75.

1. PERSONNEL
General Manager—Robert Vinyard.
Program Director—Jim Stanley.

2. REPRESENTATIVES
George T Hopewell, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 24c, 25a, 29a, 32b.
Contracts: 40a, 44a, 45, 46, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60e, 601, 61b.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Member: The Magic Circle Network.

TIME RATES
Eff 5/1/75—Rec'd 4/4/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

7. PACKAGE PLANS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	24 ti
AA	7.00	6.40	6.15	5.85
A	5.60	5.10	4.90	4.70

30 sec: 75% of 1-min.

KLFJ

1974

Media Code 4 226 8372 2.00
Queen City Broadcasting Co., Inc., 149 Public Sq., Springfield, Mo. 65806. Phone 417-866-3717.

STATION'S PROGRAMMING DESCRIPTION
KLFJ: MUSIC 60%: Gospel. Local news featured. Rec'd 10/9/74.

1. PERSONNEL
Manager—Billy Wolfe.
Business Manager—Barbara Burrell.
Program Director—Lula Wolfe.

3. FACILITIES
500 w.; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 26, 28b, 28c, 29a, 31, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47e, 48, 39, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 601, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 10/18/74.

6. SPOT ANNOUNCEMENTS

	1 ti	8 ti	12+
1 min	4.00	3.00	2.50
30 sec	3.00	2.50	2.00
15 sec (minimum 8 in 1 day)	.....	1.50	.....

7. PACKAGE PLANS
6 30-sec, same day 15.00 10 30-sec, same day 22.50
Guaranteed times sold as 1-min spots only.

8. PROGRAM TIME RATES

	1x	52x	260x	312x
1 hr	60	40	27	24
1/2 hr	35	24	16	14
1/4 hr	25	16	11	10

KTTS

1941

Alan Torbet Associates, Inc.

RAB

Subscriber to the NAB Radio Code

Media Code 4 226 8415 0.00
Springfield Great Empire Broadcasting, Inc., Box 1806 S.S.S., 411 S. Jefferson, Springfield, Mo. 65805. Phone 417-865-6614.

STATION'S PROGRAMMING DESCRIPTION
KTTS: Programmed for young adults 18-49.
NEWS. 5 min at :60, including national, regional & local. 15 min at 7 am, 12N & 5 pm. 2 min at :30. AIR PERSONALITIES handle all segments of entertainment. MUSIC: modern country. SPORTS: Capsules at :45. WEATHER: capsules at :15. Contact Representative for further details. Rec'd 4/10/72.

1. PERSONNEL
President—F. F. Mike Lynch.
General Manager—Curtis W. Brown.
Program Director—Don Paul.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
St. Louis—Bruce Schneider & Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 9 pm-6 am. For non-simulcast facilities see KTTS-FM.

4. AGENCY COMMISSION
15/0: monthly.

6. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 25a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with ATA Radio Network.

TIME RATES
AM/FM COMBINATION
No. 8 Eff 12/1/73—Rec'd 12/3/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am, 10 am-3 pm & 7-9 pm; Sun 5 am-9 pm.
B—Mon thru Sun 9 pm-midnight.

7. PACKAGE PLANS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	17	15	14	13
A	15	13	12	11
B	11	10	9	6

30 sec: 80% of 1-min.

AM only: 60% of combination rate.

KTTS-FM

1948

RAB

Media Code 4 226 8416 7.00
Springfield Great Empire Broadcasting, Inc., Box 1806 S.S.S., 411 S. Jefferson, Springfield, Mo. 65805. Phone 417-865-6614.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 94.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 659 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-9 pm. For simulcast facilities see KTTS.

TIME RATES
FM only: 40% of combination rate.

KTXR (FM)

962

RAB

Media Code 4 226 8500 8.00
Stereo Broadcasting, Inc., Box 3925 G.S., 3906 Cherry St., Springfield, Mo. 65804. Phone 417-862-3751.

STATION'S PROGRAMMING DESCRIPTION
KTXR(FM): Programmed for general interest, oriented primarily to adults and young adults.
MUSIC 90%: featuring current selling general popular music, film and showtunes, standards, and middle-of-the-road, plus 8 hours per week classical. NEWS 7%: 5 min news and weathercast every 60 min including local, AP national and international, and weather. COMMERCIAL POLICY: 10 total minutes maximum in 60 minute segments. Contact Representative for further details. Rec'd 10/19/70.

1. PERSONNEL
President—Kenneth E. Meyer.
Vice-President—Clifford Browne.
Manager—J. A. Meyer.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.6 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,458 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Eff 6/1/71—Rec'd 8/10/71.

6. SPOT ANNOUNCEMENTS

	1-13	26x	52x	104x	156x	260x	360x
1 min	4.50	4.25	3.75	3.50	3.25	3.00	2.75
30 sec	3.50	3.20	3.00	2.80	2.60	2.40	2.20
10 sec	2.25	2.00	1.90	1.80	1.70	1.60	1.50

6. PROGRAM TIME RATES

	1-13	26x	52x	104x	156x	260x	360x
1 hr	35.00	32.50	30.00	28.30	27.00	26.00	25.00
1/2 hr	23.50	21.00	19.00	18.25	17.50	16.00	15.00
1/4 hr	15.00	14.00	13.00	12.00	11.00	10.00	9.00
5 min	8.50	7.50	6.50	6.00	5.75	5.00	4.25

10. SPECIAL FEATURES

	1-13	26x	52x	104x	156x	260x	360x
News/Weather	8.50	7.50	6.50	6.00	5.75	5.00	4.25

Edited by J. A. Meyer.

KWFC (FM)

1968

RAB

Media Code 4 226 8540 4.00
Baptist Bible College, Inc., Box 5027, Springfield, Mo. 65801. Phone 417-866-0836.

STATION'S PROGRAMMING DESCRIPTION
KWFC (FM): Programmed for families.
NEWS: 5 min every hour, with 4-15 min newscasts per day, weather reports hourly. Religious music 53%, news and public affairs 15%, religious and educational talk programs 20%. Music includes traditional and current sacred selections, gospel songs and modern religious music, performed by soloists, quartets, ensembles, choirs, orchestras and instrumental groups. Rec'd 3/14/69.

1. PERSONNEL
Gen'l Mgr. & Chief Eng.—William F. Askew.
Ass't Mgr. & Prog. Dir.—James E. Price.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 481 ft. above average terrain.

4. AGENCY COMMISSION
None; all rate net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 24b, 25a, 29b.
Contracts: 43, 45, 46, 47e, 49, 51a.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 3/31/73—Rec'd 4/13/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	11 ti	24+
1 min	4.00	3.00	2.50	2.00
30 sec	2.50	2.00	1.75	1.50
PER DAY:			**5 ti**	**10+**
10 sec			1.20	1.00

6. PROGRAM TIME RATES

	6 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	10.00	15.00	25.00	35.00	60.00
52 x	7.00	12.00	16.00	24.00	42.00
260 x	5.00	9.50	11.00	16.00	28.00
312 x	4.50	8.00	10.00	14.50	24.00

KWTO

1933

NAB RAB

Media Code 4 226 8585 9.00
Salina Broadcasting, Inc., Box 4568GS, Springfield, Mo. 65804. Phone 417-862-4422.

STATION'S PROGRAMMING DESCRIPTION
KWTO: Programmed for general interest of entire family.
Local or network news each hour. FARM: service programs, market reports, agriculture interviews 5 times daily. Air personalities. MUSIC: C & W. SPORTS: local fishing news 5 min. Contact Representative for further details. Rec'd 11/6/73.

1. PERSONNEL
President—Richard W. Chapin.
Vice-Pres. & Gen'l Mgr.—Harry Kaplan.
Operations Manager—Keith O'Neil.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 560 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21a, 22a, 22b, 24b, 24c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60b, 601.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 9/3/74.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; all other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	24	23	22	21	20
AA	19	18	17	16	15
A	16	15	14	13	12

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

(Springfield continued on next page)

MISSOURI

Springfield—Continued

KWTO-FM
1967

NAB RAB

Media Code 4 226 8586 7.00
Ozarks Broadcasting Co., Box 4568GS, Springfield, Mo. 65804. Phone 417-862-4422.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KWTO-FM: MUSIC: rock. NEWS: local every hour. Contact Representative for further details. Rec'd 1/31/74.
3. FACILITIES
ERP 100,000 w.: 98.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 291 ft. above average terrain.
TIME RATES
No. 2 Eff 9/1/74—Rec'd 9/3/74.
AAA—Mon thru Sat 3 pm-midnight.
AA—Mon thru Sat 6-10 am.
A—All other times
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	20	18	16	14	12
AA	16	14	13	11	10
A	14	13	12	10	8

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

SULLIVAN
Franklin County—Map Location G-4
See SltDS consumer market map and data at beginning of the State.

KTUI
1966

Media Code 4 226 8625 3.00
Meramec Valley Broadcasting Co., Box 151, Sullivan, Mo. 63080. Phone 314-468-4100.
1. PERSONNEL
Pres. & Sales Mgr.—Glynn J. Rice.
3. FACILITIES
1,000 w.: 1560 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 8/6/73.
6. SPOT ANNOUNCEMENTS

	312x	260x	156x	78x	52x	26x	1x
1 min	2.75	3.00	3.25	3.50	3.75	4.00	4.25
30 sec	2.00	2.50	2.75	3.00	3.25	3.50	3.75

THAYER
Oregon County—Map Location G-7
See SltDS consumer market map and data at beginning of the State.

KALM
1953
Subscriber to the NAB Radio Code
Media Code 4 226 8670 9.00
KALM, Box 13, North Hwy. 63, Thayer, Mo. 65791.
1. PERSONNEL
General Manager—Carlie Hamilton.
3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KAMS (FM), Mammoth Spring, Ark.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: Magic Circle Network, Farm Radio Network, Arkansas Radio Network.
TIME RATES
Eff 7/1/74—Rec'd 6/10/74.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	3.10	2.30	1.55

7. PACKAGE PLANS

	—Per day—		—Per wk—			
	10 ti	20 ti	15 ti	30 ti	60 ti	100 ti
1 min	2.30	2.05	2.65	2.30	2.05	1.90
30 sec	1.70	1.55	2.00	1.70	1.55	1.40
15 sec	1.15	1.05	1.30	1.15	1.05	.95

TRENTON
Grundy County—Map Location D-9
See SltDS consumer market map and data at beginning of the State.

KTTN
1955

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 8753 6.00
Luehrs Broadcasting Co., Box 310, Trenton, Mo. 64683. Phone 816-359-2261.
1. PERSONNEL
General Manager—Marvin E. Luehrs.
3. FACILITIES
500 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Missouri Radio Network, Brownfield Network.
TIME RATES
Eff 4/1/75—Rec'd 3/26/75.
A—6-9 am & noon-1 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

B:	1x	52x	104x	156x	260x	312x
1 min	5.60	4.32	3.67	3.46	3.20	3.07
30 sec	4.10	3.25	2.92	2.73	2.46	2.33

7. PACKAGE PLANS

	10 ti	20 ti	30 ti	40 ti
1 min	3.90	3.70	3.50	3.50
30 sec	2.85	2.70	2.55	2.55

A: Extra 10%.

UNION (1 AM; 1 FM)
Franklin County—Map Location G-4
See SltDS consumer market map and data at beginning of the State.

KLPW
1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 8840 8.00
Franklin County Broadcasting Co., Inc., Box 549, Union, Mo. 63084. Phone 314-583-5155. Washington phone 314-239-3355.
1. PERSONNEL
Pres. & Gen'l Mgr.—Frank Lohmeyer.
2. REPRESENTATIVES
Gert Runchez and Associates.
3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset Sun. For non-simulcast facilities see KLPW-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with Gert Runchez & Associates Group.
Member: Magic Circle Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 5/1/73—Rec'd 6/21/73.
6. SPOT ANNOUNCEMENTS

PER YR:	312x	260x	156x	78x	52x	26x	1x
1 min	5.00	5.25	5.50	5.75	6.00	6.25	10.00
30 sec	2.75	2.90	3.00	3.20	3.30	3.45	.....
20 sec	2.00	2.10	2.20	2.30	2.40	2.50	.....

7. PACKAGE PLANS
1220 PLAN—ROS

PER WK:	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	62.50	90.00	110.00	150.00	240.00
30 sec	34.50	49.50	60.00	82.50	127.50
20 sec	25.00	36.00	44.00	60.00	90.00

9. PARTICIPATING PROGRAMS
PARTY LINE

	260x	156x	78x	52x	26x	1x
1 min	6.25	6.50	6.75	7.00	7.25	10.00
30 sec	3.90	4.00	4.20	4.30	4.45	5.50

400+, less 10%.

KLPW-FM
1966

NAB

Media Code 4 226 8842 4.00
Franklin County Broadcasting Co., Inc., Box 549, Union, Mo. 63084. Phone 314-583-5155. Washington phone 314-239-3355.
See affiliated AM station for additional information.
3. FACILITIES
ERP 2,100 w.: 101.7 mc.
Operating schedule: 6 am-10:15 pm. CST.
Antenna ht.: 340 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-10:15 pm Mon thru Sat; local sunset-10:15 pm Sun. For simulcast facilities see KLPW.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/73—Rec'd 6/21/73.
6. SPOT ANNOUNCEMENTS

PER YR:	312x	260x	156x	78x	52x	26x	1x
1 min	2.50	2.75	3.00	3.25	3.50	3.75	4.00
30 sec	1.35	1.50	1.65	1.80	1.90	2.00	.....
20 sec	1.00	1.10	1.20	1.30	1.40	1.50	.....

7. PACKAGE PLANS
MERCHANDISING PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	30.00	42.75	54.00	76.50	120.00
30 sec	16.50	23.25	30.00	42.00	65.00
20 sec	12.00	17.25	22.00	31.50	50.00

WARRENSBURG
Johnson County—Map Location D-4
See SltDS consumer market map and data at beginning of the State.

KOKO
1953

Mutual Broadcasting System

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 8925 7.00
Johnson County Broadcasters, Inc., Warrensburg, Mo. 64093. Phone 747-9191.
1. PERSONNEL
General Manager—Jim McCollum.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS & MRS.
Member: Magic Circle Network, Missouri Radio Network, Brownfield Network, Missourinet.
TIME RATES
No. 6 Eff 3/1/75—Rec'd 3/28/75.
6. SPOT ANNOUNCEMENTS

	1 ti	26 ti	104 ti	260 ti	300+
1 min	9.00	8.00	7.00	6.00	5.00
30 sec	6.00	5.00	4.25	3.25	2.50

15 sec: flat 2.00.
Fixed position, 3.00.

WARRENTON
Warren County—Map Location G-4
See SltDS consumer market map and data at beginning of the State.

KWRE
1949

Media Code 4 226 9010 7.00
Kaspar Broadcasting Company of Missouri, Box 220, Warrenton, Mo. 63383. Phone 314-456-3311
Sales Office:
O'Fallon—134 S. Main. 314-272-5381, 7850.
1. PERSONNEL
General Manager—Edward W. Moynahan.
3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Magic Circle Network, Farm Radio Network, Brownfield Network.
TIME RATES
Eff 1/1/75—Rec'd 11/26/74.
AA—6-9 am, noon-1 pm & 3 pm sign-off; Sat all day.
A—All other times.
6. SPOT ANNOUNCEMENTS

	AA				A			
	1x	52x	156x	312x	1x	52x	156x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.00	6.50	6.00	5.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS
WEEKLY SATURATION PLAN

	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	9.50	9.25	9.00	8.75	8.50
30 sec	6.50	6.25	6.00	5.75	5.50
10 sec	4.00	3.75	3.50	3.25	3.00

10. SPECIAL FEATURES
Newscasts: 5 min at :55. 5 min local at :25.
Local News Roundup—Mon thru Fri 12:25-12:40 pm & 4:25-4:40 pm.
Full sponsorship, per program, ea. 20
Co-sponsorship, per program, ea. 12
Weathercasts, 30 sec following newscasts, 1 min, ea 10

WAYNESVILLE (2 AM; 2 FM)
Pulaski County—Map Location F-5
See SltDS consumer market map and data at beginning of the State.

KFBD
1968

Subscriber to the NAB Radio Code
Media Code 4 226 9050 3.00
Jim De Angio, Box 2R, Waynesville, Mo. 65583. Phone 314-336-4600.
1. PERSONNEL
General Manager—Jim De Angio.
3. FACILITIES
500 w.: 1270 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Magic Circle Network.
TIME RATES
Eff 6/1/72—Rec'd 12/5/72.
7. PACKAGE PLANS
SIX MONTHS PACKAGE

	350 ti	250 ti	150 ti	90 ti
1 min	2.50	2.75	3.00	3.50
30 sec	2.00	2.25	2.50	3.00

	1 min	30 sec		1 min	30 sec
10 daily	2.50	2.00	20 wkly	3.00	2.50
5 daily	3.00	2.50	100 per mo.	2.50	2.00
35 wkly	2.50	2.00	60 per mo.	3.00	2.50

Fixed: Extra 25%.

KFBD-FM
1964

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 226 9095 8.00
Jim De Angio, Box 666, Rt. No. 2, Waynesville, Mo. 65583. Phone 314-336-4600.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.: 97.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht. 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Rates are identical to KFBD. See that listing.

KJPW
1962

Media Code 4 226 9180 6.00
Pulaski County Broadcasters, Inc., Box 518, Waynesville, Mo. 65583. Phone 314-336-4913.
STATION'S PROGRAMMING DESCRIPTION
KJPW: Programmed for general interest but oriented towards adults.
1. PERSONNEL
Managers—Donald Coates, Clay Howlett.
2. REPRESENTATIVES
Savail/Gates, Inc.
3. FACILITIES
1,000 w. days; 1390 kc. Non-Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KYSD (FM).
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KYSD (FM).
Affiliated with MBS.
Member: Missourinet.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 4/14/75.
Premium—6:30-8 am & 4-5:30 pm.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Premium	7.25	5.75
All other times	4.75	3.75

7. PACKAGE PLANS

10 DAYS OR LESS:	1 min	30 sec
50 ti	4.25	3.25
100 ti	3.75	2.75

KYSD (FM)
1968

Media Code 4 226 9182 4.00
Pulaski County Broadcasters, Inc., Box 518, Waynesville, Mo. 65583. Phone 314-336-4913.
See affiliated AM station for additional information.
AM facilities: KJPW.
STATION'S PROGRAMMING DESCRIPTION
KYSD (FM): Programmed for adults.
3. FACILITIES
ERP 1,000 w.; 102.3 mc. Stereo.
Operating schedule: 5:15-12:15 am. CST.
Antenna ht.: 475 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KJPW.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Missourinet.
TIME RATES
Rates are identical to KJPW. See that listing.

WEST PLAINS (1 AM; 1 FM)
Howell County—Map Location F-7
See SltDS consumer market map and data at beginning of the State.

KWPM
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 9265 7.00
Robert F. Neathery, Abe Taylor Blvd., West Plains, Mo. 65775.
1. PERSONNEL
Station Manager—Laurel R. Thompson.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Operating schedule: 5:00 a.m. to 11:00 p.m.
4. AGENCY COMMISSION
15% no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: Magic Circle Network, Farm Radio Network, Brownfield Network.
TIME RATES
Eff 7/15/74—Rec'd 7/29/74.
6. SPOT ANNOUNCEMENTS

	60x	125x	250x
1 min	3.85	3.40	3.10

KWPM-FM
1951

NAB

Media Code 4 226 9260 5.00
Robert F. Neathery, Abe Taylor Blvd., West Plains, Mo. 65775.
See affiliated AM station for additional information.
3. FACILITIES
ERP 77,200 w. (horiz.), 77,200 w. (vert.); 93.9 mc.
Operating schedule: 5 am-11 pm. CST.
Antenna ht.: 390 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Magic Circle Network.
TIME RATES
Rates are identical to KWPM. See that listing.

WILLOW SPRINGS
Howell County—Map Location F-7
See SltDS consumer market map and data at beginning of the State.

KUKU
1957

Subscriber to the NAB Radio Code
Media Code 4 226 9350 7.00
Robert F. Neathery & Robert Neathery, Jr., Box 250, Willow Springs, Mo. 65793.
Other studio: Mountain View, Mo.
STATION'S PROGRAMMING DESCRIPTION
KUKU: Programmed for all ages.
1. PERSONNEL
Station Manager—Jack Whitaker.
3. FACILITIES
1,000 w. days; 1330 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Member: Magic Circle Network.
TIME RATES
Eff ——— Rec'd 5/29/74.
6. SPOT ANNOUNCEMENTS

	Open	30 ti	60 ti
1 min	2.65	2.30	2.00
30 sec	2.10	1.80	1.45

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	2,482	Great Falls	1,594
METRO AREAS		Missoula	72
Billings	217	Total Metros.....	1,883

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Billings—Yellowstone Bozman—Gallatin Butte—Silver Bow Great Falls—Cascade Helena—Lewis and Clark Missoula—Missoula

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MONTANA STATE TOTALS	732.4	246.73	3,087,604	12,514	6.6	14.2	11.6	26.2	34.8	1,941,041	7,867	403,836	64,400	189,162	80,641	68,471	359,748	151,359	370.54	95.0	1,261,075
BEAVERHEAD C-5	8.9	3.14	35,952	11,450	8.4	16.0	11.2	23.2	33.0	23,483	7,479	5,186	472	801	1,514	524	4,208	1,974	3.74	1.7	41,320
BIG HORN F-4	10.6	3.03	37,526	12,385	9.1	14.7	10.5	23.2	31.0	21,437	7,075	4,521	287	1,311	554	218	3,650	3,575	4.52	3.3	40,614
BLAINE E-1	6.3	1.98	22,865	11,548	10.9	16.4	9.8	18.8	31.5	13,784	6,962	2,961	358	771	400	121	3,237	1,223	2.66	2.0	29,430
BROADWATER D-3	2.6	.88	7,643	8,685	9.1	17.4	11.0	20.3	28.0	6,471	7,353	1,672	81	308	.....	91	679	817	1.44	.5	12,736
CARBON E-4	7.0	2.69	32,087	11,928	11.0	18.5	11.9	20.9	27.3	10,433	3,878	3,064	386	241	238	.....	973	966	4.34	2.3	30,104
CARTER H-4	1.8	.64	10,810	16,891	9.3	11.5	6.6	17.9	47.4	1,875	2,930	330	109	105	.....	.....	229	432	.82	1.4	18,004
CASCADE D-2†	88.3	29.37	374,496	12,751	5.8	14.7	11.8	26.8	35.5	273,227	9,303	45,354	11,332	36,850	11,862	10,898	50,943	19,081	43.32	3.0	62,381
Great Falls	62.5	21.93	284,643	12,980	.....	.....	.....	.....	.....	254,928	11,625	41,112	10,506	31,489	11,420	10,863	49,907	17,177	.....	.....	.....
Great Falls Metro Area	88.3	29.37	374,496	12,751	5.8	14.7	11.8	26.8	35.5	273,227	9,303	45,354	11,332	36,850	11,862	10,898	50,943	19,081	43.32	.....	.....
CHOUTEAU D-2	6.4	2.18	37,277	17,100	6.0	12.5	9.3	22.6	47.8	10,949	5,022	2,208	319	727	103	211	857	804	3.58	3.4	45,030
CUSTER G-4†	12.3	4.28	54,234	12,671	7.1	15.1	12.5	27.1	33.1	37,323	8,720	8,460	1,483	4,098	1,738	1,099	7,567	2,799	6.58	1.5	31,332
DANIELS G-1	2.7	.96	13,180	13,729	4.6	15.6	12.4	24.9	40.5	7,190	7,490	1,921	261	367	191	109	1,206	105	1.57	1.0	16,751
DAWSON H-2	11.3	3.65	56,637	15,517	4.4	12.9	11.7	27.6	39.4	30,615	8,388	7,475	595	2,607	1,298	916	5,147	2,721	5.54	1.7	24,274
DEER LODGE C-4	14.8	4.67	51,811	11,094	5.8	15.8	14.7	30.6	28.6	28,996	6,209	9,513	1,368	356	2,541	502	4,969	2,599	6.90	.2	3,456
FALLON H-3	4.6	1.50	17,761	11,841	5.0	12.5	10.4	28.7	34.0	11,538	7,692	2,569	234	644	170	397	2,949	1,039	2.03	1.2	13,884
FERGUS E-2†	12.3	4.23	54,680	12,927	6.3	12.6	10.5	25.2	37.2	37,985	8,980	6,463	836	3,169	1,460	847	6,949	3,532	6.51	2.9	41,713
FLATHEAD B-1†	43.7	14.66	169,899	11,589	5.6	12.5	12.5	28.8	33.1	116,077	7,918	28,698	2,256	12,369	3,633	5,338	21,232	7,832	21.87	4.0	19,330
GALLATIN D-4	36.1	11.67	150,657	12,910	5.9	14.9	11.7	25.9	36.7	98,743	8,461	19,240	2,377	8,230	4,633	3,831	12,201	8,865	18.11	3.7	48,795
Bozeman	21.5	6.81	84,480	12,405	.....	.....	.....	.....	.....	81,970	12,037	16,022	1,922	7,905	3,996	3,742	10,467	6,568	.....	.....	.....
GARFIELD F-2	1.9	.64	6,667	10,417	5.4	20.3	15.3	24.2	26.8	3,809	5,952	636	322	433	.....	.....	669	327	.75	.7	19,494
GLACIER C-1	10.8	3.21	37,204	11,590	9.9	14.2	10.0	22.9	31.6	25,948	8,083	6,860	671	2,468	956	430	4,592	1,850	4.57	1.9	17,493
GOLDEN VALLEY E-3	.9	.34	3,897	11,462	4.9	16.5	12.0	20.5	41.7	1,070	3,147	315	.....	.....	.....	.....	.....	105	.48	.4	9,209
GRANITE B-3	2.6	.96	11,313	11,784	9.4	18.9	14.1	27.3	25.5	4,665	4,859	1,448	215	.....	246	128	474	190	1.57	.4	6,846
HILL E-1†	17.6	5.71	72,300	12,662	6.0	12.9	10.5	25.7	39.0	50,266	8,803	9,339	1,704	5,554	3,445	2,010	8,271	2,930	8.45	2.2	31,761
JEFFERSON C-3	5.8	1.62	18,811	11,612	7.6	13.7	13.9	29.5	29.5	5,847	3,609	1,651	124	237	67	137	774	450	2.73	.5	6,395
JUDITH BASIN D-3	2.3	.82	10,038	12,241	5.9	17.4	13.6	23.2	35.6	3,277	3,996	372	191	.....	.....	.....	787	801	1.36	1.5	17,131
LAKE B-2	15.7	5.24	53,601	10,229	10.2	17.4	12.0	23.2	26.4	33,211	6,338	6,534	1,108	1,194	912	375	7,348	3,974	7.86	3.8	23,348
LEWIS & CLARK C-2	36.6	12.82	179,433	13,996	5.8	9.4	9.0	27.3	44.4	105,568	8,235	23,917	3,722	10,844	4,718	4,527	19,112	5,894	19.40	2.0	18,172
Helena	24.4	8.81	120,613	13,690	.....	.....	.....	.....	.....	96,462	10,949	22,000	3,404	10,481	4,697	4,507	17,568	4,986	.....	.....	.....
LIBERTY D-1	2.0	.61	10,258	16,816	0.4	8.7	9.9	23.9	49.5	7,114	11,662	882	.....	429	122	.....	1,408	277	1.16	.9	15,646
LINCOLN A-1	19.8	6.26	86,503	13,818	3.5	11.1	11.5	31.3	38.6	35,103	5,608	9,677	925	1,195	1,836	776	6,171	2,897	7.27	.6	2,251
McCONE G-2	2.5	.77	16,122	20,938	5.7	12.0	9.0	20.8	50.0	4,643	6,030	721	76	433	.....	84	637	499	1.43	1.4	20,000
MADISON C-4	5.1	1.86	28,370	15,253	10.2	17.0	10.8	20.1	33.3	7,940	4,269	798	466	804	117	.....	895	1,193	2.81	2.2	24,024

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MEAGHER D-3	2.1	.73	6,958	9,532	7.9	15.7	13.6	26.5	27.0	3,836	5,255	953	.....	143	165	89	636	912	1.04	.3	14,943
MINERAL A-2	3.4	1.13	12,106	10,713	5.4	13.5	15.0	30.8	28.5	4,644	4,110	878	90	348	.....	.....	764	1,040	1.37	.2	323
MISSOULA B-3	65.8	21.90	290,069	13,245	5.9	13.1	11.9	26.9	35.5	192,291	8,780	38,251	6,610	24,603	6,198	7,471	41,340	15,686	34.26	.9	6,601
Missoula	31.6	11.41	156,200	13,690	.....	.....	.....	.....	.....	169,299	14,838	35,021	6,146	23,904	5,851	6,853	39,373	13,191	.....	.....	.....
Missoula Metro Area	65.8	21.90	290,069	13,245	5.9	13.1	11.9	26.9	35.5	192,291	8,780	38,251	6,610	24,603	6,198	7,471	41,340	15,686	34.26	.....	.....
MUSSELSHELL F-3	3.2	1.22	12,571	10,304	12.1	19.8	11.9	22.6	28.0	8,329	6,827	2,097	183	306	83	249	1,593	703	2.16	.9	9,697
PARK[2] D-4	10.9	4.14	44,715	10,801	7.0	17.0	13.4	27.1	28.8	28,373	6,829	7,576	764	1,495	1,083	493	5,265	3,027	6.88	1.5	18,438
PETROLEUM F-2	.7	.26	2,627	10,104	9.0	14.6	12.0	28.6	27.5	822	3,162	146	.....	139	.....	.....	.....	127	.32	.3	7,909
PHILLIPS F-1	5.3	1.83	22,791	12,454	8.7	18.5	12.7	22.7	30.2	14,198	7,758	2,886	457	916	333	168	2,171	978	2.35	2.4	26,973
PONDERA C-1	7.5	2.44	29,347	12,027	7.8	15.9	12.1	23.6	30.1	22,442	9,198	4,202	692	1,608	299	589	3,158	924	3.15	2.4	38,975
POWDER RIVER G-4	3.0	.96	15,922	16,585	6.6	14.1	10.4	20.9	42.8	5,092	5,304	1,543	126	236	66	69	790	636	1.18	1.5	19.855
POWELL C-3	6.6	2.16	26,663	12,344	8.1	13.7	11.8	27.5	31.9	12,651	5,857	3,056	299	686	325	111	2,704	2,009	3.51	.5	10,127
PRAIRIE G-3	1.6	.60	8,085	13,475	7.8	14.0	10.0	21.8	37.2	3,383	5,638	958	65	.....	72	76	277	326	.93	.8	12,394
RAVALLI B-4	17.1	6.04	59,558	9,861	12.6	17.1	11.3	23.5	24.8	28,504	4,719	8,024	351	1,444	926	556	6,266	3,056	8.53	3.4	22,613
RICHLAND H-2	9.9	3.31	41,478	12,531	6.3	15.5	11.6	24.5	35.7	32,939	9,951	6,182	867	2,170	645	672	6,615	2,203	5.07	3.3	32,570
ROOSEVELT H-1	10.4	3.19	38,500	12,069	7.3	14.7	10.8	24.1	34.2	25,730	8,066	5,803	679	2,861	909	646	5,515	1,731	4.23	2.3	25,944
ROSEBUD G-3	6.0	1.95	22,874	11,730	6.5	17.6	13.0	23.4	27.3	13,479	6,912	3,291	318	548	269	137	2,063	2,488	3.74	1.8	28,460
SANDERS A-2	7.3	2.63	28,770	10,939	6.3	14.6	12.5	26.6	31.4	11,632	4,423	1,432	385	2,313	.....	.....	1,686	1,133	3.72	1.6	7,846
SHERIDAN H-1	5.7	1.93	31,729	16,440	6.0	12.8	9.8	24.1	43.5	14,258	7,388	2,769	243	1,246	302	413	1,030	1,869	3.14	2.2	26,544
SILVER BOW C-4	42.0	15.24	175,567	11,520	6.4	13.8	12.3	29.2	33.1	122,362	8,029	30,090	5,370	15,175	5,960	7,712	24,758	6,906	21.47	.2	1,511
Butte	22.3	8.88	91,395	10,292	.....	.....	.....	.....	.....	108,086	12,172	27,210	3,577	12,668	5,929	7,672	12,491	6,504	.....	.....	.....
STILLWATER E-4	4.6	1.70	20,033	11,784	7.9	15.9	11.5	23.1	31.6	8,189	4,817	1,856	269	355	121	62	3,579	554	2.67	1.7	24,362
SWEET GRASS E-4	3.1	1.18	13,596	11,522	8.7	15.2	11.6	23.9	29.1	8,343	7,070	1,011	355	491	129	131	1,479	1,526	1.62	1.1	14,713
TETON C-2	6.8	2.33	31,889	13,686	9.2	14.6	10.7	22.8	36.9	12,058	5,175	2,699	338	702	252	279	1,535	704	3.36	2.7	37,746
TOOLE D-1	5.3	1.84	23,134	12,573	4.0	9.2	10.1	28.3	38.7	14,514	7,888	2,537	594	991	538	348	2,717	1,457	2.14	1.3	22,036
TREASURE F-3	1.1	.38	4,169	10,971	9.5	14.3	10.6	23.7	35.8	1,905	5,013	231	.....	222	.....	.....	486	.....	.53	.4	10,241
VALLEY G-1†	12.5	4.07	49,160	12,079	7.9	15.2	11.3	24.5	32.8	30,390	7,467	6,229	1,145	2,066	1,037	965	6,501	2,743	5.80	3.6	37,926
WHEATLAND E-3	2.6	.97	10,314	10,633	8.6	15.1	12.3	27.4	28.7	6,369	6,566	1,627	77	301	87	88	1,319	696	1.21	.8	11,952
WIBAUX H-3	1.1	.37	6,115	16,527	5.4	10.9	8.7	23.6	44.1	1,744	4,714	442	74	.....	.....	.....	621	89	.88	.7	5,434
YELLOWSTONE F-4	93.5	31.84	396,832	12,463	6.2	13.0	11.6	26.9	36.4	294,077	9,236	54,282	11,771	31,252	18,088	13,578	56,746	18,085	51.91	3.9	94,018
Billings	71.8	25.06	293,905	11,728	.....	.....	.....	.....	.....	259,696	10,363	39,015	10,265	28,151	18,074	12,875	49,657	13,986	.....	.....	.....
Billings Metro Area	93.5	31.84	396,832	12,463	6.2	13.0	11.6	26.9	36.4	294,077	9,236	54,282	11,771	31,252	18,088	13,578	56,746	18,085	51.91	.....	.....

(2) Includes Yellowstone National Park portion in Montana.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

MONTANA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Intermountain Montana Group
Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.
Rates: See The Intermountain Network under Regional Radio Networks and Groups

Comprised of:

KGHL—Billings
KBMN—Bozeman
KBOW—Butte
KDBM—Dillon
KLTZ—Glasgow
KXGN—Glendive
KMON—Great Falls
KBLL—Helena
KALS (FM)—Kalispell
KXLO—Lewistown
KLCB—Libby
KPRK—Livingston
KATL—Miles City
KYSS—Missoula
KSEN—Shelby

SRDS' RADIO MARKET ESTIMATOR, based on the KATZ style.

See it for yourself at the beginning of the listings for the top 150 markets.

R/8/15

Montana Metro Group
Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.

Rates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:

KGHL—Billings
KMON—Great Falls
KBOW—Butte
KBOW-FM—Butte
KYSS—Missoula

Silver Dollar Network

Comprised of:

Non-Interconnected Stations

KOOK—Billings
KXXL—Bozeman
KXLF—Butte
KUDI—Great Falls
KOFI—Kalispell
KYLT—Missoula
KWYS—W. Yellowstone

Media Code 4 227 0150 8.00

Box 1276, Billings, Mont. 59103.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
Denver—John L. McGuire, Inc.

4. AGENCY COMMISSION
15/0 net time; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 8/1/73—Rec'd 9/10/73
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A

PER WK: / PER YR:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
	156x	312x	468x	624x	780x	936x
1 min	31.15	29.35	27.50	25.75	24.10	22.65
30 sec	25.60	23.90	22.40	20.90	19.65	18.40

CLASS B

1 min	26.15	24.40	22.65	20.95	19.45	18.10
30 sec	20.70	19.20	17.75	16.30	15.10	14.10

10/15 sec: 60% of 1-min.
Stations may be purchased individually and in groups of 4.

ANACONDA (1 AM; 1 FM)

Deer Lodge County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

KANA

1946
Subscriber to the NAB Radio Code
Media Code 4 227 0300 9.00
Jack & Jean Boley dba KANA Radio, Box 1180, Anaconda, Mont. 59711. Phone 406-563-3473.

1. PERSONNEL
General Manager—Jack Boley.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days; 580 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. MST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KGLM.
Accepts AAAA copyrighted contract.
Two advertisers sharing programs or announcements, 15% additional, 3 or more sharing, 25% additional. Programs with commercial content exceeding NAB standards will be charged "Talk Rate" which is 50% above earned rate.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/66—Rec'd 8/22/66.

7. PACKAGE PLANS

PER YR: / PER WK:	52x *	104x 12 wk	156x 18 wk	260x 24 wk	312x 30 wk
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	4.00	3.80	3.60	3.40	3.20

10 sec ID's: 50% of 1-min.
(*) 6 weeks or less.

Duplicate schedule on KANA & KGLM, discount 25%.

KGLM

1974
Media Code 4 227 0375 1.00
Jack K & Jean M. Boley, Box 1180, 105 Main, Anaconda, Mont. 59711. Phone 406-563-3473.
See affiliated AM station for additional information.
AM facilities: KANA.

3. FACILITIES
ERP 210 w. (horiz.), 210 w. (vert.); 97.7 mc.
Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 940 ft. above average terrain.

TIME RATES
No. 14A Eff 1/1/74—Rec'd 11/20/74.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	12 ti	24 ti	36 ti	30 sec 1 ti	12 ti	24 ti	36 ti
*AA	5.75	5.25	4.75	4.25	4.75	4.25	3.75	3.25
A	4.75	4.25	3.75	3.25	3.75	3.25	2.75	2.25

(*) 30/15 sec.

ANNUAL PLAN

Advertisers contracting in advance for 312/624/936 spots within 52-wk period will earn 12/24/36 plan rate, regardless of number run in any one wk. Schedules not fulfilled, rates adjusted to rate earned each wk.

Duplicate schedule on KGLM & KANA, discount 25%.

BAKER

Fallon County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KFLN

1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 227 0450 2.00
Empire Broadcasting Corp., Box 790, Moore Lane, Baker, Mont. 59133. Phone 406-778-3371.
Sales Office: Executive Bldg., Miles City, Mont.
Sales Office & Studio: Merrill Ave., Glendive, Mont.

1. PERSONNEL
General Manager—Gary N. Petersen.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
San Francisco, Los Angeles—Advertising Sales West.

3. FACILITIES
5000 w.; 960 kc. Non-directional.
Operating schedule: ———. MST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/75—Rec'd 4/4/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	5.50	5.40	5.30	5.15	5.00	4.85
30 sec	4.00	3.90	3.80	3.65	3.50	3.35
			208x	260x	312x	624x
1 min			4.70	4.50	4.25	4.00
30 sec			3.20	3.00	2.75	2.50

Prime Time—7-9 am, noon-1 pm & 5-6 pm, extra 10%.
Live Flash Spots—50% of applicable rate.

7. PACKAGE PLANS
SHOPPERS SPECIAL—MON, TUES, WED

	15 wk	25 wk	50 wk
1 min	3.70	3.30	3.00
30 sec	2.80	2.40	2.00
WITHIN 7 DAYS:			
1 min	3.90	3.50	3.20
30 sec	2.90	2.50	2.10

BELGRADE (1 AM; 1 FM)

Gallatin County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KGVW
1959
An Enterprise Network Station
Media Code 4 227 0600 2.00
Christian Enterprises, Inc., Box H-72, Rt. 1, Belgrade, Mont. 59714. Phone 406-388-4281.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harold L. Erickson.
2. REPRESENTATIVES
Advertising Sales West.
3. FACILITIES
1,000 w.; 630 kc Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KGVW-FM.
4. AGENCY COMMISSION
15%; net time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

	10x	52x	104x	260x	312x	500x	1000x
1 min	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	3.10	2.75	2.50	2.25	2.00	1.75	1.50
10 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.10

7. PACKAGE PLANS

13 WKS:	50 tl	100 tl	200 tl	300 tl	450 tl
PER MO:	20 tl	50 tl	100 tl	150 tl	200 tl
PER WK:	10 tl	25 tl	50 tl	75 tl	100 tl
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50
10 sec	1.75	1.50	1.25	1.15	1.10

KGVW-FM
1963
An Enterprise Network Station
Subscriber to the NAB Radio Code
Media Code 4 227 0601 6.00
Christian Enterprises, Inc., Box H-72, Rt. 1, Belgrade, Mont. 59714. Phone 406-388-4281.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KGVW-FM: Instrumentals & vocal, country & pop.

3. FACILITIES
ERP 2,900 w.; 96.7 mc. Stereo.
Operating schedule: 7 am-11:30 pm. MST.
Antenna ht.: 195 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11:30 pm. For simulcast facilities see KGVW.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 2/3/75.

7. PACKAGE PLANS
Identical to AM.
10. SPECIAL FEATURES

	1 mo	3 mo	6 mo	1 yr
News, incl open & close	52.00	48.10	45.50	42.90

BILLINGS (5 AM; 2 FM)

See SRDS consumer market map and data at beginning of the State.
Yellowstone County—Map Location F-4

KBMY
1946
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 227 0750 5.00
Howard L. Enstrom & Stanley G. Enstrom dba KBMY Broadcasting Co., Box 20316, Billings, Mont. 59102. Phone 406-259-4586.

STATION'S PROGRAMMING DESCRIPTION
KBMY: Programmed for adults.
MUSIC: Modern C & W. Emphasis on Western.
NEWS: network at :60; local & regional at :30. News director, radio equipped news car & station vehicles. AP wire, area news stringers. Public affairs, daily news commentary, weekly review of organization activities, network features, regular community announcements, on-the spot remote broadcasts, daily stock market reports. FARM: 12N livestock, commodity, hog prices features. General farm news at 5:55 am. Non-scheduled, pertinent, local editorials. SPORTS: M F, 5 afternoon capsules. Sr. high school remote play by-play, network features. RELIGIOUS: SUN, 11:30 am non denominational feature programs. Contact Representative for further details. Rec'd 2/28/73.

1. PERSONNEL
General Manager—Howard L. Enstrom.
Sta. & Sales Mgr.—Robert K. Toombs.
Chief Engineer—Robert Heroux.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 25b, 29a.
Contracts: 40a, 45, 46
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 71a, 73a.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15-A Eff 1/1/74—Rec'd 4/29/74.
AA—6-9 am & 4-9 pm & all other specified times.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 tl	AA 12 tl	AA 24 tl	AA 36 tl	A 1 tl	A 12 tl	A 24 tl	A 36 tl
1 min	6.75	5.25	4.80	4.40	5.75	4.25	3.80	3.40
30 sec	5.30	4.20	3.95	3.70	4.30	3.20	2.95	2.70
15 sec	3.85	3.25	3.10	2.95	2.85	2.25	2.10	1.95

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within a 52-week period earn 12/24/36 plan rate, regardless of number run in any 1 week. Incompleted contracts are adjusted to rate earned each week.

8. PROGRAM TIME RATES

PER WK, 13-WK MINIMUM:	1 tl	3 tl	6 tl
1/2 hr	36.00	28.80	25.90
1/4 hr	25.90	20.00	14.40
5 min	12.95	10.00	8.60

KGHL
1928
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 227 0900 6.00
Communications Investment Corp., Box 30198, Billings, Mont. 59103. Phone 656-1410.

1. PERSONNEL
President—George C. Hatch.
Vice-President—Homer K. Peterson.
Station Manager—Richard Kober.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 790 kc. Directional-nighttime only.
Operating schedule: 24 hours. MST.
4. AGENCY COMMISSION
15/0 net charges; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 24b, 25a, 29a.
Contracts: 40c, 45, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with NBC.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 10/1/73—Rec'd 9/26/73.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
WEEKLY SATURATION PLAN

	A 12 tl	A 18 tl	A 30 tl	B 12 tl	B 18 tl	B 24 tl	B 30 tl
1 min	9.50	9.20	8.90	8.60	7.60	7.30	7.00	6.70
30 sec	8.50	8.20	7.90	7.60	6.60	6.30	6.00	5.70
10 sec	7.00	6.70	6.40	6.10	5.60	5.30	5.00	4.70

KOOK
1951
Alan Torbet Associates, Inc.
NAB
Media Code 4 227 1050 9.00
Mattco, Inc., Box 1276, Billings, Mont. 59103. Phone 406-248-7827.

1. PERSONNEL
President—Russell H. Matthias.
Gen'l Mgr. & Nat'l Sales—Bill Reier.
Program Director—Brian Bennett.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle-Portland—Art Moore & Assoc., Inc.
Denver—John L. McGuire, Inc.
2. FACILITIES
5,000 w.; 970 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0 net time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 46, 47a, 49, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Silver Dollar Network.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 6/1/74—Rec'd 9/30/74.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	A 15 sec	B 1 min	B 30 sec	B 15 sec
6 tl	8.45	6.35	4.20	6.70	5.05	3.35
12 tl	7.85	5.90	3.90	6.30	4.70	3.15
18 tl	7.25	5.45	3.65	5.80	4.35	2.90
24 tl	6.70	5.05	3.35	5.40	4.00	2.70
30 tl	6.15	4.60	3.10	4.95	3.70	2.50

KOYN
1955
NAB RAB
Meyer Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 227 1200 0.00
Meyer Broadcasting Company, Box 956, Billings, Mont. 59103. Phone 406-245-4177

STATION'S PROGRAMMING DESCRIPTION
KOYN: Programmed for adults 18-49.
MUSIC: modern C & W. AIR PERSONALITIES handle all segments. NEWS: at :53 with weather updates at :28. Contact Representative for further details. Rec'd 3/24/75.

1. PERSONNEL
Sta. & Nat'l Sales Mgr.—Lamont Wallis.
Local Sales Manager—Ron Jones.
Program Director—Carl Hall.
2. REPRESENTATIVES
PRO/Meeker Radio.
Seattle, Portland—The Tacher Company.
Denver—Mountain Media.
3. FACILITIES
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40c, 42b, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with The Rep Network.
Affiliated with American Entertainment Network.

TIME RATES
Eff 3/15/75—Rec'd 3/24/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—6 am-sign-off.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
PER YR:	156x	312x	468x	624x	780x
1 min	6.25	6.00	5.75	5.50	5.15
30 sec	4.50	4.25	4.00	3.75	3.50

CLASS A—ROS
(1/3 6-10 am, 1/3 10 am-3 pm, 1/3 4-6 pm)

1 min	5.50	5.10	4.85	4.50	4.25
30 sec	3.50	3.25	3.00	2.75	2.50

Edited by Lamont Wallis.

KOYN-FM
1969
NAB RAB
Meyer Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 227 1201 8.00
Meyer Broadcasting Co., Box 956, Billings, Mont. 59103. Phone 406-245-4177.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KOYN-FM: Programmed for adults 18-49.
MUSIC: adult contemporary with mixture of current hits & gold. AIR PERSONALITIES. Contact Representative for further details. Rec'd 3/24/75.

3. FACILITIES
ERP 26,500 w.; 93.3 mc.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 64 ft. below average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 1 Eff 1/15/75—Rec'd 3/24/75.

6. SPOT ANNOUNCEMENTS
ROS

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
PER YR:	156x	312x	468x	624x	780x
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	2.85	2.65	2.45	2.20	2.00

Specific time, extra 10%.
Edited by Lamont Wallis.

KURL
1959
NAB
An Enterprise Network Station
Subscriber to the NAB Radio Code
Media Code 4 227 1350 3.00
Christian Enterprises, Inc., Box 1875, Billings, Mont. 59103. Phone 406-245-3121.

STATION'S PROGRAMMING DESCRIPTION
KURL: Morning format: news & religious music & talk Afternoon format: emphasis on general popular music (mixture of instrumentals & vocals) mainly familiar orchestrations. NEWS: expanded during drive time, both morning & evening. Contact Representative for further details. Rec'd 9/20/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harold L. Erickson.
Station Manager—Al Ortmann.
Program Director—Mike Welch.
2. REPRESENTATIVES
Advertising Sales West.
3. FACILITIES
500 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast noon-local sunset. For non-simulcast facilities see KURL-FM.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 26, 28b, 28c, 29a, 32b.
Contracts: 42d, 44b, 45, 47a, 50, 51a.
Comb.: Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70a, 73.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 11/1/74—Rec'd 10/31/74.

6. SPOT ANNOUNCEMENTS

	10x	52x	104x	260x	312x	500x	1000x
1 min	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	3.10	2.75	2.50	2.25	2.00	1.75	1.50
10 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.10

7. PACKAGE PLANS
SPECIAL PACKAGE RATE

13 WK:	50 tl	100 tl	200 tl	300 tl	450 tl
1 MO:	25 tl	50 tl	100 tl	150 tl	200 tl
1 WK:	10 tl	25 tl	50 tl	75 tl	100 tl
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50
15/10 sec	1.75	1.50	1.25	1.15	1.10

8. PROGRAM TIME RATES

	10x	52x	104x	260x	312x	500x
1 hr	38.00	.....	.....	.....	.....	.....
1/2 hr	24.70	22.10	20.80	19.80	18.00	16.50
1/4 hr	18.50	16.50	15.50	14.50	13.50	12.50
5 min	7.50	6.25	5.75	5.25	4.75	4.25

MONTANA

KURL-FM
1963
NAB
An Enterprise Network Station
Subscriber to the NAB Radio Code
Media Code 4 227 1351 1.00
Christian Enterprises, Inc., Box 1875, Billings, Mont. 59103. Phone 406-245-3121.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KURL-FM: MUSIC: emphasis on melody vs beat, a mixture of instrumentals & vocal, emphasis on familiar orchestrations but including some current country & top pop tunes. FEATURES: 1 hour classical concert, 1/2 hour artist feature 1/2 hour stereo demonstration. NEWS: network & local, UPI audio. Features used to showcase music & stay in foreground. Contact Representative for further details. Rec'd 10/5/73.

3. FACILITIES
ERP 17,500 w.; 97.1 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 30 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KURL.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 10/31/74.

7. PACKAGE PLANS
ROS PACKAGE RATES

13 WK:	50 tl	100 tl	200 tl	300 tl	450 tl
1 MO:	.....	50 tl	100 tl	150 tl	200 tl
1 WK:	.....	15 tl	25 tl	50 tl	100 tl
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50
15/10 sec	1.75	1.50	1.25	1.10	1.00
1 YR:	100x	200x	300x	500x	800x	1200x
1 min	3.00	2.75	2.50	2.25	2.00	1.75
30 sec	2.50	2.25	2.00	1.75	1.50	1.25

GUARANTEED EVENING ONLY: 1 min 30 sec
50+ 3.00 2.50

8. PROGRAM TIME RATES
MORNING SPONSORSHIP
Rotated Mon thru Sat, 6 am-noon, 2-1/4 hr time periods opening & 30 ad each time period, 3 month minimum, per month 59.80.
EVENING CO-SPONSORSHIP

	1 mo	3 mo	6 mo	12 mo
25-1/2 hr/26 days per mo, rotated 4:30 pm-midnight, ea	117.00	104.00	83.20	78.00

Incl open & close plus 2 30/60-sec spots per day.
10. SPECIAL FEATURES
News—Open & close 2/30 sec (rotating) 65.00.

BOZEMAN (2 AM)

Gallatin County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KBMN
1950
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 227 1500 3.00
KBMN, Inc., Box 1228, N. 7th Ave., Bozeman, Mont. 59715. Phone 406-586-2394.

1. PERSONNEL
Pres. & Gen'l Mgr.—William A. Merrick.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. MST.
4. AGENCY COMMISSION
15/0 net charges for time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: The Intermountain Network.

TIME RATES
No. 3 Eff 9/1/73—Rec'd 1/31/74.
A—Mon thru Sat 6:30-9 am, noon-1 pm & 4:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	104x	156x	260x
1 min	10.40	9.80	8.85

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec
12 tl	9.15	7.30	7.95	6.35
18 tl	8.85	7.10	7.60	6.10
24 tl	8.25	6.60	7.20	5.75
30 tl	7.90	6.30	6.80	5.45
36 tl	7.60	6.10	6.45	5.15

KXXL
1939
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 227 1650 6.00
Empire Broadcasting Corp., Rt. 2, Box 42, Bozeman, Mont. 59715. Phone 406-587-3188.

1. PERSONNEL
General Manager—Gary N. Petersen.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Operating schedule: 5:30 am-midnight. MST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

(This listing continued on next page)

MONTANA

Bozeman—KXXL—Continued

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with ATA Radio Network.
Member: Silver Dollar Network.

TIME RATES
Eff 2/1/74—Rec'd 4/22/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x	624x	1200x
1 min	5.20	5.05	4.85	4.60	4.30	4.00	3.60	3.20
30 sec	3.90	3.80	3.60	3.40	3.10	2.60	2.40	2.25
10 sec	2.90	2.80	2.65	2.50	2.30	2.00	1.85	1.75

A—7-9 am, noon-1 pm & 5-6 pm, extra 15%.
Spots on KWYS, West Yellowstone, extra 1.50.

7. PACKAGE PLANS
SHOPPERS SPECIAL—MON, TUES, WED

	1 min			30 sec		
PER WK:	25 ti	50 ti	100 ti	25 ti	50 ti	100 ti
Ea	3.60	3.30	3.00	2.75	2.55	2.35

WEEKLY PACKAGE—WITHIN 7 DAYS

Ea	3.80	3.50	3.20	2.90	2.70	2.50

BUTTE (2 AM; 1 FM)

Silver Bow County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KBOW
1947

CBS Radio Network

NAB RAB

Media Code 4 227 1800 7.00
KBOW, Inc., Box 188, 660 Dewey Blvd., Butte, Mont. 59701. Phone 406-792-0463.

STATION'S PROGRAMMING DESCRIPTION
KBOW: Programmed for general interest.
Local and regionally oriented. AIR PERSONALITIES handle all segments. NEWS: network at :60; local & national :30. FARM: 5-7 am. Tele/talk 2:30-4 pm. Women's show 9:55 am. MUSIC: MOR with current hits & C & W. ENTERTAINMENT: comedy classics, 3 per 6 hour segment. SPORTS: live-play-by-play local high school, U, network. 3 mobile units, news director & staff. COMMERCIAL PLOICY: personality endorsements permitted. Contact Representative for further details. Rec'd 2/5/73.

1. PERSONNEL
Pres. & Mgr.—Shag Miller.
Operations Manager—Steve Sevener.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 550 kc. Directional-night only.
Operating schedule: 24 hours daily. MST.
Partial simulcast operation. Simulcast Mon thru Fri noon-12:15 pm & 5-5:10 pm. For non-simulcast facilities see KBOW-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 26.
Contracts: 40a, 46, 48.
Cancellation: 71a.
Affiliated with CBS.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 40 Eff 11/1/70—Rec'd 10/13/70.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

SATURATION PLAN

	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
PER WK:					
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.00	5.60	5.20	4.80	4.46
10 sec	3.75	3.50	3.25	3.00	2.75
CLASS B					
1 min	6.00	5.60	5.20	4.80	4.40
30 sec	4.80	4.50	4.15	3.85	3.50
10 sec	3.00	2.80	2.60	2.40	2.20

6. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	40.00	39.00	38.00	37.00	36.00	34.06
5 min	13.00	12.75	12.50	12.25	11.95	11.45

(Q)

KBOW-FM
1972

NAB RAB

Media Code 4 227 1801 5.00
KBOW, Inc., Box 188, 660 Dewey Blvd., Butte, Mont. 59701. Phone 406-792-0463.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KBOW-FM: Programmed for general audience appeal.
MUSIC: MOR, programmed in 10-12 min blocks separated by approximately 90 seconds of commercials, public service & public affairs announcements. NEWS: 5-min network news at :60; 3-min local & state news every 2 hours; local news staff. COMMERCIAL POLICY: maximum 6 minutes per hour. Contact Representative for further details. Rec'd 6/10/74.

1. PERSONNEL
Operations Manager—Ann Watson.
Chief Engineer—Martin Hansen.

3. FACILITIES
ERP 28.000 w. (horiz.), 28.000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 6 am-midnight daily. MST.
Antenna ht.: 1,840 ft. above average terrain.
Partial simulcast operation. Operated separately Mon-Fri 6 am-noon, 12:15-5 pm & 5:10 pm-midnight; Sat & Sun all day.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rates Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 28a.
Contracts: 40a, 43, 44a, 46, 48, 51c.
Comb.; Cont. Discounts: 60a, 61b, 62d.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 6/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	104x
1 min	4.75	4.35	4.05	3.75	3.45
30 sec	3.25	3.05	2.85	2.65	2.45
		156x	260x	312x	624x
1 min		3.25	3.05	2.75	2.45
30 sec		2.25	2.15	1.95	1.75

Guaranteed time, extra 25%.
(Q)

KXLF
1927

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 227 1950 0.00
Garryowen Butte Radio, Inc., Box 3500, 1003 S. Montana, Butte, Mont. 59701. Phone 406-792-9111. TWX 406-729-6741.

STATION'S PROGRAMMING DESCRIPTION
KXLF: Programmed for general interest.
MUSIC: MOR & current hits. AIR PERSONALITIES: handle all segments. NEWS: state & local at :55. Network at :60. Briefs at :20 & :40. Network monitor weekends. 3 man local news staff. 1 mobile unit. Remote broadcasts. SPORTS: high school & college in season. Contact Representative for further details. Rec'd 4/25/72.

1. PERSONNEL
President—Joseph S. Sample.
Gen'l & Nat'l Sales Mgr.—James Opsta.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
Colorado, Utah—John L. McGuire, Inc.

3. FACILITIES
5,000 w.; 1370 kc. Non-directional
Operating schedule: 6:00 am-midnight daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 6.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20a, 21a, 22a, 23b, 24a, 24b, 25a, 26, 28a, 29a, 30, 31, 32a.
Contracts: 40c, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Affiliated with ATA Radio Network.
Member: Silver Dollar Network.

TIME RATES
No. 6 Eff 7/1/73—Rec'd 8/2/73.
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER YR:	156x	312x	468x	624x	780x	936x
1 min	6.85	6.40	5.95	5.50	5.10	4.65
30 sec	5.45	5.10	4.75	4.40	4.10	3.75
CLASS B						
1 min	5.45	5.10	4.75	4.46	4.10	3.75
30 sec	4.35	4.10	3.80	3.50	3.30	3.00

15/10 sec: 60% of 1-min.
Annual rates are not retroactive.
(Q)

DEER LODGE

Powell County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KDRG
1963

Media Code 4 227 2100 1.00
Deer Lodge Bank & Trust, Box 539, Main & Milwaukee St., Deer Lodge, Mont. 59722. Phone 406-846-1221.

1. PERSONNEL
Manager—David Fransen.

2. REPRESENTATIVES
Mountain Media, Inc.

3. FACILITIES
1000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/75—Rec'd 7/31/75.
A—Mon thru Sat 6-9 am, noon-1 pm & 3:30-5:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.00	3.80	3.60	3.40	3.20	3.00
CLASS B						
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.40	3.20	3.00	2.80	2.60	2.40

7. PACKAGE PLANS
BULK CONTRACTS, PER YR:
156 ti, use 12 ti per wk rate.
260 ti, use 18 ti per wk rate.
312 ti, use 24 ti per wk rate.
624 ti, use 30 ti per wk rate.
1040 ti, use 36 ti per wk rate.
Spots must run within 52 wk period, regardless of number run in any one week. Combinable to earn frequency, regardless of length. In event contract is not fulfilled, schedules will be adjusted to rate earned each week.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Submitted by David Fransen.

DILLON (1 AM; 1 FM)

Beaverhead County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KDBM
1957

NAB

Subscriber to the NAB Radio Code
Media Code 4 227 2250 4.00
Vigilante Broadcasting Co., Box 950, Dillon, Mont. 59725. Phone 406-683-2800, 5664.

STATION'S PROGRAMMING DESCRIPTION
KDBM: 6 am news, country and western music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Burt H. Oliphant.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-10:30 pm. MST.

4. AGENCY COMMISSION
15% net charge; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with MBS.
Member: The Intermountain Network.

TIME RATES
No. 40 Eff 11/1/70—Rec'd 10/13/70.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

SATURATION PLAN

	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
PER WK:					
1 min	3.40	3.20	2.95	2.75	2.56
30 sec	2.75	2.55	2.35	2.20	2.00
10 sec	1.70	1.60	1.50	1.40	1.25
CLASS B					
1 min	2.75	2.50	2.30	2.05	1.85
30 sec	2.20	2.00	1.80	1.65	1.45
10 sec	1.35	1.25	1.15	1.05	.90

KDBM-FM
1972

NAB

Media Code 4 227 2251 2.00
Vigilante Broadcasting Co., Inc., Box 950, Dillon, Mont. 59725. Phones 406-683-2800, 5664.
See affiliated AM station for additional information.

3. FACILITIES
ERP 1,100 w. (horiz.), 1,100 w. (vert.) 98.3 mc. Stereo.
Operating schedule: 6 am-10 pm. MST.
Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only; 10th of month.

TIME RATES
Rates are identical to KDBM. See that listing.

GLASGOW

Valley County—Map Location G-1
See SRDS consumer market map and data at beginning of the State.

KLTZ
1954

NAB RAB

Media Code 4 227 2400 5.00
Glasgow Broadcasting Co., Box 671, Bjorklund Bldg., Glasgow, Mont. 59230. Phone 228-9336.

1. PERSONNEL
Station Manager—Mrs. Linda Madson.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-11:05 pm. MST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with MBS.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/1/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	624x
1 min	8.65	8.45	8.30	8.05	7.95	7.60	7.25	6.90

7. PACKAGE PLANS
SATURATION PLAN
A—Mon thru Sat 7-9:30 am & 4:30-7 pm.
B—All other times.

	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
PER WK, EA:					
1 min	6.45	6.05	5.60	5.20	4.70
30 sec	5.20	4.85	4.50	4.15	3.80
10 sec	3.30	3.00	2.80	2.60	2.35
CLASS B					
1 min	5.20	4.70	4.30	3.85	3.45
30 sec	4.15	3.80	3.45	3.10	2.75
10 sec	2.60	2.35	2.20	1.90	1.75

GLENDIVE (2 AM; 1 FM)

Dawson County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

KGLE
1962

NAB RAB

An Enterprise Network Station
Subscriber to the NAB Radio Code
Media Code 4 227 2550 7.00
Christian Enterprises, Inc., Box 931, Glendive, Mont. 59330. Phone 406-365-3331.

1. PERSONNEL
Manager—Tim Wall.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
500 w. days; 590 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast noon-1 pm, 2-4 am & news at :60. For non-simulcast facilities see KIVE (FM).

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Tobacco advertising not accepted.
FM facilities: KIVE (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 11/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	10x	52x	104x	260x	312x	600x	1000x
1 min	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	3.10	2.75	2.50	2.25	2.00	1.75	1.50
10 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.10

7. PACKAGE PLANS

13 WK:	50 ti	100 ti	200 ti	300 ti	450 ti
1 MO:	25 ti	50 ti	100 ti	150 ti	200 ti
1 WK:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50
10/15 sec	1.75	1.50	1.25	1.15	1.10

KIVE (FM)
1969

NAB RAB

An Enterprise Network Station
Media Code 4 227 2625 7.00
Enterprise Network, Box 931, KGLE Rd., Glendive, Mont. 59330. Phone 406-365-3331.
See affiliated AM station for additional information.
AM facilities: KGLE.

3. FACILITIES
ERP 100,000 w.; 96.5 mc. Stereo.
Operating schedule: 8 am-10 pm. MST.
Antenna ht.: 30 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-noon, 1-2 pm & 4-10 pm except for newscasts at :60. For simulcast facilities see KGLE.

TIME RATES
Eff 1/1/74—Rec'd 3/25/74.

6. SPOT ANNOUNCEMENTS

WITHIN 1 YR:	156x	312x	624x	936x
1 min	2.50	2.25	2.00	1.75
30 sec	1.75	1.50	1.25	1.15

7. PACKAGE PLANS

13 WK:	50 ti	100 ti	200 ti	300 ti	450 ti
1 MO:	25 ti	50 ti	100 ti	150 ti	200 ti
1 WK:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	2.75	2.50	2.25	2.00	1.75
30 sec	2.25	1.75	1.50	1.25	1.15
15/10 sec	1.75	1.50	1.25	1.10	1.00

KXGN
1948

NAB

Media Code 4 227 2700 8.00
The Glendive Broadcasting Corp., 210 S. Douglas Glendive, Mont. 59330. Phone 406-365-3377.

1. PERSONNEL
Office Manager—Winnifred Norton.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Intermountain Network.

TIME RATES
No. 6 Eff 6/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	8.50	8.00	7.50	7.00	6.50

30/20 sec: 80% of 1-min.
Submitted by Winnifred Norton.

GREAT FALLS (4 AM; 1 FM)

Cascade County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KARR
1947

KOPR (FM)
1963

NAB

Cummings Communications Corporation
Media Code 4 227 2850 1.00
Greater Montana Broadcasting Inc, Box 2204, Great Falls, Mont. 59401. Phone 406-452-2453.

STATION'S PROGRAMMING DESCRIPTION
KARR: Programmed for general interest.
MUSIC: MOR. NEWS: network news on hour with local, regional news following. Trading post 1:35-2 pm. SPORTS: play-by-play high school and college sports; reports at :45. Short wave special events coverage, 3 mobile units, emphasis on community involvement. Network personalities featured. Promote outdoor activity. Contact Representative for further details. Rec'd 10/31/74.

(This listing continued on next page)

1. PERSONNEL
President—Alan H. Cummings.
Gen'l & Nat'l Sales Mgr.—Sell Rapkoch.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene Gray Co., Inc.
Minneapolis—Wayne Evans & Associates, Inc.
Seattle/Portland—Broadcast Northwest.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30-2 am. MST.
FM-ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: Same as AM.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 22b, 23a, 24c, 25a, 28b, 28c.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13A Eff 12/1/73—Rec'd 12/17/73.
AA— Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK. EA:	1 min	30 sec	1 min	30 sec
1 ti	6.00	4.00	5.00	4.00
12 ti	5.70	4.70	4.70	3.70
24 ti	5.40	4.40	4.40	3.40
36 ti	5.10	4.10	4.10	3.10

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within 52-wk period earn 12/24/36 plan rate, regardless of number run in any 1 week. If contract not fulfilled, schedules adjusted to rate earned each week.

8. PROGRAM TIME RATES

PER WK. EA:	1 ti	3 ti	6 ti
1/4 hr	15	14	13
10 min	12	11	10
5 min	10	9	8

KEIN
1921

NAB RAB

Media Code 4 227 3000 2.00
Meyer Great Falls Corp., Box 2624, First Nat'l Bank Bldg., Great Falls, Mont. 59403. Phone 406-761-1310

1. PERSONNEL
Station Manager—R. Brad Baker.
Sales Manager—Dan Gittings.
Program Director—Wayne Coffey.

2. REPRESENTATIVES
PRO/Meeker Radio.
Denver, Salt Lake—Mountain Media.
Seattle, Portland—The Tacher Company.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15h
Basic Rates: 20h, 23a, 25a, 28b, 28c, 29a, 30.
Contracts: 40c, 44b, 45, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60i, 62d.
Cancellation: 71a, 72.
Prod. Services: 80, 81.
Affiliated with The Rep Network.

TIME RATES
Eff 1/1/75—Rec'd 1/27/75.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
A—Daytime 6 am-8 pm.
ROS—5-1 am.
After midnight—Tues thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

	AA			A		
	10 sec	30 sec	1 min	10 sec	30 sec	1 min
1 x	2.40	4.55	7.35	2.00	3.55	6.05
30 x	2.20	4.40	7.10	1.95	3.40	5.60
60 x	2.15	4.20	6.80	1.85	3.25	5.30
150 x	2.05	4.00	6.45	1.70	3.15	5.10
300 x	1.95	3.85	6.15	1.60	3.00	4.85
400 x	1.85	3.65	5.85	1.55	2.85	4.60
500 x	1.75	3.40	5.45	1.40	2.65	4.30
1000 x	1.60	3.15	5.05	1.30	2.40	3.90
1500 x	1.50	2.95	4.70	1.20	2.25	3.65
2000 x	1.40	2.75	4.35	1.10	2.15	3.45
	ROS			After Midnight		
1 x	1.55	3.05	4.85	.70	.90	1.50
30 x	1.50	2.95	4.70	.65	.85	1.40
60 x	1.45	2.85	4.50	.60	.80	1.30
150 x	1.40	2.70	4.25	.55	.75	1.20
300 x	1.30	2.60	4.10	.50	.70	1.10
400 x	1.20	2.40	3.80	.45	.65	1.00
500 x	1.15	2.30	3.60	.40	.60	.90
1000 x	1.00	2.05	3.25	.30	.50	.80
1500 x	.95	1.95	3.05	.25	.45	.75
2000 x	.90	1.85	2.85	.20	.40	.70

Edited by Wayne Coffey.

KMON
1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 227 3150 5.00
KMON, Inc., Box 2285, Holiday Village, Great Falls, Mont. 59401 Phone 406-453-0336.

STATION'S PROGRAMMING DESCRIPTION
KMON: Programmed for adults.
MUSIC 70%: modern country including current singles, album selections, oldies. NEWS 10%: 5% national, 3% state & local, 1% weather, 1% farm; network news at :60; state & local at :30. Farm news in AM (including direct market reports). Stock market report once daily. Road reports. Newsman, 1 mobile unit. SPORTS 10%: hourly 5%, live coverage 5%. RELIGIOUS 5%: taped programs, any denomination accepted. TALK 5%: 2% commentary, 2% discussion, 1% educational. Remote broadcasts available. Studio facility for panel discussions & interviews. COMMERCIAL POLICY: NAB standards. Contact Representative for further details. Rec'd 11/29/71.

1. PERSONNEL
Owner & Gen'l Mgr.—Allen Donohue.
Sales Manager—Gordon Stewart.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 560 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 net charges for time; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 1/1/73—Rec'd 1/22/73.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

	CLASS A				
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	11.25	10.50	9.75	8.85
30 sec	9.65	9.00	8.25	7.75	7.00
	CLASS B				
1 min	9.75	8.85	8.00	7.25	6.45
30 sec	7.75	7.00	6.45	5.75	5.00

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	80.00	78.00	76.00	74.00	72.00	70.00
5 min	25.00	24.50	24.00	23.50	23.00	22.00

KUDI
1955

RAB

Media Code 4 227 3300 6.00
Frontier Broadcasting, Inc., Box 2883, 1026 Central Ave., Great Falls, Mont. 59403. Phone 406-761-2800.

1. PERSONNEL
President—Sherlee T. Grayhill.
Station Manager—Robert Schuster.
Operations Manager—Jack Stevens.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Portland, Seattle—Art Moore & Assoc., Inc.
Denver—John L. McGuire, Inc.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 5-1 am. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12b, 13b.
Basic Rates: 22b 23a, 24b, 28a, 29a.
Contracts: 40c, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 71a, 73a.
Affiliated with ATA Radio Network & CBS.
Member: Silver Dollar Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 5/1/74—Rec'd 7/18/74.

6. SPOT ANNOUNCEMENTS

ROS:	12 ti	24 ti	36 ti	48 ti	60 ti
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.75	3.50	3.25	3.00	2.75

7. PACKAGE PLANS

	YEARLY CONTRACT					
	600x	1000x	1500x	2000x	2500x	3000x
1 min	4.25	4.15	4.00	3.75	3.50	3.00
30 sec	3.25	3.15	3.00	2.75	2.50	2.00

DISCOUNT
52 wk—10%

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x
5 min	8.65	8.10	7.50	6.85	6.10	5.75
1/4 hr	19.50	19.00	18.40	17.85	17.25	.....
1/2 hr	34.50	33.50	32.75	31.50	.....	.....
1 hr	57.50	51.00	46.00	.....	.....	.....

HAMILTON (1 AM; 1 FM)
Ravalli County—Map Location B-4
See SRDS consumer market map and data at beginning of the State

KLYQ
1961

NAB

Subscriber to the NAB Radio Code

Media Code 4 227 3450 9.00
Bitter Root Broadcasting Co., Box 668, 106 S. 2nd St., Hamilton, Mont. 59840. Phone 406-363-3010.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stan Hooper.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast news and special events only. For non-simulcast facilities see KLYQ-FM.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff —— Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS

	1x	60x	120x	400x	1000x
1 min	3.24	2.94	2.59	2.18	2.00
20/30 sec	2.71	2.33	2.12	1.88	1.71
10/15 sec	2.00	1.88	1.71	1.53	1.35

7. PACKAGE PLANS
SATURATION PACKAGE

WITHIN 13 WKS:	1 ti	15 ti	30 ti	100 ti	250 ti
1 min	3.24	2.94	2.59	2.18	2.00
20/30 sec	2.71	2.33	2.12	1.88	1.71
10/15 sec	2.00	1.88	1.71	1.53	1.35

KLYQ-FM
1969

NAB

Subscriber to the NAB Radio Code

Media Code 4 227 3451 7.00
Bitter Root Broadcasting Co., Box 668, 106 S. Second St., Hamilton, Mont. 59840. Phone 406-363-3010.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 95.9 mc.
Operating schedule: 6 am midnight. MST.
Antenna ht.: 788 ft. below average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KLYQ.

TIME RATES
Rates are identical to KLYQ. See that listing.

HARDIN (1 AM; 1 FM)
Big Horn County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KHDN
1962

Media Code 4 227 3600 9.00
Big Horn Broadcasting Inc., Box 389, 408 N. Center, Hardin, Mont. 59034. Phone 406-665-1277.

1. PERSONNEL
President—Merlyn Hedin.

2. REPRESENTATIVES
Advertising Sales West.

3. FACILITIES
1000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-7 pm. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
All discounts must be earned within 1 year from contractural starting date.

TIME RATES
Eff ——Rec'd 10/5/73.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x	500x	750x	1000x	1500x
1 min	3.25	3.00	2.80	2.60	2.40	2.20	2.00
30 sec	2.50	2.25	2.10	1.95	1.80	1.65	1.50
15 sec	1.75	1.50	1.40	1.30	1.20	1.10	1.00

7. PACKAGE PLANS

SATURATION:	1 min	30 sec	15 sec
25 ti in 5 days	3.00	2.10	1.40
50 ti in 10 days	2.75	1.95	1.30
75 ti in 20 days	2.50	1.80	1.20
100 ti in 30 days	2.25	1.65	1.10
150 ti in 30 days	2.00	1.50	1.00

KRWS
1975

Media Code 4 227 3675 1.00
Al & Melodie Sargent, 11 W. Third St., Hardin, Mont. 59034. Phone 406-665-2095.

1. PERSONNEL
General Manager—Al Sargent.

3. FACILITIES
ERP 1,000 w.; 95.3 mc. Stereo.
Operating schedule: 6 am-10 pm. MST.
Antenna ht.: 56 ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/75—Rec'd 5/16/75.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x	500x	750x	1000x	1500x
1 min	3.00	2.75	2.55	2.35	2.15	1.95	1.75
30 sec	2.25	2.00	1.85	1.70	1.55	1.40	1.25
15 sec	1.50	1.35	1.25	1.15	1.05	1.00	.....

7. PACKAGE PLANS

DAYS:	25 ti 5	50 ti 10	75 ti 20	100 ti 30	150 ti 30
1 min	2.75	2.50	2.25	2.00	1.75
30 sec	1.85	1.75	1.55	1.40	1.25
15 sec	1.15	1.05	1.00	.....	.....

Edited by Al Sargent.

HAVRE
Hill County—Map Location E-1
See SRDS consumer market map and data at beginning of the State

KOJM
1947

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 227 3750 2.00
North Montana Broadcasters, Inc., Box K, Havre, Mont. 59501. Phone 406-265-7841.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carlyle D. Leeds.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Seattle/Portland—Broadcast Northwest.

3. FACILITIES
1,000 w.; 610 kc.
Directional—separate patterns, day and night.
Operating schedule: 5-12:15 am. MST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 13A Eff 12/1/73—Rec'd 6/10/74.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
PER WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	5.60	5.30	5.00	4.70	4.70	4.30	3.90	3.50
30 sec	4.60	4.30	4.00	3.70	3.70	3.30	2.90	2.50

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within a 52-wk period will earn the 12/24/36 plan rate, regardless of number run in any one week. In event contract is not fulfilled, schedules will be adjusted to rate earned each week.
Submitted by Carlyle D. Leeds.

HELENA (2 AM)
Lewis and Clark County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KBLL
1937

NAB RAB

Media Code 4 227 3900 3.00
Holter Broadcasting, Inc., 2301 Colonial Dr., Helena, Mont. 59601. Phone 406-442-6620.

1. PERSONNEL
Owner & Gen'l Mgr.—W. L. (Bill) Holter.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: The Intermountain Network.

TIME RATES
No. 41-R-1 Eff 7/1/74—Rec'd 7/29/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

	CLASS A				
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	5.20	5.00	4.75	4.50	4.00
30 sec	4.20	4.00	3.75	3.50	3.00
	CLASS B				
1 min	4.50	4.00	3.75	3.50	3.00
30 sec	3.60	3.20	3.00	2.75	2.50

KCAP
1948

RAB

Media Code 4 227 4050 6.00
KCAP Broadcasters, Inc., Box 1165, Helena, Mont. 59601. Phone 406-442-4490.

STATION'S PROGRAMMING DESCRIPTION
KCAP: Target audience 16-49. Contemporary.

1. PERSONNEL
General Manager—James E. Schaeffer.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Denver—John L. McGuire, Inc.
Aaron Bournstein Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 2/1/75—Rec'd 1/31/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA				
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00
	CLASS A				
1 min	7.00	6.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

ID's 50% of 1-min.
Edited by James Schaeffer.

MONTANA

KALISPELL (2 AM; 1 FM)

Flathead County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

KALS (FM)

1974

Media Code 4 227 4126 6.00
North Valley Broadcasting Enterprises, Inc., 2980 Hwy. 2 E., Kalispell, Mont. 59901. Phone 406-755-5218.

1. PERSONNEL
Station Manager—Norm Fisher.

3. FACILITIES
ERP 70,000 w. (horiz.) 30,000 w. (vert.); 97.1 mc.
Operating schedule: 6:45 am-11:15 pm. MST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 1/7/75.

7. PACKAGE PLANS

ROS, PER 13 WK:	50 ti	100 ti	200 ti	300 ti	450 ti
ROS, PER 1 MO:	.....	50 ti	100 ti	150 ti	200 ti
ROS, PER WK:	.....	15 ti	25 ti	50 ti	100 ti
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50
10/15 sec	1.75	1.50	1.25	1.10	1.00

Guaranteed 50+, 1 min 3.00; 30 sec 2.50.

KGEZ

1927

Subscriber to the NAB Radio Code

Media Code 4 227 4200 7.00
Skyline Broadcasters, Inc., Box 600, Kalispell, Mont. 59901. Phone 406-756-4331.

1. PERSONNEL
General Manager—Mike Manion.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Pacific N. W.—Time Sales Northwest.

3. FACILITIES
1,000 w.; 600 kc.
Directional—separate patterns day and night.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
15% on time cost.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
No. 29 Eff 12/1/73—Rec'd 1/21/74.
AA—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 12 ti	AA 24 ti	AA 36 ti	A 1 ti	A 12 ti	A 24 ti	A 36 ti
1 min	5.00	4.75	4.50	4.25	4.25	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.25	3.00	2.75	2.50

Contract in advance for 312/624/936 spots within 52-wk earn 12/24/36 plan rate, regardless of number of spots run in any one wk. Contract not fulfilled schedules adjusted to rate earned each wk.
Edited by Mike Manion.

KOFI

1955

Subscriber to the NAB Radio Code

Media Code 4 227 4350 0.00
Flathead Valley Broadcasters, Box 608, Kalispell, Mont. 59901. Phone 406-756-9471.

1. PERSONNEL
Manager—W. H. Patterson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Denver—Bob Hix Co., Inc.
Seattle, Portland—Art Moore & Assoc., Inc.

3. FACILITIES
10,000 w.; 1180 kc. Non-directional days, directional nights.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Silver Dollar Network.

TIME RATES
Eff 6/1/71—Rec'd 6/14/71.
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	A 1 min	A 30/20	A 10 sec	B 1 min	B 30/20	B 10 sec
0 ti	5.75	4.30	2.90	4.50	3.50	2.30
12 ti	5.25	3.90	2.60	4.20	3.15	2.10
18 ti	4.75	3.55	2.40	3.80	2.85	1.90
24 ti	4.25	3.20	2.10	3.40	2.55	1.70
30 ti	3.75	2.80	1.90	3.00	2.25	1.50

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R-3x

LEWISTOWN (1 AM; 1 FM)

Fergus County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KLCM-FM

1974

Media Code 4 227 4425 0.00
Montana Broadcast Communications, Inc., Box 620, E. Main St., Lewistown, Mont. 59457. Phone 406-538-3495.
See affiliated AM station for additional information.
AM facilities: KXLO.

1. PERSONNEL
Manager—Joe Zahler.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.
Stereo.
Operating schedule: 8 am-10 pm. MST.
Antenna ht.: 228 ft below average terrain.

TIME RATES
No. 1 Eff 1/1/75—Rec'd 4/23/75.

6. SPOT ANNOUNCEMENTS
1 min, ea. ..... 7.85 30 sec, ea. 4.05

7. PACKAGE PLANS
14 30-sec per day, 1 per hr. 50
Edited by Joe Zahler.

KXLO

1947

Media Code 4 227 4500 0.00
KXLO Broadcasting Co., Inc., Box 620, Lewistown, Mont. 59457. Phone 406-538-3441.

1. PERSONNEL
Pres. & Gen'l Mgr.—Fred Lark.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5:55 am-8:15 pm. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KLCM-FM.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff 7/1/75—Rec'd 6/2/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	A 12 ti	A 18 ti	A 24 ti	B 12 ti	B 18 ti	B 24 ti
1 min	7.70	7.20	6.70	6.20	5.70	5.20
30 sec	6.20	5.70	5.20	5.00	4.60	4.20

Edited by Lew Boucher.

LIBBY

Lincoln County—Map Location A-1
See SRDS consumer market map and data at beginning of the State.

KLCB

1950

Subscriber to the NAB Radio Code

Media Code 4 227 4650 5.00
Lincoln County Broadcasters, Inc., Box 730, 1230 Cedar and Main, Libby, Mont. 59923.
STATION'S PROGRAMMING DESCRIPTION
KLCB. MUSIC: MOR & C&W. NEWS: at :00 & :30.

1. PERSONNEL
Manager—Robert Knickerbocker.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-10:05 pm.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 7/29/74.
A—6-10 am, noon-1 pm & 4-7 pm.
R—All other times.

7. PACKAGE PLANS

PER WK:	CLASS A 6 ti	12 ti	18 ti	24 ti	30 ti
1 min	4.40	4.15	3.85	3.60	3.30
30 sec	3.35	3.15	2.90	2.70	2.50
	CLASS B				
1 min	4.15	4.00	3.75	3.50	3.30
30 sec	3.20	3.00	2.85	2.65	2.40

LIVINGSTON

Park County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KPRK

1947

Subscriber to the NAB Radio Code

Media Code 4 227 4800 4.00
KPRK, Inc., Box 691, East edge of Livingston on Hwy. 10, Livingston, Mont. 59047. Phone 222-2841.

1. PERSONNEL
Pres. & Sta. Mgr.—Jack F. Hinman.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 42 Eff 1/15/75—Rec'd 1/20/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
	CLASS A					
1 min	4.20	4.10	4.00	3.90	3.80	3.60
30 sec	3.35	3.30	3.20	3.10	3.00	2.90
	CLASS B					
1 min	3.50	3.40	3.30	3.15	2.95	2.65
30 sec	2.80	2.70	2.60	2.50	2.40	2.30

MILES CITY

Custer County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KATL

1941

Subscriber to the NAB Radio Code

Media Code 4 227 4950 7.00
Star Printing Co., Box 700, Haynes Ave., Miles City, Mont. 59301. Phone 406-232-2280.

1. PERSONNEL
Gen'l & Com'l Mgr.—Fred B. Hunnes.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 7:30 am-11:00 pm Sun; 6:00 am-11:05 pm weekdays. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff 7/1/74—Rec'd 9/16/74.

7. PACKAGE PLANS
SATURATION

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.75	3.55	3.35	3.15	2.95
30 sec	3.10	2.90	2.70	2.50	2.30
10 sec	1.95	1.80	1.65	1.50	1.35

MISSOULA (4 AM; 2 FM)

Missoula County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KGMY

1947

Media Code 4 227 5100 6.00
Mission Broadcasters, Inc., Box 1495, Missoula, Mont. 59801. Phone 406-549-6469.
STATION'S PROGRAMMING DESCRIPTION
KGMY: Target audience of men & women 18-49 years of age.
MUSIC: Current & past hits by air personalities.
News: UPI Audio, UPI newswire, AP newswire, local & national with many local community features, sports broadcasts, farm & market reports.
Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Louis C. Erck.
Sales Manager—Les Marcus.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Seattle, Portland—The Tacher Company.
Denver—Mountain Media.

3. FACILITIES
1000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 14g, 15b.
Basic Rates: 20b, 21b, 21d, 23a, 24b, 29a.
Contracts: 40a, 44a, 46, 51b.
Comb.: Cont. Discounts: 60e, 60f, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES
Eff 10/1/72—Rec'd 10/2/72.

6. SPOT ANNOUNCEMENTS

ROS:	1x	26x	52x	104x	156x	260x	312x	624x
1 min	4.00	3.85	3.70	3.55	3.40	3.25	3.10	3.00
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	2.00
10 sec	2.00	1.85	1.70	1.55	1.40	1.25	1.10	1.00

6-9 am & 4-6 pm, 30 sec 5.00.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x	624x
1/4 hr	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50
10 min	10.00	9.70	9.40	9.10	8.80	8.50	8.20	8.00
5 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00	5.50

(Missoula continued on next page)

KGVO
1931

RAB

Media Code 4 227 5250 1.50
KGVO Broadcasters, Inc., Drawer M, 340 W. Main St., Missoula, Mont. 59801. Phone 406-549-5152.

STATION'S PROGRAMMING DESCRIPTION
KGVO: Contemporary adult 18-49.
MUSIC: blend of contemporary sounds with touch of gold. Emphasis on personalities. Progressive rock for college age & young adults 8 pm-1 am daily. Modern country 1-5 am daily. Mystery show 7:07-8 pm daily. NEWS: network hrly; 5 man local news team; comprehensive news daily 7-8 am, noon-1 pm, 5-6:30 pm; 5 mobile units. News, weather, sports reported continuously throughout day. 25 min farm news wkly. Contact Representative for further details. Rec'd 8/4/75.

1. PERSONNEL
President—Dale G. Moore.
Vice-President—Earl Morgenroth.
General Manager—Larry B. Peterson.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Denver—John L. McGuire, Inc.
Salt Lake—Aaron Bournstein Co.

3. FACILITIES
5,000 w.; 1290 kc. Non-directional days, directional nights.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11h, 12g, 13g, 14g, 15a, 15d.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33b.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 8/1/74—Rec'd 11/1/74.
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
B—All other times

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	13 ti	24 ti	30 ti	36 ti
		CLASS A				
10 sec	3.65	3.45	3.25	3.05	2.85	2.65
30 sec	5.40	5.15	4.90	4.65	4.40	4.15
1 min	7.25	6.90	6.55	6.20	5.85	5.50
		CLASS B				
10 sec	3.10	2.90	2.70	2.50	2.30	2.10
30 sec	4.60	4.35	4.10	3.85	3.60	3.35
1 min	6.15	5.80	5.45	5.10	4.75	4.40

8. PROGRAM TIME RATES
Eff 10/1/74—Rec'd 11/1/74.

	1x	26x	52x	104x	156x	260x
1 hr	66.00	64.35	63.35	62.00	60.75	58.00
1/2 hr	39.60	38.85	38.00	37.30	36.50	35.00
1/4 hr	26.40	25.85	25.30	24.75	24.20	23.10
10 min	19.80	19.40	19.00	18.65	18.25	17.50
5 min	13.20	12.95	12.65	12.40	12.10	11.55

Edited by Larry B. Peterson.

KYLT
1955

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 227 5400 2.00
Scottie Broadcasting Co., Box 2277, Missoula, Mont. 59801. Phone 406-728-5000.

STATION'S PROGRAMMING DESCRIPTION
KYLT: MUSIC: Top 30, golden weekends. NEWS: 6 mob'le units, 3 full time and 3 part-time newsmen. SPORTS: University sports. Contact Representative for further details. Rec'd 1//29/74.

1. PERSONNEL
Partner—W. L. Holter.
General Manager—Gene S. Peterson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Denver—Bob Hix Co., Inc.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Operating schedule: 24 hours. MST.

4. AGENCY COMMISSION
15% net; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 21d, 22b, 23a, 24c, 25a, 26, 28b, 28c.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Member: Silver Dollar Network.

TIME RATES
Eff 6/1/73—Rec'd 1/29/74.
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	13 ti	24 ti	30 ti	36 ti
		CLASS A				
PER YR:	156x	312x	468x	624x	780x	936x
1 min	6.10	5.70	5.30	4.95	4.75	4.65
30 sec	5.00	4.65	4.35	4.05	3.95	3.85
		CLASS B				
1 min	5.10	4.70	4.30	3.95	3.75	3.65
30 sec	4.00	3.65	3.35	3.05	2.95	2.85

10/15 sec: 60% of 1-min.

KYLT-FM
1974

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 227 5401 0.00
Scottie Broadcasting Co., Box 2277, 2005 Brooks St., Missoula, Mont. 59801. Phone 406-728-5000.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KYLT-FM: Programmed for 18-49 with emphasis on music.
MUSIC: solid gold format, 70% oldies, 30% current hits. NEWS: network. COMMERCIAL POLICY: 4 commercial units per hour. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Program Director—Vern Argo.

3. FACILITIES
ERP 2,950 w. (horiz.), 2,950 w. (vert.); 100.1 mc. Quadraphonic.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 810 ft. below average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Eff————Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
3-9 pm	7.50	5.00	Other times	4.50	3.00

Edited by Gene S. Peterson.

KYSS
1950

NAB

Media Code 4 227 5550 4.00
Garden City Broadcasting, Inc., 400 Ryman St., Missoula, Mont. 59801. Phone 406-728-9300.

STATION'S PROGRAMMING DESCRIPTION
KYSS: Programmed for general adult entertainment, news and music.
NEWS: 6 remote mobile units, AP, networks, news staff, emphasis on regional news, weather farm reports & sports. MUSIC: 100% country western. Contact Representative for further details. Rec'd 4/1/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Chester M. Murphy.
Ass't. Mgr. & Prog. Dir.—James Goodrich.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. MST.

4. AGENCY COMMISSION
15% on net time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 16.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24c, 26, 28c.
Contracts: 40a, 44a, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 62b.
Cancellation: 70e, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Affiliated with MBS.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 1/15/75—Rec'd 1/20/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
		CLASS A				
1 min	5.80	5.70	5.55	5.40	5.20	5.00
30 sec	4.65	4.55	4.45	4.30	4.15	4.00
		CLASS B				
1 min	5.10	5.00	4.85	4.70	4.50	4.30
30 sec	4.10	4.00	3.90	3.75	3.60	3.45

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	30.00	29.50	29.00	28.50	28.00	27.00
5 min	10.50	10.30	10.15	10.00	9.80	9.45

KYSS-FM
1969

NAB

Media Code 4 227 5551 2.00
Garden City Broadcasting, Inc. 400 Ryman St., Missoula, Mont. 59801. Phone 406-728-9300.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KYSS-FM: Programmed for primary music entertainment, with 25 minutes of each half hour dedicated to uninterrupted music. NEWS: weather & special reports at :60 & :30; 6 remote mobile news units; AP, networks; news staff. MUSIC: 90% instrumental big band & orchestra, 10% vocal. Contact Representative for further details. Rec'd 4/1/71.

3. FACILITIES
ERP 30,200 W.; 94.9 mc. Stereo.
Operating schedule: 6-2 am. MST.
Antenna ht.: 7,600 ft. above average terrain.

TIME RATES
Rates are identical to KYSS. See that listing.

PLENTYWOOD
Sheridan County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

KPWD (FM)
1962

NAB

Media Code 4 227 5700 5.00
BCT Broadcasting, Inc., 214 N. Main, Plentywood, Mont. 59254.

1. PERSONNEL
General Manager—Bill E. Stallard.

2. REPRESENTATIVES
Advertising Sales West.

3. FACILITIES
ERP 884 w.; 100.1 mc.
Operating schedule: 7 am-7 pm. MST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 1/28/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	4.10	4.00	3.90	3.75	3.60	3.30
30 sec	2.60	2.50	2.40	2.25	2.10	1.95
		208x	260x	312x	624x	1200x
1 min		3.25	3.15	2.85	2.45	2.45
30 sec		1.80	1.65	1.40	1.15	1.00

Flash spot: 50% of applicable rate.

7. PACKAGE PLANS

PER WK:	6 ti	10 ti	18 ti	30 ti	40 ti	50 ti
1 min	3.85	3.70	3.50	3.00	2.75	2.50
30 sec	2.40	2.20	2.00	1.80	1.60	1.40
PER MO:			40 ti	50 ti	75 ti	100 ti
1 min			3.25	2.75	2.25	1.50
30 sec			1.75	1.50	1.25	1.00

Submitted by Bill Stallard.

RED LODGE
Carbon County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KRBN
1961

Media Code 4 227 5850 8.00
Carbon County Broadcasters, Inc., Box 903, Red Lodge, Mont. 59068. Phone 406-446-2710.

1. PERSONNEL
Pres. & Sales Mgr.—Les Marcus.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION
15/0 net time only within 30 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff————Rec'd 4/27/64.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.75	4.60	4.25	4.15	3.85	3.70	3.55	3.40
30 sec	3.25	3.15	3.00	2.30	2.60	2.45	2.35	2.25

SHELBY
Toole County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KSEN
1947

NAB

Media Code 4 227 6000 0.00
Tri-County Radio Corp., Toole County State Bank Bldg., Shelby, Mont. 59474. Phone 406-434-5241.

STATION'S PROGRAMMING DESCRIPTION
KSEN: Programmed for adults and general interest.

1. PERSONNEL
General Manager—Jerry W. Black.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1150 kc. Directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with CBS.

TIME RATES
No. 43 Eff 6/1/74—Rec'd 7/16/74.
AA—Mon thru Sat 6-7 am & noon-1 pm (farm).
A—Mon thru Sat 7-10 am & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
	CLASS AA				
1 min	8.45	8.10	7.75	7.40	7.05
30 sec	6.40	6.10	5.80	5.50	5.20
10 sec	3.90	3.60	3.30	3.10	2.95
	CLASS A				
1 min	7.05	6.75	6.45	6.15	5.85
30 sec	5.35	5.10	4.85	4.60	4.35
10 sec	3.25	3.00	2.75	2.60	2.45
	CLASS B				
1 min	6.60	6.30	6.00	5.70	5.40
30 sec	5.00	4.75	4.50	4.25	4.00
10 sec	2.90	2.65	2.40	2.35	2.20

SIDNEY
Richland County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

KGCX
1926

Media Code 4 227 6150 2.00
KGCX, Inc., Box 31, Sidney, Mont. 59270. Phone 406-482-2115.
Studio: Hapip Bldg., Williston, N. D. Phone 572-2773.

1. PERSONNEL
President—Oscar Halvorson.
Manager—Duane Simpson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES
5,000 w.; 1480 kc. Directional—same pattern all hours. MST.

4. AGENCY COMMISSION
15/0.

MONTANA

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 22a.
Contracts: 40a, 41, 42a, 45, 47a.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 71a, 72, 73a.
Affiliated with MBN.

TIME RATES
Eff 5/1/70—Rec'd 5/27/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	7.30	6.70	6.15	5.60	5.30	4.75	4.10
30 sec	5.45	5.00	4.60	4.20	3.90	3.50	3.35
15 sec	4.75	4.35	3.90	3.50	3.20	2.80	2.60

7. PACKAGE PLANS
SATURATION PACKAGE
(Must be used in 7 days)

PER WK:	5 ti	10 ti	25 ti	50 ti
1 min	7.00	6.65	5.80	4.90
30 sec	5.25	4.90	3.85	3.15
15 sec	4.00	3.85	2.80	2.10

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	70.00	44.80	25.20	19.60	16.80
52 x	58.80	33.60	19.60	16.80	14.00
260 x	39.20	22.40	15.40	12.60	9.80

Edited by Oscar Halvorson.
(Q)

WEST YELLOWSTONE
Gallatin County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KWYS
1968

Media Code 4 227 6225 2.00
Empire Broadcasting Corp., Box 9, West Yellowstone, Mont. 59758. Phone 406-646-7361.

1. PERSONNEL
General Manager—Gary N. Petersen.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w.; 920 kc.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 2/1/74—Rec'd 4/22/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x	624x	1200x
1 min	5.20	5.05	4.85	4.60	4.30	4.00	3.60	3.20
30 sec	3.90	3.80	3.60	3.40	3.10	2.60	2.40	2.25
10 sec	2.90	2.80	2.65	2.50	2.30	2.00	1.85	1.75

7-9 am, noon-1 pm & 5-6 pm, extra 15%.
Spots on KXXL, Bozeman, extra 1.50.

7. PACKAGE PLANS

SHOPPERS SPECIAL—MON, TUES & WED	1 min			30 sec		
PER WK:	25 ti	50 ti	100 ti	25 ti	50 ti	100 ti
Ea	3.60	3.30	3.00	2.75	2.55	2.35
WEEKLY PACKAGE—WITHIN 7 DAYS						
Ea	3.80	3.50	3.20	2.90	2.70	2.50

WOLF POINT
Roosevelt County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

KVCK
1957

NAB

Subscriber to the NAB Radio Code

Media Code 4 227 6300 3.00
Hi-Line Broadcasting Co., Radio Block, Wolf Point, Mont. 59201. Phone 406-653-1900.

STATION'S PROGRAMMING DESCRIPTION
KVCK: Programmed for adults and general interest.

1. PERSONNEL
General Manager—R. C. Fisher.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Seattle, Portland—Broadcast Northwest.

3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Operating schedule: 6:00 am-10:00 pm. MST.

4. AGENCY COMMISSION
15% to recognized agencies. No cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 12 Eff 4/1/71—Rec'd 6/6/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	24 ti	36 ti
1 min	4.70	4.30	3.90	3.50
30 sec	3.50	3.10	2.70	2.30
10 sec	2.70	2.30	1.90	1.50

7. PACKAGE PLANS

PER WK:	1 ti	3 ti	6 ti
5 min	7	6	5

Advertisers contracting in advance for 312/624/936 spots within a 52-wk period will earn 12/24/36 plan rate, regardless of number run in any one wk. If contract is not fulfilled, schedules will be adjusted to rate earned ea wk.
All spots regardless of length may be combined to earn frequency.

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	47,908	Omaha	44,839
METRO AREAS		Total Metros.....	47,240
Lincoln	2,401		

NEBRASKA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Beef Empire Stations

Comprised of:
Non-Interconnected Stations
WJAG—Norfolk, Neb. KCOL—Fort Collins, Colo.

Media Code 4 226 0195 1.00
Business Office: c/o WJAG, 309 Brasch Ave., Norfolk, Neb. 68701. Phone 402-371-0780.

1. PERSONNEL
Vice-President—Bob Thomas.

2. REPRESENTATIVES
See individual station listings.
Kansas City, Omaha, Lincoln—Paul "Red" Abels.
Denver—Bob Hix Co., Inc.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25c, 28b, 28c, 29a, 33b.
Contracts: 40a, 41, 45, 44, 47a, 49, 50, 51b.
Comb.: Cont. Discounts: 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff————Rec'd 12/1/71.
Comparable schedule on each station. 5% discount.

Intermountain Nebrosko Group
Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.
Rates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:

KCOW—Alliance	KICX—McCook
KCSR—Chadron	KOGA—Ogallala
KAMI—Cozad	KNEB—Scottsbluff
KICS—Hastings	KSID—Sidney
KUVR—Holdredge	KVSH—Valentine
KRNY—Kearney	

Nebraska Radio Network

Comprised of:
Non-Interconnected Stations

KCOW—Alliance	KBBL—McCook
KCNI—Broken Bow	KNOP—North Platte
KJRK—Columbus	KOGA—Ogallala
KAMI—Cozad	KBRX—O'Neill
KGMT—Fairbury	KNLV—Ord
KTNC—Falls City	KOTD—Plattsmouth
KICS—Hastings	KEYR—Scottsbluff
KUVR, KUVR-FM—Holdredge	KRFS—Superior
KRNY—Kearney	KTCH—Wayne
KECK—Lincoln	KAWL—York

Media Code 4 226 0450 0.00
Business Office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.
New York 10017—501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL
Manager—Robert J. Walton

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15/0 time only.

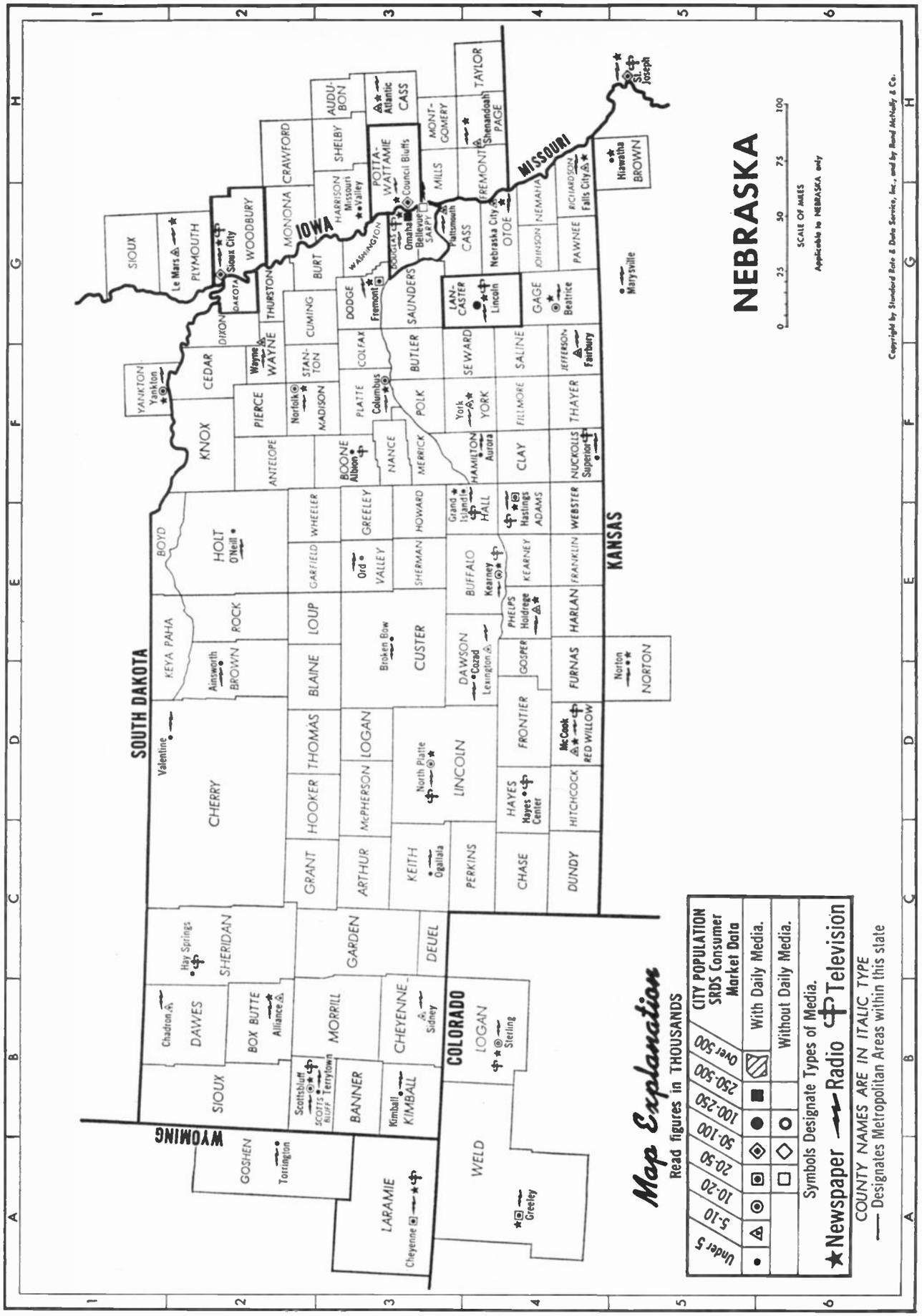
5. GENERAL RATE POLICY
Stations may be bought in any combination on one contract-one billing basis.

TIME RATES
Eff————Rec'd 10/23/74.
A—Mon thru Sat 6-7:30 am & 11:45 am-1 pm.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	6 ti	12 ti
1 min.....	105	100	94

30 sec: 80% of 1-min.



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Bellevue—Sarpy | Fremont—Dodge | Grand Island—Hall | Hastings—Adams | Kearney—Buffalo | Lexington—Dawson | Lincoln—Lancaster | North Platte—Lincoln | Omaha—Douglas

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
NEBRASKA STATE TOTALS	1,549.4	534.64	7,225,135	13,514	6.6	13.7	11.3	26.2	35.7	4,430,253	8,286	742,220	116,481	612,257	173,656	195,592	713,319	392,130	811.40	256.8	4,490,166
ADAMS E-4†	31.7	11.46	146,425	12,777	5.8	13.8	12.2	27.4	34.5	104,167	9,090	12,428	7,350	13,131	5,989	5,397	18,718	8,652	17.29	2.5	45,628
Hastings	25.1	9.63	114,765	11,917	.....	.....	.....	.....	.....	99,185	10,300	12,197	6,784	11,907	5,989	5,397	16,249	6,859	.....	.....	.....
ANTELOPE F-2	9.0	3.26	40,672	12,476	7.9	15.7	11.3	22.7	32.3	27,280	8,368	2,914	494	415	736	556	6,552	1,531	4.89	4.3	72,084
ARTHUR C-3	.6	.21	2,005	9,548	9.1	21.0	14.3	23.2	32.0	148	705	91	.....	.....	.....	.....	.....	.....	.31	.5	6,305
BANNER B-3	1.0	.34	6,225	18,309	9.0	14.5	8.5	21.8	41.4	141	415	.....	.....	.....	.....	.....	.....	129	.60	.7	8,947
BLAINE D-2	.7	.26	4,794	18,438	6.9	15.2	10.9	22.5	43.5	1,540	5,923	110	.....	101	.....	.....	763	149	.43	.6	9,437
BOONE F-3	7.8	2.66	37,057	13,931	8.4	14.0	9.6	22.5	35.0	26,095	9,810	2,969	262	187	753	948	4,030	2,412	4.58	4.5	53,545
BOX BUTTE B-2	9.8	3.57	40,160	11,249	9.0	14.0	11.6	25.4	30.6	36,324	10,175	6,619	904	2,357	1,818	1,407	7,008	2,921	5.90	1.7	24,804
BOYD E-1	3.4	1.24	10,664	8,600	13.4	20.9	12.2	20.0	14.7	5,996	4,835	1,471	63	225	90	70	823	635	1.96	1.8	14,896
BROWN D-2	4.0	1.52	14,970	9,849	12.2	19.7	12.4	19.3	24.3	17,103	11,252	2,490	361	237	787	441	2,334	1,818	2.11	1.0	37,199
BUFFALO E-4	33.5	11.29	135,084	11,965	8.5	16.8	12.2	24.4	30.2	117,887	10,442	19,676	2,004	10,682	3,614	3,588	16,382	12,658	16.18	4.7	66,902
Kearney	21.4	7.11	81,579	11,474	.....	.....	.....	.....	.....	90,752	12,764	16,748	1,505	10,266	3,456	2,545	14,703	8,081	.....	.....	.....
BURT G-2	9.2	3.46	46,706	13,499	7.3	13.4	10.1	23.4	38.2	29,379	8,491	4,149	283	1,448	470	596	2,622	1,785	5.36	3.4	73,389
BUTLER F-3	9.4	3.38	45,137	13,354	9.1	13.2	8.8	20.5	34.8	19,676	5,821	3,689	233	868	109	538	1,697	2,364	5.60	4.9	49,949
CASS G-3	19.6	6.71	81,850	12,198	8.4	16.6	12.3	25.8	29.9	36,069	5,375	7,353	826	1,005	389	689	6,805	4,303	10.18	3.7	86,935
CEDAR F-2	11.9	3.67	42,537	11,590	9.5	14.5	9.6	20.5	30.3	33,698	9,182	4,162	598	1,159	184	559	2,671	2,764	5.77	7.1	58,657
CHASE C-4	4.1	1.53	17,163	11,218	9.0	19.1	12.6	22.8	28.8	15,442	10,093	2,110	426	780	164	161	2,531	1,391	2.28	1.4	24,367
CHERRY D-2	6.5	2.35	36,246	15,424	6.0	14.4	11.0	22.3	40.6	20,359	8,663	3,117	300	724	817	1,180	3,875	2,770	3.65	2.9	66,535
CHEYENNE B-3	10.8	3.85	43,418	11,277	8.2	18.4	12.4	24.0	28.7	32,250	8,377	6,317	886	1,893	1,345	1,286	6,784	2,726	6.51	2.2	35,420
CLAY F-4	7.9	2.86	36,184	12,652	8.2	18.7	13.6	24.3	28.9	21,169	7,402	3,325	150	486	160	478	731	2,947	4.80	1.9	45,080
COLFAX F-3	9.6	3.59	44,630	12,432	9.1	15.6	10.7	23.3	34.8	31,505	8,776	4,637	305	2,147	536	506	6,069	3,354	5.43	3.7	72,166
CUMING G-2	11.8	3.97	57,824	14,565	7.0	12.2	9.0	23.1	40.1	34,103	8,590	4,048	903	1,771	797	787	3,122	2,225	6.60	6.3	220,394
CUSTER E-3	14.5	5.47	76,085	13,910	8.2	14.4	10.3	22.6	35.4	45,220	8,267	7,246	1,180	3,306	936	1,357	7,988	4,356	8.23	6.9	93,468
DAKOTA G-2	13.6	4.43	58,504	13,206	5.7	14.1	12.2	28.1	33.6	42,869	9,677	8,743	719	661	163	2,239	3,915	6,344	7.07	1.8	23,420
DAWES B-2	9.8	3.35	36,753	10,971	13.1	20.4	13.1	21.7	23.3	26,816	8,018	3,726	770	1,590	1,665	1,709	4,803	2,877	4.83	1.1	17,736
DAWSON E-4	19.8	7.16	98,223	13,718	6.1	13.9	11.8	26.4	34.9	68,054	9,505	12,217	1,844	2,455	1,946	2,883	10,811	8,593	11.55	4.3	145,839
Lexington	5.7	2.11	26,246	12,439	.....	.....	.....	.....	.....	31,481	14,920	5,145	734	1,103	1,249	829	7,083	3,282	.....	.....	.....
DEUEL C-3	2.7	1.05	15,962	15,202	6.1	14.0	11.2	25.4	40.5	10,223	9,736	1,048	241	405	349	684	1,779	2,018	1.64	1.1	17,169
DIXON G-2	7.1	2.51	33,159	13,211	6.7	16.3	12.1	23.8	34.1	14,749	5,876	1,673	378	728	200	163	2,355	2,289	3.82	2.7	57,783
DODGE G-3	36.1	12.81	171,235	13,367	6.2	13.2	10.7	26.7	36.4	135,521	10,579	20,227	2,778	17,870	5,152	4,868	22,062	9,908	21.10	4.4	83,304
Fremont	24.5	8.82	110,252	12,500	.....	.....	.....	.....	.....	97,469	11,051	16,997	2,255	16,744	4,650	4,247	18,164	7,298	.....	.....	.....
DOUGLAS G-3†	416.8	140.78	2,047,808	14,546	5.4	10.6	10.7	28.1	40.3	1,181,056	8,389	228,923	38,176	247,780	54,878	70,757	206,868	91,107	198.19	2.4	58,555
Omaha	369.1	128.73	1,815,593	14,104	.....	.....	.....	.....	.....	1,158,933	9,003	221,533	37,828	243,666	53,598	69,196	194,700	85,027	.....	.....	.....
Omaha Metro Area	586.3	192.32	2,768,444	14,395	5.0	11.5	10.9	28.3	39.5	1,480,565	7,698	285,504	47,999	297,032	66,394	84,201	250,229	124,153	277.99	.....	.....
DUNDY C-4	2.9	1.14	15,219	13,350	8.5	16.4	10.9	20.0	35.2	7,554	6,626	1,111	276	275	100	297	2,136	872	1.66	1.0	22,303
FILLMORE F-4	7.6	2.85	43,776	15,360	6.8	12.1	8.9	22.5	42.2	26,449	9,280	3,552	493	516	374	783	2,544	2,255	4.83	3.1	59,550
FRANKLIN E-4	4.2	1.69	20,988	12,419	9.1	16.4	11.4	22.3	30.0	17,276	10,222	2,511	378	434	375	247	2,315	900	2.80	1.6	25,530
FRONTIER D-4	4.1	1.47	17,127	11,651	12.9	20.5	12.0	20.8	28.0	7,237	4,923	1,247	64	190	93	199	1,222	767	2.01	2.0	23,082
FURNAS D-4	6.5	2.58	28,106	10,894	8.8	20.0	13.7	21.5	25.6	19,460	7,543	3,426	638	288	361	933	3,586	2,696	3.90	1.8	34,213
GAGE G-4	25.8	8.96	110,510	12,334	7.2	15.4	11.7	24.9	33.1	67,241	7,505	12,596	1,653	5,019	2,496	3,925	9,260	5,981	14.60	6.1	77,889
GARDEN C-3	2.9	1.13	11,392	10,081	9.8	14.8	10.3	24.0	29.1	5,256	4,651	1,033	228	222	200	52	778	946	1.67	1.2	16,981
GARFIELD E-2	2.4	.96	12,305	12,818	7.8	20.9	14.0	22.8	26.2	6,516	6,788	1,912	223	111	.....	78	955	164	1.24	.9	11,015
GOSPER D-4	2.2	.79	11,149	14,113	6.1	11.4	8.9	22.9	41.8	4,876	6,172	293	265	263	.....	.....	.....	779	1.30	1.4	18,817
GRANT C-1	1.0	.34	5,023	14,774	5.4	14.4	10.4	21.6	36.4	1,831	5,385	197	.....	211	.....	66	343	137	.57	.2	10,938
GREELEY E-3	4.1	1.41	18,097	12,835	11.0	16.8	10.1	20.0	33.4	8,915	6,323	1,435	92	439	34	35	335	1,232	2.12	2.2	27,893
HALL E-4†	46.1	16.47	216,937	13,172	6.2	13.1	11.8	28.4	34.4	172,061	10,447	27,775	4,708	19,976	6,048	8,353	25,925	18,814	25.57	4.3	105,246
Grand Island	35.4	13.04	154,473	11,846	.....	.....	.....	.....	.....	144,569	11,087	25,825	4,404	17,700	6,048	7,927	22,004	11,515	.....	.....	.....
HAMILTON F-4	9.0	3.10	41,092	13,255	5.7	14.1	11.7	27.3	34.7	26,922	8,685	3,745	259	1,422	535	569	5,829	1,544	4.79	3.8	66,819
HARLAN E-4	4.0	1.56	18,590	11,917	8.1	17.9	13.0	24.6	29.3	12,073	7,739	1,602	324	579	239	212	1,993	1,640	2.72	1.4	26,475
HAYES D-4	1.5	.52	6,678	12,842	10.8	18.5	11.8	18.9	30.7	858	1,650	81	.....	143	.....	.....	.....	216	.86	1.1	15,080
HITCHCOCK D-4	3.7	1.42	18,030	12,697	7.2	17.5	13.2	25.2	28.6	6,510	4,585	1,131	185	215	78	.....	606	1,732	2.29	1.6	21,606
HOLT E-2	12.7	4.36	50,989	11,695	10.2	16.4	10.8	21.0	29.5	35,714	8,191	7,395	685	1,489	1,343	1,943	3,564	5,464	6.82	4.9	117,665
HOOKER D-2	.9	.34	5,202	15,300	2.6	13.3	12.1	26.6	37.5	4,628	13,612	383	180	179	.....	.....	2,009	266	.56	.3	2,371
HOWARD E-3	6.9	2.42	30,560	12,628	8.5	14.6	10.0	22.4	35.0	16,940	7,000	1,901	486	604	168	415	2,121	2,242	3.76	3.7	46,702
JEFFERSON F-4	10.2	4.03	47,789	11,858	8.2	15.4	11.2	23.5	31.2	32,778	8,133	5,856	565	3,397	1,077	1,626	5,378	2,270	6.24	3.4	43,274
JOHNSON G-4	5.4	2.03	24,408	12,024	7.9	15.2	11.0	23.1	32.4	15,242	7,508	2,186	897	433	334	465	1,024	1,875	3.29	2.5	23,121
KEARNEY E-4	6.8	2.43	37,866	15,583	4.5	11.9	9.3	24.4	44.8	17,949	7,386	2,811	185	546	449	417	2,344	556	3.88	2.6	65,863
KEITH C-3	8.6	3.04	40,549	13,338	4.5	12.6	11.0	27.5	37.6	31,961	10,513	5,079	499	2,168	1,181	930	5,320	4,499	5.12	1.4	30,000
KEYA PAHA E-1	1.3	.49	4,412	9,004	13.4	18.5	10.4	15.3	24.9	1,518	3,098	157	48	96	.....	.....	179	434	.68	.8	13,348
KIMBALL B-3	5.5	1.83	31,231	17,066	4.1	9.1	8.4	24.2	46.9	15,535	8,489	3,227	390	587	818	238	3,054	1,731	3.32	1.3	15,189
KNOX F-2	11.2	3.96	44,779	11,308	10.3	16.5	10.8	20.0	27.2	31,309	7,906	4,944	537	524	223	121	2,292	2,604	6.15	6.2	65,978
LANCASTER G-4	185.0	63.67	874,185	13,730	6.2	12.6	12.1	28.5	35.9	489,058	7,681	79,594	12,529	123,088	30,107	17,065	79,349	36,569	88.46	5.6	58,302
Lincoln	169.9	60.10	796,201	13,248	.....	.....	.....	.....	.....	485,133	8,072	79,176	12,529	120,239	29,747	16,601	78,732	35,176	.....	.....	.....
Lincoln Metro Area	185.0	63.67	874,185	13,730	6.2	12.6	12.1	28.5	35.9	489,058	7,681	79,594	12,529	123,088	30,107	17,065	79,349	36,569	88.46	.....	.....
LINCOLN D-3	32.6	11.66	138,459	11,875	7.7	15.6	13.8	27.2	29.7	101,909	8,740	13,837	4,347	18,130	5,140	5,180	15,879	12,402	18.13	4.5	59,594
North Platte	22.8	8.31	87,393	10,517	.....	.....	.....	.....	.....	94,943	11,425	12,387	3,206	15,319	4,907	5,011	15,242	10,424	.....	.....	.....
LOGAN D-3	1.0	.36	5,755	15,986	6.0	13.7	10.2	19.6	45.8	1,141	3,169	173	.....	.....	.....	.....	.....	118	.52	.6	10,099
LOUP E-2	.4	.16	4,737	29,606	4.9	7.2	2.6	21.4	57.0	490	3,063	168	.....	.....	.....	.....	.....	247	.52	.3	5,486
McPHERSON D-3	.6	.21	2,764	13,162	7.1	13.2	9.1	28.7	33.8	502	2,390	116	.....	107	.....	.....	.....	157	.34	.6	7,670
MADISON F-2	27.3	9.73	123,988	12,743	7.0	14.2	11.7	26.9	34.4	110,404	11,347	14,342	1,953	14,554	6,864	5,621	19,084	9,298	15.39	3.7	48,607
MERRICK F-3	8.9	3.08	39,789	12,919	7.2	14.4	11.0	26.2	35.8	25,705	8,346	3,191	204	385	800	682	3,392	2,848	4.94	3.0	106,068
MORRILL B-3	5.3	1.88	20,467	10,887	10.1	17.6	11.7	22.0	25.7	23,120	12,298	3,214	605	868	423	193	1,708	1,625	3.24	1.8	26,826
NANCE F-3	4.8	1.71	22,134	12,944	7.6	15.8	11.6	23.2	33.6	7,994	4,675	1,679	99	679	72	273	554	1,211	2.71	2.1	23,601
NEMAHA G-4	9.1	3.35	47,660	14,227	7.0	12.1	9.7	24.3	40.6	19,652	5,866	4,017	546	436	737	243	3,152	1,751	4.92	3.0	29,423
NUCKOLLS F-4	6.9	2.58	30,504	11,823	8.3	13.5	10.6	26.2	31.6	27,282	10,574	4,009	931	1,563	619	920	7,793	1,912	4.19	2.4	43,743
OTOE G-4	15.3	5.81	74,094	12,753	6.0	13.9	11.2	26.1	36.6	48,933	8,422	9,639	1,161	3,832	1,539	1,602	8,590	6,018	9.13	3.9	45,792
PAWNEE G-4	4.1	1.59	17,810	11,201	12.8	19.5	11.2	20.1	26.4	8,999	5,660	1,939	143	285	104	165	2,105	735	2.53	2.1	19,659
PERKINS C-4	3.4	1.30	19,329	14,868	6.6	12.0	9.5	26.6	43.2	9,628	7,406	1,755	313	717	113	334	2,882	582	2.11	1.4	19,066
PHELPS E-4	9.3	3.44	50,460	14,669	6.6	14.2	10.5	23.7	39.5	44,380	12,901	5,103	1,068	3,076	996	2,289	6,478	2,857	6.01	1.8	56,723
PIERCE F-2	8.6	3.00	35,929	11,976	8.4	16.6	11.8	21.6	28.8	19,454	6,485	3,149	162	532	276	809	2,106	2,313	4.59	4.3	46,475
PLATTE F-3	27.7	9.09	131,805	14,500	5.0	12.6	10.9	26.7	39.4	90,755	9,984	16,585	1,479	14,695	2,573	2,347	12,462	7,448	15.70	6.7	80,180
POLK F-3	6.1	2.27	33,853	14,913	5.1	13.5	11.0	25.1	38.7	24,040	10,590	2,374	352	412	40	475	1,846	3,606	3.82	2.9	132,233
RED WILLOW D-4	11.9	4.39	52,575	11,976	7.8	17.3	12.6	24.8	31.6	50,941	11,604	8,300	999	7,651	2,447	2,057	11,583	1,795	7.09	1.8	29,021
RICHARDSON G-4	12.0	4.71	53,547	11,369	10.6	16.2	11.0	22.0	30.5	40,866	8,676	5,841	1,017	2,678	1,169	1,503	8,767	2,374	7.07	3.4	53,175
ROCK E-2	2.2	.83	9,441	11,375	10.0	23.0	15.8	25.2	21.1	8,600	10,361	804	104	307	150	136	1,780	532	1.21	.8	19,012
SALINE F-4	13.0	4.91	85,554	17,424	8.3	13.0	10.2	24.1	35.7	33,134	6,748	5,880	1,015	1,597	339	4,139	4,970	2,308	7.28	4.0	46,315
SARPY G-3†	79.3	21.67	320,137	14,773	3.3	13.9	12.5	30.2	37.4	84,167	3,884	14,386	1,474	31,382	3,842	3,060	7,258	6,823	35.88	2.7	148,081
Bellevue	24.0	7.41	103,813	14,010	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
SAUNDERS G-3	17.2	6.01	82,387	13,708	7.2	11.7	9.6	25.7	37.6	36,940	6,146	8,059	958	1,295	587	2,767	6,795	3,774	10.38	6.2	70,383

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
SCOTTS BLUFF B-2	36.9	12.44	157,044	12,624	7.1	15.6	12.1	26.0	32.7	125,892	10,120	19,910	2,183	16,412	5,831	7,270	25,086	8,694	21.44	5.1	114,187
SEWARD F-4	16.0	5.19	71,625	13,801	7.8	14.5	11.8	27.3	33.3	37,708	7,266	5,892	982	1,134	934	1,964	7,422	3,787	7.66	5.0	77,466
SHERIDAN C-2	6.9	2.42	34,938	14,437	7.9	17.2	11.8	20.5	34.5	23,986	9,912	3,320	763	1,047	1,454	1,207	4,611	3,429	3.98	2.6	32,138
SHERMAN E-3	4.7	1.68	18,083	10,764	10.1	17.7	11.4	19.2	28.7	8,675	5,164	1,747	472	540	204	313	146	1,709	2.41	2.3	22,632
SIOUX B-2	1.9	.67	8,696	12,979	6.8	12.7	13.3	19.4	34.8	891	1,330	136	60	.....	47	.....	228	273	1.11	1.7	26,591
STANTON F-2	6.0	2.04	24,668	12,092	8.2	13.2	9.8	24.8	31.6	7,489	3,671	1,056	.....	224	.....	100	348	139	3.15	3.2	100,090
THAYER F-4	7.4	2.84	33,036	11,632	8.7	17.1	11.7	22.1	28.7	23,642	8,325	3,481	570	877	370	1,338	2,678	1,663	4.58	2.6	34,847
THOMAS D-2	.8	.31	2,952	9,523	12.5	21.6	15.6	26.2	17.6	1,443	4,655	287	45	.....	.....	33	.....	194	.51	.2	7,900
THURSTON G-2	6.6	2.10	25,435	12,112	8.3	18.3	13.0	23.4	29.4	14,999	7,142	2,816	260	230	250	185	2,158	2,167	3.27	2.8	47,715
VALLEY E-3	5.4	2.05	24,475	11,939	9.0	17.0	11.9	22.5	29.4	18,446	8,998	3,123	332	1,234	467	1,505	1,821	2,624	3.32	2.2	29,445
WASHINGTON G-3	13.9	4.67	67,192	14,388	7.3	11.1	9.3	26.5	40.7	34,122	7,307	6,059	701	2,157	1,194	1,114	6,466	2,434	7.73	3.6	85,441
WAYNE F-2	10.5	3.28	44,731	13,638	9.5	17.9	11.7	21.6	32.3	29,309	8,936	4,193	586	1,585	601	953	5,233	1,951	4.91	3.9	71,343
WEBSTER E-4	5.4	2.15	20,322	9,452	10.1	16.6	10.9	20.2	29.1	16,151	7,512	1,875	452	1,182	240	617	2,780	1,157	3.16	2.0	19,918
WHEELER E-2	.9	.30	4,587	15,290	7.8	15.2	10.9	29.7	26.9	670	2,233	232	.....	103	.....	.....	.....	313	.58	.8	11,938
YORK F-4	13.9	5.03	69,704	13,858	5.4	12.7	11.0	26.5	38.5	49,243	9,790	6,875	924	2,531	2,554	1,382	6,599	4,651	7.82	3.9	66,120

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

AINSWORTH

Brown County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KBRB
1968

Subscriber to the NAB Radio Code
Media Code 4 229 0650 5.00
KBR Broadcasting Co., Inc., Box 285, 122 E. Second St., Ainsworth, Neb. 69210. Phone 402-387-1430, 1410.

STATION'S PROGRAMMING DESCRIPTION
KBRB: Programmed for general interest.

1. PERSONNEL
Gen'l & Sales Mgr.—Lorris C. Rice.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 11/12/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	3.00	2.50	2.30	2.20	2.00	1.75
30 sec	2.75	2.25	2.05	1.95	1.75	1.55

7. PACKAGE PLANS
SATURATION SPOT PACKAGES

	10 ti	25 ti	50 ti	100 ti
1 min	2.50	2.00	1.80	1.60
30 sec	2.30	1.80	1.60	1.40
15 sec	2.10	1.60	1.40	1.20

ALLIANCE

Box Butte County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KCOW
1949

Subscriber to the NAB Radio Code
Media Code 4 226 0780 0.00
KLOE, Inc., Box 600, Alliance, Neb. 69301. Phone 308-762-1400.

STATION'S PROGRAMMING DESCRIPTION
KCOW: Programmed for general interest.

1. PERSONNEL
Manager—James Kamerzell.
2. REPRESENTATIVES
Eastman Radio, Inc.
Omaha—Soderlund Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:40 am-7:30 pm. MST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network, Nebraska Radio Network. Farm Radio Network.

TIME RATES
Eff 7/1/74—Rec'd 7/22/74.
A—Mon thru Sat 6-10 am, 11:30 am-1:15 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
1 min	5.50	5.35	5.20	5.05	4.90
30 sec	4.40	4.30	4.15	4.05	3.90
CLASS B					
1 min	4.90	4.75	4.60	4.45	4.30
30 sec	3.90	3.80	3.70	3.55	3.45

BEATRICE (1 AM; 1 FM)

Gage County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KWBE
1946

Subscriber to the NAB Radio Code
Media Code 4 228 0975 6.00
MIA Enterprises, Inc., Box 1450, Sherman and Mary Sts., Beatrice, Neb. 68310. Phone 402-228-5922.

STATION'S PROGRAMMING DESCRIPTION
KWBE: MUSIC: 5 am-7 pm, current hits, oldies & modern country; 7 pm-midnight, rock. NEWS: 5 am-7 pm, 2-min every 10 min plus UPI network at :60. Local news blocks 7:30-8 am, 12:30-1 pm & 5:30-6 pm. 1-hr. news roundup at noon. Own weather radar. 5-min markets at 6:05 & 8:05 am. 10-min markets at 12:20 pm. SPORTS: 10-min at 7:50 am & 5:45 pm; play-by-play sports, local, regional & college football. 7 mobile units. Emphasis on news & information. Sun: morning, religious programming; 7-11 pm, rock request by phone. Contact Representative for further details. Rec'd 12/5/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gordon C. Bud Pentz.
2. REPRESENTATIVES
PRO/Meeker Radio.
Omaha—Soderlund Company.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 12/1/74—Rec'd 1/24/75.
AA—Mon thru Sat 6 am-1 pm & 4-6 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 wk	13 wk	26 wk	52 wk	30 sec 1 wk	13 wk	26 wk	52 wk
3 ti	8.75	8.50	8.25	7.75	6.75	6.50	6.25	5.75
6 ti	8.50	8.25	8.00	7.50	6.50	6.25	6.00	5.50
12 ti	8.25	8.00	7.75	7.25	6.25	6.00	5.75	5.25
18 ti	8.00	7.75	7.50	7.00	6.00	5.75	5.50	5.00
24+	7.75	7.50	7.25	6.75	5.75	5.50	5.25	4.75

7-8 am & noon-1 pm, extra 1.00.

7. PACKAGE PLANS
1/2AA WHEN AVAILABLE, 1/2 OTHER TIMES

30 DAYS:	5 ti	15 ti	30 ti	60 ti	90 ti	120 ti	150+
1 min	7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50
10 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50

No pkg spots 7-8 am & noon-1 pm.
(Q)

Edited by Maxine Pentz.

KWBE-FM
1962

Subscriber to the NAB Radio Code
Media Code 4 226 0976 4.00
Mia Enterprises, Inc., Box 1450, Sherman and Mary Sts., Beatrice, Neb. 68310. Phone 402-228-5922.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KWBE-FM: Programmed for the mature person.

3. FACILITIES
ERP 97,000 w.; 92.9 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 350 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
Rates are identical to KWBE. See that listing.

BROKEN BOW

Custer County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KCNI
1949

Subscriber to the NAB Radio Code
Media Code 4 226 1170 3.00
Custer Country Broadcasting Co., Box 409, Broken Bow, Neb. 68822. Trojan 2-5881.

1. PERSONNEL
Manager—Georgia A. Crawford.
3. FACILITIES
1,000 w. days; 1230 kc. Non-directional.
Operating schedule: 6:00 am-6:45 pm. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL RATE POLICY
Member: Nebraska Radio Network.

TIME RATES
Eff 11/1/53—Rec'd 10/29/53.
A—Daily 6-8 am & noon-1 pm.
B—Daily 8 am-noon & 1-6:45 pm.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
CLASS A								
1 min	7.00	6.30	6.00	5.60	5.25	4.90	4.55	4.20
CLASS B								
1 min	5.60	5.04	4.80	4.48	4.20	3.92	3.65	3.36
30 sec	4.20	3.78	3.60	3.36	3.15	2.94	2.73	2.52

CHADRON

Dawes County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KCSR
1954

Subscriber to the NAB Radio Code
Media Code 4 228 1365 9.00
Big Sky Co., Box 931, 212 Bordeaux St., Chadron, Neb. 69337. Phones 308-432-5545, 5546.

STATION'S PROGRAMMING DESCRIPTION
KCSR: Programmed for adult appeal.

1. PERSONNEL
Manager—Lee Hall.
2. REPRESENTATIVES
Eastman Radio, Inc.
Kansas City, Omaha, Lincoln—Red Abels.
3. FACILITIES
1,000 w. days; 610 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 1 Eff 11/15/71—Rec'd 1/26/72.
AA—Mon thru Sat sign-on-10 am & 11:45 am-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
AA, FIXED:

	1x	26x	52x	104x	156x	260x	312x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00

A: 90% of AA.

7. PACKAGE PLANS
SATURATION PLAN

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	7.50	6.00	3.75	6.40	5.10	3.20
12 ti	7.00	5.60	3.50	6.00	4.80	3.00
18 ti	6.50	5.20	3.25	5.50	4.40	2.75
24 ti	6.00	4.80	3.00	5.10	4.10	2.55
30 ti	5.50	4.40	2.75	4.70	3.75	2.35

COLUMBUS (2 AM; 2 FM)

Platte County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KJSK
1947

Subscriber to the NAB Radio Code
Media Code 4 228 1560 5.00
KJSK, Inc. Box 98, Columbus, Neb. 68601. Phone 564-2891.

1. PERSONNEL
Station Manager—Milo Kincaid.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Walton Broadcasting Sales Corporation.
West Coast—Biddick Company.
3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Nebraska Radio Network.

TIME RATES
Eff———Rec'd 2/13/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	4.00	3.75	3.50	3.25	3.00

KJSK-FM
1964

Subscriber to the NAB Radio Code
Media Code 4 228 1561 3.00
KJSK Inc., Box 99, Columbus, Neb. 68601. Phone 564-2891.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 101.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.

TIME RATES
Eff———Rec'd 6/7/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	5.00	4.00	3.50	3.25	3.00
30 sec	3.00	2.85	2.75	2.65	2.50

KTTT
1963

Subscriber to the NAB Radio Code
Media Code 4 228 1755 1.00
City and Farm Broadcasting, Inc., Box 518, 1367 33rd Ave., Columbus, Neb. 68601. Phone 564-2866.

STATION'S PROGRAMMING DESCRIPTION
KTTT: Programmed for mass audience appeal.

1. PERSONNEL
General Manager—Joe Stavas.
2. REPRESENTATIVES
PRO/Meeker Radio.
Western States—Bill Dahlsten & Associates.
Omaha—Soderlund Company.
3. FACILITIES
500 w.; 1510 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KTTT-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
Eff———Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.00	6.50	6.25	6.00	5.50	5.25

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Minimum 6 30-second spots per week.

KTTT-FM
1969

Media Code 4 228 1756 6.00
City and Farm Broadcasting, Inc., Box 518, 1367 33rd Ave., Columbus, Neb. 68601. Phone 402-564-2866.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 323 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KTTT.

TIME RATES
Eff———Rec'd 3/26/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	7.00	6.00	4.50	4.00	3.50	3.00
30 sec	6.00	5.00	4.00	3.50	3.00	2.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

COZAD

Dawson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KAMI
1965

NAB RAB

Media Code 4 228 1950 6.00
KAMI-Country Broadcasting Corp., Box 206, 718 Meridian Ave., Cozad, Nebr. 69130. Phone 308-784-3665.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Andy Andersen.
2. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Nebraska Radio Network, The Intermountain Network.

TIME RATES
Eff 11/1/74—Rec'd 1/23/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	104x	156x	260x	312x
1 min	4.00	3.90	3.70	3.50	3.30	3.10	2.90
30 sec	3.50	3.30	3.20	3.00	2.80	2.60	2.40

FAIRBURY

Jefferson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KGMT
1960

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 2145 4.00
Great Plains Broadcasting Co., Inc., Box 425, R.R. 1, Fairbury, Neb. 68352. Phone 402-729-3382.

1. PERSONNEL
General Manager—Frank R. Newell.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Soderlund Company.
3. FACILITIES
500 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
3. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.
Member: Nebraska Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

	5x	20x	50x	100x	200x	300x	500x	1000x
1 min	3.80	3.40	3.15	3.05	2.70	2.60	2.40	2.10
30 sec	3.40	3.00	2.75	2.65	2.40	2.30	2.10	1.80

10 sec: 50% of 1-min.
10% discount for annual contract of 300+.

10. SPECIAL FEATURES
5 MINUTE NEWS/WEATHER

PER WK:	1 ti	3 ti	5 ti
13-wk minimum	5.00	4.00	3.50

FALLS CITY

Richardson County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KTNC
1957

NAB

Subscriber to the NAB Radio Code
Media Code 4 228 2340 1.00
Southeast Nebraska Broadcasting Co., Inc., Falls City, Neb. 68355. Phone 402-245-2453.

1. PERSONNEL
General Manager—William Hardt.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis-Wayne-Evans & Associates, Inc.
3. FACILITIES
500 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Nebraska Radio Network.

TIME RATES
No. 7A Eff 5/1/72—Rec'd 1/29/73.
AA—Mon thru Sat 6-9 am & 11:45 am-1:15 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30/15	A 1 min	A 30/15
1 ti	5.00	4.00	4.00	3.00
12 ti	4.60	3.60	3.60	2.60
24 ti	4.20	3.20	3.20	2.20
36 ti	3.80	2.80	2.80	1.80

Advertisers contracting in advance for 312/624/936 spots within 52-wk period earn 12/24/36 rate, regardless of no of spots in any 1 wk. Schedules adjusted to rate earned ea wk if contract is not fulfilled. All spots combinable for frequency.

FREMONT (1 AM; 1 FM)

Dodge County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KHUB — KHUB-FM
1939 — 1972

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 2535 6.00
KHUB, Inc., Box 669, 118 E. 5th, Fremont, Neb. 68025. Phone 402-721-5012.

STATION'S PROGRAMMING DESCRIPTION
KHUB: Programmed for adults & young adults.
MUSIC: modern MOR. 8 AIR PERSONALITIES.
NEWS: 4 mobile units, news staff, network at :60, local at :30, expanded local regional at 7:05, 8:05 am, 12:05 & 5:05 pm. Regional live remotes daily.
SPORTS: 5-min local at 7:15 am, 5:15 & 9:15 pm. Network sports, local play-by-play. FARM: 6:10 am, 12:30 & 1:45 pm. SUN: religious programming until noon, polka show 12:10-4 pm, modern MOR 4:05-6 pm, syndicated personality show 6:05-11 pm. Contact Representative for further details. Rec'd 1/30/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Glen M. Ilgenfritz.
Program Director—Bob B. Palmer.
2. REPRESENTATIVES
PRO/Meeker Radio.
Omaha, Lincoln—Soderlund Company.
Western States—Bill Dahlsten & Associates.
3. FACILITIES
500 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
FM-ERP 3,000 w.; 105.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 100 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net charges; monthly.
5 GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/72—Rec'd 3/3/72.
AA—6:30 10 am, 11:45 am 1 pm & 4:30-6 pm.

6. SPOT ANNOUNCEMENTS

	1 min 1x	1 min 312+	30 sec 1x	30 sec 312+
AA	7.30	5.25	5.00	3.90
All other times	5.65	4.15	3.70	2.80

7. PACKAGE PLANS

PER WK, ROS:	48 ti	36 ti	18 ti
1 min	249.60	192.60	99.00
30 sec	163.20	126.00	64.80

10 sec ID's, ea 2.30.

GRAND ISLAND (2 AM; 1 FM)

Hall County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KMMJ
1928

AVERY-KNODEL, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 2730 3.00
United Communications, Inc., Box 1847, Division at Cedar St., Grand Island, Neb. 68801. Phone 308-382-2800.

STATION'S PROGRAMMING DESCRIPTION
KMMJ: Programmed for general interest.
FARM: sign-on-8 am and 11:30 am-1 pm. Agri-businessman, farm director, markets, livestock auction consignments, interviews, weather, news, general popular music. Entertainment and information, 8-11:30 am and 1 pm-sign-off. Middle-of-the-road, current releases, standards, showtunes, 5 min news on hour, headlines on half hour. Extended news 6:45 am, 8 am & noon; symphony orchestra Sunday afternoon. NEWS: UPI audio, UPI wire, correspondents throughout area. Contact Representative for further details. Rec'd 11/5/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rex H. Lathen.
Exec. Vice-Pres. & Sta. Mgr.—Willard Morton.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Denver—Bob Hix Co., Inc.
Kansas City—Eugene F. Gray Co., Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
10,000 w. days; 750 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42c, 42, 44b, 45, 46, 47d, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60l, 61b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 17 Eff 4/1/74—Rec'd 9/3/74.
AAA—Mon thru Sat sign-on-9:30 am & 11:30 am-1:30 pm.
AA—Mon thru Sat 9:30-11:30 am & 1:30 pm-sign-off; Sun all day.

8. SPOT ANNOUNCEMENTS

PER WK, EA:	*AAA 3 ti	*AAA 6 ti	*AAA 12 ti	AA 6 ti	AA 12 ti	AA 24 ti	AA 36 ti
1 min	26	24	22	22	20	18	17
30 sec	21	20	19	18	16	15	14

(*) Rotating.

7. PACKAGE PLANS
CLASS AA—PREEMPTIBLE

PER WK, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	16	14	13	12
30 sec	13	12	11	10

8. PROGRAM TIME RATES

	AAA 1/4 hr	AAA 10 min	AAA 5 min	AA 1/4 hr	AA 10 min	AA 5 min
1 x	80	60	45	70	56	38
26 x	75	55	40	65	50	34
52 x	70	50	36	58	44	30
156 x	65	45	32	50	38	27
260 x	60	40	27	42	32	23

1/2 hr, AA, 1x rate only, 90.00.

10. SPECIAL FEATURES
NEWS/WEATHER/MARKETS/SERVICE
1/4 hr, time plus 10 5 min, time plus 6
10 min, time plus 8

KRGI
1953

NAB RAB

Stuart Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 228 2925 9.00
Grand Island Broadcasting Co. Ltd., Box G, 317 S. Locust St., Grand Island, Neb. 68801. Phone 308-382-5420.

STATION'S PROGRAMMING DESCRIPTION
KRGI: Programmed for general interest.
MUSIC: MOR, general popular, featuring current hits. Sun night, American Top 40. FARM: farm director with agriculture news, markets, interviews 6:10-6:20 am. Markets at 12:35 pm. WEATHER: US Weather Bureau local, area reports. NEWS: Network; local at :30, live mobile reports. 6-6:45 pm news block, stocks & editorials. SPORTS: 6 daily sports shows, play-by-play college & high school football & basketball etc. TALK: daily women's shows, program features, sports, hobbies, human interest, business & public affairs. ENTERTAINMENT: Major & minor contests, audience participation games & promotions. Contact Representative for further details. Rec'd 3/7/72.

1. PERSONNEL
President—Richard W. Chapin.
Vice-Pres. & Gen'l Mgr.—Roger Dodson.
Operations Manager—Tom Honstedt.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Omaha, Lincoln, Kansas City—Red Abels.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1430 kc.
Directional—night only.
Operating schedule: 18 hours daily. CST.
4. AGENCY COMMISSION
15% time only; no cash discount.
5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 25a, 26, 27, 28a, 29a, 29b, 33c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a.
Cancellation: *70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
(*) 4 weeks.
Affiliated with American Information Network.
Member: Stuart Broadcasting Company.

TIME RATES
No. 8 Eff 6/3/74—Rec'd 7/17/74.
AA—Mon thru Sat 6-9 am, 11:45 am-1 pm & 4:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	16	14	13	12	14	13	12	11
30 sec	13	12	11	10	12	11	10	9

10 sec: 50% of 1-min.
CONSECUTIVE WEEK CONTRACT DISCOUNT
20 wk—5% 52 wk—10%

KROA (FM)
1967

NAB RAB

Media Code 4 228 3022 4.00
Midwest Broadcasting, Inc., Box 1781, Grand Island, Neb. 68801. Phone 402-845-6595.

STATION'S PROGRAMMING DESCRIPTION
KROA (FM): Programmed for adults & young adults.
MUSIC: instrumental arrangements of general popular music. NEWS: 4 min network hrly. Local at :30, live mobile reports. News blocks 8-8:20 am, noon-12-20 pm. Hrly weather reports, U. S. weather wire. FARM: agriculture news, markets, interviews 6-7 am, 12:45-12:55 pm. SPORTS: 8:10 am & 12:10 pm. Local play-by-play football, basketball & baseball. Interviews. SUN: religious programming, 2-4 pm classical. PUBLIC AFFAIRS: interviews of local public interest. Rec'd 7/8/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Herb Roszhart, Jr.
3. FACILITIES
ERP 100,000 w.; 95.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24c, 25a, 26, 28a, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME.
Eff 8/1/75—Rec'd 7/8/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 5-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	5.75	5.50	5.25	5.00	4.75
30 sec	4.75	4.50	4.25	4.00	3.75

CLASS A

1 min	5.25	5.00	4.75	4.50	4.25
30 sec	4.25	4.00	3.75	3.50	3.25

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS

1 WK:	50 ti	2 WK:	100 ti
1 min	4.00	1 min	3.75
30 sec	3.00	30 sec	2.75

Submitted by Herb Boszhart, Jr.

HASTINGS (2 AM; 1 FM)

Adams County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KHAS
1940

NAB

Subscriber to the NAB Radio Code
Media Code 4 228 3120 6.00
The Nebraska Broadcasting Co., Box 726, Tribune Bldg., Hastings, Neb. 68901. Phone 402-462-5101.

STATION'S PROGRAMMING DESCRIPTION
KHAS: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John W. Powell.
2. REPRESENTATIVES
PRO/Meeker Radio.
Mario Messina Company.
Bob Hix Co., Inc.
Soderlund Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-11 pm. CST.
4. AGENCY COMMISSION
15/0: monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TV facilities: KHAS-TV.
Affiliated with CBS.

TIME RATES
No. 10 Eff 10/15/74—Rec'd 10/9/74.
AA—Mon thru Sat 6:30 am-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

	1x	52x	104x	260x	312x	500x	1000x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.25	5.85	5.45	5.05	4.65	4.25	3.85

10-sec ID's: Flat 3.00.
CLASS A

1 min	7.25	6.75	6.25	5.75	5.25	4.75	4.25
30 sec	5.60	5.25	4.90	4.55	4.20	3.85	3.50

10-sec ID's: Flat 2.50.

7. PACKAGE PLANS

PER WK, EA:	10 ti	15 ti	30 ti	45 ti
1 min	6.75	6.40	5.95	5.55
30 sec	5.50	5.20	4.85	4.40

1/3AA, if desired.

KICS
1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 3315 2.00
Apache Broadcasting Co., Box 1005, 500 E. J. St., Hastings, Neb. 68901. Phone 402-463-1314.

STATION'S PROGRAMMING DESCRIPTION
KICS: Contemporary.

1. PERSONNEL
General Manager—Ron Swanson.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Eastman Radio, Inc.
3. FACILITIES
500 w.; 1550 kc.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KICS-FM.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See Coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Nebraska Radio Network, The Intermountain Network.

TIME RATES
No. 7 Eff 9/1/74—Rec'd 12/4/74.
AA—6:45-8:45 am; 11:30 am-1:30 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

	1x	52x	104x	260x	312x	500x	1000x
1 min	7.25	6.75	6.25	5.75	5.25	4.75	4.25
30 sec	5.75	5.35	4.95	4.55	4.15	3.75	3.35

CLASS A

1 min	6.75	6.25	5.75	5.25	4.75	4.25	3.75
30 sec	5.25	4.85	4.45	4.05	3.65	3.25	2.85

Specified & adjacencies, extra 10%.

7. PACKAGE PLANS

PER WK, 1/3AA, 2/3A:	10 ti	30 ti	50 ti
1 min	6.25	5.45	5.05
30 sec	5.00	4.35	3.90

Specified & adjacencies, extra 10%.

KICS-FM
1964

NAB

Media Code 4 228 3316 0.00
Apache Broadcasting Co., Box 1005, 500 E. J St., Hasting, Neb. 68901. Phone 402-463-1314.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KICS-FM: Contemporary/Rock.

(This listing continued on next page)

Hastings—KICS-FM—Continued

3. FACILITIES
ERP 3.000 w.; 93.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 140 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KICS.

TIME RATES
Eff ————Rec'd 12/4/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Flat	3.75	2.65	1.60

	52x	260x	500x	1000x
1 min	4.95	4.55	4.15	3.75
30 sec	3.75	3.35	3.05	2.65

Specified & adjacencies, extra 10%.

HOLDREGE (1 AM; 1 FM)

Phelps County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KRNY-FM

Licensed as a Kearney-Holdrege Station.
See listing under Kearney, Nebraska.

KUVR 1956 KUVR-FM 1970

American Contemporary Ntwk

NAB

Subscriber to the NAB Radio Code
Media Code 4 228 3510 6.00
W. W. Broadcasting Co., Inc., 613 4th Ave., Holdrege, Neb. 68949. Phone 308-995-4122.

1. PERSONNEL
Pres. & Gen'l Mgr.—William C. Whitlock.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Soderlund Company.

3. FACILITIES
500 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3.000 w. (horiz.), 3.000 w. (vert.); 97.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 160 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15% on time only.

5 GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: Nebraska Radio Network, The Intermountain Network.

TIME RATES
Eff————Rec'd 6/26/70.
A—Mon thru Sat 6-8 am & 11:30 am-1 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	1 ti	6 ti	12 ti	18 ti	24 ti
A	5.50	5.25	5.00	4.75	4.50
B	5.00	4.75	4.50	4.25	4.00

20/30 sec: 80% of 1-min 10 sec: 50% of 1-min

7. PACKAGE PLANS
SATURATION RATES

DISCOUNT:	10 ti	20 ti
1 per day	10%	18%
2 consec days	15%	20%
3 consec days or more	20%	26%

8/10 sec: 50% of applicable 1-min rate.
All spots regardless of length combine for frequency; schedules do not have to run consecutively to earn frequency.

KEARNEY (2 AM; 1 FM)

Buffalo County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KGFW 1927

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 3705 4.00
Central Nebraska Broadcasting Co., Box 866, Platte Valley Bldg., Kearney, Neb. 68847. Phone 308-237-2131.

STATION'S PROGRAMMING DESCRIPTION
KGFW: Programmed for general interest.

1. PERSONNEL
Manager—John McDonald.

2. REPRESENTATIVES
PRO/Meeker Radio.
Nebraska—Soderlund Company.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 5:30-12:05 am. CST.

4. AGENCY COMMISSION
15/%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
Eff————Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS
PER YR:

	1x	52x	104x	312x	650x	1000x	1500x
1 min	7.00	6.75	6.25	5.50	4.95	4.60	4.25
30 sec	6.00	5.50	5.00	4.25	3.70	3.35	3.00

Class A: 7-9 am & noon-1 pm, extra 10%.

7. PACKAGE PLANS

	—Per wk—			—Per mo—	
	21 ti	42 ti	70 ti	30 ti	50 ti
1 min	5.00	4.75	4.50	5.00	4.75
30 sec	3.55	3.35	3.20	4.00	3.75

48 Hour Blitz: 14 30-sec spots, 56.00.
BTA, wkly plans must run in a 7 day period, monthly—30 days. Spots and packages may be combined for annual frequency and times per week.

KRNY 1956

Media Code 4 228 3900 1.00
Semeco Broadcasting Corp., Box 822, ABC Drug Bldg., Kearney, Neb. 68847. Phone 308-234-1977.

1. PERSONNEL
Manager—Richard W. Roessler.

3. FACILITIES
5,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: The Intermountain Network, Nebraska Radio Network.

TIME RATES
No. 1 Eff 1/1/72—Rec'd 12/9/71.
A—Mon thru Sat 6-10 am & 11:45 am-1 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
FIXED POSITION—CLASS A

	1x	26x	52x	104x	156x	260x	312x	624x
1 min	8.00	6.75	6.00	5.60	5.20	4.50	4.15	3.75
30 sec	6.40	5.40	4.80	4.50	4.15	3.60	3.30	3.00

7. PACKAGE PLANS
SATURATION PLAN
CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	7.00	6.00	5.00	5.50	5.00	4.50
30 sec	5.60	5.20	4.80	4.40	4.00	3.60

CLASS B

1 min	5.60	5.20	4.80	4.40	4.00	3.60
30 sec	4.50	4.15	3.85	3.50	3.20	2.90

KRNY-FM 1960

Media Code 4 228 3901 9.00
Semeco Broadcasting Corp., 2101-1/2 Central, Kearney, Neb. 68847. Phone 308-234-1977.
See affiliated AM station for additional information.

3. FACILITIES
ERP 41,000 w. 98.9 mc.
Operating schedule: 9 am-midnight daily. CST.
Antenna ht.: 1,100 ft. above average terrain.

TIME RATES
Rates effective ————.
Rates received July 19, 1961.

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.
13 times	10.70	6.70	4.30
26 times	9.35	6.00	4.00
52 times	8.00	5.35	3.55
73 times	7.15	4.65	3.15
104 times	6.80	4.00	3.00
156 times	6.35	3.55	2.70
260 times	5.75	3.15	2.40
312 times	5.35	3.00	2.00

KIMBALL

Kimball County—Map Location R-3
See SRDS consumer market map and data at beginning of the State

KIMB 1959

NAB

Subscriber to the NAB Radio Code
Media Code 4 228 4095 9.00
KIMB, Inc., Box 1006, 414 W. 2nd St., Kimball, Neb. 69145. Phone 308-235-3634.

STATION'S PROGRAMMING DESCRIPTION
KIMB: Programmed for general audience.

1. PERSONNEL
Manager—Joan R. Palmer.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne Evans & Associates, Inc.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 2/9/72—Rec'd 2/5/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	24 ti	36 ti
1 min	3.50	3.40	3.30	3.20
30/15 sec	2.50	2.40	2.30	2.20

Guaranteed time within 1 hr. extra 50%.
ANNUAL PLAN
Contracts in advance for 312/624/936 spots within 52-wk period earn 12/24/36-plan rate regardless of number of spots run in any 1 wk.

LEXINGTON (1 AM; 1 FM)

Dawson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KRVN 1950

NAFB NAB

Subscriber to the NAB Radio Code
Media Code 4 228 4290 6.00
Nebraska Rural Radio, Inc., Box 431, 104 W. 8th St., Lexington, Neb. 68850. Phone 308-324-2371.

STATION'S PROGRAMMING DESCRIPTION
KRVN: Programmed for rural families.
FARM: 40 hrs wkly, 6-8 am & 11 am-1:30 pm; 11 remote livestock, grain & stock markets daily; regular features from general farm organizations, farm related groups, experiment stations, USDA & county agents; daily agricultural college programs; interim market reports. NEWS: local at :60, network at :30, 32 hrs wkly. Weather: at :60 & :35 from national, state & regional stations. SPORTS: U & high school play-by-play; AM & PM reports; late scores at :60 & :35. MUSIC: all C & W. Women's show 9:45-11:2u am. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 12/4/74.

1. PERSONNEL
Gen'l & Sales Mgr.—Max Brown.
Program Director—Ellen Shrum.
Farm Director—Rex Messersmith.

2. REPRESENTATIVES
Katz Radio.
Omaha, Lincoln—Soderlund Company.

3. FACILITIES
50,000 w., 880 kc. Non-directional days, directional nights.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 9 Eff 5/1/75—Rec'd 4/4/75.
AA—Mon thru Sun 6-10 am & 11:15 am-1:30 pm.
A—Mon thru Sun 5-6 am, 10-11:15 am & 1:30-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	30	28	27	26	25
A	21	18	17	16	15
B	16	14	13	12	11

30 sec: 80% of 1-min 10 sec: 50% of 1-min.
YEARLY DISCOUNT ON PER WK RATES
26 wk—10% 52 wk—15%

PER YR:	1x	26x	52x	156x	260x	312x
AA	30	29	28	27	26	25
A	21	20	19	18	17	16
B	16	15	14	13	12	10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

6. PROGRAM TIME RATES
AA—Mon thru Sat 6-10 am & 11:15 am-1:30 pm; Sun all day.
A—Mon thru Sat 5-6 am, 10-11:15 am & 1:30 pm-midnight.
CLASS AA

PER YR:	1x	26x	52x	156x	260x	312x
1 hr	140	133	127	122	117	112
1/2 hr	92	86	84	80	76	74
1/4 hr	58	55	53	51	49	47
10 min	50	47	45	43	41	40
5 min	39	37	36	35	34	33

CLASS A

1 hr	115	109	103	97	92	87
1/2 hr	75	71	67	63	60	57
1/4 hr	46	44	41	39	37	35
10 min	38	36	34	32	30	29
5 min	29	27	26	25	24	23

(Q)

KRVN-FM 1962

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 228 4291 4.00
Nebraska Rural Radio Association, 104 W. 8th St., Lexington, Neb. 68850. Phone 308-324-2371.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KRVN-FM: Programmed for adults.

3. FACILITIES
ERP 46,000 w.; 93.1 mc.
Operating schedule: 6:00 am-11:00 pm.
Antenna ht.: 600 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio A.I.D. Plan.
FM Bonus: FM is bonus to AM sponsors when simulcasting with KRVN-AM 6:00-8:30 am. Also, news programs on the hour and weather programs on the half hour plus adjacent spots from 8:30 am-6:30 pm.

TIME RATES
Rates effective ————.
Rates received April 2, 1964.

6. SPOT ANNOUNCEMENTS
1 MINUTE
(6:30-11:00 pm only)

1 ti	5.00	104 ti	4.00
13 ti	4.75	156 ti	3.75
26 ti	4.50	260 ti	3.50
52 ti	4.25	312 ti	3.25

LINCOLN (4 AM; 5 FM)

Plus 1 paid cross reference.
Lancaster County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	19	17	19	15
B	16	15	16	13
C	15	14	15	10
D	14	10	14	10
AVERAGE	16	14	16	12

KBHL 1975

Media Code 4 228 4320 1.00
Sound Experiences Broadcasting Co., Inc., 2820 N. 48th St., Lincoln, Neb. 68504. Phone 402-464-0606.

STATION'S PROGRAMMING DESCRIPTION
KBHL: MUSIC: Contemporary gospel. NEWS 6.4%: local & national. Rec'd 8/1/75.

1. PERSONNEL
Gen'l & Sales Mgr.—Larry King.
Program Director—Mike Dworak.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 171 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 28a, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60f, 60h, 60j, 60k, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 1 Eff————Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	8 ti	16 ti
30 sec	5.60	5.20	4.85
1 min	6.50	6.05	5.60

Fixed: Extra 1.00.

7. PACKAGE PLANS
WEEKEND SATURATION PLAN
20 30-sec 68 20 1-min 77
Fixed: Extra 1.00.

9. PARTICIPATING PROGRAMS

	30 sec	1 min
Sun Night Countdown—9-10:30 pm	6.80	7.90
Sunshine Lane—Mon thru Fri 10 am	6.60	7.50
Once Upon A Song—Sat 10 am	6.60	7.50
Check The Record, with Ralph Carmichael—Mon thru Fri 1 pm	6.75	7.75
From This Rock—Fri 10:30 pm	6.60	7.50
A Quiet Place—Mon thru Thurs 10:30 pm	5.75	7.25
A Touch of Light—Sat 10:30 pm	5.60	6.50
Topic—Tues 2 pm, Wed 3 am	6.60	7.50

10. SPECIAL FEATURES
Weather—7:45 am & 5:45 pm, 10.75.
Nebraska Ag Almanac—5:30 am, 11.85.
News—extra 1.00.
Submitted by Larry King.

KECK 1965

AVERY-KNODEL, INC.

Media Code 4 228 4350 6.00
J-P Enterprises, Inc., Box 6006, Lincoln, Neb. 68506. Phone 402-489-6575.

STATION'S PROGRAMMING DESCRIPTION
KECK: Programmed for general audience.
FARM: director with opening commodity markets 9:30 am. Agricultural news, weather, interviews & livestock market information noon-1 pm. Closing commodity markets 1:30 pm. NEWS: at :20 & :40. MUSIC: 100% modern country. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 12/29/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—James C. Treat.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w.; 1530 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 1a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21c, 21d, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44b, 46, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KHAT (FM).
Member: Nebraska Radio Network.

TIME RATES
AM/FM COMBINATION
No. 2 Eff 11/1/73—Rec'd 11/6/73.
AAA—Noon-1 pm (farm).
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	22.00	20.00	18.00	17.00	15.00
30 sec	17.60	16.00	14.40	13.60	12.00

CLASS A

1 min	20.00	18.00	16.00	15.00	12.00
30 sec	16.00	14.40	12.80	12.00	9.60

10 sec: 50% of 1-min.
AM only: 80% of AM/FM combination.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	20.00	18.00	16.00	15.00	12.00
30 sec	16.00	14.40	12.80	12.00	9.60

10 sec: 50% of 1-min.
AM only: 80% of AM/FM combination.

10. SPECIAL FEATURES

AAA FARM, NOON-1 PM:	1 ti	6 ti	12 ti
AM only	25	24	23

Edited by James C. Treat.

KFAB
OMAHA

City of license, Omaha, Neb.
Considered by NBC Radio Network as their Lincoln-Omaha outlet.
See listing under Omaha, Neb.

KFMQ (FM) 1958

Media Code 4 228 4485 2.00
KFMQ, Inc., Terminal Bldg., Lincoln, Neb. 68508. Phone 402-432-8565.

STATION'S PROGRAMMING DESCRIPTION
KFMQ (FM): Programmed for young adults.
MUSIC: Adult rock. NEWS: 5%, weather 7:30, 8:30 am, 12:30, 3, 6:30, 7:30 and 10:30 pm. Programs: Sun, Bible in daily living 8:45-9 am. UN feature 10-10:15 am. COMMERCIAL POLICY: maximum 9 announcements an hour. Contact Representative for further details. Rec'd 7/28/75.

(This listing continued on next page)

1. PERSONNEL
General Manager—S. L. Agnew.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
Elt1' 200,000 w.; 101.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 275 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 12a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25c, 26, 27, 28a, 28a, 28b, 32a.
Contracts: 40a, 44a, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71b, 73a.
Prod. Services: 80, 82.

TIME RATES
Eff 1/1/75—Rec'd 12/2/74.
ROS—Mon thru Sun 6 am-1 am.
AA—Mon thru Sun 3 pm-1 am.
6. SPOT ANNOUNCEMENTS

	6 ti		12 ti		24 ti	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
ROS	10.50	8.50	9.50	7.75	8.50	6.75
AA	12.50	10.50	11.50	9.50	10.50	8.50
PER YR:	300x		600x		1000x	
ROS	10.00	8.00	9.00	7.25	8.00	6.25
AA	12.00	10.00	11.00	9.00	10.00	8.00

Submitted by S. L. Agnew.

KFOR
1924

NAB RAB

Stuart Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 226 4680 6.00
Cornbelt Broadcasting Corp., Box 80209, 825 Stuart Bldg., Lincoln, Neb. 68501. Phone 402-432-6806.
STATION'S PROGRAMMING DESCRIPTION
KFOR: Programmed for general interest.
FARM: farm director with agriculture news, markets, interviews 5:30-6:30 am, 12:45-1 pm. Weather: US Weather Bureau local, area reports. Weatherwire service. NEWS: network and local news every hour, live mobile unit reports 6-7 pm news block. Daily editorial, stocks. SPORTS: play-by-play college, high school football, basketball, etc. 4 sports shows daily. AIR PERSONALITIES: 2 voice morning show. Women's show discussions, fashions, current and community events. TALK: program features sports, hobbies, human interest, business. ENTERTAINMENT: major and minor contests, audience participation games. MUSIC: general popular featuring current hits, middle-of-the-road. Contact Representative for further details. Rec'd 5/25/72.
1. PERSONNEL
President—Richard W. Chapin.
Vice-Pres. & Gen'l Mgr.—Roger T. Larson.
Operations Manager—Jim Miller.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Omaha, Lincoln, Kansas City—Red Abels.
Mountain States—Bob Hix Co., Inc.
6. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32c.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 46, 48, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60g, 61a, 61b, 62a.
Prod Services: 80, 81, 82.
(*) 4 weeks.
FM facilities: KHKS (FM).
Affiliated with American Information Network.
Member: Stuart Broadcasting Company.

TIME RATES
No. 22 Eff 9/1/74—Rec'd 8/19/74.
AAA—Mon thru Sat 6-10 am, 11:45 am-1:15 pm & 3-7 pm.
AA—Mon thru Sat 10-11:45 am & 1:15-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	20	16	18	14	14	11
12 ti	19	15	17	13	13	10
18 ti	18	14	16	12	12	9
24 ti	17	13	15	11	11	8

10 sec: 60% of 1-min.
7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min	15	14	13
30 sec	12	11	10

Subject to availability and station option. May be combined with other spots or plans for frequency.

KHAT (FM)
1973

AVERY-KNODEL, INC.
Media Code 4 228 4777 2.00
J. P. Enterprises, Inc., Box 6066, Lincoln, Neb. 68506. Phone 402-489-1063.
See affiliated AM station for additional information.
AM facilities: KECK.
STATION'S PROGRAMMING DESCRIPTION
KHAT (FM): Programmed for general audience.
MUSIC: 100% Modern Country. NEWS: 5 min. at :60. Contact Representative for further details. Rec'd 1/29/73.
8. FACILITIES
Elt1' 2,900 w.; 106.3 mc. Stereo.
Operating scheduled: 24 hours daily. CST.
Antenna ht.: 145 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KECK. See that listing for rates.

TIME RATES
Eff 2/1/73—Rec'd 1/29/73.
7. PACKAGE PLANS

	ROS				
PER WK, EA:	1 ti	12 ti	24 ti	48 ti	96 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.20	4.80
PER MO, EA:	1 ti	26 ti	52 ti	130 ti	200 ti
1 min	8.00	7.00	6.50	6.00	5.50
30 sec	6.40	5.60	5.20	4.80	4.40
PER YR, EA:		312x	624x	1248x	2000x
1 min		6.25	5.75	5.25	5.00
30 sec		5.40	4.80	4.40	4.00

10 sec/ID: 50% of 1-min when available.
Fixed position, extra 10%.

KHKS (FM)
1965

NAB

Stuart Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 228 4628 7.00
Cornbelt Broadcasting Corp., 857 Stuart Bldg., Lincoln, Neb. 68501. Phone 402-477-1333.
See affiliated AM station for additional information.
AM facilities: KFOB.
STATION'S PROGRAMMING DESCRIPTION
KHKS (FM): MUSIC: Adult music—all familiar, popular standards and current versions with full orchestra and group vocals. NEWS: Network at :15. Weather every 30 minutes. COMMERCIAL POLICY: Uninterrupted segments with only four breaks per hour. Six minute commercial maximum per hour. Rec'd 7/25/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Roger T. Larson.
Station Manager—David Polson.
2. FACILITIES
ERP 100,000 w.; 102.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Member: Stuart Broadcasting Company.

TIME RATES
No. 5 Eff 9/1/74—Rec'd 9/30/74.
6. SPOT ANNOUNCEMENTS

PER WK:	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.60	7.20	6.80	6.40

7. PACKAGE PLANS
TAP—GUARANTEED ROTATION

13 WK MINIMUM, EA:	1 min	30 sec
1+ per day	7.50	6.00

KLIN
1947

Alan Torbet Associates, Inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 4875 4.00
KLIN, Inc., 400 S. 13th St., Lincoln, Neb. 68508. Phone 402-475-4567.
STATION'S PROGRAMMING DESCRIPTION
KLIN: Programmed for general audience.
MUSIC: MOR, Nashville country, general popular. NEWS: local, UPI audio at :60 & 6:30, 7:30, 8:30 am & 4:30, 5:30, 6:30 pm; news cruisers, lines to state capitol. Local and area weather reports. SPORTS: 4 shows daily. U football & basketball. Contact Representative for further details. Rec'd 9/6/73.
1. PERSONNEL
Pres. & Gen'l Mgr.—Norton E. Warner.
Commercial Manager—Rod Rademacher.
Program Director—Doug Lyon.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
8. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30-1 am. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40c.
Affiliated with MBS.

TIME RATES
No. 3N Eff 10/1/74—Rec'd 10/28/74.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 10 am-3 pm & 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK:	30 sec	1 min	30 sec	1 min
6 ti	8.80	10.90	7.20	9.00
12 ti	8.70	10.80	7.00	8.80
18 ti	8.60	10.70	6.80	8.60

7. PACKAGE PLANS

TAP:	1 ti	12 ti	24 ti
30/10 sec	5.20	5.00	4.80
1 min	8.30	8.00	7.70

Guaranteed equal distribution.

AM-FM COMBINATION
1 to 1 AM-FM combination 80% of listed AM-FM rates.
1 to 1 ratio applies only when buying by Day-Part.

TAP, PER WK:	30 sec	1 min
12 ti (9 AM, 3 FM)	5.00	8.00
24 ti (18 AM, 6 FM)	4.80	7.70
48 ti (36 AM, 12 FM)	4.60	7.40
72 ti (53 AM, 18 FM)	4.40	7.00
96 ti (72 AM, 24 FM)	4.20	6.70
DOLLAR MINIMUMS, PER YR:	30 sec	1 min
1000	4.60	7.40
2000	4.40	7.00
4000	4.20	6.70
8000	4.00	6.40

Fixed, guaranteed equal distribution.

KLIN-FM
1968

NAB

Media Code 4 228 4876 2.00
KLIN, Inc., 400 S. 13th St., Lincoln, Neb. 68508. Phone 402-475-4567.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KLIN-FM: Programmed for adults.
MUSIC: familiar popular standards, 85% instrumental, group & solo vocals, full orchestrated versions of recent hits. COMMERCIAL POLICY: uninterrupted segments with only 4 pauses per hour. 6 spots per hour maximum. NEWS: 2 min every hr; 30-sec weather at :30. Contact Representative for further details. Rec'd 9/6/73.
8. FACILITIES
ERP 100,000 w.; 107.3 mc. Stereo.
Operating schedule: 5:30-1 am. CST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KLIN. See that listing for rates.

TIME RATES
No. 3N Eff 10/1/74—Rec'd 10/28/74.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti
30 sec	12.00	11.70	11.40
1 min	15.00	14.70	14.40

Guaranteed placement by daypart.
7. PACKAGE PLANS

TAP:	1 ti	12 ti	24 ti
30/10 sec	7.00	6.80	6.60
1 min	11.50	11.20	10.90

Maximum 8 per day, 3 per daypart.
Guaranteed equal placement in all dayparts.

KLMS
1949

Represented by
PRO/Meeker Radio Contemporary

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 5070 1.00
KLMS Div. Telegraph-Herald, Inc., Box 81804, Lincoln, Neb. 68501. Phone 402-489-3855.
STATION'S PROGRAMMING DESCRIPTION
KLMS: Programmed for young adults.
MUSIC: 100% contemporary. NEWS: 5 min at :55 except 3 min 6 pm-midnight. 5-min newscasts at 7:25, 8:25 am & 5:25 pm. Weather at :20 & :40. Talk: capsule opinion features, editorials, counterpoint & sound-off 6X daily. Tele/talk show 10 pm Sun. 6 major contests a year, constant minor promotions. Contact Representative for further details. Rec'd 3/25/74.
1. PERSONNEL
General Manager—Harley Lampman.
Sta. & Prog. Mgr.—L. Lee Thomas.
Commercial Manager—Ken Berg.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w.; 1480 kc. Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 5, 6a 7a.
Rate Protection: 11d, 12d, 13d, 14d, 15a, 15b, 16.
Basic Rates: 20b, 21b, 22a, 22b, 23b, 24a, 24c, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42d, 44a, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 11 Eff 9/1/74—Rec'd 7/31/74.
AA—6-9 am; 4-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	CLASS A				
ROS:	12x	24x	36x	52x	104x
1 min	10.30	10.20	10.10	9.90	9.70
30 sec	7.70	7.65	7.60	7.55	7.50
		156x	260x	500x	1000+
1 min		9.55	9.00	8.55	8.15
30 sec		7.35	6.90	6.35	5.85

CLASS AA/FIXED
1 min, extra ..... 3.55 30 sec, extra 2.35
10. SPECIAL FEATURES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
5-min news	13.55	12.70	11.80	11.50	11.25	10.85	9.95

Incl 2 10-sec open & close plus 1 1-min spot.

McCOOK (2 AM)
Red Willow County—Map Location D-4
See SIDS consumer market map and data at beginning of the State.

KBRL
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 226 5655 6.00
KBRL Broadcasting Co., Inc. Box 371, McCook, Neb. 69001. Phone 308-345-2400.
STATION'S PROGRAMMING DESCRIPTION
KBRL: Programmed for general interest.
1. PERSONNEL
Station Manager—Donald Schaaf.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
3. FACILITIES
5,000 w; 1300 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent; 10 days.

NEBRASKA

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Nebraska Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 12/6/74.
AA—Mon thru Sat 6-9 am & 11:45 am-1:15 pm.
A—All other times.
7. PACKAGE PLANS

PER	AA				A			
WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	5.50	5.10	4.70	4.20	4.50	4.00	3.50	3.10
30 sec	4.50	4.00	3.60	3.20	3.30	2.90	2.50	2.00

KICX
1961

NAB

Media Code 4 228 5850 6.00
Bomeco Broadcasting Corp., Box 223, Norris Ave., McCook, Neb. 69001. Phone 345-5406.
1. PERSONNEL
Pres. & Gen'l Mgr.—W. O. Corrick.
2. REPRESENTATIVES
Omaha—Soderlund Company.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: The Intermountain Network.

TIME RATES
No. 1 Eff 1/1/72—Rec'd 12/9/71.
A—Mon thru Sat 6-10 am & 11:45 am-1 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

	FIXED POSITION—CLASS A						
	1x	26x	52x	104x	156x	260x	312x
1 min	5.85	5.10	4.80	4.20	3.90	3.60	3.26
30 sec	4.70	4.10	3.85	3.35	3.10	2.90	2.65

7. PACKAGE PLANS
SATURATION PLAN

	CLASS A					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	5.60	5.20	4.80	4.40	4.00	3.60
30 sec	4.50	4.15	3.85	3.50	3.20	2.80
	CLASS B					
1 min	4.50	4.15	3.85	3.50	3.20	2.80
30 sec	3.60	3.30	3.10	2.80	2.55	2.25

NEBRASKA CITY
Otoe County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KNCY
1950

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 6043 2.00
The KNCY Radio Corp., 123 N. 8th, Nebraska City, Neb. 68410. Phone 402-873-3348.
STATION'S PROGRAMMING DESCRIPTION
KNCY: Programmed for general interest.
1. PERSONNEL
General Manager—David J. Messing.
2. REPRESENTATIVES
Omaha, Lincoln—Soderlund Company.
3. FACILITIES
500 w.; 1600 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 7/1/72—Rec'd 6/7/72.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	39x	52x	104x	156x
1 min	6.20	5.65	5.00	4.90	4.60	4.45	4.30
30 sec	4.70	4.25	3.75	3.70	3.45	3.35	3.25
10 sec	3.10	2.80	2.50	2.45	2.30	2.25	2.15
	208x	260x	312x	365x	520x	780x	1040x
1 min	4.00	3.80	3.65	3.50	3.20	3.00	2.90
30 sec	3.00	2.85	2.75	2.65	2.40	2.25	2.13
10 sec	2.05	1.90	1.80	1.75	1.55	1.50	1.43

NORFOLK (1 AM; 1 FM)
Madison County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WJAG
1922

mcgavren-guild
pgw radio, inc.

NAFB

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 226 6240 9.00
WJAG, Inc., Box 709, Norfolk, Neb. 68701. Phone 402-371-0780.

(This listing continued on next page)

Norfolk—W J A G—Continued

STATION'S PROGRAMMING DESCRIPTION
WJAG: Programmed for adults.
FARM: 6-9 am, 11:30 am-1:30 pm. Farm director and assistant produce 22-25 hours of farm programming weekly. 23 direct livestock and grain market broadcasts weekly. Current livestock, grain, and poultry markets broadcast throughout day. 11:30 am-1:30 pm poultry news, livestock and grain markets. Direct weather bureau broadcasts 3 times daily, news and farm meeting announcements. NEWS: on hour, 50 stringers. Emphasis on local and regional news. MUSIC: blend of modern country & popular & old time segments. SPORTS: reports twice daily. University football. Contact Representative for further details. Rec'd 10/8/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bob Thomas.
Ass't Mgr. & Sales Mgr.—Hollis Francis.
Farm Director—Mike Samuelson.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Kansas City, Omaha, Lincoln—Red Abels.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operations. Simulcast sunrise-8:30 am & 1:20 pm-local sunset. For non-simulcast facilities see WJAG-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25c, 28b. 29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60f, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Beef Empire Stations.

TIME RATES
Eff 12/15/74—Rec'd 12/23/74.
AA—Mon thru Sat sign-on-9 am, 11:30 am-1:30 pm & 4-7 pm.
A—All other times.

7. PACKAGE PLANS
FIXED POSITION

PER WK:	AA 1 min	AA 30 sec	AA 5 min	A 1 min	A 30 sec	A 5 min
1 ti	24	20	34	19	16	27
6 ti	23	19	33	18	15	26
12 ti	22	18	32	17	14	25
18 ti	21	17	31	16	13	24

AA ROTATION

PER WK:	1 ti	6 ti	12 ti	18 ti
1 min	21	20	19	18
30 sec	17	16	15	14

10 sec: 60% of 1-min.
(Q)

W J A G-FM
1971

Media Code 4 228 6241 7.00
WJAG, Inc., Box 789, 309 Braasch Ave., Norfolk, Neb. 68701. Phone 402-371-3304.
See affiliated AM station for additional information.

2. FACILITIES
ERP 43,260 w. (horiz.), 43,260 w. (vert.); 106.7 mc.
Operating schedule: 6 am-11:05 pm. CST.
Antenna ht.: 541 ft. above average terrain.
Partial simulcast operation. Operated separately 8:30 am-1:20 pm. For simulcast facilities see WJAG.

TIME RATES
Eff————Rec'd 1/26/72.

6. SPOT ANNOUNCEMENTS

	10 sec	30 sec	1 min
Ea	3	5	8

NORTH PLATTE (2 AM)
Lincoln County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

K A H L
1966

ABC Information Network

Media Code 4 228 6435 5.00
Dahl Broadcasting Co., Box 248, 1301 E. 4th, North Platte, Neb. 69101. Phone 308-532-1120.

STATION'S PROGRAMMING DESCRIPTION
KAHL: Programmed for general interest.

1. PERSONNEL
Owner & Gen'l Mgr.—A. E. Dahl.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Bob Hix Co., Inc.
Soderlund Company.

3. FACILITIES
1,000 w. days, 500 w. nights; 1410 kc.
Directional night only.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only · 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Nebraska Radio Network.

TIME RATES
No. 1A Eff 3/1/73—Rec'd 2/28/73.
AA—Mon thru Sun 6:30 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 12 ti	AA 24 ti	AA 36 ti	A 1 ti	A 12 ti	A 24 ti	A 36 ti
1 min	7.00	6.50	6.10	5.70	6.00	5.50	5.10	4.70
30 sec	5.00	4.50	4.10	3.70	4.00	3.50	3.10	2.70

STATION IDENTIFICATION

Every station's programming is different. Find out **how** it's different from the Programming Description at the top of the station's listing. If there's no description there, let the station or its rep know how useful it would be to you.

R09A—2/2

K O D Y
1930

NBC Radio Network

Subscriber to the NAB Radio Code

Media Code 4 228 6630 1.00
North Platte Broadcasting, Inc., Box 1085, 308 W. 4th St., North Platte, Neb. 69101. Phone 308-532-3344.

1. PERSONNEL
President—Richard Wagner.
General Manager—Ted Ballenger.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Kansas City, Omaha, Lincoln—Red Abels.
Denver—Mountain Media.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 27, 28a, 29a, 33b.
Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62d.
Cancellation: *70a, *70c, 71a, 72, 73b.
Prod. Services: 80, 82.
(*) 4 weeks.
Affiliated with NBC.
Affiliated with ATA Radio Network.

TIME RATES
Eff 7/1/69—Rec'd 6/4/69.

6. SPOT ANNOUNCEMENTS
AA—6-9 am, 11:45 am-1:15 pm & 4-6 pm.
A—All other times.

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	12	10	11	9
12 ti	11	9	10	8
18 ti	10	8	9	7
24 ti	9	7	8	6

10 sec: 50% of 1-min.

DISCOUNT
52 wk—15%.
(Q)

OGALLALA
Keith County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

K O G A
1954

Subscriber to the NAB Radio Code

Media Code 4 228 6825 7.00
Ogallala Broadcasting Corp., Box 509, 111 W. 4th St., Ogallala, Neb. 69153. Phone 308-284-3633.

STATION'S PROGRAMMING DESCRIPTION
KOGA: Programs MOR music, farm.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ray H. Lockhart.

2. REPRESENTATIVES
Eastman Radio, Inc.
Hal Walton Co.

3. FACILITIES
500 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network, Nebraska Radio Network.

TIME RATES
No. 1 Eff 6/1/72—Rec'd 6/2/72.
A—Mon thru Sat 6-9 am, noon-1 pm & 4:30-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
CLASS A

FIXED:	1x	26	52x	104x	156x	260x	312x
1 min	7.70	6.60	6.10	5.75	5.45	5.05	4.55

30 sec: 80% of 1-min.

7. PACKAGE PLANS
SATURATION PLAN
CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	5.80	5.60	5.40	5.20	5.00	—
30 sec	4.65	4.50	4.30	4.15	4.00	—
10 sec	2.90	2.80	2.70	2.60	2.50	—
CLASS B						
1 min	4.65	4.50	4.30	4.15	4.00	3.85
30 sec	3.70	3.60	3.45	3.30	3.20	3.10
10 sec	2.35	2.25	2.15	2.10	2.00	1.95

OMAHA (7 AM; 6 FM)
(including Council Bluffs, Iowa)

Omaha, Douglas County, Neb.—Map location G-3
Council Bluffs, Pottawattomie County, Ia.—Map location G-3
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	53	44	53	39
B	51	42	46	31
C	35	30	35	30
D	25	30	26	25
AVERAGE	41	37	40	31

K E F M
1959
OMAHA

American Information Radio Network
mcgavren·guild pgw radio, inc.

Live Stereo

A Star Station

Media Code 4 228 6868 7.00
Central States Broadcasting, Inc., 8901 Indian Hills Dr., Omaha, Neb. 68114. Phone 402-397-1290.
See affiliated AM station for additional information.
AM facilities: KOIL.

STATION'S PROGRAMMING DESCRIPTION
KEFM: Programmed for adults.
Contact Representative for further details. Rec'd 8/30/72.

1. PERSONNEL
Station Manager—Tom Sullivan.

2. FACILITIES
ERP 200,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 275 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ABC Information Network.
Sold in combination with KOIL, WIFE, WIFE-FM Indianapolis, Ind., & KISN Portland, Ore.
See WIFE for discounts.
Sold in combination with KOIL. See that listing for rates.

TIME RATES
Eff 8/1/74—Rec'd 8/5/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 wk.	17	16	15	14	13	12	11	10
13 wk	16	15	14	13	12	11	10	9
26 wk	15	14	13	12	11	10	9	8
52 wk	14	13	12	11	10	9	8	7

A: 50% of AA.
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2 AAA, 1/2 AA

	1 min	30 sec	10 sec
12 ti	15	12	8
18 ti	13	11	7
24 ti	12	10	6
36 ti	10	8	5

K E Z O (FM)
1961
OMAHA

BLAIR RADIO

A Meredith Owned Station
Subscriber to the NAB Radio Code

Media Code 4 228 6912 3.00
KEZO Radio, 3501 Farnam St., Omaha, Neb. 68131. Phone 402-345-9292. TWX 910-622-0488.
See affiliated AM station for additional information.
AM facilities: WOW.

STATION'S PROGRAMMING DESCRIPTION
KEZO (FM): Familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial sequences per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 6/11/73.

1. PERSONNEL
Sales Manager—Don Pearson.
Program Director—Ray Olson.

2. FACILITIES
100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,210 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.
Sold in combination with WOW. See that listing for rates.

TIME RATES
No. 11 Eff 9/3/74—Rec'd 8/15/74.
AAA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	AAA 1 min	AAA 30 sec	AAA 10 sec	AA 1 min	AA 30 sec	AA 10 sec
6 ti	32	26	19	27	22	16
12 ti	30	24	18	25	20	15
18 ti	28	22	17	23	18	14

(Omaha continued on next page)

KFAB
1924
OMAHA
NBC Radio Network

THE CHRISTAL CO.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 7215 6.00
KFAB Broadcasting Co., 5016 Underwood Ave., Omaha, Neb. 68132. Phone 402-556-8000.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lyell Bremser.
Station Manager—Ken Headrick.
General Sales Manager—Lyle W. Nelson.
2. REPRESENTATIVES
The Christal Company.
3. FACILITIES
50,000 w; 1110 kc. Directional—nighttime only.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15/0 time, talent and service; due when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 14e, *15c.
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b, 32b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81.
(*) Requires continuous advertising.
FM facilities: KGOR (FM).
Affiliated with NBC.

TIME RATES
No. 2-72 Eff 7/31/72—Rec'd 6/30/72.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat noon-1 pm & 8-7 pm.
A—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA WKLY:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	54.00	52.00	51.00	50.00	49.00
20/30 sec	44.00	43.00	41.00	40.00	39.00
CLASS AA					
1 min	49.00	47.00	46.00	45.00	44.00
20/30 sec	40.00	38.00	37.00	36.00	35.50
CLASS A					
1 min	44.00	43.00	42.00	41.00	40.00
20/30 sec	35.50	34.50	34.00	33.00	32.50

Class B: 60% of AAA.
C: 1 min, flat 10.00. 20/30 sec, flat 8.00.
10 sec: 50% of 1 min, preemptible.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

	1 min	20/30
12 ti (4AAA, 4AA, 2A, 2B)	486	390
18 ti (6AAA, 6AA, 3A, 3B)	711	576
24 ti (8AAA, 7AA, 5A, 4B)	936	756

10 sec: 50% of 1-min, preemptible.
Scheduled equally over 7 day period & moves unspecified within time class. Combinable with weekly spots & programs.

10. SPECIAL FEATURES
FARM FEATURES
3 min. Mon thru Sat noon-1 pm & 6-7 am.
1 ti ..... 60 6 ti 56
3 ti 58
Participating Farm Hour 5-6 am & 3 min Feature

Mon thru Sat:	1 ti	3 ti	6 ti	12 ti
3 min Feature	48	46	45	44
1 min	44	42	41	40
20/30 sec	38	36	35	34

5 MINUTE NEWS PROGRAMS

PER WK:	AAA	AA	A
1 ti	73	69	56
3 ti	70	66	53
6 ti	68	64	51

5 min program talent or service charge 7.50
Features, minutes, breaks and 5-min newscasts may combine to earn weekly discount.
10 sec: combine only on basis of 2 10-sec spots, equaling 1 longer spot.
(CB)

KGOR (FM)
1959
OMAHA

THE CHRISTAL CO.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 7216 6.00
KFAB Broadcasting Co., 5010 Underwood Ave., Omaha, Neb. 68132. Phone 402-556-8000.
See affiliated AM station for additional information.
AM facilities: KFAB.

STATION'S PROGRAMMING DESCRIPTION
KGOR (FM): Programmed for young adults & adults.
MUSIC: current & recent hits blended with oldies.
COMMERCIAL POLICY: maximum 4 commercial interruptions per hour. Contact Representative for further details. Rec'd 10/21/74.

3. FACILITIES
ERP 115,000 w. (horiz.), 115,000 w. (vert.); 99.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.

TIME RATES
No. 1 Eff 10/1/74—Rec'd 10/21/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	27	25	25	23	23	21
12 ti	26	24	24	22	22	20
18 ti	25	23	23	21	21	19
24 ti	24	22	22	20	20	18
30 ti	23	21	21	19	19	17

B: 1 min, flat 10.00.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN, PER WK:	1 min	30 sec
12 ti (6AAA, 3AA, 3A)	180	156
18 ti (9AAA, 5AA, 4A)	252	216
24 ti (12AAA, 6AA, 6A)	312	264
30 ti (15AAA, 8AA, 7A)	360	300

Preemptible on 2 wks notice.

KLNG
1942
OMAHA
NBC News & Information Service

AVCO RADIO SALES

News and Information

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 7300 6.00
Paxton Radio, Inc., 511 S. 17th St., Omaha, Neb. 68102. Phone 402-342-8282.

STATION'S PROGRAMMING DESCRIPTION
KLNG: All news & information. 9 pm mystery show.
SPORTS: U football & basketball, horse racing.
Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Jerry Misner.
Assistant Manager—Don Perazzo.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% on net time charges; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21d, 22b, 23a, 25c, 27, 28a, 28c, 29a, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47b, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with NBC News & Information Service.
Affiliated with CBS
Affiliated with Avco Group Plan.

TIME RATES
No. 3 Eff 5/1/75—Rec'd 5/27/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 8-7 pm.
A—Mon thru Sat 10 am-8 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight, Mon thru Sat 5-6 am; Sun 5-7 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	B
6 ti	26	24	20	17
12 ti	24	22	18	15
18 ti	22	20	16	13
24 ti	20	18	14	11

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
CONVERTIBLE PLANS—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	132	240	333	408

Higher-to-lower: 2 spots of a higher class equal to 3 spots of the next lower class.
Lower-to-higher: 3 spots of a lower class equal to 2 spots of the next higher class.

8. PROGRAM TIME RATES

PER YR, 5 MIN:	AAA	AA	A	B
1 x	34	30	26	22
26 x	32	28	24	20
52 x	30	26	22	18

COMBINABILITY
All spots, regardless of length of classification may be combined for discount purposes as long as TAP spots of each length are properly distributed by day parts. Program units and spots may be combined for discounts on spots only.
Edited by Jerry Misner.

KOIL
1925
OMAHA
A Star Station

mcgavren-guild
pgw radio, inc.

Contemporary

RAB

Media Code 4 228 7410 7.00
Central States Broadcasting, Inc., 8901 Indian Hills Dr., Omaha, Neb. 68114. Phone 402-397-1290.

STATION'S PROGRAMMING DESCRIPTION
KOIL: Contemporary programming for teenagers & adults. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
Chairman of the Board—Don W. Burden.
Station Manager—Don Tawzer.
National Sales Manager—Steve Shepard.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 24b, 25a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a, 60g.
In the event the advertiser contracts with the station for additional broadcast time, the time rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of 13 weeks from the effective date of any revision of station time or discounts.
Plan announcements in all categories are combinable.
Plan announcements do not contribute toward frequency or fixed positin announcements.
FM facilities: KEFM.
Sold in combination with KEFM, WIFE, WIFE-FM Indianapolis, Ind., & KISN Portland, Ore.
See WIFE for discounts.

TIME RATES
KOIL/KEFM COMBINATION
Eff 8/1/74—Rec'd 8/5/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA 12 ti	AAA 18 ti	AAA 24 ti	AAA 36 ti	AA 12 ti	AA 18 ti	AA 24 ti	AA 36 ti
1 min	44	42	40	38	39	38	36	34
30 sec	35	33	32	30	31	30	29	27
10 sec	23	22	21	20	21	20	19	18

	A 12 ti	A 18 ti	A 24 ti	A 36 ti
1 min	25	24	23	22
30 sec	20	19	18	17
10 sec	13	12	11	10

AM ONLY: Deduct	1 min	30 sec	10 sec
	9	7	5

7. PACKAGE PLANS

	12 ti	18 ti	24 ti	36 ti
5:30-10 am	2	3	4	6
10 am-3 pm	4	6	8	12
3-7 pm	2	3	4	6
7 pm-midnight	4	6	8	12
PER WK, EA:	12 ti	18 ti	24 ti	36 ti
1 min	35	34	33	32
30 sec	28	27	26	25
10 sec	18	18	17	17

KOOO
1957
OMAHA
A Mack Sanders Station

Media Code 4 228 7605 2.00
Pier-San of Nebraska Corp., Box 31037, 102 N. 48th St., Omaha, Neb. 68131. Phone 402-556-6700.

STATION'S PROGRAMMING DESCRIPTION
KOOO: Programmed for adults & young adults.
MUSIC: top 50 modern country music. NEWS: network news at :30, local news at :60. Personalities featured within format. Noon market reports at 12:05 pm. Contact Representative for further details. Rec'd 9/6/72.

1. PERSONNEL
General Manager—Faye Graves.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
1,000 w.; 1420 kc. Directional.
Partial simulcast operation. Simulcast 6 am-5 pm.
For non-simulcast facilities see KOOO-FM.
4. AGENCY COMMISSION
15/0: 10th of following month.
5. GENERAL ADVERTISING See Coded Regulations
Rate Protection: 10b, 11b, 12b.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 5/1/72—Rec'd 9/5/72.

7. PACKAGE PLANS
FIXED POSITION
(6-9 am & 4-6 pm)

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	14.00	12.75	11.75	10.75	9.75
30 sec	11.25	10.25	9.40	8.60	7.80
10 sec	7.00	6.40	5.90	5.40	4.90
ROS					
1 min	.....	11.75	9.75	9.00	8.25
30 sec	.....	9.40	7.80	7.20	6.60
10 sec	.....	5.90	4.90	4.50	4.15

Edited by Faye Graves.

KOOO-FM
1972
OMAHA

Media Code 4 228 7606 0.00
Pier-San of Nebraska Corp., Box 31037, 102 N. 48th St., Omaha, Neb. 68131. Phone 402-556-6700.
See affiliated AM station for additional information.

3. FACILITIES
ERP 32,000 w. (horiz.), 32,000 w. (vert.); 104.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 285 ft. above average terrain.
Partial Simulcast operation. Operated separately 5 pm-6 am. For simulcast facilities see KOOO.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/72 Rec'd 10/4/72.

6. SPOT ANNOUNCEMENTS

PER WK:	5 pm-midnight 1 min	5 pm-midnight 30 sec	5 pm-midnight 10 sec	midnight-5 am 1 min	midnight-5 am 30 sec	midnight-5 am 10 sec
12 ti	5.00	4.75	2.95	2.95	2.40	1.50
18 ti	4.00	4.00	2.45	2.50	2.00	1.25
24 ti	4.50	3.60	2.25	2.25	1.80	1.15
30 ti	4.15	3.40	2.10	2.10	1.70	1.05

Edited by Faye Graves.

NEBRASKA

KOWH
1922
OMAHA

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 228 7700 1.00
Reconciliation, Inc., 3910 Harney St., Omaha, Neb. 68131. Phone 402-422-1600.

STATION'S PROGRAMMING DESCRIPTION
KOWH: Programmed for adults & young adults. Religious programs & inspirational music in morning. MOR, B & B music with artists from yesterday & today in afternoon. NEWS: 30 min report at 12:30 pm. Local news at :60 in afternoon, world & national news at :30. News headlines at :15. SPORTS: at 4:15 pm. Call-in program 1-2 pm M-Sat. COMMERCIAL POLICY: maximum 16 minutes per hour. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
General Manager—Keith S. Donald.
Operations Manager—Michael R. Jones.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days; 660 kc. Non-directional.
Operating schedule: 6 am-8:30 pm. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 5b, 4a, 4c, 6a, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 5 Eff 2/1/75—Rec'd 2/27/75.
AAA—6-9 am & 4-7 pm.
AA—9 am-4 pm & 7-11 pm.
A—11 pm-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA PER WK:	1 ti	12 ti	24 ti	36 ti	48 ti
1 min	14	12	11	10	----
30 sec	11	10	9	8	----
CLASS AA					
1 min	11	10	9	8	7
30 sec	9	8	7	6	5

A: Flat 3.00 & combinable.

KOWH-FM
1959
OMAHA

NAB RAB

Media Code 4 228 7701 9.00
Reconciliation Inc., 3910 Harney St., Omaha, Neb. 68131. Phone 402-422-1600.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KOWH-FM: Programmed for teens thru 40 year old adults.
MUSIC: R & B M-Sat 6 am-midnight; jazz Tues-Sun midnight-6 am; gospel Sun 6-10 am. NEWS: 5 min network at :50; 5 min local news at 5:55, 6:55 & 7:55 am M-Sat; 2-1/2-3-1/2 min floating news every hour 6 am-8 pm M-Sat. SPORTS: network sports at 7:20 am & 5:20 pm M-Sat. COMMERCIAL POLICY: maximum 14 minutes per hour. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
Operations Manager—Richard Baker.
3. FACILITIES
ERP 100,000 w.; 94.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna height: 510 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Affiliated with Mutual Black Network .

TIME RATES
No. 5 Eff 2/1/75—Rec'd 2/3/75.
AAA—6-9 am & 4-7 pm.
AA—9 am-4 pm & 7-11 pm.
A—11 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
1 ti	10.00	8.00	7.00	6.00
12 ti	9.00	7.50	6.50	5.50
24 ti	8.00	6.50	6.00	5.00
36 ti	7.00	5.50	5.50	4.50
48 ti	----	----	5.00	4.00

A: 30 sec, 3.00.

KQKQ (FM)
1969
COUNCIL BLUFFS, IOWA

RAB

Subscriber to the NAB Radio Code
Media Code 4 226 7848 8.00
KBCB, Inc., Box 586, Council Bluffs, Iowa 51501. Phone 712-322-4041.
See affiliated AM station for additional information.
AM facilities: KBCB.

STATION'S PROGRAMMING DESCRIPTION
KQKQ (FM): MUSIC: progressive rock, folk, jazz.
Features: musicians & groups. Contact Representative for further details. Rec'd 10/23/74.

1. PERSONNEL
Station Manager—Bill Abbott.
Sales Manager—Leo Morris.

(This listing continued on next page)

Omaha—KQKQ (FM)—Continued

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 187 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
No. 1 Eff 10/1/74—Rec'd 12/2/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	17.00	18.60	14.00	11.20	6.00	4.80
12 ti	16.00	12.80	13.00	10.40	5.50	4.40
18 ti	15.00	12.00	12.00	9.60	5.00	4.00
24 ti	14.00	11.20	11.00	8.80	4.50	3.60
30 ti	13.00	10.40	10.00	8.00	4.00	3.20

10 sec: 60% of 1-min.

7. PACKAGE PLANS
50/50 PLAN—1/2AAA, 1/2AA

PER WK:	1 ti	12 ti	24 ti	36 ti	48 ti
PER MO:	1 ti	36 ti	72 ti	108 ti	144 ti
1 min	13.00	12.00	11.00	10.00	9.00
30 sec	10.40	9.60	8.80	8.00	7.20

30/30 PLAN—1/3AAA, 1/3AA, 1/3A

1 min	11.00	10.00	9.00	8.00	7.00
30 sec	8.80	8.00	7.20	6.40	5.60

Spots must run equally, not less than 4 days.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Weekly Fixed Package Plans Class AAA, AA, A only.

BULK

PER YR:	500x	1000x	1500x
1 min	11.00	10.00	9.00
30 sec	8.80	8.00	7.20

AAA guaranteed, extra 25%.

AM/FM combinable for frequency discounts.
Edited by John A. Howard.

KRCB
1947
COUNCIL BLUFFS, IOWA

R A B

Subscriber to the NAB Radio Code
Media Code 4 228 7995 7.00
KRCB, Inc., Box 586, Council Bluffs, Iowa 51501. Phone 712-322-4041.

STATION'S PROGRAMMING DESCRIPTION
KRCB: MUSIC: MOR format. Emphasis on local sports, news & community events. Contact Representative for further details. Rec'd 7/8/74.

1. PERSONNEL
President—John C. Mitchell.
General Manager—John A. Howard.
Station Manager—Dick Yantzie.

2. REPRESENTATIVE
PRO/Meeker Radio.

3. FACILITIES
1,000 w.; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 23b, 24a, 24c 25a, 28b, 29a, 29b, 30, 32b, 33d.
Contracts: 40c, 42b, 43, 44b, 45, 46, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KQKQ (FM).
Affiliated with The Rep Network.

TIME RATES
Eff 4/1/74—Rec'd 7/5/74.
AA—6-9 am, noon-1 pm & 4-7 pm.
A—9 am-noon & 1-4 pm.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	312x	650x	1000x	1500x
CLASS AA							
EA:							
1 min	10.50	9.75	9.00	8.25	7.75	7.25	6.75
30 sec	8.25	7.50	7.00	6.50	6.00	5.50	5.00
CLASS A							
1 min	10.00	9.25	8.50	7.75	7.25	6.75	6.25
30 sec	7.75	7.25	6.50	6.00	5.75	5.25	4.75

8. PROGRAM TIME RATES

	1x	52x	104x	156x	312x	365x
5 min	15.75	14.75	13.50	12.80	12.25	11.75
10 min	23.50	22.25	20.25	19.20	18.40	17.65
1/4 hr	35.25	33.35	30.35	28.80	27.50	26.45
1/2 hr	52.80	50.00	45.55	43.25	41.25	39.65
1 hr	79.50	75.00	68.35	64.90	61.85	59.50

59/WOW
1923
OMAHA
BLAIR RADIO

R A B

A Meredith Owned Station
Subscriber to the NAB Radio Code
Media Code 4 228 8190 4.00
WOW Radio, Broadcasting Div., 3501 Farnam St., Omaha, Neb. 68131. Phone 402-346-3400. TELEX 910-622-0483.

STATION'S PROGRAMMING DESCRIPTION
WOW: contemporary programming aimed at 18-49 year old adults.
MUSIC: current & past hits with emphasis on million sellers of 1955 through today. AIR PERSONALITIES handle all segments. NEWS: at :55 & :30. Weather 4 times an hour from studio weather station. SPORTS: U football. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jim Eddens.
Operations Manager—Tom Barsanti.
General Sales Manager—Dick Martin.

2. REPRESENTATIVES
Blair Radio.
Canada—Unicom Broadcast Sales Ltd.

3. FACILITIES
5,000 w.; 590 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 on time, program charges; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 23b, 25a, 27.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KEZO (FM).
Affiliated with Blair Represented Network.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WOW/KEZO (FM) COMBINATION
No. 12 Eff 9/1/75—Rec'd 8/5/75.
AAA—Mon thru Fri 6-10 am, 11:45 am-1 pm & 3-7 pm.
AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	77	61	67	53	35	28
12 ti	75	59	65	51	34	27
18 ti	73	57	63	49	33	26
24 ti	71	55	61	47	32	25
30 ti	69	54	59	45	31	24

AM ONLY
1 min, deduct 15.00. 30 sec, deduct 12.00.

10. SPECIAL FEATURES
AM ONLY—NEWS/FARM/SPECIAL EVENTS

	AAA	AA	A
5 min	82	72	40

Submitted by Jerry Gibson.

O'NEILL (1 AM; 1 FM)

Holt County—Map Location E-2
See SRDS consumer market map and data at beginning of the State

KBRX
1955

KBRX-FM
1973

NAB

Subscriber to the NAB Radio Code
Media Code 4 228 8385 0.00
Ranchland Broadcasting Co., Inc., Box 150, 251 N. Jefferson, O'Neill, Neb. 68763. Phone 402-336-1612.

1. PERSONNEL
Manager—Gilbert Poese.

2. REPRESENTATIVES
Broadcast Associates.
Omaha, Lincoln—Soderlund Company.

3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
ERP-FM 3,000 w.; 92.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: National AgRadio Groups, Inc., Nebraska Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. L-6 Eff 1/1/74—Rec'd 8/27/74.

6. SPOT ANNOUNCEMENTS

	1x	156x	312x
1 min	3.00	2.50	2.25
30 sec	2.75	2.25	2.00

7. PACKAGE PLANS

MONTHLY SATURATION:	10 ti	50 ti	100 ti
20 sec	.....	87.50	150.00
30 sec	25.00	100.00	175.00
1 min	30.00	125.00	200.00

ORD

Valley County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KNLV
1965

Media Code 4 228 8450 2.00
KNLV, Inc., Box 268, 16th & M., Ord, Neb. 68862. Phone 308-728-3263.

STATION'S PROGRAMMING DESCRIPTION
KNLV: farm programs, MOR, pop & country music.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Omaha, Lincoln—Soderlund Company.

3. FACILITIES
1,000 w.; 1040 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; time only. Monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Nebraska Radio Network.

TIME RATES
No. N-1 Eff 10/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

PER WK:	8 ti	10 ti	15 ti	20 ti
1 min	7.20	6.60	6.30	6.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

PLATTSMOUTH

Cass County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KOTD
1970

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 228 8515 2.00
Platte Broadcasting Co., Inc., Box 509, Plattsmouth, Neb. 68048. Phone 402-296-3366.

STATION'S PROGRAMMING DESCRIPTION
KOTD: Programmed for all ages.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles Warga.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Omaha, Lincoln—Soderlund Company.

3. FACILITIES
250 w.; 1,000 kc. Directional.
Operating schedule: 1/2 hr pre-sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Nebraska Radio Network.

TIME RATES
No. 1 Eff 8/1/72—Rec'd 8/25/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	104x	156x
1 min 5.00	4.80	4.70	4.60	4.50	4.40	4.30	
30 sec 4.00	3.80	3.70	3.60	3.50	3.40	3.30	
15 sec 3.00	2.85	2.80	2.75	2.70	2.65	2.60	
	208x	312x	365x	520x	780x	1040x	
1 min	4.20	4.10	4.00	3.80	3.70	3.50	
30 sec	3.20	3.10	3.00	2.90	2.80	2.70	
15 sec	2.55	2.50	2.45	2.40	2.35	2.30	

SCOTTSBLUFF (3 AM; 1 FM)

(including Terrytown)

Scotts Bluff County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

KEYR
1961
TERRYTOWN

NAB

Subscriber to the NAB Radio Code
Media Code 4 228 8580 6.00
Western Nebraska Broadcasting Co., Box 1263, Scottsbluff, Neb. 69361. Phone 308-632-4116.

STATION'S PROGRAMMING DESCRIPTION
KEYR: Programmed for farm and rural families.

1. PERSONNEL
Manager—G. W. "Doc" Embree.

2. REPRESENTATIVES
New York—The Devney Organization, Inc.
Chicago—Walton Broadcasting Sales Corporation.
Minneapolis—Wayne-Evans & Associates, Inc.
Detroit—Max Goldfarb.
St. Louis—Bruce Schneider & Co.
Dallas—Riley Representatives.
Denver—John L. McGuire & Co.
Omaha, Lincoln—Soderlund Company.
San Francisco, Los Angeles—The Sandeberg-Glenn Company.
Seattle—Hugh Feltis & Associates.

3. FACILITIES
1,000 w. days; 690 kc. Directional.
Operating schedule: Sunrise to local sunset. MST.

4. AGENCY COMMISSION
15% on net time: no cash discounts.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Nebraska Radio Network.

TIME RATES
No. 3 Eff 8/1/75—Rec'd 7/30/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.50	7.00	6.50	6.00	5.50	5.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
FIXED POSITION

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.50	8.00	7.50	7.00	6.50
30 sec	7.50	7.00	6.50	6.00	5.50

YEARLY PACKAGE DISCOUNT
26 wk—10% 52 wk—15%
Submitted by G. W. Embree.

KNEB
1947
SCOTTSBLUFF

NAB

Media Code 4 228 8775 2.00
Scotts Bluff Broadcasting Corp., Box 239, 2116 Broadway, Scottsbluff, Neb. 69361. Phones 308-632-7121, 7122.

STATION'S PROGRAMMING DESCRIPTION
KNEB: MOR & pop. Local, network news at :60.

1. PERSONNEL
Pres. & Gen'l Mgr.—George H. Haskell.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days; 500 w. nights; 960 kc.
Directional—separate patterns.
Operating schedule: 5:15 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network, Farm Radio Network.

TIME RATES
No. 42 Eff 5/1/75—Rec'd 6/2/75.
A—Mon thru Sat 6-10 am, 11:45 am-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
PER WK:						
1 min	7.50	7.25	7.00	6.75	6.50	6.25
30 sec	6.00	5.80	5.60	5.40	5.20	5.00
CLASS B						
1 min	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	4.80	4.60	4.40	4.20	4.00	3.80

Edited by George H. Haskell.

KNEB-FM
1960
SCOTTSBLUFF

NAB

Media Code 4 228 8776 0.00
Scotts Bluff Broadcasting Corp., Box 239, 2110 Broadway, Scottsbluff, Neb. 69361. Phones 308-632-7121, 7122.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KNEB-FM: Modern MOR; news & weather.

3. FACILITIES
Eff 69,000 w.; 94.1 mc. Stereo.
Operating schedule: 6 am-midnight. MST.

TIME RATES
No. 42 Eff 5/1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS
Add to AM rate:
1 min 3.00 30 sec 2.40
Based on uniform AM/FM schedule.
Edited by George H. Haskell.

KOLT
1936
SCOTTSBLUFF

NAB FB

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 228 8970 9.00
The Hilliard Co., West 20th St., Scottsbluff, Neb. 69361. Phone 308-635-1320.

STATION'S PROGRAMMING DESCRIPTION
KOLT: Programmed for general interest.

1. PERSONNEL
Station Manager—Jim Petersen.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Lincoln, Omaha, Kansas City—Red Abels.
Denver—Bob Hix Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1320 kc.
Non-directional days, directional nights.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
Eff——————Rec'd 4/24/75.
AA—Mon thru Sat 8-9 am, 11:45 am-1:15 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	8 ti	12 ti	18 ti	24 ti
CLASS AA				
1 min	13.00	12.50	11.50	11.00
30 sec	11.00	10.50	9.50	9.00
CLASS A				
1 min	12.00	11.50	11.00	10.00
30 sec	10.00	9.50	9.00	8.50

10 sec: 50% of 1-min.

DISCOUNTS
52 wk—15%.
All spots regradless of length, combine for frequency: schedules do not have to run consecutively to earn number-of-weeks frequency.
Rateholder: minimum of 2 per week and ID's may not be used.

SIDNEY

Cheyenne County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KSID
1952

NAB

Subscriber to the NAB Radio Code
Media Code 4 228 9165 5.00
KSID Radio Inc., Legion Park, Sidney, Neb. 69162. Phone 254-5853.

1. PERSONNEL
Pres. & Gen'l Mgr.—David W. Young.

(This listing continued on next page)

2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:00 am-10:30 pm weekdays; 8:00 am 10:30 pm Sun. MST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 43 Eff 12/1/74—Rec'd 1/13/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
1 min	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.20	4.00	3.80	3.60	3.40	3.20
CLASS B						
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.20	3.05	2.90	2.70	2.55	2.40

SUPERIOR

Nuckolls County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KRFS
1950

Media Code 4 228 9560 2.00
The Valley Broadcasting Co., Box 100, Superior, Neb. 68978. Phone 402-879-3207.

STATION'S PROGRAMMING DESCRIPTION
KRFS: Solid gold music, news; farm 2x daily.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Charles Wolfe.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
500 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Nebraska Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 12/2/74.
A—6:30-9:30 am & noon-1 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A				B			
	1 ti	13 ti	26 ti	39 ti	1 ti	13 ti	26 ti	39 ti
1 min	4.50	4.25	4.00	3.75	4.25	4.00	3.75	3.50
30 sec	3.75	3.50	3.25	3.00	3.50	3.25	3.00	2.75

TERRYTOWN

Scottsbluff County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

See Scottsbluff
(including Terrytown)

VALENTINE

Cherry County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KVSH
1961

Media Code 4 228 9555 7.00
Beef Country Co., Valentine, Neb. 69201. Phone 402-376-2400.

STATION'S PROGRAMMING DESCRIPTION
KVSH: Programmed for general audience.

1. PERSONNEL
Manager—Larry Russell.
2. REPRESENTATIVES
Eastman Radio, Inc.
Kansas City, Omaha, Lincoln—Red Abels.
3. FACILITIES
5,000 w. days; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset daily. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 2 Eff 4/1/73—Rec'd 3/30/73.

6. SPOT ANNOUNCEMENTS
CLASS AA

FIXED:	1x	26x	52x	104x	156x	260x	312x
1 min	7.20	6.70	6.35	6.05	5.70	5.45	5.30
30 sec	5.75	5.35	5.10	4.85	4.55	4.35	4.25

A: Fixed, 80% of AA.

7. PACKAGE PLANS
SATURATION
CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	6.40	6.20	6.00	5.80	5.60	5.40
30 sec	5.10	4.95	4.80	4.65	4.50	4.30
CLASS A						
1 min	5.40	5.20	5.00	4.80	4.60	4.40
30 sec	4.30	4.15	4.00	3.85	3.70	3.50

DISCOUNT
13 wk—2% 39 wk—6%
26 wk—4% 52 wk—8%

WAYNE

Wayne County—Map Location F-2
See SRDS consumer market map and data at beginning of the state.

KTCH
1968

Subscriber to the NAB Radio Code
Media Code 4 228 9650 6.00
Theodore S. Storck, KTCH Bldg., Wayne, Neb. 68787. Phone 402-375-3700.

STATION'S PROGRAMMING DESCRIPTION
KTCH: Programmed for adults & young adults.

1. PERSONNEL
General Manager—Theodore S. Storck.
2. REPRESENTATIVES
Bill Dahlsten & Associates.
Omaha, Lincoln—Soderlund Company.
3. FACILITIES
500 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
Eff 12/1/74—Rec'd 11/21/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.20	3.00	2.80	2.60	2.40	2.20	2.00

NEVADA

YORK (1 AM; 1 FM)

York County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KAWL
1954

Subscriber to the NAB Radio Code
Media Code 4 228 9750 4.00
Prairie States Broadcasting Co., Inc., KAWL Bldg., York, Neb. 68467. Phone 362-4433.

1. PERSONNEL
Pres. & Gen'l Mgr.—M. L. Gleason.
2. REPRESENTATIVES
George T. Hopewell, Inc.
South, Southeast, Southwest—Mario Messina Company.
3. FACILITIES
500 w.; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset Mon thru Sat; 8:00 am-5:00 pm Sun. CST.
4. AGENCY COMMISSION
15/0 time only: 10 days
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Nebraska Radio Network.

TIME RATES
No. R-2 Eff 10/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
(*)	6.90	6.55	6.25	5.95	5.65	5.30	4.65	4.35

(*) 1 min/less.

KAWL-FM
1971

Media Code 4 228 9751 2.00
Prairie States Broadcasting Co., Inc., Box 531, York, Neb. 68427. Phone 402-362-4433.
See affiliated AM station for additional information.

5. FACILITIES
ERP 2,750 w. (horiz.), 2,750 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 6 am-10:15 pm. CST.
Antenna ht.: 310 ft. above average terrain.

TIME RATES
Rates are identical to KAWL. See that listing.

Negro Population Data

(January 1, 1975)

STATE TOTAL..... 33,058 Reno 2,104
METRO AREAS Total Metros..... 31,815
Las Vegas 29,711

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

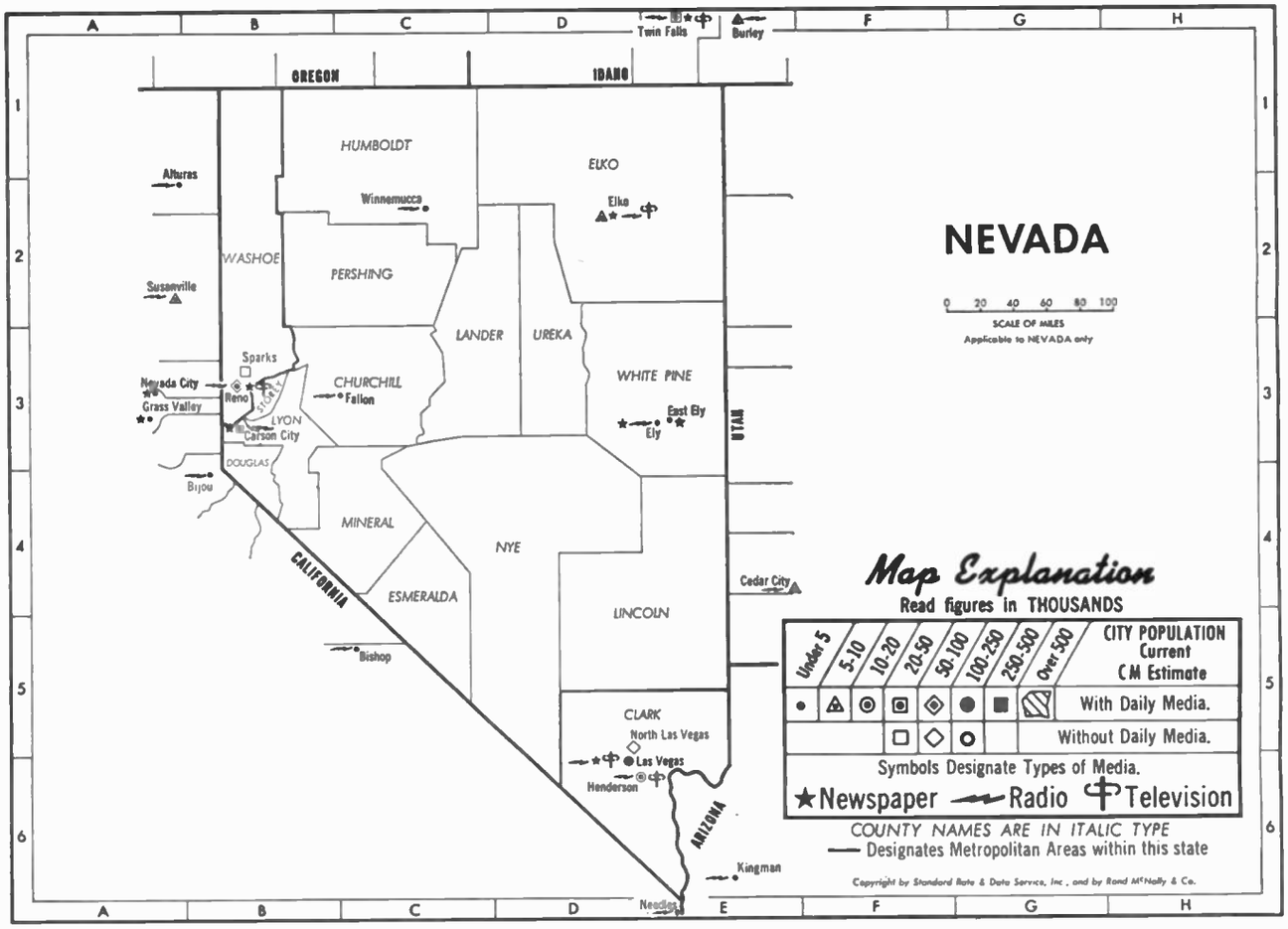
(April 1, 1970)

STATE TOTAL..... 27,142 METRO AREAS Las Vegas 15,147

NEVADA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Carson City—Carson City Las Vegas—Clark North Las Vegas—Clark Reno—Washoe Sparks—Washoe

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
NEVADA STATE TOTALS	570.4	198.10	3,013,123	15,210	5.2	11.1	9.6	26.2	43.1	1,801,448	9,094	321,845	71,901	191,450	76,912	68,920	302,670	160,356	325.76	8.7	168,687
CARSON CITY[2] B-3	24.4	8.15	116,439	14,287	9.4	17.5	10.9	23.1	32.7	73,090	8,968	14,204	2,295	5,981	2,059	1,569	9,731	5,428	14.37	.....	.....
Carson City	24.4	8.15	116,439	14,287	5.0	10.7	9.4	25.9	44.1	73,090	8,968	14,204	2,295	5,981	2,059	1,569	9,731	5,428	.....	.....	.....
CHURCHILL C-3†	11.5	3.94	51,936	13,182	.....	.....	.....	.....	.....	29,347	7,448	7,237	987	770	345	554	4,149	2,528	5.57	1.7	21,111
CLARK D-5†	322.8	109.50	1,679,486	15,338	5.0	10.7	9.4	25.9	44.1	983,082	8,978	172,889	36,925	112,522	50,896	41,353	165,877	85,524	185.47	.....	.....
Las Vegas	141.2	48.98	768,306	15,686	.....	.....	.....	.....	.....	656,690	13,407	117,863	27,094	60,731	35,066	33,692	139,173	61,712	.....	.....	.....
Las Vegas Metro Area	322.8	109.50	1,679,486	15,338	5.2	13.7	8.8	22.7	46.3	983,082	8,978	172,889	36,925	112,522	50,896	41,353	165,877	85,524	185.47	.....	.....
North Las Vegas	54.7	16.02	182,881	11,416	4.9	8.7	9.4	28.6	43.6	72,101	4,501	17,071	1,643	4,775	1,407	1,829	3,530	5,982	.....	.....	.....
DOUGLAS B-3	8.0	2.97	52,928	17,821	11.8	7.5	12.8	33.9	22.1	27,181	9,152	3,861	1,664	738	988	813	2,747	2,620	7.07	.5	6,276
ELKO D-1	14.9	5.20	74,922	14,408	2.6	18.1	17.4	33.5	18.6	49,434	9,507	10,070	1,643	1,887	1,319	1,692	7,534	10,305	7.37	1.6	39,710
ESMERALDA C-4	.6	.28	2,451	8,754	6.8	13.5	11.0	26.3	37.3	717	2,561	497	.....	.....	.....	.....	.....	317	.36	.....	.....
EUREKA D-3	1.4	.53	4,608	8,694	6.1	5.4	11.4	32.5	30.5	1,493	2,817	465	.....	.....	.....	.....	174	314	.41	.1	8,647
HUMBOLDT C-1†	6.4	2.28	32,237	14,139	8.2	11.1	13.8	27.7	28.1	22,608	9,916	3,777	1,333	820	712	447	2,627	4,858	3.35	.7	21,697
LANDER C-3	2.7	.91	11,954	13,136	8.3	13.3	14.7	31.1	28.3	7,505	8,247	1,497	431	573	191	.....	408	1,758	1.22	.2	4,427
LINCOLN E-4	3.0	.99	10,792	10,901	5.6	7.1	10.7	29.4	42.4	6,690	6,758	1,160	428	877	.....	93	306	1,496	1.19	.4	3,499
LYON B-3	10.5	3.56	44,946	12,625	3.1	7.6	8.2	26.4	51.1	18,566	5,215	4,436	541	525	104	271	3,503	1,466	4.39	1.6	18,737
MINERAL C-4†	7.5	2.59	37,472	14,468	5.6	10.8	11.2	29.7	37.5	14,838	5,729	3,168	491	573	332	662	3,279	1,578	3.33	.2	699
NYE D-4†	4.8	1.65	32,562	19,735	.....	.....	.....	.....	.....	12,816	7,767	3,860	397	251	201	180	3,296	3,012	2.76	.3	2,902
PERSHING C-2	2.4	.90	12,256	13,618	5.3	7.8	10.0	27.4	42.6	9,208	10,231	1,996	216	320	186	182	1,283	3,076	1.25	.5	31,325
STOREY B-3	.7	.31	4,133	13,332	3.8	6.4	9.0	25.0	52.3	1,706	5,503	267	.....	.....	.....	.....	.....	194	.67	.....	.....
WASHOE B-2	138.2	50.86	798,810	15,706	5.2	10.3	9.0	25.7	45.6	512,967	10,086	85,017	23,206	63,676	19,138	20,307	91,408	32,745	82.40	.7	4,724
Reno	83.8	32.96	493,115	14,961	.....	.....	.....	.....	.....	416,195	12,627	57,412	18,879	50,793	17,036	17,775	87,926	23,386	.....	.....	.....
Reno Metro Area	138.2	50.86	798,810	15,706	5.2	10.3	9.0	25.7	45.6	512,967	10,086	85,017	23,206	63,676	19,138	20,307	91,408	32,745	82.40	.....	.....
Sparks	28.6	9.38	137,351	14,643	.....	.....	.....	.....	.....	67,810	7,229	22,052	3,116	8,871	1,788	1,967	1,511	6,299	.....	.....	.....
WHITE PINE E-3	10.6	3.48	45,191	12,986	3.9	14.1	14.2	31.2	30.7	30,200	8,678	7,444	1,344	1,937	441	797	6,348	3,137	4.58	.2	4,933

(2) Carson City County is the independent city of Carson City. In 1969 Ormsby County and Carson City consolidated to become the independent city of Carson City.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

CARSON CITY (1 AM; 1 FM)

Ormsby County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KKBC

1968
Subscriber to the NAB Radio Code
Media Code 4 229 0200 7.00
Kelly Broadcasting Co., Box 653, 400 N. Edmonds, Carson City, Nev. 89701. Phones 702-882-6263, 1319.
See affiliated AM station for additional information.
AM facilities: KPTL.

STATION'S PROGRAMMING DESCRIPTION
KKBC: MUSIC: Rock.

3. FACILITIES
ERP 52,000 w. (horiz.), 32,000 w. (vert.); 97.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,240 ft. above average terrain.

TIME RATES

AAA—7 pm-midnight.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.
B—midnight-6 am.
Rates are identical to KPTL. See that listing.
Submitted by Donald W. Hollister.

KPTL

1955
Subscriber to the NAB Radio Code
Media Code 4 229 0400 3.00
Kelly Broadcasting Co., 653, 400 N. Edmonds, Carson City, Nev. 89701. Phones 702-882-6263, 1319.

STATION'S PROGRAMMING DESCRIPTION
KPTL: MUSIC: Country.

1. PERSONNEL
Station Manager—Donald W. Hollister.

2. REPRESENTATIVE
Selcom, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 1300 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KKBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 10/23/74.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—7 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	8.00	6.50	7.50	6.00	7.00	5.50
12 ti	7.50	6.00	7.00	5.50	6.50	5.00
18 ti	7.00	5.50	6.50	5.00	6.00	4.50
24 ti	6.50	5.00	6.00	4.50	5.50	4.00
36 ti	6.00	4.50	5.50	4.00	5.00	3.50
	B				BTA	
6 ti			6.50	5.00	6.00	4.50
12 ti			6.00	4.50	5.50	4.00
18 ti			5.50	4.00	5.00	3.50
24 ti			5.00	3.50	4.50	3.00
36 ti			4.50	3.00	4.00	2.50

Combinable to earn lowest rate per class.

7. PACKAGE PLANS
TAP—6 AM-MIDNIGHT

DAYS:	2	3	4	5	6
1 min/1 per hr	5.25	5.00	4.75	4.50	4.25
30 sec/1 per hr	3.75	3.50	3.25	3.00	2.75

Submitted by Donald W. Hollister.

ELKO

Elko County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KELK

1948
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 229 0800 4.00
Elko Broadcasting Co., Box 790, 1800 Idaho St., Elko, Nev. 89801. Phone 702-738-7118.

STATION'S PROGRAMMING DESCRIPTION
KELK: Programmed for general interest.

1. PERSONNEL
Owner/Mgr.—D. Ray Gardner.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 7/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312+
1 min	4.75	4.50	4.25	4.00
30 sec	3.50	3.25	3.00	2.75

7. PACKAGE PLANS

	5 consec days		7 consec days	
ROS:	20 ti	25 ti	30 ti	28 ti	35 ti	42 ti
1 min	90.00	106.25	120.00	126.00	148.75	168.00
30 sec	65.00	75.00	82.50	91.00	105.00	115.50

	30 consec days		
	120 ti	150 ti	180 ti
1 min	540.00	637.50	720.00
30 sec	390.00	450.00	495.00

ELY

White Pine County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KELY

1950
NAB
Subscriber to the NAB Radio Code
Media Code 4 229 1200 6.00
White Pine Broadcasting Co., Box 600, Ely, Nev. 89301. Phone 702-289-2077.

STATION'S PROGRAMMING DESCRIPTION
KELY: Programmed for general interest.

1. PERSONNEL
Owner & Mgr.—David I. Hansen.

3. FACILITIES
250 w. days; 1230 kc. Non-directional.
Operating schedule: 8 am-6 pm Mon-Sat. PST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5-R Eff 4/1/73—Rec'd 4/13/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260+
1 min	3.00	2.90	2.80	2.70	2.60	2.50
30 sec	2.00	1.90	1.80	1.70	1.60	1.50
10 sec	1.25	1.20	1.15	1.10	1.05	1.00

7. PACKAGE PLANS

PER WK:	1 min				30 sec			
	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
10 ti	25.00	23.50	22.00	20.50	15.00	14.00	13.00	12.00
20 ti	47.00	44.00	41.00	38.00	28.00	26.00	24.00	22.00
30 ti	66.00	61.50	57.00	52.50	39.00	36.00	33.00	30.00
40 ti	82.00	76.00	70.00	64.00	48.00	44.00	40.00	36.00

	10 sec			
10 ti	10.00	9.50	9.00	8.50
20 ti	19.00	18.00	17.00	16.00
30 ti	27.00	25.50	24.00	22.50
40 ti	34.00	32.00	30.00	28.00

FALLON (1 AM; 1 FM)

Churchill County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KVLV

1937
NAB
Subscriber to the NAB Radio Code
Media Code 4 229 1600 7.00
Lahonton Valley Broadcasting Co. 1155 Gummow Dr., Fallon, Nev. 89406. Phone 702-423-2243.

1. PERSONNEL
Sales Manager—Mike McGinness.

3. FACILITIES
5,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; due when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 2/4/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	31 ti	61 ti	91 ti	150+
1 min	4.25	3.85	3.45	3.10	2.80
30 sec	3.50	3.15	2.85	2.55	2.30

7. PACKAGE PLANS

7 DAYS:	1 min	30 sec
25 ti	3.40	2.80
50 ti	3.20	2.70

AM/FM combination: Total of 2 equal amounts less 20%.

KVLV-FM

1966
NAB
Subscriber to the NAB Radio Code
Media Code 4 229 1601 5.00
Lahonton Valley Broadcasting Co. 1155 Gummow Dr., Fallon, Nev. 89406. Phone 702-423-2243.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,900 w.; 99.3 mc.
Operating schedule: 6 am-6 pm daily. PST.
Antenna ht.: 250 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KVLV. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 2/4/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	31 ti	61 ti	91 ti	150+
1 min	2.75	2.45	2.20	2.00	1.80
30 sec	2.25	2.05	1.85	1.65	1.50

7. PACKAGE PLANS

PER MO, (2 CONSEC MINIMUM)	1 min	30 sec
30 ti	2.25	1.75
60 ti	2.05	1.55

AM/FM combination: Total of 2 equal amounts less 20%.

HENDERSON (2 AM; 1 FM)

Clark County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBMI

1954
NAB
Subscriber to the NAB Radio Code
Media Code 4 229 1700 5.00
Broadcast Associates, Inc., Box 15223, Las Vegas, Nev. 89114. Phone 702-736-6102.

STATION'S PROGRAMMING DESCRIPTION
KBMI: Total news & information format. Network news & features. Local news block at :60 & :30. Financial & business news. Sports, weather & commentary. 10 man local news team. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
President—Steven J. Gold.
Vice-Pres. & Gen'l Mgr.—Ivan Brailer.
Program Director—Bob Joyce.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12b, 13b, 15b, 15d.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26.
Contracts: 40a, 42b, 45, 46.
Cancellation: 70a, 70c, 71a.
FM facilities: KFMS (FM), Las Vegas.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

	AM-PM Drive			10 am-3 pm		
	7 ti	14 ti	28 ti	7 ti	14 ti	28 ti
1 min	15.00	12.50	10.00	12.50	10.00	8.00
30 sec	12.00	10.00	8.00	10.00	8.00	6.50

7. PACKAGE PLANS

TAP:	7 ti	14 ti	28 ti
1 min	9.00	8.00	7.00
30 sec	7.50	6.50	5.50

10. SPECIAL FEATURES
News at :60 & :30—AM & PM drive 25.00, incl open & close plus 1 1-min spot.
News at midday 20.00; 9 pm-5 am 10.00.
KFMS (FM), KBMI combination earns 10% discount from the total cost on both stations.
Edited by Ivan E. Brailer. (D)

KLVM (FM)

1970
Media Code 4 229 1800 3.00
Pennino Music Co., Inc., 307 Water St., Henderson, Nev. 89015. Phone 702-564-2696.

STATION'S PROGRAMMING DESCRIPTION
KLVM (FM): MUSIC: current hits, stds.

1. PERSONNEL
General Manager—John R. Banoczi.

2. REPRESENTATIVES
Herbert E. Groskin & Co.
Los Angeles—KNOR(FM), see Los Angeles Urban Area listing.

3. FACILITIES
ERP 41,000 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 10/1/74—Rec'd 9/9/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	8.00	7.75	7.50	7.25	7.00	6.75	6.50
30 sec/less	6.00	5.75	5.50	5.25	5.00	4.75	4.50

KVOV

1956
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 229 2000 9.00
KTOO Broadcasting Co., Inc., Box 400, Henderson, Nev. 89015. Phone 702-564-2591.

STATION'S PROGRAMMING DESCRIPTION
KVOV: R & B, Spanish, talk. Contact Representative for further details. Rec'd 8/23/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Cy Newman.
Traffic Manager—Helen Mallory.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
Atlanta—David Carpenter Company.
San Francisco—The Sandeberg-Glenn Co.
Mario Messina Company.

3. FACILITIES
5,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% on time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with Mutual Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 7/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

CONTRACT:	1 min	30 sec	10 sec
Open	8.00	6.40	4.80
250 x	7.00	5.60	4.20
1000 x	6.00	4.80	3.60

7. PACKAGE PLANS

	Per wk				Per mo		
	10 ti	20 ti	30 ti	50 ti	50 ti	100 ti	200 ti
1 min	7.00	6.00	5.50	5.00	6.00	5.00	4.00
30 sec	5.60	4.80	4.40	4.00	4.80	4.00	3.20

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	100	75	45	18
52 x	95	70	40	16
156 x	90	65	35	14
260 x	85	60	30	12

(D)

LAS VEGAS (6 AM; 4 FM)

Plus 2 paid duplicates.
Clark County—Map Location D-5
See SRDS consumer market map and data at beginning of the State

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	15	13	15	13
B	14	11	12	11
C	11	10	11	10
D	10	9	10	9
AVERAGE	13	11	12	11

KBMI

1954
HENDERSON

Century National Sales News and Information

NAB

(This is a paid duplicate of the listing appearing under Henderson, Nev.)
Media Code 4 229 1700 5.00
Broadcast Associates, Inc., Box 15223, Las Vegas, Nev. 89114. Phone 702-736-6102.

STATION'S PROGRAMMING DESCRIPTION
KBMI: Total news & information format. Network news & features. Local news block at :60 & :30. Financial & business news. Sports, weather & commentary. 10 man local news team. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
President—Steven J. Gold.
Vice-Pres. & Gen'l Mgr.—Ivan Brailer.
Program Director—Bob Joyce.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12b, 13b, 15b, 15d.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26.
Contracts: 40a, 42b, 45, 46.
Cancellation: 70a, 70c, 71a.
FM facilities: KFMS (FM), Las Vegas.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

	AM-PM Drive			10 am-3 pm		
	7 ti	14 ti	28 ti	7 ti	14 ti	28 ti
1 min	15.00	12.50	10.00	12.50	10.00	8.00
30 sec	12.00	10.00	8.00	10.00	8.00	6.50

7. PACKAGE PLANS

TAP:	7 ti	14 ti	28 ti
1 min	9.00	8.00	7.00
30 sec	7.50	6.50	5.50

10. SPECIAL FEATURES
News at :60 & :30—AM & PM drive 25.00, incl open & close plus 1 1-min spot.
News at midday 20.00; 9 pm-5 am 10.00.
KFMS (FM), KBMI combination earns 10% discount from the total cost on both stations.
Edited by Ivan E. Brailer. (D)

(Las Vegas continued on next page)

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

NEVADA

Las Vegas—Continued

KDWN
1975

Media Code 4 229 2300 3.00
Radio Nevada, 1 Main St., Las Vegas, Nev. 89101. Phone 702-385-7212.

STATION'S PROGRAMMING DESCRIPTION
KDWN: Programmed for men & women 18+.
MUSIC: selected MOR. Live AIR PERSONALITIES handle all segments. NEWS: network, with separate news staff handling locally produced news & actualities. COMMERCIAL POLICY: maximum 12 minutes per hour. Rec'd 6/16/75.

1. PERSONNEL
President—A. J. Williams.
Program Director—C. Griggs.
Sales Manager—D. Hubbard.
3. FACILITIES
50,000 w. days, 10,000 w. nights; 720 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26.
Contracts: 40a, 42b, 46, 47a.
Comb; Cont. Discounts: 60a, 60e, 60f, 60i, 60k, 61a.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Affiliated with MBS.

TIME RATES
No. 1 Eff 4/1/75—Rec'd 6/16/75.
Drive—Mon thru Sat 6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	Drive 1 min	Drive 30 sec	(*) 1 min	(*) 30 sec
7 ti	15	12	13	10
14 ti	13	10	11	9
21 ti	11	8	10	8
28 ti	10	7	9	7

15 sec: 60% of 1-min. 10 sec: 50% of 1-min.
(*) All other times.

KENO
1940

NAB RAB

A Lotus Communications Corporation Station
Media Code 4 229 2400 1.00
Lotus Communications Corp., Box 5367, Las Vegas, Nev. 89102. Phone 702-876-1460.

STATION'S PROGRAMMING DESCRIPTION
KENO: MUSIC: current hits (top 40), featuring sweeps of 4, 5 & 6 records in a row & a limited commercial content. NEWS: local at :25; network at :55. Weekends: solid gold featuring best selling oldies of past 10 years. Contact Representative for further details. Rec'd 11/30/72.

1. PERSONNEL
President—Howard A. Kalmenson.
Vice-Pres. & Gen'l Mgr.—Jerry Roy.
Operations Manager—Doug Cory.
2. REPRESENTATIVES
GCI Sales, Inc.
Los Angeles, San Francisco—Lotus Reps.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1460 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contracts.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 5/1/75—Rec'd 5/27/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun all day.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	26x	52x	156x	312x	624x	1000x
1 min	14.00	13.00	12.00	11.00	10.50	10.00	9.50
30 sec	12.00	11.00	10.00	9.00	8.50	8.00	7.50
CLASS A							
1 min	13.00	12.50	11.00	10.00	9.50	9.00	8.50
30 sec	11.00	10.50	9.50	8.50	7.50	7.00	6.50

B: 50% of A.
10 sec: 60% of 1-min.

7. PACKAGE PLANS

	Per wk 20 ti	30 ti	40 ti	50 ti	Per mo 60 ti	80 ti	120 ti	160 ti
BTA:								
1 min	14.00	13.00	12.00	11.00	10.50	10.00	9.50	9.00
30 sec	12.00	11.00	10.00	9.00	8.50	8.00	7.50	7.00

BTA:	Per yr 156x	312x	624x	1000x
1 min	10.00	9.50	8.50	8.00
30 sec	8.00	7.50	6.50	6.00

Edited by Jerry Roy.

KFMS (FM)
1963

Century National Sales

RAB

Media Code 4 229 2600 6.00
Broadcast Associates, Inc., Box 15223, Las Vegas, Nev. 89114. Phone 702-736-6102.

STATION'S PROGRAMMING DESCRIPTION
KFMS (FM): Programmed for men & women, 18-49.
MUSIC: blend of contemporary hits & current album cuts with hits of past 10 yrs. presented in uninterrupted 15 minute segments. NEWS: network capsules at :15. COMMERCIAL POLICY: maximum 8 units per hour. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
President—Steven J. Gold.
Vice-Pres. & Gen'l Mgr.—Ivan E. Brailer.
Promotion Director—Len Howard.
2. REPRESENTATIVES
Century National Sales.
3. FACILITIES
ERP 20,000 w.; 101.9 mc. Quadraphonic.
Operating schedule: 24 hours. PST.
Antenna ht.: 41 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12b, 13b, 15b, 15d.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26.
Contracts: 40a, 42b, 45, 46.
Cancellation: 70a, 70c, 71a.
Affiliated with American FM Network.
AM facilities: KBMI, Henderson.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 12/2/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK, I MIN:	7 ti	14 ti	21 ti	28 ti	35 ti	48 ti
AA	9.00	8.00	7.50	7.00	6.50	6.00
A	7.50	7.00	6.50	6.00	5.50	5.00

30 sec: 80% of 1-min. ID's 65% of 1-min.
KFMS (FM), KBMI combination earns 10% discount from total cost on both stations.

KLAV
1947

NAB

Media Code 4 229 2800 2.00
Frontier Broadcasters, Inc., 953 E. Sahara Ave., Las Vegas, Nev. 89105. Phone 702-732-2555.

STATION'S PROGRAMMING DESCRIPTION
KLAV: programmed for adults; network news, MOR music & sports.
MUSIC: MOR with personalities; past & current hits. Jazz all night. NEWS: network at :00; local 7x/day, weather, local sports, news 4x/day, network sports, news 5x/daily weekends. ENTERTAINMENT: Personality cook & conversation show 10:06-11 am M-F; Personality conversation, interviews, commentary 5:06-7 pm M-F; Music, personalities, interviews with stars Personality show 11-12M. SPORTS: play-by-play Major League baseball, NFL football, U football & basketball. Network features—horse racing & golf tournaments. Local sports commentary 20x/weekly. Contact Representative for further details. Rec'd 6/18/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert J. Blum.
Operations Manager—Ruth Irwin.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. PST
4. AGENCY COMMISSION
15/0 on net time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 25a, 25b, 29a.
Contracts: 40a, 42b.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with CBS.

TIME RATES
No. 4 Eff 1/1/74—Rec'd 11/29/73.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—Mon thru Fri 9 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 x	10.00	8.00	9.00	7.50	8.00	7.00
52 x	9.00	7.25	8.00	6.75	7.00	6.00
260 x	7.50	6.50	6.50	5.50	6.00	4.50
520 x	6.50	5.50	5.75	4.75	5.00	3.75

7. PACKAGE PLANS

	Per mo 50 ti	100 ti	200 ti	Per yr 250x	500x	1000x
ROS:						
1 min	7.00	6.50	6.00	7.75	7.00	6.50
30 sec	5.50	5.00	4.50	6.00	5.25	4.50

9. PARTICIPATING PROGRAMS
Cookery & Conversation, Muriel Stevens—Mon thru Fri 10:06-11 am, flat 12.00.
Conversation & Interviews, Joe Delaney—Mon thru Fri 5:06-7 pm, flat 12.00.
Sig Sakowicz Show—Tues thru Sat 12:06-1 am, flat 12.00.

CBS
For Las Vegas and Southern Nevada
KLAV

KLUC
1956

KLUC-FM
1963

NAB

Media Code 4 229 3200 4.00
KLUC Broadcasting Co., Box 14805, Las Vegas, Nev. 89114. Phone 702-739-9383.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard C. Phalen, Jr.
Vice-President—William R. Phalen.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
10,000 w. days; 1140 kc. Non-directional.
FM-ERP 5,780 w.; 98.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 250 ft. above average terrain.
Simulcast sunrise—local sunset.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 1/1/74—Rec'd 12/14/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	PER WK:	1 min	30 sec
6 ti	10.00	7.50	36 ti	8.10	6.00
12 ti	9.00	6.75	42 ti	7.90	5.90
18 ti	8.50	6.50	50 ti	7.70	5.80
24 ti	8.30	6.30	75 ti	7.50	5.60
30 ti	8.20	6.10	100 ti	7.30	5.50

7. PACKAGE PLANS

PER YR:	1000x	1500x	2000x	2500x
1 min	6.95	6.55	6.20	6.00
30 sec	5.35	5.15	4.95	4.85

KORK
1951

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 229 3600 3.00
Southwestern Broadcasting Co., Box 2927, 1950 Sandhill Rd., Las Vegas, Nev. 89104. Phone 702-457-5511.

STATION'S PROGRAMMING DESCRIPTION
KORK: Programmed for general audience.
MUSIC: MOR with emphasis on modern MOR. AIR PERSONALITIES handle all segments. NEWS: network with emphasis on local with actualities. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
President—Donald W. Reynolds.
Vice-Pres. & Gen'l Mgr.—Joseph W. McMurray.
Office Manager—Ruth Ann Waite.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 920 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a.
Cancellation: 70a, 70e, 71a.
Affiliated with NBC.
KORK, KORK-FM combination earns 10% discount from total cost on both stations.

TIME RATES
No. 16 Eff 6/1/74—Rec'd 5/17/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	14.00	13.50	13.00	12.50
AA	12.50	12.00	11.50	11.00
A	11.50	11.00	10.50	10.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/4AAA, 1/4AAA, 1/2A

	12 ti	24 ti	36 ti
Ea	11	10	9

KORK-FM
1961

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 229 3601 3.00
Southwestern Broadcasting Co., Box 2927, 1950 Sandhill Rd., Las Vegas, Nev. 89104. Phone 702-457-5511.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KORK-FM: Programmed for adults 18+.
MUSIC: standards, popular, up to 67 min per hour with only 4 intermissions any hour. News capsule at :58. COMMERCIAL POLICY: 8 units per hour. Contact Representative for further details. Rec'd 9/4/73.

3. FACILITIES
ERP 44,000 w.; 97.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
5. GENERAL ADVERTISING See coded regulations
KOBK, KORK-FM combination earns 10% discount from total cost on both stations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 7/15/74—Rec'd 6/17/74.
AA—Mon thru Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS	1x	26x	52x	104x	260x	500x	1000x
AA	9.20	8.45	7.80	7.45	6.85	6.15	5.55
A	7.80	6.95	6.60	6.10	5.55	5.10	4.85

AA & A combinable for frequency discount.

7. PACKAGE PLANS

ROS, PER WK, EA:	12 ti	18 ti	24 ti	36 ti	50 ti	70 ti
1 min/less	7.45	6.95	6.85	6.50	6.15	5.80

Submitted by Joseph W. McMurray.

KRAM
1947

NAB

A Sovereign Station
Media Code 4 229 4000 7.00
Sovereign Broadcast, Inc., 925 Desert Inn Rd., Las Vegas, Nev. 89109. Phone 702-732-1363.

STATION'S PROGRAMMING DESCRIPTION
KRAM: Programmed for general audience.
MUSIC: modern country. NEWS: local at :50, network at :30. AP. COMMERCIAL POLICY: 16 minutes or 18 units maximum. Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL
President—James B. Francis.
Vice-President—Robert D. Hanna.
Vice-Pres. & Gen'l Mgr.—Mel Ryan.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c 71a, 73a.
Affiliated with American Entertainment Network.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/73—Rec'd 1/4/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA	9x	52x	104x	260x	520x	1040x
1 min	11.00	10.00	9.50	9.00	8.00	7.00
30 sec	9.00	8.00	7.50	7.00	6.59	5.50
CLASS A						
1 min	10.00	9.00	8.50	8.00	7.00	6.00
30 sec	8.00	7.25	7.00	6.50	5.75	5.00

B: 50% of A.

7. PACKAGE PLANS

CLASS AA PER WK:	10 ti	15 ti	20 ti	25 ti	35 ti	50 ti
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	9.00	8.50	8.00	7.50	7.25	6.75
CLASS A						
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.00	7.50	7.00	6.50	6.00	5.75
BTA 30 DAYS:	15 ti	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	9.00	8.50	7.75	7.00	6.50	6.00
30 sec	8.00	7.50	6.75	6.00	5.50	5.00

10 sec: 50% of 1-min.
AA, A, B, 1-min, 30/20-sec spots and programs may be combined for greater frequency discounts.

KVEG
1962

NAB RAB

Media Code 4 229 4800 6.00
Las Vegas Electronics, Inc., Castaways Hotel, Las Vegas, Nev. 89109. Phone 702-735-5644.

STATION'S PROGRAMMING DESCRIPTION
KVEG: Programmed for adults & young adults.
MUSIC: contemporary featuring new releases, recent & past hits. NEWS: network at :60, local headlines, weather & sports at :30 during AM & PM drive. Rec'd 7/28/75.

1. PERSONNEL
President—Robert Bernstein.
Vice-Pres. & Gen'l Mgr.—Robert H. Ruark.
3. FACILITIES
500 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 14b, 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82

TIME RATES
No. 9 Eff 7/21/75—Rec'd 7/28/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun all day.
A—Mon thru Sat 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	AA	A	BTA	30 sec AAA	AA	A	BTA
6 ti	6.75	6.25	6.00	5.75	4.75	4.50	4.25	4.00
12 ti	6.50	6.00	5.75	5.50	4.50	4.25	4.00	3.75
18 ti	6.00	5.75	5.50	5.25	4.25	4.00	3.75	3.50
24 ti	5.75	5.50	5.25	5.00	4.00	3.75	3.50	3.25
36 ti	5.50	5.25	5.00	4.75	3.75	3.50	3.25	3.00

Submitted by Robert H. Ruark.

KVEG-FM
1966

NAB RAB

Media Code 4 229 4801 3.00
Las Vegas Electronics, Inc., Castaways Hotel, Las Vegas, Nev. 89109. Phone 702-735-5644.
See affiliated AM station for additional information.

3. FACILITIES
ERP 27,000 w.; 92.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 179 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KVEG.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
No. 8 Eff 9/1/73—Rec'd 9/7/73.
A—Mon thru Sun 6 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
A	5.00	4.70	4.40	4.10	3.80	3.50
B	3.00	2.80	2.60	2.40	2.20	2.00
30 SECONDS						
A	4.00	3.80	3.50	3.30	3.00	2.80
B	2.40	2.20	2.10	1.90	1.80	1.60

15 sec: 60% of 1-min.

FIXED:	1 min	30 sec	15 sec
Extra	.75	.50	.25

7. PACKAGE PLANS

ANNUAL BULK CONTRACT:	250x	500x	1000x
Discount rate	14 ti	28 ti	42 ti

(Las Vegas continued on next page)

KVOV
1956
HENDERSON

NAB RAB

(This is a paid duplicate of the listing appearing under Henderson, Nev.)
Subscriber to the NAB Radio Code
Media Code 4 229 2000 9.00
KTOO Broadcasting Co., Inc., Box 400, Henderson, Nev. 89015. Phone 702-564-2591.

STATION'S PROGRAMMING DESCRIPTION
KVOV: R & B, Spanish talk. Contact Representative for further details. Rec'd 8/23/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Cy Newman.
Traffic Manager— Helen Mallory.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
Atlanta—David Carpenter Company.
San Francisco—The Sandeberg-Glenn Co.
Mario Messina Company.

3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% on time and talent.

5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with Mutual Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 7/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

CONTRACT:	1 min	30 sec	10 sec
Open	8.00	6.40	4.80
250 x	7.00	5.60	4.20
1000 x	6.00	4.80	3.60

7. PACKAGE PLANS

	Per wk				Per mo		
	10 ti	20 ti	30 ti	50 ti	50 ti	100 ti	200 ti
1 min	7.00	6.00	5.50	5.00	6.00	5.00	4.00
30 sec	5.60	4.80	4.40	4.00	4.80	4.00	3.20

8. PROGRAM RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	100	75	45	18
52 x	95	70	40	16
156 x	90	65	35	14
260 x	85	60	30	12 (D)

RENO (7 AM; 3 FM)

Washoe County—Map Location B-2

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBET
1946

NAB

Media Code 4 229 5200 2.00
R. L. Stoddard/dba Sierra Broadcasting Co., Mapes Hotel. Box 1170, Reno, Nev. 89504. Phone 702-322-1340.

STATION'S PROGRAMMING DESCRIPTION
KBET: MUSIC: country. NEWS & SPORTS: professional baseball & football. Contact Representative for further details. Rec'd 7/5/74.

1. PERSONNEL
Owner-Manager—Robert L. Stoddard.
Commercial Manager—Bob Day.

2. REPRESENTATIVES
West Coast—The Sandeberg-Glenn Company.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6-1 am daily. PST.

4. AGENCY COMMISSION
15%. 5% cash discount by 20th of following month.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS and CBS.

TIME RATES
Eff 12/1/67—Rec'd 11/28/67

6. SPOT ANNOUNCEMENTS
(6 am-6 pm)

	1x	26x	52x	104x	156x	260x	312x
(*)	4.50	4.25	4.00	3.75	3.50	3.25	3.00

(*) 1 min or 30 sec, guaranteed times.

7. PACKAGE PLANS
WEEKLY SATURATION—ROS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	4.00	3.75	3.50	3.25	3.00
20/30 sec	3.20	3.00	2.80	2.60	2.40
10 sec	2.00	1.90	1.80	1.70	1.50

8. PROGRAM TIME RATES

	1x	52x	250x	365x
1 hr	40.00	36.00	32.00	28.00
1/2 hr	24.00	22.00	20.00	18.00
1/4 hr	16.00	15.00	14.00	13.00
6 min	9.00	8.50	8.00	7.50

KCBN
1963

NAB RAB

Media Code 4 229 6000 5.00
B. B. C., Inc., Box 1049, 111 N. Virginia St., Reno, Nev. 89504. Phone 702-786-1230.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lorraine Walker Levine.
Program Director—Dave Price.
Sales Manager—Jerry Schafer.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days.; 250 w. nights; 1230 kc. Non-Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/2 net time: 15 days from date of invoice.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 25a, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48, 51a, 51b.
Comb.; Cont. Discounts: 60e, 60f, 60h, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
FM facilities: KRNO (FM).
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 6 Rev 8/22/72—Rec'd 12/4/72.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

8. SPOT ANNOUNCEMENTS
PER WK:

	I			II			III		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	10.00	8.00	5.00	8.00	6.40	4.00	7.00	5.60	3.50
18 ti	9.00	7.20	4.50	7.00	5.60	3.50	6.00	4.80	3.00
24 ti	8.00	6.40	4.00	6.00	4.80	3.00	5.00	4.00	2.50

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%

7. PACKAGE PLANS
CUME PLANS

PER WK, EA:	1 min
Plan A—30 ti (15I, 10I, 5III)	6.00
Plan B—15 ti (8I, 5II, 2III)	8.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 min Mon-Sun necessary to maintain consec wk advertising.

KCRL
1970

NAB

Media Code 4 229 6200 1.00
Capital C. Inc., 1790 Vassar St., Reno, Nev. 89502. Phone 702-322-9145. TWX 910-395-7080.

STATION'S PROGRAMMING DESCRIPTION
KCRL: Programmed for adults.
MUSIC: 12M - 8 pm film music, showtunes and standards; 8 pm-12M serious music. NEWS 17%; news wire audio service. FARM: 6:30-7 am. COMMERCIAL POLICY: 15 minutes per hour. Contact Representative for further details. Rec'd 9/27/71.

1. PERSONNEL
General Manager—C. E. Cord.
Station Manager—Jim Elliott.
General Sales Manager—Clyde M. Petersen.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
The Tacher Company.

3. FACILITIES
50,000 w.; 780 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 14c.
Basic Rates: 21a, 22a, 22b, 23a, 24b, 24c, 25a, 27, 29a, 33a.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 48, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61b, 62b.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff——Rec'd 10/1/73.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	11.25	9.00	7.50	6.75	6.00
A	9.00	7.50	6.75	6.00	5.25

30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Edited by Jim Elliott.

KGLR (FM)
1971

NAB

Media Code 4 229 6300 9.00
A Leisure Time Communications Station KGLR, Inc., 4600 Kietzke Lane, Suite 144, Reno, Nev. 89502. Phone 702-826-3800.

STATION'S PROGRAMMING DESCRIPTION
KGLR (FM): Programmed for young adults.
MUSIC: Adult contemporary. NEWS: network at :15. Daily features: ski reports, pet patrol, rides & riders, community calendar. COMMERCIAL POLICY: maximum 12 per hour clustered at 1/4 hr. breaks. Contact Representative for further details. Rec'd 2/26/75.

1. PERSONNEL
General Manager—Phil Doersam.
Assistant General Manager—Penny Doersam.
Sales Manager—Royal Drews.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 31.000 w.; 105.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 14a, 15d.
Basic Rates: 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24e, 25b, 27, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 42b, 42d, 44a, 45, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60f, 61c, 62e.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 4/1/74—Rec'd 5/2/74.
AAA—4 pm-midnight.
AA—6 am-4 pm.

6. SPOT ANNOUNCEMENTS

	CLASS AAA				
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.50	5.00	4.50	4.00	3.50
	CLASS AA				
1 min	5.50	5.00	4.75	4.50	4.25
30 sec	4.50	4.00	3.75	3.50	3.25

10/15 sec: 80% of 30-sec.

7. PACKAGE PLANS

	1/2AAA, 1/2AA					
	Per mo			Per yr		
	50 ti	100 ti	150 ti	260x	520x	1040x
1 min	5.25	5.00	4.75	5.00	4.60	4.30
30 sec	4.00	3.75	3.50	4.00	3.60	3.30
WKNO PLAN, BTA:					1 min	30 sec
48 ti, ea					2.50	2.00

10/15 sec: 80% of 30-sec.
All day Sun: AA time.
Edited by P. Doersam.

KNEV (FM)
1958

NAB

Media Code 4 229 6400 7.00
Everett B. Cobb, Box 1250, Reno, Nev. 89504. Phone 702-322-5638.

1. PERSONNEL
General Manager—Everett B. Cobb.
Sales Manager—Hobert L. Sabin.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
ERP 50,000 w.; 95.5 mc. Stereo.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 60h, 60i, 61b.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 12 Eff 1/1/73—Rec'd 3/30/73.

6. SPOT ANNOUNCEMENTS
Mon thru Sat 6-9 am, noon-2 pm, 4-6 pm & 10 pm-midnight:

	1x	10x	25x	50x	100x	250x	500x	1000x
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50	3.00
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.00
15 sec	3.00	2.85	2.70	2.55	2.25	2.00	1.75	1.50

7. PACKAGE PLANS

PER MO:	15 sec	30 sec	1 min
Mon thru Sat, 1 per day ROS	45	60	75

8. PROGRAM TIME RATES

	1x	10x	25x	50x	100x	250x	500x	1000x
1 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00
1/2 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00	20.00
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00
5 min	15.00	14.25	13.50	12.75	12.00	11.25	10.50	9.75

10. SPECIAL FEATURES
MUSICAL PROGRAMS

PER MO, 1 PER DAY:	10 min	1/4 hr	1/2 hr	1 hr
Mon thru Fri	70	90	125	175
Sat or Sun	30	40	60	80

KOH
1928
A McClatchy Beeline Station

NAB

Subscriber to the NAB Radio Code
Media Code 4 229 6800 8.00
McClatchy Broadcasting, Reno, Nev. 89505. Phone 702-323-5106. TWX 702-358-0252.
NOTE: Address correspondence to Box 2271, Reno, Nev. 89505.

STATION'S PROGRAMMING DESCRIPTION
KOH: Total news & information.
Local news staff augmented by networks & UPI. Coverage of state capitol, resort news, farm, national & local sports coverage, stock market reports. Contact Representative for further details. Rec'd 8/7/75.

1. PERSONNEL
Manager—Hewlit Kees.

2. REPRESENTATIVES
Katz Radio.
McClatchy Beeline Stations: See Rep & S/O pages.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 630 kc.
Directional—nighttime only.
Operating schedule: 5-1:05 am. PST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 14h, 15e.
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 27 Eff 5/1/75—Rev 6/24/74—Rec'd 7/1/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri noon-1 pm & 3-7 pm.
A—Mon thru Fri 10 am-noon, 1-3 pm & 7-8 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	13 ti	24 ti
AAA	12.00	11.50	11.00	10.50	10.00
AA	10.00	9.50	9.00	8.50	8.00
A	8.00	7.50	7.00	6.50	6.00
B	6.50	6.00	5.50	5.00	4.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
AA—6-9 am, noon-1 pm & 4-7 pm.
A—9 am-noon, 1-4 pm & 7-8 pm.
CLASS AA

PER YR:	1x	26x	52x	104x	156x	260x	312x
1 hr	85	65	60	55	48	40	38
1/2 hr	45	37	34	32	28	24	23
1/4 hr	22	20	19	17	16	14	13
10 min	13	17	16	14	13	12	11
5 min	14	13	12	11	10	9	8

A: Deduct 15%.

10. SPECIAL FEATURES
NEWS & FARM CHARGES

	1/2 hr	1/4 hr	10 min	5 min
1 x	12.50	7.50	6.00	3.50

KOLO
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 229 7200 0.00
Western Broadcasting Co., Box 821, 406 California Ave., Reno, Nev. 89504, Phone 702-786-0920. TWX RENO 38.

STATION'S PROGRAMMING DESCRIPTION
KOLO: Programmed for adults 25-40.
MUSIC: adult contemporary. NEWS: network followed by local news on 1/2 hr. 15 min news summaries 7:30 am, noon & 5 pm. Contact Representative for further details. Rec'd 7/1/75.

1. PERSONNEL
President—Donald W. Reynolds, Sr.
Vice-Pres. & Gen'l Mgr.—Tim Grant.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w. days. 1,000 w. nights; 920 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 16 Eff 11/1/70—Rec'd 11/4/70.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun 9 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

AAA, flat					16.00
	6 ti	12 ti	18 ti	24 ti	36 ti
AA	10.00	9.50	9.00	8.50	8.00
A	9.00	8.50	8.00	7.50	7.00
B	7.00	6.50	6.00	5.50	5.00
C	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK:					1 min
12 Plan (2AAA, 2AA, 6A, 2B)					96
24 Plan (4AAA, 4AA, 12A, 4B)					168
36 Plan (6AAA, 6AA, 18A, 6B)					215

30 sec: 80% of 1-min. 15 sec: 50% of 1-min.

10. SPECIAL FEATURES
NEWS PACKAGES

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
Mon-Fri 9 am-7 pm	75	140	195	240	275
PER WK:	4 ti	6 ti	8 ti	10 ti	12 ti
Sat-Sun 6 am-7 pm	56	78	96	110	120
PER WK:	3 ti	6 ti	12 ti	18 ti	24 ti
Weekend Nighttime	30	54	96	126	144
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
Tues-Sun midnight-5 am	48	84	108	120	144

ROS NEWSCASTS

Per wk	78	144	198	240	324

Includes all newscasts in all time periods, 7 days a week, but guarantee 75% in daytime hours. Rotate daily.

PRIME NEWSCASTS

	1 ti	2 ti	3 ti	4 ti	5 ti
Per wk	20	38	54	68	80

Includes Mon thru Fri 7 am, 7:30 am, 7:35 am, 7:40 am, 7:45 am, 7:50 am.
Edited by Tim Grant.

(Reno continued on next page)

NEVADA

Reno—Continued

KONE
1955

NAB RAB

A Lotus Communications Corporation Station
Media Code 4 229 7600 1.00
Lotus Radio Corp., Box 1928, 325 West St., Reno, Nev. 89505. Phone 702-329-9261.

STATION'S PROGRAMMING DESCRIPTION
KONE: MUSIC: modern country music. NEWS: local on hour; network at :30. Contact Representative for further details. Rec'd 1/27/71.

1. PERSONNEL
President—Howard A. Kalmenson.
General Manager—David T. Newman.
National Sales Director—Norman Posen.

2. REPRESENTATIVES
GCI Sales, Inc.
Los Angeles, San Francisco—Lotus Reps.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 61.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 3 Eff 6/1/71—Rec'd 3/22/71.

6. SPOT ANNOUNCEMENTS

	7x	26x	52x	156x	312x	624x	1000x
1 min	9.50	9.00	8.00	7.50	7.00	6.50	6.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
SATURATION PACKAGES

PER WK:	28 ti	35 ti	42 ti	49 ti	56 ti	70 ti
PER DAY:	4 ti	3 ti	6 ti	7 ti	8 ti	10 ti
1 min	7.00	6.80	6.60	6.40	6.20	6.00
30 sec	6.00	5.80	5.60	5.40	5.20	5.00

Minimum contract 4 weeks.

10. SPECIAL FEATURES
5-min newscasts, ea. 11.50
Sportsline sponsorship, ea. 7.00

KRNO (FM)
1974

B. B. C., Inc., Box 1049, 111 N. Virginia St., Reno, Nev. 89504. Phone 702-786-5766.
See affiliated AM station for additional information.
AM facilities: KCBN.

STATION'S PROGRAMMING DESCRIPTION
KRNO (FM): Programmed for adults.
MUSIC: standards. NEWS: hourly. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 3/5/75.

1. PERSONNEL
Station Manager—Daniel B. Gustin.
National Sales Manager—Julie Day.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 66,000 w. (horiz.), 20,000 w. (vert.); 106.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: ——ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21b, 24a, 24c, 25a, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48, 51a, 51b.
Comb.: Cont. Discounts: 60e, 60f, 60h, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
Eff——Rec'd 2/11/75.
PRIME—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 7-11 pm.
A—Mon thru Sat 6-10 am.

6. SPOT ANNOUNCEMENTS

	—PRIME—		—AA—		—A—	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	8.00	6.40	6.50	5.20	5.20	4.15
12 ti	7.50	6.00	6.00	4.80	4.80	3.85
18 ti	7.00	5.60	5.50	4.40	4.40	3.50
24 ti	6.50	5.20	5.00	4.00	4.00	3.20
30 ti	6.00	4.80	4.50	3.60	3.60	2.80

KSRN (FM)
1956

Media Code 4 229 8000 3.00
RAESCO, Inc., Ponderosa Hotel, 515 S. Virginia, Reno, Nev. 89501. Phone 702-786-1045.

STATION'S PROGRAMMING DESCRIPTION
KSRN (FM): Programmed for adults and young adults.
Middle-of-the-road music format with 5 min news headlines at 7, 8 and 9 am, 8 and 10 pm; 10 min news at noon and 6 pm. 6-10 am adult popular music. 10 am-noon women's show, fashion, interviews, discussions. Noon-6 pm adult popular music. 6-7 pm middle-of-the-road music, light classics. 7-9 pm adult popular music. 9 pm-12M adult popular music; spectacular and demonstration of stereo sounds. Music policy: 100% albums, 1 selection from each to insure variety. COMMERCIAL POLICY: limited to 8 minutes total per hour. Contact Representative for further details. Rec'd 8/2/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl E. Roliff.
Sales Manager—Mrs. Christina Everhart.
News Director—Del Lee.

2. REPRESENTATIVES
John Andy Potter Co.

3. FACILITIES
ERP 25,000 w.; 104.5 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 2980 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 60b, 60i, 61.
Cancellation: 71a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 6/1/75—Rec'd 6/16/75.

7. PACKAGE PLANS
1/3 TRAFFIC, 1/3 DAY, 1/3 NIGHT

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.75	4.50	4.00	3.75	3.50	3.25
30 sec	4.50	4.25	3.75	3.25	3.00	2.75

15-sec ID's: 75% of 1-min.

ROS/BTA

1 min	——	4.00	3.80	3.50	—— 3.00
30 sec	——	3.50	3.00	2.80	—— 2.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	25	20	15

5 min: 1-1/2 of 1-min.

10. SPECIAL FEATURES
Local news, extra 1.00.
News adjacencies, fixed position rate.
Edited by Carl E. Roliff.

KWRL
1960

Media Code 4 229 8200 9.00
Transierra Media Inc., Box 2807, Reno, Nev. 89505. Phone 702-786-5900.

STATION'S PROGRAMMING DESCRIPTION
KWRL: MUSIC: solid gold. Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL
Vice-Pres., Gen'l & Sales Mgr.—Don Beck.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
1,000 w., 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 6/1/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	260x	312x	624x
1 min	7.00	6.50	6.25	6.00	5.50	5.00
30 sec	5.50	5.25	5.00	4.75	4.50	4.00

7. PACKAGE PLANS
SATURATION PLANS

3 CONSEC DAYS, 12 EA DAY:	1 min	30 sec
36 ti, ea.	5.00	4.00

WITHIN 7 DAYS, EA:	10 ti	20 ti	100 ti
1 min	6.50	5.00	4.00
30 sec	4.50	4.00	3.25

BULK, EA:	1 min	30 sec
1000 x	4.00	3.00

500+ to be used within first 6 mo.

8. PROGRAM TIME RATES
5 min: 2x 1-min. 1/2 hr: 1-52x, ea. 35.00.
1/4 hr: 1-52x, ea. 20.00.
CONTRACT DISCOUNT
28 days—5% 12 wk—15%
Submitted by Donald S. Beck.

WINNEMUCCA

Humboldt County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KWNA
1955

NAB

Media Code 4 229 8400 5.00
Northwest Radio & Television, Box 591, Winnemucca, Nev. 89445. Phone 702-623-2030.

STATION'S PROGRAMMING DESCRIPTION
KWNA: MUSIC: MOR and C&W.

1. PERSONNEL
Pres., Gen'l & Sales Mgr.—Lee Boner.

3. FACILITIES
1,000 w. days, 250 w. night; 1400 kc. Non-directional.
Operating schedule: 7 am-7 pm. PST.

4. AGENCY COMMISSION
15%. Bills rendered monthly.

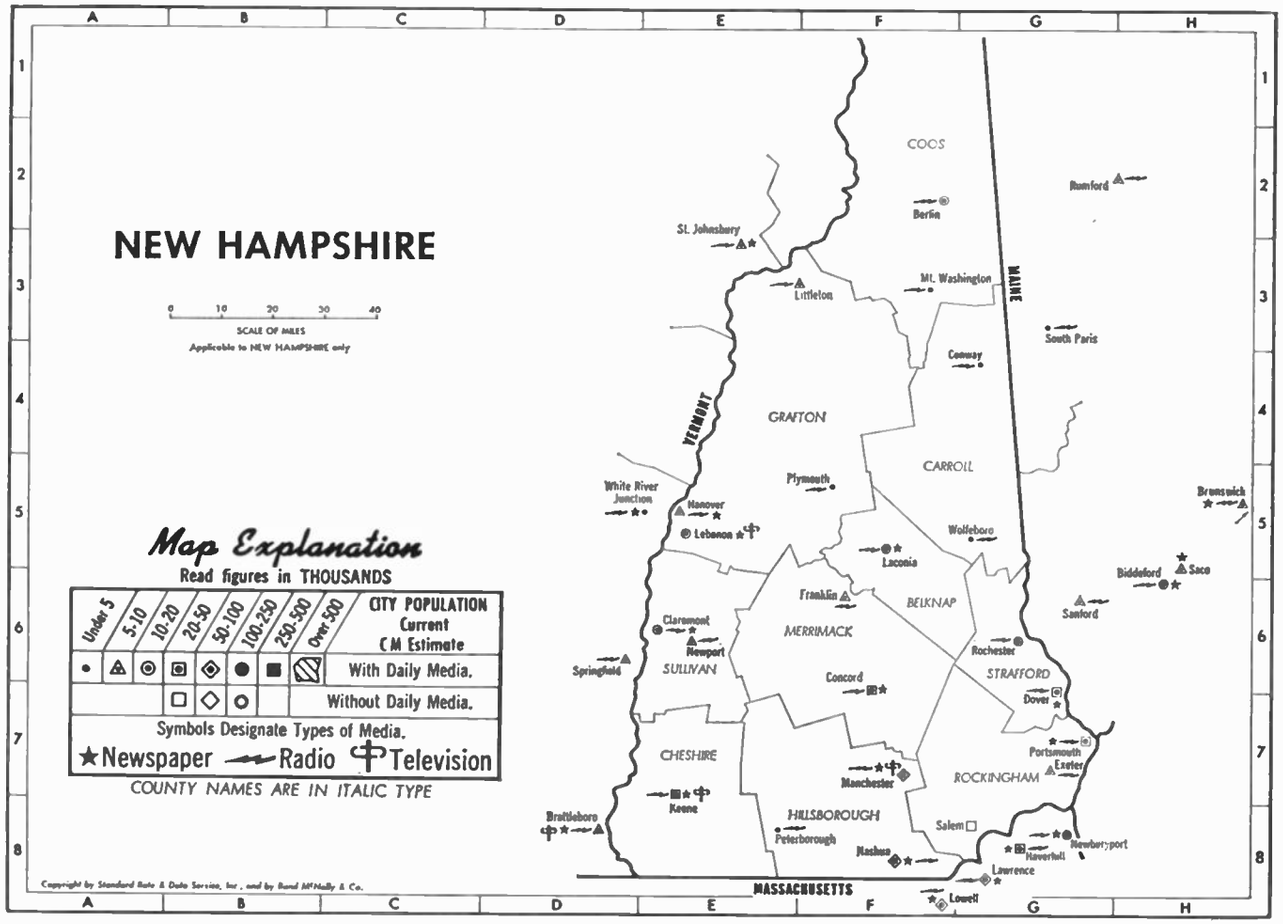
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 5 Eff 12/1/74—Rec'd 12/31/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.00	3.90	3.80	3.75	3.60	3.50	3.35	3.25
30 sec	3.50	3.40	3.30	3.25	3.10	3.00	2.85	2.75

10. SPECIAL FEATURES
5-min news hourly—extra 1.00.
Weather—1-min rate plus 10%.



NEW HAMPSHIRE

Negro Population Data

(January 1, 1975)

STATE TOTAL	2,783	Nashua (S.M.S.A.)	399
METRO AREAS		Total Metros (S.M.S.A.)	746
Manchester (S.M.S.A.)	347	Total Metros (County Basis)	760
Manchester-Nashua (County Basis)	760		

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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Concord—Merrimack Dover—Strafford Keene—Cheshire Manchester—Hillsborough Nashua—Hillsborough Portsmouth—Rockingham Salem Town—Rockingham

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
NEW HAMPSHIRE STATE TOTALS	792.7	264.80	3,531,783	13,338	4.7	11.5	10.4	28.2	40.8	2,206,539	8,333	433,484	32,596	187,172	68,961	51,642	275,548	123,249	371.02	13.4	85,490
BELKNAP F-6	34.7	12.04	160,094	13,297	4.5	12.4	10.3	26.6	40.4	120,975	10,048	21,260	819	10,691	3,150	3,042	20,505	5,138	17.37	.6	2,723
CARROLL F-5	19.8	7.29	85,902	11,784	5.8	15.9	12.4	26.4	34.5	77,520	10,634	16,207	1,133	2,261	3,929	2,117	5,244	4,665	13.45	.1	1,352
CHESHIRE E-7	55.9	19.08	247,457	12,969	4.1	11.3	11.3	29.4	39.5	136,166	7,137	28,529	2,463	13,670	3,676	2,476	16,933	7,999	29.12	1.3	7,219
Keene	21.7	7.54	100,582	13,340	.....	.....	.....	.....	.....	90,246	11,969	19,493	1,877	11,517	3,510	2,083	12,390	4,146	.....	.....	.....
COOS F-2	33.3	11.42	126,627	11,088	6.4	14.9	13.2	28.4	31.1	76,801	6,725	18,588	1,586	5,827	2,323	2,509	11,091	5,700	17.72	1.1	6,719
GRAFTON E-4	58.6	19.69	296,760	15,072	5.4	12.2	10.4	25.4	41.7	158,158	8,032	28,279	3,591	12,797	4,913	3,910	15,854	10,583	29.37	2.1	12,468
HILLSBOROUGH F-8†	241.6	79.78	1,042,103	13,062	4.5	10.1	10.4	29.8	40.8	706,996	8,862	126,374	10,307	78,210	26,717	17,852	97,393	37,330	103.48	2.9	20,513
Manchester	97.0	35.03	391,080	11,164	.....	.....	.....	.....	.....	341,689	9,754	57,475	5,260	39,570	15,962	6,518	38,552	18,119	.....	.....	.....
Manchester Metro Area (Official S.M.S.A.)	143.4	45.32	593,687	13,100	.....	.....	.....	.....	.....	450,840	9,948	72,234	7,412	65,836	20,045	10,232	61,688	23,317	56.32	.....	.....
Manchester-Nashua Metro Area (county basis)	241.6	79.78	1,042,103	13,062	4.5	10.1	10.4	29.8	40.8	706,996	8,862	126,374	10,307	78,210	26,717	17,852	97,393	37,330	103.48	.....	.....
Nashua	64.2	21.50	287,993	13,395	.....	.....	.....	.....	.....	218,695	10,172	38,187	2,228	17,601	8,569	7,722	32,226	9,481	.....	.....	.....
Nashua Metro Area (Official S.M.S.A.)	94.2	28.09	424,571	15,115	.....	.....	.....	.....	.....	314,686	11,203	61,758	4,743	22,300	10,762	9,664	45,592	15,060	40.24	.....	.....
MERRIMACK F-6	87.9	29.21	399,386	13,673	4.9	11.3	10.2	27.9	41.8	199,103	6,816	40,438	3,630	18,551	5,165	3,560	24,366	12,375	39.12	1.3	11,073
Concord	33.4	11.17	143,470	12,844	.....	.....	.....	.....	.....	120,409	10,780	23,186	2,282	13,595	3,825	2,811	14,795	5,877	.....	.....	.....
ROCKINGHAM G-7†	154.1	50.75	712,154	14,033	4.0	9.7	9.3	26.9	46.0	466,026	9,183	96,814	4,782	26,215	10,470	8,401	54,569	24,204	69.39	2.6	12,819
Portsmouth	29.3	9.81	117,278	11,955	.....	.....	.....	.....	.....	122,379	12,475	18,663	1,569	7,867	5,428	4,448	19,054	7,404	.....	.....	.....
Salem Town	29.3	9.42	122,613	13,016	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
STRAFFORD G-6	74.6	24.09	314,070	13,037	5.5	12.3	11.3	28.5	38.0	177,025	7,348	38,143	2,818	12,054	6,366	4,967	19,340	9,526	33.78	.6	5,996
Dover	21.6	7.43	93,814	12,626	.....	.....	.....	.....	.....	80,816	10,877	17,390	1,203	6,619	3,344	2,874	8,637	4,585	.....	.....	.....
SULLIVAN E-6	32.2	11.45	147,230	12,859	5.3	13.3	11.8	28.5	36.5	87,769	7,665	18,852	1,467	6,896	2,252	2,808	10,253	5,729	18.22	.8	4,608

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

NEW HAMPSHIRE

NEW HAMPSHIRE

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

BERLIN (2 AM; 1 FM)

Coos County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WBRL
1962

Media Code 4 230 1200 4.00
Berlin Communications, Inc., Box B, 40 Main St., Berlin, N. H. 03570. Phone 603-752-2670.

1. PERSONNEL
General Manager—Robert Dale.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
Boston—Northeastern Spot Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 6:00 am-11:00 pm Mon thru Sat; 8:00 am-9:00 pm Sun. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Affiliated with American Information Network.

TIME RATES
Eff 4/3/71—Rec'd 4/29/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	7.00	6.75	6.50	6.25	6.00	5.75
30 sec	5.00	4.50	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

ROS PER WK:	10 ti	15 ti	20 ti	30 ti
1 min or less	60.00	86.25	100.00	135.00

10 sec: 50% of 1-min.

WMOU
1946

Media Code 4 230 1500 7.00
White Mountain Broadcasting Co., Inc., 40 Main St., Berlin, N. H. 03570. Phone 603-752-1280.

1. PERSONNEL
General Manager—John T. Gallus.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
Boston—Eckels & Queen, Inc.
Canada—All-Canada Radio-Television Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-11 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WXLQ (FM).
Affiliated with CBS.
Member: French Program Group of New England.

TIME RATES
Eff————Rec'd 7/16/75.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	6 ti	12 ti	18 ti	24 ti	50 ti
1 min	4.50	4.20	4.00	3.80	3.60	3.40
30 sec	3.60	3.30	3.10	2.90	2.80	2.70

15 sec: Flat 2.00.
Specified or French: Per spot, extra .50.
Preemptible by specified position.

10. SPECIAL FEATURES

NEWSCASTS, PER WK:	6 ti	12 ti
5 min	6.50	6.00

Same schedule WXLO (FM); 50% discount.

WXLQ (FM)
1952

Media Code 4 230 1575 9.00
White Mountain Broadcasting Co., Inc., 40 Main St., Berlin, N. H. 03570. Phone 603-752-1230.
See affiliated AM station for additional information.
AM facilities: WMOU.

1. PERSONNEL
President—Robert R. Powell.

3. FACILITIES
ERP 17,000 w.; 103.7 mc.
Operating schedule: 5:30 am-11 pm. EST

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff————Rec'd 7/16/75.

6. SPOT ANNOUNCEMENTS
Rates are identical to WMOU. See that listing.

10. SPECIAL FEATURES

NEWSCASTS, PER WK:	6 ti	12 ti
2 min	4.00	3.60

Same schedule WMOU; 50% discount.

CLAREMONT (1 AM; 1 FM)

Sullivan County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WTSV
1948

Media Code 4 230 1800 1.00
Electromagnetic Corp., 221 Washington St. Claremont, N. H. 03743. Phone 603-542-7735.

STATION'S PROGRAMMING DESCRIPTION
WTSV: MUSIC: Top pop & standard 1955-present.

1. PERSONNEL
Pres. & Gen'l Mgr.—Chris Dante.

2. REPRESENTATIVES
Pilot/Meeker Radio.
Boston—New England Spot Sales, Inc.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule; 24 hours daily. EST.
FM-ERP 8,900 w.; 106.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 990 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 8/22/74.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AA	A	B	AA	A	B
6 ti	8.00	7.25	5.70	6.40	5.80	4.50
12 ti	7.60	6.90	5.40	6.10	5.50	4.25
18 ti	7.25	6.60	5.00	5.80	5.25	4.00
24 ti	6.90	6.20	4.70	5.50	5.00	3.75
30 ti	6.60	5.80	4.40	5.25	4.70	3.50

Fixed position, extra 1.00.

7. PACKAGE PLANS

WKLY SATURATION/BTA:	40 ti	50 ti	70 ti	100 ti
1 min	4.10	3.75	3.50	3.25
30 sec	3.25	3.00	2.75	2.50
10 sec	2.50	2.30	2.15	1.90

52-WK VOLUME/BTA, PER WK:	6 ti	12 ti	18 ti
1 min	6.00	5.70	5.00
30 sec	4.75	4.50	4.00

10. SPECIAL FEATURES
News, weather & sports—spot rate plus 3.50.

CONCORD (1 AM; 1 FM)

Plus 1 paid cross reference.
Merrimack County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WFTN
FRANKLIN
City of license, Franklin, N. H.
Considered by American Information Network as their Concord, N. H. outlet.
See listing under Franklin, N. H.

WKXL
1946

WKXL-FM
1972

Subscriber to the NAB Radio Code

Media Code 4 230 2100 5.00
Capitol Broadcasting Corp., Inc., Box 875, 37 Redington Rd., Concord, N. H. 03301. Phone 603-225-5521.

STATION'S PROGRAMMING DESCRIPTION
WKXL: Programmed for adults & young adults. MUSIC: Daytime 30% popular, 70% MOR; nighttime 50% standards, 50% popular jazz. NEWS: emphasis on local & state; major blocks wkdys 8-9 am, noon-12:35 pm, 5-6:30 pm & 11-11:20 pm. Live broadcasts of city council & school board meetings. SPORTS: pro baseball; semi-pro hockey; high-school football, basketball, hockey, baseball; college football, hockey. Buy, sell, trade phone program 9:30-10 am & 6:30-7 pm wkdys. SUN: classical music 2-6 pm. Contact Representative for further details. Rec'd 2/10/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frank R. Estes.
Sta. & Sales Mgr—Richard W. Osborne.
Chief Engineer—Leslie Le Blanc.

2. REPRESENTATIVES
Pilot/Meeker Radio.
Boston—New England Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-11:25 pm. EST.
FM-ERP 3,000 w.; 102.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 285 ft. above average terrain.
Simulcast Mon thru Sat 6 am-7 pm & Sun.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47b, 47c, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60g, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
Eff 9/1/75—Rec'd 6/30/75.
Premium—Mon thru Sat 6-9:30 am, noon-1 pm & 3:30-7 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	312x
PREMIUM						
1 min	9.40	9.05	8.75	8.45	7.80	7.50
30 sec	7.20	6.90	6.60	6.30	5.70	5.40
BTA						
1 min	7.50	7.25	7.00	6.75	6.25	6.00
30 sec	5.75	5.50	5.25	5.00	4.50	4.25

10 sec ID's: 25 words maximum, BTA 3.00; PT 3.75.

7. PACKAGE PLANS

14 DAYS:	1 min 10 ti	15 ti	25 ti	50 ti	30 sec 10 ti	15 ti	25 ti	50 ti
BTA, ROS	7.25	7.00	6.75	6.25	5.50	5.25	5.00	4.50

1000x, extra 10%.

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x
5 min	15	14	13	12	11	10
10 min	20	19	18	17	16	15
1/4 hr	32	30	28	26	24	22

10. SPECIAL FEATURES
Swap Shop—Co-sponsorship, 45 sec 7.25.
Noon & evening sports—Co-sponsorship, 30 sec 6.00.
News & weather—earned rate plus 2.50.
Headline; news, weather, sports—earned rate plus 3.50.

Edited by Frank B. Estes.

CONWAY (1 AM; 1 FM)

Carroll County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WBNC
1955

WBNC-FM
1967

Media Code 4 230 2400 9.00
North Country Radio, Inc., East Main St., Conway, N. H. 03818. Phone 603-447-5988.

1. PERSONNEL
Station Manager—Lawrence H. Sherman.

2. REPRESENTATIVES
Market 4 Radio.
New England—Creed Associates, Inc.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 231 ft. below average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.

TIME RATES
No. 7 Eff 4/1/74—Rec'd 7/26/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	6.00	5.50	5.00	4.50	4.00
20 sec	4.80	4.40	4.00	3.60	3.20
10 sec	3.60	3.30	3.00	2.70	2.40

Mon thru Sat 6-10 am or 3-7 pm, extra 1.00.

DOVER (1 AM; 1 FM)

Stafford County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WDNH (FM)
1970
Eastminster Broadcasting Corporation

Media Code 4 230 2550 1.00
Eastminster Broadcasting Corp., Box 576, Middle Rd., Dover, N. H. 03820. Phone 603-742-7059.

1. PERSONNEL
Station Manager—Maggi Tornrose.

2. REPRESENTATIVES
Boston—Nona Kirby Co., Inc.

3. FACILITIES
ERP 50,000 w.; 97.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: French Program Group of New England.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff————Rec'd 11/9/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	312x
1 min	10.00	9.50	9.00	8.50	7.50
30 sec	8.50	8.00	7.50	7.00	6.50
10 sec	5.00	4.50	4.00	3.50	3.00

WTSN
1856

Media Code 4 230 2700 2.00
WTSN, Inc., 155 Front St., Manchester, N. H. 03102. Phone 603-742-1270.
Mailing Address: Box 400, Dover, N. H. 03820.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ralph Gottlieb.

2. REPRESENTATIVES
Boston—Creed Associates, Inc.

3. FACILITIES
5000 w.; 1270 kc. Directional.
Operating schedule: 5:30 am-12:05 pm. EST.

4. AGENCY COMMISSION
15% on net station time only. No cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 8/1/67—Rec'd 6/30/67.

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti
Ea	7.50	7.00	6.50

10. SPECIAL FEATURES

NEWSCASTS	
1/4 hour, card rate plus	4.00
10 minutes, card rate plus	3.00
5 minutes, card rate plus	2.00

All regular news periods are scheduled on the hour every hour

EXETER (1 AM; 1 FM)

Rockingham County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WKXR
1966

WKXR-FM
1972

Media Code 4 230 3000 6.00
Coastal Broadcasting Co., Inc., Box 154, 11 Downing Ct., Exeter, N. H. 03833. Phone 603-772-4757.

STATION'S PROGRAMMING DESCRIPTION
WKXR: Programmed for adults.

1. PERSONNEL
General Manager—Ronald P. Allard

2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—New England Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 104.1 mc.
Operating schedule: 6 am-11:25 pm. EST.
Antenna ht.; 68 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 2 Eff 9/21/72—Rec'd 9/28/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	6.75	6.40	6.00	5.60	5.20	4.80
30 sec	5.75	5.40	5.00	4.60	4.20	3.80

Mon thru Sat 6:30-10 am & noon-1 pm, extra 1.25. After 6:30 pm, less 1.00.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min, ea	5.75	5.50	5.25

30 sec: 80% of 1-min. 10 sec: 50% of 1 min.

10. SPECIAL FEATURES
News & Weather—Extra 1.50.

FRANKLIN

Merrimack County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

CONCORD'S NEW STATION ORIGINATING IN FRANKLIN!
WFTN Radio 1240
Franklin, NH 03235
Represented by
SAVALLI/GATES, INC., NEW YORK

WFTN
1966

Media Code 4 230 3300 0.00
Northeast Communications Corp., 901 Central St., Franklin, N. H. 03235. Phone 603-934-2500.

STATION'S PROGRAMMING DESCRIPTION
WFTN: MOR, adults & young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jeff Fisher.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Eckels & Queen, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:45-1 am. EST.

4. AGENCY COMMISSION
15/0 payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/1/74—Rec'd 10/1/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	21-50
1 min	6.90	5.75	4.60
30 sec	5.75	4.60	3.45
10 sec	4.60	3.45	2.30

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min	51.75	92.00	138.00
30 sec	43.70	80.50	120.75
10 sec	32.20	63.25	80.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

Edited by Jeff Fisher.

(CR)

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

HANOVER (2 AM)

Grafton County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDCR
1958

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 250 3600 3.00
The Trustees of Dartmouth College; operated by Undergraduates of Dartmouth College. Box 957, Hanover, N. H. 03755. Phones 603-643-4500, 5551.

STATION'S PROGRAMMING DESCRIPTION
WDCR: MUSIC: 6-9 am MOR; 9-11 am classical; noon-5 pm top 40 & gold; 5-6 pm jazz; 7-10 pm classical; 10 pm-midnight progressive rock; midnight-2 am R & B; 2-6 am rock. Sat: 6-9 am MOR; 9 am-6 pm top 40 & gold; 7-10 pm top 40; 10 pm-midnight progressive jazz. Sun: morning classical; noon-4 pm folk, rock; 4-6 pm jazz; 7-10 pm classical; 10 pm-midnight progressive rock. NEWS: UPI, UPI audio, AP; 5 major reports daily; hourly reports. SPORTS: college football, hockey, basketball, professional basketball; weekly sports quiz show. Public affairs 11 am-noon weekdays local interviews; 6:30-7 pm local discussion; live coverage local town meetings & other local events. Contact Representative for further details. Rec'd 5/23/75.

1. PERSONNEL
Sales Director—Royce G. Yudkoff.

2. REPRESENTATIVES
New York, Boston—New England Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff————Rec'd 6/24/74.
AA—6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	—1 min—		—30 sec—		— 10 sec —	
PER WK:	AA	A	AA	A	AA	A
1 ti	6.75	5.90	5.55	4.85	4.40	3.85
12 ti	6.15	5.30	5.10	4.40	4.00	3.45
18 ti	5.55	4.70	4.65	3.95	3.70	3.15
24 ti	5.00	4.10	4.15	3.45	3.35	2.80
30 ti	4.60	3.70	3.80	3.10	3.00	2.50
36 ti	4.25	3.40	3.50	2.90	2.80	2.25

Guaranteed position, extra 10%.

7. PACKAGE PLANS

BULK, ROS:	250x	500x	1000x
1 min	5.55	5.00	4.60
30 sec	4.65	4.15	3.80
10 sec	3.70	3.35	3.00

6. PROGRAM TIME RATES

	1x	25x	50x	125x	250x
5 min	9.00	8.75	8.50	8.00	7.00
10 min	11.50	10.75	10.50	10.00	9.25
1/4 hr	18.00	17.00	15.50	13.00	12.00
1/2 hr	35.00	32.00	28.00	24.00	20.00
1 hr	60.00	55.00	50.00	45.00	35.00

9. PARTICIPATING PROGRAMS
American Top 40—Mon thru Fri, 1 3-hr show per wk:

PER WK, ROS:	1 mo	3 mo	6-12 mo
A—1 min/6 ti	28.80	26.65	23.75
B—1 min/6 ti + 30 sec/5 ti	46.80	43.45	38.75

Edited by Royce G. Yudkoff.
(Q)

WDCR IS #1
IN THE UPPER VALLEY!
Ask our representative to see latest Mediastat.
New York, Boston-New England Spot Sales
(617) HU 2-4370

WTSL
1950

NAB

Media Code 4 250 3900 7.00
Sound Citizen Broadcasting Corp., Inc., Box 1400, Lebanon, N. H. 03766. Phones 603-448-1400, 643-2200.

STATION'S PROGRAMMING DESCRIPTION
WTSL: Adult contemporary programming.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James M. Canto.

2. REPRESENTATIVES
Market 4 Radio.
Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-11:15 pm. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 4/11/75.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti
1 min	7.65	7.06	6.77	6.18	5.88	5.59	5.29
30 sec	6.35	5.65	5.41	4.94	4.71	4.47	4.24
10 sec	3.82	3.53	3.35	3.18	2.94	2.82	2.65

7. PACKAGE PLANS

PER YR:	250x	501x	751x	1000+
1 min	6.18	5.88	5.59	5.29
30 sec	4.94	4.71	4.47	4.24
10 sec	3.18	2.94	2.82	2.65

8. PROGRAM TIME RATES
10 min.....14.12 5 min.....10.59
Submitted by James M. Canto.
(CR-2)

KEENE (2 AM; 1 FM)

Cheshire County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WKBK
1959

Media Code 4 230 4200 1.00
Monadnock Broadcasting Corp., 13 Lamson St., Keene, N. H. 03431. Phone 603-352-6113.

STATION'S PROGRAMMING DESCRIPTION
WKBK: Programmed for 18-49 age group.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—T. R. Hood.

2. REPRESENTATIVES
Market 4 Radio.
Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
Eff 10/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

PER YR:	250x	500x	750x	1000x	2000x
1 min	5.60	5.40	5.30	5.00	4.30
30 sec	4.80	4.60	4.40	4.20	3.45
10 sec	3.90	3.70	3.65	3.45	2.90

Firm 12-month period contract.

7. PACKAGE PLANS
ROS WITHIN 7 DAYS

	*1 ti	*6 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	7.25	7.00	67.00	124.00	174.00	213.00	249.00
30 sec	6.40	6.00	55.00	103.00	145.00	176.00	207.00
10 sec	5.50	5.25	41.00	74.00	101.00	140.00	166.00

(*) Each.

MONTHLY

30 DAYS:	1 min	30 sec	10 sec
50 ti	331.00	280.00	207.00
100 ti	621.00	511.00	366.00

Fixed position, extra 20%.

WEEKEND
10 ti (minimum) Sat and/or Sun: 6+ consec wknds, 1000x rate; less than 6 consec wknds, 500x rate.

PER WK:	3 ti	6 ti
5-min Bill Hovey weather	37.00	50.00
Morning Sports	28.00	40.00
2-min Headlines	28.00	40.00

Time and/or Temperature, 1000 per yr, ea 1.75.

WKNE
1927

NAB RAB

Media Code 4 230 4500 4.00
WKNE Corp., Box 466, Keene, N. H. 03431. Phone 603-352-9230.

STATION'S PROGRAMMING DESCRIPTION
WKNE: Music: MOR.

1. PERSONNEL
Pres. & Gen'l Mgr.—E. H. Close.

2. REPRESENTATIVES
PRO/Meeker Radio.
New England—Eckels & Queen, Inc.

3. FACILITIES
5,000 w.; 1290 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Simulcast 6-10 am Mon thru Sat; 7-6:15 am & noon-1 pm Sun. For non-simulcast facilities see WNBX-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WNBX-FM.
Affiliated with CBS.
Affiliated with The Rep Network.

TIME RATES
No. 24 Eff 5/1/74—Rec'd 5/14/74.

6. SPOT ANNOUNCEMENTS

	—Per wk—					—Per mo—	
	1 ti	10 ti	15 ti	20 ti	25 ti	50 ti	75 ti
1 min	11.00	9.00	8.00	7.00	6.50	6.50	6.00
30 sec	9.00	8.00	7.00	6.00	5.00	5.50	5.00

Mon thru Sat 6-10 am, 11:59-1:30 pm & 3-7 pm. All other times, 15% discount.

7. PACKAGE PLANS
WEEKEND PACKAGES—ROS

SAT/SUN	5 ti	10 ti
1 min	5.00	4.75
30 sec	4.25	4.00
WEEK NIGHTS—7:20-11 PM		
1 min	4.75	4.50
30 sec	3.80	3.45

10. SPECIAL FEATURES
Polish Language, Sun 7-8 am, 1-1/2 min 10.70
Spots read in Polish & English.

WNBX-FM
1964

NAB RAB

Media Code 4 230 4650 7.00
WKNE Corp., Box 466, Keene, N. H. 03431. Phone 603-352-9230.
See affiliated AM station for additional information.
AM facilities: WKNE.

STATION'S PROGRAMMING DESCRIPTION
WNBX-FM: Instrumental popular music.

3. FACILITIES
ERP 42,000 w.; 103.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 550 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-midnight Mon thru Sat; 8:15 am-noon & 1 pm-midnight Sun. For simulcast facilities see WKNE.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
No. 2 Eff 1/15/74—Rec'd 2/1/74.

6. SPOT ANNOUNCEMENTS

52 WK CONTRACT:	250x	500x	1000x
1 min	2.85	2.35	1.85

PER WK, 1 MIN:	5 ti	7 ti	10 ti	14 ti	20 ti
1 wk	5.00	4.75	4.50	4.25	4.00
13-51 wk	4.00	3.75	3.50	3.25	3.00

Specified position, extra 1.00 per spot.

7. PACKAGE PLANS
Specified position, extra 1.00 per spot.

LACONIA (2 AM; 1 FM)

Belknap County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WEMJ
1961

Media Code 4 230 4800 8.00
WTSN Inc., Box 1490, O'Shea Industrial Park, Laconia, N. H. 03246. Phone 603-524-6050.

STATION'S PROGRAMMING DESCRIPTION
WEMJ: 50% contemporary, 50% golden oldies.

1. PERSONNEL
General Manager—Gary Howard.

2. REPRESENTATIVES
PRO/Meeker Radio.
New England—Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/72—Rec'd 7/24/72.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	52x	156x	365x
1 min	7.00	6.50	5.75	5.00
30 sec	6.00	5.75	5.00	4.35
15 sec	4.50	4.00	3.50	3.00

PER YR:	1 min	30 sec	15 sec
500x	4.75	3.90	2.80
1000x	4.35	3.20	2.40

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min	60	107	147
30 sec	53	87	113
15 sec	40	60	87

To be used within 7 days.

WLNH
1922

Media Code 4 230 5100 2.00
Condit Broadcasting Corp., Parade Rd., Laconia, N. H. 03246. Phone 603-524-1323.

STATION'S PROGRAMMING DESCRIPTION
WLNH: MUSIC: MOR, current & past hits.

1. PERSONNEL
General Manager—Joseph Sabatino.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
Boston—Creed Associates, Inc.
Philadelphia—Dome & Associates, Inc.
South—R. S. Crane Company, Inc.

3. FACILITIES
5,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLNH-FM.

4. AGENCY COMMISSION
15/0 time only.

3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
Eff 6/2/74—Rec'd 5/30/74.
AAA—Mon thru Fri 6 am-7 pm.
AA—Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	16 ti	24 ti	30 ti
AAA	11.00	10.50	10.00	9.50	9.00
AA	10.00	9.50	9.00	8.50	8.00
A	7.00	6.50	6.00	5.50	5.00

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA & A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	9.00	8.50	8.00	7.50	7.00

BULK—ROS MON THRU SUN 6 AM-SIGN-OFF

PER YR:	250x	500x	750x	1000x	1500x
1 min	8.50	8.00	7.50	7.00	6.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
News & features 1-1/2x 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Joseph Sabatino.

WLNH-FM
1965

Media Code 4 230 5101 0.00
Condit Broadcasting Corp., Parade Rd., Laconia, N. H. 03246. Phone 603-524-1323.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 98.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 235 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WLNH.

TIME RATES
Eff 10/1/64—Rec'd 3/9/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	4.25	4.00	3.75	3.50	3.25	3.00

NEW HAMPSHIRE

7. PACKAGE PLANS

	1 MINUTE				
	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	20.00	37.50	49.00	57.50	75.00
13 wk	18.50	36.00	47.50	56.00	72.50
26 wk	17.00	34.50	46.00	54.50	70.00
52 wk	15.00	32.50	44.00	52.50	67.50

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

LEBANON

2 paid cross references.

Grafton County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WNHV WNHV-FM
WHITE RIVER JUNCTION, VT.

City of license, White River, Junction, Vt.
Lebanon Office—West Lebanon Rd., Lebanon, N. H. 03766. Phone 603-448-1400.
See listing under White River Junction, Vt.

WTSL
HANOVER

City of license, Hanover, N. H.
Considered by CBS Radio Network as their Lebanon outlet.
See listing under Hanover, N. H.

LITTLETON

Grafton County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WLTN
1963

NAB

Media Code 4 250 5400 6.00
Littleton Broadcasting Co., 20 Main St., Littleton, N. H. 03561. Phone 603-444-3911.

STATION'S PROGRAMMING DESCRIPTION
WLTN: Programmed for adults and young adults.

1. PERSONNEL
President & Gen'l Mgr.—John Bowman.

2. REPRESENTATIVES
New York—Eckels & Queen, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1,400 kc. Non-directional.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Comb.; Cont. Discounts: 60a.

TIME RATES
No. L-3 Eff 1/1/71—Rec'd 12/22/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	520x
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.40	4.20	4.00	3.80	3.60	3.40	3.20	3.00
10 sec	2.75	2.65	2.50	2.40	2.25	2.20	2.00	1.90

7. PACKAGE PLANS
ROS

PER WK:	12 ti	18 ti	24 ti
1 min	4.75	4.50	4.25
30 sec	3.80	3.60	2.40

MANCHESTER (3 AM; 2 FM)

Hillsborough County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WFEA
1932

Media Code 4 230 5700 9.00
Century Broadcasting Group, Inc., Box 149, Manchester, N. H. 03105. Phone 603-625-5491.

STATION'S PROGRAMMING DESCRIPTION
WFEA: Programmed for adult contemporary.
NEWS: 10 min at :50, local and network. Additional 5 min news drive time at :25. Local personality with general popular and standard music. Emphasis on community involvement. Contact Representative for further details. Rec'd 8/30/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. D. (Bud) Neuwirth.
Business Manager—Evelyn Redmond.
Operations Manager—Richard Wholey.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.
Boston—Kettell-Carter, Inc.

3. FACILITIES
5,000 w.; 1370 kc. Directional—same pattern day and night.
Operating schedule: 5-1:30 am. EST.

4. AGENCY COMMISSION
15/0 net charges on time

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with American Contemporary Network.

TIME RATES
No. 3 Eff 8/1/70—Rec'd 7/6/70.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	14	13	12	11	10
A	12	11	10	9	8

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

(Manchester continued on next page)

NEW HAMPSHIRE

Manchester—Continued

WGIR / WGIR-FM

1941 / 1963

Alan Torbet Associates, Inc.

Media Code 4 230 6000 3.00
Knight Radio, Inc., Box 487, Stark Ln., Manchester, N. H. 03105. Phone 603-625-6915.

STATION'S PROGRAMMING DESCRIPTION
WGIR: Programmed for mass appeal.
MUSIC: 50% popular, 50% recent hits. NEWS: 6-man staff; blocks 6-8 am report; 4-6 pm report; network & local at :60. FEATURES: meteorologist's weather reports mornings & afternoons, plus key week-end periods, public affairs & community service, integrated with entertainment. SPORTS: pro, college & high school, play-by-play sports; sports reports 7:15, 7:50, 8:20, & 8:50 am; 4:15 & 5:15 pm; block 6-7:30 pm. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
President—Norman Knight.
Program Director—Jim Scott.
General Manager—Bernie Mack.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Boston—Knight Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 610 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30 am-midnight. EST.
FM-ERP 5,000 w.; 101.1 mc.
Operating schedule: 5:30-12:05 am. EST.
Antenna ht.: 920 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Affiliated with NBC.
Member: The Knight Quality Stations.

TIME RATES
No. G-13 Eff 9/30/74—Rec'd 10/21/74.
AAA—Mon thru Sun 6-10 am & 4-8 pm.
AA—Mon thru Sun 10 am-4 pm.
A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	22	16	16	12	12	10
12 ti	20	15	15	11	11	9
24 ti	18	14	14	10	10	8
30 ti	16	12	13	9	9	7

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A	6 ti	12 ti	24 ti	30 ti
1 min	14	13	12	11
30 sec	11	10	9	8

WKBR

1946

Media Code 4 230 6300 7.00
Granite State Broadcasting Co., Inc., 155 Front St., Manchester, N. H. 03102. Phone 603-669-1250.

1. PERSONNEL
President—Ralph Gottlieb.
Manager—James M. McCann.
Program Director—Tom Holt.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Boston—Creed Associates, Inc.

3. FACILITIES
5,000 w.; 1250 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-1 am. EST.

4. AGENCY COMMISSION
15/0 net time only; payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 22a, 25a, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70c.
Prod. Services: 82

TIME RATES
Eff 6/1/74—Rec'd 7/1/74.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti
AA	17	16	15
A	15	14	13
ROS, 1/3 TRAFFIC:			Ea
30 ti			14

Edited by James M. McCann.

WZID (FM)

1947

Media Code 4 230 6450 0.00
Media Concepts Co., Inc., 155 Front St., Manchester, N. H. 03102. Phone 603-669-5777.

STATION'S PROGRAMMING DESCRIPTION
WZID (FM): Programmed for adults.
MUSIC: instrumental format with minor emphasis on vocals; consists of popular albums from a selection of standards, show tunes & selected arrangement of MOR restricted to 4 interruptions an hour. NEWS: hourly capsules at :28. Contact Representative for further details. Rec'd 3/29/73.

1. PERSONNEL
President—Ralph Gottlieb.
Vice-President—James M. McCann.
Manager—Bruce M. Lyons.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
ERP 10,500 w. (horiz.), 8,500 w. (vert.); 95.7 mc. Stereo.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 930 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5.
Contracts: 48.
Cancellation: 70c.
Production Services: 82.
Member: French Program Group of New England.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 10/18/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	15 ti	20 ti	30 ti
1 min or less	130.00	172.50	220.00	300.00

Edited by James M. McCann.

MT. WASHINGTON

Coos County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WMTQ

1958

Media Code 4 230 6600 0.00
Alpine Broadcasting Corp., 638 Congress St., Portland, Me. 04101. Phone 207-773-6200. TWX 710-221-1708.
Studio: Poland Spring, Me. 04264. Phones 207-774-3100, 998-4311.

STATION'S PROGRAMMING DESCRIPTION
WMTQ: Programmed for adults.
MUSIC: Popular album format. Music is combination of instrumental & vocal selections of definite adult appeal; includes MOR, current popular, show tunes, movie themes & standards. NEWS: at 55 & sports at :26 in drivetime, news at :56 outside of drivetime. COMMERCIAL POLICY: 8 Commercials per hour. Contact Representative for further details. Rec'd 11/1/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Norman R. Alpert.
Sta. Mgr. & Local Sales—Joe Desimone.
Studio Manager—Jim Aikman.

2. REPRESENTATIVES
Century National Sales.
Boston—Santo Crupi.
Canada—Stephens & Towndrow Co. Limited.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 5:55-1 am. EST.
Antenna ht.: 3,940 ft. above average terrain.
6,350 ft. above sea level.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 24a, 28c.
Contracts: 40c, 44b, 45.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 71a, 72, 73e.
Prod. Services: 80, 81, 82.

TIME RATES
Eff———Rec'd 11/6/74.
I—6 am-7 pm.
II—7 pm-1 am.

6. SPOT ANNOUNCEMENTS

SECTION I:	1 min	30 sec
6 ti	27.00	22.00
12 ti	26.00	21.00
18 ti	25.00	20.00
SECTION II:		
6 ti	25.00	20.00
12 ti	24.00	19.00
18 ti	23.00	18.00

10. SPECIAL FEATURES
Newscast sponsorship—1-1/2x 1-min rate. (D)

NASHUA (2 AM; 1 FM)

Hillsborough County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WOTW

1947
Eastminster Broadcasting Corporation

Media Code 4 230 6900 4.00
Eastminster Broadcasting Corp., Box 448, Nashua, N. H. 03060. Phone 603-882-2781.

STATION'S PROGRAMMING DESCRIPTION
WOTW: MUSIC: golden oldie programming.

1. PERSONNEL
General Manager—Maury Parent.

2. REPRESENTATIVES
Mario Messina Company.
Boston—Nona Kirby Co., Inc.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: French Program Group of New England.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/68—Rec'd 9/25/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	5.00	4.75	4.50	4.25	4.00	3.75

7. PACKAGE PLANS

	1 min	30 sec		1 min	30 sec
10 ti	5.00	4.50	50 ti	4.00	3.50

To be used within 10 days.

WOTW-FM

1947
Eastminster Broadcasting Corporation

Media Code 4 230 6901 2.00
Eastminster Broadcasting Corp., Lund Rd., Nashua, N. H. 03060. Phone 603-882-2781.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WOTW-FM: MUSIC: country & western.

3. FACILITIES
ERP 3,000 w.; 106.3 mc.
Operating schedule: Sign-on-1 am. EST.
Antenna ht.: 410 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: French Program Group of New England.

TIME RATES
Rates are identical to WOTW. See that listing.

WSMN

1958

Media Code 4 230 7200 8.00
1590 Broadcasting Corp., Box 1590, 502 West Hollis St., Nashua, N. H. 03060. Phone 603-882-5167.

1. PERSONNEL
President—Gerald Q. Nash.
Gen'l Mgr.—D. A. Rock.
Station Manager—Ed Lacius.

2. REPRESENTATIVES
New York—PBO/Meeker Radio.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
5,000 w.; 1590 kc. Directional.
Operating schedule: 5:30 am-11:59 pm. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22b, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with American Entertainment Network.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/68—Rec'd 7/10/68.

6. SPOT ANNOUNCEMENTS

GUARANTEED TIME	1 min	30 sec		1 min	30 sec
1 x	10.00	5.00	100 x	8.00	3.00
10 x	9.50	4.50	200 x	7.50	2.50
26 x	9.00	4.00	500 x	7.00	2.00
52 x	8.50	3.50	1000 x	6.00	1.50

7. PACKAGE PLANS
(To be used in 10 days)

EA:	10 ti	20 ti	30 ti	40 ti
1 min	8.00	7.00	6.00	5.00
ID's	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

GUARANTEED TIME	1x	10x	26x	52x	100x	300x
1/4 hr	45.00	40.00	25.00	30.00	20.00	15.00
5 min	25.00	20.00	15.00	12.50	10.00	9.00

(Q)

NEWPORT (1 AM; 1 FM)

Sullivan County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WCNL / WCNL-FM

1960 / 1971
Eastminster Broadcasting Corporation

Media Code 4 230 7500 1.00
Eastminster Broadcasting Corp., 120 Belknap Ave., Newport N. H. 03773. Phone 603-863-1010.

STATION'S PROGRAMMING DESCRIPTION
WCNL: Day MOR, night Country music.

1. PERSONNEL
Station Manager—(Mrs.) Lynn M. Mann.

2. REPRESENTATIVES
Boston—Nona Kirby Co., Inc.

3. FACILITIES
250 w. days; 1010 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 2,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 206 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/73—Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	20 ti	40 ti	60 ti	80 ti	100 ti
1 min	3.20	3.00	2.80	2.60	2.40	2.20	2.00
30 sec	2.70	2.50	2.30	2.10	1.90	1.70	1.50
15 sec	1.60	1.50	1.40	1.30	1.20	1.10	1.00

Within 2 wk period.

PER YR:	500x	750x	1000x
1 min	2.70	2.50	2.30
30 sec	2.20	2.00	1.80
15 sec	1.30	1.20	1.10

10. SPECIAL FEATURES
News—6 days per wk 25.00
Weather—7 days per wk 18.50

FM only: 50% of above.

PETERBOROUGH (1 AM; 1 FM)

Hillsborough County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WSCV

1970

Media Code 4 230 7650 4.00
Contoocook Valley Broadcasting, Inc., Box 392, Rt. 101 & Ames Ave., Peterborough, N. H. 03458. Phone 603-924-3834.

STATION'S PROGRAMMING DESCRIPTION
WSCV: Programming for adults and young adults.

1. PERSONNEL
General Manager—Beverly A. Harms.

2. REPRESENTATIVES
New York—Michael Fulford Company, Inc.
Boston—Eckels & Queen, Inc.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WSLE (FM).

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WSLE (FM)

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 12/8/70.

8. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30+
1 min	6.00	5.90	5.80	5.75
30 sec	5.00	4.90	4.80	4.75
10 sec	4.00	3.90	3.80	3.75

7. PACKAGE PLANS

YEARLY PACKAGE	500x	750x	1000x
1 min	4.00	3.50	2.75

10. SPECIAL FEATURES
Local News, Local Weather, Road Reports, Recreational Boating, Fishing, Skiing, Weather Outlook, 5-min 10.00.

WSLE (FM)

1972

Media Code 4 230 7725 4.00
Contoocook Valley Broadcasting Corp., Box 392, Rt. 101 & Ames Ave., Peterborough, N. H. 03458. Phone 603-924-3834.
See affiliated AM station for additional information.
AM facilities: WSCV.

STATION'S PROGRAMMING DESCRIPTION
WSLE (FM): Eve programming with adult variety.

3. FACILITIES
ERP 141 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 1,120 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WSCV.

TIME RATES
Eff 8/1/72—Rec'd 10/30/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	21+
1 min	7.50	6.50	5.00
30 sec	5.50	4.99	3.75

7. PACKAGE PLANS

PER YR:	500x	1000x
1 min	5.00	4.00
30 sec	3.75	3.00

PLYMOUTH

Grafton County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WPNH

1965

Media Code 4 230 7800 5.00
Pemigewasset Broadcasters, Inc., 2 High St., Plymouth, N. H. 03264. Phone 603-536-2500.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard F. Morse, Jr.

2. REPRESENTATIVES
Market 4 Radio.
Boston—Eckels & Queen, Inc.

3. FACILITIES
1,000 w.; 1300 kc.
Operating schedule: 6:30 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 10/1/73—Rec'd 10/5/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x	520x	1000x
1 min	4.50	4.40	4.30	4.20	3.80	3.50	3.20	2.75
30 sec	3.50	3.30	3.20	3.10	2.80	2.60	2.40	2.00

Only 1-min spots are scheduled 7-8 am & noon-1 pm.

7. PACKAGE PLANS

PER WK,	1 min			30 sec		
ROS:	12 ti	20 ti	40 ti	12 ti	20 ti	40 ti
Ea	3.75	3.50	3.00	2.75	2.50	2.25

Within 7 consec days.

10 SPECIAL FEATURES
NEWSCASTS—CO-SPONSORSHIP
7:30 AM OR 12:30 PM

1 MIN, PER WK:	13 wk 1 ti	2 ti	3 ti	6 ti	52 wk 1 ti	2 ti	3 ti	6 ti
Cost	9.50	17.50	22.50	36.00	8.00	14.50	18.75	30.00

Edited by Richard F. Morse, Jr.

PORTSMOUTH (2 AM; 1 FM)

Rockingham County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WBBX
1960

A Curt Gowdy Station

Media Code 4 230 8100 9.00
Curt Gowdy Broadcasting Corp., Inc., 1380 Broadcast Plaza, Portsmouth, N. H. 03801. Phone 603-436-1380.

STATION'S PROGRAMMING DESCRIPTION
WBBX: Programmed for the family.
MUSIC: MOR. NEWS: 10 min hourly, plus 60 min block noon-1 pm daily & 90 min block 5-6:30 pm daily. 2 hrs telephone/talk daily, 1/2 hr woman's news feature plus live broadcasts of city council & school board meetings, local area human interest reports, road reports & contests. SPORTS: pro basketball, hockey, football, plus local school boy sports. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Pres. & Owner—Curt Gowdy.
General Manager—John Bassett.
Sales Manager—George Lovejoy.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w.; 1380 kc.
Directional—nights.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Curt Gowdy Broadcasting.

TIME RATES
No. 5 Eff 5/25/75—Rec'd 5/5/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	16 ti	24 ti
CLASS AAA					
1 min	12.00	11.25	10.50	9.75	9.00
30 sec	9.60	9.00	8.40	7.80	7.20
CLASS AA					
1 min	10.80	10.10	9.40	8.70	8.00
30 sec	8.60	8.10	7.50	6.90	6.40

10 sec: 60% of 1-min.
Fixed position, extra 10%.

10. SPECIAL FEATURES

PER WK, EA:	AAA 1 ti	AAA 4+	AA 1 ti	AA 4+
Local news	19.00	16.50	17.00	14.50
Weather	14.50	13.00	13.50	12.25

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by John Bassett.

WHEB / WHEB-FM
WHEB 1932 WHEB-FM 1964

Alan Torbet Associates, Inc.

Media Code 4 230 8400 3.00
Knight Broadcasting of New Hampshire, Inc., Box 120, Portsmouth, N. H. 03801. Phone 603-436-7500.

STATION'S PROGRAMMING DESCRIPTION
WHEB: Programmed for mass appeal.
MUSIC: Adult contemporary. 50% current 45's & LP cuts & 50% golden hits. NEWS: 5 man staff, news at :25 & :50. FEATURES: college & high school sports, meteorologist's weather reports mornings & afternoons, plus key week-end periods, public affairs & community service, integrated with entertainment. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
President—Norman Knight.
General Manager—Clifford Taylor.
Program Director—Andy Carey.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Boston—Knight Sales, Inc.

3. FACILITIES
1,000 w. days; 750 kc. Non-directional.
Operating schedule: Sunrise Portsmouth—local sunset Atlanta, Ga. EST.
FM-ERP 5,900 w.; 100.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 140 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82
Spot contracts subject to cancellation on 14 days prior written notice. Not effective until 14 days after start date of broadcast.
Member: The Knight Quality Stations.

TIME RATES
No. G-13 Eff 9/30/74—Rec'd 10/21/74.
AAA—Mon thru Sun 6-10 am & 4-8 pm.
AA—Mon thru Sun 10 am-4 pm.
A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	16	12	10	8	8	7
12 ti	14	11	9	7	7	6
24 ti	12	9	8	6	6	5
30 ti	10	8	7	5	5	4

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	24 ti	30 ti
1 min	10	9	8	7
30 sec	8	7	6	5

ROCHESTER

Strafford County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WWNH
1948

Media Code 4 230 8700 6.00
Strafford Broadcasting Corp., Route 16, Rochester N. H. 03867. Phone 603-332-0930.

STATION'S PROGRAMMING DESCRIPTION
WWNH: Programmed for entire family.
MUSIC: 60% popular, 20% albums, 20% past hits. NEWS: Net at :60 followed by local news. 5 county local news coverage; 30 min round-up at 8 am; 60 min at noon; 90 min at 5 pm. Personalities cover local sports, women's interest and folksy news. SPORTS: local high school football and basketball; major league baseball; network Bowl games and World Series; heavy emphasis on local sports coverage daily. Week-end features; outdoor fishing and hunting program; polka party Sun morning. Emphasis on local activities and public service. Contact Representative for further details. Rec'd 3/28/75.

1. PERSONNEL
President—Marcia L. Nescot.
General Manager—Robert J. Connelly.
Program Director—David Hoag.

2. REPRESENTATIVES
New York—Michael Fulford Company, Inc.
Boston—Northeastern Spot Sales, Inc.
West Coast, Texas—Harlan G. Oakes, Inc.

3. FACILITIES
5,000 w.; 930 kc. Non-directional days, directional nights.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21b, 21c, 22b, 23a, 24b, 24c, 25a, 25b, 28c, 29a, 30.
Contracts: 40a, 42b, 42d, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
No. 8 Eff 9/69—Rec'd 9/29/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	365x
30 sec	10.50	9.50	8.50	8.00	7.50	6.50	6.00
10 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS
VOLUME USAGE

PER YR: / PER DAY:	365x 1 ti	730x 2 ti	1095x 3 ti	1825x 5 ti
1 min	7.50	6.50	5.50	5.00
30 sec	6.00	5.00	4.50	4.00
10 sec	4.00	3.50	3.00	2.50

NEW HAMPSHIRE

WEEKLY VOLUME PACKAGE

EA:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	7.50	7.25	7.00	6.75	6.50	5.00
30 sec	6.25	6.00	5.75	5.50	5.00	4.00
10 sec	4.00	3.50	3.25	3.00	2.75	2.50

Edited by Marcia L. Nescot.
(Q)

WOLFEBORO

Carroll County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WASR
1670

Media Code 4 230 9000 0.00

Radio Wolfeboro, Inc., Box 900, Varney Rd., Wolfeboro, N. H. 03894. Phone 603-569-2232

STATION'S PROGRAMMING DESCRIPTION
WASR: Programmed for young and mature adults.

1. PERSONNEL
Sales Manager—Sharon Severy.

2. REPRESENTATIVES
New York, New England—Eckels & Queen, Inc.

3. FACILITIES
1,000 w; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 5/1/75—Rec'd 5/6/75.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	100x	156x	312x	520x	1000x
1 min	4.80	4.50	4.25	4.00	3.75	3.40	3.10
30 sec	3.60	3.40	3.20	3.00	2.80	2.55	2.20

Mon-Sat 6:30-9 am & 11:55 am-1 pm, 1-min spots only—1-min-rate plus .50.

7. PACKAGE PLANS

BTA:	Per wk 12 ti	Per wk 20 ti	Per wk 40 ti	Per mo 50 ti	Per mo 100 ti	Per mo 150 ti
1 min	4.25	3.75	3.25	3.75	3.40	3.20
30 sec	3.25	2.95	2.50	3.00	2.60	2.40

10. SPECIAL FEATURES

NEWS, PER WK:	1 ti	2 ti	3 ti	5 ti	6 ti
13 wk	10.00	18.00	22.50	32.50	36.00
52 wk	8.50	15.00	21.00	30.00	33.00

Incl open & close plus 1 1-min spot.

TIME CHECK, PER DAY/DAILY:	1 ti	2 ti	4 ti
10 sec	480	900	1500

Annual Contract only. No agency commission or discount allowed.

Negro Population Data

(January 1, 1975)

STATE TOTAL	965,934	Paterson-Clifton-Passaic	66,748
METRO AREAS		Trenton	62,098
Atlantic City	32,826	Vineland-Millville-Bridgeton	19,549
Jersey City	80,773	Total Metros	797,033
Long Branch-Asbury Park	38,160		
Newark	467,333		
New Brunswick-Perth Amboy-Sayreville	29,546		

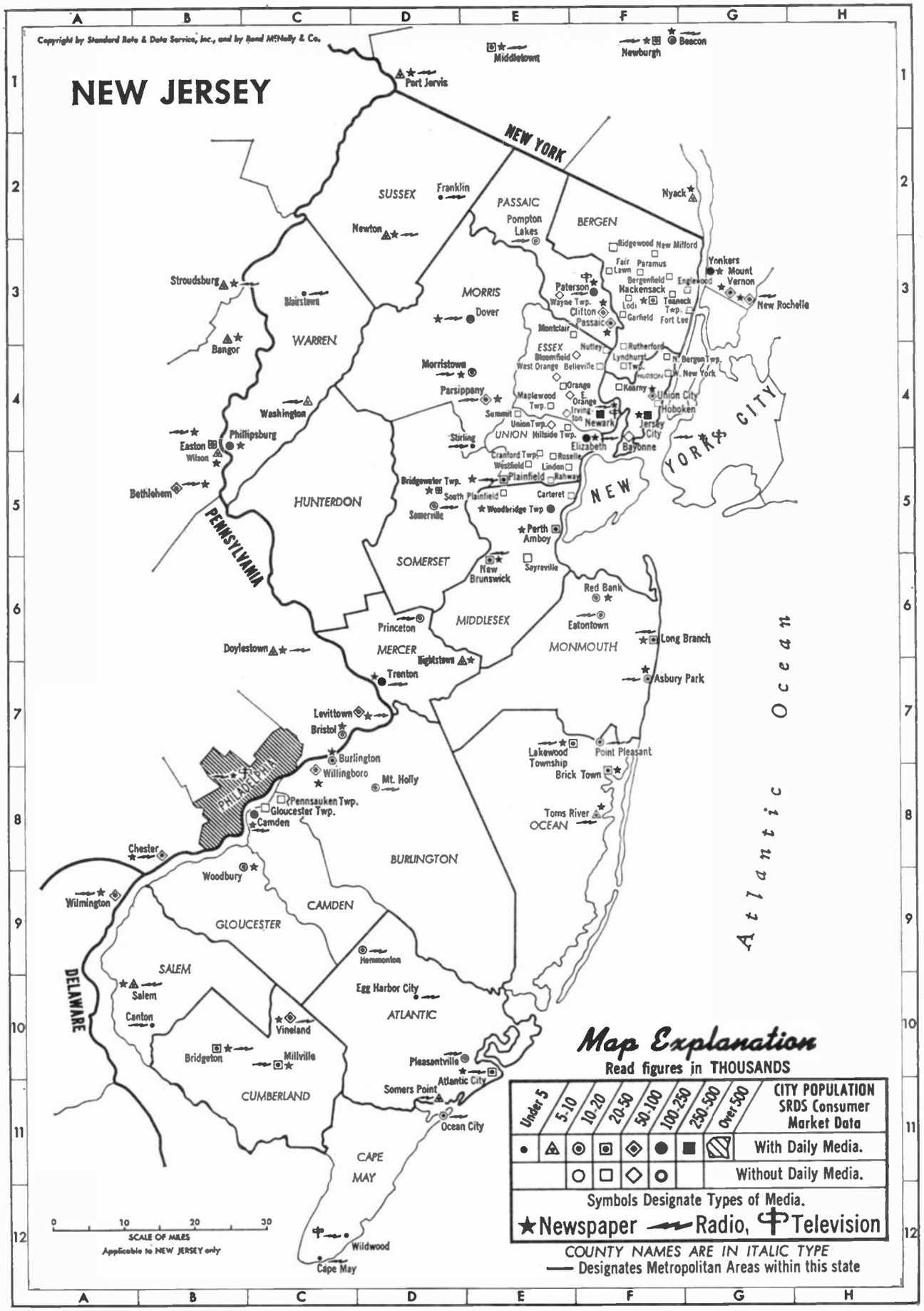
Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	310,476	New Brunswick-Perth Amboy-Sayreville	21,529
METRO AREAS		Paterson-Clifton-Passaic	31,408
Jersey City	89,555	Total Metros	243,221
Long Branch-Asbury Park	10,170		
Newark	90,559		



State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities ore located. Cities ore first, counties next.

Asbury Park—Monmouth
Atlantic City—Atlantic
Bayonne—Hudson
Belleville—Essex
Bergenfield—Bergen
Bloomfield—Essex
Brick Township—Ocean
Bridgeton—Cumberland
Bridgewater Township—Somerset
Camden—Camden
Carteret—Middlesex
Cherry Hill—Camden
Clifton—Passaic
Cranford Township—Union
Deptford Township—Gloucester
Dover Township—Ocean
Dumont—Bergen
East Brunswick Township—Middlesex
East Orange—Essex
Edison Township—Middlesex
Elizabeth—Union
Englewood—Bergen
Ewing—Mercer
Fair Lawn—Bergen
Fort Lee—Bergen
Franklin Township—Somerset
Garfield—Bergen
Gloucester Township—Camden
Hackensack—Bergen
Hamilton—Mercer
Hazlet Township—Monmouth
Hillside Township—Union
Hoboken—Hudson
Howell Township—Monmouth
Irvington—Essex
Jersey City—Hudson
Kearny—Hudson
Lakewood Township—Ocean
Linden—Union
Livingston—Essex
Lodi—Bergen
Long Branch—Monmouth
Lyndhurst Township—Bergen
Madison Township—Middlesex
Maplewood Township—Essex
Middletown Township—Monmouth
Millburn Township—Essex
Millville—Cumberland
Montclair—Essex
Neptune Township—Monmouth
Newark—Essex
New Brunswick—Middlesex
New Hanover—Burlington
New Milford—Bergen
North Bergen Township—Hudson
North Plainfield—Somerset
Nutley—Essex
Orange—Essex
Paramus—Bergen
Parsippany-Troy Hills Township—Morris
Passaic—Passaic
Paterson—Passaic
Pennsauken Township—Camden
Perth Amboy—Middlesex
Piscataway Township—Middlesex
Plainfield—Union
Rahway—Union
Ridgewood—Bergen
Roselle—Union
Rutherford—Bergen
Sayreville—Middlesex
Scotch Plains Township—Union
South Plainfield—Middlesex
Summit—Union
Teaneck Township—Bergen
Trenton—Mercer
Union City—Hudson
Union Township—Union
Vineland—Cumberland
Wayne Township—Passaic
Westfield—Union
West New York—Hudson
West Orange—Essex
Willingboro—Burlington
Woodbridge Township—Middlesex

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
NEW JERSEY STATE TOTALS	7,454.0	2,470.41	40,046,711	16,211	4.6	9.3	8.8	25.6	47.4	18,648,294	7,549	4,447,575	424,339	2,736,088	983,686	902,306	2,885,618	1,345,298	3,792.94	31.3	361,927
ATLANTIC D-10	190.6	71.20	835,699	11,737	9.6	16.0	12.1	24.8	30.3	593,416	8,334	113,719	15,520	79,227	39,190	19,019	62,903	36,272	103.79	1.3	27,566
Atlantic City	45.4	19.79	174,926	8,839	...	...	...	...	...	270,639	13,676	33,399	7,392	39,155	30,738	10,596	23,802	8,835	...	...	...
Atlantic City Metro Area	190.6	71.20	835,699	11,737	9.6	16.0	12.1	24.8	30.3	593,416	8,334	113,719	15,520	79,227	39,190	19,019	62,903	36,272	103.79	...	...
BERGEN F-2	899.2	298.17	6,075,657	20,376	2.5	5.2	6.1	22.6	61.1	2,551,621	8,558	646,046	55,393	456,107	140,809	124,273	419,851	192,877	538.83	...	...
Bergenfield	27.1	9.01	192,620	21,378	...	...	...	...	...	73,158	8,120	26,011	1,251	1,853	6,921	2,815	17,866	3,706	...	...	...
Dumont	23.4	7.37	105,162	14,269	...	...	...	...	...	23,857	3,237	7,013	1,039	286	732	511	5,588	3,529	...	...	...
Englewood	24.2	8.59	194,341	22,624	...	...	...	...	...	106,296	12,374	14,872	1,875	1,804	7,499	4,430	49,137	8,583	...	...	...
Fair Lawn	40.9	13.56	284,968	21,015	...	...	...	...	...	73,611	5,429	29,630	1,722	2,053	1,586	3,302	7,699	6,158	...	...	...
Fort Lee	41.5	17.95	322,745	17,980	...	...	...	...	...	91,386	5,091	41,274	1,725	1,209	1,957	2,349	5,893	12,117	...	...	...
Garfield	30.6	11.55	157,062	13,598	...	...	...	...	...	86,887	7,523	19,982	1,137	4,570	337	2,122	17,840	4,487	...	...	...
Hackensack	37.5	15.21	234,672	15,429	...	...	...	...	...	257,116	16,904	27,413	2,904	97,304	21,235	9,732	56,951	7,480	...	...	...
Lodi	25.4	9.03	134,126	14,853	...	...	...	...	...	61,542	6,815	26,293	1,120	3,376	249	5,092	2,951	4,652	...	...	...
Lyndhurst Township	22.9	7.84	...	...	...	...	...	...	...	34,857	4,446	7,869	1,100	546	186	1,198	11,716	3,443	...	...	...
New Milford	20.4	6.90	126,093	18,274	...	...	...	...	...	23,893	3,463	14,492	1,222	2,310	257	1,640	1,406	2,030	...	...	...
Paramus	31.6	8.63	191,103	22,144	...	...	...	...	...	495,076	57,367	40,605	1,773	265,681	51,747	32,183	31,403	10,890	...	...	...
Ridgewood	27.9	8.83	275,050	31,149	...	...	...	...	...	104,200	11,801	19,177	2,935	2,326	11,304	4,737	45,235	4,185	...	...	...
Rutherford	22.1	7.87	134,016	17,029	...	...	...	...	...	50,404	6,405	16,131	1,168	2,117	4,574	749	10,536	6,039	...	...	...
Teaneck Township	41.8	13.72	...	...	...	...	...	...	...	76,999	5,612	35,751	2,713	653	2,655	3,758	824	7,439	...	...	...
BURLINGTON D-8†	340.9	96.32	1,698,840	17,637	3.4	7.8	8.4	26.7	50.4	672,278	6,980	151,194	12,092	122,497	22,680	25,048	116,720	60,623	103.41	2.8	31,935
New Hanover	24.4	7.27	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Willingboro	50.8	11.95	...	...	...	...	...	...	...	61,050	5,109	4,020	...	20,148	129	489	894	1,686	...	...	...
CAMDEN C-9†	486.7	158.95	2,306,119	14,508	5.1	10.0	10.0	27.9	42.2	1,344,168	8,457	249,538	23,484	255,579	45,425	63,088	192,442	84,920	228.76	.9	5,626
Camden	98.6	33.81	353,121	10,444	...	...	...	...	...	254,914	7,540	51,687	5,285	46,101	8,805	14,389	54,503	15,130	...	...	...
Cherry Hill	72.5	21.12	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Gloucester Township	29.5	8.57	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Pennsauken Township	38.8	12.79	...	...	...	...	...	...	...	137,982	10,788	23,809	1,554	21,064	2,974	13,052	22,248	7,079	...	...	...
CAPE MAY D-11†	70.3	26.92	314,550	11,685	10.9	18.6	12.2	23.3	28.1	230,596	8,566	58,599	5,002	18,984	6,664	7,106	26,419	16,120	34.47	.4	3,772
CUMBERLAND C-11	132.5	43.58	542,900	12,458	6.9	13.9	11.9	28.9	31.8	328,420	7,536	81,758	6,714	50,462	14,192	18,526	50,946	21,314	72.08	1.7	48,383
Bridgeton	20.0	7.00	84,364	12,052	...	...	...	...	...	82,383	11,769	21,570	2,153	7,843	4,662	3,611	16,612	6,389	...	...	...
Millville	21.7	7.75	101,759	13,130	...	...	...	...	...	47,431	6,120	15,359	962	2,909	2,512	2,652	7,972	3,594	...	...	...
Vineland	52.2	16.50	222,041	13,457	...	...	...	...	...	158,134	9,584	33,370	3,249	38,851	6,531	7,553	23,892	7,725	...	...	...
Vineland-Millville-Bridgeton Metro Area	132.5	43.58	542,900	12,458	6.9	13.9	11.9	28.9	31.8	328,420	7,536	81,758	6,714	50,462	14,192	18,526	50,946	21,314	72.08	...	...
ESSEX E-4	931.5	324.33	5,007,972	15,441	6.6	11.4	9.3	23.4	42.9	2,313,594	7,133	567,589	61,527	332,619	178,677	114,859	371,623	139,601	548.82	...	...
Belleville	41.3	14.45	189,281	13,099	...	...	...	...	...	68,224	4,721	18,818	1,623	2,625	1,486	3,420	20,839	5,382	...	...	...
Bloomfield	53.1	19.62	302,062	15,396	...	...	...	...	...	118,529	6,041	41,519	3,332	3,914	10,133	5,617	16,480	10,007	...	...	...
East Orange	73.9	30.18	418,273	13,859	...	...	...	...	...	163,485	5,417	47,919	4,084	16,480	11,034	6,471	20,354	11,946	...	...	...
Irvington	59.8	25.45	315,051	12,379	...	...	...	...	...	148,057	5,818	41,732	4,491	6,179	12,091	5,781	33,422	9,466	...	...	...
Livingston	32.4	9.20	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Maplewood Township	24.8	8.34	...	...	...	...	...	...	...	59,706	7,159	17,172	1,439	252	1,146	970	17,411	8,186	...	...	...
Millburn Township	21.8	7.45	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Montclair	43.5	15.50	244,725	15,789	...	...	...	...	...	131,385	8,476	22,518	4,604	16,054	8,950	8,342	40,155	5,473	...	...	...
Newark	371.6	126.65	1,340,022	10,581	...	...	...	...	...	948,614	7,490	196,791	24,981	198,944	82,655	54,889	116,661	44,196	...	...	...
Newark Metro Area	2,093.9	700.50	12,128,974	17,315	4.4	8.4	7.8	23.8	51.2	5,342,097	7,626	1,299,767	134,601	722,326	327,442	300,849	875,736	367,713	1,715.03	...	...
Nutley	32.5	11.14	189,635	17,023	...	...	...	...	...	50,195	4,506	17,524	1,429	3,071	2,827	3,299	3,775	6,527	...	...	...
Orange	30.6	12.18	155,335	12,753	...	...	...	...	...	85,672	7,034	23,053	3,355	3,248	6,887	5,618	15,242	6,104	...	...	...
West Orange	53.5	17.75	343,525	19,354	...	...	...	...	...	114,379	6,444	23,930	2,018	24,280	6,044	1,660	8,940	8,268	...	...	...
GLOUCESTER 8-9	184.4	57.14	808,722	14,153	4.4	8.7	10.6	30.9	41.1	319,271	5,588	83,476	7,991	15,561	8,210	14,278	75,311	30,215	77.96	3.1	45,119
Deptford Township	26.3	7.35	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
HUDSON F-4†	612.4	221.66	2,762,465	12,463	6.6	13.2	11.9	27.8	34.0	1,218,737	5,498	345,253	30,091	146,630	101,391	69,739	146,344	83,326	239.68	...	...
Bayonne	73.3	26.61	358,018	13,454	...	...	...	...	...	129,626	4,871	41,746	3,621	4,192	12,169	9,739	13,951	11,652	...	...	...
Hoboken	43.7	15.28	164,675	10,777	...	...	...	...	...	66,350	4,342	26,324	1,519	2,291	5,708	4,381	2,417	2,992	...	...	...
Jersey City	257.4	93.40	1,130,905	12,108	...	...	...	...	...	506,946	5,428	139,118	14,273	59,904	43,369	27,615	54,554	29,584	...	...	...
Jersey City Metro Area	612.4	221.66	2,762,465	12,463	6.6	13.2	11.9	27.8	34.0	1,218,737	5,498	345,253	30,091	146,630	101,391	69,739	146,344	83,326	293.68	...	...
Kearny	37.0	13.33	189,791	14,238	...	...	...	...	...	100,475	7,538	31,400	2,373	23,895	4,853	3,940	8,880	8,308	...	...	...
North Bergen Township	49.1	19.06	...	...	...	...	...	...	...	119,811	6,286	31,572	1,193	15,354	3,379	4,159	25,088	9,202	...	...	...
Union City	59.9	22.80	257,307	11,285	...	...	...	...	...	143,631	6,300	36,923	2,945	29,809	9,362	8,647	21,943	5,132	...	...	...
West New York	41.8	16.15	201,616	12,484	...	...	...	...	...	100,006	6,192	23,543	2,615	4,465	20,802	9,993	15,963	3,053	...	...	...
HUNTERDON C-5	74.5	24.25	396,167	16,337	4.0	8.7	8.9	27.3	47.9	157,644	6,501	38,170	2,816	4,975	10,012	7,302	21,974	16,295	39.19	4.6	23,601
MERCER D-6	322.6	106.83	1,746,994	16,353	4.5	9.0	8.7	26.1	47.3	807,530	7,559	171,698	21,926	114,212	44,797	47,137	139,335	60,466	168.64	1.1	11,555
Ewing	34.6	11.48	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Hamilton	87.5	28.75	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Trenton	103.7	35.82	427,694	11,940	...	...	...	...	...	320,007	8,934	52,883	8,647	65,375	28,683	16,761	38,784	19,748	...	...	...
Trenton Metro Area	322.6	106.83	1,746,994	16,353	4.5	9.0	8.7	26.1	47.3	807,530	7,559	171,698	26,926	114,212	44,797	47,137	139,335	60,466	168.44	...	...
MIDDLESEX E-6†	606.3	187.98	3,209,688	17,075	2.6	5.3	7.2	28.0	53.9	1,403,220	7,465	347,517	35,010	298,946	61,551	51,237	189,465	113,794	266.76	.9	20,686
Carteret	23.5	7.56	111,619	14,764	...	...	...	...	...	31,971	4,229	12,718	1,619	1,661	932	1,201	1,003	3,550	...	...	...
East Brunswick Township	38.8	10.72	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Edison Township	73.5	22.37	...	...	...	...	...	...	...	171,346	7,660	34,175	3,003	32,808	8,358	3,454	7,703	8,444	...	...	...
Madison Township	55.9	16.15	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
New Brunswick	41.8	13.70	190,246	13,887	...	...	...	...	...	191,028	13,944	33,221	2,960	44,698	15,779	12,992	38,049	11,281	...	...	...
New Brunswick-Perth Amboy-Sayreville Metro Area	606.3	187.98	3,209,688	17,075	2.6	5.3	7.2	28.0	53.9	1,403,220	7,465	347,517	35,010	298,946	61,551	51,237	189,465	113,794	266.76	...	...
Perth Amboy	40.4	14.64	186,124	12,713	...	...	...	...	...	120,713	8,245	22,358	2,775	8,229	11,786	8,523	30,832	6,417	...	...	...

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

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

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 197 ($000)
Piscataway Township	42.2	12.82														456	285	2,166			
Sayreville	36.0	10.72	176,572	16,471						68,097	6,352	31,261	999	10,814	1,809						
South Plainfield	22.1	6.24	111,138	17,811						43,968	7,046	26,437	2,238	1,596	79	361	4,904	4,299			
Woodbridge Township	104.1	30.87								176,843	5,729	58,107	5,344	51,184	2,974	8,473	21,273	25,713			
MONMOUTH F-6†	487.5	152.49	2,625,901	17,220	4.6	9.1	8.3	24.0	49.9	1,218,696	7,992	301,327	25,834	183,039	57,213	45,637	191,539	84,473	230.66	2.5	30,481
Asbury Park	16.1	6.91	67,702	9,798						111,850	16,187	12,153	1,895	17,248	18,621	6,041	20,414	4,566			
Hazlet Township	24.5	6.47																			
Howell Township	25.7	7.47																			
Long Branch	33.4	12.27	174,747	14,242						65,401	5,330	16,625	2,636	3,287	3,253	3,311	12,417	5,091			
Long Branch-Asbury Park Metro Area	487.5	152.49	2,625,901	17,220	4.6	9.1	8.3	24.0	49.9	1,218,696	7,992	301,327	25,834	183,039	57,213	45,637	191,539	84,473	230.66		
Middletown Township	61.3	17.16								146,688	8,548	69,334	4,665	46,070	1,228	1,045	1,360	6,992			
Neptune Township	30.1	10.08																			
Red Bank	13.0	5.35	73,137	13,670						95,763	17,900	11,760	1,932	9,705	8,514	5,116	33,354	4,002			
MORRIS E-3†	406.8	125.47	2,511,743	20,019	1.9	4.2	5.8	23.7	62.2	958,590	7,640	253,685	22,170	122,764	30,449	50,002	147,782	76,623	184.02	1.2	8,683
Dover	15.7	5.42	80,783	14,905						96,432	17,792	18,826	1,821	9,978	6,718	3,637	26,761	5,803			
Parsippany-Troy Hills Township	65.7	20.73																			
OCEAN E-8†	256.2	90.48	1,112,060	12,291	8.1	14.5	12.1	27.2	32.3	597,517	6,604	146,979	13,453	49,740	17,396	26,568	102,155	46,052	78.14	.6	5,537
Brick Township	41.7	13.60																			
Dover Township	52.8	17.97																			
Lakewood Township	30.4	11.59																			
PASSAIC E-2	466.9	158.55	2,409,091	15,195	5.2	9.7	9.6	27.1	43.7	1,356,513	8,556	270,869	25,358	185,096	71,946	63,350	188,798	77,936	261.53	.1	1,032
Clifton	81.4	29.84	517,905	17,356						173,005	5,798	51,580	3,813	7,340	3,826	3,388	40,339	17,750			
Passaic	54.6	20.63	257,275	12,471						281,381	13,639	33,429	3,557	14,341	26,944	14,415	16,749	5,581			
Paterson	154.4	54.91	630,823	11,488						362,465	6,601	74,108	8,963	55,027	28,721	27,784	78,071	19,362			
Paterson-Clifton-Passaic Metro Area	466.9	158.55	2,409,091	15,195	5.2	9.7	9.6	27.1	43.7	1,356,513	8,556	270,869	25,358	185,096	71,946	63,350	188,798	77,936	261.53		
Wayne Township	54.8	15.96								122,298	7,663	30,974	2,206	37,648	4,047	5,974	22,931	9,269			
SALEM B-9	65.1	21.71	281,798	12,980	5.6	11.2	11.8	31.7	33.9	143,772	6,622	30,662	2,266	3,917	4,413	6,448	29,638	20,168	40.00	3.0	42,448
SOMERSET D-6	205.8	63.69	1,253,721	19,685	2.1	4.4	5.9	23.9	61.1	503,296	7,902	129,101	13,178	89,947	21,777	19,969	19,697	37,756	85.73	2.0	7,825
Bridgewater Township	35.1	9.89																			
Franklin Township	33.9	10.12																			
North Plainfield	23.4	8.78	148,020	16,859						56,163	6,397	10,028	620	9,887	2,569	5,742	17,959	5,791			
SUSSEX D-2	87.2	27.63	422,573	15,294	3.7	8.2	10.0	29.2	44.9	184,508	6,678	51,600	3,751	18,209	5,090	5,810	30,745	13,946	36.35	3.0	19,721
UNION E-4†	549.8	187.01	3,355,538	17,943	3.4	6.9	7.6	24.8	54.0	1,566,617	8,377	349,392	37,726	176,996	96,539	116,019	276,634	113,733	356.42	.1	6,652
Cranford Township	27.3	8.46								37,619	4,447	6,433	1,457	662	2,031	1,549		6,109			
Elizabeth	114.6	42.28	576,063	13,625						288,624	6,826	74,655	9,760	25,331	23,979	16,361	54,753	16,411			
Hillside Township	21.2	7.44								38,211	5,136	5,032	1,021	756	703	10,314	3,224	5,750			
Linden	41.3	14.36	220,020	15,322						117,128	8,157	25,411	1,971	1,457	5,462	13,770	28,567	6,967			
Plainfield	48.3	16.59	250,985	15,129						203,194	12,248	27,817	4,297	59,803	12,177	14,992	39,353	9,909			
Rahway	31.2	10.82	162,966	15,062						86,976	8,038	20,294	1,911	1,836	3,039	17,097	15,846	5,604			
Roselle	22.8	7.85	119,216	15,187						30,396	3,872	12,344	1,199	1,585	959	1,572	726	3,829			
Scotch Plains Township	23.6	7.06																			
Summit	23.9	8.41	235,716	28,028						87,262	10,376	17,199	2,598	2,789	8,823	3,669	30,551	5,156			
Union Township	52.7	18.54								257,066	13,865	60,205	3,331	47,107	11,450	13,729	46,676	20,411			
Westfield	34.1	10.72	280,656	26,181						114,915	10,720	22,637	2,474	6,601	9,875	4,503	30,617	6,186			
WARREN C-3	76.8	26.05	368,513	14,146	4.9	10.6	10.5	29.6	40.1	178,290	6,844	59,403	3,037	10,581	5,265	6,891	25,297	18,788	43.66	2.0	21,305

NEW JERSEY

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

ASBURY PARK (1 AM; 1 FM)

Plus 1 paid duplicate.
Monmouth County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WADB (FM)

1968
POINT PLEASANT

NAB RAB

(This is a paid duplicate of the listing appearing under Point Pleasant, N. J.)
Media Code 4 231 6490 4.00
Pleasant Broadcasters, Inc., 1715 F Street, South Belmar, N. J. 07719. Phones 201-681-3800, 892-4300, 531-0050.

STATION'S PROGRAMMING DESCRIPTION
WADB (FM): Programmed for adults and young adults.
MUSIC 85%: 24 hour continuous, M-Sun, featuring standards, showtunes, middle-of-the-road, film music, semi-classic. Swing music. NEWS: live 5 min news, local, national, international, stocks, sports every hour. Live 2 min weather, local national and appropriate seasonal sports information every hour on half hour. Public service announcements aired if appropriate, includes school closings, road conditions, editorials. Religious program, 8:30-8:45 am every Sun. COMMERCIAL POLICY: average 12 commercial minutes per hour. Station has ability to provide remote broadcasts. Contact Representative for further details. Rec'd 6/25/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Adamant Brown.
Program Director—Tom F. Hughes.
Sales Manager—William R. Stark.

2. REPRESENTATIVES
Mary Roslin, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. vert.); 95.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 155 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 42a, 43, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60l, 61c, 62c.
Cancellation: *70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(*) Termination can be effective after 28 days from start of program.
Rateholder: Minimum 4 broadcasts per week.

TIME RATES
Eff 8/1/75—Rec'd 6/25/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	500x
1 MINUTE						
AA	16.25	13.25	12.50	11.50	11.00	10.00
A	14.00	12.50	11.50	10.50	9.75	8.75
30 SECONDS						
AA	11.00	10.50	9.50	8.75	8.25	7.00
A	9.50	9.25	8.25	7.50	7.00	6.50

7. PACKAGE PLANS

WITHIN 7 DAYS/ROS. PER DAY:	5 ti	10 ti
1 min	335	630
30 sec	265	500

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	500x
CLASS AA						
2 min	18.00	17.00	16.25	15.75	15.25	14.00
5 min	24.00	20.50	19.50	18.00	17.00	16.00
CLASS A						
2 min	14.00	13.50	13.00	12.00	11.50	10.25
5 min	17.50	16.75	16.00	15.50	15.00	14.00

B: 75% of A
Edited by Adamant Brown.

(Q) (D)

WJLK — WJLK-FM

1926 — 1947

NAB RAB

Media Code 4 231 0490 0.00
Press Broadcasting Co., a subsidiary of Asbury Park Press, Inc., Press Plaza, Asbury Park, N. J. 07712. Phone 201-774-7000.

STATION'S PROGRAMMING DESCRIPTION
WJLK: Programmed for wide listener appeal.
MUSIC: hit parade from 9 am M-F. Sat from 10 am & from 6 am on Sun. NEWS: news, weather, features & sports 6-9 am M-F & 7-9 am Sat. News at :60 with emphasis on local happenings. SPORTS: play-by-play high school & area college, race results from nearby tracks, short features. Rec'd 4/4/75.

1. PERSONNEL
Executive Vice-President—Robert McAllan.
Station Manager—Richard E. Lewis.
Sales Manager—Jackson L. Anderson.

3. FACILITIES
1,000 w. days, directional; 250 w. nights, non-directional. 1310 kc.
Operating schedule: 6 am-midnight. EST.
FM-ERP 3,000 w.; 94.3 mc. Stereo.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 31, 33b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60l, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 26 Eff 7/1/75—Rec'd 6/4/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 x	18.15	12.60	17.25	12.00	10.35	7.20
100 x	15.25	10.50	14.50	10.00	8.70	6.00
350 x	13.10	9.45	12.45	9.00	7.50	5.40
500 x	10.95	8.05	10.40	7.65	6.25	4.60
1000 x	9.80	7.25	9.30	6.90	5.60	4.15

15 sec: 50% of 1-min.

7. PACKAGE PLANS
SPECIAL PROMOTIONS

PER DAY:	5 ti	10 ti
30 sec	311.50	553.00
1 min	458.50	812.00

7 consec days, each sold separately.

8. PROGRAM TIME RATES

A:	1x	52x	104x	260x	365x
2 min	24.65	19.95	17.65	16.50	15.30
5 min	29.30	23.50	21.15	20.55	18.85
10 min	49.35	39.95	35.20	32.30	29.35
1/4 hr	58.70	46.95	42.25	39.30	36.40
1/2 hr	108.00	88.00	77.50	71.70	65.80

AA—extra 5%.

10. SPECIAL FEATURES
NEWS—7 DAYS PER WEEK

	1 wk	13 wk	26 wk	52 wk
Plan A (1 per day)	146.80	117.45	93.95	76.35
Plan B (1 per day)	140.90	111.55	88.00	70.45
Plan C (2 per day)	140.90	111.55	88.00	70.45
Weather (4 per day)	135.25	105.65	82.20	64.65

News plans or programs combinable with spots for additional frequency.
Edited by Jack Anderson.

(Q)

ATLANTIC CITY (4 AM; 4 FM)

(including Pleasantville)
Atlantic County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAYV

1961
ATLANTIC CITY

Media Code 4 231 0612 9.00
Radio WAYV, Inc., Ritz Apts., Boardwalk at Iowa Ave., Atlantic City, N. J. 08401. Phone 609-345-3211.

STATION'S PROGRAMMING DESCRIPTION
WAYV: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: every other hour at :28. Marine & beach weather at :58. Rec'd 1/28/75.

1. PERSONNEL
General Manager—Carl Monk.
Sales Manager—Ronald Miller.
Operation Director—Patrick Nason.

3. FACILITIES
ERP 10,000 w.; 95.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12c, 13b, 14b, 15a, 15d.
Basic Rates: 20a, 21a, 22a, 23a, 23b, 29b, 30, 33d.

(This listing continued on next page)

Contracts: 40a, 41, 43, 44b, 45, 46, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES
No. 1 Eff 7/1/74—Rec'd 8/19/74.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	13 ti	24 ti	30 ti
6 am-midnight	16	15	14	13	12

30 sec/less: 80% of 1-min.

WFPG
1940
ATLANTIC CITY

RAB

Media Code 4 231 0735 8.00
Eastern Broadcasting Co., Steel Pier, Atlantic City, N. J. 08401. Phone 609-348-4646.
STATION'S PROGRAMMING DESCRIPTION
WFPG: Programmed for adults.
NEWS: on hour followed by local news provided by 3 local newsmen from 2 equipped mobile units. 1 mobile unit has studio facilities for store openings. News periods followed by personalities playing standards and middle-of-the-road music. Station participates in community fund raising activities with heavy emphasis on community involvement. Programs include daily report by executive director of chamber of commerce, feature race, 3 direct broadcasts from weather bureau, 4 hours of music nightly, when not in baseball. Contact Representative for further details. Rec'd 3/21/67.

1. PERSONNEL
President—Daniel Diener.
General Manager—Catherine Clark.
Commercial Manager—Bill Rosenfelt.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days. 250 w. nights; 1,450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 3.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 45, 49.
Comb.; Cont. Discounts: 61a, 61b, 62b, 62e.
Cancellation: 71a.
Affiliated with CBS.
Affiliated with The Rep Network.

TIME RATES
Eff 5/1/73—Rec'd 6/22/73.
AA—6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A, 1 MIN:	1 wk	26 wk	52 wk
1 ti	11.77	10.60	9.40
6+	10.60	9.40	8.24

30 sec: 80% of 1-min.
Class AA: Per spot extra 1.00.

WFPG-FM
1962
ATLANTIC CITY

RAB

Media Code 4 231 0736 6.00
Eastern Broadcasting Co., Steel Pier, Atlantic City, N. J. 08401. Phone 609-343-4646.
See affiliated AM station for additional information.

1. PERSONNEL
Commercial Manager—Cole Leaming.
3. FACILITIES
ERP 50,000 w.; 96.9 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 360 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
Eff 5/1/73—Rec'd 6/22/73.
AA—6-9 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A, 1 MIN:	1 wk	26 wk	52 wk
1 ti	11.77	10.60	9.40
6+	10.60	9.40	8.24

WGRF
1974
PLEASANTVILLE

NAB NAFMB

A Merv Griffin Station
Media Code 4 231 0858 5.00
WMID, Inc., Ohio & Murray Ave., Atlantic City, N. J. 08404. Phone 609-344-5113.
STATION'S PROGRAMMING DESCRIPTION
WGRF: MUSIC: Popular MOR. News, weather & shoreline reports. Contact Representative for further details. Rec'd 7/12/74.

1. PERSONNEL
President—Merv Griffin.
Executive Vice-President—Stephen B. Labunski.
General Manager—Robert F. Johnstone.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 308 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WMID.

TIME RATES
No. 1 Eff————Rec'd 6/21/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	16 ti
1 min	8	7	6

30 sec: 80% of 1-min.
Edited by Alice Caunitz.

WMGM (FM)
1961
ATLANTIC CITY

NAB

A Green Group Station
Media Code 4 231 1225 9.00
South Jersey Radio, Inc., 15 S. Shore Rd., Linwood, N. J. 08221. Phone 609-641-1400.

1. PERSONNEL
Executive Vice-President—Howard L. Green.
General Manager—Jack J. Kessler.
Program Director—Harry Gahagan.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 20,000 w.; 103.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 43.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WOND.

TIME RATES
Eff 11/1/73—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS

	1 wk	13 wk	26 wk	52 wk
7 ti	8.50	8.00	7.50	7.00
14 ti	8.25	7.85	7.00	6.35
21 ti	8.00	6.50	6.00	5.50

30 sec: 80% of 1-min.
Submitted by Jack J. Kessler.

WMID
1947
ATLANTIC CITY

A Merv Griffin Station
Alan Torbet Associates, Inc.

NAB

Media Code 4 231 1470 1.00
WMID, Inc., Ohio & Murray Aves., Atlantic City, N. J. 08404. Phone 609-344-5113.
STATION'S PROGRAMMING DESCRIPTION
WMID: Programmed for housewives and commuters. MUSIC: controlled play of current hits featured, 24 hours a day. All-time million sellers played during housewife hours. Telephone talk show 12:10-1 pm, M-F. 3 man local news department integrated with network news at :55. Extra news scheduled at :25 during commuter hours. 2 radio equipped mobile news units. 2 portable FM transmitters available for remote broadcasts from shopping centers, civic affairs, etc. Contact Representative for further details. Rec'd 2/2/71.

1. PERSONNEL
President—Merv Griffin.
Executive Vice-President—Stephen B. Labunski.
General Manager—Robert F. Johnstone.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WGRF.
Affiliated with American Contemporary Network.

TIME RATES
Eff 6/1/68—Rec'd 4/22/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	15	14	13	12	11
A	13	12	11	10	9

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.
7. PACKAGE PLANS
IMPACT PLAN
(1/2 AA, 1/2 A)

1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
Per wk	12	11	10	9	3

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.
CONSECUTIVE WEEKS DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
10. SPECIAL FEATURES
News Broadcasts: Add 10% to rate.
Edited by Alice Caunitz.

WOND
1950
PLEASANTVILLE

NAB

A Green Group Station
Media Code 4 231 1715 9.00
South Jersey Radio, Inc., Old Turnpike, Pleasantville, N. J. 08232 Phone 609-641-1400.
STATION'S PROGRAMMING DESCRIPTION
WOND: Programmed for young adults.
AIR PERSONALITIES featured all day. NEWS: 5 min every hour at :55. 6-9 am middle-of-the-road music with appeal to commuters, weather information, quips, sports. 9 am-noon programmed for housewives, current hits with adult appeal, housewife hints, and quizzes. Noon-3 pm current hits with adult appeal mixed with standards. 3-6 pm programmed for commuters, featuring stock market news, sports, weather, and traffic reports. 6-9 pm current hits programmed for young adults. 9 pm-12M telephone call-in show. 12M-6 am current hits with adult appeal and standards. Contact Representative for further details. Rec'd 2/21/68.

1. PERSONNEL
Executive Vice-President—Howard L. Green.
General Manager—Jack J. Kessler.
Program Director—Harry Gahagan.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WMGM (FM).
Affiliated with American Entertainment Network.

TIME RATES
No. 9 Eff 11/1/70—Rec'd 10/21/70.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7-9 pm; Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	15.00	12.00	9.00	8.50	8.00
A	12.00	10.00	8.00	7.50	7.00
B	9.00	7.00	5.00	4.50	4.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
10. SPECIAL FEATURES
NEWS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
5 min	18.00	15.00	12.00	11.50	11.00

DISCOUNT
52 wk—10%
Submitted by Jack J. Kessler.

WUSS
(formerly WLDB)
1955
ATLANTIC CITY

NAB RAB

Media Code 4 231 1898 3.00
Atlantic Business & Community Development Corp., 1500 Absecon Blvd., Atlantic City, N. J. 08401. Phone 609-347-4200.
STATION'S PROGRAMMING DESCRIPTION
WUSS: Programmed to black community, adults & young adults, 18-60.
MUSIC: R & B, jazz, pops, latin. Jazz program midnight-6 am. NEWS: network at :60, local at :30; AP. SPORTS: at 7:30 am. Sun: gospel recordings 6-10 am, church remotes 10 am-noon, noon-midnight. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Owner & Pres. —Mac Macall.
General Manager—Hy Lit.
Ass't Gen'l Mgr./Prog.—Champe Haggins.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See Coded regulations
Affiliated with Bernard Howard Black Radio Network and National Black Network.

TIME RATES
Eff 2/75—Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

PER WK,	1 min			30 sec		
EA:	1 wk	13 wk	52 wk	1 wk	13 wk	52 wk
10 ti	5.75	5.50	5.00	4.75	4.50	4.00
15 ti	5.50	5.25	4.75	4.50	4.25	3.75
20 ti	5.25	5.00	4.50	4.25	4.00	3.50
25 ti	4.75	4.50	4.00	3.75	3.50	3.00
30 ti	4.25	4.00	3.50	3.25	3.00	2.75

Midnight-6 am, flat 3.00.
Mon thru Sat 6-10 am & 3-7 pm, per spot extra .50.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 wk	20	35	65	110
13 wk	15	20	55	80
52 wk	10	15	30	55

BLAIRSTOWN
Warren County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WFMV (FM)
1973

NAB

Media Code 4 231 2082 3.00
Warren Broadcasting Co., Box 428, Hope & Blairstown Rds., Blairstown, N. J. 07825. Phone 201-362-8221.
STATION'S PROGRAMMING DESCRIPTION
WFMV (FM): Solid gold.

1. PERSONNEL
Sta. & Com'l Mgr.—C. F. Betyeman.
2. REPRESENTATIVES
Grant Webb & Company, Inc.
3. FACILITIES
ERP 275 w. (horiz.), 275 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,640 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WCRV, Washington, D. C.
Affiliated with The Rep Network.

TIME RATES
Eff—Rec'd 6/25/73.

6. SPOT ANNOUNCEMENTS

(Mon thru Sat 6 am-6 pm)	1x	26x	52x	260x	500x
1 min	10.00	9.00	7.00	6.00	5.00
30 sec	9.00	8.00	6.00	5.00	4.50
(Mon thru Sat 6 pm-6 am)					
1 min	9.00	8.00	7.00	5.00	4.00
30 sec	8.00	7.00	6.00	4.00	3.50
(Sun all day)					
1 min	8.00	7.00	6.00	4.00	3.50
30 sec	7.50	6.50	5.50	3.50	3.00

10. SPECIAL FEATURES
5-MINUTE NEWS

MON THRU SAT:	1x	26x	52x	260x	500x
6 am-6 pm	15	13	11	10	8
7 pm-5 am	13	11	10	8	7
All day Sun	10	8	6	5	4

News equipment charge, extra 10%.

BRIDGETON (1 AM; 1 FM)
Cumberland County—Map Location C-11
See SRDS consumer market map and data at beginning of the State.

WSNJ
1937

NAB

Subscriber to the NAB Radio Code
Media Code 4 231 2205 0.00
Eastern States Broadcasting Corp., Bridgeton, N. J. 08302. Phone 609-451-2930.
STATION'S PROGRAMMING DESCRIPTION
WSNJ: Adult general interest programming.

1. PERSONNEL
Vice-Pres. & Sales Mgr.—Edward Bold.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. EST.
4. AGENCY COMMISSION
15% on net time charges only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: National AgRadio Groups, Inc.

TIME RATES
Eff 1/15/75—Rec'd 1/30/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.25	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.25	5.00
10 sec	7.00	6.50	6.00	5.50	5.00	4.50	3.75	3.50

WSNJ-FM
1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 231 2206 8.00
Eastern States Broadcasting Corp., Bridgeton, N. J. 08302. Phone 609-451-2930.
See affiliated AM station for additional information.

5. FACILITIES
ERP 15,200 w.; 107.7 mc.
Operating schedule: Simulcast with AM 6:00 am-noon; separately from noon-midnight.
Antenna ht.: 484 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES

Rates are identical to WSNJ. See that listing.

CAMDEN (2 AM)
Camden County—Map Location C-9
See SRDS consumer market map and data at beginning of the State.

WCAM
1926

Media Code 4 231 2450 2.00
City of Camden, N. J., 6th and Market Sts., Camden, N. J. 08101. Phone 609-365-5800. Philadelphia phone 215-922-3060.

1. PERSONNEL
Gen'l Mgr. & Prog. Dir.—Pat Delai.
News Director—Jack Lamar.
Sales Mgr. & Farm Dir.—Gregg Walsh.
3. FACILITIES
1,000 w. days, 250 w. nights; 1310 kc.
Non-directional
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22b, 23a, 25a, 28a, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 61b.
Cancellation: 70a, 71a, 73a, 73b.

TIME RATES
Eff 7/1/73—Rec'd 7/19/73.

6. SPOT ANNOUNCEMENTS

EA:	1x	90x	180x	270x	360x	450x	540x	1000x
1 min	12.50	12.00	11.50	11.00	10.50	10.00	9.50	8.00
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
10 sec	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	11.50	11.00	10.50	10.00	9.50	8.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50
10 sec	5.75	5.50	5.25	5.00	4.75	4.00

Minimum: 10 wks.

8. PROGRAM TIME RATES

	1x	52x	104x	156x	208x	260x
1 hr	145	135	125	115	105	95
1/2 hr	95	90	75	70	65	60
1/4 hr	60	55	52	50	48	46
5 min	25	24	23	22	21	20

(Camden continued on next page)

NEW JERSEY

Camden—Continued

WTMR
1948

Media Code 4 231 2695 2.00
Roberts Broadcasting Co., 2775 Mt. Ephriam Ave., Camden, N. J. 08104. Phone 609-962-8000. Philadelphia phone 215-923-4188.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tommy Roberts.
General Sales Manager—Milt Stevens.

3. FACILITIES
5,000 w. days; 800 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10g, 12h.
Basic Rates: 20a, 21d, 22b, 23a, 25a.
Contracts: 40c, 41, 42a, 46.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Affiliated with MBS.

TIME RATES
No. 4 Eff 5/1/74—Rec'd 4/4/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
PER WK, FIXED, 1 MIN:

	*1 ti	12 ti	16 ti	24 ti
AAA	15.00	33.60	32.20	30.80
AA	15.00	29.40	28.00	25.20
A	15.00	22.40	19.60	18.20

(*) Introductory rate, maximum use 1-6 ti.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

UNIT 6 PER WK:	*6 ti	12 ti	18 ti	24 ti
1 min	15.00	28.00	25.20	22.40

(*) Introductory rate, maximum use 1-6 ti.

10. SPECIAL FEATURES
NEWSCASTS

PER WK, MON THRU SAT:	AAA	AA	A
5 min	210	168	150

CANTON
Salem County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

See Salem
(including Canton)

CAPE MAY
Cape May County—Map Location D-11
See SRDS consumer market map and data at beginning of the State.

WRIO (FM)
1972

Media Code 4 231 2800 8.00
Cape Christian Broadcasters, Inc., Box 258, Rio Grande, N. J. 08242. Phone 609-886-1144.

1. PERSONNEL
Station Manager—William Lamon.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 145 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	104x	156x	260+
1 min	3.50	3.00	2.75	2.50	2.00
30 sec	2.75	2.25	2.00	1.75	1.50
10 sec	1.75	1.50	1.40	1.25	1.00

7. PACKAGE PLANS

PER WK, EA:	10 ti	20 ti	30 ti
1 min	3.00	2.60	2.30
30 sec	2.25	1.95	1.65

10. SPECIAL FEATURES

PER WK:	1 wk	5 wk	14-52
Newscasts	40	35	30
Local News & weather	35	30	25

Incl 1-min open, 1 30-sec close, based on 6 days a wk, same time each day.

DOVER (1 AM; 1 FM)
Morris County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WDHA-FM
1961

Drexel Hill Associates, Ltd.
Media Code 4 231 2940 2.00
Drexel Hill Associates, Ltd., State Hwy. 10, Dover, N. J. 07801. Phone 201-366-2424.

STATION'S PROGRAMMING DESCRIPTION
WDHA-FM: MUSIC: adult top 40 7:30 am-10 pm, jazz 10 pm-1 am. Big band music of 30's & 40's 8 pm-1 am Sat. Classical 7-11 pm Sun. NEWS: emphasis on local & regional with extended summaries at 7, 8, 9 am, noon & 10 pm. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
President—Peter L. Arnow.
Vice-Pres. & Gen'l Mgr.—Robert A. Linder.
Commercial Manager—F. Barry Farquhar.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Quadraphonic.
Operating schedule: 18 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 5, 8.
Rate Protection: 10d, 14d, 15b.
Basic Rates: 21a, 23a, 24b, 28a, 28c, 29a.
Contracts: 40a, 42b, 45, 48, 50.
Comb.; Cont. Discounts: 60a, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WMTR, Morristown.
Member: The Groskin Group.

TIME RATES
No. 10 Eff 7/1/70—Rec'd 2/21/72.

6 SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	20	19	18	17	16	15	14
30 sec	16	15	14	13	12	11	10

WRAN
1964

Mort Bassett & Co., Inc.

Media Code 4 231 3165 3.00
Community Broadcasting of New Jersey, Inc., Rt. 10 at Millbrook Ave., Dover, N. J. 07801. Phone 201-366-1510. Morristown Phone 201-538-3500.

STATION'S PROGRAMMING DESCRIPTION
WRAN: Programmed for adults & young adults. MUSIC: modern MOR. Spanish music program 8-10 pm Sun. NEWS: emphasis on state, county & local at :60 & :30. Expanded newscasts at 7, 8, am, noon & 11 pm; 30 min at 6 pm. Community datebook at :15 & :45. Consumer complaint investigation program 10:30 am M-F. Weather at :15 & :45. Expanded local weather at 6:45, 7:45 & 8:45 am plus emergency updates. Stock market & financial reports during noon news; daily closings at 5 & 6 pm plus updates. SPORTS: weekly high school football, wrestling & basketball. Auto & boat racing. Professional basketball. Daily reports at 7:25, 8:25 am, 5:25 pm & during 6 pm news plus updates. FARM: 5 min at 5:30 am M-F. Contact Representative for further details. Rec'd 4/1/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard E. Bailey, Jr.
Program Director—Stephen D. Haltom.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.

3. FACILITIES
10,000 w. days, 500 w. nights; 1510 kc. Directional.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29b.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 9 Eff 9/1/74—Rec'd 12/3/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—All other times.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
AA	19.50	18.25	17.00	16.50	16.00
A	16.50	15.25	14.00	13.50	13.00
B	13.00	12.50	12.25	12.00	11.75

IMPACT—1/2AA, 1/2A&B
12 per wk, ea 15 24 per wk, ea 14
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Submitted by Richard E. Bailey, Jr.
(Q)

EATONTOWN (1 AM; 1 FM)
Monmouth County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WHTG — 1957 / WHTG-FM — 1960

Media Code 4 231 3430 3.00
Harold and Theo Gade, 1129 Hope Road, Ocean, N. J. 07712. Phones 201-493-2000, 542-1410.

1. PERSONNEL
General Manager—Mrs. Theo Gade.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.
Operating schedule: 6 am-midnight. EST.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 7/1/74—Rec'd 7/22/74.

6. SPOT ANNOUNCEMENTS

	1x	100x	300x	500x	1000x
1 min	14.00	13.45	11.59	9.71	8.71
30 sec	11.29	9.41	8.41	7.12	6.47
15 sec	8.12	7.29	6.59	5.88	5.18

EGG HARBOR CITY
Atlantic County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WRDR (FM)
1971

Media Code 4 231 3490 7.00
Rodio Radio, Inc., 182 N. White Horse Pike, Hammonton, N. J. 08037. Phone 609-561-1900.

1. PERSONNEL
Pres. & Gen'l Mgr.—James N. Rodio.

3. FACILITIES
Eff 3,000 w.; 104.9 mc. Stereo.
Operating schedule: EST.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WRDI, Hammonton.

TIME RATES
No. 1 Eff 9/15/71—Rec'd 10/28/71.

7. PACKAGE PLANS

1-12 WK, PER WK:	6 ti	12 ti	18+
1 min	5.75	5.50	4.75
30 sec	4.25	4.00	3.75
10 sec	2.75	2.50	2.25
13+ WK:			
1 min	5.25	4.75	4.25
30 sec	3.75	3.50	3.25
10 sec	2.50	2.25	2.00

IMPACT PLAN

	1x	53x	156x	260x	520+
1 min	5.25	5.00	4.50	4.25	4.00
30 sec	3.75	3.50	3.25	3.00	2.50
10 sec	2.50	2.25	2.00	1.75	1.50

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER

PER WK:	10 min	5 min
5 days	16	12

Minimum 13-wk contract.

ELIZABETH
Union County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WJDM
1970

Media Code 4 231 3550 8.00
Radio Elizabeth, Inc., Box 1530, 9 Caldwell Pl., Elizabeth, N. J. 07201. Phone 201-965-1530.

STATION'S PROGRAMMING DESCRIPTION
WJDM: Programmed for adults and young adults.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ken Holmberg.
Program Director—Tony Allen.

3. FACILITIES
500 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1-A Eff 9/1/74—Rec'd 9/4/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK, EA:	1 min	30 sec	1 min	30 sec
6 ti	17.65	14.15	16.50	13.20
12 ti	16.50	18.20	15.30	12.25
18 ti	15.30	12.25	14.15	11.30
24 ti	14.15	11.30	13.00	10.35
30 ti	13.00	10.35	11.75	9.40

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN:	Ea
12 Plan (5AA, 7A)	14.70
18 Plan (8AA, 10A)	13.50
24 Plan (10AA, 14A)	12.35
30 Plan (12AA, 18A)	11.20

10. SPECIAL FEATURES

	AA			A		
NEWS:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
*10 min	42	40	38	---	---	---
†5 min	30	26	22	26	21	16
‡3 min	22	18	14	18	16	13

(*) Incl open & close & 2 1-min spots.
(†) Incl open & close & 1 1-min spot.
(‡) Incl open & 1 1-min spot.

FRANKLIN
Sussex County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WSUS
1965

Media Code 4 231 3675 3.00
Sussex County Stereo, Inc., Box 102, Franklin, N. J. 07416. Phone 201-827-2525.
Other office: 19-21 High St., Newton, N. J. 07860. Phone 201-383-5744.

STATION'S PROGRAMMING DESCRIPTION
WSUS: Current hits & modern country music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Peter M. Bardach.

3. FACILITIES
ERP 3,000 w (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 19 hours daily. EST.
Antenna ht.: 1,610 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS & KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 10/1/74—Rec'd 10/29/74.
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat 8 am-8 pm; Sun noon-8 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	11.00	9.00	10.00	8.00	9.00	7.00
18 ti	10.50	8.50	9.50	7.50	8.50	6.50
24+	10.00	8.00	9.00	7.00	8.00	6.00

7. PACKAGE PLANS
12, 18 or 24 spots per wk scheduled 1/3AA, A, B, Class B rates apply.

10. SPECIAL FEATURES
Network news at :05—applicable rate plus 1.00.
Tri-state local news at :60—applicable rate plus 2.00.
High school news—Mon thru Fri 7:30 & 10:30 pm, 1 min flat 10.00.
Farm news—Daily 5:30 and 7:30 am, 1 min flat 11.00.
Weather reports—Daily 6-10 am, 1 min flat 11.00.
Jay Edwards sports—Mon thru Sat 6:30 am, 1 min flat 11.00.
30 sec: 70% of 1-min. (CR)

HACKENSACK
Bergen County—Map Location F-2
See SRDS consumer market map and data at beginning of State.

See New York Urban Area

HAMMONTON
Atlantic County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

WRDI
1961

Media Code 4 231 3920 3.00
Rodio Radio, Inc., 182 North White Horse Pike, Hammonton, N. J. 08037. Phone 609-561-1900.

STATION'S PROGRAMMING DESCRIPTION
WRDI: Modern Pop.

1. PERSONNEL
Pres. & Gen'l Mgr.—James N. Rodio.

3. FACILITIES
1,000 w. days; 1580 kc.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
FM facilities: WRDR (FM), Egg Harbor City.
Member: National AgRadio Groups, Inc.

TIME RATES
No. 3 Eff 9/15/71—Rec'd 10/28/71.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	104x	156x	260x	312x	520x
1 min	5.00	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	4.00	3.20	3.00	2.80	2.60	2.40	2.20	2.00

10. SPECIAL FEATURES
HEADLINES

PER YR:	1x	26x	52x	104x	156x	260x	312x	520x
2 min	6.00	5.00	4.50	4.25	4.00	3.75	3.50	3.25

LAKEWOOD
Ocean County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WHLW
1970

Media Code 4 231 4075 5.00
Mid-State Broadcasting Co., Box 1170, Lakewood, N. J. 08701. Phone 201-364-4400.

STATION'S PROGRAMMING DESCRIPTION
WHLW: Programmed for adults and young adults. MUSIC: contemporary, top 40. Personality oriented. Rec'd 8/23/74.

1. PERSONNEL
General Manager—Seymour Abramson.
Station Manager—Joey Reynolds.
Sales Manager—Terrence Schlenk.

3. FACILITIES
5,000 w. days; 1170 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 8/1/74—Rec'd 8/23/74.

ROS, 1 MIN:	1 ti	6 ti	12 ti	16 ti	24 ti
1 wk	15.00	14.05	12.40	11.40	10.65
6 wk	14.70	13.75	12.13	11.15	10.50
13 wk	14.35	13.45	11.90	10.90	10.40

30 sec: 60% of 1-min. 15 sec: 60% of 30 sec.
Fixed position, extra 20%.
(Q)

LONG BRANCH

Monmouth County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WRLB (FM)

1959

NAB RAB

Media Code 4 231 4165 4.00
Long Branch Broadcasting Co., Inc., 156 Broadway, Long Branch, N. J. 07740. Phone 201-222-1071.

STATION'S PROGRAMMING DESCRIPTION
WRLB (FM): Programmed to mature taste.
NEWS: local, state & national at :30 until 10 am and then at :60. MUSIC: MOR and oldies. Rec'd 12/10/73.

1. PERSONNEL
General Manager—Mickey Caruso.

2. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 6-4 am. EST.
Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 12/10/73.

6. SPOT ANNOUNCEMENTS

	1x	100x	300x	500x	1000x
1 min	8.65	7.70	6.80	6.20	5.20
30 sec	6.35	5.65	5.10	4.50	4.05
10/15 sec	4.40	4.05	3.70	3.35	2.90

MILLVILLE

Cumberland County—Map Location C-11
See SRDS consumer market map and data at beginning of the State.

See Vineland-Millville

MORRISTOWN

Morris County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WMTR

1948

NAB

Drexel Hill Associates, Ltd.
Media Code 4 231 4655 4.00
Drexel Hill Associates Ltd., Box 1250, Morristown, N. J. 07960. Phone 201-538-1250.

STATION'S PROGRAMMING DESCRIPTION
WMTR: Programmed for adults.
NEWS 25%: on hour and half hour, local 15%, regional, national, international 10%. 7-man news staff. AP wire service. UPI audio. 6 stock market reports plus 2 programs daily. 2 regional weather programs daily. 12 bulletin boards daily. TALK 15%: interviews, telephone call-in, education, health, women's. MUSIC 60%: current hits, showtunes, standards, middle-of-the-road, contemporary folk, pop rock. Contact Representative for further details. Rec'd 1/16/73.

1. PERSONNEL
President—Peter L. Arnow.
Commercial Manager—P. Barry Farquhar.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
5,000 w. days; 1250 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 22b, 24b, 25a, 29b.
Contracts: 42a, 44b, 46, 51b.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a.
FM facilities: WDHA-FM, Dover.
Member: The Groskin Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/72—Rec'd 10/9/72.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	40	38	36	34	32	30
30 sec	32	30	28	26	24	22

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
1 hr	280	266	253	241	230
1/2 hr	224	213	202	191	180
5 min	120	114	108	102	96
(Q)					

MOUNT HOLLY

Burlington County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WJJZ

1963

NAB

Media Code 4 231 4900 4.00
West Jersey Broadcasting Co., Box 585, Burlington, N. J. 08016. Phone 609-386-1555.
Studio: Box 1460, Mount Holly, N. J. 08060. Phone 609-267-8203.

STATION'S PROGRAMMING DESCRIPTION
WJJZ: Modern country; 5-min news at :60; sports.

1. PERSONNEL
Station Manager—Jack Seaner.

2. FACILITIES
5,000 w. days; 1460 kc. Directional.
Operating schedule: 6 am-local sunset. EST

4. AGENCY COMMISSION
15% time only.

TIME RATES
Eff 4/1/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS

ROS:	52x	104x	156x	520x	1000x
1 min	13	12	11	7	4
30 sec	11	10	9	6	3
10 sec	7	6	5	3	1

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	50 ti
1 min	10.00	8.00	7.00	5.00
30 sec	8.00	6.40	5.60	4.00
10 sec	4.00	3.20	2.80	2.00

NEWARK

Essex County—Map Location E-4
See SRDS consumer market map and data at beginning of the State

See New York Urban Area

NEW BRUNSWICK (1 AM; 1 FM)

Middlesex County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WCTC 1946 WQMR (FM) 1947

A Greater Media Station

Alan Torbet Associates, Inc.

NAB RAB

Media Code 4 231 5390 7.00
Raritan Valley Broadcasting Co., Peoples National Bank Bldg., 385 George St., New Brunswick, N. J. 08901. Phone 201-247-1450
New York office: 509 Madison Ave., Phone 212-752-1455.

STATION'S PROGRAMMING DESCRIPTION
WCTC: Programmed for general mass appeal.
MUSIC: MOR. Golden oldies 7:15 pm-2 am M-Sat. NEWS: at :60, 5:30 am-2 am. 30-min. news 6 pm. 6-man news department. Private weather service. Stock market reports 4:28 & 6:25 pm. Free lost & found, community calendar. Special home & garden, homemakers & dog shows. SPORTS: University football & basketball. Extensive high school sports coverage. Hungarian 12:15-1:30 pm Sun. Polish 1:30-3 pm Sun. Spanish 3:05-4 pm Sun. Jewish-American 4:05-5 pm Sun. Black 5:05-6 pm Sun. Telephone call-in 8:05 pm-midnight Wed. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
President—Peter A. Bordes.
General Manager—Anthony V. Marano
National Sales Manager—Philip H. Roberts

2. REPRESENTATIVES
Alan Torbet Associates, Inc

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc
Non-directional
Operating schedule: 5:30-2 am. EST.
FM-ERP 3,000 w.; 98.3 mc.
Operating schedule: Same as AM
Antenna ht.: 110 ft. above average terrain

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.
Basic Rates: 22b, 23a, 29a.
Contracts: 40c, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 70c, 71a.
Member: Greater New York Radio Group

TIME RATES
Eff ————Rec'd 6/14/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
CLASS AA					
1 min	44.00	42.00	40.00	38.00	.....
20/30 sec	35.50	34.00	32.00	30.00	.....
ID's	22.00	21.00	20.00	19.00	.....
CLASS A					
1 min	42.00	40.00	38.00	35.50	33.25
20/30 sec	34.00	32.00	30.00	28.50	26.75
ID's	21.00	20.00	19.00	17.75	16.75
CLASS B					
1 min	38.00	35.50	33.00	31.00	29.00
20/30 sec	30.00	28.50	26.75	25.00	23.50
ID's	19.00	17.75	16.50	15.50	14.50

7. PACKAGE PLANS

SATURATION PLAN I, PER WK:	1 min	20/30
24 ti (12AA, 4A, 8R)	798.00	642.00
12 ti (6AA, 2A, 4R)	456.00	360.00
SATURATION PLAN II, PER WK:		
42 ti (12AA, 18A, 12B)	1165.50	932.40
21 ti (6AA, 9A, 6B)	651.00	519.75

NEWTON (1 AM; 1 FM)

Plus 1 paid cross reference.
Sussex County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WIXL (FM)

1961

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 231 5635 5.00
Sussex County Broadcasters, Inc., Box 40, Newton, N. J. 07860. Phone 201-383-3400.
See affiliated AM station for additional information.
AM facilities: WNNJ.

STATION'S PROGRAMMING DESCRIPTION
WIXL (FM): Programmed for adults & young adults.

3. FACILITIES
ERP 5,000 w.; 103.7 mc. Stereo.
Operating schedule: 6-2 am. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 21 Eff————Rec'd 1/27/75.
A—Mon thru Sat 6 am-noon.
B—Mon thru Sat noon-6 pm; Sun 6 am-noon.
C—Mon thru Sat 6 pm-2 am; Sun noon-2 am.

6. SPOT ANNOUNCEMENTS

	A		B		C	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	9.35	7.50	7.80	6.25	4.70	3.75
13 x	8.70	6.95	7.25	5.85	4.40	3.55
26 x	8.40	6.70	7.05	5.60	4.30	3.40
52 x	7.60	6.00	6.30	5.05	3.90	3.10
104 x	6.90	5.55	5.75	4.60	3.55	2.85
156 x	6.40	5.05	5.30	4.25	3.45	2.60
260 x	5.30	4.30	4.45	3.55	2.70	2.20
312 x	5.10	4.10	4.25	3.45	2.60	2.00
520 x	4.65	3.70	3.95	3.10	2.35	1.90
1000 x	4.25	3.45	3.60	2.85	2.25	1.80

7. PACKAGE PLANS

	A		B		C	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
10 ti	69.40	46.45	58.20	38.80	35.85	27.65
20 ti	137.00	90.85	114.00	75.25	69.40	48.20
30 ti	205.80	136.40	171.10	110.50	104.10	68.80
40 ti	275.20	181.70	228.75	151.10	138.75	91.15
50 ti	344.00	227.00	252.25	190.00	174.05	114.10

WNNJ

1958

RAB

Subscriber to the NAB Radio Code
Media Code 4 231 5880 7.00
Sussex County Broadcasters, Inc., Box 40, Newton, N. J. 07860. Phone 201-383-3400.

STATION'S PROGRAMMING DESCRIPTION
WNNJ: Programmed for adults.

1. PERSONNEL
General Manager—Ralph Rood.

2. REPRESENTATIVES
Mary Roslin, Inc.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; Bills rendered and payable 1st of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WIXL (FM).
Affiliated with American Information Network.

TIME RATES
No. 21 Eff————Rec'd 1/27/75.
A—Mon thru Sat 6-10 am & 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	A		B	
	1 min	30 sec	1 min	30 sec
1 x	13.45	10.75	9.75	7.80
13 x	12.80	10.25	9.40	7.55
26 x	12.30	9.80	8.90	7.10
52 x	11.70	9.35	8.55	6.80
104 x	10.90	8.70	7.80	6.25
156 x	10.30	8.25	7.45	5.95
260 x	9.25	7.40	6.70	5.40
312 x	8.90	7.10	6.55	5.25
520 x	8.55	6.80	6.25	4.95
1000 x	8.15	6.50	6.00	4.80

7. PACKAGE PLANS

	A		B	
PER WK:	1 min	30 sec	1 min	30 sec
10 ti	111.15	80.00	81.75	58.80
20 ti	212.85	154.00	157.00	113.50
30 ti	315.75	223.50	232.85	164.85
40 ti	417.50	278.70	309.30	206.50
50 ti	511.60	350.00	378.70	257.60

WSUS

FRANKLIN
City of license, Franklin, N. J.
Newton office: 19-21 High St., Newton, N. J. 07860. Phone 201-383-5744.
See listing under Franklin, N. J.

OCEAN CITY (1 AM; 1 FM)

Cape May County—Map Location D-11
See SRDS consumer market map and data at beginning of the State

WSLT

1964

OCEAN CITY-SOMERS POINT
Media Code 4 231 6125 6.00
Salt-Tee Radio, Inc., 957 Asbury Ave., Ocean City, N. J. 08226. Phone 609-399-1555.
Other Studio: Near 5th Green, Somers Point Golf Course, Somers Point, N. J.

STATION'S PROGRAMMING DESCRIPTION
WSLT: Programmed for adults and young adults.
AIR PERSONALITIES handle all segments. NEWS: 4 min every half hour at :15 & :40. 3 man news department, 2 mobile units. SPORTS: 3 min every hour at :45, high school basketball and football, surf and fishing reports, boating weather. MUSIC hits of 50's & 60's. Personalities available for remote broadcasts and community activities. Contact Representative for further details. Rec'd 4/1/74.

NEW JERSEY

1. PERSONNEL
President—Robert Simpkins.
Sales Manager—Edwin Rosenfield.
Chief Engineer—Ray Kibitlewski.

2. REPRESENTATIVES
New York—Vic Piano Associates, Inc.

3. FACILITIES
1,000 w.; 1520 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 32a, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with KBS.

TIME RATES
Rates effective ————
Rates received February 17, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	10.00	8.00	5.00
13 ti	9.50	7.60	4.75
52 ti	9.00	7.20	4.50
104 ti	8.50	6.80	4.25
156 ti	8.00	6.40	4.00
260 ti	7.50	6.00	3.75
312 ti	7.00	5.60	3.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	100.00	60.00	40.00	30.00	20.00
26 ti	95.00	57.00	38.00	28.50	19.00
52 ti	90.00	54.00	36.00	27.00	18.00
104 ti	85.00	51.00	34.00	25.50	17.00
156 ti	80.00	48.00	32.00	24.00	16.00
260 ti	75.00	45.00	30.00	22.50	15.00
312 ti	70.00	42.00	28.00	21.00	14.00
(Q)					

WSLT-FM

OCEAN CITY
Media Code 4 231 6126 4.00
Salt-Tee Radio, Inc., 957 Asbury Ave., Ocean City, N. J. 08226. Phone 609-399-1555.

STATION'S PROGRAMMING DESCRIPTION
WSLT-FM: Programmed for adults.
NEWS: 2 min at :30; 10 min blocks in drive time with emphasis on local news, sports, weather. MUSIC: In uninterrupted segments, 60% instrumental, 40% vocal; popular & current hits. Air personalities available. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL
President—Robert Simpkins.
Sales Manager—Edwin Rosenfield.
Chief Engineer—Ray Kibitlewski.

3. FACILITIES
ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 15d.
Basic Rates: 21b, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60k, 61a.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 7/1/72—Rec'd 7/31/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	53x	105x	209+
1 min	4.25	4.00	3.75	3.50	3.25

7. PACKAGE PLANS

*M-A-N PLAN:	1x	13x	54x	105x	209+
1 min/ea time slot	12.00	10.50	9.00	7.50	6.75

(*) Morning, afternoon, night.

10. SPECIAL FEATURES

MUSIC SEGMENTS:	1x	13x	53x	105x	209+
1/4 hr	7.00	5.95	5.60	5.25	5.00
10 min	5.00	4.75	4.50	4.25	4.00

Incl. open & close plus 1 1-min spot.
(Q)

PARSIPPANY-TROY HILLS

Morris County—Map Location E-3.
See SRDS consumer market map and data at beginning of the State.

WPRJ

1973

Media Code 4 231 6248 6.00
Percypeny Radio, Inc., Percypeny Ln., Parsippany-Troy Hills, N. J. 07054. Phone 201-335-9775.

STATION'S PROGRAMMING DESCRIPTION
WPRJ: Programmed for adults & young adults.
MUSIC: MOR. NEWS: News plus stringers & correspondents. Newscasts at :30 & :60, 70% local/regional. AP service. Local talk show, high school reports, high school sports, hourly bulletin board & many special features. COMMERCIAL POLICY: maximum 12 minutes per hour. Rec'd 12/31/73.

1. PERSONNEL
President—Paul F. Godley, Jr.
Vice-Pres. & Gen'l Mgr.—William P. Godley.
Sales Manager—John Galvin.

3. FACILITIES
1,000 w.; 1310 kc.
Operating schedule: 6 am-local sunset. EST.

(This listing continued on next page)

Parsippany-Troy Hills—W P R J—Cont'd

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 33b.
Contracts: 40a, 41, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60b, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 11/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

	Per wk 6 ti	12 ti	16 ti	Per yr 78x	156x	312x	624x
1 min	12.75	11.80	10.80	9.75	9.25	8.80	8.30
30 sec	10.60	9.60	8.70	8.00	7.60	7.20	6.85

7. PACKAGE PLANS
THIRTY SIX PLAN—ROS

	1 min	30 sec
Mon thru Sat, 6 days, 6 per day	8.35	6.65
TOTAL AUDIENCE PLAN		
Mon thru Sat, 4 wk, 4 per day	8.20	7.00

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min. Incl 1 1-min spot plus 10-sec open & close. Minimum 3 per wk/13 wks.

PATERSON (1 AM; 1 FM)

Plus 1 paid cross reference.
Passaic County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WKER
POMPTON LAKES, N. J.

City of license, Pompton Lakes, N. J.
Paterson office: News Plaza, Paterson, N. J.
See listing under Pompton Lakes, N. J.

WPAT WPAT-FM

See listing under New York Urban Area.

PLAINFIELD

Union County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WERA
1961

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 231 6370 8.00
Tri-County Broadcasting Corp., 120 W. 7th St., Plainfield, N. J. 07060. Phone 201-755-1590.

STATION'S PROGRAMMING DESCRIPTION
WERA: Programmed for general interest.
AIR PERSONALITIES all segments. NEWS: 5 min every hour, 3 min every half hour. 10 min 7 am, 8 am, noon, 6 pm. 6-6:30 am farm and home. 6:30-10:30 am general popular music, standards, current hits, traffic and weather reports, comedy. 10-11 am telephone call-in. 11:30 am-sign-off general popular music, middle-of-the-road, current hits, standards. 1-1:30 pm interviews Wed. Daily, 2-2:30 pm telephone call-in, swap show. 5:05-5:10 pm market and business. Sun 7:30 am-noon discussion and interviews, religious services. Noon-sign-off general popular music. SPORTS: local live high school football, racing results in season. Personalities available for remotes, store openings, etc. Rec'd 4/1/74.

1. PERSONNEL
General Manager—Henry J. Behre.
Commercial Manager—Brian Morgan.
Administrative Assistant—Barbara Ballard.

3. FACILITIES
500 w. days, 1590 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 10/1/72—Rec'd 9/6/72.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	50x	100x	250x	500x
1 min	20.00	17.75	15.25	13.50	11.75
30 sec	16.00	14.00	12.50	11.25	9.50
10 sec	12.00	10.50	9.50	8.25	7.00
CLASS A					
1 min	17.75	15.25	13.50	11.75	10.00
30 sec	13.50	11.75	10.50	9.50	8.25
10 sec	10.00	9.50	8.25	7.00	6.50

10. SPECIAL FEATURES

NEWSCASTS:	1x	50x	100x	250x	500x
10 min	53	47	41	35	30
5 min	35	33	30	26	22
3 min	26	23	20	18	15

Submitted by Henry J. Behre.

PLEASANTVILLE

Atlantic County—Map Location D-16
See SRDS consumer market map and data at beginning of the State.

See Atlantic City
(including Pleasantville)

POINT PLEASANT

Ocean County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WADB (FM)
1968

NAB RAB

Media Code 4 231 6490 4.00
Pleasant Broadcasters, Inc., 1715 F St., South Belmar, N. J. 07719. Phones 201-681-3800, 892-4300, 531-0050.

STATION'S PROGRAMMING DESCRIPTION
WADB (FM): Programmed for adults and young adults.
MUSIC 85%: 24 hour continuous, M-Sun, featuring standards, showtunes, middle-of-the-road, film music, semi-classic. Swing music. NEWS: live 5 min news, local, national, international, stocks, sports every hour. Live 2 min weather, local national and appropriate seasonal sports information every hour on half hour. Public service announcements aired if appropriate, includes school closings, road conditions, editorials. Religious program, 8:30-8:45 am every Sun. COMMERCIAL POLICY: average 12 commercial minutes per hour. Station has ability to provide remote broadcasts. Contact Representative for further details. Rec'd 6/25/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Adamant Brown.
Program Director—Tom F. Hughes.
Sales Manager—William R. Stark.

2. REPRESENTATIVES
Marv Roslin, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 155 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33b.
Contracts: 40a, 42a, 43, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62c.
Cancellation: *70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(*) Termination can be effective after 28 days from start of program.
Rateholder: Minimum 4 broadcasts per week.

TIME RATES
Eff 8/1/75—Rec'd 6/25/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	500x
1 MINUTE						
AA	16.25	13.25	12.50	11.50	11.00	10.00
A	14.00	12.50	11.50	10.50	9.75	8.75
30 SECONDS						
AA	11.00	10.50	9.50	8.75	8.25	7.00
A	9.50	9.25	8.25	7.50	7.00	6.50

7. PACKAGE PLANS

WITHIN 7 DAYS/ROS, PER DAY:	5 ti	10 ti
1 min	335	630
30 sec	265	500

8. PROGRAM TIME RATES

CLASS AA	1x	52x	104x	156x	260x	500x
2 min	18.00	17.00	16.25	15.75	15.25	14.00
5 min	24.00	20.50	19.50	18.00	17.00	16.00
CLASS A						
2 min	14.00	13.50	13.00	12.00	11.50	10.25
5 min	17.50	16.75	16.00	15.50	15.00	14.00

Edited by Adamant Brown.
(Q) (D)

POMPTON LAKES

Passaic County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WKER
1964

NAB RAB

Media Code 4 231 6613 6.00
WKER Radio, Inc., Box 1560, Pompton Lakes, N. J 07442. Phone 201-839-1500.
Other Studio: News Plaza, Paterson, N. J.

1. PERSONNEL
Pres. & Mgr.—Robert A. Kerr.

3. FACILITIES
1,000 w.; 1500 kc. Directional.
Operating schdule: Sunrise-local sunset EST. DST

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 8/67—Rec'd 6/19/67.

6. SPOT ANNOUNCEMENTS
(All day—Every day)

	1x	26x	104x	260x	500+
1 min	16.50	14.75	13.00	11.25	9.50
30 sec	13.50	11.25	10.75	9.50	8.25

7. PACKAGE PLANS

PER WK:	7 ti	21 ti	35 ti	78 ti
1 min	98.00	273.00	303.75	735.00
30 sec	80.50	225.75	332.50	612.50

10. SPECIAL FEATURES
5-MINUTE LOCAL/NATIONAL/WORLD NEWS
TIME/WEATHER/TRAFFIC :30 & :60 DAILY

1 ti	39.00
7 ti (1 wk)	37.75
91 ti (13 wks)	34.00
182 ti (26 wks)	32.50
256 ti (52 wks)	28.25
312+	25.00

Incl 1 1-min/15-sec spots.
2-MINUTE LOCAL/TRI-COUNTY/N. Y. STATE NEWS
TIME/WEATHER/TRAFFIC :15 & :45 DAILY

1 ti	23.50
7 ti (1 wk)	22.00
91 ti (13 wks)	19.50
156 ti (26 wks)	16.50
312 ti (52 wks)	12.50
500+	10.00

Incl 1 30-sec spot.
CHURCH/SCHOOLS/CIVIC EVENTS :60

1 ti	10.00

52-wk contract: minimum 10 per wk.
Edited by Lee Novak.
(CR)

PRINCETON (1 AM; 1 FM)

Mercer County—Map Location D-6.
See SRDS consumer market map and data at beginning of the State.

WHWH
1963

NAB RAB

Media Code 4 231 6860 6.00
Nassau Broadcasting Co., Box 1350, 221 Witherspoon St., Princeton, N. J. 08540. Phones Trenton 609-396-0975. Princeton 609-924-3600.
Other office—Box 9750 Trenton, N. J. 08607

STATION'S PROGRAMMING DESCRIPTION
WHWH: Programmed for adults.
MUSIC: MOR, album selections & pop. NEWS: 5-min at :60 & :30; including 5, 15-min casts daily & 2, 65-min casts at 12N & 6 pm. Traffic reports & time checks during drive times. 8 direct weather central reports daily, community datebook 18/x daily, county information features, special public affairs programs, stock market quotations & financial news. SPORTS: live play-by-play coverage football & basketball, pro football, fishing, hockey, national auto races & race track results. Personality sports shows: nine 5-min casts daily. Contact Representative for further details. Rec'd 5/25/73.

1. PERSONNEL
President—Herbert W. Hobler.
Executive Vice-President—John J. Morris.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w.; 1350 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 27, 28a, 29a, 30.
Contracts: 40a, 42b, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60g, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WPST, Trenton.
Affiliated with American Entertainment Network.

TIME RATES
Eff 7/1/75—Rec'd 6/30/75.
AAA—Mon thru Sat 6-10 & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 7 am-6 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 pm-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	156x	260x	312x	624x
AAA	20.00	19.40	18.80	18.20	17.60	17.00	16.40
AA	17.20	16.60	16.00	15.40	14.80	14.20	13.60
A	14.60	14.00	13.40	12.80	12.20	11.60	11.00
B	12.00	11.60	11.20	10.80	10.40	10.00	9.60

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—ROS

PLAN:	12 ti	18 ti	24 ti	36 ti	48 ti	60 ti
1 min, ea.	17.40	16.80	16.20	15.60	15.00	14.40

8. PROGRAM TIME RATES

2 MIN:	1x	52x	104x	156x	260x	312x	624x
AAA	22.00	21.50	21.00	20.50	20.00	19.50	19.00
AA	19.00	18.50	18.00	17.50	17.00	16.50	16.00
A	15.00	14.50	14.00	13.50	13.00	12.50	12.00
B	13.00	12.50	12.00	11.50	11.00	10.50	10.00
5 MIN:							
AAA	25.00	24.50	24.00	23.50	23.00	22.50	22.00
AA	22.00	21.50	21.00	20.50	20.00	19.50	19.00
A	19.00	18.50	18.00	17.50	17.00	16.50	16.00
B	14.50	14.00	13.50	13.00	12.50	12.00	11.50

Edited by John J. Morris.
(CR)

WPRB (FM)
1947

NAFMB

Media Code 4 231 7105 7.00
Princeton Broadcasting Service, Inc., Box 342, Princeton, N. J. 08540. Phone 609-921-9284.

STATION'S PROGRAMMING DESCRIPTION
WPRB (FM): Programmed for young adult audience. MUSIC: progressive rock, jazz, blues, folk, classical. Music played in clusters with maximum of 4 breaks per hour. Wknd programs include specialized R & B, oldies, C & W, folk, classical. NEWS: network at :15 plus 2 min local & weather. Expanded 20-min news at 6 pm Sun night newsmagazine. SPORTS: live play-by-play U football & basketball. COMMERCIAL POLICY: limit 4 commercial minutes per hour. Contact Representative for further details. Rec'd 9/5/73.

1. PERSONNEL
General Manager—Edwin N. B. Nalle.
Business Manager—Jonathan A. Haber.
Sales Director—Steven F. Eckert.

2. REPRESENTATIVES
N.E.A.S., Inc.—Radio Division.

3. FACILITIES
ERP 17,000 w.; 103.3 mc. Stereo.
Operating schedule: 6-3 am. EST.
Antenna ht.: 201 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 28b, 30.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES
Eff 2/1/74—Rec'd 12/17/73.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	16 ti	24 ti	30 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.20	4.80
10 sec	4.80	4.50	4.20	3.90	3.60

7. PACKAGE PLANS

PER YR:	250x	500x	1000x
1 min	7.50	7.00	6.00
30 sec	6.00	5.60	4.80

(CR)

SALEM (1 AM; 1 FM)
(including Canton)

Salem County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.

WJIC
1966
SALEM

NAB

Subscriber to the NAB Radio Code
Media Code 4 231 7350 9.00
Jersey Information Center, Inc., Box 132, 81 Woodstown Rd., Salem, N. J 08079. Phone 609-935-1510.

STATION'S PROGRAMMING DESCRIPTION
WJIC: MOR, programmed for general interest.
WNNN (FM): Christian programming.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John H. Prince.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
250 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WNNN (FM).
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 6/16/75.

6. SPOT ANNOUNCEMENTS

	100x	180x	270x	360x	450x	540x
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	7.00	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.50	6.00	5.50	5.00	4.50

Edited by John H. Prince.

WNNN (FM)
1973
CANTON

NAB

Subscriber to the NAB Radio Code
Media Code 4 231 7490 2.00
Jersey Information Center, Inc., Box 132, 81 Woodstown Rd., Salem, N. J. 08079. Phone 609-935-1510.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John H. Prince.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 260 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WJIC.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 6/16/75.

6. SPOT ANNOUNCEMENTS

FIXED, EA:	1x	780x	1040x	1300x	1500x
1 min	4.00	3.50	3.25	3.00	2.75
30 sec	3.25	3.00	2.75	2.50	2.25

CONTRACT DISCOUNT
13 wk—10%

7. PACKAGE PLANS
MONTHLY ROS

EA:	5 ti	15 ti	25 ti	50 ti	70 ti	100+
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.50	3.25	3.00	2.75	2.60	2.50

Edited by John H. Prince.

SOMERS POINT

Atlantic County—Map Location D-18

See SRDS consumer market map and data at beginning of the State.

WSLT

Licensed as an Ocean City and Somers Point, N. J. station. See listing under Ocean City.

SOMERVILLE

Somerset County—Map Location D-6

See SRDS consumer market map and data at beginning of the State.

WBRW

See listing under New York Urban Area.

STIRLING

Morris County—Map Location E-3

See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

TOMS RIVER

Ocean County—Map location E-8

See SRDS consumer market map and data at beginning of the State.

WOBM (FM)

1968

NAB RAB NAFMB

Media Code 4 231 7450 7.00

Seashore Broadcasting Corp., Box 927, Toms River, N. J. 08753. Phone 201-269-0927.

STATION'S PROGRAMMING DESCRIPTION

WOBM (FM): MOR, album selections, news.

1. PERSONNEL

General Manager—Paul Most.
Sales Manager—Bob Levy.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

15/0: time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

No. 6 Eff 8/1/74—Rec'd 7/11/74.
AA—Mon thru Sat 6-10 am & 4-6 pm.
A—Mon thru Sat 5-6 am, 10 am-4 pm & 6-7 pm.
B—Mon thru Sat 7 pm-1 am & Sun all day.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
YR:	1x	105x	365x	1092x	1x	105x	365x	1092x
1 min	23.55	17.65	14.95	10.60	16.80	12.60	10.50	7.60
30 sec	17.65	13.20	10.95	7.90	12.60	9.45	7.90	5.75
15 sec	13.20	9.90	8.40	6.10	9.45	7.10	5.95	4.30

	B			
1 min	9.45	7.10	5.90	3.30
30 sec	7.10	5.30	4.45	2.50
15 sec	5.30	4.00	3.40	1.90

7. PACKAGE PLANS

1AA, 1A, 1B or multiples of same & 3 B on Sun. 7 days per wk/52 wks per yr—spot rate less 10%.

10. SPECIAL FEATURES

*NEWSCASTS—MONDAY-SATURDAY

PER YR:	365x	730x
5 min	15.35	11.80
3 min	10.60	8.85

*NEWSCASTS—SUNDAY

5 min	7.10	4.95
3 min	5.30	3.75

*3-MINUTE WEATHER FORECASTS

Mon-Sat	9.45	7.10
Sun	5.30	3.75

(*) Rotating 24 hrs per day.
30% short-rate penalty on less than 365x.

More Adults in Ocean County Prefer

WOBM

Than All Other Stations Combined

Source: Ocean County, NJ PULSE March, 1975 (Mon-Sun 24 hour cumulative estimate.)

Call Bob Levy, Sales Manager — (201) 269-0927

TRENTON (3 AM; 3 FM)

Plus 2 paid cross references.
Mercer County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Stations	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	17	17	17	17
B	16	14	16	11
C	14	13	14	11
D	13	12	13	11
AVERAGE	15	14	15	13

WBJH (FM)

1962

NAFMB

Media Code 4 231 7840 9.00

WBUD, Inc., Box 551, Trenton, N. J. 08601. Phone 609 882-7191

See affiliated AM station for additional information.
AM facilities: WBUD.

3. FACILITIES

ERP 20,000 w.; 101.5 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.

TIME RATES

Eff————Rec'd 1/16/75.
AA—Daily 6 am-6 pm.
A—All other times.

7. PACKAGE PLANS

CLASS AA

	Open	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16.00	15.20	14.40	13.60	12.80	12.00	11.20
30 sec	12.80	12.15	11.50	10.90	10.25	9.60	8.95

CLASS A

1 min	12.00	11.40	10.80	10.20	9.60	9.00	8.40
30 sec	9.60	9.10	8.65	8.15	7.70	7.20	6.75

Equal schedules in number of spots combinable with WBUD for 10% discount.

WBUD

1947

News-Information

Media Code 4 231 8085 0.00

WBUD, Inc., Box 158, Ewingville Rd., Trenton N. J. 08601 Phone 609-882-7191

STATION'S PROGRAMMING DESCRIPTION

WBUD: All news & information. 30 min of each drive time hour is local news & actualities, remaining 30 min is network. Mobile units, local horse & auto race results. Contact Representative for further details. Rec'd 6/10/75.

1. PERSONNEL

General Manager—Richard M. Hardin.
Sta. & Sales Mgr.—Theresa Rose.
News Manager—Rick Brandacora.

2. REPRESENTATIVES

Savalli/Gates, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1260 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General. 1a, 2b, 3d, 4a, 4d, 5, 6b, 7h, 8.
Rate Protection: 15b.
Basic Rates: 28a, 29a, 30.
Contracts: 40a, 41, 42a, 45.
Cancellation: 70a, 71a.
FM facilities: WBJH (FM)
Affiliated with NBC.

TIME RATES

Eff 6/18/75—Rec'd 6/10/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-6 pm.
AA—Mon thru Fri 5-6 am, 10 am-3 pm & 7-9 pm; Sat & Sun 6-10 pm.
A—Mon thru Fri 9 pm-1 am; Sat & Sun 10 pm-2 am.
B—Mon thru Fri 1-5 am; Sat & Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
YR:	AAA	AA	A	B	AAA	AA	A	B
1 x	16.00	13.00	11.00	10.00	12.80	10.40	8.80	8.00
26 x	15.75	12.75	10.75	9.75	12.60	10.20	8.60	7.80
104 x	15.50	12.50	10.50	9.50	12.40	10.00	8.40	7.60
260 x	15.25	12.25	10.25	9.25	12.20	9.80	8.20	7.40
520 x	15.00	12.00	10.00	9.00	12.00	9.60	8.00	7.20
1040 x	14.75	11.75	9.75	8.75	11.80	9.40	7.80	7.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS

CONSECUTIVE WEEK PLANS—1/4AAA, 1/4AA, 1/4A, 1/4B

1 MINUTE

DAYS:	7	6	5	4	3	2	1
48 ti	6.40	6.60	6.80	7.05	7.25	7.45	8.50
36 ti	7.40	7.60	7.80	8.05	8.25	8.45	9.50
28 ti	8.40	8.60	8.80	9.05	9.25	9.45	10.50
20 ti	9.40	9.60	9.80	10.05	10.25	10.45	11.50
12 ti	10.40	10.60	10.80	11.05	11.25	11.45	12.50

30 SECONDS

48 ti	5.15	5.30	5.45	5.65	5.80	6.00	6.80
36 ti	5.95	6.10	6.25	6.45	6.60	6.80	7.60
28 ti	6.75	6.90	7.05	7.25	7.40	7.60	8.40
20 ti	7.55	7.70	7.85	8.05	8.20	8.40	9.20
12 ti	8.35	8.50	8.65	8.85	9.00	9.20	10.00

10 sec: 60% of 1-min.

Edited by Richard M. Hardin.

Use Ads in SRDS with confidence, knowing that —

Since October 1960 SRDS has prechecked all broadcasting station ads containing rating claims for proper source lines — title and date of rating report, time periods, month and year covered — and for accuracy.

2/4—R-TV

WCHR (FM)

1965

Media Code 4 231 6205 4.00

Scott Broadcasting Co., Woodside Rd., Yardley, Pa. 19067. Phone 215-493-4252.

See affiliated AM station for additional information.
AM facilities: WTTM.

STATION'S PROGRAMMING DESCRIPTION

WCHR (FM): Religious programming. Contact Representative for further details. Rec'd 10/7/70.

1. PERSONNEL

General Manager—Chuck Zulker.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mc.
Operating schedule: 5:55 am-midnight. EST.
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

TIME RATES

Eff 1/1/74—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	6.00	5.50	5.00	4.75	4.50	4.25	4.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

6. PROGRAM TIME RATES

	52x	104x	156x	260x	312x	364x
5 min	10.00	9.00	8.50	8.00	7.50	7.00
1/4 hr	20.00	19.00	17.00	15.00	13.00	11.00
1/2 hr	35.00	30.00	25.00	20.00	19.00	17.00
1 hr	50.00	45.00	40.00	30.00	25.00	20.00

WHWH

PRINCETON

City of license, Princeton, N. J.
Trenton—558 Ingham Ave., Trenton, N. J. Phone 896-0975.
Mailing address: Box 9750, Trenton, N. J. 08607.
See listing under Princeton, N. J.

WE REACH!

#1 ADULTS 18+ ALL STATIONS*

THE DOMINANT ONE IN TRENTON METRO

whwh

1350 / Princeton, N. J.

Adult programming
Significant news & sports

5,000 watts full time

John J. Morris, Exec. Vice-Pres.
Jack Masia — Nat. Rep.

*ARB Metro Area (Mercer County) April/May 1974 Cume Listening Estimates, Cume Pers. Mon.-Sun. 6 am to Mid. Data subject to qualifications set forth in source material.

WPRB (FM)

PRINCETON

City of license, Princeton, N. J.
Considered by American FM Radio Network as their Trenton outlet.
See listing under Princeton, N. J.

WPST

1947

NAB RAB NAFMB

Media Code 4 231 8235 1.00

Nassau Broadcasting Co., Box 9750, Trenton, N. J. 08607. Phone 609-896-0975.

STATION'S PROGRAMMING DESCRIPTION

WPST: MUSIC: instrumentals, standards & familiar hits of past blended with newest releases of popular songs & melodies. Island or cluster effect used for commercial presentations. NEWS: network at :60 followed by regional, weather at :30. SPORTS: ski reports, U basketball & major auto races. FEATURES travel, entertainment, leisure time & better living combined with constant audience participation. Contact Representative for further details. Rec'd 10/8/73.

1. PERSONNEL

President—Herbert W. Hobler.
Executive Vice-President—John J. Morris.

2. REPRESENTATIVES

New York—Jack Masia & Co., Inc.
Philadelphia—Dome & Associates, Inc.

3. FACILITIES

ERP 50,000 w. (horiz. & vert.); 97.5 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION

15/0: payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7h, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 27, 28a, 29a, 30.
Contracts: 40a, 42b, 43, 44a, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60h, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WHWH, Princeton.
Affiliated with American Information Network.

TIME RATES

No. 2 Eff 5/1/71—Rec'd 7/6/71.

(This listing continued on next page)

NEW JERSEY

Trenton—W P S T—Continued

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	520x	780x	1000x
1 min	18.00	17.50	16.50	16.00	15.00	14.00	13.00
30 sec	15.00	14.50	13.50	13.00	12.00	11.00	10.00

7. PACKAGE PLANS
30-DAY SATURATION PLAN

	40 ti	60 ti	80 ti	100 ti
1 min	16	15	14	13
30 sec	13	12	11	10

10. SPECIAL FEATURES
News—Network at :60, regional follows. Weather at :30, 1 min plus 3.00.
Fixed position, extra 10%.
Edited by Harold A. Stein.

WTNJ
1959

Media Code 4 231 8270 8.00
Progressive Communications, Inc., 1 S. Montgomery St., Trenton, N. J. 08608. Phone 609-392-4808.

1. PERSONNEL
President—Dr. Herbert W. Greenberg.
General Operations Mgr.—Nicholas A. Maggio, Jr.
Sales & Mrktg. Dir.—John Panzer.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
5,000 w. days; 1300 kc. Directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 25b, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60c, 60i, 62b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with National Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. P-3 Eff 9/1/74—Rec'd 9/6/74.
AA—Mon thru Sat 6:30-9:30 am.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 min 3 ti	1 min 5 ti	1 min 10 ti	1 min 20 ti	30 sec 3 ti	30 sec 5 ti	30 sec 10 ti	30 sec 20 ti
1 wk	11.00	10.50	10.00	----	9.75	9.50	9.00	----
6+ wk	10.50	10.00	9.50	----	9.25	9.00	8.50	----
CLASS A								
1 wk	9.50	9.00	8.50	8.00	8.00	7.75	7.25	6.50
6+ wk	9.00	8.50	8.00	7.50	7.75	7.25	6.50	6.00

Fixed position, extra 1.50.

9. PARTICIPATING PROGRAMS
Old Ship of Zion Gospel Show, Mon thru Sat 10-11 am. 1-min 10.00; 30-sec 7.50.
Edited by Nicholas A. Maggio, Jr.

WTTM
1941

Alan Torbet Associates, Inc.

Media Code 4 231 8575 0.00
Scott Broadcasting Co., Inc. of N. J., 333 W. State St., Trenton N. J. 08618 Phone 609-393-8515.

STATION'S PROGRAMMING DESCRIPTION
WTTM: MUSIC: Contemporary songs & hits from past. 6 am-10 pm & 10 pm-midnight: telephone talk show. NEWS: local at :60, network at :30; expanded local at 8 am & 6 pm. SPORTS: race results afternoons M-Sat; live broadcast of weather & race daily; local high school football, basketball & baseball; daily wrap-up 6:15-6:30 pm M-F. Public service announcements of local interest, frequent sports capsules, stock market, time & weather checks. Contact Representative for further details. Rec'd 10/8/73.

1. PERSONNEL
President—Herbert Scott.
General Manager—Gary E. Burns.
General Sales Manager—Dan Dwyer.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w.; 920 kc.
Directional—same pattern, all hours.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0: payable when rendered.

6. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3c, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 18.
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 28c.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WCHR (FM).
Affiliated with MBS.

TIME RATES
No. 4 Eff 12/15/74—Rec'd 12/2/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
A—Mon thru Sat 7-11 pm; Sun 10 am-11 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	14	13	13	12	12	11
12 ti	13	12	12	11	11	10
18 ti	12	11	11	10	10	9
24 ti	11	10	10	9	9	8
30 ti	10	9	9	8	8	7

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti
1 min	11	10	9	8	7
30 sec	10	9	8	7	6

10. SPECIAL FEATURES
NEWSCASTS—5 MINUTES

PER WK:	AAA	AA	A
1 ti	19	17	13
6 ti	17	15	11
12 ti	15	13	9

Incl open & close plus 1 1-min spot.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

VINELAND-MILLVILLE
(3 AM; 2 FM)

Cumberland County—Map Location C-11
See SRDS consumer market map and data at beginning of the State

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WDVL
1957
VINELAND

Media Code 4 231 8820 0.00
Frank F. & Vita Marie Ventresca, Box 915, 632 Maurice River Blvd. and Almond Rd. (Radio Park), Vineland, N. J. 08360. Phone 609-691-7550.

STATION'S PROGRAMMING DESCRIPTION
WDVL: Spanish 6 am-4 pm; C & W 4-6 pm; Italian 6 pm-sign-off. Rec'd 5/27/75.

1. PERSONNEL
General Manager—David H. Freedman.

3. FACILITIES
500 w. days; 1270 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; due on 1st.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 28c, 33c.
Contracts: 40a, 44a, 45.
Comb.; Cont. Discounts: 62d.
Cancellation: 70a, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/31/69—Rec'd 3/5/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50

7. PACKAGE PLANS

WKLY:	10 ti	15 ti	20 ti	25 ti
1 min	8.50	8.00	7.50	7.00
30 sec	6.50	6.00	5.50	5.00
10 sec	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80	50	35	20	14

Edited by David H. Freedman.

WDVL-FM
1969
VINELAND

Media Code 4 231 8821 8.00
Frank & Vita Ventresca, Box 915, 632 Maurice River Blvd., Vineland, N. J. 08360. Phone 609-691-7550.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDVL-FM: top 40 6 am-10 pm, R & B 10 pm-2 am. Rec'd 5/27/75.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 225 ft. above average terrain.

TIME RATES
Rates are identical to WDVL. See that listing.

WMVB — WMVB-FM
1953 — 1962
MILLVILLE

Media Code 4 231 8875 4.00
Garden State Broadcasters, Box 1440 South Vineland, N. J. 08360. Phone 609-825-2600.

STATION'S PROGRAMMING DESCRIPTION
WMVB: Programmed for young adults 18-49. MUSIC: contemporary top 40 with oldies. Top 40 countdown Sat 10 am-1 pm. 5 AIR PERSONALITIES. NEWS: 8 min at :60 6 am-6 pm, 5 min at :30 in drive times, expanded 15 min news at 8 am, noon & 6 pm with 2 anchor persons. Evening news every 2 hrs. at 9, 11 pm, 1, 3 & 5 am. Emphasis on local & regional news, 4 newspeople & news van. AP wire & state news network. Stock reports. SPORTS: high school football, basketball, professional football network, boxing, car & horse racing. FEATURES: live phone talk show M-F 9-10 am. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph F. Coccaro.
Vice Pres & Sales Mgr.—Joe A. McCulley.
Program Director—Al Sergi.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
1,000 w. days; 1440 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-Ellp 5,200 w.; 97.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 195 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22b, 23b, 24c, 25a, 28c, 29b, 33a.
Contracts: 40a, 41, 44a, 50, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with KBS.

TIME RATES
No. 3 Eff 10/1/74—Rec'd 2/3/75.
AA—6 am-6 pm.
A—6 pm-6 am.

7. PACKAGE PLANS

WK:	AA—Flights only— 1 ti	7 ti	14 ti	27 ti	A/*TAP— 1 ti	7 ti	14 ti	27 ti
1 min	5.50	5.00	4.50	4.00	5.00	4.50	4.00	3.50
30 sec	4.40	4.00	3.60	3.20	4.00	3.60	3.20	2.80
15 sec	3.30	3.00	2.70	2.40	3.00	2.70	2.40	2.10
10 sec	2.80	2.60	2.40	2.20	2.60	2.40	2.20	2.00

(*) Total Audience Penetration—2/3AA, 1/3A.

BULK—ROS

PER YR:	1 min	30 sec	15 sec	10 sec
500 x (10 per wk)	4.30	3.40	2.60	2.30
1000 x (20 per wk)	3.80	3.00	2.20	1.90

10. SPECIAL FEATURES
NEWSCASTS
5 ti, 1/day Mon thru Fri, ea. 7.00
6 ti, 1/day Mon thru Sat, ea. 6.50
7 ti, 1/day Mon thru Sun, ea. 6.00
COMMUNITY BULLETIN BOARD
1 ti, ea. 4.50 6-7 ti, ea. 4.00

WWBZ
1946
VINELAND

american contemporary radio network

Subscriber to the NAB Radio Code
Media Code 4 231 9065 1.00
Community Broadcasting Service, Inc., 2115 S. Delsea Drive, Vineland, N. J. 08360. Phone 609-692-6500.

STATION'S PROGRAMMING DESCRIPTION
WWBZ: Programmed for mass general interest. NEWS: network at :55; local at :25; bulletins at once. MUSIC: general popular. RELIGIOUS: Sun am & eve, music, news, church services, sermon & foreign language. SPORTS: periodically throughout day, bulletins at once; & 6:05-6:15 pm, M-Sat; also within newscasts; local high school football & basketball. FEATURES: stocks, tele/talk program with studio guests. Polish, Italian, Yiddish & Spanish music, local public affairs, instructional & minority programming. Contact Representative for further details.. Rec'd 3/29/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert C. Crager.
Commercial Manager—John F. Serra
Program Director—Warren L. Crescenzo.

2. REPRESENTATIVES
Mario Messina Company.
New York City—Gill-Perna, Inc.

3. FACILITIES
1,000 w.; 1360 kc. Directional—nighttime only.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES
No. 12 Eff 1/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

	1x	78x	156x	312x	500x	1000x
1 min	8.00	6.00	5.50	5.00	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50

6. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	80	75	70	65
1/2 hr	55	50	45	42
1/4 hr	35	30	26	23
5 min	15	14	13	12

10. SPECIAL FEATURES

MON THRU SAT:	13 ti	26 ti	52 ti
5 min newscasts, per wk	55	45	40

WASHINGTON
Warren County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WCRV
1955

Media Code 4 231 9310 1.00
Warren Broadcasting Corp., Box 150, Rt. 31 North, Washington, N. J. 07882. Phone 201-689-1580.

1. PERSONNEL
Pres. & Gen'l Mgr.—Nick De Rienzo.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
FM facilities: WFMV (FM) Blairstown.
Affiliated with The Rep Network.

TIME RATES
No. 2 Eff 10/1/67—Rec'd 9/19/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	8.00	7.00	6.00
13 x	7.75	6.75	5.75
26 x	7.50	6.50	5.50
52 x	7.25	6.25	5.25
104 x	7.00	6.00	5.00
156 x	6.75	5.75	4.75
260 x	6.50	5.50	4.50
312 x	6.25	5.25	4.25
500+ x	6.00	4.50	3.00

WILDWOOD (1 AM; 1 FM)
Cape May County—Map Location D-11
See SRDS consumer market map and data at beginning of the State.

WCMC — WCMC-FM
1951 — 1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 231 9555 1.00
Jersey Cape Broadcasting Corp., 3010 New Jersey Ave., Wildwood, N. J. 08260. Phone 609-522-1416.

STATION'S PROGRAMMING DESCRIPTION
WCMC: Programmed for adults and teens.

1. PERSONNEL
General Manager—Wm. C. Wotring, Jr.

2. REPRESENTATIVES
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome & Associates, Inc.
South, Southeast, Southwest—Mario Messina Company.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional
Operating schedule: 7 am-midnight. EST.
FM-Ellp 3,500 w.; 100.7 mc.
Operating schedule: Same as AM.
Antenna ht.: ————.

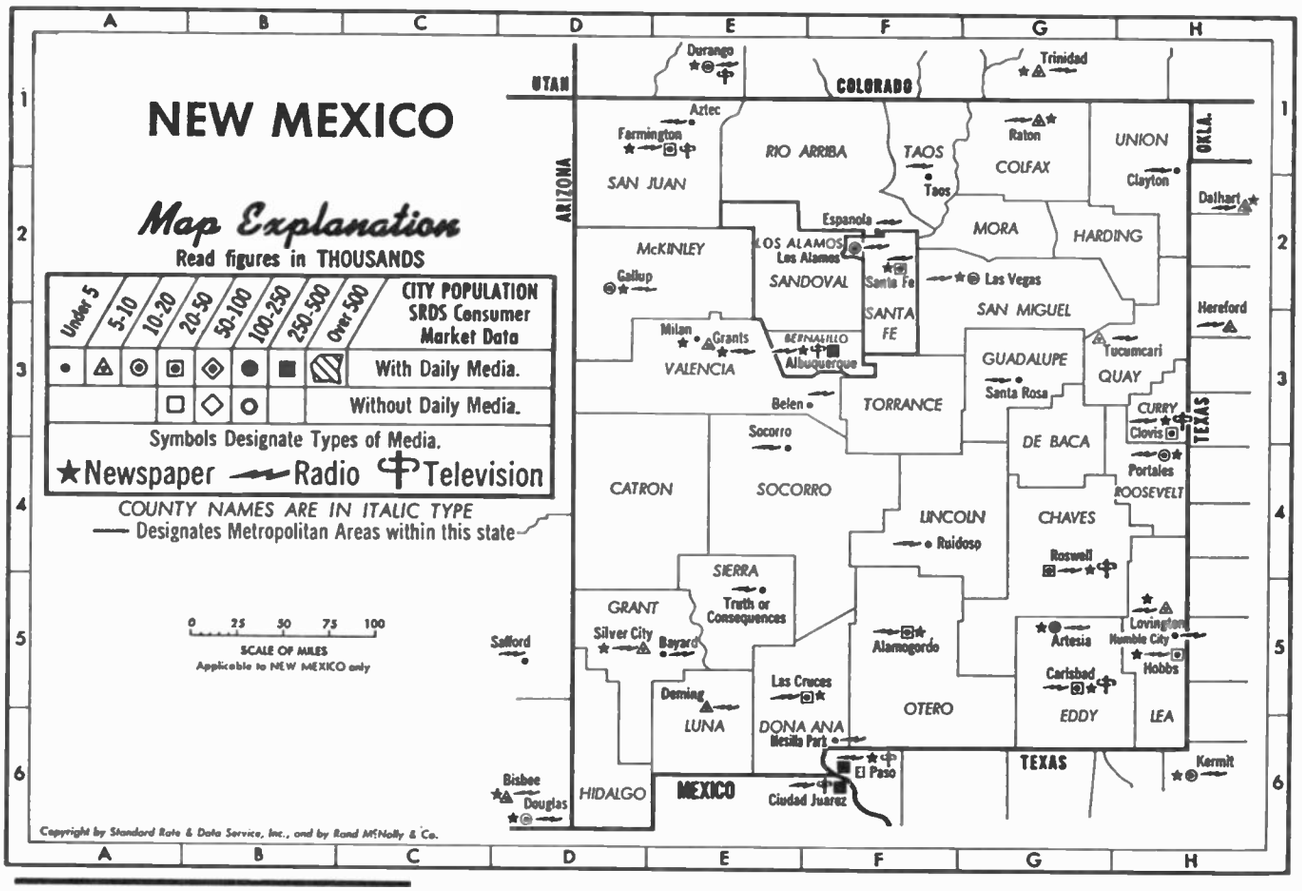
4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 6/1/69—Rec'd 5/19/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	5.50	5.35	5.20	5.05	4.90	4.75	4.60
30 sec	4.50	4.35	4.20	4.05	3.90	3.75	3.60



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Alamogordo—Otero; Albuquerque—Bernalillo; Carlsbad—Eddy; Clovis—Curry; Farmington—San Juan; Hobbs—Le; Las Cruces—Dona Ana; Roswell—Chaves; Santa Fe—Santa Fe

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
NEW MEXICO STATE TOTALS	1,127.2	342.90	4,108,427	11,981	10.0	17.8	11.7	22.3	26.4	2,848,217	8,306	581,586	105,486	325,335	132,170	124,591	590,204	255,446	529.70	40.5	922,659
BERNALILLO F-3†	360.3	114.98	1,511,119	13,142	8.3	16.2	11.4	23.7	32.3	992,090	8,628	182,393	45,045	160,963	58,914	53,929	212,643	59,612	190.07	.1	22,912
Albuquerque	272.1	90.11	1,235,044	13,706	.....	.....	.....	.....	.....	928,283	10,302	163,807	42,739	154,373	58,122	53,205	210,300	51,466	.....	.....	.....
Albuquerque Metro Area	383.2	120.78	1,562,771	12,939	8.6	16.6	11.4	23.2	31.3	1,005,045	8,321	184,400	45,336	163,782	59,200	54,148	212,643	62,210	197.65	.....	.....
CATRON D-4	2.3	.80	9,828	12,285	11.1	21.1	11.5	16.5	28.1	2,765	3,456	667	87	313	28	.....	170	1,137	1.16	.6	9,423
CHAVES G-4	50.0	16.25	177,131	10,900	13.1	20.0	11.8	19.6	21.8	137,148	8,440	24,423	5,640	13,969	5,419	6,103	34,287	9,212	23.18	3.0	172,961
Roswell	42.8	14.10	145,698	10,333	.....	.....	.....	.....	.....	133,546	9,471	22,859	5,329	13,969	5,134	6,077	33,056	8,381	.....	.....	.....
COLFAX G-1	12.4	4.13	41,816	10,125	11.0	22.5	14.3	20.4	19.8	33,877	8,203	8,043	1,654	1,114	1,445	872	5,942	4,787	6.63	.5	18,925
CURRY H-3†	44.8	13.89	166,465	11,985	11.4	22.8	12.7	21.1	22.1	132,562	9,544	17,947	3,252	13,874	6,073	5,497	29,866	7,086	21.49	1.3	79,057
Clovis	30.3	10.14	118,513	11,688	.....	.....	.....	.....	.....	112,440	11,089	17,401	2,715	12,926	5,839	5,667	27,779	5,907	.....	.....	.....
DE BACA G-3	2.4	.92	9,925	10,788	13.0	23.7	11.9	16.5	14.8	5,589	6,075	1,319	208	.....	69	81	1,636	728	1.45	.5	13,417
DONA ANA E-6†	77.6	22.03	260,856	11,841	12.2	19.2	11.4	21.0	25.2	186,920	8,485	35,661	6,568	19,602	6,006	7,684	35,342	19,980	36.66	3.9	74,002
Las Cruces	44.4	13.56	162,462	11,981	.....	.....	.....	.....	.....	146,248	10,785	30,008	.....	18,422	5,668	6,800	30,011	15,242	.....	.....	.....
EDDY G-5	39.7	12.94	154,247	11,920	10.2	15.1	12.1	24.9	26.0	116,997	9,041	32,064	4,872	8,721	7,014	4,201	26,227	8,025	20.73	1.2	44,415
Carlsbad	25.6	8.78	94,200	10,729	.....	.....	.....	.....	.....	74,968	8,538	20,842	3,417	6,208	4,868	3,630	14,719	5,183	.....	.....	.....
GRANT D-5	24.6	7.45	85,953	11,537	5.8	21.6	16.3	26.1	22.3	72,088	9,676	17,412	1,633	7,369	1,121	3,151	10,751	6,092	10.85	.6	10,686
GUADALUPE G-3	4.9	1.42	12,669	8,922	17.9	21.9	10.5	14.2	15.7	19,265	13,567	1,771	408	676	483	309	2,180	6,207	2.05	.6	24,005
HARDING G-2	1.2	.42	4,650	11,071	11.3	17.0	12.4	20.0	21.7	1,572	3,743	353	.....	299	.....	.....	203	355	.62	.2	11,105
HIDALGO D-6	4.7	1.43	14,590	10,203	10.7	22.0	13.8	19.9	20.0	14,595	10,206	3,335	260	303	169	195	1,529	4,798	2.31	.3	14,174
LEA H-5	51.0	16.50	210,112	12,734	6.6	13.8	13.8	28.9	28.4	147,606	8,946	29,090	3,655	14,551	5,904	9,730	36,821	14,217	27.74	1.6	26,740
Hobbs	27.3	9.01	115,730	12,845	.....	.....	.....	.....	.....	110,727	12,289	18,630	2,107	12,522	4,761	9,036	32,207	8,289	.....	.....	.....
LINCOLN F-4	8.1	2.79	32,027	11,479	13.4	19.3	10.7	18.3	22.9	22,642	8,115	5,585	344	1,328	979	214	1,670	2,349	4.36	.6	15,928
LOS ALAMOS E-2	17.1	5.36	115,727	21,591	1.1	3.0	5.0	21.5	67.6	34,549	6,446	11,305	1,332	2,306	922	752	2,629	3,055	9.13	.....	.....
LUNA E-6	13.3	4.31	40,581	9,416	14.5	22.8	10.8	18.9	20.5	36,792	8,536	5,988	2,836	3,612	1,573	596	5,639	6,492	6.27	1.0	23,817
McKINLEY D-2†	51.2	12.25	126,921	10,361	10.6	17.9	10.7	19.8	21.5	131,205	10,711	31,955	1,638	14,896	5,581	3,728	22,862	16,136	11.14	1.7	7,411
MORA G-2	4.6	1.35	7,648	5,665	17.3	19.3	8.5	9.2	6.2	1,679	1,244	486	44	241	.....	33	172	331	1.17	.5	8,331
OTERO F-5†	42.5	12.09	158,819	13,136	7.5	19.9	13.0	24.4	28.5	80,496	6,658	18,645	1,880	4,333	3,536	4,480	19,864	7,603	19.63	.3	9,352
Alamogordo	24.8	7.78	100,632	12,935	.....	.....	.....	.....	.....	76,056	9,776	16,839	1,420	2,903	3,203	4,257	19,864	6,047	.....	.....	.....
QUAY H-3	12.0	4.28	43,264	10,108	10.2	20.8	13.5	21.9	19.6	45,745	10,688	7,447	1,098	2,399	994	1,655	6,595	10,972	5.85	1.6	30,120
RIO ARRIBA E-1	26.0	7.06	62,211	8,812	13.1	18.8	11.5	18.1	15.4	49,744	7,046	12,887	2,027	5,253	1,363	1,852	10,477	5,354	10.54	2.3	9,719
ROOSEVELT H-4	17.1	5.67	60,709	10,707	14.0	19.1	11.3	18.2	21.9	47,211	8,326	9,048	2,453	1,503	1,700	2,133	12,919	4,351	8.67	3.2	75,954
SANDOVAL E-2	22.9	5.80	51,652	8,906	16.2	19.9	10.7	15.1	14.0	12,955	2,234	2,007	291	2,819	286	219	.....	2,598	7.58	1.0	9,356
SAN JUAN D-2	61.6	16.64	196,451	11,806	8.4	14.6	12.9	25.4	23.7	125,042	7,515	30,381	2,774	12,932	5,430	3,507	33,828	10,237	23.20	6.4	10,784
Farmington	31.7	8.58	120,273	14,018	.....	.....	.....	.....	.....	108,878	12,690	22,896	.....	9,323	4,611	2,508	32,067	6,409	.....	.....	.....
SAN MIGUEL G-2	22.5	6.03	52,839	8,763	16.9	19.2	10.1	13.6	13.8	41,316	6,852	13,246	1,475	5,014	1,040	1,333	5,962	3,294	7.84	1.1	21,523
SANTA FE F-3	60.3	18.34	230,767	12,583	9.6	18.6	11.5	21.9	28.1	169,898	9,624	33,621	7,326	16,861	11,242	8,251	32,375	12,971	30.29	.2	16,472
Santa Fe	48.4	15.09	184,888	12,252	.....	.....	.....	.....	.....	165,896	10,994	33,329	7,326	16,578	11,242	8,071	31,181	10,407	.....	.....	.....
Santa Fe Metro Area	60.3	18.34	230,767	12,583	9.6	18.6	11.5	21.9	28.1	169,898	9,264	33,621	7,326	16,861	11,242	8,251	32,375	12,971	30.29	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military comm issaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
SIERRA E-5	8.2	3.53	24,917	7,059	23.5	23.2	10.4	14.2	12.5	18,510	5,244	5,232	912	777	396	695	3,109	2,831	3.72	.4	13,915
SOCORRO E-4	9.9	2.95	27,532	9,333	12.9	20.8	11.3	19.7	17.5	20,638	6,996	4,524	793	676	240	29	4,388	4,370	4.14	.4	15,399
TAOS F-1	20.1	5.89	53,445	9,074	15.4	15.5	12.2	17.8	14.2	32,827	5,573	8,789	1,281	1,649	2,062	661	4,367	3,623	7.39	1.0	1,728
TORRANCE F-3	5.2	1.71	15,125	8,845	18.0	20.1	10.6	15.3	15.8	16,144	9,441	1,429	301	1,128	.....	.....	3,278	4,249	3.66	.7	15,886
UNION H-1	5.0	1.77	19,392	10,956	17.8	21.6	11.8	15.0	16.8	14,945	8,444	3,451	624	1,105	272	226	3,128	2,043	2.90	1.1	95,489
VALENCIA E-3	43.7	11.92	129,039	10,825	8.7	18.8	14.2	25.6	21.4	82,805	6,947	21,082	2,775	4,749	1,909	2,025	19,345	10,351	17.28	2.6	19,653

Negro Population Data

(January 1, 1975)

STATE TOTAL	22,769	Santa Fe	251
METRO AREAS		Total Metros	8,707
Albuquerque	8,456		

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	407,286	Luna	5,441
METRO AREAS		McKinley	8,626
Albuquerque	134,973	Mora	4,419
COUNTIES		Otero	9,730
Bernalillo	123,814	Quay	3,924
Catron	927	Rio Arriba	20,691
Chaves	12,107	Roosevelt	2,524
Colfax	6,464	Sandoval	11,159
Curry	6,872	San Juan	6,903
De Baca	1,039	San Miguel	17,943
Donna Ana	35,439	Santa Fe	34,883
Eddy	12,555	Sierra	2,577
Grant	12,354	Socorro	5,858
Guadalupe	4,199	Taos	15,109
Harding	664	Torrance	2,783
Hidalgo	2,784	Union	1,395
Lea	6,202	Valencia	22,634
Lincoln	2,568	Total Counties	407,286
Los Alamos	2,699		

NEW MEXICO

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

ALAMOGORDO (2 AM)

Otero County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KALG
1950

NAB

Media Code 4 232 0300 9.00
KALG-News-Radio, Box 720, Radio Triangle, Alamogordo, N. M. 88310. Phone 505-437-1505.

STATION'S PROGRAMMING DESCRIPTION
KALG: Programmed for 18-49 age group.

1. PERSONNEL
Manager—Don Thompson.

2. REPRESENTATIVES
Mario Messina Company.
Denver—John L. McGuire, Inc.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 11/1/68—Rec'd 3/10/69.
A—7-9 am & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
SPECIFIED TIMES WITHIN HALF-HOUR PERIODS

	—1 min— A	B	—30/20 sec— A	B	—10 sec— A	B
1 x	5.50	5.00	4.30	3.90	3.30	3.00
52 x	5.25	4.75	4.10	3.70	3.15	2.85
104 x	5.00	4.50	3.90	3.50	3.00	2.70
156 x	4.75	4.25	3.70	3.30	2.85	2.55
260 x	4.50	4.00	3.50	3.10	2.70	2.40
312 x	4.25	3.75	3.30	2.90	2.55	2.25
500 x	4.00	3.50	3.10	2.70	2.40	2.10
750	3.75	3.25	2.90	2.50	2.25	1.95
1000 x	3.50	3.00	2.70	2.30	2.10	1.80

7. PACKAGE PLANS

WKLY. ROS:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.10	3.90	3.70	3.50	3.30
30/20 sec	3.20	3.05	2.90	2.75	2.60
10 sec	2.45	2.35	2.20	2.10	2.00

All spots combinable for frequency on either annual or weekly plan, but ROS cannot be counted toward frequency or annual plan.

KINN
1957

Subscriber to the NAB Radio Code

Media Code 4 232 0450 2.00
KINN, Inc., Box 618, Alamogordo, N. M. 88310. Phone 505-437-4440.

STATION'S PROGRAMMING DESCRIPTION
KINN: MUSIC: top 40, MOR & country.

1. PERSONNEL
Pres. & Gen'l Mgr.—William R. Lask.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

	1x	20x	50x	156x	312x	500x	1000x
1 min	3.60	3.50	3.40	3.20	3.10	3.00	2.80
30 sec	2.70	2.60	2.50	2.40	2.30	2.20	2.10

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.60	3.50	3.40	3.30	3.20
30 sec	2.70	2.60	2.50	2.40	2.30

Edited by William R. Lask.

ALBUQUERQUE (11 AM; 6 FM)

Bernalillo County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	29	23	29	23
B	24	19	24	19
C	22	19	22	19
D	17	16	17	18
AVERAGE	23	19	23	20

KABQ
1947

RAB

Media Code 4 232 0600 2.00
Albuquerque Corp., Box 4486, 1309 Yale S. E., Albuquerque, N. M. 87106. Phone 505-243-1744.

STATION'S PROGRAMMING DESCRIPTION
KABQ: All Spanish. Music, news, public affairs/personalities. Contact Representative for further details. Rec'd 8/1/75.

1. PERSONNEL
General Manager—Ed Gomez.
Program Director—Johnny Archuleta.
News Director—Emiliano Herrera.

2. REPRESENTATIVES
East Coast—Caballero Spanish Media, Inc.
West Coast—Lotus Reps.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 1350 kc.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 26, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42b, 43, 44a, 45, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81.

TIME RATES
Eff 5/1/73—Rec'd 8/2/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00
20 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00

Submitted by Ed Gomez.

KAMX
1971

All Spanish Network

Media Code 4 232 0750 5.00
An Alvin L. Korngold Station, Box 4150, 1820 Lomas N.E., Albuquerque, N. M. 87106. Phone 505-247-0701.

STATION'S PROGRAMMING DESCRIPTION
KAMX: Programmed 100% in spanish.
MUSIC: emphasis on Mexican and popular Latin music. NEWS: all news in Spanish. 15 min newscasts 8 am, noon, 5 pm, 5 min newscasts hourly elsewhere. Bulletins as they occur. Audience participation show 9 am, with swap shop, Soap operas, produced in Mexico City. 9:30 am & 10 am. Women's program M-F 11 am-noon. Local personality brings daily greeting of birthdays, anniversaries, etc. 1-2 pm. All PERSONALITIES handle all segments including remotes and promotions. Gifts and prizes to listeners. Participate in fund drives and community projects. Sports broadcasts. Live coverage of civic and social events. Commercials translated free. Contact Representative for further details. Rec'd 7/12/71.

1. PERSONNEL
President—Alvin L Korngold.
Station Manager—Grace Baca Schultz.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w.; 1520 kc. Clear channel. Non-directional.
Operating schedule: 6 am local sunset. MST.

4. AGENCY COMMISSION
15%. Payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: The Amigo Spanish Group, All Spanish Network.

TIME RATES
Eff 8/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50
20/30 sec	7.50	7.00	6.75	6.50	6.00	5.75
10 sec	5.00	4.75	4.50	4.25	4.00	3.75

7. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr
1 wk	25	35	60
26 wk	20	30	40
52 wk	15	25	35

Submitted by Alvin Korngold.

KDAZ
1959

NAB

Media Code 4 232 0975 8.00
A Pan American Corp. Broadcasting Station, Box 4338, 1900 Bridge St. S.W., Albuquerque, N. M. 87106. Phone 505-243-7723.

STATION'S PROGRAMMING DESCRIPTION
KDAZ: MUSIC: M-Sat, modern country & Spanish, 3-1 basis, 1 Spanish & 3 modern country. NEWS: 15 min Spanish & English—national, state & local at 7:30 am & 4:30 pm; 5 min bilingual headlines at :60. RELIGIOUS: Sun morning through 1 pm. Teach Spanish every 10 min, 30 sec at a time. Rec'd 5/7/75.

1. PERSONNEL
General Manager—Blackie Gonzales.
Sales Manager—Angie Gonzales.

3. FACILITIES
1,000 w. days; 730 kc.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 12/1/71--Rec'd 12/30/71.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x	1000x
1 min	16.50	14.50	11.50	9.50	7.50	5.50
30 sec	11.50	9.50	7.50	5.50	4.00	3.00

KDEF
1953

KDEF-FM
1953

Media Code 4 232 1050 9.00
Desert Horizon Inc., 4103 Montgomery, N.E., Albuquerque, N. M. 87109. Phone 505-881-5333.

STATION'S PROGRAMMING DESCRIPTION
KDEF: Programmed primarily towards adult male and female between 25 and 49 years of age.
MUSIC: big band sound, MOR plus select albums taken from new as well as old material. NEWS: at :60 & :30 throughout day. 6 AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 7/31/75.

1. PERSONNEL
General Manager—Larry Filkins.
Business Manager—Barbara Ransom.
Local Sales Manager—Bill Beck.

2. REPRESENTATIVES
Century National Sales.
ERA Representatives.

3. FACILITIES
5,000 w. days. 500 w. nights; 1150 kc.
Non-directional days, directional nights.
Operating schedule: 24 hours daily. MST.
FM-ERP 1,600 w.; 94.1 mc.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See Coded Regulations
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Affiliated with American Contemporary Network.
Member: Southwest Radio Concept.

TIME RATES
No. 2 Eff 2/1/69—Rec'd 1/7/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

7. PACKAGE PLANS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	18	17	16	15
A	14	13	12	11
B	10	9	8	7

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

TOTAL AUDIENCE PLANS

PER WK:	Total
12 ti (5AA, 4A, 3B)	144
18 ti (8AA, 6A, 4B)	192
24 ti (10AA, 8A, 6B)	240
36 ti (16AA, 12A 8B)	324

Edited by Barbara Ransom.

KHFM (FM)
1954

Media Code 4 232 1350 3.00
CHE Broadcasting Co., Inc., 5900 Domingo Rd., N. E., Albuquerque, N. M. 87108. Phone 505-256-9001

STATION'S PROGRAMMING DESCRIPTION
KHFM (FM): Classical music, spoken arts, arts calendars, regular newscasts & other arts features. Rec'd 5/1/75.

1. PERSONNEL
President—William Weinrod.
Station Manager—Brian R. Flora.
Program Director—Charles Maldonado.

3. FACILITIES
ERP 3 250 w.; 96.3 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 140 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Basic Rates: 20a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60e, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Station will not accept jingles or singing commercials. Music under the spoken word is acceptable.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/15/74—Rec'd 11/4/74.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

PER MO. EA:	90 ti	75 ti	60 ti	50 ti	40 ti
PER YR. EA:	1080x	900x	720x	600x	480x
1 min/30 sec	2.95	3.05	3.15	3.45	3.75
PER MO. EA:	30 ti	25 ti	20 ti	15 ti	10 ti
PER YR. EA:	360x	300x	240x	180x	120x
1 min/30 sec	4.00	4.15	4.25	4.40	4.50

ANNUAL CUMULATIVE DISCOUNT

	1x	50x	100x	250x	500x	750x	1000+
1 min	5.15	4.90	4.60	4.25	3.75	3.15	2.95
30 sec	4.60	4.25	3.90	3.60	3.25	2.95	----
10 sec	3.90	3.60	3.25	2.95	----	----	----

Rotated with a minimum of 30% AA guaranteed (AA 6:30-11 pm).

7. PACKAGE PLANS

7 DAY SATURATION PLAN

PER WK. ROTATING:	20 ti	30 ti	40 ti
1 min	4.25	3.90	3.60
30 sec	3.60	3.25	3.05
10 sec	2.95	2.95	2.95

Maximum 40 per wk/20 per day.

10. SPECIAL FEATURES
News & Seven Arts Calendar—extra 5.00.

KKIM
1972

Media Code 4 232 1500 3.00
Christian Enterprises, Inc., 301 Los Ranchos, N. W., Albuquerque, N. M. 87107. Phone 505-898-7777.

STATION'S PROGRAMMING DESCRIPTION
KKIM: Morning format, news, religious music & talk. Afternoon format, emphasis on general popular music. NEWS: UPI audio at :60, expanded in drive time. Rec'd 1/27/75.

1. PERSONNEL
President—Harold Erickson.
Station Manager—Dennis Worden.
Program Director—Paul Lierman.

3. FACILITIES
10,000 w.; 1000 kc. Non-Directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 15d.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 24a, 28c, 29a, 30, 31, 33b.
Contracts: 40a, 42c, 44b, 46, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 70e, 71b, 72, 73a, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 7/31/75.

6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	312x	624x	936x	1200x
1 min	7.00	6.50	6.25	6.00	5.75	5.50	5.25	5.00
30 sec	6.00	5.50	5.25	5.00	4.75	4.50	4.25	4.00

7. PACKAGE PLANS

13 WK:	50 ti	100 ti	200 ti	300 ti	450 ti
1 MO:	25 ti	50 ti	100 ti	150 ti	200 ti
WK:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.75	4.50	4.25	4.00	3.75

1 DAY SATURATION:	1 min	30 sec
30 ti	150.00	112.50

15 sec: 50% of 1-min.
Submitted by Dennis Worden.

KMYR
1963

Media Code 4 232 1575 5.00
Fontana Media Corp., 4011 Menaul Blvd., Albuquerque, N. M. 87110. Phone 505-265-7661.

STATION'S PROGRAMMING DESCRIPTION
KMYR: Programmed for young adults & adults. MUSIC: albums, mixing rock, country, folk, blues & jazz. Special features: periodically, well-known musicians or groups. NEWS: 8x daily by local news staff at 5:30, 6:30, 7:30, 8:30 am, 12:45, 1:45, 4:15 & 5:15 pm. COMMERCIAL POLICY: 9 units per hour. Contact Representative for further details. Rec'd 6/9/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—David L. Arnold.
General Sales Manager—David C. Singer.
Program Director—Frank Cody.

2. REPRESENTATIVES
Los Angeles—B W Broadcast Sales.

3. FACILITIES
ERP 20,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours. MST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21d, 22a, 24a, 24c, 25a.
Contracts: 41, 44a, 45, 46.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with American FM Network.

TIME RATES
No. 1 Eff 8/15/74—Rec'd 1/7/75.
AA—Mon thru Thurs 3 pm-midnight; Fri 3 pm-1 am; Sat noon-1 am; Sun noon-midnight.
A—Mon thru Thurs 6 am-3 pm; Sat & Sun 6 am-noon.
B—Mon thru Fri midnight-6 am; Sat & Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	12	10	9	8
A	9	8	7	6
B	3	3	3	3

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TAP—40%AA, 40%A, 20%B

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	7.00	6.25	5.75	5.50

30 sec: 80% of 1-min.
Edited by David C. Singer.

KOB
1920

HUBBARD BROADCASTING, INC.

mcgavren-guild pgw radio, inc.

NAB

Subscriber to the NAB Radio Code

Media Code 4 232 1650 6.00
Albuquerque Broadcasting, Div. of Hubbard Broadcasting, Inc., Box 1351, 77 Broadcast Plaza, S.W., Albuquerque, N. M. 87103. Phone 505-243-4411. TWX 910-989-1682.

1. PERSONNEL
President—Stanley S. Hubbard.
General Manager—Dick McKee.
Program Director—Larry Sherman.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Mountain Media, Inc.

3. FACILITIES
50,000 w.; 770 kc. Directional—nights.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 45, 46, 47b
Comb.: Cont. Discounts: 60b, 60i, 61a, 61c, 62b, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
AM spots may be applied toward frequency discount on FM, but not vice-versa.

TIME RATES
Eff 8/1/74—Rec'd 7/25/74.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm, 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	30	29	28	26	23	22	21	20
AA	24	23	22	20	19	18	17	16

KOB-FM
1967

A Hubbard Broadcasting, Inc. Station
Subscriber to the NAB Radio Code

Media Code 4 232 1651 4.00
Albuquerque Broadcasting Div. of Hubbard Broadcasting, Inc., Box 1351, 77 Broadcast Plaza, S.W., Albuquerque, N. M. 87103. Phone 505-243-4411. TWX 910-989-1682.
See affiliated AM station for additional information.

3. FACILITIES
ERP 8,200 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4,200 ft. above average terrain.

TIME RATES
Eff 8/1/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti
1 min/less	17	13	12

KPAR
1969

RAB

Subscriber to the NAB Radio Code

Media Code 4 232 1700 9.00
Sun Country Radio, Inc., Box 2121, Albuquerque, N. M. 87103. Phone 505-243-6000.

STATION'S PROGRAMMING DESCRIPTION
KPAR: Programmed for adults. MUSIC: general popular, standards, film music & Broadway showtunes. All music is orchestra instrumental. RELIGIOUS music 1 hour Sun. NEWS: hourly, also weather, M-F. COMMERCIAL POLICY: 1 spot aired at a time. Minimum of 15 minutes product protection. Contact Representatative for further details. Rec'd 5/7/73.

1. PERSONNEL
Station Manager—Don Burton.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w.; 1190 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KPAR-FM.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.

TIME RATES
No. 2 Eff 9/1/73—Rec'd 9/6/73.
AAA—Mon thru Sat 6-9:30 am & 3:30-7 pm.
AA—Mon thru Sat 9:30 am-3:30 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	12.00	11.20	10.40	9.60	8.80	8.00	7.30
30 sec	9.00	8.40	7.90	7.30	6.60	6.00	5.40
10 sec	6.00	5.60	5.20	4.60	4.40	4.00	3.60

CLASS AA

1 min	9.00	8.40	7.90	7.30	6.60	6.00	5.40
30 sec	6.70	6.20	5.80	5.40	4.80	4.40	4.00
10 sec	4.40	4.20	3.80	3.60	3.25	3.00	2.60

7. PACKAGE PLANS

PER YR:	AAA			AA		
BULK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
520 x	10.40	7.90	5.20	7.90	5.80	3.80
1040 x	8.80	6.60	4.40	6.60	4.80	3.25
1560 x	7.30	5.40	3.60	5.40	4.00	2.60

TOTAL AUDIENCE PLAN

PER WK:	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	6.70	6.40	5.90	5.40	4.80
30 sec	5.20	4.80	4.40	4.00	3.60
10 sec	3.35	3.20	2.95	2.70	2.40
PER MO:	72 ti	96 ti	120 ti	144 ti	192 ti
1 min	6.00	5.75	5.25	4.80	4.30
30 sec	4.65	4.30	3.95	3.60	3.20
10 sec	3.00	2.85	2.65	2.40	2.15
PER YR:			520x	1040x	1560x
1 min			6.70	5.90	4.80
30 sec			5.20	4.40	3.60
10 sec			3.35	2.95	2.40

KPAR-FM
1974

RAB

Subscriber to the NAB Radio Code

Media Code 4 232 1761 7.00
Financial Computer Services, Inc., Box 20,000, El Paso, Texas 79998.
Albuquerque office: Box 2121, Albuquerque, N. M., 87103. Phone 505-243-6000.
See affiliated AM station for additional information.

3. FACILITIES
ERP 9,000 w.; 100.3 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4,110 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KPAR.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/1/74—Rec'd 2/21/75.
Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	6.60	5.60	5.20	4.80	4.40	4.00	3.60
30 sec	4.40	4.20	3.85	3.60	3.25	3.00	2.60
10 sec	3.00	2.80	2.60	2.40	2.20	2.00	1.80

7. PACKAGE PLANS

PER YR, BULK:	520x	1040x	1560x
1 min	5.20	4.40	3.60
30 sec	3.85	3.25	2.60
10 sec	2.60	2.20	1.80

KQEO
1948

RAB

A Swanco Station
Subscriber to the NAB Radio Code

Media Code 4 232 1800 7.00
Swanco Broadcasting Corp., 2000 Indian School Rd., Albuquerque, N. M. 87104. Phone 247-8188.

STATION'S PROGRAMMING DESCRIPTION
KQEO: Programmed for young adults 18-30 & teens. MUSIC: 40 current hits with 4 oldies & 1 album cut per hour. 6 AIR PERSONALITIES. NEWS 9%; 3 man local staff, 2 mobile units. Week-ends: 1 hit, 1 gold rotation. 6 hours syndicated shows. Continual promotions. Contact Representative for further details. Rec'd 6/24/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ken Baugh.
Program Director—Chuck Logan.
Sales Manager—Lannon Mintz.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 920 kc.
Directional—night only.
Operating schedule: 24 hours daily. MST.

4 AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60f, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with Eastman Radio Network.
All rates include a 20% talent and production charge.
Announcements for competitive accounts are guaranteed 1/4 hour protection.

TIME RATES
No. 5 Eff 11/1/69—Rec'd 10/3/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti
SECTION I				
1 min	24.00	22.00	21.00	20.00
30/20 sec	19.20	17.60	16.80	16.00
10 sec	12.00	11.00	10.50	10.00
SECTION II				
1 min	20.00	19.00	18.00	17.00
30/20 sec	16.00	15.20	14.40	13.60
10 sec	10.00	9.50	8.50	8.00
SECTION III				
1 min	17.00	15.00	14.00	13.00
30/20 sec	13.60	12.00	11.20	10.40
10 sec	8.50	7.50	7.00	6.50

NEW MEXICO

7. PACKAGE PLANS

WEEKLY CUME PLANS

MON THRU SUN:	1 min
15 ti (8I, 5II, 2III) ea	17.00
30 ti (15I, 10II, 5III) ea	15.00
50 ti (24I, 18II, 8III) ea	12.50

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Spots may be moved from I to II and II to III with no rate change, but not vice versa.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%

BATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

KRKE
1928

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 232 1875 9.00
The Gaylord Broadcasting Co., Box 737, Broadcast Center, 14th & Coal Ave., S. W., Albuquerque, N. M. 87103. Phone 505-765-5600.

STATION'S PROGRAMMING DESCRIPTION
KRKE: Programmed for teens and adults 18-49. MUSIC: Contemporary with blend of hits, oldies and album cuts. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60 except 15 min at 7 am and 5 pm. Contact Representative for further details. Rec'd 3/12/74.

1. PERSONNEL
Vice-President—Norman P. Bagwell.
Sta. & Com'l Mgr.—Dell Wood.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 610 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b 11b, 14b, 15a, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60g, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with Kats Radio Network.
Affiliated with American Information Network.

TIME RATES
No. 2 Eff 8/1/74—Rec'd 8/6/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sun 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	25	24	23	22
AA	20	19	18	17

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER CAPSULES
2-min capsule, applicable 1-min plus 3.00.
Incl. 1-min open & close plus ID.
Submitted by Dell Wood.

KRST (FM)
1965

NAB RAB

Media Code 4 232 1950 0.00
Burroughs Broadcasting Co., Box 3280, 2401 Quincy N. E., Albuquerque, N. M. 87110. Phone 505-266-7946. TWX 910-989-1668.
See affiliated AM station for additional information.
AM facilities: KBZY.

3. FACILITIES
ERP 9,000 w.; 92.3 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 4,110 ft. above average terrain.

TIME RATES
No. 6 Eff 6/15/75—Rec'd 6/4/75.
AA—3 pm-midnight.
A—7 am-3 pm.
B—midnight-7 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN/LESS:	6 ti	12 ti	18 ti	24 ti
AA	15.00	14.50	14.00	13.50
A	12.00	11.50	11.00	10.50
B	6.00	----	----	----

Fixed position, guaranteed days/within 30 min.

ANNUAL RATEHOLDER
3 per wk/52 wk, 8.00.
Edited by Ross Kailey.

KRZY
1956

Buckley Radio Sales, Inc.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 232 2100 1.00
Burroughs Broadcasting Co., Box 3280, 2401 N. E. Quincy Albuquerque, N M. 87110. Phone 505-266-5833. TWX 910-989-1668.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ray Moran.
National Sales Manager—Ross Kailey.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

(This listing continued on next page)

NEW MEXICO

Albuquerque—K R Z Y—Continued

4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1s, 2s, 3s, 3b, 4s, 5, 6s, 8.
Rate Protection: 12b.
Basic Rates: 20a, 22a, 24b, 25a, 29.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KUST (FM).
Affiliated with CBS.

TIME RATES
No. 12A Eff 6/15/75—Rec'd 6/4/75.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
A—Mon thru Fri 5:30-6 am, 10 am-3 pm & 7-10 pm; Sat & Sun 10 am-8 pm.
B—Mon thru Fri 11 pm-5:30 am; Sat & Sun 8 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	20.00	17.00	18.00	15.00	10.00	9.00
12 ti	19.50	16.50	17.50	14.50	.....	.....
18 ti	19.00	16.00	17.00	14.00	.....	.....
24 ti	18.50	15.50	16.50	13.50	.....	.....

Fixed position, guaranteed days/within 30 min.
Edited by Ross Kailey.

KZIA
1956

Media Code 4 232 2300 7.00
Zia Tele-Communications, Inc., Box 25166, Albuquerque, N. M. 87125.
Studio: Davis Hse, Univ. of Albuquerque, 5309 Sequoia N. W., Albuquerque, N. M. 67120. Phone 505-247-3651.

STATION'S PROGRAMMING DESCRIPTION
KZIA: Programmed for general audience appeal. News, information, interviews & conversation; tele/talk shows incl information exchange, personal comment, panel discusses with phone questions; male & female local personalities. Dow Jones business news. Local news with 3 reporters. Local & network sports. Contact Representative for further details. Rec'd 1/7/75.

1. PERSONNEL
Pres. & Gen'l Sales Mgr.—John Deme.
Program Director—John Howard Deme.
Women's Program Director—Bazel I. Deme.
2. REPRESENTATIVES
Meeker Radio, Inc.
South—Riley Representatives.
3. FACILITIES
1,000 w.; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 34c, 33c.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 83.
Affiliated with American Entertainment Network.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 9/1/73—Rec'd 10/4/73.

6. SPOT ANNOUNCEMENTS

PER							
		BOS					
WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
MO:	15 ti	30 ti	45 ti	60 ti	90 ti	120 ti	150 ti
1 min	7.90	7.70	7.50	7.30	7.10	6.90	6.70
30 sec	5.90	5.70	5.50	5.30	5.20	5.00	4.80

Fixed times, extra 25%.

7. PACKAGE PLANS

ANNUAL BULK:	500x	1000x
1 min	6.90	6.00
30 sec	5.00	4.50

10 sec, flat 4.50.

10. SPECIAL FEATURES

	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
5-min news	15.00	14.00	13.00	12.50	12.00	11.50
2-min features	11.00	10.00	9.50	9.00	8.50	8.00

Personality Shows—minimum 2 per wk:
1 min ..... 15.00 30 sec 10.00

LONG-TERM CONTRACT DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

ARTESIA (1 AM; 1 FM)

Eddy County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KSVP
1946

Subscriber to the NAB Radio Code

Media Code 4 232 2400 5.00
Artesia Broadcasting Co., 317 W. Quay, Artesia, N. M. 88210. 505-746-2751.

STATION'S PROGRAMMING DESCRIPTION
KSVP: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Dave Button.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States, West—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 990 kc. Non-directional.
Operating schedule: 6 am-10 pm daily. MST.
4. AGENCY COMMISSION
15/0; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 7 Eff 1/1/73—Rec'd 5/24/73.

6. SPOT ANNOUNCEMENTS

	12 ti	24 ti	36 ti
1 min	3.50	3.00	2.50
30 sec	3.00	2.50	2.00

KSVP-FM
1969

Subscriber to the NAB Radio Code

Media Code 4 232 2401 3.00
Artesia Broadcasting Co., Inc., 317 W. Quay, Artesia, N. M. 88210. Phone 505-746-2751.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSVP-FM: MOR, standards, showtunes, big band.

3. FACILITIES
ERP 51,000 w. (horiz.), 51,000 w. (vert.); 92.9 mc.
Stereo.
Operating schedule: 16 hours daily. MST.
Antenna ht.: 1,092 ft. above average terrain.

TIME RATES
Rates are identical to KSVP. See that listing.

AZTEC

San Juan County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KHAP
1959

Media Code 4 232 2550 7.00
San Juan Broadcasting Inc., Drawer J, Aztec, N. M. 87410. Phone 505-334-2323.

STATION'S PROGRAMMING DESCRIPTION
KHAP: Fulltime country music.

1. PERSONNEL
General Manager—Stanley G. Snyder.
2. REPRESENTATIVES
Mountain Media, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am-midnight. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 8/1/73—Rec'd 7/10/73.

6. SPOT ANNOUNCEMENTS

	1x	51x	101x	151x	201x	501x	(*)
1 min	3.74	3.39	3.33	2.99	2.65	2.30	1.95
30 sec	3.39	3.05	2.88	2.65	2.30	1.84	1.61
10 sec	1.73	1.38	1.20	1.03	.....	.....	.....

(*) 751-1000x.
Spanish, 1 min 2.50
Submitted by Stanley G. Snyder.

BAYARD

Grant County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KNFT
1968

Media Code 4 232 2625 7.00
KNFT, Inc., U. S. 180, E., Silver City, N. M. 88061. Phone 505-388-1959.

STATION'S PROGRAMMING DESCRIPTION
KNFT: MUSIC: 100% modern country.

1. PERSONNEL
Manager—Keith Le May.
2. REPRESENTATIVES
Dallas—Mario Messina Company.
Denver—Mountain Media, Inc.
3. FACILITIES
1,000 w.; 950 kc. Non-directional.
206 w. pre-sunrise.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15% time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 8/15/74—Rec'd 3/5/75.
A—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
B—All other times, 50% BOS in A.

6. SPOT ANNOUNCEMENTS

PER	A				B			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	5.20	5.00	4.50	4.30	4.75	4.55	4.10	3.90
30 sec	3.85	3.50	3.20	2.90	3.50	3.20	2.90	2.65 (D)

BELEN

Valencia County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KARS
1961

Media Code 4 232 2700 8.00
Brooks Broadcasting Co., Inc., Box 860, 306 N. 2nd St., Belen, N. M. 87002. Phone 505 864-7447.

STATION'S PROGRAMMING DESCRIPTION
KARS: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—William T. Brooks.
2. REPRESENTATIVES
Mountain Media, Inc.
Paul Miller & Company.
3. FACILITIES
250 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 12/1/74—Rec'd 11/21/74.

6. SPOT ANNOUNCEMENTS

PER YR, ROS:	52x	104x	156x	312x	365x	730x	1430x
1 min	3.50	3.25	3.00	2.70	2.45	2.20	2.00
30 sec	2.80	2.60	2.40	2.15	1.95	1.75	1.60
10 sec	2.10	1.95	1.80	1.65	1.50	1.35	1.20

7. PACKAGE PLANS

PER WK, ROS:	12 ti	24 ti	36 ti	48 ti	96 ti
1 min	3.50	2.75	2.50	2.25	2.00
30 sec	2.80	2.20	2.00	1.80	1.60
10 sec	2.10	1.65	1.50	1.35	1.20

CARLSBAD (3 AM; 1 FM)

Eddy County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KAVE
1956

Media Code 4 232 2800 6.00
Western States Broadcasting, Inc., Box 1538, 102 N. Main, Carlsbad, N. M. 88220. Phone 505-885-8017.

STATION'S PROGRAMMING DESCRIPTION
KAVE: MOR days; rock eve; UPI Audio.

1. PERSONNEL
Pres. & Mgr.—Frank Cooke.
3. FACILITIES
1,000 w. days, 250 w. nights, 1240 kc.
Operating schedule: 5:30 am-11 pm. MST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. C Eff 8/1/71—Rec'd 5/23/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	156x	312x
1 min	3.95	3.65	3.30	3.05	2.50
30 sec	3.60	3.40	3.15	1.90	1.60

7. PACKAGE PLANS
SATURATION SCHEDULE

	100 ti	50 ti	40 ti	30 ti	20 ti
1 min	3.30	3.70	2.95	2.30	2.45
30 sec	1.40	1.65	1.80	1.95	2.10

KBAD
1950

Subscriber to the NAB Radio Code

Media Code 4 232 2900 4.00
Radio Carlsbad, Inc., Box 70, 714 N. Canyon, Carlsbad, N M. 88220. Phone 505-885-2151.

STATION'S PROGRAMMING DESCRIPTION
KBAD: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Mgr.—Bob Swayze.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days; 740 kc. Non-directional
Operating schedule: Sunrise-local sunset. MST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KBAD-FM.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
When identical schedule is placed on KBAD-FM 10% additional discount is earned on billing of each station.

TIME RATES
No. 2 Eff 1/1/74—Rec'd 2/11/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	16 ti	24 ti
1 min	3.90	3.70	3.50	3.30
30 sec	3.30	3.15	3.00	2.60

10 sec: 65% of 1-min.
Mon thru Sat 6-10 am, noon-1 pm & 4-6 pm, extra 20%.

KBAD-FM
1967

Media Code 4 232 2901 2.00
Radio Carlsbad, Inc., Box 70, 714 N. Canyon, Carlsbad, N. M. 88220. Phone 505-885-2151.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KBAD-FM: Programmed for adults and young adults.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 5 am-11 pm. MST.
Antenna ht.: 283 ft. above average terrain.
Partial simulcast operation. Operated separately 6:45-8 am. For simulcast facilities see KBAD.
5. GENERAL ADVERTISING See coded regulations
Member: New Mexico Network.
When identical schedule is placed on KBAD, 10% additional discount is earned on billing of each station.

TIME RATES
Rates are identical to KBAD. See that listing

KCCC
1966

Subscriber to the NAB Radio Code

Media Code 4 232 3000 2.00
Kolob Broadcasting Inc., 1206 W. Mermod St., Carlsbad, N. M. 88220. Phone 505-887-5521.

STATION'S PROGRAMMING DESCRIPTION
KCCC: MUSIC: country and western.

1. PERSONNEL
Pres. & Mgr.—Marion Jenkins.
3. FACILITIES
1,000 w.; 930 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset.
4. AGENCY COMMISSION
15/0.
5. GENERAL RATE POLICY
Affiliated with MBS.

TIME RATES
Eff 11/20/73—Rec'd 11/26/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	199x	299x	499x
1 min	3.80	3.50	3.20	2.95	2.80	2.65	2.50
30 sec	2.85	2.45	2.35	2.30	2.10	2.00	1.95

15-sec: 70% of 30-sec.

7. PACKAGE PLANS

PER DAY:	10 ti	20 ti	30 ti
1 min	3.00	2.80	2.60
30 sec	2.60	2.40	2.20

CLAYTON

Union County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

KLMX
1950

Subscriber to the NAB Radio Code

Media Code 4 232 3450 9.00
Ari-Ne-Mex Broadcasting Corp., Box 547, Clayton, N. M. 88415. Phone 505-374-2565.

1. PERSONNEL
General Manager—Eli H. Garcia.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm weekdays; 8 am-4:00 pm Sun. MST.
4. AGENCY COMMISSION
15% on net time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective ————.
Rates received November 12, 1965.
Class A—6:00 am-6:00 pm.

6. SPOT ANNOUNCEMENTS
CLASS A

	1 min	30 sec	30 sec
1 ti	3.25	2.75	1.75
13 ti	3.10	2.60	1.60
26 ti	2.95	2.45	1.55
52 ti	2.85	2.30	1.50
104 ti	2.70	2.15	1.45
156 ti	2.55	2.00	1.40
260 ti	2.50	1.85	1.35
312 ti	2.25	1.70	1.30
624 ti	2.10	1.55	1.25

CLOVIS (3 AM; 2 FM)

Curry County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KCLV
1952

Media Code 4 232 3600 6.00
Zia Broadcasting Co., Box 1907, Clovis, N. M. 88101 Phone 505-763-4401.

1. PERSONNEL
General Manager—Jimmy L. Davis.
Program Director—John Gentry.
Sales Manager—Cotton Hall.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional
Operating schedule: 24 hours. MST.
4. AGENCY COMMISSION
15/0 time and talent; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 26b, 28c, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 46, 51a.
Comb.; Cont. Discounts: 60a, 60h, 60i, 62b.
Cancellation: 70c, 71a, 73a.
Prod. Services: 82.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: Southwest Radio Group.

TIME RATES
Eff 8/1/69—Rec'd 7/25/69.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 4-6 pm.
A—All other times.

	1 MINUTE				
PER WK., EA:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	6.75	6.55	6.35	6.15	5.95
A	6.25	6.05	5.85	5.65	5.45

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

(Clovis continued on next page)

KICA
1933

NAB

Media Code 4 232 3750 2.00
KICA, Inc., Box K. 1000 Sycamore St., Clovis N. M. 88101. Phone 505-763-5511.

1. PERSONNEL
Manager—Bill Torbert.
Sales Manager—Norman Stratton.
Program Director—Keith Ingram.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Mountain States, Kansas City—Bob Hix Co., Inc.
South—Riley Representatives.

3. FACILITIES
1,000 w.; 950 kc. Directional—night only.
Operating schedule: 5:30 am-midnight. MST.

4. AGENCY COMMISSION
15% on station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a.
Contracts: 40a, 42b, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Rates effective February 1, 1964. (Card No. 9.)
Card received March 6, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 tl	6.50	4.85	104 tl	5.75	4.30
26 tl	6.25	4.65	156 tl	5.50	4.10
52 tl	6.00	4.50	312 tl	5.25	3.95

7. PACKAGE PLANS
WEEKLY SATURATION PACKAGES

PER WK:	1 min	30 sec		1 min	30 sec
12 tl	4.00	2.70	30 tl	4.00	3.00
18 tl	4.60	3.45	36 tl	3.70	2.75
24 tl	4.30	3.25			

8. PROGRAM TIME RATES
(5:30 am-10:00 pm daily; 7:00 am-10:00 pm Sun)

	1/2 hr	1/4 hr	10 min	5 min
1 tl	30.00	20.00	15.00	10.00
26 tl	27.00	18.00	13.50	9.00
52 tl	25.50	17.00	12.75	8.50
104 tl	24.00	16.00	12.00	8.00
156 tl	22.50	15.00	11.25	7.50
312 tl	19.50	13.00	9.75	6.50

10. SPECIAL FEATURES
NEWSCASTS

5-minutes on the hour	6.00
5 minute News	9.00
10 minute News	15.00
15-minute News	20.00
3 minute weather at :30	5.00
5 minute Market report	8.00

KMTY (FM)
1970

RAB

Subscriber to the NAB Radio Code

Media Code 4 232 3825 2.00
Friend Radio, Inc., Drawer 1890, 1600 W. 21st St., Clovis N. M 88101. Phone 505-762-3707.

STATION'S PROGRAMMING DESCRIPTION
KMTY (FM): Country & Western. 15-1/2 hrs. farm news wkly. Contact Representative for further details. Rec'd 9/24/74.

1. PERSONNEL
General Manager—Mick Landrith.
Program Director—Loren Nancarrow.
Farm Director—Kenneth Frazier.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
ERP 100,000 w.; 99.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14b, 15a, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 24b, 24c, 28a, 28c, 29a, 29b, 30, 33b.
Contracts: 40a, 41, 44a, 46, 47e, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62a, 62d, 70b, 70e, 71a, 72, 72a, 72b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 3/1/75—Rec'd 3/3/75.

7. PACKAGE PLANS
SATURATION PLAN—5 AM-MIDNIGHT

PER WK, BTA:	12 tl	36 tl	60 tl	84 tl
1 min	5.00	4.41	3.82	3.24
30 sec	3.82	3.24	2.65	2.06

BULK—5 AM-MIDNIGHT

PER YR, BTA:	156x	260x	520x	1040x
1 min	5.00	4.41	3.82	3.24
30 sec	3.82	3.24	2.65	2.06

10 sec: 50% of 1-min.
Edited by Mick Landrith.

KTQM (FM)
1963

RAB

Media Code 4 232 3900 3.00
Norman E. Petty, Box 926, Broadcast House, Clovis, N. M. 88101. Phone 505-762-4411.
See affiliated AM station for additional information.
AM facilities: KWKA.

STATION'S PROGRAMMING DESCRIPTION
KTQM (FM): MUSIC: rock, top 40. NEWS: 5-min, 11 hours daily. COMMERCIAL POLICY: maximum 2 60-second announcements per 15 minutes. Rec'd 7/5/74.

3. FACILITIES
ERP 50,000 w., 99.9 mc.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 360 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

	1x	20x	30x	60x	100x
1 min	6.00	5.00	4.50	4.00	3.00
30 sec	4.80	4.00	3.60	3.20	2.40

12:01-5 am, 1 min 2.50. 12:01-5 am, 30 sec 2.00.

KWKA
1971

RAB

Media Code 4 232 5975 5.00
Norman E. Petty, Box 926, Broadcast House, Clovis, N. M. 88101. Phone 505-762-4411.

STATION'S PROGRAMMING DESCRIPTION
KWKA: MUSIC: modern country with top 40. 7 AM PERSONALITIES. Rec'd 7/5/74.

1. PERSONNEL
Owner—Norman Petty.
General Manager—Jimmy Self.
Operations Director—William Jones.

5. FACILITIES
500 w.; 680 kc. Directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General. 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 26, 28b.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60a, 62b.
Cancellation. 70a, 70c, 71a, 72e.
FM facilities: KTQM (FM).
Affiliated with CBS.

TIME RATES
Eff 8/1/74—Rec'd 7/5/74.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA 1x	10x	20x	50x	100x
1 min	5.00	4.75	4.50	4.00	3.50
30 sec	4.00	3.80	3.60	3.20	2.80
	CLASS A				
1 min	4.50	4.25	4.00	3.50	3.00
30 sec	3.60	3.40	3.20	2.80	2.40

DEMING
Luna County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KOTS
1954

NAB

Subscriber to the NAB Radio Code

Media Code 4 232 4050 6.00
Luna County Broadcasting Co., Box 470, Deming, N. M. 88030. Phone (Area Code 505) 546-9611.

1. PERSONNEL
General Manager—Robert W. Tubey.

5. FACILITIES
250 w. days: 1230 kc. Non-directional
Operating schedule: 6 am-7 pm. MST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Rates effective February 1, 1955.
Rates received January 10, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. (*)
1 time	40.00	22.00	12.00	6.00	4.50 5.00
26 times	36.00	19.80	10.60	5.40	4.10 2.75
52 times	34.00	18.70	10.20	5.10	3.90 2.50
156 times	30.00	16.50	9.00	4.50	3.50 2.25
312 times	24.00	13.20	7.20	3.60	2.90 2.00

(*) 30 seconds or less.

ESPANOLA
Rio Arriba County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KDCE
1962

Media Code 4 232 4200 7.00
George A. Gonzales Broadcasting Co., Box 648, Espanola, N. M. 87532. Phone 505-753-5970.
Other office: Box 2068, 1300 Osage Ave., Santa Fe, N. M. 87501. Phone 505-982-4444.

1. PERSONNEL
Owner & Gen'l Mgr.—George A. Gonzales.

2. REPRESENTATIVES
West Coast—Lee F. O'Connell Company.
Mountain States—Bob Hix Co., Inc.
Texas—Paul Miller & Company.

3. FACILITIES
1,000 w. days: 970 kc. Non-directional.
Operating schedule: 4 am-local sunset. MST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Spanish language station, no charge for translation.

TIME RATES
Eff————Rec'd 2/21/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	500x	1000x
30 sec	5.00	4.50	4.25	4.00	3.75	2.75

1-min, extra .75.

(CR)

FARMINGTON (3 AM; 2 FM)
San Juan County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KENN
1951

NAB

Subscriber to the NAB Radio Code

Media Code 4 232 4350 0.00
Kenn-Land Broadcasting, Inc., 212 W. Apache, Farmington, N. M. 87401. Phone 505-325-3541.
Mailing address: Box K Farmington, New Mexico 87401.

STATION'S PROGRAMMING DESCRIPTION
KENN: MOR music. 5 min network news at :60.

1. PERSONNEL
General Manager—C. D. Kendrick.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1390 kc.
Directional—nights.
Operating schedule: 4 am-11 pm. MST.

4. AGENCY COMMISSION
15/0 time and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KRWN.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 43 Eff 11/15/72—Rec'd 4/11/74.
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK, A:	12 tl	13 tl	24 tl	30 tl	36 tl
1 min	5.80	5.60	5.20	5.00	4.80
30 sec	4.65	4.50	4.15	4.00	3.85
B:					
1 min	4.80	4.60	4.40	4.20	4.00
30 sec	3.85	3.70	3.50	3.35	3.20

KRAZ (FM)
1969

Subscriber to the NAB Radio Code

Media Code 4 232 4387 2.00
Boyd Whitney, Box 1529, 208-B W. Main, Farmington, N. M. 87401. Phone 505-327-9696.
See affiliated AM station for additional information.
AM facilities: KRZE.

STATION'S PROGRAMMING DESCRIPTION
KRAZ (FM): MOR. Contact Representative for further details. Rec'd 5/19/75.

1. PERSONNEL
Manager—Robert Sirch.

2. REPRESENTATIVES
Paul Miller & Company.
Bob Hix Co., Inc.

3. FACILITIES
ERP 30,000 w.; 96.9 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 450 ft. above average terrain.

TIME RATES
Eff 8/1/71—Rec'd 5/19/75.

6. SPOT ANNOUNCEMENTS

ROS:	1x	101x	251x	501x	751x	1000+
30 sec	4.00	3.50	3.00	2.50	2.10	1.75
			1x	251x	501x	1000+
7 pm-midnight			2.50	2.00	1.75	1.50

Submitted by Cheryl Hooper.

KRWN
1974

RAB

Media Code 4 232 4425 0.00
Music Men, Inc., Box 1047, 212 W. Apache, Farmington, N. M. 87401. Phone 505-327-4449.
See affiliated AM station for additional information.
AM facilities: KENN.

STATION'S PROGRAMMING DESCRIPTION
KRWN: MUSIC: Popular.

1. PERSONNEL
Station Manager—Bob Williams.

3. FACILITIES
ERP 30,000 w.; 92.9 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 429 ft. above average terrain.

TIME RATES
No. 1 Eff 9/1/74—Rec'd 2/20/75.

7. PACKAGE PLANS
MONTHLY PACKAGE PLAN

PER WK, EA:	10 tl	25 tl	50 tl	100 tl
30 sec	5.30	5.00	4.75	4.15

1-min—extra 1.20.

KRZE
1961

Subscriber to the NAB Radio Code

Media Code 4 232 4500 0.00
Boyd Whitney, dba KRZE Radio, Box 1529, 208-B W. Main, Farmington, N. M. 87401. Phone 505-327-9696.

STATION'S PROGRAMMING DESCRIPTION
KRZE: Country & western. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
Owner & Gen'l Mgr.—Boyd Whitney.
Sales Manager—Dale Felkner.

2. REPRESENTATIVES
Paul Miller & Company.
Bob Hix Co., Inc.

3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15% on station time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KRAZ (FM).

TIME RATES
No. 4A Eff 7/1/74—Rec'd 1/31/75.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 tl	12 tl	24 tl	36 tl	A 1 tl	12 tl	24 tl	36 tl
1 min	6.50	6.00	5.50	5.00	6.00	5.50	5.00	4.50
30 sec	5.50	5.00	4.50	4.00	5.00	4.50	4.00	3.50

ANNUAL PLAN
Advertisers contracting in advance for 312-624-936 spot within a 52-wk period will earn the 12-24-36 plan rate, regardless of number of spots run in any one week. In event written contract is not fulfilled, schedule will be adjusted to rate earned each week.

KWYK
1957

Media Code 4 232 4650 3.00
Basin Broadcasting Co., 1515 W. Main, Farmington, N. M. 87401. Phone 325-1996.

1. PERSONNEL
General Manager—Jim Gober.

3. FACILITIES
1,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

TIME RATES
Rates effective October 1, 1961.
Rates received September 6, 1961.

6. SPOT ANNOUNCEMENTS

Per week A	Each			Each
1 minute	6.00	20 times		4.50
5 times	5.75	30 times		4.00
10 times	5.50	50 times		3.50
15 times	5.00			

20 30-second spots—75% of applicable minute rate.
10-second ID's—50% of applicable minute rate.

GALLUP (2 AM; 1 FM)
McKinley County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KGAK
1945

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 232 4800 4.00
Gallup Broadcasting Co., 401 E. Coal, Gallup, N. M. 87301. Phone 505-863-4444.

1. PERSONNEL
Pres. & Gen. Mgr.—Jack B. Chapman.

2. REPRESENTATIVES
New York, Chicago, Dallas, Los Angeles and San Francisco—Savalli/Gates.
Denver—Mountain Media, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1330 kc.
Directional—nighttime only.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 12 Eff 1/1/70—Rec'd 1/14/70.
ENGLISH OR NAVAJO

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x
1 min	7.00	6.50	6.25	6.00	5.75
30 sec	6.00	5.50	5.25	5.00	4.75
10 sec	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

PER WK:	5 tl	10 tl	15 tl	20+
1 min	6.50	6.25	6.00	5.75
30 sec	5.50	5.25	5.00	4.75

KGLP (FM)
1974

NAB

Media Code 4 232 4875 6.00
2588 Newport Corp., Drawer K, 306 S. First St., Gallup, N. M. 87301. Phone 505-863-6841.
See affiliated AM station for additional information.
AM facilities: KYVA.

STATION'S PROGRAMMING DESCRIPTION
KGLP (FM): C & W, uninterrupted segments.

1. PERSONNEL
President—Raymond I. Kandel.

3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 94.5 mc. Stereo.
Operating schedule: 5 am-11 pm. MST.
Antenna ht.: 70 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: The Intermountain Network.

TIME RATES
Eff 1/1/75—Rec'd 4/25/75.

PER WK, RDS:	1 min		1 min
English	3.50	Navajo	4.00

Edited by Robert J. Barnett.

KYVA
1959

NAB

Media Code 4 232 4950 7.00
2588 Newport Corp., Drawer K, 306 S. First, Gallup, N. M. 87301. Phone 505-863-6841.

STATION'S PROGRAMMING DESCRIPTION
KYVA: MUSIC: current top 100 & solid gold hits.

1. PERSONNEL
Manager—Robert J. Barnett.

2. REPRESENTATIVES
Mario Messina Company.
Los Angeles, San Francisco—Harlan G. Oakes, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc
Operating schedule: 4:45 am-11:00 pm.

4. AGENCY COMMISSION
15/0.

(This listing continued on next page)

Gallup—K Y V A—Continued

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KGLP (FM).
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff 7/15/59—Rec'd 6/10/59.

6. SPOT ANNOUNCEMENTS
1 min or less (available in Navajo or Zuni).... 5.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	50+
1 min. ea	4.75	4.50	4.25	4.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

GRANTS

Valencia County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KMIN
1956

NAB

Media Code 4 232 5100 8.00
KMIN, Inc., Box 980, Grants, N. M.

1. PERSONNEL
General Manager—Bernie Bustos.

2. FACILITIES
1,000 w.; 980 kc.
Operating schedule: 6:00 am-local sunset.

4. AGENCY COMMISSION
15% no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective July 1, 1960.
Rates received July 18, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	45.00	36.00	26.00	12.00	6.00	4.00
13 times	40.00	33.00	18.50	10.00	5.50	3.75
26 times	35.00	30.00	17.50	9.00	5.25	3.50
52 times	33.00	27.00	17.00	8.50	5.00	3.25
104 times	30.00	24.00	16.25	8.25	4.75	3.00
156 times	27.00	21.00	15.50	8.00	4.50	2.75
260 times	25.00	18.50	15.00	7.75	4.25	2.50

Spanish and Indian language—Regular rates apply.
Limit on number run each day

HOBBS (2 AM; 1 FM)

Plus 1 paid cross reference.
Lea County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KCIA
HUMBLE CITY

City of license, Humble City, N. M.
See listing under Humble City, N. M.

KHOB
1954

Media Code 4 232 5250 1.00
The Smith Corp., Box 40, Hobbs, N. M. 88240. Phone 505-393-5148.

STATION'S PROGRAMMING DESCRIPTION
KHOB: MUSIC: top 40 with oldies. AIR PERSONALITIES. News & sports reports. Continuous contests & audience promotions. Contact Representative for further details. Rec'd 9/27/74.

1. PERSONNEL
Manager—Dan O'Shea Smith.
Sales Manager—Chuck Wieland.
Program Director—Tom Wood.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
5,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a
Comb.: Cont. Discounts: 60a, 60b, 60i, 62b
Cancellation: 70c, 71a, 73a.
Prod. Services: 80
FM facilities: KSCR.

TIME RATES
Eff 1/1/74—Rec'd 9/27/74.

7. PACKAGE PLANS

	Bulk 260x	Bulk 520x	Bulk 1040x	Wkly pkg 20 ti	Wkly pkg 30 ti	Wkly pkg 50 ti
1 min	4.15	3.81	3.47	3.81	3.47	3.11
30 sec	3.32	3.04	2.76	3.04	2.76	2.49
15/less	2.49	2.22	1.94	.....	.....	.....

DISCOUNT ON WKLY PKG ONLY
13 wk—5% 26 wk—10% 52 wk—15%
Submitted by Chuck Wieland.

KSCR
1965

Media Code 4 232 5325 1.00
The Smith Corp., Box 40, Hobbs, N. M. 88240. Phone 505-393-5148.
See affiliated AM station for additional information.
AM facilities: KHOB.

STATION'S PROGRAMMING DESCRIPTION
KSCR: MUSIC: MOR with personalities. Contact Representative for further details. Rec'd 10/28/74.

3. FACILITIES
ERP 36,000 w.; 95.7 mc. Stereo.
Operating schedule: 6 am-midnight. MST.

TIME RATES
Eff 6/1/74—Rec'd 10/23/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	30 ti
1 min	3.10	2.76	2.41	2.07
30 sec/less	2.90	2.55	2.21	1.85

CONTRACT DISCOUNT
12 wk—5% 26 wk—10% 52 wk—15%

KWEW
1956

Media Code 4 232 5400 2.00
Box 777, 1515 N. Del Paso, Hobbs, N. M. 88240. Phone 505-393-3137.

1. PERSONNEL
Manager—Harry McAdams.
Farm Director—Gil Haugen.
News & Sports—John Neal.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States, Kansas City—Bob Hix Co., Inc.
Southwest—Riley Representatives.

3. FACILITIES
5,000 w.; 1480 kc. Directional-nighttime only.
Operating schedule, 5 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 46, 47a, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71b, 72, 73a, 72b.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS.
Member: Farm Radio Network.

TIME RATES
Eff 5/1/69—Rec'd 3/20/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00
10 sec	2.50	2.25	2.00	1.75	1.50

HUMBLE CITY (1 AM; 1 FM)

Lea County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KCIA
1971

Media Code 4 232 5435 6.00
KCIA Radio, Inc., Box 149, Humble City, N. M. 88251. Phone 505-392-6546.

STATION'S PROGRAMMING DESCRIPTION
KCIA: C&W, news/weather at :60, sports at 7:20 am.

1. PERSONNEL
Manager—Jack Parry.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
1,000 w. days; 1110 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/2 time only; within 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KPOE.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti
1 min	4.85	4.60	4.30
30 sec	3.85	3.60	3.30

(CR-2)

KPOE
1975

Media Code 4 232 5455 6.00
Media Corp., Box 149, Humble City, N. M. 88251. Phone 505-392-6546.
See affiliated AM station for additional information.
AM facilities: KCIA.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 400 ft. above average terrain.

TIME RATES
Eff———Rec'd 2/13/75.

6. SPOT ANNOUNCEMENTS
1 min 5.00 30 sec 4.00

LAS CRUCES (2 AM; 1 FM)

Dona Ana County—Map Location E-6
See SRDS consumer market map and data at beginning of the State

KGRD (FM)
1966

RAB

Media Code 4 232 5475 4.00
KGRT, Inc., Box 968, Las Cruces, N. M. 88001. Phone 505-526-6681.
See affiliated AM station for additional information.
AM facilities: KGRT.

STATION'S PROGRAMMING DESCRIPTION
KGRD (FM): Country and western music.

3. FACILITIES
ERP 1,350 w. (horiz.), 1,350 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 4-1 am. MST.
Antenna ht.: 1 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/73—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	6 ti	12 ti	25 ti	50 ti
1 min	3.60	3.55	3.50	3.40	3.35
30 sec	3.00	2.85	2.70	2.55	2.40
20 sec	2.40	2.35	2.25	2.10	1.95
	75 ti	100 ti	125 ti	150 ti	200 ti
1 min	3.30	3.25	3.15	3.05	3.00
30 sec	2.25	2.10	1.95	1.85	1.80
20 sec	1.80	1.65	1.55	1.50	1.45

10. SPECIAL FEATURES
NEWSCASTS—6-8:30 AM, NOON-1 PM, 4-5:30 PM
5 min 100 3 min 75
OTHER TIMES
5 min 90 3 min 60
Paul Harvey—5 min, 125.00.
Time or weather 10 sec briefs—1 ti per hr, minimum 325 per mo, 150.00.

AM and FM may be combined for maximum frequency.
Spots on KGRD (FM) are 1/2 or more of KGRT schedule, 5% discount on both stations

KGRT
1955

RAB

Subscriber to the NAB Radio Code
Media Code 4 232 5550 4.00
KGRT, Inc., Box 968, Las Cruces, N. M. 88001. Phone 505-526-6681.

1. PERSONNEL
President—John Mahaffey.
Vice-Pres. & Gen'l Mgr.—Jack Fargason.

3. FACILITIES
5,000 w. days; 570 kc. Non-directional.
Operating schedule: 5:29 am-local sunset. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60h, 60i, 62b.
Cancellation: 70c, 71a, 73a.
Prod. Services: 82
FM facilities: KGRD (FM).
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/73—Rec'd 6/3/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	6 ti	12 ti	25 ti	50 ti
1 min	6.00	5.90	5.80	5.70	5.60
30 sec	5.00	4.75	4.50	4.25	4.00
20 sec	4.00	3.90	3.75	3.50	3.25
	75 ti	100 ti	125 ti	150 ti	200 ti
1 min	5.50	5.40	5.25	5.10	5.00
30 sec	3.75	3.50	3.25	3.10	3.00
20 sec	3.00	2.75	2.60	2.50	2.40

10. SPECIAL FEATURES
NEWSCASTS—6-8:30 AM, NOON-1 PM, 4-5:30 PM
5 min 200 3 min 125
OTHER TIMES
5 min 150 3 min 100
Paul Harvey—5 min, 225.00.
10 sec Time or weather briefs, 1 ti per hr, minimum 325 per mo, 300.00.

AM and FM may be combined for maximum frequency.
Spots on KGRD (FM) are 1/2 or more of KRGT schedule, 5% discount on both stations.
Submitted by Jack Fargason.

KOBE
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 232 5700 5.00
Las Cruces Broadcasting Co., Drawer X, 1832 W. Amador, Las Cruces, N. M. 88001. Phone 505-526-2496.

STATION'S PROGRAMMING DESCRIPTION
KOBE: Programmed for general interest.
AIR PERSONALITIES handle all segments. FARM: 6-6:30 am, 12:30-1 pm interviews, markets, weather, county agent reports. NEWS: 30 min blocks at 7 am, noon, 5 pm, 15 min at 11 pm, 5 min on hour and half hour. 2 man news staff. Women's interview 8:30-9 am M-F. SPORTS: 2 local reports daily. Live play-by-play high school and local university football and basketball. 3 man sports staff. Spanish language 8-11 pm Sun-F Contact Representative for further details. Rec'd 6/26/70.

1. PERSONNEL
Pres & Gen'l Mgr.—Walter L. Rubens.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, b, 6a, 7a, 8.
Rate Protection: 10g, 12g, 14d, 15a, 16.
Basic Rates: 20a, 24b, 24c, 28a, 29a, 32b.
Contracts: 40a 41, 42a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60e, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: KOPE, Mesilla Park.

TIME RATES
No. 8 Eff 11/15/74—Rec'd 12/9/74.

6. SPOT ANNOUNCEMENTS

WK, EA:	1 ti	12 ti	24 ti	36 ti	48 ti	56 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.00	3.70	3.55	3.40	3.10	2.90
10 sec	3.50	3.30	3.00	2.70	2.60	2.50
MO, EA:	50 ti	100 ti	125 ti	150 ti	200 ti	250 ti
1 min	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	3.80	3.65	3.40	3.20	2.90	2.70
10 sec	3.10	3.00	2.70	2.60	2.40	2.30

YR, EA:	260x	520x	1040x	1560x	2080x	2520x
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.65	3.50	3.20	3.00	2.70	2.50
10 sec	3.00	2.90	2.70	2.60	2.40	2.30

7. PACKAGE PLANS
WONDERFUL WEEKEND—1/2 SAT, 1/2 SUN—ROS
30 ti, 1-min 96.00 30 ti, 30-sec 81.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40	30	20	15	12

10. SPECIAL FEATURES
TOTAL INFORMATION NEWS

PER MO:	10 min	5 min
Mon thru Sat, fixed	273	224
Alternate	150	136

LAS VEGAS (1 AM; 1 FM)

San Miguel County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KFUN
1941

Media Code 4 232 5850 8.00
Mark/way Inc., Box 710, Las Vegas, N. M. 87701. Phone 505-425-6766.

1. PERSONNEL
General Manager—Dennis D. Mitchell.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays: 7:45 am-11:00 pm Sun. MST.

4. AGENCY COMMISSION
15/0 net on time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
No. 3 Eff 10/1/72—Rec'd 9/28/72.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	5.00	4.50	4.00	3.75	3.50
30 sec	3.75	2.40	3.00	2.80	2.60
10 sec	2.50	2.25	2.00	1.90	1.75

KFUN-FM
1973

Media Code 4 232 5851 6.00
Mark/way Inc., Box 710, Las Vegas, N. M. 87701. Phone 505-425-6766.
See affiliated AM station for additional information.

1. PERSONNEL
President—S. Carl Mark.

3. FACILITIES
ERP 3,000 w.; 100.9 mc.
Operating schedule 6 am-11 pm. MST.
Antenna ht.: 77 ft. below average terrain.

TIME RATES
No. 1 Eff 4/1/73—Rec'd 4/21/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 x	1.70	1.20
Per yr, 1 per day, per mo	1.50	1.00
Per yr, 2 per day, per mo	1.40	.90

LOS ALAMOS (1 AM; 1 FM)

Los Alamos County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KRSN
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 232 6060 3.00
Community Broadcasting Co., Box 749, Los Alamos, N. M. 87544. Phone 505-662-4342.

1. PERSONNEL
Owner-Manager—Darrel K. Burns.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/75—Rec'd 5/30/75.

	1x	52x	156x	312x
1 min	5.00	4.50	4.00	3.50
30 sec/less	4.00	3.50	3.00	2.50

10 ti in 1 wk: 52x rate.
25+/1 wk, 156x rate.
Edited by Darrel Burns.

KRSN-FM
1955

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 232 6061 1.00
Community Broadcasting Co., Box 749, Los Alamos, N. M. 87544. Phone 505-662-4342.
See affiliated AM station for additional information.

3. FACILITIES
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 6 am-11:15 pm. MST.

TIME RATES
Eff———Rec'd 5/30/75.

6. SPOT ANNOUNCEMENTS
1 min/less, flat 3.50
Edited by Darrel Burns.

LOVINGTON (1 AM; 1 FM)

Plus 1 paid cross reference.
Lea County—Map Location H-5
See SHDS consumer market map and data at beginning of the State.

KCIA
HUMBLE CITY

City of license, Humble City, N. M.
See listing under Humble City, N. M.

KLEA
1952

NAB

Subscriber to the NAB Radio Code
Media Code 4 232 6150 2.00
Lea County Broadcasting Co., Drawer 877, Lovington, N. M. 88260. Phones 396-3355, 396-2244.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Hoyt Caldwell.
3. FACILITIES
500 w. days; 630 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Partial simulcast operation. Simulcast 6 am-11 pm. For non-simulcast facilities see KLEA-FM.
TIME RATES
Eff 10/1/74—Rec'd 10/29/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	12 ti	24 ti	36 ti
1 min	4.00	3.80	3.65	3.50
30 sec	3.50	3.25	3.00	2.75

Contracts in advance for 312+ spots per yr earn 36x rate regardless of number run in any 1 mo.

KLEA-FM
1965

NAB

Media Code 4 232 6151 0.00
Lea County Broadcasting Co., Inc., Box 877, 1100 Country Club Rd., Lovington, N. M. 88260. Phone 505-396-2244.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 101.7 mc.
Operating schedule: 6 am-11 pm. MST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 4-11 pm. For simulcast facilities see KLEA.
TIME RATES
Eff 10/1/74—Rec'd 11/18/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	12 ti	24 ti	36 ti
1 min	3.00	2.80	2.65	2.50
30 sec	2.50	2.25	2.00	1.75

MESILLA PARK

Dona Ana County—Map Location E-6
See SHDS consumer market map and data at beginning of the state.

KOPE
1974

NAB

Subscriber to the NAB Radio Code
Media Code 4 232 6225 2.00
Las Cruces Broadcasting Co., Drawer X, 1832 W. Amador, Las Cruces, N. M. 88001. Phone 505-526-2496.
STATION'S PROGRAMMING DESCRIPTION
KOPE: MUSIC: Standards. NEWS: hourly.
1. PERSONNEL
Pres. & Gen'l Mgr.—Walter L. Rubens.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne Evans & Associates, Inc.
3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 5-1 am. MST.
Antenna ht.: 32 ft. below average terrain.
4. AGENCY COMMISSION
15/0 time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: KOBE, Las Cruces.
TIME RATES
Eff 6/1/74—Rec'd 8/1/74.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	24 ti
1 min	4.00	3.50	3.00

PORTALES

Roosevelt County—Map Location H-4
See SHDS consumer market map and data at beginning of the State.

KENM
1950

Media Code 4 232 6300 3.00
Portales Broadcasting Co., Box 836, E. Highway 70, Portales, N. M. 88130. Phone 505-356-6681.
STATION'S PROGRAMMING DESCRIPTION
KENM: programmed modern country & western.
1. PERSONNEL
Vice-Pres. & Sales Development—Larry Ackers.
General Manager—Bob Park.
Farm Director—Bedford Forrest.
2. REPRESENTATIVES
Savall/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-11 pm. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 7/1/73—Rec'd 5/24/73.
AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 4-6 pm.
A—All other times.
6 SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA						
1 min	7.00	6.80	6.60	6.40	6.20	8.00
30 sec	5.60	5.45	5.25	5.10	4.95	4.80
10 sec	3.50	3.40	3.30	3.20	3.10	3.00
CLASS A						
1 min	6.50	6.30	6.10	5.90	5.70	3.50
30 sec	5.20	5.05	4.85	4.70	4.55	4.40
10 sec	3.25	3.15	3.05	2.95	2.85	2.75

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
10. SPECIAL FEATURES
Farm & Ranch Eastern New Mexico News Block—Mon thru Fri 6:30-7 am, 1-min 8.00, 30 sec 6.40 flat.

RATON

Colfax County—Map Location G-1
See SHDS consumer market map and data at beginning of the State.

KRTN
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 232 6450 0.00
Raton Broadcasting Co., Box 638, 1128 State St., Raton, N. M. 87740. Phone 445-3652.
1. PERSONNEL
Gen'l & Comm'l Mgr.—Jim Roper.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Mountain States, Kansas City—Bob Hix Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-7 pm. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
Eff 8/1/72—Rec'd 12/26/72.
6. SPOT ANNOUNCEMENTS

PER YR:	PER WK:	1 min	30 sec	10 sec
1 x	5 ti	4.55	3.15	1.55
52 x	10 ti	4.20	2.80	1.50
104 x	15 ti	4.10	2.60	1.40
156 x	20 ti	3.65	2.45	1.35
260 x	25 ti	3.40	2.35	1.30
312 x	30 ti	3.10	2.20	1.20
624 x	35 ti	2.80	2.05	1.15
936 x	50 ti	2.40	1.95	1.05
1248 x	60 ti	2.10	1.75	1.00

Set times: Per spot, extra .50.
7. PACKAGE PLANS
All Day Broadcast 175.00
Station Breaks, per day 52.50
10. SPECIAL FEATURES
News, extra 15%.

ROSWELL (4 AM; 1 FM)

Chaves County—Map Location G-4
See SHDS consumer market map and data at beginning of the State

KBIM
1953

AVERY-KNODEL, INC.

NAB

Media Code 4 232 6600 5.00
Taylor Broadcasting Co., Box 910, Roswell, N. M. 88201 Phone 505-622-2120, TWX 910-986-0072.
STATION'S PROGRAMMING DESCRIPTION
KBIM: Programmed for mass appeal.
MUSIC: 85% popular including current hits. NEWS: 5 min national news & sports at :55, regional & local news & weather at :30, farm & ranch in early am & noon. SPORTS: high school & jr. college basketball & football. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 9/17/73.
1. PERSONNEL
Executive Vice-President—W. C. Taylor.
Vice-Pres. & Gen'l Mgr.—John H. King.
National Sales Manager—David N. Simmons.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Mountain States—Bob Hix Co., Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 910 kc.
Operating schedule: 18 hours daily. MST.
4. AGENCY COMMISSION
15/0: time only.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 28c, 29a.
Contracts: 40a, 41, 42a, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.

TIME RATES
AM/FM COMBINATION
Eff 12/1/73—Rec'd 10/22/73.
AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 4-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 MINUTE						
AA	8.00	7.50	7.00	6.50	6.00	5.50
A	7.50	7.00	6.50	6.00	5.50	5.00
30 SECONDS						
AA	6.40	6.00	5.60	5.20	4.80	4.40
A	6.00	5.60	5.20	4.80	4.40	4.00

10 sec: 50% of 1-min.
8. PROGRAM TIME RATES

AM ONLY	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	36.00	24.00	18.00	15.00
52 x	55.00	33.00	22.00	16.50	13.75
156 x	50.00	30.00	20.00	15.00	12.50
260 x	45.00	27.00	18.00	13.50	11.25
365 x	40.00	24.00	16.00	12.00	10.00

KBIM-FM
1958

NAB

Media Code 4 232 6601 4.00
Taylor Broadcasting Co., 308 N. Main St., Roswell, N. M. 88201. Phone 505-622-2120.
See affiliated AM station for additional information.
2. FACILITIES
ERP 100,000 w. (horiz.), 89,000 w. (vert.); 94.9 mc.
Operating schedule: 6 am-midnight. MST.
Antenna ht.; 1,600 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KBIM. See that listing.
TIME RATES
Eff 5/1/65—Rec'd 5/12/65.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	3.60	3.30	2.95	2.75	2.60	2.50	2.35
30 sec	3.00	2.70	2.55	2.40	2.30	2.20	2.10

KRDD
1963

Media Code 4 232 6750 0.00
KRDD, Box 1615, Roswell, N. M. 88201. Phone 623-1330
1. PERSONNEL
Owner—Reginaldo Espinosa.
Sales Manager—Eduardo B. Leaton.
2. REPRESENTATIVES
East, Midwest—National Time Sales.
Southeast—David Carpenter Company.
3. FACILITIES
1000 w.; 1320 kc.
Operating schedule: Daytime.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24a, 29a.
Contracts: 40a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71b.
100% Spanish programming; translation included.
Member: National Spanish Language Network.
TIME RATES
Eff.....Rec'd 3/28/66.
6. SPOT ANNOUNCEMENTS
1 MINUTE
1 ti 6.00 104 ti 4.50
26 ti 5.50 312 ti 4.00
52 ti 5.00
7. PACKAGE PLANS
ANNOUNCEMENT PACKAGES
1 MINUTE
PER WK:
5 ti 25.00 20 ti 85.00
10 ti 45.00 25 ti 105.00
15 ti 65.00 30 ti 120.00
10-second announcements—50% of the applicable rate.
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50.00	28.00	16.80	10.00	7.30

DISCOUNTS
13x—5% 52x—12-1/2% 156x—50%
26x—10% 104x—15% 260x—25%
10. SPECIAL FEATURES
NEWSCASTS
PER MO:
5 minutes daily 90.00
10 minutes daily 120.00
15 minutes daily 150.00

KRSY
1947

NAB RAB

Media Code 4 232 7051 1.00
T. Ray Moran, Box 1981, Roswell, N. M. 88201. Phone 505-622-0290.
1. PERSONNEL
General Manager—Jim Clark.
National Sales Manager—Rose Kelley.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 28b, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/31/75—Rec'd 4/4/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.
B—Mon thru Sun 10 pm-5 am.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	6 ti	12ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	7.50	7.00	6.50	6.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	5.00	4.50	4.00	3.50

B: 1 min, 2.50; 30 sec, 2.00.
ID'S: 60% of 1-min
10. SPECIAL FEATURES
Farm—Mon thru Sat 5-6 am, AA rate.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Minimum 5 spots per week.

KSWS
1965

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 232 7200 4.00
Berrendo Broadcasting Co., Box 670, 711 W. 2nd St., Roswell, N. M. 88201. Phone 505-622-6450.
STATION'S PROGRAMMING DESCRIPTION
KSWS: Programmed for age group 25+.
MUSIC: MOR. 3 DJ's. NEWS: 3 1-hr. newsblocks, 7 am, noon & 5 pm, covering national, international, regional, weather & other news features. FARM & ranch: 5 hrs. weekly, 6 am, noon & 5 pm. SPORTS: play-by-play local high school & Southwest Conference. Contact Representative for further details. Rec'd 12/2/74.
1. PERSONNEL
General Manager—Merle H. Tucker.
Commercial Manager—Ralph K. Berg.
2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.
3. FACILITIES
50,000 w. days; 10,000 w. nights; 1020 kc.
Operating schedule: 19 hours daily. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 23a, 24c, 25a, 26, 27, 28c, 29b, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60f, 60h, 60i, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.
TIME RATES
No. 1 Eff 3/1/74—Rec'd 3/18/74.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—Mon thru Sat 9 am-noon & 1-4 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AA					
1 min	8.50	7.50	7.00	6.50	6.00
30 sec	6.80	6.00	5.60	5.20	4.80
CLASS A					
1 min	7.50	6.50	6.00	5.50	5.00
30 sec	6.00	5.20	4.80	4.40	4.00
CLASS B					
1 min	5.50	4.50	4.00	3.50	3.00
30 sec	4.40	3.60	3.20	2.80	2.40

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
8. PROGRAM TIME RATES
AA—Mon thru Sun 6 am-7 pm.
B—All other times.

	1x	52x	156x	260x	312x
CLASS AA					
1/2 hr	60.00	54.00	51.00	48.00	45.00
1/4 hr	40.00	35.00	33.00	31.00	29.00
10 min	30.00	26.00	25.00	23.00	21.00
5 min	20.00	18.00	17.00	15.00	14.00
CLASS B					
1/2 hr	35.75	31.75	29.75	27.75	25.75
1/4 hr	23.75	21.25	19.75	18.50	17.00
10 min	18.00	16.00	14.75	13.75	13.00
5 min	11.75	10.50	10.00	9.25	8.50

10. SPECIAL FEATURES
Farm/Women—1x AA spots.

RUIDOSO

Lincoln County—Map Location F-4
See SHDS consumer market map and data at beginning of the State.

KRRR
1959

Media Code 4 232 7350 7.00
Sierra Blanca Broadcasting, Inc., Box 39, Ruidoso, N. M. 88345. Phone 505-257-7333.
1. PERSONNEL
President—Edward D Hyman.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
5,000 w.; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 3 Eff 9/1/72—Rec'd 10/12/72.
6. SPOT ANNOUNCEMENTS
SPECIFIED TIMES—WITHIN 1/2 HR PERIOD

	1x	26x	52x	164x	156x	260x	312x	624x
1 min	5.00	4.85	4.70	4.50	4.30	4.10	3.90	3.70
30/20	4.30	4.20	4.10	3.90	3.75	3.60	3.45	3.30
10 sec	3.80	3.70	3.60	3.50	3.35	3.25	3.15	2.95

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti
1 min	4.50	4.30	4.10	3.90
30/20 sec	3.90	3.75	3.60	3.45
10 sec	3.50	3.35	3.25	3.15

NEW MEXICO

SANTA FE (3 AM; 2 FM)

Plus 1 paid cross reference.
Sante Fe County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KAFE
1966

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 232 7500 7.00
Enchanted Land Broadcasting, Inc., Box 4097, Lower Agua Firia, Santa Fe, N. M. 87501. Phone 505-471-2311.
1. PERSONNEL
Pres. & Gen'l Mgr.—Dale Wood.
2. REPRESENTATIVES
Grant Webb & Company, Inc.
Mountain States—Bob Hix Co., Inc.
Western States—Bill Dahlsten & Associates.
3. FACILITIES
5,000 w. days; 810 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15%; bills rendered 1st, payable 10th.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28c, 29a.
Contracts: 40a 41, 42b, 42d, 45, 46, 47b, 48, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 82.
TIME RATES
Eff 5/1/68—Rec'd 5/15/68.
6. SPOT ANNOUNCEMENTS

DRIVE TIMES—6-9 AM, NOON-1 PM, 3-6 PM	26x	52x	104x	156x	312x	500x
1 min	6.70	6.20	5.80	5.30	4.90	4.40
30 sec	5.70	5.20	4.80	4.50	4.25	3.75
ALL OTHER TIMES—ROS						
1 min	6.45	5.95	5.55	5.05	4.65	4.15
30 sec	5.45	4.95	4.55	4.25	4.00	3.50

10 sec: 50% of applicable 1-min.
7. PACKAGE PLANS

10-DAY PLANS—ROS	25 ti	50 ti	75 ti	100 ti	200 ti
1 min	5.55	5.05	4.65	4.15	3.65
30 sec	4.55	4.25	4.00	3.50	2.85

10 sec: 50% of 1-min.

KAFE-FM
1966

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 232 7501 5.00
Enchanted Land Broadcasting, Inc., Box 4097, Lower Agua Firia, Santa Fe, N. M. 87501. Phone 505-471-2311.
See affiliated AM station for additional information.
3. FACILITIES
Eff' 28,000 w.; 97.3 mc.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 300 ft. above average terrain.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/73—Rec'd 5/22/73.
6. SPOT ANNOUNCEMENTS

1 MIN, EA:	12 ti	24 ti	30 ti	60 ti	90 ti
Per wk	3.00	2.50	2.00	.....	.....
Per mo	.....	.....	.....	3.00	2.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KDCE
ESPANOLA

City of license, Espanola, N. M.
Santa Fe—Box 2068, 1300 Osage Ave., Santa Fe, N. M. 87501. Phone 505-982-4444.
See listing under Espanola, N. M.

KSNM (FM)
1965

NAB

Media Code 4 232 7575 9.00
Ivan R. Head, Drawer E, West Alameda, Santa Fe, N. M. 87501. Phone 505-982-4424.
STATION'S PROGRAMMING DESCRIPTION
KSNM (FM): Programmed for adults.
MUSIC: Film music, showtunes, standards, dixieland. Semi-classical, ballet, 11 am-noon, 2 pm-4:30 pm, 7:35-8:30 pm. Opera 3-5 pm Sun. Live air personalities. NEWS: every hour. COMMERCIAL POLICY: 12 minutes of announcements per hour. Rec'd 6/3/75.
1. PERSONNEL
Owner & Mgr.—Ivan R. Head.
Chief Engineer—H. M. Caraway.
3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 95.5 mc. Stereo.
Operating schedule: 6:30 am to midnight.
Antenna ht.: 173 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 8.
Rate Protection: 10a.
Basic Rates: 22a, 28a.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
TIME RATES
No. 2 Eff 11/1/73—Rec'd 10/31/73.
6. SPOT ANNOUNCEMENTS

FIXED:	1x	26x	52x	104x	312x
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

FLOATING			
PER MO:	13 ti	26 ti	52 ti
1 min	4.00	3.50	3.00
30 sec	3.00	2.50	2.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	30	20	15	10
13 x	25	18	12	8
52 x	20	15	9	5

Edited by Ivan R. Head.

KTRC
1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 232 7650 0.00
Santa Fe Broadcasting Co., Inc., Box 2227, 210 E. Marcy St., Santa Fe, N. M. 87501. Phone 505-982-2666
STATION'S PROGRAMMING DESCRIPTION
KTRC: Programmed for adult mass appeal.
MUSIC: MOR of today & yesterday; classical, instrumental each day 6-7 pm; Metropolitan opera or local opera & guests Sat afternoons. TALK: participation show M-Sat 9-9:30 am; 4 women's shows 8:30-10:45 am scattered. NEWS: network, local & state hourly. Guests, personalities, celebrities interviewed frequently. Contact Representative for further details. Rec'd 1/28/75.
1. PERSONNEL
General Manager—Bill Hanrahan.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional
Operating schedule: 5:45 am-midnight, MST.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15a, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26b, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60g, 60i, 61b, 62a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
TIME RATES
Eff 12/1/68—Rec'd 11/6/68.
6. SPOT ANNOUNCEMENTS

WEEKLY PENETRATION	5 ti	10 ti	20 ti	30 ti	50 ti	70 ti
1 min	8.50	7.50	6.00	5.50	5.00	4.50
30 sec	6.50	5.00	4.50	4.00	3.50	3.00

MONTHLY PENETRATION	100 ti	200 ti	300 ti
1 min	5.00	4.50	4.00
30 sec	3.50	3.00	2.50

ANNUAL PENETRATION	1 min	30 sec		1 min	30 sec
260 x	8.50	6.50	1000 x	6.00	4.50
312 x	8.00	6.00	1500 x	5.50	4.00
365 x	7.50	5.50	2000 x	5.00	3.50
500 x	7.00	5.00	3000 x	4.00	3.00

10/15 sec: 50% of 1-min.
8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	365x
5 min.	19	18	17	16	15	14	12	10
10 min	28	26	24	22	20	18	16	14
1/4 hr	36	32	30	26	24	22	19	16
1/2 hr	60	50	46	42	38	34	30	28
1 hr	90	85	80	75	65	60	55	50

KVSF
1936

Mutual Broadcasting System

Alan Torbet Associates, Inc.

Contemporary

NAB

Media Code 4 232 7800 1.00
New Mexico Broadcasting Co., Box 2407, 1718 W. Alameda, Santa Fe, New Mexico 87501. Phone 505-982-4455.
1. PERSONNEL
President—Bruce Hebenstreit.
General Manager—Alfred Sena.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w.; 1260 kc. Non-directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15% time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60k, 61c, 62b.
Cancellation: 70a 70c, 71a, 73a.
Rate Protection: 6 months, 1 year to continuous advertisers.
Affiliated with MBS.
Affiliated with ATA Radio Network.
TIME RATES
No. 12 Eff 5/1/72—Rec'd 10/2/72.
6. SPOT ANNOUNCEMENTS

GUARANTEED TIME	1 ti	12 ti	24+
1 min	6.00	5.00	4.00
30 sec	5.00	4.00	3.00
10 sec	4.00	3.00	2.50

7. PACKAGE PLANS

BLANKET COVERAGE—ROS				
PER WK:	30 ti	40 ti	50 ti	60 ti
1 min	4.00	3.75	3.50	3.25
30 sec	3.00	2.75	2.50	2.25
10 sec	2.00	1.75	1.50	1.25
PER MO:	100 ti	150 ti	200 ti	
1 min	3.50	3.25	3.00	
30 sec	2.50	2.25	2.00	
10 sec	1.50	1.25	1.00	

SANTA ROSA

Guadalupe County—Map Location G-3
See SRDS consumer market map and data at beginning of the State

KSYX
1960

Media Code 4 232 7950 4.00
Tri-City Broadcasters, Drawer K, E. Hwy. 66, Santa Rosa, N. M. 88435. Phone 505-472-3811.
1. PERSONNEL
General Manager—Robert Deitrich.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
No. 2 Eff 1/1/70—Rec'd 3/3/70.
Drive Time—Mon thru Fri 6:30-9 am & 4-6 pm.
6. SPOT ANNOUNCEMENTS

SPECIFIED TIMES (Within half-hour periods and/or Drive Time)	1x	52x	104x	156x	312x	500x
1 min	3.20	3.00	2.80	2.60	2.45	2.25
30/20 sec	2.55	2.40	2.25	2.10	1.95	1.80
10 sec	1.90	1.80	1.70	1.55	1.45	1.35

7. PACKAGE PLANS

ROS (1/3 in Drive Time if desired)				
PER WK:	10 ti	20 ti	30 ti	40 ti
Above rate applies	52x	104x	156x	312x

All spots combinable for frequency. ROS cannot be counted toward frequency on Annual Plan.

SILVER CITY (1 AM)

Plus 1 paid duplicate.
Grant County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KNFT
1963
BAYARD

RAB

(This is a paid duplicate of the listing appearing under Bayard, New Mex.)
Media Code 4 232 2625 7.00
KNFT, Inc., U. S. 180, E., Silver City, N. M. 88061. Phone 505-388-1956.
STATION'S PROGRAMMING DESCRIPTION
KNFT: MUSIC: 100% country western.
1. PERSONNEL
Manager—Keith Le May.
2. REPRESENTATIVES
Dallas—Mario Messina Company.
Denver—Mountain Media, Inc.
3. FACILITIES
1,000 w.; 950 kc. Non-directional.
206 w. pre-sunrise.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15% time only.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 8/15/74—Rec'd 3/5/75.
A—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
B—All other times, 50% ROS in A.
6. SPOT ANNOUNCEMENTS

PER	A				B			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	5.20	5.00	4.50	4.30	4.75	4.55	4.10	3.90
30 sec	3.85	3.50	3.20	2.90	3.50	3.20	2.90	2.65

(D)

KSIL
1946

Media Code 4 232 8100 5.00
KSIL Inc., Box 590, Silver City, N. M. 88061
Phone 505-538-2951.
STATION'S PROGRAMMING DESCRIPTION
KSIL: Programmed for general adult appeal.
1. PERSONNEL
General Manager—Bud McMurray.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. MST.
4. AGENCY COMMISSION
15% on station time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. IV Eff 7/1/75—Rec'd 7/28/75.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x
1 min	5.80	5.25	4.50	4.25	3.95
30 sec	4.20	3.85	3.70	3.40	3.15
		312x	500x	750x	1000x
1 min		3.65	3.25	3.00	2.65
30 sec		3.00	2.75	2.55	2.35

Submitted by Bud McMurray.

SOCORRO

Socorro County—Map Location E-4
See SRDS consumer market map and data at beginning of the State

KSRC
1958

Media Code 4 232 8250 8.00
Socorro Broadcasting Co., Box 1277, Socorro, N. M 87801. Phone 505-835-1290.
STATION'S PROGRAMMING DESCRIPTION
KSRC: Programmed for general interest.
1. PERSONNEL
Sta. & Gen'l Mgr.—Walter Shrode.
3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 1 Eff 11/69—Rec'd 10/13/69.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	624x
1 min	4.00	3.80	3.60	3.40	3.10	2.80	2.50
30/20 sec	3.10	2.95	2.80	2.60	2.40	2.15	1.90
10 sec	2.40	2.30	2.15	2.00	1.85	1.70	1.50

Specified times. Within 1/2 hour periods.
7. PACKAGE PLANS

ROS						
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.60	3.40	3.20	3.00	2.80	2.60
30/20 sec	2.80	2.60	2.50	2.30	2.15	2.00
10 sec	2.15	2.00	1.90	1.80	1.70	1.60

All spots combinable for frequency discount.

TAOS

Taos County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KKIT
1961

NAB

Subscriber to the NAB Radio Code
Media Code 4 232 8400 9.00
SAM, Inc., Box 665, N. Pueblo St., Taos, N. M. 87571. Phone 505-758-2231. TWX 7551-86.
1. PERSONNEL
Pres. & Gen'l Mgr.—Stephen A. Macheinski, Jr.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-11 pm. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.
TIME RATES
Eff ———Rec'd 1/30/70.
6. SPOT ANNOUNCEMENTS

	1x	260x	312x
1 min or less	4.00	3.80	3.60

TRUTH OR CONSEQUENCES

Sierra County—Map Location E-5
See SRDS consumer market map and data at beginning of the State

KCHS
1946

Media Code 4 232 8550 1.00
Bairdland Broadcasting, Inc., Box 351, Truth or Consequences, N. M. 87901. Phone 505-894-2400
1. PERSONNEL
Manager—Neil R. Baird, Sr.
3. FACILITIES
250 w.; 1400 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm Mon thru Sun MST
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 1/1/67—Rec'd 3/8/67.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	312x	624x
1 min	4.50	3.40	2.40	1.65	1.40

7. PACKAGE PLANS

1 MINUTE OR 30 SECONDS	3 Days			5 Days		
PER DAY:	5 ti	10 ti	15 ti	3 ti	6 ti	9 ti
Total	30	60	90	30	60	90

TUCUMCARI

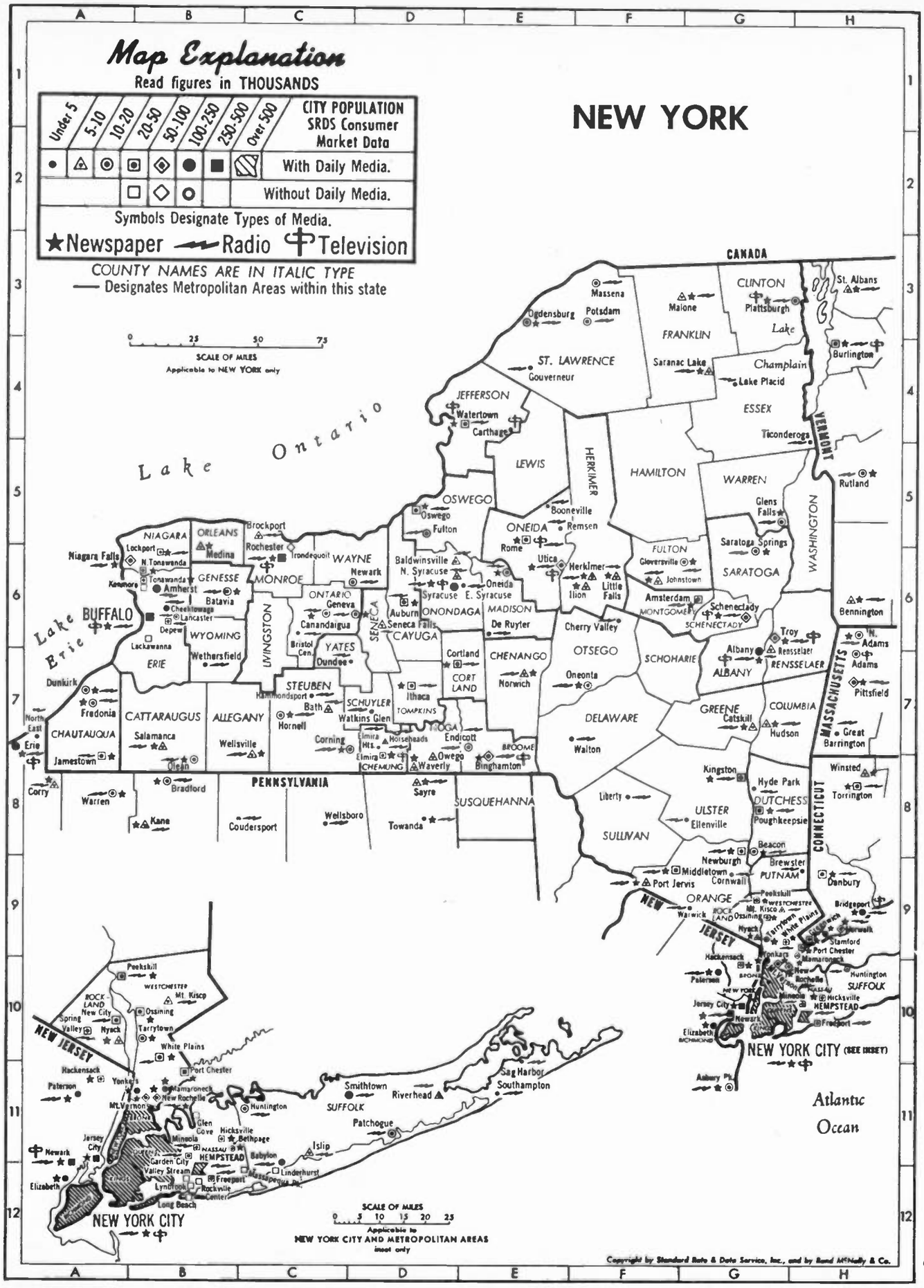
Quay County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KTNM
1941

NAB

Media Code 4 232 8700 2.00
Tucumcari Broadcasting Co., Inc., 910 S. Date St., Tucumcari, N. M. 88401. Phone 505-461-0522.
1. PERSONNEL
General Manager—S. Joe Barnes.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30 am-10:30 pm. MST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
TIME RATES
Eff 8/1/71—Rec'd 7/30/71.
6. SPOT ANNOUNCEMENTS

	1 ti	26 ti	52 ti	156 ti	312+
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.25	3.00	2.90	2.75	2.50



ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Briarcliff Manor—Westchester County
Montour Falls—Schuyler County
Pulaski—Oswego County
Sandy Creek—Oswego County
Warsaw—Wyoming County

Negro Population Data

(January 1, 1975)

STATE TOTAL....2,786,486

METRO AREAS

Albany-Schenectady-Troy	29,621
Binghamton	3,504
Buffalo	129,968
Elmira	4,089
Jamestown	1,649
Nassau-Suffolk	141,290
New York	2,324,592
New York-Northeastern N. J. (Consolidated)	3,110,282
Poughkeepsie	16,554
Rochester	76,867
Syracuse	31,233
Utica-Rome	10,245
Watertown	219
Total Metros	2,769,831

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL....1,455,941

METRO AREAS

Buffalo	14,549
Nassau-Suffolk	77,352
New York	1,335,507
Rochester	12,732
Total Metros	1,440,140

NEW YORK

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Christian Broadcasting Network, Inc., The

Comprised of:
Non-Interconnected Stations
FM STATIONS

WMIV (FM)—Bristol Center
WJIV (FM)—Cherry Valley
WOIV (FM)—De Ruyter
WEIV (FM)—Ithaca
WXRI (FM)—Norfolk, Va.
WBIV (FM)—Wethersfield

Media Code 4 233 0025 0.00
Christian Broadcasting Network, Northeast Radio, Darwer G. Ithaca, N. Y. 14850. Phone 607-272-8080.

STATION'S PROGRAMMING DESCRIPTION
Contemporary Christian.
MUSIC 70% religious contemporary. NEWS: every hour for 5 min. Special features at :30. Three 30-min blocks M-Sat. AP, UPI wire & audio services plus local actualities & correspondents news services. Community bulletin board 3x/daily. Rec'd 4/27/73.

1. PERSONNEL
Operations Manager—Bill Freeman.
Newsnet Director—Eric AuCoin.
Sales Manager—Jim Wall.

4. AGENCY COMMISSION
15% net time only: monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellations: 70a, 70c, 71a, 73a.
Tobacco & intimate personal articles not accepted for advertising.
As rates listed are the combined rates of the network stations and there is considerable variation in hours, exact quotations should be obtained from the network or its representatives.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/71—Rec'd 1/3/72.
Rates quoted for full 5-station network.

6. SPOT ANNOUNCEMENTS
1 min. flat..... 24 30 sec. flat..... 16

(This listing continued on page 599)

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Albany—Albany
Amsterdam—Montgomery
Auburn—Cayuga
Binghamton—Broome
Buffalo—Erie
Cortland—Cortland
Depew—Erie
Elmira—Chemung
Freeport—Nassau
Garden City—Nassau
Glen Cove City—Nassau
Hempstead Town—Nassau
Irondequoit Town—Monroe
Ithaca—Tompkins
Jamestown—Chautauqua
Kenmore—Erie
Kingston—Ulster
Lackawanna—Erie
Lindenhurst—Suffolk
Lockport—Niagara
Long Beach—Nassau
Lynbrook—Nassau
Massapequa Park—Nassau
Middletown—Orange
Mineola—Nassau
Mount Vernon—Westchester
Newburgh—Orange
New Rochelle—Westchester
New York City—New York
Bronx—Bronx
Brooklyn—Kings
Manhattan—New York
Queens—Queens
Richmond—Richmond
Niagara Falls—Niagara
North Hempstead Town—Nassau
North Tonawanda—Niagara
Ossining—Westchester
Oswego—Oswego
Oyster Bay Town—Nassau
Peekskill—Westchester
Port Chester—Westchester
Poughkeepsie—Dutchess
Rochester—Monroe
Rockville Center—Nassau
Rome—Oneida
Schenectady—Schenectady
Spring Valley—Rockland
Syracuse—Onondaga
Tonawanda—Erie
Troy—Rensselaer
Utica—Oneida
Valley Stream—Nassau
Watertown—Jefferson
White Plains—Westchester
Yonkers—Westchester

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
NEW YORK STATE TOTALS	18,393.6	6,352.69	96,361,780	15,169	6.2	12.5	10.3	25.7	38.8	42,651,299	6,714	10,960,504	1,116,630	7,280,451	3,002,541	2,128,478	5,234,305	2,474,260	6,454.98	228.5	1,587,264
ALBANY G-7†	287.6	101.24	1,609,775	15,901	5.1	10.4	10.4	27.8	41.8	800,380	7,906	198,732	17,663	189,499	55,340	35,732	130,617	51,333	118.05	2.3	10,911
Albany	108.2	41.51	600,828	14,474	.....	.....	.....	.....	.....	342,457	8,250	94,513	10,488	30,515	31,569	20,578	86,646	18,220	.....	.....	.....
Albany-Schenectady-Troy Metro Area	806.7	277.04	3,960,538	14,296	5.3	12.6	11.5	29.0	36.6	1,759,065	6,349	470,822	44,595	305,748	98,262	80,163	303,549	137,407	342.08	.....	.....
ALLEGANY C-7	50.9	15.80	179,990	11,392	8.4	19.4	13.9	27.8	22.2	81,433	5,154	22,013	2,046	3,786	1,898	2,608	17,425	8,508	18.55	4.1	22,226
BRONX G-10	1,454.3	527.28	6,235,239	11,825	9.9	16.9	11.5	22.8	28.4	1,960,950	3,719	729,658	53,640	274,435	155,212	118,669	177,273	93,918	246.97	.....	.....
Bronx Borough	1,454.3	527.28	6,235,239	11,825	.....	.....	.....	.....	.....	1,960,950	3,719	729,658	53,640	274,435	155,212	118,669	177,273	93,918	.....	.....	.....
BROOME E-7	223.3	75.05	981,035	13,072	6.2	12.6	12.1	30.1	32.9	585,663	7,804	157,955	15,807	91,164	24,128	26,649	110,029	41,181	96.52	2.2	15,188
Binghamton	59.2	22.25	271,836	12,217	.....	.....	.....	.....	.....	250,742	11,269	55,780	5,909	61,519	12,672	14,868	58,630	12,623	.....	.....	.....
Binghamton Metro Area	306.9	101.53	1,304,452	12,848	6.5	13.9	12.1	29.4	31.8	719,162	7,083	198,123	18,876	98,088	27,007	30,460	136,463	55,071	133.62	.....	.....
CATTARAUGUS B-7	83.9	27.43	308,181	11,235	8.1	19.1	15.2	28.1	21.8	187,797	6,846	46,012	4,423	32,910	7,536	9,126	32,437	13,903	32.74	5.9	34,741
CAYUGA D-6	77.8	24.78	304,348	12,282	6.5	14.5	13.6	29.7	28.9	159,867	6,451	39,694	4,832	21,586	6,843	8,122	26,380	11,165	31.69	5.3	37,559
Auburn	34.4	11.51	131,454	11,421	.....	.....	.....	.....	.....	107,628	9,351	27,606	4,169	21,046	6,352	7,494	15,699	6,441	.....	.....	.....
CHAUTAUQUA A-7	146.6	50.94	587,195	11,527	7.6	16.0	14.1	28.7	25.0	346,999	6,812	85,679	9,050	45,209	15,051	19,884	66,786	29,617	63.29	10.0	48,615
Jamestown	38.7	14.89	159,457	10,709	.....	.....	.....	.....	.....	146,551	9,842	30,823	4,651	24,307	9,982	11,984	34,463	8,040	.....	.....	.....
Jamestown Metro Area	146.6	50.94	587,195	11,527	7.6	16.0	14.1	28.7	25.0	346,999	6,812	85,679	9,050	45,209	15,051	19,884	66,786	29,617	63.29	.....	.....
CHEMUNG D-7	101.6	33.54	413,333	12,324	7.2	14.9	13.2	29.2	29.0	250,482	7,468	60,876	5,895	51,465	14,118	13,273	45,662	18,689	43.88	1.0	10,905
Elmira	39.6	13.66	141,607	10,367	.....	.....	.....	.....	.....	150,153	10,992	36,771	3,894	30,070	11,184	9,495	29,811	9,259	.....	.....	.....
Elmira Metro Area	101.6	33.54	413,333	12,324	7.2	14.9	13.2	29.2	29.0	250,482	7,468	60,876	5,895	51,465	14,118	13,273	45,662	18,689	43.88	.....	.....
CHENANGO E-7	47.0	15.05	189,498	12,591	7.8	16.9	12.9	27.9	28.7	106,941	7,106	26,178	2,024	10,391	2,885	2,210	20,969	6,411	20.15	5.8	35,241
CLINTON G-3†	76.7	21.63	263,340	12,175	8.8	21.9	14.0	24.8	24.1	137,898	6,375	33,498	4,171	22,722	7,228	5,410	27,984	10,390	28.05	3.8	32,941
COLUMBIA H-7	54.1	18.37	236,450	12,872	8.4	17.4	13.4	26.6	27.2	105,260	5,730	26,858	2,233	10,936	3,033	3,125	17,299	7,776	26.57	3.3	37,658
CORTLAND D-7	47.5	15.29	189,794	12,413	5.7	17.8	12.2	27.7	29.8	111,197	7,273	26,804	3,756	13,884	5,009	4,316	20,126	8,915	19.12	4.1	27,181
Cortland	20.0	6.66	78,370	11,767	.....	.....	.....	.....	.....	76,018	11,414	20,877	3,411	13,297	4,087	3,751	7,739	5,694	.....	.....	.....
DELAWARE F-7	48.5	16.19	187,932	11,608	9.4	20.3	13.3	25.7	22.5	107,780	6,657	28,111	2,316	6,312	2,174	3,159	20,777	8,331	20.43	5.6	50,273
DUTCHESS G-8	235.9	71.17	1,103,036	15,499	4.4	9.7	9.4	28.4	43.8	487,492	6,850	149,445	13,537	59,034	24,615	20,721	70,035	32,422	108.20	3.4	35,946
Poughkeepsie	33.3	12.94	161,128	12,452	.....	.....	.....	.....	.....	204,273	15,786	63,717	4,412	43,653	18,498	11,691	21,715	7,233	.....	.....	.....
Poughkeepsie Metro Area	235.9	71.17	1,103,036	15,499	4.4	9.7	9.4	28.4	43.8	487,492	6,850	149,445	13,537	59,034	24,615	20,721	70,035	32,422	108.20	.....	.....
ERIE B-6	1,121.2	374.35	5,479,789	14,638	5.6	10.5	11.9	30.6	35.7	2,559,938	6,838	633,622	85,152	500,788	133,585	121,776	406,172	185,539	456.03	7.3	44,282
Buffalo	443.3	162.76	1,900,802	11,679	.....	.....	.....	.....	.....	1,067,097	6,556	298,770	38,882	184,132	81,410	66,005	168,321	67,685	.....	.....	.....
Buffalo Metro Area	1,355.8	451.12	6,512,356	14,436	5.4	11.0	12.2	30.8	35.1	3,033,839	6,725	765,909	101,358	576,030	152,848	145,194	486,819	222,195	559.42	.....	.....
Depew	25.2	7.72	175,260	22,702	.....	.....	.....	.....	.....	68,626	8,889	13,270	1,796	8,391	659	897	18,229	5,606	.....	.....	.....
Kenmore	20.8	7.49	101,404	13,539	.....	.....	.....	.....	.....	63,761	8,513	14,264	2,977	6,740	5,571	4,963	14,983	6,467	.....	.....	.....
Lackawanna	28.1	9.28	121,299	13,071	.....	.....	.....	.....	.....	54,226	5,843	19,251	2,359	7,518	2,278	2,137	8,667	4,870	.....	.....	.....
Tonawanda	21.7	7.12	125,792	17,667	.....	.....	.....	.....	.....	71,710	10,072	15,648	4,215	5,399	1,713	2,436	11,501	4,293	.....	.....	.....
ESSEX G-4	34.0	11.23	126,027	11,222	10.4	20.8	15.4	25.2	20.9	76,278	6,792	23,353	2,005	2,792	3,020	1,769	15,866	8,076	15.00	.8	5,874
FRANKLIN G-3	43.4	13.68	146,819	10,732	10.0	18.0	14.5	24.9	22.8	94,104	6,879	26,415	3,459	9,251	4,954	3,459	15,007	5,972	16.71	4.1	22,724
FULTON F-6	54.2	19.48	214,502	11,011	7.5	18.2	16.0	28.1	23.2	108,786	5,584	33,484	3,061	13,178	4,599	2,928	24,560	7,929	23.05	1.3	5,526
GENESEE B-6	62.4	20.06	258,315	12,877	5.7	13.5	13.8	32.1	29.6	144,275	7,192	29,657	3,630	17,363	4,725	7,686	24,346	15,110	26.19	4.2	32,114
GREENE G-7	36.1	12.56	140,234	11,165	8.1	17.5	13.9	26.5	24.6	83,239	6,627	24,437	1,600	7,490	2,649	3,011	14,908	9,299	18.94	.8	8,065
HAMILTON F-5	4.7	1.73	16,670	9,636	13.1	24.7	14.8	23.8	15.7	11,569	6,687	3,733	255	745	344	.....	1,344	1,693	2.35	.....	.....
HERKIMER F-5	66.9	22.71	269,327	11,859	7.0	16.3	14.3	31.4	25.0	131,903	5,808	40,320	3,333	13,811	3,941	7,845	18,875	13,232	27.52	6.4	28,199
JEFFERSON E-4†	92.8	30.86	349,305	11,319	8.6	17.8	14.5	28.1	23.7	222,983	7,226	51,926	6,182	35,120	7,601	9,767	39,345	18,458	37.70	8.2	51,692
Watertown	29.4	10.61	128,406	12,102	.....	.....	.....	.....	.....	122,130	11,511	29,858	3,089	30,873	5,828	7,981	16,082	8,925	.....	.....	.....
Watertown Metro Area	92.8	30.86	349,305	11,319	8.6	17.8	14.5	28.1	23.7	222,983	7,226	51,926	6,182	35,120	7,601	9,767	39,345	18,458	37.70	.....	.....
KINGS G-10†	2,528.8	913.60	11,232,876	12,295	8.9	15.9	11.4	23.9	30.1	4,131,267	4,522	1,397,815	112,360	613,728	378,415	271,732	337,407	206,153	480.59	.....	.....
Brooklyn	2,528.8	913.60	11,232,876	12,295	.....	.....	.....	.....	.....	4,131,267	4,522	1,397,815	112,360	613,728	378,415	271,732	337,407	206,153	.....	.....	.....
LEWIS E-5	23.6	7.11	81,399	11,449	7.4	19.4	14.7	26.3	22.5	38,265	5,382	10,516	852	909	578	1,252	6,132	2,789	9.16	5.6	34,612
LIVINGSTON C-6	57.4	17.21	231,589	13,457	6.1	12.6	12.2	31.3	33.0	102,017	5,928	27,553	3,286	4,227	2,886	3,633	20,601	9,440	22.94	5.1	33,099
MADISON E-6	65.2	19.74	273,939	13,877	4.1	12.2	12.0	29.8	35.8	128,133	6,491	35,613	4,484	7,997	3,361	4,001	23,608	9,272	25.14	6.3	39,225
MONROE C-6	713.8	231.26	3,931,700	17,001	4.3	7.0	7.8	27.1	48.8	1,769,130	7,650	436,214	56,791	365,334	90,964	85,394	323,203	113,212	319.29	3.9	25,135
Irondequoit Town	66.0	22.10	355,759	16,098	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Rochester	285.1	104.90	1,367,816	13,039	.....	.....	.....	.....	.....	1,018,882	9,713	215,026	30,970	216,011	61,744	65,012	195,170	60,903	.....	.....	.....
Rochester Metro Area	977.4	314.81	5,073,284	16,115	4.6	9.3	8.6	28.1	45.1	2,396,307	7,612	575,365	70,757	417,324	107,881	105,512	443,050	164,151	431.41	.....	.....
MONTGOMERY F-6	59.9	21.65	235,230	10,865	7.9	18.8	14.6	28.9	21.8	119,329	5,512	27,609	3,025	12,578	5,176	5,969	24,562	10,996	24.71	4.6	29,783
Amsterdam	24.0	9.36	103,201	11,026	.....	.....	.....	.....	.....	63,102	6,742	14,668	2,054	11,162	4,100	3,316	14,197	4,234	.....	.....	.....
NASSAU H-10†	1,411.9	423.07	9,687,772	22,899	2.4	5.0	5.6	22.2	61.9	4,306,130	10,178	1,036,142	87,861	943,217	255,576	209,423	600,748	327,326	753.41	.1	5,399
Freeport	41.7	13.92	249,394	17,916	.....	.....	.....	.....	.....	107,099	7,694	16,158	2,098	5,371	6,268	6,372	35,268	5,715	.....	.....	.....
Garden City	25.6	7.98	247,490	31,014	.....	.....	.....	.....	.....	86,663	10,860	14,054	978	19,368	21,370	5,351	.....	2,552	.....	.....	.....
Glen Cove City	24.6	7.92	162,560	20,525	.....	.....	.....	.....	.....	66,626	8,412	18,707	1,972	3,584	3,016	3,965	18,630	3,404	.....	.....	.....
Hempstead Town	794.5	237.48	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Long Beach	33.6	13.57	219,592	16,182	.....	.....	.....	.....	.....	69,541	5,125	26,058	2,830	1,177	4,744	3,291	9,713	4,353	.....	.....	.....
Lynbrook	25.0	8.54	151,313	17,718	.....	.....	.....	.....	.....	68,643	8,038	10,751	1,498	1,779	3,934	1,531	19,837	3,910	.....	.....	.....
Massapequa Park	22.7	5.85	125,029	21,372	.....	.....	.....	.....	.....	29,583	5,057	11,741	1,354	12,150	2,109	2,617	.....	2,685	.....	.....	.....
Mineola	22.2	7.69	138,703	18,037	.....	.....	.....	.....	.....	73,099	9,506	14,249	1,033	437	1,136	5,241	24,011	5,239	.....	.....	.....
Nassau-Suffolk Metro Area	2,656.9	773.81	15,772,351	20,383	2.9	6.2	6.7	25.0	55.9	6,875,197	8,885	1,604,202	142,887	1,463,499	350,717	309,278	943,853	504,501	1,343.77	.....	.....
North Hempstead Town	227.8	72.49	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Oyster Bay Town	331.4	91.61	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Rockville Centre	27.2	9.12	229,044	25,114	.....	.....	.....	.....	.....	119,405	13,093	26,141	1,726	24,105	5,718	8,627	32,672	8,067	.....	.....	.....
Valley Stream	40.5	12.77	241,855	18,939	.....	.....	.....	.....	.....	190,911	14,950	29,719	2,412	62,920	3,149	5,863	34,519	19,945	.....	.....	.....
NEW YORK G-10	1,471.2	700.47	11,186,656	15,970	9.7	17.2	10.6	18.4	34.2	7,260,078	10,365	1,072,179	190,630	1,478,035	989,444	421,381	184,475	78,138	174.05	.....	.....
Manhattan	1,471.2	700.47	11,186,656	15,970	.....	.....	.....	.....	.....	7,260,078	10,365	1,072,179	190,630	1,478,035	989,444	421,381	184,475	78,138	.....	.....	.....
New York City	7,765.3	2,978.60	41,718,521	14,006	.....	.....	.....	.....	.....	17,365,934	5,830	4,613,002	466,950	2,898,953	1,771,868	994,092	1,200,515	605,679	.....	.....	.....
New York Metro Area	9,876.1	3,665.24	55,857,002	15,240	6.9	13.1	9.8	23.8	39.0	23,132,801	6,311	6,068,461	592,741	3,868,044	2,090,564	1,275,031	2,081,211	1,013,696	2,776.43	.....	.....
New York-Northeastern New Jersey Consolidated Area	16,312.5	5,707.74	92,139,571	16,143	5.7	11.1	9.1	24.4	43.6	39,328,565	6,890	9,936,069	960,687	6,684,541	3,003,611	2,069,484	4,425,407	2,160,966	6,117.20	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
NIAGARA B-5†	234.6	76.77	1,032,567	13,450	5.1	11.0	13.6	32.4	32.6	473,901	6,173	132,287	16,206	75,242	19,263	23,418	80,647	36,656	103.39	7.1	26,297
Lockport	25.2	9.02	121,404	13,459	.....	.....	.....	.....	.....	90,818	10,069	21,828	3,522	22,068	4,478	6,220	17,282	5,598	.....	.....	.....
Niagara Falls	84.7	29.84	348,436	11,677	.....	.....	.....	.....	.....	216,872	7,268	53,891	6,969	36,414	12,024	11,586	37,426	14,271	.....	.....	.....
North Tonawanda	36.0	11.57	157,865	13,644	.....	.....	.....	.....	.....	65,590	5,669	30,219	3,258	5,001	1,815	3,831	9,570	5,352	.....	.....	.....
ONEIDA E-5†	273.9	88.37	1,143,291	12,938	6.0	15.4	12.6	28.9	31.3	607,704	6,877	154,045	21,136	102,464	29,329	25,670	102,037	46,824	109.87	9.1	45,840
Rome	49.6	14.92	197,585	13,243	.....	.....	.....	.....	.....	104,678	7,016	28,403	4,725	14,754	5,253	4,349	18,779	9,501	.....	.....	.....
Utica	87.5	31.88	359,472	11,276	.....	.....	.....	.....	.....	229,363	7,195	62,480	8,609	41,851	15,667	13,693	33,024	16,888	.....	.....	.....
Utica-Rome Metro Area	340.8	111.08	1,412,618	12,717	6.2	15.8	12.8	29.4	30.0	739,607	6,658	194,365	24,469	116,275	33,270	33,515	120,912	60,056	137.39	.....	.....
ONONDAGA D-6†	474.1	156.39	2,390,878	15,288	5.1	10.7	10.4	28.8	40.0	1,144,063	7,315	284,382	34,809	214,441	62,720	61,369	205,574	86,089	205.02	5.7	30,568
Syracuse	194.6	71.89	916,808	12,753	.....	.....	.....	.....	.....	589,253	8,197	113,333	14,709	108,863	42,175	42,098	127,122	40,073	.....	.....	.....
Syracuse Metro Area	647.0	209.55	3,075,895	14,679	5.2	11.6	11.0	29.0	37.7	1,461,059	6,972	374,862	46,151	241,161	70,954	73,663	265,194	111,320	270.40	.....	.....
ONTARIO C-6	84.7	27.39	368,442	13,452	5.5	12.6	11.2	30.7	34.5	211,516	7,722	42,631	3,713	31,107	6,045	7,273	40,774	17,802	36.00	4.1	36,658
ORANGE G-9†	232.3	73.76	1,061,113	14,386	5.8	11.8	11.2	29.0	36.6	537,284	7,284	167,312	10,862	64,989	24,223	21,529	84,966	39,189	111.64	3.8	57,687
Middletown	22.4	7.17	91,291	12,732	.....	.....	.....	.....	.....	98,943	13,800	34,129	1,716	20,960	5,820	5,355	11,180	3,564	.....	.....	.....
Newburgh	24.3	8.86	105,040	11,856	.....	.....	.....	.....	.....	124,223	14,021	40,724	2,431	12,953	8,328	5,864	28,608	8,388	.....	.....	.....
ORLEANS B-5	38.4	12.50	173,650	13,892	5.7	12.3	11.3	29.0	36.8	82,082	6,567	21,082	1,894	4,730	3,270	3,594	19,691	7,971	16.73	4.3	29,571
OSWEGO E-5	107.7	33.42	411,078	12,300	6.4	14.1	13.6	29.4	29.0	188,863	5,651	54,867	6,858	18,723	4,873	8,293	36,012	15,959	40.24	4.7	22,441
Oswego	24.3	7.21	90,908	12,609	.....	.....	.....	.....	.....	56,188	7,793	18,894	1,317	5,036	2,469	2,922	9,857	4,507	.....	.....	.....
OTSEGO F-6	57.2	18.33	234,123	12,773	6.8	16.8	13.0	26.5	30.4	133,139	7,263	29,245	3,118	23,260	3,509	3,483	23,732	8,989	24.24	5.8	44,473
PUTNAM G-9	67.4	20.41	317,736	15,568	4.2	7.8	8.9	30.5	43.7	90,953	4,456	24,590	3,061	966	1,239	2,670	17,380	7,573	34.32	.....	.....
QUEENS G-10†	1,989.8	736.40	11,468,408	15,574	4.6	10.4	9.8	27.1	43.2	3,541,997	4,810	1,248,761	97,231	465,959	220,788	158,773	441,783	202,438	611.08	.....	.....
Queens Borough	1,989.8	736.40	11,468,408	15,574	.....	.....	.....	.....	.....	3,541,997	4,810	1,248,761	97,231	465,959	220,788	158,773	441,783	202,438	.....	.....	.....
RENSSELAER H-7	157.5	52.41	699,147	13,340	5.4	13.4	12.0	29.4	34.7	289,241	5,519	80,542	7,651	28,840	18,455	14,512	51,811	25,907	62.10	3.6	17,450
Troy	60.6	21.23	256,552	12,084	.....	.....	.....	.....	.....	181,142	8,532	42,130	5,118	22,333	17,381	11,288	39,589	11,028	.....	.....	.....
Albany-Schenectady-Troy Metro Area	806.7	277.04	3,960,538	14,296	5.3	12.6	11.5	29.0	36.6	1,759,065	6,349	470,822	44,595	305,748	98,262	80,163	303,549	137,407	342.08	.....	.....
RICHMOND G-10†	321.2	100.85	1,595,342	15,819	3.9	7.7	8.5	29.0	46.8	471,642	4,677	164,589	13,089	66,796	28,009	23,537	59,577	25,032	123.25	.....	.....
Richmond Borough	321.2	100.85	1,595,342	15,819	.....	.....	.....	.....	.....	471,642	4,677	164,589	13,089	66,796	28,009	23,537	59,577	25,032	.....	.....	.....
ROCKLAND G-9	247.5	68.47	1,319,034	19,264	3.0	6.2	5.7	24.8	56.7	440,731	6,437	147,715	10,491	41,062	20,180	20,967	64,890	36,969	118.70	.....	.....
Spring Valley	22.5	8.07	101,945	12,633	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
ST. LAWRENCE F-4	116.1	33.76	414,204	12,269	7.7	17.5	14.1	27.6	25.6	234,525	6,947	68,690	7,560	27,618	7,667	7,578	42,209	15,789	41.77	13.9	53,134
SARATOGA G-6†	139.3	43.85	585,196	13,345	5.0	12.5	12.2	31.6	32.9	192,850	4,398	55,352	5,352	13,166	4,300	7,506	34,239	21,964	60.18	3.2	14,337
SCHENECTADY G-6	162.4	57.89	831,190	14,358	4.9	12.2	11.3	29.0	38.2	357,265	6,171	108,587	10,904	61,665	14,991	16,444	62,320	27,207	77.04	.7	5,662
Schenectady	75.6	29.64	362,623	12,234	.....	.....	.....	.....	.....	261,144	8,811	71,431	6,464	48,704	14,013	13,778	55,764	17,134	.....	.....	.....
Albany-Schenectady-Troy Metro Area	806.7	277.04	3,960,538	14,296	5.3	12.6	11.5	29.0	36.6	1,759,065	6,349	470,822	44,595	305,748	98,262	80,163	303,549	137,407	342.08	.....	.....
SCHOHARIE F-7	26.5	8.34	94,646	11,348	10.6	19.1	13.3	25.2	21.9	48,553	5,822	14,189	1,036	1,395	1,167	1,561	7,655	3,637	11.80	3.1	23,995
SCHUYLER D-7	17.3	5.63	65,600	11,652	7.2	20.8	14.6	27.1	24.0	28,581	5,077	8,314	251	1,186	768	634	6,667	2,992	7.24	2.2	9,266
SENECA D-6†	35.6	10.73	139,319	12,984	5.7	12.7	13.5	30.9	31.0	59,494	5,545	15,636	2,171	2,798	2,116	3,186	11,788	6,849	14.34	1.7	13,408
STEUBEN C-7	99.3	32.92	401,136	12,185	7.2	16.5	13.2	27.9	29.0	222,872	6,770	61,732	5,745	30,321	11,499	7,392	39,327	20,654	41.86	6.5	43,378
SUFFOLK H-10†	1,245.0	350.74	6,084,579	17,348	3.6	7.1	8.2	28.8	48.5	2,569,067	7,325	568,060	55,026	520,282	95,141	99,855	343,105	177,175	590.36	2.2	76,692
Lindenhurst	30.9	8.96	140,132	15,640	.....	.....	.....	.....	.....	49,562	5,531	9,026	991	5,298	925	1,625	7,601	4,623	.....	.....	.....
Nassau-Suffolk Metro Area	2,656.9	773.81	15,772,351	20,383	2.9	6.2	6.7	25.0	55.9	6,875,197	8,885	1,604,202	142,887	1,463,499	350,717	309,278	943,853	504,501	1,343.77	.....	.....
SULLIVAN F-8	56.5	19.44	232,458	11,958	8.1	17.3	12.6	26.6	26.2	161,000	8,282	37,321	4,640	18,035	6,772	3,450	20,617	12,652	29.63	1.9	44,805
TIOGA D-7	49.4	15.25	195,422	12,815	6.9	14.1	11.6	28.8	32.3	75,481	4,950	22,834	1,776	4,803	1,592	2,438	12,637	7,691	20.44	2.7	20,951
TOMPKINS D-7	80.1	25.29	385,075	15,226	5.9	12.9	11.1	26.5	39.4	175,561	6,942	40,585	4,570	19,138	7,846	10,107	29,474	15,073	32.16	2.8	30,190
Ithaca	26.7	8.71	117,584	13,500	.....	.....	.....	.....	.....	126,224	14,492	24,321	3,225	18,204	7,169	9,387	19,732	9,923	.....	.....	.....
ULSTER G-8	152.2	50.35	636,515	12,642	6.9	14.3	12.3	28.0	30.6	317,451	6,305	90,183	6,938	49,885	12,303	10,409	42,074	27,227	70.66	2.7	26,765
Kingston	25.5	9.28	108,621	11,705	.....	.....	.....	.....	.....	145,724	15,703	43,310	2,941	43,866	7,270	5,619	18,561	6,592	.....	.....	.....
WARREN G-5	52.2	17.46	205,842	11,772	8.0	19.0	13.8	25.3	25.9	175,718	10,064	38,784	4,115	39,173	9,986	4,505	38,626	11,199	22.75	.....	.....
WASHINGTON H-5	54.0	16.84	188,089	11,169	8.6	17.6	15.5	28.2	22.6	82,176	4,880	24,199	2,321	2,422	2,303	1,144	9,819	7,966	21.31	4.1	36,948
WAYNE D-6	83.1	26.45	367,903	13,909	5.4	10.9	11.4	31.4	35.5	231,562	8,755	47,885	5,073	11,926	4,716	5,618	38,781	15,726	36.45	8.2	40,367
WESTCHESTER H-9	896.7	299.59	6,426,054	21,449	3.5	7.6	7.6	22.5	54.8	2,683,562	8,957	637,108	56,846	470,956	156,468	133,029	378,575	170,598	448.64	.8	7,106
Mount Vernon	72.7	26.87	395,766	14,729	.....	.....	.....	.....	.....	167,885	6,248	41,966	4,137	9,174	11,437	10,006	32,030	10,263	.....	.....	.....
New Rochelle	78.3	27.28	535,785	19,640	.....	.....	.....	.....	.....	218,177	7,998	47,026	4,360	31,824	17,360	11,836	46,600	10,882	.....	.....	.....
Ossining	22.5	7.53	119,231	15,834	.....	.....	.....	.....	.....	49,465	6,569	14,887	1,219	1,141	2,417	2,465	9,332	5,237	.....	.....	.....
Peekskill	23.0	7.81	99,846	12,784	.....	.....	.....	.....	.....	106,673	13,659	36,615	2,001	15,378	5,694	4,827	10,522	6,630	.....	.....	.....
Port Chester	25.8	9.26	130,513	14,094	.....	.....	.....	.....	.....	111,812	12,075	24,121	3,580	33,142	5,977	7,535	12,672	5,886	.....	.....	.....
White Plains	49.4	19.02	378,753	19,913	.....	.....	.....	.....	.....	332,296	17,471	29,562	3,916	121,378	38,303	16,497	61,305	16,986	.....	.....	.....
Yonkers	212.7	77.26	1,258,152	16,285	.....	.....	.....	.....	.....	541,125	7,004	142,509	13,521	130,949	35,943	32,314	68,069	31,702	.....	.....	.....
WYOMING B-6	38.4	11.60	159,829	13,778	5.7	12.9	12.0	29.8	35.4	66,947	5,771	15,253	1,732	4,635	2,252	3,071	13,337	4,645	15.76	5.3	44,272
YATES C-6	20.0	6.56	82,919	12,640	6.5	16.5	13.6	29.2	28.4	37,955	5,786	11,643	1,096	2,572	863	1,433	9,223	2,625	9.02	2.8	19,889

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State Networks—The Christian Broadcasting Network, Inc.—Continued

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	40	72	108	160

New York Farm Network

Comprised of:
Non-Interconnected Stations

WKOL—Amsterdam
WHTA—Batavia
WDOE—Dunkirk
WIGS—Gouverneur
WALY—Berkimer
WHHO—Hornell
WHCU—Ithaca
WJTN—Jamestown
WUSS—Lockport
WCHN—Norwich
WSGO—Oswego
WPDM—Potsdam
WADE—Remsen
WIPS—Ticonderoga
WBVM—Utica
WDLA—Walton
WAVE—Waverly
WLSV—Wellsville

Media Code 4 233 0100 1.00
Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8687.
New York: 501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES
Spots scheduled adjacent to Farm & News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.
Eff ——— Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti
Ea	152	146	136

30 sec: 80% of 1-min.
Edited by Ruth Anderson.

ALBANY-SCHENECTADY-TROY (9 AM; 8 FM)

(including Rensselaer)

Albany, Albany County—Map Location G-7
Schenectady, Schenectady Co.—Map Location G-6
Troy, Rensselaer County—Map Location H-7

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10am)	Daytime (10am-3pm)	Afternoon Traffic (3-7pm)	Evening (7pm-midnight)
A	69	54	60	36
B	50	40	45	30
C	32	29	32	29
D	32	25	29	22
AVERAGE	46	37	42	29

WABY

1084
ALBANY

Media Code 4 233 0200 9.00

WABY, Inc., sub. of CCA Electronics Corp., 80 Braintree St., Albany, N. Y. 12205. Phone 518-459-2111.

STATION'S PROGRAMMING DESCRIPTION
WABY: Programmed for adults 18-49.
MUSIC: 50% golden oldies 1956-present, 50% current hits. NEWS: local news department integrated with network news at :30, additional news at :60 in drive times. Talk: 7-10 am audience participation on topical subjects integrated with music and comments by host. SPORTS: play-by-play major league baseball, basketball & football. Horse race results & ski reports in season. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL
President—Bernard Wise.
Vice-President—Robert H. Badger.
General Sales Manager—Ted Listing.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Contracts. 40a
Affiliated with American Entertainment Network.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 3/1/74—Rec'd 4/1/74.
AAA—6-10 am & 3-7 pm.
AA—5-6 am, 10 am-3 pm & 7-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN, EA:	5 ti	10 ti	25 ti	50 ti
AAA	11.00	10.00	8.50	6.50
AA	9.00	8.00	7.00	6.00
A	5.50	5.00	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
ANNUAL BULK RATES

1 MIN. EA:	250x	500x	750x	1000x
AAA	9.50	8.50	7.50	6.50
AA	7.50	7.00	6.50	6.00
A	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—1-1/4x 1-min.

(Albany-Schenectady-Troy—Continued)

Albany-Schenectady-Troy—Continued

WFLY (FM)

1948
TROY

NAB

A William Rust Station
Media Code 4 233 0300 7.00

Rust Communications Group, Inc., 1056 Broadway, Albany, N. Y. 12204. Phone 518-434-2155.

STATION'S PROGRAMMING DESCRIPTION
WFLY (FM): Programmed for aduts & young adults.
MUSIC: contemporary adult rock interrupted only at each 1/4 hr for cluster commercials & public service announcements. NEWS: live news at :58. Community involvement. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
President—William F. Rust, Jr.
General Manager—George E. Gelb.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 10,000 w.; 92.3 mc. Stereo.
Operating schedule: 6-3 am daily. EST.
Antenna ht.: 840 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28b, 28c.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81.

TIME RATES
No. 2 Eff 6/1/75—Rec'd 6/3/75.
AA—8 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA—ROS

YR:	1x	25x	50x	100x	250x	500x	1000x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30/less	6.00	5.65	5.25	4.90	4.50	4.15	3.75

CLASS A—ROS

1 min	6.40	6.00	5.60	5.20	4.80	4.40	4.00
30/less	4.80	4.50	4.20	3.90	3.60	3.30	3.00

7. PACKAGE PLANS

PENETRATION PLAN

CLASS AA

PER WK. 1 MIN:	35 ti	28 ti	21 ti	14 ti	7 ti
1 wk	236.25	196.00	152.25	105.00	54.25
4 wk	210.00	175.00	136.50	94.50	49.00
13 wk	192.50	161.00	126.00	87.50	45.50
26 wk	175.00	147.00	115.50	80.50	42.00

CLASS A

1 wk	189.00	156.80	121.80	84.00	43.40
4 wk	168.00	140.00	109.20	75.60	39.20
13 wk	154.00	128.80	100.80	70.00	36.40
26 wk	140.00	117.60	92.40	64.40	33.60

30 sec/less: 75% of 1-min.

10. SPECIAL FEATURES
5 min—2x 1-min.
Minimum contract 13 wk for news or feature spots.

Submitted by George E. Gelb.

WGFM (FM)

1941
SCHENECTADY

THE CHRISTAL CO.

NAB NAFMD

General Electric Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 233 0350 2.00

General Electric Broadcasting Co., Inc., 1400 Balltown Rd., Schenectady, N. Y. 12309. Phone 518-377-2261.
See affiliated AM station for additional information.
AM facilities: WGY.

STATION'S PROGRAMMING DESCRIPTION
WGFM (FM): Programmed for young adults and adults.
MUSIC: blend of contemporary hits and current album cuts with hits of past 10 years presented in uninterrupted 15 minute segments. NEWS: 2 minute capsules at :28. COMMERCIAL POLICY: 7 units per hour maximum. Contact Representative for further details. Rec'd 5/20/74.

1. PERSONNEL
Promotions Manager—Walter S. McDowell.

3. FACILITIES
ERP 10,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 930 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WGY. See that listing for rates.

TIME RATES
No. 8 Eff 3/24/75—Rec'd 4/22/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 7 pm-midnight.
A—Mon thru Sun midnight-10 am.

6. SPOT ANNOUNCEMENTS

7 CONSEC	AAA		AA		A	
DAYS:	1 ti	12 ti	1 ti	12 ti	1 ti	12 ti
1 min	24	22	22	20	18	16
30/10 sec	22	20	20	18	16	14

WGNA

1973
ALBANY

Country Music

Media Code 4 233 0375 9.00
WPOW, Inc., Box 1069, Albany, N. Y. 12201. Phone 518-273-6500.

STATION'S PROGRAMMING DESCRIPTION
WGNA: MUSIC: Modern country & country. AIR PERSONALITIES. NEWS: at :60, 10 minute reports at 7 am & 11 pm, 15 minutes at 5 pm, 50 minutes at noon. 3 man local news team. AP. SPORTS: at :45 every hour, 5 minutes at 7:45 am, noon, 5 & 11:25 pm. FARM: 5:30-6 am M-F. Daily Format includes: music/news/weather/sports/Farm/Financial/traffic/women's data & teen topics. Contact Representative for further details. Rec'd 5/5/75.

1. PERSONNEL
Vice-President—John B. Linstra.
Mgr. & Farm Dir.—Ruddy Starcher.
Sales Manager—Gordon Hall.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 8,800 w. (horiz.), 8,800 w. (vert.); 107.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 980 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5.
Rate Protection: 10c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 25a, 27, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 42b, 43, 45, 46, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WHAZ.

TIME RATES
Eff——Rec'd 3/14/75.

6. SPOT ANNOUNCEMENTS

	1x	90x	180x	270x	360x
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	6.00	5.70	5.40	5.10	4.80
10 sec	4.00	3.80	3.60	3.40	3.20

7. PACKAGE PLANS

	Per wk				Per mo			
EA:	12 ti	18 ti	24 ti	30 ti	50 ti	100 ti	150 ti	200 ti
1 min	9.50	9.00	8.50	8.00	9.00	8.50	8.00	7.50
30 sec	5.70	5.40	5.10	4.80	5.40	5.10	4.80	4.50
10 sec	3.80	3.60	3.40	3.20	3.60	3.40	3.20	3.00

Edited by John R. Linstra.

WGY

1922
SCHENECTADY

THE CHRISTAL CO.

NAB

General Electric Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 233 0400 3.00
General Electric Broadcasting Co., Inc., 1400 Balltown Rd., Schenectady, N. Y. 12309. Phone 518-377-2261.

STATION'S PROGRAMMING DESCRIPTION
WGY: Programmed for general mass appeal.
MUSIC: MOR, contemporary, popular hits, albums & established past hits. AIR PERSONALITIES. NEWS: 25 person news team presents 10 min news reports every 30 min in am drive; 5 min reports every 30 min in pm drive; 30 min news block noon-12:30 pm. Network news at :60, followed by local reports all other hours. Business news 6:10 pm. SPORTS: World Series, college football, local & regional teams. Tele/talk 12:30-2 pm & 8:30-midnight M-F features issues & topics of general interest, human interest & community relations. Radio drama 7-8 pm M-F & 7-9 pm Sat. Contact Representative for further details. Rec'd 1/16/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James Delmonico.
General Sales Manager—John E. Schmulbach.
Program Manager—Richard A. Foreman.

2. REPRESENTATIVES
The Christal Company.
Canada—Andy McDermott Sales, Ltd.

3. FACILITIES
50,000 w.; 810 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net changes for time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8
Rate Protection: 10c, 12b, 13c, 14c, 16.
Basic Rates: 20a, 22a, 24b, 24c, 25a, 26, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60f, 61, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WGFM (FM).
Affiliated with NBC.

TIME RATES
No. 27 Eff 11/4/74—Rec'd 11/5/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Tues thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER	AAA		AA		A		B	
WK:	1x	300+	1x	300+	1x	300+	1x	300+
1 ti	73	67	64	59	56	52	40	35
6 ti	71	65	62	57	55	51	38	33
12 ti	69	63	60	55	54	49	36	31
18 ti	67	60	58	53	52	47	34	29
24 ti	65	58	56	51	50	46	32	27
30+	63	56	54	49	48	44	30	25

30 SECONDS

1 ti	58	54	51	47	45	42	32	28
6 ti	57	52	50	46	44	41	30	26
12 ti	55	50	48	44	43	39	29	25
18 ti	54	48	46	42	42	38	27	23
24 ti	52	46	45	41	40	37	25	22
30+	50	45	43	39	38	35	24	20

10 sec: 50% of 1-min; combinable.
C: 1 min or less, flat 10.00.
Mon thru Sun 5:30-6 am: B rate.
Spots at rate break take preceding rate

7. PACKAGE PLANS
WGY/WGFM (FM) SPECTRUM PACKAGES
AM: 1/3AAA, 1/3AA, 1/3A.
FM: 6 am-midnight; equal distribution.
Subject to availability. Not combinable.

1 MINUTE

PER WK:	1 min	30 sec
15 ti, 9 AM, 6 FM	624	504
20 ti, 12 AM, 8 FM	808	660
24 ti, 12 AM, 12 FM	864	708
25 ti, 15 AM, 10 FM	980	795
30 ti, 18 AM, 12 FM	1122	918

8. PROGRAM TIME RATES
AAA—Mon thru Sat 6 am-7 pm.
AA—Mon thru Sat 7 pm-6 am.
A—Sun 6 am-11 pm (special programs).
B—Sun 11-11:30 pm.
C—Sun 11:30 pm-midnight.

CLASS AAA

	1x	52x	156x	260x	312+
1 hr	475	450	425	400	380
1/2 hr	238	227	214	203	191
1/4 hr	159	151	143	135	127
10 min	126	119	114	107	101
5 min	95	92	88	83	77

CLASS AA

1 hr	299	285	269	255	239
1/2 hr	149	141	135	127	119
1/4 hr	99	95	89	85	79
10 min	85	79	75	71	67
5 min	69	65	63	59	55

CLASS A

1 hr	500	475	451	428	407
1/2 hr	263	250	237	225	214
1/4 hr	160	152	144	137	130
10 min	130	124	118	112	106
5 min	87	83	79	75	71
B	184	175	166	158	150
C	131	125	119	113	107

10. SPECIAL FEATURES

	5 min	10 min
Commissionable news service charge	14	21

WHAZ

1922
TROY

Country Music

Subscriber to the NAB Radio Code
Media Code 4 233 0415 3.00
WPOW, Inc., Box 784, Troy, N. Y. 12181. Phone 518-272-1010.

STATION'S PROGRAMMING DESCRIPTION
WHAZ: MUSIC: Country gospel, southern gospel & inspirational music, with syndicated & locally produced sacred program features. NEWS: 5 min national & local at :40. Weather at :20. Daily & weekly public affairs features. Contact Representative for further details. Rec'd 5/5/75.

1. PERSONNEL
Vice-President—John B. Linstra.
Manager—Buddy Starcher.
Sales Manager—Gordon Hall.

2. REPRESENTATIVES
Meeker Radio, Inc.

3. FACILITIES
1,000 w.; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset daily.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 26, 28a, 28c, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 47a, 48, 50.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62a, 62d.
Cancellations: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WGNA.

TIME RATES
Eff——Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS

	1x	90x	180x	270x	360x
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	6.00	5.70	5.40	5.10	4.80
10 sec	4.00	3.80	3.60	3.40	3.20

7. PACKAGE PLANS

	Per wk				Per mo			
EA:	12 ti	18 ti	24 ti	30 ti	50 ti	100 ti	150 ti	200 ti
1 min	9.50	9.00	8.50	8.00	9.00	8.50	8.00	7.50
30 sec	5.70	5.40	5.10	4.80	5.40	5.10	4.80	4.50
10 sec	3.80	3.60	3.40	3.20	3.60	3.40	3.20	3.00

Edited by John R. Linstra.

WHRL (FM)

1966
ALBANY

NAB NAFMD

Media Code 4 233 0423 2.00
Regal Broadcasting Corp., Box 333, Albany, N. Y. 12201. Phone 518-283-1123.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert L. Hill.
Operations Manager—Lorraine Winkler.
Program Director—Marvin J. Walter.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert); 103.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3d, 4a, 4c, 5.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 21a, 25c, 30.
Contracts: 41, 42b, 45, 51b.
Comb.; Cont. Discounts: 62a.
Cancellation: 70b, 70e, 72.
Prod. Services: 81, 82.

TIME RATES
Eff——Rec'd 3/19/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	51x	101x	176x
1 min	8.50	8.00	7.50	7.00	6.00
		276x	401x	601x	1000+
1 min		5.50	4.25	3.50	2.75

30 sec: 75% of 1 min.
10 sec: Ea 2.75; no frequency discount.

8. PROGRAM TIME RATES
1 hr 60.00

10. SPECIAL FEATURES
News—2x 1-min rate.

WHSH (FM)

1968
ALBANY

mcgavren-guild
pgw radio, inc.

Media Code 4 233 0437 7.00
WTRY-FM, Scott Broadcasting Co., Inc., 92 Fourth St., Troy, N. Y. 12180. Phone 518-274-1100.
See affiliated AM station for additional information.
AM facilities: WTRY.

STATION'S PROGRAMMING DESCRIPTION
WHSH (FM): MUSIC: Classic gold. NEWS: at :37 every other hr., combined local & national. RELIGION & public affairs 4:30-9 am Sun. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
President—Herbert Scott.
Vice-Pres. & Gen'l Mgr.—Richard E. Vazzana.
Station Manager—David Nowak.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 11,500 w. (horiz.), 11,500 w. (vert.); 106.5 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 910 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 24a, 25a, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60g.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.
Sold in combination with WTRY. See that listing.

TIME RATES
Eff——Rec'd 3/4/74.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	10.00	9.00	8.00	7.00	6.00	5.50	5.00
30 sec	8.00	7.50	7.00	6.00	5.00	4.50	4.00

1 sec: 60% of 1-min.

WOKO

1924
ALBANY

KATZ RADIO

Media Code 4 233 0450 0.00
Area Radio, Inc., 41 State, Albany, N. Y. 12201. Phone 518-449-1460.

1. PERSONNEL
President—Harrison M. Fuerst.
Vice-Pres. & Gen'l Mgr.—William A. Musser.
Sales Manager—John DeRoche.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 1460 kc. Non-directional—days.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15% on net station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 21a, 22a, 24c, 26, 29a, 30, 33a.
Contracts: 42a, 43, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Katz Radio Network.
Affiliated with American Information Network

TIME RATES
No. 5 Eff 8/1/71—Rec'd 7/29/71.
AAA—Mon thru Fri 6-10 am & 5-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Sat & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	32	28	27	26	25
AA	28	26	25	24	23
A	26	24	23	22	21

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti
1/3AAA, 1/3AA, 1/3A	25	23	21	19

30 sec—80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	260x	312x
1 hr	200	195	190	185	180	175
1/2 hr	130	125	120	115	110	105
1/4 hr	70	67	64	61	58	55

5 min: 125% of 1-min. 10 min: 175% of 1-min.

COMBINABILITY
All spots, regardless of length or classification, may be combined for discount purposes. Spots and program units may be combined for discounts on spots only.

(Albany-Schenectady-Troy continued on next page)

WPTR
1948
ALBANY

EASTMAN RADIO, INC.

A William Rust Station

Media Code 4 233 0500 2.00
WPTR, Inc., 4243 Albany St., Albany, N. Y. 12205. Phone 518-456-1144.

1. PERSONNEL
President—William F. Rust, Jr.
General Manager—George E. Gelb.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
50,000 w.; 1540 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% on net station time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60g.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 62.
Affiliated with American Contemporary Network.
Affiliated with Eastman Radio Network.

RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. 2 Eff 12/31/74—Rec'd 1/6/75.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
III—Sun all day.
IV—Mon thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	I min	I 30 sec	II min	II 30 sec	III min	III 30 sec
1 ti	35	26	32	24	27	21
12 ti	32	24	29	22	24	20
18 ti	29	22	27	21	22	18
24 ti	27	20	24	19	20	16

IV: Flat. 1-min 13.00; flat. 30-sec 11.00.
10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5 min newscasts—applicable 1-min rate plus 8.00.
Submitted by George E. Gelb.

WQBK
1961
RENSSELAER

Media Code 4 233 0525 9.00
People Communication Corp., Box 1300, Albany, N. Y. 12201. Phone 518-462-5555.

STATION'S PROGRAMMING DESCRIPTION
WQBK: Programmed for adults & young adults. Talk with air personalities. Telephone talk 6 am-6 pm.
NEWS: at :60; local at 7:05, 7:30, 8:05, 8:30 am, 4:05, 4:30, 5:05 & 5:30 pm. Comedy feature at 7:45, 8:45, 9:45 am, 4:45 & 5:45 pm. SPORTS: at 7:20, 7:50, 8:20, 8:50 am, 6:45 & 7:45 pm. Sports talk Sat. 10 am-2 pm. Farm & garden program at 6:30 am & 12:15 pm. Outdoor sports program at 6:40 am & 12:10 pm. Contact Representative for further details. Rec'd 7/23/75.

1. PERSONNEL
General Manager—Laurence Barnet.
Sales Manager—Paul McDermott.
Program Director—Bill Edwardsen.
2. REPRESENTATIVES
Bob Dore Associates.
New England Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1300 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station, 2% 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 22a, 25a, 28b, 29a, 30, 33c.
Contracts: 40a, 42a, 44a, 44b, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 61c.
Cancellation: 70c, 71a.
Prod. Services: 62.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 75-2 Eff 7/1/75—Rec'd 8/5/75.

7. PACKAGE PLANS
1/3 MON THRU FRI 6:30-11 AM
1/3 MON THRU FRI 11 AM-4 PM
1/3 MON THRU SUN ALL OTHER TIMES

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	13.50	12.25	11.00	9.75	8.50
30 sec	12.25	11.00	9.75	8.50	7.25
6-10 AM/10 AM-2 PM					
1 min	17.50	16.00	14.50	11.50	.....
30 sec	16.00	14.50	13.00	10.00	.....

Specific days: Extra 10%
Fixed position: Extra 15%

8. PROGRAM TIME RATES
Sponsorship: Extra 25%.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10% discount on AM/FM combination, minimum 6 spots per station.
Submitted by Lawrence Barnet.

WQBK-FM
1972
RENSSELAER

Media Code 4 233 0526 7.00
People Communication Corp., Box 1300, Albany, N. Y. 12201. Phone 518-462-5555.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WQBK-FM: MUSIC: Progressive rock. Contact Representative for further details. Rec'd 2/27/75.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc. Stereo.
Operation schedule: 6-2 am. EST.
Antenna ht.: ——— ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station, 2% 15th of month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 75-2 Eff 7/1/75—Rec'd 8/5/75.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—ROTATING

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	13.50	12.25	11.00	9.75	8.50
30 sec	12.25	11.00	9.75	8.50	7.25

Specific days: Extra 10%.
Fixed position: Extra 15%.

8. PROGRAM TIME RATES
Sponsorship: Extra 25%.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10% discount on FM/AM combination, minimum 6 spots per station.
Submitted by Lawrence Barnet.

WROW
1947
ALBANY

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 233 0550 7.00
Capital Cities Communications, Inc., 341 Northern Blvd., Albany, N. Y. 12204. Phone 518-436-4841.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert M. Peebles.
Sales Manager—Richard S. Berkson.
Program Director—Ray Heilkamp.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 590 kc.
Directional—separate patterns day and night.
Operating schedule: 5-1 am EST.
Partial simulcast operation. Simulcast Mon thru Sat 5:30-8:10 am; Sun 6:30-9:06 am. For non-simulcast facilities see WROW-FM.
4. AGENCY COMMISSION
15% net.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2s, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20a, 22b, 23a, 25a, 32b.
Contracts: 40c, 42b, 45, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.
Affiliated with Blair Represented Network.

TIME RATES
AM & FM COMBINATION
No. 20 Eff 10/1/73—Rec'd 10/8/73.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.
B—Mon thru Sat 7 pm-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA I min	AAA 30/ less	AA I min	AA 30/ less	A I min	A 30/ less	B I min	B 30/ less
1 ti	63	52	62	52	57	48	43	36
6 ti	60	50	60	50	54	46	41	34
12 ti	58	48	57	48	52	44	38	32
18 ti	57	47	56	47	51	43	37	31
24 ti	56	46	55	46	50	42	36	30

AM only: Deduct 12.00 per spot Mon thru Sat 10 am-7 pm; deduct 8.00 per spot all other times.
Advertisers purchasing drive time spots may use the AA rates for both AAA and AA time provided an equal number of spots run in both AAA and AA.

WROW-FM
1966
ALBANY

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 233 0551 5.00
Capital Cities Communications, Inc., 341 Northern Blvd., Albany, N. Y. 12204. Phone 518-436-4841.
See affiliated AM station for additional information.

3. FACILITIES
ERP 9,400 w. (horiz.), 9,400 w. (vert.); 95.5 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 950 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat 6:10-1 am; Sun 9:06-1 am. For simulcast facilities see WROW.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WROW. See that listing.

TIME RATES
No. 5 Eff 10/1/73—Rec'd 10/8/73.

6. SPOT ANNOUNCEMENTS

	I ti	6 ti	12 ti	18 ti	24 ti
*1 min or less	23	21	19	17	15
All other times	15	13	12	11	10

(*) Mon thru Sat 10 am-7 pm.

WSNY
1942
SCHENECTADY

Media Code 4 233 0600 0.00
RADIO WSNY/1240, Inc., 144 Lafayette St., Schenectady, N. Y. 12305. Phone 518-393-3422.

STATION'S PROGRAMMING DESCRIPTION
WSNY: MOR music for adults 21-40.
NEWS: network 5 min at :30, local at 5, 5:30, 6, 6:35, 7:35, 8:35, 11:35 am, 12:35, 1:35, 3:35, 4:35, 5:35, 10:35, 11:35 pm & 12:35 am. SPORTS: 8:30 am & 5:30 pm. Weather at :15 & :45. RELIGION & PUBLIC AFFAIRS: 6-10 am Sun. Polish hour 10-11 am Sun. Italian hour 11 am-noon Sun. Rec'd 3/29/74.

1. PERSONNEL
Executive Vice-President—Henry Valentine
General Manager—Richard E. Parry.
Program Director—Tom Cannon.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 21 hours daily. EST.
4. AGENCY COMMISSION
15/6 time: payable when rendered; billed monthly
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24c, 25a, 26, 27, 28a, 31, 33d.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60d, 60f, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff———Rec'd 8/1/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 3-7 pm.
A—Mon thru Sun 7 pm-6 am; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
AAA	20.00	15.00	10.00
AA	18.00	13.00	6.00
A	7.50	5.50	3.50
Foreign language programs, ea.	20.00	15.00	10.00

DISCOUNTS
13 wk—6% 39 wk—18%
26 wk—10% 52 wk—20%

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	400	225	125	60	40
52 x	360	200	110	55	35
104 x	325	180	95	50	30
156 x	275	160	80	45	35

WTRY
1940
TROY

mcgavren-guild
pgw radio, inc.

Media Code 4 233 0650 5.00
WTRY, Scott Broadcasting Co., Inc., 92 Fourth St., Troy, N. Y. 12180. Phone 518-274-1100.

STATION'S PROGRAMMING DESCRIPTION
WTRY: MUSIC: Top 40. NEWS: 5 min at 6, 6:30, 7, 7:30, 8, 8:30 am, noon, 12:30, 5, 5:30 pm & at :60 midnight-5 am. 3 min all other times. Weather at :20 & :50. FARM: 5-5:30 am Tues-Fri. Contact Representative for further details. Rec'd 3/31/75.

1. PERSONNEL
President—Herbert Scott.
Vice-Pres. & Gen'l Mgr.—Richard E. Vazzana.
Program Director—Dan Martin.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 980 kc. Non-directional days.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net charges for time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 24a, 25a, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60g.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82
FM facilities: WHSH (FM).
Affiliated with MBS.

TIME RATES
WTRY/WHSH (FM) COMBINATION
Eff 1/1/74—Rec'd 12/31/73.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III — Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 10 am-10 pm.
IV—Mon thru Sun 10 pm-6 am; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

I MIN:	1 ti	6 ti	12 ti	16 ti	24 ti
I	45	43	40	37	....
II	42	40	37	34	31
III	38	36	34	32	30
IV	15	14	12	10	8

AM only: deduct 8.00 I, II, III, deduct 4.00 IV.

WWOM (FM)
1972
ALBANY

Selcom.inc.

NAFMB

Media Code 4 233 0675 2.00
Metroland Broadcasting Corp., Box 5146, Albany, N. Y. 12205. Phone 518-456-6101.

STATION'S PROGRAMMING DESCRIPTION
WWOM (FM): Programmed for young adults and adults.
MUSIC: MOR, current popular, showtunes, standards.
NEWS: 5-min every other hour. COMMERCIAL POLICY: 8 announcements per hour. Contact Representative for further details. Rec'd 2/5/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joseph A. Reilly.
Vice-Pres. & Gen'l Sales Mgr.—Guss Cawley.
Operations Manager—Ed Reilly.
2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 360 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12h, 13c, 14c, 16.
Basic Rates: 20a, 22a, 24c, 25a, 28a, 29a, 33a.
Contracts: 40c, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60d, 60i, 60j, 60k, 62b, 63d.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81.

TIME RATES
No. 7 Eff 4/15/75—Rec'd 5/5/75.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

I MIN:	6 ti	12 ti	18 ti	24 ti
AAA	23	21	20	19
AA	21	20	19	18
A	14	12	11	10

30 sec: 80% of 1-min.

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A:	12 ti	18 ti	24 ti
1 min	18	17	16

30 sec: 80% of 1-min.
Edited by Joseph A. Reilly.

AMHERST
Erie County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

See Buffalo
(including Amherst, Cheektowaga, Depew, Lancaster)

AMSTERDAM (2 AM)
Montgomery County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WCSS
1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 233 0700 6.00
Community Service Broadcasting Corp., Midline Rd., Amsterdam, N. Y. 12010. Phone 518-843-2500.

STATION'S PROGRAMMING DESCRIPTION
WCSS: MUSIC: MOR with current hits.
AIR PERSONALITIES handle record shows with audience participation, contests & games. NEWS: local & state at :60; network at :30. SPORTS: 6:15, 7:40 am, 1, 5, 6:40 & 11:10 pm. Local high school football & basketball. Rec'd 1/6/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Philip Spencer.
3. FACILITIES
1,000 w. days, 256 w. nights; 1490 kc.
Non-directional.
Operating schedule: 4 am-11:30 pm. EST.
4. AGENCY COMMISSION
15% time only.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 13b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25c, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 60, 62.
Affiliated with American Entertainment Network

TIME RATES
Eff 4/1/75—Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	24 ti	36 ti	48 ti	60 ti	100 ti
1 min	6.50	6.25	6.00	5.75	5.50	5.00
30 sec	5.20	5.00	4.80	4.60	4.40	4.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

6. PROGRAM TIME RATES

	1x	13x	26x	52x	78x	156x	312x
5 min	20	19	18	17	16	15	13

Incl open & close plus 1 1-min spot.
Edited by Philip Spencer.

WKOL
1961

Media Code 4 233 0750 3.00
WKOL Inc., Box 3, Amsterdam, N. Y. 12010. Phone 518-343-1570.

STATION'S PROGRAMMING DESCRIPTION
WKOL: All country. NEWS: local at :60; network at :30. 6:30-9 am Music, talk show. Contact Representative for further details. Rec'd 1/29/73.

1. PERSONNEL
General Manager—G. Robert Johnson.
Station Manager—Michael Ameigh.
Sales Manager—Patrick Aragona.
2. REPRESENTATIVES
New York—Market 4 Radio.
New England—New England Spot Sales, Inc.
South, Southeast, Southwest—Mario Messina Company.
3. FACILITIES
1,000 w. days; 1570 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station; 2% cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2s, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 25a, 26, 26b, 26c, 30, 22b.

(This listing continued on next page)

Amsterdam—W K O L—Continued

Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Product protection policy—15 minutes from competitive product advertising.
Affiliated with MBS.
Member: National AgRadio Groups, Inc., New York Farm Network.

TIME RATES
Eff———Rec'd 7/11/74.

6. SPOT ANNOUNCEMENTS

	1x	51x	151x	251x	501x
1 min	5.00	4.50	4.00	3.80	3.50
30 sec	2.50	2.25	2.00	1.90	1.75

7. PACKAGE PLANS

DISCOUNT:	13 wk	26 wk	52wk
1-18 ti	10%	15%	25%
24-50 ti	20%	25%	35%

AUBURN (2 AM; 1 FM)

Cayuga County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

W A U B
1950

Media Code 4 233 0800 8.00
Cayuga Broadcasting Corp., Box 160, Auburn, N. Y. 13021. Phone 315-253-7111.

1. PERSONNEL
General Manager—Robert B. Morgan.
Commercial Manager—Richard F. Taylor
2. FACILITIES
500 w. days; 1590 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21d, 23a, 24b, 25a, 26, 28a, 29a
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 9/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	260x	520x	780x
1 min	4.00	3.80	3.60	3.30	2.90
30 sec	3.00	2.90	3.60	2.30	1.95
10 sec	2.50	2.25	2.00	1.85	1.65

8. PROGRAM TIME RATES

	1x	52x	260x	520x	780x
1 hr	40	35	25	21	18
1/2 hr	30	25	16	12	10
1/4 hr	16	14	10	8	7
5 min	10	9	6	(*)	5

(*) 5.60.

W M B O
1927

Subscriber to the NAB Radio Code
Media Code 4 233 0650 1.00
Auburn Media, Inc., 144 Genesee St., Auburn, N. Y. 13021. Phone 315-253-7355.

STATION'S PROGRAMMING DESCRIPTION
WMBO: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min from network. 15 min newscasts, include international, national, regional, local. 5:30-9:30 am farm markets, weather, middle-of-the-road music. 9:30-10 am women's program, interviews, public interest matter. 10 am-2 pm current hits, middle-of-the-road music. 2-5:30 pm middle-of-the-road music, quips, showtunes, current hits, standards. 5:50-7:15 pm news, international, financial, national, regional, local, sports, commentary. All local sports, live professional baseball. 7:30-9:30 pm current hits, trend music. 9:30 pm-12M jazz. Sun religious services, discussions, debates until noon, middle-of-the-road music thereafter. Contact Representative for further details. Rec'd 7/28/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Floyd J. Keesee.
Sales Manager—A J Hefner.
2. REPRESENTATIVES
Market 4 Radio.
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30-1 am. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 33c.
Contracts: 40a, 41, 42d, 45, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60h, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82
FM facilities: WRLX (FM).
Affiliated with MBS.

TIME RATES
No. 14 Eff 3/1/74—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	7.50	6.50	6.00	5.50	5.00
30 sec	6.00	5.20	4.80	4.40	4.00
15 sec	3.50	3.25	3.00	2.75	2.50

Maximum 25 spots per 24 hr.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	156x
1 hr	80	60	54	48	45
25 min	50	40	35	30	26
1/4 hr	30	25	23	21	17
10 min	24	21	18	16	14
5 min	20	18	16	14	12

10% discount equal distribution wkly schedule, 5 days or more per wk.
ANNUAL DISCOUNT
13 wk—10% 26 wk—15% 52 wk—25%

W R L X (FM)
1949

Media Code 4 233 0675 8.00
Auburn Media, Inc., 144 Genesee St., Auburn, N. Y. 13021. Phone 315-253-7355.
See affiliated AM station for additional information.
AM facilities: WMBO.

STATION'S PROGRAMMING DESCRIPTION
WRLX (FM): Adult instrumental music, each selection showcased between 5 sec periods of silence. Music is unannounced. 5 min of news at :60. Six commercial inserts per hour. Contact Representative for further details. Rec'd 3/30/70.

3. FACILITIES
ERP 45,000 w.; 106.9 mc.
Operating schedule: 6 am-1 am. EST.
Antenna ht.: 530 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 6/1/75—Rec'd 6/3/75.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	7.50	6.50	6.00	5.50	5.00
30 sec	6.00	5.20	4.80	4.40	4.00
15 sec	3.50	3.25	3.00	2.75	2.50

Edited by Floyd J. Keesee.

BABYLON

Suffolk County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

BALDWINSVILLE (1 AM; 1 FM)

Onondaga County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

W S E N — W S E N-FM
1959 — 1967

Media Code 4 233 0900 4.00
Sentry Communications Inc., Box 1050, Smokey Hollow Rd., Baldwinsville, N. Y. 13027. Phone 315-635-3971.

STATION'S PROGRAMMING DESCRIPTION
WSEN: Programmed for adults & young adults. Contact Representative for further details. Rec'd 10/7/74.

1. PERSONNEL
Station Manager—Jack Burgess.
Sales Manager—Jim Lowery.
National Sales Manager—Marv Roslin.
2. REPRESENTATIVES
Marv Roslin, Inc.
St. Louis—Bruce Schneider & Co.
3. FACILITIES
1,000 w.; 1050 kc.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
FM - ERP 3,000 w.; (horiz.), 3,000 w. (vert.); 92.1 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset Mon thru Sat; 6-9 am, 1:30-3:30 pm & 4:30 pm-local sunset Sun.
4. AGENCY COMMISSION
15%; rendered monthly.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
No. 8 Eff 10/1/74—Rec'd 10/7/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AA	A	B	AA	A	B
6 ti	16	15	10	13	12	8
12 ti	15	13	9	12	10	7
18 ti	13	11	8	10	9	6
24 ti	11	10	7	9	8	5

10 sec: 50% of 1-min.

7. PACKAGE PLANS
WEEKLY SATURATION

PER WK:	1 min 15 ti	1 min 20 ti	30 sec 15 ti	30 sec 20 ti
1/2am, 1/2pm drive	180	220	150	176
Housewife (all A time)	165	200	132	160

MONTHLY SATURATION
100 ti, 1 time ea. 9.00 100 ti, 30 sec ea. 7.50

10. SPECIAL FEATURES
5 min news—applicable 1-min rate plus 30%.
Edited by Marv Roslin.

(D)

BATAVIA

Genesee County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

W B T A
1941

Subscriber to the NAB Radio Code
Media Code 4 233 0950 9.00
Batavia Broadcasting Corp., Alva Pl., Batavia, N. Y. 14020. 716-344-1490.

1. PERSONNEL
Pres., Mgr. & Farm Dir.—William F. Brown, Jr.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
500 w. days. 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15% net charges for time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: New York Farm Network.

TIME RATES
Eff 8/1/72—Rec'd 7/27/72.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	104x	156x	260x	520x	780x	1040x
1 min	9.00	8.75	3.50	7.75	6.75	6.00	5.25
20/30 sec	7.20	7.00	6.80	6.20	5.40	4.80	4.20
10 sec, ID	4.50	4.25	4.00	3.75	3.25	2.75	2.25

10. SPECIAL FEATURES
LOCAL NEWSCASTS

	52x	104x	156x	260x
1/4 hr	21	20	19	18
10 min	19	18	17	16
5 min	14	13	12	11
NETWORK NEWS				
1 x	13	12	11	10

BATH

Steuben County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

W V I N
1962

Media Code 4 233 1000 2.00
Genkar, Inc., Box 471, 10 Pulteney Square, Bath, N. Y. 14810. Phone 607-776-3326.

1. PERSONNEL
General Manager—Morris F. Genthner.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
500 w. days; 1380 kc. Non-directional.
100 w. pre-sunrise.
Operating schedule. Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WVIN-FM; Hammondsport.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 2/4/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	24 ti	36 ti	48 ti
1 min/less	6.00	5.00	4.50	4.00	3.50	3.00
(*)	5.00	4.00	3.50	3.00	2.50	2.00

(*) 30 sec/less.

DISCOUNT
52 wk—10%.

7. PACKAGE PLANS
ANNUAL PURCHASE CONTRACTS

PER YR:	500x	1000x	2000x
1 min/less	3.50	3.00	2.50
30 sec/less	3.00	2.50	2.00

BEACON

Dutchess County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Newburgh-Beacon

BINGHAMTON (4 AM; 3 FM)

(including Endicott)
Broome County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	22	20	22	22
B	21	19	22	19
C	21	17	21	16
D	20	16	21	12
AVERAGE	21	18	22	17

W A A L (FM)
1954
BINGHAMTON

Media Code 4 233 1025 9.00
WAAL-FM Binghamton, Inc., Box 997, 117 Hawley St., Binghamton, N. Y. 13901. Phone 607-723-8989.

STATION'S PROGRAMMING DESCRIPTION
WAAL (FM): Programmed for young adults.
MUSIC: adult contemporary. AIR PERSONALITIES handle all segments. Weather at :10 & :40. Network news at :15. Contact Representative for further details. Rec'd 10/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Gray.
Station Manager—Alfred A. Ruscito.
Prog. & Prod.—Robert Lindquist.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 7,100 w. (horiz.), 7,100 w. (vert.); 99.1 mc.
Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 1,090 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See Coded regulations
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 23a, 24a, 25a, 28b, 28c, 33d.
Contracts: 40a, 42d, 44b, 45, 46, 49, 51a.
Comb.: Cont. Discounts: 60a, 60f, 60k, 62a.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American FM Network.

TIME RATES
No. 4 Eff 8/1/75—Rec'd 8/4/75.
AA—Mon thru Sun 5-11 pm.
A—Mon thru Sun 6 am-3 pm.
B—All other times.

1 MINUTE:	6 ti	12 ti	18 ti	24 ti
AA	23	22	21	20
A	21	20	19	18
B	15	14	13	12

30 sec: 80% of 1-min.
Submitted by A. A. Ruscito.

W E N E
1947
ENDICOTT

Alan Torbet Associates, Inc.

A Merv Griffin Station
Media Code 4 235 1050 7.00
WENE, A Div. of January Enterprises, Inc., 909 E. Main St., Endicott, N. Y. 13760. Phone 607-785-3351.

STATION'S PROGRAMMING DESCRIPTION
WENE: Adult contemporary programming with emphasis on personalities. MUSIC: contemporary with selective rotation of gold. NEWS: 5 min at :50 & 2 min at :20 plus 2 min at :40 & :10 in drive time. 4 man staff; network news 7:55 pm-sign-off. FAITM: show 5:30 am. Contact Representative for further details. Rec'd 11/11/74.

1. PERSONNEL
President—Merv Griffin.
Executive Vice-President—Stephen B. Labunski.
General Manager—William C. Knudson.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
9,000 w.; 1430 kc. Directional—nighttime only.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 23a, 28a, 29a.
Contracts: 40c, 41, 44a, 44b, 46, 48, 51b.
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i.
Cancellation: 73a.
Prod. Services: 82.
FM facilities: WMRV (FM)
Affiliated with American Contemporary Network.

TIME RATES
No. 7 Eff 11/1/74—Rec'd 11/11/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	25	22	19	15
A	20	17	14	10
B	15	12	9	5

7. PACKAGE PLANS

PER WK, PLAN:	12 ti	18 ti	24 ti
Ea	16	14	12

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.

WENE/WMRV (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	35	32	29	25
A	30	27	24	20
B	20	17	15	11

7. PACKAGE PLANS

PER WK, TAP:	12 ti	18 ti	24 ti
Ea	26	23	20

DISCOUNT
26 wk—5% 52 wk—10%
Edited by Alice Caunitz.

W I N R
1946
BINGHAMTON

Media Code 4 233 1100 0.00
WUNI, Inc., 1913 Vestal Pkwy., E., Vestal, N. Y. 13850. Phone 607-754-6565.

STATION'S PROGRAMMING DESCRIPTION
WINR: Programmed for adults & young adults.
MUSIC: modern, contemporary 80%; news & sports 20%. AIR PERSONALITIES handle all segments. NEWS: network at :60; local & regional at :30. Sports stocks, housewife features at :45. COMMERCIAL POLICY: maximum 17 commercials per hour, 10-1/2 minutes commercial time per hour. Community calendar 2x/hour. Contact Representative for further details. Rec'd 7/5/74.

1. PERSONNEL
President—Peggy Stone.
Vice-Pres. & Gen'l Mgr.—C. Carroll Larkin.
2. REPRESENTATIVES
BR/Stone Radio Representatives, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 680 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

(This listing continued on next page)

4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11h, 12h, 13h, 14g, 16.
Basic Rates: 21a, 22a, 23a, 25a, 26, 28c, 29a, 33a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60f.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 15 Eff 4/1/73—Rec'd 4/9/73.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	7 ti	14 ti	21 ti	26 ti	7 ti	14 ti	21 ti	26 ti
1 min	21	19	17	15	19	17	15	13
30 sec	17	15	13	12	15	13	12	10

B: 50% of AA.

PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
364 x	17	13	15	12
520 x	15	12	13	10
1040 x	13	10	11	9

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN:	1 min	30 sec
7 ti (3AA, 4A)	18	14
14 ti (7AA, 7A)	16	13
21 ti (10AA, 11A)	14	11
28 ti (14AA, 14A)	12	10

WKOP
1947
BINGHAMTON

Media Code 4 233 1150 5.00
Binghamton Broadcasters, Inc., Box 67, 84 Chenango St., Binghamton, N. Y. 13902. Phone 607-722-8437.

STATION'S PROGRAMMING DESCRIPTION
WKOP: Programmed for adults.
MUSIC: modern country format. AIR PERSONALITIES handle all segments. NEWS: 5 min newscasts on hour and half hour from network and local sources. City press conference daily at 11:30 am, county press conference daily at 12:30. Audience participation shows, both telephone and write in, scheduled regularly. SPORTS: college football. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
General Manager—Andrew Jarema.
Local Sales Manager—Thomas Martin.
Regional Sales Manager—Everett Slosman.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
5,000 w. days; 500 w. nights; 1360 kc.
Directional—day and night.
Operating schedule: 5:30-1:00 am weekdays; 7:30-1:00 am Sun. EST.
4. AGENCY COMMISSION
15% net charges for time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 16.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 43, 44a, 46, 47c, 48, 49, 50, 51e 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 61a, 62a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Affiliated with The Rep Network.

TIME RATES
Eff 9/1/69—Rec'd 6/25/69.
6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
8 ti	22	16	11	18	14	9
12 ti	20	16	10	16	12	8
18 ti	18	14	9	14	10	7
24 ti	16	12	8	12	9	6

7. PACKAGE PLANS
ROTATING PLANS
(Equal rotation Drive Time/Weekends)

	18 ti	24 ti	30 ti
Plan I	252	288	300
(Equal rotation Mon thru Sun noon-7 pm & 7 pm-midnight)			
Plan II	234	264	300

DISCOUNT
26 wk—5% 52 wk—10%

6. PROGRAM TIME RATES
AA—Mon thru Sat 6-9:30 am & 4-7 pm.
A—Mon thru Sat 9:30 am-4 pm.
B—All other times.

8 MIN:	Plan 6	Plan 12	Plan 24
AA	30	25	30
A	25	20	15
B	20	15	10

DISCOUNT
26 wk—5% 52 wk—10%

WMRV (FM)
1969
ENDICOTT

Alan Torbet Associates, Inc.

A Merv Griffin Station
Media Code 4 233 1175 2.00
WMRV (FM), A Div. of January Enterprises, Inc., 909 E. Main St., Endicott, N. Y. 13760. Phone 607-754-1777.
See affiliated AM station for additional information.
AM facilities: WENE.

STATION'S PROGRAMMING DESCRIPTION
WMRV (FM): MUSIC: Contemporary, MOR hit parade format. Current hits & gold balanced for adult appeal. NEWS: at :15 & :45 during early morning & mid days. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 6/11/75.

1. PERSONNEL
President—Merv Griffin.
Executive Vice-President—Stephen B. Labunski.
Gen'l & Sales Mgr.—William C. Knudson.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
3,000 w.; 105.5 kc.
Operating schedule: 24 hours daily. EST.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WENE. See that listing.

TIME RATES
Eff 11/1/74—Rec'd 11/11/74.
6. SPOT ANNOUNCEMENTS

	1x	100x	200x
1 min	12	10	8

DISCOUNT
26 wk—5% 52 wk—10%
Edited by Alice Caunitz.

WNBF
1928
BINGHAMTON

BLAIR RADIO

A Steuer Station
Subscriber to the NAB Radio Code
Media Code 4 233 1200 9.00
Stoner Broadcasting System, Inc., Chenango & Henry Sts., Binghamton, N. Y. 13902. Phone 607-772-8400.

STATION'S PROGRAMMING DESCRIPTION
WNBF: Programmed for adults.
MUSIC: all selections from albums, current familiar 45's & oldies. Variety includes MOR. AIR PERSONALITIES handle all segments. AM, extra traffic, weather & news information. 2 hr tele/talk show 12N & 2 hr in eve by personalities. NEWS: 4 15-min newscasts, 7:30 am, 12:30, 5:30 & 10:30 pm. 5-min network news at :60. 5-min local at :30. SPORTS: pro, college, high school live play-by-play, football, baseball & basketball. Participation in local public affairs & public service projects. Contact Representative for further details. Rec'd 5/14/75.

1. PERSONNEL
General Manager—Gary H. Voss.
Sales Manager—Ransom A. Varney, III.
Program Director—Bill Parker.
2. REPRESENTATIVES
Blair Radio.
Canada—Unicom Broadcast Sales Ltd.
3. FACILITIES
5,000 w.; 1290 kc. Directional-nighttime only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time, news and talent; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 6, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 22a, 23a.
Contracts: 40a, 41, 45, 46.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70e, 71a, 72, 73a.
FM facilities: WQYT(FM).
Affiliated with Blair Represented Network.
Affiliated with American Information Network.

TIME RATES
WNBF/WQYT (FM) COMBINATION
No. 7 Eff 10/15/74—Rec'd 10/28/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min 30	28	26	24		22	20	18	16
30 sec 24	22	21	20		18	16	15	13
10 sec 18	17	16	15		13	12	11	10

	A			
1 min	15	14	13	12
30 sec	13	12	11	10
10 sec	9	8	7	6

AM ONLY
DEDUCT FROM COMBINATION:

	1 min	30 sec	10 sec
AAA & AA	7	6	5
A	6	5	3

WQYT (FM)
1943
BINGHAMTON

A Steuer Station
Media Code 4 233 1225 5.00
Stoner Broadcasting System, Inc., Chenango & Henry Sts., Binghamton, N. Y. 13902. Phone 607-772-8400.
See affiliated AM station for additional information.
AM facilities WNBF.

STATION'S PROGRAMMING DESCRIPTION
WQYT (FM): MUSIC: non-interrupted quarter hour segments of general popular. NEWS: 90-sec at :60; weather at :30. Contact Representative for further details. Rec'd 7/16/73.

1. PERSONNEL
Sales Manager—Dave Rieck.
Program Director—John Leslie.
Music Director—James A. Schulke.
3. FACILITIES
EBP 10,000 w. (horiz.), 10,000 w. (vert.); 98.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 950 ft. above average terrain.
6. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.
Sold in combination with WNBF. See that listing.

TIME RATES
Eff 9/1/65—Rec'd 5/1/68.
6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	126x	250x
1 min	10.00	9.50	9.00	8.50	7.50	6.50

30 sec: 80% of applicable 1-min.
ID's 50% of applicable 1-min.
6. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr	79.00	67.00	63.00	60.00	57.00	54.00	51.00
1/2 hr	52.50	50.00	47.00	45.00	43.00	41.00	39.00
5 min	25.00	24.00	23.00	21.00	20.00	19.00	18.00

BOONVILLE
Oneida County—Map Location E-5
See SRDS consumer market map and date at beginning of the State.

WBRV
1955
Media Code 4 233 1250 3.00
Black River Radio, Inc., Box 841, Boonville, N. Y. 13309. Phone 942-4511.
Other Studio—Lowville, N. Y. Phone 376-2811.

1. PERSONNEL
General Manager—David McGrath.
3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
40 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 9/13/73—Rec'd 9/28/73.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 min	6.00	5.00	4.59	4.20	3.84	3.50	3.18
30 sec	4.80	4.08	3.67	3.36	3.07	2.80	2.54
10 sec	3.60	3.06	2.75	2.52	2.30	2.10	1.90

7. PACKAGE PLANS
SATURATION PLAN

PER WK, EA:	10 ti	20 ti
1 min	2.90	2.35
30 sec	2.10	1.90

13 WEEK MINIMUM PLAN

PER WK, EA:	3 ti	6 ti
30 sec	3.00	2.50

BREWSTER
Putnam County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

WPUT
1963

Media Code 4 233 1300 3.00
Putnam Broadcasting Corp., Prospect Hill Rd., Brewster, N. Y. 10509. Phone 914-279-7171.

1. PERSONNEL
President—Richard D. Novik.
2. REPRESENTATIVES
Mary Roslin, Inc.
3. FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Entertainment Network.

TIME RATES
No. 6 Eff 1/1/75—Rec'd 12/4/74.
AA—Mon thru Sat 6-9:30 am & 3:30-7 pm.
A—Mon thru Sat 9:30 am-3:30 pm; Sun 6 am-7 pm.
7. PACKAGE PLANS
CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	20	18	17	16	15	14	13
30 sec	17	16	15	14	13	12	11

CLASS A

1 min	15	13	12	11	10	9	8
30 sec	13	12	11	10	9	8	7

BULK, ROS, PER YR:	250x	500x	1000x
1 min	14	13	12
30 sec	12	11	10

Edited by Richard D. Novik.

BRIARCLIFF MANOR
Westchester County—Map Location H-9.
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

BRISTOL CENTER
Ontario County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WMIV (FM)
1948

Media Code 4 233 1350 1.00
The Christian Broadcasting Network, Northeast Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

STATION'S PROGRAMMING DESCRIPTION
WMIV (FM): Contemporary Christian.

1. PERSONNEL
General Manger—Eric C. AuCoin.
3. FACILITIES
ERP 5,000 w. (horiz.), 9,500 w. (vert.); 95.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 998 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 5% cash discount 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: The Christian Broadcasting Network, Inc.

TIME RATES
Eff ————Rec'd 4/27/73.

NEW YORK

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec	4.50	4.30	4.10	3.90	3.70	3.50
10 sec	3.00	2.85	2.70	2.55	2.40	2.35

BROCKPORT
Monroe County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WADD
1970

Media Code 4 233 1375 6.00
Brockport Broadcasting, Inc., Box 337, Brockport, N. Y. 14420 Phone 716-637-3930.

STATION'S PROGRAMMING DESCRIPTION
WADD: Programmed for the adult listener.

1. PERSONNEL
General Manager—Timothy J. Lyman.
3. FACILITIES
1,000 w. days; 1560 kc. Directional.
Operating schedule: 30 min pre-sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%, 2% cash discount: 10 days.
5. GENERAL ADVERTISING See coded regulations.
Affiliated with MBS.

TIME RATES
Eff 4/1/73—Rec'd 1/30/75.
6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	15 ti	20 ti	25+
1 min	6.75	6.25	5.75	5.00
30 sec	5.75	5.25	4.75	4.00

10. SPECIAL FEATURES
NEWSCASTS

PER WK:	2 ti	3 ti	5 ti	7 ti	10 ti
5 min	12	11	9	8	6

BUFFALO
(including Amherst, Cheektowago, Depew, Lancaster)
(9 AM; 10 FM)
Erie County—Map Location B-9
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	77	55	70	50
B	72	54	60	42
C	65	53	59	40
D	42	52	52	34
AVERAGE	64	54	60	42

WADV (FM)
1962
BUFFALO

AVERY-KNODEL, INC.

Media Code 4 233 1400 4.00
Adver-Cast, Inc., 2200 Rand Bldg., Lafayette Square, Buffalo, N. Y. 14203. Phone 716-852-7444

STATION'S PROGRAMMING DESCRIPTION
WADV (FM): Programmed for adults and young adults.
AIR PERSONALITIES handle all segments. Popular music throughout day, primarily instrumental with singles & vocals also. NEWS & WEATHER: 5-min at :60. UPI. Contact Representative for further details. Rec'd 3/30/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Daniel J. Lesniak.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 106.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 24c, 25a, 25b, 28c, 29.
Contracts: 40a, 41, 42d, 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60f, 61b, 62a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 61.

TIME RATES
No. 4 Eff 10/1/73—Rec'd 9/5/73.
AAA—Mon thru Fri 10 am-7 pm.
AA—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
2 ti	20	16	19	15
6 ti	19	15	18	14
12 ti	18	14	17	13
18 ti	17	13	16	12
24 ti	16	12	15	11

(This listing continued on next page)

Buffalo—W A D V (FM)—Continued

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	16	17	16	15
30 sec	14	13	12	11

Weekend Plan — 12 ti Sat & Sun 6 am-midnight, 15.00.

DISCOUNT
26 wk—5%. 52 wk—10%.

8. PROGRAM TIME RATES

	1x	13x	26x	52x
5 min	46	35	20	25

WBEN RADIO 930

1930
BUFFALO

MAJOR MARKET RADIO, INC.

NAB

Subscriber to the NAB Radio Code
Media Code 4 233 1450 9.00
WBEN, Inc., 2077 Elmwood Ave., Buffalo, N. Y. 14207. Phone 716-876-0920.

STATION'S PROGRAMMING DESCRIPTION
WBEN: Programmed for adults and young adults. AIR PERSONALITIES handle all segments. NEWS: 10 or 15 min on hour, AP and UPI wires plus network. 6-10 am pop-standard, MOR music, time weather, traffic reports. 10 am-2 pm pop-standard, MOR music, 2-7 pm pop-standard, MOR music, traffic, features, 7-6 information programming with anchor man, news, sports, features, 8 pm-12M pop-standard, MOR music, local and national free form sports coverage. SPORTS: live play-by-play pro & college basketball. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 11/1/72.

1. PERSONNEL
President—Leslie G. Arries, Jr.
Station Manager—Paul A. Butler.
General Sales Manager—Robert J. Russo.

2. REPRESENTATIVES
Major Market Radio, Inc.
Canada—Stephens & Towndrow Co. Limited.

3. FACILITIES
5,000 w.; 960 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 9b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 44b, 45, 46, 47c, 48, 51c.
Comb.; Cont. Discounts: 60c, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
RATE PROTECTION: Rates quoted herein are guaranteed for a period of 13 weeks from effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 150.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. 26 Eff 3/18/73—Rec'd 8/29/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	AAA	AA	A	B	AAA	AA	A	B
1 ti	85	67	63	32	68	52	50	26
6 ti	80	62	59	30	64	48	47	24
12 ti	77	60	53	27	62	46	42	22
18 ti	....	58	51	26	....	45	41	21
24 ti	....	56	49	22	....	43	39	18

10 sec: 50% of 1-min; AA, A, B only.
A1 Fox program: B rates apply.

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS

PER WK:	1 min	30 sec
7 Plan (1AAA, 2AA, 2A, 2B)	310	248
14 Plan (2AAA, 4AA, 4A, 4B)	552	436
21 Plan (3AAA, 5AA, 7A, 6B)	786	612
28 Plan (5AAA, 5AA, 10A, 8B)	1023	776

Scheduled over 7-day period & rotate within time class; preemptible.

wben/fm 102

1946
BUFFALO

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 233 1451 7.00
WBEN, Inc., 2077 Elmwood Ave., Buffalo N. Y 14207. Phone 716-876-0930.
See affiliated AM station for additional information.

2. REPRESENTATIVES
Metro Radio Sales.
Canada—Stephens & Towndrow Co. Limited.

3. FACILITIES
ERP 110,000 w.; 102.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,800 ft. above average terrain.

8. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
No. 4 Eff 5/21/75—Rec'd 5/27/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10 am-7 pm.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 7 pm-1 am.
A—Mon thru Sun 1-6 am.

8. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	36	34	32	30	28	26	24	22
30/less	29	27	26	24	22	21	19	18

A: 20 ti, 1 min 120.00; 30 sec 96.00.

7. PACKAGE PLANS

BULK, 3/4AAA, 1/4AA:	520x	780x
1 min	28	26
30/less	22	20

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Bob Russo.

WBLK (FM)

1962
DEPEW

Media Code 4 233 1475 6.00
WBLK Broadcasting Corp., Rand Bldg., Buffalo, N. Y. 14203. Phone 716-852-2500.

STATION'S PROGRAMMING DESCRIPTION
WBLK (FM): Programmed primarily for young adult and adult Negro audience.
MUSIC: rhythm & blues, popular & jazz. Gospel & spirituals Sun 50%. AIR PERSONALITIES handle all segments. NEWS: local & national with emphasis on Negro affairs. 5 min at :15. Participation in community events, drives & school activities. Personalities available for remotes, special events & endorsements. Contact Representative for further details. Rec'd 11/3/71.

1. PERSONNEL
President—Franklin W. Lorenz.
General Sales Manager—Marty Mercurio
Local Sales Manager—Terry Swain.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 50,000 w.; 93.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION
15/0

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 12a, 14c.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47c, 48, 51a.
Comb.; Cont. Discounts: 60h, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.

TIME RATES
Eff 8/1/74—Rec'd 7/31/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 ti	22	21	20	19	21	20	19	18
12 ti	21	20	19	18	20	19	16	17
18 ti	20	19	18	17	19	18	17	16
24 ti	19	18	17	16	18	17	16	15
30 ti	18	17	16	15	17	16	15	14
36 ti	17	16	15	14	16	15	14	13

	A			
1 ti	19	18	17	16
12 ti	18	17	16	15
18 ti	17	16	15	14
24 ti	16	15	14	13
30 ti	15	14	13	12
36 ti	14	13	12	11

30 sec: 80% of 1-min 10 sec: 50% of 1-min.

7. PACKAGE PLANS
BTA—30% Mon thru Sun 6-10 am & 3-7 pm, 20% Mon thru Sun 10 am-3 pm, 30% Mon thru Sun 7 pm-midnight, 10% A.

	1 ti	12 ti	16 ti	24 ti	30 ti	36 ti
1 wk	20	19	18	17	16	15
13 wk	19	18	17	16	15	14
26 wk	18	17	16	15	14	13
52 wk	17	16	15	14	13	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WBNY

FM 1966
BUFFALO

Buckley Radio Sales, Inc.

NAB RAB

Media Code 4 233 1500 1.00
McCormick Communications, Inc., Rand Bldg., Buffalo, N. Y. 14203. Phone 716-856-3550.

STATION'S PROGRAMMING DESCRIPTION
WBNY (FM): Programmed for adults & young adults.
MUSIC: familiar popular standards, showtunes, movie themes, primarily instrumental with mixture of group vocals. NEWS: Brief summaries every two hours. COMMERCIAL POLICY: Six commercial units per hour, in quarter hour breaks. Contact Representative for further details. Rec'd 11/19/73.

1. PERSONNEL
President—William M. McCormick.
General Manager—Stuart M. Cohen.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
ERP 50,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 27, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 45.
Comb.; Cont. Discounts: 61b, 61c, 62b.
Cancellation: 71a.
Prod. Services: 80, 81.

TIME RATES
No. 4 Eff 1/15/75—Rec'd 1/13/75.
AAA—Daily 10 am-7 pm.
AA—Daily 6-10 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	7 ti	14 ti	21 ti	7 ti	14 ti	21 ti
1 min	52	49	45	42	39	35
30 sec	42	40	36	34	31	28

6 AM-MIDNIGHT—PREEMPTIBLE

	7 ti	14 ti	21 ti
1 min	45	43	40
30 sec	36	34	32

Edited by Stuart M. Cohen.

WBUF (FM)

1946
BUFFALO

Media Code 4 233 1550 6.00
Functional Broadcasting, Inc., 1283 Main St., Buffalo, N. Y. 14209. Phone 716-882-2500.
Commercial copy & tapes: Mary Schweitzer, Traffic director, c/o above address.

STATION'S PROGRAMMING DESCRIPTION
WBUF (FM): Programmed for adults & young adults with emphasis on personal involvement.
MUSIC: progressive rock including rock, folk, folk rock, jazz, blues, B & B, C & W, comedy & humor cuts & small amount of classical in set form (14-21 min). 9 AIR PERSONALITIES program their own air shift. Exposure given to new or unknown artists. SPECIAL FEATURES: periodically well-known musicians or groups broadcast live from studio or area concert halls. 6-7 pm M-F daily feature of one artist's selected material. Talk 9-10 am M-F, 2-way telephone discussion program. NEWS: summaries every 30 min 6-9 am, every 2 hrs 10 am-6 pm. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 7/17/75.

1. PERSONNEL
President—Albert Wertheimer.
Station Manager—Carl J. Spavento.
Local Sales Manager—Bruce A. Kaplan.

2. REPRESENTATIVES
ABC FM Spot Sales, Inc.

3. FACILITIES
ERP 100,000 w.; 92.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 570 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 2a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 22a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 72a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 2 Eff 6/1/75—Rec'd 6/2/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun noon-2 am.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	27	26	25	24	18	17	16	15
30 sec	20	19	18	17	14	13	12	11

Submitted by Carl J. Spavento.

WDCX (FM)

1963
BUFFALO
A Crawford Owned Station

Media Code 4 233 1600 9.00
Crawford Broadcasting Co., 625 Delaware Ave., Buffalo, N. Y. 14202. Phone 716-883-2010.

1. PERSONNEL
President—Donald B. Crawford.
Gen'l. Sta. & Sales Mgr.—Nevin Larson.
Program Director—Milton W. Ellis.

3. FACILITIES
ERP 110,000 w.; 99.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION
15/0 spots only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a.
Contracts: 40b, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60c, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/19/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	500x	1000x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	14	37	60	85
52 x	12	30	41	75
260 x	10	24	36	65

WEBR

1924
BUFFALO

EASTMAN RADIO, INC.

RAB

Subscriber to the NAB Radio Code
Media Code 4 233 1650 4.00
Queen City Broadcasting Corp., 23 North St., Buffalo, N. Y. 14202. Phone 716-886-0970.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Larry Levite.
Vice-Pres./Sales—Larry Grogan.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 976 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20b, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 33d.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72b.
Prod. Services: 80, 82.
FM facilities: WREZ (FM).
Affiliated with Eastman Radio Network.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 25 Eff 10/1/73—Rec'd 9/9/74.
I—Mon thru Fri 6-10 am & 3-7 pm.
II—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

	I		II		III	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	33	25	27	21	22	17
6 ti	30	23	25	19	20	15
12 ti	28	21	23	17	19	14
18 ti	26	19	22	16	17	12
30 ti	25	18	20	15	16	11

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—6 am-6 pm at :60, ea 33.00.

DISCOUNT
52 wk—10%

WGRadio55

1922
BUFFALO
A Taft Station

KATZ RADIO

RAB

Media Code 4 233 1700 7.00
Taft Broadcasting Company, 464 Franklin St., Buffalo, N. Y. 14202. Phone 716-881-4555.

STATION'S PROGRAMMING DESCRIPTION
WGR: Programmed for adults & young adults.
MUSIC: MOR mixed with hits of the past. NEWS at :55 & :25. Contact Representative for further details. Rec'd 2/28/72.

1. PERSONNEL
General Manager—Harold Calvin.
General Sales Manager—Richard Aaron.
Program Director—Larry Anderson.

2. REPRESENTATIVES
Katz Radio.
Taft Stations: See Rep & S/O pages.

3. FACILITIES
5,000 w.; 550 kc. Directional—nights only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WGRQ (FM).
Affiliated with Katz Radio Network.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WGR/WGRQ (FM) COMBINATION
No. 3 Eff 6/1/75—Rec'd 6/16/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	80	78	75	72
AA	75	72	69	67
A	70	67	64	62
B	45	40	37	35

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
AM only: deduct 10.00 per spot.
Edited by Mary Brown.

(Buffalo continued on next page)

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

WGRQ (FM)
1959
BUFFALO

Q-FM-97

RAB

A Taft Station
Media Code 4 233 1725 4.00
Taft Broadcasting Company, 464 Franklin St., Buffalo, N. Y. 14202. Phone 716-881-4555. TWX 710-522-1732.
See affiliated AM station for additional information. AM facilities: WGR.

STATION'S PROGRAMMING DESCRIPTION
WGRQ (FM): Programmed for young adults & teens.
MUSIC: album rock. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Station Manager—John Hayes.
Program Director—John McGhan.

3. FACILITIES
ERP 12,600 w. (horiz.), 12,800 w. (vert.); 96.9 mc. Stereo.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with WGR. See that listing for rates.

TIME RATES
No. 5 Eff 1/13/75—Rec'd 1/20/75.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	45	43	40	38	35
AA	40	38	35	33	30
A	35	33	32	30	28

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
ROS: Flat 10.00.
Edited by Harold Calvin.

WKBW
1925
BUFFALO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 1750 2.00
Div. of Capital Cities Communications, Inc., 1430 Main St., Buffalo, N. Y. 14209. Phone 716-884-5101. TWX 710-522-1846.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. Thomas Cronk.
General Sales Manager—Norman Schrutt.
Program Director—Bob Harper.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w.; 1520 kc.
Directional — Same pattern, all hours.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 on net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24a, 25a, 27, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
No. 20 Eff 4/1/75—Rec'd 3/31/75.
A—Mon thru Sat 6-10 am.
B—Mon thru Fri 2-7 pm.
C—Mon thru Fri 10 am-2 pm; Sat 10 am-7 pm; Sun 9 am-7 pm.
D—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24+	6 ti	12 ti	18 ti	24+
A	73	72	70	70	59	58	56	56
B	73	70	65	65	59	56	52	52
C	60	55	50	48	48	44	40	39
D	53	50	47	44	43	40	38	36

WNIA
1956
CHEEKTOWAGA

Independent

Media Code 4 233 1800 5.00
Niagara Broadcasting System, 2900 Genesee St., Buffalo, N. Y. 14225. Phone 716-894-1230.

1. PERSONNEL
General Manager—Gordon P. Brown.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
500 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 22a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 8 Eff 5/1/73—Rev 6/1/74—Rec'd 8/23/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AAA	AA	A	AAA	AA	A
6 ti	15.00	12.75	11.25	12.00	10.00	9.00
12 ti	14.00	11.90	10.50	11.20	9.50	8.40
18 ti	13.00	11.00	9.75	10.40	8.85	7.80
24 ti	12.00	10.20	9.00	9.60	8.15	7.20
30+	11.00	9.35	8.25	8.80	7.50	6.60

10 sec: 50% of 1-min.

7. PACKAGE PLANS
MULTIPLE CONSECUTIVE WEEK SPECIAL

	13 wk	26 wk	39 wk	52 wk
Discount	5%	10%	15%	20%

8. PROGRAM TIME RATES
ALL TIMES 6-12:30 AM, WHEN AVAILABLE

	1x	13x	26x	52x	104x	208+
1 hr	200.00	196.00	192.00	188.00	184.00	180.00
1/2 hr	120.00	117.60	115.20	112.80	110.40	108.00
1/4 hr	80.00	78.40	76.80	75.20	73.60	72.00
5 min	40.00	39.20	38.40	37.60	36.80	36.00

WREZ (FM)
1960
BUFFALO

NAB RAB

Media Code 4 233 1837 7.00
WBCE, Inc., 28 North St., Buffalo, N. Y. 14202. Phone 716-886-0970.
See affiliated AM station for additional information. AM facilities: WEBR.

STATION'S PROGRAMMING DESCRIPTION
WREZ (FM): MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :23. Contact Representative for further details. Rec'd 5/29/73.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 105,000 w.; 94.5 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 710 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 4/1/73—Rev 8/30/74—Rec'd 9/9/74.
I—Mon thru Sun 7 am-11 pm.
II—Mon thru Sun 11 pm-7 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
SECTION I					
1 min	10.00	8.00	6.00	5.50	5.00
SECTION II					
1 min	7.00	5.50	4.50	4.00	3.50

30 sec: 80% of 1-min.

WUFO
1948
AMHERST

Independent Black

Sheridan Broadcasting Corp.
Media Code 4 233 1850 0.00
Sheridan Broadcasting Corp., 89 LaSalle Ave., Buffalo, N. Y. 14214. Phone 716-834-1080.

STATION'S PROGRAMMING DESCRIPTION
WUFO: Programmed for black audience.
MUSIC: R & B. AIR PERSONALITIES handle all segments. Participation in community events, drives, school activities: NEWS: 5-min national at :60, 5-min local at :30; 2 news-persons. SPORTS: during local news at :30. Contact Representative for further details. Rec'd 4/9/75.

1. PERSONNEL
President—Paul W. Yates.
Gen'l & Sales Mgr—Fred Johnson, Jr.
Program Director—Roy Sampson.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 24b, 25a, 29a.
Contracts: 40c, 45, 47a.
Comb., Cont. Discounts: 60b, 81b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with National Black Network.
10% discount when comparable schedule is purchased in combination with WAMO, Pittsburgh & WILD, Boston. 7-1/2% discount when purchased in combination with either one of these stations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 6/1/73—Rec'd 9/28/73.
I—Mon thru Fri sign-on-10 am & 3 pm-sign-off; Sat all day.
II—Mon thru Fri 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
SECTION I					
1 min	16	13	12	11	10
30 sec	13	11	10	9	8
10 sec	10	8	7	6	5
SECTION II					
1 min	13	11	10	9	8
30 sec	11	9	8	7	6
10 sec	8	6	5	4	3

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
Edited by Roy Sampson.

"#1 in Modern Country Music." Buffalo, N. Y.

WWOL
1947
BUFFALO

Alan Torbet Associates, Inc.

Modern Country

NAB RAB

A Rust Craft Station
Subscriber to the NAB Radio Code
Media Code 4 233 1900 2.00
Radio Buffalo, Inc., affiliated with Rust Craft Broadcasting Co., Lafayette Hotel, Buffalo, N. Y. 14203. Phone 716-854-1120.

STATION'S PROGRAMMING DESCRIPTION
WWOL: Programmed for adults 18-49.
MUSIC: modern country, Nashville sound, promotes for major C & W concerts, top 30 C & W hits. NEWS: network at :60, local at :27 & :57. SPORTS: 8:30 am & 4:30 pm; race results 9x a day, 7x Sat. Contact Representative for further details. Rec'd 1/3/74.

1. PERSONNEL
General Manager—Aden Joshua McElveen.
Sales Manager—Ken Hoag.
Program Director—David R. Snow.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Rust-Craft Sta. Sales Office: See Rep & S/O pages.

3. FACILITIES
1,000 w. days; 1120 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WWOL-FM.

4. AGENCY COMMISSION
15%; no cash discounts.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11c, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 25a, 26, 28c, 29a.
Contracts: 40a, 44b, 45, 46, 47a, 46, 51b.
Comb.: Cont. Discounts: 60a, 60e, 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 1/1/72—Rec'd 1/22/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
ROS—Mon thru Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	1 ti	10 ti	20 ti	1 ti	10 ti	20 ti
1 min	28	25	22	25	22	19
30 sec	25	22	20	22	18	14
10 sec	14	12	10	12	11	9

7. PACKAGE PLANS

ROS, PER WK:	1 ti	10 ti	30 ti
1 min	15	13	11
30 sec	13	11	9
10 sec	7	6	5

CONSECUTIVE WEEK DISCOUNT
13 wk—4% 26 wk—15% 52 wk—16%
Edited by Aden Joshua McElveen.

WWOL-FM
1947
BUFFALO

NAB RAB

Media Code 4 233 1901 1.00
Radio Buffalo, Inc., affiliated with Rust Craft Broadcasting Co., Lafayette Hotel, Buffalo, N. Y. 14203. Phone 716-854-1120.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w.; 104.1 mc.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WWOL.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 1/1/72—Rec'd 1/22/73.
B—7 pm-midnight.
C—Midnight to 6 am.

6. SPOT ANNOUNCEMENTS
CLASS B

PER WK:	1 ti	10 ti	20 ti
1 min	9	6	5
30 sec	7	5	4
10 sec	4	3	2

CLASS C
1 min, flat 3 30 sec, flat 2
Edited by Aden Joshua McElveen.

WXRL
1964
LANCASTER

Country Music Network

NAB

Media Code 4 233 1925 0.00
Dome Broadcasting, Inc., 5360 William St., Lancaster, N. Y. 14086. Phone 716-684-4142.

STATION'S PROGRAMMING DESCRIPTION
WXRL: AIR PERSONALITIES featured. MUSIC: modern C & W featuring solid gold classics; promotes major C & W concerts. NEWS: local at :60; network at :30. SPORTS: capsules at :15 & :45; 5 min summary at 7:15 am, 12:15 & 6:15 pm, M-F. Participates in fund drives for community activities. Public affairs program Sat 4 pm. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Louis A. Schriver.

3. FACILITIES
1,000 w.; 1300 kc. Directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 on time; payable by 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13c, 14b, 15b, 18.
Basic Rates: 21a, 22a, 23a, 24a, 29a, 33a.
Contracts: 40a, 42b, 43, 44a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 78b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 1 Eff 11/1/70—Rec'd 2/15/71.
AAA—Ramblin' Lou Show Mon thru Fri 2-6 pm.
AA—Mon thru Sat 6 am-2 pm; Sat 6 am-noon.
ROS—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	3 ti	5 ti	10 ti	20 ti	30 ti
CLASS AAA						
1 wk	21.00	18.00	16.00	15.00	13.00	11.50
12 wk	18.00	16.00	15.00	14.00	12.00	11.00
28 wk	17.00	15.00	14.00	13.00	11.50	10.50
52 wk	16.00	14.00	13.00	12.00	11.00	10.00
CLASS AA						
1 wk	17.00	15.00	14.00	12.00	10.58	9.50
13 wk	16.00	14.00	13.00	11.00	10.00	9.00
26 wk	15.00	13.00	12.00	10.50	9.50	8.50
52 wk	14.00	12.00	11.00	10.00	9.00	8.00

ROS

PER WK, EA:	5 ti	10 ti	20 ti	30 ti	50 ti
1 wk	12.00	11.00	10.00	9.00	8.00
13 wk	10.50	9.50	8.50	7.50	6.50
26 wk	10.00	9.00	8.00	7.25	6.25
52 wk	9.50	8.50	7.50	7.00	6.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
BIG COUNTRY MONTHLY SATURATION

	1 min	30 sec
100 ti	7.00	5.25

8. PROGRAM TIME RATES
MONDAY THRU FRIDAY

PER WK:	1 hr	1/2 hr	25 min	1/4 hr	10 min	5 min
1 ti	160	100	90	60	45	30
3 ti	128	80	72	48	36	24
5 ti	112	70	63	42	31	21
SATURDAY & SUNDAY						
1 ti	125	75	65	45	35	25

CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

10. SPECIAL FEATURES
NEWS & SPORTSCASTS

PER WK:	3 ti	5 ti	10 ti
5 min local at :60; network at :30	48	75	140

13 consecutive weeks.
Edited by Louis A. Schriver.

WYSL
1935
BUFFALO

Mort Bassett & Co., Inc.

Media Code 4 233 1950 8.00
Howard Communications, Inc., 425 Franklin St., Buffalo, N. Y. 14202. Phone 716-885-1400.

STATION'S PROGRAMMING DESCRIPTION
WYSL: MUSIC: Contemporary, current hits blended with oldies. AIR PERSONALITIES. Continuous promotional contests & frequent community involvement features. Contact Representative for further details. Rec'd 3/13/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bob Howard.
Vice-Pres. & Sta. Mgr.—Warren M. Kelly.
General Sales Manager—Prosper Azerraf.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast Mon thru Fri, 6 am-11 pm. For non-simulcast facilities see WYSL-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 30.
Contracts: 40a, 44a, 44b, 48.
Comb.: Cont. Discounts: 60b, 60d, 60k.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
Eff 12/1/74—Rec'd 10/17/74.
AAA—Mon thru Fri 6-10 am & 3-10 pm; Sat & Sun 6 am-10 pm.
AA—Mon thru Sun 10 pm-1 am & Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	48 ti	36 ti	24 ti	18 ti	12 ti	6 ti
CLASS AAA						
1 min	30	33	36	39	42	45
30 sec	24	26	29	31	34	36
10 sec	18	20	22	23	25	27
CLASS AA						
1 min	25	28	31	34	37	40
30 sec	20	22	25	27	30	32
10 sec	15	17	19	21	22	24

(This listing continued on next page)

NEW YORK

Buffalo—W Y S L—Continued

CLASS A

PER WK:	48 ti	36 ti	24 ti	18 ti	12 ti	6 ti
1 min	10	11	12	13	14	15
30 sec	8	9	10	11	12	13
10 sec	6	7	8	9	10	11

7. PACKAGE PLANS
Impact Plan 1—1/2AAA, 1/2AA.
Impact Plan 2—ROS, BTA.

PER WK, EA:	1P 1 1 min	1P 1 30 sec	1P 1 10 sec	1P 2 1 min	1P 2 30 sec	1P 2 10 sec
48 ti	23	18	14	22	17	13
36 ti	26	21	16	24	19	14
24 ti	29	23	17	26	21	16
18 ti	32	26	19	28	22	17
12 ti	35	28	21	30	24	18

Minimum rateholder: 3AA 1-min spots per wk or equivalent.
AM only: 60% of AM/FM combination.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WYSL-FM
1947
BUFFALO

Mort Bassett & Co., Inc.

Media Code 4 233 1951 6.00
Howard Communications, Inc., 425 Franklin St., Buffalo, N. Y. 14202. Phone 716-885-1400.
See affiliated AM station for additional information

STATION'S PROGRAMMING DESCRIPTION
WYSL-FM: MUSIC: Contemporary, current hits blended with oldies. AIR PERSONALITIES. Continuous promotional contests & frequent community involvement features. Contact Representative for further details. Rec'd 4/30/75.

2. FACILITIES
ERP 49,000 w. (horiz.), 49,000 w. (vert.); 103.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 423 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri 11 pm-6 am & Sat & Sun all day. For simulcast facilities see WYSL.

3. GENERAL ADVERTISING See coded regulations
Sold in combination with WYSL. See that listing for rates.

TIME RATES

80% of AM/FM combination rates.

CANANDAIGUA (1 AM; 1 FM)

Ontario County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WCGR
1961

Media Code 4 233 2000 1.00
Canandaigua Broadcasting Co., Inc., Box 155, Townline Rd., Canandaigua, N. Y. 14424. Phone 315-394-1550.

STATION'S PROGRAMMING DESCRIPTION
WCGR: MUSIC: MOB; top 40 at mid afternoon.

1. PERSONNEL
Pres. & Mgr.—George W. Kimble.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
250 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WFLC.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Eff 7/1/74—Rec'd 7/10/75.

6. SPOT ANNOUNCEMENTS

PER WK:	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	6.60	6.00	5.50	4.60	4.00
30 sec	5.20	4.80	4.30	4.00	3.50

10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—20% 52 wk—30%

7. PACKAGE PLANS
WEEKLY SATURATION

	35 ti	60 ti	90 ti
30 sec	120	175	225

10. SPECIAL FEATURES
NEWS & SPORTS

PER WK:	1 ti	3 ti	6 ti	12 ti
13 wk	11	10	9	8
26 wk	10	9	8	7
52 wk	9	8	7	6

WCGR/WFLC combination—10% discount on additional station if paid within 10 days.
Submitted by George W. Kimble.

WFLC
(formerly WCGR-FM)
1974

Media Code 4 233 2012 6.00
Canandaigua Broadcasting Co., Inc. Box 155, Townline Rd., Canandaigua, N. Y. 14424. Phone 315-394-1550.
See affiliated AM station for additional information.
AM facilities: WCGR.

STATION'S PROGRAMMING DESCRIPTION
WFLC: MUSIC: Country.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 290 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Eff———Rec'd 7/10/75.

6. SPOT ANNOUNCEMENTS
DAILY RATES—BTA—7 DAYS

30 SEC:	1 ti	2 ti	3 ti	4 ti	5 ti
52 wk	3.00	2.75	2.50	2.25	2.00
26 wk	3.25	3.00	2.75	2.50	2.25

1 min. add 33-1/3%.

7. PACKAGE PLANS

TAP, PER WK:				
5 am-noon	4	8	12	16
Noon-6 pm	3	6	9	12
6 pm-midnight	3	6	9	12
TOTAL TI:	5	10	20	30	40
1 wk	4.00	3.75	3.50	3.25	3.00
13 wk	3.75	3.50	3.25	3.00	2.75
26 wk	3.50	3.25	3.00	2.75	2.50
52 wk	3.25	3.00	2.75	2.50	2.25

1 min. add 33-1/3%.

10. SPECIAL FEATURES
NEWS AND SPORTS
Add 50% (4 wk minimum).

WCGR/WFLC combination—10% discount on additional station if paid within 10 days.
Submitted by George W. Kimble.

CATSKILL

Greene County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WCKL
1969

Media Code 4 233 2025 6.00
Caranje Broadcasting, Inc., Box 219, Catskill, N. Y. 12414. Phone 518-943-5464.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carmen Pizza.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w. days; 560 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 11/1/70—Rec'd 12/31/70.
AAA—6-9 am & 4-6 pm.
AA—9 am-4 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
CLASS AAA						
1 min	6.05	7.45	7.15	6.95	6.60	6.30
CLASS AA						
1 min	6.95	6.30	6.00	5.70	5.40	5.10
CLASS A						
1 min	5.70	5.10	4.60	4.50	4.25	3.95

30 sec: 60% of 1-min. 10 sec: 50% of 1-min.

CHEEKTOWAGA

Erie County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

See Buffalo
(including Amherst, Cheektowaga, Depew, Lancaster)

CHERRY VALLEY

Otsego County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WJIV (FM)
1948

Media Code 4 233 2030 6.00
The Christian Broadcasting Network, Northeast Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

STATION'S PROGRAMMING DESCRIPTION
WJIV (FM): Contemporary Christian.

1. PERSONNEL
General Manger—Eric C. AuCoin.

2. FACILITIES
ERP 71,000 w.; 101.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 5% cash discount 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Tobacco & intimate personal articles not accepted for advertising.
Member: The Christian Broadcasting Network, Inc.

TIME RATES
Eff———Rec'd 4/27/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec	4.50	4.30	4.10	3.90	3.70	3.50
10 sec	3.00	2.85	2.70	2.55	2.40	2.25

CORNING (2 AM; 1 FM)

Steuben County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WCBA
1948

NAB RAB

Media Code 4 233 2100 6.00
WCBA Radio, Inc., Box 1047, Corning, N. Y. 14830. Phone 607-962-4646.
Studio—Davis Rd., South Corning, N. Y. 14830.

STATION'S PROGRAMMING DESCRIPTION
WCBA: Top 40 and news.

1. PERSONNEL
General Manager—Dean Slack.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w.; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Farm Radio Network.

TIME RATES
No. 8 Eff 4/1/75—Rec'd 4/1/75.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti
1 min	6.90	6.70	6.60	6.40	6.30
30 sec	5.90	5.70	5.60	5.40	5.30
15 sec	5.10	4.90	4.80	4.60	4.50
		50 ti	60 ti	70 ti	100 ti
1 min		6.10	6.00	5.80	5.50
30 sec		5.10	5.00	4.80	4.50
15 sec		4.40	4.30	4.20	4.10

WCLI WCLI-FM
1947 1947

NAB

Media Code 4 233 2150 4.00
Radio Corning, Inc., Box 100, 99 W. 1st St., Corning, N. Y. 14830. Phone 962-2424.

STATION'S PROGRAMMING DESCRIPTION
WCLI: Programmed to mass adult audience.

1. PERSONNEL
Gen'l & Com'l Mgr.—Gordon M. Jenkins.

2. REPRESENTATIVES
Bob Dore Associates.
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 22,000 w. (horiz.), 18,000 w (vert.); 106.1 mc.
Operating schedule: Same as AM.
Antenna ht.: 580 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: National AgRadio Groups, Inc

TIME RATES
No. 7 Eff 9/1/69—Rec'd 6/1/69.
Drive—Mon thru Sat 6:30-9 am, noon-1 pm & 4-7 pm.
Housewife—Mon thru Sat 9 am-noon & 1-4 pm.
Day Combo—Mon thru Sat 6:30 am-7 pm.

7. PACKAGE PLANS

PER WK, RDS:	1 ti	10 ti	20 ti	30 ti	40-50
DRIVE					
1 min	7.50	7.30	7.10	6.90	6.70
30 sec	5.60	5.45	5.30	5.10	6.00
10 sec	3.75	3.65	3.55	3.45	3.35
HOUSEWIFE					
1 min	6.50	6.30	6.10	6.00	6.70
30 sec	4.90	4.75	4.60	4.40	4.30
10 sec	3.25	3.15	3.05	2.90	2.85
DAY COMBO					
1 min	7.00	6.60	6.60	6.40	6.20
30 sec	5.25	6.10	4.95	4.60	4.00
10 sec	3.50	3.40	3.30	3.20	3.10
ROS					
1 min	6.00	5.80	5.60	5.40	5.20
30 sec	4.50	4.35	4.20	4.00	3.80
10 sec	3.00	2.90	2.80	2.70	2.60

10. SPECIAL FEATURES
NEWSCASTS OR SPORTSCASTS

PER WK:	15 min	10 min	5 min
1 ti	22.00	19.00	12.00
3 ti	21.00	16.00	12.00
5 ti	20.00	17.00	11.25

Minimum contract 13 weeks.

CORNWALL

Orange County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WWLE
1969

NAB

Media Code 4 233 2175 1.00
WWLE, Inc., Box 484, 240 Hudson St., Cornwall-on-Hudson, N. Y. 12520. Phone 914-534-7854.

STATION'S PROGRAMMING DESCRIPTION
WWLE: Programmed for adults.

1. PERSONNEL
General Manager—Paul N. Lofaro.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w.; 1170 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Eff 1/28/73—Rec'd 2/4/73.

6. SPOT ANNOUNCEMENTS
1 MINUTE—ROS

PER WK:	6 ti	12 ti	18 ti	30 ti	50 ti
1 wk	11.80	11.50	11.20	10.60	9.70
13 wk	11.20	10.90	10.60	10.00	9.10
26 wk	10.60	10.30	10.00	9.40	8.50
39 wk	10.00	9.70	9.40	8.80	7.90
52 wk	9.40	9.10	8.80	8.30	7.60

30 sec: 60% of 1-min. 10 sec: 50% of 1-min.
Fixed time, extra 20%.

10. SPECIAL FEATURES
Business Newscasts program rate plus 2.00.

(CR)

CORTLAND (1 AM; 1 FM)

Cortland County—Map Location D-7
See SRDS consumer market map and data at beginning of the State

WKRT WKRT-FM
1947 1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 233 2200 7.00
Radio Cortland, Inc., 292 Tompkins St., Cortland, N. Y. 13045. Phone 607-756-2820.

STATION'S PROGRAMMING DESCRIPTION
WKRT: Programmed for general adult interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William L. Thompson.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w. days, 500 w. nights; 630 kc.
Directional—nighttime only.
Operating schedule: 6 am-11:15 pm. EST.
FM-ERP 14,000 w.; 99.9 mc.
Operating schedule: Same as AM.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ———Rec'd 10/23/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	1000x
PRIME TIME						
1 min	10.00	9.00	7.00	5.75	5.50	5.25
30 sec	9.00	8.00	6.00	4.75	4.50	4.25
REGULAR TIME						
1 min	9.00	8.00	6.25	5.50	5.25	5.00
30 sec	8.00	7.00	5.25	4.50	4.25	4.00

DEPEW

Erie County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

See Buffalo
(including Amherst, Cheektowaga, Depew, Lancaster)

DE RUYTER

Madison County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WOIV (FM)
1948

Media Code 4 233 2300 6.00
The Christian Broadcasting Network, Northeast Radio, Box O, Ithaca, N. Y. 14850. Phone 607-272-8080.

STATION'S PROGRAMMING DESCRIPTION
WOIV (FM): Contemporary Christian.

1. PERSONNEL
General Manger—Eric C. AuCoin.

2. FACILITIES
ERP 5,400 w.; 105.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 5% cash discount 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: The Christian Broadcasting Network, Inc.

TIME RATES
Eff ———Rec'd 4/27/73.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec	4.50	4.30	4.10	3.90	3.70	3.50
10 sec	3.00	2.85	2.70	2.55	2.40	2.25

DUNDEE (1 AM; 1 FM)

Yates County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WFLR
1956

Media Code 4 233 2350 6.00
Finger Lakes Broadcasting Co., Inc., Box 150, Dundee, N. Y. 14837. Phone 607-243-7188.

STATION'S PROGRAMMING DESCRIPTION
WFLR: MUSIC: MOR; 4 hours country & western.

1. PERSONNEL
General Manager—Robert Burns.

2. REPRESENTATIVES
Market 4 Radio.
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
195 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WFLR-FM.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/69—Rec'd 6/13/69.

6. SPOT ANNOUNCEMENTS
1 min 6

7. PACKAGE PLANS
WEEKLY PLAN/ROS

	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	60 ti
1 min	5.00	4.50	4.00	3.50	3.00	2.50	2.25
30 sec	3.75	3.50	3.25	3.00	2.00	2.20	2.00
20 sec	3.25	2.00	2.75	2.50	2.25	2.00	1.70
10 sec	2.00	1.90	1.80	1.70	1.60	1.40	1.30

Newsbreak spot or anchored—extra 15%.

BULK RATE/ROS/NO DISCOUNT

	1 min	30 sec	20 sec	10 sec
520 x	3.25	2.60	2.30	1.50
1040 x	2.75	2.25	2.00	1.40
2080 x	2.25	2.00	1.80	1.00
2081+	2.00	1.50	1.50	1.10

10. SPECIAL FEATURES
Newscasts—5 or 10 min 9.50

(Dundee continued on next page)

WFLR-FM

1956

Media Code 4 233 2351 3.00
Finger Lakes Broadcasting Co., Inc., Box 130, 99 Main St., Dundee, N. Y. 14837. Phone 607-243-7153.
See affiliated AM station for additional information.

3. FACILITIES
ERP 930 w. (horiz.), 830 w. (vert.); 95.9 mc.
Operating schedule: 6 am-11:15 pm. EST.
Antenna ht.: 460 ft. above average terrain.
Partial simulcast operation. Operated separately sunset-11:15 pm. For simulcast facilities see WFLR.

TIME RATES

Rates are identical to WFLR. See that listing.

DUNKIRK

Chautauqua County—May Location A-7
See SRDS consumer market map and data at beginning of the State.

WDOE

1949

RAB

Media Code 4 233 2400 3.00
Lake Shore Broadcasting Co., Inc., Box 209, Willow Rd., Dunkirk, N. Y. 14048. Phone 716-366-1410.

STATION'S PROGRAMMING DESCRIPTION
WDOE: Programmed for adults & young adults.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. David Ridgeway.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1410 kc.
Directional—night only.
Operating schedule: 6-12:15 am. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.
Member: New York Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 102 Eff 6/1/75—Rec'd 5/23/75.

6. SPOT ANNOUNCEMENTS

	1-156x	260x	520x	780x	1040x	1560x
1 min	8.45	8.00	7.55	7.15	6.50	6.10
30 sec	6.90	6.55	5.90	5.60	5.20	4.85
20 sec	5.55	5.20	4.80	4.50	4.25	3.95
10 sec	4.35	4.15	3.90	3.60	3.20	2.95

7. PACKAGE PLANS

TAP:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	7.95	7.55	7.15	6.50	6.10
30 sec	6.20	5.90	5.60	5.20	4.85
20 sec	5.00	4.75	4.50	4.25	3.95
10 sec	4.00	3.80	3.60	3.20	2.95

Edited by R. David Ridgeway.

EAST SYRACUSE

Onondaga County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

See Syracuse

(including East Syracuse, North Syracuse)

ELLENVILLE (1 AM; 1 FM)

Ulster County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WELV — WELV-FM

1964 — 1971

Media Code 4 233 2450 3.00
Catskill Broadcasting Corp., Box 309, 99 Canal St., Ellenville, N. Y. 12428. Phones 914-647-5679, 620-0123.
Studio: Monticello Inn, Monticello, N. Y. 12701. Phone 914-794-0404.

STATION'S PROGRAMMING DESCRIPTION
WELV: Programmed for all ages.

1. PERSONNEL
General Manager—Al Dresner.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
500 w. days; 1370 kc. Non-directional.
Operating schedule: 9 am-local sunset. EST.
FM-ERP 3,000 w.; 99.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 316 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/1/73—Rec'd 8/1/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	78x	104x
1 min	8.10	7.85	7.50	7.15	6.80
30 sec	7.05	6.75	6.40	6.05	5.70
		156x	234x	260x	312x
1 min		6.45	6.10	5.75	5.55
30 sec		5.35	5.00	4.75	4.50

7. PACKAGE PLANS

7 DAYS, EA:	7 ti	14 ti	21 ti	28 ti	35+
1 min	7.50	7.15	6.80	6.45	6.10
30 sec	6.40	6.05	5.70	5.35	5.00

ELMIRA (4 AM; 2 FM)

Plus 1 paid duplicate.

(including Elmira Heights, Horseheads)

Chemung County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WEHH

1956

ELMIRA HEIGHTS-HORSEHEADS
Subscriber to the NAB Radio Code
Media Code 4 233 2475 5.00
Elmira Heights—Horseheads Broadcasting Co., Box 2097, Elmira Heights, N. Y. 14902. Studio—300 Latta Brook Rd., Horseheads, N. Y.

1. PERSONNEL
General Manager—Frank P. Sala
Commercial Manager—Harry Keavin.
Program Director—Alan Anthony.
2. FACILITIES
500 w. days; 1590 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% to recognized agencies.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28c, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS and MBS.
Member: Farm Radio Network.

TIME RATES
Rates effective October 1, 1956.
Rates received August 27, 1956.

5. SPOT ANNOUNCEMENTS

	1 min.	30 sec.		1 min.	30 sec.
1 time	7.00	6.00	156 times	4.50	3.50
13 times	6.50	5.50	260 times	4.00	3.00
26 times	6.00	5.00	312 times	3.50	2.50
52 times	5.50	4.50	624 times	3.00	2.00
104 times	5.00	4.00			

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	42.00	26.40	15.60	13.20	9.00
13 times	39.60	25.20	14.40	12.60	8.40
26 times	38.40	24.00	13.80	11.40	8.10
52 times	37.20	22.80	13.20	10.80	7.80
104 times	36.00	21.60	12.60	10.20	7.50
260 times	34.80	20.40	12.00	9.60	7.20
312 times	33.60	19.20	11.40	9.00	6.94

WELM

1947

ELMIRA

Media Code 4 233 2500 6.00
Tennex Broadcasting Corp., Box 772, 1702 Lake Rd., Elmira, N. Y. 14902. Phone 607-733-5620.

STATION'S PROGRAMMING DESCRIPTION
WELM: Programmed to audience available at any particular time. Selections are original versions of current popular music & past hits on an even ratio. Teen-oriented records programmed when that particular age group constitutes the majority. Never more than 2 commercials played back-to-back. Network news at :60; local at :30 through 4:30 pm. Major local newscasts at 12N, 6 & 11 pm. Contact Representative for further details. Rec'd 3/2/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. A. Chalk.
Station Manager—Marty Chalk.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,400 w. days, 500 w. nights; 1410 kc.
Non-directional days; directional nights.
Operating schedule: 24 hrs. daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60h, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Affiliated with The Rep Network.

TIME RATES
Eff 1/1/74—Rec'd 12/6/73.
AAA—Mon thru Sat 5-10 pm & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-1 am; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	36 ti
		CLASS AAA				
1 min	14.00	12.00	11.00	10.00	9.00	8.00
30 sec	10.50	9.00	8.00	7.50	6.75	6.00
		CLASS AA				
1 min	12.00	10.50	9.50	8.50	7.50	7.00
30 sec	9.00	8.00	7.00	6.50	5.50	5.25
		CLASS A				
1 min	10.00	9.00	8.00	7.00	6.00	5.00
30 sec	7.50	6.75	6.00	5.25	4.50	3.75

8. PROGRAM TIME RATES

	3 min	10 min	1/4 hr	1/2 hr
1 x	15	21	30	50

WENY

1959

ELMIRA

A Green Group Station
Subscriber to the NAB Radio Code
Media Code 4 233 2550 5.00
WENY, Inc., Box 208, Elmira, N. Y. 14902. Phone 607-739-0344.

STATION'S PROGRAMMING DESCRIPTION
WENY: Programmed for all ages.
MUSIC: popular and standard. Daily talk show 6-6:55 pm.
NEWS: local news every hour on half hour. Local and national sports coverage, stock market reports, feature programs, remote broadcasts. Contact Representative for further details. Rec'd 11/6/72.

1. PERSONNEL
Exec. Vice-Pres., Gen'l Mgr. & Man'g Dir.—Howard L. Green.
Manager—F. W. (Ted) Hodge.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Selective Broadcast Advertising, Inc.
2. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast midnight-6 am Tues thru Sat; midnight-noon Sun morning. For non-simulcast facilities see WENY-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 12b.
Basic Rates: 22a, 22b, 23a, 25a, 26, 29a.
Contracts: 40c, 45, 49, 47a.
Comb.: Cont. Discounts: 60b, 60c, 60k.
Cancellation: 70a, 70e, 71a, 73a.
All time sold in network option hours, subject to recapture by station upon 56 days notice.
Affiliated with NBC.
Affiliated with ATA Radio Network.

TIME RATES
No. 14 Eff 7/1/69—Rec'd 7/2/69.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
		CLASS AA				
1 min	15.00	14.00	12.00	10.00	8.00	—
30 sec	12.00	11.00	9.00	7.50	7.00	—
10 sec	7.50	7.00	6.00	5.00	4.50	—
		CLASS A				
1 min	12.00	11.00	10.00	8.00	8.00	7.00
30 sec	9.00	8.50	7.50	7.00	6.00	5.50
10 sec	6.00	5.50	5.00	4.50	4.00	3.50
		CLASS B				
1 min	10.00	6.00	7.00	6.50	6.00	5.50
30 sec	7.50	6.00	5.50	5.00	4.50	4.00
10 sec	5.00	4.00	3.50	3.25	3.00	2.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	3 min
A	75.00	50.00	30.00	22.50	17.00

WENY-FM

1965

ELMIRA

A Green Group Station
Subscriber to the NAB Radio Code
Media Code 4 233 2551 3.00
WENY, Inc., Box 208, Elmira, N. Y. 14902. Phone 607-739-0344.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WENY-FM: Programmed for all ages.
Music continually with minimal breaks. MUSIC: standards. News and sports features. Contact Representative for further details. Rec'd 7/29/68.

3. FACILITIES
ERP 750 w.: 92.7 mc.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Operated separately 8 am-midnight Tues thru Sat; noon-midnight Sun; all day Mon. For simulcast facilities see WENY.

TIME RATES
Eff 6/1/73—Rec'd 5/25/73.

6. SPOT ANNOUNCEMENTS
1 min (rotating basis) 4.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	65	34	20

CONSECUTIVE WEEK DISCOUNT
6 wk— 5% 26 wk—15% 52 wk—30%
13 wk—10% 39 wk—20%

WIQT

1967

HORSEHEADS

Beautiful Music

RAB

Media Code 4 233 2575 2.00
Chemung County Radio, Inc., Box 288, Main & John Sts., Horseheads, N. Y. 14845. Phone 607-739-3555.
Address all copy to continuity director.

STATION'S PROGRAMMING DESCRIPTION
WIQT: Programmed for adults & mature young adults.
MUSIC: mixture of standards & current album music, with emphasis on familiar instrumentals & vocals. NEWS: 4 min at :30, community events every hour, local news & sports in drive times. Contact Representative for further details. Rec'd 6/20/75.

1. PERSONNEL
President—John A. Arikian.
Gen'l & Sales Mgr.—Richard R. Ferry.
Program Director—David Ridenour.
2. REPRESENTATIVES
Market 4 Radio.
New England Spot Sales, Inc.
3. FACILITIES
1,000 w.; 1000 kc. Clear channel. Non-directional.
Operating schedule: 5:30 am-sign-off. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 45, 46, 48, 50, 51b.

NEW YORK

Comb.; Cont. Discounts: 60b, 60f, 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WQIX (FM).
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/1/75—Rec'd 6/20/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
		CLASS AAA				
1 min	16.00	15.00	13.00	11.00	10.00	9.00
30 sec	12.50	12.00	10.50	8.50	8.00	7.50
10 sec	8.00	7.50	6.50	5.50	5.00	4.50
		CLASS AA				
1 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	10.50	9.50	8.50	8.00	7.50	6.50
10 sec	6.50	6.00	5.50	5.00	4.50	4.00
		CLASS A				
1 min	11.00	10.00	8.00	7.00	6.50	6.00
30 sec	8.50	8.00	6.50	5.50	5.25	4.75
10 sec	5.50	5.00	4.00	3.50	3.25	3.00

Less than 1 min preemptible; prior notice.

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

	1 wk				4 wk			
	12 ti	18 ti	24 ti	36 ti	48 ti	72 ti	96 ti	144 ti
1 min	9.50	8.50	7.50	7.00	9.25	8.25	7.25	6.75
30 sec	7.50	6.50	5.75	5.50	7.25	6.50	5.75	5.00
10 sec	4.75	4.25	3.75	3.50	4.50	4.00	3.50	3.25

	13 wk			
	156 ti	234 ti	312 ti	468 ti
1 min	9.00	7.75	6.75	6.25
30 sec	8.00	6.00	5.00	4.75
10 sec	4.50	3.75	3.50	3.25

Preemptible.

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x	520x
1 hr	128	118	112	108	102	96	92	88
1/2 hr	96	88	80	76	70	64	60	56
1/4 hr	64	60	56	52	48	44	40	36
10 min	46	44	40	36	32	30	28	26
5 min	30	24	23	21	20	19	18	16

10. SPECIAL FEATURES

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
Ea	20	15	12	10	9	8

Minimum firm 13-wk contract: News, Sports, Weather, Shower of Stars, Big Bands. Incl 15-sec open & close plus 1 1-min spot. Combinable with spots and programs for frequency discount.
Edited by Richard R. Ferry.

WQIX (FM)

1970

HORSEHEADS

RAB

Media Code 4 233 2610 7.00
Chemung County Radio, Inc., Box 288, Main & John Sts., Horseheads, N. Y. 14845. Phone 607-739-4514.
See affiliated AM station for additional information.
AM facilities: WIQT.

STATION'S PROGRAMMING DESCRIPTION
WQIX (FM): Emphasis on modern country music & contests. DJ talk kept at a minimum. NEWS: news staff maintained with news strip 5:30-6:30 pm. SPORTS: emphasis on high school & college sports coverage—football, basketball & minor league baseball, auto racing also. Service programs are showcased. Evening programming is mostly from album selections. Old favorites are showcased once per hour. On location broadcasting is an integral part of programming, but on a non-scheduled basis. No commercials accepted Sun AM. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
Gen'l & Sales Mgr.—G. Robert Johnson.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 245 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/1/74—Rec'd 5/1/74.

6. SPOT ANNOUNCEMENTS

	1x	51x	151x	251x	501+
1 min	5.50	4.85	4.05	3.45	3.10
30 sec	4.40	3.90	3.25	2.75	2.45
10 sec	2.75	2.40	2.00	1.75	1.55

7. PACKAGE PLANS

PER WK. RDS:	23 ti	35 ti	50 ti
1 min	103.50	120.00	155.00
30 sec	86.00	103.50	120.00
10 sec	51.75	59.50	77.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	52.35	30.45	21.25
11+	50.50	29.25	20.15

10. SPECIAL FEATURES
VIGNETTE PROGRAMS AND NEWS FEATURES
2-min—1-1/2x 1-min. 10-min—3x 1-min.
5-min 2x 1-min.
Time Signal ID's, flat ea, 1.45.
Public Service rate ea, 1.25.
Rotating major/minor sponsorship: Country Music Superstar. wkly rotation, vertical saturation, wkly 27.00.
Nighttime Special 8 pm-midnight, minimum 13 wks, wkly 34.50.

(Elmira continued on next page)

Elmira—Continued

WXXY (FM)

1973
MONTOUR FALLS

(This is a paid duplicate of the listing appearing under Montour Falls, N. Y.)
Media Code 4 233 4325 0.00
Watkins Glen Montour Falls Broadcasting Co., Jefferson Hotel, Watkins Glen, N. Y. 14891. Phone 607-734-5744.

1. PERSONNEL
Sales Manager—Joe Fazzary.
Commercial Traffic—Patty Boyce.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
ERP 1,050 w. (horiz.), 1,050 w. (vert.); 104.9 mc. Quadraphonic.
Operating schedule: 6-2 am. EST.
Antenna ht.: 460 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 24a, 27, 29a, 30.
Contracts: 40c, 41, 42a, 46, 50.
Comb.: Cont. Discounts: 60a, 60c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WGMF, Watkins Glen.

TIME RATES
Eff——— Rec'd 10/11/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	7.00	5.50	4.20	6.00	4.80	3.60
12 ti	6.50	5.20	3.90	5.50	4.40	3.30
18 ti	6.00	4.80	3.60	5.00	4.00	3.00
24 ti	5.50	4.40	3.30	4.50	3.60	2.70
30 ti	5.00	4.20	3.00	4.00	3.20	.....

7. PACKAGE PLANS
50-50 CONTRACT:

	1 min	30 sec
500 x	5.50	4.40
1000 x	5.00	4.00

Subject to short rate.

WXXY (FM)/WGMF, WATKINS GLEN COMBINATION
Eff——— Rec'd 10/11/73.
AA—Mon thru Sat 6-9:30 am & 3:30-7 pm.
A—Mon thru Sat 9:30 am-3:30 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	10.00	8.00	6.00	9.00	7.20	5.40
12 ti	9.50	7.60	5.70	8.50	6.80	5.10
18 ti	9.00	7.20	5.40	8.00	6.40	4.80
24 ti	8.00	6.40	4.80	7.00	5.60	4.20
36 ti	7.50	6.00	4.50	6.50	5.20	3.90

7. PACKAGE PLANS
CONTRACT, 1/2AA (WHEN AVAILABLE):

	500x	1000x
1 min	7.50	6.50

Must be ordered in advance; subject to short rate.
(D)

ELMIRA HEIGHTS

Chemung County—Map Location D-7
See SRDB consumer market map and data at beginning of the State.

See Elmira
(including Elmira Heights, Horseheads)

ENDICOTT

Broome County—Map Location E-7
See SRDB consumer market map and data at beginning of the State.

See Binghamton
(including Endicott)

FREDONIA

Chautauqua County—Map Location A-7
See SRDB consumer market map and data at beginning of the State.

WBUZ

1957
Media Code 4 233 2650 3.00
Catoctin Broadcasting Corp., 60 W. Main St., Fredonia, N. Y. 14063. Phone 716-672-2157, 2158.

1. PERSONNEL
General Manager—Henry R. Serafin.
2. FACILITIES
250 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff————Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

BTA:	1x	52x	104x	156x	260x	312x	624+
1 min	5.50	4.80	4.50	4.20	4.00	3.85	3.70
30 sec	4.20	3.95	3.85	3.45	2.95	2.85	2.50

Specified time: Extra 1.00.
7. PACKAGE PLANS

PER WK, BTA:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.50	4.40	4.30	4.20	3.70
30 sec	3.60	3.30	3.20	3.10	3.00

Must be scheduled within 7 days.

FREEPORT

Nassau County—Map Location H-10
See SRDB consumer market map and data at beginning of the State.

See New York Urban Area

FULTON (1 AM; 1 FM)

Oswego County—Map Location E-5
See SRDB consumer market map and data at beginning of the State

WKFM (FM)

1962
Media Code 4 233 2675 0.00
Cassill Radio Corp., Radio Park, Fulton, N. Y. 13069. Phone Syracuse 315-695-2165.

STATION'S PROGRAMMING DESCRIPTION
WKFM (FM): Programmed for adults 17-49. MUSIC: rock & gold. Progressive rock segments. Minimum of talk. NEWS: 3-minutes at :00. Expanded coverage of major stories. Editorials & consumer news. FARM: 5:30-6:30 am. COMMERCIAL POLICY: maximum 6 minutes per hour. Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert L. Rooney.
Commercial Manager—Maria Bennett.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 104.7 mc. Stereo.
Operating scehdule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WOSC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/1/75—Rec'd 3/5/75.
AAA—Mon thru Fri, 3-11 pm.
AA—Mon thru Fri 6-9 am & 11 pm-1 am; Sat & Sun 11 am-7 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun 7 pm-1 am; Sat 6-11 am.
B—Mon thru Sat 1-6 am; Sun 1-11 am.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
PER WK:	7 ti	14 ti	21 ti	35 ti	49 ti
AAA	10.00	9.50	9.00	8.50	8.00
AA	8.00	7.50	7.00	6.75	6.50
A	6.50	6.00	5.50	5.25	4.75
	30 SECONDS				
AAA	8.00	7.60	7.00	6.50	6.00
AA	6.40	6.00	5.50	5.20	5.00
A	5.20	4.80	4.30	4.00	3.60

B: 60% of A, minimum 21 ti.
7. PACKAGE PLANS

PER WK, ROS:	7 ti	14 ti	21 ti	35 ti	49 ti
1 min	7.00	6.50	6.00	5.50	5.50
30 sec	5.60	5.20	4.70	4.25	3.75

CONSECUTIVE WEEK DISCOUNT
13 wk—10% 52 wk—15%
(Q)

WOSC

1949
Media Code 4 233 2700 6.00
Cassill Radio Corp.: 1 W. Bridge, Oswego, N. Y. 13126. Phone 315-343-2630.
See affiliated FM station for additional information.
FM facilities WKFM (FM)

2. REPRESENTATIVES
Western States—Bill Dahlsten & Associates.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 8/15/73—Rec'd 8/13/73.
AAA—Mon thru Fri 6-9 am.
AA—Mon thru Fri 3 pm-sign-off; Sat 6-9 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
7 ti	6.00	4.80	4.28	3.40	3.60	2.85
14 ti	5.50	4.40	3.85	3.10	3.30	2.60
21 ti	5.00	4.00	3.50	2.80	3.00	2.40
35 ti	4.50	3.60	3.15	2.50	2.70	2.10
49 ti	4.00	3.20	2.80	2.20	2.60	2.00

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

7. PACKAGE PLANS

PER WK. ROS/BTA:	7 ti	14 ti	21 ti	35 ti	49 ti
1 min	3.30	2.10	2.90	2.60	2.60
30 sec	2.60	2.45	2.30	2.05	2.00

6. PROGRAM TIME RATES
5 min—1-1/2x 1-min. Incl 10-sec open & close plus 1 1-min spot.
(CR)

GARDEN CITY

Nassau County—Map Location H-10
See SRDB consumer market map and data at beginning of the State.

See New York Urban Area

GENEVA (1 AM; 1 FM)

Ontario County—Map Location C-6
See SRDB consumer market map and data at beginning of the State.

WECQ

1974
Media Code 4 233 2750 1.00
Buccaneer Broadcasting, Ltd., Box 213, 609 W. Washington St., Geneva, N. Y. 14456. Phone 315-781-1101.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Kenneth A. Dodd.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 125 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVTRTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 4/15/74—Rec'd 10/28/74.
AAA—Mon thru Sat 6-10 am & 3-9 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-9 pm.
A—Sun thru Sat 9 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
WKLY:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	8.00	6.50	7.00	5.50	4.00	3.25
5 ti	7.50	6.00	6.50	5.00	3.50	2.75
10 ti	6.50	5.50	5.50	4.50	3.00	2.25
20 ti	5.50	4.50	4.00	3.50	2.25	1.75

10 sec: 60% of 1-min.
Fixed position: Extra 20%.
7. PACKAGE PLANS
BTA—1/2AAA, 1/4AA, 1/4A

WKLY:	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.75	3.50	3.25	3.00	2.75

BULK—BTA—1/2AAA, 1/4AA, 1/4A

PER YR:	100x	250x	500x	1000x
1 min	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.50	3.25

10 sec: 60% of 1-min.
Fixed position: Extra 20%.
10. SPECIAL FEATURES
5 MINUTE NEWS/SPORTS

WKLY:	AAA	AA	A
1 ti	15	12	8
5 ti	12	10	6
10 ti	10	8	5

10 min: 2x above rates.
Incl open & close plus 1 1-min spot; 10 min incl open & close plus 2 1-min spots.
Featurettes—headlines, sports, weather, incl open & close & 1-min or 30-sec spot rate plus 2.00.
LONGEVITY CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WGVA

1947
Media Code 4 233 2800 4.00
Radio Geneva, Inc., Box 526, Lenox Rd., Geneva, N. Y. 14456. Phone 315-781-1240.

1. PERSONNEL
General Manager—Donald P. Rich.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
No. 15N Eff 5/1/74—Rec'd 4/15/74.
A—Mon thru Fri 6-10 am & 3-7 pm.
B—All other times; BTA.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	157x	365x	1040+
CLASS A					
1 min	10.00	8.45	6.80	6.50	5.85
30 sec	8.10	7.10	5.85	5.50	4.85
10 sec	5.50	4.50	3.70	3.60	3.25
CLASS B					
1 min	9.35	7.75	6.15	5.85	5.20
30 sec	7.45	6.50	5.15	4.85	4.20
10 sec	4.85	3.90	3.05	2.90	2.60

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
CLASS A					
1 min	7.70	7.45	7.15	6.80	6.50
30 sec	7.10	6.50	6.15	5.85	5.50
10 sec	4.25	4.05	3.90	3.70	3.60
CLASS B					
1 min	7.15	6.90	6.60	6.25	5.95
30 sec	6.50	5.95	5.60	5.30	4.95
10 sec	3.70	3.50	3.35	3.15	3.00

10. SPECIAL FEATURES

NEWS:	1 min	30 sec
A	16.85	10.35
B	16.25	9.70

Submitted by Donald P. Rich.

GLENS FALLS (2 AM; 2 FM)

Warren County—Map Location G-8
See SRDB consumer market map and data at beginning of the State.

WBZA — WBZA-FM

1959 — 1947
Media Code 4 233 2850 9.00
Pathfinder Communications Corp., Box 928, Glens Falls, N. Y. 12801. Phone 518-792-2151.

STATION'S PROGRAMMING DESCRIPTION
WBZA: Contemporary.
WBZA-FM: Country.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dennis H. Curley.
National Sales Manager—James Barron.
2. REPRESENTATIVES
Market 4 Radio.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w., 107.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 310 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40a, 44a, 45, 47c, 51b.
Comb.: Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 18 Eff 1/1/75—Rec'd 12/6/74.
Prime—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

A/ROS:	1 min				30 sec			
WKLY:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 ti	13.80	11.75	10.35	9.00	11.05	9.40	8.30	7.15
6 ti	11.75	10.35	9.70	8.30	9.40	8.30	7.75	6.65
12 ti	11.05	9.70	9.00	7.65	8.85	7.75	7.15	6.05
18 ti	10.35	9.00	8.30	7.30	8.30	7.15	6.65	5.80
24+	9.70	8.30	7.90	6.90	7.75	6.65	6.35	5.50

10 sec: 50% of 1-min.
All Prime, per spot extra .50.
10. SPECIAL FEATURES
5-min newscast—1-min rate plus 1.75.

WWSC — WWSC-FM

1946 — 1967
Media Code 4 233 2900 2.00
Normandy Broadcasting Corp., 217 Dix Ave., Glens Falls, N. Y. 12801. Phone 518-793-4444.

STATION'S PROGRAMMING DESCRIPTION
WWSC: MUSIC: Contemporary MOR, with AIR PERSONALITIES. Talk 11 am-noon & 10 pm-midnight. Housewife contest 10-11. PM youth oriented 33% solid gold format, Sat 7 pm-midnight, C & W 18 hrs wkly. Emphasis on community involvement: annual radiothon, fund drives, free teen concerts, community events, local football & basketball. NEWS: local news at :60, network at :30; weather at :15 & :45; five news, sports & weather round-ups daily; mobile news van, UPI teletype, network. Contact Representative for further details. Rec'd 3/31/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Christopher P. Lynch.
Sta. & Sales Mgr.—Donald D. Weaver.
2. REPRESENTATIVES
New York City area—Call station direct.
New England—New England Spot Sales, Inc.
South—David Carpenter Company.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM—ERP 3,000 w. (horiz. & vert.); 95.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 220 ft. above average terrain.
4. AGENCY COMMISSION
15/0: rendered on 1st.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b, 15d.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60k, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff ————Rec'd 1/20/75.
A—Mon thru Sat 6 am-7 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	A		B	
PER YR:	1 min	30 sec	1 min	30 sec
1 x	14.00	11.65	11.65	8.75
25 x	13.35	10.15	10.15	7.60
50 x	11.75	8.80	8.80	6.60
100 x	10.35	7.75	7.75	5.80
250 x	9.55	7.15	7.15	5.35
500 x	8.90	6.70	6.70	5.05
750 x	8.30	6.25	6.25	4.70
1000 x	7.75	5.80	5.80	4.35
1500 x	7.05	5.30	5.30	4.00

C: 50% of A.
7. PACKAGE PLANS
7-DAY MULTISPOT—ROS—1/3 DRIVE

	6 ti	12 ti	18 ti	24 ti
1 min	85.20	145.80	205.20	256.80
30 sec	63.90	109.20	153.90	193.20
	30 ti	36 ti	42 ti	48 ti
1 min	310.50	362.60	411.60	448.80
30 sec	232.50	273.60	308.70	336.00

(Q)

GLOVERSVILLE

Fulton County—Map Location F-6
See SRDB consumer market map and data at beginning of the State.

WENT

1944
Media Code 4 233 2950 7.00
Dean Broadcasting Co., Inc., Harrison St. Ext., Gloversville, N. Y. 12078. Phone 518-725-7175.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Larry Peck.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
Eff 10/1/65—Rec'd 9/29/55.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	140x
1 min/sta brk	8.00	7.60	7.20	6.80	6.40

Submitted by Larry Peck.

GOUVERNEUR (1 AM; 1 FM)

St. Lawrence County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WIGS
1964

Subscriber to the NAB Radio Code
Media Code 4 233 3000 0.00
Debart Broadcasting Corp., Box 179, 40 Church St., Gouverneur, N. Y. 13642. Phone 315-287-1230.

1. PERSONNEL
General Manager—Bob Hartshorn.
2. REPRESENTATIVES
PRO/Meeker Radio.
Andy McDermott Sales Ltd.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-11 pm. EST.
FM-ERP 3,000 w.; 92.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 62 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; net 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.
Member: New York Farm Network.

TIME RATES
Eff 7/1/75—Rec'd 6/4/75.

6. SPOT ANNOUNCEMENTS

1 MIN:	7 ti	14 ti	21 ti	28 ti	35 ti	75 ti
4 wk	5.00	4.75	4.50	4.25	4.00	3.75
13 wk	4.75	4.50	4.25	4.00	3.75	3.50
26 wk	4.50	4.25	4.00	3.75	3.50	3.25
52 wk	4.25	4.00	3.75	3.50	3.25	3.00

30 sec: 80% of 1-min. 15 sec: 60% of 1-min.
Edited by Robert W. Hartshorn.

HAMMONDSPORT

Steuben County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WVIN-FM
1970

Media Code 4 233 3023 7.00
Genkar, Inc., Box 471, 10 Pulteney Square, Bath, N. Y. 14810. Phone 607-776-3326.

STATION'S PROGRAMMING DESCRIPTION
WVIN-FM: Programmed for adults.

1. PERSONNEL
General Manager—Morris F. Genthner.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
ERP 1,700 w. (horiz.), 1,700 w. (vert.); 98.3 mc
Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 390 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WVIN, Bath.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WVIN, Bath.
Affiliated with The Rep Network.

TIME RATES
Eff————Rec'd 2/4/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	24 ti	36 ti	48 ti
1 min/less	6.00	5.00	4.50	4.00	3.50	3.00
(*)	5.00	4.00	3.50	3.00	2.50	2.00

(*) 30 sec/less.

DISCOUNT
52 wk—10%.

7. PACKAGE PLANS
ANNUAL PURCHASE CONTRACTS

PER YR:	600x	1000x	2000x
1 min/less	3.50	3.00	2.50
30 sec/less	3.00	2.50	2.00

HEMPSTEAD

Nassau County—Map Location H-10
See SRDS consumer market map and data at beginning of the State

See New York Urban Area

WHLI
HEMPSTEAD

City of license—Hempstead, N. Y.
Hempstead office — WHLI Bldg., 284 Clinton St., Hempstead, N. Y. Phone 516-481-3000.
See listing under New York Urban Area.

HERKIMER

Herkimer County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WALY
1956

Media Code 4 233 3050 5.00
Community Service Broadcasting Corp., 114 N. Main St., Herkimer, N. Y. 13350. Phone 315-866-1420.

1. PERSONNEL
Station Manager—Robert Kinum.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: New York Farm Network.

TIME RATES
Eff 11/20/73—Rec'd 11/26/73.

7. PACKAGE PLANS

	Per wk 11 ti	21 ti	31 ti	41 ti	Per mo 50 ti	75 ti	100 ti
1 min	3.55	3.05	2.85	2.70	3.30	3.05	2.70
30 sec	2.70	2.10	1.95	1.80	2.40	2.10	1.80

	Per yr 312x	624x	1248x
1 min	3.05	2.70	2.40
30 sec	2.25	2.05	1.85

Submitted by Robert Kinum.

HORNELL (2 AM; 1 FM)

Steuben County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WHHO
1949

Media Code 4 233 3065 3.00
Steuben Broadcasters, Inc., Radio Center, Box 624, Hornell, N. Y. 14843. Phone 607-324-2000.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jonas Termin.
2. REPRESENTATIVES
Dome & Associates, Inc.
New York City—Jack Masla & Co., Inc.
Upstate N. Y., Ohio—Regional Reps Corp.
3. FACILITIES
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: New York Farm Network.

TIME RATES
Rates received January 2, 1959.
Revisions received February 8, 1961.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	ID's
1 time	10.50	8.40	5.50
13 times	10.00	8.00	5.25
26 times	9.50	7.60	5.00
52 times	9.00	7.20	4.75
104 times	8.50	6.80	4.50
156 times	8.00	6.40	4.25
260 times	7.50	6.00	4.00
312 times	7.00	5.60	3.75

7. PACKAGE PLANS
SATURATION ANNOUNCEMENTS
(1-minute spots, run-of-schedule)

Per week:	10 ti.	15 ti.	20 ti.	25 ti.
1-12 consecutive weeks	70.00	101.25	130.00	156.25
13-25 consecutive weeks	67.50	97.50	125.00	150.00
26-38 consecutive weeks	62.50	90.00	115.00	137.50
39-52 consecutive weeks	60.00	86.25	105.00	125.00

Saturation announcements cannot be combined with regular announcements to earn greater frequency discounts.

(ID's, quickies and time signals)
Station breaks, time signals, weather forecasts and temperature reports—12-15 words live, 10 seconds transcribed product identifications:
15 per week 60.00 60 per week 180.00
30 per week 105.00

WHHO-FM
1946

Media Code 4 233 3066 2.00
Steuben Broadcasters, Inc., Radio Center, Box 624, Hornell, N. Y. 14843. Phone 607-324-2000.
See affiliated AM station for additional information.

3. FACILITIES
ERP 8.300 w.; 105.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 560 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
AM duplicated on FM daylight hours.

TIME RATES
Rates received March 3, 1958.

9. SPOT ANNOUNCEMENTS/PROGRAM RATES

	5 min.	1 min.		5 min.	1 min.
1 time	16.00	10.50	104 times	13.00	8.50
13 times	15.25	10.00	156 times	13.35	8.00
26 times	14.50	9.50	260 times	11.50	7.50
52 times	13.75	9.00	312 times	10.75	7.00

7. PACKAGE PLANS
Station breaks and time signals, 12-15 words, live, 10-seconds transcribed product ID's:
15 per week 60.00 60 per week 180.00
30 per week 105.00
SATURATION ANNOUNCEMENTS
AM rates apply.

WLEA
1951

Media Code 4 233 3100 3.00
Patricus Enterprises, Inc., Box 296, Hornell, N. Y. 14843. Phone 607-324-1480.

1. PERSONNEL
President—Kevin Doran.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 net charges for time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 7/1/74—Rec'd 10/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	208x	312x
1 min	6.30	6.00	5.80	5.65	5.50	5.30	5.05	4.75
30 sec	4.55	4.40	4.30	4.20	4.00	3.90	3.75	3.65
20 sec	3.55	3.50	3.40	3.35	3.30	3.25	3.10	3.00

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	30 ti
1 wk	54.25	75.95	94.05	108.55
13 wk	50.65	70.55	86.80	99.50
26 wk	47.00	65.10	79.60	90.40
39 wk	43.40	59.70	72.35	81.40
52 wk	39.80	54.25	65.10	72.35

HORSEHEADS

Chemung County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See Elmira
(including Elmira Heights, Horseheads)

HUDSON (1 AM; 1 FM)

Columbia County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WHUC / WHUC-FM
1947 / 1960

A Colgreen Station
Media Code 4 233 3200 6.00
Colgreene Broadcasting Co., Union Turnpike, Hudson, N. Y. 12534. Phone 518-828-3341.

STATION'S PROGRAMMING DESCRIPTION
WHUC: Programmed for adults & young adults.

1. PERSONNEL
General Manager—W. Irving Rose.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:50 am-10:15 pm. EST.
FM-ERP 3,000 w.; 93.5 mc.
Operating schedule: Same as AM. EST.
Antenna ht.: ————.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
Eff 8/1/73—Rec'd 10/11/73.

7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24+
1 min/30 sec	8.50	8.00	7.50	7.00	6.50

10 sec ID's: 50% of 1-min.
No further discounts.

HUNTINGTON

Suffolk County—Map Location H-10.
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

HYDE PARK

See Poughkeepsie
(including Hyde Park)

Dutchess County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

ISLIP

Suffolk County—Map Location H-10.
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

ITHACA (2 AM; 3 FM)

Tompkins County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WEIV (FM)
1958

Media Code 4 233 3350 8.00
The Christian Broadcasting Network, Northeast Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

STATION'S PROGRAMMING DESCRIPTION
WEIV (FM): Contemporary Christian.
MUSIC 70% religious contemporary. NEWS: every hour for 5 min. Special features at :30. Three 30-min blocks M-Sat. AP, UPI wire & audio services plus local actualities & correspondents news service. Community bulletin board 3x/daily. Rec'd 4/27/73.

1. PERSONNEL
General Manager—Eric C. AuCoin.
Operations Manager—Bill Freeman.
Sales Manager—Jim Wall.
2. FACILITIES
ERP 5,400 w.; 103.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 860 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 5% cash discount 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellations: 70a, 70c, 71a, 73a.
Tobacco & intimate personal articles not accepted for advertising.
Member: The Christian Broadcasting Network, Inc.

NEW YORK

TIME RATES
Eff————Rec'd 4/27/73.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec	4.50	4.30	4.10	3.90	3.70	3.50
10 sec	3.00	2.85	2.70	2.55	2.40	2.25

8. PROGRAM TIME RATES

	1x	13x	52x	260x	363x
5 min	12.00	11.50	10.20	9.00	8.40

WHCU
1921

Subscriber to the NAB Radio Code
Media Code 4 233 3400 2.00
Cornell University, 212 E. State St., Ithaca, N. Y. 14850. Phone 607-272-2345.

STATION'S PROGRAMMING DESCRIPTION
WHCU: Programmed for adults & young adults.
MUSIC: MOR, nostalgic, jazz. NEWS: network at :60. 5 man local & regional news staff with reports every half hour. SPORTS: 2 man department, local & national reports hourly; play-by-play of university, college & high school sports. FEATURES: farm & stock market reports, discussions, interviews, commentary & analysis. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
Gen'l Mgr. & Farm Dir.—Don Martin.
News Director—Pam Kern.
Women's Editor—Barbara Hall.
2. REPRESENTATIVES
Market 4 Radio.
Regional Reps Corp.
3. FACILITIES
5,000 w.; 870 kc. Non-directional.
Operating schedule: Sunrise-New Orleans sunset. EST.
Partial simulcast operation. Simulcast 5:30-10 am, noon-1 pm & 5-7 pm. For non-simulcast facilities see WHCU-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14a, 15a, 13b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 28a, 28c, 29a.
Contracts: 40a, 44a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 61c, 62d.
Cancellation: 70a, 70d, 71a.
Pred. Services: 80, 82.
Affiliated with CBS.
Member: New York Farm Network.

TIME RATES
Eff————Rec'd 11/30/72.
AA—5:30 am-1 pm.
A—3:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

FLAT:	AA	A	B
1 min	10.60	9.40	8.25
30 sec	7.05	6.45	5.90

WHCU-FM
1947

Subscriber to the NAB Radio Code
Media Code 4 233 3401 0.00
Cornell University, 212 E. State St., Ithaca, N. Y. 14850. Phone 607-272-2345.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHCU-FM: Programmed for adults & young adults.
MUSIC: 50% classical with balance jazz, folk, nostalgic, MOR. NEWS: local, regional & network news. SPORTS: play-by-play of university, college & high school sports. Special program: combination of modern jazz, B & B, Latin & related music. News & short features focusing on various aspects of black American experience with special reference to local area. M-Sat 10 pm-2 am. Contract Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
Program Director—Roy Ives.
Sports Director—Charles Cook.
3. FACILITIES
ERP 52,000 w.; 97.3 mc. Stereo.
Operating schedule: 5:30-2 am. EST.
Antenna ht.: 730 ft. above average terrain.
Partial simulcast operation. Operated separately 10 am-noon, 1-5 pm & 7 pm-2 am. For simulcast facilities see WHCU.
5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
Eff————Rec'd 11/30/72.

6. SPOT ANNOUNCEMENTS
1 min, flat 7.05 30 sec, flat 4.70
Edited by Rudy Prolangeli.

WTKO
1956

Media Code 4 233 3450 7.00
Ivy Broadcasting Co., Inc., Box 10, 317 N. Aurora St., Ithaca, N. Y. 14850. Phone 607-272-9040.

STATION'S PROGRAMMING DESCRIPTION
WTKO: Programmed for adults & young adults.
MUSIC: Contemporary current hits. NEWS: Accent on-the-spot local coverage & features. Network info at :30 & :60. Local at 7, 7:45 am & 12:05, 5:30 & 6:05 pm. Local headlines preceed hourly net news. Network commentary 8:30 am & 12:30 pm. SPORTS: Live. Broadcast college, pro & high school football, hockey & basketball. Two-way talk, 9-11 am Mon thru Fri. Rec'd 7/25/74.

(This listing continued on next page)

NEW YORK

Ithaca—WTKO—Continued

1. PERSONNEL
Board Chairman—Ellis E. Erdman.
President—Robert Newman.
3. FACILITIES
1,000 w. days, 500 w. nights; 1470 kc. Directional.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with American Information Network.

TIME RATES
Eff 6/1/73—Rec'd 5/23/73.
I—Mon thru Fri 6-9 am.
II—Mon thru Fri 3-7 pm.
III—Mon thru Fri 9-11 am.
IV—Mon thru Fri 11 am-3 pm; Sat 6-7 am; Sun noon-7 pm
V—Mon thru Sun 7 pm-2 am; Sun 6 am-noon.
VI—ROS.

7. PACKAGE PLANS

PER WK:	1 min 1 ti	1 min 6 ti	1 min 12+	30 sec 1 ti	30 sec 6 ti	30 sec 12+
I	13.00	12.00	11.00	11.00	10.00	9.00
II	12.00	11.00	10.00	10.00	9.00	8.00
III	11.50	10.50	9.50	9.50	8.50	7.50
IV	11.00	10.00	9.00	9.00	8.00	7.00
V/VI	10.50	9.50	8.50	8.50	7.50	6.50
Fixed	15.00	14.00	13.00	13.00	12.00	11.00

BULK

PER YR:	1 min 250x	1 min 500x	1 min 750x	1 min 1000+	30 sec 250x	30 sec 500x	30 sec 750x	30 sec 1000+
I	11.00	10.50	10.00	9.50	9.50	9.00	8.50	8.00
II	10.00	9.50	9.00	8.50	8.50	8.00	7.50	7.00
III	9.50	9.00	8.50	8.00	8.00	7.50	7.00	6.50
IV	9.00	8.50	8.00	7.50	7.50	7.00	6.50	6.00
V/VI	8.50	8.00	7.50	7.00	7.00	6.50	6.00	5.50
Fixed	13.00	12.50	12.00	11.50	11.50	11.00	10.50	10.00

8. PROGRAM TIME RATES

	1 min 1 wk	1 min 13 wk	1 min 26 wk	1 min 52 wk	30 sec 1 wk	30 sec 13 wk	30 sec 26 wk	30 sec 52 wk
I/II	26	24	22	20	21	19	17	15
III/IV	22	20	18	16	17	15	13	11
V/VI	18	16	14	12	15	13	11	9

WVBR-FM
1958

Media Code 4 233 3580 9.00
Cornell Radio Guild, Inc., 227 Linden Ave., Ithaca, N. Y. 14850. Phone 607-273-4000.

STATION'S PROGRAMMING DESCRIPTION
WVBR-FM: Programmed for adults & young adults. Air personalities handle music and news throughout schedule. NEWS: 4-min network at :15, followed by 3-min local & state with sports capsule & weather. 5-min news at 6:45, 7:45, 8:45 am, 15-min news at 7:15, 8:15 am, noon, 11 pm, 30-min news at 5:30 pm. News staff covers local events & sports. MUSIC: progressive rock. Specialty programs per week: jazz 4 hours, folk 6 hours, C & W 4 hours, R & B 7 hours, talk 2 hours. Public affairs local origin. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
General Manager—Gary T. Fassak.
Sales Manager—Lawrence Schwartz.
2. REPRESENTATIVES
N.E.A.B., Inc.—Radio Division.
3. FACILITIES
ERP 3,000 w.; 93.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3c, 4a, 4c, 5, 7b.
Rate Protection: 10e.
Basic Rates: 20b, 24b, 25a, 25b.
Contracts: 40c, 45, 51b.
Comb.: Cont. Discounts: 60c, 60f, 60i, 61b, 62d.
Cancellation: 70c, 70d, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES
No. 12 Eff 7/1/75—Rec'd 7/7/75.
6. SPOT ANNOUNCEMENTS

ROS:	1x	150x	250x	500x	1000x	1500x	2500x
1 min	10.00	8.25	7.50	7.00	5.75	5.50	5.00
30 sec	7.25	6.50	5.75	5.00	4.50	4.00	3.75
15 sec	5.00	4.50	4.00	3.75	3.00	2.75	2.50

7. PACKAGE PLANS
SPECIAL EVENTS PROMOTION

	I Per wk 10 ti	I Per wk 20 ti	I Per wk 30 ti	I Per wk 50 ti	II Per wk 40 ti	II Per wk 80 ti	II Per wk 120 ti	II Per wk 200 ti
1 min	8.00	7.50	7.25	7.00	8.75	8.25	8.00	7.50
30 sec	6.00	5.75	5.50	5.00	7.00	6.50	6.00	5.75

Submitted by Gary T. Fassak.

JAMESTOWN (2 AM; 2 FM)

Chautauqua County—Map Location A-7
See SRDS consumer market map and data at beginning of the State.

WHUG (FM)
1965
A Trend Station

Media Code 4 233 3523 6.00
Trend Broadcasting, Inc., Box 1199, Jamestown, N. Y. 14701. Phone 716-484-9191.
See affiliated AM station for additional information.
AM facilities: WKSN.

STATION'S PROGRAMMING DESCRIPTION
WHUG (FM): Programmed for adults.
MUSIC: contemporary, 80% albums & selected singles, balanced blend of instrumental & vocals presented in uninterrupted 12-1/2 min. segments. NEWS: network at :15, local at :45 compiled by AM news department. Contact Representative for further details. Rec'd 7/7/75.

2. REPRESENTATIVES
PRO/Meeker Radio.
Dome & Associates, Inc.
3. FACILITIES
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/72—Rec'd 4/3/72.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	260x	312x	500x
30 sec	3.75	3.50	3.25	3.00	2.75	2.50	2.25	1.75
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	208x	312x	500x
5 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
55 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00

WJTN
1924

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 3550 4.00
James Broadcasting Co., Box 1139, Jamestown, N. Y. 14701. Phone 716-487-1151.

STATION'S PROGRAMMING DESCRIPTION
WJTN: Programmed for adult audience.
MUSIC: General popular with personalities. NEWS: 5 min newscasts on hour and half hour with 15 min at 7:30 am, noon, 6 pm & 11 pm containing both national and local items. 2 mobile units. Sportscasts and play-by-play local and national featured. Live coverage of city council & school board meetings. Editorials 4-5x weekly. Country and western music worked into format, and also musical programs for Swedish, Italian and Puerto Rican population in area. Contact Representative for further details. Rec'd 11/27/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Simon Goldman.
Vice-Pres. & Mgr.—J. Carl Willems.
Sales Manager—Merrill Rosen.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Regional Reps Corp.
Pittsburgh—Gateway Reps. Inc.
3. FACILITIES
366 w. days, 256 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 6.
Rate Protection: 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 22a, 24a, 26a, 24c, 26, 28a, 26c, 29a
Contracts: 40a, 41, 42a, 44a, 44b, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: WWSE (FM).
Affiliated with American Entertainment Network.
Member: National AgRadio Groups, Inc., New York Farm Network.

TIME RATES
Eff 5/1/74—Rec'd 5/3/74.
6. SPOT ANNOUNCEMENTS
DRIVE TIME—6-10 AM & 3-7 PM

	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	10.25	9.75	9.30	8.75	8.05
30 sec	8.25	7.95	7.55	7.25	6.65
15 sec	6.20	5.95	5.60	5.30	5.05

ECONOMY PACKAGE PLAN—1/2 DRIVETIME, 1/2 HOUSEWIFE TIME

1 min	9.05	8.60	8.10	7.60	6.90
30 sec	7.05	6.75	6.35	6.05	5.50
15 sec	5.00	4.75	4.40	4.10	3.90

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
1 hr	78.60	72.40	65.45	58.40	51.45
1/2 hr	47.05	43.45	39.30	35.10	31.00
1/4 hr	31.30	28.90	26.20	23.40	20.60
10 min	23.60	21.80	19.70	17.60	15.45
5 min	15.65	14.55	13.10	11.70	10.40

9. PARTICIPATING PROGRAMS
Jack Dunigan—Mon thru Fri 11:30 am-5:05 pm, flat 11.25
Melva Webber—Mon thru Fri 10 & 11 am, 2 & 3 pm, flat 10.30
Jim Roselle—Mon thru Fri 8:15-11:30 am, flat 9.60
Hal Martin—Mon thru Fri 1:15-5 pm, flat 9.60
Jeff Huestis—Mon thru Sat 5-7 am, flat 9.60
Sports Show—Mon thru Sat 6:15 pm, flat 9.60

WKSN
1947

RAB

A Trend Station
Subscriber to the NAB Radio Code
Media Code 4 233 3600 7.00
Trend Broadcasting, Inc., Box 1199, Jamestown, N. Y. 14701. Phone 716-484-9191.

STATION'S PROGRAMMING DESCRIPTION
WKSN: Day-part programmed for young adults, mid-teens-49.
MUSIC: adult top 40 & hit oldies. AIR PERSONALITIES handle all music segments. NEWS: 5 min hrly; expanded morning coverage with 2 5-min newscasts per hr. & headline inserts. 2 remote news units for on-scene reports; local emphasis. Community activities information twice an hr. PUBLIC AFFAIRS: daily telephone talk show: local editorials. Contact Representative for further details. Rec'd 7/7/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Warren A. Koerbel.
Sta. & Sales Mgr.—Mike Felice.
Operations Manager—Dan Fischer.
2. REPRESENTATIVES
PRO/Meeker Radio.
Dome & Associates, Inc.
3. FACILITIES
250 w.; 1340 kc. Non-directional.
Operating schedule: 19-1/2 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 25b.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Cancellation: 70a, 70c, 71a, 72a.
Prod. Services: 80, 82.
FM facilities: WHUG (FM).
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/1/75—Rec'd 3/24/75.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	500x
1 min	8.50	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
15 sec	4.75	4.25	4.00	3.75	3.25	3.00	2.75

Mon thru Fri 6-10 am & 3-7 pm, extra 10%.
7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.00	4.50
15 sec	4.25	4.00	3.75	3.25	3.00

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x	500x
5 min	11.00	10.50	10.00	9.50	9.00	8.50	8.00
1/2 hr	50.00	47.50	45.00	42.50	37.50	35.00	32.50
1 hr	60.00	57.50	55.00	52.50	47.50	45.00	42.50

Submitted by Daniel C. Fischer.

WWSE (FM)
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 6254 4.00
James Broadcasting Co., Box 1139, Jamestown, N. Y. 14701. Phone 716-487-1151.
See affiliated AM station for additional information.
AM facilities: WJTN.

STATION'S PROGRAMMING DESCRIPTION
WWSE (FM): 5-9 am: personality show with news at :60 & :30, sports at :15; also farm & stock market reports. Music is popular & a sprinkling of country. 9 am-1 am: popular music with news at :60, weather at :30. Commercials clustered at each quarter hr. Symphonic music 9-11 pm M-F. Country music show 6 pm-midnight Sat & Sun. Contact Representative for further details. Rec'd 10/10/74.

3. FACILITIES
ERP 3.500 w.; 93.3 mc.
Operating schedule: 8-1 am daily. EST.
Antenna ht.: 750 ft. above average terrain.

TIME RATES
Eff 4/1/74—Rec'd 10/10/74.
6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	5.10	4.90	4.60	4.30	3.90
30 sec	4.10	3.95	3.70	3.55	3.25

9. PARTICIPATING PROGRAMS
EARLY MORNING SHOW—MON THRU SAT 5-9

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	5.60	5.30	5.00	4.75	4.15
30 sec	4.40	4.25	4.10	3.90	3.55

QUADRAPHONIC MUSIC—MON THRU FRI 8-9 PM

	1 ti	5 ti	10 ti
30 sec	5.25	4.75	4.50

COUNTRY MUSIC SHOW—SAT & SUN 6 PM-MIDNIGHT
1 min ..... 5.70 30 sec 6.70
10. SPECIAL FEATURES
News at :60, Weather at :30 ..... 5.90

JOHNSTOWN (1 AM; 1 FM)

Fulton County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WIZR
1964

NAB

Media Code 4 233 3650 2.00
Street Broadcasting Corp., Box 307, 178 E. State St., Johnstown, N. Y. 12095. Phones 518-762-4631, 829-7112.

STATION'S PROGRAMMING DESCRIPTION
WIZR: Talk, current hits & gold; news & sports.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard I. Street.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w.; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset, split for special programming. For non-simulcast facilities see WIZR-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 10/1/74—Rec'd 10/3/74.
AA—6-9:30 am & 3:30-6 pm.
ROS—6 am-local sunset.
A—9:30 am-3:30 pm & 6 pm-local sunset.
7. PACKAGE PLANS

PER WK:	1 ti	12 ti	24 ti	48 ti	72 ti
CLASS AA					
1 min	8.40	7.15	6.05	4.85	4.00
30 sec	6.35	5.45	4.60	3.70	3.05
15 sec	4.80	4.15	3.50	2.80	2.35
ROS					
1 min	8.25	7.00	5.90	4.70	3.85
30 sec	6.20	5.30	4.45	3.55	2.90
15 sec	4.65	4.00	3.35	2.65	2.20
CLASS A					
1 min	6.60	5.65	4.70	3.80	3.05
30 sec	4.95	4.25	3.55	2.85	2.35
15 sec	3.80	3.25	2.70	2.15	1.80

PER MO:	AA 1 min	AA 30 sec	AA 15 sec	ROS 1 min	ROS 30 sec	ROS 15 sec
48 ti	6.05	4.60	3.50	5.90	4.45	3.35
72 ti	4.45	4.15	3.15	5.30	4.00	3.00
96 ti	4.85	3.70	2.80	4.70	3.55	2.65
144 ti	4.30	3.30	2.50	4.15	3.15	2.35

	A 1 min	A 30 sec	A 15 sec
48 ti	4.70	3.55	2.70
72 ti	4.25	3.25	2.45
96 ti	3.80	2.85	2.15
144 ti	3.30	2.55	1.90

PER YR:	156x	312x	624x	936x	1248x
CLASS AA					
1 min	6.65	6.05	5.45	4.85	4.30
30 sec	5.05	4.60	4.15	3.70	3.30
15 sec	3.85	3.50	3.15	2.80	2.50
ROS					
1 min	6.50	5.90	5.30	4.70	4.15
30 sec	4.90	4.45	4.00	3.55	3.15
15 sec	3.70	3.35	3.00	2.65	2.35
CLASS A					
1 min	5.20	4.70	4.25	3.80	3.30
30 sec	3.95	3.55	3.25	2.85	2.55
15 sec	3.00	2.70	2.45	2.15	1.90

WIZR-FM
1968

NAB

Media Code 4 233 3651 0.00
Street Broadcasting Corp., Box 307, 178 E. State St., Johnstown, N. Y. 12095. Phones 518-762-4631, 829-7112.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WIZR-FM: Same as AM.

3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately for special events & AM sign-off-midnight. For simulcast facilities see WIZR.

TIME RATES
Eff 10/1/74—Rec'd 10/8/74.
6 am-local sunset—see AM rates.
7. PACKAGE PLANS

LOCAL SUNSET-MIDNIGHT PER WK:	1 ti	12 ti	24 ti	48 ti	72 ti
1 min	4.95	4.25	3.55	2.85	2.30
30 sec	3.70	3.20	2.65	2.15	1.80
15 sec	2.85	2.45	2.05	1.60	1.35
PER MO:		48 ti	72 ti	96 ti	144 ti
1 min		3.55	3.20	2.85	2.50
30 sec		2.05	2.45	2.15	1.90
15 sec		2.05	1.85	1.60	1.45
PER YR:	156x	312x	624x	936x	1248x
1 min	3.90	3.55	3.20	2.85	2.50
30 sec	2.95	2.65	2.45	2.15	1.90
15 sec	2.25	2.05	1.85	1.60	1.45

KINGSTON (2 AM; 1 FM)

Ulster County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WBPM (FM)
1965

Stereo Rock

Media Code 4 233 3700 5.00
Hudson - Westchester Radio, Inc., 82 John St., Kingston, N. Y. 12401. Phone 914-331-8202.
See affiliated AM station for additional details.

STATION'S PROGRAMMING DESCRIPTION
WBPM (FM): Programmed for 18-34.
MUSIC: rock. Top 40 with solid gold. NEWS: 3 man department, mobile unit, emphasis on local news, with regional, national & international. 20 min UPI at 7, 8 am, noon, 6 & 10 pm. Community service integrated with entertainment. COMMERCIAL POLICY: maximum 8 announcements per hour, no triple spotting. Contact Representative for further details. Rec'd 10/2/74.

1. PERSONNEL
Program Director—Dick Hyatt.
3. FACILITIES
ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 540 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WGHQ. See that listing for rates.

TIME RATES
Eff 7/1/75—Rec'd 8/5/75.
6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	16 ti	24 ti
1 min	12.00	11.50	11.00	10.50
30 sec	9.60	9.20	8.80	8.40

Submitted by Walter C. Maxwell.

WGHQ and WBPM (FM)
1956 1965

Jack Masla & Company, Inc.

NAB

Programmed separately.
Media Code 4 233 3750 6.00
Hudson-Westchester Radio, Inc., Box 427, Uptown, Kingston, N. Y. 12401. Phone 914-331-8200.

STATION'S PROGRAMMING DESCRIPTION
WGHQ: Programmed for young adults & adults.
MUSIC: general & familiar, subordinate to community involvement. NEWS: 3 man department, 20 stringers, mobile unit, emphasis on local news, with regional, national & international. 6-10 am community features, school, political, civic news. Weather: private service. Live celebrity interviews M-W-F. Studio interviews, stock market, UPI wire. Open live talk. Religious, community & discussion programs on weekends, high school quiz forums & spelling bees. 3 editorials daily. SPORTS: scholastic & college football. Contact Representative for further details. Rec'd 10/2/74.

(This listing continued on next page)

1. PERSONNEL
Executive Vice-President—Walter C. Maxwell.
General Manager—Tony Bell.
Program Director—William D. Skilling.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
5,000 w. days; 920 kc. Directional.
Operating schedule: 8 am-local sunset. EST.
FM-ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 540 ft. above average terrain.
4. AGENCY COMMISSION
15% on net time only.
5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60f, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
WGHQ AND WBPM (FM) COMBINATION
Eff 10/1/73—Rec'd 10/7/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AA	18.00	17.00	16.00	15.00	14.40	13.60	12.80	12.00
A	16.00	15.00	14.00	13.00	12.80	12.00	11.20	10.40

WKNY
1939

Subscriber to the NAB Radio Code
Media Code 4 233 3800 3.00
Kingston Broadcasters, Inc., 212 Fair St., Kingston, N. Y. 12401. Phone 914-331-1490.

STATION'S PROGRAMMING DESCRIPTION
WKNY: NEWS: local & network coverage; 3 local newsmen plus stringers; 3 fully equipped mobile units, a snowmobile & mobile home trailer. MUSIC: popular & album selections. SPORTS: professional football, baseball & basketball. College & high school basketball; race results; sports director with daily show. FEATURES: shows, C & W, Polish, German, network programming, weather reports, telephone, birthday/anniversary, women's show, community calendar, swap shop, job opportunities. Contact Representative for further details. Rec'd 8/29/73.

1. PERSONNEL
Station Manager—Joe Shuler.
Sales Manager—David Ocker.
Program Director—John Betaudier.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,500 w. days, 250 w. nights; 1490 kc
Non-directional.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL AOVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33b.
Contracts: 40c, 41, 42b, 42c, 43, 44a, 44b, 46, 47b, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60i, 61a, 62b, 62d.
Cancellation: 70a 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
No. 11 Eff 5/1/67—Rec'd 5/5/67.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

7. PACKAGE PLANS

CLASS AAA					
PER WK:	5x	10x	15x	20x	25x
1 min	12.00	11.50	11.00	10.50	10.00
20/30 sec	9.60	9.20	8.80	8.40	8.00
10 sec	6.00	5.75	5.50	5.25	5.00
CLASS AA					
1 min	10.50	10.00	9.30	9.00	8.50
20/30 sec	8.40	8.00	7.60	7.20	6.80
10 sec	5.25	5.00	4.75	4.50	4.25
CLASS A					
1 min	5.50	5.20	4.90	4.70	4.40
20/30 sec	4.40	4.20	3.90	3.70	3.50
10 sec	2.75	2.60	2.45	2.35	2.20

ANNUAL DISCOUNTS
26 wk—10% 52 wk—15%

LAKE PLACID
Essex County—Map Location G-4
See BIRDS consumer market map and data at beginning of the State.

WIRD
1961

Media Code 4 233 3850 3.00
WIRD, Inc., Box 831, Olympic Arena, Main St., Lake Placid, N. Y. 12946. Phones 518-523-3341, 3342, 891-1620.

STATION'S PROGRAMMING DESCRIPTION
WIRD: Progressive rock; local & UPI news.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald A. Nardiello.
2. REPRESENTATIVES
Gill-Perna, Inc.
3. FACILITIES
5,000 w. days; 920 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Affiliated with MBS Radio Network.

TIME RATES
No. 3 Eff 4/1/74—Rec'd 5/27/75.
Traffic—6-10 am, noon-1 pm & 3-7 pm.

6. SPOT ANNOUNCEMENTS

	Traffic				Other			
	1x	104x	312x	520x	1x	104x	312x	520x
1 min	4.70	3.85	3.65	3.40	4.40	3.55	3.35	3.10
30 sec	3.80	3.40	3.20	3.00	3.50	2.85	2.70	2.50

15 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	20 ti	40 ti	60 ti	100 ti
1 min	4.40	3.95	3.65	3.20
30 sec	3.70	3.30	3.10	2.65

15 sec: 60% of 1-min.

10. SPECIAL FEATURES
LOCAL NEWS/COMMENTARIES/SPORTS

PER WK:	3 ti	4 ti	5 ti	8 ti	7 ti
Ea	4.70	4.50	4.30	4.10	3.90

Minimum contract 13 wks.
Local newscast adjacencies, flat:
1 min 4.70 30 sec 3.80
Edited by Bob Mack.

LANCASTER
Erie County—Map Location B-8
See BIRDS consumer market map and data at beginning of the State.

See Buffalo
(including Amherst, Cheektowaga, Depew, Lancaster)

LIBERTY (1 AM; 1 FM)
Sullivan County—Map Location F-8
See BIRDS consumer market map and data at beginning of the State.

WVOS WVOS-FM
1947 1964

Subscriber to the NAB Radio Code
Media Code 4 233 3950 5.00
Sullivan County Broadcasting Corp., Box 150, Liberty, N. Y. 12754. Phone 914-292-5533.
Other Studio—Monticello, N. Y. Phone 914-794-6842.

1. PERSONNEL
President—S. D. Lubin.
3. FACILITIES
1,000 w days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:15 am-11 pm. EST.
FM-ERP 800 w.; 95.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 588 ft. above average terrain.
Simulcast sign-on-7 pm Mon thru Sat; sign-on-5 pm Sun. All other times, commercials limited to WVOS.
4. AGENCY COMMISSION
15/0.

TIME RATES
No. 14 Eff 6/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	104x	156x	234x	312x
1 min	16.00	14.75	14.00	12.75	12.25	11.50	10.50
30 sec	13.75	12.50	12.00	11.00	10.00	9.50	8.25

B: After 9 pm, deduct 10%.

LITTLE FALLS
Herkimer County—Map Location F-5
See BIRDS consumer market map and data at beginning of the State.

WLFH
1952

Media Code 4 233 4000 9.00
WLFH, Inc., 341 S. 2nd St., Little Falls, N. Y. 13365. Phone 315-823-1230.

1. PERSONNEL
General Manager—Peter Van Pelt.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 5N Eff 3/1/72—Rec'd 1/26/72.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	10x	50x	100x	200x
1 min	5.00	4.55	3.80	3.40	3.20
30 sec	4.00	3.65	3.05	2.75	2.60
10 sec	3.00	2.75	2.50	3.40	3.20

7. PACKAGE PLANS
SATURATION PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	33	68	96
30 sec	31	56	78
10 sec	25	48	69

LOCKPORT
Niagara County—Map Location B-5
See BIRDS consumer market map and data at beginning of the State.

WUSJ
1949

American Information Network

RAB

Media Code 4 233 4050 4.00
Hall Communications, Inc., 320 Michigan St., Lockport, N. Y. 14094. Phone 716-433-5944.

STATION'S PROGRAMMING DESCRIPTION
WUSJ: Programmed for general interest.
MUSIC: modern MOR. NEWS: network at :60; local at :05, expanded newscasts at 8 am, noon & 5 pm. RELIGIOUS: Sun 8 am-12N. SPORTS: throughout day, high school play-by-play home & away. Tele/talk 10:30 am-noon. Mobile unit equipped for remote broadcast. Rec'd 11/11/74.

1. PERSONNEL
General Manager—David Reese.
3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0 net charges for time; 15 days.
5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 20b, 21b, 22a, 24b, 28a, 28c, 29a.
Contracts: 40a, 44b, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: New York Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 3/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	624x
1 min	9.00	8.50	8.00	7.50	6.75	6.00	5.25	4.75
30 sec	6.50	6.25	6.00	5.75	5.00	4.50	4.00	3.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 min	51.00	99.00	144.00	186.00	217.50	300.00
30 sec	37.50	72.00	103.50	132.00	142.50	200.00

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
5 min	14.00	13.50	13.00	12.50	12.00	11.00
10 min	20.00	19.00	18.00	17.00	16.00	15.00
1/4 hr	28.00	27.00	26.00	25.00	24.00	23.00
1/2 hr	40.00	38.50	37.00	35.50	34.00	32.50
1 hr	70.00	68.00	66.00	64.00	62.00	60.00

Edited by David Reese.

NEW YORK

LONG ISLAND
Nassau and Suffolk County—Map Location H-16
See BIRDS consumer market map and data at beginning of the State.

See Freeport, Garden City, Hempstead, Huntington, Islip, Mineola, Patchogue, Riverhead, Sag Harbor, Smithtown, Southhampton — cities listed alphabetically.

MALONE
Franklin County—Map Location G-3
See BIRDS consumer market map and data at beginning of the State.

WICY
1946

Media Code 4 233 4100 7.00
North Country Broadcasting Co., Porter Rd., Malone, N. Y. 12953. Phone 518-483-1100.

STATION'S PROGRAMMING DESCRIPTION
WICY: NEWS: world at :30; 3 local newscasts daily

1. PERSONNEL
General Manager—Mitchell C. Tackley.
2. REPRESENTATIVES
Bob Dore Associates.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:30 am-11:15 pm EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 10/1/67—Rec'd 11/2/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	420x
1 min	8.00	7.80	7.60	7.20	6.80	6.00	6.00
30 sec	6.00	5.75	5.50	5.25	5.00	4.85	4.50

7. PACKAGE PLANS

	20 ti	40 ti
1 min, 48 hr limit	60	100

MASSENA (2 AM)
St. Lawrence County—Map Location F-4
See BIRDS consumer market map and data at beginning of the State.

WMSA
1945

Subscriber to the NAB Radio Code
Media Code 4 233 4150 2.00
The Brockway Co., Box 210, Massena, N. Y. 13662. Phone 315-769-3594.

STATION'S PROGRAMMING DESCRIPTION
WMSA: Contemporary programming.

1. PERSONNEL
Station Manager—Tom Bruce.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Boston—Santo Crupi.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: April thru Sept. 6 am-10 pm, all other months 6 am-8 pm. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 8 Eff 10/8/74—Rec'd 12/16/74.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 10 am-6 pm; Sun 8 am-6 pm.
B—Sun thru Sat 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	7.20	5.74	6.92	4.56	4.11	2.74
52 x	7.13	5.26	6.86	4.49	4.07	2.69
104 x	6.99	5.12	6.81	4.36	4.02	2.61
156 x	6.85	4.99	6.76	4.22	3.94	2.53
208 x	6.72	4.85	6.44	4.08	3.86	2.45
260 x	6.58	4.71	6.29	3.94	3.78	2.36
312 x	6.44	4.56	6.16	3.81	3.69	2.28
624 x	.....	.....	6.02	3.59	3.61	2.20
936 x	.....	.....	5.88	3.53	3.53	2.13
1248 x	.....	.....	5.40	3.32	3.24	1.98
1560 x	.....	.....	4.56	3.05	2.74	1.82
1872 x	.....	.....	4.36	2.88	2.61	1.74
2184 x	.....	.....	4.15	2.76	2.49	1.66

7. PACKAGE PLANS
7-DAY DISCOUNT
CLASS AA
12 ti, 1-min 6.44 12 ti, 30 sec 4.56

CLASS A	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	6.09	5.95	5.54	5.26	4.92	4.56
30 sec	3.74	3.60	3.46	3.25	3.05	2.91
CLASS B						
1 min	3.66	3.58	3.32	3.15	2.95	2.74
30 sec	2.25	2.16	2.07	1.95	1.82	1.74

COMBINATION—2/6AA, 3/6A, 1/6B

1 min	69.62	102.93	131.28	159.05	183.54	205.10
30 sec	45.18	66.24	86.28	104.10	120.54	137.13

TOTAL SATURATION—TOTAL IMPACT
100 ti/7 days: Lowest rate minus 15%.

WYBG
1956

Media Code 4 233 4200 5.00
Twin Tier Broadcasting, Inc., Schine Inn, Suite 118 and 119, Main and West Orvis Sts., Massena, N. Y. 13662. Phone 315-764-0554.

1. PERSONNEL
General Manager—Nat Natali.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 1 Eff 5/1/74—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	4.25	3.95	3.65	3.40	3.15
30 sec	3.35	3.10	2.80	2.55	2.30
	156x	260x	312x	624x	936x
1 min	2.85	2.60	2.30	2.20	2.10
30 sec	2.05	1.85	1.70	1.65	1.55

7. PACKAGE PLANS

PER WK:	1 ti	10 ti	20 ti	30+
1 min	4.60	3.35	2.70	2.40
30 sec	3.50	2.45	2.10	1.90

Submitted by Nat Natali.

MIDDLETOWN (1 AM; 1 FM)
Orange County—Map Location G-9
See BIRDS consumer market map and data at beginning of the State.

WALL
1942

RAB

Media Code 4 233 4250 0.00
Castle Communications Corp., Box 1340, Middletown, N. Y. 10940. Phone 914-342-3917.
Other Studios—Goshen, Walden, Warwick.

1. PERSONNEL
Pres. & Gen'l Mgr.—James F. O'Grady, Jr.
Station Manager—John Zalmes.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast midnight-8 am. For non-simulcast facilities see WALL-FM.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL AOVERTISING See coded regulations
General: 5, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 29a.
Contracts: 40c.
Cancellation: 70a, 70e, 71a.
Affiliated with ATA Radio Network.

TIME RATES
No. 8 Eff 3/1/73—Rec'd 4/2/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5:30-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	I		II		III	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	24.00	19.20	21.00	16.80	18.00	14.40
12 ti	18.00	14.40	15.00	12.00	12.00	9.60
18 ti	16.00	12.80	13.00	10.40	10.00	8.00

(This listing continued on next page)

NEW YORK

Middletown—W A L L—Continued

7. PACKAGE PLANS

BEST BUY PLAN:	1 min	30/10
15 ti (6I, 6II, 3III) ea.	18.00	14.40
30 ti (12I, 12II, 6III) ea.	16.00	12.80

Not combinable for added frequency. CWD do not apply.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
1/4 hr—3x applicable 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.
Edited John Zaimes.
(Q)

WALL-FM
1966

NAB RAB NAFMB

Media Code 4 233 4251 8.00
Castle Communications Corp., 62 North St., Middletown, N. Y. 10940. Phone 914-342-3917.
Other Studios—Goshen, Walden, Warwick.
See affiliated AM station for additional information.

1. PERSONNEL
Operations Manager—Art Livesey.

3. FACILITIES
ERP 3.000 w.; 92.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 190 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see WALL.

TIME RATES
No. 2 Eff 3/1/73—Rec'd 4/2/73.
AA—Mon thru Sat 8 am-7 pm; Sun all day.
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE/30 SECONDS

PER	AA				A			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 ti	12.00	10.50	9.50	9.00	11.00	9.50	8.50	8.00
12 ti	10.00	9.50	9.00	8.50	9.00	8.50	8.00	7.50
18 ti	9.50	9.00	8.50	8.00	8.50	8.00	7.50	7.00

Edited John Zaimes.

MINEOLA
Nassau County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

MONTOUR FALLS
Schuyler County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WXXY (FM)
1973

Media Code 4 233 4325 0.00
Watkins Glen Montour Falls Broadcasting Co., Jefferson Hotel, Watkins Glen, N. Y. 14891. Phone 607-734-5744.

1. PERSONNEL
Sales Manager—Joe Fazzary.
Commercial Traffic—Patty Boyce.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
ERP 1.050 w. (horiz.), 1.050 w. (vert.); 104.9 mc. Quadraphonic.
Operating schedule: 6-2 am. EST.
Antenna ht.: 460 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 24a, 27, 29a, 30.
Contracts: 40c, 41, 42a, 46, 50.
Comb.: Cont. Discounts: 60a, 60c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
AM facilities: WGMF, Watkins Glen.

TIME RATES
Eff——— Rec'd 10/11/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
6 ti	7.00	5.50	4.20	6.00	4.80	3.60
12 ti	6.50	5.20	3.90	5.50	4.40	3.30
18 ti	6.00	4.80	3.60	5.00	4.00	3.00
24 ti	5.50	4.40	3.30	4.50	3.60	2.70
30 ti	5.00	4.20	3.00	4.00	3.20	——

7. PACKAGE PLANS

50-50 CONTRACT:	1 min	30 sec
500 x	5.50	4.40
1000 x	5.00	4.00

Subject to short rate.

WXXY (FM)/WGMF, WATKINS GLEN COMBINATION
Eff——— Rec'd 10/11/73.
AA—Mon thru Sat 6-9:30 am & 3:30-7 pm.
A—Mon thru Sat 9:30 am-3:30 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
6 ti	10.00	8.00	6.00	9.00	7.20	5.40
12 ti	9.50	7.60	5.70	8.50	6.80	5.10
18 ti	9.00	7.20	5.40	8.00	6.40	4.80
24 ti	8.00	6.40	4.80	7.00	5.60	4.20
36 ti	7.50	6.00	4.50	6.50	5.20	3.90

7. PACKAGE PLANS
CONTRACT, 1/2AA (WHEN AVAILABLE):

	500x	1000x
1 min	7.50	6.50

Must be ordered in advance; subject to short rate.
(D)

MOUNT KISCO
Westchester County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

NEWARK
Wayne County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WACK
1957

Media Code 4 233 4400 1.00
Pembrook Pines, Inc., 110 E. Union St., Newark, N. Y. 14513. Phone 315-331-1420, 1421.

STATION'S PROGRAMMING DESCRIPTION
WACK: Programmed for mature audience.

1. PERSONNEL
General Manager—Robert Pfuntner.

2. REPRESENTATIVES
West Coast—Charles H. Cowling.

3. FACILITIES
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 1/74—Rec'd 10/8/74.

6. SPOT ANNOUNCEMENTS

	52x	100x	250x	500x	750x	1000x
1 min	9.45	8.80	8.25	7.35	6.15	5.00
30 sec	6.60	6.15	5.75	5.15	4.35	3.50
15 sec	4.75	4.40	4.10	3.70	3.10	2.50

7. PACKAGE PLANS
WEEKLY ROS

EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	7.95	7.55	7.20	6.80	6.50	6.15	5.85
30 sec	5.60	5.30	5.05	4.75	4.55	4.30	4.10
15 sec	4.00	3.80	3.60	3.40	3.25	3.10	2.95

QUARTERLY 13-WEEK CONTRACT

WK, EA:	3 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.55	5.90	5.30	4.80	4.30	3.85
30 sec	4.60	4.10	3.70	3.35	3.00	2.70
15 sec	3.30	2.95	2.65	2.40	2.15	1.95

SATURDAY THRU TUESDAY—ROS

	1 min	30 sec	15 sec
40 ti (minimum) ea.	3.80	2.65	1.90

10-15 SECOND WEEKLY SATURATION—ROS
60 ti, flat ea. 2.40 120 ti, flat ea. 2.10

WEEKLY 30-SECOND SPOT BONUS
50 ti, flat ea. 3.53 100 ti, flat ea. 3.24
Submitted by Robert Pfuntner.

NEWBURGH-BEACON
(2 AM; 1 FM)
Plus 1 paid cross reference.
Newburgh—Orange County—Map Location G-9
Beacon—Dutchess County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBNR
1959
BEACON

NAB RAB

Media Code 4 233 4450 6.00
Beacon Broadcasting Corp., 475 South Ave., Beacon, N. Y. 12508. Phone 914-831-1260.
Other Offices—Hotel Newburgh, 111 Broadway, Newburgh, N. Y. 12550. Phones Newburgh 914-562-1260.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Lessner.
Vice-Pres. & Sta. Mgr.—Alford H. Lessner.
Sales Manager—Robert Outer.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1.000 w. days; 1260 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 8-10:30 am. For non-simulcast facilities see WSPK (FM), Poughkeepsie.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WSPK (FM), Poughkeepsie.
Affiliated with American Entertainment Network.

TIME RATES
Eff 7/1/74—Rec'd 10/24/74.
AA—6-10 am & 4-6 pm.
A—10 am-3 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

AA:	1x	50x	100x	300x
1 min	16.47	14.12	11.76	9.41
30 sec	12.36	11.18	9.41	7.94
A:				
1 min	14.12	11.76	10.00	8.24
30 sec	10.60	9.41	7.94	6.47

10 sec: 50% of 1-min.
500x: 10% discount on 300x rate.

WFMN (FM)
1966
NEWBURGH

RAB

Subscriber to the NAB Radio Code
Media Code 4 233 4500 8.00
Stereo NewBurgh Inc., Box J, Old Little Britain Rd., Newburgh, N. Y. 12550. Phone 914-562-1900.
See affiliated AM station for additional information AM facilities: WGNY.

STATION'S PROGRAMMING DESCRIPTION
WFMN (FM): Programmed for adults.
MUSIC: 93% MOR, consisting primarily of standards, film & show music. NEWS: 7%, 5-man local news staff. COMMERCIAL POLICY: Maximum 8 commercials per hour-2 commercials clustered every 15 minutes. Contact Representative for further details. Rec'd 3/20/73.

3. FACILITIES
ERP 3.000 w. (horiz.); 3.000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 5:25-1 am. EST.
Antenna ht.: 210 ft. above average terrain.

TIME RATES
Eff 4/2/73—Rec'd 3/20/73.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 wk	9.25	7.40	7.10	6.80	6.35	6.10	5.80
4 wk	8.25	7.10	6.80	6.35	6.10	5.80	5.20
13 wk	7.10	6.80	6.35	6.10	5.80	5.20	5.00
26 wk	6.80	6.35	6.10	5.80	5.20	5.00	4.65
52 wk	6.35	6.10	5.80	5.20	5.00	4.65	4.35

WGNY
1933
NEWBURGH
Subscriber to the NAB Radio Code
Media Code 4 233 4550 3.00
Hudson Horizons, Inc., Box 591, Old Little Britain Rd., Newburgh Twp., Newburgh, N. Y. 12550. Phone 914-561-2131.

STATION'S PROGRAMMING DESCRIPTION
WGNY: Programmed for middle adults (21-45).
MUSIC: MOR, 5 man local news staff, UPI wire and audio service. SPORTS: local reports mornings at 6:25, 7:15 and 8:15 am, afternoons at 12:25 and 5:30 pm. Agricultural reports mornings with commentator. Telephone talk show 1 hour Sat am dealing with local issues (sometimes controversial). Contact Representative for further details. Rec'd 3/29/73.

1. PERSONNEL
President—Kenneth Cowan.
General Manager—Campbell K. Thompson.
Sales Manager—Michael T. Burns.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
5.000 w. days; 1220 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 14b, 15b, 16.
Basic Rates: 20b, 22a, 23a, 24c, 25a.
Contracts: 40a, 42a, 44b, 46.
Comb.: Cont. Discounts: 60k
FM facilities: WFMN (FM).

TIME RATES
No. 14 Eff 3/1/72—Rec'd 2/3/72.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm; Sun noon-3 pm.
A—Mon thru Sat 10 am-noon, 1-3 pm & 7 pm-6 am; Sun 6 am-noon & 3 pm-sign-off.

7. PACKAGE PLANS
CLASS AA

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 wk.	16.00	15.75	15.50	14.50	13.25	12.00	11.50
4 wk.	15.75	15.50	14.00	13.00	11.75	11.25	11.00
13 wk	15.50	13.75	12.25	11.50	11.00	10.25	10.00
26 wk	13.50	12.00	11.25	10.25	10.00	9.75	9.50
52 wk	12.00	11.25	10.25	10.00	9.75	9.50	9.25

CLASS A

1 wk.	14.00	13.50	11.75	10.25	9.50	8.50	8.25
4 wk.	12.25	11.00	9.50	8.25	7.75	7.25	7.00
13 wk	11.00	9.50	8.25	7.75	7.25	7.00	6.50
26 wk	10.00	8.25	7.75	7.25	7.00	6.50	6.25
52 wk	9.50	7.75	7.25	7.00	6.50	6.25	6.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
News—2x applicable rate.
News participation—applicable rate plus 2.00.

WWLE
CORNWALL
City of license, Cornwall, N. Y.
Considered by American Information Network as their Newburgh-Beacon outlet
See listing under Cornwall, N. Y.

NEW CITY
Rockland County—Map Location G-9.
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

NEW ROCHELLE (1 AM; 1 FM)
Westchester County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

WVOX
WESTCHESTER
1950
A Hudson-Westchester Station
Independent

NAB RAB

Media Code 4 233 4650 1.00
H-W Radio Inc., 1 Broadcast Plaza, New Rochelle, N. Y. 10801. Phone 914-636-1460.

STATION'S PROGRAMMING DESCRIPTION
WVOX: Programmed for adults, suburban housewives and commuters. NEWS: at :30, emphasis on local. 3 man news staff, 6 stringers. 10-10:30 am open line discussion. 10:30 am-2 pm community features, school, political, civic news. MUSIC: general and familiar, subordinate to community involvement. Private weather service, 2-2:30 pm swap shop. 2:30-sign-off open line talk, studio interviews, live stock market, commuter reports, UPI wire, live celebrity interviews. Ethnic programs on weekends, state capital correspondent. 3 mobile units, scheduled reports from County Board of Supervisors. Community offices manned by station to hear complaints of residents. 4 editorials daily, endorse political candidates. SPORTS: scholastic, college and professional football, regattas, Little League. Contact Representative for further details. Rec'd 1/29/69.

1. PERSONNEL
President—William O'Shaughnessy.
Vice-President—Jean T. Ensign.

2. REPRESENTATIVES
Marv Roslin, Inc.
Regional, Political, Religious & Educational Accounts—call station direct.

3. FACILITIES
500 w. days; 1460 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WVOX-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60l, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 11 Eff 6/1/71—Rec'd 12/10/71.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
1 ti	25	20	12	22	18	11
6 ti	22	18	11	19	15	9
12 ti	19	15	10	16	13	8
	B 1 min	B 30 sec	B 10 sec	C 1 min	C 30 sec	C 10 sec
1 ti	19	15	9	16	13	8
6 ti	16	13	8	13	11	7
12 ti	13	11	7	10	8	5

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS

PER WK:	1 min	30 sec	10 sec
18 ti (4AA, 4A, 6B, 4C)	252	198	126
24 ti (5AA, 5A, 10B, 4C)	288	240	144
36 ti (8AA, 8A, 10B, 8C)	360	288	180

Scheduled over 7 day period earn consecutive week discounts.

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER/SPECIAL REPORTS

PER WK:	AA	A	B	C
6 ti	180	150	——	——
12 ti	300	240	240	——
18 ti	——	270	270	180

All spots newscasts, sportscasts, special reports & weekly circulation plans may combine to earn weekly frequency discount.
All spots must rotate throughout all hours & days of time classes. 20/30 & 10 sec spot subject to availabilities.

CONSECUTIVE WEEK DISCOUNT
13 wk—2-1/2% 39 wk—7-1/2%
26 wk—5% 52 wk—10%
Applied as earned, provided minimum expenditure of 126.00 per wk is maintained.
(D)

WVOX-FM
1953

NAB

A Hudson-Westchester Station
Media Code 4 233 4651 9.00
H-W Radio Inc., 1 Broadcast Plaza, New Rochelle, N. Y. 10801. Phone 914-636-1460.

STATION'S PROGRAMMING DESCRIPTION
WVOX-FM: Programmed for adults.
MUSIC: showtunes, block segments. TALK: commentary on Broadway shows, poetry readings, rock music for college and young adults on Sat evenings 6 pm-12M. Contact Representative for further details. Rec'd 1/22/69.

1. PERSONNEL
President—William O'Shaughnessy.
Vice-President—Jean T. Ensign.

2. REPRESENTATIVES
Marv Roslin, Inc.
Regional, Political, Religious & Educational Accounts—call station direct.

3. FACILITIES
ERP 3.000 w.; 93.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 195 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WVOX.

(This listing continued on next page)

4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b.
Basic Rates: 22b. 23a. 24a. 25b.
Contracts: 40a. 42a. 45. 46. 47a.
Comb.: Cont. Discounts: 60a. 61b.
Cancellation: 70a. 70c. 71a. 73a.

TIME RATES
Eff 12/1/69—Rec'd 11/20/69.

6. SPOT ANNOUNCEMENTS

PER WK:	8 ti	12 ti	24 ti	36 ti
1 min	12.00	10.00	9.00	8.00
20/30 sec	10.00	6.00	7.00	6.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	125	90	65

9. PARTICIPATING PROGRAMS
Westchester Arts with Professor Donald Spoto—Mon 10-11 am. Per spot 20.
Something Else Again with Dennis Elsas—Sun 9 am-midnight. Per spot 15.
10. SPECIAL FEATURES

PER WK:	3 ti	6 ti	12 ti	18 ti
3 min newscasts	20	18	16	15 (D)

NEW YORK (and) NEW YORK URBAN AREA

STATIONS IN NEW YORK CITY:

WABC
WADO
WBLS (FM)
WBNK
WCBS
WCBS-FM
WEVO
WEVO-FM
WHN
WHOM
WINS
WKTU (FM)
WLIB
WMCA
WNBC
WNBC-FM
WNEW
WNEW-FM
WOR
WPIX (FM)
WPLJ (FM)
WPOW
WQIV (FM)
WQXR
WQXR-FM
WRFM (FM)
WRVR (FM)
WTFM (FM)
WWRL
WXLO (FM)

STATIONS IN NEW YORK URBAN AREA:
New York City Urban Area stations are listed (unless otherwise indicated) immediately following the listings for New York City stations.

*WALK, WALK-FM, Patchogue, N. Y.
WBAB, WBAB-FM, Babylon, N. Y.
WBLI (FM), Patchogue, N. Y.
WBRW, Somerville, N. J.
*WCTC, WQMR (FM), New Brunswick, N. J.
WCTO (FM), Smithtown, N. Y.
WFAS, White Plains, N. Y.
WGBB, Freeport, N. Y.
WGLI, Babylon, N. Y.
WGSM, Huntington, N.Y.
WHBI (FM), Newark, N. J.
WHLI, Hempstead, N. Y.
WHLI-FM, Hempstead, N. Y.
WKMB, Stirling, N. J.
WLIR (FM), Garden City, N. Y.
WLIX, Islip, N. Y.
WNJR, Newark, N. J.
WPAT, Paterson, N. J.
WPAT-FM, Paterson, N. J.
WRKL, New City, N. Y.
WRNW (FM) Briarcliff Manor, N. Y.
WTHE, Mineola, N. Y.
WVIP, WVIP-FM, Mt. Kisco, N. Y.
WVNJ, WVNJ-FM, Newark, N. J.
*WVOX, New Rochelle, N. Y.
*WVOX-FM, New Rochelle, N. Y.
WWOJ, Hackensack, N.J.
WWYO (FM), White Plains, N. Y.

(*) See listing under city of license.

STATIONS IN NEW YORK CITY

(16 AM; 14 FM) Plus 6 paid duplicates.
New York, Bronx, Westchester, Nassau, Richmond, Suffolk, Kings and Queens Counties—Map Location G-10

See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	265	140	195	112
B	235	130	158	102
C	225	108	155	95
D	220	100	155	90
AVERAGE	236	120	166	100

WABC MUSICRADIO 77
1921

abc OWNED AM STATION

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 4700 4.00
American Broadcasting Co., Div. of American Broadcasting Companies, Inc. 1330 Ave. of the Americas, New York, N. Y. 10019. Phone 212-581-7777.

STATION'S PROGRAMMING DESCRIPTION
WABC: Programmed for mass appeal.
MUSIC 85%: popular including current hits. 8 AIR PERSONALITIES. NEWS: 5 min combined local & network hourly; twice hourly morning drive. Public affairs & community service features integrated with entertainment. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 4/6/71.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Alfred Racco.
General Sales Manager—Robert H. Biernacki.
Sales Manager—Neil Atkinson.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
50,000 w.; 770 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3d. 4a. 4d. 5. 6b. 7b. 8.
Basic Rates: 20a. 20b. 21d. 22a. 24a. 24c. 25a. 32b. 33d.
Contracts: 40b. 41. 42a. 43. 45. 46. 50.
Comb.: Cont. Discounts: 60b. 60c. 60e. 60f. 60i. 62a.
Cancellation: 70a. *70c. 72. 73a. 73b.
Prod. Services: 80. 81. 82.
(*) Except 52 week contracts, which require 28 days prior written notice.
Affiliated with American Contemporary Network.
Affiliated with Blair Represented Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 36 Eff 4/1/75—Rec'd 3/31/75.
AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat 10 am-8 pm; Sun 9 am-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 5-5:30 am & 8 pm-1 am; Sun 5:30-9 am.
B—Mon thru Sun 1-5 am.
Edited by Tom Eshbaugh.

WADO
1926

Spanish

NAB RAB

Media Code 4 233 4750 6.00
Bartell Broadcasting Corp., 205 E. 42nd St., New York, N. Y. 10017. Phone 212-983-5669.

STATION'S PROGRAMMING DESCRIPTION
WADO: Programmed completely for Spanish speaking inhabitants featuring news, information, community service & music. Rec'd 2/28/73.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Nelson G. Lavergne.
General Sales Manager—Ben Morales.
National Sales Manager—Milton Warren.
3. FACILITIES
5,000 w.; 1280 kc. Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 4a. 5. 8a. 8.
Rate Protection: 10c. 11c. 12c. 13c. 14c.
Basic Rates: 20b. 24b. 24c. 25a. 26. 27. 28a. 29a. 32b.
Contracts: 40a. 41. 42a. 44b. 45. 46. 47c. 48. 50. 51a. 51b. 51c.
Comb.: Cont. Discounts: 60b. 60d. 60f. 60i. 62b. 62d.
Cancellation: 70a. 70c. 71a. 72. 73a. 73b.
Prod. Services: 82.

TIME RATES
No. 12 Eff 3/31/75—Rec'd 2/13/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 3-7 pm.
B—Mon thru Sat 7 pm-midnight; Sun 7-8:30 pm.
C—Mon thru Sat midnight-6 am.
6. SPOT ANNOUNCEMENTS

PER WK:	(*)	1 MINUTE 5 ti	10 ti	15 ti	20 ti	25 ti
AAA	90	80	75	70	65	65
AA	75	65	60	55	50	45
A	60	55	50	48	45	42
B	50	45	40	38	35	32
C	35	30	25	20	18	15
		30 SECONDS				
AAA	75	64	60	56	54	51
AA	60	50	45	42	38	34
A	45	40	38	36	33	31
B	40	35	30	28	26	24
C	28	25	20	18	15	12

(*) 1 ti or fixed.
7. PACKAGE PLANS
TAP—BOS

PER WK:	1 min	30 sec
15 ti (3AAA, 8AA, 2A,2B)	700	550
25 ti (5AAA, 16AA, 5A, 5B)	1050	750
40 ti (6AAA, 21AA, 7A, 6B)	1500	1150

Additional TAP spots maybe purchased to those required by each individual plan, on a pro-rated basis as follows: AAA-20%; AA-40%; A-20%; B-20%.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

BULK

PER YR:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
500 x	65	51	45	34	42	31
1000 x	63	49	43	32	40	29
			B		C	
500 x			32	24	15	12
1000 x			30	22	13	10

MIDNIGHT OWL

TUES THRU SUN MIDNIGHT-6 AM:	1 min	(*)
30 per wk	250	200

(*) 30 sec/lens.
10. SPECIAL FEATURES
5-min news—1-1/2x 1-min.
Incl 5-sec open & close plus 1 1-min spot.
Non-cancellable; 13 wk minimum.

WBLS (FM)
1965

NAB RAB NAFMB

Media Code 4 233 4775 6.00
Inner City Broadcasting Corp., 801 Second Ave., New York, N. Y. 10017. Phone 212-725-4500.

STATION'S PROGRAMMING DESCRIPTION
WBLS (FM): MUSIC: jazz-based with all elements of Black music. Contact Representative for further details. Rec'd 9/14/73.
1. PERSONNEL
General Manager—Dorothy Brunson.
General Sales Manager—Marvin Sellers.
Program Director—Frankie Crocker.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
ERP 2,000 w.; 107.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,241 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3c. 3d. 4d. 5. 6b. 7a. 8.
Rate Protection: 10d. 11d. 12d. 13d. 14d. 15a.
Basic Rates: 20a. 20b. 21d. 22a. 22b. 23a. 23b. 24b. 24c. 25a. 28a. 28c. 29a. 30.
Contracts: 40a. 41. 44a. 44b. 45. 46. *47a. †47e. 48. 50. 51a. 51c.
Comb.: Cont. Discounts: 60a. 60c. 60d. 60i. 61a. 61b. 62d.
Cancellation: 70a. 70c. 71a. 72. 73a. 73b.
Prod. Services: 80. 82.
(*) Progress less than 30 minutes.
(†) Programs more than 30 minutes.
AM facilities: WLIB.
Affiliated with Mutual Black Network.
Affiliated with National Black Network.

TIME RATES
Eff———Rec'd 7/3/75.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-3 pm.
A—Mon thru Sat 6 am-3 pm; Sat & Sun 3-7 pm.
B—Mon thru Sat 5-6 am & midnight-1 am, Sat & Sun 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

FIXED:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
12 ti	64	46	58	42	48	34
18 ti	58	42	54	38	45	33
24 ti	52	40	48	36	42	32
36 ti	49	38	45	34	40	31

10 sec: 50% of 1-min.
7. PACKAGE PLANS

7-DAY TAP, EA:	1 min	30 sec
15 ti (6AA, 6A, 3B)	49	39
20 ti (8AA, 8A, 4B)	45	35
25 ti (10AA, 9A, 5B)	43	33
35 ti (15AA, 12A, 8B)	40	31

18 sec: 50% of 1-min.
Edited by Marvin Sellers.

WBNX
1927

Media Code 4 233 4800 2.00
United Broadcasting Co. of N. Y., Inc., Paterson Plank Rd., Carlstadt, N. J. 07072. Phone 212-594-1380.
1. PERSONNEL
President —Richard Eaton.
Vice-President—Elsa Eaton.
Operations Manager—Joseph G. Schweighardt.
2. REPRESENTATIVES
UBC Sales, Inc.
3. FACILITIES
5,000 w.; 1380 kc.
Directional—same pattern day and night.
Operating schedule: 18 hrs. daily. EST.
4. AGENCY COMMISSION
15% on net charges for station time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 5. 6a. 7a. 8.
Basic Rates: 20a. 24a.
Contracts: 40a. 41. 42b. 45. 46. 51b.
Prod. Services: 82.
Member: Latin Network.

TIME RATES
Eff————Rec'd 2/21/75.
AAA—Noon-6 pm.
AA—9 am-noon & 7:30 pm-midnight.
A—Midnight-6:30 am.
7. PACKAGE PLANS

1 MIN:	Wkly Plan 6 ti/less	12 ti	18 ti	24 ti	Yrly Plan 500x	1000x
AAA	30	24	22	20	22	20
AA	24	20	18	16	18	16
A	16	10	9	8	10	8

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Fixed—extra 20%.
9. PARTICIPATING PROGRAMS
Joe Gaines Express Show—9:30 pm-midnight.

PER WK, EA:	1 ti	6 ti	12 ti	18 ti
1 min	45	40	35	25

10. SPECIAL FEATURES

5 MINUTE NEWSCAST:	AAA	AA	A
3-4 ti	50	45	40
5-6 ti	45	40	35

Edited by Joseph G. Schweighardt.

WCBS
1924

CBS Owned

Represented by CBS RADIO SPOT SALES

News - Information

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 4850 7.00
CBS Radio, a division of Columbia Broadcasting System, Inc., 51 W. 52nd St., New York, N. Y. 10019. Phone 212-765-4321. TWX 710-581-4445.
Address all copy to Continuity Coordinator.

NEW YORK

STATION'S PROGRAMMING DESCRIPTION
WCBS: Programmed for general audience appeal. News & information format. Comprehensive news coverage: headlines, summaries, actualities, field reports, phone beepers. Network news at :60. Sports at :12 & :42. Helicopter traffic reports, weather center pickups & business reports in drive times. Dual-anchor teams 6-9 am, 10 am-1 pm & 4-7 pm weekdays. Special unit for enterprise & investigative reporting. Regularly scheduled features: reports on entertainment, restaurants, medicine, psychology, shopping, consumer affairs, law enforcement & energy crisis. Horse racing & harness racing calls. Contact Representative for further details. Rec'd 8/1/75.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David L. Nelson.
General Sales Manager—Jeffrey B. Lawenda.
National Sales Manager—Richard L. Stahlberger.
2. REPRESENTATIVES
CBS Radio Spot Sales.
3. FACILITIES
50,000 w.; 880 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b. 2a. 3a. 3d. 4a. 4d. 5. 6b. 7b. 8.
Rate Protection: 10i. 11i. 12i. 13i.
Basic Rates: 21b. 21c. 21d. 22a. 22b. 24a. 24c. 27. 28a. 29a. 33a.
Contracts: 40b. 41. 44b. 45. 46. 48. 50. 51b.
Comb. Cont. Discounts: 60b. 60f. 60i. 60j. 61b. 62d.
Cancellation: 70a. 70c. 71a. 72. 73b.
Prod. Services: 80. 81. 82.
All rates quoted are dollar cost per unit.
Affiliated with CBS.

TIME RATES
No. 38 Eff 9/1/75—Rec'd 8/1/75.
AA—Mon thru Sat 5-10 am.
A—Mon thru Fri 3-8 pm; Sat 10 am-8 pm; Sun 7-11 am.
B—Mon thru Fri 10 am-3 pm; Sun 11 am-8 pm.
C—Mon thru Sun 8-11:30 pm.
D—Mon thru Sat 11:30 pm-5 am; Sat 11:30 pm-Sun 7 am.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	AA	A	B	C	D
1 ti	280	165	105	80	35
6 ti	265	155	100	70	30
13+	250	140	90	60	20

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

FIXED POSITION:					
Flat	310	185	115	90	50
FEATURES & FEATURE MINUTES:					
Flat	350	210	150	110	.....

All spots & features combinable to earn times per wk rates & consecutive wk discount.
7. PACKAGE PLANS
WEEKLY IMPACT PLANS—PREEMPTIBLE

PLAN I:	1 min
24 ti (4AA, 6A, 7B, 7C)	2400
PLAN II:	
36 ti (6AA, 10A, 10B, 10C)	3410

Spots to rotate within time classes. Plans subject to CWD discounts & contribute to, but do not receive, further TPW discounts.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Submitted by Jeff Lawenda.

WCBS-FM
1948

CBS/FM SALES

NAB RAB NAFMB

CBS Owned
Subscriber to the NAB Radio Code
Media Code 4 233 4900 6.00
CBS Radio, a division of CBS, Inc., 51 W. 52nd St., New York, N. Y. 10019. Phone 212-765-4321. TWX 212-867-7987.
Address all copy to Dir. of Oper. & Prog. Prac.

STATION'S PROGRAMMING DESCRIPTION
WCBS-FM: Programmed for general mass appeal. MUSIC: popular rock hits of past 15 years featuring 6 live personalities. NEWS: 4 min at :60 plus 3 min reports at :30 in am. COMMERCIAL POLICY: Maximum 8 minutes of commercial per hour; no triple spotting. Contact Representative for further details. Rec'd 8/4/72.
1. PERSONNEL
General Manager—James McQuade.
Sales Manager—Eli Kaufman.
Program Director—William Brown.
2. REPRESENTATIVES
CBS/FM Sales.
3. FACILITIES
ERP 4,600 w.; 101.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,300 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.

TIME RATES
No. 9 Eff 12/1/74—Rec'd 12/2/74.
AAAA—Mon thru Fri 3-10 pm; Sat & Sun 10 am-10 pm.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Sun 10 pm-1 am.
5. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	6 ti	12 ti	18 ti	30 sec 1 ti	6 ti	12 ti	18 ti
AAAA	112	107	102	97	90	86	82	78
AAA	88	83	77	72	70	66	62	58
AA	83	77	72	66	66	62	58	53
A	75	70	65	60	60	56	52	48

10 sec: 60% of 1-min; preemptible.
7. PACKAGE PLANS

PREEMPTIBLE:	1 min	30 sec
12 Plan (4AAAA, 3AAA, 2AA, 3A)	786	632
18 Plan (6AAAA, 4AAA, 4AA, 4A)	1104	876
24 Plan (9AAAA, 5AAA, 5AA, 5A)	1360	1084

Fixed position: Extra 20%.

(New York City continued on next page)

New York City—Continued

WEVD
1927

Media Code 4 233 4950 5.00
Forward Association, Inc., 1700 Broadway, New York, N. Y. 10019. Phone 212-757-0880.

1. PERSONNEL
General Manager—Joel J. Flavin.
Sales Manager—Danny Stiles.
Program Director—David Niles.

3. FACILITIES
5,000 w.; 1330 kc.
Directional—separate patterns day and night.
Operating schedule: 8:30 am-5 pm & 6 pm-1 am. EST.
Partial simulcast operation. Simulcast 5 pm-1 am. For non-simulcast facilities see WEVD-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 22 Eff 11/1/70—Rec'd 1/18/71.

6. SPOT ANNOUNCEMENTS
JEWISH

	1x	13x	26x	52x	104x	156x	260x
1 min	60.00	57.50	55.00	52.50	50.00	47.50	45.00

GERMAN, GREEK, ITALIAN, YUGOSLAVIAN, ENGLISH, PORTUGUESE, IRISH, YIDDISH, HEBREW, LATIN-ORIENTED, CHINESE, KOREAN, JAPANESE, LITHUANIAN, POLISH, RUSSIAN, SCANDINAVIAN, SPANISH, TURKISH

1 min	45.00	42.50	40.00	38.00	36.00	34.50	33.00

30 sec: 75% of 1-min 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
JEWISH

	1x	13x	26x	52x	104x	156x	260x
1/2 hr	225.00	222.50	220.00	217.50	215.00	210.00	205.00
1/4 hr	125.00	122.50	120.00	117.50	115.00	110.00	105.00
5 min	80.00	77.50	75.00	72.50	70.00	67.50	65.00

GERMAN, GREEK, ITALIAN, JAPANESE, LITHUANIAN, POLISH, RUSSIAN, SCANDINAVIAN, SPANISH, TURKISH

1/2 hr	200.00	190.00	180.00	170.00	160.00	150.00	125.00
1/4 hr	100.00	87.50	85.00	82.50	80.00	75.00	70.00
5 min	60.00	57.50	55.00	52.50	50.00	47.50	45.00

9. PARTICIPATING PROGRAMS
Best of Latin Music—10:45 pm-1 am, per participation ..... 30.

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min	22.50	20.00	17.50	15.00

WEVD-FM
1950

Media Code 4 233 4951 3.00
Forward Association, Inc., 1700 Broadway, New York, N. Y. 10019. Phone 212-757-0880.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2.400 w ; 97.9 mc.
Operating schedule: 7:30-1 am. EST.
Antenna ht.: 1,220 ft.
Partial simulcast operation. Operated separately 7:30 am-5 pm. For simulcast facilities see WEVD.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 22 Eff 11/1/70—Rec'd 1/18/71.
AAA—8-10 am & 3-8 pm.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	(*)
ROST	18	16	14	12	1000
AAA	23	22	20	18	1500

(*) 100 in 4 weeks.
30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
News—1-1/2x applicable 1-min rate.

DISCOUNT
13 wk—3% 26 wk—6% 52 wk—12%

WHN
1922

A Storer Station

THE CHRISTAL CO.

Subscriber to the NAB Radio Code
Media Code 4 233 5000 8.00
Storer Radio Inc., 400 Park Ave., New York, N. Y. 10022. Phone 212-688-1000.

STATION'S PROGRAMMING DESCRIPTION
WHN: Modern country music. Personalities. SPORTS: daily drive time sports summaries, boating, fishing & skiing reports; daily race results. NEWS: every hour; twice hourly in AM & PM drive. Commuter & traffic reports. Daily & wkly public affairs features. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
General Manager—Neil Rockoff.
General Sales Manager—Nick Verbitsky.
Operations Manager—John Maser.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
50,000 w.; 1050 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 29a, 29b, 30, 31, 32b, 33a.
Contract: 40a, 41, 42a, 42d, 43, 45, 46, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60g, 61a, 62b.
Cancellation: 70a 70c, 71a, 72, 73a, 73b.
Prod. Services. 79, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 1 Eff 7/14/75—Rec'd 7/25/75.
AM Drive—Mon thru Sat 5:30-10 am.
PM Drive—Mon thru Fri 3-8 pm.
Daytime/Wknd—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 5:30 am-8 pm.
Evening—Mon thru Sun 8 pm-midnight.
Nighttime—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

	—AM Drive—			—PM Drive—		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	150	120	75	120	96	60
6 ti	130	104	65	105	84	53
12 ti	120	96	60	100	80	50
18 ti	110	88	55	65	76	48
24+	.....	.....	.....	90	72	45

	Daytime/Wknd			—Evening—		
1 ti	100	80	50	50	40	25
6 ti	85	68	43	43	34	22
12 ti	80	64	40	40	32	20
18 ti	75	60	38	38	30	19
24+	70	56	35	35	28	18

Nighttime: 50% of evening rates.

7. PACKAGE PLANS

WEEKLY IMPACT:	1 min	30 sec	10 sec
12 Plan (3AM, 3PM, 4D/W, 2EV)	900	720	450
18 Plan (4AM, 5PM, 6D/W, 3EV)	1260	1008	630
24 Plan (6AM, 6PM, 8D/W, 4EV)	1560	1248	780
36 Plan (8AM, 10PM, 12D/W, 6EV)	2160	1728	1080

CONSECUTIVE WEEK DISCOUNT
52 wk—10%, minimum 150.00.
Submitted by Neil Rockoff.

WHOM
1630

All Spanish

Media Code 4 233 5050 3.00
136 W. 52nd St., New York, N. Y. 10019. Phone 212-246-3900.

STATION'S PROGRAMMING DESCRIPTION
WHOM: Complete Spanish programming.
MUSIC: Latin sound. NEWS: headlines at :60; 3 or 5 min newscasts at :30. SPORTS: Puerto Rican league games in Spanish. Emphasis on community interest features. COMMERCIAL POLICY: commercials translated free. Contact Representative for further details. Rec'd 7/3/75.

1. PERSONNEL
Vice-President—Ed Cossman.
General Sales Manager—Len Mirelson.
Station Manager—Ralph Costantino.

2. REPRESENTATIVES
Caballero Spanish Media, Inc.
West Coast—Lotus Reps.

3. FACILITIES
5,000 w.; 1460 kc. Directional—separate pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 28 Eff 11/1/73—Rec'd 10/31/73.
SPANISH
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 5-6 am & 10 am-8 pm.
A—Mon thru Sat 8 pm-midnight.
B—Tues thru Sat midnight-5 am.
SUN—1-7 pm.

7. PACKAGE PLANS
1 MINUTE

PER WK:	1 ti	5 ti	12 ti	18 ti	24 ti
AAA	70	65	62	56	54
AA	60	46	42	40	35
A	37	25	19	18	17
B	25	22	14	12	11
Sun	60	50	41	36	35

PER YR:	AAA	AA	A	B	SUN
500 x	53	34	16	10	34
1000 x	52	33	15	9	33

30 SECONDS

PER WK:	1 ti	5 ti	12 ti	18 ti	24 ti
AAA	53	49	47	42	41
AA	45	35	32	30	26
A	28	19	[illegible]	14	13
B	19	17	11	9	8
Sun	45	38	31	27	26

PER YR:	AAA	AA	A	B	SUN
500 x	40	25	12	7	25
1000	39	24	11	6	24

TAP—ROS—CIRCULATION PLAN

PER WK:	1 min
15 ti (3AAA, 9AA 3A)	480
25 ti (5AAA, 15AA, 5A)	740

10. SPECIAL FEATURES

NEWS:	AAA	AA	A	B	SUN
5 min	82	60	30	20	72

Edited by William P. Davis.

WINS
1024

GROUP W WESTINGHOUSE BROADCASTING COMPANY

RADIO ADVERTISING REPRESENTATIVES, INC.

RAB

Subscriber to the NAB Radio Code
Media Code 4 233 5100 6.00
Westinghouse Broadcasting Co., Inc., 90 Park Ave., New York, N. Y. 10016. Phone 212-867-5100.

STATION'S PROGRAMMING DESCRIPTION
WINS: Programmed for general mass appeal.
Anchorman, backed by writers, editors, reporters, specialists, integrate reports from regional correspondents & networks. Investigative series, analysis, commentaries, editorials, heavy emphasis on local public affairs. Headline summaries every 20 minutes. SPORTS: at :15 & :45 including skiing, outdoors, fishing reports & special coverage of major sporting events. Subway, commuter traffic reports mornings & afternoons, plus key weekend drive periods. Weather reports 8 times an hour. Regular reports on movies, theater & the arts plus consumer, science & medicine reports. Business news & stock market summaries twice an hour. Contact Representative for further details. Rec'd 5/20/72.

1. PERSONNEL
General Manager—Robert W. Dickey.
General Sales Manager—Robert C. McKee, Jr.
Executive Editor—Bill Scott.

2. REPRESENTATIVES
WINS Sales, New York.
Radio Advertising Representatives, Inc.

3. FACILITIES
50,000 w.; 1010 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 20b, 21d, 22b, 25a, 28a, 29a, 32b, 33a.
Contracts: 40b, 41, 42a, 44b, 45, 46, 50.
Comb.; Cont. Discounts: 60i.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 81.

POLITICAL
Political time will be sold in accordance with the Federal Election Campaign Act of 1971. Station reserves the right to limit the number of spots which it will sell to any one class of candidates and to determine the political contests for which it will accept spot schedules.

TIME RATES
No. 15 Eff 8/4/75—Rec'd 8/5/75.
AM—Mon thru Sat 5-10 am.
PM—Mon thru Fri 3-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 5 am-8 pm.
A—Mon thru Sun 8-11 pm.
B—Mon thru Sun 11 pm-5 am.

6. SPOT ANNOUNCEMENTS

	—1 ti—		—12 ti—		—18 ti—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
AM	250	200	235	188	225	180
PM	135	108	125	100	115	92
AA	85	68	80	64	75	60
A	55	44	50	40	45	36
B	25	20	20	16	15	12

10 sec: 60% of 1-min.
Combinable with TAP for mutual discount.
All Nite 11 pm-5 am 25 ti ea, 25.00.

7. PACKAGE PLANS
TAP—1/2 DRIVE, 1/2 OTHER

PER WK, EA:	12 ti	18 ti	24 ti
1 min	110	100	90
30 sec	88	80	72

ROS, PREEMPTIBLE:	1 min	30 sec
5+ per wk	80	64
5+ AA/A	50	40

BTA, combinable. Contribute unit value toward wkly frequency only.

10. SPECIAL FEATURES
Feature reports—Earned rate plus 20%.
Submitted by Robert C. McKee.

WKTU (FM)
(formerly WHOM-FM)
1951

Media Code 4 233 5125 3.00
136 W. 52nd St., New York, N. Y. 10019. Phone 212-246-3900.

1. PERSONNEL
General Manager—David Rapaport.
General Sales Manager—John Mackin Ade.
Program Director—Larry Miller.

3. FACILITIES
ERP 5,400 w. (horiz.), 3,800 (vert.); 92.3 mc. Stereo
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,200 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
No. 2 Eff 9/1/75—Rec'd 7/17/75.
AAA—Mon thru Sun 10 am-midnight.
AA—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—	
	1 min	30 sec	1 min	30 sec
6 ti	70	56	60	48
12 ti	65	52	55	44
18 ti	60	48	50	40

7. PACKAGE PLANS
PREEMPTIBLE TAP—2/3AAA, 1/3AA

	1 min	30 sec		1 min	30 sec
15 ti, ea	50	40	21 ti, ea	45	36

Submitted by David Rapaport.

WLIB
1042

Media Code 4 233 5150 1.00
Inner City Broadcasting Corp., 801 Second Ave., New York, N. Y. 10017. Phone 212-725-4500.
See affiliated FM station for additional information.
FM facilities: WBLS (FM).

STATION'S PROGRAMMING DESCRIPTION
WLIB: Programmed for Black audience.
Community oriented newscasts every half hour. 4 man local news staff, features remotes. Heavy community involvement via Sun afternoon program line-up produced in conjunction with leading community oraganizations, & through open-line telephone conversation program dealing with vital issues affecting community. Programming schedule: B & B sign-on-sign-off. Contact Representative for further details. Rec'd 4/15/74.

1. PERSONNEL
General Manager—Dorothy E. Brunson.
General Sales Manager—Marvin Sellers.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
10,000 w. days; 1100 kc. Directional.
Operating schedule: Sunrise to 1 hour after local sunset. EST.

TIME RATES
Eff——Rec'd 7/3/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER YR:	1x	104x	260x	520x	1000x
1 min	48	44	35	33	31
30 sec	38	35	28	26	23
10 sec	24	22	21	20	14

CLASS A

1 min	46	40	32	29	28
30 sec	36	32	26	24	21
10 sec	23	20	19	18	13

7. PACKAGE PLANS

	—1 min—		—30 sec—		—10 sec—	
PER WK:	AA	A	AA	A	AA	A
12 ti	36	33	26	24	18	16
18 ti	34	31	25	23	17	15
24 ti	33	30	24	22	16	14
36 ti	31	28	23	21	15	13

Edited by Marvin Sellers.

WMCA Dial-log Radio 57
1925

Straus Communications in New York

EASTMAN RADIO, INC.

Media Code 4 233 5200 4.00
Straus Communications in New York, 888 Seventh Ave. New York, N. Y. 10019. Phone 212-586-5700.

1. PERSONNEL
President—R. Peter Straus.
General Sales Manager—Gary Lewis.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 570 kc. Directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 27a.
Contracts: 40b, 42a, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b.
Cancellation 70a, 70c, 71a, 73a.
Affiliated with MRS.
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 43-B Eff 4/15/75—Rec'd 4/30/75.
AA—Mon thru Fri 5-10 am & 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sat all day.
B—Mon thru Fri 8-10 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	—AA—		—A—		—B—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	175	140	120	96	100	80
6 ti	165	132	110	88	90	72
12 ti	155	124	100	80	80	64
18 ti	145	116	90	72	70	56
24 ti	135	108	80	64	60	48
30 ti	125	100	70	56	50	40

10 sec: 50% of 1-min.

7. PACKAGE PLANS
CONVERSION PLAN

PER WK, PREEMPTIBLE:	1 min	30 sec
48 ti (20AA, 20A, 8B)	2400	1920
36 ti (16AA, 16A, 4B)	2160	1728
24 ti (10AA, 10A, 4B)	1600	1280
18 ti (8AA, 8A, 2B)	1260	1008
12 ti (5AA, 5A, 2B)	900	720
6 ti (3AA, 2A, 1B)	480	384

9. PARTICIPATING PROGRAMS
BARRY GRAY—10 PM-MIDNIGHT

	Fixed	1 ti	6 ti	12 ti
1 min	125	75	60	50
30 sec	100	60	48	40

LONG JOHN NEBEL & CANDY JONES—MIDNIGHT—6 AM

	Fixed	1 ti	7 ti	14 ti
2 min	100	75	60	50
1 hr sponsorship—7-10 pm				1020

Edited by Barbara Burns.

(New York City continued on next page)

66WNBC

1922

An NBC Owned Station

NBC Radio Network

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 233 5250 6.00

National Broadcasting Co., Inc., Room 292, WNBC, 30 Rockefeller Plaza, New York, N. Y. 10020. Phone 212-247-8300. TWX 212-640-5788.

Forward all copy to WNBC Radio Traffic Supervisor.

STATION'S PROGRAMMING DESCRIPTION

WNBC: Programmed for adults 18-49.

MUSIC: contemporary, 25% new & 75% gold. AIR PERSONALITIES. NEWS: network featured each hour, twice per hour in drive time. Contact Representative for further details. Rec'd 3/31/75.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Perry B. Bascom.
General Sales Manager—Dom Camera.

2. REPRESENTATIVES

McGavren-Guild, Inc.

3. FACILITIES

50,000 w. clear channel: 660 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 8.
Rate Protection. 10f, 11, 12, 13, 14, 15a.
Basic Rates: 20a, 20b, 21d, 22b, 23a, 25a, 30.
Contracts: 40a, 41, 42a, 42c, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60e, 60d, 60i, 60k, 62a.
Cancellation: 70b, 70e, 71a, 72, 73a.
FM facilities: WNWS (FM).
Affiliated with NBC.

TIME RATES

No. 28 Eff 11/18/74—Rec'd 12/2/74.
I—Mon thru Fri 5:30-10 am; Sat 8 am-noon.
II—Mon thru Fri 3-8 pm.
III—Mon thru Fri 10 am-3 pm; Sat 5:30-8 am & noon-8 pm; Sun 8 am-9 pm.
IV—Mon thru Sat 8 pm-midnight.
V—Tues thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	I	II	III	IV	V
1 ti	250	150	100	80	50
12 ti	220	120	80	60	35
20 ti	200	100	70	50	20
32 ti	200	100	60	50	15

80 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP, PREEMPTIBLE:	12 ti	20 ti	32 ti
Ea. (1/4I, 1/4II, 1/4III, 1/4IV)	90	80	70

10. SPECIAL FEATURES

Newscasts Sec I: flat 250.00.
All other sec: applicable 1x rate plus 20% when available.

WNEW

1934

NAB RAB

A Metromedia Station

Media Code 4 233 5350 7.00

Metromedia Radio, A Metromedia Company, 665 Fifth Ave., New York, N. Y. 10017. Phone 212-986-7000. TELEX 125-959.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Varner Paulsen.
General Sales Manager—William Hogan.
Program Director—Robert Bruno.

2. REPRESENTATIVES

Metro Radio Sales.

3. FACILITIES

50,000 w.; 1130 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 12e, 13e, 14e.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24e, 27, 30, 32b.
Contracts: 41, 44b, 47a, 49, 51b, 51e
Comb.: Cont. Discounts: 60d, 60e, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Any additions to schedule during protection period will carry current rather than protected rate.
Rate Protection: Rates guaranteed for 13 weeks from effective date of any increase, provided that advertising equalling at least 500.00 weekly is actually running at time of effective date of increase and providing that broadcasts continue without interruption during rate protection period.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 16 Rev III Eff 6/1/74—Rec'd 6/18/74.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Sat 4-8 pm.
B—Mon thru Sat 10 am-4 pm: Sun 8 am-8 pm.
C—Mon thru Sun 8 pm-midnight.
D—Mon thru Sat midnight-5:30 am; Sun midnight-8 am.

6. SPOT ANNOUNCEMENTS

PER WK:	*AA 1 min	*AA 30 sec	*AA 10 sec	A 1 min	A 30 sec	A 10 sec
1 ti	235	188	118	165	133	83
6 ti	210	168	105	150	120	75
12 ti	----	----	----	135	108	68
	B			C		
1 ti	125	100	63	85	68	43
6 ti	115	92	58	75	60	38
12 ti	100	80	50	65	52	33

D: 50% of C.
All spots must rotate all hours and days of time classes.
30/10 sec subject to availabilities.
(*) 6+ per wk.

7. PACKAGE PLANS

7-DAY CIRCULATION

PLAN, MUST ROTATE:	1 min 30 sec	10 sec
15 (3AA, 3A, 6B, 3C)	1625	1300	813
25 (5AA, 5A, 10B, 5C)	2425	1940	1212
50 (10AA, 10A, 20B, 10C)	4225	3440	2163

Preempitble at station's discretion. If preempted, spots made good in equal/better time class; earliest possible, prior to expiration.
Combinable with spots for WFD on face-of-card rates only.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Expenditure of 500.00+ per wk to qualify.

Submitted by Kathy Karp.

WNEW-FM

1958

NAB RAB

A Metromedia Station

Media Code 4 233 5351 5.00

Metromedia Radio, A Metromedia Company, 565 Fifth Ave., New York, N. Y. 10017. Phone 212-986-8844. TELEX 125-959.

See affiliated AM station for additional information.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Mel Karmazin.
General Sales Manager—Dom Fioravanti.
Program Director—Scott Muni.

3. FACILITIES

ERP 4,100 w. (horiz.), 4,100 w. (vert.); 102.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1360 ft. above average terrain.

5. GENERAL ADVERTISING. See coded regulations

Rate Protection: Rates guaranteed for 13 weeks from effective date of any increase, provided that advertising equalling at least 400.00 weekly is actually running at time of effective date of increase and providing that broadcasts continue without interruption during rate protection period.

TIME RATES

No. 13 Eff 12/2/74—Rec'd 12/6/74.
AA—Mon thru Fri 4 pm-midnight; Sat & Sun noon-midnight.
A—Mon thru Fri 5:30-10 am; Sat & Sun 5:30 am-noon.
B—Mon thru Sun midnight-2 am; Mon thru Fri 10 am-4 pm.
C—Mon thru Sun 2-5:30 am.

6. SPOT ANNOUNCEMENTS

	AA 6 ti	AA 12 ti	A 6 ti	A 12 ti	A 16 ti	B 6 ti	B 12 ti	B 18 ti
1 min	95	90	80	75	70	75	70	65
*30 sec	76	72	64	60	56	60	56	52

C: 50% of B.
*10 sec: 60% of 1-min.
(*) Subject to availabilities.
Rotating, 3 days or less rotation, 6x rate.

7. PACKAGE PLANS

PER WK, WITHIN 7 DAYS:	1 min	30 sec
14 ti (3AA, 3A, 4B, 4C)	840	672
21 ti (4AA, 4A, 7B, 6C)	1134	907
28 ti (5AA, 5A, 10B, 8C)	1400	1120

CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applied as earned, provided minimum expenditure of 400.00 per wk is maintained.

WNJR

1947

NEWARK, N. J.

NAB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under New York Urban Area.)

Media Code 4 233 6290 4.00

WNJR Radio Co., 1700 Union Ave., Union, N. J. 07083. Phone 201-688-5000.

STATION'S PROGRAMMING DESCRIPTION

WNJR: Programmed for black listeners.

MUSIC: rock; hits, disco music, album cuts, 10 40-min music sweeps. AIR PERSONALITIES handle all segments. Contests. NEWS: 60 or 90-sec newscasts once or twice per hour at varying times. Local newspersons & network. Public service throughout day, panel & discussion shows weeknights. Station community activities include talent contest, live shows, sports teams, beautification program, personality appearances & speakers. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL

General Manager—Harvey E. Lynch.
Sales Manager—Ralph Quortin.
Program Director—Jeffery Dixon.

2. REPRESENTATIVES

PRO Time Sales, Inc.

3. FACILITIES

5,000 w.: 1430 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 29a.
Contracts: 47a.
Cancellation: 70e, 72.
Prod. Services: 80, 81.
Affiliated with Mutual Black Network.
Affiliated with The Rep Network.
Discounts payable as earned, but allowed currently on non-cancellable contracts.

TIME RATES

No. 9 Eff 2/11/74—Rec'd 2/12/74.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK:	1 ti	12 ti	16 ti	24 ti	36 ti
1 min	50	48	47	46	45
30 sec	43	41	40	39	38
CLASS AA					
1 min	44	43	42	41	40
30 sec	40	39	38	37	36

MIDNIGHT—6 AM

1 min	36	30 sec	28

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS

IMPACT—1/3 AM DRIVE, 1/3 EVENING, 1/3 DAY/EVENING

	12 ti	16 ti	24 ti	36 ti
1 min	44	43	42	41
30 sec	41	40	39	37

10. SPECIAL FEATURES

Newscasts—75.00
Edited by Jeffery Dixon.

(D)

WNWS (FM)

(formerly WNBC-FM)

1940

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 233 5410 9.00

National Broadcasting Co., Inc., Room 293, WNBC, 30 Rockefeller Plaza, New York, N. Y. 10020. Phone 212-247-8300. TWX 212-640-5788.

Forward all copy to WNBC Radio Traffic Supervisor.

See affiliated AM station for additional information.

AM facilities: WNBC.

WNWS (FM): 24 hour all news & information.

Contact Representative for further details. Rec'd 7/1/75.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Perry B. Bascom.
News Manager—Richard Stapleton.
General Sales Manager—Larry Lynn.

2. REPRESENTATIVES

Bolton/Burchill International Ltd.

3. FACILITIES

ERP 3,600 w.; 97.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1440 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC.
Affiliated with NBC News & Information Service.

TIME RATES

No. 1 Eff 6/18/75—Rec'd 7/31/75.
AAA—Mon thru Fri 5:30-10 am & 3-8 pm; Sat 8 am-noon.
AA—Mon thru Fri 10 am-3 pm; Sat 5:30-8 am & noon-8 pm; Sun 8 am-noon.
A—Mon thru Sat 5-5:30 am & 8 pm-midnight; Sun 5:30-8 am & noon-midnight.
B—Mon thru Sat midnight-5 am; Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

SECTION I, 1 MIN:	AAA	AA	A	B
8 ti	70	60	50	30
16 ti	60	50	40	25
24 ti	50	40	30	20

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

SECTION II

PER PLAN:	1 min
12 (5AAA, 4AA, 3A)	456
20 (8AAA, 6AA, 6A)	660
32 (13AAA, 11AA, 8A)	896

Submitted by Gloria Gibson.

WOR

1922

NAB

An RKO General Station

Subscriber to the NAB Radio Code

Media Code 4 232 5450 5.00

RKO General, Inc., 1440 Broadway, New York, N. Y. 10018. Phone 212-764-7000.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Herb Saltzman.
Vice-Pres. & Dir. of Sales—James C. Kelly.
Director of Operations—Dan Griffin.

2. REPRESENTATIVES

RKO Radio Representatives, Inc.
Toronto—RKO Distributing Corp. of Canada Ltd.

3. FACILITIES

50,000 w.; 710 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time.

6. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5.
Rate Protection: 10h, 11h, 12h, 14h.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 24c, 25a, 28c, 31, 33d.
Contracts: 40b, 41, 42a, 42d, 45, 46, 49, 51b, 51e.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WXLO (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 38 Eff 4/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

1 MIN, EA:	3 ti	6 ti
Mon thru Sat 5-9 am	270	250
Mon thru Sat 5-10 am	255	235

Must be bought 3 or 6 ti per wk; rotate & alternate.
CWD only 3 spots Mon thru Sat 5-9 am & 3+ in other time periods given 6 ti rate. 5-10 am spots contribute to FD in other time periods.

1 MINUTE

MON THRU FRI:	
10-11 am	150
11 am-1 pm	140
1-3 pm	110
3-7 pm	140
Features 3-7 pm	155
8-11:15 pm	80
MON THRU SUN:	
11:15 pm-2 am	50
SAT & SUN:	
10 am-5 pm	100
9-11 pm Sat	80
SUN:	
8-10 am	110

NEW YORK

2 MINUTES

Mon thru Sun 11:15 pm-5 am 75
30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.

FIXED SPOT WEEKLY FREQUENCY DISCOUNT
3 ti—10% 6 ti—15% 12 ti—20% 26 ti—25%

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Applicable to total gross expenditure.

7. PACKAGE PLANS

TOTAL CIRCULATION PLANS

PLAN
I—5-10 am Mon thru Sat.
II—10 am-1 pm Mon thru Fri.
III—1-3 pm Mon thru Fri; 10 am-6 pm Sat & Sun.
IV—3-7 pm Mon thru Fri; 8-10 am Sun.
V—8 pm-midnight Mon thru Sat.

	I	II	III	IV	V	Cost
12 ti	3	2	2	3	2	1400
16 ti	4	3	2	4	3	1750
24 ti	6	5	4	5	4	2475
32 ti	8	6	5	8	5	3115

OTHER PLANS

Daytime—5 1-min spots, 10 am-7 pm Mon-Sun 500
Nighttime (A) 10 1-min spots 8 pm-midnight Mon thru Sun, cost 500
30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Preemptible, no discounts.

10. SPECIAL FEATURES

MON THRU SAT, PER WK:	6 ti
News 6:30, 7:30, 8:30, 9:30 am, ea.	330
Weather—6:15, 6:50, 7:50, 8:50 am, ea.	270
Sports—5:45, 6:45, 7:45, 8:45 am, ea.	260
Mystery Theatre—7-8 pm Mon thru Fri; 5-6 pm Sat & Sun, 5x, ea.	125
Mystery Theatre—Mon thru Sun, 7x, ea.	100
Meltzer Show—6-8 pm Sat, ea.	125

Must rotate. Special features CWD only. Contribute to FD for spots bought in other time periods.

WPAT

1941

PATERSON, N. J.

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under New York Urban Area, N. Y.)

Media Code 4 233 6350 6.00

Division of Capital Cities Communications, Inc., 1396 Broad St., Clifton, N. J. 07013. Phone 201-472-0930, New York phone 212-688-9300.

Studios: Hepburn Rd. & Broad St., Clifton, N. J.

STATION'S PROGRAMMING DESCRIPTION

WPAT: Programmed for young adults and adults.

MUSIC: 85% popular standards to jazz, show tunes to light classics, film music to folk, vocals and instrumentals, mixed, edited and blended on tape to achieve a distinctive sound. Music presented in uninterrupted 12 min programs daytime and 27 min programs nighttime. NEWS 10% 5 min on half hour, plus on hour in drivetime. Public service throughout day. Sun, 6-9 am religious and educational programs. COMMERCIAL POLICY: Maximum 14 commercials per hour regardless of length, 6-10 am, 11 9 am-4 pm, 13 4-7 pm, 3 7 pm-12-M. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—James Arcara.
General Sales Manager—Aaron Daniels.
Regional Sales Manager—Fred Weinhaus.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 930 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15e, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 29a, 29b, 30.
Contracts: 40c, 41, 42b 42d, 43, 44b 46, 47a, 49, 51e.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 60j, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with Katz Radio Network.

TIME RATES

No. 31 Eff 6/15/75—Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS

AM ONLY

1 MIN:	5 ti	10 ti	15 ti
Mon thru Sat 5:15-10 am	95	90	85
Mon thru Sat 10 am-2:50 pm	95	90	85
Mon thru Sat 2:50-8:15 pm	100	95	90
Mon thru Sun 8:15 pm-1 am	80	75	70
Sat & Sun 6 am-8 pm	90	85	80

AM/FM COMBINATION

1 MIN:	1 ti	10 ti	15 ti
Mon thru Fri 5:30-10 am	140	185	125
Mon thru Fri 10 am-2:50 pm	135	130	120
Mon thru Fri 2:50-8:15 pm	145	140	130
Mon thru Sun 8:15 pm-2 am	105	100	95

30 sec: 80% of 1-min.
Fixed, extra 10.00.
All 5 time periods earn a 10.00 per spot reduction.

10. SPECIAL FEATURES

Newscasts—extra 10.00.
Edited by Aaron Daniels.

(D)

(New York City continued on next page)

New York City—Continued

WPAT-FM

1957
PATERSON, N. J.

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under New York Urban Area, N. Y.)
Media Code 4 233 6351 4.00
Division of Capital Cities Communications, Inc., 1396 Broad St., Clifton, N. J. 07013. Phone 201-472-0030. New York phone 212-688-9300.
See affiliated AM station for additional information.
3. FACILITIES
ERP 12,500 w. (horiz.), 12,500 w. (vert.); 93.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 870 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WPAT. See that listing for rates.

TIME RATES
No. 30 Eff 5/1/74—Rec'd 5/17/74.
6. SPOT ANNOUNCEMENTS

1 MIN:	5 ti	10 ti	15 ti
Sat & Sun 6 am-8 pm	85	80	75

30 sec: 80% of 1-min.
10 sec (non-preemptible): 80% of 1-min.
10 sec (preemptible): 60% of 1-min. (D)

WPIX (FM)

1941

Selcom, Inc.

NAB

Media Code 4 289 5550 2.00
A div. of WPIX, Inc., 220 E. 42nd St., New York, N. Y. 10017. Phone 212-883-6000.
STATION'S PROGRAMMING DESCRIPTION
WPIX (FM): Programmed for mass appeal.
MUSIC: 90% contemporary hits. NEWS: at :25. 6 air personalities. COMMERCIAL POLICY: Maximum 9 commercial minutes per hour. Contact Representative for further details. Rec'd 10/8/73.
1. PERSONNEL
General Sales Manager—Dick Newman.
Program Director—Neil McIntyre.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 5,400 w. (horiz.), 3,800 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,228 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a, 27, 29a.
Contracts: 40a, 41, 45, 46, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60l, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 1/1/75—Rec'd 12/4/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 7 pm-midnight.
A—Mon thru Sun 6-10 am; Sun noon-1 am.
6. SPOT ANNOUNCEMENTS

PER WK. EA:	AAA 1 min	AAA 20/30	AA 1 min	AA 20/30	A 1 min	A 20/30
6 ti	55	44	45	36	40	32
12 ti	50	40	40	32	35	28
18 ti	45	36	35	28	30	24
24 ti	40	32	30	24	25	20

NAB RAB NAFMB

An ABC Owned Station
Media Code 4 233 5575 9.00
American Broadcasting Co., Div. of American Broadcasting Companies, Inc., 1330 Avenue of the Americas, New York, N. Y. 10019.
Address all copy and/or transcripts to Continuity Director, WPLJ Radio, 1330 Avenue of the Americas, New York, N. Y. 10019. Phone 212-581-7777.
STATION'S PROGRAMMING DESCRIPTION
WPLJ (FM): Programmed to a general young adult & teen audience.
MUSIC: Contemporary popular albums & hit singles. Contact Representative for further details. Rec'd 3/14/73.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Willard Lochridge.
General Sales Manager—Larry Divney.
Program Director—Larry Berger.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 4,600 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,270 ft. above average terrain.
4. AGENCY COMMISSION
15/0; payable when rendered.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
*Rate Protection: 10, 11, 12, 13, 14.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 29a, 31, 33d.
Contracts: 40b, 45, 46.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
(*) 60 days.
TV facilities: WABC-TV.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 4/21/75—Rec'd 4/25/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Sun midnight-6 am.
6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	95	90	85	80	75
AA	85	80	75	70	65
A	50	45	40	35	30

WPOW

1924
Subscriber to the NAB Radio Code
Media Code 4 233 5600 5.00
WPOW, Inc., 305 E. 40th St., New York, N. Y. 10016. Phone 212-687-8288.
Other office—1111 Woodrow Rd., Staten Island, N. Y. 10312. Phone 212-984-4600.
STATION'S PROGRAMMING DESCRIPTION
WPOW: Programmed for adults and teens.
Morning music primarily consists of middle-of-the-road recordings interspersed with religious records. Also feature religious programs produced both locally and nationally. Afternoons feature ethnic broadcasting in German, Polish, Czechoslovakian, Greek and Ukranian languages. Sun programs all in English and beamed to all faiths. Sun music features middle-of-the-road as well as popular religious recordings. Rec'd 12/13/67.
1. PERSONNEL
Sta. Mgr. & Chief Eng.—Edgar Smith.
Off. & Sales Mgr.—Richard Camp.
Program Director—Arnold Brown.
3. FACILITIES
5,000 w.; 1330 kc. Directional.
Operating schedule: 4-8:30 am & 5-8 pm Mon thru Fri; 4-8:30 am Sat; 6-11 am & 3-9 pm Sun. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4b, 4d, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 14c.
Basic Rates: 20a, 22a, 23a, 24b, 29a, 32b.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 61a.
Cancellation: 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 12/18/72.
6. SPOT ANNOUNCEMENTS
1 min ..... 22 20/30 sec 13

DISCOUNTS
52x—15% 156x—20% 260x—25% 312x—30%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	275	165	110	83	55

DISCOUNTS
52x—15% 260x—25% 312x—30%

WQIV (FM)

1957

STAR BROADCASTING GROUP, INC.

Alan Torbet Associates, Inc.

Progressive Radio

RAB

Media Code 4 233 5612 0.00
Starr Broadcasting Group, Inc., 2 W. 45th St., New York, N. Y. 10036. Phone 212-867-6171.
1. PERSONNEL
General Manager—Vince Cremona.
General Sales Manager—Jeff Dorf.
Program Director—Thom O'Hair.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
ERP 5,400 w. (horiz.), 3,800 w. (vert.); 104.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,220 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
6. GENERAL ADVERTISING See coded regulations
General: 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 13a, 14a, 13a, 15b, 15c, 16.
Basic Rates: 20b, 24b.
Contracts: 40a, 41, 49, 51a.
Comb.: Cont. Discounts: 60l, 61a.
Cancellation: 70b, 70d, 71a, 72, 72b.
Prod. Services: 80, 82.

TIME RATES
Eff ——— Rec'd 9/25/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.
A—Sun thru Sat midnight-6 am.
6. SPOT ANNOUNCEMENTS

	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	60	55	50	45	50	45	40	35
30 sec	48	44	40	36	40	36	32	28

A: 50% of AAA.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
7. PACKAGE PLANS

TAP PLAN, 1 MIN:	Cost
12 ti (4AAA, 5AA, 3A)	360
18 ti (7AAA, 7AA, 4A)	504
24 ti (10AAA, 10AA, 4A)	600

30 sec: 80% of 1-min.
Submitted by Amanda Sullivan.

WQXR

1936

Classical Music

NAB RAB

Media Code 4 233 5650 0.00
Interstate Broadcasting Co., Inc., a subsidiary of The New York Times, 229 W. 43rd St., New York, N. Y. 10036. Phone 212-556-1144.
STATION'S PROGRAMMING DESCRIPTION
WQXR: Programmed for general interest.
MUSIC: Classical. Symphonic music — recordings, tape, major symphonic orchestras, live & taped; opera. AIR PERSONALITIES with guests & interviews. NEWS: 5 min at :60; 10-min at 8 am, noon & 6 pm. Financial business & advertising news features M-F, 7:05, 7:35, 8:10 am & 6:10 pm. Contact Representative for further details. Rec'd 11/4/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—Walter Neiman.
Vice-President, Sales—Robert L. Krieger.
2. REPRESENTATIVES
Los Angeles, San Francisco—Radio Time Sales/International.
Detroit—Michigan Spot Sales.
Chicago—Walton Broadcasting Sales Corporation.
3. FACILITIES
50,000 w.; 1560 kc. Directional.
Operating schedule: 6-1 am. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 60 days.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 32b, 33b.
Contracts: 40c, 41, 42a, 42c, 42, 44a, 44b, 46, 47c, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60l, 60k, 61a, 62a.
Cancellation: 70a, 70b, 70d, 71a, 73a, 73b.
Prod. Services: 82.
Commercial ET's accepted subject to station policy.

TIME RATES
No. 26 Eff 11/1/74—Rec'd 10/2/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-6 pm.
AA—Mon thru Fri 7-11 pm; Sat & Sun 6-11 pm.
A—Mon thru Fri 10 am-3 pm & 11 pm-sign-off; Sat & Sun sign-on-noon & 11 pm-sign-off.
6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 10 ti	AAA 15+	AA 1 ti	AA 10 ti	AA 15+
1 x	80	75	70	65	62	60
500 x	65	62	60	55	52	50
1000 x	60	53	52	50	45	42

	A 1 ti	A 10 ti	A 15+
1 x	45	43	42
500 x	40	37	34
1000 x	35	32	29

2-min: 1-1/2x 1-min. 20 sec: 60% of 1-min.
30 sec: 70% of 1-min. 10 sec: 50% of 1-min.
1-min & 30-sec spots combinable for quantity discount. 10-sec & 20-sec spots combinable for quantity discount but do not count toward discount on 1-min or 30-sec.
7. PACKAGE PLANS
WEEKLY MINUTE PACKAGE PLANS

PLANS, PER WK:	Single	Double
Bach 25 ti (10AAA, 5AA, 10A)	1160	1740
Beethoven 20 ti (10AAA, 5AA, 5A)	970	1455
Brahms 15 ti (10AAA, 5A)	900	1350
Mozart 15 ti (5AAA, 5AA, 5A)	740	1110
Puccini 10 ti (4AAA, 2AA, 4A)	550	825
Schubert 10 ti (10A)	420	630
*Strauss 5 ti (2AAA, 1AA, 2A)	300	——

Double pkgs receive 50% discount on 2nd pkg or lower priced pkg. whichever is applicable.
(*) May not be doubled for discount but is eligible when combined with a higher plan.
30 sec: 70% of 1-min.
CONVERSION:
3 spots to 2 of next higher class; 2 spots into 3 of next lower class.
8. PROGRAM TIME RATES
CLASS AAA & AA

PER WK:	1 ti	2 ti	3 ti	5 ti
50 min	480	445	420	395
1/2 hr	295	265	250	235
1/4 hr	195	180	170	160
5 min/less	140	135	130	125

A: 75% of above.
Announcer & talent fees extra.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 39 wk—10% 52 wk—15%
9. PARTICIPATING PROGRAMS
Casper Citron—11:30 pm-midnight, ea. 85
10. SPECIAL FEATURES
NEWS

5+ PER WK:	1-4	1-26	30 wk	52 wk
AAA	135	110	105	100
AA	115	95	90	85
A	100	75	70	65

Frequency discount for any 10 news programs per wk —5%; 15 per wk—10%. news roundups extra 10%.
CONSECUTIVE WEEK DISCOUNT FOR FEWER THAN 5 PROGRAMS
26 wk—5% 52 wk—10%
Weather—spot rate plus announcer's fees.

WQXR-FM

1960

NAB

Media Code 4 233 5651 8.00
Interstate Broadcasting Co., Inc., a subsidiary of The New York Times, 229 W. 43rd St., New York, N. Y. 10036. Phone 212-556-1144.
See affiliated AM station for additional information.
2. FACILITIES
ERP 5,400 w. (horiz.); 3,800 w. (vert.); 96.3 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 1,220 ft. above average terrain.

TIME RATES
Rates are identical to WQXR. See that listing.
Submitted by Carol L. Haftel.

WRFM (FM)

1959

AVCO RADIO SALES

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 233 5700 3.00
Radio New York Worldwide, 485 Madison Ave., New York, N. Y. 10022. Phone 212-752-2222.
STATION'S PROGRAMMING DESCRIPTION
WRFM (FM) Programmed for adults.
MUSIC 93%: middle-of-the-road, current popular, showtunes, standards. NEWS 7%: 4 man news staff commentaries. COMMERCIAL POLICY: 7 announcements per hour. Contact Representative for further details. Rec'd 2/2/70.
1. PERSONNEL
Pres. & Gen'l Mgr.—John C. Moler.
National Sales Manager—Bill Calvert.
Programming Director—Norma Sams.
2. REPRESENTATIVES
Avco Radio Sales.
Boston—Eckels & Queen, Inc.
3. FACILITIES
ERP 3,200 w. (horiz.), 3,700 w. (vert.); 105.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,220 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4d, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23b, 28c.
Contracts: 40b, 41, 42b, 45, 47a.
Comb.; Cont. Discounts: 60b, 62a, 62c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Affiliated with Avco Group Plan.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 20 Eff 4/1/74—Rec'd 3/25/74.
A—Mon thru Sun 5:30 am-8 pm.
B—Mon thru Sun 8 pm-midnight.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
A	95	90	85
B	80	75	70

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
7. PACKAGE PLANS

TOTAL AUDIENCE PLAN, PER WK:	12 ti	20 ti
1 min, ea.	75	70

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Distributed 1/4 each 5:30-9 am, 9 am-3 pm, 3-8 pm, 8 pm-midnight.
10. SPECIAL FEATURES
Newscasts—1-1/4x 1-min.

WRVR (FM)

1961

NAFMB

Media Code 4 233 5725 0.00
Riverside Broadcasting Co., Inc., 85 Claremont Ave., New York, N. Y. 10027. Phone 212-749-5400.
STATION'S PROGRAMMING DESCRIPTION
WRVR (FM): Programmed for general interest.
MUSIC: jazz M-F 6 am-6:15 pm, 8 pm-midnight & midnight-6 am. Sat 6-9 am, 11 am-7 pm, 8-midnight, midnight-7 am. Sun 7-9:30 am, 1-6 pm, 12:30-6 am. NEWS: 5 min at :15 7 am-5 pm & 12:15 & 3:15 am. 45 min newscast with air personalities & listener participation at 6:15 pm. Week-ends: 5 min newscast at 12:15 & 3:15 am. Public affairs programs Sat 9-11 am, Sun 9:30-10:30 am, 6-7 pm, 11:30 pm-12:30 am. RELIGION: 10:30 am-1 pm & 8-9:15 pm services; 7-8 pm religious oriented public affairs, 9:15-10 pm listener generated topics; 10-11:30 pm music. Contact Representative for further details. Rec'd 5/3/74.
1. PERSONNEL
General Manager—Robert A. Orenbach.
Program Director—Barney Lane.
News Director—Michael Hanson.
2. REPRESENTATIVES
Marr Roslin, Inc.
3. FACILITIES
ERP 5,400 w. (horiz.), 3,850 w. (vert.); 106.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,218 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations.
General: 1a, 2a, 3a, 3d, 4a, 5.
Rate Protection: 10c, 11c.
Basic Rates: 20a, 20b, 21b.
Contracts: 41, 45.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 8/12/74.
AA—Mon thru Fri 3 pm-midnight.
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-midnight.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	6 tl	12 tl	18 tl	24 tl	36+
1 min	45	40	35	30	24
30 sec	36	32	28	24	18
CLASS A					
1 min	36	32	28	24	18
30 sec	28	25	22	19	15

10 sec: 60% of 1-min; not combinable.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—50%AA, 50%A

PLAN, PER WK:	15	25	35
1 min, ea	25	20	16

30/10 sec: 80% of 1-min.

52-WEEK BULK

PER YR:	500x	1000x	1300x
Discount	5%	10%	15%

9. PARTICIPATING PROGRAMS

Jazz by Request—Mon thru Sun midnight-6 am:

PER WK:	18 tl	30 tl	48 tl
1 min	180	255	360

Festival of Old-Time Radio—Mon thru Fri 7-8 pm: Full sponsorship, ea.... 225 (*), ea..... 125

(*) Shared sponsorship: Incl open & close (both sponsors) plus 2 1-min spots (both sponsors) ea 1/2-hr program: daily rotation.

Spot adjacencies. AA rate plus 10%.

10. SPECIAL FEATURES

News in Depth—Mon thru Fri 6:15-7 pm, AA rate plus 20%.

W T F M (FM)

1961

NAB R A B N A F M D

Media Code 4 233 5750 8.00

WTFM, Inc., Long Island Expressway, Fresh Meadows N. Y. 11365. Phone 212-357-8000.

Chicago office: Phone 312-236-7974.

STATION'S PROGRAMMING DESCRIPTION

WTFM (FM): Programmed for adults.

MUSIC: MOR, popular standards, showtunes, film music, folk vocal & instrumentals presented by air personalities in uninterrupted segments. NEWS: 5-min at :60, 10-min at :60 & 5-min at :30 in am. Stocks at noon & 4:30 pm. Public service throughout day. COMMERCIAL POLICY: 8 per hour. Contact Representative for further details. Rec'd 7/22/74.

1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Sidney Horne.
Sales Manager—Robert Zidel.
Program Director—Gerald Janes.

2. REPRESENTATIVES

The Sandeberg-Glenn Company.
Detroit—Pearse Sales.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.
Seattle—Hugh Feltis & Associates.
Boston—New England Spot Sales, Inc.
Dallas—Mario Messina Company.

3. FACILITIES

ERP 7,050 w., horiz. & vert.; 108.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.

4 AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25c, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42d, 44a, 44b, 46, 47e, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 9 Eff 3/1/73—Rec'd 2/5/73.
AAA—Mon thru Sun 10 am-10 pm.
AA—Mon thru Sun 6-10 am & 10 pm-midnight.
A—Mon thru Sun midnight-6 am.

7. PACKAGE PLANS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
*1 tl	70.00	56.00	65.00	52.00	.....	.....
6 tl	55.00	44.00	50.00	40.00	27.50	22.00
12 tl	50.00	40.00	45.00	36.00	25.00	20.00
18 tl	45.00	36.00	40.00	32.00	22.50	18.00
24 tl	40.00	32.00	35.00	28.00	20.00	16.00

(*) Fixed position for AAA & AA.

TAP

PER WK:	1 min
12 tl (3 6-10 am, 3 10-3 pm, 3 3-10 pm, 3 10-midnight)	45
18 tl (4 6-10 am, 5 10-3 pm, 5 3-10 pm, 4 10-midnight)	40
24 tl (6 6-10 am, 6 10-3 pm, 6 3-10 pm, 6 10-midnight)	35

BULK PLAN

	104x	156x	260x	520x
1 min	58.00	52.00	45.00	40.00
30 sec	46.50	41.50	36.00	32.00

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

PER WK:	1 tl	5 tl	10 tl
6 am-midnight	95	80	70
Midnight-6 am	75	65	55

W V N J

1947

NEWARK, N. J.

Buckley Radio Sales, Inc.

(This is a paid duplicate of the listing appearing under New York Urban Area.)

Media Code 4 233 6430 6.00

Newark Broadcasting Corp., 621 W. Mount Pleasant Ave., Livingston, N. J. 07039. Phone 201-994-9191.

All copy & instructions: Traffic Dept. above address.

Sales Office: WVNJ National Sales, 274 Madison Ave., New York, N. Y. 10016. Phone 212-349-1111.

STATION'S PROGRAMMING DESCRIPTION

WVNJ: Programmed for adults 25-49 desiring vocal music.

MUSIC: vocal versions of standard and contemporary songs primarily by established artists. NEWS: local and regional at :60. Contact Representative for further details. Rec'd 4/18/74.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Roy M. Schwartz.
General Sales Manager—Vern Hendrickson.
New Jersey Sales Manager—Barry Walden.

2. REPRESENTATIVES

Buckley Radio Sales, Inc.

3. FACILITIES

5,000 w.; 620 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 14e.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40c, 41, 45, 46, 51b.
Comb: Cont. Discounts: 60a, 60i.
Cancellation: 70a, 70e, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES

No. 32 Eff 2/1/75—Rec'd 2/10/75.
AA—Mon thru Sat 6-10 am & 3-8 pm.
A—Mon thru Sat 10 am-3 pm.
NIGHTTIME—Mon thru Sat 8 pm-midnight; Sunday all day.

6. SPOT ANNOUNCEMENTS

	AA		A		NIGHTTIME	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 tl	60	48	55	44	50	40
12 tl	55	44	50	40	45	36
24 tl	50	40	45	36	40	32

10. SPECIAL FEATURES

NEWSCASTS & PROGRAMS:

	5 min	1/4 hr	1/2 hr	1 hr
Ea	90	200	300	500

(D)

W V N J-FM

1961

NEWARK, N. J.

(This is a paid duplicate of the listing appearing under New York Urban Area.)

Media Code 4 233 6431 4.00

Newark Broadcasting Corp., 621 W. Mount Pleasant Ave., Livingston, N. J. 07039. Phone 201-994-9191.

All copy & instructions: Traffic Dept., above address.

Sales Office: WVNJ National Sales, 274 Madison Ave., New York, N. Y. 10016. Phone 212-349-1111.

STATION'S PROGRAMMING DESCRIPTION

WVNJ-FM: Programmed for adults 25-49 preferring instrumental music.

MUSIC: quarter-hour segments of standard & popular, restricted in quality and quantity of messages. NEWS: local and regional at :60. Contact Representative for further details. Rec'd 4/18/74.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Roy M. Schwartz.
General Sales Manager—Vern Hendrickson.
New Jersey Sales Manager—Barry Walden.

2. REPRESENTATIVES

Buckley Radio Sales, Inc.

3. FACILITIES

ERP 24,000 w. (horiz.), 16,000 w. (vert.); 100.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 666 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10e, 12e, 14e.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40c, 41, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60i.
Cancellation: 70a, 70e, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES

No. 32A Eff 9/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec
6 tl	40	32
12 tl	34	27

Edited by Roy Schwartz.

(D)

W W D J

1926

HACKENSACK, N. J.

(This is a paid duplicate of the listing appearing under New York Urban Area.)

Media Code 4 233 6443 9.00

Pacific & Southern Co., Inc., Box 970, Hackensack, N. J. 07602. Phone 201-343-5097.

STATION'S PROGRAMMING DESCRIPTION

WWDJ: Programmed for general audience.

Religious inspirational format featuring national & local ministries. NEWS: local & national at :15. Public affairs talk show when available. Rec'd 4/25/74.

1. PERSONNEL

Pres. & Gen'l Mgr.—Larry Wasserstein.

3. FACILITIES

5,000 w.; 970 kc. Directional day and night.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11f, 12f, 13f, 14f, 15a.
Basic Rates: 20b, 21b, 22b, 23c, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51c.
Comb.; Cont. Discounts: 60e, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81.

TIME RATES

No. 1 Eff 4/1/74—Rec'd 4/25/74.
A—Sun 6 am-midnight.
B—Mon thru Sat 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	8 tl	12 tl	18 tl	24 tl
1 min	55	50	45	40
30 sec	44	40	36	32

8. PROGRAM TIME RATES

	1x	26x	52x	104x	260x	312x
CLASS A						
1 hr	400	350	330	310	290	270
1/2 hr	300	280	260	240	220	210
1/4 hr	225	205	190	175	160	145
5 min	125	120	115	110	105	100
CLASS B						
1 hr	350	300	275	250	225	200
1/2 hr	245	205	185	165	145	125
1/4 hr	170	155	140	125	105	90
5 min	90	85	80	75	70	65

(D)

W W R L

1926

Bernard Howard & Co., Inc.

Independent Black

NAB

A Sonderling Station

Media Code 4 233 5850 6.00

WWRL, Inc., 41-30 58th St., Woodside, N. Y. 11377. Phone 212-335-1600.

STATION'S PROGRAMMING DESCRIPTION

WWRL: Programmed for black listener.

ENTERTAINMENT 6 am-10 pm employing air personalities, audience telephone participation and rhythm and blues music. 10 pm-12M air personalities and gospel music. NEWS: 6 min at :40 past hour, headlines at :20 past hour. National, international, local area and community news. 8 man news department. Editorialize 8 times daily and participate in fund drives for community activities, boys clubs, little leagues. Community events featured 12 times daily. Air personalities available for remote pickups at store openings. Contact Representative for further details. Rec'd 2/24/75.

1. PERSONNEL

President—Egmont Sonderling.
Exec. Vice-Pres. & Gen'l Mgr.—Mark Olds.
Vice President Sales—Arthur Harrison.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

5,000 w.; 1600 kc. Directional. Separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20b, 21d, 22a, 23a, 24b, 25c, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 46, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Affiliated with Bernard Howard Black Radio Network.

In the event of revision of station rates, any continuous, week to week broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts for a period of not more than 26 weeks from the effective date of such revision.

All products and/or services and the advertising continuity thereof are subject to WWRL acceptance before broadcast.

TIME RATES

No. 26 Eff 8/1/71—Rec'd 6/28/71.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat 8 am-3 pm: Sun 11 am-2 pm.
B—Mon thru Fri 9 pm-midnight; Sat 6-8 am & 3 pm-midnight: Sun 2-9 pm.

8. SPOT ANNOUNCEMENTS

PER WK:	*1 tl	12 tl	18 tl	24 tl	36 tl
1 WEEK					
CLASS AA					
1 min	74	58	57	56	53
30 sec	56	44	43	40	39
10 sec	37	29	29	27	26
CLASS A					
1 min	61	48	47	46	44
30 sec	46	37	36	34	33
10 sec	30	24	24	23	22
CLASS B					
1 min	48	39	38	37	35
30 sec	37	29	28	27	26
10 sec	24	20	19	19	18
13 WEEKS					
CLASS AA					
1 min	70	56	55	53	50
30 sec	53	42	40	40	38
10 sec	36	27	27	26	25
CLASS A					
1 min	59	46	45	44	42
30 sec	44	35	34	34	32
10 sec	29	23	23	22	21
CLASS B					
1 min	47	37	36	35	34
30 sec	36	27	27	26	25
10 sec	23	19	18	18	17
26 WEEKS					
CLASS AA					
1 min	68	53	51	49	45
30 sec	51	40	39	37	34
10 sec	34	26	26	25	23
CLASS A					
1 min	57	44	43	41	38
30 sec	43	34	33	30	28
10 sec	28	22	22	21	19
CLASS B					
1 min	45	35	34	33	30
30 sec	34	26	25	24	23
10 sec	23	18	17	17	16

NEW YORK

PER WK:	*1 tl	12 tl	18 tl	24 tl	36 tl
39 WEEKS					
CLASS AA					
1 min	65	50	49	45	43
30 sec	49	38	37	34	33
10 sec	33	25	25	23	21
CLASS A					
1 min	55	42	41	38	36
30 sec	41	32	30	28	27
10 sec	27	21	21	19	18
CLASS B					
1 min	44	34	33	30	29
30 sec	33	25	24	23	22
10 sec	22	17	17	16	15
52 WEEKS					
CLASS AA					
1 min	62	45	44	43	40
30 sec	46	34	33	33	30
10 sec	32	23	23	21	20
CLASS A					
1 min	51	38	37	36	34
30 sec	39	28	27	27	25
10 sec	26	19	19	18	17
CLASS B					
1 min	42	32	30	29	26
30 sec	32	24	23	22	21
10 sec	21	16	16	15	14

1-minute and 30-seconds may be combined for package frequency.

(*) Fixed.

RATEHOLDER

Minimum 6 1-minute spots in AA, A or B only.

W X L O (FM)

1941

Stereo

NAB

An RKO General Station

Subscriber to the NAB Radio Code

Media Code 4 233 5862 1.00

RKO General, Inc., 1440 Broadway, New York, N. Y. 10018. Phone 212-764-7000.

See affiliated AM station for additional information. AM facilities: WOR.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Rick Devlin.
Director of Sales—Ed Milarsky.
Program Director—Al Casey.

2. REPRESENTATIVES

RKO Radio Representatives, Inc.

3. FACILITIES

ERP 5,100 w. (horiz.), 3,850 w. (vert.); 98.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,250 ft. above average terrain.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 3/15/75—Rec'd 5/22/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10-1 am.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Sat 6-10 am.
B—Mon thru Sun 1-6 am.

8. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	AAA	AA	A	B	AAA	AA	A	B
6 tl..	100	80	60	30	80	64	48	24
12 tl	95	75	55	28	76	60	44	22
18 tl	90	70	50	25	72	56	40	20
24 tl	85	65	45	21	68	52	36	17

Fixed position, extra 20%.
Preemptible, 20% discount.

7. PACKAGE PLANS

52-WEEK BULK PLAN

PER YR:	175x	350x	500x	1000x	1500x
RATE:	12 tl	18 tl	24 tl	24 tl	24 tl
Discount	5%	10%	15%	20%	25%

CONSECUTIVE WEEK PLAN

13-25 WEEKS

	1 min				30 sec			
	AAA	AA	A	B	AAA	AA	A	B
6 tl....	85	68	51	26	68	55	41	21
12 tl..	81	64	47	24	65	51	38	19
18 tl..	77	60	43	21	72	50	34	17
24 tl..	72	55	38	18	58	44	31	15
26-51 WEEKS								
6 tl....	80	64	48	24	64	51	39	19
12 tl..	76	60	44	23	61	48	35	18
18 tl..	72	56	40	20	58	45	32	16
24 tl..	68	52	36	17	55	42	29	14
52 WEEKS								
6 tl....	75	60	45	23	60	48	36	18
12 tl..	71	56	41	21	57	45	33	17
18 tl..	68	52	38	19	54	42	30	15
24 tl..	64	49	34	16	51	39	27	13

Edited by Rick Devlin.

STATIONS AND GROUPS IN NEW YORK URBAN AREA

Greater New York Radio Group

GREATER NEW YORK RADIO

Alan Torbet Associates, Inc.

Comprised of:

Non-Interconnected Stations

WGBB—Freeport-Hempstead, L. I., N. Y.
WGSM—Huntington, L. I., N. Y.
WCTC, WQMR (FM)—New Brunswick, N. J.
WFAS—White Plains, N. Y.

Media Code 4 233 5875 3.00

Business office—509 Madison Ave., New York, N. Y. 10022. Phone 212-752-1455. TWX 710-581-2869.

(This listing continued on next page)

NEW YORK

New York Urban Area—Greater New York Radio Group—Continued

1. PERSONNEL
General Manager—Alan Silverman.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 29a.
Contracts: 40c, 45, 46.
Comb.: Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 71a.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1-B Eff 6/1/72—Rec'd 5/4/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	112	108	102	96	——
30 sec	90	86	82	77	——
10 sec	67	65	61	58	——
CLASS A					
1 min	96	92	86	82	76
30 sec	77	74	69	66	62
10 sec	58	55	52	49	47
CLASS B					
1 min	88	82	76	72	68
30 sec	70	66	62	58	54
10 sec	53	49	47	43	41

7. PACKAGE PLANS
DRIVE AND WEEKEND PLAN

6-10 am Mon thru Sat	6	8
3-7 pm Mon thru Sat	3	4
10 am-3 pm Sat	4	2
Noon-7 pm Sun	4	3
TOTAL, PER WK:	24 ti	12 ti
	1968	1104

TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B
30 ti per wk 2100

WEEKEND PLAN—FRI 7 PM—SUN MIDNIGHT

	10 ti	20 ti	30 ti
Per wk	680	1280	1680

YEARLY PLAN—ROS

	250x	500x	750x	1000x
1 min	85	80	75	70

Long Island Network

Alan Torbet Associates, Inc.

Comprised of:
Interconnected by tape Stations
WGBB—Freeport-Hempstead, L. I., N. Y.
WGSM—Huntington, L. I., N. Y.
Media Code 4 233 5880 3.00
Business office—509 Madison Ave., New York, N. Y. 10022. Phone 212-752-1455.

1. PERSONNEL
General Manager—Alan Silverman.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 71a.

TIME RATES
No. 10 Eff 4/15/71—Rec'd 5/7/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	68.00	64.00	61.00	58.00	——
20/30 sec	54.40	51.20	48.80	46.40	——
ID's	34.00	32.00	30.50	29.00	——
CLASS A					
1 min	56.00	53.00	51.00	49.00	46.00
20/30 sec	44.80	42.40	40.80	39.20	36.80
ID's	28.00	26.50	25.50	24.50	23.00
CLASS B					
1 min	52.00	49.00	47.00	45.00	43.00
20/30 sec	41.60	39.20	37.60	36.00	34.40
ID's	26.00	24.50	23.50	22.50	21.50

7. PACKAGE PLANS
DRIVE AND WEEKEND PLAN

6-10 am Mon thru Sat	4	8
3-7 pm Mon thru Sat	4	8
10 am-3 pm Sat	2	4
Noon-7 pm Sun	2	4
Total	12 ti	24 ti
1 min	636.00	1200.00
20/30 sec	508.80	960.00

SATURATION PLAN

6-10 am Mon thru Sat	3	6
10 am-3 pm Mon thru Sat	6	12
3-7 pm Mon thru Sat	3	6
7 pm-midnight Mon thru Sat	3	6
10 am-midnight Sat	3	6
Noon-8 pm Sun	3	6
Total	21 ti	42 ti
1 min	987.00	1806.00
20/30 sec	789.60	1444.80

10 sec: 50% of 1-min.

Masla Suburban Group

Jack Masla & Company, Inc.

Comprised of:
Non-Interconnected Stations
WGLI—Babylon, N. Y.
WGCH—Greenwich, Conn.
WHLI—Hempstead, N. Y.
WVIP—Mount Kisco, N. Y.
WBLI (FM)—Patchogue, N. Y.
WHUD (FM)—Peekskill, N. Y.
WLNA—Peekskill, N. Y.
Media Code 4 283 5887 8.00
Business Office—Jack Masla & Co., Inc., 666 Fifth Ave., New York, N. Y. 10019. Phone 212-489-1250.

1. PERSONNEL
Eastern Sales Manager—Stanley Feinblatt.

2. REPRESENTATIVES
Jack Masla & Co., Inc

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 27, 28a, 29a, 29b, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 601, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 14 Eff 1/1/75—Rec'd 11/25/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun all day.
A—Mon thru Fri 10 am-3 pm; all other times.
Phase 1—WHLI, WHUD (FM), WLNA, WGCH.
Phase 2—WGLI, WVIP, WBLI (FM).

6. SPOT ANNOUNCEMENTS
1-12 WEEKS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	A 6 ti	A 12 ti	A 18 ti
Phase I	67.00	64.50	62.00	51.50	50.00	47.50
Phase II	54.00	49.00	48.00	46.00	42.00	39.00
13 WEEKS						
Phase I	64.50	61.50	59.00	49.50	46.00	43.50
Phase II	51.00	46.00	48.00	42.00	41.00	38.50
52 WEEKS						
Phase I	61.50	59.00	55.50	45.00	43.50	39.00
Phase II	49.00	47.00	46.00	40.00	40.00	38.00

7. PACKAGE PLANS
50/50 PLAN—1/2AA, 1/2A

EA. PHASE:	—1 wk— I	—1 wk— II	—13 wk— I	—13 wk— II	—52 wk— I	—52 wk— II
Plan 6	59.25	50.00	57.00	46.50	53.25	44.50
Plan 12	57.25	45.50	53.75	44.50	51.50	43.00
Plan 18	54.75	43.50	51.25	43.75	47.25	42.00

WALK WALK-FM
PATCHOGUE, N. Y.
See listing under Patchogue, N. Y.

WBAB WBAB-FM
1957 1958
BABYLON
Media Code 4 233 5900 9.00
Babylon-Bayshore Broadcasting Corp., Rt. 109, Babylon, L. I., N. Y. 11704. Phone 516-661-4000.

STATION'S PROGRAMMING DESCRIPTION
WBAB: Programmed for mass appeal.
MUSIC: contemporary. NEWS: Earth news; local, state, national & international; news blimps; traffic & railroad reports in drive times, local news conditions & headlines; public service & public affairs; talk shows. ENTERTAINMENT: live progressive rock concerts & special rock features, rock histories & interviews. Rec'd 5/5/75.

1. PERSONNEL
President—Mariel Hurenstein.
Vice-Pres. & Gen'l Mgr.—Larry Walsh.
Program Director—Mark Alan.

2. FACILITIES
1,000 w. days; 1440 kc. Non directional.
Operating schedule: 6 am-local sunset. EST.
FM—ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Antenna ht.: 175 ft. above average terrain.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 25a, 26, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 4/1/75—Rec'd 5/5/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight & all other times except Features.

6. SPOT ANNOUNCEMENTS

CONTRACT YR: PER WK:	6 ti	12 ti	18 ti	500x 24 ti	1000x 30 ti
CLASS AAA					
1 min	35.26	31.73	28.20	24.68	21.18
30 sec	26.44	23.80	21.15	18.51	15.87
CLASS AA					
1 min	28.48	25.63	22.78	19.26	17.09
30 sec	21.29	19.26	17.09	14.92	12.88

Edited by Mark Alan.

WBLI (FM)
1951
PATCHOGUE
Beck-Ross Communications, Inc.
Media Code 4 233 5925 6.00
WBLI, Inc., a division of Beck-Ross Communications, Inc., 31 W. Main St., Patchogue, L. I., N. Y. 11772. Phone 516-669-1290. New York 212-297-9393.

1. PERSONNEL
Pres. & Gen'l Mgr.—Martin F. Beck.
Vice-Pres. & Sta. Mgr.—Herbert Usenheimer.
National Sales Manager—James E. Champlin.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England—Creed Associates, Inc.

3. FACILITIES
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 106.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 27, 29a, 33b.
Contracts: 40a, 41, 46, 49, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 601.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WGLI, Babylon.
Member: The Beck-Ross Group: Masla Suburban Group.

TIME RATES
Eff 1/1/74—Rec'd 12/10/73.
AAA—Sun thru Sat 6 am-midnight.
AA—Sun thru Sat 5-6 am & midnight-2 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN/LESS:	6 ti	12 ti	18 ti	24 ti
AAA	37	35	33	31
AA	30	28	27	25
A	14	13	12	11

WBRW
1971
SOMERVILLE, N. J.
Media Code 4 233 5937 1.00
Somerset Valley Broadcasting Co., Inc., Box 1170, Somerville, New Jersey 08876. Phone 201-725-1170.

1. PERSONNEL
General Manager—Harry H. Haslett.

3. FACILITIES
500 w. days; 1170 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/75—Rec'd 1/6/75.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AA					
1 min	20.00	18.50	17.00	16.00	15.00
30 sec	18.00	16.50	15.00	13.50	12.50
CLASS A					
1 min	18.50	17.00	16.00	15.00	14.00
30 sec	16.00	14.50	13.00	11.50	10.00

10. SPECIAL FEATURES
5-min programs including news—1-1/2x 1-min.

WCTC WQMR (FM)
NEW BRUNSWICK, N. J.
See listing under New Brunswick, N. J.

WCTO (FM)
1970
SMITHTOWN

A Greater Media Station

Century National Sales

Media Code 4 233 5950 4.00
WCTO-Stereo, Box 697, Long Island, N. Y. 11746. Phone 516-423-6729.

STATION'S PROGRAMMING DESCRIPTION
WCTO (FM): MUSIC: adult, popular—fully orchestrated, heavily instrumental, modern selections blended with familiar standards. 15 min uninterrupted music segments separated by showcased commerical breaks. COMMERCIAL POLICY: no more than 7 commercials in any hour with at least 52 minutes of music. NEWS: 1 min at :30. Contact Representative for further details. Rec'd 1/24/72.

1. PERSONNEL
General Manager—Richard J. Scholem.
Sales Manager—Neil Ward.
Operations Manager—Paul Fleishman.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 12c.
Basic Rates: 20a, 22b, 23a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
AM facilities: WGSM, Huntington.

TIME RATES
No. 2 Eff 5/1/73—Rec'd 8/30/73.
AAA—10 am-8 pm.
AA—5-10 am & 8 pm-midnight.
A—Midnight-5 am.

6. SPOT ANNOUNCEMENTS

1 MIN/LESS:	1 ti	6 ti	12 ti	*18 ti	†24 ti
AAA	40.00	37.50	35.00	32.50	30.00
AA	33.00	30.50	28.00	26.50	24.50
A	12.50	11.25	10.00	9.25	8.25

(*) 500x.
(†) 1000x.

WFAS
1932
WHITE PLAINS

Alan Torbet Associates, Inc.

Media Code 4 233 5975 1.00
Division of Courtland Broadcasting Corp., Box 551, White Plains, N. Y. 10602. Phone 914-693-2400.

1. PERSONNEL
Pres. & Gen'l Mgr.—William S. Jaeger.
General Sales Manager—John A. Winkel.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0. 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: *11b, *12b, *13b, *14b.
Basic Rates: 20a, 21b, 22b, 23a, 24b, 24c, 25a, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42b, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60b, 60c, 60f, 601, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
(*) Provided that advertising equalling the weekly dollar equivalent of 3 Class B announcements is actually running at time of effective date of increase.
FM facilities: WWYD (FM).
Affiliated with American Entertainment Network.
Member: Greater New York Radio Group.

TIME RATES
No. 11 Eff 7/1/70—Rec'd 6/1/70.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sun 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-3 pm.
B—Mon thru Sun 7 pm-midnight.
Midnight-6 am rates on request.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	40	39	38	37	36
AA	36	35	34	33	32
A	28	27	26	25	24
B	18	17	16	15	14

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK:	Ea
12 Plan (2AAA, 4AA, 4A, 2B)	28
18 Plan (3AAA, 6AA, 6A, 3B)	26
24 Plan (4AAA, 8AA, 8A, 4B)	24

10. SPECIAL FEATURES
5-MINUTE NEWS, SPORTS, FINANCIAL NEWS
AAA and AA applicable 1-min. plus 14.00
A and B applicable 1-min. plus 10.00
2-MINUTE NEWS OR SPORTS HEADLINES WESTCHESTER WEATHER, TRAFFIC
AAA and AA applicable 1-min. plus 10.00
A and B applicable 1-min. plus 7.00

WGBB
1924
FREEPORT
A Susquehanna Station

Media Code 4 233 6000 7.00
Nassau Radio Corp., 1240 Broadcast Plaza, Merrick, N. Y. 11566. Phones New York City—212-658-6011; Long Island—516-623-1240.
Other office: Suite 512, 509 Madison Ave., New York, N. Y. 10022. Phone 212-421-5640.

1. PERSONNEL
Vice-President—Arthur W. Carlson.
Vice-Pres. Gen'l Mgr.—Louis Faust.
Local Sales Manager—Mark Cooper.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Greater New York Radio Sales: See Rep. & S/O pages.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15% on station time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 601, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Greater New York Radio Group, Long Island Network.

(This listing continued on next page)

TIME RATES
No. 9 Eff 11/1/70—Rec'd 10/30/70.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm & 7-11 pm; Sun all day.
C—Sun thru Sat 11 pm-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE
(Fixed position within 1 hr)

	12 ti	24 ti	48 ti	100 ti	500 ti
AA	40	38	35	35	35
A	37	35	32	32	32
B	30	28	25	23	20
C	15	13	10	6	6

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

Plan:	12	24	36
Mon thru Sat 6-10 am	3	4	6
Mon thru Sat 10 am-3 pm	3	6	6
Mon thru Sat 3-7 pm	3	4	6
Sun thru Sat 7-11 pm	2	4	6
Sun noon-7 pm	3	4	6
Sun thru Sat 11 pm-6 am	1	3	4
1 min, ea	30	23	30

SATURATION PLANS—ROS

PER MO:	1 ti	25 ti	50 ti	100 ti	150 ti	200 ti
1 min	30	25	20	17	16	16
PER YR:			250x	500x	750x	1000x
1 min		25	21	18	16	15

30 sec: 80% of 1-min. 10 sec: 60% of 1 min.

CONSISTENT USAGE DISCOUNT
3 mo/13 wk—5% 6 mo/26 wk—16%
12 mo/52 wk—15%
6 units per week minimum.

10. SPECIAL FEATURES
5 min News, Sports, Features—1-1/2x applicable 1-min.
3-min Headlines, Weather, Features—1-1/4x applicable 1-min.

Edited by Louis Faust.

WGLI
1958
BABYLON

NAB R A B

Beck-Ross Communications, Inc.
Media Code 4 233 6050 2.00
WGLI, Inc., a division of Beck-Ross Communications, Inc., 1290 Peconic Ave., Babylon, L. I., N. Y. 11704. Phone 516-669-1290. New York phone 212-297-9393.

1. PERSONNEL
Pres. & Gen'l Mgr.—Martin F. Beck.
Vice-Pres. & Sta. Mgr.—Herbert Usenheimer.
National Sales Manager—James E. Champlin.

2. REPRESENTATIVES
Jack Masia & Co., Inc.
New England—Creed Associates, Inc.

3. FACILITIES
5,000 w. day; 1,000 w. night; 1290 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 27, 29a, 33b.
Contracts: 40a, 41, 46, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i.
Cancellation: 70a, 70c, 71a, 73, 73b.
Prod. Services: 80, 82.
FM facilities: WBLI (FM), Patchogue.
Affiliated with American Entertainment Network.
Member: Masia Suburban Group, The Beck-Ross Group.

TIME RATES
No. 16 Eff 5/1/74—Rec'd 5/16/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Daily 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	260x
AA	30	27	25	23
A	25	23	21	19
B	21	19	17	15

7. PACKAGE PLANS
MULTI-SPOT WEEKLY DISCOUNT PLAN

WKLY:	12 ti	18 ti	24 ti
AA	25	23	21
A	21	19	17
B	17	15	13
TAP			
Plan I (1/3AA, 1/3A, 1/3B)	20	18	16
Plan II (1/2AA, 1/2B and/or all day Sat & Sun)	21	19	17

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

AA:	1x	26x	52x	104x	260x	312x
1/2 hr	110	95	90	85	80	75
1/4 hr	70	63	59	56	52	50
10 min	61	44	42	40	36	36
5 min	39	34	32	30	28	26
A:						
1/2 hr	85	75	70	65	60	55
1/4 hr	57	51	49	47	45	43
10 min	41	36	34	32	30	28
5 min	30	26	24	22	20	16
B:						
1/2 hr	59	52	49	46	43	38
1/4 hr	43	37	35	33	31	29
10 min	31	27	25	23	21	19
5 min	24	21	19	17	15	13

10. SPECIAL FEATURES
5-min News, Sports, Features—1-1/2 x applicable 1-min rate.

WGSM
1951
HUNTINGTON

A Greater Media Station

Alan Torbet Associates, Inc.

R A B

Media Code 4 233 6100 5.00
WGSM, Inc., Box 740, 900 Walt Whitman Rd., Melville, Long Island, N. Y. 11746. Phone 516-423-6740.

STATION'S PROGRAMMING DESCRIPTION
WGSM: Programming adult general.
MUSIC: MOR, general popular, 50%; standards, 50%. NEWS: 10 min at :55, 15 min at 7:15 am and 5:45 pm. Operates with seven newsmen, fifty stringers, one mobile unit, one fixed wing aircraft, six meterologists feature this specific area's weather. National, international, regional and local editorials. Daily features: this specific area's fishing, boating, theatre, sports, gardening, golf, pet news and road conditions. SPORTS: high school and college football, daily sportscast 5:15 pm. Contact Representative for further details. Rec'd 3/2/73.

1. PERSONNEL
General Manager—Richard J. Scholem.
General Sales Manager—Marion Ellis.
National Sales Manager—Philip Roberts.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Greater New York Radio Sales: See Rep. & S/O pages.

3. FACILITIES
5,000 w. days (1,000 w. critical hours); 740 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 6.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 29a.
Contracts: 40c, 45, 46.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70a, 70c, 71a.
FM facilities: WCTO (FM), Smithtown.
Member: Greater New York Radio Group, Long Island Network.

TIME RATES
No. 8 Eff 10/1/70—Rec'd 11/4/70.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

AA, PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	38.00	37.00	35.00	33.00	—
20/30 sec	30.40	29.60	28.00	26.40	—
ID's	19.00	18.50	17.50	16.50	—
A:					
1 min	32.00	31.00	29.00	28.00	26.00
20/30 sec	25.60	24.80	2320.	22.40	20.80
ID's	16.00	15.50	14.50	14.00	13.00
B:					
1 min	31.00	29.00	26.00	27.00	25.00
20/30 sec	24.80	23.20	22.40	21.60	20.00
ID's	15.50	14.50	14.00	13.50	12.50

7. PACKAGE PLANS
SATURATION PLAN I

	—SPOTS—	
6-10 am Mon thru Sat	6	3
3-7 pm Mon thru Sat	6	3
7-10 pm Mon thru Sat	4	2
10 am-3 pm Sat	4	3
Noon-7 pm Sun	4	2
PER WK:	24 ti	12 ti
1 min	620.00	350.00
20/30 sec	496.00	280.00

SATURATION PLAN II

	—SPOTS—	
6-10 am Mon thru Sat	6	3
10 am-noon Mon thru Sat	6	3
Noon-3 pm Mon thru Sat	6	3
3-7 pm Mon thru Sat	6	3
7 pm-midnight Mon thru Sat	6	3
10 am-3 pm Sat	6	3
Noon-7 pm Sun	6	3
PER WK:	42 ti	21 ti
1 min	957.00	520.00
20/30 sec	765.60	416.00

10. SPECIAL FEATURES
5-min News, Sports, Features—1-1/2x applicable 1-min.
3-min Headlines, Weather, Features—1-1/4x applicable 1-min.

WHBI (FM)
1962
NEWARK, N.J.

Media Code 4 222 6150 0.00
Cosmopolitan Broadcasting Corp., 80 Riverside Dr., New York, N. Y. 10024. Phone 212-799-8000.

STATION'S PROGRAMMING DESCRIPTION
WHBI (FM): Programmed primarily for minority groups.
English language schedule includes: rock and roll, interview shows, and churches. Foreign language 50%. English 50%. Programmed for Italian, Black, Irish, Greek, Hungarian, Polish, Slovakian, Norwegian, Albanian, Lithuanian, Portuguese, Ukrainian, Bulgarian, Armenian, Arabic, Spanish, Yugoslavian, Indian, Jamaican, Croatian, Turkish, Pakistani, Herbian, Rumanian, Argentinian, Brazilian, Chilean, Equadorean, French, Hebrew, Haitian, Persian, Japanese, Korean, Macedonian, Russian. Rec'd 10/14/74.

1. PERSONNEL
President—Donald J. Lewis.
General Manager—Allan D. Collins.
Office Manager—Sandra Davis.

3. FACILITIES
ERP 10,000 w.; 105.9 mc.
Operating schedule: 24 hour daily. EST.
Antenna ht.: 404 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 6a, 7a.
Basic Rates: 22a.
Contracts: 40a.

TIME RATES
Eff 7/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

AA:	1x	13x	26x	52x	104x
1 min	25.00	22.50	20.00	17.50	15.00
30 sec	20.00	17.50	15.00	12.50	10.00

Edited by Donald J. Lewis.

WHLI
1947
HEMPSTEAD

Media Code 4 233 6200 3.00
FM Broadcasting Corp., WHLI Bldg., 384 Clinton St., Hempstead, N. Y. 11550. Phones: Hempstead 516-481-3000; New York City 212-658-1100.

STATION'S PROGRAMMING DESCRIPTION
WHLI: Programmed for mass appeal.
MUSIC: all hit past & present. NEWS: local emphasis, 7 man staff, 70 weather reports a day. Morning & evening drive time information, traffic helicopter, school closings, train delays, etc. SPORTS: boating, fishing & reports. Extensive public service programming. Editorials, documentaries. Women's programming, gardening tips, ski reports, contests. Contact Representative for further details. Rec'd 10/1/74.

1. PERSONNEL
General Manager—Paul Godofsky.
Sales Manager—Joseph A. Lenn.

2. REPRESENTATIVES
Jack Masia & Co., Inc.
New England—Creed Associates, Inc.

3. FACILITIES
10,000 w. days; 1100 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 net time; monthly

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIOK.
Member: Masia Suburban Group.

TIME RATES
No. 12 Eff 1/1/69—Rec'd 12/20/68.
AA—Mon thru Fri sign-on-10 am & 3 pm-sign-off; Sat & Sun all day.
A—All other times

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	26x	52x	104x	156x	260x	312x
1 min	50	45	40	38	37	36	35
30 sec	40	36	32	31	30	29	28
CLASS A							
1 min	40	36	32	31	30	29	28
30 sec	32	29	26	25	24	23	22

7. PACKAGE PLANS
(Spots rotated)

CLASS AA PER WK, EA:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	50	40	37	35	33	31	30
30 sec	40	32	30	28	26	25	24
CLASS A							
1 min	40	32	30	28	27	25	24
30 sec	32	26	24	23	22	20	19
FIFTY/FIFTY PLAN PACKAGE (50% AA—50% A)							
1 min	45	36	34	32	30	28	27
30 sec	36	29	27	26	24	22	21

FIFTY/FIFTY PACKAGE
(50% AA—50% A)

	1x	26x	52x	104x	156x	260x	312x
1 min	45	41	36	35	34	33	32
30 sec	36	33	29	28	27	26	25

8. PROGRAM TIME RATES
CLASS AA

PER WK:	1 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	315	850	1070	1260	1426	1545
1/2 hr	190	515	645	760	855	930
1/4 hr	125	340	425	500	565	615
10 min	95	255	325	380	436	465
CLASS A						
1 hr	250	675	850	1000	1125	1225
1/2 hr	155	420	525	626	700	760
1/4 hr	100	270	340	400	450	490
10 min	75	205	255	300	340	370

Sunday time only, 15% additional; programs only.

10. SPECIAL FEATURES
5-MINUTE NEWS

PER WK:	1 ti	2 ti	4 ti	5 ti	6 ti	7 ti
AA	30	215	275	320	360	395
A	65	175	220	260	295	320

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%
5 minutes or more. (CE)

WIOK
(formerly WHLI-FM)
1947
HEMPSTEAD

N A F M B

Media Code 4 233 6200 6.00
FM Broadcasting Corp., 384 Clinton St., Hempstead, N. Y. 11550. Phones: Hempstead 516-481-3000; New York City 212-658-1100.
See affiliated AM station for additional information.
AM facilities: WHLI.

STATION'S PROGRAMMING DESCRIPTION
WIGK: Programmed for adults & young adults.
MUSIC 92%: MOR, blend of showtunes, popular standards & film music. Instruments & vocals presented in 27 min segments. NEWS 3%. COMMERCIAL POLICY: 8 minutes per hour; at :00 & :30.

Contact Representative for further details. Rec'd 7/31/75.

2. REPRESENTATIVES
Jack Masia & Co., Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
No. 3 Eff 6/15/71—Rec'd 6/1/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	25	23	21	19	17	15

30 sec/less: 80% of 1-min.
DISCOUNT
52 wk—10%
Submitted by Stephan Godofsky.

WKMB
1972
STIRLING, N. J.

Media Code 4 233 6215 1.00
K & M Broadcasters, Inc., 1390 Valley Rd., Stirling, N. J. 07980. Phone 201-647-4400.

STATION'S PROGRAMMING DESCRIPTION
NEWS: national & local every 1/2 hr. Local midday interview-talk show. Sports, weather, time. Rec'd 1/31/75.

1. PERSONNEL
President—Herbert P. Michels.

3. FACILITIES
250 w.; 1070 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. EST.

4. AGENCY COMMISSION
15%; 15 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/73—Rec'd 6/19/73.
AA—Mon thru Sat 5:30-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec
6 ti	11.00	9.00	9.00	7.00
12 ti	9.00	7.00	8.00	6.50
24 ti	7.00	5.50	5.50	4.50

10. SPECIAL FEATURES

6-MIN NEWSCASTS, PER WK:	6 ti	12 ti	24 ti
AA	14	13	12
A	12	11	10

WLIR (FM)
1959
GARDEN CITY

N A F M B

Media Code 4 233 6262 3.00
Stereo Broadcasters, Inc., 175 Fulton Ave., Hempstead, L. I., N. Y. 11550. Phones 516-485-9200, 212-895-1166.

STATION'S PROGRAMMING DESCRIPTION
WLIR (FM): Programmed for young adults, 18-35.
MUSIC: Rock, blend of hard rock, folk and country rock. Live concerts Tues 8 pm. Special Sat midnight. NEWS: at :60, youth oriented. Investigative reports and local news. Net news 4X daily. Public affairs magazine. Political forums during election periods. RELIGIOUS: Sun 6-8:30 am. Contact Representative for further details. Rec'd 4/15/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—John B. Rieger.
Vice-Pres. & Sta. Mgr.—Elton L. Spitzer.
Program Director—Paul Robinson.

2. REPRESENTATIVES
Mary Roslin, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.
Antenna ht.: 300 ft. above average terrain.
Operating Schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25c 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 46, 47c, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 8/1/75—Rec'd 7/31/75.
AAA—Mon thru Fri 6-10 am & 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 10 am-3 pm & midnight-2 am; Sat & Sun 6-10 am & midnight-2 am.

7. PACKAGE PLANS

PER WK:	—AAA— (*)	12 ti	18 ti	24 ti	—AA— (*)	12 ti	18 ti	24 ti
1 min	35.00	33.00	30.00	28.00	30.00	28.00	25.00	23.00
30 sec	28.00	26.50	24.00	22.50	24.00	22.50	20.00	18.50

(*) 1 ti or fixed.

TOTAL AUDIENCE PLAN

6-10 am	3	6	7
10 am-3 pm	3	4	6
3-7 pm	2	2	3
7 pm-midnight	2	4	5
Midnight-2 am	2	2	3
TOTAL TI:	12	18	24
1 min	360	504	600

BULK RATE—EQUAL ROTATION

	(*)	65x	130x	260x	520x	1000x
1 min	35.00	33.00	30.00	28.00	26.00	25.00
30 sec	28.00	26.50	24.00	22.50	21.00	20.00

(*) 1 ti or fixed.
10 sec: 60% of 1-min. preemptible.

10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.
Submitted by Elton L. Spitzer.

(New York Urban Area continued on next page)

NEW YORK

New York Urban Area—Continued

WLIX
1959
ISLIP

Media Code 4 233 6273 5.00
Long Island Broadcasting Corp., Box 540, L. I., N. Y. 11730. Phone 516-277-1100. New York City phone 212-895-6525.

STATION'S PROGRAMMING DESCRIPTION
WLIX: Programmed for young adults & adults 25-49. MUSIC: featuring single vocalists, groups & instrumentals. NEWS: 10-min local & regional emphasis during drive time, AM & PM. 5 min news at :60 & :30 rest of day. Contact Representative for further details. Rec'd 7/20/73.

1. PERSONNEL
President—Malcolm E. Smith, Jr.
General Manager—Harry Greenberg.
Program Director—Warren Greene.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
250 w. days; 540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 12b.
Basic Rates: 22a, 22b, 23a.
Contracts: 40a, 48.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 4/1/69—Rec'd 3/5/69.
AA—Mon thru Sat 6-10 am & 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	20/30	10 sec	1 min	20/30	10 sec
104 x	28.00	23.20	17.40	27.00	21.60	16.20
156 x	27.00	21.60	16.20	25.00	20.00	15.00
260 x	25.00	20.00	15.00	23.00	18.40	13.80
312 x	23.00	18.40	13.80	21.00	16.80	12.60
520 x	21.00	16.80	12.60	19.00	15.20	11.40

7. PACKAGE PLANS

	AA			A		
WKLY, EA:	1 min	20/30	10 sec	1 min	20/30	10 sec
6 ti	30.00	24.00	18.00	28.00	22.40	16.80
12 ti	28.00	22.40	16.80	26.00	20.80	15.60
18 ti	26.00	20.80	15.60	24.00	19.20	14.40
24 ti	24.00	19.20	14.40	22.00	17.60	13.20

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
Submitted by Harry Greenberg.

WNJR
1947
NEWARK, N. J.

Subscriber to the NAB Radio Code

Media Code 4 233 6290 4.00
WNJR Radio Co., 1700 Union Ave., Union, N. J. 07083. Phone 201-688-5000.

STATION'S PROGRAMMING DESCRIPTION
WNJR: Programmed for black listeners. MUSIC: rock; hits, disco music, album cuts, 10 40-min music sweeps. AIR PERSONALITIES handle all segments. Contests. NEWS: 60 or 90-sec newscasts once or twice per hour at varying times. Local newspersons & network. Public service throughout day, panel & discussion shows weeknights. Station community activities include talent contest, live shows, sports teams, beautification program, personality appearances & speakers. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
General Manager—Harvey E. Lynch.
Sales Manager—Ralph Quortin.
Program Director—Jeffery Dixon.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 29a.
Contracts: 47a.
Cancellation: 70a, 72.
Prod. Services: 80, 81.
Affiliated with Mutual Black Network.
Affiliated with National Black Network.
Affiliated with The Rep Network.
Discounts payable as earned, but allowed currently on non-cancellable contracts.

TIME RATES
No. 9 Eff 2/11/74—Rec'd 2/12/74.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti
1 min	50	48	47	46	45
30 sec	43	41	40	39	38
CLASS AA					
1 min	44	43	42	41	40
30 sec	40	39	38	37	36

MIDNIGHT—6 AM
1 min 20 30 sec 28

CONSECUTICE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
IMPACT—1/3 AM DRIVE, 1/3 EVENING, 1/3 DAY/EVENING

	12 ti	18 ti	24 ti	36 ti
1 min	44	43	42	41
30 sec	41	40	39	37

10. SPECIAL FEATURES
Newscasts—75.00.
Edited by Jeffery Dixon.

(D)

WPAT
1941
PATERSON, N. J.

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 233 6350 6.00
Division of Capital Cities Communications, Inc., 1396 Broad St., Clifton, N. J. 07013. Phone 201-472-0930, New York phone 212-688-9300.
Studios: Hepburn Rd. & Broad St., Clifton, N. J.

STATION'S PROGRAMMING DESCRIPTION
WPAT: Programmed for young adults and adults. MUSIC: 85% popular standards to jazz, show tunes to light classics, film music to folk, vocals and instrumentals, mixed, edited and blended on tape to achieve a distinctive sound. Music presented in uninterrupted 12 min programs daytime and 27 min programs nighttime. NEWS: 10% 5 min on half hour, plus on hour in drivetime. Public service throughout day. Sun, 6-8 am religious and educational programs. COMMERCIAL POLICY: Maximum 14 commercials per hour regardless of length, 6-10 am, 11 9 am-4 pm, 13 4-7 pm, 3 7 pm-12M. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James Arcara.
General Sales Manager—Aaron Daniels.
Regional Sales Manager—Fred Weinhaus.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 930 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15e, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 29a, 29b, 30.
Contracts: 40c, 41, 42b 42d, 43, 44b 46, 47a, 48, 51e.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 60j, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Affiliated with Katz Radio Network.

TIME RATES
No. 31 Eff 6/15/75—Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS

AM ONLY

1 MIN:	5 ti	10 ti	15 ti
Mon thru Sat 5:15-10 am	95	90	85
Mon thru Sat 10 am-2:50 pm	95	90	85
Mon thru Sat 2:50-8:15 pm	100	95	90
Mon thru Sun 8:15 pm-1 am	80	75	70
Sat & Sun 6 am-8 pm	90	85	80

AM/FM COMBINATION

1 MIN:	1 ti	10 ti	18 ti
Mon thru Fri 5:30-10 am	140	135	125
Mon thru Fri 10 am-2:50 pm	135	130	120
Mon thru Fri 2:50-8:15 pm	145	140	130
Mon thru Sun 8:15 pm-2 am	105	100	95

30 sec: 80% of 1-min.
Fixed, extra 10.00.
All 5 time periods earn a 10.00 per spot reduction.

10. SPECIAL FEATURES
Newscasts—extra 10.00.
Edited by Aaron Daniels.

(D)

WPAT-FM
1957
PATERSON, N. J.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 233 6351 4.00
Division of Capital Cities Communications, Inc., 1396 Broad St., Clifton, N. J. 07013. Phone 201-472-0930. New York phone 212-688-9300.
See affiliated AM station for additional information.

3. FACILITIES
ERP 12,500 w. (horiz.), 12,500 w. (vert.); 93.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 870 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WPAT. See that listing for rates.

TIME RATES
No. 30 Eff 5/1/74—Rec'd 5/17/74.

6. SPOT ANNOUNCEMENTS

1 MIN:	5 ti	10 ti	15 ti
Sat & Sun 6 am-8 pm	85	80	75

30 sec: 80% of 1-min.
10 sec (non-preemptible): 80% of 1-min.
10 sec (preemptible): 60% of 1-min.

(D)

WRKL
1964
NEW CITY

Media Code 4 233 6365 4.00
Rockland Broadcasters, Box 910, New City, N. Y. 10956. Phones 914-634-2000, 623-3533, 947-2000. N.Y.C. 212-299-5100, Bergen Co. 201-391-0515.

STATION'S PROGRAMMING DESCRIPTION
WRKL: Programmed for adults. MUSIC: MOR. NEWS: AP, local with 5 newsmen & 9 stringers. News every half hr. all day, extended news coverage 3x daily. Contact Representative for further details. Rec'd 2/7/75.

1. PERSONNEL
President—Betty Ramey.
Gen'l & Sales Mgr.—Matt Ricciardi.
Program Director—Peter Brooks.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1000 w., 910 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 2/10/75—Rec'd 2/7/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	20	19	18	17	16
A	18	17	16	15	14

20/30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	160	95	70

10. SPECIAL FEATURES

PER WK, EA:	3 ti	8 ti	12 ti
5 min newscasts	30	27	25

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
SURCHARGE
Specified time, extra 25%.

WRNW (FM)
1960
BRIARCLIFF MANOR

RAB

Media Code 4 233 6375 3.00
Lake Champlain Broadcasting Corp., 55 Woodside Ave., Briarcliff Manor, N. Y. 10510. Phone 914-762-1071.

STATION'S PROGRAMMING DESCRIPTION
WRNW (FM): Programmed for the 18-34 audience. MUSIC: progressive rock, folk, blues, pop singles, light classics & comedy. AIR PERSONALITIES handle all segments. NEWS: AP, Earth news 5x/day, M-F, communter reports, live performance reports. Public service throughout day. Features: European rock show 11:30 am-2 pm Sun. Live concerts. Rec'd 7/28/75.

1. PERSONNEL
President—Joe Newman.
General Manager—Donald Jay Barnett.
Sales Manager—Kent Murphy.

2. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 7-2 am. EST.
Antenna ht.: 330 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 25c, 28a, 29a.
Contracts: 40a, 41.
Comb.; Cont. Discounts: 60b, 60k.
Cancellation: 70a, 70c, 72, 73b.

TIME RATES
No. 3 Eff 9/4/73—Rec'd 10/4/73.
AAA—Mon thru Sun 6 pm-midnight; Mon thru Fri 6-10 am.
AA—Mon thru Sun 10 am-6 pm; Sat 8-10 am.
A—Tues thru Sun midnight-3 am; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	100x	200x	500x	1000x
AAA	25	22	15	16	13
AA	20	18	16	14	10
A	15	14	12	10	8

30 sec: 75% of 1-min. 10 sec: 33% of 1-min.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	22	19	18	14
AA	18	16	14	12
A	14	12	10	8

TOTAL AUDIENCE PLAN—1/4AAA, 1/2AA, 1/4A

	12 ti	18 ti	24 ti
1 min	180	225	250

30 sec: 75% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
News—2x applicable rate.
Features—1-1/2x applicable rate.

WTHE
1949
MINEOLA

Media Code 4 233 6400 9.00
Bursam Communications Corp., 266 Maple Pl., Mineola, N. Y. 11501. Phone 516-742-1520.

STATION'S PROGRAMMING DESCRIPTION
WTHE: MUSIC: country and western. NEWS: network every hour on hour, local news and features every hour on half hour. Rec'd 8/2/68.

1. PERSONNEL
General Manager—Richard L. Winslow.

3. FACILITIES
1,000 w. days; 1520 ks. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22b, 23a.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/74—Rec'd 1/2/75.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—All other times ROS.

6. SPOT ANNOUNCEMENTS

FIXED POSITION—AA

	1x	100x	200x	300 x	500x	750x	1000+
1 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00
30 sec	15.00	14.25	13.50	12.75	12.00	11.25	10.50
10 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

ROS:

	1 min	30 sec	10 sec
1 x	18.00	13.50	9.00
50 x	17.00	12.75	8.50
100 x	16.00	12.00	8.00
156 x	15.00	11.25	7.50
260 x	14.00	10.50	7.00
520 x	13.00	9.75	6.50
700 x	12.00	9.00	6.00
1000 x	11.00	8.25	5.50
2000+	10.00	7.50	5.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	260x	312x
1 hr	190.00	180.00	170.00	160.00	150.00	140.00
1/2 hr	112.50	105.00	97.50	90.00	82.50	75.00
1/4 hr	65.00	60.00	55.00	50.00	45.00	40.00
5 min	45.00	40.00	35.00	30.00	25.00	20.00

9. PARTICIPATING PROGRAMS
RAY WILSON SHOW—MON THRU FRI 2-3 PM

PER WK:	1 ti	6 ti	13 ti	19 ti
1 min	40	38	35	32
30 sec	32	30	28	25

SEGMENTS WITHIN SHOW WHEN AVAILABLE

5 min	50	48	45	42
10 min	60	58	55	52
1/4 hr	70	68	65	62

Edited by M. L. Howard.

WVIP WVIP-FM
1957 1964
MOUNT KISCO

NAB

Media Code 4 233 6425 6.00
V I P Broadcasting Corp., Box 808, Radio Circle, Mount Kisco, N. Y. 10549. Phones 914-241-1310, 725-0449.

STATION'S PROGRAMMING DESCRIPTION
WVIP: Adult contemporary programming. MUSIC: MOR mix, programmed in pairs, blend of yesterday & today combining selections from top 50 with station's album library. NEWS: 3 man staff, local professional weather service, 24 hour weather phones, mobile unit, AP wire, UPI, stringers, network; local news each 1/2 hour. Remotes, editorials, local issues & other related public affairs features. Features: gardening show, pet care show, memo pad, pet parade, traffic & commuter information. SPORTS: local daily, high school events, ski reports. Box office, Religious programs. Contact Representative for further details. Rec'd 11/5/74.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Kenneth B. Harris.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w. days; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 1,200 w. (horiz.), 1,200 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25b, 27, 28b, 29a, 30, 33a.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60f, 62a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Pred. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Masla Suburban Group.

TIME RATES
No. 12-A Eff 4/74—Rec'd 5/3/74.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 7 am-7 pm.
A—Daily 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti	48 ti
AAA	25	24	22	21	20	19
AA	20	19	17	16	15	14
A	16	15	13	12	11	10

30 sec: 80% of 1-min. *10 sec: 60% of 1-min.
(*) Not available in Class A.

7. PACKAGE PLANS
1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti	36 ti	48 ti	60 ti
1 min	195	270	335	465	570	650

30 sec: 80% of 1-min. 10 sec: Not available.
Must be used within 7-day period.
Specified: extra 20%.

10. SPECIAL FEATURES

1-MIN RATE PLUS:	AAA	AA	A
Local news	7	4	4
Features—5 min	5	3	3
Area weather	3	2	2

CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%
Submitted by Kenneth R. Harris.

WVNJ
1947
NEWARK, N. J.

Buckley Radio Sales, Inc.

Media Code 4 233 6430 6.00
Newark Broadcasting Corp., 621 W. Mount Pleasant Ave., Livingston, N. J. 07039. Phone 201-994-9191.
All copy & instructions; Traffic Dept. above address. Sales Office: WVNJ National Sales, 274 Madison Ave., New York, N. Y. 10016. Phone 212-349-1111.

STATION'S PROGRAMMING DESCRIPTION
WVNJ: Programmed for adults 25-49 desiring vocal music.
MUSIC: vocal versions of standard and contemporary songs primarily by established artists. NEWS: local and regional at :60. Contact Representative for further details. Rec'd 4/18/74.

(This listing continued on next page)

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Roy M. Schwartz.
General Sales Manager—Vern Hendrickson.
New Jersey Sales Manager—Barry Walden.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w.; 620 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14c.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40c, 41, 43, 46, 51b.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 32 Eff 2/1/75—Rec'd 2/10/75.
AA—Mon thru Sat 6-10 am & 3-8 pm.
A—Mon thru Sat 10 am-3 pm.
NIGHTTIME—Mon thru Sat 8 pm-midnight; Sunday all day.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	NIGHTTIME 1 min	NIGHTTIME 30 sec
6 tl	60	48	55	44	50	40
12 tl	55	44	50	40	45	36
24 tl	50	40	45	36	40	32

10. SPECIAL FEATURES
NEWSCASTS & PROGRAMS:

	5 min	1/4 hr	1/2 hr	1 hr
Ea	90	200	300	500

(D)

W V N J-FM
1961
NEWARK, N. J.

Media Code 4 233 6431 4.00
Newark Broadcasting Corp., 621 W. Mount Pleasant Ave., Livingston, N. J. 07039. Phone 201-994-9191.
All copy & instructions: Traffic Dept., above address.
Sales Office: WVNJ National Sales, 274 Madison Ave., New York, N. Y. 10016. Phone 212-349-1111.

STATION'S PROGRAMMING DESCRIPTION
WVNJ-FM: Programmed for adults 25-49 preferring instrumental music.
MUSIC: quarter-hour segments of standard & popular, restricted in quality and quantity of messages.
NEWS: local and regional at :00. Contact Representative for further details. Rec'd 4/18/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Roy M. Schwartz.
General Sales Manager—Vern Hendrickson.
New Jersey Sales Manager—Barry Walden.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
ERP 24,000 w. (horiz.), 10,000 w. (vert.); 100.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 666 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.
Contracts: 40c, 41, 45, 46, 51b.
Comb.: Cont. Discounts: 60a, 60i.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 32A Eff 9/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec
6 tl	40	32
12 tl	34	27

Edited by Roy Schwartz.

(D)

WVOX
WESTCHESTER
1960
NEW ROCHELLE
A Hudson-Westchester Station
Independent

SAB RAB

(This is a paid duplicate of the listing appearing under New Rochelle, N. Y.)
Media Code 4 233 4450 1.00
H-W Radio Inc., 1 Broadcast Plaza, New Rochelle, N. Y. 10801. Phone 914-636-1460.

STATION'S PROGRAMMING DESCRIPTION
WVOX: Programmed for adults, suburban housewives and commuters. NEWS: at :30, emphasis on local. 3 man news staff, 6 stringers, 10-10:30 am open line discussion. 10:30 am-2 pm community features, school, political, civic news. MUSIC: general and familiar, subordinate to community involvement. Private weather service. 2-2:30 pm swap shop. 2:30-sign-off open line talk, studio interviews, live stock market, commuter reports, UPI wire, live celebrity interviews. Ethnic programs on weekends, state capital correspondent, 3 mobile units, scheduled reports from County Board of Supervisors. Community offices manned by station to hear complaints of residents, 4 editorials daily, endorse political candidates. SPORTS: scholastic, college and professional football, regattas, Little League. Contact Representative for further details. Rec'd 1/29/69.

1. PERSONNEL
President—William O'Shaughnessy.
Vice-President—Jean T. Ensign.
2. REPRESENTATIVES
Marv Roslin, Inc.
Regional, Political, Religious & Educational Accounts—call station direct.
3. FACILITIES
500 w. days; 1460 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WVOX-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47c, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 11 Eff 6/1/71—Rec'd 12/10/71.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-2 pm; Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
1 tl	25	20	12	22	18	1[illegible]
6 tl	22	18	11	18	15	[illegible]
12 tl	19	15	16	16	12	[illegible]
	B			C		
1 tl	19	15	9	16	13	8
6 tl	16	12	8	13	11	7
12 tl	12	11	7	10	8	5

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS

PER WK:	1 min	30 sec	10 sec
18 tl (4AA, 4A, 6B, 4C)	252	198	126
24 tl (5AA, 5A, 10B, 4C)	288	240	144
36 tl (6AA, 6A, 16B, 8C)	360	285	180

Scheduled over 7 day period earn consecutive week discounts.

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER/SPECIAL REPORTS

PER WK:	AA	A	B	C
6 tl	180	150	----	----
12 tl	300	240	240	----
18 tl	----	270	270	180

All spots newscasts, sportscasts, special reports & weekly circulation plans may combine to earn weekly frequency discount.
All spots must rotate throughout all hours & days of time classes. 20/30 & 10 sec spot subject to availabilities.

CONSECUTIVE WEEK DISCOUNT
12 wk—2-1/2% 29 wk—7-1/2%
90 wk—5% 52 wk—10%
Applied as earned, provided minimum expenditure of 124.00 per wk is maintained.

(D)

WVOX-FM
1963
NEW ROCHELLE

SAB

A Hudson-Westchester Station
(This is a paid duplicate of the listing appearing under New Rochelle, N. Y.)
Media Code 4 233 4451 3.00
H-W Radio Inc., 1 Broadcast Plaza, New Rochelle, N. Y. 10801. Phone 914-636-1460.

STATION'S PROGRAMMING DESCRIPTION
WVOX-FM: Programmed for adults.
MUSIC: showtunes, block segments. TALK: commentary on Broadway shows, poetry readings, rock music for college and young adults on Sat evenings 6 pm-12M. Contact Representative for further details. Rec'd 1/22/69.

1. PERSONNEL
President—William O'Shaughnessy.
Vice-President—Jean T. Ensign.
2. REPRESENTATIVES
Marv Roslin, Inc.
Regional, Political, Religious & Educational Accounts—call station direct.
3. FACILITIES
ERP 3,000 w.; 98.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 195 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WVOX.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22b, 23a, 24a, 25b.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 12/1/69—Rec'd 11/20/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	24 tl	52 tl
1 min	12.00	10.00	9.00	8.00
20/30 sec	10.00	8.00	7.00	6.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	125	90	65

9. PARTICIPATING PROGRAMS
Westchester Arts with Professor Donald Spoto—Mon 10-11 am. Per spot 20.
Something Else Again with Dennis Elsas—Sun 8 am-midnight. Per spot 15.
10. SPECIAL FEATURES

PER WK:	8 tl	9 tl	12 tl	18 tl
3 min newscasts	20	18	16	18

(D)

WWDJ
1926
HACKENSACK, N. J.

SAB

Media Code 4 233 6443 9.00
Pacific & Southern Co., Inc., Box 970, Hackensack, N. J. 07602. Phone 201-242-5097.

STATION'S PROGRAMMING DESCRIPTION
WWDJ: Programmed for general audience. Religious inspirational format featuring national & local ministries. NEWS: local & national at :15. Public affairs talk show when available. Rec'd 4/25/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Larry Wasserstein.
3. FACILITIES
5,000 w.; 970 kc. Directional day and night.
Operating shcedule: 6-1 am. EST.
4. AGENCY COMMISSION
15% time only
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11f, 12f, 13f, 14f, 15a.
Basic Rates: 20b, 21b, 22b, 23c, 20, 22b, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51c.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72a.
Prod. Services: 81.

TIME RATES
No. 1 Eff 4/1/74—Rec'd 4/25/74.
A—Sun 5 am-midnight.
B—Mon thru Sat 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl
1 min	55	50	45	40

8. PROGRAM TIME RATES

CLASS A	1x	26x	52x	104x	208x	312x
1 hr	400	350	330	310	290	270
1/2 hr	300	280	260	240	220	210
1/4 hr	225	205	190	175	160	145
5 min	125	120	115	110	105	100
CLASS B						
1 hr	350	300	275	250	225	200
1/2 hr	245	205	185	165	145	125
1/4 hr	170	155	140	125	105	90
5 min	90	85	80	75	70	65

(D)

WWYD STEREO 104
FM 1947
WHITE PLAINS

SAB RAB

Media Code 4 233 6446 2.00
Division of Courtland Broadcasting Corp., Box 551, White Plains, N. Y. 10602. Phone 914-683-5906. New York Phone 212-993-6460.
See affiliated AM station for additional information.
AM facilities: WFAS.

1. PERSONNEL
General Sales Manager—Albert R. Levey.
3. FACILITIES
ERP 3,000 w. (horiz.); 3,000 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 670 ft. above average terrain.

TIME RATES
No. 1 Eff————Rec'd 4/5/74.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 5-10 am & 3 pm-midnight.
A—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	7 tl	14 tl	21 tl	28 tl
PER YR:		100x	200x	500x	1000x
AAA	30	26	24	23	21
AA	25	23	20	18	16
A	12	10	9	8	7

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA: AA rates apply.
Edited by Albert R. Levey.

NIAGARA FALLS (2 AM; 1 FM)
Niagara County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WHLD
1940

SAB

Media Code 4 233 6450 4.00
Earl C. Hull, Box 290, Ramada Inn, Niagara Falls, N. Y. 14302. Phone 716-285-8421.

STATION'S PROGRAMMING DESCRIPTION
WHLD: Programmed for adults, housewives & commuters.
MUSIC: MOR format including show tunes. NEWS: emphasis on local, 4 major newscasts daily beginning at 7:30 am; 2 news mobiles; UPI newswire; 5-min newscasts throughout day; 6 community calendars daily; news editor. SPORTS: emphasis on regional coverage; play-by-play golf tournament; 6 sportscasts daily. Rec'd 6/6/74.

1. PERSONNEL
Owner—Earl C. Hull.
General Manager—Edward F. Joseph.
2. REPRESENTATIVES
Call station collect.
3. FACILITIES
5,000 w. days; 1270 kc. Directional.
Operating schedule: 5:30 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28b, 28c, 29i, 30, 32a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 2/1/74—Rec'd 1/11/74.

6. SPOT ANNOUNCEMENTS

	1x	12x	24x	36x	104x	156x	260x
1 min	12.50	12.00	11.50	11.00	10.50	10.00	9.50
30 sec	11.00	10.50	10.00	9.50	9.00	8.50	8.00
15 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50

7. PACKAGE PLANS

PER WK. EA:	12 tl	24 tl	36 tl
1 min	8.50	8.25	8.00
30 sec	7.00	6.75	6.30
15 sec	6.00	5.75	5.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	208x	312x
1 hr	130	125	120	115	110	105	100
1/2 hr	90	85	75	70	65	60	55
1/4 hr	55	50	47	42	40	38	35
10 min	40	36	35	34	33	32	31
5 min	30	27	26	25	24	23	22

WHLD-FM
1946

SAB

Media Code 4 233 6451 2.00
Edward F. Joseph, Ramada Inn, Niagara Falls, N. Y. 14302. Phone 716-285-8421.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHLD-FM: Programmed basically for adult appeal.
MUSIC: Primarily show tunes, standards, better pops. Classical during Concert Hall daily from 7 pm-12M. Rec'd 1/5/73.

1. PERSONNEL
Owner—Mrs. Earl C. Hull.
3. FACILITIES
ERP 40,000 w.; 98.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 486 ft. above average terrain.

TIME RATES
Eff————Rec'd 1/5/73.

6. SPOT ANNOUNCEMENTS

	1x	30x	60x	90x
1 min	8.00	7.00	6.50	6.00
20/30 sec	6.00	5.23	4.75	4.50

WJJL
1947

RAB

Media Code 4 228 6500 6.00
Niagara Frontier Broadcasting Corp., Radio Center, 1224 Main St., Niagara Falls, N. Y. 14305. Phone 716-285-5795.

STATION'S PROGRAMMING DESCRIPTION
WJJL: Programmed for 25-49 age group.
MUSIC: contemporary, current hits. NEWS: emphasis on local/regional. 3 major local casts daily with local/regional hourly. National news highlights at :30. Weather & road condition reports hourly. SPORTS: 3 5-min casts daily plus scores on major events. Play-by-play major league baseball & college football, golf tournament. AIR PERSONALITIES featured throughout day, 6-10 am, noon-6 pm, 6 pm-sign-off. Daily talk show 10:05-11 am. Women' show 11 am-noon. Rec'd 11/11/74.

1. PERSONNEL
Gen'l Mgr./Nat'l Sales—Tom W. Talbot.
Engineering—Bill Chappel.
2. REPRESENTATIVES
Call station collect.
3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0: 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 26, 28a, 29b, 32a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff 12/15/76—Rec'd 11/11/76.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	13x	26x	52x	156x	312x
1 min	12.00	11.50	10.50	10.00	9.50	9.00
30 sec	10.00	9.75	9.50	9.00	8.50	8.00
10 sec	7.00	6.75	6.50	6.25	6.00	5.75

7. PACKAGE PLANS

PER WK:	1 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	10.00	9.00	8.25	7.75	7.25	7.00
30 sec	8.00	7.50	7.00	6.50	6.25	6.00
15 sec	6.00	5.75	5.25	5.00	4.75	4.50

NORTH SYRACUSE
Onondaga County—Map location D-6
See SRDS consumer market map and data at beginning of the State.

See Syracuse
(including East Syracuse, North Syracuse)

NORWICH (1 AM; 1 FM)
Chenango County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WCHN
1958

SAB

WCHN-FM
1961

RAB

Subscriber to the NAB Radio Code
Media Code 4 233 6550 1.00
Radio Norwich, Inc., 14 S. Broad St., Norwich, N. Y. 13815. Phone 334-2218.

1. PERSONNEL
Pres. & Gen'l Mgr.—William J. Hall.
2. REPRESENTATIVES
Market 4 Radio.
Regional Reps Corp.

(This listing continued on next page)

Norwich—WCHN, WCHN-FM—Cont'd

3. FACILITIES
500 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,219 w.; 92.9 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 251 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Member: New York Farm Network.

TIME RATES
Eff 2/1/73—Rec'd 1/26/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	312x
1 min	7.25	6.60	6.00	5.55	5.20	4.60
30 sec	6.00	5.30	4.60	4.30	3.95	3.30

OGDENSBURG

St. Lawrence County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WSLB
1940

NAB RAB

Media Code 4 233 6600 4.00
The Wireless Works, Inc., Box 239, 2315 Knox St., Ogdensburg, N. Y. 13669. Phone 393-1100.

STATION'S PROGRAMMING DESCRIPTION
WSLB: MOR 6 am-3 pm, rock 3 pm-midnight.

1. PERSONNEL
General Manager—Ms. Pat Tocatlian.
2. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 11/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS
YEARLY CONTRACT

DOLLAR EXPENDITURES, ROS:	30 sec	1 min
400	3.80	5.50
825	3.15	4.55
1350	2.90	4.25
2000	2.60	3.80
2700	2.35	3.50
4100	2.20	3.20
5400	2.05	3.00
7200	1.95	2.85

Specified time, extra 20%.

7. PACKAGE PLANS
7 DAYS OR LESS—ROS

PER WK:	1 ti	12 ti	25 ti	40 ti	60 ti	100 ti
1 min	7.65	66.60	117.50	182.00	255.00	395.00
30 sec	5.30	46.80	82.50	128.00	180.00	275.00

Specified time, extra 20%.

OLEAN (2 AM; 1 FM)

Cattaraugus County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WEBF
(formerly WHDL-FM)
1949

Stereo

Media Code 4 233 6625 1.00
3219 W. State Rd., Olean, N. Y. 14760.
See affiliated AM station for additional information.
AM facilities: WHDL.

STATION'S PROGRAMMING DESCRIPTION
WEBF: Programmed for adults.

3. FACILITIES
ERP 43,000 w.; 95.7 mc. Stereo.
Antenna ht.—630 ft. above average terrain.
Operating schedule: 6:30 am-11:15 pm.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS
1 min or less 7.00
10. SPECIAL FEATURES
Weather—1-min/30 sec 7.50
News—2 min 8.00

WHDL
1929

Media Code 4 233 6650 3.00
WHDL, Inc., (affiliated with the Olean Times-Herald), 3210 W. State Rd., Olean, N. Y. 14760. Phone 716-372-0101.

STATION'S PROGRAMMING DESCRIPTION
WHDL: Programmed for an adult audience.
MUSIC: middle-of-the-road music. NEWS: local news on hour. Network news on half hour. SPORTS: area high school football and basketball, college basketball, pro football, college football and major league baseball. Special ski programs in season. Also community service broadcasts of common council and local school board. Contact Representative for further details. Rec'd 4/25/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—John R. Hennet.
Asst. Sta. Mgr. & Prog. Dir.—Donald F. McLean.
Sales Manager—Joseph K. Rado.
2. REPRESENTATIVES
Mort Bassett & Co., Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-11:16 pm. EST.
4. AGENCY COMMISSION
16/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 6, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21b, 22a, 23a, 24b, 24c, 25a, 25b 26c, 29a.
Contracts: 40a, 42b, 44a, 44b, 45, 46, 48, 49, 61b.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WERF.
Affiliated with American Entertainment Network.

TIME RATES
Eff 2/1/71—Rec'd 2/4/71.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14	12	12	11

20/30 sec: 60% of 1-min. 10 sec: 50% of 1-min.
Minute and 20-second spots may be combined in packages, 10-second spots may not.
No combosts in spot announcements.

6. PROGRAM TIME RATES
5 Min—1-1/2x 1-min.
(Q)

WMNS
1957

Media Code 4 233 6700 2.00
Radio Olean, Inc., 168-1/2 N. Union St., Olean, N. Y. 14760. Phone 716-372-6660.

STATION'S PROGRAMMING DESCRIPTION
WMNS: Programmed primarily for adults.
Continuous record entertainment with controlled ratio general popular music, showtunes, standards, current hits. Audience participation contests: 5 min newscasts half hourly. 15 min extended news and sports 8 am, noon, 5:30 pm or 4:15 pm. Hourly community notices. Weather every 15 min. AIR PERSONALITIES all segments. TALK: casual, personality oriented. Live play-by-play regional sports. COMMERCIAL POLICY: attention-getter leadins, frequently taped, product protection. Sat 11 am-1 pm locally produced country music shows. Rec'd 8/2/67.

1. PERSONNEL
Pres & Gen'l Mgr.—James C. Gleason.
Program Director—Jack Gasta.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21b, 22a, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 51a.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Member: National AgRadio Groups, Inc.

TIME RATES
Eff 1/1/70—Rec'd 1/6/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	312x
1 min	9.50	8.85	7.95	7.65	7.25	6.75	6.25
30 sec	7.50	7.30	6.90	6.55	6.15	5.75	5.35

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	25 ti	35 ti	45 ti
1 min	7.50	7.00	6.75	6.50	6.25	6.00

30 sec: 70% of 1-min. 20 sec/less: 50% of 1-min.
1-minute and 30-second spots may be combined.

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min rate.
(Q)

ONEIDA (1 AM; 1 FM)

Madison County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WMCR — WMCR-FM
1956 — 1972

Media Code 4 233 6750 7.00
Warren Broadcasting Co., Inc., WMCR Bldg., Genesee St., Oneida, N. Y. 13421. Phone 315-363-0050.

STATION'S PROGRAMMING DESCRIPTION
WMCR: MUSIC: MOR.

1. PERSONNEL
Vice-President—Vivian Warren.
3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
ERP 3,000 w. (horiz.), 2,000 w. (vert.); 106.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 720 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 11 Eff 7/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS

	1x	156x	260x
1 min	7.00	6.50	6.25
30 sec	5.65	5.30	5.00

7. PACKAGE PLANS

14 CONSEC DAYS:	20 ti	30 ti
1 min	130.00	187.50
30 sec	106.00	150.00

ONEONTA (1 AM; 2 FM)

Otsego County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WDOS
1947

RAB

Media Code 4 233 6800 5.00
Sea-Mount Radio Corp. of New York, 104 Chestnut St., Oneonta, N. Y. 13820. Phone 607-432-1500.

STATION'S PROGRAMMING DESCRIPTION
WDOS: Programmed for adults; MOR.

1. PERSONNEL
Pres. & Gen'l Mgr.—Al Sayers.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast newscasts only; 6-6:10 am, noon-1 pm & 6-6:15 pm. For non-simulcast facilities see WSRK.
4. AGENCY COMMISSION
15% time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM Facilities: WSRK.
Affiliated with American Entertainment Network.

TIME RATES
No. 20 Eff 3/1/75—Rec'd 3/24/75.
AA—Mon thru Sat 6-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	Open	52x	156x	260x	520x	780x	1040x	1560x
CLASS AA								
1 min	9.30	8.15	7.10	6.45	5.90	5.35	4.95	4.65
30 sec	7.50	6.55	5.85	5.20	4.75	4.30	4.00	3.80
10/15	4.65	4.10	3.55	3.25	2.95	2.65	2.50	2.35
CLASS A								
1 min	8.95	7.80	6.75	6.10	5.55	5.00	4.60	4.30
30 sec	7.20	6.25	5.35	4.90	4.45	4.00	3.75	3.50
10/15	4.50	3.90	3.35	3.10	2.80	2.50	2.30	2.20

7. PACKAGE PLANS

	AA				A			
ROS:	10 ti	15 ti	20 ti	30 ti	10 ti	15 ti	20 ti	30 ti
1 min	6.50	5.95	5.50	5.15	6.10	5.55	5.10	4.75
30 sec	5.20	4.80	4.45	4.15	4.90	4.45	4.10	3.80
10/15	3.25	3.00	2.80	2.60	3.10	2.80	2.55	2.35

Within 7 days.
10. SPECIAL FEATURES
5-min News/Weather/Sports—extra .60.

WONT (FM)
1972

Media Code 4 233 6837 2.00
Franklin Mountain Broadcasting Corp., Box 308, Oneonta, N. Y. 13820. Phone 607-432-0154.

STATION'S PROGRAMMING DESCRIPTION
WONT(FM): Programmed for adults.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Keith L. Andre.
2. FACILITIES
ERP 2,000 w.; 103.1 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 360 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Affiliated with American Information Network.

TIME RATES
Eff 11/28/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

	1x	51x	151x	201x	500+
1 min	5.50	4.50	3.75	3.25	3.00
30 sec	4.40	3.60	3.00	2.60	2.40

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	4.00	3.50	3.25	3.00
30 sec	3.00	2.50	2.25	2.00

WSRK
1975

Media Code 4 233 6843 0.00
Sea-Mount Radio Corp. Of New York, 104 Chestnut St., Oneonta, N. Y. 13820. Phone 607-432-1500.
See affiliated AM station for additional information.
AM facilities: WDOS.

STATION'S PROGRAMMING DESCRIPTION
WSRK: Programmed for young adults; contemporary.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Sayers.
3. FACILITIES
ERP 850 w.; 103.9 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 525 ft. above average terrain.
Partial simulcast operation. Operated separately all times except newscasts. For simulcast facilities see WDOS.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
No. 20 Eff 3/1/75—Rec'd 3/24/75.

6. SPOT ANNOUNCEMENTS

PER YR:	Open	52x	156x	260x	520x	780x
1 min	4.50	3.90	3.35	3.10	2.80	2.55
30 sec	3.60	3.15	2.75	2.50	2.25	2.00
10/15 sec	2.25	1.95	1.75	1.55	1.45	1.30

7. PACKAGE PLANS

WITHIN 7 DAYS, ROS:	10 ti	15 ti	20 ti
1 min	3.35	3.10	2.80
30 sec	2.75	2.50	2.25
10/15 sec	1.75	1.55	1.45

10. SPECIAL FEATURES
5 min News/Weather/Sports—extra .60.

OSWEGO (1 AM; 1 FM)

Plus 1 paid cross reference.
Oswego County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WOSC
FULTON

City of license, Fulton, New York
Oswego—1 W. Bridge St., Oswego, N. Y. 13126. Phone 315-343-2630.
See listing under Fulton, New York.

WSGO — WSGO-FM
1961 — 1973

Media Code 4 233 6850 5.00
Robert C. Gessner, Box 144 E. Seneca St., Oswego, N. Y. 13126. Phone 315-343-1440.

1. PERSONNEL
Gen'l & Sales Mgr.—Robert C. Gessner.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.
Operating schedule: 6 am-midnight. EST.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15%; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: New York Farm Network.

TIME RATES
No. 4 Eff 2/1/73—Rec'd 1/30/73.
AA—Mon thru Sat 6-9 am & 3 pm-local sunset.
A—Mon thru Sat 9 am-2 pm; Sun all day-local sunset.
R—AM sign-off-midnight (FM only).

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	5 ti	7 ti	10 ti	14 ti	21 ti
AA	8.00	7.50	7.00	6.50	6.00
A	6.50	6.00	5.50	5.00	4.50
R	5.00	4.50	4.00	3.50	3.00

20/30 sec: 80% of 1-min.
10. SPECIAL FEATURES
5 min newscasts—1-1/2x 1-min rate.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%.

OWEGO (1 AM; 1 FM)

Tioga County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WEBO — WEBO-FM
1957 — 1972

NAB RAB

Media Code 4 233 6900 6.00
WEBO Radio, Inc., Box 295, Owego Treadway Motor Inn, Rt. 17-C, Owego, N. Y. 13827. Phones 607-687-0371, 746-9121.

1. PERSONNEL
President—Warren F. Haas.
Vice-President—Frank E. Penny.
2. REPRESENTATIVES
Market 4 Radio.
New England Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 1,150 w. (horiz.), 1,150 w. (vert.); 101.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 450 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15%; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 24a, 24b, 29a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60b, 60l, 60k, 61b, 62d.
Cancellation: 70c, 71a, 72a.
Production Services: 82.
Affiliated with MBS.

TIME RATES
Eff 1/1/74—Rec'd 4/19/74.
AA—Mon thru Sat 6-9 am & 3:30-6:30 pm, fixed.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
	1 min	30 sec	1 min	30 sec
52-156 x	6.75	5.70	6.30	5.10
312 x	5.95	5.00	5.35	4.40
624 x	5.45	4.55	5.00	3.95

10 sec: 50% of 1-min.

7. PACKAGE PLANS

1 MINUTE

	AA				A			
WK:	24+	12 ti	6 ti	1 ti	24+	12 ti	6 ti	1 ti
1-3 wk	6.05	6.90	7.45	8.45	5.45	6.30	6.90	7.90
*4 wk.	5.45	6.30	6.90	7.90	5.00	5.70	6.30	7.30

30 SECONDS

1-3 wk	5.20	5.90	6.35	7.20	4.60	5.30	5.75	6.60
*4 wk.	4.60	5.30	5.75	6.60	4.00	4.70	5.15	6.00

10 sec: 50% of 1-min.

*DISCOUNT
17 wk—5% 34 wk—10% 52 wk—15%

PATCHOGUE (1 AM; 2 FM)

Suffolk County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

WALK — WALK-FM
1952 — 1962

NAB RAB

Horizons Communications Corporation
Subscriber to the NAB Radio Code
Media Code 4 233 6950 6.00
Island Broadcasting System, Inc., Box 230, Patchogue, L. I., N. Y. 11772. Phone 516-475-5200.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward W. Wood, Jr.
Station Manager—Jack Ellsworth.
Administrative Ass't to Pres.—Philip A. Roll.
2. REPRESENTATIVES
Mort Bassett & Co., Inc.
3. FACILITIES
500 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 15,000 w.; 97.5 mc.
Operating schedule: 6-2 am.
Antenna ht.: 520 ft. above average terrain.
4. AGENCY COMMISSION
15%; no cash discount. Bills payable 10th of month.

(This listing continued on next page)

8. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60c, 60k, 61c.
Cancellation: 71a, 73a.
Sold in combination with WRIV, Riverhead, N. Y.

TIME RATES
Eff ——— Rec'd 1/28/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

9. SPOT ANNOUNCEMENTS

BTA PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	18	17	16	15
A	15	14	13	12

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WALK/WRIV, RIVERHEAD COMBINATION

AA	30	28	26	25
A	25	23	21	20

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

6. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
(Q)

WBLI (FM)

PATCHOGUE, N. Y.
See listing under New York Urban Area, N. Y.

PEEKSKILL (1 AM; 1 FM)

Westchester County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

WHUD (FM)

1956

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 7900 6.00
Highland Broadcasting Corp., Box 188, Radio Terrace, Peekskill, N. Y. 10566. Phone 914-737-1124.

STATION'S PROGRAMMING DESCRIPTION
WHUD (FM): Programmed for adults and young adults.
AIR PERSONALITIES host all programs. MUSIC: MOR including film music, showtunes & standards. News: regional & national at :60 & :30. COMMERCIAL POLICY: 10 minutes per hour maximum. Contact Representative for further details. Rec'd 1/27/72.

1. PERSONNEL
Vice-Pres. & Mgr.—James D. Rocss, Jr.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo
Operating schedule; 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 23a, 25a, 26, 27.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60g, 62d.
Cancellation: 70d, 71a, 72.
Prod. Services: 81, 82.
AM facilities: WLNA.
Member: Masla Suburban Group.

TIME RATES
No. 2N Eff 12/1/72—Rec'd 12/6/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	35	33	31	29
AA	28	26	24	22
A	23	22	21	20

20/30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti
1 min	324	450	552

20/30 sec: 80% of 1-min.

WLNA

1948

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 7950 1.00
Highland Broadcasting Corp., Radio Terrace, Peekskill, N. Y. 10566. Phone 914-737-1124.

STATION'S PROGRAMMING DESCRIPTION
WLNA: Programmed for adult interest.
AIR PERSONALITIES handle all segments. MUSIC: middle-of-the-road. 3 man news team, stringers, UPI and UPI audio. 25 newscasts daily, 5 to 30 min each. Stock market reports. 9 sports programs daily. Play-by-play high school football and college basketball. Community involvement, beepers, public affairs programs, assist in fund raising, community announcements, editorials. Station promotion. Mobile unit remotes. Contact Representative for further details. Rec'd 4/30/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Irving E. Cottrell.
Vice-Pres. & Mgr.—James D. Rocss, Jr.
Sales Manager—Ted Morris.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 23a, 25a, 26, 27.
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60g, 62d.
Cancellation: 70d, 71a, 72.
Prod. Services: 81, 82.
AM facilities: WHUD (FM).
Member: Masla Suburban Group.

TIME RATES
No. 18N Eff 12/1/72—Rec'd 12/6/72.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3 pm-sign-off.
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	28	27	26	25
AA	23	21	20	19
A	17	16	15	14

20/30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti
1 min	238	317	396

20/30 sec: 80% of 1-min.
Guaranteed 50% in drive time.

PLATTSBURGH (3 AM; 1 FM)

Plus 1 paid duplicate.
Clinton County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WEAV / WEAV-FM

1934 / 1960

SAB

Media Code 4 233 7100 4.00
Plattsburgh Broadcasting Corp., 28 Court St., Plattsburgh, N. Y. 12901. Phone 518-561-0960.

1. PERSONNEL
President—George F. Bissell.
Vice-Pres. & Gen'l Mgr.—George F. Bissell, Jr.
Sales Manager—Tom Bouyea.

2. REPRESENTATIVES
Market 4 Radio.
Canada—Radio and Television Sales, Inc.

3. FACILITIES
5,000 w.; 960 kc.
Directional—separate patterns, day and night.
Operating schedule: 5 am-12:06 am. EST.
FM-ERP 3,700 w.; 99.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 111 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net charges for time; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23b, 24b, 24c, 25a, 26b, 28c, 29a, 31.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 38A Eff 1/1/73—Rec'd 5/21/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	104x	208x	312x	520x
1 min	12	10	8	7	6
30 sec	8	7	6	(*)	5

(*) 5.50.

7. PACKAGE PLANS

PER WK, 60S, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	7.80	7.50	7.30	7.10	6.80	6.50
30 sec	6.15	6.00	5.85	5.70	5.55	5.40

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 wk	125	75	50
26 wk	100	60	40
52 wk	75	45	30

10. SPECIAL FEATURES
ROTATING LOCAL NEWS, WEATHER, SPORTS

PER WK:	*1 ti	3 ti	6 ti	7 ti
Cost	11.00	10.50	10.00	9.50

(*) Scheduled at discretion of station.
Guaranteed times & news adjacencies: 60 sec, flat 9.00. 30-sec, flat 7.00
Minimum 12 wk schedule on all special features.

WIRY

1950

SAB

Media Code 4 233 7150 9.00
WIRY Inc., 301-03 Cornelia St., Plattsburgh, N. Y. 12901. Phone 518-563-1340.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald L. Polkey.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England—Nona Kirby Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL RATE POLICY
Affiliated with MBS.

TIME RATES
No. 6 Eff 4/1/75—Rec'd 4/21/75.
I—Mon thru Sun 6-10 am & 4-7 pm.
II—Mon thru Sun 10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 10 ti	I 20 ti	I 30 ti	I 40 ti	II 10 ti	II 20 ti	II 30 ti	II 40 ti
1 min	10.50	10.25	10.10	9.70	9.75	9.55	9.40	9.00
30 sec	8.40	8.20	8.10	7.75	7.75	7.65	7.50	7.20

YR:	1x	104x	312x	1000x	1x	104x	312x	1000x
1 min	10.50	10.00	9.50	9.35	9.75	9.25	9.00	8.65
30 sec	8.40	8.00	7.60	7.50	7.75	7.40	7.20	6.90

WKDR

1968

Media Code 4 233 7175 6.00
Metro Group Broadcasting, Inc., Box 518, Plattsburgh, N. Y. 12901. Phone 518-561-7600.

STATION'S PROGRAMMING DESCRIPTION
WKDR: Modern country music.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Peter B. Guibord.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
New England—New England Spot Sales, Inc.

3. FACILITIES
5,000 w.; 1,070 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 6A Eff 6/1/74—Rec'd 5/21/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	208x	312x
1 min	5.75	5.45	5.15	4.90	4.60
30 sec	4.60	4.30	4.15	3.90	3.70

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	5.00	4.80	4.60	4.40	4.20	4.00
30 sec	4.00	3.80	3.60	3.40	3.20	3.00

10. SPECIAL FEATURES
ROTATING LOCAL NEWS/WEATHER/SPORTS

PER WK:	1 ti	3 ti	6 ti	7 ti
30 sec	5.00	4.90	4.80	4.75

WWSR-FM

1970
ST. ALBANS, VT.

SAB RAB

(This is a paid duplicate of the listing appearing under St. Albans, Vt.)
Subscriber to the NAB Radio Code
Media Code 4 247 7421 4.00
Radio St. Albans, Inc., Box 270, Swanton Rd., St. Albans, Vt. 05478. Phone 802-524-2133.

STATION'S PROGRAMMING DESCRIPTION
WWSR-FM: Programmed for adults 18-49.
MUSIC: hit parade. Blend of top current & past hits & current top 40. NEWS: 4 min hourly plus 1/2-hour block at beginning & end of broadcast day. COMMERCIAL POLICY: 2-min commercial clusters 4x each hour, maximum 8 commercial minutes per hour. Occasional specials: golden weekends, syndicated specials & features. Contact Representative for further details. Rec'd 6/24/74.

1. PERSONNEL
Station Manager—John O. Kimel.
Sales Manager—Donald E. Tessier.
Operations Manager—John H. Shaefer.

2. REPRESENTATIVES
McGavren-Guild, Inc.
New England—Northeastern Spot Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,006 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 5:30-2:30 am. EST.
Antenna ht.: 215 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 28b, 28c.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 71a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/2/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	624x	1000x
1 min	6.00	5.90	5.80	5.70	5.60	5.25	5.00	4.75
30 sec	5.05	5.00	4.95	4.85	4.75	4.55	4.20	4.00
10 sec	3.15	3.10	3.05	3.00	2.90	2.70	2.45	2.25

7. PACKAGE PLANS

WK:	5 ti	7 ti	10 ti	14 ti	21 ti	28 ti	35 ti	50 ti
1 min	6.00	5.80	5.60	5.40	5.20	5.00	4.80	4.60
30 sec	5.05	4.95	4.75	4.60	4.40	4.20	4.10	3.90

(D)

PORT JERVIS (1 AM; 1 FM)

Orange County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WDLC / WDLC-FM

1953 / 1970

SAB RAB

Media Code 4 233 7200 2.00
Port Jervis Broadcasting Co., Inc., Box 929, Neversink Dr., Port Jervis, N. Y. 12771. Phone 914-856-5185.

1. PERSONNEL
Pres. & Gen'l Mgr.—Oscar Wein.

3. FACILITIES
1,000 w. days, 250 w. nights. 1490 kc.
Non-directional.
Operating schedule: 6:30 am-11:15 pm. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

8. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 9 Eff 4/15/74—Rec'd 7/23/74.
AAA—Mon thru Sat 6:59-9 am.
AA—Mon thru Sat 6:30-6:59 am, 11:59 am-1 pm & 3:59-7 pm.
A—Mon thru Sat 9-11:59 am & 1-3:59 pm; Sun all day.
E—Mon thru Sat 7-11:15 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	AAA 1 wk	AAA 13 wk	AAA 52 wk	AA 1 wk	AA 13 wk	AA 52 wk
6 ti	7.00	6.50	5.50	6.25	5.75	4.75
10 ti	6.75	6.25	5.25	6.00	5.50	4.50
20 ti	6.50	6.00	5.00	5.75	5.25	4.25

	A 1 wk	A 13 wk	A 52 wk
6 ti	5.00	4.75	4.25
10 ti	4.75	4.50	4.00
20 ti	4.50	4.25	3.75

30 SECONDS

	AAA 1 wk	AAA 13 wk	AAA 52 wk	AA 1 wk	AA 13 wk	AA 52 wk
6 ti	6.00	5.50	4.50	5.25	4.75	3.75
10 ti	5.75	5.25	4.25	5.00	4.50	3.50
20 ti	5.50	5.00	4.00	4.75	4.25	3.25

	A 1 wk	A 13 wk	A 52 wk
6 ti	4.00	3.75	3.25
10 ti	3.75	3.50	3.00
20 ti	3.50	3.25	2.75

E: 1 min/30 sec, 85% of A.
20 sec: 80% of 30-sec. 10 sec: 60% of 30-sec.

7. PACKAGE PLANS

7 CONSEC DAYS:	1 min	30 sec
10 ti (1AAA, 2AA, 4A, 3E)	48.00	41.00
20 ti (2AAA, 4AA, 8A, 6E)	90.00	72.50
25 ti (3AAA, 5AA, 9A, 8E)	105.00	85.00
50 ti (5AAA, 10AA, 20A, 15E)	200.00	155.00

POTSDAM (1 AM; 1 FM)

St. Lawrence County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPDM

1955

SAB

Media Code 4 233 7250 7.00
St. Lawrence Radio, Inc., Potsdam, N. Y. 13676. Phone 315-265-5510. Canton 315-386-2696.

STATION'S PROGRAMMING DESCRIPTION
WPDM: Programmed for young adults.

1. PERSONNEL
Traffic Manager—Betty Bombard.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WPDM-FM.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: New York Farm Network.

TIME RATES
No. 5 Eff 9/1/72—Rec'd 8/3/72.

6. SPOT ANNOUNCEMENTS
ANNUAL CONTRACT RATES

PER YR:	50x	100x	150x	200x	250x	300+
1 min	9.00	8.50	8.00	7.50	7.00	6.56
30 sec	6.75	6.35	6.00	5.50	5.25	4.85

Advertisers using less than 25% quarterly billed at earned frequency rate.

7. PACKAGE PLANS
OCCASIONAL ADVERTISERS

	1 ti	6 ti	11 ti	21 ti	31+
1 min	10.00	9.00	8.50	8.00	7.50
30 sec	7.50	6.75	6.35	6.00	5.50

Must be used within 14 days. Max 15 spots per day.

10. SPECIAL FEATURES
HOURLY NEWSCASTS
6 ti, per wk. 72.00

WPDM-FM

1968

SAB

Media Code 4 233 7251 5.00
St. Lawrence Radio, Inc., Box 348, Potsdam-Canton Rd., Potsdam, N. Y. 13676. Phone 315-265-5510. Canton 315-386-2696.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 153.5 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WPDM.

TIME RATES
No. 5 Eff 9/1/72—Rec'd 8/3/72.

6. SPOT ANNOUNCEMENTS
EASY EVENING—6 PM-MIDNIGHT
FM only: 50% of WPDM. See that listing.

POUGHKEEPSIE (3 AM; 3 FM)

(including Hyde Park)
Dutchess County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WEOK

1949
POUGHKEEPSIE

RAB

Media Code 4 233 7300 0.00
WEOK Broadcasting Corp., Box 416, Pendell Rd., Poughkeepsie, N. Y. 12602. Phone 471-1500.

STATION'S PROGRAMMING DESCRIPTION
WEOK: Programmed for adults & young adults.

(This listing continued on next page)

Poughkeepsie—WEOK—Continued

MUSIC: 66% popular; 35% standards. ENTERTAINMENT: 6-10 am with AIR PERSONALITIES, music commentaries & emphasis on local news. 10 am-2 pm, air personalities, music, audience participation with discussion, interviews & debates. 2 pm-sign-off, personalities, music, emphasis on local news. News throughout day 5 min at :60, featuring network, national, international, local & community. Headlines at :30 & 30-min news round-up at 12N, 4-man news staff. 2 mobile units. General sports news in AM; Auto racing sports in pm. Contact Representative for further details. Rec'd 4/9/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Louis H. Pells.
Program Director—Ralph Arrigale.
News Director—Glenn Laxton.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES
5,000 w. days; 1390 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast newscasts & talk programs. For non-simulcast facilities see WPDH (FM).

4. AGENCY COMMISSION
15/0 net time only: monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Contracts: 40a, 41, 45.
Cancellation: 70a, 70e, 71a.
FM facilities: WPDH (FM).

TIME RATES
No. 8 Eff 4/30/71—Rec'd 5/3/71.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 10 am-7 pm.
III—All other times

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 min	I 30 sec	I 10 sec	II 1 min	II 30 sec	II 10 sec
1 ti	16.00	12.80	8.00	14.00	11.20	7.00
12 ti	14.00	11.20	7.00	12.00	9.60	6.00
18 ti	12.00	9.60	6.00	10.00	8.00	5.00

	III
1 ti	12.00	9.60	6.00
12 ti	10.00	8.00	5.00
18 ti	8.00	6.40	4.00

7. PACKAGE PLANS
CUME PLAN
PER WK: 1 min
30 ti (15 I, 10 II, 5 III), ea. 16
15 ti (8 I, 5 II, 2 III), ea. 12
10 ti (5 I, 3 II, 2 III), ea. 14
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min 1-1/2x 1-min.
DISCOUNT
52 wk—10%
Minimum wkly sched of 6 1-min spots 6am-12mid Mon-Sun necessary to maintain consec wk advertising.

WHVW
1963
HYDE PARK

Media Code 4 233 7325 7.00
Ubiquitous Corp., Box 95, Violet Ave., Hyde Park, N. Y. 12538. Phone 914-454-1020 & 2121.

STATION'S PROGRAMMING DESCRIPTION
WHVW: Programmed with young adult format.

1. PERSONNEL
President—Thomas C. Durfey.
Station Manager—Thomas Shovan.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
500 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/71—Rec'd 8/20/71.
AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 MINUTE

PER WK:	6 ti	10 ti	26 ti	30 ti
4 wk	8.00	7.75	7.50	7.25
13 wk	7.75	7.50	7.25	7.00
26 wk	7.50	7.25	7.00	6.75
52 wk	7.25	7.00	6.75	6.50
30 SECONDS				
4 wk	6.25	6.00	5.75	5.50
13 wk	6.00	5.75	5.50	5.25
26 wk	5.75	5.50	5.25	5.00
52 wk	5.50	5.25	5.00	4.75
CLASS A 1 MINUTE				
4 wk	7.25	7.00	6.75	6.50
13 wk	7.00	6.75	6.50	6.25
26 wk	6.75	6.50	6.25	6.00
52 wk	6.50	6.25	6.00	5.50
30 SECONDS				
4 wk	5.00	5.50	5.25	5.00
13 wk	5.75	5.25	5.00	4.75
26 wk	5.25	5.00	4.75	4.50
52 wk	5.00	4.75	4.50	4.25

WHVW-FM
1970
HYDE PARK

Media Code 4 233 7326 5.00
Ubiquitous Corp., Box 95, Violet Ave., Hyde Park, N. Y. 12538. Phone 914-454-1020.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff————Rec'd 3/1/73.

6. SPOT ANNOUNCEMENTS

PER DAY, 1 MIN:	13 wk	26 wk	52 wk
1 ti	6.00	4.50	4.00
2 ti	5.50	4.00	3.50
3 ti	5.00	3.50	3.00

WKIP
1949
POUGHKEEPSIE

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 233 7350 5.00
Olympian Broadcasting Corp., Box 1450, Poughkeepsie, N. Y. 12602. Phone 914-471-2300.

STATION'S PROGRAMMING DESCRIPTION
WKIP: MUSIC: modern MOR. NEWS: network at :55 & :25. Contact Representative for further details. Rec'd 4/3/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Leonard R. Kinney.
Vice-Pres. & Nat'l Sales Mgr.—Jack McWeeney.
Vice-Pres. & Local Sales Mgr.—Joel Andrews.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
New England—New England Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Directional days, non-directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b. 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22b, 23b, 24c, 25a, 28c, 29b, 33a.
Contracts: 40a, 41, 44a, 50, 51b.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62b.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff————Rec'd 5/3/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	15	14	13	12	11
A	14	13	12	11	10
B	12	11	10	9	8

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
(1/3AA, 1/3A, 1/3B)

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	13	12	11	10	9

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

10. SPECIAL FEATURES
News Broadcasts—1-1/2x 1-min rate.

WPDH (FM)
1961
POUGHKEEPSIE

Media Code 4 233 7362 0.00
WEOK Broadcasting Corp., Box 416, Poughkeepsie N. Y. 12602. Phone 914-471-1500.
See affiliated AM station for additional information.
AM facilities: WEOK.

STATION'S PROGRAMMING DESCRIPTION
WPDH (FM): Programmed for people of all ages. MUSIC: modern country. NEWS: at :30. SUN: pm, Greek, Italian, Polish, Jewish & fine arts. Contact Representative for further details. Rec'd 11/30/73.

1. PERSONNEL
President—Louis H. Pells.
Station Manager—Ralph Mark.

3. FACILITIES
ERP 14,000 w. (horiz.), 11,000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 830 ft. above average terrain.
Partial simulcast operation. Operated separately except newscasts & talk programs. For simulcast facilities see WEOK.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KHS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 10/1/73.

6. SPOT ANNOUNCEMENTS
1 min, flat 7

9. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	50	35	25	19

DISCOUNT
26 wk—5% 52 wk—10%

WSPK (FM)
1947
POUGHKEEPSIE

R A B

Media Code 4 233 7375 2.00
Lance Communications, Inc., 475 South Ave., Beacon, N. Y. 12508. Phone 914-831-1260.
Mailing address: Box 1703, Poughkeepsie, N. Y. 12601.

1. PERSONNEL
Pres. & Gen'l Mgr.—Alford H. Lessner.
Vice-Pres. & Sta. Mgr.—Robert E. Lessner.
Vice-Pres. & Sales Mgr.—Robert A. Outer.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 1,250 ft. above average terrain.
Partial simulcast operation. Operated separately 10:30-1 am. For simulcast facilities see WBNR. Newburgh-Beacon.

4. AGENCY COMMISSION
15/0 net time only; 10 days.

5. GENERAL ADVERTISING See code regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb., Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WRNR, Newburgh-Beacon.
Affiliated with MRS.

TIME RATES
Eff 6/1/71—Rec'd 6/7/71.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
10 ti	8.50	8.25	8.00	7.50	7.00
20 ti	8.25	7.75	7.50	7.00	6.50
30 ti	8.00	7.50	7.00	6.50	6.00
50 ti	7.50	7.00	6.50	6.00	5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 75% of 1-min.

PULASKI
Oswego County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Sandy Creek-Pulaski

REMSEN
Oneida County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WADR
1966

Media Code 4 233 7400 6.00
P. H. Incorporated, Box 1480, Remsen, N. Y. 13438. Phone 315-831-3941.
Sales Office: Rm. 423, 258 Genesee St., Utica, N. Y. 13502. Phone 315-724-5158.

STATION'S PROGRAMMING DESCRIPTION
WADR: MUSIC: 100% modern country & western

1. PERSONNEL
President—Joseph P. Uzdavinis.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w.; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: New York Farm Network.

TIME RATES
Eff 9/1/72—Rec'd 8/1/72.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	26x	52x	104x	208x	312x
Mon-Sun 6-10 am & 3-7 pm	8.00	7.75	7.50	7.00	6.50	6.00
Mon-Sun 10 am-3 pm	10.00	9.75	9.50	9.00	8.75	8.00
All other times	6.00	5.75	5.50	5.25	5.00	4.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(CR)

RENSSELAER
Rensselaer County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

See Albany-Schenectady-Troy
(including Rensselaer)

RIVERHEAD (2 AM; 1 FM)
Suffolk County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

WRCN
1963

Media Code 4 233 7450 3.00
East Shore Broadcasting, Inc., Box 666, Flanders Rd., Riverhead, N. Y. 11901. Phone 516-727-1570.

1. PERSONNEL
General Manager—James L. Puthrese.

2. REPRESENTATIVES
Michael Fulford Company, Inc.

3. FACILITIES
1,000 w. days; 1570 kc Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WRCN-FM.

4. AGENCY COMMISSION
15/0 time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
Eff 6/14/74—Rec'd 6/20/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-6 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	13.00	12.50	12.00	11.25	10.00
CLASS A					
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	12.00	11.50	10.50	9.75	9.00

WRCN-FM
1962

R A B

Media Code 4 233 7451 1.00
East Shore Broadcast, Inc., Box 666, Flanders Rd., Riverhead, L. I., N. Y. 11901. Phone 516-727-1570.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 320 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-sunrise. For simulcast facilities see WRCN.

TIME RATES
Eff 6/14/74—Rec'd 6/20/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	13.00	12.00	11.00	10.00	9.50
30 sec	11.00	10.50	10.00	9.50	9.00

WRIV
1955

R A B

Horizons Communications Corporation
Subscriber to the NAB Radio Code
Media Code 4 233 7500 5.00
Island Broadcasting System (WRIV) Inc., Box 814, Riverhead, L. I., N. Y. 11901. Phone 516-727-1200.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward W. Wood, Jr.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.

3. FACILITIES
1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15/0: 10th of month

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Sold in combination with WALK, Patchogue, N. Y. See that listing for rates.

TIME RATES
Eff 8/1/68—Rec'd 7/1/68.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	15	14	13	12
A	12	11	10	9

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

ROCHESTER (6 AM; 7 FM)
Monroe County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	80	63	68	38
B	50	37	50	37
C	42	36	42	32
D	32	29	32	32
AVERAGE	51	41	48	35

WAXC
1925

EASTMAN RADIO, INC.

NAB

Media Code 4 233 7525 2.00
Sande Broadcasting Co., Inc., 50 Chestnut St., Rochester, N. Y. 14604. Phone 716-546-2825. TWX 510-253-8496.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John T. Sayre.
National Sales—Joseph A. Farrar.
Program Director—Larry White.

(This listing continued on next page)

the NEW BBF RADIO 95
A Subsidiary of LIN Broadcasting Corporation
The modern, contemporary sound in Rochester—the state's 3rd largest market.
Top personalities...community involvement...today's music...that's WBBF.
A MUST BUY for teens and 18-49 adults in Rochester.
Blair has all the facts.
(Source: SRDS CMD 1-1-75)

2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1460 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%; 1.5% mo. charge on balances beyond 45 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 23b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 2 Eff 8/1/73—Rec'd 7/12/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
III—All other times.

9. SPOT ANNOUNCEMENTS

PER WK:	I 1 min	I 30 sec	II 1 min	II 30 sec	III 1 min	III 30 sec
1 ti	44.00	35.00	39.00	31.00	33.00	26.00
12 ti	42.00	33.50	37.00	29.50	31.00	24.50
18 ti	40.00	32.00	35.00	28.00	29.00	23.00
24 ti	38.00	30.50	33.00	26.00	27.00	21.50
30 ti	36.00	28.50	31.00	24.50	25.00	20.00

WBBF
1947

LIN Broadcasting Corp.

BLAIR RADIO

Media Code 4 233 7550 8.00
WBBF, Inc., a subsidiary of LIN Broadcasting Inc., 850 Midtown Tower, Rochester, N. Y. 14604. Phone 716-232-7550, TWX: 510-253-3422.
1. PERSONNEL
President—Donald A. Pels (LIN Broadcasting Corp.).
Pres. & Gen'l Mgr.—Dan Clayton.
General Sales Manager—Nick Nickson.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
1,000 w.; 950 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net charges for time and service.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBFB (FM).
Affiliated with American Contemporary Network.

TIME RATES
No. 10 Eff 5/15/74—Rec'd 7/16/74.
AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.
A—Sun thru Sat 8 pm-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	52	42	38	31	34	30
12 ti	50	40	36	29	32	28
18 ti	48	38	34	27	30	26
24 ti	46	36	32	25	28	24

B: 1-min/less, flat 8.00.
ID's: 60% of 1-min.

10. SPECIAL FEATURES

5-MIN NEWSCASTS:	AAA	AA	A
3 ti	65	50	40
6 ti	60	45	35
12 ti	55	42	30

WBFB (FM)
1961

Media Code 4 233 7575 7.00
WBBF, Inc., a subsidiary of LIN Broadcasting Inc., 850 Midtown Tower, Rochester, N. Y. 14604. Phone 716-232-2174. TWX 510-253-3422.
See affiliated AM station for additional information.
AM facilities: WBBF.
1. PERSONNEL
Station Manager—Nick Nickson.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.

TIME RATES
No. 2 Eff 9/1/68—Rec'd 8/26/68.
6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	125x	250x	500x
1 min/less	16.00	9.50	9.00	8.50	8.00	7.50	7.00

8 PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x	500x
1 hr	70	67	64	61	58	55	52
1/2 hr	53	50	48	46	44	42	40
6 min	30	29	28	27	26	25	24

WCMF (FM)
1960

NAB RAB NAFMB

Media Code 4 233 7600 3.00
Community Music Service, Inc., 129 Leighton Ave., Rochester, N. Y. 14609. Phone 716-233-3200.

STATION'S PROGRAMMING DESCRIPTION
WCMF (FM): Programmed for young adults.
MUSIC: Progressive rock blended with jazz & folk. AR segments live with air personalities. Live concerts broadcast on regular basis. Contact Representative for further details. Rec'd 4/5/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—James Trayhern.
Sales Manager—David Hanna.
Program Director—Bernie Kimpal.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 20,000 w. (horiz.), 26,000 w. (vert.); 96.5 mc. Stereo.
Operating schedule: 3e hours daily. EST.
Antenna ht.: 293 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 16.
Basic Rates: 20a, 23b, 24a, 24c, 27, 29a, 33d.
Contracts: 40a, 41, 44b, 45, 46, 49, 50, 51a.
Comb.; Cont. Discounts: 60d, 60f, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 8 Eff 11/1/74—Rec'd 11/15/74.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 6 am-midnight.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 10 am-3 pm & 1-6 am; Sat & Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	36	30	30	24	28	22
6 ti	34	28	28	22	26	21
12 ti	32	26	26	21	24	20
18 ti	30	24	24	20	22	18
24 ti	28	22	22	18	20	16

WDKX
1974

Media Code 4 233 7612 8.00
Monroe County Broadcasting Co., Inc., 1337 Main St. E., Rochester, N. Y. 14609. Phone 716-288-5470.
STATION'S PROGRAMMING DESCRIPTION
WDKX: Ethnic programming, mass appeal.
MUSIC: R & B, popular jazz, gospel & Spanish.
NEWS: local & network. SPORTS: network sports. Community interest talk shows. RELIGION: Sun 6 am-noon, various church denominations. Contact Representative for further details. Rec'd 8/4/75.
1. PERSONNEL
General Manager—Ralph Featherstone.
General Sales Manager—Harold Edwards.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
ERP 8,000 w.; 103.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 536 ft. above average terrain.
4. AGENCY COMMISSION
15% on time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 5, 6a.
Basic Rates: 20b, 22a, 25a, 28b, 28c, 31, 33b.
Comb.; Cont. Discounts: 60b.
Cancellation: 70c, 71a, 73a.
Prod. Services: 81, 82.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 2 Eff 6/1/75—Rec'd 8/4/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 7 pm-midnight; Sat 6 am-midnight.
A—Mon thru Fri 10 am-3 pm; Sun all day.
B—Mon thru Sun midnight-6 am.

8. SPOT ANNOUNCEMENTS
FIXED

	AAA 1 ti	AAA 12 ti	AAA 24 ti	AAA 36 ti	AA 1 ti	AA 12 ti	AA 24 ti	AA 36 ti
1 min	20	18	16	14	18	16	14	12
30 sec	16	14	13	11	15	13	11	10
	A				B			
1 min	16	14	12	10	14	12	10	8
30 sec	13	11	10	8	11	10	8	6

7. PACKAGE PLANS
1/2AAA & A, 1/2A & B

PER WK, EA:	3 ti	12 ti	24 ti	36 ti
1 min	14	13	12	11
30 sec	12	11	10	9

Subject to availability.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	150	75	40

10. SPECIAL FEATURES
5-min newscast, 25.00.
CONSECUTIVE WEEK DISCOUNT
13 wk— 5% 26 wk 10% 52 wk—15%

WEZO (FM)
1966

Stereo

RAB

A Mairite Station
Media Code 4 233 7625 8.00
Mairite Broadcasting, Inc., 931 E. Main St., Rochester, N. Y. 14601. Phone 716-473-6800. TWX 510-253-4560.
See affiliated AM station for additional information.
AM facilities: WNYR.
STATION'S PROGRAMMING DESCRIPTION
WEZO (FM): Programmed for adults 18-49.
MUSIC: current popular showtunes, standards. NEWS 7%: 3 man news staff. COMMERCIAL POLICY: maximum 6 commercial units per hour. Contact Representative for further details. Rec'd 1/2/75.
3. FACILITIES
ERP 50,000 w. (horiz), 50,000 w. (vert.); 101.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 365 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.

TIME RATES
Sold in combination with WNYR. See that listing for rates.

WHAM
1922

NAFB NAB

A William Rust Station
Media Code 4 233 7650 8.00
Rust Communications Group, Inc., 350 East Ave., Rochester, N. Y. 14604. Phone 716-454-4664.
STATION'S PROGRAMMING DESCRIPTION
WHAM: Programmed for adults and young adults.
FARM: 5-6 am & 12:15-1 pm with farm director presenting interviews, information, market reports. NEWS: 5 min at :00, network information & local, 15 min at 7, 8 AM, 12N, 5, 6, & 11 PM, 6-6:35 PM news, sports, stock market commentary. 5 man news staff, mobile unit, daily editorials. SPORTS: College football. AIR PERSONALITIES handle all segments. MUSIC: 5 am-12M general popular, including current hits, 12M-5 am jazz. Concerts. TALK: telephone discussion program 9:30-11 pm. Contact Representative for further details. Rec'd 10/27/72
1. PERSONNEL
President—William F. Rust, Jr.
General Manager—Robert L. Luther.
National Sales Manager—Jon W. Ellison.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
50,000 w.; 1180 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net charges for time
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60g.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82
FM facilities: WHFM (FM)
Affiliated with American Information Network.

TIME RATES
WHAM/WHFM (FM) COMBINATION
No. 25 Eff 6/1/74—Rec'd 7/1/74.

NEW YORK

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sun 5-6 am; Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B
6 ti	92	80	75	50
12 ti	90	78	73	48
18 ti	85	74	68	46
24 ti	78	69	65	44

30 sec: 80% of 1-min.

7. PACKAGE PLANS

TAP:	8 ti	12 ti	20 ti	30 ti
1 min	68	63	58	53

1 min AM only: Deduct 8.00.
30 sec: 80% of 1-min.

AM ONLY

6. SPOT ANNOUNCEMENTS

NON-PREEMPTIBLE:	AAA	AA	A	B
6 ti	82	70	65	40
12 ti	80	68	63	38
18 ti	75	64	58	36
24 ti	68	59	55	34

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TAP—PREEMPTIBLE

WKLY:	1 min
8 ti (2AAA, 2AA, 3A, 1B)	480
12 ti (3AAA, 3AA, 4A, 2B)	660
20 ti (5AAA, 5AA, 6A, 4B)	1000
30 ti (7AAA, 7AA, 9A, 7B)	1350

30 sec: 80% of 1-min.
ROS—6 AM-MIDNIGHT—PREEMPTIBLE

	15 ti	20 ti
1 min	45	40
30 sec	36	32

8. PROGRAM TIME RATES
A—Daily 6 am-11 pm.
B—Daily 11 pm-6 am.

CLASS A	1x	13x	52x	156x	312+
1 hr	368	352	332	312	294
1/2 hr	224	214	202	190	178
1/4 hr	178	170	160	152	142
10 min	138	130	124	118	110
5 min	98	92	88	82	78
CLASS B					
1 hr	264	250	238	224	210
1/2 hr	158	152	142	134	126
1/4 hr	118	112	106	100	94
10 min	92	88	82	78	74
5 min	66	62	58	54	52

WHFM (FM)
1939

NAB

Media Code 4 233 7750 6.00
Rust Communications Group, Inc., 350 East Ave. Rochester, N. Y. 14604. Phone 716-454-2040.
See affiliated AM station for additional information.
AM facilities: WHAM.
STATION'S PROGRAMMING DESCRIPTION
WHFM (FM): Programmed for teens & adults 18-34.
MUSIC: contemporary with minimum talk and interruptions. NEWS: at :20 & :50. Contact Representative for further details. Rec'd 8/5/74.
1. PERSONNEL
Sta. & Sales Mgr.—Richard D. Booth.
Program Director—Al Peterson.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 340 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
3. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with WHAM. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 10/1/74—Rec'd 10/7/74.
AAA—Mon thru Sat 2 pm-midnight.
AA—Mon thru Sat 6 am-2 pm; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

(This listing continued on next page)

NUMBER 1
1 WEZO-WNYR
Rochester's Dominant Duo
First in Metro and TSA
#1 Adults 18-49 Mon.-Sun. 6AM to Midnight
#1 Adults 18-49 Mon.-Fri. 6AM to 7PM
#1 Adults 18-49 Mon.-Fri. Combined Drive
#1 Men 18-49 Mon.Fri. Combined Drive
#1 Women — all demographics Mon. thru Fri. 10AM to 3PM
1/4 Hour Average, October/November ARB-Subject to Limitations of Survey
MALRITE BROADCASTING STATIONS
Represented by KATZ RADIO

Rochester—W H F M (FM)—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	15	13	12	11	13	12	11	10
30 sec	12	11	10	9	11	10	9	8

A: Flat 1-min 7.50; 30-sec 6.00.
10 sec: 60% of 1-min.

7. PACKAGE PLANS

SEVEN-DAY PLANS

Mon thru Sat 6-10 am	6	5	4	3
Mon thru Sat 10 am-2 pm; Sun 6 am-midnight	13	9	6	5
Mon thru Sat 2-7 pm	6	5	4	3
Mon thru Sat 7 pm-midnight	6	5	4	3
TOTAL TIMES:	31	24	18	14
1 min	235	207	174	149
30 sec	188	166	139	119

Edited by Robert L. Luther.

WNYR
(formerly WRVM)
1946

KATZ RADIO

RAB

A Mairite Station
Media Code 4 233 7900 9.00
Mairite Broadcasting, Inc., 631 E. Main St., Rochester, N. Y. 14604. Phone 716-473-6800. TWX 510-253-4546.

1. PERSONNEL
President—Milton Maltz.
Vice-Pres. & Gen'l Mgr.—Bill Scarbrough.
General Sales Manager—Gary Sankey.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
250 w. days; 680 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

9. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 29a, 33a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WEZO (FM).
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
No. 1A Eff 4/1/73—Rec'd 3/28/73.
AAA—Mon thru Sun after 10 am.
AA—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	70.00	69.00	68.00	67.00	66.00
AA	66.00	65.00	64.00	63.00	62.00

20/30 sec: 80% of 1-min.
10 sec: AM, 50% of 1-min.
10 sec: FM, 30% of 1-min.

AM ONLY
No. 2 Eff 6/1/73—Rec'd 7/12/73.

AAA	30.00	29.50	29.00	28.50	28.00
AA	33.00	32.50	32.00	31.50	31.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WPXY
1956

SAB RAB

Media Code 4 233 7825 6.00
Rust Craft Broadcasting of New York, Inc., 201 Humbolt St., Rochester, N. Y. 14610. Phone 716-288-6400.
See affiliated AM station for additional information.
AM facilities: WROC.

STATION'S PROGRAMMING DESCRIPTION
WPXY: Programmed for adults and young adults. MUSIC: familiar popular standards, show tunes, movie themes, primarily instrumental with mixture of group vocals. NEWS: brief summaries every 2 hours. COMMERCIAL POLICY: 6 units per hour in 15 min breaks. Contact Representative for further details. Rec'd 11/7/74.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mc
Operating schedule: 24 hours. EST.
Antenna ht.: ——— ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9A Eff 11/1/74—Rec'd 11/7/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 7 pm-midnight.
A—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	17	14	15	12	12	10
13 ti	15	12	13	10	10	8
18 ti	13	10	10	8	9	7
24 ti	11	9	9	7	8	6

WROC
1947

Alan Torbet Associates, Inc.

SAB RAB

Media Code 4 233 7850 4.00
Rust Craft Broadcasting of New York, Inc., 201 Humboldt St., Rochester, N. Y. 14610. Phone 716-288-6400.

STATION'S PROGRAMMING DESCRIPTION
WROC: Programmed for adults 18-49. MUSIC: MOR, combining solid gold with current hits. AIR PERSONALITIES handle all music segments. NEWS: local at :30, network at :60. Contact Representative for further details. Rec'd 11/7/74.

1. PERSONNEL
General Manager—William F. Howard, III.
Program Director—Robert W. Knight.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Canada—Andy McDermott Sales, Ltd.

3. FACILITIES
5,000 w.; 1280 kc. Directional—night only.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15%.

9. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12f, 13e, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 26a, 28c, 29a, 29b, 30, 32c.
Contracts: 40c, 41, 42d, 44a, 45, 46, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60h, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
FM facilities: WPXY.
Affiliated with NBC.

TIME RATES
No. 2A Eff 7/1/74—Rec'd 11/7/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	25	23	21	20	21	20	19	17
30 sec	20	19	17	16	17	16	15	14
	A				B			
1 min	19	17	16	14	12	10	9	8
30 sec	15	14	13	11	10	8	7	6

WSAY
1936

Independent

Media Code 4 233 7900 7.00
The Federal Broadcasting System, Inc., 250 East Ave., Rochester, N. Y. 14604. Phone 716-262-5500.

STATION'S PROGRAMMING DESCRIPTION
WSAY: Progressive rock plus numerous tunes requested on daily eve request personality program. Continuous stock, weather, time & news reports. UPI audio. Early AM traffic air personality. Midday program; daily remote, police & weather broadcasts. Five air personalities. SAT & SUN: Jewish, Italian, Black Programming. Contact Representative for further details. Rec'd 12/3/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gordon P. Brown.
Assistant Manager—Sybilla A. Reber.
Sales Manager—Annette C. Capitano.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w.; 1370 kc. Directional—nighttime only.
Operating schedule: 8:00-13:35 am Sun. 6:00-13:35 am Mon thru Fri. 6:00-1:00 am Sat. EST.

4. AGENCY COMMISSION
15%.

9. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Drama, religious, etc., Class A rates apply at all times.

TIME RATES
No. 10 Eff 5/1/73—Rev 6/1/74—Rec'd 8/23/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—All other times.

8. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
6 ti	15.00	12.75	11.25	12.00	10.20	9.00
12 ti	14.00	11.90	10.50	11.20	9.50	8.40
18 ti	13.00	11.00	9.75	10.40	8.85	7.80
24 ti	12.00	10.20	9.00	9.60	8.15	7.20
30+	11.00	9.35	8.25	8.80	7.50	6.60

10 sec: 50% of 1-min.

7. PACKAGE PLANS
MULTIPLE CONSECUTIVE WEEK SPECIAL

	13 wk	26 wk	39 wk	52 wk
Discount	5%	10%	15%	20%

8. PROGRAM TIME RATES
ALL TIMES 6-12:30 AM. WHEN AVAILABLE

	1x	13x	26x	52x	104x	208+
1 hr	200.00	196.00	192.00	188.00	184.00	180.00
1/2 hr	120.00	117.60	115.20	112.80	110.40	108.00
1/4 hr	80.00	78.40	76.80	75.20	73.60	72.00
5 min	40.00	39.20	38.40	37.60	36.80	36.00

10. SPECIAL FEATURES
Newscasts—5 min rate plus 5.00 per spot.
Incl 3-1/2-min network, 1 1-min spot & 1 30-sec close.

WVOR (FM)
1964

Media Code 4 233 7950 2.00
Functional Broadcasting, Inc., 333 Midtown Plaza, Rochester, N. Y. 14604. Phone 716-454-2942.

STATION'S PROGRAMMING DESCRIPTION
WVOR (FM): Programmed for general interest, appealing to adult & young adult audiences. MUSIC: adult MOR, interrupted every 3 selections by personality NEWS: network at :30. SPORTS: play-by-play major league baseball; instant race results from local tracks with analysis between 3:50 & 5:45 pm. Contact Representative for further details. Rec'd 3/31/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Albert Wertheimer.
Program Director—Robert Bittner.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 50,000 w.; 100.5 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

9. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61c, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: The Groskin Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 10/1/71—Rec'd 11/29/71.
AA—Mon thru Fri 10 am-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	6 ti	13 ti
1 min	15.00	12.50	12.00
20/30 sec	11.25	10.00	9.00
10 sec	7.50	6.75	6.00

Class A: 75% of AA.

8. PROGRAM TIME RATES
CLASS AA

PER WK:	1 ti	6 ti	13 ti
5 min	18.75	16.75	15.00

Class A: 75% of AA.
CONSECUTIVE WEEK DISCOUNT
13 wk—10%. 52 wk—20%
Edited by Robert Bittner.

ROME
Oneida County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Utica-Rome

SAG HARBOR (1 AM; 1 FM)
Suffolk County—Map Location G-11.
See SRDS consumer market map and data at beginning of the State.

WLNG
1963

SAB

Media Code 4 233 8000 5.00
East Coast Broadcasting Corp., Town of Southhampton, Box 615 Sag Harbor, L. I., N. Y. 11963. Phone 516-725-2300.

1. PERSONNEL
General Manager—Paul Sidney.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
500 w. days; 1000 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WLNG-FM.

4. AGENCY COMMISSION
15/0 time and talent; 16 days.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 12/65—Rec'd 1/26/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS
CLASS AA
1 MINUTE

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	13	13	11	10
10 ti	12	11	10	9
20+	11	10	9	8
30 SECONDS				
1 ti	10	9	8	7
10 ti	9	9	7	6
20+	8	7	6	5
CLASS A 1 MINUTE				
1 ti	11	10	9	8
10 ti	10	9	8	7
20+	9	8	7	6
30 SECONDS				
1 ti	8	7	6	3
10 ti	7	6	5	4
20+	6	5	4	3

WLNG-FM
1960

SAB

Media Code 4 233 8001 3.00
East Coast Broadcasting Corp., Town of Southhampton, Box 615, Sag Harbor, L. I., N. Y. 11963. Phone 516-725-2300.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 6 am-11:05 pm. EST.
Antenna ht.: 123 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11:05 pm. For simulcast facilities see WLNG.

TIME RATES
FM only: 70% of AM rates.

SALAMANCA
Cattaraugus County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WGGO
1957

Subscriber to the NAB Radio Code
Media Code 4 233 8050 0.00
Altair Communications, Inc., 680 Broad St., Salamanca, N. Y. 14779. Phone 716-945-1515.

STATION'S PROGRAMMING DESCRIPTION
WGGO: Programmed for adults, all hits.

1. PERSONNEL
President—John R. Newman.

3. FACILITIES
1,000 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

9. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff———Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	156x	260x	520x
1 min	5.00	4.25	3.75	3.50	3.00
30 sec	3.50	3.25	2.75	2.50	2.25
15 sec	2.00	1.80	1.60	1.50	1.40

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	4.00	3.75	3.50	3.25
30 sec	3.25	2.75	2.50	2.25

10. SPECIAL FEATURES

NEWS SPONSORSHIP:	52 wk	20 wk
Full	7	9
Co-sponsor	4	5

SANDY CREEK-PULASKI
Oswego County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WSCP
1974

SAB RAB

Media Code 4 233 8075 7.00
Oswego-Jefferson Broadcasting, Inc., Box 158, 9190 Main St., Sandy Creek, N. Y. 13145. Phone 315-387-3400.

STATION'S PROGRAMMING DESCRIPTION
WSCP: Modern Country & Western.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James J. Foederer.

3. FACILITIES
1,000 w.; 1070 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 7/1/74—Rec'd 8/27/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	5.25	5.00	4.70	4.40	4.00
30 sec	4.25	4.05	3.80	3.65	3.00

10. SPECIAL FEATURES

5-min local news	9.00
5-min hrly news & weather	7.00
News headlines & weather	6.00

Incl open & close plus 1 1-min spot.

SARANAC LAKE
Franklin County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WNBZ
1927

Media Code 4 233 8100 3.00
WNBZ, Inc. Box 211, Saranac Lake, N. Y. 12983. Phone 518-891-1544.

1. PERSONNEL
Pres. & Gen'l Mgr.—James Rogers, III.

2. REPRESENTATIVES
Bob Dore Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.

4. AGENCY COMMISSION
15% time only.

9. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 3/1/74—Rec'd 3/4/74.

8. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312+
1 min	9.00	8.50	7.70	7.20	6.60	6.00
30 sec	6.80	6.40	5.80	5.40	5.00	4.50

SARATOGA SPRINGS

(1 AM; 1 FM)

Saratoga County—Map Location G-6
See SRDS consumer market map and data at beginning of the State

WKAJ

1964

Subscriber to the NAB Radio Code
Media Code 4 233 8150 6.00
Community Radio of Saratoga Springs, Inc., Box 557, 71 West Ave., Saratoga Springs, N. Y. 12866. Phone 584-1610.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kent E. Jones.
2. REPRESENTATIVES
New England—New England Spot Sales, Inc.
Contact station direct.
3. FACILITIES
250 w. days; 990 kc. Non-directional.
Operating schedule: 6 am local sunset, EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WKAJ-FM.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/26/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	15 tl	25 tl	40 tl
1 min	8.60	5.60	5.20	4.85
30 sec	7.05	4.25	3.90	3.55

WKAJ-FM

1960

Subscriber to the NAB Radio Code
Media Code 4 233 8151 6.00
Community Radio of Saratoga Springs, Box 557, 71 West Ave., Saratoga Springs, N. Y. 12866. Phone 518-584-1610.
See affiliated AM station for additional information.

6. FACILITIES
ERP 3.000 w.; 102.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 74 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-sunrise & local sunset-midnight.

TIME RATES
2/3 of AM rate.

SCHENECTADY

Schenectady County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

See Albany-Schenectady-Troy
(including Rensselaer)

SENECA FALLS (1 AM; 1 FM)

Seneca County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

WSFW

1966

Media Code 4 233 6170 5.00
Waterfalls Broadcasting Corp., Box 1, Seneca Falls, N. Y. 13148. Phone 315-568-2889.

1. PERSONNEL
General Manager—Robert N. Burns.
2. REPRESENTATIVES
Market 4 Radio.
Regional Reps Corp.
3. FACILITIES
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast newscasts at :00, live sporting events and religious programs. For non-simulcast facilities see WSFW-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 9/73—Rec'd 4/4/74.

6. SPOT ANNOUNCEMENTS
1 min, flat 5.25

7. PACKAGE PLANS

PER WK:	5 tl	10 tl	15 tl	20 tl	30 tl	40 tl
1 min	5.00	4.50	4.00	3.50	3.00	2.50
30 sec	3.75	3.50	3.25	3.00	2.50	2.25
10 sec	1.80	1.70	1.60	1.50	1.40	1.30

BULK—ROS—NO DISCOUNT

	260x	520x	1040x	2080x
1 min	3.75	3.25	2.75	2.25
30 sec	3.00	2.50	2.25	2.00
10 sec	1.75	1.50	1.40	1.30

10. SPECIAL FEATURES
Newscasts—As available, 9.50.

WSFW-FM

1966

Media Code 4 233 6170 3.00
Waterfalls Broadcasting Corp., Box 1, 1 Water St., Seneca Falls, N. Y. 13148. Phone 315-568-2888, 789-3413.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 99.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately except newscasts at :00 live sporting events and religious programs. For simulcast facilities see WSFW

TIME RATES
50% of AM rates.

SMITHTOWN

Suffolk County—Map Location H-10
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

SOUTHAMPTON

Suffolk County—Map Location H-10.
See SRDS consumer market map and data at beginning of the State.

WWRJ (FM)

1971

RAB

Media Code 4 233 8210 6.00
Sandpiper Broadcasting Corp., Main St., Southampton, L. I., N. Y. 11968. Phone 516-283-5200.

STATION'S PROGRAMMING DESCRIPTION
WWRJ (FM): Gen. pop. music, film, showtunes, stds.

1. PERSONNEL
Pres. & Gen'l Mgr.—James E. Kleid.
2. FACILITIES
ERP 2,400 w. (horiz.), 2,400 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 6:30-12:30 am daily. EST.
Antenna ht.: 331 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.

TIME RATES
No. 2 Eff 6/1/75—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x
1 min	14	13	12	11	10
30 sec	12	11	10	9	8

Submitted by James E. Kleid.

SYRACUSE (7 AM; 5 FM)

(including East Syracuse, North Syracuse)
Plus 1 paid duplicate.
Onondaga County—Map Location D-8
See SRDS consumer market map and data at beginning of the State
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	52	38	44	32
B	48	32	36	26
C	36	32	34	24
D	30	27	32	19
AVERAGE	42	32	37	25

WDDS (FM)

1956
SYRACUSE

Media Code 4 233 8250 6.00
Functional Broadcasting Div. of Amalgamated Music Enterprises, Inc., 733 Erie Blvd., E., Syracuse, N. Y. 13210. Phone 315-475-5745.

STATION'S PROGRAMMING DESCRIPTION
WDDS (FM): Programmed for general interest, appealing to adult audiences.
MUSIC: modern MOR, interrupted only at each quarter hour for cluster commercial and public service announcements. NEWS: network at :15. Rec'd 4/30/75.

1. PERSONNEL
Executive Vice-President—Albert Werthelmer.
Station Manager—Jeanne Wilson.
Sales Manager—James McKechnie.
2. FACILITIES
ERP 100.000 w.; 93.1 mc.
Operating schedule: 6-2 am. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 35, 38a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cost. Discounts: 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
No. 5 Eff 10/1/71—Rec'd 11/29/71.
AA—Mon thru Fri 10 am-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 tl	6 tl	15 tl
1 min	12.00	10.50	9.00
20/30 sec	9.00	6.00	6.75
10 sec	6.00	5.25	4.50

Class A: 75% of AA.

7. PROGRAM TIME RATES
CLASS AA

PER WK:	1 tl	6 tl	15 tl
5 min	15.00	13.50	12.00

Class A: 75% of AA.

CONSECUTIVE WEEK DISCOUNT
13 wk—10% 52 wk—20%
Edited by Jeanne Wilson.

WEZG (FM)

1972
NORTH SYRACUSE

KATZ RADIO

RAB

Media Code 4 233 8275 3.00
WSOQ, Inc., Box 20, North Syracuse, N. Y. 13212. Phone 315-458-1220.
See affiliated AM station for additional information.
AM facilities: WSOQ.

STATION'S PROGRAMMING DESCRIPTION
WEZG (FM): Programmed for adults & young adults.
Continuous instrumental & choral music. COMMERCIAL POLICY: 4 commercial interruptions per hr. Maximum 6 commercial units with no program billboards. Contact Representative for further details. Rec'd 7/3/72.

2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: ——— ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Rate Protection: 15a.
Affiliated with Katz Radio Network.

TIME RATES
No. 7 Eff 8/1/74—Rec'd 8/19/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sun 7 pm-1 am.
B—Mon thru Sat 1-6 am; Sun 1-10 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
AAA	30	25	23	20	18
AA	25	23	20	18	16
A	15	14	13	12	11
B	10	9	8	7	6

30 & 10 sec: 80% of applicable 1-min.

NEW YORK

WFBL

1922
SYRACUSE

mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 233 8360 9.00
First Broadcasting Corp., 6609 Old Collamer Rd., East Syracuse, N. Y. 13057. Phone 315-463-8631.

STATION'S PROGRAMMING DESCRIPTION
WFBL: Programmed for adults.
NEWS: network news at :60. Local newscasts at :30. ENTERTAINMENT AND NEWS: 24 hours daily. 6 air personalities play MOR music. 3 man news department, mobile unit. RELIGIOUS: programs Sun evenings. COMMERCIAL POLICY: maximum average 15 commercial minutes per hour, 15 minutes competitive separation. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
Vice-Pres. & Gen'l. Mgr.—Kenneth B. Chapin.
Manager—E. Ted Jones.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Canada—Stephens & Towndrow Co. Limited.
3. FACILITIES
5,000 w.; 1390 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cost Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.

TIME RATES
No. 8 Eff 2/1/72—Rec'd 1/17/72.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—Mon thru Sat 7-11 pm.
C—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 tl	35	28	32	25	30	24	20	16
6 tl	32	26	29	24	27	22	16	14
12 tl	30	24	27	22	24	19	16	12
19 tl	28	22	25	20	23	18	14	11
24 tl	26	20	23	18	21	16	12	10

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PLAN, PER WK:	12 tl	18 tl	24 tl
Drive	9	9	12
Housewife	4	6	8
Evening	2	3	4
Per spot	22	20	18

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.

WHEN RADIO 62

1941
SYRACUSE

RAB

A Meredith Owned Station
Subscriber to the NAB Radio Code
Media Code 4 233 8350 4.00
Meredith Corp., 989 James St., Syracuse, N. Y. 13203. Phone 315-474-8511. TELEX 710-541-0443.

STATION'S PROGRAMMING DESCRIPTION
WHEN: Programmed for adults 18-49.
MUSIC 80%: hit MOR with solid gold from past 15 years. 6 AIR PERSONALITIES handle all music segments. NEWS 15%: 8 man department. Air traffic & road reports from station plane in drive times, sports, ski news, entertainment reviews. Public affairs 5%: music documentaries, call for action.

(This listing continued on next page)

The SuperBuy for Central New York

14FBL SUPERADIO

P.O. Box 1390, Syracuse, N.Y. Phone (315) 463-8631

Syracuse—WHEN—Continued

features integrated with entertainment & local public service announcements. Contact Representative for further details. Rec'd 4/4/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—E. C. Stiker.
Local Sales Manager—Thomas J. Durney.
Program Director—Jeff Laurence.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 620 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c.
Basic Rates: 20a, 22a, 23a, 24b, 24c, 25a, 28a 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Affiliated with American Entertainment Network.
Affiliated with Eastman Radio Network.

TIME RATES
No. 28 Eff 8/1/75—Rec'd 7/24/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	16 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AAA	50	48	46	44	40	38	37	35
AA	46	44	42	40	37	35	34	32
A	40	38	36	34	32	30	29	27
B	26	24	22	20	21	19	18	16

10 sec: 60% of 1-min.

10. SPECIAL FEATURES
NEWSCASTS & *AIR TRAFFIC REPORTS
Fixed position, extra 20% to applicable frequency and time period rate.
(*) Mon thru Fri 7-9 am & 4-6 pm; multiples of 5.

Submitted by Mary C. Downey.

WMHR (FM)
1969
SYRACUSE

Media Code 4 233 8375 1.00
Mars Hill Broadcasting Co., Inc., 4044 Makyes Rd., Syracuse, N. Y. 13215. Phone 315-469-5051.

STATION'S PROGRAMMING DESCRIPTION
WMHR (FM): Programmed for the family. MUSIC 60%; sacred strings. 5-7 am time, weather, school closings. 9:15-11:15 am ladies programs, 7 air personalities. NEWS, 10%; at :50, plus 10 spotlight features daily. AP wire & audio. Open mike 90 min Fri. On scene local reports. RELIGIOUS 30%. COMMERCIAL POLICY: maximum 18 minutes per hour. Rec'd 10/3/74.

1. PERSONNEL
General Manager—Clarence E. Morrison.
Program Director—Jack Williamson.

3. FACILITIES
ERP 11,000 w. (horiz.), 11,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,320 ft. above average terrain.

4. AGENCY COMMISSION
15/0; net 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 23b, 24b, 25a, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60d, 601, 61a, 62d.
Cancellation: 70b, 70c, *71a, 72, 73b.
Prod. Services: 82.
(*) Only if run less than 13 weeks.

TIME RATES
No. 4 Eff 9/1/73—Rec'd 8/13/73.

9. SPOT ANNOUNCEMENTS

YR:	1x	13x	52x	156x	208x	260x	312x	520x
WK:	.....	.....	1 ti	3 ti	4 ti	5 ti	6 ti	10 ti
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.80	2.65	2.45	2.25	2.10	1.85	1.70
10 sec	2.00	1.90	1.75	1.65	1.50	1.40	1.25	1.15

All spots ROS.
Fixed, extra 25%.

7. PACKAGE PLANS

PER 7 CONSEC DAYS, ROS:	1 min	30 sec	10 sec
10 ti	2.75	2.05	1.50
20 ti	2.50	1.85	1.25
30 ti	2.25	1.70	1.15

Fixed, extra 25%.

8. PROGRAM TIME RATES

PER YR:	1x	13x	52x	156x	208x	260x	312x
PER WK:	.....	.....	1 ti	3 ti	4 ti	5 ti	6 ti
1 hr	34.00	32.00	30.50	29.00	28.00	26.50	25.00
1/2 hr	17.50	17.00	16.50	15.50	14.50	14.00	13.50
1/4 hr	13.00	12.50	12.00	11.00	10.00	9.50	9.00
5 min	8.00	7.50	6.50	5.50	5.00	4.50	4.00

Midnight-6 am: 75% of above.

WNDR
1946
SYRACUSE

BLAIR RADIO

Media Code 4 233 8400 7.00
Tower Broadcasting Corp., Box 1212, Syracuse, N. Y. 13201. Phone 315-446-1515. TELEX 710-541-0438.

STATION'S PROGRAMMING DESCRIPTION
WNDR: Programmed for 18-49 age bracket. MUSIC 85%: top 40 and gold. AIR PERSONALITIES. NEWS 15%: at :55 plus weather reports, school closings in am during winter. Sun: 9-10 am Italian, 10-11 am Jewish, 11-noon Polish, 6-7 pm black news & views. COMMERCIAL POLICY: maximum 22 interruptions per hour, maximum 18 min per hour. Editorials on controversial local issues. Contact Representative for further details. Rec'd 4/8/74.

1. PERSONNEL
President—Robert Forrest.
Sales Manager—George Piavocos.
General Manager—Dan Leonard.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1300 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on net time. Bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 15a, 15c, 16.
Basic Rates: 20b, 21a, 22b, 24c, 25a, 27, 28a, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60b, 60c, 60f, 60h, 601, 62b.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 22 Eff 5/1/71—Rec'd 12/14/73.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AAA ID's	AA 1 min	AA 30 sec	AA ID's
1 ti	40	32	20	38	30	19
6 ti	38	30	19	36	29	18
12 ti	36	29	18	34	28	17
18 ti	34	27	17	32	26	16
24 ti	32	26	16	30	24	15
	A			B		
1 ti	36	29	18	30	24	15
6 ti	34	27	17	28	22	14
12 ti	32	26	16	26	21	13
18 ti	30	24	15	24	19	12
24 ti	28	22	14	22	17	11

7. PACKAGE PLANS
1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	32	30	28	26
30 sec	26	24	22	21
10 sec	16	15	14	13

WOLF
1949
SYRACUSE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 233 8450 2.00
WOLF Broadcasting Service, Inc., Box 1496, Syracuse, N. Y. 13201. Phone 315-422-7211.

STATION'S PROGRAMMING DESCRIPTION
WOLF: Programmed for an audience reach of upper-teens & young adults 18-34.
MUSIC: top 40. NEWS: at :40; extended local coverage. 4 man news staff. SPORTS: local & national scores. FARM: 5-5:20 am commodity reports, agricultural, weather reports. COMMERCIAL POLICY: limit of 13 minutes per hour. Contact Representative for further details. Rec'd 3/8/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Thomas R. Shine.
Sales Manager—Donald Brown.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 14d, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60g, 60h, 601, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.

TIME RATES
No. 19 Eff 8/1/75—Rec'd 7/31/75.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.

6. SPOT ANNOUNCEMENTS

WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	35	32	30	25	30	27	25	20

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Submitted by Mary Brown.

WONO (FM)
1958
SYRACUSE

Media Code 4 233 8500 4.00
Sentinel Heights FM Broadcasters, Inc., 500 S. Warren St., Syracuse, N. Y. 13202. Phone 315-472-4541.

STATION'S PROGRAMMING DESCRIPTION
WONO (FM): Programmed for adults interested in fine arts.
Programming consists of classical and light classical music, including opera on Thurs nights and Sat afternoons. Jazz & electronic music 1 am-6 am. NEWS: at 7, 8 am, noon, 2, 5, 7 & 11 pm. Length of newscasts variable, depending on amount of national and international news occurring. Public affairs 1 hour a week. Editorialize on events concerning the arts and cultural community. COMMERCIAL POLICY: maximum 8 commercials per hour, average 6 commercials per hour. Sponsorship of programs and news permitted. Rec'd 7/29/74.

1. PERSONNEL
President—Richard L. Kaye.
Vice-Pres. & Prog. Dir.—Henry Fogel.
Advertising Director—John A. Young.

3. FACILITIES
ERP 10,500 w.; 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time; 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11e, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21c, 23a, 24b, 28c, 29a, 33a.
Contracts: 40a, 42b, 44a, 46, 47c, 51a.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62d.
Cancellation: 72, 73b.

TIME RATES
No. 10 Eff 3/1/74—Rec'd 3/7/74.
A—Mon thru Fri 5-11 pm; Sat & Sun 1-11 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE—FIXED

YR:	1x	50x	100x	250x	500x	1000x	1500x
A	10.00	8.50	8.00	7.50	7.00	6.00	5.00
B	6.00	6.50	6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

PER WK, ROS, 1 MIN:	7 ti	14 ti	21 ti	28 ti
1 wk	7.00	6.75	6.50	6.00
4 wk	6.50	6.00	5.50	4.50
13 wk	6.00	5.50	5.00	4.00
26 wk	5.50	5.00	4.50	3.75
52 wk	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	32x	100x	250x	500x
55 min	70.00	67.00	63.00	60.00	57.00	54.00	51.00
1/2 hr	52.50	50.00	47.00	45.00	43.00	41.00	39.00
1/4 hr	35.00	33.50	31.50	30.00	28.50	27.00	25.50
5 min	25.00	24.00	23.00	21.00	20.00	19.00	18.00

WSEN WSEN-FM
1959 1967
BALDWINSVILLE

RAB

(This is a paid duplicate of the listing appearing under Baldwinsville, N. Y.)
Media Code 4 233 0900 4.00
Sentry Communications, Inc., Box 1050, Smokey Hollow Rd., Baldwinsville, N. Y. 13027. Phone 315-635-3971.

STATION'S PROGRAMMING DESCRIPTION
WSEN: Programmed for adults & young adults Contact Representative for further details. Rec'd 10/7/74.

1. PERSONNEL
Station Manager—Jack Burgess.
Sales Manager—Jim Lowery.
National Sales Manager—Marv Roslin.

2. REPRESENTATIVES
Marv Roslin, Inc.
St. Louis—Bruce Schneider & Co.

3. FACILITIES
1,000 w.; 1050 kc.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
FM - ERP 3,000 w.; (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6 am-local sunset Mon thru Sat; 6-9 am, 1:30-3:30 pm & 4:30 pm-local sunset Sun.

4. AGENCY COMMISSION
15/0; rendered monthly.

5. GENERAL ADVERTISING See coded regulations.
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
No. 8 Eff 10/1/74—Rec'd 10/7/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
6 ti	16	15	10	13	12	8
12 ti	15	13	9	12	10	7
18 ti	13	11	8	10	9	6
24 ti	11	10	7	9	8	5

10 sec: 50% of 1-min.

7. PACKAGE PLANS
WEEKLY SATURATION

PER WK:	1 min 15 ti	1 min 20 ti	30 sec 15 ti	30 sec 20 ti
1/2am, 1/2pm drive	180	220	150	176
Housewife (all A time)	165	200	132	160

MONTHLY SATURATION
100 ti, 1 time ea. 9.00 100 ti, 30 sec ea. 7.50

10. SPECIAL FEATURES
5 min news—applicable 1-min rate plus 20%.

Edited by Marv Roslin.

(D)

WSOQ
1950
NORTH SYRACUSE

NAB

Subscriber to the NAB Radio Code
Media Code 4 233 8600 2.00
WSOQ, Inc., Box 20, North Syracuse, N. Y. 13212. Phone 315-458-1220.

STATION'S PROGRAMMING DESCRIPTION
WSOQ: Programmed for adults.
NEWS/TALK: M-Sat 6-9 am & 11 am-noon news, weather, sports, information special features, noon-sign-off 2-way open mike, tele/talk. Sun religion & international programming, featuring local ethnic personalities and music. Rec'd 4/4/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Francis H. Harms.
Station Manager—Beverly Harms.
Director of Sales—Mike Solan.

3. FACILITIES
1,000 w.; 1320 kc. Non-directional.
Operating schedule: 8 am-local-sunset. EST.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c, 16.
Basic Rates: 20a, 20b, 21b, 24c, 25a, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 60f, 601, 62d, 62e.
Cancellation: 70a, 70c, 71c, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WEZG (FM).
Affiliated with MBS.

TIME RATES
Eff——Rec'd 6/4/71.

6. SPOT ANNOUNCEMENTS

PER WK, OPEN:	1 ti	9 ti	16 ti	25 ti
1 min	10.00	6.00	6.00	4.00
30 sec	7.50	6.00	4.50	3.00
10 sec	5.00	4.00	3.00	2.00

7. PACKAGE PLANS

PER YR:	500x	750x	1000x
1 min	4.00	3.50	3.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	100.00	60.00	35.00
52 x	75.00	45.00	26.75

10. SPECIAL FEATURES
5 MINUTES
News, Weathercasts, Road Reports, Network Features 10.00

INTERNATIONAL PROGRAMS
Polish & Italian—Sat & Sun.
Irish & German—Sat.
Greek & Lithuanian—Sun.
Black Gospel—Sat. & Sun.
1 min 10.00 30 sec 7.50
Sold in 1/4 hr program segments only. Includes open and close plus 2 1-minute spots.

WSYR
1922
SYRACUSE
NBC Radio Network

THE CHRISTAL CO.

NAB RAB

Newhouse Broadcasting Corporation
Media Code 4 233 8650 7.00
Newhouse Broadcasting Corp., 1050 James St., Syracuse, N. Y. 13203. Phone 315-474-9011. TELEX 710-541-0428.

STATION'S PROGRAMMING DESCRIPTION
WSYR: Programmed for adults.
AIR PERSONALITIES handle all segments. NEWS: 10-min at 7, 7:30, 8, 8:30 & 9 am; 30-min at 12N & 11 pm; one hour 5-6 pm; 5-min at :30. Network at :60 & selected times. 5-min local produced news at other times. FARM: 5-7 am markets, rural & area news, local & national news, music. TALK: 11:10 am-12N women's show, interviews, public affairs, homemaking. MUSIC: 12:30-5 pm; 6 pm-1 am MOR. SPORTS: play-by-play U football & basketball, Major League baseball, hockey, NFL Football, NBA basketball. Contact Representative for further details. Rec'd 1/26/73.

1. PERSONNEL
President—E. R. Vadeboncoeur.
Vice-Pres. & Gen'l Mgr.—David J. Shurtleff.
Director of Sales—Norman B. Cissna.

2. REPRESENTATIVES
The Christal Company.
Canada—Andy McDermott Sales, Ltd.

3. FACILITIES
5,000 w.; 570 kc. Directional—separate patterns day and night.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 601, 60k, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 29 Eff 11/18/74—Rec'd 12/5/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AAA 10 sec	AA 1 min	AA 30 sec	AA 10 sec
1 ti	54	43	25	40	32	20
6 ti	53	42	24	38	30	19
12 ti	52	41	23	36	28	18
18 ti	50	40	.....	34	26	.....
24 ti	.....	.....	.....	33	24	.....
	A			B		
1 ti	36	28	18	18	15	10
6 ti	34	26	17	17	14	9
12 ti	32	24	16	16	13	8
18 ti	30	22	.....	15	12	.....
24 ti	28	20	.....	14	11	.....

(This listing continued on next page)

8. PROGRAM TIME RATES
A—Mon thru Sat 6-10 am & 3-7 pm.
B—All other times.

	1 hr	1/2 hr	1/4 hr	10 min	5 min
A	400	240	160	120	60
B	300	180	120	90	45

Incl news charges.

9. PARTICIPATING PROGRAMS
RFD Time—Mon thru Sat 5-6 am, B rate.

W S Y R-FM
1946
SYRACUSE

NAB R A B

Newhouse Broadcasting Corporation
Media Code 4 233 8651 5.00
Newhouse Broadcasting Corp., 1030 James St., Syracuse, New York. 13203. Phone 315-474-3011. TWX 315-477-1065.
See affiliated AM station for additional information.

2. REPRESENTATIVES
New York—Frederick W. Smith.

3. FACILITIES
ERP 100,000 w.; 94.5 mc.
Operating schedule: 10 am-midnight. EST.
Antenna ht.: —— ft. above average terrain.

TIME RATES
Rates effective April 1, 1963.
Rates received June 12, 1963.
Class AA—5:00-11:00 pm Mon thru Sat; noon-11:00 pm Sun.
Class A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

	1 min	20 sec		1 min	20 sec
1-51 ti	10.00	5.00	260-510 ti	6.00	4.25
52-103 ti	9.50	4.75	520-1039 ti	5.00	4.00
104-252 ti	9.00	4.50	1040 or more	7.50	3.79

CLASS A
60% of Class AA rate.
News agencies—1-minute announcement rate plus 20%.
ROS announcements—1-minute announcement rate less 20%.

8. PROGRAM TIME RATES

CLASS AA

PER WK:	1 ti	2-4 ti	(*)
1 hr or 55 min	50.00	45.00	40.00
1/2 hr or 25 min	30.00	27.00	24.00
1/4 hr or 10 min	20.00	18.00	16.00
5 min	15.00	13.50	12.00

(*) 5 or more times.

CLASS A
60% of Class AA rate

Weekly Discounts
13 wk 5% 39 wk 15%
26 wk 10% 52 wk 20%

W Y R D
1965
EAST SYRACUSE
A Crawford Owned Station

Media Code 4 233 8675 4.00
WYRD Radio Corp., 3000 Erie Blvd., E., Syracuse N. Y. 13224. Phone 315-446-7442.

STATION'S PROGRAMMING DESCRIPTION
WYRD: Gospel & sacred music format with religious programs both local & national, weekly & daily. NEWS: local & national with emphasis on local. News staff produces materials for newscasts & public affairs programming. Rec'd 5/30/75.

1. PERSONNEL
President—Richard T. Crawford.
Sta. & Sales Mgr.—Sue Bahner.

3. FACILITIES
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 24b.
Contracts: 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60c, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff————Rec'd 5/30/75.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	18 ti	24 ti
1 min	8	7	6	5
30 sec	6	5	5	4

8. PROGRAM TIME RATES

	1x	52x	260x
5 min	9	9	9
1/4 hr	22	18	15
1/2 hr	40	35	30

Edited by Richard T. Crawford.

TICONDEROGA
Essex County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

W I P S
1965

NAB

Media Code 4 233 8700 6.00
Motsinger Communications, Inc., Box 352, Fort Ti Rd., Ticonderoga, N. Y. 12883. Phone 518-585-2868.

STATION'S PROGRAMMING DESCRIPTION
WIPS: Programmed for general audience appeal. MUSIC: modern MOR, oldies and country. Emphasis on local and regional news. UPI. Contact Representative for further details. Rec'd 12/21/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—John K. Motsinger.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract
Member: New York Farm Network.

TIME RATES
Eff 7/1/74—Rec'd 7/15/74.

7. PACKAGE PLANS

PER WK:	1 ti	12 ti	18 ti	24 ti	48 ti	96 ti
1 min	6.40	5.80	5.45	4.80	4.05	3.45
30 sec	5.15	4.80	4.45	3.80	3.10	2.45
15 sec	3.45	3.10	2.75	2.45	1.95	1.55

	Per Mo				Per Yr			
	48 ti	72 ti	96 ti	144 ti	156x	312x	624x	1248x
1 min	4.80	4.45	4.05	3.45	4.80	4.05	3.45	2.75
30 sec	4.05	3.80	3.45	2.75	3.95	3.10	2.45	1.75
15 sec	2.80	2.45	2.15	1.60	2.75	2.10	1.75	1.55

10. SPECIAL FEATURES

NEWS:	78x	156x	312x	624x
1 min	395	765	1415	2470
30 sec	280	515	945	1530

TROY
Rensselaer County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

See Albany-Schenectady-Troy
(including Rensselaer)

UTICA-ROME (6 AM; 4 FM)
Plus 1 paid cross reference.

Oneida County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	38	34	38	25
B	24	22	24	24
C	24	20	21	14
D	15	15	15	13
AVERAGE	25	23	25	19

W A D R
REMSEN

City of license, Remsen, N. Y.
Utica office: Rm. 423, 258 Genesee St., Utica, N. Y. 13502. Phone 315-724-5158.
See listing under Remsen, N. Y.

W B V M
1962
UTICA

Media Code 4 233 8750 3.00
WBVM Associates, Box 1550, 1506 Whitesboro St., Utica, N. Y. 13503. Phone 315-735-4323.

STATION'S PROGRAMMING DESCRIPTION
WBVM: MUSIC: Solid gold rock format. NEWS: UPI audio at :25, 1 min local news update at :30. Rec'd 8/4/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Stevens.
Program Director—Ron Michaels.

3. FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: New York Farm Network.

TIME RATES
No. 6 Eff 7/1/75—Rec'd 6/5/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3:30-6 pm; Sat noon-5 pm.
A—All other times (EOS/BTA).

6. SPOT ANNOUNCEMENTS

1 MINUTE

	CLASS AAA					
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	10.60	9.80	9.00	8.20	7.40	6.60
4 wk	10.40	9.60	8.80	8.00	7.20	6.40
13 wk	10.20	9.40	8.60	7.80	7.00	6.20
26 wk	10.00	9.20	8.40	7.60	6.80	6.00
52 wk	9.80	9.00	8.20	7.40	6.60	5.80

	CLASS AA					
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	9.40	8.60	7.80	7.00	6.20	5.40
4 wk	9.20	8.40	7.60	6.80	6.00	5.20
13 wk	9.00	8.20	7.40	6.60	5.80	5.00
26 wk	8.80	8.00	7.20	6.40	5.60	4.80
52 wk	8.60	7.80	7.00	6.20	5.40	4.60

	CLASS A					
1 wk	8.80	8.00	7.20	6.40	5.60	4.80
4 wk	8.60	7.80	7.00	6.20	5.40	4.60
13 wk	8.40	7.60	6.80	5.80	5.20	4.40
26 wk	8.20	7.40	6.60	5.60	4.80	4.20
52 wk	8.00	7.20	6.40	5.40	4.60	4.00

30 SECONDS

	CLASS AAA					
1 wk	8.50	7.85	7.20	6.65	5.90	5.25
4 wk	8.40	7.75	7.10	6.45	5.80	5.15
13 wk	8.30	7.65	7.00	6.35	5.70	5.05
26 wk	8.10	7.45	6.80	6.05	5.40	4.85
52 wk	7.90	7.25	6.60	5.95	5.30	4.65

	CLASS AA					
1 wk	7.50	6.85	6.20	5.55	4.90	4.25
4 wk	7.40	6.75	6.10	5.45	4.80	4.15
13 wk	7.30	6.65	6.00	5.35	4.70	4.05
26 wk	7.10	6.45	5.80	5.25	4.50	3.85
52 wk	6.90	6.25	5.60	5.05	4.30	3.65

	CLASS A					
1 wk	7.05	6.40	5.75	5.10	4.45	3.80
4 wk	6.95	6.30	5.65	5.00	4.35	3.70
13 wk	6.85	6.20	5.55	4.90	4.25	3.60
26 wk	6.65	6.00	5.35	4.70	4.05	3.40
52 wk	6.45	5.80	5.15	4.50	3.85	3.20

10 sec: 50% of 1-min, sold only on 1 for 1 basis with 30 sec or 1 min. All lengths combinable for frequency discount.
Fixed position, extra 10%.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A—applicable AA rate applies.
BULK RATE—BTA/ROS: 1 min 30 sec
Per mo, minimum 2 per day in 1 wk 301.80 241.44

10. SPECIAL FEATURES
5-min news—2x 1-min rate.
5-min news or program participation—extra 2.00.
Edited by George W. Stevens.

W I B Q (FM)
1973
UTICA

Represented by
PRO / Meeker Radio

NAB

Media Code 4 233 8775 2.00
WIBX, Inc., Box 950, Utica, N. Y. 13503. Phone 315-736-9313.
See affiliated AM station for additional information.
AM facilities: WIBX.

STATION'S PROGRAMMING DESCRIPTION
WIBQ (FM): Programmed for adults 18-49.
MUSIC: 50 min. per hour of popular music, mixture of instrumentals, standard & contemporary vocals. NEWS & weather: 2-min. at :60, weather every 15 min. sign-on-9:45 am. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
Program Director—David King.

3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 98.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 660 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 15a.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 25a, 27, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Sold in combination with WIBX. See that listing for rates.

TIME RATES
Eff 1/1/75—Rec'd 5/2/75.
AA—Mon thru Sat 10 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00	10.00	13.00	12.00	11.00	8.00
30 sec	11.20	10.40	9.60	8.00	10.40	9.60	8.80	6.40

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP, 1/2AA, 1/2A:	12 ti	18 ti	24 ti
1 min/less	9	8	7

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Frederick C. Bowen.

W I B X
1925
UTICA

Represented by
PRO / Meeker Radio

NAB

Subscriber to the NAB Radio Code
Media Code 4 233 8800 6.00
WIBX, Inc., Box 950, Utica, N. Y. 13503. Phone 315-736-9313.

STATION'S PROGRAMMING DESCRIPTION
WIBX: Programmed for adults.

NEW YORK

MUSIC: C & W 5-7 am, modern MOR 7-11:55 am & 7 pm-midnight. NEWS: network at :60, local at :30, news headlines in am drive, time & weather throughout day. 5-6:30 pm news, stocks, sports, business talk. FARM: Air personality farm expert 5-7 am; 12:30-1 pm, market reports, consumer price information, rural, local & regional news. TALK: 1-5 pm weekdays, 9:10-noon Sat telephone & open discussion guests. SPORTS: play-by-play local sports, professional football, major league baseball, professional basketball. ENTERTAINMENT: network features throughout day. Contact Representative for further details. Rec'd 6/24/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frederic C. Bowen.
Vic-Pres., Local & Reg. Sales—William J. Heiderich.

2. REPRESENTATIVES
PRO/Meeker Radio.
Regional Reps Corp.
Canada—Stephens & Towndrow Co. Limited.

3. FACILITIES
5,000 w.; 950 kc. Directional.
Operating schedule 5-12:05 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General. 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 14c.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 23b, 24c, 25a, 28b, 29b, 31, 33d.
Contracts: 40a, 41, 42a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIBQ (FM).
Affiliated with CBS.

TIME RATES
Eff 1/1/75—Rec'd 5/2/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	25	23	21	20	21	19	17	16
AA	22	21	20	19	18	17	16	15
A	21	20	19	18	17	16	15	14
B	14	13	12	11	12	11	10	9

10 sec: 50% of applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%.
Mon thru Sun minimum of 6 1-min/30-sec per wk.

8. PROGRAM TIME RATES
1 hr: 500% of 1-min. 10 min: 150% of 1-min.
1/2 hr: 350% of 1-min. 5 min: 125% of 1-min.
1/4 hr: 200% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%.

9. PARTICIPATING PROGRAMS
WIBX Farm & Home Show—Mon thru Sat 5-7 am & RFD-950 Digest with Ed Slusarczyk—Sun 6:30-7:30 am, AAA rates apply.
RFD-950 with Ed Slusarczyk—Mon thru Fri 12:15-1 pm, AA rates apply.
Ukranian Melodies—Sat 12:15-1 pm.
Polish Programs with Louis Bienkowski—Sun 7:35 am-noon; Sat 6:15-6:45 pm.
1 min or less, per spot 20.00.

WIBX/WIBQ (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
AAA	36.00	33.00	30.00	27.00	29.40	26.60	25.60	21.60
AA	34.00	32.00	29.00	26.00	27.40	25.60	24.60	20.80
A	33.00	31.00	28.00	25.00	26.40	24.60	23.60	20.00
B	25.00	23.00	21.00	17.00	20.60	18.80	15.40	13.60

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TAP—1/3AAA/AA, 1/3A, 1/3B

	12 ti	18 ti	24 ti
1 min	26	23	21
30/20 sec	22	20	18
ID's	15	13	12

Edited by Frederic C. Bowen.

W K A L — W K A L-FM
1946 **1968**
ROME

Media Code 4 233 8850 3.00
Maurer Broadcasting Corp., R.D. 1, S. Jay St., Rome, N. Y. 13440. Rome: Phone 315-336-7700.

STATION'S PROGRAMMING DESCRIPTION
WKAL: MUSIC: MOR, country, jazz and rock. NEWS: world and national at :30, local at 7, 8:15, 9 am, noon, 5 & 11 pm. SPORTS: at 6:30 am, 5:30, 7:35 & 11:15 pm. Stock market reports at 6:20 pm daily. Area weather reports hourly. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. B. Maurer.
Sales Manager—Woodard J. Maurer.
Program Director—Mark Howell.

2. REPRESENTATIVES
New York, Philadelphia—Market 4 Radio.
Detroit—Corlett Associates.
Boston—New England Spot Sales.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 6 am-11:15 pm. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.): 95.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 105 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 29b, 33d.
Contracts: 40a, 41, 42c, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.

(This listing continued on next page)

Utica-Rome—WKAL, WKAL-FM—Cont'd

Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff 9/1/73—Rec'd 9/4/73.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	52x	104x	156x	260x
1 min	7.50	7.20	6.90	6.60	6.30
30 sec	5.75	5.50	5.25	5.00	4.75

7. PACKAGE PLANS
MONTHLY EQUITY ROTATION

PER MO:	4 ti	30 ti	60 ti	90 ti	120 ti
1 min	5.30	5.00	4.70	4.40	4.10
30 sec	4.00	3.80	3.60	3.40	3.20

MONTHLY DRIVE-TIME PLANS

1 min	6.25	5.95	5.65	5.35	5.05
30 sec	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	76.00	46.00	30.00	23.00	14.00
52 x	73.00	43.50	28.50	21.75	13.40
104 x	70.00	41.00	27.00	20.50	12.80
156 x	67.00	38.50	25.50	19.25	12.20
260 x	64.00	36.00	24.00	18.00	11.60

WOUR (FM)
1967
UTICA

SAB RAB NAFMB

Media Code 4 233 8875 6.00
Bunkfeldt Broadcasting Co., 288 Genesee St., Utica, N. Y. 13502. Phone 315-797-0803.

1. PERSONNEL
President—Rudolph Bunkfeldt.
General Manager—Robert N. Putnam, Jr.
Program Director—Jeffrey A. Chard.

2. REPRESENTATIVES
Marv Roslin, Inc.

3. FACILITIES
ERP 16,000 w. (horiz.), 16,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 800 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24c, 25a.
Contracts: 40a, 42b, 46.
Comb.: Cont. Discounts: 62c.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff ————Rec'd 11/1/72.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 6 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	16	15	14	13
AA	14	13	12	11
A	12	11	10	9

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WRNY
1959
ROME

Media Code 4 233 8900 6.00
Promedia Communications, Inc., Box 67, Rome, N. Y. 13440. Phone 315-336-5600.

STATION'S PROGRAMMING DESCRIPTION
WRNY: MUSIC: Standard pop, R & B. NEWS: local at 6:30, 7:30, 8:30 & 9:30 am, 12:30, 3:30, 4:30 & 5:30 pm. Sports & weather; fun & games with Air Personality; listener buy, sell & trade; mid-day music & information 12:40-1 pm. Contact Representative for further details. Rec'd 9/14/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl J. Eilenberg.
Sales Manager—Norma Eilenberg.
Program Director—Maria Rich.

2. REPRESENTATIVES
Michael Fulford Company, Inc.

3. FACILITIES
500 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 23a, 24a, 24c, 25a, 29a, 33b.
Contracts: 40a, 44b, 46, 51c.
Comb.: Cont. Discounts: 60d, 60g, 60j, 60k, 61b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
No. 3 Eff 9/1/74—Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS

WKLY:	(*) 1 min	(*) 30 sec	(*) 10 sec	All other times 1 min	All other times 30 sec	All other times 10 sec
1 ti	5.00	4.00	2.50	4.60	3.60	2.30
13-49 ti	4.70	3.70	2.35	4.30	3.30	2.15

(*) Mon thru Fri 7-10 am & 3-6 pm.

7. PACKAGE PLANS
1/3 GUARANTEED IN DRIVE TIME

	Monthly 50 ti	Monthly 75 ti	Monthly 100+	Yrly 1200x
1 min	4.00	3.70	3.40	3.15
30 sec	3.00	2.75	2.50	2.30
10 sec	1.95	1.80	1.65	.....

9. PARTICIPATING PROGRAMS
Meteorologist Horace Meredith—Mon thru Fri, Incl open, close plus 30-sec spot, minimum 13 wk.
1-3 wkly 6.00 5 wkly 5.50
Stary & Staro (Polish) Sun 1-min bilingual spot.
1-12 wks 6.50 13-52 wks 5.50
Country Store—Sat AM, 1-min spot.
1-12 wk 6.00 13-52 wks 5.50
Roman Forum—Mon thru Fri, 1-min within show plus 1-min ROS.
1-3 wkly 7.00 5 wkly 6.50
Big Bands—Sun am, 1-min spot 10.00.

10. SPECIAL FEATURES

	News 1 ti	News 3 ti	News 5 ti	News 7 ti	Sports 1 ti	Sports 3 ti	Sports 5 ti	Sports 7 ti
WK:								
Open	8.00	7.40	6.60	6.40	6.40	6.00	5.40	4.80
Drive	8.40	7.80	7.00	6.80	6.80	6.40	5.80	5.20

Incl open, close plus 1-min spot.

	Weather
Open	4.90 4.65 4.50 4.40
Drive	5.30 5.05 4.90 4.80

Incl open, close plus 30-sec spot.

WRUN
1947
UTICA

SAB

Weeds Communication Corporation
Media Code 4 233 8950 1.00
1150 Broadcasting, Inc., sub. of Woods Communication Corp., Thomas Rd., Oriskany, N. Y. 13424.
Phones: Utica 315-736-5225; Rome 315-337-4400.
Mail Continuity and Et's to Thomas Rd., Oriskany, N. Y. 13424.

STATION'S PROGRAMMING DESCRIPTION
WRUN: Programmed for adults & young adults. MUSIC: pop, contemporary. NEWS: local news staff with national, state & local news. Stringers & first-person news featured hourly. Editorial 4x/day. SPORTS: local basketball, college football, racetrack predictions & results. FARM: news M-Sat mornings. Contact Representative for further details. Rec'd 3/24/75.

1. PERSONNEL
President—John Woods.
General Manager—John Sadowski.
Chief Engineer—Robert Hajec.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 kc.
Directional—separate patterns day and night.
Operating schedule: 5-12:30 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 27, 28a, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61b, 62a, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 4/1/75—Rec'd 3/24/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-7 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	12 ti	18 ti	24 ti
AA	38	35	32
A	34	32	30
B	25	24	23

20/30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK, 1 MIN:	12 ti	18 ti	24 ti
1/3AA, 1/3A, 1/3B	30	28	26

20/30 sec: 80% of 1-min.

Submitted by John Woods.

WRUN-FM
1947
UTICA

SAB RAB

Weeds Communication Corporation
Media Code 4 233 8951 9.00
1150 Broadcasting, Inc., sub. of Woods Communication Corp., Thomas Rd., Oriskany, N. Y. 13424.
Phones: Utica 315-736-5225; Rome 315-337-4400.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WRUN-FM: Programmed for adults.
MUSIC: 80%: standards with instrumental versions of current hits, concerts. Local & national news. Contact Representative for further details. Rec'd 3/24/75.

1. PERSONNEL
Program Director—Mark Warner.

3. FACILITIES
ERP 100,000 w. (horiz.), 33,000 w. (vert.); 104.3 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 490 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Eff 4/1/75—Rec'd 3/24/75.
AA—Mon thru Sat 6 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	12 ti	18 ti	24 ti
AA	14.50	13.50	12.50
A	13.50	12.50	11.50

30/20 sec: 80% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK:	12 ti	18 ti	24 ti
1 min	14	13	12

WTLB
1946
UTICA

RAB

Media Code 4 233 9000 4.00
WTLB, Inc., Kellogg Rd., Washington Mills, N. Y. 13479. Phone 315-797-1330.

STATION'S PROGRAMMING DESCRIPTION
WTLB: Programmed for adults 18-49 and teenagers. MUSIC: Contemporary. NEWS: Local and network at :55. Traffic, weather, editorials. Air Personalities. Contact Representative for further details. Rec'd 1/7/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul A. Dunn.
Vice-Pres. & Sta. Mgr.—Edward J. Carey.
Program Director—Arthur C. Levy.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1310 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22b, 23a, 24a, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.: Cont. Discounts: 60k, 62e.
Cancellation: 70e, 71a.
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 6 Eff 9/17/73—Rec'd 9/19/73.
I—Mon thru Sat 6-10 am & 3-10 pm.
II—Mon thru Sat 10 am-3 pm & 10 pm-midnight.
III—Mon thru Sat 5-6 am; Sun all day.

8. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	26	24	22	20	25	22	20	18
30 sec	21	19	18	16	20	18	16	14

	III
1 min	22 20 18 16
30 min	18 16 14 13

7. PACKAGE PLANS

CUME PLANS, PER WK, 1 MIN:	Ea
6 ti (3I, 2II, 1III)	22
12 ti (6I, 4II, 2III)	18
18 ti (9I, 5II, 4III)	16

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 5 am-mid Mon-Sun necessary to maintain consec wk advertising.

WALTON (1 AM; 1 FM)
Delaware County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WDLA / WDLA-FM
1951 / 1974

SAB

Subscriber to the NAB Radio Code
Media Code 4 233 9100 2.00
Delaware County Broadcasting Corp., Box 58, Walton, N. Y. 13856. Phone 607-865-4321.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Amos F. Finch.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 490 w. (horiz.), 490 w. (vert.); 92.1 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 660 ft. above average terrain.
Simulcast local sunset-10 pm.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: New York Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11A Eff 1/1/75—Rec'd 5/16/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	100x	200x
1 min	7.75	7.50	7.25	6.75	6.25	5.50
30 sec	6.75	6.50	6.25	5.75	5.25	4.50
		300x	400x	600x	800x	1000x
1 min		4.75	4.50	4.25	4.00	3.75
30 sec		3.75	3.50	3.25	3.00	2.75

7. PACKAGE PLANS
SATURATION PLANS—ROS

1 DAY PLAN:	1 min		30 sec
3 ti, ea	5.50	6 ti	4.50
PER WK PLAN:			
10 ti, ea	4.75	18 ti	3.75

Submitted by Amos F. Finch.

WARSAW
Wyoming County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WCJW
1972

RAB

Media Code 4 233 6112 7.00
WCJW Radio, Inc., R. D. No. 2 Merchants Rd., Warsaw, N. Y. 14569. Phone 716-796-8131.

1. PERSONNEL
Pres. & Gen'l Mgr.—John B. Weeks.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w.; 1140 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ———— Rec'd 7/30/74.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

	1x	52x	104x	156x	260x	520x	780+
Ea	7.50	7.20	6.90	6.60	6.00	5.40	4.80

30 sec/less: 80% of 1-min. 10 sec ID's: 50% of 1-min.
Fixed: extra 20%.

7. PACKAGE PLANS
ONE WEEK SATURATION PLAN—PREEMPTIBLE—7 CONSEC DAYS

1 min/less	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	60 ti
	7.00	6.80	6.60	6.30	6.00	5.70	5.40

10. SPECIAL FEATURES
NEWS/SPORTS/FARM ROUNDUP

	13x	26x	52x	104x	156x	260x
5 min	14	(*)	13	12	11	10
10 min	19	18	17	16	15	14
1/4 hr	25	23	21	20	19	18

(*) 13.50

WARWICK
Orange County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WTBQ
1969

Media Code 4 233 9125 6.00
The Warwick Broadcasting Corp., 29 Main St., Warwick, N. Y. 10990. Phone 914-986-2066.

STATION'S PROGRAMMING DESCRIPTION
WTBQ: Contemporary, personality MOR.

1. PERSONNEL
Program Director—John Benedict.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
250 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 5% 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1004 Eff 3/1/74—Rec'd 2/4/74.
AAA—Mon thru Sat 6:30-9:30 am, noon-1 pm & 4-7 pm.
AA—Mon thru Sat sign-on-6:30 am, 9:30 am-noon, 1-4 pm & 7 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

30 SEC:	AAA 1 wk	AAA 13 wk	AAA 52 wk	AA 1 wk	AA 13 wk	AA 52 wk
1 ti	6.25	5.75	4.75	5.25	4.75	3.75
6 ti	6.00	5.50	4.50	5.00	4.50	3.50
12 ti	5.75	5.25	4.25	4.75	4.25	3.25
18 ti	5.50	5.00	4.00	4.50	4.00	3.00
36 ti	5.25	4.75	3.75	4.25	3.75	2.75

7. PACKAGE PLANS
DISCOUNT COMBO—1/2AAA, 1/2AA

	1 wk	13 wk	52wk
12 ti	60.00	54.00	42.00
24 ti	109.92	99.12	75.12
36 ti	162.00	144.00	108.00

60 sec: 30 sec plus 25%.
10 sec: 75% of 30 sec.

WATERTOWN (3 AM; 1 FM)
Jefferson County—Map Location E-4.
See SRDS consumer market map and data at beginning of the State.

WATN
1941

Media Code 4 233 9150 7.00
Watertown Broadcasting Corp., 199 Washington Ave., Watertown, N. Y. 13601. Phone 315-782-3320.

1. PERSONNEL
Vice-Pres. & Nat'l Sales—John H. Bradner.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:45-12:15 am weekdays; 8:00-12:15 am Sun. EST.

4. AGENCY COMMISSION
15% on station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 23b, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 42d, 44a, 45, 46, 47a, 50, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
1 minute, 20/30 sec may be combined to earn discounts.
Live commercials: 150 words per minute; 75 words per 1/2 minute. Copy for programs as reasonably required by sponsor.
Affiliated with MBS and KBS.

TIME RATES
Rates effective April 1, 1964.
Rates received March 26, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	8.00	4.50	156 ti	6.40	3.50
26 ti	7.60	4.25	300 ti	6.00	3.35
52 ti	7.30	4.00	520 ti	5.00	3.00
104 ti	6.80	3.75			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60	36	24	18

DISCOUNTS
26x—5% 104x—15% 200x—25%
52x—10% 156x—20% 520x—30%

(Watertown continued on next page)

WNCQ (FM)

1968

Media Code 4 233 8175 4.00

R. B. G. Productions, Inc., Box 29A, Gifford Rd., R. D. 2, Watertown, N. Y. 13601. Phone 315-782-6540.

See affiliated AM station for additional information.

AM facilities: WOTT.

3. FACILITIES
ERP 41,300 w. (horiz.), 41,300 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Operated separately 6 am-7 pm. For simulcast facilities see WOTT.
Antenna ht.: 292 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WOTT. See that listing for rates.

TIME RATES

Eff ——— Recd' 5/1/75.

6. SPOT ANNOUNCEMENTS

	6 AM-7 PM 7 ti	14 ti	21 ti	28 ti	35 ti
1 min	8.00	7.00	6.00	5.50	5.00
30 sec	6.40	5.60	4.80	4.40	4.00
WNCQ (FM)/WOTT SIMULCAST— 7 PM-MIDNIGHT					
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.20	4.80

Edited by James E. Brett.

WOTT

1950

Media Code 4 233 9200 9.00

R. B. G. Productions, Inc., Box 29A, Gifford Rd., R. D. 2, Watertown, N. Y. 13601. Phone 315-782-6540.

1. PERSONNEL
President—J. Graham.
Vice-Pres./Nat'l Sales—J. Brett.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1410 kc. Directional.
Operating schedule: 6 am-midnight daily. EST.
Partial simulcast operation. Simulcast 7 pm-midnight. For non-simulcast facilities see WNCQ (FM).

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b.
Basic Rates: 20a, 22b, 23a, 24a, 29a
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 73a.
FM facilities: WNCQ (FM).

TIME RATES

AM/FM COMBINATION

Eff 7/1/72—Rec'd 6/5/72.

AA—Mon thru Sat 6-9 am & 3-6 pm.
A—Mon thru Sat 9 am-3-pm & Sun 6 am-6 pm.
B—6 pm-sign-off.

7. PACKAGE PLANS

I MIN:	6 ti	12 ti	18 ti	24 ti	50 ti
AA	16.00	15.00	14.00	13.00	12.00
A	14.00	13.00	12.00	11.00	10.00
B	8.00	7.50	7.00	6.50	6.00
1MPACT/ROS—1/2AA, 1/2A					
	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti
1 min	13.50	12.50	11.50	10.50	9.50	8.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min
Above rates include simulcasting of spots on WNCQ (FM) when duplicating WOTT. Non-simulcast FM only spots are 50% of above rates.
Edited by James E. Brett.

WWNY

1941

AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code

Media Code 4 233 9250 5.00

Broadcast Center, 120 Arcade St., Watertown, N. Y. 13601. Phone 315-738-3800. TWX 510-257-4650.

STATION'S PROGRAMMING DESCRIPTION
WWNY: Programmed for adults & young adults. MUSIC: current soft rock singles, mixed with new album cuts & hit singles of past. NEWS: 10 min network & local hourly; wkly live coverage of city council meetings; monthly coverage of county supervisors meeting; 4 man local news staff. WEATHER: every 1/2 hr including marine or road conditions; pre-recorded telephone reports. SPORTS: capsule reports, featuring scores hrly; major league baseball. FEATURES: early morning farm program. Women's program wkdys 11:15 am-noon. Remote facilities & air personalities available. Contact Representative for further details. Rec'd 5/1/74.

1. PERSONNEL
Manager of Broadcasting—Tony C. Malara.
Sales Manager—James Nash.
Program/Production—Rod Abare.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Boston—Santo Crupi.

3. FACILITIES
1,000 w.; 790 kc. Directional—night only.
Operating schedule: 5:30 am-12:05 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24c, 25a, 26, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES

No. 7 Eff 8/1/74—Rec'd 12/2/74.

AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30/20	A 1 min	A 30/20	B 1 min	B 30/20
1 ti	20	16	18	14	15	13
6 ti	19	15	17	13	14	12
12 ti	18	14	16	12	13	11
18 ti	17	13	15	11	12	10
24 ti	16	12	14	10	10	9

10 sec: 50% of 1-min.

DISCOUNT

26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min	15	13	12	10
30/20 sec	12	11	10	9

WATKINS GLEN

Schuyler County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

WGMF

1966

RAB

Subscriber to the NAB Radio Code

Media Code 4 233 9275 2.00

Watkins Glen Montour Falls Broadcasting Co., Jefferson Hotel, Watkins Glen, N. Y. 14891. Phone 607-535-2779.

1. PERSONNEL
Station Manager—Joe Fazzary.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
250 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WXXY (FM), Montour Falls.
Affiliated with American Contemporary Network.
Sold in combination with WXXY (FM), Montour Falls. See that listing for rates.

TIME RATES

Eff ———Rec'd 10/8/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
6 ti	7.00	5.50	4.20	6.00	4.80	3.60
12 ti	6.50	5.20	3.90	5.50	4.40	3.30
18 ti	6.00	4.80	3.60	5.00	4.00	3.00
24 ti	5.50	4.40	3.30	4.50	3.60	2.70
30 ti	5.00	4.20	3.00	4.00	3.20	----

7. PACKAGE PLANS

50-50 CONTRACT:	1 min	30 sec
500 x	5.50	4.40
1000 x	5.00	4.00

Subject to short rate.

WAVERLY

Tioga County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

WAVR

1974

Media Code 4 233 9287 7.00

WATS Broadcasting, Inc., 301 S. Keystone Ave., Sayre, Pa. 18840. Phone 717-888-7745.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Klose.
Station Manager—Sylvia J. Hinrichsen.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 405 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WATS, Sayre, Pa.
Affiliated with American Entertainment Network.
Member: New York Farm Network.

TIME RATES

No. 1 Eff 11/1/74—Rec'd 1/28/75.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun sign-on-7 pm.
B—Sun thru Sat 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 12 ti	AAA 24 ti	AA 1 ti	AA 12 ti	AA 24 ti
1 min	6.60	6.20	5.70	5.80	5.50	5.00
30 sec	5.30	5.00	4.60	4.70	4.40	4.00
	A			B		
1 min	5.10	4.80	4.40	4.70	4.40	4.00
30 sec	4.10	3.90	3.50	3.80	3.50	3.20

10 sec: 60% of 1-min.

Sold in combination with WATS, Sayre, Pa. Above rates plus 40%.

WELLSVILLE

Allegany County—Map Location C-7

See SRDS consumer market map and data at beginning of the State.

WLSV

1955

Subscriber to the NAB Radio Code

Media Code 4 233 9300 5.00

Radio Services of Wellsville, 56-1/2 N. Main St., Wellsville, N. Y. 14895. Phone 716-593-2727.

STATION'S PROGRAMMING DESCRIPTION
WLSV: C&W, MOR, progressive rock.

1. PERSONNEL
Station Manager—Robert G. Gabler.

2. FACILITIES
1,000 w.; 700 kc. Non-directional.
Operating schedule: 8:00 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

NEW YORK

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: New York Farm Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 5 Eff 4/1/73—Rec'd 3/29/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	520x	1040x
1 min	6.90	6.00	5.70	5.40	5.10	4.75	4.10
30 sec	5.45	5.10	4.90	4.60	4.30	3.95	3.15
10 sec	----	----	----	----	2.60	2.40	2.10

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.25	5.05	4.75	4.50	4.20	3.90
30 sec	4.90	4.45	4.10	3.80	3.50	3.20
10 sec	----	3.00	----	2.70	----	2.40

WESTCHESTER

Westchester County—Map Location H-9

See SRDS consumer market map and data at beginning of the State.

See Mount Kisco, New Rochelle, Peekskill, White Plains

WETHERSFIELD

Wyoming County—Map Location B-6

See SRDS consumer market map and data at beginning of the State.

WBIV (FM)

1948

Media Code 4 233 9350 3.00

The Christian Broadcasting Network, Northeast Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

STATION'S PROGRAMMING DESCRIPTION
WBIV (FM): Contemporary Christian.

1. PERSONNEL
General Manager—Eric C. AuCoin.

3. FACILITIES
ERP 32,000 w.; 107.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 5% cash discount 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions. Tobacco & intimate personal articles not accepted for advertising.
Member: The Christian Broadcasting Network, Inc.

TIME RATES

Eff————Rec'd 4/27/73.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec	4.50	4.30	4.10	3.90	3.70	3.50
10 sec	2.00	2.85	2.70	2.55	2.40	2.25

WHITE PLAINS

Westchester County—Map Location H-8

See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

NORTH CAROLINA

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Clayton—Johnston County
Mebane—Alamance and Orange Counties
Moyock—Currituck County

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,097,326
METRO AREAS	
Asheville	10,911
Burlington	18,287
Charlotte-Gastonia	115,835
Fayetteville	50,680
Greensboro-Winston-Salem-High Point	135,768
Raleigh-Durham	104,775
Rocky Mount	42,991
Wilmington	25,267
Total Metros	506,514
COUNTIES	
Alamance	18,287
Anson	10,238
Beaufort	10,695
Bertie	11,268
Buncombe	10,809
Cabarrus	12,297
Cleveland	14,316
Columbus	12,761
Craven	14,663
Cumberland	50,680
Duplin	11,437
Durham	46,412
Edgecombe	23,283
Forsyth	47,494
Franklin	11,145
Gaston	17,955
Granville	13,997
Guilford	70,311
Halifax	21,308
Harnett	10,957
Hertford	12,390
Iredell	12,575
Johnston	12,774
Lenoir	19,797
Mecklenburg	87,348
Nash	19,708
New Hanover	17,790
Northampton	12,275
Onslow	15,806
Pitt	20,181
Richmond	11,566
Robeson	19,508
Rockingham	15,074
Rowan	14,056
Sampson	16,009
Union	10,532
Vance	13,539
Wake	50,963
Wayne	26,820
Wilson	19,287
Total Counties	868,312

Demographics!
They're a regular feature in SRDS.
See Contents Page for exact location.
B-N 10/13

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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities ore located. Cities ore first, counties next.

Asheville—Buncombe
Burlington—Alamance
Chapel Hill—Orange
Charlotte—Mecklenburg
Durham—Durham
Fayetteville—Cumberland
Gastonia—Gaston
Goldsboro—Wayne
Greensboro—Guilford
Greenville—Pitt
Hickory—Catawba
High Point—Guilford
Kannapolis—Cabarrus
Kinston—Lenoir
Raleigh—Wake
Rocky Mount—Nash and Edgecombe
Salisbury—Rowan
Statesville—Iredell
Wilmington—New Hanover
Wilson—Wilson
Winston-Salem—Forsyth

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
NORTH CAROLINA STATE TOTALS	5,313.3	1,699.22	21,475,101	12,638	8.7	16.0	11.6	24.4	29.7	11,591,936	6,822	2,609,931	318,486	1,454,195	528,024	674,270	2,058,776	900,571	2,774.53	433.1	2,774,552
ALAMANCE G-4	100.6	33.53	453,978	13,539	6.8	12.8	11.6	28.9	34.7	235,057	7,010	59,403	7,258	24,199	20,766	13,033	41,326	17,631	62.18	5.6	26,203
Burlington	36.6	12.95	192,676	14,878	.....	.....	.....	.....	.....	166,446	12,853	35,597	5,129	19,478	18,043	9,470	30,267	11,779	.....	.....	.....
Burlington Metro Area	100.6	33.53	453,978	13,539	6.8	12.8	11.6	28.9	34.7	235,057	7,010	59,403	7,258	24,199	20,766	13,033	41,326	17,631	62.18	.....	.....
ALEXANDER E-4	21.1	6.75	82,340	12,199	7.9	15.4	13.7	28.6	27.0	27,198	4,029	9,892	643	498	512	1,077	5,140	2,635	10.62	2.3	17,008
ALLEGHANY E-3	8.5	3.00	28,287	9,429	12.9	19.7	12.7	20.9	17.1	14,327	4,776	3,110	297	297	948	692	2,023	1,221	4.26	2.8	13,008
ANSON F-5	22.8	7.10	68,332	9,624	11.9	18.8	12.3	21.7	20.2	39,660	5,586	12,955	970	3,711	1,393	1,763	7,173	3,330	10.05	.5	14,055
ASHE D-3	19.7	6.56	61,961	9,445	12.7	20.0	12.4	19.9	17.6	26,721	4,073	6,779	589	2,372	2,100	1,697	4,660	1,884	8.77	8.3	18,693
AVERY D-4	12.8	3.99	38,156	9,563	13.9	19.9	11.4	18.8	18.9	10,396	2,606	3,784	371	1,203	296	367	868	723	5.38	1.3	3,750
BEAUFORT K-5	36.1	11.91	128,724	10,808	9.5	15.6	11.1	22.1	24.1	83,750	7,032	20,489	1,561	7,362	3,088	3,973	14,101	6,654	17.57	5.4	28,253
BERTIE K-3	21.3	6.33	57,358	9,061	14.5	19.7	11.0	16.3	15.5	28,214	4,457	7,210	603	2,135	561	591	6,347	4,258	9.14	5.7	42,065
BLADEN H-6	26.8	8.00	75,027	9,378	14.2	19.1	11.4	19.3	18.2	39,308	4,914	6,694	656	3,331	1,878	1,601	8,819	3,861	11.41	6.1	32,485
BRUNSWICK H-7	29.2	9.03	89,605	9,923	13.0	18.3	12.3	21.4	18.9	36,293	4,019	8,428	807	2,612	310	922	7,092	4,139	11.85	3.6	12,548
BUNCOMBE C-4	148.2	51.65	648,896	12,563	8.3	16.1	11.9	24.3	31.3	412,255	7,982	93,366	12,089	72,981	13,791	22,014	75,308	32,050	79.74	8.1	29,590
Asheville	58.7	21.72	270,736	12,465	.....	.....	.....	.....	.....	322,404	14,844	67,217	9,880	68,507	12,383	17,473	66,026	19,106	.....	.....	.....
Asheville Metro Area	163.7	56.79	700,017	12,326	8.7	16.6	11.8	23.6	30.1	425,373	7,490	96,952	12,479	73,928	14,098	22,552	78,147	34,076	85.79	.....	.....
BURKE D-4	63.7	20.01	259,022	12,945	7.4	14.3	12.8	29.7	30.6	106,904	5,343	26,241	3,009	6,015	7,302	7,502	19,476	10,782	31.41	.9	7,427
CABARRUS E-5	76.8	26.02	321,933	12,373	6.9	15.9	12.9	29.9	29.1	188,294	7,237	45,598	6,634	25,119	11,053	12,715	37,893	14,181	50.76	2.0	17,078
Kannapolis[2]	36.8	12.97	151,842	11,707	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
CALDWELL D-4	59.7	19.11	225,773	11,814	7.4	17.0	14.0	28.5	27.1	110,240	5,769	27,554	2,220	8,495	4,513	5,900	25,298	10,602	31.53	.5	11,794
CAMDEN L-3	5.1	1.61	18,236	11,327	9.0	17.6	13.1	25.2	22.7	3,195	1,984	1,191	.....	88	.....	.....	.....	1,461	2.44	.3	8,877
CARTERET K-5	32.0	10.88	128,132	11,777	8.6	17.3	11.9	23.0	28.7	68,420	6,289	19,372	1,740	3,785	2,714	3,421	10,590	7,046	16.36	1.1	7,092
CASWELL G-2	18.7	5.42	61,570	11,360	10.5	18.1	12.5	24.8	24.6	10,132	1,869	2,295	112	1,996	.....	360	2,209	981	6.89	5.8	17,529
CATAWBA E-4	97.5	32.19	443,292	13,771	4.9	15.1	12.5	29.3	33.7	254,526	7,907	60,526	6,867	32,373	11,771	15,017	45,432	17,212	58.51	.9	14,308
Hickory[6]	21.1	7.29	113,878	15,621	.....	.....	.....	.....	.....	143,565	19,693	32,940	3,939	28,952	8,856	10,025	25,597	8,206	.....	.....	.....
CHATHAM G-4	30.8	10.03	112,179	11,184	10.2	19.5	13.3	24.6	23.9	48,035	4,789	10,312	1,338	1,989	2,528	3,199	10,117	4,265	13.69	4.5	76,527
CHEROKEE A-5	16.0	5.46	50,611	9,269	13.9	20.5	12.5	19.8	17.3	26,021	4,766	8,563	807	1,661	1,842	1,230	4,649	2,041	7.09	.7	8,669
CHOWAN K-3	10.4	3.30	34,592	10,482	12.9	18.2	11.8	21.9	21.1	25,813	7,822	7,095	411	3,245	882	1,036	3,803	2,018	5.06	.7	17,445
CLAY A-5	5.2	1.82	14,102	7,748	16.6	22.8	11.3	14.3	14.6	7,649	4,203	1,656	221	848	151	432	1,544	762	2.36	.7	6,971
CLEVELAND D-5	75.2	23.88	295,008	12,354	7.5	16.1	12.1	26.7	30.3	161,137	6,748	40,434	5,085	19,014	9,305	11,267	24,479	13,239	40.35	1.2	22,687
COLUMBUS H-6	48.7	15.08	147,060	9,752	12.8	18.9	11.6	19.6	19.0	102,386	6,790	24,463	2,107	10,196	4,559	3,316	22,841	7,704	22.16	12.4	60,690
CRAVEN K-5†	64.2	19.37	250,373	12,926	10.2	17.3	11.7	22.5	27.8	183,415	9,469	29,506	3,203	20,111	4,642	7,082	73,969	10,246	30.43	3.5	26,928
CUMBERLANO H-5†	220.5	58.17	855,344	14,704	8.7	18.1	12.6	23.6	28.0	455,587	7,832	77,881	7,662	79,001	20,878	36,515	93,129	33,448	93.56	3.4	29,113
Fayetteville	56.0	18.14	242,521	13,369	.....	.....	.....	.....	.....	324,499	17,889	47,683	6,186	71,716	18,822	20,553	72,342	17,218	.....	.....	.....
Fayetteville Metro Area	220.5	58.17	855,344	14,704	8.7	18.1	12.6	23.6	28.0	455,587	7,832	77,881	7,662	79,001	20,878	36,515	93,129	33,448	93.56	.....	.....
CURRITUCK L-3	7.0	2.32	25,701	11,078	9.8	17.2	12.5	22.2	24.7	7,700	3,319	2,357	.....	565	.....	.....	507	1,061	3.55	.3	8,821
DARE L-4†	7.5	2.83	32,440	11,463	9.8	20.5	12.5	20.5	26.4	23,256	8,218	5,753	1,011	1,754	477	659	2,709	2,401	3.98	.1	74
DAVIDSON F-4	101.8	33.77	427,520	12,660	7.2	14.2	12.8	29.5	30.7	188,700	5,588	42,303	5,439	10,911	7,532	9,288	38,063	13,677	52.26	7.0	21,317
DAVIE E-4	19.6	6.57	79,409	12,087	8.2	15.2	11.7	26.2	29.7	30,770	4,683	6,799	1,093	2,085	418	1,467	6,610	4,659	11.22	3.0	14,752
DUPLIN J-5	37.4	11.86	127,835	10,779	12.0	18.5	11.5	20.2	21.4	66,523	5,609	15,703	1,598	4,683	2,871	4,137	11,072	5,503	17.60	9.3	144,245
DURHAM G-4	140.6	46.67	657,336	14,085	7.2	13.5	10.5	24.8	36.4	340,481	7,296	76,301	11,511	51,220	19,343	21,923	57,920	23,708	77.87	2.5	8,672
Durham	102.2	34.68	466,017	13,438	.....	.....	.....	.....	.....	331,426	9,557	73,567	11,135	50,771	19,156	21,320	56,128	21,414	.....	.....	.....
Raleigh-Durham Metro Area	464.1	148.93	2,183,549	14,662	6.9	13.4	10.1	23.9	39.0	1,122,930	7,540	234,504	33,441	176,542	51,226	59,038	182,858	75,616	260.53	.....	.....
EDGECOMBE J-4	53.9	16.36	176,071	10,762	11.6	17.6	11.1	21.3	24.3	76,950	4,704	22,214	1,519	10,386	2,684	5,594	10,690	5,996	40.73	4.8	39,860
Rocky Mount[3]	35.2	12.34	152,452	12,354	.....	.....	.....	.....	.....	163,884	13,281	31,203	3,713	30,717	8,214	12,630	22,078	9,107	.....	.....	.....
Rocky Mount Metro Area	116.0	35.95	402,774	11,204	9.8	16.0	10.0	19.4	32.5	261,526	7,275	57,451	6,319	44,901	9,801	16,062	36,268	19,279	56.48	.....	.....
FORSYTH F-3†	227.0	76.93	1,097,878	14,271	6.2	12.0	10.9	26.4	37.2	582,859	7,576	127,951	18,884	92,741	35,717	40,392	96,397	34,662	140.89	4.1	17,850
Winston-Salem	138.0	47.63	686,386	14,411	.....	.....	.....	.....	.....	505,760	10,619	105,059	15,921	90,355	35,118	35,447	84,623	24,301	.....	.....	.....
Greensboro-Winston-Salem-High Point Metro Area	767.4	255.76	3,602,172	14,084	6.4	12.9	11.0	27.1	36.0	1,825,589	7,138	399,513	57,135	234,908	89,713	110,367	316,528	129,949	452.42	.....	.....
FRANKLIN H-3	28.6	8.76	96,970	11,070	13.0	18.0	10.7	19.2	22.2	37,281	4,256	9,235	1,181	1,740	1,682	1,296	7,731	2,736	10.58	9.9	32,661
GASTON E-5	156.6	50.83	668,880	13,159	6.8	13.9	12.3	28.7	32.5	312,471	6,147	80,931	10,791	43,388	13,198	18,434	56,906	25,124	82.58	2.7	7,569
Gastonia	50.9	17.14	240,304	14,020	.....	.....	.....	.....	.....	196,296	11,453	45,150	6,519	36,439	9,354	13,708	36,413	10,624	.....	.....	.....
Charlotte-Gastonia Metro Area	592.5	194.52	2,857,154	14,688	6.1	12.7	10.3	26.1	39.2	1,559,191	8,016	313,500	40,839	239,639	66,599	95,242	278,227	108,704	337.60	.....	.....
GATES K-3	8.5	2.58	26,262	10,179	11.3	20.0	13.0	21.8	19.7	11,263	4,366	1,261	.....	1,535	.....	208	1,487	896	3.92	2.0	20,556
GRAHAM A-5	6.6	2.12	22,834	10,771	11.6	17.9	10.0	23.1	24.9	6,492	3,062	1,519	205	1,421	246	412	441	840	2.64	1.0	1,129
GRANVILLE H-3	32.5	8.86	102,856	11,609	10.3	16.5	10.9	22.1	27.0	48,625	5,488	12,354	1,182	2,182	2,311	1,079	7,918	6,680	13.52	7.9	39,134
GREENE J-4	14.0	3.94	46,537	11,811	12.4	16.4	10.5	21.0	21.8	13,986	3,550	3,762	116	1,946	94	226	1,451	917	5.56	5.5	41,769
GUILFORD F-3	304.9	99.83	1,516,425	15,190	5.9	12.0	10.3	26.2	39.8	843,423	8,449	178,734	27,142	118,792	41,260	51,488	144,594	59,220	191.37	8.2	32,624
Greensboro	157.9	51.55	812,763	15,766	.....	.....	.....	.....	.....	597,183	11,585	111,826	16,421	78,563	25,132	28,841	103,976	35,013	.....	.....	.....
Greensboro-Winston-Salem-High Point Metro Area	767.4	255.76	3,602,172	14,084	6.4	12.9	11.0	27.1	36.0	1,825,589	7,138	399,513	57,135	234,908	89,713	110,367	316,528	129,949	452.42	.....	.....
High Point[6]	63.6	21.40	304,373	14,223	.....	.....	.....	.....	.....	212,412	9,926	52,129	9,214	26,366	15,355	19,842	39,831	13,925	.....	.....	.....
HALIFAX J-3†	51.8	15.48	159,520	10,305	12.3	17.7	10.7	19.7	21.9	127,645	8,246	33,210	2,527	11,677	5,039	7,128	19,522	10,244	22.21	4.6	38,500
HARNETT H-5	50.2	15.94	173,249	10,869	10.9	19.0	12.7	22.3	23.0	94,104	5,904	21,867	2,963	6,829	4,371	7,273	18,643	7,260	23.66	8.1	42,669
HAYWOOD B-4	42.7	14.57	149,867	10,286	9.3	18.3	13.8	25.6	21.4	81,178	5,572	21,069	2,933	5,143	3,789	4,790	12,486	7,167	21.39	4.6	12,147
HENDERSON C-5	45.2	16.09	178,779	11,111	9.7	17.0	11.7	22.6	25.7	101,086	6,283	28,152	2,693	5,759	4,838	5,418	16,414	6,702	25.87	2.7	21,407
HERTFORD K-3	23.9	7.16	72,062	10,065	12.5	19.9	12.1	20.3	20.9	53,717	7,502	11,860	1,343	5,078	2,185	3,489	7,479	5,009	9.46	3.8	20,900
HOKE G-5	16.1	4.18	47,448	11,351	9.5	14.1	9.9	22.2	28.6	20,032	4,792	5,574	948	1,012	357	920	2,550	2,966	5.15	.8	15,013
HYDE L-4	5.6	1.74	15,372	8,834	20.2	25.9	12.2	13.6	10.5	6,238	3,585	2,296	.....	1,330	61	455	265	764	2.00	1.0	11,698
IREDELL E-4	76.3	25.49	307,991	12,083	7.1	16.5	13.2	27.2	28.3	155,615	6,105	32,903	6,241	18,980	9,008	9,794	29,325	12,446	41.39	4.3	29,435
Statesville	20.4	7.04	86,423	12,276	.....	.....	.....	.....	.....	86,310	12,260	16,832	3,932	9,980	7,565	4,429	20,714	5,921	.....	.....	.....
JACKSON B-5	23.2	7.02	74,414	10,600	12.1	19.4	12.0	20.3	20.5	26,077	3,715	7,903	850	2,405	1,177	1,241	5,362	3,362	8.28	1.5	1,418
JOHNSTON H-4	64.1	21.43	217,263	10,138	12.3	18.4	11.7	21.3	20.7	123,076	5,743	27,368	2,774	7,589	4,248	9,715	21,022	13,677	32.69	14.9	92,970
JONES J-5	9.4	2.78	27,133	9,760	14.7	18.5	11.4	20.4	18.5	9,798	3,524	2,896	66	948	.....	135	2,142	781	4.13	1.8	16,477
LEE G-4	32.1	10.34	124,740	12,064	7.9	15.6	12.5	26.0	27.9	81,362	7,869	21,806	2,876	6,486	4,783	5,880	12,226	7,737	19.06	1.9	11,084
LENOIR J-5	57.7	17.93	215,359	12,011	10.4	16.0	10.9	21.8	26.3	148,530	8,284	29,829	3,993	22,791	8,930	8,818	25,247	7,420	29.42	5.6	50,410
Kinston	23.4	8.34	94,630	11,347	.....	.....	.....	.....	.....	120,757	14,479	23,389	3,333	17,989	8,483	8,410	20,543	5,512	.....	.....	.....
LINCOLN E-4	34.3	11.32	142,313	12,572	6.3	14.9	12.2	28.5	31.6	64,207	5,672	16,255	1,518	4,472	3,069	5,605	13,676	4,272	19.15	1.3	14,742
McDOWELL D-4	32.3	10.70	114,473	10,698	8.7	18.8	13.7	26.5	23.7	53,386	4,989	15,374	1,652	4,707	1,549	3,882	9,084	4,907	14.90	.5	2,578
MACON B-5	16.4	5.72	51,551	9,012	11.6	21.0	13.5	20.6	15.7	31,862	5,570	8,608	1,103	2,001	1,641	655	4,847	4,015	7.12	.9	7,329
MADISON C-4	15.5	5.14	51,121	9,946	13.7	19.4	11.1	17.3	19.1	13,118	2,552	3,586	390	947	307	538	2,839	2,026	6.05	9.9	12,723
MARTIN K-4	24.0	7.35	72,016	9,798	12.0	18.7	11.7	20.6	19.9	66,180	9,004	15,016	976	7,959	2,113	2,883	10,747	6,421	10.95	5.1	48,941
MECKLENBURG E-5	375.3	124.73	1,951,668	15,647	5.7	11.2	9.3	24.9	43.7	1,133,089	9,084	208,986	27,589	187,585	50,502	73,430	195,091	76,012	228.33	1.9	10,107
Charlotte	316.3	108.17	1,562,179	14,442	.....	.....	.....	.....	.....	1,026,008	9,485	192,357	26,511	185,677	49,154	70,322	185,250	62,275	.....	.....	.....
Charlotte-Gastonia Metro Area	592.5	194.52	2,857,154	14,688	6.1	12.7	10.3	26.1	39.2	1,559,191	8,016	313,500	40,839	239,639	66,599	95,242	278,227	108,704	337.60	.....	.....

(2) Includes portion in Rowan County. (3) Includes portion in Burke County. (6) Includes portion in Randolph County.
(7) Includes annexation of 32 square miles on Jan. 25, 1974.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MITCHELL C-4	13.1	4.44	43,474	9,791	14.7	20.1	11.5	18.6	18.5	23,133	5,210	6,430	266	2,669	810	967	6,427	1,840	6.57	2.3	3,347
MONTGOMERY F-5	19.4	6.22	67,415	10,838	11.1	18.7	12.9	24.1	22.5	28,016	4,504	10,367	779	1,210	1,433	1,245	6,060	3,276	9.80	.7	21,396
MOORE G-5	42.2	13.74	152,646	11,110	11.0	19.1	12.3	21.9	24.6	82,372	5,995	23,634	2,573	2,789	4,324	3,656	12,038	7,535	22.80	4.5	62,707
NASH H-4	62.1	19.59	226,703	11,572	10.4	17.5	11.3	21.7	25.8	184,576	9,422	35,237	4,800	34,515	7,117	10,468	25,578	13,283	15.75	10.9	59,352
Rocky Mount[3]	35.2	12.34	152,452	12,354	.....	.....	.....	.....	.....	163,884	13,281	31,203	3,713	30,717	8,214	12,630	22,078	9,107	.....	.....	.....
Rocky Mount Metro Area	116.0	35.95	402,774	11,204	9.8	16.0	10.0	19.4	32.5	261,526	7,275	57,451	6,319	44,901	9,801	16,062	36,268	19,279	56.48	.....	.....
NEW HANOVER J-6†	95.0	32.70	398,794	12,196	9.3	16.0	11.4	24.8	29.4	240,649	7,359	56,810	7,156	42,423	10,283	11,091	34,793	15,196	51.10	.3	2,693
Wilmington	48.2	17.52	200,756	11,459	.....	.....	.....	.....	.....	205,757	11,744	50,575	6,511	34,183	9,852	10,141	33,410	11,370	.....	.....	.....
Wilmington Metro Area	124.2	41.73	488,399	11,704	10.1	16.8	11.5	24.0	27.0	276,942	6,637	65,238	7,963	45,035	10,593	12,013	41,885	19,335	62.95	.....	.....
NORTHAMPTON J-3	22.9	6.40	59,024	9,223	15.3	21.1	11.2	15.4	15.2	23,064	3,604	6,982	718	1,492	275	134	2,417	4,872	8.43	1.2	34,103
ONSLOW J-5†	98.2	23.30	375,313	16,108	9.8	19.0	13.0	22.1	24.7	163,452	7,015	30,463	3,387	22,080	5,873	17,003	41,986	11,500	37.17	3.0	16,899
ORANGE G-3	67.3	20.76	309,154	14,892	7.6	16.3	11.3	21.8	36.7	132,179	6,367	33,432	3,691	6,950	4,820	3,798	14,601	11,452	28.11	4.5	21,514
Chapel Hill[4]	32.2	8.88	159,243	17,933	.....	.....	.....	.....	.....	99,014	11,150	24,114	3,015	6,396	4,817	2,052	10,491	7,353	.....	.....	.....
PAMLICO K-5	9.1	2.96	30,719	10,378	10.9	19.2	12.7	20.3	20.0	7,437	2,513	2,644	140	971	112	416	745	1,091	3.72	.5	7,567
PASQUOTANK K-3	27.2	8.67	98,382	11,347	10.4	18.5	12.7	23.1	24.6	70,333	8,112	17,611	1,507	10,768	2,051	4,445	9,935	4,286	12.58	1.2	16,977
PENDER J-6	17.8	5.55	53,370	9,616	14.7	21.2	11.9	19.2	18.7	17,920	3,229	7,272	568	1,659	302	652	2,510	2,004	7.99	3.1	28,247
PERQUIMANS K-3	8.0	2.58	23,811	9,229	12.3	19.3	11.7	18.3	17.0	17,330	6,717	2,496	154	622	352	662	4,825	1,124	3.93	2.3	14,289
PERSON G-3	25.7	8.06	93,563	11,608	9.4	17.4	11.9	23.8	27.0	48,576	6,027	10,988	1,201	5,549	2,358	2,353	7,948	4,904	12.68	5.1	24,204
PITT J-4	75.4	23.05	278,879	12,099	11.0	15.5	9.8	19.2	28.6	192,230	8,340	37,648	4,249	26,576	5,572	9,575	30,979	13,653	38.30	11.7	88,952
Greenville	31.2	9.51	119,884	12,606	.....	.....	.....	.....	.....	115,206	12,114	23,527	2,950	15,926	5,062	6,886	19,854	7,637	.....	.....	.....
POLK C-5	12.0	4.32	46,604	10,788	9.8	19.0	12.7	22.8	23.5	16,226	3,756	6,847	749	1,112	886	627	1,121	1,388	6.12	.9	5,339
RANDOLPH F-4	81.9	27.83	348,770	12,532	6.7	12.9	12.5	30.6	31.0	139,909	5,027	32,804	3,941	10,362	4,915	6,634	20,661	15,874	40.77	7.8	60,584
RICHMOND F-5	40.4	13.11	141,857	10,821	10.2	17.5	11.6	23.4	24.4	84,070	6,413	21,668	2,184	11,720	3,989	4,497	13,922	7,929	19.84	1.5	24,533
ROBESON G-6	88.5	24.89	246,961	9,922	13.5	19.9	11.4	19.4	19.9	179,747	7,222	41,749	4,979	17,587	6,228	8,033	32,086	16,450	39.97	14.1	69,997
ROCKINGHAM F-3	75.8	25.33	305,525	12,062	8.7	15.6	12.6	27.5	28.6	150,648	5,947	40,937	4,577	9,385	9,865	11,348	25,764	12,522	41.95	8.5	28,445
ROWAN E-4	92.7	31.80	391,156	12,301	6.4	14.5	12.6	28.7	30.9	174,123	5,476	43,858	7,235	17,172	9,777	10,252	32,197	15,204	47.09	4.4	19,098
Salisbury	23.1	7.92	104,839	13,237	.....	.....	.....	.....	.....	105,695	13,345	24,258	5,501	14,854	9,150	5,524	16,693	5,224	.....	.....	.....
RUTHERFORD D-5	50.5	17.20	189,328	11,007	9.6	18.4	12.9	25.1	23.5	84,194	4,895	21,819	2,458	3,361	5,783	6,983	16,630	7,695	25.86	1.6	7,984
SAMPSON H-5	48.7	15.21	144,381	9,493	14.0	21.2	11.9	18.3	16.5	77,578	5,100	13,125	2,022	7,785	3,075	4,473	13,451	5,130	21.36	15.5	113,734
SCOTLAND G-5	27.8	8.19	97,079	11,853	11.3	16.5	11.0	22.8	27.6	54,187	6,616	14,339	1,297	6,735	2,858	2,243	10,554	5,380	12.28	2.2	8,196
STANLY F-5	43.7	14.95	173,397	11,598	8.8	16.7	13.9	28.6	25.8	91,658	6,131	21,869	2,452	8,552	4,035	5,075	18,108	8,440	26.27	2.3	28,374
STOKES F-3	26.8	8.77	107,561	12,265	8.3	17.4	12.5	24.4	26.3	21,727	2,477	7,306	975	1,005	76	589	3,140	2,607	12.56	10.0	25,767
SURRY E-3	52.8	18.05	197,562	10,945	10.0	17.8	13.7	25.4	23.2	131,226	7,270	29,627	4,824	10,620	9,486	7,616	27,696	11,753	32.50	8.2	50,074
SWAIN B-4	7.5	2.46	21,972	8,932	17.8	23.4	12.4	17.5	14.8	17,590	7,150	6,179	322	814	789	72	2,333	2,482	4.29	.7	555
TRANSYLVANIA C-5	21.3	6.89	74,284	10,781	8.4	17.7	14.4	27.8	23.4	31,450	4,565	10,501	1,279	2,277	1,070	2,174	4,532	1,885	9.87	.4	1,748
TYRRELL L-4	3.8	1.21	10,206	8,435	15.5	18.8	10.4	15.0	15.8	6,270	5,182	1,119	201	718	128	394	1,055	900	1.44	1.0	7,450
UNION F-5	60.6	18.96	236,606	12,479	7.4	15.7	12.6	26.6	29.6	113,631	5,993	23,583	2,461	8,666	2,899	3,378	26,230	7,568	26.69	7.7	61,022
VANCE H-3	33.1	10.26	116,328	11,338	10.2	18.2	12.0	22.1	25.5	74,379	7,249	20,542	1,616	8,578	3,058	3,221	13,711	5,803	16.85	5.0	16,710
WAKE H-4	256.2	81.50	1,217,059	14,933	6.6	12.2	9.7	24.0	41.2	650,270	7,979	124,771	18,239	118,372	27,063	33,317	110,337	40,456	154.55	11.2	65,834
Raleigh	145.0	46.89	696,239	14,848	.....	.....	.....	.....	.....	487,257	10,391	76,182	13,917	101,257	25,096	22,370	90,273	22,407	.....	.....	.....
Raleigh-Durham Metro Area	464.1	148.93	2,183,549	14,662	6.9	13.4	10.1	23.9	39.0	1,122,930	7,540	234,504	33,441	176,542	51,226	59,038	182,858	75,616	260.53	.....	.....
WARREN H-3	16.8	4.99	50,070	10,034	13.7	19.4	10.2	14.4	17.9	17,646	3,536	5,254	459	2,469	560	1,213	1,271	2,022	8.31	6.7	15,720
WASHINGTON K-4	14.3	4.19	48,021	11,461	9.7	16.8	11.6	23.1	25.0	24,631	5,879	7,485	442	2,437	605	909	4,658	2,162	6.32	1.6	16,605
WATAUGA D-3	25.7	7.70	85,435	11,095	11.5	18.8	11.4	20.1	23.4	47,701	6,195	10,754	1,153	3,147	1,221	2,211	8,565	3,085	10.00	5.0	9,918
WAYNE J-4†	89.1	26.74	292,899	10,954	11.7	19.6	12.2	20.9	22.7	186,235	6,965	40,055	4,111	30,036	7,896	15,639	26,546	13,593	43.69	10.1	65,170
Goldsboro	28.6	9.75	97,288	9,978	.....	.....	.....	.....	.....	129,551	13,287	23,029	3,118	25,246	7,008	9,740	17,442	8,555	.....	.....	.....
WILKES E-3	51.4	16.64	182,183	10,948	10.0	19.0	13.2	23.6	23.2	93,351	5,610	22,900	2,278	5,472	4,768	3,186	15,367	7,701	24.65	4.9	113,893
WILSON J-4	57.5	17.94	196,723	10,966	11.6	17.7	11.9	22.2	23.9	144,705	8,066	29,804	3,484	18,660	7,352	5,941	19,062	15,246	29.44	7.3	55,425
Wilson	33.9	11.19	118,269	10,569	.....	.....	.....	.....	.....	125,661	11,230	22,680	3,008	17,067	7,182	5,468	18,071	8,613	.....	.....	.....
YADKIN E-3	25.0	8.63	104,018	12,053	7.3	13.6	11.0	26.2	31.0	48,971	5,675	10,415	754	1,097	213	1,976	13,673	3,909	14.48	7.0	31,235
YANCEY C-4	11.8	3.90	36,685	9,406	11.8	20.1	13.1	22.1	17.5	12,533	3,214	1,075	440	2,099	164	430	2,515	1,729	5.31	4.4	6,669

(3) Includes portions in Edgecombe and Nash Counties. (4) Includes portion in Durham County.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

NORTH CAROLINA

See SRDS consumer market map and data at begin of this state.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Carolina Radio Network

Carolina Radio Network

Comprised of:
Non-Interconnected Stations

WRCS—Aboskie
WTIK—Durham
WFMC—Goldsboro
WIZS—Henderson
WELS—Kinston
WEWO—Laurinburg
WAGE—Lumberton
WPAQ—Mt. Airy
WFRC—Reidsville
WSTP—Salisbury
WMPM—Smithfield
WTAR—Tabor City
WEEW—Washington
WETC—Wendell-Zebulon
WIAM—Williamston
WVOT—Wilson
WLAT—Conway, S. C.
WKYB—Bemingway, S. C.
WDIX—Orangeburg, S. C.
WDXY—Sumter, S. C.

Media Code 4 234 0050 6.00
Executive Office—c/o Radio Station WVOT, Box 174 Wilson, N. C. 27893. Phone 919-237-8628.

1. PERSONNEL
Vice-President—Harry Reverance.
Manager—Wistar Moore, Jr.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 23c, 29a, 29b, 33b.
Contracts: 40a, 41, 44a, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60d, 60h, 61b, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80.

TIME RATES
Eff——————Rec'd 8/20/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	157.30	152.10	148.20	141.70	136.50	130.00	118.30

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
5 min	322.80	313.30	301.60	291.20	279.50	270.40	260.00

SUPPLEMENTARY STATIONS
WGAI—Elizabeth City
WFAI—Fayetteville
WAKS—Fuquay-Varina
WTRN—Louisburg
WMAP—Monroe
WREV—Reidsville
WKLM—Wilmington
WEVA—Emporia, Va.
WLPM—Suffolk, Va.

Golden Crescent Group

Comprised of:
Non-Interconnected Stations

WTIK—Durham
WGWR—Asheboro
WSAT—Salisbury
WDBM—Statesville
WABZ—Albemarle
WGTL—Kannapolis
WIST—Charlotte
WEAC—Gaffney, S. C.

Media Code 4 234 0100 9.00
Box 5251, High Point, N. C. 27262.

1. PERSONNEL
National Sales Manager—E. C. Bryant, Jr.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4d, 5, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 23a, 23b, 23c.
Contracts: 40a, 46, 51a.
Comb.; Cont. Discounts: 61a, 62a.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 81.

TIME RATES
Eff 1/1/67—Rec'd 11/21/66.

6. SPOT ANNOUNCEMENTS
CLASS A DRIVE TIME
1 min..... 100 20/30 sec..... 75
Entire group rates. For combinations of less than entire group, consult national sales manager.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 234 0106 6.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

NORTH CAROLINA STATE GROUP
Comprised of:

WABZ—Albemarle
WCGC—Belmont
WPYB—Benson
WBMS—Black Mountain
WATA—Boone
WVBS—Burgaw
WBBB—Burlington
WKYK—Burnsville
WEGO—Concord
WCDJ—Edenton
WCNC—Elizabeth City
WBLA—Elizabethtown
WFAI—Fayetteville
WBBO—Forest City
WAKS—Fuquay
WFMC—Goldsboro
WKVO—Havelock
WHNC—Henderson
WNOS, WNOS-FM—High Point
WKTE—King
WELS—Kinston
WLNC—Laurinburg
WJRI—Lenoir
WTNR—Lumberton
WMMH—Marshall
WMAP—Monroe
WMNC—Morganton
WPAQ—Mount Airy
WKRK—Murphy
WNNC—Newton
WKBC—North Wilkesboro
WPNC—Plymouth
WSHB—Raeford
WRNC—Raleigh
WFRC—Reidsville
WLWL—Rockingham
WRMT—Rocky Mount.
WOHS—Shelby
WMPM—Smithfield
WEEB—Southern Pines
WCOK—Sparta
WTOE—Spruce Pine
WDBM—Statesville
WTAR—Tabor City
WTLK—Taylorsville
WTNC—Thomasville
WADE—Wadesboro
WOBR—Wanchese
WHCC—Waynesville
WKSK—West Jefferson
WILY—Wilson
WBTE—Windsor
WKBX—Winston-Salem

	1 min	30 sec
All stations	210	168

Less than full state list may be purchased. (D)

For complete listing see Regional Networks & Groups

Mountaineer Group

Comprised of:
Non-Interconnected Stations

WSKY—Asheville
WKYK—Burnsville
WWIT—Canton
WCSL—Cherryville
WHKP—Hendersonville
WKIK—Murphy
WCOK—Sparta
WMSJ—Sylva
WTYN—Tryon

Media Code 4 234 0112 4.00
108 College St., Asheville, N. C. 28801. Phones 704-253-4884, 4885.

1. PERSONNEL
Sec'y & Treas.—Charles H. Reynolds.

2. REPRESENTATIVES
South—Media Sales/South.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff——————Rec'd 2/28/72.

6. SPOT ANNOUNCEMENTS
1 min..... 40 30 sec..... 30

North Carolina News Network

NC News Network

Comprised of:
Interconnected Stations

WESTERN LEG

WZKY—Albemarle
WCSE (FM)—Asheboro
WSKY—Asheville
WIST—Charlotte
WEGO—Concord
WPEG (FM)—Concord
WGAS—Gastonia
WGHG—Greensboro
WHKY—Hickory
WNOS, WNOS-FM—High Point
WBUY—Lexington
WLXN (FM)—Lexington
WDSL—Mocksville

(This listing continued on next page)

State Networks—North Carolina News Network—Continued

WRDX (FM)—Salisbury
WFMX (FM)—Statesville
WSIC—Statesville
WTLK—Taylorsville
WSVM—Valdese
WAHI—Winston-Salem
WSEZ (FM)—Winston-Salem

EASTERN LEG

WRCS, WRCS-FM—Ahoskie
WRRZ—Clinton
WTIK—Durham
WHLA—Elizabethtown
WFMO—Fairmont
WFAG—Farmville
WEQR (FM)—Goldsboro
WGBR—Goldsboro
WNCT—Greenville
WNCT-FM—Greenville
WIZS—Henderson
WLAS—Jacksonville
WRNS (FM)—Kinston
WEWO—Laurinburg
WSTS (FM)—Laurinburg
WYRN—Louisburg
WMBL—Morehead City
WHIT—New Bern
WRAL (FM)—Raleigh
WCBT—Roanoke Rapids
WCEC—Rocky Mount
WFMA (FM)—Rocky Mount
WKRX (FM)—Roxboro
WRXO, Roxboro
WWGP, WWGP-FM—Sanford
WYAL—Scotland Neck
WBZB—Selma
WEEB—Southern Pines
WCPS—Tarboro
WLSE, WLSE-FM—Wallace
WOBR, WORR-FM—Wanchese
WITN—Washington
WENC, WENC-FM—Whiteville
WIAM, WIAM-FM—Williamston
WGNI—Wilmington
WGTM—Wilson
WBTE—Windsor

Media Code 4 234 0115 1.00
Executive office: Box 1988, 137 S. Salisbury St., Raleigh, N. C. 27602. Phone 832-8885. Call collect.

1. PERSONNEL
Vice President—Wally Voigt.
National Account Executive—Paul von Bagel.
Regional Account Executive—Allen B. Jones.

2. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10b, 11c, 12c, 13b.
Basic Rates: 20a, 24b, 24c, 27, 28a, 28c.
Contracts: 40a, 44a, 45, 46, 47a, 51b.
Comb: Cont. Discounts: 60g, 60i, 62d.
Cancellation: 70c, 71a, 72.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 2/1/74—Rec'd 2/4/74.
AA—Sun thru Sat 7-7:05 am, 7:55-8 am, 11:55 am-noon, 3:55-4 pm, 5:25-5:30 pm, 5:55-6 pm.
A—Sun thru Sat 9:55-10 am, 1:55-2 pm, 8:55-9 pm.

8. SPOT ANNOUNCEMENTS
PARTICIPATING NEWS/SPORTS

FIXED:	AA	A
1 min	110	100
30 sec	90	80

CUMULATIVE WEEK DISCOUNT
13 wk—2% 26 wk—5% 39 wk—8% 52 wk—10%

7. PACKAGE PLANS

WITHIN 7 DAYS:	12 ti	6 ti
1 min, ea	90	100

LEG PLANS
Eastern Leg, ea 65 Western Leg, ea 50
Plans subject to preemption without notice by fixed position.

Radio Smiles Group, The

Comprised of:
Non-Interconnected Stations
WRNC—Raleigh
WISP—Kinston
WSMY—Weldon
WFBS—Spring Lake
WSML—Graham

Media Code 4 234 0125 6.00
Smiles Associates, Box 622, 313 Union St., Fayetteville, N. C. 28302. Phone 919 485-6194.

1. PERSONNEL
Executive Vice-President—N. J. Suttles.
Vice-President—M. L. Street.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

4. AGENCY COMMISSION
15/0.

TIME RATES
Eff 4/1/68—Rec'd 4/3/68.

6. SPOT ANNOUNCEMENTS
(6:30-9 am, noon-1 pm & 3:30-6 pm)

PER WK:	8 ti	12 ti	18 ti	24 ti
1 min	30.00	27.50	25.00	22.50
30 sec	22.50	20.60	18.75	16.85
(all other times)				
1 min	24.00	22.00	20.00	18.00
30 sec	18.00	16.50	15.00	13.50

10 sec: 50% of 1-min.

Suburbon Rodio Group

Comprised of:
Interconnected by tape & Interconnected Stations
WCGC—Belmont, N. C.
WEGO—Concord, N. C.
WRDU (FM)—Concord, N. C.
WSVM—Valdese, N. C.
WZKY Albemarle, N. C.
WJJJ—Christiansburg, Va.
WVYV (FM)—Blacksburg, Va.
WHHV—Hillsville, Va.

Media Code 4 234 0150 4.00
Mailing address: Box 888, Belmont, N. C. 28012. Phone 704-825-8224.

1. PERSONNEL
President—Robert R. Hilker.
Executive Vice-President—William R. Rollins.
Group Vice-President—Lewis Bagwell.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

4. AGENCY COMMISSION
None; all rates net to network.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 24a, 25a, 26.
Contracts: 40a, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60d, 60i, 61a, 62b.
Cancellation: 72a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 7/1/74—Rec'd 7/15/74.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100x
1 min	24.50	22.75	20.75	19.00	17.00
30 sec	19.25	17.75	16.00	14.00	12.25

8. PROGRAM TIME RATES
1/2 hr/1 per wk 160 1/4 hr/1 per wk 95

Tobocco Rodio Network, The

NORTH CAROLINA STATE GROUP
Executive Office: Box 1988 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8885.
See The Tobacco Radio Network under Regional Radio Networks and Groups.

AHOSKIE (1 AM; 1 FM)

Hertford County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WRCS
1947
Subscriber to the NAB Radio Code

Media Code 4 234 0250 2.00
Roanoke-Chowan Broadcasting Co., Inc., Box 232, Ahoskie, N. C. 27910. Phone 919-332-3101.
Studio—N. C. Highway 350, 3 miles west of Ahoskie, N. C.

1. PERSONNEL
Manager—Samuel Doughtie.

2. REPRESENTATIVES
George T. Hopewell, Inc.
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Member: Carolina Radio Network, North Carolina News Network, Farm Radio Network.

TIME RATES
Rates effective April 1, 1946.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	60.00	36.00	24.00	18.00	10.00	5.00
13 times	57.00	34.20	22.80	17.10	9.50	4.75
26 times	54.00	32.40	21.60	16.20	9.00	4.50
52 times	51.00	30.60	20.40	15.30	8.50	4.25
104 times	48.00	28.80	19.20	14.40	8.00	4.00
156 times	45.00	27.00	18.00	13.50	7.50	3.75
260 times	42.00	25.20	16.80	12.60	7.00	3.50
312 times	39.00	23.40	15.60	11.70	6.50	3.25

(*) One minute or less.
Station breaks limited to 30 seconds transcribed or 50 words live.

WRCS-FM
1968

Media Code 4 234 0251 0.00
Roanoke-Chowan Broadcasting Co., Inc., Box 232, Ahoskie, N. C. 27910. Phone 919-332-3101.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff——Rec'd 10/28/68.

6. SPOT ANNOUNCEMENTS

	1 wk	13 wk	26 wk	52 wk
1 min or less	3.00	2.50	2.25	2.00

Specified times extra .50.

ALBEMARLE (2 AM; 1 FM)

Stony County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WABZ
1948

WABZ-FM
1958

Subscriber to the NAB Radio Code

Media Code 4 234 0300 5.00
Radio Station WABZ, Box 608, Albemarle, N. C. 28001. Phone Yu 2-1020.

STATION'S PROGRAMMING DESCRIPTION
WABZ: Programmed for general interest.

1. PERSONNEL
Manager—Mrs. Ramelle G. Varner.

3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 3,000 w.; 100.9 mc.
Operating schedule: 5:30 am-10:30 pm.

4. AGENCY COMMISSION
15% to recognized agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Golden Crescent Group, Farm Radio Network.

TIME RATES
Rates effective January 1, 1953.
Rates received July 6, 1953.

6. SPOT ANNOUNCEMENTS

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	312 ti.
1 minute	3.75	3.50	3.25	3.10	2.90	2.70

WZKY
1959
Subscriber to the NAB Radio Code

Media Code 4 234 0350 0.00
Radio Station WZKY, Inc., Box 558, Albemarle, N. C. 28001. Phone 704-982-1111.

STATION'S PROGRAMMING DESCRIPTION
WZKY: Programmed for general interest.

1. PERSONNEL
General Manager—Richard R. Norwood.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None, agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Suburban Radio Group, North Carolina News Network.

TIME RATES
Eff —— Rec'd 6/30/71.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	25 ti	50 ti	100 ti
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50
15 sec	2.00	1.75	1.50	1.25	1.00

ASHEBORO (2 AM; 1 FM)

Randolph County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCSE (FM)
1946

Subscriber to the NAB Radio Code

Media Code 4 234 0375 7.00
Asheboro Broadcasting Co., Box 309, 303 E. Salisbury St., Asheboro, N. C. 27203. Phone 919-625-2187.
See affiliated AM station for additional information.
AM facilities: WGWR.

STATION'S PROGRAMMING DESCRIPTION
WCSE (FM): Modern country & western music.

3. FACILITIES
ERP 20,000 w.; 92.3 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
No. 2 Eff 9/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	312x	500x	1000x	2000x
1 min	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

7. PACKAGE PLANS

30 DAYS, RDS:	10 ti	30 ti	60 ti	90 ti
1 min	38.50	110.00	215.00	315.00
30 sec	28.50	80.00	155.00	225.00

WGWR
1946

Subscriber to the NAB Radio Code

Media Code 4 234 0400 3.00
Asheboro Broadcasting Co., Box 309, 303 E. Salisbury Asheboro, N. C. 27203. Phone 919-625-2187.

STATION'S PROGRAMMING DESCRIPTION
WGWR: Programmed for general interest.

1. PERSONNEL
General Manager—Add Penfield.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
5,000 w. days, 500 w. nights; 1260 kc.
Operating schedule: 5-12:05 am. EST.
Directional—separate patterns day and night.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WCSE (FM).
Member: Golden Crescent Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 9/74—Rec'd 8/2/74.
AA—6-9 am, noon-1 pm & 3-6:30 pm.
A—All other times, ROS.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 min	30 sec		1 min	30 sec
1 x	5.00	4.00	312 x	3.85	2.85
52 x	4.75	3.75	500 x	3.65	2.65
104 x	4.55	3.55	1000 x	3.45	2.45
156 x	[illegible]	[illegible]	2000 x	3.25	2.25
260 x	4.05	3.05			
CLASS A					
1 x	4.50	3.50	312 x	3.50	2.50
52 x	4.30	3.30	500 x	3.30	2.30
104 x	4.10	3.10	1000 x	3.10	2.10
156 x	3.90	2.90	2000 x	2.90	1.90
260 x	3.70	2.70			

7. PACKAGE PLANS

A, ROS, 30 DAYS:	10 ti	25 ti	50 ti	100 ti
1 min	44.00	105.00	200.00	380.00
30 sec	34.00	80.00	150.00	280.00

WZOO
1971

Media Code 4 234 0450 3.00
RCR, Ltd., Box 460, Asheboro, N. C. 27203. Phone 919-672-0985.

STATION'S PROGRAMMING DESCRIPTION
WZOO: Programs 18-49. Contemporary & gold.

1. PERSONNEL
General Manager—Bobby J. Watkins.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 710 kc. Directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/15/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti	49 ti
1 min	6.00	5.75	5.45	5.15	4.85	4.50	4.25
30 sec	3.65	3.50	3.05	2.75	2.60	2.40	2.25

15 sec, flat 1.75.
100 1-min spots 325 100 30-sec spots 200

10. SPECIAL FEATURES

PER WK:	6 ti	7 ti	12 ti	14 ti	21 ti
News	.....	6.50	.....	6.25	6.00
Sports	4.50	.....	4.00	.....	.....

15% discount; 12-month contract.

ASHEVILLE (4 AM; 1 FM)

Plus 1 paid cross reference.
Buncombe County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WISE
1956

Media Code 4 234 0500 0.00
Basic Media Ltd., 90 Lookout Rd., Asheville, N. C. 28804. Phone 704-253-5381.

STATION'S PROGRAMMING DESCRIPTION
WISE: Target audience 18-49.
MUSIC: top 10 hits, 30 title new playlist, hour of 50's & 60's gold at 5 am M-Sat. AIR PERSONALITIES handle all segments. Contests, promotions & giveaways continuously. NEWS: 10 min local at :55 1, 3, 5, 6, 7 am & 11 pm. 5 min local at :55 noon, 4, 5 pm. 5 min network at :55 10 am, 2, 10 pm. Listeners comments via taped telephone throughout day. 5 min network news personality 8:30 am & 15 min at 12:45 pm. SPORTS: 8:25 am & 5:25 pm with network sports personality. Final scores when in. Contact Representative for further details. Rec'd 6/9/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—N. Eric Jorgensen.
Commercial Manager—Joe L. Hall.
Program Director—Bob Kaghan.

2. REPRESENTATIVES
McGavren-Guild, Inc.

6. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
Eff——Rec'd 9/4/70.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-4 pm & 7 pm-midnight Sun 1 pm-midnight.
B—All other times.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
AA	16.00	15.50	15.00	14.50	14.00
A	12.00	11.50	11.00	10.50	10.00
B	6.00	5.00	4.00	3.00	2.00

30 sec: 80% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WKIT
HENDERSONVILLE
City of license, Hendersonville, N. C.
See listing under Hendersonville, N. C.

WKKE
1947

Media Code 4 234 0525 7.00
Greater Asheville Broadcasting Corp., Box 2156, Bingham Rd., Asheville, N. C. 28802. Phone 704-252-6703.

STATION'S PROGRAMMING DESCRIPTION
WKKE: Adult MOR music; target audience 25+.
MUSIC: 1/3 standards, 1/3 current albums & singles, 1/3 popular hits of 30's, 40's, 50's & 60's.
NEWS: network at :60, local news & weather at :30 6-9 am & 3-7 pm, 30-min news blocks at 8 am & 5 pm with 15-min noon report. SPORTS: reports included in news blocks & in local 5-min reports on :30 programs. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Eugene Hester.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1380 kc.
Directional—night only.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 27, 28a, 29b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51b.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81.
Affiliated with CBS.

(This listing continued on next page)

NORTH CAROLINA

Asheville—W K K E—Continued

TIME RATES
No. 5 Eff 1/15/75—Rec'd 2/3/75.
A—Mon thru Sat 6-9 am & 3-6 pm.
B—Mon thru Sat 9 am-3 pm; Sun 6 am-6 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	1x	165x	330x	500+	1x	165x	330x	500+
A	10.00	9.20	8.40	7.60	8.20	7.55	6.90	6.25
B	8.20	7.40	6.60	5.80	6.70	6.05	5.40	4.75
C	6.00	5.20	4.40	3.20	4.90	4.25	3.60	2.95

15 sec: 50% of 1-min.

WLOS (FM)

1947

A Wometco Station
Subscriber to the NAB Radio Code
Media Code 4 234 0550 5.00
Wometco Skyway Broadcasting Co., Box 2150, 288 Macon Ave., Asheville, N. C. 28802. Phone 704-254-4321. TWX 510-923-0166.

STATION'S PROGRAMMING DESCRIPTION
WLOS (FM): Programmed for adults and young adults 18-49.
MUSIC: current hits blended with popular hits of past. Uninterrupted segments. NEWS: 5 min network at :30 with 10 min local newscasts 3 times daily. COMMERCIAL POLICY: commercials clustered 5 times each hour. Contact Representative for further details. Rec'd 9/28/71.

1. PERSONNEL
Station Manager—Bill Pfeiffer.
Sales Manager—Bruce Barnes.
Prog./Traffic Mgr.—John Gosnell.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 36,000 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 2,665 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 24c, 28c.
Contracts: 40c, 41, 42a, 43, 45, 46, 47a, 48, 51a.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Affiliated with The Rep Network.

TIME RATES
No. 4 Eff 1/15/75—Rec'd 1/17/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	15 ti	20 ti	30 ti
1 min	7.60	7.15	6.75	5.90
30 sec	5.10	4.80	4.50	4.00
10 sec	2.55	2.45	2.35	2.00

WSKY

1946

NAB RAB

Media Code 4 234 0600 6.00
Radio Asheville, Inc., Box 1780, Northwestern Bank Bldg., Asheville, N. C. 28802. Phone 704-253-4451.

1. PERSONNEL
Pres & Gen'l Mgr.—Zeb Lee.
Production Manager—Martin Morgan.

3. FACILITIES
1,000 w. days, 250 w nights; 1230 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 7b.
Rate Protection: 15a, 15b.
Basic Rates: 20a, 20b, 21a, 23a, 24b, 25a, 27, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46.
Comb.: Cont. Discounts: 61c.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Member: North Carolina News Network, Mountaineer Group.

TIME RATES
Eff——Rec'd 10/7/69.
AA—Mon thru Fri 5-10 am & 4-7 pm.
A—Mon thru Fri 10 am-4 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	12 ti	16 ti	24 ti	36 ti
AA	10	9	8	7	6
A	9	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WWNC

1927

KATZ RADIO
Modern Country Music
NAB RAB

A Multimedia Station
Subscriber to the NAB Radio Code
Media Code 4 234 0650 3.00
Multimedia Broadcasting Co., Box 2451, Tower Rd. Asheville N. C. 28802. Phone 704-253-2836.

STATION'S PROGRAMMING DESCRIPTION
WWNC: MUSIC: country and western with song of faith each hour. AIR PERSONALITIES handle all local segments. Network news on the hour. 5-10 am personality with emphasis on local reports, interviews and farm news coverage. FARM: 11:30 am-1 pm. Farm market reports and farm news. 3-6 pm traffic reports, news, sports reports and music. 10:05-10:45 pm, round-up of local news with on the air calls to area law enforcement agencies, fire departments and ambulance services and weather bureau. Contact Representative for further details. Rec'd 1/2/70.

1. PERSONNEL
Station Manager—Claude E. Freeman.
Program Director—Dave Jacobs.
Farm Director—Burwell Smith.

2. REPRESENTATIVES
Katz Radio

3. FACILITIES
5,000 w.; 570 kc. Directional—nights only.
Operating schedule: 24 hours daily. EST

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15e.
Basic Rates: 21b, 22a, 23a, 25a, 26a, 29a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 61b.
Cancellation: 70e, 71a, 73a, 73b.
Prod. Services: 82.
Affiliated with NBC.
Affiliated with Katz Radio Network.

TIME RATES
No. 19 Eff 1/1/74—Rec'd 12/4/73.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	16 ti	24 ti
AAA	28	26	23	21	19
AA	22	20	18	15	13
A	19	17	15	13	11
B	13	12	11	10	9

20/30 sec: 80% of 1-min. 10 sec/less: 60% of 1-min. Minute and 20/30-second spots help earn frequency discount on 10-second spots but not vice-versa.

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min rate.

BEAUFORT

Carteret County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WBMA

1954

Media Code 4 234 0700 6.00
Richard Ray Cummins, Box 156, Ocean St., Beaufort, N. C. 28516. Phone 2-9401.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard Ray Cummins.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 4:55 am-12:00 midnight week days; 6:00 am-12:00 midnight Sun. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 4/30/74—Rec'd 5/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	500+
1 min	3.60	3.35	3.00	2.65	2.50	2.35	2.15	2.05
30 sec	2.65	2.50	2.20	2.05	1.95	1.80	1.70	1.50

Submitted by Hilda D. Cummins.

BELMONT

Gaston County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WCGC

1954

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 0750 1.00
Central Broadcasting Co., Box 838, Belmont, N. C. 28012. Phones 704-825-8224, 2812

STATION'S PROGRAMMING DESCRIPTION
WCGC: Programmed for young adults and blue collared workers of area.

1. PERSONNEL
Manager—Everette C Gantt.

2 REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days. 500 w. nights; 1270 kc. Directional—nights only.
Operating schedule: 5-12:05 am, EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.
Member: Suburban Radio Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 8/28/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	25 ti	50 ti	100 ti
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.75	2.50	2.25	2.00
15 sec	2.50	2.25	2.00	1.75	1.50

6+ mos firm contract, 10% discount.

10. SPECIAL FEATURES
Weather capsules—when available—1-min rate.

BENSON

Johnston County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WPYB

1961

Media Code 4 234 0800 4.00
Sinco Enterprises, Box 215, Hwy. 301, S., Benson, N. C. 27504. Phone 894-3009. Dunn, N. C., Phone 892-7003.

STATION'S PROGRAMMING DESCRIPTION
WPYB: Programmed for general interest.

1. PERSONNEL
President—Joe S. Sink.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective December 31, 1964.
Rates received January 25, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec			1 min	30 sec
1 ti	4.00	3.00	260 ti		3.10	2.15
13 ti	3.75	2.90	312 ti		2.90	1.90
26 ti	3.50	2.75	624 ti		2.75	1.75
52 ti	3.40	2.60	936 ti		2.60	1.60
104 ti	3.30	2.50	1200 ti		2.50	1.50

BLACK MOUNTAIN

Buncombe County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WBMS

1966

Subscriber to the NAB Radio Code
Media Code 4 234 0850 9.00
Swannanoa Valley Broadcasting Co., Inc., Box 668, East Charlotte St., Black Mountain, N. C. 28711 Phone 704-669-6451.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harvey Laughter.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
500 w.; 1350 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
Net: agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS & KBS.

TIME RATES
Eff 7/1/72—Rec'd 2/21/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	1.60	1.30	1.00

7. PACKAGE PLANS

	1 min	30 sec	15 sec
50 ti	70	50	40
100 ti	120	90	75

BOONE

Watauga County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WATA

1950

RAB

Media Code 4 234 0950 7.00
Wilkes Broadcasting Co., Depot St., Boone, N. C. 28607. Phone 704-264-8461.

1. PERSONNEL
General Manager—Roland B. Potter.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun. EST.

4. AGENCY COMMISSION
15/0; 1st of month

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES
Rates effective April 1, 1956.
Rates received April 2, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr	1/2 hr	1/4 hr	5 min	1 min
1 time	30.00	20.00	12.00	9.00	4.50
13 times	28.00	19.00	11.00	8.50	4.25
26 times	26.00	18.00	10.00	8.00	4.00
32 times	24.00	17.00	9.00	7.50	3.75
104 times	22.00	16.00	8.00	7.00	3.50
312 times	20.00	14.00	7.00	6.50	3.25

BREVARD

Transylvania County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WPNF

1956

Subscriber to the NAB Radio Code
Media Code 4 234 1000 0.00
Piagah Broadcasting Co., Inc., Box 1076, Brevard, N. C. 28712. Phone 883-3511.

1. PERSONNEL
Sta. Mgr. & Treas.—Mrs. Katherine E. Anderson.

2. REPRESENTATIVES
South, Southwest, Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exception.

TIME RATES
No. 4 Eff 7/1/69—Rec'd 7/30/69.

6. SPOT ANNOUNCEMENTS
1-MINUTE SPOTS & STATION BREAKS

	1x	13x	26x	52x	104x	156x	260x	312x
Ea	4.35	3.95	3.70	3.50	3.30	3.00	2.65	2.40

BRIDGETON

Craven County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WSFL (FM)

1968

NAB RAB

Media Code 4 234 1012 5.00
P. & C. Broadcasting Co., Box 3436, New Bern, N. C. 28560. Phone 919-638-5048.

STATION'S PROGRAMMING DESCRIPTION
WSFL (FM): MUSIC: solid rock & gold. Wall Street report. NEWS: AP wire & beach patrol. Contact Representative for further details. Rec'd 4/2/73.

1. PERSONNEL
President—J. D. Connor.
Vice-Pres. & Gen'l Mgr.—Vera Conner.
National Sales Manager—James H. Dulaney.

2. REPRESENTATIVES
Bob Dore Associates.
David Carpenter Company, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 26,700 w. (vert.); 106.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 727 ft. above average terrain.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14a, 15a.
Basic Rates: 21d, 28c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 49.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62a.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: WGSE, New Bern.
Affiliated with MBS.

TIME RATES
Eff——Rec'd 3/3/75.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	312x	624x	936x	1248x
CLASS AA								
1 min	7.00	6.50	6.25	6.00	5.50	5.00	4.50	4.00
30 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
CLASS A								
1 min	5.75	5.65	5.50	5.25	5.00	4.75	4.25	3.75
30 sec (Q)	3.85	3.75	3.65	3.50	3.40	3.35	3.00	2.50

BRYSON CITY

Swain County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBHN

1967

Subscriber to the NAB Radio Code
Media Code 4 234 1025 7.00
Robert O. & Nancy L. Noel dba RON Broadcasting, Inc., Box 820, Bryson City, N. C. 28713. Phone 704-488-2682.

STATION'S PROGRAMMING DESCRIPTION
WBHN: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert O. Noel.

3. FACILITIES
500 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4 AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.

TIME RATES
Eff 11/1/74—Rec'd 11/27/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50+
1 min	2.00	1.75	1.50
30 sec	1.75	1.50	1.25
15 sec	1.50	1.25	1.00

BURGAW (1 AM; 1 FM)

Pender County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WVBS WVBS-FM

1963 1965

Subscriber to the NAB Radio Code
Media Code 4 234 1050 5.00
Brown Broadcasting, Inc., Box 696, Hwy. 117 S., Burgaw, N. C. 28425. Phone 919-259-4784.

1. PERSONNEL
General Manager—Danny Marshburn.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset.
FM-ERP 28,000 w.; 99.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 163 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Eff——Rec'd 8/3/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	2.65	2.00	1.00

Submitted by Danny Marshburn.

BURLINGTON (3 AM; 2 FM)

(including Graham)

Alamance County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WBAG 1946 / WBAG-FM 1947

BURLINGTON-GRAHAM

NAB RAB

Media Code 4 234 1100 3.00
Burlington-Graham Broadcasting Co., Box 1328, 925 S. Main St., Burlington, N. C. 27215. Phone 919-227-4261.

1. PERSONNEL
General Manager—G. C. "Jack" Starnes.
Commercial Manager—Phillip Eakin.

2. REPRESENTATIVES
Selcom, Inc.

2. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM ERP 10,000 w.; 98.9 mc. Stereo.
Operating schedule: 5:30-12:05 am. EST.
Antenna ht.: 241 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a, 3b, 4a. 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b. 12b. 13b, 14b.
Basic Rates: 20a, 22a. 22b, 23a. 24a. 24b, 25a, 26. 28a. 29a.
Contracts: 40a. 42a. 45. 46. 47a. 48.
Comb.: Cont. Discounts: 60a, 61a. 61b. 62b. 62e.
Cancellation: 70a. 70e. 71a 73a.

TIME RATES
Eff 9/1/74—Rec'd 8/13/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	8.00	7.75	7.50	7.25	7.00	6.75
10 sec	5.00	4.85	4.70	4.55	4.40	4.25

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	24 ti	36 ti
1 min	11.00	10.00	9.00	8.00
30 sec	8.00	7.50	7.00	6.50
10 sec	5.00	4.75	4.50	4.25

WBBB 1941

BURLINGTON-GRAHAM

NAB

Media Code 4 234 1150 3.00
WBBB, Inc., Box 1119, Alamance Motel, Burlington, N. C. 27215. Phone 919-226-6376.

STATION'S PROGRAMMING DESCRIPTION
WBBB: Programmed for young adults.
MUSIC contemporary. NEWS: local 7, 8, 8:25, 9 am, 12:25, 4 & 5 pm. Play-by-play sports. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
General Manager—Francis D. Steltzer.

2. REPRESENTATIVES
Mario Messina Company.
Atlanta—Carter S. Jones Agency.
Frederick W. Smith.

3. FACILITIES
5,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d. 12d, 13d. 14d.
Basic Rates: 20b, 21a, 22a. 23a. 24b, 25a, 27, 28a 29a, 30.
Contracts: 40a. 41. 42a, 43. 44a, 45. 46, 47a. 48. 51a.
Comb.: Cont. Discounts: 60a, 60e, 61a. 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80. 82.
FM facilities: WNCB (FM).
Affiliated with MBS.

TIME RATES
Eff 5/1/74—Rec'd 5/15/74.

6. SPOT ANNOUNCEMENTS
6-10 AM, NOON-1 PM, 3-6 PM

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.30	6.80	6.40	6.00	5.60
ALL OTHER TIMES					
1 min	8.00	7.60	7.20	6.80	6.40
30 sec	6.40	6.10	5.80	5.50	5.20

WNCB (FM) 1946

BURLINGTON-GRAHAM

NAB

Media Code 4 234 1163 6.00
WBBB, Inc., Box 1119, Tower Dr., Burlington, N. C. 27215. Phone 919-584-0126.
See affiliated AM station for additional information.
AM facilities: WBBB.

STATION'S PROGRAMMING DESCRIPTION
WNCB (FM): MUSIC: Standards. 50 min each hour with 2 min news & weather & 8 minutes of commercial content. Network News. SPORTS: play-by-play of basketball & football. Contact Representative for further details. Rec'd 11/5/73.

1. PERSONNEL
Commercial Manager—Francis D. Speltzer.

2. REPRESENTATIVES
Atlanta, Dallas—Carter S. Jones Agency.
Frederick W. Smith.

3. FACILITIES
ERP 28,500 w., 101.1 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 490 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Eff 1/1/75—Rec'd 1/24/75.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	50 ti
1 min	20	35	60	125
30 sec	16	28	48	100

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WSML 1967

GRAHAM

RAB

Media Code 4 234 1169 3.00
Smiles of Graham, Inc., Box 367, Graham, N. C. 27253. Phone 919-227-4254.

STATION'S PROGRAMMING DESCRIPTION
WSML: programmed for young adults & teens.
MUSIC top 40 rock. 5 AIR PERSONALITIES handle all segments. News, weather, sports 6%; public affairs 1.5%; MUSIC 88.2%; Religious & other 4.3%. 2 mobile units with local news. Personalities interview guest on entertainment & public affairs shows. Live music concerts in city park Sun afternoons with DJ's. Contact Representative for further details. Rec'd 6/18/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Aubrey Aycock.

2. REPRESENTATIVES
Southern—Southern Spot Sales, Inc.

3. FACILITIES
500 w. days; 1190 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates & Discounts: 20b, 21c, 23a, 28c, 29a.
Contracts: 40a, 44b, 45, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60c, 601, 61b, 62d.
Cancellation: 71a, 72.
Prod. Services: 82.
Accepts AAAA copyrighted contract.
Member: The Radio Smiles Group.

TIME RATES
Eff———Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS
6:30-9 AM, NOON-1 PM, 3:30-6 PM

	1x	13x	26x	52x	104x	312x
1 min	6.25	5.90	5.60	5.30	5.00	4.70
30 sec	4.50	4.20	3.90	3.60	3.30	3.00
15 sec	3.50	3.20	2.90	2.60	2.40	2.20
ALL OTHER TIMES						
1 min	5.00	4.70	4.40	4.10	3.80	3.50
30 sec	4.00	3.70	3.40	3.10	2.80	2.50
15 sec	3.00	2.80	2.50	2.20	1.90	1.80

Guaranteed position: Extra per spot .50.

BURNSVILLE

Yancey County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

WKYK 1967

Mark Media, Inc.
Subscriber to the NAB Radio Code

Media Code 4 234 1175 0.00
Mark Media, Inc., Box 744, Spruce Pine Hwy., Burnsville, N C. 28714. Phone 704-682-3798.

STATION'S PROGRAMMING DESCRIPTION
WKYK: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. Ardell Sink.

3. FACILITIES
1,000 w.: 1540 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network, Mountaineer Group, Mark Media Group.

TIME RATES
No. 3 Eff 6/1/74—Rec'd 6/6/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	200+
1 min	4.50	4.25	4.00	3.75	3.50
20/30 sec	3.50	3.25	3.00	2.75	2.50
10/15 sec	2.50	2.25	2.00	1.75	1.50

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 52 wk—10%

CANTON (2 AM)

Haywood County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WPTL 1963

RAB

Media Code 4 234 1200 0.00
P/M Broadcasting, Inc., Box 471, Corner of Main & Church Sts., Canton, N. C. 28716. Phone 704-648-3576.

STATION'S PROGRAMMING DESCRIPTION
WPTL: C & W/Gospel.

1. PERSONNEL
General Manager—Doran K. Anders.

3. FACILITIES
500 w.: 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/69—Rec'd 6/3/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x	624x
(*)	4.50	3.80	3.60	3.30	2.90	2.50	2.00

(*) 1 min or station break.

7. PACKAGE PLANS
1-MIN SATURATION SPOTS

25 ti in 5 days	47.50
50 ti in 7 days	90.00
100 ti in 10 days	175.00

WWIT 1954

Media Code 4 234 1250 1.00
WWIT, Inc., Box 391, Super-highway West, Canton, N. C. 28716. Phone 704-648-3588.

STATION'S PROGRAMMING DESCRIPTION
WWIT: Gospel, C & W 6-9 am, top 40 thereafter.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dan Greene, Jr.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Southeast—Media Sales/South.

3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mountaineer Group.

TIME RATES
Eff 1/1/72—Rec'd 2/18/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.00	5.80	5.60	5.40	5.20
30 sec	4.80	4.65	4.50	4.30	4.15
	156x	260x	312x	500x	1000x
1 min	5.00	4.80	4.60	4.40	4.20
30 sec	4.00	3.85	3.70	3.50	3.35

Edited by Dan Greene, Jr.

CHADBOURN

Columbus County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WVOE 1962

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 234 1200 4.00
Ebony Enterprises, Inc., Box 328, Rt. 3, Charbourn, N. C. 28431. Phones 919-654-3991, 5326.

1. PERSONNEL
President—Stacy Newkirk.

2. REPRESENTATIVES
South—Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with National Black Network.

TIME RATES
Eff———Rec'd 11/11/74.
AA—6-9 am & 3-6 pm or fixed times.
A—All other times & Sun all day.

6. SPOT ANNOUNCEMENTS

COMMISSIONABLE:	1 min	30 sec	10 sec
AA	7.00	5.60	3.50
A	5.00	4.00	2.50

7. PACKAGE PLANS

52-WK CONTRACT:	1 min	30 sec
25 per wk	100.00	80.00
1300 per yr, ea	4.00	3.20

CHAPEL HILL (2 AM)

Orange County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WCHL 1952

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 234 1350 9.00
Village Broadcasting Co., Box 2127, 1721 E. Franklin St., Chapel Hill, N. C. 27514. Phone 919-942-8765.

STATION'S PROGRAMMING DESCRIPTION
WCHL: 6 am-6 pm progressive MOR. Half hourly local news reports during drive times; other times, hourly local news included with network reports. 25 min daily news wrap-up. 6:15-7 pm classical music 7 pm-6 am top 40 aimed at university students. SPORTS: high school & college football & basketball with game analysis & coaches interviews. Housewife hours: music—half current hits & half past hits. Commentary by local community representatives. COMMERCIAL POLICY: 14 minute commercial maximum per hour. Live coverage major local, state, national events. Contact Representative for further details. Rec'd 5/4/73.

1. PERSONNEL
Board Chairman—Roland McClamroch.
President—Jim Heavner.
Vice-Pres. & Gen'l Mgr.—Phil Geiger.

2. REPRESENTATIVES
Herbert E. Groskin & Co.
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1360 kc. Directional—night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 4a, 4d. 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d. 22b. 22a, 24a, 24c. 25c, 26. 27. 28b, 29b. 30, 31, 33d.
Contracts: 40a. 41. 44b. 46. 47a. 48. 49, 50, 61a. 51b.
Comb.: Cont. Discounts: 60d, 60f, 60h, 601, 61a, 62b, 62d.
Cancellation: 70b, 70d. 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

NORTH CAROLINA

TIME RATES
No. 9-3 Eff 1/1/74—Rec'd 11/15/73.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
CLASS AAA							
1 min	15.00	14.50	14.00	13.50	13.00	12.50	12.00
30 sec	11.00	10.50	10.00	9.50	9.00	8.50	8.00
CLASS AA							
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.50	9.00	8.50	8.00	7.50	7.00	6.50

(CR)

WRBX 1973

Media Code 4 234 1362 4.00
Carolina Triangle Broadcasting Corp., 311 W. Rosemary St., Chapel Hill, N. C. 27514. Phone 919-942-8576.

STATION'S PROGRAMMING DESCRIPTION
WRBX: Programmed for young adults & adults.
MUSIC 90%: contemporary Christian. NEWS 10%: 5 min every hour; local & regional; national & international from network. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 7/7/75.

1. PERSONNEL
President—Stuart W. Epperson.
General Manager—J. E. Hopkins, Jr.
Program Director—Glenn Gravitt.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
5,000 w. days; 1530 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13a, 14b, 15a, 15d.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 49, 51c.
Comb.: Cont. Discounts: 60a, 601, 61b.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.
Affiliated with ABC Entertainment Network.

TIME RATES
Eff 6/1/75—Rec'd 7/7/75.

7. PACKAGE PLANS

PER MO, EA:	100 ti	75 ti	50 ti
1 min	3.50	3.80	4.00
30 sec	2.50	2.60	2.75
1-min yrly spots, 2 per day/7 days per wk, ea			3.75
WEEKEND PACKAGE:		15 ti	20 ti
30 sec		42.00	54.00

Drive time exclusive—Mon thru Fri, AM & PM drive, 10 30-sec spots per wk 30.00.
Submitted by Glenn Gravitt.

CHARLOTTE (8 AM; 4 FM)

Mecklenburg County—Map Location E-5
See SRDS consumer market map and data at beginning of the State

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	95	53	72	72
B	95	47	58	38
C	70	44	38	24
D	38	32	38	23
AVERAGE	75	44	52	39

WAME 1955

METRO RADIO SALES
A Mission Broadcasting Co. Station

Media Code 4 234 1575 6.00
WAME, Mission Charlotte Co., 2401 Wilkinson Blvd., Charlotte, N. C. 28208. Phone 704-377-5916.
Mailing address: Box 1008, Charlotte, N. C. 28231.

STATION'S PROGRAMMING DESCRIPTION
WAME: Programmed for general adult interest.
MUSIC: modern country with PERSONALITIES.
NEWS: 5-min. at :55. 2-min. headlines at :25. Mobile news unit. Frequent time & weather reports. Contact Representative for further details. Rec'd 9/6/74.

1. PERSONNEL
President—Jack Roth.
Vice-Pres. & Gen'l Mgr.—Hap Pate.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
5,000 w.; 1480 kc
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only 20th of following month.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 14b, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Cancellation: 70a, 70e, 71a, 72, 73a.
Affiliated with MBS.

(This listing continued on next page)

NORTH CAROLINA

Charlotte—W A M E—Continued

TIME RATES
No. 4 Eff 4/1/74—Rec'd 3/21/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min	38	34	22	32	27	25
30 sec	30	27	26	26	22	20
10 sec	23	20	19	19	16	15
				A		
1 min				23	20	18
30 sec				18	16	14
10 sec				14	12	11

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	1 min	(*) 10 sec
12 ti	300	240 180
18 ti	414	324 252
24 ti	504	408 312

(*) 20/30 sec.

WAYS
1941

EASTMAN RADIO, INC.

RAB

Subscriber to the NAB Radio Code
An Associated Independent Metropolitan Station
Media Code 4 234 1400 2.00
Sis Radio, Inc., 400 Radio Rd., Charlotte, N. C. 28216. Phones 704-392-6191, 394-6385.

1. PERSONNEL
General Manager—Sis A. Kaplan.
Station Manager—George R. Francis, Jr.
National Sales Manager—Ben F. (Puny) Mann.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 610 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6-9 am Mon thru Sat. For non-simulcast facilities see WROQ (FM).

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 29a, 30, 31, 33d.
Contracts: 41, 45, 46, 50.
Cancellation: 70d, 71a, 73a.
FM facilities: WROQ(FM).
Affiliated with Eastman Radio Network.

TIME RATES
No. 16 Eff 4/1/75—Rec'd 3/31/75.
I—Mon thru Fri 6-10 am.
II—Mon thru Fri 3-10 pm; Sat 6 am-10 pm; Sun 10 am-10 pm.
III—Mon thru Fri 10 am-3 pm.
IV—Mon thru Sun 5-6 am & 10 pm-1 am; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
I	100	95	90
II	75	72	68
III	58	53	50
IV	40	38	36

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min. Schedules of equal frequency on AM & FM, 15% discount. Section I excluded.
Edited by Stanley N. Kaplan.

WBT
1921

BLAIR RADIO

NAB RAB

A Jefferson-Pilot Owned Station
Subscriber to the NAB Radio Code
Media Code 4 234 1450 7.00
Jefferson-Pilot Broadcasting Co., One Julian Price Place, Charlotte, N. C. 28208. Phone 704-374-3500. TWX 704-525-1019.

STATION'S PROGRAMMING DESCRIPTION
WBT: Programmed for adults.
AIR PERSONALITIES handle all segments. MUSIC: current hits with mixture of oldies 6 am-10 pm. Telephone conversation with air personalities using open audience discussions & guests 10 pm-1 am. Programmed primarily for truckers 1-6 am M-Sat. NEWS: at :60 & :30 during drive times. 6 man news team with correspondents. SPORTS: college football & basketball & conference tournaments. Golf tournaments reports. Contact Representative for further details. Rec'd 3/14/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Cullie M. Tarleton.
Sales Manager—Larry Rouse.
Program Operations Manager—Andy Bickel.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w.; 1110 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 33d.
Contracts: 40a, 41, 44b, 46, 49.
Comb.: Cont. Discounts: 60e, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Blair Represented Network.
Affiliated with American Entertainment Network.

TIME RATES
No. 33 Eff 2/1/74—Rec'd 2/11/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun noon-midnight.
B—Sun thru Sat midnight-6 am; Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	CLASS AAA					
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	75	72	70	67	64	60
30 sec	60	58	56	54	51	48
1D's	45	43	42	40	38	36
	CLASS AA					
1 min	64	61	58	54	49	46
30 sec	51	49	46	43	39	37
1D's	38	37	35	32	29	28
	CLASS A					
1 min	58	52	47	44	40	36
30 sec	46	42	38	35	32	29
1D's	35	31	28	26	24	22
	CLASS B					
1 min	25	23	22	19	18	16
30 sec	20	18	17	15	14	13
*1D's	15	14	13	11	10	9

(*) Sun 5 am-noon.

DISCOUNT
52 wk—10%

8. PROGRAM TIME RATES
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10 am-7 pm; Sat & Sun 6 am-7 pm.
A—Sun thru Sat 7-9 pm.
B—Sun thru Sat 9 pm-6 am.

	CLASS AAA					
	1x	25x	52x	104x	156x	312x
1/4 hr	115	110	104	98	92	81
10 min	92	87	83	79	74	64
5 min	75	71	68	63	60	53
	CLASS AA					
1 hr	247	236	222	210	198	174
1/2 hr	173	161	155	150	138	127
1/4 hr	115	109	104	98	92	81
10 min	81	77	72	69	64	56
5 min	69	63	61	58	52	46
	CLASS A					
1 hr	173	164	155	147	138	121
1/2 hr	115	109	104	98	92	86
1/4 hr	86	81	75	69	66	58
10 min	46	44	41	39	37	32
5 min	35	33	31	29	28	24
	CLASS B					
1 hr	86	82	78	74	69	61
1/2 hr	52	49	47	44	41	37
1/4 hr	35	33	31	30	28	24
10 min	28	26	25	23	22	20
5 min	22	21	20	18	17	15

Edited by Cullie M. Tarleton.

WBT-FM
1962

NAB RAB NAFMB

A Jefferson-Pilot Owned Station
Subscriber to the NAB Radio Code
Media Code 4 234 1451 5.00
Jefferson-Pilot Broadcasting Co., One Julian Price Place, Charlotte, N. C. 28208. Phone 704-374-3500. TWX 810-626-0449.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBT-FM: Programmed for adults.
MUSIC 95%: Instrumental albums with some vocals. AIR PERSONALITIES pre-tape all breaks & commercials. NEWS 2% of total air time; shares six man local/regional staff. COMMERCIAL POLICY: 6 commercials permitted per hour, 10 minute product protection. All jingles subject to prior approval. Contact Representative for further details. Rec'd 2/1/73.

1. PERSONNEL
Program Operations Manager—Bill Taylor.

3. FACILITIES
ERP 100,000 w.; 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 980 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 6 Eff 2/10/75—Rec'd 2/14/75.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 6-10 am & 3-7 pm. Sat & Sun 6 am-7 pm.
A—Sun thru Sat 7 pm-midnight.
B—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER	AAA		AA		A		B	
WK:	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	48	40	42	35	20	17	10	8
12 ti	44	37	38	32	18	15	8	6
18 ti	40	34	34	29	16	14	6	5
24 ti	....	....	....	....	....	....	4	3

(*) 30 sec/less.

WEZC (FM)
1972

NAB

Media Code 4 234 1475 4.00
E.Z Communications, 516 Fenton Place, Charlotte, N. C. 28207. Phone 704-334-7333.

STATION'S PROGRAMMING DESCRIPTION
WEZC (FM): MUSIC: standards of today & yesterday in 1/4 hr segments. NEWS: 3 min national, international, local & regional at :60. COMMERCIAL POLICY: maximum eight minutes per hour clustered at the quarter hours. Local public service announcements hourly. Time & weather condition reports. Contact Representative for further details. Rec'd 11/27/72.

1. PERSONNEL
President—Art Kellar.
General Manager—Bob Lee.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 100.000 w.; 104.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,240 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. Payable end of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10b.
Basic Rates: 21b, 21d, 22b, 29a, 33a.
Contracts: 44b, 51b.
Comb.: Cont. Discounts: 61c, 62d.
Cancellation: 71a.
Prod. Services: 80, 82.
Member: The Groskin Group.

TIME RATES
Eff 12/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	25	24	23	22	21	20
30 sec	22	21	20	19	18	17

Edited by Bob Lee.

WGIV
1947

Bernard Howard & Co., Inc.

Black

NAB

Media Code 4 234 1560 6.00
New GIV, Inc., Box 3856, Charlotte, N. C. 28203. Phone 704-333-0131.

STATION'S PROGRAMMING DESCRIPTION
WGIV: Programmed for Negro community.
8 air personalities feature rhythm and blues music, except gospel and spirituals 5-6:30 am. 4 newsmen prepare 170 community oriented rewritten newscasts weekly, using frequent actualities, beepers and mobile unit reports. Many contests and promotions, along with active involvements in community public affairs featured. Negro history programs presented 3 times daily. SPORTS: 6 capsules daily. Editorials regularly. Community public service hourly. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 2/18/69.

1. PERSONNEL
President—Ragan A. Henry (Philadelphia).
Vice-Pres. & Gen'l Mgr. — Todd Branson. Phone 704-376-1819.
Senior Account Executive—Hal S. Harrill.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1600 kc.
Non-directional days, directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 25c, 26, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60i, 62a, 62d.
Cancellation: 70a, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 3 Eff 6/1/74—Rec'd 5/30/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

7. PACKAGE PLANS

PER	AA				A			
WK:	10 ti	15 ti	20 ti	25 ti	10 ti	15 ti	20 ti	25 ti
1 min	25	23	21	19	23	21	19	17
30 sec	20	18	16	14	18	16	14	12

WHVN
1958

Media Code 4 234 1525 6.00
WHVN Radio Corp., Box 8588, 2001 Suttle Ave., Charlotte, N. C. 28208. Phone 704-338-1101

STATION'S PROGRAMMING DESCRIPTION
WHVN: Religious Programming. Rec'd 2/8/73.

1. PERSONNEL
President—George H. Buck, Jr.
General Manager—Tom Gentry.
Program Director—Fletcher Edens.

3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b, 16.
Basic Rates: 22a, 23a, 24a, 28c, 29b.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 60e.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 8/1/71—Rec'd 10/12/71.

6. SPOT ANNOUNCEMENTS

	1x	52x	260x	312x	520x	1000x
1 min	5.00	4.00	3.00	2.75	2.50	2.00
30 sec	4.50	3.50	2.50	2.25	2.00	1.50

7. PACKAGE PLANS

	1 min	30 sec
30 ti per wk, ea	2.50	2.00
100 ti per mo, ea	2.00	1.50

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	25 min	1/2 hr	1 hr
1 x	7.00	13.00	18.00	26.00	30.00	60.00
52 x	6.00	12.00	16.00	24.00	27.00	40.00
260 x	5.00	10.00	15.00	22.50	25.00	35.00
312 x	4.50	9.00	13.25	20.00	22.00	33.00

WIST
1951

Media Code 4 234 1550 4.00
Metrolina Broadcasting Corp., Box 59, 1418 Elizabeth Ave., Charlotte, N. C. 28230. Phone 704-376-3511.

1. PERSONNEL
Pres. & Gen'l Mgr.—Albert R. Munn.
Production Co-ordinator—Tom Miller.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 30.
Contracts: 40a, 41, 44b, 45, 46, 50.
Comb.: Cont. Discounts: 60a, 60d, 61a
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Member: North Carolina News Network.

TIME RATES
Eff 9/2/74—Rec'd 10/22/74.
I—Mon thru Sun 8 am-midnight.
II—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

ROS, BTA:	1 min	30 sec
I	9	7
II	6	4

10 sec: 50% of 1-min.
Submitted by Albert R. Munn.

WROQ (FM)
1968

RAB

Media Code 4 234 1625 4.00
Sis Radio, Inc. 400 Radio Rd., Charlotte, N. C. 28216. Phones 704-392-6191, 394-6385.
See affiliated AM station for additional information.
AM facilities: WAYS.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.1 mc. Stereo.
Operating schedules: 24 hours daily. EST.
Antenna ht.: 404 ft. above average terrain.
Partial simulcast operation. Operated separately 9-6 am. For simulcast facilities see WAYS.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.

TIME RATES
No. 3 Eff 4/1/75—Rec'd 3/31/75.
I—Mon thru Fri 6-10 am.
II—Mon thru Sun 3 pm-1 am.
III—Mon thru Sun 10 am-3 pm; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
I	100	95	90
II	42	38	34
III	35	32	29

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min. Schedules of equal frequency on AM & FM, 15% discount. Section I excluded.

WRPL
1964

NAB

Media Code 4 234 1650 2.00
Voice of Charlotte, Inc., 1402 E. Morehead St., Charlotte, N. C. 28204. Phone 704-372-1540.

STATION'S PROGRAMMING DESCRIPTION
WRPL: Programmed for adults 18-35.
MUSIC: progressive rock & jazz. LP's. NEWS: network at :55; additional news & weather throughout day. Contact Representative for furter details. Rec'd 7/7/75.

1. PERSONNEL
General Manager—Al Cafaro.
Sales Manager—R. C. Lincoln.

2. REPRESENTATIVES
Bob Dore Associates.
Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Eff———Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	260x	500x	1000x
1 min	15.00	14.00	13.00	12.50	11.00	10.00

30/less: 75% of 1-min.

7. PACKAGE PLANS
ROS SATURATION

7 CONSEC. DAYS:	50 ti	100 ti
1 min	400	700
30 sec	300	500

Maximum 20 per day/1 pkg per sponsor, per wk.

(Charlotte continued on next page)

WSOC
1933

THE CHRISTAL CO.

NAB RAB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 234 1700 5.00
Carolina Broadcasting Co., Box 2536, 1901-25 N. Tryon, Charlotte, N. C. 28234. Phone 704-372-0930. TWX 810-621-0427.

STATION'S PROGRAMMING DESCRIPTION
WSOC: Programmed for entire family.
MUSIC: modern MOR & best of new releases.
NEWS: at :60 & :30. Expanded news at 7 am & 6 pm. Network news. SPORTS: college & pro football, basketball & baseball. Contact Representative for further details. Rec'd 7/5/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lee Morris.
General Sales Manager—Tom Lawrence.
Operations Manager—John Harper.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 930 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a, 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15, 15b, 16.
Basic Rates: 20b, 23a, 25a, 26a. 33a.
Contracts: 40a, 45, 46, 47a. 50.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61b.
Cancellation: 70a, 70e. 71a, 73a.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 7/1/74—Rec'd 7/5/74.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 5:30 am-7 pm.
C—Mon thru Sun 7 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

SECTION I
1-51 CONSECUTIVE WEEKS
1 MINUTE

PER WK: (*)	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	38	36	34	32	30	28	26
A	28	26	24	22	20	18	16
B	24	22	20	18	16	14	12
C	16	14	13	12	11	9	7
30 SECONDS							
AA	29	27	26	24	23	21	20
A	21	19	17	15	13	12	11
B	18	16	14	13	12	10	9
C	12	10	9	8	7	6	5
10 SECONDS							
AA	19	18	17	16	15	14	13
A	14	13	12	11	10	9	8
B	12	11	10	9	8	7	6
C	9	8	7	6	5	4	3
52 CONSECUTIVE WEEKS							
1 MINUTE							
AA	34	32	30	28	27	25	23
A	25	23	22	20	18	16	14
B	22	20	18	16	14	13	11
C	14	13	12	11	10	8	6
30 SECONDS							
AA	26	24	23	22	21	19	18
A	19	17	15	13	12	11	10
B	16	14	13	12	11	9	8
C	11	9	8	7	6	5	4
10 SECONDS							
AA	17	16	15	14	13	12	11
A	13	12	11	10	9	8	7
B	11	10	9	8	7	6	5
C	8	7	6	5	4	3	2

(*) Specified position.
All Sec 1 spots combinable for earned WFD.

7. PACKAGE PLANS

SECTION II
TOTAL AUDIENCE PLAN—ROTATING

AA	2	3	5	7	9
A	2	3	7	9	9
*B	1	4	4	5	7
C	1	2	2	3	5
PER WK, TIMES:	6	12	18	24	30
1 min.	136	237	346	424	441
30 sec.	101	146	220	292	316

(*) Mon thru Sun.

MONDAY-SUNDAY RUN-OF-STATION PLAN—BTA

PLAN:	6	12	18	24	30	40
1 min.	100	180	260	340	400	500
30 sec.	80	140	190	240	285	370

MONDAY-SUNDAY MIDNIGHT-5:30 AM NIGHT OWL

	1 min	30 sec	10 sec
Flat, ea.	4	3	2

TIME MENTION PACKAGE
Mon thru Sun 24-hr ROS. 8 wds. 5-sec maximum, 100 per wk $60.00.
Sec II not combinable with Sec I for WFD. Ea plan a separate entity.

10 SPECIAL FEATURES
NEWSCAST PARTICIPATION

FLAT:	AA	A	B	C
1 min	39	29	25	17
30 sec.	80	22	19	13

WSOC-FM
1947

Modern Country & Western

NAB RAB NAFMB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 234 1701 3.00
Carolina Broadcasting Co., Box 2536, 1901-25 N. Tryon, Charlotte, N. C. 28201. Phone 704-372-0930. TWX 810-621-0437.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSOC-FM: MUSIC: Modern Country & Western. Contact Representative for further details. Rec'd 2/5/73.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 103.7 mc. Stereo.
Antenna ht.: 1040 ft. above average terrain.
Operating schedule: 24 hours daily. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 7/1/74—Rec'd 7/5/74.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

SECTION I
1-51 CONSECUTIVE WEEKS
1 MINUTE

PER WK: (*)	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	27	25	24	23	22	21	20
A	24	22	21	20	19	18	17
B	20	18	16	14	12	11	10
30 SECONDS							
AA	22	20	19	18	17	16	15
A	19	18	17	16	15	14	13
B	16	15	14	13	11	10	8
10 SECONDS							
AA	14	13	12	11	10	9	8
A	12	11	10	9	8	7	6
B	10	9	8	7	6	5	4
52 CONSECUTIVE WEEKS							
1 MINUTE							
AA	24	23	22	21	20	19	18
A	22	20	19	18	17	16	15
B	18	16	14	13	11	10	9
30 SECONDS							
AA	20	18	17	16	15	14	13
A	17	16	15	14	13	12	11
B	14	13	12	11	10	9	8
10 SECONDS							
AA	13	12	11	10	9	8	7
A	11	10	9	8	7	6	5
B	9	8	7	6	5	4	3

(*) Specified position.
All Sec I spots combinable for earned WFD.

7. PACKAGE PLANS

SECTION II
STEREO COUNTRY TOTAL AUDIENCE PLAN

Mon-Sat 6-10 am	2	3	5	6	9
Mon-Sun 10 am-3 pm	2	3	5	6	9
Mon-Sun 3-7 pm	1	3	4	6	9
Mon-Sun 7 pm-midnight	1	3	4	6	9
PER WK. EA. TIMES:	6	12	18	24	36
1 min.	15	13	12	10	9
30 sec.	12	11	10	8	7

MONDAY-SUNDAY MIDNIGHT-6 AM NIGHT OWL

	1 min	30 sec	10 sec
Flat, ea.	4	3	2

Sec II not combinable with Sec I for WFD.

CHERRYVILLE

Gaston County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WCSL
1967
Mark Media, Inc.
Media Code 4 234 1825 0.00
Mark Media, Inc. Box 367, Cherryville, N. C. 28021. Phone 704-435-3297.

STATION'S PROGRAMMING DESCRIPTION
WCSL: Modern country-western.

1. PERSONNEL
General Manager—Garry Jarett.

3. FACILITIES
500 w.: 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mark Media Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/74—Rec'd 6/6/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	200+
1 min.	3.50	3.40	3.25	3.00	2.75
20/30 sec.	2.50	2.40	2.25	2.00	1.75
10/15 sec.	1.75	1.65	1.50	1.25	1.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 52 wk—10%

CLAYTON

Johnston County—May Location H-4
See SRDS consumer market map and data at beginning of the State.

WHPY
1974

Media Code 4 234 1837 5.00
Clayton Broadcasting Co., Box 628, Clayton, N. C. 27520. Phones: Raleigh 919-553-6136, Smithfield 919-934-8551.

STATION'S PROGRAMMING DESCRIPTION
WHPY: Adult contemporary.

1. PERSONNEL
General Manager—Wayne Denning.

2. REPRESENTATIVES
South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
5,000 w.; 1590 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

TIME RATES
Eff 5/1/74—Rec'd 4/7/75.
AA—Daily 6-9 am.
A—Daily 9 am-sign-off.

6. SPOT ANNOUNCEMENTS

30 DAYS:	AA 1 ti	AA 25ti	AA 51 ti	AA 100+	A 1 ti	A 25 ti	A 51 ti	A 100+
1 min	5.50	5.25	5.00	4.50	5.00	4.75	4.50	4.00
30 sec	4.50	4.25	4.00	3.50	4.00	3.75	3.50	3.00
15 sec	3.50	3.25	3.00	2.50	3.00	2.75	2.50	2.00

CLINTON (1 AM; 1 FM)

Sampson County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WRRZ
1946

Media Code 4 234 1850 5.00
WRRZ Radio Co., Box 378, Clinton, N. C. 28328. Phone 919-592-2165.

1. PERSONNEL
General Manager—Geo. S. Walston.

2. REPRESENTATIVES
T-N Spot Sales.
Southwest—Mario Messina Company.

3. FACILITIES
1,000 w. days; 680 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WRRZ-FM.

4. AGENCY COMMISSION
15% net charges for time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network, The Tobacco Radio Network.

TIME RATES
Eff 1/1/74—Rec'd 3/28/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	500x	1000x
1 min.	4.50	4.25	4.00	3.75	3.50	2.75
30 sec.	3.50	3.25	3.00	2.75	2.50	2.00
15 sec.	2.75	2.50	2.25	2.00	1.60	1.25

WRRZ-FM
1967

Media Code 4 234 1851 6.00
WRRZ Radio Co., Box 378, Lisbon St. Ext., Clinton, N. C. 28328. Phone 919-592-2165.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WRRZ.

TIME RATES
Eff 1/1/74—Rec'd 4/16/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	500x	1000x
1 min.	2.50	2.30	2.10	1.90	1.70	1.50
30 sec.	2.25	2.10	1.95	1.80	1.70	1.25
15 sec.	2.10	1.90	1.70	1.50	1.25	1.00

CONCORD (1 AM; 1 FM)

Cabarrus County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WEGO
1943

Media Code 4 234 1900 1.00
Concord-Kannapolis Broadcasting Co., Box 128, Hwy. 29 Bypass, Concord, N. C. 28025. Phone 704-782-6215.

1. PERSONNEL
General Manager—Charles Hicks.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WPEG (FM).
Member: North Carolina News Network, Suburban Radio Group.

TIME RATES
Eff 9/1/74—Rec'd 7/22/74.

NORTH CAROLINA

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	10 ti	25 ti	50 ti	100 ti
1 min.	4.00	3.75	3.50	3.25	3.00
30 sec.	3.25	3.00	2.75	2.50	2.25
15 sec.	2.75	2.50	2.25	2.00	1.75

WPEG (FM)
1962

Media Code 4 234 1950 6.00
Concord-Kannapolis Broadcasting Co., Box 128, Hwy. 29 Bypass, Concord, N. C. 28025. Phone 704-782-6215.
See affiliated AM station for additional information.
AM facilities: WEGO.

3. FACILITIES
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 97.9 mc Stereo.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Member: Suburban Radio Group, North Carolina News Network.

TIME RATES
Rates are identical to WEGO. See that listing.

DUNN (1 AM; 1 FM)

Harnett County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WCKB
1946
Subscriber to the NAB Radio Code
Media Code 4 234 2000 9.00
North Carolina Central Broadcasters, Inc., Box 431, Dunn, N. C. 28334. Phone 919-892-3133, 3134.

STATION'S PROGRAMMING DESCRIPTION
WCKB: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bob Jenkins.
News Director—John G. Thomas.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network.

TIME RATES
No. 5 Eff——————Rec'd 1/14/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	100x	200x	300x	400x	500x
1 min.	2.90	2.40	2.30	2.20	2.10	2.00
30 sec.	2.00	1.90	1.80	1.70	1.60	1.50
15 sec.	1.25	1.20	1.15	1.10	1.05	1.00
		600x	700x	800x	1000x	1200x
1 min.		1.90	1.80	1.70	1.60	1.50
30 sec.		1.40	1.30	1.20	1.10	1.00
15 sec.		.95	.90	.85	.80	.75

WQTI (FM)
1971
Subscriber to the NAB Radio Code
Media Code 4 234 2150 2.00
North Carolina Central Broadcasters, Inc., Box 431, Dunn, N. C. 28334. Phone 919-892-3133.
See affiliated AM station for additional information.
AM facilities: WCKB.

3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WCKB. See that listing.

DURHAM

See Raleigh-Durham
(including Garner)

Durham County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

EDEN (2 AM; 1 FM)

Rockingham County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

WCBX
1970
Subscriber to the NAB Radio Code
Media Code 4 234 2163 4.00
Radio Eden, Inc., Box A, Eden, N. C. 27288. Phone 919-623-3121.

STATION'S PROGRAMMING DESCRIPTION
WCBX: Programmed for mass appeal.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ray A. Childers

(This listing continued on next page)

NORTH CAROLINA

Eden—W C B X—Continued

3. FACILITIES
1,000 w.: 1130 kc. Non-Directional.
22.8 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/73—Rec'd 5/25/73.

6. SPOT ANNOUNCEMENTS

	52x	104x	312x	500x	1000x	2000x
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

PER WK:	20 ti	50 ti		20 ti	50 ti
1 min	5.00	4.00	30 sec	3.00	2.50

10. SPECIAL FEATURES
5-min newscast 52-wk contract, per broadcast 7.50.

WEAF (FM)

1950

R A B N A F M B

Subscriber to the NAB Radio Code
Media Code 4 234 2187 4.00
SoCom, Inc., Box 548, Eden, N. C. 27288. Phone 919-623-3118.
See affiliated AM station for additional information.
AM facilities: WLOE.

STATION'S PROGRAMMING DESCRIPTION
WEAF (FM): C/W & gospel music; local news.

3. FACILITIES
ERP 27,000 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 96 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WLOE. See that listing for rates.

TIME RATES
No. 2 Eff 3/31/73—Rec'd 8/27/73.
Primetime—5:30-9 am & 3 pm-midnight.
ROS—All other times.

6. SPOT ANNOUNCEMENTS

PRIMETIME						
PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti	200 ti
PER YR:	1x	60x	200x	400x	600x	1200x
1 min	4.00	3.85	3.70	3.55	3.40	3.25
30 sec	3.55	3.30	3.15	3.00	2.75	2.50
ROS						
1 min	3.50	3.35	3.20	3.05	2.90	2.75
30 sec	2.75	2.50	2.25	2.00	1.75	1.50

WLOE

1946

R A B

Subscriber to the NAB Radio Code
Media Code 4 234 2225 2.00
SoCom, Inc., Box 548, Eden, N. C. 27288. Phone 919-623-3118.

STATION'S PROGRAMMING DESCRIPTION
WLOE: Adult contemporary.

1. PERSONNEL
General Manager—David L. Bollek.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WEAF (FM).
Member: The Tobacco Radio Network.

TIME RATES
WLOE/WEAF (FM) COMBINATION
No. 2 Eff 3/31/73—Rec'd 8/27/73.
Drivetime—5:30-9 am & 3-7 pm.
ROS—All other times.

6. SPOT ANNOUNCEMENTS
PRIMETIME—2 SPOTS/1 PER STATION
1 min 6.00 30 sec 3.75
ROS—2 SPOTS/1 PER STATION
1 min 5.00 30 sec 2.75
Annual contract only. 52 consec wk—10 ea station, 12 consec mo—60 ea station.

AM ONLY DRIVETIME						
PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti	200 ti
PER YR:	1x	60x	200x	400x	600x	1200x
1 min	4.50	4.35	4.20	4.05	3.90	3.75
30 sec	4.00	3.85	3.70	3.50	3.25	3.00
ROS						
1 min	4.25	4.10	3.95	3.80	3.65	3.50
30 sec	3.25	3.00	2.75	2.50	2.25	2.00

EDENTON

Chowan County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WCDJ

1955

Subscriber to the NAB Radio Code
Media Code 4 234 2250 0.00
Colonial Broadcasters, Inc., Box 180, Paradise, Rd., Edenton, N. C. 27932. Phone 919-482-2103.

1. PERSONNEL
General Manager—James F. Flanagan.
2. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff —— ——Rec'd 7/31/68.

6. SPOT ANNOUNCEMENTS

	1x	14x	27x	40x	53x	157+
1 min	3.00	2.75	2.50	2.25	2.00	1.65
30 sec	2.25	2.00	1.80	1.65	1.50	1.25

ELIZABETH CITY (2 AM; 1 FM)

Pasquotank County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WCNC

1939

Media Code 4 234 2300 2.00
Albemarle Broadcasting Co., Inc., Box 1246, Parsonage St. Extended, Elizabeth City, N. C. 27909. Phone 919-335-4379.

1. PERSONNEL
General Manager—Joseph L. Lamb, Jr.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6:00 am-midnight. EST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Rates effective April 1, 1958.
Rates received March 26, 1958.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.	(*)
1 time	5.50	4.50	3.50
13 times	5.30	4.30	3.30
26 times	5.20	4.20	3.20
52 times	5.00	4.00	3.00
104 times	4.00	3.00	2.50
156 times	4.50	3.50	2.50
260 times	4.25	3.25	2.25
312 times	4.00	3.00	2.00

(*) 10-second "Quickie", maximum 30 words.

WGAI

1947

R A B

Media Code 4 234 2350 6.00
Smiles of Elizabeth, Inc., Box 1408, Elizabeth City, N. C. 27909. Phone 919-335-4371.
Studio: 4 miles N. of Elizabeth City on U. S. 17.

1. PERSONNEL
General Manager—Robert L. Snowdon.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days, 500 w. nights; 560 kc. Directional—separate patterns, day and night.
Operating schedule: 6-1 am. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 6/1/69—Rec'd 5/26/69.

6. SPOT ANNOUNCEMENTS

	10 sec	20 sec	30 sec	1 min
Traffic Times—7-9 am, noon-1 pm & 4-6:30 pm.				
Traffic time/fixed pos.	1.75	2.25	3.00	4.00
ROS	1.50	2.00	2.50	3.25

WEEKLY DISCOUNT
3 ti—5% 11 ti—15%
6 ti—10% 16-50 ti—20%
CONSECUTIVE WEEK DISCOUNT
Each 13 wks—5% 52 wk—20%

WMYK

1973

ELIZABETH CITY, N. C.
Media Code 4 234 2375 5.00
Love Broadcasting, Box 269, Moyock, N. C. 27958. Phones: 804-421-9695, 919-435-6138.

STATION'S PROGRAMMING DESCRIPTION
WMYK: Programmed for persons 16-34.
MUSIC: contemporary, familiar progressive. Selections from old & current albums designed to combine familiar oldies by well-known artists with newer selections from newer artists & albums. Minimum talk. COMMERCIAL POLICY: maximum 6 minutes per hour. Commercials at approximately 15 minute intervals, with maximum 2 commercials per set. Contact Representative for further details. Rec'd 3/19/74.

1. PERSONNEL
Station Manager—Robert Benns.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 440 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 15th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 8/15/74—Rec'd 8/27/74.
AAA—3-11 pm.
AA—6 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	17	14	14	11	10	8
18 ti	16	13	13	10	9	7
24 ti	15	12	12	9	8	6

(D)

ELIZABETHTOWN

Bladen County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WBLA

1956

Subscriber to the NAB Radio Code
Media Code 4 234 2400 1.00
Bladen Broadcasting Corp., Box 453, Elizabethtown, N. C. 28337. Phones 919-862-3134, 5.

STATION'S PROGRAMMING DESCRIPTION
WBLA: MUSIC: Country, Gospel, Pop.

1. PERSONNEL
Secretary-Treasurer—Chatham C. Clark.
2. REPRESENTATIVES
George T. Hopewell, Inc.
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6:00 am-sunset. EST.
4. AGENCY COMMISSION
15/0 time only, 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract (with exceptions.
Member: North Carolina News Network.

TIME RATES
Eff 3/1/73- Rec'd 1/30/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00

30 sec/less: 75% of applicable 1-min

ELKIN (1 AM; 1 FM)

Surry County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WIFM WIFM-FM

1951 1949

Subscriber to the NAB Radio Code
Media Code 4 234 2450 6.00
Tri County Broadcasting Co., Drawer 1038, Radio Bldg. Elk Spur St. Ext., Elkin, N. C. 28621. Phone 919-835-2511.

1. PERSONNEL
Manager—Leon Reece.
3. FACILITIES
1,000 w.: 1510 kc.
Operating schedule:————.EST.
FM FACILITIES
ERP 3,000 w.; 100.9 mc.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member; Farm Radio Network.

TIME RATES
No. 5 Eff 9/1/73—Rec'd 10/15/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	3.00	2.25	312 x	2.00	1.50
52 x	2.85	2.15	624 x	1.75	1.35
156 x	2.50	1.90	936 x	1.50	1.15
260 x	2.25	1.70	1248 x	1.25	.95

7. PACKAGE PLANS

IMO/LESS:	1 ti	16 ti	26 ti	76 ti	151+
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.25	2.00	1.90	1.70	1.50

FAIR BLUFF

Columbus County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WWKO

1967

Media Code 4 234 2475 3.00
Universal Broadcasting Company, Inc., Box 338, Fair Bluff, N. C. 28439. Phone 919-649-7325.

STATION'S PROGRAMMING DESCRIPTION
WWKO: MUSIC: modern country, news at :60.

1. PERSONNEL
Mgr. & Farm Dir.—Bob Morgan.
3. FACILITIES
1,000 w.: 1480 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff———Rec'd 5/30/72.
A—Sign on-9 am & noon-1:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	1x	13x	26x	52x	104x	156x	260x	312+
A	3.25	3.00	2.75	2.60	2.45	2.30	2.15	2.00
B	2.75	2.50	2.25	2.10	1.95	1.80	1.65	1.50

30 sec: 80% of 1-min.

FAIRMONT

Robeson County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WFMO

1955

Tobacco Radio Network

Media Code 4 234 2500 0.00
Carolinas Broadcasting Co., Box 665, Fairmont, N. C. 28340. 919-628-6781.

1. PERSONNEL
General Manager—James C. Clark.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. day; 360 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network, North Carolina News Network.

TIME RATES
Card received September 19, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	5 min.	1 min.	56 wds.
1 time	36.00	24.00	12.00	7.00	5.50
13 times	34.20	22.80	11.40	6.65	4.75
26 times	32.40	21.00	10.60	6.20	4.50
52 times	30.60	20.40	10.20	5.95	4.25
104 times	28.80	19.20	9.60	5.60	4.00
156 times	27.00	18.00	9.00	5.25	3.75
260 times	25.20	16.80	8.40	4.90	3.50

Station break spots limited to 56 words, carry one minute rate. One minute spots placed as near desired time as possible. Position of station breaks guaranteed

FARMVILLE (1 AM; 1 FM)

Pitt County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WFAG

1959

Subscriber to the NAB Radio Code
Media Code 4 234 2550 3.00
Carl V. Venters, Jr., Farmville Broadcasting Co., Box 148, N. Main St., Ext., Farmville, N. C 27828. Phone 919-753-4122.

STATION'S PROGRAMMING DESCRIPTION
WFAG: Programs country music.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—L. Gene Gray.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WRQR (FM).
Member: North Carolina News Network. The Tobacco Radio Network.

TIME RATES
Eff————Rec'd 5/14/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	1000x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.00
30 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50

WRQR (FM)

1974

Media Code 4 234 2575 0.00
Farmville Broadcasting Co., Box 148, N. Main St. Ext., Farmville, N. C. 27828. Phone 919-753-4122.
See affiliated AM station for additional information.
AM facilities: WFAG.

STATION'S PROGRAMMING DESCRIPTION
WRQR (FM): Live programming; prog. rock.

3. FACILITIES
ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: ——ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 2/1/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	4.00	3.80	3.50	3.25	3.00	2.70
30 sec	3.00	2.80	2.60	2.40	2.20	2.00

FAYETTEVILLE (4 AM; 1 FM)

Plus 1 paid cross references.
Cumberland County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WEEB

SOUTHERN PINES
City of license Southern Pines, N. C.
Considered by American Information and Entertainment Network as their Fayetteville outlet.
See listing under Southern Pines, N. C.

WFAI

1948

R A B

A Beasley Station
Media Code 4 234 2600 6.00
Beasley Broadcasting Co., Box 649, 1108 (R) Ramsey St., Fayetteville, N. C. 28302. Phone 919-483-0393.

STATION'S PROGRAMMING DESCRIPTION
WFAI: MUSIC: country & western. Network news, features, sports & personalities. NEWS: local at 6, 7, 7:30 am, 12:30, 4, 5 & 6 pm. SPORTS: local at 7:35, 8:30 am, 5:35 & 6:35 pm. Live play-by-play local high school & area college football & basketball. FARM: news 6:35 am & 12:35 pm. Contract Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
President—George Beasley.
Gen'l & Com'l Mgr.—Danny Highsmith.
Program Director—Rudy Hickman.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14c, 15c.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a.
Contracts: 40a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60d, 60g, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.
Affiliated with ATA Radio Network.
Member: Farm Radio Network, Beasley Broadcast Group.

TIME RATES
No. 7 Eff 12/1/67—Rec'd 10/31/67.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	9.00	8.65	8.40	8.00	7.75	7.40	7.20	6.75
30 sec	7.25	6.95	6.75	6.45	6.25	6.00	5.80	5.45

10 sec, ea, cannot be combined for discount..... 3.50

7. PACKAGE PLAN

PER WK:	10 ti	12 ti	20 ti	40 ti	50 ti
1 min	70	81	130	240	250
30 sec	55	63	100	180	200

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	60.00	57.00	54.00	51.00	48.00	45.00	43.20	42.00
1/2 hr	36.00	34.20	32.40	30.60	28.80	27.00	25.20	24.00
1/4 hr	24.00	22.80	21.60	20.40	19.20	18.00	16.80	16.80
5 min	12.00	11.40	10.80	10.20	9.60	9.00	8.40	8.10

Edited by Danny Highsmith.

WFLB
1947

NAB R A B

Media Code 4 234 2650 1.00
WFLB, Inc., Box 530, 1338 Bragg Blvd., Fayetteville, N. C. 28302. Phone 919-323-0925.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gardner H. Altman, Jr.
Operations Manager—Chris Mack.
Sales Manager—Marty Webb.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Atlanta—Busby, Finch, Lathom & Widman.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b
Basic Rates: 20b, 21c, 24a, 24c, 25a, 28b, 28c, 30 32a, 33a.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 46, 47a, 49 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 62a 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 7/1/75—Rec'd 6/16/75.
AAA—Mon thru Fri 6-9 am & 4-7 pm.
AA—Mon thru Fri 5-6 am, 9 am-4 pm & 7 pm-1 am; Sat & Sun 5-1 am.
A—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE
CLASS AAA

PER WK:	1 ti	4 ti	6 ti	10 ti	12 ti	15 ti	20 ti
PER YR:	52x	208x	312x	520x	624x	780x	1040x
1 wk	15.00	14.90	14.80	14.75	14.70	14.65	14.60
13 wk	14.75	14.00	13.50	12.75	12.50	12.00	11.75
26 wk	14.50	13.00	12.50	11.75	11.50	11.00	10.75
52 wk	14.00	12.00	11.50	10.75	10.50	10.00	9.75
CLASS AA							
1 wk	13.00	12.90	12.80	12.75	12.70	12.65	12.60
13 wk	12.75	12.00	11.50	10.75	10.50	10.00	9.75
26 wk	12.50	11.00	10.50	9.75	9.50	9.00	8.75
52 wk	12.00	10.00	9.50	8.75	8.50	8.00	7.75
CLASS A							
1 wk	9.00	8.90	8.80	8.75	8.70	8.65	8.60
13 wk	8.75	8.00	7.50	6.75	6.50	6.00	5.75
26 wk	8.50	7.00	6.50	5.75	5.50	5.00	4.75
52 wk	8.00	6.00	5.50	4.75	4.50	4.00	3.75

30 sec: 80% of 1-min.
Less than 30 sec: 50% of 1-min
Edited by Chris Mack.

WFNC
1938

NAB

Media Code 4 234 2700 4.00
Cape Fear Broadcasting Co., Box 5297, 1009 William Clark Rd., Fayetteville, N. C. 28303. Phone 919-867-3131.

1. PERSONNEL
President—Victor W. Dawson.
Station Manager—Paul Michels.
News Director—Jeff Thompson.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
50,000 w. days, 1,000 w. nights, 940 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 27, 28, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WQSM (FM).
Affiliated with CBS.
Member: The Tobacco Radio Network.

TIME RATES
No. 10 Eff 7/1/69—Rec'd 7/23/70.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	520x	1040x
CLASS AAA								
1 min	15.00	14.00	13.00	12.00	11.00	10.00	8.00	8.00
30/20	11.25	10.50	9.75	9.00	8.25	7.50	6.75	6.00
10 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
CLASS AA								
1 min	13.00	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30/20	9.75	9.00	8.25	7.50	6.75	6.00	5.25	4.50
10 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00
CLASS A								
1 min	11.00	10.00	9.00	8.00	7.00	6.00	5.00	4.00
30/20	8.25	7.50	6.75	6.00	5.25	4.50	3.75	3.00
10 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	36 ti
CLASS AAA					
1 min	13.00	12.00	11.00	10.00	9.00
30/20 sec	9.75	9.00	8.25	7.50	6.75
10 sec	6.50	6.00	5.50	5.00	4.50
CLASS AA					
1 min	11.00	10.00	9.00	8.00	7.00
30/20 sec	8.25	7.50	6.75	6.00	5.25
10 sec	5.50	5.00	4.50	4.00	3.50
CLASS A					
1 min	9.00	8.00	7.00	6.00	5.00
30/20 sec	6.75	6.00	5.25	4.50	3.75
10 sec	4.50	4.00	3.50	3.00	2.50

TOTAL AUDIENCE PLAN

PLAN:	1 min	30/20	10 sec
6 ti (2AAA, 2AA, 2A)	60	45	30
12 ti (4AAA, 4AA, 4A)	108	81	54
18 ti (6AAA, 6AA, 6A)	144	108	72
24 ti (8AAA, 8AA, 8A)	168	126	84
36 ti (12AAA, 12AA, 12A)	216	162	108

Edited by Paul Michels.

WIDU
1958

NAB

Media Code 4 234 2750 9.00
WIDU Broadcasting, Inc., Box 247, North Water St., Fayetteville, N. C. 28302. Phone 919-483-6111.

1. PERSONNEL
Pres. & Gen'l Mgr.—W. B. Belche.

2. REPRESENTATIVES
South—Bernard I. Ochs Co.

3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only: monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Affiliated with Mutual Black Network.

TIME RATES
Eff 11/15/66—Rec'd 11/25/66.
AA—7-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
CLASS AA					
1 x	6.25	5.00	312 x	5.05	4.00
52 x	5.95	4.75	624 x	4.75	3.75
104 x	5.65	4.50	936 x	4.45	3.50
156 x	5.35	4.25	1248 x	4.15	3.25
CLASS A					
1 x	5.25	4.20	312 x	4.25	3.40
52 x	5.00	4.00	624 x	4.00	3.20
104 x	4.75	3.80	936 x	3.75	3.00
156 x	4.50	3.60	1248 x	3.50	2.80

WQSM (FM)
1947

NAB

Media Code 4 234 2775 6.00
Cape Fear Broadcasting Co., Box 5297, Fayetteville, N. C. 28303. Phone 919-867-0121.
See affiliated AM station for additional information.
AM facilities: WFNC.

STATION'S PROGRAMMING DESCRIPTION
WQSM (FM): modern country and western personality radio, stressing requests and personal listener contact. AP news. Contact Representative for further details. Rec'd 10/29/74.

1. PERSONNEL
Station Manager—Rudy Zurlo.

3. FACILITIES
ERP 50,000 w.; 98.1 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 11/1/74—Rec'd 12/2/74.
Drive—7-10 am & 4-7 pm.
AA—10 am-4 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	DRIVE 1	14	21	28	AA 1	14	21	28
1 min	3.25	3.00	2.75	2.50	2.75	2.60	2.45	2.30
30 sec	2.75	2.50	2.25	2.10	2.60	2.35	2.20	2.00
15 sec	1.75	----	----	----	1.50	----	----	----

7. PACKAGE PLANS
TAP—6 AM-MIDNIGHT

1/3 DRIVE, 1/3 MIDDAY, 1/3 EVE:	1 min	30 sec
35+ per wk	2.00	1.75

CONSECUTIVE WEEK DISCOUNT
4 wk—5% 13 wk—10%

10. SPECIAL FEATURES
Bro. Strickland—Flat 4.50.
Local Newscasts—ea 10.00.

FOREST CITY (2 AM; 1 FM)

Rutherford County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WAGY
1958

NAB

Media Code 4 234 2800 2.00
Tri-City Broadcasting Co., Box 280, Forest City, N. C. 28043. Phone 704-245-9887.

STATION'S PROGRAMMING DESCRIPTION
WAGY: Programmed for mass appeal.

1. PERSONNEL
General Manager—G. T. Becknell.

3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/73—Rec'd 12/7/73.
AA—Wed, Thurs, Fri all day; Sat morning.
A—Sun, Mon, Tues all day; Sat afternoon.

8. SPOT ANNOUNCEMENTS

	AA 1 min	30 sec	15 sec	A 1 min	30 sec	15 sec
1 x	3.00	2.00	1.50	2.50	1.80	1.30
25 x	2.60	1.80	1.30	2.30	1.60	1.20
50 x	2.40	1.60	1.20	2.20	1.50	1.10
100+	2.20	1.50	1.10	1.95	1.30	1.00

If spots run Mon thru Fri or Sat, rates averaged between AA & A.

10. SPECIAL FEATURES
5-min newscast, ea..... 3.25

WBBO
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 2850 7.00
Rutherford County Radio Co., Inc., West Main St., Forest City, N. C. 28043. Phone 704-245-4205.

STATION'S PROGRAMMING DESCRIPTION
WBBO: MUSIC: top 40, best from top 100.

1. PERSONNEL
Pres. & Mgr.—Mrs. Ed M. Anderson.

2. REPRESENTATIVES
David Carpenter Company.
T-N Spot Sales.

3. FACILITIES
1,000 w. days; 780 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES
Eff 12/1/73—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS
AA—Wed, Thurs, Fri until noon Sat.
A—Sat afternoon, Sun, Mon & Tues.

PER MO:	AA 1 ti	50 ti	100+	A 1 ti	50 ti	100+
1 min	2.75	2.25	2.00	2.40	2.00	1.80
30 sec	2.00	1.80	1.65	1.80	1.50	1.40

WBBO-FM
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 2851 5.00
Rutherford County Radio Co., Inc., West Main St., Forest City N. C. 28043. Phone 704-245-4205.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBBO-FM: MUSIC: Modern Country.

2. FACILITIES
ERP 1,500 w.; 93.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 315 ft. above average terrain.

4. AGENCY COMMISSION
None: all rates net to station.

TIME RATES
Eff 12/1/73—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	1.50	1.25

FRANKLIN (1 AM; 1 FM)

Macon County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WFSC
1957

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 2900 6.00
Macon County Broadcasting Co., Box 470, Franklin, N. C. 28734. Phone 704-524-4418.

1. PERSONNEL
Station Manager—Ronald Evans.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: ——. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff——Rec'd 5/29/75.

6. SPOT ANNOUNCEMENTS
1 min, flat..... 3.00
Edited by Brenda Southard.

NORTH CAROLINA

WFSC-FM
1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 2901 5.00
Radio Station WFSC, Inc., Box 470, Franklin, N. C. 28734. Phone 704-524-4418.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
50% of AM rates.

FUQUAY-VARINA

Wake County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WAKS
1948

Subscriber to the NAB Radio Code
Media Code 4 234 2950 5.00
Wake County Broadcast Company, Inc., Box 588, Hwy 55, 1.5 miles North of Fuquay-Varina, N. C. 27526. Phone 552-2203.

STATION'S PROGRAMMING DESCRIPTION
WAKS: MUSIC: C & W with gospel each hour.

1. PERSONNEL
Gen'l & Sta. Mgr.—Jim Butts.
News & Farm Dir.—Walt Pearson.

3. FACILITIES
1,000 w. days; 1450 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL RATE POLICY
Affiliated with MBS and KBS.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/73—Rec'd 10/8/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	312x
1 min	4.50	4.30	4.10	3.80	3.60	3.30	3.10
30 sec	3.50	3.30	3.10	2.90	2.70	2.50	2.30

7. PACKAGE PLANS
DAILY ANNUAL SPOT SCHEDULE
6 DAYS PER WK, 52 WKS:

	Per day 1 ti	2 ti	3 ti	4 ti	5 ti
1 min	2.30	2.20	2.10	2.00	1.90
30 sec	1.80	1.70	1.60	1.50	1.40
PER MO:			30 ti	50 ti	100 ti
1 min			3.15	3.05	2.85
30 sec			2.75	2.45	2.25
PER YR, BULK:				500x	1000x
1 min				2.70	2.40
30 sec				2.10	1.80

Minimum 5% bulk must be run ea mo during 12-mo period.

GARNER

Wake County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

See Raleigh-Durham (including Garner)

GASTONIA (3 AM; 1 FM)

Gaston County—Map Location E-5
See SRDS consumer market map and data at beginning of the State

WGAS
1959

Media Code 4 234 3000 8.00
MGM Broadcasting Corp., Drawer 250, Gastonia, N. C. 28052. Phone 704-865-5796.

STATION'S PROGRAMMING DESCRIPTION
WGAS: Programmed for adults, 18 and up.
MUSIC: MOR. Daily phone swap shop 10-11 am audience participation. SPORTS: daily programs, 3 personalities, news director & 1 mobile unit. NEWS: national & regional hourly; regional news network; local actualities & beepers & other special events; 9 local news programs daily by director. Weather hourly reports, local & regional. Contact Representative for further details. Rec'd 3/1/74.

1. PERSONNEL
General Manager—Glenn F. Mace.
Commercial Manager—Edson I. Gray.
Program Director—Dan Bell.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
500 w.; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 22a, 22b, 23a, 24a, 25a, 28b, 28c.
Contracts: 40c, 41, 46, 47a.
Comb.: Cont. Discounts: 60a, 62a, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 3/25/75.

(This listing continued on next page)

NORTH CAROLINA

Gastonia—W G A S—Continued

7. PACKAGE PLANS

PER YR,

BULK:	1x	50x	100x	300x	600x	1000x
1 min	2.75	2.50	2.30	2.00	1.80	1.60
30 sec	1.90	1.75	1.60	1.45	1.30	1.15
10 sec	1.35	1.25	1.10	1.00	.85	.70

Fixed, extra 10%.

PER MO,

ROS:	1 ti	15 ti	25 ti	50 ti	75 ti	100 ti	125 ti	150 ti
1 min	2.75	2.50	2.40	2.35	2.30	2.20	2.10	2.00
30 sec	2.00	1.75	1.60	1.55	1.50	1.45	1.40	1.30
10 sec	1.50	1.25	1.15	1.05	1.00	.95	.90	.85

Fixed, extra 10%.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	40	25	13	5
13 x	38	22	12	(*)
26 x	36	20	11	4

(*) 4.50.

WGNC 1939 — WGNC-FM 1947

Subscriber to the NAB Radio Code
Media Code 4 234 3050 3.00
Catherine T. McSwain, Box 2187, Gastonia, N. C. 28052. Phone 704-865-8501.

STATION'S PROGRAMMING DESCRIPTION
WGNC: MUSIC: popular & contemporary days; country & western nights. Rec'd 8/5/74.

1. PERSONNEL
Manager—Pat McSwain.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 11,100 w.; 101.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 1,000 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Comb.; Cont. Discounts: 60a.
Affiliated with American Entertainment Network.
Discounts not applicable if periods exceed corresponding number of times.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

	1x	14x	100+
1 min	3.00	2.50	2.00
30 sec	2.75	2.25	1.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	50.00	25.00	15.00	5.00
13+	40.00	20.00	12.50	4.00

10. SPECIAL FEATURES
Special shows, times, talent—3.50.

WLTC 1947

Media Code 4 234 3100 6.00
Gastonia Broadcasting Service, Inc., Box 3927, Akers Station, 304 N. New Hope Rd., Gastonia, N. C. 28052. Phones 704-865-1079, 865-1280

STATION'S PROGRAMMING DESCRIPTION
WLTC: FARM: 15 hours weekly, market reports, crop conditions.
MUSIC: country and western except gospel noon-2 pm M-F. AIR PERSONALITIES handle all segments. Telephone requests, guests, interviews, discussion forums. NEWS: director, AP on hour, every hour. Local news reports live. Mobile unit for special events. 5-5:15 pm, M-F, local news program. Weather: US and AP reports on half hour each hour, brief report at conclusion of each news. SPORTS: local, regional, and national sports 5:15-5:30 pm, M-F. Interview professional players, live and by phone. 8-8:05 am M-Sat latest overnight sports results and events for remainder of day. Contact Representative for further details. Rec'd 9/11/68.

1. PERSONNEL
General Manager—James B. Petty.
Comm'l Mgr. & Sports Dir.—B. C. Morrow.
Prog. News & Farm Dir.—Glenn Jones.

2. REPRESENTATIVES
South—Media Sales/South.
Southwest—Mario Messina Company.

3. FACILITIES
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a.

TIME RATES
Eff 9/1/68—Rec'd 7/29/68.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50
10 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

WKLY:	10 ti	20 ti	30 ti	40 ti
1 min	6.50	6.00	5.50	5.00
30 sec	5.00	4.50	4.00	3.50
10 sec	3.35	3.00	3.00	2.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	42	30	20	12

GOLDSBORO (3 AM; 2 FM)

Wayne County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WEQR (FM) 1946

Media Code 4 234 5150 1.00
Eastern Carolina Broadcasting Co., Inc., Box 207, 1/2 mile N. W. of Goldsboro on Raleigh Hwy., Goldsboro, N. C. 27530. Phone 919-736-1150.
See affiliated AM station for additional information.
AM facilities: WGBR.

1. PERSONNEL
Gen'l & Com'l Mgr.—Vassie G. Balkcum.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
ERP 35,000 w.; 96.9 mc.
Operating schedule: 5:30-12:05 am. EST.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11f, 12f, 13d, 15b.
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a; 28a, 29a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60g, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
Member: Southeastern Key Market Network, North Carolina News Network.

TIME RATES
Rates received October 31, 1949.

6. SPOT ANNOUNCEMENTS

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	156 ti.	312 ti.
100 words	5.00	4.75	4.50	4.25	4.00	3.75	3.50
50 words	3.00	2.85	2.70	2.55	2.40	2.25	2.10

8. PROGRAM TIME RATES

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	156 ti.	312 ti.
1/2 hour	33.00	31.35	29.70	28.05	26.40	24.75	23.10
1/4 hour	22.00	20.90	19.18	18.70	17.60	16.50	15.40
10 minutes	16.50	15.67	14.85	14.02	13.20	12.37	11.55
5 minutes	11.00	10.45	9.90	9.35	8.80	8.25	7.70

WFMC 1951

A Beasley Station
Media Code 4 234 3200 4.00
The Southern Radio and Television Corp., Box 1355, Goldsboro, N. C. 27530. Phone 919-734-4211.

STATION'S PROGRAMMING DESCRIPTION
WFMC: Programmed for general interest.
MUSIC: Modern country and western 6-9 am and 10 am-sign off. Contact Representative for further details. Rec'd 2/4/74.

1. PERSONNEL
President—George G. Beasley.
General Manager—Donald Jones.
Commercial Manager—Bob Wilson.

2. REPRESENTATIVES
W. O. Jones, Inc.

3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
FM facilities: WOKN (FM).
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Carolina Radio Network, Beasley Broadcast Group.

TIME RATES
No. 5 Eff 11/15/66—Rec'd 2/26/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.25	4.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.25	3.00
10 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.15	2.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	55.00	34.00	20.00	15.00	12.00
13 x	52.00	33.00	19.50	14.50	11.50
26 x	50.00	32.00	19.00	14.00	11.00
52 x	48.00	31.00	18.50	13.50	10.50
104 x	46.00	30.00	18.00	13.00	10.00
156 x	44.00	29.00	17.50	12.50	9.50
260 x	42.00	28.00	17.00	12.25	9.00
312 x	40.00	27.00	16.00	12.00	8.50

Edited by George G. Beasley.

WGBR 1938

Tobacco Radio Network

Media Code 4 234 3250 9.00
Eastern Carolina Broadcasting Co., Box 207, Goldsboro, N. C. 27530. Phone 919-736-1150.

STATION'S PROGRAMMING DESCRIPTION
WGBR: Programmed for young adults 18-32 with emphasis on public affairs features.
NEWS: national & state networks, 3 man local staff, plus on air reporters, hourly news daily, 15 min local summaries at noon & 6 pm. FARM: local & regional reports & personality features early AM & noon. MUSIC: MOR & general popular 65%, country/western 25%, Religious & others 10%. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 4/23/71.

1. PERSONNEL
General Manager—Vassie G. Balkeum.
Program Director—Jim Kent.
Sales—Bob Hill.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1150 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30-12:05 am. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11f, 12f, 13d, 14d, 15b.
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60g, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WEQR (FM).
Affiliated with American Information Network.
Member: The Tobacco Radio Network.

TIME RATES
Eff 6/1/71—Rec'd 4/23/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.50	7.00	6.75	6.25	6.00	5.50	5.00

7. PACKAGE PLANS
(Within 7 days)

	10x	20x	30x	50x
1 min	85	160	225	350
30 sec	(*)	125	180	275

(*) 67.50.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	312x
1 hr	75.00	72.00	68.00	61.00	58.00	55.00	52.00
1/2 hr	43.00	42.00	41.00	40.00	39.00	37.00	35.00
1/4 hr	29.00	28.00	27.50	26.75	25.75	25.00	23.00
10 min	21.00	20.00	19.00	18.00	17.50	17.00	16.50
5 min	17.50	16.00	14.50	13.75	13.50	13.00	12.50

WOKN (FM) 1972

A Beasley Station
Media Code 4 234 3275 6.00
Southern Radio & Television Corp., Box 1355, Goldsboro, N. C. 27530. Phone 919-734-4213.
See affiliated AM station for additional information.
AM facilities: WFMC.

STATION'S PROGRAMMING DESCRIPTION
WOKN (FM)- MUSIC: 8-10 am & noon-12M-R & B. 10 am-12N, Negro Gospel music. Black personalities handle all segments. NEWS: network at :15. Local weather twice hourly. Black history feature 5 times daily. Contact Representative for further details. Rec'd 3/27/72.

1. PERSONNEL
Station Manager—Robert Swinson.
Program Director—Jimmy Swinson.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
South—Carter & Jones Agency.

3. FACILITIES
3,000 w. (horiz.), 3,000 w. (vert.); 102.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 325 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Bernard Howard Black Radio Network.
Affiliated with National Black Network.
Member: Beasley Broadcast Group.

TIME RATES
No. 1 Eff 2/1/72—Rec'd 3/20/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	7.00	6.00	5.00	4.50	4.25	4.00
30 sec	6.00	5.00	4.00	3.50	3.25	3.00
10 sec	3.50	3.00	2.50	2.25	2.15	2.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	55.00	34.00	20.00	15.00	12.00
13 x	52.00	33.00	19.50	14.50	11.50
26 x	50.00	32.00	19.00	14.00	11.00
52 x	48.00	31.00	18.50	13.50	10.50
104 x	46.00	30.00	18.00	13.00	10.00
156 x	44.00	29.00	17.50	12.50	9.50
260 x	42.00	28.00	17.00	12.25	9.00
312 x	40.00	27.00	16.00	12.00	8.50

WYNG 1955

Subscriber to the NAB Radio Code
Media Code 4 234 3300 2.00
Peace Broadcasting, Inc., Box 128, Goldsboro, N. C. 27530. Phone 919-734-1300.

STATION'S PROGRAMMING DESCRIPTION
WYNG: MUSIC: Contemporary, current hits, hit oldies & select hit album cuts. AIR PERSONALITIES. Locally produced & syndicated music specials, continuous promotions, 2-man news department, emphasis on community involvement. Contact Representative for further details. Rec'd 9/6/74.

1. PERSONNEL
Station Manager—Don Smith.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28b, 28c, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 6 Eff 3/15/75—Rec'd 3/18/75.

6. SPOT ANNOUNCEMENTS
ROS

PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	150 ti
PER YR:	1x	60x	200x	500x	1000x
1 min	4.75	4.25	3.75	3.25	2.75
30 sec	4.00	3.50	3.00	2.50	2.00

10 sec: 50% of 1-min.
6-9 am & 4:30-6 pm; guaranteed—per spot, extra. 25.

GRAHAM

Alamance County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Burlington
(including Graham)

GRANITE FALLS

Caldwell County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WKJK 1963

Subscriber to the NAB Radio Code
Media code 4 234 3325 9.00
Broadcasting Enterprises, Inc., Box R, South Main Ext., Granite Falls, N. C. 28630. Phone 704-396-3361.

1. PERSONNEL
General Manager—John R. Morris.

3. FACILITIES
500 w.; 900 kc Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 8 Eff 10/1/70—Rec'd 1/4/71.

6. SPOT ANNOUNCEMENTS

	1x	100x	500x	1000+
30 sec	3.00	2.75	2.50	1.95
1 min	4.25	3.65	3.25	2.85

7. PACKAGE PLANS

	—10 Days—			—30 Days—		
	25 ti	50 ti	75 ti	50 ti	100 ti	150 ti
30 sec	2.90	2.60	2.00	2.75	2.50	2.10
1 min	4.00	3.40	3.25	3.65	3.25	3.00

GREENSBORO (5 AM; 2 FM)

Guilford County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	24	19	24	19
B	24	16	24	18
C	17	15	17	15
D	14	14	14	12
AVERAGE	20	16	20	16

WBIG 1926

Subscriber to the NAB Radio Code
Media Code 4 234 3350 7.00
North Carolina Broadcasting Co., Inc., Box 20204, Battleground at Edney Ridge Rd., Greensboro, N. C. 27420. Phone 919-288-4131.

STATION'S PROGRAMMING DESCRIPTION
WBIG: Programmed for young adults, 18-49.
MUSIC: Contemporary and top oldies from recent past. AIR PERSONALITIES featured throughout the day and evening with comedy, weather, news and sports features. NEWS: Coverage hourly of local, state & national featuring news department with two-way radio equipped vehicles. Net entertainment, news and sports. SPORTS: Live collegiate and professional football, basketball, baseball, golf tournaments, fights, auto races. Religious programming featured on Sun. Public service announcements day and evening. Interviews and discussions of local & area interest. FARM: Early morning local & state agricultural information, time & weather reports. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
President—Allen Wannamaker.
General Manager—Dan T. Griffin.
Director of Sales—W. H. Henry.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 1470 kc. Directional—night only.
Operating schedule: 21 hours daily. EST.

4. AGENCY COMMISSION
15% on net charges; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 22b, 23a, 24c, 26, 28a.
Contracts: 40c, 41, 44b, 45, 46, 47a, 49, 51a.
Comb.: Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
No. 20 Eff 4/15/68—Rec'd 4/10/68.
AA—Mon thru Sat 6-10 am & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

AA:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	25.00	24.00	23.00	22.00	21.00
30/20 sec	18.75	18.00	17.25	16.50	15.75
ID's	12.50	12.00	11.50	11.00	10.50
A:					
1 min	20.00	19.00	18.00	17.00	16.00
30/20 sec	15.00	14.25	13.50	12.75	12.00
ID's	10.00	9.50	9.00	8.50	8.00

All spots are combinable.

(This listing continued on next page)

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

	1x	52x	104x	156x	260x	312x	520x
AA	35.00	34.00	33.00	28.00	27.00	26.00	25.00
A	27.00	26.50	26.00	25.00	24.00	23.00	22.00

WCOG
1948

A Thoms Station

EASTMAN RADIO, INC.

RAB

Subscriber to the NAB Radio Code

Media Code 4 234 3400 0.00
WCOG, Inc., 4635 Tower Rd., Greensboro, N. C. 27410. Phone 919-299-0346.

STATION'S PROGRAMMING DESCRIPTION
WCOG: Programmed for adults and young adults. 5 air personalities emcee entire operation. 5 min network news on half hour. News 8%. MUSIC 91%: featuring current general popular music and standards. SPORTS: feature local college games, seasonal. 18 commercial minutes maximum permitted per hour. Personalities available for remote pickups from shopping centers, state fairs, other special events. Contact Representative for further details. Rec'd 3/11/68.

1. PERSONNEL
President—Harold H. Thoms.
General Manager—James P. Poston.
Program Director—Bob Dayton.

2. REPRESENTATIVES
Eastman Radio, Inc.
Thoms Radio-TV Enterprises, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. night; 1320 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1h, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Eastman Radio Network.

TIME RATES
No. RC1 Eff 9/1/74—Rec'd 8/19/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 7 pm midnight; Sun all day.
A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

	1 MINUTE						
	AAA				AA		
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	25	24	22	20	20	18	17	16
	A							
1 min	17	16	15	14				

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.

WEAL
1962

NAB

Media Code 4 234 3450 5.00
WEAL, Inc., Box 6626, 1002 Arnold St., Greensboro, N. C. 27405. Phone 919-272-5121.

STATION'S PROGRAMMING DESCRIPTION
WEAL: Programmed for black listener. MUSIC: rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments. Commercials by air personalities are interchangeable and can be taped or ad-lib. NEWS: 5 min at :55 & 15 min at noon, local and national in scope. Mobile unit for on the spot coverage. COMMERCIAL POLICY 18 minutes maximum permitted in any hour. Contact Representative for further details. Rec'd 4/29/74.

1. PERSONNEL
Trustee—Eugene E. Tanner.
Sta. & Sales Dir.—William P. Mitchell.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 8.
Rate Protection: 10b.
Basic Rates: 20b, 22a, 23c, 29a, 33c.
Contracts: 40a, 44a, 45.
Comb.: Cont. Discounts: 60e, 62b.
Cancellation: 70d, 71a.
Prod. Services: 82.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 10/1/74—Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS

	32x	156x	260x	520x	1000x
1 min	12	11	10	9	8

7. PACKAGE PLANS

SATURATION:	10 ti	15 ti	20 ti	30 ti
Per wk	11	10	9	8

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1 hr 120

WGBG
1942

NAB

Subscriber to the NAB Radio Code

Media Code 4 234 3500 7.00
Greensboro Broadcasting Co., Inc., Box 22005, Greensboro, N. C. 27420. Phone 919-273-3631.

STATION'S PROGRAMMING DESCRIPTION
WGBG: Programmed for young adults and adults. MUSIC: modern country and western. SPORTS: news, play-by-play coverage, football and basketball, local, regional, college, high school, and little league baseball. AIR PERSONALITIES with interviews, editorials, call-ins, comedy. NEWS: local, regional, national, international, weather, time, live network, on spot reports, and stock market, New York and local over counter. FARM: agricultural hints and farm bureau. RELIGIOUS: music, sermons. COMMERCIAL POLICY: product protection 10 minutes, public service. Percentage breakdown: news 13%, public affairs 1%, entertainment and sports 86%, and all other except entertainment and sports 6%. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 8/8/67.

1. PERSONNEL
Sta. & Sales Mgr.—Ralph M. Lambeth.
News & Sports Dir.—Ed Martin.
Woman's Director—Jean Robertson.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5-1 am weekdays, 7-12:10 am Sun. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Affiliated with The Rep Network.
Member: North Carolina News Network.

TIME RATES
Eff 11/1/67—Rec'd 9/27/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.00
30 sec	11.50	10.75	10.00	9.25	8.50	7.75	7.00
10 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

WKLY:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.25	8.50	7.75	7.00	6.25
10 sec	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1x	50x	100x	200x	300x
1 hr	120	110	95	85	75
1/2 hr	80	70	60	50	40
1/4 hr	45	41	37	33	29
5 min	22	21	20	19	18

Spot maximum of 100 words live or 1-minute transcribed; all chain break spots limited to 20 seconds or 50 words.

WPET
1954

HR STONE radio

Media Code 4 234 3600 5.00
Mido Communications, Inc., Box 950, 221 W. Meadowview Rd., Greensboro, N. C. 27402. Phone 919-275-9733.

1. PERSONNEL
President—Donald L. Wilks.
Vice-Pres. & Gen'l Mgr.—Thomas Armshaw.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
500 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a.
FM facilities: WRQK (FM).
Affiliated with MBS.

TIME RATES
Eff 4/1/75—Rec'd 3/10/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
	12 ti	18 ti	24 ti	30 ti	12 ti	18 ti	24 ti	30 ti
1 min	11	10	9	8	10	9	8	7
30 sec	9	8	7	6	8	7	6	5

7. PACKAGE PLANS
20% discount on purchase of WPET/WRQK (FM).

WQMG (FM)
1962

NAB RAB NAFMB

Media Code 4 234 3650 0.00
Murray Hill Broadcasting Co., Box 6702, Greensboro, N. C. 27406. Phone 919-275-1657. S

STATION'S PROGRAMMING DESCRIPTION
WQMG (FM): Programmed for adults & young adults.
MUSIC: current hits & MOR, 88%. Serious music including classical, Baroque, romantic and modern, 12%. NEWS: 5 min network at :60; UPI Audio; local & regional coverage. COMMERCIAL POLICY: Maximum 12 minutes per hour. No double spotting. Contact Representative for further details. Rec'd 7/24/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mrs. Joyce M. Webster.
Chief Engineer—Allen Godwin.
Sales Manager—Stewart Grant.

2. REPRESENTATIVES
Selcom, Inc.
South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.): 97.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 555 ft. above average terrain.

4. AGENCY COMMISSION
15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6b.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a, 44a.
Comb.: Cont. Discounts: 62b.
Cancellation: 70a, 70d.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 4/1/75—Rec'd 5/22/75.
I—Mon thru Fri 6-10 am, 10 am-3 pm & 3-7 pm.
II—Mon thru Fri 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

	I			II		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	15.00	13.00	8.50	10.00	8.00	4.50
12 ti	14.00	12.00	8.00	9.50	7.50	4.00
19 ti	13.00	11.00	7.50	9.00	7.00	3.50
25+	12.00	10.00	7.00	8.50	6.50	3.00

7. PACKAGE PLANS

WITHIN 7 DAYS, PREEMPTIBLE:	1 min	30 sec
Plan A 15 ti (11 I, 4 II)	165	135
Plan B 20 ti (15 I, 5 II)	240	200

Edited by Joyce M. Webster.

WRQK (FM)
1958

Media Code 4 234 3675 7.00
Greensboro FM, Inc., Box 950, 221 W. Meadowview Rd., Greensboro, N. C. 27402. Phone 919-275-4464.
See affiliated AM station for additional information.
AM facilities: WPET.

3. FACILITIES
ERP 100,000 w.: 98.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 380 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff 4/1/75—Rec'd 3/10/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	18	17	16	15	16	15	14	13
30 sec	13	12	11	10	11	10	9	8

7. PACKAGE PLANS
20% discount on purchase of WRQK (FM)/WPET.

GREENVILLE (3 AM, 1 FM)

Pitt County—Map Location J-4

See SRDS consumer market map and data at beginning of the State.

WGNL
1962

Media Code 4 234 3667 2.00
Ralph A. Gardner, Box 1485, Greenville, N. C. 27834. Phone 919-752-1115.

STATION'S PROGRAMMING DESCRIPTION
WGNL: Programmed for general audience. MUSIC: adult contemporary, solid gold. NEWS: local 6:45-7 am, 7:45-8 am, noon-12:20 pm, 5-6:15 pm M-F. Special reports on weekends. Editorials 11:30 am & 5:30 pm M-F. Network news at :55. SPORTS: 7:25 am local, 8:25 am network, 12:20 pm local & 5:25 pm network. RELIGION: 6 am-noon Sun. Live local public affairs throughout week. Rec'd 8/5/75.

1. PERSONNEL
Pres. & Mgr.—Ralph A. Gardner.
Vice-Pres. of Operations—Johnny West.
Program Director—Les Coffee.

3. FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4 AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a, 62a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 81, 82.
Member: National AgRadio Groups, Inc.

NORTH CAROLINA

TIME RATES
Eff 6/1/74—Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS

EA:	1x	90x	180x	270x	360x	450x	540x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.50	6.00	5.50	5.00
10 sec	4.50	4.25	4.00	3.75	3.50

WNCT
1940

Park BROADCASTING

CBS Radio Network

KATZ RADIO

NAB

Media Code 4 234 3700 3.00
Roy H. Park Radio, Inc., Box 898, Evans St. Ext., Greenville, N. C. 27834. Phone 919-758-2324. TWX 510 929 1619.

STATION'S PROGRAMMING DESCRIPTION
WNCT: MUSIC: Modern country. AIR PERSONALITIES handle all segments. NEWS: network at :60, regional at 7:30 am, 12:06 & 5:30 pm. FARM: 6-8 am & 11:30 am-12:30 pm, M-Sat. Hourly agriculture weather reports. SPORTS: live play-by-play high school & college football, basketball & baseball. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
Vice-President—Roger Turner.
General Manager—William L. Fowler.
Farm Director—Billy Yeargin.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
10,000 w.: 1070 kc. Separate patterns day & night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a, 62a
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
Affiliated with CBS.
Member: North Carolina News Network.

TIME RATES
No. 1 Eff 4/15/73—Rev 10/12/73—Rec'd 12/21/73.
AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	16	15	14	13	12
A	14	13	12	11	10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

AM/FM COMBINATION
No. 2 Eff 6/1/75—Rec'd 6/2/75.

AA	20	19	18	17	---
A	18	17	16	15	---

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR:	1x	52x	156x	260x
5 min	25	24	23	22
10 min	40	38	36	34
1/4 hr	60	56	52	48
1/2 hr	75	70	65	60

Edited by Rucky Winter.

WNCT-FM
1963

NAB RAB

Media Code 4 234 3761 1.00
Roy H. Park Radio, Inc., Box 898, Evans St. Ext., Greenville, N. C. 27834. Phone 919-758-2324. TWX 510 929 1619.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WNCT-FM. Programmed for adults and young adults. NEWS: 10 min network every hour on hour. MUSIC: features general popular music, showtunes, standards. COMMERCIAL POLICY: five 1 minute announcements per hour segment. Contact Representative for further details. Rec'd 7/14/67.

3. FACILITIES
ERP 100,000 w.: 107.7 mc. Stereo.
Operating schedule: 6:00-1:00 am Mon thru Fri: 7:30-1:00 am Sat and Sun.
Antenna ht.: 550 ft. above average terrain.

(This listing continued on next page)

NORTH CAROLINA

Greenville—W N C T-FM—Continued

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.
Member: North Carolina News Network.
Sold in combination with WNCT. See that listing.

TIME RATES
Eff———Rec'd 6/4/73.

6. SPOT ANNOUNCEMENTS
1 min, flat..... 5 30 sec, flat..... 4

WOOW
1953

NAB

Media Code 4 234 3750 8.00
WOOW Broadcasting Inc., Box 647, 304 Evans St., Greenville, N. C. 27834. Phone 919-758-1171.

STATION'S PROGRAMMING DESCRIPTION
WOOW: MUSIC: current & popular. FARM: 5:45-6 am daily. NEWS: at :55, local & wire service. SPORTS: local & regional. RELIGIOUS: Sun Morning till noon. Live interviews; live local public interest programs. Contact Representative for further details. Rec'd 7/24/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Danny Jacobson.
Public Affairs Director—Carl Davis.
Program Director—Larry Fitzgerald.

2. REPRESENTATIVES
PRO/Meeker Radio.
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:45-2 am. EST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 48, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62a.
Cancellation: 70b, 70e, 71a, 73a.
Prod Services: 80, 82.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.

TIME RATES
Eff 1/1/75—Rec'd 10/15/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 MINUTE					
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti
AAA	16.00	15.50	14.50	13.50	12.00	10.00
AA	14.00	13.50	12.50	11.50	10.00	8.00
A	12.50	12.00	11.00	10.00	9.00	7.50

30 sec: 85% of 1-min. ID's: 60% of 1-min.

HAMLET
Richmond County—Map Location F-5
See SRDS consumer market map and data at beginning of the State

WKDX
1957

Media Code 4 234 3850 6.00
Hisden A. Lyon, Box 826, Fifth St., Hamlet, N. C. 28345. Phone 582-2653.

1. PERSONNEL
General Manager—W. E. Benoist.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 9/1/72—Rec'd 10/4/73.

7. PACKAGE PLANS

PER MO:	1 ti	11 ti	21 ti	41 ti	76 ti	100+
1 min	3.25	2.95	2.85	2.75	2.60	2.45
30 sec	2.60	2.50	2.40	2.30	2.20	2.10
ANNUAL CONTRACT						
1 min	3.10	2.90	2.75	2.65	2.50	2.40
30 sec	2.50	2.40	2.30	2.20	2.10	2.00

20 sec: 70% of 1-min.
200 20-sec spots per mo/3+ mo, 175.00.

HAVELOCK (1 AM; 1 FM)
Craven County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WKVO — WKVO-FM
1962 — 1971

RAB

Media Code 4 234 3900 9.00
Southeast State Broadcasting Corp., Box 247, Havelock, N. C. 28532. Phone 919-447-5100.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles P. Wenk.

2. REPRESENTATIVES
Southeast—Carter S. Jones Agency.
Southwest—Dean Cowart Representatives.

3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset EST.
FM-ERP 3,000 w.; 104.9 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 180 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 4/1/74—Rec'd 11/7/74.
Drive—Mon thru Fri 6-9 am & 3-6 pm.
Other—Mon thru Fri 9 am-3 pm & 6 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

	Drive				Other			
	1x	150x	500x	(*)	1x	150x	500x	(*)
1 min	4.20	3.60	3.10	2.60	3.40	2.90	2.40	2.00
30 sec	2.80	2.40	2.00	1.70	2.30	2.00	1.70	1.40
15 sec	1.50	.....	.....	.....	1.20	.....	.....	.....

(*) 2000+

10. SPECIAL FEATURES
WEATHER—13 WEEK MINIMUM
1 ti/day, per mo..... 45 2 ti/day, per mo..... 85
Incl ID plus 30-sec spot.
NEWS AT :55—13 WEEK MINIMUM
10 ti/wk, per mo..... 69 22 ti/wk, per mo..... 129
Incl 30-sec spot in 5 min news.
DIAL-A-DEAL
13 wk, per wk..... 24 52 wk, per wk..... 21
Incl 1 1-min per day Mon thru Fri plus full ID with ea phone call 1 day per wk (AM only).
AMERICAN TOP FORTY—13 WEEK MINIMUM
Casey Kasem—Sun 7-10 pm, 30 sec, ea 2.00.
SPORTSCASTS
1 ti/day, per wk, incl ID plus 30-sec spot..... 15
TIME SIGNALS
13 wk, per mo..... 400 52 wk, per mo..... 375
Incl 15-sec spot every hr, preemptible.
ID'S—13 WEEK MINIMUM
1 5-sec spot every hr, preemptible, per mo..... 275

HENDERSON (2 AM; 1 FM)
Vance County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WHNC
1945
A Beasley Station

Media Code 4 234 3950 4.00
Henderson Broadcasting Co., Norlina Rd., Henderson, N. C. 27536. Phone 919-438-7136.

STATION'S PROGRAMMING DESCRIPTION
WHNC: Music: Current hits.

1. PERSONNEL
Gen'l & Sales Mgr.—R. P. Barbour.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 890 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WXNC (FM).
Affiliated with American Entertainment Network.
Member: Beasley Broadcast Group.

TIME RATES
No. 5 Eff 3/1/72—Rec'd 3/20/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.00	2.80	2.60	2.40	2.20	2.00
15 sec	2.00	1.80	1.60	1.40	1.20	1.00

Edited by R. P. Barbour.

WIZS
1955
Subscriber to the NAB Radio Code

Media Code 4 234 4000 7.00
Radio Corporation, Box 1011, Roanoke Ave., Henderson, N. C. 27536. Phone 919-438-8135.

1. PERSONNEL
General Manager—T. J. Moore.

2. REPRESENTATIVES
Hal Walton Co.

3. FACILITIES
1,000 w., 1450 kc. Non-directional.
Operating schedule: 5:30 am-midnight.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network, The Tobacco Radio Network, Carolina Radio Network.

TIME RATES
No. 5 Eff 4/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	100x	500x
1 min	3.50	3.40	3.30	3.10	2.80	2.50
30 sec	2.80	2.50	2.30	2.10	1.80	1.50

7. PACKAGE PLANS

	100 ti 1 min	100 ti 30 sec	200 ti 20 sec	300 ti 15 sec	400 ti 10 sec
Per mo, ea	2.25	1.35	1.00	75.	65.

WXNC (FM)
1948
A Beasley Station

Media Code 4 234 4025 4.00
Henderson Broadcasting Co., Norlina Rd., Henderson, N. C. 27536. Phone 919-438-7136.
See affiliated AM station for additional information.
AM facilities: WHNC.

STATION'S PROGRAMMING DESCRIPTION
WXNC (FM): Country & Western Music.

1. PERSONNEL
President—George G. Beasley.

3. FACILITIES
ERP 15,500 w.; 92.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Beasley Broadcast Group.

TIME RATES
Rates are identical to WHNC. See that listing.
Edited by R. P. Barbour.

HENDERSONVILLE (2 AM; 1 FM)
Henderson County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WHKP
1946
Subscriber to the NAB Radio Code

Media Code 4 234 4050 2.00
Radio Hendersonville, Inc., Box 2470, Chimney Rock Rd., Hendersonville, N. C. 28739. Phone 704-693-9061.

STATION'S PROGRAMMING DESCRIPTION
WHKP: MUSIC: modern MOR.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Art Cooley.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-midnight EST.

4. AGENCY COMMISSION
15/0 station time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WKIT.
Affiliated with KBS.
Member: Mountaineer Group.

TIME RATES
Eff 12/1/74—Rec'd 11/1/74.

6. SPOT ANNOUNCEMENTS

	10 AM-MIDNIGHT					
	1x	52x	156x	312x	500x	1000x
1 min	8.40	6.90	6.00	5.70	5.10	4.80
30 sec	6.75	5.55	4.80	4.55	4.10	3.85
10 sec	4.20	3.45	3.00	2.85	2.55	2.40

6-10 am: Extra 15%.

WHVL
1964

NAB

Media Code 4 234 4100 5.00
The Mountainaire Corp., 717 Greenville Hwy., Hendersonville, N. C. 28739. Phone 704-692-1600.

STATION'S PROGRAMMING DESCRIPTION
WHVL: MUSIC: Middle of the road.

1. PERSONNEL
General Manager—K. C. Smart.

3. FACILITIES
1,000 w.; 1600 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/1/74—Rec'd 6/4/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	500x	1000x
1 min	5.50	5.00	4.50	4.00	3.50	3.00	2.50
30 sec	4.50	4.00	3.50	3.00	2.50	2.25	2.00
10 sec	3.50	3.00	2.50	2.25	2.00	1.75	1.50

Submitted by A. E. Perkins.

WKIT
1958
Subscriber to the NAB Radio Code

Media Code 4 234 4125 2.00
Radio Hendersonville, Inc., Drawer 2470, Chimney Rock Rd., Hendersonville, N. C. 28739. Phone 704-693-4194.
See affiliated AM station for additional information.
AM facilities: WHKP.

STATION'S PROGRAMMING DESCRIPTION
WKIT: MUSIC: Country.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Southern Spot Sales, Inc.

3. FACILITIES
ERP 100,000 w.; 102.5 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 332 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Eff 12/1/74—Rec'd 11/1/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	500x	1000x
1 min	10.00	8.00	7.00	6.00	5.00
30 sec	8.00	6.50	5.50	5.00	4.00
10 sec	5.00	4.00	3.50	3.00	2.50

Fixed position: Extra 10%.

(CR)

HICKORY (3 AM; 2 FM)
Catawba County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WHKY — WHKY-FM
1939 — 1960

NAB

Media Code 4 234 4150 0.00
Catawba Valley Broadcasting Co., Inc., Box 1059, Hickory, N. C. 28601. Phone 704-322-5115.

STATION'S PROGRAMMING DESCRIPTION
WHKY: Programmed for adults & young adults.

1. PERSONNEL
General Manager—E. S. Long.

2. REPRESENTATIVES
R. S. Crane Company, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1290 kc.
Directional—nighttime only.
Operating schedule: 4 am-midnight. EST.
FM-ERP 14,800 w.; 102.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 327 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with American FM Network.
Member: North Carolina News Network.

TIME RATES
No. 13 Eff 7/1/72—Rec'd 6/7/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	208x
1 min	6.25	6.00	5.80	5.50	5.30	5.15	5.00
30 sec	5.30	5.15	5.00	4.60	4.30	4.05	3.90
15 sec	3.15	3.00	2.90	2.75	2.65	2.55	2.50
		260x	312x	520x	624x	936x	1248x
1 min		4.85	4.70	4.55	4.40	4.00	3.90
30 sec		3.85	3.70	3.60	3.50	3.40	3.25
15 sec		2.45	2.40	2.35	2.30	2.25	2.15

WIRC
1948

NAB — RAB

Subscriber to the NAB Radio Code

Media Code 4 234 4200 3.00
Foothills Broadcasting, Inc., 329 First Ave., NW, Hickory, N. C. 28601. Phone 704-327-5527.

STATION'S PROGRAMMING DESCRIPTION
WIRC: rock music, area local news.

1. PERSONNEL
General Manager—Edmond H. Smith, Jr

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 630 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WXRC (FM).
Affiliated with American Information Network.

TIME RATES
No. 7. Eff 11/1/73—Rec'd 10/6/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.25	6.00	5.80	5.50	5.30
30 sec	5.30	5.15	5.00	4.60	4.30
10 sec	3.15	3.00	2.90	2.75	2.65
	156x	260x	312x	624x	936x
1 min	5.15	4.85	4.40	4.05	3.90
30 sec	4.05	3.85	3.50	3.10	2.80
10 sec	2.55	2.45	2.20	2.10	2.00

7. PACKAGE PLANS

PER WK, EA:	15 ti	25 ti	36 ti	50 ti
1 min	5.30	5.15	4.40	4.00
30 sec	4.30	4.05	3.50	3.10
10 sec	2.65	2.55	2.20	2.10

AM/FM COMBINATION
When bought in combination with WXRC (FM) deduct 10% from applicable rates of each station.

WSPF
1963

NAB — RAB

Media Code 4 234 4250 8.00
Piedmont Broadcasting Co., Inc., Box 1709, Hickory N. C. 28601. Phone 704-328-1731.

STATION'S PROGRAMMING DESCRIPTION
WSPF: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Willis A. Deal.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1000 w., 1030 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 10/1/74—Rec'd 9/27/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	52x	104x	156x	312x	624x	936x	1248x
1 min	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	4.75	4.55	4.35	4.15	3.95	3.75	3.60	3.40

Specified times: Extra 10%.
1-min & 30-sec combinable for additional discount.

7. PACKAGE PLANS

7 CONSEC DAYS, ROS:	12 ti	24 ti	36 ti	50 ti
1 min	72.00	132.00	180.00	237.50
30 sec	54.60	99.60	135.00	180.00
		1 ti	10 ti	50+
10 sec		2.75	2.50	2.25

Specified time, extra 10%.

(Hickory continued on next page)

WXRC (FM)

1962

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 234 4300 1.00

Foothills Broadcasting, Inc., 329 First Ave., N. W., Hickory, N. C. 28601. Phone 704-327-3527.

See affiliated AM station for additional information.

AM facilities: WIRC.

STATION'S PROGRAMMING DESCRIPTION

WXRC (FM): modern country music.

8. FACILITIES

ERP 27,000 w.; 95.7 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 350 ft. above average terrain.

6. GENERAL ADVERTISING See coded regulations

Sold in combination with WIRC. See that listing for discount.

TIME RATES

No. 5 Eff 11/1/73—Rec'd 10/2/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.50	6.25	6.00	5.50	5.40
30 sec	5.50	5.35	5.15	4.85	4.55
10 sec	3.25	3.10	3.00	2.75	2.70
	156x	260x	312x	624x	936x
1 min	5.25	5.00	4.70	4.50	4.00
30 sec	4.30	4.10	3.75	3.50	3.20
10 sec	2.60	2.50	2.35	2.25	2.00

7. PACKAGE PLANS

PER WK, EA:	15 tl	25 tl	36 tl	50 tl
1 min	5.50	5.00	4.70	4.50
30 sec	4.85	4.10	3.75	3.50
10 sec	2.75	2.50	2.35	2.25

HIGH POINT (2 AM; 2 FM)

Guilford County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

WMFR

1935

NAB

Subscriber to the NAB Radio Code

Media Code 4 234 4400 9.00

WMFR, Inc., Box 27, 164 S. Main St., High Point, N. C. 27261. Phone 919-885-2191.

STATION'S PROGRAMMING DESCRIPTION

WMFR: Programs middle-of-the-road musical format with news at :30 wkly editorials supplemented with network programs. Local on the spot news from mobile and portable units, as news occurs. Contact Representative for further details. Rec'd 11/29/71.

1. PERSONNEL

General Manager—Frank S. Lambeth.

2. REPRESENTATIVES

The Devney Organization, Inc.
Southeast—Southern Spot Sales, Inc.

8. FACILITIES

1,900 w. days; 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 23b, 24b, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i 61c, 62d.
Cancellation 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82
Affiliated with American Entertainment Network.

TIME RATES

No. 9 Eff 1/1/69—Rec'd 12/2/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	312+
1 min	7.50	7.25	7.00	6.75	6.50	6.00
30/20 sec	6.00	5.80	5.60	5.40	5.20	4.80
10 sec	3.75	3.63	3.50	3.38	3.25	3.00

8. PROGRAM TIME RATES

	1x	26x	52x	104x	208x	312+
1/2 hr	40.00	37.00	34.00	31.00	28.00	25.00
1/4 hr	25.00	23.00	21.00	19.00	17.00	15.00
10 min	18.00	16.50	15.00	13.50	12.00	11.00
5 min	13.00	12.00	11.00	10.00	9.00	8.00

WMFR-FM

1946

NAB

Subscriber to the NAB Radio Code

Media Code 4 234 4401 7.00

WMFR, Inc., Box 27, 164 S. Main St., High Point, N. C. 27261. Phone 919-885-2191.

See affiliated AM station for additional information.

8. FACILITIES

ERP 10,000 w.; 99.5 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 350 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American FM Network.

TIME RATES

Rates are identical to WMFR. See that listing.

WNOS

1953

NAB

WNOS-FM

1953

RAB

Subscriber to the NAB Radio Code

Media Code 4 234 4450 4.00

Doss Broadcasting, Inc., of North Carolina, 1607 Country Club Dr., High Point, N. C. 27260. Phones 919-885-8100, 6109.

STATION'S PROGRAMMING DESCRIPTION

WNOS: Programmed for mass appeal.
5-6 am weather, farm, markets, country music; 6 am-12N current hits & country rock oriented, comedy, air personality; 12N-1 pm local, state, farm & world news, weather summary, news commentary, sports & devotional (5 min ea), 1-4:30 pm entertainment, air personality, current hits, country rock, rock, comedy, local bulletins; 5-10 pm country, country rock. SPORTS: Pro basketball, U football & basketball in season. Fulltime local sports department with sportscasts at 7:40 am, 12:40, 4:40 & 5:40 pm. NEWS: network at :55. Local news at 7:30 am, 12:05, 4:50 & 5:50 pm. Rec'd 5/30/73.

1. PERSONNEL

Pres. & Gen'l Mgr.—Robert I. Smith.

8. FACILITIES

1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 2,700 w.; 100.3 mc.
Operating schedule: 5 am-11 pm. EST.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10a, 11a, 13a, 14a, 15b.
Basic Rates: 20a, 21b, 23a, 24b, 24c, 25a, 29a.
Contracts: 40a, 45, 47b.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82.
Member: North Carolina News Network.

TIME RATES

Eff————Rec'd 2/10/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	500+
1 min	6.50	6.00	5.50	5.00	4.75	4.00
30 sec	5.00	4.50	4.15	4.00	3.60	3.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

7 CONSEC DAYS:	1 min	30 sec
25+	4.75	3.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min.
1 x	65.00	36.00	20.50	8.25

PROGRAM DISCOUNT

26x—5% 104x—15% 312x—25%
52x—10% 260x—20%

FM only: 60% of above rates.

JACKSONVILLE (3 AM; 2 FM)

Onslow County—Map Location J-5

See SRDS consumer market map and data at beginning of the State.

WBBS

1968

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 234 4475 1.00

Brown Broadcasting Co., Inc., Box AM, Arnold Rd. Jacksonville, N. C. 28540. Phone 919-347-6141.

STATION'S PROGRAMMING DESCRIPTION

WBBS: Programmed for young adults.

1. PERSONNEL

General Manager—Shelton Kellum.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

8. FACILITIES

1,000 w.; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Contemporary Network.

TIME RATES

No. 2 Eff 4/1/71—Rec'd 3/23/71.

5. SPOT ANNOUNCEMENTS

	1x	50x	100x
1 min	8.00	7.00	6.00
30 sec	6.40	5.60	4.80

To be used in any 12-month period.

7. PACKAGE PLANS

PER MO:	1 min	30 sec
140 tl	370	330

Based on 12-month contract.

WJNC

1948

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 234 4500 6.00

The Onslow Broadcasting Corp., Box AJ, Jacksonville, N. C. 28540. Phone 919-455-2202.

STATION'S PROGRAMMING DESCRIPTION

WJNC: MUSIC: MOR past & present, top 40.

1. PERSONNEL

Pres., Gen'l & Com'l Mgr.—Robert P. Mendelson.

2. REPRESENTATIVES

The Devney Organization, Inc.

8. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Simulcast 9-10:30 am.
For non-simulcast facilities see WRCM (FM).

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
FM facilities: WRCM(FM).
Member: Farm Radio Network.

TIME RATES

No. 2 Eff 1/1/70—Rec'd 1/5/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	5 tl	16 tl	15+
1 min	7.00	6.50	6.00	5.50

WLAS

1954

NAB RAB

Media Code 4 234 4550 1.00

Seaboard Broadcasting Corp., Box 38, Jacksonville, N. C. 28541. Phone 919-347-4111.

STATION'S PROGRAMMING DESCRIPTION

WLAS: MUSIC: Modern Country.

1. PERSONNEL

Sales Manager—Harold Foster.

2. REPRESENTATIVES

T-N Spot Sales.

8. FACILITIES

5,000 w. days; 910 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Member: North Carolina News Network.

TIME RATES

Eff 6/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	300x	600x	1200x
1 min	5.30	4.20	3.60	3.00
30 sec	3.60	2.90	2.40	2.05

7. PACKAGE PLANS

PER MO:	25 tl	50 tl	100 tl	150 tl
1 min	4.05	3.75	3.50	3.10
30 sec	2.60	2.30	2.15	2.00

WRCM (FM)

1963

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 234 4575 6.00

Onslow Broadcasting Corp., Box A-J, LeJeune Blvd., Jacksonville, N. C. 28540. Phone 919-455-2202.

See affiliated AM station for additional information.

AM facilities: WJNC.

STATION'S PROGRAMMING DESCRIPTION

WRCM (FM): MUSIC: 100% country and western.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 275 ft. above average terrain.
Partial simulcast operation. Operated separately 6-9 am and 10:30 am-midnight. For simulcast facilities see WJNC.

TIME RATES

Eff————Rec'd 11/2/70.

6. SPOT ANNOUNCEMENTS

	1 tl	11 tl	50+
1 min	4.50	4.00	3.00
30 sec	3.75	3.00	2.50

To be used within 7-day period.

DISCOUNT

13 wk—10% 12 mo—20%

WXQR (FM)

1969

Media Code 4 234 4585 7.00

Marine Broadcasting, Box 5085, Bell Fork Rd., Jacksonville, N. C. 28540. Phone 919-455-2507.

1. PERSONNEL

General Manager—Sidney Poplin.

2. REPRESENTATIVES

T-N Spot Sales.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

Eff ————Rec'd 2/4/75.

Traffic time—6-9 am 3-7 pm.
Home time—9 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Traffic time	3.50	2.50
Home time	3.25	2.25

7. PACKAGE PLANS

	Per mo				Per yr	
EA:	150 tl	100 tl	50 tl	25 tl	1300x	700x
1 min	3.60	3.80	3.00	3.25	2.60	2.80
30 sec	1.60	1.80	2.00	2.10	1.60	1.85

10. SPECIAL FEATURES

NEWS & SPORTS

CONTRACT, EA:	52 wk	13 wk
3 tl daily	1.50	1.60

KANNAPOLIS (2 AM; 1 FM)

Cabarrus County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

WGTL

1946

NAB

Subscriber to the NAB Radio Code

Media Code 4 234 4600 4.00

Fred H. Whitley, Inc., Box 148, Cannon Blvd., and Country Club, Kannapolis, N. C. 28081. Phone 933-8700.
Other Studio—Concord, N. C. Phone 782-7615.

1. PERSONNEL

General Manager—Fred H. Whitley

NORTH CAROLINA

8. FACILITIES

1,000 w. days; 870 kc. Non-directional.
Operating schedule: ————. EST.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 4b, 4d.
Contracts: 43, 45.
Member: Golden Crescent Group.

TIME RATES

Rates effective July 1, 1947. (Card No. 1.)
Class A—Noon-1:30 pm and 5:00 pm-sign-off weekdays; noon-sign-off Sun.
Class B—Sign-on-noon and 1:30-5:00 pm.

6. SPOT ANNOUNCEMENTS

CLASS A

1 minute or 100 words:

1 time	6.00	104 times	4.50
13 times	5.70	208 times	4.35
26 times	5.40	312 times	3.30
39 times	5.10	416 times	3.15
52 times	4.80	624 times	2.00

30 seconds or 50 words:

1 time	4.20	104 times	2.15
13 times	3.99	208 times	3.05
26 times	3.78	312 times	2.75
39 times	3.57	416 times	2.21
52 times	3.36	624 times	2.10

CLASS B

One minute or 100 words:

1 time	3.04	104 times	2.15
13 times	2.79	208 times	3.05
26 times	2.65	312 times	2.75
39 times	2.50	416 times	2.21
52 times	2.35	624 times	2.10

30 seconds or 50 words:

1 time	4.20	104 times	2.21
13 times	3.99	208 times	2.14
26 times	3.78	312 times	1.91
39 times	3.57	416 times	1.56
52 times	3.36	624 times	1.47

7. PACKAGE PLANS

PACKAGE DISCOUNTS

15 or more broadcasts per week: 26 weeks 5%; 27 to 35 weeks 7-1/2%; 36 to 52 weeks 10%.

8. PROGRAM TIME RATES

CLASS A

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min
1 time	60.00	42.00	24.00	21.00	12.00
13 times	57.00	39.90	22.80	19.95	11.40
26 times	54.00	37.80	21.60	18.90	10.80
39 times	51.00	35.70	20.40	17.80	10.20
52 times	48.00	33.60	19.20	16.80	9.60
104 times	45.00	31.50	18.00	15.75	9.00
208 times	43.50	30.45	17.40	15.22	8.70
312 times	33.00	23.10	13.20	11.55	6.60
416 times	31.50	22.05	12.60	11.03	6.30
624 times	30.00	21.00	12.00	10.50	6.00

CLASS B

1 time	42.00	29.40	16.80	14.70	8.40
13 times	39.90	27.93	15.96	13.97	7.98
26 times	37.80	26.46	15.12	13.23	7.56
39 times	35.70	24.99	14.28	12.50	7.14
52 times	33.60	23.52	13.44	11.76	6.72
104 times	31.50	22.05	12.60	11.02	6.30
208 times	30.45	21.31	12.18	10.66	6.09
312 times	27.30	19.11	10.92	9.56	5.46
416 times	22.05	15.44	8.82	7.72	4.41
624 times	21.00	14.70	8.40	7.35	4.20

WRKB

1960

Subscriber to the NAB Radio Code

Media Code 4 234 4650 9.00

Hefner-Warren Radio, Inc., Box R, 101 W. First St., Kannapolis, N. C. 28081. Phone 704-933-1121.

1. PERSONNEL

General Manager—C. William Biggerstaff, Jr.
Sales Manager—Gary D. Walker.
Program Director—George Berry.

3. FACILITIES

500 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WRKB-FM.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a.
Basic Rates: 22a, 23a, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 62e.
Cancellation: 70a, 70c, 73a.

TIME RATES

No. 3 Eff 8/13/72—Rec'd 9/26/72.

6. SPOT ANNOUNCEMENTS

	10x	25x	50x	100x
1 min	4.50	4.00	3.75	3.50
30 sec	3.50	3.25	3.00	2.50
15 sec	2.00	——	——	——

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	60	55	50	45
1/2 hr	45	42	40	35

1/4 hr or less: 1.50 per min.
Bottom rate also applies with combination buy of 1-min & 30-sec spots totaling 100.
All rates apply to purchase of 30 days and must be used within 30 days to earn rate.

WRKB-FM

1964

Media Code 4 234 4651 7.00

Hefner-Warren Radio, Inc., Box R, 101 W. First St., Kannapolis, N. C. 28081. Phone 704-933-1121.

See affiliated AM station for additional information.

1. PERSONNEL

Sales Manager—Cecil McCommons.

3. FACILITIES

ERP 10,000 w.; 99.7 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 320 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WRKB.

TIME RATES

Rates are identical to WRKB. See that listing.

NORTH CAROLINA

KING

Stokes County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WKTE
1963

Media Code 4 234 4685 5.00
Stokes County Broadcasting Co., Inc., Box 465, Goff Rd., King, N. C. 27021. Phone 919-983-3111.

STATION'S PROGRAMMING DESCRIPTION
WKTE: Programmed for adults and young adults.

1. PERSONNEL
Manager—Harrell Powell, Jr.

3. FACILITIES
1,000 w.: 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

	1x	49x	100+
1 min	4.50	3.50	3.00
30 sec	2.50	2.00	1.50
10 sec	1.50	1.25	1.25

Yrly contract, minimum 20 30-sec spots per month at 1.50 each earns lowest rate anytime, regardless of quantity.

KINGS MOUNTAIN

Cleveland County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WKMT
1953

Media Code 4 234 4700 2.00
R. H. Whitesides Box 669, Kings Mountain, N. C. 28086. Phone 704-739-3672.

1. PERSONNEL
Gen'l & Com'l Mgr.—Jonas Bridges.

3. FACILITIES
1,000 w. days: 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

9. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 5 Eff 6/1/73—Rec'd 5/25/73.

6. SPOT ANNOUNCEMENTS

PER MD:	1 ti	51 ti	100+
1 min or less	2.50	2.25	2.00

KINSTON (3 AM; 1 FM)

Lenoir County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WELS
1930

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 4750 7.00
Farmers Broadcasting Service, Inc., Box 3384, Kinston, N. C. 28501. Phone 919-523-8151.

STATION'S PROGRAMMING DESCRIPTION
WELS: General interest with modern country music.

1. PERSONNEL
General Manager—Jack P. Hankins.

2. REPRESENTATIVES
Atlanta—David Carpenter Company.

3. FACILITIES
1,000 w. days: 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Carolina Radio Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/15/74—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

	Specified			RDS		
	Dpen	360x	600x	Dpen	300x	600x
1 min	5.00	4.50	4.00	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	3.00	2.50	2.00

15 sec: 50% of 1-min.

7. PACKAGE PLANS

RDS:	Per wk 20 ti	30 ti	50 ti	Per mo 100 ti
1 min	3.50	3.25	3.00	300.00
30 sec	2.50	2.25	2.00	200.00
PER DAY:			10 ti	5 ti
15 sec, per mo			230.00	120.00

WFTC
1937

NAB

Media Code 4 234 4800 0.00
HGR Broadcasting Co., Box 609, Kinston, N. C. 28501. Phones 919-523-4111, 527-7438.

STATION'S PROGRAMMING DESCRIPTION
WFTC: modern MOR.

1. PERSONNEL
General Manager—Bill Woodard.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 960 kc.
Directional—night only.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Simulcast during local news and Open Mike Show. For non-simulcast facilities see WRNS (FM).

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WRNS (FM).
Affiliated with American Entertainment Network.

TIME RATES
Eff 3/30/74—Rec'd 3/27/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	312x
1 min	8.00	7.50	7.00	6.50	6.00
30 sec/less	7.00	6.50	6.00	5.50	5.00

WISP
1953

RAB

Media Code 4 234 4350 5.00
Smiles of Kinston, Inc., Box 606, Kinston, N. C. 28501. Phone 919-523-6161.

STATION'S PROGRAMMING DESCRIPTION
WISP: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Richard V. Surles.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 20 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: The Radio Smiles Group, The Tobacco Radio Network.

TIME RATES
Eff 4/1/68—Rec'd 4/3/68.

6. SPOT ANNOUNCEMENTS
(6:30-9 am, noon-1 pm & 3:30-6 pm)

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	6.00	5.50	5.00	4.50
30 sec	4.50	4.10	3.75	3.35
(All other times)				
1 min	4.80	4.40	4.00	3.60
30 sec	3.60	3.30	3.00	2.40

10 sec: 50% of 1-min.

WRNS (FM)
1968

NAB

Media Code 4 234 4875 2.00
HGR Broadcasting Co., Box 609, Kinston, N. C. 28501. Phones 919-523-4111, 1830.
See affiliated AM station for additional information.
AM facilities: WFTC.

STATION'S PROGRAMMING DESCRIPTION
WRNS (FM): MUSIC: modern country.

1. PERSONNEL
Sec'y/Treas. & Mgr.—J. B. Ham.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 285 ft. above average terrain.
Partial simulcast operation. Operated separately except local news and Open Mike Show. For simulcast facilities see WFTC.

5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
Eff 4/1/74—Rec'd 3/27/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	5.50	5.00	4.50	4.25	4.00	3.50
30 sec/less	5.00	4.50	4.00	3.75	3.50	3.00

LAURINBURG (2 AM; 1 FM)

Scotland County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WEWO
1947

Media Code 4 234 4900 8.00
Curtis & Associates, Inc. Box 512, Laurinburg, N. C. 28352. Phone 919-276-2911.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald Curtis.

2. REPRESENTATIVES
South, Southeast, Southwest—Southern Spot Sales, Inc.

3. FACILITIES
5,000 w. days; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during sunrise-8 am. For non-simulcast facilities see WSTS (FM).

4. AGENCY COMMISSION
None; all rates net to station.

3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM Facilities: WSTS (FM).
Member: North Carolina News Network, Carolina Radio Network, Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 10/1/70—Rec'd 1/23/71.

6. SPOT ANNOUNCEMENTS

PER MD:	1 ti	26 ti	51 ti	101 ti	151+
1 min	2.80	2.60	2.40	2.20	2.00
30 sec	1.90	1.75	1.60	1.45	1.30
20 sec	1.40	1.30	1.20	1.10	1.00
10 sec	1.05	1.00	.95	.90	.85

CONTRACT DISCOUNT
3+ mo—10% 6+ mo—20%
Specified position, extra 10%.
Spots between 7 & 3:30 am, extra 20%.
Contracts of 1 yr or more, earn exemption from these premiums.

WLNC
1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 4950 3.00
Laurinburg Broadcasting Co. Box 1776, 721 Biggs St., Laurinburg, N. C. 28352. Phone 919-276-1300, 1301.

STATION'S PROGRAMMING DESCRIPTION
WLNC: Current hits with mixture of oldies.

1. PERSONNEL
Owner & Gen'l Mgr.—George W. Phillips.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
500 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 12/27/74.

6. SPOT ANNOUNCEMENTS

PER MD:	1 ti	30 ti	60 ti	90 ti
1 min	4.00	3.70	3.40	3.10
30 sec	3.20	2.90	2.60	2.30
10 sec	1.60	1.40	1.20	1.10

10. SPECIAL FEATURES

NEWS/FARM, MON-FRI:	5 min	10 min	1/4 hr
Ea, 13-wk minimum	6.00	10.00	12.50

WSTS (FM)
1951

Media Code 4 234 5000 6.00
Curtis & Associates, Inc., Box 512, Laurinburg, N. C. 28352. Phone 919-276-2911.
See affiliated AM station for additional information.
AM Facilities: WEWO.

1. PERSONNEL
General Manager—Barbara H. Curtis.

3. FACILITIES
Eff? 19.500 w.; 96.5 mc.
Operating schedule: 5:45 am-midnight. EST.
Antenna ht.: 234 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/75—Rec'd 12/19/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	51x	101 x	151x
1 min	2.80	2.60	2.40	2.20	2.00
30 sec	1.90	1.75	1.60	1.45	1.30

LENOIR (2 AM)

Caldwell County—Mao Location D-4
See SRDS consumer market map and data at beginning of the State.

WJRI
1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 5050 1.00
WJRI, Inc., Rox 349, Lenoir, N. C. 28645. Phone 704-754-5361.

1. PERSONNEL
General Manager—Donnie Goodale.

3. FACILITIES
1,000 w. days, 230 w. nights: 1340 kc.
Non-directional.
Operating schedule—5 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/74—Rec'd 1/30/74.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	23 ti	50 ti	100 ti
1 min	3.50	3.25	3.00	2.50
30 sec	3.00	2.75	2.40	2.00
15 sec	2.00	1.80	1.60	1.40

Specified times, extra 10%.

WKGX
1969

A Beasley Station
Media Code 4 234 5065 9.00
Furniture City Broadcasters, Inc., Box 452, N. Main By-Pass, Lenoir, N. C. 28645. Phone 704-754-4180.

STATION'S PROGRAMMING DESCRIPTION
WKGX: MUSIC: modern country throughout day.

1. PERSONNEL
Station Manager—Mike Spargo.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on time; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Beasley Broadcast Group.

TIME RATES
No. 2 Eff 7/1/69—Rec'd 7/23/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	4.00	3.75	3.50	3.35	3.15	3.00
30 sec	3.00	2.90	2.60	2.35	2.15	2.00

LEXINGTON (1 AM; 1 FM)

Davidson County—Map Location B-
See SRDS consumer market map and data at beginning of the State.

WBUY WLXN (FM)
1946 1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 5100 4.00
Davidson County Broadcasting Co., Inc., Box 668, Lexington, N. C. 27292. Phones 704-246-2716, 5944.

1. PERSONNEL
Owner & Manager—Greeley N. Hilton.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
5,000 w. days non-directional, 1,000 w. nights directional; 1440 kc.
Operating schedule: 5 am-midnight. EST.
FM-ERP 10,000 w.; 94.1 mc.
Operating schedule: Same as AM.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 11/1/74—Rec'd 10/11/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	(*)
1 min	5.10	4.60	4.30	3.80	3.50
30 sec	3.85	3.50	3.20	2.90	2.60
10 sec	2.55	2.30	2.15	1.95	1.80

(*) 260-519x

7. PACKAGE PLANS

52-WK VOLUME DISCOUNT:	1 min	30 sec	10 sec
520 x	3.25	2.40	1.65
1040 x	2.90	2.20	1.55

7 DAYS, RDS:	1 wk 1 min	30 sec	10 sec	4 wk 1 min	30 sec	10 sec
15 ti	4.40	3.30	2.20	4.00	3.05	2.05
25 ti	4.00	3.05	2.05	3.75	2.80	1.90
50 ti	3.70	2.75	1.90	3.40	2.55	1.70
				8+ wk		
15 ti				3.75	2.80	1.90
25 ti				3.40	2.55	1.70
50 ti				3.10	2.30	1.55

LINCOLNTON

Lincoln County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WLON
1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 5200 2.00
Lincoln County Broadcasting Co., Inc., Box 430, Startown Rd., Lincolnton, N. C. 28092. Phone 704-735-8071.

1. PERSONNEL
Pres. & Gen'l & Sales Mgr.—W. Jack Brown.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS
30-DAY PERIOD—ROS

	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.50	3.85	3.20	3.05	2.90	2.75
30 sec	2.75	2.65	2.55	2.45	2.35	2.25
		60 ti	70 ti	80 ti	90 ti	100+
1 min		2.60	2.45	2.30	2.15	2.00
30 sec		2.15	2.05	1.95	1.85	1.75

10 sec, flat 1.25.
Specified times, extra 17.65%.

10. SPECIAL FEATURES
NEWSCASTS

DAYS:	1 min 3	1 min 6	30 sec 3	30 sec 6
7:45 am, noon, 5 pm	65.00	130.00	42.25	84.50
All other times	50.00	100.00	32.25	64.50

Based monthly on number of days per wk.

LOUISBURG

Franklin County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WYRN
1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 5250 7.00
Franklin Broadcasting Co., Inc., Box 463, Louisburg, N. C. 27549. Phone 919-496-3105.

STATION'S PROGRAMMING DESCRIPTION
WYRN: AIR PERSONALITIES handle all segments.

1. PERSONNEL
Pres., Prog. & Sales Dir.—E. Clay McBride.

3. FACILITIES
500 w.; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station. 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network, Farm Radio Network, Tobacco Radio Network.

(This listing continued on next page)

TIME RATES
No. 5 Eff 8/13/73—Rec'd 1/21/74.

8. SPOT ANNOUNCEMENTS

	2080x	1560x	1040x	624x	312x	260x
1 min	1.60	1.75	1.90	2.10	2.75	3.00
30 sec	1.35	1.40	1.45	1.60	2.10	2.30
20 sec	1.05	1.10	1.25	1.35	1.75	1.90
10 sec	.95	1.00	1.05	1.10	1.40	1.50
	156x	104x	52x	26x	1x	
1 min	3.30	3.60	3.80	4.15	4.45	
30 sec	2.50	2.65	2.90	3.10	3.35	
20 sec	2.00	2.30	2.35	2.55	3.10	
10 sec	1.65	1.80	1.90	2.00	2.25	

7. PACKAGE PLANS

WKLY SATURATION:	1 min	30 sec	20 sec	10 sec
20 ti	2.75	2.10	1.75	1.40
Ea additional 20	1.90	1.40	1.20	1.05
100 ti	1.90	1.40	1.20	1.05

LUMBERTON (2 AM; 2 FM)

Robeson County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WAGR
1954

NAB RAB

Media Code 4 234 5300 6.00
Southeastern Broadcasting Corp., Box 1056, Chestnut St. Extension, Lumberton, N. C. 28358. Phone 919-739-3394.

STATION'S PROGRAMMING DESCRIPTION
WAGR: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Al Kahn.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
500 w. days; 580 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
Partial simulcast operation. Simulcast only news on the hour. For non-simulcast operation see WJSK.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WJSK.
Member: National AgRadio Groups, Inc.

TIME RATES
Eff 8/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100x	300x	600x	1200x
1 min	5.00	4.60	4.20	3.80	3.40	2.70	2.40	2.10
30 sec	3.50	3.15	2.95	2.65	2.35	1.85	1.65	1.55
15 sec	2.50	2.30	2.10	1.90	1.70	1.50	1.20	1.00

7. PACKAGE PLANS

PER MO. EA:	1 min	30 sec	15 sec
30 ti	2.90	2.10	1.60
50 ti	2.60	1.90	1.25
100 ti	2.30	1.65	1.10

10. SPECIAL FEATURES
Time signals—6 per day, minimum of 3 months, per month 150.00.

WJSK
1964

NAB RAB

Media Code 4 234 5325 7.00
Southeastern Broadcasting Corp., Box 1056, Chestnut St. Extension, Lumberton, N. C. 28358. Phone 919-738-4771.
See affiliated AM station for additional information.
AM facilities: WAGR.

3. FACILITIES
ERP 3.000 w.; 102.3 mc.
Partial simulcast operation. Operated separately all times except news on the hour. For simulcast facilities see WAGR.

TIME RATES
Eff ——Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	7 ti	13 ti	19 ti	25 ti	30 ti	100 ti
1 min	3.00	2.50	2.00	1.75	1.50	1.25	1.00

30 sec: 80% of 1-min.

WTSB 1946 WTSB-FM 1960

NAB

Media Code 4 234 5350 5.00
Robeson Broadcasting Corp., Box 393, Maxton Rd., Lumberton, N. C. 28358. Phone 739-6056, 57. TWX 919-739-6056.

STATION'S PROGRAMMING DESCRIPTION
WTSB: Programmed for general interest.

1. PERSONNEL
General Manager—Edward B. Rogers.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:45-12:10 am. EST.
FM FACILITIES
ERP 6.500 w.; 95.7 mc.
Operating schedule: duplicates AM except for special events.
4. AGENCY COMMISSION
15% on time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.

TIME RATES
Eff 2/1/73—Rec'd 1/29/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	7.00	6.65	6.30	5.95	5.60	5.25	4.90
30 sec	5.05	4.75	4.40	4.05	3.70	3.35	3.00

MARION

McDowell County—Map Location D-4
See SRDS consumer market map and data at begining of the State.

WBRM
1949

Subscriber to the NAB Radio Code
Media Code 4 234 5400 6.00
Lake City Broadcasting Corp., Drawer 218, 13-1/2 W. Court St., Marion, N. C. 28752. Phone 704-652-6040. TWX 704- 695-7221.

1. PERSONNEL
Mgr. & Prog. Dir.—J. L. Reynolds.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 5 Eff 1/1/71—Rec'd 2/8/72.

8. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
30 sec/sta brk	3.00	2.70	2.60	2.50
	104x	156x	260x	312x
30 sec/sta brk	2.35	2.25	2.20	2.00

MARSHALL

Madison County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WMMH
1956

Media Code 4 234 5450 5.00
Marshall Broadcasting Co., Inc., Box 528, Skyline Dr., Marshall, N. C. 28753. Phones 704-649-3051, 3521.

STATION'S PROGRAMMING DESCRIPTION
WMMH: Programmed for rural and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dean Shields.
2. FACILITIES
500 w. days; 1400 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rev. 1/1/68—Rec'd 6/1/70.

6. SPOT ANNOUNCEMENTS

	1x	12x	26x	52x	104x	156x	260x	311+
20/30 sec	2.00	1.70	1.50	1.30	1.20	1.10	1.05	1.00
1 min	2.50	2.25	2.00	1.90	1.80	1.70	1.60	1.00

MAYODAN

Rockingham County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WMYN
1957

NAB

Media Code 4 234 5500 5.00
Mayo Broadcasting Corp., Box 311, Mountain View Rd. Madison, N. C. 27027. Phone 548-2267.

STATION'S PROGRAMMING DESCRIPTION
WMYN: Programmed for adults and young adults.

1. PERSONNEL
Gen'l & Sta. Mgr.—Banner F. Shelton.
3. FACILITIES
500 w. days; 1426 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays 7:30 am-local sunset Sun. EST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 8/1/71—Rec'd 7/7/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x
1 min	2.50	2.40	2.30	2.20	2.10	2.00
540 spots in 1 year, ea						1.75
1080 spots in 1 year, ea						1.50

MEBANE

Alamance County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WQWX
1973

Media Code 4 234 5585 4.00
Curtis & Assoc., Box 68, Mebane, N. C. 27302. Phone 919-563-3000.

1. PERSONNEL
General Manager—Bill Diffee.
3. FACILITIES
1,000 w.; 1060 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 10/1/73—Rec'd 4/16/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 x	3.50	2.50	2.00	1.60

DISCOUNT

PER WK:	10 ti	20 ti	26 wk+
Deduct	10%	20%	20%
PER MO:	50 ti	100 ti	26 wk+
Deduct	10%	20%	20%

QUARTERLY PLAN

TI:	75	150	225	300	375	450	525	650
Deduct	5%	10%	15%	20%	25%	30%	35%	40%

ANNUAL PLAN

TI:	150x	300x	450x	700x	900x	1200+
Deduct	5%	10%	15%	20%	25%	30%

7. PACKAGE PLANS

	7 days			14 days		
	25 ti	50 ti	80 ti	120 ti	200 ti	
30 sec	45.00	75.00	156.00	112.00	220.00	

Edited by Bill Diffee.

MOCKSVILLE

Davie County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDSL
1964

Media Code 4 234 5510 4.00
WDSL, Inc., Box 404, Jericho Rd., Mocksville, N. C. 27028. Phone 704-634-2177.

STATION'S PROGRAMMING DESCRIPTION
WDSL: Programmed for general interest.

1. PERSONNEL
Sec'y-Treas.—Roland B. Potter.
3. FACILITIES
5,000 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; payable by 10th.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network.

TIME RATES
Eff——Rec'd 2/25/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
Ea	6.40	6.00	5.50	5.00	4.50	4.00

MONROE (2 AM)

Union County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WIXE
1968

Subscriber to the NAB Radio Code
Media Code 4 234 5525 2.00
Monroe Broadcasting, Inc., Box 1007, 110 S. Main St., Monroe, N. C. 28110. Phone 704-289-2525.

1. PERSONNEL
General Manager—Ray Atkins.
2. REPRESENTATIVES
R. S. Crane Company, Inc.
3. FACILITIES
500 w.; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 5/13/75.

6. SPOT ANOUNCEMENTS

FLAT:	1 min	30 sec	15 sec
ROS	5.50	4.50	3.50
Fixed	5.00	4.00	3.00

10. SPECIAL FEATURES
Newscasts, flat 7.50

Edited by Ray Atkins.

WMAP
1948

NAB

Media Code 4 234 5550 6.00
Union Broadcasting Corp., Box 160, Walkup Ave., Monroe, N. C. 28110. Phone 704-283-2115.

1. PERSONNEL
Station Manager—Frank A. Funderburk.
3. FACILITIES
1,000 w. days; 1060 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: The Tobacco Radio Network.

TIME RATES
Eff——Rec'd 2/2/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	4.50	4.30	4.20	4.00	3.80	3.60
30 sec	3.50	3.30	3.10	2.90	2.70	2.50

10. SPECIAL FEATURES
5-min news 8.00

MOORESVILLE

Iredell County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WHIP
1950

NAB

Media Code 4 234 5600 3.00
Wayne M. Nelson, Box 600, Mooresville, N. C. 28115. Phone 704-664-5051.

1. PERSONNEL
Owner & Gen'l Mgr.—Wayne M. Nelson.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/2 time only; 10 days

TIME RATES
No. 4 Eff 7/1/72—Rec'd 6/5/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	4.50	4.30	4.20	4.00	3.80	3.60
30 sec	3.50	3.30	3.10	2.90	2.70	2.50

NORTH CAROLINA

MOREHEAD CITY (1 AM; 1 FM)

Carteret County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WMBL
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 5650 6.00
Island, Morehead City, N. C. 28557. Phone 919-726-3188.

STATION'S PROGRAMMING DESCRIPTION
WMBL: Top 40 format.

1. PERSONNEL
Mgr. & Sec'y/Treas.—R. R. Pate.
2. REPRESENTATIVES
New York, Chicago—Grant Webb & Company, Inc.
Southern—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days: 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
No. 2 Eff 1/1/73—Rec'd 10/17/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	200 ti
PER YR:	1x	60x	200x	700x	1000x
1 min	4.50	4.00	3.60	3.10	2.75
30 sec	3.75	3.15	2.75	2.40	2.15

WMBL-FM
1972

NAB

Media Code 4 234 5651 6.00
Carteret Broadcasting Co., Inc., Box 40, Morehead City, N. C. 28557. Phone 919-726-3188.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMBL-FM: Country & Western, MOR music.

1. PERSONNEL
Operations Manager—Thomas E. Jones.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 1 Eff 1/1/73—Rec'd 11/26/73.

8. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	200 ti
PER YR:	1x	60x	200x	700x	1000x
1 min	3.75	3.45	3.00	2.60	2.45
30 sec	3.15	2.75	2.45	2.25	1.90

MORGANTON (1 AM; 1 FM)

P'us 1 paid cross reference.
Burke County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WMNC
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 5700 1.00
WMNC, Inc., Box 969, Hwy. 181, Morganton, N. C. 28655. Phone 704-437-0521.

STATION'S PROGRAMMING DESCRIPTION
WMNC: Top 40.

1. PERSONNEL
Pres. & Gen'l Mgr.—Nathan J. Cooper.
6. FACILITIES
5,000 w. days, 1,000 w. nights; 1430 kc. Directional nights only.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/13/73—Rec'd 8/6/73.
AA—Sign-on-9 am.
A—9 am-8 pm.
B—8 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	26x	156x	312x	624x	1000x
1 min	4.70	4.60	4.50	4.40	4.20	4.00
30 sec	3.90	3.70	3.50	3.30	3.10	2.80
CLASS A						
1 min	4.00	3.90	3.80	3.70	3.50	3.30
30 sec	3.20	3.10	3.00	2.70	2.50	2.30
CLASS B						

30 DAYS:	25 ti	50 ti	100 ti
1 min	3.00	2.75	2.50
30 sec	2.00	1.75	1.50

WMNC-FM
1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 5701 8.00
WMNC, Inc., Box 969, Hwy. 181, Morganton, N. C. 28655. Phone 704-437-0521.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMNC-FM: C & W.

(This listing continued on next page)

Morganton—W M N C-FM—Continued

3. FACILITIES
Eff 3,000 w.; 921 mc.
Operating schedule: 5 am-midnight.
Antenna ht.: 145 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/13/73—Rec'd 8/16/73.
A—Sign-on-8 pm.
B—8 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	1x	26x	156x	312x	624x	1000x
CLASS A						
1 min	4.00	3.90	3.80	3.70	3.50	3.30
30 sec	3.20	3.10	3.00	2.70	2.50	2.30
CLASS B						
30 DAYS:				25 ti	50 ti	100 ti
1 min				3.00	2.75	2.50
30 sec				2.00	1.75	1.50

WSVM
VALDESE

City of license, Valdese, N. C.
Morganton—111 Collett St., Morganton, N. C. Phone 704-874-2345.
See listing under Valdese, N. C.

MT. AIRY (2 AM)

Surry County—May Location E-3
See SRDS consumer market map and data at beginning of the State.

WPAQ
1948

NAB

Media Code 4 234 5750 6.00
Ralph D. Epperson, Box 007, Mt. Airy, N. C. 27030. Phone 919-786-6111.
1. PERSONNEL
General Manager—Blair Eubanks.
2. REPRESENTATIVES
Gill-Perna, Inc.
3. FACILITIES
10,000 w. days; 740 kc. Non-directional.
Operating schedule: Daytime only. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Carolina Radio Network.

TIME RATES
No. 6 Eff 1/1/71—Rec'd 8/1/72.

9. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	104x
1 min	4.70	4.55	4.45	4.35	4.10
30 sec	2.80	2.75	2.65	2.60	2.45
	156x	260x	312x	600x	1000x
1 min	4.00	3.80	3.65	3.50	3.30
30 sec	2.40	2.30	2.20	2.10	2.00

WSYD
1951

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 5800 9.00
Mt. Airy Broadcasters, Inc., Box 1126, Mt. Airy, N. C. 27030. Phone 919-786-2147.
STATION'S PROGRAMMING DESCRIPTION
WSYD: AP news service.
1. PERSONNEL
Pres., Gen'l & Com'l Mgr.—E. F. Poore.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc. Non-directional.
Operating schedule: 5:00 am-midnight weekdays; 7:00 am-midnight Sun. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff — — — Rec'd 10/1/70.

6. SPOT ANNOUNCEMENTS
DAYTIME

	1 min	ROP 30 sec	Sta Brk 15 sec
Ea	4.50	2.75	3.35
NIGHTTIME—8 PM-MIDNIGHT			
Ea	3.00	2.00	2.25

MT. OLIVE

Wayne County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WDJS
1961

Subscriber to the NAB Radio Code
Media Code 4 234 5850 4.00
J. H. Mayo & Mrs. Lottie S. Weldon dba The Mount Olive Broadcasting Co., Box 429, Mount Olive, N. C. 28365. Phone 919-658-4145.
1. PERSONNEL
Gen'l & Sales Mgr.—J. H. Mayo.
3. FACILITIES
1,000 w.; 1430 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	2.25	1.75	1.70	1.65	1.60
		156x	260x	500x	1000x
1 min		1.55	1.50	1.40	1.25

7. PACKAGE PLANS

SPECIAL, 1 MIN:	—Per wk— 36 ti	65 ti	100 ti	—Per mo— 50 ti	100 ti
Ea	1.50	1.35	1.25	1.50	1.25
SPECIAL, 30 SEC:	—Per wk— 1 ti	13 ti	26 ti	—Per mo— 52 ti	104 ti	256 ti
Ea	1.25	1.20	1.15	1.10	1.05	1.00

MOYOCK

Currituck County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

WJLY
1974

Media Code 4 234 5875 1.00
The Stoneland Corp., Drawer D, 400 Hickory Ridge Rd., Chesapeake, Va. 23320. Phone 804-421-2126. Moyock phone 919-435-2400.
STATION'S PROGRAMMING DESCRIPTION
WJLY: Programmed for adults and teens.
1. PERSONNEL
Pres. & Gen'l Mgr.—Paul F. Rule.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/1/74—Rec'd 12/2/74.

6. SPDT ANNOUNCEMENTS

ROS:	1x	30x	60x	120x	180x	240x	360+
1 min	9.00	8.40	7.80	7.10	6.50	5.80	5.20
30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	5.00	4.60	4.20	3.90	3.50	3.20	2.80

Fixed position: Extra 1.00.
10. SPECIAL FEATURES
Sponsorship of newscasts & other 2-min-5-min features—1 1/2x 1-min.

CONTRACT DISCOUNT
13 wk (min. 65x)—10% 52 wk (min. 260x)—30%
26 wk (min. 130x)—20%
(CR)

MURFREESBORO (1 AM; 1 FM)

Hertford County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WWDR
1965

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 5900 7.00
Murfreesboro Broadcasting Corp., Box 38, Hwys. 158-258 W., Murfreesboro, N. C. 27855. Phone 398-4111. Ahoskie 332-4192.
1. PERSONNEL
Pres. & Gen'l Mgr.—Don A. Burnett.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 12/1/73—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Fixed or specified	3.55	2.75

7. PACKAGE PLANS

ROS:	1x	13x	26x	52x	104x	260x	312x	520x
1 min	3.55	2.95	2.80	2.70	2.60	2.50	2.40	2.30
30 sec	2.75	2.20	2.00	1.90	1.80	1.70	1.60	1.50

WWDR-FM
1969

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 5901 5.00
Murfreesboro Broadcasting Corp., Box 38, Radio Bldg., Hwy. 158 West, Murfreesboro, N. C. 27855. Phone 919-398-4111.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 98.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 1 Eff 10/1/69—Rec'd 6/11/70.

6. SPOT ANNOUNCEMENTS

	1 min/less
Specified time	3.00
ROS	1.50

MURPHY (2 AM)

Cherokee County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WCVP
1958

Subscriber to the NAB Radio Code
Media Code 4 234 5850 2.00
Cherokee Broadcasting Co., Harshaw Rd., Box 280, Murphy, N. C. 28906. Phone 704-837-2151.
1. PERSONNEL
General Manager—Dennis G. Blakemore.
3. FACILITIES
1,000 w.; 600 kc. Non-directional.
Operating schedule: 6:00 am-sunset. EST.
4. AGENCY COMMISSION
15%; 2% cash discount.

TIME RATES
Eff 1/1/75—Rec'd 12/2/74.
AAA—Mon thru Sat 6-9:30 am.
AA—Mon thru Fri 3:30-6 pm.
A—Other times.
B—Daily 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER MO:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec	—B— 1 min	30 sec
6 ti	2.85	2.30	2.60	2.15	2.35	2.00	2.10	1.85
18 ti	2.75	2.20	2.50	2.05	2.25	1.90	2.00	1.75
24 ti	2.65	2.10	2.40	1.95	2.15	1.80	1.90	1.65
30 ti	2.55	2.00	2.30	1.85	2.05	1.70	1.80	1.55
36 ti	2.45	1.90	2.20	1.75	1.95	1.60	1.70	1.45
42 ti	2.35	1.80	2.10	1.65	1.85	1.50	1.60	1.35
48 ti	2.25	1.70	2.00	1.55	1.75	1.40	1.50	1.25

10 sec: 50% of 1-min.

WKRK
1958

Subscriber to the NAB Radio Code
Media Code 4 234 6000 5.00
Childress Broadcasting Corp. of Murphy Radio Scenic Studios, Box 339, Murphy, N. C. 28906. Phone 704-837-6200.
1. PERSONNEL
Pres. & Gen'l Mgr.—Paul Ridenhour.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Mountaineer Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS
SPECIFIED TIMES

	1x	52x	104x	312x	524x	1000+
1 min	4.00	3.50	2.75	2.50	2.30	2.00
30 sec	3.00	2.00	1.85	1.70	1.60	1.40

Purchased on contract, 12 mo maximum.

7. PACKAGE PLANS

PER WK:	1 ti	10 ti	25 ti	50+
1 min	2.00	1.75	1.60	1.40
30 sec	1.75	1.60	1.40	1.25

Must be used within 7 days; time of day not specified.

NEW BERN (3 AM)

Craven County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WGSE
1973

NAB

Media Code 4 234 6025 2.00
P. & C. Broadcasting Co., Box 3376, New Bern, N. C. 28560. Phone 919-638-8600.
STATION'S PROGRAMMING DESCRIPTION
WGSE: MUSIC: Programmed for black audience. Contact Representative for further details. Rec'd 4/3/73.
1. PERSONNEL
President—J. D. Copper.
Vice-Pres. & Gen'l Mgr.—Jim Dulaney.
Program Director—Jimmy Johnson.
2. REPRESENTATIVES
Bob Dore Associates.
David Carpenter Company, Inc.
3. FACILITIES
5,000 w.; 1330 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14a, 15a.
Basic Rates: 21d, 28c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 49.
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62a.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WSFL (FM), Bridgeton.
Affiliated with Mutual Black Network.

TIME RATES
Eff——Rec'd 3/8/75.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	312x	624x	936x	1248x
CLASS AA								
1 min	6.00	6.50	6.25	6.00	5.50	5.00	4.50	4.00
30 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
CLASS A								
1 min	5.75	5.65	5.50	5.25	5.00	4.75	4.25	3.75
30 sec	3.85	3.75	3.65	3.50	3.40	3.35	3.00	2.50

(Q)

Edited by Jimmy Johnson.

WHIT
1942

Media Code 4 234 6050 0.00
New Bern Broadcasting Co., Inc., Box 1049, U. S. Hwy. 17, S., New Bern, N. C. 28560. Phones 919-637-4150, 4454.
STATION'S PROGRAMMING DESCRIPTION
WHIT: Modern C & W, adults & mature teens.
1. PERSONNEL
General Manager—Gray Ingram.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 5/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	40 ti	60 ti	80 ti	100 ti	120 ti	160 ti	200+
1 min	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50
(*)	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	2.25	2.15	2.05	1.95	1.70	1.60	1.50	1.30
(*)	2.15	2.05	1.95	1.85	1.60	1.50	1.40	1.30

(*) Contract of 6 months or longer.

WRNB
1957

Media Code 4 234 6100 3.00
1st Capitol Radio, Inc., Drawer 2684, New Bern, N. C. 28560. Phone 637-6144.
STATION'S PROGRAMMING DESCRIPTION
WRNB: Contemporary, mass appeal.
1. PERSONNEL
General Manager—George B. Nelson.
2. REPRESENTATIVES
Southern Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff——Rec'd 8/31/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260 x
1 min	4.55	4.35	4.15	3.90	3.70
		312x	500x	1000x	1500x
1 min		3.45	3.25	3.05	2.95

7. PACKAGE PLANS

	1 MINUTE 10 ti	20 ti	30 ti	40 ti	50 ti
Per wk	3.23	2.94	2.70	2.40	2.18
13 consec. wk	2.70	2.23	2.12	2.00	1.82
PER MO:			50 ti	100 ti	150 ti
1 min			2.82	2.47	2.12

30 sec: 80% of 1-min

Edited by Ted J. Gray, Jr.

NEWTON

Catawba County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WNNC
1948

NAB

Media Code 4 234 6150 8.00
Newton-Conover Broadcasting Co., Inc., Box 940, West "A" St. Ext., Newton, N. C. 28658. Phone 704-464-4041.
STATION'S PROGRAMMING DESCRIPTION
WNNC: Programmed for general interest.
1. PERSONNEL
Manager—Earl Holder.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/72—Rec'd 7/27/72.

6. SPOT ANNOUNCEMENTS

PER 30 DAYS:	1 ti	25 ti	50 ti	100 ti
1 min	3.25	2.80	2.40	2.00
30 sec	2.80	2.35	1.95	1.55
15 sec	1.65	1.40	1.20	1.00

10. SPECIAL FEATURES
Silver Shower, Pappy Millsaps, Weather Mike, premium times before 8 am.
1 min 3.75 30 sec 2.25

CONTRACT DISCOUNT
6 mos+—10%

NORTH WILKESBORO-WILKESBORO (2 AM; 1 FM)

Wilkes County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WKBC
1947
NORTH WILKESBORO

NAB RAB

Media Code 4 234 6200 1.00
Wilkes Broadcasting Co., Radio Bldg., North Wilkesboro, N. C. 28659. Phone 919-667-2221.
1. PERSONNEL
General Manager—Doris B. Potter.

(This listing continued on next page)

5. FACILITIES
1,000 w. days; 510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.

TIME RATES
Eff———Rec'd 3/21/56.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	6.40	6.00	5.50	5.00	4.50	4.00

WKBC-FM

1962
NORTH WILKESBORO

RAB NAFMB

Media Code 4 234 6201 9.00
Wilkes Broadcasting Co., Box 938, North Wilkesboro, N. C. 28659. Phone 919-667-2221.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WKBC-FM: Popular & solid gold MOR music.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 97.3 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 950 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 2/1/73—Rec'd 9/10/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	312x	624x	1000x
1 min	3.50	3.35	3.20	2.00	2.80	2.60

WWWC

1970
WILKESBORO

RAB

Subscriber to the NAB Radio Code
Media Code 4 234 6225 8.00
Wilkes County Radio, Box 580, W. Main St., Wilkesboro, N. C. 28697. Phone 919-667-1241.

STATION'S PROGRAMMING DESCRIPTION
WWWC: Top 40 country, top 40 rock, gospel music.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jeff Wilson, Jr.
3. FACILITIES
500 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
No. 6 Eff 1/1/75—Rec'd 3/3/75.

PER WK:	1 ti	6 ti	14 ti	21 ti	29+
1 min	2.75	2.65	2.55	2.45	2.35
30 sec	2.00	1.90	1.80	1.70	1.60

15 sec: Flat 1.15.

CONTRACT, PER YR:	500x	1000x
1 min	2.30	2.20
30 sec	1.55	1.45

OXFORD

Granville County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

WCBQ

1949
Subscriber to the NAB Radio Code
Media Code 4 234 6250 6.00
Radio Granville, Inc., Box 336, Oxford, N. C. 27565. Phone 919-693-4121.

STATION'S PROGRAMMING DESCRIPTION
WCBQ: Programmed for mass appeal.

1. PERSONNEL
General Manager—Al Woodlief, Jr.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/73—Rec'd 5/21/73.

6. SPOT ANNOUNCEMENTS

	52x	104x	312x	500x	1000x	2000x
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

PER WK:	1 min	30 sec		1 min	30 sec
20 ti	5.00	3.00	50 ti	4.00	2.50

10. SPECIAL FEATURES
5-min newscast—52-wk contract, ea. 7.50

PLYMOUTH

Washington County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WPNC

1950

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 6300 9.00
Ralph D. Epperson, Box 1067, Hwy 64 West, Plymouth, N. C. 27962. Phone 919-793-4104.
1. PERSONNEL
General Manager—William L. Benners.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. day; 1470 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS

	15 sec	30 sec	1 min
Ea	1.15	1.50	2.15

DISCOUNT—150+
13 wk—3% 26 wk—7% 52 wk—15%
Submitted by William L. Benners, III.

RAEFORD

Hoke County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WSHB

1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 6350 4.00
Friendly Broadcasting, Inc., Box 869, Raeford, N. C. 28376. Phone 919-875-2148.

1. PERSONNEL
Manager—C. D. Bounds.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. day, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-10 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/73—Rec'd 2/4/74.

7. PACKAGE PLANS

PER MO:	1 min	30 sec
1 ti	3.00	2.00
50+	2.50	1.50

10 sec, 6 ti per day, Mon thru Sat, minimum 156 per mo. 60.00
Drive Time: 6-9 am & 3-6 pm, extra .25.

CONTRACT DISCOUNT
3+ mo—5%

10. SPECIAL FEATURES
STATE AND NATIONAL NEWS AT :60
4 ti per day, 3 mo contract, per mo. 100.00

RALEIGH-DURHAM
(including Garner)
(10 AM; 5 FM)

Wake County—Map Location H-4
Durham County—Map Location G-4
See SRDS consumer market map and data at beginning of the State
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	66	40	45	35
B	40	35	40	25
C	29	23	29	21
D	26	22	26	20
AVERAGE	40	30	35	25

WCHL

CHAPEL HILL
City of license, Chapel Hill, N. C.
Considered by Mutual Broadcasting System as their Durham outlet.
See listing under Chapel Hill, N. C.

WDBS (FM)

1971
DURHAM

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 6370 2.00
WDBS, Inc., Box 4742, Duke Station, Durham, N. C. 27706. Phone 919-684-3686.

STATION'S PROGRAMMING DESCRIPTION
WDBS (FM): Programmed for young adults, 18-35. MUSIC: progressive rock, folk, jazz & classical. 90%+ selections from albums. NEWS: network at :60, local & regional any time. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: maximum 6 min per hr. Rec'd 12/16/74.

1. PERSONNEL
General Manager—Katherine Sanford.
Sales Manager—Paul R. Conroy.
3. FACILITIES
ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 4a. 4d, 5, 6a.
Basic Rates: 15b, 20b.
Contracts: 44a, 45, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 10/1/74—Rec'd 12/16/74.
AAA—Mon thru Fri 4 pm-midnight; Sat noon-midnigth; Sun 3 pm-midnight.
AA—Mon thru Sun midnight-6 am; Mon thru Fri 6-10 am & 1-4 pm; Sat 6 am-noon.

6. SPOT ANNOUNCEMENTS

CLASS AAA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	22	20	18	16	14
30 sec	18	16	14	12	10
CLASS AA					
1 min	20	18	16	14	10
30 sec	16	14	12	10	8

10 sec: 75% of 30-sec.

8. PROGRAM TIME RATES
AAA per hr. 55.00 AA per hr. 45.00

WDCG

1948
DURHAM

HR STONE radio

RAB

Subscriber to the NAB Radio Code
Media Code 4 234 6375 1.00
Durham Radio Corp., Box 2126, Durham, N. C. 27702. Phone 919-682-0319.
See affiliated AM station for additional information.
Am facilities: WDNC.

STATION'S PROGRAMMING DESCRIPTION
WDCG: Programmed for adults.
MUSIC 90%: Country & western hits of last 12 years plus current C & W hits. NEWS: 5-min at :30 consisting of local, regional & world happenings. Public affairs & community service integrated with entertainment. COMMERCIAL POLICY: maximum 12 minutes. Contact Representative for further details. Rec'd 7/15/74.

3. FACILITIES
ERP 36,000 w.; 105.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 330 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Eff———Rec'd 6/30/75.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 5-6 am & 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPDT ANNDUNCEMENTS

WK, EA:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
*6 ti	24.00	16.00	19.20	12.80	14.40	9.60
12 ti	22.50	15.00	18.00	12.00	13.50	9.00
18 ti	21.00	14.00	16.80	11.20	12.60	8.40
24 ti	19.50	13.00	15.60	10.40	11.70	7.80

10 sec: 50% of 1-min.
(*) Less than 6 wkly & specified times, extra 10%.

7. PACKAGE PLANS
SATURATION PLANS—1/3AA, 1/3A, 1/3B

PER WK:	18 ti	24 ti	30 ti	36 ti
PER DAY:	3 ti	4 ti	5 ti	6 ti
1 min	14.40	13.50	12.60	11.70
30 sec	9.60	9.00	8.40	7.80

10 sec: 50% of 1-min.
Edited by Howard Wilcox.

WDNC/620

1928
DURHAM

HR STONE radio

RAB

Subscriber to the NAB Radio Code
Media Code 4 234 6380 1.00
Durham Radio Corp., Box 2126, Durham, N. C. 27702. Phone 919-682-0319.

STATION'S PROGRAMMING DESCRIPTION
WDNC: Programmed for mass appeal.
Adult contemporary programming featuring network news, features, local news emphasis, public affairs & community service integrated with entertainment. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: maximum 18 minutes. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
General Manager—Howard Wilcox.
Program Manager—Joe Nuckols.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 620 kc.
Directional—separate patterns, day and night.
Operating schedule: 24 hours daily. EST.

NORTH CAROLINA

4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WDCG.

TIME RATES
Eff———Rec'd 6/30/75.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—Mon thru Sun 5-6 am & 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNDUNCEMENTS

PER WK, EA:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	30.00	20.00	24.00	16.00	18.00	12.00
12 ti	28.50	19.00	22.80	14.00	17.10	11.40
18 ti	27.00	18.00	21.60	14.40	16.20	10.80
24 ti	25.50	17.00	20.40	13.60	15.30	10.20

10 sec: 50% of 1-min.
Even daily distribution throughout wk.

7. PACKAGE PLANS
SATURATION—1/3AA, 1/3A 1/3B

PER WK, EA:	12 ti	24 ti	30 ti	36 ti
PER DAY, EA:	3 ti	4 ti	5 ti	6 ti
1 min	18.00	17.10	16.20	15.30
30 sec	12.00	11.40	10.80	10.20

10 sec: 50% of 1-min.
Edited by Howard Wilcox.

WKBQ

1969
GARNER
Media Code 4 234 6390 0.00
Edward G. Atsinger, III, Box 1386, Raleigh, N. C. 27602. Phone 919-772-2573.

STATION'S PROGRAMMING DESCRIPTION
WKBQ: Programmed for adults & young adults. MUSIC: Modern country music, featuring current & past best selling releases. NEWS: 3 min hourly; Net work at :60. AIR PERSONALITIES: 4 handle all segments. Public affairs program week-ends. All broadcast news, sports, weather & local. COMMERCIAL POLICY: 16 min per hr maximum between 6-9 am & 4-7 pm. Personalities available for remote pick-ups from shopping centers, state fairs, etc. Rec'd 1/16/73.

1. PERSONNEL
General Manager—Edward A. Atsinger, Jr.
3. FACILITIES
250 w.; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7h, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29b, 31, 33c.
Contracts: 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 47c, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61a, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 6/1/74—Rec'd 9/30/74.

6. SPOT ANNDUNCEMENTS

EA:	1 min	30 sec	10 sec
1 x	5.00	4.00	2.00
51 x	4.50	3.50	1.75
201-550 x	4.00	3.00	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	90	50	30
51 x	60	40	25
201-550 x	50	30	20

WKIX

1947
RALEIGH

RAB

A Southern Broadcasting Company Station
Subscriber to the NAB Radio Code
Media Code 4 234 6400 7.00
Southern Broadcasting Co., Box 12526, Raleigh, N. C. 27605. Phone 919-851-2711.

STATION'S PROGRAMMING DESCRIPTION
WKIX: Contemporary. NEWS: 10-min at :40 during AM drive time; 10-min at 11:40 am, 2:40, 5:40 & 11:40 pm. Contact Representative for further details. Rec'd 3/5/73.

1. PERSONNEL
General Manager—Frank Maruca.
Sales Manager—Joe Wright.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 850 kc.
Directional—nights only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20b, 21a, 23b, 24a, 24c, 25a, 26, 27, 28a, 29b, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 50, 51c.

(This listing continued on next page)

NORTH CAROLINA

Raleigh-Durham—WKIX—Continued

Comb.: Cont. Discounts: 60f, 60i.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WYYD (FM).
Affiliated with Eastman Radio Network.

TIME RATES
WKIX/WYYD (FM) COMBINATION
No. 1 Eff 6/1/74—Rec'd 5/13/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sat 6 am-10 pm; Sun 10 am-7 pm.

6. SPOT ANNOUNCEMENTS

	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	55	50	48	46	50	45	43	40
30 sec	44	40	38	36	40	36	34	32

AM only: 1-min, deduct 10.00 per spot; 30-sec, deduct 8.00 per spot.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

RATEHOLDER
Minimum 6 ti per wk.

WLLE
1954
RALEIGH

NAB

Media Code 4 234 6450 2.00

Box 190, Raleigh, N. C. 27602. Phone 919-833-2874.

STATION'S PROGRAMMING DESCRIPTION
WLLE: Programmed for 100% Black.
Network news at :60. Community news at :25. Gospel music is programmed 5 days a week M-F at 6-7:30 am and noon-2 pm, all other music is rhythm and blues. Contact Representative for further details. Rec'd 5/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wallace L. Hankin.
Station Manager—Charles F. Blalock, Sr.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
500 w. days: 570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations.
Accepts AAAA copyrighted contract.
General: 1a, 3a, 8b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with Mutual Black Network.

TIME RATES
Eff 3/1/72—Rec'd 10/8/73.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA							
	1x	52x	104x	156x	312x	624x	936x	1248x
1 min	9.00	8.55	8.10	7.65	7.15	6.65	6.15	5.65
30 sec	7.20	6.80	6.40	6.00	5.60	5.20	4.80	4.40
	CLASS A							
1 min	8.00	7.60	7.20	6.80	6.40	6.00	5.60	5.20
30 sec	6.50	6.20	5.90	5.60	5.25	4.90	4.55	4.20

Edited by Wallace L. Hankin.

WPTF
1924
RALEIGH

THE CHRISTAL CO.

NAFB

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 6500 4.00
Durham Life Broadcasting Service, Inc., Box 1511, WPTF Bldg., 410 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8311.

STATION'S PROGRAMMING DESCRIPTION
WPTF: Programmed for general interest/personality orientation.
5-6 am farm & talk show; 6-9:30 am news, sports, public affairs, weather, traffic reports, comedy, talk shows, MOR music; 9:30-10:30 am woman's telephone show; 10:30 am-noon features, MOR; noon-1 pm farm; 1-1:50 pm newsblock, religion, public affairs; 1:50-3 pm features, MOR; 3-7 pm news, sports, stock market report, state legislative news, public opinion call-in, MOR; 7-8 pm sports telephone show; 8-9 pm mystery show; 9-11:45 pm listener phone-in show; 11:45-midnight religion; midnight-5 am C & W, listener requests, news & sports information. NEWS: network at :60 followed by regional reports; 5 man department, helicopter, features. State & local discussion program weekends. SPORTS: college basketball & football. Farm director. Contact Representative for further details. Rec'd 3/4/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl V. Venters, Jr.
Program Director—Charles Stegall.
Sales Manager—Jack Allers.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
50,000 w.: 680 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 14c, 16.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 24-25a, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49-50, 51a.
Comb.: Cont. Discounts: 60a, 60d, 601, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WQDR (FM).
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 6/30/75—Rec'd 7/22/75.
AAA—Mon thru Sun 6-10:30 am & noon-1 pm.
AA—Mon thru Sun 3-8 pm.
A—Mon thru Sun 5-6 am, 10:30 am-noon & 1-3 pm.
B—Mon thru Sun 8 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
	1 min				30/20 sec			
	CLASS AAA							
1 x...	68	66	62	60	54	53	50	48
500 x	64	62	58	56	51	50	46	45
1000+	60	58	54	52	48	46	43	42
	CLASS AA							
1 x....	47	45	43	40	38	36	34	32
500 x	45	43	41	38	36	34	33	80
1000+	41	39	37	34	33	31	30	27
	CLASS A							
1 x....	42	40	38	35	34	32	30	28
500 x	40	38	36	33	32	30	29	26
1000+	36	34	32	29	29	27	26	23
	CLASS B							
1 x....	27	25	24	23	22	20	19	18
500 x	26	24	28	22	21	19	18	18
1000+	25	23	22	20	20	18	18	16
	CLASS C							
1 min					12	30/20 sec		10

7. PACKAGE PLANS
No. 13-B Eff 7/1/74—Rec'd 8/19/74.
WPTF/WQDR (FM) SPECTRUM—
1/3AAA, 1/3AA, 1/3A

PER WK:	1 min	30 sec
12 ti (6 AM, 6 FM)	378	312
15 ti (9 AM, 6 FM)	516	423
21 ti (12 AM, 9 FM)	663	528
27 ti (15 AM, 12 FM)	756	612
33 ti (18 AM, 15 FM)	879	705

8. PROGRAM TIME RATES
A—Mon thru Sat 10:30 am-8 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-6 am.

	A		B	
WITHIN 1 YR:	1x	52x	1x	52x
1 hr	275	242	196	175
1/2 hr	160	145	115	103

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/FARM

	AAA		AA		*A		B	
	1x	52+	1x	52+	1x	52+	1x	52+
1/4 hr	120	113	145	105	97	91	90	84
10 min	96	90	90	84	78	73	73	69
5 min..	77	71	69	64	60	56	51	46

(*) Does not incl 5-6 am.
Submitted by Irene Cheshire.

DRIVE BUY
WPTF WQDR
Oct-Nov 1974 ARB says the WPTF-WQDR combo delivers more men 18+ than the next three stations combined, more women 18+ than the next two, Raleigh-Durham, NC, TSA, 6AM-10AM Mon.-Fri.

WQDR (FM)
1949
RALEIGH

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 234 6525 1.00

WQDR (FM), Box 1511, 410 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-833-1616.

See affiliated AM station for additional information. AM facilities: WPTF.

STATION'S PROGRAMMING DESCRIPTION
WQDR (FM): Programmed for young adults & teens. MUSIC: 75% combination of rock & progressive rock, current hits & oldies. NEWS: 7-1/2% 5-min twice an hour at :20 & :50 from 6-9 am, M-F. One 5-min cast at :20 10 am-12N & 2 pm. Overnight features 10 minute casts every hour. COMMERCIAL POLICY: 8 min maximum per hour. Contact Representative for further details. Rec'd 2/21/73.

1. PERSONNEL
Sales Manager—Jack Allers.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
ERP 100.000 w.: 94.7 mc. Quadraphonic.
Operating schedule: 24 hours daily. EST.
Antenna ht. 564 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WPTF. See that listing for rates.

TIME RATES
No. 3 Eff 11/15/74—Rec'd 12/4/74.
AAA—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 6-10 am & 7 pm-midnight; Sat & Sun 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	AAA	AA	A	AAA	AA	A
1 ti	30	20	16	24	16	15
12 ti	26	18	14	20	14	11
18 ti	24	16	12	18	13	10
24+	20	14	10	16	11	8

B: Flat 6:00 per spot; minimum 12 per wk.

DISCOUNT
26 wk—5% 52 wk—10%

WRAL (FM)
1947
RALEIGH

KATZ RADIO

RAB NAFMB

Media Code 4 234 6550 9.00

Capitol Broadcasting Co., Inc., Box 12000, 2619 Western Blvd., Raleigh, N. C. 27605. Phone 919-828-2511.

STATION'S PROGRAMMING DESCRIPTION
WRAL (FM): Programming for adults 18-49.
MUSIC: hit parade; current hits & classic oldies. NEWS: localized regional network news at :55. Weather, 2 station meteorologists with reports at :30. SPORTS: college football, basketball. Three 5 min sportcasts daily. COMMERCIAL POLICY: 8 minutes of commercials maximum per hour. Half hour competitive protection guaranteed. Contact Representative for further details. Rec'd 11/1/73.

1. PERSONNEL
Vice-President—Wally Voigt.
Operations Director—Bob Inskeep.
Sales Manager—Howard Jerrigar.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 250,000 w. (horiz.), 150,000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 990 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 28a, 28c, 29a, 31.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60g, 601, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Product Protection
Minimum of thirty minutes separation bewteen competitive products.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 3/2/75—Rec'd 3/3/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	30	28	26	24	22
A	26	24	22	21	20
B	24	23	21	20	19

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by Wally Voight.

WRNC
1939
RALEIGH

Media Code 4 234 6600 2.00
Raleigh Radio Co., Box 27946, 515 Bart St., Raleigh, N. C. 27611. Phone 919-834-6401.

STATION'S PROGRAMMING DESCRIPTION
WRNC: All gospel music & religious programs. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—M. L. Street.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Southeast—Southern Spot Sales.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc
Non-directional.
Operating schedule: 18 hours daily, EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4b, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 32a, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 40, 50, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: The Radio Smiles Group.

TIME RATES
No. 15 Eff 5/20/75—Rec'd 5/29/75.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
AAA	7	5	3
AA	6	4	2

Edited by M. L. Street.

WSRC
1954
DURHAM

NAB

Media Code 4 234 6620 0.00
Carolina Radio of Durham, Inc., Box 3865, Durham, N. C. 27702. Phone 919-477-7331.

STATION'S PROGRAMMING DESCRIPTION
WSRC: Programmed for black citizens.
MUSIC: R & B except spirituals 6-7 am, noon-1 pm. AIR PERSONALITIES handle all segments. NEWS: network news hourly; local news 3x daily including mobile news cruiser. SPORTS: network sports at 7:30 am & 4:30 pm; local sports at 7:30 pm. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
President—James H. Mayes, Jr.

2. REPRESENTATIVES
Bob Dore Associates.
Southeast—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days: 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 25a, 24, 28a, 29a, 32a, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47c, 48, 50, 51c.
Comb.: Cont. Discounts: 60a, 601, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 50, 81, 82.
Affiliated with National Black Network.

TIME RATES
No. 2-A Eff 8/15/73—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec			1 min	30 sec
1 x	10.00	8.50	156 x		7.50	6.75
13 x	9.50	8.00	260 x		7.00	6.50
26 x	9.00	7.50	312 x		6.50	6.00
52 x	8.50	7.25	624 x		6.00	5.50
104 x	8.00	7.00	1000 x		5.50	5.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti
Per spot	7.50	7.00	6.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr....	100.00	95.00	90.00	85.00	80.00	75.00	70.00	65.00
1/2 hr	65.00	61.00	57.00	53.00	49.00	45.00	41.00	87.00
1/4 hr	34.00	31.00	29.00	27.00	25.00	23.00	22.00	20.00
10 min	25.50	23.00	20.50	18.00	16.00	14.00	13.00	12.00
5 min..	17.00	15.00	13.00	11.00	10.00	9.50	9.50	8.50

WSSB
1947
DURHAM

Buckley Radio Sales, Inc.

RAB

Woods Communication Corporation
Media Code 4 234 6630 9.00

1490 Inc., Box 1266, Durham, N. C. 27702. Phone 919-682-8109.

STATION'S PROGRAMMING DESCRIPTION
WSSB: Programmed for adults and young adults. AIR PERSONALITIES emcee entire operation. NEWS: 5 min at :55. MUSIC 90%: featuring general popular interspersed with top 40 oldies. News 10%: local, national & international. SPORTS: 2 programs daily at 8:25 am & 5:25 pm. COMMERCIAL POLICY: NAB code, 18 minutes per hour maximum. Contact Representative for further details. Rec'd 3/19/73.

1. PERSONNEL
General Manager—Gordon Hood.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights: 1490 kc.
Non-directional.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24b, 25a, 26, 27, 28a, 29a, 30, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 40, 50, 51a.
Comb.: Cont. Discounts: 60b, 60f, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 2 Eff 4/1/75—Rec'd 3/24/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	16.00	12.00	13.00	9.75	9.00	6.75
18 ti	15.00	11.25	12.00	9.00	8.00	6.00
24 ti	14.00	10.50	11.00	8.25	7.00	5.25

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/4A, 1/4B

PER WK:	16 ti	24 ti	30 ti
1 min	12.00	11.00	10.00
30 sec	9.60	8.80	8.00

Submitted by John Woods.

(Raleigh-Durham continued on next page)

WTIK
1946
DURHAM

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 234 6640 8.00
W. and W. Broadcasting Co., Inc., Box 1571, 707 Leon St., Durham, N. C. 27702. Phone 919-477-7351.

1. PERSONNEL
General Manager—Charles A. Poole.
Chief Engineer—Grover C. Baker.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc. Directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 32a, 33b.
Contracts: 40c, 41, 44a, 44b, 46, 47b, 48, 51a.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.
Affiliated with MBS.
Member: Golden Crescent Group, Farm Radio Network, Carolina Radio Network, The Tobacco Radio Network, North Carolina News Network.

TIME RATES
Eff 8/1/72—Rec'd 6/8/73.
AAA—6-9 am & 3-7 pm.
AA—9 am-3 pm & 7-9 pm; Sun noon-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	13.00	11.00	10.00	9.00
AA	11.00	10.00	9.00	8.00
B	8.00	7.50	7.00	6.50

30 sec: 80% of 1-min.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%
Minimum 6 spots per wk.

7. PACKAGE PLANS

PER YR, BULK, 1 MIN:	1000x	1500x	2000x
Ea	6.00	5.50	5.00

10. SPECIAL FEATURES
5 min News—1 1/2 x applicable 1-min.

WYNA
1962
RALEIGH

Media Code 4 234 6650 7.00
N. C. Electronics Inc., Box 30099, Raleigh, N. C. 27612. Phone 919-782-9233.

STATION'S PROGRAMMING DESCRIPTION
WYNA: MUSIC: 100% modern country. NEWS: network at :30, local at :55; network personality news at 8:30 am & 12:30 pm. Contact Representative for further details. Rec'd 11/27/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—John F. Maurer.

2. REPRESENTATIVES
GCI Sales, Inc.
Atlanta—Carter S. Jones Agency.

3. FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.
Member: Tobacco Radio Network.

TIME RATES
Eff 2/1/75—Rec'd 1/13/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	5 ti	10 ti	15 ti	20 ti	25 ti
CLASS AA					
1 wk	11.00	10.50	10.00	9.50	9.00
7 wk	10.50	8.50	7.50	7.00	6.50
13 wk	10.00	8.00	7.25	6.50	6.00
26 wk	9.50	7.50	6.75	6.00	5.50
52 wk	9.00	7.00	6.25	5.50	5.00
CLASS A					
1 wk	9.00	8.50	8.00	7.50	7.00
7 wk	8.50	7.50	6.50	6.00	5.50
13 wk	8.00	6.50	5.75	5.00	4.50
26 wk	7.50	6.00	5.25	4.50	4.00
52 wk	7.00	5.50	5.00	4.25	3.75

30 sec: 80% of 1-min.
AA & A combinable.
AA and A may be combined for frequency.

10. SPECIAL FEATURES
5-min news—1-1/2x applicable 1-min rate.
Edited by Jack Maurer.

WYYD (FM)
1947
RALEIGH

R A B

A Southern Broadcasting Company Station
Subscriber to the NAB Radio Code
Media Code 4 234 6675 4.00
Southern Broadcasting Co., Box 10404, Raleigh, N. C. 27605. Phone 919-851-2086.
See affiliated AM station for additional information.
AM facilities: WKIX.

STATION'S PROGRAMMING DESCRIPTION
WYYD (FM): familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 8 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 7/1/75.

1. PERSONNEL
Sales Manager—Barry Noll.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 98,000 w. (horiz.), 98,000 w. (vert.); 96.1 mc.
Antenna ht.: 992 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 11d, 12d.
Affiliated with Eastman Radio Network.
Sold in combination with WKIX. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 8/1/72—Rec'd 7/26/72.
AA—Mon thru Sun 10-7 pm.
A—Mon thru Sun 7-11 pm.
B—Mon thru Sun 11 pm-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
CLASS AA				
1 min	24.00	22.00	20.00	18.00
30 sec	19.20	17.60	16.00	14.40
CLASS A				
1 min	22.00	20.00	18.00	16.00
30 sec	17.60	16.00	14.40	12.80
CLASS B				
1 min	20.00	18.00	16.00	14.00
30 sec	16.00	14.40	12.80	11.20

DISCOUNT
26 wk—5% 52 wk—10%
Edited by Barry Noll.

RED SPRINGS
Robeson County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WYRU
1970

Media Code 4 234 6687 9.00
K & R Broadcasting Corp., Box 711, Red Springs Industrial Park, Red Springs, N. C. 28377. Phone 919-843-5946.

1. PERSONNEL
General Manager—Harry Odom.

3. FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 5/29/74.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100x	300x	600x	1200x
1 min	4.15	3.90	3.65	3.40	3.15	2.65	2.15	1.90

	1x	10x	25x	50x	100x
30 sec	3.15	2.95	2.75	2.55	2.25
	300x	500x	600x	800x	1200x
30 sec	1.95	1.75	1.65	1.55	1.35

7. PACKAGE PLANS

30 DAYS:	25 ti	50 ti	100+
1 min	2.65	2.25	2.15
30 sec	1.90	1.65	1.40

10. SPECIAL FEATURES
Time signals—1 per hr, 6 per wk, minimum 3 mo, per mo. 150.00

REIDSVILLE (2 AM; 1 FM)
Rockingham County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WFRC
1947

R A B

Media Code 4 234 6700 0.00
WFRC, Inc., Box 990, Reidsville, N. C. 27320. Phone 919-349-4361, 4362.

STATION'S PROGRAMMING DESCRIPTION
WFRC: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Gene Smith.

2. REPRESENTATIVES
Dome & Associates, Inc.
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1600 kc. Directional—nighttime only.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions
Affiliated with KBS.
Affiliated with American Entertainment Network.
Member: Farm Radio Network, Carolina Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/1/72—Rec'd 10/9/72.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	156x	208x
1 min	3.90	3.75	3.60	3.20	3.10
30 sec	3.25	3.10	2.90	2.40	2.30
10/15 sec	2.35	2.25	2.15	2.05	2.00

	260x	312x	364x	520x
1 min	3.00	2.80	2.60	2.50
30 sec	2.20	2.10	2.05	2.00
10/15 sec	1.95	1.90	1.85	1.80

7. PACKAGE PLANS

7 DAY:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	3.40	3.30	3.20	3.10	3.00	2.75
30 sec	2.60	2.45	2.30	2.15	2.05	2.00

WREV
1948

Media Code 4 234 6750 5.00
Reidsville Broadcasting Co., Inc., Box 1349, N. Rt. U.S. 29, Reidsville, N. C. 27320. Phone 919-342-1333.

STATION'S PROGRAMMING DESCRIPTION
WREV: Programmed for general interest.

1. PERSONNEL
Mgr. & Chief Engr.—William M. Oliver, Jr.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WWMO (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 3/1/74—Rec'd 4/15/74.

6. SPOT ANNOUNCEMENTS

	1x	2x	6x	11x	16x	21x	31-50
1 min	3.34	3.21	3.08	2.97	2.84	2.73	2.59
30 sec	2.76	2.63	2.51	2.39	2.27	2.15	1.95

WWMO (FM)
1948

Media Code 4 234 6800 8.00
Reidsville Broadcasting Co., Inc., Box 1349, Danville Rd., Reidsville, N. C. 27320. Phone 919-342-1333, 1334.
See affiliated AM station for additional information.
AM facilities: WREV.

STATION'S PROGRAMMING DESCRIPTION
WWMO (FM): Programmed all religious.

3. FACILITIES
ERP 50,000 w.; 102.1 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WREV. See that listing.

ROANOKE RAPIDS (2 AM; 1 FM)
(including Weldon)
Halifax County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCBT
1940
ROANOKE RAPIDS
Subscriber to the NAB Radio Code
Media Code 4 234 6850 3.00
WCBT Radio, Inc., Box 70, 251 Roanoke Ave., Roanoke Rapids, N. C. 27870. Phone 919-537-4184.

STATION'S PROGRAMMING DESCRIPTION
WCBT: Programmed for general interest.

1. PERSONNEL
General Manager—Richard Jones.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6:00-12:15 am. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: The Tobacco Radio Network, North Carolina News Network

TIME RATES
Eff 8/1/74—Rec'd 7/15/74.

6. SPOT ANNOUNCEMENTS

ANNUAL CONTRACT:	260x	520x	1000x	2000x
1 min	3.35	3.00	2.75	2.50
30 sec	2.45	2.25	2.05	1.90

Guaranteed 6-9 am, noon-1 pm & 3-6 pm, per spot extra .25.

7. PACKAGE PLANS

PER WK:	60 ti	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	2.60	2.80	3.00	3.20	3.40	3.60
30 sec	1.90	2.00	2.15	2.40	2.50	2.65
15 sec	1.35	1.45	1.55	1.65	1.75	1.85

PER MO:	200 ti	150 ti	100 ti	50 ti
1 min	2.60	2.80	3.05	3.35
30 sec	1.90	2.00	2.20	2.45

15-SECOND SATURATION

PER DAY:	19 ti	10 ti
Per mo.	285.00	190.00

Guaranteed 6-9 am, noon-1 pm & 3-6 pm, per spot extra .25.

WPTM
1974

Media Code 4 234 6862 8.00
Halifax County Broadcasting, Inc., Box 1076, Hwy. 48, Roanoke Rapids, N. C. 27870. Phone 919-537-1023.

1. PERSONNEL
Pres. & Gen'l Mgr.—William Pruden.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 9/11/74—Rec'd 9/24/74.

NORTH CAROLINA

6. SPOT ANNOUNCEMENTS

	10x	26x	52x	104x	520x	1040x
1 min	3.00	2.75	2.50	2.25	2.00	1.75
30 sec	2.50	2.25	2.00	1.75	1.50	1.25
15 sec	1.75	1.50	1.25	1.18	1.09	1.00

Guaranteed times: 6-9 am, noon-1 pm & 3-6 pm, extra per spot .25.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00
1/2 hr	24.00	22.80	21.60	20.40	19.20	18.00	16.80	15.60
1/4 hr	15.00	13.50	12.75	12.00	11.25	10.50	9.75	9.00
10 min	12.00	10.80	10.20	9.60	9.00	8.40	7.80	7.00
5 min	7.00	6.65	6.30	5.95	5.60	5.25	4.90	4.50

10. SPECIAL FEATURES
Midnight-6 am, 1 hr nightly on alternating nights.
8 30-sec (90-day minimum), flat monthly 200.00.

WSMY
1959
WELDON

R A B

Media Code 4 234 6875 0.00
Smiles of N. C., Inc., Box 910, Roanoke, Rapids, N. C. 27870. Phone 919-536-3115.

1. PERSONNEL
Manager—Aubrey W. Aycock.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Member: The Radio Smiles Group.

TIME RATES
No. 7 Eff 8/1/74—Rec'd 7/30/74.

6. SPOT ANNOUNCEMENTS

PER WK:	PER MO:	PER YR:	1 min	30 sec	15 sec
10 ti	25 ti	624 x	3.50	2.75	1.80
25 ti	50 ti	1248 x	3.25	2.50	1.60
50 ti	100 ti	1800 x	3.00	2.25	1.50
100 ti	200 ti	2400 x	2.75	2.00	1.40

Guaranteed Drive time—6-9 am, noon-1 pm & 3-6 pm, extra .25.

ROCKINGHAM (2 AM)
Richmond County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WAYN
1946

R A B

Subscriber to the NAB Radio Code
Media Code 4 234 6900 6.00
WAYN, Inc., Box 591, Hwy. 74, Rockingham, N. C. 28379. Phone 919-895-4041.

STATION'S PROGRAMMING DESCRIPTION
WAYN: MOR music, emphasis on local news.

1. PERSONNEL
Pres. & Gen'l Mgr.—William Futterer.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/73—Rec'd 5/1/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	4.20	3.75	3.15	3.00	2.91	2.79
30 sec	2.80	2.50	2.10	2.00	1.94	1.86
20 sec	2.02	2.02	1.65	1.50	1.35	1.20
10 sec	1.35	1.35	1.10	1.00	.90	.80

WLWL
1969

Subscriber to the NAB Radio Code
Media Code 4 234 6925 3.00
Sandhills Broadcasting Co., Inc., Box 1233, Old Steeles Mill Rd., Rockingham, N. C. 28379. Phone 919-997-2526.

STATION'S PROGRAMMING DESCRIPTION
WLWL: Programmed for adults and young adults.

1. PERSONNEL
Station Manager—Robert E. Perkins.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
500 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 4/1/74—Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	200+
10 sec	1.50	1.40	1.30	1.20	1.10
20 sec	2.00	1.90	1.80	1.70	1.60
30 sec	2.50	2.40	2.30	2.20	2.10
1 min	3.00	2.90	2.80	2.70	2.60

SAT ONLY:	1 min	30 sec	10 sec
Flat	3.50	2.50	1.75

Frequency discounts will apply in addition to spots purchased Mon thru Fri.

CONTRACT DISCOUNT
52 wk—20%

NORTH CAROLINA

ROCKY MOUNT (3 AM; 2 FM)

Nash County—Map Location H-4
Edgecombe County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WCEC
1947

NAB

Media Code 4 234 6950 1.00
Eastern Carolina Electronics, Inc., Box 4005 Hwy 97, W., Rocky Mount, N. C. 27801. Phone 919-442-3108.

STATION'S PROGRAMMING DESCRIPTION
WCEC: Programmed for general interest.
AIR PERSONALITIES handle all segments. Network news at :55 each hour. Programming: sign-on-8 am standards, 8-9 am talk, 10 am-noon music, noon-1 pm farm talk and news, 1-2 pm gospel music, 2-4 pm Negro gospel music, 4 pm-sign-off music and news. MUSIC: other than ethnic and religious is middle-of-the-road. NEWS: local, area, plus network. SPORTS: high school, college, and professional baseball, basketball, and football, plus auto racing. FARM: 8-1/2 hours per week, talk, interviews, and feature shows. 3 radio-equipped mobile units. Contact Representative for further details. Rec'd 10/2/68.

1. PERSONNEL
General Manager—M. J. Warner, Jr.
Sales Manager—Ray Thompson.
Program Director—Stephen Reid.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Contracts: 45.
FM facilities: WFMA (FM).
Member: Carolina Radio Group, The Tobacco Radio Network, North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/73—Rec'd 8/8/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x	500x
1 min....	4.50	4.25	4.00	3.50	3.00	2.75	2.50	2.25	2.00
30 sec....	3.65	3.40	3.00	2.80	2.60	2.20	2.00	1.80	1.65
20 sec....	3.00	2.70	2.40	2.25	2.20	1.75	1.80	1.45	1.30
10 sec....	2.80	2.60	2.30	2.15	2.00	1.65	1.50	1.40	1.20

7. PACKAGE PLANS

15 DAYS:	1 min	30 sec	20 sec	10 sec
15 ti	45	39	33	30
20 ti	55	44	35	34
30 ti	75	60	48	45

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
5 min..	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50
10 min	16.75	14.50	13.50	12.70	11.50	10.95	10.40	9.75
1/4 hr..	23.50	17.50	16.75	15.50	14.25	13.50	13.00	12.50
1/2 hr..	35.00	29.00	27.00	25.50	23.75	23.10	21.50	19.50
1 hr.....	65.00	60.00	55.00	52.00	50.00	48.50	46.25	45.00

Edited by Joe Warner.

WEED
1933

NAB RAB

Media Code 4 234 7000 4.00
WEED, Inc., Rocky Mount, N. C. 27801. Phones 919-443-3119, 3564.

1. PERSONNEL
Manager—W. A. Wynne, Jr.
Commercial Manager—George E. Peterson.
2. REPRESENTATIVES
The Devney Organization, Inc.
Southeast—Southern Spot Sales, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1390 kc.
Non-directional days; directional—nights.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40c.
FM facilities: WRSV.
Affiliated with American Contemporary Network.

TIME RATES
Eff 12/1/56—Rec'd 10/26/56.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	312x	624x
1 min/less	6.00	5.75	5.50	5.25	4.75	4.50	4.20

6. PROGRAM TIME RATES

	1x	26x	52x	104x	208x	312x	624x
1 hr	65.00	60.00	55.00	50.00	47.00	44.00	42.00
1/2 hr	40.00	36.00	32.00	29.00	26.00	24.00	22.00
1/4 hr	28.00	25.00	22.00	20.00	18.00	17.00	16.00
10 min	20.00	18.00	16.00	14.00	13.00	12.00	11.00
5 min	14.00	12.50	11.00	10.00	9.00	8.50	8.00

Submitted by Bill Wynne.

WFMA (FM)
1947

RAB NAFMB

Media Code 4 234 7050 0.00
Eastern Carolina Electronics, Inc., Box 4005, Hwy. 97 W., 1-1/2 miles from city, Rocky Mount, N. C. 27801. Phones 919-442-3108, 3109.
See affiliated AM station for additional information.
AM facilities: WCEC

2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
ERP 100,000 w.: 100.7 mc
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 540 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Member: North Carolina News Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/70—Rec'd 2/26/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 x	3.20	2.55	2.00	1.90
13 x	2.80	2.25	1.80	1.75
26 x	2.80	2.10	1.70	1.60
52 x	2.40	1.95	1.65	1.50
104 x	2.05	1.65	1.35	1.30
156 x	1.85	1.50	1.20	1.15
260 x	1.70	1.35	1.08	1.05
312 x	1.50	1.20	.95	.90
500+	1.30	1.05	.85	.80

7. PACKAGE PLANS

PER 15 DAYS:	1 min	30 sec	20 sec	10 sec
15 ti	28.25	22.50	19.50	18.50
20 ti	33.75	24.75	24.00	22.50
30 ti	45.00	33.75	30.00	27.00

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	6.75	12.50	17.60	16.25	48.75
13 x	6.40	10.80	13.15	21.75	45.00
26 x	6.00	10.15	12.55	20.25	41.25
52 x	5.60	9.50	11.60	19.15	39.00
104 x	5.25	8.65	10.70	17.80	37.50
156 x	4.80	8.25	10.15	17.35	36.25
260 x	4.50	7.80	9.75	16.20	34.50
312 x	4.00	7.30	9.30	14.65	33.75

WRMT
1958

RAB

Subscriber to the NAB Radio Code
Media Code 4 234 7100 2.00
Atlantic Radio Corp., Box 283, Rocky Mount, N. C. 27801. Phone 919-442-8091.

STATION'S PROGRAMMING DESCRIPTION
WRMT: Adult gold format. Contact Representative for further details. Rec'd 3/3/75.

1. PERSONNEL
President—Stanley H. Fox.
General Manager—John Stinson.
2. REPRESENTATIVES
Southern—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.

TIME RATES
Eff 7/1/74—Rec'd 7/12/74.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	3.30	3.10	2.90	2.70	2.50
30 sec	2.50	2.35	2.20	2.00	1.85

PER WK:	1x	101x	201-300
15 sec	1.35	1.20	1.00

	—Per mo—			—Bulk—		
	1 ti	51 ti	101-200	500x	1000x	1500x	2000x
1 min	2.65	2.30	2.10	3.10	2.70	2.35	2.10
30 sec	2.20	1.85	1.70	2.50	2.15	1.90	1.70

Drive time or Fixed, extra 10%.

10. SPECIAL FEATURES
NEWS
7 am—2 30-sec, ea 2.60 5 pm—4 30-sec, ea 2.75
8 am—4 30-sec, ea 3.00 6 pm—2 30-sec, ea 2.60
Noon—4 30-sec, ea 2.75
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WRSV
(formerly WEED-FM)
1949

NAB RAB

Media Code 4 234 7112 7.00
WEED, Inc., Box 2666, Rocky Mount, N. C. 27801. Phones 919-442-9770, 9776.
See affiliated AM station for additional information.
AM facilities WEED.

STATION'S PROGRAMMING DESCRIPTION
WRSV: Programmed for black audience. Contact Representative for further details. Rec'd 7/31/75.

1. PERSONNEL
Manager—Charles O. Johnson.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
ERP 1,300 w.; 92.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 190 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 12/1/74—Rec'd 7/31/75.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	10 ti	25+
1 min	3.00	2.75	2.50
30 sec	2.40	2.20	2.00
15 sec	1.50	1.35	1.25

SPECIFIED TIMES:	1 min	30 sec	15 sec
Add	.50	.40	.25

8. PROGRAM TIME RATES

PER MO:	1 ti	2 ti	11 ti	17+
1/4 hr	17.50	15.50	12.50	10.00
1/2 hr	30.00	27.00	24.00	20.00
1 hr	55.00	50.00	44.00	40.00

10. SPECIAL FEATURES
News—1-min, 1x rate.
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
At least 1 spot/program wkly for length of contract.
Submitted by Bill Wynne.

ROXBORO (1 AM; 1 FM)

Person County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WKRX (FM)
(formerly WRXO-FM)
1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 7125 0.00
Roxboro Broadcasting Co., Box 1176, Roxboro, N. C. 27573. Phone 919-599-2119.
See affiliated AM station for additional information.
AM facilities: WRXO.

STATION'S PROGRAMMING DESCRIPTION
WKRX (FM): Country music, news, weather & sports.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc.
Operating schedule: 5 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: The Tobacco Radio Network, North Carolina News Network.

TIME RATES
Rates are identical to WRXO. See that listing.
Edited by H. W. Winstead, Jr.

WRXO
1940

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 7150 7.00
Roxboro Broadcasting Co., Box 1176, Roxboro, N. C. 27573. Phone 919-599-2119.

1. PERSONNEL
General Manager—H. W. Winstead, Jr.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WKRX (FM).
Member: The Tobacco Radio Network, North Carolina News Network.

TIME RATES
Eff 10/1/74—Rec'd 10/2/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	3.35	2.50	156 x	2.80	2.00
13 x	3.20	2.40	208 x	2.75	1.95
26 x	2.10	2.30	312 x	2.65	1.85
52 x	3.00	2.20	500+	2.50	1.75
104 x	2.90	2.10			

Specified times, extra 25%.

RUTHERFORDTON

Rutherford County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WCAB
1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 7175 4.00
Isothermal Broadcasting Co. Inc., Box 511, Whiteside Rd., Rutherfordton, N. C. 28139. Phone 704-287-3356.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles Melton.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
500 w. days; 590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of month.

TIME RATES
No. 2 Eff 2/1/74—Rec'd 3/18/74.

6. SPOT ANNOUNCEMENTS

SIGN-ON-9 AM & 4 PM-SIGN-OFF	1x	26x	156x	312x	624x	1000x
1 min	4.70	4.60	4.50	4.40	4.20	4.00
30 sec	3.90	3.70	3.50	3.30	3.10	2.90
9 AM-4 PM						
1 min	4.00	3.90	3.80	3.70	3.50	3.30
30 sec	3.20	3.10	3.00	2.70	2.50	2.30

SAINT PAULS

Robeson County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WLAB
1966

Media Code 4 234 7200 0.00
Larry A. Baker, Box 367, Saint Pauls, N. C. 28384. Phone 919-865-5198.

1. PERSONNEL
Owner/manager—Larry A. Barker.
2. FACILITIES
1,000 w. days; 1060 kc.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS
1 min 5.50 30 sec 4.00

SALISBURY (2 AM; 1 FM)

Rowan County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WRDX (FM)
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 7225 7.00
WSTP, Inc., Box 157, 1105 Statesville Blvd. Salisbury, N. C. 28144. Phone 704-636-3811.
See affiliated AM station for additional information.
AM facilities: WSTP.

STATION'S PROGRAMMING DESCRIPTION
WRDX (FM): Programmed for country and western audience.

3. FACILITIES
ERP 15,000 w. 106.5 mc.
Operating schedule: 5-12:15 am. EST.
Antenna ht.: 330 ft. above average terrain.
Partial simulcast operation. Operated separately 5:55 am-7 pm. For simulcast facilities see WSTP.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff——Rec'd 9/13/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	52x	104x	156x	365x	750x	1095x
1 min	4.50	4.00	3.70	3.40	3.10	2.80	2.50
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00
15 sec	3.00	2.70	2.40	2.20	2.00	1.80	1.60

WSAT
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 7250 5.00
Mid-Carolina Broadcasting Co., Woodleaf Rd., Salisbury, N. C. 28144. Phone 704-633-0621.

1. PERSONNEL
Sec'y-Treas. & Mgr.—Harry L. Welch..
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w.; 1280 kc. Directional—night only.
Operating schedule: 5:30 am-midnight weekdays; 8:00 am-midnight Sun. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Golden Crescent Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff —— Rec'd 3/15/74.

6. SPOT ANNOUNCEMENTS

	1x	105x	209x
1 min	5.00	4.50	4.00
30 sec	4.00	3.50	3.00
10 sec	3.00	2.50	2.00

WSTP
1938

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 7300 6.00
WSTP, Inc., Box 157, 1105 Statesville Blvd., Salisbury, N. C. 28144. Phone 704-636-3811.

STATION'S PROGRAMMING DESCRIPTION
WSTP: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Harrell.
2. REPRESENTATIVES
The Devney Organization, Inc.
South-Southeast—Southern Spot Sales, Inc.
Southwest—Mario Messina Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:00 am-midnight. EST.
Partial simulcast operation. Simulcast 5-5:55 am & 7 pm-12:15 am. For non-simulcast facilities see WRDX (FM).
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WRDX (FM).
Affiliated with MBS.
Member: Farm Radio Network, Carolina Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff——Rec'd 9/13/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	52x	104x	156x	365x	750x	1095x
1 min	6.00	5.50	5.00	4.50	4.00	3.60	3.20
30 sec	4.80	4.40	4.00	3.60	3.20	2.90	2.60
15 sec	3.80	3.50	3.20	2.90	2.50	2.20	1.90

Guaranteed time or fixed position: 1 min, extra 1.00; 30 sec, extra .50. 15 sec ROS only.

SANFORD (2 AM; 1 FM)

Lee County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WEYE
1952

Subscriber to the NAB Radio Code
Media Code 4 234 7350 3.00
Crest Broadcasting Corp., Box 2457, Sanford, N. C. 27330. Phone 919-775-3021.

STATION'S PROGRAMMING DESCRIPTION
WEYE: Adult rock, 18-45 audience, 33% gold.

(This listing continued on next page)

1. PERSONNEL
General Manager—Joe Tucker.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
No. 2 Eff 9/15/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	21 ti	41 ti	61 ti	81 ti	100+
1 min	3.85	3.55	3.35	3.10	2.85	2.60
30 sec	2.95	2.85	2.65	2.45	2.20	1.85

Drive time, extra 10%.

7. PACKAGE PLANS

YEARLY	100 ti		200 ti		
	1 min	30 sec	20 sec	15 sec	10 sec
Per mo, ea	2.25	1.60	1.45	1.25	1.10
SATURATION					
50+/7 days, ea	2.25	1.60	.....	1.25	.....

WWGP
1946

Subscriber to the NAB Radio Code
Media Code 4 234 7400 6.00
WWGP Broadcasting Corp., Drawer R, Sanford, N. C. 27330. Phone 919-775-3525.

STATION'S PROGRAMMING DESCRIPTION
WWGP: Programmed for adults 18-50, modern country music.

1. PERSONNEL
General Manager—Richard K. Feindel.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Tobacco Radio Network, North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 10/74—Rec'd 11/27/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	21x	61x	102x	201x
1 min	6.50	6.25	6.00	5.75	5.50
30 sec	5.00	4.75	4.50	4.25	4.00
PER YR:	**301x**	**400x**	**500x**	**600+**	
1 min	5.00	4.25	3.75	2.50	
30 sec	3.75	3.00	2.50	2.00	

7. PACKAGE PLANS
AM/FM SATURATION PACKAGE—
6 AM-LOCAL SUNSET

	1 min	30 sec
100 ti per mo/50 ti per wk, ea	2.30	1.80

AM/FM COMBINATION PACKAGE—
6 AM-MIDNIGHT

PER MO. EA:	1 min	30 sec
100 ti, 60 AM/40 FM	2.10	1.60

WWGP-FM
1950

Subscriber to the NAB Radio Code
Media Code 4 234 7401 4.00
WWGP Broadcasting Corp., Drawer R, Sanford, N. C. 27330. Phone 919-775-3525.
See affiliated AM station for additional information.

3. FACILITIES
ERP 490 w.; 105.5 mc.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/23/72—Rec'd 11/3/72.

6. SPOT ANNOUNCEMENTS

	1x	21x	41x	61x	81x	101+
1 min	2.75	2.50	2.25	2.00	1.75	1.50
30 sec	2.25	2.00	1.75	1.50	1.25	1.00

SCOTLAND NECK
Halifax County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WYAL
1960

Media Code 4 234 7450 1.00
WYAL Radio, Inc., Box 425, Scotland Neck, N. C. 27874. Phones 919-826-3114, 4714.

1. PERSONNEL
General Manager—Jim Casey.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network, North Carolina News Network.

TIME RATES
No. 5 Eff 1/1/74—Rec'd 3/25/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75

SELMA
Johnston County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WBZB
1964

Subscriber to the NAB Radio Code
Media Code 4 234 7500 3.00
WBZB Broadcasting Service, Inc., Box 1, Hwy. 301 S., Selma, N. C. 27576. Phone 919-965-3753.
Other office: 508 E. Hancock St., Smithfield, N. C. 27577. Phone 919-934-6523.

1. PERSONNEL
General Manager—Rick Bridges.
3. FACILITIES
1,000 w.; 1090 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
4. AGENCY COMMISSION
Contact station for details.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network, North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/29/75.

6. SPOT ANNOUNCEMENTS

CONTRACT:	1x	50x	300x	600x	1000x	1500+
15 sec	1.60	1.55	1.50	1.40	1.25	1.10
30 sec	2.55	2.50	2.40	2.25	2.00	1.75
1 min	3.30	3.15	3.00	2.75	2.50	2.20

SHALLOTTE
Brunswick County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WVCB
1964

Media Code 4 234 7525 0.00
Shallotte Broadcasting Co., Box 314, Main Hwy. 17, Shallotte, N. C. 28459. Phone 919-754-4512.

1. PERSONNEL
Partner, Co-Manager & Prog. Dir.—A. Earl Milliken.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
500 w.; 1410 kc Non-Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 20th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/69—Rec'd 7/15/69.
A—Sign-on-9 am & 11:30 am-1:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 MINUTE								
A	3.25	3.00	2.75	2.60	2.45	2.30	2.15	2.00
B	2.75	2.50	2.25	2.10	2.00	1.90	1.80	1.75
30 SECONDS								
A & B	2.50	2.25	2.00	1.90	1.80	1.70	1.60	1.50

SHELBY (2 AM; 1 FM)
Cleveland County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WADA
1958

Subscriber to the NAB Radio Code
Media Code 4 234 7550 8.00
Cleveland County Broadcasting Co., Inc., Drawer 1390, Radio Rd., Shelby, N. C. 28150. Phon 704-482-1390. 704-487-5557.

STATION'S PROGRAMMING DESCRIPTION
WADA: Programmed for adults 18 - 38 age range.

1. PERSONNEL
Pres. & Gen'l Mgr.—Boyce J. Hanna.
3. FACILITIES
1,000 w days, 500 w. nights: 1390 kc.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time and talent: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective May 1, 1965.
Rates received April 19, 1965.

6. SPOT ANNOUNCEMENTS

	1 min/ 30 sec	20 sec	10 sec
1 ti	4.00	3.10	2.80
26 ti	3.90	3.00	2.80
52 ti	3.80	2.90	2.75
104 ti	3.60	2.80	2.60
156 ti	3.50	2.75	2.55
260 ti	3.45	2.70	2.50
300 ti	3.30	2.60	2.40
500 ti	3.10	2.50	2.30
1000 or more ti	2.90	2.35	2.20

7. PACKAGE PLANS
SATURATION PLAN
(1 Minute)

PER WK:					
20 ti	70.	45 ti	144.
25 ti	85.	50 ti	157.
30 ti	100.	60 ti	183.
35 ti	115.	70 ti	207.
40 ti	130.		

20-second announcements—80% of 1 minute rate.
10-second announcements—70% of 1 minute rate.

10. SPECIAL FEATURES
Newscasts: Every hour at :55 (5 min), per mo 97.50.
Weathercasts: Every hour on the half-hour (3 min), per mo, 97.50.
Subject to prior sale and sold 5 days per week, minimum contract 6 months.

WOHS
1946

WOHS-FM
1949

Media Code 4 234 7600 1.00
Western Carolina Radio Corp., Box 1590, Shelby, N. C. 28150. Phone 704-487-6313.

STATION'S PROGRAMMING DESCRIPTION
WOHS: Music, news, sports, special features.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harold R. Watson.
2. REPRESENTATIVES
Southeast—Southern Spot Sales, Inc.
3. FACILITIES
1,030 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 2,600 w.; 96.1 mc.
Antenna ht.: 460 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 6/16/75.

6. SPOT ANNOUNCEMENTS

30 DAYS, ROS:	1 ti	26 ti	51 ti	101 ti	150+
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	2.50	2.25	2.00	1.75	1.50
15 sec	2.00	1.75	1.50	1.25	1.00

Specified time, per spot extra .25.
Edited by Harold R. Watson.

SILER CITY
Chatham County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WNCA
1952

Subscriber to the NAB Radio Code
Media Code 4 234 7630 6.00
The Chatham Broadcasting Co., Inc. of Siler City, Box 429, U. S. Hwy. 64, Siler City, N. C. 27344. Phone 742-2135.

1. PERSONNEL
General Manager—Lin Berrier.
2. REPRESENTATIVES
George T Hopewell, Inc.
South—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
250 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 6/15/74—Rec'd 8/26/74.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	3.20	3.10	2.95	2.80	2.30
30 sec	2.55	2.50	2.35	2.25	1.85

All drive—6-9 am & 3-6 pm, extra 1.00.

7. PACKAGE PLANS
Family Plan—50 1-min spots wkly, ROS, ea 1.95; 30-sec, ea 1.55.
Blue Chip Plan—150x monthly, 1-min 270.00; 30-sec 217.50.
Annual Rate Holder—1040 1-min, ROS, ea 1.70; 30-sec 1.35. Minimum of 40 spots monthly, fixed position, ROS, guarantees 1/3 in drive time when available.
Submitted by Lin Berrier.

SMITHFIELD
Johnston County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WMPM
1958

Subscriber to the NAB Radio Code
Media Code 4 234 7700 9.00
Carolina Broadcasting Service, Inc., Box 240, Smithfield, N. C. 27577. Phones 919-934-2434, 7161.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carl Lamm.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Carolina Radio Network, The Tobacco Radio Network, Country Music Network, Farm Radio Network.

TIME RATES
Eff ——— Rec'd 4/2/73.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	6.50	6.00	5.50	5.00	4.50

SOUTHERN PINES
(1 AM; 1 FM)
Moore County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

NORTH CAROLINA

WEEB
1947

Media Code 4 234 7750 4.00
Sandhill Community Broadcasters, Inc., Hwy. No. 2 between Pinehurst and Southern Pines, N. C. 28387. Phone 919-692-7440.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack S. Younts.
2. REPRESENTATIVES
North Carolina—T-N Spot Sales.
3. FACILITIES
5,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/31/73—Rec'd 6/15/73.
AA—Mon thru Fri 6-9 am, 11:30 am-1:30 pm & 4:30-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	25 ti	50 ti	70 ti
1 MINUTE							
AA	5.00	4.50	4.00	3.75	3.50	3.25	2.75
A	4.50	4.00	3.50	3.25	3.00	2.75	2.25
30 SECONDS							
AA	3.75	3.50	3.25	2.75	2.50	2.35	2.00
A	3.25	3.00	2.75	2.50	2.25	2.00	1.75

(CB)

WIOZ (FM)
1973

Subscriber to the NAB Radio Code
Media Code 4 234 7762 9.00
107, Inc., Box 2107, Short & Long Sts., Southern Pines, N. C. 28387. Phone 919-692-2107.

1. PERSONNEL
General Manager—William R. Gaston.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 5 am-midnight daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mark Media Group.

TIME RATES
No. 2 Eff 7/28/74—Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	200+
1 min	3.75	3.50	3.40	3.00	2.75
30 sec	2.75	2.60	2.50	2.20	1.75
10 sec	2.00	1.90	1.80	1.60	1.30

SPARTA
Alleghany County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WCOK
1967

Subscriber to the NAB Radio Code
Media Code 4 234 7775 1.00
Sparta-Independence Radio Corp., Box 617, Sparta, N. C. 28675. Phone 919-372-8231, 6232.

1. PERSONNEL
Manager—H. Sid Comer.
3. FACILITIES
250 w.; 1060 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown. Payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Mountaineer Group.

TIME RATES
No. 1 Eff 1/1/72—Rec'd 3/28/72.

7. PACKAGE PLANS

30 DAYS:	10 ti	25 ti	50 ti	100 ti	200 ti	300 ti
1 min	5.50	4.40	3.90	3.30	3.00	2.50
30 sec	4.40	3.80	3.30	2.80	2.50	2.00
90 DAYS:				**156 ti**	**312 ti**	**624 ti**
1 min				5.40	4.40	3.80
30 sec				4.00	3.60	3.30

SPRING LAKE
Cumberland County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WFBS
1963

Media Code 4 234 7800 7.00
Radio Smiles, Inc., Box 707 Hwy. 210, N., Spring Lake, N. C. 28390. Phone 919-497-3176.

STATION'S PROGRAMMING DESCRIPTION
WFBS: Programming directed toward servicemen and his dependents, young adults and young attitude listeners.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jerry Oakley.

(This listing continued on next page)

Spring Lake—WFBS—Continued

2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Radio Smiles Group.

TIME RATES
Eff ——— Rec'd 6/3/75.

6. SPOT ANNOUNCEMENTS
ROS, 1 min, ea..... 3.00 ROS, 30 sec, ea..... 2.00
Specified time: Extra .25.
Edited by J. Oakley.

SPRUCE PINE

Mitchell County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WTOE
1955

Subscriber to the NAB Radio Code
Media Code 4 234 7250 2.00
Toe River Valley Broadcasting Co., Inc., Box 668, Radio Chalk Mtn., 1-1/2 miles west on 19 E. Spruce Pine, N. C. 28777. Phone 704-765-7441.
1. PERSONNEL
Pres. & Gen'l Mgr.—Tom N. Cooper.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 8/1/73—Rec'd 1/30/74.
AA—Sign-on-9 am.
A—9 am-sign-off.

6. SPOT ANNOUNCEMENTS
AA: 1 min 30 sec
1 x..... 3.00 2.50

CLASS A

	1x	13x	26x	52x	156x	312x	624x	1000x
1 min	3.00	2.95	2.90	2.80	2.60	2.40	2.20	2.00
30 sec	2.50	2.45	2.40	2.30	2.20	2.05	1.90	1.75

STATESVILLE (2 AM; 2 FM)

Iredell County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDBM
1957

WDBM-FM
1961

Media Code 4 234 7900 5.00
Iredell Broadcasting Corp., Box 1027, 212 Signal Hill Dr., Statesville, N. C. 28677. Phone 704-872-2455.

STATION'S PROGRAMMING DESCRIPTION
WDBM: modern country music, news at :30, sports.
WDBM-FM: 6-11 pm contemporary popular music.

1. PERSONNEL
General Manager—Michael Duke.
2. FACILITIES
500 w. days; 550 kc.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,600 w.; 96.9 mc.
Operating schedule: 5 am-11 pm. EST.
Antenna ht.: 342 ft. above average terrain.
Simulcast 6 am-6 pm.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/1/73—Rec'd 6/5/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	52 ti	79 ti	104 ti	130+
1 min	4.50	4.30	4.10	3.90	3.70	3.55
30 sec	3.60	3.40	3.20	3.05	2.90	2.75

WFMX (FM)
1947

Media Code 4 234 7950 0.00
Statesville Broadcasting Co., Inc., Radio Building, Radio Road, Statesville, N. C. 28677. Phone 704-872-6346.
See affiliated AM station for additional information.
AM facilities: WSIC.

STATION'S PROGRAMMING DESCRIPTION
WFMX (FM): Programmed for country music and gospel audience.

1. PERSONNEL
Manager—J. D. Benfield.
2. REPRESENTATIVES
Southeast—Southern Spot Sales, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.). 100,000 w. (vert.); 105.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 350 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 10/31/74.

6. SPOT ANNOUNCEMENTS

5-9 AM:	1 min	30 sec	15 sec
1+	5.00	4.00	3.00

ALL OTHER TIMES

1 ti	4.50	3.00	2.50

PER WK:	5 ti	10 ti	15 ti	20 ti
Discount	5%	10%	15%	20%

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

WSIC
1947

Media Code 4 234 8000 3.00
Statesville Broadcasting Co., Inc., Radio Bldg., Radio Rd., Statesville, N. C. 28677. Phone 704-872-6345.

STATION'S PROGRAMMING DESCRIPTION
WSIC: Programmed for 18-35 age group.

1. PERSONNEL
Manager—Frank A. Stewart.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WFMX (FM).
Affiliated with American Contemporary Network.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/2/74.
AA—5-10 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK:	AA				A			
1 MIN:	5 ti	10 ti	20 ti	30 ti	5 ti	10 ti	20 ti	30 ti
1 wk	4.20	4.10	4.00	3.90	3.50	3.40	3.30	3.20
14 wk	4.10	4.00	3.90	3.80	3.40	3.30	3.20	3.10
27-52	4.00	3.90	3.80	3.70	3.30	3.20	3.10	3.00
30 SEC:								
1 wk	3.20	3.10	3.00	2.90	2.50	2.40	2.30	2.20
14 wk	3.10	3.00	2.90	2.80	2.40	2.30	2.20	2.10
27-52	3.00	2.90	2.80	2.70	2.30	2.20	2.10	2.00

15 sec or less: 50% of 1-min.
Different classes not combinable for frequency discount.

SYLVA

Jackson County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WMSJ
1957

Subscriber to the NAB Radio Code
Media Code 4 234 8050 0.00
WMSJ, Inc., Box 458, Waynesville Hwy., Sylva, N. C. 28779. Phone 704-586-4858.

STATION'S PROGRAMMING DESCRIPTION
WMSJ: MOR 6 am-8 pm, modern rock 8 pm-12M.

1. PERSONNEL
Pres. & Gen'l Mgr.—James B. Childress.
2. FACILITIES
1,000 w. days. 250 w. nights; 680 kc.
Operating schedule: 6 am-midnight EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MRS.
Member: Mountaineer Group.

TIME RATES
No. A-2 Eff 11/8/70—Rec'd 11/22/71.

7. PACKAGE PLANS

30 DAYS:	1 ti	30 ti	60 ti	90 ti	120 ti	150 ti
15 sec	4.50	4.00	3.50	3.00	2.50	2.20
30 sec	5.00	4.50	4.00	3.50	3.00	2.50
1 min	6.00	5.00	4.50	4.00	3.50	3.00
52 WK:		156x	365x	728x	1092x	1456x
15 sec		4.00	3.50	3.00	2.50	2.20
30 sec		4.50	4.00	3.50	3.00	2.50
1 min		5.50	5.00	4.50	4.00	3.50

TABOR CITY (1 AM; 1 FM)

Columbus County—Map Location H-6
See SRDS consumer market map and data at beginning of the State

WKSM (FM)
1965

Subscriber to the NAB Radio Code
Media Code 4 234 8075 5.00
Tabor City Broadcasting Co., Inc., Box 127, Hwy. 701, Tabor City, N. C. 28463. Phone 919-653-2121.
See affiliated AM station for additional information.
AM facilities: WTAB.

STATION'S PROGRAMMING DESCRIPTION
WKSM (FM): Programmed for adults.

3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 183 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
WKSM (FM) and WTAR combinable to earn quantity rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 2/14/74.

6. SPOT ANNOUNCEMENTS

PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	2.10	1.90	1.75	1.60	1.45
45 sec	1.90	1.75	1.60	1.45	1.35
30 sec	1.70	1.55	1.40	1.30	1.20
20 sec	1.45	1.35	1.25	1.20	1.05

WTAB
1954

Subscriber to the NAB Radio Code
Media Code 4 234 8100 1.00
Tabor City Broadcasting Co., Box 127, Tabor City, N. C. 28463. Phone 919-653-2121.

STATION'S PROGRAMMING DESCRIPTION
WTAB: Programmed for general interest.

1. PERSONNEL
General Manager—James C. Cox.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
20%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM Facilities: WKSM (FM).
Affiliated with MBS and KBS.
Member: Caroline Radio Network, Farm Radio Network.
WTAR and WKSM (FM) combinable to earn quantity rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 2/14/74.

6. SPOT ANNOUNCEMENTS

PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	3.50	3.15	2.85	2.60	2.35
45 sec	3.15	2.85	2.60	2.35	2.10
30 sec	2.80	2.55	2.30	2.05	1.80
20 sec	2.45	2.20	1.95	1.75	1.60

Fixed position, extra 10%.

10. SPECIAL FEATURES
Newscast ..... 7.00 Newscast adjacency..... 2.50

TARBORO (1 AM; 1 FM)

Edgecombe County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WCPS
1946

WCPS-FM
1952

Media Code 4 234 8150 6.00
Coastal Plains Broadcasting Co., Inc., Box 100, Bridgers Bldg., Tarboro, N. C. 27886. Phones 823-2191, 92.

1. PERSONNEL
General Manager—Robert L. Harper.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 760 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 10,000 w.; 104.3 mc.
Operating schedule: Duplicates AM programming. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network, The Tobacco Radio Network.

TIME RATES
Eff ——— Rec'd 10/8/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	5.25	5.00	4.75	4.55	4.35
30 sec	4.25	4.00	3.75	3.50	3.25
		156x	208x	260x	312x
1 min		4.15	4.00	3.85	3.75
30 sec		3.00	2.75	2.60	2.50

TAYLORSVILLE (2 AM)

Alexander County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WSTH
1964

Subscriber to the NAB Radio Code
Media Code 4 234 8200 0.00
The Alexander Broadcasting Company, Inc., Box 997, Taylorsville, N. C. 28681. Phone 704-632-4021.

STATION'S PROGRAMMING DESCRIPTION
WSTH: C & W/gospel, emphasis local sports; AP.

1. PERSONNEL
General Manager—Lemmy Hafer.
2. FACILITIES
250 w.; 860 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 8/1/66—Rec'd 8/1/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	2.55	2.05	1.35
26 x	2.45	2.00	1.30
52 x	2.35	1.80	1.15
100 x	2.30	1.80	1.10
300 x	2.10	1.70	1.05
600 x	1.75	1.50	1.00
1000 x	1.40	1.20	.95

7. PACKAGE PLANS

	50 ti	100 ti
1 min in 1 week, ea	1.50	1.30

WTLK
1962

Subscriber to the NAB Radio Code
Media Code 4 234 8250 4.00
International Broadcasting Co., Inc., Box 847, First Ave., S. W., Taylorsville, N. C. 28681. Phone 704-632-4214.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hoyt P. Potts.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
500 w.; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 2/5/73.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100x	500x
1 min	3.25	3.00	2.50	2.25	2.00	1.80
30 sec	2.25	1.95	1.60	1.45	1.30	1.00
10 sec	1.25	1.00	.80	.75	.65	.50

Specified time, extra 10%.
To be used within 30 days.

THOMASVILLE (1 AM; 1 FM)

Davidson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WTNC
1947

Subscriber to the NAB Radio Code
Media Code 4 234 8300 7.00
Thomasville Broadcasting Co., Box 250, State Commercial Bank Bldg., Thomasville, N. C. 27360. Phone 919-476-7701.
Studios—726 Salem St., Thomasville, N. C. 27360.

1. PERSONNEL
Manager—Harold Harrison.
2. FACILITIES
1,000 w. days; 790 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WTNC-FM.
4. AGENCY COMMISSION
None; all rates net to station.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 10/15/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	365x	750x	1500x
1 min	4.00	3.75	3.50	3.00	2.50
30 sec/less	2.75	2.50	2.25	1.75	1.50

WTNC-FM
1940

Subscriber to the NAB Radio Code
Media Code 4 234 8301 5.00
Thomasville Broadcasting Co., Box 250, State Commercial Bank Bldg., Thomasville, N. C. 27360. Phones 919-476-7701, 476-7851.
Studios—726 Salem St., Thomasville, N. C. 27360
See affiliated AM station for additional information.

9. FACILITIES
ERP 3,000 w. (horiz.). 3,000 (vert.); 98.3 mc.
Operating schedule: 5:30 am-10:05 pm.
Antenna ht.: 245 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset to sign-off. For simulcast facilities see WTNC.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES

FM only: 50% of AM rates.

TROY

Montgomery County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WJRM
1961

Subscriber to the NAB Radio Code
Media Code 4 234 8350 2.00
Montgomery Broadcasting, Inc., Box 549, Troy, N. C. 27371. Phone 576-6611.

STATION'S PROGRAMMING DESCRIPTION
WJRM: Programming slanted to our local listeners.

1. PERSONNEL
Pres. & Gen'l Mgr.—John C. Wallace.
2. FACILITIES
1,000 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 5/3/73.

6. SPOT ANNOUNCEMENTS

	1 ti	50 ti	100+
1 min	3.00	2.50	1.75
30 sec	2.00	1.65	1.25

Must be used within 30 days.

7. PACKAGE PLANS

SATURATION, PER WK:	10 ti	25 ti	50 ti	100 ti
10 sec	12.00	20.00	37.50	70.00

NORTH CAROLINA

TRYON

Polk County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WTYN
1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 8400 5.00
WTYN Radio, Box 940, Tryon, N. C. 28782. Phone 803-457-4105.
1. PERSONNEL
Owner & Gen'l Mgr.—Gene Milsteen.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1550 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mountaineer Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/71—Rec'd 5/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	3.00	2.85	2.70	2.55	2.40	2.25	2.10
30 sec	2.40	2.30	2.15	2.05	1.95	1.80	1.70

VALDESE

Burke County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WSVM
1961

NAB

Media Code 4 234 8450 0.00
Burke County Broadcasting Co., Box 99, Valdese, N. C. 28690. Phone 704-874-0000.
Other office—111 Collett St., Morganton, N. C. Phone 704-874-2345.

STATION'S PROGRAMMING DESCRIPTION
WSVM: Contemporary.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William R. Rollins.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-11:15 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network, Suburban Radio Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff ————Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	10 ti	25 ti	50 ti	100 ti
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.25	3.00	2.75	2.50	2.25
15 sec	2.50	2.25	2.00	1.75	1.50

Specified time, per spot extra .25.
DISCOUNT
6 months, or longer, firm contract—10%.
(CR)

WADESBORO

Anson County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WADE
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 234 8500 2.00
WADE Radio, Box 341, Wadesboro, N. C. 28170. Phone 704-694-2175.
1. PERSONNEL
General Manager—W. P. Billingsley.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 1210 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 70 Eff 3/1/73—Rec'd 5/4/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	23 ti	50 ti	100 ti
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50

WALLACE (1 AM; 1 FM)

Duplin County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WLSE — WLSE-FM
1953 — 1972

NAB

Media Code 4 234 8530 7.00
Duplin Broadcasting Co., Inc., Highway 117 N., Wallace, N. C. 28466. Phone 919-285-2187.

STATION'S PROGRAMMING DESCRIPTION
WLSE: Programmed for the family.

1. PERSONNEL
Manager—Grace Heath.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am midnight. EST.
FM-ERP 3,000 w.; 94.3 mc.
Operating schedule: Same as AM.
Antenna ht.: ————.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: The Tobacco Radio Network, North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/27/72—Rec'd 9/27/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	200x	500+
1 min	3.25	3.15	3.05	3.00	2.95	2.85	2.35	1.95
Sta brk.	2.50	2.25	2.10	1.90	1.80	1.75	1.65	1.50

WANCHESE

Dare County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WOBR — WOBR-FM
1970 — 1973

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 8575 4.00
WOBR, Inc., Box 158, Hwy. 345, Wanchese, N. C. 27981. Phone 919-473-3434. TWX 20GT-4.
1. PERSONNEL
Pres. & Gen'l Mgr.—Douglas L. Craddock.
Station Manager—Ken Wright.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
250 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 191.8 ft. above average terrain.
Simulcast Sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: North Carolina News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/73—Rec'd 9/10/73.
SUNRISE-LOCAL SUNSET SIMULCAST AM/FM

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	3.00	2.90	2.85	2.75	2.65
30 sec	2.50	2.40	2.35	2.25	2.15
		156x	312x	624x	1000+
1 min		2.60	2.55	2.50	2.45
30 sec		2.10	2.05	2.00	1.95

AM OR FM

	1x	13x	26x	52x	104x
1 min	2.50	2.40	2.30	2.25	2.20
30 sec	2.00	1.90	1.80	1.75	1.70
		156x	312x	624x	1000+
1 min		2.15	2.10	2.05	2.00
30 sec		1.65	1.60	1.55	1.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	2.75	2.70	2.65	2.60	2.55	2.50
30 sec	2.35	2.25	2.20	2.15	2.10	2.00

Non-simulcast: Less 10%.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	25 min	1/2 hr	1 hr
1 x	7.00	8.00	9.00	16.00	20.00	30.00
52 x	6.00	7.00	8.00	14.00	18.50	28.00
104 x	5.50	6.50	7.50	13.50	17.00	26.00
260 x	5.00	6.25	7.00	12.00	15.00	25.00

Non-simulcast: Less 15%.
Submitted by Douglas L. Braddock.
(Q)

WARRENTON

Warren County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

WARR
1970

Media Code 4 234 8585 3.00
Radio Voice of Warrenton, Box 426, Warrenton, N. C. 27589. Phone 919-257-2111.

STATION'S PROGRAMMING DESCRIPTION
WARR: Rock, R & B, 1 hr gospel.

1. PERSONNEL
General Manager—James H. Mayes, Jr.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w.; 1520 kc.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 8-1-70—Rec'd 12/7/73.

7. PACKAGE PLANS

PER MO:	1 ti	10 ti	20 ti	60+
1 min	2.00	1.95	1.90	1.80
30 sec	1.75	1.70	1.60	1.50
15 sec	1.50	1.45	1.40	1.30

52-WK PLAN, RDS:	1 min	30 sec	15 sec
500 x	1.65	1.35	1.10
1000 x	1.50	1.25	1.00

Maximum 25% of weekly schedule in 1 day.

WARSAW

Duplin County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WTRQ
1971

NAB

Media Code 4 234 8593 7.00
Quinn Broadcasting Co., Box 565, Warsaw, N. C. 28398. Phone 919-293-7861.

STATION'S PROGRAMMING DESCRIPTION
WTRQ: Programmed for general interest.

1. PERSONNEL
Station Manager—J. L. Moseley.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
10,000 w.; 1560 kc. Non-directional, except during critical hours.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None, all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff ————Rec'd 10/2/74.

2. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Flat	3.00	2.00	1.75

WASHINGTON (2 AM; 1 FM)

Beaufort County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WEEW
1961

Media Code 4 234 8600 0.00
Radio Washington, Inc., Box 439, North Carolina National Bank Bldg., Washington, N. C. 27889. Phone 919-946-4124.

STATION'S PROGRAMMING DESCRIPTION
WEEW: MOB gold music; local & net news at :20.

1. PERSONNEL
General Manager—Charlie Carawan.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
500 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Multiple products of same parent company may combine for all applicable discounts, providing they are contracted for by the same agency at the same time.
Member: National Ag-Radio Groups, Inc., Farm Radio Network.

TIME RATES
Eff 7/1/71—Rec'd 6/30/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	5.50	4.50	4.25	4.00	3.80

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WITN
1942

NAB

Media Code 4 234 8650 5.00
Tarheel Broadcasting System, Inc., WITN Radio, Box 793, Washington, N. C. 27889. Phone 946-2162.
Studio—Hwy. 17, one mile south of Washington, N. C.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert E. Frowein.
2. REPRESENTATIVES
PRO/Meeker Radio.
South—Southern Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 9:30 kc.
Directional—nighttime only.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 net charges for time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with The Rep Network.
Member: The Tobacco Radio Network, Carolina Radio Network: North Carolina News Network.

TIME RATES
Rates effective July 1, 1964. (Card No. 9.)
Card received June 1, 1964.
Traffic Times—7:00-9:00 am and 4:00-6:00 pm Mon thru Fri.
Other Times—5:00-7:00 am, 9:00 am-4:00 pm and 6:00-11:00 pm Mon thru Fri; all day Sat and Sun.

6. SPOT ANNOUNCEMENTS

TRAFFIC TIMES

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	6.50	6.20	5.90	5.50
5 ti	6.00	5.70	5.40	5.10
10 ti	5.80	5.50	5.20	4.90
20 ti	5.50	5.20	5.00	4.70
50 ti	5.30	5.00	4.80	4.50

OTHER TIMES

1 ti	4.50	4.30	4.00	3.30
5 ti	4.00	3.80	3.60	3.40
10 ti	3.80	3.60	3.40	3.20
20 ti	3.50	3.30	3.20	3.00
50 ti	3.30	3.10	3.00	3.00

30-seconds or less—80% of 1-minute rate.
Traffic times and other times may be combined for earned discounts.

WITN-FM
1965

NAB

Media Code 4 234 8651 3.00
Tar Heel Broadcasting System, Inc., Box 793, U. S. Hwy. 17 South, Washington, N. C. 27889. Phone 919-946-2162.
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w.; 93.3 mc.
Operating schedule: 6:00 am-midnight. EST.
Antenna ht.: 1,300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
TV facilities: WITN-TV.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective ————. (Card No. 1.)
Card received October 14, 1965.

6. SPOT ANNOUNCEMENTS

	1 min		1 min
1 ti	7.00	156 ti	5.00
26 ti	6.50	260 ti	4.50
52 ti	6.00	312 ti	4.00
104 ti	5.50		

WAYNESVILLE

Haywood County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WHCC
1947

Subscriber to the NAB Radio Code
Media Code 4 234 8700 8.00
Waynesville Broadcasting Co., Box 659, 139-1/2 Main St., Waynesville, N. C. 28786. Phone 456-3661.

STATION'S PROGRAMMING DESCRIPTION
WHCC: MUSIC: country, MOR, gospel.

1. PERSONNEL
Gen'l Mgr. & Prog. Dir.—Allen W. Askins, Jr.
Treasurer—J. W. Byrne.
2. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:00 am-midnight weekdays; 7:00 am-10:00 pm Sun. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff ————Rec'd 11/29/72.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	260x	365x	520x	1000x
1 min	2.00	1.75	1.60	1.45	1.25
30 sec	1.80	1.50	1.40	1.25	1.10
10 sec	1.35	1.15	1.00	.85	.70

7. PACKAGE PLANS

	10 ti	25 ti	50 ti	100 ti
1 min	20.00	43.75	80.00	145.00
30 sec	18.00	37.50	70.00	125.00
Billboard spot	13.50	28.75	50.00	85.00

WELDON

Halifax County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

See Roanoke Rapids (including Weldon)

WENDELL-ZEBULON

Wake County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WETC
1959

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 8800 6.00
Wendell-Zebulon Radio Co., Inc., Box 280, Wendell, N. C. 27591. Phone 269-9325.
Studio—Hwy 64, Wendell-Zebulon, N. C.

STATION'S PROGRAMMING DESCRIPTION
WETC: Programmed country music.

1. PERSONNEL
Gen'l, Sta. & Com'l Mgr.—Bill Kirby.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
5,000 w.; 540 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Carolina Radio Network, Farm Radio Network.

TIME RATES
No. 4 Eff 7/1/72—Rec'd 7/27/72.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	300x	600x	1000x	1500x
15 sec	3.80	3.40	3.00	2.70	2.40	2.20	2.00
30 sec	5.20	4.80	4.10	3.70	3.30	3.00	2.70
1 min	6.80	6.00	5.30	4.80	4.30	3.90	3.50

(This listing continued on next page)

NORTH CAROLINA

Wendell-Zebulon—W E T C—Continued

10. SPECIAL FEATURES
MUSIC, WEATHER, NEWS

	1x	50x	100x	300x
2 min	7.60	8.70	6.00	5.40
5 min	9.40	8.40	7.50	6.70

WEST JEFFERSON

Ashe County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

W K S K
1950

Subscriber to the NAB Radio Code
Media Code 4 234 8850 1.00
Childress Broadcasting Co. of West Jefferson, Box 411, West Jefferson, N. C. 28694. Phone 919-246-8001, 246-6601.
1. PERSONNEL
General Manager—Jan Caddell.
2. FACILITIES
500 w. days; 580 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/72—Rec'd 1/31/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	520x
1 min	5.00	4.75	4.50	3.25	3.15	3.00
30 sec	3.00	2.80	2.60	2.40	2.20	2.00

WHITEVILLE (1 AM; 1 FM)

Columbus County—Map Location H-8
See SRDS consumer market map and data at beginning of the State.

W E N C
1946

Media Code 4 234 8900 4.00
Whiteville Broadcasting Co., Box 700, Whiteville, N. C. 28472. Phone 919-642-2123.

STATION'S PROGRAMMING DESCRIPTION
WENC: Programmed primarily for adults, with afternoon block for teens.
1. PERSONNEL
General Manager—Don Viets.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
5,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

W E N C-F M
1962

FM FACILITIES
ERP 45,000 w.; 99.1 mc.
Operating schedule: Duplicates AM during day; programmed separately at night. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network, North Carolina News Network.

TIME RATES
Rates effective January 1, 1965. (Card No. 5.)
Card received April 19, 1965.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	5.50	104 ti	4.55
12 ti	5.30	156 ti	4.30
26 ti	5.05	260 ti	4.05
52 ti	4.88	312 ti	3.30

WILKESBORO

Wilkes County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

See North Wilkesboro-Wilkesboro

WILLIAMSTON (1 AM; 1 FM)

Martin County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

W I A M
1950

Media Code 4 234 8950 9.00
Fargey Broadcaster's, Inc., Hwy. 17 North, Williamston, N. C. 27892. Phone 792-4181.

STATION'S PROGRAMMING DESCRIPTION
WIAM: Programmed for general interest.
1. PERSONNEL
General Manager—William H. Farrior.
2. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
4. AGENCY COMMISSION
15% on time and talent; 2% cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Carolina Radio Network, Farm Radio Network, North Carolina News Network, The Tobacco Radio Network.

TIME RATES
Eff 6/1/70—Rec'd 7/9/70.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

	1x	13x	26x	52x	104x	156x	260x	312x
Ea.	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75

W I A M-F M
1962

Media Code 4 234 8951 7.00
Fargey Broadcaster's Inc., Box 590, Hwy. 17 N., Williamston, N. C. 27892. Phone 792-4181.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 103.7 mc.
Operating schedule: 9:00 am-11:15 pm daily. EST.
Antenna ht.—252 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
Rates effective ————.
Rates received November 12, 1962.

6. SPOT ANNOUNCEMENTS
(1 minute or less)

1 ti	2.75	194 ti	2.25
12 ti	2.50	156 ti	2.00
26 ti	2.00	260 ti	1.75
52 ti	2.50	312 ti	1.50

WILMINGTON (4 AM; 3 FM)

New Hanover—Map Location J-6
See SRDS consumer market map and data at beginning of the State

W A A V (F M)
1970

Media Code 4 234 8975 6.00
New Hanover Broadcasting Co., 211 N. 2nd St., Wilmington, N. C. 28401. Phone 919-763-6511.
See affiliated AM station for additional information.
AM facilities: WGNI.

STATION'S PROGRAMMING DESCRIPTION
WAAV (FM): Programmed for general interest. MUSIC: adult music, specifically 21+. General popular music, standards, jazz oriented MOR. 75% instrumental, 25% vocals. COMMERCIAL POLICY: maximum 2 minute announcements each quarter hr. Contact Representative for further details. Rec'd 1/17/75.
1. PERSONNEL
Sales Manager—Zeke Church.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 2/1/75—Rec'd 2/6/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	14 ti	21 ti	28+	1 ti	14 ti	21 ti	28+
	— 1 min —				— 30 sec —			
1 wk.	5.00	4.50	4.00	3.50	4.00	3.60	3.30	2.90
13 wk	4.50	4.00	3.50	3.10	3.60	3.20	2.90	2.60
52 wk	4.00	3.50	3.10	2.70	3.30	2.90	2.60	2.20

Fixed: extra per spot .40.

7. PACKAGE PLANS

ROS BULK, PER YR:	600x	1200x	1800x
1 min	3.50	3.00	2.60
30 sec	2.90	2.50	2.10

Fixed: extra per spot .40.

10. SPECIAL FEATURES

NEWS/WEATHER:	1 wk	13 wk	52 wk
2 min	8	7	6

Incl open & close plus 1 1-min spot.
Minimum contract, 5 per wk.

Minimum schedule, 15.00 per wk.

W G N I
1946

Media Code 4 234 9000 2.00
New Hanover Broadcasting Co., Inc., 211 N. Second St., Wilmington, N. C. 28401. Phone 919-763-6511.

STATION'S PROGRAMMING DESCRIPTION
WGNI: Programmed for general interest.
MUSIC: top 40. NEWS: 5 min network, national & regional at :15; local at :15 alternating with network. Bulletins at :45 & as received. Equipped for remote broadcasts. RELIGION: Sun am, church service 11 am. Contact Representative for further details. Rec'd 11/28/73.
1. PERSONNEL
General Manager—James R. Pridemore.
Chief Engineer—Charles Lewis.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL RATE POLICY
FM facilities: WAAV (FM).
Member: North Carolina News Network.

TIME RATES
No. 9 Eff 3/1/71—Rec'd 1/8/73.
AA—Mon thru Sat 6-9 am & 3-6 pm, or fixed times.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
AA	4.25	3.00	2.25
A	3.75	2.75	2.00

7. PACKAGE PLANS
No. 1—20+ spots per wk/13 wk contract.
No. 2—25 spots per day.
No. 3—45 spots/3 consec days.
No. 4—70 spots/7 consec days.

	1 min	30 sec	10 sec
AA	3.75	2.75	2.00
A	3.25	2.50	1.75

CONTRACT BULK PLAN—ROS

	1 min	30 sec
350+ over 26 wk	3.65	2.65
500+ over 52 wk	3.50	2.60
1000+ over 52 wk	3.25	2.50
2000+ over 52 wk	3.00	2.40

AA/fixed: per spot extra .25.
Short rate of total contracted not used.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
AA	15.00	27.50	37.50	60.00	100.00
A	10.50	17.50	25.00	45.00	80.00

10. SPECIAL FEATURES
NEWS, WEATHER, SPORTS

	AA	A
3 min—open & close, 30-sec spot	6.50	4.00
5 min—open & close, 1-min spot	7.50	5.00

W H S L
1963

Media Code 4 234 9050 7.00
The Progressive Broadcasting Corp., Drawer 2025, Eagle Island, Brunswick County, Wilmington, N. C., 28401. Phone 919-752-4491. Atlanta phone 404-355-0757.

STATION'S PROGRAMMING DESCRIPTION
WHSL: Programmed for adults 21-40.
MUSIC: top 40 of golden oldies. NEWS: 5-min at :30; headlines at :00. FARM: news daily, 5 stock market reports daily. Stringer reports from beaches, police & city hall. SPORTS: local & national throughout day. Remotes available. Contact Representative for further details. Rec'd 4/9/73.
1. PERSONNEL
President—William O. Jones.
General Manager—William B. Humble.
Operations Director—Bill Johnson.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Southeast—W. O. Jones, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0. Payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 25a.
Contracts: 40a.
Cancellation: 71a, 73a.
FM facilities: WWIL (FM).
Affiliated with MBS.
Affiliated with ATA Radio Network.

TIME RATES
Eff 3/1/74—Rec'd 3/19/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	1x	52x	156x	312x	624x	1000x
1 min	8.00	7.25	6.50	5.75	5.00	4.50
30 sec	7.00	6.25	5.50	4.75	4.00	3.50
CLASS A						
1 min	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.00	4.50	4.00	3.50	3.00	2.50

10 sec: Flat 2.00.

7. PACKAGE PLANS

30 DAYS, 1/3AA, 2/3A:	30 sec	1 min
100 ti	250	350

W K L M
1957

Media Code 4 234 9100 0.00
WKLM Radio, Box 432, 118 Princess St., Wilmington, N. C. 28401. Phone 919-763-4633.

STATION'S PROGRAMMING DESCRIPTION
WKLM: Programmed for general interest.
5 air personalities handle all segments. MUSIC: country and western. News briefs: local, regional, national, international, at :15 & :45. Sports briefs at :10. Weather at :30, religious song at :23, community news at :60. Farm market news M-F, 12:50-12:35 pm. Area school news Sat 2 pm-sign-off. Religious programs, taped and live, Sun sign-on-noon. County farm news M-Sat 11:50-11:52 am. Religious program feature M-Sat 6:35-6:40 pm. Fishing reports Thurs 11:32 am, 12:37 pm, 5:32 pm. Public service announcements throughout each day. Equipped for remotes. Contact Representative for further details. Rec'd 10/19/67.
1. PERSONNEL
President—Harold H. Thoms.
Sta. & Sales Mgr.—Jack Inman, Jr.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
South—David Carpenter Company.
Thoms Radio-TV Enterprises, Inc.
3. FACILITIES
5,000 w.; 950 kc.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% to recognized agencies; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 5c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 80a, 81a, 81b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 61, 82.
Affiliated with American Entertainment Network
Member: Farm Radio Network.

TIME RATES
Eff 7/1/66—Rec'd 1/23/67.

7. PACKAGE PLANS
ROS
1-WEEK SATURATION PLAN

PER WK, EA:	48 ti	36 ti	24 ti	18 ti	12 ti	6 ti
1 min	5.00	6.00	6.50	7.00	7.50	8.00
20/30 sec	3.50	4.20	4.55	4.90	5.25	5.60
10 sec ID	2.50	2.00	2.25	2.50	2.75	4.00
13-WEEK SATURATION PLAN						
1 min	4.75	5.70	6.20	6.65	7.15	7.60
20/30 sec	3.30	4.00	4.30	4.55	5.00	5.30
10 sec ID	2.35	2.85	3.10	3.30	2.55	3.80
26-WEEK SATURATION PLAN						
1 min	4.50	5.40	5.85	6.30	6.75	7.20
20/30 sec	3.15	3.80	4.10	4.40	4.70	5.05
10 sec ID	2.25	2.70	2.80	3.15	3.35	2.00
52-WEEK SATURATION PLAN						
1 min	4.25	5.10	5.50	5.95	6.35	6.80
20/30 sec	2.95	3.55	3.85	4.15	4.45	4.75
10 sec ID	2.10	2.55	2.75	2.95	2.10	2.40

8. PROGRAM TIME RATES
PROGRAM STRIP RATES
5-Minute Spotline Plan
5-minute programs at 4:30 pm are available for news, sports, weather, market summary or other participation. Also available within balanced musical segments.

Per program:	1 wk.	12 wks.	26 wks.	52 wks.
48 times	10.00	9.50	9.00	8.50
36 times	12.00	11.40	10.80	10.20
24 times	12.00	12.40	11.70	11.00
18 times	14.00	12.20	12.60	11.90
12 times	15.00	14.00	13.50	12.70
6 times	18.00	15.20	14.40	13.60
1-5 times	20.00	18.00	16.80	17.00

W M F D
1955

Subscriber to the NAB Radio Code
Media Code 4 234 9150 5.00
R. A. Dunlea Broadcasting Industries, Box 1889, 518 Orange St., Wilmington, N. C. 28401. Phone 919-762-4474.

STATION'S PROGRAMMING DESCRIPTION
WMFD: Programmed for young adults.
MUSIC: contemporary, single hits from 70's, 60's & 50's. NEWS: network at :50, local at :30. SPORTS: area college football & basketball. Swap shop 11:07-11:55 am. Negro gospel programs Sun 8-9 am. Contact Representative for further details. Rec'd 7/1/74.
1. PERSONNEL
General Manager—R. J. Hurley
Program Director—Gregg Allinson.
Chief Engineer—Howard Bright.
2. REPRESENTATIVES
The Devney Organization, Inc.
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w.; 630 kc. Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Basic Rates: 20b.
Cancellation: 70a.
Affiliated with CBS.

TIME RATES
No. 4 Eff 10/1/70—Rec'd 9/1/70.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	8.00	7.50	7.00	6.50	6.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
Flat	40	24	12

W M F D-F M
1969

Media Code 4 234 9151 3.00
Dunlea Broadcasting Industries, Inc., Box 1889, 518 Orange St., Wilmington, N. C. 28401. Phone 919-762-4474.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMFD-FM: Programmed for general audience.
MUSIC: adult music, 50% vocals, 50% instrumentals. Classical music 9-10 pm. NEWS: network at :60. Contact Representative for further details. Rec'd 8/19/74.
2. FACILITIES
ERP 2,014 w. (horiz.), 2,014 w. (vert.); 100.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 347 ft. above average terrain.

TIME RATES
Eff————Rec'd 4/29/71.

6. SPOT ANNOUNCEMENTS
Flat 4.00

W W I L (F M)
1970

Media Code 4 234 9153 0.00
Wilmington Broadcasting, Inc., Drawer 2025, One Radio Ln., Eagles Island, Wilmington, N. C. 28401. Phone 919-762-4491. Atlanta phone 404-355-0757.
See affiliated AM station for additional information.
AM facilities: WHSL.

STATION'S PROGRAMMING DESCRIPTION
WWIL (FM): MUSIC: rhythm & blues. Local news & weather. Community bulletin board. Contact Representative for further details. Rec'd 7/31/72.
1. PERSONNEL
Manager—Otis Bowen.
3. FACILITIES
ERP 27,500 w. (horiz.), 27,500 w. (vert.); 97.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 165 ft. above average terrain.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 1 Eff 4/1/72—Rec'd 7/17/72.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

PER WK:	PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	1 x	9.41	7.06	8.23	5.89
6 x	52 x	8.23	5.89	7.06	5.29
12 x	156 x	7.06	4.70	5.89	4.70
18 x	312 x	5.89	4.12	4.70	3.52
24 x	624 x	4.70	3.52	3.82	2.35

10-sec: 2.06.
Midnight-6 am: 50% of applicable AA rate.

WILSON (3 AM; 1 FM)

Wilson County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WGTM
1937

NAB RAB

Media Code 4 234 9200 6.00
Campbell Broadcasting, Inc., Box 3837, Wilson, N. C. 27893. Phone 919-243-2188.

1. PERSONNEL
President—A. Hartwell Campbell.
General Manager—Thomas H. Campbell.
Operations Manager—James W. Apple.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
5,000 w.; 590 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Actual time of five minute periods four minutes, 40 seconds.
Member: The Tobacco Radio Network; North Carolina News Network.

TIME RATES
Eff 10/1/67—Rec'd 12/22/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1000 x	3.00	2.25	1.00
500 x	3.50	2.50	1.10
250 x	3.75	2.75	1.20
200 x	4.00	3.00	1.30
150 x	4.25	3.25	1.40
100 x	4.50	3.50	1.60
50 x	4.75	3.75	1.80
1 x	5.00	4.00	2.00

6. PROGRAM TIME RATES

PER YR:	500x	250x	200x	150x	100x	50x	1x
1 hr	30.00	35.00	40.00	45.00	50.00	55.00	60.00
1/2 hr	18.00	21.00	24.00	27.00	30.00	33.00	36.00
25 min	15.00	17.50	20.00	22.50	25.00	27.50	30.00
15 min	9.00	10.50	12.00	13.50	15.00	16.50	18.00
10 min	6.00	7.00	8.00	9.00	10.00	11.00	12.00
5 min	5.50	6.25	7.00	7.75	8.50	9.25	10.00

WLLY
1960

Media Code 4 234 9250 3.00
Harry A. Epperson, Jr., Box 1513, Wilson, N. C. 27893. Phone 237-1830.

1. PERSONNEL
Manager—Raymond P. Frazier.
Program Director—Lorraine Gay.
3. FACILITIES
1,000 w.; 1350 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Comb.; Cont. Discounts: 60a.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Rates effective November 1, 1960.
Rates received December 15, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	50.00	25.00	15.00	8.25	5.50
13 times	49.00	24.00	14.00	8.00	5.35
26 times	48.00	23.00	13.50	7.75	5.20
39 times	47.00	22.00	13.00	7.50	5.10
52 times	46.00	21.00	12.50	7.25	5.00
78 times	42.00	20.00	12.00	7.00	4.75
104 times	38.00	19.00	11.50	6.75	4.50
156 times	35.00	18.00	11.00	6.50	4.25
260 times	32.00	17.00	10.50	6.25	4.00

(*) 1 minute or less.

WVOT WVOT-FM
1948 1961

Subscriber to the NAB Radio Code
Media Code 4 234 9300 6.00
Wilson Radio Co., Inc., Box 170, Hwy. 301 North, Wilson, N. C. 27893. Phone 919-243-5137.

STATION'S PROGRAMMING DESCRIPTION
WVOT: Programmed for adults
NEWS: local, regional, and national. Weather: farm programming by farm service director. SPORTS: nearly 200 play-by-play broadcasts each year, including high school and college football, basketball, stock car racing, and golf. MUSIC: middle-of-the-road music but with 2-1/2 hours daily country and western, and 2 hour daily Negro program with musical requests, plus area Negro church, civic and school news and obituaries. Sponsors given minimum 10 min competitor protection. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Manager—Harry Beverance.
Assistant Manager—Wistar Moore, Jr.
2. REPRESENTATIVES
New England—New England Spot Sales, Inc.
South—Southern Spot Sales, Inc.
San Francisco—The Sandberg-Glenn Co.
Southwest—Mario Messina Company.
3. FACILITIES
1,000 w days, 500 w. nights; 1420 kc.
Directional—nighttime only.
Operating schedule: 6 am-11 pm. EST.
FM-ERP 23.500 w.; 106.1 mc.
Operating schedule: Same as AM.
Antenna ht.—205 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 44a, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60d, 60h, 61b, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80.
Member: Carolina Radio Network, Farm Radio Network.

TIME RATES
Eff———Rec'd 1/4/72.

6. SPOT ANNOUNCEMENTS
1 min. flat 7.00 30 sec. flat 5.60

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	50.00	25.00	15.00	9.25
13 x	49.00	24.00	14.00	9.00
26 x	48.00	23.00	13.50	8.75
39 x	47.00	22.00	13.00	8.50
52 x	46.00	21.00	12.50	8.25
78 x	42.00	20.00	12.00	8.00
104 x	38.00	19.00	11.50	7.65
156 x	35.00	18.00	11.00	7.50
260 x	32.00	17.00	10.50	7.25

WINDSOR

Bertie County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WBTE
1969

NAB

Media Code 4 234 9325 3.00
Bertie County Broadcasting Co., Inc., Box 509, Windsor, N. C. 27983. Phone 919-794-3131.

STATION'S PROGRAMMING DESCRIPTION
WBTE: C & W music with Nashville sound.

1. PERSONNEL
Manager—Kenneth Wayne Stevens.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w.; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4 AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, North Carolina News Network.

TIME RATES
Eff———Rec'd 3/9/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75

WINSTON-SALEM (6 AM; 3 FM)

Forsyth County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	53	41	47	35
B	53	41	47	35
C	33	30	33	25
D	20	20	20	20
AVERAGE	40	33	37	29

WAAA
1950

Media Code 4 234 9350 1.00
Media Broadcasting Corp., Box 11197, Winston-Salem, N. C. 27106. Phone 919-767-0430.

STATION'S PROGRAMMING DESCRIPTION
WAAA: Programmed to the Black Community.
MUSIC: Popular, R & B, Gospel. NEWS: at :30; community at 15. Active in community affairs, schools, churches & recreational activities. Contact Representative for further details. Rec'd 12/18/72.

1. PERSONNEL
General Manager—Robert B. Brown.
Sales Manager—Rona Burns.
2 REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 14b, 15a.
Basic Rates: 20b, 24c, 25a, 26, 29a, 33a.
Contracts: 40a, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60, 60a, 60k, 61c, 62b.
Cancellation: 70e, 71a, 72, 73b.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 1/1/73—Rec'd 12/18/72.
AA—6-10 am & 3 pm-sign-off.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 1 ti	A 12 ti	A 18 ti	A 24 ti
1 min.	16.00	13.60	12.00	10.40	13.60	11.20	10.40	9.60
30 sec.	12.80	10.90	9.60	8.40	10.90	9.00	8.40	7.70

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	144	75	40	25	15

Edited by Evelyn White.

WAIR
1937

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 9400 4.00
Holiday Broadcasting Corp., Box 2099, Hutton St. Ext., Winston-Salem, N. C. 27102. Phone 919-722-1347.

STATION'S PROGRAMMING DESCRIPTION
WAIR: Programmed for young adults 12M-7 pm; Negro audience 7 pm-12M.
AIR PERSONALITIES with Negro personality at night. MUSIC: Top 40 & oldies with R & B at night. NEWS: Network news at :55, headlines am drivetime. SPORTS oriented. Weekly college football & basketball. Sat scoreboard (during football season). Rec'd 7/28/75.

1. PERSONNEL
President—John W. Googe.
Exec. Vice-Pres. & Gen'l Mgr.—Nick Patella.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Operating schedule: 24 hours daily. EST
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 28b, 28c, 29b, 30, 31.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60e, 60b, 60i, 62d.
Cancellation: 70d, 71a.
Prod. Services: 81, 82.
FM facilities: WSEZ (FM).
Member: Nurth Carolina News Network.

TIME RATES
Eff———Rec'd 2/21/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other spots.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 12 ti	AA 18 ti	AA 24 ti	AA 36 ti	A 12 ti	A 18 ti	A 24 ti	A 36 ti
1 min.	15.00	13.50	12.50	10.50	12.50	11.00	10.00	8.00

30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
4 wk—5% 26 wk—15%
13 wk—10% 52 wk—20%

WKBX
1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 234 9500 1.00
Stuart W. Epperson, 3066 Trenwist, Winston-Salem, N. C. 27103. Phone 919-765-1551.

STATION'S PROGRAMMING DESCRIPTION
WKBX: Programmed for adults and young adults.
PERSONALITIES emcee music shows. MUSIC: country and western, approximately 90% singles and 10% albums. Phone requests and dedications. Audience participation programs and contests. Personalities and station mobile units available for remote broadcasts. Editorials broadcast frequently. Farm programming 7 hours weekly. Contact Representatives for further details. Rec'd 11/5/71.

1. PERSONNEL
General Manager—Curley Howard.
Sales Manager—L. B. Saunders.
Program Director—Ed Snow.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
10,000 w.; 1500 kc.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12d, 13d, 14g, 15b, 16.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60h, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS and KBS.
Sold in combination with WKBA, Roanoke, Va.; 20% discount.

TIME RATES
No. 3 Eff 6/1/68—Rec'd 6/10/68.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	10.00	9.00	8.00	7.00	6.00	5.00	4.00
10 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

NORTH CAROLINA

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	9.00	8.00	7.00	6.00
30 sec	7.00	6.00	5.00	4.00
10 sec	4.50	4.00	3.50	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	100	60	40	25	15

WPGD
1960

Subscriber to the NAB Radio Code
Media Code 4 234 9525 6.00
Forsyth County Broadcasting Co., Drawer N-1, Winston-Salem, N. C. 27105. Phone 919-723-3568.
Business office: 3906 S. Mission Oaks Dr., Chattanooga, Tenn. 37412. Phones 615-867-9292, 9983.

STATION'S PROGRAMMING DESCRIPTION
WPGD: Programmed for adults, factory workers, housewives and driving audience.
MUSIC: quartet type gospel. Format: gospel news & public service. Gospel includes gospel music, Religious broadcasts, remote live church services, interviews & live phone-in conversations where listeners express themselves. NEWS: every 15 min during drive segments together with weather & other information. Public service includes a broadcast on Sat. civic & lteligious announcements, classified corner 30 min phone-in articles for sale daily. Educational programs daily. Rec'd 12/8/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert A. Mayer.
Station Manager—Marvin Swisher.
3. FACILITIES
1,000 w. days; 1550 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14e, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47c, 48, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Tobacco advertising not acceptable.

TIME RATES
Eff 6/1/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

5-DAY WK:	1 min	30 sec
900+, 4+ per day	2.65	2.00
612 x, 3 per day	3.00	2.25
312 x, 2 per day	3.20	2.50
1 x, 1 per day	3.50	2.75

7. PACKAGE PLANS

PER WK:	25 ti	50 ti	75 ti
1 min	2.60	2.50	2.20
30 sec	1.95	1.75	1.50

To be used in 6 days.
15 sec: ea 1.25.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Sunday	58	30	16
Weekly	48	25	14
Daily (at least 5)	38	20	10

WSEZ (FM)
1947

RAB

Media Code 4 234 9531 6.00
Triad Broadcasting Co., Inc., Box 598, Hutton St. Ext., Winston-Salem, N. C. 27102. Phone 919-724-5504.
See affiliated AM station for additional information.
AM facilities: WAIR.

STATION'S PROGRAMMING DESCRIPTION
WSEZ (FM): MUSIC: popular music 6:30 pm-1 am. NEWS: at :55. RELIGION: nationally syndicated religious programs 6 am-6:30 pm. Rec'd 7/28/75.

1. PERSONNEL
Exec. Vice-President—Nick Patella.
General Manager—Don Matney.
3. FACILITIES
ERP 34.000 w.; 93.1 mc.
Operating schedule: 19 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: North Carolina News Network.

TIME RATES
No. 1 Eff 5/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

PER 30 DAYS:	10 ti	25 ti	50 ti	100 ti
1 min	10.00	9.00	8.00	7.00
30 sec	5.50	5.00	4.50	4.00
10 sec	3.30	3.00	2.70	2.40

8. PROGRAM TIME RATES

	10x	25x	50x	100x
1 hr	70	65	55	50

Incl intro, close & 8-min of commercial time.

CONTRACT DISCOUNT
6 mo—10%.

WSGH-FM
1972

Media Code 4 234 9537 3.00
Golden Circle Broadcasting Corp., Box 11987, 4950 Indiana Ave. Extended, Winston-Salem, N. C. 27106. Phone 919-767-2986.

STATION'S PROGRAMMING DESCRIPTION
WSGH-FM: Contemporary top 40. Rec'd 1/3/75.

1. PERSONNEL
President—Robert B. Brown.
General Manager—Patricia S. Hoops.
Program Director—Steven Marshall Hibbard.

(This listing continued on next page)

NORTH CAROLINA

Winston-Salem—W S G H-FM—Cont'd

3. FACILITIES
ERP 40,000 w. (horiz.), 12,500 w. (vert.); 107.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 290 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 30 days.
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14b, 15b, 15d.
Basic Rates: 21a, 22b, 23b, 26, 28b, 33a.
Contracts: 40a, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70e, 72, 73a.
Prod. Services: 80.

TIME RATES
Eff ———Rec'd 10/1/74.

8. SPOT ANNOUNCEMENTS

ALL TIME CLASSES:	1 min	30 sec
Fixed	20	10

WSJS
1930

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 9550 6.00
Summit Communications, Inc., Box 3018, 875 W. Fifth St., Winston-Salem, N. C. 27102. Phone 919-724-1936.

STATION'S PROGRAMMING DESCRIPTION
WSJS: Programmed for adults & young adults. MUSIC: current & recent MOR hits. AIR PERSONALITIES handle all segments. NEWS: network at :60 4 member news staff. News blocks: 7-7:15 am, noon-12:15 pm, 5-5:15 pm, 6-6:30 pm. 57 detailed weather reports daily. Telephone conversation involving audience participation 9-11 pm. FARM: agent reports & tobacco news 5-6 am; farm commodity prices 12:05 pm M-F. Business & stock market reports 5-5:15 pm. SPORTS: 3 daily programs, university football & basketball, pro golf tournaments. Contact Representative for further details. Rec'd 1/28/75.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Richard C. Barron.
Sales Manager—Roger F. Stockton.
Operations Manager—Randy Gibson.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 600 kc.
Directional—Separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 on time; when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15d, 15e.
Basic Rates: 20a, 21a, 21b, 23a, 24c, 26, 28c, 29a.
Contracts: 40c, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WTQR (FM).
Affiliated with NBC.
Member: The Tobacco Radio Network.

TIME RATES
WSJS/WTQR (FM) COMBINATION
No. 23 Eff 6/1/75—Rec'd 8/4/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
AAA	65	63	61	59	52	50	48	46
AA	59	57	55	54	47	45	43	41
A	53	51	49	47	42	40	38	36
B	47	45	43	41	38	36	34	32

ID's 50% of 1-min.
AM/FM only: Deduct 10.00 for 1-min; 8.00 for 30-sec.
Submitted by Dick Barron.

WTOB
1947

RAB

Media Code 4 234 9600 2.00
Woods Communication Corp., Box 5129, Winston-Salem, N. C. 27103. Phone 919-723-4353.

STATION'S PROGRAMMING DESCRIPTION
WTOB: MUSIC: contemporary combined with familiar gold records. NEWS: every hour plus half hour casts in drive times. Special programs for community involvement range from old radio shows & senior citizens' tennis tournaments to year-end countdowns, request lines, disc jockey ballgames & contests. Special, locally produced programs, weekend beach patrol, ski reports, rock concerts & news roundtables. Contact Representative for further details. Rec'd 1/10/75.

1. PERSONNEL
General Manager—John Woods.
Sales Manager—Bob Sprink.
Prog. & News Dir.—Bill McQuage.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1380 kc.
Directional—nighttime only.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only; 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 33d.
Contracts: 40a, 45.
Cancellation: 70a, 70e, 71a.
Affiliated with American Information Network.

TIME RATES
No. 2 Eff 4/1/75—Rec'd 3/24/75.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I 12 ti	I 18 ti	I 24 ti	II 12 ti	II 18 ti	II 24 ti
1 min	33	31	29	30	28	26
30 sec	26	24	22	23	21	19
				III		
1 min				25	24	23
30 sec				18	16	14

7. PACKAGE PLANS
TAP—1/3I, 1/3II, 1/3III

PER WK:	18 ti	24 ti	30 ti
1 min	27	26	24
30 sec	22	21	19

Submitted by John Woods.

WTQR (FM)
1947

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 234 9650 4.00
Summit Communications, Inc., Box 3018, 875 W Fifth St., Winston-Salem, N. C. 27102. Phone 919-724-1924.
See affiliated AM station for additional information.
AM facilities: WSJS.

STATION'S PROGRAMMING DESCRIPTION
WTQR (FM): Programmed for young adults and adults 18-49.
MUSIC 80%: modern country. Country hits of past 15 years blended with current country hits. 10-12 min of music with title & artist for each record. NEWS: 5 min news & weathercast at :37. County agent report, farm market prices & local public affairs interview daily M-F. Maximum for talk elements, excluding news and including commercials, 8-1/2 min per hour. COMMERCIAL POLICY: approx 7-1/2 minutes per hour. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
General Manager—Richard Barron.
Sales Manager—Roger Stockton.
Operations Manager—Randy Gibson.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 50,000 w. (vert.), 50,000 w. (horiz.); 104.1 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,380 ft. above average terrain.

TIME RATES
Sold in combination with WSJS. See that listing.
Submitted by Dick Barron.

YADKINVILLE

Yadkin County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WYDK
1968

RAB

Media Code 4 234 9700 7.00
B & B Broadcasting Co., Inc., Box 125, Rt. 1, Yadkinville, N. C. 27055. Phone 919-679-2200.

1. PERSONNEL
General Manager—William R. Miller.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1,000 w.; 1480 kc. Directional.
Operating schedule: ———. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 4/1/74—Rec'd 5/28/74.
AA—6-9 am, noon-2 pm & 3 pm-sign-off; Sun all day.
A—9 am-noon & 2-3 pm.

6. SPOT ANNOUNCEMENTS

	1x	10x	30x	50x	150x	300x	500x
			CLASS AA				
1 min	3.60	3.05	2.90	2.70	2.50	2.35	2.15
30 sec	2.75	2.35	2.20	2.05	1.95	1.80	1.65
20 sec	2.15	1.85	1.70	1.60	1.50	1.40	1.30
10 sec	1.60	1.35	1.30	1.20	1.10	1.05	.95
			CLASS A				
1 min	3.15	2.70	2.50	2.35	2.20	2.05	1.90
30 sec	2.50	2.15	2.00	1.90	1.75	1.65	1.50
20 sec	1.90	1.60	1.50	1.45	1.35	1.25	1.15
10 sec	1.45	1.25	1.15	1.10	1.00	.95	.90

7. PACKAGE PLANS

10 DAYS, ROS:	100 ti	50 ti	30 ti	20 ti
1 min	1.75	2.00	2.10	2.20
30 sec	1.40	1.60	1.65	1.75
20 sec	1.30	1.45	1.50	1.60

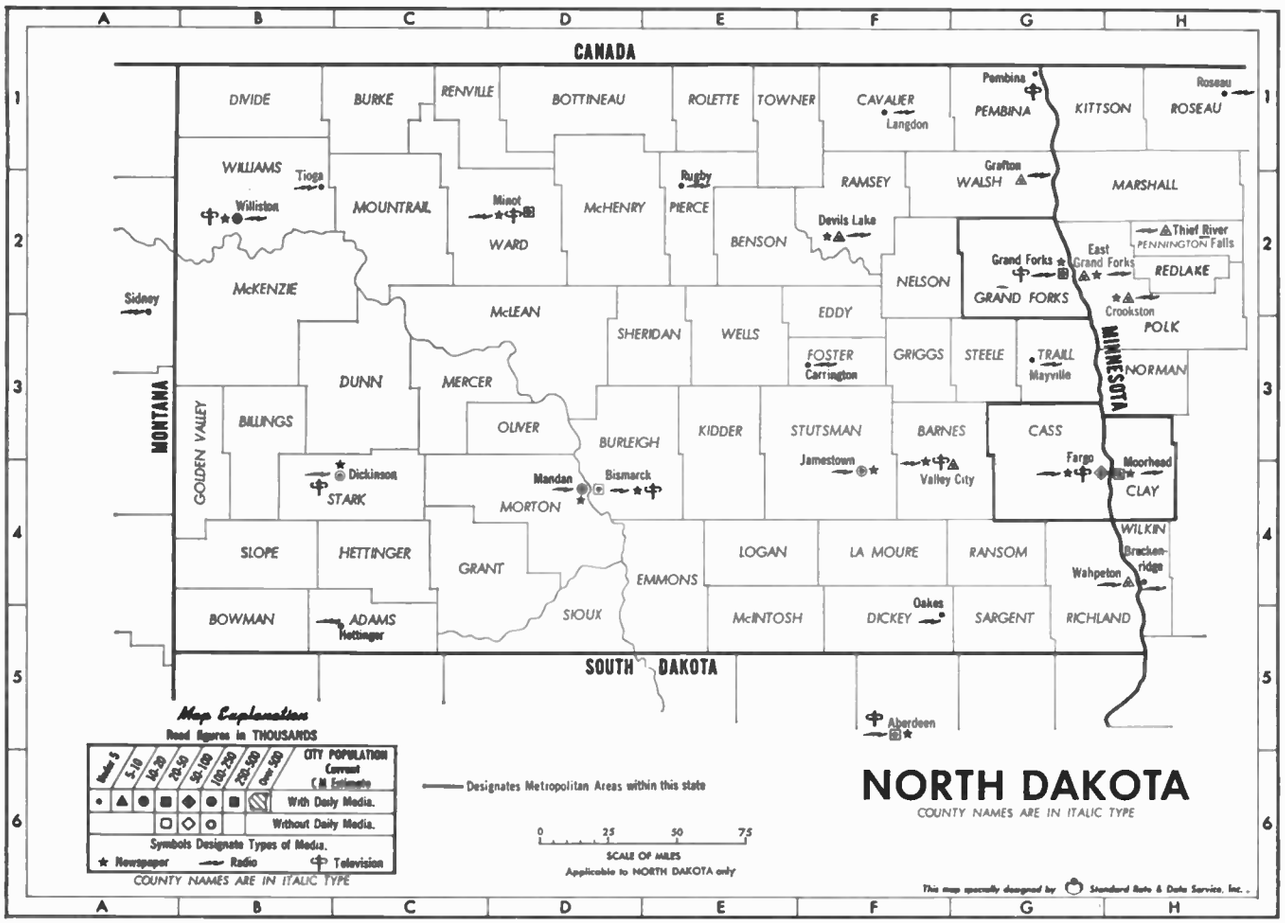
ROS:	1 min	30 sec
100 ti, per mo.	2.10	1.65
200 ti, 2 mo.	1.95	1.55
300 ti, 3 mo.	1.80	1.45

Edited by William R. Miller.

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	3,908	Grand Forks	1,618
METRO AREAS		Total Metros.....	1,850
Fargo-Moorhead	232		



State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Bismarck—Burleigh Fargo—Cass Grand Forks—Grand Forks Minot—Ward

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
NORTH DAKOTA STATE TOTALS	638.9	201.84	3,373,981	16,716	5.3	11.4	8.5	22.9	47.2	1,820,027	9,017	277,789	53,196	231,753	77,384	74,371	335,733	139,404	315.23	166.2	2,343,846
ADAMS C-5	3.8	1.28	24,122	18,845	5.5	10.7	6.8	17.3	56.3	13,863	10,830	2,767	313	261	593	148	3,378	1,856	2.02	1.5	29,810
BARNES F-3	14.2	4.76	78,719	16,538	5.5	11.1	8.5	21.6	47.3	47,324	9,942	7,920	1,125	3,892	2,723	2,950	6,632	3,724	7.51	4.2	71,317
BENSON E-2	8.3	2.53	39,446	15,591	6.2	12.7	9.2	24.0	43.3	12,213	4,827	2,560	364	807	301	320	.....	885	3.58	3.6	43,402
BILLINGS B-3	1.2	.37	6,632	17,924	5.9	10.6	3.9	30.7	41.7	437	1,181	79	.....	.....	.....	.....	.....	226	.45	1.0	12,266
BOTTINEAU D-1	9.2	3.03	57,997	19,141	4.8	9.2	6.9	21.0	53.5	24,953	8,235	3,639	613	1,911	868	366	4,148	2,088	4.74	4.1	44,850
BOWMAN B-5	4.0	1.33	22,033	16,566	4.0	10.6	9.1	24.1	50.6	23,894	17,965	2,445	528	519	349	237	2,675	2,292	2.22	1.4	23,054
BURKE C-1	4.7	1.62	25,123	15,508	5.0	10.2	6.7	24.1	49.9	8,760	5,407	820	118	264	167	.....	1,114	947	2.34	2.2	25,230
BURLEIGH D-3	44.6	14.34	211,362	14,739	4.4	10.5	9.2	25.6	45.2	136,964	9,551	21,722	6,135	25,564	7,560	7,443	25,333	8,650	24.13	2.8	50,860
Bismarck	38.3	12.55	175,737	14,003	.....	.....	.....	.....	.....	131,835	10,505	21,214	6,121	16,184	7,541	3,092	18,705	8,230	.....	.....	.....
Bismarck; Mandan Combined	49.8	16.15	217,361	13,459	.....	.....	.....	.....	.....	164,754	10,177	27,081	6,841	18,190	8,532	4,068	28,759	11,005	.....	.....	.....
CASS G-3	80.4	26.61	411,114	15,450	4.5	9.7	8.4	24.3	48.9	290,721	10,925	34,677	6,812	48,969	16,363	12,807	47,294	15,034	42.53	7.1	134,417
Fargo	58.0	19.63	284,064	14,471	.....	.....	.....	.....	.....	227,207	11,574	28,885	6,315	47,753	10,164	12,501	42,459	11,006	.....	.....	.....
Fargo-Moorhead Metro Area	129.9	41.60	628,188	15,101	4.9	9.9	8.8	25.2	46.9	411,032	9,881	62,079	9,548	54,160	18,841	20,314	67,348	28,998	64.70	.....	.....
CAVALIER F-1	7.8	2.53	51,804	20,476	4.7	10.1	7.0	19.4	54.9	21,858	8,640	4,866	240	1,807	224	891	3,080	757	5.67	4.7	51,701
DICKEY F-5	6.7	2.20	41,339	18,790	5.2	8.3	5.8	20.4	53.4	18,218	8,281	3,375	674	1,367	338	924	3,264	1,190	3.59	3.6	51,748
DIVIDE B-1†	4.5	1.51	26,171	17,332	4.2	8.5	6.3	25.8	50.9	9,587	6,349	1,484	488	712	317	184	1,839	634	2.28	2.2	28,617
DUNN C-3	4.8	1.39	31,946	22,983	4.8	8.2	5.1	20.2	55.9	4,509	3,244	885	43	129	.....	.....	169	434	1.90	3.2	42,357
EDDY F-2	3.7	1.21	20,259	16,743	5.1	8.5	6.3	23.8	49.2	11,514	9,516	2,053	386	561	161	221	1,462	1,172	2.05	1.6	21,550
EMMONS E-4	6.9	1.98	52,441	26,485	4.5	8.1	5.6	14.7	61.7	12,366	6,245	2,377	.....	821	512	242	2,409	1,085	3.11	4.4	43,899
FOSTER F-3	4.8	1.51	32,530	21,543	4.3	9.0	6.7	21.0	55.3	18,262	12,094	2,807	441	923	229	337	3,900	1,950	2.44	1.7	28,410
GOLDEN VALLEY B-4	2.7	.87	14,620	16,805	5.0	10.3	8.7	21.8	46.5	8,498	9,768	1,472	165	238	296	269	1,873	675	1.33	.8	14,225
GRAND FORKS G-2†	68.4	20.44	303,526	14,850	5.5	14.3	11.3	25.1	40.5	174,571	8,541	24,580	5,213	38,097	11,311	10,617	41,419	10,963	28.27	5.3	84,651
Grand Forks	42.3	13.20	181,664	13,762	.....	.....	.....	.....	.....	143,404	10,864	20,251	4,661	29,319	10,392	9,332	36,387	8,417	.....	.....	.....
Grand Forks Metro Area	68.4	20.44	303,526	14,850	5.5	14.3	11.3	25.1	40.5	174,571	8,541	24,580	5,213	38,097	11,311	10,617	41,419	10,963	28.27	.....	.....
GRANT C-4	4.5	1.40	31,215	22,296	5.5	11.1	8.9	15.4	52.8	6,584	4,703	1,223	275	275	.....	.....	1,410	650	2.25	3.2	39,734
GRIGGS F-3	3.8	1.32	24,767	18,763	3.9	7.2	5.6	21.4	57.4	9,627	7,293	1,851	395	444	161	226	1,127	362	2.37	1.8	28,970
HETTINGER C-4	5.0	1.54	27,247	17,693	5.8	10.5	7.4	20.0	50.4	13,344	8,665	2,082	332	495	179	256	1,310	1.131	2.55	2.3	35,545
KIDDER E-3	4.3	1.34	26,613	19,860	6.2	12.6	8.8	21.4	45.6	6,741	5,031	1,058	106	642	.....	.....	1,186	1,806	1.99	2.5	33,623
LA MOURE F-4	6.7	2.24	53,122	23,715	4.5	9.1	6.3	18.8	57.4	19,603	8,751	2,841	358	311	314	46	3,703	2,160	3.79	3.9	54,154
LOGAN E-4	4.2	1.30	41,765	32,127	3.7	7.8	6.0	16.9	62.8	7,993	6,148	2,034	112	145	216	154	1,054	511	1.92	2.5	35,351
McHENRY D-2	8.3	2.69	51,710	19,223	4.7	9.1	5.9	18.9	56.6	16,503	6,135	2,540	337	1,744	279	.....	2,777	1,016	4.32	4.6	45,321
McINTOSH E-5	5.5	1.87	48,660	26,021	6.3	12.3	9.1	16.5	51.2	10,926	5,843	1,649	260	422	.....	.....	2,079	1,801	2.65	2.4	35,750
McKENZIE B-2	5.6	1.77	38,739	21,886	4.3	7.5	5.3	15.7	62.1	10,927	6,173	2,084	159	475	455	276	1,842	1,593	2.74	3.2	45,568
McLEAN D-2	12.8	4.10	68,410	16,685	6.3	11.6	8.3	23.0	44.3	27,893	6,803	3,720	754	980	1,287	431	2,072	1,971	5.79	5.7	69,156
MERCER C-3	6.1	2.06	32,407	15,732	7.4	12.4	7.9	19.5	45.3	15,587	7,567	3,244	337	1,103	179	97	4,025	2,116	3.26	2.2	26,936

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales— ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
MORTON D-4	20.9	6.46	88,897	13,761	5.6	12.1	9.4	24.6	43.0	49,552	7,671	7,540	1,031	3,466	1,339	975	12,913	4,147	10.14	4.8	54,698
MOUNTRAIL C-2	8.0	2.58	43,428	16.833	6.5	11.4	8.3	21.6	44.2	19,451	7,539	3,763	700	1,148	610	152	2,524	1,889	4.09	3.1	39,359
NELSON F-2	5.7	2.00	31,684	15,842	5.2	10.7	8.3	26.3	44.8	19,821	9,911	1,830	445	2,553	115	166	4,521	1,168	3.15	2.8	39,990
OLIVER D-3	2.4	.70	15,257	21,796	4.5	7.3	4.4	24.3	54.2	1,042	1,489	233	.....	328	.....	.....	.....	278	.94	1.8	19,772
PEMBINA G-1	10.4	3.42	55,865	16,335	6.2	10.9	7.5	21.6	48.0	33,117	9,683	9,779	723	1,635	517	1,005	5,947	1,621	6.32	2.8	71,595
PIERCE E-2	5.9	1.86	34,573	18,588	4.4	7.7	6.4	22.9	52.6	22,272	11,974	3,726	439	966	753	672	6,545	1,571	3.27	2.8	31,174
RAMSEY F-2	13.1	4.19	71,325	17,023	6.0	10.2	7.0	22.4	50.3	58,560	13,976	9,275	1,317	8,619	2,277	2,260	10,518	3,646	6.85	3.2	40,687
RANSOM G-4	6.8	2.36	41,748	17,690	5.8	11.6	7.8	20.9	50.0	22,618	9,584	3,601	725	890	870	615	3,311	2,980	3.71	2.7	40,844
RENVILLE C-1	3.9	1.29	26,864	20,825	2.5	5.6	4.3	21.9	63.9	8,919	6,914	1,387	266	195	289	.....	1,524	603	2.07	2.1	23,539
RICHLAND G-5	18.1	5.70	96,165	16,871	7.1	12.6	8.1	19.5	46.8	46,237	8,112	6,611	1,311	5,461	1,439	2,331	9,024	3,864	9.11	6.3	94,375
ROLETTE E-1	12.2	3.09	41,365	13,387	8.7	15.4	10.4	21.9	35.0	22,931	7,421	4,472	539	667	827	329	4,135	2,779	4.58	2.6	23,362
SARGENT G-5	5.9	1.96	35,947	18,340	4.1	8.4	7.3	24.4	52.0	11,719	5,979	2,042	73	102	76	108	631	970	3.32	2.9	40,373
SHERIDAN E-3	2.7	.91	22,931	25,199	6.0	10.2	7.1	15.1	53.4	5,541	6,089	625	190	146	.....	296	1,453	322	1.61	1.8	25,990
SIOUX D-5	3.6	.89	13,281	14,922	10.0	14.4	9.0	16.2	36.3	2,107	2,367	834	.....	506	125	88	.....	192	1.17	1.4	15,708
SLOPE 8-4	1.5	.44	13,188	29,973	1.2	2.5	0.2	18.3	77.5	362	823	72	.....	.....	.....	.....	.....	207	.58	1.5	16,687
STARK C-4	20.9	6.06	85,080	14,040	6.6	13.4	10.2	23.9	39.2	69,131	11,408	10,362	2,393	9,528	3,043	3,300	11,634	6,111	9.36	3.8	39,918
STEELE G-3†	3.4	1.15	33,786	29,379	2.3	6.1	4.7	17.0	69.3	5,995	5,213	1,196	.....	832	.....	.....	718	453	1.79	2.0	31,156
STUTSMAN F-3	23.4	7.40	120,330	16,261	5.2	10.7	8.4	21.8	48.0	81,259	10,981	14,768	3,944	9,086	4,516	3,650	15,779	7,509	12.24	5.5	85,235
TOWNER E-1	4.6	1.51	32,459	21,496	4.9	9.2	7.5	20.0	53.2	11,440	7,576	1,284	364	427	212	297	2,645	542	2.27	2.4	36,247
TRAILL G-3	9.6	3.29	54,554	16,582	4.9	11.7	9.0	24.8	47.3	25,871	7,864	3,628	1,068	1,273	367	684	5,740	1,908	4.86	3.1	60,973
WALSH G-2	16.0	4.91	83,702	17,047	5.0	11.1	8.8	23.2	47.7	52,848	10,763	8,362	1,077	6,006	1,868	1,444	9,799	2,287	8.25	4.6	82,735
WARD D-2†	65.5	19.65	293,746	14,949	6.1	13.7	10.7	25.5	40.3	180,717	9,197	24,044	6,926	33,835	9,999	12,696	36,963	15,761	27.83	6.0	70,635
Minot	34.0	11.01	157,895	14,341	.....	.....	.....	.....	.....	136,995	12,443	19,756	5,904	26,853	9,116	11,276	31,678	12,581	.....	.....	.....
WELLS E-3	7.9	2.65	49,529	18,690	4.6	9.8	7.1	21.2	53.8	21,422	8,084	3,282	433	2,184	498	633	3,454	1,551	3.99	3.6	56,890
WILLIAMS 8-1	19.0	6.23	92,438	14,838	4.7	9.4	8.0	24.5	47.6	62,855	10,089	10,219	2,149	8,017	2,262	3,228	13,381	7,366	9.94	2.9	49,432

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

NORTH DAKOTA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Dakota Farm Network—North Dakota

Comprised of:
Non-Interconnected Stations

KBMR—Bismarck	KLPM—Minot
KDAK—Carrington	KDDR—Oakes
KDLR—Devils Lake	KGCA—Rugby
KXPO—Grafton	KOVC—Valley City
KNDC—Hettinger	KBMW—Wahpeton
KMAV—Mayville	

Media Code 4 235 0175 8.00
Business Office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES
Eff————Rec'd 1/31/75.
Spots scheduled adjacent to Farm & News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti
Ea	67.25	63.25	60.25

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

BISMARCK-MANDAN
(3 AM; 2 FM)

Burleigh County—Map Location D-3

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	20	16	20	16
B	10	8	8	5
C	5	5	5	4
D	5	4	5	8
AVERAGE	10	8	10	7

KBMR
1958
BISMARCK

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 235 0700 3.00
KBMR Radio, Inc., Box 1233, 3500 E. Rosser Ave., Bismarck, N. D. 58501. Phone 701-255-1234.

STATION'S PROGRAMMING DESCRIPTION
KBMR: programs 100% country music. Contact Representative for further details. Rec'd 9/13/71.

1. PERSONNEL
General Manager—A. L. Anderson.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
10,000 w.; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 12b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Member: The Intermountain Network, Dakota Farm Network—North Dakota.

TIME RATES
No. 4 Eff 1/1/72—Rec'd 1/5/72.
A—Mon thru Sat 6-9 am & 11:45 am-1:15 pm.
B—All other times.

7. PACKAGE PLANS

CLASS A PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.50	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	10.00	8.00	7.60	7.20	6.80	6.40	6.00
10 sec	6.25	5.00	4.75	4.50	4.25	4.00	3.75
CLASS B							
1 min	10.00	8.00	7.60	7.20	6.80	6.40	6.00
30 sec	8.00	6.40	6.00	5.75	5.50	5.00	4.80
10 sec	5.00	4.00	3.80	3.60	3.40	3.20	3.00

TERM CONTRACT DISCOUNT
26 wk—5%. 52 wk—10%

KBMR-FM
1968
BISMARCK

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 235 0701 1.00
KBMR RADIO Inc., Box 1233, 3500 E. Rosser Ave., Bismarck, N. D. 58501. Phone 701-255-1234.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KBMR-FM: Adult MOR. Contact Representative for further details. Rec'd 9/13/71.

3. FACILITIES
ERP 100.000 w ; 94.5 mc. Stereo.
Antenna ht.: 450 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 2 Eff 1/1/72—Rec'd 1/7/72.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	26x	52x	104x	156x	260x	312x	365x
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.25	4.00
30 sec	4.50	4.25	4.05	3.85	3.60	3.30	3.15	3.00

7. PACKAGE PLANS

PER WK, EA:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti
1 min	5.25	5.10	4.90	4.70	4.50	4.35
30 sec	4.00	3.85	3.65	3.45	3.25	3.10

Within 7 consec days.

CONTRACT DISCOUNT
26 wk—5% 52 wk—10%

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
1 hr	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hr	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00
10 min	15.00	14.25	13.50	12.75	12.00	11.25
5 min	10.00	9.50	9.00	8.50	8.00	7.50

KBOM
1925
BISMARCK-MANDAN

Media Code 4 235 1225 0.00
Matteo, Inc., Box 1377, Bismarck, N. D. 58501. Phone 701-663-6411.

STATION'S PROGRAMMING DESCRIPTION
KBOM: Programmed for general audience 18-49. MUSIC: MOR. AIR PERSONALITIES. Emphasis on news & information. NEWS & information: 7-9:30 am, M-F, local, state, national; plus news throughout day, approximately 12 min per hour. 30-min block at noon & 5 pm, M-F. SPORTS: play-by-play college & high school. Daily sportscasts from sports director plus network. Weekly broadcast with coaches 11 am-noon Sat. Contact Representative for further details. Rec'd 12/9/74.

1. PERSONNEL
General Manager—Jerry Walkki.
Local Sales Manager—Hank Sundquist.
Program Director—Alan Fetch.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Denver—John L. McGuire, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1270 kc. Non-directional.
Operating schedule: 6-1:05 am daily, CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10d, 11b, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60i.
Cancellation: 70e, 71a, 73b.
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 7/14/75.
A—7-10 am, noon-1 pm & 4-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS A	1x	40x	100x	260x	520x	1000x
1 min	5.50	5.30	5.10	4.90	4.70	4.50
30 sec	4.50	4.30	4.10	3.90	3.70	3.50
15 sec	4.00	3.80	3.60	3.40	3.20	3.00
ALL OTHER TIMES						
1 min	4.50	4.30	4.10	3.90	3.70	3.50
30 sec	3.50	3.30	3.10	2.90	2.70	2.50
15 sec	3.00	2.80	2.60	2.40	2.20	2.00

Submitted by Jerry Walkki.

KFYR
1925
BISMARCK

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 235 1400 9.00
Meyer Broadcasting Co., Box 1738, 200-1/2 4th St., Bismarck, N. D. 58501. Phone 701-223-0900.

STATION'S PROGRAMMING DESCRIPTION
KFYR: Programmed for 18-49.
MUSIC: Adult contemporary, 70% current hits, 30% gold. AIR PERSONALITIES handle all segments. NEWS: 10 min at :00 6 am-6 pm, 5 network, 5 local, regional & weather, 3 min headlines at :55 7 pm-midnight. 6 man news staff. SPORTS: 4 reports daily. Play-by-play high school football, basketball, track regular season & state tournaments. FARM: features 5:30-7 am and at noon by farm director. Livestock & grain market quotations throughout day. Music and phone show Sat 11 pm-midnight. Contact Representative for further details. Rec'd 5/28/74.

1. PERSONNEL
General Manager—Thomas G. Barr.
Sales Manager—Jerome Hegel.
Program Director—Dan Brannan.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 550 kc. Directional—nighttime only.
Operating schedule: 24 hours daily, CST.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 12b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.; Cont. Discounts: 60b, 60e, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with NBC and Blair Represented Network.
Station break announcements sold at a time when rate classifications change take the rate of the preceding rate bracket. Minute announcements sold at a time when rate classifications change take the rate of the following bracket.

TIME RATES
No. 9 Eff 5/1/74—Rec'd 4/9/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
B—All other times.

7. PACKAGE PLANS

CLASS A PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	22	20	19	18	17
30 sec	17	16	15	14	13
10 sec	11	10	9	8	7
CLASS B					
1 min	17	16	15	14	13
30 sec	13	12	11	10	9
10 sec	9	8	7	6	5

8. PROGRAM TIME RATES

CLASS A	1x	26x	52x	156x	260x	312x
5 min	50.00	47.50	45.00	42.50	40.00	37.50
CLASS B						
1/2 hr	90.00	85.50	81.00	76.50	72.00	67.50
1/4 hr	60.00	57.00	54.00	51.00	48.00	45.00
10 min	45.00	43.00	41.00	38.00	36.00	34.00
5 min	30.00	29.00	27.50	25.50	24.00	22.50

(Bismarck-Mandan continued on next page)

KFYR-FM
1965
BISMARCK

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 235 1401 7.00
Meyer Broadcasting Co., Box 1738, 200-1/2 N. 4th St., Bismarck, N. D. 58501. Phone 701-223-0900.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KFYR-FM: MUSIC: Solid gold. All oldies featuring top hits from 1955 to within 6 months of current. NEWS: local at :55, network at :25. 7 man news staff. Weather reports. FARM: early morning, farm director. SPORTS: network & local reports daily, play-by-play college football & basketball. Contact Representative for further details. Rec'd 5/30/75.

1. PERSONNEL
Station Manager—Thomas G. Barr.
Sales Manager—Jerry Hegel.
3. FACILITIES
ERP 45,000 w.; 92.9 mc. Quadraphonic.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,402 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 44a, 45, 46, 47c, 48, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60e, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
No. 6 Eff 6/1/75—Rec'd 5/30/75.

6. SPOT ANNOUNCEMENTS
ROS, 6 AM-MIDNIGHT

	1x	26x	52x	156x	260x	365x	520x	1000x
1 min	3.50	3.30	3.10	2.90	2.70	2.50	2.30	2.00
30/less	2.00	1.90	1.80	1.65	1.55	1.40	1.30	1.15

ROS, MIDNIGHT-6 AM

1 min	1.80	1.70	1.60	1.50	1.40	1.25	1.10	1.00
30 sec	1.10	1.00	.95	.90	.85	.75	.65	.60

Fixed position—extra 10%.

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	365x
5 min	7.00	6.50	6.00	5.50	5.00	4.50

10. SPECIAL FEATURES
NEWS/WEATHER

	52x	156x	260x	365x	520x
5 min	3.50	3.25	3.00	2.75	2.50

Edited by Thomas G. Barr.

CARRINGTON
Foster County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KDAK
1961
Media Code 4 235 1750 7.00
Central Broadcasting Corp., Box 50, 822 Main St., Carrington, N. D. 58421. Phone 652-3151.

1. PERSONNEL
General Manager—Shearn Hirsch.
3. FACILITIES
500 w. days; 1600 kc. Non-directional.
Operating schedule: Sunrise-local sunset daily. CST
4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Dakota Farm Network—North Dakota.

TIME RATES
Rates effective August 1, 1961.
Card received October 3, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 ti.	26 ti.	52 ti.	156 ti.	260 ti.	312 ti.
1 hour	70.00	65.00	60.00	55.00	50.00	45.00
1/2 hour	45.00	40.00	35.00	30.00	25.00	20.00
1/4 hour	35.00	30.00	25.00	20.00	15.00	10.00
10 min.	30.00	25.00	20.00	15.00	10.50	8.50
5 min.	20.00	15.50	12.00	10.00	8.50	7.00
1 min.	7.50	5.50	4.50	4.00	3.50	3.00
20 sec	5.00	4.00	3.50	3.00	2.70	2.45

DEVILS LAKE
Ramsey County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KDLR
1925
Mutual Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 235 2100 4.00
KDLR, Inc., Box 190-D, Devils Lake, N. D. 58301. Phone 662-2161.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bert Wick.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 8:00 am-10:30 pm Sun. CST.
4. AGENCY COMMISSION
15%; no cash discount
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Dakota Farm Network—North Dakota.

TIME RATES
Rates effective December 1, 1964. (Card No. 6.)
Rates received October 28, 1964.
Class A—7:00 am-1:00 pm and 5:00-7:00 pm Mon thru Sat.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A	1 min	30 sec		1 min	50 sec
1 ti	7.00	5.50	260 ti	5.70	4.45
26 ti	6.70	5.25	320 ti	5.60	4.35
52 ti	6.30	4.95	624 ti	5.50	4.25
156 ti	6.00	4.70			

CLASS B					
1 ti	6.00	4.50	260 ti	4.90	3.65
26 ti	5.75	4.30	320 ti	4.75	3.60
52 ti	5.40	4.05	624 ti	4.60	3.50
156 ti	5.10	3.80			

10 second ID's—50% of applicable 1-minute rate.

DICKINSON
Stark County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KDIX
1947

NAB

Media Code 4 235 2450 5.00
Dickinson Broadcasting Corp., Box 1368, 119 Second Ave. W., Dickinson, N. D. 58601. Phone 701-225-5133.

STATION'S PROGRAMMING DESCRIPTION
KDIX: Programming for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stanley T. Deck.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight daily. MST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
No. 5 Eff 1/1/70—Rec'd 12/1/69.
A—Sign-on-6 pm.
B—All other times

6. SPOT ANNOUNCEMENTS
FIXED

CLASS A	1x	26x	52x	104x	156x	208x	312x	624x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	6.50	6.00	5.75	5.50	5.25	5.00	4.75	4.50

CLASS B								
1 min	6.00	5.50	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.00	3.80	3.60	3.40	3.20	3.00	2.80	2.60

7. PACKAGE PLANS
MONTHLY PACKAGES—ROS

EA:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti
1 min	7.00	6.90	6.80	6.70	6.60	6.45
30 sec	4.50	4.40	4.30	4.20	4.10	3.95
	50 ti	60 ti	70 ti	80 ti	90 ti	100 ti
1 min	6.30	6.15	6.00	5.85	5.70	5.50
30 sec	3.80	3.70	3.60	3.50	3.40	3.25

FARGO (N. D.)-MOORHEAD (MINN.) (4 AM; 3 FM)
Fargo, Cass County, N. D.—Map Location G-3
Moorhead, Clay County, Minn.—Map Location H-4
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	35	27	35	19
B	24	20	24	14
C	14	12	14	11
D	11	11	11	7
AVERAGE	21	18	21	13

KFGO
1947
FARGO, N. D.
CBS Radio Network
AVERY-KNODEL, INC.

NAB RAB

Communications Properties, Inc.
Subscriber to the NAB Radio Code
Media Code 4 235 2800 9.00
Communications Properties, Inc., Box 2966, 405 South 7th St., Fargo, N. D. 58102. Phone 701-237-5245.

STATION'S PROGRAMMING DESCRIPTION
KFGO: Programmed for adult (18+) interest.
MUSIC: modern country format. NEWS: network at :60, local at :30, AP news, weather wire & commodity farm wire. FARM: complete grain & livestock markets daily, numerous farm shows, stockmans weather. Features own weather & road network. Telephone discussion program each morning. Contact Representative for further details. Rec'd 2/28/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard C. Voight.
Program Director—Bill Hoverson.
Operations Director—W. Tom Simmons.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Omaha—Soderlund Company.
Minneapolis—Paul J. Ewing.
Canada—Stephens & Towndrow Co. Limited.
3. FACILITIES
5,000 w.; 790 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 27, 28c, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60f, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with CBS.

TIME RATES
No. 11 Eff 12/1/73—Rec'd 11/19/73.
Farm—Mon thru Sat 6-7:30 am, noon-1:30 pm.
AAA—Mon thru Sat 7:30-10 am, 3-7 pm.
AA—Mon thru Sat 5:30-6 am, 10 am-noon & 1-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA					
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	30	26	24	22	20
30/20 sec	24	22	20	18	16
10 sec	15	13	12	11	10
CLASS AA					
1 min	25	22	20	18	16
30/20 sec	20	18	16	15	14
10 sec	13	11	10	9	8
CLASS A					
1 min	18	16	14	12	11
30/20 sec	15	13	12	11	10
10 sec	9	8	7	6	5

DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TOTAL AUDINECE PLAN—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	18 ti	24 ti
1 min	21	19	17	15
30/20 sec	17	15	14	13

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	200	120	80	65	55
52 x	190	114	76	62	52
156 x	180	108	72	59	50
260 x	170	102	68	56	47
312 x	160	96	64	53	45

KFGO
790 khz
Fargo, N.D.

First. . . with Adults 18+ — All Day, Every Day!
6–10am, M–F, Sat & Sun 3–7pm, M–F, Sat & Sun
10–3pm, M–F, Sat & Sun 7–12Mid, M–F, Sat & Sun

First. . . during Prime Farm Listening Hours

	KFGO	Men 18+ #2 Farm Station	% KFGO Adv.
6–7am, M–F	6800	4600	+48%
12Nn–1pm, M–F	5700	3500	+63%

KFGO
Fargo's First Choice
Shouldn't It Be Yours?

sold nationally by AVERY-KNODEL, INC.
*Source: Fargo Moorhead A/M '75 ARB TSA Avg. ¼ Hr.

NORTH DAKOTA

10. SPECIAL FEATURES

FARM, PER WK:	1 ti	6 ti	12 ti
1 min, rotating	35	33	31

Not combinable.
Submitted by Richard C. Voight.

KIDA (FM)
1966
MOORHEAD, MINN.

NAB RAB

Media Code 4 235 2975 9.00
Central Minnesota Television Co., Box 97, 4000 8th St., Moorhead, Minn. 56560. Phone 218-233-1522.
See affiliated AM station for additional information.
AM facilities: KVOX.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Herbst.
General Sales Manager—Harriet Morinville.
2. REPRESENTATIVES
Call station direct.
3. FACILITIES
ERP. 26,500 w.; 99.9 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 170 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 9/1/71—Rec'd 1/22/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	360x	520x	1000x
1 min	3.50	3.40	3.30	3.10	2.90	2.70	2.50	2.30
30 sec	2.10	2.00	1.90	1.80	1.70	1.50	1.30	1.10
10 sec	1.40	1.30	1.20	1.10	1.00	.90	.80	.70

7. PACKAGE PLANS

	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.30	3.10	2.90	2.70	2.50
30 sec	1.90	1.80	1.70	1.60	1.50

KQWB
1960
FARGO, N. D.
Alan Torbet Associates, Inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 235 3150 6.00
Midwest Radio Co., a North Dakota Corp., Box 2983, 303 North 5, Fargo, N. D. 58102. Phone 218-236-7900.

STATION'S PROGRAMMING DESCRIPTION
KQWB: Programmed for young adults and teens. MUSIC 84%: current hit tunes, 9 am-3 pm, substitute selected pop album cuts. NEWS 15.95%: AP & local news staff; network at: 55; weather at :35. SPORTS: M-Sat 7:25 am & 4:25 pm. FARM .05%. Community calendar at :15 & :45. Air personalities. COMMERCIAL POLICY: 18 minutes maximum announcements permitted every hour. Contact Representative for further details. Rec'd 11/2/72.

1. PERSONNEL
President—Larry Lakoduk.
Sales Manager—James Lakoduk.
Program Director—Wayne Hiller.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32a, 33b.
Contracts: 40c, 42b, 42d, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60g, 60h, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KWIM (FM).
Affiliated with American Contemporary Network
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 8/1/74—Rec'd 8/20/74.
AA—Mon thru Sat 7-9 am & 3-6 pm.
A—6-7 am, 9 am-3 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS AA						
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	15.00	14.00	13.50	13.00	12.00	11.00
30 sec	12.00	11.00	10.50	10.00	9.00	8.00
CLASS A						
1 min	13.00	12.00	11.50	11.00	10.00	9.00
30 sec	10.00	9.00	8.50	8.00	7.00	6.00

7. PACKAGE PLANS

2+ WKS/BTA, WK EA:	10 ti	20 ti	30 ti	40 ti
1 min	11.00	9.00	8.00	7.00
30 sec	8.00	6.50	5.50	5.00
10 sec	5.60	4.55	3.85	3.50

AA: Extra 20%.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

LONG-TERM CONTRACT—13-WEEK MINIMUM

	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
100 x	10.50	8.00	5.60	9.00	6.50	4.55
200 x	8.50	6.50	4.55	7.25	5.25	3.65
300 x	7.20	5.50	3.85	6.10	4.40	3.10
400 x	6.50	5.00	3.50	5.50	4.00	2.80

52-wk contract, 10% discount.

8. PROGRAM TIME RATES

	AA	A
1st hr	125	110
Ea add'l hr	115	95
1st 1/2 hr	80	70
Ea add'l 1/2 hr	70	60

(Fargo (N. D.)-Moorhead (Minn.) continued on next page)

NORTH DAKOTA

Fargo (N. D.)-Moorhead (Minn.)—Cont'd

KVOX
1937
MOORHEAD, MINN.

Adult Contemporary

NAB

Subscriber to the NAB Radio Code

Media Code 4 235 3500 4.00
KVOX, Box 97, Radio Ranch, 4000 8th St. S., Moorhead, Minn. 56561. Phone 218-233-1522.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Herbst.
General Sales Manager—Harriet Morinville.

2. REPRESENTATIVES
Minneapolis-St. Paul—Hyett/Ramsland, Inc.
New York, Chicago—Jack Masla & Co., Inc.

3. FACILITIES
1,000 w.; 1280 kc. Directional—night only.
Operating schedule: 6-1 am. CST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KIDA (FM).
Affiliated with American Information Network.
Affiliated with MBS.

TIME RATES
Eff ——— —Rec'd 9/6/66.
A—Mon thru Fri 7-9 am, noon-1 pm & 5:15-6:15 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
CLASS A					
1 ti	8.90	8.45	8.00	7.60	7.10
5 ti	8.10	7.55	7.10	6.80	6.60
10 ti	7.30	6.75	6.50	6.20	6.00
15 ti	6.55	6.00	5.70	5.55	5.25
20+	5.90	5.75	5.50	5.25	5.00
30 SEC:					
5 ti	5.90	5.70	5.35	5.05	4.75
10 ti	5.25	5.00	4.75	4.45	4.20
15 ti	4.80	4.55	4.30	4.10	3.85
20+	4.65	4.40	4.15	3.90	3.60
CLASS B					
5 ti	6.85	6.50	6.15	5.80	5.40
10 ti	5.90	5.65	5.35	5.05	4.75
15 ti	5.50	5.25	4.95	4.70	4.40
20+	5.35	5.05	4.80	4.55	4.25
30 SEC:					
5 ti	4.60	4.40	4.15	3.90	3.70
10 ti	4.15	3.90	3.75	3.55	3.35
15 ti	3.90	3.70	3.50	3.35	3.15
20+	3.70	3.55	3.35	3.15	3.00

1D's—50% of 1 minute earned rate.

8. PROGRAM TIME RATES

	A			B		
	1/4 hr	10 min	5 min	1/4 hr	10 min	5 min
1 x	35.40	28.70	20.60	26.80	21.20	15.80
26 x	34.25	27.30	19.40	25.50	20.50	15.30
52 x	32.35	26.60	18.10	24.40	19.30	14.70
156 x	31.70	26.00	17.30	23.80	18.10	14.05
260 x	30.80	25.20	15.30	23.20	17.70	13.40

KWIM (FM)
1966
MOORHEAD, MINN.

Media Code 4 235 3675 4.00
Midwest Radio Co., a North Dakota Corp., Box 2983, Fargo, N. D. 58102. Phone 218-236-8800.
See affiliated AM station for additional information.
AM facilities: KQWB.

3. FACILITIES
ERP 100.000 w. (horiz.), 100,000 w (vert.); 98.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 465 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
No. 2 Eff 4/1/71—Rec'd 9/17/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti
1 min	5.00	4.00	3.00	2.50

Specified 4-8 pm, per spot extra 1.00.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WDAY
1922
FARGO, N. D.

NBC Radio Network

NAFB

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 235 3850 3.00
WDAY, Inc., Box 2466, 207 N. Fifth St., Fargo, N. D. 58102. Phone 701-237-6500.

STATION'S PROGRAMMING DESCRIPTION
WDAY: Programmed for general interest.
7 am farm and general, 2 men, market reports features, news. MUSIC: standard, 7 am-noon air personalities, music, middle-of-the-road. Phone shows 9-10 am, 10:30-11 am. Noon-1 pm farm news, weather, features, 1-3 pm air personalities. 1-2 pm stds. 3-6 pm air personalities with MOR. 6-7 pm commentary, news, entertainment. 1 am entertainment, general popular music. NEWS: network at :60; local following during day; 6 man news staff. SPORTS: play-by-play local, regional college football. Sat & Sun network & gen'l popular music. Contact Representative for further details. Rec'd 5/7/75.

1. PERSONNEL
President—William Marcil.
Executive Vice-President—Jack Dunn.
Gen'l & Sales Mgr.—Bill Burn.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w.; 970 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 11 pm-5 am.
For non-simulcast facilities see WDAY-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10c, 14c, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 29a
Contracts: 40a, 41, 42b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80.
Affiliated with NBC.

TIME RATES
AM/FM COMBINATION
Eff 8/1/74—Rec'd 7/29/74.
AAA—Mon thru Sat 5:30-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 10 am-noon & 1-3 pm.
A—Mon thru Sat 7 pm-5:30 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	46	37	39	31	30	24
12 ti	43	34	35	28	27	23
18 ti	41	32	33	26	26	22
24 ti	38	30	30	24	25	21

10 sec: 60% of 1-min.
AM only: Deduct, 1-min 8.00; 30 sec 6.00.

ANNUAL FREQUENCY
520 x earns 12-ti rate. 1040 x earns 24-ti rate.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	12 ti	18 ti	24 ti
1 min	32	30	28
30 sec	25	23	22

AM only: Deduct, 1-min 7.00; 30-sec 5.00.

8. PROGRAM TIME RATES
AM ONLY

	5 min	10 min	1/4 hr	1/2 hr	1 hr
CLASS AA					
1 x	44	55	66	120	220
26 x	42	53	63	116	210
52 x	40	51	60	112	200
156 x	38	49	57	106	190
260 x	36	47	54	100	180
CLASS A					
1 x	32	39	50	88	155
26 x	30	36	47	84	150
52 x	29	34	45	80	145
156 x	28	32	43	76	140
260 x	27	30	41	72	135
CLASS B					
1 x	20	24	33	61	99
26 x	18	23	32	58	95
52 x	17	22	31	54	91
156 x	16	21	30	52	88
260 x	15	20	29	49	84

Edited by Norman Engstrom.

WDAY-FM
1965
FARGO, N. D.

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 235 3851 1.00
WDAY, Inc., Box 2466, 207 N. Fifth, Fargo, N. D. 58102. Phone 701-237-6500.
See affiliated AM station for additional information.

3. FACILITIES
ERP 40.000 w.; 93.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1206 ft. above average terrain.
Partial simulcast operation. Operated separately 5 am-11 pm. For simulcast facilities see WDAY.

5. GENERAL ADVERTISING See coded regulations
TV facilities: WDAY-TV.
Sold in combination with WDAY. See that listing for rates.

TIME RATES
Eff 8/1/74—Rec'd 7/29/74.

6. SPOT ANNOUNCEMENTS
MON THRU SUN 6-1 AM

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	12	11	10	9
30 sec	10	9	8	7

8. PROGRAM TIME RATES

	1x	26x	52x	100+
5 min	20	16	12	10
25 min	40	36	32	28
55 min	54	50	46	42

Edited by Norman Engstrom.

GRAFTON
Walsh County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KXPO
(formerly KGPC)
1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 235 4200 0.00
K/PO: Programmed for general interest.

STATION'S PROGRAMMING DESCRIPTION
KXPO: Programmed for general interest.

1. PERSONNEL
General Manager—Gary C. Pearson.

2. REPRESENTATIVES
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-Directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KDS and MBS.
Member: Farm Radio Network, Dakota Farm Network—North Dakota, National AgRadio Groups, Inc.

TIME RATES
Eff 5/12/75—Rec'd 6/2/75.
AAA—6:30-9 am & 11:30 am-1 pm.
AA—6-6:30 am & 9-11:30 am & 1-7 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	26x	52x	156x	260x
AAA	4.50	4.30	4.25	4.15	4.00
AA	4.00	3.80	3.75	3.65	3.50
A	3.50	3.30	3.25	3.15	3.00

Edited by Gary G. Pearson.

GRAND FORKS (3 AM; 2 FM)
(including East Grand Forks, Minn.)
Grand Forks County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc within the area.

KKXL — KKXL-FM
1941 — 1975
GRAND FORKS

NAB RAB

Media Code 4 235 4550 8.00
Red River Valley Broadcasting Co., Box 997, 505 University Ave. Grand Forks, N. D. 58201. Phone 701-775-0575.

STATION'S PROGRAMMING DESCRIPTION
KKXL: Programmed for young adults and teens. AIR PERSONALITIES. MUSIC 86%: united flow of current hit singles, albums and oldies. NEWS: local & national at :45. Local instant news staff. COMMERCIAL POLICY: 12 minutes maximum per hour. Contact Representative for further details. Rec'd 2/18/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Ingstad.
Sales Manager—Randy Holland.
Program Director—Mark Renier.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1440 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 280 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 82b, 83a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 1/1/75—Rec'd 3/12/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sun 7 pm-midnight.
B—Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER YR, BULK, 1 MIN:	100x	250x	500x	750x
AAA	20.00	17.50	15.00	12.50
AA	17.00	14.50	12.50	10.50
A	15.00	12.50	10.50	8.50
B	13.00	10.50	8.50	7.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Guaranteed times; non-preemptible. Combinable with pkg plans for discount only on yrly bulk.

7. PACKAGE PLANS

PER WK, 1 MIN:	12 ti	18 ti	24 ti	30 ti
AAA	16.50	14.50	13.00	11.50
AA	14.00	12.00	10.50	9.00
A	12.50	10.50	9.00	7.50
B	11.00	9.00	7.50	6.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WEEKLY—ROS

	12 ti	18 ti	24 ti	30 t
I/Mon-Sat 6 am-7 pm	13.00	11.50	10.50	9.00
II/Mon-Sat 6 am-midnight	11.00	9.50	8.50	7.00
III/Mon-Sun 6 am-midnight	10.00	8.50	7.50	6.00

KNOX
1947
GRAND FORKS

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 235 4900 5.00
Radio Grand Forks, Inc., Box 1638, Grand Forks, N. D. 58201. Phone 701-775-4611.

STATION'S PROGRAMMING DESCRIPTION
KNOX: Variety programmed for general interest. MUSIC: MOR. AIR PERSONALITIES handle all segments. FARM: director 5-7 am & 12N- 1 pm daily. NEWS: local & national at :60; network at :30. 15-min casts at 7:30 am & 12N. SPORTS: director, U hockey, football, basketball. All games at home & away. High school basketball & Hockey. Major League football. COMMERCIAL POLICY: 10 min maximum per hour. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
General Manager—Justin Hoberg.
Operations Manager—Bob Lockhart.
Program Director—Dan Sollum.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Call Justin Hoberg collect.

(This listing continued on next page)

Where have all the people gone? to WDAY-AM/FM!

1st in Fargo-Moorhead Area

WDAY-AM/FM is the winning combination in Fargo that reaches your target audience. WDAY-AM/FM together are on top all day long.

Adults 18+:
#1 6a-mid M-S, MSA
#1 am/pm drive M-F, MSA-TSA

Men 18+:
#1 6a-mid M-S, MSA
#1 am/pm drive M-F, MSA-TSA
#1 6a-10a M-F, MSA
#1 3p-7p M-F, MSA
#1 7p-mid M-F, MSA

Women 18+:
#1 6a-mid M-S, MSA
#1 am/pm drive M-F, MSA-TSA
#1 6a-10a M-F, MSA
#1 10a-3p M-F, MSA
#1 3p-7p M-F, MSA
#1 7p-mid M-F, MSA

Listeners 12+:
#1 6a-mid M-S, MSA

The Fargo-Moorhead Metro Area is a high buying power market with a $600 million+ CSI. This market ranks #1 in North Dakota and #18 nationally with $9,881 TRS per household. And with a broad, general interest format, WDAY-AM/FM delivers this affluent market all day long, every day.

Farm Radio News of the Commodity News Services FIRST in the Red River Valley on WDAY.

Aim for the top with WDAY-AM/FM

Source: ARB April/May 1975 avg. 1/4 hr.

WDAY RADIO
Fargo, North Dakota

Represented by
mcgavren-guild
pgw radio, inc.

3. FACILITIES
5,000 w.; 1310 kc. Directional—nighttime only.
Operating schedule: 5-1 am, CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.
Comb.; Cont. Discounts: 60b, 60g, 601, 62d.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KYTN (FM).
Affiliated with ATA Radio Network.
Sold in combination with KTYN, Minot. 15% discount when same number of spots purchased on both stations.

TIME RATES
Eff 11/1/74—Rec'd 10/4/74.
AAA—Mon thru Sat 5:30-9 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 9 am-noon & 1-3 pm.
A—Mon thru Sat 7 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	20	16	17	14	14	12
12 ti	18	15	15	12	12	10
18 ti	16	13	13	11	10	8
24+	14	12	11	9	8	6

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	8 ti	12 ti	18 ti	24+
1 min	17	15	13	11
30 sec	14	12	11	9

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
1 hr	150.00	125.00	100.00	85.00	80.00	75.00
1/2 hr	72.00	68.40	62.40	58.80	55.20	51.60
1/4 hr	54.00	50.40	46.80	43.20	39.60	36.00
10 min	36.00	34.20	32.40	30.60	28.80	27.00
5 min	26.40	25.20	24.00	22.80	21.60	20.40

KRAD
1959
EAST GRAND FORKS, MINN.

Media Code 4 235 5250 4.00
KRAD, Inc., Box 560, East Grand Forks, Minn. 56721.
1. PERSONNEL
General Manager—Jack French.
2. FACILITIES
1,000 w.; 1590 kc. Directional—night only.
Operating schedule: 6:00 am-midnight Mon thru Sat; 7:00 am-midnight Sun. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Member: National AgRadio Groups, Inc.

TIME RATES
Eff 7/1/73—Rec'd 4/9/73.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	50x	100x	250x	500x
AA	8.00	7.50	7.00	6.50	6.00
A	6.00	5.50	5.00	4.50	4.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, 1 MIN:	5 ti	10 ti	20 ti	30 ti
AA	6.50	6.00	5.50	5.00
A	5.50	5.00	4.50	4.00

30 sec: 75% of 1-min. 10 sec: 5% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60	40	30	20
26 x	50	35	20	15
52 x	40	30	15	10

KYTN (FM)
1967
GRAND FORKS

Media Code 4 235 5400 5.00
Radio Grand Forks, Inc., Box 1638, Grand Forks, N. D. 58201. Phone 701-775-4611.
See affiliated AM station for additional information.
AM facilities: KNOX.

STATION'S PROGRAMMING DESCRIPTION
KYTN (FM): Programmed for young adults & teens. MUSIC: 90%: Rock. Hits of today combined with gold of past, utilizing single best sellers with popular album cuts. NEWS: local & national at :15 & :45. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 10/4/74.
1. PERSONNEL
Station Manager—Bob Lockhart.
Sales Manager—Chuck Whitman.
3. FACILITIES
ERP 100,000 w.; 94.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
Eff ———Rec'd 5/15/72.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	15 ti	30 ti	60 ti	90 ti	120 ti
1 min	7.00	6.00	5.00	4.00	3.00	2.50
30 sec	5.20	4.50	3.90	3.20	2.50	2.00

HETTINGER
Adams County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KNDC
1954

NAB RAB
Subscriber to the NAB Radio Code

Media Code 4 235 5600 0.00
Hettinger Broadcasting Co., Lambert Bldg., Hettinger, N. D. 58639. Phone 567-2421.
1. PERSONNEL
Pres. & Gen'l Mgr.—Allen R. McIntyre.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-8 pm Mon thru Sat. MST.
4. AGENCY COMMISSION
15% to recognized agencies; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Member: Dakota Farm Network—North Dakota.

TIME RATES
Eff 1/1/68—Rec'd 11/29/67.
AA—Daily 7-9 am & 11 am-1:30 pm.
A—Daily sign-on-7 am; 9-11 am & 1:30 pm-sign-off.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	624x
CLASS AA							
1 min	5.00	4.80	4.60	4.40	4.20	4.00	3.80
30 sec	4.50	4.40	4.15	3.90	3.70	3.50	3.25
CLASS A							
1 min	4.60	4.40	4.15	3.90	3.70	3.50	3.25
30 sec	4.00	3.90	3.80	3.60	3.50	3.25	3.00

JAMESTOWN (2 AM; 1 FM)
Stutsman County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KEYJ
1954

NAB

Media Code 4 235 5850 9.00
KEYJ, Inc., Box 1170, White Bldg., Jamestown, N. D. 58401. Phones 701-252-2160, News Dept: 701-252-2161.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert L. Richardson.
3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:55 am-midnight weekdays; 7:30 am-10:00 pm Sun. CST.
4. AGENCY COMMISSION
15% to recognized agencies; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 12/1/58—Rec'd 11/26/58.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/4 hr.	10 min.	5 min.	1 min.
1 time	15.00	12.00	10.00	6.00
26 times	14.00	11.00	9.00	5.70
52 times	13.00	10.00	8.00	5.55
156 times	12.00	9.00	7.00	4.80
260 times	11.00	8.00	6.00	4.50
312 times	10.00	7.00	5.00	4.20

7. SPOT ANNOUNCEMENTS/PROGRAM RATES

1-minute or less, per week:	Each
1 minute	6.00
10 or more times	4.50
15 or more times	4.00
20 or more times	3.50

KSJB RADIO 600
1967
ata Alan Torbet Associates, Inc.

NAB

Media Code 4 233 6300 6.00
Triple R Inc., Box 600, Jamestown, N. D. 58401. Phone 701-252-3570.

STATION'S PROGRAMMING DESCRIPTION
KSJB: Programmed for general interest.
MUSIC: 100% Modern country. FARM: 6:15 am, show; 6:55 am county agent's report; 7:05 am farm show, 12N-1 pm farm programming. SPORTS: live coverage high school & college football & basketball. Major League baseball games. Sports highlights 8:05 am-5:55 pm. NEWS: network at :30, regional & local at :60. News roundup at 7 pm. Entertainment & music, audience participation contests & promotions. Contact Representative for further details. Rec'd 3/26/73.
1. PERSONNEL
Pres. & Gen'l Mgr.—E. D. Crilly.
Program & Sports Director—Jack Leonard.
Farm Director—Rick Allen.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
5,000 w.; 600 kc.
Directional—Same pattern day and night.
Operating schedule: 5:30-1 am. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 21b, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a.
Contracts: 40c, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60f, 601, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KSJM (FM).
Affiliated with American Entertainment Network.
Affiliated with ATA Radio Network.

TIME RATES
No. 3 Eff 5/1/67—Rec'd 4/14/67.
A—Mon thru Sat 7-10 am, noon-1 pm & 4-6 pm.
B—Mon thru Sat 6-7 am, 10 am-noon, 1-4 pm & 6 pm-midnight; Sun all day.
7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
CLASS A							
1 min	16.00	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	12.80	12.00	11.20	10.40	9.60	8.80	8.00
CLASS B							
1 min	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	10.40	9.60	8.80	8.00	7.20	6.40	5.60

ID's: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
CLASS A						
1/2 hr	120	117	108	102	90	84
1/4 hr	75	72	68	60	56	53
10 min	60	58	54	51	45	42
5 min	40	39	36	32	30	28
CLASS B						
1/2 hr	90	88	81	72	68	63
1/4 hr	50	49	48	40	38	35
10 min	40	39	36	32	30	28
5 min	25	24	23	21	19	18

Spots and programs may not be combined for applicable discounts.
10. SPECIAL FEATURES
Class B rates apply:
Forecast For Farming—Mon thru Sat 6:15-6:20 am.
County Agent Reports—Mon thru Sat 6:55-7 am.
Emergency Message Service—10-sec ID every hr on hr.
Minnesota Twins baseball—All games.
(Q)

KSJM (FM)
1968

NAB
Subscriber to the NAB Radio Code

Media Code 4 235 6350 1.00
Triple R Inc., Box 600, Jamestown, N. D. 58401. Phone 701-252-3570.
See affiliated AM station for additional information.
AM facilities: KSJB.
3. FACILITIER
ERP 28,500 w. (horiz. & vert.): 93.3 mc. Stereo.
Operating schedule: 7-1 am. CST.
Antenna ht.: 256 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
Eff ——— Rec'd 2/21/68.
6. SPOT ANNOUNCEMENTS

	1x	51x	151x	300+
1 min	6.00	5.50	5.00	4.50
30 sec	5.00	4.50	4.00	3.50

LANGDON
Cavalier County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KNDK
1967

NAB

Media Code 4 235 6400 400
Johnson, Johnson & Laidlaw, Box 182, Langdon, N. D. 58249. Phone 701-256-2146.
1. PERSONNEL
General Manager—T. L. Laidlaw.
3. FACILITIES
1,000 w.; 1080 kc.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Farm Radio Network.

TIME RATES
No. 2 Eff 6/73—Rec'd 11/29/73.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.95	6.25	5.85	5.40	4.85	4.10	3.70
30 sec	4.95	4.45	4.00	3.60	3.25	2.75	2.50

MANDAN
Morton County—Map Location D-4
See SRDS consumer market map and data at beginning of the State

See Bismarck-Mandan

MAYVILLE
Traill County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KMAV
1967

NAB
Subscriber to the NAB Radio Code

Media Code 4 235 6500 1.00
KMAV, Inc., Box 918, Mayville, N. D. 58257. Phone 701-786-2006.

STATION'S PROGRAMMING DESCRIPTION
KMAV: Programmed for agricultural audience.

NORTH DAKOTA

1. PERSONNEL
General Manager—Austin G. Kramer.
3. FACILITIES
250 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network, Dakota Farm Network—North Dakota.

TIME RATES
Eff ——— Rec'd 1/8/68.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	4.20	3.90	3.60	3.30	3.00	2.90
30 sec	2.70	2.55	2.40	2.25	2.10	1.90

MINOT (4 AM; 1 FM)
Ward County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KCJB
1950

HR STONE radio

Subscriber to the NAB Radio Code

Media Code 4 235 6650 4.00
Chester Reiten and William L. Hurley, Box 1686, KCJB—Radio Bldg., Minot, N. D. 58701. Phone 701-838-0361. TWX 910-675-2496.
1. PERSONNEL
President—Chester Reiten.
Station Manager—Rod Romine.
2. REPRESENTATIVES
HB/Stone Radio Representatives, Inc.
Minneapolis—William L. Hurley.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 910 kc. Directional day & night.
Operating schedule: 5:30-12:30 am. CST.
4. AGENCY COMMISSION
15% on time only: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 21c, 22a.
Affiliated with American Contemporary Network.
Member: Dakota Farm Network—North Dakota.

TIME RATES
Eff 7/1/66—Rec'd 6/17/66.
Class AA—6:00-9:00 am, noon-1:00 pm and 4:00-6:00 pm Mon thru Fri.
Class A—9:00 am-noon, 1:00-4:00 pm and 6:00-7:00 pm Mon thru Fri; 6:00 am-7:00 pm Sat and Sun.
Class B—All other times.
6. SPOT ANNOUNCEMENTS

	—AA—		—A—		—B—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	14	12	12	10	11	8
6 x	12	10	10	8	9	7
12 x	11	9	9	7	8	6
18 x	10	8	8	6	7	6
24 x	9	7	7	5	5	3

6. PROGRAM TIME RATES

5 MINUTES	Class AA	Class A	Class B
PER WK:			
Less than 6 ti	20.00	15.00	13.00
6 ti	18.00	13.00	11.00
12 ti	17.00	12.00	10.00
18 ti	16.00	11.00	——
1/4 HOUR			
Less than 6 ti	36.00	26.00	18.00
6 ti	34.00	24.00	16.00
12 ti	32.00	22.00	14.00
18 ti	30.00	20.00	12.00
1/2 HOUR			
Less than 6 ti	70.00	50.00	45.00
6 or 52 ti	65.00	45.00	43.00
12 or 156 ti	60.00	40.00	37.00
18 or 260 ti	55.00	35.00	34.00

KCJB-FM
1966
Subscriber to the NAB Radio Code

Media Code 4 235 6651 2.00
Chester Reiten and William L. Hurley, Box 1686, KCJB Radio Bldg., Minot, N. D. 58701. Phone 701-835-1161, 838-0361.
See affiliated AM station for additional information.
3. FACILITIES
ERP 58,000 w.; 97.1 mc. Stereo.
Operating schedule: 7-1 am. CST.
Antenna ht: 850 ft. above average terrain.

TIME RATES
No. 1 Eff 11/25/66—Rec'd 11/21/66.
6. SPOT ANNOUNCEMENTS

	1x	51x	151x	300+
30 sec	6.50	6.00	5.50	5.00
1 min	8.00	7.50	7.00	6.50

6. PROGRAM TIME RATES

	1x	26x	52x	100+
5 min	14	10	8	6
25 min	34	30	26	24
55 min	46	42	38	34

KHRT
1957

NAB RAB
Subscriber to the NAB Radio Code

Media Code 4 235 7000 1.00
K-HRT Broadcasting Corp., Box 1210, Minot, N. D. 58701. Phone 701-838-5111.
(This listing continued on next page)

NORTH DAKOTA

Minot—K H R T—Continued

STATION'S PROGRAMMING DESCRIPTION
KHRT: Programmed for young adults.
70% of broadcast time devoted to standards and selected new popular tunes. 20% news. 10% of day devoted to gospel music. DJ format throughout day. Network news on the hour. Rec'd 4/6/70.

1. PERSONNEL
Pres. & Mgr.—Harold Christensen.
Sales Manager—A. Gaylord Folden.

3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.
Basic Rates: 24b, 25c, 28c, 29a, 30, 33a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 60d, 60f, 60h, 62d.
Cancellation: 70a, 70e, 71a, 72.
Tobacco and beer advertising not accepted.

TIME RATES
No. 3 Eff 6/15/73—Rec'd 10/5/73.

6. SPOT ANNOUNCEMENTS
PRIME FIXED POSITION—7-10 AM

	—Fixed—		—BTA—	
PER YR:	1 min	30 sec	1 min	30 sec
1000 x	3.10	2.50	2.80	2.30
624 x	3.45	2.65	3.15	2.40
312 x	3.80	2.70	3.45	2.45
260 x	4.05	2.80	3.70	2.55
156 x	4.40	3.00	4.00	2.75
52 x	4.70	3.20	4.30	2.90
26 x	5.05	3.40	4.60	3.10
13 x	5.65	3.55	5.15	3.25
1 x	5.75	3.80	5.25	3.45

7. PACKAGE PLANS
SHORT TERM PACKAGES

	1 min		1 min
100 in 30 days	210.00	25 in 1 wk	7.00
50 in 2 wks	115.00	15 in 1 wk	45.00

1 MO:	100 ti	50 ti	10 ti
10 sec	125.00	67.50	15.00

8. PROGRAM TIME RATES

PER YR:	1x	13x	26x	52x	156x	260x	312x
5 min	11.50	10.50	9.75	8.90	8.00	7.00	6.30
1/4 hr	23.00	21.00	19.25	17.25	15.50	13.80	12.00
1/2 hr	34.50	32.50	30.75	28.75	27.00	25.00	24.50

1 hr: 1-1/2x 1/2 hr.

KLPM
1929

Subscriber to the NAB Radio Code

Media Code 4 235 7350 0.00
Minot Broadcasting Co., Inc., Box 10, 320 3rd Ave., S. W. Minot, N. D. 58701. Phone 701-838-9145.

STATION'S PROGRAMMING DESCRIPTION
KLPM: Family format.
Sun: 6 am-1 pm Religious with news at :30 & :60. 1-6 pm pro baseball or football, or variety music, commentary, documentary. 6 pm-12M semi & classical music; news, 5 min :30 & :60. M-S: 6-10 am, talk, news, commentary, agribusiness interspersed with pop standard music. 10 am-1 pm, talk, news, phone-in. 1-6 pm personality & music with news at :30 & :60. 6-8 pm sports, commentaries, news. 8 pm-12M, standards of all eras, predominantly instrumental. Pro baseball or football & college, high school sports take precedence. Contact Representative for further details. Rec'd 4/2/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Leslie E. Maupin.
Commercial Manager—Kathlyn K. Rice.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1390 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 10/1/73—Rec'd 10/2/73.

6. SPOT ANNOUNCEMENTS

	5x	25x	50x	100x	200x	400x
1 min	6.50	6.40	6.30	6.15	5.95	5.60
30 sec	4.00	3.90	3.75	3.65	3.50	3.35

	600x	700x	800x	900x	1000x
1 min	5.25	5.00	4.70	4.25	3.25
30 sec	3.15	2.95	2.85	2.65	2.50

10 sec: 80% of 30-sec.; no frequency discount.
7-10 am, premium rate, no discount.

7. PACKAGE PLANS
TAP-ROS-BTA—7 DAYS OR LESS

PER WK:	35 ti	25 ti	20 ti	15 ti
Cost	80	65	60	50

KTYN
1968

Subscriber to the NAB Radio Code

Media Code 4 235 7525 2.00
KTYN Radio, Box 637, Minot, N. D. 58701. Phone 701-838-0301.

1. PERSONNEL
President—Justin Hoberg.
Gen'l & Sales Mgr.—Richard F. Gehl.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 50, 51b.
Comb.; Cont. Discounts: 60b, 60g, 60i, 62d.
Cancellation: 70b, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.
Sold in combination with KNOX, Grand Forks. See that listing for discount.

TIME RATES
Eff 8/1/68—Rec'd 10/4/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x	312x	624x
1 min	8.75	8.45	8.25	7.75	7.25	6.75	6.50	5.75
30 sec	5.25	5.10	4.95	4.75	4.55	4.25	4.00	3.65

7. PACKAGE PLANS
SATURATION PACKAGE—BTA

EA:	50x	250x	600+
1 min	6.60	5.95	4.50
30 sec	4.00	3.60	2.75

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
1/2 hr	55.00	52.00	47.00	44.00	41.00	38.00
1/4 hr	40.00	37.00	34.00	31.00	28.00	25.00
10 min	30.00	28.50	27.00	25.50	24.00	22.50
5 min	20.00	19.00	18.00	17.00	16.00	15.00

OAKES
Dickey County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KDDR
1959

Subscriber to the NAB Radio Code

Media Code 4 235 7700 6.00
Berry-Iverson Co., Box 411, Oakes, N. D., 58474. Phone 701-742-2187.

1. PERSONNEL
Manager—Thomas E. Brazil.

3. FACILITIES
1,000 w.; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Dakota Farm Network—North Dakota.

TIME RATES
Eff —— Rec'd 4/23/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	3.15	3.10	2.05	3.00	2.95	2.90	2.85
30 sec	2.40	2.35	2.30	2.25	2.20	2.15	2.10

7. PACKAGE PLANS

SATURATION:	25 ti	50 ti	75 ti	100 ti	150 ti
1 min	75.00	147.50	217.50	———	———
30 sec	56.25	110.00	161.25	200.00	285.00

15 sec. flat 1.35.

12-MO PLAN:	1 min	30 sec		1 min	30 sec
300 x	2.85	2.10	1000 x	2.65	1.90
400 x	2.80	2.05	1200 x	2.60	1.85
600 x	2.75	2.00	1600 x	2.55	1.80
800 x	2.70	1.95	2000 x	2.50	1.75

RUGBY
Pierce County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KGCA
1961

Media Code 4 235 8050 5.00
Rugby Broadcasters, Inc., Box 31, Highway 2-East, Rugby, N. D. 58368. Phone 776-5254. TWX RA 250.

1. PERSONNEL
General Manager—Dale C. Moldenhauer.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.
Member: Farm Radio Network, Dakota Farm Network—North Dakota.

TIME RATES
Rates effective August 15, 1961.
Rates received September 6, 1961

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time	75.00	42.50	22.50	18.50	15.00	7.50	6.00
13 times	69.00	36.00	19.50	17.00	12.50	6.75	5.60
26 times	63.00	33.00	18.00	15.75	12.00	6.00	5.20
52 times	57.00	30.00	16.50	14.25	11.25	5.25	4.80
104 times	48.00	25.50	14.25	12.50	10.50	4.85	4.40
156 times	42.00	22.50	12.75	11.25	9.75	4.35	4.00
260 times	30.00	16.50	9.75	8.75	7.50	3.35	3.60
312 times	27.00	15.00	9.00	8.00	6.75	3.35	3.20

TIOGA
Williams County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

KTGO
1967

Media Code 4 235 8250 1.00
Tioga Broadcasting Corp., Box 456, 301 S. E. 2nd. Tioga, N. D. 58852. Phone 701-664-3322.

STATION'S PROGRAMMING DESCRIPTION
KTGO: 100% country format.

1. PERSONNEL
General Manager—James Karn.

3. FACILITIES
250 w.; 1090 kc.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only; 5% cash discount.

TIME RATES
Eff——— Rec'd 6/2/69.

6. SPOT ANNOUNCEMENTS

	1x	12x	26x	52x	104x	156x	260x	312x
30 sec	6.00	5.60	5.20	4.80	4.40	4.00	3.60	3.20
1 min	7.50	6.75	6.00	5.25	4.85	4.35	3.85	3.35

10 sec: 50% of 1-min.

VALLEY CITY
Barnes County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KOVC
1936

Media Code 4 235 8400 2.00
KOVC, Inc., Broadcast House, Valley City, N. D. 58072. Phone 701-845-1490.

STATION'S PROGRAMMING DESCRIPTION
KOVC: Programmed for general community interest.

1. PERSONNEL
Station Manager—Dale Olson.

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:30 am-11:00 pm daily. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Dakota Farm Network—North Dakota.

TIME RATES
Eff 3/1/71—Rec'd 7/6/71.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/4 hr.	10 min.	5 min.	1 min.
1 time	15.00	12.00	10.00	6.00
26 times	14.00	11.00	9.00	5.75
52 times	13.00	10.00	8.00	5.55
156 times	12.00	9.00	7.00	4.80
260 times	11.00	8.00	6.00	4.50
312 times	10.00	7.00	5.00	4.20

7. PACKAGE PLANS

1-minute or less, per week:	Each
1 minute	6.00
10 or more times	4.50
15 or more times	4.00
20 or more times	3.50

WAHPETON
Richland County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KBMW
Licensed as a Breckenridge, Minn. and a Wahpeton, N. D. station.

See listing under Breckenridge, Minn.

WILLISTON
Williams County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

KEYZ
1948

Subscriber to the NAB Radio Code

Media Code 4 235 8750 0.00
Charles L. Scofield, Box 1367, Williston, N. D. 58801. Phone 701-572-3911.

STATION'S PROGRAMMING DESCRIPTION
KEYZ: MUSIC: country. NEWS: network and local staff. FARM: news and markets several times daily. Contact Representative for further details. Rec'd 3/28/74.

1. PERSONNEL
General Manager—Charles L. Scofield.
Station Manager—Bob Miller.

2. REPRESENTATIVES
Minneapolis—William L. Hurley.

3. FACILITIES
5,000 w.; 1360 kc. Directional—nighttime only.
Operating schedule: 6-1 am. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 5, 6a, 7a, 8.
Basic Rates: 22a, 23a.
Contracts: 40a.
Comb.; Cont. Discounts: 60a.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff 4/1/71—Rec'd 3/30/71.

A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

	—A—			—B—		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
12 ti	4.90	3.90	2.45	3.90	3.15	1.95
18 ti	4.55	3.65	2.30	3.60	2.85	1.80
24 ti	4.25	3.40	2.15	3.25	2.60	1.65
30 ti	3.90	3.15	1.95	2.95	2.35	1.50
36 ti	3.60	2.85	1.80	2.60	2.10	1.30

8. PROGRAM TIME RATES

	26x	52x	104x	156x	260x
1/2 hr	29.50	29.00	28.50	28.00	27.00
5 min	10.30	10.15	10.00	9.80	9.45

Edited by Charles L. Scofield.

Advertisement

Williams County has the largest population of any county in western North Dakota and eastern Montana. Its county seat, Williston, has twice the population of any city in the area. Just to put the record straight, KEYZ is the only Williston station, and its 5,000 watts of power at 1360 kc. gives the greatest coverage in the heart of the Williston Basin. Its half-millivolt includes Divide, Burke, Williams, Mountrail and McKenzie counties in North Dakota and Richland, Sheridan, Roosevelt and Daniels counties in Montana, plus parts of 9 other counties in both states. Our area is rich in oil, and has bumper crops in wheat, barley, flax, etc.

OHIO

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Heath—Licking County
Mentor—Lake County
Westerville—Franklin County

NEWSPAPER

Mentor—Lake County
Mentor-on-the-Lake—Lake County

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,067,202
METRO AREAS	
Akron	59,735
Canton	22,969
Cincinnati	161,908
Cleveland	376,547
Columbus	119,067
Dayton	103,632
Hamilton-Middletown	11,338
Lima	10,630
Lorain-Elyria	18,578
Mansfield	9,365
Newark	1,803
Parkersburg-Marietta	1,282
Portsmouth	1,123
Sandusky	5.597
Springfield	13,382
Steubenville-Weirton	6,793
Toledo	66,228
Youngstown-Warren	53,312
Total Metros	1,043,289

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

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

Demographics!

They're a regular feature in SRDS. See Contents Page for exact location.

R-N 4/12

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	◎	▣	◈	●	■	▨	With Daily Media.
			□	◇	○			Without Daily Media.

Symbols Designate Types of Media.

★ Newspaper — Radio ✝ Television

COUNTY NAMES ARE IN ITALIC TYPE

—— Designates Metropolitan Areas within this state

0 10 20 30 40 50

SCALE OF MILES

Applicable to OHIO only

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Akron—Summit
Alliance—Stark
Ashland—Ashland
Ashtabula—Ashtabula
Athens—Athens
Barberton—Summit
Berea—Cuyahoga
Bowling Green—Wood
Brook Park—Cuyahoga
Canton—Stark
Chillicothe—Ross
Cincinnati—Hamilton
Cleveland—Cuyahoga
Cleveland Heights—Cuyahoga
Columbus—Franklin
Cuyahoga Falls—Summit
Dayton—Montgomery
East Cleveland—Cuyahoga
East Lake—Lake
East Liverpool—Columbiana
Elyria—Lorain
Euclid—Cuyahoga
Fairborn—Greene
Fairview Park—Cuyahoga
Findlay—Hancock
Garfield Heights—Cuyahoga
Hamilton—Butler
Kent—Portage
Kettering—Montgomery
Lakewood—Cuyahoga
Lancaster—Fairfield
Lima—Allen
Lorain—Lorain
Lyndhurst—Cuyahoga
Mansfield—Richland
Maple Heights—Cuyahoga
Marietta—Washington
Marion—Marion
Massillon—Stark
Mayfield Heights—Cuyahoga
Mentor—Lake
Middletown—Butler
Newark—Licking
Niles—Trumball
North Olmsted—Cuyahoga
Norwood—Hamilton
Parma—Cuyahoga
Parma Heights—Cuyahoga
Piqua—Miami
Portsmouth—Scioto
Rocky River—Cuyahoga
Sandusky—Erie
Shaker Heights—Cuyahoga
South Euclid—Cuyahoga
Springfield—Clark
Steubenville—Jefferson
Stow—Summit
Tiffin—Seneca
Toledo—Lucas
Upper Arlington—Franklin
Warren—Trumbull
Warrensville Heights—Cuyahoga
Whitehall—Franklin
Wickliffe—Lake
Willowick—Lake
Xenia—Greene
Youngstown—Mahoning
Zanesville—Muskingum

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
OHIO STATE TOTALS	10,787.6	3,599.93	50,330,906	13,981	5.1	10.2	10.5	28.4	40.0	27,353,591	7,598	6,496,241	745,107	5,336,965	1,039,731	1,264,176	5,042,652	2,091,060	5,628.12	379.0	2,695,646
ADAMS C-9	20.7	7.18	57,294	7,980	14.3	22.1	11.4	17.0	15.1	35,904	5,001	8,681	843	2,026	573	1,438	8,916	2,970	9.99	5.3	24,601
ALLEN B-5	111.8	36.95	535,184	14,484	4.6	10.6	10.4	28.2	41.4	399,525	10,813	69,919	6,798	80,845	11,503	14,636	54,803	25,340	58.98	7.1	36,431
Lima	54.1	19.03	239,440	12,582	.....	.....	.....	.....	.....	249,034	13,086	29,909	4,082	36,470	6,340	9,056	31,603	13,819	.....	.....	.....
Lima Metro Area	211.0	68.90	949,719	13,784	4.6	10.8	10.8	29.4	39.5	649,071	9,420	124,811	10,781	92,090	18,270	25,741	102,808	47,047	114.09	.....	.....
ASHLAND E-4	44.6	14.84	190,730	12,852	5.4	12.8	11.4	29.0	36.0	114,655	7,726	24,674	2,687	8,886	4,410	7,330	20,209	11,532	22.09	5.6	31,419
Ashland	20.7	7.13	89,113	12,498	.....	.....	.....	.....	.....	77,747	10,904	17,571	2,196	8,010	3,663	5,825	14,337	5,259	.....	.....	.....
ASHTABULA G-3	102.5	33.81	434,853	12,862	5.4	11.4	11.9	30.7	34.7	250,464	7,408	68,629	4,854	36,593	8,787	8,548	45,467	21,873	52.40	5.0	28,316
Ashtabula	24.0	8.13	101,920	12,536	.....	.....	.....	.....	.....	118,263	14,546	28,760	2,657	29,373	5,950	5,051	19,499	8,623	.....	.....	.....
ATHENS E-8	56.8	17.06	186,476	10,931	10.4	19.2	13.5	23.6	23.4	107,621	6,308	28,472	3,256	11,028	3,981	4,231	20,507	8,862	23.00	1.2	6,837
Athens	28.4	6.72	84,185	12,528	.....	.....	.....	.....	.....	80,576	11,990	11,723	2,913	8,284	3,562	2,426	19,813	4,850	.....	.....	.....
AUGLAIZE B-5	38.8	12.66	165,888	13,103	4.5	9.5	11.3	32.3	38.1	99,538	7,862	25,874	1,537	4,983	3,771	5,175	18,444	11,047	20.63	5.7	49,784
BELMONT G-7	78.2	27.68	306,446	11,071	7.3	15.7	13.4	29.0	26.8	160,271	5,790	54,210	3,932	17,377	3,930	8,926	28,553	15,504	40.22	3.4	13,096
BROWN C-9	27.0	8.91	97,299	10,920	8.4	16.1	12.2	25.7	27.3	50,170	5,631	15,324	1,260	2,377	496	422	6,361	5,859	14.04	6.8	28,767
BUTLER A-8	238.7	76.60	1,046,659	13,664	4.9	9.9	11.1	30.0	38.7	603,576	7,880	127,173	19,227	98,552	19,741	21,246	92,883	42,688	119.12	5.1	30,735
Hamilton	64.7	22.87	284,719	12,449	.....	.....	.....	.....	.....	250,103	10,936	50,190	7,449	47,253	8,142	11,256	46,600	15,477	.....	.....	.....
Hamilton-Middletown Metro Area	238.7	76.60	1,046,659	13,664	4.9	9.9	11.1	30.0	38.7	603,576	7,880	127,173	19,227	98,552	19,741	21,246	92,883	42,688	119.12	.....	.....
Middletown	50.3	17.96	244,690	13,624	.....	.....	.....	.....	.....	204,486	11,386	47,921	7,600	46,503	9,663	7,780	37,025	11,885	.....	.....	.....
CARROLL G-5	23.8	7.82	84,896	10,856	7.4	15.5	13.6	30.0	24.4	38,455	4,918	7,867	440	1,331	806	1,584	12,695	3,580	11.82	2.7	13,279
CHAMPAIGN C-6	33.0	11.24	135,195	12,028	6.2	13.4	13.1	30.6	30.9	68,347	6,081	16,650	1,553	4,978	1,552	2,348	11,169	5,580	16.49	4.8	51,036
CLARK C-7	160.1	53.18	705,486	13,266	5.4	9.0	11.6	30.2	37.1	363,265	6,831	93,012	10,971	71,230	15,246	17,938	71,317	36,186	84.97	4.2	50,357
Springfield	81.8	28.94	333,669	11,530	.....	.....	.....	.....	.....	277,220	9,579	68,982	9,816	67,791	14,323	14,013	52,185	25,566	.....	.....	.....
Springfield Metro Area	193.1	64.42	840,681	13,050	5.4	10.7	11.8	29.9	36.6	431,612	6,700	109,662	12,524	76,208	16,798	20,286	82,486	41,766	101.46	.....	.....
CLERMONT B-9	104.8	31.55	429,265	13,606	5.1	9.3	10.9	30.7	38.7	192,427	6,099	56,399	4,231	25,153	2,785	4,666	45,712	15,510	56.80	5.3	17,962
CLINTON C-8†	31.4	10.45	132,808	12,709	5.9	12.7	11.1	26.7	35.7	93,995	8,995	20,273	2,066	3,323	3,607	3,367	20,111	6,426	17.21	4.6	45,864
COLUMBIANA G-5	111.0	38.14	470,256	12,330	6.0	12.0	13.5	30.5	30.9	239,021	6,267	69,237	7,032	29,134	9,805	12,313	48,904	20,755	58.69	5.4	31,025
East Liverpool	20.0	7.54	79,203	10,504	.....	.....	.....	.....	.....	86,408	11,460	23,590	2,543	17,983	4,728	6,713	16,728	5,898	.....	.....	.....
COSHOCTON F-6	33.4	11.81	127,191	10,770	6.8	16.2	13.5	27.6	26.8	75,773	6,416	15,357	2,348	12,424	3,502	1,782	14,606	5,757	18.36	3.6	20,938
CRAWFORD D-5	51.2	17.59	215,251	12,237	4.9	13.7	11.8	30.3	33.8	114,896	6,532	30,214	3,187	9,627	5,216	6,860	23,944	9,111	28.65	4.1	37,536
CUYAHOGA F-4	1,667.4	584.54	9,021,593	15,540	4.6	7.6	8.5	26.5	47.0	4,590,602	7,907	1,138,133	140,268	1,090,437	213,073	223,933	841,145	290,005	847.11	.....	.....
Berea	24.0	7.28	123,015	16,898	.....	.....	.....	.....	.....	62,401	8,572	18,185	2,315	1,655	1,494	1,085	25,599	3,507	.....	.....	.....
Brook Park	34.3	9.37	132,185	14,107	.....	.....	.....	.....	.....	46,101	4,920	5,834	3,327	12,106	685	616	5,062	4,641	.....	.....	.....
Cleveland	690.1	247.30	2,899,925	11,726	.....	.....	.....	.....	.....	1,949,537	7,883	478,172	65,898	473,794	105,362	118,781	298,597	126,102	.....	.....	.....
Cleveland Metro Area	2,026.3	689.11	10,801,164	15,674	4.3	7.5	8.4	27.1	47.6	5,445,565	7,902	1,353,971	163,821	1,215,924	239,376	244,504	1,000,997	359,560	1,041.44	.....	.....
Cleveland Heights	60.3	21.74	396,384	18,233	.....	.....	.....	.....	.....	199,822	9,191	44,360	6,237	34,940	17,557	6,872	35,228	10,135	.....	.....	.....
East Cleveland	39.3	15.74	188,427	11,971	.....	.....	.....	.....	.....	86,710	5,509	27,265	2,944	11,669	1,498	2,210	32,732	5,640	.....	.....	.....
Euclid	73.5	27.74	422,344	15,225	.....	.....	.....	.....	.....	157,205	5,667	40,674	4,207	11,672	8,388	10,333	54,164	7,839	.....	.....	.....
Fairview Park	23.9	8.57	165,054	19,260	.....	.....	.....	.....	.....	101,375	11,829	16,144	2,762	23,899	6,779	2,594	13,306	3,374	.....	.....	.....
Garfield Heights	42.1	13.97	208,211	14,904	.....	.....	.....	.....	.....	51,501	3,687	23,846	3,632	19,526	1,496	1,201	3,260	6,478	.....	.....	.....
Lakewood	70.3	28.69	424,384	14,792	.....	.....	.....	.....	.....	198,385	6,915	46,656	6,190	17,734	3,396	3,112	93,495	9,413	.....	.....	.....
Lyndhurst	20.7	6.50	136,464	20,994	.....	.....	.....	.....	.....	31,653	4,870	7,958	958	3,931	274	6,836	4,924	2,910	.....	.....	.....
Maple Heights	34.4	11.04	165,951	15,032	.....	.....	.....	.....	.....	162,850	14,751	44,065	3,629	84,647	10,421	10,340	2,484	7,048	.....	.....	.....
Mayfield Heights	24.9	9.48	135,728	14,317	.....	.....	.....	.....	.....	77,844	8,211	28,833	698	21,844	3,456	7,668	4,820	3,073	.....	.....	.....
North Olmsted	39.9	12.14	209,877	17,288	.....	.....	.....	.....	.....	111,575	9,191	29,654	3,050	41,193	3,841	3,199	17,782	6,042	.....	.....	.....
Parma	105.3	33.87	541,642	15,992	.....	.....	.....	.....	.....	327,994	9,684	65,568	7,988	69,182	9,092	8,844	40,221	17,477	.....	.....	.....
Parma Heights	30.2	10.26	164,299	16,014	.....	.....	.....	.....	.....	60,658	5,912	11,716	700	4,021	93	4,557	8,402	4,103	.....	.....	.....
Rocky River	25.7	9.86	202,808	20,569	.....	.....	.....	.....	.....	68,245	6,921	20,170	2,385	20,006	3,148	4,420	5,015	6,296	.....	.....	.....
Shaker Heights	35.6	13.35	399,795	29,947	.....	.....	.....	.....	.....	187,735	14,063	40,982	3,505	2,698	11,028	3,228	68,836	6,082	.....	.....	.....
South Euclid	29.5	10.05	180,394	17,950	.....	.....	.....	.....	.....	57,173	5,689	15,915	1,512	19,457	3,268	3,804	12,995	5,945	.....	.....	.....
Warrensville Heights	22.1	8.02	115,718	14,429	.....	.....	.....	.....	.....	50,331	6,276	3,490	870	16,196	281	576	8,461	5,517	.....	.....	.....
DARKE A-6	53.3	17.90	215,825	12,057	5.9	13.3	12.1	29.0	32.6	128,223	7,163	25,543	2,211	7,558	4,452	6,563	29,748	7,612	27.56	11.1	92,713
DEFIANCE B-4	38.3	11.97	159,252	13,304	4.2	9.6	10.6	29.7	39.3	107,962	9,019	20,723	2,042	19,886	3,596	3,482	22,312	8,264	20.22	5.5	25,637
DELAWARE D-6	44.4	13.92	193,888	13,929	4.5	11.7	11.1	28.7	39.2	75,681	5,451	21,477	1,388	2,225	3,326	2,058	10,915	8,709	24.79	3.5	26,855
ERIE E-4	77.5	25.42	353,819	13,919	3.8	7.2	10.1	30.8	42.8	218,750	8,605	51,099	7,128	45,147	8,605	10,177	37,076	16,140	43.44	2.1	17,507
Sandusky	33.8	12.17	153,734	12,632	.....	.....	.....	.....	.....	138,311	11,365	30,382	4,034	31,728	7,090	9,339	20,276	8,749	.....	.....	.....
Sandusky Metro Area	77.5	25.42	353,819	13,919	3.8	7.2	10.1	30.8	42.8	218,750	8,605	51,099	7,128	45,147	8,605	10,177	37,076	16,140	43.44	.....	.....
FAIRFIELD E-7	79.1	26.41	300,374	11,373	6.4	15.9	14.6	29.8	27.5	167,110	6,328	39,900	6,124	23,831	3,571	9,713	32,350	13,583	44.58	4.1	40,102
Lancaster	33.1	12.04	137,418	11,413	.....	.....	.....	.....	.....	133,163	11,060	31,439	5,584	15,621	3,558	8,500	27,919	10,041	.....	.....	.....
FAYETTE C-7	25.2	8.79	95,830	10,902	8.7	18.8	12.8	25.1	26.3	66,436	7,558	14,037	1,839	6,818	2,688	2,194	12,960	7,637	13.40	2.6	47,986
FRANKLIN D-7†	878.5	295.74	4,221,304	14,274	5.2	10.6	10.2	27.8	40.8	2,359,746	7,978	477,038	62,933	579,515	85,359	112,064	444,149	160,535	443.51	3.3	30,066
Columbus	576.4	200.14	2,505,322	12,518	.....	.....	.....	.....	.....	1,587,011	7,930	276,935	41,670	477,589	71,425	80,424	337,592	102,599	.....	.....	.....
Columbus Metro Area	1,074.6	358.31	4,981,965	13,904	5.3	11.5	10.8	27.9	39.0	2,752,479	7,682	574,432	75,176	609,921	95,335	126,854	521,289	199,167	549.27	.....	.....
Upper Arlington	41.8	14.43	358,428	24,839	.....	.....	.....	.....	.....	60,834	4,216	32,892	4,705	1,683	3,421	1,555	1,302	5,468	.....	.....	.....
Whitehall	26.4	9.40	134,241	14,281	.....	.....	.....	.....	.....	143,536	15,270	31,510	2,904	19,535	6,089	16,853	46,451	6,320	.....	.....	.....
FULTON B-3	34.2	10.94	151,334	13,833	4.9	9.8	9.8	29.1	42.2	109,247	9,986	18,354	1,690	3,036	1,792	4,813	28,080	8,484	18.73	7.0	75,190
GALLIA E-9	27.0	8.57	82,856	9,668	10.6	17.7	12.9	22.3	21.2	55,374	6,461	13,155	1,369	3,320	2,006	1,946	10,082	6,079	12.50	2.9	11,337
GEAUGA G-3	66.5	19.35	344,147	17,785	3.2	5.8	7.0	25.1	55.6	92,348	4,773	25,339	2,029	7,974	496	2,284	22,183	10,420	34.45	3.4	8,331
GREENE B-7†	131.8	40.00	672,064	16,802	3.3	7.2	8.3	26.6	51.0	240,101	6,003	56,043	5,403	19,573	6,196	7,575	73,973	23,398	68.70	4.6	44,456
Fairborn	36.4	12.02	180,260	14,997	.....	.....	.....	.....	.....	94,558	7,867	17,286	2,212	4,530	1,808	1,382	40,661	7,508	.....	.....	.....
Xenia	30.1	9.76	126,071	12,917	.....	.....	.....	.....	.....	100,175	10,264	24,500	1,774	14,473	3,985	4,628	26,492	6,879	.....	.....	.....
GUERNSEY F-6	40.4	13.81	140,642	10,184	9.3	17.0	12.9	26.1	24.1	71,281	5,162	20,783	1,637	14,310	1,938	2,313	10,358	7,026	19.27	2.8	8,773
HAMILTON A-8	913.7	315.85	4,444,940	14,073	5.4	10.1	10.1	27.0	41.3	2,624,851	8,310	590,751	80,868	660,568	119,581	146,874	459,049	173,565	450.10	1.1	10,041
Cincinnati	436.7	167.03	1,947,349	11,659	.....	.....	.....	.....	.....	1,557,108	9,322	311,247	50,084	365,562	92,289	106,023	299,461	95,467	.....	.....	.....
Cincinnati Metro Area	1,401.1	471.53	6,583,078	13,961	5.3	10.4	10.1	27.7	40.7	3,568,879	7,569	840,027	114,293	775,366	138,979	194,295	621,057	265,620	698.54	.....	.....
Norwood	28.1	10.87	130,247	11,982	.....	.....	.....	.....	.....	79,633	7,326	17,917	2,161	1,320	2,855	4,147	34,667	4,624	.....	.....	.....
HANCOCK C-4	62.9	21.61	306,317	14,175	4.9	9.7	10.0	29.1	41.5	168,750	7,809	37,189	4,356	30,452	5,489	10,106	32,892	11,356	33.98	7.5	50,619
Findlay	38.7	13.61	189,424	13,918	.....	.....	.....	.....	.....	128,693	9,456	29,049	3,862	25,817	5,489	5,763	28,675	9,137	.....	.....	.....
HARDIN C-5	30.7	10.27	122,627	11,940	7.3	13.4	11.2	27.0	32.4	54,869	5,343	15,587	1,336	2,944	2,415	2,963	7,612	5,901	15.54	5.5	41,993
HARRISON G-6	16.1	5.52	57,869	10,484	7.6	13.3	13.1	29.2	26.4	24,817	4,496	8,247	348	1,279	683	630	6,058	2,957	8.25	1.3	6,383
HENRY B-4	27.4	8.97	120,362	13,418	4.9	11.2	10.1	29.7	38.5	61,999	6,912	14,187	1,223	1,471	1,539	1,786	11,395	5,978	15.07	5.9	55,695
HIGHLAND C-8	31.0	11.07	104,168	9,410	10.5	19.6	14.0	23.8	19.4	76,040	6,869	20,092	2,243	1,984	2,475	1,446	11,345	5,956	15.99	5.8	46,201
HOCKING E-8	19.6	6.83	67,663	9,901	7.9	18.7	13.8	25.7	23.5	42,178	6,175	9,902	1,279	6,830	1,645	1,173	11,233	4,622	10.54	.8	3,502
HOLMES F-5	22.9	6.43	79,093	12,301	7.3	16.3	11.3	22.7	33.3	39,567	6,153	8,563	633	1,980	367	1,434	8,085	2,738	8.74	9.3	39,800

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
HURON E-4	49.7	16.06	208,601	12,989	5.8	9.6	11.0	30.1	38.5	124,905	7,777	33,356	3,988	7,859	5,852	5,714	24,439	10,992	27.31	5.4	36,752
JACKSON E-9	25.8	8.88	83,315	9,382	10.7	20.0	12.8	21.3	20.7	47,637	5,365	11,474	2,366	4,476	1,760	2,173	11,622	6,761	13.75	1.0	7,790
JEFFERSON H-5	97.1	32.80	385,437	11,751	6.8	12.1	13.6	31.3	29.1	218,538	6,663	66,691	6,445	45,343	8,976	13,451	32,482	15,450	48.19	2.0	5,263
Steubenville	30.0	10.95	132,527	12,103	.....	.....	.....	.....	.....	153,715	14,038	45,298	3,459	43,213	7,977	10,940	21,194	5,819	.....	.....	.....
Steubenville-Weirton Metro Area	170.9	56.97	719,355	12,627	6.4	12.2	12.7	31.5	30.9	347,293	6,096	104,493	10,412	53,425	13,446	22,561	54,630	28,520	77.20	.....	.....
KNOX E-5	42.0	14.13	166,549	11,787	6.5	15.1	12.9	28.7	29.6	109,206	7,729	28,190	4,298	17,873	2,986	2,880	19,282	8,741	22.52	3.9	31,241
LAKE G-3	204.3	62.55	1,021,366	16,329	2.7	4.6	7.6	31.4	51.1	582,091	9,306	142,053	17,216	107,435	21,581	13,985	91,168	41,606	110.24	.9	25,905
East Lake	21.9	6.67	98,548	14,775	.....	.....	.....	.....	.....	14,225	2,133	2,913	694	1,271	160	341	1,714	3,307	.....	.....	.....
Mentor	42.2	12.53	200,987	16,040	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wickliffe	23.4	6.94	113,058	16,291	.....	.....	.....	.....	.....	34,676	4,997	7,796	2,143	6,329	160	607	569	5,092	.....	.....	.....
Willowick	21.6	6.24	111,325	17,841	.....	.....	.....	.....	.....	79,325	12,712	32,768	2,879	20,119	11,237	166	559	2,345	.....	.....	.....
LAWRENCE E-9	60.2	20.17	200,507	9,941	10.0	17.6	14.5	26.5	19.5	103,877	5,150	33,360	3,139	5,491	2,794	3,859	22,476	11,230	30.00	2.0	8,013
LICKING E-6	112.7	37.33	450,777	12,011	5.8	11.5	13.7	31.3	31.0	274,525	7,315	67,291	7,807	42,311	10,311	9,945	52,367	24,272	58.38	5.0	36,093
Newark	41.3	15.18	167,536	11,037	.....	.....	.....	.....	.....	139,291	9,176	36,481	4,297	15,025	7,600	7,433	29,443	12,872	.....	.....	.....
Newark Metro Area	112.7	37.53	450,777	12,011	5.8	11.5	13.7	31.3	31.0	274,525	7,315	67,291	7,807	42,311	10,311	9,945	52,367	24,272	58.38	.....	.....
LOGAN C-6†	34.5	12.29	146,561	11,925	7.0	14.8	12.2	27.0	31.3	88,758	7,222	21,001	2,310	8,925	3,666	4,134	17,777	7,092	21.06	4.2	33,473
LORAIN E-4	267.2	82.27	1,225,992	14,902	3.6	7.1	10.3	32.0	42.5	723,489	8,794	155,846	13,875	117,951	23,289	25,022	99,880	46,727	142.65	4.1	34,870
Elyria	57.9	18.87	262,303	13,901	.....	.....	.....	.....	.....	180,159	9,547	42,726	4,406	62,199	10,657	8,543	30,960	10,427	.....	.....	.....
Lorain	80.2	25.55	348,744	13,649	.....	.....	.....	.....	.....	224,753	8,797	51,296	4,182	39,745	9,193	9,849	35,257	13,246	.....	.....	.....
Lorain-Elyria Metro Area	267.2	82.27	1,225,992	14,902	3.6	7.1	10.3	32.0	42.5	723,489	8,794	155,846	13,875	117,951	23,289	25,022	99,880	46,727	142.65	.....	.....
LUCAS C-3	489.8	168.34	2,472,346	14,687	5.1	9.1	9.6	28.2	42.8	1,379,329	8,194	332,031	40,135	326,081	47,015	63,186	233,261	92,100	263.51	2.8	23,651
Toledo	390.9	137.85	1,890,278	13,713	.....	.....	.....	.....	.....	1,126,607	8,173	269,394	34,036	289,093	41,132	52,841	187,681	71,938	.....	.....	.....
Toledo Metro Area	781.2	259.15	3,846,134	14,841	4.8	8.8	9.2	28.1	44.3	2,034,414	7,850	474,179	54,271	399,742	65,293	87,852	381,579	153,238	412.04	.....	.....
MADISON C-7	28.7	8.96	111,928	12,492	5.7	13.0	12.0	27.7	34.7	70,428	7,860	17,016	2,106	2,590	806	1,423	17,977	8,322	14.64	5.2	51,909
MAHONING G-4	304.9	101.10	1,384,281	13,692	4.7	9.2	11.4	30.3	38.1	703,566	6,959	177,707	23,552	166,701	27,290	34,954	136,135	62,601	156.19	3.6	18,277
Youngstown[2]	142.1	49.12	565,878	11,520	.....	.....	.....	.....	.....	438,148	8,920	102,045	15,242	117,787	20,455	20,175	92,583	23,027	.....	.....	.....
Youngstown-Warren Metro Area	545.1	178.63	2,525,952	14,141	4.3	8.8	10.8	30.4	40.4	1,285,587	7,197	331,816	37,561	266,545	50,402	55,469	246,725	106,831	291.24	.....	.....
MARION D-5	65.3	21.85	257,595	11,789	5.2	13.8	13.4	31.6	30.6	152,187	6,965	39,089	4,979	36,451	5,453	6,497	26,730	11,792	34.54	3.5	40,457
Marion	41.8	14.63	154,626	10,569	.....	.....	.....	.....	.....	95,174	6,505	18,485	3,585	16,898	5,405	6,212	17,779	8,624	.....	.....	.....
MEDINA F-4	88.1	26.67	414,058	15,525	3.4	6.2	8.8	31.0	46.9	180,524	6,769	48,446	4,309	10,078	4,226	4,302	46,501	17,529	49.64	4.3	22,613
MEIGS F-8	18.4	6.50	60,267	9,272	11.4	17.3	12.6	23.7	19.6	35,177	5,412	10,213	1,240	4,770	690	1,109	7,960	3,132	10.72	1.6	7,914
MERCER A-5	35.9	10.82	146,472	13,537	4.6	12.0	11.0	29.7	37.4	105,958	9,793	16,609	1,289	2,845	5,327	4,759	18,884	7,170	19.29	8.9	81,686
MIAMI 8-6	89.5	30.51	413,348	13,548	3.7	9.3	11.2	30.7	39.6	215,396	7,060	52,638	6,204	20,264	8,897	18,801	44,264	17,879	49.28	5.4	50,483
Piqua	21.1	7.58	91,263	12,040	.....	.....	.....	.....	.....	75,435	9,952	18,159	2,958	10,782	3,310	3,267	19,520	6,019	.....	.....	.....
MONROE G-7	15.9	5.34	51,938	9,726	8.4	14.1	14.0	25.7	22.0	19,555	3,662	5,625	304	2,032	613	1,032	4,307	1,638	7.18	2.1	7,028
MONTGOMERY B-7†	606.0	206.40	3,158,378	15,302	4.1	8.3	8.9	27.5	46.6	1,675,420	8,117	383,829	45,884	448,175	77,744	86,908	288,938	119,285	329.67	4.6	27,319
Dayton	243.4	88.31	1,048,921	11,878	.....	.....	.....	.....	.....	883,678	10,007	151,805	28,215	234,200	43,482	56,659	173,835	54,789	.....	.....	.....
Dayton Metro Area	864.7	289.26	4,397,443	15,202	3.9	8.8	9.2	27.8	45.8	2,199,002	7,602	508,369	58,749	489,308	94,489	115,328	419,650	172,337	468.62	.....	.....
Kettering	76.5	26.55	476,155	17,934	.....	.....	.....	.....	.....	217,941	8,209	58,047	5,306	71,543	12,388	7,499	13,658	11,783	.....	.....	.....
MORGAN F-7	12.1	4.18	41,061	9,823	10.5	17.6	13.9	24.4	21.6	16,646	3,982	4,760	317	1,220	92	878	5,401	1,676	6.48	1.7	5,178
MORROW D-5	21.7	7.14	84,702	11,863	4.9	13.3	12.6	28.8	31.5	29,469	4,127	6,956	434	1,051	258	299	6,105	4,479	12.24	4.3	23,572
MUSKINGUM F-7	76.2	26.05	283,145	10,869	7.0	16.0	13.3	28.0	27.3	193,023	7,410	42,473	7,139	30,938	7,604	9,103	35,006	18,800	41.57	3.0	16,928
Zanesville	33.4	12.48	112,806	9,039	.....	.....	.....	.....	.....	140,519	11,260	22,406	6,733	30,227	6,516	7,018	30,562	11,773	.....	.....	.....
NOBLE F-7	10.0	3.43	35,583	10,374	6.4	16.9	12.5	24.3	25.5	14,206	4,142	3,701	553	838	400	294	3,756	1,646	5.31	1.9	5,526
OTTAWA D-3	37.0	12.44	160,062	12,867	5.3	10.7	10.4	28.7	38.9	93,780	7,539	22,683	1,608	3,081	1,806	3,320	28,102	11,263	22.15	2.9	18,462
PAULDING A-4	19.8	6.29	74,836	11,898	4.6	10.6	11.8	31.2	33.2	35,426	5,632	8,134	344	603	385	2,023	7,318	4,680	10.67	3.9	26,626
PERRY E-7	26.7	8.90	85,235	9,577	8.5	17.5	13.6	25.9	22.2	35,661	4,007	11,555	825	2,296	373	1,382	8,032	4,466	10.36	1.9	9,579
PICKAWAY D-7	43.9	13.28	154,471	11,632	6.7	15.7	13.3	28.1	28.4	79,714	6,003	19,001	2,625	1,760	2,273	1,596	15,898	8,018	21.75	4.1	58,839
PIKE D-9	18.7	6.06	58,732	9,692	12.9	17.7	10.8	20.6	21.5	33,997	5,610	8,353	688	1,913	403	646	6,116	3,923	10.55	1.3	8,733
PORTAGE G-4	136.6	39.39	592,513	15,042	3.8	8.7	10.4	30.9	42.1	232,274	5,897	53,785	5,738	7,523	5,663	10,479	55,608	26,041	65.95	3.2	21,225
Kent	31.7	8.15	124,682	15,298	.....	.....	.....	.....	.....	76,258	9,357	14,766	2,183	3,486	2,402	1,734	23,217	8,062	.....	.....	.....
PREBLE A-7	37.4	12.35	153,653	12,442	5.3	14.0	12.8	30.5	32.0	68,085	5,513	15,859	1,258	1,296	1,652	2,044	12,475	11,775	20.97	7.0	50,861
PUTNAM 8-4	31.8	9.21	122,049	13,252	4.5	12.1	11.7	29.4	36.8	67,792	7,361	12,528	1,117	1,201	1,413	1,444	12,650	3,564	16.45	9.1	66,037
RICHLAND E-5	127.4	42.26	571,688	13,528	4.7	9.8	10.8	30.4	38.8	342,660	8,108	84,195	8,645	73,356	11,693	15,746	62,656	27,341	75.91	5.6	25,618
Mansfield	57.3	20.51	242,666	11,832	.....	.....	.....	.....	.....	263,206	12,833	55,891	6,948	72,498	10,167	10,758	49,347	16,757	.....	.....	.....
Mansfield Metro Area	127.4	42.26	571,688	13,528	4.7	9.8	10.8	30.4	38.8	342,660	8,108	84,195	8,645	73,356	11,693	15,746	62,656	27,341	75.91	.....	.....
ROSS D-8	59.9	19.42	223,626	11,515	6.9	12.6	11.9	28.0	31.0	125,333	6,454	30,555	3,763	29,864	4,449	6,498	21,268	10,898	32.79	3.2	32,856
Chillicothe	24.1	8.97	107,521	11,987	.....	.....	.....	.....	.....	105,976	11,814	26,000	2,881	29,508	4,283	6,293	18,473	8,481	.....	.....	.....
SANDUSKY D-4	61.4	19.86	252,179	12,698	4.9	11.4	11.4	28.9	35.6	143,032	7,202	36,508	2,882	21,150	4,689	7,801	27,879	15,123	34.16	5.0	43,979
SCIOTO D-9	79.1	27.82	268,493	9,651	11.3	16.6	13.5	25.1	21.8	211,526	7,603	51,003	4,808	32,149	8,798	10,436	39,118	39,884	42.42	2.1	11,853
Portsmouth	26.3	10.42	106,391	10,210	.....	.....	.....	.....	.....	159,928	15,348	30,560	3,547	30,215	8,383	9,077	35,125	32,675	.....	.....	.....
Portsmouth Metro Area	79.1	27.82	268,493	9,651	11.3	16.6	13.5	25.1	21.8	211,526	7,603	51,003	4,808	32,149	8,798	10,436	39,118	39,884	42.42	.....	.....
SENECA D-4	60.1	18.94	244,214	12,894	4.2	11.0	11.6	30.7	36.7	142,185	7,507	33,769	3,649	21,076	5,480	7,020	26,882	12,497	33.09	8.0	43,297
Tiffin	21.3	6.71	84,554	12,601	.....	.....	.....	.....	.....	83,262	12,409	19,373	2,297	15,237	3,089	3,680	16,748	5,582	.....	.....	.....
SHELBY 8-6	38.7	12.32	162,467	13,187	4.3	11.7	11.3	29.1	37.6	78,117	6,341	17,913	2,512	7,519	2,124	3,168	13,202	7,393	20.76	6.5	46,167
STARK F-5	374.0	124.67	1,723,822	13,827	4.6	9.5	11.1	31.1	39.3	944,311	7,574	259,159	21,025	180,790	44,688	52,778	178,395	68,046	195.11	6.8	36,077
Alliance	29.6	10.39	119,553	11,507	.....	.....	.....	.....	.....	110,535	10,639	36,483	2,137	12,317	4,701	9,836	21,585	7,124	.....	.....	.....
Canton	106.6	38.93	465,411	11,955	.....	.....	.....	.....	.....	417,499	10,724	92,574	10,797	114,042	28,344	26,035	76,228	20,057	.....	.....	.....
Canton Metro Area	397.8	132.49	1,808,718	13,652	4.7	10.0	11.3	31.0	38.4	982,766	7,418	267,026	21,465	182,121	45,494	54,362	191,090	71,626	206.93	.....	.....
Massillon	32.7	11.67	140,059	12,002	.....	.....	.....	.....	.....	128,763	11,034	33,507	3,023	20,132	6,033	5,408	31,698	9,275	.....	.....	.....
SUMMIT F-4	549.0	185.43	2,698,006	14,550	4.9	8.1	9.5	29.4	43.2	1,444,916	7,792	327,710	38,645	356,160	47,312	64,196	256,607	107,875	300.19	1.0	21,423
Akron	268.8	96.87	1,251,066	12,915	.....	.....	.....	.....	.....	799,283	8,251	169,148	21,531	245,255	21,964	35,039	139,958	56,624	.....	.....	.....
Akron Metro Area	685.6	224.82	3,290,519	14,636	4.6	8.4	9.7	29.6	43.0	1,677,190	7,460	381,495	44,383	363,683	52,975	74,675	312,215	133,916	366.14	.....	.....
Barberton	32.2	11.30	140,228	12,410	.....	.....	.....	.....	.....	96,848	8,571	23,833	2,779	13,586	3,218	3,617	32,554	7,035	.....	.....	.....
Cuyahoga Falls	51.0	17.11	253,814	14,834	.....	.....	.....	.....	.....	169,424	9,902	39,459	4,933	36,176	3,433	8,997	49,516	10,777	.....	.....	.....
Stow	22.1	6.45	105,216	16,313	.....	.....	.....	.....	.....	45,404	7,039	14,021	1,501	10,626	984	953	5,231	3,790	.....	.....	.....
TRUMBULL G-3	240.2	77.53	1,141,671	14,726	3.9	7.8	10.2	30.6	43.4	582,021	7,507	154,109	14,009	99,844	23,112	20,515	110,590	44,230	135.05	3.9	15,045
Niles	21.8	7.15	99,700	13,944	.....	.....	.....	.....	.....	52,201	7,301	17,878	2,045	4,559	1,390	1,581	7,897	4,353	.....	.....	.....
Warren	65.1	22.50	307,624	13,672	.....	.....	.....	.....	.....	240,966	10,710	59,786	7,280	50,716	13,679	10,956	47,206	14,111	.....	.....	.....
Youngstown-Warren Metro Area	545.1	178.63	2,525,952	14,141	4.3	8.8	10.8	30.4	40.4	1,285,587	7,197	331,816	37,561	266,545	50,402	55,469	246,725	106,831	291.24	.....	.....
TUSCARAWAS F-5	78.7	27.13	291,981	10,762	6.4	15.7	14.6	30.2	25.7	205,854	7,588	50,796	3,608	26,512	7,898	13,003	48,144	14,699	43.42	3.3	27,524
UNION C-6	26.3	8.87	115,583	13,031	5.3	13.6	13.3	28.5	33.4	59,988	6,763	11,769	991	1,502	1,507	2,328	12,919	5,066	11.73	4.5	40,694
VAN WERT A-5	28.6	10.08	126,598	12,559	5.6	10.4	10.6	30.1	37.2	82,216	8,156	16,490	1,329	5,061	1,583	4,486	16,911	7,096	18.03	4.9	37,803
VINTON E-8	9.1	3.05	26,913	8,824	11.1	21.4	13.2	20.0	18.4	9,842	3,227	3,037	236	538	.....	250	2,980	1,081	4.90	.7	4,945
WARREN B-8	90.6	26.88	399,765	14,872	4.0	7.7	9.9	31.2	42.8	142,658	5,307	41,564	3,349	3,097	4,026	10,152	19,589	19,929	45.23	4.5	29,312
WASHINGTON F-8	58.2	19.34	215,440	11,140	6.7	15.7	14.3	28.2	26.6	132,154	6,833	41,054	2,985	17,078	3,474	6,778	20,122	14,166	29.29	3.4	12,118
Marietta	16.6	5.80	66,431	11,454	.....	.....	.....	.....	.....	77,119	13,296	20,133	2,244	15,167	3,100	5,146	11,891	6,064	.....	.....	.....
Parkersburg-Marietta Metro Area	148.4	50.26	609,999	12,137	6.3	15.2	13.2	27.7	29.4	364,412	7,251	95,826	8,576	70,212	17,287	23,571	60,129	29,546	69.62	.....	.....
WAYNE F-5	89.8	27.93	399,112	14,290	4.3	9.6	10.8	30.4	40.5	213,647	7,649	40,446	5,188	34,492	5,508	11,193	41,044	13,708	43.68	10.8	74,598
WILLIAMS A-3	34.8	11.93	148,999	12,489	4.6	11.5	11.3	30.0	35.8	94,259	7,901	19,688	1,801	5,422	2,423	3,966	20,778	10,488	19.02	6.6	39,088
WOOD C-4	96.4	30.06	450,833	14,998	4.7	8.3	9.3	29.1	44.3	243,509	8,101	55,806	5,756	36,719	7,259	6,247	52,248	24,015	47.76	9.3	58,104
Bowling Green	24.5	6.21	87,875	14,151	.....	.....	.....	.....	.....	75,112	12,095	15,721	2,503	8,342	3,157	2,408	15,205	7,061	.....	.....	.....
WYANDOT C-5	21.7	7.14	86,614	12,131	7.0	12.8	11.4	28.6	34.5	61,089	8,556	10,310	1,266	2,260	1,107	1,636	10,802	3,330	12.44	4.1	31,672

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.
(2) Includes small portion in Trumbull County.

OHIO

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Agri Broadcasting Network

Comprised of:
Non-Interconnected Stations

WHFD—Archbold
WATH—Athens
WNBR (FM)—Bellevue
WOGM (FM)—Bellefontaine
WTOO—Bellefontaine
WAWR (FM)—Bowling Green
WBNO—Bryan
WBCO—Bucyrus
WCSM—Celina
WBEX—Chillicothe
WNRE—Circleville
WTNS—Coshocton
WONW—Defiance
WDLR—Delaware
WDOH (FM)—Delphos
WJER—Dover
WJAI (FM)—Eaton
WHMQ—Findlay
WFIO—Fremont
WDRK—Greenville
WSRW—Hillsboro
WKTN (FM)—Kenton
WHOK—Lancaster
WLNO (FM)—London
WMOA, WMOA-FM—Marietta
WPFB—Middletown
WMVO—Mount Vernon
WNDH (FM)—Napoleon
WLKR—Norwalk
WPTW—Piqua
WSOM, WSOM-FM—Salem
WMVR—Sidney
WBLY—Springfield
WTTF—Tiffin
WYAN—Upper Sandusky
WCOM (FM)—Urbana
WERT—Van Wert
WCHO—Washington Ct. House
WKFI—Wilmington
WWST—Wooster
WHIZ—Zanesville

Media Code 4 236 0018 4.00
Business Office: 2025 Riverside Dr., Columbus, Ohio 43221. Phone 614-486-3862.

STATION'S PROGRAMMING DESCRIPTION
AGRI BROADCAST NETWORK: Daily livestock & grain market reports. Airs agricultural information, interviews, etc. Market programs broadcast 6-8 am, 11:30 am-1 pm & 4-6:30 pm, M-F. Rec'd 11/4/74.

1. PERSONNEL
Owner & Farm Dir.—Ed Johnson.
Livestock Market Reporter—Dave Branham.
National Sales Manager—Jack Farmakis.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff 10/15/74—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

	50x	100x	300x	500x	800x
1 min	10.00	9.50	9.00	8.50	8.00
		1000x	1500x	2000x	3000x
1 min		7.50	7.25	7.00	6.50

30 sec: 80% of 1-min.

Buckeye Farm Network

Comprised of:
Non-Interconnected Stations

WMGS—Bowling Green
WBNO—Bryan
WBCO—Bucyrus
WWOW—Conneaut
WTNS—Coshocton
WJER—Dover
WFIN—Findlay
WDRK—Greenville
WMOH—Hamilton
WSRW—Hillsboro
WKNT—Kent
WHOK—Lancaster
WLNO—London
WCLW—Mansfield
WPFB—Middletown
WSOM—Salem
WERM-FM—Wapakoneta
WWST—Wooster
WELX—Xenia

Media Code 4 236 0030 3.00
Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.
New York: 501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES
Eff————Rec'd 1/31/75.
Spots scheduled adjacent to Farm or News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

6. SPOT ANNOUNCEMENTS

I MIN:	1 ti	6 ti	12 ti
Ea	143.50	138.50	129:00

30 sec: 80% of 1-min.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 236 0045 1.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

OHIO STATE GROUP
Comprised of:

WNCO—Ashland
WAQI—Ashtabula
WTOO—Bellefontaine
WMGS—Bowling Green
WBNO—Bryan
WBCO—Bucyrus
WILE—Cambridge
WBEX—Chillicothe
WDLR—Delaware
WDOH (FM)—Delphos.
WJEH—Gallipolis
WSRW—Hillsboro
WIRO—Ironton
WLMJ—Jackson
WKNT—Kent
WLGN—Logan
WBIJ—Marietta
WTIG—Massillon
WPNQ (FM)—New Philadelphia
WLKR, KLKR-FM—Norwalk
WPTW—Piqua
WIOI—Portsmouth
WSTC—Uhrichsville
WERT—Van Wert
WCHO—Washington Court House
WKFI—Wilmington
WWST—Wooster
WGIC—Xenia

	1 min	30 sec
All stations	140	112

Less than full state list may be purchased.

(D)

Ohio Radio Network

Comprised of:
Non-Interconnected Stations

WNCO—Ashland
WAQI—Ashtabula
WATH—Athens
WOMP—Bellaire
WMGS—Bowling Green
WBCO—Bucyrus
WINW—Canton
WBKC—Chardon
WBEX—Chillicothe
WNRE—Circleville
WWOW—Conneaut
WAVI—Dayton
WDAO (FM)—Dayton
WONW—Defiance
WDLR—Delaware
WJER—Dover
WEOL—Elyria
WFIN—Findlay
WFOB—Fostoria
WFRO—Fremont
WJEH—Gallipolis
WDRK—Greenville
WCNW—Hamilton
WSRW—Hillsboro
WIRO—Ironton
WLMJ—Jackson
WKNT—Kent
WLNO (FM)—London
WMAN—Mansfield
WBRJ—Marietta
WTIG—Massillon
WMPO—Middleport-Pomeroy
WPFB—Middletown
WMVO—Mount Vernon
WCLT—Newark
WPTW—Piqua
WNXT—Portsmouth
WLEC—Sandusky
WMVR—Sidney
WBLY—Springfield
WEIR—Steubenville-Weirton
WTUU—Toledo
WBTC—Uhrichsville
WERT—Van Wert
WHHH—Warren
WCHO—Washington C. H.
WPKO—Waverly
WKFI—Wilmington
WWST—Wooster
WGIC—Xenia
WHOT—Youngstown
WHIZ—Zanesville

Media Code 4 236 0060 0.00
Business Office—1220 Huron Rd., Cleveland, Ohio 44115. Phone 216-781-0035.

1. PERSONNEL
General Manager—Norbert J. Kocab.
Sales Manager—Harry D. Parks.

2. REPRESENTATIVES
Regional Reps Corp.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a 5, 6a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22b, 23a.
Contracts: 40b, 45, 46.
Cancellation: 70a, 70c, 73a

TIME RATES
Eff 7/1/75—Rec'd 5/16/75.

7. PACKAGE PLANS

	—12 ti—		—18 ti—		—24 ti—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
Traffic	375	300	350	280	325	260
Housewife/Wknd.	350	280	325	260	300	240

1 spot per station/1 contract/1 bill.
Edited by Norbert J. Kocab.

AKRON

(including Cuyahoga Falls, Kent)
(5 AM; 4 FM)
Plus 1 paid duplicate listing.
Akron, Summit County—Map Location F-4
Kent, Portage County—Map Location G-4
See SRDS Consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	48	37	45	29
B	45	36	40	28
C	34	36	36	27
D	26	30	32	26
AVERAGE	38	35	38	28

WAEZ
1947
AKRON

RAB

A Group One Station
Media Code 4 236 0090 7.00
Summit Radio Corp., 853 Copley Rd., Akron, Ohio 44320. Phone 216-535-7831.
Mailing address: Box 1590, Akron, Ohio 44309.
See affiliated AM station for additional information.
AM facilities: WAKR.

1. PERSONNEL
President—Viola G. Berk.
Vice-Pres. & Gen'l Mgr.—Roger G. Berk.
Station Manager—Sam J. Yaco Vazzi.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.) 50,000 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WAKR. See that listing for rates.

TIME RATES
Eff 1/1/74—Rec'd 1/14/74.
AA—Mon thru Sun 9 am-8 pm.
A—Mon thru Sun 6-9 am & 8 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AA	40	38	36	34
A	30	28	26	24
B	15	13	12	10

Submitted by Roger G. Berk.

WAKR
1940
AKRON

A Group One Station

RAB

A Group One Station
Media Code 4 236 0120 2.00
Summit Radio Corp., Radio-Television Center, Box 1590, Akron, Ohio 44309. Phone 216-535-7831.

1. PERSONNEL
President—Viola G. Berk.
Vice-Pres. & Gen'l Mgr.—Roger G. Berk.
Station Manager—Sam J. Yacovazzi.

2. REPRESENTATIVES
McGavren-Guild, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w.; 1590 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b. 3c. 3d, 4a, 4d, 5. 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c. 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WAEZ.

TIME RATES
AM/FM COMBINATION
Eff————Rec'd 1/20/75.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sun 10 am-3 pm; Sun 5-10 am & 3-7 pm.
B—Mon thru Sun 7 pm midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	AAA	AA	A	B
1 ti or fixed	70	65	58	45
12 ti	68	60	57	44
18 ti	65	58	56	43

30 sec: 80% of 1-min.
AM only: Deduct 20.00.

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS:	Ea
12 ti (2AAA, 3AA, 5A, 2B)	55
18 ti (4AAA, 5AA, 6A, 3B)	51
24 ti (6AAA, 6AA, 8A, 4B)	45

AM only: Deduct 15 00.
Submitted by Roger G. Berk.

WCUE
1950
CUYAHOGA FALLS

Media Code 4 236 0180 6.00
WCUE Radio, Inc., 424 Sackett Ave., Akron, Ohio 44313. Phone 216-923-9761.

1. PERSONNEL
President—George W. Mamas.
Vice-Pres. & Sta. Mgr.—John J. Demeter.
Vice-Pres. & Chief Engr.—Henry Niederkofler.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1150 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 11b, 12b, 13b, 15a. 15b, 15c. 16.
Basic Rates: 20a, 20b, 21a. 21b, 21c, 22a, 23a, 23b, 24a. 25a, 26, 27, 28b, 30, 32b, 33b.
Contracts: 40a, 40c, 41, 42c, 43. 46. 47e, 48, 49, 51a. 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e. 60g. 60i. 61a, 61b. 62b. 62d.
Cancellation: 70a. 70c. 71b. 72, 73a.
Prod. Services: 81. 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/73—Rec'd 11/7/73.
AAA—Mon thru Fri 3-10 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Sat 6-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 x	30	25	27	22	25	21
12 x	29	24	26	21	24	20
18 x	28	23	25	21	23	19
24 x	27	22	24	20	22	18
30 x	26	21	23	19	21	17
36 x	25	21	22	18	20	16

7. PACKAGE PLANS
WEEKLY TAP—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	25	24	23	22	21	20
30 sec	21	20	19	18	17	16
PER MO, BTA:	25 ti	50 ti	75 ti	100 ti	150 ti	200 ti
1 min	20	19	18	17	16	15
30 sec	16	15	14	13	12	11

10 sec: 60% of 1-min.

10. SPECIAL FEATURES

	AAA	AA	A
5-min newscasts	35	32	30

WCUE-FM
1960
AKRON

NAFMB

Media Code 4 236 0181 4.00
WCUE-FM Radio, 424 Sackett Ave., Akron, Ohio 44313. Phone 216-923-9761.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w.; 96.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 105 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/1/75—Rec'd 3/3/75.
AAA—7 pm-midnight.
AA—2-7 pm.
A—6 am-2 pm.

6. SPOT ANNOUNCEMENTS

			AAA	AA	A
Preferred times			16	14	12
ROS:	6x	18x	52x	260x	312x
1 min	16	15	14	13	12

30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK, ROS.	20 ti	35+
1 min	14	13

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES
1 x, 1 hr—75.00. 1 x, 1/2 hr—45.00.

WDBN (FM)
1960
MEDINA

Alan Torbet Associates, Inc.

NAB NAFMB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Medina, Ohio.)
Media Code 4 236 6480 4.00
WDBN, Inc., 4986 Gateway Dr., Medina, Ohio 44256. Phone 216-523-1345.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert McBride Miller.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a. 4d, 5, 6b, 7b, 8.
Rate Protection: 14c.
Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.
Contracts: 40c, 41, 42b, 44a, 45, 46, 48, 51c.
Comb.: Cont. Discounts: 60e, 60i, 61c, 62d.
Cancellation: 70e, 71a, 72.
Prod. Services: 80.
Affiliated with ATA Radio Network.

TIME RATES
No. 5 Eff 6/1/70—Rec'd 5/27/70.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am & 3-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	—AA—		—A—		—B—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	50.00	40.00	40.00	32.00	35.00	28 00
6 ti	48.00	38.40	38 00	30.40	33.00	26.40
12 ti	46.00	36.80	36.00	28.80	31.00	24.80
18 ti	44.00	35.20	34.00	27.20	29.00	23.20
PER YR:						
250 x	44.00	35.20	34.00	27.20	29.00	23.20
500 x	42.00	33.60	32.00	25.60	27.00	21.60
1000 x	40.00	32.00	30.00	24.00	25.00	20.00

C: 60% of B rates.
Guaranteed rotation within specific time periods.

7. PACKAGE PLANS
DAYTIME—1/2AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	45.00	43.00	41 00	39.00
30 sec	36.00	34.40	32.80	31.20
PER YR:		250x	500x	1000x
1 min		41.00	39.00	37.00
30 sec		32.80	31.20	29.68

Guaranteed rotation within Plan time periods.

TAP—1/3AA, 1/3A, 1/3B

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	42.00	40.00	38 00	36.00
30 sec	33.60	32.00	30 40	28.80
PER YR:		250x	500x	1000x
1 min		38.00	36.00	34.00
30 sec		30.40	28.80	27.20

WEEKLY PLAN—BTA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	38.00	36.00	34 00	32 00
30 sec	30.40	28.80	27.20	25 60
PER YR:		250x	500x	1000x
1 min		34.00	32 00	30 00
30 sec		27.20	25.60	24.00

Preemptible on 24-hour notice. Make-goods at best available comparable times.

ROS—BTA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	33.00	31.00	29.00	27.00
30 sec	26.40	24.80	23 20	21.60
PER YR:		250x	500x	1000x
1 min		29.00	27 00	25.00
30 sec		23.20	21 60	20.00

Preemptible without notice. Make-goods scheduled at station's discretion.

8. PROGRAM TIME RATES

	—Per wk—				—Per yr—		
	1 ti	3 ti	5 ti	10 ti	100x	250x	500x
5 min	65	63	61	59	40	35	30

(This listing continued on next page)

10. SPECIAL FEATURES
NEWSCASTS
Mon thru Fri 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon, 2, 4, 5, 6, 7 pm:

	Per wk 1 ti	3 ti	5 ti	10 ti	Per yr 100x	250x	500x
5 min	75	73	71	60	50	45	40

Includes 1 1-minute spot plus 10-second open and close.
Edited by Robert M. Miller.
(D-2)

WHLO
1944
AKRON
A Susquehanna Station

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 0240 8.00
Radio Akron, Inc., 2650 W. Market St., Akron, Ohio 44313. Phone 216-867-1650.
Other offices—1452 Cleveland Ave., N. W., Canton, Ohio 44703. Phone 216-452-4029.

1. PERSONNEL
Vice-President—Arthur W. Carlson.
Vice-Pres. & Gen'l Mgr.—Allen Saunders.
Sales Manager—Robert Winer.

2. REPRESENTATIVES
Eastman Radio, Inc.
Susquehanna Broadcasting Co.: See Rep & S/O pages.

3. FACILITIES
1,000 w.; 640 kc.
Directional—same pattern day and night.
Operating schedule: Sunrise-Los Angeles sunset.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WHLQ (FM), Canton.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 12/1/74—Rec'd 12/26/74.
I—Mon thru Fri 6-9 am.
II—Mon thru Fri 3-7 pm; Sat 6-9 am.
III—Mon thru Sat 9 am-3 pm.
IV—All other times (& ROS Mon thru Sat).

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	10 ti	20 ti	25 ti
I	36	34	32	30

	1 ti	12 ti	18 ti	24 ti	36 ti
II	35	32	30	28	24
III	32	30	28	26	24
IV	30	28	26	25	24

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

WHLO, AKRON/WHLQ (FM), CANTON COMBINATION
No. 7 Eff 12/1/74—Rec'd 12/26/74.
I—Mon thru Fri 6-9 am.
II—Mon thru Fri 3-7 pm; Sat 6-9 am.
III—Mon thru Sat 9 am-3 pm.
IV—All other times (& ROS Mon thru Sat).

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	10 ti	20 ti	25 ti
I	42	40	37	34

	1 ti	12 ti	18 ti	24 ti	36 ti
II	41	38	35	33	28
III	38	36	33	30	28
IV	36	33	30	28	27

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
(CR)

WKNT 1966 — WKNT-FM 1961
KENT

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 0270 5.00
Media-Com, Inc., Box 629, 2449 State Rt. 59, Kent, Ohio 44240. Phone 216-673-2322.

STATION'S PROGRAMMING DESCRIPTION
WKNT: Programmed for adults (18-49).
MUSIC: standards and popular. NEWS: local county, network national & international. FEATURES: localized, club news, classified ads, local salutes, university campus news, recipes, open telephone line. SPORTS: local high school, university, professional football. Localized farm programming. Contact Representative for further details. Rec'd 10/5/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard M. Klaus.
Sales Manager—Ed Boss.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1520 kc. Directional—days.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 325 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 2a, 4a, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 22a, 24b, 25c, 26, 29b, 32a.
Contracts: 40a, 41, 42a, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Cancellation: 70a, 70e, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: Ohio Radio Network.

TIME RATES
No. 7110-C Eff 4-1-71—Rec'd 12/1/71.
AAA—6-10 am & 2-6 pm.
AA—10 am-2 pm.
A—After 6 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1x	13x	26x	52x	104x	156x
1 min	8.50	7.80	7.10	6.40	6.00	6.30
20/30 sec	6.10	5.75	5.40	5.10	4.80	4.70
10 sec	4.90	4.60	4.30	4.10	3.90	2.80
	260x	312x	520x	1040x	1300x	1560x
1 min	6.10	5.75	5.40	4.90	4.80	4.70
20/30 sec	4.60	4.30	4.00	3.80	3.70	3.60
10 sec	3.70	3.50	3.30	2.90	2.80	2.70

CLASS AA	1x	13x	26x	52x	104x	156x
1 min	7.40	6.95	6.50	6.20	5.90	5.75
20/30 sec	5.60	5.20	4.80	4.80	4.40	4.30
10 sec	4.50	4.20	3.90	3.70	3.60	3.50
	260x	312x	520x	1040x	1300x	1560x
1 min	5.60	5.20	4.80	4.50	4.40	4.30
20/30 sec	4.20	3.95	3.70	3.50	3.40	3.30
10 sec	2.40	3.15	2.90	2.70	2.60	2.50

CLASS A	1x	13x	26x	52x	104x	156x
1 min	6.65	6.25	5.85	5.60	5.30	5.15
20/30 sec	5.05	4.70	4.30	4.15	4.00	3.85
10 sec	4.05	3.80	3.50	3.35	3.15	3.10
	260x	312x	520x	1040x	1300x	1560x
1 min	5.05	4.70	4.35	4.05	3.95	3.65
20/30 sec	3.75	3.55	3.35	3.15	3.05	2.95
10 sec	3.05	2.90	2.65	2.45	2.35	2.25

7. PACKAGE PLANS
SHORT-TERM SATURATION—ROS
1 MINUTE

PER WK:	10 ti	20 ti	30 ti	50 ti	80 ti	100 ti
1 wk	7.00	6.75	6.45	6.15	5.90	5.65
2 wk	6.75	6.45	6.15	5.90	5.65	5.40
3 wk	6.45	6.15	5.90	5.65	5.40	5.10
4 wk	6.15	5.90	5.65	5.40	5.10	4.90
30 SECONDS OR LESS						
1 wk	5.25	4.75	4.60	4.40	4.15	4.05
2 wk	4.75	4.60	4.40	4.15	4.05	3.85
3 wk	4.60	4.40	4.15	4.05	3.85	3.60
4 wk	4.40	4.15	4.05	3.85	3.60	3.50

8. PROGRAM TIME RATES

CLASS AAA	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	62.90	42.40	24.40	20.20	13.40
13 x	57.00	39.15	22.30	18.10	12.05
26 x	51.40	35.65	20.20	16.00	10.70
52 x	46.70	32.70	18.90	14.80	10.00
104 x	43.10	32.00	17.90	13.00	9.40
150 x	.....	.....	17.15	12.15	9.20
260 x	.....	.....	16.40	11.30	9.00
312 x	.....	.....	15.70	10.90	8.85
520 x	.....	.....	.....	10.50	8.70
CLASS AA					
1 x	57.20	38.80	22.20	18.40	12.30
13 x	52.00	35.60	20.30	16.45	11.00
26 x	46.70	32.40	18.40	14.50	9.70
52 x	42.45	29.60	17.20	13.00	9.00
104 x	39.20	27.10	16.30	11.90	8.60
156 x	.....	.....	15.60	11.10	8.35
260 x	.....	.....	14.90	10.20	8.10
312 x	.....	.....	14.20	9.95	8.00
520 x	.....	.....	.....	9.60	7.80
CLASS A					
1 x	51.50	34.90	20.00	16.55	11.05
13 x	46.80	32.05	18.25	14.80	9.90
26 x	42.00	29.15	16.45	13.05	8.75
52 x	38.20	26.65	15.50	11.70	8.10
104 x	35.25	24.40	14.65	10.50	7.75
156 x	.....	.....	14.05	10.00	7.50
260 x	.....	.....	13.40	9.25	7.30
312 x	.....	.....	12.80	9.00	7.20
520 x	.....	.....	.....	8.65	7.10

(CR)

WSLR
1925
AKRON
KATZ RADIO

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 0300 0.00
Welcome Radio, Inc., 369 S. Portage Path, Akron, Ohio 44320. Phone 216-535-6165.
Cleveland office: 3101 Euclid Ave., Cleveland, Ohio 44115. Phone 216-431-7494.

1. PERSONNEL
President—Harrison M. Fuerst.
Exec. Vice-Pres. & Gen'l Mgr.—Richard M Lumenello.
General Sales Manager—Robert I. Barnes.

2. REPRESENTATIVES
Katz Radio.
Ohio—King Communications Incorporated.

3. FACILITIES
5,000 w.; 1350 kc.
Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 21a, 22a, 24c, 26, 29a, 30, 33a.
Contracts: 42a, 43, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 60b, 60f, 61a, 62b.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with Katz Radio Network.
Affiliated with American Entertainment Network.

TIME RATES
No. 7 Eff 7/15/74—Rec'd 7/22/74.
AA—Mon thru Sat 5-10 am; Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	46	45	44	43
A	37	36	35	34
B	28	27	26	25

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

PER YR:	1x	52x	260x
AA	50	47	45
A	39	37	35
B	23	21	19

(CR)

ALLIANCE (1 AM; 1 FM)
Stark County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WFAH
1953

SAB RAB

Media Code 4 236 0360 4.00
D. A. Peterson, Inc., Box 718, Alliance, Ohio 44601. Phone 216-821-1111; Canton phone 216-454-1310.

1. PERSONNEL
President—D. A. Peterson.
Mgr. & Sales Mgr.—Robert A Gates.
Program Manager—Richard Elliott.

2. FACILITIES
1,000 w. days; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast all News, Sports and Weather. For non-simulcast facilities see WFAH-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 22a, 25a, 29a.
Contracts: 40a, 41, 45, 46, 47c, 48, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: Ohio Radio Network.

TIME RATES
No. 12 Eff 10/1/74—Rec'd 8/5/74.
Drive—Mon thru Sat 6-9 am & 3-6 pm.
All other times.

6. SPOT ANNOUNCEMENTS

DRIVE TIME	1x	78x	156x	312x	500x	750x	1000x
1 min	7.00	6.50	5.75	5.45	5.15	4.50	4.25
30 sec	5.15	4.50	4.25	4.00	3.60	3.40	3.20
ALL OTHER TIMES							
1 min	6.00	5.45	5.15	4.50	4.25	4.00	3.60
30 sec	4.50	4.25	3.60	3.40	3.20	3.00	2.80
AM/FM COMBINATION—ADJACENT TO NEWS, SPORTS							
1 min	10.15	8.80	7.65	7.00	6.75	6.50	6.00
30 sec	6.75	6.50	6.00	5.45	5.15	4.80	4.50

7. PACKAGE PLANS
ROS—1/3 DRIVE, 2/3 OTHER

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.75	5.15	4.80	4.50	4.25	4.00
30 sec	4.50	4.00	3.60	3.40	3.20	3.00

10. SPECIAL FEATURES
*NEWS, *SPORTS, WEATHER

5 MIN. PER WK:	1 ti	3 ti	5 ti	6 ti
6:30-9 am & noon-1 pm	13.75	11.00	10.15	9.25
All other times	12.75	10.50	9.50	8.80

(*) AM/FM simulcast.

WFAH-FM
1947

SAB RAB

Media Code 4 236 0361 2.00
D. A. Peterson, Inc., Box 718, Alliance, Ohio 44601. Phone 216-821-1111; Canton phone 216-454-1310.
See affiliated AM station for additional information.

3. FACILITIES
ERP 27,000 w.; 92.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately except for AM News, Sports and Weather. For simulcast facilities see WFAH.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WFAH. See that listing for rates.

TIME RATES
No. 12 Eff 10/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

	1x	78x	156x	312x	500x	750x	1000x
1 min	5.15	4.80	4.25	4.00	3.60	3.40	3.20
30 sec	4.00	3.60	3.40	3.20	2.80	2.60	2.40

7. PACKAGE PLANS

WK, ROS:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.80	4.25	4.00	3.60	3.40	3.20
30 sec	3.60	3.40	3.20	2.80	2.60	2.40

10. SPECIAL FEATURES
NEWS, SPORTS, WEATHER

PER WK:	1 ti	3 ti	5 ti	6 ti
5 min (6 pm-midnight)	9.00	8.00	7.00	6.50

ARCHBOLD
Fulton County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WHFD
1968

SAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 236 0390 1.00
Noheo, Inc., 303-1/2 N. Defiance St., Archbold, Ohio 43502. Phone 419-445-9050.

STATION'S PROGRAMMING DESCRIPTION
WHFD: MUSIC: MOR. Emphasis on local events.

1. PERSONNEL
General Manager—Max E. Smith, Sr.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 5:30-12:30 am. EST.
Antenna ht.: 315 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agri Broadcasting Network.

OHIO

TIME RATES
No. 3 Eff 11/1/72—Rec'd 5/29/74.

6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	312x	364x	520+
1 min	5.75	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25
20 sec	3.75	3.50	3.25	3.00	2.75	2.50	2.25

ASHLAND (1 AM; 1 FM)
Ashland County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WNCO
1949

SAB

Subscriber to the NAB Radio Code
Media Code 4 236 0420 6.00
Ashland Broadcasting Corp., Box 311, Mansfield Rd., Ashland, Ohio 44805. Phone 419-289-2605.

STATION'S PROGRAMMING DESCRIPTION
WNCO: local, regional, information & entertainment.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Walter Roberts.

2. REPRESENTATIVES
PRO/Meeker Radio.
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Affiliated with The Rep Network.
Member: Ohio Radio Network.

TIME RATES
No. 6 Eff 6/1/71—Rec'd 10/18/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	6.50	4.00	2.50
260 x	6.00	3.50	2.00

7. PACKAGE PLANS

PER WK, ROS:	1 min	30 sec	10 sec
36 ti	5	3	2

WNCO-FM
1947

SAB

Media Code 4 236 0421 4.00
Ashland Broadcasting Corp., Box 311, Mansfield Rd., Ashland, Ohio 44805. Phone 419-289-2605.

STATION'S PROGRAMMING DESCRIPTION
WNCO-FM: Programmed for adults and young adults. MUSIC: C & W. NEWS: local, regional, national. FEATURES: club calendar, swap shop, markets, weather, agriculture & sports news. Contact Representative for further details. Rec'd 10/18/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Walter Roberts.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Regional Reps Corp.

3. FACILITIES
ERP 50,000 w.; 101.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 388 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 6/1/71—Rec'd 10/18/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	6.50	4.00	2.50
260 x	6.00	3.50	2.00

7. PACKAGE PLANS

PER WK, ROS:	1 min	30 sec	10 sec
36 ti	5	3	2

(D)

ASHTABULA (2 AM; 1 FM)
Ashtabula County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WAQI
1964

Media Code 4 236 0480 0.00
Quests, Inc., North Bend Road, Box 236, Saybrook Twnsp., Ashtabula, Ohio. 44004. Phone 216-998-2700.

STATION'S PROGRAMMING DESCRIPTION
WAQI: Adult contemporary.

1. PERSONNEL
General Manager—Rick Randy.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1600 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Ohio Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

BTA:	1x	13x	26x	52x	104x	260x	312x	624x
1 min	5.75	5.50	5.25	5.00	4.50	4.25	4.00	3.50
30 sec	4.50	4.25	3.75	3.50	3.25	3.00	2.75	2.50

15 sec flat, ea 2.00.

7. PACKAGE PLANS

WITHIN 1 WK:	15 ti	30 ti	60 ti	90 ti
1 min	3.50	3.25	3.00	2.75
30 sec	3.25	3.00	2.75	2.50

15 sec flat, ea 2.00.

(Ashtabula continued on next page)

Ashtabula—Continued

WREO
1937

RAB

Media Code 4 236 0540 1.00
Radio Enterprises of Ohio, Inc., Box 738, Ashtabula, Ohio 44004. Phone 216-993-2126.

STATION'S PROGRAMMING DESCRIPTION
WREO: Programmed for adults and young adults.

1. PERSONNEL
Station Manager—David C. Rowley.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 970 kc.
Directional—separate patterns day and night.
Operating schedule: 5:45 am-11:15 pm. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 4/1/73—Rec'd 5/7/73.

6. SPOT ANNOUNCEMENTS

DRIVE TIME	1x	13x	26x	50x	100x	150x
1 min	8.50	7.65	7.05	6.45	6.20	5.90
30 sec	6.40	6.05	5.60	4.80	4.60	4.40
10 sec	4.35	3.95	3.70	3.40	3.25	3.10
		300x	600x	800x	1000x	2000x
1 min		5.60	5.30	5.00	4.70	4.40
30 sec		4.20	4.00	3.75	3.50	3.30
10 sec		2.95	2.80	2.65	2.50	2.35

ALL OTHER TIMES	1x	13x	26x	50x	100x	150x
1 min	8.20	7.35	6.75	6.20	5.90	5.60
30 sec	6.15	5.75	5.30	4.60	4.40	4.15
10 sec	4.10	3.65	3.40	3.10	2.95	2.80
		300x	600x	800x	1000x	2000x
1 min		5.30	5.00	4.70	4.40	4.10
30 sec		3.95	3.75	3.50	3.30	3.05
10 sec		2.65	2.50	2.35	2.20	2.05

WREO-FM
1949

RAB

Media Code 4 236 0541 9.00
Radio Enterprises of Ohio, Box 738, Ashtabula, Ohio 44004. Phone 216-993-2126.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WREO-FM: Programmed for adults.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.1 mc.
Operating schedule: 5:45 am-11:15 pm EST.
Antenna ht., 500 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Eff ——— Rec'd 10/9/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	5.00	3.75	312 x	3.35	2.55
13 x	4.75	3.60	400 x	3.25	2.45
26 x	4.50	3.40	500 x	3.20	2.40
52 x	4.25	3.10	600 x	3.10	2.35
104 x	4.00	3.00	800 x	3.00	2.25
156 x	3.75	2.85	1000 x	2.85	2.15
260 x	3.50	2.65			

ATHENS (1 AM; 1 FM)

Athens County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WATH
1950

NAB

Media Code 4 236 0600 3.00
WATH, Inc., Drawer C, Athens, Ohio 45701. Phone 614-593-6651.

STATION'S PROGRAMMING DESCRIPTION
WATH: Programmed for general interest.
AIR PERSONALITIES handle all segments with audience participation & give-aways inserted. MUSIC: MOR with 85% oldies. NEWS: 5 min at :30 & :60, noon-12:35 pm M-Sat, UPI wire, AP, UPI audio, network; weather at :15 & :45. SPORTS: at :10. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 12/3/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Fred A. Palmer.
Station Manager—David W. Palmer.
Sales Manager—A. MacDonell Thayer.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WATH-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 3/15/75—Rec'd 5/27/75.
AA—Mon thru Fri 6-9 am, noon-1 pm & 3-6 pm; Sat 6 am-1 pm & 3-6 pm; Sun noon-1 pm & 3-6 pm.
A—Mon thru Fri 9 am-noon, 1-3 pm & 6 pm-midnight; Sat 1-3 pm & 6 pm-midnight; Sun 6 am-noon, 1-3 pm & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	26x	100x	250x	500x	1000x
1 min	6.60	6.25	5.95	5.60	5.30	4.95
30 sec	5.05	4.80	4.55	4.30	4.05	3.80
CLASS A						
1 min	5.50	5.20	4.95	4.65	4.40	4.15
30 sec	4.15	3.95	3.75	3.55	3.30	3.10

6. PROGRAM TIME RATES

CLASS AA	1x	26x	100x	250x	500x	1000x
5 min	13.00	12.35	11.70	11.05	10.40	9.75
10 min	20.00	19.00	18.00	17.00	16.00	15.00
1/4 hr	26.00	24.70	23.40	22.10	20.80	19.50
1/2 hr	52.00	49.40	46.80	44.20	41.60	39.00
1 hr	104.00	98.80	93.60	88.40	83.20	78.00
CLASS A						
5 min	10.50	9.95	9.45	8.95	8.40	7.90
10 min	16.00	15.20	14.40	13.60	12.80	12.00
1/4 hr	21.00	19.95	18.90	17.05	16.80	15.75
1/2 hr	42.00	39.90	37.80	35.70	33.60	31.50
1 hr	84.00	79.80	75.60	71.40	67.20	63.00

10. SPECIAL FEATURES
News—5-min rate.
Weather—1-min rate.
Edited by A. MacDonell Thayer.

WATH-FM
1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 0601 1.00
Wath, Inc. Drawer C., Athens, Ohio 45701. Phone 614-593-6651.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WATH-FM: Programmed for young adults 16-34.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.
Operating schedule: 6-midnight. EST.
Antenna ht.: 290 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WATH.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 10 Eff 11/12/73—Rec'd 12/3/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	100x	250x	500x	1000x
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	3.75	3.55	3.35	3.15	2.95	2.75

8. PROGRAM TIME RATES

	1x	26x	100x	250x	500x	1000x
5 min	9.00	8.55	8.10	7.65	7.20	6.75

BELLAIRE

Belmont County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

See Wheeling, W. Va.
(including Belloire, Ohio)

BELLEFONTAINE (1 AM; 1 FM)

Logan County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WOGM (FM)
1969

NAB

Media Code 4 236 0630 0.00
Triplett Broadcasting Co., Inc., Box 338, Rt. 540, Bellefontaine, Ohio 43311. Phones 513-592-5796, 593-1751.
See affiliated AM station for additional information.
AM facilities: WTOO.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Regional Reps Corp.

3. FACILITIES
ERP 1,300 w. (horiz.), 1,300 w. (vert.); 98.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 430 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Agri Broadcasting Network.

TIME RATES
Eff 1/1/74—Rec'd 3/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 min	3.50	3.15	2.90	2.70	2.50	2.20
30 sec	3.15	2.85	2.60	2.40	2.20	2.00

Edited by Robert S. Triplett.

WTOO
1951

NAB RAB

Media Code 4 236 0660 7.00
Triplett Broadcasting Co., Inc., Box 336, E. Sandusky Ave., Bellefontaine, Ohio 43311. Phone 513-592-5796.

1. PERSONNEL
General Manager—Robert S. Triplett.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
500 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
FM facilities: WOGM (FM).
Affiliated with American Information Network.
Member: Agri Broadcasting Network.

TIME RATES
Eff 1/1/74—Rec'd 3/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 min	5.80	5.25	4.90	4.55	4.45	3.95
30 sec	5.30	4.75	4.40	4.05	3.95	3.45
PER MO:			25 ti	50 ti	75 ti	100 ti
1 min			5.40	4.85	4.50	4.15
30 sec			4.90	4.35	4.00	3.65
PER YR:		250x	500x	1000x	1500x	2000x
1 min		5.25	4.90	4.45	4.05	3.75
30 sec		4.75	4.40	3.95	3.55	3.25

Edited by Robert S. Triplett.

BELLEVUE

Huron County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WNRR (FM)
1973

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 0690 4.00
Bellevue Community Broadcasting, 108-1/2 E. Main, Bellevue, Ohio 44811. Phone 419-483-2511.

STATION'S PROGRAMMING DESCRIPTION
WNRR (FM): MOB days, prog. rock nights.

1. PERSONNEL
Manager—Robert Ladd.

3. FACILITIES
ERP 1,800 w.; 92.1 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Agri Broadcasting Network.

TIME RATES
Eff ———Rec'd 3/4/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	150x	250x	500x	1000x	2000x
1 min	5.00	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	4.00	3.50	3.25	3.00	2.75	2.50	2.25

BOWLING GREEN (1 AM; 1 FM)

Plus 1 paid cross reference.
Wood County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WAWR (FM)
1964

RAB

Media Code 4 236 0720 9.00
Portage Valley Broadcasters, 117 E. Court St., Bowling Green, Ohio 43402. Phone 419-352-8411.

STATION'S PROGRAMMING DESCRIPTION
WAWR (FM): MOR; solid gold starting 7 pm.

1. PERSONNEL
Manager—Wayne C. Kenney.

3. FACILITIES
ERP 3000 w.; 92.5 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 175 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates are net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agri Broadcasting Network.

TIME RATES
No. 7 Eff 6/1/74—Rec'd 7/31/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x
1 min	6.00	5.50	5.25	4.75	4.50
30 sec	4.90	4.50	4.30	3.90	3.70
		312x	520x	624x	1000x
1 min		4.25	4.00	3.75	3.50
30 sec		3.50	3.30	3.10	2.90

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	5.75	5.25	4.85	4.50
30 sec	4.70	4.30	4.10	3.70

Submitted by Wayne C. Kenney.

WFOB WFOB-FM
FOSTORIA

City of license, Fostoria, Ohio.
Bowling Green Office: 118 N. Main St., Bowling Green, Ohio 43402.
See listing under Fostoria, Ohio.

WMGS
1954

Media Code 4 236 0760 3.00
WMGS, Inc., 138 N. Main St., Bowling Green, Ohio. 43402. Phone 419-352-5233. Toledo phone 419-248-3768.

STATION'S PROGRAMMING DESCRIPTION
WMGS: Programmed for general interest.
MUSIC: golden, current & modern country. NEWS: 12:30 & 5 pm. SPORTS: 8:20, 4:20 & 5:20 pm. FARM: 6:30-7 am; 12N-12:30 pm. Farm director. Contact Representative for further details. Rec'd 2/5/73.

1. PERSONNEL
Gen'l & Sales Mgr.—Carl A. Cook.

2. REPRESENTATIVES
Chicago—Walton Broadcasting Sales Corporation.
Detroit—Pearse Sales.
Cleveland—Regional Reps Corp.

3. FACILITIES
1,000 w., 730 kc. Directional.
250 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 24c, 25a, 28b, 29a.
Contracts: 40c, 45, 47a, 51a.
Comb.: Cont. Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Member: Farm Radio Network, Ohio Radio Network, Buckeye Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1966. (Card No. 11.)
Card received January 5, 1966.

6. SPOT ANNOUNCEMENTS

	1 ti	52 ti	156 ti	260 ti	312 t.
1 min	12.00	11.00	9.50	8.50	8.00
30 sec	9.60	8.80	7.60	6.80	6.40
15 sec	7.20	6.60	5.70	5.10	4.80

7. PACKAGE PLANS
IMPACT PLAN

PER WK:	1 min	30 sec	15 sec
10 ti	11.00	8.80	6.60
20 ti	9.50	7.60	5.70
30 ti	8.50	6.80	5.10
50 ti	8.00	6.40	4.80

8. PROGRAM TIME RATES

	1 ti	52 ti	156 ti	260 ti
1 hr	105.	95.	85.	75.
1/2 hr	75.	65.	55.	45.
1/4 hr	55.	48.	40.	32.
5 min	32.	27.	22.	17.

Edited by Carl A. Cook.
(Q)

BRYAN (1 AM; 1 FM)

Williams County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

WBNO
1962

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 0840 5.00
Williams County Broadcasting System, Inc., Box 693, Bryan, Ohio 43506. Phone 419-636-3175.

STATION'S PROGRAMMING DESCRIPTION
WBNO: MUSIC: MOR. Local & community news.

1. PERSONNEL
General Manager—Luke Thaman.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
500 w. days; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WBNO-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Buckeye Farm Network, Agri Broadcasting Network.

TIME RATES
Eff 3/1/72—Rec'd 5/30/72.

6. SPOT ANNOUNCEMENTS

FIXED, PER WK: EA:	1 ti	5 ti	10 ti
1 min	4.50	4.25	4.00
30 sec	4.00	3.60	3.20
20 sec	3.00	2.60	2.20

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.00	3.80	3.60	3.40	3.20
30 sec	3.40	3.20	3.00	2.80	2.60
20 sec	2.80	2.70	2.60	2.40	2.20

10. SPECIAL FEATURES
NEWS

PER WK:	5 min	10 min
3 ti	18	30

DISCOUNT
52 wk—10%

WBNO-FM
1966

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 0841 3.00
Williams County Broadcasting System, Inc., Box 603, Bryan, Ohio 43506. Phone 419-636-3175.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 100.9 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 165 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WBNO.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
FM only: 60% of AM rate.

BUCYRUS (1 AM; 1 FM)

Crawford County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WBCO WBCO-FM
1962 1964

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 0900 7.00
Brokensword Broadcasting Co., Box 789, 403 E. Rensselaer St., Bucyrus, Ohio 44820. Phones 419-562-2222, 7979, 468-2326.
Studios: Bucyrus & Galion, Ohio.

STATION'S PROGRAMMING DESCRIPTION
WBCO: Programmed for housewives, factory workers and farmers.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas P. Moore.

2. REPRESENTATIVES
PRO/Meeker Radio.
Pa., Md., Va. Wash., D. C.—Dome & Associates, Inc.
Regional Reps Corp.

3. FACILITIES
500 w. days; 1540 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 92.7 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.

(This listing continued on next page)

4. AGENCY COMMISSION
15/0 on time and talent.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Buckeye Farm Network, Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
No. 6 Eff 6/75—Rec'd 6/9/75.
AAA—6-9 am & 3-6 pm.
AA—5:30 am-6 pm.
A—6 pm-sign-off.
8. SPOT ANNOUNCEMENTS

CLASS AAA

YR:	1x	50x	100x	150x	200x	250x	300x	350x
1 min	7.00	6.75	6.50	6.25	6.00	5.80	5.60	5.30
30 sec	6.00	5.75	5.50	5.30	5.10	4.90	4.75	4.50
10 sec	4.50	4.40	4.20	4.00	3.90	3.80	3.65	3.45
YR:	500x	700x	1000x	1500x	2000x	2500x	3000x	4000x
1 min	5.10	4.90	4.65	4.40	4.20	4.00	3.70	3.50
30 sec	4.30	4.15	4.00	3.75	3.60	3.40	3.15	3.00
10 sec	3.30	3.20	3.00	2.85	2.75	2.60	2.40	2.30

CLASS AA

YR:	1x	50x	100x	150x	200x	250x	300x	350x
1 min	6.00	5.80	5.60	5.40	5.20	5.00	4.80	4.60
30 sec	5.10	4.90	4.80	4.60	4.40	4.25	4.10	3.90
10 sec	4.00	3.80	3.65	3.50	2.40	3.25	3.10	3.00
YR:	500x	700x	1000x	1500x	2000x	2500x	3000x	4000x
1 min	4.40	4.20	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.75	3.60	3.40	3.25	3.10	2.90	2.70	2.60
10 sec	2.85	2.75	2.60	2.50	2.35	2.20	2.10	2.00

CLASS A

YR:	1x	50x	100x	150x	200x	250x	300x	350x
1 min	4.00	3.85	3.65	3.50	3.35	3.20	3.10	3.00
30 sec	3.40	3.25	3.10	3.00	2.85	2.75	2.60	2.50
10 sec	3.00	2.50	2.40	2.30	2.20	2.10	2.00	1.95
YR:	500x	700x	1000x	1500x	2000x	2500x	3000x	4000x
1 min	2.90	2.80	2.70	2.50	2.30	2.25	2.20	2.00
30 sec	2.45	2.40	2.30	2.25	2.20	2.15	2.10	2.00
10 sec	1.90	1.85	1.80	1.75	1.70	1.65	1.60	1.55

CLASS AAA

MO:	25 ti	50 ti	75 ti	100 ti	150 ti	200 ti	250 ti
1 min	5.70	5.20	4.90	4.65	4.35	4.00	3.80
30 sec	4.80	4.40	4.20	4.00	3.70	3.50	3.20
10 sec	3.70	3.40	3.20	3.00	2.85	2.60	2.50

CLASS AA

1 min	4.90	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	4.15	3.80	3.60	3.40	3.20	3.00	2.75
10 sec	3.20	2.90	2.75	2.60	2.45	2.25	2.15

CLASS A

1 min	3.00	2.85	2.85	2.50	2.00	-----	-----
30 sec	2.55	2.40	2.25	2.10	1.80	-----	-----
10 sec	2.00	1.85	1.70	1.60	1.40	-----	-----

CLASS AAA

WK:	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min	5.60	5.40	5.20	5.00	4.65	4.40	4.20	4.00
30 sec	4.75	4.60	4.40	4.25	3.95	3.75	3.60	3.40
10 sec	3.80	3.50	3.35	3.25	3.00	2.90	2.70	2.65

CLASS AA

1 min	4.80	4.65	4.50	4.30	4.00	3.80	3.60	3.50
30 sec	4.10	3.95	3.80	3.65	3.40	3.25	3.10	2.95
10 sec	3.10	3.00	2.90	2.80	2.60	2.50	2.35	2.30

CLASS A

1 min	3.50	3.25	3.00	2.50	2.25	2.00	-----	-----
30 sec	2.80	2.60	2.40	2.20	2.00	1.80	-----	-----
10 sec	2.25	2.10	1.90	1.70	1.50	1.40	-----	-----

CLASS AAA

2 DAYS:	6 ti	10 ti	14 ti	20 ti	24 ti	30 ti	40 ti
1 min	5.50	5.30	5.10	4.75	4.65	4.40	4.00
30 sec	4.65	4.50	4.35	4.05	3.95	3.70	3.50
10 sec	3.60	3.50	3.30	3.15	3.00	2.90	2.65

CLASS AA

1 min	4.70	4.60	4.40	4.10	4.00	3.80	3.50
30 sec	4.00	3.90	3.75	3.50	3.40	3.20	3.00
10 sec	3.10	3.00	2.85	2.70	2.60	2.50	2.30

CLASS A

1 min	3.20	2.80	2.40	-----	-----	-----	-----
30 sec	2.70	2.30	2.00	-----	-----	-----	-----
10 sec	2.10	1.80	1.50	-----	-----	-----	-----

7. PACKAGE PLANS
TAP—1/3 TRAFFIC, 1/3 DAY, 1/3 NIGHT

YR:	1x	50x	100x	150x	200x	250x	300x	350x
1 min	5.00	4.50	4.25	4.10	4.00	3.80	3.65	3.50
30 sec	4.20	3.80	3.60	3.50	3.40	3.25	3.10	3.00
10 sec	3.25	2.95	2.75	2.65	2.60	2.50	2.40	2.30
YR:	500x	700x	1000x	1500x	2000x	2500x	3000x	4000x
1 min	3.40	3.25	3.10	2.90	2.75	2.60	2.50	2.40
30 sec	2.90	2.75	2.60	2.50	2.35	2.20	2.10	2.05
10 sec	2.25	2.20	2.10	2.00	2.00	2.00	2.00	2.00

MO:	25 ti	50 ti	75 ti	100 ti	150 ti	200 ti	250 ti
1 min	4.50	4.00	3.85	3.60	3.40	3.20	3.00
30 sec	3.80	3.40	3.20	3.00	2.90	2.70	2.50
10 sec	3.00	2.75	2.50	2.40	2.25	2.10	2.00

WK:	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min	4.40	4.30	4.10	4.00	3.80	3.60	3.50	3.40
30 sec	3.75	3.65	3.50	3.40	3.20	3.00	2.90	2.80
10 sec	3.00	2.80	2.70	2.60	2.50	2.35	2.20	2.10

2 DAYS:	6 ti	10 ti	14 ti	20 ti	24 ti	30 ti	40 ti
1 min	4.20	4.10	4.00	3.90	3.80	3.60	3.40
30 sec	3.50	3.40	3.30	3.20	3.10	3.00	2.90
10 sec	2.70	2.65	2.60	2.50	2.40	2.30	2.20

Edited by J. LaVonne Moore.

CAMBRIDGE (1 AM; 1 FM)

Guernsey County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WILE
1948
RAB

Media Code 4 236 0960 1.00
Cloverleaf Broadcasting Corp., Box 338, Cambridge, Ohio 43725. Phone 614-432-5665.
1. PERSONNEL
General Manager—William R. Coffey.
2. FACILITIES
1,000 w. days: 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WILE-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.

TIME RATES
Eff 1/1/75—Rec'd 1/17/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	*156x	260x
1 min	6.45	6.15	5.95	5.50	5.20
30 sec	5.25	5.00	4.75	4.40	4.15
		365x	730x	1095x	1430x
1 min		4.95	4.65	4.35	4.00
30 sec		3.95	3.70	3.50	3.20

(*) Applies to any order for 156+ in any 12-mo period, may purchase 12 15-sec spots per day, ea 1.50.
7. PACKAGE PLANS

7 DAYS, EA:	50 ti	70 ti
1 min	4.00	-----
30 sec		3.45

14 DAYS, EA:	100 ti	140 ti
1 min	3.70	-----
30 sec		3.15

30 DAYS, EA:	90 ti	180 ti	200 ti	280 ti	360 ti
1 min	-----	-----	3.40	-----	-----
30 sec	-----	-----	-----	2.80	-----
15 sec	1.95	1.50	-----	-----	1.30

WILE-FM
1964
RAB

Media Code 4 236 0961 9.00
Cloverleaf Broadcasting Corp., Box 338, College Hill, Cambridge, Ohio 43725. Phone 614-432-5665.
See affiliated AM station for additional information.
1. FACILITIES
ERP 1,300 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-midnight daily. EST.
Antenna ht.: 215 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WILE.
4. AGENCY COMMISSION
Net to station; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 1/7/70.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	*156x
Ea	2.90	2.60	2.45	2.36
	†365x	730x	1095x	1430x
Ea	2.00	1.90	1.85	1.70

7. PACKAGE PLANS

30 30-sec spots ROS, per mo	xx.50
50 spots in 7 days ROS, ea	1.70

1/4 HOUR MUSIC PROGRAM PACKAGE—ROS

	13 wk	26 wk	39 wk	52 wk
Per wk	34.70	31.00	27.70	24.00

7 days per week, prograssively scheduled weekly.

CAMPBELL

Mahoning County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Youngstown
(including Campbell, Niles)

CANTON (5 AM; 3 FM)
(including Massillon)
Plus 1 paid cross reference.
Stark County—Map Location F-5
See SRDS Consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	38	22	26	22
B	13	11	13	10
C	13	10	12	8
D	12	8	10	8
AVERAGE	19	13	15	12

WHBC
1925
CANTON
NAB RAB

A Beaverkettle Station
Media Code 4 236 1020 3.00
Beaverkettle Co., Box 1045, 550 Market Ave., S., Canton, Ohio 44701. Phone 216-456-7166.

STATION'S PROGRAMMING DESCRIPTION
WHBC: MUSIC: MOR for all ages, R & B 1-3 am. AIR PERSONALITIES throughout day & night. NEWS: 5-min local at :50 5 am-5 pm except 10-min at 7 & 8 am, variety news block at noon & 15-min at 6 & 11 pm. Local staff of 5. Network news at :30. City council Mon night. Editorials occasionally. SPORTS: play-by-play high school, college & pro football & basketball. Interview & open line phone programs 12:45-1:30 pm, 9-10 pm & 11:30 pm-1 am. Contact Representative for further details. Rec'd 6/4/74.
1. PERSONNEL
Pres. & Mgr.—Paul E. Gilmor.
Sales Manager—Bill Steffy.
Program Director—Bob Krahling.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Memphis—C. K. Beaver & Associates, Inc.
Northwest—Art Moore & Assoc., Inc.
Canada—Andy McDermott Sales, Ltd.

3. FACILITIES
5,000 w.; 1480 kc. Directional—nighttime only.
Operating schedule: 24 hours. EST.
Partial simulcast operation. Simulcast 4-6:15 am. For non-simulcast facilities see WHBC-FM.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24b, 27, 28a, 29a, 30, 32a, 33b.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60i, 60k, 61a, 61b.
Cancellation: 70a, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Current continuous advertisers will have protection of rate card No. 16 for 26 wks; new rates not eff until 1/27/75. Advertisers in July & running schedules every succeeding billing month will have rate card No. 16 protection thru 1/75 billing month.
Affiliated with American Entertainment Network.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 7/27/74—Rec'd 8/9/74.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-6.30 pm.
B—Mon thru Fri 10 am-3 pm & 6:30-11:30 pm; Sat & Sun 6 am-11:30 pm.
C—Daily 11:30 pm- 6 am.
6. SPOT ANNOUNCEMENTS

CLASS AA

	1x	52x	104x	260x	312x	624x	1000x
1 min	40.00	39.00	37.75	36.25	34.75	32.75	31.00
30 sec	32.00	31.25	30.20	29.00	27.80	26.20	24.80
10 sec	20.00	19.50	18.90	18.15	17.40	16.40	15.50

CLASS A

1 min	28.00	27.00	26.25	25.25	24.00	22.25	20.50
30 sec	22.40	21.60	21.00	20.20	19.20	17.80	16.40
10 sec	14.00	13.50	13.15	12.65	12.00	11.15	10.25

CLASS B

1 min	23.50	22.50	21.75	20.75	19.00	17.00	15.25
30 sec	18.80	18.00	17.40	16.60	15.20	13.60	12.20
10 sec	11.75	11.25	10.90	10.40	9.50	8.50	7.65

CLASS C

1 min	7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec	5.60	5.40	5.20	5.00	4.80	4.60	4.40
10 sec	3.50	3.40	3.25	3.15	3.00	2.90	2.75

Certain newscast adjacencies, per spot extra 2.00.
7. PACKAGE PLANS

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
5 ti	38.75	31.00	19.40	26.50	21.20	13.25
10 ti	36.50	29.20	18.25	24.75	19.80	12.40
15 ti	35.00	28.00	17.50	23.25	18.60	11.65
20 ti	33.50	26.80	16.75	22.00	17.60	11.00
25 ti	32.00	25.60	16.00	20.50	16.40	10.25
30 ti	29.00	23.20	14.50	18.50	14.80	9.25
	B			C		
5 ti	21.50	17.20	10.75	6.50	5.20	3.25
10 ti	20.25	16.20	10.15	6.00	4.80	3.00
15 ti	19.25	15.40	9.65	5.50	4.40	2.75
20 ti	18.25	14.60	9.15	5.00	4.00	2.50
25 ti	17.00	13.60	8.50	4.50	3.60	2.25
30 ti	14.75	11.80	7.40	4.00	3.20	2.00

Certain newscast adjacencies, per spot extra 2.00.

SPECIAL PACKAGES
Wknd saturation—Sat 5:30 am-Sun 11:59 pm.
Night saturation—Mon thru Fri 7 pm-5:30 am.
Night Owl—Mon thru Fri 1-5:30 am; Sat 11:30 pm-6 am.

1-MIN/LESS, PER WK:	10 ti	15 ti	20 ti	30 ti
Wknd	120.00	-----	220.00	-----
Night	55.00	-----	100.00	-----
Night Owl	-----	40.00	-----	70.00

Scheduled at station's discretion. Not combinable with spots or other pkgs. Wknd & Night only, combinable within 7-day period.
8. PROGRAM TIME RATES

CLASS AA

	1x	26x	52x	104x	260x	312x
5 min	49.50	48.75	46.20	44.00	40.70	36.85
10 min	69.30	67.10	64.90	62.15	58.30	53.90
1/4 hr	93.50	89.65	85.80	81.95	78.10	73.70

CLASS A

5 min	31.50	30.45	29.40	28.35	26.25	24.15
10 min	44.65	43.60	42.50	41.50	39.40	37.25
1/4 hr	60.40	58.80	57.25	55.65	52.00	48.30

CLASS B

5 min	27.85	27.30	26.25	24.70	24.15	21.80
10 min	42.00	41.00	39.90	37.80	35.70	32.55
1/4 hr	56.70	54.60	52.50	49.35	46.75	43.60
1/2 hr	96.60	91.35	87.15	81.90	76.65	70.35
1 hr	168.00	159.60	151.20	142.80	133.35	123.90

CLASS C

5 min	14.50	14.00	13.50	13.00	12.25	11.50
10 min	21.00	20.25	19.50	18.75	17.75	16.50
1/4 hr	26.50	25.75	25.00	23.75	22.75	21.75

5,- 10-min & 1/4-hr programs incl talent charge; total amount commissionable.

WHBC-FM
1948
CANTON
NAB RAB

A Beaverkettle Station
Media Code 4 236 1021 1.00
Beaverkettle Co., Box 1045, Canton, Ohio 44701. Phone 216-456-7166.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHBC-FM: MUSIC: blend of familiar & melodic adult arrangements of current & recent hits, old favorites, standards & broadway melodies. NEWS: local at 5, 5:30, 6, 7 & 8 am; at :55 from 8:55 am-4:55 pm, 6 & 11 pm. News & weather headlines at :30. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 2/26/75.
1. PERSONNEL
Sales Manager—William V. Karrenbauer.
3. FACILITIES
ERP 44,000 w. (horiz.), 17,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 361 ft. above average terrain.
Partial simulcast operation. Operated separately 6:15-4 am weekdays, except for some newscasts & sportscasts. For simulcast facilities see WHBC.

OHIO

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 10/27/74—Rec'd 1/16/75.
AA—Mon thru Fri 6:15-9 am.
A—Mon thru Fri 3-6:30 pm.
B—Mon thru Fri 9 am-3 pm & 6:30-11:30 pm; Sat & Sun 6:30 am-11 pm.
C—Mon thru Sun 11 pm-6 am.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	3 ti	6 ti	10 ti	20 ti	35 ti
AA	12.00	11.00	10.00	9.00	6.50
A	11.00	10.00	9.00	8.00	6.00
B	10.00	9.00	8.00	7.00	5.50
C	4.00	3.50	3.00	2.50	2.00

30 sec: 80% of 1-min.
News adjacency: Extra 1.00.
7. PACKAGE PLANS
WEEKEND SATURATION PLANS

SAT 6 AM-SUN MIDNIGHT:	16 ti	20 ti
1 min/30 sec	55	100

Not combinable.
8. PROGRAM TIME RATES

	5 min	10 min	1/2 hr	1 hr
AA	12.00	20.00	35.00	60.00
A	11.00	17.50	32.50	55.00
B	10.00	15.00	30.00	50.00

10. SPECIAL FEATURES
WEEKEND NEWS
5 min 7 10 min 10
Time checks—where available 3.00.

WHLO
AKRON
A Susquehanna Station
City of license, Akron, Ohio.
Canton office: 1452 Cleveland Ave., N. W., Canton, Ohio 44709. Phone 216-452-4029.
See listing under Akron, Ohio.

WHLQ (FM)
1961
CANTON
NAB RAB

A Susquehanna Station
Media Code 4 236 1050 0.00
Radio Akron, Inc., 1452 Cleveland Ave., N. W., Canton, Ohio 44703. Phone 216-452-4029.

STATION'S PROGRAMMING DESCRIPTION
WHLQ (FM): MUSIC: popular vocals & instrumentals programmed in quarter hour segments. NEWS: at :60 COMMERCIAL POLICY: 8 per hour. Contact Representative for further details. Rec'd 3/31/75.
1. PERSONNEL
Vice-President—Arthur W. Carlson.
General Manager—Allen Saunders.
Sales Manager—Edgar Allen.
2. REPRESENTATIVES
Eastman Radio, Inc.
Susquehanna Broadcasting Co.: See Rep & S/O pages.
3. FACILITIES
ERP 27,500 w.; 106.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 340 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 43d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.
Cancellations: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WHLO, Akron.
Affiliated with Eastman Radio Network.
Sold in combination with WHLO, Akron. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5B Eff 11/1/74—Rec'd 12/20/74.
AAA—Mon thru Sat 6-9 am & 3-7 pm.
AA—Mon thru Sat 9 am-3 pm & 7-9 pm.
A—Mon thru Sat 9 pm-1 am & Sun all day.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti
AAA	14	13	12
AA	13	12	11
A	12	11	10

30 sec: 80% of 1-min.
10. SPECIAL FEATURES
5-min newscast, 1-min rate, plus 2.00.
1-min weathercast, 1-min rate plus 1.00.

WINW
1966
CANTON
NAB RAB

Media Code 4 236 1060 7.00
Radio Canton, Inc. 4111 Martindale Rd., N.E., Canton, Ohio 44705. Phone 216-493-5630.

STATION'S PROGRAMMING DESCRIPTION
WINW: MUSIC: contemporary, hit-oriented format. NEWS: 2 man department; local news & sports in drive times. Community involvement. Editorials. Contact Representative for further details. Rec'd 10/31/74.
1. PERSONNEL
General Manager—Jack Steenbarger.
Sales Manager—Bill Swartz.
2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit—Pearse Sales.
Regional Reps Corp.
3. FACILITIES
1,000 w.; 1520 kc. Directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST

(This listing continued on next page)

Canton—W I N W—Continued

4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25c, 27, 28a, 28c, 29a, 33a.
Contracts: 40a, 40c, 41, 45, 46, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 61a, 61c, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.
Member: Ohio Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 104 Eff 12/1/74—Rec'd 10/31/74.
AA—6-10 am & 3-6 pm.
A—10 am-3 pm & after 6 pm; Sat & Sun.

6. SPOT ANNOUNCEMENTS

AA:	1x	52x	104x	156x	208x	312x	500x	1000x
1 min	16.00	15.00	14.00	13.00	11.00	10.00	9.60	9.00
30 sec	12.75	12.00	11.25	10.50	8.75	8.00	7.50	7.25
10 sec	9.75	9.00	8.50	7.75	6.75	6.00	5.75	5.50
A:								
1 min	12.00	11.00	10.00	9.75	9.50	9.00	8.50	8.00
30 sec	9.75	8.75	8.00	7.75	7.50	7.25	7.00	6.50
10 sec	7.25	6.75	6.00	5.75	5.50	5.25	5.00	4.75

7. PACKAGE PLANS

	Wknd 20 ti	-*Wkly- 20 ti	36 ti	-Monthly- 48 ti	50 ti
1 min	160	170	240	340	400
30 sec	130	140	195	280	330

(*) Mon thru Fri

WNYN
1947
CANTON
RAB

Media Code 4 236 1140 9.00
Keyes Corporation, 1515 N. Cleveland Ave., Canton, Ohio 44703. Phone 216-456-8396.

STATION'S PROGRAMMING DESCRIPTION
WNYN: Programmed for adults, 25-49.
MUSIC: country/western. AIR PERSONALITIES handle all segments with humor & talk. NEWS: 5-min at :20, 2-min news briefs at :40. SPORTS: at :50 6-9 am & 3-6 pm. Emphasis on local news & local sports. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 4/7/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Donald C. Keyes
Vice-Pres. & Sta. Mgr.—Tracy L. Jackson.
Program Director—Lee Phillips.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
500 w. days: 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14d, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25c, 27, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/10/75.
AA—Mon thru Sat 6-10 am & 3:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
2 ti	12.00	9.60	6.00	9.00	7.20	4.50
5 ti	11.45	9.15	5.70	8.55	6.85	4.30
10 ti	10.45	8.35	5.20	7.70	6.15	3.85
20 ti	9.10	7.25	4.55	6.70	5.35	3.35
30 ti	8.15	6.50	4.10	5.80	4.65	2.90

CONTRACT DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TAP—1/2AA, 1/2A

PER WK, 1 MIN:	12 ti	20 ti	30 ti
Ea	8.25	7.30	6.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

PER MO, 4 WK MINIMUM:	1 min	30 sec
24 ti, ea	6.25	5.00

10 sec: 80 per mo ROS, within 31 days maximum, ea 3.25.

WOIO
1948
CANTON
RAB

Media Code 4 236 1260 5.00
Douglas Properties Corp., 4601 Hills & Dales Rd N. W., Canton, Ohio 44708 Phone 216-477-8585.

STATION'S PROGRAMMING DESCRIPTION
WOIO: Programmed for adults & young adults. MUSIC: Modern MOR, 90% popular hits of the past 20 years; 10% current hits. Heavy community involvement. 6 am-6 pm personalities with music, news & information capsules. Contests, audience action line & editorials. SPORTS: pro football, golf & auto racing. NEWS: Network & local at :60. Local expanded news at 6, 7:15, 8:15 am & 4:30-5:30 pm. Radio auction Sat 9 am-1 pm. Contact Representative for further details. Rec'd 4/8/72.
1. PERSONNEL
President—Sidney J. Collins.
Vice-Pres & Gen'l Mgr.—Douglas P. Collins.
2. REPRESENTATIVES
Grant Webb & Company, Inc.
3. FACILITIES
5,000 w. days (385 w. pre-sunrise); 1060 kc. Directional.
Operating schedule: Sunrise (Philadelphia, Pa.)-local sunset (Ohio). EST.
4. AGENCY COMMISSION
15/0 net time only. Payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 21d, 23a, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60a, 60e, 60l, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9A Eff 3/15/71—Rec'd 3/8/71.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-6:30 pm; Sat all day.
A—Mon thru Fri 10 am-3 pm; all other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
1 ti	16.00	13.00	10.00	12.80	10.40	8.00
6 ti	14.00	11.00	9.00	11.20	8.80	7.20
12 ti	13.00	10.00	8.00	10.40	8.00	6.40
18 ti	12.00	9.00	7.00	9.60	7.20	5.60
24 ti	11.00	8.00	6.00	8.80	6.40	4.80
30 ti	9.00	7.00	5.00	7.20	5.60	4.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
(1/3 AAA, 1/3 AA, 1/3 A)

PER WK, EA:	9 ti	15 ti	21 ti	27 ti	36 ti
1 min	9.00	8.00	7.00	6.00	5.00
30 sec	7.20	6.40	5.60	4.80	4.00

CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applies to spots and TAP Plans only.

WTIG
1957
MASSILLON

Media Code 4 236 1290 2.00
Scott Broadcasting Co. of Ohio, Inc., Box 573, 35 N. Erie, Massillon, Ohio 44646. Phone 216-832-5022.

STATION'S PROGRAMMING DESCRIPTION
WTIG: MUSIC: 50% modern MOR; 50% golden hits. Contact Representative for further details. Rec'd 4/15/71.
1. PERSONNEL
President—Herbert Scott.
Station Manager—Charles McFarren.
2. REPRESENTATIVES
The Derney Organization, Inc.
Regional Reps Corp.
Detroit—Michigan Spot Sales.
3. FACILITIES
250 w. days: 990 kc. Directional
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 26, 28b, 28c, 29a 30, 32a, 33b.
Contracts: 40a, 41, 42a, 43, 44a, 44b, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 61b, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS and KBS.
Member: Ohio Radio Network

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	Per wk 6 ti	12 ti	16 ti	24 ti	40 ti	Per yr 358x	500x	1000x
1 min	7.00	6.60	6.00	4.80	4.20	3.50	3.25	3.00
30 sec	5.60	5.40	5.10	3.90	3.30	4.50	4.00	3.75
10 sec: 2.50.								

8. PROGRAM TIME RATES

PER YR:	5 min	10 min	1/4 hr	1/2 hr
52 x	13	20	30	50
500 x	12	15	24	40
356 x	10	13	16	30

WTOF (FM)
1961
CANTON
A Mortenson Owned Station
Subscriber to the NAB Radio Code

Media Code 4 236 1320 7.00
Christian Broadcasting Association, Inc., Peoples Merchants Trust Bldg., Canton, Ohio 44702. Phone 216-452-4009

STATION'S PROGRAMMING DESCRIPTION
WTOF (FM): Gospel & Sacred music. Religious programs, Local & National, wkly & daily, religious news & public affairs with staff involved with community. Rec'd 1/2/74.
1. PERSONNEL
President—Jack M. Mortenson.
Station Manager—Jack E. Nelson.
Chief Engineer—David Johnson.
3. FACILITIES
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 98.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 700 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6a.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24b, 26, 29a, 29b.
Contracts: 44b, 45, 49, 51c.
Comb.: Cont. Discounts: 60c, 61a, 61b, 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.
Tobacco advertising not acceptable.

TIME RATES
Eff 6/1/74—Rec'd 9/3/74.
AA—6-7 pm; 10-11 pm.
A—6 am-6 pm & 7-10 pm.

6. SPOT ANNOUNCEMENTS

1 min:	1x	26x	52x	156x	260x	1000x
A	9.75	9.50	7.75	6.25	5.25	4.00
AA	11.25	11.00	9.25	7.75	6.75	5.50

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP, PER WK, EA:	12 ti	20 ti	30 ti	50 ti
1 min	7.25	6.50	5.50	4.50

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK:	A 1 ti	A 2 ti	A 5+	B 1 ti	B 2 ti	B 5+
1 hr	75.00	70.00	66.00	56.25	52.50	49.50
1/2 hr	40.00	37.00	35.00	30.00	28.35	26.25
1/4 hr	27.00	25.00	23.00	20.25	18.75	17.25
5 min	21.00	19.00	17.00	16.50	15.00	13.50

	C 1 ti	C 2 ti	C 5+
1 hr	37.50	35.00	33.00
1/2 hr	20.00	18.50	17.50
1/4 hr	13.50	12.50	11.50
5 min	12.00	11.00	10.00

CELINA (1 AM; 2 FM)

Mercer County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WCSM / WCSM-FM
1963 / 1965

Media Code 4 236 1380 1.00
Johnston Broadcasting, Inc., Box 341, Schunck & Meyer Rds., Celina, Ohio 45822. Phone 419-586-5134.

STATION'S PROGRAMMING DESCRIPTION
WCSM: MUSIC: MOR, C&W, Top 40 & Big Band.
1. PERSONNEL
General Manager—Hugh E. Johnston.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
500 w.; 1350 kc. Directional.
Operating schedule: 6-am-local sunset. EST.
FM-ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 123 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.
Member: Agri Broadcasting Network.

TIME RATES
No. 8 Eff 1/1/74—Rec'd 3/14/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
7 ti	10	8	9	7	8	6
14 ti	9	7	8	6	7	5
21 ti	8	6	7	5	6	4
28 ti	7	5	6	4	5	3

WMER (FM)
1960
NAB

Media Code 4 236 1440 3.00
WMER, Inc., 126 W. Fayette St., Celina, Ohio 45822. Phone 419-586-2073.

STATION'S PROGRAMMING DESCRIPTION
WMER (FM): Adult Contemporary Music.
1. PERSONNEL
General Manager—Scott Allen.
3. FACILITIES
ERP 740 w - 94.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 115 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 5 Eff 1/1/71—Rec'd 2/5/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	4.00	3.50	3.25	3.00	2.75
30 sec	3.00	2.80	2.60	2.40	2.20
10 sec	2.25	2.10	1.95	1.80	1.65

CONTINUOUS WEEKS DISCOUNT
26 wk—5% 52 wk—10%

CHARDON

Geauga County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WBKC
1968
NAB

Media Code 4 236 1411 4.00
B-K Broadcasting Co., Box 266, Aquila Rd., Chardon, Ohio 44024. Phone 216-286-1560.
1 PERSONNEL
General Manager—Albert Kipp.
3. FACILITIES
1,000 w.; 1560 kc. Directional.
Operating schedule: 6 am-local sunset. EST
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/2/70—Rec'd 10/5/70.

6. SPOT ANNOUNCEMENTS

	1000x	500x	250x	Bulk
1 min	4.00	4.25	4.50	5.00
30 sec	3.00	3.25	3.50	3.75

10 sec, flat 2.50.

CHILLICOTHE (2 AM; 1 FM)

Ross County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WBEX
1947

Media Code 4 236 1500 4.00
Shawnee Broadcasting Co., Box 244, Carlisle Hill, Chillicothe, Ohio, 45601. Phone 614-773-2244.
1. PERSONNEL
Commercial Manager—Don Hughes.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	4.00	3.90	3.75	3.50	3.25
30 sec	3.00	2.90	2.80	2.60	2.50
15 sec	2.50	2.25	2.20	2.10	2.00
		156x	260x	312x	520x
1 min		3.10	2.90	2.75	2.50
30 sec		2.25	2.00	1.90	1.75
15 sec		1.75	1.60	1.50	1.25

WBEX-FM
1961

Media Code 4 236 1501 2.00
Shawnee Broadcasting Co., Box 244, Pohlman Rd., Chillicothe, Ohio. Phone 773-2244.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBEX-FM: C & W 5:30 am-12N, 12:30-6 pm.
1. PERSONNEL
Pres. & Gen'l Mgr.—Truman A. Morris.
3. FACILITIES
ERP 2,700 w.; 93.3 mc.
Operating schedule: 6:30 am-midnight Mon thru Sat; 7:30 am-midnight Sun. EST.
Antenna ht: 205 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	3.00	2.90	2.80	2.70	2.50
30 sec	2.50	2.40	2.30	2.20	2.00
15 sec	2.00	1.90	1.80	1.70	1.50
		156x	260x	312x	520x
1 min		2.40	2.25	2.00	1.75
30 sec		1.90	1.75	1.60	1.50
15 sec		1.40	1.25	1.15	1.00

WCHI
1956

Media Code 4 236 1560 8.00
Court House Broadcasting Co., 1022 Eastern Ave., Chillicothe, Ohio 45601. Phone 614-775-1350.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Grace Nungesser.
3. FACILITIES
1000 w., days; 1350 kc. Non-directional.
Operating schedule: 6:00 am-local sunset.
4. AGENCY COMMISSION
Rates commissionable on time only. 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/67—Rec'd 7/31/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	260x	585x
1 min	4.00	3.50	3.00	2.25	2.00

Edited by Grace Nungesser.

CINCINNATI

(including Covington, Erlanger, Newport, Ky.; Milford, Ohio)
(9 AM; 8 FM)

Cincinnati, Hamilton County, Ohio—Map Location A-8
Covington, Erlanger, Kenton County, Ky.—Map Location H-3 (Ohio)
Newport, Campbell County, Ky.—Map Location H-3 (Ky.)
Milford, Clermont County, Ohio—Map Location B-9
See SRDS consumer market map and data at beginning of the State
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	89	61	73	57
B	73	57	67	35
C	67	45	48	34
D	42	43	45	32
AVERAGE	68	52	58	40

(Cincinnati continued on next page)

WCIN
1953
CINCINNATI
Independent Negro

Media Code 4 236 1680 4.00
Rounsaville of Cincinnati, Inc., 106 Glenwood Ave., Cincinnati, Ohio 45217. Phone 513-281-7180.

STATION'S PROGRAMMING DESCRIPTION
WCIN: Programmed to Negros.
Emphasis on local Negro interest news & numerous community oriented public affairs programs. Weekly programs on family counselling, environment, law in laymen's terms, education, vocational training, higher education, civil rights, sports, community involvement, housewife appeal & on other social, political & economic matters. MUSIC: rhythm & blues, jazz, gospel & spiritual. Contact Representative for further details. Rec'd 4/1/71.

1. PERSONNEL
Chairman of Board—Robert W. Rounsaville.
President—R. B. Johnson.
Vice-Pres. & Gen'l Mgr.—H. E. (Sonny) Burns.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Rounsaville Stations: See Rep & S/O pages.

3. FACILITIES
5,000 w. days, 500 w. nights; 1480 kc. Directional.
Operating schedule: 24 hrs. daily. EST.

AGENCY COMMISSION
15% time only, 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 6.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51b.
Comb.; Cont. Discounts: 60a, 60g, 601, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with National Black Network.

TIME RATES
No. 11 Eff 1/1/71—Rec'd 11/30/70.
AA—Mon thru Sat 5-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	250x	500x	750x	1000x
1 MINUTE							
AA	26	25	23	22	20	18	16
A	23	22	20	19	17	15	13
30 SECONDS							
AA	23	22	20	19	17	15	13
A	20	19	17	16	15	13	11

ID's/10 sec or less: 50% of 1-min. Combinable with minutes or 30 seconds to earn lower rates on ID frequency only.

7. PACKAGE PLANS

PER WK:	1 wk AA	1 wk A	13 wk AA	13 wk A	26 wk AA	26 wk A	52 wk AA	52 wk A
1 MINUTE								
10 ti	21	18	20	17	19	16	17	14
15 ti	20	17	19	16	18	15	16	13
20 ti	19	16	18	15	17	14	15	12
25 ti	18	15	17	14	16	13	14	11
30 ti	17	14	16	13	15	12	13	10
35 ti	16	13	15	12	14	11	12	9
30 SECONDS								
10 ti	18	15	17	14	16	13	14	11
15 ti	17	14	16	13	15	12	13	10
20 ti	16	13	15	12	14	11	12	9
25 ti	15	12	14	11	13	10	11	8
30 ti	14	11	13	10	12	9	10	7
35 ti	13	10	12	9	11	8	9	6

Not combinable with annual spots and programs. Minutes and 30 seconds cross-combinable to earn maximum frequency. Each package stands alone. However, higher frequency may be earned on subsequent orders provided schedules continue without interruption. No rebates applicable on previous orders. Packages subject to short rate.

8. PROGRAM TIME RATES

	1x	50x	100x	250x	500x
1 hr	166	158	----	----	----
1/2 hr	111	105	96	----	----
1/4 hr	74	70	64	62	50
5 min	37	35	32	31	23

10. SPECIAL FEATURES
CINDY HAMILTON SHOW

	1 wk	13 wk	26 wk	52 wk
Ea	450	425	400	350

WCKY
1929
CINCINNATI
CBS Radio Network

Buckley Radio Sales, Inc.

NAB

A Post-Newsweek Station
Subscriber to the NAB Radio Code
Media Code 4 238 1740 6.00
Post-Newsweek Stations, Florida, Inc., 501 Carew Tower, Cincinnati, Ohio 45202. Phone 513-241-6565. TELEX 21-4201. TWX 810-461-2306.

STATION'S PROGRAMMING DESCRIPTION
WCKY: Music, news, sports, traffic reports morning & afternoon drive times. AM Air Personality. MUSIC: familiar pop standards, instrumental & vocal albums; 10-15 min segments during midday & evening hrs. NEWS: 7-man staff, network, Post-Newsweek commentary; station editorials; handyman fix-it telephone program M-F 7:30-8 pm. SPORTS: 7:25, 6:25 am, 5:25, 5:25 pm M-F: University football, basketball: pro basketball. COMMERCIAL POLICY: 11 minutes per hour limit including network. Contact Representative for further details. Rec'd 1/7/74.

1. PERSONNEL
General Manager—Robert B. Mitchell.
Program Director—Bruce Still.
Sales Manager—Steve Kline.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Post-Newsweek Stations, Inc.: See Rep. & S/O pages.

3. FACILITIES
50,000 w.; 1530 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24c, 25a, 27, 28b, 28c.
Contracts: 41, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60i.
Cancellation: 70a, 71a, 73a, 70e.
Affiliated with CBS.
Affiliated with American Information Network.

TIME RATES
Rev 7/10/72—Rec'd 7/13/72.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat & Sun 6 am-9 pm.
B—Mon thru Sun 9 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA						
1 min	49	45	43	37	35	31
20/30 sec	40	36	33	30	28	25
CLASS AA						
1 min	46	40	38	34	32	28
20/30 sec	37	32	30	27	25	22
CLASS A						
1 min	45	37	33	30	27	24
20/30 sec	36	30	26	23	21	19
CLASS B						
1 min	20	16	14	12	10	7
30 sec	16	14	11	10	8	6

10 sec: 60% of 1-min.
(*) Specified position or less than 6 weekly.

WCLU
1965
COVINGTON, KY.

Media Code 4 236 1800 6.00
WCLU Broadcasting Co., Inc., 1115 First National Bank Bldg., Fourth & Walnut Sts., Cincinnati, Ohio 45202. Phone 513-421-4950. Other office—135 W. 36th St., Covington, Ky. Phone 606-581 4950.

1. PERSONNEL
Pres. & Gen'l Mgr.—Irv Schwartz

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
500 w. days; 1320 kc. Directional.
Operating schedule: 6 am-local sunset daily. EST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 27, 28a, 29a, 29b, 33d.
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 601, 61c, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Talent charges included in time costs are 20% thereof. Rates include 25% for production and service.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/72—Rec'd 1/27/72.
AAA—Mon thru Fri 6-9 am & 3-6 pm.
AA—Mon thru Fri 9 am-3 pm; Sat 6 am-6 pm; Sun noon-6 pm.
A—Mon thru Sat before 6 am & after 6 pm; Sun before noon.

7. PACKAGE PLANS
WEEKLY SALES PACKAGE PLANS

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
24 ti	8.00	6.00	5.00	6.00	4.50	3.75
16 ti	10.00	7.00	6.00	7.50	5.25	4.50
12 ti	12.00	8.00	7.00	8.00	6.00	5.25
	26 sec			10 sec		
24 ti	4.80	3.60	3.00	4.60	3.00	2.50
18 ti	6.00	4.20	3.60	5.00	3.50	3.00
12 ti	7.20	4.80	4.20	6.00	4.00	3.50
PER MO:		30 ti	60 ti	90 ti	100 ti	125 ti
1/3AAA 2/3AA		7.50	6.50	6.00	5.50	5.00
PER WK:			10 ti	15 ti	20 ti	25 ti
1/2AAA, 1/2AA, 13 wk, ea			7.00	6.00	5.50	5.00

WEEKLY IMPACT PLAN—ROS
45 ti per wk, ea. 5.00

ANNUAL BULK RATE
1000x, 1 min, ea. 5.00 500x, 1 min, ea. 5.75

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
CLASS AAA						
1/2 hr	70.00	66.00	62.00	58.00	54.00	50.00
1/4 hr	37.00	35.00	33.00	31.00	29.00	27.00
10 min	22.80	27.20	25.60	24.00	22.50	20.80
5 min	18.00	17.00	16.00	15.00	14.00	12.00
CLASS AA						
1/2 hr	62.00	56.00	54.00	50.00	46.00	42.00
1/4 hr	33.00	31.00	29.00	27.00	25.00	23.00
10 min	25.60	24.00	22.40	20.80	19.20	17.60
5 min	16.00	15.00	14.00	13.00	12.00	11.00

WEBN (FM)
1967
CINCINNATI

ABC-FM Spot Sales, Inc.

Media Code 4 236 1950 1.00
Circo Communications, Inc., 2724 Erie Ave., Cincinnati, Ohio 45208. Phone 513-871-8500.

STATION'S PROGRAMMING DESCRIPTION
WEBN (FM): Programmed for young adults.
MUSIC: rock, Single & album cuts. AIR PERSONALITIES handle all segments live. NEWS throughout day. Contact Representative for further details. Rec'd 10/8/73.

1. PERSONNEL
Chairman of the Board—Frank Wood, Sr.
Pres. & Gen'l Mgr.—Frank E. Wood.
Sales Manager—John Page Otting.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 31,000 w. (horiz.), 31,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 610 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Basic Rates: 20a, 21a, 22a, 23b, 24a, 24c, 25a, 28a, 29b, 30, 33d.
Comb.; Cont. Discounts: 60f.
Cancellation: 70c, 71a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 10/1/74—Rec'd 7/3/75.
AAA—Mon thru Fri 3 pm-1 am; Sat 9-1 am; Sun noon-1 am.
AA—Mon thru Fri 6 am-3 pm; Sat 8-9 am.
A—Tues thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AA 6 ti	AA 12 ti	AA 18 ti
1 min	35	32	28	30	27	23
30 sec	30	27	23	26	23	20

A: Flat 15.00.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—50%AAA, 50%AA

PER WK:	1 min 10 ti	1 min 20 ti	1 min 30 ti	30 sec 10 ti	30 sec 20 ti	30 sec 30 ti
Ea	30	24	22	25	20	18

Rotating Mon thru Sun.
Edited by Frank E. Wood.

WHKK (FM)
1966
ERLANGER, KY.
A Mortenson Owned Station
Media Code 4 236 1972 5.00
Christian Broadcasting Association, Inc., 100 Commonwealth Ave., Erlanger, Ky., 41018. Phone 606-341-2500.

STATION'S PROGRAMMING DESCRIPTION
WHKK (FM): Programmed for the family.

1. PERSONNEL
Religious Manager—Dan Hubbard.
Commercial Manager—Dale McMillen.
Sales Director—Roy Shepard.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc
Operating schedule: 24 hours. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 6a.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24b, 26, 29a, 29b.
Contracts: 44b, 45, 49, 51c.
Comb.; Cont. Discounts: 60c, 61a, 61b, 62c.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 82.
Tobacco and alcoholic beverages advertising not acceptable.

TIME RATES
No. 3 Eff 10/25/74—Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	10 sec
1 ti	5.00	3.75	2.50
10 ti	4.00	3.00	2.00
20-30 ti	3.00	2.25	1.50

7. PACKAGE PLANS
ROS Package—260 1-min, 20 per wk, 13-wk period, BTA, per spot 2.50.

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 ti	50	27	17	10
2 ti	46	24	15	8
5+	43	22	14	6

10. SPECIAL FEATURES

	Ea
5-min news	6
Weather	4
SPORTS PACKAGE:	Per Game
Quarter	50 & 45
Half	35
Pre game	15
Post game	15
Pre & post game combo	25

WJDJ (FM)

NOTE: The call letters of this station have been changed to:

WSAI-FM

WKRC
1923
CINCINNATI

KATZ RADIO

RAB

A Taft Station
Media Code 4 236 2040 6.00
Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219. Phone 513-381-5500.

STATION'S PROGRAMMING DESCRIPTION
WKRC: MUSIC: Mass appeal 25-49 targeted format featuring top 30 pop records from 1955-present with equal emphasis on oldies, new gold & current records. AIR PERSONALITIES: programmed in segments 6-10 am, 10 am-3 pm, 3-7 pm, 7-11 pm, 11 pm-3 am telephone talk show, 3-6 am music. NEWS: at :60 with reports at :30 drivetimes & :30 sports headlines weekends. Traffic reports, stock market, sports & community affairs. Contact Representative for further details. Rec'd 12/12/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Leon Lowenthal.
General Sales Manager—J. David Martin.
Operations Director—Jim Durham.

2. REPRESENTATIVES
Katz Radio.
Taft Stations: See Rep & S/O pages.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 550 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6.
Rate Protection: 10e, 11e, 12e, 14e, 15e, 16.
Basic Rates: 20b, 24b, 25a, 29a, 30, 33a.
Contracts: 40a, 42a, 44a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 601, 62b.
Cancellation: 70a, 70c, 71a.
FM facilities: WKRQ.
Affiliated with Katz Radio Network.
Affiliated with American Entertainment Network.

TIME RATES
WKRC/WKRQ COMBINATION
No. 2 Eff 6/21/75—Rec'd 7/28/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	96	94	91	86	81
AA	71	69	66	61	56
A	66	64	61	56	51
B	41	39	36	34	31

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min
AM/FM must be scheduled at same time.
AM only: Deduct 18.00 per spot.

10. SPECIAL FEATURES
AM ONLY
5-min news or sports—1-1/2x applicable 1-min.

COMBINABILITY
All spots may be cross-combined for discount purposes, except that 10-second spots may not be counted to earn discounts for longer spots.
Submitted by Mary Brown.

WKRQ
1958
CINCINNATI

RAB

A Taft Station
Media Code 4 236 2100 2.00
Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219. Phone 513-381-5500.
See affiliated AM station for additional information.
AM facilities: WKRC.

STATION'S PROGRAMMING DESCRIPTION
WKRQ: Programmed for young adults & teens.
MUSIC: Rock & top hits from the past. Contact Representative for further details. Rec'd 9/6/72.

1. PERSONNEL
Station Manager—John Soller.
Program Director—Randy Michaels.

3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 101.9 mc.
Operating schedule: 24 hrs. daily. EST
Antenna ht.: 660 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.
Affiliated with American FM Network.
Sold in combination with WKRC. See that listing for rates.

TIME RATES
No. 8 Eff 6/21/75—Rec'd 7/28/75.
AA—Mon thru Sun 3-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Sat 6-10 am.
B—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	38	36	34	32
A	36	34	32	30
B	28	26	24	22

ROS: Mon thru Sun, flat 18.00.
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

COMBINABILITY
All spots cross-combinable for discount purposes, except 10-sec spots may not be counted to earn discounts for longer spots.
Submitted by Mary Brown.

(Cincinnati continued on next page)

Cincinnati—Continued

WLQA (FM)

1960
CINCINNATI

NAB RAB

A Susquehanna Station
Media Code 4 236 2136 9.00
Radio Cincinnati, Inc., 7507 Reading Rd., Cincinnati, Ohio 45237. Phone 513-821-9898.

STATION'S PROGRAMMING DESCRIPTION
WLQA (FM): Programmed for adults and young adults.
MUSIC: current, familiar favorites & contemporary standards programmed in uninterrupted segments with 4 commercial-information breaks per hr. NEWS: at :00, & at :30 drivetime weekdays. Private weather forecast service at :30. SPECIAL FEATURE: monthly music specials. Contact Representative for further details. Rec'd 7/2/75.

1. PERSONNEL
Vice-President—Arthur W. Carlson.
Station Manager—Barry Gaston.
Operations Manager—Bill Stabler.

2. REPRESENTATIVES
Eastman Radio, Inc.
Susquehanna Broadcasting Co.: See Rep & S/O pages.

3. FACILITIES
ERP 50,000 w. (horiz.), 27,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 28c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 601, 61c, 63b, 61c, 63b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 4 Eff 12/1/74—Rec'd 11/8/74.
I—Mon thru Fri 3-8 pm.
II—Mon thru Fri 9 am-3 pm; Sat & Sun all day.
III—Mon thru Fri 6-9 am & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	12 ti	18 ti	24 ti
I	25	22	—
II	24	22	19
III	20	18	15

30 sec: 80% of 1-min.
Edited by Barry Gaston.

WLW

1922
CINCINNATI

NBC Radio Network

AVCO RADIO SALES

NAFB

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 2160 6.00
Avco Broadcasting Corporation, 140 W. 9th St., Cincinnati, Ohio 45202. Phone 513-241-1822. TWX 810-461-2814.

1. PERSONNEL
Sr. Vice-Pres., Gen'l Mgr.—Charles K. Murdock.
Assistant General Manager—Bernie Kvale.
National Sales Manager—David T. Habisch.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
50,000 w.: 700 kc. Non-directional. Clear channel.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28b, 28c, 29a.
Contracts: 40b, 41, 45, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 601, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Contracts accepted not more than 28 days in advance.
Affiliated with NBC.
Affiliated with Avco Group Plan.

TIME RATES
No. 28B Eff 7/14/75—Rec'd 7/10/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 6 am-7 pm
B—Mon thru Sun 7 pm-midnight; Sun 5-6 am.
C—Mon thru Sun midnight-5 am.

7. PACKAGE PLANS
FREQUENCY PLANS—1 MINUTE

PER YR:	Fixed	156x	312x	520x	780x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	96	92	89	83	76
AA	81	79	73	66	60
A	69	66	61	54	49
B	46	40	35	32	29
C	40	35	28	26	21

Consec wk discount does not apply.
Subject to 10% surcharge for Wed thru Sat schedules only.

CONVERTIBLE DEBENTURE PLANS
1/6AAA, 1/3AA, 1/6B

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	396	727	992	1190

Consec wk discount does not apply.
Higher to lower conversion: AAA and/or AA spot equal to 2 of next lower class.
Lower to higher conversion: 3 spots of lower class equal to 2 of next higher class. Preemptible without notice. Debenture plans preemptible for frequency plans.

8. PROGRAM TIME RATES
A—Mon thru Sat 6 am-7 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight; Mon thru Sat 5-6 am; Sun 5-7 am.

A:	1x	13x	26x	52x	104x	156x	260x	312x
1/2 hr	577	548	520	490	462	404	375	317
1/4 hr	404	373	355	337	318	281	260	225
10 min	288	260	246	233	221	196	181	156
5 min	231	201	193	185	173	154	142	121

B: 50% of A.

10. SPECIAL FEATURES
NEWS :30—WEATHER :45—SPORTS :15
(Mon thru Sat 5 am-midnight rotating)

PER WK:	AAA	AA	A	B
3 ti	100	84	71	48
6 ti	95	79	66	43
12 ti	89	74	61	38

WEEKEND NEWS/WEATHER/SPORTS
Fri 7 pm-Sun 9 pm, 12 ti 554

HELICOPTER TRAFFIC REPORTS
5 ti per wk ..... 472 10 ti per wk 840
Mon thru Fri 6:35-8:45 am & 3:40-5:50 pm, rotating and equally distributed between am and pm traffic.

AGRI-NEWS FEATURES

MON-SAT, EA:	3 ti	6 ti
5-6 am	69	93
6-7 am	100	95
11 am-noon	86	80

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Minimum wkly expenditure 100.00.
Submitted by David T. Habisch.

WLYK (FM)

1960
MILFORD

Media Code 4 236 2190 3.00
Perry Broadcasting Co., Inc., Box 216, Cincinnati, Ohio 45150. Phone 513-831-9595.

STATION'S PROGRAMMING DESCRIPTION
WLYK (FM): Programmed for adults.
MUSIC: popular standards in uninterrupted segments. COMMERCIAL POLICY: 8 per hour. Contact Representative for further details. Rec'd 6/12/75.

1. PERSONNEL
General Manager—Perry Samuels.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 3,000 w.: 107.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time: payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: The Groskin Group.

TIME RATES
Eff 5/1/75—Rec'd 5/21/75.

6. SPOT ANNOUNCEMENTS
1 min ..... 10.00 30 sec 8.00
Edited by Perry S. Samuels.

WNOP

1948
NEWPORT, KY.

NAB

Media Code 4 236 2220 8.00
Box 740, Newport, Ky. 41072. Phone 606-581-7100.

STATION'S PROGRAMMING DESCRIPTION
WNOP: Programmed for adults.
MUSIC: Jazz. AIR PERSONALITIES handle all segments. NEWS: Net at :30, followed by local. Sports in pm traffic. Rec'd 2/4/74.

1. PERSONNEL
General Manager—Dave Piontek.
Program Director—Ray Scott.

2. FACILITIES
1,000 w. days: 740 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b
Basic Rates: 22a, 22b, 23a, 24a, 25a, 25b, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62c.
Cancellation: 71a, 71b, 73a.
Affiliated with American Entertainment Network.
Affiliated with The Rep Network.

TIME RATES
Eff 3/1/70—Rec'd 3/2/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x
1 min	24.00	23.00	22.00	21.00	20.00
30 sec	20.00	19.00	18.00	17.00	16.00
10 sec	12.00	11.50	11.00	10.50	10.00
		260x	312x	400x	500x
1 min		19.00	18.00	17.00	16.00
30 sec		15.00	14.00	13.00	12.00
10 sec		9.50	9.00	8.50	8.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	22.00	21.00	20.00	19.00	18.00	19.00
30 sec	18.00	17.00	16.00	15.00	14.00	12.00
10 sec	11.00	10.50	10.00	9.50	9.00	8.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150	90	65	45	30

WSAI

1928
CINCINNATI

COMBINED COMMUNICATIONS CORP.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 2340 4.00
Combined Communications Corp., W. 8th St. & Matson Pl., Cincinnati, Ohio 45204. Phone 513-251-5700. Telex 21-4178.

1. PERSONNEL
President/Radio Division—Ralph W. Beaudin.
Pres. & Gen'l Mgr.—John F. Bayliss.
General Sales Manager—Jim Smith.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.: 1360 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast Mon thru Fri 6-10 am. For non-simulcast facilities see WSAI-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb. Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 81.
Affiliated with American Contemporary Network.
Affiliated with MBS.

RATE PROTECTION
Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in those rates provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. G Eff 11/1/74—Rec'd 5/16/75.
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-3 pm.
A—Mon thru Fri 10 am-3 pm & 8 pm-midnight; Sat 3 pm-midnight; Sun 8 am-9 pm.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK:	1 min	30 sec	1 min	30 sec
6 ti	70	56	60	48
12 ti	67	54	57	46
18 ti	63	50	53	42
24 ti	60	48	50	40

B: 1-min, flat 25.00; 30 sec, flat 20.00.

10. SPECIAL FEATURES
NEWS/SPORTS

	1 ti	6+
5 min, incl open & close plus 1-min	75	70
2-1/2 min, incl open & close plus 30-sec	70	56

Edited by Jerry Gibson.

WSAI-FM

(formerly WIDJ (FM))
1965
CINCINNATI

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 2341 2.00
Combined Communications Corp., W. 8th St. & Matson Pl., Cincinnati, Ohio 45204. Phone 513-251-5700.
See affiliated AM station for additional information.

3. FACILITIES
ERP 34,000 w. (horiz.), 9,400 w. (vert.); 94.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri 10-6 am. For simulcast facilities see WSAI.

TIME RATES
No. 2 Eff 11/1/74—Rec'd 5/16/75.
AA — Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	30.00	21.00	25.00	17.50	12.50	8.75
12 ti	28.00	19.50	23.00	16.00	11.50	8.00
18 ti	26.00	18.50	21.00	15.00	10.50	7.50
24 ti	24.00	17.00	20.00	14.00	10.00	7.00

(*) 30 sec or less.
Edited by Jerry Gibson.

WUBE WUBE-FM

1922 1949
CINCINNATI

KAYE-SMITH RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 2400 6.00
Kaye-Smith Radio, Box 1233, Cincinnati, Ohio 45201. Phone 513-621-6060.

STATION'S PROGRAMMING DESCRIPTION
WUBE: Programmed for adults.
MUSIC: modern country. NEWS: at :00. Traffic reports in drive times. Contact Representative for further details. Rec'd 10/11/74.
WUBE-FM: Modern country music simulcasts 5 am-7 pm M-F, 6-10 am Sat. Separate but similar programming during all other hours. Contact Representative for further details. Rec'd 10/11/74.

1. PERSONNEL
Executive Director—Lester M. Smith.
General Manager—Bill Jenkins.
Sales Manager—Verl Wheeler.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 11,000 w. (horiz.), 11,000 w. (vert.); 105.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 930 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 24a, 24b, 24c, 25b, 27, 28c, 29a, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60f, 601, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
WUBE-FM sold only in conjunction with WUBE-AM.

TIME RATES
No. 7 Eff 1/1/72—Rec'd 2/23/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

7. PACKAGE PLANS

	1 min			30 sec		
PER WK:	AA	A	B	AA	A	B
6 ti	25	20	26	28	24	21
12 ti	31	28	22	25	22	18
18 ti	28	25	20	22	20	16
24 ti	26	23	19	21	18	15

TOTAL AUDIENCE PLANS—1/3AA, 1/3A, 1/3B

PER WK. EA:	12 ti	18 ti	24 ti
1 min	26	24	22
30 sec	21	19	18

10 sec: 60% of 1-min.

WWEZ

1964
CINCINNATI

BOLTON | BURCHILL

A Sudbrink Station
Media Code 4 236 2430 3.00
Sudbrink Broadcasting Inc., of Ohio, 1071 Celestial St., Cincinnati, Ohio 45202. Phone 513-721-5678.

STATION'S PROGRAMMING DESCRIPTION
WWEZ: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/5/71.

1. PERSONNEL
Executive Vice-President—Harold W. Gore.
General Manager—William E. Miller.
Operations Manager—John Stolz.

2. REPRESENTATIVES
Bolton/Burchill International Ltd.

3. FACILITIES
ERP 11,300 w. (horiz.), 11,200 w. (vert.); 92.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 905 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 25b, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60f, 601, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 7 Eff 9/1/74—Rec'd 9/2/74.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 5:30-10 am; Sun 9:30 am-7 pm.
A—Mon thru Sun 7 pm-1 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	(*)	1 min	(*)	1 min	(*)
1 ti	50	40	40	32	34	28
6 ti	48	38	37	30	32	26
12 ti	45	36	35	28	30	24

(*) 30 sec or less.

7. PACKAGE PLANS
TAP I—1/2AAA, 1/2AA

PER WK:	1 ti	6 ti	12 ti	18 ti
1 min	42	39	36	33
30 sec or less	34	31	28	25

TAP II—1/3AAA, 1/3AA, 1/3A

1 min	36	34	32	30
30 sec or less	30	28	26	24

Edited by William E. Miller.

WZIP

1947
CINCINNATI

Media Code 4 236 2460 0.00
Gore Broadcasting Inc., of Cincinnati, 400 Oak St., Cincinnati, Ohio 45219. Phone 513-221-5100.

STATION'S PROGRAMMING DESCRIPTION
WZIP: Programmed for general audience.

(This listing continued on next page)

Cincinnati—WZIP—Continued

Local & nat'l religious programming 6 am-2 pm. Gospel music 1 pm-sign-off. NEWS: local at :55; network at :30. Personalities available for remote pickups. Rec'd 4/29/74.

1. PERSONNEL
General Manager—Wes Howard.
Traffic Manager—Shirley Raper.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 14a, 15d.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 60b, 60e, 60f, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/1/73—Rec'd 8/27/73.
AA—Mon thru Fri 6-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 min	30/30	10 sec	1 min	30/30	10 sec
1 ti	12.00	9.00	6.00	10.00	7.50	5.00
10 ti	10.00	7.50	5.00	8.00	6.00	4.00
20+	8.00	6.00	4.00	6.00	4.50	3.00

7. PACKAGE PLANS
TAP—30%AA, 70%A.

FIXED, PER WK:	13 ti	20 ti	30 ti
1 min	105	120	150

Cannot be guaranteed.
30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	135	127	122	116	116	105	64
1/2 hr	88	82	78	72	69	65	60
1/4 hr	56	52	50	47	44	42	38
5 min	36	34	32	30	29	25	21

Submitted by Wes Howard.

WABQ
1947
CLEVELAND

Bernard Howard & Co., Inc.

A Booth Owned Station
Media Code 4 236 2520 1.00
Booth Broadcasting Co., 2644 St. Clair Ave., Cleveland, Ohio 44114 Phone 216-241-7555

STATION'S PROGRAMMING DESCRIPTION
WABQ: Programmed for blacks.
MUSIC: Rhythm & blues. NEWS: 3 man department; network: news at :20 & :50. SPORTS: show 5:55 pm. Sat: sign-on-9:30 am, gospel music; 9:30-11 am, telephone talk show. Sun: sign-on-2 pm, gospel music & religious shows. Contact Representative for further details. Rec'd 11/20/74.

1. PERSONNEL
General Manager—George Abram.
Director of Broadcasting—Gordon Stenback.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 22b, 23a.
Contracts: 40a, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 71a, 73a.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 1/1/75—Rec'd 7/29/75.
AA—Sat & Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
5 ti	20.00	16.00	10.00	18.00	14.40	9.00
10 ti	18.00	14.40	9.00	16.00	12.80	8.00
15 ti	16.00	12.80	8.00	14.00	11.20	7.00
20 ti	14.00	11.20	7.00	12.00	9.60	6.00
25 ti	12.00	9.60	6.00	10.00	8.00	5.00

7. PACKAGE PLANS
WEEKLY SATURATION—1/2AA, 1/2A

	8 ti	14 ti	20 ti	30 ti
1 min, ea	17	15	13	11

30 sec: 80% of 1-min.

10. SPECIAL FEATURES
NEWSCASTS

1 min	15.00	30 sec	12.00

Submitted by George Abram.

WCLV
1961
CLEVELAND

NAB NAFMB

Media Code 4 236 2580 3.00
Radio Neway Incorporated, Penthouse East, Terminal Tower, Cleveland, Ohio 44113. Phone 216-241-6900.

STATION'S PROGRAMMING DESCRIPTION
WCLV: Programmed for adults.
Fine arts programming: serious music 75%, folk music and original cast albums 15%, news, drama discussion, spoken word 10%. NEWS: 2 am, 6 am, 7:15 am, 8 am, noon, 6:30 pm, 11 pm. Length and content determined by complexity of news. In-concert broadcasts by 5 American orchestras, from world music festivals and foreign broadcasting systems. In-concert broadcasts from local universities and other local sources. Folk music, showtunes, comedy records 10:30 pm Fri-1 am Sat, 10:10 pm Sat-1 am Sun. COMMERCIAL POLICY 6 minutes participating; 4 minutes sponsored. Contact Representative for further details. Rec'd 6/25/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. K. Patrick.
Vice-Pres. Prog. & Oper.—Robert Conrad.
General Sales Manager—Harry Dennis.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
95.5 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION
15/0. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 46, 47c, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Pred. Services: 80, 81, 82.
Minimum protection of 15 minutes guaranteed between competing advertisers.

TIME RATES
Eff 9/1/74—Rec'd 7/31/74.

(This listing continued on next page)

CIRCLEVILLE (1 AM; 1 FM)

Pickaway County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WNRE
1974

WNRE-FM
1965

NAB

Media Code 4 236 2400 8.00
Circleville Broadcasting Co., Inc., Box 678, US 22 N., Circleville, Ohio 43113. Phone 614-474-3344.

1. PERSONNEL
Sta. & Gen'l Mgr.—Nelson R. Embrey, II.

3. FACILITIES
1,000 w.; 1540 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 107.1 mc.
Operating schedule: 5:55 am-11 pm. EST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agri Broadcasting Network, Ohio Radio Network.

TIME RATES
No. 3 Eff 12/1/74—Rec'd 12/2/74.
A—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
B—Mon thru Sat 9 am-noon & 1-4 pm.
C—Mon thru Sat after 6 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

A:	1x	156x	260x	312x	520x	1000x
1 min	5.60	4.95	4.60	4.55	4.30	4.00
30 sec	4.50	4.00	3.70	3.65	3.45	3.20

B: Subtract 1.00 per spot.
C: 1-min 2.00; 30-sec 1.60.
A, B & C combinable.

7. PACKAGE PLANS
TRAFFIC PLAN

ROS, WITHIN 7 DAYS:	1 min	30 sec
15 ti	4.95	4.00

All spots scheduled in A time Mon-Sat. Extra spots can be purchased at same rate, must be run in same week.

ABC PLAN—1/3A, 1/3B, 1/3C

WITHIN 14 DAYS:	1 min	30 sec
54 ti	3.45	2.75

10. SPECIAL FEATURES
Newscasts—A rates apply.

CLEVELAND
(including Cleveland Heights, Parma, Willoughby)
(10 AM; 11 FM)

Plus 1 paid duplicate listing; plus 1 cross reference.
Cuyahoga County—Map Location F-4
Lake County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	75	63	70	60
B	70	60	70	55
C	70	55	60	48
D	60	54	60	45
AVERAGE	69	58	65	52

The Long Ranger
Our 50,000 watts cover over 800 sq. miles

No matter which book you reach for, 1220/WGAR gives you more reach in Cleveland/Akron

#1
634,300 TOTAL LISTENERS 12+*
20% more than station #2

456,500 ADULTS 18-49*
52% more than station #2

*ARB
Apr/May 1975
TSA Mon-Sun
6 a.m. to midnight
Cumes

&

#1 in Pulse Adults 18-49
Jan/Feb 1975
R.S.A. Mon-Fri
6 a.m. to midnight
Cumes

1220/WGAR
Means Business
Cleveland/Akron

Qualifications Upon Request

A service of Nationwide Communications

Cleveland—W C L V—Continued

6. SPOT ANNOUNCEMENTS

	Per wk				Per mo		
	1 ti	5 ti	10 ti	20 ti	20 ti	40 ti	80 ti
1 min	30	28	26	24	24	22	20
30 sec	24	22	21	19	19	18	16

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 39 wk—15%
26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

PER YR:	13x	26x	52x	104x	156x	260x	520x
1 hr	175	166	158	150	143	136	129
1/2 hr	131	124	118	112	106	101	96
5 min	74	70	67	64	61	58	55

WDBN (FM)

1960
MEDINA

Alan Torbet Associates, Inc.

NAB RAB NAFMB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Medina, Ohio.)

Media Code 4-236-6480-4.00

WDBN, Inc., 4986 Gateway Dr., Medina, Ohio 44256. Phone 216-523-1345.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert McBride Miller.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 118,000 w. (horiz.), 118,000 w. (vert.): 94.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 14c.
Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.
Contracts: 40c, 41, 42b, 44a, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60e, 60f, 61c, 62d.
Cancellation: 70e, 71a, 72.
Prod. Services: 80.
Affiliated with ATA Radio Network.

TIME RATES
No. 5 Eff 6/1/70—Rec'd 5/27/70.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am & 3-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	50.00	40.00	40.00	32.00	35.00	28.00
6 ti	48.00	38.40	38.00	30.40	33.00	26.40
12 ti	46.00	36.80	36.00	28.80	31.00	24.80
18 ti	44.00	35.20	34.00	27.20	29.00	23.20
PER YR:						
250 x	44.00	35.20	34.00	27.20	29.00	23.20
500 x	42.00	33.60	32.00	25.60	27.00	21.60
1000 x	40.00	32.00	30.00	24.00	25.00	20.00

C: 60% of B rates.
Guaranteed rotation within specific time periods.

7. PACKAGE PLANS

DAYTIME—1/2AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	45.00	43.00	41.00	39.00
30 sec	36.00	34.40	32.80	31.20
PER YR:		250x	500x	1000x
1 min		41.00	39.00	37.00
30 sec		32.80	31.20	29.60

Guaranteed rotation within Plan time periods.

TAP—1/3AA, 1/3A, 1/3B

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	42.00	40.00	38.00	36.00
30 sec	33.60	32.00	30.40	28.80
PER YR:		250x	500x	1000x
1 min		38.00	36.00	34.00
30 sec		30.40	28.80	27.20

WEEKLY PLAN—BTA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	38.00	36.00	34.00	32.00
30 sec	30.40	28.80	27.20	25.60
PER YR:		250x	500x	1000x
1 min		34.00	32.00	30.00
30 sec		27.20	25.60	24.00

Preemptible on 24-hour notice. Make-goods at best available comparable times.

ROS—BTA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	33.00	31.00	29.00	27.00
30 sec	26.40	24.80	23.20	21.60
PER YR:		250x	500x	1000x
1 min		29.00	27.00	25.00
30 sec		23.20	21.60	20.00

Preemptible without notice. Make-goods scheduled at station's discretion.

8. PROGRAM TIME RATES

	Per wk				Per yr		
	1 ti	3 ti	5 ti	10 ti	100x	250x	500x
5 min	65	63	61	59	40	35	30

10. SPECIAL FEATURES

NEWSCASTS
Mon thru Fri 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon, 3, 4, 5, 6, 7 pm:

	Per wk				Per yr		
	1 ti	3 ti	5 ti	10 ti	100x	250x	500x
5 min	75	73	71	69	50	45	40

Includes 1 1-minute spot plus 10-second open and close.
Edited by Robert M. Miller.

(D-2)

WDOK (FM)

1954
CLEVELAND

METRO RADIO SALES

A Globetrotter Communications, Inc. Station

Media Code 4 236 2760 3.00

Westchester Div. G.C.I., 3940 Euclid Ave., Cleveland, Ohio 44115. Phone 216-391-1260.
See affiliated AM station for additional information.
AM facilities: WIXY.

STATION'S PROGRAMMING DESCRIPTION
WDOK (FM): Programmed for adults.
MUSIC: 90% standards, 10% showtunes by large string orchestras and standard vocalists. NEWS: at 7, 8 & 9 am, noon, 4, 5, 6 & 7 pm. Stock market reports at 7:30 am & 5:30 pm. Personality available for special events. COMMERCIAL POLICY: 8 commercial minutes per hour maximum. Contact Representative for further details. Rec'd 11/8/68.

1. PERSONNEL
Station Manager—Ron Smith.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.): 102.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 370 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

RATE PROTECTION
Rates quoted herein are guaranteed for period of 13 wks for spots, 30 days for Circulation Plans, from effective date of increase in these rates providing that advertising equalling a wkly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. A Eff 3/1/73—Rec'd 3/8/73.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 3-7 pm.
B—Mon thru Sat 5:30-10 am.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 ti	12 ti	18 ti	1 ti	12 ti	18 ti
1 min	58	54	50	54	50	46
30/less	46	43	40	43	40	37
	B			C		
1 min	50	46	42	46	42	38
30/less	40	37	34	37	34	30

7. PACKAGE PLANS

CIRCULATION, PER WK:	1 min	30/less
12 Plan (4AA, 3A, 3B, 2C)	480	384
18 Plan (5AA, 4A, 5B, 4C)	646	508
24 Plan (6AA, 5A, 7B, 6C)	720	570

Scheduled equally over 7 days & rotate within time classes.
Offered on preemptible basis at station's discretion for full rate card advertiser. In event of preemption, spots made good in comparable or better time periods at earliest convenience & prior to expiration of schedule. Do not earn CWD, do not contribute to wkly plans for further wkly frequency. Combinable with min, 20/30 sec & ID's to earn wkly frequency discount on face of card rates only.

CONSECUTIVE WEEK DISCOUNT
52 wk—5%
Minimum expenditure 100.00.

WELW

1965
WILLOUGHBY

Media Code 4 236 2790 0.00

Radio 1330 Inc., 36913 Stevens Blvd., Willoughby, Ohio 44094. Phone 216-946-1330.

STATION'S PROGRAMMING DESCRIPTION
WELW: MUSIC: country. NEWS: at :30, national, regional, local bulletins throughout the day. Weather, sports, women's data, financial news. Rec'd 2/8/74.

1. PERSONNEL
General Manager—Arthur R. Zweig.
News Director—Leo D'Arcy.

3. FACILITIES
500 w.; 1330 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 45, 51b.
Comb.; Cont. Discounts: 60b, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WELW-FM, Cleveland.
Affiliated with MBS.

TIME RATES
Eff 1/1/74—Rec'd 1/14/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Ea	15.00	12.00	7.50

7. PACKAGE PLANS

EA:	1 min	30 sec	10 sec
20 ti	12.50	10.00	6.25

13-wks/non-cancellable, minimum 10 per wk, above rates apply.

WDOK

CLEVELAND'S NUMBER ONE MUSIC STATION

DOES IT AGAIN!

Three *ARB's in a row!

#1

*ARB A/M '75 33,200 Adults 18+ 6AM-7PM AQH-Metro
ARB J/F '75 28,400 Adults 18+ 6AM-7PM AQH-Metro
ARB O/N '74 30,500 Adults 18+ 6AM-7PM AQH-TSA

WDOK
Stereo 102

WELW-FM

1950
CLEVELAND

Media Code 4 236 2791 8.00

Northern Ohio Broadcasting Co., Inc., 14781 Sperry Rd., Cleveland, Ohio 44065. Phone 216-238-3108.

STATION'S PROGRAMMING DESCRIPTION
WELW-FM: News: Network at :30 local & regional at :60; bulletins throughout day; country music, weather, sports & financial news. Remote vehicles available. Rec'd 2/8/74.

1. PERSONNEL
General Manager—Arthur R. Zweig.
Program Director—Todd T. Taylor.

3. FACILITIES
ERP 70,000 w. (horiz.), 70,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 27, 28, 29a, 33a.
Contracts: 40a, 41, 45, 51b.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: WELW, Willoughby.
Affiliated with MBS.

TIME RATES
Eff 1/1/74—Rec'd 1/14/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Ea	10	8	5

7. PACKAGE PLANS

EA:	1 min	30 sec	10 sec
20 ti	9.00	7.50	4.25

13-wks/non-cancellable, minimum 10 per wk, above rates apply.

WERE

1949
CLEVELAND

Media Code 4 236 2820 5.00

Cleveland Broadcasting, Inc., 1500 Chester Ave., Cleveland, Ohio 44114. Phone 216-696-1300.

STATION'S PROGRAMMING DESCRIPTION
WERE: All news. 50% local, 50% network. 24-hr news staff. Editors, street reporters & dual anchor men in most periods. Helicopter traffic reports 6:45-8:45 am, 4-6 pm. Local sports & business editors. Contact Representative for further details. Rec'd 6/21/75.

1. PERSONNEL
President, Station Division—George Fritzinger.
Vice-Pres. & Gen'l Mgr.—Paul F. Neuhoff.
General Sales Manager—Mickey Franko.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w., 1300 kc.
Directional—same pattern, all hours.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 23b, 25a, 27, 28b, 29a.
Contracts: 40c, 41, 42a, 42c, 43, 50, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62a, 62d.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS and MBS.

TIME RATES
No. 16 Eff 4/1/71—Rec'd 2/26/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun all day.
A—Mon thru Sat 7 pm-midnight.
B—Mon thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1-6 ti	12 ti	18 ti	24 ti
AAA	70	60	55	50
AA	55	50	45	40
A	35	30	25	20

B: 50% of A rates.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Fixed position, extra 5.00.

7. PACKAGE PLANS

MAXIMUM IMPACT PLANS
12 ti (6AAA, 4AA, 2A), ea. 45
18 ti (9AAA, 6AA, 3A), ea. 40
24 ti (12AAA, 8AA, 4A), ea. 34
Maximum of 2/3 of AAA in AM Drive.

COMMUTER PLAN
6 AM Drive and 6 PM Drive 660
Plans are non-combinable and earn no further discounts.

8. PROGRAM TIME RATES

5 MINUTES

	1x	52x	104x	260x
AAA	100	90	85	80
AA	85	75	70	65
A	55	45	40	35

10. SPECIAL FEATURES

HELICOPTER TRAFFIC REPORT
7-9 am & 4-6 pm: Applicable 1-min plus 10.00.
No further discount on news or Helicopter reports.

(Cleveland continued on next page)

WGAR
1930
CLEVELAND

NATIONWIDE COMMUNICATIONS INC.

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 2880 9.00
WGAR Sales Office: 715 Investment Plaza, Cleveland, Ohio 44114. Phone 216-696-1230.
Studio & office address: WGAR, Broadcast park, 9446 Broadview Rd., Cleveland, Ohio, 44147. Phone 216-526-6700.

STATION'S PROGRAMMING DESCRIPTION
WGAR: Programmed for adults 18-49.
MUSIC: MOR, solid gold & current hits. AIR PERSONALITIES handle all music segments. NEWS: 6 man team reports news 2x hourly at :25 & :55. Local public service announcements, weekend news/public affairs & music documentaries. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
General Manager—Art Caruso.
General Sales Manager—Dick Yankus.
Program Director—Chick Watkins.
2. REPRESENTATIVES
Blair Radio.
Canada—Unicorn Broadcast Sales Ltd.
3. FACILITIES
50,000 w.; 1220 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3d. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b. 16.
Basic Rates: 20b. 21c. 21d. 22a. 23a. 24b. 24c. 25b. 28b. 28c. 29a. 32b. 33a.
Contracts: 40b. 41. 42a. 44a. 45. 46. 47a. 51a.
Comb.; Cont. Discounts: 60a. 60e. 60i. 61d.
Cancellation: 70a. 70c. 71a. 73a.
Prod. Services: 80. 82.
FM facilities: WNCR (FM).
Affiliated with Blair Represented Network.
Affiliated with American Entertainment Network.

TIME RATES
No. 5 Eff 2/10/75—Rec'd 2/13/75.
AA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK. ROTATING:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
(*)	85	68	70	56	60	48
1 ti	80	64	65	52	55	44
6 ti	75	60	60	48	50	40
12 ti	70	56	55	44	45	36
18 ti	65	52	51	41	43	35
24 ti	63	50	49	39	42	34
30+	60	48	47	38	41	33

10 sec: 60% of 1-min.
(*) Specified.

7. PACKAGE PLANS
SATURATION—1/3AA. 1/3A. 1/3B

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	264	498	702	888	1260

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
WEEKEND PLAN—FRI 7 PM-SUN MIDNIGHT

Per wk	204	396	576	744	900

WGAR/WNCR (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK. ROTATING:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
Specified	97	78	82	66	72	50
1 ti	92	74	77	62	67	54
6 ti	87	70	72	58	62	50
12 ti	82	66	67	54	57	46
18 ti	77	62	63	51	55	45
24 ti	75	60	61	49	54	44
30+	72	58	59	48	53	43

7. PACKAGE PLANS
WEEKLY SATURATION—1/3AA. 1/3A. 1/3B

	6 ti	12 ti	18 ti	24 ti	38 ti
1 min	336	642	918	1176	1692

WEEKEND PLAN—1/3AA. 1/3A. 1/3B

1 min	276	540	792	1032	1260

30 sec: 80% of 1-min.

10. SPECIAL FEATURES
News & Sports—Applicable 1-min rate plus 5.00 incl. open & close plus 1 1-min spot.
All Night program—1/4 sponsorship; rotating, per wk 200.00.
Submitted by Jerry Gibson.

SIGN OF THE GOOD NEIGHBOR.
advertising contributed for the public good
The American Red Cross.

WGCL (FM)
1948
CLEVELAND

GCC COMMUNICATIONS
Century National Sales

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 2900 5.00
GCC Communications of Cleveland, Inc., 1715 Euclid Ave., Cleveland, Ohio 44115. Phone 216-861-0100.

1. PERSONNEL
President—Alexander M. Tanger.
Executive Vice-President—John F. Tenaglia.
General Manager—David S. Noll.
2. REPRESENTATIVES
Century National Sales.
3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3b. 4a. 5. 6a. 7b. 8.
Rate Protection: 10c. 11c. 12c. 13c. 14c. 15a. 15b.
Basic Rates: 20a. 21a. 22a. 23a. 24a. 24c. 25a. 28a. 29a. 30. 33d.
Contracts: 40c. 41. 42b. 44a. 45. 46. 47a.
Comb.: Cont. Discounts: 60d. 60e. 61a.
Cancellation: 70a. 70c. 71a. 72. 73a.
Prod. Services: 80. 81. 82.

TIME RATES
Eff 3/1/75—Rec'd 1/24/75.
AAA—Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	65	55	50	40	40	30
12 ti	60	50	45	35	35	28
18 ti	55	45	40	30	30	26
24 ti	50	40	35	25	25	20

10 sec: 50% of 1-min.

WHK
1921
CLEVELAND

KATZ RADIO

NAB RAB

Media Code 4 236 2940 1.00
Mairite Broadcasting Co., 5000 Euclid Ave., Cleveland, Ohio 44103. Phone 216-391-5000.

1. PERSONNEL
President—Milton Maltz.
Vice-Pres. & Gen'l Mgr.—Carl Hirsch.
General Sales Manager—Gil Rosenwald.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 1420 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3b. 3c. 3d. 4a. 4d. 5. 6a. 7a. 8.
Rate Protection: 10e. 11e. 12e. 13e. 14e. 15c. 15e.
Basic Rates: 20b. 21a. 21b. 21d. 22a. 22b. 23a. 24a. 25a. 28c. 29a. 29b. 30. 31.
Contracts: 40a. 41. 42a. 42c. 43. 44a. 44b. 45. 46. 47a. 48. 49. 50. 51a. 51b. 51c.
Comb.; Cont. Discounts: 60d. 60g. 61a. 61b. 61c.
Cancellation: 70b. 70e. 71a. 72. 73a. 73b.
Prod. Services: 80. 81. 82.
FM facilities: WMMS (FM).
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WHK/WMMS (FM) COMBINATION
No. 4 Eff 2/17/75—Rec'd 2/28/75.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	75	70	68	65
A	85	80	78	75
B	65	60	58	55

30 sec: 80% of 1-min.
10 sec: 50% of 1-min on AM. 80% of 1-min on FM.

AM only: Deduct 25.00 per 1-min.

WIXY
1950
CLEVELAND

METRO RADIO SALES

NAB

A Globetrotter Communications, Inc. Station
Media Code 4 236 3000 3.00
Westchester Div. G.C.I., 3940 Euclid Ave., Cleveland, Ohio. 44114. Phone 216-391-1260.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Nick Anthony.
General Sales Manager—John H. Hill.
Local Sales Manager—David Boss.
2. REPRESENTATIVES
Metro Radio Sales.
3. FACILITIES
5,000 w.; 1260 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 5. 6a. 7b. 8.
Rate Protection: 10c. 11c. 12c. 13c. 14b.
Basic Rates: 23a. 24b. 24c. 25a. 28c. 29a. 33d.
Contracts: 40a. 41. 42b. 42d. 43. 44b. 47e. 48.
Comb.; Cont. Discounts: 60d. 60g.
Cancellation: 70a. 70e. 71a. 73b.
Prod. Services: 80. 82.
FM facilities: WDOK (FM).
Affiliated with American Contemporary Network.

RATE PROTECTION
Rates quoted herein are guaranteed for period of 13 wks for spots, 30 days for Circulation Plans, from effective date of increase in these rates providing that advertising equalling a wkly expenditude of 150.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. 775 Eff 7/1/75—Rec'd 7/7/75.
A—Mon thru Fri 5:30-10 am & 3-7 pm; Sat & Sun 5 pm-midnight.
B—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 5:30 am-3 pm.

7. PACKAGE PLANS

PER WK, 1 MIN:	1 ti	11 ti	19 ti	31+
A	53	47	41	30
B	41	38	34	29

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Edited by Patricia S. Chichy

WJMO
1947
CLEVELAND HEIGHTS

Independent Black

Media Code 4 236 3060 7.00
Friendly Broadcasting Co., 11821 Euclid Ave., Cleveland, Ohio 44106. Phone 216-795-1212.

STATION'S PROGRAMMING DESCRIPTION
WJMO: Programmed for Negro listener.
MUSIC: rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: 5 min at :55, community oriented. Station editorializes, and participates in fund drives for community activities, little league, boys clubs, etc. Personalities available for remote broadcasts. All air personalities are Negro, as well as program director, news director, and operations manager. News force 5. Contact Representative for further details Rec'd 8/10/67

1. PERSONNEL
President—Richard Eaton.
Vice President—Van Lane.
General Manager—Ken Hawkins.
2. REPRESENTATIVES
UBC Sales, Inc.
Dallas—Mario Messina Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non directional.
Operating schedule: 24 hours daily. EST
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 5. 6a. 8.
Rate Protection: 10d. 11d. 12d. 13d. 14d, 15c.
Basic Rates: 20a. 24a. 33d.
Contracts: 40a. 41. 42b. 45. 46. 51b
Comb.; Cont. Discounts: 60d. 60e. 61a.
Cancellation: 70a. 70c. 71a. 73b.
Prod. Services: 80.
Member: Black UBC Group.
Affiliated with National Black Network.

TIME RATES
No. 9 Eff 9/1/74—Rec'd 8/6/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 5 am-midnight.
B—Mon thru Sat 7 pm-midnight.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	B	C
6 ti	45	40	38	30	18
12 ti	40	38	35	28	15
18 ti	38	35	30	25	13
24 ti	35	30	28	20	12

Breaks: 80% of 1-min. ID's: 60% of 1-min.

WJMO/WLYT (FM) COMBINATION

6+ 1-min spots per wk	40

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WJW
1943
CLEVELAND
A Storer Station
Represented by CBS RADIO SPOT SALES

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 3120 9.00
WJW Radio, 1621 Euclid Ave., Cleveland, Ohio 44115. Phone 216-781-8500. TWX 810-421-8315.
Mailing address: 13461 Ridge Rd., North Royalton, Ohio 44133.

STATION'S PROGRAMMING DESCRIPTION
WJW: Programmed for mass appeal primarily 25-49.
MUSIC: popular standard MOR plus current hits & gold of 60's. AIR PERSONALITIES handle all segments. SPORTS: Eve & weekend reports. NEWS: city, county reporters, Washington Bureau, police traffic reports & staff meterologists. Six business reports daily. Station editorializes daily. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
General Manager—Dick Bremkamp, Jr.
Sales Manager—Dan Casey.
2. REPRESENTATIVES
CBS Radio Spot Sales.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 850 kc.
Directional—same pattern day and night.
Operating schedule; 24 hours. EST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6a. 7b.
Rate Protection: 10c. 11c. 12c. 13c. 14c.
Basic Rates: 20a. 22b. 23a. 24b. 25a. 26. 28a. 29a.
Contracts: 40a. 42a. 45. 46. 47a.
Comb.; Cont. Discounts: 60b.
Cancellation: 70a. 70c. 71a. 73a.
Affiliated with MBS.

MULTIPLE PRODUCT ANNOUNCEMENTS
Piggybacks: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to spots for more than 2 products or services of the advertiser in the 1-min period, unless fully integrated into a single complete spot. Piggybacks are not entitled to product protection separation from either station or network spots.

TIME RATES
No. 31 Eff 4/15/75—Rec'd 5/27/75.
AA—Mon thru Sat 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.
C—Mon thru Sun 7 pm-midnight, Mon thru Fri 5-6 am; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
1 ti	85	68	65	52	50	40	30	24
6 ti	80	64	60	48	45	36	25	20
12 ti	75	60	55	44	40	32	21	17
18 ti	70	56	50	40	35	28	18	14
24 ti	65	52	45	36	30	24	15	12
30 ti	60	48	40	32	25	20	12	10

Fixed position, extra 10.00.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

	AA	A	B	C
1 ti	101	91	75	59
6 ti	91	83	67	51
12 ti	81	75	59	43

Edited by Richard P. Bremkamp, Jr.

WLYT (FM)
1947
CLEVELAND HEIGHTS
Media Code 4 236 3190 2.00
Friendly Broadcasting Co., 2156 Lee Rd., Cleveland Heights, Ohio 44118. Phone 216-371-3534.

STATION'S PROGRAMMING DESCRIPTION
WLYT (FM): Programmed to 18-39 age group.
MUSIC: solid gold, million sellers & all time popular favorites from '56 to '70's. Contact Representative for further details. Rec'd 8/6/73.

1. PERSONNEL
Vice-President—Pierre Eaton.
Station Manager—Bill Aldrich.
Program Director—Lee Andrews.
2. REPRESENTATIVES
Mort Bassett & Co., Inc.
3. FACILITIES
ERP 27,000 W.; 92.3 mc. Stereo.
Operating schedule: 24 hours daily EST.
Antenna ht.: 234 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3c. 3d. 4a. 4d. 5. 6a. 7b.
Rate Protection: 10b. 11b. 12c. 13b. 14b. 15b.
Basic Rates: 20b. 21a. 21b. 21d. 22a. 22b. 23a. 24a. 24c. 25a. 28c. 29a. 29b. 31. 33a.
Contracts: 40a. 42a. 42c. 43. 44a. 44b. 45. 46. 47a. 51a. 51b. 51c.
Comb.; Cont. Discounts: 60a. 60i. 61c. 62b.
Cancellation: 70a. 70c. 71a. 72. 73a. 73b.
Prod. Services: 80. 82.
Sold in combination with WJMO. See that listing for rates.

(This listing continued on next page)

Cleveland—W L Y T (FM)—Continued

TIME RATES

No. 10 Eff 1/15/75—Rec'd 1/3/75.
A—6-10 am & 3-7 pm.
B—10 am-3 pm & 7 pm-midnight.

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
CLASS A						
WK. ROS:						
1 min	18.00	16.00	14.00	12.00	10.00	8.00
30 sec	14.40	12.80	11.20	9.60	8.00	6.40
10 sec	9.00	8.00	7.00	6.00	5.00	4.00
CLASS B						
1 min	16.00	14.00	12.00	10.00	8.00	6.00
30 sec	12.80	11.20	9.60	8.00	6.40	4.80
10 sec	8.00	7.00	6.00	5.00	4.00	3.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 27 wk—10%

WMMS (FM)

1947
CLEVELAND

KATZ RADIO

NAB RAB

Media Code 4 236 3200 9.00

Mairite Broadcasting Co., 5000 Euclid Ave., Cleveland, Ohio 44103. Phone 216-391-5000.

See affiliated AM station for additional information.
AM facilities: WHK.

1. PERSONNEL
Vice-President—Carl E. Hirsch.
National Program Director—John Chaffee.
Program Director—John Gorman.

2. FACILITIES
ERP 32,000 w. (horiz.), 32,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 600 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations
Sold in combination with WHK. See that listing.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/22/74—Rec'd 8/8/74.
A—Mon thru Sun 2 pm-midnight.
B—Mon thru Sun 6 am-2 pm.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
A	50	45	40
B	45	40	35
C	30	25	20

30/10 sec: 80% of 1-min.

Edited by Linda J. Gable.

WNCR (FM)

1953
CLEVELAND

FM 100

NATIONWIDE COMMUNICATIONS INC.

BLAIR RADIO

NAB RAB NAFMB

A Nationwide Communications Inc. Station
Subscriber to the NAB Radio Code

Media Code 4 236 3220 7.00

Nationwide Communications, Inc., 1375 Euclid Ave., Cleveland, Ohio. 44115. Phone 216-696-2455.

STATION'S PROGRAMMING DESCRIPTION
WNCR (FM): Programmed for adults.
MUSIC: popular, MOR, instrumental arrangements, vocals, standards, film & show music. Full orchestrated versions of recent hits. Programmed in uninterrupted segments with 4 pauses per hour. NEWS: capsules at :58. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 6/6/75.

1. PERSONNEL
General Manager—William L. Lauer.
Sales Manager—Jerry Gilles.
Operations Manager—Hal Rogers.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 50.000 w. (horiz.), 50.000 w. (vert.); 99.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See Coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 16.
Basic Rates: 20b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 32b, 33b.
Contracts: 40b, 41, 42a, 44a, 45, 46, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
AM facilities: WGAR.
Affiliated with Blair Represented Network.
Sold in combination with WGAR. See that listing.

TIME RATES

No. 6 Eff 6/1/75—Rec'd 8/5/75.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 6-10 am; Sun 9 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	28	23	24	20	20	16
12 ti	24	20	20	16	16	13
18 ti	20	16	16	13	12	10

Submitted by Jerry Gibson.

WQAL (FM)

1948
CLEVELAND

CBS/FM SALES

Stereo

NAB

Media Code 4 236 3260 3.00

SJR Communications, 3101 Euclid Ave., Cleveland, Ohio 44115. Phone 216-391-6666.

STATION'S PROGRAMMING DESCRIPTION
WQAL (FM): Programmed for adults.
Popular, familiar format at all times. MUSIC: Instrumental, standard vocalists & general popular. Personalities handle all music segments.
COMMERCIAL POLICY: maximum 8 commercial units per hour. NEWS: M-Sat: 12:57, 2:57, 4:57, 5:27, 5:57, 6:27, 6:57, 7:27, 7:57, 8:27, 10:57 am; 12:57, 2:57, 4:57, 6:57, 8:57, 10:57 pm. SUN: 12:57, 2:57, 4:57, 5:57, 6:57, 8:57, 10:57 am; 12:57, 2:57, 4:57, 6:57, 8:57 & 10:57 pm. Weather at :20. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
General Manager—Goff Lebhar.
Station Mnager—Louis J. Salatino.
Sales Manager—Francis Byrne.

2. REPRESENTATIVES
CBS/FM Sales.

3. FACILITIES
ERP 50,000 w. (horiz.). 50,000 w. (vert.); 104.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 630 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 22a, 22b, 23a, 24a, 25b, 29b.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60f, 60k, 62a, 62b.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES

No. 10 Eff 7/7/75—Rec'd 7/7/75.
AAA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-8 pm.
AA—Mon thru Fri 6-9 am & 4-8 pm.
A—Mon thru Sun 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

	AA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	69	63	63	58	52	46
12 ti	63	58	58	52	46	40
18 ti	58	52	52	46	40	38

7. PACKAGE PLANS
Q PLAN—PREEMPTIBLE

ROTATE EQUALLY OVER 7 DAYS:	1 min	30 sec
12 ti (5AAA, 4AA, 3A) ea	44	40
18 ti (7AAA, 6AA, 5A), ea	40	35

Submitted by Leslie Smith.

WSLR

AKRON

KATZ RADIO

City of license, Akron, Ohio.
Cleveland office: 3101 Euclid Ave., Cleveland, Ohio 44115. Phone 216-431-7494.

See listing under Akron, Ohio.

WSUM

1973
PARMA

Media Code 4 236 3270 2.00

North East Communications Corp., Box 29088, Parma, Ohio 44129. Phone 216-237-3300.

1. PERSONNEL
General Manager—Jim Doney.
Sales—Bob Andrea, Bob Snyder.
Program Director—Ronnie Barrett.

3. FACILITIES
500 w.; 1000 kc. Directional.
Operating schedule: Sunrise-local sunset. EST

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21c, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48.
Comb.; Cont. Discounts: 60b, 60g, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 2 Eff 11/1/74—Rec'd 2/7/75.
AA—sign-on-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-sign-off; Sat sign-on-sign-off.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER YR:	10 sec	30 sec	1 min	10 sec	30 sec	1 min
1000 x	4.00	5.75	7.75	3.50	5.00	7.00
750 x	4.25	6.25	8.25	3.75	5.50	7.50
520 x	4.75	7.00	9.50	4.25	6.25	8.00
312 x	5.25	8.00	10.50	4.50	6.50	8.50
260 x	5.50	8.25	11.00	4.75	6.75	9.00
104 x	6.25	9.25	12.25	5.00	7.50	10.00
52 x	6.75	10.00	13.25	5.50	8.25	11.00
26 x	7.50	10.75	15.00	6.25	9.25	12.50
1 x	8.00	12.00	16.00	6.75	10.00	13.50

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

7. PACKAGE PLANS
SATURATION PLANS—1/2AA, 1/2A

PER WK, EA:	42 ti	36 ti	24 ti	14 ti	10 ti
10 sec	4.50	4.75	5.25	5.75	6.00
30 sec	6.75	7.00	8.00	8.25	9.00
1 min	9.00	9.50	10.50	11.00	12.00

WEEKEND SPECIAL—1/2 MIN, 1/2 30 SEC

	10 ti	20 ti	30 ti	40 ti
Ea	10.50	9.50	8.50	7.50

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
Min in each length	1	3	5	8
Ea	6.00	22.00	50.00	80.00

Incl open & close plus min in each length.

10. SPECIAL FEATURES
Newscasts—applicable 1-min plus 8.00.
Incl open & close plus 1 1-min spot & 1 30-sec spot.

WWWE

1922
CLEVELAND

EASTMAN RADIO, INC.

Media Code 4 236 3280 1.00

Ohio Communications. Inc., Park Centre, 1250 Superior Ave., Cleveland, Ohio 44114. Phone 216-781-1100.

STATION'S PROGRAMMING DESCRIPTION
WWWE: MUSIC: MOR. AIR PERSONALITIES. NEWS: network & local at :60; extended local newscasts in morning & afternoon drive time. SPORTS: pro baseball, basketball & hockey; talk/call-in show 7-11 pm nightly. Contact Representative for further details. Rec'd 10/4/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Thomas J. Embrescia.
General Sales Manager—Jim Embrescia.
Operations Manager—Joe Restifo.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
50,000 w.; 1100 kc. Clear channel. Non-directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 net time only

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 24b, 24c, 33a.
Contracts: 46, 47a.
Comb.; Cont. Discounts: 60i, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: WWWM (FM).
Affiliated with Eastman Radio Network.
Affiliated with NBC.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 29 Eff 7/15/75—Rec'd 6/30/75.
AAA—Mon thru Fri 5:30-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5 am-midnight.
A—Mon thru Fri 7 pm-midnight; Sun 5 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	80	75	70	65	62
AA	70	65	60	55	50
A	65	60	55	50	45

30 sec 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
WWWE/WWWM (FM) COMBINATION

PER WK, 1 MIN:	12 ti	19 ti	24 ti
1/3AAA, 1/3AA, 1/3A	63	58	55

AM only: Deduct 18.00 per spot.

ALL NIGHT PLAN
Midnight-5:30 am, flat 18
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

DISCOUNT
28 wk—5% 52 wk—10%

Edited by James T. Embrescia.

WWWM (FM)

1947
CLEVELAND

EASTMAN RADIO, INC.

Stereo

Media Code 4 236 3290 0.00

Ohio Communications, Inc., Park Centre, 1250 Superior Ave., Cleveland, Ohio 44114. Phone 216-781-1100.

See affiliated AM station for additional information.
AM facilities: WWWE.

STATION'S PROGRAMMING DESCRIPTION
WWWM (FM): MUSIC: Contemporary hit albums & singles. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 1/31/75.

3. FACILITIES
ERP 27,500 w.; 105.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.; 900 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Affiliated with American FM Network.
Sold in combination with WWWE. See that listing for rates.

TIME RATES

No. 2 Eff 7/15/75—Rec'd 6/30/75.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6-10 am; Sat & Sun 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AAA	46	40	36
AA	42	36	32
A	38	32	28

30/10 sec: 80% of 1 min.

7. PACKAGE PLANS

PER WK, 1 MIN:	10 ti	20 ti	30 ti	40 ti
1/3AAA, 1/3AA, 1/3A	28	24	22	20

30/10 sec: 80% of 1-min.

ALL NIGHT PLAN
Midnight-6 am, flat 10

DISCOUNT
26 wk—5% 52 wk—10%

Edited by James T. Embrescia.

WXEN (FM)

1961
CLEVELAND

Media Code 4 236 3300 7.00

Booth Broadcasting Corp., 2644 St. Clair Ave., Cleveland, Ohio 44114. Phone 216-696-4444.

STATION'S PROGRAMMING DESCRIPTION
WXEN (FM): Programmed 100% nationality, 24 different languages.
News in various languages 12 times a day. Sports, medical reports, religious, language courses, daily polka shows. Regular features taped in Europe. Mobile units, remote facilities. MUSIC: classical, popular, dance and folk music. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
General Manager—Gordon Stenback.
Station Manager—Kalman Novak.
Sales Manager—Gene Zadar.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 16,500 w.; 106.5 mc.
Operating schedule: 6-2 am Mon thru Sun.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 29b, 32a, 33a.
Contracts: 40a, 44a, 44b, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES

No. 7 Eff 12/1/74—Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

	30 ti	20 ti	10 ti	5 ti
1 min	10.00	14.00	18.00	20.00
30 sec	8.00	11.20	14.40	16.00
10 sec	5.00	7.00	9.00	10.00

Translation fee for each continuity 2.00 (non-commissionable).

Submitted by Gordon A. Stenback.

WZAK (FM)

1963
CLEVELAND

NAB NAFMB

Media Code 4 236 3360 1.00

Trans-World Broadcasting Corp., 1302 Prospect Ave., Cleveland, Ohio 44115. Phone 216-621-7897.

STATION'S PROGRAMMING DESCRIPTION
WZAK (FM): Programmed for ethnics.
Daily: German, Greek, Hungarian, Italian, Polish, Slovenian, Spanish. Weekly: 1-4 hrs. Croatian, Czech, Arabic, Hindi, Serbian, Slovak. All programs bilingual. News in English & foreign languages. Transcribed news from foreign countries & other general interest programs. COMMERCIAL POLICY: maximum 16 minutes per hour, 15 minute product protection. Contact Representative for further details. Rec'd 7/8/74.

(This listing continued on next page)

Cleveland—W Z A K (FM)—Continued

1. PERSONNEL
General Manager—Joseph F. Bauer.
Ass't Sta. Mgr.—George Edward Chaloupka.

2. REPRESENTATIVES
Chicago, New York, Atlanta, Los Angeles, San Francisco—National Time Sales.

3. FACILITIES
ERP 27,500 w. (horiz.), 27,500 w. (vert.); 93.1 mc.
Operating schedule: 5-3 am. EST.
Antenna ht.: 620 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 12g, 14g, 16.
Basic Rates: 21a, 21b, 22a, 23a, 24a, 24b, 24c, 28b, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 47e, 48, 49, 51b.
Comb.: Cont. Discounts: 60d, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71b, 73b.
Prod. Services: 81, 82.

TIME RATES
Eff———Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	260x	500x
1 min	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	12.00	11.50	10.00	9.50	9.00	8.00

8. PROGRAM TIME RATES

1 HR:	1x	13x	26x	52x
Weekdays	130	120	110	100
Sat & Sun	160	150	140	120

1/2 hr—60% of 1-hr. 10 min—33-1/3% of 1-hr.
1/4 hr—40% of 1-hr. 5 min—25% of 1-hr.

Edited by George Chaloupka.

CLEVELAND HEIGHTS

Cuyahoga County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

See Cleveland

(including Cleveland Heights, Parma, Willoughby)

COLUMBUS (6 AM; 7 FM)

(including Worthington, Westerville)

Franklin County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	75	65	66	60
B	68	60	60	53
C	60	58	60	50
D	58	45	58	44
AVERAGE	65	57	61	52

W B B Y (FM)

1969
WESTERVILLE

NAB

Media Code 4 236 3390 8.00

Mid-Ohio Communications, Inc., Box 753, State Rt. 37, Sunbury, Ohio 43074. Phone 614-965-2033.

Columbus office: 1039 Lincoln Ave., N., Columbus, Ohio 43229. Phone 614-846-0404.

STATION'S PROGRAMMING DESCRIPTION
WBBY (FM): Target audience housewives 35 & under. Contact Representative for further details. Rec'd 12/15/72.

1. PERSONNEL
General Manager—Kenneth M. Bates.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.

3. FACILITIES
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 360 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4c, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15d.
Basic Rates: 21d, 24b, 25a, 28a.
Contracts: 40a, 45, 46, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60i, 62b, 62d.
Cancellation: 70d, 70e, 71a.
Prod. Services: 80.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff———Rec'd 3/14/72.

6. SPOT ANNOUNCEMENTS

	Open	50x	150x	250x	500x	1000x
1 min	4.75	4.50	4.25	3.75	3.50	3.25
30 sec	3.80	3.60	3.40	3.20	2.80	2.50

10. SPECIAL FEATURES
5-min news—1-min rate plus 1.00.

W B N S

1922
COLUMBUS

CBS Radio Network

RAB

Subscriber to the NAB Radio Code

Media Code 4 236 3420 3.00

Radio Ohio, Inc., 62 E. Broad St., Columbus, Ohio 43215. Phone 614-224-9265.

1. PERSONNEL
President—Richard M. Wolfe
General Manager—Gene D'Angelo.
General Sales Manager—Guy Fracasso.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1460 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. EST

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 29a, 32b, 33b.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62b.
Cancellation: 70b, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS and Blair Represented Network.

TIME RATES
No. 27 Eff 7/15/74—Rec'd 8/8/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6 am-3 pm.
A—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm; Sat 3-7 pm; Sun 10 am-3 pm.
B—Mon thru Sun 7 pm-midnight; Sun 3-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	70	69	68	67	66
20/30 sec	56	55	54	53	52
10 sec	37	36	35	34	33
CLASS AA					
1 min	60	59	58	57	56
20/30 sec	49	48	47	46	45
10 sec	32	31	30	29	28
CLASS A					
1 min	42	40	39	38	37
20/30 sec	34	32	31	30	29
10 sec	21	20	19	18	17
CLASS B					
1 min	30	28	27	26	25
20/30 sec	24	23	22	21	20
10 sec	15	14	13	12	11
CLASS C					
1 min	20	18	17	16	15
20/30 sec	16	15	14	13	12
10 sec	10	9	8	7	6

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
10 min—2-1/2x applicable 1-min.
Rateholder—Minimum of 3 spots per week at earned rate.

W B N S-FM

1957
COLUMBUS

RAB

Subscriber to the NAB Radio Code

Media Code 4 236 3421 1.00

Radiohio, Inc., 62 E. Broad St., Columbus, Ohio. 43215. Phone 614-224-9265.

See affiliated AM station for additional information.

3. FACILITIES
ERP 54,000 w.; 97.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 315 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 14 Eff 7/15/74—Rec'd 8/8/74.
AAA—Mon thru Sun 9 am-9 pm.
AA—Mon thru Sun 6-9 am & 9-11 pm.
A—Mon thru Sun 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

1 MIN/LESS:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	40	39	38	37	36
AA	35	34	33	32	31
A	30	29	28	27	26

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
10 min—2-1/2x applicable 1-min.
Rateholder—Minimum of 3 spots per week earned.

W C O L

1922
COLUMBUS
A Great Trails Station

Media Code 4 236 3480 7.00

Division of Great Trails Broadcasting Corp., 22 S. Young St., Columbus, Ohio 43215. Phone 614-221-7811.

STATION'S PROGRAMMING DESCRIPTION
WCOL: MUSIC: current hits. NEWS: at :40, headlines at :20 in drivetimes. Local traffic reports in drivetimes. SPORTS: brief summary at :50. Emphasis on community service. Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dan S. Morris.
Vice-Pres. & Gen'l Sales Mgr.—Don Tuller Roberts.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Rate protection: 3 consecutive months.
Affiliated with Eastman Radio Network.

TIME RATES
No. 2 Eff 6/1/71—Rev 5/15/73—Rec'd 5/29/73.
I—Mon thru Sat 3-7:30 pm; Sat 10 am-3 pm.
II—Mon thru Sat 6-10 am & 7:30 pm-midnight; Sun 8:30 am-midnight.
III—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 min	I 30 sec	II 1 min	II 30 sec	III 1 min	III 30 sec
1 ti	65	52	55	44	50	46
12 ti	60	48	50	40	45	36
18 ti	55	44	45	36	40	32

W C O L-FM

1947
COLUMBUS
A Great Trails Station

Media Code 4 236 3481 5.00

Division of Great Trails Broadcasting Corp., 195 E. Broad St., Columbus, Ohio 43215. Phone 614-221-7811.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
MUSIC: progressive rock music 10-5:30 am including current hits albums, new releases & older hits by popular artists. NEWS: 5 min before every other hour. RELIGION: non-secular 5:30-10 am special communicative features. Contact Representative for further details. Rec'd 6/30/75.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.3 mc. Stereo.
Antenna ht.: 311 ft above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.

TIME RATES
No. 2 Eff 6/1/71—Rev. 5/15/73—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS
1-min, flat 20

W M N I

1957
COLUMBUS

mcgavren-guild
pgw radio, inc.

NAB

Media Code 4 236 3540 8.00

North American Broadcasting Co., Southern Hotel, Columbus, Ohio 43215. Phone 614-221-1354.

1. PERSONNEL
Pres. & Gen'l Mgr.—William R. Mnich.
Vice-Pres. & Gen'l Sales Mgr.—A. Dale Lutz.
Farm Service Director—Steve Cantrell.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days; 500 w. nights; 920 kc. Directional.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
No. 11A Eff 4/1/74—Rec'd 2/4/74.
AA—Mon thru Sat 5-10 am & 3-9 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AA	60	58	56
A	58	56	54
B	55	53	50

Less than 1-min: 80% of 1-min.

7. PACKAGE PLANS

1 MIN:	—Tap— 1	2
5-10 am & 3-9 pm Mon thru Sat	4	6
10 am-3 pm Mon thru Sat	4	6
9 pm-midnight Mon thru Sat and/or all day Sun	4	6
	12 ti	18 ti
Ea	55	50

8. PROGRAM TIME RATES Flat
1 hr 200

W M N I-FM

1962
COLUMBUS

NAB

Media Code 4 236 3541 6.00

North American Broadcasting Co., Southern Hotel, Columbus, Ohio 43215. Phone 614-221-1354.

See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.7 mc. Quadraphonic.
Operating schedule: 18 hours daily. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
No. 3 Eff———Rec'd 5/4/73.
AA—5-10 am & 3-9 pm. ROS.
A—10 am-3 pm & 9 pm-5 am. ROS.

6. SPOT ANNOUNCEMENTS

1 MIN:	26x	52x	104x	156x	260x	520x
AA	39	36	37	36	35	33
A	35	34	33	32	31	29

Less than 1 min: 80% of 1-min.

7. PACKAGE PLANS

PER WK, 1 MIN:	6 ti	12 ti	24 ti	36 ti
AA, ea	37	36	34	32
A, ea	33	32	30	28

ECONOMY PACKAGE
21 ti (7AA, 7A, 7 9 pm-2 am) per wk 406
Less than 1 min: 80% of 1-min.

3. PROGRAM TIME RATES

5 MIN:	26x	52x	104x	156x	260x	520x
AA	56	55	54	53	52	50
A	47	46	45	44	43	41

Fixed: Extra 25%.

(Columbus continued on next page)

Where can you find men, women, teens, and children?

In the Market Data Summary near the front of this issue. In the form of hard counts, of course! And for every metro area. See Contents Page for exact location.

R-N 2/8

Columbus—Continued

WNCI (FM)

1961
COLUMBUS

NATIONWIDE COMMUNICATIONS INC.

ABC-FM Spot Sales, Inc.

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 236 3600 0.00
Nationwide Communications, Inc., 4900 Sinclair Rd., Columbus, Ohio 43229. Phone 614-846-3698.

STATION'S PROGRAMMING DESCRIPTION
WNCI (FM): Programmed for young adults and teens.
MUSIC 90%: mixture of popular top 40, rock and progressive rock. NEWS 10%: 4-1/2 min network national and world events hourly, followed by local capsule at :30. AIR PERSONALITIES all hours. Contact Representative for further details. Rec'd 1/3/72.

1. PERSONNEL
General Manager—Phil Sheridan.
Program Director—E. Karl.
Sales Manager—Jim Rapp.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 106,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 565 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 25a, 26, 28a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 51a.
Comb.; Cont. Discounts: 60a, 60d, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81.
Affiliated with American Contemporary Network.

TIME RATES
No. 7 Eff 9/1/74—Rec'd 9/3/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 9 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-9 am.

WNCI
...taking over in Columbus
#1 WNCI is on top when it counts:
#1 RSA 6AM to Midnight
Adults 18+
Adults 18-49
#1 RSA 6AM to Midnight
Men 18+
Men 18-34
Men 18-49
#1 RSA 3PM to Midnight
Women 18+
Women 18-34
Women 18-49
Pulse RSA aver. persons 1/4 hr. listening est. Jan/Feb '75
WNCI's diverse, imaginative format includes pop and progressive rock, syndicated popular personalities, community involvement, topical and controversial discussion, futuristic programming.
WNCI: Columbus' most exciting radio station.
WNCI
Columbus, Ohio
Rep. by ABC-FM Spot Sales, Inc.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 12 ti	AAA 16 ti	AAA 24 ti	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	40	37	33	30	35	32	28	26

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WRFD

1947
COLUMBUS-WORTHINGTON

NAB RAB

Buckeye Media, Inc.
Media Code 4 236 3660 4.00
Buckeye Media, Inc., Columbus, Ohio 43285. Phone 614-885-5342.

STATION'S PROGRAMMING DESCRIPTION
WRFD: Programmed for adults & young adults with demographic target 18-49 year old adults.
MUSIC 80%: popular music, emphasizing hits of past 15 years. AIR PERSONALITIES handle all segments. NEWS 12%: twice hourly in drive times; hourly at other times. SPORTS: 5 min at 7:20, 8:20 am, 4:40 & 5:25 pm. Sat: at :25 9 am-8 pm. Sun: at :25 1-8 pm. FARM 6%: 11 am-1 pm M-Sat with farm director & 2 farm broadcasters interviewing grain & livestock producers; current & future price reports; detailed agricultural weather forecasts. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
General & Sales Manager—Jack Danahy.
Program Director—Bob James.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
5,000 w. days; 880 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
Eff 5/1/75—Rec'd 4/7/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times except Agri-business features.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	20	19	18	17
A	17	16	15	14

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
AGRI-BUSINESS FEATURES

PER YR:	1x	52x	156x	260x	312x
1 min/less	42	40	38	36	34
*5 min.	55	51	49	47	45

(*) Includes 6.00 commissionable talent & production charge.

PER WK:	3 ti	6 ti	12 ti
1 min or less	40	38	36

Edited by Jack Danahy.

WTVN

1950
COLUMBUS

KATZ RADIO

RAB

A Taft Station
Media Code 4 236 3720 6.00
Taft Broadcasting Co., 42 E. Gay St., Columbus, Ohio 43215. Phone 614-224-1271. TWX 810-482-1617.

1. PERSONNEL
General Manager—Carl J. Wagner.
General Sales Manager—John Dollar.
Program Director—Jim Lohse.
2. REPRESENTATIVES
Katz Radio.
Taft Stations: See Rep & S/O pages.
3. FACILITIES
5,000 w.; 610 kc. Directional—nights only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: *10b, *11b, *12b, 15e.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47e.
Comb.; Cont. Discounts: 60a, 60f, 60g, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
(*) Minimum of 3 spots or 2 programs weekly to qualify as continuous advertiser.
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
No. 20 Eff 1/27/75—Rec'd 2/3/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-8 pm.
A—Mon thru Sat 10 am-3 pm; Sun 1-8 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	87	85	83	82
AA	78	76	74	72
A	77	75	72	69
B	56	54	52	51

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 10.00 per spot.

10. SPECIAL FEATURES
6-min News & Sports—1-1/2x 1-min.
Edited by John Dollar.

WTVN-FM

1959
COLUMBUS

RAB

A Taft Station
Media Code 4 236 3721 4.00
Taft Broadcasting Co., 42 E. Gay St., Columbus, Ohio. 43215. Phone 614-224-1271.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTVN-FM: Programmed for adults.
MUSIC: current popular, showtunes, standard instrumental & vocalists. AIR PERSONALITIES handle all segments. Editorials daily. COMMERCIAL POLICY: 7 units per hour. Contact Representative for further details. Rec'd 4/2/75.

1. PERSONNEL
Station Manager—Perry Frey.
Operations Coordinator—Dave Parr.
3. FACILITIES
ERP 26,000 w.; 96.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 570 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WTVN. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 1/27/75—Rec'd 2/14/75.
AA—Mon thru Sat 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	20	19	18	17
A	17	16	15	14

ROS: Flat 10.00.

7. PACKAGE PLANS

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
TAP, 1/2AA, 1/2A	15	14	13	12

30 sec/less: 80% of 1-min.

WVKO

1948
COLUMBUS

NAB

Media Code 4 236 3780 6.00
Sky Way Broadcasting Corp., 1485 Henderson Rd., Columbus, Ohio 43220. Phone 614-451-2191.

STATION'S PROGRAMMING DESCRIPTION
WVKO: Ethnic programmed for Negroes.
MUSIC: rhythm and blues, gospel and jazz. AIR PERSONALITIES handle all segments and are available for taped commercials. NEWS: 5 min every hour at :45 and in traffic hours at :15, community oriented. SPORTS: live play-by-play college and high school football and basketball, minor league baseball and hockey. Daily sports news 5:45 pm. Personalities available for remote broadcasts, store openings, shopping center sales, etc. Editorialize when deem necessary. Contact Representative for further details. Rec'd 12/26/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bert Charles.
Sales Manager—William Selander.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w.; 1580 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only. All bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 8a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21c, 22a, 23a, 25a, 28a, 28c, 29a, 29b, 33d.
Contracts: 40a, 44a, 46, 47e
Comb.; Cont. Discounts: 60a, 60d, 60g, 60l, 62d.
Cancellation: 70e, 71a.
Prod. Services: 82.
Affiliated with Mutual Black Network.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 10/1/73—Rec'd 11/8/73.
AA—Mon thru Sat sign-on-10 am & 3-7 pm; Sun 7 am-noon.
A—Mon thru Sat 10 am-3 pm; Sun noon-sign-off.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	60 ti
CLASS AA					
1 min	17.50	16.50	15.50	14.50	13.50
30 sec	14.00	13.00	12.50	12.00	11.50
CLASS A					
1 min	15.00	14.50	14.00	13.50	12.50
30 sec	12.00	11.50	11.00	10.50	10.00

WVKO-FM

1948
COLUMBUS

NAB

Media Code 4 236 3781 8.00
Sky Way Broadcasting Corp., 1485 Henderson Rd., Columbus, Ohio 43220. Phone 614-451-2191.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WVKO-FM: from 5 pm-9 am programs music similar to WVKO. For period 9 am-5 pm see below.
WVKO-FM: Programmed for adults.
Hour long tapes of middle-of-the-road music. Cluster commercials on quarter hour. SPORTS: emphasis on live play-by-play of college, high school and minor league baseball, basketball, football and hockey. Local news on even hour. No personalities except sportscasters, who are available for taped commercials. Contact Representative for further details. Rec'd 3/15/74.

3. FACILITIES
ERP 52,000 w.; 94.7 mc.
Operating schedule: 7 am-11 pm. EST.
Antenna ht.: 226 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network

TIME RATES
No. 7 Eff——Rec'd 3/1/73.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	40 ti	60 ti
Ea	60	110	200	240

8. PROGRAM TIME RATES

	1/4 hr	1/2 hr	1 hr
Ea	22	40	60

CONNEAUT (1 AM; 1 FM)

Ashtabula County—Map Location G-8

See SRDS consumer market map and data at beginning of the State.

WFIZ (FM)

1964

NAB

Media Code 4 236 3840 2.00
Contemporary Media, Inc., 211 Main St., Conneaut, Ohio 44030. Phone 216-593-2233.
See affiliated AM station for additional information.
AM facilities: WWOW.

1. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 8 am-11 pm. EST.
Antenna ht.: 21 ft. below average terrain.

TIME RATES
Rates are identical to WWOW. See that listing.

WWOW

1959

NAB

Media Code 4 236 3900 4.00
Contemporary Media, Inc., 211 Main St., Conneaut. Ohio 44030. Phone 216-593-2233.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald A. Bruck.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
500 w. days; 1360 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WFIZ (FM).
Member: Buckeye Farm Network, Ohio Radio Network.

TIME RATES
Eff——Rec'd 5/7/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	6.00	4.80	3.60
10 x	5.50	4.40	3.30
25 x	5.25	4.20	3.15
50 x	4.75	3.80	2.85
75 x	4.50	3.60	2.70
100 x	4.25	3.50	2.55
200 x	4.00	3.20	2.40
250 x	3.75	3.00	2.25
500 x	3.20	2.80	2.10
1000 x	3.25	2.60	2.00

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	4.50	4.25	4.00	3.75
30 sec	3.60	3.50	3.20	3.00
10 sec	2.70	2.55	2.40	——

COSHOCTON

Coshocton County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

WTNS

1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 3960 6.00
Coshocton Broadcasting Co., 114 N. Sixth St., Coshocton. Ohio 43812. Phone 622-1560.

STATION'S PROGRAMMING DESCRIPTION
WTNS: Programmed for adults and young adults.

1. PERSONNEL
President—Bruce W. Wallace.
3. FACILITIES
1,000 w. days; 1560 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Buckeye Farm Network, Agri Broadcasting Network.

TIME RATES
Rates effective May 1, 1963. (Card No. 2.)
Card received April 1, 1963.

6. SPOT ANNOUNCEMENTS

1 ti	7.00	104 ti	5.60
13 ti	6.65	156 ti	5.25
26 ti	6.30	260 ti	4.90
52 ti	5.95	312 ti	4.55

CUYAHOGA FALLS

Summit County—Map Location F-4

See SRDS Consumer market map and data at beginning of the State.

See Akron

(including Cuyahoga Falls, Kent)

DAYTON (4 AM; 4 FM)

Plus 1 paid cross reference.

(including Kettering)

Montgomery County—Map Location B-7

See SRDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	75	50	55	44
B	57	49	55	41
C	55	45	52	37
D	45	40	45	30
AVERAGE	58	46	52	38

WAVI
1955
DAYTON

News/Talk

Subscriber to the NAB Radio Code
Media Code 4 236 4020 0.00
WAVI Broadcasting Corp., Broadcast Center, 1400 Cincinnati St., Dayton, Ohio 45408. Phone 513-224-1137.

STATION'S PROGRAMMING DESCRIPTION
WAVI Programmed primarily for adults.
TALK: audience tele/talk shows including information exchange, personal comment, local & national guest interviews, discussions with phone questions.
NEWS: news/talk wkdys sign-on-8 am & 4:30-6 pm. Emphasis on local news & special features; network news & commentaries, traffic reports, sports, stock market summaries; news at :30; local news updates free form throughout each hr. SPORTS: live USAC, NASCAR, AMA racing coverage. U football, BELIGIOUS: Sun AM only. Contact Representative for further details. Rec'd 9/4/73.

1. PERSONNEL
President—H. K. Crowl.
Vice-Pres. & Gen'l Mgr.—Joseph B. Whalen.
Station Manager—William Thomas.
2. REPRESENTATIVES
PRO/Meeker Radio.
Regional Reps Corp.
3. FACILITIES
250 w. days; 1210 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% - 1% cash discount
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a
Comb.: Cont. Discounts: 60a, 60f, 60l, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WDAO (FM)
Affiliated with Katz Radio Network.
Affiliated with American Entertainment Network.
Member: Ohio Radio Network.

TIME RATES
Eff 6/1/73—Rec'd 6/15/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 1 ti	A 12 ti	A 18 ti	A 24 ti
1 min	26	23	22	20	24	21	20	19
30 sec	21	19	18	16	19	17	16	14
10 sec	16	14	13	12	14	12	11	10

7. PACKAGE PLANS

PER WK, ROS:	1 min	30 sec
36 ti	16	13

DISCOUNT
Equal schedules on both WAVI & WDAO (FM)—25%.

WDAO (FM)
1964
DAYTON

Soul

Subscriber to the NAB Radio Code
Media Code 4 236 4080 4.00
WAVI Broadcasting Corp., Broadcast Center, 1400 Cincinnati St., Dayton, Ohio 45408. Phone 513-224-1137.
See affiliated AM station for additional information.
AM facilities: WAVI.

STATION'S PROGRAMMING DESCRIPTION
WDAO (FM): Black oriented contemporary. Exception: gospel 5-6 am M-Sat & 5 am-1:30 pm Sun; audience call-in Sun 9-midnight. NEWS: at :20 & :50, local, national, network. Contact Representative for further details. Rec'd 6/12/74.

1. PERSONNEL
Station Manager—John N. Jay.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 (vert.); 107.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 420 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with National Black Network.
Affiliated with American Contemporary Network.
Member: Ohio Radio Network.

TIME RATES
Eff 6/1/73—Rec'd 6/15/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 1 ti	A 12 ti	A 18 ti	A 24 ti
1 min	28	25	24	22	26	23	22	21
30 sec	23	21	20	18	21	19	18	16
10 sec	18	16	15	14	16	14	13	12

7. PACKAGE PLANS

PER WK, ROS:	1 min	30 sec
36 ti	18	14

DISCOUNT
Equal schedules on both WAVI & WDAO (FM)—25%.

WELX
XENIA

City of license, Xenia, Ohio.
Dayton office: 137 N. Main St., Dayton, Ohio 45402. Phone 513-429-1121.
See listing under Xenia, Ohio.

WHIO
1935
DAYTON

CBS Radio Network

THE CHRISTAL CO.

Middle-of-the-Road

NAB RAB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 236 4140 6.00
Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio 45401. Phone 513-254-5311. TWX 810-459-1760.

STATION'S PROGRAMMING DESCRIPTION
WHIO: Personalities, news, sports, modern MOR music. Features include helicopter traffic reports, phone discussion program with personality daily 1-2 pm. Mini-news blocks in drive times. Sports include Pro baseball, football & hockey; college & high school football & basketball. Contact Representative for further details. Rec'd 8/1/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Stanley G. Mouse.
Station Manager—Ron Kempff.
General Sales Manager—Ray Spahr.
2. REPRESENTATIVES
The Christal Company.
3. FACILITIES
5,000 w.; 1290 kc. Directional—nighttime only.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15% on net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60l, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 27R Eff 8/1/75—Rec'd 8/4/75.
AM Drive—Mon thru Fri 5:30-10 am.
PM Drive—Mon thru Fri 3-7 pm.
Daytime—Mon thru Fri 10 am-3 pm; Sat & Sun all day.
Nighttime—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
GRID

	High Range I AMO	I PMO	I OT	I NT	Low Range II AMD	II PMO	II DT	II NT
1 min	75	55	40	29	70	50	35	26
30 sec	70	45	35	25	65	40	30	22
10 sec	50	35	30	22	45	30	25	19

	1 min	30 sec	10 sec
Mon thru Sun midnight-5:30 am	8	6	4

8. PROGRAM TIME RATES

	1/4 hr	1/2 hr	1 hr
All time periods	125	175	225

AM/FM COMBINATION

7. PACKAGE PLANS
SPECTRUM PACKAGES

	Cost per wk 1 min	30 sec	10 sec	Spots per wk AM	FM
TAP-18A	696	564	408	6	12
TAP-18B	738	582	450	12	6
TAP-24	948	756	564	12	12
TAP-30A	1158	930	678	12	12
TAP-30B	1176	924	696	18	12
TAP-36	1386	1098	810	18	18

AM only: Subtract 35.00 per FM 1-min; 29.00 per FM 30-sec; 19.00 per FM 10-sec.
AM spot distribution, 1/3 Drive (AM & PM), 1/3 daytime, 1/3 night & Sun.
FM spot distribution, Sun thru Sat 6 am-midnight.
Submitted by D. P. Collins.

WHIO-FM
1945
DAYTON

NAB RAB NAFMB

A Cox Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 236 4141 4.00
Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio 45401. Phone 513-254-5311. TWX 810-459-1760.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHIO-FM: Programmed to adults.
MUSIC: standard and popular. Variety of familiar music in uninterrupted segments with commercial breaks 4 times per hour. NEWS: 5 minutes each hour. Contact Representative for further details. Rec'd 5/10/74.

3. FACILITIES
ERP 50,000 w.; 99.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 1,060 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WHIO. See that listing.

TIME RATES
No. 27B Eff 8/1/75—Rec'd 8/4/75.
Daytime—Mon thru Fri 6 am-7 pm.
Nighttime—Mon thru Fri 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS
GRID

	High Range I OT	I NT	Low Range II DT	II NT
1 min	45	30	40	25
30 sec	40	25	30	20
10 sec	20	15	10	10

	1 min	30 sec
Mon thru Sun midnight-6 am	5	4

8. PROGRAM TIME RATES

	1/4 hr	1/2 hr	1 hr
All time periods	75	150	200

	High Range I -6 am-7 pm (*)			Low Range II -6 am-7 pm (*)		
	1 min	30 sec	1 min	1 min	30 sec	1 min
(†)	50	45	35	30	45	30

(*) All other times.
(†) Features.
Submitted by D. P. Collins.

WING
1921
DAYTON

EASTMAN RADIO, INC.

A Great Trails Station
Media Code 4 236 4200 8.00
Great Trails Broadcasting Corp., 717 E. David Rd., Dayton, Ohio 45429. Phone 513-222-3773.

STATION'S PROGRAMMING DESCRIPTION
WING: Modern contemporary music with emphasis on news, personalities, sports & community affairs. Live personalities, 8 newscasters(5 men, 3 women), traffic reports, Indy 500, Pro football. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—James W. Bennett.
Vice-Pres. & Gen'l Sales Mgr.—Robert Melberth.
Vice-Pres. & Mktg. Mgr.—Deborah Parenti.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1440 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% net charges for time
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 23a, 24a, 25a, 28a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k.
Cancellation: 70a, 70c, 73a.
FM facilities: WJAI (FM), Eaton.
Affiliated with Eastman Radio Network.

TIME RATES
No. 13 Eff 4/1/75—Rec'd 3/17/75.
I—Mon thru Fri 6-10 am.
II—Mon thru Fri 3-7 pm.
III—Mon thru Sat 10 am-3 pm; Sun noon-7 pm.
IV—Mon thru Sun 7 pm-midnight; Sat 6-10 am & 3-7 pm; Sun 6 am-noon.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 min	I 30 sec	II 1 min	II 30 sec	III 1 min	III 30 sec	IV 1 min	IV 30 sec
1 ti	60	48	55	44	52	42	40	32
12 ti	57	46	52	42	49	39	37	30
18 ti	54	43	49	39	46	37	34	27
24 ti	51	41	46	37	43	34	31	25

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.
Edited by Robert B. Melberth.

WONE
1948
DAYTON

A Group One Station

RAB

Media Code 4 236 4260 2.00
Group One Broadcasting Company, 11 S. Wilkinson St., Dayton, Ohio 45402. Phone 513-224-1501.

1. PERSONNEL
President—Roger G. Berk.
Station Manager—Don Kidwell.
Vice-Pres. National Sales—Alfred G. Grosby.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 980 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 22b, 24a, 24c, 25a, 25b, 28c, 29a, 29b, 30, 31, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60l, 61a 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WTUE.
Affiliated with American Information Network.

TIME RATES
Eff 2/15/75—Rec'd 2/10/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	58	55	52	----
A	53	50	47	43
B	45	41	37	34

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

	TAP 1	TAP 2	TAP 3
Mon thru Sat 6-10 am & 3-7 pm	6	9	12
Mon thru Sat 10 am-3 pm	3	5	6
Mon thru Sat 7 pm-midnight & Sun all day	3	4	6

PER WK, EA:	12 ti	18 ti	24 ti
1 min	45	43	38

WTUE
1959
DAYTON

RAB

A Group One Station
Media Code 4 236 4290 9.00
Group One Broadcasting Co., 11 S. Wilkinson St., Dayton, Ohio 45402. Phone 513-224-1501.
See affiliated AM station for additional information.
AM facilities: WONE.

1. PERSONNEL
President—Roger G. Berk.
Station Manager—Don Kidwell.
Vice-Pres. National Sales—Alfred G. Grosby.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 520 ft. above average terrain.

TIME RATES
Eff 2/1/74—Rec'd 1/29/74.
AAA—Mon thru Fri 3 pm-midnight; Sat 10 am-8 pm; Sun noon-8 pm.
AA—Mon thru Sat 6-10 am; Sat 8 pm-midnight; Sun 6 am-noon; Sun 8 pm-midnight.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	50	48	44	40
AA	40	38	34	30
A	30	28	24	20

30 sec or less: 80% of 1-min.

WVUD (FM)
1962
KETTERING

NAB

Media Code 4 236 4320 4.00
University of Dayton, 300 College Park Ave., Dayton, Ohio 45469. Phone 513-229-3225.

STATION'S PROGRAMMING DESCRIPTION
WVUD (FM): Programmed for 18-34 age group.
MUSIC: contemporary rock. Contact Representative for further details. Rec'd 7/3/75.

1. PERSONNEL
General Manager—George C. Biersack.
Assistant General Manager—Stephan C. Dougherty.
National Sales Manager—Kathy Ross.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
General: 1b, 2a, 3a, 3b, 5, 6b, 7a.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 26c, 28b, 29a.
Contracts: 40b, 42a, 42d, 43, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60l, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 32.
Affiliated with American FM Network.

TIME RATES
No. 6 Eff 4/1/74—Rec'd 3/22/74.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.

(This listing continued on next page)

OHIO

Dayton—W V U D (FM)—Continued

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	25	22	20	18	20	18	16	14
30 sec	20	18	16	14	16	14	13	11

10 sec: 50% of 1-min.

Submitted by Stephen C. Dougherty.

DEFIANCE

Defiance County—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

W O N W

1949

Subscriber to the NAB Radio Code

Media Code 4 236 4380 6.00

Tri-State Broadcasting Co., Inc., 2010 Radio Drive. Defiance, Ohio 43512. Phone 419-782-8128.

1. PERSONNEL
Pres. & Gen'l Mgr.—Glenn R. Thayer.

2. REPRESENTATIVES
The Devney Organization, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 500 w. nights; 1280 kc.
Directional—night only.
Operating schedule: 5:45-12:30 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
No. 6 Eff 9/1/72—Rec'd 8/28/72.
AA—Mon thru Sun 6-10 am, 11 am-1 pm, 3-7 pm.
A—All other times.

7. PACKAGE PLANS

	CLASS AA					
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	9.00	8.25	7.60	7.25	6.85	6.50
30 sec	7.20	6.60	6.10	5.80	5.50	5.29
	CLASS A					
1 min	8.00	7.35	6.70	6.40	6.10	5.75
30 sec	6.40	5.90	5.40	5.15	4.85	4.60

10 sec: 50% of 1-min.

DELAWARE

Delaware County—Map Location D-6

See SRDS consumer market map and data at beginning of the State.

W D L R

1961

Subscriber to the NAB Radio Code

Media Code 4 236 4440 6.00

Radio Delaware, Inc., Box 448, Delaware, Ohio 43015. Phone 614-363-1107.

STATION'S PROGRAMMING DESCRIPTION
WDLR: Programmed for adults 18-49.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Shaheen.

2. REPRESENTATIVES
Dome & Associates, Inc.
Regional Reps Corp.

3. FACILITIES
500 w. days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 on time; payable 10th.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
No. 101 Eff 3/1/74—Rec'd 12/30/74.
AA—Mon thru Fri 6-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA				
PER YR:	52x	104x	260x	500x	1000x
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	7.00	6.00	5.00	4.50	4.00
30 sec	5.60	4.80	4.00	3.60	3.20
10 sec	4.20	3.60	3.00	2.70	2.40
	CLASS A				
1 min	6.50	5.50	4.50	4.00	3.50
30 sec	5.40	4.40	3.60	3.20	2.80
10 sec	3.90	3.30	2.70	2.40	2.10

7. PACKAGE PLANS

	1 min	30 sec
ECONO-PAC (1/2 DAYS)		
15 ti	67	54
TRIPLE HEADER (3 DAYS)		
18 ti	72	57
BLITZ PLAN (3 DAYS)		
30 ti	115	92
NIFTY FIFTY (5 DAYS)		
50 ti	175	140
"70" PLAN (7 DAYS)		
70 ti	225	180
TAP (10 DAYS-2 WEEKS)		
100 ti	300	240
SUPER PAC (1 MONTH)		
200 ti	580	465

DELPHOS

Allen County—Map Location B-5

See SRDS consumer market map and data at beginning of the State.

W D O H (FM)

1972

Media Code 4 236 4500 1.00

Tri-County Broadcasting, Inc., Box 31, Delphos, Ohio 45833. Phone 419-692-3963.

STATION'S PROGRAMMING DESCRIPTION
WDOH (FM): Top 40, hit parade music, news hrly.

1. PERSONNEL
Station Manager—Ted Jones.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	4.00	3.50	3.15	2.85	2.85
30 sec	3.00	2.65	2.40	2.15	1.95

CONTRACT DISCOUNT
4 wk—5% 26 wk—15%
13 wk—10% 52 wk—20%
Allowed only if monthly invoice paid within 60 days.

DOVER

Tuscarawas County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

W J E R

Licensed as a Dover-New Philadelphia, Ohio station.
See listing under New Philadelphia-Dover.

W J E R-FM

Licensed as a Dover-New Philadelphia, Ohio station.
See listing under New Philadelphia-Dover.

EAST LIVERPOOL (1 AM; 1 FM)

Columbiana County—Map Location G-5

See SRDS consumer market map and data at beginning of the State.

W E L A (FM)

1959

Media Code 4 236 4530 8.00

Constrander Corp., Box 90, 236 W. Sixth St., East Liverpool, Ohio 43920. Phone 216-385-0400.

See affiliated AM station for additional information.
AM facilities: WOHI.

3. FACILITIES
ERP 26,000 w.; 104.3 mc. Stereo.
Operating schedule: 8 am-midnight daily. EST.
Antenna ht.: 335 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 5/31/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	14 ti	21-27
1 min	6.00	5.50	5.00	4.50
30 sec	5.00	4.50	4.00	3.50

W O H I

1949

Media Code 4 236 4560 5.00

Constrander Corp., Box 90, 236 W. Sixth St., East Liverpool, Ohio 43920. Phone 216-385-1490.

1. PERSONNEL
Station Manager—Bernard Brobst.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WRTS (FM).
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 9/1/73—Rec'd 9/24/73.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-6 pm.
A—Mon thru Fri 10 am-3 pm; Sat 3-6 pm.
B—Mon thru Sat 6 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

	CLASS AA				
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	7.00	6.75	6.50	6.00	5.50
30 sec	5.50	5.40	5.25	5.00	4.50
10 sec	3.50	3.30	3.25	3.00	2.75
	CLASS A				
1 min	6.75	6.50	6.25	5.75	5.25
30 sec	5.40	5.25	5.00	4.60	4.20
10 sec	3.30	3.25	3.10	2.85	2.60
	CLASS B				
1 min	4.20	3.90	3.60	3.30	3.00
30 sec	3.40	3.10	2.90	2.60	2.40
10 sec	2.10	1.95	1.80	1.65	1.50

YRLY CONTRACT:	520x	780x	1040x
Rate	12 ti	18 ti	24 ti

7. PACKAGE PLANS

WKLY ROS:	1 min	30 sec
15 ti (8AA, 5A, 2B)	85	68
20 ti (10AA, 7A, 3B)	105	85
25 ti (13AA, 8A, 4B)	120	95
50 ti (25AA, 17A, 8B)	225	180

EATON

Preble County—Map Location A-7

See SRDS consumer market map and data at beginning of the State.

W J A I (FM)

1960

Media Code 4 236 4620 7.00

Great Trails Broadcasting Corp., 505 N. Barron St., Eaton, Ohio 45320. Phone 513-456-4200.
Dayton office: 717 E. David Rd., Dayton, Ohio 45429. Phone 513-222-3773.

STATION'S PROGRAMMING DESCRIPTION
WJAI (FM): Std MOR, news every 2 hrs, farm reports.

1. PERSONNEL
Div. Pres. & Gen'l Mgr.—James W. Bennett.
Div. V. P./Gen'l Sales Mgr.—Robert B. Melberth.
Station Manager—Donald W. Robertson.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 20,000 w.; 92.9 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.—125 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WING, Dayton.
Affiliated with Eastman Radio Network.
Member: Agri Broadcasting Network.

TIME RATES
No. 1 Eff 11/15/74—Rec'd 11/21/74.

7. PACKAGE PLANS
MON THRU SAT 5 AM-MIDNIGHT—ROTATING

PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti
1 min	6.75	6.50	6.00	5.50	5.00
30 sec	5.40	5.20	4.80	4.40	4.00
				1 min	30 sec
Sun noon-midnight, rotating, flat				5.00	4.00

YEARLY PLANS—MON THRU SUN 5 AM-MIDNIGHT

ROTATING:	250x	500x	1000x	2000x
1 min	6.00	5.50	4.50	3.75
30 sec	4.80	4.40	3.60	3.00

10. SPECIAL FEATURES
Newscasts or adjacencies, extra 1.00.
Edited by Robert B. Melberth.

ELYRIA

Lorain County—Map Location E-4

See SRDS consumer market map and data at beginning of the State.

See Lorain-Elyria

FAIRFIELD

Butler County—Map Location A-3

See SRDS consumer market map and data at beginning of the State.

See Hamilton-Middletown
(including Fairfield)

FINDLAY (1 AM; 1 FM)

Hancock County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

W F I N

1941

Subscriber to the NAB Radio Code

Media Code 4 236 4740 5.00

The Findlay Publishing Co., 101-1/2 W. Sandusky St., Findlay, Ohio 45840. Phone 419-422-4545.

STATION'S PROGRAMMING DESCRIPTION
WFIN: Programmed for adults and young adults. Emphasis on community involvement through on the street broadcasts, daily interview and phone-in programs. Local college activities. Editorials. MUSIC: general popular, current hits, standards. NEWS: 5 min every 30 min during drive times, every hour all other time periods; headlines at :20 and :40; 1 hour of news daily 5-6 pm; 70% of news local; UPI wire and audio. SPORTS: play-by-play local and county high school, local college and university and professional sports; daily live shows; Indy racing. Contact Representative for further details. Rec'd 8/31/74

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Clyde W. Jonnson.
Sales Manager—Gary G. Wright.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% on station time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 26, 27, 29a, 30.
Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
FM facilities: WHMQ.
Member: Ohio Radio Network, Buckeye Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/75—Rec'd 7/17/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	9.50	9.35	8.90	8.45	7.95	7.50
30 sec	7.90	7.50	7.15	6.70	6.35	6.00
10 sec	5.30	5.20	5.05	4.95	4.85	4.70

7. PACKAGE PLANS

BULK:	1x	52x	104x	260x	312x	624x	1000x
1 min	9.50	9.30	8.95	8.60	8.25	7.90	7.55
30 sec	7.90	7.45	7.20	6.90	6.60	6.35	6.05
10 sec	5.30	5.00	4.85	4.65	4.45	4.25	4.10

8. PROGRAM TIME RATES

	1 ti	13 ti	26 ti	52 ti	156 ti	240 ti
5 min	20.00	18.85	17.65	16.50	15.30	14.15
10 min	28.25	27.05	25.90	24.70	23.95	22.35
1/4 hr	37.65	36.50	35.30	34.15	32.95	31.80

Submitted by Clyde W. Johnson.

W H M Q

1948

Subscriber to the NAB Radio Code

Media Code 4 236 4741 1.00

The Findlay Publishing Co., 101 W. Sandusky St., Findlay, Ohio 45840. Phone 419-422-2095.

See affiliated AM station for additional information.
AM facilities: WFIN.

STATION'S PROGRAMMING DESCRIPTION
WHMQ: Programmed for young adults.
MUSIC: 6 am-5 pm all hit oldies; 5 pm-3 am progressive rock, interspersed with comment. ALL PERSONALITIES handle all segments. NEWS: headlines at :20 & :40; 5-min at :60; sports, stock market reports & weather in brief plus local comment & editorials. SPORTS: city & county high schools, local college. Contact Representative for further details. Rec'd 8/6/74.

3. FACILITIES
ERP 20,000 w. (horiz. & vert.): 100.5 mc. Stereo.
Operating schedule: 6-3 am. EST.

5. GENERAL ADVERTISING See coded regulations
Member: Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	6.70	6.40	6.10	5.80	5.50
30 sec	5.70	5.40	5.10	4.80	4.50
10 sec	4.00	3.85	3.65	3.50	3.30

7. PACKAGE PLANS

ANNUAL CONTRACT:	260x	520x	780x	1040x	1500x
1 min	6.20	5.90	5.60	5.30	5.00
30 sec	5.20	4.90	4.60	4.80	4.00
10 sec	3.65	3.45	3.30	3.10	2.90

8. PROGRAM TIME RATES

	2 min	5 min	1/4 hr
1 x	8.00	8.50	12.50

FOSTORIA (1 AM; 1 FM)

Seneca County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

W F O B

1946

Media Code 4 236 4800 5.00

Seneca Radio Corp., Box W, Fostoria, Ohio 44830. Phone 419-435-5666.

Other office: 118 N. Main St., Bowling Green, Ohio 43402. Phone 419-354-6612.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mel Murray.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1430 kc. Directional—separate patterns day and night.
Operating schedule: 5:30 am-midnight. EST.
FM-ERP 3,000 w.; 96.7 mc.
Operating schedule: Same as AM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Ohio Radio Network, National AgRadio Groups, Inc., Farm Radio Network.

TIME RATES
Eff 6/1/74—Rec'd 5/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	520x
1 min	7.50	7.20	6.90	6.60	6.10	5.60	5.10
30 sec	6.00	5.70	5.40	5.10	4.60	4.10	.....
10 sec	5.00	4.70	4.40	4.10	3.60	.....	.....

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
20 ti	4.90	3.90	3.20
40 ti	4.40	3.40	2.70
			(CR)

W F O B-FM

1946

FREMONT (1 AM; 1 FM)

Sandusky County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

W F R O

1949

Subscriber to the NAB Radio Code

Media Code 4 236 4860 9.00

Wolfe Broadcasting Corp., Box 271, 905 W. State St., Fremont, Ohio 43420. Phone 419-332-8218.

1. PERSONNEL
General Manager—Thomas J. Wolfe.

(This listing continued on next page)

3. FACILITIES
500 w. days; 900 kc. Directional.
Operating schedule: 6 am local sunset. EST.
Partial simulcast operation. Simulcast 6-6 am. For non-simulcast facilities see WFRO-FM.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
Eff 5/1/73—Rec'd 4/2/73.
A—Mon thru Sat sign-on-9 am, 11 am-1 pm & 3:26 pm-sign-off; Sun all day.
B—Mon thru Sat 9-11 am & 1-3:30 pm.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
CLASS A						
1 min	9.75	9.30	8.60	8.10	7.75	7.05
30 sec	5.55	5.50	5.45	5.25	5.05	4.85
10 sec	4.55	4.50	4.45	4.20	4.00	3.70
CLASS B						
1 min	8.00	7.60	7.00	6.70	6.00	5.20
30 sec	4.90	4.80	4.70	4.50	4.20	4.15
10 sec	4.25	4.20	4.10	3.85	3.60	3.40

10. SPECIAL FEATURES

NEWS:	5 min	10 min	1/4 hr
Time rate plus	1.25	2.50	3.75

WFRO-FM
1946

RAB NAFMD

Subscriber to the NAB Radio Code
Media Code 4 236 4861 7.00
Wolfe Broadcasting Corp., 905 W. State St., Fremont, Ohio 43420. Phone 419-332-8218.
See affiliated AM station for additional information.

3. FACILITIES
ERP 20,000 w.; 99.1 mc. Stereo.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 217 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-10 pm. For simulcast facilities see WFRO.

TIME RATES
Eff 5/1/73—Rec'd 4/2/73.
A—Mon thru Sat sign-on-9 am, 11 am-1 pm & 3:20 pm-sign-off; Sun all day.
B—Mon thru Sat 9-11 am & 1-3:30 pm.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
CLASS A						
1 min	7.30	7.15	6.45	6.00	5.90	5.30
30 sec	4.25	4.20	4.10	3.85	3.70	3.60
10 sec	3.45	3.35	3.30	3.10	3.00	2.80
CLASS B						
1 min	6.00	5.85	5.35	5.00	4.50	4.00
30 sec	3.75	3.70	3.60	3.40	3.20	3.10
10 sec	3.25	3.15	3.10	3.00	2.70	2.60

GALION (1 AM; 1 FM)

Crawford County—Map Location D-5.
See SRDS consumer market map and data at beginning of the State.

WGLX
1972

NAB

WQLX
1974

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 4890 6.00
Radio Galion, Inc., Box 161, Galion, Ohio 44833. Phone 419-468-4664.

STATION'S PROGRAMMING DESCRIPTION
WGLX: Programmed for adults 18-35.
WQLX: Middle-of-the-road.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph S. Billow.

3. FACILITIES
500 w.; 1570 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 6 am-9 pm. EST.
Antenna ht.: 330 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff———Rec'd 8/15/73.

6. SPOT ANNOUNCEMENTS

	1040x	884x	728x	572x	416x
30 sec	2.00	2.20	2.50	2.80	3.10
1 min	3.00	3.25	3.50	3.75	4.00
		260x	104x	52x	1x
30 sec		3.50	3.75	4.00	4.50
1 min		4.25	4.50	5.00	6.00

7. PACKAGE PLANS

WEEKLY SATURATION PLANS

1 WK:	20 ti	30 ti	40 ti	50 ti
30 sec	70.00	102.00	132.00	160.00
1 min	85.00	124.00	162.00	197.00
2 WK:	40 ti	60 ti	80 ti	100 ti
30 sec	136.00	198.00	256.00	310.00
1 min	166.00	243.00	316.00	385.00
3 WK:	60 ti	90 ti	120 ti	150 ti
30 sec	198.00	288.00	322.00	450.00
1 min	243.00	355.00	462.00	562.00
4 WK:	80 ti	120 ti	160 ti	200 ti
30 sec	256.00	322.00	480.00	580.00
1 min	316.00	462.00	600.00	730.00

DAILY SATURATION PLANS

1 DAY:	10 sec	20 sec	30 sec	1 min
5 ti	9.00	14.00	20.00	25.00
10 ti	15.50	25.50	37.50	45.00
20 ti	26.00	46.00	70.00	85.00

Submitted by Joseph S. Billow.

GALLIPOLIS (1 AM; 1 FM)

Gallia County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WJEH
1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 4920 1.00
Wagner Broadcasting Corp., Box 448, Portsmouth Rd., Gallipolis, Ohio 45631. Phone 614-446-3543.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William C. Miller.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KRS
Member: Ohio Radio Network.

TIME RATES
No. 5 Eff 2/1/75—Rec'd 1/29/75.

6. SPOT ANNOUNCEMENTS

YR:	1x	26x	52x	104x	260x	312x	500x
1 min	6.30	5.70	5.40	5.10	4.50	4.20	3.60
30 sec	5.50	4.55	4.30	4.10	3.60	3.35	2.90

7. PACKAGE PLANS

	1 min	30 sec	8 sec
10 ti within 24 hrs	42	36	27

WJEH-FM
1961

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 4921 9.00
Wagner Broadcasting Corp., Box 448, Portsmouth Rd., Gallipolis, Ohio 45631. Phone 446-3543.
See affiliated AM station for additional information.

3. FACILITIES
ERP 15,400 w.; 101.5 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 152 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WJEH. See that listing.

GREENVILLE

Darke County—Map Location A-6
See SRDS consumer market map and data at beginning of the State.

WDRK
1962

NAB

Media Code 4 236 4980 5.00
Lewell Broadcasting, Inc., 1625 Dayton Rd., Greenville, Ohio 45331. Phone 513-548-1997.

STATION'S PROGRAMMING DESCRIPTION
WDRK: MOR format for ages 18-49.

1. PERSONNEL
Vice-President/Sales—C. L. Rutherford.

2. REPRESENTATIVES
Frederick W. Smith.
Regional Reps Corp.

3. FACILITIES
ERP 12,000 w.; 106.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 176 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Agri Broadcasting Network, Ohio Radio Network, Buckeye Farm Network.

TIME RATES
No. 6 Eff 11/1/74—Rec'd 11/27/74.
AAA—Mon thru Sat 6-11 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 11 am-noon & 1-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS AAA						
1 min	8.00	7.75	7.50	7.25	7.00	6.75
30 sec	7.00	6.75	6.50	6.25	6.00	5.75
10 sec	6.00	5.75	5.50	5.25	5.00	4.75
CLASS AA						
1 min	7.00	6.75	6.50	6.25	6.00	5.75
30 sec	6.00	5.75	5.50	5.25	5.00	4.75
10 sec	5.00	4.75	4.50	4.25	4.00	3.75
CLASS A						
1 min	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	5.00	4.75	4.50	4.25	4.00	3.75
10 sec	4.00	3.75	3.50	3.25	3.00	2.75

HAMILTON-MIDDLETOWN
(including Fairfield) (3 AM; 4 FM)

Butler County—Map Location A-8
See SRDS consumer market map and data at beginning of the State
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	16	16	16	16
B	15	15	15	15
C	7	7	7	7
D	7	7	7	7
AVERAGE	11	11	11	11

WCNW
1964
FAIRFIELD

NAB RAB

Media Code 4 236 5025 8.00
Walter L. Follmer, Inc., 8686 Michael Lane, Fairfield, Ohio 45014. Phone 513 874 5000.

STATION'S PROGRAMMING DESCRIPTION
WCNW: MUSIC: 100% country, modern Nashville sound. NEWS: local emphasis; mobile unit; 2 man department. SPORTS: all local high school football and basketball. Production facilities and library available, also remote facilities. Contact Representative for further details. Rec'd 2/1/71.

1. PERSONNEL
President—Walter L. Follmer, Sr.
General Manager—Lou Westendorf.
Program Director—Johnny Wade.

2. REPRESENTATIVES
Regional Reps Corp.
Pennsylvania, Maryland—Dome & Associates, Inc.

3. FACILITIES
5,000 w., 1,000 w. critical hrs.; 1560 kc. Directional. 500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 61b, 62b, 62e.
Cancellation: 70e.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES
No. 7 Eff 1/1/71—Rec'd 11/11/70.

6. SPOT ANNOUNCEMENTS

PER YR:	1560x	1300x	1040x	780x	520x	365x
1 min	4.70	5.30	5.60	5.85	6.20	6.50
30 sec	3.60	4.15	4.30	4.70	5.00	5.30
20 sec	3.25	3.85	4.15	4.30	4.70	5.00
10 sec	3.00	3.60	3.85	4.15	4.30	4.70
	260x	104x	52x	26x	13x	1x
1 min	6.75	7.10	7.35	7.60	7.95	8.25
30 sec	5.60	5.85	6.20	6.50	6.75	7.10
20 sec	5.30	5.60	5.85	6.20	6.50	6.75
10 sec	5.00	5.30	5.60	5.85	6.20	6.50

7. PACKAGE PLANS

PER WK:	100+	80 ti	60 ti	40 ti	20 ti	15 ti	10 ti
1 min	4.70	5.00	5.30	5.60	5.85	6.00	6.20
30 sec	3.60	3.85	4.15	4.30	4.70	4.80	5.00
20 sec	3.25	3.60	3.85	4.15	4.30	4.40	4.70
10 sec	3.00	3.25	3.60	3.85	4.15	4.20	4.30

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	100	65	50	45	40
6 ti	80	55	45	40	35
13+	65	45	40	35	30

10. SPECIAL FEATURES
5-min newscast at :60—5 per wk/13-wk contract 520

WCNW-FM
1962
FAIRFIELD

NAB RAB

Media Code 4 236 5026 6.00
Walter L. Follmer, Inc., Box 50, 8686 Michael Lane, Fairfield, Ohio 45014. Phone 513-874-5000.
See affiliated AM station for additional information.
WCNW-FM: Programmed for adults.

STATION'S PROGRAMMING DESCRIPTION
WCNW-FM: MUSIC: Modern country. NEWS: network at :30, local at :60. SPORTS: local high school basketball & football, college basketball & football. Contact Representative for further details. Rec'd 11/6/74.

3. FACILITIES
ERP 29,000 w.; 94.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 350 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to WCNW. See that listing.

WMOH
1944
HAMILTON

HR STONE radio

Media Code 4 236 5160 3.00
Raymar Communications Inc., 220 High St., Hamilton, Ohio 45011. Phone 513-863-6800.

1. PERSONNEL
President—Bill R. McRae.
Vice-President—Richard M. Delaney.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.

4. AGENCY COMMISSION
15/0 net charges for time

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32b, 33c.
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60e, 61c, 62d.
Cancellation: 70a, 70e, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WYCH (FM).
Affiliated with American Contemporary Network.
Member: Farm Radio Network, Buckeye Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 11/15/74—Rec'd 11/7/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.
A—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

7. PACKAGE PLANS

PER WK. TAP:	1 min	30 sec
28 ti (7 6-10 am, 7AA, 7 3-7 pm, 7A)	10.00	7.50
21 ti (5 6-10 am, 5AA, 6 3-7 pm, 5A)	11.00	8.25
14 ti (4 6-10 am, 3AA, 4 3-8 pm, 3A)	12.00	9.00
7 ti (2 6-10 am, 2AA, 2 3-7 pm, 1A)	13.00	9.75
RESTRICTED SCHEDULING		
SPECIFIC DAY PARTS:	1 min	30 sec
6-10 am, TAP plus	2.00	1.50
10 am-3 pm, TAP plus	1.50	1.25
3-7 pm, TAP plus	2.00	1.50
7 pm-midnight, TAP less	2.00	1.50

May be ordered separately or in addition to any complete TAP but not as part of a TAP.

ANNUAL RATES (SAME DISTRIBUTION AS TAP)

PER YR:	2080x	1040x	520x	312x	260x	156x
1 min	8.00	9.00	10.00	11.00	12.00	13.00
30 sec	6.00	6.75	7.50	8.25	9.00	9.75

Subject to short rate.

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1/2 hr	70	60	50	40
1/4 hr	50	45	35	30

10. SPECIAL FEATURES

*NEWSCASTS

PER WK:	AAA 5 min	AAA 10 min	AA 5 min	AA 10 min	A Mdns
1 ti	20	30	18	26	9
3 ti	18	28	16	24	8
6+	16	24	14	22	7

*DISCOUNT
26 wk—5% 52 wk—10%

WPBF (FM)
1959
MIDDLETOWN

NAB RAB

A Braden Owned Station
Media Code 4 236 5190 0.00
WPFB, Inc., 4505 Central Ave., Middletown, Ohio 45042. Phone 513-422-3625.
See affiliated AM station for additional information.
AM facilities: WPFB.

STATION'S PROGRAMMING DESCRIPTION
WPBF (FM): Programmed for adults & young adults. MUSIC: 70% standards. 5:30-7 am C & W; 7 am-noon modern gospel; noon-4 pm R & B gospel; 4:30-5:30 pm MOR; 7-7:30 pm organ music; 7:30 pm-5:30 am MOR. German 9 am-noon Sat & 9:30 am-2 pm Sun. RELIGION: 8:30-10 pm M-F. NEWS: UPI audio network at :60, headlines at :30; network at :50 plus expanded, stock markets, editorial, local, weather 5:30-6:30 pm M-F. Black perspective on news 4-4:30 pm. SPORTS: high school & college basketball & football; USAC & NASCAR auto races. Contact Representative for further details. Rec'd 9/4/74.

3. FACILITIES
ERP 34,000 w. (horiz. & vert.); 105.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 503 ft. above average terrain.
Partial simulcast operation. Operated separately 6:30 am-midnight. For simulcast facilities see WPFB.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.

TIME RATES
Eff 1/1/72—Rec'd 12/30/71.
AA—Mon thru Fri 6-7:30 am, 9 am-noon & 12:30-5 pm.
A—Mon thru Fri 6 pm-6 am; Sat & Sun all day.

7. PACKAGE PLANS

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
CLASS AA					
1 min	10.60	9.40	8.25	7.10	5.90
30 sec	8.25	7.35	6.50	5.60	4.75
10 sec	6.50	5.90	5.30	4.75	4.15
CLASS A					
1 min	9.40	8.25	7.10	5.90	4.75
30 sec	7.10	6.50	5.60	4.75	3.85
10 sec	5.90	5.30	4.75	4.15	3.25

8. PROGRAM TIME RATES
1/2 hr 70 1/4 hr 48
All rates are flat. No further discounts.

WPFB
1947
MIDDLETOWN

NAB RAB

A Braden Owned Station
Media Code 4 236 5220 5.00
WPFB, Inc., 4505 Central Ave., Middletown, Ohio. 45042. Phone 513-422-3625.

STATION'S PROGRAMMING DESCRIPTION
WPFB: Programmed for general interest.
MUSIC: C & W 5:30-7 am & 3-5:30 pm, M-F. MOR: Midnight-5:30 am & 9-10 am; public affairs & MOR music 6:30-8 pm; C&W 8 pm-midnight M-F.

(This listing continued on next page)

Hamilton-Middletown—W P F B—Cont'd

TALK: women's programs, conversation, guest interviews, discussions, live music, open telephone, local issues 10-11 am M-F. NEWS: stock market, weather & local area reports 7-9 am, 12N-12:45 pm & 5:30-6:30 pm. U'l Audio. SPORTS: college, high school football & basketball. Pro basketball & baseball. RELIGIOUS: 15 min 12:45-3 pm M-F; 30 min Sat & Sun. COMMERCIAL POLICY: max 18 min per hr. Personality remotes available. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
President—Paul F. Braden.
Executive Vice-President—Earl W. Francis.
Program Director—Michael A. McMurray.
2. REPRESENTATIVES
Frederick W. Smith.
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 100 w. nights; 910 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast midnight-8:30 am. For non-simulcast facilities see WPBF (FM).
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING **See coded regulations**
General: 1b, 2b, 3d, 4a, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24c, 26, 28c.
Contracts: 40a, 41, 45, 46, 47c, 48.
Cancellation: 72, 73a.
Prod. Services: 80.
FM facilities: WPBF (FM).
Affiliated with Major Market FM Network.
Member: Ohio Radio Network, Farm Radio Network, Buckeye Farm Network, Agri Broadcasting Network.

TIME RATES
Eff 1/1/75—Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS
1 min/less, flat 15.50
8. PROGRAM TIME RATES
1/2 hr ..... 70 1/4 hr 48
All rates are flat. No further discounts.
Edited by Michael A. McMurray.

WQMS (FM)
1958
HAMILTON

NAB

Media Code 4 236 5250 2.00
Trinity Broadcasting Corp., 770 New London Rd., Hamilton, Ohio 45013. Phone 513-863-3100.

STATION'S PROGRAMMING DESCRIPTION
WQMS (FM): Programmed for adults and young adults.
6 AIR PERSONALITIES emcee entire operation. MUSIC: current & standard inspirational & religious; 5-8 am current gospel. NEWS: 5 min at :60; noon-12:15 pm news, sports, stockmarket reports, tri-state weather; headlines at :30. Remotes. COMMERCIAL POLICY: 8 minutes per hour, no commercial spots on Sunday. Rec'd 5/29/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr—A. Jack Myczka.
3. FACILITIES
ERP 50,000 w.; 96.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 433 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING **See coded regulations**
General: 1a, 2a, 3a, 4b, 6a, 7a.
Rate Protection: 14c, 16.
Basic Rates: 20b, 21b, 21c, 22a, 23a, 24b, 25b, 26, 28a, 29a, 33c.
Contracts: 40c, 41, 42a, 42c, 45, 46, 47c, 48, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60h, 61b, 62a
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 82.

TIME RATES
Eff ——— Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	260x	312x
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

	13x	26x	52x	104x	156x	260x	312x
1 hr	55	51	48	45	43	41	39
1/2 hr	36	32	29	27	25	23	21
1/4 hr	25	23	20	19	17	16	14
5 min	15	14	12	11	10	9	8

10. SPECIAL FEATURES
NEWSCASTS

5 DAYS PER WK:	13 wk	26 wk	52 wk
1/4 hr	45	39	34
5 min	21	20	18
Headlines	13	12	11

Edited by A. Jack Myczka.

WYCH (FM)
1959
HAMILTON

Media Code 4 236 5265 0.00
Raymar Communications Inc., 220 High St., Hamilton, Ohio 45011. Phone 513-863-6800.
See affiliated AM station for additional information.
AM facilities: WMOH.
3. FACILITIES
ERP 3,360 w.; 103.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.—300 ft. above average terrain.

TIME RATES
Eff 1/1/74—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	3.50	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	42	25	15	9

HEATH
Licking County—Map Location E-6
See SRDS consumer market map and data a beginning of the State.

See Newark
(including Heath)

HILLSBORO (1 AM; 1 FM)
Highland County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WSRW — WSRW-FM
1956 — 1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 5280 0.00
Mail all correspondence and material to: Highland Broadcasting Co., Drawer A, Hillsboro, Ohio 45133.
Business offices and Studio: Route 247, 1.8 miles S. of Hillsboro, Ohio. Phone 513-393-1590.
1. PERSONNEL
Station Manager—Willard Parr.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
500 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM FACILITIES
ERP 44,000 w.; 106.7 mc.
Antenna ht.—160 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING **See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Ohio Radio Network, Farm Radio Network, Buckeye Farm Network, Agri Broadcasting Network.

TIME RATES
No. 6 Eff 9/1/72—Rec'd 8/28/72.

6. SPOT ANNOUNCEMENTS

	1 ti	3 ti	5 ti	10 ti	18 ti	25 ti	40 ti
1 min	3.75	3.40	3.00	2.75	2.55	2.40	2.25
30 sec	3.00	2.75	2.40	2.20	2.05	1.95	1.80
10 sec	2.10	2.05	1.80	1.65	1.55	1.45	1.35

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
10. SPECIAL FEATURES
Network news, 1 min 3.50
Cincinnati Reds baseball, 1 min 3.50
News headlines, 30 sec 3.00

IRONTON
Lawrence County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

See Huntington (W. Va.)-Ashland (Ky.)
(including Ironton, Ohio)
under West Virginia

JACKSON (1 AM; 1 FM)
Jackson County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WCJO (FM)
(formerly WLMJ-FM)
1971

Media Code 4 236 5340 1.00
Radio Jackson, Inc., Sub. Modern Broadcasting Co., Inc., Court & Broadway, Jackson, Ohio 45640. Phone 614-286-2141.
See affiliated AM station for additional information.
AM facilities: WLMJ.

STATION'S PROGRAMMING DESCRIPTION
WCJO (FM): Programmed for adults and young adults.
3. FACILITIES
ERP 2,350 w.; 97.7 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.:——ft. above average terrain.
4. AGENCY COMMISSION
None, all rates net to station.

TIME RATES
Rates are identical to WLMJ. See that listing.
Edited by Emogene White.

WLMJ
1953
Subscriber to the NAB Radio Code
Media Code 4 236 5400 3.00
Radio Jackson, Inc., Sub. Modern Broadcasting Co., Inc., Court & Broadway, Jackson, Ohio 45640. Phone 614-286-2141.

STATION'S PROGRAMMING DESCRIPTION
WLMJ: County & Western.
1. PERSONNEL
Pres. & Gen'l Mgr.—Lloyd White.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING **See coded regulations**
Accepts AAAA copyrighted contract.
FM facilities: WCJO (FM).
Affiliated with KBS.
Member: Ohio Radio Network.

TIME RATES
Eff ——— Rec'd 5/31/75.

6. SPOT ANNOUNCEMENTS
1 min ..... 3.00 30 sec 2.00

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
Discount	5%	10%	15%	20%	25%

15 sec, flat, ea 1.25.
ADDITIONAL CONTRACT DISCOUNT
13 wk—5% 26 wk—10% 52 wk—25%
Edited by Emogene White.

KENT
Portage County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

See Akron
(including Cuyohoga Falls, Kent)

KENTON
Hardin County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WKTN (FM)
1963

RAB

Media Code 4 236 5520 0.00
Ohio Radio, Incorporated, 113 W. Carrol St., Kenton, Ohio 43326. Phone 419-673-9257.
1. PERSONNEL
Station Manager—Ralph Zachariah.
3. FACILITIES
ERP 2,200 w.; 95.3 mc.
Operating schedule: 6:30 am-11 pm. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING **See coded regulations**
Accepts AAAA copyrighted contract.
Member: Agri Broadcasting Network.

TIME RATES
No. 5 Eff 9/1/72—Rec'd 9/29/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	520x	624x	1000x	1200x
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.50
30 sec	3.50	3.25	3.00	2.75	2.50	2.00	----	----

7 PACKAGE PLANS

	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.25	4.00	3.75	3.50	3.00
30 sec	3.25	3.00	2.75	2.50	2.00

KETTERING
Montgomery County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

See Dayton (including Kettering)

LANCASTER (1 AM; 1 FM)
Fairfield County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WHOK
1948

NAB — RAB

Media Code 4 236 5580 2.00
WHOK, Inc., North Memorial Dr., Lancaster, Ohio 43130. Phone 614-653-4373.

STATION'S PROGRAMMING DESCRIPTION
WHOK: Programmed for general interest.
MUSIC: MOR. NEWS: at :60, headlines at :30. News or public affairs features twice hourly. FARM: M-F at 12:45 pm. SPORTS: 4X daily. RELIGIOUS: Sun 6-9 am. Rec'd 3/28/74.

1. PERSONNEL
President—William M. France.
General Manager—Stanley C. Robinson.
General Sales Manager—Roger Hanners.
3. FACILITIES
1,000 w.; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast noon-12:30 pm. All newscasts are simulcast. For non-simulcast facilities see WHOK-FM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING **See coded regulations**
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Member: Buckeye Farm Network, Agri Broadcasting Network.

TIME RATES
Eff 9/1/73—Rec'd 10/15/73.
Traffic—6-10 am & 3-7 pm.
ROS—All other times.

6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	104x	156x	208x
1 min	11.40	11.00	10.60	10.20	9.80	9.40	9.00
30 sec	9.15	8.80	8.45	8.10	7.75	7.40	7.05

	260x	312x	365x	520x	1000x	1500x
1 min	8.60	8.20	7.80	7.40	7.00	6.60
30 sec	6.70	6.35	6.00	5.65	5.30	4.95

TRAFFIC:	1x	13x	26x	52x	104x	156x	208x
1 min	13.70	13.20	12.70	12.20	11.70	11.20	10.70
30 sec	11.00	10.60	10.20	9.80	9.40	9.00	8.60

	260x	312x	365x	520x	1000x	1500x
1 min	10.20	9.70	9.20	8.70	8.20	7.70
30 sec	8.20	7.80	7.40	7.00	6.60	6.20

7. PACKAGE PLANS

ROS, 14 DAYS:	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	10.15	9.70	9.25	8.80	8.35
30 sec	8.10	7.85	7.60	7.35	7.10
TRAFFIC, 14 DAYS:					
1 min	12.20	11.65	11.10	10.55	10.00
30 sec	9.75	9.45	9.15	8.85	8.55

ROS & Traffic may be combined.

8. PROGRAM TIME RATES

	1/4 hr	10 min	5 min
1 x	41.25	24.40	16.85
13 x	39.40	23.45	16.05
26 x	37.55	22.50	15.25
52 x (1 per wk)	35.70	21.55	14.45
104 x (2 per wk)	33.85	20.60	13.65
156 x (3 per wk)	32.00	19.65	12.85
208 x (4 per wk)	30.15	18.70	12.05
260 x (5 per wk)	28.30	17.75	11.25
312 x (6 per wk)	26.45	16.80	10.45
365 x (7 per wk)	24.60	15.85	9.60

WHOK-FM
1959

NAB — RAB

Media Code 4 236 5581 0.00
WHOK, Inc., North Memorial Dr., Lancaster, Ohio 43130. Phones 614-653-4373, 224-3008.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHOK-FM: Programmed 100% modern country and western music. All newscasts are simultaneously broadcast with WHOK also 12:15-12:30 pm. SPORTS: professional, college and high school, local live coverage on all sports. Local live coverage on political elections, community events and charity clubs' activities. Live remote broadcasts from business establishments for special events. Rec'd 4/29/71.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert); 95.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 225 ft. above average terrain.
Partial simulcast operations. Operated separately 6-10 am & 1:05 pm-6 am. For simulcast facilities see WHOK.

TIME RATES
Rates are identical to WHOK. See that listing.

LIMA (2 AM; 2 FM)
Allen County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	19	15	17	9
B	13	11	13	9
C	9	9	9	8
D	8	8	8	---
AVERAGE	12	11	12	9

WCIT
1963

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 5640 4.00
Riggs Broadcasting Corp., Box 940, 1301 N. Cable Rd., Lima, Ohio 45802. Phone 419-228-9248.

STATION'S PROGRAMMING DESCRIPTION
WCIT: Programmed for 18-39 year olds.
MUSIC: top 40 format, features current hits. 4 AIR PERSONALITIES. NEWS: local reports at :55, expanded news at 8 am, noon & 5 pm with national, international & state news featured. Weather at :15 & :45. Public affairs & editorials. Mobile unit. Public affairs program Sun 15 min before sign-off. SPORTS: at 8:25 am, 12:25 & 4:35 pm. RELIGIOUS: Sun am with live broadcast from different church every week. Swap shop Sat 10 am-noon. Contact Representative for further details. Rec'd 10/2/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—R. H. Riggs.
General Sales Manager—R. F. Rice.
Program Director—Bill Appel.
2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit—Pearse Sales.
California—Bill Dahlsten & Associates.
3. FACILITIES
250 w. days; 940 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING **See coded regulations**
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11b, 14b.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70b, 70d, 71a, 72.
Prod. Services: 80, 82.
FM facilities: WLSR (FM).
Affiliated with The Rep Network.

TIME RATES
No. 8 Eff 11/1/74—Rec'd 10/2/74.
AAA—Drive Time—6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	104x	260x	520x	1040x	2080x
AAA	14.00	12.50	10.50	9.00	8.00	7.50
AA	13.00	11.00	9.00	7.50	7.00	6.50
30 sec:						
AAA	11.20	10.00	8.40	7.20	6.40	6.00
AA	10.40	8.80	7.20	6.00	5.60	5.20

(This listing continued on next page)

7. PACKAGE PLANS

PER WK. 1 MIN:	5 ti	10 ti	20 ti	30 ti	50 ti
AAA	12.50	10.50	9.00	8.50	8.00
A	11.00	9.00	7.50	7.00	6.50

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES

News— 1-min within, flat 15
Weather—1-min within, flat 12
Submitted by Richard H. Riggs.

WIMA
1948

AVERY-KNODEL, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 5700 6.00
Lima Broadcasting Corp., 223 N. Main St., Lima, Ohio 45802. Phone 419-223-2060.

STATION'S PROGRAMMING DESCRIPTION
WIMA: Modern listeners of all ages.
MUSIC: Popular, familiar selections from recent years. NEWS: 6 man news staff, mobile studio, local news coverage with 20 local newscasts. Network news & entertainment. Farm programming 1/2 hour daily M-F & two 15-min agri/business reports. M-F 5:45 am & 12:30 pm. Women's program with interviews. Community service & local features. Two hours public affair weekly, M-F. Documentaries & editorials as developed. SPORTS: Play by play high school football & basketball, College football, Pro Football & Major League Baseball. Four local sports shows daily. Regular programming by 5 air personalities, including consistent updates on own radar weather reports, news, sports & special features M-F 10-11 am. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Les C. Rau.
Sales Manager—Robert A. Mack.
Program Director—Art Versnick.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
1,000 w.; 1150 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11b, 14b.
Basic Rates: 21b, 21c, 22a, 23a, 24b, 27, 28a, 29a.
Contracts: 40a, 42c, 45, 46, 47c, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 17 Eff 1/1/75—Rec'd 1/2/75.
AAA—Mon thru Fri 5:45-10 am & 11:55 am-1 pm; Sat 6-10 am, rotating.
AA—Mon thru Sat 3-8 pm, rotating.
A—Mon thru Fri 5-5:45 am, 10-11:55 am & 1-3 pm; Sat 10 am-3 pm; Sun 5 am-8 pm, rotating.
B—Sun thru Sat 8 pm-midnight, rotating.
C—Tues thru Sun midnight-5 am, rotating.

6. SPOT ANNOUNCEMENTS

1 MINUTE						
PER YR:	1x	104x	260x	520x	1040x	2080x
AAA	21.50	19.00	*16.50	15.00	13.00	12.00
AA	19.00	16.50	15.00	13.00	12.00	11.00
A	16.50	15.00	13.00	12.00	11.00	9.50
B	9.50	8.50	7.50	6.50	6.00	5.50
C	6.00	5.50	5.00	4.50	3.50	3.00
20/30 SECONDS						
AAA	17.00	15.50	*13.50	12.00	11.00	9.50
AA	15.50	13.50	12.00	11.00	9.50	9.00
A	13.50	12.00	11.00	9.50	9.00	8.00
B	8.00	7.00	6.00	5.50	5.00	4.50
C	5.50	5.00	4.50	3.50	3.00	2.50

(*) Minimum for all spots in participating news, sports & farm programs/adjacencies to It's Happening with VaLaire program.

8. PROGRAM TIME RATES
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

	AAA 1x	AAA 104x	AAA 260x	AA 1x	AA 104x	AA 260x
1/4 hr	54	49	45	52	47	42
10 min	41	38	33	39	35	32
5 min	27	25	22	26	24	21

CLASS A	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	136	87	49	38	25
104 x	122	78	45	33	22
260 x	109	69	40	29	20

10. SPECIAL FEATURES

AGRI-BUSINESS FEATURES			
5 MIN:	1x	104x	260x
Farm/news/weather/markets—5:45-6:15 am, 11:55 am-1 pm & 5:30-6 pm	34.00	32.00	29.00
Participations in farm prog.	21.50	19.00	16.50

WIMA-FM
1946

Modern Country

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 5701 4.00
Lima Broadcasting Corp., 223 N. Main St., Lima, Ohio 45802. Phone 419-223-2060.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WIMA-FM: modern listeners of all ages.
MUSIC: modern country, familiar standard selections. NEWS: 6 man news staff, mobile studio, local news coverage with 20 local newscasts. Network news and entertainment. 2 hours public affairs wekly M-F. Documentaries and editorials. SPORTS: play-by-play high school football and basketball. College football, pro football and major league baseball. Contact Representative for further details. Rec'd 2/18/74.

1. PERSONNEL
Operations & Sales Mgr.—Jack Stower.
Chief Engineer—Norbert Poeppelman.

3. FACILITIES
ERP 15,000 w.; 102.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: —— ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 12/1/74—Rec'd 12/2/74.

7. PACKAGE PLANS

TAP—1 MINUTE					
PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
1 ti	11.00	10.25	9.50	8.75	7.75
10 ti	10.00	9.25	8.50	7.75	6.75
20 ti	9.00	8.25	7.50	6.75	5.75
30 ti	8.00	7.25	6.50	5.75	4.75
40 ti	7.00	6.25	5.50	4.75	3.75
30 SECONDS					
1 ti	9.75	9.00	8.25	7.50	6.50
10 ti	8.75	8.00	7.25	6.50	5.50
20 ti	7.75	7.00	6.25	5.50	4.50
30 ti	6.75	6.00	5.25	4.50	3.50
40 ti	5.75	5.00	4.25	3.50	2.50

10. SPECIAL FEATURES

TAP LOCAL NEWSCASTS:	1 ti	5 ti	10 ti	20 ti
1 wk	12.50	12.00	11.50	11.00
26 wk	12.00	11.50	11.00	10.50
52 wk	11.50	11.00	10.50	10.00

Incl open & close plus 1-min spot.

FARM:	1 wk	26 wk	52 wk
1 ti	14.00	13.50	13.00
5 ti	13.50	13.00	12.50
10 ti	13.00	12.50	12.00

Incl open & close plus 1-min spot.

WLSR (FM)
1970

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 5715 4.00
Riggs Broadcasting Corp., Box 940, 1301 N. Cable Rd., Lima, Ohio 45802. Phone 419-228-9248.
See affiliated AM station for additional information.
AM facilities: WCIT.

STATION'S PROGRAMMING DESCRIPTION
WLSR (FM): MUSIC: 80% strings, big band, 15% musical showtunes, 3% classical & 2% folk. NEWS: local reports at 6, 7, 8 am, noon, 4, 6 & 10 pm. Network news at :15. Weather at :40. Financial report at 6:02 pm weekdays. SPORTS: local reports at 7:20, 8:20 am & 5 pm. Play-by-play local football & basketball & college football. Action line 10 am weekdays by volunteer workers. Live broadcasts from community events. Contact Representative for further details. Rec'd 10/2/74.

1. PERSONNEL
President—Richard H. Riggs.
Vice-President—Mrs. Norma Riggs.
Program Director—Mrs. Debbie Karcher.

2. REPRESENTATIVES
PRO/Meeker Radio.
Detroit—Pease Sales.
California—Bill Dahlsten & Associates.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 220 ft. above average terrain

4. AGENCY COMMISSION
15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/74—Rec'd 10/31/73.

6. SPOT ANNOUNCEMENTS

PER YR:	199x	300x	500x	1000+
1 min	9.50	7.50	6.50	5.50
30 sec	8.50	6.50	5.50	4.50

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30+
1 min	7.50	6.50	5.50
30 sec	6.50	5.50	4.50

10. SPECIAL FEATURES

NEWSCASTS:	7 ti	5 ti
Per wk	12	14

Incl. open & close plus 30-sec spot.

LOGAN (1 AM; 1 FM)

Hocking County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WLGN
1967

Media Code 4 236 5730 3.00
Logan Broadcasting Co., Box 429, Logan, Ohio 43138. Phone 614-385-2151.

STATION'S PROGRAMMING DESCRIPTION
WLGN: Programmed for young adults.
MUSIC: popular, top 40, recent standards. NEWS: heavy local coverage. Farm programming. SPORTS: play-by-play high school & college football, basketball & baseball; 3 local shows daily. 5 air personalities including constant weather updates, news, sports & special features. Daily stock reports. RELIGION: musical services & messages. Rec'd 11/3/72.

1. PERSONNEL
President—Dannie Devol.
Sales Manager—Roger Hinerman.

3. FACILITIES
1,000 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLGN-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 15b.
Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 24a, 25a, 28b, 28c, 29b, 30, 31, 33d.
Contracts: 40c, 41, 42c, 43, 44a, 44b, 45.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 5/1/74—Rec'd 5/6/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	11 ti	21 ti	36 ti	66 ti	91 ti	111+
1 min	5.35	4.95	4.70	4.35	4.05	3.95	3.90
30 sec	3.90	3.70	3.45	3.30	3.15	3.10	2.95
15 sec	3.35	3.15	3.10	2.95	2.90	2.80	2.75

Annual contract: 10% discount.

7. PACKAGE PLANS

ROS/14 DAYS:	20 ti	30 ti	40 ti	50 ti
1 min	4.45	4.25	4.05	3.65
30 sec	3.35	3.10	2.95	2.80

8. PROGRAM TIME RATES

ANNUAL CONTRACT:	1 hr	1/2 hr	1/4 hr	5 min	3 min
1 x	52.00	31.50	20.00	10.00	6.45
13 x	.....	.....	.....	9.70	6.15
26 x	.....	.....	.....	9.40	5.90
51 x	.....	.....	.....	9.10	5.60
104 x	46.00	29.00	17.00	8.80	5.30
156 x	.....	.....	.....	8.50	5.00
208 x	.....	.....	.....	8.25	4.70
260 x	.....	.....	.....	7.95	4.40
312 x	40.00	23.00	14.00	7.65	4.10
365 x	.....	.....	.....	7.35	3.80

(Q)

WLGN-FM
1965

Media Code 4 236 5731 1.00
The Logan Broadcasting Company, Old Rt. 33, E., Logan, Ohio 43138. Phone 385-5454.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 98.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 240 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WLGN.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WLGN. See that listing.

LONDON

Madison County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WLNO (FM)
1965

Media Code 4 236 5820 2.00
WLNO-FM, Inc., Box 6, London-Lockburne Rd., Rt. 665, London, Ohio 43140. Phone 614-852-1717.

STATION'S PROGRAMMING DESCRIPTION
WLNO (FM): MOR for general adult audience.

1. PERSONNEL
Pres. & Gen'l Mgr.—Reagan C. Smith.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert); 106.3 mc.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0; payable monthly.

5. GENERAL ADVERTISING See coded regulations
Member: Ohio Radio Network, Agri Broadcasting Network, Buckeye Farm Network.

TIME RATES
No. 1 Eff 11/15/74—Rec'd 11/25/74.

6. SPOT ANNOUNCEMENTS

	Open	13x	26x	52x	104x
1 min	7.00	6.80	6.60	6.40	6.20
30 sec	6.00	5.80	5.60	5.40	5.20
15 sec	4.00	3.90	3.80	3.70	3.60
	156x	260x	312x	520x	1040x
1 min	6.10	6.00	5.80	5.60	5.40
30 sec	5.10	5.00	4.80	4.60	4.40
15 sec	3.50	3.40	3.30	3.20	3.10

7. PACKAGE PLANS
30% 6-10 am & 3-7 pm as available; balance BTA 10 am-3 pm.

PER WK, 1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	7.00	6.80	6.60	6.40	6.20
10 ti	6.80	6.60	6.40	6.20	6.00
20 ti	6.60	6.40	6.20	6.00	5.80
30 ti	6.40	6.20	6.00	5.80	5.60
40-60 ti	6.20	6.00	5.80	5.60	5.40
30 SEC:					
1 ti	6.00	5.80	5.60	5.40	5.20
10 ti	5.80	5.60	5.40	5.20	5.00
20 ti	5.60	5.40	5.20	5.00	4.80
30 ti	5.40	5.20	5.00	4.80	4.60
40-60 ti	5.20	5.00	4.80	4.60	4.40
15 SEC:					
1 ti	4.50	4.30	4.10	3.90	3.70
10 ti	4.30	4.10	3.90	3.70	3.50
20 ti	4.10	3.90	3.70	3.50	3.30
30-60 ti	4.00	3.80	3.60	3.40	3.20

MONTHLY PLAN—BTA—PREEMPTIBLE

4 CONSEC WKS, EA:	20 ti	40 ti	60 ti	80 ti	100+
1 min	5.40	5.10	4.90	4.70	4.40
30 sec	4.40	4.10	3.90	3.70	3.40
15 sec	3.40	3.10	2.90	2.70	2.40

WEEKEND SATURATION—1/2 SAT. 1/2 SUN EA:	1 min	30 sec	15 sec
20 ti	4.40	3.80	3.00
30 ti	4.20	3.60	2.80

Network adjacents & fixed position, extra 10%.

10. SPECIAL FEATURES

PER WK:	1 ti	10 ti	20 ti	30+
1 min	6.50	6.00	5.50	5.00
2 min	7.50	7.00	6.50	6.00
3 min	8.50	8.00	7.50	7.00

Incl 10-sec open & close plus 30-sec spot.

LORAIN-ELYRIA (2 AM; 2 FM)

Lorain County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBEA (FM)
(formerly WEOL-FM)
1948
ELYRIA

NAB

Elyria-Lorain Broadcasting Company
Media Code 4 236 5900 2.00
The Elyria-Lorain Broadcasting Co., 408 Elyria Savings & Trust Bldg., Elyria, Ohio 44035. Phones: Elyria—216-322-3761, Lorain—216-233-5161, Cleveland—216-835-4343.
See affiliated AM station for additional information.
AM facilities: WEOL.

STATION'S PROGRAMMING DESCRIPTION
WBEA (FM): Programmed for general interest or mass appeal.
MUSIC: popular instrumental music for adults. NEWS: 26x daily, including local news. Bulletins immediately. Direct teletype from U. S. Weather Bureau. Marine boating forecasts. School closing & severe weather warnings. Market reports. Public affairs & community interest programs & features regularly. COMMERCIAL POLICY: maximum 8 minutes per hour. Rec'd 5/5/75.

2. REPRESENTATIVES
Contact station direct.

3. FACILITIES
ERP 50,000 w. (horiz), 50,000 w. (vert.); 107.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 275 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 5/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

EA:	1x	13x	26x	52x	104x	156x
1 min	8.10	7.60	7.10	6.55	6.10	5.85
30 sec	6.50	6.10	5.70	5.25	4.90	4.70
		208x	260x	312x	365x	730x
1 min		5.60	5.10	4.85	4.60	3.60
30 sec		4.50	4.10	3.90	3.70	2.90

10. SPECIAL FEATURES
NIGHT FLIGHT—MIDNIGHT-5 AM
1-min flat, ea. 3.00 30-sec flat, ea. 2.40
Edited by Paul Nakel.

WEOL
1948
ELYRIA

NAB

Elyria-Lorain Broadcasting Company
Media Code 4 236 5950 7.00
The Elyria-Lorain Broadcasting Co., 408 Elyria Savings & Trust Bldg., Elyria, Ohio 44035. Phones: Elyria, 216-322-3761; Lorain, 216-233-5161, Cleveland—216-835-4343.

STATION'S PROGRAMMING DESCRIPTION
WEOL: Programmed for general adult interest.
NEWS: local at :60; network at :30; 5 extended blocks daily—6:30, 7:30, 8:30 am, 12:30 & 7 pm. Market reports & farm news. SPORTS: county high school football & basketball, college & professional football, basketball & hockey, other sports events, scores of all events. MUSIC: general popular standards & MOR, 80% instrumental. RELIGIOUS: Sun am Spanish program. Direct teletype from U. S. Weather Bureau; marine boating forecasts, school closings & severe weather warnings. Public affairs & community interest programs & features regularly. Contact Representative for further details. Rec'd 5/5/75.

1. PERSONNEL
President—Otto B. Schoepfle.
Vice Pres. & Gen'l Mgr.—Paul Nakel.

2. REPRESENTATIVES
Ohio—Regional Reps Corp.
All other—Contact station direct.

3. FACILITIES
1,000 w.; 930 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
None; all rates net to station

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBEA (FM).
Affiliated with American Entertainment Network.
Member: Ohio Radio Network.

TIME RATES
Eff 7/1/75—Rec'd 6/9/75.
AAA—Mon thru Sat 5-9 am & 3-7 pm.
AA—Mon thru Sat 9 am-3 pm; Sun 7 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

(This listing continued on next page)

Lorain-Elyria—W E O L—Continued

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	1 min	30 sec	20 sec	10 sec	1 min	30 sec	20 sec	10 sec
1 x	14.00	11.20	9.80	8.40	12.75	10.20	8.95	7.65
13 x	12.50	10.00	8.75	7.50	11.25	9.00	7.90	6.75
26 x	12.25	9.80	8.60	7.35	11.00	8.80	7.70	6.60
52 x	12.00	9.60	8.40	7.20	10.75	8.60	7.55	6.45
104 x	11.50	9.20	8.05	6.90	10.25	8.20	7.20	6.15
156 x	11.00	8.80	7.70	6.60	9.75	7.80	6.85	5.85
208 x	10.50	8.40	7.35	6.30	9.25	7.40	6.50	5.55
260 x	10.00	8.00	7.00	6.00	8.75	7.00	6.15	5.25
312 x	9.50	7.60	6.65	5.70	8.25	6.60	5.80	4.95
624 x	8.75	7.00	6.15	5.25	7.50	6.00	5.25	4.50
1000 x	7.75	6.20	5.45	4.65	6.50	5.20	4.55	3.90

	A			
1 x	10.50	8.40	7.35	6.30
13 x	8.75	7.00	6.15	5.25
26 x	8.50	6.80	5.95	5.10
52 x	8.25	6.60	5.80	4.95
104 x	7.75	6.20	5.45	4.65
156 x	7.25	5.80	5.10	4.35
208 x	6.75	5.40	4.75	4.05
260 x	6.25	5.00	4.40	3.75
312 x	5.75	4.60	4.05	3.45
624 x	5.00	4.00	3.50	3.00
1000 x	4.00	3.20	2.80	2.40

7. PACKAGE PLANS

1/3AAA, 1/3AA, 1/3A

7 DAYS, EA:	6 ti	12 ti	16 ti	24 ti	36 ti	60 ti
1 min	10.65	9.90	8.45	7.95	7.15	6.20
30 sec	8.55	7.95	6.75	6.35	5.75	4.95
20 sec	7.50	6.95	5.90	5.55	5.05	4.35
10 sec	6.40	5.95	5.05	4.75	4.30	3.70

NITE FLITE PACKAGES

(Tues thru Sun midnight-5 am—in 6 days)

EA:	6 ti	12 ti	24 ti	48 ti
1 min	3.50	3.00	2.50	2.00
30 sec	2.80	2.40	2.00	1.60

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	25.50	38.25	51.00	76.50	114.75
13 x	22.50	33.75	45.00	67.50	101.25
26 x	22.00	33.00	44.00	66.00	99.00
52 x	21.50	32.25	43.00	64.50	96.75
104 x	20.50	30.75	41.00	61.50	92.25
156 x	19.50	29.25	39.00	58.50	87.75
208 x	18.50	27.75	37.00	55.50	83.25
260 x	17.50	26.25	35.00	52.50	78.75
312 x	16.50	24.75	33.00	49.50	74.25

10. SPECIAL FEATURES

SPANISH PROGRAMS

1-min flat, ea. 12.50 30-sec flat, ea. 10.00

Edited by Paul Nakel.

WLRO

1969

LORAIN

NAB RAB

Media Code 4 236 6000 0.00

Lorain Community Broadcasting Co., 939 Broadway, Lorain, Ohio 44052. Phone 216-244-1330.

STATION'S PROGRAMMING DESCRIPTION

WLRO: Programmed for adults and young adults 18-49 with participating community interest and entertainment news.

NEWS: 5 min local at :60; network at :30. Expanded news at 7, 8 am, 12N, 3, 4, & 5 pm. AIR PERSONALITIES handle all music shows. MUSIC: 90% MOR. FEATURES: call in program 11.05-11:30 am, M-F. Sun — Spanish program 10-10:45 am; Polish 12N-2 pm. Weather programs at :15 & :45 daily, including boating conditions. Contact Representative for further details. Rec'd 9/30/74.

1. PERSONNEL
President—Andrew J. Warhola.
General Manager—Alynne Schletter.

2. REPRESENTATIVES
PRO/Meeker Radio.
King Communications Incorporated.

3. FACILITIES
500 w.; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11b, 12b, 13b, 14g, 15b, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60g, 60i, 61c, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with The Rep Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Eff 9/9/74—Rec'd 9/12/74.

6. SPOT ANNOUNCEMENTS

6 AM-7 PM:	1x	156x	260x	312x	520x	1000x
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	10.00	9.00	8.00	7.00	6.00	5.00
10 sec	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

WK SATURATION:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00
10 sec	4.00	3.50	3.00	2.50	2.00

Within 1 consec 7-day period.

WZLE

1975

LORAIN

Media Code 4 236 6030 7.00

Lake Erie Broadcasting Co., 214 Sheffield Center, Lorain, Ohio 44055. Phone 216-233-8403.

STATION'S PROGRAMMING DESCRIPTION

WZLE: Programmed for general interest adult listeners.

MUSIC: MOR format, popular standards daytime, hit country after 7 pm. NEWS: UPI wire service, emphasis on local news. Special blocks at 6:45, 7:45 am, 12:15, 6, 11 pm. 5 min at :60 & :30. Farm news & financial market reports. Weather from U. S. Weather Bureau. Marine weather forecasts, school closings & severe weather warnings. SPORTS: local high school & county sports. Football, basketball, other sports. RELIGIOUS: Sunday morning until noon. Public affairs & community involvement. Rec'd 7/23/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. Gene Sens.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28a, 29a, 33a.
Comb.; Cont. Discounts: 60b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 1 Eff 6/1/75—Rec'd 7/23/75.

AA—Mon thru Sun 6-9:30 am, noon-1 pm, 3-6:30 pm & all news, weather, sports.

A—Mon thru Sun 9:30 am-noon, 1-3 pm & 6:30 pm-midnight.

6. SPOT ANNOUNCEMENTS

	—1 min—		—30 sec—	
	A	AA	A	AA
1 x	8.90	10.15	6.55	7.55
50 x	8.15	9.40	6.00	7.00
150 x	7.35	8.60	5.75	6.75
250 x	6.80	8.05	5.50	6.50
400 x	6.50	7.75	5.25	6.25
600 x	6.30	7.55	5.00	6.00
900 x	6.00	7.25	4.75	5.75
1200 x	5.50	6.75	3.95	4.95
1500 x	5.00	6.25	3.70	4.70
2000 x	4.70	5.95	3.40	4.40

7. PACKAGE PLANS

7	A			AA			
DAYS:	25 ti	50 ti	75 ti (*)	25 ti	50 ti	75 ti	(*)
1 min	6.30	6.00	5.50	5.00	7.55	7.25	6.75	6.25
30 sec	5.00	4.75	3.95	3.70	6.00	5.75	4.95	4.70

(*) 100 ti.

10 SECONDS

1 WK:	ROS	TRF	1 WK:	RDS	TRF
1 ti	4.75	5.25	50+	2.85	3.65

8. PROGRAM TIME RATES

	1x	50x	100x	150x	250x	300x
4-5 min	14.25	12.70	12.00	11.40	10.70	9.90
9 min	18.35	16.70	15.60	14.70	13.90	12.75
14 min	22.25	20.00	19.00	17.70	16.70	15.45
29 min	38.70	34.90	32.80	31.10	29.10	27.00
59 min	65.00	58.35	55.25	51.90	48.75	45.55

Submitted by H. Gene Sens.

MANSFIELD (2 AM; 2 FM)

Plus 1 paid duplicate.
Richland County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WCLW

1957

WCLW-FM

1962

NAB

Media Code 4 236 6060 4.00

Frederick Eckhardt, 771 McPherson St., Mansfield, Ohio. 44906. Phone 419-525-2333.

1. PERSONNEL
Pres., Gen'l & Com'l Mgr.—Frederick Eckhardt.

3. FACILITIES
250 w., 1140 kc.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 25,000 w.; 105.3 mc.
Operating schedule: 6:00 am-11:00 pm.

4. AGENCY COMMISSION
15% on time; no cash discount. Bills payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25b, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 47e, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62d.
Cancellation: 70a, 71b.
Member: Buckeye Farm Network.

TIME RATES

Rates effective December 20, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	48.00	29.00	19.00	14.00	9.50	6.50
13 times	45.00	27.00	17.00	13.25	9.00	5.00
52 times	40.00	24.00	16.00	12.00	8.00	4.50
104 times	35.00	21.00	14.50	11.00	7.00	4.00

(*) 1-minute, 100 words or less.

WMAN

1939

American Information Network

NAB RAB

Media Code 4 236 6120 6.00

Richland, Inc., Box 8, 144-1/2 Park Ave. W., Mansfield, Ohio 44901. Phone 419-524-2211.

STATION'S PROGRAMMING DESCRIPTION

WMAN: Programmed for adults and young adults. General popular music 56%, middle-of-the-road 30%, standard 20%, showtunes, light classicals, country 6%. NEWS 18%: 10% network, 8% local. SPORTS 13%: professional, college and high school football, major league baseball and high school basketball. Public affairs, other talk programs 13%. M-F schedule: 5:45-6:30 am news, farm news and interviews, 6:30-9 am news, some music, 9-11 am variety, woman's features, 11 am-1 pm public service features, music, 1-4 pm music, news, guest conversation, 4-7:30 pm music, news, sports, 7:30 pm-12M music, news, talk, live sports. Contact Representative for further details. Rec'd 8/4/67.

1. PERSONNEL
President—Vaughn P. Rubin.
Vice-Pres. & Gen'l Mgr.—Charles M. Carson.
Program Director—Robert A. James.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 22b 23a, 24b, 25a, 26, 29a.
Contracts: 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
Affiliated with American Information Network.
Affiliated with ATA Radio Network.
Member: Ohio Radio Network.

TIME RATES

No. 6 Eff 7/1/74—Rec'd 6/28/74.

AA—Mon thru Fri 6-10 am, 11:30 am-1:30 pm & 3-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	15.00	13.25	12.35	14.00	12.25	11.35
13 x	14.10	12.50	11.50	13.10	11.50	10.50
26 x	13.25	11.95	10.60	12.25	10.95	9.60
52 x	12.35	11.05	9.70	11.35	10.05	8.70
104 x	11.50	10.20	8.80	10.50	9.20	7.80
156 x	10.60	9.30	7.95	9.60	8.30	6.95
260 x	9.70	8.40	7.05	8.70	7.40	6.05
520 x	8.80	7.50	6.20	7.80	6.50	5.20
1000 x	7.95	6.65	5.30	6.95	5.65	4.30

7. PACKAGE PLANS

7 CONSEC DAYS:

30 ti, deduct .30 50 ti, deduct .50

6. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	113.55						
1/2 hr	67.65	64.70	61.75	58.80	55.90	52.95	50.00
1/4 hr	44.70	43.25	41.75	40.60	38.80	37.65	34.70
10 min	36.20	34.70	33.25	31.75	30.30	28.80	27.65
5 min	22.35	21.75	20.60	20.00	19.10	18.25	17.35

WNCO-FM

1947

ASHLAND

NAB

(This is a paid duplicate of the listing appearing under Ashland, Ohio.)

Media Code 4 236 0421 4.00

Ashland Broadcasting Corp., Box 311, Mansfield Rd., Ashland, Ohio 44805. Phone 419-289-2605.

STATION'S PROGRAMMING DESCRIPTION

WNCO-FM: Programmed for adults and young adults. MUSIC: C & W. NEWS: local, regional, national. FEATURES: club calendar, swap shop, markets, weather, agriculture & sports news. Contact Representative for further details. Rec'd 10/18/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Walter Roberts.

2. REPRESENTATIVES
PRO Time Sales, Inc.
Regional Reps Corp.

3. FACILITIES
ERP 50,000 w.; 101.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 388 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES

No. 6 Eff 6/1/71—Rec'd 10/18/73.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
1 x	6.50	4.00	2.50
260 x	6.00	3.50	2.00

7. PACKAGE PLANS

PER WK. ROS:	1 min	30 sec	10 sec
36 ti	5	3	2

(D)

WVNO

1962

RAB NAFMB

Media Code 4 236 6180 0.00

Johnny Appleseed Broadcasting Co., 2900 Park Ave. W., Mansfield, Ohio 44906. Phone 419-529-5900.

STATION'S PROGRAMMING DESCRIPTION

WVNO: Programmed for groups 25-49 years. Daytime: housewife and professional and clerical in office. Nighttime: male head of household. MUSIC: 85%: general popular instrumental middle-of-the-road sub-categories, 80% middle-of-the-road, 15% jazz oriented, 3% semi-classical, light, 2% religious Sun only. Air personality 6-9 am, 3:30-4:30 pm, 8:30-9:30 pm. NEWS 10%: national 4%, international 4%, regional and local 2%. Network news every 60 min at :30, 3 mobile news cruisers, Hals Hour, UPI. Public affairs commentary 2.5%. Rec'd 1/27/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gunther Meisse.
Program Director—Charles Beekley.
General Sales Manager—Glen Cheesman.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.1 mc. Stereo.
Operating schedule: 5:30-2:30 am. EST.
Antenna ht.: 345 ft. above average terrain.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3c, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25c, 29a.
Contracts: 40a, 44a, 45, 46, 51c.
Comb.; Cont. Discounts: 60f.
Cancellation: 72, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 8/1/74—Rec'd 7/19/74.

6. SPOT ANNOUNCEMENTS

CLASS AA—5 AM-MIDNIGHT

	1x	13x	26x	52x	156x	260x	520x	1000x
1 min	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	12.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00
15 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

WEEKLY SATURATION PLANS

7 CONSEC DAYS:	20 ti	30 ti	40 ti	50 ti
1 min	11.00	10.00	9.00	8.00
30 sec	9.00	8.00	7.00	6.00
15 sec	6.50	6.00	5.50	5.00

Submitted by G. Meisse.

MARIETTA (2 AM; 1 FM)

Washington County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WBRJ

1964

Subscriber to the NAB Radio Code

Media Code 4 236 6240 2.00

5KW, Inc., Box 329, Pennsylvania Ave., Marietta, Ohio 45750. Phone 614-373-6910.

STATION'S PROGRAMMING DESCRIPTION

WBRJ: MUSIC: modern country including top 100 singles, top 50 albums. NEWS: at :25 & :55; expanded 11:45 am & 4:45 pm; 3 man news staff; weather at :15 & :45 from U. S. weather service wire. FARM: reports M-Sat at 1 pm. 7 combo announcers. 10 sec talk format, 5 records each 30 min. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
Station Manager—Carl Clovis.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Pittsburgh—Gateway Reps, Inc.
Regional Reps Corp.

3. FACILITIES
5,000 w. days; 910 kc. Directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 15b.
Basic Rates: 22a, 23a, 28a, 29a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60b, 60e, 61a.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with KBS and ATA Radio Network.
Member: Ohio Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff ——— Rec'd 2/26/75.

AA—Mon thru Fri 6-9 am & 3-6 pm; Sat 6 am-3 pm.

A—Mon thru Fri 9 am-3 pm; Sat after 3 pm, Sun all day, all other times.

6. SPOT ANNOUNCEMENTS

	1x	150x	250x	350x	500x	750x	1000x
CLASS AA							
1 min	6.40	5.75	5.60	5.35	5.25	5.10	5.10
30 sec	5.10	4.50	4.35	4.25	4.10	3.95	3.85
20 sec	3.10	3.20	3.05	2.95	2.70	2.55	2.45
CLASS A							
1 min	5.75	5.50	5.00	4.75	4.60	4.45	4.25
30 sec	4.80	3.90	3.70	3.60	3.50	3.35	3.20
20 sec	3.25	3.20	2.55	2.45	2.35	2.25	2.10

7. PACKAGE PLANS

WEEKLY PLANS—ROS

(50%AA, when available)

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min	5.25	4.85	4.60	4.40	4.30	4.15	4.00
30 sec	4.00	3.60	3.45	3.35	3.20	3.10	2.95
20 sec	2.60	2.45	2.30	2.25	2.20	1.95	1.80

10. SPECIAL FEATURES

NEWSCASTS

News 5-minutes at :25 and :55 each hour. Ohio and West Virginia headlines 1-1/2 x the applicable 1-minute rate.

WEATHER HIGHLIGHTS

At :15 and :45 each hour, 3 minutes each at 1-1/4 x applicable 1-minute rate. (D)

WMOA

1948

WMOA-FM

1966

NAB

Media Code 4 236 6300 4.00

WMOA, Inc., Box 708, Marietta, Ohio. 45750. Phone 614-373-1490.
Studio: 925 Lancaster Street, Marietta, Ohio.

STATION'S PROGRAMMING DESCRIPTION

WMOA: Programmed for general interest.

AIR PERSONALITIES handle all segments. NEWS: network, state and local every hour on hour. MUSIC: general popular music throughout day. Sports, news local, state, national and international, stock market report, local social events, weather daily, M-F 5:45-6:30 pm. Local high school and college football and basketball, major league baseball and football, college rowing. Music 80%, news, talk and sports 20%. Weekend programming includes sports, news & music. Rec'd 6/2/75.

1. PERSONNEL
President—Ray H. Rosenblum.
General Manager—Lawrence P. Steinel.
Office Manager—Janet Pottmeyer.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
15/0 time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with CBS.

(This listing continued on next page)

TIME RATES
Eff————Rec'd 4/30/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	520x
1 min	5.50	5.00	4.50	4.00
30 sec	4.40	4.00	3.60	3.20

9. PARTICIPATING PROGRAMS
Women's World — Mon thru Fri 11:05-11:30 am.
Marietta College Student Center Interviews—Sat 11 am-noon.
Per participation 10.00

10. SPECIAL FEATURES
Cincinnati Reds baseball, per participation 6.00
Cleveland Browns football, per participation 6.00
(Q)

MARION (1 AM; 2 FM)

Marion County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WDIF
1975

NAB NAFMD

Media Code 4 236 6330 1.00
Scantland Broadcasting, 135 S. Prospect, Marion, Ohio 43302. Phone 614-387-9343.

STATION'S PROGRAMMING DESCRIPTION
WDIF: Programmed for adults 18-49 & teens.
MUSIC: rock, progressive rock & current hits combined with some solid gold. AIR PERSONALITIES handle all music segments. NEWS: 4 min local & regional at :25. 5 min network, national & world news at :55. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
General Manager—George Scantland, III.
General Sales Manager—Phil Hoover.
Program Director—Bob North.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 24c, 25b, 28c, 29a, 32b, 33b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47e, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 11 Eff————Rec'd 6/2/75.
AAA—Mon thru Sat 6-10 am & 3 pm-1 am.
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-midnight.
A—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

WK, 1 MIN:	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	15.00	10.50	9.50	8.50	7.50	6.50
AA	14.00	9.50	8.50	7.50	6.50	5.50
A	6.00	5.00	4.00	3.00	3.00	3.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(*) Fixed or 1 ti.

7. PACKAGE PLANS
1-MINUTE SATURATION—ROS/BTA

MON-SUN 6-1 AM:	100 ti	50 ti	25 ti
Per wk	400.00	250.00	150.00

30 sec: 80% of 1-min.
FULL PAGE PLAN
10-sec spots, guaranteed minimum 25/maximum 35 in AAA & AA; vertical saturation, BTA, ROS, as available. Maximum 2 per day/2 consec days, per day 82.50.
52-WEEK PLAN—1/2AAA, 1/2AA
500 x ..... 7.00 1000 x 6.00
Unfulfilled contracts subject to short rate.

10. SPECIAL FEATURES
Local news & sports:
AAA, 1-min plus ..... 5.00 AA, 1-min plus 50%
Incl open & close plus 1 1-min spot.
Network news & sports: Applicable rate plus 40%.
All Night Program—Class A, 1/3 sponsorship, rotating, per wk 100.00.

WMRN
1940

Middle-Of-The-Road

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6360 6.00
The Marion Broadcasting Co., Box 518, Marion, Ohio 43302. Phone 614-383-1121.

STATION'S PROGRAMMING DESCRIPTION
WMRN: Programmed for general adult interest.
MUSIC: 50% standards & 50% currently popular.
NEWS: at :60; network & local news staff. Closing market reports at 5:55 pm, M-F. SPORTS: news, interviews, commentary, discussion, high school football & basketball, professional & college football.
FARM: 12:05-12:45 pm, M-Sat, markets, weather, environmental information, news, interviews, farm calendar, consumer information. Woman's program 10:05-11 am, M-F — foods, fashions, interviews, community calendar, phone-in feature for general discussion of homemaker interest. Music 65%, news sports, talk programs 35%. Rec'd 3/30/71.

1. PERSONNEL
President—Worth Kramer.
Vice-Pres. & Gen'l Mgr.—Arthur L. Martin.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional
Operating schedule: 5:30-1 am. EST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22a, 24a, 24c, 25a, 29a, 33a.
Contracts: 40a, 41, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Maximum of 18 spots per day regardless of length.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 19 Eff 3/2/75—Rec'd 2/26/75.
A—Mon thru Sat 6-10 am & 3-7 pm; Sun 7 am-1 pm.
B—Mon thru Sat 5:30-6 am, 10 am-3 pm & 7-8 pm; Sun 1-8 pm.
C—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	A 1 min	A 30 sec	B 1 min	B 30 sec	C 1 min	C 30 sec
1 ti	12.60	9.00	10.80	8.10	8.10	6.10
3 ti	11.45	8.60	10.15	7.70	7.70	5.75
6 ti	10.45	7.85	9.30	6.95	6.95	5.35
12 ti	10.00	7.50	9.10	6.80	6.80	5.15
18 ti	9.75	7.30	8.80	6.55	6.55	4.95
24 ti	9.00	6.80	8.15	6.10	6.10	4.65
30+	8.35	6.25	7.35	5.65	5.65	4.25

Fixed position, extra 1.50.

7. PACKAGE PLANS
TAP—1/3A, 1/3B, 1/3C
FULL EXPOSURE

4 + CONSEC WK, PER WK:	18 ti	24 ti	30 ti
1 min	5.80	5.25	4.60
30 sec	4.65	4.45	4.15
WEEKENDERS—SATURDAY THRU MONDAY			
1 min	5.20	5.00	4.50
30 sec	4.40	4.10	3.85

FRACTIONALS

PER WK:	12 ti	25 ti	50-100
15 sec/less (minimum 12 per wk)	3.70	3.40	2.90

8. PROGRAM TIME RATES
CLASS A

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1 ti	76.00	55.00	42.00	32.00	21.25	16.00
2 ti	70.00	50.00	29.50	25.70	18.00	13.60
6 ti	65.00	43.50	27.00	22.00	17.00	12.45
CLASS B						
1 ti	70.00	50.00	37.75	28.20	19.90	15.25
2 ti	65.00	43.50	27.00	22.00	17.00	12.45
6 ti	60.00	38.00	23.70	19.20	15.80	11.30
CLASS C						
1 ti	65.00	38.00	24.60	21.20	14.80	10.75
2 ti	60.00	30.75	20.35	18.00	13.55	9.65
6 ti	53.00	27.00	18.00	17.00	12.45	8.60

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%
Does not apply to Special Plans.

WMRN-FM
1953

Beautiful Music

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6361 6.00
The Marion Broadcasting Co., Box 518, Marion, Ohio 43302. Phone 614-383-1131.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMRN-FM: Programmed for general interest.
MUSIC: general popular, including standards, showtunes & film music. Rec'd 9/14/72.

3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 106.9 mc. Stereo.
Operating schedule: 6-1 am daily. EST.
Antenna ht.: 340 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 3/30/75—Rec'd 3/31/75.

7. PACKAGE PLANS
TAP—ROTATING 6-1 AM

WK, 1 MIN/LESS:	1 ti	7 ti	14 ti	21 ti	*28-56
13 wk	8.85	7.80	6.60	5.50	4.40
26 wk	8.50	7.40	6.35	5.25	4.10
39 wk	8.25	7.15	6.00	5.00	3.85
52 wk	7.95	6.90	5.75	4.70	3.55
SHORT-TERM SCHEDULES—LESS THAN 13 WKS					
Ea	9.35	8.25	7.15	6.00	

(*) Maximum.

MASSILLON

Stark County—Map Location F-5
See SRDS consumer map and market data at beginning of the State.

See Canton
(including Massillon)

MEDINA

Medina County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WDBN (FM)
1960

NAB NAFMD

Subscriber to the NAB Radio Code
Media Code 4 236 6480 4.00
WDBN, Inc., 4986 Gateway Dr., Medina, Ohio 44256. Phone 216-523-1345.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert McBride Miller.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 14c.
Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.
Contracts: 40c, 41, 42b, 44a, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60e, 60i, 61c, 62d.
Cancellation: 70a, 71a, 72.
Prod. Services: 80.
Affiliated with ATA Radio Network.

TIME RATES
No. 5 Eff 6/1/70—Rec'd 5/27/70.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am & 3-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 ti	50.00	40.00	40.00	32.00	35.00	28.00
6 ti	48.00	38.40	38.00	30.40	33.00	26.40
12 ti	46.00	36.80	36.00	28.80	31.00	24.80
18 ti	44.00	35.20	34.00	27.20	29.00	23.20
PER YR:						
250 x	44.00	35.20	34.00	27.20	29.00	23.20
500 x	42.00	33.60	32.00	25.60	27.00	21.60
1000 x	40.00	22.00	30.00	24.00	25.00	20.00

C: 60% of B rates.
Guaranteed rotation within specific time periods.

7. PACKAGE PLANS
DAYTIME—1/2AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	45.00	43.00	41.00	39.00
30 sec	36.00	34.40	32.80	31.20
PER YR:		250x	500x	1000x
1 min		41.00	39.00	37.00
30 sec		32.80	31.20	29.60

Guaranteed rotation within Plan time periods.
TAP—1/3AA, 1/3A, 1/3B

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	42.00	40.00	38.00	36.00
30 sec	33.60	32.00	30.40	28.80
PER YR:		250x	500x	1000x
1 min		38.00	36.00	34.00
30 sec		30.40	28.80	27.20

WEEKLY PLAN—BTA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	88.00	86.00	84.00	82.00
30 sec	30.40	28.80	27.20	25.60
PER YR:		250x	500x	1000x
1 min		34.00	32.00	30.00
30 sec		27.20	25.60	24.00

Preemptible on 24-hour notice. Make-goods at best available comparable times.
ROS—BTA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	33.00	31.00	29.00	27.00
30 sec	26.40	24.80	23.20	21.60
PER YR:		250x	500x	1000x
1 min		29.00	27.00	25.00
30 sec		23.20	21.60	20.00

Preemptible without notice. Make-goods scheduled at station's discretion.

8. PROGRAM TIME RATES

	Per wk 1 ti	3 ti	5 ti	10 ti	Per yr 100x	250x	500x
5 min	65	63	61	59	40	35	30

10. SPECIAL FEATURES
NEWSCASTS
Mon thru Fri 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon, 3, 4, 5, 6, 7 pm:

	Per wk 1 ti	3 ti	5 ti	10 ti	Per yr 100x	250x	500x
5 min	75	73	71	69	50	45	40

Includes 1 1-minute spot plus 10-second open and close.
Edited by Robert M. Miller.
(D-2)

MENTOR

Lake County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WPVL
1956
PAINESVILLE

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Painesville, Ohio.)
Media Code 4 236 6900 1.00
Lake Communications Corp., 1 Radio Place, Painesville, Ohio 44077. Phone 216-352-8155; Cleveland 942-2918.

STATION'S PROGRAMMING DESCRIPTION
WPVL: Programmed for adult general interest.
NEWS: 60% local, 40% national. 6-10 am: news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools, pets, community events, equestrian interests, area history. 12:30-1 pm & 5:30-6 pm National and local news, weather, stock market reports & sports interviews. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Anthony S. Ocepek.
General Sales Manager—Thomas E. Guthrie.
Station Manager—Gary L. Kneisley.

3. FACILITIES
1,000 w. days, 500 w. nights; 1460 kc. Directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 7405R Eff 5/1/74—Rec'd 5/31/74.
Traffic—Mon thru Sat 6-10 am & 3-7 pm.
ROS—All other times.

6. SPOT ANNOUNCEMENTS
ROS

PER YR:	1x	13x	26x	52x	104x	156x	208x
PER WK:				1 ti	2 ti	3 ti	4 ti
1 min	11.80	11.80	10.80	10.40	9.90	9.40	8.90
30 sec	9.40	9.10	8.70	8.40	8.00	7.70	7.30
15 sec	7.10	6.80	6.60	6.40	6.10	5.90	5.60
PER YR:	260x	312x	365x	520x	1040x	1560x	
PER WK:	5 ti	6 ti	7 ti	10 ti	20 ti	30 ti	
1 min	8.50	8.00	7.50	7.10	6.60	6.10	
30 sec	6.90	6.60	6.30	5.90	5.50	5.20	
15 sec	5.40	5.20	4.90	4.70	4.50	4.30	

TRAFFIC

PER YR:	1x	13x	26x	52x	104x	156x	208x
PER WK:				1 ti	2 ti	3 ti	4 ti
1 min	15.30	14.80	14.40	13.90	13.40	12.90	12.50
30 sec	12.30	11.90	11.50	11.20	10.80	10.50	10.10
15 sec	9.20	8.90	8.70	8.50	8.30	8.00	7.80
PER YR:	260x	312x	365x	520x	1040x	1560x	
PER WK:	5 ti	6 ti	7 ti	10 ti	20 ti	30 ti	
1 min	12.00	11.60	11.10	10.60	10.10	9.70	
30 sec	9.80	9.40	9.10	8.70	8.40	8.00	
15 sec	7.50	7.30	7.10	6.80	6.60	6.40	

7 pm-sign-off. ROS less 10%.

10. PROGRAM TIME RATES
ROS

PER YR:	1x	13x	26x	52x	156x	312x	520x
PER WK:				1 ti	3 ti	6 ti	10 ti
2-1/2 min	15.30	14.40	13.40	12.50	11.50	10.60	9.70
5 min	17.70	16.70	15.80	14.80	13.90	12.90	12.00
10 min	27.10	26.10	25.20	24.20	23.20	22.40	21.40
1/4 hr	34.10	33.20	32.20	31.30	30.40	28.20	27.30
1/2 hr	56.50	55.50	54.60	53.70	52.70	51.80	50.80
TRAFFIC							
2-1/2 min	20.00	19.10	18.10	17.20	16.20	15.30	14.40
5 min	21.20	20.20	19.30	18.40	17.40	16.50	15.50
10 min	31.80	30.80	29.90	28.90	28.00	27.10	26.10
1/4 hr	38.80	37.90	36.90	36.00	35.10	34.10	33.20
1/2 hr	61.20	60.30	59.30	58.40	57.40	56.50	55.50

7 pm-sign-off, ROS less 10%.
(D)

MIDDLEPORT-POMEROY

(1 AM; 1 FM)

Meigs County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WMPO
1959

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6540 5.00
Radio Mid-Pom, Inc., Box 71, Middleport, Ohio 45760. Phone 614-992-5355.

1. PERSONNEL
Pres. & Gen'l Mgr.—John E. M. Kerr.

2. REPRESENTATIVES
George T. Hopewell, Inc.

2. FACILITIES
5,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: Ohio Radio Network.

TIME RATES
No. 7 Eff 7/1/73—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	16 ti	21 ti	31 ti	61 ti	91-120
PER YR, CONTRACT:				360x	720x	1080x
1 min	3.45	3.20	2.95	2.85	2.70	2.65
30 sec	2.60	2.50	2.30	2.20	2.10	2.05
20 sec	2.30	2.20	2.15	2.10	2.05	1.95
10 sec	2.15	2.10	2.05	1.95	1.90	1.85

WMPO-FM
1973

NAB

Media Code 4 236 6541 3.00
Radio Mid-Pom, Inc., Box 71, Middleport, Ohio 45760. Phone 614-992-5355.
See affiliated AM station for additional information.

1. PERSONNEL
Station Manager—Bob Cooper.

3. FACILITIES
ERP 1,900 w. (horiz.), 1,900 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 365 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
No. 1 Eff 7/1/73—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	16 ti	21 ti	31 ti	61 ti	91-120
PER YR, CONTRACT:				360x	720x	1080x
1 min	3.00	2.75	2.55	2.45	2.35	2.30
30 sec	2.25	2.15	2.00	1.90	1.80	1.75
20 sec	2.00	1.90	1.85	1.80	1.75	1.70
10 sec	1.85	1.80	1.75	1.70	1.65	1.60

MIDDLETOWN

Butler County—Map Location A-8
See SRDS consumer market map and data at beginning of the State.

See Hamilton-Middletown
(including Fairfield)

OHIO

MILFORD

Clermont County—Map Location R-9
See SRDS consumer market map and data at beginning of the State.

See Cincinnati
(including Covington, Erlonger, Newport, Ky.; Milford, Ohio)

MOUNT VERNON (1 AM; 1 FM)

Knox County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WMVO
1958

NAB

WMVO-FM
1951

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6600 7.00
The Mount Vernon Broadcasting Co., Box 348, Coshocton Rd., Mount Vernon, Ohio 43050. Phone 614-393-2111, 392-0946.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stephen Zelkowitz.
2. REPRESENTATIVES
Dome & Associates, Inc.
Regional Reps Corp.
3. FACILITIES
500 w. days; 1300 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 20,000 w.; 93.7 mc.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Member: Ohio Radio Network, Farm Radio Network, Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 7/29/74.

7. PACKAGE PLANS

WK:	5 ti	10 ti	15 ti	20 ti	25 ti	40 ti	50 ti
1 min	6.35	6.20	6.10	6.00	5.90	5.50	4.70
30 sec	5.25	5.10	5.00	4.90	4.80	4.40	3.60
PER YR. BULK:				500x	1000x	1500x	2000x
1 min				6.00	5.50	4.95	4.40
30 sec				4.90	4.40	3.85	3.30

NAPOLEON

Henry County—Map Location R-4
See SRDS consumer market map and data at beginning of the State.

WNDH (FM)
1972

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 6630 4.00
Maumee Valley Broadcasting, Inc., Box 87, 721-1/2 N. Perry St., Napoleon, Ohio 43545. Phone 419-592-8060.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. Ray Malone.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Agri Broadcasting Network.

TIME RATES
Eff 9/1/74—Rec'd 7/29/74.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100x	150x	200x
1 min	5.75	5.40	5.00	4.75	4.50	4.30	4.10
30 sec	4.60	4.20	4.00	3.80	3.60	3.45	3.30

NEWARK (2 AM; 2 FM)

(including Heath)

Licking County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCLT
1949
NEWARK

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6660 1.00
WCLT Radio, Inc., Route 13, Jacksontown Pike, Newark, Ohio 43055. Phone 614-345-4004.

1. PERSONNEL
President—T. A. Rogers.
Vice-Pres. & Gen'l Mgr.—Robert Pricer.
2. REPRESENTATIVES
PRO/Meeker Radio.
Regional Reps Corp.
3. FACILITIES
500 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60c, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 3/1/70—Rec'd 3/8/71.
AA—6-9 am & 3-6 pm.
A—9 am-3 pm.

6. SPOT ANNOUNCEMENTS

	1x	50x	150x	250x	500x	800x	1200x
CLASS AA							
1 min	8.55	8.20	7.80	7.30	6.80	6.10	5.65
30 sec	6.70	6.35	6.00	5.70	5.35	5.00	4.70
CLASS A							
1 min	7.55	7.20	6.80	6.30	5.80	5.10	4.65
30 sec	5.70	5.35	5.00	4.70	4.35	4.00	3.70

10 sec: 60% of 1-min.

7. PACKAGE PLANS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
10 ti	7.55	5.65	5.95	4.45
15 ti	7.20	5.40	5.75	4.30
20 ti	6.80	5.10	5.45	4.10
25 ti	6.40	4.80	5.15	3.85

10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x
3 min	8.90	8.35	7.85	6.80	5.75
5 min	10.25	9.85	9.45	8.90	7.85
10 min	15.30	14.60	13.85	13.10	11.25
1/4 hr	20.75	20.10	19.50	18.75	16.90

WCLT-FM
1947
NEWARK

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6661 9.00
WCLT Radio, Inc., Rt. 13, Jacksontown Pike, Newark, Ohio 43055. Phone 614-345-4004.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w.; 100.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 332 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 3/1/70—Rec'd 3/8/71.

6. SPOT ANNOUNCEMENTS

	1x	50x	150x	250x	500x	800x	1200x
1 min	4.20	3.95	3.70	3.45	3.20	2.95	2.70
30 sec	3.20	3.00	2.80	2.60	2.40	2.20	2.00

10 sec: 60% of 1-min.

WHTH
1970
HEATH

NAB

RAB

Media Code 4 236 6675 9.00
Runnymede Corp., Box 1057, 1000 N. 40th St., Newark, Ohio 43055. Phone 614-344-0361.

STATION'S PROGRAMMING DESCRIPTION
WHTH: MUSIC: MOR. NEWS: local every hour, UPI audio. Contact Representative for further details. Rec'd 11/24/71.

1. PERSONNEL
General Manager—Carey Justice.
Farm Director—Jack Gieseler.
Sports Director—Steve Dugan.
2. REPRESENTATIVES
Corlett Associates.
Ohio, Pa.—King Communications Incorporated.
3. FACILITIES
250 w.; 1000 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 44a, 45, 56, 47a, 48.
Comb.; Cont. Discounts: 60a, 60e, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 81, 82.
FM facilities: WNKO (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/73—Rec'd 12/22/72.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	150x	250x	500x	800x	1200x
1 min	8.00	7.75	7.50	6.75	6.25	5.75	5.25	4.75
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.00
20 sec	5.50	5.25	5.00	4.75	4.50	4.25	3.75	3.25
10 sec	2.75	.....	.....	.....	.....	.....	.....	.....

Drive & guaranteed times, per spot, extra 1.00.

8. PROGRAM TIME RATES

	1x	25x	50x	130x	260x
1/4 hr	20.00	19.50	19.00	18.25	17.00
10 min	15.00	14.25	13.50	12.00	11.00
5 min	10.00	9.50	9.00	8.50	8.00

10. SPECIAL FEATURES

NEWS:	1x	25x	50x	130x	260x
1/4 hr	23.50	23.00	22.50	21.75	20.50
10 min	18.50	17.75	17.00	15.50	14.50
5 min	13.50	13.20	13.00	12.25	11.25

Weather/Time—ea 2.30 (minimum 5 per day).
Submitted by Carey Justice.

WNKO (FM)
1972
NEWARK

NAB

RAB

Media Code 4 236 6678 3.00
Runnymede Corp., Box 1057, 1000 N. 40th St., Newark, Ohio 43055. Phone 614-344-0361.
See affiliated AM station for additional information
AM facilities: WHTH.

STATION'S PROGRAMMING DESCRIPTION
WNKO (FM): Programmed for adults and young adults.
4 AIR PERSONALITIES sign-on to sign-off. MUSIC: general popular: albums 65%, country and western 30%, current hits 20%, MOR 50%, instrumental 50%, vocals 50%. 1 hour music specials every night. NEWS: national at :60, state & local at :30. School news 2 hours weekly. SPORTS: 5 min reports 6X daily. Professional baseball, high school football, basketball and baseball. Community service oriented. COMMERCIAL POLICY: 18 min max per hour. Contact Representative for further details. Rec'd 3/7/74.

1. PERSONNEL
Sales Manager—Tom Swank.
Program Director—Jon Hall.
3. FACILITIES
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10th of month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/73—Rec'd 3/13/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	150x	250x	500x	800x	1200x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

10 sec, flat 2.00.

NEW BOSTON

Scioto County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

See Portsmouth
(including New Boston)

NEW PHILADELPHIA-DOVER

(1 AM; 2 FM)

Tuscarawas County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WJER
1950
DOVER-NEW PHILADELPHIA

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6662 5.00
Dover Broadcasting Co., 646 Boulevard St., Dover, Ohio 44622. Phone 216-343-7755

STATION'S PROGRAMMING DESCRIPTION
WJER: Programmed for adults and young adults. NEWS: network at :30; local at :60, 15-min local news at 10 am & 12 Noon AP. Extensive news, sports & markets 5-5:30 pm. FARM: markets, county extension programs & local farm news 12:45-1 pm. MUSIC: MOR 5 am-7 pm; Rock 7 pm-12M. SPORTS: local high school sports, pro baseball & football, college football. COMMERCIAL POLICY: 18 minutes maximum per hour. Contact Representative for further details. Rec'd 10/18/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Don Graff.
Assistant Manager—Garry A. Petricola.
Sales Manager—Lawrence Pozzi.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
Partial simulcast operation. Simulcast 5-9 am. For non-simulcast facilities see WJER-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a 3a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11i, 12g, 13h, 14g.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51c
Comb.; Cont. Discounts: 60c, 60e, 62b, 62d.
Cancellation: 70a, 71a, 72.
Prod Services: 82
Member: Ohio Radio Network, Farm Radio Network, Buckeye Farm Network, Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 11/1/74—Rec'd 10/18/74.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	6.00	4.50	5.00	3.75	4.00	3.00
105 x	5.55	4.20	4.65	3.50	3.70	2.80
251 x	5.15	3.90	4.30	3.25	3.45	2.60
500 x	4.75	3.60	3.95	3.00	3.15	2.40
1000 x	4.30	3.30	3.60	2.75	2.90	2.20

WJER-FM
1968
DOVER-NEW PHILADELPHIA

NAB

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6683 3.00
Dover Broadcasting Co., Inc., 646 Boulevard St. Dover, Ohio 44622. Phone 216-343-7755.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 101.7 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WJER.

TIME RATES
No. 12 Eff 1/1/74—Rec'd 12/5/73.

6. SPOT ANNOUNCEMENTS

	1x	105x	251x	500x	1000x
1 min	4.00	3.70	3.45	3.15	2.90
30 sec	3.00	2.80	2.60	2.40	2.20

WNPQ (FM)
1969
NEW PHILADELPHIA

Media Code 4 236 6690 8.00
Tuscarawas Broadcasting Co., Inc., Box 143, High Ave., New Philadelphia, Ohio 44663. Phone 216-343-2700.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ken Neff.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 24 hours, EST.
Antenna ht.: 229 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b, 15c.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WBTC, Uhrichville.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/69—Rec'd 7/30/70.

6. SPOT ANNOUNCEMENTS

	1 min			1 min
1 x	3.85	156 x		3.35
13 x	3.75	208 x		3.25
26 x	3.65	260 x		3.10
52 x	3.55	312 x		2.95
104 x	3.45	365 x		2.80

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	35.00	20.00	14.00	11.00	8.00
13 x	33.25	18.00	12.00	10.50	7.00
26 x	31.50	17.50	11.00	10.20	6.50
52 x	29.75	16.50	10.50	10.00	5.00
104 x	28.00	15.50	9.50	8.00	4.80
156 x	26.25	14.50	9.00	7.50	4.40
208 x	24.50	13.50	8.50	7.00	4.20
260 x	22.75	12.50	8.00	6.50	3.90
312 x	21.00	11.50	7.50	6.00	3.50
365 x	19.25	10.50	7.00	5.50	3.25

NILES

Trumbull County—Map Location G-4.
See SRDS consumer market map and data at beginning of the State.

See Youngstown
(including Compbell, Niles)

NORWALK (1 AM; 1 FM)

Huron County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WLKR
1968

RAB

Media Code 4 236 6720 3.00
Ohio Radio, Inc., Box 547, 285 Benedict Ave., Norwalk, Ohio 44857. Phone 419-668-8151.

1. PERSONNEL
Station Manager—James R. Westerhold.
3. FACILITIES
500 w. days; 1510 kc. Directional.
Operating schedule: sunrise-local sunset. EST.
Partial simulcast operation. Simulcast AM operational hours. For non-simulcast facilities see WLKR-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 2/1/74—Rec'd 9/23/74.

6. SPOT ANNOUNCEMENTS

	5x	156x	260x	520x	1040x	1500x
1 min	7.00	6.75	6.50	6.00	5.50	5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	7.00	6.75	6.50	6.00	5.50	5.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WLKR-FM
1962

RAB

Media Code 4 236 6780 7.00
Ohio Radio, Inc., Box 547, 285 Benedict Ave., Norwalk, Ohio 44857. Phone 419-668-8151.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,500 w.; 95.8 mc.
Operating schedule: 6:00 am-11:00 pm. EST.
Antenna ht.: 175 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WLKR.

TIME RATES
Rates are identical to WLKR. See that listing.

OBERLIN

Lorain County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WOBL

1971

Media Code 4 236 6800 3.00
WOBL, Inc., Box 277, Oberlin, Ohio 44074. Phone 216-774-1570.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harry Wilber.
3. FACILITIES
250 w. days: 1570 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 7/1/74—Rec'd 6/6/74.
AA—6-9 am & 3-7 pm.
A—9 am-3 pm.

8. SPOT ANNOUNCEMENTS

PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	11.00	8.90	10.40	8.10
14-52 x	10.70	8.60	9.75	7.55
104 x	10.30	7.90	9.25	7.15
156 x	9.70	7.45	8.70	6.80
208 x	9.20	7.25	8.25	6.45
260 x	8.70	6.90	7.80	5.95
312 x	8.20	6.40	7.30	5.45
624 x	7.10	6.00	6.20	5.00
1040 x	6.40	5.40	5.60	4.60

20 sec: 90% of 30-sec. 10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	21 ti	31 ti	41 ti	61 ti
1 min	8.70	8.10	7.80	6.50	5.90	5.60
30 sec	6.90	6.55	6.25	5.50	5.10	4.85

20 sec: 90% of 30-sec. 10 sec. 60% of 1-min.
THE WEEKENDER—SAT. SUN, MON & TUES.
40 plan (10 per day), per spot, net 5.00.
20 plan (5 per day), per spot, net 5.50.

OXFORD

Butler County—Map Location A-8
See SRDS consumer makret map and data at beginning of the State.

WOXR (FM)

1959

NAB RAB

Media Code 4 236 6840 9.00
BGS Broadcasting, Inc., 118 E. High St., Oxford, Ohio 45056. Phone 513-523-8411.
Other office—Box 989, Kokomo, Ind. 46901.

1. PERSONNEL
General Manager—Mark Davidson.
3. FACILITIES
ERP 3.000 w.: 97.7 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 255 ft. above average terrain.
4. AGENCY COMMISSION
15/0. Payable when rendered.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ——— Rec'd 12/7/70.

6. SPOT ANNOUNCEMENTS

PER YR	1x	26x	52x	104x
1 min	8.00	7.40	7.05	6.65
30 sec	6.60	6.20	5.90	5.55
10 sec	4.50	4.25	4.00	3.75
	260x	500x	1000x	2000+
1 min	6.10	5.50	5.20	4.80
30 sec	5.15	4.75	4.35	3.95
10 sec	3.50	3.25	3.00	2.75

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	20 ti	40 ti
1 min	7.20	6.85	6.45	5.90
30 sec	6.00	5.70	5.35	4.95
10 sec	4.25	4.00	3.75	3.50

Submitted by Mark Davidson.

PAINESVILLE

Lake County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WPVL

1956

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6900 1.00
Lake Communications Corp., 1 Radio Place, Painesville, Ohio 44077. Phone 216-352-3155; Cleveland 942-2918.

STATION'S PROGRAMMING DESCRIPTION
WPVL: Programmed for adult general interest.
NEWS: 60% local, 40% national. 6-10 am: news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news: 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools, pets, community events, equestrian interests, area history. 12:30-1 pm & 5:30-6 pm National & local news, weather, stock market reports & sports interviews. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Anthony S. Ocepek.
General Sales Manager—Thomas E. Guthrie.
Station Manager—Gary L. Kneisley.
3. FACILITIES
1,000 w. days, 500 w. nights; 1460 kc. Directional.
Operating schedule; 6 am-midnight. EST.
4. AGEN.Y COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 7405B Eff 5/1/74—Rec'd 5/31/74.
Traffic—Mon thru Sat 6-10 am & 3-7 pm.
ROS—All other times.

6. SPOT ANNOUNCEMENTS

ROS

PER YR:	1x	13x	26x	52x	104x	156x	208x
PER WK:	.....	.....	.....	1 ti	2 ti	3 ti	4 ti
1 min	11.80	11.30	10.80	10.40	9.90	9.40	8.90
30 sec	9.40	9.10	8.70	8.40	8.00	7.70	7.30
15 sec	7.10	6.80	6.60	6.40	6.10	5.90	5.60
PER YR:	260x	312x	365x	520x	1040x	1560x	
PER WK:	5 ti	6 ti	7 ti	10 ti	20 ti	30 ti	
1 min	8.50	8.00	7.50	7.10	6.60	6.10	
30 sec	6.90	6.60	6.30	5.90	5.50	5.20	
15 sec	5.40	5.20	4.90	4.70	4.50	4.30	

TRAFFIC

PER YR:	1x	13x	26x	52x	104x	156x	208x
PER WK:	.....	.....	.....	1 ti	2 ti	3 ti	4 ti
1 min	15.30	14.80	14.40	13.90	13.40	12.90	12.50
30 sec	12.30	11.90	11.50	11.20	10.80	10.50	10.10
15 sec	9.20	8.90	8.70	8.50	8.30	8.00	7.80
PER YR:	260x	312x	365x	620x	1040x	1560x	
PER WK:	5 ti	6 ti	7 ti	10 ti	20 ti	30 ti	
1 min	12.00	11.60	11.10	10.60	10.10	9.70	
30 sec	9.80	9.40	9.10	8.70	8.40	8.00	
15 sec	7.50	7.30	7.10	6.80	6.60	6.40	

7 pm-sign-off, ROS less 10%.

10. PROGRAM TIME RATES

ROS

PER YR:	1x	13x	26x	52x	156x	312x	520x
PER WK:	.....	.....	.....	1 ti	3 ti	6 ti	10 ti
2-1/2 min	15.30	14.40	13.40	12.50	11.50	10.60	9.70
5 min	17.70	16.70	15.80	14.80	13.90	12.90	12.00
10 min	27.10	26.10	25.20	24.20	23.20	22.40	21.40
1/4 hr	34.10	33.20	32.20	31.30	30.40	28.20	27.30
1/2 hr	56.50	55.50	54.60	53.70	52.70	51.80	50.80

TRAFFIC

2-1/2 min	20.00	19.10	18.10	17.20	16.20	15.30	14.40
5 min	21.20	20.20	19.30	18.40	17.40	16.50	15.50
10 min	31.80	30.80	29.90	28.90	28.00	27.10	26.10
1/4 hr	38.80	37.90	36.90	36.00	35.10	34.10	33.20
1/2 hr	61.20	60.30	59.30	58.40	57.40	56.50	55.50

7 pm-sign-off, ROS less 10%.

(D)

PARMA

Cuyahoga County—Map Location F-4
See SRDS consumer map and market data at beginning of the State.

See Cleveland

(including Cleveland Heights, Parma, Willoughby)

PIQUA (1 AM; 1 FM)

Miami County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WPTW

1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6960 5.00
WPTW Radio, Inc., 1625 W. Covington Ave., Piqua, Ohio. 45356. Phone 773-3515.

STATION'S PROGRAMMING DESCRIPTION
WPTW: MUSIC: MOR, plus teen oriented.

1. PERSONNEL
Program Director—Joanna Hill.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
250 w. days· 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast sign-on-6:30 am Mon thru Fri; sign-on-8:30 am & noon-sign-off Sat. For non-simulcast facilities see WPTW-FM.
4. AGENCY COMMISSION
15/0: payable when rendered.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 15 Eff 10/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

PER YR:	50x	150x	300x	600x	1200x
PER WK:	1 ti	6 ti	12 ti	24 ti	48 ti
1 min	6.50	6.00	5.50	5.25	4.75
30 sec	5.75	5.25	4.75	4.50	4.00

To be used within 7 consec days. ROS unless ordered on 13-wk minimum sched. AM/FM spots may be split if duplicated spots not available.

WPTW-FM

1960

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 6961 5.00
WPTW Radio, Inc., 1625 W. Covington Ave., Piqua, Ohio 45356. Phone 773-3513.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WPTW-FM: MUSIC: MOR, dance bands, vocals.

3. FACILITIES
ERP 35.600 w.: 95.7 mc.
Operating schedule: 6-1 am. EST.
Partial simulcast operation. Operated separately 8:30 am-5 pm Mon thru Fri; 8:30 am-noon Sat. For simulcast facilities see WPTW.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WPTW. See that listing for rates.

TIME RATES
FM only: Combination rate less 1.00 per spot.

PORT CLINTON

Ottawa County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WRWR (FM)

1961

RAB

Media Code 4 236 7020 7.00
Ohio Radio, Inc., Box P, Port Clinton, Ohio 43452. Phone 419-734-3146.

1. PERSONNEL
Station Manager—Wayne Kenney.
3. FACILITIES
ERP 6,700 w.; 94.5 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 165 ft. above average terrain.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 9/1/72—Rec'd 9/29/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x
1 min	4.50	4.35	4.20	4.00	3.75
30 sec	3.60	3.50	3.40	3.20	3.00
		312x	520x	624x	1000x
1 min		3.50	3.25	3.10	2.85
30 sec		2.80	2.60	2.50	2.30

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	4.35	4.20	4.00	3.75
30 sec	3.50	3.40	3.20	3.00

PORTSMOUTH (3 AM; 2 FM)

(including New Boston)

Sciote County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WIOI

1959
NEW BOSTON

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 7080 1.00
WIOI, Inc., Box 909, Room 211, Masonic Temple Bldg., Portsmouth, Ohio. 45662. Phone 614-354-2801.

1. PERSONNEL
President—Charles R. Maillet.
General Manager—K. O. McGlone.
2. REPRESENTATIVES
King Communications Incorporated.
3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 3a. 4a, 4d. 5, 6a. 7b. 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a. 22b, 23a, 24b, 25a, 29a.
Contracts: 40a. 45. 46, 47a.
Comb.: Cont. Discounts: 60b. 60k. 61a, 61b.
Cancellation: 70a. 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
Eff 9/1/74—Rec'd 9/18/74.

6. SPOT ANNOUNCEMENTS

			1 min	30 sec	15 sec
Ea			6	5	4
PER WK:	1 ti	10 ti	15 ti	20 ti	25 ti
Discount	5%	10%	15%	20%	25%

ADDITIONAL CONTRACT DISCOUNT
13 wk—5% 26 wk—10% 52 wk—25%

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr
1 x	9	14	19	34

WNXT 1951 / WNXT-FM 1960

PORTSMOUTH

NAB RAB

A T/R, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 236 7140 3.00
T/R Inc., Box 1228, Masonic Bldg., Portsmouth, Ohio. 45662. Phone 614-353-1161.

1. PERSONNEL
President—Clay Littick.
Managing Director—Allan Land.
General Manager—Bob C. Wagner.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Regional Reps Corp
3. FACILITIES
5,000 w. days: 1,000 w. nights; 1260 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30-12:30 am. EST.
FM-ERP 900 w.: 99.3 mc.
Operating schedule: 5:30-12:30 am daily; 8 am-midnight Sun. EST.
4. AGENCY COMMISSION
15/0 net time: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d. 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 29a.
Contracts: 40a. 45. 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61c, 62b.
Cancellation. 70a, 70c. 71a, 73a.
Affiliated with American Information Network.
Member: Ohio Radio Network.

TIME RATES
Rates effective August 1, 1954.
Rates received June 30. 1954.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
DAY OR NIGHT

	1/4 hr.	10 min.	5 min.	1 min.
1 time	28.00	21.00	14.00	7.00
26 times	26.60	19.95	13.30	6.65
52 times	25.20	18.90	12.60	6.30
104 times	23.80	17.85	11.90	5.95
156 times	22.40	16.80	11.20	5.60
260 times	21.00	16.75	10.50	5.25
312 times	19.60	14.70	9.80	4.90

30 seconds—70% of applicable 1-minute frequency.
20 seconds—60% of applicable 1-minute frequency.
10 seconds—50% of applicable 1-minute frequency.
Rates for periods longer than 1/4 hour on request.

7. PACKAGE PLANS
WEEKLY SPOT PACKAGES
(Run-of-schedule, within 1 week)
12 times, per spot ——— 5.50
18 times, per spot ——— 5.25
24 times, per spot ——— 5.00

WPAY

1935
PORTSMOUTH

NAB RAB

A Braden Owned Station
Media Code 4 236 7200 5.00
WPAY, Inc., Box 951, 1009 Gallia St., Portsmouth, Ohio 45662. Phone 614-353-5176.

STATION'S PROGRAMMING DESCRIPTION
WPAY: Programmed for general interest, adults & young adults.
MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: emphasis on local; extended report at noon daily, local, state & network reports. FARM: news included in noon report. SPORTS: coverage of area sports & major league baseball. Coverage of area festivals, fairs, annual activities. Local involvement in community affairs featured daily on talk program at 6 pm. Rec'd 1/14/75.

1. PERSONNEL
President—Paul F. Braden.
General Manager—Jesse C. Veach.
Program Director—Michael Cooper.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast noon-12:30 pm, 6-6:30 pm & 10 pm-8 am. For non-simulcast facilities see WPAY-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28c.
Contracts: 40a, 42b, 45. 46, 47a, 48, 49, 50.
Comb.: Cont. Discounts: 60a, 61b. 62c.
Cancellation: 70a, 70c. 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Sold in combination with WPFB, Middletown, Ohio and WSMJ, Greenfield, Ind. 5% discount on schedules placed on two stations: weekly minimum, 100.00.

TIME RATES
Eff ——— Rec'd 1/14/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	9.00	8.60	8.20	7.80	6.40	6.00

30 sec: 85% of 1-min. 10 sec: 65% of 1-min.
Mon thru Sat 5:30-9 am: 1x rate applies.

7. PACKAGE PLANS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	9.00	8.50	8.00	7.50	7.00

6. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/4 hr	32.00	28.75	28.00	27.20	25.60	24.00
10 min	24.00	22.80	20.60	20.40	19.20	18.00
5 min	16.00	15.20	14.40	13.60	12.80	12.00

WPAY-FM

1948
PORTSMOUTH

NAB RAB

A Braden Owned Station
Media Code 4 236 7201 5.00
WPAY, Inc., Box 951, 1009 Gallia St., Portsmouth, Ohio 45662. Phone 614-353-5176.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WPAY-FM: Programmed for general interest, for adults & young adults.
News, sports & special events same as WPAY AM. MUSIC: MOR 12M-4:30 am, country 4:30-8 am, gospel 8 am-5:30 pm, country 8:30 pm-12M. Rec'd 11/6/72.

3. FACILITIES
ERP 93,000 w. (horiz.), 58,000 w. (vert.); 104.1 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 610 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-noon, 12:30-6 pm & 6:30-10 pm. For simulcast facilities see WPAY.

TIME RATES
Rates are identical to WPAY. See that listing.

OHIO

RAVENNA

Portage County—Map Location G-4
See SRDS Consumer market map and data at beginning of the State.

WKNT WKNT-FM

KENT

City of license, Kent, Ohio.
Considered by American Entertainment Network as their Ravenna outlet.
See listing under Akron, Ohio.

ST. MARYS

Auglaize County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WERM (FM)

1964
ST. MARYS-WAPAKONETA

Media Code 4 236 7260 9.00
West Central Ohio Broadcasters, Inc., Box 407, Wapakoneta, Ohio. 45895. Phones 419-738-2413, 394-2113.

1. PERSONNEL
Gen'l & Sales Mgr.—E. R. Miller.

3. FACILITIES
ERP 3,000 w.; 92 1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 165 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Member: Buckeye Farm Network.

TIME RATES
No. 3 Eff 1/1/70—Rec'd 2/2/70.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	26 ti	51 ti	76 ti	101 ti	126+
1 min	4.00	3.60	3.20	2.80	2.40	2.00
30 sec	3.50	3.15	2.80	2.45	2.10	1.75

DISCOUNT
6 mo—less 5% annual—less 14.6%
Edited by E. C. Miller.

SALEM (1 AM; 1 FM)

Columbiana County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WSOM

1965

Media Code 4 236 7320 1.00
Salem Broadcasting Co., Box 389, 300 E. State St., Salem, Ohio 44460. Phone 216-337-9544.

STATION'S PROGRAMMING DESCRIPTION
WSOM: Big band music. News, weather at :60, AP.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Robert C. Harnack.

3. FACILITIES
500 w.; 600 kc. Daytime directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WSOM-FM.

4. AGENCY COMMISSION
15% on time only: bills payable monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Buckeye Farm Network.
Member: Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 7/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

PER WK. EA:	1 ti	3 ti	5 ti	7 ti	10 ti
1 min	6.00	5.75	5.50	5.00	4.50
30 sec	5.00	4.75	4.50	4.25	4.00

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER

PER WK EA:	1 ti	2 ti	3 ti	5 ti	7 ti	10+
5 min	10.00	9.00	8.50	8.00	7.50	6.50

WSOM-FM

1958

Media Code 4 236 7321 9.00
Salem Broadcasting Corp., Farmer's National Bank Bldg., Salem, Ohio. 44460. Phone 216-337-9544.
See affiliated AM station for additional information.

1. PERSONNEL
Sales Manager—Robert C. Harnack.

3. FACILITIES
ERP 100,000 w.; 105.1 mc. Stereo.
Operating schedule: 6-2 am. EST.
Partial simulcast operation. Operated separately local sunset-2 am. For simulcast facilities see WSOM.

5. GENERAL ADVERTISING See coded regulations
Member: Agri Broadcasting Network.

TIME RATES
Rates are identical to WSOM. See that listing.

SANDUSKY (1 AM; 1 FM)

Erie County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WLEC

1947

Media Code 4 236 7380 5.00
Miller Broadcasting Co., Box 417, Sandusky, Ohio 44870. Phone 419-626-2000.

1. PERSONNEL
President—Richard Miller
Vice-Pres. & Gen'l Mgr.—David E. Mehling.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days. 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 48, 51a.
Comb., Cont. Discounts: 60b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES
No. 12 Eff 1/1/74—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

1 MINUTE	(*)	(†)		(*)	(†)
1 x	10.00	11.50	600 x	7.25	8.75
50 x	9.00	10.75	900 x	7.00	8.50
150 x	8.00	9.75	1200 x	6.00	7.75
250 x	7.75	9.25	1500 x	5.50	7.25
400 x	7.50	9.00	2000+	5.25	6.75
30 SECONDS					
1 x	7.50	8.75	600 x	5.50	7.00
50 x	7.00	8.25	900 x	5.25	6.50
150 x	6.50	7.75	1200 x	4.75	5.75
250 x	6.25	7.50	1500 x	4.25	5.50
400 x	5.75	7.25	2000+	3.75	5.25

(*) Housewife.
(†) Traffic.

10 SEC. PER WK:	1 ti	50+
ROS	5.25	3.25
Traffic	5.75	4.25

7. PACKAGE PLANS

1 MINUTE PER WK, EA:	25 ti	50 ti	75 ti	100 ti
Housewife	8.75	8.50	7.75	7.00
Traffic	7.25	7.00	6.00	5.50
30 SECONDS				
Housewife	5.50	5.00	4.75	4.25
Traffic	7.00	6.75	5.75	5.50

Bulk discounts within 7 days.

8. PROGRAM TIME RATES

	1x	50x	100x	150x	250x	300x
5 min	16.00	14.25	13.50	12.75	11.75	11.25
10 min	20.75	18.75	17.50	16.50	15.50	14.25
*1/4 hr	24.75	22.50	21.25	19.75	18.75	17.25
1/2 hr	43.50	39.00	36.75	34.75	32.75	30.50
1 hr	73.50	65.50	62.00	58.00	54.75	51.25

(*) Traffic times, extra 1.75.

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER

PER PROGRAM, EXTRA:	5 min	10 min	1/4 hr
National & state news	1.25	2.00	2.50
National/state/1-min local	——	——	3.00
Local news	——	——	3.50

1-min spot/6 pm news, extra .50.
Edited by David E. Mehling.

WLEC-FM

1959

Media Code 4 236 7381 3.00
Miller Broadcasting Co., Box 417, Sandusky, Ohio 44870. Phone 419-626-2000.
See affiliated AM station for additional information

3. FACILITIES
ERP 6,000 w.; 10217 mc.
Operating schedule: Same as AM. EST.
Antenna ht.: —— ft. above average terrain.

TIME RATES
FM only: 75% of AM rates.

SIDNEY (1 AM; 1 FM)

Shelby County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WMVR

1963

Media Code 4 236 7440 7.00
Dean Miller Broadcasting Corp., R. R. 6, Russell Rd., Box 608, Sidney, Ohio 45365. Phone 513-492-4101.

1. PERSONNEL
General Manager—Ted Jones.

2. REPRESENTATIVES
Pearse Sales.
Regional Reps Corp.

3. FACILITIES
250 w.; 1080 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
No. 5 Eff 1/1/74—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 wk	4.25	4.05	3.85	3.65	3.45	3.25
13 wk	4.15	3.95	3.75	3.55	3.35	3.15
26 wk	4.05	3.85	3.65	3.45	3.25	3.05
52 wk	3.90	3.75	3.55	3.35	3.15	2.95

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WMVR-FM

1964

Media Code 4 236 7441 5.00
Dean Miller Broadcasting Corp., R. R. 6, Russell Rd., Box 608, Sidney, Ohio 45365. Phone 513-492-4101.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule:—24 hours daily. EST.
Antenna ht.: 155 ft. above average terrain.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WMVR. See that listing for rates.

TIME RATES
35% of AM rates.

SPRINGFIELD (2 AM; 1 FM)

Clark County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WBLY

1947

NAB RAB

Media Code 4 236 7500 6.00
Champion City Broadcasting Co., 1711 W. Main St., Springfield, Ohio. 45504. Phone 513-324-5643.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBLY: Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min, 5-6 am farm, weather reports, interviews. 6-7 am middle-of-the-road music. 7-10 am air personality, comedy, audience participation, telephone interviews, discussions, middle-of-the-road music. 10 am-1 pm air personality, current hits, local news. 1-5 pm air personality, middle-of-the-road music, comedy. 5-6 pm sports, news. 6-8 pm air personality, middle-of-the-road music. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
President—Robert L. Yontz.
Program Director—June Powers.
Commercial Manager—Bonald A. Yontz.

2. REPRESENTATIVES
The Devney Organization, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days: 1600 kc. Non-directional.
Operating schedule: 5 am-local sunset. EST.
Partial simulcast operation. Simulcast 5 am-local sunset. For non-simulcast facilities see WBLY-FM.

4. AGENCY COMMISSION
15/0: rendered weekly or monthly

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.
Rate Protection: 12b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 47a, 48.
Comb.: Cont. Discounts: 60b, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
Eff——————Rec'd 2/10/75.
A—Mon thru Sat 6-10 am & 3-6 pm; Sun 8 am-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A				B			
	1 ti	10 ti	20 ti	30 ti	1 ti	10 ti	20 ti	30 ti
1 min	16.00	14.00	13.25	12.50	14.00	12.00	11.25	10.50
30 sec	12.80	11.20	10.60	10.00	11.20	9.60	9.00	8.40

WBLY-FM

1958

NAB RAB

Media Code 4 236 7501 6.00
Champion City Broadcasting Co., 1711 W. Main St., Springfield, Ohio. 45504. Phone 513-324-5643.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBLY-FM: Programmed for adults & teens.
MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. Telephone interviews, discussions. SPORTS: major league baseball, college football & other local events. R & B music & other black programming in late evening. Contact Representative for further details. Rec'd 2/10/75.

3. FACILITIES
ERP 20,000 w.; 102.9 mc. Stereo.
Operating schedule: 5-1 am.
Partial simulcast operation with WBLY. For simulcast rates see WBLY listing.

TIME RATES
Eff——————Rec'd 2/10/75.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	20 ti	30 ti
1 min	8.50	7.00	6.50	6.00
30 sec	6.80	5.60	5.20	4.80

7. PROGRAM RATES
1 hr 75 1/2 hr 40

WIZE

1940
A Great Trails Station

Media Code 4 236 7560 2.00
Great Trails Broadcasting Corp., Box 1104, Springfield, Ohio. 45501. Phone 513-399-4955.
Studio: 1529 Miracle Mile, Springfield, Ohio.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stephen T. Joos.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days. 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a
Cancellation: 70a, 70c, 71a.
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 22 Eff 6/1/74—Rec'd 1/29/75.
AA—Mon thru Sat 6-10 am & 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	10 ti	20 ti	30 ti	40 ti	10 ti	20 ti	30 ti	40 ti
1 min	13.55	12.77	12.18	11.59	10.88	10.35	9.82	9.29
30 sec	10.68	10.21	9.74	9.27	8.71	8.28	7.86	7.44

STEUBENVILLE (Ohio)-WEIRTON (W. Va.)

(3 AM; 1 FM)

Steubenville, Jefferson County, Ohio—Map Location H-5.
Weirton, Hancock County, W. Va.—Map Location H-5
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WEIR

1950
WEIRTON, W. VA.

NAB

Subscriber to the NAB Radio Code

Media Code 4 236 7620 4.00
The 1430 Corp., 3578 Pennsylvania Ave., Weirton, W. Va. 26062. Phone 304-723-1430.

STATION'S PROGRAMMING DESCRIPTION
WEIR: Programmed toward young adults.
MUSIC: top 40 & oldies. NEWS: 5 min local 10x/day at :60; 10 min local at noon & 6 pm. Network at :55, 15 min national, regional, local at 7:30 am 6 days/wk. Editorials 5x/day M-F, various hrs. at :35. SPORTS: network commentator at 8:25 am & 5:25 pm M-Sat. National, regional & local at 6:10 & 11:35 pm. Local, college & pro football & basketball. FABM: at 5:30 am; Sun at 1 pm. Community calendar 5x/day. News interview program 6:15 pm Thurs. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
General Manager—James R. Lang.
Program Director—Jack H. Dibrell.
Continuity Director—Marianne Purkey.

2. REPRESENTATIVES
Bob Dore Associates.
Dome & Associates, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1430 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30-12:10 am. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 3a, 3d, 4a, 4d, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24e, 25a, 26, 27, 28b, 28c, 29a, 30, 33b.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 50, 51c.
Comb.: Cont. Discounts: 60a, 60f, 60i, 61c.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Member: Ohio Radio Network.

TIME RATES
No. 14-N Eff 1/1/72—Rec'd 12/30/71.
AA—Mon thru Sat 6-9 am & 2-6:30 pm.
A—Mon thru Sat 9 am-2 pm & 6:30-11 pm; Sun 6 am-11 pm.
B—11 pm-6 am.

6. SPOT ANNOUNCEMENTS
1 ti, flat 10.00

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.60	5.20	4.80
CLASS A					
1 min	6.50	6.00	5.60	5.20	4.80
30 sec	5.20	4.80	4.50	4.15	3.85
CLASS B					
1 min	4.00	3.60	3.40	3.20	3.00
30 sec	3.40	3.20	3.00	2.80	2.60

10 sec: 50% of 1-min.
All length spots combine to earn frequency.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

WLIT

1973
STEUBENVILLE, OHIO

Media Code 4 236 7650 1.00
WLIT-Radio, Box 1798, Steubenville, Ohio 43952. Phone 614-264-7771.

STATION'S PROGRAMMING DESCRIPTION
WLIT: Programmed for adults.
MUSIC: adult contemporary. NEWS: network at :60 plus network news specials. Local news at :30. SPORTS: local & network sporting events, university football, World Series, playoffs, championship football. RELIGIOUS & ethnic: Sunday am. Rec'd 1/6/75.

1. PERSONNEL
President—E. M. Johnson.
Vice-President—Paul Miles.
General Manager—Jack H. Kronlein.

2. REPRESENTATIVES
Call station collect.

3. FACILITIES
500 w.; 950 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
No. 1C Eff 10/1/73—Rec'd 11/6/73.

6. SPOT ANNOUNCEMENTS

PER WK:	—1 wk— 1 min	30 sec	—*13 wk— 1 min	30 sec	—†52 wk— 1 min	30 sec
10 ti	8.25	5.55	7.90	5.30	7.10	4.75
20 ti	7.90	5.30	7.55	5.10	6.75	4.50
30 ti	7.55	5.10	7.20	4.85	6.40	4.25
40 ti	7.20	4.85	6.85	4.60	6.00	4.00
50 ti	6.85	4.60	6.50	4.40	5.65	3.80

(*) Need not be consec wks.
(†) Minimum 5 spots per wk.

WRKY
1947
STEUBENVILLE, OHIO
A Rust Craft Station

Media Code 4 236 7665 9.00
Rust Craft Broadcasting Co., 320 Market St., Steubenville, Ohio 43952. Phone 614-282-0911.
See affiliated AM station for additional information.
AM facilities: WSTV.

STATION'S PROGRAMMING DESCRIPTION
WRKY: Programmed for teens and young adults.
MUSIC: 50 min of rock hourly. NEWS: 5 at :60. SPORTS: selected high school football & basketball, college football. Contact Representative for further details. Rec'd 6/28/74.

3. FACILITIES
ERP 12,000 w.; 103.5 mc. Stereo.
Operating schedule: 5:30-2 am. EST.
Antenna ht.: 880 ft. above average terrain.
Partial simulcast operation. Operated separately Mon thru Sat. For simulcast facilities see WSTV.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
Rates are identical to WSTV. See that listing.
Edited by William B. Chesson.

WSTV
1940
STEUBENVILLE, OHIO

A Rust Craft Station

Media Code 4 236 7680 8.00
Rust Craft Broadcasting Co., 320 Market St., Steubenville, Ohio 43952. Phone 614-282-0911.

STATION'S PROGRAMMING DESCRIPTION
WSTV: Programmed for adults 25 and over.
MUSIC: contemporary; MOR. NEWS: at :60 & :30, emphasis on local news. SPORTS: selected high school football & basketball, college football. Contact Representative for further details. Rec'd 2/26/75.

1. PERSONNEL
President—Marshall L. Berkman.
General Manager—William B. Chesson.
Sales Manager—John A. Pinevich.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Pittsburgh—Call station direct.
Rust-Craft Stations: See Rep & S/O pages.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight.
Partial simulcast operation. Simulcast Sun 7-10:30 am. For non-simulcast facilities see WRKY.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33b.
Contracts: 40c, 41, 44a, 45, 46, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 60k, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WRKY.
Affiliated with MBS and ATA Radio Network.
Member: Farm Radio Network.

TIME RATES
No. 10 Eff 7/1/74—Rec'd 7/3/74.
AAA—Mon thru Sun 6-9 am & 3-7 pm.
AA—Mon thru Sun 9 am-3 pm.
A & ROS—Mon thru Sun 5:30-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA					
1 min	9.75	9.00	8.50	8.00	7.25
30 sec	7.75	7.25	6.75	6.25	5.75
10 sec	5.85	5.40	5.10	4.80	4.35
CLASS AA					
1 min	9.00	8.50	8.00	7.25	6.75
30 sec	7.25	6.75	6.25	5.75	5.25
10 sec	5.40	5.10	4.80	4.35	4.05
CLASS A					
1 min	8.50	8.00	7.25	6.75	6.25
30 sec	6.75	6.25	5.75	5.25	5.00
10 sec	5.10	4.80	4.35	4.05	3.75

DISCOUNT
26 wk—.50 per spot. 52 wk—1.00 per spot.
AM & FM earn combined lowest rate.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	3 min
Open	95	60	45	35	20

SYLVANIA
Lucas County—Map Location C-3
See SRDS consumer market map and date at beginning of the State.

See Toledo
(including Sylvania)

TIFFIN (1 AM; 1 FM)
Seneca County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WTTF
1959

Media Code 4 236 7740 0.00
WTTF, Inc., 185 S. Washington St., Tiffin, Ohio 44883. Phone 419-447-2212.

STATION'S PROGRAMMING DESCRIPTION
WTTF: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert G. Wright.

3. FACILITIES
500 w. days; 1600 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3.900 w.; 103.7 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Agri Broadcasting Network.

TIME RATES
No 4 Eff 1/1/70—Rec'd 1/1/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	7.10	5.90	520 x	5.30	4.10
52 x	6.50	5.30	312x	5.40	4.30
104 x	6.20	5.00	624 x	5.00	3.90
156 x	5.90	4.70	1000 x	4.70	3.60
260 x	5.60	4.40	2000 x	4.10	3.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	6.50	6.20	5.90	5.60
30 sec	5.30	5.00	4.70	4.40
PER MO:			100 ti	200 ti
1 min			500	900
30 sec			375	680

TOLEDO (5 AM; 5 FM)
(including Sylvania)
Lucas County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	46	30	32	25
B	32	28	32	24
C	28	26	30	20
D	21	25	25	18
AVERAGE	32	27	30	22

WCWA
1958
TOLEDO
Subscriber to the NAB Radio Code

Media Code 4 236 7800 2.00
Reams Broadcasting Corp., 604 Jackson St., Toledo, Ohio. 43604. Phone 419-248-2627.

STATION'S PROGRAMMING DESCRIPTION
WCWA: Programmed for adults & young adults.
MUSIC: adult contemporary top 40, solid gold. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
Executive Vice-President—Jack Linn.
Vice-Pres. & Gen'l Mgr.—Bob Martz.
General Sales Manager—Mike Gallagher.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 12b, 13b, 16.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60g, 60h, 61a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
FM facilities: WIOT (FM).
Affiliated with American Entertainment Network

TIME RATES
Eff 7/1/74—Rec'd 7/7/75.
AAA—Mon thru Sat 6-10 am; Mon thru 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-mdnight.

6. SPOT ANNOUNCEMENTS

PER WK:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec
6 ti	21	17	17	14	11	9
12 ti	20	16	16	13	10	8
18 ti	19	15	15	12	9	8
24 ti	18	15	14	11	8	7

10 sec: 60% of 1-min.

WCWA/WIOT (FM) COMBINATION

6 ti	36	29	32	26	28	22
12 ti	34	27	30	24	26	21
18 ti	32	26	28	22	25	20
24 ti	30	24	26	21	24	19

10 sec: 60% of 1-min.
Edited by Jack Linn.

WIOT (FM)
1949
TOLEDO

Media Code 4 236 7830 9.00
Reams Broadcasting Corp., 604 Jackson St., Toledo, Ohio 43604. Phone 419-248-2627.
See affiliated AM station for additional information.
AM facilities: WCWA.

STATION'S PROGRAMMING DESCRIPTION
WIOT (FM): MUSIC: contemporary, popular and hit singles. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 3/11/74.

1. PERSONNEL
Program Director—Dorian Pastor.

3. FACILITIES
ERP 50,000 w., 104.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 655 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WCWA. See that listing for rates.

TIME RATES
Eff 2/1/74—Rec'd 1/28/74.
AA—Mon thru Sun 10-1 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	—AA— 6 ti	12 ti	18 ti	24 ti	—A— 6 ti	12 ti	18 ti	24 ti
1 min	27	25	23	21	23	21	19	18
30/10	22	20	18	17	18	17	15	14

WKLR (FM)
1948
TOLEDO
A Booth Owned Station

Media Code 4 236 7860 6.00
Booth Broadcasting Co., 3225 Arlington Ave., Toledo, Ohio 43614. Phone 419-244-4679.
See affiliated AM station for additional information.
AM facilities: WTOD.

STATION'S PROGRAMMING DESCRIPTION
WKLR (FM): MUSIC: rhythm and blues. Contact Representative for further details. Rec'd 12/29/67.

1. PERSONNEL
Station Manager—Charles Welch.
Sales Manager—James Damiani.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 8.800 w.; 99.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 160 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff————Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

	10x	20x	50x	100x	500x
1 min	14.00	13.00	10.00	9.00	7.00
30 sec	10.50	9.75	7.50	6.75	5.25

Edited by James Wood.

WLQR (FM)
1948
TOLEDO

A Susquehanna Station

Media Code 4 236 7890 3.00
Radio Akron, Inc., 300 Colton Bldg., Madison & Erie Sts., Toledo. Ohio 43602. Phone 419-248-4436.

STATION'S PROGRAMMING DESCRIPTION
WLQR (FM): Programmed for adults.
MUSIC: current popular album emphasizing best sellers of past 10 years programmed in 1/4 hr. blocks & presented live. NEWS: at :60. Weather at quarter hours. COMMERCIAL POLICY: 8 availabilities per hour. Contact Representative for further details. Rec'd 9/10/74.

1. PERSONNEL
Vice-President—A. W. Carlson.
Station Manager—Sanford Goldberg.
Program Director—Rick McDonald.

2. REPRESENTATIVES
Eastman Radio, Inc.
Susquehanna Broadcasting Co.: See Rep & S/O pages.

3. FACILITIES
ERP 11,200 w.; 101.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 4A Eff 5/1/74—Rec'd 4/19/74.
I—Mon thru Sat 4-8 pm.
II—Mon thru Sat 6 am-4 pm; Sun all day.
III—Mon thru Sat 8 pm-1 am.
IV—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	12 ti	18 ti	24 ti
I	32	30	28
II	28	26	24
III	18	16	14

30 sec or less: 80% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	13 ti	30 ti
BTA Mon thru Sun 5-1 am	23	20

10. SPECIAL FEATURES
Weather—2 min at :30, 1-1/4x applicable 1-min.
News—5 min at :60, 1-1/2x applicable 1-min.

WMHE (FM)
1957
TOLEDO

Media Code 4 236 7920 8.00
Hillebrand Electronics, 4665 W. Bancroft St., Toledo, Ohio 43615. Phone 419-536-9643.

STATION'S PROGRAMMING DESCRIPTION
WHME (FM): Programmed for adults & young adults.
MUSIC: contemporary popular rock; selected top 40 & album cuts; oldies of past 10 yrs. NEWS: at :30 plus 7 & 8 am, local, national, international. COMMERCIAL POLICY: 8 minutes per hour. Rec'd 4/7/75.

1. PERSONNEL
Owner—William A. Hillebrand.
General Manager—Ruth H. Ray.
Business Manager—Charles A. Myers.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert); 92.5 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 25c, 26, 28a, 29b, 33a.
Contracts: 40a, 41, 44a, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70b, 70e, 71a, 72a, 73b.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES
Eff 9/2/73—Rec'd 6/6/73.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	18	16	14	13	12
30 sec	15	13	11	10	9

WOHO
1954
TOLEDO

Media Code 4 236 7980 2.00
Midwestern Broadcasting Co., Broadcast House, Toledo, Ohio 43616. Phone 419-255-1470.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lewis W. Dickey.
Vice-Pres. & Sales Mgr.—David G. Wilder.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
1,000 w.; 1470 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 25b, 25c, 30.
Contracts: 40a, 41, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60b, 60e, 60i, 60j, 60k, 61b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
FM facilities: WXEZ (FM).
Affiliated with Blair Represented Network.
Affiliated with American Contemporary Network.

TIME RATES
WOHO, WXEZ (FM) COMBINATION
Eff 5/1/74—Rec'd 3/25/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
MON THRU SAT 5-10 AM & 3-8 PM					
1 min	44	43	42	41	39
30 sec	36	35	34	33	31
MON THRU SAT 10 AM-3 PM					
1 min	39	38	36	34	33
30 sec	31	30	29	27	26
MON THRU SAT 8-11 PM					
1 min	37	36	34	33	32
30 sec	30	29	27	26	25
ALL OTHER TIMES					
1 min	36	34	33	32	31
30 sec	29	27	26	25	24

AM ONLY
1 min, deduct 10.00; 30 sec, deduct 8.00.
10 sec: 60% of 1-min.

(Toledo continued on next page)

Toledo—Continued

WSPD

1921
TOLEDO
A Storer Station

NBC Radio Network

Represented by CBS RADIO SPOT SALES

R·A·B

Subscriber to the NAB Radio Code
Media Code 4 236 8940 4.00

Storer Broadcasting Co., Box 963, 125 S. Superior, Toledo, Ohio 43696. Phone 419-248-6401.

STATION'S PROGRAMMING DESCRIPTION
WSPD: Programmed for mass appeal.
MUSIC: general popular current singles, albums & best sellers. TALK: open telephone lines & guests; sports & farm. NEWS: AP, capital, network, airborne traffic reports, daily editorial, 3 mobile units. SPORTS: college, high school football & basketball. Contact Representative for further details. Rec'd 1/3/75.

1. PERSONNEL
General Manager—Doug Sinn.
General Sales Manager—William Burchett.

2. REPRESENTATIVES
CBS Radio Spot Sales.
Storer Radio Stations. See Rep & S/O pages.

3. FACILITIES
5,000 w.; 1370 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 3a. 3d. 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28b, 29a, 33a.
Contracts: 40c. 41. 45. 46. 47a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with NBC.
Even rotation in all 1/2 hr segments not guaranteed.

MULTIPLE PRODUCT ANNOUNCEMENTS
Piggybacks: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to spots for more than 2 products or services of the advertiser in the 1-min period unless fully integrated into a single complete spot. Piggybacks are not entitled to product protection separation from either station or network spots.

TIME RATES
No. 43 Eff 7/1/74—Rec'd 5/6/74.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 10 am-7 pm.
A—Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 5-5:30 am & 7 pm-midnight.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	7 ti	14 ti	21 ti	28 ti	7 ti	14 ti	21 ti	28 ti
AAA	46	45	43	41	37	36	34	33
AA	30	29	26	24	24	23	21	19
A	26	25	23	21	21	20	18	17
A	20	19	18	16	16	15	14	13

WTOD

1945
TOLEDO
A Booth Owned Station

Media Code 4 236 8100 6.00

Booth Broadcasting Co., 3225 Arlington Ave., Toledo, Ohio. 43614. Phone 419-385-2507.

1. PERSONNEL
President—John L. Booth.
General Manager—James W. Wood.
General Sales Manager—Joseph Hood.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w. days; 1560 kc. Directional.
Operating schedule: New York sunrise—local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates. 22b. 23a, 25a, 29a.
Contracts: 40c, 42a. 45. 46. 47a.
Comb.: Cont. Discounts: 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WKLR (FM).
Affiliated with American Information Network.

TIME RATES
Eff 12/1/74—Rec'd 12/9/74.

8. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
24 ti	16	14	12	10	13	11	10	8
18 ti	18	16	14	12	15	13	11	10
12 ti	20	18	16	14	16	15	13	11
6 ti	21	20	18	16	17	16	15	13
1 ti	22	21	20	18	18	17	16	15

10 sec: 60% of 1-min.
Fixed position: Extra 2.00.

WTUU

1966
TOLEDO

NAB

A Raystay Broadcasting Station
Media Code 4 236 8160 6.00
Raystay Broadcasting Corp. of Ohio, Commodore Perry Motor Inn, Toledo, Ohio. 43604. Phone 419-248-4655.

1. PERSONNEL
General Manager—Charles J. Fleishman.
Program Director—Lon Mitchell.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1,520 kc.
Operating schedule: 24 hours daily. EST.

4. AGEN Y COMMISSION
15% on time

5. GENERAL AOVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b, 14b.
Basic Rates: 20a 22a. 22b, 23a. 24b. 25a. 28a, 29a.
Contracts: 40a. 45. 46. 47a.
Comb.: Cont. Discounts: 60c. 60k, 61a, 61b. 62b.
Cancellation: 70a 70c. 71a, 73a.
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES
No. 3 Eff 7/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	5 ti	10 ti	25 ti	50 ti	5 ti	10 ti	25 ti	50 ti
1 wk..	12.00	11.00	9.00	8.00	9.60	8.80	7.20	6.40
4 wk..	11.00	10.00	8.00	7.00	8.80	8.00	6.40	5.60
13 wk	10.00	9.00	7.00	6.00	8.00	7.20	5.60	4.80
26 wk	9.00	8.00	6.00	5.00	7.20	6.40	4.80	4.00
52 wk	8.00	7.00	5.00	4.00	6.40	5.60	4.00	3.20

7. PACKAGE PLANS

BULK:	260x	520x	1040x
1 min	9.00	8.00	7.00
30 sec	7.20	6.40	5.60

WXEZ (FM)

1969
SYLVANIA

Media Code 4 236 8190 7.00
Midwestern Broadcasting Co., Broadcast House, Toledo. Ohio 43616. Phone 419-255-1470.

1. PERSONNEL
Station Manager—Irwin Young.
Vice Pres. & Sales Mgr.—David G. Wilder.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 3 000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL AOVERTISING See coded regulations
See WOHO for coded regulations.
AM facilities: WOHO.
Sold in combination with WOHO, see that listing for rates.

TIME RATES
Eff 5/1/74—Rec'd 3/25/74.

6. SPOT ANNOUNCEMENTS

BTA. PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min/30 sec	16	15	14	13	12

UHRICHSVILLE

Tuscarawas County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WBTC

1963

Media Code 4 236 8220 2.00
Tuscarawas Broadcasting Co., Inc., 2305 N. Water St., Uhrichsville, Ohio 44683. Phone 614-922-2700.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Kan Neff.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
250 w.; 1540 kc. Non-directional.
Operating schedule: Sign-on-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WNPQ (FM), New Philadelphia.
Affiliated with KBS.
Member: Ohio Radio Network.

TIME RATES
No. 3 Eff 7/1/69—Rec'd 11/4/69.

8. SPOT ANNOUNCEMENTS

	1 min			1 min
1 x	3.85	156 x		3.35
13 x	3.75	208 x		3.25
26 x	3.65	260 x		3.10
52 x	3.55	312 x		2.95
104 x	3.45	365 x		2.80

30 sec: 80% of 1-min.

UPPER SANDUSKY

Wyandot County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WYAN

1973

Media Code 4 236 8250 9.00
Triplett Broadcasting Co., Inc., Box 334, Rte. 30, N., Upper Sandusky, Ohio 43351. Phone 419-294-2348.

1. PERSONNEL
General Manager—James C. Pride.

2. REPRESENTATIVES
Cleveland—Regional Reps Corp.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agri Broadcasting Network.

TIME RATES
No. 1 Eff 1/1/74—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	50 ti
1 min	5.45	4.97	4.49	4.00	3.52	3.31	2.90	2.76
30 sec	4.54	4.14	3.74	3.34	2.93	2.76	2.42	2.30

Fixed, extra 1.00.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

10. SPECIAL FEATURES
Weather/Sports/Various Vignettes—Mon thru Sun, 6 per wk, 13 wk minimum, incl open & close plus 30-sec spot, 30-sec rate plus 1.00.
Edited by James C. Pride.

URBANA

Champaign County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WCOM (FM)

1965

Media Code 4 236 8280 6.00
Champaign Communications, Inc., 225 S. Main St., Urbana, Ohio 43078. Phone 513-653-5011.

1. PERSONNEL
Pres. & Gen'l Mgr.—James W. Bissey.

3. FACILITIES
ERP 3,000 w.; 101.7 mc. Stereo.
Operating schedule; 6:30 am-11 pm. EST.
Antenna ht.; 262 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agri Broadcasting Network.

TIME RATES
Eff————Rec'd 6/24/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
ROS	3.00	2.50	2.00	1.50

Guaranteed times, 1 min 4.00; 30 sec 3.00.
Edited by J. W. Bissey.

VAN WERT (1 AM; 1 FM)

Van Wert County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WERT

1958

Media Code 4 236 8340 6.00
WERT Radio, Inc., Box 487, Van Wert, Ohio 45891. Phone 419-238-1220.

WERT-FM

1962

STATION'S PROGRAMMING DESCRIPTION
WERT: MOR music, local news, weather & farm news.

1. PERSONNEL
Station Manager—Donna Wermer.

2. REPRESENTATIVES
Pearse Sales.
Regional Reps Corp.

3. FACILITIES
250 w. days: 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 6,300 w.; 98.3 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 120 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Ohio Radio Network, Farm Radio Network, Agri Broadcasting Network.

TIME RATES
No. 4 Eff 9/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

PER WK, GUARANTEED:	1 ti	10 ti	20 ti
1 min	7.00	6.25	5.50
30 sec	5.50	5.00	4.40

DISCOUNT
52 wk—20%

7. PACKAGE PLANS

PER WK, BTA:	10 ti	15 ti	25 ti	50 ti
1 min	5.25	4.75	4.50	4.00
30 sec	4.20	3.75	3.50	3.25
PER YR, BULK:		275x	725x	1500x
1 min		5.00	4.50	3.50
30 sec		4.00	3.50	3.00

10. SPECIAL FEATURES

NEWS:	1x	13x	26x	52x	104x	260x
5 min	15.50	13.25	12.00	11.00	9.50	8.50

WAPAKONETA

Auglaize County—Map location B-5
See SRDS consumer market map and data at beginning of the State.

WERM (FM)

Licensed as a St. Marys-Wapakoneta, Ohio, Station
See listing under St. Marys, Ohio.

WARREN (2 AM)

Trumbull County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WHHH

1941

NAB R·A·B

Subscriber to the NAB Radio Code
Media Code 4 236 8400 0.00
WHHH, Inc., Market St. & Main Ave., Warren, Ohio 44481. Phone 216-392-2529.

1. PERSONNEL
President—Helen Hart Hurlbert.
Manager—Robert E. Bardy.

2. REPRESENTATIVES
Market 4 Radio.
Regional Reps Corp.

3. FACILITIES
5,000 w.; 1440 kc.
Directional—separate patterns day and night.
Operating schedule: 5:28 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Ohio Radio Network.

TIME RATES
Eff 1/1/66—Rec'd 11/8/85.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	520x
1 min	10.00	9.75	9.50	9.25	9.00	8.50	8.00
30/20	7.50	7.30	7.10	6.90	6.75	6.35	6.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

SATURATION, PER WK:	8 ti	12 ti	18 ti	24 ti
1 min	9.00	8.50	8.00	7.50
30/20 sec	6.75	6.50	6.00	5.75

8. PROGRAM TIME RATES
5:28 AM-MIDNIGHT

	1x	13x	26x	52x	104x	156x	260x
1/2 hr	60	57	54	51	48	45	42
1/4 hr	40	38	36	34	31	28	25
5 min	20	19	18	17	15	13	11
							(D)

WTCL

1971

NAB

Media Code 4 236 8430 7.00
Warren Broadcasting Corp., 1295 Lane West Rd., S.W., Warren, Ohio 44481. Phone 216-399-6424.

STATION'S PROGRAMMING DESCRIPTION
WTCL: Programmed for general adult and young adult interest. Air personalities handle all segments. MUSIC: Modern, 70% current hits, 30% standards. NEWS: 5 minutes at :60. UPI newswire and audio service plus local staff and stringers. SPORTS: Local sports and personality interviews. Contact Representative for further details. Rec'd 10/24/72.

1. PERSONNEL
President—John A. Bagller.
Vice-Pres. & Gen'l Mgr.—L. W. Stauffer.

2. REPRESENTATIVES
Detroit—Pearse Sales.

3. FACILITIES
500 w.; 1570 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 15b, 15d.
Basic Rates: 20a, 21a, 21b, 22b, 23b, 24c, 25a, 27, 30.
Contracts: 40a, 45, 46, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 2 Eff 2/1/72—Rec'd 2/24/72.

6. SPOT ANNOUNCEMENTS

PER WK:	Fixed	6 ti	12 ti	18 ti	24 ti
1 min	10.50	9.35	8.25	7.10	6.00
30 sec	8.40	7.50	6.60	5.70	4.80
10 sec	5.25	4.70	4.10	3.60	3.00

8. PROGRAM TIME RATES

PER WK:	1 ti	3 ti	8 ti	12 ti
2-3 min	15.00	14.25	13.50	12.00
5 min	18.00	17.25	16.50	15.00
10 min	36.00	34.50	33.00	30.00

WASHINGTON CT. HOUSE

(1 AM; 1 FM)
Fayette County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WCHO

1952

NAB

Media Code 4 236 8460 4.00
The Court House Broadcasting Co., Box I, 1535 N. North St., Washington Court House, Ohio 43160. Phone 614-335-0941.

1. PERSONNEL
General Manager—W. N. Nungesser.

(This listing continued on next page)

5. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays. 8:00 am-local sunset Sun. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCHO-FM.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Farm Radio Network, Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
Rates effective October 1, 1956.
Card received September 27, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 ti.	26 ti.	52 ti.	104 ti.	156 ti.
1 hour	40.00	34.00	30.00	27.00	24.00
1/2 hour	26.00	22.50	21.00	18.00	15.50
1/4 hour	17.00	14.50	13.00	11.75	10.50
10 minutes	13.00	11.75	10.50	9.25	8.00
5 minutes	8.00	7.25	6.00	5.75	5.25
1 minute	4.00	3.50	3.25	3.00	2.75

WCHO-FM
1968

Media Code 4 236 8461 2.00
The Court House Broadcasting Co., Box 1, 1535 N. North St., Washington Court House, Ohio 43160 Phone 614-335-0941.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 309 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCHO.

4. AGENCY COMMISSION
None: all rates net to station.

TIME RATES
Eff —— Rec'd 3/24/69

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156+
30 sec	1.60	1.40	1.25	1.10	1.00
1 min	2.00	1.75	1.50	1.35	1.25

7. PACKAGE PLANS
SATURATION PACKAGE—ROS
(7 days or less)

EA:	1 min	30 sec	15 sec
25+	1.25	.85	.50

10 spots in 2 days or less same as above rates

WAVERLY (1 AM; 1 FM)
Pike County—Map Location D-9
See SRDS consumer market map and data at beginning of the State

WIBO (FM)
1970

Subscriber to the NAB Radio Code
Media Code 4 236 8490 1.00
Bennett Broadcasting Co., Box 227, Waverly, Ohio 45690. Phone 614-947-4900, 774-1810.
See affiliated AM station for additional information.
AM facilities: WIBO.

3. FACILITIES
ERP 920 w. (horiz.), 920 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 7 am-11:30 pm. EST.
Antenna ht.: 500 ft. above average terrain

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See Coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American FM Network

TIME RATES
Rates are identical to WPKO. See that listing

WPKO
1954

Subscriber to the NAB Radio Code
Media Code 4 236 8520 5.00
Bennett Broadcasting Co., Box 227, Waverly, Ohio 45690. Phone 614-947-2166.

1. PERSONNEL
General Manager—Tyrone Hemry.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days; 1380 kc. Directional
Operating schedule: 6 am-local sunset. EST

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract. 7th exceptions
FM facilities: WIBO (FM).
Affiliated with American Entertainment Network
Member: Ohio Radio Network.

TIME RATES
Eff 3/1/75—Rec'd 4/2/75.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	104x	156x	208x	260x	312x
1 min	2.50	2.35	2.15	2.10	1.95	1.90
30 sec	2.00	1.80	1.75	1.70	1.55	1.50
10 sec	1.50	1.35	1.30	1.25	1.20	1.15
	364x	520x	624x	1200x	1800x	2400x
1 min	1.85	1.80	1.75	1.60	1.50	1.40
30 sec	1.45	1.40	1.35	1.30	1.20	1.10
10 sec	1.10	1.05	1.00	.95	.90	.80

11 pm-6 am—50% of applicable rate.
1/3 or more must be used on FM.
Fixed, 7-9 am & 3-6 pm, extra 10%.

7. PACKAGE PLANS
SPECIAL 6-DAY PROMOTION

EA:	10 ti	20 ti	30 ti
1 min	2.40	2.00	1.90
30 sec	1.90	1.60	1.50

AM/FM may be combined for frequency discount.
Submitted by Tyrone Hemry.

WELLSTON (1 AM; 1 FM)
Jackson County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WKOV
1953

Media Code 4 236 8580 6.00
Jackson County Broadcasting, Inc., Box 190, Wellston, Ohio 45692. Phone 614-384-2000.
Jackson Studio: Box 606, Jackson, Ohio 45640. Phone 614-286-3023

1. PERSONNEL
Vice-Pres. Operations—Lewis Davis.

3. FACILITIES
500 w. days; 1230 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WKOV-FM.

4. AGENCY COMMISSION
15%; monthly

TIME RATES
Eff 1/1/70—Rec'd 2/8/71.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	90x	180x	360x
1 min	3.00	2.75	2.50	2.25	2.00	1.85	1.75
30 sec	2.50	2.25	2.00	1.85	1.70	1.60	1.40

WKOV-FM
1970

Media Code 4 236 8581 7.00
Jackson County Broadcasting, Inc., Box 190, Wellston, Ohio 45692. Phone 614-384-2000.
Jackson Studio: Box 606, Jackson, Ohio 45640. Phone 614-286-3023.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. 96.7 mc.
Operating schedule: 6 am-10:30 pm. EST.
Antenna ht.: —— ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-10:30 pm. For simulcast facilities see WKOV.

TIME RATES
Rates are identical to WKOV. See that listing.

WESTERVILLE
Franklin County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See Columbus
(including Worthington, Westerville)

WILLOUGHBY
Lake County—Map Location G-3
See SRDS consumer market map and data at beginning of the State

See Cleveland
(including Cleveland Heights, Parma, Willoughby)

WILMINGTON (1 AM; 1 FM)
Clinton County—Map Location C-8
See SRDS consumer market map and data at beginning of the State

WDHK (FM)
1974

Subscriber to the NAB Radio Code
Media Code 4 236 8640 1.00
Clinton County Broadcasting Corp., Box 3, 333 Clinton St., Wilmington, Ohio 45177. Phone 513-382-5240.

STATION'S PROGRAMMING DESCRIPTION
WDHK (FM): MOR day; rock night; news :60, :30.

1. PERSONNEL
General Manager—Ed Shaper.

3. FACILITIES
ERP 3,000 w.; 102.3 mc.
Operating schedule: 5-12:30 am. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 5/16/75.

6. SPOT ANNOUNCEMENTS
FIXED

WK:	1 ti	5 ti	10 ti	25 ti	50 ti	100 ti	500 ti
1 min	3.50	3.30	3.15	2.95	2.80	2.60	2.45
30 sec	2.45	2.25	2.10	1.90	1.75	1.55	1.40
10 sec	1.40	1.20	1.05	.85	.70	.50	.35

7. PACKAGE PLANS
ROS
May be run according to following percentages whenever time is available. 40% AAA (6 am-noon & 4-6 pm), 50% AA (5-6 am, noon-4 pm & 6-11 pm), 10% A (11 pm-5 am).

PER WK:	10 ti	25 ti	50 ti	100 ti	500 ti
1 min	2.95	2.80	2.60	2.45	2.30
30 sec	1.90	1.75	1.55	1.40	1.25
10 sec	.85	.70	.50	.35	.30

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER/MARKETS

	1 ti	2 ti	3 ti
1/4 hr	23.80	22.40	21.70
10 min	16.80	15.40	14.70
5 min	9.80	9.10	8.75

Edited by Ed Shaper.

WKFI
1964

RAB

Subscriber to the NAB Radio Code
Media Code 4 236 8700 3.00
5KW. Inc., Box 1, Wilmington, Ohio 45177. Phone 513-382-1608.

STATION'S PROGRAMMING DESCRIPTION
MUSIC: MOR. 70% current; 30% old gold.

1. PERSONNEL
General Manager—Carl Clovis.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. 1090 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS & MBS.
Member: Agri Broadcasting Network, Ohio Radio Network.

TIME RATES
Eff 12/1/74—Rec'd 11/20/74.
AA—7:30-9 am, 11:30 am-12:45 pm & 4-5:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15.00	14.50	14.00	13.50	13.00	12.50
20/30 sec	12.00	11.60	11.20	10.80	10.40	10.00
*CLASS A						
1 min	12.50	12.00	11.50	11.00	10.50	10.00
20/30 sec	10.00	9.60	9.20	8.80	8.40	8.00

Fixed position: AA rate.
(*) Scheduled AA on space available basis only.

DISCOUNT
Annual contract—10%
Edited by Carl Clovis.

WOOSTER (1 AM; 1 FM)
Wayne County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WWST
1947

UPI News Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 8760 7.00
Wooster Republican Printing Co., 8 Hillcrest Dr. Wooster, Ohio 44691. Phone 216-261-5122

STATION'S PROGRAMMING DESCRIPTION
WWST: Programmed for general adult audience.

1. PERSONNEL
General Manager—E. B. (Ted) Evans.

2. REPRESENTATIVES
George F. Hopewell, Inc
Regional Reps Corp

3. FACILITIES
1,000 w. days, 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Simulcast sign-on-8:30 am daily; sign-on-12:15 pm Sun. For non-simulcast facilities see WWST-FM listing.

4. AGENCY COMMISSION
15% time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Ohio Radio Network, Buckeye Farm Network, Agri Broadcasting Network.

TIME RATES
No. 8 Eff 1/1/69—Rec'd 1/30/69.

6. SPOT ANNOUNCEMENTS
AM ONLY

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.65	5.30	5.05	4.75	4.45	4.20	3.95	3.70

AM/FM COMBINATION

1 min	6.80	6.40	6.10	5.75	5.40	5.10	4.70	4.40

WWST-FM
1947

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 236 8761 5.00
Wooster Republican Printing Co., 8 Hillcrest Dr. Wooster, Ohio 44691. Phone 216-261-5122
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WWST-FM: Programmed for adults. MOR music.

1. FACILITIES
ERP 52,000 w.; 101.5 mc.
Operating schedule 9:05 am-midnight. EST
Partial simulcast operation with WWST-AM. For simulcast rates see WWST listing.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WWST. See that listing for rates.

TIME RATES
Rates are identical to WWST AM only rates. See that listing.

WORTHINGTON
Franklin County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See Columbus
(including Worthington, Westerville)

XENIA (2 AM; 2 FM)
Greene County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WBZI (FM)
1967

Subscriber to the NAB Radio Code
Media Code 4 236 8820 8.00
Baker Broadcasters, Inc., Box 99, 600 Kinsey Rd., Xenia, Ohio 45385. Phone 513-372-3531. Dayton: 426-2433.
See affiliated AM station for additional information.
AM Facilities: WGIC.

STATION'S PROGRAMMING DESCRIPTION
WBZI (FM): Gospel music and programs. Contact Representative for further details. Rec'd 2/18/74.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.
Operating schedule: 5 am-midnight daily.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 2/18/74.

6. SPOT ANNOUNCEMENTS

PER YR:	10x	100x	500x	1000x
1 min	4.50	4.00	3.50	3.00
30 sec	3.50	3.00	2.50	2.00
10/15 sec	2.50	2.00	1.50	1.00

7. PACKAGE PLANS

MO:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	70 ti	100 ti
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75
10/15	2.50	2.25	2.00	1.75	1.50	1.25	1.00	.....

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	45.00	35.00	25.00	22.50	20.00
50 x	40.00	25.00	20.00	17.50	15.00
260 x	35.00	17.50	12.50	10.00	5.00

WELX
1968

Media Code 4 236 8850 6.00
West Central Ohio Broadcasters, Inc., Box 456, Xenia, Ohio 45385. Phone 513-372-7649.
Other office: 137 N. Main St., Dayton, Ohio 45402. Phone 513-429-1121.

1. PERSONNEL
President—H. R. Miller.
General Manager—Harold J. Wright.
Business Manager—Phil Wright.

3. FACILITIES
250 w.; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/1 ten days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a
Rate Protection: 10a, 12a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 51b, 51c.
Comb.; Cont. Discounts: 60e, 60h, 61a, 61b, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WHBM (FM).
Affiliated with MBS.
Affiliated with Mutual Black Network.
Member: Buckeye Farm Network.

TIME RATES
No. 5 Eff 9/1/74—Rec'd 11/11/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	26 ti	40 ti	52 ti	75 ti	100+
1 min	12.50	11.25	10.65	10.00	8.75	7.50
30 sec	10.00	9.35	9.10	8.65	8.00	7.00

8. PROGRAM TIME RATES

	1x	20x	52x	104x	156x	208x	256x	312+
1 hr	80.00	77.00	75.00	73.00	70.00	67.00	65.00	63.00
1/2 hr	45.00	43.00	42.00	41.50	41.00	40.00	39.50	39.00
1/4 hr	30.00	28.00	26.50	26.00	25.50	25.00	24.00	23.00
10 min	25.00	25.50	22.00	21.50	21.00	20.50	20.00	19.00
5 min	18.00	17.10	16.20	15.30	15.00	14.00	13.00	12.00 (CR)

WGIC
1963

Subscriber to the NAB Radio Code
Media Code 4 236 8880 3.00
Baker Broadcasters, Inc., Box 99, 600 Kinsey Rd., Xenia, Ohio 45385. Phone 513-372-3531.

STATION'S PROGRAMMING DESCRIPTION
WGIC: Programmed for adults and young adults. Heavy community involvement with editorials, participation by remote broadcasts. NEWS: 5 min on half hour with local news staff, mobile unit, national and regional network. ALL PERSONALITIES handle all segments. Sign-on-9:30 am middle-of-the-road music, weather, quips, interviews, 9:30-10 am middle-of-the-road music and open line telephone discussion with guests. 10-10:05 am housewife hints and talk directed to women. 10:05-11 am network variety. 11 am-noon general popular music. Noon-12:15 pm farm news and markets. 12:15 pm-sign-off general popular music with traffic reports, community discussion, weather, quips, general information. SPORTS: at 7:25 am, 8:25 am, 12:25 pm, 4:25 pm, 5:25 pm, 5:55 pm. Contact Representative for further details Rec'd 1/30/72.

1. PERSONNEL
President—Dr. Vernon H. Baker.
Vice Pres. & Gen'l Mgr.—Richard A. Moran

2. REPRESENTATIVES
Regional Reps Corp.

(This listing continued on next page)

Xenia—W G I C—Continued

3. FACILITIES
500 w. days; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 7b.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44a, 45, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60f, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: WBZI (FM).
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Ohio Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 10/1/74—Rec'd 9/6/74.

6. SPOT ANNOUNCEMENTS

PER YR:	10x	100x	500x	1000x
1 min	6.35	5.75	5.20	4.60
30 sec	5.20	4.60	4.05	3.45
10/15 sec	4.05	3.45	2.90	2.30

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	50 ti
1 min	5.45	5.20	4.90	4.60
30 sec	4.30	4.05	3.75	3.45
10/15 sec	3.15	2.90	2.60	2.30

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
1 x	65	45	40	30
50 x	55	40	28	20

10. SPECIAL FEATURES
5-min local reports—6.00.

WHBM (FM)

1962

Media Code 4 230 8940 5.00
West Central Ohio Broadcasters, Inc., Box 456, Xenia, Ohio 45385. Phone 513-372-7649.
Other office: 137 N. Main St., Dayton, Ohio 45402. Phone 513-429-1121.
See affiliated AM station for additional information.
AM facilities: WELX.
3. FACILITIES
ERP 1.800 w.: 103.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 116 ft. above average terrain.
3. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.

TIME RATES
No. 5 Eff 1/1/70—Rec'd 2/2/70.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	26 ti	51 ti	76 ti	101 ti	126+
1 min	4.00	3.60	3.20	2.80	2.40	2.00
30 sec	3.50	3.15	2.80	2.45	2.10	1.75

DISCOUNT
6 mo—less 5% Annual—less 14.6%.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260+
1 hr	40.00	35.00	32.00	28.00	24.00	20.00	16.00
1/2 hr	25.00	22.50	20.00	17.50	15.00	12.50	10.00
1/4 hr	18.00	14.40	12.80	11.20	9.60	8.00	6.40
10 min	14.00	12.60	11.20	9.80	8.40	7.00	5.40
5 min	10.00	9.00	8.00	7.00	6.00	5.00	4.00

YOUNGSTOWN (5 AM; 3 FM)

(including Campbell, Niles)
Plus 3 paid duplicate listings.
Youngstown, Campbell, Mahoning, Trumbull County —Map Location G-4

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	35	25	30	25
B	35	23	28	19
C	30	23	25	18
D	26	22	26	18
AVERAGE	32	23	28	18

WBBW

1949
YOUNGSTOWN

Talk-Sports-News-Information

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 9060 7.00
Mahoning Valley Broadcasting Corp., 418 Knox St., Youngstown, Ohio 44502. Phone 216-744-4421.

STATION'S PROGRAMMING DESCRIPTION
WBBW: Programmed primarily for adults. 75% talk, 25% music. Audience telephone participation, including information exchange, household hints, personal comments, panel discussions & guest interviews. News & information block 7:30-8:15 am & 5-6:30 pm. Local news plus network news & specials, road reports, business & stock market news & 5 minute weather reports, station meteorological service. SPORTS: professional & college baseball, basketball & football, local scholastic football & basketball. MUSIC: MOR popular & standards. Contact Representative for further details. Rec'd 2/2/72.

1. PERSONNEL
President—John Cherpack, Jr.
Vice-Pres. & Gen'l Mgr.—Dick James.
Program Director—Tony Ross.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Ohio—Pearse Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc
Non-directional.
Operating schedule: 5:30-1 am. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 44a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60e, 61b.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
FM facilities: WQOD (FM).
Affiliated with American Entertainment Network.
Affiliated with American Information Network.

TIME RATES
No. 14 Eff 11/1/74—Rec'd 11/7/74.
AAA—Mon thru Sat 6-9 am & 3-7 pm.
AA—Mon thru Sat 9 am-3 pm.
A—Mon thru Sat 7 pm-1 am; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti
AAA	28	26	24
AA	20	19	18
A	14	13	12

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
CONTINUOUS WEEK DISCOUNT
26 wk—5% 52 wk—10%

WFMJ

1939
YOUNGSTOWN

NBC Radio Network

Buckley Radio Sales, Inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 9060 1.00
WFMJ Broadcasting Co., 101 W. Boardman St., Youngstown, Ohio 44503. Phone 216-744-8611.
TWX 216-736-0106.
1. PERSONNEL
President—William J. Brown.
Manager—Mitchell F. Stanley.
Program Director—Jerry Allen.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w.: 1330 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b.
Basic Rates: 21a, 21d, 22b, 23a, 24a, 25a, 29a, 33a.
Contracts: 44b, 45, 46.
Comb.: Cont. Discounts: 60e, 61a.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 14 Eff 9/1/73—Rec'd 8/27/73.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
	1 min	20/30	1 min	20/30	1 min	20/30
*Fixed	30	24	26	21	22	18
6 ti	26	21	23	19	20	16
12 ti	25	20	22	18	19	15
18 ti	24	19	21	17	18	14

(*) Hr of day or day of wk.
10 sec: 50% of 1-min.

7. PACKAGE PLANS
6 spots ea. Mon thru Sat: 6-9 am, 4-7 pm, 9 am-4 pm, 7 pm-midnight—384.00 per wk.

WHHH

1941
WARREN

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Warren, Ohio.)
Media Code 4 236 8400 0.00
WHHH, Inc., Market St. & Main Ave., Warren, Ohio 44481. Phone 216-392-2529.
1. PERSONNEL
President—Helen Hart Hurlbert.
Manager—Robert E. Hardy.
2. REPRESENTATIVES
Market 4 Radio.
Regional Reps Corp.
3. FACILITIES
5,000 w.: 1440 kc.
Directional—separate patterns day and night.
Operating schedule: 5:28 am-midnight. EST
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 61b.
Cancellation: 70a, 70c, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Member: Ohio Radio Network.

TIME RATES
Eff 1/1/66—Rec'd 11/8/65

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	520x
1 min	10.00	9.75	9.50	9.25	9.00	8.50	8.00
30/20	7.50	7.30	7.10	6.90	6.75	6.35	6.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

SATURATION, PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	9.00	8.50	8.00	7.50
30/20 sec	6.75	6.50	6.00	5.75

6. PROGRAM TIME RATES
5:28 AM-MIDNIGHT

	1x	13x	26x	52x	104x	156x	260x
1/2 hr	60	57	54	51	48	45	42
1/4 hr	40	38	36	34	31	28	25
5 min	20	19	18	17	15	13	11 (D)

WHOT WHOT-FM

1955 1959
CAMPBELL

EASTMAN RADIO, INC.

RAB

Media Code 4 236 9180 7.00
WHOT, Inc., 401 N. Blaine Ave., Youngstown, Ohio 44505. Phone 216-746-8464.
1. PERSONNEL
President—Myron Jones.
Exec Vice-Pres. & Gen'l Mgr.—William Fleckenstein.
Commercial Manager—William Glover.
2. REPRESENTATIVES
Eastman Radio, Inc.
Regional Reps Corp.
3. FACILITIES
500 w. days, 1,000 w. nights; 1330 kc.
Directional.
Operating schedule: 24 hours. EST.
FM-ERP 24 000 w.: 101.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht: 185 ft. above average terrain.
Simulcast 4 pm-midnight.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman Radio Network.
Member: Ohio Radio Network.

TIME RATES
No. 9 Rev 11/1/69—Rec'd 10/13/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 10 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

SECTION 1 PER WK:	1 ti	12 ti	18 ti
1 min	35	30	28
30 sec	28	24	22
10 sec	21	18	17
SECTION II			
1 min	30	25	23
30 sec	24	20	18
10 sec	18	15	14
SECTION III			
1 min	26	21	19
30 sec	21	17	15
10 sec	16	13	12

7. PACKAGE PLANS
WEEKLY CUME PLANS
30 1-min spots (15 I, 10 II, 5 III) ea. 22
15 1-min spots (8 I, 5 II, 2 III) ea. 24
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Cume & Weekly Plans do not combine for discounts.
DISCOUNT
52 wk—10%, only to Frequency Plans.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

AM/FM COMBINATION
Following FM rates apply when bought in combination with AM.
1 ti per wk 6.00 12+ per wk 4.00

WKBN

1926
YOUNGSTOWN

CBS Radio Network

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 236 9240 0.00
WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown, Ohio 44501. Phone 216-782-1144.
TWX YO 081-U.
1. PERSONNEL
Chairman of the Board—W. P. Williamson, Jr.
Pres. & Gen'l Mgr.—W. P. Williamson, III.
Sales Manager—Carl F. Glade.
2. REPRESENTATIVES
Katz Radio.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
5,000 w.: 570 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 15c, 15e.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Katz Radio Network.
Affiliated with CBS.

TIME RATES
AM/FM COMBINATION
No. 26 Eff 4/28/75—Rec'd 4/28/75.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.
D—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN, EA:	1 ti	12 ti	18 ti	24 ti
AA	51	50	49	48
A	44	43	42	40
B	40	38	36	34
C	29	28	27	25

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 15.00.

8. PROGRAM TIME RATES
AM ONLY
A—6 am-8 pm.
B—8 pm-6 am.

CLASS A PER YR:	1x	13x	26x	52x	156x	260x
1/4 hr	77	72	69	66	63	60
10 min	57	55	53	51	50	48
5 min	47	46	45	44	43	42
CLASS B						
1/4 hr	42	40	38	36	34	32
10 min	35	33	31	29	27	25
5 min	27	26	25	24	23	22

9. PARTICIPATING PROGRAMS
AM ONLY
Country & Western Overnight Show—Class D.

STRIPS PER WK:	1	2	3	4
SPOTS PER WK:	6	12	16	24
1 min	60	108	144	168

Edited by Mary Brown.

WKBN-FM

1947
YOUNGSTOWN

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 236 9241 7.00
WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown, Ohio 44501. Phone 216-782-1144.
TWX YO 081-U.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w.: 98.9 mc.
Operating schedule: ———. EST.
Antenna ht.: 550 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with WKBN. See that listing.

TIME RATES
Deduct 15.00 from AM/FM combination rates.
Edited by Mary Brown.

WNIO

1963
NILES

Represented by
PRO / Meeker Radio

Media Code 4 236 9273 5.00
PS Broadcasting Corp., Box 2344, Youngstown, Ohio 44406. Phone 216-392-8876.
Niles Office: Box 625, Niles, Ohio 44406. Phone 216-545-4024.

STATION'S PROGRAMMING DESCRIPTION
WNIO: Programmed for Country listener in all age brackets.
MUSIC: 75% features current hits sign-on-sign-off.
NEWS: 14%: at :60 & :25, plus 3 10-min newscasts; national, state, local & regional. SPORTS & weather hourly. Mobile units for remotes. Contact Representative for further details. Rec'd 8/1/73.
1. PERSONNEL
Pres. & Gen'l Mgr.—James D. Psihoulis.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
500 w.: 1540 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 6a, 7b.
Rate Protection: 15d.
Basic Rates: 21a, 22b, 23a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60e, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with The Rep Network.

(This listing continued on next page)

TIME RATES
Eff 12/1/70—Rec'd 11/30/70.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	20.00	17.00	15.00	14.00	13.00	12.00	11.00
20/30	15.00	12.75	11.25	10.50	9.75	9.00	8.25
10 sec	12.00	10.00	9.00	8.00	7.50	7.00	6.50

WPIC
1938
SHARON, PA.

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Sharon, Pa.)
Media Code 4 239 8050 7.00
Sharon Broadcasting Co., Inc., Box 211, 2030 Pine Hollow Blvd., Sharon, Pa. 16146. Phone 412-346-4113.

STATION'S PROGRAMMING DESCRIPTION
WPIC: Programmed for adults.
MUSIC: All bit MOR featured from the past 20 years. NEWS: at :50; 5 min network, 5 min local. SPORTS: at :20 & :40 during AM & PM drive times. Local voices & actualities used on news & sports. Rec'd 4/4/73.

1. PERSONNEL
General Manager—Joe S. Dobosh.
Prog. & Farm Dir.—Ralph Evans.

3. FACILITIES
1,000 w ; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5.
Rate Protection: 15b.
Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 45, 46, *47a, †47e, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80.
(*) Applies to 5 and 15 minutes.
(†) Applies to 30 minutes and 1 hour.
FM facilities: WYFM (FM).
Member: Pennsylvania Farm Network.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	23	21	19	17	15

30 sec: 70% of 1-min.
Submitted by Joseph S. Dobosh.
(D)

WQOD (FM)
1958
YOUNGSTOWN

NAB

Subscriber to the NAB Radio Code
Media Code 4 236 9257 6.00
Mahoning Valley Broadcasting Corp., 418 Knox St., Youngstown, Ohio 44502. Phone 216-744-4421.
See affiliated AM station for additional information.
AM facilities: WRBW.

STATION'S PROGRAMMING DESCRIPTION
WQOD (FM): Programmed for adults & young adults.
MUSIC: top 30 mixed with MOR standard hits of past & instrumental versions of current & standard hits. NEWS: at :15, weather at :45. News, weather, sports & features in capsule form. SPORTS: scholastic & college football & basketball evenings & weekends. Contact Representative for further details. Rec'd 2/26/75.

3. FACILITIES
ERP 14,500 w. (horiz.), 14,500 w. (vert.); 93.3 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 280 ft. above average terrain.

TIME RATES
Eff 9/1/69—Rec'd 6/1/69.

6. SPOT ANNOUNCEMENTS

PER WK: (*)	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.50	7.00	6.50	6.00	5.50	5.00

(*) Fixed or 1 ti.
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

6. PROGRAM TIME RATES

	1x	52x	156x	260x
1/2 hr	35.00	25.00	23.00	21.50

WYFM (FM)
1947
SHARON, PA.

NAB RAB

(This is a paid duplicate of the listing appearing under Sharon, Pa.)
Media Code 4 236 8075 4.00
Sharon Broadcasting Co., Inc., Box 211, 2030 Pine Hollow Blvd., Sharon, Pa. 16146. Phones 412-346-4113, 216-534-2316.
Sales Office: 505 Home Svgs. & Loan Bldg., 275 Federal Plaza W., Youngstown, Ohio 44503. Phone 216-744-4342.

STATION'S PROGRAMMING DESCRIPTION
WYFM (FM): Contemporary mass appeal music programmed for 18-34 years age group (plus teens). No talk format. Selected gold list & current selections from main label artists. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
General Manager—Joe S. Dobosh.
Program Director—Dan Messersmith.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 26,000 w.; 102.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 455 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5.
Rate Protection: 15b.
Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 45, 46, *47a, †47e, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80
(*) Applies to 5 and 15 minutes.
(†) Applies to 30 minutes and 1 hour.
AM facilities: WPIC.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	30	28	24	22	20

30 sec: 70% of 1-min.
Submitted by Joseph S. Dobosh.
(D)

ZANESVILLE (1 AM; 1 FM)

Muskingum County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WHIZ 1924 WHIZ-FM 1961
NBC Radio Network

NAB RAB

A T/R, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 236 9360 1.00
Southeastern Ohio Broadcasting System, Inc., Lind Arcade Bldg., Zanesville, Ohio 43701. Phone 614-452-5431.

STATION'S PROGRAMMING DESCRIPTION
WHIZ: Programmed for general interest. General popular music. NEWS: M-Sat on hour and half hour, 6-9 am and on hour 9 am-11 pm. Also at 5:30 pm, & 7:30 pm. Sun at 9 am, and on hour noon-11 pm. SPORTS: 6:15-6:25 pm daily. Live play-by-play pro football, baseball, college basketball and football, high school basketball and football. FARM: news 6:40 am, 12:20 pm M-Sat. Stock market reports 5:55 pm M-F. Mobile units for remotes. Contact Representative for further details. Rec'd 11/3/69.

1. PERSONNEL
Group Manager Radio-TV—Allan Land.
General Manager—Robert F. Hodous.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6-12:05 am. EST.
FM-ERP 20,000 w.; 102.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Ohio Radio Network, Agri Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 13 Eff 4/1/75—Rec'd 3/24/75.
AA—6:29 am-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	520x	1000x
CLASS AA								
1 min	8.00	7.60	7.20	6.90	6.50	6.15	5.70	5.35
30 sec	6.45	6.15	5.85	5.50	5.30	4.90	4.55	4.25
CLASS A								
1 min	6.90	6.60	6.30	5.90	6.50	5.10	4.80	4.40
30 sec	5.60	5.30	5.00	4.70	4.40	4.10	3.90	3.70

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
CLASS AA						
1 hr	66.00	63.00	60.00	.....	.....	.....
1/2 hr	40.00	38.00	36.00	.....	.....	.....
1/4 hr	30.00	28.00	26.50	.....	.....	.....
10 min	23.00	21.75	20.50	19.70	18.50	17.30
5 min	13.20	12.70	12.10	11.60	11.00	10.50
CLASS A						
1 hr	58.00	55.00	53.00	.....	.....	.....
1/2 hr	34.00	32.00	31.00	.....	.....	.....
1/4 hr	23.00	22.00	21.00	.....	.....	.....
10 min	18.00	17.00	16.00	15.00	14.00	13.00
5 min	11.60	11.00	10.50	9.90	9.50	8.90

OKLAHOMA

Negro Population Data

(January 1, 1975)

STATE TOTAL	181,196	Oklahoma City	62,688
METRO AREAS		Tulsa	45,124
Enid	2,504	Total Metros	122,935
Lawton	12,619		

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

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

OKLAHOMA

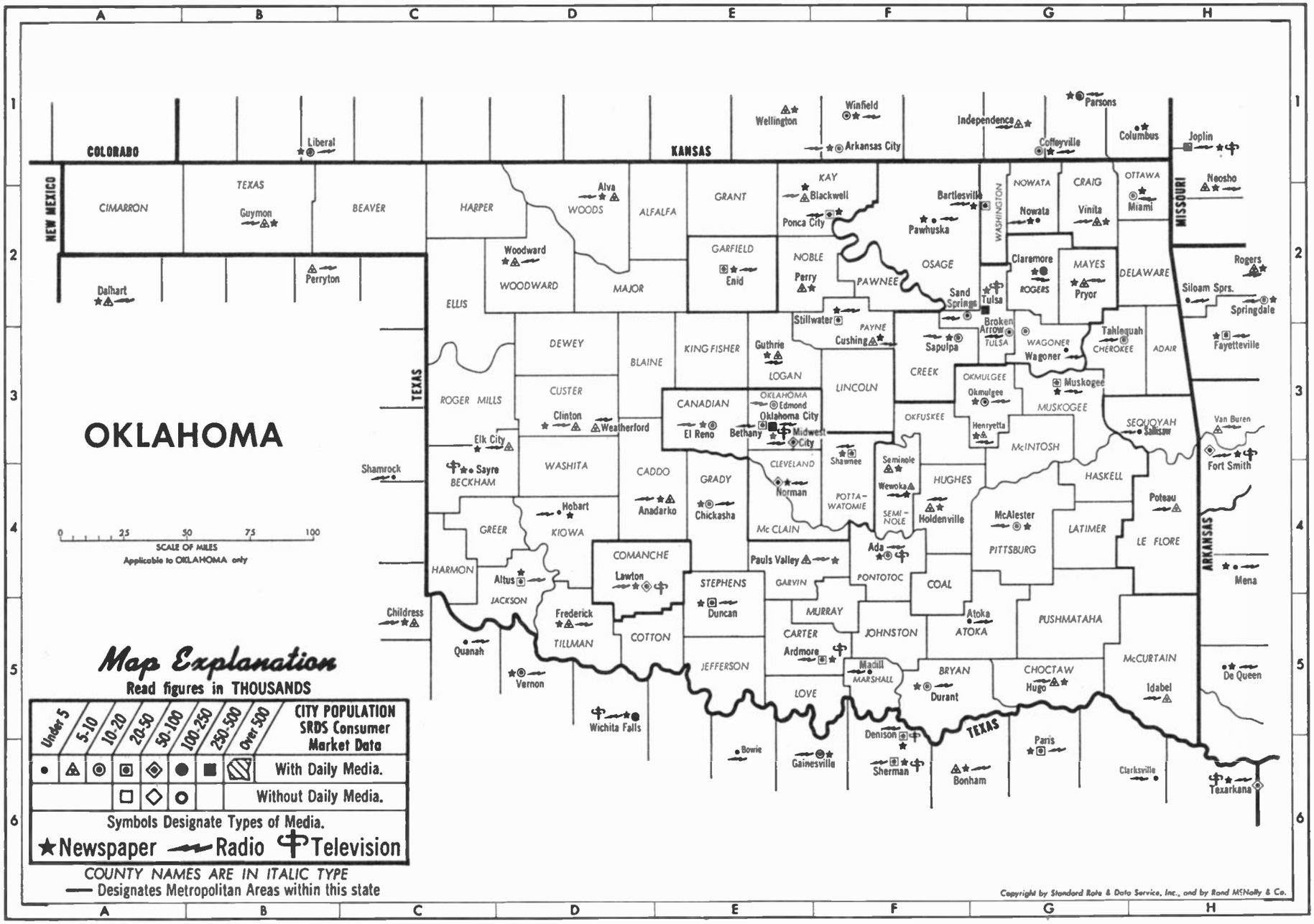
See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will effect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

Where can you find men, women, teens, and children?

In the Market Data Summary near the front of this issue. In the form of hard counts, of course! And for every metro area. See Contents Page for exact location.

B-N 1/8



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Altus—Jackson
Ardmore—Carter
Bartlesville—Washington
Bethany—Oklahoma
Del City—Oklahoma
Duncan—Stephens
Enid—Garfield
Lawton—Comanche
Midwest City—Oklahoma
Moore—Cleveland
Muskogee—Muskogee
Norman—Cleveland
Oklahoma City—Oklahoma
Ponca City—Kay
Shawnee—Pottawatomie
Stillwater—Payne
Tulsa—Tulsa

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974: Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
OKLAHOMA STATE TOTALS	2,684.0	958.81	10,885,635	11,353	9.4	16.5	11.5	23.3	28.5	6,749,935	7,040	1,387,448	200,424	907,922	317,947	362,638	1,309,787	566,071	1,387.36	205.2	2,409,490
ADAIR H-3	16.1	5.27	43,327	8,221	17.1	20.5	10.5	13.7	12.9	20,410	3,873	5,058	677	1,360	732	798	3,186	2,189	6.43	3.2	24,898
ALFALFA D-2	6.5	2.64	31,295	11,854	10.2	18.6	11.9	19.7	32.8	16,268	6,162	3,102	685	574	222	317	1,956	1,586	3.70	2.0	47,308
ATOKA G-5	11.1	3.69	32,785	8,885	15.2	20.5	10.7	15.4	17.5	21,926	5,942	4,713	571	1,285	293	1,325	3,712	4,630	3.78	2.4	18,052
BEAVER C-2	5.9	2.17	29,808	13,736	7.4	12.0	7.8	24.9	41.2	10,237	4,718	1,846	328	140	134	.....	1,315	2,270	3.21	2.8	65,689
BECKHAM C-4	15.1	6.06	56,673	9,352	11.4	16.2	11.2	21.3	22.2	49,956	8,244	11,413	2,061	4,078	2,273	1,942	9,720	6,378	8.27	2.1	32,162
BLAINE D-3	11.9	4.46	44,700	10,022	11.0	18.1	12.0	23.3	24.2	28,320	6,350	5,966	518	1,212	1,017	455	4,163	4,514	6.20	3.1	33,415
BRYAN F-5	26.6	10.17	92,741	9,119	13.6	18.7	11.3	19.2	20.3	60,312	5,930	11,845	2,489	7,199	1,919	3,419	10,555	6,451	12.24	4.2	26,273
CADDO D-4	29.5	10.35	92,104	8,899	13.3	21.5	12.7	19.9	18.7	56,831	5,491	14,025	1,727	3,047	1,451	2,285	9,244	7,543	13.28	6.7	76,880
CANADIAN E-3	41.3	13.68	154,820	11,317	8.8	16.6	12.1	26.1	28.8	104,851	7,665	15,429	2,227	4,540	1,436	1,119	42,147	8,732	24.85	2.9	75,589
CARTER E-5	39.2	14.63	136,440	9,326	12.6	17.4	12.1	22.1	22.2	107,332	7,336	22,137	4,406	13,883	5,366	7,248	20,351	8,613	20.15	3.2	18,090
Ardmore	23.5	9.07	79,611	8,777	.....	.....	.....	.....	.....	96,241	10,611	16,838	3,824	13,460	5,129	6,812	19,261	6,455	.....	.....	.....
CHEROKEE G-3	25.4	8.29	73,207	8,831	17.3	21.4	10.9	16.2	16.9	41,791	5,041	10,892	1,288	1,708	2,794	1,653	8,549	3,840	9.24	3.9	18,926
CHOCTAW G-5	14.9	5.58	44,828	8,034	13.4	16.9	9.9	16.9	17.0	25,375	4,547	6,132	861	2,157	1,352	895	6,460	2,299	5.50	2.7	13,062
CIMARRON A-2	4.0	1.42	19,686	13,863	6.5	14.3	10.9	25.1	38.1	12,398	8,731	2,761	359	482	170	137	2,652	1,604	2.09	1.5	57,678
CLEVELAND E-4	98.2	31.31	401,714	12,830	6.6	14.9	11.9	26.1	34.8	176,613	5,641	42,181	5,540	10,524	11,492	7,981	37,724	13,919	48.21	2.2	13,045
Moore	25.1	7.44	90,529	12,168	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Norman	66.1	21.53	257,406	11,956	.....	.....	.....	.....	.....	142,867	6,636	31,720	4,307	6,847	10,993	6,487	30,845	9,919	.....	.....	.....
COAL F-4	5.5	2.05	15,329	7,478	13.7	21.3	12.0	15.7	14.0	7,468	3,643	2,199	246	646	221	164	941	679	2.44	1.2	10,932
COMANCHE D-4†	106.8	30.69	413,611	13,477	8.7	19.9	12.9	23.2	26.5	236,237	7,698	39,591	4,238	45,532	9,392	17,970	56,721	14,684	45.60	2.2	24,038
Lawton	77.7	26.45	279,528	10,568	.....	.....	.....	.....	.....	231,912	8,768	36,763	3,727	40,241	9,157	17,717	54,733	12,660	.....	.....	.....
Lawton Metro Area	106.8	30.69	413,611	13,477	8.7	19.9	12.9	23.2	26.5	236,237	7,698	39,591	4,238	45,532	9,392	17,970	56,721	14,684	45.60	.....	.....
COTTON D-5	6.1	2.37	32,382	13,663	9.6	14.5	9.6	22.2	31.1	14,656	6,184	2,899	283	655	888	392	881	1,869	3.78	1.8	17,609
CRAIG G-2	14.2	4.92	51,595	10,487	10.8	17.3	11.3	21.3	25.7	32,364	6,578	7,687	1,133	2,504	1,517	780	6,554	4,675	7.49	3.6	37,393
CREEK F-3	47.5	17.19	180,507	10,501	9.8	17.2	13.0	24.8	24.6	80,652	4,692	24,623	2,742	4,721	3,443	3,831	16,515	11,267	24.54	3.9	12,114
CUSTER D-3	23.4	8.53	95,871	11,239	10.7	17.4	11.2	21.1	28.5	72,914	8,548	12,355	2,212	5,065	2,760	5,405	11,843	10,470	10.84	2.8	47,451
DELAWARE H-2	19.4	7.04	58,628	8,328	17.1	21.4	10.5	14.6	15.2	18,681	2,654	5,727	683	1,994	292	687	3,014	3,051	9.77	3.5	29,086
DEWEY D-3	5.3	2.08	23,365	11,233	9.8	16.9	11.4	24.2	28.3	14,272	6,852	2,005	208	348	517	278	1,159	3,008	3.11	1.6	22,574
ELLIS C-2	5.1	2.05	22,704	11,075	7.6	17.6	14.2	24.2	26.9	14,297	6,974	1,889	1,034	817	263	137	3,402	1,731	2.93	2.3	34,896
GARFIELD E-2†	59.3	21.95	249,846	11,383	7.8	16.8	12.8	25.4	27.6	154,270	7,028	30,268	7,723	23,864	11,006	10,501	30,786	14,167	31.67	4.7	50,857
Enid	48.4	18.14	198,986	10,969	.....	.....	.....	.....	.....	143,716	7,923	28,907	6,932	23,864	10,955	9,890	28,281	12,014	.....	.....	.....
Enid Metro Area	59.3	21.95	249,846	11,383	7.8	16.8	12.8	25.4	27.6	154,270	7,028	30,268	7,723	23,864	11,006	10,501	30,786	14,167	31.61	.....	.....
GARVIN E-4	27.4	10.15	99,442	9,797	14.2	18.0	12.6	21.9	17.9	60,659	5,976	13,233	2,056	3,916	2,644	3,615	12,258	6,897	13.46	3.2	28,580
GRADY E-4	33.0	12.33	126,159	10,232	10.7	18.9	11.5	20.0	24.7	85,378	6,924	16,609	1,645	5,328	3,546	4,118	17,857	6,875	15.17	5.6	58,255
GRANT E-2	6.5	2.62	26,992	10,302	8.5	16.7	12.2	25.1	27.3	12,943	4,940	2,583	383	300	251	351	1,836	1,661	3.80	2.3	42,466
GREER C-4	7.6	2.98	23,201	7,786	15.0	20.8	11.5	18.0	18.1	15,124	5,075	3,894	895	791	382	534	2,390	1,436	3.45	1.5	17,597
HARMON C-4	4.8	1.79	16,236	9,070	14.9	20.1	10.7	16.3	20.9	11,974	6,689	3,347	683	636	488	824	1,187	1,132	2.15	.6	20,928
HARPER C-2	4.8	1.75	21,006	12,003	9.3	12.7	8.9	23.9	33.7	10,630	6,074	2,723	391	137	535	250	2,095	1,592	2.88	1.2	44,668
HASKELL G-4	9.7	3.50	27,524	7,864	17.2	23.1	12.1	17.7	14.3	20,452	5,843	4,129	582	3,112	.....	1,353	5,588	1,330	3.41	2.5	10,713
HUGHES F-4	12.7	5.03	42,674	8,484	13.2	19.0	11.0	17.7	18.2	23,703	4,712	6,848	704	1,901	563	1,285	5,861	2,754	5.48	2.0	19,122
JACKSON D-5†	31.6	10.49	105,033	10,013	10.9	22.1	13.7	20.7	20.5	66,017	6,293	12,873	2,062	7,751	3,321	4,848	13,325	4,672	15.15	1.5	38,182
Altus	24.4	7.86	80,410	10,230	.....	.....	.....	.....	.....	59,246	7,538	10,839	2,009	7,620	3,203	4,588	13,325	3,733	.....	.....	.....
JEFFERSON E-5	6.4	2.59	24,335	9,396	12.3	18.3	10.7	17.9	22.2	11,522	4,449	2,888	554	286	490	143	2,030	1,255	3.64	1.2	17,164
JOHNSTON F-5	7.5	2.75	21,534	7,831	16.9	23.0	11.7	14.6	13.8	9,172	3,335	2,986	804	388	536	199	1,356	1,021	3.37	1.2	13,448
KAY F-1	48.2	18.16	213,635	11,764	7.9	15.5	11.7	24.3	32.7	137,246	7,558	33,718	6,116	13,934	6,141	9,469	23,291	11,567	26.45	4.2	40,854
Ponca City	31.3	11.99	126,933	10,587	.....	.....	.....	.....	.....	95,635	7,976	22,581	3,759	11,885	5,122	7,041	16,682	6,726	.....	.....	.....
KINGFISHER E-3	13.6	4.84	63,056	13,028	6.7	13.6	10.1	23.9	37.4	29,324	6,059	6,487	1,092	986	957	723	5,121	3,115	6.81	3.9	53,205
KIOWA D-4	12.0	4.80	39,123	8,151	13.5	21.9	12.3	18.1	18.8	27,844	5,801	6,812	1,043	1,552	923	1,386	5,620	2,898	6.44	1.9	35,646
LATIMER G-4	9.2	3.08	25,097	8,148	15.7	21.2	11.5	16.0	15.3	15,364	4,988	4,323	433	404	273	266	1,645	1,777	2.85	1.1	4,981
LE FLORE H-4	33.7	12.05	88,099	7,311	16.2	23.4	11.6	15.6	12.2	48,069	3,989	11,836	1,307	4,747	1,169	1,308	13,683	4,529	16.08	2.5	28,987
LINCOLN F-3	19.7	7.39	75,403	10,203	10.6	17.0	11.4	21.7	24.8	40,039	5,418	8,489	907	2,207	1,024	1,646	7,173	5,256	10.48	4.7	26,633
LOGAN E-3	23.7	8.38	70,096	8,365	12.6	20.0	13.0	22.0	16.6	44,620	5,325	9,861	1,810	2,561	1,995	1,475	7,658	5,580	9.34	3.4	25,587
LOVE E-5	5.3	1.99	19,830	9,965	8.9	17.6	12.5	19.7	22.1	9,089	4,567	2,407	385	308	124	579	412	980	2.83	1.6	13,116
McCLAIN E-4	18.1	6.44	57,777	8,972	12.0	21.1	13.1	22.0	18.7	30,278	4,702	8,636	654	751	933	1,115	5,050	4,099	7.60	3.1	37,451
McCURTAIN H-5	35.2	11.91	84,529	7,097	17.6	22.5	11.1	14.7	10.9	54,272	4,557	16,155	1,629	4,719	1,506	3,581	8,314	3,773	12.20	3.3	26,202
McINTOSH G-3	12.6	4.58	37,559	8,201	16.4	22.4	11.8	16.7	15.6	20,840	4,550	4,923	825	1,135	668	229	2,902	4,809	5.77	2.3	10,143
MAJOR D-2	7.6	2.89	31,710	10,972	11.3	16.1	9.7	22.9	30.0	26,419	9,142	3,729	777	836	482	387	8,499	2,345	4.36	2.6	26,353
MARSHALL F-5	7.8	3.10	28,847	9,305	12.4	20.3	12.2	18.1	18.9	13,860	4,471	3,972	307	903	167	1,544	2,146	1,438	4.25	1.4	8,500
MAYES G-2	25.0	9.02	85,318	9,459	10.6	16.4	11.3	21.5	22.7	46,247	5,127	10,253	1,272	2,675	1,521	1,710	9,000	5,160	12.37	3.5	22,173
MURRAY F-5	10.8	4.10	35,819	8,736	11.9	16.1	11.5	22.4	20.9	22,789	5,558	6,194	453	755	761	937	4,716	2,937	5.42	1.5	20,299
MUSKOGEE G-3	59.1	21.56	208,742	9,682	12.0	17.5	11.7	21.4	23.1	138,093	6,405	32,651	4,983	17,255	8,231	7,526	24,594	10,657	29.45	3.5	23,909
Muskogee	41.6	15.86	144,725	9,125	.....	.....	.....	.....	.....	128,779	8,120	29,684	4,784	15,801	7,886	6,906	24,144	8,105	.....	.....	.....
NOBLE E-2	9.7	3.62	41,074	11,346	8.9	17.4	11.6	20.9	30.5	26,255	7,253	5,217	814	791	712	1,080	4,375	3,669	5.50	2.3	21,343
NOWATA G-2	9.4	3.64	35,811	9,838	13.7	20.9	11.9	18.3	19.7	14,207	3,903	3,864	499	457	411	478	2,337	1,880	5.58	1.8	16,879
OKFUSKEE F-3	10.3	3.75	28,380	7,568	15.7	21.1	11.3	15.8	15.2	19,336	5,156	5,240	639	1,306	153	210	3,467	1,861	4.32	2.0	11,495
OKLAHOMA E-3†	558.0	200.67	2,641,496	13,163	6.7	13.5	11.1	25.7	36.7	1,861,699	9,277	315,640	42,381	322,269	94,117	97,944	339,370	112,707	315.75	2.7	19,561
Bethany	25.5	8.18	109,320	13,364	.....	.....	.....	.....	.....	21,596	2,640	2,163	1,111	1,627	361	1,456	6,078	2,873	.....	.....	.....
Del City	32.8	10.61	138,579	13,061	.....	.....	.....	.....	.....	59,183	5,578	21,741	1,120	16,088	329	3,595	1,341	4,622	.....	.....	.....
Midwest City	56.7	18.80	240,666	12,801	.....	.....	.....	.....	.....	113,857	6,056	33,151	2,529	10,556	7,833	4,112	26,590	8,467	.....	.....	.....
Oklahoma City[2]	387.6	144.71	1,813,941	12,535	.....	.....	.....	.....	.....	1,502,990	10,386	221,458	33,407	280,360	82,586	86,655	271,290	85,829	.....	.....	.....
Oklahoma City Metro Area	764.4	269.84	3,419,660	12,673	7.2	14.5	11.3	25.4	34.5	2,278,470	8,444	404,064	54,277	352,149	113,138	112,532	440,218	148,954	421.34	.....	.....
OKMULGEE G-3	35.3	12.85	107,125	8,337	12.5	18.9	12.3	20.3	17.8	72,019	5,605	20,688	2,582	6,989	2,285	2,947	13,631	7,570	16.10	2.5	13,375
OSAGE F-2	29.1	10.89	126,118	11,581	8.1	16.1	12.0	24.5	30.2	38,156	3,504	12,190	1,215	2,343	1,982	1,249	8,141	5,254	27.00	3.5	49,948
OTTAWA H-1	30.4	11.30	115,901	10,257	10.1	17.5	11.3	22.0	27.2	71,044	6,287	14,935	2,757	8,731	3,682	4,570	15,475	5,484	15.49	2.8	16,675
PAWNEE F-2	11.9	4.67	46,088	9,869	11.4	18.6	11.7	21.3	23.7	24,447	5,235	4,644	729	1,185	350	847	6,212	2,893	6.32	2.6	20,572
PAYNE F-3	53.8	18.52	203,878	11,009	11.8	17.2	11.9	21.6	26.8	110,518	5,967	26,996	2,953	9,546	6,077	7,515	22,828	10,351	22.84	3.6	26,017
Stillwater	34.2	10.91	123,034	11,277	.....	.....	.....	.....	.....	74,280	6,808	16,868	2,247	5,677	5,290	5,364	15,685	5,931	.....	.....	.....
PITTSBURG G-4†	39.2	13.80	128,615	9,320	10.9	20.0	12.8	21.7	20.1	81,086	5,877	20,049	2,462	11,219	4,037	5,265	14,149	8,070	17.12	2.7	21,922
PONTOTOC F-4	30.8	11.66	115,252	9,884	12.6	20.4	12.1	19.6	21.1	85,685	7,349	15,971	2,744	11,420	5,471	5,408	18,031	5,372	14.07	2.8	23,385
POTTAWATOMIE F-4	48.8	17.74	163,853	9,236	10.7	18.9	12.3	22.2	20.5	105,029	5,920	22,178	3,475	14,065	5,160	4,373	15,927	9,897	24.93	3.0	23,914
Shawnee	27.3	10.24	99,663	9,733	.....	.....	.....	.....	.....	90,029	8,792	19,351	2,883	13,339	4,923	3,850	15,789	5,515	.....	.....	.....
PUSHMATAHA G-5	9.5	3.47	24,571	7,081	16.9	19.7	10.1	13.8	12.7	13,393	3,860	3,483	523	1,779	317	441	2,673	1,358	3.31	2.0	9,999
ROGER MILLS C-3	4.1	1.55	31,052	20,034	8.2	15.5	10.3	24.4	34.9	7,097	4,579	1,736	110	156	52	76	2,422	460	1.71	2.2	27,696
ROGERS G-2	31.4	10.95	115,907	10,585	8.5	15.3	11.9	25.4	27.4	59,446	5,429	15,781	1,549	4,036	1,536	1,942	11,767	6,214	19.66	3.3	22,944
SEMINOLE F-4	26.4	9.80	73,833	7,534	15.5	22.0	12.4	18.8	13.5	54,667	5,578	14,438	2,301	3,947	2,149	3,842	10,841	6,361	12.07	2.6	14,394
SEQUOYAH H-3	25.6	8.45	62,670	7,417	14.7	22.1	12.3	18.3	12.2	34,244	4,053	11,485	1,009	2,810	508	920	6,270	3,374	10.70	2.8	13,094
STEPHENS E-4	39.4	15.05	144,110	9,575	10.6	17.8	13.5	23.7	22.2	101,083	6,716	23,962	3,606	13,306	4,236	5,854	24,215	7,657	21.38	2.6	25,152
Duncan	24.2	9.40	87,878	9,349	.....	.....	.....	.....	.....	78,438	8,344	16,403	2,552	12,511	3,453	4,012	20,026	5,422	.....	.....	.....
TEXAS B-2	17.3	5.95	74,405	12,505	6.5	15.5	11.5	24.9	33.3	54,200	9,109	9,672	1,411	4,345	1,841	1,919	10,662	4,894	9.61	2.2	281,548
TILLMAN D-5	12.5	4.65	41,850	9,000	12.5	21.1	12.4	19.8	20.5	28,619	6,155	5,204	1,017	1,240	1,327	1,781	5,596	7,336	5.60	1.8	39,194

(2) Includes portions in Canadian, Cleveland and McClain Counties
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
TULSA G-3	413.0	148.26	1,995,874	13,462	6.2	11.6	11.1	27.1	37.6	1,239,697	8,362	249,572	37,677	242,433	70,131	75,665	246,699	89,595	229.03	3.3	16,022
Tulsa[3]	355.6	130.09	1,751,654	13,465	.....	.....	.....	.....	.....	1,248,261	9,595	229,076	36,901	252,301	70,341	75,641	221,022	78,798	.....	.....	.....
Tulsa Metro Area	571.1	205.03	2,589,370	12,629	7.0	13.2	11.4	26.3	34.2	1,488,319	7,259	318,973	45,257	257,353	79,120	85,418	296,011	120,383	322.40	.....	.....
WAGONER G-3	25.1	8.72	85,646	9,822	8.9	17.1	13.2	25.2	22.4	24,121	2,766	6,554	802	1,145	507	1,021	3,889	2,893	9.80	3.1	19,905
WASHINGTON G-2	42.7	15.83	215,662	13,624	5.4	12.0	10.0	25.2	40.4	106,415	6,722	27,478	4,563	15,972	5,173	8,642	17,307	8,199	24.73	1.9	12,964
Bartlesville[3]	30.5	11.51	155,758	13,532	.....	.....	.....	.....	.....	92,801	8,063	20,721	3,974	15,203	4,838	8,175	17,124	6,802	.....	.....	.....
WASHITA D-4†	9.9	3.75	46,307	12,349	10.6	17.4	10.8	21.4	30.9	20,718	5,525	4,976	552	498	1,147	1,253	3,006	2,973	5.93	3.2	49,198
WOODS D-2	12.0	4.50	54,670	12,149	8.7	18.0	11.8	21.6	30.2	30,607	6,802	5,673	1,253	2,872	1,428	2,326	4,373	2,878	6.37	2.0	44,742
WOODWARD D-2	16.5	5.91	68,745	11,632	6.2	15.2	12.0	26.9	30.9	55,739	9,431	10,520	1,810	4,453	2,577	3,950	7,287	5,497	8.52	2.1	44,373

(3) Includes portion in Osage County.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

STATE NETWORKS

Agriculture News Network

Comprised of:
Interconnected Stations

KADA—Ada
KALV—Alva
KRPT—Anadarko
KLTR—Blackwell
KSEO—Durant
KSEO-FM—Durant
KADS—Elk City
KTAT—Frederick
KOKC—Guthrie
KHEN, KHEN-FM—Henryetta
KTJS—Hobart
KMAD—Madill
KNED—McAlester
KNED-FM—McAlester
KGLA—Miami
KGLA-FM—Miami
KMUS—Muskogee
WNAD—Norman
KVLH—Pauls Valley
KOKN—Pawhuska
KLCO—Poteau
KLCO-FM—Poteau
KJEM—Wagoner
KWEV—Weatherford
KWSH—Wewoka

Media Code 4 237 0013 7.00

Covenant Broadcasting Corp. of Oklahoma, Box 1000, 1800 W. Main St., Oklahoma City, Okla. 73101. Phone 405-235-1671.

STATION'S PROGRAMMING DESCRIPTION

AGRICULTURAL NEWS NETWORK: 5 min farm & ranch reports M-F at 6:15 am, 12:35 & 4:15 pm. 10 min report at 6:15 am Sat. by farm director. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
President—Fred E. Walker.
Vice-Pres. & Gen'l Mgr.—Kenny Belford.

2. REPRESENTATIVES
Eastman Radio, Inc.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3, 4a, 5, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 24c, 25a, 28c, 33b.
Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 wk	13 wk	26 wk	52 wk
*6:15 am, 3 1-min spots	70	66	59	53
†4:15 pm	60	56	49	45

(*) Mon, Wed, Fri or Tues, Thurs, Sat.
(†) 3 1-min spots per alt wk/Mon, Wed, Fri & 2 1-min spots per alt wk/Tues, Thur.
Submitted by Kenny Belford.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 237 0025 1.00

Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.

New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

OKLAHOMA STATE GROUP
Comprised of:

KADA—Ada
KWHW—Altus
KALV—Alva
KVSO—Ardmore
KLTR—Blackwell
KWCO—Chickasha
KWOE—Clinton
KUSH—Cushing
KRHD—Duncan
KSEO—Durant
KELR—El Reno
KCRC—Enid
KOKC—Guthrie
KVYL—Holdenville
KGLC—Miami
KBIX—Muskogee
KNOR—Norman
KOKL—Okmulgee
KVLH—Pauls Valley
KOKN—Pawhuska
KLCO—Poteau
KOLS—Pryor
KXOJ—Sapulpa
KTLQ—Tahlequah
KVIN—Vinita
KWLG—Wagoner
KWSH—Wewoka

	1 min	30 sec
All stations	110	88

Less than full state list may be purchased. (D)

Oklahoma Farm Network

Comprised of:
Non-Interconnected Stations

KWHW—Altus
KWCO—Chickasha
KWOE—Clinton
KGYN—Guymon
KVYL—Holdenville
KOKL—Okmulgee
KXOJ—Sapulpa

Media Code 4 237 0050 8.00

Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES
Spots scheduled adjacent to Farm or News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.
Eff ———— Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti
1 min	48.25	46.00	40.50

30 sec: 80% of 1-min.

Oklahoma News Network, Inc.

THE OKLAHOMA NEWS NETWORK

Comprised of:
Interconnected Stations

KADA—Ada
KWHW—Altus
KALV—Alva
KRPT—Anadarko
KVSO—Ardmore
KYFM (FM)—Bartlesville
KGOY—Bethany
KLTR—Blackwell
KXXK—Chickasha
KWPR—Claremore
KUSH—Cushing
KBHD—Duncan
KSEO-FM—Durant
KWHP—Edmond
KADS—Elk City
KCRC—Enid
KTAT—Frederick
KOKC—Guthrie
KHEN, KHEN-FM—Henryetta
KTJS—Hobart
KBEL—Idabel
KSWO—Lawton
KMAD—Madill
KNED—McAlester
KNED-FM—McAlester
KGLC—Miami
KGLC-FM—Miami
KBIX—Muskogee
KGOU—Norman
WNAD—Norman
KNFB (FM)—Nowata
KAFG (FM)—Oklahoma City
KOKL—Okmulgee
KVLH—Pauls Valley
KOKN—Pawhuska
KLOB (FM)—Ponca City
KLCO—Poteau
KLCO-FM—Poteau
KRBB, KRBB-FM—Sallisaw
KXOJ—Sapulpa
KGFF—Shawnee
KVRO (FM)—Stillwater
KTLQ—Tahlequah
KTLQ-FM—Tahlequah
KJEM—Wagoner
KWEY—Weatherford
KWSH—Wewoka

Media Code 4 237 0100 2.00

Covenant Broadcasting Corp. of Oklahoma, Box 1000, Oklahoma City, Okla. 73101. Phone 405-235-1671.

STATION'S PROGRAMMING DESCRIPTION

OKLAHOMA NEWS NETWORK, INC.: 5 min newscasts at :30 from 7:30 am-7:30 pm, M-Sat, & 12:30-7:30 pm Sun. 15 min newscasts M-F at 6:30 am & 5:30 pm. 5 min weather radar reports M-F at 8:55 am & 4:55 pm. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
President—Fred E. Walker.
Vice-Pres. & Gen'l Mgr.—Kenny Belford.

2. REPRESENTATIVES
Eastman Radio, Inc.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15b.
Basic Rates: 24c, 25a, 28c, 33b.
Contracts: 40a, 44, 44a, 45, 46.
Comb.: Cont. Discounts: 60f, 60i, 62d.
Cancellation: 73b.
Prod. Services: 82.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 7/1/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 3 pm-7:30 pm; Sun 6:30 am-7:30 pm.
ROS: Mon thru Sun 6:30 am-7:30 pm.

6. SPOT ANNOUNCEMENTS

	AAA 3 ti	6 ti	12 ti	18 ti	AA 3 ti	6 ti	12 ti	18 ti
1 min	89	85	78	72	82	78	71	65
30 sec	71	68	62	58	66	62	57	52
	A 3 ti	6 ti	12 ti	18 ti	ROS 3 ti	6 ti	12 ti	18 ti
1 min	75	71	64	58	70	66	60	54
30 sec	60	56	51	46	56	52	48	43

Edited by Kenny Belford.

Weatherscan Radio Network, Inc.

weatherscan

Comprised of:
Interconnected by Direct Air Pickup Stations

KTEN (FM)—Ada
KRPT—Anadarko
KVSO—Ardmore
KEOR—Atoka
KWON—Bartlesville
KLTR—Blackwell
KWOE—Clinton
KWOE-FM—Clinton
KUSH—Cushing
KCCO—Lawton
KRLG—Lawton
KTMC—McAlester
KBYE—Oklahoma City
KFJL (FM)—Oklahoma City
KJAK (FM)—Oklahoma City
KLPR—Oklahoma City
KNOR—Oklahoma City
KOCY—Oklahoma City
KOFM (FM)—Oklahoma City
KLOB (FM)—Ponca City
KBJH—Tulsa

Media Code 4 237 0115 0.00

Business office: 5900 Mosteller Dr., Oklahoma City, Okla. 73112. Phone 405-848-6566.

1. PERSONNEL
President—Frank Rees.
General Manager—Ted Mueller.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Southwest—Mario Messina Company.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 8.
Rate Protection: 10a, 12a, 13c.
Basic Rates: 20b, 24c, 25a, 28c, 33b.
Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60f, 60i, 62d.
Cancellation: 70a, 71a, 73a, 73b.
Prod. Services: 81.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 5/23/75.

6. SPOT ANNOUNCEMENTS

TOTAL NETWORK	3 ti	6 ti	12 ti	18 ti
1 min	31	30	29	28
30 sec	24	23	22	21
*STATE NETWORK				
1 min	20	19	18	17
30 sec	16	15	14	13

(*) Includes KOFM (FM), Oklahoma City, plus all affiliates outside of Oklahoma City.
Edited by Ted Mueller.

ADA (1 AM; 1 FM)

Pontotoc County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KADA
1934

Media Code 4 237 0130 6.00

KADA Broadcasting, Inc., Box 609, Ada, Okla. 74820. Phone 405-332-1212.
Studio: North Broadway, Ada, Okla.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jerry Spencer.

2. REPRESENTATIVES
New York—Frederick W. Smith.
San Francisco—Radio Time Sales/International.
Dallas—Clyde Melville Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
Eff 4/13/73—Rec'd 4/16/73.

6. SPOT ANNOUNCEMENTS

	1x	80x	160x	240x	320x	400x	480x
1 min/less	5.00	4.75	4.50	4.25	4.00	3.75	3.50

Edited by Jerry Spencer.

KTEN (FM)
1971

Media Code 4 237 0185 2.00

Eastern Oklahoma Television Co., Inc., Box 10, 1600 Arlington Blvd., Ada, Okla. 74820. Phone 405-332-3311. TWX 405-332-1141.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bill Hoover.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Chicago, Mid-west—Walton Broadcasting Sales Corporation.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mc. Stereo.
Operating schedule: 6:30 am-midnight. CST.
Antenna ht.: 625 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KEOR, Atoka.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KEOB, Atoka.
Member: Weatherscan Radio Network, Inc.

TIME RATES
No. 3 Eff 7/15/74—Rec'd 7/30/74.
A—Mon thru Sat 6:59-8:35 am, 11:54 am-1:01 pm & 4:54-6:01 pm.
B—Mon thru Sat sign-on-6:58 am, 8:36-11:53 am, 1:02-4:54 pm & 6:02 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

OPEN:	1 min	30 sec	15 sec
A	6.00	4.50	3.50
B	5.00	3.50	3.00

7. PACKAGE PLANS
CONTRACTS

12+ PER WK:	1 min	30 sec	15 sec
A	5.00	3.50	2.50
B	4.00	3.00	2.00
ROS IMPACT, 9+ PER DAY/90 PER MONTH:			
A	4.00	3.00	2.00
B	3.50	2.50	1.50

Firm contract allowed end rate on ROS regardless of frequency.

ALTUS (1 AM; 1 FM)

Jackson County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KWHW
1946

Subscriber to the NAB Radio Code

Media Code 4 237 0260 4.00

KWHW Radio, Inc., Box 577, Radio Bldg., Altus, Okla. 73521. Phone 405-482-1450.

STATION'S PROGRAMMING DESCRIPTION

KWHW: Programmed for news, music, information.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—George Wilburn.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Oklahoma Farm Network, Oklahoma News Network, Inc.

TIME RATES
No. 7 Eff 11/1/73—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	21 ti	41 ti	61 ti	100+
1 min	4.50	4.15	3.80	3.50	3.15
30 sec	3.40	3.00	2.65	2.30	2.00

Fixed position: extra 1.00.

PER YR:	500x	1000x	1500x	2000x
1 min	3.60	3.30	3.00	2.70
30 sec	2.60	2.30	2.00	1.80

10 sec: ea 1.50.

KWHW-FM
1974

Subscriber to the NAB Radio Code

Media Code 4 237 0261 2.00

KWHW Radio, Inc., Box 577, 212 W. Cypress, Altus, Okla. 73521. Phone 405-482-1450.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 305 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 1 Eff 4/1/74—Rec'd 4/19/74.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	75+
1 min	4.50	4.25	4.00	3.75
30 sec	3.40	3.20	3.00	2.80
PER YR:	**500x**	**1000x**	**1500x**	**2000x**
1 min	4.00	3.50	3.25	3.00
30 sec	3.00	2.50	2.40	2.20

Fixed, extra 1.00.

10. SPECIAL FEATURES

NEWS:	26x	52x	104x	156x
5 min	10	9	8	7

News at 7:30 am, 12:30 pm & 6:30 pm.
2-min news hourly, each 5.00.

ALVA

Woods County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KALV

1956

Media Code 4 237 0890 9.00
Martin Broadcasting Corp., Box 843, Alva, Okla. 73717. Phone 405-327-1430.

STATION'S PROGRAMMING DESCRIPTION
KALV: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lynn L. Martin.

3. FACILITIES
500 w.; 1430 kc. Directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
15/0: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
Eff 2/1/75—Rec'd 4/14/75.
Premium—6:30-8:30 am & noonhour.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Premium, flat	5	4
ROS/BTA, flat	4	3

MONTHLY:	30 ti	50 ti	100 ti	200 ti
Discount	10%	20%	30%	40%

Additional 10% discount for 12 consec mo contract.

7. PACKAGE PLANS
10-wd spot hrly/daily/1 mo, per mo 125.00; net.
16 30-sec spot/1 wk, 34.40; net.

ANADARKO

Caddo County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KRPT

1970

Subscriber to the NAB Radio Code
Media Code 4 237 0455 0.00
Anadarko Broadcasting Co., Box 969, Anadarko, Okla. 73005. Phone 405-247-6682.

1. PERSONNEL
General Manager—G. Harold Wright.

3. FACILITIES
500 w. days; 850 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Member: Oklahoma News Network, Inc., Agriculture News Network, Weatherscan Radio Network, Inc.

TIME RATES
No. 3 Eff 10/1/74—Rec'd 10/15/74.

6. SPOT ANNOUNCEMENTS

ROS, PER MO:	20 ti	50 ti	100 ti	250 ti	500 ti
1 min	3.80	3.70	3.50	3.25	3.00
30 sec	2.90	2.85	2.60	2.40	2.20
ROS, PER YR:	**100x**	**250x**	**500x**	**750x**	**1000x**
1 min	3.65	3.50	3.25	3.00	2.75
30 sec	2.70	2.55	2.40	2.20	2.10

Specified times, per spot extra .50.
50+ per mo annual contract, 10% discount.

ARDMORE (1 AM; 1 FM)

Carter County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KKAJ

1974

Media Code 4 237 0487 3.00
Arbuckle Broadcasters, Inc., Box 488, Plainview Rd., Ardmore, Okla. 73401. Phone 405-226-0421.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hal Cochran.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 7/1/74—Rec'd 9/10/74.
AAA—7-9 am & noon-1 pm.
AA—6-7 am, 9 am-noon & 1-6 pm.
A—6 pm-1 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	5.00	4.00	4.40	3.50	4.00	3.20
52 x	4.80	3.80	4.20	3.40	3.85	3.10
104 x	4.60	3.60	4.00	3.20	3.70	3.00
156 x	4.40	3.40	3.80	3.00	3.55	2.75
312 x	4.10	3.10	3.50	2.90	3.20	2.40
624 x	3.60	2.50	3.00	2.40	2.50	2.00

15 sec: 60% of 1-min.
Fixed position, per spot extra 1.00.

7. PACKAGE PLANS
1000+—ROS/BTA
1 min, ea. 2.50 30 sec, ea. 2.00

KVSO

1935

Subscriber to the NAB Radio Code
Media Code 4 237 0520 1.00
KVSO Broadcasting Co., Box 429, Ardmore, Okla. 73401. Phone 405-223-3030.

1. PERSONNEL
General Manager—Bill Lauderdale.

3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15%; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Oklahoma News Network, Inc., Weatherscan Radio Network, Inc.

TIME RATES
No. 8G Eff——Rec'd 5/28/74.

9. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
Ea	5.00	4.80	4.70	4.20	4.00	3.50

10. SPECIAL FEATURES
News—Base rate plus 20%.
Spots and programs cannot be combined for larger discounts.

ATOKA

Atoka County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KEOR

1968

Subscriber to the NAB Radio Code
Media Code 4 237 0560 7.00
Eastern Oklahoma Television Co., Inc., Box 10, 1600 Arlington Blvd., Ada, Okla. 74820. Phone 405 332-3311. TWX 405-332-1141.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bill Hoover.

2. REPRESENTATIVES
Ravalli/Gates, Inc.
Chicago, Mid-west—Walton Broadcasting Sales Corporation.

3. FACILITIES
5,000 w.; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KTEN (FM), Ada.

4. AGENCY COMMISSION
15% time only; payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
FM facilities: KTEN (FM), Ada.
Affiliated with KBS.
Member: Farm Radio Network, Weatherscan Radio Network, Inc.

TIME RATES
No. 3 Eff 7/15/74—Rec'd 7/30/74.
A—Mon thru Sat 6:59-8:35 am, 11:54 am-1:01 pm & 4:54-6:01 pm.
B—Mon thru Sat sign-on-6:58 am, 8:36-11:53 am, 1:02-4:54 pm & 6:02 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

OPEN:	1 min	30 sec	15 sec
A	6.00	4.50	3.50
B	5.00	3.50	3.00

7. PACKAGE PLANS
CONTRACTS

12+ PER WK:	1 min	30 sec	15 sec
A	5.00	3.50	2.50
B	4.00	3.00	2.00
ROS IMPACT 9+ PER DAY/90 PER MO:			
A	4.00	3.00	2.00
B	3.50	2.50	1.50

Firm contract allowed end rate on ROS regardless of frequency.

BARTLESVILLE (1 AM; 1 FM)

Washington County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KWON

1941

Subscriber to the NAB Radio Code
Media Code 4 237 0780 1.00
KWON Radio, Inc., Box 1215, KWON Radio Center, Dewey Rd., Bartlesville, Okla. 74003. Phone 918-336-1400.

STATION'S PROGRAMMING DESCRIPTION
KWON: Programmed with music and information. MUSIC: 6 am-7 pm, MOR built around best of today's hit records and favorites of past 10 years 7:30 pm-midnight. NEWS: network and local with local news staff. AP and direct teletype with U.S. Weather service; state highway patrol. SPORTS: local high school, football and college football. Contact Representative for further details. Rec'd 10/29/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Herb Remick.
Operations Manager—James E. Willaford.

2. REPRESENTATIVES
Dallas—Clyde Melville Company.
St. Louis, Kansas City—Eugene F. Gray Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 18 hours daily. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 6.
Rate Protection: 10a, 12a, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 25b, 28c, 29a.
Contracts: 40a, 43, 45, 46, 47a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with CBS.
Member: Weatherscan Radio Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rev 6/1/73—Rec'd 10/3/73.
AA—6-9 am, 11:30 am-1 pm & 4-6 pm; Sat 8 am-noon.
A—9-11:30 am, 1-4 pm & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 15 sec	A 1 min	A 30 sec	A 15 sec
3 ti	6.50	5.25	3.75	4.50	4.50	2.75
5 ti	5.75	4.75	3.25	4.75	3.75	2.25

7. PACKAGE PLANS

STA:	Per wk 10 ti	30 ti	50 ti	Per mo 100 ti	150 ti
1 min	4.50	4.00	3.50	3.25	2.75
30 sec	3.50	3.00	2.50	2.50	2.00

15 sec, RTA: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK:	1 ti	3 ti	5 ti
3 min	8.00	7.00	6.00

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	5 ti
5-min News, weather, sports	11.50	10.25	9.00

KYFM (FM)

1961

Thompson Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 237 0650 6.00
Thompson Broadcasting Co., Box 1100, Bartlesville, Okla. 74003. Phone 918-336-1001.

STATION'S PROGRAMMING DESCRIPTION
KYFM (FM): Programmed for adult entertainment and information, age 25-49.
MUSIC: Contemporary in instrumental arrangements with blended popular and pop concert music. Two-voice talk show 6:45-8:15 am weekdays. Editorials on local and national issues. NEWS: National net hourly; state net hourly, local at 6:45-7 am and 7:50-8 am; net news personality 7:30 am and noon. SPORTS: University and high school games. Rec'd 2/4/74.

1. PERSONNEL
Owner & Gen'l Mgr.—Fred L. Thompson.
Station Manager—John H. Ransom.

9. FACILITIES
ERP 3,000 w.; 100.1 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21a, 24b, 25b, 28b, 28c.
Contracts: 40a, 44a, 45, 47c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.
Cancellation: 70c, 71a, 73a.
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 12/1/74—Rec'd 12/2/74.

8. SPOT ANNOUNCEMENTS

	Per wk/ROS 10 ti	20 ti	30 ti	40 ti	50 ti	Per mo 100 ti	150 ti
30 sec	2.75	2.60	2.50	2.30	2.20	2.00	1.85
1 min	3.75	3.60	3.50	3.30	3.20	3.00	2.85

6:30-8:30 am & 4:30-6 pm, extra .50.

9. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	40	25	16	12	8

DISCOUNT
13 ti—5% 26 ti—10% 52 ti—15%

BETHANY

Oklahoma County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

See Oklahoma City

(including Bethany, Edmond, Midwest City, Norman)

BLACKWELL

Kay County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KLTR

1952

Subscriber to the NAB Radio Code
Media Code 4 237 0845 2.00
Indian Nation Broadcasters, Inc., Box 70, Blackwell, Okla., 74631. Phone 405-363-4567.

STATION'S PROGRAMMING DESCRIPTION
KLTR: Programmed for general interest.

1. PERSONNEL
General Manager—Don M. Kelly.

3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0: time only. 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KLOR (FM), Ponca City.
Affiliated with KBS.
Member: Oklahoma News Network, Inc., Agriculture News Network, Weatherscan Radio Network, Inc.

TIME RATES
Eff 4/1/73—Rec'd 8/13/73.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	150x
1 min	3.25	3.20	3.15	3.10	3.05
30 sec	2.25	2.20	2.15	2.10	2.05
	250x	**350x**	**600x**	**1000x**	**1200x**
1 min	3.00	2.95	2.90	2.85	2.80
30 sec	2.00	1.95	1.90	1.85	1.80

10. SPECIAL FEATURES
1/4 hr weathercasts—42.50 per mo.
5-min newscasts—57.50 per mo.

BROKEN ARROW

Tulsa County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

See Tulsa

(including Broken Arrow, Sand Springs)

CHICKASHA (1 AM; 1 FM)

Grady County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KWCO

1946

Subscriber to the NAB Radio Code
Media Code 4 237 1040 8.00
Sooner Broadcasting Corp., Box 770, KWCO Bldg., Fourth and Grand, Chickasha, Okla. 73018. Phone 405-224-2890.

STATION'S PROGRAMMING DESCRIPTION
KWCO: Programmed for general audience.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack G. Brewer.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1560 kc.
Directional—nighttime only.
Operating schedule: 6 am-11:15 pm. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KXXK (FM).
Affiliated with KBS.
Member: Oklahoma Farm Network.

TIME RATES
Eff——Rec'd 5/8/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	50 ti	100 ti	150 ti
1 min	7.00	6.50	6.00	5.50
30 sec	5.75	5.25	4.75	4.25

Mon thru Sat 6-9 am/specified time: Extra 1.00.
CONTRACT DISCOUNT
52 wk, 50x+—10%
Edited by Jack G. Brewer.

KXXK (FM)

1966

Media Code 4 237 1105 0.00
Brewer Broadcasting Corp., Box 1268, Chickasha, Okla. 73018. Phone 405-224-1604.
See affiliated AM station for additional information.
AM facilities: KWCO

STATION'S PROGRAMMING DESCRIPTION
KXXK (FM): modern country, network & local news.

1. PERSONNEL
Sales Manager—Charles Jones.

9. FACILITIES
ERP 2,145 w.; 105.5 mc.
Operating schedule: 6 am-11:15 pm. CST.
Antenna ht.: 265 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 3/29/73.

6. SPOT ANNOUNCEMENTS

	1x	30x	50x	100x
1 min	3.45	2.85	2.70	2.50
30 sec	2.85	2.30	2.20	2.10

CLAREMORE

Rogers County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KWPR

1958

Subscriber to the NAB Radio Code
Media Code 4 237 1170 4.00
Greencountry Broadcasting, Inc., Box 577, 605 W. Ramm Rd., Claremore, Okla. 74017. Phone 918-341-1281.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Leon Shearhart.

3. FACILITIES
500 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc.

TIME RATES
Eff 9/1/74—Rec'd 9/30/74.

7. PACKAGE PLANS
Premium—9-6 am, noon-1 pm & 4-6 pm.

ROS, BTA:	1 ti	25 ti	50 ti	100 ti
1 min	5.00	4.50	4.00	3.50
30 sec	4.00	3.75	3.50	3.25

OKLAHOMA

CLINTON (1 AM; 1 FM)

Custer County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KWOE
1949

Media Code 4 237 1300 7.00
Western Oklahoma Broadcasting Co., Neptune Park, Clinton, Okla. 73601. Phone 405-323-0617.
1. PERSONNEL
General Manager—Lonnie J. Preston.
3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Oklahoma Farm Network, Weatherscan Radio Network, Inc.

TIME RATES
Eff————Rec'd 1/28/75.
AA—6-8:30 am, 11:30 am-1 pm & 4:30-6:30 pm.
A—All other times: ROS.
6. SPDT ANNOUNCEMENTS

	Open	26x	52x	152x	312x	624x	1560+
CLASS AA							
1 min	5.00	4.85	4.70	4.55	4.40	4.10	3.60
30 sec	4.00	3.85	3.70	3.55	3.40	3.10	2.75
15 sec	3.00	2.90	2.80	2.70	2.60	2.40	2.20
CLASS A							
1 min	4.00	3.85	3.70	3.55	3.40	3.10	2.75
30 sec	3.20	3.05	2.90	2.75	2.60	2.40	2.20
15 sec	2.50	2.40	2.30	2.20	2.10	2.00	1.90

KWOE-FM
1969

Media Code 4 237 1301 5.00
Western Oklahoma Broadcasting Co., Box 568, Neptune Park, Clinton, Okla. 73601. Phones 405-323-0617, 0618.
See affiliated AM station for additional information.
1. PERSONNEL
Owner & Manager—Lonnie J. Preston.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Weatherscan Radio Network, Inc.

TIME RATES
Rates are identical to KWOE. See that listing.

CUSHING

Payne County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KUSH
1953
Subscriber to the NAB Radio Code

Media Code 4 237 1430 2.00
Cimarron Valley Broadcasters, Inc., Box 791, 8 miles E. on Hwy. 33. Cushing, Okla. 74023. Phone 918-225-0922.
1. PERSONNEL
General Manager—Don M. Kelly.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6:00 am-local sunset daily. CST
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with KBS.
Member: Oklahoma News Network, Inc., Weatherscan Radio Network, Inc.

TIME RATES
Eff 4/1/75—Rec'd 5/19/75.
6. SPDT ANNOUNCEMENTS

	1x	25x	50x	100x	150x	250x	350x	600x
30 sec	3.60	3.40	3.20	3.00	2.80	2.60	2.40	2.20
1 min	4.20	4.00	3.80	3.60	3.40	3.20	3.00	2.80

10. SPECIAL FEATURES
5 min news, ea. 4.50
1/4 hr weathercasts, 1 daily, Mon thru Sat, per mo. 47.20
1/4 hr local news, ea. 10.00
10 min farm reports, ea. 10.00

DUNCAN

Stephens County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KRHD
1947

Subscriber to the NAB Radio Code

Media Code 4 237 1560 6.00
Duncan Broadcasting Co., Inc. 1701 Pine St. Duncan, Okla. 73533 Phone 405-255-1350.
1. PERSONNEL
Sales Manager—Tiny Duval.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
250 w. days; 100 w. nights; 1350 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun CST.
4. AGENCY COMMISSION
None, all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Oklahoma News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 6/3/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	624x	1000x
1 min	5.70	5.20	4.80	4.60	4.00	3.40	3.20	3.00
30 sec	4.00	3.60	3.20	3.00	2.80	2.60	2.40	2.20

7. PACKAGE PLANS
QUICKIE PACKAGES
40 15-sec. within 1 day 50

PER MO:	5 ti	8 ti	12 ti
15 sec per day	150	240	300

DURANT (1 AM; 1 FM)

Bryan County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KSEO
1947

Subscriber to the NAB Radio Code

Media Code 4 237 1690 1.00
Durant Publishing-Broadcasting Corp., Box 190, Durant, Okla. 74701. Phone 405-924-3100.
1. PERSONNEL
General Manager—Glen D. Burke.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
250 w. days; 750 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KSEO-FM.
4. AGENCY COMMISSION
15/0 time only; when rendered.
5. GENERAL ADVERTISING See coded regulations
Member: Agriculture News Network.

TIME RATES
Eff 5/1/74—Rec'd 4/15/74.
6 SPDT ANNOUNCEMENTS

	1x	90x	180x	270x	360x	450x	540x
1 min	4.20	3.95	3.70	3.45	3.20	2.95	2.70
30 sec	3.90	3.65	3.40	3.15	2.90	2.65	2.40

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	3.75	3.50	3.25	3.00
30 sec	3.50	3.25	3.00	2.75

Submitted by Carolyn Corbin.

KSEO-FM
1958

Subscriber to the NAB Radio Code

Media Code 4 237 1891 9.00
Durant Publishing-Broadcasting Corp., Box 190, Durant, Okla 74701. Phone 405-924-3100.
See affiliated AM station for additional information.
3. FACILITIES
ERP 625 w.; 107.1 mc.
Operating schedule: ————. CST.
Antenna ht.: 365 ft. above average terrain.
Partial simulcast operation. Operated separately for special events during nighttime hours. For simulcast facilities see KSEO.
5. GENERAL ADVERTISING See coded regulations
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
Rates are identical to KSEO. See that listing.

EDMOND

Oklahoma County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

See Oklahoma City
(including Bethany, Edmond, Midwest City, Norman)

ELK CITY

Beckham County—Map Location C-4
see SRDS consumer market map and data at beginning of the State

KADS
1930

Subscriber to the NAB Radio Code

Media Code 4 237 1950 9.00
Beckham Broadcasting Co., Box 949, Elk City, Okla. 73644. Phone 405-225-3333.
1. PERSONNEL
Co-Owner & Gen'l Mgr.—Joe Tilton.
3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract
Member: Oklahoma News Network, Inc., Farm Radio Network, Agriculture News Network.

TIME RATES
No. 3 Eff 7/1/74—Rec'd 7/31/74.
6. SPOT ANNOUNCEMENTS
ROS/BTA 6 AM-11 PM

30 DAYS:	1 ti	25 ti	50 ti	100 ti	200 ti
1 min	4.50	4.00	3.50	3.00	2.50
30 sec	3.70	3.30	2.90	2.50	2.10
60 DAYS-12 MO:	**100x**	**250x**	**500x**	**1000x**	**1500x**
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	2.90	2.70	2.50	2.30	2.10

Fixed position, per spot extra .25.
Minimum order, 20.00.
10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS

	1x	26x	52x	156x	312x
1 hr	48	45	42	39	36
1/2 hr	33	30	27	24	21
1/4 hr	21	18	16	12	9
5 min	12	10	8	7	6

EL RENO

Canadian County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KELR
1962
A Crawford Owned Station

Media Code 4 237 2080 4.00
Young Peoples' Church of the Air, Inc., Box 1460, El Reno, Okla. 73036 Phone 405-262-4248.
STATION'S PROGRAMMING DESCRIPTION
KELR: gospel music, local church programs.
1. PERSONNEL
General Manager—Bertha Sanders.
3. FACILITIES
500 w. days; 1460 kc. Non-directional.
Operating schedule 6:00 am-local sunset
4. AGENCY COMMISSION
15/0 spots only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 8/1/72- Rec'd 10/20/72.
6. SPOT ANNOUNCEMENTS
PER YR:

	1x	52x	104x	156x	208x	260x	312x	624x
PER WK:	----	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	12 ti
1 min	6.50	6.00	5.85	5.75	5.65	5.45	5.25	5.00
30 sec	4.50	4.00	3.85	3.75	3.50	3.25	3.00	----

ENID (2 AM; 1 FM)

Garfield County—Map Location E-2
See SRDS consumer market map and data at beginning of the State

KCRC
1926

Subscriber to the NAB Radio Code

Media Code 4 237 2210 7.00
Enid Radiophone Co., Box 1390, 316 E. Willow, Enid, Okla. 73701. Phone 405-237-1390.
STATION'S PROGRAMMING DESCRIPTION
KCRC: 6-9:55 am, 10 am-12N, 1:30-4 pm & 7:30-11 pm. Popular music: standards, middle-of-the-road plus current hits and short 30-40 second featurettes. Network news each hour at :55. Local and regional news and weather each hour at :25. State network news each hour at :30. 12:30-1:30 pm country and western music. Weather, time and farm 4:05-5:55 pm. Country and western music and traffic report. Two programs daily with grain, commodity and livestock quotations. DJ personalities for each show. Inspirational music one recording per hour 6 am-6 pm. Features local news, two mobile units and sports with six per weekday. 22 sportscasts on weekends, local high school, local college and state university football and basketball games broadcasts, 35 football games and 40 basketball games broadcasts per season. Major league baseball broadcasts. Contact Representative for further details. Rec'd 1/5/70.
1. PERSONNEL
President Milton B. Garber
Vice-Pres. & Gen'l Mgr.—Pat Murphy.
Sta. & Com'l Mgr.—Jim Hannon.
2. REPRESENTATIVES
Sawtell/Gates, Inc.
Oklahoma—R & R Representatives, Inc.
3. FACILITIES
1,000 w.; 1390 kc.
Directional—same pattern, all hours.
Operating schedule: 4:50 am-midnight. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28b, 28c, 29a, 32b.
Contracts: 40a, 43, 44a, 46, 47a, 51a.
Comb., Cont. Discounts: 60b, 60g, 60i, 61e, 62d.
Cancellation: 70b, 70e 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 5/28/74.
6. SPOT ANNOUNCEMENTS

	1x	15x	25x	50x	100x
1 min	5.00	4.80	4.60	4.40	4.20
40 sec	3.75	3.65	3.55	3.45	3.30
20 sec	2.60	2.55	2.50	2.45	2.40
		200x	**300x**	**500x**	**1000x**
1 min		4.00	3.75	3.50	3.25
40 sec		3.15	3.00	2.75	2.50
20 sec		2.35	2.30	2.20	2.00

7 spots per wk. 1 ea day at guaranteed times for 18 mos. 1-min 2.90; 40-sec 2.40.
7. PACKAGE PLANS

PER WK:	10 ti	15 ti	25 ti
1 min	4.75	4.50	4.25
40 sec	3.50	3.30	3.10

8. PROGRAM TIME RATES

	1x	15x	25x	50x	100x	200x	300x	500x
5 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00	5.50

KCRC-FM
1967

Subscriber to the NAB Radio Code

Media Code 4 237 2211 5.00
Enid Radiophone Co., Inc., Box 1390, 316 E. Willow St., Enid, Okla. 73701. Phone 405-237-1390.
See affiliated AM station for additional information.
3. FACILITIES
ERP 57,700 w.; 96.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht., 185 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 5/28/74.
6. SPOT ANNOUNCEMENTS
1 min ..... 2.50 30 sec 1.75
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	15	10	5	4	3

KGWA
1950

Subscriber to the NAB Radio Code

Media Code 4 237 2340 2.00
Public Broadcasting Service, Inc., Box 360, Enid, Okla. 73701. Phon. 405-234-4230.
STATION'S PROGRAMMING DESCRIPTION
KGWA: Programmed for general interest, contemporary country blend.
MUSIC: 70% Modern Country, 30% General Popular. 11 am-12N phone-in swap programs. NEWS: full time staff with mobile facilities. 5 min at :60 every hour except 7 am. 12 N & 5 pm, 1/4 hr expanded news reports. Daily editorials. Weather forecast & current conditions at :30 with 4 5-min weather summaries daily. SPORTS: 2 5-min reports daily plus play-by-play during year. Farm & market programs 3/x daily. Contact Representative for further details. Rec'd 2/12/73.
1. PERSONNEL
General Manager—Allan Page
Commercial Manager—Chuck Middleton.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
1,000 w.; 960 kc.
Directional—same pattern, all hours.
Operating schedule 5:45 am-11:05 pm. CST
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b
Basic Rates: 22a, 23a, 28a.
Contracts: 40a, 41, 45.
Comb.; Cont. Discounts: 60b, 60i, 61a.
Cancellation: 70b, 70c, 71a, 73a.
Member: Oklahoma Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 4/1/74—Rec'd 2/28/74.
Prime—Mon thru Sat 6-9 am, 11 am-1 pm & 4:30 6 pm.
ROS—All other times.
6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x	1000x	1500x
PRIME							
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20
30 sec	4.40	4.20	4.00	3.80	3.60	3.40	3.20
ROS							
1 min	4.30	4.10	3.90	3.70	3.50	3.30	3.10
30 sec	3.30	3.15	3.00	2.85	2.70	2.55	2.40
15 sec	2.50	2.40	2.30	2.20	2.00	1.90	1.80

*GUARANTEED—52 WK CONTRACT

PER WK:	3 ti	6 ti	10 ti	20 ti	30+
1 min	4.90	4.60	4.30	4.00	3.70
30 sec	3.75	3.55	3.35	3.15	2.95

(*) May add ROS spots, any quantity not to exceed 1000x ROS rate.
7. PACKAGE PLANS
ROS PACKAGES

7 CONSEC DAYS:	10 ti	20 ti	30 ti	50 ti	70 ti
Rate	1x	50x	100x	250x	500x
30 CONSEC DAYS:	**30 ti**	**60 ti**	**90 ti**	**120 ti**	**150 ti**
Rate	50x	100x	250x	500x	1000x

AFTER HOURS 30-SECOND SPOT PLAN
10 ti per wk. minimum 4 wks. 1 per day after 7 pm & 3 ti Sun daytime, per wk 19.50.
8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x
*PRIME						
1 hr	50.00	47.50	45.00	42.50	40.00	37.50
1/2 hr	30.00	28.50	27.00	25.50	24.00	22.50
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00
5 min	10.00	9.50	9.00	8.50	8.00	7.50
*ALL OTHER TIMES						
1 hr	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hr	24.00	22.75	21.50	20.25	19.00	18.75
1/4 hr	16.00	15.00	14.00	13.00	12.00	11.00
5 min	8.00	7.50	7.00	6.50	6.00	5.50

(*) May add ROS spots, any quantity not to exceed 1000x ROS rate.

FREDERICK

Tillman County—Map Location D-5
See SRDS consumer market map and data at beginning of the State

KTAT
1948

Subscriber to the NAB Radio Code

Media Code 4 237 2470 7.00
Tillman Broadcasting Co., Drawer B, Frederick Okla. 73542. Phone 405-335-5555.
1. PERSONNEL
Co-owner & Gen'l Mgr.—Roy Floyd.
2. REPRESENTATIVES
Mario Mewina Company.
3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc., National Ag-Radio Groups, Inc. Agriculture News Network.

TIME RATES
No. 4A Eff 7/1/72—Rec'd 7/28/72.
Prime Time—Sign on-9 am; noon-1 pm & 4-6 pm.
Regular Time—All other times.

(This listing continued on next page)

7. PACKAGE PLANS

PRIME				
PER MO:	1 ti	20 ti	60 ti	120 ti
30 sec	5.00	4.50	4.00	3.50
Fixed position, extra .50.				
REGULAR				
30 sec	4.50	4.00	3.50	3.00
1-min: extra 50%.				

GUTHRIE

Logan County—Map Location E-3
See SRDS consumer market map and data at beginning of the State

KOKC
1955

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 237 2600 9.00
Austin Oil Co., Inc., Box 1490, Guthrie, Okla. 73044. Phone 405-282-5005.

STATION'S PROGRAMMING DESCRIPTION
KOKC: Programmed for general interest.

1. PERSONNEL
Manager—Dennis O. Spence.
2. REPRESENTATIVES
R & R Representatives, Inc.
3. FACILITIES
500 w. days, 250 w. nights; 1490 kc. Non-Directional.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
15/0 time only· 10 days.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
No. 101 Eff 5/1/74—Rec'd 7/3/74.

7. PACKAGE PLANS

WKLY, MNTHLY PLANS:	72+	49 ti	25 ti	1 ti
30 sec	2.80	3.00	3.20	3.46
1 min	3.25	3.50	3.75	4.00
ANNUAL BULK RATE			1 min	30 sec
624 x per yr to qualify, ea			3.00	2.50

After 6 pm: 50% of above rates.

GUYMON

Texas County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KGYN
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 237 2730 4.00
Plains Broadcasting Co., Inc., Box 130, Guymon, Okla. 73942. Phone 338-6533.

STATION'S PROGRAMMING DESCRIPTION
KGYN: 50% MOR, 50% modern country.

1. PERSONNEL
Pres. & Gen'l Mgr.—T. M. Raburn, Jr.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
10,000 w.; 1210 kc. Directional—night only.
Operating schedule: 5:30 am-11 pm. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma Farm Network.

TIME RATES
Eff 10/1/70—Rec'd 8/31/70
A—6-9 am & 11:30 am-1:15 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
A	5.75	5.50	5.25	5.00	4.75	4.50	4.25
B	4.75	4.50	4.25	4.00	3.75	3.50	3.25

30 sec: 80% of 1-min. 15 sec: 50% of 1-min.

DISCOUNTS
13 wk—5% 26 wk—8% 39 wk—10%

HENRYETTA (1 AM; 1 FM)

Okmulgee County—Map Location G-2
See SRDS consumer market map and data at beginning of the State

KHEN
1956

NAB

KHEN-FM
1966

RAB

Subscriber to the NAB Radio Code
Media Code 4 237 2760 1.00
Henryetta Radio Co., Box 310, Henryetta, Okla. 74437. Phone 918-652-3308.

STATION'S PROGRAMMING DESCRIPTION
KHEN: MOR, modern country, current hits & stds.

1. PERSONNEL
Owner-Mgr.—Ronald Mac Roberts.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
500 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 28,500 w. (horiz.), 28,500 w. (vert.); 99.5 mc.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 317 ft. above average terrain.
4. AGENCY COMMISSION
15/2 time only; 1st of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc., Farm Radio Network, Agriculture News Network.

TIME RATES
Eff 10/1/73—Rec'd 10/8/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	300x	600x
1 min	3.10	3.00	2.90	2.80	2.70
30 sec	2.50	2.40	2.30	2.20	2.10
		1000x	3000x	6000x	12000x
1 min		2.60	2.50	2.40	2.30
30 sec		2.00	1.90	1.80	1.70

Edited by Mac Roberts.

HOBART

Kiowa County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KTJS
1947

Subscriber to the NAB Radio Code
Media Code 4 237 2490 9.00
A. R. Fuchs, Box 211, Hobart, Okla. 73651. Phone 405-726-2420.

STATION'S PROGRAMMING DESCRIPTION
KTJS: MUSIC: Country/MOR. News at :60 & :30.

1. PERSONNEL
Manager—A. R. Fuchs.
2. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/72—Rec'd 12/1/72.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	250+
1 min	3.00	2.75	2.50	2.25
30 sec	2.25	2.00	1.85	1.65
10 sec	1.50	1.40	1.30	1.20

7. PACKAGE PLANS
DAILY PACKAGE PLAN

PER DAY:					30 sec
4 ti, 250 minimum in 1 yr					1.50
PER WK:	5 ti	10 ti	25 ti	50 ti	100 ti
1 min	15.00	30.00	68.75	125.00	250.00
	4 ti	8 ti	15 ti	25 ti	50 ti	100 ti
30 sec	9.00	20.25	33.75	50.00	92.50	185.00
	1 min				30 sec	
PER MO:	3 ti	5 ti	3 ti	5 ti		
1/2 yr+	32.50	48.00	24.00	35.00		

HOLDENVILLE

Hughes County—Map Location F-4
See SRDS consumer market map and data at beginning of the State

KVYL
1963

Media Code 4 237 3020 9.00
Canadian River Broadcasting Co., Box 856, Holdenville, Okla. 74848. Phone 379-2370.

1. PERSONNEL
Pres., Gen'l. Sta. & Sales Mgr.—Don Hopson.
2. FACILITIES
500 w.; 1370 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Oklahoma Farm Network.

TIME RATES
Eff————Rec'd 5/30/75.

6. SPOT ANNOUNCEMENTS

PER MO:	30 ti	60 ti	90 ti
1 min/less	2.80	2.60	2.40

ROS: Deduct 1.00.
Edited by Don Hopson.

HUGO

Choctaw County—Map Location G-5
See SRDS consumer market map and data at beginning of the State

KIHN
1948

Subscriber to the NAB Radio Code
Media Code 4 237 3150 4.00
The little Dixie Broadcasting Co., Box 430, Hwy 70 E., Hugo, Okla. 74743. Phone 405-326-6411.

1. PERSONNEL
President & Mgr.—D. W. Brawner.
2. REPRESENTATIVES
George T. Hotwell, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm. CST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff————Rec'd 11/20/67

6. SPOT ANNOUNCEMENTS

	(*)	(†)		(*)	(†)
1 x	3.75	3.00	156 x	2.80	2.25
13 x	3.05	2.85	208 x	2.65	2.10
26 x	3.40	2.70	260 x	2.45	1.95
52 x	3.20	2.55	312 x	2.25	1.80
104 x	3.00	2.40			

(*) 1 min or 100 words.
(†) 30 sec or 50 words.

10. SPECIAL FEATURES
News service charge 10% additional.

IDABEL

McCurtain County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KBEL
1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 237 3280 9.00
Idabel Broadcasting Co., Idabel, Okla. 74745. Phone 286-3092.

1. PERSONNEL
General Manager—Winston O. Ward.
2. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-10:00 pm. CST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network, Oklahoma News Network, Inc.

TIME RATES
Rates effective May 1, 1953. (Card No. 1.)
Rates received May 25, 1953.

8. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr	1/4 hr.	5 min.	1 min.	(*)
1 time	35.00	20.00	12.00	7.00	3.75	3.00
26 times	33.00	19.00	11.00	6.50	3.40	2.70
52 times	31.00	18.00	10.50	6.00	3.20	2.55
104 times	29.00	17.00	10.00	5.50	3.00	2.40
156 times	27.00	16.00	9.50	5.00	2.80	2.25
260 times	25.00	15.00	9.00	4.50	2.45	1.80

(*) 30 seconds or station breaks.

LAWTON (2 AM; 2 FM)

Comanche County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KCCO
1956

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 237 3410 2.00
Progressive Broadcasting Co., Box 1050, 1525 S. Flower Mound Rd., Lawton, Okla. 73501. Phone 405-355-1050.

STATION'S PROGRAMMING DESCRIPTION
KCCO: MUSIC: Country & western. NEWS: network at :60. Weather at :30. Sports hourly. Contact Representative for further details. Rec'd 9/27/74.

1. PERSONNEL
General Manager—Ross B. Baker.
Station Manager—Jeff Holt.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
250 w.; 1050 kc. Directional
Operating schedule: 6 am-local sunset CST.
4. AGENCY COMMISSION
15/0 time only: 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 22a. 23a. 24b. 25a. 26. 28a. 29a.
Contracts: 40a. 42b. 45. 46. 47a.
Comb.: Cont. Discounts: 60c. 60k. 61b. 61c. 62c.
Cancellation: 70a. 70c. 71a.
FM facilities: KRLG.
Member: Weatherscan Radio Network, Inc.

TIME RATES
No. 12 Eff 11/74—Rec'd 10/23/74.

8. SPOT ANNOUNCEMENTS

	1x	32x	104x	156x	312x	624x	1000x	1500x
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.25	4.90	4.50	4.10	3.85	3.45	3.00	2.60
*10 sec	4.95	3.75	3.40	3.10	2.80	2.55	2.35	2.00

(*) When available.

7. PACKAGE PLANS
MONTHLY PACKAGE

ROS:	10 ti	30 ti	70 ti	150 ti	300 ti	450 ti
1 min	6.50	6.00	5.50	4.50	4.00	3.50
30 sec	4.90	4.50	4.10	3.45	3.00	2.65
*10 sec	3.75	3.40	3.10	2.55	2.35	2.00

(*) When available.

AD LIB SPOTS
1-min rate, plus 1.00 30-sec rate, plus .50

3. PROGRAM TIME RATES

	1x	26x	52x	156x
1 hr	75.00	67.50	50.00	50.00
1/2 hr	45.00	40.00	35.00	30.00
1/4 hr	25.00	20.00	18.00	15.00
5 min	9.00	8.25	7.50	6.50

KLAW (FM)
1964

RAB

Subscriber to the NAB Radio Code
Media Code 4 237 3340 9.00
Lawton Broadcasting Corp., 318 Security Bldg., Lawton, Okla. 73501. Phone 405-357-2860.

STATION'S PROGRAMMING DESCRIPTION
KLAW (FM): MUSIC: All hit format with air personality shows. NEWS: network plus local news & mobile on-scene reports; AP wire service. SPORTS: local high school & college football. Contact Representative for further details. Rec'd 4/23/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Monte H. Williams.
Vice-Pres. & Sta. Mgr.—John Samford.
Program Director—Steve Parks.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
ERP 30,000 w.; 101.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 187 ft. above average terrain.
4. AGENCY COMMISSION
15% time only: 10th following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

OKLAHOMA

TIME RATES
Eff 2/10/75—Rec'd 4/23/75.

7. PACKAGE PLANS
1/2 PRIME, 1/2 ROS

	1x	50x	100x	200x	300x	400x	500x
1 min	4.00	3.55	3.40	3.25	3.20	3.10	3.00
30 sec	3.50	3.05	2.90	2.75	2.70	2.60	2.50
10 sec	3.00	2.55	2.40	2.25	2.20	2.10	2.00
	600x	700x	800x	900x	1000x	2000x	3000x
1 min	2.95	2.90	2.85	2.80	2.75	2.70	2.65
30 sec	2.45	2.40	2.35	2.30	2.25	2.20	2.15
10 sec	1.95	1.90	1.85	1.80	1.75	1.70	1.65

Prime, extra 10%.
ROS, less 10%.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312+
1 hr	70.00	65.00	60.00	50.00	45.00	40.00	35.00
1/2 hr	40.00	35.00	32.50	27.50	25.00	22.50	18.00
1/4 hr	25.00	20.00	18.50	17.50	16.00	14.50	12.50
10 min	17.50	16.75	15.00	12.50	11.50	10.50	9.00
5 min	9.00	8.50	7.95	7.50	7.00	6.25	5.50

KRLG
1970

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 237 3605 7.00
Progressive Broadcasting Co., Box 1098, 1525 S. Flower Mound Rd., Lawton, Okla. 73501. Phone 405-355-0098.
See affiliated AM station for additional information.
AM facilities: KCCO.

STATION'S PROGRAMMING DESCRIPTION
KRLG: MUSIC: modern MOR. NEWS: network at :45. Weather at :20. SPORTS: live high school football. Contact Representative for further details. Rec'd 9/27/74.

1. PERSONNEL
General Manager—Ross B. Baker.
3. FACILITIES
ERP 100,000 w. 98.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna Ht.: 225 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Weatherscan Radio Network, Inc.

TIME RATES
No. 2 Eff 4/1/75—Rec'd 2/27/75.
A—6 am-6 pm.
B—6 pm-2 am.

8. SPOT ANNOUNCEMENTS
CLASS A

YR:	1x	52x	104x	156x	312x	624x	1000x	1500x
1 min	5.50	5.25	5.00	4.75	4.50	4.25	3.75	3.50
30 sec	4.40	4.20	4.00	3.90	3.60	3.40	3.00	2.80
CLASS B								
1 min	4.75	4.50	4.30	4.10	3.90	3.55	3.20	2.90
30 sec	3.65	3.50	3.35	3.20	3.05	2.80	2.50	2.30

7. PACKAGE PLANS

PER MO, ROS:	30 ti	60 ti	90 ti	120 ti	180 ti	240 ti	300 ti
1 min	5.35	5.10	4.85	4.60	4.35	3.85	3.60
30 sec	4.30	4.05	3.75	3.60	3.45	3.10	2.90

KSWO
1941

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 237 3670 1.00
Oklahoma Quality Broadcasting Co., Box 709, Lawton, Okla. 73501. Phone 405-355-1380. TWX 472.

STATION'S PROGRAMMING DESCRIPTION
KSWO: MUSIC: Top 40. NEWS: network at :55; local at :60, state network at :30. All radar weather. 4 newsmen & mobile units. SPORTS: U. College, Pro, high school football & other related sports. Contact Representative for further details. Rec'd 8/1/73.

1. PERSONNEL
General Manager—Bill Shoemate.
Program Director—Ron Crowder.
Sales Manager—Ken McKay.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
1,000 w.; 1380 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only: 1st of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 3a. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 20a. 22a. 23a. 24b. 25a. 26. 28b. 29a.
Contracts: 40a. 42b. 45. 46. 48.
Comb.: Cont. Discounts: 60b. 60k. 61c.
Cancellation: 70a. 70c. 71a. 73a.
Affiliated with American Contemporary Network.
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/73—Rec'd 4/29/74.
Prime Time—6-9 am, 11:30 am-1 pm & 4 pm-6 30 pm.
All Other Times—ROS.

6. SPOT ANNOUNCEMENTS

	PRIME			ROS		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	8.50	6.80	5.80	7.10	5.80	4.95
52 x	7.60	5.90	5.20	6.50	5.00	4.40
104 x	7.00	5.50	4.60	5.90	4.70	4.00
156 x	6.60	5.20	4.30	5.60	4.40	3.60
260 x	6.20	4.60	3.90	5.40	4.10	3.30
312 x	5.80	4.30	3.30	5.10	3.70	2.90
624 x	5.20	3.90	3.00	4.40	3.30	2.50
1000 x	4.60	3.60	2.60	3.90	3.00	2.20
2000 x	4.35	3.40	2.45	3.70	2.80	2.00
3000 x	4.15	3.25	2.35	3.40	2.60	1.90

7. PACKAGE PLANS
ROS WEEKLY PACKAGE

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
Rate	52x	104x	156x	260x	312x	624x

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80.00	50.00	30.00	20.00	10.00
52 x	75.00	45.00	25.00	18.00	9.00
104 x	70.00	40.00	20.00	14.00	8.00
156 x	65.00	35.00	15.00	12.00	8.00

OKLAHOMA

MADILL

Marshall County—Map Location F-5
See SRDS consumer market map and data at beginning of the State

KMAD
1961

Subscriber to the NAB Radio Code
Media Code 4 237 3800 4.00
Glenn E. Corbin, Box 576, Madill, Okla. 73446. Phone 405-795-2345.

STATION'S PROGRAMMING DESCRIPTION
KMAD: mod C & W music; network & local news.

1. PERSONNEL
General Manager—Glenn E. (Sky) Corbin.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
250 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/71—Rec'd 8/5/75.

6. SPOT ANNOUNCEMENTS

	1x	50x	100	300x
1 min	2.20	2.10	2.00	1.90
30 sec	1.60	1.50	1.40	1.30

Submitted by Glenn E. Corbin.

McALESTER (2 AM; 1 FM)

Pittsburg County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KNED
1950

Subscriber to the NAB Radio Code
Media Code 4 237 3930 9.00
Little Dixie Radio, Inc., Box 1068, McAlester, Okla. 74501. Phone 918-423-1460.

1. PERSONNEL
Pres. & Gen'l Mgr.—Francis D. Stipe.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
1,000 w. days, 500 w. nights; 1150 kc.
Directional—night only.
Operating schedule: 5:30 am-11 pm. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 7/1/72—Rec'd 9/28/72.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x
1 min	4.40	4.20	4.00	3.85	3.65
30 sec	3.85	3.65	3.55	3.40	3.25
10 sec	2.75	2.60	2.55	2.45	2.40
	260x	312x	520x	780x	1000x
1 min	3.50	3.30	3.15	2.95	2.80
30 sec	3.10	2.95	2.80	2.50	2.20
10 sec	2.25	2.20	—	—	—

7. PACKAGE PLANS
ROS SATURATION—30 SECONDS OR LESS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
Ea	3.60	3.35	3.10	2.90	2.80	2.65	2.55

KNED-FM
1966

Subscriber to the NAB Radio Code
Media Code 4 237 3931 7.00
Little Dixie Broadcasting Co., Box 1068, McAlester Okla. 74501 Phone 918-423-1460.
See affiliated AM station for additional information.

2. FACILITIES
ERP 28.000 w.; 101.3 mc.
Operating schedule: 5:30 am-11 pm Mon thru Sat. 7 am-10:30 pm Sun. CST.
Antenna ht.: 135 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
Rates are identical to KNED. See that listing.

KTMC
1946

Subscriber to the NAB Radio Code
Media Code 4 237 4060 4.00
Indian Nations Radio Co., Box 848, 2020 N. "" St., McAlester, Okla. 74501. Phone 918-423-1400.

STATION'S PROGRAMMING DESCRIPTION
KTMC: Programmed modern & MOR music format.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lewis W. Coleman.

2. REPRESENTATIVES
Riley Representatives.

3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5:30 am-11:15 pm. CST.

4. AGENCY COMMISSION
15% time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Weatherscan Radio Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	624x	1000x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.20	3.00	2.80	2.60	2.40	2.20	2.00

7. PACKAGE PLANS
ROS SATURATION

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
30 sec/less	3.00	2.80	2.60	2.40	2.20	2.00

MIAMI (1 AM; 1 FM)

Ottawa County—Map Location H-1
See SRDS consumer market map and data at beginning of the State.

KGLC
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 237 4190 9.00
Miami Radio, Inc., Box 511, Hotel Miami, Miami, Okla. 74354. Phone 918-542-3303

STATION'S PROGRAMMING DESCRIPTION
KGLC: MUSIC: modern country and western.

1. PERSONNEL
Vice-Pres. & Mgr.—Kent C. Jeffries.

3. FACILITIES
1,000 w.; 910 kc. Directional.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Magic Circle Network, Farm Radio Network, Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
Eff 1/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	6.50	5.50	104 ti	5.00	4.00
26 ti	6.00	5.00	260 ti	4.50	3.50
52 ti	5.50	4.50	312 ti	4.00	3.00

10. SPECIAL FEATURES
Newscasts at :20—regular rate plus 20% of base rate
10 SECOND ID'S
PER DAY:
10 or more ti. ea 3.00
WEATHER SATURATION PLAN
3 spots 65.00
10 5-minute weather reports at :20
Submitted by Kent Jeffries.

KGLC-FM
1975

RAB

Subscriber to the NAB Radio Code
Media Code 4 237 4191 7.00
Miami Radio, Inc., Box 511, 109 N. Main, 5 miles East, Miami, Okla. 74354. Phone 918-542-3304.
See affiliated AM station for additional information.

1. PERSONNEL
Assistant Manager—Mike Garrigan.

3. FACILITIES
ERP 30,000 w.; 100.9 mc. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 270 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
Eff————Rec'd 2/21/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	312x	364x
30 sec	3.50	3.35	3.20	2.80	2.60

MIDWEST CITY

Oklahoma County—Map Location E-3
See SRDS consumer market maps and data at beginning of the State.

See Oklahoma City
(including Bethany, Edmond, Midwest City, Normon)

MUSKOGEE (2 AM)

Muskogee County—Map Location O-3
See SRDS consumer market map and data at beginning of the State

KBIX
1936

Subscriber to the NAB Radio Code
Media Code 4 237 4320 2.00
Oklahoma Press Publishing Co., Box 1608, Muskogee, Okla. 74401 Phone 918-682-1331, 2.

STATION'S PROGRAMMING DESCRIPTION
KBIX: Programmed for adults and young adults.
MUSIC: contemporary. NEWS: state network at :30, network at :60. News, sports, weather blocks 7-8 am, noon-12:30 pm & 5:30-6 pm. SPORTS: local high school football & basketball, university & pro football. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
President—Tams Bixby, III.
Station Manager—Dick Embody.

2. REPRESENTATIVES
The Devney Organization, Inc.
Dallas—Clyde Melville Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional days.
Operating schedule: 5:00 am-midnight.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 25a, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 44a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod Services: 80, 82.
Member: Oklahoma News Network, Inc.

TIME RATES
Eff 12/1/70—Rec'd 10/22/76.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	6.50	6.00	5.50	5.00	4.50

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	50	30	20	15	10

KMUS
1947

Media Code 4 237 4450 7.00
Mr. & Mrs. Horace C. Boren, Box 128, 1-1/2 miles N. on N. 11th St., Muskogee, Okla. 74401. Phone Murray 2-2488

STATION'S PROGRAMMING DESCRIPTION
KMUS: Programmed for adults and young adults.
MUSIC: 5-7 am & 12N-1 pm daily, country and western. 7 am-12N & 1 pm-1 am middle-of-the-road current popular hits except talk show women's world 9-9:45 am daily. RELIGIOUS: all Sun 7 am-12N religious programs, sermons & music. NEWS: 5 min & 2 min segments each hour with 15 min newscasts 7:30, 11:45 am, 5:45 & 10 pm. SPORTS: play-by-play high school & college basketball play-by-play high school, college, knothole & American Legion baseball. Contact Representative for further details. Rec'd 3/5/70.

1. PERSONNEL
General Manager—Horace C. Boren.
Station Manager—Dexter Payne.

2. REPRESENTATIVES
Gene Rolles Company.
Dallas—Paul Miller & Company.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.

3. FACILITIES
1,000 w. days; 500 w. nights; 1380 kc.
Directional—night only.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with CBS.
Member: Agriculture News Network.

TIME RATES
Eff 4/1/70—Rec'd 3/5/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	16 sec
1 x	5.60	3.35	2.75	2.35
26 x	5.00	3.05	2.60	2.25
52 x	4.70	2.95	2.40	2.10
104 x	4.50	2.75	2.30	2.00
156 x	4.20	2.65	2.20	1.90
208 x	3.75	2.55	2.05	1.80
260 x	3.35	2.35	2.00	1.75
312 x	2.60	2.25	1.90	1.65
500 x	2.50	2.10	1.80	1.60
1000 x	2.05	1.90	1.70	1.45

7. PACKAGE PLANS
ROS SATURATION BONUS

PER WK, EA:	10 ti	15 ti	20 ti	30 ti	40 ti	60 ti
1 min	4.10	4.23	4.15	3.90	3.25	2.95

8. PROGRAM TIME RATES

	1/4 hr	10 min	5 min
1 x	24	17	10

9. PARTICIPATING PROGRAMS
"Woman's World" with Nancy Howard—9:00-9:45 am Per spot, 3 per week minimum. 1-minute rate plus 1.00 talent fee.

NORMAN

Cleveland County—Map Location K-4
See SRDS consumer market map and data at beginning of the State

See Oklahoma City
(including Bethany, Edmond, Midwest City, Normon)

NOWATA

Nowata County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KNFB (FM)
1965

Subscriber to the NAB Radio Code
Media Code 4 237 4580 1.00
Nowata Communications, Inc., 110 N. Maple St., Nowata, Okla. 74048. Phone 918-273 1821.

STATION'S PROGRAMMING DESCRIPTION
KNFB (FM): Programmed for general interest.

1. PERSONNEL
General Manager—David M. McGuire.

3. FACILITIES
ERP 3,000 w. 94.3 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 252 ft.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Oklahoma News Network, Inc.

TIME RATES
Eff ————Rec'd 5/3/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.00	2.60	2.35	2.20	2.05	1.95	1.80	1.70
30 sec	2.25	2.15	2.00	1.85	1.70	1.60	1.50	1.40

OKLAHOMA CITY

(10 AM; 11 FM)
(including Bethany, Edmond, Midwest City, Normon)

Oklahoma County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	60	44	58	34
B	55	40	50	30
C	28	26	35	28
D	23	25	28	23
AVERAGE	42	34	43	29

KAFG (FM)
1948
OKLAHOMA CITY

RAB

Media Code 4 237 4705 4.00
Covenant Radio of Oklahoma, Inc., Box 1000, Oklahoma City, Okla. 73102. Phone 405-235-1671.

STATION'S PROGRAMMING DESCRIPTION
KAFG (FM): MUSIC: Classic Gold, from 1952-1970. Contact Representative for further details. Rec'd 3/1/74.

1. PERSONNEL
Vice-Pres. & Dir. Nat'l Sales—Kenny Belford.
General Manager—Woody Woodard.
Program Director—Jay Perkey.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w.; 102.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 301 ft. above average terrain.

4. AGENCY COMMISSION
15/0

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Member: Oklahoma News Network, Inc.
Sold in combination with KTOK. See that listing.

TIME RATES
No. 3 Eff 4/7/74—Rec'd 4/7/75.
AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

	AAAA				AAA			
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	9.90	9.00	8.50	8.00	9.20	8.30	7.80	7.30
30 sec	7.90	7.20	6.80	6.40	7.35	6.65	6.25	5.85
10 sec	5.95	5.40	5.10	4.80	5.50	5.00	4.70	4.40
	AA				A			
1 min	8.70	7.80	7.30	6.80	8.00	7.10	6.60	6.10
30 sec	6.95	6.25	5.85	5.45	6.40	5.70	5.30	4.90
10 sec	5.20	4.70	4.40	4.10	4.80	4.25	3.95	3.65

DISCOUNT
26 wk—5% 52 wk—8%

RATEHOLDER
Minimum wkly sched of 1-min spots 6 am-12 mid Sun-Sat necessary to maintain consec wk advertising.

KBYE
1946
OKLAHOMA CITY

Subscriber to the NAB Radio Code
Media Code 4 237 4710 4.00
FJL Broadcasting, Inc., Box 1937, 2333 E. Britton Rd., Oklahoma City, Okla. 73101. Phone 405-478-2100.

STATION'S PROGRAMMING DESCRIPTION
KBYE: Programming is all religious throughout day. Religious music in pm. Contact Representative for further details. Rec'd 8/29/73.

1. PERSONNEL
President—Jerry David Lynch.
Vice-Pres. & Nat'l Sales Mgr.—Tom J. Lynch.

2. REPRESENTATIVES
South—Bernard I. Ochs Co.

3. FACILITIES
1,000 w. days, 890 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time and talent payable when rendered

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b
Rate Protection. 15b.
Basic Rates: 20a, 20b, 22a, 23a, 25a, 26b, 28c, 29a
Contracts: 40a, 44a, 45, 46, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 60f.
Cancellation: 70a, 71a
FM facilities: KFJL (FM).
Member: Weatherscan Radio Network, Inc.
Combinable with FM for frequency discount.

TIME RATES
Eff————Rec'd 8/29/73.

6. SPOT ANNOUNCEMENTS

EA:	10x	20x	30x	40x	50x
1 min	5.50	5.00	4.50	4.00	3.50
30 sec	4.00	3.50	3.00	2.50	2.25

(This listing continued on next page)

8. PROGRAM TIME RATES

EA:	1x	13x	26x	52x	†56x	260x	312x
1 hr	72.60	68.97	65.34	61.71	54.45	50.82	47.19
1/2 hr	48.40	45.98	43.56	41.14	36.30	33.88	31.46
1/4 hr	29.04	27.61	26.13	24.70	21.78	21.45	18.87

KEBC (FM)

1967
OKLAHOMA CITY

R A B

Media Code 4 237 4725 2.00
Electronic Broadcasting Co., Inc., Box 94580, 826 S.W. 31st St., Oklahoma City, Okla. 73109. Phone 405-631-7501.

STATION'S PROGRAMMING DESCRIPTION
KEBC (FM): Programmed for adults & young adults with a modern to classic C & W format. Weather at :30. NEWS: network at :55, 5 min state & local at :60. 15 min agricultural news at 5 am Tues-Sat. Traffic reports in drive times. Talk shows. Contact Representative for further details. Rec'd 4/14/75.

1. PERSONNEL
President—Harold McEwen.
Gen'l Mgr. & Prog. Dir.—Dennis Rainwater.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
ERP 29.700 w. (horiz.). 29.700 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 331 ft. above average terrain.
4. AGENCY COMMISSION
15%; 2% cash discount; time only; 10th of month
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60g, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Affiliated with Avco Group Plan.

TIME RATES
No. 1 Eff 3/1/75—Rec'd 4/14/75.
AA—Mon thru Sat 10 am-7 pm.
A—Mon thru Sat 6-10 am; Mon thru Sun 7 pm-midnight; Sun 6 am-7 pm.

7. PACKAGE PLANS
SECTION I—1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	†56x	312x	520x	780x	1040x
AA	16	14	13	12	11
A	14	12	11	10	9

SECTION II—TAP

6-10 am	3	4	5	6
10 am-3 pm	4	6	8	10
3-7 pm	3	5	7	9
7 pm-midnight	2	3	4	5
TOTAL:	12 ti	18 ti	24 ti	30 ti
Per wk, 1 min	143	198	243	278

SECTION III—AGRI-NEWS

PER WK:	6 ti	12 ti
1 min	18	10

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KFJL (FM)

1969
OKLAHOMA CITY
Subscriber to the NAB Radio Code
Media Code 4 237 4782 3.00
FJL Broadcasting, Inc., Box 1937, 5508 N. Eastern, Oklahoma City, Okla. 73101. Phone 405-427-6524.
See affiliated AM station for additional information.
AM facilities: KBYE.

STATION'S PROGRAMMING DESCRIPTION
KFJL (FM): Programmed for adults and young adults.
MUSIC: Rhythm & blues format with live interviews with top rhythm and blues stars. Contact Representative for further details. Rec'd 1/29/72.

1. PERSONNEL
National Sales Manager—George Thomas.
Program Director—Ron Williams.
2. FACILITIES
ERP 76.080 w.; 88.9 mc.
Operating schedule: ———, CST.
Antenna ht.: 385 ft. above average terrain.
3. GENERAL ADVERTISING See coded regulations
Combinable with AM for frequency discount.
Affiliated with Mutual Black Network.
Member: Weatherscan Radio Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 19 Eff 4/1/73—Rec'd 4/6/73.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	15 ti	25 ti	40 ti	60 ti	120 ti
1 min	6.00	5.75	4.50	4.25	4.00	3.50
30 sec	5.00	4.75	3.50	3.25	3.00	2.50
Within 3 wks.						
PER MO:	30 ti	60 ti	90 ti	120 ti	270 ti	
1 min	5.00	4.50	4.00	3.75	3.50	
30 sec	4.00	3.50	3.00	2.75	2.50	
Within 3 mos.						
PER YR:	300x	500x	750x	1000x	1200x	1800x
1 min	4.75	4.50	4.25	4.00	3.75	3.25
30 sec	3.75	3.50	3.25	3.00	2.75	2.25
Minimum 4 mos.						
SPECIFIED/ FIXED:	10x	26x	52x	104x	156x	
1 min	10.66	9.50	9.00	8.50	7.75	
30 sec	9.00	8.50	8.00	7.50	6.75	
	260x	312x	520x	1000x	1560x	
1 min	7.00	6.25	5.50	5.00	4.50	
30 sec	6.00	5.25	4.50	4.00	3.50	

7. PACKAGE PLANS
SHOPPERS SPECIAL

PER WK:	12 ti	24 ti	30 ti	36 ti
1 min	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25

Equally Tues thru Thurs only.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	9	15	25	45

10. SPECIAL FEATURES

NEWS IMPACK, PER DAY:	6 ti	12 ti	20 ti
5 days per wk	90	165	225
Per mo	350	660	900
Per yr	4580	8580	11700
WEATHER IMPACK, PER DAY:	9 ti	*18 ti	†56 ti
Per wk	18	35	54
Per mo	72	140	200
Per yr	936	1800	2750

(*) 18 per day, 1 every other hr.
(†) 18 per day, 1 every hr.

KFNB (FM)

1962
OKLAHOMA CITY

AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code
Media Code 4 237 4840 9.00
First National Broadcasting Corp., 2620 First National Center West, Oklahoma City, Okla. 73102. Phone 405-232-0321.

STATION'S PROGRAMMING DESCRIPTION
KFNB (FM): Programmed for men & women 18-49.
MUSIC: popular, standards. NEWS: at :30 every other hr. Weathercasts on off hrs. Contact Representative for further details. Rec'd 6/16/75.

1. PERSONNEL
President—William O. Alexander.
General Manager—Richard C. Corner.
Program Director—Jim Fletcher.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
ERP 63,340 w.; 101.9 mc. Stereo.
Operating schedule: 18-1/2 hours daily. CST.
Antenna ht.: 420 ft. above average terrain.
4. AGENCY COMMISSION
15%; 10th following month
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 12a, 14a, 15b.
Basic Rates: 21d, 22a, 22b, 23a, 24b, 24c, 29a.
Contracts: 40a, 44b, 45.
Comb.; Cont. Discounts: 60b, 60e, 601, 60k, 61c, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80.

TIME RATES
No. 9 Eff———Rec'd 5/19/75.
AAA—Mon thru Fri 5:30 am-7 pm.
AA—Mon thru Fri 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti
1 min	10.00	9.00	8.00	7.00	8.50	7.50	6.50	5.50
30 sec	8.50	7.50	6.50	5.50	7.50	6.50	5.50	4.50

Spots & pkgs combinable for wkly frequency.

7. PACKAGE PLANS

TAP, 1/2AAA, 1/2AA, PER WK:	12 ti	18 ti	24 ti
1 min	72	90	96
30 sec	60	72	78

Spots & pkgs combinable for wkly frequency.

KGOU (FM)

1970
NORMAN

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 237 4850 6.00
KGOU (FM) Radio, 780 Van Vleet Oval, Norman, Okla. 73069. Phone 405-325-3388.

STATION'S PROGRAMMING DESCRIPTION
KGOU (FM): Programmed for young adults.
MUSIC: 80% contemporary progressive rock. TALK: 20%. NEWS: UPI audio at :60, state network at :30; state at 8 am, 5 & 10 pm. Weather at :20 & :53. Headlines at :30. SPORTS: live play-by-play high school, emphasis on Big 8, university football, basketball, wrestling & baseball. Rec'd 5/30/75.

1. PERSONNEL
Station Manager—Ms. Linda Durbin.
Program Director—T. Roy Carmichael.
Sales Director—Doyle Paden.
2. FACILITIES
ERP 3,000 w.; 106.3 mc.
Operating schedule: 6-2 am. CST.
Antenna ht.: 150 ft. above average terrain.
4. AGENCY COMMISSION
15%; 15th of month.
6. GENERAL ADVERTISIG See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28b, 29a, 30, 33b.
Contracts: 40b, 44a, 45.
Comb.. Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Member: Oklahoma News Network, Inc.

TIME RATES
Eff 12/1/74—Rec'd 11/4/74

7. PACKAGE PLANS

PER MO, ROS:	7 ti	30 ti	60-116
1 min	4.50	3.50	3.00
30 sec	4.00	3.00	2.50
90-DAY ROS PKG:	1 min	30 sec	
120 ti	2.75	2.50	
250-499 ti	2.50	2.30	
9-MO ROS SATURATION:			
500-899 ti	2.30	2.15	
YRLY ROS PKG:			
900+	2.15	2.00	

KGOY (FM)

1965
BETHANY

Media Code 4 237 4900 1.00
David M. Stevenson, 4034 Coronado Pl., Oklahoma City, Okla. 73122. Phone 405-789-7746.

STATION'S PROGRAMMING DESCRIPTION
KGOY (FM): Programmed all Gospel music with mixture of church programs. Contact Representative for further details. Rec'd 3/15/73.

1. PERSONNEL
General Manager—David M. Stevenson.
Program Director—Bill Sherrill.
2. REPRESENTATIVES
Southwest—Paul Miller & Company.
3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 191 ft. above average terrain.
4. AGENCY COMMISSION
15%; 10 days.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Member: Oklahoma News Network, Inc.

TIME RATES
Eff 1/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	104x	260x	312x	520x	624x	1040x
WK:	.....	1 ti	2 ti	5 ti	6 ti	10 ti	12 ti	20 ti
1 min	4.75	4.75	4.45	4.10	3.80	3.55	3.40	3.25
30 sec	4.50	4.00	3.45	3.20	3.10	2.90	2.75	2.60
13 WK:		13 ti	26 ti	52 ti	104 ti	260 ti	520 ti	
PER WK:		1 ti	2 ti	4 ti	8 ti	20 ti	40 ti	
1 min		4.95	4.75	4.45	4.15	3.80	3.55	
30 sec		3.85	3.80	3.30	3.10	2.85	2.65	

10 sec: 2.50 ea.

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	260x	312x	520x
PER WK:	.....	1 ti	2 ti	5 ti	6 ti	10 ti
1/2 hr	35.50	30.25	23.75	17.50	16.00	14.25
1/4 hr	25.00	20.75	14.75	11.50	10.75	7.00
5 min	16.50	12.00	10.25	7.25	7.00	6.00

KJAK (FM)

1960
OKLAHOMA CITY

R A B

Media Code 4 237 4860 7.00
SGI Broadcasting Inc., Box 94970, 716 S. E. 79th, Oklanoma City, Okla. 73109. Phone 405-634-1411.
See affiliated AM station for additional information.
AM facilities: KLPR.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 Ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Weatherscan Radio Network. Inc.

TIME RATES
Eff 11/1/71—Rec'd 3/1/73.

7. PACKAGE PLANS

WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min	3.00	2.85	2.70	2.55	2.40	2.20	2.00
30 sec	2.25	2.15	2.05	1.90	1.80	1.65	1.50
MO:	30 ti	60 ti	90 ti	120 ti	150 ti	180 ti	210 ti
1 min	3.00	2.80	2.60	2.45	2.30	2.15	2.00
30 sec	2.25	2.10	1.95	1.80	1.70	1.60	1.50

10 sec: ID's: 50% of 1-min.
Church Rates: 2 spots for price of 1, min or sec.

8. PROGRAM TIME RATES
CHURCH & SPECIAL PROGRAMS

PER MO:	1 hr	1/2 hr	1/4 hr	5 min
1 ti, per wk	250	125	75	———
5 ti, per wk	.....	350	200	100

Minimum 13 wks.

KKNG (FM)

1964
OKLAHOMA CITY

mcgavren-guild
pgw radio, inc.

R A B

A Swanco Station
Subscriber to the NAB Radio Code
Media Code 4 237 5030 6.00
Swanco Broadcasting, Inc., 110 N. E. 48th St., Oklahoma City, Okla. 73105. Phone 405-525-5595.

STATION'S PROGRAMMING DESCRIPTION
KKNG (FM): MUSIC: Familiar popular standards, 85% primarily instrumentals, some group vocals, solo vocals, full orchestrated versions of recent hits. COMMERCIAL POLICY: Uninterrupted segments with 4 pauses each hour. Maximum 6 announcements per hour. Public affairs & public service announcements. NEWS: 2 minutes every hour: 30 seconds weather at :30. Contact Representative for further details. Rec'd 2/28/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Marc Alan McLean.
Sales Manager—Ron Bryant.
Operations Manager—Jack Karhu.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
ERP 100,000 w. (horiz. & vert.); 92.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 297 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 16.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60b, 60f, 601, 61b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 Eff 7/15/74—Rec'd 8/5/74.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
WEEKLY FIXED POSITION

	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	28	26	24	22	23	21	19	17
30 sec	23	21	20	18	18	17	15	14

10. SPECIAL FEATURES
Newscasts—ea 3.00.

KLEC

1948
OKLAHOMA CITY

R A B

Media Code 4 237 5065 2.00
Carroll Boyington & Son Electric, Inc., 1919 N. Broadway, Oklahoma City, Okla. 73103. Phone 405-521-1412.

STATION'S PROGRAMMING DESCRIPTION
KLEC: Programmed for adults.
MUSIC: standards. All music on tape. NEWS: network at :60, local at :30. Environment reports at :60. COMMERCIAL POLICY: maximum 10 commercials per hour. SUN: 6 am-noon, religious music & programs. Rec'd 10/3/74.

1. PERSONNEL
President—Carroll F. Boyington.
General Manager—Donald P. Hodges.
3. FACILITIES
250 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 29a, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60g, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Beer advertising not acceptable.

TIME RATES
No. 1 Eff 9/1/73—Rec'd 9/4/73.
AA—Mon thru Sat *6-10 am & ‡3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day; Mon thru Sat 7 pm-sunset when applicable.
(*) Or sunrise-10 am, if sunrise is later than 6 am.
(‡) Or 3 pm-sunset if sunset is earlier than 7 pm.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	46 ti
1 min	22.00	20.00	18.00	16.00	14.00	———	———
20/30 sec	17.50	16.00	15.00	13.00	11.00	———	———

CLASS A

1 min	18.00	15.00	14.00	13.00	12.00	11.00	10.00
20/30 sec	14.50	13.00	12.00	11.00	10.00	9.00	8.00

10-sec ID's: 50% of 1-min.
12+ A spots in any given wk, maximum 1/3 scheduled AA; when available.

KLPR

1946
OKLAHOMA CITY

Media Code 4 237 5100 7.00
SGI Broadcasting Inc., Box 94970, 716 S. E. 79th, Oklahoma City, Okla. 73109. Phone 405-634-1411.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Sossen.
2. REPRESENTATIVES
Ravalli/Gates, Inc.
St. Louis, Kansas City, Omaha—Bruce Schneider & Co.
3. FACILITIES
1,000 w. days; 1146 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% on time and talent: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 14b, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 60g, 601.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: KJAK (FM).
Affiliated with MBS.
Member: Weatherscan Radio Network, Inc.

TIME RATES
Eff 7/1/69—Rec'd 6/16/69.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

7. PACKAGE PLANS

	AA		A		B	
PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
1 ti	15.00	13.50	14.00	10.50	11.00	8.50
6 ti	17.00	12.75	13.00	9.75	10.00	8.00
12 ti	16.00	12.00	12.00	9.00	9.00	7.20
18 ti	15.00	11.25	11.00	8.25	8.00	6.40
24 ti	14.00	10.50	10.00	7.50	7.00	5.60
30 ti	13.00	9.75	9.00	6.75	6.00	4.80
36 ti	12.00	9.00	8.00	6.00	5.00	4.00

ID's: 50% of 1-min.

8. PROGRAM TIME RATES
CLASS AA

PER YR:	1x	52x	104x	156x	260x
1/4 hr	60.00	58.00	56.00	54.00	51.00
5 min	30.00	29.00	28.00	27.00	25.50

CLASS A

1/4 hr	48.00	46.50	44.00	42.50	40.00
5 min	24.00	23.25	22.00	21.25	20.00

CLASS B

1/4 hr	39.00	38.00	37.00	36.00	34.00
5 min	19.50	19.00	18.50	18.00	17.00

10. SPECIAL FEATURES
5-MINUTE NEWS HEADLINES AT :60

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
Ea	125	240	330	400	450

DISCOUNTS
26 wk—5% 52 wk—16%

(Oklahoma City continued on next page)

OKLAHOMA

Oklahoma City—Continued

KNOR
1948
NORMAN

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 237 5360 7.00
Cleveland County Broadcasting Co., Inc. 2020 Alameda St., Norman Oklahoma 73069. Phone 405-321-1400.

STATION'S PROGRAMMING DESCRIPTION
KNOR: Adult rock. SPORTS: U & high school football & basketball. Contact Representative for further details. Rec'd 3/31/75.

1. PERSONNEL
General Manager—Bob Waddle.
Program Director—Steve West.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations.
General: 1a. 2b. 3c. 3d. 4a. 5. 6a. 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 28c, 29b, 33a.
Contracts: 40a, 42a, 43, 44b, 46, 47b, 48, 50, 51c.
Comb.: Cont. Discounts: 60b, 60l, 61b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with MBS.
Member: Weatherscan Radio Network, Inc.

TIME RATES
Eff ——Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

*SPECIFIED:	1x	104x	260x	520x
1 min	8.75	8.50	7.90	7.65
30 sec	7.80	7.40	6.80	6.45

(*) Mon thru Fri 6-10 am & 4-7 pm; Sat 6-10 am.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	50 ti	70 ti
PER MO, ROS:	20 ti	30 ti	60 ti	90 ti	150 ti
1 min	7.60	6.50	5.75	5.25	4.80
30 sec	6.35	5.20	4.50	4.20	3.85
PER YR, ROS:			500x	800x	1000x
1 min			6.20	5.40	4.75
30 sec			5.00	4.20	3.55

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	92	46	28	17
52 x	74	37	23	13
260 x		29	16	11

Submitted by Bob Waddle.

KOCY
1922
OKLAHOMA CITY

NBC Radio Network

gci sales

NAB

Subscriber to the NAB Radio Code

Media Code 4 237 5490 2.00
Bonebrake & Co., 101 N. E. 28th St., Oklahoma City Okla. 73105. Phone 405-528-5543.

1. PERSONNEL
President—M. H. Bonebrake.
Vice-Pres. & Gen'l Mgr.—B. K. Bonebrake.
Sales Manager—Ben Buckland.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3d. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 22a, 23b, 24c, 28b, 28c, 29a.
Contracts: 40c, 41, 44b, 46.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 73b.
Prod. Services: 82
FM facilities: KXXY (FM).
Affiliated with NBC.
Member: Weatherscan Badin Network, Inc.

TIME RATES
Eff——Rec'd 7/1/68.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun 7 am-6 pm.
B—Daily 5-6 am & 7-11 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
1 x	25.00	19.50	20.00	16.50	12.00	9.00
6 x	22.00	18.00	18.00	15.00	11.00	8.50
12 x	20.00	16.50	17.00	14.00	10.00	8.00
18 x	18.00	15.00	16.00	13.00	9.00	7.00
24 x	16.00	13.00	15.00	12.00	8.00	6.00
36 x			14.00	11.00	7.00	5.50
48 x			13.00	10.00	6.00	5.00

10 sec: 50% of 1-min.
Submitted by R. K. Bonebrake.

KOFM (FM)
1965
OKLAHOMA CITY

An American Media Station
Subscriber to the NAB Radio Code

Media Code 4 237 5620 4.00
American Radio Corp. of Oklahoma, Box 14448, Oklahoma City, Okla. 73114. Phone 405-478-0444. Studio: 1200 E. Britton Rd., Oklahoma City, Okla

1. PERSONNEL
President—Robert D. Freeman.
General Manager—Jerry Pryor.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 100,000 w.; 104.1 mc. Stereo.
Operating schedule: 24 hours daily
Antenna ht.: 1,425 ft. above average terrain.

4. AGENCY COMMISSION
15% Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3b. 3d. 4a. 4d. 5. 6a. 7b. 8
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 28c, 29a
Contracts: 40a, 41, 44a, 45, 46
Comb.: Cont. Discounts: 60a, 62c
Cancellation: 70a, 70c, 71a, 73a, 73b
Prod. Services: 81, 82.
Affiliated with American FM Network.
Member: Weatherscan Radio Network, Inc.

TIME RATES
No. 2 Eff 5/1/75—Rec'd 6/30/75.
AAA—6 pm-midnight.
AA—6-9 am & 3-6 pm.
A—9 am-3 pm.
B—Midnight-6 am.
ROS—6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	1 min ROS	30 sec AAA	30 sec AA	30 sec A	30 sec ROS
6 ti	20	18	15	17	17	15	13	14
12 ti	18	15	13	15	15	13	11	13
18 ti	15	14	12	13	13	12	10	12
24 ti	14	12	11	12	12	10	9	10
48 ti	13	11	9	11	11	9	8	9

B: 50% of A.
Edited by Gerald W. Pryor.

KOMA
1927
OKLAHOMA CITY

Independent

NAB RAB

A Storz Owned Station
Subscriber to the NAB Radio Code

Media Code 4 237 5750 9.00
Storz Broadcasting Co. Box 1520, Oklahoma City Okla. 73101. Phone 405-794-1573.

1. PERSONNEL
President—Robert H. Storz.
General Manager—Tom S. Reddell.
Program Director—Ed Kaye.

2. REPPESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w. 1520 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3d. 4a. 4d. 5. 6a. 7b.
Rate Protection: 10e. 11e. 12e. 13e. 14e.
Basic Rates: 20a. 21a. 21d. 22a. 23b. 24b. 24c. 25a. 28b. 28c. 29a. 30a. 32b.
Contracts: 40c. 41. 42a. 44a. 45. 46. 47a. 51a. 51b. 51c.
Comb.: Cont. Discounts: 60a. 60e. 62b. 62d.
Cancellation: 70a. 70e. 71a. 72. 73b.
Prod. Services: 81. 82.
Affiliated with Blair Represented Network.

TIME RATES
No. 12 Eff 8/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
MON THRU FRI 6-10 AM					
1 min	29.00	28.00	27.00	26.00	25.00
20/30 sec	23.00	22.50	21.50	21.00	20.00
10 sec	17.50	17.00	16.00	15.50	15.00
MON THRU FRI 10 AM-3 PM					
1 min	26.00	25.00	24.00	23.00	22.00
20/30 sec	21.00	20.00	19.00	18.50	17.50
10 sec	15.50	15.00	14.50	14.00	13.00
MON THRU FRI 3-7 PM; SAT 6 AM-7 PM					
1 min	38.00	35.00	34.00	33.00	32.00
20/30 sec	30.50	28.00	27.00	26.50	25.50
10 sec	23.00	21.00	20.50	20.00	19.00
MON THRU SAT 7-11 PM; SUN 6 AM-11 PM					
1 min	25.00	23.00	22.00	21.00	20.00
20/30 sec	20.00	18.50	17.50	17.00	16.00
10 sec	15.00	14.00	13.00	12.50	12.00
MON THRU SUN 11 PM-6 AM					
1 min	18.00	17.00	16.00	15.00	14.00
20/30 sec	14.50	13.50	13.00	12.00	11.00
10 sec	11.00	10.00	9.50	9.00	8.50

10. SPECIAL FEATURES
5-MINUTE NEWS PACKAGES

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
6-10 am	40	35	32	31	30	29
10 am-3 pm	30	28	27	26	25	24
3-7 pm	45	41	38	37	36	35

KRMC
1973
MIDWEST CITY

NAB RAB

Media Code 4 237 5815 0.00
Midwest Broadcasting Corp., Rt. 8, Box 488, 3336 S. E. 67th St., Oklahoma City, Okla. 73109. Phone 405-672-5577.

STATION'S PROGRAMMING DESCRIPTION
KRMC: Programmed for adults.
All news programming. Local, state, national & world news, plus sports, financial, consumer, public affairs & women's news. Special features. Weekends more depth reporting. Rec'd 9/24/74.

1. PERSONNEL
President—Jack Deakin.
Operations Director—David Parrett.

3. FACILITIES
250 w.; 1220 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b. 2a. 2b. 3a. 3b. 3c. 3d. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 15b. 15d.
Basic Rates: 20a, 20b, 22a, 23b, 28c, 29a. 30.
Contracts: 40a. 44a. 45. 46. 49. 51c.
Comb.: Cont. Discounts: 60e, 62d.
Cancellation: 70c. 71a. 73a.
Prod Services: 80, 81, 82.

TIME RATES
No. 2 Eff 11/1/74—Rec'd 10/31/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	260x	312x
1 min	6.40	6.10	5.75	5.45	4.80	4.50
30 sec	4.80	4.55	4.30	4.10	3.60	3.35
10 sec	3.20	3.05	2.90	2.70	2.40	2.25
FIXED:						
1 min	8.00	7.60	7.20	6.40	6.00	5.60
30 sec	6.00	5.70	5.40	4.80	4.50	4.20
10 sec	4.00	3.80	3.60	3.20	3.00	2.80

7. PACKAGE PLANS

ROS, 7 DAYS:	18 ti	25 ti	30 ti	40 ti	50 ti
1 min	100	.....	150	180	205
30 sec	.....	100	115	140	155

ROS, 30 DAYS:	100 ti	150 ti	200 ti
1 min	435	630	800
30 sec	325	465	600

Rateholder contract guarantees end rate.
Edited by Jack Deakin.

KTOK
1927
OKLAHOMA CITY

RAB

Media Code 4 237 5880 4.00
Covenant Broadcasting Corp. of Oklahoma, Box 1000, 1800 W. Main St., Oklahoma City, Okla. 73101. Phone 405-235-1671.

1. PERSONNEL
President—Fred E. Walker.
Vice-Pres. & Dir. Nat'l Sales—Kenny Belford.
Vice Pres. & Gen'l Mgr.—Kenneth L. Gaines.

2. REPPESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1000 kc.
Directional—separate patterns, day and night
Operating schedule: 24 hours daily CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b. 3a. 3b. 3d. 4a. 4d. 5. 6a. 7b. 8
Rate Protection: 10b. 11b. 12b. 13b. 14b. 15d
Basic Rates: 20b. 21b. 22a. 23a. 24a. 24c. 25a. 27. 28b. 29a. 29b. 30. 33d.
Contracts: 40a. 41. 42a. 44a. 45. 46. 51b
Comb.: Cont. Discounts: 60a. 60c. 60e. 62d
Cancellation: 70a. 70c. 71a. 73a. 73b.
Prod. Services: 81.
Affiliated with Eastman Radio Network.
Affiliated with American Information Network

TIME RATES
KTOK/KAFG (FM) COMBINATION
No. 8 Eff 4/7/75—Rec'd 3/17/75.
AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAAA 1 min	AAAA 30 sec	AAAA 10 sec	AAA 1 min	AAA 30 sec	AAA 10 sec
1 ti	65	52	39	62	50	37
12 ti	60	48	36	58	47	35
18 ti	58	46	35	56	45	34
24 ti	56	44	34	54	43	32
	AA			A		
1 ti	48	39	29	38	31	23
12 ti	44	35	27	34	27	20
18 ti	42	34	25	32	26	19
24 ti	40	32	24	30	24	18

KTOK ONLY
1-min, deduct 6.00; 30-sec, deduct 5.00; 10-sec, deduct 4.00.

CONSECUTIVE WEEK DISCOUNT
26 wk 4% 52 wk—6%
Minimum wkly sched of 6 1-min spots 6am-12mid Sun-Sat necessary to maintain consec wk advertising

KWHP (FM)
1962
EDMOND

RAB

Media Code 4 237 5940 6.00
William H. Payne, Box 686, 700 S. Kelley, Edmond, Okla. 73034. Phone 405-341-8440.

STATION'S PROGRAMMING DESCRIPTION
KWHP (FM): Programmed for 18-36 age group featuring our selection of the top 97 songs MUSIC: rock & roll, and progressive are included on the survey. NEWS: every other hour on the half hour from network. News mobile unit and mobile studio for remote and grand opening broadcasts. Contact Representative for further details. Rec'd 7/29/76.

1. PERSONNEL
General Manager—William H. (Bill) Payne.
Sales Manager—Ken Fearnow.
Program Director—Mike Murphy.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% 10th of month; 10% discount if paid in advance.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3h. 4a. 4d. 5. 6a. 7a
Rate Protection: 15b.
Basic Rates: 20a. 22a. 22b. 23a. 25a. 28a. 29a
Contracts: 40a. 42b. 45. 47a. 48.
Comb.: Cont. Discounts: 60b, 61a. 61b. 61c. 62b
Cancellation: 70a. 70c. 71a. 73a.
Member: Oklahoma News Network, Inc.

TIME RATES
No. 6 Eff 7/1/74—Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS

YR, ROS:	1x	500x	750x	1000x	1200x	1800x
1 min	6.90	6.50	5.45	5.05	4.70	4.35
30 sec	6.30	4.85	4.35	3.90	3.55	3.25
10 sec	3.75	3.25	2.90	2.50	2.30	2.15
1 liner	2.55	2.15	1.95	1.75	1.60	1.45

7. PACKAGE PLANS

PER WK:	PER MO:	1 min	30 sec	10 sec	1 liner
10 ti	20 ti	6.90	5.70	3.55	2.50
20 ti	30 ti	6.50	4.90	3.25	2.15
30 ti	60 ti	6.15	4.65	3.10	2.05
40 ti	75 ti	5.80	4.35	2.90	1.95
50 ti	90 ti	5.40	4.10	2.75	1.80
60 ti	110 ti	5.05	3.85	2.50	1.75
70 ti	150 ti	4.70	3.55	2.30	1.60
100 ti	210 ti	4.35	3.25	2.15	1.45

MIDNIGHT-6 AM SPECIAL

PER WK:	25 ti	30 ti	36 ti
1 min	2.90	2.55	1.80
30 sec	2.15	1.80	1.45
10 sec	*1.87	*1.45	*1.08

(*) Live.
Minimum order 100.00 Cash in advance, non-commissionable.

8. PROGRAM TIME RATES

	1x	12x	26x	52x
1 hr	65.25	62.35	58.00	43.50
1/2 hr	43.50	39.15	34.80	21.75
1/4 hr	21.75	18.85	14.50	11.60

10. SPECIAL FEATURES
NEWSCASTS

PER WK:	10 min 13 wk	10 min 26 wk	10 min 52 wk	5 min 13 wk	5 min 26 wk	5 min 52 wk
3 ti	15.00	9.00	8.00	8.00	7.00	5.50
6 ti	13.00	8.00	7.50	7.00	6.00	5.00

PAUL HARVEY NEWS

PER WK:	13 wk	26 wk	52 wk
5 ti, 7:30 am	9.00	8.00	7.00
incl open & close plus 1-min.			
3 ti, noon	6.00	5.50	5.00
6 ti, noon	5.50	5.00	4.50

4 available 1 min spots during PH news
Edited by William H. Payne.

KXXY (FM)
1964
OKLAHOMA CITY

ABC-FM spot sales, inc.

NAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 237 6040 4.00
Bonebrake & Co. 101 N. E. 28th St., Oklahoma City [illegible] Phone 405-528-5543
See affiliated AM station for additional information.
AM facilities: KOCY.

STATION'S PROGRAMMING DESCRIPTION
KXXY(FM): a blend of rock music, comprised of oldies & current singles & album cuts, presented to appeal to an audience 18-35. Contact Representative for further details. Rec'd 11/17/72.

1. PERSONNEL
Sales Manager—Ben Buckland.

2. REPRESENTATIVES
ABC FM Spot Sales, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mc. Stereo.
Operating schedule: 24 hours daily. CST
Antenna ht.: 300 ft. above average terrain

TIME RATES
No. 7 Eff 8/1/75—Rec'd 7/25/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	35	32	28	24	20
30 sec	30	27	23	19	16
CLASS AA					
1 min	31	27	23	20	18
30 sec	26	23	20	16	14

Submitted by R. K. Bonebrake.

(Oklahoma City continued on next page)

WKY
1920
OKLAHOMA CITY

KATZ RADIO

AIMS Independent

NAFB Radio Code NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 237 6140 2.00

The WKY Television System, Inc., Box 14665, Oklahoma City, Okla. 73114. Phone 405-478-1212. TWX 405-842-3245.

1. PERSONNEL
Vice-Pres. & Mgr.—Norman P. Bagwell.
Station Manager—Lee Allan Smith.
Sales Manager—Doe Sadler.

2. REPRESENTATIVES
Katz Radio.
Canada—Andy McDermott Sales, Ltd

3. FACILITIES
5,000 w.; 930 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4d, 5, 6b, 7b, 6.
Rate Protection: 10b, 11b, 14b, 15a, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60g, 601.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Beer advertising acceptable.
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 35 Eff 3/1/71—Rec'd 3/15/71.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	8 ti	12 ti	18 ti	24 ti
AAA	60	57	55	53	51
AA	55	52	50	48	46
A	45	42	40	38	36
B	35	32	30	28	26

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	8 ti	12 ti	16 ti	24 ti
1/3AAA, 1/3AA, 1/3A	48	46	44	42

8. PROGRAM TIME RATES

PER YR:	1x	52x	104x	156x	260x
CLASS AAA					
1/4 hr	170	164	160	156	152
5 min	85	82	80	78	76
CLASS AA					
1/4 hr	160	154	150	146	142
5 min	80	77	75	73	71
CLASS A					
1/4 hr	120	116	112	108	104
5 min	60	58	56	54	52
CLASS B					
1/4 hr	68	66	64	62	60
5 min	40	38	36	34	32

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER/AGRICULTURAL CAPSULES
2-miniute capsules including 1-minute open or close plus ID, applicable 1-minute rates plus 5.00, flat, fully commissionable, per capsule, for time, plus talent/production charge.

TALENT/PRODUCTION
(flat commissionable)
1/4 hr 20 2 min 5
5 min 10

COMBINABILITY
All spots, regardless of length or class, All Nite Show and capsules may be combined for discount purposes. Programs, spots, capsules may be combined for discounts on spots/capsules only.

WNAD
1922
NORMAN

Selcom, Inc.

RAB

Subscriber to the NAB Radio Code
Media Code 4 237 6270 7.00

Oklahoma Communications, Inc., WNAD Radio, Box 640, Norman, Okla. 73069. Phone 405-329-0646.

STATION'S PROGRAMMING DESCRIPTION
WNAD: Programmed for adult appeal, 18-49.
MUSIC: modern country. NEWS: Network hourly plus local 6-min. at 7, 7:30, 8:30, 9:30, 11:30 am, 2:30, 3:30, 5:05 & 6:30 pm. Weather at 6:30, 7:15, 7:45, 8:15 am, 12:30 & 5:30 pm. Traffic reports in drive times. SPORTS: pro football & network sports. Contact Representative for further details. Rec'd 1/2/75.

1. PERSONNEL
General Manager—Sharon J. Blevins.
Sales Manager—Dennis Randall.
Program Director—David Wolf.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w. days; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 601.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with CBS.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
No. 2 Eff 8/1/74—Rec'd 8/20/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat all day.
A—Mon thru Fri 10 am-3 pm; Sun all day; all other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	1 ti	15 ti	26 ti	24 ti	1 ti	15 ti	20 ti	24 ti
1 min	8.00	7.50	7.00	6.50	7.50	7.00	6.50	6.00
30 sec	7.00	6.50	6.00	5.75	6.00	5.75	5.50	5.00

7. PACKAGE PLANS

SUN, MON, TUES, 1/3AA:	18 ti	30 ti
1 min	6.00	5.50
30 sec	4.80	4.40
MONTHLY TAP, 1/2AA:	1 min	30 sec
100 ti	6.00	4.80
YRLY CONTRACTS, 1/2 AA:		
1200 x	5.75	4.60
1800 x	5.00	4.00

Edited by Sharon Blevins.

OKMULGEE
Okmulgee County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KOKL
1937

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 237 6400 0.00
Itrewer Communications, Inc., Box 756, 410 W. 6th St., Okmulgee, Okla. 74447. Phone 918-756-3646.

STATION'S PROGRAMMING DESCRIPTION
KOKL: MUSIC: C & W.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bob Brewer.

2. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non directional.
Operating schedule: 6 am-11 pm daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulation
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Oklahoma Farm Network, Oklahoma News Network, Inc.

TIME RATES
No. 11C Eff 8/15/75—Rec'd 7/14/75.
Prime—6-10 am, 11:30 am-1:30 pm & 4-7 pm.
Regular—All other times.

6. SPOT ANNOUNCEMENTS

PER	Prime				Regular			
MO:	1 ti	30 ti	60 ti	(*)	1 ti	30 ti	60 ti	(*)
30 sec	6.00	5.50	4.50	3.50	5.50	4.50	3.50	3.00

(*) 120 ti.
1 min, per spot extra, 50%.
Prime fixed position, per spot extra, 50.
NON-CANCELLABLE CONTRACT DISCOUNT
52 wk—20%
Submitted by Bob Brewer.

PAULS VALLEY
Garvin County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

KVLH
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 237 6530 4.00
Garvin County Broadcasting, Inc., Box 610, Pauls Valley, Okla. 73075. Phone 405-238-2314.

STATION'S PROGRAMMING DESCRIPTION
KVLH: adults, MOB, news, sports.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ronald B. Casey.

3. FACILITIES
250 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Oklahoma News Network, Inc., Farm Radio Network, Agriculture News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 9/1/74—Rec'd 8/15/74.

6. SPOT ANNOUNCEMENTS
52-WEEK SPECIFIED

	1x	104x	156x	260x	520x	1040x
1 min	3.25	3.10	3.00	2.90	2.80	2.60
30 sec	2.70	2.55	2.45	2.35	2.20	2.05

10 sec: 50% of 1-min.

7. PACKAGE PLANS

WKLY IMPACT:	20 ti	40 ti	60 ti
1 min	2.85	2.70	2.60
30 sec	2.30	2.20	2.05

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
13-WEEK NEWS
7 am Expanded Report 4.60
6 am, 12:15 pm, 5 pm Expanded Report:
1 min 4.00 30 sec 3.45
Hourly News:
1 min 3.45 30 sec 2.75

PAWHUSKA
Osage County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KOKN
1963

Media Code 4 237 6660 6.00
Cherokee Broadcasting Co., Box 1207, Pawhuska, Okla. 74056. Phone 918-287-1211.
Studios: 513A Kihekah St., Pawhuska, Okla.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Nadine Andrews.

3. FACILITIES
5,000 w.; 1500 kc.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%: Bills due 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
Eff——Rec'd 8/1/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti	30 ti
1 min	5.00	4.00	3.25	3.00	2.75	2.50
30 sec	3.50	3.00	2.50	2.25	2.00	1.85

Time periods may be combined to earn higher frequency rate.

DISCOUNT
52 wk—10%

PONCA CITY (1 AM; 1 FM)
Kay County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KLOR (FM)
1965
Media Code 4 237 6720 1.00
Indian Nation Broadcasters, Inc., Community Bldg., Ponca City, Okla. 74601. Phone 405-765-6631.

1. PERSONNEL
General Manager—Don M. Kelly.
Station Manager—Stan Bivin.

3. FACILITIES
ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 167 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28c, 30, 32c.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KLTR Blackwell.
Member: Oklahoma News Network, Inc., Weatherscan Radio Network, Inc.

TIME RATES
Eff 1/1/75—Rec'd 1/2/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	150 ti	250 ti	350 ti
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00

10. SPECIAL FEATURES
Weathercasts—1/4 hr, per mo 68.50.
Newscasts—5 min, per mo 82.50.

WBBZ
1928

NAB

Subscriber to the NAB Radio Code
Media Code 4 237 6790 4.00
Ponca City Publishing Co., Box 588, 1601 E. Oklahoma, Ponca City, Okla. 74601. Phone 405-765-6607.

1. PERSONNEL
General Manager—Allan W. Muchmore.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun. CST.

4. AGENCY COMMISSION
15/0.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 6.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23b, 24b, 24c, 25a, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47c, 50, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with MBS.

TIME RATES
Rates effective September 1, 1958. (Card No. 4.)
Card received August 16, 1958.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	7.00	260 ti	5.25
20 ti	6.65	312 ti	4.80
52 ti	6.30	500 ti	4.55
104 ti	5.95	1000 ti	4.20
156 ti	5.60		

7 PACKAGE PLANS
Per week:
10 1-minute announcements 5.00
20 1-minute announcements 4.00
10-second announcements—50% of applicable minute rate, either regular or package. May be combined for frequency discount purposes.

9. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 x	30	20	15	10
26x—5%	104x—15%		260x—25%	
52x—10%	156x—20%			

309,600 people in metro OKLAHOMA CITY
listen to WKY RADIO each week.*
Only 184,000 listen to KO—-, the second station!
*Source: ARB, April/May 1974 cume rating, total persons 12 plus metro survey area, Mon.-Sun., 6 a.m.-Mid. Audience figures are estimates only and are subject to the qualifications of the indicated service. (Total metro area 12 plus — 594,000.)
WKY RADIO 930
The WKY Television System, Inc. • WKY-TV, Oklahoma City, Ok. • WTVT, Tampa-St. Petersburg, Fla. • KTVT, Dallas-Ft. Worth, Tex. • WVTV, Milwaukee, Wisc. • KHTV, Houston, Tex. • KRKE, Albuquerque, N. Mex. • KSTW-TV, Seattle, Tacoma, Wash. • Represented by the Katz Agency •

OKLAHOMA

POTEAU (1 AM; 1 FM)

Le Flore County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

KLCO
1958

Subscriber to the NAB Radio Code
Media Code 4 237 6920 7.00
Leflore County Broadcasting Co., Poteau, Okla. 74953.

STATION'S PROGRAMMING DESCRIPTION
KLCO: Programmed for general interest.

1. PERSONNEL
B. R. and Bernice Bell.
2. REPRESENTATIVES
B & B Representatives, Inc.
3. FACILITIES
1,000 w.; 1280 kc. Non-directional.
4. AGENCY COMMISSION
15%; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Oklahoma News Network, Inc., Farm Radio Network, Agriculture News Network.

TIME RATES
No. 7 Eff 1/1/67—Rec'd 2/13/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	365x	1000+
1 min	4.00	3.50	3.25	3.00
20 sec	2.00	1.85	1.70	1.50
10 sec	1.00	.85	.85	.75

KLCO-FM
1968

Subscriber to the NAB Radio Code
Media Code 4 237 6921 5.00
LeFlore County Broadcasting Co., Box 520, Poteau, Okla. 74953. Phone 918-647-2288.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 98.2 mc.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: ——— ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
No. 3 Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	365x	1000+
1 min	7.00	6.00	5.00	4.00
30 sec	3.50	3.00	2.50	2.10
15 sec	3.00	2.50	2.00	1.50

PRYOR (1 AM; 1 FM)

Mayes County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KKMA (FM)
1969

Media Code 4 237 6850 4.00
Communication Marketing Consultants, Inc., Box 66, 5th & S. Mill Sts., Pryor, Okla. 74361. Phone 918-825-2763.
See affiliated AM station for additional information.
AM facilities: KOLS.
1. PERSONNEL
Station Manager—Jimmie Bland.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.5 mc.
Operating schdule: 6 am-10 pm. CST.
Antenna ht.: 320 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 11/1/74—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	104x	156x	208x	312x	624x	1040x
1 min	3.50	3.35	3.20	3.10	3.00	2.90	2.75	2.65
30 sec	3.10	3.00	2.90	2.80	2.70	2.60	2.45	2.35

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.40	3.30	3.20	3.10	3.00
30 sec	3.00	2.90	2.80	2.70	2.60
PER MO:	50 ti	100 ti	150 ti	200 ti	250 ti
1 min	3.30	3.20	3.10	3.00	2.85
30 sec	2.90	2.80	2.70	2.60	2.50

KOLS
1950

Media Code 4 237 7050 2.00
Communication Marketing Consultants, Inc., Box 66, 5th & S. Mill, Pryor, Okla. 74361. Phone 918-825-2763.

STATION'S PROGRAMMING DESCRIPTION
KOLS: Programmed for adult general interest.

1. PERSONNEL
Station Manager—Jimmie Bland.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KKMA (FM).
Affiliated with KBS.
Member: Magic Circle Network, Farm Radio Network.

TIME RATES
Eff 11/1/74—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	624x	1040x
1 min	2.50	2.35	2.20	2.10	2.00	1.90	1.75	1.65
30 sec	2.10	2.00	1.90	1.80	1.70	1.60	1.45	1.35

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	2.40	2.30	2.20	2.10	2.00
30 sec	2.00	1.90	1.80	1.70	1.60
PER MO:	50 ti	100 ti	150 ti	200 ti	250 ti
1 min	2.30	2.20	2.10	2.00	1.85
30 sec	1.90	1.80	1.70	1.60	1.50

SALLISAW (1 AM; 1 FM)

Sequoyah County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

KRBB / KRBB-FM
KRBB 1968 — KRBB-FM 1972

Media Code 4 232 7180 7.00
Big Basin Broadcasters, Inc., Box 666, N. Dogwood & Railroad Ave., Sallisaw, Okla. 74955. Phone 918-775-9169.
1. PERSONNEL
General Manager—Paul S. Demaree.
3. FACILITIES
250 W.; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 245 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/31/75.

8. SPOT ANNOUNCEMENTS

30 DAYS/LESS:	1 ti	30 ti	60 ti	120 ti
15 sec	1.70	1.50	1.30	1.20
30 sec	2.20	2.00	1.80	1.70
1 min	2.70	2.50	2.30	2.20

SAND SPRINGS

Tulsa County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

See Tulsa
(including Broken Arrow, Sand Springs)

SAPULPA

Creek County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KXOJ
1962

Media Code 4 237 7210 6.00
KXOJ, RADIO Sapulpa, Box 1250, Sapulpa, Okla. 74066. Phone 918-224-2620.

STATION'S PROGRAMMING DESCRIPTION
KXOJ: MOR.

1. PERSONNEL
Pres. & Mgr.—Mike Stephens.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
500 w. days; 1550 kc. Directional.
Operating schedule: 7 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Oklahoma News Network, Inc., Oklahoma Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/73- Rec'd 5/29/73.

8. SPOT ANNOUNCEMENTS
SPECIFIED TIMES

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
1 wk	3.70	3.65	3.45	3.20	3.25	3.05	2.85	2.65
13 wk	3.65	3.45	3.20	2.95	3.05	2.85	2.65	2.45
26 wk	3.45	3.20	2.95	2.75	2.85	2.65	2.45	2.25
1 yr	3.20	3.20	2.75	2.50	2.65	2.45	2.25	2.05

ROS

1 wk	3.20	3.00	2.80	2.60	2.60	2.45	2.15	2.10
13 wk	3.00	2.80	2.60	2.40	2.45	2.15	2.10	1.90
26 wk	2.80	2.60	2.40	2.20	2.15	2.10	1.90	1.75
1 yr	2.60	2.40	2.20	2.00	2.10	1.90	1.75	1.60

SHAWNEE

Pottawatomie County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KGFF
1930

Subscriber to the NAB Radio Code
Media Code 4 237 7440 5.00
Owned by Stauffer Publications, operated by KGFF Broadcasting Co., Inc., Shawnee Country Club Box 9, Shawnee, Okla. 74801. Phone BR 2-4390.
1. PERSONNEL
General Manager—William A. Weaver.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 22a, 24b, 25a, 28c, 29a.
Contracts: 40a, 47a, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Member: Oklahoma News Network, Inc.

TIME RATES
Rates effective October 1, 1956.
Revisions received September 14, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES
(6:00 am-sign-off)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	30.00	18.00	12.00	7.50	4.50
26 times	29.25	17.55	11.70	7.31	4.39
52 times	28.50	17.10	11.40	7.12	4.27
104 times	27.00	16.20	10.80	6.75	4.05
156 times	26.50	15.30	10.20	6.37	3.83

(*) One minute announcement or less; one minute transcription or less.

10. SPECIAL FEATURES
Weather reports, temperature and market reports available at regular rates plus 20%.

STILLWATER (1 AM; 2 FM)

Payne County—Map Location F-2
See SRDS consumer market map and data at beginning of the State

KSPI / KSPI-FM
KSPI 1947 — KSPI-FM 1947

Subscriber to the NAB Radio Code
Media Code 4 237 7570 8.00
Box 231, Stillwater, Okla. 74074. Phone 405-372-7800.
Studio: 215 W. 9th.

STATION'S PROGRAMMING DESCRIPTION
KSPI: Programmed for general interest.
FARM: 6:30-6:50 am & 12:50-1 pm. NEWS: 5 min network at :20, local & state at :60; major newscasts 7:15-8:15 am, noon-1 pm & 5-6 pm. MUSIC: general popular featuring MOR, country & solid gold; C & W 6-7:15 am; solid gold 6 pm-midnight. SPORTS: U football, basketball, baseball & wrestling; high school football & basketball; network pro football, golf, baseball; sportscasts 8 am, 12:20, 4:30 & 5 pm. Rec'd 10/1/73.

1. PERSONNEL
General Manager—J. R. Rellatti.
Station Manager—Bill Platt.
3. FACILITIES
250 w. days; 700 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 10,000 w.; 93.9 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 375 ft. above average terrain.
4. AGENCY COMMISSION
15% net charges for time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 26.
Contracts: 40a, 44a, 44b, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff 7/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

PRIME TIME—6-9 AM, NOON-1 PM, 4:30-6:30 PM	1 min	30 sec	10 sec
1 x	4.20	3.65	2.40
ALL OTHER			
1 x	3.65	3.05	*1.90

(*) Shortie

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	36.20	13.15	10.85	7.25

KVRO (FM)
1966

Subscriber to the NAB Radio Code
Media Code 4 237 7700 2.00
KVRO, Inc., Box 1226, Stillwater, Okla. 74074. Phone 405-372-6000.

STATION'S PROGRAMMING DESCRIPTION
KVRO (FM): Programmed for young adults.
MUSIC: current popular hits. NEWS: at :51; 20 man staff. Contact Representative for further details. Rec'd 5/19/75.

1. PERSONNEL
Station Manager—Richard Ralston.
Sec'y & Treas.—Duane V. Smith
2. REPRESENTATIVES
Frederick W. Smith.
Dallas—Paul Miller & Company.
3. FACILITIES
ERP 440 w; 105.5 mc. Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht: 60 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5.
Rate Protection: 15b.
Basic Rates: 20b, 21c, 21d, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 45, 46, 51a.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80.
Member: Oklahoma News Network, Inc.

TIME RATES
Eff 7/1/74.—Rec'd 9/4/74.

8. SPOT ANNOUNCEMENTS

YR:	1x	52x	156x	312x	780x	1040x	1560x
1 min	4.00	3.80	3.60	3.40	3.20	3.00	2.80
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10

7. PACKAGE PLANS

	Per wk 30 ti	45 ti	60 ti	90 ti	60 ti	Per yr 120 ti	180 ti	300 ti
1 min	3.80	3.80	3.40	3.25	3.60	3.40	3.25	3.00
30 sec	2.85	2.70	2.55	2.40	2.70	2.55	2.40	2.25

8. PROGRAM TIME RATES

	1x	52x	156x	312x	780x	1040x	1560x
5 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20

TAHLEQUAH (1 AM; 1 FM)

Cherokee County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KTLQ
1957

Media Code 4 237 7830 7.00
KTLQ, Inc., Box 497, First National Bank Bldg., Tahlequah, Okla. 74464. Phone 918-456-2511.
1. PERSONNEL
General Manager—Ralph Lynch.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 8/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	200 ti
1 min	4.00	3.50	3.00	2.50	2.00
30 sec	3.00	2.50	2.00	1.85	1.60
15 sec	2.50	2.00	1.55	1.45	1.30

7. PACKAGE PLANS

ROS:	1-2 day 10 ti	20 ti	Per wk 25 ti	30 ti
1 min	35	70	—	90
30 sec	27	—	55	65
15 sec	25	45	—	54

A: 7-8:30 am 11:20 am-1 pm & 4-5:30 pm, extra 10%.

CONTRACT DISCOUNT
12 mo—10%.

Edited by Ralph Lynch.

KTLQ-FM
1966

Media Code 4 237 7831 5.00
KTLQ, Inc., Box 497, First National Bank Bldg., Tahlequah, Okla. 74464. Phone 918-456-2511.
See affiliated AM station for additional information.
3. FACILITIES
ERP 1,900 w.; 101.7 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 75 ft. above average terrain
5. GENERAL ADVERTISING See coded regulations
Member: Oklahoma News Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 8/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	200 ti
1 min	3.50	3.00	2.50	2.00	1.75
30 sec	3.00	2.00	1.75	1.50	1.40

7. PACKAGE PLANS

ROS:	1-2 day 10 ti	Per wk 20 ti	30 ti
1 min	30	60	80
30 sec	28	50	58

A: 7-8:20 am, 11:30 am-1 pm & 4-5:30 pm, extra 10%.

CONTRACT DISCOUNT
12 mo—10%.

Edited by Ralph Lynch.

TULSA (7 AM; 7 FM)

(including Broken Arrow, Sand Springs)
Tulsa County—Map Location G-3
See SRDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	44	34	41	31
B	41	34	41	31
C	41	31	41	25
D	39	31	39	22
AVERAGE	41	33	41	27

KAKC and KAKC-FM
1946
TULSA

KATZ RADIO

Programmed separately.
Media Code 4 237 7960 2.00
Mark/Way, Inc., KAKC Bldg., 51st and South Peoria, Tulsa, Okla. 74101. Phone 918-743-8677. TWX 910-845-2230.
1. PERSONNEL
President—B. Carl Mark.
Gen'l & Sales Mgr.—Wesley Stegeman.
Program Director—Gary Stevens.

(This listing continued on next page)

2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
1,000 w. days, 500 w. nights; 970 kc.
Directional—separate patterns day and night
Operating schedule: 24 hours daily. CST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 678 ft. above average terrain.
Simulcast 6 pm-midnight daily.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5.
Rate Protection: 15b, 15e.
Contracts: 40a, 44b.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70e, 71a, 72.
Affiliated with Katz Radio Network
Affiliated with American Contemporary Network.

TIME RATES
KAKC and KAKC-FM COMBINATION
No. 13B Eff 1/1/75—Rec'd 1/17/75.
AAA—Mon thru Sat 6-10 am & 3-8 pm.
AA—Mon thru Sat 5-6 am, 10 am-3 pm & 8 pm-midnight; Sun 5 am-midnight.
6. SPOT ANNOUNCEMENTS
KAKA AND KAKC-FM COMBINATION
1 MINUTE

FIXED, PEO WK:	1 tl	6 tl	12 tl	18 tl	24 tl
AAA	48	46	44	42	40
AA	38	36	34	32	30

ROS 6 am-midnight: Flat 33.00.
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM or FM only: Deduct 3.00 per spot.

KBJH
1973
TULSA

Media Code 4 237 8025 3.00
American Christian College, Box 702, 2819-C S. Sheridan Rd., Tulsa, Okla. 74101. Phone 918-836-6584.
STATION'S PROGRAMMING DESCRIPTION
KBJH: Programmed for general audiences. Religious 6:30 am-1:30 pm, music, sermons, news. Talk 1:30-3:30 pm, interviews, telephone call-in, information, swap show. Live play-by-play coverage of pro football & college basketball, university football, news, interviews. Music 3:30 pm-6:30 am; Christian. NEWS: 5 min at :55, local, regional, national & international; 5 min weather at :30. COMMERCIAL POLICY: theatre ads not accepted. Rec'd 4/14/75.
1. PERSONNEL
General Manager—Bob Hickling.
Program Director—Chuck Fullhart.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,480 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.
Basic Rates: 20a, 20b, 21a, 21d, 23a, 24b, 25a, 26, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42d, 44a, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Weatherscan Radio Network, Inc.

TIME RATES
Eff 3/6/75—Rec'd 3/31/75.
6. SPOT ANNOUNCEMENTS

	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	8.75	8.65	8.45	8.25	8.05	7.85	7.50
30 sec	7.50	7.30	7.10	6.90	6.60	6.30	6.10

10 sec: 50% of 1-min.
7. PACKAGE PLANS

PER MO:	50 tl	100 tl
1 min	5.75	5.50
30 sec	4.74	4.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	50.00	25.00	12.50

Edited by Bob Hickling.

KELI
1934
TULSA

Buckley Radio Sales, Inc.

RAB

Subscriber to the NAB Radio Code
Media Code 4 237 8090 7.00
Broadcasting Associates, Inc., Box 3685, Tulsa State Fair Grounds, Tulsa, Okla. 74152. Phone 918-622-1430
1. PERSONNEL
Pres. & Gen'l Mgr.—Raymond Ruff.
Station Manager—Joe Henderson.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w.; 1430 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11g, 15h
Basic Rates: 21a, 21b, 23a, 24a, 24b, 24c, 25a, 27, 28b, 29a, 29b.
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Sold in combination with KIXZ, Amarillo, Tex. and KTHN, Wichita Falls, Tex. 10% discount.

TIME RATES
No. 143J Rev 1/5/71—Rec'd 1/10/72.
AA—Mon thru Sat 6-10 am & 3-7 pm
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
B—Midnight-6 am.
6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	25.00	23.75	22.50	18.75	17.50	16.25

CLASS A

1 min	19.00	18.50	18.00	17.50	17.00	16.00

B—50% ROS rate.
30 sec: 80% of minute. 10 sec: 50% of minute.
10 seconds will not combine with 30 second or 1 minute spots for discounts on longer spots.
7 PACKAGE PLANS
TOTAL AUDIENCE PLAN
(BTA or 1/3 6-9 am & 3-7 pm, 1/3 9 am-3 pm, 1/3 7 pm-midnight)

PER WK:	15 tl	20 tl	25 tl	30 tl
1 min (only)	15.50	14.50	13.50	12.50

Will not combine with other services for frequency discounts.

DISCOUNTS
AA, A and TAP plans—26 week firm 10%, 52 week firm 15%.

KFMJ
1946
TULSA

AVCO RADIO SALES

SAB RAB

Media Code 4 237 8220 6.00
KFMJ, Inc., Box 746, 5400 W. Edison, Tulsa, Okla. 74101. Phone 918-585-5555.
See affiliated FM station for additional information.
FM facilities: KRAV (FM).
STATION'S PROGRAMMING DESCRIPTION
KFMJ: Programmed for the family, with accent on religion. Music with inspirational overtones, news & weather information. Contact Representative for further details. Rec'd 5/6/74.
3. FACILITIES
1,000 w.; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Avco Group Plan.
Sold in combination with KRAV (FM). See that listing for rates.

TIME RATES
No. 1 Eff 5/1/74—Rec'd 4/5/74.
A—Mon thru Sun 6-10 am & 3-7 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	12 tl	18 tl	24 tl	30 tl
PER YR:	156x	312x	520x	1040x
A	13	12	11	10
B	9	8	7	6

7. PACKAGE PLANS
TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM

PER WK:	9 tl	12 tl	18 tl	24 tl	30 tl
1 min	75	126	156	216	255

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots and plans combinable with FM for weekly and yearly discounts.

KGOW (FM)
BROKEN ARROW
Simulcast. See KTOW, KGOW (FM).

KKUL (FM)
1972
TULSA

SAB

Media Code 4 237 8285 3.00
KKUL RADIO, Box 15666, 12225 1/2 E. Admiral Pl., Tulsa, Okla. 74115. Phone 918-437-3777.
STATION'S PROGRAMMING DESCRIPTION
KKUL (FM): Programmed for Negro listeners. MUSIC: popular, R & B, jazz, gospel. NEWS: 3 min 50 sec at every other :50. Community news at every other :30. Community involvement through high school football, college basketball, church remotes & open-line conversation show 8-9 pm Sun. Station participates in community activities, little league baseball, children's parties, sock hops at schools & recreation centers. Contact Representative for further details. Rec'd 4/18/74.
1. PERSONNEL
Station Manager—Sam Griffin.
Sales Manager—Court Newkirk.
Program Director—Dan Davis (African Dan).
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
ERP 100,000 w.; 103.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 260 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a, 27, 28a, 30.
Contracts: 42a, 43, 51b, 51c.
Comb.; Cont. Discounts: 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 2 Eff 12/1/74—Rec'd 12/4/74.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	250x	500x	1000x
PER MO:	1 tl	30 tl	60 tl	90 tl
PER WK:	1 tl	21 tl	42 tl	84 tl
1 min	10.00	9.75	9.50	9.25
30 sec	7.50	7.25	7.00	6.75

KMOD
1959

Media Code 4 237 8392 7.00
San Antonio Broadcasting, Inc., 2805 E. Skelly Dr., Tulsa, Okla. 74105. Phone 918-749-4631.
See affiliated AM station for additional information.
AM facilities: KXXO.
1. PERSONNEL
Vice-Pres. & Nat'l Sales Mgr.—Douglas McCall.
General Manager—Travis Reeves.
Operations Director—Roger Wilcox.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
ERP 50,000 w.; 97.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna height.: 435 ft. above average terrain.
8. GENERAL ADVERTISING See coded regulation
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/15/75—Rec'd 7/31/75.
7. PACKAGE PLANS
WEEKLY AND MONTHLY TAP

	25 tl	50 tl	80 tl	100 tl	150 tl
1 min	12.00	10.00	9.00	8.00	7.00
30 sec	9.00	8.25	7.50	6.75	6.00

ANNUAL TAP

	450x	900x	1200x	1800x
1 min	10.00	9.00	7.00	6.50
30 sec	8.00	7.25	6.00	5.50

Specified, extra 20%.
Edited by Douglas McCall.

KRAV (FM)
1962
TULSA

AVCO RADIO SALES

SAB RAB NAFMB

Media Code 4 237 8500 5.00
KFMJ, Inc., Box 746, 5400 W. Edison, Tulsa, Okla. 74101. Phone 918-585-5555.
STATION'S PROGRAMMING DESCRIPTION
KRAV (FM): adult conservative popular music with personalities. Contact Representative for further details. Rec'd 8/3/71.
1. PERSONNEL
President—George R. Kravis II.
General Manager—Paul Benton.
Program Director—Marlin Taylor.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 683 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21b, 23a, 25a, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47a, 51a.
Comb.; Cont. Discount: 60a, 60e, 60f, 61c, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KFMJ.
Affiliated with Avco Group Plan.

TIME RATES
No. 1 Eff 5/1/74—Rec'd 4/5/74.
A—Mon thru Sun 10 am-7 pm.
B—Mon thru Sun 6-10 am & 7 pm-midnight.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	12 tl	18 tl	24 tl	30 tl
PER YR:	156x	312x	520x	1040x
A	13	12	11	10
B	9	8	7	6

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

	6 tl	12 tl	18 tl	24 tl	30 tl
6-10 am	1	2	3	4	5
10 am-3 pm	2	4	6	8	10
3-7 pm	2	4	6	8	10
7 pm-midnight	1	2	3	4	5
1 min, per wk	75	126	156	216	255

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All spots and/or plans combinable with AM for wkly and yrly discounts.

KRAV (FM)/KFMJ COMBINATION
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	12 tl	18 tl	24 tl	30 tl
PER YR:	156x	312x	520x	1040x
A	22	20	19	18
B	14	12	11	10

7. PACKAGE PLANS
TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
Es	21	18	17	16	15

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min

KRMG
1949
TULSA

RAB

A Swanco Station
Subscriber to the NAB Radio Code
Media Code 4 237 8740 7.00
Swanco Broadcasting Inc., 1502 S. Boulder, Tulsa, Okla. 74106. Phone 918-584-4291.
1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Ron B. Blue.
Sales Manager—Dan Bell.
Traffic Director—Terri Kelly.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
50,000 w. days, 25,000 w. nights; 740 kc
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KWEN (FM).
Affiliated with Eastman Radio Network.

TIME RATES
KRMG/KWEN (FM) COMBINATION
No. RC1—Eff 5/1/74—Rec'd 4/26/74.
I—Mon thru Fri 6-10 am & 3-7 pm.
II—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
III—Mon thru Sun 7 pm-midnight; Sun 6 am-7 pm.
6. SPOT ANNOUNCEMENTS
PER WK:

	I				II				III			
	1 tl	12 tl	18 tl	24 tl	1 tl	12 tl	18 tl	24 tl	1 tl	12 tl	18 tl	24 tl
1 min 48	43	38	36		42	38	36	32				
1 min					32	28	26	23				

30 sec: 80% of 1-min.
AM only: Deduct 10%.
Edited by Daniel G. Bell.

KTOW
1961
SAND SPRINGS

KGOW (FM)
(formerly KTBA (FM))
1970
BROKEN ARROW

Media Code 4 237 8800 9.00
Proud Country Entertainment, Inc., Box 637, Tulsa, Okla. 74101. Phone 918-245-9577.
STATION'S PROGRAMMING DESCRIPTION
KTOW: MUSIC: Country/western. Rec'd 10/14/74.
1. PERSONNEL
President—Mack Sanders.
General Manager—Joe Bowen.
3. FACILITIES
500 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 245 ft. above average terrain.
4. AGENCY COMMISSION
15/0; 10th of following month.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20a, 20b, 21a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28c, 29a, 33b.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60e, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Member: Farm Radio Network.

TIME RATES
Eff———Rec'd 6/16/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 5-6 am, 10 am-3 pm & 7-8 pm; Sat & Sun 5 am-8 am.
B—Mon thru Sun 8 pm-midnight.
C—Tues thru Sun midnight-5 am.
7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B

PER WK, EA, PLAN:	12	24	36	48
1 min	11.00	10.00	9.00	8.25
30 sec	8.80	8.00	7.20	6.60
PER MO, EA:	26	52	78	104
1 min	9.25	8.75	8.25	7.75
30 sec	7.60	7.20	6.80	6.40

WEEKLY PLANS

	AA		A		B	
EA:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 Plan	15.00	12.00	13.60	10.00	11.00	8.00
12 Plan	14.00	11.25	12.00	9.25	10.00	7.25
18 Plan	12.75	10.25	10.75	8.25	8.75	6.25
24 Plan	11.75	9.40	9.75	7.40	7.75	5.40

C:	1 min	30 sec			1 min	30 sec
1-15 tl	4.00	3.00	30 +		3.50	2.50

YEARLY PLAN—1/3AA, 1/3A, 1/3B

PLAN:	312	500	1000
1 min	8.25	7.50	7.00
30 sec	6.80	6.20	5.80

10 sec: 50% of 1-min.
Edited by Joe Bowen.

KVOO
1925
TULSA

BLAIR RADIO

Country

SAB

Subscriber to the NAB Radio Code
Media Code 4 237 8870 2.00
Southwestern Sales Corp., 3701 S. Peoria, Tulsa, Okla. 74105. Phone 918-743-7814.
Mailing address: Box 1349, Tulsa, Okla. 74101.
STATION'S PROGRAMMING DESCRIPTION
KVOO: MUSIC: country & western, modern & traditional. Contact Representative for further details Rec'd 9/30/71.
1. PERSONNEL
President—Harold C. Stuart.
Vice-Pres. & Gen'l Mgr.—Jack R. Crosse.
Program Director—Jay Jones.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
50,000 w.; 1170 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

(This listing continued on next page)

OKLAHOMA

Tulsa—KVOO—Continued

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24c, 25a, 26, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 46, 49, 51e.
Comb.: Cont. Discounts: 60i, 60j, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 18 Eff 5/1/72—Rec'd 4/13/72.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	48	46	44	42	40
30 sec	38	37	35	34	32
CLASS AA					
1 min	45	43	41	39	37
30 sec	36	34	33	31	30
CLASS A					
1 min	38	36	34	32	30
30 sec	30	29	27	26	24
CLASS B					
1 min	24	23	22	21	20
30 sec	20	19	18	17	16

10 sec: 60% of 1-min.
Minutes, newscasts, features & 30 sec spots may combine to earn wkly frequency discount. ID's may combine on basis of 2 ID's equaling 1 longer spot.

DISCOUNT
52 wk—8%

KWEN (FM)

1960
TULSA

R A B NAFMB

A Swanco Station
Subscriber to the NAB Radio Code

Media Code 4 237 8935 3.00
Swanco Broadcasting Co., 1502 S. Boulder Ave., Tulsa, Okla. 74106. Phone 918-583-7538.
See affiliated AM station for additional information.
AM facilities: KRMG.

STATION'S PROGRAMMING DESCRIPTION
KWEN (FM): Programmed for adults.
MUSIC: familiar popular standards, 85% primarily instrumentals, some group vocals, few solo vocalists, full orchestrated versions of recent hits. COMMERCIAL POLICY: uninterrupted segments with only 4 pauses an hour. Maximum of 6 announcements per hour all other times. Public affairs & public service announcements. NEWS: 2 min every hour; 30 sec weather at :30. Contact Representative for further details. Rec'd 5/3/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ed Montray.
Operation Director—Randy Anson.
Sales Manager—Bill Davis.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 100,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 339 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with KRMG. See that listing for rates.

TIME RATES
No. 1 Eff 4/15/72—Rev 4/17/74—Rec'd 4/26/74.
I & II—Mon thru Sat 6 am-7 pm.
III—Mon thru Sun 7 pm-midnight; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	I & II 1 ti	12 ti	18 ti	24 ti	III 1 ti	12 ti	18 ti	24 ti
1 min	20	18	16	14	17	15	13	11

30 sec: 80% of 1-min.

KXXO

1938
TULSA

R A B

Media Code 4 237 8967 6.00
San Antonio Broadcasting Co., Inc., 2805 E. Skelly Dr., Tulsa, Okla. 74105. Phone 918-749-4631.

STATION'S PROGRAMMING DESCRIPTION
KXXO: Programmed for adults.
MUSIC: modern MOR. NEWS: 6:30-8:30 am M-F, network, AP. Network news at :60. COMMERCIAL POLICY: 12 units per hour. Contact Representative for further details. Rec'd 6/6/74.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Douglas McCall.
Sales Manager—Carl E. Lund.
Operations Director—Chuck Adams.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25b, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61b, 62a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KMOD.
Affiliated with CBS.
Affiliated with American Information Network.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 5/7/75.

7. PACKAGE PLANS
MONTHLY PACKAGE—1/3AA, 2/3 ROS/BTA

EA:	1 min	30 sec
30 ti (Tues & Thurs)	11.00	9.00
50 ti (Mon, Wed, Fri)	10.00	8.00
80 ti (Mon thru Fri)	9.00	7.50

Minimum, 3 months.

AA—MON THRU FRI 6-10 AM

PER WK. EA:	1 ti	10 ti	20 ti	30 ti
1 min	20.00	18.00	17.00	16.00
30 sec	16.00	15.00	14.00	13.00
ROS/BTA:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	15.00	13.00	12.00	11.00	10.00
30 sec	12.00	10.50	9.50	9.00	8.00

ROS/BTA:	Per mo 50 ti	75 ti	100 ti	150 ti	Per yr 500x	1000x
1 min	11.00	10.00	9.00	8.00	9.00	8.00
30 sec	9.00	8.00	7.50	6.50	7.50	6.00

10. SPECIAL FEATURES
News—Mon thru Fri 6:30-8:30 am, ea 25.00.
Edited by Douglas McCall.

VINITA

Craig County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KVIN

1954

NAB

Media Code 4 237 9000 5.00
PBL Broadcasting Co., Communications Center, Vinita, Okla. 74301. Phone 918-256-7224.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wayne L. Boyd.

2. REPRESENTATIVES
Gert Bunches and Associates.
Mario Messina Company.

3. FACILITIES
500 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with Gert Bunches & Associates Group.
Member: Magic Circle Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/73—Rec'd 11/29/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312+
1 min	4.75	4.50	4.25	4.00	3.65	3.25
30 sec	3.65	3.50	3.25	3.00	2.85	2.50

WAGONER

Wagoner County—Map Location G-3
See SRDS consumer market map and data at beginning of the State

KJEM

1966

Media Code 4 237 9130 6.00
NEO Broadcasting Co., Box 219, 116 N. Main St., Wagoner, Okla. 74467. Phone 918-485-2186.

STATION'S PROGRAMMING DESCRIPTION
KJEM: MUSIC: Country & Western.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bob Ingram

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
250 w., 1530 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 5/1/73—Rec'd 5/14/73.
A—6-9 am, noon-1:30 pm & 4-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
CLASS A						
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	3.85	3.65	3.45	3.25	3.05	2.90
CLASS B						
1 min	4.25	4.05	3.85	3.60	3.40	3.20
30 sec	3.30	3.10	2.95	2.75	2.60	2.45

WEATHERFORD

Custer County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KWEY

1970

NAB

Subscriber to the NAB Radio Code
Media Code 4 237 9200 1.00
KWEY, Inc., Box 587, State Hwy. 54, Weatherford, Okla. 73096. Phone 405-772-5529, 6440.

STATION'S PROGRAMMING DESCRIPTION
KWEY: MUSIC: Modern C/W, big band, top 40.

1. PERSONNEL
General Manager—Richard D. Johnson.

3. FACILITIES
1,000 w ; 1590 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month..

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
Eff 9/1/70—Rec'd 7/6/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.80	4.60	4.40	4.20	4.00	3.80	3.60
20/30	3.75	3.60	3.45	3.30	3.15	3.00	2.85	2.70

WEWOKA

Seminole County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KWSH

1948

Media Code 4 237 9260 5.00
Tri-Cities Broadcasting Co., Inc., Box 1260, Wewoka, Okla. 74884. Phone 405-257-5441.

1. PERSONNEL
General Manager—Wayne Robison.

2. REPRESENTATIVES
Southwest—Clyde Melville Company.

3. FACILITIES
1,000 w.; 1260 kc.
Non-directional—daytime; Directional—nights.
Operating schedule: 6 am-11 pm CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/73—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

	1x	80x	160x	240x	320x	400x	800x
1 min/less	5.00	4.75	4.50	4.25	4.00	3.75	3.50

WOODWARD (1 AM; 1 FM)

Woodward County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KSIW

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 237 9290 6.00
Woodward Broadcasting Co., Box 128, Cedar & 22nd Sts., Woodward, Okla. 73801. Phone 405-256-7455.

1. PERSONNEL
Manager—Lenora Woods Ryan.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-10:15 pm. CST.
Partial simulcast operation. Simulcast Mon thru Sat 6-8 am & 10-10:15 pm; Sun 7-7:45 am, 12:45-1 pm & 10-10:15 pm. For non-simulcast facilities see KSIW-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/30/69—Rec'd 2/3/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	5.25	3.50	2.50
13 x	5.00	3.35	2.40
26 x	4.75	3.20	2.30
52 x	4.50	3.00	2.20
104 x	4.25	2.80	2.10
156 x	4.00	2.65	2.00
208 x	3.75	2.50	1.90
260 x	3.50	2.30	1.80
312 x	3.25	2.15	1.70
624 x	3.00	2.00	1.60
1000 x	2.75	1.75	1.50

KSIW-FM

1974

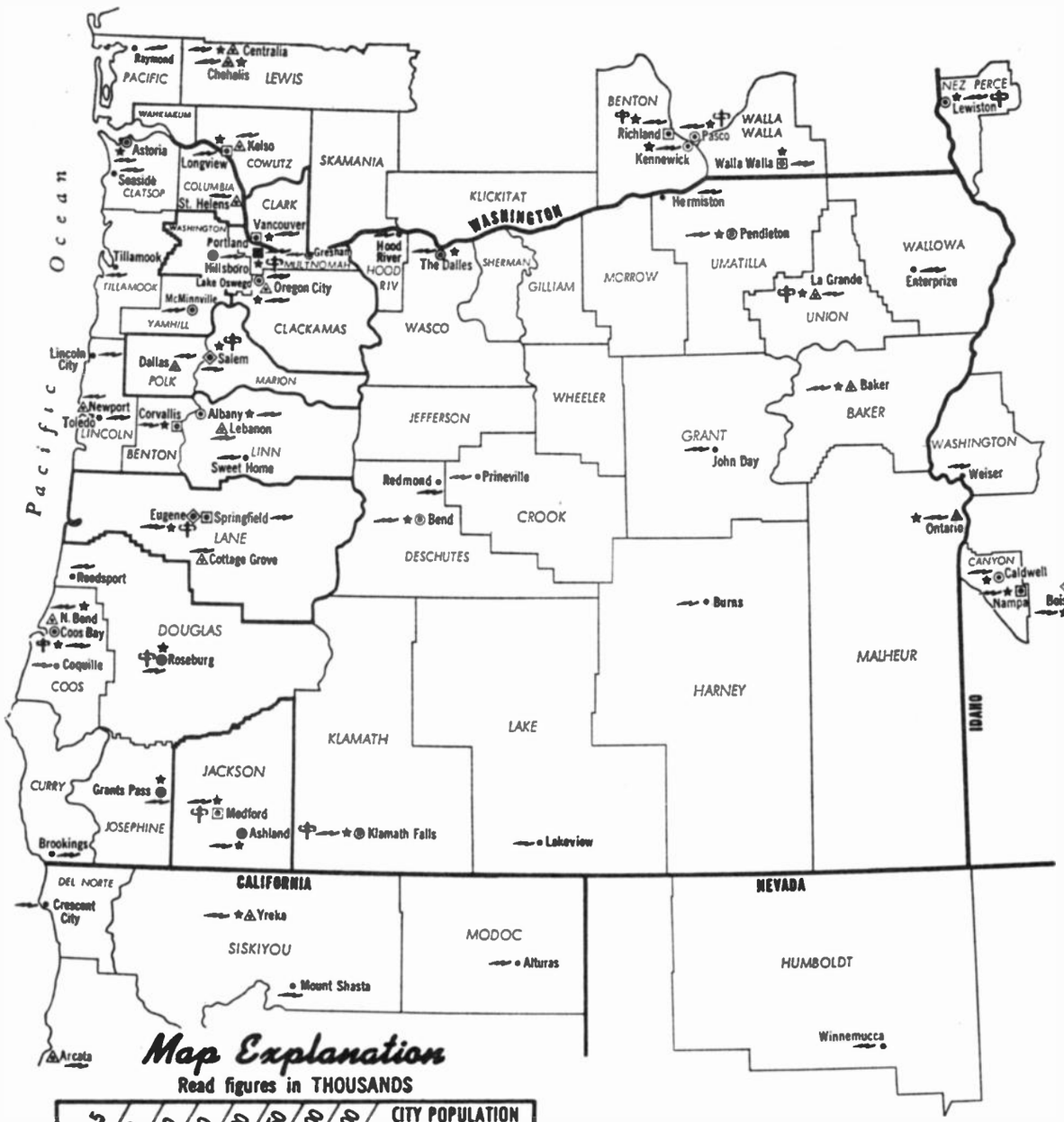
NAB

Media Code 4 237 9391 8.00
Woodard Broadcasting Co., Box 128, 22nd & Cedar, Woodard, Okla. 73801. Phone 405-256-7455.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 W. (vert.); 93.5 mc. Stereo.
Operating schedule: 6 am-10:15 pm. CST.
Partial simulcast operation. Operated separately Mon thru Sat 8 am-10 pm; Sun 7:45 am-12:45 pm & 1-10 pm. For simulcast facilities see KSIW.

TIME RATES
Rates are identical to KSIW. See that listing.

OREGON



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ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Woodburn—Marion County

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	32,187	Medford	50
METRO AREAS		Portland	28,062
Eugene-		Salem	1,019
Springfield	973	Total Metros.....	30,104

Spanish Population Data

EDITOR'S NOTE: The following population or Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

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

All market data

in state tables

in metro ranking tables

reflects 1-1-75 figures

R-N/1/8

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Beaverton—Washington Corvallis—Benton Eugene—Lane Medford—Jackson Portland—Multnomah Salem—Marion Springfield—Lane

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
OREGON STATE TOTALS	2,239.9	794.96	10,273,971	12,924	6.4	12.0	10.6	27.0	37.8	6,597,507	8,299	1,341,885	187,529	890,877	193,034	228,827	1,275,576	419,251	1,447.75	141.8	1,144,539
BAKER 0-5†	13.9	5.10	57,140	11,204	8.7	15.3	11.4	24.6	29.2	48,700	9,549	11,196	1,196	3,391	1,316	1,038	10,746	3,876	10.97	2.4	23,040
BENTON E-1†	59.2	18.83	261,341	13,879	7.6	13.1	10.1	24.0	39.5	127,735	6,784	27,185	5,176	14,381	5,939	3,898	20,890	10,471	30.52	3.4	18,951
Corvallis	40.3	12.61	165,186	13,100	.....	.....	.....	.....	.....	118,425	9,391	22,702	5,059	13,614	5,939	3,898	19,218	7,136	.....	.....	.....
CLACKAMAS 0-2	190.9	63.93	940,439	14,710	4.9	8.5	9.0	27.5	45.3	414,622	6,486	91,189	10,077	18,887	5,410	8,119	92,388	23,446	121.17	15.1	73,031
CLATSOP C-1	28.9	11.16	132,035	11,831	7.2	11.9	10.4	27.2	36.3	86,879	7,785	24,472	2,409	2,285	6,041	3,437	13,362	6,493	18.28	1.6	3,067
COLUMBIA C-1	31.3	10.68	137,254	12,851	6.3	10.0	10.2	28.3	38.4	57,398	5,374	19,389	1,474	3,129	793	1,535	8,349	5,055	21.00	4.4	8,747
COOS F-1†	57.2	19.96	245,466	12,298	6.4	12.7	12.2	29.6	33.1	170,708	8,553	39,687	8,728	13,616	4,224	5,007	33,392	12,202	37.95	3.1	16,530
CROOK E-3	10.0	3.63	41,875	11,536	6.6	12.3	12.9	28.6	31.9	25,246	6,955	5,505	1,487	1,351	563	301	4,378	1,386	8.04	1.0	19,465
CURRY F-1	12.3	4.46	58,274	13,066	7.3	11.8	10.6	26.8	34.7	31,583	7,081	8,705	760	762	634	866	6,282	3,088	10.05	1.1	5,504
DESCHUTES E-2	33.2	11.84	150,947	12,749	6.3	11.5	10.0	25.6	38.1	115,420	9,748	21,999	3,933	4,050	4,349	2,725	24,880	8,453	27.84	2.5	13,112
DOUGLAS E-1	78.6	26.58	312,621	11,762	6.1	14.3	12.4	27.0	31.6	188,073	7,076	41,998	8,167	15,897	3,735	5,266	39,707	17,867	53.78	7.1	19,160
GILLIAM D-3†	2.2	.74	7,679	10,377	4.8	15.1	15.2	28.5	29.9	7,951	10,745	1,513	217	337	135	144	645	1,119	1.54	.7	14,265
GRANT 0-4	6.6	2.37	26,488	11,176	11.2	17.2	12.7	26.4	28.6	19,120	8,068	4,603	714	1,192	656	159	5,052	979	5.33	1.0	15,248
HARNEY F-4†	7.7	2.65	32,097	12,112	6.6	12.1	12.3	29.4	35.1	21,973	8,292	5,885	260	1,292	574	175	5,149	2,465	5.33	1.5	19,220
HOOD RIVER D-2	13.2	4.79	60,402	12,610	8.6	14.5	10.0	23.0	37.2	38,185	7,972	10,718	1,020	1,601	1,052	934	8,456	3,396	10.32	2.0	31.741
JACKSON F-1	109.2	39.02	444,818	11,400	8.3	14.5	12.1	26.9	30.6	314,634	8,063	56,983	11,524	27,481	8,373	9,310	50,193	18,494	75.38	5.7	42,758
Medford	33.1	12.96	148,838	11,484	.....	.....	.....	.....	.....	199,806	15,417	40,029	9,130	25,697	7,473	7,055	41,912	10,748	.....	.....	.....
Medford Metro Area	109.2	39.02	444,818	11,400	8.3	14.5	12.1	26.9	30.6	314,634	8,063	56,983	11,524	27,481	8,373	9,310	50,193	18,494	75.38	.....	.....
JEFFERSON D-3	9.3	3.00	38,026	12,675	5.5	13.5	10.5	24.6	38.2	27,628	9,209	6,445	1,328	1,032	447	299	7,237	2,354	6.66	1.8	39,479
JOSEPHINE F-1	38.0	14.11	144,140	10,215	10.0	17.4	12.6	23.5	26.0	122,679	8,694	29,953	2,070	9,312	1,548	5,328	26,363	9,927	31.54	1.8	8,039
KLAMATH F-2†	50.9	17.86	219,719	12,302	6.8	14.5	12.0	26.2	34.2	160,316	8,976	31,570	8,525	14,444	3,802	4,242	29,376	11,528	36.90	3.0	54,302
LAKE F-3	6.0	2.10	24,045	11,450	7.2	12.5	9.5	25.9	36.1	22,748	10,832	4,039	800	961	416	331	4,400	1,643	5.08	1.2	18,300
LANE E-1	236.2	81.29	1,039,326	12,785	5.9	12.5	11.5	27.7	36.4	635,042	7,812	131,647	23,136	85,860	17,480	24,624	136,803	42,483	149.86	9.6	49,021
Eugene	91.5	33.19	405,229	12,209	.....	.....	.....	.....	.....	425,429	12,818	60,931	14,638	67,919	13,874	19,038	99,108	22,494	.....	.....	.....
Eugene-Springfield Metro Area	236.2	81.29	1,039,326	12,785	5.9	12.5	11.5	27.7	36.4	635,042	7,812	131,647	23,136	85,860	17,480	24,624	136,803	42,483	149.86	.....	.....
Springfield	31.3	11.09	122,259	11,024	.....	.....	.....	.....	.....	103,330	9,317	23,949	3,452	13,811	1,133	2,906	11,574	6,550	.....	.....	.....
LINCOLN D-1	26.5	10.38	109,736	10,572	11.4	16.0	12.4	24.3	27.4	80,926	7,796	21,156	1,899	4,250	1,345	1,564	13,399	6,624	18.27	1.1	3.906
LINN D-2	80.8	27.40	313,558	11,444	7.6	12.8	13.2	29.9	29.2	200,771	7,327	39,745	8,061	15,109	2,824	5,343	40,029	18,266	50.13	8.8	74,896
MALHEUR E-5	23.3	7.55	91,426	12,109	8.9	15.1	10.6	23.2	33.9	79,622	10,546	16,963	1,175	3,569	3,294	2,267	16,817	3,339	17.42	7.7	87,878
MARION 0-2	166.5	56.78	681,086	11,995	7.6	13.1	11.0	26.5	34.6	487,766	8,590	102,613	20,683	71,736	10,868	21,519	94,871	27,837	103.23	12.4	98,447
Salem[2]	78.9	28.67	333,231	11,623	.....	.....	.....	.....	.....	351,823	12,271	61,211	17,166	67,204	9,798	18,450	74,293	18,451	.....	.....	.....
Salem Metro Area	207.6	70.82	847,380	11,965	7.5	13.4	11.4	26.2	34.2	548,380	7,743	118,665	22,574	73,936	11,653	22,986	104,123	32,910	125 95	.....	.....
MORROW D-4	4.1	1.47	23,434	15,941	3.0	11.7	9.9	21.0	45.9	10,511	7,150	1,968	393	457	123	419	1,865	1,287	3.68	1.5	18,377
MULTNOMAH D-2†	560.2	216.13	2,871,800	13,287	6.0	10.3	9.8	27.1	41.3	2,177,775	10,076	380,870	35,931	505,814	82,740	91,412	359,432	109,324	340.75	2.2	26,074
Portland[3]	379.6	155.10	1,974,535	12,731	.....	.....	.....	.....	.....	1,706,867	11,005	137,683	15,226	215,635	36,990	38,281	283,755	40,442	.....	.....	.....
Portland Metro Area	1,079.3	391.20	5,429,813	13,880	5.3	9.7	9.3	27.5	43.2	3,281,950	8,389	627,907	60,939	593,143	106,958	126,855	609,918	177,752	655.15	.....	.....
POLK D-1	41.1	14.04	166,294	11,844	7.5	13.7	12.2	25.5	32.9	60,614	4,317	16,052	1,891	2,200	785	1,467	9,252	5,073	22.72	4.8	33,773
SHERMAN D-3	2.0	.76	7,541	9,922	13.6	13.8	10.7	27.5	27.8	4,558	5,997	757	218	.....	68	74	.....	606	1.68	.2	5,502
TILLAMOOK D-1†	17.6	6.48	77,692	11,990	7.2	15.9	11.6	23.6	33.9	43,168	6,662	10,886	1,420	1,514	1,830	1,270	7,661	3,337	12.11	2.7	18,234
UMATILLA D-4†	45.2	15.80	185,343	11,731	6.7	14.1	11.9	27.1	33.0	147,390	9,328	27,780	6,140	5,989	3,482	5,366	37,346	12,235	32.75	5.1	123,140
UNION D-5	20.0	7.13	85,222	11,953	6.0	13.7	12.1	26.9	34.9	56,712	7,954	12,489	2,786	3,893	1,927	2,683	10,396	5,165	14.36	1.9	25,930
WALLOWA C-5	5.9	2.16	25,297	11,712	6.7	16.5	11.2	21.8	34.7	15,701	7,269	4,215	518	1,562	221	349	2,329	2,314	4.76	2.1	18,092
WASCO D-3	19.8	6.85	83,986	12,261	5.8	11.7	11.9	29.7	35.1	76,395	11,153	16,246	4,292	3,675	2,351	3,335	22,588	5,731	14.30	2.0	25,266
WASHINGTON C-1	187.7	62.90	986,943	15,691	3.9	8.1	8.1	27.7	48.7	426,909	6,787	97,116	5,504	42,965	11,681	11,769	108,186	24,221	113.91	11.3	50,931
Beaverton	23.1	8.22	114,267	13,901	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
WHEELER D-3	1.4	.53	6,681	12,606	1.6	14.5	14.0	28.6	33.2	2,587	4,881	369	209	809	65	72	626	461	1.40	.4	4,241
YAMHILL D-1	43.0	14.50	183,800	12,676	7.6	12.5	10.4	25.6	36.8	89,462	6,170	17,979	3,408	6,074	1,943	2,180	23,531	6,706	28.74	7.6	36,872

(2) Includes portion in Polk County.
(3) Includes portion in Clackamas County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

OREGON

See SRDS consumer market map and data at beginning of the State

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

ALBANY (2 AM; 1 FM)

Plus 1 paid cross reference.
Linn County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KGAL
LEBANON

City of license, Lebanon, Ore.
Albany Studio: 546 Spring Hill Rd., Albany, Ore. 97321. Phone 503-926-8683.
See listing under Lebanon, Ore.

KHPE (FM)
1969

NAB

Media Code 4 238 0110 9.00
Albany Radio Corp., Box 278, Albany, Ore. 97321. Phone 503-926-2233.
See affiliated AM station for additional information.
AM facilities: KWIL.

3. FACILITIES
ERP 100.000 w. (horiz.), 100.000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 5:30 am-midnight. PST.
Antenna ht.: 1,160 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/73—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min	4.20	4.10	4.00	3.90	3.80	3.70	3.60	3.50
30 sec	2.75	2.65	2.60	2.55	2.45	2.40	2.35	2.30
20 sec	2.10	2.05	2.00	1.95	1.90	1.85	1.80	1.75

PER YR:	250x	500x	1000x
1 min	3.20	3.10	3.00
30 sec	2.10	2.00	1.90
20 sec	1.60	1.55	1.50

KRKT
1950

R A B

Subscriber to the NAB Radio Code

Media Code 4 238 0220 0.00
Robert A. Esty dba Linn Benton Broadcasters, Inc., 2840 Marion, Albany, Ore. 97321. Phone 503-926-8628.

STATION'S PROGRAMMING DESCRIPTION
KRKT: modern C & W format.

1. PERSONNEL
General Manager—Robert A. Esty.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Art Moore & Assoc., Inc.

3. FACILITIES
250 w. days; 990 kc.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15/0 net time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 5/1/73—Rec'd 6/11/73.

6. SPOT ANNOUNCEMENTS

PER WK:	PER MO:	PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
5 ti	.....	50 x	6.65	4.90	5.30	3.90
10 ti	26 ti	100 x	6.30	4.60	4.95	3.65
20 ti	52 ti	200 x	5.75	4.40	4.60	3.55
30 ti	78 ti	300 x	5.70	4.30	4.25	3.40
50 ti	104 ti	500 x	5.00	4.10	4.00	3.30
.....	208 ti	750 x	4.95	4.05	3.95	3.25
.....	.....	1000 x	4.90	3.95	3.90	3.10
.....	.....	1500 x	4.40	3.55	3.55	2.85

10/15 sec: 50% of 1-min.

KWIL
1941

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 238 0830 3.00
Albany Radio Corporation, Box 278, Albany, Ore. 97321. Phone 503-926-2233.

1. PERSONNEL
Pres. & Gen'l Mgr.—Larry Gordon.

2. REPRESENTATIVES
New York, Chicago—The Devney Organization, Inc.
San Francisco, Los Angeles—The Sandeberg-Glenn Company

3. FACILITIES
1,000 w.; 790 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Tobacco and alcoholic beverage advertising not acceptable.
FM facilities: KHPE (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

WK:	5 ti	10 ti	15 ti	20 ti	25 ti	35 ti	50 ti
1 min	4.80	4.70	4.60	4.50	4.40	4.30	4.20
30 sec	3.10	3.05	3.00	2.95	2.85	2.80	2.75
20 sec	2.40	2.35	2.30	2.25	2.20	2.15	2.10

PER YR:	250x	500x	1000x
1 min	3.60	3.50	3.40
30 sec	2.40	2.30	2.20
20 sec	1.80	1.75	1.70

ASHLAND (2 AM)

Jackson County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KCMX
1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 238 0385 7.00
C & W Broadcasters, Inc., Box 390, Ashland, Ore. 97520. Phone 503-482-2211.

STATION'S PROGRAMMING DESCRIPTION
KCMX: Modern country & 14 min com. policy.

1. PERSONNEL
President—Michael M. Lochrie.

2. REPRESENTATIVES
J. A. Lucas & Co., Inc./JALCO.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w.; 580 kc. Directional.
Operating schedule: 20 hours daily. PST.

4. AGENCY COMMISSION
15/0 Class AA only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
Eff 2/1/73—Rec'd 2/26/73.

(This listing continued on next page)

7. PACKAGE PLANS

TAP

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti
PER YR:	52x	104x	156x	260x	312x	520x
1 min	7.25	6.90	6.65	6.35	6.10	5.75
30 sec	5.80	5.50	5.15	4.80	4.50	4.15

10 sec: 60% of 1-min.
Edited by Robin Lawson.

(CE)

KDOV
1960

Media Code 4 238 0440 0.00
Faith Tabernacle, Inc., Box 1, Ashland, Ore. 97520. Phone 503-482-3411.

1. PERSONNEL
Gen'l & Prom. Mgr.—James D. Buckalew.
2. REPRESENTATIVES
Harlin G. Oakes, Inc.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: sign-on-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Tobacco advertising not accepted.

TIME RATES
Eff———Rec'd 12/8/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x	312x
1 min	3.00	2.85	2.70	2.55	2.25	2.10	1.95

7. PACKAGE PLANS

1 DAY:	6 ti	12 ti	18 ti
1 min	16.20	30.60	43.20
30 sec	8.10	15.30	21.60

PER DAY:	1 wk 1 min	1 wk 30 sec	4 wk 1 min	4 wk 30 sec	3 mo 1 min	3 mo 30 sec
1 ti	16.20	8.10	54.00	27.00	162.00	81.00
2 ti	30.60	15.30	100.80	50.40	302.40	151.20
3 ti	43.20	21.60	140.40	70.20	421.20	210.60
4 ti	54.00	27.00	172.80	86.40	518.40	259.20
5 ti	58.50	29.25	180.00	90.00	540.00	270.00

ASTORIA (2 AM)

Clatsop County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KAST
1925
Subscriber to the NAB Radio Code

Media Code 4 238 0660 9.00
Astoria Broadcasting Co., 1006 W. Marine Dr., Astoria, Ore. 97103. Phone 325-2911.

1. PERSONNEL
General Manager—Robert Chopping.
2. REPRESENTATIVES
The Devney Organization, Inc.
The Sandeberg-Glenn Company.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w.; 1370 kc. Directional—nighttime only.
Operating schedule: 6 am-midnight daily. PST.
4. AGENCY COMMISSION
15/0 time only; rendered monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 5/1/73—Rec'd 10/5/73.
AA—7-9 am & 4-6 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
5 ti		4.40	3.50	4.00	3.20
10 ti	100 x	4.20	3.35	3.80	3.05
15 ti	150 x	4.00	3.20	3.60	2.90
20 ti	200 x	3.80	3.05	3.40	2.70
25 ti	250 x	3.60	2.90	3.20	2.55
30 ti	300 x	3.40	2.75	3.00	2.40
35 ti	350 x	3.20	2.55	2.80	2.25
40 ti	400 x	3.00	2.40	2.60	2.00
50 ti	500 x	2.80	2.25	2.40	1.90
	1000 x	2.60	2.00	2.20	1.70

10/15 sec: 60% of 1-min.

KVAS
1950
Subscriber to the NAB Radio Code

Media Code 4 238 0770 0.00
Lower Columbia Broadcasting Co., Radio Central, Astoria, Ore. 97103. Phone 503-325-4221.

1. PERSONNEL
General Manager—Charles A. Farmer.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Northwest—Simpson/Reilly & Associates Co.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-10 pm. PST.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with KBS & MBS.
Sold in combination with KTDO, Toledo. See that listing for discounts.

TIME RATES
Eff 3/1/74—Rec'd 3/28/74.
AA—6-9 am & 4-6 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA

WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	.....
YR:	.....	104x	156x	260x	312x	520x	1000x
1 min	4.60	4.40	4.20	4.00	3.75	3.50	3.25
30 sec	3.60	3.40	3.20	3.00	2.80	2.60	2.40

ROS

1 min	4.00	3.80	3.60	3.40	3.20	3.00	2.80
30 sec	3.20	3.00	2.85	2.75	2.60	2.40	2.20

BAKER

Baker County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBKR
1939
Subscriber to the NAB Radio Code

Media Code 4 238 0880 7.00
Oregon Trail Broadcasting Co., Inc., 2830 Auburn Ave., Baker, Ore. 97814. Phone 503-523-4431.

1. PERSONNEL
General Manager—Kenneth B. Lockwood.
2. REPRESENTATIVES
The Devney Organization, Inc.
The Sandeberg-Glenn Company.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: ————. PST.
4. AGENCY COMMISSION
15/0 net time; 20th of following month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 5/1/75—Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti	5.50	4.50

WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti	.....
YR:	50x	100x	150x	200x	300x	400x	500x	1000x
1 min	5.00	4.70	4.50	4.35	4.10	3.80	3.50	3.25
30 sec	4.00	3.85	3.70	3.50	3.30	3.00	2.75	2.60

BEND (2 AM; 2 FM)

Deschutes County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KBND
1938
RAB
Subscriber to the NAB Radio Code

Media Code 4 238 0990 4.00
KBND, Inc., Box 1071, 5000 Studio Rd., Bend, Ore. 97701. Phone 503-382-5263.

1. PERSONNEL
General Manager—John Stenkamp.
2. REPRESENTATIVES
PRO/Meeker Radio.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
10,000 w. days, 1,000 w. nights; 1110 kc. Directional—night only.
Operating schedule: 6 am-11 pm. PST.
4. AGENCY COMMISSION
15/0 net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/71—Rec'd 1/27/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
†1 x	7.70	5.60	3.85

*PER WK:	†PER YR:				
5 ti	50 x	7.15	5.40	3.60
10 ti	100 x	6.90	5.20	3.50
15 ti	150 x	6.60	4.95	3.30
20 ti	200 x	6.30	4.75	3.20
25 ti	250 x	6.00	4.50	3.00
30 ti	300 x	5.75	4.35	2.90
40 ti	400 x	5.10	3.85	2.55
50 ti	500 x	4.65	3.50	2.30
	1000 x	4.40	3.30	2.20

(*) ROS.
(†) Guaranteed position.

KGRL
1950
NAB RAB
Subscriber to the NAB Radio Code

Media Code 4 238 1100 9.00
Juniper Broadcasting, Inc., Box 590, Bend, Ore. 97701. Phone 503-382-5611.

STATION'S PROGRAMMING DESCRIPTION
KGRL: Contemporary music; local news.

1. PERSONNEL
General Manager—Gary L. Capps.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake City—Bob Hix Co., Inc.
3. FACILITIES
1,000 w. days; 940 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15%. Bills payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
FM facilities: KXIQ.
Member: Western States Radio Empire.

TIME RATES
Eff 9/1/75—Rec'd 7/29/75.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	Fixed 1 min	Fixed 30 sec	ROS 1 min	ROS 30 sec
10 ti	52 x	8.20	5.90	5.90	4.50
20 ti	156 x	7.60	5.60	5.50	4.20
30 ti	312 x	7.00	5.30	5.30	3.90
40 ti	520 x	6.50	4.90	5.00	3.60
50 ti	780 x	5.90	4.50	4.70	3.50

Submitted by Gary Capps.

KICE
1973

Media Code 4 238 1155 3.00
Paulina Broadcasting Corp., Box 751, 264 Irving St., N. W., Bend, Ore. 97701. Phone 503-389-4567.

STATION'S PROGRAMMING DESCRIPTION
KICE: MUSIC: 80% old favorites, 20% contemporary hits.

1. PERSONNEL
General Manager—Tim O'Connor.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 600 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; payable 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with The American FM Network.

TIME RATES
Eff 7/22/75—Rec'd 7/29/75.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	20 ti	28 ti	36 ti	52 ti
PER YR:	100x	150x	250x	350x	500x
1 min	6.30	6.00	5.75	5.25	4.75
30 sec	4.75	4.50	4.35	4.00	3.75

10 sec: 50% of 1-min.
Submitted by Tim O'Connor.

KXIQ
1974

Media Code 4 238 1182 7.00
Juniper Broadcasting, Inc., Box 590, Bend, Ore. 97701. Phone 503-382-5611.
See affiliated AM station for additional information.
AM facilities: KGRL.

STATION'S PROGRAMMING DESCRIPTION
KXIQ: Country music.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1,910 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/74—Rec'd 11/1/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	32x	156x	312x	520x	780x
1 min	3.80	3.50	3.30	3.10	3.00
30 sec	2.80	2.70	2.50	2.30	2.20

Following FM rates apply when bought in combination with KGRL.

1 min	2.40	2.30	2.20	2.10	2.00
30 sec	1.90	1.80	1.60	1.50	1.40

BROOKINGS

Curry County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KURY
1958
Subscriber to the NAB Radio Code

Media Code 4 238 1210 6.00
Box 1029, Dawson Rd., Brookings, Ore. Phone 503-469-3524.

STATION'S PROGRAMMING DESCRIPTION
KURY: Programmed for mass appeal.

1. PERSONNEL
General Manager—Norman Oberst.
2. REPRESENTATIVES
Savalli/Gates, Inc
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15%, no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/68—Rec'd 2/15/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
*1 x	3.70	3.15

†PER WK:	*PER YR:			
5 ti	50 x	3.70	2.90
10 ti	100 x	3.50	2.70
15 ti	150 x	3.30	2.50
20 ti	200 x	3.10	2.40
26 ti	250 x	2.90	2.30
30 ti	300 x	2.75	2.25
40 ti	400 x	2.65	2.20
50 ti	500 x	2.55	2.15

SPECIAL END RATE:

*1000 x per yr	2.30	2.00

(*) Guaranteed position.
(†) ROS.

BURNS

Harney County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KRNS
1957
Subscriber to the NAB Radio Code

Media Code 4 238 1320 3.00
Paul B. Patrick and William I. Hampton, Box 271, Fairgrounds Rd., Burns, Ore. 97720. Phone 573-6300.

1. PERSONNEL
Co-Managers—Paul B. Patrick & William I. Hampton.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Operating schedule: 6 am-7 pm. PST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 3/6/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
*1 x	3.50	2.60	1.76

†PER WK:	*PER YR:	1 min	30 sec	10 sec
5 ti	50 x	2.25	2.40	1.65
16 ti	100 x	3.00	2.25	1.50
15 ti	150 x	2.75	2.10	1.40
20 ti	200 x	2.50	1.90	1.25
30 ti	300 x	2.00	1.50	1.00
40 ti	400 x	1.75	1.30	.90
50 ti	500 x	1.50	1.10	.76
	1000 x	1.40	1.05	.70

(*) Guaranteed position.
(†) ROS.

COOS BAY-NORTH BEND
(3 AM)

Coos County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBBR
1951
NORTH BEND
RAB
Subscriber to the NAB Radio Code

Media Code 4 238 1430 0.00
Big Bay Radio, Inc., Box 388, 1656 Meade Ave., North Bend, Ore. 97459. Phone 503-756-5108.

STATION'S PROGRAMMING DESCRIPTION
KBBR: Programmed with modern country music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bill Karl.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Portland, Seattle—Simpson/Reilly & Associates Co.
Denver, Salt Lake—Bob Hix Co., Inc.
3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 5:00 am-10:00 pm weekdays; 6:00 am-10:00 pm Sun. PST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Western States Radio Empire.

TIME RATES
Rates effective March 1, 1966.
Rates received January 31, 1966.

7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 ti, ea	5.00	4.00
12 per wk or 104 ti, ea	4.75	3.80
18 per wk or 156 ti, ea	4.50	3.60
24 per wk or 260 ti, ea	4.25	3.40
30 per wk or 312 ti, ea	4.00	3.20

KOOS
1928
COOS BAY
NAB RAB
Subscriber to the NAB Radio Code

Media Code 4 238 1540 6.00
Kerry Radio, Inc., Box 180, 505 Fitzpatrick Bldg., Coos Bay, Ore. 97420. Phone 503-267-2121.

1. PERSONNEL
Pres. & Mgr.—James F. Johnson.
2. REPRESENTATIVES
Grant Webb & Company.
Portland, Seattle—The Tacher Company.
3. FACILITIES
1000 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-11 pm. PST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 6/1/70—Rec'd 7/2/70.

7. PACKAGE PLANS

TAP PLAN

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	tx	52x	156x	312x	520x	780x
1 min	5.25	4.75	4.50	4.25	4.00	3.75
30 sec	4.50	4.00	3.75	3.50	3.25	3.00

16 sec: 60% of 1-min.

KYNG
1956
COOS BAY
RAB

Media Code 4 238 1650 3.00
KYNG Radio, Inc., Box 657, Coos Bay, Ore. 97420. Phone 503-267-7055.

1. PERSONNEL
General Manager—P. F. Waters.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
Portland—The Tacher Company.
3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 1 Eff 12/21/56—Rec'd 6/4/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	6.30	5.85	5.55	5.15	4.80	4.40

OREGON

COQUILLE

Coos County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KWRO
1948

Media Code 4 238 1760 6.00
KWRO, Inc., Box 250, Oerding Hts., Coquille, Ore. 97423. Phone 503-396-2141.

STATION'S PROGRAMMING DESCRIPTION
KWRO: Programmed for general interest.

1. **PERSONNEL**
General Manager—Karen E. Moore.
2. **REPRESENTATIVES**
Savalli/Gates, Inc.
Portland-Seattle—Art Moore & Assoc., Inc.
San Francisco, Los Angeles—Advertising Sales West.
3. **FACILITIES**
5,000 w. days; 630 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 7:30 am-local sunset Sun. PST.
4. **AGENCY COMMISSION**
15% to recognized advertising agencies.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 8/1/75.

6. **SPOT ANNOUNCEMENTS**

*PER WK: †PER YR:		1 min	30 sec
1-5 ti	50 x	6.00	5.00
10 ti	100 x	5.75	4.80
15 ti	150 x	5.50	4.60
20 ti	200 x	5.25	4.40
25 ti	250 x	5.00	4.20
30 ti	300 x	4.75	4.00
40 ti	400 x	4.50	3.80
50 ti	500 x	4.25	3.60
60 ti	600 x	4.00	3.40
	1000 x	3.75	3.20

PER YR, EA:	1000x	1500x	2000x
1 min	3.75	3.50	3.00
30 sec	3.20	3.00	2.50

10/15 sec: 50% of 1-min.
(*) BTA.
(†) Guaranteed position.

CORVALLIS (2 AM; 2 FM)

Benton County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

KFLY / KFLY-FM
1954 / 1966

Media Code 4 238 1870 7.00
Radio Corvallis, Inc., Box K, 351-1/2 Madison, Corvallis, Ore. 97330. Phone 503-753-6633.

1. **PERSONNEL**
General Manager—Ted Jackson.
Sales Manager—Gil Robbins.
Traffic Manager—Jackie Tandy.
2. **REPRESENTATIVES**
Bernard Howard & Co., Inc.
Washington, Oregon—Simpson/Reilly & Associates Co.
3. **FACILITIES**
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5:30 am-midnight. PST.
FM-ERP 28,000; 101.5 mc.
Operating schedule: 10 am-midnight. PST.
Antenna ht.: 100 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 23a, 23b, 24c, 25a, 28, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 44a, 44b, 46, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60h, 60i.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Pred. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 4/21/75.
AA—7-9 am, noon-1 pm & 4-6 pm.
A—1/SAA; 2/3 6-7 am, 9 am-noon & 1-4 pm.
B—ROS 6 pm-midnight (best possible).

7. **PACKAGE PLANS**

CLASS AA					
PER WK:	6 ti	12 ti	16 ti	24 ti	36 ti
PER MO:	19 ti	29 ti	40 ti	60 ti	80 ti
PER YR:	100x	300x	500x	750x	1000x
1 min	6.70	5.70	5.20	4.70	4.20
30 sec	5.30	4.50	4.10	3.70	3.30
CLASS A & *TAP					
1 min	6.00	5.50	5.00	4.25	3.75
30 sec	4.75	4.40	4.00	3.40	3.00
CLASS B & ROS					
1 min	4.50	4.00	3.50	3.25	3.00
30 sec	3.55	3.30	3.00	2.75	2.45

10 sec: 50% of 1-min.
Specified time, extra 10%.
(*) TAP—1/SAA, 1/3A, 1/3B.

8. **PROGRAM TIME RATES**

	1x	52x	104x	156x	208x
5 min	10.00	9.00	8.50	8.00	7.50

10. **SPECIAL FEATURES**
Paul Harvey/News/Sports—extra 20%.
Edited by Ted Jackson.

KLOO / KLOO-FM
1947 / 1972

Subscriber to the NAB Radio Code
Media Code 4 238 1980 4.00
KLOO, Inc., Box 731, Corvallis, Ore. 97330. Phone 503-753-4493.

1. **PERSONNEL**
General Manager—Robert L. Houglum.
Business Manager—Deborah A. Kealey.
Program Director—Weldon Craig.
2. **REPRESENTATIVES**
The Sandeberg-Glenn Company.
Northwest—Art Moore & Assoc., Inc.
New York, Chicago—The Devney Organization, Inc.
3. **FACILITIES**
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.
FM-ERP 27,500 w.; 106.1 mc.
Operating schedule: 6 am-10 pm. PST.
Antenna ht.: 150 ft. above average terrain.
Simulcast 6 am-10 pm.
4. **AGENCY COMMISSION**
15% net time; rendered monthly.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 6a.
Rate Protection: 10g, 11a, 12a, 13a, 14a, 15b, 15d.
Basic Rates: 20b, 24a, 24b, 24c, 25a, 28a, 28c.
Contracts: 44a, 44b.
Cancellation: 70a.
Affiliated with KRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 5/19/75.
AA—6:30-8:30 am & 4-6 pm.
A—ROS/BTA.

5. **SPOT ANNOUNCEMENTS**

CLASS AA—FIXED							
WK:	1 ti	5 ti	10 ti	20 ti	30 ti	50 ti	.....
YR:	.....	50x	100x	200x	300x	500x	1200x
1 min	7.00	6.80	6.60	6.40	6.20	6.00	5.25
30 sec	5.00	4.80	4.60	4.40	4.20	4.00	3.25
CLASS A							
1 min	6.00	5.80	5.60	5.40	5.20	5.00	4.00
30 sec	4.00	3.80	3.60	3.40	3.20	3.00	2.50

10/15 sec: 50% of 1-min.

7. **PACKAGE PLANS**
TAP—1/2AA, 1/2A

PER MO:	13 ti	26 ti	52 ti	100 ti
1 min	6.50	6.00	5.50	5.00
30 sec	4.50	4.00	3.50	3.00

Edited by Deborah A. Kealey.

COTTAGE GROVE

Lane County—Map Location E-1
See SRDS consumer market map and data at beginning of the State

KNND
1958

RAB

Subscriber to the NAB Radio Code
Media Code 4 238 2090 1.00
KTOB, Inc., 21 Washington St., Petaluma, Calif. 94952. Phone 707-763-1505.
Mailing address: Box 7, Cottage Grove, Ore. 97424. Phone 503-942-2468.

STATION'S PROGRAMMING DESCRIPTION
KNND: MOR/country 6 am-7 pm, top 40 7-midnight.

1. **PERSONNEL**
General Manager—Pete Fischer.
2. **REPRESENTATIVES**
San Francisco, Los Angeles—Radio Time Sales/International.
Northwest—Art Moore & Assoc., Inc.
3. **FACILITIES**
1,000 w. days, 250 w. nights, 1400 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 8/5/74.
AA—6-10:30 am.
A—10:30 am-7 pm.
B—7 pm-midnight.

6. **SPOT ANNOUNCEMENTS**

CLASS AA				
PER WK:	5 ti	25 ti	50 ti	100 ti
PER MO:	.....	75 ti	150 ti	300 ti
1 min	5.00	4.50	4.25	4.00
30 sec	4.00	3.50	3.25	3.00

7. **PACKAGE PLANS**

WKLY, ROS:		25 ti	50 ti	100 ti
1 min		100	175	300
30 sec		75	125	200
YRLY,	AA	A	B	
BULK:	1 min / 30 sec	1 min / 30 sec	1 min / 30 sec	
250 x	4.75 / 3.75	4.50 / 3.00	3.25 / 2.75	
500 x	4.25 / 3.25	4.00 / 3.00	3.00 / 2.50	
1000 x	3.75 / 2.75	3.25 / 2.25	2.50 / 2.00	

10. **SPECIAL FEATURES**
5 min news—1-1/2x 1-min.
Network news—1-1/2x 1-min.
Minimum 13-wk contract.

DALLAS

Polk County—Map Location D-1
See SRDS consumer market map and data at beginning of the State

KROW
1955

RAB

Subscriber to the NAB Radio Code
Media Code 4 238 2200 6.00
Polk County Broadcasters, Inc., Box 396, Dallas, Ore. 97338. Phone 503-623-2342.
Mailing address & other studio: Lancaster Mall, Salem, Ore. 97301.

STATION'S PROGRAMMING DESCRIPTION
KROW: Programmed to 25-35 age group.
MUSIC: Golden Oldies. Contact Representative for further details. Rec'd 3/15/73.

1. **PERSONNEL**
General Manager—Dave Meholovitch.
2. **REPRESENTATIVES**
Jack Masla & Co., Inc
3. **FACILITIES**
5,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. **AGENCY COMMISSION**
15%.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
Eff 11/1/73—Rec'd 11/29/73.

5. **SPOT ANNOUNCEMENTS**

ANNUAL CONTRACT:	1000x	1500x
1 min	4.45	4.25
30 sec	3.30	3.20
PER MO:	100 ti	150 ti
1 min	4.65	4.45
30 sec	3.50	3.40
PER WK:	15 ti	25 ti	50 ti
1 min	5.50	5.25	5.00
30 sec	4.25	4.00	3.80

15 sec: 50% of 1-min.

ENTERPRISE

Wallowa County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KWVR
1960

Subscriber to the NAB Radio Code
Media Code 4 238 2310 3.00
David D. Dirks, 102 S. W. First St., Enterprise, Ore. 97828. Phone 503-426-3444.

1. **PERSONNEL**
Owner, Gen'l & Sales Mgr.—David D. Dirks.
2. **REPRESENTATIVES**
Art Moore & Assoc., Inc.
San Francisco—Savalli/Gates, Inc.
3. **FACILITIES**
250 w.; 1340 kc. Non-directional.
Operating schedule: 6 am-6 pm. PST.
4. **AGENCY COMMISSION**
15/0 net time; 20th of following month.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 10/1/68—Rec'd 12/11/68.

6. **SPOT ANNOUNCEMENTS**

		1 min	30 sec	10 sec
*1 x		3.50	2.00	1.75
†PER WK:	*PER YR:	1 min	30 sec	10 sec
5 ti	50 x	3.35	2.50	1.70
10 ti	100 x	3.20	2.40	1.60
15 ti	150 x	3.10	2.30	1.55
20 ti	200 x	3.00	2.25	1.50
25 ti	250 x	2.90	2.15	1.45
30 ti	300 x	2.80	2.10	1.40
40 ti	400 x	2.70	2.00	1.35
60 ti	500 x	2.60	1.90	1.25
SPECIAL END RATE				
*1000 x, per year		2.00	1.50	1.00

(†) ROS
(*) Guaranteed position.

EUGENE (7 AM; 5 FM)

Lane County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	19	15	17	15
B	17	14	16	14
C	12	11	12	12
D	8	10	11	11
AVERAGE	15	13	14	13

KASH
1947
EUGENE

gci sales

SAB RAB

Media Code 4 238 2420 6.00
Sterling Broadcasting, Box 10767, Eugene, Ore. 97401. Phone 503-345-3357.

STATION'S PROGRAMMING DESCRIPTION
KASH: MUSIC: top 40 hits. NEWS: regional, national & local 10 min per hr am & pm drive, sports headlines, staff of 3, UPI service. Air Personality, club announcements & contests. Regularly scheduled farm news & program. Contact Representative for further details. Rec'd 8/4/75.

1. **PERSONNEL**
President—Fredric A. Danz.
General Manager—Ralph Armstrong.
Program Director—Bo Donovan.
2. **REPRESENTATIVES**
GCI Sales, Inc.
Northwest—Simpson/Reilly & Associates Co.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1600 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.
4. **AGENCY COMMISSION**
15/0; 10th of month.
5. **GENERAL ADVERTISING See coded regulations**
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8a.
Rate Protection: 10g, 15b.
Basic Rates: 21a, 21b, 24b, 24c, 25a.
Contracts: 40a, 41, 45, 46, 46a, 48.
Comb.: Cont., Discounts: 60b, 60g, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 8/1/75—Rec'd 8/4/75.
AA—6-9 am & 3:30-6 pm.

6. **SPOT ANNOUNCEMENTS**

AA				
PER WK:	1 ti	6 ti	12 ti	18 ti
PER MO:	.....	18 ti	24 ti	36 ti
1 min	12.00	11.50	11.00	10.50
30 sec	9.60	9.20	8.80	8.40

Submitted by Ralph Armstrong.

KATR
1962
EUGENE

Subscriber to the NAB Radio Code
Media Code 4 238 2530 6.00
Westone Broadcasting Co., 130 E. 13th Ave., Eugene, Ore. 97401. Phone 503-345-3338.

1. **PERSONNEL**
General Manager—Virgil Watkins.
Station Manager—Robert E. Thomlinson.
Program Director—Don James.
2. **REPRESENTATIVES**
Grant Webb & Company, Inc.
Western States—Bill Dahlsten & Associates.
Oregon, Washington—Contact station.
3. **FACILITIES**
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 22a, 28c.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60g.
Pred. Services: 80, 81, 82.
Affiliated with American Information Network.
10% discount when bought in combination with KSHA, Medford, Ore.

TIME RATES
Eff 10/1/69—Rec'd 8/20/69.

6. **SPOT ANNOUNCEMENTS**

	1 min	30 sec		1 min	30 sec
1 x	7.80	6.50	156 x	6.80	5.50
13 x	7.60	6.30	260 x	6.60	5.30
26 x	7.40	6.10	317 x	6.40	5.00
52 x	7.20	5.90	500 x	6.20	4.85
104 x	7.00	5.70			

10 sec: 50% of 1-min.

7. **PACKAGE PLANS**
WEEKLY PACKAGES

PER WK, EA:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 min	7.50	7.25	7.00	6.80	6.60	6.40
30 sec	6.10	5.90	5.70	5.50	5.25	5.00

10 sec: 50% of 1-min.

KBDF
1940
EUGENE

Media Code 4 238 2585 6.00
Mattco, Inc., Box 506, Eugene, Ore. 97401. Phone 503-345-4304.

STATION'S PROGRAMMING DESCRIPTION
KBDF: Programmed for 18-34.
MUSIC: Rock & roll. NEWS: at :30; 6 min drive times, 3 min at other times. COMMERCIAL POLICY: 12 minutes. 18 announcements per hour. Contact Representative for further details. Rec'd 10/22/74.

1. **PERSONNEL**
General Manager—Mike Cole.
Operations Manager—Richard Harker.
2. **REPRESENTATIVES**
West Coast—Alan Torbet Associates, Inc.
Northwest—Contact station direct.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 1280 kc.
Directional—night only.
Operating schedule: 24 hours. PST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 4a, 5, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f, 15b.
Basic Rates: 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70a, 70c, 71a.

TIME RATES
Eff —— Rec'd 10/23/74.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—9 am-3 pm.
B—7 pm-midnight.

6. **SPOT ANNOUNCEMENTS**

CLASS AA						
TI/WK:	10	20	30	40	50	60
TI/MO:	25	50	75	100	125	150
TI/QTR:	----	75	150	210	300	375
PER YR:	----	----	500x	750x	1000x	1250x
1 min	7.00	6.50	6.00	5.50	----	----
30 sec	6.00	5.50	5.00	4.50	----	----
CLASS A						
1 min	6.25	5.50	5.25	5.00	----	----
30 sec	5.25	4.50	4.25	4.00	----	----
CLASS B						
1 min	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.25	4.00	3.75	3.50	3.25	3.00

15 sec: 50% of 1-min.
All rates ROS

KBMC (FM)
1965
EUGENE

Media Code 4 238 2640 3.00
Good Shepherd Broadcasting, Inc., 2895 Hillyard, Eugene, Ore. 97405 Phone 503-344-1300.

1. **PERSONNEL**
Manager—Al Wheeler.
Program Director—Bernice E. Poling.
2. **REPRESENTATIVES**
West Coast—Albert Chance Company.
3. **FACILITIES**
ERP 3,400 w., 94.5 mc.
Operating schedule: 7 am-midnight. PST.
Antenna ht: 600 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time and talent.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4b, 4d, 5, 6b.
Rate Protection: 10c, 12c.
Basic Rates: 20b, 21a, 24b, 25a, 28b, 30.
Contracts: 40a, 41, 42a, 44a.
Comb.: Cont. Discounts: 60f, 61e, 62d.
Cancellation: 71a, 72.
Prod Services: 81, 82.

TIME RATES
Eff 8/1/71—Rec'd 7/26/71.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	104x	208x	260x
1 min	5.00	4.00	3.75	3.50	3.25	3.00
30 sec	4.00	3.50	3.25	3.00	2.75	2.50

Rotating.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	35	21	14	7
52 x	30	18	12	6
260 x	25	15	10	6

KEED
1954
EUGENE

Media Code 4 238 2750 0.00
Century Pacific Broadcasting, Inc., Box 1450, 1245 Charnelton St., Eugene, Ore. 97401. Phone 503-344-1457.

STATION'S PROGRAMMING DESCRIPTION
KEED: Programmed to reach 25-49 group.
MUSIC: modern country. NEWS: local at :60. Contact Representative for further details. Rec'd 6/1/74.

1. PERSONNEL
President—John W. Mowbray.
General Manager—Robert L. Dunn.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Portland, Seattle—Broadcast Northwest.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hrs. PST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24a, 25a, 29, 29a.
Contracts: 42a, 45, 49, 47a.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 72a.
Affiliated with MBS.
Member: Western States Radio Empire.

TIME RATES
Eff 9/1/75—Rec'd 8/5/75.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—Mon thru Sat 9 am-3 pm & 7-10 pm; Sun 6 am-10 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA—FIXED					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	20 ti	40 ti	60 ti	80 ti	100 ti
PER YR:	100x	200x	300x	400x	500x
1 min	8.50	7.85	7.20	6.55	5.90
30 sec	6.40	5.90	5.40	4.90	4.40
CLASS A—ROS					
1 min	6.75	6.25	5.75	5.25	4.75
30 sec	5.00	4.65	4.30	3.95	3.60

Submitted by James H. O'Neil.

KFMY (FM)
1958
EUGENE

Media Code 4 238 2970 4.00
Music, Inc., 4555 Blanton Rd., Eugene, Ore. 97466. Phone 503-343-4511.

STATION'S PROGRAMMING DESCRIPTION
KFMY (FM): Programmed for adults 18-30.
MUSIC: rock, contemporary, jazz, blues & popular mix. Sun: classics 8 am-noon, oldies 7-9 pm. British rock 9 pm-midnight. NEWS: network at :30; M-F 9-10 am news, views, interviews, current local events, astrology & music. Contact Representative for further details. Rec'd 9/4/73.

1. PERSONNEL
Pres. & Gen'l Mgr—Lytle N. (Duke) Young.
Sales Manager—Timothy L. Young.
Operations Manager—Warren T. Reeves.
2. REPRESENTATIVES
San Francisco, Los Angeles—John Andy Potter Co.
3. FACILITIES
ERP 3,500 w.; 97.0 mc. Stereo.
Operating schedule: 7-2 am. PST.
Antenna ht.—745 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
3. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3c, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 26b, 24c, 25a, 28a, 28c, 29a, 29b, 30, 31, 32b.
Contrarts: 40a, 41, 42c, 43, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80.
Affiliated with American Entertainment Network.

TIME RATES
No. 7 Eff 9/73—Rec'd 9/4/73.
AAA—Mon thru Fri 7-9 am & 4-10 pm.
AA—Mon thru Fri 9 am-4 pm; Sat & Sun noon-9 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

FIXED, 1 MIN:	1x	26x	52x	156x	260x
AAA	8.00	7.50	7.25	7.00	6.75
AA	6.50	6.25	6.00	5.75	5.50
A	5.25	5.00	4.75	4.50	4.00

30 sec. 80% of 1-min.

7. PACKAGE PLANS
WEEKLY PACKAGES—1/3AAA, 1/3AA, 1/3A

	12 ti	18 ti	24 ti	30 ti	45 ti
1 min	6.00	5.75	5.50	5.25	5.00

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

1 HOUR:	1x	26x	52x	156x	260x
AAA	45	43	40	37	34
AA	40	37	35	33	30
A	37	35	33	30	—

1/2 hr: 60% of hour. 5 min: 1-1/2x fixed
1/4 hr: 40% of hour. AAA, 1-min rate.

KORE
1927
EUGENE-SPRINGFIELD
Subscriber to the NAB Radio Code

Media Code 4 238 3000 9.00
Norwood Broadcasting Co., Box 296, Springfield, Ore. 97477. Phone 503-746-1631.

STATION'S PROGRAMMING DESCRIPTION
KORE: MUSIC: Gospel music, modern, southern, country & contemporary. NEWS: network. Contact Representative for further details. Rec'd 1/31/75.

1. PERSONNEL
Executive Director—James R. Norwood.
General Manager—Ralph Dailey.
2. REPRESENTATIVES
Radio Time Sales/International.
3. FACILITIES
1,000 w.; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 21a, 22a, 23a, 24b, 28b, 28c, 29a.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 61b.
Cancellation: 71a, 72, 73b.
Prod. Services: 81.
Affiliated with MBS.

TIME RATES
Eff——Rec'd 8/2/72.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec		1 min	30 sec
1 x	6.25	3.00	260 x	5.00	3.75
26 x	6.00	4.75	312 x	4.75	3.50
52 x	5.75	4.50	624 x	4.50	3.25
104 x	5.50	4.25	1000 x	3.50	2.75
156x	5.25	4.00			

7. PACKAGE PLANS
(To be used within 7 days)

	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti	60 ti
1 min	54.50	77.75	98.00	115.50	130.25	175.00	210.00
30 sec	41.75	61.00	77.00	91.00	113.00	140.00	168.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80.50	48.25	32.25	24.25	16.00
26 x	74.25	44.75	29.50	22.00	14.75
52 x	63.50	41.25	26.50	20.00	13.25
104 x	59.50	37.75	23.75	17.75	11.25
156 x	52.50	31.50	17.00	16.75	9.00

KORE-FM
1958
EUGENE-SPRINGFIELD
RAB

Media Code 4 238 3001 7.00
Norwood Broadcasting Co., Box 296, Springfield, Ore. 97477. Phone 503-746-1631.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,600 w. (horiz.), 2,600 (vert.); 93.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 90 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to KORE. See that listing.

KPNW
1962
EUGENE
NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 3190 6.00
Pacific Northwest Broadcasting Corp., Box 1126, Eugene, Ore. 97401. Phone 503-485-1120.

STATION'S PROGRAMMING DESCRIPTION
KPNW: Programmed for adults 18 to 49.
MUSIC: a blend of new releases, selected album cuts and hits of 50's and 60's, leaving out the extremes. AIR PERSONALITIES: handle all music. NEWS: 5 min on hour, 3 min news and weather on half hour. 10 min news, sports and weather at 7 & 8 am and 5 & 6 pm, M-F. News staff, UPI and AP wires. News is scheduled 24 hours daily. Contact Representative for further details. Rec'd 1/12/70.

1. PERSONNEL
President—Charles H. Wilson.
Executive Vice-President—Roy L. Cordell.
General Manager—Dave Woodward.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Portland, Seattle—The Tacher Company.
3. FACILITIES
50,000 w.; 1120 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
3. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 25a, 26, 28b, 29a, 30, 33b.
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 51b, 51c.
Comb.: Cont. Discounts: 60a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 6 Eff 10/1/72—Rec'd 8/24/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.
B—All other times. Rates on request.

6. SPOT ANNOUNCEMENTS

CLASS AA—ROS					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	1x	52x	104x	208x	520x
1 min	16	17	16	15	14
20/30 sec	17	16	15	14	13
CLASS A—ROS					
1 min	16	15	14	13	12
20/30 sec	15	14	13	12	11

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	16.00	15.00	14.50	14.00	13.00
20/30 sec	14.00	13.00	12.50	12.00	11.00

10 sec: 50% of 1-min.

AM/FM COMBINATION
No. C-3 Eff 10/1/72—Rec'd 8/24/72.

6. SPOT ANNOUNCEMENTS

CLASS AA—ROS					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	1x	52x	104x	208x	520x
1 min	22.00	20.50	19.00	17.50	16.50
20/30 sec	20.50	19.00	18.50	17.00	15.00
CLASS A—ROS					
1 min	20.50	19.00	18.00	17.00	15.00
20/30 sec	18.50	17.50	16.50	15.00	13.50

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	20.00	19.00	18.00	17.00	16.00
20/30 sec	18.00	17.00	16.50	15.00	14.50

KPNW-FM
1970
EUGENE
NAB RAB

Media Code 4 238 3101 6.00
Pacific Northwest Broadcasting Corp., Box 1120, Eugene, Ore. 97401. Phone 503-485-1120.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KPNW-FM: Programmed for adults 18-49.
MUSIC: Orchestral, selected vocals & popular standards. NEWS: Network at :15, followed by local & regional news. Weather at :45. Contact Representative for further details. Rec'd 8/24/72.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,485 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with KPNW. See that listing for rates.

TIME RATES
No. 2 Eff 10/1/72—Rec'd 8/24/72.

6. SPOT ANNOUNCEMENTS

PER YR, FIXED:	1x	52x	156x	260x	520x
1 min	9.00	8.50	8.00	7.50	6.50
30 sec	8.00	7.50	7.00	6.50	5.50

No. 1 BOTH METRO & TSA
6:00 AM-10:00 AM Mon-Fri
No. 1 METRO 6:00 AM-Midnight MON-SUN
KUGN-590
Adults 18+, Average Persons & Cume Persons
April-May 1975 ARB

KUGN
1946
EUGENE
NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 3300 3.00
KUGN-OBIE Communications Corp., Box 590, Eugene, Ore. 97401. Phone 503-344-6216.

STATION'S PROGRAMMING DESCRIPTION
KUGN: Programmed for 18-49.
MUSIC: General Popular. Personality DJ's. NEWS: 4 newsmen, State Capitol & City Hall Correspondents. AP & National Weather Service. Special drive-time News/Music programming. SPORTS: Staff Reporter; U Football, Basketball & Track. Contact Representative for further details. Rec'd 1/31/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ralph Petti.
General Sales Manager—Linn Harrison.
Program Director—Bill Ford.
2. REPRESENTATIVES
Selcom, Inc.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 590 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% on station time
3. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.
Contracts: 40c, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/75—Rec'd 8/4/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.

7. PACKAGE PLANS
SECTION I—GUARANTEED

CLASS AAA					
PER WK:	10 ti	13 ti	20 ti	25 ti	30 ti
PER MO:	.....	26 ti	52 ti	78 ti	104 ti
PER YR:	13x	52x	260x	312x	520x
1 min	19.00	18.00	17.00	16.00	15.00
30 sec	16.00	15.00	14.00	13.00	12.00
CLASS AA					
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	14.00	13.00	12.00	11.00	10.00
CLASS A					
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.00	10.00	9.50	8.00	8.00

OREGON

SECTION II—6 AM-10 PM

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
PER MO:	.....	26 ti	52 ti	78 ti	104 ti
PER YR:	13x	52x	260x	312x	520x
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	10.00	9.00	8.00	7.00	6.00
15 sec	6.00	5.75	5.50	5.25	5.00
SECTION III—BTA					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	.....	26 ti	52 ti	78 ti	104 ti
PER YR:	52x	156x	312x	520x	780x
1 min	8.00	7.75	7.50	7.25	7.00
30 sec	6.00	5.75	5.50	5.25	5.00
15 sec	5.00	4.75	4.50	4.25	4.00

Submitted by Mimi Barnecut.

KZEL-FM
1962
EUGENE
RAB

Media Code 4 238 3400 1.00
FM/96 Ltd., Box 1122, Eugene, Ore. 97401. Phone 503-747-1221.

STATION'S PROGRAMMING DESCRIPTION
KZEL-FM: Programmed for young adults.
MUSIC: progressive rock, albums, mixing rock, folk rock, classical, jazz, featuring singles & groups. NEWS: local news staff plus regional stringers & AP audio & wire service, 7-9 am & 5:30 pm M-F & special news features Sun, local & regional public affairs. SPORTS: 6-6:15 M & F; local & regional public affairs. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jay Arthur West.
Program Director—Stanford D. Garrett.
General Sales Manager—Jeffery Ross.
2. REPRESENTATIVES
Century National Sales.
Portland, Seattle—Call Jay West Collect.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 872 ft. above average terrain.
4. AGENCY COMMISSION
15% time only: 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 5, 8.
Rate Protection: 10e, 11e, 12e, 14e, 15a, 15b.
Basic Rates: 22a, 24a, 24c, 25a, 29b, 33d.
Contracts: 40a, 44a, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Rate Protection: 60 days from effective date of increase for rate holder of 200.00 per mo minimum.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 6/2/75—Rec'd 6/4/75.
AAA—Mon thru Fri 7-9 am & 3-10 pm.
AA—Mon thru Fri 9 am-3 pm & 10 pm-midnight; Sat & Sun 7 am-midnight.
A—Mon thru Sun 5-7 am & midnight-2 am.
B—Mon thru Sun 2-5 am.

6. SPOT ANNOUNCEMENTS

FIXED—CLASS AAA					
WK:	12 ti	18 ti	24 ti	36 ti	42 ti
MO:	36 ti	54 ti	72 ti	90 ti	108 ti	126 ti
YR:	.....	450x	600x	750x	900x	1050x
1 min	12.00	11.50	11.00	10.50	10.00	9.50
30 sec	11.00	10.50	10.00	9.50	9.00	8.50
CLASS AA						
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	9.00	8.50	8.00	7.50	7.00	6.50
PREMIUM PLAN—ROS—7 AM-MIDNIGHT						
1 min	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.50	8.00	7.50	7.00	6.50	6.00

A per unit 3.00; B per unit 1.50. ROS only.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10%
Submitted by Michael Quanbeck.

GRANTS PASS (2 AM)

Josephine County—Map Location F-1
See SRDS consumer market map and data at beginning of the State.

KAGI
1939
NAB RAB

Media Code 4 238 3820 0.00
KAGI, Inc., Box 148, Grants Pass, Ore. 97526. Phone 476-4477.

1. PERSONNEL
Pres. & Gen'l Mgr.—J Edwin Arnold.
2. REPRESENTATIVES
Jack Masla & Co., Inc
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 930 kc.
Directional—night only.
Operating schedule: 5:30 am-midnight. PST.
4. AGENCY COMMISSION
15% on net station time and talent: no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/72—Rec'd 3/2/72.

7. PACKAGE PLANS

†WKLY:	*YRLY:		1 min	30 sec	10 sec
	1	x	7.00	5.60	3.50
5 ti	50	x	6.00	4.30	3.00
10 ti	100	x	5.40	4.30	2.70
15 ti	150	x	5.10	4.10	2.55
20 ti	200	x	4.80	3.85	2.40
25 ti	250	x	4.65	3.70	2.30
30 ti	300	x	4.50	3.60	2.25
40 ti	400	x	4.20	3.35	2.10
50 ti	500	x	3.60	2.90	1.80
	1000	spec. end rate	3.00	2.40	1.50

(*) Guaranteed position.
(†) ROS.

(Grants Pass continued on next page)

OREGON

Grants Pass—Continued

KAJO
1957

Media Code 4 238 3630 3.00
Grants Pass Broadcasting Co., Box 230, Grants Pass, Ore. 97526. Phone 503-476-6608.

1. PERSONNEL
Manager—Jim Wilson.

2. REPRESENTATIVES
Washington, Oregon—Simpson/Reilly & Associates Co.

3. FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Alcoholic beverage advertising not acceptable.

TIME RATES
Eff ————Rec'd 8/12/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	12 ti	18 ti	24 ti	36 ti	.....
YR:	.....	104x	156x	260x	312x	520x 1000x
(*)	4.75	4.50	4.25	4.00	3.50	3.00 2.50
ROS	4.50	4.25	3.90	3.55	3.00	2.50 2.00

(*) 6-9 am & 4-6 pm.

GRESHAM
Multnomah County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

See Portland
(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Vancover, Wash.)

HERMISTON
Umatilla County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KOHU
1956

Subscriber to the NAB Radio Code
Media Code 4 238 3850 7.00
Hermiston Broadcasting Co., Box 145, Hermiston, Ore. 97838. Phone 503-567-6500.

1. PERSONNEL
Manager—Harmon Springer.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days, 1,000 w. nights; 1360 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. PST.

4. AGENCY COMMISSION
15/2 time only: 10 days.

5. GENERAL RATE POLICY
Member: Western States Radio Empire, National AgRadio Groups, Inc.

TIME RATES
No. 103 Eff 5/5/67—Rec'd 5/5/67.

7. PACKAGE PLANS

PER WK:	PER YR:	1 min	30 sec
(*)	52 x	6.00	4.80
12 ti	104 x	5.70	4.56
18 ti	156 x	5.40	4.32
24 ti	260 x	5.10	4.08
30 ti	312 x	4.80	3.84

(*) Less than 6 ti
10-sec ID's: 50% of 1-min.

HILLSBORO
Washington County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

See Portland
(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Vancover, Wash.)

HOOD RIVER
Hood River County—Map Location D-2
See SRDS consumer market map and data at beginning of State.

KIHR
1950

SAB

Subscriber to the NAB Radio Code
Media Code 4 238 4070 1.00
Columbia Gorge Broadcasters, Inc., Box 360, 22nd St., Hood River, Ore. 97031. Phone 503-386-1011.

1. PERSONNEL
Pres. & Gen'l Mgr.—Paul E. Walden.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15% on time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS & MBS.

TIME RATES
Eff 1/1/75—Rec'd 12/2/74.
AA—6:30-9 am & 3:30-7 pm.
A—ETA.

6. SPOT ANNOUNCEMENTS

CLASS AA

WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti	.....
YR:	50x	100x	150x	200x	300x	400x	500x	1000x
1 min	5.00	4.70	4.50	4.35	4.10	3.80	3.50	3.25
30 sec	4.00	3.85	3.70	3.50	3.30	3.00	2.70	2.40

CLASS A

1 min	4.50	4.20	4.00	3.80	3.60	3.30	3.00	2.70
30 sec	3.50	3.35	3.20	3.00	2.80	2.50	2.20	1.90

10 sec: 50% of 1-min.

JOHN DAY
Grant County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KJDY
1963

Subscriber to the NAB Radio Code
Media Code 4 238 4180 5.00
John Day Valley Broadcasters, Box 113, 413 N. W. Bridge St., John Day, Ore. 97845. Phone 575-1185.

1. PERSONNEL
Station Manager—J. L. (Buzz) Jolley.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w.; 1400 kc.
Operating schedule: 6 am-7 pm. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Concurrent schedules on KJDY and KUMA, Pendleton, may be combined to earn most favorable frequency discount on KJDY.
60% of charge for Station Time. 40% for Talent, Program Service.

TIME RATES
Eff 4/1/73—Rec'd 6/8/73.
AA—7-9 am, noon-1 pm & 4-6 pm.
A—ROS, ETA.

6. SPOT ANNOUNCEMENTS

CLASS AA

WK:	.....	5 ti	10 ti	20 ti	30 ti	50 ti	.....
YR:	1x	50x	100x	200x	300x	500x	1000x
1 min	3.75	3.50	3.25	3.05	2.90	2.75	2.60
30 sec	2.90	2.75	2.60	2.45	2.30	2.15	1.95

CLASS A

1 min	3.00	2.75	2.55	2.35	2.20	2.05	1.90
30 sec	2.25	2.00	1.85	1.70	1.55	1.45	1.40

15 sec: 50% of 1-min.

KLAMATH FALLS (3 AM; 2 FM)
Klamath County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KAGM (FM)
1973

Media Code 4 238 4235 6.00
Klamath Broadcasting Co., Box 1150, Radio Hill, Klamath Falls, Ore. 97601. Phone 503-884-0661.
See affiliated AM station for additional information.
AM facilities: KAGO.

STATION'S PROGRAMMING DESCRIPTION
KAGM (FM): Programmed for adults.

3. FACILITIES
ERP 26,000 w. (horiz.), 26,000 w. (vert.); 98.5 mc.
Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 350 ft. above average terrain.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

	1x	300x	500x	800x	1000x
1 min	3.85	3.50	3.30	3.10	2.90
30 sec	3.10	2.95	2.95	2.65	2.45

10 sec: 60% of 1-min.

8. PROGRAM TIME RATES

	1x	300x	500x
5 min	6.70	6.50	6.25

1/4 hr: 2x 5-min.

KAGO
1922

Subscriber to the NAB Radio Code
Media Code 4 238 4290 5.00
Klamath Broadcasting Co., Box 1150, Klamath Falls, Ore. 97601. Phone 503-882-2551.

STATION'S PROGRAMMING DESCRIPTION
KAGO: Sports station carrying pro basketball, local high school football, basketball & baseball, American Legion baseball, local college football, major college football. MUSIC: On air personalities play adult top 30 with soft MOR album selections. NEWS: local M-S, 4 times a day; 5 min at :00; local sports 10 min, 3 times daily M-F. 15 min ladies program each morning M-F. FARM: 30 min daily 6-6:30 am. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
Vice Pres. & Gen'l Mgr.—John L. Ferm.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 kc
Directional—night only.
Operating schedule: 6 am-midnight. PST

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 8a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 22b, 23b, 24a, 24c, 25a, 28a, 29a, 30.
Contracts: 40c, 41, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b
Prod. Services: 82.
FM facilities: KAGM (FM).
Affiliated with ATA Radio Network.

TIME RATES
No. 2 Eff 6/1/68—Rec'd 6/26/68.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA

	—1 wk—		—13 wk—		—26 wk—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
4 ti	10.00	8.00	9.00	7.00	8.00	6.50
5 ti	8.50	6.50	8.00	6.00	7.00	5.50
10 ti	7.50	6.00	7.00	5.50	6.50	5.00
20 ti	7.00	5.50	6.50	5.00	6.00	4.50

CLASS A

4 ti	8.00	6.50	7.00	5.50	6.00	5.00
5 ti	7.00	5.50	6.00	5.00	5.50	4.50
10 ti	6.50	5.00	5.50	4.50	5.15	4.20
20 ti	6.00	4.50	5.15	4.20	4.30	3.55

10 sec: 60% of applicable 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	208x	312x
1/2 hr.	33.00	32.25	31.50	30.75	30.00	29.25	28.50	27.50
1/4 hr.	23.00	22.25	21.50	20.75	20.00	19.25	18.50	17.50
5 min.	14.50	14.00	13.50	13.00	*12.50	12.00	11.50	11.00

(Q)

KFLS
1946

RAB

Media Code 4 238 4400 6.00
Radio Klamath Falls, Box 1450, Klamath Falls, Ore. 97601. Phone 503-882-4456

STATION'S PROGRAMMING DESCRIPTION
KFLS: MUSIC: MOR. NEWS: 2 90-min segments

1. PERSONNEL
Owner & Mgr.—Floyd L. Wynne.

2. REPRESENTATIVES
The Devney Organization, Inc.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CRS.

TIME RATES
Eff ————Rec'd 12/6/71.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	.....	52x	156x	312x	520x	780x
1 min	5.50	5.00	4.75	4.50	4.25	4.00
30 sec	4.25	4.00	3.75	3.50	3.25	3.00

KLAD
1955

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 4510 6.00
960 Radio Inc., Box 960, Midland, Rd., Klamath Falls, Ore. 97601. Phone 503-882-8833.

STATION'S PROGRAMMING DESCRIPTION
KLAD: C & W; Ag news at 7 am & noon.

1. PERSONNEL
Pres. & Sta. Mgr.—Cy Smith.

2. REPRESENTATIVES
PRO/Meeker Radio.
Seattle, Portland Simpson/Reilly & Associates Co.

3. FACILITIES
5,000 w. days; 960 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KLAD-FM.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti	48 ti	72 ti
PER MO:	15 ti	30 ti	50 ti	70 ti	100 ti	184 ti	275 ti
PER YR:	50x	100x	250x	500x	1000x	2000x	3000x
1 min	6.00	5.60	5.20	4.80	4.40	4.00	3.60
30 sec	5.50	5.10	4.70	4.20	3.70	3.30	3.00

7. PACKAGE PLANS
TAP—ROS

PER WK:	6 ti	12 ti	16 ti	24 ti	36 ti	48 ti	72 ti
PER MO:	15 ti	30 ti	50 ti	70 ti	100 ti	184 ti	275 ti
PER YR:	50x	100x	250x	500x	1000x	2000x	3000x
1 min	4.80	4.50	4.20	3.80	3.40	3.10	2.90
30 sec	4.40	4.00	3.70	3.40	3.00	2.70	2.40

KLAD-FM
1974

SAB RAB

Media Code 4 238 4511 4.00
960 Radio, Inc., Box 960, Old Midland Rd., Klamath Falls, Ore. 97601. Phone 503-882-8833.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KLAD-FM: All news, network.

3. FACILITIES
ERP 28,000 w.; 92.5 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 30 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KLAD.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC News & Information Service.

TIME RATES
Eff 8/1/75—Rec'd 7/30/75.

6. SPOT ANNOUNCEMENTS
ROS

PER YR:	200x	400x	600x	800x	1500x
PER MO:	20 ti	40 ti	60 ti	80 ti	150 ti
PER WK:	6 ti	12 ti	18 ti	24 ti	48 ti
10 sec	2.00	1.80	1.70	1.50	1.40
30 sec	3.00	2.50	2.00	1.80	1.60
1 min	3.50	3.00	2.50	2.25	2.00

Fixed: Extra 20%.

7. PACKAGE PLANS
*SPECIAL CHARTER PACKAGE
6 AM-6 PM, ETA, 30 SEC:

	Per mo
90/90 days	60
150/180 days	45

(*) Expires after Sept. 30, 1975.
Submitted by Cy Smith.

LA GRANDE (1 AM; 1 FM)
Union County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KFMT
1974

RAB

Media Code 4 238 4565 6.00
Struck & Associates Inc., Box 627, 2315 E. Adams Ave., La Grande, Ore. 97850. Phone 503-963-8531.

STATION'S PROGRAMMING DESCRIPTION
KFMT: Programmed for adults; news every hour.

1. PERSONNEL
General Manager—Monte L. Struck.

2. REPRESENTATIVES
Portland, Seattle—The Tacher Company.

3. FACILITIES
ERP 1,500 w (horiz.), 1,500 w. (vert.); 98.3 mc.
Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 700 ft. above average terrain.

4. AGENCY COMMISSION
15/1 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 6/1/75—Rec'd 5/27/75.

6. SPOT ANNOUNCEMENTS

PER MO. ROS:	15 ti	30 ti	60 ti	90 ti	120 ti
1 min	5.00	4.80	4.50	4.20	4.00
30 sec	3.85	3.60	3.40	3.20	3.00
15 sec	3.00	2.85	2.60	2.30	2.00
PER YR:		250x	500x	1000x	1500x
1 min		3.90	3.80	3.50	3.25
30 sec		2.85	2.75	2.50	2.25
15 sec		1.90	1.80	1.70	1.50

Specified, extra 15%.
Edited by Monte L. Struck.

KLBM
1938

SAB

Subscriber to the NAB Radio Code
Media Code 4 238 4620 3.00
KLBM, Inc., Box 907, La Grande, Ore. 97850. Phone 503-963-4121.

1. PERSONNEL
Manager—Ken Lillard

2. REPRESENTATIVES
The Sandeberg-Glenn Company.
Northwest—Art Moore & Assoc., Inc.
Chicago, New York—The Devney Organization, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-11 pm. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 2/1/75—Rec'd 2/17/75.

6. SPOT ANNOUNCEMENTS
SPECIFIED

WK:	1-10 ti	15 ti	20 ti	30 ti	40 ti	50 ti	.....
MO:	15 ti	30 ti	60 ti	90 ti	120 ti	180 ti	360 ti
YR:	.....	.....	360x	720x	1080x	1440x	3060x
1 min	4.50	4.15	3.65	3.05	2.85	2.65	2.35
30 sec	3.65	3.30	2.85	2.50	2.25	2.10	1.85

ETA

1 min	3.85	3.55	3.15	2.65	2.45	2.30	2.05
30 sec	3.15	2.85	2.45	2.15	1.95	1.80	1.65

LAKE OSWEGO
Clackamas County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

See Portland
(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Vancover, Wash.)

LAKEVIEW
Lake County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KQIK
1956

Media Code 4 238 4730 6.00
Lake County Communications, Inc., Box 311, Lakeview, Ore. 97630. Phone 503-947-3351.

1. PERSONNEL
Owner & Gen'l Mgr.—Ernie Riedelbach.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.

3. FACILITIES
1,000 w. days; 1230 kc. Non-directional.
Operating schedule: 6 am-7 pm. PST.

4. AGENCY COMMISSION
15% on net time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 4/1/74—Rec'd 6/3/74.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti	.....
YR:	.....	104x	156x	260x	312x	520x	1000x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.25

10 sec: 50% of 1-min.

10. SPECIAL FEATURES

	1x	26x	52x	156x	260x
5 min news	7.50	7.00	6.50	6.00	5.50

LEBANON

Linn County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

KGAL

1950

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 238 4840 7.00

Juniper Broadcasting, Inc., Box 749, Albany, Ore. 97321. Phone 503-926-8682.

STATION'S PROGRAMMING DESCRIPTION

KGAL: Programmed for young adults & adults.

1. PERSONNEL

General Manager—Ronald L. Hughes.

2. REPRESENTATIVES

Savalli/Gates, Inc.
Advertising Sales West.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake City—Bob Hix Co., Inc.

3. FACILITIES

1000 w.; 920 kc. Directional—same pattern all hours.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Member: Western States Radio Empire.

TIME RATES

Eff 12/1/74—Rec'd 12/16/74.

7. PACKAGE PLANS

6-10 AM & 3-7 PM

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	20 ti	40 ti	60 ti	80 ti	100 ti
1 min	8.20	7.50	7.00	6.50	6.00
30 sec	6.30	5.80	5.30	5.00	4.80
	ROS—BTA				
1 min	7.00	6.50	6.00	5.30	5.00
30 sec	5.30	5.00	4.50	4.00	3.80

(CR)

LINCOLN CITY

Lincoln County—Map Location D-1

See SRDS consumer market map and data at beginning of the State.

KBCH

1955

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 238 4895 1.00

Lincoln City Broadcasting, Inc., Box 358, Lincoln City, Ore. 97367. Phone 503-994-2181.

1. PERSONNEL

General Manager—Leo A. (Bud) McLachlan.

2. REPRESENTATIVES

New York, Chicago, Los Angeles, San Francisco—J. A. Lucas & Co./JALCO.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES

1,000 w.; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION

15/0: time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.
Sold in combination with KNPT, Newport.
25 spots on each station earn 50x rate on each.

TIME RATES

No. 10 Eff 1/1/73—Rec'd 5/10/73.
AA—7-9 am, noon-1 pm & 4-7 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
CLASS AA						
PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
PER YR:	50x	100x	150x	200x	300x	500x
1 min	5.00	4.50	4.00	3.60	3.35	2.65
30 sec	3.80	3.30	3.00	2.70	2.15	2.00
CLASS A						
1 min	4.00	3.60	3.40	3.15	2.50	2.30
30 sec	3.00	2.70	2.55	2.35	1.85	1.75
PER YR:				750x	1000x	1500x
1 min				2.25	2.20	2.10
30 sec				1.70	1.65	1.60

15 sec or less: 50% of 1-min.
Guaranteed time, extra 10%.

McMINNVILLE

Yamhill County—Map Location D-1

See SRDS consumer market map and data at beginning of the State.

KMCM

1940

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 238 4950 4.00

Norjud Broadcasting, Inc., Box 207, McMinnville, Ore. 97128. Phone 503-472-2151.

1. PERSONNEL

General Manager—Norman P. Aldred.

2. REPRESENTATIVES

Jack Masla & Co., Inc.
West Coast—Art Moore & Assoc., Inc.
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES

1,000 w.; 1290 kc. Directional—night only.
Operating schedule: 20 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only; 1u days

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Western States Radio Empire.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/1/74—Rec'd 1/31/74.
AA—6-9 am, 11:30 am-1 pm & 3:30-7 pm.
A—9-11:30 am, 1-3:30 pm & 7 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	.....
1 MINUTE							
WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	.....
YR:	.....	104x	156x	260x	520x	750x	1000x
AA	9.00	8.50	8.00	7.50	7.00	6.50	6.00
A	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 SECONDS							
AA	7.00	6.50	6.00	5.50	5.00	4.50	4.00
A	6.00	5.50	5.00	4.50	4.00	3.50	3.00

B: 1 min 1.25 B: 30 sec 1.00
R only, minimum 30 per mo.
15 sec: 50% of applicable 1-min.

7. PACKAGE PLANS

PER WK:	15 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	.....	52 ti	78 ti	104 ti	156 ti
1 min	6.50	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

BTA at station's option.

MEDFORD (4 AM; 2 FM)

Plus 1 paid cross reference.

Jackson County—Map Location F-1

See SRDS consumer market map and data at beginning of the State.

KBOY

1954

Media Code 4 238 5060 1.00

KBOY Broadcasters, Inc., 413 E. Main, Medford, Ore. 97501. Phone 503-779-2244.

1. PERSONNEL

President—Robert A. Esty.
Vice-Pres. & Gen'l Mgr.—Rudy Vaetecha.
Program Director—Jon R. James.

2. REPRESENTATIVES

East—Jack Masla & Co., Inc.
Los Angeles, San Francisco—PBO/Meeker Radio.
Portland, Seattle—The Tacher Company.

3. FACILITIES

1,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
ERP 800 w.; 95.3 mc.
Operating schedule: 6-1 am. PST.
Antenna ht.: 325 ft. above average terrain.

4. AGENCY COMMISSION

15% on time only;

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21b, 22a, 23a, 24c, 25a, 25b, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47c, 48, 49, 51c.
Comb.; Cont. Discounts: 60b, 60c, 61b. 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

Eff 1/1/70—Rec'd 12/8/69.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	24 ti	36+	.....
PER YR:	50x	100x	300x	500x	1000x
1 min	7.00	6.50	5.70	4.65	3.25
30 sec	5.50	5.00	4.25	2.50	2.50

10 sec: 50% of 1-min

10. SPECIAL FEATURES

NEWSCASTS:	1x	52x	104x	156x	260x	312x
5 min	12	11	10	9	8	7

KCMX

ASHLAND

City of license, Ashland, Ore.
Considered by CBS as their Medford outlet.
See listing under Ashland, Ore.

KMED

1922

NAB

Subscriber to the NAB Radio Code

Media Code 4 238 5170 6.00

Radio Medford, Inc., Box 10, Rossanley Lane, Medford, Ore. 97501. Phone 503-773-7373. TWX 510-757-0606.

STATION'S PROGRAMMING DESCRIPTION

KMED: Programmed for adults. News and newstype feature blocks 6:40-9:10 am, noon-1:10 pm & 5-6:05 pm. NEWS: 5 min network and 5 min local on hour, 5 min feature on half hour. Middle-of-the-road music until 6:05 pm. 6:05 pm-12M showtunes, light classic and standards. 3 man news department, 2 mobile units. SPORTS: high school football and basketball, college football, 2 sportscasters. Contact Representative for further details. Rec'd 7/13/67.

1. PERSONNEL

Station Manager—Sam Price.
National Sales Manager—Art Chipman.

2. REPRESENTATIVES

Buckley Radio Sales, Inc.
Portland, Seattle—Simpson/Reilly & Associates Co.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1440 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.
Basic Rates: 26a, 21b, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.
FM facilities: KTMT (FM).
Affiliated with NBC.
10% discount when bought in combination with KQMS, Redding, Calif.

TIME RATES

No. 13 Eff 9/1/70—Rec'd 10/6/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	156x	260x	312x
1 min	12.00	11.50	10.50	10.00	9.50	9.00	8.50	8.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50

7. PACKAGE PLANS

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—RDS.
B—After 8:05 pm.

CLASS AA

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti	60 ti
1 min	9.50	8.50	7.50	7.00	6.50	6.00	5.50
50 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	4.75	4.25	3.75	3.50	3.25	3.00	2.75
CLASS A							
1 min	8.50	7.50	6.50	6.00	5.50	5.00	4.50
30 sec	6.50	5.75	5.00	4.75	4.25	4.00	3.50
10 sec	4.25	3.75	3.25	3.00	2.75	2.50	2.25
CLASS B							

After 8:05 pm 50% of the earned rate. May be combined with Preferred Time rates and BOS rates to earn maximum discounts.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	70.00	40.00	25.00	12.50
13 x	66.50	38.00	23.75	11.85
26 x	63.00	36.00	22.50	11.25
52 x	59.00	34.00	21.25	10.65
78 x	56.00	32.00	20.00	10.00
156 x	52.50	30.00	18.75	9.40
260 x	49.00	28.00	17.50	8.75
312 x	45.50	26.00	16.25	8.15

10 min: 75% of 1/4 hr.
Program charges—25% net station time.

10. SPECIAL FEATURES

News Service—25% net station time.

KSHA

1962

Media Code 4 238 5280 5.00

Westone Broadcasting Co., 27 W. Main, Medford, Ore. 97501. Phone 503-772-8600.

STATION'S PROGRAMMING DESCRIPTION

KSHA: MUSIC: modern country. Contact Representative for further details. Rec'd 12/17/73.

1. PERSONNEL

General Manager—Virgil Watkins.
Sales Manager—Buz Campbell.
Program Director—Ron Holloway.

2. REPRESENTATIVES

Mario Messina Company.
Portland, Seattle—Broadcast Northwest.
Western States—Bill Dahlsten & Associates.

3. FACILITIES

1,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 26, 28c, 29a, 30.
Contracts: 40a, 42d, 44a, 45, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60h, 60i, 61b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
10% discount when bought in combination with KATR, Eugene, Ore.

TIME RATES

Eff 1/1/74—Rec'd 12/17/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	260x	312x
1 min	6.00	5.95	5.85	5.75	5.05	4.85
30 sec	4.60	4.55	4.45	4.40	3.95	3.55
10 sec	3.00	2.90	2.80	2.70	2.50	2.25

7. PACKAGE PLANS

	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 min	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	4.40	4.20	4.00	3.90	3.80	3.70
10 sec	2.80	2.70	2.60	2.50	2.40	2.30

10. SPECIAL FEATURES

5 min newscast, 7 days per wk 200.00

KTMT (FM)

1970

NAB

Subscriber to the NAB Radio Code

Media Code 4 238 5335 7.00

Radio Medford, Inc., Box 10, Rossanley Dr., Medford, Ore. 97501. Phone 503-773-7376. TWX 510-757-0606.

See affiliated AM station for additional information. AM facilities KMED.

STATION'S PROGRAMMING DESCRIPTION

KTMT (FM): Programmed for target audience 18-49. MUSIC: 85%; 50% vocal & soft contemporary; 50% instrumental. Classical prog Sun eve. NEWS: 15%; network 9%, regional 6%. COMMERCIAL POLICY: 8 commercials per hr. Contact Representative for further details. Rec'd 7/6/73.

1. PERSONNEL

Station Manager—John Larkin.

3. FACILITIES

ERP 18,400 w. (horiz.), 18,400 w. (vert.); 92.7 mc.
Stereo.
Operating schedule: 7-1 am daily. PST.
Antenna ht.: 3,263 ft. above average terrain.

TIME RATES

Eff 9/1/74—Rec'd 9/9/74.

8. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	156x	260x	312+
1 min	7.25	6.90	6.50	6.15	5.80	5.45	5.10	4.70
30 sec	5.50	5.25	5.00	4.70	4.40	4.10	3.85	3.60
*10 sec	2.75	2.60	2.50	2.35	2.20	2.05	1.95	1.80

(*) ROS

7. PACKAGE PLANS

4-WEEK—ROS

	20 ti	30 ti	50 ti	100 ti	200 ti
1 min	5.00	4.20	3.35	2.95	2.70
30 sec	3.30	3.15	2.85	2.10	1.95

ANNUAL—ROS

	240x	360x	600x	720x	1000x	1200x	1800x	2400x
1 min	4.50	3.80	3.00	2.95	2.75	2.65	2.50	2.45
30 sec	3.00	2.85	2.55	2.10	2.00	1.90	1.80	1.75

24-HOUR—ROS—MINIMUM 6

1 min 23.10 30 sec 18.50

OREGON

KYJC

1947

Subscriber to the NAB Radio Code

Media Code 4 238 5390 2.00

Mattco, Inc., Box 1745, 1840 Barnett Rd., Medford, Ore. 97501. Phone 503-779-3131.

1. PERSONNEL

General Manager—Craig Finley.
Program Manager—Jerry Allen.
Sales Manager—Henry G. (Buzz) Florip.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES

1,600 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 14a.
Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60k, 61a 61b.
Cancellation: 73a.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 8/1/74—Rec'd 10/8/74.
A—6-9:30 am, noon-1 pm & 4:30-7 pm.
B—9:30 am-noon & 1-4:30 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	A			B		
PER WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
6 ti	8.10	6.10	4.00	6.45	4.80	3.20
12 ti	7.60	5.70	3.75	6.05	4.45	3.00
18 ti	6.95	5.20	3.50	5.55	4.20	2.75
24 ti	6.45	4.80	3.20	5.15	3.85	2.60
30 ti	6.05	4.50	3.05	4.75	3.60	2.40
C:				1 min	30 sec	15 sec
Flat (annual contract required)				3.25	2.50	1.75

7. PACKAGE PLANS

TAP—1/3A, 1/3B, 1/3C

	Per wk			Per month		
	1 ti	5 ti	10 ti	15 ti	20 ti	40 ti	60 ti
1 min	8.35	7.75	7.25	6.65	6.05	5.40	4.70
30 sec	5.80	5.60	5.30	4.80	4.20	3.80	3.20
15 sec	4.10	3.90	3.70	3.30	2.90	2.70	2.30

	Per quarter			Per yr		
	150 ti	180 ti	210 ti	260x	520x	1000x
1 min	5.40	4.70	3.90	4.70	3.90	3.25
30 sec	3.80	3.30	3.00	3.30	3.00	2.50
15 sec	2.70	2.30	2.10	2.30	2.10	1.75

NEWPORT

Lincoln County—Map Location D-1

See SRDS consumer market map and data at beginning of the State.

KNPT

1948

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 238 5500 6.00

Yaquina Radio, Inc., Box 1028, 1940 N. Coast Hwy., Newport, Ore. 97365. Phone 503-265-2266.

STATION'S PROGRAMMING DESCRIPTION

KNPT: Programmed for general interest.

1. PERSONNEL

General Manager—Henry G. (Buzz) Florip.

2. REPRESENTATIVES

New York, Chicago, Los Angeles, San Francisco—J. A. Lucas & Co., Inc./JALCO.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES

5,000 w.; 1310 kc. Directional—night only.
Operating schedule: 6 am-10 pm daily. PST.

4. AGENCY COMMISSION

15/0: time only.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American Information Network.
Sold in combination with KBCH, Lincoln City. 25 spots on each station earn 50x rate on each.

TIME RATES

No. 11 Eff 1/1/75—Rec'd 12/12/74.
AA—6:30-9 am & 4-7 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
CLASS AA						
PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
PER YR:	50x	100x	150x	200x	300x	500x
1 min	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	4.50	4.25	4.00	3.75	3.50	3.25
CLASS A						
1 min	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	3.50	3.25	3.00	2.75	2.00	2.45
PER YR:				750x	1000x	1500x
1 min				3.00	2.75	2.65
30 sec				2.35	2.25	2.15

NORTH BEND

Coos County—Map Location F-1

See SRDS consumer market map and data at beginning of the State.

See Coos Bay-North Bend

OREGON

ONTARIO

Malheur County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KSRV
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 5720 0.00
Juniper Broadcasting, Inc., Box 129, Ontario, Ore. 97914. Phone 503-889-8651.

STATION'S PROGRAMMING DESCRIPTION
KSRV: MUSIC/Contemporary—MOR.

1. PERSONNEL
General Manager—Keith Snodgrass.

2. REPRESENTATIVES
The Sandeberg-Glean Company.
Seattle, Portland—The Tacher Company.
New York, Chicago—The Devney Organization, Inc.

3. FACILITIES
5,000 w.; 1350 kc. Directional—night only.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 16 Eff 11/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

FIXED					
PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti
PER MO:	10 ti	20 ti	40 ti	60 ti	100 ti
1 min	5.75	5.25	4.90	4.60	4.40
30 sec	4.60	4.00	3.75	3.45	3.25
ROS					
1 min	5.20	4.90	4.60	4.40	4.00
30 sec	4.00	3.75	3.45	3.25	2.90

7. PACKAGE PLANS

7 DAYS, ROS:	20 ti	40 ti	60 ti	80 ti	100 ti
1 min	87.50	161.25	234.50	285.00	345.00
30 sec	64.50	119.50	165.50	221.00	284.50

ANNUAL CONTRACTS						
ROS:	260x	520x	780x	1040x	1560x	2080x
1 min	4.60	4.00	3.75	3.45	3.25	3.00
30 sec	3.45	2.90	2.75	2.65	2.50	2.30

10. SPECIAL FEATURES

5 MIN NEWSCASTS:	1 mo	3 mo	1 yr
3 days per wk	8.25	7.50	7.00
6 days per wk	7.25	6.50	6.00

OREGON CITY

Clackamas County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

See Portland
(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Vancover, Wash.)

PENDLETON (2 AM)

Umatilla County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KTIX
1941

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 5830 7.00
Roderick Sound, Inc., Box 579, S.W. 6th St., Pendleton, Ore. 97801. Phone 503-276-1211.

STATION'S PROGRAMMING DESCRIPTION
KTIX: MUSIC: current popular & modern country.

1. PERSONNEL
General Manager—John Forehand.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake City—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15%; time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Western States Radio Empire.

TIME RATES
Eff 5/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

FIXED POSITION					
PER WK:	10ti	20 ti	30 ti	40 ti	50 ti
PER YR:	52x	156x	312x	520x	780x
1 min	7.00	6.50	6.00	5.80	5.80
30 sec	5.30	5.00	4.70	4.50	4.10
BTA					
1 min	5.30	5.00	4.70	4.50	4.20
30 sec	4.00	3.80	3.60	3.40	3.30

Submitted by John Forehand.

KUMA
1955

NAB

Subscriber to the NAB Radio Code
Media Code 4 238 5946 4.00
Pendleton Broadcasting Co., Box 278, 1815 S. W Emigrant, Pendleton, Ore. 97801. Phone 503-276-1511

1. PERSONNEL
Pres. & Gen'l Mgr.—Ted. A. Smith.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/30/75.
AA—7-9 am, noon-1 pm & 4-6 pm.
A—ROS

6. SPOT ANNOUNCEMENTS

CLASS AA						
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	----	26 ti	52 ti	78 ti	104 ti	150 ti
PER YR:	----	104x	156x	260x	520x	1000x
1 min	6.50	5.75	5.25	5.00	4.75	4.50
30 sec	5.00	4.50	4.25	4.00	3.75	3.50
CLASS A						
1 min	5.00	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.60	3.35	3.10	2.90	2.75

10. SPECIAL FEATURES
News, extra 10%.

PORTLAND (15 AM; 10 FM)

(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Vancouver, Wash.)

Hillsboro, Washington County, Ore.—Map Location C-1
Gresham, Portland, Multnomah Co., Ore.—Map Location D2
Lake Oswego, Oregon City, Clackamas Co., Ore.—Map Location D-2
Vancouver, Clark County, Wash.—Map Location B-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	53	43	53	43
B	46	37	39	37
C	39	30	32	19
D	39	28	32	19
AVERAGE	44	35	39	30

KEX
1926
PORTLAND

GOLDEN WEST BROADCASTERS
Represented by
Major Market Radio, Inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 6050 1.00
Golden West Broadcasters, Inc., 2130 S. W. Fifth Ave., Portland, Ore. 97201. Phone 503-225-1190. TWX 910-464-8066.

STATION'S PROGRAMMING DESCRIPTION
KEX: Programmed for adults & young adults.
AIR PERSONALITIES. 5 min news at :60; at :30 during commute hours & 12:30 pm. 4 newsmen, 2 mobile units. MUSIC 85%: 3/4 singles, 1/4 albums, featuring current selling general popular & standards. Old time radio, comedy & drama. Local talk program 10 pm-1 am M-Sat. NEWS 15%: emphasis on local with network, UPI national & international, stringers from other stations; 5-6:05 am, extended 6:30, 7 am, noon & 7 pm, editorials. SPORTS: pro football, college football & basketball & other special features, 2 shows daily M-Sat 8:05 am & 5:05 pm. Network at :05 each hr Sat 6 am-5 pm, Sun 9 am-5 pm. COMMERCIAL POLICY: 18 minutes maximum except 10 am-3 pm M-F, maximum 11 minutes. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard P. Kale.
National Sales Manager—Lon D. Snider.
Program Director—Eric G. Norberg.

2. REPRESENTATIVES
Major Market Radio, Inc.

3. FACILITIES
50,000 w.; 1190 kc.
Directional—same pattern, all hours.
Operating schedule: 24 hours daily except sign-off 2:00 am Sun to sign-on 6:00 am Sun. PST.

4. AGENCY COMMISSION
15% on net station time. No cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.
Basic Rates: 20a, 22b, 23a, 24b, 28a, 28c, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60b, 60d, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES
No. 6 Eff 10/1/74—Rec'd 10/7/74.
Morning Commute (MC)—Mon thru Fri 5:30-10 am.
Commute Club (CC)—Mon thru Fri 3-7 pm; Sat 6-10 am.
A—Mon thru Fri 5-5:30 am, 10 am-3 pm & 7-8 pm; Sat 10 am-9 pm; Sun 6 am-9 pm.
B—Mon thru Fri 8 pm-1 am; Sat & Sun 9 pm-1 am.

We're Number One with KEX . . . .

and KEX is Number One with Us!

and Thousands of Other Young Adults Like Us!*

Many young Adults 25-49 find that KEX Radio 1190 fits their Life Style. Why? Because KEX is Personality Radio at its Best . . . entertaining, informative and fun. And because KEX keeps young adults in the Portland area in touch with what's happening today!

*According to the April/May 1975 ARB, KEX Radio is Number One among Young Adult Listeners, 25-49, Monday through Sunday 6 AM to Midnight . . . average ¼ hour Total Survey area and Number One with the same group in average ¼ hour and Cume rating in the Metro area. And according to the January-February 1975 Pulse, KEX is Number One among Young Adult Listeners 25-49 in shares, 6 AM - 12 Midnight, Monday through Friday, "Central Zone". Subject to usual survey limitations.

If your Number One target is young adults 25-49, then your Number One buy should be KEX Radio 1190 in Portland, Oregon.

For more details, Contact your MAJOR MARKET REPRESENTATIVE or:

KEX RADIO/1190
Golden West Broadcasters
Portland, Oregon 97201

6. SPOT ANNOUNCEMENTS

	1 min				30 sec		
	MC	CC	A	*B	MC	CC	A
156 x	46	30	26	15	37	24	21
312 x	43	27	24	14	34	22	19
520 x	40	25	22	13	32	20	18
780 x	37	22	18	11	30	18	14
1040 x	36	19	16	10	29	15	13

(*) 1 min/less.
10 sec: 10-5:30 am, as available, 50% of 1-min.

7. PACKAGE PLANS

PER	MC				CC			
WK:	1 ti	12 ti	18 ti	24+	1 ti	12 ti	18 ti	24+
1 min	55	49	44	44	30	27	25	23
30 sec	44	39	35	32	24	22	20	18
	A				*B			
1 min	26	24	22	20	17	15	14	13
30 sec	21	19	18	16	----	----	----	----

(*) 1 min/less.

CIRCULATION PLAN
Plan 1—1/4MC, 1/4CC, 1/6A, 1/3B.
Plan 2—1/6MC, 1/6CC, 1/2A, 1/6B.

PER WK, EA:	12 ti	18 ti	24 ti
1 min	25.00	23.00	20.00
30 sec	20.00	18.40	16.00

10. SPECIAL FEATURES
NEWS & SPORTS—ROTATE MON THRU SAT

5 MIN:	MC	CC	A
3 ti	60	36	32
6 ti	60	33	29

Premier News—7-7:15 am, 1-min/less, flat 60.00
Spots with exception of C combinable for discount.
Edited by Linda Lyons.

KGAR
1963
VANCOUVER, WASH.

Media Code 4 238 6100 0.00
KGAR, Box 1887, 2508 Walnut St., Vancouver, Wash. 98660. Phones 206-693-5970, 503-285-5575.

STATION'S PROGRAMMING DESCRIPTION
KGAR: Programmed for young adults, Mon thru Sat noon. Programmed for Black audience Sat noon thru Sun.
MUSIC: M-Sat noon: Contemporary. Current Top 20 hits, 60% current & 40% Gold. All from singles & albums. Sat noon-Sun: R & B. Current Top 20 hits & Golden Top 30, 70% current & 30% Gold. All from singles & albums. Sun features Black oriented Religious programs. AIR PERSONALITIES (4 rock DJ's, 3 Black, R & B DJ's) NEWS: 5 min at :60, local, regional, national, international. Expanded 15-min at 7 am, 12N & 5 pm. Contact Representative for further details. Rec'd 3/16/73.

1. PERSONNEL
Licensee—Gordon A. Rogers.
Gen'l Sta. & Sales Mgr.—R. T. (Bob) Fletcher.

2. REPRESENTATIVES
California—Ray Rhodes and Company.
Seattle, Portland—James C. Fletcher, Inc.

3. FACILITIES
1,000 w.; 1550 kc. Non-directional.
Operating schedule: Daytime. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b, 22b, 24b, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60l, 61b, 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Affiliated with Mutual Black Network.

TIME RATES
Eff 1/1/73—Rec'd 3/16/73.

5. SPOT ANNOUNCEMENTS

PER YR:	240x	300x	350x	400x
1 min	9	8	7	6
30 sec	7	6	5	4
15 sec	6	5	4	3

7. PACKAGE PLANS

Per Day.	Per Wk:	Per Mo:	1 min	30 sec	15 sec
4 ti	6 ti	20 ti	9	8	7
6 ti	12 ti	50 ti	8	7	6
8 ti	24 ti	80 ti	7	6	5
10 ti	36 ti	100 ti	6	5	4

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
Ea (minimum 13)	15	25	35	50

10. SPECIAL FEATURES
5-MINUTE NEWS

PER MO:	6 ti	12 ti	24 ti	36 ti
Ea	13.50	13.00	12.50	11.50
PER YR:	25x	50x	100x	150x
Ea	13.00	12.50	11.50	11.00

KGON (FM)
1967
PORTLAND

RAB

Media Code 4 238 6215 0.00
KGON, Inc., Box 22125, Portland, Ore. 97222. Phone 503-655-9181.
Other office: McCoy Broadcasting Co., 800 E. Girard Ave., Denver, Colo. 80231. Phone 303-771-8230.

STATION'S PROGRAMMING DESCRIPTION
KGON (FM): Programmed for young adults.
MUSIC: popular rock, top 40 & album. NEWS: local UPI, Earth news, Zodiac. News director. 6 AIR PERSONALITIES handle all other segments. In-house public affairs & specials. COMMERCIAL POLICY. maximum 10 minutes per hour. Contact Representative for further details. Rec'd 7/15/74.

1. PERSONNEL
President—Heber H. Smith.
General Manager—Craig W. McCoy.
Program Director—Robert V. Brooks.

2. REPRESENTATIVES
Eastman Radio, Inc.
Seattle—The Tacher Company.

3. FACILITIES
ERP 100,000 w.; 92.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.

4. AGENCY COMMISSION
15%.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11f, 12b, 13b, 14b, 15a, 15d.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 30.
Contracts: 40a, 40c, 41a, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb. Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KYXI.
Affiliated with Eastman Radio Network.
Sold in combination with KYXI. See UNIPAC rates.

TIME RATES
Eff 4/1/75—Rec'd 3/31/75.
AA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight.
A—Mon thru Fri 6 am-3 pm; Sat 6-10 am; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER DAY:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	20	18	16	14	12
30 sec	16	14	13	11	10
CLASS A					
1 min	18	16	14	12	10
30 sec	14	13	11	10	8

10 sec: 60% of 1-min.
Submitted by Craig W. McCoy.

KGW
1922
PORTLAND

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 6270 5.00
King Broadcasting Co., KGW Broadcast Center 1501 S. W. Jefferson St., Portland, Ore. 97201. Phone 503-224-8620. TWX 910-464-6150.

STATION'S PROGRAMMING DESCRIPTION
KGW: Programmed for young adults.
MUSIC: Contemporary rock. NEWS: 7 min at :60. COMMERCIAL POLICY: Maximum of 14 units per hour including news. Contact Representative for further details. Rec'd 8/3/73.

1. PERSONNEL
Manager—Keith A. Lollis.
Program Director—Mike Phillips.
Local Sales Manager—Jim Woodyard.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w.; 620 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 14e.
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 29e.
Contracts: 40c, 44b, 45, 46, 47a.
Comb. Cont. Discounts: 60e, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73b.
FM facilities: KINK (FM).
Affiliated with Blair Represented Network.
In the event of revision of station rates or discounts, any continuous broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of short rata or loss of discounts on previous broadcasts for a period of not more than 13 weeks from the effective date of such revision.
Multi brands may be combined for frequency discount purposes.
Rates include station production services as available, station transcriptions, libraries and records. Rates also include news service and editing charges in the purchase of newscasts. Total package commissionable to recognized agencies.

TIME RATES
No. 37 Eff 8/15/74—Rec'd 11/6/74.
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-8 pm.
A—Mon thru Sun 8 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	38 ti
CLASS AA						
PER YR:		300x	500x	750x	1000x	1500x
1 min	55	53	51	49	47	45
30 sec	44	42	41	39	38	36
CLASS A						
1 min	45	43	41	39	38	37
30 sec	36	34	33	31	30	29

10 sec: 60% of 1-min.

10. SPECIAL FEATURES
5 MINUTE NEWS

PER WK:	1 ti	6+
AA	60	55
A	50	45

CONSECUTIVE WEEK DISCOUNT
52 wk—8%, applies to spots & newscasts.
Special feature—Mon thru Sun 5:30-6 am, 1-min 25.00; 30-sec 20.00.
All Night Show—Mon thru Sun midnight-5:30 am, 1-min/less 10.00. Not combinable for frequency discount.
Talk Show—Sun 6-10 am, flat per min, 15.00; 30-sec/less, flat 12.00.

KINK (FM)
1968
PORTLAND

NAB RAB

Media Code 4 238 6300 0.00
King Broadcasting Co., 1501 S. W. Jefferson St., Portland, Ore. 97201. Phone 503-224-8620. TWX 910-464-6150.
See affiliated AM station for additional information.
AM facilities: KGW.

STATION'S PROGRAMMING DESCRIPTION
KINK (FM): Programmed for young adults.
MUSIC: albums, mixing rock & folk rock. NEWS: 3 min at :55. COMMERCIAL POLICY: maximum 10 units per hour. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
Station Manager—Jeff Douglas.
National Sales Managre—Keith Lollis.
Local Sales Manager—Wes Lee
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,611 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 5/12/75.
AA—3 pm-midnight.
A—6 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	38 ti
CLASS AA					
1 min	20	19	18	16	15
30 sec	17	16	15	14	13
CLASS A					
1 min	17	16	15	13	12
30 sec	14	13	12	11	10

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10%

7. PACKAGE PLANS

PER	AA				A			
YR:	300x	500x	750x	1000x	300x	500x	750x	1000x
1 min	19	18	17	15	16	15	14	12
30 sec	16	15	14	13	13	12	11	10

Edited by Jeff Douglas.

KISN
1939
VANCOUVER, WASHINGTON
A Star Station

Buckley Radio Sales, Inc.
Contemporary

RAB

Media Code 4 238 6380 2.00
Star Broadcasting, Inc., 10 N. W. 10th Ave., Portland, Ore. 97209. Phones 503-226-7191, 206-693-7422.

STATION'S PROGRAMMING DESCRIPTION
KISN: Programmed for young adults and teens.
Contact Representative for further details. Rec'd 1/3/72.

1. PERSONNEL
Chairman of the Board—Don W. Burden.
Pres & Gen'l Mgr.—Sol Rosinsky.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Seattle—Simpson/Reilly & Associates Co.
3. FACILITIES
5,000 w.; 910 kc. Directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 24b, 25a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60g.
Sold in combination with WIFE, WIFE-FM Indianapolis, Ind. & KOIL, KEFM Omaha, Neb. See WIFE for discounts.

TIME RATES
No. 5 Eff 11/1/69- Rec'd 11/10/69.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.
A—All other times.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

	Plan		
1 MIN:	1	2	3
5:30-10 am	6	4	3
10 am-3 pm	12	8	6
3-7 pm	6	4	3
7 pm-midnight and/or wknds	12	8	6
PER WK, EA:	38 ti	24 ti	18 ti
1 min	29.00	30.00	31.00

Total Audience Plan spots do not contribute toward frequency of rotating plans spots.

1-MINUTE ROTATING PLAN PACKAGES

PER WK:	36 ti	24 ti	18 ti	12 ti
AAA	36.00	37.00	38.00	39.00
AA	34.00	35.00	36.00	37.00
A	18.00	18.50	19.00	19.50

30 sec or less: 75% of 1-min.
10 sec or less: 50% of 1-min.

10. SPECIAL FEATURES
5 MINUTE NEWS—FIXED

	1x	26x	52x	104x	156x	260x	312x	500x
AAA	58	57	56	55	54	53	52	51
AA	48	47	46	45	44	43	42	41
A	33	32	31	30	29	28	27	26

Edited by Joe Rosinsky.

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

KJIB (FM)
1968
PORTLAND

Park Broadcasting

KATZ RADIO

Media Code 4 238 6435 4.00
Contemporary FM Inc., 931 S. W. King Ave., Portland, Ore. 97205. Phone 503-228-4393.
See affiliated AM station for additional information
AM facilities: KWJJ.

STATION'S PROGRAMMING DESCRIPTION
KJIB (FM): Programmed for adults & young adults.
MUSIC: contemporary, MOR. COMMERCIAL POLICY: maximum 14 minutes per hour including news. Contact Representative for further details. Rec'd 8/26/74.

1. PERSONNEL
President—Roy H. Park.
Vice-President—Roger Turner.
General Manager—James J. Opaitnik.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
ERP 50,000 w.; 99.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 874 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with KWJJ. See that listing for rates.

TIME RATES
No. 4 Eff 6/6/74—Rec'd 6/26/74.
AA—Mon thru Sun 10 am-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	12	11	10	9
A	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
ROS: Flat 4.00.

KKEY
1954
PORTLAND

Media Code 4 238 6490 0.00
Western Broadcasting Co., Box 3361, Portland, Ore. 97208. Phone 503-222-1150.

STATION'S PROGRAMMING DESCRIPTION
KKEY: People-to-people telephone talk 9 am-5 pm. Modern western music 6-9 am & 5 pm-local sunset. COMMERCIAL POLICY: 1 announcement per hour per advertiser. Rec'd 4/1/74.

1. PERSONNEL
President—Ralph C. Weagant.
General Manager—Ernest E. Crater.
3. FACILITIES
5,000 w.; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only: 20 days
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 24b, 25a, 26, 29a.
Contracts: 40a, 41, 44a, 45, 46, 50, 51e.
Comb.; Cont. Discounts: 60b, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS
ROS—6-9 AM & 5 PM-LOCAL SUNSET

PER WK:	1 ti	3 ti	5 ti	10+
1 min	10	9	8	6

30 sec/less: 80% of 1-min.
Minimum 5 spots.

9. PARTICIPATING PROGRAMS
TALK SHOWS—9 AM-5 PM

	1 ti	3 ti	5 ti
Per wk, 5 spots minimum	20	17	15

KLIQ
1948
PORTLAND

NAB

Subscriber to the NAB Radio Code
Media Code 4 238 6600 3.00
Cascade Broadcasting Corp., Broadcast Sq., Oaks Park, Portland, Ore. 97202. Phone 503-234-8448.

STATION'S PROGRAMMING DESCRIPTION
KLIQ: MUSIC: Sound of 40's noon-sign-off. Conservative news & talk programs in morning until noon. NEWS: 3 min at :60 & :30. Contact Representative for further details. Rec'd 12/9/74.

1. PERSONNEL
President—David M. Jack.
Station Manager—Aileen Goodman.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28c, 29a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 71a, 73a.
Prod. Services: 82.

TIME RATES
Eff——————Rec'd 3/29/73.

6. SPOT ANNOUNCEMENTS

PER DAY:	1 ti	2 ti	3 ti	5 ti
30 sec	16	14	12	10
PER WK:	5 ti	10 ti	15 ti	25 ti
30 sec	13	11	9	8
PER MO:	20 ti	40 ti	60 ti	100 ti
30 sec	12	10	8	7
PER YR:	260x	520x	780x	1300x
30 sec	10	8	7	6

1 min: Per spot, extra 50%.

KLSC
1949
PORTLAND

Media Code 4 238 6655 7.00
Romito, Inc., 4700 S. W. Council Crest Dr., Portland, Ore. 97201. Phone 503-226-7676.
See affiliated FM station for additional information.
FM facilities: KPAM (FM).

STATION'S PROGRAMMING DESCRIPTION
KLSC: Programmed for adults.
MUSIC: 95% classic gold, golden oldies from the 50's & early 60's. NEWS: 5%. 3-man news staff. Five 5-min newscasts per day. SPORTS: 5 min, 8:05 am & 4.05 pm. COMMERCIAL POLICY: Maximum 12 commercial minutes per hour with a maximum of 6 stop sets per hour. Contact Representative for further details. Rec'd 11/5/73.

1. PERSONNEL
Program Director—Bill Drake (Drake-Chenault).
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
5,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
5. GENERAL ADVERTISING See coded regulations
Sold in combination with KPAM (FM). See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/75—Rec'd 4/7/75.
AA—Mon thru Fri 3-*7 pm; Sat & Sun 10 am-*5 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-local sunset; Sun 6-10 am & 5 pm-local sunset.
Mon thru Sat 6-10 am see KPAM (FM)/KLSC combination rates under KPAM (FM) listing.
(*) or local sunset.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
CLASS AA					
1 min	17	16	15	14	13
30 sec	14	13	12	11	10
CLASS A					
1 min	14	13	12	11	10
30 sec	12	11	10	9	8

10 sec: 60% of 1-min.
500 x annual rate: 36 ti wkly rate.

KOIN
1924
PORTLAND
CBS Radio Network

AVCO RADIO SALES

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 6710 0.00
Mount Hood Radio & Television Broadcasting Corp., 140 S. W. Columbia St., Portland, Ore. 97201. Phone 503-228-3333.

STATION'S PROGRAMMING DESCRIPTION
KOIN: Programmed for adults.
NEWS: network & local every 1/2 hr. 28 man news staff combined with TV operation. SPORTS: pro basketball & football; tele/talk show 6-7:30 pm M-Sat. FEATURES: traffic reports, weather & sports commentary. MUSIC: MOR singles & albums. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
General Manager—Richard J. Butterfield.
Station Manager—J. Robert McGill.
Program Manager—Jack Hayes.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
5,000 w.; 970 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.
Partial simulcast operation. Simulcast midnight-6 am. For non-simulcast facilities, see KOIN-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with Avco Group Plan.

TIME RATES
AM/FM COMBINATION
No. 1 Eff 3/15/75—Rec'd 2/26/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun 8 am-7 pm.
B—Mon thru Sun 7:30 pm-midnight.
C—Mon thru Sun midnight-1 am & 5-6 am.

(This listing continued on next page)

OREGON

Portland—KOIN—Continued

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	156x	312x	520x	780x	1040x
AAA	40	36	34	32	30
AA	35	31	29	27	25
A	30	28	26	24	23
B	25	23	21	19	17

C: Flat 5.00.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: 70% of AM/FM combination.
Submitted by J. R. McGill.

KOIN-FM
1948
PORTLAND

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 238 6725 8.00
Mount Hood Radio & Television Broadcasting Corp., 140 S. W. Columbia St., Portland, Ore. 97201. Phone 503-228-3333.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KOIN-FM: MUSIC: midnight-7 pm popular & standard for adult audience. 7 pm-midnight specially scripted & arranged program of concert music. NEWS & weather at :60. Contact Representative for further details. Rec'd 8/5/74.

8. FACILITIES
ERP 100,000 w., 101.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,644 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see KOIN.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Avco Group Plan.
Sold in combination with KOIN. See that listing.

TIME RATES

6. SPOT ANNOUNCEMENTS
30% of AM/FM combination.

9. PARTICIPATING PROGRAMS
CONCERT HALL—7 PM-MIDNIGHT

	1x	78x	312+
1 min	15	12	10
30 sec	12	10	8

JAZZ CONCERT—SAT & SUN 4-7 PM

	1 min	30 sec
1 ti	10	8

Edited by J. R. McGill.

KPAM (FM)
1948
PORTLAND

ABC-FM Spot Sales, Inc.

Media Code 4 238 6820 7.00
Romito, Inc., 4700 S. W. Council Crest Dr., Portland, Ore. 97201. Phone 503-226-7676.

STATION'S PROGRAMMING DESCRIPTION
KPAM (FM): Programmed for adults 18-34 plus teens.
MUSIC: 99%: 8 oldies, 8 current hits per hr. 7 AIR PERSONALITIES handle musical segments. NEWS: 1%. 3-man news staff. Three 10-min newscasts per day. 2 public service spots per hr live. COMMERCIAL POLICY: Maximum 10 minutes per hour with a maximum of six stop sets per hour. Contact Representative for further details. Rec'd 11/5/73.

1. PERSONNEL
President—Walter P. Rossman.
General & Sales Manager—Fred C. Delahay.
Program Director—Michael O'Brien.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 40,000 w. (vert.); 97.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,200 ft. above average terrain.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 4a, 4d, 5, 7a.
AM facilities: KLSC.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 5/1/75—Rec'd 4/7/75.
AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-5 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-1 am; Sun 6-10 am & 5 pm-1 am.
Mon thru Sat 6-10 am see combination below.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
Sun.					
1 min	22	21	20	19	18
30 sec	19	18	17	16	15
CLASS A					
1 min	20	19	18	17	16
30 sec	17	16	15	14	13

10 sec: 60% of 1-min.
500 x annual rate: 36 ti wkly rate.

KPAM (FM)/KLSC COMBINATION
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 5/1/75—Rec'd 4/7/75.
AA—Mon thru Fri 6-10 am & 3-*7 pm; Sat & Sun 10 am-*5 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-*1 am; Sat & Sun 6-*10 am & 5 pm-*1 am.
(*) Or local sunset on KLSC.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	34	33	31	29	27
30 sec	28	27	25	23	21
CLASS A					
1 min	29	27	25	23	21
30 sec	24	22	20	18	16

10 sec: 60% of 1-min.
500 x annual rate: 36 ti wkly rate.

KPDQ
1947
PORTLAND

NAB

Subscriber to the NAB Radio Code

Media Code 4 236 6930 4.00
KPDQ, Inc., 4903 N. E. Sandy Blvd., Portland, Ore. 97213. Phone 503-282-3232.

STATION'S PROGRAMMING DESCRIPTION
KPDQ: Programmed for adults.
RELIGIOUS: non-denominational format. Local & nationally syndicated religious programs, sacred music. NEWS: 5-min at :30 during music segments; 15-min summaries 6:15 am & 5:15 pm. Commentator 5 pm. Rec'd 5/18/73.

1. PERSONNEL
President—John W. Davis.
General Manager—Robert W. Ball.
Sales Manager—Donald Lucich.

3. FACILITIES
1,000 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 3/1/73—Rec'd 5/18/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	312x
1 min	16.00	15.50	15.00	14.00	13.00	12.00
30 sec	12.00	11.50	11.00	10.00	9.00	8.00

7. PACKAGE PLANS

PER MO:	5 ti	10 ti	25 ti	50 ti	100 ti
1 min	14	13	12	11	10
30 sec	11	10	9	8	7

ROS—15% discount yrly contract.
AM/FM COMBINATION
Applicable AM rates plus 25%. Simulcast or separate, subject to availability.

KPDQ-FM
1961
PORTLAND

NAB

Media Code 4 236 6931 2.00
KPDQ, Inc., 4903 N. E. Sandy Blvd., Portland, Ore. 97213. Phone 503-282-3232.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KPDQ-FM: Programmed for adults.
RELIGIOUS: non-denominational format. Local & nationally syndicated religious programs, sacred music. NEWS: 5-min at :30 during music segments; 15-min summaries 6:15 am, 12N, 5:15 pm & 1:15 am. Commentator 5 pm. Rec'd 5/18/73.

3. FACILITIES
ERP 57,000 w.; 93.7 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.—937 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KPDQ. See that listing for rates.

TIME RATES
Eff 3/1/73—Rec'd 5/18/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	312x
1 min	10	9	8	7	6	5
30 sec	9	8	7	6	5	4

7. PACKAGE PLANS

PER MO:	5 ti	10 ti	25 ti	50 ti	100 ti
1 min	9.50	9.00	8.00	7.00	6.00
30 sec	8.50	8.00	7.00	6.00	5.00

ROS—15% discount, yrly contract

KPOK
1923
PORTLAND

Alan Torbet Associates, Inc.
Modern Country

Media Code 4 238 7150 8.00
KPOJ, Inc., 1019 S. W. 10th Ave., Portland, Ore. 97205. Phone 503-227-3484.

STATION'S PROGRAMMING DESCRIPTION
KPOK: Programmed for general appeal 18-49.
MUSIC: country. NEWS & SPORTS: local and national at :15. Contact Representative for further details. Rec'd 10/1/74.

1. PERSONNEL
General Manager—Bob Oxarart.
General Sales Manager—Larry Andersen.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Broadcast Northwest.

3. FACILITIES 5,000 w.: 1330 kc. Directional.
Operating schedule: 24 hours daily, PST.

4. AGENCY COMMISSION
15/0: 10th following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4d, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 21a, 22a, 22b, 23a, 24a, 24c, 28b, 28c, 29a, 29b, 33b.
Contracts: 40c, 41, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60f, 61b.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KUPL (FM).
Affiliated with ATA Radio Network.

TIME RATES
Eff 2/1/75—Rec'd 2/27/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	AAA	AA	A	AAA	AA	A
6 ti	17	16	15	15	14	13
12 ti	16	15	14	14	13	12
18 ti	15	14	13	13	12	11
24 ti	14	13	12	12	11	10

Midnight-6 am: 30-sec or 1-min, 5.00.

PER WK, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11
30 sec	12	11	10	9

AM/FM COMBINATION
KPOK 2/3, KUPL (FM) (1/3

1 min	22	21	20	19
30 sec	20	19	18	17

KPOK/KUPL (FM) combine to earn frequency discount. Must run concurrently.
Submitted by Bob Oxarart.

KQFM (FM)
1948
PORTLAND

Media Code 4 238 7260 5.00
Point-O-Salescast, Inc., Box 644, Portland, Ore. 97207. Phone 503-227-6681.

1. PERSONNEL
General Manager—Dave Myers.
Program Director—Jim Liniger.
Sales Manager—Ted Thompson.

3. FACILITIES
ERP 100,000 w.; 100.3 mc
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24, 28a, 33b.
Contracts: 40a, 41, 44b, 51a.
Comb.: Cont. Discounts: 60h, 61b, 62d.
Cancellation: 70a, 70e, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 26 Eff 8/1/74—Rec'd 8/27/74.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	156x	312x	520x	780x	1040x
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50
10 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

10 sec ID's: 50% of 1-min.
6 am-midnight.

7. PACKAGE PLANS

TAP.	Weekly				Monthly		
EA:	6 ti	12 ti	18 ti	24 ti	50 ti	75 ti	100 ti
1 min	11.00	10.00	9.00	8.00	9.00	8.00	7.00
30 sec	8.25	7.50	6.75	6.00	6.75	6.00	5.25

10 sec ID's: 50% of 1-min.
6 am-midnight.

KQIV (FM)
1972
LAKE OSWEGO

Media Code 4 238 7327 2.00
Brotherhood Broadcasting Co., 314 S. W. 9th Ave., Portland, Ore. 97205. Phone 503-225-0509.
Mailing address: Box 8933, Portland, Ore. 97208.
Studio/Offices: 4139 Harrison, Milwaukie, Ore. 97222.
Phones 503-653-2270, 2271, 9040.

STATION'S PROGRAMMING DESCRIPTION
KQIV (FM): Programmed for ages 18-60.
MUSIC: R & B and jazz, LP features. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
Gen'l Mgr. & Prog./Music Dir.—Roy Jay.
Sales Manager—Ace Anderson.
Business Administration Officer—Betty Fulmore.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mc. Quadraphonic.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 600 ft. above average terrain.

4. AGENCY COMMISSION
15% time only. 20% 3000.00+bulk.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 14c.
Basic Rates: 20a, 22b, 23a, 24c.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Mutual Black Network.

TIME RATES
No. 4 Eff 8/1/74—Rec'd 8/6/74.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
1 x	15	10	10	8
26 x	13	8	8	6
51 x	10	6	7	5
101-200 x	7	4	5	3

A: 1 min, flat 5.00 A: 30 sec, flat 3.00

7. PACKAGE PLANS

QUAD IMPACT:	1 min	30 sec
1/3AAA, 1/3AA, 1/3A	10	6

Edited by Roy Jay.

KRDR
1956
GRESHAM

mutual broadcasting system, inc.

RAB

Media Code 4 238 7395 9.00
Community Communications Corp., Box 32, Gresham, Ore. 97030. Phone 503-667-1230.

STATION'S PROGRAMMING DESCRIPTION
KRDR: MUSIC: Country; all country hits from weekly record surveys, interspersed with country classics. Personality DJ's. NEWS: 5 min at :60. Contact Representative for further details. Rec'd 10/15/74.

1. PERSONNEL
Chm. of Bd. & Co-Mgr.—David J. Benjamin, III.
Pres. & Co-Mgr.—Charles W. Banta.
Program Director—Don Coss.

2. REPRESENTATIVES
San Francisco—Don R. Pickens Co.
Other—Call collect 1-503-667-1230.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 4a.
Contracts: 40a.
Cancellation: 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 6/1/75—Rec'd 6/5/75.
AA—6-10 am & 4-7 pm.
A—10 am-4 pm.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	13x	52x	156x	312x	468x	624x	1040x
AA	16.00	15.00	14.00	13.00	12.00	11.50	11.00	10.00
A	15.00	14.00	13.00	12.00	11.00	10.50	10.00	9.00
ROS	14.00	13.00	12.00	11.00	10.00	9.50	9.00	8.00
30 SEC:								
AA	12.00	11.25	10.50	9.75	9.00	8.75	8.25	7.50
A	11.25	10.50	9.75	9.00	8.25	8.00	7.50	6.75
ROS	10.50	9.75	9.00	8.25	7.50	7.25	6.75	6.00

20 sec: 60% of 1-min. 10 sec: 50% of 1-min.
Midnight-6 am, flat per spot 2.00.
Combinable for frequency discount.

3. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1x	150	100	75	50

10. SPECIAL FEATURES
Newscasts—network & local at :60, 1-min plus 2.00.
Submitted by Charles W. Banta.

KUIK
1954
HILLSBORO

NAB RAB

Media Code 4 238 7492 4.00
Sho-N-Tel, Inc., Box 496, Hillsboro, Ore. 97123. Phone 503-640-1360.

STATION'S PROGRAMMING DESCRIPTION
KUIK: MUSIC: adult contemporary rock. NEWS: network at :55, expanded local & regional M-F at 7, 8 am, noon, 4 & 5 pm. 2 min community events at :30. SPOBTS: 5 min at 8:05 am M-Sat. 2 min local sports comment at :30. Network sports Sat & Sun. 8 network sportscasts daily M-F. University football live. Spanish language programming Sun am. Rec'd 2/14/75.

1. PERSONNEL
General Manager—Richard K. Millison, Jr.
Program—Pete Truax.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7a.
Basic Rates: 20b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff 5/1/73—Rec'd 6/14, 1973.
AA—6-9 am, noon-1 pm & 3:30-6:30 pm.
A—9 am-noon, 1-3:30 pm & 6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec
300 x	4.50	4.00
500 x	4.00	3.50

7. PACKAGE PLANS

PER WK, *ROS:	40 ti	30 ti	20 ti	10 ti	1 ti
1 min	4.50	5.00	5.50	6.00	6.50
30 sec	3.50	4.00	4.50	5.00	5.50
SPECIFIED:					
1 min	5.00	5.50	6.00	6.50	7.00
30 sec	4.00	4.50	5.00	5.50	6.00

(*) 60% AA, 40% A.

(This listing continued on next page)

10. SPECIAL FEATURES

NEWS

PER YR:				300x	500x
5 min				5.00	4.50
PER WK, *ROS:	40 ti	30 ti	20 ti	10 ti	1 ti
5 min	5.00	6.00	7.00	8.00	9.00
SPECIFIED:					
5 min	5.50	6.50	7.50	8.50	9.50

(*) 60% AA, 40% A.

CONSECUTIVE WEEK DISCOUNT

13 wk— 5% 39 wk—15%
26 wk—10% 52 wk—20%

KUPL (FM)

1948
PORTLAND

Alan Torbet Associates, Inc.

Media Code 4 238 7541 8.00

KPOJ Inc., 1019 S. W. 10th Ave., Portland, Ore. 97205. Phone 503-221-0760.

See affiliated AM station for additional information.

AM facilities: KPOK.

STATION'S PROGRAMMING DESCRIPTION

KUPL (FM): MUSIC: Popular, primarily instrumental.

2. REPRESENTATIVES

Alan Torbett Associates, Inc.
Broadcast Northwest.

3. FACILITIES

ERP 100,000 w. (horiz.) 48,000 w. (vert.); 98.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,100 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4d, 6a, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 21a, 22a, 22b, 23a, 24a, 24c, 28b, 29a, 29b, 33b.
Contracts: 40c, 41, 44b, 45, 46, 47a, 38, 50, 51c.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Sold in combination with KPOK. See that listing for rates.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 2/1/75—Rec'd 2/27/75.
AAA—Mon thru Sat 9 am-8 pm; Sun noon-8 pm.
AA—Mon thru Sun 6-9 am & 8 pm-midnight.

6. POT ANNOUNCEMENTS

	1 min				30 sec			
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	19	18	17	16	17	16	15	14
AA	18	17	16	15	16	15	14	13

Midnight-6 am: 30-sec or 1-min, 5.00.

ROS:	16	15	14	13	14	13	12	11

KUPL (FM)/KPOK combine to earn frequency discount. Must run concurrently.

KVAN

1956
VANCOUVER, WASH.

Media Code 4 238 7590 5.00

New Broadcasting Corp., 11197 N. Portland Rd., North Portland, Ore. 97203. Phone 503-286-8181.
Mailing Address—Box 7, North Portland, Ore. 97043.
San Francisco Office: 1170 Guerrero St., San Francisco, Calif. 94110 Phone 415-824-9446.

STATION'S PROGRAMMING DESCRIPTION

KVAN: MUSIC: Progressive rock playing current most popular & best selling albums. Contact Representative for further details. Rec'd 1/31/75.

1. PERSONNEL

President—Howard R. Slobodin.
Program Director—Bill A. Brill.
Sales Manager—Ivan Kafoury.

2. REPRESENTATIVES

The Sandeberg-Glenn Company.

3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION

15/5 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.

TIME RATES

Eff ——— Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

PER MO, ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	10.00	9.00	8.50	8.00	7.00

10 sec: 50% of 1-min.
ROS schedule annual contract, 500 x, rebate at end of contract, 10% discount.

KWJJ

1925
PORTLAND

AMERICAN ENTERTAINMENT RADIO NETWORK

KATZ RADIO

Media Code 4 238 7700 0.00

KWJJ Broadcasting Co., a Div. of Roy H. Park Broadcasting of Roanoke, Inc., 931 S. W. King Ave., Portland, Ore. 97205. Phone 503-228-4393. TWX 910-464-8094.

STATION'S PROGRAMMING DESCRIPTION

KWJJ: Programmed for adults.
MUSIC: modern country. All night program for truckers. NEWS: 5 min local at :60 M-Sat 5 am-9 pm; network at :30 M-Sun 4:30 am-9:30 pm; network news commentator 7:05 am M-F & 12:05 am M-Sat. RELIGIOUS: 8-10 pm M-F. COMMERCIAL POLICY: 14 minutes per hour. Contact Representative for further details. Rec'd 7/7/75.

1. PERSONNEL

President—Roy H. Park.
Vice-President— Roger Turner.
General Manager—James J. Opsitnik.

2. REPRESENTATIVES

Katz Radio.
Seattle—Art Moore & Assoc., Inc.

3. FACILITIES

50,000 w. days, 10,000 w. nights; 1080 kc.
Directional—same patterns, day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 3a, 3b, 2d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 13b, 14b, 15a, 15c, 15e.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 44a, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c.
Cancellation: 70c, 71a, 72a, 73b.
Prod. Services: 82.
FM facilities: KJIB (FM).
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES

KWJJ/KJIB (FM) COMBINATION
No. 1 Eff 6/6/74—Rec'd 6/26/74.
AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-7 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Sun thru Sat 7 pm-midnight.
C—Tues thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	44	42	40	38	36
AA	40	38	36	34	32
A	38	36	34	32	30
B	24	22	20	18	16

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
C: Flat 10.00.
AM only; Deduct 4.00 per 1-min spot.

10. SPECIAL FEATURES

5-min news—1-1/2x applicable 1-min rate.

KXL and KXL-FM

1926 1960
PORTLAND

KAYE-SMITH RADIO

Subscriber to the NAB Radio Code

Sold in Combination Only: Programmed Separately.

Media Code 4 238 7810 7.00

Kaye-Smith Radio, Box 22106 S. E. 82nd and Sunnyside Rd., Portland, Ore. 97222. Phone 503-654-3193.

1. PERSONNEL

Executive Director—Lester M. Smith.
Station Manager—Ray Watson.
Sales Manager—Don McCoun.

2. REPRESENTATIVES

McGavren-Guild, Inc.

3. FACILITIES

50,000 w. days; 750 kc.
Directional—same pattern, all hours.
Operating schedule, 6 am-local sunset. PST.
FM—ERP 100,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 920 ft. above average terrain.

4. AGENCY COMMISSION

15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21d, 22a, 24c, 28b, 32b.
Contracts: 40a, 41, 46, 47a.
Comb. Cont Discounts: 60a, 60f.
Cancellation: 70a, 70e, 71a, 72, 73b.

TIME RATES

NATIONAL AND LOCAL RATES SAME
KXL/KXL-FM COMBINATION
No. P Eff 3/15/75—Rec'd 3/3/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.
B—Mon thru Sun 7 pm-midnight.
C—Tues thru Sun midnight-6 am.

7. PACKAGE PLANS

PER WK:	AAA 1 min	AAA *	AA 1 min	AA *	A 1 min	A *	B 1 min	B *
6 ti	42	34	34	29	30	24	20	17
12 ti	39	32	29	25	26	22	19	16
18 ti	36	29	26	22	24	20	18	15
24 ti	32	26	23	19	22	18	17	14

10 sec: 60% of 1-min.
(*) 30 sec.

KYXI

1947
OREGON CITY

EASTMAN RADIO, INC.

RAB

Media Code 4 238 7920 4.00

KYXI Inc., Box 22125, Portland, Ore. 97222. Phone 503-656-1441.
Other office: McCoy Broadcasting Co., 8000 E. Girard Ave., Denver, Colo. 80231. Phone 303-750-3330.

STATION'S PROGRAMMING DESCRIPTION

KYXI: Programmed for adults.
MUSIC: general popular, 90% album & 10% singles, featuring current selling & standards. NEWS: 30% national, 70% local. 5 min network news at :60, 5 min local at :30. News & information 6-9 am & 4-6 pm includes traffic, sports, special local & network features. Public opinion poll. Contact Representative for further details. Rec'd 4/22/75.

1. PERSONNEL

Pres. & Gen'l Mgr.—Herber H. Smith.
Program Director—Jim Liniger.

2. REPRESENTATIVES

Eastman Radio, Inc.
Seattle—The Tacher Company.

3. FACILITIES

50,000 w. days; 10,000 w. nights. 1520 kc.
Same pattern day and night.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11f, 12b, 13b, 14b, 15a, 15d.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 30.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KGON (FM).
Affiliated with Eastman Radio Network.
Affiliated with NBC.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/28/74.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE

WK:	6 ti	12 ti	18 ti	24 ti	30 ti	———	———
MO:	———	———	50 ti	75 ti	100 ti	———	———
YR:	30x	65x	130x	260x	520x	780x	1040x
AA	38	36	34	32	30	28	26
A	34	32	30	28	26	24	22
B	30	28	26	24	22	20	18
C	20	18	16	14	12	10	8

30 SECONDS

AA	30	29	27	26	24	22	21
A	27	26	24	22	21	19	18
B	24	22	21	19	18	16	15
C	16	14	13	11	10	8	6

10 sec: 60% of 1-min.

KYXI/KGON (FM) COMBINATION
No. 1 Eff 2/1/74—Rec'd 2/18/74.

7. PACKAGE PLANS

UNIPAC
6 AM-7 PM EQUAL ROTATION

PER WK: KYXI, 1 MIN:	12 ti	18 ti	24 ti
KGON (FM) 6 ti	412	538	646
9 ti	432	555	681
12 ti	452	572	716
15 ti	487	607	751
18 ti	496	642	786

30 sec: 80% of 1-min.
Submitted by Rita Deuchar.

PRINEVILLE

Crook County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KRCO

1950

NAB

Subscriber to the NAB Radio Code

Media Code 4 238 8030 1.00

Radio Central Oregon, Inc., Box K, Prineville, Ore. 97754. Phone 503-447-6239.

1. PERSONNEL

Pres. & Gen'l Mgr.—C. R. Matheny.

2. REPRESENTATIVES

Jack Masla & Co., Inc.
Portland-Seattle—The Tacher Company.
Denver, Salt Lake—Bob Illx Co., Inc.

3. FACILITIES

1,000 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST, DST.

4. AGENCY COMMISSION

15/0 time only; 20 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Member: Western States Radio Empire.

OREGON

TIME RATES

Eff 8/1/75—Rec'd 7/30/75.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	———
PER YR:	780x	520x	312x	156x	52x	1x
1 min	5.15	5.40	5.65	5.95	6.20	6.50
30 sec	4.30	4.60	4.85	5.15	5.40	5.65

10 sec: 60% of 1-min.
Submitted by C. R. Matheny.

REDMOND

Deschutes County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KPRB

1952

RAB

Subscriber to the NAB Radio Code

Media Code 4 238 8140 8.00

Big Sky Broadcasters, Inc., Box 787, Hwy. 97 N., Redmond, Ore. 97756. Phone 503-548-3100.

1. PERSONNEL

Manager—Gloria Phillips.

2. REPRESENTATIVES

J. A. Lucas & Co., Inc./JALCO.
Los Angeles—Savalli/Gates, Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-11 pm daily. PST.

4. AGENCY COMMISSION

15% no cash discount.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES

No. 1 Eff 9/1/58—Rec'd 9/2/58.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	5.00	4.75	4.50	4.25	3.75	3.50	3.00
30 sec	3.90	3.70	3.50	3.30	3.10	2.90	2.70
10 sec	2.80	2.47	2.34	2.21	2.08	1.95	1.82

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75
10 sec	2.00	1.75	1.50	1.25	———	———	———
PER MO:	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti	
1 min	4.75	4.50	4.25	4.00	3.75	3.50	
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	
10 sec	2.25	2.00	1.75	1.50	———	———	

Edited by Gloria Phillips.

1-1-75 MARKET DATA!

SRDS presents the *latest* figures for Consumer Market data. Population, Consumer Spendable Income, Total Retail Sales, market data summaries by states, *plus* metro area ranking tables are available in this issue!

Consult the table of contents for location.

R-N 6x

OREGON

REEDSPORT

Douglas County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

KDUN
1961

Media Code 4 238 8250 5.00
KDUN, Box 1470, Reedsport, Ore. 97467. Phone 503-271-3674.

1. PERSONNEL
Mgr. & Prog. Dir.—I. Jerome Kenagy.
2. REPRESENTATIVES
The Sandberg-Glenn Company.
Seattle, Portland—Art Moore & Assoc., Inc.
3. FACILITIES
5,000 w.; 1470 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. PST.
4. AGENCY COMMISSION
15% time and talent: 10 days.

TIME RATES
No. 104 Eff 6/67—Rec'd 6/19/67.

7. PACKAGE PLANS

	1 MINUTE				
YEARLY:	52x	104x	156x	260x	312x
WEEKLY:	(*)	12 ti	18 ti	24 ti	30 ti
Open	4.00	3.80	3.60	3.40	3.20
	30 SECONDS				
Open	3.20	3.04	2.88	2.72	2.56

(*) 6 ti or less.
10 sec ID's: 50% of 1-min.

ROSEBURG (3 AM; 1 FM)

Douglas County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

KQEN
1950

Media Code 4 238 8360 2.00
KQEN Broadcasters, Inc., Box 847, Roseburg, Ore. 97470. Phone 503-672-4464.

1. PERSONNEL
Owner & Manager—Lyle Fenner.
2. REPRESENTATIVES
Washington, Oregon—Simpson/Reilly & Associates Co.
San Francisco—Pacific Broadcast Sales.
3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 7/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS

	CLASS AA—6:30 8:30 AM & 4:30-6.30 PM						
WK:	1 ti	12 ti	16 ti	24 ti	30 ti	36 ti	.....
YR:	.....	104x	156x	260x	312x	520x	1000x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.00	4.75	4.45	4.10	3.60	3.00	2.50
	ROS						
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	4.50	4.25	3.90	3.55	3.00	2.50	2.00

10 sec: 50% of 1-min.
10. SPECIAL FEATURES
Newscast—7.50.

KRNR
1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 238 8470 9.00
Douglas County Tricasters, Inc., Box 916, 732 N. E. Garden Valley Rd., Roseburg, Ore. 97470. Phone Orchard 3-5551.

1. PERSONNEL
Pres., Mgr. & Sales Mgr.—James H. Johnson.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Portland-Seattle—Art Moore & Assoc., Inc.
3. FACILITIES
1000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/15/74—Rec'd 10/4/74.
AA—6:30-9 am & 3:30-6 pm and/or specified.
A—All other times.

9. SPOT ANNOUNCEMENTS

			CLASS AA				
WK:	1-5	10 ti	20 ti	30 ti	40 ti	50 ti	.....
YR:	50x	100x	200x	300x	400x	500x	1000x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	4.50	4.00	3.50	3.00	2.75	2.50	2.25
			CLASS A				
1 min	4.50	4.00	3.50	3.00	2.75	2.50	2.25
30 sec	3.50	3.00	2.50	2.25	2.00	1.85	1.75

KRSB (FM)
1970

Media Code 4 238 8520 1.00
W. R. R. Incorporated, Box 626, 630 S. E. Jackson St., Roseburg, Ore. 97470. Phone 503-672-6641.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Worden.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.
Operating schedule: 6 am-midnight.
Antenna ht.: 218 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 1/1/72—Rec'd 3/28/72.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	52x	104x	156x	260x	312x
1 min	4.95	4.65	4.40	4.05	3.85
30 sec	3.80	3.60	3.35	3.00	2.75
WKND, THURS THRU SUN:				1 min	30 sec
40 ti (10 per day), ea				3.45	2.40

KYES
1955

Media Code 4 238 8580 5.00
Douglas Broadcasters, Inc., Box 1138, 762 S. E. Pine St., Roseburg, Ore. 97470.

1. PERSONNEL
Manager—Elliott Motschenbacher.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.
3. FACILITIES
1,000 w. days; 950 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; 20 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Western State Radio Empire.

TIME RATES
Rates effective March 1, 1966.
Rates received January 31, 1966.

7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 ti, ea	5.50	4.40
12 per wk or 104 ti, ea	5.20	4.16
18 per wk or 156 ti, ea	5.00	4.00
24 per wk or 260 ti, ea	4.70	3.76
30 per wk or 312 ti, ea	4.40	3.52

ST. HELENS

Columbia County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KOHI
1959

Subscriber to the NAB Radio Code
Media Code 4 238 8690 2.00
Columbia County Broadcasters, Inc., Box 187, KOHI Bldg., 585 S. Columbia Hwy., St. Helens, Ore. 97051. Phone 397-1600.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Charles T. Brownlow.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 net time: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS
Rates are for station time and facilities 60%; services 40%.
Affiliated with American Entertainment Network.
Member: Western States Radio Empire.

TIME RATES
Rates effective ————.
Rates received March 4, 1966.

7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 ti	4.00	3.20
12 per wk or 104 ti	3.80	3.04
18 per wk or 156 ti	3.60	2.88
24 per wk or 260 ti	3.40	2.72
30 per wk or 312 ti	3.20	2.56

SALEM (4 AM; 1 FM)

Marion County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KBZY
1957

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 8910 4.00
The Salem Broadcasting Co., Box 308, Salem, Ore. 97308. Phone 503-364-6748.

1. PERSONNEL
President—Carl Fisher.
General Manager—John Vaughan.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Northwest—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15a
Basic Rates: 20a, 20b 21c, 22a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 33d.
Contracts: 40c, 41, 44a, 46, 49, 51b.
Comb.: Cont. Discounts. 60a, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.
The following rates include station time 60%; services 40%.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 6/13/75.
AA—Mon thru Sat 6 9 am & 3-6 pm.
A—Mon thru Sat 9 am-3 pm & 6 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

			CLASS AA			
PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
PER YR:	.....	.....	250x	500x	750x	1000x
1 min	7.50	7.00	6.50	6.00	5.75	5.50
30 sec	6.00	5.50	5.00	4.50	4.25	4.00
			CLASS A			
1 min	6.75	6.25	5.75	5.25	5.00	4.75
30 sec	5.25	4.75	4.25	3.75	3.50	3.25

15 sec: 50% of 1-min.

7. PACKAGE PLANS

	ROS—1/3AA, 2/3A					
PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
PER YR:	.....	.....	250x	500x	750x	1000x
1 min	7.00	6.50	6.00	5.50	5.25	5.00
30 sec	5.50	5.00	4.50	4.00	3.75	3.50

15 sec: 50% of 1-min.

THREE-DAY SPECIAL—BTA		
SUN THRU TUES, EA:	1 min	30 sec
15 ti	5.00	3.50
30 ti	4.50	3.00
B: Midnight-6 am (minimum 20 per mo)	2.00	1.75

10. SPECIAL FEATURES

NEWS, NAT'L/LOCAL:	*AA	*A	†B
5 min at :55	10.50	7.50	2.50

(*) Minimum 3 per wk/26 wks.
(†) Minimum 6 per wk/26 wks.

Edited by John Vaughan.

KCCS
1961

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 8960 9.00
The First Assembly of God Church, 2808 Market St., N. E., Salem, Oregon 97301. Phone 503-364-1000.

STATION'S PROGRAMMING DESCRIPTION
KCCS: Christian programming & live telephone talk. MUSIC: Christian, from Southern style to modern. Talk program handled by station personnel with occasional guests. Contact Representative for further details. Rec'd 2/27/74.

1. PERSONNEL
Station Manager—Dale Brown.
Chief Engineer—Cal Applegate.
2. REPRESENTATIVES
The Sandeberg-Glenn Company.
3. FACILITIES
1,000 w. days: 1220 kc. Non-directional
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15%: 5% discount for pre-payment.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 23c, 28a, 28c, 29a, 31, 32b, 33c.
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
MO:	5 ti	20 ti	40 ti	60 ti	80 ti	100 ti	150 ti
YR:	50x	200x	400x	600x	800x	1000x	1500x
1 min	3.80	3.60	3.40	3.20	3.00	2.80	2.60
30 sec	2.80	2.65	2.50	2.35	2.20	2.05	1.90
15 sec	1.90	1.80	1.70	1.60	1.50	1.40	1.30

Specified time, extra 10%.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
Per day	7.00	10.00	14.00	22.50	36.00
Per wk	5.00	7.00	10.00	18.00	.....

Rates based on 6-mo contract.

KGAY
1951

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 9020 1.00
Capitol Equities Corp., Box 1430, Salem, Ore. 97308. Phone 503-581-1430.

1. PERSONNEL
President—Donald H. Cushing.
Sec'y—Treas. & Gen'l Mgr.—Leslie J. Manning.
2. REPRESENTATIVES
Selcom, Inc.
Seattle, Portland—The Tacher Company.
3. FACILITIES
5,000 w. days; 1430 kc. Non-directional
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 12b, 14b.
Basic Rates: 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts 60a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 5/23/75.
AA—6-9 am, noon-1 pm & 3-7 pm.
A—9 am-noon & 1-3 pm.

6. SPOT ANNOUNCEMENTS

	CLASS AA—SPECIFIED					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
PER MO:	25 ti	50 ti	75 ti	100 ti	125 ti	150 ti
PER YR:	250x	500x	750x	1000x	1250x	1500x
1 min	7.50	7.00	6.75	6.50	6.25	6.00
30 sec	6.00	5.50	5.25	5.00	4.75	4.50

15 sec: 50% of 1-min.
1-min/30 sec adjacencies, extra 10%.

7. PACKAGE PLANS

	TAP					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
PER MO:	25 ti	50 ti	75 ti	100 ti	125 ti	150 ti
PER YR:	250x	500x	750x	1000x	1250x	1500x
1 min	6.50	6.00	5.75	5.50	5.25	5.00
30 sec	5.00	4.50	4.25	4.00	3.75	3.50

15 sec: 50% of 1-min.
1 min/30 sec adjacencies, extra 10%.

10. SPECIAL FEATURES

5 MIN NEWS, PER WK:	3 ti	5 ti	6 ti
AA	10.00	9.50	9.00
A	8.50	8.00	7.50
HRLY WEATHER, PER WK:	3 ti	6 ti	7 ti
AA	7.00	6.75	6.50
A	6.00	5.75	5.50

News & weather contracts, 13 wk minimum.

KORI (FM)
1968

NAB

Media Code 4 238 9075 5.00
Oregon Radio, Inc., Box 631, Salem, Ore. 97308. Phone 503-364-8433.
See affiliated AM station for additional information.
AM facilities: KSLM.

STATION'S PROGRAMMING DESCRIPTION
KORI (FM): MUSIC: rock, top 40. NEWS: local only, at :20 & :40, weather at :50, 2-1/2 min each. SPORTS: U football, professional basketball. FARM: 6-7 am. COMMERCIAL POLICY: commercials not clustered. Contact Representative for further details. Rec'd 12/17/74.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.1 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 785 ft. above average terrain.
5. GENERAL ADVERTISING See Coded regulations
Sold in combination with KSLM. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/75—Rec'd 12/17/74.

6. SPOT ANNOUNCEMENTS

	TAP						
WK:	1 ti	5 ti	12 ti	24 ti	36 ti		
MO:	5 ti	10 ti	20 ti	40 ti	60 ti	80 ti	
YR:	50x	100x	200x	400x	600x	800x	1000x
1 min	4.95	4.60	4.30	4.00	3.70	3.45	3.20
30 sec	3.75	3.45	3.20	3.05	2.80	2.60	2.40

10 sec: 50% of 1-min.

7. PACKAGE PLANS
THE WEEKENDER—SAT & SUN
1 min/less 20 ti, 10 per day, ROS, ea 3.20; 40 ti, 20 per day, ea 2.60.

8. PROGRAM TIME RATES
BLOCK TIME

	1/4 hr	1/2 hr	1 hr
1 x	16.50	33.00	66.00

BLOCK DISCOUNT
13x—5% 26x—10% 52x—25%

10. SPECIAL FEATURES
NEWS/WEATHER

	1x	13x	26x	52x	104x	156x	260x	312x
2-1/2 min	7.05	6.95	6.80	6.60	6.15	5.70	4.85	4.40

KSLM
1934

NAB

Subscriber to the NAB Radio Code
Media Code 4 238 9130 8.00
Oregon Radio Inc., Box 631, Salem, Ore. 97303. Phone 503-364-8433.

STATION'S PROGRAMMING DESCRIPTION
KSLM: MUSIC: MOR, familiar popular music of past & present; albums & singles. Airmen enjoy complete ad-lib privileges, humor emphasized in each blocked show. NEWS: 5 min local at :00; network at :30. 30 min summaries at 6:30 am & 5 pm. 15 min summary at noon. FARM: 6-7 am, farm editor. SPORTS: college & high school football & basketball; sports director. Contact Representative for further details. Rec'd 12/17/74.

1. PERSONNEL
President—Mrs. Lou M. Paulus.
Vice-Pres. & Gen'l Mgr.—Bruce S. Kerr.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Oregon, Washington—Simpson/Reilly & Associates Co.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1390 kc. Non-directional.
Operating schedule: 5 am-midnight. PST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21c, 25a, 27, 28c, 29a, 32a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 71a, 73b
Prod. Services: 80, 81, 82.
FM facilities: KORI (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/75—Rec'd 12/17/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 4-7 pm.
A—Mon thru Sat 10 am-4 pm.
B—Mon thru Sat 5-6 am & 7 pm-midnight; Sun 7 am-11 pm.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

CLASS AAA

WK:	1 ti	6 ti	12 ti	24 ti	36 ti		
MO:	5 ti	10 ti	20 ti	40 ti	60 ti	80 ti	
YR:	50x	100x	200x	400x	600x	800x	1000x
1 min	11.00	10.25	9.50	8.85	8.20	7.65	7.15
30 sec	8.30	7.70	7.15	6.60	6.20	5.75	5.35
CLASS AA							
1 min	9.40	8.80	8.15	7.60	7.05	6.50	6.05
30 sec	7.05	6.65	6.15	5.70	5.35	4.95	4.55
CLASS A							
1 min	8.20	7.60	7.10	6.60	6.10	5.80	5.35
30 sec	6.10	5.80	5.35	4.90	4.60	4.35	4.00
CLASS B							
1 min	4.20	3.90	3.60	3.35	3.15	2.90	2.65
30 sec	3.15	2.95	2.70	2.55	2.35	2.15	2.05

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP—1/6AAA, 1/6AA, 1/3A, 1/3B

WK:	1 ti	6 ti	12 ti	24 ti	36 ti		
MO:	5 ti	10 ti	20 ti	40 ti	60 ti	80 ti	
YR:	50x	100x	200x	400x	600x	800x	1000x
1 min	7.35	7.00	6.35	5.90	5.50	5.15	4.75
30 sec	5.50	5.20	4.80	4.40	4.15	3.85	3.60
BOS—BTA							
1 min	6.55	6.10	5.65	5.25	4.90	4.55	4.20
30 sec	4.90	4.60	4.25	3.95	3.70	3.45	3.20

THE WEEKENDER—SAT & SUN

1 min/less, ROS, 20 ti, 10 per day, ea 4.25; 40 ti, 20 per day, ea 3.45.

8. PROGRAM TIME RATES

BLOCK TIME

	1/4 hr	1/2 hr	1 hr
1 x	25	50	100

BLOCK DISCOUNT

13x—5% 26x—10% 52x—25%

10. SPECIAL FEATURES

5 MINUTE NEWS

	1x	13x	26x	52x	104x	156x	208x	312x
AAA	17.25	16.95	16.70	16.10	14.95	13.80	11.50	10.35
AA	14.20	13.95	13.75	13.30	12.45	11.55	9.80	8.90
A	11.65	11.50	11.35	11.00	10.35	9.70	8.35	7.70
B	6.35	6.20	6.10	5.90	5.45	5.00	4.15	3.70

KSLM/KORI (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

CLASS AAA

WK:	1 ti	6 ti	12 ti	24 ti	36 ti		
MO:	5 ti	10 ti	20 ti	40 ti	60 ti	80 ti	
YR:	50x	100x	200x	400x	600x	800x	1000x
1 min	14.35	13.35	12.40	11.55	10.70	10.00	9.30
30 sec	10.85	10.05	9.30	8.70	8.10	7.50	7.00
CLASS AA							
1 min	12.90	12.05	11.20	10.45	9.70	8.95	8.35
30 sec	9.75	9.10	8.40	7.90	7.35	6.80	6.25
CLASS A & FM							
1 min	11.85	11.00	10.25	9.55	8.80	8.35	7.70
30 sec	8.85	8.35	7.70	7.15	6.65	6.25	5.75
CLASS B & FM							
1 min	8.25	7.65	7.10	6.60	6.15	5.70	5.25
30 sec	6.20	5.75	5.30	5.05	4.65	4.30	4.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP—1/6AAA, 1/6AA, 1/3A, 1/3B

WK:	1 ti	6 ti	12 ti	24 ti	36 ti		
MO:	5 ti	10 ti	20 ti	40 ti	60 ti	80 ti	
YR:	50x	100x	200x	400x	600x	800x	1000x
1 min	11.05	10.45	9.60	8.90	8.30	7.75	7.15
30 sec	8.35	7.80	7.30	6.70	6.25	5.80	5.40
BOS & FM							
1 min	10.35	9.65	8.95	8.35	7.75	7.20	6.65
30 sec	7.80	7.25	6.70	6.30	5.85	5.45	5.05

THE WEEKENDER—SAT & SUN

1 min//less, ROS, 20 ti, 10 per day, ea 6.70; 40 ti, 20 per day, ea 5.45.

SEASIDE

Clatsop County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KSWB

1968

Subscriber to the NAB Radio Code
Media Code 4 238 9160 5.00
Seaside Broadcasting Corp., Box 24, 120 Roosevelt Dr., N., Seaside, Ore. 97138. Phone 503-738-5555.

1. PERSONNEL
General Manager—Kenneth E. Karge.

2. REPRESENTATIVES
Portland, Seattle—The Tacher Company.
Los Angeles, San Francisco—Advertising Sales West.

3. FACILITIES
1,000 w.; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 10/25/71.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	
PER YR:	780x	520x	312x	156x	52x	1x
1 min	3.60	3.75	4.00	4.50	4.75	5.00
30 sec	2.85	3.00	3.25	3.50	3.75	4.00

10 sec: 60% of 1-min.

SPRINGFIELD

Lane County—Map Location E-1
See SRDS consumer market map and data at beginning of the State.

KORE

Licensed as a Eugene-Springfield, Ore. station. See listing under Eugene, Ore.

KORE-FM

Licensed as a Eugene-Springfield, Ore. station. See listing under Eugene, Ore.

SWEET HOME

Linn County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KFIR

1968

RAB

Media Code 4 238 9200 9.00
KFIR Inc., Box 611, Sweet Home, Ore. 97386. Phones 503-367-4444, 258-8585.

STATION'S PROGRAMMING DESCRIPTION
KFIR: Country Western; local news & sports.

1. PERSONNEL
Manager—Delward Jenson.

2. REPRESENTATIVES
Simpson/Reilly & Associates Co.

3. FACILITIES
1000 w.; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% time only. Payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Entertainment Network.

TIME RATES
Eff 1/1/72—Rec'd 12/15/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	25 ti	50 ti
PER MO:	5 ti	20 ti	50 ti	100 ti
PER YR:	50x	200x	500x	1000x
1 min	3.00	2.60	2.30	2.00
30 sec	2.60	2.40	2.20	2.00
15 sec	1.95	1.80	1.65	1.50

THE DALLES (2 AM; 1 FM)

Wasco County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KACI

1955

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 9240 6.00
Radio KACI, Inc., Box 516, Williams Bldg., The Dalles, Ore. 97058. Phone 503-296-2211.

STATION'S PROGRAMMING DESCRIPTION
KACI: Pop music of 50's, 60's & 70's, net news.

1. PERSONNEL
General Manager—Bob Walters.

2. REPRESENTATIVES
Jack Masia & Co., Inc.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake City—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Western States Radio Empire.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

SPECIFIED/FIXED

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	20 ti	40 ti	60 ti	80 ti	100 ti
PER YR:	52x	156x	312x	520x	780x
1 min	6.00	5.50	5.00	4.75	4.50
30 sec	4.50	4.10	3.80	3.60	3.40
ROS/BTA					
1 min	4.50	4.20	4.00	3.80	3.60
30 sec	3.40	3.20	3.00	2.90	2.80

KCIV (FM)

1969

Media Code 4 238 9280 1.00
Leslie L. Cunningham, Box 104, The Dalles, Ore. 97058. Phone 503-296-4355.

STATION'S PROGRAMMING DESCRIPTION
KCIV (FM): Programmed for adults.

1. PERSONNEL
Manager—Leslie L. Cunningham.

3. FACILITIES
ERP 25,000 w. (horiz.), 7,000 w. (vert.); 104.5 mc Stereo.
Operating schedule: 9 am-10 pm Mon thru Sat. PST.
Antenna ht.: 1,888 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable 10th of following month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/15/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	———
YR:	.....	100x	200x	300x	400x	500x	600x	1000x
1 min	6.00	5.00	4.35	4.00	3.70	3.35	3.20	3.00
30 sec	5.50	3.75	3.25	3.00	2.75	2.50	2.40	2.25

Up to 12 spots may be scheduled per day.

7. PACKAGE PLANS

CONTRACT BASIS—PER MONTH

	1 min			30 sec		
PER DAY:	1 mo	3 mo	12 mo	1 mo	3 mo	12 mo
1 ti	85	72	57	64	54	42
2 ti	150	127	100	112	96	75
3 ti	212	181	142	160	135	106
4 ti	272	232	182	205	174	136
5 ti	335	285	223	251	214	167
6 ti	395	336	263	296	252	197
7 ti	455	387	303	341	290	227
8 ti	517	440	345	387	330	259
9 ti	582	495	388	437	371	291
10 ti	650	552	433	487	414	325

Constant number per day, Mon thru Sat.

KODL

1940

Larson-Wynn, Inc., Box 741, The Dalles, Ore. 97058. Phone 503-296-2101.

STATION'S PROGRAMMING DESCRIPTION
KODL: MOB; network news at :60.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Wynn.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w.; 1440 kc.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 if paid by 20th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
No. 9 Eff 6/1/75—Rec'd 7/28/75.
AA—7-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	10 ti	20 ti	30 ti	40 ti
PER MO:	25 ti	50 ti	75 ti	100 ti
PER YR:	.....	200x	500x	750x
1 min	6.50	5.75	5.50	5.25
30 sec	5.50	4.75	4.50	4.25
CLASS A				
1 min	5.50	5.00	4.75	4.50
30 sec	4.50	4.00	3.75	3.50

ROS

WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti
MO:	25 ti	50 ti	75 ti	100 ti	125 ti	150 ti	200 ti
YR:	150x	200x	300x	500x	750x	1000x	1500x
1 min	4.75	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	3.75	3.50	3.25	3.00	2.75	2.50	2.25

10 sec: 50% of 1-min.
Submitted by Al Wynn.

TILLAMOOK

Tillamook County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KTIL

1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 238 9460 9.00
Beaver Broadcasting System, Inc., Box 112, Tillamook, Ore. 97141. Phone 503-842-4422.

1. PERSONNEL
Gen'l & Com'l Mgr.—Robert Douglas.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.
Portland, Seattle—The Tacher Company.

3. FACILITIES
5,000 w.; 1590 kc. Directional—night only.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Eff 2/1/67—Rec'd 12/29/66.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	52x	104x	156x	208x	312x
1 min	6.75	6.20	5.85	5.40	5.00
30 sec	5.40	5.05	4.70	4.35	4.00

10 sec 1D's: 50% of 1-min.

10. SPECIAL FEATURES
News Program charge—1.00 per Program.

TOLEDO

Lincoln County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KTDO

1960

Subscriber to the NAB Radio Code
Media Code 4 238 9570 5.00
Charles A. Farmer, Box 568, Toledo, Ore. 97391. Phone 503-336-2252.

STATION'S PROGRAMMING DESCRIPTION
KTDO: Modern country.

1. PERSONNEL
Station Manager—Jim Biggs.

2. REPRESENTATIVES
Simpson/Reilly & Associates Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-10 pm. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/15/69—Rec'd 4/2/76.
AA—Mon thru Sun 7-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

WK:	.....	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
YR:	1x	60x	120x	180x	300x	420x	525x
1 min	4.00	4.00	3.60	3.45	3.30	3.15	3.00
30 sec	3.45	3.00	2.75	2.60	2.50	2.35	2.25
10 sec	2.30	2.00	1.90	1.80	1.70	1.60	1.50
CLASS A							
1 min	4.00	3.50	3.15	3.00	2.90	2.75	2.60
30 sec	3.00	2.60	2.40	2.25	2.15	2.05	1.95
10 sec	2.00	1.75	1.65	1.55	1.45	1.35	1.30

COMBINATION DISCOUNT
KTDO, Toledo—KVAS, Astoria: 10%.

10. SPECIAL FEATURES

NEWSCAST

5 min. flat 3.00

WOODBURN

Marion County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KWRC

1964

Media Code 4 238 9764 2.00
O. L. Withers, Box 158, Woodburn, Ore. 97071. Phones 503-981-3561, 0134.

1. PERSONNEL
Manager—Byron M. Stephenson.

3. FACILITIES
250 w.; 940 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/2 time only; monthly or quarterly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/13/74—Rec'd 8/27/74.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER MO. EA:	1 ti	31 ti	61 ti	121 ti	241+
1 min	4.00	3.50	3.20	3.00	2.80
30 sec	3.10	2.70	2.45	2.25	2.15

10 sec 1D's: 50% of 1-min.
Specified time: Extra 10%.
Foreign Language spots (Spanish & Russian); 1 min, ea 6.00; 30-sec, ea 4.50. No quantity discount.

10. SPECIAL FEATURES
5-min newscasts—5.00 ea.
2-min sports & weathercasts—3.00 ea.

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

NEWSPAPER

King of Prussia—Montgomery County
Langhone—Bucks County
Upper Merion Township—Montgomery County
Warminster—Bucks County

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,160,259	Lebanon	336
METRO AREAS		New Castle	2,921
Allentown-Bethlehem-Easton	8,726	Northeast Pennsylvania	4,264
Altoona	925	Philadelphia	985,747
Erie	10,746	Pittsburgh	176,745
Harrisburg	32,931	Reading	8,229
Johnstown	3,839	Williamsport	1,417
Lancaster	6,670	York	9,221
		Total Metros	1,252,717

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

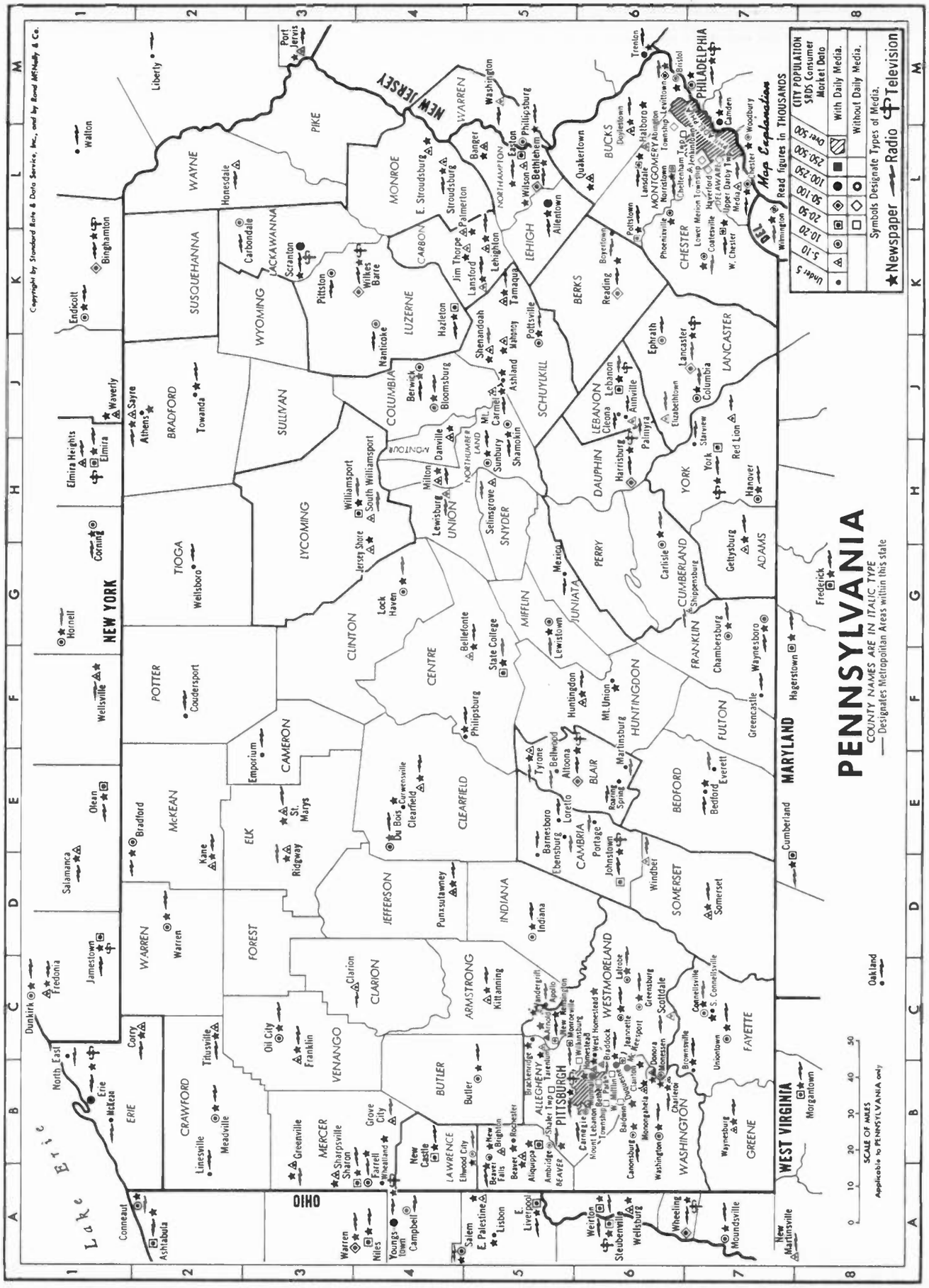
STATE TOTAL	106,634	Pittsburgh	11,308
METRO AREAS		Total Metros	94,795
Philadelphia	83,487		

1-1-75 Demographic estimates for every Metro Area

men & women in 4 age groups teens and children

See Contents Page.

R-N 10/10



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Abington Township—Montgomery
Aliquippa—Beaver
Allentown—Lehigh
Altoona—Blair
Baldwin—Allegheny
Bensalem Township—Bucks
Bethel—Allegheny
Bethlehem—Northampton and Lehigh
Bristol Township—Bucks
Cheltenham Township—Montgomery
Chester—Delaware
Easton—Northampton
Erie—Erie
Falls Township—Bucks
Harrisburg—Dauphin
Haverford Township—Delaware
Hazleton—Luzerne
Hempfield Township—Westmoreland
Johnstown—Cambria
Lancaster—Lancaster
Lebanon—Lebanon
Lower Merion Township—Montgomery
Lower Paxton Township—Dauphin
McCandless Township—Allegheny
McKeesport—Allegheny
Manheim Township—Lancaster
Marple Township—Delaware
Middletown Township—Bucks
Millcreek Township—Erie
Monroeville—Allegheny
Mount Lebanon Township—Allegheny
New Castle—Lawrence
New Kensington—Westmoreland
Norristown—Montgomery
North Huntingdon Township—Westmoreland
Penn Hills Township—Allegheny
Philadelphia—Philadelphia
Pittsburgh—Allegheny
Plum—Allegheny
Pottstown—Montgomery
Radnor Township—Delaware
Reading—Berks
Ridley Township—Delaware
Ross Township—Allegheny
Scott Township—Allegheny
Scranton—Lackawanna
Shaler Township—Allegheny
Sharon—Mercer
Springfield Township—Delaware
Springfield Township—Montgomery
State College—Centre
Tredyffrin Township—Chester
Upper Darby Township—Delaware
Upper Merion Township—Montgomery
Upper Moreland Township—Montgomery
Warminster Township—Bucks
West Chester—Chester
West Miffin—Allegheny
Wilkes-Barre—Luzerne
Wilkinsburg—Allegheny
Williamsport—Lycoming
York—York

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
PENNSYLVANIA STATE TOTALS	11,940.2	4,039.91	55,463,870	13,729	5.7	12.9	11.8	28.1	35.8	28,327,988	7,012	7,270,496	828,895	4,865,324	1,457,493	1,267,981	4,852,273	2,160,209	5,746.04	262.1	1,586,115
ADAMS G-7	60.9	19.50	320,897	16,456	6.6	16.9	14.5	29.2	28.1	97,676	5,009	26,267	2,393	5,758	2,903	3,106	19,397	10,969	27.58	5.2	49,538
ALLEGHENY 8-5†	1,566.3	539.06	8,085,093	14,999	5.1	10.5	10.7	27.9	40.6	3,759,229	6,974	1,045,057	141,826	929,273	197,998	178,340	630,717	276,072	782.03	1.0	10,051
Baldwin	26.9	8.44	130,310	15,440	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Bethel Park	38.5	11.10	199,075	17,935	.....	.....	.....	.....	.....	62,698	5,648	14,321	2,394	9,405	5,525	1,513	3,040	5,337	.....	.....	.....
McCandless Township	25.3	7.50	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
McKeesport	34.8	13.12	154,706	11,792	.....	.....	.....	.....	.....	165,268	12,597	43,738	3,263	40,326	18,090	19,111	25,667	7,978	.....	.....	.....
Monroeville	31.2	9.51	170,082	17,885	.....	.....	.....	.....	.....	158,586	16,676	24,832	7,266	52,822	4,697	6,983	51,740	8,245	.....	.....	.....
Mount Lebanon Township	40.8	14.47	.....	.....	.....	.....	.....	.....	.....	69,459	4,800	16,832	3,190	15,020	766	1,907	5,994	6,279	.....	.....	.....
Penn Hills Township	66.9	20.25	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pittsburgh	499.9	184.67	2,366,321	12,814	.....	.....	.....	.....	.....	1,720,902	9,319	392,905	65,234	552,828	112,153	84,504	248,373	95,301	.....	.....	.....
Pittsburgh Metro Area	2,379.5	810.59	11,484,621	14,168	5.3	11.5	11.8	28.8	37.2	5,374,429	6,630	1,545,234	196,712	1,179,204	282,692	255,705	928,875	435,233	1,170.47	.....	.....
Plum	26.1	7.58	107,325	14,159	.....	.....	.....	.....	.....	8,723	1,151	4,082	512	.....	98	306	87	2,565	.....	.....	.....
Ross Township	35.1	11.15	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Scott Township	23.0	6.90	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Shaler Township	36.2	11.15	.....	.....	.....	.....	.....	.....	.....	31,486	2,824	11,412	745	1,695	258	436	5,033	2,638	.....	.....	.....
West Mifflin	27.9	8.91	133,718	15,008	.....	.....	.....	.....	.....	36,119	4,054	12,842	1,216	3,050	96	568	2,876	3,629	.....	.....	.....
Wilkinsburg	25.6	10.28	129,691	12,616	.....	.....	.....	.....	.....	59,576	5,795	15,586	2,054	2,104	2,063	2,101	20,945	6,253	.....	.....	.....
ARMSTRONG C-5	77.2	26.62	278,060	10,446	8.3	21.2	16.2	25.8	20.0	138,840	5,216	49,786	4,429	9,981	6,264	4,790	28,938	16,596	36.78	2.1	11,582
BEAVER B-5	213.5	70.77	893,935	12,632	5.2	12.0	14.1	32.2	30.7	433,376	6,124	150,300	17,304	70,855	23,073	18,942	72,883	36,875	101.71	2.2	6,643
Aliquippa	20.6	6.93	81,785	11,802	.....	.....	.....	.....	.....	65,921	9,512	25,293	3,531	4,761	3,118	1,721	13,869	6,040	.....	.....	.....
BEDFORD E-6	42.2	14.33	154,758	10,800	8.4	19.6	14.3	25.1	22.4	106,883	7,459	21,758	1,571	7,744	4,359	2,759	23,531	24,617	20.69	3.5	21,395
BERKS K-6	308.1	109.29	1,485,150	13,589	5.1	11.1	11.9	31.6	36.3	731,432	6,693	158,413	13,533	126,793	29,691	35,496	136,738	56,103	144.23	11.1	74,440
Reading	86.6	34.53	388,282	11,245	.....	.....	.....	.....	.....	277,553	8,038	60,683	6,284	73,465	20,657	16,614	51,637	16,313	.....	.....	.....
Reading Metro Area	308.1	109.29	1,485,150	13,589	5.1	11.1	11.9	31.6	36.3	731,432	6,693	158,413	13,533	126,793	29,691	35,496	136,738	56,103	144.23	.....	.....
BLAIR E-6	138.9	48.05	547,360	11,391	8.4	18.2	14.1	27.4	25.8	329,188	6,851	87,361	8,321	69,878	18,923	14,728	60,073	24,625	66.08	3.1	18,691
Altoona	59.7	21.58	241,450	11,189	.....	.....	.....	.....	.....	163,833	7,592	42,412	4,212	30,834	11,632	10,143	37,551	10,070	.....	.....	.....
Altoona Metro Area	138.9	48.05	547,360	11,391	8.4	18.2	14.1	27.4	25.8	329,188	6,851	87,361	8,321	69,878	18,923	14,728	60,073	24,625	66.08	.....	.....
BRADFORD J-2	58.5	18.70	155,812	8,332	13.3	27.8	14.6	20.0	13.5	113,777	6,084	29,596	2,155	7,842	4,746	4,708	31,435	7,227	28.16	6.9	45,251
BUCKS L-6†	452.6	138.27	2,283,458	16,514	2.8	6.6	8.7	30.2	48.6	1,413,216	10,221	258,533	25,154	118,224	29,896	27,223	338,657	72,743	202.26	5.8	31,798
Bensalem Township	36.6	12.43	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Bristol Township	69.9	19.85	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Falls Township	38.0	11.33	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Middletown Township	31.6	8.46	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Warminster Township	41.8	11.20	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
BUTLER B-4	136.1	42.68	510,421	11,959	4.9	12.5	14.8	31.7	28.5	277,125	6,493	72,692	7,230	47,594	9,576	14,499	57,534	29,993	62.06	3.9	45,160
Butler	17.5	6.77	70,576	10,425	.....	.....	.....	.....	.....	133,777	19,760	36,191	3,933	37,205	6,915	7,548	22,694	8,445	.....	.....	.....
CAMBRIA D-6	190.7	62.28	772,943	12,411	7.3	14.5	13.8	29.0	29.4	423,291	6,797	104,542	8,579	99,118	13,248	17,316	71,906	31,464	90.79	2.8	11,618
Johnstown	40.9	15.26	167,018	10,945	.....	.....	.....	.....	.....	151,891	9,954	30,601	3,525	48,600	7,946	9,206	32,885	8,879	.....	.....	.....
Johnstown Metro Area	265.8	87.99	1,066,849	12,125	7.9	16.0	13.6	27.7	28.5	564,351	6,414	139,374	11,407	111,872	16,684	23,461	102,943	51,041	127.57	.....	.....
CAMERON E-3	7.1	2.51	30,506	12,154	4.4	14.5	12.5	32.2	31.9	12,266	4,887	4,895	184	423	819	599	2,536	1,398	3.45	.....	.....
CARBON K-4	49.2	17.64	185,708	10,528	7.3	20.3	15.9	28.4	22.4	86,893	4,926	32,513	1,612	9,577	2,466	4,463	16,940	11,040	24.71	.4	1,835
CENTRE F-4	106.7	31.64	421,283	13,315	6.4	14.8	12.5	26.2	33.3	200,492	6,337	52,895	5,886	25,179	8,775	9,285	41,898	18,218	48.27	4.6	20,402
State College	37.5	9.35	144,287	15,432	.....	.....	.....	.....	.....	97,484	10,426	25,857	3,434	16,074	5,187	2,172	15,942	6,455	.....	.....	.....
CHESTER K-7†	295.5	89.74	1,600,817	17,838	3.6	7.9	9.2	26.3	49.8	590,035	6,575	171,244	18,696	37,390	23,044	21,859	105,023	52,719	135.61	10.3	103,049
Tredyffrin Township	25.9	8.18	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
West Chester	20.6	5.56	85,308	15,343	.....	.....	.....	.....	.....	127,669	22,962	33,769	3,578	11,688	7,238	3,842	20,395	6,537	.....	.....	.....
CLARION C-4	41.2	13.25	144,473	10,904	8.0	18.9	14.8	25.5	23.0	76,954	5,808	21,311	1,754	5,489	3,789	2,655	18,206	7,039	18.97	2.0	8,485
CLEARFIELD E-4	75.4	25.82	255,958	9,913	8.7	19.0	15.0	25.6	20.3	150,340	5,823	41,243	3,762	29,647	8,037	7,785	29,829	17,283	36.20	1.3	6,814
CLINTON G-4	37.2	12.40	138,117	11,138	7.3	18.9	15.6	28.5	23.7	82,716	6,671	23,090	2,186	14,180	4,030	3,300	19,434	6,768	18.38	1.0	7,191
COLUMBIA J-4	55.6	19.09	215,373	11,282	6.8	18.9	15.4	28.6	24.5	128,586	6,736	36,613	4,244	18,540	7,141	3,352	26,964	11,410	27.00	3.4	19,541
CRAWFORD B-2	85.6	28.57	329,353	11,528	6.9	16.2	13.8	28.8	26.4	192,229	6,728	46,238	5,795	20,769	7,315	7,731	36,179	33,526	39.65	5.3	26.664
CUMBERLAND G-6†	169.6	55.82	894,159	16,019	3.6	10.0	10.2	28.3	45.0	483,263	8,658	113,204	13,116	57,607	17,257	21,435	89,300	56,952	77.00	7.2	34.872
DAUPHIN H-6	228.8	82.72	1,134,966	13,721	5.2	11.9	11.3	28.6	37.8	855,981	10,348	122,783	21,150	123,301	30,791	28,008	116,111	47,806	109.17	4.0	29,904
Harrisburg	64.4	26.30	295,996	11,255	.....	.....	.....	.....	.....	344,037	13,081	50,574	14,442	71,715	23,775	18,105	59,223	15,928	.....	.....	.....
Harrisburg Metro Area	430.2	149.15	2,149,090	14,409	4.7	11.9	11.1	28.4	39.6	1,383,435	9,275	249,132	34,912	182,214	48,821	51,089	215,597	111,818	199.96	.....	.....
Lower Paxton Township	29.9	10.05	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
DELAWARE L-7	606.2	196.78	3,381,043	17,182	3.5	7.2	8.3	27.1	50.6	1,339,122	6,805	390.366	43,692	257,234	62,279	51,798	266,795	103,556	292.47	.2	4,695
Chester	53.1	18.16	214,493	11,811	.....	.....	.....	.....	.....	158,227	8,713	42,489	5,735	16,386	17,357	10,685	22,308	11,179	.....	.....	.....
Haverford Township	55.0	16.99	.....	.....	.....	.....	.....	.....	.....	106,952	6,295	31,109	4,679	3,089	6,802	3,950	26,620	15,836	.....	.....	.....
Marple Township	27.2	8.37	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Radnor Township	29.3	8.90	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ridley Township	40.5	12.57	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Springfield Township	29.7	8.97	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Upper Darby Township	96.3	34.56	.....	.....	.....	.....	.....	.....	.....	275,714	7,978	82,397	8,569	58,168	16,531	7,822	58,345	15,550	.....	.....	.....
ELK E-3	37.6	11.93	133,573	11,196	5.6	18.9	15.8	30.8	24.4	65,619	5,500	22.369	2,499	4,711	3,393	3,450	11,417	6,004	18.38	.4	1,418
ERIE 8-1	275.0	89.10	1,188,740	13,342	4.9	12.7	12.5	29.7	35.1	652,420	7,322	164,900	21,226	114,779	29,428	32,112	118,272	59,902	128.71	5.8	35,401
Erie	135.3	46.38	562,355	12,125	.....	.....	.....	.....	.....	418,925	9,032	94,851	15,776	105,760	21,292	26,908	73,361	25,480	.....	.....	.....
Erie Metro Area	275.0	89.10	1,188,740	13,342	4.9	12.7	12.5	29.7	35.1	652,420	7,322	164,900	21,226	114,779	29,428	32,112	118,272	59,902	128.71	.....	.....
Millcreek Township	39 8	12.67	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
FAYETTE C-7	154.3	52.80	521,907	9,885	10.9	18.8	13.9	24.4	21.1	296,949	5,624	97,605	9,333	65,352	8,744	13,404	53,593	28,761	75.27	1.7	9,875
Uniontown	16.3	6.24	63,233	10,13>	.....	.....	.....	.....	.....	116,768	18,713	23,692	3,448	48,147	4,276	6,731	18,939	7,310	.....	.....	.....
FOREST D-3	5.4	1.91	19,452	10,184	8.7	16.3	15.0	28.7	23.3	7,838	4,104	2,436	.....	872	4	4	1,886	1,187	2.30	.1	423

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
FRANKLIN F-7†	104.7	35.00	409,384	11,697	6.3	17.1	13.9	29.0	27.8	234,105	6,689	52,355	6,254	26,049	10,206	10,249	46,892	22,140	48.84	6.6	59,465
FULTON F-7	10.8	3.60	37,207	10,335	10.6	21.3	14.5	23.8	19.1	14,138	3,927	4,237	322	1,153	359	305	2,302	3,290	5.17	1.3	6,952
GREENE B-7	37.3	12.92	119,334	9,236	11.8	17.9	14.6	25.0	18.1	58,083	4,496	18,604	1,898	7,634	1,560	1,100	10,789	5,974	17.81	2.4	6,741
HUNTINGDON F-6	38.7	12.92	134,038	10,374	9.7	21.6	14.2	24.8	21.4	59,754	4,625	21,094	1,547	4,266	3,571	3,554	13,330	6,608	18.97	2.4	14,461
INDIANA D-5	80.7	25.09	304,018	12,117	7.8	17.2	13.3	25.8	28.3	161,054	6,419	41,010	3,671	21,109	8,422	6,498	38,810	14,146	38.50	4.2	20,842
JEFFERSON D-4	44.9	15.89	161,103	10,139	8.8	20.0	14.7	25.6	21.5	88,950	5,598	35,091	1,981	7,999	3,205	4,443	17,754	8,044	21.26	2.1	9,333
JUNIATA G-5	17.0	5.65	60,817	10,764	8.3	18.9	14.9	28.1	23.0	28,965	5,127	6,254	652	2,004	4	162	7,679	2,848	8.05	2.7	14,228
LACKAWANNA K-3	237.6	82.75	1,003,511	12,127	6.6	17.4	14.0	27.7	28.8	555,243	6,710	158,862	16,457	141,250	32,249	17,306	86,872	32,804	114.34	1.9	8,311
Scranton	102.2	36.94	448,872	12,151	.....	.....	.....	.....	.....	311,962	8,445	78,635	10,133	80,601	23,438	11,029	55,397	15,166	.....	.....	.....
Northeast Pennsylvania Metro Area(3)	632.1	221.32	2,596,055	11,730	7.3	18.0	14.3	27.6	26.8	1,403,204	6,340	405,561	42,383	298,967	85,471	61,791	206,627	102,393	303.38	.....	.....
LANCASTER J-7	335.6	110.63	1,534,613	13,872	4.6	12.2	11.9	30.2	36.4	981,672	8,873	194,238	18,069	121,362	29,283	40,882	153,380	57,576	155.71	38.4	273,920
Lancaster	56.3	20.94	235,229	11,233	.....	.....	.....	.....	.....	225,926	10,789	34,068	6,032	55,218	15,095	16,086	35,092	10,942	.....	.....	.....
Lancaster Metro Area	335.6	110.63	1,534,613	13,872	4.6	12.2	11.9	30.2	36.4	981,672	8,873	194,238	18,069	121,362	29,283	40,882	153,380	57,576	155.71	.....	.....
Manheim Township	24.1	8.01	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
LAWRENCE B-4	108.5	35.99	408,813	11,359	6.3	15.7	14.9	30.0	25.6	229,510	6,377	69,219	8,156	31,893	11,692	12,297	44,920	21,920	52.29	2.9	13,848
New Castle	37.5	13.24	135,849	10,260	.....	.....	.....	.....	.....	123,773	9,348	36,374	5,292	21,372	8,272	7,528	16,603	10,730	.....	.....	.....
New Castle Metro Area	108.5	35.99	408,813	11,359	6.3	15.7	14.9	30.0	25.6	229,510	6,377	69,219	8,156	31,893	11,692	12,297	44,920	21,920	52.29	.....	.....
LEBANON J-6†	102.4	34.42	448,303	13,024	5.3	13.9	13.8	31.9	32.1	247,061	7,178	66,610	5,090	36,036	10,588	16,093	45,413	23,410	48.84	6.3	39,795
Lebanon	28.0	10.50	124,669	11,873	.....	.....	.....	.....	.....	124,778	11,884	39,731	3,312	17,894	6,600	8,190	23,801	7,498	.....	.....	.....
Lebanon Metro Area	102.4	34.42	448,303	13,024	5.3	13.9	13.8	31.9	32.1	247,061	7,178	66,610	5,090	36,036	10,588	16,093	45,413	23,410	48.84	.....	.....
LEHIGH K-5	264.3	92.69	1,416,007	15,277	4.3	9.8	10.7	30.4	41.2	705,625	7,613	152,110	18,371	218,648	24,199	39,606	115,182	48,986	124.12	3.8	21,676
Allentown	112.4	41.96	570,605	13,599	.....	.....	.....	.....	.....	429,619	10,239	102,395	8,402	124,764	19,764	28,302	63,334	22,619	.....	.....	.....
Allentown-Bethlehem-Easton Metro Area	611.9	212.80	3,019,097	14,187	4.8	11.5	11.7	30.5	37.4	1,435,471	6,746	385,996	36,041	313,069	56,641	72,719	233,929	115,904	297.07	.....	.....
Bethlehem(2)	71.0	24.82	383,960	15,470	.....	.....	.....	.....	.....	177,571	7,154	48,123	8,571	34,209	7,167	8,098	31,546	12,522	.....	.....	.....
LUZERNE K-4	346.9	121.99	1,382,711	11,335	8.1	18.6	14.6	27.5	24.8	716,380	5,872	213,696	23,562	129,745	47,796	40,944	97,444	58,304	166.63	3.3	7,736
Hazleton	31.1	11.55	130,133	11,267	.....	.....	.....	.....	.....	102,809	8,901	28,806	4,508	20,699	6,854	7,526	17,660	5,250	.....	.....	.....
Wilkes-Barre	58.7	21.34	227,196	10,646	.....	.....	.....	.....	.....	201,723	9,453	45,277	5,790	67,040	20,644	11,070	9,953	11,827	.....	.....	.....
Northeast Pennsylvania Metro Area(3)	632.1	221.32	2,596,055	11,730	7.3	18.0	14.3	27.6	26.8	1,403,204	6,340	405,561	42,383	298,967	85,471	61,791	206,627	102,393	303.38	.....	.....
LYCOMING H-3	113.7	38.74	457,221	11,802	5.7	16.1	14.0	29.4	28.5	286,237	7,389	75,273	9,443	45,597	13,920	15,009	56,270	22,722	55.16	3.2	15,505
Williamsport	37.6	13.39	144,694	10,806	.....	.....	.....	.....	.....	157,087	11,732	33,102	6,104	29,772	10,617	12,610	29,819	6,912	.....	.....	.....
Williamsport Metro Area	113.7	38.74	457,221	11,802	5.7	16.1	14.0	29.4	28.5	286,237	7,389	75,273	9,443	45,597	13,920	15,009	56,270	22,722	55.16	.....	.....
McKEAN E-2	50.4	17.63	197,491	11,202	7.0	17.3	14.2	28.6	25.9	92,092	5,224	29,766	3,745	5,506	6,858	4,762	22,130	9,215	25.28	.2	3,001
MERCER B-3	130.1	42.35	515,761	12,179	5.5	11.6	14.3	31.9	30.3	293,025	6,919	79,279	10,047	44,643	14,093	15,385	62,226	24,790	62.06	5.8	19,914
Sharon	21.8	7.66	91,187	11,904	.....	.....	.....	.....	.....	105,225	13,737	22,244	4,961	29,517	6,292	5,271	24,510	5,291	.....	.....	.....
MIFFLIN G-5	45.6	15.82	180,188	11,390	7.3	16.9	14.4	28.6	25.9	101,693	6,428	27,540	3,120	17,937	4,986	5,821	16,203	9,506	21.83	2.7	17,021
MONROE L-4†	47.6	16.58	209,833	12,656	5.7	13.7	12.7	29.1	32.6	131,581	7,936	33,003	2,364	27,972	5,426	3,541	22,311	11,285	22.41	.6	5,042
MONTGOMERY L-6	633.9	206.43	4,151,235	20,110	2.5	6.3	7.4	25.0	56.2	2,115,561	10,248	487,630	52,159	441,071	118,255	81,547	349,385	140,459	304.54	3.7	23,008
Abington Township	65.3	20.75	.....	.....	.....	.....	.....	.....	.....	184,345	8,884	34,928	5,498	50,422	3,237	8,401	29,633	11,441	.....	.....	.....
Cheltenham Township	41.7	15.24	.....	.....	.....	.....	.....	.....	.....	163,213	10,710	48,691	3,727	68,709	19,319	1,920	4,101	5,186	.....	.....	.....
Lower Merion Township	64.4	22.73	.....	.....	.....	.....	.....	.....	.....	349,303	15,367	72,392	8,710	62,861	30,980	12,825	73,074	21,405	.....	.....	.....
Norristown	37.5	13.10	171,349	13,080	.....	.....	.....	.....	.....	151,062	11,531	39,014	4,521	41,421	7,994	6,187	19,942	10,434	.....	.....	.....
Pottstown	26.8	9.57	115,447	12,063	.....	.....	.....	.....	.....	125,062	13,068	31,509	4,034	22,970	8,951	8,634	21,882	6,079	.....	.....	.....
Springfield Township	23.6	7.09	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Upper Merion Township	25.9	8.16	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Upper Moreland Township	26.4	8.35	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
MONTOUR H-4	16.5	4.78	55,051	11,517	7.6	17.2	14.1	27.4	26.5	24,030	5,027	7,440	778	2,149	1,262	1,047	5,925	3,186	8.05	1.2	4,535
NORTHAMPTON L-5	221.6	76.42	1,048,869	13,725	4.9	11.3	12.4	31.5	35.5	464,663	6,080	141,970	13,021	74,263	24,711	21,759	76,510	37,090	104.58	4.2	21,603
Bethlehem(2)	71.0	24.82	383,960	15,470	.....	.....	.....	.....	.....	177,571	7,154	48,123	8,571	34,209	7,167	8,571	31,546	12,522	.....	.....	.....
Allentown-Bethlehem-Easton Metro Area	611.9	212.80	3,019,097	14,187	4.8	11.5	11.7	30.5	37.4	1,435,471	6,746	385,996	36,041	313,069	56,641	72,719	233,929	115,904	297.07	.....	.....
Easton	37.3	13.62	132,111	9,700	.....	.....	.....	.....	.....	119,840	8,799	25,223	4,712	18,690	14,532	8,349	17,253	7,012	.....	.....	.....
NORTHUMBERLAND H-5	102.0	37.40	348,857	9,328	9.3	22.9	16.2	25.6	17.1	207,455	5,547	59,436	7,056	28,186	14,906	9,239	34,448	14,392	48.27	2.8	21,108
PERRY G-6	31.8	10.61	119,965	11,307	6.9	18.3	15.5	28.2	25.0	44,191	4,165	13,145	646	1,306	773	1,646	10,186	7,060	13.79	4.5	15,834
PHILADELPHIA M-7†	1,901.7	675.53	8,741,586	12,940	6.9	12.4	10.9	26.5	35.7	4,382,707	6,488	1,123,607	152,833	737,441	378,032	244,729	532,903	236,044	949.24	.....	.....
Philadelphia	1,901.7	675.53	8,741,586	12,940	.....	.....	.....	.....	.....	4,382,707	6,488	1,123,607	152,833	737,441	378,032	244,729	532,903	236,044	.....	.....	.....
Philadelphia Metro Area	4,901.9	1,619.16	24,971,820	15,425	4.8	9.7	9.5	27.0	44.0	12,176,358	7,520	2,915,588	336,101	1,984,997	687,821	529,570	1,977,236	781,279	2,294.25	.....	.....
PIKE L-3	12.5	4.72	57,898	12,267	9.0	16.5	12.1	25.4	31.1	17,611	3,731	3,544	740	1,321	410	547	2,007	2,473	5.74	.1	529
POTTER F-2	16.4	5.54	56,606	10,218	8.5	21.4	14.5	24.7	20.6	28,657	5,173	8,539	505	844	986	2,930	4,824	3,540	8.05	2.0	9,729
SCHUYLKILL J-5	154.2	55.81	562,848	10,085	8.5	19.3	15.1	27.2	21.8	323,377	5,794	97,097	6,361	34,790	16,410	14,123	49,619	27,766	78.15	2.0	19,278
SNYDER H-5	30.2	9.13	108,431	11,876	7.0	17.5	14.4	28.2	26.8	65,830	7,210	13,412	936	8,025	858	1,217	17,831	5,903	14.36	3.2	17,610
SOMERSET O-7	75.1	25.71	293,906	11,432	9.4	18.6	13.5	24.7	26.5	141,060	5,487	34,832	2,828	12,754	3,436	6,145	31,037	19,577	36.78	6.4	30,874
SULLIVAN J-3†	5.5	1.82	20,658	11,351	7.7	18.2	11.8	22.7	25.5	7,415	4,074	1,827	357	1,125	50	249	1,449	708	2.88	.8	4,185
SUSQUEHANNA K-2	34.2	11.23	127,995	11,398	8.2	18.6	14.0	26.7	24.5	58,018	5,166	17,334	1,293	2,121	1,287	1,373	13,797	6,199	16.66	4.2	31,139
TIOGA G-2	40.2	12.67	143,644	11,337	6.6	18.4	13.8	25.7	26.0	76,310	6,023	20,889	1,348	3,445	3,159	2,311	16,931	9,944	19.54	5.1	26,841
UNION H-4	29.3	8.44	108,487	12,854	6.4	17.0	12.6	26.4	32.4	48,598	5,758	13,667	1,375	2,654	980	1,788	11,569	5,533	13.79	2.7	14,221
VENANGO C-3	61.0	19.81	228,289	11,524	6.0	15.9	13.8	28.4	28.9	113,826	5,746	36,402	3,866	19,940	6,704	4,646	22,520	11,150	30.45	.9	5,519
WARREN D-2	48.2	15.60	198,800	12,744	5.4	13.8	12.6	30.1	32.1	140,890	9,031	27,723	3,390	14,501	5,138	2,663	20,827	7,339	22.98	1.8	8,330
WASHINGTON B-6	216.0	73.03	867,386	11,877	6.0	14.2	13.8	29.2	29.2	431,374	5,907	134,391	11,937	45,496	24,355	18,201	86.094	48,614	102.86	4.1	19,583
Washington	18.6	6.98	74,250	10,638	.....	.....	.....	.....	.....	139,859	20,037	39,320	4,275	23,560	10,189	5,448	33,743	9,682	.....	.....	.....
WAYNE L-2	29.9	9.92	107,799	10,867	9.4	18.5	13.7	25.6	24.6	61,989	6,249	17,614	1,863	5,083	2,409	1,695	10,217	5,516	14.36	4.2	25,058
WESTMORELAND C-6	383.7	127.73	1,638,207	12,826	5.9	12.6	13.5	30.9	32.2	750,450	5,875	215,486	25,645	133,580	37,266	40,222	139,181	73,672	183.87	6.6	19,433
Hempfield Township	42.5	13.31	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Jeannette	14.5	5.22	62,486	11,970	.....	.....	.....	.....	.....	40,546	7,767	17,008	1,083	2,291	1,991	3,135	7,764	4,417	.....	.....	.....
New Kensington	19.9	7.29	87,079	11,945	.....	.....	.....	.....	.....	93,686	12,851	23,279	4,598	28,773	6,956	6,379	16,740	5,093	.....	.....	.....
North Huntingdon Township	32.0	9.55	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
WYOMING K-3	20.1	6.74	71,258	10,572	8.4	18.6	13.6	27.0	24.1	39,804	5,906	9,021	794	613	919	690	5,776	3,626	9.19	1.6	11,594
YORK H-7†	284.0	98.91	1,342,427	13,572	5.4	11.2	12.1	31.4	36.0	753,268	7,616	159,239	16,785	125,703	28,781	38,110	123,138	55,997	132.73	13.9	61,577
York	4.75	18.73	211,739	11,305	.....	.....	.....	.....	.....	202,895	10,833	34,314	7,522	48,828	13,014	10,866	35,807	17,084	.....	.....	.....
York Metro Area	344.9	118.41	1,663,324	14,047	5.3	12.3	12.4	31.0	34.6	850,944	7,186	185,506	19,178	131,461	31,684	41,216	142,535	66,966	160.31	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

(2) Includes portions in Lehigh and Northampton Counties.

(3) Formerly the Standard Metropolitan Statistical areas of Scranton and Wilkes-Barre-Hazleton.

PENNSYLVANIA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Allegheny Mountain Network

Comprised of:
Interconnected Stations
AM NETWORK

WKBI—St. Marys
WBLF—Bellefonte
WFRM—Coudersport
WNBT—Wellsboro
WTRN—Tyrone

FM NETWORK

WGMR (FM)—Tyrone
WKBI-FM—Ridgway
WIYQ (FM)—Ebensburg
WGCR (FM)—Wellsboro

Media Code 4 239 0050 5.00
Business Office—Tyrone, Pa. 16686. Phone 814-684-3200.

1. PERSONNEL
President— C. H. Simpson.
Vice-Pres. & Sales Mgr.—William E. Moses.

2. REPRESENTATIVES
Richmond, Washington, D. C.—Dome & Associates, Inc.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Originations without additional charge from any stations of network. Instantaneous origination from WTRN, WBLF, WGMR (FM), WKBI, WKBI-FM, WNBT, WGCR (FM) or WIYQ (FM).

TIME RATES
Eff 7/1/70 Rec'd 10/16/72.

6. SPOT ANNOUNCEMENTS

AM NETWORK

	1x	13x	26x	52x	104x	312x
1 min	36.00	34.20	32.40	30.60	28.80	27.00
30 sec	24.00	22.80	21.60	20.40	19.20	18.00

FM NETWORK

1 min	22.00	20.38	19.75	17.13	15.51	13.89

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 239 0058 6.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

PENNSYLVANIA STATE GROUP
Comprised of:

WNCC—Barnesboro
WACR—Kittanning
WBFD—Bedford
WQTW—Latrobe
WBRX—Berwick
WAHT—Lebanon
WISR—Butler
WYNS—Lehighton
WCDL—Carbondale
WNAK—Nanticoke
WIOO—Carlisle
WNAR—Norristown
WESA—Charleroi
WKRZ—Oil City
WFAR—Farrell
WGCB—Red Lion
WHPA—Honesdale
WKMC—Roaring Spring
WHUN—Huntingdon
WAYZ—Waynesboro
WKZA—Kane
WANB—Waynesburg

	1 min	30 sec
All stations	110	88

Less than full state list may be purchased.

(D)

Pennsylvania Farm Network

Comprised of:
Non-Interconnected Stations

WHOL—Allentown.
WBPZ, WBPZ-FM—Lock Haven
WISR—Butler
WARO—Canonsburg
WBZY—New Castle
WCHA, WCHM (FM)—Chambersburg
WHPA—Pottsville
WATS—Sayre
WWCH—Clarion
WGBA—Ephrata
WOBI, WOBI-FM—Scranton
WAZL—Hazleton
WPIC—Sharon
WDAD—Indiana
WVSC—Somerset
WJAC—Johnstown
WZTA (FM)—Tamaqua
WKZA—Kane
WTIV—Titusville
WDAC (FM)—Lancaster
WMBR—Uniontown
WQTW—Latrobe.
WRAK, WRAK-FM—Williamsport
WKVA—Lewiston

Media Code 4 239 0065 3.00
Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.
New York: 501 Fifth Ave. Phone 212-972-0082.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES
Spots scheduled adjacent to Farm or News programs Mon thru Sat 6-7.30 am & 11:30 am-1 pm.
Eff ——— Rec'd 10/28/74.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti
Ea	209	202	190

30 sec: 80% of 1-min.

ALLENTOWN-BETHLEHEM-EASTON (7 AM; 5 FM)

Allentown—Lehigh County—Map Location K-5
Bethlehem — Lehigh, Northampton Counties — Map Location K-5
Easton—Northampton County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	33	29	33	27
B	24	22	24	20
C	18	18	18	18
D	15	13	15	15
AVERAGE	23	21	23	20

WAEB

1949
ALLENTOWN

NAB RAB

A William Rust Station
Media Code 4 239 0100 6.00
Rust Communications Group, Inc., 700 Fenwick St., Allentown, Pa. 18103. Phone 215-434-4424.

STATION'S PROGRAMMING DESCRIPTION
WAEB: Programmed for mass appeal.
MUSIC: current popular hits, gold, album cuts. Telephone talk plus music 10 am-2 pm. 6 AIR PERSONALITIES. NEWS: 5 min at :55, expanded news 7:55, 11:55 am, 6 pm. Transmitter equipped mobile unit with 3 man news staff plus regular stringers. FARM: 5-5:30 am, country farm agent, state extension, Chicago Board of Trade. SPORTS: capsules at :25, expanded weather 12:10 pm. Contact Representative for further details. Rec'd 6/16/75.

1. PERSONNEL
President—W. F. Rust, Jr.
Vice-Pres. & Gen'l Mgr.—S. Robert Ackley, Jr.
Station Manager—Ronald Sotak.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 790 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0 time only: 10 days. Bills due 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
FM facilities: WXKW (FM).

TIME RATES
No. 1 Eff 9/17/73—Rec'd 10/1/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

SECTION I

	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	35	34	33	32	—
30 sec	28	27	26	25	—

SECTION II

1 min	31	30	29	28	27
30 sec	25	24	23	22	21

SECTION III

1 min	29	28	27	26	25
30 sec	24	23	22	21	20

10 sec: 50% of 1-min.

WAEB/WXKW (FM) COMBINATION
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	45	44	43	42
A	41	40	39	38

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

Edited by Ron Sotak.

WEEX

1956
EASTON

NAB

Media Code 4 239 0150 3.00
WEEX, Inc., Box 190, Easton, Pa. 18042. Phone 215-258-6155.

1. PERSONNEL
President—Donald W. Diehl.
Station Manager—Thomas W. Wolfe

2. REPRESENTATIVES
Alan Torbet & Associates, Inc.
Dome & Associates, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 44a, 45, 50, 51a, 51c.
Comb.: Cont. Discounts: 60e, 60f, 62d.
Cancellation: 70a, 70e, 71a, 72.
FM facilities: WQHQ (FM).
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.

TIME RATES
No. 13 Eff 5/1/74—Rec'd 1/31/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	11.00	10.00	9.00	8.00	9.50	8.25	7.50	6.50
30 sec	9.00	8.00	7.25	6.50	7.50	6.60	6.00	5.20
10 sec	5.50	5.00	4.50	4.00	4.75	4.15	3.75	3.25

7. PACKAGE PLANS

COMBINATION AA, A SATURATION

	1 min	30 sec	10 sec
10 ti, (4AA, 6A)	99.90	72.90	49.80
20 ti, (8AA, 12A)	180.20	131.60	87.20
30 ti, (12AA, 18A)	236.10	168.30	118.50
50 ti, (20AA, 30A)	338.50	250.50	171.60

WEST

1936
EASTON

A Div. of Sound Communications Corp.
Media Code 4 239 0200 6.00
Sound Communications Corp., 436 Northampton St., Easton, Pa. 18042. Phone 215-258-6131.

1. PERSONNEL
President—Frank G. Stimer.
Station Manager—Theodore Pierce.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily, EST.
Partial simulcast operation. Simulcast midnight-6 am. For non-simulcast facilities see WLEV (FM).

4. AGENCY COMMISSION
15/0 on station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WLEV (FM).
Affiliated with CBS.
New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year. All acceptable accounts subject to same rate.

TIME RATES
Eff ——— Rec'd 6/14/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	16	15	14	13
A	14	13	12	11
B	12	11	10	9

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
Ea	13	12	11	10

WEST/WLEV (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	26	25	24	23
A	24	23	22	21
B	22	21	20	19

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

Submitted by Theodore W. Pierce.

WEZV (FM)

BETHLEHEM

RAB

Media Code 4 239 0225 3.00
The Holt Corp. of Pennsylvania, Inc., 428 Brodhead Ave., Bethlehem, Pa. 18015. Phone 215-866-8074.
Mailing address: Box 111, Bethlehem, Pa. 18016.
See affiliated AM station for additional information.
AM facilities: WGPA.

STATION'S PROGRAMMING DESCRIPTION
WEZV (FM): Programmed for audience 21+.
MUSIC: MOR blend of popular & standard tunes. AIR PERSONALITIES handle all segments. NEWS: 5 min every half hour from 6-9 am. News at :00 remaining time periods. SPORTS: college football play-by-play. Entertainment: comedy features in morning programming with music/news/info capsules. Community relations features, human interest personalities. Rec'd 10/10/74.

1. PERSONNEL
Program Director—Gordon Holt.
General Sales Manager—Robert Grayson.

3. FACILITIES
ERP 28,000 w.; 95.1 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 627 ft. above average terrain.

TIME RATES
Eff ——— Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	24 ti
1 min	8	7	6
30 sec	7	6	5

PENNSYLVANIA

WFMZ (FM)

1946
ALLENTOWN

NAFMB

Media Code 4 239 0250 1.00
WFMZ, Maranatha Broadcasting Co., Inc., E. Rock Rd., Allentown, Pa. 18103. Phone 215-797-4530.

STATION'S PROGRAMMING DESCRIPTION
WFMZ (FM): Programmed for adults.
MUSIC: familiar popular standards, primarily instrumental with some group vocals. Full orchestrated versions of recent hits. Classical programming during late evening hours. Boston Pops & Cleveland orchestras with local productions. NEWS: world & national news with local coverage. Stock reports daily. COMMERCIAL POLICY: limited commercials. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard C. Dean.
News & Special Features—Paul Brittin.
Promotion Manager—David G. Hinson.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 50,000 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 820 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 3d, 4b, 4d, 5.
Rate Protection: 10e, 13e, 14e.
Basic Rates: 20a, 21a, 22a, 24b, 25a, 29b.
Contracts: 40c, 44a, 46.
Comb.: Cont. Discounts: 60d, 61b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80.

TIME RATES
No. 13 Eff 3/1/75—2/27/75.
AA—Mon thru Fri 6-10 am, 3 pm-midnight; Sat all day.
A—Mon thru Fri 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	16	15	14	13
A	13	12	11	10

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TAP—1/2AA, 1/2A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11

30 sec: 80% of 1-min.

WGPA

1946
BETHLEHEM

Media Code 4 239 0300 4.00
The Holt Corp. of Pennsylvania, Inc., 428 Brodhead Ave., Bethlehem, Pa. 18015. Phone 215-866-8074.
Mailing address: Box 111, Bethlehem, Pa. 18016.

STATION'S PROGRAMMING DESCRIPTION
WGPA: Programmed for adults & young adults.
MUSIC: solid gold hits including million sellers of 50's, 60's & 70's. AIR PERSONALITIES handle all segments. NEWS: 10 min at 7 & 7:30 am, 15 min at 8 am, noon & 5 pm. News at :60 & :30 throughout day. SPORTS: special reports at 7:40 & 8:25 am. Play-by-play university & professional football. Entertainment: human interest personalities, community relations features, daily broadcast by mayor, daily 1 hr, community service exchange program at 10:05 am. Rec'd 2/28/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arthur H. Holt.
Station Manager—Art White.
Program Director—Ron Barry.

3. FACILITIES
250 w. days; 1100 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WEZV (FM).
Affiliated with American Entertainment Network.

TIME RATES
Eff ——— Rec'd 2/28/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	24 ti
1 min	8	7	6
30 sec	7	6	5

(Allentown-Bethlehem-Easton continued on next page)

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

PENNSYLVANIA

Allentown-Bethlehem-Easton—Continued

WHOL
1948
ALLENTOWN

NAB

Subscriber to the NAB Radio Code

Media Code 4 239 0350 9.00
Empire Broadcasting Co., Inc., Colorado & Poplar Sts., Allentown, Pa. 18103. Phone 215-434-4501.

STATION'S PROGRAMMING DESCRIPTION
WHOL: Programmed for Nashville Sound adults.
MUSIC: modern country, all programs formated.
FARM: 6-7 am. NEWS: 5 min on hour and at :30; 2 man news staff. 1 remote studio. SPORTS: Indie 500, local auto racing, horse racing, high school football. Rec'd 5/7/73.

1. PERSONNEL
Manager—Carl Stuart.
Sports Director—Rick Singer.
Farm Director—James Herbert.
2. FACILITIES
500 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24c, 25a, 26, 28a, 28b, 28c, 29a, 30, 33d.
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Pennsylvania Farm Network.

TIME RATES
Eff ———— Rec'd 11/3/72.

6. SPOT ANNOUNCEMENTS

	1x	90x	180x	270x	360x	450x	540x
1 min 9.00	8.50	8.00	7.50	7.00	6.50	6.00	

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	8.00	7.50	7.00	6.50	6.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WKAP
1948
ALLENTOWN

Buckley Radio Sales, Inc.

NAB

A Rahall Station

Subscriber to the NAB Radio Code

Media Code 4 239 0400 2.00
WKAP, Inc., Box 246, Whitehall, Pa. 18052. Phone 215-433-3166.

STATION'S PROGRAMMING DESCRIPTION
WKAP: Programmed for adults and young adults.
MUSIC: Contemporary, selected from current best selling singles & albums plus gold. AIR PERSONALITIES handle all segments. NEWS: 5-min at :60; expanded news, sports, stock market 6-6:15 pm & 10:15-10:25 pm; emphasis on local & regional covered by 3 newsmen with two-way radio equipped mobile unit. Editorials. SPORTS: college & pro football, high school basketball, & auto racing. FARM: National, regional & local reports 5-6 am. TALK: open mike. RELIGION: Sun 5-10 am. Public service announcements & programs. Contact Representative for further details. Rec'd 10/5/73.

1. PERSONNEL
Executive Vice-President—Oggie Davies.
Vice-Pres. & Gen'l Mgr.—Jerry Duckett.
General Sales Manager—Hal Tower.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1320 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15b, 15e.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 28c, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60f, 60g, 60i, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
No. 6 Rev. 1/8/73—Rec'd 1/15/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight, Sun 10 am-7 pm.
B—All other times

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1-6 ti	12 ti	18 ti	24 ti
AAA	24.75	24.00	23.00	22.00
AA	23.00	22.00	21.00	20.00
A	21.00	20.00	19.00	18.00
B	15.00	14.00	13.00	12.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
1/3AAA, 1/3AA, 1/3A	20	19	18	17

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min news—1-1/2x applicable 1-min.
Open Mike 10 pm-midnight Mon thru Fri. Applicable time period rates.
Submitted by Jerry Duckett.

WLEV (FM)
1948
EASTON
A Div. of Sound Communications Corp.

Media Code 4 239 0412 7.00
Sound Communications Corp., 436 Northampton St., Easton, Pa. 18042. Phone 215-258-6131.
See affiliated AM station for additional information.
AM facilities: WEST.

STATION'S PROGRAMMING DESCRIPTION
WLEV (FM): MUSIC: hit parade.

1. PERSONNEL
Operations Manager—Ted Wieder.
Sales Manager—Bill Dimmich.
3. FACILITIES
ERP 50,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see WEST.
5. GENERAL ADVERTISING See Coded regulations
Sold in combination with WEST. See that listing for rates.

TIME RATES
Eff ————Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

	Per wk 6 ti	12 ti	18 ti	24 ti	Per yr 260x	520x	780x
1 min	19.00	18.00	17.00	16.00	15.00	14.00	13.00
30 sec	15.20	14.40	13.60	12.80	12.00	11.20	10.40

Submitted by Theodore W. Pierce.

WQQQ (FM)
1948
EASTON

NAB

Media Code 4 239 0425 9.00
WEEX, Inc., Box 190, Easton, Pa. 18042. Phone 215-258-8775.
See affiliated AM station for additional information
AM facilities: WEEX.
3. FACILITIES
ERP 50,000 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 456 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
No. 2 Eff 10/1/74—Rec'd 3/27/75.
AA—Mon thru Sun 9 am-9 pm.
A—Mon thru Sun 6-9 am & 9 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

MIN:	Per yr 100x	260x	520x	780x	Per wk 6 ti	12 ti	18 ti	24 ti
AA	8.55	7.95	7.40	6.80	10.90	10.30	9.70	9.10
A	6.75	6.50	5.90	5.30	7.95	7.65	7.35	7.10
B	5.00	4.70	4.15	3.55	6.20	5.90	5.60	5.30

Fixed/day parts, extra 25%.

WSAN
1928
ALLENTOWN

NAB

Media Code 4 239 0450 7.00
Lehigh Valley Broadcasting Co., 1183 Mickley Rd., Allentown, Pa. 18103. Phone 215-434-9511.

1. PERSONNEL
Owners and Managers—Olivia M. Barnes & Reuel H. Musselman.
Sales Manager—Eugene Youkonis.
3. FACILITIES
5,000 w.; 1470 kc. Directional—night only.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20a, 22a, 22b, 23a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC Radio Network.

TIME RATES
Eff 7/1/72—Rec'd 6/6/72.

6. SPOT ANNOUNCEMENTS
PRIME/DRIVE—6:30-10 AM, NOON-1 PM & 3-6:30 PM

CONSEC WKS:	1 ti	10 ti	15 ti	20 ti	30+
1 MINUTE					
Flat	14.25	13.60	13.00	11.80	10.55
13 wks	.....	12.20	11.65	10.60	9.55
26 wks	.....	11.40	11.00	10.00	9.00
52 wks	.....	10.60	10.30	9.45	8.50
30 SECONDS					
Flat	11.80	11.30	10.85	9.90	8.50
13 wks	.....	10.20	9.80	8.90	7.65
26 wks	.....	9.65	9.30	8.45	7.25
52 wks	.....	9.15	8.75	7.95	6.85
10 SECONDS					
Flat	8.25	7.90	7.55	7.00	6.45
13 wks	.....	7.10	6.80	6.30	5.85
26 wks	.....	6.65	6.45	5.95	5.55
52 wks	.....	6.25	6.05	5.75	5.20
ROS CONSECUTIVE WEEK SCHEDULE					
1 MINUTE					
Flat	13.00	12.40	11.80	10.60	9.45
13 wks	.....	11.15	10.60	9.55	8.50
26 wks	.....	10.50	10.00	9.00	8.00
52 wks	.....	9.90	9.45	8.50	7.55
30 SECONDS					
Flat	10.60	10.15	9.65	8.75	7.30
13 wks	.....	9.15	8.75	7.90	6.60
26 wks	.....	8.65	8.25	7.55	6.30
52 wks	.....	8.15	7.80	7.10	5.90
10 SECONDS					
Flat	7.10	6.75	6.40	5.85	5.30
13 wks	.....	6.05	5.80	5.30	4.80
26 wks	.....	5.80	5.50	5.00	4.55
52 wks	.....	5.40	5.15	4.75	4.25

WXKW (FM)
1961
ALLENTOWN

NAB RAB

A William Rust Station

Media Code 4 239 0475 4.00
Rust Communications Group, Inc., 700 Fenwick St., Allentown, Pa. 18103. Phone 215-434-4424.
See affiliated AM station for additional information.
AM facilities: WAEB.

STATION'S PROGRAMMING DESCRIPTION
WXKW (FM): Programmed for adults.
MUSIC: familiar MOR, standards, film music, hits, 20% selected vocals; specific album cuts. Music interrupted 4x hourly. NEWS: capsules at :14, 5 min at 6:30, 7:30, 8:30 am, 12:30, 6:30, 10:30 pm. Contact Representative for further details. Rec'd 6/16/75.

2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
ERP 20,000 w.; 104.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 304 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Sold in combination with WAEB. See that listing.

TIME RATES
Eff 2/1/73--Rec'd 3/26/73.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	13	12	11	10
30 sec	11	10	9	8

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

ALTOONA (3 AM; 2 FM)

Blair County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	19	15	19	11
B	18	14	18	10
C	13	10	13	8
D	8	8	8	8
AVERAGE	15	12	15	9

WFBG
1924

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 239 0500 6.00
The Gilcom Corp., Hilltop-Logan Blvd., Altoona, Pa. 16603. Phone 814-943-1136.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward T. Giller.
Program Director—Don Paul.
Sales Traffic—Linda Schub.
2. REPRESENTATIVES
Blair Radio.
Pittsburgh—Dome & Associates, Inc.
Canada—Unicom Broadcast Sales Ltd.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1290 kc.
Directional—nights only.
Operating schedule: 5:30-2 am daily. EST.
4. AGENCY COMMISSION
15/0 time, news and talent charges.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 62b.
Cancellation: 70a, 70e 71a, 72.
Prod. Services: 80, 82.
Affiliated with Blair Represented Network.
Affiliated with American Contemporary Network.

TIME RATES
AM/FM COMBINATION
No. 8 Eff 9/1/69—Rev 9/1/73—Recd' 9/5/73.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—Mon thru Sun 10 am-4 pm; Sun 4-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS A						
1 min	24.00	22.00	21.00	20.00	19.00	18.00
30 sec	18.15	16.65	15.90	15.15	14.40	13.65
10 sec	12.90	11.90	11.40	10.90	10.40	9.90
CLASS B						
1 min	20.00	18.00	17.00	16.00	15.00	14.00
30 sec	15.15	13.65	12.90	12.15	11.40	10.65
10 sec	10.90	9.90	9.40	8.90	8.40	7.90
CLASS C						
1 min	13.00	11.00	10.50	10.00	9.50	9.00
30 sec	9.90	8.40	8.05	7.65	7.30	6.90
10 sec	7.40	6.40	6.15	5.90	5.65	5.40

AM ONLY

	1 min	30 sec	10 sec
Deduct	3.00	2.40	2.40

8. PROGRAM TIME RATES
AM ONLY

	1 hr	1/2 hr	1/4 hr	10 min	5 min
Mon thru Sun 9 am-sign-off	200	120	80	70	50

10. SPECIAL FEATURES
AM ONLY 5-MINUTE NEWSCASTS

PER WK:	1 ti	6 ti
Mon thru Sat 6-10 am & 4-7 pm	26	24
Mon thru Sat 10 am-4 pm	21	19
Mon thru Sat 7 pm-sign-off; Sun all day	12	10

SPECIAL ROS NEWSCASTS
15 ti, wkly 180
No more than 3 A newscasts per strip, minimum 4 weeks.

WFBG-FM
1960

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 239 0501 7.00
The Gilcom Corp., Hilltop-Logan Blvd., Altoona, Pa. 16603. Phone 814-943-1136.
See affiliated AM station for additional information.

3. FACILITIES
ERP 30,000 w. (horiz. & vert.) 98.1 mc. Stereo.
Operating schedule: 6-1:30 am. EST.
Antenna ht: 1,021 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Group Plan.
Affiliated with American FM Network.
Sold in combination with WFBG. See that listing for rates.

TIME RATES
Eff 11/1/72—Rec'd 10/2/72.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.00	8.00	7.00	6.00	5.00
20/30 sec	8.00	7.20	6.40	5.60	4.80	4.00

8. PROGRAM TIME RATES

	1x	15x	30x	60x	125x	250x
1 hr	30	28	26	24	21	19
1/2 hr	23	21	19	17	15	13
5 min	12	11	10	9	8	7

WRTA
1947

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 239 0550 4.00
Altoona Trans-Audio Corp., Box 272, Penn Alto Hotel, Altoona, Pa. 16603. Phone 814-943-6112.

1. PERSONNEL
Executive Vice-President—Lou H. Murray.
General Manager—David R. Wolf.
2. REPRESENTATIVES
PRO/Meeker Radio (except Pennsylvania).
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 25a, 26, 28b, 29b, 33d.
Contracts: 40a, 41, 44b, 45, 46, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 60g, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
Eff 10/1/72—Rec'd 9/5/72.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
CLASS AA				
1 min	13.25	12.50	11.75	11.00
30 sec	10.00	9.50	9.00	8.25
CLASS A				
1 min	10.50	10.00	9.25	8.75
30 sec	7.85	7.50	7.00	6.50

ID's: 50% of applicable 1-min.

8. PROGRAM TIME RATES
1/2 hr 60 1/4 hr 42

WVAM 1948 — WVAM-FM 1950

NAB

Media Code 4 239 0600 7.00
Blair County Broadcasters, Inc., 2727 W. Albert Dr., Altoona, Pa. 16602. Phone 814-944-9456.

STATION'S PROGRAMMING DESCRIPTION
WVAM: Programmed for adults & teens.
MUSIC 78%: air personalities feature current hits 5 am-1 am. NEWS: 15%; 3 min at :60 expanded to 10 min at 5:30 & 8 am. 5 man news team, with 7 mobile units, portable units & access to fixed wing aircraft. Emphasis on local news with on spot coverage & statewide correspondence. Network news for national & international emphasis. Emphasis on special event. SPORTS: high school football & basketball. On-the-spot reports of local events. Audience participation, contests & promotions throughout the year. Contact Representative for further details. Rec'd 3/29/74.

1. PERSONNEL
Vice-President—Denny J. Bixler.
General Manager—Robert J. Abernethy.
2. REPRESENTATIVES
New York, Pittsburgh—McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 1430 kc. Directional—nighttime only.
Operating schedule: 5-1 am. EST.
FM-ERP 360 w.; 100.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 1,275 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 28b, 28c, 30, 32b, 33d.

(This listing continued on next page)

Altoona—WVAM, WVAM-FM—Cont'd

Contracts: 40a, 42c, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60e, 61b, 62a, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff 1/1/73—Rec'd 12/1/72.
AA—Mon thru Sat 6-10 am & 4-7 pm.
A—Mon thru Sat 10 am-4 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

	6 tl	12 tl	18 tl	24 tl
AA	20	19	16	—
A	16	15	14	13
B	12	11	10	9

30 sec: 80% of 1-min. ID's 50% of 1-min

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr.	53	50	47	44	41	38
1/4 hr.	36	34	32	30	28	26
5 min.	19	18	17	16	15	14

10. SPECIAL FEATURES

5-MINUTE NEWSCASTS:	AA	A	B
5 tl per wk	110	77	—
Less than 6 tl, ea.	22	—	—
Flat, per newscast	—	—	14

AMBRIDGE

Beaver County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

ANNVILLE-CLEONA

Lebanon County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAHT

1968

NAB RAB

Media Code 4 239 0674 2.00
Valley Communications Corp., Box 15, Rt. 5, The Colebrook Rd., Lebanon, Pa. 17042. Phone 717-273-3547.

STATION'S PROGRAMMING DESCRIPTION
WAHT: Programmed for adults & young adults. MUSIC: personalities play modern pop hits, oldies, top singles & albums; Sun am features C & W. NEWS: local at :60, with a comprehensive report at :30. SPORTS: local featured, part of local news segments. Stock car racing weekly. Editorializes on local, state issues. Listener participation by games & promotions. Remotes each weekend featuring personalities. Contact Representative for further details. Rec'd 5/3/72.

1. PERSONNEL
General Manager—William E. Sullivan.
Sales Manager—Robert Keller.
Operations Manager—Tim Burns.

2. REPRESENTATIVES
The Devney Organization, Inc.
New England Spot Sales, Inc.

3. FACILITIES
5,000 w. days; 1510 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only.

8. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 42a, 42c, 43, 44b, 46.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60h, 61c, 62a.
Cancellation: 70a, 70c, 71a, 73.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff————Rec'd 7/12/74.
AA—Mon thru Sat 6-9 am & 3:30-6 pm.
A—Mon thru Sat 9 am-3:30 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl	42 tl
CLASS AA							
1 min.	12.75	11.25	10.25	8.50	7.75	6.75	6.25
30 sec.	9.50	8.50	7.75	6.25	5.50	5.00	4.75
CLASS A							
1 min.	11.00	10.00	9.00	7.25	6.50	5.50	5.25
30 sec.	8.25	7.25	6.75	5.50	5.00	4.50	4.00 (D)

APOLLO

Armstrong County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WAVL

1947
Subscriber to the NAB Radio Code
Media Code 4 239 0700 5.00
Tri-Boro Broadcasting Co., Box 277, Orchard Hills, 1-3/4 miles E. of Apollo, Pa. 15613 off Route 56. Phone Grover 2-3921.

1. PERSONNEL
Gen'l & Com'l Mgr.—Cecil F. Clifton.

3. FACILITIES
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Advertising of tobacco not accepted.

TIME RATES
Eff————Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min.	4.15	4.10	3.95	3.75	3.50
30 sec.	2.75	2.55	2.40	2.25	2.10
		156x	312x	624x	1000x
1 min.		3.30	3.00	2.60	2.20
30 sec.		1.85	1.65	1.45	.....

10. SPECIAL FEATURES
5-min news—Mon thru Sat (6 mo contract) per wk. 30.00

Submitted by C. F. Clifton.

BARNESBORO

Cambria County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WNCC

1950
Subscriber to the NAB Radio Code
Media Code 4 239 0750 0.00
WNCC, Inc., Box 277, American Legion Home Bldg., Barnesboro, Pa. 15714. Phone 814-948-9200

1. PERSONNEL
Pres. & Gen'l Mgr.—J. Howard Bair.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
500 w. days; 950 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15% commission to recognized advertising agencies.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective December 1, 1958.
Rates received December 3, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	35.00	22.50	11.75	8.75	6.00	4.25
13 times	32.00	20.50	10.50	8.25	5.50	4.00
26 times	30.00	18.75	10.00	7.75	5.25	3.00
52 times	29.25	17.50	9.50	7.00	5.00	3.50
104 times	26.50	17.00	9.00	6.50	4.75	3.25
260 times	23.50	16.50	8.75	6.00	4.50	3.00

BEAVER FALLS

Beaver County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

BEDFORD

Bedford County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WBFD

1955
Subscriber to the NAB Radio Code
Media Code 4 239 0850 8.00
The Inquirer Printing Co., Box 572, R.R. 2, Bedford, Pa. 15522. Phone 814-623-5131.

1. PERSONNEL
Sales & Station Manager—Glenn B. Ritchey.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
5,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.

TIME RATES
No. 4 Eff 1/1/76—Rec'd 1/8/70.

6. SPOT ANNOUNCEMENTS
PER WK:

	1 tl	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00

30 sec: 80% of 1-min.

BELLEFONTE

Centre County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WBLF

1958
Subscriber to the NAB Radio Code
Media Code 4 239 0900 1.00
Bellefonte Broadcasting Co., Box 28, Crider Exchange Bldg., Bellefonte, Pa. 16823. Phone 814-355-4751

1. PERSONNEL
General Manager—James F. Kerschner, Jr.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
500 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Allegheny Mountain Network.

TIME RATES
Eff 2/1/67—Rec'd 2/6/67.

6. SPOT ANNOUNCEMENTS

	1 x	13x	26x	52x	104x	312x
1 min.	6.90	6.56	6.21	5.87	5.52	5.18
HOUSEWIFE TIME						
1 tl						4.00

BELLWOOD

Blair County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WHGM (FM)

1970

NAB

Media Code 4 239 0925 8.00
John R. Powley, Box 609, Altoona, Pa. 16603. Phone 814-945-2607.

1. PERSONNEL
General Manager—John R. Powley.

3. FACILITIES
ERP 250 w.; 103.9 mc.
Operating schedule: 7 am-10 pm. EST.
Antenna ht.: 870 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min.	2.00	1.95	1.90	1.85	1.80
30 sec.	1.60	1.55	1.50	1.45	1.40
		156x	260x	500x	1000x
1 min.		1.75	1.70	1.65	1.60
30 sec.		1.35	1.30	1.25	1.20

7. PACKAGE PLANS
IMPACT PACKAGES

PER 19 CONSEC DAYS:	20 tl	40 tl	50 tl	70 tl
1 min. ea.	1.75	1.70	1.65	1.60

10. SPECIAL FEATURES
News, per spot extra .50.

BERWICK

Columbia County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WBRX

1957
Media Code 4 239 0950 6.00
Berwick Broadcasting, Corp., Box 387, Berwick, Pa. 18603. Phone 717-752-4546.

1. PERSONNEL
Station Manager—John Wellenhoffer.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS & MBS.

TIME RATES
Eff————Rec'd 11/30/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x
1 min.	5.00	4.00	3.00
30 sec.	2.75	2.00	1.75
10 sec.	1.75	1.50	1.25

BETHLEHEM

Lehigh County—Map Location K-5
Northampton County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

See Allentown-Bethlehem-Easton

BLOOMSBURG (2 AM; 1 FM)

Columbia County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WCNR

1946

NAB

Media Code 4 239 1000 9.00
Columbia Montour Broadcasting Co., Inc., 125 W. Main St., Bloomsburg, Pa. 17815. Phone 717-784-1200.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Darlington.

2. REPRESENTATIVES
Philadelphia—Selective Broadcast Advertising, Inc.

3. FACILITIES
1,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff ————Rec'd 2/5/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	1040x
1 min	3.75	3.50	3.25	3.00	2.75	2.50	2.25
(*)	2.50	.....	2.25	.....	.....	2.00	1.75

(*) Station break/30 sec.

PENNSYLVANIA

WHLM WHLM-FM

1947 1956
Subscriber to the NAB Radio Code
Media Code 4 239 1050 4.00
Harry L. Magee dba Bloom Radio, 107 W. Main St., Bloomsburg, Pa. 17815. Phone 784-5500.

1. PERSONNEL
General Manager—Robert W. Sweppenheiser.

3. FACILITIES
1,000 w : 550 kc. Directional.
Operating schedule: 5:30 am-midnight. EST.
FM-ERP 10,000 w.; 106.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 597 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
Rates effective ————.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	6.75	6.50	6.00	5.75	5.50	5.25	5.00	4.75
Sta brk	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25

BOYERTOWN

Berks County—Map Location K-6
See SRDS consumer market map and data at beginning of the State

WBYO (FM)

1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 1100 7.00
Boyertown Broadcasting Co., Inc., Box 177, Boyertown, Pa. 19512. Phone 215-369-1075.

STATION'S PROGRAMMING DESCRIPTION
WBYO (FM): Gospel and country.

1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—David G. Hendricks.

3. FACILITIES
ERP 20,000 w.; 107.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.—326 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

TIME RATES
Eff 3/1/74—Rec'd 4/2/74.

6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	312x	520x	624x
1 min	5.00	4.90	4.70	4.40	4.05	3.50	3.30
30 sec	3.65	3.40	3.30	3.05	2.85	2.50	2.35
10 sec	.....	.....	1.85	1.80	1.55	1.40	1.35

7. PACKAGE PLANS

WITHIN 6 DAY, EA:	10 tl	20 tl	30 tl
1 min.	5.00	4.50	4.05
30 sec.	3.50	3.10	2.85

Limit of 10 spots within 24 hr.

BRADDOCK

Allegheny County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

BRADFORD

McKean County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WESB

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 1150 2.00
WESB, 43 Main St., Bradford, Pa. 16701. Phone 814-368-4141.

STATION'S PROGRAMMING DESCRIPTION
WESB: MUSIC: Modern MOR.

1. PERSONNEL
Managing Partner—T. R. Bromley.

3. FACILITIES
1,060 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6:25 am-midnight. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 10/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min.	7.15	7.15	6.60	6.35	6.10
30 sec.	5.95	5.75	5.55	5.40	5.30
		260x	312x	520x	1040x
1 min.		5.85	5.55	5.25	4.95
30 sec.		5.15	5.05	5.00	4.85

10 sec: ROS, 50% of 1-min.

(This listing continued on next page)

PENNSYLVANIA

Bradford—WESB—Continued

7. PACKAGE PLANS

DAILY SATURATION PLANS

EA:	10 ti	15 ti	20 ti	30 ti
1 min	4.95	4.75	4.60	4.50
30 sec	4.65	4.45	4.30	4.20
10 sec	2.50	2.40	2.20	2.00

WEEKLY SATURATION PLANS

EA:	10 ti	20 ti	40 ti	50 ti
1 min	5.85	5.25	4.95	4.50
30 sec	5.15	5.00	4.85	4.10

BROWNSVILLE

Fayette County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WASP
1968

Subscriber to the NAB Radio Code

Media Code 4 239 1175 9.00
Brownsville Radio, Inc., Box 270, Brownsville, Pa. 15417 Phone 412-785-3450.

1. PERSONNEL
Pres. & Gen'l Mgr.—D. C. Loughry.

2. FACILITIES
5,000 w.; 1130 kc. Directional days.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ——Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.50	6.20	5.65	5.20	4.65
30 sec	5.25	5.00	4.75	4.50	4.25
		156x	312x	624x	1000x
1 min		4.35	4.00	3.60	3.35
30 sec		4.00	3.75	3.50	3.25

BUTLER (2 AM; 1 FM)

Butler County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBUT 1948 WBUT-FM 1949

NAB

Media Code 4 239 1200 5.00
WBUT, Inc., Box 1645, Butler, Pa. 16001. Phone 412-287-5778.

STATION'S PROGRAMMING DESCRIPTION
WBUT: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Larry M. Berg.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
250 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 720 w.; 97.7 mc.
Operating schedule: 7 am-10 pm. EST.
Antenna ht.: 290 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 3/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	5.90	4.15	3.55
52 x	5.65	3.90	3.25
104 x	5.30	3.75	3.25
156 x	5.00	3.65	3.15
260 x	4.70	3.40	3.00
312 x	4.40	3.25	2.85
500 x	4.15	2.95	2.65
1000 x	3.90	2.75	2.50
1500 x	3.55	2.60	2.40

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.35	5.25	5.15	5.00	4.90
30 sec	3.65	3.55	3.40	3.30	3.20
15 sec	3.00	2.90	2.75	2.65	2.50

WISR
1941

Media Code 4 239 1250 6.00
Butler Broadcasting Co., Inc., 357 N. Main St., Butler, Pa. 16001. Phone 412-283-1500.

STATION'S PROGRAMMING DESCRIPTION
WISR: Programmed for variety and general interest.

1. PERSONNEL
Commercial Manager—J. Victor O'Brien.

3. FACILITIES
250 w. days; 680 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% · net 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Pennsylvania Farm Network.

TIME RATES
NATIONAL AND LOCAL RATE SAME
Eff 1/1/73—Rec'd 11/30/72.

6. SPOT ANNONCEMENTS

	1x	26x	52x	104x	156x	260x	312x	500x
1 min	5.90	5.65	5.50	5.30	5.00	4.70	4.40	4.10
30 sec	4.10	3.95	3.80	3.70	3.50	3.30	3.05	2.90
15 sec	3.50	3.35	3.25	3.20	3.00	2.80	2.60	2.50

7. PACKAGE PLANS

PER WK, EA:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.30	5.20	5.05	4.95	4.80
30 sec	3.50	3.40	3.30	3.20	3.05
15 sec	3.00	2.90	2.75	2.65	2.50

CANONSBURG

Washington County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WARO
1957

A Universal Owned Station

Media Code 4 239 1300 5.00
WARO, Inc., Box 191, Canonsburg, Pa. 15317. Phones 412-531-8800, 745-5400.

1. PERSONNEL
President—Lawrence Brandon.
Vice-President—Howard Warshaw.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
250 w. days; 540 kc. Directional.
Operating schedule: 5:45 am-8:45 pm. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 33a.
Contracts: 40a, 42b, 42d, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
Member: Pennsylvania Farm Network.

TIME RATES
Eff 5/15/67—Rec'd 5/19/67.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 x	11 50	260 x	9.00
26 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10 00	624 x	7 50
156 x	9.50	1248 x	7.00

30 sec: 80% of 1-min ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	95	135	170	200

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	80.00	76.50	73.00	69.50	66.00	62 50	59 00
1/2 hr	64.00	62.00	60.00	58.00	56.00	54.00	52.00
1/4 hr	40.00	38.00	36.00	34.00	32.00	30.00	28 00
10 min	24.00	23.00	22.00	21.00	20.00	19.00	18.00
5 min	18.00	17.00	16.00	15.00	14.00	13.00	12.00

Edited by Lawrence Brandon.

(D)

CARBONDALE (1 AM; 1 FM)

Lackawanna County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WCDL
1950

NAB

Subscriber to the NAB Radio Code

Media Code 4 239 1350 6.00
Carbondale Broadcasting Co., Inc., 127 Salem Rd., Carbondale, Pa. 18407. Phone 717-282-2770.
Honesdale, Pa.—849 Main St.

1. PERSONNEL
General Manager—Marjorie Zapotosky.

3. FACILITIES
5,000 w. days; 1440 kc. Non-directional.
Operating schedeule: 6:00 am-local sunset. EST
Partial simulcast operation. Simulcast during AM Operational hours. For non-simulcast facilities see WCDL-FM.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 1/1/69—Rec'd 10/30/70.

6. SPOT ANNOUNCEMENTS

	30 sec	1 min		30 sec	1 min
520 x	3.00	3.50	39 x	4.00	4.50
260 x	3.20	3.70	26 x	4.20	4.70
156 x	3.40	3.90	13 x	4.30	4.80
104 x	3.60	4.10	1 x	4.50	5.00
52 x	3.80	4.30			

10. SPECIAL FEATURES
5 MINUTE NEWS & WEATHER

520 x	5.00	39 x	7.00
260 x	5.40	26 x	7.40
156 x	5.80	13 x	7.60
104 x	6.20	1 x	8.00
52 x	6.60		

WCDL-FM
1965

NAB

Subscriber to the NAB Radio Code

Media Code 4 239 1351 8.00
Carbondale Broadcasting Co., Inc., 127 Salem Rd., Carbondale, Pa. 18407. Phone 717-282-2770.
See affiliated AM station for additional information.

3. FACILITIES
ERP 330 w ; 94.3 mc.
Operating schedule: Sunrise-11 pm. EST.
Antenna ht.: 770 ft. above average terrain.
Partial simulcast operation. Operates separately local sunset-11 pm. For simulcast facilities see WCDL.

TIME RATES

Rates are identical to WCDL. See that listing.

CARLISLE (2 AM; 1 FM)

Cumberland County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WHYL
1948

RAB

Media Code 4 239 1400 1.00
Richard Field Lewis, Jr., Inc., Box 219, WHYL Bldg., Carlisle, Pa. 17013. Phone 717-249-1717.

STATION'S PROGRAMMING DESCRIPTION
WHYL: Programmed for adults & young adults.
MUSIC: MOR, hits from 60's to present. NEWS: local at :60; national at :30; expanded 8-8:20 am, noon-12:35, 5-5:20 pm. 2 radio-equipped mobile units, 2 man news department. Weather 7:25 am & 12:25 pm expanded weather-scopes; weather every 15 min 6-9 am & at :15 & :45 balance of day; 24-hr weatherline. FEATURES: talk show Mon & Thurs 9-9:30 am; call-in helping hand show M-Sat 12:35-1 pm. SPORTS: 7:35 am, 5:15 pm, scores at :50 in season. Contact Representative for further details. Rec'd 5/8/75.

1. PERSONNEL
President—Marion P. Lewis.
General Manager—William M. Allison.

2. REPRESENTATIVES
PRO/Meeker Radio.
Dome & Associates, Inc.

3. FACILITIES
5,000 w.; 960 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 22a, 23a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a
Cancellation: 73a.
Affiliated with MBS.
Member: Mid Atlantic Network, Inc.

TIME RATES
Eff 6/1/75—Rec'd 5/8/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	8.40	8.00	7.60	7.20	6.80
15 sec	5.50	5.25	5.00	4.75	4.50

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min	96.00	172.00	226.00
30 sec	73.00	128.50	168.00
15 sec	48.50	86.00	112.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1/2 hr	87.00	76.00	65.00	———
1/4 hr	54.00	48.50	43.00	37.50
5 min	22.00	19.50	17.50	15.25

Edited by William M. Allison.

(D)

WHYL-FM
1959

RAB

Media Code 4 239 1481 9.00
Richard Field Lewis, Jr., Inc., Box 219, WHYL Bldg., Carlisle, Pa. 17013. Phone 717-249-1717.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHYL-FM: Programmed for adults & young adults.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.): 102.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: ——— ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Mid Atlantic Network, Inc.

TIME RATES
Eff 6/1/75—Rec'd 5/8/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.00	5.40	5.00	4.60	4.20

7. PACKAGE PLANS

PER WK, ROS, EA:	6 ti	18 ti	30 ti
1 min	6.60	5.60	4.60
30 sec	5.25	4.45	3.65

Edited by William M. Allison.

WIOO
1965

American Entertainment Ntwk

Media Code 4 239 1450 6.00
WIOO, Inc., 33 W. High St., Carlisle, Pa. 17013. Phone 717-243-1200.

STATION'S PROGRAMMING DESCRIPTION
WIOO: Programmed for 18-34 age group.
MUSIC: blend of contemporary rock & 50% mix of top solid gold from 1955-present. Live personalities.
NEWS: network at :30, local at :55. Contact Representative for further details. Rec'd 4/4/75.

1. PERSONNEL
President—Harold Swidler.
Program Director—Dave Dillon.
Office Manager—Evelyn Trimmer.

2. REPRESENTATIVES
New York—Jack Masla & Co., Inc.
St. Louis—Bruce Schneider & Co.

3. FACILITIES
1,000 w.; 1,000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 21b, 23b, 24b, 25a, 28b, 29a, 30, 33c.
Contracts: 41, 42a, 42c, 43, 45, 46, 49, 51a.
Comb.; Cont. Discounts: 60e, 61e.
Cancellation: 70b, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Affiliated with American Enterlainment Network.

TIME RATES
Eff ——Rec'd 8/30/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	7.50	7.10	6.70	6.30	5.90	5.50
10 sec	4.75	4.50	4.25	4.00	3.75	3.50

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min	90	160	210
30 sec	68	120	158
10 sec	45	80	105

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	130	120	110	100
1/2 hr	80	70	60	50
1/4 hr	50	45	40	35
5 min	20	18	16	14

(Q) (CR)

CARNEGIE

Allegheny County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh
(including Ambridge, Beaver Falls, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

CHAMBERSBURG (2 AM; 1 FM)

Franklin County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WCBG
1956

NBC Radio Network

NAB

Media Code 4 239 1500 8.00
Four States Broadcasting Corp., Radio Hill, Chambersburg, Pa. 17201. Phone 263-4131.

1. PERSONNEL
President—Norman E. Messner.
Vice-Pres. & Gen'l Mgr.—Molly D. Messner.
Operations Manager—Robert Huffman.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Philadelphia, Pittsburgh, Washington—Dome & Associates.
Southwest—Mario Messina Company.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1590 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21b, 24b, 25b, 28b, 28c, 30.
Contracts: 40a, 42d, 43, 44a, 45, 46, 47e, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61c, 62b.
Cancellation: 70a, 70d, 71b, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with NBC.

TIME RATES
Eff 4/1/75—Rec'd 4/4/75.

6. SPOT ANNOUNCEMENTS

	10x	50x	150x	300x	500x
1 min	8.82	7.94	7.35	6.47	5.59
30 sec	4.71	4.12	3.82	3.53	3.24
20 sec	3.82	3.53	3.24	2.94	2.65
10 sec	2.35	2.06	1.76	———	———

7. PACKAGE PLANS
20 1-min spots within 1 wk, ea. 5.88

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	117.65	64.71	32.94	15.30

(Q)

WCHA 1946 WCHM (FM) 1946

Subscriber to the NAB Radio Code

Media Code 4 239 1550 3.00
The Chambersburg Broadcasting Co., The Craft Press Bldg., Chambersburg, Pa. 17201. Phone Colony 4-7121

STATION'S PROGRAMMING DESCRIPTION
WCHA: Programmed for general interest.

1. PERSONNEL
General Manager—John S. Booth.

2. REPRESENTATIVES
Philadelphia—Philadelphia Spot Sales.

3. FACILITIES
1,000 w. days· 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 2,800 w.; 95.1 mc.
Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Pennsylvania Farm Network.

TIME RATES
No. 3 Eff 4/1/56—Rec'd 7/31/67.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260+x
1 min/ sta brk	7.50	7.15	6.80	6.45	6.10	5.75

10. SPECIAL FEATURES
Time Signals—Three a day, Monday through Saturday, consisting of the correct time and 15 words, per week 60.00. Subject to rebates applicable to weekly frequency rates.

CHARLEROI (1 AM; 1 FM)

Washington County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WESA
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 1600 6.00
Laubach Radio Prop., Inc., Box 584, Charleroi, Pa. 15022. Phone 412-483-6551.

1. PERSONNEL
Executive Vice-President—Carl J. Marcocci.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
250 w. days; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise to 4:05 pm. For non-simulcast facilities see WESA-FM.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.50	5.75	5.50	4.75	4.50

30 sec: 80% of 1-min.
13 wks: 90% of weekly rates.
7. PACKAGE PLANS
BULK PLAN—YEARLY
1000 x 4250 2000 x 8000
10. SPECIAL FEATURES
Newscasts 10.00

WESA-FM
1967

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 1625 3.00
Laubach Radio Prop., Inc., Box 584, Charleroi, Pa. 15022. Phone 412-483-6551.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 (vert.); 98.3 mc.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: 1,000 ft. above average terrain.
Partial simulcast operation. Operated separately 4:05 pm-midnight. For simulcast facilities see WESA.

TIME RATES
Rates are identical to WESA. See that listing.

CHESTER

Delaware County—Map Location L-7
See SRDS consumer market map and data at beginning of the State.

See Philadelphia Urban Area

CLARION

Clarion County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WWCH
1960

Subscriber to the NAB Radio Code
Media Code 4 239 1650 1.00
Clarion County Broadcasting Corp., Box 171, Garby Theatre Bldg., Clarion, Pa. 16214. Phone 814-226-8000.

1. PERSONNEL
Manager—Norman Wallace.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
500 w. days; 1 300 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Pennsylvania Farm Network.

TIME RATES
Rates effective June 15, 1962.
Rates received May 7, 1962.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 ti 6.50 104 ti 4.50
13 ti 6.00 260 ti 4.00
26 ti 5.50 312 ti 3.50
52 ti 5.00
7. PACKAGE PLANS
SATURATION RATES
10 or more per day—earn 10% discount from earned rate.

CLEARFIELD (1 AM; 1 FM)

Clearfield County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WCPA
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 1700 4.00
Clearfield Broadcasters, Inc., Box 1032, 215 Church St., Clearfield, Pa. 16830. Phone 814-765-5541.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Carl A. Falvo.
2. REPRESENTATIVES
New York—Market 4 Radio.
3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am, noon-12:30 pm and 4:30-4:45 pm. For non-simulcast facilities see WCPA-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 6/10/74.

7. PACKAGE PLANS

WKLY TAP:	1 ti	10 ti	20 ti	30 ti
1 min	5.40	5.10	4.80	4.50
30 sec	4.60	4.30	4.00	3.70
ANNUAL BULK PLAN:		300x	600x	900x
1 min		4.50	4.30	4.10
30 sec		3.70	3.50	3.30

Fixed: Extra 1.00.

WCPA-FM
1967

NAB

Media Code 4 239 1723 1.00
Clearfield Broadcasters, Inc., Box 1032, Clearfield, Pa. 16830 Phone 814-765-5541.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 93.5 mc.
Operating schedule: 6 am-midnight. EST
Antenna ht.: ——————.
Partial simulcast operation. Operated separately 9 am-noon, 12:30-4:30 pm and 4:45 pm-midnight. For simulcast facilities see WCPA.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff——Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS

	Open			Contract/13 wk		
	1 ti	25 ti	50 ti	175 ti	350 ti	700 ti
1 min	3.25	3.00	2.75	2.50	2.30	2.00

COATESVILLE

Chester County—Map Location K-7
See SRDS consumer market map and data at beginning of the State.

WCOJ
1949

Media Code 4 239 1750 9.00
Chester County Broadcasting Co., Box 231, Manor Rd, R. D. 1, Coatesville, Pa. 19320. Phone 215-384-2100.
West Chester Studio: 129 W. Market St., West Chester, Pa. 19380. Phone 215-696-3690.

STATION'S PROGRAMMING DESCRIPTION
WCOJ: Programmed for adults.

1. PERSONNEL
General Manager—William S. Halpern.
3. FACILITIES
5,000 w.; 1420 kc. Directional—nighttime only.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 9 Eff 8/1/74—Rec'd 8/1/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA					
1 min	20.00	19.00	18.00	17.00	16.50
30 sec	19.50	18.00	17.00	16.00	15.75
10 sec	15.00	11.75	11.00	10.00	9.00
CLASS AA					
1 min	19.00	17.00	16.00	15.00	14.00
30 sec	17.00	16.00	15.00	14.00	13.00
10 sec	12.35	10.00	9.00	8.50	7.65
CLASS A					
1 min	16.00	15.50	15.00	14.00	13.00
30 sec	14.50	13.50	13.00	12.75	11.50
10 sec	10.50	9.50	8.50	7.50	6.50

10. SPECIAL FEATURES
HOURLY NEWS
5 min—1-1/2x applicable 1-min rate. Local news, extra 5.
CONSECUTIVE WEEK DISCOUNTS
13 wk—5% 26 wk—10% 52 wk—13%
Discounts apply to spots and programs but may not be combined for frequency discounts.

COLUMBIA

Lancaster County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WHEX
1957

RAB

Media Code 4 239 1800 2.00
Agintour Corp., 1111 Park City Center, Lancaster, Pa. 17604. Phone 717-299-2301.
Station address: 343 Poplar St., Columbia, Pa. 17512. Phone 717-684-2591.

STATION'S PROGRAMMING DESCRIPTION
WHEX: Golden Oldies music; farm programming.

1. PERSONNEL
General Manager—Sy Levy.
2. REPRESENTATIVES
The MEDIAmerica Company.
Chicago—Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w. days; 1580 kc.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 net time and talent; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 6/1/73—Rec'd 7/6/73.
A—Mon thru Sat 6-10 am & 4-8 pm.
B—Mon thru Sat 10 am-4 pm; Sun all day.

6. SPOT ANNOUNCEMENTS
CLASS A

PER WK:	Open	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	20.00	18.00	16.00	14.00	12.00	10.00
30 sec	16.00	14.40	12.80	11.20	9.60	8.00
CLASS B						
1 min	18.00	16.00	14.00	12.00	10.00	9.00
30 sec	14.40	12.80	11.20	9.60	8.00	7.20

10 sec: 60% of 1-min.
7. PACKAGE PLANS
IMPACT PLAN—1/2A, 1/2B

	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	17.00	15.00	13.00	11.00	9.50
30 sec	13.60	12.00	10.40	8.80	7.60

10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—2% 26 wk—5% 52 wk—10%
10. SPECIAL FEATURES
Newscasts—1-1/2x 1-min.

(CR)

CONNELLSVILLE

Fayette County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WCVI
1947

Media Code 4 239 1850 7.00
Connellsville Broadcasters, Inc., 133 E. Crawford Ave., Connellsville, Pa. 15425. Phone 412-628-4600.

1. PERSONNEL
General Manager—William D. Ellis.
2. REPRESENTATIVES
Pittsburg, Philadelphia—Dome & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 6 Eff 7/15/75—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS
1 MINUTE

MO:	1 ti	4 ti	10 ti	20 ti	30 ti
1 mo	6.45	6.10	5.60	5.10	4.60
3 mo	6.40	6.05	5.55	5.05	4.55
6 mo	6.35	6.00	5.50	5.00	4.50
9 mo	6.30	5.95	5.45	4.95	4.45
12 mo	6.00	5.50	5.00	4.50	4.00

	40 ti	50 ti	100 ti	150 ti
1 mo	4.10	3.60	3.10	2.80
3 mo	4.05	3.55	3.05	2.75
6 mo	4.00	3.50	3.00	2.70
9 mo	3.95	3.45	2.95	2.65
12 mo	3.50	3.00	2.50	2.20

30 SECONDS

	1 ti	4 ti	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 mo.	4.75	4.45	4.15	3.85	3.65	3.25	2.95	2.65
3 mo.	4.70	4.40	4.10	3.80	3.50	3.20	2.90	2.60
6 mo.	4.65	4.35	4.05	3.75	3.45	3.15	2.85	2.55
9 mo.	4.60	4.30	4.00	3.70	3.40	3.10	2.80	2.50
12 mo	4.05	3.75	3.45	3.15	2.85	2.55	2.25	1.95

15 SECONDS

1 mo.	2.90	2.75	2.60	2.45	2.30	2.15	2.00	1.85
3 mo.	2.85	2.70	2.55	2.40	2.25	2.10	1.95	1.80
6 mo.	2.80	2.65	2.50	2.35	2.20	2.05	1.90	1.75
9 mo.	2.75	2.60	2.45	2.30	2.15	2.00	1.85	1.70
1 yr.	2.70	2.55	2.40	2.25	2.10	1.95	1.80	1.65

7. PACKAGE PLANS
9-DAY SATURATION PLANS

	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.80	4.30	3.80	3.30	2.80
30 sec	3.45	3.15	2.85	2.55	2.25
15 sec	2.00	1.90	1.80	1.70	1.60

Submitted by William D. Ellis.

CORRY

Erie County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

WWCB
1955

Media Code 4 239 1900 0.00
Corry Broadcasting Co., Inc., Box 4, 210 N. Center St., Corry, Pa. 16407. Phone 814-664-8694.

1. PERSONNEL
President—Art Arkelian.
3. FACILITIES
1,000 w. days, 500 w. nights; 1370 kc.
Directional—nighttime only.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff——Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100+
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.00	4.50
10 sec	5.00	4.50	4.25	4.00	3.75

COUDERSPORT

Potter County—Map Location F-2
See SRDS consumer market map and data at beginning of the State

WFRM
1953

NAB RAB

Media Code 4 239 1950 5.00
Farm & Home Broadcasting Co., Inc., Box 309, Coudersport, Pa. 16915. Phone 814-274-8600.

1. PERSONNEL
General Manager—Phyllis A. Craley.
3. FACILITIES
1,000 w. days; 600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

PENNSYLVANIA

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Allegheny Mountain Network.

TIME RATES
Eff 2/1/67—Rec'd 2/6/67.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	6.90	6.56	6.21	5.87	5.52	5.18

HOUSEWIFE TIME
1 ti 4.00
Submitted by Phyllis A. Craley.

DOYLESTOWN

Bucks County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WBUX
1948

RAB

Media Code 4 239 1975 2.00
Central Bucks Broadcasting Co., Box 512, Ricketts Rd., Doylestown, Pa. 18901. Phones 215-348-3583, 343-0220.

STATION'S PROGRAMMING DESCRIPTION
WBUX: Programmed for community interest. MUSIC: contemporary, MOR. NEWS: at :00; at :30 in traffic times. Community interest news every half hour. SPORTS: high school. Remotes. RELIGIOUS: Sun until 1 pm. Contact Representative for further details. Rec'd 7/29/75.

1. PERSONNEL
General Manager—George Pleasants.
Program Director—Tom Calvin.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
5,000 w. days; 1570 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 16.
Basic Rates: 20a, 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60g, 60i, 61a, 61b, 62a, 62b, 62c.
Cancellation: 70b, 71a.
Prod. Services: 80, 82.

TIME RATES
Eff 8/1/75—Rec'd 7/29/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	12.00	11.00	10.00	9.50	8.50
30 sec	9.50	8.75	8.00	7.50	6.75

10 sec: 50% of 1-min.
Submitted by George Pleasants.
(Q)

DU BOIS (1 AM; 1 FM)

Clearfield County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WCED
1939

NAB

WCED-FM
1948

RAB

Media Code 4 239 2000 8.00
Tri-County Broadcasting Co., Inc., 80 Park Place, Du Bois, Pa. 15801. Phone 814-371-6100.

1. PERSONNEL
General Manager—George W. Williams.
2. REPRESENTATIVES
The Devney Organization, Inc.
Dome & Associates, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 1420 kc. Directional.
Operating schedule: 6:30-12:05 am. EST.
FM-ERP 9,500 w.; 101.2 mc.
4. AGENCY COMMISSION
15/0 by 10th of following month.

TIME RATES
Rates effective May 1, 1962. (Card No. 6.)
Card received May 31, 1962.

6. SPOT ANNOUNCEMENTS

	(*)	(†)		(*)	(†)
1 time	7.25	6.00	209 times	6.00	5.00
27 times	6.95	5.75	313 or more		
53 times	6.59	5.50	times	5.76	4.75
105 times	6.30	5.25			

(*) 1-minute live or transcribed.
(†) Station Break.

EASTON

Northampton County—Map Location L-8
See SRDS consumer market map and data at beginning of the State.

See Allentown-Bethlehem-Easton

PENNSYLVANIA

EBENSBURG (1 AM; 1 FM)

Cambria County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WEND
1961

Media Code 4 239 2050 2.00
WEND, Inc., 120 S. Center St., Ebensburg, Pa. 15931. Phone 814-472-8801.
1. PERSONNEL
Station Manager—Robert Civis.
2. REPRESENTATIVES
Pittsburgh, Bala Cynwyd, Baltimore—Dome & Associates, Inc.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: 7 am-local sunset. EST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff———Rec'd 9/27/73.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	3.50	3.00	2.75	2.50	2.25	2.00

BOUSEWIFE TIME
1 ti 2.00

WIYQ (FM)
1962

Media Code 4 239 2075 0.00
Cambria County Broadcasting Co., Inc., Box 787, Johnstown, Pa. 15907. Phones 814-495-5015, 266-5352.
STATION'S PROGRAMMING DESCRIPTION
WIYQ (FM): MUSIC: modern country & western. NEWS: at :20 & :40. SPORTS: Major League baseball & professional football. Sun: noon-3 pm polka swing; 6 pm-midnight C & W oldies show. Contact Representative for further details. Rec'd 2/13/75.
1. PERSONNEL
Sta. & Sales Mgr.—David C. Hill.
2. REPRESENTATIVES
Selcom, Inc.
Pittsburgh, Philadelphia—Dome & Associates, Inc.
3. FACILITIES
ERP 45,000 w. (horiz.), 43,000 w. (vert.); 99.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 520 ft. above average terrain.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 23b, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42a, 43, 44a, 45, 46, 47e, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60h, 62d.
Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Allegheny Mountain Network.

TIME RATES
Eff 11/1/74—Rec'd 2/13/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Sun thru Sat 7 pm-midnight.
6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	11.00	8.80	9.00	7.20	7.00	5.60
12 ti	10.00	8.00	8.00	6.40	6.00	4.80
18 ti	9.00	7.20	7.00	5.60	5.00	4.00
24 ti	8.00	6.40	6.00	4.80	4.00	3.20
30 ti	7.00	5.60	5.00	4.00	3.00	2.40

10 sec: 50% of 1-min.
(D)

ELIZABETHTOWN (1 AM; 1 FM)

Lancaster County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WPDC
1968

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 2100 6.00
Smith Communications, Inc., Box 1600, Elizabethtown, Pa. 17022. Phone 717-367-7700.
STATION'S PROGRAMMING DESCRIPTION
WPDC: Programmed for young adults and adults.
1. PERSONNEL
General Manager—Charles C. Smith.
2. FACILITIES
500 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WPDC-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ——— Rec'd 1/3/73.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	365x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

WPDC-FM
1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 2101 4.00
Smith Communications, Inc., Box 1600, Elizabethtown, Pa. 17022. Phone 717-367-7700.
See affiliated AM station for additional information.
3. FACILITIES
ERP 20,000 w. (horiz.), 10,000 w. (vert.); 106.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WPDC.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WPDC. See that listing.

ELLWOOD CITY

Lawrence County—Map Location R-4
See SRDS consumer market map and data at beginning of the State.

WFEM (FM)
1968

Media Code 4 239 2150 1.00
Scott Broadcasting of Pennsylvania, 226 5th St., Ellwood City, Pa. 16117. Phone 412-758-4527.
1. PERSONNEL
General Manager—Lawrence Conti, Jr.
3. FACILITIES
ERP 3,000 w. (horiz.). 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 5:55 am-11:10 pm. EST.
Antenna ht.: 420 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/70—Rec'd 5/14/71.
6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	356x	600x	1200x
1 min	7.00	6.00	5.00	4.50	3.50	3.00	2.50
30 sec	6.00	5.00	4.00	3.50	3.00	2.50	2.00

7. PACKAGE PLANS

PER WK:	15 ti	30 ti	60 ti	100 ti
1 min	4.00	3.50	3.00	2.50
30 sec	3.50	3.00	2.50	2.00

EMPORIUM

Cameron County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WLEM
1958

RAB

Subscriber to the NAB Radio Code
Media Code 4 239 2200 4.00
Emporium Broadcasting Co., Box 310, 145 E. 4th St., Emporium, Pa. 15834. Phones 814-483-3712, 3713.
STATION'S PROGRAMMING DESCRIPTION
WLEM: MOR, local emphasis on news & sports.
1. PERSONNEL
Manager—Vito A. Lanzillo, Jr.
2. REPRESENTATIVES
Market 4 Radio.
Dome & Associates, Inc.
3. FACILITIES
1,000 w.; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 11/1/73—Rec'd 1/23/74.
7. PACKAGE PLANS

PER YR:	1x	50x	100x	300x	600x	1000x
Base	1.50	1.40	1.30	1.20	1.10	1.00

Above rates for 1st 5 sec of any length spot. Extra .10 for ea additional 5 sec.
SHORT PLANS
100/10 days/less ..... 1.20 1000/100 days/less ..... .90

EPHRATA (1 AM; 1 FM)

Lancaster County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WGSA
1955

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 2250 9.00
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Rd., Ephrata, Pa. 17522. Phone 717-733-2226. Lancaster phone 717-397-1310.
STATION'S PROGRAMMING DESCRIPTION
WGSA: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. Sports headlines at :50. Civic announcements rotated at :10. MUSIC 35%: features general popular music. 70% singles 30% LP's, same format all segments. FARM: 5-6:30 am personality plus farm director, reports, prices. Weather emphasis in early morning including Weather Bureau reports. 15 min news at 7:30 am, noon & 5 pm. Livestock reports daily M-F 11:50 am. Telephone call-in daily M-Sat 12:15-1 pm. SPORTS: two 5 min reports daily M-S, live regional baseball, football, basketball. Contact Representative for further details. Rec'd 2/8/71.
1. PERSONNEL
Pres. & Gen'l Mgr.—Samuel R. Youse.
Commercial Manager—John P. Weis.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
5,000 w. days; 1310 kc Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 60i.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WIOV (FM).
Affiliated with American Entertainment Network.
Member: National AgRadio Groups, Inc., Pennsylvania Farm Network.

TIME RATES
Eff 11/1/72—Rec'd 1/23/73.
AM: AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3:30-7 pm.
A—All other times.
FM: AA—Mon thru Sat 6-10 am & 3:30-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	26x	52x	104x	156x	260x
AA	13.50	13.00	12.50	12.00	11.50	11.00
A	13.00	12.00	11.50	11.00	10.50	10.00

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
7. PACKAGE PLANS

PER WK, EA:	36 ti	24 ti	18 ti	12 ti	6 ti
1 min	9	10	11	12	13

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
(D)

WIOV (FM)
(formerly WGSA-FM)
1962

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 2300 2.00
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Rd., Ephrata, Pa. 17522. Phones Ephrata 717-733-2226; Lancaster 717-397-1310.
STATION'S PROGRAMMING DESCRIPTION
WIOV (FM): MUSIC: country/western. Contact Representative for further details. Rec'd 10/6/70.
1. PERSONNEL
Pres. & Gen'l Mgr.—Samuel R. Youse.
Commercial Manager—John P. Weis.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 50,000 w.; 105.1 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 60i.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
AM Facilities: WGSA.

TIME RATES
Eff 8/1/74—Rec'd 9/10/74.
AA—Mon thru Sun 6-10 am & 3:30-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	26x	52x	104x	156x	260x
AA	16.00	15.00	14.50	14.00	13.50	13.00
A	15.00	14.00	13.50	13.00	12.50	12.00

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
7. PACKAGE PLANS

PER WK, ROS:	36 ti	24 ti	18 ti	12 ti	8 ti
1 min, ea	12	13	14	15	16

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
(D)

ERIE (4 AM; 2 FM)

Erie County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	22	20	22	20
B	20	18	20	15
C	14	12	14	3
D	10	12	12	8
AVERAGE	17	16	17	13

WCCK (FM)
1968

NAB RAB

Media Code 4 239 2325 9.00
WWGO, Box 1184, Erie, Pa. 16512. Phones 814-456-7978, 7979
See affiliated AM station for additional information.
AM facilities: WWGO.
1. PERSONNEL
Operations Manager—Ron Rondo.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 103.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,154 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Sold in combination with WWGO. See that listing for rates.

TIME RATES
No. 1 Eff 2/1/73—Rec'd 2/16/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	9	8	7	6
AA	8	7	6	5
A	6	5	4	3

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
ROS, flat 4.00. Station must be contacted for availability.
Comb.: Cont. Discounts: 60h, 60i.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WIOV (FM).
Affiliated with American Entertainment Network.
Member: National AgRadio Groups, Inc., Pennsylvania Farm Network.

TIME RATES
Eff 11/1/72—Rec'd 1/23/73.
AM: AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3:30-7 pm.
A—All other times.
FM: AA—Mon thru Sat 6-10 am & 3:30-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	26x	52x	104x	156x	260x
AA	13.50	13.00	12.50	12.00	11.50	11.00
A	13.00	12.00	11.50	11.00	10.50	10.00

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
7. PACKAGE PLANS

PER WK, EA:	36 ti	24 ti	18 ti	12 ti	6 ti
1 min	9	10	11	12	13

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
(D)

WJET
1951

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 2350 7.00
The "JET" Broadcasting Co., Inc., 1635 Ash St., Erie, Pa. 16503. Phone 814-455-2741.
After 5:30 pm. Phone 814-455-3335.
1. PERSONNEL
President—Myron Jones.
General Manager—Rick Hanna
Program Director—Sandy Beach.
2. REPRESENTATIVES
Eastman Radio, Inc.
Pittsburgh—Dome & Associates, Inc.
Cleveland—Regional Reps Corp.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21a, 24c, 25a, 27, 28c, 29a.
Contracts: 40a, 44a, 44b, 45, 46, 49, 51a.
Comb.: Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 4 Eff 9/1/69—Rec'd 8/4/69.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.
6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti
SECTION I				
1 min	25.00	22.00	21.00	——
30/20 sec	20.00	17.60	16.80	——
10 sec	12.50	11.00	10.50	——
SECTION II				
1 min	22.00	20.00	19.00	18.00
30/20 sec	17.60	16.00	15.20	14.40
10 sec	11.00	10.00	9.50	9.00
SECTION III				
1 min	20.00	17.00	16.00	15.00
30/20 sec	16.00	13.60	12.80	12.00
10 sec	10.00	8.50	8.00	7.50

7. PACKAGE PLANS
PER WK: CUME PLAN 1 min
Plan A—30 ti (15I, 10II, 5III) 18
Plan B—15 ti (8I, 5II, 2III) 18
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.
CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—10%
Applicable to all plans.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.
8. PROGRAM TIME RATES
5 min—1-1/2 x 1-min.

WLVU
1947

Alan Torbet Associates, Inc.

NAB RAB

Media Code 4 239 2362 2.00
WERC, Inc., State St. at 32nd, Erie, Pa. 16508. Phone 814-459-2597.
STATION'S PROGRAMMING DESCRIPTION
WLVU: MUSIC: familiar & melodic arrangements of current favorites. Programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Rec'd 1/3/75.
1. PERSONNEL
President—Simon Goldman.
Vice-Pres. & Gen'l Mgr.—Donald L. Kelly.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
ERP 9,700 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a 45, 46, 51a.
Comb.: Cont. Discounts: 60a, 60g, 60k, 61b, 62d.
Cancellation: 70a, 70c, 70e, 71a, 73a.
AM facilities: WWYN.
Affiliated with CBS.

TIME RATES
No. 14 Eff 2/1/75—Rec'd 1/22/75.
AAA—10 am-8 pm.
AA—5:30-10 am.
A—8 pm-1 am.
6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	(*)	1 min	(*)	1 min	(*)
1 ti	16	14	14	12	12	10
6 ti	14	12	12	10	10	8
12 ti	12	10	10	8	8	6

(*) 30/20/10 sec.
7. PACKAGE PLANS
TAP I—1/2AAA, 1/2AA

PER WK, EA:	6 ti	12 ti	18 ti
1 min	14	12	10
30/20/10 sec	12	10	8

TAP II—1/3AAA, 1/3AA, 1/3A

1 min	13	11	9
30/20/10 sec	11	8	7

Submitted by Donald L. Kelly.

(Erie continued on next page)

WRIE
1948

NAB RAB

Media Code 4 239 2375 4.00
Radio Erie, Inc., Box 2072, Erie, Pa. 16512. Phone 814-796-6777.

STATION'S PROGRAMMING DESCRIPTION
WRIE: Programmed for young adults & adults. MUSIC: MOR, locally programmed, current hits & hit oldies. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: 14 minutes per hour. Contact Representative for further details. Rec'd 1/7/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—F. Brady Louis.
Vice-Pres. & Sta. Mgr.—F. Bill Erb.
Music Director—Jim King.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
5,000 w.; 1330 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 14e, 15e.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 32a.
Contracts: 40c, 41, 43, 44b, 45, 46, 49, 51b.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 3 Eff 9/1/72—Rec'd 9/1/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	12 ti	18 ti	24 ti
AA	20	19	17
A	18	16	15
B	15	13	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK, EA, 1 MIN:	12 ti	18 ti	24 ti
1/3AA, 1/3A, 1/3B	16	15	14

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR:	13x	26x	52x
1/2 hr	65	60	55

WWGO
1935

NAB

Media Code 4 239 2450 5.00
WWGO, 212 Commerce Bldg., 12th & State Sts., Erie, Pa. 16501. Phones 814-456-7078, 7079.
Mailing address: Box 1184, Erie, Pa. 16512.

1. PERSONNEL
Executive Vice-President—Carl Marcocci.
Station Manager—Ronald P. Smith.
Program Director—Ken Olowin.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2n, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15b, 15e.
Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 44b, 45, 46, 49.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72a.
Prod. Services: 80, 82.
FM facilities: WCCK (FM).
Affiliated with Katz Radio Network.
Affiliated with American Information Network.

TIME RATES
AM/FM COMBINATION
No. 1 Eff 2/1/72—Rec'd 2/16/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	20	18	16	14
AA	18	16	14	12
A	14	12	10	8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 4.00 per spot.

7. PACKAGE PLANS

PER WK EA, 1 MIN:	6 ti	12 ti	18 ti	24 ti
1/3AAA, 1/3AA, 1/3A	17	15	13	11

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 4.00 per spot.

10. SPECIAL FEATURES
Newscasts—AM only, 1-1/2x 1-min rate.

WWYN
1941

NAB RAB

Media Code 4 239 2500 7.00
WWYN, 3204 State St., Erie, Pa. 16508. Phone 814-456-2996.
See affiliated FM station for additional information.
FM facilities: WLVU.

STATION'S PROGRAMMING DESCRIPTION
WWYN: Programmed for adults 25-49. 5-9 am, news, emphasis on information, MOR music; 9 am-noon, female-oriented talk & music, female personality handles; noon-6 pm, music, news & information; 6 pm-midnight, 2-way talk or sports. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 1/3/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald L. Kelly.
3. FACILITIES
5,000 w.; 1260 kc.
Directional—separate patterns day and night
Operating schedule: 5 am-midnight. EST.

TIME RATES
No. 14 Eff 2/1/75—Rec'd 1/3/75.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.
B—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti
AA	12	10	8
A	8	7	6
B	6	5	4

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP:	1 min
6 ti (2 6-10 am, 2 3-7 pm, 1A, 1B)	48
10 ti (3 6-10 am, 3 3-7 pm, 2A, 2B)	70
16 ti (5 6-10 am, 5 3-7 pm, 3A, 3B)	96

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Submitted by Donald L. Kelly.

EVERETT
Bedford County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WSKE
1963
Subscriber to the NAB Radio Code
Media Code 4 239 2550 2.00
Radio Everett, Inc., Box 187, Everett, Pa. 15537. Phone 814-652-2600.

STATION'S PROGRAMMING DESCRIPTION
WSKE: Programmed entirely Country & Western.

1. PERSONNEL
Pres., Gen'l, Sta. & Prog. Mgr.—Melvin "Sherty" King.
3. FACILITIES
250 w.; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only; 2% cash discount 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/15/74—Rec'd 1/29/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 x	2.50	1.95	1.60	1.10

DISCOUNT
52 wk, 1000+—10%.

FARRELL
Mercer County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

See Sharon
(including Farrell)

FRANKLIN (1 AM; 1 FM)
Venango County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WFRA
1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 2600 5.00
Northwestern Pennsylvania Broadcasting Co., Inc., Box 908, Voyager Motor Inn, Franklin, Pa. 16323. Phone 814-432-2188.
Other office: Oil City—Box 7, 22 National Transit Company Bldg., Oil City, Pa. 16301. Phone 814-644-6701.

1. PERSONNEL
Station Manager—Robert H. Sauber.
2. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
FM ERP 3,000 w.; 99.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 230 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with MBS Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	5.95	5.80	5.50	5.20	5.10	4.75	4.50
30 sec	4.50	4.25	4.10	3.90	3.80	3.50	3.40

(CR)

WVEN (FM)
1971

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 2600 5.00
Northwestern Pennsylvania Broadcasting Co., Inc., Box 908, Voyager Motor Inn, Franklin, Pa. 16323. Phone 814-432-2188.
Other office: Oil City—Box 7, 22 National Transit Company Bldg., Oil City, Pa. 16301. Phone 814-644-6701.

1. PERSONNEL
Station Manager—Robert H. Sauber.
2. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
FM ERP 3,000 w.; 99.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 230 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with MBS Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	5.95	5.80	5.50	5.20	5.10	4.75	4.50
30 sec	4.50	4.25	4.10	3.90	3.80	3.50	3.40

(CR)

GETTYSBURG
Adams County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WGET
1950

NAB

Media Code 4 239 2650 6.00
Radio Station WGET, Box 200, Gettysburg, Pa. 17325. Phone 717-334-3101.

1. PERSONNEL
General Manager—Richard E. Selby.
2. REPRESENTATIVES
Dome & Associates, Inc.
2. FACILITIES
1,000 w. days 500 w. nights; 1320 kc.
Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS Radio Network.

TIME RATES
No. 5 Eff 2/1/70—Rec'd 2/23/70.
A—Mon thru Sat 6-9 am, noon-1 pm & 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

CLASS A	1x	104x	156x	260x	212x	624x
1 min	7.00	6.50	6.00	5.50	5.25	5.00
30 sec	5.60	5.20	4.80	4.40	4.20	4.00
10 sec	3.50	3.25	3.00	2.75	2.65	2.50
CLASS B						
1 min	6.00	5.50	5.00	4.50	4.25	4.00
30 sec	4.80	4.40	4.00	3.60	3.40	3.20
10 sec	3.00	2.75	2.50	2.25	2.15	2.00

7. PACKAGE PLANS
WEEKLY SATURATION—ROS

CLASS A PER WK:	1 ti	6 ti	12 ti	24 ti	48 ti
1 min	7.00	6.50	6.00	5.50	5.25
30 sec	5.60	5.20	4.80	4.40	4.26
10 sec	3.50	3.25	3.00	2.75	2.65
CLASS B					
1 min	6.00	5.50	5.00	4.50	4.25
30 sec	4.80	4.40	4.00	3.60	3.40
10 sec	3.00	2.75	2.50	2.25	2.15

GREENCASTLE
Franklin County—Map Location F-7
See SRDS consumer market map and data at beginning of the State

WKSL (FM)
1967
Subscriber to the NAB Radio Code
Media Code 4 239 2675 7.00
The Greencastle Broadcasting Co., Box 10, 211 S. Antrim Way, Greencastle, Pa. 17225. Phone 717-597-7151.

1. PERSONNEL
Managing Partner—Benjamin F. Thomas.
3. FACILITIES
ERP 1.750 w.; 94.3 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 370 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 5/1/73—Rec'd 2/18/74.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x	500x	1000+	2000+
1 min	4.90	4.20	3.50	2.80	2.45	----
30 sec	3.80	2.80	2.45	2.10	1.80	----
20 sec	2.80	2.40	2.00	1.65	1.40	----
10 sec	2.35	1.90	1.55	1.25	1.00	.90

10. SPECIAL FEATURES

NEWS, PER WK:	1 ti	3 ti	5 ti
5:30-9 am, noon, 3-6 pm	7.70	6.50	5.00
All other times	6.50	5.50	4.00

Inc open & close plus 1 1-min spot.

GREENSBURG
Westmoreland County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh
(including Ambridge, Beaver Falls, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

GREENVILLE (1 AM; 1 FM)
Mercer County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WGRP
1959

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 2750 6.00
Greenville Broadcasting Co., Box 189, 44 McCracken Rd., Greenville, Pa. 16125. Phone 412-588-8900.

1. PERSONNEL
General Manager—Kenneth B. Anderson.
2. REPRESENTATIVES
Philadelphia, Pittsburgh—Dome & Associates, Inc.
3. FACILITIES
1,000 w.; 940 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%; 2% cash discount if paid by 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 4/15/70—Rec'd 4/21/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	13 ti	19 ti	31+
1 min	6.50	6.00	5.75	5.50	5.25
30 sec	5.00	4.75	4.50	4.25	4.00

WGRP-FM
1965

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 2751 8.00
Greenville Broadcasting Co., Box 189, 44 McCracken Rd., Greenville, Penn. 16125. Phone 412-588-8900.
See affiliated AM station for additional information.

2. FACILITIES
Eff' 3,000 w.; 107.1 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 240 ft. above average terrain.

TIME RATES
No. 4 Eff 4/15/70—Rec'd 4/21/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	13 ti	19 ti	31+
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	4.50	4.25	4.00	3.75	3.50

GROVE CITY
Mercer County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WEDA (FM)
1962
Media Code 4 239 2800 1.00
WEDA, Inc., 125 S. Broad St., Grove City, Pa. 16127. Phone 412-458-6500.

1. PERSONNEL
Pres. & Gen'l Mgr.—James V. Perry.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
ERP 3.006 w.; 95.1 mc
Operating schedule: 7 am-10 pm daily. EST.
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commissions to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff 5/1/73—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	13x	26x	52x	104x
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	4.00	3.75	3.50	3.25	3.00
10 sec	3.00	2.75	2.50	2.25	2.00
		156x	260x	300x	500x
1 min		3.75	3.50	3.25	3.00
30 sec		2.75	2.50	----	----

7. PACKAGE PLANS
SATURATION PLANS—6 CONSECUTIVE DAYS

ROS:	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti	60 ti
1 min	81.00	100.80	108.00	114.00	120.00	129.60	144.00
30 sec	67.50	84.00	90.00	95.00	100.00	108.00	120.00

30 CONSECUTIVE DAYS

	1 min	30 sec
150 ti	318.00	265.00
300 ti	600.00	500.00

HANOVER
York County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WHVR
1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 2850 8.00
Radio Hanover, Inc., Box 234, 1/2 mile W. of Carlisle Pike and 1-1/2 miles N. W. of Hanover, Pa. 17331. Phone 637-3831.

1. PERSONNEL
Station & Commercial Manager—John D. Bare.
3. FACILITIES
5,000 w. days; 500 w. nights; 1280 kc.
Directional—separate patterns day and night.
Operating schedule: 6:00 am-midnight. EST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WYCR, York.

TIME RATES
Eff 8/14/73—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
10 sec	5.54	5.19	4.85	4.49
30 sec	6.92	6.58	6.22	5.88
1 min	8.31	7.95	7.61	7.27

10 SPECIAL FEATURES
News—extra 10%.

WYCR
Licensed as a York-Hanover, Pa., station.
See listing under York, Pa.

HARRISBURG (4 AM; 2 FM)
Plus 1 paid duplicate listing; plus 1 cross reference.
Dauphin County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	40	24	30	18
B	26	22	24	15
C	24	18	20	15
D	20	15	19	14
AVERAGE	28	20	23	16

(Harrisburg continued on next page)

Harrisburg—Continued

WCMB
1947

American Information Network

Buckley Radio Sales, Inc.

A McKenna Station

Media Code 4 239 2900 9.00
Hudson Broadcasting Corp., Box 3433, Harrisburg, Pa. 17105. Phone 717-234-3005.

STATION'S PROGRAMMING DESCRIPTION
WCMB: Programmed for young adult & adult audience.
MUSIC: Solid gold. Contemporary MOR selected from hits from '50, '60 & '70's including current singles & albums. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60 followed by 2 min local, weather; expanded local news 6-9 am with reports at noon & 5 pm; weather 7:10 am. SPORTS: 1 min capsules half hourly 6:30-9 am daily, hrly wknds; local high school football, U football. Contact Representative for further details. Rec'd 4/2/74.

1. PERSONNEL
General Manager—Ed. K. Smith.
Sales Manager—Jacques S. Schmitt.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w.; 1460 kc. Directional—night only.
Operating schedule: 5-1 am daily. EST.
4. AGENCY COMMISSION
15% on broadcast rate only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11e, 12e, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24e, 25a, 28a, 28c, 29a, 32a.
Contracts: 40a, 43, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
Rate Protection: 5 months.
FM facilities: WSFM (FM).
Affiliated with American Information Network.

TIME RATES
AM/FM COMBINATION
No. 10 Eff 7/1/74—Rec'd 5/31/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-6 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	34	33	31	30	28	27
AA	27	25	24	22	21	19
A	23	21	20	18	17	16
B	16	15	14	13	12	11

20/30 sec: 80% of 1-min.
*10 sec: Deduct 5.00 from above rates, then 50% of applicable rate.
(*) AM only.
AM only: Deduct 5.00.

7. PACKAGE PLANS
1/3AAA, 1/3AA, 1/3A

PER WK, EA:	12 ti	18 ti	24 ti	30 ti
1 min	25.00	23.00	21.50	20.50
20/30 sec	20.00	18.50	17.00	16.40

AM only: Deduct 5.00.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applied as earned.

WFEC
1945

mcgavren-guild
pgw radio, inc.

Media Code 4 239 2950 4.00
Scott Broadcasting Corp., 112 Market St., Harrisburg, Pa. 17101. Phone 717-238-5122.

1. PERSONNEL
President—Herbert Scott.
General Manager—Gary E. Burns.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10h, 11b, 12b, 15b.
Basic Rates: 20a, 21a, 21c, 23a, 24b, 24c, 25a, 28c, 29a, 29b, 30.
Contracts: 40a, 44a, 44b, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 62b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 10/1/70—Rec'd 9/10/70.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun all day.

7. PACKAGE PLANS
CLASS AA—ROTATING

	(*)	6 ti	12 ti	18 ti	24 ti
1 min	30	25	24	23	22
30 sec	24	20	19	16	17
CLASS A					
1 min	25	20	18	16	15
30 sec	20	16	14	13	12

(*) Fixed position.

TOTAL AUDIENCE PARTICIPATION
(1/3 Mon thru Fri 6-10 am & 2-7 pm; 1/3 Mon thru Fri 10 am-3 pm & 7 pm-midnight; 1/3 Sat & Sun all day)

	12 ti	18 ti	24 ti	30 ti	36 ti
Ea	19	17	16	15	14

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	150	130	110	100
1/2 hr	90	80	70	60
1/4 hr	70	60	50	40
5 min	45	40	35	25

WHP
1924

CBS Radio Network

KATZ RADIO

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 3000 7.00
WHP, Inc., 3300 N. 6th St., Harrisburg, Pa. 17110. Phone 717-238-2100. TWX 510-650-0816.

STATION'S PROGRAMMING DESCRIPTION
WHP: Programmed for young adult and adult audience.
MUSIC: MOR—a mix of current hits, recall selections from recent past, soft rock hits, some jazz, some country & some old standards, evenly balanced, vocals are programmed 3 to 1 with instrumentals. Balanced selections of male, female & vocal groups. NEWS: 6 min at :60 (network), local news 4 min at :30. 1 hour information block at 12N with network features, plus 6 pm daily. 30 min information, news, weather at 5 pm, M-F. Contact Representative for further details. Rec'd 9/28/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph M. Higgins.
General Sales Manager—Donald C. Yeiser.
Radio Sales Manager—John W. Bowling, Jr.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 580 kc. Directional—night only.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20a, 22a, 23a, 24c, 25a.
Contracts: 40a, 41, 42a, 42c, 46, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60f, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Contracts for announcements accepted 36 days prior to starting date. Firm contracts for programs accepted 60 days prior to initial broadcast.
TV facilities: WHP-TV.
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
No. 22 Eff 4/1/74—Rec'd 4/22/74.
AA—Mon thru Sat 6-10 am.
A—Mon thru Fri 3-7 pm.
B— Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	52	50	48	46	44
A	42	40	38	35	33
B	36	34	32	30	28
C	26	24	22	20	17

20/30 sec: 80% of 1-min. *10 sec. 50% of 1-min.
AM only: Deduct 8.00 per spot.
(*) AM only.

6. PROGRAM TIME RATES
AM ONLY
1/4 hr—2x 1-min. 5 min—1-1/2x 1-min.
10 min—1-3/4x 1-min
Submitted by Donald C. Yeiser.

WHP-FM
1946

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 239 3001 5.00
WHP Inc., 3300 N. 6th St., Harrisburg, Pa. 17110. Phone 717-238-2100. TWX 510-650-0816.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHP-FM: Programmed for adults.
MUSIC: familiar standards & melodic arrangement of current favorites programmed in uninterrupted segments. COMMERCIAL POLICY: 4 commercial interruption per hour with only 30 & 60 second lengths formatted. NEWS: 15 min at 8 am; 8 min at :60 all other times. Contact Representative for further details. Rec'd 11/27/72.

3. FACILITIES
ERP 50,000 w., 97.3 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 840 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
TV facilities: WHP-TV.
Sold in combination with WHP. See that listing for rates.

TIME RATES
No. 7 Eff 8/26/74—Rec'd 8/29/74.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	25	24	22	21
AA	23	21	20	18
A	18	16	15	13

20/30 sec: 80% of 1-min.

7. PACKAGE PLANS
1/3AAA, 1/3AA, 1/3A: Flat 8.00.
ROS: Rotates 7 days wkly, sign-on-sign-off, flat 4.00.
Submitted by Donald C. Yeiser.

WHYL
1948
CARLISLE

RAB

(This is a paid duplicate of the listing appearing under Carlisle, Pa.)
Media Code 4 239 1400 1.00
Richard Field Lewis, Jr., Inc., Box 219, WHYL Bldg., Carlisle, Pa. 17013. Phone 717-249-1717.

STATION'S PROGRAMMING DESCRIPTION
WHYL: Programmed for adults & young adults.
MUSIC: MOR, hits from 60's to present. NEWS: local at :60; national at :30; expanded 8-8:20 am, noon-12:35, 5-5:20 pm. 2 radio-equipped mobile units, 2 man news department. Weather 7:25 am & 12:25 pm expanded weather-scopes; weather every 15 min 6-9 am & at :15 & :45 balance of day; 24-hr weatherline. FEATURES: talk show Mon & Thurs 9-9:30 am; call-in helping hand show M-Sat 12:35-1 pm. SPORTS: 7:35 am, 5:15 pm, scores at :50 in season. Contact Representative for further details. Rec'd 5/8/75.

1. PERSONNEL
President—Marion P. Lewis.
General Manager—William M. Allison.
2. REPRESENTATIVES
PRO/Meeker Radio.
Dome & Associates, Inc.
3. FACILITIES
5,000 w.; 960 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7a, 8.
Basic Rates: 22a, 23a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60a.
Cancellation: 73a
Affiliated with MBS.
Member: Mid Atlantic Network, Inc.

TIME RATES
Eff 6/1/75—Rec'd 5/8/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	8.40	8.00	7.60	7.20	6.80
15 sec	5.50	5.25	5.00	4.75	4.50

7. PACKAGE PLANS

PER WK, RDS:	10 ti	20 ti	30 ti
1 min	96.00	172.00	226.00
30 sec	73.00	128.50	168.00
15 sec	48.50	86.00	112.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1/2 hr	87.00	76.00	65.00	——
1/4 hr	54.00	48.50	43.00	37.50
5 min	22.00	19.50	17.50	15.25

Edited by William M. Allison.

(D)

WIOO
CARLISLE

American Entertainment Ntwk

City of license, Carlisle, Pa. Considered by the American Entertainment Network as their Harrisburg outlet.
See listing under Carlisle, Pa.

WKBO
1922

Alan Torbet Associates, Inc.

NAB RAB

Media Code 4 239 3100 5.00
Harrea Broadcasters, Inc., 411 S. 40th St., Harrisburg, Pa. 17111. Phone 717-561-0716.

STATION'S PROGRAMMING DESCRIPTION
WKBO: Programmed for young adults 18-49.
MUSIC: latest singles & selected old hits from mid-50's-present. NEWS: 4 man local news team; 3 min newscasts at :15, at :15 & :45 in drive times. FEATURES: air traffic reports. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
President—Michael M. Bea.
Vice-Pres. & Gen'l Mgr.—J. Albert Dame.
Sales Manager—Robert J. Maley.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 on station time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year.
All acceptable accounts subject to same rate.
Affiliated with ATA Radio Network.

TIME RATES
No 7 Eff 8/1/74—Rec'd 8/19/74.
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat & Sun 10 am-8 pm.
A—Mon thru Fri 10 am-3 pm & 8 pm-1 am; Sat & Sun 6-10 am & 8 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	17.50	14.75	14.75	12.50
12 ti	16.25	14.00	14.00	11.75
18 ti	15.25	13.25	13.25	11.25
24 ti	14.75	12.50	12.50	10.25

10 sec, flat 8.25.
Fixed position, extra 15%.

WSFM (FM)
1965
A McKenna Station

Media Code 4 239 3123 2.00
Hudson Broadcasting Corp., Box 3433, Harrisburg, Pa. 17105. Phone 717-234-3005.
See affiliated AM station for additional information.
AM facilities: WCMB.

STATION'S PROGRAMMING DESCRIPTION
WSFM (FM): Programmed for adults 18-49.
MUSIC: solid gold from 50's, 60's & 70's & selected current pop album cuts on ratio 4 to 1. NEWS: network at :15. Live personalities in drivetimes daily. Contact Representative for further details. Rec'd 10/30/74.

1. PERSONNEL
Station Manager—David Herlihy.
3. FACILITIES
Eff 3,000 w.; 99.3 mc.
Operating schedule: 7-1 am. EST.
Antenna ht.: 150 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with WCMB. See that listing for rates.

TIME RATES
Eff——————Rec'd 8/2/73.

6. SPOT ANNOUNCEMENTS	1x	52x	104-260
Fixed	10	9	8

Submitted by Ed K. Smith.

HAZLETON (1 AM; 1 FM)

Luzerne County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WAZL
1932

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 3150 0.00
Hazleton Broadcasting Co., Hazleton National Bank Bldg., Hazleton, Pa. 18201. Phone 717-454-3581.

STATION'S PROGRAMMING DESCRIPTION
WAZL: Programmed for age groups 16 and up.
MUSIC: Emphasis on top 40 format also encompassing hits from past 15 years & 2 album cuts per hour. NEWS: networks at :60 & :30; local at :57 expanded 6 times daily. SPORTS: College football, local high school sports, 2 way talk show daily 10:05-11 am. Market reports, special weather from U. S. Weather Bureau. Contact Representative for further details. Rec'd 5/5/72.

1. PERSONNEL
Chairman of the Board—Victor C. Diehm.
Pres. & Gen'l Mgr.—Victor C. Diehm, Jr.
Director of Operations—David A. Donlin.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61c, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WVCD (FM).
Affiliated with NBC.
Member: Pennsylvania Farm Network.

TIME RATES
No. 1 Eff 11/1/74—Rec'd 10/1/74.

6. SPOT ANNOUNCEMENTS
DRIVE TIME—6-9 AM & 3-7 PM

I MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti
1 wk	8.00	7.60	7.20	6.80	6.40	6.00	5.60	5.20
13 wk	7.50	7.10	6.70	6.30	5.90	5.40	5.00	4.60
26 wk	7.00	6.60	6.20	5.80	5.40	5.00	4.60	4.20
52 wk	6.50	6.10	5.70	5.30	4.90	4.50	4.10	3.70
30 SEC:								
1 wk	6.40	6.10	5.80	5.50	5.20	4.90	4.60	4.30
13 wk	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90
26 wk	5.60	5.30	5.00	4.70	4.40	4.10	3.80	3.50
52 wk	5.20	4.90	4.60	4.30	4.00	3.70	3.40	3.10
ROS								
1 MIN:								
1 wk	6.60	6.20	5.80	5.40	5.00	4.60	4.20	3.80
13 wk	6.20	5.80	5.40	5.00	4.60	4.20	3.80	3.40
26 wk	5.80	5.40	5.00	4.60	4.20	3.80	3.40	3.00
52 wk	5.40	5.00	4.60	4.20	3.80	3.40	3.00	2.60
30 SEC:								
1 wk	5.30	5.00	4.70	4.40	4.10	3.80	3.50	3.20
13 wk	5.00	4.70	4.40	4.10	3.80	3.50	3.20	2.90
26 wk	4.70	4.40	4.10	3.80	3.50	3.20	2.90	2.60
52 wk	4.40	4.10	3.80	3.50	3.20	2.90	2.60	2.30

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	512x
1 hr	90.00	87.00	84.00	81.00	78.00	75.00	72.00	69.00
1/2 hr	50.00	48.00	46.00	44.00	42.00	40.00	38.00	36.00
1/4 hr	35.00	34.00	33.00	32.00	31.00	30.00	29.00	28.00
10 min	25.00	24.00	23.00	22.00	21.00	20.00	19.00	18.00
5 min	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.00

(Hazleton continued on next page)

WVCD (FM)

1947

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 239 3162 5.00
Hazleton Broadcasting Co., Hazleton National Bank Bldg., Hazleton, Pa. 18201. Phone 717-454-3533.
See Affiliated AM station for additional information
AM facilities: WAZL.

1. PERSONNEL
Station Manager—Ron J. Gillenardo.
Director of Sales—David A. Donlin.

3. FACILITIES
ERP 25,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 7/1/73—Rec'd 7/6/73.
AAA—Mon thru Sat 6-9 am & 4-7 pm.
AA—Mon thru Sat 9 am-4 pm & 7-10 pm.
A—Mon thru Sat 10 pm-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	12 ti	13 ti	24 ti	39 ti
AAA	10.00	9.00	8.00	7.50	7.00
AA	9.00	8.00	7.00	6.50	6.00
A	7.00	6.00	5.00	4.50	4.00

20/30 sec: 80% of 1-min.

7. PACKAGE PLANS
SATURATION PLANS—1/3AAA, 1/3AA, 1/3A

PER WK:	39 ti	24 ti	18 ti	12 ti	6 ti
1 min	170	148	120	92	52

Not combinable.
CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—20%

HONESDALE

Wayne County—Map Location L-2
See SRDS consumer market map and data at beginning of the State.

WHPA

1972

Subscriber to the NAB Radio Code

Media Code 4 239 3175 7.00
Wayne County Broadcasting Corp., Box 1590, 849 Main St., Honesdale, Pa. 18431. Phone 717-253-4674.

STATION'S PROGRAMMING DESCRIPTION
WHPA: Programmed to ages 16-50.

1. PERSONNEL
General Manager—Terry W. Clark.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
500 w.; 1590 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 3 Eff 5/1/75—Rec'd 4/11/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	208x	312x	520x
1 min	5.50	5.25	5.00	4.60	4.20	3.00	2.85	2.50	2.25
30 sec	4.00	3.55	3.40	3.10	2.75	2.70	2.60	2.50	2.25

HUNTINGDON

Huntingdon County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WHUN

1946

Media Code 4 239 3200 3.00
Huntingdon Broadcasters, Inc., 400 Washington St., Huntingdon, Pa. 16652. Phone 814-643-2340.

1. PERSONNEL
President—John H. Riddle.

3. FACILITIES
5,000 w.; 1150 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 19 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Frequency discounts as earned, no rebates.
Affiliated with KBS and NBC.

TIME RATES
Rates effective October 1, 1957.
Rates received August 2, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	Sta brk.
1 time	62.40	35.10	20.18	17.94	15.60	5.40	3.60
18 times	56.28	33.38	19.27	17.16	14.82	5.13	3.30
26 times	54.16	31.59	18.25	16.38	14.04	4.86	3.00
52 times	53.04	29.84	17.23	15.60	12.25	4.59	2.70
104 times	49.92	28.08	16.22	14.82	12.46	4.32	2.40
312 times	46.80	24.96	15.21	14.04	11.70	4.05	2.10

INDIANA (1 AM; 1 FM)

Indiana County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WDAD

1945

RAB

Subscriber to the NAB Radio Code

Media Code 4 239 3250 8.00
WDAD, Inc., Box 648, Oakland & School Sts., Indiana, Pa. 15701. Phone 412-349-1450.

1. PERSONNEL
Station Manager—Ray Goss.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WQMU (FM).
Affiliated with CBS.
Member: Pennsylvania Farm Network.

TIME RATES
Eff———Rec'd 12/3/74.
AA—Mon thru Fri 6:30-9 am, 11:30 am-1 pm & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	PER WK:	1 min	30 sec
AA	7.05	5.65	A	5.65	4.50

Minimum 6 spots.

7. PACKAGE PLANS

	AA			A		
62 WKS:	300x	600x	1000x	300x	600x	1000x
1 min	5.95	5.55	5.05	4.75	4.45	4.05
30 sec	4.75	4.45	4.05	3.80	3.55	3.25

NIGHTTIME & WKNDS:	6 ti	12 ti	18 ti
1 min	3.80	3.50	3.20
30 sec	3.05	2.80	2.55

WQMU (FM)

1968

RAB

Subscriber to the NAB Radio Code

Media Code 4 239 8275 5.00
Clearfield Broadcasters, Inc., Box 648, Oakland & School Sts., Indiana, Pa. 15701. Phone 412-349-1450.
See affiliated AM station for additional information.
AM facilities: WDAD.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc.
Operating schedule 8-1 am. daily. EST.
Antenna ht.: 156 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 6/1/73 Rec'd 5/30/73.

6 SPOT ANNOUNCEMENTS

PER YR:	175x	350x	700x
Ea	2.60	2.30	2.00

Per mo (minimum 10 spots) ea 3.00.

JEANNETTE

Westmoreland County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

JENKINTOWN

Montgomery County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Philadelphia Urban Area

JOHNSTOWN (3 AM; 3 FM)

Plus 1 paid duplicate listing.
Cambria County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WAAT

1974

Media Code 4 239 3312 8.00
Community Broadcasters, Inc., 634 Main St., Johnstown, Pa. 15901. Phone 814-535-8687.

STATION'S PROGRAMMING DESCRIPTION
WAAT: Programmed for adults 18-34.
MUSIC: current rock albums blended with best of past; DJ's. NEWS: local news anytime; network at :15. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
General Manager—Bob Bouch.
Program Director—Vince Andrews.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Operating schedule: 6-1 am. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3b. 4b. 4d. 5. 6a. 7b.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 20a. 22a. 22b. 23a. 24a. 25a. 26. 28b. 29a.
Contracts: 40a. 41. 45. 47c. 48.
Comb.; Cont. Discounts: 60a. 61a. 61b. 62d.
Cancellation. 70a. 70c. 71a. 73a.
Prod. Services: 80. 81. 82.
Affiliated with American FM Network.

TIME RATES
Eff———Rec'd 4/7/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun all day.
AA—Mon thru Fri 6 am-3 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1 ti	6 ti	12 ti	17 ti	24+
1 min	18.00	17.00	16.00	15.00	14.00
30 sec	14.40	13.60	12.80	12.00	11.20
CLASS AA					
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	12.80	12.00	11.20	10.40	9.60

WCRO

1947

Media Code 4 239 3350 6.00
Century Broadcasting Corp., Carnegie Bldg., 605 Main St., Johnstown, Pa. 15901. Phone 536-6158.

1. PERSONNEL
General Manager—Sandy D. Neri.
Sales Manager—Bill Creager.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30-1 am. EST.

4. AGENCY COMMISSION
15/0 time.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4c. 5. 8a. 8.
Rate Protection: 10b. 11b. 12b.
Basic Rates: 20a. 22a. 23a. 24b. 25a. 28a. 29a.
Contracts: 40a. 45. 46.
Comb.; Cont. Discounts: 60a.
Cancellation: 71a. 73a.
Affiliated with American Contemporary Network.

TIME RATES
No. 7 Eff 9/1/72—Rec'd 7/28/72.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	7 ti	14 ti	21 ti	28 ti
1 min	21.00	20.00	19.00	18.00
30 sec	16.80	16.00	15.20	14.40
10 sec	10.50	10.00	9.50	9.00
CLASS AA				
1 min	19.00	18.00	17.00	16.00
30 sec	15.20	14.40	13.60	12.80
10 sec	9.50	9.00	8.50	8.00
CLASS A				
1 min	17.00	16.00	15.00	14.00
30 sec	13.60	12.80	12.00	11.20
10 sec	8.50	8.00	7.50	7.00

	AAA		AA		A	
PER YR:	520x	1040x	520x	1040x	520x	1040x
1 min	17.00	16.00	15.00	14.00	13.00	12.00
30 sec	13.60	12.80	12.00	11.20	10.40	9.60
10 sec	8.50	8.00	7.50	7.00	6.50	6.00

ROS-BTA SUN THRU SAT

PER WK:	1 min	30 sec	10 sec
60 ti, preemptible	15.00	12.00	7.50

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

	1 min	30 sec	10 sec
14 ti (4AAA, 5AA, 5A)	17.00	13.60	8.50
21 ti (7AAA, 7AA, 7A)	16.00	12.80	8.00
28 ti (9AAA, 10AA, 9A)	15.00	12.00	7.50

10. SPECIAL FEATURES
5 min news: 1-1/2 of 1-min.

WIYQ (FM)

1962

EBENSBURG

(This is a paid duplicate of the listing appearing under Ebensburg, Pa.)
Media Code 4 239 2075 8.00
Cambria County Broadcasting Co., Inc., Box 787, Johnstown, Pa. 15907. Phones 814-495-5015, 266-5352.

STATION'S PROGRAMMING DESCRIPTION
WIYQ (FM): MUSIC: modern country and western. NEWS: at :20 & :40. SPORTS: Major League baseball & professional football. Sun: noon-3 pm polka swing; 6 pm-midnight C & W oldies show. Contact Representative for further details. Rec'd 2/13/75.

1. PERSONNEL
Sta. & Sales Mgr.—David C. Hill.

2. REPRESENTATIVES
Selcom, Inc.
Pittsburgh, Philadelphia—Dome & Associates, Inc.

3. FACILITIES
ERP 45,000 w. (horiz.), 43,000 w. (vert.); 99.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 520 ft. above average terrain.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 3b. 3d. 4a. 4d. 5. 6a. 7b.
Rate Protection: 15a. 15b.
Basic Rates: 20a. 21a. 21b. 21d. 22a. 23a. 23b. 24c. 25a. 28b. 28c. 29a. 30.
Contracts: 40a. 42a. 43. 44a. 45. 46. 47e. 48. 49. 51a. 51c.
Comb.; Cont. Discounts: 60a. 60e. 60h. 62d.
Cancellation: 70a. 70c. 70e. 71a. 72. 73a. 73h.
Prod. Services: 80. 81. 82.
Member: Allegheny Mountain Network.

TIME RATES
Eff 11/1/74—Rec'd 2/12/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	11.00	8.80	9.00	7.20	7.00	5.60
12 ti	10.00	8.00	8.00	6.40	6.00	4.80
18 ti	9.00	7.20	7.00	5.60	5.00	4.00
24 ti	8.00	6.40	6.00	4.80	4.00	3.20
30 ti	7.00	5.60	5.00	4.00	3.00	2.40

10 sec: 50% of 1-min.

(D)

WJAC

1925

NAB

Subscriber to the NAB Radio Code

Media Code 4 239 3400 9.00
WJAC, Inc., WJAC Bldg., Hickory Lane, Johnstown, Pa 15907. Phone 814-255-5831. TWX 814-535-1166.

STATION'S PROGRAMMING DESCRIPTION
WJAC: Programmed for age group 18 & over.
MUSIC: MOR; NEWS: local at :55 & network at 15 & 30. SPORTS: Remotes & regular features. SPECIAL FEATURES: talk shows in am & evening. Contact Representative for further details. Rec'd 3/29/72

PENNSYLVANIA

1. PERSONNEL
Manager—Larry E. Pearce.
General Sales Manager—John B. Rogers.
Radio Sales Manager—Ronald J. Kabo.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
10,000 w.; 850 kc. Directional.
Operating schedule: 5:30-1:30 am weekdays; 8 am-midnight Sun. EST.

4. AGENCY COMMISSION
15%; no cash discount. No discount on talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 12b. 13b. 14b.
Basic Rates: 20a. 22a. 22b. 23a. 25a. 28b.
Contracts: 40c. 45. 46. 47a. 48.
Comb.; Cont. Discounts: 60b. 60k.
Cancellation: 70a. 70e. 71a. 73a.
Affiliated with NBC and ATA Radio Network.
Member: Pennsylvania Farm Network.

TIME RATES
No. 7 Eff 8/1/66—Rec'd 6/5/66.

7. PACKAGE PLANS
AAA—Mon thru Sat 6-8:30 am & 4-7 pm.
AA—Mon thru Sat 5:30-6 am, 9:30-4 pm; Sun 8 am-7 pm.
A—Mon thru Sat 7 pm-1:30 am; Sun 7 pm-midnight.

CLASS AAA PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	18.00	17.00	16.00	15.00	14.00
30 sec	14.40	13.60	12.80	12.00	11.20
10 sec	9.00	8.50	8.00	7.50	7.00
CLASS AA					
1 min	16.00	15.00	14.00	13.50	13.00
30 sec	12.80	12.00	11.20	10.80	10.40
10 sec	8.00	7.50	7.00	6.75	6.50
CLASS A					
1 min	14.00	13.00	12.50	12.00	11.50
30 sec	11.20	10.40	10.00	9.60	9.20
10 sec	7.00	6.50	6.25	6.00	5.75

ROS—Single Product
25 1-min spots per wk—187.50 when contracted for minimum of 26 weeks consecutively. 52 week discounts not applicable.

Discount
52 consec. wks. 10%

Multi-brand advertisers can combine concurrent-running schedules for lower rate only when schedules are placed simultaneously.
Programs and announcements cannot be combined to earn larger discounts.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
Flat	108.00	72.00	36.00

10. SPECIAL FEATURES
Newscasts: On the hour.

NEWSCAST PACKAGES

	ea	per wk
8 5-minute newscasts	30.00	90.00
5 5-minute newscasts	25.00	125.00

WJAC-FM

1948

NAB

Subscriber to the NAB Radio Code

Media Code 4 239 3401 7.00
WJAC, Inc., WJAC Bldg., Hickory Lane, Johnstown, Pa. Phone 814-255-5831. TWX 814-249-0254.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WJAC-FM: Programmed for age groups 18 & over.
MUSIC: MOR with emphasis on strings & choral groups. Contact Representative for further details. Rec'd 3/29/72.

3. FACILITIES
ERP 57,000 w.; 95.5 mc.
Operating schedule: 6:45-1:00 am weekdays; 9:00-12:05 am Sun. EST.
Antenna ht.—1,070 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
FM operated separately from AM 9:00 am-11:00 pm daily, all stereo.
TV facilities: WJAC-TV.

TIME RATES
Rates effective May 1, 1962.
Rates received May 4, 1962.

7. PACKAGE PLANS

Per week:	Each	Total		Each	Total
7 times	8.00	56.00	28 times	5.00	140.00
14 times	7.00	98.00	35 or more times	4.50	
21 times	6.00	126.00			

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.
Flat	48.00	30.00	20.00	10.00

WJNL

1946

Media Code 4 239 3425 6.00
Cover Broadcasting Inc., Market & Lincoln, Johnstown, Pa. 15901. Phone 814-536-0761.

STATION'S PROGRAMMING DESCRIPTION
WJNL: Programmed for adult audience.
MUSIC: modern MOR mixture of top 40 plus selected country singles & album cuts. NEWS: network & local at :60. SPORTS: remotes, sportscene 5:15 M-F. FEATURES: telephone talk show 9-10 am M-F, live network programs. Contact Representative for further details. Rec'd 8/31/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—John E. Gelormino.
Ass't to Pres.—William L. Santoro.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 490 ft. above average terrain.

(This listing continued on next page)

WJNL-FM

1973

Johnstown—WJNL, WJNL-FM—Cont'd

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
TV facilities: WJNL-TV.
Affiliated with CBS.
Affiliated with The Rep Network.

TIME RATES
Eff 11/1/73—Rec'd 10/31/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AAA					
1 min	18.00	17.00	16.00	15.00	14.00
30 sec	14.40	13.60	12.80	12.00	11.20
10 sec	9.40	8.50	8.00	7.50	7.00
CLASS AA					
1 min	16.00	15.00	14.00	13.50	13.00
30 sec	12.80	12.00	11.20	10.80	10.40
10 sec	8.00	7.50	7.00	6.75	6.50
CLASS A					
1 min	14.00	13.00	12.50	12.00	11.50
30 sec	11.20	10.40	10.00	9.60	9.20
10 sec	7.00	6.50	6.25	6.00	5.75

8. PROGRAM TIME RATES

		1/2 hr	1/4 hr	5 min
Flat		110.00	77.00	38.50

KANE

McKean County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WKZA
1954
Subscriber to the NAB Radio Code
Media Code 4 239 3450 4.00
WKZA Broadcasting Co., Box 518, Highland Rd., Kane, Pa. 16735. Phone 814-837-7100.
1. PERSONNEL
Owner & Gen'l Mgr.—Edward H. Lenaway.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1,000 w. days: 960 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 to recognized agencies.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Pennsylvania Farm Network.

TIME RATES
No. 2 Eff 8/1/72—Rec'd 9/29/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	3.50	3.40	3.30	3.20	3.10	3.00
30 sec	2.75	2.40	2.30	2.25	2.20	2.10
10 sec	1.85	1.75	1.65	1.55	1.45	1.40

KITTANNING

Armstrong County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WACB
1948
Subscriber to the NAB Radio Code
Media Code 4 239 3500 6.00
WACB, Inc., Kittanning Highlands, Kittanning, Pa. 16201. Phone 412-543-1381.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—G. Earl Sadlon.
3. FACILITIES
1,000 w. days: 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 11/30/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	260x
1 min	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.20	3.00	2.80	2.60	2.40	2.20
15 sec	2.00	1.85	1.75	1.60	1.40	1.35

LANCASTER (2 AM; 3 FM)

Plus 2 paid duplicate listings; plus 2 cross references.

Lancaster County—Map Location J-7
See SRDS consumer market map and data at beginning of the State.

WDAC (FM)
1950
A Crawford Owned Station
Media Code 4 239 3550 1.00
Crawford Broadcasting Company, Box 22, Lancaster, Pa. 17604. Phones 717-284-4123.
STATION'S PROGRAMMING DESCRIPTION
WDAC (FM): format consists of gospel & sacred music, religious programs, both local & national, weekly & daily, & religious news. Secular news, both local & national, with emphasis on local news. Involved news staff which produces materials for newscasts & public affairs programming. FARM: & agricultural emphasis. Rec'd 4/20/71.
1. PERSONNEL
General Manager—Donald B. Crawford.
Station Manager—Paul R. Hollinger.
Chief Engineer—Ralph Haneman.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 spots only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 12i, 13a, 14a, 15b, 16.
Basic Rates: 20a, 29b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40b, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51b.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Alcoholic beverages and tobacco advertising not acceptable.
Member: Pennsylvania Farm Network.

TIME RATES
Eff 4/1/72—Rec'd 10/16/72.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	12.00	11.00	10.00	9.00	8.00
A	11.00	10.00	9.00	8.00	7.00
B	4.00	3.50	3.00	2.50	2.00

30 sec: 75% of 1 min. 10 sec: 50% of 1-min.
DISCOUNT
52 wk—10%.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	12.50	32.00	44.00	68.00
13 x	12.06	31.00	43.00	66.00
26 x	11.50	30.00	42.00	64.00
39 x	11.00	29.00	41.00	62.00
52 x	10.50	28.00	40.00	60.00
104 x	10.00	27.00	39.00	58.00
156 x	9.50	26.00	38.00	56.00
208 x	9.00	25.00	37.00	54.00
260 x	8.50	24.00	36.00	52.00
312 x	8.00	23.00	35.00	50.00

WGAL
1922
NBC Radio Network
A Steinman Station
Subscriber to the NAB Radio Code
Media Code 4 239 3600 4.00
WGAL, Inc., 24 S. Queen St., Lancaster, Pa. 17603
Phone 717-397-0333.
STATION'S PROGRAMMING DESCRIPTION
WGAL: Programmed for young adults 18-49.
MUSIC: Popular selected from current best selling singles & blended with all time favorites from past 19 years. NEWS: network at :60, local at :04. Extended reports at 6:30, 7:05, 8:05 am, 12:05 & 11:05 pm. 3 man news department, mobile unit. SPORTS: reports every 30 min. 5:20-9:50 am & 3:20-11:50 pm, M-F; every 30 min. Sat & Sun. Live local high school football & basketball; live major league baseball. FARM: 5:45-6 am, 12:15-12:20 pm, M-Sat. Commodity & livestock prices; county farm agent. Stock market reports 5:05 pm, M-F. Weather: reports every 30 min. Expanded reports from U. S. Weather Bureau at 6:35, 7:15 am, 12:08 & 11:15 pm. Contact Representative for further details. Rec'd 12/6/74.
1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Harry J. Shaub, Jr.
Station Manager—H. Eugene Peters.
National Sales Rep.—Harold E. "Chip" Miller, Jr.
2. REPRESENTATIVES
PRO/Meeker Radio.
Steinman Radio Stations: See Rep & S/O pages.
3. FACILITIES
1,000 w. days. 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47c, 48, 51c.
Comb.: Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
Eff 8/1/66—Rec'd 6/20/74.
AA—Mon thru Sat 6:30-10 am.
A—Mon thru Sat 4-7 pm.
B—All other times

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
6 ti	14.00	11.00	10.00	11.20	8.80	8.00
12 ti	13.00	10.00	9.00	10.40	8.00	7.20
18 ti	12.00	9.00	8.00	9.60	7.20	6.40
24 ti	11.00	8.00	7.00	8.80	6.40	5.60
30 ti	10.00	7.00	6.00	8.00	5.60	4.80

10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER YR:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
250 x	12.00	9.00	8.00	9.60	7.20	6.40
500 x	11.00	8.00	7.00	8.80	6.40	5.60
1000 x	10.00	7.00	6.50	8.00	5.60	5.20
2000 x	9.00	6.50	5.50	7.20	5.20	4.40

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1/2 hr	55.00	53.00	51.00	49.00	47.00	45.00	40.00
1/4 hr	35.00	33.75	32.50	31.25	30.00	27.50	25.00
5 min	17.50	17.00	16.50	16.00	15.50	15.00	14.00

Must be used within 12-mo period.

WGAL-FM
1944
A Steinman Station
Subscriber to the NAB Radio Code
Media Code 4 239 3601 2.00
WGAL, Inc., 24 S. Queen St., Lancaster, Pa. 17603.
Phone 717-397-0333.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WGAL-FM: Programmed for adults.
MUSIC: full orchestra renditions of current favorites and popular standard tunes. NEWS: county at :60 at 8, 10 am, noon, 2, 4, 6, 8 & 10 pm; network at :60 all other times. SPORTS: reports at 8:30 am, 5:30 pm & 11:30 pm. WEATHER: county report twice each hour at approx. :05 & :30. Contact Representative for further details. Rec'd 3/18/74.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mc. Stereo.
Operating schedule: 5:45 am-midnight. EST.
Antenna ht.: 1,293 ft. above average terrain
5. GENERAL ADVERTISING See coded regulations
TV facilities: WGAL-TV.

TIME RATES
Eff 5/1/74—Rec'd 3/18/74.
AA—Mon thru Sun 7 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti
AA	7.70	6.50	5.30
A	6.50	5.30	4.10

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
BULK—1 MINUTE

PER YR:	250x	500x
AA	5.90	5.30
A	4.70	4.10

8. PROGRAM TIME RATES

EA:	1 hr	1/2 hr	3 min
AA	87.10	43.50	13.20
A	77.70	38.80	10.90

DISCOUNT
13x—10% 26x—20% 52x—25%

WGSA
1955
EPHRATA
Selcom, Inc.
RAB
Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Ephrata, Pa.)
Media Code 4 239 2250 9.00
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Bethany Rd., Ephrata, Pa. 17522. Phone 717-733-2226. Lancaster phone 717-397-1310.
STATION'S PROGRAMMING DESCRIPTION
WGSA: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. Sports headlines at :50. Civic announcements rotated at :10. MUSIC 55%: features general popular music, 70% singles, 30% LP's, same format all segments. FARM: 6-6:30 am personality plus farm director, reports, prices. Weather emphasis in early morning including Weather Bureau reports. 15 min news at 7:30 am, noon & 5 pm. Livestock reports daily M-F 11:50 am. Telephone call-in daily M-Sat 12:10-1 pm. SPORTS: two 5 min reports daily M-S, live regional baseball, football, basketball. Contact Representative for further details. Rec'd 2/8/71.
1. PERSONNEL
Pres. & Gen'l Mgr.—Samuel B. Youse.
Commercial Manager—John P. Weis.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
5,000 w. days: 1310 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations.
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.
AM facilities: WGSA.

TIME RATES
Eff 8/1/74—Rec'd 9/10/74.
AA—Mon thru Sun 6-10 am & 3:30-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	26x	52x	104x	156x	260x
AA	16.00	15.00	14.50	14.00	13.50	13.00
A	15.00	14.00	13.50	13.00	12.50	12.00

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	36 ti	24 ti	18 ti	12 ti	8 ti
1 min, ea.	12	13	14	15	16

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
(D)

WIOV (FM)
(formerly WGSA-FM)
1962
EPHRATA
Selcom, Inc.
RAB
Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Ephrata, Pa.)
Media Code 4 239 2300 2.00
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Rd., Ephrata, Pa. 17522. Phones Ephrata 717-733-2226; Lancaster 717-397-1310.
STATION'S PROGRAMMING DESCRIPTION
WIOV (FM): MUSIC: country/western. Contact Representative for further details. Rec'd 10/6/70.
1. PERSONNEL
Pres. & Gen'l Mgr.—Samuel B. Youse.
Sales Manager—John P. Weis.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 50,000 w.; 105.1 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 60i.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
AM Facilities: WGSA.

TIME RATES
Eff 8/1/74—Rec'd 9/10/74.
AA—Mon thru Sun 6-10 am & 3:30-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	1x	26x	52x	104x	156x	260x
AA	16.00	15.00	14.50	14.00	13.50	13.00
A	15.00	14.00	13.50	13.00	12.50	12.00

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	36 ti	24 ti	18 ti	12 ti	8 ti
1 min, ea.	12	13	14	15	16

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.
(D)

WLAN
1946
Jack Masia & Company, Inc.
Subscriber to the NAB Radio Code
Media Code 4 239 3650 9.00
Peoples Broadcasting Co., Inc., Box 868, 252 N. Queen St., Lancaster, Pa. 17603. Phone 717-394-7261.
1. PERSONNEL
President—Frank H. Altdoerffer.
Manager—Samuel M. Altdoerffer.
Sales Manager—W. F. Cifuni.
2. REPRESENTATIVES
Jack Masia & Co., Inc.
Dome & Associates, Inc.
3. FACILITIES
ERP 50,000 w.; 105.1 mc.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5 GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11c, 12f, 13f, 14a, 15b.
Basic Rates: 21a, 21b, 22a, 22b, 23b, 25a, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60e, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 11 Eff ——— Rec'd 4/26/68.
Drive Time—Mon thru Fri 6:30-10 am & 3:30-7 pm.
Daytime (BTA)—Mon thru Fri 5-6:30 am & 10 am-3:30 pm; Sat & Sun 6:30 am-7 pm.
Evening—Daily 7 pm-12:30 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	1x	26x	52x	104x	156x	260x	312x	520x
(*)	14.50	14.00	13.50	13.00	12.50	12.00	11.50	11.00
(**)	13.50	13.00	12.50	12.00	11.50	11.00	10.50	10.00
(†)	12.50	12.00	11.50	11.00	10.50	10.00	9.50	9.00

(*) Drive Time.
(**) Daytime.
(†) Evening.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 70% of 1-min.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	12.50	12.00	11.50	11.00	10.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	100	71	47	37	30

DISCOUNTS
26x— 5% 104x—18% 260x—28%
52x—12% 156x—24%

WLAN-FM
1948
Media Code 4 239 3851 7.00
Peoples Broadcasting Co., Inc., 252 N. Queen St., Lancaster, Pa 17603. Phone 717-394-7261.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 76 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

(This listing continued on next page)

WHEX
COLUMBIA
City of license, Columbia, Pa
Lancaster office: 1111 Park City Center, Lancaster, Pa. 17604. Phone 717-299-2301.
See listing under Columbia, Pa

TIME RATES
No. 11 Eff————Rec'd 4/26/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	520x
1 min	7.25	7.00	6.75	6.50	6.25	6.00	5.75	5.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 70% of 1-min.

7. PACKAGE PLANS

PER WK. ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.25	6.00	5.75	5.50	5.25

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 70% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	52.50	37.50	25.00	21.25	17.50
26 x	47.00	33.50	22.00	18.75	15.50
52 x	44.25	31.50	20.50	17.50	14.50
104 x	41.25	29.50	19.50	16.50	13.50
156 x	38.75	27.50	17.50	15.00	12.50
260 x	36.00	25.50	16.00	13.75	11.50
312 x	33.50	23.50	14.50	12.50	10.50
520 x	29.50	20.50	12.50	10.75	9.00

WSBA
YORK

City of license, York, Pennsylvania.
Lancaster office—1476 Lititz Pike. Phone 717-393-1155.
See listing under York, Pennsylvania.

Advertisement

WSBA—York-Lancaster-Harrisburg
Harrisburg phone number—717-233-1155
Lancaster phone number—717-233-1155
WSBA serves Harrisburg in primary fashion. First in Harrisburg-York-Lancaster 6-County Area Pulse, September, November, 1974—6 AM to 7 PM. No campaign in Central Pennsylvania complete without WSBA.

Drive Times
1-Minute (12x) $49.00
Represented by Eastman Radio, Inc.

LANSDALE
Montgomery County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WNPV
1960

RAB

Media Code 4 239 3700 2.00
Equitable Publishing Co., Box 1440, Snyder Rd., Lansdale, Pa. 19446. Phones 855-8211, 723-2116.

1. PERSONNEL
Station Manager—John G. Skibbe, Jr.
Sales Manager—Richard H. Heist.
Program Director—Fred Day.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
500 w. days; 1440 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
3. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 10/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

	1x	156x	260x	312x	500x	750x	1000x
1 min	10.00	7.77	7.53	7.12	6.82	6.47	6.35

30 sec: 80% of 260x 1-min.

7. PACKAGE PLANS

WITHIN 7 DAYS:	10 ti	15 ti	20 ti	30 ti	40 ti
1 min	8.53	8.18	7.77	7.47	7.12

WEEKENDS—SAT NOON-SUN SIGN-OFF
1 min, minimum 10.. 6.47 30 sec. minimum 15.. 4.53
Edited by John G. Skibbe, Jr.

LANSFORD
Carbon County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WLSH
1952

NAB RAB

Media Code 4 239 3750 7.00
Miners Broadcasting Service, Box "D," Lansford Pa. 18232. Phone 717-645-3123.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Rud Angst.
2. FACILITIES
5,000 w. days; 1410 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Combinable for frequency discount with WPAM, Pottsville, Pa.

TIME RATES
Eff 2/1/75—Rec'd 4/4/75.

6. SPOT ANNOUNCEMENTS

*PER YR:	1x	100x	250x	500x	1000x	1500+
1 min	6.00	5.75	5.50	5.00	4.50	4.00
30 sec	4.50	4.25	4.00	3.75	3.50	3.00

(*) Fixed.

7. PACKAGE PLANS
WEEKLY BULK—ROS/BTA

EA:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti	100 ti
1 min	5.00	4.80	4.60	4.40	4.30	4.20	4.10	4.00
30 sec	4.00	3.80	3.60	3.40	3.30	3.20	3.10	3.00

MONTHLY SATURATION—ROS
300 ti. 1 min, ea.... 4.00 300 ti, 30 sec, ea.... 3.00
10 SECOND SHORTIES

PER YR:	1x	100x	1000+
Ea	2.00	1.50	1.00

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER YR:	1x	50x	100x	200x
Ea	10.00	9.00	8.00	7.50

Incl open & close plus 1 1-min spot.

LATROBE (2 AM)
Westmoreland County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WQTW
1952

RAB

Subscriber to the NAB Radio Code
Media Code 4 239 3800 0.00
Regency Broadcasting Corp., 348 Main St., Latrobe, Pa. 15650. Phone 412-539-2511.

1. PERSONNEL
Pres. & Gen'l Mgr.—Nick A. Corvello.
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Pennsylvania Farm Network.

TIME RATES
No. 2 Eff 6/1/75—Rec'd 6/27/75.

6. SPOT ANNOUNCEMENTS

CONTRACT:	1x	50x	200x	500x
1 min	8.00	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

PER WK:	15 ti	30 ti	60 ti
1 min	7.00	6.00	5.50
30 sec	6.00	5.50	5.00

10. SPECIAL FEATURES
5 min newscasts & spots—per wk 75.00.
Sportscope/weatherscope/bulletin plan—1 fixed position show with open & close plus 1-min spot, 15.00.

WTRA
1956

Media Code 4 239 3850 5.00
Latrobe Broadcasters, Inc., 202 Main St., Latrobe, Pa. 15650. Phone 412-537-3338.

1. PERSONNEL
General Manager—Albert A. Calisti.
2. REPRESENTATIVES
National Time Sales.
3. FACILITIES
500 w. days; 1480 kc.
Operating schedule: 5:30 am-local sunset. EST.
4. AGENCY COMMISSION
15/2 time and talent; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/66—Rec'd 10/6/66.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x
1 min	4.05	3.50	3.00	2.75	2.25
30 sec	3.00	2.00	1.75	1.60	1.50
10 sec	2.00	1.75	1.50	1.40	1.30

LEBANON (1 AM; 1 FM)
Plus 1 paid duplicate listing.
Lebanon County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WAHT
1968
ANNVILLE-CLEONA
Contemporary

NAB RAB

(This is a paid duplicate of the listing appearing under Annville-Cleona, Pa.)
Media Code 4 239 0674 2.00
Valley Communications Corp., Box 15, Rt. 5, The Colebrook Rd., Lebanon, Pa. 17042. Phone 717-273-3547.

STATION'S PROGRAMMING DESCRIPTION
WAHT: Programmed for adults & young adults.
MUSIC: personalities play modern pop hits, oldies, top singles & albums: Sun am features C & W.
NEWS: local at :60, with a comprehensive report at :30. SPORTS: local featured, part of local news segments. Stock car racing weekly. Editorializes on local, state issues. Listener participation by games & promotions. Remotes each weekend featuring personalities. Contact Representative for further details. Rec'd 5/3/72.

1. PERSONNEL
General Manager—William E. Sullivan.
Sales Manager—Robert Keller.
Operations Manager—Tim Burns.
2. REPRESENTATIVES
The Devney Organization, Inc.
New England Spot Sales, Inc.
3. FACILITIES
5,000 w. days; 1510 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a, 24b, 24c, 25a, 26, 26a, 28c, 29a, 33b.
Contracts: 40a, 42a, 42c, 43, 44b, 46.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60h, 61c, 62a
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff————Rec'd 7/12/74.
AA—Mon thru Sat 6-9 am & 3:30-6 pm.
A—Mon thru Sat 9 am-3:30 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA	6 ti	12 ti	16 ti	24 ti	30 ti	36 ti	42 ti
1 min	12.75	11.25	10.25	8.50	7.75	6.75	6.25
30 sec	9.50	8.50	7.75	6.25	5.50	5.00	4.75
CLASS A							
1 min	11.00	10.00	9.00	7.25	6.50	5.50	5.25
30 sec	8.25	7.25	6.75	5.50	5.00	4.50	4.00

(D)

WLBR
1946

NAB RAB

Media Code 4 239 3900 5.00
Lebanon Broadcasting Co., Inc., N. Rt. 72, Lebanon, Pa. 17042. Phone 717-272-7651.

STATION'S PROGRAMMING DESCRIPTION
WLBR: Programmed for adults and young adults.
MUSIC: top 100 current hits plus album selections & oldies; country & western show Sat afternoon.
NEWS: network at :00; local & regional at :30. Weather & sports throughout day. SPORTS: College & high school football & basketball, pro baseball.
FEATURES: participation by listeners in promotion & games, plus remote facilities for special events, store openings, etc. Contact Representative for further details. Rec'd 7/31/72.

1. PERSONNEL
President—H. Raymond Stadiem.
Managing Director—Lester P. Etter.
Director of Sales—Edward J. Burris.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Dome & Associates, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1270 kc. Directional.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15% on time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WUFM (FM).
Affiliated with American Information Network.

TIME RATES
Eff 11/1/74—Rec'd 11/4/74.
AA—Mon thru Sat 6-9:30 am & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	26x	52x	104x	156x	260x	520x
AA	12.10	11.45	10.50	9.65	8.65	7.60
A	10.30	9.75	8.95	8.20	7.35	6.45
30 SEC:						
AA	9.05	8.65	7.90	7.20	6.45	5.75
A	7.70	7.35	6.70	6.10	5.50	4.90

10 sec: 50% of 1-min.

WUFM (FM)
1948

NAB RAB

Media Code 4 239 3925 5.00
Lebanon Broadcasting Co., Inc., N. Rt. 72, Lebanon, Pa. 17042. Phone 717-272-7651.
See affiliated AM station for additional information.
AM facilities: WLBR.

STATION'S PROGRAMMING DESCRIPTION
WUFM (FM): MUSIC: solid gold with 60% oldies and 40% current 5 am-3 pm; 60% current and 40% oldies 3 pm-midnight. Contact Representative for further details. Rec'd 11/14/74.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 270 ft above average terrain.

TIME RATES
Eff 7/1/74—Rec'd 7/5/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	520x	1040x
1 min	8.00	7.00	6.25	5.50	4.50	4.00
30 sec	6.00	5.25	4.75	4.25	3.50	3.00

LEHIGHTON
Carbon County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WYNS
1962

NAB

Media Code 4 239 3950 3.00
Valley Broadcasting Co., Box 115, Nis Hollow Rd., Lehighton, Pa. 18235. Phone 215-377-1150.

STATION'S PROGRAMMING DESCRIPTION
WYNS: Programmed for adults and young adults.

1. PERSONNEL
Gen'l & Com'l Mgr.—Frances J. Philip.
2. REPRESENTATIVES
Gill-Perna, Inc.
Southwest—Mario Messina Company.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1150 kc Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 4/1/62—Rec'd 3/1/62.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	365x
1 min	6.00	5.75	5.50	5.20	4.85	4.50	4.15
30 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	50 ti
1 min	50	87	135	210
20 wds	——	.....	95	150

PENNSYLVANIA

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

Per week:	13 wks.	26 wks.	52 wks.
7 days	43.00	40.00	36.00
6 days	39.00	36.00	32.50
5 days	35.50	32.50	29.00

Sportcasts 5 minutes at the 5-minute news rate
Sport Capsulas & TNT Newscasts: 2 min 80% of 5-min news rate.

LEVITTOWN
Bucks County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WBCB
1957

RAB

Media Code 4 239 4000 5.00
O'Keefe Broadcasting Co., Box 1490, Levittown, Pa. 19054. Phone 215-948-1490.

1. PERSONNEL
Pres. & Gen'l Mgr.—William J. Garry.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24b, 25b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No. 8 Eff 10/1/74—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

PER YR. FIXED:	1x	52x	156x	312x
1 min	10.00	9.50	9.00	8.65
30 sec	7.50	7.15	6.75	6.55
10 sec	5.00	4.75	4.50	4.35

7. PACKAGE PLANS

PER WK. EA. ROS:	12 ti	18 ti	24 ti	48 ti
1 min	8.65	8.30	7.95	7.60
30 sec	6.55	6.25	5.95	5.75

9. PROGRAM TIME RATES

	1 ti	13 ti	26 ti	52 ti
10 min	33.25	31.20	29.05	27.70
5 min	20.75	20.25	19.75	19.40

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER
1 PER DAY, MON THRU SAT:

	1 wk	13 wk	26 wk	52 wk
10 min, 6 ti per wk	110.60	106.60	103.85	97.50
5 min, 6 ti per wk	90.00	86.45	82.95	76.20

LEWISTOWN (2 AM; 1 FM)
Mifflin County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WKVA
1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 4100 4.00
Central Pennsylvania Broadcasting Co., Box 432, Lewistown, Pa. 17044. Phone 717-242-1493.
Studios—3 West Hale St., Lewistown, Pa. 17044.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert L. Wilson.
2. REPRESENTATIVES
Gill-Perna, Inc.
Regional Reps Corp.
3. FACILITIES
1,000 w. days, 500 w. nights; 920 kc.
Directional—night only.
Operating schedule: 5:55 am-midnight. EST.
4. AGENCY COMMISSION
15/2 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Pennsylvania Farm Network.

TIME RATES
Eff————Rec'd 9/30/71.

9. SPOT ANNOUNCEMENTS

Mon thru Fri before 6 pm:	1x	26x	52x	104x	260x
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.00	5.50	5.00	4.50	4.00
Sat & Sun before 6 pm:					
1 min	6.50	6.00	5.50	5.00	4.50
30 sec	5.00	4.50	4.00	3.50	3.00
Any day after 6 pm:					
1 min	5.50	5.00	4.50	4.00	3.50
30 sec	4.00	3.50	3.00	2.50	2.00

WMRF
1941

NAB

WMRF-FM
1964

RAB

Subscriber to the NAB Radio Code
Media Code 4 239 4150 9.00
Lewistown Broadcasting Co., Box 647, 5 W. Market St., Lewistown, Pa. 17044. Phone 717-248-6757.

STATION'S PROGRAMMING DESCRIPTION
WMRF: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas W. Metzger.
2. REPRESENTATIVES
The Devney Organization, Inc.
Dome & Associates, Inc.

(This listing continued on next page)

PENNSYLVANIA

Lewistown—WMRF, WMRF-FM—Cont'd

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6:00 am-midnight daily. EST.
FM-ERP 2,800 w.; 95.9 mc.
Operating schedule: 5:55 am-midnight. EST.
Antenna ht.: 55 ft. above average terrain.
4. AGENCY COMMISSION
15% on station time only. No cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
Rates effective September 1, 1961.
Rates received August 7, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr	1/4 hr	10 min	5 min	1 min
1 x	25	20	16	12	6

DISCOUNTS
12x—5% 52x—15% 260x—25%
26x—10% 104x—20%

LINESVILLE

Crawford County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WVCC (FM)
1970

Media Code 4 239 4125 1.00
A. W. Cervi, Box 307, Linesville, Pa. 16424. Phone 814-683-4000.
1. PERSONNEL
Gen'l Mgr. & Owner—A. W. Cervi.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 1,350 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with MBS.

TIME RATES
No. 100 Eff 1/1/71—Rec'd 3/13/72.

6. SPOT ANNOUNCEMENTS

	1 ti	7 ti	13 ti	19 ti	30+
1 min	3.25	2.90	2.70	2.60	2.50
30 sec	2.80	2.55	2.35	2.25	2.10

15 sec: 50% of 30 sec.
7. PACKAGE PLANS
BULK ROS PLAN

WITHIN 2 WKS:	30 ti	40 ti	50 ti
1 min	75	90	120
30 sec	60	70	90

WITHIN 4 WKS:	100 ti	120 ti	160 ti	200 ti
1 min	235	255	325	380
30 sec	170	190	215	270

10. SPECIAL FEATURES
SPORTS/NEWSCASTS/FARM NEWS/FEATURES
Within 6 days (minimum 3 consec months) per mo 120.00.

LOCK HAVEN (1 AM; 1 FM)

Clinton County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WBPZ
1946

WBPZ-FM
1965

RAB

Media Code 4 239 4200 2.00
Lock Haven Broadcasting Corp., 132-1/2 Main St., Lock Haven, Pa. 17745. Phone 717-748-4028.
STATION'S PROGRAMMING DESCRIPTION
WBPZ: Programmed for general interest.
1. PERSONNEL
General Manager—Harris Lipez.
2. REPRESENTATIVES
The Devney Organization, Inc.
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 3,000 w.; 92.1 mc.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Member: Pennsylvania Farm Network.

TIME RATES
Eff 6/1/73—Rec'd 6/4/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	6.00	5.70	5.40	5.10	4.80	4.50

LORETTO

Cambria County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WWSF
1963

Media Code 4 239 4250 7.00
Saint Francis College of Loretto, Loretto, Pa. 15940. Phone 814-472-7600
STATION'S PROGRAMMING DESCRIPTION
WWSF: MOR format.
1. PERSONNEL
General Manager—Dick Wayne.
3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/74—Rec'd 7/7/69.
A—7 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
CLASS A:

	1x	13x	26x	52x	104x	260x	312x
1 min	5.20	5.00	4.80	4.60	4.40	4.20	4.00
30 sec	3.20	3.00	2.80	2.60	1.20	1.10	1.00
10 sec	2.60	2.40	2.20	2.00	1.80	1.60	1.40

Class B: 75% of 1x rate.

MARTINSBURG (1 AM; 1 FM)

Blair County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WJSM
1968

WJSM-FM
1965

Media Code 4 239 4275 4.00
Beacon Broadcasting Concern, R. D. 2, Martinsburg, Pa. 16662. Phone 793-2188.
STATION'S PROGRAMMING DESCRIPTION
WJSM: Religious Programs.
1. PERSONNEL
Assistant Manager—Margaret Ferry.
3. FACILITIES
1,000 w.; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 390 w. (horiz.), 390 w. (vert.); 92.7 mc.
Operating schedule: 6:30 am-10 pm. EST.
Antenna ht.: 610 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 7/15/70—Rec'd 7/20/70.

6. SPOT ANNOUNCEMENTS

	1x	150x	300x	450x	600x	750x	900x	1050x
1 min	3.00	2.85	2.70	2.60	2.50	2.40	2.30	2.25
30 sec	2.30	2.15	2.00	1.90	1.85	1.75	1.70	1.60

7. PACKAGE PLANS
ROS
(Must be used within 1 wk)

	1 min	30 sec		1 min	30 sec
25 ti	67.50	50.00	50 ti	120.00	85.00

McKEAN

Erie County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

WMDI (FM)
1971

NAFMB

Media Code 4 239 4287 9.00
Mikro-Dawn, Inc., 5206 Dover Pl. Alexandria, Va. 22311.
Mailing and station address: Box 365, McKean, Pa 16426. Phone 814-796-2085.
STATION'S PROGRAMMING DESCRIPTION
WMDI (FM): Progressive rock.
1. PERSONNEL
General Manager—Jack R. O'Brien.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 401 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 6/31/75—Rec'd 6/16/75.

6. SPOT ANNOUNCEMENTS

	1x	12x	26x	52x	100x	500x
1 min	6.00	5.90	5.70	5.50	5.20	4.75
30 sec	4.80	4.72	4.56	4.40	4.16	3.80

15 sec: 50% of 1-min.
Edited by Jack R. O'Brien.

McKEESPORT

Allegheny County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh
(including Ambridge, Beaver Falls, Braddock, Cornegie, Greensburg, Jeannette, McKeesport, New Kensington)

MEADVILLE (1 AM; 1 FM)

Crawford County—Map Location B-2
See SRDS consumer market map and data at beginning of the State

WMGW
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 4300 6.00
Regional Broadcasters, Inc., 964 Park Ave., Meadville, Pa. 16335. Phone 814-724-1111.
1. PERSONNEL
General Manager—James R. Nicholson.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
Partial simulcast operation. Simulcast 5-6 am. For non-simulcast facilities see WZPR (FM).
4. AGENCY COMMISSION
15/0 net 10 days EOM
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WZPR (FM).
Affiliated with American Information Network.

TIME RATES
Eff 11/1/74—Rec'd 9/9/74.

6. SPOT ANNOUNCEMENTS

	1x	250x	400x	750x	1250x
1 min	11.40	10.30	9.45	9.00	8.75
30/20 sec	9.15	8.10	7.55	7.30	6.95

WZPR (FM)
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 4325 7.00
Regional Broadcasters, Inc., 964 Park Ave., Meadville, Pa. 16335. Phone 814-724-1111.
See affiliated AM station for additional information.
AM facilities: WMGW.
STATION'S PROGRAMMING DESCRIPTION
WZPR (FM): General popular music.
3. FACILITIES
ERP 10,000 w.; 100.3 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 585 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see WMGW.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 1 Eff 4/1/74—Rec'd 10/28/74.

7. PACKAGE PLANS

PER WK, 30 SEC:	1 wk	4 wk	13 wk	26 wk	52 wk
10 ti, ea	3.75	3.50	3.25	3.10	3.00

MEDIA

Delaware County—Map Location L-7
See SRDS consumer market map and data at beginning of the State.

See Philadelphia Urban Area

MEXICO

Juniata County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WJUN
1955

Subscriber to the NAB Radio Code
Media Code 4 239 4350 5.00
Lewistown Broadcasting Co., dba Juniata Perry Broadcasting Company, Box 97, Mifflintown, Pa. 17059.
Studio—1/2 mile East of Mexico, Pa. Phone 717-436-2135.
1. PERSONNEL
Station Manager—Ralph S. Parker.
2. REPRESENTATIVES
The Devney Organization, Inc.
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time and talent; 2% cash discount—10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS

TIME RATES
Rates effective September 1, 1955.
Rates received August 29, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr	1/2 hr	1/4 hr	5 min	1 min
1 x	40.00	22.50	13.00	10.00	5.00

DISCOUNTS
13x—5% 52x—15% 260x—25%
26x—10% 104x—20%

MILTON (1 AM; 1 FM)

Northumberland County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WMLP
1955

Subscriber to the NAB Radio Code
Media Code 4 239 4400 6.00
WMLP, Inc., YMCA Bldg., Milton, Pa 17847. Phone 717-742-8705.
1. PERSONNEL
Sta. & Sales Manager—John Yingling.
2. REPRESENTATIVES
Market 4 Radio.
3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 11/1/74—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	260x	365x	500x	1000+
1 min	9.00	8.00	7.50	6.75	6.25	5.75	5.50
30 sec	7.20	6.40	6.00	5.50	5.00	4.50	4.25
*10 sec	5.00	4.50	4.00	3.75	3.50	3.25	3.00

(*) 6 am-7 pm.
7. PACKAGE PLANS

WKS:	1 wk	11 wk	21 wk	31-40
1 min	8.00	7.00	6.50	6.00
30 sec	6.50	5.50	5.00	4.50
10 sec, 6 am-7 pm	4.80	3.80	3.30	3.00

WMLP-FM
1967

Media Code 4 239 4401 6.00
WMLP, Inc., YMCA Bldg., Milton, Pa. 17847. Phone 717-742-8705.
See affiliated AM station for additional information.
1. PERSONNEL
General Manager—Doug Kesnow.
3. FACILITIES
ERP 760 w. (horiz.), 760 w. (vert.); 100.9 mc. Stereo.
Operating schedule: 6 am-midnight Mon thru Sat; 7 am-midnight Sun. EST.
Antenna ht.: 760 ft. above average terrain.

TIME RATES
Eff 11/1/74—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS
1 min 4.25 30 sec 3.50

MONROEVILLE

Allegheny County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WPSL
1965

Subscriber to the NAB Radio Code
Media Code 4 239 4450 3.00
Monroeville Broadcasting Co., Inc., No. 1 Sylvee Lane, Monroeville, Pa. 15146. Phone 412-823-1500.
1. PERSONNEL
President—Sarah E. Thompson.
General Manager—Anthony G. Garofalo.
3. FACILITIES
250 w.; 1510 kc.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection 12c, 14c.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a, 32a.
Contracts: 40b, 42a, 46, 47a, 48.
Comb.: Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Length of commercial copy:
15-minute program 3:00

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 1/23/74.

7. PACKAGE PLANS

BULK: 7x	26x	52x	104x	156x	312x	500x	1000x
1 min 6.00	5.70	5.40	4.80	4.50	4.20	3.60	3.00
30 sec 4.50	4.35	4.10	3.60	3.45	3.20	2.70	2.30
10 sec 3.00	2.95	2.70	2.40	2.25	2.10	1.80	1.50

WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti	49+
1 min	4.20	4.15	4.05	3.90	3.75	3.60	3.30
30 sec	3.30	3.20	3.00	2.85	2.70	2.60	2.40
10 sec	1.90	1.80	1.75	1.70	1.65	1.60	1.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	260x	312x
1 hr	60.00	57.60	55.20	52.80	50.40	48.00	45.60
1/2 hr	36.00	34.60	33.15	31.70	30.25	28.80	27.40
1/4 hr	21.60	20.80	19.90	19.05	18.15	17.30	16.45
10 min	16.20	15.60	14.40	13.80	13.20	12.60	12.00
5 min	9.00	7.95	7.45	7.00	6.50	6.00	5.55

MOUNT CARMEL

Northumberland County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WMIM
1969

NAB

Media Code 4 239 4475 0.00
Mount Carmel Broadcasting Co., 3rd & Oak St., Mount Carmel, Pa. 17851. Phone 717-339-1600.
1. PERSONNEL
Owner/Manager—Ed Romance.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
500 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/69—Rec'd 10/14/69.

6. SPOT ANNOUNCEMENTS
Up to 30 sec, ea 2.50 Up to 1 min, ea 3.25

DISCOUNT
(1 min)
750+—2.50 1500+—2.00

NANTICOKE (1 AM; 1 FM)

Luzerne County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WMJW

RAB

Media Code 4 239 4487 3.00
Thunder Broadcasting Corp., Box 64, Nanticoke, Pa. 18634. Phone 717-829-1957.
Studio: West Mountain Rd., Plymouth, Pa. 18651.
STATION'S PROGRAMMING DESCRIPTION
WMJW: Programmed for adults & young adults.
1. PERSONNEL
General Manager—Frank Stanley.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 552 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

(This listing continued on next page)

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 12/1/74—Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 ti	12 ti	18 ti	36 ti
1 min	6.00	5.50	5.00	4.50
30 sec	4.20	3.85	3.50	3.15

15 sec: 60% of 1-min.

7. PACKAGE PLANS

PER MO. EA:	1 min	30 sec
100 ti (25 ti wkly)	4.50	3.15

15 sec: 60% of 1-min.

10. SPECIAL FEATURES

PER WK, EA:	5 ti	7 ti
Weather reports	6.00	5.50
News reports	7.00	6.50

WNAK

1946

NAB

Media Code 4 239 4500 5.00
Seven-Thirty Broadcasters, Inc., Box 849, Wilkes-Barre, Pa. 18703. Phone 717-822-6108.
Studios: 40 E. Main St., Nanticoke, Pa. 18634.

STATION'S PROGRAMMING DESCRIPTION
WNAK: Programmed for general interest.

1. PERSONNEL
General Manager—Robert W. Neilson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%; time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contracts with exceptions.
Affiliated with KBS.

TIME RATES
Eff 9/1/71—Rec'd 9/16/71.

6. SPOT ANNOUNCEMENTS

	1 WEEK				
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	14.75	14.00	13.50	13.00	12.50
30 sec	12.00	11.20	10.80	10.40	10.00
	7 WEEKS				
1 min	14.50	13.50	13.00	12.50	12.00
30 sec	11.60	10.80	10.40	10.00	9.60
	13 WEEKS				
1 min	14.00	13.00	12.50	12.00	11.50
30 sec	11.20	10.40	10.00	9.60	9.20
	26 WEEKS				
1 min	13.50	12.50	12.00	11.50	11.00
30 sec	10.80	10.00	9.60	9.20	8.80
	52 WEEKS				
1 min	13.00	12.00	11.50	11.00	10.50
30 sec	10.40	9.60	9.20	8.80	8.40

NEW CASTLE (2 AM)

Lawrence County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WBZY

1968

Media Code 4 239 4525 2.00
Lawrence County Broadcasting Co., Inc., Kennedy Sq., W., New Castle, Pa. 16101. Phone 412-658-3587.

STATION'S PROGRAMMING DESCRIPTION
WBZY: Programmed for adults and young adults.
MUSIC: MOR. NEWS: AP, AP audio, local area coverage. Contact Representative for further details.
Rec'd 10/3/74.

1. PERSONNEL
General Manager—Terry T. Abrams.
Sales Manager—Paul Burak.
Operations Manager—Tom Tishey.

2. REPRESENTATIVES
Bob Dore Associates.

3. FACILITIES
5,000 w. days; 1140 kc. Directional.
Operating schedule: 6:30 am-local sunset. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 14a, 15a, 15b.
Basic Rates: 20h, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42e, 43, 44a, 45, 46, 47e 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60h, 60i, 61c, 62a, 62d.
Cancellation: 70h, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Farm Radio Network, Pennsylvania Farm Network.

TIME RATES
No. 4 Eff 7/1/75—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

PER WK, BTA:	6 ti	12 ti	18 ti	24 ti
1 min	6.00	5.00	4.50	4.00
30 sec	4.00	3.50	3.25	3.00
16 sec	2.00	1.75	1.50	1.25

Fixed position: Extra 10%.

7. PACKAGE PLANS

PER YR, BTA:	500x	1000x	1500x	2000x
1 min	5.00	4.50	4.00	3.50
30 sec	3.50	3.00	2.75	2.50

Fixed position: Extra 10%.

8. PROGRAM TIME RATES

PER WK:	5 min	1/4 hr	1/2 hr	1 hr
6 ti	12	20	32	70
12 ti	10	18	28	60
18 ti	8	16	....	....

Submitted by Terry T. Abrams.

WKST

1938

Media Code 4 239 4550 6.00
WKST, Scott Broadcasting Co. of Pennsylvania, Inc., Savannah-Gardner Rd., New Castle, Pa. 16101. Phone 412-654-5501

STATION'S PROGRAMMING DESCRIPTION
WKST: Programmed for adults & young adults.
MUSIC: music of 50's, 60's & now. NEWS: local news twice per hour in drive times; at :60 rest of day. SPORTS: twice hourly in drive times. Live coverage of local high school & college sports. Professional baseball & football. Sports talk nightly. FARM: regular shows early morning. COMMERCIAL POLICY: 18 minutes per hour. Personality endorsements not permitted. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
President—Herbert Scott.
General Manager—David C. Weinfeld.

2. REPRESENTATIVES
The Devney Organization, Inc.
Dome & Associates, Inc
Detroit—Pearce Sales.
Regional Reps Corp.

3. FACILITIES
1,000 w.; 1280 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60h, 60i, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 2 Eff 1/1/75—Rec'd 1/6/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
365 x	64	39	21	17	13
156 x	71	42	25	22	16
52 x	84	47	31	25	18
13 x	120	72	48	36	24
1 x	140	85	62	47	31

10. SPECIAL FEATURES

LOCAL NEWS, PER WK:	1 ti	6 ti	12 ti	18 ti
5 min	18	16	15	14

NEW KENSINGTON

Westmoreland County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

See Pittsburgh

(including Ambridge, Beaver Falls, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

NORRISTOWN

Montgomery County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Philadelphia Urban Area

NORTH EAST

Erie County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

WHYP

1966

Media Code 4 239 4700 1.00
James D. Brownyard, U. S. Rt. 20, R. D. 4, North East, Pa. 16428. Phone 814-725-9664.
Other office: 3622 Ridge Parkway, Erie, Pa. 16510.

1. PERSONNEL
Gen'l & Sales Mgr.—James D. Brownyard.

3. FACILITIES
1,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/67 Rec'd 1/11/67.

6. SPOT ANNOUNCEMENTS

ROS:	1x	50x	100x	250x	1000x
1 min	7.00	6.50	6.00	5.50	4.50
30/20 sec	5.00	5.50	5.10	4.70	3.90
ID's	4.80	4.50	4.20	3.90	3.30

Fixed position, per spot, extra .50.

7. PACKAGE PLANS
WEEKLY SATURATION—ROS

PER WK:	5 ti	10 ti	15 ti	25 ti	50 ti
1 min	5.50	5.25	5.00	4.75	4.50
30/20 sec	4.70	4.50	4.30	4.10	3.90
ID's	3.90	3.75	3.60	3.45	3.30

Fixed position, per spot, extra .50.

OIL CITY (1 AM; 1 FM)

Plus 1 paid cross reference.
Venango County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WFRA WVEN (FM)

FRANKLIN

City of license Franklin, Pa
Oil City—Box 7, 22 National Transit Company Bldg., Oil City, Pa. 16301. Phone 814-644-6701.
See listing under Franklin, Pa.

WKRZ WDJR (FM)

1945 1959

Subscriber to the NAB Radio Code

Media Code 4 239 4750 6.00
WKRZ, Inc., 746 Orange St., Oil City, Pa. 16301.
Phones 814-644-1260-1280.

STATION'S PROGRAMMING DESCRIPTION
WKRZ: MUSIC: MOR & top 40.

1. PERSONNEL
General Manager—Patric J. Folwell.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Directional, days.
Operating schedule: 6 am-11:58 pm. EST.
FM FACILITIES
ERP 3,400 w.; 96.5 mc.
Antenna ht.—300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	7.70	7.40	7.10	6.80	6.50	6.10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by Patric J. Folwell.

PALMYRA

Lebanon County—Map Location J-8
See SRDS consumer market map and data at beginning of the State.

WCTX (FM)

1959

Media Code 4 239 4800 9.00
Clinton Broadcasting Co., Box 231, Palmyra, Pa. 17078. Phone 717-838-1318.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hugh J. Clinton.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 6-2 am. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46.
Comb.: Cont. Discounts: 60k, 61b, 62c.
Cancellation: 71a, 73a.
Affiliated with American FM Network.

TIME RATES
Eff 5/1/73—Rec'd 6/4/73.
AA—Mon thru Sat 6-9 am & 3:30-6 pm.
A—Mon thru Sat 9 am-3:30 pm & 6 pm-6 am, Sun all day.

6. SPOT ANNOUNCEMENTS
CLASS AA

CONTRACT, PER YR:	1x	156x	260x	312x	520x	780x	1040x
1 min	6.00	5.75	5.05	4.35	4.00	3.55	3.05
30 sec	5.00	4.95	4.35	3.95	3.55	3.15	2.75

CLASS A

1 min	5.50	5.25	4.65	4.05	3.75	3.35	2.90
30 sec	4.50	4.35	3.95	3.55	3.15	2.75	2.50

10 sec: 50% of applicable 1-min; minimum 15 per wk, no frequency discount.

8. PROGRAM TIME RATES

	AA			A		
PER WK:	1 ti	3 ti	6 ti	1 ti	3 ti	6 ti
5 min	12	10	8	10	8	6
PER YR:				1 ti	26 ti	52 ti
1 hr				60	50	40
1/2 hr				45	35	25
1/4 hr				30	25	18

PHILADELPHIA (and) PHILADELPHIA URBAN AREA

STATIONS IN PHILADELPHIA:

KYW	WIP
WCAU	WMGK (FM)
WCAU-FM	WMMH (FM)
WOAS	WPBS (FM)
WOAS-FM	WPEN
WDVR	WRCP
WFIL	WRCP-FM
WFLN, WFLN-FM	WTEL
WHAT	WWOB (FM)
WIBG	WWSH (FM)
WIFI (FM)	WYSP (FM)
WIOQ (FM)	

STATIONS IN PHILADELPHIA URBAN AREA:
Philadelphia Urban Area stations are listed (unless otherwise indicated) immediately following the listings for Philadelphia stations.

*WBCB, Levittown, Pa.	WNAR, Norristown, Pa.
*WBUX, Doylestown, Pa.	*WTMR, Camden, N. J.
*WCAM, Camden, N. J.	WVCH, Chester, Pa.
WEEZ, Chester, Pa.	WXUR, Media, Pa.
WIBF (FM), Jenkintown	WXUR-FM, Media, Pa.

(*) See listing under city of license.

STATIONS IN PHILADELPHIA (11 AM; 13 FM)

Philadelphia County—Map Location M-7
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	165	120	150	120
B	160	94	110	69
C	150	85	105	60
D	120	80	90	55
AVERAGE	149	95	114	76

KYW NEWS RADIO 1060

1923

GROUP W

WESTINGHOUSE BROADCASTING COMPANY

RADIO ADVERTISING REPRESENTATIVES, INC.

All News

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 239 4850 4.00
Westinghouse Broadcasting Co., Inc., Independence Mall East, Philadelphia, Pa. 19106. Phone 215-238-4700. TWX 710-670-0380.

STATION'S PROGRAMMING DESCRIPTION
KYW: Programmed for adults.
NEWS: all news 24 hours a day. Local news staff of 34 newsmen, editors, writers, plus area bureaus & stringers. 6 mobile units. Corporate national & international news bureaus. Corporate commentators file daily analyses. Regular feature reports include sports, traffic, music, movie theatre, consumer reports, medicine, science, stock market, fishing, skiing, surfing, golfing, editorials, religion, team investigative series. Contact Representative for further details. Rec'd 4/9/71.

1. PERSONNEL
General Manager—Frank Oxarart, Jr.
General Sales Manager—Charles J. Beiser.
Sales Manager—Orrin McDaniels.
Business Manager—John Charles Gidel.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc.

3. FACILITIES
50,000 w., 1060 kc. Directional—same pattern day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30.
Contracts: 40b, 42a, 42d, 44b, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 60g, 60h, 61c, 62a, 62d.
Cancellation: 71a, 73b.
Prod. Services: 82

TIME RATES
No. 11 Eff 7/1/74—Rec'd 6/17/74.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Sat 5-5:30 am; Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Sun thru Sat 7-11 pm.
C—Sun thru Sat 11 pm-5 am; Sat & Sun 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	1 ti	12 ti	18 ti	1 ti	12 ti	18 ti
AAA	160	160	160	128	128	128
AA	110	105	100	88	84	80
A	80	70	60	64	56	48
B	30	25	20	24	20	16

C: 1 min/less, 25 per wk (minimum) 150.00.
10 sec: 60% of 1-min.
Spots rotate within time classes.

CONTINUOUS WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK, EA:	12 ti	18 ti	24 ti
1 min	75	65	60
30 sec	60	52	48

10 sec: 60% of 1-min.
Contribute toward wkly frequency.

CONTINUOUS WEEK DISCOUNT
26 wk—5% 52 wk—10%

BULK PLAN

WITHIN 52-WK PERIOD:	500x	1000x	2000x
1 min	55	50	45
30 sec	44	40	36

20% scheduled in B. Maximum 1/2 drivetime spots scheduled AM drive. Subject to short rate. No further discounts.

	—ROS—		—ROS-A/B—	
PER WK:	1 min	30 sec	1 min	30 sec
15+	55	44	35	28

Scheduled thruout wk at station's discretion; subject to availability. Subject to rescheduling without notice, not eliminated when rescheduling required.

DISCOUNT
Spots earn frequency as shown. TAP, ROS & Bulk Plans combinable with spots to earn lower frequency rates. ROS Plans may count toward CWD, but do not earn further discounts themselves. C spots do not count toward wkly frequency for other times classes. End rate incl 52-wk discount for spots or TAP may be used with advance commitment of a minimum of 1,000 spots per yr. Subject to short rate.

10. SPECIAL FEATURES
Feature Reports—applicable spot rate plus 10%.

CONTINUOUS WEEK DISCOUNT
26 wk—5% 52 wk—10%

(Philadelphia continued on next page)

Philadelphia—Continued

WCAU
1922
CBS Owned

Represented by CBS RADIO SPOT SALES

News - Information - Sports

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 239 4900 7.00

CBS Radio, a division of Columbia Broadcasting System, Inc., City and Monument Aves., Philadelphia, Pa. 19131. Phone 215-839-7000.

STATION'S PROGRAMMING DESCRIPTION

WCAU. NEWS: 5:30-9:30 am & 4:30-7:30 pm, M-S, network & local at :60. Talk: 9:30 am-4:30 pm. SPORTS: all live home & away major league baseball, hockey, basketball, NFL football, college football & basketball. Sports talk: 7:30-11 pm. Radio drama show 11 pm-midnight. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert B. Sherman.
General Sales Manager—Ralph D'Amico.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 1210 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a.
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 41 Eff 5/13/74—Rec'd 5/7/74.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Fri 3-7:30 pm.
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7:30 pm; Sun 5:30 am-7:30 pm.
C—Mon thru Sun 7:30 pm-midnight.
D—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS
SECTION I

PER WK:	1 min 1 ti	1 min 9 ti	1 min 12 ti	1 min 18 ti	30 sec 1 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti
AA	140	130	120	110	112	104	96	88
A	110	100	90	80	88	80	72	64
B	90	80	70	60	72	64	56	48
C	60	55	50	40	48	44	40	32
*D	20	17	13	10	.....	.....	.....	.....

	10 sec			
AA	84	78	72	66
A	66	60	54	48
B	54	48	42	36
C	36	33	30	24

7. PACKAGE PLANS
SECTION II
MAXIMUM IMPACT PLANS—1/4AA, 1/4A, 1/2B

PER WK:	8 ti	12 ti	20 ti	28 ti
1 min	600	780	1200	1540
30 sec	480	624	960	1232
10 sec	360	468	720	924

Spots may be added to MIP plans at applicable Sec I frequency, or in units of 4 at MIP average rate.

SECTION III
MINIMUM EXPENDITUBE PLANS

PER YR:	1 min AA	1 min A	1 min B	1 min C	30 sec AA	30 sec A	30 sec B	30 sec C
150 x	90	75	55	35	72	60	44	28
250 x	85	70	50	32	68	56	40	26
500 x	75	65	46	30	60	52	37	24
1000 x	70	60	42	27	56	48	34	22

	10 sec			
150 x	54	45	33	21
250 x	51	42	30	19
500 x	45	39	28	18
1000 x	42	36	25	16

Advance contract subject to short rate to applicable plateau.
Preemptible by Sec I & II.

8. PROGRAM TIME RATES
SECTION IV

PER WK. 5 MIN:	AA	A	B	C	*D
1 ti	165	135	100	70	30
6 ti	155	125	95	65	25
12 ti	145	115	90	60	20

(*) Non-combinable.

9. PARTICIPATING PROGRAMS
SECTION V
Bernard C. Meltzer Show—Sun 8:10 am-1 pm, 1 min flat 100.00; 13-wk minimum. Products protection minimum, 3 per wk.

Edited by William R. Davol.

WCAU-FM
1935

CBS/FM SALES

NAB RAB NAFMB

CBS Owned

Subscriber to the NAB Radio Code

Media Code 4 239 4901 5.00

CBS Inc., City of Monument Aves., Philadelphia, Pa. 19131. Phone 215-839-7000.
City and Monument Aves., Philadelphia, Penn. 19131. Phone 215-839-7000.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WCAU-FM: MUSIC: Familiar hits & contemporary music from 1954-75. Contact Representative for further details. Rec'd 4/8/75.

1. PERSONNEL
General Manager—James M. Keating.
General Sales Manager—Henry A. Tronco.
Program Director—Jim Nettleton.

2. REPRESENTATIVES
CBS/FM Sales.

3. FACILITIES
ERP 9,000 w.; 98.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,000 ft. above average terrain.

TIME RATES
No. 8 Eff 1/20/75—Rec'd 1/7/75.
AA—Mon thru Sun 10 am-7 pm.
A—Mon thru Fri 6-10 am & 7 pm-midnight.
B—Sat thru Sun 6-10 am & 7 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)	C 1 min	C (*)
1 ti	54	43	50	40	41	33	12	10
6 ti	46	37	44	35	34	27	.....	.....
12 ti	42	34	40	32	31	25	.....	.....
18 ti	39	31	37	30	29	23	.....	.....
24 ti	36	29	34	27	27	22	.....	.....

(*) 30/10 sec.

7. PACKAGE PLANS

TAP, PREEMPTIBLE, ROTATE MON THRU SUN:	1 min 30/10
12 ti (4AA, 6A, 2B)	360 288
18 ti (6AA, 8A, 4B)	504 414
24 ti (8AA, 10A, 6B)	624 504

MIP—MON THRU FRI 6 AM-8 PM—

NON-PREEMPTIBLE
(1/3 6-10 am,, 1/3 10 am-3 pm, 1/3 3-8 pm)

12 ti	420 336
18 ti	594 468
24 ti	744 600

WDAS
1922

Bernard Howard & Co., Inc.

Media Code 4 239 4950 2.00

Max M. Leon, Inc., WDAS Bldg., Belmont Ave. & Edgely Rd., Philadelphia, Pa. 19131. Phone 215-878-2000

STATION'S PROGRAMMING DESCRIPTION

WDAS: MUSIC: current rhythm & blues M-Sat & Sun 2-6 pm; weekends R & B with a combination of oldies 2 pm F until 6 am M; gospel Sun only 6 am-2 pm. NEWS: at :45; bannerline news at :30. SPORTS: capsule 4 times a day in morning & afternoon drive. Editorials 6 times per day. Emphasis on community involvement. AIR PERSONALITIES. Contact Representative for further details. Rec'd 4/8/71.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Robert A. Klein.
General Sales Manager—Peter Drialo.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days. 1,000 w. nights; 1480 kc.
Directional.
Operating schedule: 24 hours daily. EST.

4. AGEN Y COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22a, 25a, 26, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 44a, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60e, 60f, 601, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.
AM/FM combination rate credits will be issued on a 50/50 basis or 50% of applicable AM/FM combination rate for each station.

TIME RATES
AM/FM COMBINATION
Eff 9/1/75—Rec'd 7/30/75.
AAA—Mon thru Sat 6-10 am, 3-7 pm; Sun 6 am-2 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 2-7 pm.
A—Sun thru Sat 7 pm-midnight.

7. PACKAGE PLANS
SECTION I—WEEKLY FREQUENCY PLANS

PER WK:	1 MINUTE 1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	Fixed	156x	312x	520x	780x	1040x
AAA	88	82	79	75	72	69
AA	82	76	73	70	67	64
A	70	64	61	59	56	55

30 sec: 80% of 1-min.

AM only: 20% discount applicable combination rate.
Submitted by Peter J. Drialo.

WDAS-FM
1959

Bernard Howard & Co., Inc.

Media Code 4 239 5000 5.00

Max M. Leon, Inc., WDAS Bldg., Belmont Ave. at Edgely Rd., Philadelphia, Pa. 19131. Phone 215-878-2000.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WDAS-FM: MUSIC: progressive rock; Sun 6 pm-12M features oldies. NEWS: at :52, editorials 4 times per day. Emphasis on community involvement. 3 black & 3 white AIR PERSONALITIES. Contact Representative for further details. Rec'd 4/8/71.

1. PERSONNEL
Vice-Pres./Sales—William H. Vogt.

2. FACILITIES
ERP 50,000 w.; 105.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 200 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.
Sold in combination with WDAS. See that listing.

TIME RATES
80% of applicable AM/FM combination.

WDVR
1963

mcgavren-guild pgw radio, inc.

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 239 5050 0.00

WDVR Inc., Box 4595, 10 Presidential Blvd., Philadelphia, Pa. 19131. Phone 215-839-7832.

STATION'S PROGRAMMING DESCRIPTION

WDVR: MUSIC: ranges from standards through modern with emphasis on instrumentals. Stock report 5:30 pm. NEWS: & weather every half hour 5-8:30 am, every 3 hours from 9:30 am. COMMERCIAL POLICY: break every 15 minutes with a limit of 6 commercial units per hour. Contact Representative for further details. Rec'd 4/2/71.

1. PERSONNEL
President—Jerry Lee.
General Sales Manager—William S. Froelich.
Operations Manager—Daniel Wachs.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 23,500 w., 101.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 24b, 25a, 29a.
Contracts: 40a, 45.
Cancellation: 70e 71a, 73b.
Prod. Services: 80

TIME RATES
No. 14 Eff 5/1/71—Rec'd 4/5/71.
AA—Mon thru Sun 10 am-8 pm.
A—Mon thru Sun 5-10 am & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA 24 ti	18 ti	12 ti	6 ti	1 ti
1 min	78.00	79.00	80.00	81.00	82.00
20/30 sec	62.00	63.00	64.00	65.00	65.50
	CLASS A				
1 min	67.00	68.00	69.00	70.00	71.00
20/30 sec	53.50	54.50	55.00	56.00	57.00

10 sec: 60% 1-min. Preemptible.
20/30 sec: 80% 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PLAN:	13	26	27	36
5-10 am.	4	6	7	9
10 am-4 pm	3	5	7	9
4-8 pm	3	4	6	9
8 pm-midnight	3	5	7	9
Ea	69	66	63	66

10. SPECIAL FEATURES
NEWSCASTS

PER WK:	1 ti	3 ti	6 ti	12 ti
AA	105	100	95	90
A	100	95	90	85

Minutes, 20/30-seconds and newscasts may combine to earn discounts.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Does not apply to TAP
RATEHOLDER
Minimum 100.00 per week.

WFIL
1922

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 239 5100 3.00

WFIL, Inc., a subsidiary of LIN Broadcasting Inc., 4100 City Line Ave., Philadelphia, Pa. 19131. Phone 215-879-1600. TWX 710-670-8799.

1. PERSONNEL
President (LIN Broadcasting Corp.)—Donald A. Pels.
Pres., Gen'l Mgr. & Nat'l Sales—James M. DeCaro.
Program Director—Jay Cook.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 560 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 28a, 28c, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60f, 60i, 60j, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
No. 46 Eff 4/1/75—Rec'd 3/28/75.
AAA—Mon thru Fri 6-10 am & 3-8 pm.
AA—Mon thru Fri 10 am-3 pm & 8 pm-midnight; Sat & Sun 6 am-midnight.
A—Mon thru Sun midnight-2 am & 5-6 am.
B—Mon thru Sun 2-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
12 ti	150	120	120	96	35	28
18 ti	140	112	110	88	33	26
24 ti	130	104	100	80	30	24

B: 50% of A.
10 sec: 60% of 1-min.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Minimum rateholder: 6 spots of any length per wk.

Edited by Jerry Gibson.

WFLN
1949

WFLN-FM
1958

M Jack Masla & Company, Inc.

NAB

Media Code 4 239 5150 6.00

Franklin Broadcasting Co., 8200 Ridge Ave., Philadelphia, Pa. 19128. Phone 215-482-6000.

STATION'S PROGRAMMING DESCRIPTION

WFLN: MUSIC: classical. Station personalities include interviewer-commentator. FEATURES: opera, symphony orchestras & chamber concerts. Contact Representative for further details. Rec'd 6/11/71.

1. PERSONNEL
President—Raymond S. Green.
Vice-Pres. & Sta. Mgr.—Harry J. Haas, Jr.
Program Director—David Conant.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days; 900 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 490 ft. above terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 9.
Rate Protection: 10e, 11e, 12c, 13e, 14e.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30.
Contracts: 40c, 44a, 44b, 45, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60b, 601, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 14 Eff 10/1/74—Rec'd 8/19/74.
AA — Sun adjacencies to Philadelphia orchestra broadcast 2-4 pm; Sat adjacencies to Metropolitan opera broadcast 2-5 pm; Tues availabilities within Boston symphony broadcast 8-10 pm.
A—Mon thru Fri 6:30-9 am & 4-10 pm; Sat & Sun 10 am-10 pm.
B—Mon thru Fri 9 am-12:30 pm, 1-4 pm & 10 pm-midnight; Sat & Sun 6:30-10 am & 10 pm-midnight.
C—Mon thru Sun midnight-3 am.
D—Mon thru Sun 3-6:30 am.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
6 ti	30	25	18	26	22	16
12 ti	28	23	17	24	20	15
18 ti	25	20	16	21	17	13
24 ti	23	18	15	19	15	12

	C 1 min	C 30 sec	D 1 min	D 30 sec
6 ti	23	18	18	13
12 ti	20	15	16	11
18 ti	18	13	14	9
24 ti	16	11	12	7

AA, extra 25%.

TOTAL WEEKLY AUDIENCE PLAN

PLAN:	1 min	30 sec
12 (5A, 5B, 2C)	225	180
18 (8A, 7B, 3C)	298	230
24 (10A, 10B, 4C)	355	265

8. PROGRAM TIME RATES
CLASS A & B

	1 hr	55 min	1/2 hr	25 min
1 x	230	216	155	142
13 x	220	201	144	133
26 x	211	193	139	128
39 x	203	186	134	124
52 x	194	177	128	119
104 x	185	169	123	117
156 x	165	151	111	102
260 x	155	141	101	92
312 x	145	131	91	82

(This listing continued on next page)

CLASS C

	1x	13x	26x	39x	52x
1 hr	140	130	120	110	100
1/2 hr	100	95	90	85	80
CLASS D					
1 hr	125	115	105	95	85
1/2 hr	110	100	90	80	70

WHAT
1925

Media Code 4 239 5200 1.00
Independence Broadcasting Co., WHAT Radio Center, 3920-40 Conshohocken Ave., Philadelphia, Pa. 19131. Phone 215-878-1500.

1. PERSONNEL
Pres. & Gen'l Mgr.—William A. Banks.
Station Manager—Miss Dolly Banks.
General Sales Manager—Jack J. Dash.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 2s, 3b, 3c, 3d, 4a.
Rate Protection: 10d, 11d, 12d, 13d, 14d.
Basic Rates: 20a, 24a
Contracts: 42a.
Comb.; Cont. Discounts: 60e.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
FM facilities: WWDB (FM).

TIME RATES
No. 15 Eff 6/1/72—Rec'd 5/30/72.
AAA—Mon thru Sat 6-10 am & 4-7 pm.
AA—Mon thru Sat 10 am-4 pm; Sun all day.
A—Mon thru Sat 5-6 am & 7 pm-midnight.
B—Tues thru Sun midnight-5 am.

7. PACKAGE PLANS

CLASS AAA

PER WK. EA:	1 ti	12 ti	24 ti	36+
1 min	32.00	30.00	25.00	20.00
20/30 sec	22.00	21.00	17.50	14.00
10/15 sec	16.00	15.00	12.50	10.00
CLASS AA				
1 min	28.00	25.00	20.00	16.00
20/30 sec	20.00	17.50	14.00	11.00
10/15 sec	14.00	12.50	10.00	8.00
CLASS A				
1 min	20.00	18.00	15.00	11.00
20/30 sec	14.00	12.50	10.50	8.00
10/15 sec	10.00	9.00	7.50	5.50

B: 50% discount from Class A rates.

8. PROGRAM TIME RATES
1 hr 300 1/4 hr 90
1/2 hr 175

WIBG
1925

Buckley Radio Sales, Inc.

RAB

Media Code 4 239 5300 9.00
Buckley Broadcasting Corp. of California, 117 Ridge Pike, Lafayette Hill, Pa. 19444. Phone 215-242-6300
Address all copy and/or transcripts to Traffic Director.

1. PERSONNEL
General Manager—Thomas R. Pate.
Sales Manager—Perry Silver.
Program Director—Don Cannon.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 990 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21d, 22a, 24a, 25a, 26b, 31.
Contracts: 40a, 42a, 43, 44b, 44, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 62d.
Cancellation: 70a, 71a, 72a, 73b.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff———Rec'd 1/31/75.
AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat 6 am-8 pm; Sun 3-8 pm.
AA—Mon thru Fri 10 am-3 pm & 8-10 pm; Sat & Sun 8-10 pm; Sun 6 am-3 pm.
A—Mon thru Sun 10 pm-2 am.
B—Mon thru Fri 2-5 am; Sat & Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	12 ti	18 ti	24 ti	AA 6 ti	12 ti	18 ti	24 ti
1 min	90	85	80	75	60	55	52	50
30 sec	72	68	64	60	48	44	42	40
10 sec	54	51	48	45	36	33	31	30

	A			
1 min	51	49	47	45
30 sec	41	39	38	36
10 sec	31	30	29	27

All spots, regardless of length or class, may be cross-combined for discounts. Spots and programs may not be combined.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A.

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	55	48	45	42	40
30 sec	44	38	36	34	32
10 sec	33	29	27	25	24

WIFI (FM)
1958

COMMUNICATIONS
Century National Sales

NAB

Subscriber to the NAB Radio Code

Media Code 4 239 5350 4.00
GCC Communications of Philadelphia, Inc., 1 Bala Cynwyd Plaza, 231 St. Asaphs Rd., Bala Cynwyd, Pa. 19004. Phone 215-839-0900.

1. PERSONNEL
Executive Vice-Pres.—John F. Tenaglia.
General Manager—William E. Parke.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28a, 29a, 30, 33d.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 8 Eff 3/1/75—Rec'd 1/30/75.
AAA—Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	30 sec	AA 1 min	30 sec	A 1 min	30 sec
6 ti	65	55	50	40	40	30
12 ti	60	50	45	35	35	28
18 ti	55	45	40	30	30	26
24 ti	50	40	35	25	25	20

10 sec: 50% of 1-min.

WIOQ (FM)
1941

Selcom, inc.

NAB

Media Code 4 239 5375 1.00
Richer Communications, Inc., No. 2 Decker Sq., Bala Cynwyd, Pa. 19004. Phone 215-835-6100.

1. PERSONNEL
General Manager—William W. Staats, Jr.
General Sales Manager—Richard W. Partridge.
Program Director—Roy Laurence.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 27,000 w. (horiz.); 27,000 w. (vert.); 102.1 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 28a, 28c, 33a.
Contracts: 40c, 42b, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60f, 60j, 61b, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American FM Network.

TIME RATES
Eff———Rec'd 6/9/75.
AA—Mon thru Fri 10 am-7 pm.
A—Mon thru Fri 6-10 am.
B—Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24+
AA	44	40	38	36	34
A	40	36	34	32	30
B	28	26	24	22	20

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Minutes, 30-second spots, Total Audience Plan, may combine to earn weekly frequency discount.
Minimum ratebolder: 1 spot per wk.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

PER WK. EA:	12 ti	18 ti	24 ti	36 ti
1 min	25	23	21	18

BULK

PER YR:	156x	312x	650x	1000x
1 min	20	19	18	17

*ROS—PREEMPTIBLE

	6 ti	12 ti	18 ti
Mon-Sun 6 am-midnight	20	19	18

(*) Consecutive week discounts do not apply.
(*) 50% guaranteed in AA time.

10. SPECIAL FEATURES

NEWSCASTS	1 ti	6 ti	18+
1 min	30	28	25

Edited by Patricia Karian.

WIP
1922

NAB RAB

A Metromedia Station

Media Code 4 239 5400 7.00
Metromedia Radio, A Metromedia Company, 19th & Walnut Sts., Philadelphia, Pa. 19103. Phone 215-568-2900. Telex 845-274.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald J. Kelly.
General Sales Manager—William S. Dallmann.
Program Director—Dean Tyler.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
5,000 w.; 610 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 8b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30, 32b
Contracts: 41, 44b, 47a, 49, 51c.
Comb.: Cont. Discounts: 60d, 60j, 61a, 61b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: WMMR (FM).

RATE PROTECTION
Rates quoted herein guaranteed for a period of 13 weeks from effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 275.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. M Eff 9/29/74—Rev 3/21/75—Rec'd 3/27/75.
AA—Mon thru Sat 5:30-10 am.
A—Mon thru Fri 3-8 pm; Sat & Sun 10 am-8 pm.
B—Mon thru Fri 10 am-3 pm; Sun 8-10 am.
C—Mon thru Sun 8-11 pm; Mon thru Sat 5-5:30 am.
D—Mon thru Sat 11 pm-5 am; Sun 11 pm-8 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	A 6 ti	A 12+
1 min	165	120	110
30 sec	132	96	88

	B 6 ti	12 ti	18 ti	24 ti	C 6 ti	12 ti	18 ti	24 ti
1 min	100	94	90	86	50	47	45	43
30 sec	80	75	72	69	40	38	36	34

D: 50% of C.
10 sec: 50% of 1-min, subject to availability.

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS

7 CONSEC DAYS, ROTATING:	1 min	30 sec
12 ti (2AA, 3A, 4B, 3C)	1082	859
18 ti (3AA, 5A, 6B, 4C)	1590	1271
24 ti (4AA, 6A, 8B, 6C)	1994	1604
36 ti (6AA, 10A, 12B, 8C)	2824	2238

Preemptible. WCP earn consec wk discount, do not contribute to WCP for further wkly frequency. WCP combinable with min, newscasts & 30-sec to earn wkly frequency discount.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Applies when earned. Expenditures of 275.00+ per wk may qualify.

10. SPECIAL FEATURES
NEWSCASTS—13 WEEKS MINIMUM CONTRACT
CLASS AA
1/2 sponsorship of 10-min news, incl open & close plus 1 1-min spot, rotating 6, 7 & 8 am:
5 per wk rotating Mon thru Fri 935.00
6 per wk rotating Mon thru Sat 1045.00
5 per wk rotating Mon thru Fri 6:30, 7:30 & 8:30 am 1025.00
CLASS A
1/2 sponsorship of 10-min news, incl open & close plus 1 1-min spot, rotating 4, 5, 6 & 7 pm:
5 per wk rotating Mon thru Fri 775.00
6 per wk rotating Mon thru Sat 850.00
5 per wk rotating Mon thru Fri 4:30, 5:30 & 6:30 pm 880.00
CLASS B
5-min news, incl open & close plus 1 1-min spot rotating 10 & 11 am, noon, 1, 2 & 3 pm:
5 per wk rotating Mon thru Fri 575.00

WMGK (FM)
(formerly WPEN-FM)
1942

A Greater Media Station
EASTMAN RADIO, INC.
Magic

RAB

Media Code 4 239 5475 9.00
Greater Philadelphia Radio, Inc., 2212 Walnut St., Philadelphia, Pa. 19103. Phone 215-564-6000.
Other Office: 509 Madison Ave., New York, N. Y. 10022. Phone 212-752-1455. TWX 710-581-2869.
See affiliated AM station for additional information.
AM facilities: WPEN.

1. PERSONNEL
General Manager—Larry Wexler.
National Sales Manager—Phil Roberts.
Sales Manager—Ed McCusker.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11e, 12b, 13b, 14b, 15b, 15e, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Affiliated with American Entertainment Network.
Affiliated with Eastman Radio Network.
Affiliated with MRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WMGK (FM)/WPEN COMBINATION
No. 2 Eff 9/2/75—Rec'd 8/8/75.
AM/PM drive—Mon thru Fri 6-10 am & 3-7 pm.
Daytime & wknd drive—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AM/PM drive	46	44	42	40	38
DT/WKND drive	42	40	38	36	34
EV	40	37	35	33	31
FM only: Deduct 18.00.					
ON	14	13	12	11	10
FM only: Deduct 25%.					

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
1/3 AM/PM DRIVE, 1/3 DAYTIME/WKND, 1/3 EVENING

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	38	35	32	30	28

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
FM only: Deduct 18.00.
Submitted by Phil Roberts.

WMMR (FM)
1942

NAB RAB

A Metromedia Station

Media Code 4 239 5550 9.00
Metromedia Stereo, A division of Metromedia, Inc., The Wellington, Rittenhouse Sq., Philadelphia, Pa. 19103. Phone 215-561-0933. Telex 845-295.
See affiliated AM station for additional information.
AM facilities: WIP.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Joel Samuelsohn.
Sales Manager—Arthur G. Camiolo.
Program Director—T. Morgan.

3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 93.3 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 670 ft. above average terrain.

TIME RATES
No. 9 Eff 6/30/75—Rec'd 6/25/75.
AA — Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
A—Mon thru Fri 6-10 am; Sat & Sun 6 am-noon.
B—Mon thru Sun midnight-2 am; Mon thru Fri 10 am-3 pm.
C—Mon thru Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	30 sec	A 1 min	30 sec	B 1 min	30 sec
6 ti	55	44	48	38	42	34
12 ti	50	40	44	35	38	30
18 ti	...	...	40	32	34	27

C: 50% of B.
10 sec: 60% of 1-min.
Must rotate. 30 & 10 sec spots subject to availabilities. Spots requested to rotate on 4 days or less charged at one time rate.

7. PACKAGE PLANS
CIRCULATION PLANS

PER WK:	1 min	30 sec
14 ti (5AA, 3A, 4B, 4C)	448	364
21 ti (4AA, 4A, 7B, 6C)	630	504
36 ti (6AA, 6A, 10B, 8C)	840	660

Preemptible. WCP earn consec wk discount. WCP do not contribute to WCP for further wkly frequency.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 52 wk—10%
Applied as earned, provided a minimum of 150.00 or more per wk is maintained.
Edited by Elaine Pappas.

WPBS (FM)
1961

Represented by
PRO / Meeker Radio

NAB

Media Code 4 239 5600 2.00
Bulletin Co., 440 Domino Lane, Philadelphia, Pa. 19128. Phone 215-483-7200.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Edward J. Meehan, Jr.
Program Director—Edward A. Hunt.
Sales Manager—Thomas A. Lucidon.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 14,000 w. (horiz.), 14,000 w. (vert.); 93.9 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 230 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only; no cash discount.

(This listing continued on next page)

PENNSYLVANIA

Philadelphia—W P B S (FM)—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 26, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50.
Comb.; Cont. Discounts: 60a, 60d, 60f, 61a, 62b, 62d.
Cancellation: 70b 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 9/30/74—Rec'd 10/9/74.
A—Mon thru Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

A:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	33	32	29	28	26
30 sec	27	26	25	23	20
10 sec preemptible	20	19	18	17	16

7 pm-midnight: 60% of A, minimum 12 per wk.
Midnight-6 am: 30% of A, minimum 15 per wk.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

6-10 am	3	4	6	7
10 am-3 pm	3	5	6	8
3-7 pm	3	4	6	7
7 pm-midnight	3	5	6	8
PER WK, TOTAL TI:	12	18	24	30
1 min, ea	28	26	24	22
30 sec, ea	22	21	19	18
10 sec, ea preemptible	17	16	15	13

BULK	1 min	30 sec	10 sec
1000 x	23	18	13
1500 x	19	16	12

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Submitted by E. J. Meehan.

WPEN
1929

A Greater Media Station

EASTMAN RADIO, INC.

Golden Oldies

RAB

Media Code 4 239 5850 7.00
Greater Philadelphia Radio ,Inc., 2212 Walnut St., Philadelphia, Pa. 19103. Phone 215-564-6000.
Other Office: 509 Madison Ave., New York, N. Y. 10022. Phone 212-752-1455. TWX 710 581 2869.

1. PERSONNEL
General Manager—Larry Wexler.
National Sales Manager—Phil Roberts.
Sales Manager—Ed McCusker.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 950 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12b, 13b, 14b, 15b, 15e, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80.
FM facilities: WMGK (FM).
Affiliated with American Entertainment Network.
Affiliated with Eastman Radio Network.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
WPEN/WMGK (FM) COMBINATION
No. 2 Eff 9/2/75—Rec'd 8/8/75.
AM/PM drive—Mon thru Fri 6-10 am & 3-7 pm.
Daytime & wknd drive—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.

8. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AM/PM drive	46	44	42	40	38
DT/WKND drive	42	40	38	36	34
EV	40	37	35	33	31
AM only: Deduct 5.00.					
ON	14	13	12	11	10
AM only: Deduct 25%.					

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
1/3AM/PM DRIVE, 1/3 DAYTIME/WKND, 1/3 EVENINGS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	38	35	32	30	28

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
AM only: Deduct 5.00.
Submitted by Phil Roberts.

WRCP
1947

AVERY-KNODEL, INC.

NAB

A Rust Craft Station

Media Code 4 239 5750 5.00
Rust Craft Broadcasting of Pennsylvania, Inc., 2043 Locust St., Philadelphia, Pa. 19103. Phone 215-564-2300.

STATION'S PROGRAMMING DESCRIPTION
WRCP: MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: 5 min network & local at :60. SPORTS: at :20. Helicopter traffic reports. FEATURES: regular contests, on-the-air promotions & short documentary features on history of country music. Contact Representative for further details. Rec'd 1/8/73.

1. PERSONNEL
General Manager—Matt Mills.
Sales Manager—Michael J. Plumstead.
Program Director—Frank Baker.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Rust Craft Stations: see Rep & S/O pages.

3. FACILITIES
50,000 W. days; 1540 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WRCP-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 29b, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47e, 49, 50, 51c.
Comb.: Cont. Discounts: 60f, 61a, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 2/15/73—Rec'd 2/5/73.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	40	34	31	28
A	36	30	27	24
B	20	18	17	16

30 sec: 50% of 1-min. 10 sec: 56% of 1-min.

7. PACKAGE PLANS

TAP:	12 ti	18 ti	24 ti	30 ti
50%AA, 50%A	336	450	528	576
ROB:	200x	520x	750x	1040x
Ea	16	15	14	13

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Edited by Matt Mills.

WRCP-FM
1966

NAB

A Rust Craft Station

Media Code 4 239 5800 8.00
Rust Craft Broadcasting of Pennsylvania, Inc., 2043 Locust St., Philadelphia, Pa. 19103. Phone 215-564-2300.
See affiliated AM station for additional information.

3. FACILITIES
ERP 26.000 w.; 104.5 mc. Stereo.
Operating schedule: 24 hours daily.
Partial simulcast operation. Operated separately local sunset to sunrise. For simulcast facilities see WRCP.

TIME RATES
No. 17A Eff 3/15/76—Rec'd 3/9/76

6. SPOT ANNOUNCEMENTS
7 pm-6 am

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti
1 min	10	9	8	7	6

30 sec: 80% of 1-min.

10. SPECIAL FEATURES
NEWSCASTS/WEATHER-CAPS/VIGNETTES
Mon thru Sun available at 1-1/4 x 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%

WTEL
1925

Media Code 4 239 5850 3.00
WTEL, Inc., 4140 Old York Rd., Philadelphia, Pa. 19140. Phone 215-455-9200.

STATION'S PROGRAMMING DESCRIPTION
WTEL: RELIGIOUS: 6 am-noon M-F. Religious music and sermons. Spanish programming 2-3:30 pm M-F, 3:30-5:30 pm Sat and Sun. Rec'd 10/2/73.

1. PERSONNEL
Pres. & Bus. Dir.—George D. Hopkinson.
Exec. Vice-Pres. & Sales Mgr.—Quentin C. Sturm.

3. FACILITIES
10,000 w. days; 860 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0; no commission on religious broadcasts.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4d, 5, 6a, 7a.
Rate Protection: 10d, 11d, 12d, 14d.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Member: National Spanish Language Network.

TIME RATES
No. 13 Eff 7/1/75—Rec'd 5/29/75.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	300x
1 min	25	24	20	19
30 sec	18	17	14	12
10 sec	14	12	11	10

8. PROGRAM TIME RATES

PER WK:	5 min	1/4 hr	1/2 hr	1 hr
1 ti	54	82	142	236
3 ti	151	220	372	624
5 ti	218	295	420	932

Edited by Quentin Sturm.

WWDB (FM)
1947

NAFMB

Media Code 4 239 5868 5.00
Banks Broadcasting Co., Inc., 2930-40 Conshohocken Ave., Philadelphia, Pa. 19131. Phone 215-878-1500.
See affiliated AM station for additional information.
AM facilities: WHAT.

3. FACILITIES
ERP 12,000 w (horiz), 12,000 w. (vert.); 96.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,200 ft. above average terrain.

TIME RATES
No. 2 Eff 12/1/72—Rec'd 11/2/72.
AA—Mon thru Sun 6 am-8 pm.
A—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK,	AA			A		
EA:	1 min	20/30	16 sec	1 min	20/30	16 sec
1 ti	27.00	19.00	13.50	22.00	16.00	11.00
12 ti	24.00	16.00	12.00	17.00	14.00	8.50
24 ti	20.00	14.00	10.00	15.00	11.00	7.50
36+	15.00	11.00	7.50	12.00	9.00	6.00

Midnight-6 am: 50% of A.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK, EA:	1 ti	2 ti	3 ti	4 ti	5 ti	6+
5 min	35	38	31	29	27	25

Bagles & Lox—Sun 10:30 am-1:30 pm, 1-min. 30
Friday with Frank—Fri 5-8 pm, 1/4 hr. 85

WWSH (FM)
1959

KATZ RADIO

NAB NAFMB

Media Code 4 239 5871 9.00
United Artists Broadcasting, Inc., 555 City Line Ave., Bala Cynwyd, Pa. 19004. Phone 215-835-2350.

STATION'S PROGRAMMING DESCRIPTION
WWSH (FM): Programmed for adults.
MUSIC: Popular middle-of-the-road format of adult appeal, consisting of standards, film and show music.
NEWS: hourly capsules at :58. Contact Representative for further details. Rec'd 12/2/71.

1. PERSONNEL
General Manager—James E. Connor.
General Sales Manager—Lewis C. Greist.

2. REPRESENTATIVES
Katz Radio

3. FACILITIES
ERP 19,000 w. (horiz.), 19,000 w. (vert.); 106.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 740 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4c, 5, 6a, 7a.
Rate Protection: 11e, 12e, 15e, 16.
Basic Rates: 20a, 21d, 22a, 23a, 29a, 33a.
Contracts: 40a, 44b, 46
Comb., Cont. Discounts: 60a, 62d.
Cancellation: 70c, 71a
Affiliated with Katz Radio Network.

TIME RATES
No. E Eff 7/1/75—Rec'd 6/30/75.
A—Mon thru Sun 3-8 pm.
B—Mon thru Sun 10 am-3 pm.
C—Mon thru Sun 6-10 am.
D—Mon thru Sun 8 pm-midnight.
E—Mon thru Sun midnight-2 am; Mon thru Fri 5-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	A	B	C	D	E
6 ti	95	90	75	45	25
12 ti	90	85	70	40	20

30 sec/less: 80% of 1-min.
Edited by Lewis C. Greist.

WYSP (FM)
1971

ABC-FM Spot Sales, Inc.

NAB

Media Code 4 239 5873 5.00
SJR Communications, Suburban Station Bldg., Philadelphia, Pa. 19103. Phone 215-665-9790.

1. PERSONNEL
General Manager—Frank X. Feller.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 39,000 w. (horiz.), 39,000 w. (vert.); 94.1 mc
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 550 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 22a, 24a, 25a.
Contracts: 40a, 45,
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 81.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 5/18/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 16-1 am.
AA—Mon thru Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm.
B—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	65	55	60	50	55	45
6 ti	60	50	55	45	50	40
12 ti	55	45	50	40	45	35
18 ti	50	40	45	35	40	30
24 ti	45	35	40	30	35	25

B: 50% of A.
Submitted by Sandra Evans.

STATIONS AND GROUPS IN PHILADELPHIA URBAN AREA

WBCB
LEVITTOWN

See listing under Levittown, Pa.

WBUX
DOYLESTOWN

See listing under Doylestown, Pa.

WCAM
CAMDEN, N. J.

See listing under Camden, N. J.

WEEZ
1947
CHESTER

RAB

Media Code 4 239 3900 6.00
Radio Del-Val, Inc., 2500 Edgmont Ave., Chester, Pa. 19015. Phone 215-874-4321.

STATION'S PROGRAMMING DESCRIPTION
WEEZ: All telephone/talk. NEWS: local news. Network at :60 & :30. Rec'd 11/4/74.

1. PERSONNEL
President—Erny Tannen.

3. FACILITIES
1,000 w.; 1596 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 7b.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20a, 23a, 24a, 25a.
Contracts: 40a, 44, 50.
Comb.; Cont. Discounts: 60e, 60i, 61a.
Cancellation: 70d, 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. L-5 Eff 1/1/75—Rec'd 1/3/75.
AAA—6-9 am & 3-7 pm.
AA—9 am-3 pm.
A—7 pm-1 am.

6. SPOT ANNOUNCEMENTS
FIXED

1 MIN:	6 ti	12 ti	16 ti	24 ti	36 ti	42 ti
AAA	16.00	14.00	12.00	11.00	10.00	9.00
AA	13.00	10.00	9.00	8.00	7.00	6.00
A	10.00	9.00	8.00	7.00	6.00	5.00
30 SEC:						
AAA	12.80	11.20	9.60	8.80	8.00	7.20
AA	10.40	8.00	7.20	6.40	5.60	4.80
A	8.00	7.20	6.40	5.60	4.80	4.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min	12.00	9.55	8.25	7.60	7.00	6.50
30 sec	9.60	7.90	6.60	6.05	5.65	5.20

ROS SATURATION PLAN
90 1-min, ea 5.50 90 30-sec, ea 4.40

WIBF-FM
1960
JENKINTOWN

NAB

Media Code 4 239 5850 1.00
Fox Broadcasting Corp., Renson-East, Jenkintown, Pa. 19046. Phone 215-886-2000.

STATION'S PROGRAMMING DESCRIPTION
WIBF-FM: Programmed for general interest.
M-F, Religious 6 am-1 pm; general popular music 1:15-4 pm; ethnic 4-11 pm, Jewish, Spanish & Italian; 11 pm-midnight, news, talk. NEWS: 5 min network at :30, local news & sports. Weekends: talk, news; ethnic, Polish, Ukrainian, German, Greek, East Indian, Italian, Jewish, Korean, Portuguese, Irish. Contact Representative for further details. Rec'd 5/2/75.

1. PERSONNEL
Pres., Gen'l & Com'l Mgr.—William L. Fox.
Station Manager—Douglas Henson.

2. REPRESENTATIVES
Herbert E. Grosskin & Co.
Dirigo Media.

3. FACILITIES
ERP 180 W. (horiz.), 180 w. (vert.); 103.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 1,000 ft. above mean sea level.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20a, 20b, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 29a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
Eff——————Rec'd 1/4/74.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	75x	100x
1 min	10.00	9.75	9.50	9.25	9.00
30 sec	8.00	7.75	7.50	7.25	7.00
	150x	200x	250x	300x	400x
1 min	8.75	8.50	8.25	8.00	7.50
30 sec	6.75	6.50	6.25	6.00	5.50

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR:	52x	260x	312x
1 hr	100	83	80
1/2 hr	75	62	60
1/4 hr	50	41	40

10. SPECIAL FEATURES

Network News hourly at :15 10
Marion Granger 20

WNAR

1946
NORRISTOWN

Media Code 4 239 5075 5.00
WNAR, Inc., Box 431, Norristown, Pa. 19404. Phone 215-272-7600.
Branch Studio—100 E. Lancaster Ave., Wayne, Pa. 19087. Phone 215-687-1110.

STATION'S PROGRAMMING DESCRIPTION
WNAR: Programmed for adults.
MUSIC: familiar popular standards at all times, primarily instrumental. Programmed in uninterrupted segments with only 4 pauses per hour. NEWS: at :60, traffic reports, helicopter & mobile phone, every 1/4 hour. SPORTS: coverage of all major events in home county; includes Football, Horse Show, Golf Classics, Lawn Tennis Championships. Contact Representative for further details. Rec'd 1/6/72.

1. PERSONNEL
President—Victor Mauck, Jr.
Vice-Pres. & Gen'l Mgr.—Robert M. Altman.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
500 w. days; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 28c, 29a, 32b
Contracts: 40a, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62b, 63d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82

TIME RATES
Eff 1/1/74—Rec'd 2/1/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Sat & Sun all day.

6. SPOT ANNOUNCEMENT

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
5 tl	20	17	16	13	10	9
10 tl	19	16	15	12	9	8
15 tl	18	15	14	11	8	7
20 tl	17	14	13	10	7	6
25 tl	16	13	12	9	----	----

10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES

NEWSCASTS:	13 wk	26 wk	52 wk
AAA	27	25	23
AA	22	20	18
A	15	13	11

WTMR

CAMDEN, N. J.
See listing under Camden, N. J

WVCH

1947
CHESTER

NAB

WVCH Communications, Inc., Wolf Bldg., 3rd St. & Ave. of the States, Chester, Pa. 19013. Phone 215-872-8861.

1. PERSONNEL
General Manager—Thomas H. Moffit.

3. FACILITIES
1,000 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1h, 2a, 2b, 3a, 3b, 3d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12f, 13b, 14b, 15c, 15d.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 26, 30.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 3/18/75.

6. SPOT ANNOUNCEMENTS

	1x	10x	20x	50x	100x
1 min	12.00	11.50	11.00	10.50	10.00
30 sec	8.00	7.50	7.00	6.50	6.00
20 sec/less	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	115.00	75.00	55.00	45.00	30.00
13 x	110.00	70.00	50.00	40.00	25.00
52 x	105.00	65.00	45.00	35.00	22.50
260 x	100.00	60.00	40.00	30.00	20.00

WXUR

1962
MEDIA

Media Code 4 239 6050 5.00
Brandywine-Main Line Radio, Inc., Box 567, Media, Pa. 19063. Phones 215-566-9050, 9051.

1. PERSONNEL
General Manager—John H. Norris.
Assistant Manager—Peggy Powell.

3. FACILITIES
500 w. days; 690 kc. Directional.
Operating schedule: 7 am-6 pm. EST.
Partial simulcast operation. Simulcast 7-11 am & noon-1 pm. For non-simulcast facilities see WXUR-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 46, 47a, 48.
Comb., Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES
No. 12 Eff 7/1/71—Rec'd 2/10/72.

6. SPOT ANNOUNCEMENTS

	1x	2x	14x	27x	53x	(*)
1 min	8.00	7.00	6.00	5.00	4.50	4.00
30 sec	6.00	5.25	4.50	3.75	3.50	3.00
AM/FM COMBINATION						
1 min	10.75	9.50	8.00	6.75	6.25	5.50
30 sec	8.00	7.00	6.00	5.00	4.75	4.00

(*) 157-260x.

8. PROGRAM TIME RATES

	1x	2x	14x	27x	53x	(*)
1 hr	80.00	70.00	67.50	65.00	62.50	60.00
1/2 hr	50.00	42.00	40.00	39.00	38.00	37.50
1/4 hr	30.00	28.00	27.00	26.00	25.00	24.50
AM/FM COMBINATION						
1 hr	110.00	97.00	94.00	90.00	87.50	80.00
1/2 hr	69.00	59.00	56.00	54.00	53.00	49.50
1/4 hr	43.00	40.00	38.00	36.00	35.00	32.50

(*) 157-260x.

WXUR-FM

1962
MEDIA

Media Code 4 239 6100 2.00
Brandywine-Main Line Radio, Inc., Box 567, Media, Pa. 19063. Phones 215-566-9050, 9051.
See affiliated AM station for additional information.

3. FACILITIES
ERP 4,200 w.; 100.3 mc.
Operating schedule: 24 hours. EST.
Partial simulcast operation. Operated separately 11 am-noon & 1-6 pm. For simulcast facilities see WXUR.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WXUR. See that listing for rates.

TIME RATES
No. 12 Eff 7/1/71—Rec'd 2/10/72.

8. SPOT ANNOUNCEMENTS

	1x	2x	14x	27x	53x	(*)
1 min	2.75	2.50	2.00	1.75	1.75	1.50
30 sec	2.00	1.75	1.50	1.25	1.25	1.00

(*) 157-260x.

8. PROGRAM TIME RATES

	1x	2x	14x	27x	53x	(*)
1 hr	30.00	27.00	26.50	25.00	25.00	20.00
1/2 hr	19.00	17.00	16.00	15.00	15.00	12.00
1/4 hr	13.00	12.00	11.00	10.00	10.00	8.00

(*) 157-260x.

PHILIPSBURG

Centre County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WPHB

1956
Subscriber to the NAB Radio Code

Media Code 4 239 6150 7.00
Moshannon Valley Broadcasting Co., Inc., Radio Park, Philipsburg, Pa. 16866. Phone 814-342-2300.

STATION'S PROGRAMMING DESCRIPTION
WPHB: Programmed for adults.
MUSIC: Country & western 6-9:45 am and 2-sign-off M-F, 12:30-sign-off Sat. NEWS: Net at :30, headlines at :58, extended local and regional reports at 8 am, noon, 3:50 including sports. RELIGION: 9:45 am-2 pm M-F, 9:30 am-noon Sat., all day Sun. Contact Representative for further details. Rec'd 2/27/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dean Sharpless.
Sales Manager—Sheldon Sharpless.
News & Public Rel. Dir.—James R. Guthrie.

2. REPRESENTATIVES
Broadcast Associates.

3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 5, 6a.
Basic Rates: 23a, 24a.
Contracts: 40a, 44a.
Affiliated with American Entertainment Network.

TIME RATES
Eff ———— Rec'd 12/20/71.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	75x	100x
1 min	6.00	5.75	5.50	5.00	4.75
30 sec	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	312x
1 hr	56.00	52.00	48.00	46.00	44.00	43.00
1/2 hr	34.00	32.00	30.00	28.00	26.00	25.00
1/4 hr	28.00	27.50	27.00	25.00	24.00	23.00
10 min	14.00	13.00	12.50	12.00	11.00	10.00
5 min	9.00	8.50	8.00	7.50	7.00	6.00

PITTSBURGH (17 AM; 13 FM)

(including Ambridge, Beaver Falls, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Plus 1 paid duplicate listing.

Allegheny County—Map Location B-5
Beaver County—Map Location B-5
Westmoreland County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	180	72	76	55
B	70	70	70	51
C	67	55	67	47
D	57	55	57	41
AVERAGE	94	63	68	49

KDKA

1920
PITTSBURGH

GROUP W WESTINGHOUSE BROADCASTING COMPANY

RADIO ADVERTISING REPRESENTATIVES, INC.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 239 6200 8.00
Westinghouse Broadcasting Company, Inc., KDKA Radio, 1 Gateway Center, Pittsburgh, Pa. 15222. Phone 412-391-3000. TWX 710-664-4381.

STATION'S PROGRAMMING DESCRIPTION
KDKA: Varied programming for general audience Popular music, personalities. NEWS: 5 min each hour on hour except 10 min at 7 am, 8 am, 30 min at noon, additional 10 min at 6:30 am, 5 min at 7:30 am & 8:30 am 1-1/2 hr wrap-up at 4:30 pm. Frequent specials and documentaries. Drive time programming includes direct weather, sports, and traffic reports. TALK: 2 day telephone show 6-9 pm and telephone show 9:05 pm-12M, Sun 5-8 pm review of week's news. SPORTS: professional baseball and hockey, college football. Contact Representative for further details. Rec'd 8/4/75.

1. PERSONNEL
General Manager—A. R. (Bill) Hartman.
General Sales Manager—Terry Saidel.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
50,000 w.; 1020 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered

5. GENERAL ADVERTISING See coded regulations
General: *1a, 2a, 3a, 3b, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 16.
Basic Rates: 22a, 22b, 23a, 24a.
Contracts: 40b, 42a, 45, 46, 47a.
Comb.; Cont Discounts: 60b, 60c, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
(*) 5 minute program—1:15 min. commercial limitation
Continuing Discounts: After the first contractual year, an advertiser may continue his schedule into the next year at the incentive discount applicable provided he purchase 1 spot each week in a time period desirable to the advertiser. Preemptible plans and Nite-Watch excluded.
In the event an advertiser interrupts his schedule during a second or succeeding year, any subsequent schedules within that year would receive the discount applicable to the actual number of weeks scheduled.

POLITICAL
Time is sold for political broadcasts on the basis of rigid conformity with the Federal Election Campaign Act of 1971.

TIME RATES
No. 21 Eff 11/1/74—Rec'd 10/7/74.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-8 pm
A—Mon thru Fri 10 am-3 pm; Sat 10 am-9 pm; Sun 6 am-8 pm.
B—Mon thru Sun 5-5:30 am & 8 pm-midnight.
All classes rotating

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	36 tl
CLASS AAA						
1 min	180	----	----	----	----	----
30 sec	153	----	----	----	----	----
CLASS AA						
1 min	90	81	76	72	66	63
30 sec	77	69	65	61	56	54
CLASS A						
1 min	83	75	72	66	63	59
30 sec	71	64	61	56	54	50
CLASS B						
1 min	60	54	51	47	45	42
30 sec	51	46	43	40	38	36

10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK. EA:	8 tl	12 tl	20 tl	28 tl	36 tl
M.A.N. PLAN—1/4AAA, 1/4AA, 1/4A, +1/4B					
1 min	88	81	75	72	66
30 sec	75	69	64	61	56
M.A. PLAN—1/4AAA, 1/4AA, 1/2A					
1 min	----	90	82	79	----
30 sec	----	77	60	67	----
A.N. PLAN—1/2A, 1/4AA, +1/4B					
1 min	----	64	60	57	51
30 sec	----	54	51	48	43

10 sec: 60% of 1-min.
(†) &/or Sun, subject to availabilities 6 am-8 pm.
M.A.N., M.A., & A.N. spots contribute to wkly frequency discount, but not vice-versa. Additions must

PENNSYLVANIA

be made in increments of 4, percentage distribution as shown. Combinations must be in units of 4, percentage distribution as shown. Contracts for 52 wks in advance (minimum 12 M.A.N., M.A., or A.N.) will earn all applicable rates and discounts plus 10%.
Short rate to wkly frequency, non-combinable. Discount may be taken as earned or at completion of contract.

PREEMPTIBLE PLANS
1 MINUTE

PER WK:	5 tl	10 tl	15 tl	20 tl	30 tl
AA	----	63	61	57	48
A	59	58	55	50	43
B	41	40	37	34	28
30 SECONDS					
AAA	----	54	52	48	41
A	50	49	47	43	37
B	35	34	31	29	24

AA, A and B cross-combine. Minimum for A and B, in any combination, 5 per week. Minimum for AA, alone or in combination with A and B, 10 per week. Preemptible without notice. No further discounts.

NITE-WATCH
(Tues thru Sun midnight-5 am)

PER WK:	1 tl	20 tl	30 tl	40 tl	50 tl
1 min	13	12	11	10	9

30 SECONDS

30 hrs per wk (full sponsorship)	1400
15 hrs per wk (1/2 sponsorship-rotating)	760
6 hrs per wk (rotating)	350

Wkly M.A.N., M.A., A.N., news, sports & weather plans contribute toward further spot discounts in nite-watch but not vice-versa.

10. SPECIAL FEATURES

5-MINUTE NEWS/SPORTS/WEATHER
I—NEWS: Mon thru Sat †7, 7:30, †8 & 8:30 am rotating.
SPORTS: Mon thru Sat 7:20, 8:20 am rotating.
WEATHER: Mon thru Sat 6:50 & 7:50 am rotating.
II—NEWS: Mon thru Sat †6:30, 6 & 9 am rotating.
WEATHER: Mon thru Sat 8:50 am rotating.
III—NEWS: Mon thru Sat 10, 11 am †noon, 1, 2, 3, 4, 7 pm rotating; Sun 10, 11 am, †noon, 1, 2, 3, 4, 5, 6 pm.
IV—NEWS: Mon thru Sat 8, 9, †10, 11 pm & midnight rotating.
Sun 6, 7, 8 & 9 am, 7 & 8 pm.
SPORTS: Mon thru Sat 11:05-11:10 pm, rotating.
(†) 10 minutes may be purchased as 5 minutes, per availability.

PER WK:	1 tl	3 tl	6 tl	12 tl	18 tl
I	227	217	207	198	----
II	141	135	128	124	118
III	118	112	107	103	97
IV	76	73	68	66	63

News, sports or weather purchased in multiples of three. Mon thru Sat alternating, preempt other news, sports or weather.
Must be purchased in increments of 3 Monday thru Saturday alternating.
May be combined for frequency purposes toward spot discounts but not vice versa.
Fully commissionable and includes scheduled talent, news service charge and production.

PREMIUM RATE—ROTATING
WITHIN NEWS/SPORTS/WEATHER

EA:	AAA	AA	A	B
1 min	192	125	89	64
30 sec	163	106	76	54

Contribute to wkly frequency and earn CWD.

INCENTIVE DISCOUNTS
Minimum wkly expenditure before discount $3.00 news or spots. Applies to consecutive wks of broadcasting.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Does not apply to Preemptible Plans or Nightwatch.
Edited by Terry Saidel.

KQV

1919
PITTSBURGH

THE CHRISTAL CO.

RAB

Subscriber to the NAB Radio Code

Media Code 4 239 6250 5.00
Taft Broadcasting Co. of Pennsylvania, Inc., a subsidiary of Taft Broadcasting Co., Inc., 411 7th Ave., Pittsburgh, Pa. 15219. Phone 412-281-9100.

1. PERSONNEL
General Manager—Bill Irwin.
General Sales Manager—Gilbert R. Rozzo.
Operations Manager—Ted Buscitti.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
5,000 w.; 1410 kc. Directional--separate patterns day and night.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast Sun 5-8 am. For non-simulcast facilities see WDVE (FM).

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a 3d, 4a, 4d, 5, 6b, 7b, 8
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 29a, 32b, 33d.
Contracts: 40b, 41, 42a, 43, 45, 46, 48, 49.
Comb.; Cont. Discounts: 60b, 60g, 61c.
Cancellation: 70a, 70e, 71a, 73, 73a, 73b.
Prod. Services: 80, 81
FM facilities: WDVE (FM).
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 12/31/74—Rec'd 5/30/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

(This listing continued on next page)

PENNSYLVANIA

Pittsburgh—KQV—Continued

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AAA	50	47	45
AA	45	42	40
A	40	37	35

30/30 sec: 80% of 1-min.
10 sec: 60% of 1-min.
Fixed position: 120% of base rate.
Edited by Gil Rozzo.

WAMO
1948
PITTSBURGH

NAB

Sheridan Broadcasting Corp.
Media Code 4 239 6300 3.00
Sheridan Broadcasting Corp., 1811 Blvd. of Allies, Pittsburgh, Pa. 15219. Phone 412-471-2181.

STATION'S PROGRAMMING DESCRIPTION
WAMO: MUSIC: Contemporary, top 40 singles, top 40 albums, rock, R & B. NEWS: 5 min network at :00, 5 min local at :05. Contact Representative for further details. Rec'd 7/11/75.

1. PERSONNEL
President—Paul W. Yates.
Exec. Vice-Pres. Nat'l Sales Mgr.—Walter Jones.
General Manager—Skip Finley.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
1,000 w. days; 860 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast Mon thru Fri sign-on-9 am & 3 pm-sign-off. For non-simulcast facilities see WAMO-FM.

4. AGENCY COMMISSION
15%; net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13e, 14e.
Basic Rates: 20b, 22a, 22b, 23a, 24a, 25a, 28c, 29a.
Contracts: 40a, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60k, 61a, 61b.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81a, 82.
Affiliated with Mutual Black Network.
Affiliated with National Black Network.
10% discount when comparable schedule is purchased in combination with WUFO Buffalo, N. Y. and WILD Boston. 7-1/2% discount when purchased in combination with either one of these stations.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/31/75—Rec'd 7/11/75.
I—Mon thru Fri sign-on-10 am & 3 pm-sign-off: Sat all day
II—Mon thru Fri 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	I 6 ti	I 12 ti	I 18 ti	I 24 ti	II 6 ti	II 12 ti	II 18 ti	II 24 ti
1 min	30	26	22	20	22	19	18	16
30 sec	24	20	18	16	18	16	15	13

Submitted by Skip Finley.

WAMO-FM
1960
PITTSBURGH

NAB

Sheridan Broadcasting Corp.
Media Code 4 239 6301 5.00
Sheridan Broadcasting Corp., 1811 Blvd. of Allies, Pittsburgh, Pa. 15219. Phone 412-471-2181.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WAMO-FM: Cultural & gospel programming 9 am-3 pm; same as AM 3 pm-local sunset, rock local sunset-6 am. Contact Representative for further details. Rec'd 7/11/75.

3. FACILITIES
ERP 72,000 w. (horiz.), 72,000 (vert.), 105.9 mc. Stereo.
Antenna ht.: 440 ft. above average terrain.
Operating schedule: 24 hrs. daily. EST.
Partial simulcast operation. Operated separately Mon thru Fri 9 am-3 pm; & local sunset-9 am; Sun all day. For simulcast facilities see WAMO.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.
Affiliated with National Black Network.

TIME RATES
No. 3 Eff 7/31/75—Rec'd 7/11/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	18	16	15	13
30 sec	15	13	12	11

Submitted by Skip Finley.

10. SPECIAL FEATURES
The Jazz Show—WAMO Section II rates apply.
Submitted by Skip Finley.

WARO
1957
CANONSBURG
A Universal Owned Station

(This is a paid duplicate of the listing appearing under Canonsburg, Pa.)
Media Code 4 239 1300 3.00
WARO Radio, Box 191, Cannonsburg, Pa. 15317. Phones 412-531-3800, 745-5400.

1. PERSONNEL
President—Lawrence Brandon.
Vice-President—Howard Warshaw.

2. REPRESENTATIVES
Dore-Clayton Agency, Inc.

3. FACILITIES
250 w. days; 540 kc. Directional.
Operating schedule: 5:45 am-8:45 pm. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15e.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 32a.
Contracts: 40a, 42b, 42d, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 72, 73a.
Prod. Services: 80, 82.
Member: Pennsylvania Farm Network.

TIME RATES
Eff 5/15/67—Rec'd 5/19/67.

6. SPOT ANNOUNCEMENTS

1 MINUTE			
1 x	11.50	260 x	9.00
26 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10.00	624 x	7.50
156 x	9.50	1248 x	7.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	26 ti
1 min	95	125	170	200

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	80.00	76.50	73.00	69.50	69.00	62.50	59.00
1/2 hr	64.00	62.00	60.00	58.00	56.00	54.00	52.00
1/4 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00
10 min	24.00	23.00	22.00	21.00	20.00	19.00	18.00
5 min	18.00	17.00	16.00	15.00	14.00	13.00	12.00

Edited by Lawrence Brandon.

(D)

WBCW
1974
JEANNETTE

NAB RAB

Media Code 4 239 6332 1.00
Central Westmoreland Broadcasting Co., Box 718, 111 S. 4th St., Jeannette, Pa. 15644. Phone 412-527-5656.

STATION'S PROGRAMMING DESCRIPTION
WBCW: Programmed for adults and young adults.
MUSIC: top 50 with golden oldies & album cuts.
NEWS: at :60. Features: phone talk show with guests & listener participation 1:03-3 pm M-F. 11:05 am-noon Sat & 12:05-3 pm Sun. Polish-Slovenian. polka show. 9-10 am Sun. Italian hour. Rec'd 9/30/74.

1. PERSONNEL
General Manager—Mrs. Verna M. Calisti.

3. FACILITIES
1,000 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 6a, 7a.
Rate Protection: 15b.
Contracts: 44a, 45.
Cancellation: 71a.
Affiliated with American Information Network.

TIME RATES
No. 1 Eff——Rec'd 5/31/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	312x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS
SEVEN-DAY SPECIAL

PER WK:	10 ti	15 ti	30 ti	40 ti	50 ti
1 min	7.00	6.00	5.50	5.00	4.50
30 sec	5.50	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x	312x
1 hr	70	65	60	55	50	45	40
1/2 hr	50	45	41	37	33	29	25
1/4 hr	35	30	27	24	21	18	15
5 min	20	18	16	14	12	10	8

WBVP
1948
BEAVER FALLS

Contemporary

NAB

Media Code 4 239 6336 2.00
Beaver Valley Broadcasting, Inc., Box 719, Beaver Falls, Pa. 15010. Phone 412-846-4100.

STATION'S PROGRAMMING DESCRIPTION
WBVP: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Walter G. Broadhurst.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Beer, wine and cigarette commercials unacceptable on high school and college sports.
FM facilities: WWKS.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 5/1/73—Rec'd 10/8/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	208x	312x	520x
1 min	10.00	9.00	8.75	8.50	8.00	7.50
30 sec	6.75	6.00	5.75	5.50	5.25	4.75

7. PACKAGE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	9.50	9.25	8.75	8.25	7.75
30 sec	6.25	5.75	5.50	5.25	5.00
10 sec	4.50	4.25	4.00	3.75	3.50

Submitted by Walter G. Broadhurst.

WDVE (FM)
1948
PITTSBURGH

THE CHRISTAL CO.

RAB

Subscriber to the NAB Radio Code
Media Code 4 239 6340 4.00
Taft Broadcasting Co. of Pennsylvania, Inc., a subsidiary of Taft Broadcasting Co., Inc., 411 7th Ave., Pittsburgh, Pa. 15219. Phone 412-281-9100. TELEX 771-3287.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDVE (FM): Programmed to a general young adult & teen audience.
MUSIC: Contemporary, popular albums & hit singles. Contact Representative for further details. Rec'd 3/13/73.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
ERP 55,000 w.; 102.5 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 820 ft. above average terrain.
Partial simulcast operation. Operated separately 24 hours daily Mon thru Sat; midnight-5 am & 8 am-midnight Sun. For simulcast facilities see KQV.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 12/31/74—Rec'd 1/22/75.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 10 am-3 pm.
A—Mon thru Sun 6-10 am & midnight-2 am.

Rates are identical to KQV. See that listing.

WEDO
1946
McKEESPORT

Media Code 4 239 6350 2.00
810, Inc., 704 Locust St., McKeesport, Pa. 15132. Phones 412-664-4431, 462-9922.

STATION'S PROGRAMMING DESCRIPTION
WEDO: Programmed for adults.
MUSIC: oldies and current pop MOR hits. AIR PERSONALITIES handle all segments. Rec'd 6/30/75.

1. PERSONNEL
President—Ralph J. Baron.
General Manager—John A. Longo.
Program Director—Ronald Allen.

2. FACILITIES
1,000 w. days; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16b.
Basic Rates: 22a, 22a, 24b, 25e, 26a, 29a, 33b.
Contracts: 40a, 42b, 46.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/74—Rec'd 9/3/74.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	16	13	12	11	10	9
AA	15	12	11	10	9	8
A	14	11	10	9	8	7

30/10 sec: 75% of 1-min.

7. PACKAGE PLANS
RATE HOLDERS—1/3AAA, 1/3AA, 1/3A

PER MO. EA:	50 ti	75 ti	100 ti
1 min	8.00	7.00	6.00
30 sec	6.00	5.25	4.50

BULK—1/3AAA, 1/3AA, 1/3A

PER YR:	300x	600x	1200x
1 min	7.00	6.00	5.00
30 sec	5.25	4.50	3.75

Edited by John A. Longo.

WEEP — WEEP-FM
1947 — 1962
PITTSBURGH

METRO RADIO SALES

NAB

Media Code 4 239 6400 8.00
Golden Triangle Broadcasting Corp., 107 6th St., Pittsburgh, Pa. 15222. Phone 412-471-9950.

STATION'S PROGRAMMING DESCRIPTION
WEEP: MUSIC: country. PERSONALITIES. News & Sports. Emphasis on involvement with music & its stars. 6-10 am 2-way talk & news. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
President—Myron Jones.
General Manager—Roger Willoughby-Ray.
General Sales Manager—Mike Civiletti.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
50,000 w.; 1050 kc. Directional.
Operating schedule: Sign-on-local sunset. EST.
FM-ERP 36,000 w.; 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 420 ft. above average terrain.
Simulcast sign-on-local sunset.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24b, 25e, 25b, 28c, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a 70c, 71a, 72a.

RATE PROTECTION
Rates quoted herein are guaranteed for a period of 13 wks from effective date of any increase in these rates provided that advertising equalling a wkly expenditure of 100.00 is actually running at time of effective date of increase & providing that these broadcasts continue without interruption during rate protection period.
Affiliated with American Information Network.

TIME RATES
No. A Eff 1/1/75—Rec'd 1/31/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	58	46	55	44	44	35
12 ti	56	45	52	42	42	34
18 ti	50	40	48	38	38	30

All spots rotate.
B: 50% of A.
10 sec: 60% of 1-min, subject to availability.

7. PACKAGE PLANS
WEEKLY CIRCULATION PLANS—PREEMPTIBLE

WITHIN 7 DAY, ROTATING:	1 min	30 sec
12 ti (3AAA, 3AA, 4A, 2B)	456	372
18 ti (4AAA, 4AA, 6A, 4B)	612	486
24 ti (6AAA, 6AA, 8A, 4B)	768	624

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
WCP combinable with 1-min & 30-sec spots to earn wkly frequency discount.

WHJB
1934
GREENSBURG

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 6410 5.00
WHJB Radio, 245 Brown St., Greensburg, Pa. 15601. Phones 412-834-0600, Pittsburgh 412-242-5303.

1. PERSONNEL
President—Melvin A. Goldberg.
General Manager—Joseph A. McGranaghan, Jr.
Program Director—Barry Banker.

2. REPRESENTATIVES
Pittsburgh, Philadelphia, Baltimore—Dome & Associates, Inc.

3. FACILITIES
1000 w. days. 500 w. nights; 620 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30 am-midnight. EST.
Partial simulcast operation. Simulcast news only.
For non-simulcast facilities see WOKU (FM).

4. AGENCY COMMISSION
15% time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 5 6a, 7a.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46.
Cancellation: 70e.
FM facilities: WOKU (FM).
Affiliated with MBS.

TIME RATES
No. 13 Eff 7/1/75—Rec'd 6/30/75.
AAA—6-10 am & 3-7 pm.
AA—All other times.

9. SPOT ANNOUNCEMENTS

	CLASS AAA				
	10x	50x	100x	250x	500x
1 min	11.50	10.50	9.50	8.50	7.50
30 sec	8.50	8.00	7.00	6.50	5.50
	CLASS AA				
1 min	8.00	7.50	7.00	6.50	5.50
30 sec	7.00	6.50	6.00	5.50	4.50

7. PACKAGE PLANS

	1/2AAA, 1/2AA				
	10x	50x	100x	250x	500x
1 min	9.75	9.00	8.25	7.50	6.50
30 sec	7.75	7.25	6.50	6.00	5.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	125	75	50	30

10. SPECIAL FEATURES

NEWS:	52x	104x	156x	208x	260x
90 sec	18.00	17.00	16.00	15.00	14.00
FEATURES:					
1 min	12.50	11.50	10.50	9.50	8.50
30 sec	10.00	9.00	8.00	7.00	6.00

Edited by Joseph A. McGranaghan, Jr.

WIXZ
1946
McKEESPORT

Media Code 4 239 6425 3.00
Renda Broadcasting Corp., Box 1380, McKeesport, Pa. 15132. Phones 412-751-2400, 566-1360.

STATION'S PROGRAMMING DESCRIPTION
WIXZ: Programmed for adults.
MUSIC: country, current modern country & country hits of all time. NEWS: 8 min at :00 in drive times. Network commentator twice a day. Remote traffic reports in drive times. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 4/4/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Anthony F. Renda.
Operations Manager—John Poister.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1360 kc.
Non-directional days; directional nights.
Operating schedule: 24 hours daily EST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14b.
Basic Rates: 22a, 24b, 24c, 25a, 28c, 29a, 33d.

(This listing continued on next page)

Contracts: 40c, 41, 42b, 42d, 43, 44b, 47c, 48.
Comb., Cont. Discounts: 60d, 60e.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 1 Eff 6/1/75—Rec'd 6/12/75.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun 9 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
1 ti	25.00	20.00	15.00	20.00	16.00	12.00
6 ti	20.00	18.00	13.00	16.00	14.50	10.50
12 ti	18.00	16.00	12.00	14.50	13.00	9.50
18 ti	17.00	15.00	11.00	13.50	12.00	9.00
24 ti	16.00	14.00	10.00	13.00	11.00	8.00

10 sec: 50% of 1-min.
RETROACTIVE CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by John Poister.

WKOI (FM)
1948
PITTSBURGH

HR Stone radio

Media Code 4 239 6580 3.00
WKOI, Inc., 1715 Grandview Ave., Pittsburgh, Pa. 15211. Phone 412 381-8100. TWX NY 4830.

STATION'S PROGRAMMING DESCRIPTION
WKOI (FM): Programmed for adults.
MUSIC: 90% featuring general popular; standards, film, showtunes in 15 min sweeps. NEWS: 5 min at :60 every 3 hrs. COMMERCIAL POLICY: 6 minutes per hour. Rec'd 9/24/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert G. Clarke.
Operations Manager—Jerome S. Roberts.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
EBP 41,000 w. (horiz.), 41,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 547 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 23a, 24b, 26, 29a.
Contracts: 40a, 45, 48.
Cancellation: 71a, 73a.

TIME RATES
No. 10 Eff 11/1/73—Rec'd 10/23/73.
AAA—Mon thru Sun 6 am-7 pm.
AA—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

	CLASS AAA 6 ti	12 ti	18 ti	24 ti	30 ti
1 min	35.00	33.00	31.00	29.00	27.00
20/30 sec	28.00	26.50	25.00	23.00	21.50
	CLASS AA				
1 min	29.00	26.00	23.00	20.00	17.00
20/30 sec	23.00	21.00	18.50	16.00	13.50

Edited by Robert G. Clarke.

WKPA
1946
NEW KENSINGTON

Media Code 4 239 6525 6.00
Gateway Broadcasting Enterprises, Inc., 810 5th Ave., New Kensington, Pa. 15068. Phone 412-337-3588.

STATION'S PROGRAMMING DESCRIPTION
WKPA: PERSONALITIES handle all segments of music. MUSIC: middle-of-the-road, pop, Broadway showtunes, standards. NEWS: network at :30 with market & weather; expanded blocks 6-9 am, 3-5:30 pm. SPORTS: major national auto racing events, university & pro football, local high school football, basketball & baseball. Contact Representative for further details. Rec'd 8/31/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Nelson L. Goldberg.
Operations Manager—Steve Downes.
Sales Manager—Joseph Falsetti.

2. REPRESENTATIVES
Pittsburgh—Gateway Reps. Inc.

3. FACILITIES
1,000 w. days; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4c, 5, 7a.
Basic Rates: 20a, 21b, 25a, 28c.
Contracts: 40a, 46.
Cancellation: 70b, 70d, 71a, 72.
Prod. Services: 82.
FM facilities: WYDD (FM).
Affiliated with MBS.

TIME RATES
No. 14 Eff 2/1/74—Rec'd 2/1/74.
AAA—Mon thru Fri 6-9 am; Sat Joe Falsetti Sportaline 9:30-10 am, Bob Livorio Show 10 am-1 pm & Jeff Allen Old Rock Shoppe 1 pm-sign-off; Sun Bill Seles Polka Show 9 am-noon, Italian Carousel noon-3:30 pm & Jazz on the Seventh Day 4 pm-sign-off.
AA—Mon thru Fri 9-10 am, noon-1 pm & 4-6 pm; Sat 6-9 am.
A—Mon thru Fri 10-noon, 1-4 pm & 6 pm-sign-off. All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AAA	18	15	13	11	15	12	10	8
AA	16	13	11	9	13	10	8	6
A	14	11	9	7	11	8	6	5

10 sec/less: 60% of 1-min.

7. PACKAGE PLANS
TAP

PER WK:	1 min	30 sec
12 ti (4AAA, 4AA, 4A)	12	9
18 ti (9AAA, 7AA, 2A)	10	7
24 ti (10AAA, 9AA, 5A)	8	6

TAP combinable for frequency discounts.
ANNUAL PLAN

	500x	1000x	1500x
1 min	9	8	7
30 sec	7	6	5

8. PROGRAM TIME RATES
5-min participation—2x 1-min.

10. SPECIAL FEATURES
5-min news—2x 1-min.
Incl open & close plus 1 1-min spot.

WKTQ
1921
PITTSBURGH

EASTMAN RADIO, INC.

RAB
A Heftel Station

Media Code 4 239 6537 3.00
Heftel Broadcasting Corp., 100 Forbes Ave., Pittsburgh, Pa. 15222. Phone 412-391-9800.

STATION'S PROGRAMMING DESCRIPTION
WKTQ: Programmed for mass appeal.
MUSIC: Contemporay; today's top song & past hits. On-air contesting. Excitement, humor via personalities. Contact Representative for further details. Rec'd 10/29/74.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Bill Cunningham.
General Sales Manager—Doyle A. Peterson.
Program Director—Bill Tanner.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1320 kc. Non-directional days, directional nights.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a.
Rate Protection: 10c, 11b, 12c, 13c, 14c, 15c, 15e.
Basic Rates: 20a, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 32b, 33d.
Contracts: 40b, 41, 42a, 43, 45, 46, 48, 49.
Comb.: Cont. Discounts: 60b, 60f.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81.
FM facilities: WSHH (FM).
Affiliated with Eastman Radio Network.

TIME RATES
Eff ——— Rec'd 4/1/75.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 10 am-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	7 ti	13 ti	19+	AA 1 ti	7 ti	13 ti	19+
1 min	60	59	58	57	58	57	56	55
30 sec	50	49	48	47	48	47	46	45

WLOA / WLOA-FM
1947 / 1959
BRADDOCK

RAB

Media Code 4 239 6550 6.00
Matta Broadcasting Co., 1223 Braddock Ave., Braddock, Pa. 15104. Phone 412-351-1100.

STATION'S PROGRAMMING DESCRIPTION
WLOA: Programmed for adults.
MUSIC: MOR, melodic arrangements of current favorites & familiar standards. 35-40% vocal, 60-65% instrumental. NEWS: local, national & international at :60 & :30, 6-9 am; remainder at :60; business news & stock market report 3x daily; traffic reports every 15 min am & pm drive times. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 6/4/75.

1. PERSONNEL
General Manager—William J. Matta.
Program Director—K. R. Matta.

2. REPRESENTATIVES
Meeker Radio, Inc.
Pittsburgh—Dome & Associates, Inc.

3. FACILITIES
1,000 w.; 1550 kc. Non-directional.
Operating schedule: Sign-on-local sunset. EST.
FM-ERP 60,000 w. (horiz.), 60,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 6-1 am daily. EST.
Antenna ht.: 520 ft. above average terrain.

4. AGENCY COMMISSION
15% net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
Eff 9/3/73—Rec'd 6/4/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	20	19	18	17
30 sec	16	15	14	13

BOR 1 min/30 sec: Flat per spot 14.00.

10. SPECIAL FEATURES
5-min newscasts—1-1/2x applicable 1-min rate.
Edited by William J. Matta.

WMBA
1958
AMBRIDGE

Bride Broadcasting, Inc.
Media Code 4 239 6585 4.00
Bride Broadcasting, Inc., Box 309, 304 Duss Ave., Ambridge, Pa. 15003. Phones 412-266-1110; 774-1147; 766-6224.

STATION'S PROGRAMMING DESCRIPTION
WMBA: Programmed for adults & teens 18-49. 6-9:30 am air personality, news, sports, weather & MOR music. 9:30-11 am opinion show with guests, M-F 11 am-noon trader show. Noon-12:30 pm news, M-F. 12:30-2 pm tele/talk show with guests. 2-6 pm news, music, sports & air personality; MOR music. 6 pm-sign-off request show, primarily top 40. NEWS: network at :56; local at :60. Editorials on local issues. SPORTS: high school, college, pro football, Indy 500. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
President—John W. Bride.
Sta. & Sales Mgr.—Nick DeSantis.
Operations Director—Jim Ladd.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Pittsburgh, Phila., Baltimore—Dome & Associates, Inc.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
580 w. days; 1460 kc. Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27, 28a, 29a, 29b, 30.
Contracts: 40a, 41, 44b, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62b, 62d
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/75—Rec'd 1/6/75.

7. PACKAGE PLANS
WEEKLY—ROS

EA:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti	50 ti
1 min	8.00	7.90	7.80	7.70	7.60	7.50	7.40	7.30
30 sec	7.00	6.90	6.80	6.70	6.60	6.50	6.40	6.30

10-sec/ti chk: 1 ti, each 5.00; 100+, ea 4.50.

BULK, FIXED:	1x	52x	104x	208x	312x
1 min	9.00	8.50	8.00	7.50	6.50
30 sec	8.00	7.75	7.50	7.00	6.00

9. PARTICIPATING PROGRAMS
Air Your Opinion—Mon thru Sat 9:35-11 am:
1 min, flat 9.00 30 sec, flat 8.50
Yankee Trader—Mon thru Sat 11:05 am-noon:
10 min 25.00 1/4 hr 35.00
1 min, flat 9.00 30 sec, flat 8.50

10. SPECIAL FEATURES

5-MIN NEWCASTS:	1x	65x	260x
Ea	15.00	13.00	10.50

Incl 1 1-min spot plus open & close.

WNUF (FM)
1947
NEW KENSINGTON

Media Code 4 239 6625 8.00
Milton James Hammond, 404 North Ave., Millvale, Pa. 15209. Phone 412-821-5430.

STATION'S PROGRAMMING DESCRIPTION
WNUF (FM): Programmed for adults.
MUSIC: big band dance music of 30's & 40's. MOR. NEWS: at :60, UPI audio, local news daily. SPORTS: high school, college & professional football & basketball. Contact Representative for further details. Rec'd 5/2/75.

1. PERSONNEL
Owner—Milton James Hammond.
General Manager—Paul J. Vaccaro.
Program Manager—Douglas M. Dasdorf.

2. REPRESENTATIVES
Michael Fulford Company, Inc.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 6:30-1 am. EST.
Antenna ht.: 466 ft. above average terrain.

4. AGENCY COMMISSION
15%. 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2h, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10h, 11i, 12h, 13h, 15b.
Basic Rates: 20a, 20h, 21a, 21h, 21d, 22a, 22b, 23a, 23b, 26, 28b, 28c, 29a, 30, 31, 33h.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62a, 62d.
Cancellation: 70a, 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
No. 2 Eff 4/1/74—Rec'd 5/2/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
1 min	14	11	9	8
30 sec	11	8	7	6

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti
1 min	8	7
30 sec	6	5

10. SPECIAL FEATURES
5-min newscasts—1-26 wk, ea 14.00; 26-52 wk 12.50.
Edited by Paul J. Vaccaro.

WOKU (FM)
1968
GREENSBURG

Subscriber to the NAB Radio Code
Media Code 4 239 6635 7.00
WRJR, Radio, 245 Brown Ave., Greensburg, Pa. 15601. Phone 412-834-0600. Pittsburgh phone 412-834-0123.
See affiliated AM station for additional information.
AM facilities: WRJR.

2. REPRESENTATIVES
Dome & Associates, Inc.

PENNSYLVANIA

3. FACILITIES
ERP 3,100 w. (horiz. & vert.); 107.1 mc.
Operating schedule: 5:30 am-midnight. EST.
Antenna ht.: 94 ft. above average terrain.
Partial simulcast operations. Operated separately all times except news. For simulcast facilities see WHJB.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
No. 2 Eff 3/1/72—Rev 7/31/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	50x	100x	200x	400x
1 min	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.25	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

PER WK, ROS:	5 ti	10 ti	23 ti	50 ti
1 min	4.50	4.25	4.00	3.75
30 sec	3.50	3.25	3.00	2.75

8. PROGRAM TIME RATES

	1x	26x	50x	100x	200x	400x
1 hr	85.00	81.00	77.00	73.00	68.00	64.00
1/2 hr	55.00	51.00	47.00	43.00	38.00	34.00
1/4 hr	43.00	38.00	34.00	30.00	26.00	22.00
5 min	32.50	28.50	24.50	20.50	15.50	11.50

Edited by Joseph A. McGranaghan, Jr.

WPEZ (FM)
1940

BLAIR RADIO

RAB
Subscriber to the NAB Radio Code
Media Code 4 239 6642 3.00
WWSW Radio, Inc., 1 Allegheny Sq., Pittsburgh, Pa. 15212. Phone 412-322-5500.
See affiliated AM station for additional information.
AM facilities: WWSW.

STATION'S PROGRAMMING DESCRIPTION
WPEZ (FM): Programmed for mass appeal with emphasis on teens and young adults.
MUSIC: contemporary, featuring top hits new and old. 6 AIR PERSONALITIES handle all segments. NEWS: at 5:20, 5:50, 6:20, 6:50, 7:20, 7:50, 8:20, 8:50, 9:20 am & 12:20 pm. Traffic reports in drive time. COMMERCIAL POLICY: 10 minutes per hour in 12 units per hour. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
General Manager—Steve Berger.
Sales Manager—George B. Riffner.
Prog. & Research Dir.—Charles Lake.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 810 ft. above average terrain. 1,832 ft. above sea level.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/15/75—Rev 3/27/75—Rec'd 3/28/75.
AAA—Mon thru Fri 3-7 pm; Mon thru Sun 7 pm-midnight; Sat & Sun 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sat 6-10 am; Sun 9-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	48	38	41	33	33	26
12 ti	41	33	34	27	25	20
18 ti	35	28	29	23	22	18
24 ti	34	27	28	22	21	17

Submitted by Steve Berger.

WPIT / WPIT-FM
1947 / 1948
PITTSBURGH

RAB
A Rust Craft Station

Media Code 4 239 6650 6.00
Rust Craft Broadcasting of Pa., Inc., Gateway Towers, Pittsburgh, Pa. 15222. Phone 412-281-1900.

1. PERSONNEL
General Manager—Andrew F. Hofmann.

2. FACILITIES
5,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 19,000 w.; 101.5 mc.
Operating schedule: 10 am-midnight. EST.
Antenna ht.: 510 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 49, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Rates effective ———.
Rates received November 24, 1965

6. SPOT ANNOUNCEMENTS
FIXED POSITION

PER WK:	1 wk	4 wk	52 wk
1-5 ti	25.	24.	21.
6 ti	24.	23.	20.
12 ti	23.	22.	19.
18 ti	22.	21.	16.

30 seconds—75% of minute rates.
10 seconds—50% of minute rates.

(This listing continued on next page)

Pittsburgh—WPIT, WPIT-FM—Cont'd

6. PROGRAM TIME RATES

	1 ti	13 ti	52 ti	260 ti
1 hr	200.	175.	150.	115.
1/2 hr	125.	100.	90.	65.
1/4 hr	100.	60.	80.	55.
10 min	65.	60.	55.	40.
5 min	50.	45.	40.	30.

WSHH fm

1948
PITTSBURGH

EASTMAN RADIO, INC.

RAB

A Heftel Station
Media Code 4 230 6675 3.00
Heftel Broadcasting Corp. of Pittsburgh, 100 Forbes Ave., Pittsburgh, Pa. 15223. Phone 412-391-0395. TWX 710-664-4319.
See affiliated AM station for additional information.
AM facilities: WKTQ.

STATION'S PROGRAMMING DESCRIPTION
WSHH (FM): Programmed for adults.
MUSIC: Popular, MOR, instrumental arrangements, vocals, standards, film & show music. Contact Representative for further details. Rec'd 10/29/74.

1. PERSONNEL
Station Manager—Ira Rosenblatt.
Program Coordinator—N. David Gorman.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 10,500 w.; 99.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 920 ft. above average terrain.

5. GENERAL AOVERTISING See coded regulations
Affiliated with Eastman Radio Network.

TIME RATES
Eff 7/1/75—Rec'd 7/14/75.
AAA—Mon thru Sat 10 am-7 pm.
AA—Mon thru Sat 6-10 am & 7 pm-midnight; Sun 6 am-midnight.

8. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	1 ti	7 ti	13+	1 ti	7 ti	13+
1 min	49	48	47	47	46	45
30 sec	39	38	37	37	36	35

Submitted by Linda Bancale.

Your ONE Coverage Plan in Pittsburgh

13

WKTQ 1320AM

#1 teens M-S, 6AM-MID

#1 young adults 12-34 M-S, 6AM-MID

WKTQ reaches the heavy buying young adults with a mix of today's top music, past hits, contests, and promotions. Excitement radio in Pittsburgh!

WSHH RADIO
99.7 FM Stereo

#1 FM adults 18+

WSHH features beautiful music Schulke format and an unprecedented commercial policy. Easy listening radio in Pittsburgh!

1975 A/M ARB Metro SA.

WKTQ WSHH = # ONE PITTSBURGH BUY

CALL EASTMAN

WTAE — WTAE-FM

1922 — 1960
PITTSBURGH

KATZ RADIO

NAB

A Hearst Owned Station
Subscriber to the NAB Radio Code
Media Code 4 239 6700 9.00
WTAE Broadcast Division—The Hearst Corp., 400 Ardmore Blvd., Pittsburgh, Pa. 15230. Phone 412-242-4300. TWX 710-664-4267.

STATION'S PROGRAMMING DESCRIPTION
WTAE: Programmed for 18-49 year olds.
MUSIC: greatest hits of all time plus best of today's hits. NEWS: 10-min. at :40 5-9 am & 4-7 pm plus 1:40, 2:40, 4:40, 11:40 am & 2:40 pm; headline news at :20 5-9 am & 4-7 pm. SPORTS: 2x morning drive & 2x afternoon drive; tele/talk listener participation M-F 7-8 pm; professional football & U football & basketball. COMMERCIAL POLICY: 13 minutes, 18 units per hour. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Ted J. Atkins.
General Sales Manager—Larry O. Garrett.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000; 1250 kc. Directional—nights only.
Operating schedule: 24 hours daily. EST.
FM-ERP 50,000 w.; 96.1 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 500 ft. above average terrain.
Simulcast 6 am-7 pm Mon thru Fri.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 46, 49, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 601, 61a, 62h.
Cancellation. 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.

TIME RATES
No. 9 Eff 7/13/75—Rec'd 7/21/75.
AA—Mon thru Sat 6 am-7 pm; Sun 10 am-7 pm.
*A—Mon thru Fri 8 pm-midnight; Sat 7 pm-midnight; Sun 7-9 pm.
(*) Not applicable on NFL Steeler's game dates.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	75	70	65	60
A	25	22	20	18

20/30 sec: 80% of 1 min. 10 sec: 50% of 1 min.

9. PARTICIPATING PROGRAMS
Myron Cope Sports Commentary—Mon thru Fri 7:50, 8:50 am, 4:50, 5:50 pm:

PER WK:	1 ti	10-20
Per program	85	80

Myron Cope on Sports—Mon thru Fri 7-8 pm:

	1 min	30 sec
Ea	45	36

10. SPECIAL FEATURES
5-MINUTE NEWS & SPECIAL FEATURES

PER YR:	1x	52x	156x	260x	520x	1040x
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti
AA	85	80	75	70	65	60
A	35	32	30	28	26	24

Submitted by Mary Brown.

WWKS

1960
BEAVER FALLS

Beautiful Music

NAB

Media Code 4 239 6725 6.00
Beaver Valley Broadcasting, Inc., Box 719, 1400 7th Ave., Beaver Falls, Pa. 15010. Phone 412-846-4124.
See affiliated AM station for additional information.
AM facilities: WBVP.

STATION'S PROGRAMMING DESCRIPTION
WWKS: Current-popular-standard-MOR showtunes.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
ERP 47,000 w.; 106.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,576 ft. above average terrain.

TIME RATES
Eff 3/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

	1x	20x	40x	100x	200x	300x
1 min	10.00	9.50	9.00	8.00	7.50	7.00
30 sec	8.50	8.00	7.50	6.50	6.00	5.50

Submitted by Walter G. Broadhurst.

WWSW

1932
PITTSBURGH

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 6750 4.00
WWSW Radio, Inc., 1 Allegheny Sq., Pittsburgh, Pa. 15212. Phone 412-322-5500.

1. PERSONNEL
President—O. M. (Pete) Schloss.
Adm. Vice-Pres. & Gen'l Mgr.—John D. Gibbs.
Vice-President of Sales—Sidney (Sid) D. Berlin.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 970 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGEN Y COMMISSION
15/0 time only.

5. GENERAL AOVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24c, 33b.
Contracts: 40a, 41, 42a, 44a, 45, 46, 50, 51a, 51c.
Comb.; Cont. Discounts: 60f, 601, 60j, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WPEZ (FM).
Affiliated with CBS.

TIME RATES
No. 19 Eff 3/24/75—Rec'd 4/3/75.
AM Drive—Mon thru Sat 6-10 am, rotating.
PM Drive—Mon thru Fri 3-8 pm, rotating.
Daytime—Mon thru Fri 10 am-3 pm.
Nighttime/Weekend—Mon thru Sun 8 pm-midnight; Fri 8 pm-Mon noon.
Overnight—Mon thru Sun midnight-6 am, rotating.

8. SPOT ANNOUNCEMENTS

AM/PM DRIVE TIME				
PER WK:	6 ti	12 ti	16 ti	24 ti
1 min	70	67	64	61
30 sec	56	54	52	48
DAYTIME				
1 min	59	55	50	46
30 sec	47	44	40	37
NIGHTTIME/WEEKEND				
1 min	37	36	35	33
30 sec	30	29	28	26
OVERNIGHT				
1 min	15	14	13	12
30 sec	13	12	11	10

10 sec: 60% of 1-min.
Fixed position: Extra 5.00.

DISCOUNT
26 wk—5% 52 wk—10%

WYDD (FM)

1963
PITTSBURGH

Media Code 4 239 6800 7.00
Gateway Broadcasting Enterprises, Inc., 810 5th Ave., New Kensington, Pa. 15068. Phone 412-362-2144.
See affiliated AM station for additional information.
AM facilities: WKPA.

STATION'S PROGRAMMING DESCRIPTION
WYDD (FM): Programmed for the adult & young adult contemporary audience.
MUSIC: Progressive rock. Personalities play a major part in preparing each of their programs. NEWS: national, international & local varied throughout day using MP. COMMERCIAL POLICY: 6 commercial minutes per hour. Contact Representative for further details. Rec'd 8/6/73.

1. PERSONNEL
General Sales Manager—James A. Augustine.
Oper. Mgr. & Prog. Dir.—Steve Downes.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,573 ft. above sea level.

5. GENERAL AOVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13b, 15d.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 24c, 27, 28b, 28c, 33d.
Contracts: 40c, 42a, 43, 44b, 46, 51a, 51b.
Comb.; Cont. Discounts: 60k, 62a, 62d.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 81.
Affiliated with MBS.

TIME RATES
No. 7 Eff 7/1/75—Rec'd 6/16/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA					
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	35	32	28	24	20
30 sec	30	27	23	19	16
CLASS AA					
1 min	31	27	23	20	18
30 sec	26	23	20	16	14

Edited by Nelson L. Goldberg.

WZUM

1962
CARNEGIE

Media Code 4 236 6850 2.00
PS Broadcasting Corp., Box 4442, 201 Ewing Rd., Pittsburgh, Pa. 15205. Phone 922-0550.

1. PERSONNEL
Pres. & Gen'l Mgr.—James D. Psihoulis.

2. REPRESENTATIVES
South—Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w.; 1,590 kc.
Directional—daytime only.
Operating schedule: 6:00 am-6:00 pm. EST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

6. GENERAL AOVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 15b
Basic Rates 20a, 23a, 24b, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
Rates effective———. (Card No. 2.)
Card received June 15, 1964.

6. SPOT ANNOUNCEMENTS

1 ti	9.50	156 ti	6.00
13 ti	8.50	260 ti	6.00
26 ti	8.00	312 ti	5.50
52 ti	7.50	500 ti	3.00
104 ti	7.00		

7. PACKAGE PLANS
PACKAGE ANNOUNCEMENTS

PER WK:	ea	tot		ea	tot
16 ti	6.00	108.00	42 ti	5.00	210.00
24 ti	5.75	138.00	60 ti	4.50	270.00
30 ti	5.50	165.00	100 ti	4.00	400.00
36 ti	5.25	189.00			

30-seconds—20% of the 1-minute rate.
10-seconds—30% of the 1-minute rate.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	100.00	65.00	40.00	30.00	20.00
13 ti	95.00	62.00	38.00	29.00	19.00
26 ti	90.00	60.00	36.00	27.00	17.00
52 ti	85.00	57.00	33.00	25.00	16.00
104 ti	80.00	54.00	30.00	23.00	14.00
156 ti	75.00	51.00	28.00	21.00	13.00
260 ti	70.00	48.00	26.00	20.00	12.00

10. SPECIAL FEATURES
Newscasts: 5 minutes on the hour, headlines at :30

NEWS-SPORTS-WEATHER	ea	tot
6 5-minute newscasts, per wk	12.00	72.00
6 5-minute sportscasts, per wk	12.00	72.00
10 weather reports, per wk	6.00	60.00

PITTSTON

Luzerne County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WARD

(formerly WPTS)
1953

Media Code 4 239 6900 5.00
Midway Broadcasting Co., 83 Foote Ave., Pittston, Pa. 18642. Phones 717-654-3388, 3389.
Other office: 1000 Clay Ave., Scranton, Pa. 18510. Phone 717-344-6045.

STATION'S PROGRAMMING DESCRIPTION
WARD: Programmed for ages 18-49.
AIR PERSONALITIES handle all segments. MUSIC: progressive MOR with touches of classic golden greats. NEWS: 5-min at :55; 3-min at :30. Features: 15-min sports M-F at 6 pm, 5-min sports on Sat & Sun. Bureau of Employment Security Reports M-F. Community social events hourly. Public affairs with guest or representative from local organizations 1/2 hour weekly. RELIGION: M, W, F, 15-min 7:30 am & Sun, 2 hours. Polish, 11 am-12N & 2-3 pm. Italian, 12N-2 pm. Participates in area fund drives for local organizations. Personalities available for remote broadcasts, store openings, shopping centers, etc. Rec'd 6/27/75.

1. PERSONNEL
President—James F. Ward.
Commercial Manager—R. E. Florey.
Gen'l & Sales Mgr.—A. V. Castelli.

3. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 13a, 14d, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 28a, 29a, 29b, 30, 31, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60h, 601, 62a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 2 Eff 6/1/61—Rec'd 6/3/61.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	7.00	5.50	156 x	5.75	4.25
13 x	6.75	5.25	260 x	5.50	4.00
26 x	6.50	5.00	312 x	5.25	3.75
52 x	6.25	4.75	364+	5.00	3.50
104 x	6.00	4.50			

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
1 x	46	27	23	18
13 x	44	26	22	17
26 x	42	25	21	16
52 x	40	24	20	15
104 x	38	23	19	14
156 x	36	22	18	13
260 x	34	21	17	12
312 x	32	20	16	11
364+	30	19	15	10

Edited by James F. Ward.
(Q)

PORTAGE

Cambria County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WWML

1960

Media Code 4 239 6950 6.00
Mainline Broadcasting Co., 712 Main St., Portage, Pa. 15946. Phone 814-736-8000.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Wasko.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
500 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

TIME RATES
Eff————Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

	1 ti	25 ti	75 ti
1 min	3.50	3.00	2.50
30 sec	2.50	2.30	2.00

Edited by Stan Macidan.

POTTSTOWN

Montgomery County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

WPAZ
1951

Media Code 4 239 7000 2.00
Pottstown Broadcasting Co., Box 638, 247 High St., Pottstown, Pa. 19464. Phone 215-326-4000.
1. PERSONNEL
Pres. & Gen'l Mgr.—Herbert Scott.
2. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28, 28c, 29a, 29b, 33d.
Contracts: 40a, 41, 43a, 44a, 45, 46, 47a, 48, 49, 61c.
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff 2/1/70—Rec'd 2/9/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x	500x
1 min	19.00	18.50	18.25	18.00	16.00	12.00	10.00

30 sec: Earned rate less 1.00.

9. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	312x
1/2 hr	95	90	80	70	60	50
1/4 hr	60	50	45	40	35	30
5 min	40	35	30	25	20	16

POTTSVILLE (2 AM; 1 FM)

Schuylkill County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WAVT (FM)
1948

Media Code 4 239 7025 0.00
A. V. Tidmore dba The Pottsville Broadcasting Co., Box 540, Pottsville, Pa. 17901. Phone 717-622-1360.
See affiliated AM station for additional information.
AM facilities: WPPA.
3. FACILITIES
ERP 2,800 w.; 101.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 534 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WPPA.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to WPPA Weekly Saturation Plan.

WPAM
1947

Subscriber to the NAB Radio Code

Media Code 4 239 7050 0.00
Miners Broadcasting Service, Box 629, Pottsville, Pa. 17901. Phone 717-622-1450.
1. PERSONNEL
Sta. Mgr. & Nat'l/Reg. Sales Mgr. — Roy E. Angst, Jr.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Combinable for frequency discount with WLSH, Lansford, Pa.

TIME RATES
Eff 2/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS
FIXED.

PER YR:	1x	100x	250x	500x	1000x	1500+
1 min	6.00	5.75	5.50	5.00	4.50	4.00
30 sec	4.50	4.25	4.00	3.75	3.50	3.00

7. PACKAGE PLANS
WEEKLY BULK—ROS, BTA

	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti	100 ti
1 min	5.00	4.80	4.60	4.40	4.30	4.20	4.10	4.00
30 sec	4.00	3.80	3.60	3.40	3.30	3.20	3.10	3.00

MONTHLY SATURATION—ROS
1 min, 300 ti, ea.... 4.00 30 sec, 300 ti, ea.... 3.00
10 SECOND SHORTIES

PER YR:	1x	100x	1000+
Ea	2.00	1.50	1.00

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

PER YR:	1x	50x	100x	200x
Ea	10.00	9.00	8.00	7.50

Inc open & close plus 1 1-min spot.

WPPA
1946

Media Code 4 236 7100 1.00
A. V. Tidmore dba The Pottsville Broadcasting Co., 212 S. Centre St., Pottsville, Pa. 17901. Phone 717-622-1360.
1. PERSONNEL
Sta. & Com'l Mgr.—Ralph L. Price.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
5,000 w. days; 500 w. nights; 1360 kc.
Operating schedule: 5:30 am-midnight. EST.
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WAVT (FM).
4. AGENCY COMMISSION
15/0 net time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
FM facilities: WAVT (FM).
Affiliated with MBS.
Member: Pennsylvania Farm Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/70—Rec'd 6/10/70.

6. SPOT ANNOUNCEMENTS

	1x	104x	312x	624x	728x	936x	1248x
1 min	10.00	9.00	8.00	7.00	6.50	5.50	4.50
30/30 sec	9.00	8.00	7.00	6.00	5.50	4.50	3.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS
WEEKLY SATURATION PLAN
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti
1 wk	10.00	9.00	8.00	7.00
13 wk	9.00	8.00	7.00	6.50
26 wk	8.00	7.00	6.50	5.50
39-52 wk	7.00	6.50	5.50	4.50

20/30 SECONDS

1 wk	9.00	8.00	7.00	6.00
13 wk	8.00	7.00	6.50	5.50
26 wk	7.00	6.50	5.50	4.50
39-52 wk	6.50	5.50	4.50	3.50

10 sec: 50% of 1-min.

PUNXSUTAWNEY

Jefferson County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WPME
1953

Subscriber to the NAB Radio Code

Media Code 4 239 7150 6.00
Punxsutawney Broadcasting Co., Box 38, Punxsutawney, Pa. 15767. Phones 814-938-6000, 01.
Other Studios: Veratine Bldg., Brookville, Pa.
1. PERSONNEL
General Manager—Charles M. Erhard, Jr.
3. FACILITIES
5,000 w. days (1,000 w. during critical hours); 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective June 1, 1957.
Rates received May 10, 1957.
Rev. (1-hour & 1/2 hour rates) rec'd Oct. 8, 1957.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

1 ti	7.70	104 ti		5.50
13 ti	7.15	260 ti		4.95
26 ti	6.00	312 ti		4.40
52 ti	6.10			

READING (3 AM; 1 FM)

Berks County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WEEU
1931

AVERY-KNODEL, INC.

Media Code 4 239 7200 9.00
WEEU Broadcasting Co., 34 N. Fourth St., Reading, Pa. 19601. Phone 215-376-7335.
STATION'S PROGRAMMING DESCRIPTION
WEEU: Programmed for mass appeal.
AIR PERSONALITIES handle all segments assisted by several newsmen. Farm agents, home economists and farm prices 5-7 am. Music 5 am-10 pm middle-of-the-road plus general popular music. 11-11:30 am accept phone calls on air when listeners discuss bird watching. 10 pm-12M serious music. Newscasts every half hour with bulletins as received. Sportscast 7:03 am, 6:10 pm, 11:10 pm. SPORTS: pro baseball and football, college football, high school basketball. Non-commercial religious Sun 8 am-noon. Contact Representative for further details. Rec'd 4/30/70.
1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—K. Richard Creitz.
Assistant General Manager—Richard L. Schilpp.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
1,000 w.; 850 kc. Directional—nighttime only.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12d, 13d, 14d, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 13 Eff 12/1/72—Rec'd 8/19/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	27.00	26.00	25.00	24.00	23.00	22.00
30/20 sec	21.60	20.80	20.00	19.20	18.40	17.60

CLASS A

1 min	21.00	20.00	19.00	18.00	17.00	16.00
30/20 sec	16.80	16.00	15.20	14.40	13.60	12.80

10 sec: 50 of 1-min.
DISCOUNT
52 wk—10%
8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 ti	90	60	33

PROGRAM DISCOUNT
52x—5% 156x—10% 260x—15%

WHUM
1946

R A B

Media Code 4 239 7250 4.00
Eastern Radio Corporation, Berkshire Hotel, Reading, Pa. 19603. Phone 215-376-3987.
STATION'S PROGRAMMING DESCRIPTION
WHUM: Programmed for adults 18 & over.
MUSIC: MOR. 5 am-8 pm handled by air personalities, followed by talk show 8 pm-12M. NEWS: Network news hourly, followed by 5 min local & regional news. Interruptions at any time for news bulletins. Sports reports in drive time. SPORTS: Pro Football & Baseball. Daily contests. Contact Representative for further details. Rec'd 3/8/72.
1. PERSONNEL
General Manager—Sid Goldstein.
Program Director—Mark Thomas.
Sports Dir. & Sales Mgr.—Warren Ruffner.
2. REPRESENTATIVES
Philadelphia—Dome & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b.
Basic Rates: 20b, 23c, 29a.
Contracts: 40a, 44a, 45, 46.
Comb.: Cont. Discounts: 60e, 62d.
Cancellation: 70a, 70c, 71a.
Affiliated with NBC.

TIME RATES
No. 10 Eff 10/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS
FIXED POSITION 6-10 AM & 3-7 PM

	1x	52x	104x	156x	260x	520x
1 min	12.00	11.00	10.00	9.50	8.75	7.50
30 sec	10.00	9.00	8.00	7.50	6.75	5.50

10 sec: Flat 4.50 (minimum 10 per wk).
7. PACKAGE PLANS

PER WK, ROS:	1 ti	10 ti	20 ti	30 ti
1 min	9	8	7	6
30 sec	8	7	6	5

10 sec: Flat 3.50 (minimum 10 per wk).
8. PROGRAM TIME RATES

	1x	65x	130x	260x	312x
5 min	18.25	15.00	13.75	12.50	11.25
1/4 hr	43.75	37.50	31.25	25.00	18.75
1/2 hr	62.50	56.25	50.00	43.75	37.50
1 hr	93.75	87.50	81.25	75.00	68.75

9. PARTICIPATING PROGRAMS
Night Mayor—Mon thru Fri 8 pm-midnight.

	1x	65x	130x	260x
1 x	9.25	8.75	8.00	7.50

Submitted by Sid Goldstein.

WRAW
1922

A William Rust Station

Media Code 4 239 7300 7.00
Rust Communications Group, Inc., 19 N. 5th St., Reading, Pa. 19601. Phone 215-376-7173.
STATION'S PROGRAMMING DESCRIPTION
WRAW: Programmed for mass appeal.
MUSIC: current popular hits, gold, occasional album cuts. 5 AIR PERSONALITIES. NEWS: 5 min at :55; expanded news 7:55, 11:55 am, 5:45 pm; additional drive time news at 6:25, 7:27, 8:28 am, 4:27 pm. 3 person news staff plus regular stringers. SPORTS: capsules at :25 during selected hours. FARM: 4:45-4:55 am M-Sat, state extension, county agricultural report, U.S.D.A. Contact Representative for further details. Rec'd 6/19/75.
1. PERSONNEL
President—W. F. Rust, Jr.
Vice-Pres. & Gen'l Mgr.—S. Robert Ackley, Jr.
Station Manager—Ben Varishone.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.: Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 1 Eff 10/1/73—Rec'd 10/1/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

	I			II			
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	24 ti
1 min	32	30	29	28	26	25	24
30 sec	25	24	23	22	21	20	19
				III			
1 min				24	22	21	20
30 sec				19	17	16	15

10 sec: 50% of 1-min.

PENNSYLVANIA

CONSECUTIVE WEEK DISCOUNT
20 wk—5% 52 wk—10%
10. SPECIAL FEATURES
5-min newscasts—1-1/2x applicable 1-min rate.

WRFY (FM)
1962

American FM Network
Stereo

NAFMB

Media Code 4 239 7850 2.00
City Broadcasting Co., Inc., 2325 Perkiomen Ave., Reading, Pa. 19606. Phone 215-779-4545.
STATION'S PROGRAMMING DESCRIPTION
WRFY (FM): programmed for adults & young adults 25-49.
MUSIC: standards & modern instrumentals, vocals emphasing romantic music in 7 segments. NEWS: local & national at :15. AIR PERSONALITIES. COMMERCIAL POLICY: 2 1-minute spots every quarter hour. Contact Representative for further details. Rec'd 5/31/73.
1. PERSONNEL
President—Howard Reber.
Vice-Pres. & Sales Mgr.—Anthony B. Ratta.
General Manager—H. D. Franco.
2. REPRESENTATIVES
Market 4 Radio.
Philadelphia—McGavren-Guild, Inc.
3. FACILITIES
ERP 42,000 w. (horiz.), 32,000 w. (vert.); 102.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 538 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 22b, 23b, 24b, 25a, 28b, 28c, 31, 33a.
Contracts: 40b, 42c, 48, 49, 51b.
Comb.: Cont. Discounts: 60d, 61b, 62d.
Cancellation: 70c, 73a.
Prod. Services: 80, 82.
Affiliated with American FM Network.

TIME RATES
Eff 1/1/75—Rec'd 11/25/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	500x
1 min	9.85	9.25	8.50	8.00	7.50	7.00	6.50
30 sec	8.00	7.25	6.50	6.00	5.50	5.25	5.00

10 sec, ea, 3.75.
Fixed, extra .50.
8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x
1 hr	75	65	60	55	50
1/2 hr	55	45	40	35	30
1/4 hr	30	25	20	19	(*)

(*) 17.50
10. SPECIAL FEATURES

	1x	13x	26x	52x	104x
News	12.00	10.25	9.75	9.00	8.00

RED LION (1 AM; 1 FM)

York County—Map Location H-7
See SRDS consumer market map and data at beginning of the State

WGCB — WGCB-FM
1950 — 1959

Media Code 4 239 7400 5.00
Red Lion Broadcasting Co., Box 68, Red Lion, Pa. 17356. 1-1/2 miles southeast of Red Lion, Pa.
1. PERSONNEL
General Manager—John H. Norris.
3. FACILITIES
1000 w. days; 1440 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
FM-ERP 20,000 w.; 96.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 420 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL RATE POLICY
FM programming separate from AM.
Affiliated with KBS.
Affiliated with American FM Network.

TIME RATES
Eff——————Rec'd 2/6/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	24 ti
1 min	5.00	4.75	4.50	4.25
30 sec	4.00	3.75	3.50	3.25

RIDGWAY

Elk County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WKBI-FM
1966

Media Code 4 239 7450 0.00
Elk-Cameron Broadcasting Co., Main & Broad Sts., Ridgway, Pa. 15853. Phone 814-773-3166.
1. PERSONNEL
Gen'l & Sales Mgr.—Eugene Dendorfer.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
ERP 740 w. (horiz. & vert.); 94.3 mc. Stereo.
Operating schedule: 7 am-midnight daily. EST.
Antenna ht.: 550 ft. above average terrain.

(This listing continued on next page)

PENNSYLVANIA

Ridgway—WKBI-FM—Continued

4. AGENCY COMMISSION
15/0 time only; payable 15 days.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WKBI, St. Marys.
Member: Allegheny Mountain Network.

TIME RATES
Eff 2/6/67-Rec'd 2/6/67.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	2.50	2.38	2.25	2.13	2.01	1.89

ROARING SPRING

Blair County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WKMC
1955

Media Code 4 289 7500 2.00
Cove Broadcasting Co. Inc., Roaring Spring, Pa. 16673. Phones 814-224-2151, 695-5050.
STATION'S PROGRAMMING DESCRIPTION
WKMC: Programmed for mass appeal.
1. PERSONNEL
General Manager—Louis J. Maierhofer.
3. FACILITIES
1000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 2/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS
DRIVE TIME 6-9 AM & 3:30-6:30 PM.
PARTY LINE 9 AM-NOON

	1x	13x	27x	40x	53x	101x
1 min	7.00	6.75	6.50	6.25	6.00	5.75
30 sec	4.50	4.40	4.30	4.20	4.10	4.00
15 sec	3.50	3.40	3.30	3.20	3.10	3.00
		151x	201x	251x	501x	1001+
1 min		5.50	5.25	5.00	4.75	4.50
30 sec		3.90	3.80	3.70	3.60	3.50
15 sec		2.90	2.80	2.70	2.60	2.50

BOS—BTA

	1x	13x	27x	40x	53x	101x
1 min	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	3.50	3.40	3.30	3.20	3.10	3.00
15 sec	2.50	2.40	2.30	2.20	2.10	2.00
		151x	201x	251x	501x	1001+
1 min		4.50	4.25	4.00	3.75	3.50
30 sec		2.90	2.80	2.70	2.60	2.50
15 sec		1.90	1.80	1.70	1.60	1.50

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/FARM

PER MO:	3 mo	6 mo	1 yr
5 min	150	125	100
2-1/2 min	90	75	60

Mon thru Fri 1 per day.

ST. MARYS

Elk County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

WKBI
1950

RAB

Media Code 4 289 7550 7.00
Elk-Cameron Broadcasting Co., 10 Railroad St., St. Marys, Pa. 15857. Phone 814-834-2231.
Other Studios—Elk County National Bank Bldg., Ridgway, Pa. Phone 814-773-3166
STATION'S PROGRAMMING DESCRIPTION
WKBI: Programmed for adults and young adults.
1. PERSONNEL
Station Manager—John P. Knorr.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
1000 w. days; 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WKBI-FM, Ridgway.
Affiliated with MBS
Member: Allegheny Mountain Network.

TIME RATES
No. 1 Rev 12/70—Rec'd 12/31/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	6.00	5.70	5.40	5.10	4.80	4.50

Housewife Time—4.00.

SAYRE

Bradford County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

WATS
1950

Media Code 4 289 7600 9.00
WATS Broadcasting Inc., 301 S. Keystone Ave., Sayre, Pa. 18840. Phone 717-888-7745.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Klose.
Station Manager—Sylvia J. Hinrichsen.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WAVR, Waverly, N. Y.
Affiliated with American Entertainment Network.
Member: Pennsylvania Farm Network.

TIME RATES
No. 6 Eff 4/1/73—Rec'd 6/1/73.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3 pm-sign-off.
A—Mon thru Fri 10 am-3 pm; Sat & Sun sign-on-7 pm.
B—Sun thru Sat 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	1 ti	12 ti	24 ti	1 ti	12 ti	24 ti
1 min	6.60	6.20	5.70	5.80	5.50	5.00
30 sec	5.30	5.00	4.60	4.70	4.40	4.00
	A			B		
1 min	5.10	4.80	4.40	4.70	4.40	4.00
30 sec	4.10	3.90	3.50	3.80	3.50	3.20

10 sec: 60% of 1-min.

Sold in combination with WAVR, Waverly, N. Y.: Above rates plus 40%.

SCOTTDALE

Westmoreland County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WLSW (FM)
1971
Subscriber to the NAB Radio Code

Media Code 4 239 7625 7.00
WLSW, Inc., Box 763, Connellsville, Pa. 15425. Phone 412-628-2800.
1. PERSONNEL
Owner & Gen'l Mgr.—Stanley L. Wall.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
ERP 325 w.; 103.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 761 ft. above average terrain.
4. AGENCY COMMISSION
15% time and talent; 2% cash discount.

TIME RATES
No. 3 Eff——Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	200x
1 min	4.00	3.00	2.50	2.25
30 sec	3.50	2.50	2.00	1.75

7. PACKAGE PLANS

7-DAY IMPACT:	1 min	30 sec	15 sec
20 per wk, minimum	2.25	1.75	1.00

SCRANTON-WILKES-BARRE
(8 AM; 5 FM)

Plus 1 cross reference.
Luzerne County—Map Location K-4
Lackawanna County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (5-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	55	37	45	22
B	16	15	16	15
C	15	14	15	14
D	14	14	14	13
AVERAGE	25	20	23	16

WARM
1940
SCRANTON
A Susquehanna Station

RAB
Subscriber to the NAB Radio Code

Media Code 4 239 7650 5.00
WARM Broadcasting Co., Box 590, Avoca, Pa. 18641. Business offices and Studios: WARM Bldg., Wilkes Barre/Scranton Hwy., Rt. 81, Avoca, Pa. 18641. Phones 717-346-4646, 655-2271.
1. PERSONNEL
Vice-President—Arthur W. Carlson.
Station Operations Manager—George Gilbert.
General Sales Manager—James Davey.
2. REPRESENTATIVES
Eastman Radio, Inc.
Susquehanna Sta. Sales Office: See Rep & S/O pages.
3. FACILITIES
5,000 w.; 590 kc.
Directional—similar pattern day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b, 33c.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 9 Eff 12/31/74—Rec'd 1/13/75.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.
IV—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	12 ti	18 ti	24 ti
I	60	55	50	45
II	55	45	40	37
III	40	37	33	30
IV	24	22	21	19

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS

TAP, PER WK, 1 MIN:	Ea
15 ti (3I, 3II, 6III, 3IV)	35
20 ti (7I, 7II, 12III, 4IV)	30
40 ti (10I, 10II, 15III, 5IV)	28

10. SPECIAL FEATURES
5 min news—1-1/2x 1-min.
3 min headlines—1-1/4x 1-min.
FARM SHOW—MON THRU SUN 5-6 AM

PER WK:	1 ti	6 ti
1 min	25	22

WBAX
1922
WILKES-BARRE

Alan Torbet Associates, Inc.

A Merv Griffin Station

Media Code 4 239 7665 3.00
WBAX, Inc., 1 Broadcast Plaza, Wilkes-Barre, Pa. 18703. Phone 717-288-7575.
1. PERSONNEL
President—Merv Griffin.
Executive Vice-President—Stephen Labunski.
General Manager—James M. Lehman.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 16.
Basic Rates: 20a, 21a, 25a, 28a, 33a.
Contracts: 40c.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70c, 71a, 73a.
Schedules do not have to run consecutive weeks to earn number of week frequency. All announcements, regardless of length, combine for frequency.
Affiliated with American Entertainment Network.

TIME RATES
Eff 4/1/67—Rec'd 3/6/67.

6. SPOT ANNOUNCEMENTS
1 MINUTE
(6-9 am & 4-7 pm)

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk	12.00	11.50	11.00	10.50	10.00
13 wk	11.00	10.50	10.00	9.50	9.00
26 wk	10.00	9.50	9.00	8.50	8.00
52 wk	9.00	8.50	8.00	7.50	7.00
(All other times)					
1 wk	11.00	10.50	10.00	9.50	9.00
13 wk	10.00	9.50	9.00	8.50	8.00
26 wk	9.00	8.50	8.00	7.50	7.00
52 wk	8.00	7.50	7.00	6.50	6.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by Alice Caunitz.

WBRE — WBRE-FM
1924 — 1947
WILKES-BARRE

Media Code 4 239 7680 2.00
WBRE Radio, Inc., Hotel Sterling, Wilkes-Barre, Pa. 18703. Phones 717-823-0117, 693-2129.
STATION'S PROGRAMMING DESCRIPTION
WBRE: Programmed for adults & young adults.
MUSIC: MOR. Farm feature in am. NEWS: Network at :00. Extended news, sports & weather 8 am-8:30 am. Local news at :05. Community public service news throughout the day. Daily format includes national & local play-by-play with all sports in season, auto, financial, women's programming & vehicle for remotes & special features available. Contact Representative for further details. Rec'd 6/12/72.
1. PERSONNEL
General Manager—David M. Baltimore.
Sta. & Sales Mgr.—Joseph B. Grien.
Program Director—Guy Randall.
2. REPRESENTATIVES
PBO Time Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:15 am-midnight. EST.
FM-ERP 6,900 w.; 98.5 mc. Stereo.
Operating schedule: 5:15 am-midnight. EST.
Antenna ht.: 1,154 ft. above average terrain.
Simulcast: 6 am-midnight.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11d, 12c, 13c, 14b.
Basic Rates: 20b, 21b, 22a 24b, 24c, 25a, 26, 28c, 29a.
Contracts: 40b, 41, 42a, 42, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61b, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81.
Affiliated with The Rep Network.
Affiliated with NBC.

TIME RATES
Eff 6/1/72—Rec'd 5/19/72.

6. SPOT ANNOUNCEMENTS

	1x	90x	180x	270x	360x	450x	540x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.50	6.00	5.50	5.00
10 sec	4.50	4.25	4.00	3.75	3.50

9. PARTICIPATING PROGRAMS
Nite Plan—Mon thru Sun, 7 pm-midnight. 75% of applicable rate. Not combinable for frequency.
10. SPECIAL FEATURES
5-min news—1-1/2x applicable 1-min rate.
3-min headlines—1-1/4x applicable 1-min rate.

WEJL
1922
SCRANTON

Selcom, Inc.

RAB
A Shamrock Station

Media Code 4 239 7700 5.00
The Scranton Times, Times Bldg., Penn Ave. at Spruce St., Scranton, Pa. 18503. Phone 717-346-6555.
STATION'S PROGRAMMING DESCRIPTION
WEJL: Programmed for adults and young adults. MUSIC: MOR, golden hit song format. AIR PERSONALITY 6-10 am, 10 am-1 pm, 1-5 pm & 5 pm-sign-off. NEWS: 7-min at :58, local & network. Highlights at :30. Extended 15-min summaries 7:30 am & 12:30 pm. 5 man news staff, 50 reporters & correspondents. Market reports 4:25 pm daily. 2 mobile units, 7 2-way radio cars. FARM: county agent reports 6-6:30 am. Contact Representative for further details. Rec'd 6/26/74.
1. PERSONNEL
General Manager—William R. Lynett.
Program Director—Joe Silva.
Chief Engineer—Norman Avery.
2. REPRESENTATIVES
Selcom, Inc.
Dome & Associates, Inc.
3. FACILITIES
500 w. days; 630 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

(This listing continued on next page)

4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11c, 12c, 13e, 14e, 15a, 16.
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 29b.
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WEZX (FM).
Affiliated with American Information Network.

TIME RATES
Eff———Rec'd 7/5/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	624x
CLASS AA						
1 min	16.00	15.00	14.00	13.00	12.00	11.00
30 sec	12.80	12.00	11.20	10.40	9.60	8.80
CLASS A						
1 min	14.00	13.00	12.00	11.00	10.00	9.00
30 sec	11.20	10.40	9.60	8.80	8.00	7.20

10 sec/less: 50% of 1-min.
Edited by William R. Lynett.

WEZX (FM)
1967
SCRANTON

A Shamrock Station
Media Code 4 239 7725 5.00
The Scranton Times, Penn Ave. at Spruce St., Scranton, Pa. 18503. Phone 717-346-6555.
See affiliated AM station for additional information.
AM facilities: WEJL.

STATION'S PROGRAMMING DESCRIPTION
WEZX (FM): Programmed for adults.
MUSIC: popular music, including film music, show-tunes & current hits. NEWS: 2 min national & local news at :60 with weather. Weather forecast every half hr. 5 man news staff. COMMERCIAL POLICY: maximum 7 commercials per hour. Contact Representative for further details. Rec'd 1/31/75.

1. PERSONNEL
General Manager—William P. Longworth.
Sales Manager—Jack Anderson.
3. FACILITIES
ERP 125,000 w. (horiz.), 125,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 6-2 am. EST.
Antenna ht.: 1,170 ft. above average terrain.

TIME RATES
Eff———Rec'd 1/17/75.

8. SPOT ANNOUNCEMENTS

	1x	30x	91x	182x	365x
1 min	5.75	5.17	4.37	4.60	3.79

WGBI 1925 — WGBI-FM 1948
SCRANTON

CBS Radio Network

Subscriber to the NAB Radio Code
Media Code 4 239 7750 8.00
WGBI Radio, Inc., 1006 Wyoming Ave., Scranton, Pa. 18509. Phone 717-342-7634. TWX 510-656-5192.

STATION'S PROGRAMMING DESCRIPTION
WGBI: MUSIC: country. NEWS: network & local at :60; network features at :30. Contact Representative for further details. Rec'd 4/15/71.

1. PERSONNEL
General Manager—Mrs. M. Megargee Holcomb.
Sales Manager—Gerald F. Petrella.
Program Director—Mort Rosenthal.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
1,000 w. days, 500 w. nights; 910 kc.
Non-directional.
Operating schedule: 6-2 am. EST.
FM-ERP 2,300 w.; 101.3 mc.
Antenna ht.. 1,100 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 61b, 62a.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.
Member: Pennsylvania Farm Network.

TIME RATES
Eff 4/1/71—Rec'd 4/1/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	16 ti	24 ti	30 ti	36 ti
CLASS AAA						
1 min	17.00	16.00	15.00	14.00	13.00	12.00
30 sec	13.60	12.80	12.00	11.20	10.40	9.60
10 sec	8.50	8.00	7.50	7.00	6.50	6.00
CLASS AA						
1 min	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	12.00	11.20	10.40	9.60	8.80	8.00
10 sec	7.50	7.00	6.50	6.00	5.50	5.00
CLASS A						
1 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	10.40	9.60	8.80	8.00	7.20	6.40
10 sec	6.50	6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN PER WK:	1 min	30 sec	16 sec
6 ti (2AAA, 2AA, 2A)	84.00	67.20	42.00
12 ti (4AAA, 4AA, 4A)	156.00	124.80	78.00
18 ti (6AAA, 6AA, 6A)	216.00	172.80	108.00
24 ti (8AAA, 8AA, 8A)	264.00	211.20	132.00
30 ti (10AAA, 10AA, 10A)	300.00	240.00	150.00
36 ti (12AAA, 12AA, 12A)	324.00	259.20	162.00

ANNUAL RATES

	AAA 520x	AAA 1040x	AA 520x	AA 1040x	A 520x	A 1040x
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	9.60	8.80	8.00	7.20	6.40	5.60
10 sec	6.00	5.50	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
CLASS AA							
1 hr	100.00	95.00	90.00	85.00	80.00	75.00	70.00
1/2 hr	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/4 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00
10 min	30.00	28.30	27.00	25.50	24.00	22.50	21.00
5 min	25.00	23.75	22.50	21.25	20.00	18.75	17.50
CLASS A							
1 hr	65.00	61.75	58.50	55.25	52.00	48.75	45.50
1/2 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00
1/4 hr	25.00	23.75	22.50	21.25	20.00	18.75	17.50
10 min	20.00	19.00	18.00	17.00	16.00	15.00	14.00
5 min	16.00	15.20	14.40	13.60	12.80	12.00	11.20

WICK
1954
SCRANTON

Media Code 4 239 7800 8.00
Scranton Radio Corporation, 116 Adams Ave., Scranton, Pa. 18501. Phone 717-346-6543.

STATION'S PROGRAMMING DESCRIPTION
WICK: Live talk shows 9 am-4 pm, M-F. Discussions of local, state, national & international events. Community involvement with live broadcast of city council meetings weekly, plus live coverage of presidential visits, rallies, citizens' committee meetings, news conferences, local seminars, etc. Big band music 4 pm-midnight. Sat: talk 9 am-noon; polkas afternoon & night. Sun: religious programming in morning; big band music afternoon & night. Contact Representative for further details. Rec'd 1/13/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph W. Dobbs.
Station Manager—Bill Straw.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 18 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 4a, 4c, 5, 6a.
Rate Protection: 10b, 12f, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 22a, 24b, 28c, 28b.
Contracts: 40a, 41, 42b, 44a, 45, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62d.
Cancellation: 70a, 70c, 71b, 73a, 73b.
Production Service: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 6 Eff 8/1/71—Rec'd 7/21/71.

6. SPOT ANNOUNCEMENTS

	6x	12x	24x	52+
1 min	10.00	9.00	8.00	7.00
30 sec	7.50	7.00	6.50	6.00

10 sec/less: 50% of 1-min.

7. PACKAGE PLANS
BOS—1 MINUTE

PER WK:	12 ti	16 ti	24 ti	30 ti
2-6 wk	80	140	180	215
7-12 wk	75	130	165	200

30 sec: 70% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1/2 hr	33	35	32	29
1/4 hr	30	27	25	21
5 min	20	18	16	14

9. PARTICIPATING PROGRAMS
Live city council meetings wkly on Wed., 9x 1-min.
10. SPECIAL FEATURES
5 min newscast at :60, 2-1/2x 1-min

WILK
1947
WILKES-BARRE

American Contemporary Ntwk

Subscriber to the NAB Radio Code
Media Code 4 239 7820 4.00
Wyoming Valley Broadcasting Co., 88 N. Franklin St., Wilkes-Barre, Pa. 18701. Phones 717-824-4666, 717-655-1135, 717-451-4241.

STATION'S PROGRAMMING DESCRIPTION
WILK: Heavy emphasis on top 50 contemporary tunes; 3 gold hrly with one selection per hr from one of 5 current best selling albums. NEWS: network at :50, local at :53. Hour talk blocks including news, sports, commentary, etc., noon-1 pm & 6-7 pm. SPORTS: local high school football & basketball, U football. Contact Representative for further details. Rec'd 4/29/74.

1. PERSONNEL
Executive Vice-President—Roy E. Morgan.
Business Manager—Emerson H. Hamaga.
Sales Manager—Lee Vincent.
2. REPRESENTATIVES
PRO/Meeker Radio.
Dome & Associates, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 930 kc.
Non-directional—daytime only.
Directional—nights only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/6 on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21b, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 66a, 61a, 61b.
Cancellation: 71a, 72, 73a.
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 8 Eff 9/1/72—Rec'd 3/7/72.
A—Mon thru Sat 6-10 am & 3-7 pm.
B—All other times.

7. PACKAGE PLANS

	A 1 min	A 30 sec	B 1 min	B 30 sec
12 ti	14.00	11.20	13.00	10.40
18 ti	13.25	10.60	12.25	9.80
24 ti	12.75	10.20	11.50	9.20
36 ti	12.00	9.60	10.75	8.60

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	25 min	1/4 hr	10 min	5 min
1 x	90	54	42	27

DISCOUNTS
52x—10% 156x—20% 260x—30%

WSCR
1947
SCRANTON

Media Code 4 239 7850 1.00
Rice Communications Inc., 1520 N. Keyser Ave., Scranton, Pa. 18504. Phone 717-347-3388.

STATION'S PROGRAMMING DESCRIPTION
WSCR: Programming consists of top 30 hits and frequent oldies. Network news and adult features are scheduled regularly. Local news coverage from the scene. Live high school sports coverage plus major league baseball in season. Expanded news and sports shows daily. Frequent on-air audience involvement promotions and contests. Contact Representative for further details. Rec'd 10/13/70.

1. PERSONNEL
Pres. & Sales Mgr.—Tom Rice, Sr.
Merchandising Director—Angela N. Rice.
Program Director—Vincent Luciano.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1000 w. days; 500 w. nights; 1320 kc.
Directional—night only.
Operating schedule: 6-2 am. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 23a, 23b, 24b, 24c, 25b, 28b, 29a, 30, 33d.
Contracts: 40a, 44a, 44b, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70e, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
Eff 9/1/73—Rec'd 8/23/73.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	24 ti
1 min	15.00	14.00	12.00
30 sec	12.50	11.50	9.50
10 sec	7.50	6.50	4.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	75	65	40	25
13+	65	55	30	15

Edited by Wm. T. Rice, Sr.

WWDL (FM)
1964
SCRANTON

Media Code 4 239 7900 4.00
Lane Broadcasting Corporation, 1049 N. School Rd., Scranton, Pa. 18504. Phone 717-344-1221.

STATION'S PROGRAMMING DESCRIPTION
WWDL (FM): MUSIC: Mixture of current contemporary hits, oldies & MOR selections presented by 6 air personalities. Spotlight album featured each week. NEWS: AP & UPI. SPORTS: scoreboard & sports shows daily. Audience promotions scheduled on regular basis. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Douglas V. Lane.
Program Manager—Louis K. Schlusse.
News Director—Jack W. Winslow.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
ERP 1,600 w.; 104.9 mc. Stereo.
Operating schedule: 6-12:30 am. EST.
Antenna ht.: 1,093 ft. above average terrain.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 23a, 24a, 25a, 28b, 28c, 33c.
Contracts: 40a, 41, 42c, 43, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 81, 82

TIME RATES
No. 6 Eff 7/17/72—Rec'd 7/26/72.

SCRANTON
WILKES BARRE
2 RADIO MARKETS
(1 TV MARKET)
WSCR, Scranton
The Recognized Community Leader . . .
A MUST BUY TO REACH
TEENS & MEN/WOMEN THROUGH 34
Call Tom Rice, Sr. 717/347-3388 or PRO/Meeker Radio

PENNSYLVANIA

6. SPOT ANNOUNCEMENTS

PER WK, EA:	6 ti	12 ti	16 ti	24+
1 min	16.00	15.00	14.00	13.00
30 sec	12.80	12.00	11.20	10.40

Edited by Douglas V. Lane.

WYZZ (FM)
1946
WILKES-BARRE

Media Code 4 239 7915 2.00
Scranton-Wilkes-Barre Fine Music Broadcasting Co., Inc., 154 Prospect St., Wilkes-Barre, Pa. 18702. Phone 717-823-1166.

STATION'S PROGRAMMING DESCRIPTION
WYZZ (FM): MUSIC: 12:30 am-7:30 pm a blend of instrumental standards & familiar music with an occasional vocal or vocal group, employing MOR hit selections, past & present. Runs gamut from 1900 to present. 8 showcase commercials per hour. 7:30 pm-12:30 am, light classical, classical & pops; 4 showcase commercials per hour. 8:30 pm, M-W.Th-F-Sat, concerts including symphonies, pops & orchestras. Sat PM, Metropolitan opera. NEWS: 6:30-1:25 am, network news at :25. 1 commercial availability within 5 min newscast. Weather at :30. Contact Representative for further details. Rec'd 4/25/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard G. "Dick" Evans, Sr.
Sec'y-Treas, Sta. & Oper. Mgr.—Mrs. Richard G. Evans, Sr.
Vice-Pres. Development—Richard G. Evans, Jr.
Vice-Pres. Mrktg. & Com'l Mgr.—Robert L. Evans.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
Philadelphia—Selective Broadcast Advertising, Inc.
3. FACILITIES
ERP 50,000 w. circular polarization; 92.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1065 ft. above average terrain.
4. AGENCY COMMISSION
15/0 net time only; 15 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 14b, 15b.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60i, 61b, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80.
Affiliated with American FM Network.
Member: The Groskin Group

TIME RATES
No. 8 Eff 9/1/76—Rec'd 6/7/76.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

8. PROGRAM TIME RATES

PER YR:	13x	26x	52x	104x	156x	260x	500x
1 hr	84	80	76	72	68	64	60
1/2 hr	63	60	57	54	51	48	45
5 min	35	33	31	29	27	25	23

SELINSGROVE
Snyder County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WSEW
1967
Media Code 4 239 7925 1.00
B & K Broadcasting Co., Inc., Box 1246, R. D. 1, Selinsgrove, Pa. 17370. Phone 717-374-1155.

1. PERSONNEL
Pres. & Gen'l Mgr.—William F. Mahoney.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Eff 9/1/74—Rec'd 12/23/74.

6. SPOT ANNOUNCEMENTS

	1 ti 1 min	1 ti 30 sec	15-50 ti 1 min	15-50 ti 30 sec	Flat 16 sec
52 wk	3.45	2.70	3.25	2.65	1.80
26 wk	3.70	2.95	3.50	2.85	1.65
13 wk	4.05	3.15	3.80	3.10	1.85
1 wk	4.55	3.45	4.30	3.25	2.20

Ad-lib spots, ea. 4.55.
7. PACKAGE PLANS
50 1-min spots/1 wk 155.00
30 30-sec spots/1 wk 145.00

SHAMOKIN (1 AM; 1 FM)
Northumberland County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WISL 1947 — WISL-FM 1948

Media Code 4 239 7950 9.00
Radio Anthracite, Inc., Box P, Rock & Sunbury Sts., Shamokin, Pa. 17872. Phone 717-648-6831. TWX 7760-06.

1. PERSONNEL
President—Henry W. Lark.
Manager—Bernard Friedman.
Commercial Manager—Anthony Manello.
3. FACILITIES
1,000 w.; 1490 kc. Directional—night only.
Operating schedule. 6:15 am-midnight. EST.
FM-ERP 1,760 w.; 95.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 379 ft. above average terrain.
4. AGENCY COMMISSION
15/0.

(This listing continued on next page)

PENNSYLVANIA

Shamokin—WISL, WISL-FM—Cont'd

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 25a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61c.
Beer advertising acceptable.

TIME RATES
Eff———Rec'd 5/2/69.

6. SPOT ANNOUNCEMENTS

	1x	25+
1 min	6.50	6.25
30 sec	5.00	4.50

7. PACKAGE PLANS — 1 min 30 sec
25+ per wk, 13 wk minimum — 6.00 — 4.25

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	70.00	40.00	28.00	15.00
25+	60.00	37.50	25.00	13.50

SHARON (2 AM; 1 FM)

(including Farrell)

Mercer County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WFAR
1653
FARRELL
Subscriber to the NAB Radio Code
Media Code 4 239 8000 2.00
WFAR Broadcast, 300 Hoezle Rd., Farrell, Pa. 16121. Phone 412-346-4171. TWX 346-4171.

STATION'S PROGRAMMING DESCRIPTION
WFAR: Programmed for the entire radio audience.

1. PERSONNEL
Owner—Sanford A. Schafits.
General Manager—Albert Zippay.
2. REPRESENTATIVES
Regional Reps Corp.
3. FACILITIES
1000 w. days; 500 w. nights; 1470 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Affiliated with MBS.

TIME RATES
Eff———Rec'd 4/20/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	104x	260x
1 min	5.00	4.80	4.50	4.25	4.00

30 sec: 80% of 1-min. 15 sec: 70% of 1-min.

WPIC
1958
SHARON
NAB RAB
Subscriber to the NAB Radio Code
Media Code 4 239 8050 7.00
Sharon Broadcasting Co., Inc., Box 211, 2030 Pine Hollow Blvd., Sharon, Pa. 16146. Phone 412-346-4113.

STATION'S PROGRAMMING DESCRIPTION
WPIC: Programmed for adults.
MUSIC: All hit MOR featured from the past 20 years. NEWS: at :60; 5 min network, 5 min local. SPORTS: at :20 & :40 during AM & PM drive times. Local voices & actualities used on news & sports. Rec'd 4/4/73.

1. PERSONNEL
General Manager—Joe S. Dobosh.
Prog. & Farm Dir.—Ralph Evans.
2. FACILITIES
1000 w.; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b, 3c. 4a, 4d, 5.
Rate Protection: 15b.
Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 45, 46, *47a, †47e, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80.
(*) Applies to 5 and 15 minutes.
(†) Applies to 30 minutes and 1 hour.
FM facilities: WYFM (FM).
Affiliated with American Information Network.
Member: Pennsylvania Farm Network.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	23	21	19	17	15

30 sec: 70% of 1-min.
Submitted by Joseph S. Dobosh.
(D)

WYFM (FM)
1947
SHARON
NAB RAB
Media Code 4 239 8075 4.00
Sharon Broadcasting Co., Inc., Box 211, 2030 Pine Hollow Blvd., Sharon, Pa. 16146. Phones 412-346-4113, 216-534-2316.
Sales Office: 505 Home Savings & Loan Bldg., 275 Federal Plaza W., Youngstown, Ohio 44503. Phone 216-744-4342.

STATION'S PROGRAMMING DESCRIPTION
WYFM (FM): Contemporary mass appeal music programmed for 18-34 years age group (plus teens). No talk format. Selected gold list & current selections from main label artists. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
General Manager—Joe S. Dobosh.
Program Director—Dan Messersmith.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 26,000 w.; 102.6 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 455 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b, 3c. 4a, 4d. 5.
Rate Protection: 15b.
Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.
Contracts: 40a, 41, 45, 46, *47a, †47e, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80.
(*) Applies to 5 and 15 minutes.
(†) Applies to 30 minutes and 1 hour.
AM facilities: WPIC.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	30	28	24	22	20

30 sec: 70% of 1-min.
Submitted by Joseph S. Dobosh.
(D)

SHENANDOAH

Schuylkill County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WMBT
1968
Subscriber to the NAB Radio Code
Media Code 4 239 8100 6.00
Schuylkill Trans-Audio Corp., Box 1536, Shenandoah, Pa. 17976. Phone 717-462-2759.

1. PERSONNEL
Station Manager—Ron Stewart.
3. FACILITIES
250 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 6/1/68—Rec'd 5/1/68.

7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20
20/30 sec	4.50	4.25	4.05	3.80	3.60	3.35	3.15

Quickies: 50% of 1-min.

SHIPPENSBURG

Cumberland County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WSHP
1961
Media Code 4 239 8150 5.00
Town Radio Inc., Box 1480, 890 W. King St., Shippensburg, Pa. 17257. Phone 717-532-4165.

STATION'S PROGRAMMING DESCRIPTION
WSHP: Block programming.

1. PERSONNEL
General Manager—Arthur K. Greiner.
3. FACILITIES
500 w. days; 1480 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 1/1/74—Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS
PER YR:

1-26x	52x	104x	156x	260x	312x	350+
1 min 5.00	4.75	4.50	4.25	4.00	3.75	3.50
40 sec 4.75	4.50	4.25	4.00	3.75	3.50	3.25
20 sec 4.50	4.25	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS
21 per wk, ea. 4.50 104 per wk, ea. 3.50

SOMERSET (1 AM; 1 FM)

Somerset County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WVSC
1950
NAB
Media Code 4 239 8200 3.00
Ridge Communications, Inc., Box 231, Somerset, Pa. 15501. Phone 814-445-4186.

1. PERSONNEL
General Manager—I. Richard Adams.
2. REPRESENTATIVES
Philadelphia—Dome & Associates, Inc.
New York, Detroit—Market 4 Radio.
Regional Reps Corp.
3. FACILITIES
5,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-sunset, no earlier than 6:00 am. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WVSC-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Pennsylvania Farm Network.

TIME RATES
Eff 12/74—Rec'd 12/4/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260+
1 min	10.00	9.75	9.50	9.00	8.50	8.00	7.50
30 sec	8.00	7.80	7.60	7.20	6.80	6.40	6.00
10 sec	5.00	4.90	4.75	4.50	4.25	4.00	3.75

WVSC-FM
1966
NAB
Media Code 4 239 8201 6.00
WVSC, Inc., Box 231, Somerset, Pa. 15501. Phone 814-445-4186.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 67.7 mc.
Operating schedule: 6 am-11:30 pm weekdays; 7 am-11:30 pm Sun.
Partial simulcast operation. For simulcast facilities see WVSC.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WVSC. See that listing.

SOUTH WILLIAMSPORT

Lycoming County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Williamsport
(including South Williamsport)

STARVIEW

York County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

WRHY (FM)
1971
NAB
Media Code 4 239 8225 5.00
Capital Media, Inc., R. D. 1, Mt. Wolf, Pa. 17347. Phone 717-266-1574.
York Office: 208 E. Market St., York, Pa. 17403. Phone 717-843-0003.

STATION'S PROGRAMMING DESCRIPTION
WRHY (FM): Progressive pop album rock. Contact Representative for further details. Rec'd 6/23/75.

1. PERSONNEL
General Manager—Gordon Moul.
Sales Manager—Dave Cameron.
2. REPRESENTATIVES
West Coast—Bill Dahlsten & Associates.
East Coast—Mary Roslin, Inc.
3. FACILITIES
ERP 720 w. (horiz.), 720 w. (vert.); 92.7 mc.
Quadraphonic.
Operating schedule: 8-1 am. EST.
Antenna ht.: 560 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 4/30/73.

6. SPOT ANNOUNCEMENTS

	1x	10x	20x	30x	40x	50x	100+
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	9.00	8.00	7.00	6.00	5.00	4.00	3.00
10 sec	6.00	5.00	4.00	3.50	3.00	2.50	2.00

Edited by Gordon Moul.
(D)

STATE COLLEGE (2 AM; 2 FM)

Centre County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WMAJ
1945
Media Code 4 236 8250 3.00
Centre Broadcasters, Inc., Box 888, State College, Pa. 16801. Phone 814-237-4959

STATION'S PROGRAMMING DESCRIPTION
WMAJ: Contemporary 1 am-8 pm. Programming to university audience 8 pm-1 am. All regular network features and network on weekends. 2 man news staff. Local news at :58. Local features and news 7:30-8 am, noon-1:10 pm, 5-5:20 pm, & 6-7 pm. Discussion and documentaries. Pro football, baseball, college football, basketball, wrestling, high school football. Rec'd 6/30/75.

1. PERSONNEL
General Manager—Milton J. Bergstein.
Sales Manager—N. J. Lingenfelter.
3. FACILITIES
1000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21c, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 46, 47a, 49, 51a, 51b, 61c.
Comb.: Cont. Discounts: 60a, 60d, 60i, 61a, 62d.
Cancellation: 71a.
Prod. Services: 82.
FM facilities: WXLR (FM).
Affiliated with NBC.

TIME RATES
Eff———Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	65x
1 min	9.00	8.75	8.50	8.25	8.00
30 sec	7.00	6.75	6.50	6.25	6.00
		130x	260x	520x	1000x
1 min		7.75	7.50	7.25	7.00
30 sec		5.75	5.50	5.25	5.00

8. PROGRAM TIME RATES

	1 ti	13 ti	26 ti	52 ti	65 ti	130 ti	260 ti
1 hr	40.00	37.00	34.00	31.00	28.00	25.00	22.00
1/2 hr	30.00	28.00	26.00	24.00	22.00	20.00	18.00
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00	14.00
10 min	15.00	14.50	14.00	13.50	13.00	12.50	12.00
5 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00

Edited by M. J. Bergstein.

WQWK (FM)
1965
NAB RAB
Media Code 4 239 8275 0.00
State College Communications Corp., 150 Clearview Ave., State College, Pa. 16801. Phone 814-238-5085.
See affiliated AM station for additional information.
AM facilities: WRSC.

STATION'S PROGRAMMING DESCRIPTION
WQWK (FM): Programmed for university students & 17-29 age bracket.
MUSIC: progressive & album rock. NEWS: emphasis campus news & sports, 2 man local news staff & network. Contact Representative for further details. Rec'd 4/23/75.

3. FACILITIES
ERP 3,000 w.; 96.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 180 ft. above average terrain.
Partial simulcast operation. Operated separately 2 pm-7 am. For simulcast facilities see WRSC.

TIME RATES
Rates are identical to WRSC. See that listing.

WRSC
1961
NAB RAB
Media Code 4 239 8300 6.00
State College Communications Corp., 160 Clearview Ave., State College, Pa. 16801. Phone 814-238-5085.

STATION'S PROGRAMMING DESCRIPTION
WRSC: Programmed for 18-49 age bracket.
MUSIC: contemporary plus oldies. NEWS: emphasis local news with 2 man local news department; network news at :55. Morning & evening drive news at :25 & :55 with expanded 10 min newscast at 7:25 am, 12:25 & 5:25 pm. Contact Representative for further details. Rec'd 4/23/75.

1. PERSONNEL
President—Roger Neuhoff.
Vice-Pres. & Gen'l Mgr.—Robert K. Zimmerman.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
1,000 w.; 1390 kc.
Operating schedule: 6 am-local sunset daily. EST.
Partial simulcast operation. Simulcast 7 am-2 pm.
For non-simulcast facilities see WQWK (FM).
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25c, 25b, 28c, 30, 33c.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b, 62d
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
FM facilities: WQWK (FM).
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 4/23/75.

7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	7.65	7.05	6.50	6.20
30 sec	6.20	5.80	5.30	5.00

8. PROGRAM TIME RATES

	1x	52x	312x
5 min	20	14	9
1/2 hr, flat	80	1 hr, flat	140

WXLR (FM)
1965
Media Code 4 239 8325 3.00
Centre Broadcasters Inc., Box 888, State College, Pa. 16801. Phone 814-237-4959.
See affiliated AM station for additional information.
AM facilities: WMAJ.

STATION'S PROGRAMMING DESCRIPTION
WXLR (FM): MUSIC: MOR. NEWS: at :60, 7-9 pm classical concert. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—M. J. Bergstein.

(This listing continued on next page)

State College—WXLR (FM)—Continued

3. FACILITIES
ERP 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 50 ft. below average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 5/31/72.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	20	30+
1 min	4.00	3.50	3.25	3.00

30 sec: 30% of 1-min.
Edited by M. J. Bergstein.

STROUDSBURG (1 AM; 1 FM)

Monroe County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WVPO
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8350 1.00
Sesa-Mount Radio Corporation of Pennsylvania, 22 S. Sixth St., Stroudsburg, Pa. 18360. Phone 717-421-2100.

1. PERSONNEL
General Manager—Ronald C. Drescher.

2. REPRESENTATIVES
Dome & Associates, Inc.
Market 4 Radio.

3. FACILITIES
250 w. days; 840 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 9/30/74—Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	520x	780x	1040x	2080x
10 sec	4.00	3.80	3.60	3.50	3.30	3.10	2.90	2.70
30 sec	7.00	6.60	6.10	5.76	5.20	4.80	4.40	4.00
1 min	8.50	7.80	7.30	6.90	6.40	6.00	5.60	5.20

Adjacency, extra 1.00.

WVPO-FM
1964

RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8351 9.00
See Mount Radio Corporation of Pennsylvania, 22 S. Sixth St., Stroudsburg, Pa. 18360. Phone 717-421-2100.
See affiliated AM station for additional information.

3. FACILITIES
ERP 330 w., 92.5 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 777 ft. above average terrain.

TIME RATES
Rates are identical to WVPO. See that listing.

SUNBURY (1 AM; 1 FM)

Northumberland County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WKOK
1933

WKOK-FM
1948

RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8400 4.00
Sunbury Broadcasting Corp., Box 1070, Sunbury, Pa 17801. Phones 717-286-5838, 743-1841.

STATION'S PROGRAMMING DESCRIPTION
WKOK: MOR music.

1. PERSONNEL
General Manager—James K. Stock.

2. REPRESENTATIVES
Frederick W. Smith.
Philadelphia, Pittsburgh, Baltimore—Dome & Associates, Inc.

3. FACILITIES
10,000 w. days, 1,000 w. nights; 1076 kc.
Operating schedule: 6 am-midnight. EST.
FM-ERP 12,500 w.; 94.1 mc.
Antenna ht.: 880 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
Eff 10/1/68—Rec'd 9/18/68.
AAA—Mon thru Sat 6-9 am & 3-6 pm.
AA—Mon thru Sat 9 am-3 pm.
A—Mon thru Sat 6 pm-sign-off; Sun all hours.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER YR:	104x	52x	26x	1x
AAA	7.50	6.00	6.50	6.60
AA	7.00	7.20	7.60	6.00
A	5.00	5.50	6.00	6.50

20/30 sec: 75% of applicable 1-min.
10 sec: 50% of applicable 1-min.
All spots rotated within time period.
Edited by James K. Stock.

TAMAQUA

Schuylkill County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WZTA (FM)
1965

NAB

Media Code 4 239 8450 9.00
Z Broadcasting, Inc., Dutch Hill, Tamaqua, Pa. 18252. Phone 717-668-2992.

1. PERSONNEL
Station Manager—Jim Douglass.

3. FACILITIES
EBP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 11 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Pennsylvania Farm Network.

TIME RATES
No. 2 Eff 10/74—Rec'd 9/23/74.

6. SPOT ANNOUNCEMENTS

OPEN:	1 min	30 sec	10 sec
Ea	4.00	2.75	1.25

7. PACKAGE PLANS
PER WK:

	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min	35.00	51.75	68.00	82.50	97.50	121.00	155.00
30 sec	26.50	39.00	51.00	62.50	72.00	92.00	110.00

TEN-SECOND SHORTY PACKAGE

TI:	20	30	40	50	100
DAYS:	2	3	4	5	10
Cost	23.50	35.00	46.00	53.00	100.00

PER YR:	52x	104x	156x	208x	260x
1 min	3.90	3.85	3.75	3.65	3.55
30 sec	2.70	2.65	2.60	2.55	2.50

	312x	520x	780x	1000+
1 min	3.50	3.25	3.20	3.10
30 sec	2.40	2.30	2.20	2.10

10. SPECIAL FEATURES

NEWS:	Open	1 mo	3 mo	6 mo	9 mo	1 yr
5 min	6.00	5.50	5.00	4.75	4.50	4.00

Incl open & close plus 1-min spot.

TITUSVILLE

Crawford County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WTIV
1955

RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8500 1.00
Crawford County Broadcasting Co., Inc., Box 184, Titusville, Pa. 16354. Phone 814-827-3651.

1. PERSONNEL
General Manager—Robert H. Sauber.

2. REPRESENTATIVES
Gateway Reps, Inc.
Philadelphia—Dome & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. EST.

4. AGENCY COMMISSION
15% to recognized agencies; no cash discount

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Pennsylvania Farm Network.

TIME RATES
Eff 9/1/74—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	5.75	5.25	5.05	4.80	4.55	4.25

TOWANDA (1 AM; 1 FM)

Bradford County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

WTTC
1959

WTTC-FM
1959

Media Code 4 239 8550 6.00
Twin Tier Broadcasting, Inc., 214 Main St., Towanda, Pa. 18848. Phone 717-265-2185, 66.

1. PERSONNEL
General Manager—Charles L. Snyder.

3. FACILITIES
500 w. days; 1550 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
FM ERP 720 w.; 95.3 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 125 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 3 Eff————Rec'd 9/12/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.58	3.30	3.03	2.75	2.48	2.20	2.09	1.87
30 sec	2.93	2.75	2.48	2.20	2.09	1.98	1.87	1.65
20 sec	2.52	2.29	2.09	1.90	1.82	1.65	1.50	1.38

SPECIAL:	624x	936x
1 min	1.76	1.65
30 sec	1.54	1.43

7. PACKAGE PLANS
1 min, 50 ti 1.93 30 sec, 50 ti 1.65

TYRONE (1 AM; 1 FM)

Blair County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WGMR (FM)
1961

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8600 9.00
Allegheny Mountain Network, Box 247, Washington Ave. and First St., Tyrone, Pa. 16686. Tyrone: Phone 814-684-3200. State College: 814-238-0782.
See affiliated AM station for additional information.
AM facilities: WTRN.

STATION'S PROGRAMMING DESCRIPTION
WGMR (FM): MUSIC: 100% country aimed at 18-49 age, NEWS: 10 times daily.

1. PERSONNEL
Sales Manager—Harold Q. Green.

3. FACILITIES
ERP 6,800 w. (horiz.), 6,800 w. (vert.); 101.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1062 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Allegheny Mountain Network.

TIME RATES
Eff ————Rec'd 12/18/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.75	3.50	3.25	3.00

WTRN
1954

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8650 4.00
The Tyrone Broadcasting Co., Washington Ave., and First St., Tyrone, Pa. 16686. Phone 814-684-3200.

1. PERSONNEL
General Manager—William E. Moses.

2. REPRESENTATIVES
Richmond, Washington, D. C.—Dome & Associates, Inc.

3. FACILITIES
1000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WGMR (FM).
Affiliated with MBS.
Member: Allegheny Mountain Network.

TIME RATES
Eff 2/1/67—Rec'd 2/6/67.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	6.90	6.56	6.21	5.87	5.52	5.18

HOUSEWIFE TIME
1 ti 4.66

UNIONTOWN (1 AM; 1 FM)

Fayette County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WMBS
1937

NAB

Subscriber to the NAB Radio Code
Media Code 4 239 8700 7.00
Fayette Broadcasting Corp., 62 W. Fayette St., Uniontown, Pa. 15401. Phone 412-438-3900.

1. PERSONNEL
Comm'l Dir. & Sales Mgr.—Mrs. Hester W. Nagy.

2. REPRESENTATIVES
Vic Piano Associates, Inc.
Dome & Associates, Inc.

3. FACILITIES
1000 w.; 590 kc. Directional—night only.
Operating schedule: 5:00-2:00 am. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL RATE POLICY
Affiliated with CBS.
Member: Pennsylvania Farm Network.

TIME RATES
Eff 4/1/68—Rec'd 4/2/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00
10 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti
1 min	11.00	10.50	10.00	9.00
30 sec	8.00	7.50	7.00	6.00
10 sec	5.50	5.25	5.00	4.50

WPQR (FM)
1968

NAB

Media Code 4 239 8725 4.00
Warman Broadcasting, Inc., Drawer 639, Fayette St. & Gallatin Ave., Uniontown, Pa. 15401. Phone 412-437-2613.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Edward E. Olesh.

2. REPRESENTATIVES
Charles Bernard Co., Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 275 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American FM Network.

TIME RATES
Eff————Rec'd 4/16/69.
AA—6-9 am, 11 am-1 pm & 5-10 pm.
A—9-11 am, 1-5 pm & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

	1 min AA	1 min A	20/30 AA	20/30 A	10 sec AA	10 sec A
1 x	6.25	6.00	6.00	5.75	5.50	5.25
13 x	5.75	5.50	5.50	5.25	5.00	4.75
26 x	5.25	5.00	5.00	4.75	4.50	4.25
52 x	4.75	4.50	4.50	4.25	4.00	3.75
100+	4.25	4.00	4.00	3.75	3.50	3.25

WARREN (1 AM; 1 FM)

Warren County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WNAE
1946

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8750 2.00
Kinsua Broadcasting Co., Inc., Box 824, 310 Second Ave., Warren, Pa. 16365. Phone 814-723-1310.

1. PERSONNEL
General Manager—W. LeRoy Schneck.

3. FACILITIES
5,000 w. days; 1210 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WBRN (FM).

TIME RATES
No. 5 Eff 8/1/71—Rec'd 8/2/71.

6. SPOT ANNOUNCEMENTS

	1x	150x	300x	600x	900x
1 min	8.00	7.25	6.75	6.25	5.75
20/30 sec	6.00	5.45	5.05	4.70	4.30

7. PACKAGE PLANS
Saturation Package Plan—8 spots per day, earned rate less 15%.

WRRN (FM)
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8800 5.00
Kinsua Broadcasting Co., Inc., Box 824, 310 Second Ave., Warren, Pa. 16365. Phone 814-726-2923.
See affiliated AM station for additional information.
AM facilities: WNAE.

STATION'S PROGRAMMING DESCRIPTION
WRNN (FM): Standard MOR music format.

3. FACILITIES
ERP 26,000 w. (horiz.), 26,000 w. (vert.); 92.3 mc.
Operating schedule: 5:45-2 am. EST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 3/1/75—Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS

	1x	150x	300x	600x	900x
1 min	4.00	3.65	3.40	3.15	2.90
20/30 sec	3.00	2.75	2.50	2.35	2.15

7. PACKAGE PLANS
Saturation Plan—8 spots per day, earned rate less 15%.

WASHINGTON (2 AM; 1 FM)

Washington County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WJPA
1942

WJPA-FM
1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 239 8850 6.00
Washington Broadcasting Co., 98 S. Main St., Washington, Pa. 15301. Phone 412-222-2110.

STATION'S PROGRAMMING DESCRIPTION
WJPA: source of county-city school & government information.

1. PERSONNEL
Vice-Pres. & Sales Mgr.—John L. Merdian.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:55-12:01 am. EST.
FM-ERP 3,700 w.; 95.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 6 Eff 5/15/68—Rec'd 5/22/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	312x	624x	1000+
1 min	10.00	9.00	8.10	7.20	6.60	5.95	5.35	4.50
30 sec	7.00	6.30	5.70	5.15	4.65	4.20	3.80	3.15
15 sec	4.50	4.00	3.60	3.25	2.95	2.65	2.40	2.05

Submitted by John L. Merdian.

(Washington continued on next page)

Washington—Continued

WKEG
1970

Media Code 4 239 8875 7.00
Genas Broadcasting, Inc., Box 86, McLane Rd., Washington, Pa. 15301. Phone 412-225-8300.

STATION'S PROGRAMMING DESCRIPTION
WKEG: MOR music.

1. PERSONNEL
President—Joseph P. Nascone.

2. FACILITIES
1,000 w.; 1110 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

TIME RATES
No. 2 Eff 9/1/72—Rec'd 8/30/72.

6. SPOT ANNOUNCEMENTS

		ROS/BTA				
PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
PER YR:	1x	52x	260x	520x	1560x	———
*1 min	8.00	7.25	6.60	6.00	4.50	4.00
*30 sec	6.40	5.80	5.28	4.80	3.60	3.20

10 sec: 50% of 1-min
(*) Combine for frequency.

WAYNESBORO (2 AM; 1 FM)

Franklin County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WAYZ 1953 — WAYZ-FM 1950

Media Code 4 239 8900 2.00
Richard F. Lewis, Jr., Inc., 23 E. Main St., Waynesboro, Pa. 17268. Phone 762-3138, 3139.

1. PERSONNEL
General Manager—Roy Nester.

3. FACILITIES
1000 w. days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,100 w.; 101.5 mc.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with KBR.
Member: Mid Atlantic Network, Inc.

TIME RATES
Eff 12/1/72—Rec'd 10/30/72.

8. SPOT ANNOUNCEMENTS

	1x	65x	130x	260x	500x
1 min	5.40	4.90	4.45	3.90	3.40
30 sec	4.05	3.55	3.30	3.05	2.75
20 sec	3.55	3.05	2.80	2.65	2.25
10 sec	3.05	2.55	2.30	2.15	1.75

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	13 wk	26 wk	52 wk
5 ti	9.50	8.50	9.00
10 ti	9.00	8.00	7.50
15 ti	8.50	7.50	7.00

WEEO
1971

A Raystay Broadcasting Station

Media Code 4 239 8925 0.00
Raystay Co., Box 309, R. D. 4, Waynesboro, Pa. 17268. Phone 717-762-9336. Chambersburg phone 717-264-9336, Hagerstown, Md. phone 301-797-9675.

1. PERSONNEL
Station Manager—Tom Boock.
Sales Manager—Jim Daniels.

3. FACILITIES
1,000 w.; 1130 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 7/1/75—Rec'd 7/31/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-sign-off; Sat all day.
B—Sun all day.

6. SPOT ANNOUNCEMENTS

BTA:	1x	50x	100x	250x	500x	1000x
		CLASS AAA				
1 min	6.05	5.65	5.25	4.90	4.55	4.20
30 sec	4.40	4.10	3.80	3.55	3.30	3.00
10 sec	2.90	2.70	2.50	2.30	2.10	1.90
		CLASS AA				
1 min	5.95	5.55	5.15	4.80	4.45	4.10
30 sec	4.30	4.00	3.70	3.45	3.20	2.90
10 sec	2.80	2.60	2.40	2.20	2.00	1.80
		CLASS A				
1 min	5.55	5.20	4.80	4.45	4.10	3.70
30 sec	3.95	3.70	3.45	3.20	2.95	2.65
10 sec	2.70	2.50	2.30	2.10	1.90	1.70

B: 1 min 3.45; 30 sec 2.45.
ROS: AA rate.
Specified, extra 10%.

7. PACKAGE PLANS

TAP, 7 CONSEC DAYS, BTA:	1 min	30 sec
12 ti (2AAA, 2AA, 7A, 1B)	55.00	41.00
18 ti (3AAA, 3AA, 10A, 2B)	73.00	53.50
24 ti (4AAA, 4AA, 14A, 2B)	88.00	63.50

10 sec plan: 30 ti in 1 wk, 49.50. 2 count as 1 for frequency discount.

10. SPECIAL FEATURES
NEWS PLANS

PER WK:	13 wk	26 wk	39 wk	52 wk
5 ti	580	980	1280	1480

Submitted by Jim Daniels.

WAYNESBURG

Greene County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WANB
1950

Subscriber to the NAB Radio Code
Media Code 4 239 8950 8.00
Commonwealth Broadcasters, Inc., First Federal Bldg., E High St., Waynesburg, Pa. 15370. Phone 412-627-5555.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Arnold (Abe) Albright.

2. REPRESENTATIVES
Pittsburgh—Dome & Associates, Inc.

3. FACILITIES
250 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective May 1, 1957.
Rates received May 2, 1957.
Rev. (Wkly. Sat.) rec'd January 6, 1962.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min	5.00	4.75	4.50	4.25	4.00	3.75

7. PACKAGE PLANS
WEEKLY SATURATION RATES

	—1 minute—		—30-30 seconds—	
Per week:	Each	Total	Each	Total
10 times	4.25	42.50	2.95	29.50
15 times	4.06	60.00	2.70	40.50
25 times	3.75	93.75	2.50	62.50
30 times	3.50	105.00	2.25	67.50
50 times	3.25	162.50	2.00	100.00

10. SPECIAL FEATURES
10% additional charge on all news programs including weather and sports.

WELLSBORO (1 AM; 1 FM)

Tioga County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WGCR (FM)
1969

RAB

Media Code 4 239 9025 8.00
Farm & Home Broadcasting Co., Box 98, 89 Main St., Wellsboro, Pa. 16901. Phone 717-724-1490. Studio: Box 416, Mansfield, Pa. 16933. Phone 717-662-3200.
See affiliated AM station for additional information.
AM facilities: WNBT.

STATION'S PROGRAMMING DESCRIPTION
WGCR (FM): MUSIC: country. NEWS: network 10 times daily, local 5 times.

1. PERSONNEL
General Manager—Paul Bryan.

2. FACILITIES
ERP 50,000 w.; 97.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 380 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Allegheny Mountain Network.

TIME RATES
Eff ————Rec'd 12/18/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.75	3.50	3.25	3.00

Edited by Terry L. Goff.

WNBT
1955

RAB

Media Code 4 239 9000 1.00
Farm & Home Broadcasting, Co., 89 Main St., Wellsboro, Pa. 16901. Phone 717-724-1490.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John A. Fay.

2. REPRESENTATIVES
Richmond, Washington, D. C.—Dome & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WGCR (FM).
Affiliated with MBS.
Member: Allegheny Mountain Network.

TIME RATES
Rates effective February 15, 1955.
Rates received January 26, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	Spots
1 hour	60.00	35.00	20.00	16.00	12.00	6.00
13 times	57.00	33.25	19.00	15.00	11.40	5.70
26 times	54.00	31.50	18.00	14.00	10.80	5.40
52 times	51.00	29.75	17.00	13.00	10.20	5.10
104 times	48.00	28.00	16.00	12.00	9.60	4.80
312 times	45.00	26.25	15.00	11.00	9.00	4.50

WEST CHESTER

Chester County—Map Location K-7.
See SRDS consumer market map and data at beginning of the State.

WCHE
1963

Subscriber to the NAB Radio Code

Media Code 4 239 9050 6.00
WCHE Broadcasting Co., 133 N. High St., West Chester, Pa. 19380. Phone 215-692-2121.

STATION'S PROGRAMMING DESCRIPTION
WCHE: Pop Std. music; 5-min news at :60.

1. PERSONNEL
General Manager—C. W. Tomlinson, Jr.

2. FACILITIES
250 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 3/75—Rec'd 3/31/75.
Drive—7-9 am & 4-6 pm.
Regular—9 am-4 pm & after 6 pm.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Drive	6.00	4.80	3.85
Regular	5.50	4.40	3.50

10. SPECIAL FEATURES
5-min news—1-1/2x 1-min.

WILKES-BARRE

Luzerne County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

See Scranton-Wilkes-Barre

WILLIAMSPORT (4 AM; 3 FM)
(including South Williamsport)

Lycoming County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WILQ (FM)
1949
WILLIAMSPORT

Subscriber to the NAB Radio Code
Media Code 4 239 9200 7.00
Alpha Broadcasting Co., Inc., Box 389, 353 Pine St., Williamsport, Pa. 17701. Phone 717-322-4676.
See affiliated AM station for additional information.
AM facilities: WLYC.

3. FACILITIES
ERP 3,800 w.; 105.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,300 ft. above average terrain.

TIME RATES
Eff————Rec'd 1/10/74.

6. SPOT ANNOUNCEMENTS

	1-13x	156x	260x	520x	1040x
1 min	6.00	5.25	4.50	4.25	4.00
30 sec	5.00	4.50	4.00	3.50	3.25

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	5.75	5.25	5.00	4.75
30 sec	4.75	4.50	4.25	4.00

8. PROGRAM TIME RATES

	1-13x	156x	260x	520x	1040x
1 hr	95	65	56	52	48
1/2 hr	50	35	32	31	30
1/4 hr	31	23	22	21	20

10. SPECIAL FEATURES
5-MINUTE NATIONAL/INTERNATIONAL NEWS

MON THRU SAT:	13 wk	26 wk	39 wk	52 wk
6 per wk, ea	12	10	9	7

Incl 2 15-sec open & close plus 2 1-min spots.

WLYC
1949
WILLIAMSPORT

Subscriber to the NAB Radio Code
Media Code 4 239 9350 0.00
Alpha Broadcasting Co., Inc., Box 389, 353 Pine St., Williamsport, Pa. 17701. Phone 717-322-4676.

1. PERSONNEL
President—George Vajda.
Vice-Pres. & Gen'l Mgr.—Henry E. Kirk, IV.

2. REPRESENTATIVES
Philadelphia—Selective Broadcast Advertising, Inc.
Southwest—Mario Messina Company.

3. FACILITIES
1000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 13g, 14g, 15a.
Basic Rates: 20b, 24b.
Contracts: 40a, 47e.
Comb.; Cont. Discounts: 60a, 60f, 61a.
Cancellation: 70e, 73b.
FM facilities WILQ (FM).
Prod. Services: 82.

TIME RATES
Eff————Rec'd 1/10/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	156x	260x	520x	1040x
1 min	7.75	6.50	5.75	5.00	4.75
30 sec	6.00	5.00	4.70	4.25	4.00

Specified time—6-9 am, noon-1 pm & 3-6 pm, extra 1.00.

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti
1 min	6.25	5.75	5.50	5.25
30 sec	5.50	5.25	5.00	4.75

Specified time—6-9 am, noon-1 pm & 3-6 pm, extra 1.00.

8. PROGRAM TIME RATES

	1x	156x	260x	520x	1040x
1 hr	95	65	56	52	48
1/2 hr	50	35	32	31	20
1/4 hr	31	23	22	21	20

10. SPECIAL FEATURES
5-MINUTE NATIONAL/INTERNATIONAL NEWS

MON THRU SAT:	13 wk	26 wk	39 wk	52 wk
6 per wk, ea	15	14	13	12

Incl 2 15-sec open & close plus 2 1-min spots.
Edited by Henry E. Kirk, IV.

WMPT 1957 — WMPT-FM 1968
SOUTH WILLIAMSPORT

RAB

Media Code 4 239 9400 2.00
Will-Mont Broadcasting Co., Box 883, Williamsport, Pa. 17701 Phone 717-323-3808

STATION'S PROGRAMMING DESCRIPTION
WMPT: Programmed for young adults.
MUSIC: contemporary. SPORTS: local emphasis, 5 min am program, 15 min pm program, high school games, Little League World Series. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Galen D. Castlebury, Jr.
Sales—Gary M. Strausser.
Program Director—Bob Evans.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 3,000 w.; 99.3 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 1,300 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 25a, 28c.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff————Rec'd 2/4/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

8. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
AA	8.00	7.50	7.00	6.50	6.00
A	7.00	6.50	6.00	5.50	5.00
B	6.00	5.50	5.00	4.50	4.00

30 sec: 80% of 1-min.
Edited by Bob Evans.

WRAK 1929 — WRAK-FM 1947
WILLIAMSPORT

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 239 9450 6.00
Wright Mackey Corp., Box 1067, 1559-1561 W. 4th St., Williamsport, Pa. 17701. Phone 717-322-6116.

STATION'S PROGRAMMING DESCRIPTION
WRAK: Programmed for all ages.
MUSIC: mixed instrumentals & vocals, current best sellers, albums & singles: some top 100; modern country afternoon & early evening. Woman's talk show 10-11 am, vintage radio show re-runs. NEWS: during drivetime; network 5 min at :60; half hour commentary; 10 local & regional periods daily; staff & necessary equipment. SPORTS: Major League baseball, high school football, network personalities, 5 local sportscasts. Contact Representative for further details. Rec'd 4/15/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. Wright Mackey.
Program Manager—Everett W. Rubendall.

2. REPRESENTATIVES
Meeker Radio, Inc.
Dome & Associates, Inc.

3. FACILITIES
1000 w. days; 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 53,000 w.; 102.7 mc.
Antenna ht.: 1,270 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time; 15th of month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62a.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Pennsylvania Farm Network.

TIME RATES
Eff 6/1/60—Rec'd 7/1/60.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti
1 wk	9.00	8.00	7.50	7.00	6.50	6.00
13 wk	8.50	7.60	7.15	6.65	6.20	6.70
26 wk	8.00	7.20	6.80	6.30	5.90	5.40
52 wk	7.60	6.85	6.45	6.00	5.60	5.15

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	.....	81.00	77.00	73.00	69.00	65.00	57.00
1/2 hr	55.00	53.00	51.00	49.00	47.00	45.00	40.00
1/4 hr	35.00	33.75	32.50	31.25	30.00	27.50	25.00
5 min	17.50	17.00	16.50	16.00	15.50	15.00	14.00

Edited by J. Wright Mackey.

WWPA
1949
WILLIAMSPORT

CBS Radio Network

Media Code 4 239 9500 0.00
Summit Enterprises, Inc., Box 866, 330 Government Place, Williamsport, Pa. 17701. Phone 717-323-7119.

1. PERSONNEL
Pres. & Gen'l Mgr.—Woodrow W. Ott.
Commercial Manager—Philip D. Lane.
Office Manager—Cecelia A. Shiek.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
1000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:55-12:15 am. EST.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11i, 12i, 13i, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 44b, 45, 48, 51a, 51c.
Comb.; Cont. Discounts: 60a, 66d, 66i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
No. 5 Eff 1/1/75—Rec'd 11/25/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	8.00	7.50	7.00	6.50	6.00

30/20 sec: 80% of 1-min.

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Flat	75	45	30	15

WINDBER
Somerset County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WWBR
1964

Subscriber to the NAB Radio Code
Media Code 4 239 9550 3.00
Windber Community Broadcasting System, 1311 Midway, Windber, Pa. 15963. Phone 814-467-9746.

STATION'S PROGRAMMING DESCRIPTION
WWBB: MUSIC: Country.

1. PERSONNEL
Business Manager—Louis Popp.

3. FACILITIES
1,000 w.; 1350 kc. Non-directional.
250 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 8/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	10.00	6.35	4.35
5 x	9.65	6.30	4.20
10 x	9.20	6.25	4.25
25 x	8.85	6.20	4.20
50 x	8.30	6.15	4.15
75 x	8.15	6.10	4.10
100 x	7.95	6.00	4.00
250 x	7.75	5.75	3.75
500 x	7.60	5.50	3.50
750 x	7.45	5.25	3.25
1000 x	7.00	5.00	3.00

No combination of spots.

10. SPECIAL FEATURES
PER HOUR:
News, 5 min. 12.00 Weather, 1 min. 6.00
News Headlines, 3 min 9.00.

Keep losing your copy of SRDS? Tell your "friend" how to subscribe.

G-10x

YORK (3 AM; 3 FM)

Plus 1 paid duplicate.
York County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	44	36	40	25
B	44	36	40	25
C	22	18	22	13
D	13	13	13	11
AVERAGE	31	26	29	19

WNOW
1948
YORK

Rust Communication Group, Inc.
Media Code 4 239 9600 8.00
WNOW, Box 1747, Pleasureville Hill, York, Pa. 17405. Phone 717-755-1049.

1. PERSONNEL
President—W. F. Rust, Jr.
Vice-Pres. & Gen'l Mgr.—S. Robert Ackley, Jr.
Station Manager—Evan Burian.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
FM facilities: WQXA (FM).
Affiliated with American Information Network.

TIME RATES
Eff 8/1/74—Rec'd 8/19/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	23	22	21	20
A	19	18	17	16

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TAP—*1/2AA, 1/2A

PER WK, 1 MIN:	20 ti	30 ti
Ea	17	16

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
(*) 1/2 6-10 am, 1/2 3-7 pm.

WNOW/WQXA (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	29	27	25	23
A	25	23	21	19

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, 1MIN:	20 ti	30 ti
Ea	23	21

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WQXA (FM)
1948
YORK

Rust Communication Group, Inc.
Media Code 4 239 9650 3.00
WQXA Radio, Box 1747, Pleasureville Hill, York, Pa. 17405. Phone 717-755-1049.
See affiliated AM station for additional information.
AM facilities: WNOW.

3. FACILITIES
ERP 46,000 w. (horiz.), 38,000 w. (vert.); 105.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 520 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WNOW. See that listing for rates.

TIME RATES
Eff 8/1/74—Rec'd 8/19/74.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	12	11	10	9
A	10	9	8	7

30 sec: 80% of 1-min.

WRHY (FM)
1971
STARVIEW

(This is a paid duplicate of the listing appearing under Starview, Pa.)
Media Code 4 239 8225 5.00
Capital Media, Inc., R. D. 1, Mt. Wolf, Pa. 17347. Phone 717-266-1574.
York Office—208 E. Market St., York, Pa. 17403. Phone 717-843-6063.

STATION'S PROGRAMMING DESCRIPTION
WRHY (FM): Progressive pop album rock. Contact Representative for further details. Rec'd 6/23/75.

1. PERSONNEL
General Manager—Gordon Moul.
Sales Manager—Dave Cameron.

2. REPRESENTATIVES
West Coast—Bill Dahlsten & Associates.
East Coast—Marv Roslin, Inc.

3. FACILITIES
ERP 720 w. (horiz.), 720 w. (vert.); 92.7 mc.
Quadraphonic.
Operating schedule: 8-1 am. EST.
Antenna ht.: 560 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——————Rec'd 4/30/73.

6. SPOT ANNOUNCEMENTS

	1x	10x	20x	30x	40x	50x	100+
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	9.00	8.00	7.00	6.00	5.00	4.00	3.00
10 sec	6.00	5.00	4.00	3.50	3.00	2.50	2.00

Edited by Gordon Moul.

(D)

WSBA
1942
YORK

A Susquehanna Station

EASTMAN RADIO, INC.

Subscriber to the NAB Radio Code
Media Code 4 239 9700 6.00
The Susquehanna Broadcasting Co., Box 910, York, Pa. 17405. Phone 717-764-1155.
Harrisburg—Phone 717-233-1155. Lancaster—Phone 717-393-1155.

1. PERSONNEL
Vice-Pres. Chg. of Radio Div.—Arthur W. Carlson.
Vice-Pres. & Sta. Mgr.—Philip K. Eberly.
Sales Manager—Chris Huber.

2. REPRESENTATIVES
Eastman Radio, Inc.
Canada—Andy McDermott Sales Ltd.
Susquehanna Sta. Sales Office: See Reps & S/O pages.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 910 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29b, 32b, 33c.
Contracts: 40c 41, 42a 42d, 44b, 45, 46, 47a, 49, 50, 51c.
Comb.; Cont. Discounts: 60h, 60d, 60f, 60i, 61c, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
AM/FM COMBINATION
No. 15 Eff 2/1/75—Rec'd 3/4/75.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 3-7 pm.
III—Mon thru Sat 10 am-3 pm; Sun all day.
IV—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti
CLASS I				
1 min	52	49	45	41
CLASS II				
1 min	47	44	41	38
CLASS III				
1 min	44	40	36	32
CLASS IV				
1 min	30	28	27	25

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
AM only: Deduct 10%.

9. PARTICIPATING PROGRAMS
AM ONLY
On the Farm with Herman Stebbins—Mon thru Sat 5:30-5:55 am.
1-5 per wk, flat 30 6 per wk, flat 28
Midnight to Dawn—midnight-5:30 am, 1 min flat 7
(CR)

WSBA-FM
1962
YORK

EASTMAN RADIO, INC.

A Susquehanna Station
Media Code 4 239 9701 4.00
The Susquehanna Broadcasting Co., Box 910, York, Pa. 17405. Phone 717-764-1155. TWX 717-590-4213.
Harrisburg—Phone 717-233-1155. Lancaster—Phone 717-393-1155.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSBA-FM: Programmed for adults.
MUSIC: general popular — instrumentals & vocals; film music, showtunes, standards & MOR selections presented in uninterrupted quarter hour segments.
NEWS: local, national & international at :00, includes stock market report direct form Wall Street.
COMMERCIAL POLICY: 8 announcements per hour.
Contact Representative for further details. Rec'd 7/27/71.

PENNSYLVANIA

1. PERSONNEL
Station Manager—Chris J. Huber, Jr.
Sales Manager—Donald (Steele) Heckman.

2. REPRESENTATIVES
Eastman Radio, Inc.
Susquehanna Sta. Sales Office: See Reps & S/O pages.

3. FACILITIES
ERP 7,900 w. (horiz.), 7,900 w. (vert.); 103.3 mc.
Stereo.
Operating schedule. 24 hours daily. EST.
Antenna ht.: 750 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
TV facilities: WSBA-TV.
Affiliated with Eastman Radio Network.
Sold in combination with WSBA. See that listing for rates.

TIME RATES
FM only: deduct 10% of AM/FM combination rates.

WYCR
1974
YORK-HANOVER

Media Code 4 239 9775 8.00
Radio Hanover, Inc., Box 234, Radio Rd., Hanover, Pa. 17331. Phone 717-637-3832.

STATION'S PROGRAMMING DESCRIPTION
WYCR: MUSIC: Popular. Current & past hits in rock format. NEWS: at :25 & :55 in drive times, :55 all other times. Rec'd 8/12/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—John Bare.
Station Manager—John W. Lawrence.

3. FACILITIES
ERP 10,500 w. (horiz.), 10,500 w. (vert.); 98.5 mc.
Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 930 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WHVR, Hanover.

TIME RATES
Eff 6/1/74—Rec'd 8/12/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	17.29	15.92	14.53	13.15	11.77	10.38	9.00
30 sec	13.15	12.11	11.07	10.04	9.00	7.95	6.92
10 sec	9.00	8.31	7.67	6.92	6.22	5.54	4.85

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	15.92	14.53	13.15	11.77	10.38	9.00
30 sec	12.11	11.07	10.04	9.00	7.95	6.92
10 sec	8.31	7.67	6.92	6.22	5.54	4.85

10. SPECIAL FEATURES

NEWS:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
Per wk	27.68	52.60	74.74	94.12	110.73	124.58

Drive time at :25 & :55, all other times at :55.

WZIX
1932
YORK

Subscriber to the NAB Radio Code
Media Code 4 239 9850 9.00
Music Fair Enterprises, Inc., 12 S. Beaver St., York, Pa. 17403. Phone 717-846-8875.

1. PERSONNEL
Station Executive—Shelly Gross.
Station Manager—George M. Trout.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
5,000 w. days, 1000 w. nights; 1250 kc.
Directional—night only.
Operating schedule: 5-1:45 am. EST.

4. AGENCY COMMISSION
15/0 on station time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47c, 48, 51c.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year.
All acceptable accounts subject to same rate.
Affiliated with MBS.
Affiliated with Mutual Black Network.

TIME RATES
Eff 7/1/71—Rec'd 6/22/71.
AA—Mon thru Sat 6:30-10 am.
A—Mon thru Sat 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AA	10.00	9.50	9.00
A	8.00	7.50	7.00
B	7.00	6.50	6.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

BULK, PER YR, 1 MIN:	AA	A	B
250 x	9.00	7.00	6.96
500 x	8.50	6.50	5.50

8. PROGRAM TIME RATES

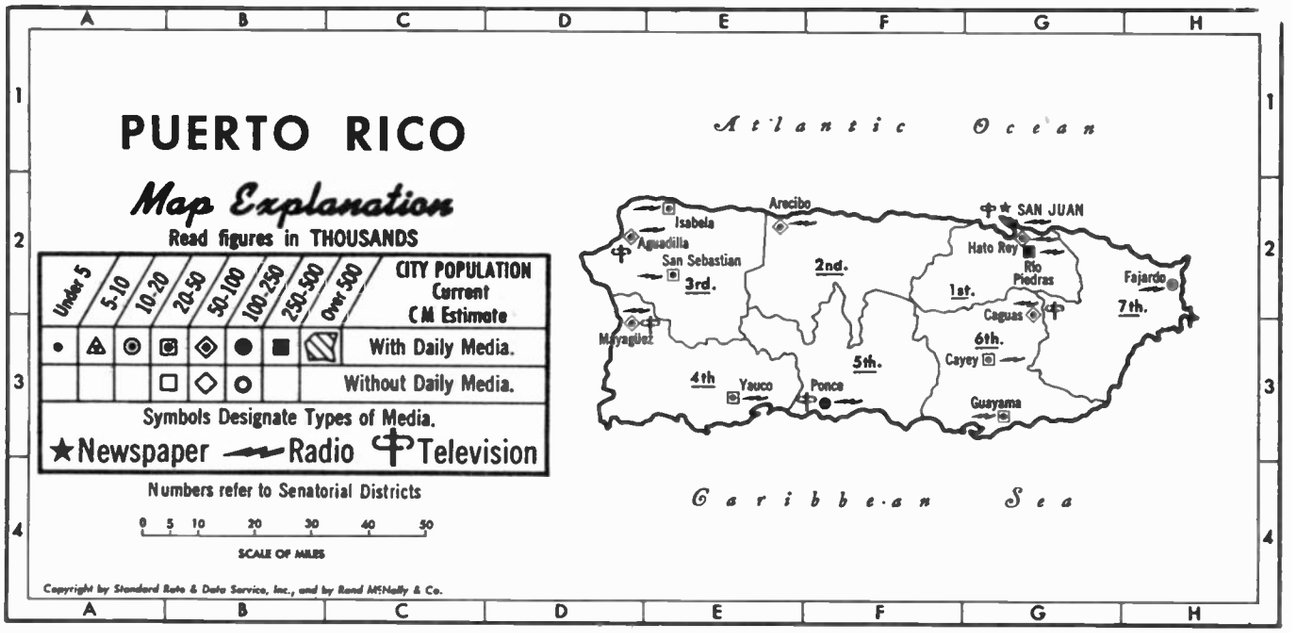
	1x	13x	26x	52+
1 hr/55 min	85.00	81.00	77.00	73.00
1/2 hr/25 min	55.00	53.00	51.00	49.00
5 min	17.50	17.00	16.50	16.00

PUERTO RICO

***The following represents the latest information available for the Commonwealth of Puerto Rico. Sales data have been held to the year 1970 pending the availability of later information:**

***GENERAL INFORMATION**
1971

Population	2,747,046
Households	641,833
Passenger Cars	686,659



Commonwealth, Municipality Data

The estimates for Puerto Rico were supplied to SRDS by the Economic Development Administration, Commonwealth of Puerto Rico. See "Explanation of SRDS Consumer Market Data" for details.

Estimates for: COMMONWEALTH Municipality	Population 1970 (000)	Households 1970 (000)	Consumer Spendable Income 1970 ($000)	Consumer Spendable Income 1970 Per Household ($)	Total Retail Sales 1970 ($000)	Total Retail Sales 1970 Per Household ($)	Retail Sales by Store Type—For the Year 1970: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1970 (000)
PUERTO RICO	2,712.0	632.98	----------	--------	2,248,322	3,551	597,072	90,736	248,846	217,173	161,797	322,331	132,703	614.20
Mayaguez	85.9	21.75	----------	--------	116,582	5,360	28,422	5,679	10,281	10,973	8,099	27,177	6,063	23.25
Ponce	159.0	36.17	----------	--------	172,669	4,773	42,151	5,435	24,548	18,750	12,315	33,476	6,897	40.18
San Juan Metro Area	839.0	243.98	----------	--------	1,165,504	4,777	249,269	46,507	163,321	117,263	77,509	206,703	59,511	302.09

PUERTO RICO

STATE NETWORKS

La Gran Cadena

(Formerly Cadena Radio Puerto Rico)

Comprised of:
Interconnected Stations

WQBS-WQBS-FM—San Juan
WORA, WORA-FM—Mayaguez
WPRP-WPRP-FM—Ponce

Media Code 4 240 0050 3.00
Business Office—Box 9986, Stop 23, First Federal Bldg., Suite 1513, Santurce, P. R. 00908. Phone 809-725-4020.

1. PERSONNEL
General Manager—Jose E. Falcon.

4. AGENCY COMMISSION
20%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 23a, 24c, 26, 27, 28b, 29a, 33a.
Contracts: 40, 41a, 42b, 42d, 44a, 45, 46, 48, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES
Eff 1/1/74—Rec'd 5/10/74.
AAA—6-6:30 am & 4-7 pm.
AA—9:30 am-4 pm.
A—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

EA:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	30.00	20.00	25.00	15.00	16.00	10.00
100 x	29.50	19.50	24.50	14.50	15.50	9.50
200 x	29.00	19.00	24.00	14.00	15.50	9.00
300 x	28.50	18.50	23.50	13.50	14.50	8.50
400+	28.00	18.00	23.00	13.00	14.00	8.00
15 SEC:				AAA	AA	A
Ea				15.00	12.50	8.00

7. PACKAGE PLANS

1 MINUTE

EA:	1x	100x	200x	300x	400+
2AAA, 2AA, 1A	25.00	24.50	24.00	23.50	23.00
2AAA, 1AA, 2A	23.50	23.00	22.50	22.00	21.50
1AAA, 2AA, 2A	22.50	22.00	21.50	21.00	20.50
1AAA, 1AA, 1A	23.50	23.00	22.50	22.00	21.50
30 SECONDS					
2AAA, 2AA, 1A	16.00	15.50	15.00	14.50	14.00
2AAA, 1AA, 2A	15.00	14.50	14.00	13.50	13.00
1AAA, 2AA, 2A	14.00	13.50	13.00	12.50	12.00
1AAA, 1AA, 1A	15.00	14.50	14.00	13.50	13.00

10. SPECIAL FEATURES
5-min newscasts at :30—open & close plus 2 30-sec spots, ea 20.00.
Edited by Jose E. Falcon.

AGUADILLA (1 AM; 1 FM)

WABA
1051

Media Code 4 240 0250 6.00
Hector Reichard, No. 6 Munoz Rivers St., Aguadilla, P. R. 00603. Phones 891-1230, 1003, 0885.

1. PERSONNEL
General Manager—Pedro E. Hernandez.

2. REPRESENTATIVES
Inter-American Publications, Inc.

3. FACILITIES
500 w.; 850 kc. Non-directional.
Operating schedule: 24 hours. AST.

4. AGENCY COMMISSION
15/6 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WIVA (FM).

TIME RATES
No. 5 Eff 9/1/66—Rec'd 9/2/66
A—7 am-7 pm.
B—6-7 am & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
A	3.00	2.00	1.35
B	2.40	1.50	1.25

STATION BREAKS
(Mon thru Sun)
Annual contracts only:
10-15 sec 300 10-30 sec 400

7. PACKAGE PLANS

15 SECONDS

MONTHLY:	3 tl	8 tl	10 tl
Mon-Sat	90	170	265
Mon-Sun	100	180	280
30 SECONDS			
Mon-Sat	125	225	345
Mon-Sun	140	250	390

Non-cancellable. Minimum 3 consecutive months.

WIVA (FM)
1964

Media Code 4 240 0625 2.00
Hector Reichard, Box 188, Aguadilla, P. R. 00603. Phones 891-1230, 1003.
See affiliated AM station for additional information.
AM facilities: WABA.

3. FACILITIES
ERP 16,000 w (horiz.), 1.450 (vert.); 100.3 mc.
Antenna ht.: 800 ft. above average terrain.

TIME RATES
No. 3 Eff 7/1/66—Rec'd 6/27/66.

6. SPOT ANNOUNCEMENTS
1 min. ea 1.75 30 sec, ea 1.00

7. PACKAGE PLANS

MONTHLY
(Minimum 13 weeks)

30 SEC:	5 tl	10 tl
Mon thru Fri	100	160
Mon thru Sat	110	210
Mon thru Sun	120	230
1 MIN:		
Mon thru Fri	170	330
Mon thru Sat	180	360
Mon thru Sun	210	390

DISCOUNTS
3 months contract—10% 1 year contract—20%
6 months contract—15%

ARECIBO (3 AM; 2 FM)

WCMN
1947

NAB

Media Code 4 240 0750 6.00
Caribbean Broadcasting Corp, Box 436, 32 Jose de Diego Ave., Arecibo, P. R. 00612. Phone 878-0070.

1. PERSONNEL
General Manager—Nabal Barreto.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1230 kc.
Operating schedule: 6:00 am-11:00 pm weekdays; 7:30 am-10:00 pm Sun. AST.
FM-ERP 50,000 w.; 107.3 mc. Stereo.
Operating schedule: 7:30 am-11:30 pm.

4. AGENCY COMMISSION
15%.

TIME RATES
No. 7 Eff 10/1/64—Rec'd 9/10/64.

6. SPOT ANNOUNCEMENTS

	15 sec	30 sec	1 min
1-25 tl	1.50	2.10	2.55
1-51 tl	1.35	1.85	2.40
1-103 tl	1.20	1.80	2.25
1-311 tl	1.05	1.65	2.10
Over 311	.80	1.50	1.95

7. PACKAGE PLANS

PACKAGE DEALS
(Daily Mon thru Sat)

PER MO:	15 sec	30 sec	1 min
5 spots	112.50	180.00	240.00
10 spots	210.00	315.00	465.00

Minimum, 3 months.

WMIA
1957

Media Code 4 240 1000 7.00
Abacoa Radio Corp., Box 1055, Arecibo, P. R. 00612. Phone 878-1275, 878-2727.
Other office: Mayaguez St., No. 74, Hato Rey, P. R. 00917. Phone 766-5000.

1. PERSONNEL
General Manager—Epifanio Rodriguez-Velez.

3. FACILITIES
500 w.; 1070 kc.
Operating schedule: 5 am-midnight. AST.

4. AGENCY COMMISSION
15%. No cash discount.

TIME RATES
Rates effective July 1, 1965. (Card No. 2.)
Card received July 26, 1965.

6. SPOT ANNOUNCEMENTS
1 min 2.50 15 sec 1.25
30 sec 1.75

7. PACKAGE PLANS
(Minimum contract 3 months)

15 SEC:	*MON-FRI	*MON-SAT	*MON-SUN	PER SPOT
5 tl	77.00	91.00	105.00	.70
10 tl	143.00	169.00	195.00	.65
15 tl	198.00	234.00	270.00	.60
30 SEC:				
5 tl	121.00	143.00	165.00	1.10
10 tl	231.00	253.00	273.00	1.05
15 tl	330.00	390.00	450.00	1.00
1 MIN:				
5 tl	165.00	195.00	225.00	1.50
10 tl	310.00	377.00	435.00	1.45
15 tl	462.00	546.00	630.00	1.40

15-seconds packages also for 10-seconds time signals. Packages will be divided proportionately between morning, afternoon and night.
(*) Prices are per month.

WNIK
1057

NAB

Media Code 4 240 1250 0.00
Arecibo Radio Corp., Inc., Box 908, 462 De Diego Ave., Arecibo, P. R. 00612. Phones 878-1464, 1366, 1548.

1. PERSONNEL
General Manager—Frank Velasquez.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.

4. AGENCY COMMISSION
15%. Bills due and payable when rendered.

TIME RATES
Rates effective February 1, 1966. (Card No. 2.)
Card received February 18, 1966.

6. SPOT ANNOUNCEMENTS
1 min or 100 wds 2.50 15 sec or 25 wds 1.00
30 sec or 50 wds 1.50
Station breaks—limited to 15 seconds. Rate on request.

7. PACKAGE PLANS

MONTHLY PACKAGES
(Mon thru Sun)

	1 min	15 sec	10 sec
10 tl	475.	245.	190.

(Arecibo continued on next page)

WNIK-FM

1965

Media Code 4 240 1251 6.00
Arecibo Radio Corp., Inc., Box 948, 462 De Diego Ave., Arecibo, P. R. 00612. Phone 878-1464, 1360, 1548.
See affiliated AM station for additional information.

1. FACILITIES
ERP 19,500 w.; 106.5 mc.
Operating schedule: 7:00 am-10:00 pm Mon thru Sat; 8:00 am-10:00 pm Sun. AST.
Antenna ht.: 150 ft. above average terrain.

TIME RATES
Rates effective February 1, 1966. (Card No. 2.)
Card received February 18, 1966.

6. SPOT ANNOUNCEMENTS
1 min or 100 wds..... 2.50 15 sec or 25 wds..... 1.00
30 sec or 50 wds..... 1.50
Station breaks—limited to 15 seconds.

7. PACKAGE PLANS
MONTHLY PACKAGES
(Mon thru Sun)

	1 min	15 sec	10 sec
10 ti	475.	245.	100.

BAYAMON

See San Juan
(including Bayamon)

CAGUAS (2 AM)

WNEL

1947

Media Code 4 240 1750 7.00
Turabo Radio Corp., Box 487, Caguas, P. R. 00625. Phones 744-3131, 3132, 3133.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jesus M. Soto.
Sales Manager—Victor J. Falcon.

2. FACILITIES
5,000 w. days, 500 w. nights; 1430 kc.
Operating schedule: 24 hours. AST.

4. AGENCY COMMISSION
15%; 2% cash discount.

5. GENERAL ADVERTISING See coded regulations
Sold in combination WPRM (FM), San Juan, P. R. When bought in combination, 15% discount.

TIME RATES
No. 1 Eff 3/1/73—Rec'd 6/7/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	5.50	2.75	2.75

7. PACKAGE PLANS

	Per day				Per mo			
Ti:	3	5	8	10	78	130	208	260
15 sec.....	1.75	1.60	1.50	1.40	136	208	312	364
30 sec....	2.30	2.10	2.00	1.90	180	273	416	494
1 min....	4.50	4.00	3.50	3.00	351	520	728	780

Mon thru Sat. 13 wk minimum contract.

WVJP

1947

Media Code 4 240 2060 6.00
Borinquen Broadcasting Co., Box 207, Caguas, P. R. 00626. Phone 743-5790.

1. PERSONNEL
General Manager—Hector Pereira.

2. FACILITIES
250 w.; 1110 kc.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
No discount on cost of spot advertising.

TIME RATES
Eff 1/1/69—Rec'd 5/14/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	3.00	2.50	2.00

7. PACKAGE PLANS
SPECIAL WEEKLY PACKAGES
(Mon thru Sat)

PER DAY, EA:	12 ti	8 ti	6 ti	4 ti
1 min	2.90	2.25	2.50	2.75
30 sec	1.00	1.25	1.50	1.75

Minimum contract 13 weeks.

CAYEY

WLEY

1960

Media Code 4 240 2250 7.00
Ponce Broadcasting Corp., Box 1186, Cayey, P. R. 00633. Phone 738-2276.

1. PERSONNEL
General Manager—Julio H. Conesa, Jr.

2. FACILITIES
250 w.; 1050 kc.
Operating schedule: 5 am-11 pm daily. AST.

4. AGENCY COMMISSION
15% on contracts of 1,000 or less; 20% on contracts of 1,000 or more; 3% within 20 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 1/15/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

MON TO SUN:	1x	201x	451x	726x	901+
1 min	2.55	2.30	2.17	2.04	1.92
45 sec	2.05	1.85	1.74	1.64	1.54
30 sec	1.65	1.49	1.41	1.32	1.24
15 sec	1.25	1.13	1.06	1.00	.94

FAJARDO

WMDD

1947

Media Code 4 240 2560 5.00
Pan Caribbean Broadcasting, Corp., Box 387, 10 Calle Aguilera St., Fajardo, P. R. 00648. Phone 132.

1. PERSONNEL
Gen'l Mgr. & Prog. Dir.—Angel Luis Vazquez.

2. FACILITIES
5,000 w.; 1420 kc.
Operating schedule: 6:00 am-10:00 pm Mon thru Fri; 6:00 am-midnight Sat; 8:00 am-10:30 pm Sun. AST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 4/3/67.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	6.00	4.00	3.00

7. PACKAGE PLANS
MONTHLY PACKAGES
(In contracts for 3 months or more)

MON THRU SUN: PER DAY:	1 min	30 sec	15 sec
5 ti	565	335	225
10 ti	940	560	375
15 ti	1275	760	500
MON THRU SAT:			
5 ti	490	300	200
10 ti	715	500	325
15 ti	1000	700	450
MON THRU FRI:			
5 ti	415	270	170
10 ti	690	425	290
15 ti	915	585	375

GUAYAMA

WXRF

1946

Media Code 4 240 2750 6.00
Guayama Broadcasting Co., Box 600, 42 Hostos St., Guayanna, P. R. 00654. Phone 243.

1. PERSONNEL
General Manager—Gumersindo Cordero, Jr.

2. FACILITIES
1,000 w.; 1500 kc.
Operating schedule: 5:30 am-11 pm. AST.

4. AGENCY COMMISSION
15/0 time only; monthly.

TIME RATES
Eff ——Rec'd 8/31/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	4.00	2.50	2.00

7. PACKAGE PLANS

PER DAY:	5 ti	10 ti	15 ti	20 ti
1 min	3.60	3.40	3.20	3.00
30 sec	2.25	2.13	2.00	1.88
15 sec	1.80	1.70	1.60	1.50

13-wk minimum.

ISABELA

WISA (FM)

1961

Media Code 4 240 3000 5.00
Louis A. Mojias, WISA Radio Station, Inc., Box "W", Jobos Rd., Isabela, P. R. Phone 872-2020.

1. PERSONNEL
Station Manager—Samuel Rodriguez Cintron.

2. FACILITIES
ERP 3,400 w.; 101.5 mc.
Operating schedule: 6 am-11 pm. AST.
Antenna ht.: 125 ft. above average terrain.

4. AGENCY COMMISSION
15% on time.

TIME RATES
Rates effective July 1, 1964.
Rates received October 5, 1964.

6. SPOT ANNOUNCEMENTS
1 ti 1.00
Spots take the same rate whether they are 15-second duration or 45 seconds.

MARICAO

WAEL-FM

1970

Media Code 4 240 3125 6.00
WAEL, Inc., Box AE, Mayaguez, P. R. 00708. Phones 832-4560, 0550, 833-0600.

1. PERSONNEL
Pres. & Gen'l Mgr.—Manuel Pirallo.

2. FACILITIES
ERP 10,000 w., 96.1 mc.
Operating schedule: 6 am-10 pm. AST.
Antenna ht.: 1,950 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WAEL, Mayaguez.

TIME RATES
Eff 10/1/70—Rec'd 8/10/72.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	2.50	1.75	1.00

7. PACKAGE PLANS

EA:	1 min	30 sec	15 sec
5 ti	1.50	1.10	.70
10 ti	1.45	1.05	.65
15 ti	1.40	1.00	.60

MAYAGUEZ (5 AM; 2 FM)

WAEL

1946

Media Code 4 240 3250 6.00
WAEL, Inc., Box AE, Mayaguez, P. R. 00708. Phones 832-4560, 832-0550, 833-0600.

1. PERSONNEL
Pres. & Gen'l Mgr.—Manuel Pirallo.
Commercial Manager—Pedro Ojeda.

2. FACILITIES
1,000 w.; 600 kc. Directional.
Operating schedule: 6 am-11 pm. AST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 4a, 4c, 5, 8b, 7a, 8.
Rate Protection: 10b, 11c, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21b, 21d, 22b, 23a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 29b, 30, 31.
Contracts: 40a, 41, 42b, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61b.
FM facilities: WAEL-FM, Maricao.

TIME RATES
No. 5 Eff——Rec'd 10/19/70.

6. SPOT ANNOUNCEMENTS

	1x	27x	54x	105x	157x	261+
15 sec.....	2.20	2.10	2.00	1.90	1.80	1.70
30 sec.....	3.00	2.90	2.80	2.70	2.60	2.50
1 min.....	5.00	4.80	4.60	4.40	4.20	4.00

7. PACKAGE PLANS

15 SECONDS OR LESS	5 ti	10 ti	15 ti
Mon thru Fri	1.36	1.25	1.14
Mon thru Sat	1.32	1.20	1.12
Mon thru Sun	1.30	1.17	1.09
30 SECONDS			
Mon thru Fri	1.95	1.79	1.63
Mon thru Sat	1.95	1.79	1.60
Mon thru Sun	1.70	1.66	1.50
1 MINUTE			
Mon thru Fri	2.76	2.55	——
Mon thru Sat	2.70	2.52	——
Mon thru Sun	2.65	2.49	——

Minimum 3 months.

6. PROGRAM TIME RATES

	1x	27x	54x	105x	157x	261+
1 hr	50	48	46	44	42	40
1/2 hr	30	29	28	27	26	25
1/4 hr	20	19	18	17	16	15
6 min	12	11	10	9	8	7

WKJB

1946

Media Code 4 240 3500 4.00
Jose A. Bechara, Jr., Box 1293, Mayaguez, P. R. 00708. Phones 832-4585, 4592.

1. PERSONNEL
President—Jose A. Bechara, Jr.
Sta. & Com'l Mgr.—Amaury Santiago.

2. FACILITIES
1,000 w.; 710 kc.
Operating schedule: 5 am-midnight. AST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Contracts must be signed, specifying the number of programs or announcements, not to exceed one year, and provide for a minimum of one broadcast every week. Contracts accepted in accordance with NAB Standards of Practice, 1946.
Maximum of 300 words during each 15 minute program time. Station breaks limited to 15 seconds. All program units 60 to 90 seconds less than indicated. Programs may be in either English or Spanish.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 8/1/69—Rec'd 10/8/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	4.00	3.00	2.25

7. PACKAGE PLANS

MON THRU SUN. PER MO:	1 min	30 sec	15 sec
5 ti	——	325	230
10 ti	800	565	380
MON THRU SAT:			
5 ti	——	280	200
10 ti	700	500	340

7 pm-5 am 20% discount.
3-month minimum.

6. PROGRAM TIME RATES
A—5:30 am-7 pm.
B—All other times.

	A			B		
	1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 x	50	30	20	40	22	15
52 x	45	25	18	34	20	14
104 x	40	22	16	32	18	13
312+	38	20	14	28	16	11

PUERTO RICO

WKJB-FM

1962

Media Code 4 240 3501 2.00
Jose A. Bechara, Jr., Box 1293, Mayaguez, P. R. 00708. Phones 832-4585, 4592.
See affiliated AM station for additional information.

5. FACILITIES
Eff: 13,300 (horiz.), 13,300 (vert.); 99.1 mc.
Operating schedule: 5:10 am-midnight daily. AST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 12/1/65—Rec'd 5/31/66.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	1.75	1.00	.75

7. PACKAGE PLANS

PER MO:	1 min	30 sec	15 sec
5 ti Mon thru Sun	190	110	——
5 ti Mon thru Fri	140	90	——
10 ti Mon thru Sun	360	200	120
10 ti Mon thru Fri	275	150	100
15 ti Mon thru Sun	——	295	175
15 ti Mon thru Fri	——	225	140

All packages 3 months minimum.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	20	12	7
52 x	18	10	6
104 x	15	8	5

WORA

1947

Media Code 4 240 3750 5.00
Radio Americas Corp., Box 43, Darlington Bldg., Mayaguez, P. R. 00708. Phone 809-832-1150. Cable address "Raco."

STATION'S PROGRAMMING DESCRIPTION
WORA: Programmed for mass appeal to Puerto Ricans and Latin Americans.
MUSIC: MOR. NEWS: 5 min at :30; capsule sports am & afternoon drive time. Roundtable Sun 10-10:30 pm. Newsfeeds from Cadena Radio. Mobile unit, 2 newswires, remote facilities. National, International, local and regional, special attention to Puerto Rican news (60-70%). Emphasis on actualities. COMMERCIAL POLICY: spots in either English or Spanish. No charge for translations or reasonable production. Contact Representative for further details. Rec'd. 4/9/73.

1. PERSONNEL
General Manager—Edgardo Falcon.
Resident Manager—Helma I. Jordan.
Chief Engineer—Nelson Nin Lugo.

2. REPRESENTATIVES
Quality Broadcasting System.

3. FACILITIES
5,000 w.; 760 kc.
Operating schedule: 5-12:15 am. AST.

4. AGENCY COMMISSION
20% time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 23a, 24c, 26, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
TV facilities: WORA-TV.
Member: La Gran Cadena.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 9/1/66—Rec'd 11/28/66.
A—7 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A			B		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
Ea	4.00	3.00	2.25	3.50	3.25	2.00

7. PACKAGE PLANS
(Minimum 3 months contract)

	Mon thru Sat			Mon thru Sun		
EA:	3ti	5 ti	10 ti	3 ti	5 ti	10 ti
1 min	3.79	3.23	2.73	3.74	3.23	2.69
30 sec	2.43	2.18	1.93	2.19	2.13	1.88
15 sec	1.92	1.68	1.33	1.81	1.54	1.29

	Mon thru Sat			Mon thru Sat		
1 min	290.00	427.00	712.00	341.00	491.00	816.00
30 sec	100.00	284.00	503.00	206.00	324.00	579.00
15 sec	150.00	208.00	348.00	165.00	235.00	391.00

Class B—less 20%.

8. PROGRAM TIME RATES

	A			B		
	1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 x	50	30	20	40	22	18
52 x	45	25	18	34	20	14
104 x	40	22	16	32	18	15
312+	33	20	14	28	16	11

Edited by Helma I. Jordan.

WORA-FM

1957

Media Code 4 240 3751 3.00
Radio Americas Corp., Box 43, Darlington Bldg., Mayaguez, P. R. 00708. Phone 809-832-1150. Cable address "Raco."
See affiliated AM station for additional information.

1. PERSONNEL
Chief Engineer—Alid Obed Perez.

2. FACILITIES
ERP 5,500 w.; 97.5 mc.
Operating schedule: Mon thru Sat 6 am-midnight & Sun 7 am-midnight. AST.
Antenna ht.: 2 000 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
TV facilities: WORA-TV.
Member: La Gran Cadena.

TIME RATES

Sold only in combination with WQBS-FM, San Juan. See that listing for rates.
Edited by Helma I. Jordan.

(Mayaguez continued on next page)

PUERTO RICO

Mayaguez—Continued

WPRA
1937

Media Code 4 240 4000 4.00
WPRA, Inc., Box 569, Mayaguez, P. R. 00709.
Studio—12 N. Rio St., Mayaguez, P. R.

1. PERSONNEL
Pres. & Gen'l Mgr.—Andres Camara.
Sales Manager—Mario Acosta.

3. FACILITIES
1,000 w.; 990 kc.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Basic Rates: 20a.
Contracts: 46, 48, 49.
Cancellation: 73b.

TIME RATES
No. 12 Eff 11/1/71—Rec'd 7/26/72.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	4.00	2.40	1.30

7. PACKAGE PLANS

PER DAY:	MON-FRI 10 ti	MON-FRI 5 ti	MON-SAT 10 ti	MON-SAT 5 ti	MON-SUN 10 ti	MON-SUN 5 ti
15 sec	1.10	1.15	1.05	1.10	1.00	1.05
30 sec	2.10	2.20	2.00	2.10	1.90	2.00
1 min	3.20	3.30	3.10	3.20	3.00	3.10

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	60	33	18

WTIL
1950

Media Code 4 240 4250 5.00
Mayaguez Radio Corp., Box 1360, Mayaguez, P. R. 00708. Phones 622-1290-1-2.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gilbert Mamery.
Program Director—Rafael Colon Diaz.
Station Manager—Patricio R. Fremaintt.

2. REPRESENTATIVES
Pan American Broadcasting Company.
San Juan—Schellenberg & Kirwan, Inc.

3. FACILITIES
1000 w.; 1300 kc.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
20/2 if paid within 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24a.
Contracts: 40a, 48.
Comb.; Cont. Discounts: 64b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Length of commercial copy:
5 minutes — 1:30 minutes
15 minutes — 4:00 minutes
30 minutes — 9:00 minutes
60 minutes — 18:00 minutes

TIME RATES
No. 8 Eff 9/15/71—Rec'd 8/3/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	4.55	2.80	2.00

7. PACKAGE PLANS

	—Mon thru Sun— 1 min	30 sec	15 sec	—Mon thru Sat— 1 min	30 sec	15 sec
10 ti	885	625	395	790	550	355
5 ti	560	375	250	495	330	225

Minimum 3 months, across the board.

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	65.00	35.00	18.50	10.00
26 x	62.00	33.00	17.50	9.00
52 x	60.00	30.00	16.50	8.25
104-312 x	57.00	29.00	15.50	8.00

PONCE (4 AM; 3 FM)

WISO
1953

Media Code 4 240 4500 3.00
South Puerto Rico Broadcasting Corp., Box 2023, Torres Bldg., Roosevelt and Torres Sts., Ponce, P. R. 00731. Phones 842-1257, 4124.

1. PERSONNEL
General Manager—Luis E. Freyre.

2. REPRESENTATIVES
Pan American Broadcasting Company.

3. FACILITIES
1,000 w.; 1260 kc.
Operating schedule: 6:00 am-midnight. AST.

4. AGENCY COMMISSION
15/6 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 15b
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 26, 28b, 28c, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 40b, 41, 42a, 42c, 43, 44a, 44b, 45, 47a, 47d, 47e, 48, 49, 51a, 51b, 51c.
Comm.; Cont. Discounts: 60a, 60d, 60e, 61a, 61b, 62b, 62d.
Cancellation: 70b, 70c, 71b, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 3/1/67—Rec'd 2/17/67.

6. SPOT ANNOUNCEMENTS

	1 min	45 sec	30 sec	15 sec
1 ti	4.50	3.25	2.50	1.80
100 ti	4.30	3.10	2.40	1.70
200 or more	4.10	2.95	2.30	1.60

7. PACKAGE PLANS
(Mon thru Fri)

PER MO:	5 ti	10 ti	15 ti	20 ti
1 min	320	575	790	950
30 sec	220	340	470	560
15 sec	150	250	340	410

(Mon thru Sat)

PER MO:	5 ti	10 ti	15 ti	20 ti
1 min	395	690	935	1275
30 sec	250	445	620	750
15 sec	175	285	391	475

(Mon thru Sun)

1 min	450	765	1050	1250
30 sec	285	500	710	890
15 sec	200	320	430	525

13 weeks minimum.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	312x
1 hr	50.00	47.50	45.00	42.50	40.00
1/2 hr	26.00	24.00	22.00	22.00	21.00
1/4 hr	15.00	14.00	13.00	12.00	11.00

WLEO
1956

RAB

Media Code 4 240 4750 4.00
Ponce Broadcasting Corp., Box 38, Playa Ponce, P. R. 00731. Phone 842-3036.

1. PERSONNEL
President—Julius H. Conesa.
General Manager—Julio H. Conesa, Jr.
Station Manager—Jose M. Rodriguez.

3. FACILITIES
250 w.; 1170 kc. Non-directional.
Operating schedule: 24 hrs. daily. AST.

4. AGENCY COMMISSION
15% on contracts of 1,000 or less; 20% on contracts of 1,000 or more; 2% within 20 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24c, 26, 28c.
Contracts: 41, 46, 47e.
Cancellation: 72, 73a.
Prod. Services: 82.
FM facilities: WZAR (FM).

TIME RATES
No. 10 Eff 1/15/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

	1x	201x	451x	726x	901+
1 min	5.50	4.40	4.13	3.85	3.58
45 sec	4.30	3.44	3.23	3.01	2.80
30 sec	3.30	2.65	2.48	2.31	2.15
15 sec	2.30	1.84	1.74	1.61	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	70	40	25

WPAB
1959

NAB RAB

Media Code 4 240 5000 3.00
Portorican American Broadcasting Co., Inc., Box 4469, 65 Infantry Ave., Ponce, P. R. 00731. Phone 842-3260.

1. PERSONNEL
President—A. Gimenez-Aguayo.
General Manager—A. Gimenez-Porrato.

2. REPRESENTATIVES
San Juan—Schellenberg & Kirwan, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 550 kc.
Non-directional.
Operating schedule: 6:00 am-midnight Mon thru Sat: 7:00 am-11:00 pm Sun. AST.

4. AGENCY COMMISSION
15% on net station time charges.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 26, 28c, 31.
Contracts: 40a, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60b, 801, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Programs and announcements may be made in either Spanish or English.

TIME RATES
Rates effective January, 1966. (Card No. 11.)
Card received October 28, 1965.

6. SPOT ANNOUNCEMENTS
(Regular schedule only)
1 min — 6.00 15 sec — 3.00
30 sec — 4.00
(Mon-Sat or Mon-Sun)

7. PACKAGE PLANS
PER MONTH

	—Mon-Sat— 3 ti	5 ti	10 ti	—Mon-Sun— 3 ti	5 ti	10 ti
1 min	430.	660.	1175.	500.	765.	1350.
30 sec	285.	440.	780.	330.	510.	900.
15 sec	215.	330.	585.	250.	380.	675.

Across the board when available. 1 product only. Contracts for a minimum of 3 consecutive months.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	10 min
1 ti	70.00	40.00	15.00
52 ti	60.00	35.00	13.00
104 ti	55.00	30.00	11.00
312 or more ti	45.00	25.00	10.00

WPAB-FM
1969

NAB RAB

Media Code 4 240 5001 1.00
Portorican American Broadcasting Co., Inc., Box 4469, 65 Infantry Ave., Ponce, P. R. 00731. Phone 842-3260.
See affiliated AM station for additional information.

3. FACILITIES
ERP 14,500 w. (horiz.), 14,500 w. (vert.); 93.3 mc. Stereo.
Operating schedule: 6:30 am-11:30 pm. AST.

TIME RATES
No. 1 Eff 5/1/69—Rec'd 3/3/70.

6. SPOT ANNOUNCEMENTS
Mon thru Sun, 1 min or less, ea — 2

7. PACKAGE PLANS

MON THRU SUN:	1 ti	3 ti	5 ti	16 ti
1 min or less, per mo	55	150	240	450

1 month minimum.

WPRP
1956

Media Code 4 240 5250 4.00
The Voice of Puerto Rico, Inc., Box 430, Ponce By-Pass, Ponce, Puerto Rico 00731. Phone 809-842-0166. 7001.

STATION'S PROGRAMMING DESCRIPTION
WPRP: Programmed for mass appeal to Puerto Ricans and Latin Americans.
MUSIC: MOR. AIR PERSONALITIES handle all segments. Frequent promotions, contests. NEWS: 5 min at :55, extended newsblocks M-Sat, 5:30-7:55 am and 5:25-6 pm. Newsblocks feature capsule sports and weathercasts, headline reports, detailed news. Roundtable with newsmakers Sun 8:30-9 pm. Newsfeeds from Cadena Radio. Mobile unit, 2 newswires, remote facilities. National international, local and regional, special attention to Puerto Rican news (60-70%). Emphasis on actualities. SPORTS: winter league baseball. COMMERCIAL POLICY: spots in either English or Spanish. No charge for translations or reasonable production. Contact Representative for further details. Rec'd 3/11/74.

1. PERSONNEL
Resident Manager—Miguel A. Borrero.
Program Director—Albanez Figueroa.

2. REPRESENTATIVES
Quality Broadcasting System.

3. FACILITIES
5,000 w. days, 500 w. nights; 910 kc.
Operating schedule: 5-12:15 am. AST.

4. AGENCY COMMISSION
20% time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 23a, 24c, 26, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Programs and announcements in Spanish or English.
Member: La Gran Cadena.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 1/1/74—Rec'd 3/11/74.
AAA—6-9:30 am & 4-7 pm.
AA—9:30 am-4 pm.
A—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

	—1 min— AAA	AA	A	—30 sec— AAA	AA	A
1 x	6.00	5.00	3.00	4.00	2.50	1.50
100 x	5.90	4.90	2.90	3.90	2.40	1.40
200 x	5.80	4.80	2.80	3.80	2.30	1.30
300 x	5.70	4.70	2.70	3.70	2.20	1.20
400 +	5.60	4.60	2.60	3.60	2.10	1.10
15 SEC:				AAA	AA	A
1 x				2.50	1.75	1.00

WPRP-FM
1976

Media Code 4 240 5251 2.00
The Voice of Puerto Rico, Inc., Box 430, Ponce By-Pass, Ponce, P. R. 00731. Phones 842-0166, 7001.
See affiliated AM station for additional information.

3. FACILITIES
ERP 9,000 w.; 105.1 mc.
Operating schedule: 6 am-midnight. AST.
Antenna ht.: 250 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: La Gran Cadena.

TIME RATES
No. 3 Eff 8/18/71—Rec'd 4/24/72.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	2.00	1.00	.60

7. PACKAGE PLANS

13 WKS: PER MO:	—Mon-Sat— 5 ti	10 ti	15 ti	—Mon-Sun— 5 ti	10 ti	15 ti
1 min	150	250	325	292	580	850
30 sec	75	150	200	117	234	351
15 sec	50	100	125	75	125	150

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	60	30	15

WZAR (FM)
1966

NAFMB

Media Code 4 240 5513 5.00
Ponce Broadcasting Corp., Box 32, Playa Ponce, P. R. 00731. Phones 842-3035, 1170, TWX 843-1176.
See affiliated AM station for additional information.
AM facilities: WLEO.

3. FACILITIES
ERP 11,500 w. (horiz.), 11,500 w. (vert.): 101.9 mc Stereo.
Operating schedule: 24 hours daily. AST.
Antenna ht.: 4,266 ft. above average terrain.

TIME RATES
No. 1 Eff 6/1/71—Rec'd 6/29/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	4.00	2.60	1.65

7. PACKAGE PLANS

MON THRU SAT, PER MO:	1 min	30 sec	15 sec
5 ti	400	250	150
10 ti	650	375	225

Minimum 13 weeks.

8. PROGRAM TIME RATES

	1 hr	1/2 hr
1 x	80	40

SAN JUAN (11 AM; 7 FM)

(including Bayamon)

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WAPA
1947
SAN JUAN

NAB

A Hearst Owned Station

Media Code 4 240 6000 2.00
Hearst Radio, Inc., Box 4563, San Juan, P. R. 00905. Phone 724-3000.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ray Owen.
Program Director—Francisco Aransamendi, Jr.
Commercial Manager—Jose Bonilla.

3. FACILITIES
10,000 w.; 680 kc.
Operating schedule: 13 hours daily. AST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60g, 61c, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Maximum length of contract 1 year; minimum 1 broadcast weekly.
1 hour equals 57 minutes; 1/2 hour equals 27 minutes; 1/4 hour equals 12 minutes.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 4/19/68.

6. SPOT ANNOUNCEMENTS

	—ROS— 10 sec	30 sec	1 min	—Spec Pos— 10 sec	30 sec	1 min
10 x	5.00	7.35	14.50	5.90	9.05	17.60
20 x	4.75	7.00	13.75	5.65	8.75	17.00
40 x	4.50	6.75	12.00	5.40	8.45	16.40
80 x	4.25	6.50	12.25	5.15	8.15	15.80
160 x	4.00	6.25	11.50	4.90	7.85	15.20
320 x	3.75	6.00	10.75	4.65	7.55	14.60
640 x	3.50	5.75	10.00	4.40	7.25	14.00

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr	1 hr
1 x	25	40	75	125

WBMJ
1968
SAN JUAN

NAB RAB

Media Code 4 240 6125 7.00
Mid-Ocean Broadcasting Corp., Penthouse, Beriquen Hotel, San Juan, P. R. 00907. Phone 724-1190.

STATION'S PROGRAMMING DESCRIPTION
WBMJ: Programmed for mass appeal.
MUSIC: English 90%, Spanish 10%. 8 air personalities handle all programs. Emphasis on local activities and personalities. Audience participation through telephone and write in contests. Rec'd 5/2/75.

1. PERSONNEL
President—Anthony Hope.
Vice-Pres. & Gen'l Mgr.—Robert Lee Bennett.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 1190 kc. Directional.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
15/2 time only; net 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 25b, 25c, 29b, 30, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60f, 601, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod Services: 80, 82.
Programmed in Spanish. Commercials accepted in English.

TIME RATES
No. 8 Eff 10/15/73—Rec'd 11/1/73.
AA—Mon thru Sat 8-9 am.
A—Mon thru Sun 9 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
30 SECONDS

TOTAL CONTRACT ORDER:	$100	$250	$500	$1,000	$2,000	$3,500
AA	12.80	12.00	11.30	10.70	10.20	9.80
A	10.10	9.30	8.60	8.00	7.50	7.10
B	3.60	3.30	3.05	2.85	2.70	2.60

1 min: extra 25%. 15 sec: less 25%.
Specified time: In AA, A or B, extra 25%.

(This listing continued on next page)

7. PACKAGE PLANS
TAP 1—6 am-7 pm (12 hour parts).
TAP 2—6 am-midnight (18 hour parts).
TAP 3—6-6 am (24 hour parts).

TOTAL CONTRACT ORDER:	$100	$250	$500	$1,000	$2,000	$3,500
TAP 1	10.60	9.80	9.10	8.50	8.00	7.60
TAP 2	9.00	8.30	7.70	7.20	6.80	6.50
TAP 3	7.30	6.70	6.20	5.80	5.50	5.30

1 min: extra 25%. 15 sec: less 25%.
Specified time: In AA, A or B, extra 25%.

16. SPECIAL FEATURES
Newscasts: Extra 25%.
Schedule must be equally distributed among all hour parts.

Edited by Robert Bennett.

WCAD (FM)
1965

Med'a Code 4 240 6150 2.00
American Colonial Broadcasting Corp. of Puerto Rico, Box 4583, San Juan, P. R. 00936. Phone 767-4795.
See affiliated AM station for additional information.
AM facilities: WKVM.

STATION'S PROGRAMMING DESCRIPTION
WCAD (FM): Programmed for young adults and teens.
MUSIC 90%: progressive rock, rhythm & blues, latin & country. All music programs handled by AIR PERSONALITIES. NEWS 10%: 2-1/2 hour English language newsblock 6:30-9 am M-F, features international, national, local, sports, business news & music, conversation and special features. Community affairs, public service campaigns and other projects. COMMERCIAL POLICY: Complete bilingual (English/Spanish) production available. Maximum commercial load 6 units per hour, 3 units per 20 min segment. Rec'd 3/25/74.

1. PERSONNEL
Station Manager—Janet Luttrell.
General Sales Manager—Lynn Beaumont.

3. FACILITIES
EIRP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc. Stereo.
Operating schedule: 24 hours daily. AST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
20/0 time only.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 5/3/74.

6. SPOT ANNOUNCEMENTS

ROS, PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10	9	8	7	6
30 sec	9	8	7	6	5

ROS, PER MO:	50 ti	75 ti	100 ti
1 min	7	6	5
30 sec	6	5	4

ROS, PER YR:	500x	1000x	1500x
1 min	7	6	5
30 sec	6	5	4

WEYA (FM)
1964
BAYAMON

Media Code 4 240 6157 7.00
Radio Aeropuerto, Inc., 74 Mayaguez St., Hato Rey, San Juan, P. R. 00917. Phone 766-5000.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carlos M. Pirallo.
Program Director—Jose A. Cruz.
Chief Operator—Rafael A. Valdes.

3. FACILITIES
ERP 30,000 w.; 94.7 mc. Stereo.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
AM facilities: WRAI.

TIME RATES
No. 1 Eff————Rec'd 3/4/74.

7. PACKAGE PLANS

ROS, EA:	1 wk	3 wk	6 wk	12 wk
1 min	2.31	2.08	1.96	1.63
30 sec	1.72	1.54	1.48	1.19
15 sec	1.06	.95	.92	.74

6 spots daily Mon thru Sat/3 Sun.

16. SPECIAL FATURES
Newscasts at :00—5 ti Mon thru Sat 300.00.
Incl 1 30-sec spot. Minimum contract 3 wks.

WHOA
1954
SAN JUAN

RAB

Media Code 4 240 6250 3.00
Continental Broadcasting Corp., Box V., 165 Padre de las Casas, Esq. Munoz Riveria, Hato Rey, P. R. 00919. Phone 765-8700.

STATION'S PROGRAMMING DESCRIPTION
WHOA: bi-lingual middle-of-the-road with accent on public affairs and news. NEWS: local 50%, national 50%. Carry network news plus U. S. wire service by cable direct from states. AP service station. Featured programs by local personalities. MUSIC: middle-of-the-road blend of best from states and best from Latin America. Rec'd 10/6/69.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carmina Mendez.
Program Director—Bill Thompson.

3. FACILITIES
5,000 w.; 870 kc.
Operating schedule: 19 hours daily. AST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4c.
Rate Protection: 10b, 11b, 12b, 13b, 14b 15b.
Basic Rates: 20b, 21a, 21b, 22a, 29a, 30.
Contracts: 44a, 44b, 45, 46, 50, 51b.
Comb.; Cont. Discounts: 60b, 66i, 61a, 61b, 62d.
Cancellation: 70a, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 1/1/71—Rec'd 9/1/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208+
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	7.00	6.30	5.60	4.80	4.20

7. PACKAGE PLANS

PER WK:	20 ti	25 ti	30 ti	35 ti	40 ti
1 min	494	418	741	865	988
30 sec	347	433	520	607	693

Rates are cost per mo; 6 mo minimum.

16. SPECIAL FEATURES
5-min news 15 3-min news 9

WIAC — WIAC-FM
1947 — 1961
SAN JUAN

Media Code 4 240 6500 1.00
Bestov Broadcasting, Inc. of Puerto Rico, Box 4504, San Juan, P. R.; Ponce De Leon Ave., 1261 Santurce, P. R. 00901.

1. PERSONNEL
General Manager—Luis A. Mejia.

3. FACILITIES
10,000 w.; 740 kc.
Operating schedule: 6:00 am-midnight. AST.
FM FACILITIES
ERP 91,600 w.; 102.5 mc.
Antenna ht.: 142 ft. above sea level.
Operating schedule: 7:00 am-11:00 pm daily. AST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 25b, 29a.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60b, 61b, 62c.
Cancellation: 70a, 70c, 71b, 73a.

TIME RATES
Rates effective April 1, 1964. (Card No. 4.)
Card received April 17, 1964.

6. SPOT ANNOUNCEMENTS
1 min 7.00 15 sec 3.50
30 sec 4.00

7. PACKAGE PLANS
(Monday thru Saturday)

PER MO:	1 min	30 sec	15 sec
5 ti	850.	490.	275.
10 ti	1610.	825.	525.
15 ti	2260.	1260.	750.

(Monday thru Sunday)

5 ti	965.	555.	210.
10 ti	1825.	1050.	590.
15 ti	2540.	1410.	840.

All packages are across the board only.

8. PROGRAM TIME RATES
(5:30 am-11:00 pm)

	1 hr	1/2 hr	1/4 hr
1 ti	80.00	50.00	27.00
26 ti	75.00	47.00	25.00
52 ti	70.00	44.00	22.00
102 ti	65.00	41.00	21.00
212 or more ti	60.00	38.00	10.00

WJIT
1947
SAN JUAN

Media Code 4 240 6750 2.00
Metro Broadcasting Co., Inc., El Monte Mall, Hato Rey, P. R. 00918.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David F. Gleason.
Assistant Manager—Wilma Gonzalez.
Program Director—Saul Maldonado.

3. FACILITIES
10,000 w.; 1140 kc.
Operating schedule: 5:30 am-midnight. AST.

4. AGENCY COMMISSION
20% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12c, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 23a, 26, 27, 30, 31, 33a.
Contracts: 40a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 80, 81, 82.
Programs and spots in Spanish.

TIME RATES
No. 2 Eff————Rec'd 2/28/75.
AA—5:30 am-8 pm.
A—8 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			A		
	15 sec	30 sec	1 min	15 sec	30 sec	1 min
Ea	5.50	7.00	13.00	4.50	6.00	10.00

7. PACKAGE PLANS
13 WEEK PACKAGE
MON THRU FRI—CLASS AA

PER WK, EA:	16 ti	15 ti	20 ti	25 ti	30 ti	50 ti
15 sec	3.90	3.80	3.50	3.25	3.00	2.75
30 sec	5.40	5.35	4.85	4.50	4.00	3.75
1 min	9.40	9.10	8.20	8.00	7.75	7.25

WJIT-FM
1961
SAN JUAN

Information will be published shortly.

WKAQ
1922
SAN JUAN

Media Code 4 240 7000 1.00
El Mundo Broadcasting Corp., Box 4068, San Juan, P. R. 00936.
Studios: 283 Franklin D. Roosevelt Ave., Hato Rey, P. R. 00918.

1. PERSONNEL
General Manager—Reinaldo Royo, Jr.
Sales Manager—Raul Muxo.
Program Director—Jose Juan Ortiz.

2. REPRESENTATIVES
Inter-American Publications, Inc.

3. FACILITIES
5,000 w.; 580 kc.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 2b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12c, 13b, 14b.
Basic Rates: 20b, 21b, 22a, 23a, 26, 27, 30, 31, 33a.
Contracts: 40a, 42c, 43, 44a, 45, 46, 47c, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 61a, 62b.
Cancellation: 70a, 70c, 73a, 73b.
Prod. Services: 80, 81, 82.
Programs and announcements made in Spanish.

TIME RATES
No. 22 Eff 1/1/75—Rec'd 11/27/74.

6. SPOT ANNOUNCEMENTS
A—6 am-7 pm.
B—All other times.

	A			B		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
Ea	23	16	12	16	10	7

7. PACKAGE PLANS
A—8 am-7 pm.
A & B—8 am-midnight.

A. DAILY	1 min 5 ti	1 min 10 ti	30 sec 5 ti	30 sec 10 ti	15 sec 5 ti	15 sec 10 ti
Mon-Sat	------	5100	1800	3200	1850	2500
Mon-Sun	------	5500	2100	3700	1550	2800
A & B, 16 TI DAILY:					30 sec	15 sec
Mon-Sat (5A, 5B)					2900	2100
Mon-Sun (5A, 5B)					3200	2500

Spots on Package plans may be used in less than 13 weeks if desired, with the approval of station.

8. PROGRAM TIME RATES
A—6 am-7 pm.
B—All other times.

	A			B		
	1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 x	220	135	80	175	100	55
52 x	205	125	70	165	85	50
104 +	190	115	60	150	75	45

10. SPECIAL FEATURES
A—6-8 am.
B—5:30-6 am.

RADIO RELOJ
Broadcast simultaneously Mon thru Sat 5:30-8 am including all spots at following combined rate (includes WKAQ, WKAQ-FM, San Juan, WLEO, Ponce, WKJB, Mayaguez and WABA, Aguadilla):

	A			B		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
Ea	51	37	27	39	26	19

WKAQ-FM
1958
SAN JUAN

Media Code 4 240 7125 8.00
El Mundo Broadcasting Corp., Box 4068, San Juan, P. R. 00936.
Studios: 283 F. D. Roosevelt Ave., Hato Rey, P. R. 00918.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w. (horiz. & vert.): 104.7 mc. Stereo.
Operating schedule: 5:30 am-11 pm. AST.
Antenna ht.: 287 ft. above average terrain.

TIME RATES
No. 1 Eff 6/1/68—Rec'd 6/3/68.

6. SPOT ANNOUNCEMENTS

	15 sec	30 sec	1 min
1 x	1.60	2.60	3.60

7. PACKAGE PLANS
3 CONSECUTIVE MONTHLY PACKAGES
(Mon thru Sat)

	3 ti	8 ti	16 ti
15 sec	105	285	340
30 sec	175	340	540
1 min	235	460	740
(Daily)			
15 sec	120	230	380
30 sec	205	400	625
1 min	280	550	875

8. PROGRAM TIME RATES

	1x	26x	52x	104+
1 hr	46	42	38	34
1/2 hr	26	23	21	19
1/4 hr	15	14	13	12

WKVM
1945
SAN JUAN

Media Code 4 240 7250 2.00
American Colonial Broadcasting Corp., Box 4188 San Juan, Puerto Rico. Phones 722-0151, 724-0123.
All correspondence: WKVM, 1000 Ponce de Leon Ave. Santurce, Puerto Rico 00908.

1. PERSONNEL
General Manager—Gina Rivera.

3. FACILITIES
25,000 w.; 810 kc.
Operating schedule: 5:30-1 am. AST.

PUERTO RICO

4. AGENCY COMMISSION
20% time only; no commission on program charges.

5. GENERAL ADVERTISING See coded regulations
Contracts: 46a.
FM facilities: WCAD (FM).

TIME RATES
Eff 10/1/72—Rec'd 10/26/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	16	11	8

7. PACKAGE PLANS
3 mo minimum contract, minimum 3 spots daily Mon thru Sat. No frequency discount.

	1 min	30 sec	15 sec
Ea	13	9	7

RADIOREPORTER SPOTS

Ea. no frequency discount	21	14	9

8. PROGRAM TIME RATES
1 hr 200.00 1/4 hr 75.00
1/2 hr 125.00

WPRM (FM)
1959
SAN JUAN

Media Code 4 240 7750 1.00
Arso Radio Corp., Box 5369, San Juan, P. R. 00906. Phones 744-3131, 3132, 3133, 723-4195.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jesus M. Soto.
Sales Manager—Victor J. Falcon.

3. FACILITIES
ERP 25,000 w.: 98.5 mc.
Operating schedule: 6:30 am-midnight. AST.
Antenna ht.: 1,908 ft. above average terrain.

4. AGENCY COMMISSION
15%. 2% cash discount.

5. GENERAL ADVERTISING See coded regulations
General: *1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40c, 42a, 45, 47a, 48.
Comb.; Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71b, 73a.
Station will not broadcast more than 2 commercials in any one break: all commercial announcements will have the same rate, but cannot exceed 30-seconds.
(*) 60 min 5.00 30 min 3.00
Sold in combination with WNEL, Caguas, P. R. See that listing for discount.

TIME RATES
No. 3 Eff 12/1/68—Rec'd 1/31/69.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 x	2.50	2.00	1.50

7. PACKAGE PLANS
SPECIAL PACKAGES
(Minimum 13 consec wk—Mon thru Sun)
30 SECONDS

PER DAY:	2 ti	3 ti	4 ti	6 ti	8 ti
PER WK:	14 ti	21 ti	28 ti	42 ti	56 ti
Monthly	90	135	180	250	325

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	40	30	20

10. SPECIAL FEATURES
3-MINUTE NEWS PROGRAMS
6 ti daily, per month 175
12 ti daily, per month 325

TIME SIGNALS
(Even or odd hours at :15 or :45)
15 sec (9 ti per day, 63 ti per wk), per month 150

WQBS
1960
SAN JUAN

Media Code 4 240 7900 2.00
Quality Broadcasting Corp. of San Juan, Box 9930, 1st Federal Bldg., Santurce, P. R. 00908. Phone 809-725-4020.

STATION'S PROGRAMMING DESCRIPTION
WQBS: Programmed middle-of-the-road. AIR PERSONALITIES handle all segments. Newsblock feature capsule sports & weathercasts, headline reports, detailed news. 6 man news staff, 3 mobile units, 7 news wires, remote facilities. National, international, local & regional, special attention to Puerto Rican news (60-70%). Emphasis on actualities. COMMERCIAL POLICY: No charge for translations or reasonable production. Contact Representative for further details. Rec'd 5/10/74.

1. PERSONNEL
President—Alfredo R. de Arellano, Jr.
General Manager—Jose E. Falcon.

2. REPRESENTATIVES
Quality Broadcasting System.

3. FACILITIES
1,000 w.; 630 kc. Directional nights.
Operating schedule: 5 am-midnight. AST.

4. AGENCY COMMISSION
20/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10b, 12b, 14b, 15b, 16.
Basic Rates: 20a, 21a, 23a, 24c, 26, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 51c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Member: La Gran Cadena.

(This listing continued on next page)

PUERTO RICO

San Juan—W Q B S—Continued

TIME RATES

Eff 1/1/74—Rec'd 5/10/74.
AAA—6-9:30 am & 4-7 pm.
AA—0:39 am-4 pm.
A—7 pm-6 am.

8. SPOT ANNOUNCEMENTS

	AAA		AA		A	
EA:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	18.00	13.00	15.00	10.00	10.00	7.00
100 x	17.75	12.75	14.75	9.75	9.75	6.75
200 x	17.50	12.50	14.50	9.50	9.50	6.50
300 x	17.25	12.25	14.25	9.25	9.25	6.25
400+	17.00	12.00	14.00	9.00	9.00	6.00
15 SEC:				AAA	AA	A
Ea				9.00	7.50	5.00

7. PACKAGE PLANS

1 MINUTE

EA:	1x	100x	200x	300x	400+
2AAA, 2AA, 1A	15.20	14.95	14.70	14.45	14.20
2AAA, 1AA, 2A	14.20	13.95	13.70	13.45	13.20
1AAA, 2AA, 2A	13.60	13.35	13.10	12.85	12.60
1AAA, 1AA, 1A	14.30	14.05	13.80	13.55	13.30

30 SECONDS

2AAA, 1AA, 2A	10.40	10.15	9.90	9.65	9.40
2AAA, 1AA, 2A	9.60	9.35	9.10	8.85	8.60
1AAA, 2AA, 2A	9.00	8.75	8.50	8.25	8.00
1AAA, 1AA, 1A	9.65	9.40	9.15	8.90	8.65

W Q B S-FM

1961

SAN JUAN

Media Code 4 240 7901 0.00

Quality Broadcasting Corp. of San Juan, Box 9086, First Federal Bldg., Santurce, P. R. 00908. Phone 725-4020.

See affiliated AM station for additional information.

3. FACILITIES
ERP 5.000 w.; 99.0 mc.
Operating schedule: 6 am-midnight. AST.
Antenna ht.:————.

5. GENERAL ADVERTISING See coded regulations
Member: La Gran Cadena.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 1/1/70—Rec'd 6/3/70.
Rates quoted include WORA-FM, Mayaguez and WPRP-FM, Ponce which duplicate WQBS-FM.

8. SPOT ANNOUNCEMENTS

	1x	100 1x	250 1x	4368+
30 sec. ea	1.50	1.35	1.20	.91

9. PROGRAM TIME RATES
1 hr 100 1/2 hr 50

W R A I

1949

SAN JUAN

Media Code 4 240 7950 7.00
Radio Aeropuerto, Inc., 74 Mayaguez St., H. R., San Juan, P. R. 00917. Phone 766-5000, 764-1520.

1. PERSONNEL
President—Carlos M. Pirallo.
Gen'l & Sales Mgr.—Robert Norman.
Program Director—William Thompson.

3. FACILITIES
10,000 w.; 1520 kc.
Operating schedule: 24 hours. AST.

4. AGENCY COMMISSION
20%; payment within 20 days, 4% net discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 5.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 22a, 24b.
Contracts: 40a, 45.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WEYA (FM).

TIME RATES
No. 1 Eff 3/8/74—Rec'd 3/4/74.

6. SPOT ANNOUNCEMENTS

	1x	16x	36x	76x	165x	215+
1 min	8.15	7.50	7.20	6.90	6.60	5.95
30 sec	6.50	6.00	5.75	5.50	5.25	4.75
15 sec	4.25	3.90	3.75	3.60	3.45	3.10

10. SPECIAL FEATURES — 1 min / 30 sec
5-min news, open & close 8.15 6.50
3-min headline, open & close ---- 5.25
Minimum contract, 3 mo.

W R S J

1947

SAYAMON

Media Code 4 240 8000 0.00
P. H. Broadcasting Corp., Box 1560, Bayamon, P. R. 00619.
Studio: No. 3 Flamboyan St., Garden Hills, Guaynabo, P. R. 00905. Phone 782-6288.

1. PERSONNEL
President—Paul Hernandez, Jr.
Vice-Pres. & Mgr.—Amaury Santiago.
Sales—Carlos Bethel.

3. FACILITIES
5,000 w. days, 250 w. nights; 1560 kc.
Non-directional.
Operating schedule: 24 hours daily. AST.

4. AGENCY COMMISSION
20/2 within 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 7a, 8.
Rate Protection: 10b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 25a, 25b, 25c.
Contracts: 40b, 41, 42a, 42c, 43, 45, 46, 51b.
Comb.; Cont. Discounts: 60a, 00c, 60f, 61b, 62a, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Spanish language only.
Rate protection guaranteed for duration of contract if so stated on contract and agreed upon by station and advertiser under their respective signatures.
All spots are limited to a maximum of 30 seconds. In order to maintain a maximum of 120 seconds of spot commercial copy on the station breaks, 60-second spots will be accepted at double rate and 1 of the 30-second spots will be eliminated.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 6/1/75—Rec'd 7/24/75.
AAA—Mon thru Fri 6-9 am & 4-7 pm.
AA—Mon thru Sun 9 am-4 pm.
A—All other time.

8. SPOT ANNOUNCEMENTS

30 SEC. EA:	1x	100x	200x	300x	400+
AAA	11.00	10.75	10.50	10.25	10.00
AA	11.00	9.75	9.50	9.25	9.00
A	7.00	6.75	6.50	6.25	6.00

1 min: Extra 30%. 10 sec: Deduct 30%.

7. PACKAGE PLANS

30 SEC. EA:	1x	100x	200x	300x	400+
1AAA, 1AA, 1A	9.65	9.30	8.95	8.35	7.30
2AAA, 2AA, 1A	7.45	7.15	6.95	6.45	6.00

1 min: Extra 30%. 10 sec: Deduct 30%.

10. SPECIAL FEATURES
Spots within newscast, 7-8:30 am, extra 20%.
Spots within at :60 newscast/headlines/sports/all other special sections, extra 20%.
Submitted by Amaury Santiago.

W U N O

1949

SAN JUAN

Mooney Broadcasting Corporation

Media Code 4 240 8050 5.00
San Juan Broadcasting Corp., Box Q, Hato Rey, P. R. 00919. Phone 765-4720.

1. PERSONNEL
President—George P. Mooney.
General Manager—Virginia P. M. Meyer.
Sales Manager—Manuel Rivera Morales.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1320 kc.
Non-directional.
Operating schedule: 24 hrs daily. AST.

4. AGENCY COMMISSION
15% on net time; 2% cash discount 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25b, 25c, 30, 31
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 00a, 00c, 60d, 60e, 60f.
Contracts subject to cancellation on 28 days' prior written notice for programs and for announcements. Contracts may be renewed providing there is no interruption in service on 28 days' written notice for programs and for announcements.

TIME RATES
Eff ————Rec'd 3/4/74.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—Mon thru Sat 10 am-3 pm & 6-8 pm; Sun 6 am-8 pm.

6. SPOT ANNOUNCEMENTS

1 WK. 1 MIN:	6 ti	12 ti	24 ti	36 ti	48 ti	60 ti
AA	19.50	19.25	19.00	18.75	18.50	18.25
A	15.50	15.25	15.00	14.75	14.50	14.25
30 sec:						
AA	15.40	15.20	14.80	14.40	14.00	13.20
A	12.20	12.00	11.60	11.20	10.80	10.00
4 WK. 1 MIN:						
AA	19.20	19.05	18.80	18.55	18.30	18.05
A	15.35	15.10	14.86	14.60	14.35	14.10
30 sec:						
AA	15.25	15.05	14.65	14.25	13.85	13.05
A	12.10	11.85	11.50	11.10	10.70	9.90
13 WK. 1 MIN:						
AA	19.00	18.75	18.50	18.30	18.05	17.80
A	15.10	14.85	14.65	14.40	14.15	13.90
30 sec:						
AA	15.00	14.80	14.40	14.05	13.65	12.85
A	11.90	11.70	11.30	10.90	10.50	9.75
26 WK. 1 MIN:						
AA	18.55	18.30	18.05	17.80	17.60	17.35
A	14.75	14.50	14.25	14.00	13.80	13.35
30 sec:						
AA	14.65	14.45	14.05	13.65	13.30	12.55
A	11.60	11.40	11.00	10.65	10.25	9.50
52 WK. 1 MIN:						
AA	17.55	17.35	17.10	16.90	16.65	16.45
A	13.95	13.75	13.50	13.30	13.05	12.85
30 sec:						
AA	13.85	13.70	13.30	12.95	12.60	11.60
A	10.95	10.80	10.45	10.05	9.70	9.00

15 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP—1/3 AA, 2/3 A—1 MINUTE

PER WK:	6 ti	12 ti	24 ti	36 ti	48 ti	60 ti
1 wk	13.00	12.75	12.50	12.25	12.00	11.75
4 wk	12.85	12.60	12.35	12.10	11.85	11.60
13 wk	12.70	12.15	12.20	11.85	11.70	11.35
26 wk	12.35	12.10	11.90	11.65	11.40	11.15
52 wk	11.70	11.50	11.25	11.05	10.80	10.60

30 SECONDS

1 wk	10.40	10.20	9.80	9.60	9.20	8.40
4 wk	10.30	10.10	9.70	9.50	9.10	8.20
13 wk	10.15	9.95	9.55	9.35	8.95	8.20
26 wk	9.90	9.70	9.30	9.10	8.75	8.00
52 wk	9.35	9.15	8.80	8.65	8.30	7.55

15 sec: 50% of 1-min.

SAN SEBASTIAN

W F B A

1965

Media Code 4 240 8100 5.00
Pepino Broadcasters, Inc., Box CC, San Sebastian, P. R. 00755. Phone 896-1065, 1024.

STATION'S PROGRAMMING DESCRIPTION
WFBA: MUSIC: weekly hit parade of top 50 records—popular. NEWS: 5 min at :60; news program 6:30-8 am, M-F. Local public affair program 5:45-7 pm, M-F. Rec'd 3/31/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Felix Bonnet-Veles.

3. FACILITIES
500 w.; 1460 kc. Non-directional.
Operating schedule: 5 am-11:05 pm. AST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 2b, 3d, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 25c, 27, 28b, 29b, 30, 31, 32b, 33b.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 40, 51a.
Comb.; Cont. Discounts: 00b, 00d, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 4 Eff 1/1/72—Rec'd 1/31/72.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea	2.75	1.75	1.25

7. PACKAGE PLANS

PER MO. MON THRU FRI:	15 sec	30 sec	1 min
5 ti	125	170	290
10 ti	230	285	515
MON THRU SAT:			
5 ti	145	195	330
10 ti	260	325	585
MON THRU SUN:			
5 ti	165	225	380
10 ti	300	375	675

Minimum 13 wks.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	60	30	15

YAUCO

W K F E

1961

Media Code 4 240 8250 1.00
Radio Emisora WKFE, Box 324, Yauco, P. R. 00698. Phone 856-1320.

1. PERSONNEL
President—Julius H. Conesa.
Station Manager—J. L. Burmudez.
General Manager—Julio H. Conesa, Jr.

3. FACILITIES
250 w.; 1550 kc. Non-directional.
Operating schedule: 24 hours. AST.

4. AGENCY COMMISSION
15% on contracts of 1,000 or less; 20% on contracts of 1,000 or more; 2% within 20 days.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24c.
Contracts: 40a, 41, 46, 47c, 48.
Cancellation: 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES
No. 5 Eff 1/15/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

	1x	201x	451x	726x	901+
1 min	2.25	2.02	1.91	1.80	1.66
45 sec	1.80	1.62	1.53	1.44	1.35
30 sec	1.40	1.26	1.10	1.12	1.05
15 sec	1.00	.89	.84	.79	.74

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	50	30	20

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	31,237	Providence-Warwick-Pawtucket (County Basis)..	31,237
METRO AREAS		Total Metros (S.M.S.A.)	24,531
Providence-Warwick-Pawtucket (S.M.S.A.)	24,531	Total Metros (County Basis)..	31,237

Demographics!

They're a regular feature in SRDS. See Contents Page for exact location.

R-N 8/12

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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Coventry Town—Kent
Cranston—Providence
Cumberland Town—Providence
East Providence—Providence
Johnston Town—Providence
Newport—Newport
North Kingstown Town—Washington
North Providence Town—Providence
Pawtucket—Providence
Providence—Providence
Warwick—Kent
West Warwick Town—Kent
Woonsocket—Providence

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
RHODE ISLAND STATE TOTALS	981.1	325.20	4,239,471	13,037	5.9	13.2	12.2	28.8	33.2	2,524,861	7,764	562,777	92,759	406,825	129,625	106,716	370,934	169,660	501.66	2.3	24,665
BRISTOL G-3	45.6	14.13	225,630	15,968	3.5	11.0	10.2	26.7	43.7	81,391	5,760	25,425	3,592	5,143	4,987	3,686	15,615	7,225	26.08	.1	1,643
KENT E-3†	153.6	49.58	688,623	13,889	4.1	10.1	11.6	31.5	38.6	456,269	9,203	105,325	14,439	110,439	14,245	13,016	59,605	30,603	86.11	.2	1,548
Coventry Town	25.7	7.84	100,586	12,830	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Warwick	89.5	28.69	413,304	14,406	.....	.....	.....	.....	.....	299,858	10,452	58,188	7,475	106,231	7,378	6,470	37,537	17,006	.....	.....	.....
West Warwick Town	25.2	8.71	106,611	12,240	.....	.....	.....	.....	.....	70,181	8,058	22,946	3,103	2,060	4,799	2,334	6,957	6,100	.....	.....	.....
NEWPORT F-4†	96.8	26.76	399,152	14,916	6.6	15.8	12.6	25.9	29.7	176,347	6,590	39,811	7,002	24,002	8,209	5,241	29,132	13,389	41.73	.5	6,552
Newport	30.1	9.78	126,337	12,918	.....	.....	.....	.....	.....	59,799	6,114	13,077	2,224	12,862	6,616	2,842	6,503	4,427	.....	.....	.....
PROVIDENCE E-2	592.7	208.57	2,548,081	12,217	6.5	13.4	12.5	28.8	31.6	1,593,699	7,641	336,512	59,609	253,071	96,204	78,947	232,573	101,542	303.73	.8	7,472
Cranston	76.3	24.82	366,855	14,781	.....	.....	.....	.....	.....	155,226	6,254	43,487	8,274	18,899	8,328	15,540	18,256	13,061	.....	.....	.....
Cumberland Town	29.7	9.15	127,413	13,925	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
East Providence	50.5	17.12	218,144	12,742	.....	.....	.....	.....	.....	155,740	9,097	38,683	4,958	16,535	1,916	6,932	48,058	10,642	.....	.....	.....
Johnston Town	25.3	7.88	98,637	12,517	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
North Providence Town	26.6	8.85	117,401	13,266	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pawtucket	75.5	28.19	315,376	11,188	.....	.....	.....	.....	.....	198,885	7,055	40,566	9,235	35,446	15,616	11,261	35,012	12,863	.....	.....	.....
Providence	177.5	67.36	767,738	11,398	.....	.....	.....	.....	.....	688,081	10,215	110,520	19,634	117,768	57,937	26,837	89,765	34,410	.....	.....	.....
Providence-Warwick-Pawtucket Metro Area (Official S.M.S.A.)	952.0	297.22	3,544,445	11,925	.....	.....	.....	.....	.....	2,513,931	8,458	577,130	86,247	414,986	126,387	108,402	366,948	164,407	362.10	.....	.....
Providence-Warwick-Pawtucket Metro Area (county basis)	981.1	325.20	4,239,471	13,037	5.9	13.2	12.2	28.8	33.2	2,524,861	7,764	562,777	92,759	406,825	129,625	106,716	370,934	169,660	501.55	.....	.....
Woonsocket	48.3	17.59	179,590	10,210	.....	.....	.....	.....	.....	117,922	6,704	27,659	4,743	21,715	9,784	6,911	15,810	7,689	.....	.....	.....
WASHINGTON D-5	92.4	26.16	377,985	14,449	6.1	13.3	12.4	27.9	33.4	217,155	8,301	55,704	8,117	14,160	5,980	5,826	34,009	16,901	44.01	.7	7,450
North Kingstown Town	30.8	7.31	133,154	18,215	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

RADIO MARKET ESTIMATOR

Now, every month for you in SRDS Spot Radio Rates & Data.

Check it out for yourself in any of the top 150 markets directly below the city of license or major city designation heading.

You asked for it. Now you've got it.

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Standard Rate & Data Service, Inc.

the national authority serving TODAY'S media-buying function

R-3x

RHODE ISLAND

RHODE ISLAND

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

NEWPORT (1 AM)

Plus 1 paid cross reference.
Newport County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WADK
1948

American Information Network

Media Code 4 241 0500 5.00
KEY Stations, Box 367, Newport, R. I. 02840. Phone 401-846-1540.
1. PERSONNEL
President—Arnold S. Lerner.
General Manager—Gary Westphal Crowder.
Program Director—John Motolza.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England—Eckels & Queen, Inc.
3. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 25a, 29a.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with American Information Network.

TIME RATES
Eff 3/1/74—Rec'd 5/3/74.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti
1 min	12.00	11.75	11.50	11.00	10.50
30 sec	10.00	9.75	9.50	9.00	8.50

9. PARTICIPATING PROGRAMS
OPEN FORUM & PUBLIC OPINION SHOWS
5 ti per wk, ea. 12.00 3 ti per wk, ea. 13.00
13 wk minimum.
10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK, 13 WK MINIMUM:	7 ti	5 ti	3 ti	2 ti
Ea	16	17	18	19

Incl open & close plus 1-min & 20-sec spot.
2 3-MINUTE PROGRAMS
Ea 13 14 15 16
Community news, weathercasts, sports, school menus. Incl open, close plus 1-min spot.
13 wk minimum.

WKFD
WICKFORD

City of license, Wickford, R. I.
America's Cup Studio—Box 596, 379 Thames St., Newport, R. I. 02840. Phone 401-847-1370.
See listing under Wickford, R. I.

PAWTUCKET

Providence County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

See Providence-Pawtucket
(including Warwick-East Greenwich; West Warwick)

PROVIDENCE-PAWTUCKET

(10 AM; 5 FM)
(including Warwick-East Greenwich, West Warwick)
Kent County—Map Location E-6
Providence County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Stations	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	60	43	53	35
B	53	39	48	32
C	45	32	40	31
D	37	30	38	30
AVERAGE	49	37	45	32

WARV
1959
WARWICK-EAST GREENWICH

Media Code 4 241 0700 1.00
The Warwick Radio Station, Inc., (a subsidiary of Three East Communications Co., Inc.), 19 Luther Ave., Warwick, R. I. 02886. Phone 401-737-0700.
STATION'S PROGRAMMING DESCRIPTION
WARV: Programmed for adults.
MUSIC: MOR/contemporary. NEWS: emphasis local news, weather, marine weather, local sports, airline commuter reports, traffic. UPI audio network. Telephone talk show 11 am-noon. Contact Representative for further details. Rec'd 5/7/75.
1. PERSONNEL
Pres. & Sales Mgr.—Jim Bococh.
Vice-Pres./Programming—Donald Brown.
News Director—Bernie Grace.
2. REPRESENTATIVES
Boston—Eckels & Queen, Inc.
3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 28a, 29a.
Contracts: 40a, 42b, 45, 47a, 48.
Comb.; Cont. Discounts: 60a, 60d, 60h, 61a, 61b, 62a.
Cancellation: 70a, 70e, 71a, 73a.

TIME RATES
Eff——————Rec'd 5/7/75.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
1 min	8.00	7.00	6.00	5.00
30 sec	6.40	5.60	4.80	4.00

8. PROGRAM TIME RATES
1 hr. 85.00 1/2 hr. 55.00
10. SPECIAL FEATURES
5-min newscasts, flat 10.00
Edited by James B. Bocock, III.

WBRU (FM)
1966
PROVIDENCE

American FM Network

ABC-FM Spot Sales, Inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 241 1000 5.00
Brown Broadcasting Service, Inc., 75 Waterman St., Providence, R. I. 02912. Phone 401-272-9550.
STATION'S PROGRAMMING DESCRIPTION
WBRU (FM): MUSIC: rock, folk rock, jazz & blues programmed in concert form with emphasis on coherent music segments. Directed towards 18-24 age bracket. AIR PERSONALITIES handle all segments. Exposure is given to new & unknown artists provided music is in accord with station's programming objectives. NEWS: network at :15 followed by local news capsule; wrap-up 6-6:30 pm includes commentary, M-Sat; Evening report 10-10:15 pm. PUBLIC AFFAIRS: 1/2 hour daily interviews, speeches, documentaries. COMMERCIAL POLICY: no more than 8 commercial messages per hour. Contact Representative for further details. Rec'd 10/8/73.
1. PERSONNEL
General Manager—Michael Baumstein.
Sales Manager—Keith Burke.
Program Director—Barnet Malin.
2. REPRESENTATIVES
ABC FM Spot Sales.
3. FACILITIES
ERP 50,000 w.; 95.5 mc. Stereo.
Operating schedule: 6-3 am. EST.
Antenna ht.: 220 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 6b, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 24c, 25b, 28c.
Contracts: 40c, 41, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 61a.
Cancellation: 70c, 72, 73b.
Prod. Services: 80.
Affiliated with American FM Network.

TIME RATES
No. 9N Eff 3/1/75—Rec'd 3/13/75.
AAA—10 am-midnight.
AA—6-10 am.

8. SPOT ANNOUNCEMENTS

	AAA 1-12 ti	AAA 18 ti	AAA 24 ti	AA 1-12 ti	AA 18 ti	AA 24 ti
1 min	25	22	20	20	18	16
30 sec	20	18	16	16	14	13

WEAN
1922
PROVIDENCE

Alan Torbet Associates, Inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 241 2000 4.00
Providence Journal Co., 10 Dorrance St., Providence, R. I. 02903. Phone 401-277-7105.
STATION'S PROGRAMMING DESCRIPTION
WEAN: Programmed for adults & young adults. MUSIC: modern MOR. NEWS: local at :54, network at :55; at :25 in drive times. 4 man local news staff, mobile unit. SPORTS: professional baseball, basketball & hockey. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 10/21/74.
1. PERSONNEL
Director of Broadcasting—H .William Koster.
Station Manager—Lincoln W. N. Pratt.
National Sales Manager—Austin R. Mulligan.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w.; 790 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 net time; payable 15th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 28, 28a, 29a, 30.
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60a, 60i, 60k, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WPJB (FM).
Affiliated with American Contemporary Network.

TIME RATES
WEAN/WPJB (FM) COMBINATION
Eff——————Rec'd 1/27/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7-11 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK:	1 min 1 ti	6 ti	12 ti	13+	30 sec 1 ti	6 ti	12 ti	18+
1 x	33	31	29	27	26	25	23	21
260 x	31	29	27	25	25	23	21	20
500+	29	27	25	23	23	21	20	18
CLASS AA								
1 x	29	27	25	23	23	21	20	19
260 x	27	25	23	21	21	20	18	17
500+	25	23	21	19	20	18	17	15
CLASS A								
1 x	21	19	18	17	17	15	14	13
260 x	19	17	16	15	15	14	13	12
500+	17	15	14	13	14	13	11	10
CLASS B								
1 x	19	17	16	15	15	14	13	12
260 x	17	15	14	13	14	13	11	10
500+	15	13	12	11	12	11	10	9

C: 50% of B.
10 sec: 50% of 1-min.
AM only: 70% of combination rate.
FM only: 50% of combination rate.

7. PACKAGE PLANS
AUDIENCE PLAN—50% DRIVE, 50% OTHER

	1 ti	8 ti	12 ti	18+
1 min	21	20	19	18
30 sec	17	16	15	14

AM only: 70% of combination rate.
FM only: 50% of combination rate.

10. SPECIAL FEATURES
5 MINUTE NEWS

PER WK:	AAA 1x	AAA 156x	AAA 260+	AA 1x	AA 156x	AA 260+
1 ti	39	37	35	35	33	31
6 ti	37	35	33	33	31	29
12+	35	33	31	31	29	27
				A		
1 ti				27	25	23
6 ti				25	23	21
12+				24	22	20

AM only: 70% of combination rate.
FM only: 50% of combination rate.

WGNG
1950
PAWTUCKET

EASTMAN RADIO, INC.

Media Code 4 241 2250 5.00
Roger Williams Broadcasting Co., Inc., Box 55, Cumberland, R. I. 02864 Phone 401-725-6000.
STATION'S PROGRAMMING DESCRIPTION
WGNG: Programmed for total audience appeal. MUSIC: predominantly top 40 with careful mix of gold & current album cuts. Emphasis on local news. 16 trafficopter reports daily in drive times. Weekend beach reports. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 8/6/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald R. Hyako.
General Sales Manager—Ernest R Latessa.
Program Director—Dave Michaels.
2. REPRESENTATIVES
Eastman Radio, Inc.
New England—Santo Crupi.
3. FACILITIES
1,000 w.; 550 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 27, 28b, 29b, 30, 32b, 33b.
Contracts: 40a, 43, 44b, 45, 46, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Eastman Radio Network.

TIME RATES
No. 5 Eff 8/1/75—Rec'd 7/29/75.
I—Mon thru Fri 6-10 am & 3-7 pm.
II—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am- 3 pm; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	I 6 ti	I 12 ti	I 18 ti	I 24 ti	II 6 ti	II 12 ti	II 18 ti	II 24 ti
1 min	40	36	34	32	32	30	28	26

30 sec: 80% of 1-min.
10. SPECIAL FEATURES
Traffic helicopter reports—Mon thru Fri 7-9 am & 4/6 pm, per report 45.00.
Submitted by Donald R. Hyako.

(Providence-Pawtucket continued on next page)

WHIM WHIM-FM
1947 1966
PROVIDENCE

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 241 2500 3.00
Franks Broadcasting Co., Inc., 115 Eastern Ave. East Providence, R. I. 02914. Phone 401-438-6110.

STATION'S PROGRAMMING DESCRIPTION
WHIM: Programmed for adults & young adults 18-49.
MUSIC: modern country. NEWS: 5-minutes at :00 & 3-minutes at :20 & :40 in drive times; at :00 & :30 all other day parts. Drive time helicopter traffic reports. Weekend marine weather reports every hour. SPORTS: professional football. Contact Representative for further details. Rec'd 8/26/74.

1. PERSONNEL
President—John E. Franks.
Operations Manager—Carroll Philbrook.
General Sales Manager—Vic Sylvia.

2. REPRESENTATIVES
Katz Radio.
Boston—Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 50,000 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 434 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0 net time charges.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10e, 11e, 12e, 14e, 15e.
Basic Rates: 20a, 21b, 24a, 24c, 25a, 28b, 29a, 30, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 47e.
Comb.; Cont. Discounts: 60b, 60e, 60l, 62b, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Affiliated with Katz Radio Network.

TIME RATES
No. 4 Eff 10/1/74—Rec'd 10/28/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Sun 6 am-7 pm

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	42	39	37	35
AA	37	32	30	28
A	24	22	20	18

20/30 sec: 80% of 1-min. 10 sec: 66% of 1-min.

8. PROGRAM TIME RATES
5 min—1-1/4x 1-min. 1/4 hr—1-3/4x 1-min.
10 min—1-1/2x 1-min.

wice 1290
1947
PROVIDENCE

Buckley Radio Sales, Inc.

NAB

Media Code 4 241 3000 3.00
Crohan Communications Co., Box 1290, Providence, R. I. 02903. Phone 401-521-2711.

1. PERSONNEL
President—Robert J. Crohan.
Station Manager—Francis X. Correra.
Program Manager—Sherman A. Strickhauser.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1290 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0; time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13e, 14e, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a, 24c, 25a, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42a, 44b, 45, 46, 47a, 48, 50, 51e.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60l.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with CBS.
Affiliated with Mutual Black Network.

TIME RATES
No. 2 Eff 7/1/75—Rec'd 6/5/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	50	40	30	40	32	24
12 ti	45	36	27	38	30	22
18 ti	....	....	....	36	28	20
	A			B		
1 ti	35	28	21	25	20	15
12 ti	32	25	19	24	19	14
18 ti	30	24	18	23	18	13

Edited by Robert J. Crohan.

920 WJAR
1922
PROVIDENCE

mcgavren-guild pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 241 3500 2.00
The Outlet Company, 176 Weybosset St., Providence, R. I. 02903. Phone 401-751-5700. TWX 401-521-5372.

STATION'S PROGRAMMING DESCRIPTION
WJAR: Programmed for adults 18-49.
MUSIC: selected current & all-time hits of past 20 yrs. AIR PERSONALITIES. NEWS: 6 min national & local at :00; 10 min at 6, 7 & 8 am; 5 min at :30 in drive times. SPORTS: brief capsules every 20 min 6-9 am & 4-6 pm; college basketball & football; network championship event coverage. Contact Representative for further details. Rec'd 3/13/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Alan H. Andrews.
Sales Manager—Howard Holland.
Operations Manager—Jeffrey Mathieu.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 920 kc. Directional—night only.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 24c, 25a, 27, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60g, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 81, 82.
Affiliated with NBC.

TIME RATES
No. 18 Eff 5/1/73—Rec'd 5/3/73.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
B—Mon thru Sun 7-10 pm.
C—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	40.00	38.00	35.00	32.00	29.00
30 sec	32.00	30.50	28.00	25.50	23.00
10 sec	24.00	23.00	21.00	19.00	17.50
CLASS AA					
1 min	32.00	30.00	27.00	25.00	23.00
30 sec	25.50	24.00	21.50	20.00	18.50
10 sec	19.00	18.00	16.00	15.00	14.00
CLASS A					
1 min	28.00	26.00	24.00	22.00	20.00
30 sec	22.50	21.00	19.00	17.50	16.00
10 sec	17.00	15.50	14.50	13.00	12.00
CLASS B					
1 min	18.00	16.00	14.00	12.00	10.00
30 sec	14.50	13.00	11.50	10.00	8.00
10 sec	11.00	10.00	9.00	8.00	6.00

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

7. PACKAGE PLANS

AUDIENCE IMPACT PLAN:	1 min	30 sec	10 sec
12 ti (3AAA, 3AA, 4A, 2B)	24.00	19.00	14.50
18 ti (4AAA, 5AA, 6A, 3B)	22.00	17.50	13.00
24 ti (6AAA, 6AA, 8A, 4B)	20.00	16.00	12.00

All spots and plans may be combined to earn maximum weekly frequency.

MUSIC plus PERSONALITY
920 wjar
#3 Adult Cumes 18-49 M/F 6am 7pm ARB-TSA, Oct/Nov '74

WKRI
1956
WEST WARWICK

Media Code 4 241 3750 3.00
Consolidated Communications, Inc., 1501 Main St., West Warwick, R. I. 02893. Phone 401-821-6200.

STATION'S PROGRAMMING DESCRIPTION
WKRI: MUSIC: current hits blended with most important hits of past 2 decades. Current albums selected for appeal to young adults. NEWS: local at :49 in AM drive; delayed network news at :49 rest of day followed by local in PM. Telephone show —listeners call to discuss community problems & possible solutions. Contact Representative for further details. Rec'd 2/2/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hal Carpenter.
Business Manager—Jeanne McDonough.
Sales Manager—Bob Andrade.

2. REPRESENTATIVES
New York, Boston—Eckels & Queen, Inc.

3. FACILITIES
1000 w. days; 250 w. nights. 1450 kc.
Non-directional
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
15% time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 15b.
Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 24b, 26, 28a, 28c, 29a, 32a.
Contracts: 40a, 42a, 42d, 45, 46.
Comb.; Cont. Discounts: 60o, 60g, 61a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
No. 1 Eff 6/1/73—Rec'd 9/6/63.

6. SPOT ANNOUNCEMENTS
1 min, fixed 7.00 30 sec, fixed 5.60

7. PACKAGE PLANS
ROS PACKAGES

PER MO:	15 ti	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	4.80	4.60	4.40	4.20	4.00	3.80

30-day period; minmum 1 spot every other day.

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.75	5.50	5.00	4.50	4.25
30 sec	4.60	4.40	4.00	3.60	3.40

7-day period.

DISCOUNT
6 mo—5% 12 mo—10%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	50	35	25	15

10. SPECIAL FEATURES

NEWS, PER WK:	1 ti	2 ti	3 ti	5 ti	10 ti
Ea	12	11	10	9	8

Incl open & close ID plus 1 1-min spot.

WLKW WLKW-FM
1961 1955
PROVIDENCE

AVCO RADIO SALES

RAB

Media Code 4 241 4000 2.00
Radio Rhode Island, Inc., 228 Weybosset St., Providence, R. I. 02903. Phone 401-331-7810.

STATION'S PROGRAMMING DESCRIPTION
WLKW: Programmed for adults 18-49.
AIR PERSONALITIES 24 hours a day, M-Sun, featuring middle-of-the-road standards, new albums, singles of an adult appeal, Broadway and Hollywood themes. NEWS: local, national and world news, 5 min reports on hour and half hour during morning and afternoon drive time, weather, news highlights on hour and 2 min news on half hour during daytime and weekends. 5 man local news staff, traffic & sports during AM drive. Sports capsules 7:15, 7:45, 8:15 am and 4:15, 5:15 & 5:45 pm. Stock market reports 7 times daily between 10:45 am-5:45 pm. Contact Representative for further details. Rec'd 5/3/71.

1. PERSONNEL
President—William M. McCormick.
General Manager—Robert P. Carson.
General Sales Manager—Pete Vincelette.

2. REPRESENTATIVES
Avco Radio Sales.
Boston—Creed Associates, Inc.

3. FACILITIES
50,000 w. days; 990 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14e, 15e, 16.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 30 33a.
Contracts. 40c, 41, 42d, 44a, 45, 46, 47e, 48.
Comb.; Cont Discounts: 60a, 60e, 60l, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Affiliated with Avco Group Plan.

TIME RATES
No. 17 Eff 2/1/75—Rec'd 2/24/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	55	53	51	48	51	49	47	44
AA	50	48	46	44	46	44	42	40
A	33	31	29	27	29	27	25	23

10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK, TAP:	1 min	30 sec
6 ti (AAA, 1AM, 1PM, 2AA, 2A)	264	240
12 ti (AAA, 3AM, 3PM, 3AA, 3A)	504	456
18 ti (AAA, 5AM, 5PM, 5AA, 3A)	720	648
24 ti (AAA, 6AM, 6PM, 6AA, 6A)	888	792

10 sec: 60% of 1-min.
ROS within time classes.

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%
Rateholder: 3 spots per wk.
Edited by Robert P. Carson.

WPJB (FM)
1948
PROVIDENCE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 241 4500 1.00
Providence Journal Co., 10 Dorrance St., Providence, R. I. 02903. Phone 401-277-7105.
See affiliated AM station for additional information.
AM facilities: WEAN.

STATION'S PROGRAMMING DESCRIPTION
WPJB (FM): MUSIC: top 40. Contact Representative for further details. Rec'd 8/1/75.

3. FACILITIES
ERP 50,000 w.; 105.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

Sold in combination with WEAN. See that listing.

WPRO
1924
PROVIDENCE

Independent

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 241 5000 1.00
Capital Cities Communications, Inc., 1502 Wampanoag Trail, East Providence, R. I. 02915. Phone 401-433-4200.

1. PERSONNEL
General Manager—Richard G. Rakovan.
Local Sales Manager—William W. Campbell.

2. REPRESENTATIVES
Blair Radio.
Canada—Unicom Broadcast Sales Ltd.

3. FACILITIES
5,000 w.; 630 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e.
Basic Rates: 20b, 21b, 23a, 28b, 29a, 33c.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 51e.
Comb.; Cont. Discounts: 60b, 60e, 60l, 61e, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
No. 18 Eff 7/1/74—Rec'd 6/7/74.
AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-8 pm; Sat 10 am-8 pm.
A—Mon thru Fri 10 am-8 pm; Sat 6-10 am; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	65	60	....	....	50	48	46	44
(*)	52	48	....	....	40	38	37	35
	A				B			
1 min	40	39	38	37	36	35	34	33
(*)	32	31	30	29	29	28	27	26

1 min/less: Mon thru Sun midnight—1 am, flat 6.00.
(*) 30 sec/less.

WPRO-FM
1948
PROVIDENCE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 241 5001 9.00
Capital Cities Communications, Inc., 1502 Wampanoag Trail, East Providence, R. I. 02915. Phone 401-433-4200.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 560 ft. above average terrain.

TIME RATES
No. 13 Eff 6/1/75—Rec'd 7/7/75.
AAA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-7 pm.
AA—Mon thru Sun 7 pm-1 am.
A—Mon thru Fri 7:55 am-3 pm; Sat & Sun 8-10 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN/LESS:	AAA	AA	A
6 ti	42	34	28
12 ti	40	32	26
18 ti	38	30	24

Edited by Jerry Gibson.

WRIB
1947
PROVIDENCE

Media Code 4 241 5500 0.00
WRIB, Inc., Water St., East Providence, R. I. 02915. Phone 401-434-0406.

STATION'S PROGRAMMING DESCRIPTION
WRIB: Programmed for general interest.
Religious programming sign-on-2:30 pm. Country and western 2:30 pm-sign-off, employing personality with modern approach. Rec'd 8/5/75.

1. PERSONNEL
President—Arthur Tacker.
Sales Manager—Roland Petrella.
Program Director—John Pierce.

3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 6a, 7a.
Basic Rates: 20a, 22a, 22b, 23a, 24a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective ———.
Rates received May 1, 1958.

6. SPOT ANNOUNCEMENTS
1-minute:

1 time	8.00	78 times	6.20
13 times	7.55	156 times	5.35
26 times	7.10	612 times	4.90

(This listing continued on next page)

RHODE ISLAND

Providence-Pawtucket—W R I B—Cont'd

7. PACKAGE PLANS
0 10-second announcements per day 17.00
Special rates on long term contracts.

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	90.00	60.00	36.00	25.00	18.00
13 times	85.50	57.00	34.20	23.75	17.10
26 times	81.00	54.00	32.40	22.50	15.20
52 times	76.50	51.00	30.60	21.25	14.30

WARWICK-EAST GREENWICH

Kent County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

See Providence-Pawtucket

(Including Warwick-East Greenwich, West Warwick)

WESTERLY (1 AM; 1 FM)

Washington County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

W E R I

1949

Westerly Broadcasting Company

Media Code 4 241 7000 9.00
Westerly Broadcasting Co., Box 325, Colonial Office Bldg., Westerly, R. I. 02891. Phone 401-596-7728.
Other office: Pawcatuck, Conn. Phone 203-447-0254.

STATION'S PROGRAMMING DESCRIPTION
WERI: Programming for general interest, more news more of the time.
NEWS: 6-9 am, news and information, stock information, weather, sports, news, stock market, fishing, boating. 10 am-12N, air personalities, guest interviews, listener phone-ins. 12N, news, weather, sports, interviews. 1-4 pm, air personalities, middle-of-the-road music. 4-7 pm, news, national, regional, local, air reports, editorials, interviews, discussions, debates. 7-11 pm sports, pro baseball, football, hockey, basketball, college basketball, high school basketball, football, 2 mobile units, walkie-talkie units, major news services, 12 stringers, Contact Representative for further details. Rec'd 2/18/70.

1. PERSONNEL
President—Natale L. Urso.
Vice-Pres. & Gen'l Mgr.—Carl Grande.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
New England—Creed Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
FM-ERP 20,000 w.: 103.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 172 ft. above average terrain.

4. AGENCY COMMISSION
15/0; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 2/13/70—Rec'd 2/20/70.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
6-10 am	13.00	12.50	12.00	11.50	10.50	10.00
10 am-3 pm	11.00	10.50	10.00	9.50	8.50	8.00
3-7 pm	9.00	8.50	8.00	7.50	6.50	6.00

7 pm-midnight: flat 5.00.
Midnight-6 am: flat 4.50.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

PER YR:	1000x	700x	520x	260x	130x	52x
6-10 am	9.50	10.00	10.50	11.00	11.50	12.00
10 am-3 pm	7.50	8.00	8.50	9.00	10.00	10.50
3-7 pm	5.50	6.00	6.50	7.00	7.50	8.00

7 pm-midnight: flat 5.00.

10. SPECIAL FEATURES
NEWSCASTS

	13 wk	26 wk	39 wk	52 wk
	65x	130x	195x	260x
5 min	18	15	13	11

(D)

W E R I - F M

1968

R A B

WEST WARWICK

Kent County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

See Providence-Pawtucket

(including Warwick-East Greenwich, West Warwick)

WICKFORD

Washington County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

W K F D

1961

Media Code 4 241 8000 8.00
Radio Lighthouse Inc., 19 Updike Ave., N. Kingstown, R. I. 02852. Phone 401-295-1370.
Newport Office: Box 596, Newport, R. I. 02840. Phone 401-847-1370.
Wakefield Office: Box 82, Wakefield, R. I. 02880. Phone 401-295-1370.

STATION'S PROGRAMMING DESCRIPTION
WKFD: Programmed for the family.
MUSIC: adult contemporar. combined with standards & selective country music. NEWS: local every half hr. News director & staff, 1 mobile unit, AP news service, news stringers. 6-10 am local regional & national news, sports, marine weather, fishing & boating reports, school closing, hot lunch menus. 10 am-2 pm air personality. 2 pm-sign-off air personalities. SPORTS: local sports, America's Cup on-scene coverage. Contact Representative for further details. Rec'd 1/27/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ronald L. Hickman.
Vice-President—Barbara Hickman.

2. REPRESENTATIVES
New York, Boston—New England Spot Sales, Inc.

3. FACILITIES
500 w.; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 3c, 3d, 5, 6a, 7a.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 26, 28b, 30.
Contracts: 40a, 42a, 43, 45, 49, 51b, 51c.
Comb.; Cont. Discounts: 62b.
Cancellation: 70a, 71b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 10/1/74—Rec'd 10/11/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	500x
1 min	9.10	8.70	8.40	7.60	6.80
30 sec	7.60	7.20	6.75	6.05	5.35

7. PACKAGE PLANS

WITHIN 7 DAYS:	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	87.30	125.25	158.15	225.80	357.40
30 sec	71.50	100.60	126.50	178.40	278.30
SALES HIKERS, PER WK:	**12 ti**	**24 ti**	**48 ti**		
10 sec	48.40	77.45	127.05		

10. SPECIAL FEATURES

NEWS:	1x	52x	104x	260x	500x
5 min	16.50	15.85	14.50	14.15	13.75
2 min	12.40	11.65	11.00	10.35	9.65

Submitted by Ronald L. Hickman.
(Q) (CR)

WOONSOCKET (2 AM; 1 FM)

Providence County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

W N R I

1954

Subscriber to the NAB Radio Code
Media Code 4 241 8500 7.00
K/S Broadcasting Corp., 786 Diamond Hill Rd., Woonsocket, R. I. 02895. Phone 401-769-0600.

1. PERSONNEL
Pres. & Opr. Mgr.—Paul Perry Katafanas.
Sec'y, Treas. & Gen'l Mgr.—Norman J. Siemenda.

2. REPRESENTATIVES
New York, New England—Eckels & Queen, Inc.

3. FACILITIES
1000 w. days: 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 11a, 12a, 13a, 14a, 15c.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25c, 26, 27, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60i, 61a, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: French Program Group of New England.

TIME RATES
Eff 5/1/74—Rec'd 5/1/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	9.00	8.75	8.50	8.25	8.00	7.75	7.50
30 sec	6.50	6.25	6.00	5.50	5.25	5.00	4.75

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	100.00	95.00	90.00	85.00	80.00	75.00	70.00
1/2 hr	70.00	66.00	62.00	58.00	54.00	50.00	46.00
1/4 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00
5 min	21.00	20.25	19.50	18.75	18.00	17.25	16.50

Edited by Paul Perry Katafanas.

W W O N

1946

W W O N - F M

1946

Media Code 4 241 9000 7.00
Woonsocket Broadcasting Co., 98 Getchell Ave., Woonsocket, R. I. 02895. Phone 401-762-1240.

STATION'S PROGRAMMING DESCRIPTION
WWON: Programmed for general interest.
7:30-8:30 am news, information, weather, sports, comment. 9 am-1:30 pm air personalities, guest interviews, telephone talk show. 4-6 pm news, weather, sports, editorials. 6-8 pm air personalities, telephone talk on issues & sports 8 pm-12M, pro baseball, hockey, football. Mobile units, major news service, stringers.
WWON-FM: General popular music. Contact Representative for further details. Rec'd 6/10/74.

1. PERSONNEL
Manager—Dave Russell.
Sales Manager—John Guerin.
Program Director—Roger Bouchard.

2. REPRESENTATIVES
New England—Nona Kirby Co., Inc.

3. FACILITIES
1000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 3,000 w.; 106.3 mc.
Operating schedule: Same as AM.
Antenna ht.: 215 ft. above average terrain.

4. AGENCY COMMISSION
15% on net station time.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 31, 32b.
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff 4/1/53—Rec'd 6/5/01.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	9.50	9.25	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.75	7.50	7.00	6.50	6.25	6.00

7. PACKAGE PLANS
SATURATION SCHEDULE

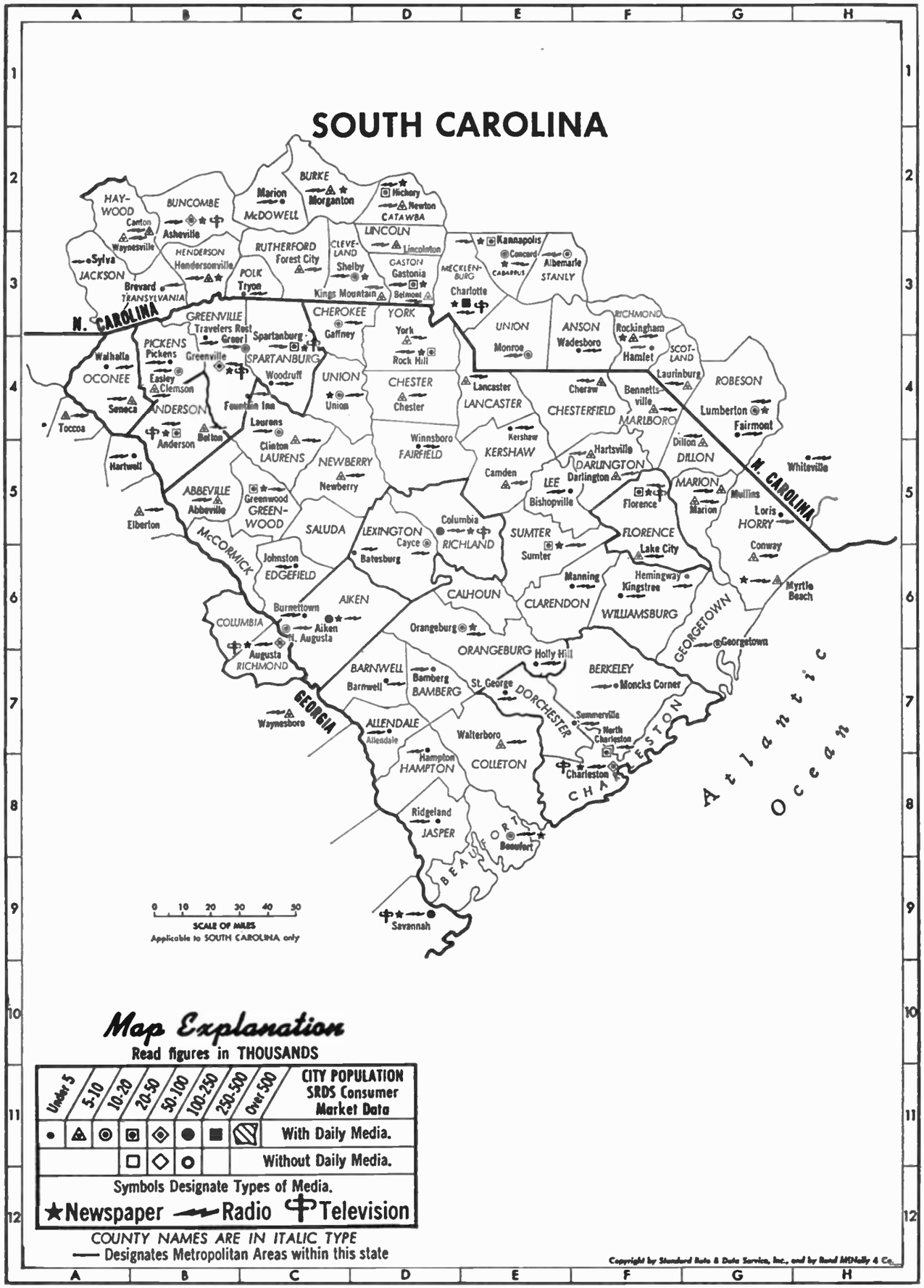
PER WK:	4 ti	12 ti	26 ti	39+
10 ti	70.00	66.50	63.00	59.50
20 ti	130.00	123.50	117.50	111.50

Fixed position not guaranteed.
Quickies rate—double number of announcements for same amount. Time sold at current week to week availabilities. Discounts allowed only on consecutive weeks.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	85	75	70	65	60	55	50
1/2 hr	60	54	48	42	38	35	32
1/4 hr	35	33	30	26	24	21	17
5 min	21	20	18	16	14	12	11

Edited by Dave Russell.



ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Hilton Head Island—Beaufort County
North Myrtle Beach—Horry County

Negro Population Data

(January 1, 1975)

STATE TOTAL	746,262	Dorchester	10,894
METRO AREAS		Fairfield	11,950
Anderson	19,334	Florence	28,518
Charleston	94,212	Georgetown	15,995
Columbia	85,822	Greenville	41,811
Florence	28,518	Greenwood	13,955
Greenville-Spartanburg	86,620	Horry	18,731
Total Metros	314,506	Lancaster	10,401
COUNTIES		Laurens	13,012
Aiken	20,340	Lexington	10,770
Anderson	19,334	Marion	13,892
Beaufort	16,571	Marlboro	10,426
Berkeley	11,608	Orangeburg	35,593
Charleston	71,710	Richland	75,052
Chester	11,454	Spartanburg	38,707
Clarendon	14,852	Sumter	30,700
Colleton	11,829	Williamsburg	17,381
Darlington	17,370	York	19,954
Dillon	10,419	Total Counties	623,229

SOUTH CAROLINA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 242 0050 9.00

Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.

New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

SOUTH CAROLINA STATE GROUP
Comprised of:

WABV—Abbeville	WEAB—Greer
WDOG—Allendale	WBHC—Hampton
WAIM—Anderson	WJES—Johnston
WWBD—Bamberg	WDKD—Kingstree
WBAW—Barnwell	WLCM—Lancaster
WREU—Beaufort	WLSC—Loris
WAGS—Bishopville	WYMB—Manning
WACA—Camden	WATP—Marion
WOKE—Charleston	WKDK—Newberry
WCBE—Cheraw	WFNL—North Augusta
WGCD—Chester	WTND—Orangeburg
WPCC—Clinton	WBUG—Ridgeland
WDAR—Darlington	WBHI—Rock Hill
WDSC—Dillon	WSNW—Seneca
WELP—Easley	WASC—Spartanburg
WOLS—Florence	WSSC—Sumter
WFGN—Gaffney	WBCU—Union
WGTN—Georgetown	WALD—Walterboro
WGSW—Greenwood	WCKM—Winnsboro

	1 min	30 sec
All stations	125	100

Less than full state list may be purchased.

(D)

Tobacco Radio Network, The

SOUTH CAROLINA STATE GROUP

Executive office: Box 1988, 137 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8885.

See The Tobacco Radio Network under Regional Radio Networks and Groups.

ABBEVILLE

Abbeville County—Map Location B-5

See SRDS consumer market map and data at beginning of the State.

WABV

1956

Subscriber to the NAB Radio Code

Media Code 4 242 0105 1.00

Abbco, Inc., Box 700, Abbeville, S. C. 29620. Phone 803-459-2163.

1. PERSONNEL

Gen'l Mgr. & Sales Mgr.—Randy G. Ghent.

3. FACILITIES

1000 w. days: 1590 kc. Non-directional.

Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.

(This listing continued on next page)

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Anderson—Anderson
Charleston—Charleston
Columbia—Richland
Florence—Florence
Greenville—Greenville
Greenwood—Greenwood
Rock Hill—York
Spartanburg—Spartanburg
Sumter—Sumter

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
SOUTH CAROLINA STATE TOTALS	2,742.9	836.60	10,263,771	12,268	9.1	16.5	11.5	23.8	28.4	5,744,820	6,867	1,444,922	174,376	816,557	263,991	350,568	1,060,218	478,430	1,274.81	123.3	903,946
ABBEVILLE B-5	21.4	6.95	76,475	11,004	9.3	16.7	12.1	25.9	26.0	32,131	4,623	11,150	1,282	2,510	783	1,403	7,106	3,195	10.07	.3	4,346
AIKEN C-6†	92.2	29.36	379,217	12,916	7.2	13.7	10.8	25.6	34.5	157,346	5,359	48,594	9,286	13,383	6,351	5,843	31,430	15,804	47.37	1.6	13,871
ALLENDALE D-7	9.3	2.83	25,895	9,150	12.7	16.9	11.3	20.6	18.2	20,965	7,408	6,040	337	446	588	1,172	2,729	4,360	3.73	.5	14,197
ANDERSON B-4	114.7	38.90	459,998	11,825	7.7	17.9	12.8	27.1	27.3	276,947	7,119	70,526	7,515	40,600	13,270	18,866	55,574	23,252	58.86	3.5	14,959
Anderson	28.1	9.54	122,613	12,853	.....	.....	.....	.....	.....	159,594	16,729	41,180	4,406	31,960	9,889	13,492	34,739	11,717	.....	.....	.....
Anderson Metro Area	114.7	38.90	459,998	11,825	7.7	17.9	12.8	27.1	27.3	276,947	7,119	70,526	7,515	40,600	13,270	18,866	55,574	23,252	58.86	.....	.....
BAMBERG D-7	15.7	4.52	43,237	9,566	13.8	19.7	11.8	19.7	20.1	30,896	6,835	7,959	1,043	2,033	1,683	2,274	4,281	3,578	5.85	1.4	17,044
BARNWELL D-7	17.2	5.25	59,577	11,348	10.3	15.8	10.8	22.4	26.5	27,607	5,258	11,540	1,130	1,055	1,176	1,114	5,910	2,597	7.73	.7	12,404
BEAUFORT E-8†	57.2	14.40	207,805	14,431	10.7	19.3	11.9	20.2	24.7	66,552	4,622	18,660	1,251	5,730	2,787	4,892	14,744	4,491	21.85	.8	14,528
BERKELEY F-7	58.8	16.35	193,098	11,810	7.2	16.3	11.6	22.2	27.9	41,030	2,509	11,900	1,166	4,068	1,272	1,823	5,221	5,041	26.17	1.1	8,155
CALHOUN E-6	10.5	3.10	29,496	9,515	14.0	19.7	10.3	17.2	20.0	13,123	4,233	3,866	458	199	313	518	2,714	823	4.39	.3	14,599
CHARLESTON F-8†	259.1	76.55	1,058,620	13,829	8.4	14.5	10.8	23.0	32.1	628,446	8,210	139,218	18,199	146,333	32,595	45,110	120,898	41,669	111.35	3.2	13,678
Charleston	68.0	23.18	302,796	13,063	.....	.....	.....	.....	.....	334,691	14,439	65,430	10,846	96,528	25,712	27,433	89,006	15,589	.....	.....	.....
Charleston Metro Area	358.2	104.67	1,377,247	13,158	8.2	15.5	11.1	22.8	30.4	743,500	7,103	170,013	20,842	153,568	36,898	49,861	141,202	52,806	155.33	.....	.....
CHEROKEE C-3	37.7	11.99	142,152	11,856	8.4	16.3	12.6	26.8	27.6	64,597	5,388	20,944	2,603	2,579	3,733	3,987	10,932	7,274	17.94	.9	15,447
CHESTER D-4	29.6	9.21	102,120	11,088	10.4	16.0	11.7	25.2	24.7	57,891	6,286	17,106	2,018	4,109	3,007	3,284	11,163	5,344	12.79	.....	.....
CHESTERFIELD F-4	34.1	10.44	120,598	11,552	10.9	20.5	12.7	22.4	23.0	53,970	5,170	18,511	2,208	3,287	3,501	2,146	10,617	6,535	14.61	1.0	27,811
CLARENDON E-6	27.1	7.28	61,441	8,440	15.6	18.1	9.9	15.5	14.8	41,606	5,715	10,986	1,252	4,530	1,177	1,301	5,088	8,010	8.71	5.0	33,935
COLLETON E-8	27.8	8.40	81,053	9,649	13.6	19.1	11.2	18.9	19.6	52,153	6,209	17,304	1,940	2,220	1,953	3,177	10,698	4,939	11.13	1.9	19,822
DARLINGTON F-5	54.3	16.38	192,901	11,777	9.7	16.4	10.9	21.6	27.6	97,230	5,936	30,891	3,241	13,409	2,208	3,856	13,505	10,075	23.59	5.3	38,718
DILLON G-5	28.5	7.96	78,493	9,861	13.3	19.4	11.4	18.2	19.7	53,861	6,766	15,389	1,177	5,683	3,269	2,273	6,164	4,182	10.76	5.8	24,932
DORCHESTER E-7	40.3	11.77	125,529	10,665	8.9	18.7	12.2	22.9	23.8	74,024	6,289	18,895	1,477	3,167	3,031	2,928	15,083	6,096	17.81	2.2	12,057
EDGEFIELD C-6	15.9	4.58	48,070	10,496	13.5	17.1	10.3	19.8	23.3	30,974	6,763	6,790	1,168	1,858	821	1,219	10,162	2,196	6.45	.5	18,333
FAIRFIELD D-5	20.2	5.67	55,182	9,732	12.9	19.3	11.5	20.2	19.3	25,423	4,484	9,088	990	3,651	766	701	3,494	3,052	7.80	.5	2,806
FLORENCE F-5	92.9	28.09	359,138	12,785	9.2	14.8	10.7	22.4	31.3	244,876	8,718	53,900	5,744	38,960	11,841	16,244	47,468	19,185	42.90	14.3	69,361
Florence	26.8	9.00	123,058	13,673	.....	.....	.....	.....	.....	160,242	17,805	32,803	4,057	32,849	8,745	10,036	32,367	10,245	.....	.....	.....
Florence Metro Area	92.9	28.09	359,138	12,785	9.2	14.8	10.7	22.4	31.3	244,876	8,718	53,900	5,744	38,960	11,841	16,244	47,468	19,185	42.90	.....	.....
GEORGETOWN G-6	35.8	10.07	106,507	10,577	11.8	19.2	11.4	19.5	22.0	63,142	6,270	17,417	1,316	6,144	3,771	4,379	11,940	6,056	13.68	2.5	7,748
GREENVILLE B-3	264.6	87.68	1,141,580	13,020	7.1	14.4	11.3	26.3	33.7	670,888	7,652	163,093	22,171	130,980	26,487	46,744	105,957	58,078	141.50	2.2	13,741
Greenville	63.6	22.22	293,365	13,203	.....	.....	.....	.....	.....	431,543	19,421	19,001	11,587	113,665	18,848	32,929	73,044	25,363	.....	.....	.....
Greenville-Spartanburg Metro Area	524.7	172.28	2,141,923	12,433	7.7	16.2	11.9	26.0	30.4	1,207,205	7,007	304,906	42,457	204,104	51,334	80,016	211,805	106,816	269.90	.....	.....
GREENWOOD C-5	52.4	17.47	210,568	12,053	7.3	16.5	12.7	28.4	27.9	119,203	6,823	30,231	4,425	15,539	8,095	12,271	19,336	8,423	27.19	1.6	8,022
Greenwood	22.8	7.82	87,097	11,138	.....	.....	.....	.....	.....	98,403	12,584	22,569	3,507	14,316	7,484	10,872	18,038	5,091	.....	.....	.....
HAMPTON D-8	15.6	4.80	46,535	9,695	13.5	19.1	11.8	19.2	19.3	37,304	7,772	10,427	660	1,502	1,600	1,160	6,145	2,325	6.36	1.4	21,077
HORRY G-5†	80.6	24.80	270,308	10,900	13.1	20.0	11.9	19.3	21.5	210,836	8,501	43,849	5,504	32,396	10,016	12,160	32,519	14,685	37.05	17.2	84,761
JASPER D-8	12.0	3.57	29,495	8,262	12.4	16.5	11.4	19.2	16.3	15,472	4,334	4,352	123	443	380	1,177	2,254	3,110	4.56	.5	4,386
KERSHAW E-5	35.4	10.94	137,393	12,559	8.6	14.2	10.9	24.6	31.0	75,696	6,919	26,368	2,860	9,023	1,537	4,843	11,384	7,918	17.72	.2	6,797
LANCASTER E-4	45.2	14.14	170,119	12,031	7.2	14.1	12.0	28.4	29.3	74,752	5,287	21,996	2,217	9,012	3,391	3,751	17,049	3,531	21.55	1.2	6,651
LAURENS C-5	47.4	14.40	181,555	12,608	7.1	15.6	12.0	26.9	31.3	81,403	5,653	25,820	2,387	9,190	2,970	5,624	19,457	7,401	23.63	.9	13,159
LEE E-5	17.4	4.72	54,710	11,591	13.6	15.6	9.6	18.3	20.7	23,466	4,972	7,679	151	2,095	1,131	727	2,694	1,325	6.58	5.4	13,055
LEXINGTON D-5	108.2	34.30	432,903	12,621	7.3	14.7	11.7	27.1	32.0	169,270	4,935	42,927	3,941	20,596	3,774	8,992	38,440	19,353	58.14	3.6	30,157
McCORMICK B-5	7.6	2.10	19,653	9,359	15.1	16.2	10.9	21.3	17.8	10,287	4,899	4,074	730	712	160	309	2,053	1,922	2.98	.3	2,835
MARION G-5	30.2	9.02	93,577	10,374	12.8	17.5	10.8	19.4	21.6	64,958	7,202	17,633	2,258	6,068	3,726	3,580	8,997	4,415	12.27	3.4	25,413
MARLBORO F-4	27.1	8.00	74,515	9,314	13.6	19.4	12.1	21.1	17.8	44,848	5,606	13,592	1,033	2,950	2,126	2,465	4,440	4,087	10.44	.3	11,825
NEWBERRY C-5	29.7	9.69	112,026	11,561	9.9	15.7	12.3	25.6	26.9	63,320	6,535	16,999	2,385	6,068	3,676	4,623	12,523	5,307	13.89	1.7	35,101
OCONEE A-4	41.4	13.94	147,177	10,558	9.4	19.2	14.8	26.9	20.3	71,186	5,107	24,489	2,323	6,408	3,605	4,669	11,706	6,753	21.09	.9	10,318
ORANGEBURG E-6	70.9	20.56	221,966	10,796	13.2	16.9	10.2	19.3	23.7	164,779	8,015	36,880	4,627	16,782	6,731	10,439	38,763	12,522	30.57	5.7	55,699
PICKENS B-4	67.8	21.35	261,615	12,254	7.8	16.1	13.3	26.9	27.9	108,403	5,077	34,140	4,100	3,429	7,920	5,869	24,730	10,344	32.49	.8	10,774
RICHLAND E-5†	244.5	67.32	1,064,215	15,808	7.0	13.8	10.1	22.5	38.4	690,640	10,259	119,086	15,747	128,798	31,641	31,637	122,675	42,331	114.78	1.2	11,205
Columbia	121.2	32.07	507,784	15,834	.....	.....	.....	.....	.....	523,939	16,337	87,425	14,204	124,582	29,050	29,013	113,000	28,099	.....	.....	.....
Columbia Metro Area	352.7	101.62	1,497,118	14,733	7.0	14.4	10.6	24.1	36.1	859,910	8,462	162,013	19,688	149,394	35,415	40,629	161,115	61,684	172.92	.....	.....
SALUDA C-5	14.3	4.38	48,889	11,162	9.7	17.6	12.9	24.0	23.0	21,179	4,835	5,847	732	880	243	663	5,751	3,007	6.70	2.1	21,359
SPARTANBURG C-4	192.3	63.25	738,728	11,679	8.5	18.1	12.7	25.5	26.7	427,914	6,765	107,673	16,186	69,695	16,927	27,403	81,118	38,394	95.91	2.4	31,176
Spartanburg	47.1	16.01	207,596	12,967	.....	.....	.....	.....	.....	261,975	16,363	51,470	11,524	55,732	13,825	19,355	54,305	16,498	.....	.....	.....
Greenville-Spartanburg Metro Area	524.7	172.28	2,141,923	12,433	7.7	16.2	11.9	26.0	30.4	1,207,205	7,007	304,906	42,457	204,104	51,334	80,016	211,805	106,816	269.90	.....	.....
SUMTER E-5†	82.2	23.33	265,086	11,362	12.2	19.3	11.7	20.2	23.3	161,187	6,909	37,059	3,453	20,102	9,693	11,882	37,300	12,863	35.11	3.3	32,944
Sumter	28.0	9.26	101,768	10,990	.....	.....	.....	.....	.....	142,032	15,338	25,297	3,453	15,922	9,693	11,848	31,754	11,165	.....	.....	.....
UNION C-4	29.3	9.42	104,951	11,141	8.1	16.9	12.8	26.9	26.0	54,381	5,773	16,091	1,797	3,945	4,328	2,831	8,450	6,078	13.24	.5	3,100
WILLIAMSBURG F-6	32.3	8.65	85,829	9,922	13.3	18.1	10.7	17.5	19.4	52,700	6,092	15,338	764	3,609	2,609	4,831	9,549	3,968	11.88	11.8	39,035
YORK D-3	94.2	28.72	343,776	11,970	8.4	15.3	12.8	28.0	27.5	175,958	6,127	52,605	7,001	10,381	11,329	13,408	30,007	12,536	43.64	1.8	12,605
Rock Hill	36.0	10.96	135,812	12,392	.....	.....	.....	.....	.....	108,025	9,856	32,178	3,865	6,902	8,302	7,976	21,413	6,607	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

Abbeville—W A B V—Continued

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 12/1/73—Rec'd 4/22/74.

7. PACKAGE PLANS

WEEKLY PACKAGE

	5 ti	20 ti	30 ti	40 ti	50 ti
30 sec	1.70	1.65	1.60	1.55	1.50
1 min	2.20	2.10	2.00	1.90	1.80

13 WEEK PACKAGE

30 sec	.....	1.60	1.55	1.50	1.45
1 min	.....	2.00	1.90	1.80	1.70

10. SPECIAL FEATURES

NEWSCAST
4-min newscast or sportscast, ea. 3.50
2-min weather report 2.50

AIKEN (2 AM; 2 FM)

Plus 1 paid cross reference
Aiken County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WAKN

1952

RAB

Media Code 4 242 0210 9.00
WAKN, Div. of Eagle-Enterprises, Inc., Box 870, Aiken, S. C. 29801. Phone 803-648-5464.

STATION'S PROGRAMMING DESCRIPTION
WAKN: current hits, news, sports.

1. PERSONNEL
General Manager—Fred L. Wood, III.

3. FACILITIES
1000 w. days; 990 kc., Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
FM facilities: WNEZ (FM).

TIME RATES
Eff 1/1/74—Rec'd 11/30/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 15 sec	A 1 min	A 30 sec	A 15 sec
1 ti	6.00	5.25	3.00	5.00	4.25	2.50
6 ti	5.50	4.75	2.75	4.50	3.75	2.25
12 ti	5.00	4.25	2.50	4.00	3.25	2.00
18 ti	4.50	3.75	2.25	3.50	2.75	1.75
24 ti	4.00	3.25	2.00	3.00	2.25	1.50

WLOW

1962

NAB

WLOW-FM

1966

RAB

Subscriber to the NAB Radio Code
Media Code 4 242 0815 6.00
Briar Creek Broadcasting, Inc., Box 2206, 311 Richland Ave. W., Aiken, S. C. 29801. Phone 803-648-6861.

STATION'S PROGRAMMING DESCRIPTION
WLOW: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mills Fitzner.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
500 w. days: 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.
Operating schedule: 6 am-11:15 pm. EST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6 am-7 pm.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 10/1/74—Rec'd 11/1/74.
AA—Mon thru Sat 6:30-9:30 am & 3:30-6:30 pm or AM sign-off.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	AA 15 sec	A 1 min	A 30 sec	A 15 sec
1 x	4.00	3.00	2.00	3.00	2.00	1.50
156 x	3.80	2.85	1.90	2.85	1.90	1.40
312 x	3.60	2.70	1.80	2.70	1.80	1.35
520 x	3.40	2.55	1.70	2.55	1.70	1.25

(This listing continued on next page)

	AA			A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
780 x	3.20	2.40	1.60	2.40	1.60	1.20
1040 x	3.00	2.25	1.50	2.25	1.50	1.10

Guaranteed times: 1x flat applicable class rate.
10-sec or less Live Tags (added to previously produced spots), extra .50 ea.

7. PACKAGE PLANS
ANNUAL—1/2AA, 1/2A

	1x	156x	312x	520x	780x	1040x
1 min	3.50	3.30	3.15	3.00	2.80	2.60
30 sec	2.50	2.40	2.25	2.15	2.00	1.90
15 sec	1.75	1.65	1.60	1.50	1.40	1.30

MONTHLY—1/2AA, 1/2A

	24 ti	50 ti	100 ti	150 ti	200 ti
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	2.50	2.30	2.10	1.90	1.75
15 sec	1.75	1.65	1.55	1.45	1.35

WNEZ (FM)
1966

RAB

Media Code 4 242 0367 7.00
WAKN, Div. of Eagle Enterprises, Inc., Box 870, Aiken, S. C. 29801. Phone 803-648-5464.
See affiliated AM station for additional information.
AM facilities: WAKN.

STATION'S PROGRAMMING DESCRIPTION
WNEZ (FM): General popular music.

3. FACILITIES
ERP 3.000 w.: 99.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 1/1/74—Rec'd 11/30/73.
AA—9 am-midnight.
A—Midnight-9 am.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	4.00	3.75	3.50	3.25	3.25	3.00	2.75	2.50
30 sec	3.50	3.25	3.00	2.75	2.75	2.50	2.25	2.00

WVAP
BURNETTOWN

City of license, Burnettown, S. C.
Aiken Office: 1500 Pine Log Rd., Aiken, S. C. 29801. Phone 803-649-4029.
See listing under Burnettown, S. C.

ALLENDALE
Allendale County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WDOG
1966

Subscriber to the NAB Radio Code
Media Code 4 242 0429 4.00
All-Fair Broadcasting Co., Box 412, Allendale, S. C. 29810 Phone 803-584-3500.
1. PERSONNEL
General Manager—H. Carl Gooding.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 10/3/74.

6. SPOT ANNOUNCEMENTS
1 min ..... 2.00 30 sec 1.60

ANDERSON (2 AM; 2 FM)
Anderson County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WAIM WCAC (FM)
1935 1947

Media Code 4 242 0525 6.00
Wilton E. Hall, 321 Kingsley Rd., Anderson, S. C. 29621. Phone 803-226-1511. TWX 6430.

STATION'S PROGRAMMING DESCRIPTION
WAIM: Programmed for adults with MOR music and News.
Local, state, national and sports news. Agricultural reports, 5-9 am. Entertainment 9 am-noon. Noon-1 pm, news, weather, county agent. 1-6 pm, general popular music, featuring standards and showtunes. 6-9 pm, sports news, national news, state news, local news and weather plus music standards. 9-11 pm, general popular music, featuring standards and showtunes. SPORTS: coverage of all high school and college football in area. Contact Representative for further details. Rec'd 8/30/71.
1. PERSONNEL
Owner—Wilton E. Hall.
General Manager—Betty K. Black.
Commercial Manager—John F. McCallum.
2. REPRESENTATIVES
The Devney Organization, Inc.
Southeast—Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:25-12:05 am weekdays; 6:00-12:05 am Sun. EST.
FM FACILITIES
ERP 6.400 w.; 101.1 mc.
Antenna ht.: 330 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40c, 42b, 45, 46, 47a, 48.
Comb.; Cont Discounts: 60b, 61a, 61b, 61c, 62b, 62c
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS and CBS.
Member: Farm Radio Network.

TIME RATES
No. 5 Eff 9/1/72—Rec'd 10/2/72.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	8.00	7.50	7.00	6.50	5.00

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	3 min
Ea	60	36	18

Edited by Betty K. Black.

WANS WANS-FM
1949 1968

SAB

Subscriber to the NAB Radio Code
Media Code 4 242 0630 8.00
Radio Anderson, Inc., Box 211, Anderson, S. C. 29621. Phone 803-224-3424.

STATION'S PROGRAMMING DESCRIPTION
WANS: Programmed to 18-49 age bracket.
MUSIC: adult contemporary with 3 oldies per hour, selective albums. Daily editorials. SPORTS: high school & college football & basketball. Contact Representative for further details. Rec'd 2/17/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Nicholas T. Frangias.
2. REPRESENTATIVES
David Carpenter Company, Inc.
3. FACILITIES
5,000 w.; 1230 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
FM-ERP 100,000 w.; 107.8 mc.
Operating schedule: Same as AM. EST.
Antenna ht.: 315 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 2/17/75.

6. SPOT ANNOUNCEMENTS
1 min, flat ..... 5.80 30 sec, flat 4.40

PER YR:	250x	500x	1000+
1 min	4.40	3.85	3.60
30 sec	3.60	3.30	2.75

BAMBERG (1 AM; 1 FM)
Bamberg County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WWBD
1957

Media Code 4 242 0735 5.00
WWBD, Inc., Box 543, Hwy. 78, W. Bamberg, S. C. 29003. Phone 803-245-2411.
1. PERSONNEL
Pres. & Gen'l Mgr.—Victor Whetstone, Jr.
2. FACILITIES
1,000 w. days; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast Newscasts only during AM operational hours. For non-simulcast facilities see WWBD-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Rev. 11/1/74—Rec'd 1/31/75.

	1x	101x	201x	301x	501x	1001x
1 min	3.95	3.60	3.20	3.00	2.65	2.30
30 sec	3.50	3.20	2.85	2.65	2.30	1.95
15 sec	1.85	1.80	1.70	1.50	1.35	1.25

WWBD-FM
1967

Media Code 4 242 0736 3.00
WWBD, Inc., Box 543, Hwy. 78, W., Bamberg, S. C. 29003. Phone 803-245-2411.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w. (horiz. & vert.); 92.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately during AM operational hours except Newscasts, and local sunset-midnight. For simulcast facilities see WWBD.
4. AGENCY COMMISSION
None; all rates net to station.

Eff ——— Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS
1 MINUTE
1 x, ea ..... 2.30 100+, ea 1.95

BARNWELL (1 AM; 1 FM)
Barnwell County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WBAW WBAW-FM
1953 1966

SAB

Subscriber to the NAB Radio Code
Media Code 4 242 0840 2.00
Radio WBAW, Inc., Box 447, Barnwell, S. C. 29812. Phone 803-259-2507.
1. PERSONNEL
Pres. & Gen'l Mgr.—Joe Wilder.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Atlanta—Busby, Finch, Lathom & Widman.
3. FACILITIES
1,000 w.; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3.000 w.; 101.7 mc.
Operating schedule: 6 am-11:10 pm. EST.
Antenna ht.: 310 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 5 Eff 5/1/75—Rec'd 6/12/75.

6. SPOT ANNOUNCEMENTS

	1x	101x	201x	301x
1 min	3.95	3.60	3.20	3.00
30 sec	3.50	3.20	2.85	2.65

Edited by Joe Wilder.

BATESBURG (1 AM; 1 FM)
Lexington County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WBLR
1956

SAB

Subscriber to the NAB Radio Code
Media Code 4 242 0945 0.00
Ridge Broadcasting Corp., Inc., Drawer 410, E. Church St., Batesburg, S. C. 29006. Phone 803-532-6254.
1. PERSONNEL
General Manager—H. Edward Crapps, Sr.
3. FACILITIES
5,000 w. days; 1430 kc. Non-directional.
Operating schedule: 5:57 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WBLR-FM.
4. AGENCY COMMISSION
15/0.

TIME RATES
Eff 1/1/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS

ROS:	1 min	30 sec		1 min	30 sec
1 x	4.00	2.80	312 x	2.70	2.00
52 x	3.50	2.65	624 x	2.50	1.90
104 x	3.30	2.50	936 x	2.25	1.86
156 x	3.00	2.20	1248 x	2.00	1.50
260 x	2.90	2.10			

Specified times, extra 10%.

WBLR-FM
1956

SAB

Subscriber to the NAB Radio Code
Media Code 4 242 0946 8.00
Ridge Broadcasting Corp. Inc., Drawer 410, E. Church St., Batesburg, S. C. 29006. Phone 803-532-6254.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 92.1 mc.
Operating schedule: 5:57 am-midnight. EST.
Antenna ht.: 180 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WBLR.

TIME RATES
Eff 1/1/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS
1 min, ea 4.00
Specified times, extra 10%.

BEAUFORT (2 AM; 1 FM)
Beaufort County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WBEU
1954

RAB

Media Code 4 242 1050 8.00
Beaufort Broadcasting Co., Inc., 3040 W. Boundary St., Beaufort, S. C. 29902. Phone 803-524-3050, 3118.

STATION'S PROGRAMMING DESCRIPTION
WBEU: Country & Western.
1. PERSONNEL
General Manager—Peter Worthington.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
No. 4 Eff 5/1/75—Rec'd 7/24/75.
AAA—6-9 am & 4-6 pm.
AA—9 am-4 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	3.25	3.00	2.75	2.50	2.75	2.50	2.25	2.00
30 sec	2.75	2.50	2.25	2.00	2.25	2.00	1.75	1.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS
ROS pkg—20 30-sec spots, per wk 30.00.
10. SPECIAL FEATURES
NEWS—Mon thru Sat 30 sec open & close, 18 ti, per wk 40.00.
Submitted by Peter Worthington.

SOUTH CAROLINA

WBEU-FM
1962

RAB

Media Code 4 242 1051 6.00
Beaufort Broadcasting Co., Inc., 3040 W. Boundary St., Beaufort, S. C. 29902. Phone 803-524-3050, 3118.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBEU-FM: 12-34 age group; contemporary.
3. FACILITIES
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 98.7 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 240 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 1 Eff 5/1/75—Rec'd 7/24/75.
AAA—6-9 am & 4 pm-midnight.
AA—9 am-4 pm.
8. SPOT ANNOUNCEMENTS
Same as WBEU. See that listing.
7. PACKAGE PLANS
ROS pkg—30 30-sec spots, per wk 45.00.
10. SPECIAL FEATURES
News—1 major, 2 minor per day Mon thru Sat. 30 sec open & close, per wk 40.00.
Submitted by Peter Worthington.

WSIB
1961

Subscriber to the NAB Radio Code
Media Code 4 242 1155 5.00
Sea Island Broadcasting Corp. of S. C., Box W, 1210 Boundary St., Beaufort, S. C. 29902. Phone 803-524-4700.
1. PERSONNEL
Pres. & Gen'l Mgr.—Charles E. Bell.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
500 w.; 1490 kc. Non-directional.
Operating schedule: 5:25-1 am. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Affiliated with Mutual Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 10/3/74.

6. SPOT ANNOUNCEMENTS
1 min ..... 3.00 30 sec 2.40

BELTON
Anderson County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WHPB
1955

Subscriber to the NAB Radio Code
Media Code 4 242 1260 3.00
Andco Broadcasting Co., Inc., Box 490, Belton, S. C. 29627. Phone 803-338-7786.
1. PERSONNEL
Sales Manager—Jacob H. Brissey.
3. FACILITIES
1,000 w.; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
Net, agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	15 sec
1 ti	2.20	1.70	1.10

7. PACKAGE PLANS

PER WK:	1 min	30 sec	15 sec
Minimum 50 ti	2.00	1.60	1.00

10. SPECIAL FEATURES
5-min Newscast ..... 3.60 2-1/2 min Newscast 2.60
Contract only.

BENNETTSVILLE
Marlboro County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WBSC
1947

RAB

Media Code 4 242 1365 6.00
Big Bend Broadcasting Corp., Box 629, Bennettsville, S. C. 29512. Phone 803-479-7131.

STATION'S PROGRAMMING DESCRIPTION
WBSC: Variety for all ages. All black at night.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—A. K. Harmon.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
10,000 w. days 5,000 w. nights. 1550 kc.
Directional—night only.
Operating schedule: 6 am-midnight, daily. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network.

TIME RATES
No. 2-B Eff 3/1/74—Rec'd 1/14/74.

(This listing continued on next page)

SOUTH CAROLINA

Bennettsville—W B S C—Continued

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	(*)
1 x	3.75	3.00	2.50
312 x	3.50	2.65	2.00

(*) Less than 30 sec.
Edited by Ken Harmon.

BISHOPVILLE

Lee County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

W A G S

1954
Media Code 4 242 1470 6.00
Lee County Broadcasting Co., Box 526, Bishopville, S. C. 29010. Phone 803-484-5415.
1. PERSONNEL
General Manager—Emory H. Bedenbaugh.
2. FACILITIES
1,000 w. days; 1340 kc. Non-directional
Operating schedule: 6:30 am-sunset. EST.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 7/1/70—Rec'd 8/10/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	4.00	3.50	3.25	3.00	2.60	2.25
30 sec	3.20	2.80	2.60	2.40	2.10	1.80

BURNETTOWN

Aiken County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

W V A P

1968
Media Code 4 242 1520 6.00
Midland Valley Investment Co., Box 1, Langley, S. C. 29834. Phone 803-593-3915.
Aiken Office: 1500 Pine Log Rd., Aiken, S. C. 29801. Phone 803-649-4020.
STATION'S PROGRAMMING DESCRIPTION
WVAP: MUSIC: Country & western.
1. PERSONNEL
General Manager—George Hydrick.
2. FACILITIES
500 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/71—Rec'd 4/22/71.

TIME RATES
No. 2 Eff 5/25/73—Rec'd 7/13/73.

6. SPOT ANNOUNCEMENTS

ROS:	1x	25x	50x	73-100
1 min	3.50	3.25	3.00	2.75
30 sec	2.50	2.25	2.00	1.75
15 sec	2.00	1.75	1.50	1.25

Guaranteed times: Extra 10%.
(CR)

CAMDEN (2 AM)

Kershaw County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

W A C A

1948
Subscriber to the NAB Radio Code
Media Code 4 242 1575 4.00
Camden Broadcasting Corp., Camden, S. C. 29020. Phone 803-432-2311.
1. PERSONNEL
General Manager—Tom Richards.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1000 w. days; 1590 kc. Non-directional.
Operating schedule: Sun 7:30 am-6:30 pm; weekdays 6:00 am-7:30. EST
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 6/1/74—Rec'd 8/25/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	156x	312x
30 sec/less	3.65	3.35	3.00	2.45	2.25
1 min/less	4.45	4.00	3.65	3.00	2.65

W P U B

1970
Media Code 4 242 1623 7.00
Kershaw County Broadcasting Co., Box 752, 1109 Broad St., Camden, S. C. 29020. Phones 803-432-1130, 1131.
STATION'S PROGRAMMING DESCRIPTION
WPUB: Programmed for adults & young adults.
1. PERSONNEL
General Manager—C. A. Bowers.
3. FACILITIES
1,000 w.; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
6. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/1/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	156x	312x	624x	1000x
1 min	3.50	2.50	2.00	1.80	1.70	1.50
30 sec	3.00	2.25	1.75	1.65	1.50	1.35

7. PACKAGE PLANS

14-DAY PLAN:	1 min	30 sec
70 tl	115	100
35 tl	70	60

CAYCE

Lexington County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

See Columbia
(including Cayce)

CHARLESTON (6 AM; 4 FM)

(including North Charleston)
Plus 1 paid duplicate.
Charleston County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	33	27	33	27
B	24	22	24	14
C	21	17	21	13
D	17	14	17	9
AVERAGE	24	20	24	16

W C S C

1930
CHARLESTON

mcgavren-guild
pgw radio, inc.

R A B

Subscriber to the NAB Radio Code
Media Code 4 242 1680 2.00
WCSC, Inc., Box 186, 485 E. Bay St., Charleston, S. C. 29402. Phone 803-722-7611.
1. PERSONNEL
General Manager—Tony D. Warren.
Program Director—Mike Hiott.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 1390 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod Services: 80, 82.
FM facilities: WXTC (FM).

TIME RATES
No. 21 Eff 2/15/74—Rec'd 1/31/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
AAA	18	17	16	15	14
AA	15	14	13	12	11

A: 50% of AA.
30 sec or less: 80% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS—1/2AAA, 1/2AA

PER WK:	12 tl	16 tl	24 tl
1 min	12	11	10
30 sec or less	10	9	8

10 sec: 50% of 1-min.

AM/FM COMBINATION
No. 21-C Eff 2/15/74—Rec'd 1/31/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
AAA	22	20	19	17	16
AA	18	16	15	14	13

A: 50% of AA.
30 sec or less: 80% of 1-min.
TOTAL AUDIENCE PLANS—1/2AAA, 1/2AA

PER WK:	12 tl	16 tl	24 tl
1 min	15	14	13

30 sec or less: 80% of 1-min.
Submitted by Tony D. Warren.

W E Z L (FM)

1970
CHARLESTON
Media Code 4 242 1725 3.00
Fine Arts Broadcasting, Inc., 133 Church St., Charleston, S. C. 29401. Phone 803-577-3135.

STATION'S PROGRAMMING DESCRIPTION
WEZL (FM): MUSIC: Country. AIR PERSONALITIES. COMMERCIAL POLICY: 12 minutes per hour. Rec'd 5/29/75.
1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—C. A. (Buddy) Barton.
Program Director—Charles Lindsey.
3. FACILITIES
ERP 25,000 w.; 103.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 280 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 3a.
Basic Rates: 10e, 14e.
Contracts: 45.
Comb.; Cont. Discounts: 60a.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3-A Eff 9/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

6-9:30 AM, 4-6:30 PM	Base	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	6.50	6.00	5.75	5.50	5.25	5.00
30 sec	5.70	4.80	4.60	4.40	4.20	4.00
10 sec	3.25	3.00	2.90	2.75	2.65	2.50
9:30 AM-4 PM: SUN ALL DAY						
1 min	5.50	5.00	4.75	4.50	4.25	4.00
30 sec	4.40	4.00	3.80	3.60	3.40	3.20
10 sec	2.75	2.50	2.40	2.25	2.15	2.00
6:30 PM-6 AM						
1 min	4.50	4.00	3.75	3.50	3.25	3.00
30 sec	3.60	3.20	3.00	2.80	2.60	2.40
10 sec	2.25	2.00	1.90	1.75	1.65	1.50

6. PROGRAM TIME RATES

	1x	52x	156x	260x	312x
1 hr	65.00	54.00	48.00	44.00	42.00
1/2 hr	41.00	32.40	28.80	26.40	25.20
25 min	36.00	27.40	23.80	21.40	20.20
1/4 hr	29.00	21.60	19.20	17.60	15.50
5 min	17.00	10.80	9.60	8.80	8.40

Edited by C. A. Barton.

W K T M (FM)

1962
NORTH CHARLESTON

Buckley Radio Sales, Inc.

R A B

Media Code 4 242 1805 5.00
KTM Broadcasting Co., Box 5758, North Charleston, S.C. 29406. Phone 803-554-7154.
STATION'S PROGRAMMING DESCRIPTION
WKTM (FM): MUSIC: Adult contemporary rock albums & selected current singles. Live personalities handle all shows & requests. NEWS: national news from network; local news team with remote 2-way radios. Contact Representative for further details. Rec'd 5/1/75.
1. PERSONNEL
General Manager—Ansley D. Cohen, Jr.
Vice-Pres. & Gen'l Sales Mgr.—Jack Kennedy.
Station Manager—Bill Dudley.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
ERP 50,000 w.; 103.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 220 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
AM facilities: WNCG.
Affiliated with American Contemporary Network.

TIME RATES
Eff——Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS

PER WK:	5 tl	10 tl	15 tl	20 tl	23 tl
1 min	12	11	10	9	8
30 sec	10	9	8	7	6

Edited by Jack Kennedy.

W N C G

1960
NORTH CHARLESTON

Media Code 4 242 1890 7.00
KTM Broadcasting Co., Box 5758, North Charleston, S. C. 29406. Phone 803-554-7154.
See affiliated FM station for additional information.
FM facilities: WKTM (FM).
STATION'S PROGRAMMING DESCRIPTION
WNCG: MUSIC: MOR. NEWS: Hourly. Marine & harbor forecasts twice daily. Three sports shows daily. Local news department with mobile remote units. Police reports daily. UPI wire. Network News. Cluster Music & commercial concept. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 5/1/75.
1. PERSONNEL
General Manager—Ansley D. Cohen, Jr.
Vice-Pres. & Gen'l Sales Mgr.—Jack Kennedy.
Station Manager—Bill Dudley.
3. FACILITIES
500 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. EST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Eff——Rec'd 7/30/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	3 tl	10 tl	15 tl	20 tl	3 tl	10 tl	13 tl	20 tl
1 min	8.00	7.00	6.00	5.00	7.00	6.00	5.00	4.50
30 sec	7.00	6.00	5.00	4.50	6.00	5.00	4.00	3.50

Edited by Jack Kennedy.

W O K E

1946
CHARLESTON

Subscriber to the NAB Radio Code
Media Code 4 242 1995 4.00
Weaver Broadcasting Corp., Box 183, 152 Market St., Charleston, S. C. 29402. Phone 803-723-1643.
STATION'S PROGRAMMING DESCRIPTION
WOKE: Programmed for adults and young adults. Network or wire or local news twice an hour sign-on-sign-off. MUSIC 50% albums, 50% singles, including current hits, trend, general popular music, showtunes, standards, jazz and country-rock oriented music. SPORTS network and local college and high school football and basketball play-by-play, auto races, daily studio sportscasts. COMMERCIAL POLICY: 18 minutes of commercials permitted per hour. PERSONALITIES available for remote pickups from stores, shopping centers, fairs, openings and showrooms. Rec'd 8/8/71.
1. PERSONNEL
Pres. & Gen'l Mgr.—Harry C. Weaver.
3. FACILITIES
1000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 4:55-12:15 am daily. EST.
4. AGENCY COMMISSION
15%; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 22a, 23a, 22b, 25b, 26, 28a, 28c, 29b.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 81, 82.
Affiliated with NBC and KBS.

TIME RATES
No. 3 Eff 1/1/69—Rec'd 11/20/68.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-4 pm; Sun noon-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	156x	260x	520x
	CLASS AA					
PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	8.00	7.75	7.50	7.25	7.00	6.75
30 sec	6.50	6.25	6.00	5.75	5.50	5.25
	CLASS A					
1 min	7.00	6.75	6.50	6.25	6.00	5.75
30 sec	5.50	5.25	5.00	4.75	4.50	4.25
	CLASS B					
1 min/less	4.00	3.75	3.50	3.25	3.00	2.75

10 sec: 50% of 1-min.

W P A L

1947
CHARLESTON

A Brothers Broadcasting Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 242 2100 6.00
Brothers Broadcasting Corp., Box 3437, 1717 Wappoo Rd., Charleston, S. C. 29407. Phone 803-766-5584.
STATION'S PROGRAMMING DESCRIPTION
WPAL: Programmed primarily for Black audience. MUSIC: Contemporary R & B, some Gospel & Religion. Black AIR PERSONALITIES do all shows & commercials. NEWS: network, news & sports, followed by local coverage. Daily sports commentary. UPI wire service. Remotes available. Contact Representative for further details. Rec'd 2/5/73.
1. PERSONNEL
General Manager—Ken Goodman.
Sales Manager—Herb Cunningham.
Program Director—Clarance Pitts.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 60h, 60i.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80.
FM facilities: WWWZ, Summerville.
Affiliated with Mutual Black Network.
Affiliated with National Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 1/1/75—Rec'd 1/3/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	AA				A			
PER WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
1 wk	26	24	23	22	24	22	21	20
14 wk	25	23	22	21	23	21	20	19
27-52 wk	24	22	21	20	22	20	19	18

AA. 1-5 tl, flat—28.00; A. 1-5 tl, flat—26.00.

30 SECONDS

1 wk	22	20	19	18	20	18	17	16
14 wk	21	19	18	17	19	17	16	15
27-52 wk	20	18	17	16	18	16	15	14

AA. 1-5 tl, flat—24.00; A. 1-5 tl, flat—22.00.
10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts: 25% of 1-min.
Submitted by Ken Goodman.

(Charleston continued on next page)

WPXI
CHARLESTON'S ONLY
24 HOUR BLACK STATION

WPXI (FM)

1945
CHARLESTON

RAB

Media Code 4 242 2150 5.00
Charleston Communication Corp., Box 10208, 1 Radio Park, Orange Grove Rd., Charleston, S. C. 29411. Phone 803-556-5660.
See affiliated AM station for additional information.
AM facilities: WTMA.

STATION'S PROGRAMMING DESCRIPTION
WPXI (FM): Contemporary black. Contact Representative for further details. Rec'd 6/4/75.

1. PERSONNEL
Operations Manager—Tom Jamison.
Sales Manager—Tom Jenkins.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
ERP 100,000 w.; 95.1 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 432 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and Eastman Radio Network.
Sold in combination with WTMA. See that listing.

TIME RATES
No. 2 Eff 9/1/75—Rec'd 8/1/75.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	I	II	III
1 ti	15	12	10
12 ti	13	11	9
18 ti	11	10	8

30 sec: 80% of 1-min.
Submitted by Mary Downey.

WQSN

1948
CHARLESTON

Media Code 4 242 2205 7.00
Low Country Broadcasting Co., Box 891, 42 Tenth Ave., Charleston, S. C. 29402. Phone 803-722-2852.

STATION'S PROGRAMMING DESCRIPTION
WQSN: Programmed for general adult audience with emphasis on local news and information.
MUSIC: modern country 24 hours a day handled by air personalities. NEWS: newscasts on hour and at half hour with addition of information capsules (news, sports, weather) at 5 min intervals during morning and afternoon drive periods. Contact Representative for further details. Rec'd 2/18/69.

1. PERSONNEL
President—Barry Winton.
Vice-Pres. & Gen'l Mgr.—Doug Randall Clements.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
6. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 32b, 33c.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 46, 46, 47a, 48 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82
Affiliated with American Entertainment Network.

TIME RATES
No. 5 Eff 7/1/71—Rec'd 6/30/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	22.00	20.50	19.00	17.50	16.00
30 sec	17.60	16.40	15.20	14.00	12.80
10 sec	11.00	10.25	9.50	8.75	8.00
CLASS AA					
1 min	18.00	16.50	15.00	13.50	12.00
30 sec	14.40	13.20	12.00	10.80	9.60
10 sec	9.00	8.25	7.50	6.75	6.00
CLASS A					
1 min	14.00	12.50	11.00	9.50	8.00
30 sec	11.20	10.00	8.80	7.60	6.40
10 sec	7.00	6.25	5.50	4.75	4.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	16.50	15.00	13.50	12.00	10.50
30 sec	13.20	12.00	10.80	9.60	8.40
10 sec	8.25	7.50	6.75	6.00	5.25

WTMA

1939
CHARLESTON

EASTMAN RADIO, INC.

Media Code 4 242 2310 5.00
Charleston Communications Corp., Box 10208, 1 Radio Park, Orange Grove Rd., Charleston, S. C. 29411. Phone 803-556-5660.

1. PERSONNEL
Vice-President—Charles E. Smith.
General Manager—John Trenton.
Sales Manager—Howard Keller.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1250 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 25a, 29a.
Contracts: 40a, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60k, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WPXI (FM).
Affiliated with MBS.
Affiliated with Eastman Radio Network.

TIME RATES
No. 7 Eff 9/1/75—Rec'd 8/1/75.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	12 ti	18 ti
I	36	33	30
II	30	27	26

30/less sec: 80% of 1-min.

WTMA/WPXI (FM) COMBINATION
Above rate plus 8.00.
Submitted by Mary C. Downey.

WWWZ

1974
SUMMERVILLE

Selcom, Inc.

NAB RAB

A Brothers Broadcasting Corporation Station
(This is a paid duplicate of the listing appearing under Summerville, S. C.)
Brothers Broadcasting Corp., Box 3437, 1717 Wappoo Rd., Charleston, S. C. 29407. Phone 803-766-5584.

STATION'S PROGRAMMING DESCRIPTION
WWWZ: MUSIC: Progressive rock. Contact Representative for further details. Rec'd 8/4/75.

1. PERSONNEL
General Manager—Ken Goodman.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 330 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WPAL, Charleston.

TIME RATES
No. 5 Eff 9/1/74—Rec'd 7/3/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 MINUTE CLASS AAA						
1 wk	8.94	8.40	7.80	7.50	7.20	6.75
7 wk	8.82	7.95	7.50	7.20	6.75	6.60
13 wk	8.52	7.65	7.20	6.75	6.60	6.30
26 wk	8.22	7.35	6.75	6.60	6.30	6.00
52 wk	7.92	7.05	6.60	6.30	6.15	5.85
CLASS AA						
1 wk	8.10	7.35	6.60	6.45	6.15	6.00
7 wk	7.80	7.05	6.30	6.15	5.85	5.55
13 wk	7.50	6.75	6.00	5.85	5.55	5.40
26 wk	7.20	6.30	5.85	5.55	5.40	5.25
52 wk	6.90	6.00	5.55	5.40	5.25	4.80
30 SECONDS CLASS AAA						
1 wk	8.10	6.90	6.30	6.15	6.00	5.70
7 wk	7.80	6.60	6.15	6.10	5.70	5.40
13 wk	7.50	6.30	6.00	5.70	5.40	5.10
26 wk	7.35	6.15	5.55	5.40	5.10	4.95
52 wk	7.20	5.85	5.40	5.10	4.95	4.65
CLASS AA						
1 wk	6.90	6.15	5.55	5.40	5.10	4.95
7 wk	6.60	6.00	5.40	5.10	4.95	4.80
13 wk	6.30	5.70	5.10	4.95	4.65	4.50
26 wk	6.15	5.40	4.95	4.80	4.50	4.35
52 wk	5.85	5.10	4.80	4.50	4.35	4.20

ID's: 50% of 1-min.
Submitted by Ken Goodman.

(D)

WXTC (FM)

1948
CHARLESTON

RAB

Media Code 4 242 2362 6.00
WCSC, Inc., Box 186, 485 E. Bay St., Charleston, S. C. 29402. Phones 803-722-8371, 722-7611.
See affiliated AM station for additional information.
AM facilities: WCSC.

1. PERSONNEL
Operations Manager—Jim Vann.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 782 ft. above average terrain.
5. GENERAL RATE POLICY
Sold in combination with WCSC. See that listing.

TIME RATES
No. 3 Eff 2/15/74—Rec'd 1/31/74.

7. PACKAGE PLANS

PER WK, EA, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	8.00	7.00	6.00	5.00

30 sec: 30% of 1-min.
Submitted by Tony D. Warren.

SOUTH CAROLINA

CLEMSON

Pickens County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WCCP

1969
Subscriber to the NAB Radio Code
Media Code 4 242 2575 3.00
Tri-County Broadcasting Corp., of Clemson, Box 822, Old Central Rd., Clemson, S. C. 29631. Phone 803-654-5400.

1. PERSONNEL
General Manager—Matt Phillips.
3. FACILITIES
1,000 w. days; 1560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 3/1/73—Rec'd 3/1/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	15 sec
1 ti	2.00	1.65	1.10
25+	1.80	1.50	1.00

CLINTON

Laurens County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WPCC

1957
Subscriber to the NAB Radio Code
Media Code 4 242 2625 6.00
Radio Station WPCC, Inc., Box 663, Clinton, S. C. 29325. Phone 803-833-4215.

STATION'S PROGRAMMING DESCRIPTION
WPCC: Programmed for young adults and adults.

1. PERSONNEL
General Manager—Dan Lynch.
3. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Contemporary Network.

TIME RATES
Eff 1/1/75—Rec'd 11/27/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	50 ti	100 ti	200 ti
1 min	5.06	3.93	3.74	3.55	3.36
30 sec	3.29	2.59	2.47	2.35	2.24
10 sec	2.71	2.00	1.88	1.76	1.65

7. PACKAGE PLANS

	—250 ti Per mo—			— 100 ti Per wk —		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
Ea	3.18	2.12	1.53	2.99	2.00	1.41

COLUMBIA (6 AM; 4 FM)

(including Cayce)
Richland County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	44	32	39	22
B	27	22	27	19
C	21	19	21	17
D	19	17	19	17
AVERAGE	28	23	27	19

WCAY

1958
CAYCE

Modern Country

Media Code 4 242 2730 4.00
Lexington County Broadcasters, 2334 Edmund Rd., West Columbia, S. C. 29169. Phone 803-796-1850. Mailing address: Box 125, Cayce, S. C. 29033.

STATION'S PROGRAMMING DESCRIPTION
WCAY: Programmed primarily for adults.
Entertainment 6-10 am, employing personalities, national, local news, weather, country music, local interest discussions. Entertainment, information for housewife, suburban area news 10 am-3 pm, country music, personality, Farm & news noon-12:15, 3 reporters, agricultural weather, market reports, general farm information Tele/talk discussion program 12:35-1:30 pm. Entertainment 3 pm-sign-off, traffic reports, personality, country music, local and national news, weather, national sports. M-Sat country music 90%; religious music 10%. Sun religious programs and music 60%, country music 40%. Facilities: 3 studios, 2 man news, remote facilities, AP and weather wire, recording facilities. Contact Representative for further details. Rec'd 11/27/74.

(This listing continued on next page)

WGCD

1948
Media Code 4 242 2520 6.00
Dispatch Broadcasting Co., Box 749, Harris St., Chester, S. C. 29706. Phone 803-385-2171.

1. PERSONNEL
General Manager—Robert L. Heinlein.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15% to recognized agencies.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KJR.

TIME RATES
Eff————Rec'd 11/30/72.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	104x	156x	208x	312x
1 min	4.00	3.90	3.80	3.70	3.60	3.50	3.40

CHERAW

Chesterfield County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCRE

1953
Media Code 4 242 2415 2.00
Town and Country Radio, Inc., Box 631, Cheraw, S. C. 29520. Phone 803-537-7837.

1. PERSONNEL
Station Manager—Michael Orr.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1000 w. days; 1420 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Eff 3/1/73—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS

	—Contract per yr—				—Per mo—			
	1-300	600+	900+	1200+	1 ti	36 ti	76 ti	100+
1 min	2.25	2.00	1.75	1.50	2.25	2.00	1.75	1.60
30 sec	1.85	1.60	1.35	1.20	1.75	1.60	1.40	1.25

7. PACKAGE PLANS

PER DAY, 7 DAYS, EA:	1 min	30 sec
5 ti	1.75	1.50

10. SPECIAL FEATURES

	Per mo
ABC News, 5 1-min spots per day	200
Local News, 2 30-sec spots per day	75
Weather, 4 30-sec spots per day	125
Station Break, 25 20-sec spots per day, flat	35
Time Signals, 3 10-sec spots per day	70

CHESTER (1 AM; 1 FM)

Chester County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WCMJ (FM)

1969
RAB

Subscriber to the NAB Radio Code
Media Code 4 242 2455 6.00
Chester County Broadcasting Corp., Box 297, Skyline Drive, Chester, S. C. 29706. Phone 803-377-3193.

STATION'S PROGRAMMING DESCRIPTION
WCMJ (FM): Primarily Country; Gospel 8 pm-12M.

1. PERSONNEL
General Manager—C. Curtis Sigmon.
2. REPRESENTATIVES
Memphis, Atlanta, Dallas—C. K. Beaver & Associates, Inc.
3. FACILITIES
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 99.3 mc.
Operating schedule: 5 am-11 pm. EST.
Antenna ht.: 365 ft. above average terrain.
4. AGENCY COMMISSION
None, all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WYCL, York.

TIME RATES
Eff 9/1/72—Rec'd 2/2/73.

6. SPOT ANNOUNCEMENTS

PER WK:		50 ti	40 ti	30 ti	20 ti
15 sec		1.00	1.10	1.20	1.30
30 sec		1.35	1.45	1.55	1.65
1 min		2.00	2.30	2.50	2.60
PER MO:		300 ti	200 ti	100 ti	50 ti
15 sec		.90	.95	1.00	1.10
30 sec		1.25	1.35	1.45	1.55
1 min		1.65	1.80	1.95	2.10
PER YR:	1825x	1460x	1095x	730x	365x
15 sec	1.05	1.10	1.15	1.20	1.25
30 sec	1.45	1.50	1.55	1.60	1.65
1 min	2.05	2.15	2.25	2.35	2.45

Annual firm contract—10% discount.

SOUTH CAROLINA

Columbia—W C A Y—Continued

1. PERSONNEL
President—J. Olin Tice, Jr.
General Manager/Sales—Thomas S. Chandler.
Business Manager—Joe E. Morris.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
500 w. days; 620 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2c, 2b, 3a, 3b, 3d, 4a, 5, 6a, 6.
Rate Protection: 12i, 14a.
Basic Rates: 20a, 21a, 21d, 23a, 24a, 25a, 82a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/72—Rec'd 11/29/72.
AA—6-10 am & 3-6 pm.
A—10 am-3 pm.

7. PACKAGE PLANS

BULK: 1x	26x	52x	104x	156x	260x	520x	1040x
CLASS AA							
1 min 10.00	9.00	9.20	8.50	8.00	7.50	6.80	6.00
30 sec 7.50	7.30	7.00	6.30	5.80	5.40	5.10	4.50
CLASS A							
1 min 9.00	8.60	8.20	7.50	7.00	6.30	5.80	5.00
30 sec 6.75	6.35	6.00	5.30	4.80	4.40	4.10	3.50

10 sec ID's: 75% of 30-sec.

Edited by Thomas S. Chandler.

WCOS
1939
COLUMBIA

HR STONE radio

SAB

Subscriber to the NAB Radio Code
Media Code 4 242 2835 1.00
WCOS, Inc., Box 748, 2440 Millwood Ave., Columbia, S. C. 29202. Phone 803-252-2177.

1. PERSONNEL
President—George H. Buck, Jr.
General Manager—Jess E. Plummer.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; 15th of month.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10d, 11d, 12d.
Contracts: 40a, 45.
Comb.: Cont. Discounts: 60a.

TIME RATES
Eff ——————Rec'd 3/12/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
A—Mon thru Sat 7 pm-6 am; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun all day.

6. SPOT ANNOUNCEMENTS

	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	30	27	24	21	25	22	19	16
30 sec	24	23	19	17	20	18	15	13

7. PACKAGE PLANS

TAP—50%AA, 50%A:	6 ti	12 ti	18 ti	24 ti
1 min	26	23	20	17
30 sec	21	19	16	14

WCOS-FM
1951
COLUMBIA

SAB

Media Code 4 242 2836 9.00
WCOS, Inc., Box 748, 2440 Millwood Ave., Columbia, S. C. 29202. Phone 803-252-0258.
See affiliated AM station for additional information.

3. FACILITIES
ERP 10,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 9/1/74—Rec'd 11/12/74.
AAA—6-10 am.
AA—3-7 pm.
A—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	17	13	15	12	13	11
14-25 ti	15	11	13	10	11	8

WIS
1939
COLUMBIA

mcgavren-guild
pgw radio, inc.

SAB RAB

Cosmos Broadcasting Corporation
Subscriber to the NAB Radio Code
Media Code 4 242 2940 6.00
Cosmos Broadcasting Corp., Box 21567, Columbia S. C. 29221. Phone 803-772-0256.

1. PERSONNEL
General Manager—John A. Grimes.
General Sales Manager—John Carroll.
Program Director—Dave Kirschner.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 560 kc. Directional—nighttime only.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15% time and specified talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20b, 22a, 24a, 24c, 25a, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62b.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
No. 25 Eff 4/29/74—Rec'd 4/26/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6-10 am.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
SECTION I—1 WEEK								
AAA	45	44	43	42	36	35	34	33
AA	40	39	38	37	32	31	30	29
A	33	32	31	30	26	25	24	23
B	18	17	16	15	14	13	12	11
SECTION II—52 WEEKS								
AAA	38	37	36	35	30	29	28	27
AA	34	33	32	31	27	26	25	24
A	28	27	26	25	22	21	20	19
B	15	14	13	12	12	11	10	9

*SECTION III—1 MINUTE OR LESS

	AAA	AA	A	B
24 ti	25	17	14	8

(*) Specified positions not available in AAA or AA. Specified positions and/or time segments in A or B, extra 25%.

10. SPECIAL FEATURES
RADIOCOPTER 56 TRAFFIC REPORTS
1 min/less, 7-9 am, rotating, flat 60.00
4-6 pm, rotating, flat 50.00

WNOK
1947
COLUMBIA

CBS Radio Network

SAB

Media Code 4 242 3045 6.00
Palmetto Radio Corp., Drawer M, 6027 Devine St., Columbia, S. C. 29205. Phone 803-778-1230. TWX 803-733-1131.

STATION'S PROGRAMMING DESCRIPTION
WNOK: Modern programming for adults 18-35. NEWS: network at :50, features at :25; local each hour; bulletins interrupt programming; 2 mobile units for on scene reporting. SPORTS: local boat races, stock car races, high school football games. MUSIC: modern MOR & general popular format handled by personalities. COMMERCIAL POLICY: separation between competative products 15 minutes. FARM: 6-6:30 am. Contact Representative for further details. Rec'd 4/2/71.

1. PERSONNEL
Executive Vice-President—H. Moody McElveen, Jr.
Managing Director—Frank T. Stish.
Program Director—Michael M. Hiett.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 7:00 am-midnight Sun. EST.

4. AGENCY COMMISSION
15%; no cash discount. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42b, 42d, 43, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with CBS.

TIME RATES
Eff 10/31/66—Rec'd 6/1/67.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—6 am-4 pm, 7 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	520x	1040x
CLASS AA							
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00
20/30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50
CLASS A							
1 min	10.00	9.50	8.00	6.00	7.00	6.00	5.00
20/30 sec	8.50	7.20	6.20	6.00	5.20	4.40	3.80

7. PACKAGE PLANS
SATURATION PLANS

PER WK:	21 ti	28 ti	35 ti
1 min	7.00	6.00	5.00

35% of all spots will be aired in AA time.

8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.
CLASS AA				
1 time	60.00	36.00	20.00	12.00
13 times	57.00	34.20	19.00	11.40
26 times	54.00	32.40	18.00	10.80
52 times	51.00	30.60	17.00	10.20
100 times	48.00	28.80	16.00	9.60
260 times	45.00	27.00	15.00	9.00
500 times	42.00	25.20	14.00	8.40
CLASS A				
1 time	40.00	24.00	13.00	8.00
13 times	38.00	22.80	12.70	7.60
26 times	36.00	21.60	12.00	7.20
52 times	34.00	20.40	11.60	6.80
100 times	32.00	19.20	11.00	6.40
260 times	30.00	18.00	10.00	6.00
500 times	28.00	16.80	9.30	5.60

Advertisers using 6 or more programs weekly will earn an additional discount of 5 % of the 1 time rate

WNOK-FM
1959
COLUMBIA

SAB

Media Code 4 242 3046 4.00
Palmetto Radio Corp., Drawer M, 6027 Devine St., Columbia, S. C. 29205. Phone 803-778-1233. TWX 803-733-1131.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WNOK-FM: Programmed for general interest to young adults.
MUSIC: adult contemporary, MOR format. NEWS: AP at :45. Weather at :20. COMMERCIAL POLICY: maximum 8 commercial units per hour. Contact Representative for further details. Rec'd 2/28/75.

1. PERSONNEL
Managing Director—William L. McElveen.
Program Director—Richard F. Hall.

3. FACILITIES
ERP 100,000 w.; 104.7 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 450 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
TV facilities: WNOK-TV

TIME RATES
Eff 2/1/73—Rec'd 2/1/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1-6 ti	12 ti	18 ti	24 ti	36 ti
1 min	12	10	9	8	7
30 sec	10	9	8	7	6

WOIC
1954
COLUMBIA

Rhythm & Blues

SAB RAB

Media Code 4 242 3150 4.00
Nuance Corp., Box 565, 1136 Washington St., Columbia, S. C. 29202. Phones 803-256-1551, 1552, 1553.

STATION'S PROGRAMMING DESCRIPTION
WOIC: Programmed primarily for black audience.
MUSIC: rhythm & blues principally. Black AIR PERSONALITIES. NEWS: network at :60 & :30. Contact Representative for further details. Rec'd 7/3/74.

1. PERSONNEL
General Manager—Elliott E. Franks, III.
General Sales Manager—Douglas W. Craig.
Program Director—Bill Terrell.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1320 kc. Directional—night only.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 43 44a, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with American Contemporary Network.
Affiliated with Bernard Howard Black Radio Network
Affiliated with National Black Network.

TIME RATES
No. 4 Eff 7/1/75—Rec'd 7/7/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER	AAA				AA			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 ti	30.00	28.45	27.50	26.25	24.10	23.15	21.90	21.25
6 ti	25.65	24.10	22.85	21.90	21.25	19.70	18.75	18.15
12 ti	22.50	21.25	20.35	19.70	18.15	16.60	15.95	15.00
18 ti	20.93	19.70	18.75	17.50	16.90	15.35	14.70	14.10
24 ti	19.70	18.15	17.20	16.60	15.95	14.40	13.75	13.85
30 SECONDS								
1 ti	24.00	22.75	22.00	21.00	19.25	18.50	17.50	17.00
6 ti	20.50	19.25	18.25	17.50	17.00	15.75	15.00	14.50
12 ti	18.00	17.00	16.25	15.75	14.50	13.25	12.75	12.00
18 ti	16.75	15.75	15.00	14.50	13.50	12.25	11.75	11.25
24 ti	15.75	14.50	13.75	13.25	12.75	11.50	11.00	10.25

ID's: 60% of 1-min.
Submitted by Elliott E. Franks, III.

WQXL
1945
COLUMBIA

SAB

A Key Station
Media Code 4 242 3255 1.00
Metro Communications, Inc., Box 3277, Columbia, S. C. 29202. Phone 803-252-8450.

STATION'S PROGRAMMING DESCRIPTION
WQXL: 100% religious programming.
Religious programs, national & local, 50%; other 50%, religious music, gospel, traditional and contemporary. NEWS: local and network national. Rec'd 3/29/74.

1. PERSONNEL
President—Garrett M. Alderfer.
Exec. Vice-Pres. & Gen'l Mgr.—Mannon R. Turner.

3. FACILITIES
5,000 w. days; 1470 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 2/14/72—Rec'd 7/24/72.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	13 ti	27-50
1 min	11.00	9.00	7.50	6.00
30 sec	8.00	7.00	6.00	5.00

All spots must run within 7 days.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
BULK RATE

52 WK:	1200x	2400x	3000x
30 sec	3.00	2.50	2.00

WXRY (FM)
1971
COLUMBIA

M Jack Masla & Company, Inc.

Beautiful Music

SAB

Media Code 4 242 3300 5.00
Frank D. Ward, Inc., 2400 Decker Blvd., Columbia, S. C. 29206. Phone 803-788-6500.
Mailing address: Box 6827, Columbia, S. C. 29260.

STATION'S PROGRAMMING DESCRIPTION
WXRY (FM): Programmed for adults.
MUSIC: popular album format, primarily instrumental, includes standards, film & MOR: NEWS: capsules at :00; weather at :30. COMMERCIAL POLICY: no more than 6 commercial minutes per hour. Contact Representative for further details. Rec'd 12/10/73.

1. PERSONNEL
President—Frank D. Ward.
Vice-Pres./Sales—R. Lanier Jones.
Operations Manager—James T. Chumley.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Southeast—Dora-Clayton Agency, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 (vert.); 93.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15d.
Basic Rates: 20a, 21a, 22b, 23a, 25a, 29b.
Contracts: 40a, 41, 42a, 42c, 43 44a, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61c.
Cancellation: 70e, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 7/1/72—Rec'd 5/31/72.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	7 ti	14 ti	21 ti
1 min	18	17	16

30 sec: 80% of 1-min.
Specified time periods, extra 1.00 per spot.
Edited by R. Lanier Jones.

WZLD (FM)
1974
CAYCE

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 242 3330 2.00
WZLD, Inc., Box 807, 1303 State St., Cayce, S. C. 29033. Phone 803-796-8896.

STATION'S PROGRAMMING DESCRIPTION
WZLD (FM): Programmed for adults.
MUSIC: contemporary; MOR. Contact Representative for further details. Rec'd 8/12/75.

1. PERSONNEL
Owener & Gen'l Mgr.—Bill Hunt.
Operations Manager—Jim Rich.
Sales Manager—Frank Baker.

(This listing continued on next page)

2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; due when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 5.
Rate Protection: 15b.
Basic Rates: 20a.
Contracts: 40a, 45, 51b.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 81
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 6/15/75—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS
30 SECONDS

WK, BTA:	4 ti	14 ti	21 ti	26 ti	56 ti	84 ti
1 wk	7.50	7.00	6.50	6.00	5.50	5.00
13 wk	6.50	6.00	5.50	5.00	4.50	4.00
26 wk	6.00	5.50	5.00	4.50	4.00	3.50
52 wk	5.50	5.00	4.50	4.00	3.50	3.00

1 min: Extra 2.00.
Specified time: Extra 1.50.

DISCOUNT
2-12 wk—10%.

Submitted by William D. Hunt.

CONWAY (1 AM; 1 FM)

Horry County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WLAT
1945

Subscriber to the NAB Radio Code
Media Code 4 242 3360 6.00
Coastal Broadcasting Co., Inc., Box 799, Conway, S. C. 29526. Phone 803-248-9040.
1. PERSONNEL
Pres., Treas. & Gen'l Mgr.—Jack E. Hawley.
3. FACILITIES
5000 w days; 500 w. nights; 1330 kc.
Directional—night only.
Operating schedule: 6 am-midnight. EST.
Partial simulcast operation. Simulcast Mon-Fri noon news & Special sports. For non-simulcast facilities see WLAT-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: The Tobacco Radio Network, Carolina Radio Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 4/1/74—Rec'd 1/20/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	104+
1 min	3.60	3.40	3.15	2.90	2.70	2.45
30 sec	3.15	2.90	2.70	2.50	2.25	2.00

WLAT-FM
1964

NAFMB

Subscriber to the NAB Radio Code
Media Code 4 242 3361 7.00
Coastal Broadcasting Co., Inc., Box 799, Hwy. 501, Conway, S. C. 29526. Phone 803-248-9040.
See affiliated AM station for additional information.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
ERP 26,000 w.; 104.1 mc. Stereo.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 170 ft. above average terrain.
Partial simulcast operation. Operated separately Mon-Fri all times except noon news & special sports. For simulcast facilities see WLAT.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/1/75—Rec'd 4/17/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	104+
1 min	4.15	3.90	3.65	3.35	3.10	2.85
30 sec	3.65	3.35	3.10	2.90	2.60	2.30

DARLINGTON (1 AM; 1 FM)

Darlington County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WDAR 1955 — WDAR-FM 1965

Media Code 4 242 3465 6.00
Rebel Radio, Inc., Box 9, Darlington, S. C. 29532. Phone 803-393-4081.

STATION'S PROGRAMMING DESCRIPTION
WDAR: Programmed for general interest.
MUSIC: 80% C & W, top 45 songs & classics; 20% gospel. 5 AIR PERSONALITIES handle all segments. NEWS: 5 min network at :60; 3 min state, local, weather news at :30. FARM & market news: 6-7 am & noon-1 pm. Local live talk show 8:30-9 am, guest interviews on public affairs, public service, education, women's interests. SPORTS: 15 min network reports. NASCAR stock car races, Indianapolis 500, college & local high school football & basketball. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
President—Stanley M. Boyd.
Gen'l & Sta. Mgr.—Bill Walls.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 105.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 262 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15d.
Basic Rates: 20a, 21b, 22b, 23a, 24c, 25a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS
1 min 3.75 30 sec 3.25
7. PACKAGE PLANS

1 WK, EA:	10+	30+
30 sec	2.95	2.65

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	9.50	15.50	20.75	31.00	53.00

Edited by Bill C. Walls.

(D)

DILLON (1 AM; 1 FM)

Dillon County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WDSC 1946 — WDSC-FM 1954

Subscriber to the NAB Radio Code
Media Code 4 242 3570 3.00
Border Broadcasting Co., Box 231, Hwy., 301, 4 mi. S. of Dillon, S. C. 29536. Phones 803-774-9031, 9032.
1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph Martin.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 800 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM FACILITIES
ERP 10,000 w.; 92.9 mc.
Operating schedule: Sunrise-10:30 pm.
4. AGENCY COMMISSION
15% net charges; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network.

TIME RATES
No. 2 Eff 7/1/48—Rec'd 3/5/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25

EASLEY (1 AM; 1 FM)

Pickens County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WELP
1951

RAB

Subscriber to the NAB Radio Code
Media Code 4 242 3673 6.00
Pickens County Broadcasting Co., Inc., Box 667, Easley, S. C. 29640. Phone 803-859-6388.
1. PERSONNEL
Pres., Treas. & Gen'l Mgr.—Cleatus Brazzell.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 9 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-7:35 am. For non-simulcast facilities see WELP-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 5 Eff 1/1/74—Rec'd 2/28/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti	25 ti	35 ti
1 min	3.00	2.90	2.80	2.60	2.40	2.20

WELP-FM
1965

RAB

Subscriber to the NAB Radio Code
Media Code 4 242 3675 6.00
Pickens County Broadcasting Co., Box 667, Maple & Cross Hill Sts., Easley, S. C. 29640. Phone 803-859-6388.
See affiliated AM station for additional information.
1. PERSONNEL
Pres. & Sta. Mgr.—C. O. Brazzell.
3. FACILITIES
ERP 3.300 w.; 103.9 mc.
Operating schedule: 5:55 am-11 pm. EST.
Antenna ht.: 361 ft. above average terrain.
Partial simulcast operation. Operated separately 7:35 am-11 pm. For simulcast facilities see WELP.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WELP. See that listing.

FLORENCE (3 AM; 1 FM)

Plus 1 paid duplicate listing.
Florence County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WDAR 1955 — WDAR-FM 1965
DARLINGTON

Country & Western

(This is a paid duplicate of the listing appearing under Darlington, S. C.)
Media Code 4 242 3465 6.00
Rebel Radio, Inc., Box 9, Darlington, S. C. 29532. Phone 803-393-4081.

STATION'S PROGRAMMING DESCRIPTION
WDAR: Programmed for general interest.
MUSIC: 80% C & W, top 45 songs & classics; 20% gospel. 5 AIR PERSONALITIES handle all segments. NEWS: 5 min network at :60; 3 min state, local, weather news at :30. FARM & market news: 6-7 am & noon-1 pm. Local live talk show 8:30-9 am, guest interviews on public affairs, public service, education, women's interests. SPORTS: 15 min network reports. NASCAR stock car races, Indianapolis 500, college & local high school football & basketball. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
President—Stanley M. Boyd.
Gen'l & Sta. Mgr.—Bill Walls.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 105.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 262 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15d.
Basic Rates: 20a, 21b, 22b, 23a, 24c, 25a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS
1 min 3.75 30 sec 3.25
7. PACKAGE PLANS

1 WK, EA:	10+	30+
30 sec	2.95	2.65

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	9.50	15.50	20.75	31.00	53.00

Edited by Bill C. Walls.

(D)

WJMX
1947

RAB

Media Code 4 242 3780 6.00
Atlantic Broadcasting Co., Box 1211, Florence, S. C. 29501. Phones 803-669-6351, 665-0970.
Other offices: U. S. Highway 52—north of Florence, S. C.
1. PERSONNEL
President—K. E. Stone
General Manager—Paul H. Benson, Jr.
2. REPRESENTATIVES
The Devney Organization, Inc.
South—David Carpenter Company.
3. FACILITIES
5,000 w. days; 1000 w. nights; 970 kc.
Directional—night only.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a, 45.
Rates do not include music copyright fees or talent costs.
Time for exclusive use of contracting parties.
Alcoholic beverage advertising: beer & light wines.
FM facilities: WSTN (FM).
Affiliated with CBS.
Member: The Tobacco Radio Network.

TIME RATES
No. 6 Eff 1/1/74—Rec'd 1/7/74.
A—6-10 am; noon-1 pm; 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
A	13.00	11.00	10.00	9.00	8.00	7.00
B	7.00	6.50	6.00	5.50	5.00	4.50

30/20 sec: 80% of 1-min.

WOLS
1937

Subscriber to the NAB Radio Code
Media Code 4 242 3885 5.00
Florence Broadcasting Co., Inc., Drawer 789, 151 S. Dargan St., Florence, S. C. 29501. Phone 803-662-3371.
1. PERSONNEL
Station Manager—A. P. Skinner.

SOUTH CAROLINA

2. REPRESENTATIVES
Southwest—Mario Messina Company.
Southern—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1220 kc.
Non-directional.
Operating schedule: 5:30 am-midnight Mon thru Sat; 7:00 am-midnight Sun. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 6.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61c, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.
Member: National AgRadio Groups, Inc.

TIME RATES
No. 5 Eff 3/1/74—Rec'd 3/28/74.

6. SPOT ANNOUNCEMENTS
1 min, flat 3.75 30 sec, flat 3.25
6. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	260x
5 min	11.00	10.40	9.80	9.20	8.60	8.00

WSTN (FM)
1964

RAB

Media Code 4 242 3933 6.00
Atlantic Broadcasting Company, Box 1211, Florence, S. C. 29501. Phones 803-669-6351, 665-0970.
See affiliated AM station for additional information.
AM facilities: WJMX.
1. PERSONNEL
Gen'l & Sta. Mgr.—Paul H. Benson, Jr.
3. FACILITIES
ERP: 3,000 w.; 103.1 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
Eff ———Rec'd 3/30/64.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.50	4.35	4.20	4.05	3.90	3.75	3.60	3.45

WYNN
1958

Subscriber to the NAB Radio Code
Media Code 4 242 3990 3.00
Forjay Broadcasters, Inc., Box 1586, 1320 W. Evans St., Florence, S. C. 29501. Phone 803-662-6364.

STATION'S PROGRAMMING DESCRIPTION
WYNN: Programmed primarily for Black audience. MUSIC: rhythm & blues principally, some gospel, jazz & spiritual. Black AIR PERSONALITIES do all shows including live commercials. NEWS: UPI at :60; weather reports at :15. Live & recorded interviews with civic leaders & city officials on matters of interest to all citizens. Remote facilities available. Sun: direct broadcast from leading black churches. Contact Representative for further details. Rec'd 4/2/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—James N. Maurer.
National Sales Manager—Jack Maurer.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
250 w. days; 540 kc.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 60h, 61.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
Affiliated with National Black Network.

TIME RATES
Eff 5/31/74—Rec'd 4/29/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1 MINUTE				
	CLASS AAA				
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	10.50	9.50	8.75	8.50	8.25
7 wk	10.00	9.00	8.25	8.00	7.75
13 wk	9.50	8.50	8.00	7.75	7.50
26 wk	8.75	8.00	7.50	7.25	7.00
52 wk	8.25	7.50	7.00	6.75	6.50
	CLASS AA				
1 wk	8.75	8.00	7.50	7.00	6.50
7 wk	8.50	7.50	7.00	6.50	6.00
13 wk	8.25	7.25	6.75	6.00	5.50
26 wk	8.00	7.00	6.25	5.75	5.25
52 wk	7.75	6.75	6.00	5.25	5.00

	30 SECONDS				
	CLASS AAA				
1 wk	8.40	7.60	7.00	6.80	6.60
7 wk	8.00	7.20	6.60	6.40	6.20
13 wk	7.60	6.80	6.40	6.20	6.00
26 wk	7.00	6.40	6.00	5.80	5.60
52 wk	6.60	6.00	5.60	5.40	5.20
	CLASS AA				
1 wk	7.00	6.40	6.00	5.60	5.20
7 wk	6.80	6.00	5.60	5.20	4.80
13 wk	6.60	5.80	5.40	4.80	4.40
26 wk	6.40	5.60	5.00	4.60	4.20
52 wk	6.20	5.40	4.80	4.20	4.00

ID's: 50% of 1-min.

SOUTH CAROLINA

FOUNTAIN INN

Greenville County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WFIS
1956
Subscriber to the NAB Radio Code
Media Code 4 242 4095 6.00
Fountain Inn-Simpsonville Enterprises, Inc. Box 156, Hwy. 14, Fountain Inn, S. C. 29644. Phone 803-963-5981.

STATION'S PROGRAMMING DESCRIPTION
WFIS: MUSIC: country music, gospel weekends.

1. PERSONNEL
Vice-Pres., Gen'l & Sales Mgr.—Ben H. Davis, Jr.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1400 w. days; 1500 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 10/1/71—Rec'd 11/2/71.
AA—Mon thru Sat 7-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 min. flat..... 4.00 30 sec. flat..... 3.30
CLASS A

PER WK, EA:	1 ti	6 ti	12 ti	18 ti	24 ti	48 ti
1 min.....	3.25	2.75	2.60	2.50	2.35	2.25
30 sec.....	2.75	2.25	2.15	2.00	1.85	1.75
15 sec.....	2.25	1.75	1.60	1.50	1.35	1.25

AA & A may be combined to earn lower rate.
1 minute, 30 and 15 second spots may be combined to earn lower rate.

GAFFNEY (2 AM; 1 FM)

Cherokee County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

WEAC 1962 — WAGI (FM) 1960

Subscriber to the NAB Radio Code
Media Code 4 242 4200 6.00
Gaffney Broadcasting, Inc., Box 1210, Providence Rd., Gaffney, S. C. 29340. Phone 803-489-9066.

STATION'S PROGRAMMING DESCRIPTION
WEAC: Programmed mainly for 18-49 age group.
WAGI (FM): modern country days, gospel nights.

1. PERSONNEL
Treas., Gen'l Mgr. & Chief Engr.—Don H. Lovelace.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1500 kc. Non-directional.
Operating schedule: sunrise-local sunset. EST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 390 ft. above average terrain.
Simulcast sunrise-8 am.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Golden Crescent Group.

TIME RATES
Eff 10/1/73—Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

	1x	5x	10x	15x	20x	25x
1 min.....	4.10	3.80	3.65	3.40	3.30	3.10
30 sec.....	3.10	3.00	2.90	2.75	2.60	2.50
		35x	36x	101x	301x	1001x
1 min.....		3.00	2.85	2.50	2.20	2.00
30 sec.....		2.35	2.25	1.85	1.65	1.50
15 sec.....		.....	1.40	1.25	1.15	1.10

WFGN
1948

Media Code 4 242 4305 3.00
Cherokee Radio Co., Inc., Box 47, Gaffney, S. C. 29340. Phone 803-489-4795

STATION'S PROGRAMMING DESCRIPTION
WFGN: Pop MOR format; AP.

1. PERSONNEL
General Manager—Keith Johnson.

3. FACILITIES
250 w. days. 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective June 27, 1949. (Card No. 1.)
Rev. received September 4, 1956.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1- 20 ti...	22.00	16.50	9.25	6.60	4.15	2.10	1.40
21- 65 ti...	20.00	15.00	7.50	6.00	3.75	1.90	1.30
65- 156 ti...	19.00	14.50	7.25	5.80	3.60	1.80	1.20
156- 260 ti...	18.00	14.00	7.00	5.60	3.50	1.75	1.15
260- 500 ti...	17.00	13.50	6.75	5.40	3.35	1.70	1.10
500-1000 ti...	.....	13.00	6.50	5.20	3.20	1.65	1.05
1000 or more times.....	.....	.....	.....	.....	.....	1.50	1.00

GEORGETOWN (2 AM; 2 FM)

Georgetown County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WGTN
1949
Subscriber to the NAB Radio Code
Media Code 4 242 4410 1.00
Seacoast Broadcasting Corp., Inc., 216 Fraser St., Georgetown, S. C. 29440. Phones 803-546-4161, 4162.

STATION'S PROGRAMMING DESCRIPTION
WGTN: Top 40, solid gold & golden oldies.

1. PERSONNEL
General Manager—Harry Hyman.

3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-11 pm. EST.
Partial simulcast operation. Simulcast news at noon. For non-simulcast facilities see WSHG (FM).

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WSHG (FM).

TIME RATES
Eff.——Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

	1x	30x	60x	90x
1 min.....	2.50	2.25	2.10	2.00
30 sec.....	2.00	1.80	1.65	1.55

To be used in any 30-day period.
Edited by Harry Hyman.

WINH
1962

Subscriber to the NAB Radio Code
Media Code 4 242 4515 7.00
Winyah Bay Broadcasting Company, Inc., Drawer W, Georgetown, S. C. 29440. Phone 803-546-5141.

STATION'S PROGRAMMING DESCRIPTION
WINH: MOR music; network & local news.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harry R. (Tad) Fogel.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 11/1/73—Rec'd 7/28/75.

7. PACKAGE PLANS

PER WK:	1 ti	10 ti	20 ti	30 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	200 ti
PER YR:	1x	60x	200x	700x	1000x
1 min.....	3.75	3.15	2.75	2.40	2.15
30 sec.....	2.60	2.40	2.00	1.75	1.50

Submitted by Harry R. Fogel.

WINH-FM
1971

Media Code 4 242 4516 5.00
Winyah Bay Broadcasting Co., Inc., Drawer W, 631 Church St., Georgetown, S. C. 29440. Phone 803-546-5141.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WINH-FM: MOR/gold music; network & local news.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 6-12:05 am. EST.
Antenna ht.: 180 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See Coded regulations
Affiliated with American Information Network.

TIME RATES
Rates are identical to WINH. See that listing.
Submitted by Harry R. Fogel.

WSHG (FM)
1973
Subscriber to the NAB Radio Code
Media Code 4 242 4568 6.00
Seacoast Broadcasting Corp., Box 575, 216 S. Frazer, Georgetown, S. C. 29440. Phone 803-546-4161.
See affiliated AM station for additional information.
AM facilities: WGTN.

STATION'S PROGRAMMING DESCRIPTION
WSHG (FM): Modern country.

1. PERSONNEL
Program Director—Tom Rea.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately except for news at noon. For simulcast facilities see WGTN.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are indentical to WGTN. See that listing.

GREENVILLE-SPARTANBURG
(10 AM; 4 FM)

Greenville County—Map Location B-3
Spartanburg County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	40	23	26	25
B	40	23	26	23
C	29	19	24	18
D	29	19	24	17
AVEBAGE	35	21	25	20

WASC
1968
SPARTANBURG
A Beasley Station
Media Code 4 242 8350 5.00
Carolina Radio Broadcasting Co., Inc., Box 5686, 840 Wofford St., Spartanburg, S. C. 29301. Phone 803-585-1530.

STATION'S PROGRAMMING DESCRIPTION
WASC: MUSIC: modern country.
NEWS: network, 5 min at :00; local & weather at :30; weather at :45, sports at :15. Mobile & aerial traffic news daily. Trading post, personality. Contact Representative for further details. Rec'd 2/4/75.

1. PERSONNEL
General Manager—K. Joe Sessoms.
Prog. & News Dir.—Joe W. Crowe.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
South Carolina, North Carolina — Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only. 10th following broadcast.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 9.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21c, 23a, 24a, 24e, 25a, 26, 28b, 28c, 29b, 30, 31, 33c.
Contracts: 40c, 42b, 42d, 44b, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60c, 60e, 60f, 61a, 62a, 62d.
Cancellation: 70b, 70c, 71b, 72, 73a, 73b.
Prod. Services: 82.

Affiliated with American Information Network.
Affiliated with KBS.
Member: Beasley Broadcast Group.

TIME RATES
No. 1 Eff 1/1/68—Rec'd 5/28/68.

6. SPOT ANNOUNCEMENTS

	10 sec	20 sec	30 sec	60 sec
Ea	3.50	4.50	6.00	9.00

WEEKLY DISCOUNTS
5 ti— 5% 15 ti—15% 25 ti—25%
10 ti—10% 20 ti—20%
CONSECUTIVE WEEK CONTRACT
52 wk—additional 5%.

8. PROGRAM TIME RATES

	2 min	5 min	10 min	1/4 hr
Ea	12	16	24	30

WESC
1947
GREENVILLE

Buckley Radio Sales, Inc.

Subscriber to the NAB Radio Code
Media Code 4 242 4620 5.00
Broadcasting Company of the Carolinas, Box 2447, Beres Plaza, Greenville, S. C. 29602. Phone 803-242-4660.

STATION'S PROGRAMMING DESCRIPTION
WESC: Programmed for adults.
MUSIC: modern country. NEWS: 5 min at :30; local produced by news director at :58; 2 mobile units; local news summary 12:30-12:35 pm M-F with voice actualities. SPORTS: scores & news at :18. Weather at :45; forecasts at :29 & 59. COMMUNITY EVENTS: bulletin board at 9:15 am, 12:15 & 3:15 pm. FARM: at 6:30 am. Contact Representative for further details. Rec'd 8/4/71.

1. PERSONNEL
President—Robert A. Schmid.
Vice-Pres. & Gen'l Mgr.—John Y. Davenport.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
10,000 w. days; 660 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-8 am. For non-simulcast facilities see WESC-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10b, 12b, 14b.
Basic Rates: 20b, 24c.
Contracts: 40a, 41, 46, 47a.
Comb.; Cont. Discounts: 60g, 60l.
Cancellation: 70a, 70e.
Affiliated with American Entertainment Network.

TIME RATES
AM/FM COMBINATION
No. 9 Eff 9/1/74—Rec'd 8/19/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti.....	34	28	32	26	24	20
6 ti.....	33	27	31	25	23	19
12 ti.....	31	25	29	23	22	18
16 ti.....	29	23	27	22	21	17
24 ti.....	28	22	26	21	20	16

10 sec: 50% of 1-min.

AM only:	AAA	AA	A
Deduct per spot.....	10	8	5

8. PROGRAM TIME RATES
AM ONLY

1 HR:	1x	52x	156x	260x
AA	125	115	105	95
A	100	90	80	70
B	65	60	55	50

1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.

WESC-FM
1947
GREENVILLE

Subscriber to the NAB Radio Code
Media Code 4 242 4621 3.00
Broadcasting Company of the Carolinas, Box 2447 Beres Plaza, Greenville, S. C. 29602. Phone 803-242-4660.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WESC-FM: Programmed for 25 plus audience.
MUSIC: modern country. NEWS: 5 min at :30; local & state :15. Weather every 10 min. COMMERCIAL POLICY: limited to 6 minutes per hour. Contact Representative for further details. Rec'd 8/20/74.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 (vert.); 92.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Operated separately 6-8 am. For simulcast facilities see WESC.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WESC. See that listing for rates.

TIME RATES
No. 9 Eff 9/1/74—Rec'd 8/19/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti.....	15.00	12.00	13.00	11.00	11.00	9.00
6 ti.....	14.00	11.50	12.00	10.00	10.00	8.50
12 ti.....	13.00	11.00	11.00	9.00	9.00	7.50
16 ti.....	12.00	10.00	10.00	8.50	8.00	6.50
24 ti.....	11.00	9.00	9.00	7.50	7.00	6.00

10 sec: 50% of 1-min.

(Greenville-Spartanburg continued on next page)

WESC-AM/FM the winning combination — again . . .

1st in Total Listeners
1st in Adult Listeners
1st in Young Adults (18-19)
1st in Drive Times (MEN)
1st in Housewife Time
1st All Day Long

National Representatives: BUCKLEY RADIO SALES

Source: Pulse April-May '74, average ¼ hour, Radio Station Area, Mon.-Fri. 6am-7pm. All figures estimates, subject to limitations in reports.

WFBC
1933
GREENVILLE
NBC Radio Network
KATZ RADIO

NAB RAB

A Multimedia Station
Subscriber to the NAB Radio Code
Media Code 4 242 4725 2.00
Multimedia Broadcasting Co., Box 788, 505 Rutherford St., Greenville, S. C. 29602. Phone 803-233-4601.

STATION'S PROGRAMMING DESCRIPTION
WFBC: Programmed for adults. MUSIC: middle-of-the-road. AIR PERSONALITIES handle all segments. 5 am-12M M-F: telephone interviews, contests, comedy, sports capsules, weather, informative features. NEWS: 5 min network on hour, 2 min local on half hour, 5 min local 7 am, 7:55 am, 5:55 pm, 10:05 pm, & 12M. Noon-12:15 pm news roundup. 7 man news department. FARM: market report 6:45 am, 12:45 pm SPORTS: capsules in all shows. 5:45-5:55 pm 16 min sports show, major league baseball, college football and basketball. Sat and Sun network and local news and music. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
President—Wilson C. Wearn.
Vice-Pres. & Gen'l Mgr.—Bruce Ruchanan.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 1330 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Simulcast 6-10 am Mon thru Sat; 6-7 am Sun. For non-simulcast facilities see WFBC-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 24a, 24b, 24c, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60f, 60g, 60i, 61a, 61c.
Cancellation: 70e, 71a.
Affiliated with NBC.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
No. 5 Eff 8/1/74—Rec'd 8/5/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	55	52	50	48	----
AA	40	38	36	34	32
A	35	34	33	32	30

30/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 10.00 per 1-min spot.

7. PACKAGE PLANS
Nightime Saturation Plan—Mon thru Sun 7 pm-6 am: 1 1-min spot per hr (minimum 6 days per wk) per wk 132.00.

WFBC-FM
1947
GREENVILLE

NAB RAB

A Multimedia Station
Subscriber to the NAB Radio Code
Media Code 4 242 4726 6.00
Multimedia Broadcasting Co., Box 788, 505 Rutherford St., Greenville, S. C. 29602. Phone 803-233-4601.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WFBC-FM: Programmed to young adults 18-49. MUSIC: hit parade. NEWS: network at :60. Contact Representative for further details. Rec'd 4/29/71.

3. FACILITIES
ERP 100,000 w.; 93.7 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 1,840 ft. above average terrain.
Partial simulcast operation. Operated separately 10-6 am Mon thru Sat; 7-1 am Sun. For simulcast facilities see WFBC.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WFBC. See that listing for rates.

TIME RATES
Deduct 10.00 per 1-min spot from AM/FM combination.

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

WHYZ
1966
GREENVILLE
Black

Media Code 4 242 4830 0.00
WHYZ, Inc., Box 4368, Greenville, S. C. 29608. Phone 803-246-1441.

STATION'S PROGRAMMING DESCRIPTION
WHYZ: Programmed for Negro listener.
MUSIC: Rhythm & blues, jazz, current pop hits, gospel. AIR PERSONALITIES handle all segments. Taped commercials are interchangeable. NEWS: Locally oriented 5 min per hour. Public affairs/discussion program involving audience participation Sun 2-3 pm. SPORTS: Capsules 5X daily Mon-Sat. Contact Representative for further details. Rec'd 2/1/74.

1. PERSONNEL
Treas./Secy. & Sta. Mgr.—Raymond Somers.
Program Director—Jimmy Bishop.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

2. FACILITIES
50,000 w. days; 1070 kc; Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10b, 11b, 14b.
Basic Rates: 20b, 24a, 24b, 24c, 26, 29a.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 60g, 66i, 61b.
Cancellation: 70e, 71a, 72.
Affiliated with MBS.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
Eff 10/1/74—Rec'd 9/3/74.
A—Mon thru Sat 6:30-9 am & 3-7 pm.
B—All other times

6. SPOT ANNOUNCEMENTS

PER WK:	A 1 ti	A 20 ti	A 30 ti	A 40 ti	B 1 ti	B 20 ti	B 30 ti	B 40 ti
1 min	15.00	13.50	12.00	11.00	13.50	12.25	11.00	10.25
30 sec	13.00	11.50	10.00	9.00	11.50	10.50	9.25	8.50
10 sec	6.00	5.00	4.00	3.25	5.00	4.25	3.50	3.00

7. PACKAGE PLANS

PER MO:	1 min	30 sec
100 ti	9.00	7.00
70 ti	9.50	7.50
ANNUAL BULK PLAN		
500 x	8.50	6.50
1000 x	8.00	6.00

8. PROGRAM TIME RATES

	26x	52x	156x	260x
1 hr	135	120	110	90
1/2 hr	75	68	60	48
1/4 hr	40	36	32	25

10. SPECIAL FEATURES

ROTATING NEWSCASTS			
PER MO:	20 ti	40 ti	60 ti
5 min	20	17	14
ROTATING SPORTS CAPSULES			
PER MO:	20 ti	40 ti	60 ti	80 ti	100 ti
2 min	11	10	9	8	7

WKDY
1953
SPARTANBURG

RAB

Media Code 4 242 4882 1.00
Capitol Broadcasting Corp., Box 5635, Spartanburg, S. C. 29301. Phone 803-583-2727.

STATION'S PROGRAMMING DESCRIPTION
WKDY: MUSIC: modern country. 4 AIR PERSONALITIES handle all segments. NEWS: network at :30: 5-min local & regional at 5, 6, 7, 8 am, 12N, 4 & 5 pm. Commentator & news at 8:30 am & 12:30 pm; 25-min reviews of city council & county commission meetings weekly; 30-min spectrum public affairs program weekly; mobile reports. SPORTS: class A baseball, U basketball & football & Pro basketball. Local & regional sports at 7:30 am, network at 5:30 pm. Sun: local & recorded religious service 5 am-12N; MUSIC: 12N-9:30 pm; local & network public affairs program 9:30-12M. Contact Representative for further details. Rec'd 5/24/73.

1. PERSONNEL
General Manager—Paul Howard.
Sales Manager—Ross Holmes.
Program Director—Lee Nolan.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Southeast—Southern Spot Sales, Inc.

2. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15c.
Basic Rates: 23a, 24a, 25a, 29a.
Contracts: 40a, 42b, 45, 46.
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Eff 5/1/72—Rec'd 4/14/72.
I—Mon thru Sat 6-10 am; Mon thru Fri 3 am-7 pm.
II—All other times.

6. SPOT ANNOUNCEMENTS

	I 1 min	I 30 sec	I 10's	II 1 min	II 30 sec	II ID's
6 ti	10.50	8.40	6.30	9.45	7.60	5.70
12 ti	10.00	8.00	6.00	9.00	7.20	5.40
18 ti	9.00	7.20	5.40	8.10	6.50	4.85
24 ti	8.00	6.40	3.85	7.20	5.75	4.30

ID's not combinable for volume discount.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Minimum 5 1-min/30-sec wkly.

6. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.
Edited by Paul Howard.

WMRB
1954
GREENVILLE
Subscriber to the NAB Radio Code
Media Code 4 242 4935 7.00
Paramount Broadcasting Co., Inc., Box 8876, Greenville, S. C. 29604. Phone 803-242-1490.

STATION'S PROGRAMMING DESCRIPTION
WMRB: MUSIC: popular, instrumentals & vocals. AIR PERSONALITIES handle all segments. Live interviews, sports features, weather 3 times an hour, information features. NEWS: 6 min network at :60; 5 min network information at :25. SPORTS: college football & basketball, professional football & baseball. Master's golf tournament. Sat. & Sun: network news, music & weather. Rec'd 3/1/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. F. Cope.
Station Mgr. & Prog. Dir.—William T. Arrington.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21b, 22a, 23b, 23a, 24a, 25a, 25b, 28c, 28a, 32c.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	500x	1000x
1 min	8.00	7.10	6.30	5.50	4.95	4.60	4.10
30 sec, flat			4.50	20 sec, flat			3.25

7. PACKAGE PLANS

WEEKLY PLAN:	10 ti	20 ti	30 ti	40 ti
1 min	63	110	138	164

WMUU
1946
GREENVILLE

RAB

Media Code 4 242 5040 5.00
WMUU, Inc., Bob Jones University, Greenville, S. C. 29614. Phone 803-242-6240.

STATION'S PROGRAMMING DESCRIPTION
WMUU: MUSIC: Classical, semi-classical & sacred. NEWS: 5 min at :60; 15 min at 12N & at 5 pm. Emphasis on local news & public affairs. AP & ESSA weather wire. RELIGIOUS: preaching, drama, children's programs & sacred music. Rec'd 11/2/73.

1. PERSONNEL
Chairman-of-Board—Dr. Bob Jones.
General Manager—Keith Mock.
Station Manager—Jim Ryerson.

2. FACILITIES
5,000 w. days; 1260 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WMUU-FM.

4. AGENCY COMMISSION
15/0: time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b.
Contracts: 40, 47c 46.
Comb.: Cont. Discounts: 62d.
Cancellation: 71a, 72.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/70—Rec'd 3/5/70.

6. SPOT ANNOUNCEMENTS

MON-SAT:	1x	13x	26x	52x	104x	156x	312x
1 min	5.75	5.55	5.35	5.15	5.05	4.95	4.75
30 sec	4.75	4.60	4.45	4.30	4.23	4.15	4.00
20 sec	4.00	3.80	3.60	3.40	3.30	3.20	3.00

6:30-8:30 am, extra 1.00.

8. PROGRAM TIME RATES

MON-SAT:	1x	13x	26x	52x	104x	156x	312x
1 hr	55.00	53.00	51.00	49.00	48.00	47.00	45.00
1/2 hr	33.00	31.80	30.60	29.40	28.80	28.20	27.00
1/4 hr	22.00	21.20	20.40	19.60	19.20	18.80	18.00
5 min	11.00	10.60	10.20	9.80	9.60	9.40	9.00

6:30-8:30 am, extra 1.00.

WMUU-FM
1960
GREENVILLE

RAB

Media Code 4 242 5145 2.00
WMUU, Inc., Bob Jones University, Greenville, S. C. 29614. Phone 803-242-6240.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMUU-FM: MUSIC: Classical, semi-classical, sacred; classical music includes full-length concerts by internationally known symphonic orchestras; Oratorio: Chamber music, plus full-length opera every Sat afternoon. NEWS: 5-min at :60; 15-min at 12N & 5 pm. Emphasis on local news & public affairs. AP & ESSA weather wire. RELIGIOUS: preaching, drama, children's programs & sacred music. Rec'd 11/2/73.

3. FACILITIES
ERP 100,000 w.; 94.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 2,197 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WMUU.

TIME RATES
Rates are identical to WMUU. See that listing.

SOUTH CAROLINA

WORD
1940
SPARTANBURG
Media Code 4 242 5197 3.00
Associated Broadcasting Corp., Box 3257, White Ave., Spartanburg, S. C. 29303. Phone 803-583-2711.

STATION'S PROGRAMMING DESCRIPTION
WORD: Contemporary music & news. Contact Representative for further details. Rec'd 7/8/75.

1. PERSONNEL
President—Robert B. Brown.
Exec. Vice-Pres. & Gen'l Mgr.—Tony Brooks.
Commercial Manager—Tom Herndon.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 910 kc.
Directional — separate patterns, day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21c, 23a, 24a, 24c, 25a, 26, 28c, 30, 32b.
Contracts: 40a, 41, 42d, 43, 45, 46, 47a, 49, 51c.
Comb.: Cont. Discounts: 60e, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 2 Eff 11/1/70—Rec'd 10/26/70.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	22.00	20.00	----	----
20/30 sec	17.60	16.00	----	----
10 sec	11.00	10.00	----	----
SECTION II				
1 min	20.00	18.00	16.00	14.00
20/30 sec	16.00	14.40	12.80	11.20
10 sec	10.00	9.00	8.00	7.00
SECTION III				
1 min	12.00	10.08	9.00	8.00
20/30 sec	9.60	8.00	7.20	6.40
10 sec	6.00	5.00	4.50	4.00

7. PACKAGE PLANS
CUME PLANS
Plan A 15 ti (6I, 6II, 3III) 15
Plan B 30 ti (12I, 12II, 6III) 15
Plan C 50 ti (25I, 15II, 10III) 15
May be moved from Section I to II or III at same rate but not vice versa.

6. PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WQOK
1950
GREENVILLE
ABC Contemporary

RAB

Media Code 4 242 5250 6.00
WQOK, Inc., Drawer T, Greenville, S. C. 29616. Phone 803-246-2112.

1. PERSONNEL
Pres. & Gen'l Mgr.—T. C. Hooper.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 1440 kc. Directional—nights only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 26a, 28c, 29a, 33b.
Contracts: 40c, 41, 42c, 44a, 45, 46, 47a, 50, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60h, 60i, 61a, 62b.
Cancellation: 70d, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES
Rev 3/1/72—Rec'd 11/26/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	7 ti	14 ti	21 ti	28 ti
1 min	20.00	18.50	17.00	15.50
30 sec	16.00	14.80	13.60	12.40
10 sec	10.00	9.25	8.50	7.75
CLASS AA				
1 min	17.00	15.50	14.00	12.50
30 sec	13.60	12.40	11.20	10.00
10 sec	8.50	7.75	7.00	6.25
CLASS A				
1 min	14.00	12.50	11.00	9.50
30 sec	11.20	10.00	8.80	7.60
10 sec	7.00	6.25	5.50	4.75

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK, EA:	1 min	30 sec	10 sec
14 ti (4AAA, 5AA, 5A)	14.00	11.20	7.00
21 ti (7AAA, 7AA, 7A)	12.50	10.00	6.25
28 ti (9AAA, 10AA, 9A)	11.00	8.80	5.50

ANNUAL

PER YR:	1 min 520x	1 min 1040x	30 sec 520x	30 sec 1040x	10 sec 520x	10 sec 1040x
AAA	14.00	13.00	11.20	10.40	7.00	6.50
AA	11.00	10.00	8.80	8.00	5.50	5.00
A	8.00	7.00	6.40	5.60	4.00	3.50

(Greenville-Spartanburg continued on next page)

SOUTH CAROLINA

Greenville-Spartanburg—Continued

WSPA
1929
SPARTANBURG
CBS Radio Network

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 242 5362 9.00
Spartan Radiocasting Co., Box 1717, 224 E. Main St., Spartanburg, S. C. 29301. Phone 803-585-7777. TWX 810-282-2592.
Greenville Phone 803-223-7777. Asheville, N. C. Phone: 704-684-3771.
Greenville office: Daniel Bldg., Spartanburg, S. C. 29602. Phone 803-232-7261.

STATION'S PROGRAMMING DESCRIPTION
WSPA: Programmed for adults 18-49.
MUSIC: current hits blended with Golden standards. NEWS: local at :30 & :06 following network, 19 man news department, 4 mobile units. ESSA weather-wire information at :15 & :45. Editorials daily M-F. SPORTS 22 college football games, local high school & junior college football & basketball. All PGA Golf. Most major auto races. Women's feature editor. Contact Representative for further details. Rec'd 3/1/73.

1. PERSONNEL
President—Walter J. Brown.
Vice-Pres. & Gen'l Mgr.—Charles R. Sanders.
Sales Manager—Bob McDermott.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 850 kc. Directional—night only.
Operating schedule: 5-12:05 am. EST.

4. AGENCY COMMISSION
15% on time: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 14b.
Basic Rates: 20b, 21a, 21c, 22b, 23b.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 71a.
Affiliated with CBS.

TIME RATES
AM/FM COMBINATION
No. 18 Eff 5/15/74—Rec'd 5/2/74.
AAA—Mon thru Sat 5-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min				30 sec			
	8 ti	12 ti	18 ti	24 ti	8 ti	12 ti	18 ti	24 ti
AAA	40.00	39.00	38.00	37.00	32.00	31.00	30.00	29.00
AA	35.00	34.00	33.00	32.00	28.00	27.00	26.00	25.00
A	30.00	29.00	28.00	27.00	24.00	23.00	22.00	21.00
B	25.00	24.00	23.00	22.00	20.00	19.00	18.00	17.00

	10 sec
AAA	20.00 19.50 19.00 18.50
AA	17.50 17.00 16.50 16.00
A	15.00 14.50 14.00 13.50
B	12.50 12.00 11.50 11.00

AM ONLY:	1 min	30 sec	10 sec
Deduct	10.00	8.00	5.00

WSPA-FM
1948
SPARTANBURG

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 242 5303 7.00
Spartan Radiocasting Co., 224 E. Main St., Spartanburg, S. C. 29381. Phone 803-585-7777.
Greenville Phone 803-223-7777.
Asheville Phone 704-684-3771.
Greenville office: Daniel Bldg., Spartanburg, S. C. 29602. Phone 803-232-7261.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSPA-FM: MUSIC: current & standard albums of established instrumental & vocal adult music with string orchestra & other arrangements 85%, vocals 15%. In 9-10 min uninterrupted segments. COMMERCIAL POLICY: island or cluster effect used in commercial presentations limited double spot maximum, 6 any hour. 24 minute product protection. NEWS: network at :15, followed by local weather; temperature at :00 & :30. TV & AM staff utilized for local news. Contact Representative for further details. Rec'd 6/11/71.

1. PERSONNEL
Manager—Larry Alverson.

3. FACILITIES
ERP 100,000 w.; 98.9 mc. Stereo.
Operating schedule: 5:30-1 am. EST.
Antenna ht.: 1910 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American FM Network.
Sold in combination with WSPA. See that listing for rates.

TIME RATES

	1 min	30 sec	10 sec
AM/FM combination less	10.00	3.00	5.00

GREENWOOD (3 AM; 1 FM)

Greenwood County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WCRS
1941

WCRS-FM
1965

NBC Radio Network

Subscriber to the NAB Radio Code
Media Code 4 242 5355 7.00
Greneo, Inc., Box 1247, Grier Bldg., Greenwood, S. C. 29646. Phone 803-223-8553, 8554.

STATION'S PROGRAMMING DESCRIPTION
WCRS: Programmed for MOR audience.

1. PERSONNEL
Gen'l & Sta. Mgr.—Dan Crosland.

2. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 1,300 w. (horiz.), 1,300 w. (vert.); 96.5 mc.
Operating schedule: Same as AM.
Antenna ht.: 361 ft. above average terrain.

4. AGENCY COMMISSION
15/0: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
Eff 9/1/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	208 ti	312x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	4.15	3.80	3.45	3.10	2.75

WGSW
1958

Media Code 4 242 5460 5.00
Radio Greenwood, Inc., Drawer C, Greenwood, S. C. 29646. Phone 803-223-5945.

STATION'S PROGRAMMING DESCRIPTION
WGSW: MUSIC: 100% top 40.

1. PERSONNEL
General Manager—George B. Cook, Jr.

2. REPRESENTATIVES
North—Hal Walton Co.
South—David Carpenter Company.

3. FACILITIES
1000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Eff 12/1/74—Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	25 ti	35 ti	50 ti
1 min/less	3.30	2.90	2.55	2.55	2.30

100+ per mo, ea 2.45.

WMTY
1973

Media Code 4 242 5512 3.00
United Community Enterprises, Inc., Box 361B, Rt. 4, Greenwood, S. C. 29646. Phone 803-223-4300.

STATION'S PROGRAMMING DESCRIPTION
WMTY: Programmed for adults, modern country: UPI.

1. PERSONNEL
Vice-Pres. & Gen'l Sales Mgr.—Norm Wiseman.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w.; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable 15th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 6/1/75—Rec'd 6/11/75.

6. SPOT ANNOUNCEMENTS

PER WK:	8 ti	18 ti	36 ti	42 ti	50 ti
1 min	4.15	3.55	3.25	3.00	2.65
30 sec	3.55	3.00	2.65	2.35	2.05
15 sec	3.00	3.00	2.05	1.80	1.50

7. PACKAGE PLANS

PER MO:	1 min	30 sec
100 ti	2.95	2.35

Edited by John Y. Davenport.

GREER (2 AM)

Greenville County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

WCKI
1955

Media Code 4 242 5565 1.00
Sira-Pak Radio, Inc., Box 709, 2 Beeco Rd., Greer, S. C. 29651. Phone 803-877-8458.

STATION'S PROGRAMMING DESCRIPTION
WCKI: Modern C & W; news.

1. PERSONNEL
General Manager—Frank Foster.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff——— —Rec'd 2/22/73.

5. SPOT ANNOUNCEMENTS

	1x	52x	104x	208x	312x	500x	1000x
1 min	6.00	5.50	5.00	4.00	3.50	3.00	2.00
30 sec	5.00	4.00	3.50	3.00	2.50	2.25	1.75

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min	6	5	4
30 sec	5	4	3

WEAB
1949

Subscriber to the NAB Radio Code
Media Code 4 242 5678 0.00
Edd A. Burch, Box 79, Tryon Street., Greer, S. C. 29651. Phone 803-877-3141.

STATION'S PROGRAMMING DESCRIPTION
WEAB: Modern country music, local, net news.

1. PERSONNEL
General Manager—John A. Salter, Jr.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
250 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/71—Rec'd 5/24/71.

6. SPOT ANNOUNCEMENTS

	1x	100x	250x	500x	1000x
1 min	2.75	2.50	2.25	2.00	1.75
30 sec	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS

PER WK, ROS:	20 ti	30 ti	40 ti
1 min	2.50	2.25	2.00
30 sec	2.00	1.75	1.50

HAMPTON

Hampton County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WBHC
1957

Subscriber to the NAB Radio Code
Media Code 4 242 5775 8.00
Joseph R. Wilder dba Hampton County Broadcasters, Inc., Box 886, Hwy. 601, Hampton, S. C. 29924.

1. PERSONNEL
General Manager—Carl (Tony) Gross.

3. FACILITIES
Operating schedule: 8:00 am-local sunset. EST
1000 w. days; 1270 kc. Non-directional.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x
1 min	3.00	2.80	2.60	2.40
30 sec	2.30	2.10	2.00	1.80

Sumitted by Tony Gross.

HARTSVILLE

Darlington County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WHSC
1946

Subscriber to the NAB Radio Code
Media Code 4 242 5880 4.00
Hartsville Broadcasting Co., Inc., Box 940, Hartsville, S. C. 29550.

1. PERSONNEL
General Manager—Oby B. Lyles.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30-1:05 am. EST.

4. AGENCY COMMISSION
None, all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 9/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec
1 ti	2.25	1.90
100+	1.95	1.75

15 sec: Flat, 1.40.

HEMINGWAY

Williamsburg County F-8
See SRDS consumer market map and data at beginning of the State.

WKYB
1967

Subscriber to the NAB Radio Code
Media Code 4 242 5920 8.00
Hemingway Broadcasting Company, Box 1000, Hemingway, S. C. 29554. Phone 803-558-2558.

STATION'S PROGRAMMING DESCRIPTION
WKYB: MUSIC: top 40, current rock.

1. PERSONNEL
General Manager—Donald Hastings.

3. FACILITIES
10,000 w., 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Carolina Radio Network, Farm Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

PER MO, EA:	1 ti	40 ti	100 ti
1 min	3.50	3.25	3.00
30 sec	2.75	2.50	2.25

15. SPECIAL FEATURES

Bi-hrly 8 min newscasts	220
Hrly news headlines	185
Hrly weather	185

4 consec wks—1-min brk.

HILTON HEAD ISLAND

Beaufort County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WHHR
1973

Media Code 4 242 5062 0.00
Hilton Head Radio Corp., Box 5683, Hilton Head Island, S. C. 29928. Phone 803-785-3394.

STATION'S PROGRAMMING DESCRIPTION
WHHR: Stds., swing, show tunes, semi-classic.

1. PERSONNEL
Pres. & Gen'l Mgr.—John J. Henry.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 5/1/74—Rec'd 6/21/74.

6. SPOT ANNOUNCEMENTS
1 min 5.00 30 sec 4.00
Premium rates: Spot on Morning Watch & Memory Time, extra 1.50 ea.

10. SPECIAL FEATURES
Local & world news—9.00.
Island weather & stock market reports—6.50.
Incl open plus 1-min spot.

YEARLY DISCOUNT
7x per wk—10% 2x per day—15% 3x per day—20%

HOLLY HILL

Orangeburg County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WKHJ
1972

Media Code 4 242 6005 7.00
Radio Holly Hill, Box 1087, Holly Hill, S. C. 29059. Phone 803-496-5352.

STATION'S PROGRAMMING DESCRIPTION
WKHJ: Contemporary music; AP news.

1. PERSONNEL
General Manager—G. Wayne Koonts.

2. REPRESENTATIVES
Dora-Clayton Agency, Inc.

3. FACILITIES
1000 w. days; 1440 kc. Non-Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING
Accepts AAAA copyrighted contract.
Member: Mark Media Group.

TIME RATES
No. 3 Eff 6/1/74—Rec'd 6/6/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	200+
1 min	3.50	3.40	3.25	3.00	2.75
20/30 sec	2.50	2.40	2.25	2.00	1.75
10/15 sec	1.75	1.65	1.50	1.25	1.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 52 wk—10%

JOHNSTON

Edgefield County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

WJES
1961

Media Code 4 242 6090 8.00
Edgefield Saluda Radio Co., Inc., Box 1, Lee St., Johnston, S. C. 29832. Phone 803-275-4444.

1. PERSONNEL
Sales & Gen'l Mgr.—Claude Casey.

3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am—local sunset EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 10/1/73—Rec'd 10/8/73.

6. SPOT ANNOUNCEMENTS

PER WK:	15 ti	25 ti	50 ti
PER MO:	25 ti	50 ti	100 ti
1 min	2.00	1.75	1.50
30 sec	1.60	1.40	1.20

KERSHAW

Kershaw County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WKSC
1961

Media Code 4 242 6195 6.00
Kershaw Broadcasting Corp., Box 540, 502 W. Church St., Kershaw, S. C. 29067. Phone 475-8585.
STATION'S PROGRAMMING DESCRIPTION
WKSC: C & W, M-F; MGR. Religious, & pop.
1. **PERSONNEL**
Pres. & Mgr.—Jess B. Tatum.
2. **FACILITIES**
500 w. days: 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff———Rec'd 8/3/74.
6. **SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	312x
1 min	2.50	2.25	2.00	1.75	1.65	1.60	1.50

KINGSTREE (2 AM; 1 FM)

Williamsburg County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WDKD
1949

SAB

Subscriber to the NAB Radio Code
Media Code 4 242 6300 2.00
Davidson Communications, Inc., Box 525, Kingstree, S. C. 29556. Phones 803-382-2361, 2362.
Studio—on U.S. Hwy., 52 between Lake City & Kingstree, S. C.
STATION'S PROGRAMMING DESCRIPTION
WDKD: Modern country music. News at :60 & :30.
1. **PERSONNEL**
General Manager—Gary M. Davidson.
3. **FACILITIES**
5000 w. days: 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Member: The Tobacco Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 11/1/69—Rec'd 10/10/69.
6. **SPOT ANNOUNCEMENTS**

	1x	52x	156x	312x	500x
1 min	4.00	3.50	3.00	2.50	2.00
30 sec	3.00	2.00	2.50	2.00	1.50

Edited by Gary M. Davidson.

WDKD-FM
1966

SAB

Subscriber to the NAB Radio Code
Media Code 4 242 6301 6.00
Davidson Communications, Inc., Box 525, Kingstree, S. C. 29556. Phone 803-354-9314.
Studio: U. S. Hwy 52 between Lake City & Kingstree, S. C.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WDKD-FM: MOR 6 am-6 pm; R & B 6 pm-midnight.
3. **FACILITIES**
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.:———— ft. above average terrain.
4. **AGENCY COMMISSION**
None; all rates net to station.
TIME RATES
Rates are identical to WDKD. See that listing.
Edited by Gary M. Davidson.

WKSP
1967

ROCK

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 242 6350 7.00
Williamsburg County Broadcasting Co., Inc., Box 698, Rt. 527, W., Kingstree, S. C. 29556. Phone 803-382-2382.
STATION'S PROGRAMMING DESCRIPTION
WKSP: MUSIC: Rock. NEWS: APR network.
1. **PERSONNEL**
General Manager—Edward F. Seeger.
2. **REPRESENTATIVES**
Frederick W. Smith.
3. **FACILITIES**
500 w.: 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 10/1/74—Rec'd 10/7/74.
6. **SPOT ANNOUNCEMENTS**

PER MO:	1 tl	20 tl	40 tl	80 tl
1 min	3.00	2.75	2.50	2.00
30 sec	2.50	2.25	2.00	1.50

Edited by Edward F. Seeger.

LAKE CITY

Florence County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WJOT
1958

Media Code 4 242 6465 9.00
Coastline Broadcasting Co., Inc., Box 1177, 16 S. Acline Ave., Lake City, S. C. 29560. Phone 803-394-2688.
STATION'S PROGRAMMING DESCRIPTION
WJOT: Top 40. C & W 6-7 am & noon-1 pm.
1. **PERSONNEL**
General Manager—F. Arnold Graham.
2. **REPRESENTATIVES**
T-N Spot Sales.
3. **FACILITIES**
1,000 w. days: 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network, Farm Radio Network.
TIME RATES
No. 10 Eff 11/72—Rec'd 7/17/74.
6. **SPOT ANNOUNCEMENTS**

	1x	78x	260x	500+
1 min	4.00	3.50	3.00	2.50
30 sec	3.00	2.75	2.50	2.00

10 sec: 50% of 1-min.

WITHIN 7 DAYS:	10 tl	25 tl	50 tl
1 min	35.00	75.00	112.50
30 sec	27.50	62.50	100.00

10 sec: 50% 1-min.

LANCASTER (2 AM; 1 FM)

Lancaster County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WAGL
1962

SAB

Media Code 4 242 6510 6.00
Palmetto Broadcasting System, Inc., Box 26, S. Woodland Dr., Lancaster, S. C. 29720. Phone 803-283-8421.
STATION'S PROGRAMMING DESCRIPTION
WAGL: for young adults thru 35.
1. **PERSONNEL**
Gen'l & Sales Mgr.—B. L. Phillips, Jr.
3. **FACILITIES**
10,000 w. days: 1560 kc. Clear Channel. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
TIME RATES
No. 6 Eff 9/1/75—Rec'd 7/31/75.
6. **SPOT ANNOUNCEMENTS**

PER WK:	1 tl	10 tl	15 tl	20 tl	30 tl
1 min	4.75	4.15	3.60	3.10	2.90
30 sec	3.65	3.30	2.80	2.50	2.30

Within 7 days.

CONTRACTUAL, PER YR:	1 min	30 sec
1000 x (minimum)	2.90	2.30

WLCM
1951

SAB

Media Code 4 242 6615 3.00
The Royal Broadcasting Co., 103 S. Catawba St., Lancaster, S. C. 29720. Phone 803-283-2051.
1. **PERSONNEL**
General Manager—Gene Baker.
2. **REPRESENTATIVES**
Mario Messina Company.
3. **FACILITIES**
1,000 w. days: 1360 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations
FM facilities: WPAJ.
Affiliated with KBS.
TIME RATES
No. 7 Eff 1/1/71—Rec'd 1/5/71.
7. **PACKAGE PLANS**
WEEKLY SPOT PACKAGES

	1 tl	10 tl	15 tl	20 tl	30 tl	50 tl	75 tl
1 min	5.50	5.00	4.75	4.50	4.00	3.50	3.00
30 sec	4.10	3.75	3.55	3.30	3.00	2.60	2.25

ANNUAL CONTRACTS

	600x	900x	1200x	1500x
1 min	3.80	3.50	3.20	2.90
30 sec	2.85	2.60	2.40	2.15

WPAJ
(formerly WLCM-FM)
1964

SAB

Media Code 4 242 6668 2.00
The Royal Broadcasting Co., 103 S. Catawba St., Lancaster, S. C. 29720. Phone 803-283-2051.
See affiliated AM station for additional information.
AM facilities: WLCM.
3. **FACILITIES**
ERP 3,000 w.; 107.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 205 ft. above average terrain.
TIME RATES
No. 7 Eff 1/1/71—Rec'd 1/5/71.
7. **PACKAGE PLANS**
WEEKLY SPOT PACKAGES

	1 tl	10 tl	15 tl	20 tl	30 tl	50 tl	75 tl
1 min	3.50	2.85	2.40	2.25	2.10	2.10	1.85
60 sec	3.00	2.40	2.10	1.95	1.80	1.76	1.65

ANNUAL CONTRACTS

	600x	900x	1200x	1500x
1 min	2.25	2.10	1.95	1.80
30 sec	1.95	1.80	1.65	1.50

LAURENS (1 AM; 1 FM)

Laurens County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WLBG 1948 — WLBG-FM 1960

SAB

Subscriber to the NAB Radio Code
Media Code 4 242 6720 1.00
Laurens-Clinton Broadcasting Co., Inc., Box 260, Laurens, S. C. 29360. Phone 803-984-3511.
STATION'S PROGRAMMING DESCRIPTION
WLBG: MUSIC: general popular.
1. **PERSONNEL**
General Manager—C. W. Hogan.
3. **FACILITIES**
1000 w.: 660 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-Eff' 100,000 w.: 100.5 mc.
Operating schedule: Duplicates AM.
4. **AGENCY COMMISSION**
None; all rates net to station.
TIME RATES
Eff 9/1/73—Rec'd 11/27/73.
6. **SPOT ANNOUNCEMENTS**
1 min 3.00 30 sec 2.00
Specified times per spot, extra .25.
10. **SPECIAL FEATURES**
Network news at :60—Mon thru Fri, per mo 20.00.

LORIS

Horry County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WLSC
1958

Media Code 4 242 6825 6.00
Media Services Inc., Box 578, Loris, S. C. 29569. Phone 803-357-3183.
1. **PERSONNEL**
General Manager—Charles B. Powell.
2. **REPRESENTATIVES**
Southern Spot Sales, Inc.
3. **FACILITIES**
1000 w. days: 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.
TIME RATES
Eff 1/1/74—Rec'd 1/30/74.
6. **SPOT ANNOUNCEMENTS**

	1 tl	27 tl	52 tl	100 tl
1 min	2.55	2.30	2.15	2.00
30 sec	1.75	1.60	1.45	1.25

MANNING

Clarendon County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WYMB
1957

Subscriber to the NAB Radio Code
Media Code 4 242 6930 6.00
Clarendon County Broadcasting Co., Box 400, Manning, S. C. 29102. Phone 803-435-8388.
1. **PERSONNEL**
General Manager—Carl D. Roach.
2. **REPRESENTATIVES**
T-N Spot Sales.
3. **FACILITIES**
1000 w. days: 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/15/69—Rec'd 4/16/70.
6. **SPOT ANNOUNCEMENTS**

PER MO:	1 tl	15 tl	30 tl	90 tl
1 min	3.00	2.50	2.00	1.75
30 sec	2.50	2.00	1.50	1.35

MARION (1 AM; 1 FM)

Marion County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WATP
1957

Media Code 4 242 7035 3.00
Swamp Fox Broadcasting Corp., Box 1033, 324-1/2 N. Main St., Marion, S. C. 29571. Phone 803-423-5971.
1. **PERSONNEL**
Gen'l Mgr. & Dir. of Engin.—Harry Hyman.
3. **FACILITIES**
1,000 w. days: 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast News, Public Affairs and features only. For non-simulcast facilities see WATP-FM.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
Eff 5/1/71—Rec'd 4/27/71.
6. **SPOT ANNOUNCEMENTS**

	1 wk	26 wk	52 wk
1 min or less, ea	3.00	2.50	2.00

WATP-FM
1970

Media Code 4 242 7036 1.00
Swamp Fox Broadcasting Corp., Box 1033, 324-1/2 Main St., Marion, S. C. 29571. Phone 803-423-1415.
See affiliated AM station for additional information.
3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.5 mc.
Operating schedule: 6 am-11:15 pm. EST.
Antenna ht.: 195 ft. above average terrain.
Partial simulcast operation. Operated separately except for News, Public Affairs and features. For simulcast facilities see WATP.
4. **AGENCY COMMISSION**
15/0 time only; 10th of month.
TIME RATES
Rates are identical to WATP. See that listing.

MONCKS CORNER (1 AM; 1 FM)

Berkeley County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBER
1963

Media Code 4 242 7140 1.00
Berkeley Broadcasting Corp., Box 67, 222 E. Main St., Moncks Corner, S. C. 29461. Phones 899-2195; Charleston, S. C. 722-0290.
STATION'S PROGRAMMING DESCRIPTION
WBER: MUSIC: country. NEWS: hourly.
1. **PERSONNEL**
Vice-Pres. & Gen'l Mgr.—Vincent M. French.
2. **REPRESENTATIVES**
Southern Spot Sales, Inc.
3. **FACILITIES**
500 w.; 950 kc. Non-Directional
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
15/0 time only; 10th of following month.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 1/1/71—Rec'd 12/8/70.
6. **SPOT ANNOUNCEMENTS**

	1 min	30 sec	15 sec
Flat	4.50	3.00	1.50

7. **PACKAGE PLANS**
ROS

PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	4.50	4.20	3.90	3.50	3.00
30 sec	3.00	2.80	2.50	2.20	1.90

10. **SPECIAL FEATURES**
FIXED POSITION
5-min news at :55 — 3.50
2-1/2-min weather at :15 & :45 or 2-1/2 min sports at :30 — 4.50
Includes 30-second intro and 1-minute close.

WTWF (FM)
1969

Media Code 4 242 7192 2.00
Double B Broadcasting, Inc., Box 758, Hwys 52 & 17A, Moncks Corner, S. C. 29461. Phone 803-899-7111.
1. **PERSONNEL**
President—Carl D. Roach.
3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 265 ft. above average terrain.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/25/75.
6. **SPOT ANNOUNCEMENTS**

PER MO. ROS:	1 tl	15 tl	50 tl	75 tl	100 tl
1 min	4.40	3.80	3.20	3.00	2.90
30 sec	3.25	2.90	2.45	2.35	2.25

MULLINS (1 AM; 1 FM)

Marion County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WCIG
1975

Media Code 4 242 7218 5.00
Mullins & Marion Broadcasting Co., Inc., Box 542, Hwy. 76, Mullins, S. C. 29574. Phone 803-464-9252.
See affiliated AM station for additional information.
AM facilities: WJAY.
STATION'S PROGRAMMING DESCRIPTION
WCIG: Same as AM days, black programming eves.
3. **FACILITIES**
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 243 ft. above average terrain.
Partial simulcast operation. Operated separately 6-10 pm. For simulcast facilities see WJAY.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING** See coded regulations
Member: The Tobacco Radio Network.
TIME RATES
Eff 4/1/75—Rec'd 4/21/75.
6. **SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	260x
1 min	3.75	3.25	3.00	2.75	2.55	2.45	2.25
30 sec	3.25	2.75	2.35	2.10	1.95	1.90	1.75

(Mullins continued on next page)

Mullins—Continued

WJAY
1949

Subscriber to the NAB Radio Code
Media Code 4 242 7245 3.00
Mullins & Marion Broadcasting Co., Box 542, Mullins, S. C. 29574. Phone 803-464-9252; Marion phone 803-423-1140.

STATION'S PROGRAMMING DESCRIPTION
WJAY: Programming directed mainly to young adults and middle age listeners.

1. PERSONNEL
Manager—James F. Ramsey.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
5,000 w. days; 1280 kc. Non-directional.
Operating schedule: S am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WCIG.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WCIG.
Member: The Tobacco Radio Network.

TIME RATES
Eff 1/1/59—Rec'd 1/28/59.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	4.50	4.25	4.20	4.05	3.90	3.75	3.00
30 sec	4.00	3.85	3.70	3.55	3.40	3.35	3.10

MYRTLE BEACH (2 AM; 2 FM)

Horry County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WKZQ (FM)
1969

Media Code 4 242 7250 8.00
Grand Strand Broadcasting Corp., Box 2289, Myrtle Beach, S. C. 29577. Phone 803-448-5713.
See affiliated AM station for additional information.
AM facilities: WTGR.

STATION'S PROGRAMMING DESCRIPTION
WKZQ (FM): Adult contemporary 75% gold. News network at :60.

1. PERSONNEL
General Manager—Bill Hennecy.
2. REPRESENTATIVES
Carter S. Jones Agency.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 3 Eff 1/1/75—Rec'd 11/27/74.

6. SPOT ANNOUNCEMENTS

ti MO:	1 ti	26 ti	52 ti	104 ti	313 ti	626 ti
1 min	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	4.50	4.00	3.50	3.00	2.50	2.00

15 sec 2.50.
APRIL 15-SEPT 10:

1 min	6.50	5.50	5.00	4.50	4.00	3.50
30 sec	6.00	5.00	4.50	4.00	3.50	2.50

Edited by Bill Hennecy..

WMYB — WMYB-FM
1948 — 1965

Media Code 4 242 7350 6.00
Golden Strand Broadcasting Co., Box 1497, 28th & Oak Sts., Myrtle Beach, S. C. 29577 Phone 803-448-3189.

STATION'S PROGRAMMING DESCRIPTION
WMYB: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wade H. Alley.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 3,000 w.; 92.1 mc.
Operating schedule: 5:55-12:05 am. EST.
Antenna ht.: 168 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 10/1/74—Rec'd 9/9/74.

6. SPOT ANNOUNCEMENTS
SEPTEMBER 16-APRIL 30

	1x	13x	26x	52x	104x	156x	260x
1 min	5.00	4.75	4.50	4.35	4.25	4.00	3.75
30 sec	4.00	3.80	3.60	3.50	3.40	3.20	3.00
20/10	3.25	3.10	2.95	2.85	2.80	2.60	2.50

MAY 1-SEPTEMBER 15

1 min	6.50	6.25	6.00	5.85	5.75	5.50	5.25
30 sec	5.50	5.25	5.00	4.85	4.75	4.50	4.25
20/10	4.75	4.50	4.25	4.10	4.00	3.75	3.50

7. PACKAGE PLANS

50 TI/1 WK, EA:	1 min	30 sec
Sept 16-Apr 30	4.25	3.40
May 1-Sept 15	5.75	4.75

10. SPECIAL FEATURES
5-min news/sports/weather, ea 8.00.

WTGR
1965

Media Code 4 242 7455 3.00
Grand Strand Broadcasting Corp., Box 2005, Myrtle Beach, S. C. 29577. Phone 803-448-7594.

STATION'S PROGRAMMING DESCRIPTION
WTGR: Top 40 music. NEWS: network at :60.

1. PERSONNEL
General Manager—Wyatt B. Thompson, Jr.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
5,000 w.; 1520 kc.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WKZQ (FM).

TIME RATES
No. N Eff 1/1/75—Rec'd 11/27/74.

6. SPOT ANNOUNCEMENTS

11 MO:	1 ti	50 ti	100 ti	200 ti	400 ti	800 ti
1 min	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.50

APRIL 15-SEPT 15:

1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	8.75	8.25	7.75	7.25	6.75	6.25

Fixed position, extra 1.00.

NEWBERRY (2 AM)

Newberry County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WKDK
1946

Media Code 4 242 7580 6.00
Newberry Broadcasting Co., Inc., Box 753, 2000 Hazel St., Newberry, S. C. 29108.

1. PERSONNEL
General Manager—E. F. McCutcheon.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: Sun 7:00 am-11:00 pm; weekdays 6:00 am-11:30 pm. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective December 1, 1957.
Rates received December 6, 1957.

6. SPOT ANNOUNCEMENTS

1 time	5.00	104 times	4.00
13 times	4.75	156 times	3.75
26 times	4.50	313 times	3.50
52 times	4.25		

WKMG
1968

Media Code 4 242 7600 4.00
Service Radio Co., Inc., Box 70, Glenn St. Ext., Newberry, S. C. 29108. Phones 803-276-2507, 2508.

STATION'S PROGRAMMING DESCRIPTION
WKMG: Programmed for a general audience, entertainment and information.

1. PERSONNEL
Dir. & Gen'l Mgr.—Roscoe Bedenbaugh.
3. FACILITIES
1,000 w. 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/68—Rec'd 9/25/68.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	25 ti	40 ti	60 ti	80 ti	100 ti	200 ti
(*)	2.25	2.00	1.80	1.60	1.50	1.45	1.40	1.25

(*) 1 min or less.
To be used within 30 days.

7. PACKAGE PLANS

PER WK:	5 ti	7 ti	10 ti	14 ti	20 ti	25 ti	30 ti	50 ti
(*)	1.60	1.50	1.40	1.35	1.30	1.25	1.20	1.10

(*) 1 min or less.
Minimum 13 consecutive weeks.

NORTH AUGUSTA

Aiken County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

See Augusta, Ga.
(including North Augusta, S. C.)

NORTH CHARLESTON

Charleston County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

See Charleston
(including North Charleston)

NORTH MYRTLE BEACH

Horry County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WNMB (FM)
1972

Media Code 4 242 7632 7.00
North Myrtle Beach Broadcasting Corp., 429 Pine Ave., North Myrtle Beach, S. C. 29582. Phone 803-249-1610.

STATION'S PROGRAMMING DESCRIPTION
WNMB (FM): Adult Contemporary: 25% Gold.

1. PERSONNEL
Pres., Gen'l & Nat'l Sales Mgr.—Harry Dunnagan.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.
Operating schedule: 19 hours Sept-June; 24 hours June-Sept. EST.
Antenna ht.: 310 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 4 Eff 6/1/75—Rec'd 5/29/75.

6. SPOT ANNOUNCEMENTS
SUMMER RATE—MAY 1-SEPT 1

30 DAYS:	1 ti	50 ti	100+
30 sec	5.00	4.50	4.00
1 min	7.00	6.00	5.00

YEARLY RATE—SEPT 1-APR 30

30 sec	3.50	3.00	2.50
1 min	5.50	4.50	3.50

Based on schedule for 11 of 12 mos.

9. PARTICIPATING PROGRAMS
DICK BIONDI—MON THRU SAT 6-10 AM

FLAT:	30 sec	1 min
Summer	7.50	10.00
Yearly	5.00	8.00

Edited by Harry D. Dunnagan.

ORANGEBURG (3 AM; 2 FM)

Orangeburg County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WDIX
1948

Media Code 4 242 7665 7.00
WDIX, Inc., Drawer 1326, Whitman St. Ext., Orangeburg, S. C. 29115. Phone 803-534-4461.

1. PERSONNEL
General Manager—Frank B. Best, Jr.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 1150 kc. Directional.
Operating schedule: 6 am-11 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station; 15th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Carolina Radio Network, Farm Radio Network.

TIME RATES
No. 10 Eff 1/1/73—Rec'd 10/8/73.

6. SPOT ANNOUNCEMENTS

	Per wk			Per mo		
	10 ti	20 ti	30 ti	50 ti	75 ti	100 ti
1 min	3.60	3.20	2.80	3.40	3.00	2.60
30 sec	2.40	2.20	2.00	2.20	2.00	1.80

WDIX-FM
1967

Media Code 4 242 7666 5.00
WDIX, Inc., Drawer 1326, North Rd., Orangeburg, S. C. 29115. Phone 803-534-1716.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDIX-FM: Adult contemporary 70% gold.

1. PERSONNEL
General Manager—Douglas G. Thompson.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.7 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 323 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
No. 1 Eff 10/1/74—Rec'd 2/4/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti
1 min	3.80	3.40	3.00	2.60	2.20
30 sec	2.40	2.20	2.00	1.80	1.50

15 sec: flat 1.80.

WHCE
1973

Media Code 4 242 7717 6.00
Orangeburg County Broadcasting Corp., Inc., Drawer 1507, Cannon Bridge Rd., Orangeburg, S. C. 29115. Phone 803-534-8995.

STATION'S PROGRAMMING DESCRIPTION
WHCE: Modern C & W 90%, gospel & religious 10%.

1. PERSONNEL
General Manager—J. A. Phillips.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
ERP 3,000 w.; 103.9 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 330 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 15th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff ——— Rec'd 1/2/75.

6. SPOT ANNOUNCEMENTS

	1 ti	30 ti	60 ti	100+
1 min	4.00	3.40	3.10	2.85
30 sec	3.00	2.60	2.40	2.30

DRIVE TIME—7-9 AM & 3-6 PM
1-min, extra .50. 30-sec, extra .25.

WORG
1958

NAB — RAB

Subscriber to the NAB Radio Code
Media Code 4 242 7776 5.00
Radio Orangeburg, Inc., Drawer 1336, Cannon Bridge Rd., Orangeburg, S. C. 29115. Phone 803-534-1580.

STATION'S PROGRAMMING DESCRIPTION
WORG: MUSIC: Adult contemporary, 40% gold.

1. PERSONNEL
Genral Manager—Ted Bell.
2. REPRESENTATIVES
W. O. Jones, Inc.
3. FACILITIES
1000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 3/1/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	104x	156x	312x
1 min	5.50	5.00	4.50	4.00	3.75	3.50
30 sec	5.00	4.50	4.00	3.75	3.50	3.00

15 sec: flat 2.00.

WTND
1948

Media Code 4 242 7375 2.00
WTND, Inc., Drawer 730, Radio Center, Memorial Plaza, Orangeburg, S. C. 29115. Phone 803-534-1301.

STATION'S PROGRAMMING DESCRIPTION
WTND: Programmed for general interest.

1. PERSONNEL
General Manager—L. Richard Rhame.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 10/1/73—Rec'd 10/1/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	104x	260x	312x
1 min	3.75	3.40	2.65	2.40	2.20
30 sec	2.75	2.50	1.95	1.65	1.50

PICKENS

Pickens County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WKKR
1967
Mark Media, Inc.

Media Code 4 242 7900 2.00
Mark Media, Inc., Box 837 Pickens, S. C. 29671. Phone 803-878-4711.

1. PERSONNEL
Gen'l & Sales Mgr.—Joe E. Denney.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 1540 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Mark Media Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/74—Rec'd 6/6/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	100 ti	200+
1 min	3.50	3.40	3.25	3.00	2.75
20/30 sec	2.50	2.40	2.25	2.00	1.75
10/15 sec	1.75	1.65	1.50	1.25	1.00

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 52 wk—10%

RIDGELAND

Jasper County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WBUG
1964

Media Code 4 242 7928 9.00
Ridgeland Broadcasting Co., Inc., Drawer E, Old Tillman Rd., Ridgeland, S. C. 29936. Phone 803-726-5595.

STATION'S PROGRAMMING DESCRIPTION
WBUG: MOR/talk.

1. PERSONNEL
Manager—Nicholas C. Harvey.
3. FACILITIES
1,000 w.; 1430 kc.
Operating schedule: Sunrise-local sunset. EST.

(This listing continued on next page)

4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 5/30/75.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
PER WK:	PER YR:	1 wk	13 wk	26 wk	52 wk
1 ti	260 x	5.00	4.50	4.00	3.50
10 ti	520 x	4.75	4.25	3.75	3.25
20 ti	1040 x	4.50	4.00	3.50	3.00
30 SECONDS					
1 ti	260 x	4.00	3.50	3.00	2.50
10 ti	520 x	3.75	3.25	2.75	2.25
20 ti	1040 x	3.50	3.00	2.50	2.00

7. PACKAGE PLANS
Impact plan—50 5-sec spots within 7 days 50.00
10. SPECIAL FEATURES
Cooperative news sponsorship, wkly 30.00.
Weather at :30—5 min, wkly 10.00.
Edited by Dale R. Hawkinson.

ROCK HILL (2 AM)

York County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WRHI
1944

Subscriber to the NAB Radio Code
Media Code 4 242 7980 6.00
The York County Broadcasting Co. Inc., Box 429, Rock Hill National Bank Bldg., Rock Hill, S. C. 29730. Phone 803-327-2035.
1. PERSONNEL
General Manager—James S. Beaty, Jr.
Commercial Manager—Harper R Gault.
Station Manager—Barry Dominick.
2. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-12:15 pm. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Contracts: 46a.
Comb.; Cont. Discounts: 60a.
Affiliated with KBS and MBS.

TIME RATES
No. J-1 Eff 10/1/73—Rec'd 8/24/73.

8. SPOT ANNOUNCEMENTS

	1x	101x	501x	1000+
1 min	3.25	2.90	2.60	2.30
30 sec	2.50	2.30	2.10	1.80

40% prime time guaranteed for all spots.

9. PROGRAM TIME RATES

	1x	26x	52x	104x	312x
1 hr	50.00	40.00	35.00	25.00	20.00
1/2 hr	28.00	25.00	22.00	20.00	18.00
1/4 hr	18.00	15.00	13.00	10.00	8.00
5 min	8.50	7.50	6.50	5.50	4.50

Edited by Barry Dominick.

WTYC
1948

Subscriber to the NAB Radio Code
Media Code 4 242 8085 7.00
Tri-County Broadcasting Co., Inc., Box 1091, Caldwell St. Stat., Rock Hill, S. C. 29730. Phone 803-366-4143.
1. PERSONNEL
Gen'l & Comm. Mgr.—E. L. Burwell.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 6, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25c, 26, 28b, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 9A Eff 3/1/73—Rec'd 3/16/73.

6. SPOT ANNOUNCEMENTS

	1x	101x	501x	1000+
1 min	3.00	2.75	2.50	2.25
30 sec	2.50	2.25	2.00	1.75

Guaranteed time, extra, per spot, .50.

9. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	50.00	42.00	40.00	38.00	36.00	34.00	32.00	30.00
1/2 hr	25.00	24.00	23.00	22.00	21.00	20.00	19.00	18.00
1/4 hr	15.00	13.00	12.00	11.00	10.50	10.00	9.50	9.00
5 min	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00

ST. GEORGE (1 AM; 1 FM)

Dorchester County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WPWR (FM)
1971

Media Code 4 242 8145 9.00
Soundamerica Corp., Box 903, Hwy. 15, S., St. George, S. C. 29477. Phone 803-563-4371.
See affiliated AM station for additional information.
AM facilities: WQIZ.
1. PERSONNEL
Vice-Pres. & Sec'y—Margaret Jones.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.
Stereo.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
Rates are identical to WQIZ. See that listing.
Edited by Clarence Jones.

WQIZ
1962

Media Code 4 242 8190 5.00
Soundamerica Corp., Box 903, Hwy. 15, S., St. George, S. C. 29477. Phone 803-563-4371.
1. PERSONNEL
Pres. & Gen'l Mgr.—Clarence Jones.
3. FACILITIES
5,000 w. days; 810 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WPWR (FM).

TIME RATES
Eff 1/1/74—Rec'd 1/30/75.

8. SPOT ANNOUNCEMENTS

	1x	104x	260x	500x	1000x
1 min	5.00	4.50	4.25	4.00	3.75
30 sec	4.00	3.50	3.25	3.00	2.75
20 sec	3.00	2.75	2.50	2.25	2.00
10 sec	2.00	1.85	1.70	1.55	1.40

Minimum order 40.00 monthly.
7. PACKAGE PLANS
72 10-sec spots, per mo. (3 mo. minimum) 301.50
10. SPECIAL FEATURES
7-min news at :00 7
2-min weather at :30 3
1/4-hr gospel & religious 20

SENECA (1 AM; 1 FM)

Oconee County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

WBFM (FM)
1953

Subscriber to the NAB Radio Code
Media Code 4 242 8295 2.00
Blue Ridge Broadcasting Co., Inc., Box 793, Seneca, S. C. 29678.
Studio: 1/2 mile W. of Seneca off Westminster Hwy., Seneca, S. C.
See affiliated AM station for additional information.
AM facilities: WSNW.

STATION'S PROGRAMMING DESCRIPTION
WBFM (FM): Adult oriented MOR, some C & W.
3. FACILITIES
ERP 50,000 w.; 93.1 mc. Stereo.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 1,175 ft. above average terrain.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Sold in combination with WSNW. See that listing for rates.

TIME RATES
Rates are identical to WSNW. See that listing.

WSNW
1949

Media Code 4 242 8565 4.00
Blue Ridge Broadcasting Co., Inc., Box 793, Seneca, S. C. 29678. Phone 803-882-2388.
Studio: 1/2 mile W. of Seneca off Westminster Hwy., Seneca, S. C.

STATION'S PROGRAMMING DESCRIPTION
WSNW: Adults & young adults, MOR.
1. PERSONNEL
General Manager—C. W. Gallimore.
3. FACILITIES
1,000 w. days, 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WBFM (FM).
Affiliated with MBS and KBS.

TIME RATES
Eff 10/1/74—Rec'd 10/3/74.

7. PACKAGE PLANS

PER WK, BTA, ROS:	1 min	30 sec	20 sec
1 ti	2.40	2.10	1.90
31 ti	2.30	2.00	1.80
61+	2.20	1.90	1.70
BULK, PER YR:	350x	700x	1050x	1400x
1 min	2.20	2.10	2.00	1.90
30 sec	1.90	1.80	1.70	1.60
20 sec	1.70	1.60	1.50	1.40

Fixed, when guaranteed.
Client may combine spots of different lengths to earn higher frequency and lower rate.
WSNW may be purchased in combination with WBFM (FM) for same copy run on both stations; add 40% to WSNW earned rate.
10. SPECIAL FEATURES

	1 min	30 sec	20 sec
Newscasts	2.40	2.10	1.90

Fixed, extra .10.

SPARTANBURG

Spartanburg County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

See Greenville-Spartanburg

SUMMERVILLE (1 AM; 1 FM)

Dorchester County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WAZS
1962

Media Code 4 242 8715 9.00
Radio Summerville, Inc., Box 859, Hwy. 78 W., Summerville, S. C. 29483. Phone 803-873-2691.
1. PERSONNEL
President—W. L. Phillips.
3. FACILITIES
1,000 w days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% on talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 11/15/74—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	6.50	5.85	5.40	4.95	4.50	4.05	3.75	3.35
30 sec	4.90	4.40	4.05	3.70	3.30	2.95	2.75	2.55

7. PACKAGE PLANS

30 DAYS:	50 ti	75 ti	100 ti	150 ti	200 ti
1 min	4.35	3.60	3.14	2.75	2.50
30 sec	3.05	2.55	2.30	2.15	2.00
10 sec	1.85	1.75	1.55	1.40	1.30

10. SPECIAL FEATURES
NEWS/WEATHER/HEADLINES
2 min 4.90 5 min, Summary 8.50

WWWZ
1974

RAB

A Brothers Broadcasting Corporation Station
Media Code 4 242 8767 0.00
Brothers Broadcasting Corp., Box 3437, 1717 Wappoo Rd., Charleston, S. C. 29407. Phone 803-766-5584.
STATION'S PROGRAMMING DESCRIPTION
WWWZ: MUSIC: Progressive rock. Contact Representative for further details. Rec'd 8/4/75.
1. PERSONNEL
General Manager—Ken Goodman.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 330 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
AM facilities: WPAL, Charleston.

TIME RATES
No. 5 Eff 9/1/74—Rec'd 7/3/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE						
CLASS AAA						
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	8.94	8.40	7.80	7.50	7.20	6.75
7 wk	8.82	7.95	7.50	7.20	6.75	6.60
13 wk	8.52	7.65	7.20	6.75	6.60	6.30
26 wk	8.22	7.35	6.75	6.60	6.30	6.00
52 wk	7.92	7.05	6.60	6.30	6.15	5.85
CLASS AA						
1 wk	8.10	7.35	6.60	6.45	6.15	6.00
7 wk	7.80	7.05	6.30	6.15	5.85	5.55
13 wk	7.50	6.75	6.00	5.85	5.55	5.40
26 wk	7.20	6.30	5.85	5.55	5.40	5.25
52 wk	6.90	6.00	5.55	5.40	5.25	4.80
30 SECONDS						
CLASS AAA						
1 wk	8.10	6.90	6.30	6.15	6.00	5.70
7 wk	7.80	6.60	6.15	6.00	5.70	5.40
13 wk	7.50	6.30	6.00	5.70	5.40	5.10
26 wk	7.35	6.15	5.55	5.40	5.10	4.95
52 wk	7.20	5.85	5.40	5.10	4.95	4.65
CLASS AA						
1 wk	6.90	6.15	5.55	5.40	5.10	4.95
7 wk	6.60	6.00	5.40	5.10	4.95	4.80
13 wk	6.30	5.70	5.10	4.95	4.65	4.50
26 wk	6.15	5.40	4.95	4.80	4.50	4.35
52 wk	5.85	5.10	4.80	4.50	4.35	4.20

ID's: 50% of 1-min.
Submitted by Ken Goodman.

(D)

SUMTER (3 AM; 1 FM)

Sumter County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WDXY
1960

Media Code 4 242 8820 7.00
WDXY, Inc., Box 1269, 814 Boulevard Rd., Sumter, S. C. 29150. Phone 803-775-2321.
STATION'S PROGRAMMING DESCRIPTION
WDXY: contemporary, emphasis on local news.
1. PERSONNEL
Pres. & Gen'l Mgr.—W. C. Bochman.
2. REPRESENTATIVES
PRO/Meeker Radio.
Atlanta, South, Southwest—Dora-Clayton Agency, Inc.
3. FACILITIES
1000 w. day, 250 w. night; 1240 kc. Non-directional.
Operating schedule: 5:45 am-midnight.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
No. 3 Eff 1/75—Rec'd 1/24/75.
AAA—Mon thru Fri 7-9 am & 4-6:30 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA							
	1x	26x	52x	104x	156x	260x	312x	520x
1 min	9.00	8.55	8.10	7.65	7.20	6.75	6.30	5.40
30 sec	7.50	7.15	6.75	6.35	6.00	5.60	5.25	4.50

SOUTH CAROLINA

CLASS AA								
	1x	26x	52x	104x	156x	260x	312x	520x
1 min	7.50	7.15	6.75	6.35	6.00	5.60	5.25	4.50
30 sec	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.60

6. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x	520x
5 min	16.00	15.20	14.40	13.60	12.80	12.00	11.20	9.50

WFIG
1940

Subscriber to the NAB Radio Code
Media Code 4 242 8925 4.00
Gamecock City Broadcasting, Inc., Drawer 38, 45 N. Main St., Sumter, S. C. 29150. Phone 803-773-7305.
STATION'S PROGRAMMING DESCRIPTION
WFIG: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—John E. Miles.
2. REPRESENTATIVES
T-N Spot Sales.
3. FACILITIES
1,000 w.; 1290 kc. Directional—night only.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WWDM (FM)
Affiliated with MBS.
Member: The Tobacco Radio Network.

TIME RATES
No. 7 Eff 7/1/73—Rec'd 7/27/72.
AA—6-9 am, noon-2 pm & 4:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA		A	
PER WK:	PER YR:	1 min	30 sec	1 min	30 sec
1 ti	52 x	8.00	6.50	6.00	5.50
10 ti	312 x	7.00	5.50	6.00	4.50
20 ti	562 x	5.00	3.50	4.00	2.50
30+	1000 x	3.50	3.00	2.50	2.00

15 sec: 50% of 1-min.
7. PACKAGE PLANS

ROS. WITHIN 7 DAYS:	1 min	30 sec	15 sec
Flat	4.50	3.50	2.00

Submitted by John E. Miles.

WSSC
1953

RAB

Media Code 4 242 9030 2.00
Radio Sumter, Inc., Box 1463, Calhoun Street Extension Sumter, S. C. 29151. Phone 803-773-7369
STATION'S PROGRAMMING DESCRIPTION
WSSC: Programmed for over 19 audience.
1. PERSONNEL
Pres. & Mgr.—Ed Damron.
2. REPRESENTATIVES
New York—Roger Coleman, Inc.
Atlanta—David Carpenter Company.
3. FACILITIES
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional
Operating schedule: 6 am-midnight daily. EST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 11/15/69—Rec'd 11/3/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	156x	312x	624x
1 min	8.00	7.50	7.00	5.00	4.50	4.00	3.50	2.50
30 sec	6.00	5.50	5.00	3.50	3.00	2.50	2.00	1.75

WWDM (FM)
1972

Media Code 4 242 9082 3.00
Gamecock City Broadcasting Inc., Box 38, 45 N. Main St., Sumter, S. C. 29150. Phone 803-469-8787.
See affiliated AM station for additional information.
AM facilities: WFIG.
STATION'S PROGRAMMING DESCRIPTION
WWDM (FM): Programmed for general interest.
MUSIC: rhythm and blues, current albums cuts and oldies. NEWS: local at :30, network at :00.
SPORTS: network at 7:30 am and 4:30 pm. Contact Representative for further details. Rec'd 2/18/74.
1. PERSONNEL
General Manager—LeRoy Durant.
3. FACILITIES
ERP 3,000 w.; 101.3 mc.
Operating schedule: 6:30 am-midnight. EST.
Antenna ht.: 245 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c.
Basic Rates: 20a, 21d, 23a, 23b, 24a, 24b, 24c, 25b, 28c, 30.
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51b, 51c.
Comb: Cont. Discounts: 60b, 60c, 60e, 60f, 60h, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with National Black Network.

TIME RATES
Eff———Rec'd 2/7/74.
AA—6-9 am, noon-2 pm & 4:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
PER WK:	1 ti	10 ti	20 ti	30+	1 ti	10 ti	20 ti	30+
PER YR:	52x	312x	562x	1000x	52x	312x	562x	1000x
1 min	9.00	7.00	5.00	3.50	8.00	6.00	4.00	2.50
30 sec	6.50	5.50	3.50	3.00	5.50	4.50	2.50	2.00

15 sec: 50% of 1-min.

Flat, within 7 days. ROS	1 min	30 sec	15 sec
	4.50	3.50	2.00

SOUTH CAROLINA

TRAVELERS REST

Greenville County—May Location B-3
See SRDS consumer market map and data at beginning of the State.

WBBR
1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 242 9135 9.00
Piedmont Broadcasting Co., Inc., Box 456, Travelers Rest., S. C. 29690. Phone 803-834-7265.

STATION'S PROGRAMMING DESCRIPTION
WBBR: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—William H. Kirby.

2. REPRESENTATIVES
Busby, Finch, Lathom & Widman.

3. FACILITIES
1,000 w.; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/71—Rec'd 4/30/71.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 ti	6 ti	12 ti	15 ti	25 ti	50 ti
1 wk	4.60	4.35	4.20	4.10	3.95	3.80
13 wk	4.45	4.25	4.10	4.00	3.85	3.70
26 wk	4.35	4.15	4.00	3.90	3.75	3.60
39 wk	4.25	4.05	3.90	3.80	3.65	3.50
52 wk	4.15	3.90	3.80	3.70	3.55	3.40
30 SECONDS						
1 wk	3.85	3.60	3.45	3.35	3.20	3.05
13 wk	3.75	3.50	3.35	3.25	3.10	2.95
26 wk	3.65	3.40	3.25	3.15	3.00	2.85
39 wk	3.55	3.30	3.15	3.05	2.90	2.75
52 wk	3.45	3.20	3.05	2.95	2.80	2.65
15 SECONDS						
1 wk	3.25	3.00	2.85	2.75	2.60	2.45
13 wk	3.15	2.90	2.75	2.65	2.50	2.30
26 wk	3.05	2.80	2.65	2.55	2.40	2.20
39 wk	2.95	2.70	2.55	2.45	2.30	2.10
52 wk	2.85	2.60	2.45	2.35	2.20	2.00

7. PACKAGE PLANS

	60 ti	80 ti	100 ti	125 ti
1 min	4.00	3.45	3.15	2.75
30 sec	3.15	2.60	2.30	2.00

CONTRACT DISCOUNT
13 wk—3% 39 wk—7%
26 wk—5% 52 wk—10%
Applicable only if bills are paid by 15th of month after billing, and with no past balance due.

UNION

Union County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WBCU
1949

Media Code 4 242 9240 7.00
Broadcasting Company of Union, Inc., Box 70, 210 E. Main St., Union, S. C. 29379. Phone 427-2411.

STATION'S PROGRAMMING DESCRIPTION
WBCU: MUSIC: Contemporary; MOR.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward L. B. Osborne

2. FACILITIES
1,000 w.; 1460 kc. Directional—night only.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff——————Rec'd 5/28/75.

AAA—6-9 am.
A—9 am-11 pm.

6. SPOT ANNOUNCEMENTS
AAA: 10 30-sec spots, flat 4.60.

A:	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.00	3.80	3.60	3.40	3.20	3.00	2.80	2.60

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
20 sec: 70% of 1-min.
Edited by Edward L. B. Osborne.

WALHALLA

Oconee County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

WGOG
1950

NAB

Media Code 4 242 9345 4.00
Oconee Broadcasting Co., Inc., Box 272, Hwy. 183 South, Walhalla, S. C. 29691. Phone 803-638-3616.

STATION'S PROGRAMMING DESCRIPTION
WGOG: 50% Nashville sound/50% pop hits.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dorothy Friend.

2. FACILITIES
1,000 w. days; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
Rates net to station. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 4/1/73—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	365x	700+
1 min	3.15	3.00	2.85	2.75	2.70	2.60	2.40
30 sec	2.10	2.00	1.90	1.85	1.80	1.75	1.60

Spots scheduled Thurs & Fri: extra .25.

7. PACKAGE PLANS
1 MINUTE

PER DAY:	1 wk	4 wk	8 wk	13 wk	26 wk	39 wk	52 wk
1 ti	3.05	3.00	2.90	2.85	2.70	2.55	2.40
2 ti	2.95	2.85	2.75	2.70	2.55	2.40	2.25
3+	2.75	2.70	2.60	2.55	2.40	2.25	2.10
30 SECONDS							
1 ti	2.05	2.00	1.95	1.90	1.80	1.70	1.60
2 ti	1.95	1.90	1.85	1.80	1.70	1.60	1.50
3+	1.85	1.80	1.75	1.70	1.60	1.50	1.40

WALTERBORO (1 AM; 1 FM)

Colleton County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

WALD 1947 — WALD-FM 1968

Media Code 4 242 9450 2.00
Walterboro Radiocasting Co., Inc., Hwy. 17A South, Walterboro, S. C. 29488. Phones 803-538-5401, 5402.

STATION'S PROGRAMMING DESCRIPTION
WALD: C&W, MOR music.

1. PERSONNEL
Mgr. & Vice-Pres.—Klein B. Beach, Jr.

2. REPRESENTATIVES
Southern Spot Sales, Inc.
Donald Cooke, Inc.

3. FACILITIES
1,000 w. days; 1060 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 100.9 mc.
Operating schedule: Sunrise-11 pm.
Antenna ht.: 150 ft. above average terrain.
Simulcast sunrise-local sunset.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/75—Rec'd 6/3/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	100x	300x
1 min	4.50	4.35	4.20	4.05	3.90	3.75
30 sec	3.00	2.85	2.70	2.55	2.40	2.25

Edited by Klein B. Beach, Jr.

WINNSBORO

Fairfield County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WCKM
1961

Subscriber to the NAB Radio Code
Media Code 4 242 9555 8.00
Guardian Research, Inc., Box 505, 719 Hudson St., Winnsboro, S. C. 29180. Phone 803-635-5587.

STATION'S PROGRAMMING DESCRIPTION
WCKM: MOR, top 40, variety.

1. PERSONNEL
General Manager—William Roberts.

3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station. No cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS & MBS.
Affiliated with Mutual Black Network.

TIME RATES
No. 7 Eff 7/1/74—Rec'd 10/1/74.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-9 am; Mon thru Fri 4-6 pm.
A—All other times.

CLASS AA

PER WK:	1 min	30 sec	15 sec
1 ti	3.50	2.70	2.20

CLASS A

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti
1 min	2.70	2.40	2.20	2.00	1.90
30 sec	2.40	2.15	2.00	1.85	1.60
15 sec	2.10	1.90	1.70	1.50	1.30

7. PACKAGE PLANS
60 PLAN—6 CONSEC DAYS

10 TI EA DAY:	1 min	30 sec
2 am AA, 2 pm AA, 6 non-drive	125	100

21 PLAN

PER WK:	1 min	30 sec
5 drive, 16 non-drive	48.50	41.50

QUICKIE PLAN—ROS
50 ti, 15 sec, 2 wk 60.00
Submitted by William Roberts.

WOODRUFF

Spartanburg County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WSJW
1967

Media Code 4 242 9665 1.00
S. J. Workman, Box 20, Hwy. 101, Woodruff, S. C. 29388. Phone 803-476-8189.

1. PERSONNEL
General Manager—S. J. Workman.

3. FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station. Payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff 7/1/68—Rec'd 3/21/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.00	3.80	3.60	3.40	3.20	3.00	2.80	2.60
30 sec	3.50	3.30	3.10	2.90	2.70	2.50	2.30	2.10

YORK

York County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WYCL
1955

Media Code 4 242 9660 6.00
York-Clover Broadcasting Co., Box 298, U. S. Highway 321 By Pass, York, S. C. 29745. Phone 803-684-4241.

STATION'S PROGRAMMING DESCRIPTION
WYCL: Contemporary Rock, 19-38 audience appeal.

1. PERSONNEL
Pres. & Gen'l Mgr.—Curtis Sigmon.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
George T. Hopewell, Inc.
Dallas—Riley Representatives.

3. FACILITIES
1,000 w. days; 980 kc. Directional.
500 w. pre-sunrise.
Oper. sched. 6 am (sunrise if earlier)-sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WCMJ (FM), Chester.

TIME RATES
Eff 12/1/74—Rec'd 11/25/74.

7. PACKAGE PLANS

WK:	20 ti	40 ti	60 ti	80 ti	100 ti	150 ti
1 min	3.65	3.30	3.10	2.85	2.70	2.60
30 sec	2.70	2.50	2.35	2.15	2.05	1.95
15 sec	1.95	1.85	1.65	1.55	1.45	1.35
MO:	**40 ti**	**60 ti**	**80 ti**	**100 ti**	**150 ti**	**200 ti**	**300 ti**
1 min	4.50	4.20	3.80	3.50	3.25	3.05	2.85
30 sec	3.45	3.25	3.05	2.85	2.55	2.30	2.00
15 sec	2.60	2.40	2.15	1.90	1.75	1.60	1.55

10. SPECIAL FEATURES
NEWSCASTS—ROS

	78 ti	156 ti	234 ti	312 ti	390 ti	468 ti	546 ti	624 ti
13 wk	3.15	3.10	3.05	3.00	2.90	2.85	2.80	2.75
(*)	3.45	3.40	3.35	3.30	3.20	3.15	3.10	3.05

20% guaranteed 6-9 am & 4-6 pm.
Additional prime time/fixed, extra:
15/30 sec ..... .25 1 min ..... .50
(*) Drive or Fixed.

SOUTH DAKOTA

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	168
METRO AREAS	
Sioux Falls	2,074
Rapid City	430
Total Metros	598

1-1-75 Demographic estimates for every Metro Area

men & women in 4 age groups teens and children

See Contents Page.

B-N 6/10

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Aberdeen—Brown Pierre—Hughes Rapid City—Pennington Sioux Falls—Minnehaha Yankton—Yankton

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
SOUTH DAKOTA STATE TOTALS	692.2	223.26	2,887,175	12,932	8.5	15.7	11.4	23.8	31.9	1,758,843	7,878	291,691	51,406	188,541	66,461	59,637	287,272	156,062	330.65	176.9	2,093,746
AURORA F-4	4.3	1.40	16,263	11,616	11.2	18.1	11.0	17.7	32.2	7,103	5,074	1,207	167	222	.....	59	.....	756	1.90	2.4	26,307
BEADLE F-3	21.2	7.23	96,593	13,360	8.6	11.9	9.5	24.5	38.0	67,085	9,279	9,688	2,159	9,194	3,195	3,018	10,186	5,570	10.87	4.6	62,047
BENNETT C-4	3.2	.97	13,157	13,564	11.4	19.6	11.3	16.2	29.9	8,655	8,923	1,615	164	782	585	133	1,740	665	1.30	1.1	13,884
BON HOMME F-5	8.6	2.82	34,628	12,279	11.0	18.9	12.1	21.9	25.8	15,866	5,626	2,640	506	364	314	460	1,429	1,763	4.45	3.4	44,060
BROOKINGS G-3	24.2	7.34	96,745	13,181	8.9	17.2	11.7	21.5	31.6	49,571	6,754	8,037	1,299	3,208	2,515	1,266	9,626	3,911	9.96	5.3	46,716
BROWN F-1	39.6	12.88	162,786	12,639	7.1	15.6	12.4	25.8	31.7	130,169	10,106	19,683	4,542	19,157	6,258	5,472	25,594	8,587	19.16	5.6	80,385
Aberdeen	28.0	9.21	112,853	12,253	.....	.....	.....	.....	.....	110,969	12,049	18,308	3,926	18,597	6,255	5,469	21,752	6,234	.....	.....	.....
BRULE E-4	5.8	1.91	24,503	12,829	8.8	13.7	9.2	21.3	35.5	21,178	11,088	3,931	255	3,051	545	205	2,327	3,023	2.91	2.3	29,457
BUFFALO E-3	2.2	.57	5,581	9,791	11.1	22.1	10.9	10.2	21.0	437	767	.....	.....	86	.....	.....	.....	266	.50	.8	8,974
BUTTE B-2	7.9	2.71	33,864	12,496	7.7	12.6	10.2	25.9	34.7	24,009	8,859	5,349	596	1,520	867	302	3,231	3,009	4.00	2.3	31,564
CAMPBELL E-1	2.5	.79	16,920	21,418	7.4	15.6	11.2	17.9	39.8	4,241	5,368	813	99	159	352	.....	1,056	233	1.38	1.1	17,584
CHARLES MIX F-5†	10.0	3.22	39,186	12,170	10.7	16.6	10.6	19.6	26.2	20,171	6,264	4,723	454	1,278	147	224	974	1,548	4.62	4.5	53,589
CLARK G-2	5.0	1.80	25,347	14,082	8.3	16.8	11.5	24.8	33.6	9,189	5,105	1,950	284	566	83	39	1,525	566	2.98	3.1	33,162
CLAY G-5	14.3	4.30	55,582	12,926	9.2	17.4	11.5	22.4	31.5	22,260	5,177	4,599	609	1,245	871	1,007	3,455	1,774	5.54	2.8	49,169
CODINGTON G-2	19.5	6.62	84,816	12,812	7.6	16.4	11.6	24.8	33.0	73,000	11,027	14,336	2,024	8,781	2,567	2,912	13,224	5,092	10.69	3.8	38,824
CORSON D-1	4.9	1.35	16,067	11,901	12.8	18.9	10.4	19.2	27.0	6,165	4,567	899	229	352	138	.....	411	766	1.80	2.2	23,240
CUSTER B-4	4.8	1.71	20,590	12,041	10.3	14.4	11.4	23.2	30.2	6,841	4,001	1,381	240	346	233	130	848	1,396	2.27	.7	9,789
DAVISON F-4	18.3	6.16	71,592	11,622	9.5	18.4	12.2	23.9	29.0	75,196	12,207	12,733	2,544	10,258	3,693	3,536	12,994	5,864	9.76	2.3	26,839
DAY G-2	8.3	2.83	32,113	11,347	11.2	16.7	10.4	21.3	27.9	22,515	7,956	2,794	524	950	500	373	4,692	2,173	4.29	3.8	33,183
DEUEL G-2	5.6	1.92	35,365	18,419	8.0	11.8	7.7	16.6	44.8	8,518	4,436	995	174	388	119	281	1,245	843	2.87	3.7	27,531
DEWEY D-2	5.4	1.49	35,478	23,811	14.0	19.3	11.0	19.3	24.5	8,050	5,403	2,409	.....	74	158	76	1,536	1,642	1.53	2.1	14,908
DOUGLAS F-4	4.5	1.45	18,061	12,456	10.4	19.8	13.5	21.5	23.5	8,387	5,784	1,661	36	569	130	61	1,045	640	2.21	2.6	24,915
EDMUNDS E-2	5.5	1.76	23,626	13,424	8.3	15.6	11.2	24.6	30.0	13,344	7,582	1,924	218	236	218	285	1,223	1,083	2.70	2.8	27,201
FALL RIVER B-4	9.1	3.05	31,553	10,345	13.3	16.5	13.1	25.8	22.9	17,192	5,637	2,968	722	430	776	1,182	3,069	1,927	3.78	1.6	14,372
FAULK E-2	4.0	1.31	20,391	15,566	7.5	15.9	11.6	20.0	36.2	6,840	5,221	1,211	391	243	122	165	1,076	768	1.86	2.1	23,723
GRANT G-2	9.2	3.01	42,325	14,061	10.2	15.0	9.9	22.3	31.5	16,300	5,415	2,885	326	1,502	399	572	2,685	1,554	4.52	3.7	37,532
GREGORY E-4	6.9	2.42	24,461	10,108	11.4	18.0	11.6	22.5	23.9	18,032	7,451	3,653	293	844	304	818	2,609	1,977	3.34	2.9	30,746
HAAKON C-3	2.9	.96	13,766	14,340	5.7	10.4	9.4	26.9	36.7	11,038	11,498	1,183	122	361	441	399	2,617	1,069	1.31	1.2	20,680
HAMLIN G-3	5.1	1.74	21,161	12,161	9.9	18.4	12.1	23.1	28.9	8,293	4,766	1,514	143	552	171	.....	767	844	2.85	2.2	26,833
HAND E-3	5.8	1.88	33,133	17,624	7.7	15.4	10.8	19.3	37.9	13,082	6,959	2,542	314	560	520	170	1,454	1,307	2.89	2.8	41,533
HANSON F-4	3.4	1.10	14,597	13,270	9.8	17.6	11.8	22.8	28.8	4,733	4,303	802	99	.....	180	163	.....	335	1.70	2.2	19,968
HARDING B-1	1.7	.54	8,753	16,209	8.1	13.0	9.5	18.8	41.2	1,957	3,624	356	58	93	102	.....	310	284	.82	1.3	17,997
HUGHES E-3	11.8	3.84	57,435	14,957	6.1	11.2	9.3	25.6	44.3	38,282	9,969	6,825	1,393	2,246	2,814	1,347	8,039	3,253	6.32	.9	12,927
Pierre	10.2	3.39	47,459	14,000	.....	.....	.....	.....	.....	37,633	11,101	6,209	1,363	1,500	2,820	1,347	7,218	2,925	.....	.....	.....
HUTCHINSON F-4	10.4	3.54	42,432	11,986	12.6	17.7	10.2	18.0	27.1	24,929	7,042	3,667	644	1,600	221	489	2,170	2,555	5.20	4.5	58,772
HYDE E-3	2.6	.84	10,667	12,699	13.7	20.9	11.9	17.8	22.7	4,823	5,742	1,166	40	65	149	68	222	1,408	1.17	1.2	14,999
JACKSON C-4	1.5	.54	6,471	11,983	5.3	15.9	12.3	24.4	31.2	5,017	9,291	531	.....	.....	.....	.....	590	709	.80	.4	7,308
JERAULD F-3	3.4	1.20	12,585	10,488	9.5	14.5	9.9	25.3	27.4	5,591	4,659	1,472	230	41	301	43	280	732	1.53	1.7	18,605
JONES D-3	2.0	.68	7,305	10,743	4.6	10.9	12.0	29.4	30.2	7,092	10,429	1,032	.....	749	275	.....	1,643	1,103	.97	.6	10,228
KINGSBURY G-3	7.6	2.63	33,535	12,751	9.3	16.4	11.0	22.7	31.9	17,899	6,806	3,408	432	580	261	330	4,138	1,138	4.10	3.4	40,792
LAKE G-3	11.5	3.79	44,559	11,757	11.6	17.6	11.2	22.4	28.4	23,695	6,252	3,377	664	857	1,311	655	4,833	1,741	5.79	3.5	35,365
LAWRENCE A-3	18.2	6.02	66,553	11,055	7.5	15.4	14.7	28.7	24.6	35,501	5,897	8,050	843	3,802	1,101	975	8,921	3,283	8.16	1.1	8,127
LINCOLN G-4	11.9	4.09	50,957	12,459	9.5	13.9	9.8	25.9	32.1	15,339	3,750	3,437	515	556	404	281	1,709	1,835	6.20	4.9	62,064
LYMAN E-4	3.7	1.18	19,577	16,591	7.7	13.2	9.1	21.8	42.0	7,306	6,192	818	192	217	243	55	723	2,493	1.81	1.3	22,847
McCOOK G-4	7.2	2.37	27,453	11,584	10.9	19.9	12.3	19.7	25.9	13,880	5,857	2,457	205	549	99	174	1,930	1,570	3.66	3.8	31,109
McPHERSON E-1	5.1	1.70	18,477	10,869	11.4	17.5	10.9	19.8	25.8	8,754	5,149	1,640	292	607	149	135	990	384	2.37	2.3	31,557
MARSHALL G-1	5.9	1.99	22,819	11,467	10.5	18.1	11.7	22.0	26.4	14,950	7,513	2,202	347	585	443	82	2,967	2,456	2.94	2.8	49,678
MEADE B-3†	19.2	5.16	71,530	13,862	4.3	19.5	14.1	25.7	31.6	22,430	4,347	6,756	608	1,207	823	620	2,367	2,835	5.21	3.1	47,498
MELLETTE D-4	2.5	.73	8,965	12,281	13.0	19.6	11.1	17.1	25.0	1,590	2,178	272	40	205	.....	69	225	118	.91	1.0	15,910
MINER G-3	4.4	1.49	18,239	12,241	9.6	16.0	11.0	22.7	26.8	9,353	6,277	1,520	174	418	311	141	1,392	501	2.25	2.7	20,064
MINNEHAHA G-4	100.0	32.57	432,900	13,291	5.8	10.7	11.0	28.8	37.5	337,498	10,362	45,337	14,437	50,296	13,810	13,768	51,759	21,624	52.27	7.0	93,441
Sioux Falls	77.0	25.63	330,696	12,903	.....	.....	.....	.....	.....	307,179	11,985	42,968	14,168	48,854	13,704	13,550	48,891	16,374	.....	.....	.....
Sioux Falls Metro Area	100.0	32.57	432,900	13,291	5.8	10.7	11.0	28.8	37.5	337,498	10,362	45,337	14,437	50,296	13,810	13,768	51,759	21,624	52.27	.....	.....
MOODY G-3	7.2	2.24	31,535	14,078	8.0	16.6	11.7	22.5	33.2	10,335	4,614	2,460	140	342	215	275	1,626	606	3.53	3.5	39,273
PENNINGTON B-3†	66.8	21.82	269,774	12,364	7.9	16.8	13.2	26.0	28.6	195,206	8,946	33,563	4,895	34,177	7,582	8,856	42,470	15,126	33.52	2.4	24,616
Rapid City	47.1	15.54	183,408	11,802	.....	.....	.....	.....	.....	176,952	11,387	31,495	3,826	33,154	7,049	8,856	41,605	11,882	.....	.....	.....
Rapid City Metro Area	66.8	21.82	269,774	12,364	7.9	16.8	13.2	26.0	28.6	195,206	8,946	33,563	4,895	34,177	7,582	8,856	42,470	15,126	33.52	.....	.....
PERKINS C-1	4.7	1.59	21,524	13,537	6.2	13.4	10.4	23.9	39.4	12,887	8,105	2,317	200	917	516	516	1,597	1,618	2.29	2.2	29,536
POTTER E-2†	4.4	1.39	22,363	16,088	5.6	10.3	9.1	25.6	39.6	12,916	9,292	1,562	491	296	656	420	1,550	1,735	2.07	1.7	30,566
ROBERTS G-1	11.8	3.73	43,699	11,716	11.6	21.1	13.4	21.2	23.5	19,795	5,307	2,907	305	3,072	120	934	2,579	2,315	5.27	5.5	45,015
SANBORN F-3	3.3	1.11	15,481	13,947	8.2	14.8	10.3	22.8	33.9	5,451	4,911	1,065	54	167	189	88	566	580	1.89	2.0	23,429
SHANNON C-4	9.4	2.07	21,291	10,286	15.0	19.0	9.2	13.2	19.7	3,002	1,450	547	107	901	.....	.....	.....	772	1.68	1.7	8,414
SPINK F-2	10.3	3.22	42,532	13,209	9.4	15.2	10.0	24.3	35.5	22,168	6,884	3,429	534	935	567	651	4,455	4,273	4.83	4.5	55,527
STANLEY D-3	1.8	.57	9,333	16,374	5.6	16.4	12.5	24.6	39.6	7,686	13,484	1,274	132	425	.....	215	1,416	830	1.27	.5	16,715
SULLY E-3	2.0	.64	11,285	17,633	8.0	14.9	10.1	19.7	41.5	3,755	5,867	670	68	221	126	57	742	436	1.13	1.2	19,311
TODD D-4	8.0	1.92	18,641	9,709	16.8	19.3	9.1	15.4	20.1	4,356	2,269	1,582	.....	391	.....	.....	.....	913	1.93	1.5	20,114
TRIPP E-4	8.2	2.68	40,812	15,228	8.6	12.9	8.6	21.4	41.3	30,354	11,326	3,512	1,263	3,954	3,020	1,718	4,074	2,135	3.92	3.4	43,487
TURNER G-4	9.9	3.57	43,367	12,148	9.8	17.3	11.5	21.6	28.6	19,060	5,339	2,959	305	1,061	230	507	2,624	2,479	5.41	5.2	62,820
UNION G-5	9.7	3.39	49,575	14,624	9.6	13.9	9.4	22.3	35.2	22,181	6,543	3,047	414	760	157	209	731	3,568	5.19	3.4	49,038
WALWORTH E-2	7.9	2.60	30,594	11,767	9.5	17.6	12.1	22.8	29.1	30,160	11,600	5,157	537	2,073	676	655	6,038	2,557	3.85	1.7	15,627
WASHABAUGH C-4	1.4	.37	3,772	10,195	11.4	13.5	9.0	14.4	20.9	333	900	124	.....	63	.....	.....	.....	283	.41	.8	8,012
YANKTON G-5	20.6	6.20	79,535	12,828	8.0	15.0	10.0	21.1	38.5	64,428	10,392	10,756	1,314	6,680	3,100	1,996	8,698	4,863	9.21	4.2	50,130
Yankton	14.4	4.61	51,278	11,123	.....	.....	.....	.....	.....	61,703	13,385	10,725	1,314	6,481	3,100	1,996	8,398	4,482	.....	.....	.....
ZIEBACH C-2	2.2	.55	10,600	19,273	10.9	15.7	8.7	16.6	33.9	1,424	2,589	312	.....	155	89	.....	260	.....	.83	2.0	14,113

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

SOUTH DAKOTA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Dakota Dynamo Group

Comprised of:
Non-Interconnected Stations
KGFX—Pierre KLOH—Pipestone, Minn.
KKLS, KKLS-FM—Rapid City.
Media Code 4 243 0260 8.00
Business Office: KOVC, Inc., Broadcast House, Valley City, N. D. 58072. Phone 701-845-2531.

1. PERSONNEL
President—Robert E. Ingstad, Jr.

2. REPRESENTATVES
PRO Time Sales, Inc

4. AGENCY COMMISSION
15/0.

TIME RATES
Eff——————Rec'd 8/11/69.
GBOUP DISCOUNT
2 stations..... 10% 3 stations..... 15%

Dakota Farm Network—South Dakota

Comprised of:
Non-Interconnected Stations
KBFS—Belle Fourche KCCR—Pierre
KBRK—Brookings KCHF, KCHF-FM
KDSJ—Deadwood —Sioux Falls
KBJM—Lemmon KVRA—Vermillion
KJAM—Madison KSDB—Watertown
KORN—Mitchell KYNT—Yankton
Media Code 4 243 0275 0.00
Business Office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

1. PERSONNEL
Manager—Robert J. Walton.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

5. GENERAL ADVERTISING See coded regulations
General: 1a.
Contracts: 40a.
Stations may be bought in any combination, full or partial network on one contract—one billing basis.

TIME RATES
Eff——————Rec'd 1/31/75.
Spots schedule adjacent to Farm or News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti
Ea	64.50	61.00	57.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

ABERDEEN (3 AM)

Brown County—Map Location F-1
See SRDS consumer market map and data at beginning of the State

KABR
1933

Subscriber to the NAB Radio Code
Media Code 4 243 0700 7.00
Transmedia, Inc., Box 75, 117-1/2 S. Main, Aberdeen, S. D. 57401. Phone 605-225-1420.

1. PERSONNEL
General Manager—Jeff Solem.
Program Director—Don Briscoe.
Sales Manager—Lynn Solem.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1000 w. days; 1420 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 26, 28b, 29a.
Contracts: 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61b, 61c, 62b, 62c.
Cancellation: 71a, 73a.
An advertiser cancelling a contract prior to the agreed expiration date is subject to the earned rate; with the difference due the station by the following 10th of the month.

TIME RATES
Rates effective April 1, 1961. (Card No. 4.)
Rates received April 6, 1961

6. SPOT ANNOUNCEMENTS
1 MINUTE
CLASS A
(7:00-9:00 am Mon thru Sat; 11:00 am-1:00 pm and 5:00-7:00 pm Mon thru Sun)

Per week:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times..	7.00	6.50	6.20	5.95	5.60
10 times.	6.20	5.90	5.65	5.35	5.00
15 times..	5.75	5.40	5.20	4.90	4.60
20 times..	5.00	5.25	5.00	4.75	4.45

CLASS B
(All other times)

Per week:	1 wk.	4 wks.	13 wks.	26 wks.	52 wks.
5 times..	5.40	5.10	4.85	4.60	4.30
10 times..	4.85	4.55	4.35	4.10	3.90
15 times..	4.45	4.20	4.00	3.80	3.55
20 times..	4.30	4.05	3.90	3.65	3.45

30 seconds—70% of applicable 1-minute rate.
10 seconds—50% of applicable 1-minute rate.

8. PROGRAM TIME RATES

	CLASS A 1/4 hr.	CLASS A 10 min.	CLASS A 5 min.	CLASS B 1/4 hr.	CLASS B 10 min.	CLASS B 5 min.
1 time..	32.00	24.00	16.00	25.00	19.00	14.00
26 times	27.00	20.40	13.60	22.50	17.10	12.00
52 times	24.50	18.00	12.40	21.25	16.15	11.00
156 times	22.40	16.80	11.20	17.50	13.30	9.50
260 times	20.00	15.00	10.00	15.00	11.40	8.40
312 times	17.60	13.20	8.80	12.75	10.45	7.70

KKAA
CBS Radio Network

1974
Media Code 4 243 0675 7.00
Dakota North Plains Corp., Box 317, Aberdeen, S. D. 57401. Phone 605-229-1560.

STATION'S PROGRAMMING DESCRIPTION
KKAA: MUSIC: Modern country. News: network. Major local & regional news blocks morning, noon & late afternoon. News at :30. News director. FARM: agribusiness news early morning & noon, plus grain & livestock markets. Farm director. SPOBTS: college sports play-by-play. Contact Representative for further details. Rec'd 7/7/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David S. Laustsen.
General Sales Manager—Rob Matson.
Farm Director—Merle Friestad.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
5,000 w.; 1560 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5.
Rate Protection: 15b.
Basic Rates: 20a, 20b, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 25a 27, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
Eff ——————— Rec'd 7/14/75.
AA—6-9 am, 11:30 am-1 pm & 4-7 pm.
A—9-11:30 am & 1-4 pm.
B—7 pm-6 am.

6. SPOT ANNOUNCEMENTS
SPECIFIED TIMES

AA:	1x	13x	26x	52x	156x	312x	520x	1000x
1 min	11.85	11.15	9.55	9.25	8.85	8.45	7.65	6.75
30 sec	7.80	7.00	6.30	5.70	5.25	4.95	4.70	4.40
A & B:								
1 min	9.70	8.85	8.00	7.70	7.35	7.10	6.40	5.00
30 sec	6.15	5.70	5.20	4.85	4.70	4.30	3.55	3.40

7. PACKAGE PLANS

30 DAYS:	AAA 1 min	AAA 30 sec	A & B 1 min	A & B 30 sec	B 1 min	B 30 sec
5 ti	7.60	5.90	6.75	5.10	4.75	2.35
10 ti	7.25	5.40	6.40	4.65	4.45	2.20
25 ti	6.75	4.95	5.90	4.20	3.80	2.00
50 ti	5.70	4.45	5.40	3.75	3.65	1.80
75 ti	5.40	3.80	4.55	3.20	3.60	1.80
100 ti	5.10	3.50	4.30	2.90	3.50	1.80
150 ti	4.75	3.25	3.85	2.60	.....	.....

BULK

	500x	1000x	1500x
1 min	3.90	3.35	3.10
30 sec	3.35	2.85	2.55

3. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
A	84.50	52.00	32.50	36.00	19.50
B	78.00	45.50	26.00	23.40	16.90
			52x	156x	260x
Discount			10%	20%	25%

Submitted by Robert C. Matson.

KSDN
1947

Subscriber to the NAB Radio Code
Media Code 4 243 0950 6.00
Green Bay Broadcasting Co., Inc., Hwy 281 South, Aberdeen, S. D. 57401. Phone 605-225-5830.

STATION'S PROGRAMMING DESCRIPTION
KSDN: Programmed for 18+.
MUSIC: country & contemporary gold plus popular hits. NEWS: at :25 & :55. Major local news blocks morning, noon, evening. Agribusiness news scheduled all segments. Emphasis on local-regional actualities, commentaries & events. SPOBTS: play-by-play all levels; all sports. Contact Representative for further details. Rec'd 2/12/75.

1. PERSONNEL
Station Manager—John Thorne.
Sales Manager—H. O. Schumacher.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Canada: Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w.; 930 kc. Directional—night only.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 46
Comb.; Cont. Discounts: 60b, 60k, 61a, 61c.
Cancellation: 71a, 73a.
Affiliated with American Information Network.
Member: Laird Group.

TIME RATES
Eff 3/1/75—Rec'd 2/5/75.
AAA—Mon thru Sat 5 am-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AAA Per wk 6 ti	12 ti	18 ti	24 ti	Per yr 500x	1000x
1 min	14	13	12	11	12	11

30 sec: 80% of 1-min.
AA: 80% of 1-min & 30-sec.

BELLE FOURCHE

Butte County—Map Location B-2
See SRDS consumer market map and data at beginning of the State

KBFS
1959

Subscriber to the NAB Radio Code
Media Code 4 243 1400 3.00
Joseph F. Kopp, Box 316, 711-1/2 State St., Belle Fourche, S. D. 57717. Phone 605-892-2571.

STATION'S PROGRAMMING DESCRIPTION
KBFS: MUSIC: C&W, MOB.

1. PERSONNEL
Sales Manager—Joseph Kopp.

2. REPRESENTATIVES
Gene Bolles Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm Mon thru Sat; 7:00 am-10:00 pm Sun. MST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Intermountain Network, Dakota Farm Network—South Dakota.

TIME RATES
Rates effective January 29, 1963.
Rates received January 31, 1963.

6. SPOT ANNOUNCEMENTS

1 min 30 sec				1 min 30 sec		
1 ti	5.65	4.50	52 ti	5.00	3.00	
13 ti	5.55	4.25	156 ti	4.75	3.50	
26 ti	5.25	4.05	306 ti	4.50	3.25	

26x—17% 156x—34%

BROOKINGS (1 AM; 1 FM)

Brookings County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KBRK
1955

Subscriber to the NAB Radio Code
Media Code 4 243 1505 9.00
Brookings Broadcasting Co., 507-1/2 Main Ave., College Theatre Bldg., Brookings, S. D. 57006. Phone 605-692-6233.

1. PERSONNEL
General Manager—R. J. Beimers.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KBRK-FM.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Member: Dakota Farm Network—South Dakota.

TIME RATES
Eff ——————Rec'd 12/4/72.
A—6 am-1 pm.
B—1 pm-sign-off

6. SPOT ANNOUNCEMENTS

	1 ti	26 ti	52 ti	156 ti	260 ti	312 ti	624 ti
CLASS A							
1 min	6.50	6.20	5.85	5.50	5.35	5.25	5.20
30 sec	4.55	4.40	4.10	4.00	3.75	3.70	3.65
CLASS B							
1 min	5.00	4.75	4.50	4.35	4.15	4.10	4.00
30 sec	3.50	3.40	3.15	3.05	2.90	2.85	2.80

KBRK-FM
1968

Subscriber to the NAB Radio Code
Media Code 4 243 1506 7.00
Brookings Broadcasting Co., 507-1/2 Main Ave., Brookings, S. D. 57006. Phone 605-692-6233.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 94.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 178 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KBRK.

TIME RATES
Rates are identical to KBRK. See that listing.

DEADWOOD

Lawrence County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

KDSJ
1946

Media Code 4 243 1855 8.00
John, Eli and Harry Daniels, 745 Main St., Deadwood, S. D. 57732. Phone 126.

1. PERSONNEL
Gen'l & Bus. Mgr.—Harry Daniels.

3. FACILITIES
1,000 w.; 930 kc. Directional—night only.
Operating schedule: 6:00 am-10:00 pm weekdays; 7:00 am-9:00 pm Sun. MST.

4. AGENCY COMMISSION
15/0 time and talent; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Dakota Farm Network—South Dakota.

TIME RATES
Eff 1/1/67—Rec'd 12/28/66.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	62x	156x	300x
1 min	5.50	5.25	6.00	4.50	4.00	3.50
30 sec	4.50	4.25	4.00	3.50	3.00	2.50

10. SPECIAL FEATURES
Weather reports, temperature and sports.
Add 20% to announcement charges if tag line is required

HOT SPRINGS

Fall River County—Map Location B-4
See SRDS consumer market map and data at beginning of the State

KOBH
1958

Subscriber to the NAB Radio Code
Media Code 4 243 2205 5.00
Ponderosa Broadcast House, Inc., Box 611, Hot Springs, S. D. 57747. Phone 605-745-3152.

STATION'S PROGRAMMING DESCRIPTION
KOBH: MUSIC: Modern country & MOB.

1. PERSONNEL
General Manager—Major Short.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
500 w. days; 580 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only: 20th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 1 Eff 9/15/70—Rec'd 9/10/70.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	26x	52x	104x	156x	260x	312x
30 sec	4.80	4.70	4.60	4.40	4.25	4.05	3.85

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9 am, noon-1 pm & 4-7 pm.
B—All other times.

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
6 ti	5.40	4.30	2.70	4.30	3.45	2.15
12 ti	5.20	4.15	2.60	4.15	3.30	2.10
18 ti	5.00	4.00	2.50	4.00	3.20	2.00
24 ti	4.80	3.85	2.40	3.85	3.10	1.95
30 ti	4.60	3.70	2.30	3.70	2.95	1.85

HURON (1 AM; 1 FM)

Beadle County—Map Location F-3
See SRDS consumer market map and data at beginning of the State

KIJV
1947

Subscriber to the NAB Radio Code
Media Code 4 243 2555 3.00
James Valley Broadcast Co., Inc., Box 1407, 1726 Dakota St., Huron, S. D. 57350. Phone 605-352-8621.

1. PERSONNEL
Vice-Pres. & Mgr.—David J. Fish.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 5:45 am-midnight. CST.
Partial simulcast operation. Simulcast 5:45-9 am. For non-simulcast facilities see KIJV-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/75—Rec'd 2/3/75.
AA—6-9 am, 11:30 am-1 pm & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 min, flat..... 4.10 30 sec, flat..... 2.80
CLASS A

	1x	26x	52x	104x	156x
1 min	3.90	3.85	3.80	3.75	3.70
30 sec	2.75	2.70	2.65	2.60	2.55
	312x	520x	780x	1040x	1300x
1 min	3.65	3.60	3.50	3.30	3.10
30 sec	2.50	2.45	2.35	2.20	2.10

KIJV-FM
1973

Media Code 4 243 2556 1.00
James Valley Broadcast Co., Inc., Box 1407, 1726 Dakota St., Huron, S. D. 57350. Phone 605-352-8621.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 5:45 am-midnight. CST.
Antenna ht.: 175 ft. above average terrain.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see KIJV.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 5/1/75—Rec'd 5/29/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	2.00	1.90	1.80	1.70	1.65
30 sec	1.50	1.45	1.40	1.30	1.25
	312x	520x	780x	1040x	1300x
1 min	1.60	1.55	1.45	1.35	1.20
30 sec	1.20	1.15	1.10	1.00	.90

7. PACKAGE PLANS
1 1-min spot per day, ROS, per mo..... 50.00
Edited by David J. Fish.

SOUTH DAKOTA

LEMMON

Perkins County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KBJM
1966

Media Code 4 243 2700 5.00
Lemmon Broadcasting Co., Inc., Box 147, 222 Main St., Lemmon, S. D. 57638. Phone 605-374-5747.

1. PERSONNEL
General Manager—Larry E. Bauer.
2. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-10 pm. MST.
4. AGENCY COMMISSION
15/0 time only; payable upon receipt.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Dakota Farm Network—South Dakota.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/66—Rec'd 2/29/68.
A—6 am-2 pm & 5-7 pm.
B—2-5 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

CLASS A	1x	13x	26x	52x	104x	156x	312x
1 min	3.26	2.95	2.30	2.65	2.50	2.35	2.20
30 sec	2.50	2.40	2.20	2.29	2.10	2.00	1.90
CLASS B							
1 min	2.95	2.30	2.65	2.50	2.35	2.26	2.65
30 sec	2.10	2.00	1.90	1.80	1.70	1.60	1.30

7. PACKAGE PLANS
SATURATION PACKAGES—30 SECONDS
15 spots (within 3 days) 28.50
30 spots (within 7 days) 49.50
60 spots (within 2 wks) 93.50

MADISON (1 AM; 1 FM)

Lake County—Map Location G-3
See SRDS consumer market map and data at beginning of the State

KJAM
1958

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 2905 9.00
Madison Broadcasting Co., Inc., Box 549, Madison, S. D. 57042. Phone 605-256-4514.

STATION'S PROGRAMMING DESCRIPTION
KJAM: MOR music, farm news, UPI audio news.

1. PERSONNEL
General Manager—John A. Geeman.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KJAM-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Dakota Farm Network—South Dakota.

TIME RATES
Eff———Rec'd 1/23/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	30 ti	60+
1 min	4.50	3.95	3.70	3.10
30 sec	3.50	3.00	2.65	2.30

KJAM-FM
1967

SAB

Subscriber to the NAB Radio Code
Media Code 4 243 2906 6.00
Madison Broadcasting Co., Inc., Box 549, Madison, S. D. 57042. Phone 605-256-4514.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc.
Operating schedule: 6 am-11:30 pm. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11:30 pm. For simulcast facilities see KJAM.

TIME RATES
Rates are identical to KJAM. See that listing.

MITCHELL

Davison County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KORN
1946

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 3255 9.00
Mitchell Broadcasting Ass'n, Inc., Box 968, Mitchell, S. D. 57301. Phones 605-996-5631; 910-668-0598.

1. PERSONNEL
Commercial Manager—Gerald R. Eppel.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6:00 am-midnight weekdays; 8:00 am-midnight Sun. CST.
4. AGENCY COMMISSION
15% on net charges for station time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network, Dakota Farm Network—South Dakota.

TIME RATES
Eff———Rec'd 6/6/68.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	7.00	6.50	6.00	5.50	5.00

30/20 sec: 80% of 1-min 10 sec ID's: 50% of 1-min.

MOBRIDGE (1 AM; 1 FM)

Walworth County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KOLY — KOLY-FM
1956 — 1973

SAB

Subscriber to the NAB Radio Code
Media Code 4 243 3685 5.00
Mobridge Broadcasting Corp., Box 1300, 114 E. Third St., Mobridge, S. D. 57601. Phone 605-845-3654.

STATION'S PROGRAMMING DESCRIPTION
KOLY: MOR music & farm news.

1. PERSONNEL
Pres. & Gen'l Mgr.—Q. P. Coleman.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
5,000 w., 1300 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
ERP 56,300 w. (horiz.), 56,300 w. (vert.); 99.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 540 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only: payable when rendered
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/74—Rec'd 1/30/74.
A—6 am-2:30 pm & 3:59-6:30 pm.
B—2:30-3:59 pm & 6:30 pm-midnight.

6. SPOT ANNOUNCEMENTS

	A		B	
	1 min	30 sec	1 min	30 sec
1 x	5.50	4.90	5.05	4.50
26 x	5.20	4.55	4.80	4.15
52 x	5.00	4.35	4.60	3.95
104 x	4.70	4.10	4.30	3.70
156 x	4.50	3.90	4.05	3.50
260 x	4.40	3.80	3.85	3.30
312 x	3.65	3.05	3.10	2.50
365 x	3.35	2.70	2.75	2.25
520 x	3.20	2.55	2.35	2.05

PIERRE (2 AM)

Hughes County—Map Location E-3
See SRDS consumer market map and data at beginning of the State

KCCR
1950

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 3955 4.00
Sorenson Broadcasting Corp., Box 309, Pierre, S. D. 57501 Phone 605-224-7281

STATION'S PROGRAMMING DESCRIPTION
KCCR: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dean Sorenson.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. night; 1240 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network, Dakota Farm Network—South Dakota.
10% discount when purchased with KYNT, Yankton.

TIME RATES
No. 1 Eff 10/1/70—Rec'd 10/5/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.90	4.80	4.60	4.40	4.00	3.80

7. PACKAGE PLANS
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
B—All other times.

CLASS A PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.90	4.30	4.70	4.00	4.50	4.30
30 sec	3.90	3.85	3.75	3.70	3.60	3.45
10 sec	2.95	2.90	2.80	2.75	2.70	2.65
CLASS B						
1 min	3.90	3.85	3.75	3.70	3.60	3.45
30 sec	3.10	3.05	3.00	2.95	2.90	2.75
10 sec	2.35	2.30	2.25	2.20	2.15	2.10

KGFX
1916

SAB RAB

Media Code 4 243 4305 1.00
James Valley Broadcasting Co., Box 1197, Pierre, S. D. 57501. Phone 605-224-5824

STATION'S PROGRAMMING DESCRIPTION
KGFX: Programmed for general interest.
MUSIC: country. AIR PERSONALITIES handle all segments, live. NEWS: at :30. Agricultural news in am & noon. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
Gen'l & Sales Mgr.—G. D. Gutensohn.
Program Director—Mark A. Swendsen.
News Director—Mike Thomas.
2. REPRESENTATIVES
Pitt Time Sales, Inc.
3. FACILITIES
10,000 w. days; 1060 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 27, 28c, 29a, 30, 33a.
Contracts: 40a, 44a, 45, 47a, 49.
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61b.
Cancellation: 70b, 70d, 71a, 73a.
Pred. Services: 81, 82.
Affiliated with The Rep Network.
Member Dakota Dynamo Group.
10% discount on joint purchase with KKLS, Rapid City.

TIME RATES
No. 2 Eff 6/1/67—Rec'd 5/1/67.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER CONSEC WK:	1 ti	5 ti	10 ti	15 ti	25+
1 wk	12.00	11.00	10.00	9.00	8.00
13 wk	11.50	10.50	9.50	8.50	7.50
26 wk	11.00	10.00	9.00	8.00	7.00
39 wk	10.00	9.00	8.00	7.00	——

26 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	70	66	63	60	57	55	50
1/2 hr	42	45	43	41	38	36	30
1/4 hr	35	24	33	31	30	27	23
10 min	25	24	22	21	20	18	16
5 min	16	15	14	12	12	11	10

(Q)

RAPID CITY (4 AM; 1 FM)

Pennington County—Map Location B 3
See SRDS consumer market map and data at beginning of the State

KIMM
1962

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 5005 5.00
Gene Taylor Broadcasting Co., Box 2966, Rapid City, S. D. 57702. Phone 605-348-1100.

STATION'S PROGRAMMING DESCRIPTION
KIMM: MUSIC: Country with personality disc jockeys. NEWS: 5-min each hour; 1 hr block 7-8 am; 30-min block at 12N; commentary 8 am & 12N; network news with emphasis on local news in AM drive time. Contact Representative for further details. Rec'd 10/1/74.

1. PERSONNEL
Owner—James E. Taylor.
2. REPRESENTATIVES
Eastman Radio, Inc.
Denver—Charles Vais, 1089 Bannock St., Denver Colo.
3. FACILITIES
5,000 w. days; 1,150 kc. Non-directional
Operating schedule: 5 am-local sunset. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a 21b, 21d, 22a, 23a, 24b, 25a 26, 28b, 28c, 29b, 30.
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 48, 51a 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a
Cancellation: 70a, 70d, 71a, 72, 73a.
Pred. Services: 81, 82.
Affiliated with American Contemporary Network.
Member: The Intermountain Network.

TIME RATES
No. 40 Eff 11/1/70—Rec'd 10/22/70.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

SATURATION PLAN

CLASS A PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	7.80	7.20	6.75	6.25	5.75
30 sec	6.25	5.85	5.40	5.00	4.60
10 sec	3.90	3.65	3.40	3.15	2.85
CLASS B					
1 min	6.25	5.75	5.20	4.70	4.15
30 sec	5.00	4.60	4.15	3.75	3.35
10 sec	3.15	2.85	2.60	2.35	2.10

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	48.00	47.00	46.00	45.00	44.00	42.00
5 min	16.80	16.45	16.10	15.75	15.40	14.70

KKLS — KKLS-FM
1956 — 1971

SAB RAB

Media Code 4 243 5175 7.00
James River Broadcasting Co., Box 460, Rapid City, S. D. 57701. Phone 605-343-6161.

STATION'S PROGRAMMING DESCRIPTION
KKLS: MUSIC. contemporary with live AIR PERSONALITIES. NEWS: 15 min per hour in drive times & during noon hour. News director & staff. Contact Representative for further details. Rec'd 11/4/74.

1. PERSONNEL
General Manager—Bill Spitzer.
Sales Manager—Ken Olson.
Program Director—John Derrek.
2. REPRESENTATIVES
PRO Time Sales, Inc.
Mountain States, Denver, Kansas City—Bob Hiz Co., Inc.
3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
FM-ERP 60,000 w.; 93.9 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24a, 25, 27, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 46, 47a.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with The Rep Network.
Member: Dakota Dynamo Group.
10% discount on joint purchase with KGFX, Pierre.

TIME RATES
No. 10 Eff 6/1/75—Rec'd 5/23/75.
AA—Mon thru Sat 6-9 am & 3-7 pm.
A—Mon thru Sat 9 am-3 pm & 7 pm-midnight; Sun all day.
B—Midnight-6 am.

7. PACKAGE PLANS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	9.00	7.50	8.00	6.50	5.00	3.50
18 ti	8.50	7.00	7.50	6.00	----	----
24 ti	8.00	6.50	7.00	5.50	----	----
36 ti	7.50	6.00	6.50	5.00	----	----

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	6 ti
5 min	18	17	15	12

DISCOUNT
26 wk—10% 52 wk—20%
13-wk minimum.

Edited by William L. Spitzer.

KOTA
1938

HR STONE radio

SAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 5355 5.00
Duhamel Broadcasting Enterprises, Box 1760, Duhamel Bldg., Rapid City, S. D. 57701. Phone 605-342-2000. TWX 605-921-9184.

STATION'S PROGRAMMING DESCRIPTION
KOTA: MUSIC: MOR with country at specified time periods. NEWS: national & international at :60, local news & features at :30. Extended news in morning drive, noon & evening drive. FARM: 5-7 am & 12:30-1 pm. Telephone talk 1-2:30 pm daily. Contact Representative for further details. Rec'd 1/27/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Helen S. Duhamel.
Nat'l TV & Radio Sales—Dan C. Lesmeister.
2. REPRESENTATIVES
HR/Stone Representatives, Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Omaha—Soderlund Company.
Denver—John L. McGuire, Inc.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
5,000 w.; 1380 kc. Directional—night only.
Operating schedule: 5 am-midnight. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 47a, 48.
Comb.: Cont. Discounts: 60a, 60e.
Cancellation: 70a, 70e, 71a, 72.
Prod. Services: 82.
Affiliated with CBS.
Member: Farm Directors Radio Network.

TIME RATES
No. 15 Eff 12/1/70—Rec'd 11/4/70.
AAA—Mon thru Sat 5:30-7 am & noon-1 pm.
AA—Mon thru Fri 7-10 am & 3-7 pm.
A—Mon thru Fri 10 am-noon & 1-3 pm; Sat & Sun 7 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
1 ti	20.00	16.00	15.00	12.00	13.00	9.00	11.00	8.80
5 ti	19.00	15.20	14.50	11.20	12.50	8.80	10.50	8.40
10 ti	18.00	14.40	14.00	10.40	12.00	8.00	10.00	8.00
15 ti	17.00	12.60	13.50	9.60	11.50	7.20	9.50	7.00
20 ti	16.00	12.80	13.00	8.80	11.00	6.40	9.00	7.20
30 ti	15.00	12.00	12.00	8.00	10.00	5.60	8.00	6.40

(*) 30/20 seconds.
10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP (1/3AA, 1/3A, 1/3B)

	1 min	30/20
15 ti, ea	10.00	8.00
30 ti, ea	8.00	6.40

DISCOUNT
26 wk—5% 52 wk—16%

8. PROGRAM TIME RATES

CLASS AAA	1x	13x	26x	52x	104x
1/4 hr	90.00	58.00	56.00	55.00	52.00
10 min	40.00	39.00	38.00	37.00	35.00
5 min	30.00	29.00	28.00	27.00	25.00
CLASS AA					
1 hr	120.00	114.00	108.00	102.00	96.00
1/2 hr	72.00	68.40	64.80	61.20	57.60
1/4 hr	54.00	51.30	48.60	45.90	43.20
10 min	36.00	34.20	32.40	30.60	28.80
5 min	24.00	22.80	21.60	20.40	19.20
CLASS A					
1 hr	100.00	95.00	90.00	85.00	80.00
1/2 hr	65.00	62.50	58.50	55.25	52.00
1/4 hr	45.00	42.75	40.50	38.25	36.00
10 min	30.00	28.50	27.00	25.50	24.00
5 min	20.00	19.00	18.00	17.00	16.00

(This listing continued on next page)

CLASS B

	1x	13x	26x	52x	104x
1 hr.	60.00	57.00	55.50	54.00	51.00
1/2 hr.	35.00	33.25	32.50	31.50	29.75
1/4 hr.	22.50	21.50	20.75	20.25	19.25
10 min.	15.00	14.25	14.00	13.50	12.75
5 min.	12.50	11.75	11.50	11.25	10.25

Edited by Dan C. Lesmeister.

KTOQ
1953

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 5705 1.00
Midland Broadcasting Co. of South Dakota, Box 962, Rapid City, S. D. 57701. Phone 605-343-0888.
Audio Studio: 1810 Valley Drive.

STATION'S PROGRAMMING DESCRIPTION
KTOQ: MUSIC: C & W. NEWS: UPI audio & state/local news at :60. 20-min news, weather & sports at 7, 8 am, noon & 5 pm M-F. 15-min National Weather Service forecasts at 6:45, 7:15 am & 12:10 pm M-Sat. Woman's show M-Sat. Contact Representative for further details. Rec'd 2/28/75.

1. PERSONNEL
General Manager—Stephen L. Hughes.
Station Manager—Kevin R. Jensen.
Sales Manager—Cal Kincaid.
2. REPRESENTATIVES
Savalli/Gates, Inc.
2. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5 am-midnight. MST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 27, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 44b, 46, 48, 51a.
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff———Rec'd 1/4/74.
A—Mon thru Sat 6-9 am & 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS A					
1 min.	8.00	7.40	6.80	6.20	5.60
30/20	6.40	5.90	5.40	4.90	4.50
CLASS B					
1 min.	6.00	5.55	5.10	4.65	4.20
30/20	4.80	4.40	4.10	3.70	3.40

10 sec: 50% of 1-min.

REDFIELD
Spink County—Map Location F-2
See SRDS consumer market map and data at beginning of the State

KFCB
1962

Media Code 4 243 6055 0.00
Victoria Broadcasting System, Inc., Box 110, Redfield, S. D. 57469. Phone 472-1380.
1. PERSONNEL
Pres., Gen'l & Sales Mgr.—Gordon Sjodin.
3. FACILITIES
500 w.; 1380 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective September 1, 1964.
Rates received September 3, 1964.
Class A—6:00-8:30 am, 11:30 am-1:00 pm and 5:30-6:30 pm Mon thru Sat.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE				
CLASS A				
1 ti	6.00	156 ti		4.75
13 ti	5.75	260 ti		4.50
26 ti	5.50	312 ti		4.25
52 ti	5.25	624 ti		4.00
104 ti	5.00			
CLASS B				
1 ti	5.00	156 ti		3.75
13 ti	4.75	260 ti		3.50
26 ti	4.50	312 ti		3.25
52 ti	4.25	624 ti		3.00
104 ti	4.00			

30-seconds—70% of the applicable 1-minute rate.
20-seconds—50% of the applicable 1-minute rate.

SIOUX FALLS (5 AM; 4 FM)
Plus 1 paid cross reference.
Minnehaha County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	20	17	20	13
B	18	14	14	9
C	10	9	10	7
D	10	7	10	8
AVERAGE	15	12	14	9

KCHF — KCHF-FM
1970 — 1969

NAB

A Stangland Station
Media Code 4 243 6200 2.00
Sioux Empire Broadcasting Co., 104 E. 8th St., Sioux Falls, S. D. 57101. Phone 605-339-1520.

STATION'S PROGRAMMING DESCRIPTION
KCHF: MUSIC: Uninterrupted 1/4 hr. segments of standards & popular music. NEWS: local at :60, national at :30. Mobile unit for live coverage. Features: phone-in telephone talk show 9-9:45 am. Weather bureau 12:10 pm. USDA markets 12:15 pm. County agent 12:15 pm Sat. Contact Representative for further details. Rec'd 11/15/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—E. C. Stangland.
Sales Manager—Robert Shrewsbury.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
500 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 150 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15% time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 21a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33b.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60b, 60i.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: Dakota Farm Network—South Dakota.

TIME RATES
Eff 6/13/70—Rec'd 8/19/70.
7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.	6.00	5.75	5.50	5.25	5.00	4.75

30 sec: 80% of 1-min.

CONSECUTIVE WEEK DISCOUNT
26 wk—7% 52 wk—14%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	45	30	20

FM only, above rates less 20%.
Edited by E. C. Stangland.

KELO
1937

HR STONE radio

Contemporary

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 6405 7.00
Midcontinent Broadcasting Co., Inc., Phillips at 13th, Sioux Falls, S. D. 57102. Phone 605-336-1100. TWX 910-660-0552.

STATION'S PROGRAMMING DESCRIPTION
KELO: Programmed for adults 18-49.
MUSIC: modern MOR with mix of past hits. Contact Representative for further details. Rec'd 8/1/74.

1. PERSONNEL
President—Joe Floyd.
Exec. Vice-Pres & Gen'l Mgr.—Evans A. Nord.
Sta. & Com'l Mgr.—Jim Molohon
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Canada—Andy McDermott Sales, Ltd.
3. FACILITIES
5,000 w. (Franklinized at 13,600 w. during non-directional operation.) 1320 kc. Directional—night only.
Operating schedule: 5-2 am. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 30, 33b.
Contracts: 40a, 41, 42b, 44a, 46, 47a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80.
Member: National Agriadio Groups, Inc.

TIME RATES
Eff 2/1/74—Rec'd 1/28/74.
AA—6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 3 ti	AA 6 ti	AA 12 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min.	14	12	10	10	9	8	7
30 sec.	12	10	8	8	7	6	5

AM/FM COMBINATION

7. PACKAGE PLAN
TOTAL AUDIENCE PLAN

PER WK:	AA/AM 3 ti	AA/AM 6 ti	AA/AM 12 ti	A/FM 6 ti	A/FM 12 ti	A/FM 18 ti	A/FM 24 ti
1 min.	19	17	15	13	12	11	10
30 sec.	17	15	13	11	10	9	8

KELO-FM
1964

KDLO-FM, WATERTOWN, S. D.—SATELLITE

Beautiful Music

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 243 6406 5.00
Midcontinent Broadcasting Co., 12th & Phillips, KELO-LAND Bldg., Sioux Falls, S. D. 57102. Phone 605-336-1100. TWX 910-660-0552.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KELO-FM & KDLO-FM: Programmed for adults 25-50.
MUSIC: familiar popular music. COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 1/27/75.

3. FACILITIES
Eff 100,000 w.; 92.5 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 1911 ft. above average terrain.

TIME RATES
Sold in combination with KELO. See that listing for rates.

KIOV (FM)
1975

ata Alan Torbet Associates, Inc.

Modern Country Music

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 6580 7.00
John L. Breece, 100 N. Phillips Ave., Sioux Falls, S. D. 57102. Phone 605-336-6550.
See affiliated AM station for additional information.
AM facilities: KXRB.

STATION'S PROGRAMMING DESCRIPTION
KIOV (FM): MUSIC: Country. NEWS: 30 min at 8 am, noon, 5 pm. 5 min network news at :60. Weather at :22 & :52. Contact Representative for further details. Rec'd 4/2/75.

1. PERSONNEL
Program Director—James Neby.
News & Operations Director—Chip Faircloth.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 735 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
No. 1 Eff 2/15/75—Rec'd 4/3/75.
6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti	36 ti	48 ti	60 ti
1 min.	6.00	5.65	5.25	4.85	4.50	4.15
30 sec.	5.65	5.25	4.85	4.50	4.15	3.75

Edited by Kay Douglas.

KISD
1948

american contemporary radio network

NAB

Media Code 4 243 6755 5.00
KISD, Inc., 130 N. Main, Sioux Falls, S. D. 57102. Phone 605-336-1230.

STATION'S PROGRAMMING DESCRIPTION
KISD: Programmed for adults and young adults.
6 AIR PERSONALITIES. NEWS: at :30 & :60. National; network at :55, local at :25 with 10-min local blocks at 12:20 & 5:20 pm. FARM 5-6 am daily, taped reports, local & national market reports. TALK: various interview shows with local officials & visiting personalities of varied interests, Sun 6 pm. MUSIC: current hits, contemporary album cuts, golden records. WEATHER: 2-3x/hr. COMMERCIAL POLICY: 18 minutes per hour. Rec'd 1/4/73.

1. PERSONNEL
President—Stan Deck.
General Manager—Bruce Long.
National Sales Manager—Bob Weller.
3. FACILITIES
1000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25b, 26, 28c, 30, 33b.
Contracts: 40c, 41, 42d, 44a, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff ——— Rec'd 2/2/68.
A—6-9 am & 3-7 pm.
B—All other times.
7. PACKAGE PLANS
ROTATION PLANS
CLASS A

PER WK:	1 wk	13 wk	26 wk	52 wk
6 ti	12	11	10	9
12 ti	11	10	9	8
18 ti	10	9	8	7
24 ti	9	8	7	6

SOUTH DAKOTA

CLASS B

PER WK:	1 wk	13 wk	26 wk	52 wk
6 ti	9	8	7	6
12 ti	8	7	6	5
18 ti	7	6	5	4
24 ti	6	5	4	3

10 sec/less: 50% of 1-min. 30/20 sec: 75% of 1-min.

KPAT (FM)
1972

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 6877 7.00
KSOO Radio, Inc., 210 W. 9th St., Sioux Falls, S. D. 57102. Phone 605-339-1141.
See Affiliated AM station for additional information.
AM Facilities: KSOO.

STATION'S PROGRAMMING DESCRIPTION
KPAT (FM): Programmed for 18-34 demographic profile.
MUSIC: adult contemporary. 50% current hits, 30% past hits, 10% album selections. NEWS: at :60. COMMERCIAL POLICY: maximum 8 minutes per hour; announcements are clustered. Contact Representative for further details. Rec'd 4/2/75.

1. PERSONNEL
Operations Manager—Joe Henkin.
3. FACILITIES
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 97.3 mc. Stereo.
Operating schedule: 5-1 am. CST.
Antenna ht.: 500 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 3/1/75—Rec'd 4/2/75.
AAA—7-10 am, 3-7 pm.
AA—10 am-3 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

*WKLY:	AAA 6 ti	AAA 18 ti	AAA 24 ti	AAA 36 ti	AA 6 ti	AA 18 ti	AA 24 ti	AA 36 ti
1 min	5.50	5.00	4.50	4.00	4.50	4.00	3.50	3.00
20/30	4.40	4.00	3.60	3.20	3.60	3.20	2.80	2.40

10 sec: 50% of 1-min.
(*) Specified time.
7. PACKAGE PLANS

	TAP 1—1/2AAA, 1/2AA			
PER WK:	6 ti	18 ti	24 ti	36 ti
1 min.	4.75	4.25	3.75	3.25
20/30 sec.	3.80	3.40	3.00	2.60
	TAP 11—1/3AAA, 1/3AA, 1/3A			
1 min.	4.25	3.75	3.25	2.75
20/30 sec.	3.40	3.00	2.60	2.20

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

Combined frequency discount is offered when separate KPAT (FM) & KSOO spot schedules air same week(s).

Edited by Kurt Browall.

KSOO
1927

mcgavren-guild pgw radio, inc.

MOR - News - Sports

NAFB

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 243 7105 2.00
KSOO Radio, Inc., 210 W. 9th St., Sioux Falls, S. D. 57102. Phone 605-339-1140.

STATION'S PROGRAMMING DESCRIPTION
KSOO: Programmed for adult (25-49) demographic profile.
MUSIC: 70% MOR Standards, 30% current MOR hits. AIR PERSONALITIES handle all segments. FARM: 5-7 am & 11:45 am-1 pm. Farm director. SPORTS: major league baseball, local high school & college football & basketball. Sports director. NEWS: networks at :30 & :60, local news at :05. 60 min news & information blocks at noon & 4:30 pm M-F. News director. National weather service wire service. Contact Representative for further details. Rec'd 4/2/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mrs. Sylvia R. Henkin.
Station Manager—Wayne Pritchard.
General Sales Manager—Kurt Browall.
2. REPRESENTATIVES
McGavren-Guild, Inc.
Minneapolis, St. Paul—Hyett/Ramsland, Inc.
Omaha—Soderlund Company.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 1140 kc.
Directional—night only.
Operating schedule: 5-1 am. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 30.
Contracts: 40a, 41, 44a, 44b, 47a, 51b.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KPAT (FM).
Affiliated with American Entertainment Network.
Affiliated with NBC.

(This listing continued on next page)

Sioux Falls—KSOO—Continued

TIME RATES
No. 13 Eff 7/1/73—Rec'd 6/11/73.
AAA—Farm Time Mon thru Sat 5:30-7 am & 11:30 am-1 pm.
AA—Mon thru Sat 7-10 am & 3-7 pm.
A—Mon thru Sat 10-11:30 am & 1-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
PER WK:

	AAA 1 min	AAA 30/20	AA 1 min	AA 30/20	A 1 min	A 30/20	B 1 min	B 30/20
1 ti	....	....	22	18	19	15	15	12
6 ti	28	22	21	17	18	14	14	11
12 ti	27	21	20	16	17	13	13	10
18 ti	26	20	19	15	16	12	12	9
24 ti	....	....	18	14	15	11	11	8

ID's: 50% of applicable 1-min.

6. PROGRAM TIME RATES
A—Daily 5:30 am-7 pm.
B—All other times.

	1x	26x	52x	156x	260x	312x
CLASS A						
1 hr	100	95	90	85	80	75
1/2 hr	65	64	63	62	61	60
1/4 hr	45	44	43	42	41	40
10 min	37	36	35	34	33	32
5 min	30	29	28	27	26	25
CLASS B						
1 hr	80	77	73	70	65	60
1/2 hr	50	47	44	42	40	38
1/4 hr	30	29	28	27	25	23
10 min	27	26	25	23	21	20
5 min	22	21	20	19	18	17

Combined frequency discount is offered when separate KSOO & KPAT (FM) spot schedules air same week(s).

Edited by Kurt Browall.

KXRB
1969

Alan Torbet Associates, Inc.

Country Music

NAFB

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 243 7280 3.00
Radio One, 100 N. Phillips, Sioux Falls, S. D. 57102. Phone 605-336-7393.

STATION'S PROGRAMMING DESCRIPTION
KXRB: 100% country and western music.
FARM: 6:15 and 7:16 am; weekly feeder cattle report at 8:16 am and 1:16 pm daily. NEWS: 7 min at :40. WEATHER: at :07 and :26; news and weather each hour of the broadcast day. Contact Representative for further details. Rec'd 11/2/70.

1. PERSONNEL
General Manager—John L. Breece.
Sales Manager—Kay Douglas.
Farm Director—Denny Oviatt.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
10,000 w.; 1000 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only; 2% cash discount. Payable by 10th of following month.

5. GENERAL ADVERTISING See Coded regulations
General: 1a, 2b, 3a, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 16.
Basic Rates: 20b, 22a, 28b, 29b, 33b.
Contracts: 40a, 46, 46, 51a.
Comb.: Cont. Discounts: 60i, 61b.
Cancellation: 70c, 71a, 73b.
FM facilities: KIOV (FM).

TIME RATES
No. 3 Eff 12/1/73— Rec'd 10/31/73.
AAA—Mon thru Sat 6-9 am & noon-1:30 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 3 ti	AA 6 ti	AA 12 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	22	20	18	15	14	13	12
30 sec	19	18	15	12	11	10	9

ID's: 50% of 1-min.

6. PROGRAM TIME RATES

	1x	52x	104x	156x	260x	312x
5 min	34	32	30	28	26	24

Edited by Kay Douglas.

WNAX
YANKTON

City of license, Yankton, S. D.
Considered by CBS Radio Network as their Sioux City-Sioux Falls-Yankton outlet.
See listing under Yankton, S. D.

STURGIS

Meade County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KBHB
1962

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 243 7455 1.00
Black Hills Broadcasting Co., Box 360, Sturgis, S. D. 57785. Phone 605-347-2520.

1. PERSONNEL
Owner & Gen'l Mgr.—Lee Kleven.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w.; 810 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time and talent: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 6 Eff 11/1/67—Rec'd 10/30/67.
AA—Mon thru Sat 7-9 am & noon-1:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AA					
1 min	10.00	8.50	7.50	6.50	5.50
30 sec	8.50	7.50	6.50	5.50	4.75
CLASS A					
1 min	8.50	7.50	6.50	5.50	4.75
30 sec	7.50	6.50	5.50	4.75	4.00

VERMILLION (1 AM; 1 FM)

Clay County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KVRA
1967

NAB

Media Code 4 243 7605 1.00
Siouxland Broadcasting, Inc., RR No. 3, Box 79, Vermillion, S. D 57069. Phone 605-624-2662.

STATION'S PROGRAMMING DESCRIPTION
KVRA: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Doyle Ritter.

3. FACILITIES
500 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast Sunrise-local sunset. For non-simulcast facilities see KVRF (FM).

4. AGENCY COMMISSION
15%; time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KVRF (FM)
Member: Dakota Farm Network—South Dakota.

TIME RATES
Eff 5/1/71—Rec'd 4/19/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	10 ti	15+
1 min	7	6	5	4

30/20 sec· 80% of 1-min. 10 sec ID's: 50% of 1-min.

KVRF (FM)
1967

NAB

Media Code 4 243 7705 9.00
Siouxland Broadcasting, Inc., RR No. 3, Box 76, Vermillion, S. D. 57069. Phone 605-624-2662.
See affiliated AM station for additional information.
AM facilities: KVRA

STATION'S PROGRAMMING DESCRIPTION
KVRF (FM): Same as AM Sunrise-local sunset.

3. FACILITIES
ERP 3,000 w.; 102.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 255 ft. above average terrain.
Partial simulcast operation. Operated separately 7 am-midnight. For simulcast facilities see KVRA.

TIME RATES
Rates are identical to KVRA. See that listing.

WATERTOWN (2 AM; 1 FM)

Codington County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KDLO-FM
1968
SATELLITE

ERP 100,000 w.; 96.9 mc. Stereo.
Antenna ht.: 1,280 ft. above average terrain.
Satellite to KELO-FM, Sioux Falls, S. D.

KSDR
1961

Media Code 4 243 7905 7.00
Box 293, Watertown, S. D. 57201. Phone 605-886-5747.
All copy and instructions should be sent to:
The Berry-Iverson Co., Box 293, Watertown, S. D.
Studio—15 1st Ave. N. W., Watertown, S. D. Phone 605-886-5747.

STATION'S PROGRAMMING DESCRIPTION
KSDR: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ronn Scott.

2. REPRESENTATIVES
HRR-IMN Sales Division.

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
16/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Dakota Farm Network—South Dakota.

TIME RATES
No. 1 Eff 9/6/70—Rec'd 9/29/70.
A—Mon thru Sat 6-9 am, noon-1 pm & 4:30-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A FIXED:	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.86	5.70	5.40	5.10	4.60	4.20

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
6 ti	5.50	4.40	2.75	4.40	3.60	2.20
12 ti	5.30	4.25	2.65	4.25	3.40	2.15
18 ti	5.10	4.10	2.55	4.10	3.30	2.05
24 ti	4.90	3.90	2.45	3.90	3.10	1.95
30 ti	4.70	3.75	2.35	3.75	3.00	1.90
36 ti	....	....	....	3.60	2.90	1.80

KWAT
1940

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 243 8155 6.00
The Midland National Life Broadcasting Co., Box 827, U. S. Hwy. 81, 1-1/2 miles S. of Watertown, S. D. 57201. Phone 605-886-8444.

1. PERSONNEL
General Manager—Ross E. Case.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w.; 950 kc. Directional—night only.
Operating schedule: 6 am-midnight.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBN

TIME RATES
Eff 10/1/74—Rec'd 4/16/75.

6. SPOT ANNOUNCEMENTS

	Open	13x	26x	52x	104x
1 min	5.55	5.20	5.00	4.65	4.50
30 sec	3.80	3.70	3.65	3.50	3.40
	156x	260x	312x	624x	1248x
1 min	4.25	4.10	3.80	3.35	3.05
30 sec	3.35	3.15	2.90	2.70	2.45

10 sec: flat 1.55.
Edited by Ross E. Case.

KWAT-FM
1969

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 243 8156 4.00
Midland National Life Insurance Co., Box 827, Watertown, S. D. 57201. Phone 605-886-8444.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 96.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 407 ft. above average terrain.

TIME RATES
Eff 10/1/74—Rec'd 4/16/75.

6. SPOT ANNOUNCEMENTS
1 ti 2.50

7. PACKAGE PLANS
1 spot per hr, 18 per day 40.00
Edited by Ross E. Case.

WINNER (1 AM; 1 FM)

Tripp County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KWYR
1957

Media Code 4 243 8505 2.00
Midwest Radio Corporation, Box 491, 4th & Main Sts., Winner, S. D. 57580. Phone 605-842-3333.

1. PERSONNEL
Pres. & Gen'l Mgr.—Al Clark.

3. FACILITIES
5,000 w. days; 1260 kc. Non-directional
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KWYR-FM.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 2/16/74—Rec'd 8/12/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	10.20	9.60	9.30	9.00	8.70	8.40	8.10	7.80
30 sec	8.15	7.80	7.50	7.20	6.95	6.70	6.50	6.25
10 sec	5.75	5.40	5.05	4.80	4.55	4.30	4.10	3.85

Minimum order: $5.00.

KWYR-FM
1970

Media Code 4 243 8506 0.00
Midwest Radio Corp., Box 491, 4th & Main Sts., Winner, S. D. 57580. Phone 605-842-3333.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 93.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 560 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KWYR.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.

TIME RATES
No. 3 Eff 2/15/74—Rec'd 9/10/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.80	4.55	4.50	4.40	4.20	4.10	3.90	3.70
30 sec	3.50	3.40	3.30	3.25	3.10	3.00	2.80	2.70

YANKTON (2 AM)

Yankton County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KYNT
1955

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 243 8855 1.00
Sorenson Broadcasting Corp., Box 625, Yankton, S. D. 57078. Phone 605-665-7892.

STATION'S PROGRAMMING DESCRIPTION
KYNT: General interest with MOR music.

1. PERSONNEL
Gen'l & Sales Mgr.—Tom Kearns.

3. FACILITIES
1,000 w. days. 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6-1 am. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Dakota Farm Network—South Dakota.
10% discount when purchased with KCCR, Pierre, similar schedules.

TIME RATES
Eff———— Rec'd 7/3/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	520x
1 min	6.00	5.62	4.75	4.50	3.75
30 sec	4.00	3.75	3.50	3.00	2.50
15 sec	3.00	2.44	2.38	2.25	1.88

WNAX
1922

Park Broadcasting

CBS Radio Network

KATZ RADIO

NAFB

NAB

Subscriber to the NAB Radio Code
Media Code 4 243 9205 8.00
Roy H. Park Broadcasting of the Midwest, Inc., WNAX Bldg., Yankton, S. D. 57078.
Studio — 3rd and Mulberry Sts., Yankton, S. D. Phone 605-665-7442.
South Dakota — In-WATS phone 1-800-952-3960. Iowa, Nebraska, Minnesota, North Dakota, Montana, Wyoming—In-WATS phone 1-800-843-0039.

STATION'S PROGRAMMING DESCRIPTION
WNAX: News, farm & market features. SPORTS: pro football & baseball, college & high school football & basketball. MUSIC: country & western. Contact Representative for further details. Rec'd 9/2/71.

1. PERSONNEL
President—Roy H. Park.
Vice-President Radio—Roger Turner.
General Manager—Larry Edwards.
Farm Service Director—Gene Williams.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 570 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c, 15e.
Basic Rates: 20a, 20b, 21b, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 51a, 61c
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: S1.
Affiliated with Katz Radio Network.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 34 Eff 11/1/74—Rec'd 3/4/75.
AA—Mon thru Sat 6-10 am & 11:30 am-1:15 pm.
A—Mon thru Sat 10-11:30 am & 1:15-6 pm; Sun 6 am-6 pm.
B—Mon thru Sun 6 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 1 ti	1 min 6 ti	1 min 12 ti	1 min 18 ti	30 sec 1 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti
*AA	50	48	46	....	40	38	37	....
†AA	44	42	40	38	35	33	31	20
A	32	30	28	26	26	24	22	20
B	22	20	19	18	18	16	14	12

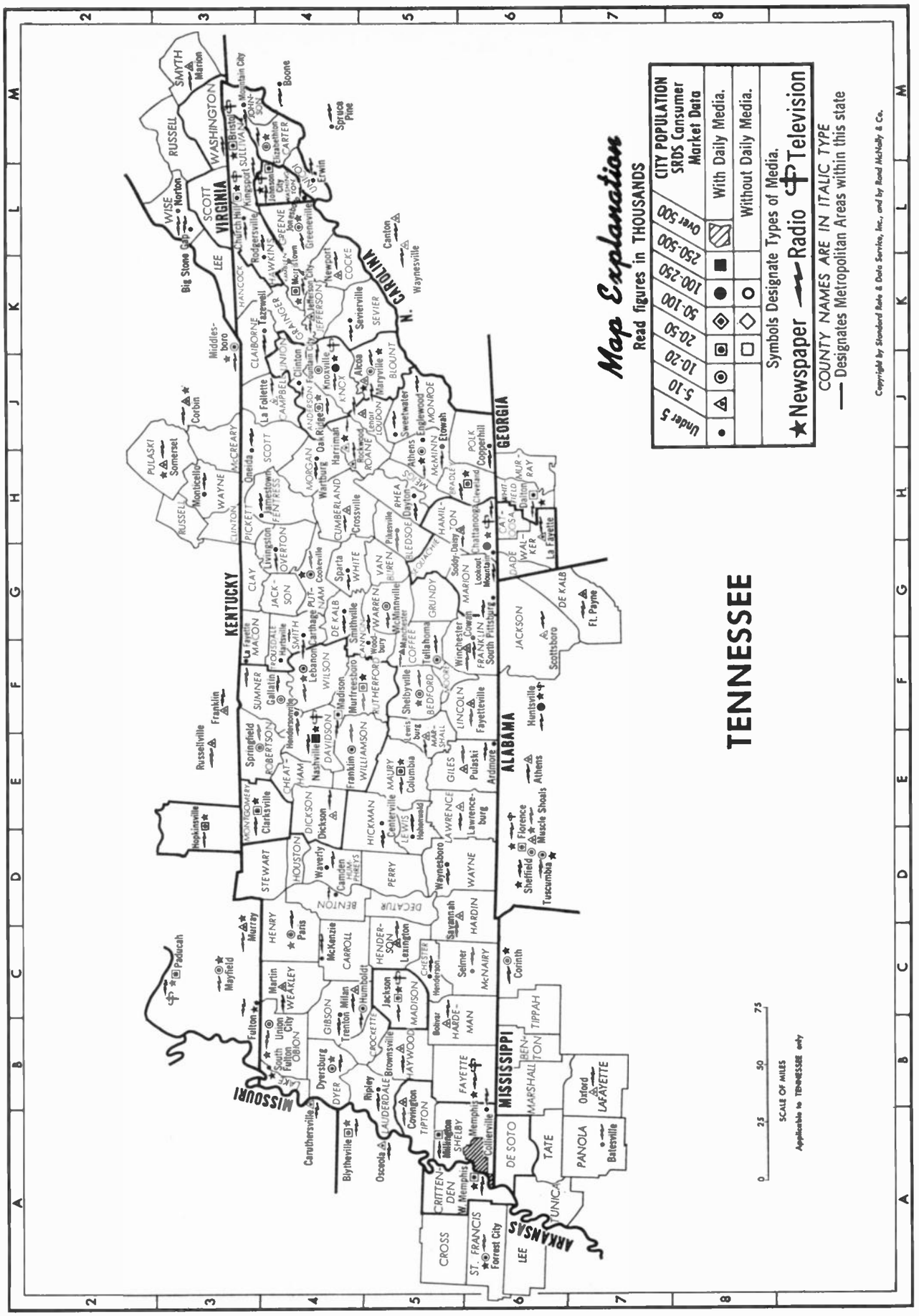
(*) Fixed.
(†) Rotating.

6. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
CLASS AA					
1/2 hr	165	160	150	143	135
1/4 hr	90	86	80	77	74
10 min	71	68	64	61	59
5 min	54	52	49	47	45
CLASS A					
1/2 hr	92	89	87	83	78
1/4 hr	62	60	56	50	53
10 min	47	46	46	43	40
5 min	35	34	33	32	30
CLASS B					
1/2 hr	74	72	70	66	63
*1/4 hr	50	49	48	45	43
10 min	38	36	35	34	33
5 min	28	26	25	24	23

(*) Strip rates, 6 ti per wk, except Sun, Sat, 175.00.

10. SPECIAL FEATURES
Production charges: Commissionable — per 1/4 hr. 10.00; 10 minutes, 7.50; 5 minutes, 5.00.
(Q) (CR2)



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ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Berry Hill—Davidson County.
Parsons—Decatur County
Donelson—Davidson County
Red Bank—Hamilton County

Negro Population Data

(January 1, 1975)

STATE TOTAL	630,275	Kingsport-Bristol	4,944
METRO AREAS		Knoxville	28,275
Chattanooga	50,336	Memphis	318,350
Clarksville-Hopkinsville	22,821	Nashville-Davidson	117,226
Jackson	21,367	Total Metros	566,410
Johnson City	3,091		

TENNESSEE

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 244 0100 8.00

Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.

New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3730.

TENNESSEE STATE GROUP

Comprised of:

WLAR—Athens
WBOL—Bolivar
WOPI—Bristol
WBHT—Brownsville
WFWL—Camden
WRIP—Chattanooga
WJZM—Clarksville
WMSO—Collierville
WMCP—Columbia
WHUB—Cookeville
WLSB—Copperhill
WKBL—Covington
WCSV—Crossville
WDNT—Dayton
WDKN—Dickson
WDSG—Dyersburg
WEMB—Erwin
WEKR—Fayetteville
WAGG—Franklin
WHIN—Gallatin
WGRV—Greeneville
WHHM—Henderson
WIRJ—Humboldt
WCLC—Jamestown
WSKT—Knoxville
WLAF—La Follette
WDXE—Lawrenceburg
WLIL—Lenoir City
WDXL—Lexington
WLIV—Livingston
WGAP—Maryville
WMDM—McKenzie
WAKI—McMinnville
WCBK—Morristown
WSMT—Mountain City
WGNS—Murfreesboro
WNAH—Nashville
WLIK—Newport
WATO—Oak Ridge
WBNT—Oneida
WTPR—Paris
WORM—Savannah
WDTM—Selmer
WLIJ—Shelbyville
WEPG—South Pittsburg
WUCR—Sparta
WDEH—Sweetwater
WJIG—Tullahoma
WENK—Union City
WPHC—Waverly
WAAN—Waynesboro
WBRY—Woodbury

1 min 30 sec

All stations..... 175 140
Less than full state list may be purchased.

(D)

For complete listing see Regional Networks & Groups
Keystone
KBS
BROADCASTING SYSTEM, INC.

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Bristol—Sullivan
Chattanooga—Hamilton
Clarksville—Montgomery
Cleveland—Bradley
Columbia—Maury
East Ridge—Hamilton
Jackson—Madison
Johnson City—Washington
Kingsport—Sullivan
Knoxville—Knox
Memphis—Shelby
Millington—Shelby
Morristown—Hamblen
Murfreesboro—Rutherford
Nashville—Davidson
Oak Ridge—Anderson

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
TENNESSEE STATE TOTALS	4,138.8	1,370.70	15,885,274	11,589	10.3	17.6	12.1	23.1	24.7	10,921,930	7,968	2,475,987	341,119	1,672,599	448,944	567,733	2,031,660	862,935	1,955.80	362.5	1,434,259
ANDERSON J-4	61.0	20.80	255,746	12,295	8.8	14.1	11.8	24.9	30.0	121,431	5,838	38,240	5,836	24,622	3,837	6,011	29,480	10,305	40.06	1.2	5,579
Oak Ridge[2]	28.9	10.35	160,709	15,527	.....	.....	.....	.....	.....	86,508	8,358	12,174	1,978	10,954	1,571	1,805	10,716	5,514	.....	.....	.....
BEDFORD F-5	26.1	9.19	99,568	10,834	11.0	19.3	12.6	23.5	21.4	61,616	6,705	14,989	2,286	6,076	2,426	3,171	13,102	5,024	13.81	4.4	23,128
BENTON D-4	12.7	4.60	46,357	10,078	11.0	18.4	13.1	23.7	19.5	26,072	5,668	7,396	414	3,009	549	463	5,731	2,529	6.06	1.6	5,697
BLEDSOE H-5	7.3	2.22	18,284	8,236	17.0	28.9	13.4	13.2	7.7	8,165	3,678	2,312	355	842	186	242	1,393	739	2.92	1.6	8,046
BLOUNT J-5	66.3	22.70	255,713	11,265	10.0	16.5	13.6	26.2	22.9	168,199	7,410	39,445	8,045	22,268	3,478	8,197	41,167	12,669	38.92	3.5	17,193
BRADLEY H-5	55.5	18.31	206,475	11,277	8.8	17.8	13.5	26.7	24.3	157,020	8,576	45,492	5,364	12,081	6,622	9,030	33,030	10,326	30.87	1.6	14,657
Cleveland	22.6	7.94	91,763	11,557	.....	.....	.....	.....	.....	149,408	18,817	42,391	5,364	9,495	6,622	8,625	31,749	8,891	.....	.....	.....
CAMPBELL J-4	29.3	9.75	68,321	7,007	19.2	21.4	11.0	13.2	9.0	55,461	5,688	18,582	1,845	2,653	1,668	2,571	10,871	6,463	12.41	2.7	4,132
CANNON F-5	8.6	3.09	28,535	9,235	12.3	17.8	11.9	21.8	18.1	14,921	4,829	4,333	204	954	109	1,361	3,435	925	4.15	3.0	8,000
CARROLL C-4	26.8	9.69	98,192	10,133	10.4	19.5	13.4	22.9	19.5	58,605	6,048	14,991	1,566	4,233	1,691	4,224	16,087	5,199	11.71	4.8	15,432
CARTER M-4	43.4	14.56	143,019	9,823	11.7	22.9	14.2	21.3	17.0	64,712	4,445	16,337	3,341	8,568	3,475	3,440	12,208	6,052	22.14	4.3	5,654
CHEATHAM E-4	14.8	4.75	53,619	11,288	6.9	19.9	13.9	25.9	23.7	21,348	4,494	6,065	469	1,069	247	210	6,709	1,376	7.08	1.7	6,226
CHESTER C-5	10.2	3.35	32,041	9,564	14.1	19.5	11.5	17.5	17.3	19,660	5,869	4,124	565	919	479	1,374	3,500	1,860	4.77	1.8	5,736
CLAIBORNE K-3	19.8	6.44	54,862	8,519	16.0	20.7	10.6	14.0	14.2	27,496	4,270	5,313	846	2,653	445	2,091	4,116	3,393	7.79	9.0	13,734
CLAY G-3	6.6	2.28	17,410	7,636	17.0	20.6	10.9	14.4	11.3	6,367	2,793	1,516	432	777	.....	198	117	582	2.41	3.2	5,999
COCKE K-4	25.9	8.37	69,310	8,281	14.6	23.5	13.7	18.2	11.8	46,943	5,608	13,813	1,949	3,681	2,725	3,247	6,921	4,320	13.34	5.8	14,456
COFFEE F-5†	34.4	11.54	134,995	11,698	11.6	15.9	11.9	23.3	26.5	86,407	7,488	25,721	4,204	5,391	3,794	5,404	14,964	8,571	17.26	4.3	16,812
CROCKETT B-5	14.5	5.02	48,227	9,607	11.4	18.2	13.0	21.4	18.8	20,643	4,112	6,094	1,134	1,236	649	240	2,896	2,144	6.10	3.0	14,558
CUMBERLAND H-4	21.7	6.97	61,028	8,756	15.7	22.5	12.3	17.5	14.1	49,015	7,032	10,381	1,434	5,071	1,536	1,211	11,579	5,454	9.63	1.9	13,027
DAVIDSON E-4	456.5	153.73	2,203,899	14,336	6.9	13.3	11.3	26.6	35.1	1,541,614	10,028	357,711	48,062	304,484	69,400	83,134	275,260	112,330	233.27	.8	17,366
Nashville	456.5	153.73	2,203,006	14,330	.....	.....	.....	.....	.....	1,541,614	10,028	357,711	48,062	304,484	69,400	83,134	275,260	112,330	.....	.....	.....
Nashville-Davidson Metro Area	747.7	248.67	3,294,200	13,247	8.0	15.3	11.8	25.5	31.0	2,135,407	8,587	510,536	66,090	345,621	89,921	111,176	387,768	165,788	370.62	.....	.....
DECATUR D-5	10.2	3.71	34,587	9,323	14.6	20.9	11.7	19.3	17.5	19,169	5,167	5,396	461	1,046	643	740	6,548	2,427	4.77	1.3	7,535
DE KALB G-4	11.3	4.09	39,722	9,712	14.0	20.3	13.1	21.0	16.6	18,520	4,528	3,919	361	644	534	1,801	5,144	1,998	4.57	3.4	11,386
DICKSON E-4	23.3	7.98	82,504	10,339	11.4	20.7	13.3	22.7	21.0	48,061	6,023	13,826	1,624	3,247	2,567	3,731	6,758	4,206	11.75	3.2	13,384
DYER B-4	30.8	10.89	110,755	10,170	10.6	18.9	13.4	22.0	18.8	99,433	9,131	21,882	2,710	7,288	5,421	5,166	22,624	5,581	13.69	3.2	30,952
FAYETTE B-5	22.3	5.89	49,352	8,379	15.8	17.8	9.9	15.1	13.5	28,433	4,827	9,001	393	4,544	306	1,492	2,566	2,281	7.79	4.5	36,630
FENTRESS H-4	12.2	3.76	27,310	7,263	18.2	21.4	10.5	13.1	9.8	24,772	6,588	5,824	374	2,458	624	648	1,923	1,220	5.10	3.1	16,177
FRANKLIN F-6	28.3	9.12	96,904	10,625	12.5	18.3	12.4	22.7	21.4	58,349	6,398	14,499	1,124	4,335	1,772	3,447	10,960	4,546	12.63	3.9	24,339
GIBSON B-4	49.2	17.53	182,445	10,408	10.4	19.4	12.5	22.6	20.7	110,931	6,328	28,223	3,234	7,877	3,967	5,919	25,764	10,277	22.32	8.0	42,271
GILES E-5	21.9	7.61	76,378	10,037	13.0	20.8	13.3	21.5	17.9	52,722	6,928	14,540	688	3,449	2,561	2,148	9,639	6,103	9.77	4.9	18,358
GRAINGER K-4	14.9	4.84	43,437	8,975	14.0	22.9	13.2	17.5	14.1	15,347	3,171	5,371	384	521	197	.....	2,627	2,669	6.06	7.2	10,230
GREENE L-4	50.1	16.60	163,849	9,870	12.2	20.9	13.0	21.4	19.0	95,967	5,781	25,881	3,954	12,029	2,827	6,524	17,207	7,626	23.85	14.9	42,692
GRUNDY G-5	10.3	3.31	22,793	6,886	16.9	23.5	11.4	13.0	8.6	18,196	5,497	4,934	155	714	.....	488	2,642	4,032	4.43	1.1	16,568
HAMBLEN K-4	41.0	13.66	150,554	11,022	11.0	19.7	13.7	24.6	22.1	129,034	9,446	26,434	3,946	22,541	3,548	6,585	29,866	10,691	24.91	3.3	19,747
Morristown	20.1	6.82	72,919	10,692	.....	.....	.....	.....	.....	116,430	17,072	21,692	3,932	19,480	3,280	6,167	27,407	8,714	.....	.....	.....
HAMILTON H-5	274.8	93.72	1,175,819	12,546	8.5	15.5	12.1	25.3	29.1	972,210	10,374	208,129	29,833	169,074	31,037	44,877	177,370	68,322	131.73	1.8	15,200
Chattanooga	149.4	54.54	483,037	8,857	.....	.....	.....	.....	.....	745,576	13,670	141,270	22,400	162,237	29,046	39,580	163,888	40,812	.....	.....	.....
Chattanooga Metro Area	395.4	132.81	1,614,766	12,158	8.4	16.6	12.5	25.5	27.1	1,147,416	8,640	263,608	36,253	178,494	40,782	53,351	211,327	92,036	205.04	.....	.....
East Ridge	22.8	7.95	116,894	14,704	.....	.....	.....	.....	.....	33,862	4,259	5,433	363	892	286	1,705	10,806	4,711	.....	.....	.....
HANCOCK K-3	6.0	1.95	12,946	6,639	17.5	17.5	8.5	11.4	8.9	4,554	2,335	702	232	1,009	122	160	764	400	2.30	5.0	5,635
HARDEMAN B-5	22.7	6.30	56,104	8,905	14.4	19.2	11.4	18.6	16.0	49,680	7,886	9,408	770	5,332	1,348	1,487	9,290	4,321	8.96	2.9	12,308
HARDIN D-5	18.7	6.37	59,026	9,266	12.9	19.0	12.3	17.9	15.3	43,058	6,759	8,010	1,601	2,645	1,876	2,146	7,792	5,443	8.65	2.6	8,970
HAWKINS K-4	37.8	12.35	118,530	9,598	11.2	19.2	13.6	22.6	16.9	50,369	4,078	14,007	1,656	3,042	1,215	2,411	13,373	5,378	11.81	9.8	17,258
HAYWOOD B-5	20.7	6.19	56,106	9,064	15.4	17.0	10.1	16.0	14.5	37,312	6,028	8,447	1,646	4,684	1,431	2,997	5,135	3,438	8.33	5.1	17,772
HENDERSON C-5	17.8	6.25	56,337	9,014	13.6	19.8	12.0	19.7	16.5	39,163	6,266	10,681	926	2,912	1,690	1,359	9,261	2,642	8.32	3.5	12,707
HENRY C-4	24.6	9.14	88,253	9,656	12.8	20.0	12.1	20.1	19.3	59,709	6,533	15,799	1,523	3,920	2,403	2,973	9,075	5,412	12.16	4.3	18,350
HICKMAN E-5	12.2	4.21	34,693	8,241	14.9	24.3	13.3	17.3	11.7	17,339	4,119	6,489	300	1,127	866	843	1,906	1,826	5.87	2.0	8,809
HOUSTON D-4	6.3	2.14	19,217	8,980	15.6	22.5	13.0	18.0	13.6	8,019	3,747	3,605	482	531	83	354	1,110	757	3.07	.5	2,021
HUMPHREYS D-4	14.3	4.82	57,404	11,910	8.2	12.5	10.2	26.0	26.1	27,728	5,753	8,289	1,003	1,600	1,103	2,997	1,704	3,245	6.61	1.4	5,534
JACKSON G-4	7.8	2.71	21,501	7,934	15.0	20.5	11.5	16.0	11.4	7,736	2,855	1,299	567	1,631	146	846	964	1,131	3.26	4.7	5,696
JEFFERSON K-4	26.3	8.50	86,636	10,192	12.7	20.0	13.6	22.5	18.4	33,571	3,950	11,265	1,455	2,122	827	1,363	5,687	3,041	11.80	5.3	19,643
JOHNSON M-3	11.7	3.98	34,947	8,781	13.5	21.3	12.8	18.6	13.6	16,970	4,264	4,173	689	1,626	807	1,010	2,005	1,481	5.73	5.9	7,498
KNOX J-4	300.7	100.60	1,244,687	12,373	9.4	16.8	12.2	24.1	27.4	849,928	8,449	195,887	28,823	188,565	32,346	54,346	130,577	76,347	132.03	3.5	15,396
Knoxville	184.4	64.56	780,221	12,085	.....	.....	.....	.....	.....	754,335	11,684	148,394	24,322	183,635	30,678	49,410	124,286	54,578	.....	.....	.....
Knoxville Metro Area	437.2	146.99	1,781,140	12,117	9.5	16.7	12.2	24.4	26.7	1,148,250	7,812	275,641	42,978	236,054	39,661	68,807	202,695	101,548	217.67	.....	.....
LAKE B-4	7.5	2.44	20,876	8,556	21.4	19.6	10.0	15.1	14.1	17,992	7,374	4,907	648	1,253	425	89	1,419	1,777	3.39	.4	8,867
LAUDERDALE B-5	20.0	6.52	51,960	7,969	16.8	17.9	10.1	15.7	12.9	49,575	7,604	11,305	1,873	3,179	3,642	1,573	6,994	2,312	7.91	1.6	17,320
LAWRENCE E-5	29.7	9.92	90,101	9,083	13.8	21.2	13.3	20.3	14.9	71,938	7,252	18,248	1,908	7,198	2,155	3,680	14,601	6,652	14.05	5.7	14,138
LEWIS D-5	6.9	2.40	22,228	9,262	15.3	20.8	12.8	22.0	15.2	14,002	5,834	3,537	297	1,029	499	789	3,631	1,326	3.42	1.0	2,155
LINCOLN F-5	27.4	9.43	93,284	9,892	14.5	17.3	10.8	20.3	20.5	60,827	6,450	14,019	1,853	4,683	2,624	2,984	11,493	4,899	11.39	7.5	27,221
LOUDON J-5	24.5	8.50	86,907	10,224	10.3	20.6	14.1	23.7	18.9	51,754	6,089	13,726	2,241	2,667	2,431	2,844	11,823	6,047	12.67	2.6	13,485
McMINN H-5	38.7	13.08	130,923	10,009	12.0	21.4	14.7	22.5	17.6	93,756	7,168	24,891	4,122	7,253	3,970	3,725	17,742	7,884	17.73	3.4	27,216
McNAIRY C-6	18.6	6.49	57,240	8,820	14.2	21.2	12.0	17.2	15.1	33,984	5,236	7,361	421	2,243	1,268	1,501	7,023	4,283	8.98	4.3	13,301
MACON G-3	12.4	4.40	38,599	8,773	14.8	20.5	11.5	17.3	15.3	21,558	4,900	5,708	349	3,127	183	1,377	3,450	1,675	5.78	5.8	11,603
MADISON C-5	74.5	24.96	263,558	10,559	11.4	17.1	12.1	22.4	22.7	231,554	9,277	55,424	4,628	33,195	16,333	14,131	40,608	16,642	31.89	5.8	17,560
Jackson	45.2	15.87	165,852	10,451	.....	.....	.....	.....	.....	207,487	13,074	48,572	4,340	30,309	15,625	12,599	35,795	13,608	.....	.....	.....
Jackson Metro Area	74.5	24.96	263,558	10,559	11.4	17.1	12.1	22.4	22.7	231,554	9,277	55,424	4,628	33,195	16,333	14,131	40,608	16,642	31.89	.....	.....
MARION G-6	20.8	6.64	59,333	8,936	12.5	23.6	13.5	19.5	14.9	40,252	6,062	12,479	1,604	3,634	1,196	1,575	7,381	5,795	10.28	1.1	6,450
MARSHALL E-5	17.8	6.24	69,070	11,069	9.8	20.2	13.4	24.0	22.1	41,609	6,668	11,584	1,955	2,644	1,429	2,606	10,699	4,850	9.14	3.5	19,698
MAURY E-5	44.2	14.92	160,187	10,736	10.2	17.6	12.5	23.9	23.1	112,153	7,517	28,562	5,708	8,346	6,615	6,265	18,104	12,217	22.22	5.9	28,513
Columbia	23.2	8.11	84,572	10,428	.....	.....	.....	.....	.....	97,973	12,081	22,458	5,367	6,056	6,376	5,658	17,223	9,793	.....	.....	.....
MEIGS H-5	5.2	1.68	16,925	10,074	16.1	20.9	11.9	19.0	18.2	4,224	2,514	1,392	94	690	.....	.....	430	178	3.30	1.2	5,361
MONROE J-5	23.7	7.58	70,881	9,351	12.7	20.4	13.1	20.0	16.2	51,461	6,789	13,976	1,003	3,291	1,514	2,064	12,970	3,871	11.49	4.3	20,840
MONTGOMERY E-3†	69.0	19.89	244,627	12,299	10.9	19.2	13.3	22.9	21.6	185,789	9,341	35,786	5,277	34,323	7,116	12,018	41,132	12,471	26.27	4.7	22,470
Clarksville	45.1	14.69	142,564	9,705	.....	.....	.....	.....	.....	185,765	12,646	31,166	5,277	31,047	7,116	10,790	41,132	11,358	.....	.....	.....
Clarksville-Hopkinsville Metro Area	125.6	36.24	450,318	12,426	11.1	19.5	12.6	21.7	21.9	309,870	8,550	59,522	7,832	47,360	15,121	16,939	63,582	24,545	51.96	.....	.....
MOORE F-5	3.6	1.23	12,591	10,237	5.4	20.5	15.5	24.1	19.8	3,189	2,593	1,733	164	102	84	149	.....	415	2.33	1.4	6,596
MORGAN H-4	13.7	4.11	34,543	8,405	14.8	22.2	12.2	17.9	13.4	9,016	2,194	3,025	96	1,679	72	310	1,019	1,557	5.25	1.4	5,866
OBION B-4	31.5	11.52	119,210	10,348	12.2	18.8	12.1	21.9	21.6	94,665	8,217	20,596	1,717	7,280	5,049	4,762	20,560	6,422	14.66	4.6	45,025
OVERTON G-4	15.0	5.03	36,889	7,334	16.7	22.9	11.9	13.7	9.4	25,275	5,025	7,208	990	2,072	866	1,821	4,982	3,078	6.15	3.8	10,165
PERRY D-5	4.9	1.81	16,353	9,035	14.4	18.5	11.1	20.1	16.6	9,213	5,090	2,620	255	675	530	402	471	1,309	2.25	.9	3,672
PICKETT H-3	3.4	1.15	9,989	8,686	14.6	20.6	12.1	19.1	13.3	5,296	4,605	1,361	170	50	179	158	1,171	581	1.49	2.0	4,632

(2) Includes portion in Roane County.
(†) Consumer Market estimates for retail sales (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
POLK J-6	11.3	3.73	37,775	10,127	10.0	19.9	14.8	23.7	17.8	13,684	3,669	3,870	616	962	228	1,062	2,390	2,609	5.65	.3	9,021
PUTNAM G-4	38.2	12.73	130,206	10,228	13.8	20.9	11.7	18.0	18.7	92,927	7,300	23,333	2,693	8,319	5,126	4,490	17,228	10,678	18.62	4.7	11,262
RHEA H-5	17.7	5.89	54,378	9,232	14.8	20.8	12.4	19.6	17.0	34,234	5,812	10,395	1,142	2,807	1,417	1,524	6,448	3,269	11.66	2.9	5,714
ROANE H-5	39.3	13.17	139,881	10,621	10.4	17.9	13.1	24.7	21.8	107,003	8,125	30,413	4,149	4,040	5,108	5,654	22,549	11,789	20.02	1.4	4,929
ROBERTSON E-4	32.7	10.95	112,360	10,261	10.5	17.9	12.6	22.4	21.4	60,890	5,561	14,598	1,734	5,759	3,169	3,183	13,442	5,725	12.90	8.7	54,516
RUTHERFORD F-5†	67.7	21.33	243,980	11,438	10.3	18.1	13.1	23.7	24.3	164,689	7,721	39,275	4,489	14,002	5,697	7,977	28,345	15,239	30.91	5.6	29,122
Murfreesboro	29.3	9.46	115,164	12,174	.....	.....	.....	.....	.....	135,603	14,334	30,808	4,165	13,351	5,607	6,983	24,191	10,549	.....	.....	.....
SCOTT H-4	14.5	4.47	35,938	8,040	18.1	20.3	10.4	14.0	11.7	23,066	5,160	6,228	438	1,702	565	860	5,611	2,349	6.20	1.0	6,509
SEQUATCHIE G-5	6.7	2.15	19,243	8,950	12.3	21.7	13.2	22.7	14.4	10,853	5,048	3,683	579	1,213	131	540	1,886	1,229	4.97	.3	3,007
SEVIER K-5	32.5	10.98	111,121	10,120	12.2	21.7	14.4	21.0	16.9	89,459	8,147	22,901	2,899	3,125	1,766	5,275	11,033	7,652	16.66	5.6	11,951
SHELBY A-5†	757.7	240.81	3,187,773	13,238	8.7	14.7	11.1	24.4	31.5	2,385,848	9,908	439,090	64,970	472,580	121,011	116,638	405,239	152,077	332.56	3.4	19,717
Memphis	659.7	216.15	2,804,631	12,975	.....	.....	.....	.....	.....	2,207,734	10,214	385,426	53,750	418,062	112,131	110,080	368,803	130,361	.....	.....	.....
Memphis Metro Area	880.4	276.67	3,557,863	12,860	9.0	15.2	10.9	24.0	30.0	2,633,073	9,517	485,115	70,052	496,827	125,298	122,573	475,624	176,836	382.85	.....	.....
Millington	26.7	4.79	75,775	15,819	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
SMITH F-4	12.6	4.49	47,872	10,662	14.0	20.8	11.7	19.5	20.7	23,659	5,269	5,572	427	3,835	223	1,851	3,977	1,532	5.69	4.9	15,825
STEWART D-4	7.4	2.61	22,167	8,493	11.5	18.6	11.9	20.5	16.4	12,756	4,887	3,661	544	967	282	232	3,797	616	3.37	2.7	4,385
SULLIVAN M-3	133.3	44.98	550,088	12,230	8.5	16.3	12.7	26.1	27.8	366,970	8,159	72,428	12,844	66,668	14,894	19,682	91,518	26,321	75.17	5.8	14,631
Bristol[3]	35.3	12.61	136,605	10,833	.....	.....	.....	.....	.....	191,517	15,188	41,090	8,369	26,201	4,950	18,214	47,922	13,928	.....	.....	.....
Kingsport[4]	34.6	12.43	169,156	13,609	.....	.....	.....	.....	.....	233,361	18,774	40,495	5,291	52,743	9,879	11,265	51,326	14,438	.....	.....	.....
Kingsport-Bristol Metro Area	249.9	83.44	933,894	11,192	9.5	17.4	12.6	24.2	24.8	589,614	7,066	124,660	18,179	89,057	22,322	36,356	133,288	48,912	123.85	.....	.....
SUMNEP F-4	69.1	22.37	276,899	12,378	9.0	16.1	12.4	25.5	27.4	131,028	5,857	35,944	4,835	9,114	2,838	4,994	20,528	10,817	32.65	8.5	34,267
TIPTON A-5	28.2	8.63	80,036	9,274	12.0	19.7	11.8	19.4	18.5	60,920	7,059	12,495	1,334	9,599	1,333	1,537	9,881	3,873	11.08	4.5	15,798
TROUSDALE F-4	5.4	1.86	17,894	9,620	14.9	19.6	10.9	16.6	17.5	16,303	8,765	2,792	347	1,104	162	494	8,099	561	3.02	2.2	7,618
UNICOI L-4	15.4	5.29	51,096	9,659	12.4	21.0	12.9	21.8	18.7	22,724	4,296	7,304	917	2,106	854	1,441	4,690	2,719	8.17	2.4	2,400
UNION J-4	9.2	2.89	24,994	8,648	13.2	20.8	12.9	18.8	12.9	8,692	3,008	2,069	274	599	.....	253	1,471	2,227	6.66	3.8	4,714
VAN BUREN G-5	4.1	1.37	11,747	8,574	11.1	28.3	16.2	18.1	12.7	4,021	2,935	1,348	411	621	106	95	473	396	1.43	1.1	2,864
WARREN G-5	28.7	9.88	97,690	9,888	13.2	20.9	13.1	21.6	18.3	71,717	7,259	15,582	2,405	6,347	3,521	3,694	14,872	5,425	13.25	3.9	26,026
WASHINGTON L-4	80.2	26.11	307,076	11,761	10.2	18.5	12.3	22.4	25.3	213,571	8,180	33,843	7,792	39,842	6,546	13,406	48,331	15,292	40.00	7.5	28,688
Johnson City	38.1	12.25	143,102	11,682	.....	.....	.....	.....	.....	187,573	15,312	25,098	7,377	39,366	6,140	13,202	46,048	11,020	.....	.....	.....
Johnson City Metro Area	80.2	26.11	307,076	11,761	10.2	18.5	12.3	22.4	25.3	213,571	8,180	33,843	7,792	39,842	6,546	13,406	48,331	15,292	40.00	.....	.....
WAYNE D-5	12.5	4.16	35,369	8,502	13.2	23.1	13.8	18.6	13.2	16,934	4,071	4,588	201	1,159	481	811	3,692	1,493	4.75	1.8	5,971
WEAKLEY C-4	30.6	10.69	110,233	10,312	11.5	18.9	11.6	21.5	20.9	59,335	5,551	12,825	1,981	4,147	2,602	3,517	7,475	6,339	12.05	7.6	34,244
WHITE G-4	17.6	6.08	53,848	8,857	15.2	24.2	13.5	17.8	14.7	41,813	6,877	10,410	1,583	2,323	1,118	1,076	11,409	3,270	7.56	4.9	14,741
WILLIAMSON E-5	40.4	12.97	171,914	13,255	9.4	16.9	11.2	21.7	31.6	78,119	6,023	19,879	2,410	3,190	2,296	3,609	16,704	7,954	19.73	7.5	28,530
WILSON F-4	43.2	14.59	149,025	10,214	10.3	17.9	13.8	25.7	21.0	89,658	6,145	23,238	2,467	4,756	3,707	4,338	20,022	8,141	22.33	6.9	27,157

(3) Includes portion in Washington County, Virginia. (4) Includes portion in Hawkins County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

ALCOA

Blount County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

See Maryville-Alcoa

ARDMORE

Giles County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WSLV

1967
Subscriber to the NAB Radio Code
Media Code 4 244 0180 0.00
Stateline Broadcasting Company, Inc., Box 96, 500 Stateline Rd. W., Ardmore, Tenn. 38449. Phone 615-427-2179.

1. PERSONNEL
General Manager—E. D. Hildreth.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1000 w. days; 1110 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	200x	300x
1 min	3.03	2.84	2.62	2.42	2.22
30 sec	2.34	2.20	2.07	1.94	1.87
20 sec	2.00	1.87	1.74	1.60	1.47
10 sec	1.53	1.46	1.38	1.31	1.24

ATHENS (2 AM)

McMinn County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WLAR

1946
Subscriber to the NAB Radio Code
Media Code 4 244 0210 5.00
Athens Broadcasting Co., Inc., Box 449, 206 Washington St., Athens, Tenn. 37303. Phone 615-745-1314.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Thomas A. Arterburn.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station. 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 11/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	26 ti	51 ti	76+
1 min	4.50	4.00	3.50	3.00
30 sec	3.00	2.50	2.25	2.00
MINIMUM 100:		20 sec	15 sec	10 sec
Ea		1.40	1.20	1.00

10. SPECIAL FEATURES
SPONSORED:
Weather 3 1/4 hr newscast 15
5-min newscast 5

WYXI

1966
Media Code 4 244 0280 5.00
3 J's Broadcasting Co., Box 645, 14 Decatur Pike N. W., Athens, Tenn. 37303. Phone 615-745-1390.

STATION'S PROGRAMMING DESCRIPTION
WYXI: 100% country & western.

1. PERSONNEL
General Manager—John P. Frew.
2. REPRESENTATIVES
South—Dora-Clayton Agency, Inc.
3. FACILITIES
500 w.; 1390 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Eff ——Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	312x
1 min	3.50	3.25	3.00	2.75	2.50	2.00
30 sec	2.80	2.60	2.40	2.20	2.00	1.80

BERRY HILL

Davidson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

See Nashville
(including Berry Hill, Donelson, Hendersonville, Madison)

BOLIVAR

Hardeman County—Map Location B-5
See SRDS consumer market map and data at beginning of the State

WBOL

1962
Media Code 4 244 0350 9.00
Savannah Broadcasting Service, Inc., Box 191, Fairground Extended, Bolivar, Tenn. 38008. Phone 658 5400.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ben L. Enochs.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w.; 1,560 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None, all rates net to station.
9. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/73—Rec'd 1/15/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	78x
1 min	2.50	2.45	2.40	2.30	2.25	2.15
	104x	156x	208x	260x	312x	500x
1 min	2.00	1.90	1.80	1.65	1.50	1.25

30 sec: 80% of 1-min.

BRISTOL (1 AM)

Va.—Washington County—Map Location M-8
Tenn.—Sullivan County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.

WFHG

1946
BRISTOL, VA.

NAB RAB

(This is a duplicate of the listing appearing under Bristol, Va.)
Media Code 4 248 0750 1.00
Bristol Broadcasting Co., Box 799, Valley Dr., Bristol, Va. 24201. Phone 703-669-8112.

1. PERSONNEL
General Manager—W. L. Nininger.
Commercial Manager—Jack Martin.
Program Director—Bill Hagy.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 980 kc.
Directional—night only.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 4a.
Rate Protection: 15b
Basic Rates: 28a, 32a.
Contracts: 45.
Comb.; Cont. Discounts: 60a.
Affiliated with American Contemporary Network.

TIME RATES
No. 5 Eff 8/1/71—Rec'd 9/2/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	16	15	18	—
A	13	12	10	8
B	10	9	7	5

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK, 1 MIN:	Ea
12 ti (4AA, 5A, 3B)	12
18 ti (6AA, 7A, 5B)	16
24 ti (9AA, 10A, 5B)	9

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(D)

WKYE WKYE-FM

1962 1946
BRISTOL, VA.

NAB

(This is a duplicate of the listing appearing under Bristol, Va.)
Media Code 4 248 0825 1.00
Highland Development Corp. of Bristol, Box 706, 1009 W. State St., Bristol, Va. 24201. Phone 703-669-1550.

STATION'S PROGRAMMING DESCRIPTION
WKYE: MUSIC: Modern contemporary country.
NEWS: 5 min at :30; bulletins released as received.
Contact Representative for further details. Rec'd 8/17/73.

1. PERSONNEL
General Manager—Lee Perry.
Commercial Manager—Freda Blackford.
Program Director—Ted Montgomery.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 10,000 w. (horiz.), 10,000 w. (vert.); 96.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,210 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 4a.
Rate Protection: 15b.
Basic Rates: 28a, 32a.
Contracts: 45.
Comb.; Cont. Discounts: 60a.
Affiliated with American Entertainment Network.

TIME RATES
No. 4 Eff——Rec'd 2/15/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sat & Sun 6 am-noon.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA			A		
WK. FIXED:	1 ti	12 ti	24 ti	1 ti	12 ti	24 ti
1 min	14.00	12.25	10.50	12.25	10.50	8.50
30 sec	10.50	9.25	7.80	9.25	7.80	6.00
10 sec	7.00	6.25	5.25	6.25	5.25	4.00

B: Flat. 2.50

(This listing continued on next page)

Bristol—W K Y E, W K Y E-FM—Cont'd

7. PACKAGE PLANS

	AA			A		
YR. BULK:	500x	1000x	1500x	500x	1000x	1500x
1 min	10.50	9.25	8.50	8.50	7.25	6.00
30 sec	7.80	6.80	6.00	6.00	5.25	4.25
10 sec	5.25	4.75	4.00	4.00	3.60	2.80

B: Flat, 2.50

(D)

W O P I

1929
BRISTOL, TENN.

R A B

Media Code 4 244 0700 5.00
Thomas Ray Tolar, Sr., owner, dba Radio Station WOPI, 1234 W. State St., Bristol, Tenn. 37620. Phone 615-764-5131.

STATION'S PROGRAMMING DESCRIPTION
WOPI: Programmed for adults.
AIR PERSONALITIES handle all segments. MUSIC: current & past hits 5 am-7 pm. Women's show with live interviews & audience participation 9:05-10 am. Tele/talk program 7:05-8 pm. Country music 8 pm-1 am. NEWS: local 5-min at :55; network at :60. SPORTS: college football & basketball, World Series, NASCAR races, local high school football, basketball & baseball. Contact Representative for further details. Rec'd 7/29/75.

1. PERSONNEL
General Manager—Ray Tolar.
Operations Manager—Tom Tolar.
Continuity Director—Steve Smith.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.
Affiliated with KBS.

TIME RATES
No. 21 Eff 4/1/73—Rec'd 4/13/73.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
1 min	10.00	8.00	7.00	6.00	5.00
30 sec	8.00	6.40	5.60	4.80	4.00
10 sec	5.00	4.00	3.50	3.00	2.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Ea	90	48	36	18

DISCOUNT
52 wk—10%

(D)

W Z A P

1946
BRISTOL, VA.

Represented by

PRO/Meeker Radio

NAB

(This is a duplicate of the listing appearing under Bristol, Va.)

Media Code 4 248 0935 6.00
690 Radio, Inc., Box 1038, Bristol, Va. 24201. Phone 804-466-2201.

STATION'S PROGRAMMING DESCRIPTION
WZAP: MUSIC: 100% Modern contemporary country with director & disk jockeys. NEWS: 5 min network at :60 & :30; local, weather & sports 8 am, noon & 5 pm. Contact Representative for further details. Rec'd 10/31/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Morris.
Program Director—John R. Defee.
Office Manager—Rita W. Singleton.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
10,000 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0. All bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24c.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 2 Eff 8/15/71—Rec'd 8/5/71.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.50	13.00	12.00
30 sec	12.00	11.50	10.00	9.00
BTA				
1 min	13.00	12.50	12.00	10.00
30 sec	11.00	10.50	9.00	7.00

10 sec: 50% of 1-min.

(D)

BROWNSVILLE (1 AM; 1 FM)

Haywood County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

W H T

1948
Subscriber to the NAB Radio Code

Media Code 4 244 0770 8.00
Brownsville Broadcasting Co., Inc., Box 196, Brownsville, Tenn. 38012. Phone 901-772-1730.

1. PERSONNEL
Manager—John Latham.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
250 w.; 1520 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WTBG.
Affiliated with KBS
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/74—Rec'd 4/12/74.

	1x	13x	26x	52x	104x	153x	260x
1 min	2.75	2.65	2.55	2.45	2.35	2.30	2.25
45 sec	2.50	2.40	2.30	2.20	2.10	2.05	2.00

W T B G

1965

Media Code 4 244 0771 6.00
Brownsville Broadcasting Co., Inc., Box 118, Brownsville, Tenn. 38012. Phone 901-772-9135.
See affiliated AM station for additional information.
AM facilities: WBHT.

STATION'S PROGRAMMING DESCRIPTION
WTBG: Black oriented; gospel, R & B.

3. FACILITIES
ERP 3,000 w.; 95.3 mc.
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/5/74—Rec'd 4/12/74.

6. SPOT ANNOUNCEMENTS

	1x	104x	156x	260x	312x
1 min		3.30	3.03	2.80	2.65
30 sec		2.65	2.50	2.20	2.05

CAMDEN

Benton County—Map Location D-4
See SRDS consumer market map and data at beginning of the State

W F W L

1956
Subscriber to the NAB Radio Code

Media Code 4 244 0840 9.00
Camden Broadcasting Co., Inc., Box 543, Hwy. 70, E., Camden, Tenn. 38320. Phone 901-584-7570.

1. PERSONNEL
General Manager—Ron Lane.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to stations.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/73—Rec'd 12/10/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	100+
1 min	3.50	3.00	2.50
30 sec	2.50	2.00	1.75

CARTHAGE

Smith County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

W R K M

1959

NAB

Media Code 4 244 0910 6.00
Carthage Broadcasting Co., Box 179, Carthage, Tenn. 37030. Phones 615-735-1350, 1351.

1. PERSONNEL
Pres. & Gen'l Mgr.—Reggie L. Honey.

2. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 5 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/70—Rec'd 7/6/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	78x
1 min	3.90	3.70	3.50	3.30	3.10	2.90
		104x	156x	260x	312x	624x
1 min		2.70	2.55	2.35	2.15	1.95

CENTERVILLE

Hickman County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

W H L P

1956

NAB

Media Code 4 244 0980 3.00
Trans-Aire Broadcasting Corp., Highway 50, Centerville, Tenn. 37033.

1. PERSONNEL
Pres. & Gen'l Mgr.—David Price.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Alcoholic beverage advertising: beer only.

TIME RATES
Eff 11/1/73—Rec'd 2/1/74.

6. SPOT ANNOUNCEMENTS

	1x	12x	26x	52x	78x	150+
30 sec	1.85	1.70	1.45	1.40	1.25	1.00
1 min	2.75	2.50	2.15	2.05	1.85	1.45

7. PACKAGE PLANS
TNT pkg. per mo. 265
1/2 TNT pkg. per mo. 145

CHATTANOOGA (8 AM; 5 FM)

(including Lookout Mountain, Red Bank, Tenn.; Rossville, Ga.)

Hamilton County—Map Location H-5
Rossville, Ga., Walker County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	45	22	20	15
B	29	21	25	14
C	17	16	17	14
D	16	14	16	14
AVERAGE	27	18	22	14

W D E F

1941
CHATTANOOGA

Park BROADCASTING

CBS Radio Network

KATZ RADIO

NAB

Subscriber to the NAB Radio Code

Media Code 4 244 1120 5.00
Roy H. Park Broadcasting of Tennessee, Inc., 3300 Broad St., Chattanooga, Tenn. 37402. Phone 615-267-3393. TWX 810-573-5242.

STATION'S PROGRAMMING DESCRIPTION
WDEF: Programmed for adults.
AIR PERSONALITIES handle all segments. 5-6 am, country & western music. 6-10 am, standard-popular music, telephone & live interviews, mobile traffic reports. 10 am-3 pm, standard-popular music, audience participation features, food marketing reports. 3-7 pm, standard-popular music, telephone & live interviews, mobile traffic reports, network & business news, sports features. 7-8 pm, sports features, weather, religion & music. 8 pm-12M, standard popular music, discussions, forums. Sat & Sun: network & local air personalities. NEWS: local 5 min at :25 & :55; network at :60; 9 man news staff, 3 mobile units. SPORTS: live college football, basketball & Major League baseball. Contact Representative for further details. Rec'd 8/3/73.

1. PERSONNEL
President—Roy H. Park.
Vice-President Radio—Roger Turner.
Gen'l & Sta. Mgr.—Donald M. Olson.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 1370 kc. Directional night only.
Operating schedule: 5 am-midnight daily. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b 24a, 24b, 24c, 25a, 28c, 29a, 30, 33d.
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45 46, 47c, 48.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
No. 2 Eff 3/15/75—Rec'd 3/3/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
AAA: Max 1 per day Mon thru Sat, flat 45.00.

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	34	33	31	30
A	32	30	29	28
B	23	22	21	20

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

AM ONLY
Deduct 8.00 for spots 10 am-midnight.
Submitted by Donald M. Olson.

W D E F-FM

1964
CHATTANOOGA

Park BROADCASTING

KATZ RADIO

NAB

Subscriber to the NAB Radio Code

Media Code 4 244 1121 3.00
Roy H. Park Broadcasting of Tennessee, Inc., 3300 Broad St., Chattanooga, Tenn. 37402. Phone 615-267-3393. TWX 810-573-5242.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDEF-FM: MUSIC: C & W modern format using album cuts, current hits. NEWS: at :60 & :30. Contact Representative for further details. Rec'd 10/3/74.

3. FACILITIES
ERP 100,000 w.; 92.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 895 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.
Sold in combination with WDEF. See that listing for rates.

TIME RATES
No. 2 Eff 3/15/75—Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MINUTE:	6 ti	12 ti	18 ti	24 ti
Mon thru Fri 10 am-midnight	15	14	13	12

20/30 sec: 80% of 1-min.
Submitted by Donald M. Olson.

W D O D

1925
CHATTANOOGA

Media Code 4 244 1190 8.00
Cy N. Bahakel Broadcasting Stations, Box 4232, Chattanooga, Tenn. 37405. Phone 615-266-5117.

STATION'S PROGRAMMING DESCRIPTION
WDOD: MUSIC: C & W modern format using current popular favorites & golden country records of the past. Air personalities handle all segments. NEWS: Director & 3 reporters cover all segments. SPORTS: U football & basketball games. FARM NEWS: Director handles integrated reports on daily basis, supplimented by regularly scheduled market reports. Contact Representative for further details. Rec'd 2/23/72.

1. PERSONNEL
President—Cy N. Bahakel.
General Manager—William R. Nash.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 1310 kc. Directional—night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60c, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Entertainment Network.

TIME RATES
Eff——Rec'd 6/4/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AAA	30.00	29.00	28.00	27.00	24.00	23.00	22.00	21.00
AA	22.00	21.00	20.00	19.00	18.00	17.00	16.00	15.00
A	15.00	14.00	13.00	12.00	12.00	11.00	10.00	9.00
					10 sec			
AA					11.00	10.50	10 00	9.50
A					7.50	7.00	6.50	6.00
AAA					15.00	14.50	14.00	13.50

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3 AAA, 1/3 AA, 1/3 A

PLAN:	12	18	24
Ea	19	18	17

(Chattanooga continued on next page)

WDOD-FM
1959
CHATTANOOGA

Media Code 4 244 1191 6.00
Cy N. Bahakel Broadcasting Stations, Box 4222, Chattanooga, Tenn. 37405. Phone 615-266-5117.
See affiliated AM station for additional information.

1. PERSONNEL
Station Manager—Earl Freudenberg.
3. FACILITIES
ERP 19,000 w.; 96.5 mc. Stereo.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 1,010 ft. above average terrain.

TIME RATES
Eff————Rec'd 9/20/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00	9.00
30 sec/less	9.60	8.80	8.00	7.20

WDXB
1947
CHATTANOOGA

RAB

Media Code 4 244 1260 9.00
WDXB Broadcasting Co., Read House, Chattanooga, Tenn. 37402. Phone 615-266-1114.

STATION'S PROGRAMMING DESCRIPTION
WDXB: Adult contemporary music, news, airborne traffic reports. Contact Representative for further details. Rec'd 8/2/74.

1. PERSONNEL
President—J. R. Corbus.
Exec. Vice-Pres.—William S. Sanders.
Vice-Pres. & Gen'l Mgr.—James M. Clark.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily.
4. AGENCY COMMISSION
15/0; within 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21b, 24c, 25c, 28a, 33d.
Contracts: 40c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i.
Cancellation: 70a, 70c, 71b, 72.
Prod. Services: 82
Affiliated with NBC.
Affiliated with ATA Radio Network.

TIME RATES
No. 6 Eff 5/1/75—Rec'd 5/30/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
PER YR:		156x	312x	520x	780x	1040x
1 MINUTE						
AAA	12.00	11.50	11.00	10.50	10.00	9.50
AA	10.50	10.00	9.50	9.00	8.50	8.00
A	9.50	9.00	8.50	8.00	7.50	7.00
B	7.50	7.00	6.50	6.00	5.60	5.00
30 SECONDS						
AAA	9.60	9.20	8.80	8.40	8.00	7.60
AA	8.40	8.00	7.60	7.20	6.80	6.40
A	7.60	7.20	6.80	6.40	6.00	5.60
B	6.00	5.60	5.20	4.80	4.40	4.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS
BULK

ROS:	1500x	2000x
1 min	7.00	6.00
30 sec	5.60	4.80

WEEKEND PACKAGE
Sat/Sun/Mon, 24 1-min, ROS 125.00
10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1 hr—6x 1-min. 1/4 hr—2-1/2x 1-min.
1/2 hr—4x 1-min.

10. SPECIAL FEATURES
NEWS/TRAFFIC/DIAL-A-SCORE

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
AAA	60	100	135	150	180
AA	48	80	108	120	144
A	(*)	65	85	96	115

(*) 38.50.
Incl open plus 1 1-min spot.
News package—24 ti in any 1 day 125.00.

CONSECUTIVE WEEK DISCOUNT
13 wk—6% 26 wk—8% 52 wk—10%
Edited by William S. Sanders.

WFLI
1961
LOOKOUT MOUNTAIN

Buckley Radio Sales, Inc.

Media Code 4 244 1330 6.00
WFLI Inc., O'Grady Dr., Chattanooga, Tenn. 37409. Phone 615-821-3555.

1. PERSONNEL
Manager—William E. Benns, Jr.
Commercial Manager—Dale Anthony.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
50,000 w. days; 1,000 w. nights; 1076 kc.
Directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10b, 11b, 12b.
Contracts: 40a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60g.
Cancellation: 70e.
Affiliated with American Contemporary Network.

TIME RATES
No. 2A Eff 1/1/72—Rec'd 2/18/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sat 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	(*)	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA						
1 min	22.00	19.00	18.00	17.00	16.00	------
20/30 sec	17.00	16.00	15.00	14.00	13.00	------
10 sec ID's	14.00	13.00	12.00	11.00	10.00	------
CLASS AA						
1 min	20.00	18.00	17.00	16.00	15.00	14.00
20/30 sec	16.50	15.00	14.00	13.00	12.00	10.00
10 sec ID's	13.50	12.00	11.00	10.00	9.00	8.00
CLASS A						
1 min	------	12.00	11.00	10.00	9.00	8.00
30/30 sec	------	10.00	9.00	8.00	7.00	6.00
10 sec ID's	------	7.00	6.50	6.00	5.50	5.00

(*) Specified position.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

	1 min
12 ti (6AAA, 4AA, 2A)	14.50
18 ti (9AAA, 5AA, 4A)	13.50
24 ti (12AAA, 7AA, 5A)	12.50

Must be scheduled equally over 7-day period and rotate within time classifications. Combinable with all wkly spots & programs.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	1 ti	3 ti	6 ti
AAA	27	24	22
AA	25	22	19
A	18	15	12

Minutes, Newscasts, features and 20/30-second spots may combine to earn weekly frequency discount.
Minutes, Newscasts, features, 20/30-second spots and ID's may combine on basis of 2 ID's equalling 1 longer spot.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applied as earned. Applicable to consec wk advertisers only.

WGOW
1934
CHATTANOOGA

EASTMAN RADIO, INC.

RAB

A Turner Communications Corp. Station

Media Code 4 244 1365 6.00
Turner Communications Corp., Box 4704, Chattanooga, Tenn. 37405. Phone 615-266-6141.

STATION'S PROGRAMMING DESCRIPTION
WGOW: Programmed for 12-49 audience.
MUSIC: contemporary hits. AIR PERSONALITIES handle all segments. Constant audience participation contests. NEWS: emphasis on local news with 3 man news department. Newscasts aired at :55; headlines at :28 during am & pm drive times. COMMERCIAL POLICY: maximum 12 minutes per hour including news. Contact Representative for further details. Rec'd 5/29/73.

1. PERSONNEL
President—R. E. Turner.
Vice-Pres. & Gen'l Mgr.—R. H. Elliott.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 kc.
Directional—night only
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.
Basic Rates: 20b, 21a, 23a, 24c, 25b, 28c, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
FM facilities: WYNQ (FM).
Affiliated with Eastman Radio Network.
Affiliated with MBS.

TIME RATES
No. 5 Eff 8/1/74—Rec'd 7/22/74.
I—Mon thru Sat 6 10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 2 ti	I 6 ti	I 24 ti	II 1 ti	II 2 ti	II 6 ti	II 24 ti
1 min	18.00	15.50	14.50	13.50	15.00	14.00	13.00	12.00
30 sec	14.00	12.00	11.00	10.00	12.50	11.50	10.50	9.50
10 sec	9.00	8.00	7.00	6.00	8.00	7.00	6.00	5.00
	III 1 ti	III 2 ti	III 6 ti	III 24 ti				
1 min	13.00	12.00	11.00	10.00				
30 sec	11.00	10.00	9.00	8.00				
10 sec	6.50	6.00	5.50	5.00				

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WMOC
1945
CHATTANOOGA

Subscriber to the NAB Radio Code

Media Code 4 244 1470 4.00
Mayer Broadcasting Co., 3661 Brainerd Rd., Chattanooga, Tenn. 37411. Phone 615-267-1128.

1. PERSONNEL
Pres. & Mgr.—Robert Mayer.
Ass't Mgr. & Prog. Dir.—Tommy Sneed.
News Director—Mike Royer.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time only; 10% discount for payment in advance.

TIME RATES
Eff ————Rec'd 10/21/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti	4.00	2.50
25+	3.00	2.00

7. PACKAGE PLANS
SPECIAL SALES BLITZ PACKAGE
Mon thru Sat, 3 in am drive, 3 in midday, 3 in pm drive, 3 in Black sec, or all spots in Black sec or midnight-6 am.
72 ti, 30-sec 100.00
SPECIAL WEEKEND PACKAGE
Wed afternoon thru Sat morning. 2 in am drive, 2 in midday, 2 in pm drive, 2 in Black sec (7 pm-midnight). Or all spots in Black sec. 2 spots in shift workers sec midnight-6 am.
30 ti, 30-sec 50.00
SPECIAL SALES CAMPAIGN PACKAGE
Mon thru Sat for 4 consec wks, 3 in am drive, 3 in midday sec, 3 in pm drive, 3 in Black sec or all in Black sec or other 3 in midnight-6 am.
360 ti, 30-sec 350.00

8. PROGRAM TIME RATES
Following rates are not commissionable.

	1 hr	1/2 hr	1/4 hr
Sun	65	35	20
Wkly	60	32	18
Daily (At least 5 days)	55	30	15

WNOO
1951
CHATTANOOGA

Independent Black

Subscriber to the NAB Radio Code

Media Code 4 244 1540 4.00
WMFS, Inc. Box 5156, Chattanooga, Tenn. 37406. Phone 615-698-8617.

STATION'S PROGRAMMING DESCRIPTION
WNOO: Programmed for Negro listener.
MUSIC: popular, rhythm and blues, spiritual and gospel. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: national and local at :50. SPORTS: at :20. Weather at :60. Community problems discussed daily. COMMERCIAL POLICY: 18 minute maximum per hour. Personalities available for remote pickups from shopping centers, etc. Contact Representative for further details. Rec'd 2/11/74.

1. PERSONNEL
President—William Watt.
Vice Pres. & Gen'l Mgr.—Fred Webb.
2. REPRESENTATIVES
Bob Dore Associates.
South—Contact Fred Webb at station.
3. FACILITIES
1,000 w. days; 1260 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 28b, 29a, 30.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 81, 82.
Affiliated with Mutual Black Network.

TIME RATES
No. 8 Eff 1/1/74—Rec'd 12/10/73.
AA—Mon thru Sat 6-10 am & 3-8 pm; Sun all day.
A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 MINUTE					
CLASS AA					
1 wk	14.00	13.40	12.80	12.20	11.60
13 wk	13.40	12.80	12.20	11.60	11.00
26 wk	12.80	12.20	11.60	11.00	10.40
52 wk	12.20	11.60	11.00	10.40	9.80
1-5 ti, flat 16.00					
CLASS A					
1 wk	12.00	11.50	11.00	10.50	10.00
13 wk	11.50	11.00	10.50	10.00	9.50
26 wk	11.00	10.50	10.00	9.50	9.00
52 wk	10.50	10.00	9.50	9.00	8.50
1-5 ti, flat 14.00					
30 SECONDS					
CLASS AA					
1 wk	11.50	11.00	10.50	10.00	9.50
13 wk	11.00	10.50	10.00	9.50	9.00
26 wk	10.50	10.00	9.50	9.00	8.50
52 wk	10.00	9.50	9.00	8.50	8.00
1-5 ti, flat 13.50					
CLASS A					
1 wk	10.00	9.60	9.20	8.80	8.40
13 wk	9.60	9.20	8.80	8.40	8.00
26 wk	9.20	8.80	8.40	8.00	7.60
52 wk	8.80	8.40	8.00	7.60	7.20
1-5 ti, flat 12.00					

WOWE
1966
ROSSVILLE, GA.

Media Code 4 244 1575 8.00
Chattanooga Broadcasting Co., Broadcast Center, Ellis Rd., Rossville, Ga. 30741. Phone 615-998-3346.
See affiliated AM station for additional information.
AM facilities: WRIP.

3. FACILITIES
ERP 2,950 w.; 105.5 mc.
Operating schedule: 6 am-midnight.
4. AGENCY COMMISSION
20%.

TIME RATES
Eff ————Rec'd 6/6/66.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS
WEEKLY SATURATION PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	5.50	5.00	4.50	4.00
30 sec	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x
1 hr	75.00	72.50	70.00	67.50	65.00
1/2 hr	45.00	43.00	41.00	39.00	37.00
1/4 hr	31.00	30.00	29.00	28.00	27.00
10 min	23.00	22.00	21.00	20.00	19.00
5 min	15.00	14.50	14.00	13.50	13.00

WRIP
1958
ROSSVILLE, GA.

Media Code 4 244 1510 5.00
Chattanooga Broadcasting Co., Broadcast Center, Ellis Rd., Rossville, Ga. 30741. Phone 404-866-3353.

1. PERSONNEL
Gen'l & Sales Mgr.—Col. Jay Sadow.
News & Sports Dir.—Gordon Elliott.
Program Director—Gerry Sadow.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
500 w. days; 380 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c.
FM facilities: WGWE.
Affiliated with KBS.

TIME RATES
Eff 4/1/67—Rec'd 3/7/67.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	10.00	9.00	8.00	7.00	6.00
10 sec	6.00	5.50	5.00	4.50	4.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti
1 min	10.00	9.00	8.00
30 sec	8.00	7.00	6.00
10 sec	5.00	4.50	4.00

8. PROGRAM TIME RATES

	1x	52x	104x	156x	208x
1 hr	90	85	80	75	70
1/2 hour	65	61	57	53	49
1/4 hr	40	38	36	34	32
10 min	30	28	26	24	22
5 min	18	17	16	15	14

WSIM
1972
RED BANK

NAB

Media Code 4 244 1627 9.00
Box 15608, 210 Pinehurst Ave., Red Bank, Tenn. 37415. Phone 615-877-2304.

STATION'S PROGRAMMING DESCRIPTION
WSIM: Adult contemporary. MUSIC: 20% top 40, 40% MOR, 30% album cuts consisting of all variety of music. Sun: 3 hours concert (different rock groups), 1 hour live church service, 1 hour hits from 1956 through 1968, 1 hour R & B. Contact Representative for further details. Rec'd 10/28/74.

1. PERSONNEL
Owner & Mgr.—Roy Davis.
Program Director—Roberta Davis.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 22 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b.
Rate Protection: 11a, 12a, 13a, 14a, 15b, 15d, 16.
Basic Rates: 20b, 21a, 21d, 23b, 24c, 25a, 26, 28c, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70a, 70e, 71b, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
Eff ————Rec'd 5/14/74.

6. SPOT ANNOUNCEMENTS
1 min 6.00 30 sec 5.00
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60.00	40.00	25.00	8.50

WYNQ (FM)
1960
CHATTANOOGA

A Turner Communications Corp. Station

Media Code 4 244 1645 1.00
Turner Communications Corp., Box 4704, Chattanooga, Tenn. 37405. Phone 615-265-0544.
See affiliated AM station for additional information.
AM facilities: WGOW

STATION'S PROGRAMMING DESCRIPTION
WYNQ (FM): MUSIC: familiar standards & melodic arrangements of current favorites programmed in

(This listing continued on next page)

Chattanooga—W Y N Q (FM)—Continued

uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/29/73.

1. PERSONNEL
General Sales Manager—Jerry Lingerfelt.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 (vert.); 106.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,076 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.

TIME RATES
No. 2 Eff 6/1/75—Rec'd 5/23/75.

6. SPOT ANNOUNCEMENTS
MON THRU SUN 6 AM-MIDNIGHT

PER WK:	1 ti	12 ti	18 ti
1 min	18	15	12
30 sec	15	12	10

Specified times: Extra 1.00.

20% discount when bought in combination with WGOW.

Submitted by Jerry Lingerfelt.

CHURCH HILL

Hawkins County—Map Location K-4

See SRDS consumer market map and data at beginning of the State.

W M C H
1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 1680 6.00
Lola R. Wallace, dba Wallace Broadcasting Co., Box 128, Church Hill, Tenn. 37642. Phone 357-5601.

1. PERSONNEL
Manager—Bettye Creasy.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule 6:00 am-local sunset weekdays; 7:00 am-local sunset Sun. EST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 6/1/74—Rec'd 7/29/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	100+
1 min	2.50	2.25	2.00
30 sec	2.00	1.75	1.50

20 sec: 1.20; 10 sec: .60.
Minimum 10 per day.

CLARKSVILLE (2 AM)

Plus 1 paid cross reference.

Montgomery County—Map Location E-3

See SRDS consumer market map and data at beginning of the State

W A B D-FM
FORT CAMPBELL, KY.

City of license, Fort Campbell, Ky.
See listing under Fort Campbell, Ky.

W D X N
1954

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 244 1750 9.00
Jack Mayer dba Radio Station WDXN, Box 724, Bailey Bldg., 111 S. Second St., Clarksville, Tenn. 37040. Phone 615-645-2411.

STATION'S PROGRAMMING DESCRIPTION
WDXN: Programmed for adults and young adults. MUSIC: modern country. NEWS: at :55 & :25. WEATHER: at :15 & :45. FARM: 12:15-1 pm, M-Sat. Markets, farm news, analysis, daily interviews with farm officials locally. Equipped mobile studio for on spot broadcasts. AIR PERSONALITIES: featured all day & available for remote broadcasts. Rec'd 8/20/73.

1. PERSONNEL
Gen'l & Sales Mgr.—Jack Mayer.

2. FACILITIES
1,000 w. days; 540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 26, 28a, 29a, 33a.
Contracts: 40a, 41, 42a 43, 44a, 45, 46, 47e, 48, 51b.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff —— Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	6.25	5.65	5.15	4.70	4.25
30 sec or less	4.40	3.95	3.65	3.30	3.00
		260x	312x	624x	780x
1 min		3.90	3.50	2.95	2.65
30 sec or less		2.75	2.50	2.25	2.15

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	70	65	60	—	—	—
1/2 hr	40	35	30	—	—	—
1/4 hr	21	18	15	12	10	—
10 min	16	14	12	—	—	—
5 min	12	10	9	7	6	5

W J Z M
1941

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 244 1820 0.00
Gladys W. Olson, John H. Bailey & Charles E. Malone dba WJZM, Box 648, Clarksville, Tenn. 37040. Phone 615-645-6414.

STATION'S PROGRAMMING DESCRIPTION
WJZM: Programmed for young adults and adults in daytime and emphasis on teens and young adults at night. MUSIC 75%: featuring current hits. NEWS & SPECIAL EVENTS 20%: 36 newscasts daily at :00 & :30. SPORTS 5%: 5 programs daily & 30 play-by-play events yearly. Rec'd 2/19/71.

1. PERSONNEL
Manager, Fiscal Affairs—John Bailey.
Manager, Sales & Operations—Charles Malone.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered

5. GENERAL ADVERTISING See coded regulations
General: 1a, 4d, 5, 8.
Rate Protection: 15b
Basic Rates: 20b, 24b, 29a.
Contracts: 40a, 45.
Cancellation: 70a, 70c, 71a.

TIME RATES
Eff 7/1/75—Rec'd 6/5/75.
AA—6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x	624x
CLASS AA							
1 min	7.90	7.40	6.90	6.35	5.20	4.05	3.80
30 sec	6.25	5.75	5.25	4.80	4.05	3.40	3.25
15 sec	3.90	3.70	3.40	3.25	3.05	2.80	2.60
CLASS A							
1 min	7.10	6.60	6.10	5.60	4.40	3.45	3.25
30 sec	5.55	5.05	4.65	4.30	3.55	3.00	2.80
15 sec	3.65	3.35	3.20	3.00	2.70	2.50	2.35

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	41	20	11

DISCOUNTS
13x—10% 26x—15% 52x—20%
Edited by Charles E. Malone.

CLEVELAND (2 AM; 1 FM)

Bradley County—Map Location H-5

See SRDS consumer market map and data at beginning of the State

W B A C
1945

NAB

Media Code 4 244 1890 3.00
WBAC, Inc., Box 1059, Radio Center, 180 Central Ave., Cleveland, Tenn 37311. Phone 615-476-7593.

1. PERSONNEL
Vice-Pres. & Mgr.—Clyde W. Thomason.

2. REPRESENTATIVES
Ayers, Inc. of Charlotte.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional
Operating schedule: 5:00 am-12:15 am. EST.

4. AGENCY COMMISSION
None; all rates net to station.

3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 9/1/74—Rec'd 8/19/74.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 min 5.50 30 sec 4.50
CLASS A

PER WK:	Base	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.00	4.75	4.60	4.50	4.40	4.35
30 sec	4.00	3.75	3.60	3.50	3.45	3.40

All spots may be counted to earn weekly frequency for A spots.

7. PACKAGE PLANS
CLASS A
1 min, 500+ (within 1 yr), ea 4.40
30 sec, 1000+ (within 1 yr), ea 3.00
1 min, (with purchase of 5 5-min programs weekly), ea 3.50

W C L E
1957

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 244 1960 4.00
Southeastern Enterprises, Inc., Box 1189, 67 Ocoee St., N. W., Cleveland, Tenn. 37311. Phone 615-472-6511.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack L. Hoskins.

3. FACILITIES
1,000 w.; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast sign-on-9 am & all newscasts. For non-simulcast facilities see WCLE-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 4/15/75—Rec'd 5/21/75.
AA—6-9 am & 3 6 pm.
A—9 am-3 pm & 6 pm-sign-off; Sat after 9 am; Sun all day.

6. SPOT ANNOUNCEMENTS

AA:				1 min	30 sec
Ea				5.00	4.00
A:	1 ti	10 ti	20 ti	30 ti	50 ti
1 min	5.00	4.75	4.25	3.75	3.25
30 sec	4.00	3.75	3.25	2.75	2.25

PER YR:	1 min	30 sec
500 x	3.25	2.25

All spots combine to earn frequency discounts in Class A only.
Edited by Jack L. Hoskins.

W C L E-FM
1957

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 244 1961 2.00
Southeastern Enterprises, Inc., Box 1189, 67 Ocoee St., N. W., Cleveland, Tenn. 37311. Phone 615-472-6511.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w.; 100.7 mc.
Operating schedule: 5 am-midnight. EST.
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WCLE.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 4/15/75—Rec'd 5/21/75.

6. SPOT ANNOUNCEMENTS
9 AM-MIDNIGHT
1 min 3.50 30 sec 2.75

7. PACKAGE PLANS

9 AM-MIDNIGHT:	1 min	30 sec
30 per wk or 500 per yr	3.00	2.25

Edited by Jack L. Hoskins.

CLINTON (1 AM; 1 FM)

Anderson County—Map Location J-4

See SRDS consumer market map and data at beginning of the State.

W C F A (FM)
1966

Media Code 4 244 1995 0.00
Clinton Broadcasters, Inc., Box 329, Clinton, Tenn. 37716. Phone 615-457-9221.
See affiliated AM station for additional information.
AM facilities: WYSH.

STATION'S PROGRAMMING DESCRIPTION
WCFA (FM): Programmed for 10-30 age group.

1. PERSONNEL
Gen'l & Sales Mgr.—James F. Stair.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 88 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 6/1/73—Rec'd 10/3/73.

6. SPOT ANNOUNCEMENTS

PER YR:	300x	600x	900x	1500x
1 min	2.75	2.50	2.25	2.00
30 sec	1.90	1.70	1.55	1.40
10 sec	1.35	1.25	1.10	1.00

7. PACKAGE PLANS

PER WK:	10 ti	23 ti	50 ti	100 ti
1 min	27.50	62.50	113.50	200.00
30 sec	19.00	42.50	77.50	140.00
10 sec	13.50	31.25	55.00	100.00

All spots ROS 5:30 am-midnight; maximum 1/3 after 6 pm. Guaranteed times, extra 25%.
Edited by James F. Stair.

W Y S H
1960

Media Code 4 244 2030 5.00
Clinton Broadcasters, Inc., Box 329, Cullom St., Clinton, Tenn. 37716. Phone 615-457-9221.

STATION'S PROGRAMMING DESCRIPTION
WYSH: Programmed for general interest.

1. PERSONNEL
Gen'l & Sls Mgr.—James F. Stair.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1380 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WCFA (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 7/1/73—Rec'd 8/3/73.

5. SPOT ANNOUNCEMENTS

*ROS:	300x	600x	900x	1200x	1500x
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.10	1.90	1.70	1.55	1.40
10 sec	1.50	1.35	1.25	1.10	1.00

7. PACKAGE PLANS

PER WK.* ROS:	10 ti	23 ti	50 ti	75 ti	100 ti
1 min	30.00	68.75	125.00	168 75	200.00
30 sec	21.00	47.50	85.00	116 25	140.00
10 sec	15.00	33.75	62.50	82.50	100.00

(*) 6 am-10 pm. Maximum 1/3 scheduled after 6 pm. Guaranteed times, extra 25%.

COLLIERVILLE

Shelby County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

W M S O
1966

Media Code 4 244 2080 0.00
Albert L. Crain, Box 447, Collierville, Tenn. 38017. Phones 901-853-8181, 9676.

STATION'S PROGRAMMING DESCRIPTION
WMSO: Modern country, MOR; network news, ent.

1. PERSONNEL
General Manager—Albert L. Crain.

2. REPRESENTATIVES
R. S. Crane Company, Inc.

3. FACILITIES
500 w.; 1590 kc.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——Rec'd 12/7/73.

6. SPOT ANNOUNCEMENTS

	1-26x	52x	104x	156x	260x	1000x
1 min	3.40	3.10	2.75	2.50	2.30	2.00
30 sec	2.70	2.50	2.20	2.00	1.85	1.75
10 sec	1.70	1.55	1.40	1.30	1.15	1.00

Submitted by Al Crain.

COLUMBIA (2 AM)

Maury County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

W K R M
1946

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 244 2100 6.00
Middle Tennessee Broadcasting Co., Inc., Box 113, 315 W. Seventh St., Columbia, Tenn. 38401. Phone 615.388-3630.

STATION'S PROGRAMMING DESCRIPTION
WKRM: Programmed for general interest.

1. PERSONNEL
Gen'l & Com'l Mgr.—R. M. McKay, Jr.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5-12:05 am. CST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
No. 10 Eff 11/1/70—Rec'd 10/12/70.

7. PACKAGE PLANS

PER WK:	1 ti	3 ti	10 ti	15 ti	20+
1 min	6.00	5.50	5.00	4.50	4.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

W M C P
1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 2170 9.00
Maury County Boosters Corp., Box 711, Columbia, Tenn. 38402. Phone 615-388-3241.

1. PERSONNEL
General Manager—T. Earl Williford.

3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 5:00 am-local sunset weekdays; 7:00 am-local sunset Sun. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

	1-26x	52x	104x	156x	260x	312x
1 min	6.00	5.50	5.00	4.50	4.00	3.50

30 sec/less: 75% of 1-min.

COOKEVILLE (2 AM; 2 FM)

Putnam County—Map Location G-4
See SRDS consumer market map and data at beginning of the State

W H U B
1940

NAB

Media Code 4 244 2240 0.00
WHUB Inc., 136 E. Spring St., Cookeville, Tenn. 38501. Phone 615-526-2131.

STATION'S PROGRAMMING DESCRIPTION
WHUB: Programmed for general interest.

1. PERSONNEL
General Manager—M. L. Medley.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 4:30 am-midnight. CST.

(This listing continued on next page)

Cookeville—WHUB—Continued

4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS and KBS.

TIME RATES
No. 9 Eff 7/1/75—Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

MON-SAT 6-10 AM & 3-7 PM:	1x	104x	312x	780x
1 min	4.00	3.75	3.60	3.45
30 sec	2.95	2.75	2.60	2.45

7. PACKAGE PLANS

ROS:	1x	104x	312x	780x
1 min	3.20	3.00	2.90	2.75
30 sec	2.35	2.20	2.05	1.95

Submitted by Stacey Mott.

WHUB-FM
1964

Media Code 4 244 2241 8.00
WHUB, Inc., 136 Spring St., Cookeville, Tenn. 38501. Phone 615-526-2131.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMUB-FM: for adults & young adults.

3. FACILITIES
ERP 1.500 w.; 92.3 mc.
Operating schedule: 4:30 am-midnight, CST.
Antenna ht.: 450 ft. above average terrain.

TIME RATES
No. 9 Eff 7/1/75—Rec'd 8/1/7.

6. SPOT ANNOUNCEMENTS

	1x	104x	312x	780x
1 min	2.10	2.00	1.95	1.90
30 sec	1.60	1.45	1.40	1.30

Submitted by Stacey Mott.

WPTN
1962

Media Code 4 244 2310 1.00
WPTN, Inc., Box 635, 230-1/2 E. Broad St., Cookeville, Tenn. 38501. Phone 615-526-7144.

1. PERSONNEL
Station Manager—Larry Nunn.
2. FACILITIES
250 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 6/1/71.

6. SPOT ANNOUNCEMENTS

EA:	1x	52x	(*)
1 min	3.70	2.90	2.30

(*) 157-365x.
30 sec, 1-100 x 2.25 30 sec, 100+ 1.75

WPTN-FM
1964

Media Code 4 244 2311 8.00
WPTN, Inc., Box 635, 230 1/2 E. Broad St., Cookeville, Tenn. 38501. Phone 615-526-7144.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 5 am-11 pm. CST.

TIME RATES

Rates are identical to WPTN. See that listing.

COPPERHILL
Polk County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WLSB
1958
Subscriber to the NAB Radio Code
Media Code 4 244 2380 4.00
Copper Basin Broadcasting Co., Inc., Box 477, 200-1/2 Ocoee, Copperhill, Tenn. 37317. Phone 496-3631.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert P. Schwab.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-10 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
No. 7 Eff 1/1/73—Rec'd 2/6/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	*100	†1000x
1 min	2.75	2.60	2.40	2.25	2.00	1.75
30 sec	2.10	1.95	1.80	1.65	1.40	1.20

(*) Per month.
(†) Per year.
Maximum contract, 52 wk.

COVINGTON (1 AM; 1 FM)
Tipton County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WKBL WKBL-FM
1954 1965
Subscriber to the NAB Radio Code
Media Code 4 244 2450 5.00
Tipton County Broadcasters, Box 299, Covington, Tenn. 38019. Phone 901-476-7129.

1. PERSONNEL
Owner-Manager—Bob Whiteley.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 6,000 w.; 93.5 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 165 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
PER YR:	1x	50x	200x	400x	700x	1000x
1 min	2.55	2.40	2.25	2.10	1.95	1.80
30 sec	2.15	2.00	1.85	1.70	1.55	1.40

COWAN
Franklin County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WZYX
1957

Media Code 4 244 2520 5.00
Gordon Broadcasting Company, Box 398, Cowan, Tenn. 37318. Phone 615-932-7471.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joe Brewer.
2. REPRESENTATIVES
Radio Time Sales/International.
Chicago—National Time Sales.
3. FACILITIES
1000 w. days; 1440 kc. Non-directional.
Operating schedule: 5:30-sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 7 Eff 9/1/68—Rec'd 9/10/68.

7. PACKAGE PLANS
WEEKLY SPOT PACKAGES
(1/3 5:30-10 am, 1/3 10 am-3 pm, 1/3 3 pm-sign-off)

PER WK, EA:	1 ti	10 ti	25+
1 min	3.00	2.75	2.50
30 sec	1.75	1.50	1.30

CROSSVILLE (2 AM; 1 FM)
Cumberland County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WAEW
1952
Subscriber to the NAB Radio Code
Media Code 4 244 2590 6.00
WAEW, Inc., Drawer W, La Frances Bldg., Crossville, Tenn. 38555. Phone 484-5115, 5116.

STATION'S PROGRAMMING DESCRIPTION
WAEW: Programmed to general audience.

1. PERSONNEL
General Manager—Fred (Warren) Dean, Jr.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 1/5/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	2.45	2.25	260 x	1.85	1.65
13 x	2.35	2.15	312 x	1.75	1.55
26 x	2.25	2.05	520 x	1.65	1.45
52 x	2.15	1.95	624 x	1.55	1.35
104 x	2.05	1.85	1040 x	1.45	1.25
156 x	1.95	1.75			

WAEW-FM
1967
Subscriber to the NAB Radio Code
Media Code 4 244 2610 4.00
WAEW, Inc., Drawer W, Stanley St., Crossville, Tenn. 38555. Phone 615-484-5115.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WAEW-FM: MUSIC: 98% top country.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 170 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES

Rates are identical to WAEW. See that listing.

WCSV
1965
Subscriber to the NAB Radio Code
Media Code 4 244 2625 2.00
WCSV, Inc., Box 591, Wells Rd., Crossville, Tenn. 38555. Phone 615-484-5168.

STATION'S PROGRAMMING DESCRIPTION
WCSV: modern country & top 40.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Mack Johnson.
2. REPRESENTATIVES
R. S. Crane Company, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/73—Rec'd 6/1/73.
AAA—Mon thru Sat 6:30-8:30 am, & 11:30 am-12:30 pm, fixed.
AA—Mon thru Sat 6-6:30 am, 8:30-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	(*)	1 min	(*)	1 min	(*)
1 x	6.00	5.00	4.00	3.00	2.50	1.95
52 x	5.00	4.00	3.00	2.50	2.20	1.80
312 x	4.00	3.00	2.75	2.00	2.00	1.65
936 x	3.00	2.00	2.00	1.65	1.70	1.40

(*) 30 sec or less.

7. PACKAGE PLANS
SATURATION PLAN—30 SECONDS OR LESS

PER WK:	Cost
20 ti (12AA, 8A)	33.00
30 ti (18AAA, 25AA, 4A)	43.50
60 ti (2AAA, 50AA, 8A)	81.00
120 ti (4AAA, 100AA, 16A)	156.00

LOW COST PLAN—CASH IN ADVANCE

PER WK, ROS:	Cost	PER WK, ROS:	Cost
20 ti	32.00	60 ti	78.00
30 ti	42.00	120 ti	150.00

10. SPECIAL FEATURES
Paul Harvey News—5-min 6.00, 15-min 14.00.
National and local news—5-min 4.00.

DAISY
Hamilton County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

See Soddy-Daisy

DAYTON
Rhea County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WDNT
1957
Subscriber to the NAB Radio Code
Media Code 4 244 2660 8.00
Norman A. Thomas dba Dayton Broadcasting Co. Box 290, Dayton, Tenn. 37321. Phone 775-2331.

1. PERSONNEL
Gen'l & Sta. Mgr.—Jack S. Pullin.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.

TIME RATES
Eff 9/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	260x	312x	364x
1 min	2.75	2.60	2.50	2.45	2.40	2.35	2.30	2.25
30 sec	2.25	2.10	2.00	1.95	1.90	1.85	1.80	1.75
			39x	66x	198x	156x	208+	
10/15 sec			1.40	1.35	1.30	1.25	1.20	

DICKSON (1 AM; 1 FM)
Dickson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDKN WDKN-FM
1955 1964
Subscriber to the NAB Radio Code
Media Code 4 244 2730 8.00
Dickson County Broadcasting Co., Inc., Box 329, College at Poplar St., Dickson, Tenn. 37055. Phone 615-446-4000.

STATION'S PROGRAMMING DESCRIPTION
WDKN: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—William A. Potts.
2. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w.; 102.3 mc.
Operating schedule: 5 am-11 pm. CST.
4. AGENCY COMMISSION
15/0. Bills payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 1/1/73—Rec'd 3/29/73.

6. SPOT ANNOUNCEMENTS

	*1 min	*30 sec	†10 sec
Ea	2.00	1.60	1.00

(*) Minimum 5 per day.
(†) Minimum 10 per day.
10. SPECIAL FEATURES
5-min news 2.50

DONELSON
Davidson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

See Nashville
(including Berry Hill, Donelson, Hendersonville, Madison)

DYERSBURG (2 AM; 1 FM)
Dyer County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WASL
(formerly WTRO-FM)
1968
RAB
Media Code 4 244 2765 6.00
McQueen & Co., Inc., Box 100, Dyersburg, Tenn. 38024. Phone 901-285-1330.
See affiliated AM station for additional information.
AM facilities: WTRO.

STATION'S PROGRAMMING DESCRIPTION
WASL: Country music.

3. FACILITIES
ERP 3,000 w.; 100.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 195 ft. above average terrain.
3. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES

Rates are identical to WTRO. See that listing.

WDSG
1946
Subscriber to the NAB Radio Code
Media Code 4 244 2800 1.00
State Gazette Broadcasting Co., Box 627, Dyersburg, Tenn. 38024. Phone 901-285-1294, 5.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert W. Ward.
2. REPRESENTATIVES
R. S. Crane Company, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:00 am-midnight. CST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Rates effective February 1, 1957. (Card B.)
Card received February 4, 1957.

6. SPOT ANNOUNCEMENTS

	1 min.	30 sec.		1 min.	30 sec.
1 time	3.50	3.25	156 times	2.25	2.00
13 times	3.25	3.00	260 times	2.00	1.75
26 times	3.00	2.75	312 times	1.75	1.50
52 times	2.75	2.50	360 or more times	1.50	1.25
104 times	2.50	2.25			

WTRO
1957
RAB
Media Code 4 244 2870 4.00
McQueen & Co., Inc., Box 100, Dyersburg, Tenn. 38024. Phone 901-285-1330.

STATION'S PROGRAMMING DESCRIPTION
WTRO: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Alvin Wood.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
500 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WASL.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	25 ti	50 ti	100 ti	200 ti
1 min	3.85	3.75	3.00	3.30	2.75
30 sec	3.25	2.85	2.75	2.00	2.25
10 sec	1.95	1.85	1.80	1.65	1.50

AM & FM combinable for frequency discount.

ELIZABETHTON (2 AM)

Carter County—Map Location M-4
See SRDS consumer market map and data at beginning of the State.

WBEJ
1946

Media Code 4 244 2940 5.00
WBEJ, Inc., Box 829, Elizabethton, Tenn. 37643 Phone 615-542-2184.
1. PERSONNEL
Station Manager—Mack Morriss.
2. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 10/1/74—Rec'd 1/27/75.
6. SPOT ANNOUNCEMENTS

	1095x	730x	365x
1 min	2.00	2.20	2.30
30 sec	1.65	1.75	1.90

7. PACKAGE PLANS
PROMOTION PACKAGE

WITHIN 30 DAYS, EA:	1 ti	30 ti	60 ti	90 ti
1 min	2.65	2.40	2.25	2.05
30 sec	2.20	2.00	1.85	1.70

WIDD
1964

Media Code 4 244 3010 6.00
Holston Broadcasting Corp., Box 429, 604-1/2 E. Elk Ave., Elizabethton, Tenn. 37643. Phone 615-543-3191.
1. PERSONNEL
Pres. & Gen'l Mgr.—J. H. Lewis.
2. FACILITIES
1,000 w. days; 1520 kc.
Operating schedule: Sunrise-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective ————.
Rates received October 30, 1964.
6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	2.85	156 ti	2.15
26 ti	2.65	260 ti	1.90
52 ti	2.40		

7. PACKAGE PLANS
(To be used in 30 days)

90 ti	1.50	30 ti	1.00
60 ti	1.75		

ENGLEWOOD

McMinn County—Map Location H-5
See SRDS consumer market map and data at beginning of State.

WENR
1967

Media Code 4 244 3050 2.00
Norman A. Thomas & Associates, Inc., Box 745, Athens, Tenn. 37303. Phone 615-887-7291.
1. PERSONNEL
President—Norman A. Thomas.
2. REPRESENTATIVES
David Carpenter Company, Inc.
3. FACILITIES
1,000 w.; 1090 kc.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network.

TIME RATES
Eff 4/1/71—Rec'd 5/14/71.
6. SPOT ANNOUNCEMENTS

	1x	52x	104-312x
1 min	2.40	2.35	2.30

Submitted by Sue Kean.

ERWIN (1 AM; 1 FM)

Unicoi County—Map Location L-4
See SRDS consumer market map and data at beginning of the State

WEMB
1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 3080 9.00
WEMB, Inc., Box 280, Erwin, Tenn. 37650. Phone 615-743-6123.
1. PERSONNEL
General Manager—J. E. True, Jr.
2. FACILITIES
5,000 w. days; 1426 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 7:00 am-local sunset Sun. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WXIS (FM).
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
Eff 8/15/73—Rec'd 4/1/74.
6. SPOT ANNOUNCEMENTS
1 min, flat 2.00 30 sec. flat 1.75

WXIS (FM)
1968

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 3115 3.00
WEMB, Inc., Asheville Hiway, S. Erwin, Tenn. 37650. Phone 615-743-6124.
See affiliated AM station for additional information.
AM facilities: WEMB.
STATION'S PROGRAMMING DESCRIPTION
WXIS (FM): stds. days, live country eves.
1. PERSONNEL
Manager—Daniel M. True.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 430 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Rates are identical to WEMB. See that listing.

ETOWAH

McMinn County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WCPH
1955

Subscriber to the NAB Radio Code
Media Code 4 244 3150 6.00
McMinn Broadcasters, Inc., Box L, 109 Ninth St., Etowah, Tenn. 37331. Phone 615-263-5585.
1. PERSONNEL
General Manager—John B. Blair.
2. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None, all rates net to stations.

TIME RATES
Eff 5/1/71—Rec'd 7/26/71.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	50 ti	100+
1 min	2.00	1.75	1.60
30 sec	1.50	1.25	1.00

FAYETTEVILLE (2 AM)

Lincoln County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WEKR
1948

NAB

Media Code 4 244 3220 1.00
James Porter Clark, Box M, Fayetteville, Tenn. 37334. Phone 615-433-3545.
1. PERSONNEL
General Manager—James Porter Clark.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:00 am-10:00 pm. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.

TIME RATES
No. 7 Eff 12/1/73—Rec'd 11/26/73.
6. SPOT ANNOUNCEMENTS

	1x	50x	100x	300x	600x	1200x
1 min	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	2.75	2.50	2.25	2.00	1.75	1.50
20 sec	2.00	1.85	1.70	1.60	1.40	1.25
10 sec	1.50	1.40	1.30	1.20	1.10	1.00

7. PACKAGE PLANS
SHORT TERM PLANS

	20 ti	40 ti	60 ti	150 ti
Per wk. rate	100x	300x	1200x	———
Per mo. rate	———	———	———	1200x

WIXC
1970

Modern Country Music

NAB

Media Code 4 244 3255 7.00
Lincoln County Broadcasters, Inc., Box 757, Eidad Rd., Fayetteville, Tenn. 37334. Phone 615-433-2537. Huntsville, Ala. Phone 205-536-7260.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bill Malone.
3. FACILITIES
1,000 w.; 1140 kc. Non-directional. Clear channel.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Eff ————Rec'd 10/26/73.
6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	25 ti	50 ti	75 ti	100 ti
1 min	2.90	2.80	2.70	2.60	2.50
30 sec	2.30	2.15	1.90	1.70	1.50
10 sec	1.50	1.35	1.20	1.10	1.00

7. PACKAGE PLANS
Weekly Volume—$5 30-sec spots, within 1 week 50.00 DISCOUNT
52 wk—10%

FRANKLIN (2 AM; 1 FM)

Williamson County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WAGG
1953

RAB

Media Code 4 244 3290 4.00
Williamson County Broadcasting Co., Inc., Mallory Rd., Franklin, Tenn. 37064. Phone 615-794-1594.
STATION'S PROGRAMMING DESCRIPTION
WAGG: Modern & Classic Country Music.
1. PERSONNEL
Pres. & Gen'l Mgr.—Wm. B. Ormes.
3. FACILITIES
1,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/70 Rec'd 2/17/70.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	15 sec	10 sec
1 x	4.72	3.54	3.07	2.72	2.36
25 x	4.25	3.19	2.77	2.45	2.13
50 x	3.78	2.83	2.46	2.18	1.89
100 x	3.30	2.48	2.15	1.90	1.65
250 x	2.83	2.13	1.84	1.63	1.42
500 x	2.36	1.77	1.54	1.36	1.18

WIZO
1969

Media Code 4 244 3395 1.00
Harpeth Valley Broadcasting Co., Inc., Box 1380, Franklin, Tenn. 37064. Phone 615-794-4103.
STATION'S PROGRAMMING DESCRIPTION
WIZO: Programming modern C & W.
1. PERSONNEL
General Manager—James H. Hayes.
3. FACILITIES
1,000 w.; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 3/31/75.
6. SPOT ANNOUNCEMENTS

	1000x	500x	250x	100x	50x	1x
1 min	2.25	2.40	2.55	2.75	2.90	3.05
30 sec	1.80	1.90	2.05	2.20	2.30	2.45
10/20 sec	1.60	1.70	1.80	1.90	2.05	2.15

WIZO-FM
1961

Media Code 4 244 3396 9.00
Harpeth Valley Broadcasting Co., Inc., Box 1380, Franklin, Tenn. 37064. Phone 615-794-4103.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WIZO-FM: past & recent hits integrated.
3. FACILITIES
ERP 2,500 w.; 100.1 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 320 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 3/31/75.
6. SPOT ANNOUNCEMENTS

	1000x	500x	250x	100x	50x	1x
1 min	2.05	2.20	2.35	2.50	2.65	2.80
30 sec	1.65	1.75	1.80	2.00	2.10	2.25
10/20 sec	1.45	1.55	1.65	1.75	1.85	1.95

GALLATIN (2 AM; 1 FM)

Sumner County—Map Location F-4
See SRDS consumer market map and data at beginning of the State

WAMG
1966

Subscriber to the NAB Radio Code
Media Code 4 244 3430 6.00
Southern Broadcasters, Inc., Box 521, Gallatin, Tenn. 37066 Phone 615-452-3456.
STATION'S PROGRAMMING DESCRIPTION
WAMG MUSIC: modern country & western.
1. PERSONNEL
General Manager—Bob Perry.
3. FACILITIES
250 w.; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 11/74—Rec'd 9/30/74.
6. SPOT ANNOUNCEMENTS

	1x	51x	100+
1 min	2.50	2.35	2.20
30 sec	2.25	2.10	1.95
15 sec	1.45	1.35	1.25

WHIN
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 3570 9.00
Sumner County Broadcasting Co., Hwy. 109, N. Rt 1, Gallatin, Tenn. 37066. Phone 615-452-4747.
1. PERSONNEL
General Manager—William D. Buntin.
3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 10/2/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	51 ti	101+
1 min	3.00	2.88	2.76
30 sec	2.64	2.53	2.41

10 sec: Per spot 1.65.

WHIN-FM
1960

NAB

Media Code 4 244 3571 7.00
Sumner County Broadcasting Co., Inc., Hwy 109, Gallatin, Tenn. 37066. Phones 615-452-4747, Nashville 615-244-2269.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WHIN-FM: Standards & MOR.
3. FACILITIES
ERP 50,000 w.; 1010 kc. Non-directional. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 1050 ft. above average terrain.

TIME RATES
Eff 9/1/74—Rec'd 10/2/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	51 ti	101+
1 min	3.11	2.88	2.64
30 sec	2.76	2.53	2.41

10 sec: Per spot 1.82.

GREENEVILLE (2 AM; 1 FM)

Greene County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WGRV
1947

NAB RAB

Media Code 4 244 3640 6.00
Radio Greeneville, Inc., Box 243, Greeneville, Tenn. 37743. Phone 615-638-4147.
1. PERSONNEL
Pres & Gen'l Mgr.—Paul O. Metcalfe.
2. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WOFM (FM).
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Eff 11/1/74—Rec'd 9/27/74.
Prime—6-8 am, noon-1 pm & 4-6 pm.
A—8-9 am, 11 am-noon, 3-4 pm & 6-7 pm.
B—5-6 am, 9-11 am, 1-3 pm & 7-8 pm.
C—8 pm-midnight.
6. SPOT ANNOUNCEMENTS

	1x	52x	130x	260x	312x	624x	936x	1248x
PRIME								
1 min	3.35	3.30	3.25	3.20	3.15	3.10	3.05	3.00
30 sec	2.45	2.40	2.35	2.30	2.25	2.20	2.15	2.10
10 sec	1.55	1.50	1.45	1.40	1.35	1.30	1.25	1.20
CLASS A								
1 min	3.05	3.00	2.95	2.90	2.85	2.80	2.75	2.70
30 sec	2.15	2.10	2.05	2.00	1.95	1.90	1.85	1.80
10 sec	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00
CLASS B								
1 min	2.45	2.40	2.35	2.30	2.25	2.20	2.15	2.10
30 sec	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40
10 sec	1.15	1.10	1.05	1.00	.95	.90	.85	.80
CLASS C								
1 min	1.95	1.90	1.85	1.80	1.75	1.70	1.65	1.60
30 sec	1.35	1.30	1.25	1.20	1.15	1.10	1.05	1.00
10 sec	.95	.90	.85	.80	.75	.70	.65	.60

WOFM (FM)
1956

RAB

Media Code 4 244 3710 1.00
Radio Greeneville, Inc., Box 243, Greeneville, Tenn. 37743. Phone 615-639-1831. TWX 639-1831.
See affiliated AM station for additional information.
AM facilities: WGRV.
3. FACILITIES
ERP 26,500 w.; 94.9 mc
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 245 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 7 Eff 9/1/74—Rec'd 8/5/74.
6. SPOT ANNOUNCEMENTS

	1x	52x	130x	260x	312x	624x	936x	1248x
1 min	2.30	2.20	2.10	2.00	1.90	1.80	1.70	1.60
30 sec	1.95	1.85	1.75	1.65	1.55	1.45	1.35	1.25
10 sec	1.50	1.40	1.30	1.20	1.10	1.00	.90	.80

WSMG
1961

Subscriber to the NAB Radio Code
Media Code 4 244 3780 4.00
Burley Broadcasters Inc., Box 737, Kingsley Ave., Greenville, Tenn. 37743. Phone 615-638-3188.
1. PERSONNEL
General Manager—Kenney Dearstone.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.

(This listing continued on next page)

Greeneville—W S M G—Continued

4. AGENCY COMMISSION
Net to station: monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 7/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

PER YR:	300x	600x	900x	1200x	1500x
1 min	3.60	3.30	3.00	2.70	2.40
30 sec	2.40	2.20	1.95	1.80	1.60
10 sec	1.70	1.55	1.45	1.25	1.15

7. PACKAGE PLANS

PER WK, ROS:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	36.00	82.50	150.00	202.50	240.00
30 sec	24.00	55.00	97.50	135.00	160.00
10 sec	17.00	38.75	72.50	93.75	115.00

Spots HOS 6 am-midnight. After 6 pm 1/3 schedule only. Guaranteed times, extra 25%.

HARRIMAN

Roane County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WHBT
1947
Subscriber to the NAB Radio Code
Media Code 4 244 3850 5.00
Folkways Broadcasting Co., Inc., Box 221, Harriman, Tenn. 37748. Phone 615-882-1600.

1. PERSONNEL
Pres. & Gen'l Mgr.—Kenneth J. Crosthwait
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
5,000 w. days; 1600 kc. Non-directional
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 net charges for time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 11/30/74—Rec'd 2/13/75.

6. SPOT ANNOUNCEMENTS
GUARANTEED

PER YR:	Open	312x	624x	1248x	1872x	2496x
1 min	3.05	2.75	2.60	2.30	2.05	1.65
30 sec	2.50	2.20	2.05	1.85	1.55	1.25

7. PACKAGE PLANS

30 DAY PLAN:	100 ti	200 ti	400 ti
1 min	2.60	2.30	2.00
30 sec	2.05	1.85	1.50

WEEKLY PLAN:	1 ti	30 ti	40 ti	60 ti	100+
1 min	3.05	2.75	2.60	2.30	2.05
30 sec	2.50	2.20	2.05	1.85	1.55

SPECIAL WEEKEND PLAN—SAT AND/OR SUN

	20 ti	40 ti	60 ti
1 min	54.00	90.00	105.00
30 sec	43.40	72.30	81.00

10. SPECIAL FEATURES

BEFORE/AFTER NEWSCASTS:	1x	312x	624x	1248x
1 min	4.50	4.20	3.90	3.60
30 sec	3.95	3.65	3.35	3.05

HARTSVILLE

Trousdale County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WJKM
1966
Media Code 4 244 3880 2.00
Hartsville Broadcasting Corp., Marlene St., Hartsville, Tenn. 37074. Phone 615-374-2111.

1. PERSONNEL
Pres., Sta. & Sales Mgr.—Chester J. Davis.
3. FACILITIES
250 w.; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS

	1x	5x	10x	15x	20x
1 min	2.60	2.60	2.50	2.45	2.35
30 sec	2.60	2.50	2.35	2.25	2.15
	30x	52x	90x	180x	364+
1 min	2.25	2.20	2.15	2.05	1.95
30 sec	2.05	2.00	1.95	1.85	1.75

7. PACKAGE PLANS

	10x	15x	20x	25x	30x	40x	50x	70x	100x
1 min	2.35	2.25	2.20	2.15	2.10	2.05	2.00	1.95	1.85
30 sec	2.15	2.05	2.00	1.95	1.90	1.85	1.80	1.75	1.65

Minimum of 10 spots daily.
Christmas & New Year's Greeting pkg: 12 1-min spots 29.40.

10. SPECIAL FEATURES

	At :60			At :30		
NEWS:	91x	182x	364x	91x	182x	364x
5 min	6.00	5.50	5.00	5.00	4.50	4.00

Incl 1 1-min & 1 30-sec spot.

HENDERSON

Chester County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WHHM
1967
Media Code 4 244 3900 8.00
Chester County Broadcasting Co., Inc., Box 203, 103 Main St., Henderson, Tenn. 38340. Phone 901-989-4181.

STATION'S PROGRAMMING DESCRIPTION
WHHM: Country & Western programming.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don Fenimore.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w., 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates are net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 6/1/74—Rec'd 5/23/74.

6. SPOT ANNOUNCEMENTS

	1-30	60x	100x
Ea	3.50	3.30	2.75

HENDERSONVILLE

Sumner County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Nashville (including Berry Hill, Donelson, Hendersonville, Madison)

HOHENWALD

Lewis County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WMLR
1970
Subscriber to the NAB Radio Code
Media Code 4 244 3915 6.00
Lewis County Broadcasting Co., Box 1540, Hohenwald, Tenn. 38462. Phone 615-796-2257.

STATION'S PROGRAMMING DESCRIPTION
WMLR: Country/western, AM: MOR & popular, PM.

1. PERSONNEL
Manager—R. B. Lane.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/73—Rec'd 11/8/73.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x	1000x
1 min	2.00	1.90	1.80	1.75	1.70	1.85
30 sec	1.55	1.50	1.40	1.35	1.30	1.25
10/20 sec	1.25	1.15	1.05	1.00	.95	.90

HUMBOLDT (2 AM; 1 FM)

Gibson County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WHMT
1972
NAB RAB
Media Code 4 244 3917 2.00
Communications Associates, Inc., Box 1190, Humboldt, Tenn. 38343. Phone 901-784-1190.

STATION'S PROGRAMMING DESCRIPTION
WHMT: Country.

1. PERSONNEL
General Manager—Darrell Boyd.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
500 w.; 1190 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/73—Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS

	—10 sec—			—30 sec—			—1 min—		
YR:	50x	100x	250x	500x	500+	250x	500x	500+
Ea	1.50	1.00	1.75	1.65	1.55	2.15	2.05	1.95

WIRJ
1949
NAB
Subscriber to the NAB Radio Code
Media Code 4 244 3920 6.00
Gibson County Broadcasting Co., 2606 East End Dr., Humboldt, Tenn. 38343. Phone 901-784-1740.

1. PERSONNEL
General Manager—James Welch.
2. REPRESENTATIVES
R. S. Crane Company, Inc.
3. FACILITIES
250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Contemporary Network.
Member: Farm Radio Network.

TIME RATES
Eff 12/1/70—Rec'd 11/13/70.

6. SPOT ANNOUNCEMENTS

	(*)	1 min			(*)	1 min
1 x	2.75	4.70	260	x	2.30	2.85
26 x	3.40	4.25	312	x	2.10	2.60
52 x	3.10	3.85	520	x	1.90	2.85
104 x	2.80	3.50	780	x	1.70	2.15
156 x	2.50	3.15	1000	x	1.55	1.95

(*) 30 sec/less.

WIRJ-FM
1964
NAB
Subscriber to the NAB Radio Code
Media Code 4 244 3921 4.00
Gibson County Broadcasting Co., Inc., Box 255, 2606 East End Dr., Humboldt Tenn. 38343. Phone 901-784-1740.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2.830 w.; 102.3 mc.
Operating schedule: 3:00 am-11:00 pm. CST.
Antenna ht.: 251 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Schedules combinable with WIRJ for frequency discounts.

TIME RATES
Eff 12/1/70—Rec'd 11/13/70.

6. SPOT ANNOUNCEMENTS

	(*)	1 min			(*)	1 min
1 x	2.80	3.50	260	x	1.70	2.15
26 x	2.55	3.20	312	x	1.55	1.95
52 x	2.30	2.90	520	x	1.40	1.75
104 x	2.10	2.65	780	x	1.30	1.60
156 x	1.90	2.40	1000	x	1.15	1.45

(*) 30 sec/less.

JACKSON (3 AM; 1 FM)

Madison County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WDXI
1948
NAB RAB
Media Code 4 244 3990 6.00
Community Service Broadcasting, Inc., Box 489, Radio Park, Jackson, Tenn. 38301. Phone 901-427-9611.

STATION'S PROGRAMMING DESCRIPTION
WDXI: Programmed for adults 18-49.
MUSIC: gospel 5-5:30 am; modern country 5:30 am-10 pm; R & B 10 pm-2 am. NEWS: at :55 plus :25 in drivetimes. News director. FARM: throughout day. SPORTS: updates all day. Play-by-play area high school & college football & basketball. Contact Representative for further details. Rec'd 7/11/75.

1. PERSONNEL
Vice-President—Jim Glassman.
General Manager—Chuck Larsen.
Sales Manager—Frank Hickman.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1310 kc.
Directional—nighttime only.
Operating schedule: 5-2 am. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 75A—Eff 8/75—Rec'd 7/7/75.

7. PACKAGE PLANS
TAP

YR:	1x	100x	250x	500x	750x	1000x	1500x
MO:	.....	25 ti	50 ti	75 ti	100 ti	200 ti	300 ti
WK:	.....	.....	.....	25 ti	50 ti	75 ti	100 ti
1 min	10.30	8.80	8.10	7.70	7.35	7.00	6.60
30 sec	7.70	6.25	5.90	5.50	5.15	4.80	4.40

Specified, extra 20%.
SOUL PATROL—10 PM-2 AM

1 min	7.70	6.25	5.50	5.15	4.80	4.40	4.00
30 sec	6.60	5.15	4.40	4.00	3.70	3.30	2.95

10. SPECIAL FEATURES
Farm adjacencies—1x TAP rate.
Submitted by Jim Glassman.

WJAK
1955
NAB
Media Code 4 244 4060 0.00
Jackson Broadcasting Enterprises, Inc., 410 Airways Blvd., Jackson, Tenn. 38301. Phone 901-424-1400.

STATION'S PROGRAMMING DESCRIPTION
WJAK: Programmed for audience 18-49.
MUSIC: adult contemporary, 50% current hits, 50% oldies. NEWS: AP, 5 min at :25. SPORTS: 5 min at 7:50, 8:55 am, 12:25 & 5:20 pm M-F. Sat 2-5 pm personality music show. Sun 7 am-noon black religious gospel music & programs. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert Blow, Jr.
Vice-Pres., Sta. & Sales Mgr.—Chuck Dolejs, Jr.
Program Manager—Joe Case.
2. REPRESENTATIVES
Dora-Clayton Agency, Inc.
3. FACILITIES
1,000 w.; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 46, 47c, 49, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 6/30/75.
AAA—Mon thru Sat 6-9 am & 3-6 pm.
AA—9 am-3 pm & 6 pm-sign-off; Sunday all day.

6. SPOT ANNOUNCEMENTS
1 MINUTE

YR:	1x	100x	250x	500x	750x	1000x	1500x
MO:	.....	25 ti	50 ti	75 ti	100 ti	200 ti	300 ti
WK:	.....	.....	.....	25 ti	50 ti	75 ti	100 ti
AAA	6.85	5.75	5.60	5.40	5.20	5.00	4.85
AA.	5.20	4.15	3.95	3.80	3.60	3.40	3.25

30 SECONDS

AAA	4.25	4.15	4.05	3.80	3.70	3.60	3.50
AA.	3.60	3.50	3.40	3.15	3.05	2.90	2.75

7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA

YR:	1x	100x	250x	500x	750x	1000x	1500x
MO:	.....	25 ti	50 ti	75 ti	100 ti	200 ti	300 ti
WK:	.....	.....	.....	25 ti	50 ti	75 ti	100 ti
1 min	6.00	4.95	4.80	4.60	4.40	4.20	4.05
30 sec	3.90	3.80	3.70	3.45	3.35	3.25	3.10

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	75	40	25	10

DISCOUNT
13 x—10% 52 x—20%
Edited by Chuck Dolejs.

WTJS
1931
NAB
Subscriber to the NAB Radio Code
Media Code 4 244 4130 1.00
Radio Station WTJS, Inc., Box 1119, 255 W. Lafayette St., Jackson, Tenn. 38301. Phone 901-427-3316.

STATION'S PROGRAMMING DESCRIPTION
WTJS: Programmed for general interest.
AIR PERSONALITIES handle all segments. NEWS: 5 min local news at :60, network at :30. SPORTS: shorts at :15. Weather news at :45. Farm news at 5:40 & 11:40 am daily. Play-by-play of Major league baseball, high school & college football, games of 3 schools, high school & college basketball, All Star Game & World Series. Local News Staff, mobile studio, AP news. Rec'd 7/1/74.

1. PERSONNEL
Gen'l Mgr. & Nat'l Reg. Sales—Jim Hoppert.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1290 kc.
Directional—night only.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 26, 28a, 28c, 29a, 32a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 601, 61a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/18/73—Rec'd 10/23/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec			1 min	30 sec
1 x	6.00	4.80	260	x	4.00	3.20
26 x	5.50	4.40	312	x	3.75	3.00
52 x	5.00	4.00	520	x	3.50	2.80
104 x	4.50	3.60	780	x	3.25	2.60
156 x	4.25	3.40	1000	x	3.00	2.40

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	80.00	40.00	30.00	22.50	15.00
26 x	75.00	37.50	20.00	17.50	13.50
52 x	50.00	25.00	15.00	12.50	11.50
104 x	40.00	20.00	12.50	11.50	10.50
260 x	32.00	16.00	10.50	9.00	6.00

WTJS-FM
1947
NAB
Subscriber to the NAB Radio Code
Media Code 4 244 4131 0.00
Radio Station WTJS, Inc., Box 1119, 225 W. Lafayette St., Jackson, Tenn. 38301. Phone 901-427-3316.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTJS-FM: MUSIC: rock. AIR PERSONALITIES handle all segments. NEWS & weather: at :15 & :45. Local news staff, mobile studio, AP news. SPORTS: University & Southeastern Conference. Rec'd 7/1/74.

3. FACILITIES
ERP 50,000 w.; 104.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 640 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 10/18/73—Rec'd 10/23/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec			1 min	30 sec
1 x	3.90	3.10	260	x	2.60	2.10
26 x	3.55	2.85	312	x	2.45	1.95
52 x	3.25	2.60	520	x	2.25	1.80
104 x	2.90	2.30	780	x	2.10	1.65
156 x	2.75	2.20	1000	x	1.95	1.55

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	52.00	26.00	19.50	14.65	9.75
26 x	48.75	24.40	13.00	11.35	8.75
52 x	32.50	16.50	9.75	8.15	7.45
104 x	26.00	13.00	8.15	7.45	6.85
260 x	20.80	10.40	6.85	5.85	3.90

JAMESTOWN (2 AM; 1 FM)

Fentress County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WCLC
1957

Subscriber to the NAB Radio Code
Media Code 4 244 4200 2.00
Jamestown Broadcasting Co., Inc., Box 130, White Oak Rd., Jamestown, Tenn. 38557. Phone 615-879-8188.

1. PERSONNEL
General Manager—Howard Ray Cravens.
2. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. EST.
4. AGENCY COMMISSION
None; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective September 1, 1959. (Card No. 2.)
Card received November 20, 1959.
Rev. rates rec'd November 7, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
5 or less times	25.00	12.75	7.00	4.00	2.00
6-10 times	20.00	10.00	5.00	3.00	2.00
11-24 times	20.00	10.00	5.00	3.00	1.50
24 or more times	20.00	10.00	5.00	2.00	1.25

WDEB — WDEB-FM
1968 — 1966

Media Code 4 244 4235 6.00
Surber Broadcasting, Inc., Box 69, Hwy. 52 W., Jamestown, Tenn. 38556. Phones 615-879-8164, 8165.

1. PERSONNEL
Pres. & Gen'l Mgr.—N. A. (Turk) Baz.
3. FACILITIES
1,000 w., 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 1,200 W. (horiz.), 1,200 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 350 ft. above average terrain.
Simulcast: Sunrise-local sunset.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 6/13/75.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	75x
1 min	2.25	2.00	1.75	1.40
30 sec	1.50	1.35	1.20	1.00
15 sec	1.00	.90	.80	.65

7. PACKAGE PLANS

Pkg 1—36 1-min/7 days	45.00
Pkg 2—100 1-min/30 days	125.00
Pkg 3—36 30-sec/7 days	35.00
Pkg 4—100 30-sec/30 days	87.50

Edited by N. A. (Turk) Baz.

JEFFERSON CITY

Jefferson County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WJFC
1961

Media Code 4 244 4270 5.00
Jefferson County Broadcasting Co., Inc., Box 271, Dandridge Hwy., Jefferson City, Tenn. 37760. Phone 615-475-2825.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Wayne Roberts.
3. FACILITIES
500 w. days; 1480 kc. Non-directional.
Operating schedule: 4 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 9/1/74—Rec'd 12/5/74.

6. SPOT ANNOUNCEMENTS

	Per wk				Per mo			
ROS:	100 ti	50 ti	30 ti	15 ti	6 ti	100 ti	60 ti	30 ti
1 min	2.00	2.30	2.65	3.15	3.60	2.50	2.35	2.30
30 sec	1.65	1.75	2.00	2.50	3.00	1.75	2.20	2.65
10 sec	1.30	1.60	1.70	2.20	2.50	1.50	2.00	2.30

	Per yr 1200x	600x	300x
1 min	1.85	2.40	2.85
30 sec	1.50	1.95	2.25
10 sec	1.25	1.50	1.90

Specified times, extra 20%.

JOHNSON CITY (2 AM; 1 FM)

Plus 1 paid duplicate listing.
Washington County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WETB
1947

Media Code 4 244 4340 6.00
WETB, Box 1716, South Roan St., Johnson City, Tenn. 37601. Phone 615-928-7131.
Studio: RFD, Johnson City, Tenn. 37602.

1. PERSONNEL
President—Carl A. Jones.
Manager—Arthur Kelsey.
Program Manager—Don Gibson.
2. REPRESENTATIVES
South—Southern Spot Sales, Inc.
3. FACILITIES
1000 w. days; 790 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b 21a, 21b, 21d, 22a, 23a, 24c, 25a, 26, 28c, 29a, 30.
Contracts: 40a, 44a, 44b, 45, 46, 47a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60g, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 72, 72a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Rates effective January 1, 1961.
Rates received November 21, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	5 min.	1 min.
Flat	30.00	16.00	10.00	6.00

WEEKLY ANNOUNCEMENTS

Per week:			
5 times	30.00	20 times	90.00
10 times	55.00	30 times	120.00
15 times	75.00		

30 seconds—75% of applicable minute rate.
10 seconds—50% of applicable minute rate.

DISCOUNTS
26 weeks 5% 52 weeks 10%

10. SPECIAL FEATURES
5 MINUTE NEWSCAST PACKAGE
Per week: 5 times 6.00
3 times 9.00

WJCW
1958

Subscriber to the NAB Radio Code
Media Code 4 244 4410 7.00
Tri-Cities Broadcasting, Inc., Box W, Princeton Rd., Johnson City, Tenn. 37601. Phone 615-926-6167.

STATION'S PROGRAMMING DESCRIPTION
WJCW: Programmed for young adults and adults. MUSIC: country & western. Emphasis on local & national news. Farm Reports. Special features. SPORTS: high school & college football & basketball, professional football, NASCAR races. Contact Representative for further details. Rec'd 7/3/75.

1. PERSONNEL
President—James C. Wilson.
Vice-Pres. & Gen'l Mgr.—Rocky Stone.
Vice-Pres. & Operations Mgr.—Edward Bryant.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
David Carpenter Company.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 610 kc.
Directional—nighttime only.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28b, 28c, 29a, 30, 33b.
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WQUT (FM).
Affiliated with CBS.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
No. 11 Eff 6/1/74—Rec'd 7/11/74.

6. SPOT ANNOUNCEMENTS

PER MO. GUARANTEED	1 ti	31 ti	81+
1 min	6.50	6.00	5.50
30 sec	5.00	4.50	4.00

7. PACKAGE PLANS

	*Per mo			Per yr
ROS:	1 ti	31 ti	81+	1000x
1 min	5.00	4.75	4.50	4.00
30 sec	3.75	3.50	3.25	3.00

(*) 10 sec. 2.00, no minimum.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	5 min	3 min
1 x	60	40	20	16
13 x	54	34	14	10
52+	50	30	10	6

WJSO
1958
JONESBORO

(This is a paid duplicate of the listing appearing under Jonesboro, Tenn.).
Media Code 4 244 4480 6.00
Thomas Enterprises, Inc., Box 5128, Johnson City, Tenn. 37601. Phone 615-926-5121.

STATION'S PROGRAMMING DESCRIPTION
WJSO: Programmed for adults and young adults. MUSIC: contemporary. NEWS: at :20 and :40, national, international & local. 4 mobile units available. SPORTS: with news. Remotes scheduled periodically. Regular weather and temperature checks throughout day. Constant listener promotions and features. Contact Representative for further details. Rec'd 2/22/74.

1. PERSONNEL
President—Norman A. Thomas.
Exec. Vice-President—Norman A. Thomas, Jr.
Program Director—Don Dale.
2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast—Media Sales/South.
3. FACILITIES
5,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 24c, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.

TIME RATES
Eff 4/1/71—Rec'd 5/17/71.

6. SPOT ANNOUNCEMENTS

	1-52x	104x	156x	260x	312x
1 min	12.50	12.00	11.00	10.00	9.00
30 sec	10.00	9.60	8.80	8.00	7.20
ID's	6.25	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

PLANS, PER WK:	6	12	18	24
1 min	8.50	7.50	6.50	6.00

DISCOUNT
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	90	54	36	24

DISCOUNT
13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—35%
(D)

WQUT (FM)
1948

RAB

Media Code 4 244 4460 2.00
Tri-Cities Broadcasting, Inc., Box W, Johnson City, Tenn. 37601. Phone 615-926-6167.
Studio: Princeton Rd., Johnson City, Tenn. 37601.
See affiliated AM station for additional information.
AM facilities: WJCW.

STATION'S PROGRAMMING DESCRIPTION
WQUT (FM): Programmed for young adults.
MUSIC: Progressive rock beginning at 6 am-12M.
Contact Representative for further details. Rec'd 11/26/72.

1. PERSONNEL
General Manager—Rocky Stone.
3. FACILITIES
ERP 100,000 w.; 101.5 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 1,500 ft. above average terrain.
4. AGENCY COMMISSION
None· all rates net to station.

TIME RATES
No. 5 Eff 6/1/74—Rec'd 7/11/74.

7. PACKAGE PLANS

	*Per mo				Per yr	
	30 ti	50 ti	60 ti	100 ti	500x	1000x
30 sec	4.50	4.00	3.50	3.00	3.00	2.50

(*) 10 sec. 2.00, no minimum.

10. SPECIAL FEATURES
2-min news/sports 5.00

JONESBORO

Washington County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WJSO
1958

Media Code 4 244 4480 6.00
Thomas Enterprises, Inc., Box 5128, Johnson City, Tenn. 37601. Phone 615-926-5121.

STATION'S PROGRAMMING DESCRIPTION
WJSO: Programmed for adults and young adults. MUSIC: contemporary. NEWS: at :20 and :40, national, international & local. 4 mobile units available. SPORTS: with news. Remotes scheduled periodically. Regular weather and temperature checks throughout day. Constant listener promotions and features. Contact Representative for further details. Rec'd 2/22/74.

1. PERSONNEL
President—Norman A. Thomas.
Exec. Vice-President—Norman A. Thomas, Jr.
Program Director—Don Dale.
2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast—Media Sales/South.
3. FACILITIES
5,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 24c, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod Services: 80, 81, 82.
Affiliated with The Rep Network.

TIME RATES
Eff 4/1/71—Rec'd 5/17/71.

6. SPOT ANNOUNCEMENTS

	1-52x	104x	156x	260x	312x
1 min	12.50	12.00	11.00	10.00	9.00
30 sec	10.00	9.60	8.80	8.00	7.20
ID's	6.25	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

PLANS, PER WK:	6	12	18	24
1 min	8.50	7.50	6.50	6.00

DISCOUNT
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	90	54	36	24

DISCOUNT
13x—5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—35%
(D)

KINGSPORT (3 AM; 1 FM)

Sullivan County—Map Location M-2
See SRDS consumer market map and data at beginning of the State.

WGOC
1967

J. T. Parker Broadcasting Corporation
Media Code 4 244 4530 2.00
J. T. Parker Broadcasting Corp., Box 1369, Kingsport, Tenn. 37662. Phone 615-247-7131.

STATION'S PROGRAMMING DESCRIPTION
WGOC: Programmed for adults and family.
MUSIC: modern Nashville country. NEWS: at :00. News, 3 5-min sportcasts per day. 1 remote mobile van, 1 mobile traffic report unit. UPI news, weather direct from airport weather station. Time & temperature checks & civic news. Farm reports, pick hit & album of week. Sun AM modern Nashville gospel sound. All commercials produced before airing. Nascar racing & state walking horse show events. Contact Representative for further details. Rec'd 6/28/72.

1. PERSONNEL
President—J. T. Parker, Jr.
General Manager—Phil Roberts.
Station Manager—Ray Buckles.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w.; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20a, 21b, 21c, 22a, 22b, 23b, 24c, 25a, 28c, 33d.
Contracts: 40a, 42a, 42c, 43, 45, 47, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 62b, 62d.
Cancellation: 70a, 70c, 71b, 72, 72a.
Prod Services: 80, 82.

TIME RATES
No. 5 Eff 1/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	51x	101+
1 min	4.20	3.90	3.65
30 sec	2.85	2.50	2.25

15 sec: Minimum 75+ 1.90.

6. PROGRAM TIME RATES

	1/4 hr	1/2 hr
Ea	28.50	45.00

WKIN
1951

Media Code 4 244 4550 6.00
WKIN, Inc., E. Market and Wexler Sts., Kingsport, Tenn. 37660. Phone 615-246-5131.

STATION'S PROGRAMMING DESCRIPTION
WKIN: Programmed for adults and young adults. MUSIC: top 40. NEWS: AP with local news department. Contact Representative for further details. Rec'd 4/8/74.

1. PERSONNEL
Station Manager—Ken Maness.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 9-A Eff——Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	8.50	8.00	7.50	7.00
30 sec	7.00	6.50	6.00	5.50

ID's: 50% of 1-min.

WKPT and WKPT-FM
1940 — 1948

NBC — ABC-FM

Subscriber to the NAB Radio Code
Sold in Combination Only: Programmed Separately.
Media Code 4 244 4620 1.00
Holston Valley Broadcasting Corp., 222 Commerce St., Kingsport, Tenn. 37660. Phone 615-245-4161.

STATION'S PROGRAMMING DESCRIPTION
WKPT: MUSIC: 5 am-7 pm MOR, standard & current music programmed for adults & family; 7 pm-12M rock programmed for young adults & teens. NEWS: 3 man local news staff, 4 mobile units. Network at :00, expanded local news 8 times daily; AP & Weather Wire. Editorials daily. AIR PERSONALITIES handle all segments. SPORTS: Live local high school football & basketball 3 nights weekly. U football. Contact Representative for further details. Rec'd 11/6/72.
WKPT-FM: Special country personality program 6-10 am featuring agriculture & tobacco reports & regular news. 10 am-12M modern MOR, half vocal, half instrumental, selections. NEWS: 3 man local news staff, 4 mobile units, network at :15, headlines at :45; expanded local news 7 times daily. AP & Weather Wire; Editorials daily. SPORTS: live high school football, basketball, baseball average 2 nights weekly. Also U football & basketball. Contact Representative for further details. Rec'd 11/6/72.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Robert I. Ratcliff.
Vice-Pres. & Sta. Mgr.—Phil J. Weaver.
Vice-Pres./Operations—George E. DeVault, Jr.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.

(This listing continued on next page)

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 45,000 w.; 98.5 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 970 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10g, 11g, 14g.
Basic Rates: 20b, 21a, 22a, 25c, 26, 29b.
Contracts: 40a, 40c, 42a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 82.
Affiliated with NBC.
Affiliated with American FM Network.
Affiliated with ATA Radio Network.

TIME RATES
WKPT and WKIT-FM COMBINATION
Eff 7/1/72—Rec'd 6/5/72.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	12.65	11.50	10.95	10.35	9.80

30 sec or less: 80% of 1-min.
10 sec or less: 50% of 1-min.
8. PROGRAM TIME RATES
5 min: 1-1/2x 1-min.

KNOXVILLE (9 AM; 3 FM)

Plus 1 paid duplicate.
Knox County—Map Location J-4
See SRDS consumer market map and data at beginning of the State

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	27	22	27	18
B	24	22	24	14
C	22	17	22	13
D	21	15	21	12
AVERAGE	24	19	24	14

WBIR
1941

KATZ RADIO

NAB RAB

A Multimedia Station
Subscriber to the NAB Radio Code
Media Code 4 244 4780 5.00
Multimedia Broadcasting Co., 1513 Hutchison Ave., Knoxville, Tenn. 37917. Phone 615-637-1010. TWX 810-583-0172.

STATION'S PROGRAMMING DESCRIPTION
WBIR. Programmed for general interest.
AIR PERSONALITIES in all segments. MUSIC: current and standard music all by current artists. Adult appeal with a young approach. 75% music, 15% news, 10% public affairs and sports. Combined 9 man am-fm-TV news staff with 5 mobile units. Scheduled editorial comment. 5-10 am DJ music with news every half hour, live weather from local bureau. 6-10 am, records with piano playing MC. 10 am-1 am network news on hour with local headlines and weather. News commentaries. High school football and basketball play-by-play. Religious programs Sun morning. Contact Representative for further details. Rec'd 11/26/73.
1. PERSONNEL
Sta. & Nat'l Sales Mgr.—Ray Davidson.
Program Director—Ken McGavin.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 61a.
Cancellation: 70e, 73a.
Prod. Services: 80, 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
WBIR AM/FM COMBINATION
No. 17 Eff 3/1/75—Rec'd 3/10/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	8 ti	12 ti	18 ti	24 ti
AAA	30	28	26	24
AA	25	23	20	19
A	18	16	15	14

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Per spot deduct 6.00.
8. PROGRAM TIME RATES
1/2 HOUR—AM ONLY

PER YR:	1x	26x	52x	104x	156x	260x
AAA	65.00	62.00	59.00	56.00	53.00	50.00
AA	50.00	48.00	46.00	44.00	42.00	40.00
A	32.50	31.00	29.50	28.00	26.50	25.00

1/4 hr: 60% of 1/2 hr. 5 min: 37% of 1/2 hr.

WBIR-FM
1940

KATZ RADIO

NAB RAB

A Multimedia Station
Subscriber to the NAB Radio Code
Media Code 4 244 4761 3.00
Multimedia Broadcasting Co., Box 3487, 1513 Hutchinson Ave., Knoxville, Tenn. 37917. Phone 615-637-1010. TWX 810-583-0172.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBIR-FM: Programmed for young adults.
MUSIC: Modern country. COMMERCIAL POLICY: limited to 12 commercials per hour with 12 minute maximum. Contact Representative for further details. Rec'd 1/29/75.
3. FACILITIES
ERP 100,000 w.; 103.5 mc. Stereo.
Operating schedule: 5-1 am. EST.
Antenna ht.: 1,800 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with WBIR. See that listing for rates.

TIME RATES
No. 6 Eff 3/1/75—Rec'd 3/10/75.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
Mon-Sun Sign-on-1 am	14	12	10	8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WETE
1927

HR STONE radio

NAB

A Hall Communications, Inc. Station
Media Code 4 244 4790 2.00
Knoxville Broadcasting Corp., Box 3367, 1515 Magnolia Ave. N.E., Knoxville, Tenn. 37917. Phone 615-546-6121.

STATION'S PROGRAMMING DESCRIPTION
WETE: Programmed for young adults & family.
MUSIC: contemporary, gold MGR. AIR PERSONALITIES. NEWS: network at :60, local at :30. SPORTS: U & pro football, major league baseball. Talk show: 11 pm-5 am. Contact Representative for further details. Rec'd 4/30/75.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Glynn Theg.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
3. FACILITIES
5,000 w.; 620 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 29a.
Contracts: 40a, 42a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60f, 60i, 62d.
Cancellation: 70b, 70d, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
No. 22 Eff 7/1/71—Rec'd 7/1/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	22.00	21.00	20.00	19.00	18.00
30 sec	17.60	16.80	16.00	15.20	14.40
10 sec	11.00	10.50	10.00	9.50	9.00
CLASS AA					
1 min	16.00	15.00	14.00	13.00	12.00
30 sec	12.80	12.00	11.20	10.40	9.60
10 sec	8.00	7.50	7.00	6.50	6.00
CLASS A					
1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.20	10.40	9.60	8.80	8.00
10 sec	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	17.00	16.00	15.00	14.00	13.00
30 sec	13.60	12.80	12.00	11.20	10.40
10 sec	8.50	8.00	7.50	7.00	6.50

ANNUAL RATES	AAA 520x	AAA 1040x	AA 520x	AA 1040x	A 520x	A 1040x
1 min	13.00	12.00	11.00	10.00	9.00	
30 sec	14.40	13.60	9.60	8.80	8.00	7.20
10 sec	9.00	8.50	6.00	5.50	5.00	4.50

ROS/BTA—SUN THRU SAT

PER WK:	1 min	30 sec	10 sec
60 ti (preemptible)	14.00	11.20	7.00

10. SPECIAL FEATURES
5 min newscast 1-1/2x applicable 1-min.
Edited by Glynn Theg.

WEZK (FM)
1960

NAB RAB

Media Code 4 244 4830 6.00
South Central Broadcasting Co., Box 1288, Sharps Ridge Park, Knoxville, Tenn. 37991. Phone 615-687-2312. TWX 810-583-0178.

STATION'S PROGRAMMING DESCRIPTION
WEZK (FM): Music programmed for young adult audience, 18-49.
MUSIC: Vocal and instrumental mix. Changes between morning drive, mid-day housewife period, and afternoon drive. News and wrap-ups in morning drive. COMMERCIAL POLICY: Limited to 8 min per hour. Contact Representative for further details. Rec'd 2/4/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—John D. Engelbrecht.
Sta. & Sales Mgr.—Harry Stephenson.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,250 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable at face.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 7/8/75—Rec'd 7/29/75.
AA—10 am-7 pm.
A—6-10 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 MINUTE PER YR:	1x	52x	156x	312x	500x	1000x	1500x
AA	9.20	8.70	8.10	7.80	7.50	7.20	6.90
*TAP	8.65	8.10	7.50	7.25	6.95	6.65	6.35
A	8.10	7.50	6.90	6.70	6.40	6.10	5.80
30 SECONDS							
AA	8.40	7.80	7.20	6.90	6.70	6.40	5.80
*TAP	7.80	7.25	6.65	6.35	6.10	5.80	5.20
A	7.20	6.70	6.10	5.80	5.50	5.20	4.60

(*) 50% AA, 50% A.

7. PACKAGE PLANS

	1 min			30 sec		
PER WK:	AA	*TAP	A	AA	*TAP	A
12 ti	9.00	8.40	7.80	8.10	7.50	6.90
20 ti	8.70	8.10	7.50	7.50	6.95	6.40
30 ti	8.40	7.80	7.20	7.20	6.65	6.10
40 ti	8.10	7.50	6.90	6.90	6.35	5.80
50 ti	7.80	7.25	6.70	6.70	6.10	5.50

(*) 50% AA, 50% A.
Submitted by Donna R. Keathley.

WIVK
1953

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 244 4970 0.00
Dick Broadcasting Co., Inc., Box 10207, 6711 Kingston Pike, Knoxville, Tenn. 37919. Phone 615-588-6511.

STATION'S PROGRAMMING DESCRIPTION
WIVK: Programmed for adults.
MUSIC: modern country. SPORTS: NASCAR. Contact Representative for further details. Rec'd 4/15/71.
1. PERSONNEL
Pres. & Nat'l Sales Mgr.—James A. Dick.
Program Director—Claude Tomlinson.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Southeast—contact station.
3. FACILITIES
50,000 w. days; 850 kc. Directional.
90 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WIVK-FM.
4. AGENCY COMMISSION
15% on time only.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 21b, 22b, 23a, 25a, 26a, 29a, 30.
Contracts: 40a, 41, 44a, 46.
Comb.; Cont. Discounts: 61a.
Cancellation: 70c, 71a.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Affiliated with ATA Radio Network.

TIME RATES
Eff 9/1/69—Rec'd 8/14/69.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1x	52x	104x	156x	260x	312x	520x	1040x
1 min	27.00	26.00	25.00	24.00	23.00	22.00	21.00	20.00
20/30 sec	21.60	20.80	20.00	19.20	18.40	17.80	16.80	16.00
10 sec	13.50	13.00	12.50	12.00	11.50	11.00	10.50	10.00
CLASS AA								
1 min	25.00	24.00	23.00	22.00	21.00	20.00	19.00	18.00
20/30 sec	20.00	19.20	18.40	17.60	16.80	16.00	15.20	14.40
10 sec	12.50	12.00	11.50	11.00	10.50	10.00	9.50	9.00
CLASS A								
1 min	17.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00
20/30 sec	13.60	12.80	12.00	11.20	10.40	9.60	9.00	8.00
10 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS
SATURATION PACKAGES

CLASS AAA	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	24.00	23.00	22.00	21.00	20.00
20/30 sec	19.20	18.40	17.60	16.80	16.00
10 sec	12.00	11.50	11.00	10.50	10.00
CLASS AA					
1 min	22.00	21.00	20.00	19.00	18.00
20/30 sec	17.60	16.80	16.00	15.20	14.40
10 sec	11.00	10.50	10.00	9.50	9.00
CLASS A					
1 min	14.00	13.00	12.00	11.00	10.00
20/30 sec	11.20	10.40	9.60	8.80	8.00
10 sec	7.00	6.50	6.00	5.50	5.00

Not combinable to earn frequency discounts, and multi-products do not combine unless purchased on 1 contract through 1 agency. Not subject to retroactive discounts. May be cross combined to earn numerical frequency.

TOTAL AUDIENCE PLAN

PER WK:	1 min	20/30	10 sec
12 ti (4AAA, 4AA, 4A)	228.00	182.40	114.00
18 ti (6AAA, 6AA, 6A)	324.00	259.20	162.00
24 ti (8AAA, 8AA, 8A)	406.00	326.40	204.00
30 ti (10AAA, 10AA, 10A)	480.00	384.00	240.00

10. SPECIAL FEATURES
Copter Reports—rotating Mon thru Fri 7-9 am & 4-6 pm, 30 sec, ea 28.00.

WIVK-FM
1965

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 244 4971 8.00
Dick Broadcasting Co., Inc. of Tennessee, Box 10207, 6711 Kingston Pike, Knoxville, Tenn. 37919. Phone 615-588-6511
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w.; 107.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 390 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sign-off. For simulcast facilities see WIVK.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Eff ——Rec'd 9/10/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	520x	1040x
1 min	17.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00
30/20 sec	13.60	12.80	12.00	11.20	10.40	9.60	8.80	8.00
10 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS
SATURATION PACKAGE

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	14.00	13.00	12.00	11.00	10.00
20/20 sec	11.20	10.40	9.60	8.80	8.00
10 sec	7.00	6.50	6.00	5.50	5.00

WJBE
1963

A James Brown Station
Media Code 4 244 4990 8.00
JB Broadcasting of Knoxville Ltd., Box 281, 2801 Prosser Rd., Knoxville, Tenn. 37914. Phone 615-637-1430.
1. PERSONNEL
General Manager—Jimmy Clark.
Sales Manager—Larry Jennings.
Operation Manager—John Allen.
2. REPRESENTATIVES
Jack Masla & Co., Inc.

(This listing continues on next page)

WIVK takes the "Knox" out of Knoxville!

Covering Knoxville doesn't have to be a problem. It can be easy. It can be effective.

But only with WIVK —

No. 1 *Again*

with Men 18+, Men 18-49, Women 18+, Women 18-49

ALL DAY, ALL NIGHT

and

in all four individual day parts

When planning a big $1.7 billion market, there are a lot of hard knox dealt. But with WIVK . . . it's a breeze.

Sources: SRDS CM Data 1-1-75
ARB April/May '74. M-S 6am-mid. M-F 6am-10am, 10am-3pm, 3pm-7pm, 7pm-mid.

RADIO WIVK

Knoxville, Tennessee

Represented Nationally by Alan Torbet Associates, Inc.

TENNESSEE

Knoxville—W J B E—Continued

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 5 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Mutual Black Network.

TIME RATES
No. 4 Eff 11/1/72—Rec'd 8/6/73.

6. SPOT ANNOUNCEMENTS

	Per wk 10 ti	20 ti	40 ti	80 ti	Per mo 40 ti	80 ti	160 ti	320 ti
1 min	8.00	7.50	6.00	5.50	7.75	7.25	6.75	5.25
30 sec	6.00	5.50	5.00	4.50	5.75	5.25	4.75	4.25

10 sec: 80% of 30-sec.

LESS THAN 10 SPOTS WKLY:	1 min	30 sec	10 sec
Flat	10.00	7.00	5.00

WKGN

1947

Represented by

PRO / Meeker Radio

Media Code 4 244 5040 1.00
Creative Broadcasting, Inc., Box 1870, 2929 Alcoa Hwy., Knoxville, Tenn. 37901. Phone 615-573-2931.
1. PERSONNEL
General Manager—Vic Rumore.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with The Rep Network.
Affiliated with American Contemporary Network.

TIME RATES
Eff 9/1/73—Rec'd 8/28/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-6 am, 10 am-3 pm, & 7 pm-midnight; Sun all day.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	CLASS AAA (*)	6 ti	12 ti	18 ti	24 ti
1 wk	18.00	14.50	14.25	14.00	13.75
4 wk	17.50	14.00	13.75	13.50	13.25
8 wk	17.00	13.50	13.25	13.00	12.75
13 wk	16.50	13.00	12.75	12.50	12.25
26 wk	16.00	12.50	12.25	12.00	11.75
	CLASS AA				
1 wk	15.75	12.25	12.00	11.75	11.50
4 wk	15.25	11.75	11.50	11.25	11.00
8 wk	14.75	11.25	11.00	10.75	10.50
13 wk	14.25	10.75	10.50	10.25	10.00
26 wk	13.75	10.25	10.00	9.75	9.50
	30 SECONDS				
	CLASS AAA				
1 wk	14.40	11.60	11.40	11.20	11.00
4 wk	14.00	11.20	11.00	10.80	10.60
8 wk	13.60	10.60	10.50	10.40	10.20
13 wk	13.20	10.40	10.20	10.00	9.80
26 wk	12.80	10.00	9.80	9.60	9.40
	CLASS AA				
1 wk	12.60	9.80	9.60	9.40	9.20
4 wk	12.20	9.40	9.20	9.00	8.80
8 wk	11.80	9.00	8.80	8.60	8.40
13 wk	11.40	8.60	8.40	8.20	8.00
26 wk	11.00	8.20	8.00	7.80	7.50

A: 50% of AAA 1-min.
(*) 1 ti or fixed position.

7. PACKAGE PLANS
TAP—1/3AAA, 2/3AA
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk	16.50	13.00	12.75	12.50	12.25
4 wk	16.00	12.50	12.25	12.00	11.75
8 wk	15.50	12.00	11.75	11.50	11.25
13 wk	15.00	11.50	11.25	11.00	10.75
26 wk	14.50	11.00	10.75	10.50	10.25
	30 SECONDS				
1 wk	13.20	10.40	10.20	10.00	9.80
4 wk	12.80	10.00	9.80	9.60	9.40
8 wk	12.40	9.60	9.40	9.20	9.00
13 wk	12.00	9.20	9.00	8.80	8.60
26 wk	11.60	8.80	8.60	8.40	8.20

WKXV

1953

Media Code 4 244 5110 2.00
Knoxville Ila-Tel, Inc., Box 2269, 844 N. Central Ave., Knoxville, Tenn. 37901. Phone 615-524-9866.
1. PERSONNEL
President—B. L. Boring.
Manager—Marvin Thompson.
2. FACILITIES
1000 w. days; 900 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.

TIME RATES
Rates effective February 13, 1953.

7. PACKAGE PLANS
1-MINUTE WEEKLY PACKAGE PLAN
Mull's Singing Convention and the Country Music Show only:
10 times ..... 60.00 20 times 100.00
15 times ..... 82.50 25 times 112.50
To be used in 5 days.

8. PROGRAM TIME RATES
CLASS A
(6:00 pm-sign-off weekdays and noon-sign-off Sun)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	69.00	40.00	22.00	13.50
13 times	65.00	39.00	21.75	13.25
26 times	62.00	37.00	21.50	12.65
52 times	58.00	35.00	20.00	12.00
104 times	55.00	33.00	19.50	11.50
156 times	51.00	31.00	18.10	10.90
260 times	48.00	29.00	16.60	10.30
312 times	44.00	27.25	15.20	9.10
365 times	41.00	25.30	13.80	9.10
CLASS B (All other times)				
1 time	51.00	29.80	18.70	10.20
13 times	48.40	29.10	17.60	9.70
26 times	45.90	27.60	16.60	9.35
52 times	42.30	26.10	15.50	8.90
104 times	40.80	24.60	14.40	8.50
156 times	38.20	23.20	13.40	8.10
260 times	35.70	21.70	12.30	7.60
312 times	33.20	20.20	11.30	7.20
365 times	30.60	18.70	10.20	6.80

9. PARTICIPATING PROGRAMS
Mull's Singing Convention of the Air—Mon thru Fri 12:30-2 pm & 5-5:30 pm.
Country Music—Mon thru Fri 2-5 pm.
1 time ..... 8.00 260 times 6.50
26 times ..... 7.80 312 times 6.30
52 times ..... 7.60 500 times 6.10
104 times ..... 7.20 750 times 5.80
156 times ..... 6.90 1,000 times 5.50
10-second ID's—50% of applicable 1-minute rate.
30-seconds—80% of applicable 1-minute rate.

WNOX

1921

BLAIR RADIO

Subscriber to the NAB Radio Code
Media Code 4 244 5100 5.00
Scripps-Howard Broadcasting Co., 4400 Whittle Springs Rd., N. E., Knoxville, Tenn. 37917. Phone 615-523-3171.
1. PERSONNEL
Gen'l Mgr. & Vice-Pres./Radio—Peter R. Dreyer.
Assistant to the General Manager—Janice McCroskey.
Program Director—Eddy Roy.
2. REPRESENTATIVES
Blair Radio
3. FACILITIES
10,000 w.; 990 kc. Directional—night only.
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a 3a 4a 4d, 5 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62e
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Blair Represented Network.

TIME RATES
No. 8 Eff 4/15/74—Rec'd 4/2/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat after 7 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	30 sec	10 sec	AA 1 min	30 sec	10 sec
6 ti	28	23	17	23	19	14
12 ti	27	22	16	22	18	13
18 ti	26	21	15	21	17	12
				A		
6 ti				19	15	12
12 ti				18	14	11
18 ti				17	13	10

WOKI-FM 1974 WOKI 1973

(This is a paid duplicate of the listing appearing under Oak Ridge, Tenn.)
Media Code 4 244 8417 3.00
Oak Ridge FM, Inc., 114 Tulsa Rd., Oak Ridge, Tenn. 37830. Phone 615-483-8451. Knoxville Phone 546-2861. (WOKI—Radioak, Inc., same address, etc.)

STATION'S PROGRAMMING DESCRIPTION
WOKI-FM: Programmed for young adults—18-40. MUSIC: 5:30 am-12M 75% current top 40, 25% oldies from last 5 yrs. 12M-5:30 am 50% current top 40, 50% rock. SPORTS: U football. Rec'd 2/7/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—John W. Pirkle.
General Sales Manager—Andy Reeves.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,000 ft. above average terrain.
AM—1,000 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; payable in 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 7b.
Rate Protection: 10b 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22b, 23b, 24a, 25a, 28b.
Contracts: 40a, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 Eff 7/15/75—Rec'd 7/23/75.

8. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
1 wk	21.00	17.50	17.25	17.00	16.75	16.50
4 wk	20.50	17.00	16.75	16.50	16.25	16.00
8 wk	20.00	16.50	16.25	16.00	15.75	15.50
13 wk	19.50	16.00	15.75	15.50	15.25	15.00
26 wk	19.00	15.50	15.25	15.00	14.75	14.50
	30 SECONDS					
1 wk	17.80	15.00	14.80	14.60	14.40	14.20
4 wk	17.40	14.60	14.40	14.20	14.00	13.80
8 wk	17.00	14.20	14.00	13.80	13.60	13.40
13 wk	16.60	13.80	13.60	13.40	13.20	13.00
26 wk	16.20	13.40	13.20	13.00	12.80	12.60

Submitted by John W. Pirkle. (D)

WROL

1960

Media Code 4 244 5250 6.00
WROL, Inc., W149 Bldg., 19th St. at White Ave., Knoxville, Tenn. 37916. Phone 615-637-1490.

STATION'S PROGRAMMING DESCRIPTION
WROL: Programmed for adults 18-34.
MUSIC: adult progressive rock format, top 100 album selections, current progressive single, oldies of last 10 years & new releases. NEWS: network at :60, local at :40 6 am-7 pm daily. SPORTS: Dixie football, World Series, Indianapolis 500. Rec'd 8/13/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Samuel P. Thrower.
Station Manager—Dick Sterchi.
Program Director—Gary Adkins.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with NBC.

TIME RATES
No 1 Eff 9/1/72—Rec'd 5/14/73.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
AA—Mon thru Fri 5 6 am, 10 am-3 pm & 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 wk AAA	AA	4 wk AAA	AA	12 wk AAA	AA	52 wk AAA	AA
5 ti	11.50	8.75	11.00	8.25	10.50	7.75	10.00	7.25
10 ti	11.25	8.50	10.75	8.00	10.25	7.50	9.75	7.00
20 ti	11.00	8.25	10.50	7.75	10.00	7.25	9.50	6.75
35 ti	10.75	8.00	10.25	7.50	9.75	7.00	9.25	6.50
50 ti	10.50	7.75	10.00	7.25	9.50	6.75	9.00	6.25
	30 SECONDS							
5 ti	11.00	8.25	10.50	7.75	10.00	7.25	9.50	6.75
10 ti	10.75	8.00	10.25	7.50	9.75	7.00	9.25	6.50
20 ti	10.50	7.75	10.00	7.25	9.50	6.75	9.00	6.25
35 ti	10.25	7.50	9.75	7.00	9.25	6.50	8.75	6.00
50 ti	10.00	7.25	9.50	6.75	9.00	6.25	8.50	5.75

10 sec: 50% of applicable 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS—1/3AAA, 2/3AA
1 MINUTE

WK:	5 ti	10 ti	20 ti	35 ti	50 ti	65 ti	80 ti
1 wk	9.50	9.25	9.00	8.75	8.50	8.25	8.00
4 wk	9.00	8.75	8.50	8.25	8.00	7.75	7.50
13 wk	8.50	8.25	8.00	7.75	7.50	7.25	7.00
52 wk	8.00	7.75	7.50	7.25	7.00	6.75	6.50
	30 SECONDS						
1 wk	9.00	8.75	8.50	8.25	8.00	7.75	7.50
4 wk	8.50	8.25	8.00	7.75	7.50	7.25	7.00
13 wk	8.00	7.75	7.50	7.25	7.00	6.75	6.50
52 wk	7.50	7.25	7.00	6.75	6.50	6.25	6.00

WSKT

1961

Media Code 4 244 5320 7.00
Morgan Broadcasting Co., Box 2310, Hotel Andrew Johnson, Suite 306-7, Knoxville, Tenn. 37901. Phone 615-523-1616.
1. PERSONNEL
Owner & Station Mgr.—Harry J. Morgan.
2. FACILITIES
5,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on net time.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 26, 28b, 29a.
Contracts: 40a, 42b, 46
Comb.; Cont. Discounts: 60a, 60c, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS and KBS.

TIME RATES
Eff———— -- Rec'd 5/5/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	260x
1 min	6.00	5.50	5.15	4.50
30 sec	4.80	4.50	3.90	3.70
10 sec	3.00	2.60	2.45	2.35

8. PROGRAM TIME RATES

	1x	13x	52x	260x
1 hr	150.00	142.50	127.50	112.50
1/2 hr	90.00	85.50	76.50	67.50
1/4 hr	60.00	57.00	51.00	45.00
5 min	30.00	28.50	25.50	22.50

LAFAYETTE

Macon County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WEEN

1958

Subscriber to the NAB Radio Code
Media Code 4 244 5390 0.00
Lafayette Broadcasting Company, Inc., Box 160, Lafayette, Tenn. 37083. Phone 615-666-2169.
1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—Billie G. Speck.
3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
No. 6 Eff 2/1/74—Rec'd 2/1/74.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 x	4.60	78 x	3.00
13 x	4.25	104 x	2.70
26 x	3.85	156 x	2.55
39 x	3.45	260 x	2.50
52 x	3.25	312 x	2.30

LA FOLLETTE

Campbell County—May Location J-4
See SRDS consumer market map and data at beginning of the State.

WLAF

1958

Media Code 4 244 5460 1.00
Campbell County Broadcasting Corp., Fleet Bldg., 105 N. Fifth La Follette, Tenn. 37766. Phone 615-562-5764.
1. PERSONNEL
Manager—Elmer Longmire.
3. FACILITIES
1,000 w. days; 1450 kc. Non-directional.
Operating schedule: 5:00 am-midnight. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 2 Eff 3/1/67—Rec'd 8/17/67.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 x	3.20	156 x	2.55
13 x	3.10	260 x	2.40
26 x	3.05	312 x	2.25
52 x	2.90	624 x	2.18
104 x	2.70	728 x	1.00

30 sec: 80% of 1-min.

LAWRENCEBURG (1 AM; 1 FM)

Lawrence County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WDXE

1951

Subscriber to the NAB Radio Code
Media Code 4 244 5530 1.00
Lawrenceburg Broadcasting Co., Locke Bldg., N. Military Ave., Lawrenceburg, Tenn. 38464. Phone 615-762-4411.

STATION'S PROGRAMMING DESCRIPTION
WDXE: Programmed for adults and young adults.

1. PERSONNEL
General Manager—Milton Griffin.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
2. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/74—Rec'd 10/11/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	5.50	5.00	4.55	4.15	3.70
30 sec/less	4.25	3.85	3.50	3.20	2.85
	260x	312x	520x	780x	1000x
1 min	3.40	3.10	2.80	2.60	2.35
30 sec/less	2.65	2.40	2.20	2.00	1.80

WDXE-FM

1965

Subscriber to the NAB Radio Code
Media Code 4 244 5531 0.00
Lawrenceburg Broadcasting Co., Locke Bldg., N. Military Ave., Lawrenceburg, Tenn. 38464. Phone 615-762-4411.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDXE-FM: Programmed for adults and young adults.

3. FACILITIES
ERP 3,000 w ; 95.9 mc.
Operating schedule: 5:30 am-10 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WDXE. See that listing.

LEBANON (1 AM; 1 FM)

Wilson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WCOR

1949
Subscriber to the NAB Radio Code
Media Code 4 244 5660 2.00
WCOR Broadcasting Corp., Box 549, 1 mile east on Lebanon on Trousdale Ferry Pike, Lebanon, Tenn. 37087. Phone 615-444-0474.

1. PERSONNEL
Manager—W. R. Handy.
2. FACILITIES
500 w. days; 900 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/10 time only; within 30 days.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Member: The Tobacco Radio Network.

TIME RATES
Eff 9/1/75—Rec'd /7/31/75.
Drive—Mon thru Sat 6-9:05 am; Mon thru Fri 11:30 am-1:15 pm, 3-5:30 pm; 10 am news & adjacencies.
Other—All other times.

6. SPOT ANNOUNCEMENTS

	*A		†B		C	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
Drive	3.80	3.00	4.40	3.20	6.20	4.40
Other	3.00	2.40	3.50	2.60	5.00	3.50

10 sec, BOS: A 1.60; B 2.00; C 2.40.
(*) Qualifications, 1 of following—100 ti in a month, 20 ti/wk for 13 consec wk; 2 ti daily, 5 days/wk, 52 wk; program contract in effect 13 wk.
(†) Qualifications, 1 of following—50 ti/more within 14 days; 10 ti/wk for 13 consec wk, 1 ti daily, 5 days/wk, 52 wk.
A, B or C contract in effect on WCOR-FM earns corresponding rate on WCOR.
Submitted by W. R. Handy.

WCOR-FM

1963
Subscriber to the NAB Radio Code
Media Code 4 244 5661 6.00
WCOR Broadcasting Corp., Box 549, 1 mile east on Lebanon on Trousdale Ferry Pike, Lebanon, Tenn. 37087 Phone 615-444-0474.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WCOR-FM: Programmed for adults & young adults.

3. FACILITIES
ERP 18,000 w.; 107.3 mc. Stereo.
Operating schedule: 6 am-midnight.

TIME RATES
Eff 9/1/75—Rec'd 7/31/75.

6. SPOT ANNOUNCEMENTS

EA:	1 min	30 sec	10 sec
*A	3.00	2.00	1.00
†B	3.50	2.50	1.25
C	4.50	3.25	1.75

(*) Qualification, 1 of following—100 ti within a month; 20 ti/wk for 13 consec wk; 2 ti daily, 5 days/wk, 52 wk; program contract in effect for 13 wk.
(†) Qualifications, 1 of following—50 ti/more within 1 month; 10 ti/wk for 13 consec wk; 1 ti daily, 5 days/wk, 52 wk.
A, B, or C contract on WCOR earns corresponding rate on WCOR-FM.

LENOIR CITY (2 AM; 1 FM)

Loudon County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WBLC

1965
Subscriber to the NAB Radio Code
Media Code 4 244 5679 5.00
Livesay Corp., Box 100, Lenoir City, Tenn. 37771. Phone 615-986-8021.
STATION'S PROGRAMMING DESCRIPTION
WBLC: MOR.

1. PERSONNEL
General Manager—Earl Lauderdale.
2. FACILITIES
1,000 w.; 1260 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/69—Rec'd 9/8/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	2.65	2.40	78 ti	2.15	1.90
13 ti	2.55	2.30	104 ti	2.05	1.80
26 ti	2.45	2.20	150 ti	1.95	1.70
39 ti	2.35	2.10	260 ti	1.75	1.50
52 ti	2.25	2.00	312 ti	1.50	1.25

WLIL

1950
Media Code 4 244 5740 6.00
WLIL, Inc., Box 340, 406 E. Broadway, Lenoir City, Tenn. 37771. Phone 615-986-7536.
STATION'S PROGRAMMING DESCRIPTION
WLIL: Programmed for adults.

1. PERSONNEL
Pres & Gen'l Mgr.—Arthur Wilkerson.
2. FACILITIES
1,000 w. days: 730 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am, 8:15-8:30 am, 10:30-11 am & 11:30 am-7 pm. For non-simulcast facilities see WLIL-FM.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Rates effective July 1, 1954.
Rates received July 6, 1954.

6. SPOT ANNOUNCEMENTS

1 time	6.00	52 times	5.10
13 times	5.70	104 times	4.80
26 times	5.40	156 times	4.50

WLIL-FM

1967
Media Code 4 244 5741 4.00
WLIL, Inc., Box 340, 406 E. Broadway, Lenoir City, Tenn. 37771. Phone 615-986-7536.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,850 w.; 92.5 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 165 ft. above average terrain.
Partial simulcast operation. Operated separately 5-6 am, 8-8:15 am, 9:30-10:30 am, 11-11:30 am & 7 pm-midnight. For simulcast facilities see WLIL.

TIME RATES
Rates are identical to WLIL. See that listing.

LEWISBURG

Marshall County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WJJM

1947
Media Code 4 244 5810 7.00
Louis D. Lingner, East Hill, Lewisburg, Tenn. 37091. Phone 615-359-4511, 12.

1. PERSONNEL
Owner & Gen'l Mgr.—Louis D. Lingner.
2. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5 am-10:10 pm daily. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff ——Rec'd 4/12/71.

6. SPOT ANNOUNCEMENTS
1 min 2.00 30 sec 1.00

LEXINGTON (1 AM; 1 FM)

Henderson County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WDXL

1954
Subscriber to the NAB Radio Code
Media Code 4 244 5880 6.00
Lexington Broadcasting Service, Inc., Box 170, Broad at Church, Lexington, Tenn. 38351. Phone 968-3500, 968-3155.

1. PERSONNEL
General Manager—Ben Knecks.
2. REPRESENTATIVES
Mid-South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-11 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No 2 Eff 6/1/56—Rec'd 12/17/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x	78x
1 min	3.00	2.65	2.70	2.55	2.40	2.25
Sta brk	2.25	2.15	2.05	1.95	1.85	1.75
		104x	156x	208x	260x	312x
1 min		2.10	1.95	1.80	1.65	1.50
Sta brk		1.65	1.55	1.45	1.35	1.25

WDXL-FM

1965
Subscriber to the NAB Radio Code
Media Code 4 244 5881 3.00
Lexington Broadcasting Service, Inc., Box 170, Church and Broad St., Lexington, Tenn. 38351. Phone 968-3500.
See affiliated AM station for additional information.

1. PERSONNEL
Gen'l. Sta. & Sales Mgr.—Ben L. Knecks.
3. FACILITIES
ERP 3,000 w.; 99.3 mc.
Operating schedule: 5 am-16 pm. CST.
Antenna ht.: 185 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates to station.

TIME RATES
Rates are identical to WDXL. See that listing.

LIVINGSTON (1 AM; 1 FM)

Overton County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WLIV

1956
Subscriber to the NAB Radio Code
Media Code 4 244 5950 1.00
WLIV, Inc., Box 359, Livingston, Tenn. 38570. Phone 615-823-1226.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard Gillespie.
2. FACILITIES
1,000 w.; 930 kc. Non-directional.
Operating schedule: 4:30 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Rates effective November 1, 1956.
Rates received June 29, 1964.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 ti	3.75	78 ti	2.80
13 ti	3.55	104 ti	2.60
26 ti	3.35	156 ti	2.45
39 ti	3.20	260 ti	2.35
52 ti	3.00	312 ti	2.05

WLIV-FM

1966
Subscriber to the NAB Radio Code
Media Code 4 244 5951 9.00
WLIV, Inc., Box 359, Livingston, Tenn. 38570. Phone 615-823-1226.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w; 95.9 mc.
Operating schedule: 4.30 am-11 pm Mon thru Sat; 6 am-11 pm Sun.

TIME RATES
Eff 11/1/56—Rec'd 10/12/66.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 x	3.75	78 x	2.80
13 x	3.55	104 x	2.60
26 x	3.35	156 x	2.45
39 x	3.20	260 x	2.35
52 x	3.00	312 x	2.05

LOOKOUT MOUNTAIN

Hamilton County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

See Chattanooga
(including Lookout Mountain, Red Bank, Tenn.; Rossville, Ga.)

MADISON

Davidson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

See Nashville
(including Berry Hill, Donelson, Hendersonville, Madison)

MANCHESTER (1 AM; 1 FM)

Coffee County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WMSR

1967
Subscriber to the NAB Radio Code
Media Code 4 244 6020 2.00
WMSR, Inc., Oakdale St., Manchester, Tenn. 37355. Phone 615-728-3526.
STATION'S PROGRAMMING DESCRIPTION
WMSR: Programmed for general interest.

1. PERSONNEL
General Manager—Russell Daniel.
2. FACILITIES
5,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/75—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	50 ti	100+
1 min	3.00	2.75	2.25	1.75
30 sec	2.50	2.25	1.75	1.25
10 sec	2.00	1.75	1.50	1.00

WMSR-FM

1962
Subscriber to the NAB Radio Code
Media Code 4 244 6021 0.00
WMSR, Inc., Oakdale St., Manchester, Tenn. 37355. Phone 615-728-3526.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WMSR-FM: COMMERCIAL POLICY: 8 min hour.

3. FACILITIES
ERP 20,000 w.; 99.7 mc.
Operating schedule: 7 am-10 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WMSR. See that listing.

MARTIN (1 AM; 1 FM)

Weakley County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WCMT

1957
Media Code 4 244 6090 5.00
Jones T. Sudbury, Box 318, Martin, Tenn. 38237. Phone 901-587-2660.
STATION'S PROGRAMMING DESCRIPTION
WCMT: Block programming.

1. PERSONNEL
Gen'l Sta. & Sales Mgr.—D. A. Drumm.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w.; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 11/14/74.

6. SPOT ANNOUNCEMENTS

30-DAY PERIOD:	3 ti	13 ti	26 ti	100-299
1 min	4.00	3.75	3.50	3.25
30 sec/less	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

YRLY CONTRACT:	300x	500x	1000x
1 min	2.85	2.65	2.35
30 sec/less	2.00	1.90	1.75

WCMT-FM

1966
Media Code 4 244 6091 8.00
Jones T. Sudbury, Box 318, Martin, Tenn. 38237. Phone 901-587-9526.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 101.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 175 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WCMT. See that listing.

MARYVILLE-ALCOA (2 AM)

Blount County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WEAG

1957
ALCOA
Media Code 4 244 6125 9.00
Blount County Broadcasting Co., Box 127, Main Rd., Alcoa, Tenn. 37701. Phone 615-983-0890, 1.

1. PERSONNEL
Pres., Gen'l & Com'l Mgr.—Herman Petre.
3. FACILITIES
1000 w. days; 1110 kc. Non-directional.
Operating schedule: 5:00 am-local sunset weekdays; 6:00 am-local sunset Sun. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective January 1, 1953.
Rates received March 10, 1958.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	4.00	3.00	52 ti	3.25	2.25
18 ti	3.75	2.75	100 ti	3.00	2.00
26 ti	3.50	2.50			

7. PACKAGE PLANS
SATURATION RATE PLAN
100 words maximum, no guaranteed times:

10 announcements	40.00	75 announcements	168.75
20 announcements	75.00	100 announcements	200.00
30 announcements	97.50	200 announcements	320.00
40 announcements	110.00	300 announcements	420.00
50 announcements	125.00		

FLASH ANNOUNCEMENTS
25 words maximum, no guaranteed times:

30 announcements	60.00	90 announcements	120.00
60 announcements	102.00		

Maximum acceptable contract on Saturation Rate and Flash Announcements, 30 days.
10. SPECIAL FEATURES
News Service—AP. News service charge, per week 40.85.

WGAP

1947
MARYVILLE
R A B
Subscriber to the NAB Radio Code
Media Code 4 244 6160 6.00
Aluminum Cities Broadcasting Co., Box 607, WGAP Bldg., 316 Court St., Maryville, Tenn. 37801. Phone 615-983-4310.
STATION'S PROGRAMMING DESCRIPTION
WGAP: Country music—emphasis on sports.

1. PERSONNEL
General Manager—Steve Corbett.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours. EST.

(This listing continued on next page)

Maryville-Alcoa—W G A P—Continued

4. AGENCY COMMISSION
15%; time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	25 ti	50 ti	75 ti
PER MO:	1 ti	38 ti	75 ti	150 ti	225 ti
PER YR:	1x	100x	250x	500x	750x
1 min	4.70	4.20	3.70	3.20	2.70
30 sec	3.95	3.45	2.95	2.45	1.95

McKENZIE (1 AM; 1 FM)

Carroll County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WHDM
1954
Subscriber to the NAB Radio Code
Media Code 4 244 6230 7.00
Northwest Tennessee Broadcasting, Inc., Box 370, 131 Main St., McKenzie, Tenn. 38201. Phone 901-352-3371, 2.

1. PERSONNEL
General Manager—Ed Perkins.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Memphis, Atlanta, Dallas—C. K. Beaver & Associates, Inc.
3. FACILITIES
500 w. days; 1440 kc. Non-directional.
Operating schedule: 5:00 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——————Rec'd 3/25/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	153x	260x
1 min	2.75	2.65	2.55	2.45	2.35	2.30	2.25
45 sec	2.50	2.40	2.30	2.20	2.10	2.05	2.00
30/less	2.25	2.15	2.05	1.95	1.85	1.80	1.75

WKTA (FM)
1963
Media Code 4 244 6285 3.00
Huntingdon-McKenzie Broadcasting Co., Rt. 2, Huntingdon Hwy., McKenzie, Tenn. 38201. Phone 901-352-2438.

1. PERSONNEL
General Manager—Richard E. Bennett.
2. FACILITIES
ERP 7,100 w.; 106.9 mc. Stereo.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Eff 12/1/73—Rec'd 11/30/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	100+
1 min	3.50	3.00	2.50
30 sec	2.50	2.00	1.75

Submitted by Richard E. Bennett.

McMINNVILLE (2 AM; 1 FM)

Warren County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WAKI
1947
Subscriber to the NAB Radio Code
Media Code 4 244 6300 5.00
Durham Broadcasting Corp., Box 409, Hobson St., McMinnville, Tenn. 37110. Phone 615-473-2223, 2022.

STATION'S PROGRAMMING DESCRIPTION
WAKI: Contemporary music, news, sports.

1. PERSONNEL
Sec'y & Gen'l Mgr.—Tollye Wayne.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 6/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	1 ti	5 ti	14 ti	27-52	1 ti	5 ti	14 ti	27-52
6 ti	4.50	4.25	3.60	3.00	3.75	3.50	3.00	2.75
18 ti	3.35	3.25	2.75	2.50	3.50	3.25	2.75	2.50
25 ti	3.35	2.90	2.50	1.95	3.00	2.50	1.90	1.75

WBMC
1955
SAB
Subscriber to the NAB Radio Code
Media Code 4 244 6370 1.00
Cumberland Valley Broadcasting Co., Inc., Box 750, Public Square, McMinnville, Tenn. 37110. Phone 615-473-2104.

STATION'S PROGRAMMING DESCRIPTION
WBMC: Country & gospel.

1. PERSONNEL
Treas. & Gen'l Mgr.—Franklin H. (Chick) Brown.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
500 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 7 Eff 4/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	6 ti	12 ti	25+	6 ti	12 ti	25+
1 wk	4.25	3.60	3.10	3.65	3.00	2.70
5 wk	3.90	3.00	2.70	3.30	2.70	2.25
26 wk	3.35	2.50	2.25	2.50	2.00	1.80
52 wk	2.75	2.25	1.85	2.25	2.00	1.65

WBMC-FM
1964
SAB
Subscriber to the NAB Radio Code
Media Code 4 244 6371 9.00
Cumberland Valley Broadcasting Co., Inc., Box 750, McMinnville, Tenn. 37110. Phone 615-473-2104.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 103.9 mc. Stereo.
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 129 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 7 Eff 4/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	6 ti	12 ti	25+	6 ti	12 ti	25+
1 wk	3.00	2.50	2.00	2.50	1.75	1.50
5 wk	2.75	2.00	1.75	2.25	1.65	1.40
26 wk	2.50	1.75	1.50	2.00	1.50	1.20
52 wk	2.00	1.50	1.25	1.50	1.25	1.00

MEMPHIS (10 AM; 6 FM)
(including West Memphis, Ark.)

Shelby County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	50	40	50	29
B	40	36	40	28
C	38	31	38	26
D	36	29	36	25
AVERAGE	41	34	41	27

KSUD
1961
WEST MEMPHIS, ARK.
Media Code 4 244 6550 8.00
Newport Broadcasting Co., Box 630, Memphis, Tenn., 104 N. Fifth Ave., West Memphis, Ark. 72301. Phone 501-735-6622.

1. PERSONNEL
President—Harold L. Sudbury.
General Manager—Harold Penn.
3. FACILITIES
250 w.; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a.
Member: Arkansas Radio Network.

TIME RATES
No. 10 Eff 12/69—Rec'd 12/22/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	7.50	7.00	6.75	6.00	5.75	5.50	5.00
30 sec	5.50	5.25	5.00	4.50	4.25	4.00	3.75

8 PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	72.00	65.00	60.00	57.75	55.50	50.50	48.00
1/2 hr	43.50	39.00	36.00	35.00	33.50	31.50	29.00
1/4 hr	29.00	26.00	24.00	23.50	22.50	20.50	20.00
5 min	14.50	13.50	12.00	9.75	9.25	8.75	8.25

KWAM
1946
MEMPHIS
Media Code 4 244 6580 5.00
KWAM, Inc., Box 12107, Memphis, Tenn.
Studio—64 Flicker St., Memphis, Tenn. 38112. Phone 901-323-2679.

STATION'S PROGRAMMING DESCRIPTION
KWAM: 100% Religious. Contact Representative for further details. Rec'd 3/22/71.

1. PERSONNEL
Chairman of the Board—E. D. Rivers, Jr.
General Manager—E. W. Bie.
2. REPRESENTATIVES
Gert Bunchez and Associates.
Stars, Inc.
3. FACILITIES
10,000 w. days; 990 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cost. Discounts: 60b, 61a, 61b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Member: Farm Radio Network, Gert Bunchez & Associates Group.

TIME RATES
Eff 11/1/76—Rec'd 12/2/76.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	260x	312x
1 min	12.25	11.25	10.75	8.50	8.00
30 sec	9.00	8.50	8.00	7.25	6.50

7. PACKAGE PLANS

	1 min	30 sec
20 spots in 1 wk	9.00	7.50
50 spots in 1 mo	8.50	7.00
100 spots in 1 mo	8.00	6.50

15 sec: 50% of 1-min.

5. PROGRAM TIME RATES

	1x	26x	52x	260x	312x
1 hr	135	131	123	110	105
1/2 hr	70	67	65	55	53
1/4 hr	41	39	37	34	33
5 min	(*)	18	17	15	13

(*) 18.50.

KWAM-FM
1965
MEMPHIS
Media Code 4 244 6581 3.00
KWAM, Inc., Box 12107, 64 Flicker St., Memphis, Tenn. 38112. Phone 901-452-5353.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KWAM-FM: Programming all country and western music. Contact Representative for further details. Rec'd 9/1/70.

2. REPRESENTATIVES
Gert Bunchez and Associates.
South, Southeast, Southwest—Dora-Clayton Agency, Inc.
3. FACILITIES
ERP 100,000 w.; 101.1 mc.
Operating schedule: 24 hours daily. CST.
5. GENERAL RATE POLICY
Affiliated with MBS.
Affiliated with American Entertainment Network.
Member: Gert Bunchez & Associates Group.

TIME RATES
Eff 9/1/69—Rec'd 12/2/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	260x	312x
1 min	12.25	11.25	10.75	8.50	8.00
30 sec	9.00	8.50	8.00	7.25	6.50

7. PACKAGE PLANS

	1 min	30 sec
20 ti/1 wk	9.00	7.50
50 ti/1 mo	8.50	7.00
100 ti/1 mo	8.00	6.50

15 sec: 50% of 1-min.

6. PROGRAM TIME RATES

	1x	26x	52x	260x	312x
1 hr	135.00	131.50	123.00	110.00	105.75
1/2 hr	70.00	67.25	65.00	55.50	53.50
1/4 hr	39.50	33.25	37.25	34.00	33.00
5 min	15.50	15.00	14.00	12.50	12.00

WAID
NOTE: The call letters of this station have been changed to:

WQUD

WDIA
1947
MEMPHIS
Bernard Howard & Co., Inc.
SAB
RAB
A Sonderling Station
Media Code 4 244 6650 8.00
WDIA, Inc., Box 12045, 2265 Central Ave., Memphis, Tenn. 38112. Phone 901-278-4551.

STATION'S PROGRAMMING DESCRIPTION
WDIA: Programmed for Black audience.
MUSIC: rhythm and blues and gospel. Black DJs do all shows including live commercials. NEWS: 4 person news staff, mobile unit. 5 min at :50. Daily editorials. Contact Representative for further details. Rec'd 3/3/75.

1. PERSONNEL
President—Egmont Sonderling.
Exec. Vice-Pres. & Gen'l Mgr.—Charles A. Scruggs.
National Sales—David Stewart.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
50,000 w. days, 5,000 w. nights; 1070 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cost. Discounts: 60b, 60c, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Pred. Services: 80, 81, 82.
FM facilities: WQUD.
Affiliated with American Contemporary Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 20 Eff 2/1/75—Rec'd 1/8/75.
I—Mon thru Sat 5-10 am & 3-8 pm.
II—Mon thru Sat 10 am-3 pm; Sun 5 am-7 pm.
III—Mon thru Sat 8 pm-1 am; Sun 7 pm-1 am.
IV—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

PER	I		II		III		IV	
WK:	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	41	33	37	30	27	22	15	12
12 ti	40	32	36	29	26	21	—	—
18 ti	39	31	35	28	25	20	—	—
24 ti	38	30	34	27	24	19	—	—

(*) 30 sec.

WEZI (FM)
1968
MEMPHIS
RAB
A Southern Broadcasting Company Station
Subscriber to the NAB Radio Code
Media Code 4 244 6685 2.00
The Southern Broadcasting Co., 5900 Poplar, Memphis, Tenn. 38138. Phone 901-767-6532.

STATION'S PROGRAMMING DESCRIPTION
WEZI (FM): MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :55. Contact Representative for further details. Rec'd 4/23/73.

1. PERSONNEL
President—John G. Johnson.
Gen'l & Nat'l Sales Mgr.—Dave Thomas.
Operations Manager—Don Speer.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 762 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 30, 33d.
Contracts: 40a, 41, 44b, 45, 46, 50, 51c.
Comb.; Cost. Discounts: 60f, 60i, 61a, 62b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Affiliated with Eastman Radio Network.

(This listing continued on next page)

MEMPHIS RADIO wmps
The key to successful advertising . . . reaching over 398,000 persons weekly!
THE TOP BANANA IN MEMPHIS
#1 Total Persons 6 a.m. to 12 midnight Monday thru Sunday Average ¼ hour all week long
#1 Total in Females 18+ 6 a.m. midnight all day parts*
#1 Cumulative Teens Mon. thru Sun. 3 p.m. to 12 midnight.
#1 Total in Males 18+ 6 a.m. to 10 a.m.
SOURCE: April-May ARB 1974 TSA . . . estimates only and subject to limitations of reports.
* Non-ethnic

TIME RATES
No. 3 Eff 8/1/75—Rec'd 8/4/75.
I—Mon thru Sun 6 am-7 pm.
II—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 6 ti	I 12 ti	I 16 ti	II 6 ti	II 12 ti	II 16 ti
1 min/less	30	28	26	24	22	20

DISCOUNT
26 wk—5% 52 wk—10%
Submitted by Mary C. Downey.

WHBQ
1925
MEMPHIS

RKO RADIO

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 6720 7.00
RKO General, Inc., 485 S. Highland, Memphis, Tenn. 38111. Phone 901 323-7081. TWX 901-278-1314.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jim Bedwell.
General Sales Manager—Dick French.
Program Director—Dave Williams.

2. REPRESENTATIVES
RKO Radio Representatives, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 500 kc.
Directional—separate pattern.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12b, 13c, 14c, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 30, 33d.
Contracts: 40a, 41, 44b, 45, 46, 46, 50, 51c.
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 24 Eff 4/1/74—Rec'd 4/5/74.
AAA—Mon thru Sat 6-10 am & 3-8 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 8 am-8 pm.
A—Mon thru Sun 5-6 am & 8 pm-1 am.
B—Mon thru Sun 1-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec	*B 1 min	*B 30 sec
6 ti	40	31	33	25	30	23	12	9
12 ti	38	29	31	23	28	21	----	----
16 ti	36	27	29	21	26	19	----	----
24 ti	34	25	27	19	24	17	----	----

10 sec: 50% of 1-min.
(*) Flat.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min	316	444	560
30 sec	240	330	400
10 sec	158	222	280

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Jim Bedwell.

WLOK
1961
MEMPHIS

STARR BROADCASTING GROUP, INC.

Alan Torbet Associates, Inc.

RAB

Media Code 4 244 6900 1.00
Starr WLOK, Inc., 363 S. Second St., Memphis, Tenn. 38103. Phone 901-527-9565.

STATION'S PROGRAMMING DESCRIPTION
WLOK: Programmed for black audience.
MUSIC: rhythm and blues, blues & jazz. Black AIR PERSONALITIES do all shows including live commercials. NEWS: at :60, headlines at :30. SPORTS: live & direct coverage of high school basketball & football, professional football. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
Senior Vice-President—Richard Oppenheimer.
Vice-Pres. & Gen'l Mgr.—Bill McKay.
Sales Manager—Lynn Higbee.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily CST.

4. AGENCY COMMISSION
15/0: 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 25b, 25c, 29a, 36.
Contracts: 40c, 41 42d, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with ATA Radio Network.
Affiliated with National Black Network.

TIME RATES
No. 7 Eff 7/1/72—Rec'd 6/1/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—All other times.

7. PACKAGE PLANS

SECTION I

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	23	22	21	20
A	23	21	20	19
B	20	19	18	17

Fixed position in specified times; non-preemptible.

SECTION II

AA	22	21	20	19
A	21	20	19	18
B	19	18	17	16

ROS in specified times; preemptible 24-hr notice.

SECTION III—TAP

1/3AA, 1/3A, 1/3B	20	19	18	17

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All times combinable for frequency discount.

WMC
1923
MEMPHIS

NBC Radio Network

BLAIR RADIO

NAFB

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 244 6930 2.00
Scripps-Howard Broadcasting Co., Box 420, Crosstown Station, 1960 Union Ave., Memphis, Tenn. 38104. Phone 901-274-8515.

1. PERSONNEL
Gen'l & Com'l Mgr.—Dean Osmundson.
Local Sales Manager—Bob Webber.
Program Director—Bob Young.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/8 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 32b, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC and Blair Represented Network.

TIME RATES
AM/FM COMBINATION
No. 30 Eff 9/1/75—Rec'd 8/5/75.
AAA—Mon thru Fri 6-10 am & 3-6 pm.
AA—Mon thru Fri 5-6 am & 10 am-3 pm; Sat & Sun 5 am-6 pm.
A—Mon thru Sun 8 pm-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	78	75	72	69	63	60	57	54
30 sec	62	60	58	55	50	48	46	43
10 sec	47	45	43	41	38	36	34	32

	A 1 min	A 30 sec	A 18 sec
1 min	42	40	38	36
30 sec	34	32	31	29
10 sec	25	24	23	22

AM ONLY:	1 min	30 sec	18 sec
Deduct	20	16	12

Submitted by Jerry Gibson.

WMC-FM
1947
MEMPHIS

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 244 6931 0.00
Scripps-Howard Broadcasting Co., Box 420, Crosstown Station, 1960 Union Ave., Memphis, Tenn. 38104. Phone 901-274-8515.
See affiliated AM station for additional information.

3. FACILITIES
ERP 300,000 w. (horiz.), 100,000 w. (vert.); 99.7 mc.
Antenna ht.: 970 ft. above average terrain.
Operating schedule: 24 hours. CST.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WMC. See that listing.

TIME RATES
No. 18 Eff 9/1/75—Rec'd 8/5/75.
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat & Sun 6 am-8 pm.
A—Mon thru Sun 6 pm-midnight; Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	38	35	32	29	36	33	30	27
30/less	30	28	26	23	28	26	24	22

Submitted by Jerry Gibson.

WMPS
1925
MEMPHIS

HR STONE radio

NAB RAB

A Plough, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 244 7000 3.00
Plough Broadcasting Co., Inc., Radio Center, 112 Union, Memphis, Tenn. 38103. Phone 901-525-6363.
Mailing Address: Box 3584, Memphis, Tenn. 38103.

STATION'S PROGRAMMING DESCRIPTION
WMPS: Programmed for adults 18-34.
MUSIC: current contemporary hits with solid gold mix. 5 AIR PERSONALITIES handle all segments.
NEWS: 4 man staff; 5-min. newscasts at :55.
Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL
President—H. Wayne Hudson.
Vice-Pres. & Gen'l Mgr.—John Rhea.
Sales Manager—Dale Bailey.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 680 kc.
Directional night only.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast midnight-6 am. For non-simulcast facilities see WMPS-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 20b, 21d, 22a, 22b, 23a, 24a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 34 Eff 5/1/75—Rec'd 5/29/75.
AM Drive—Mon thru Sat 6-10 am.
Daytime—Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
Evening—Mon thru Sun 7 pm-midnight.
Overnight—Mon thru Sun midnight-6 am.
Weekend Drive—Sat & Sun 10 am-7 pm.
Sunday AM—6-10 am.

7. PACKAGE PLANS

SATURATION
1 MINUTE

PER WK:	1-12 ti	18 ti	24 ti	30 ti	36 ti
PER YR:	156x	312x	520x	780x	1040x
AMD	35.50	34.00	33.00	32.00	30.50
DT	28.50	27.50	26.50	25.50	24.50
PMD	35.50	34.00	33.00	32.00	30.50
Eve	28.50	27.50	26.50	25.50	24.50
WD	34.50	33.00	32.00	31.00	29.50
SAM	28.50	27.50	26.50	25.50	24.50

30 SECONDS

AMD	28.50	27.50	27.00	26.00	25.00
DT	23.00	22.00	21.00	20.50	20.00
PMD	28.50	27.50	27.00	26.00	25.00
Eve	23.00	22.00	21.00	20.50	20.00
WD	27.50	26.50	26.00	25.00	24.00
SAM	23.00	22.00	21.00	20.50	20.00

Overnight: Flat, 12.00.

TAP—1/3AMD AND/OR PMD, 2/3 DT & EVE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	25.50	24.50	23.50	22.50	21.50	20.50
30 sec	20.00	19.50	19.00	18.50	17.00	16.50

10 sec: 50% of 1-min preemptible.
Edited by John W. Rhea.

WMPS-FM
1959
MEMPHIS

NAB RAB

A Plough, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 244 7001 1.00
Plough Broadcasting Co., Inc., Radio Center, 112 Union, Memphis, Tenn. 38103. Phone 901-525-6363.
Mailing Address: Box 3584, Memphis, Tenn. 38103.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMPS-FM: MUSIC: classical. SPORTS: football & baseball. Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL
Managing Director—Aubrey Guy.

2. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mc. stereo.
Antenna ht.: 530 ft. above average terrain.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see WMPS.

TIME RATES
NATIONAL AND LOCAL RATE SAME
No. 3 Eff 11/1/74—Rec'd 11/4/74.

7. PACKAGE PLANS

	Per wk 6 ti	12 ti	18 ti	24 ti	30 ti	Per yr 260x	520x	1040x
1 min	12.00	11.50	11.00	10.00	9.00	10.00	9.00	8.00
30 sec	10.00	9.00	8.50	8.00	7.20	8.00	7.20	6.40

8. PROGRAM TIME RATES

	1x	13x	26x	39x	52x
5 min	25.00	20.00	18.00	16.50	15.00
1/4 hr	32.00	30.00	28.00	26.00	25.00
1/2 hr	55.00	52.00	50.00	45.00	42.50
1 hr	80.00	75.00	72.00	70.00	65.00

16. SPECIAL FEATURES
5-min newscasts 10.00 1/4 hr newscasts 17.50

WMQM
1964
MEMPHIS

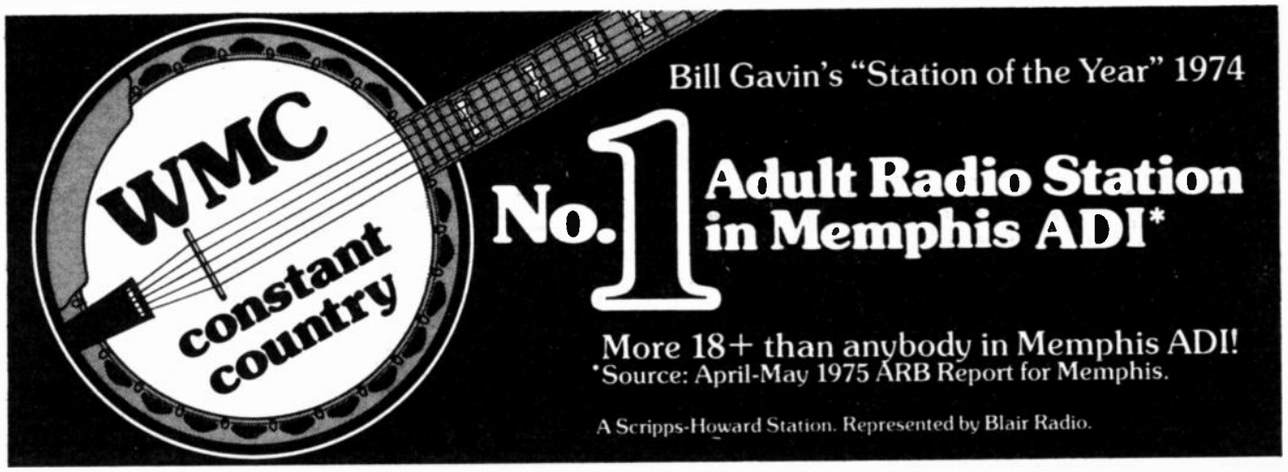
M Jack Masla & Company, Inc.

NAB

Media Code 4 244 7070 8.00
Daiworth Broadcasting Co., Chisca Plaza Hotel, 272 S. Main, Memphis, Tenn. 38101. Phone 901-523-1694.

STATION'S PROGRAMMING DESCRIPTION
WMQM: Programmed for adults 18 and up.

(This listing continued on next page)



Memphis—W M Q M—Continued

MUSIC: top 50 modern country and western throughout day with air personalities. NEWS: regional at :55, local news at :30. Weather at :15 & :45. Audience participation contests. Local 5 min sports shows, mobile news coverage, 30 & 60 second commercials. Religious programs Sun only. Contact Representative for further details. Rec'd 7/25/68.

1. PERSONNEL
President—Kurt A. Meer.
General Manager—Kurt A. Meer, Jr.
Program Director—Mike Day.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
5,000 w. days; 1486 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 73a.

TIME RATES
Eff 7/1/71—Rec'd 7/2/71.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm.
B—Sat & Sun.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	52x	104x	156x	260x
AA	25	24	23	22	21
A	23	22	21	20	18
B	18	17	16	16	14

20 sec: 80% 1-min. 10/20 sec: 50% 1-min.

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti
AA	23	22	20	18
A	22	21	18	16
B	18	16	14	12

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	150	85	50	35

Submitted by Kurt A. Meer, Jr.

WQUD
(formerly WAID)
1968
MEMPHIS

NAB RAB

A Sonderling Station
Media Code 4 244 7185 8.00
WQUD, Box 12045, 2265 Central Ave., Memphis, Tenn. 38112. Phone 901-274-3400.
See affiliated AM station for additional information.
AM facilities: WDIA.

STATION'S PROGRAMMING DESCRIPTION
WQUD: Programmed for young adults & adults 18-35.
MUSIC: adult contemporary. NEWS: 3 min at :50. COMMERCIAL POLICY: maximum 8-1/2 minutes per hour. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Station Manager—Robert McDowell.
National Sales Manager—David C. Stewart.
Local Sales Manager—Jim McDonald.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104:5 mc. Quadraphonic.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 750 ft. above average terrain.

TIME RATES
No. 2 Eff 2/1/75—Rec'd 1/8/75.
I—Mon thru Sun 10-1 am.
II—Mon thru Sun 6-10 am.
III—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
I	20	18	16	14
II	16	14	12	10

III: Flat 7.50.
30/10 sec: 80% of 1-min.

7. PACKAGE PLANS

	12 ti	18 ti	24 ti
1 min	13	12	10

30/10 sec: 80% of 1-min.
Submitted by Robert McDowell.

WREC
1922
MEMPHIS

CBS Radio Network

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 244 7140 7.00
Summit Communications of Tennessee, Inc., Hotel Peabody, Memphis, Tenn. 38101. Phone 901-525-1313.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Brooks.
Sales Manager—Bill Williams.
Program Director—Allan Tynes.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 600 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
AM/FM COMBINATION
No. 36 Eff 4/16/73—Rec'd 4/30/73.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN, PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	43	41	40	39	38
AA	39	37	36	35	34
A	35	33	32	31	30
B	30	28	27	26	25

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 8.00 per spot.

8. PROGRAM TIME RATES
AM ONLY

	—6 am-7 pm—			—7 pm-6 am—		
PER YR:	1x	52x	260x	1x	52x	260x
1/2 hr	115	105	85	75	70	65
1/4 hr	85	80	75	60	55	50
10 min	75	70	65	45	42	39
5 min	65	60	55	40	37	34

WREC-FM
1967
MEMPHIS

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 244 7141 5.00
Summit Communications of Tennessee, Inc., Hotel Peabody, Memphis, Tenn. 38101. Phone 901-525-1313.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 102.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: —— ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WREC. See that listing.

TIME RATES
No. 1 Eff 8/1/71—Rec'd 4/30/73.
AA—Mon thru Sun 10 am-7 pm.
A—All other times.

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	20	18	15	12	10
A	18	15	13	11	9

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WWEE
1955
MEMPHIS

Media Code 4 244 7175 3.00
Tri-State Broadcasting Service, Inc., 1331 Union Ave., Memphis, Tenn. 38104. Phone 901-725-7657.

STATION'S PROGRAMMING DESCRIPTION
WWEE: Programmed for adults and young adults. All news & talk except weekend PM jazz. NEWS: network; 5 man local staff; remote facilities. Audience tele/talk shows 8 am-4 pm & 6 pm-sign-off, M-Sun. Personalities handle live commercials & remotes. Contact Representative for further details. Rec'd 7/24/75.

1. PERSONNEL
President—Sam C. Phillips.
General Manager—Bill Thomes.
Sales Manager—David Dow.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25c, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 46, 48, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70a.
Prod. Services: 81, 82.
Affiliated with American Information Network.

TIME RATES
Eff 7/1/72—Rec'd 6/16/72.

6. SPOT ANNOUNCEMENTS

YEARLY CONTRACT:	1x	104x	260x	520x
1 min	18.20	15.60	13.00	10.40
30 sec	14.65	11.70	9.75	7.80

10 sec: 50% of 1-min.

10. SPECIAL FEATURES

	1x	26x	104x	312x
5-min newscasts	39.00	32.50	26.00	19.50

Submitted by Bill Thomas.

MILAN (1 AM; 1 FM)
Gibson County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WKBJ 1955 / WKBJ-FM 1964

Media Code 4 244 7216 8.00
West Tennessee Broadcasting Co., Box 236, Hwy. 70A, Milan, Tenn. 38353. Phone 901-686-7481.

1. PERSONNEL
Station Manager—Bill Haney.

2. REPRESENTATIVES
Memphis, Dallas, Atlanta—Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 28,000 w.; 92.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 228 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc.

TIME RATES
Eff 3/1/74—Rec'd 2/21/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x
1 min	2.00	1.75	1.50
30 sec	1.75	1.50	1.25

MILLINGTON
Shelby County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

WTNN
1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 7200 1.00
The Moore Company, Inc., 6960 Bucknell, Millington, Tenn. 38053. Phones 901-372-3396, 3397.

1. PERSONNEL
General Manager—Steve Williams.

3. FACILITIES
500 w. days; 1386 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
15 minute program—3:00 commercial limitation.
Affiliated with American Entertainment Network.

TIME RATES
Eff——Rec'd 3/30/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x	1000x
1 min	5.00	4.50	4.15	3.65	3.10	2.75
30 sec	4.50	4.00	3.50	3.00	2.50	2.00
10 sec	3.10	2.90	2.50	2.10	2.00	1.70

MORRISTOWN (2 AM; 1 FM)
Hamblen County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WAZI
1964

Subscriber to the NAB Radio Code
Media Code 4 244 7315 5.00
East Tennessee Broadcast Corp., Box 1759, Morristown, Tenn. 37814. Phone 615-586-9696.
See affiliated AM station for additional information.
AM facilities WMTN.

STATION'S PROGRAMMING DESCRIPTION
WAZI: Music: Top 40.

1. PERSONNEL
Sales Manager—Ross Woody.

3. FACILITIES
ERP 3,000 w.; 95.9 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 156 ft. above average terrain.

TIME RATES
Eff 11/10/72—Rec'd 11/13/72.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.00	4.75	4.50	4.25	4.00

20/30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

WCRK
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 7350 2.00
WCRK, Inc., Radio Center, Morristown, Tenn. 37814
Phone 615-586-9101.

1. PERSONNEL
Manager—Bowell Ashford.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
South—David Carpenter Company.

3. FACILITIES
1,000 w. days, 500 w. nights; 1150 kc. Directional.
Operating schedule: 5:00 am-11:00 pm. EST.

4. AGENCY COMMISSION
15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: The Tobacco Radio Network.

TIME RATES
Eff 4/1/74—Rec'd 1/30/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	520x
1 min	5.25	5.00	4.75	4.50	4.25	4.00	3.75

WMTN
1957

Subscriber to the NAB Radio Code
Media Code 4 244 7420 3.00
East Tennessee Broadcasting Corp., Box 70, Morristown, Tenn. 37814. Phone 615-586-7993.

STATION'S PROGRAMMING DESCRIPTION
WMTN: MUSIC: modern country.

1. PERSONNEL
Pres. & Gen'l Mgr.—George Guertin.
Sales—Don Crisp.

3. FACILITIES
5,000 w. days; 1300 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WAZI.
Member: Farm Radio Network.

TIME RATES
Eff——Rec'd 12/6/70.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.00	5.75	5.50	5.25	5.00

20/30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

MOUNTAIN CITY
Johnson County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.

WMCT
1967

Media Code 4 244 7456 7.00
Johnson County Broadcasting Co., Inc., Box 78, Mountain City, Tenn. 37683. Phone 727-6701.

1. PERSONNEL
General Manager—Paul Gobble.

3. FACILITIES
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time and talent.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBH.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 3/1/72—Rec'd 5/2/72.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	3.00	2.00	78 x	1.80	1.35
13 x	2.80	1.85	104 x	1.60	1.25
26 x	2.60	1.70	130 x	1.50	1.15
39 x	2.40	1.60	260 x	1.35	1.10
52 x	2.20	1.50	520 x	1.25	1.00
65 x	2.00	1.40			

7. PACKAGE PLANS

ROS, PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	60 ti
1 min	2.00	1.85	1.70	1.60	1.50	1.35
30 sec	1.60	1.45	1.35	1.25	1.15	1.00

MURFREESBORO (2 AM; 1 FM)
Butherford County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WGNS
1946

NAB

Media Code 4 244 7490 6.00
Vogel Hale Corp., Box 1439, Murfreesboro, Tenn. 37130. Phone 615-893-5373.

STATION'S PROGRAMMING DESCRIPTION
WGNS: MUSIC: top 40. NEWS: network & local news hourly. Contact Representative for further details. Rec'd 1/31/75.

1. PERSONNEL
President—William R. Vogel.
Vice-President—Monte Hale.

2. REPRESENTATIVES
Memphis—C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 28b, 29a.
Contracts: 40c, 42b, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 73a.
Affiliated with MBS & KBS.

TIME RATES
Eff 12/1/74—Rec'd 1/31/75.

7. PACKAGE PLANS

PER MO:	Open	30 ti	60 ti	100 ti
1 min	5.10	4.60	4.30	4.00
30 sec	3.80	3.50	3.20	2.90
15 sec	2.90	2.60	2.35	2.00
10 sec	2.70	2.26	1.90	1.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	90	54	29	22	14
26 x	85	44	26	19	13
52 x	80	39	23	17	11

WMTS
1953

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 7580 6.00
WMTS, Inc., Box 860, Murfreesboro, Tenn. 37130. Phone 615-893-6611.

STATION'S PROGRAMMING DESCRIPTION
WMTS: MUSIC: country and western. NEWS: 5 min on hour, headlines on half-hour. 3 mobile news units. UPI wire and audio. SPORTS: coverage of local high school and college. Farm and markets on regularly. Rec'd 10/24/74.

1. PERSONNEL
President—Mary Reeves.
Vice-Pres. & Gen'l Mgr.—Tom Perryman.

3. FACILITIES
5,000 w. days; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.

(This listing continued on next page)

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS
ROS

PER MO:	13 tl	30 tl	60 tl	90 tl	120 tl	150 tl
PER YR:	100x	300x	600x	900x	1200x	1500x
10 sec	2.75	2.60	2.45	2.30	2.15	2.00
30/20 sec	3.75	3.50	3.25	3.00	2.75	2.50
1 min	6.00	5.50	5.00	4.50	4.00	3.50

6. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	90	85	80	—	—	—
1/2 hr	60	55	50	—	—	—
1/4 hr	32	30	28	26	24	22
5 min	18	16	14	12	10	8
2 min	15	14	12	10	8	6

WMTS-FM
1963

Subscriber to the NAB Radio Code
Media Code 4 244 7561 4.00
WMTS, Inc., Box 860, 915 N. W. Broad St., Murfreesboro, Tenn. 37130 Phone 615-893-6611.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WMTS-FM: MUSIC: contemporary from album library, original arrangements from big band ers. NEWS: at :28 & :58. Rec'd 8/12/74.

3. FACILITIES
ERP 20,000 w.; 96.3 mc. Stereo.
Operating schedule: 6:00 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 8/12/74.

6. SPOT ANNOUNCEMENTS

ROS, 60 DAYS:	30 tl	60 tl	90 tl	120 tl
30 sec	2.50	2.35	2.20	2.00

NASHVILLE (10 AM; 5 FM)

(including Berry Hill, Donelson, Hendersonville, Madison)

Davidson County—Map Location E-4
Sumner County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	66	56	66	47
B	47	42	47	42
C	47	34	37	38
D	44	34	37	28
AVERAGE	51	42	47	39

WAMB
1971
DONELSON

RAB

Media Code 4 244 7580 6.00
Great Southern Broadcasting Co., Inc., 1617 Lebanon Rd., Nashville, Tenn. 37210. Phone 615-889-1960.

STATION'S PROGRAMMING DESCRIPTION
WAMB: Programmed for adults and young adults. Floating news format presenting news events continuously throughout musical selections, backed up by 5 min summaries at :00 & :30. Emphasis on live local news coverage via 2-way radio. AP & national actualities from network. MUSIC: MOR singles 75%, albums 25%. Rec'd 6/2/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—William O. Barry.
Vice-Pres. & Sta. Mgr.—S. Bart Walker.
Director of Sales—W. Hunt Oliver, Jr.

3. FACILITIES
250 w. days; 1196 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15% time only; 10% if paid in advance.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b, 15d.
Basic Rates: 20b, 21a, 24a, 24c, 25a, 25b, 29b, 30.
Contracts: 40b, 44b, 47a, 51b.
Comb.: Cont. Discounts: 60i, 62d.
Cancellation: 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 6b Eff 7/1/75—Rec'd 5/30/75.
AA—Mon thru Fri 7-9 am & 4-6 pm.
A—Sun 6 am-1 pm; all other weekday times.

6. SPOT ANNOUNCEMENTS

	1 min 1x	1 min 200x	1 min 350+	30 sec 1x	30 sec 200x	30 sec 350+
AA	18	16	14	15	13	11
A	15	12	9	12	9	6

7. PACKAGE PLANS
SATURDAY-SUNDAY DANCE BAND PLAN
Sat 6 am-6 pm; Sun 1-6 pm, 1 min 3/wk 20.00
Edited by Bart Walker.

WBYQ (FM)
1970
HENDERSONVILLE
Contemporary/Oldies

NAB

Media Code 4 244 7615 8.00
Hendersonville Broadcasting Corp., Box 372, 361 W. Main St., Hendersonville, Tenn. 37075, Phone 615-824-7177.
Nashville Office: Box 4507, Nashville, Tenn. 37216.

STATION'S PROGRAMMING DESCRIPTION
WBYQ (FM): MUSIC: adult contemporary mixed with rock oldies, predominantly from past 10 yrs. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
General Manager—Robert P. Reich.
Operations Manager—Duke Edwards.
Director of Sales—Bob White.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with The Rep Network.

TIME RATES
Eff 9/1/74—Rec'd 9/3/74.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER WK:	1 tl	14 tl	28 tl	1 tl	14 tl	28 tl
AA	18.00	14.00	12.00	14.00	11.50	10.00
A	14.50	12.00	9.50	11.00	9.00	7.50

Edited by Robert P. Reich.

WENO
1957
MADISON

NAB

Media Code 4 244 7630 7.00
Central Broadcasting Corp., Box 5236, Nashville, Tenn. 37215. Phone 615-868-9366.

1. PERSONNEL
President—H. C. (Cal) Young, Jr.
Vice-President—Casey Jenkins.

3. FACILITIES
5,000 w. days, non-directional; 1,000 w. nights, directional; 1430 kc.
Operating schedule: 5:00 am-midnight. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with MBS.

TIME RATES
Eff 7/1/65—Rec'd 6/28/65.
AAA—Mon thru Sat 6-9 am & 4-7 pm.
AA—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	520x	1040x
CLASS AAA							
1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.00
20/30 sec	11.25	10.50	9.75	9.00	8.25	7.50	6.75
10 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50
CLASS AA							
1 min	14.00	13.00	12.00	11.00	10.00	9.00	8.00
20/30 sec	10.50	9.75	9.00	8.25	7.50	6.75	6.00
10 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
CLASS A							
1 min	7.50	7.00	6.50	6.00	5.50	5.00	4.50
20/30 sec	5.65	5.25	4.90	4.50	4.10	3.75	3.35
10 sec	3.75	3.50	3.25	3.00	2.75	2.50	2.25

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	1 min	20/30	10 sec
1x tl (4AAA, 4AA, 4A)	116.00	87.00	58.00
18 tl (6AAA, 6AA, 6A)	159.00	119.10	79.50
24 tl (8AAA, 8AA, 8A)	192.00	144.00	96.00
36 tl (12AAA, 12AA, 12A)	258.00	193.20	129.00

SATURATION PACKAGES

WK:	AAA 12 tl	AAA 18 tl	AAA 24 tl	AAA 36 tl	AA 12 tl	AA 18 tl	AA 24 tl	AA 36 tl
1 min	13.00	12.00	11.00	10.00	12.00	11.00	10.00	9.00
20/30	9.75	9.00	8.25	7.50	9.00	8.25	7.50	6.75
10 sec	6.50	6.00	5.50	5.00	6.00	5.50	5.00	4.50

	A
1 min	6.50 6.00 5.50 5.00
20/30	4.90 4.50 4.10 3.75
10 sec	3.25 3.00 2.75 2.50

May be cross combined to earn frequency.

WKDA
1946
NASHVILLE

NAB RAB

Chatham Corporation
Media Code 4 244 7700 8.00
WKDA Broadcasting Co., Inc., 1202 Stahlman Bldg., Union St., Nashville, Tenn. 37201. Phone 615-254-1255.

STATION'S PROGRAMMING DESCRIPTION
WKDA: MUSIC: modern country delivered by AIR PERSONALITIES using MOR approach. Emphasis on time & weather. NEWS: local 4 man news team for city news & traffic reports. SPORTS: college & bowl games. Editorials daily by sportscaster. Contact Representative for further details. Rec'd 5/9/73.

1. PERSONNEL
President—Stu Hepburn.
Vice-Pres. & Gen'l Sls. Mgr.—Jim Ragan.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24c, 26, 33d.
Contracts: 40a, 46, 49, 51c.
Cancellation: 71a, 72.
Affiliated with ATA Radio Network.

TIME RATES
AM/FM COMBINATION
Eff 9/15/73—Rec'd 9/4/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 tl	12 tl	18 tl	24 tl
AA	35	33	32	30
A	31	29	28	26

30 sec: 80% of 1-min.

7. PACKAGE PLANS
TAP—1/2AA, 1/2A

PER WK:	6 tl	12 tl	18 tl	24 tl
1 min	32	30	20	27

30 sec: 80% of 1-min.
AM only: 45% of AM/FM combination.
Edited by Jim Ragan.

WKDA-FM
1962
NASHVILLE

NAB RAB

Media Code 4 244 7701 6.00
WKDA Broadcasting Co., Inc., 1202 Stahlman Bldg., Union St., Nashville, Tenn. 37201. Phone 615 254-1255.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WKDA-FM: MUSIC: rock with current hits & selected album cuts. NEWS: & traffic reports. Young AIR PERSONALITIES in main stream of modern thought trends. Contact Representative for further details. Rec'd 4/7/71.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 550 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.
Sold in combination with WKDA. See that listing for rates.

TIME RATES
Eff 9/15/73—Rec'd 9/4/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl
1 min	23	21	20	19

30 sec: 80% of 1-min.

WLAC
1926
NASHVILLE
Contemporary

NAB

Subscriber to the NAB Radio Code
Media Code 4 244 7770 1.00
Life and Casualty Insurance Co. of Tennessee, 161 4th Ave. N., Nashville, Tenn. 37219. Phone 615-256-0161. TWX 615-244-1049

STATION'S PROGRAMMING DESCRIPTION
WLAC: MUSIC: Current hits, blended with select album cuts & golden hits of recent years. Community Relations Director who works with citizen & authorities. NEWS: 5-man news staff. Local & national news at :50. News-breaker reports hourly. 8 pm-midnight contemporary black music. Contact Representative for further details. Rec'd 5/30/74.

1. PERSONNEL
General Manager—James M. Ward.
Sales Manager—Bill Byram.
National Sales—Rick Snowden.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w.; 1510 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; payable upon receipt.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 25a, 26, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60n, 60l, 61c.
Cancellation: 71a, 73a, 73b.
Prod. Services: 82.

TIME RATES
No. 20 Eff 11/1/74—Rec'd 1/9/75.
AAA—Mon thru Sat 6-10 am & 3-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.
A—Mon thru Sun 8 pm-1 am.
B—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

	AAA 6 tl	AAA 12 tl	AAA 18 tl	AAA 24 tl	AA 6 tl	AA 12 tl	AA 18 tl	AA 24 tl
1 min	35	33	31	29	31	29	28	26
30 sec	28	26	25	23	25	23	22	21
20 sec	21	20	19	18	19	17	16	15

	A				B			
1 min	40	38	37	35	32	30	28	26
30 sec	32	30	29	28	26	24	23	21
20 sec	24	23	22	21	19	18	17	16

6. PROGRAM TIME RATES
10 min—rotating 8 pm-midnight, 1 per day, Mon thru Fri, per wk. 325.00.

WLAC-FM
1953
NASHVILLE
Stereo

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 244 7771 8.00
Life and Casualty Insurance Co. of Tennessee, 161 4th Ave., N., Nashville, Tenn. 37219. Phone 615-255-3421.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLAC-FM: Programmed for general interest.
AIR PERSONALITIES handle all segments. MUSIC: popular music, mostly middle-of-the-road, with current hits and standards. Network news each hour at 15 min after hour 7:15 am-10:15 pm. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 4/30/69.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert); 105.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 9 Eff 11/1/74—Rec'd 3/5/75.
AAA—Mon thru Fri 6 am-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER	AAA 6 tl	AAA 12 tl	AAA 18 tl	AAA 24 tl	AA 6 tl	AA 12 tl	AA 18 tl	AA 24 tl
WK:								
1 min	35	33	31	29	29	28	27	26
30/less	29	26	25	23	23	22	21	20

WMAK
1948
NASHVILLE
Mooney Broadcasting Corporation
Media Code 4 244 7910 4.00
Mooney—WMAK, Inc., Box 2623, Nashville, Tenn. 37219. Phone 615-255-3536.

1. PERSONNEL
President—George P. Mooney.
General Manager—Jerry A. Adams.
Commercial Manager—Richard "Dick" Huneycutt.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 1300 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a 41, 44b, 45, 46, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 62b.
Cancellation: 70a, 70c, 71a, 73, 73b.
Prod. Services: 66, 81, 82.

TIME RATES
No. 8 Eff 1/1/75—Rec'd 12/2/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 5-6 am, 10 am-3 pm & 7 pm-midnight. Sun noon-6 pm.
A—Sun 6 am-noon & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
AAA	49	47	45	43	41
AA	44	42	40	38	36
A	39	37	35	32	30
20/30 SECONDS					
AAA	40	38	36	35	33
AA	36	34	32	31	29
A	32	30	28	26	24

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

WNAH
1949
NASHVILLE

NAB

Media Code 4 244 7980 6.00
Hermitage Broadcasting Corp., 1701 West End Ave., Nashville, Tenn. 37203. Phone 615-254-7611.

STATION'S PROGRAMMING DESCRIPTION
WNAH: Programmed for adults and young adults. AIR PERSONALITIES utilizing a fast-paced approach, community involvement stressed with telephone conversations, community events, remotes & in-studio interviews with gospel artists. MUSIC: playlist features southern gospel. FEATURES: 3 weather summaries plus twice hourly forecasts; religious programs. NEWS: network at :30. Rec'd 8/7/74.

1. PERSONNEL
Gen'l & Com'l Mgr.—Van T. Irwin, Jr.
Program Director—Hoyt Carter, Jr.
Music Director—Gary McCollum.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15% on time and talent; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 46.
Comb.: Cont. Discounts: 60b, 60k, 61b, 61c, 62b.
Cancellation: 70a 70c, 71a 73a.
Affiliated with KBS and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 2/11/74.

(This listing continued on next page)

Nashville—W N A H—Continued

6. SPOT ANNOUNCEMENTS

	1x	104x	260+
1 min	3.50	3.25	3.00
30 sec	2.80	2.40	2.00
10 sec	2.10	1.80	1.50

8. PROGRAM TIME RATES

	1x	104x	260+
1 hr	100.00	87.50	75.00
1/2 hr	50.00	43.75	37.50
1/4 hr	25.00	21.90	18.75
10 min	16.75	14.60	12.50
5 min	8.50	7.40	6.25

10. SPECIAL FEATURES
Religious programs at 260x rate on open contract basis.

WSIX
1927
NASHVILLE

KATZ RADIO

Adult Contemporary

NAB

General Electric Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 244 8050 7.00

General Electric Broadcasting Co., Inc., 441 Murfreesboro Rd., Nashville, Tenn. 37210. Phone 615-259-2200. TWX 810-371-1943.

STATION'S PROGRAMMING DESCRIPTION
WSIX: Adult oriented.
MUSIC: combination of adult contemporary, country & hits of 60's. AIR PERSONALITIES. NEWS: network at :60, local at :30; expanded news at 5:30 & 6:25 am, noon & 5:25 pm. Business news 4x daily. FEATURES: network & local informational & public affairs programs. SPORTS: reports 6x daily. College football & basketball; selected pro & college events throughout year. Contact Representative for further details. Rec'd 9/4/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Charles Duke.
Station Manager—James A. Tandy.
Program Director—Don Sullivan.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 980 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 23b, 25a, 28a, 29a, 33a.
Contracts: 40b, 41, 44b, 46, 51b.
Comb.; Cont. Discounts: 60a, 60g, 61a, 62b.
Cancellation: 70a, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
TV facilities: WNGE-TV.
Affiliated with CBS.
Affiliated with Katz Radio Network.
Affiliated with American Information Network.

TIME RATES
AM/FM COMBINATION
No. K-2 Eff 2/1/75—Rec'd 2/17/75.
AAA—Mon thru Sat 6-10 am
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 4 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	16 ti	24 ti
AAA	65	60	55	50	49
AA	55	49	45	41	39
A	50	46	42	40	38
B	40	35	30	26	24

30 sec: 80% of 1-min. 30 sec: 50% of 1-min.

AM only: Deduct 8.00 per 1-min spot.

WSIX-FM
1948
NASHVILLE

NAB

General Electric Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 244 8051 5.00

WSIX, 441 Murfreesboro Rd., Nashville, Tenn. 37210. Phone 615-259-2200. TWX 810-371-1943.
See affiliated AM station for additional information.

1. PERSONNEL
Program Director—Doug Dickens.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 1,110 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Sold in combination with WSIX. See that listing for rates.

TIME RATES

FM ONLY
AM/FM combination rate less 8.00 per 1-min spot.

WSM
1925
NASHVILLE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 244 8120 8.00
WSM, Inc., Box 100, Nashville, Tenn. 37202. Phone 615-749-2244. TWX 810-371-1148.

STATION'S PROGRAMMING DESCRIPTION
WSM: Programmed for general interest.
MUSIC: Progressive MOR 6 am-5 pm, except 7:45-9 am. Live 10 piece orchestra with vocalists & informal news; 1:30-3 pm tele/talk show with guests. NEWS: at :60; at :30 5 am-7 pm. All news 4:55-6:05 pm, with network, local, sports, business & weather; 13 man news staff. ENTERTAINMENT: 6 pm-5 am, country music with talent interviews & news. FARM: 5-5:45 am. SAT: country music, monitor, live country music from 6:30 pm-12M. SUN: entertainment, popular music, religion, monitor. SPORTS: Major League baseball, World Series, college football, basketball, pro football & bowl games. Contact Representative for further details. Rec'd 11/3/72.

1. PERSONNEL
President—Irving C. Waugh, Jr.
Vice-Pres. & Gen'l Mgr.—Len Hensel.
National Sales Manager—Sam Littleton.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
50,000 w.; 650 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11b, 12b, 13c, 14c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 27, 28a, 29a, 29b, 30, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 29 Eff 8/1/75—Rec'd 8/5/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm; Friday 7-8 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 7 am-midnight.
A—Mon thru Sat 5-6 am; Mon thru Thurs 7 pm-midnight; Fri & Sat 11 pm-midnight; Sun 5-7 am.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK:	1 min 1x	260x	520x	1000+	30/20 sec 1x	260x	520x	1000+
1 ti	80	76	67	58	64	61	52	46
6 ti	76	72	65	56	61	58	50	44
14 ti	74	70	63	54	59	56	48	42
20+	72	68	60	51	57	54	46	41

	10 sec
1 ti	40 38 33 29
6 ti	38 36 32 28
14 ti	37 35 31 27
20+	36 34 29 26

Mon thru Sat 6-10 am & 3-7 pm: multiples of 2; equal rotation.

CLASS AA

	1 min				30/20 sec			
1 ti	64	62	60	58	52	50	48	46
6 ti	62	60	58	56	50	48	46	44
12 ti	60	58	56	54	48	46	44	42
18 ti	58	56	54	52	46	45	42	40
24+	56	54	52	50	45	44	41	39

	10 sec
1 ti	32 31 30 29
6 ti	31 30 29 28
12 ti	30 29 28 27
18 ti	29 28 27 26
24+	28 27 26 25

CLASS A

	1 min				30/20 sec			
1 ti	50	48	46	44	40	38	36	34
6 ti	48	46	44	42	38	36	34	32
12 ti	46	44	42	40	36	34	32	30
18 ti	44	42	40	38	34	32	30	28
24+	42	40	38	36	32	30	28	27

	10 sec
1 ti	25 24 23 22
6 ti	24 23 22 21
12 ti	23 22 21 20
18 ti	22 21 20 19
24+	21 20 19 18

CLASS B

	1 min				30/20 sec			
1 ti	25	24	23	22	20	19	18	17
6 ti	24	23	22	20	19	18	17	16
12 ti	23	22	21	19	18	17	16	15
18+	20	19	18	17	17	16	15	14

	10 sec
1 ti	14 13 12 11
6 ti	13 12 11 10
12 ti	12 11 10 9
18+	11 10 9 8

Spots at rate break take higher rate.

8. PROGRAM TIME RATES

CLASS AAA

	1x	52x	104x	156x	260+
1 hr	357	339	322	305	286
1/2 hr	218	206	197	186	175
1/4 hr	168	159	151	142	134
10 min	144	137	130	122	115
5 min	90	85	80	75	70

CLASS AA

1 hr	305	290	275	260	244
1/2 hr	187	178	168	160	150
1/4 hr	154	147	140	133	126
10 min	123	119	116	114	108
5 min	80	75	70	65	60

CLASS A

1 hr	175	165	155	145	135
1/2 hr	110	107	100	95	88
1/4 hr	80	75	70	65	60
10 min	70	65	60	55	50
5 min	60	58	54	50	47

CLASS B

1 hr	136	130	123	115	109
1/2 hr	87	84	78	75	70
1/4 hr	63	60	57	53	50
10 min	55	52	49	46	44
5 min	45	43	40	39	36

10. SPECIAL FEATURES

	5 min	10 min	1/4 hr
News/Weather/Sports, extra	6	12	15

AM/FM COMBINATION

7. PACKAGE PLANS
AM/FM SPECTRUM PLAN

AM:	6x	8x	10x	12x	16x	18x
FM:	3x	4x	6x	8x	10x	12x
Per wk	360	456	560	656	775	876

AM—50% drive, 50% all other, except Opry.
FM—6 am-midnight.

10. SPECIAL FEATURES
Air traffic report—AM & FM drive equal distribution (minimum 2 per wk) flat 65.00.
Submitted by Sam Littleton.

WSM-FM
1968
NASHVILLE

NAB RAB NAFMB

Media Code 4 244 8121 6.00
WSM, Inc., Box 100, Nashville, Tenn. 37202 Phone 615-749-2244. TWX 810-371-1148.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSM-FM: Programmed for general interest. Personalities handle all segments. MUSIC: MOR. NEWS: hourly. SUN 6-11 am classical & semi-classical, symphony in season rebroadcast Sun at 6:05 pm. COMMERCIAL POLICY: maximum 14 commercial min per hour clustered at each 1/4 hour. Contact Representative for further details. Rec'd 4/15/74.

1. PERSONNEL
Station Manager—Dave Overton.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,280 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WSM. See that listing for rates.

TIME RATES
Eff———Rec'd 5/2/75.
Sold only in combination with WSM.
AM advertiser may buy equal number of FM spots at 10.00 per min; AM & FM schedules must run concurrently.
Submitted by Sam Littleton.

WVOL
1951
BERRY HILL

Bernard Howard & Co., Inc.

Independent Black

Media Code 4 244 8190 1.00
Rounsaville of Nashville, Inc., Box 8085, 1320 Brick Church Pike, Nashville (Berry Hill), Tenn. 37207. Phone 615-227-1470.

STATION'S PROGRAMMING DESCRIPTION
WVOL: Programmed for Black listener.
MUSIC: popular, rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments. NEWS: at :55 (local & network). SPORTS: high school events live. Personalities available for remote broadcasts, store openings, shopping center sales days. Editorials, as necessary. Contact Representative for further details. Rec'd 10/2/72.

1. PERSONNEL
Owner—Robert W. Rounsaville.
President—Ralph B. Johnson.
Vice-Pres. & Gen'l Mgr.—Clarence E. Kilcrease.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Rounsaville Sta Sales Office: See Rep & S/O pages.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1470 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15c, 16.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 50, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60i, 62d.
Cancellation: 70a, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. N-36 Eff 10/1/73—Rec'd 9/4/73.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 min 1 wk	13 wk	26 wk	52 wk	30 sec 1 wk	13 wk	26 wk	52 wk
6 ti	29	28	27	26	25	24	23	22
12 ti	27	26	25	24	22	21	20	19
18 ti	26	25	24	23	21	20	19	18
24 ti	25	24	23	22	20	19	18	17
36 ti	24	23	22	21	19	18	17	16
1-5 ti: 31.00.					1-5 ti: 27.00.			

CLASS A

6 ti	26	25	24	23	21	20	19	18
12 ti	23	22	21	20	19	18	17	16
18 ti	22	21	20	19	18	17	16	15
24 ti	21	20	19	18	17	16	15	14
36 ti	20	19	18	17	16	15	14	13
1-5 ti: 28.00.					1-5 ti: 23.00.			

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
1 hr: 8x 1-min. 1/4 hr: 3-1/2x 1-min.
1/2 hr: 5-1/2x 1-min. 5 min: 1-1/2x 1-min.

10. SPECIAL FEATURES
News—Program rates apply.
All-Nite Show: 50% of applicable A rate.

WWGM
1967
NASHVILLE

NAB

A Crawford Owned Station
Media Code 4 244 8210 1.00
Crawford Radio Enterprises, Inc., Box 12049, 2003 Blair Blvd., Nashville, Tenn. 37212. Phones 615-298-4417, 4418, 292-1560.

STATION'S PROGRAMMING DESCRIPTION
WWGM: Sacred and inspirational music, local and national religious programs.
Approximately 3 hours per day devoted to religious programs, local & national; 9 hours per day to music, news and public affairs. Rec'd 3/5/74.

1. PERSONNEL
President—Donald B. Crawford.
Vice-President—Larry Adcock.
Program Director—Roy Bee.

3. FACILITIES
10,000 w.; 1560 kc. Directional.
Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION
15/0 spots only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 5, 6a, 7b, 8.
Rate Protection: 10a, 12i, 13a, 14a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40b, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
Alcoholic beverages and tobacco advertising not acceptable.

TIME RATES
Eff 9/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	15 sec	30 sec	1 min
52 wk	3	4	6
26 wk	4	5	7
13 wk	(*)	6	8

(*) 4.50.

8. PROGRAM TIME RATES

SPONSORED:	52 wk	26 wk	13 wk
1/4 hr, minimum 3 per wk	25	26	27

1 ti per wk, 5-min/1/4 hr, extra 2.00.

10. SPECIAL FEATURES

NEWS/SPORTS:	52 wk	26 wk	13 wk
5 min, minimum 3 per wk	10	11	12

NEWPORT
Cocke County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WLIK
1954

NAB RAB

Media Code 4 244 8330 3.00
WLIK, Inc., Rte. #1 Knoxville Highway, Newport, Tenn. 37821. Phone 615-623-3095.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arthur Wilkerson.

3. FACILITIES
5,000 w. days, 500 w. nights; 1270 kc.
Non-directional days, directional nights.
Operating schedule: 6 am-midnight daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
Rates effective December 1, 1955.
Rates received November 28, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	50.00	30.00	20.00	10.00	6.00
13 times	47.50	28.50	19.00	9.50	5.70
26 times	45.00	27.00	18.00	9.00	5.40
52 times	42.50	25.50	17.00	8.50	5.10
104 times	40.00	24.00	16.00	8.00	4.80
156 times	37.50	22.50	15.00	7.50	4.50

(*) Spot announcements one minute or less.
Automotive rate, flat 4.50
Submitted by Dwight Wilkerson.

OAK RIDGE (2 AM; 2 FM)
Anderson County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WATO
1948

RAB

Media Code 4 244 8400 4.00
WATO, Inc., Box 3268, 113 Eastburn Lane, Oak Ridge, Tenn. 37830. Phones 615-483-3535, 3536.

STATION'S PROGRAMMING DESCRIPTION
WATO: MUSIC: contemporary top 40. NEWS: network at :55 with local news. SPORTS: local high school football & basketball, major sporting events, university sports. Emphasis on community involvement & public service. Contact Representative for further details. Rec'd 2/10/75.

1. PERSONNEL
Chairman of the Board—Henry Rau.
President—Lloyd S. Smith.
Vice-Pres. & Mgr.—Leonard M. McCoig.

2. REPRESENTATIVES
Atlanta—David Carpenter Company.

3. FACILITIES
5,000 w. days; 500 w. nights; 1290 kc.
Directional.
Operating schedule: 5:30-1 am. EST.

4. AGENCY COMMISSION
15/0.

(This listing continued on next page)

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WUUU (FM).
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 10/7/74—Rec'd 2/10/75.
A—Mon thru Fri 6:30-9 am & 4-7 pm.
BTA—All other times.

6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	365x	520x	780x
CLASS A							
1 min	6.75	6.60	6.25	6.00	5.75	5.50	5.25
30 sec	5.40	5.20	5.00	4.80	4.50	4.40	4.20
BTA							
1 min	6.00	5.75	5.50	5.20	4.95	4.65	4.40
30 sec	4.80	4.60	4.40	4.15	3.95	3.70	3.50

7. PACKAGE RATES
30-DAY SATURATION—ROS

PER WK:	20 ti	30 ti	40 ti	50 ti
1 min	116.00	165.00	200.00	237.50
30 sec	92.80	132.00	160.00	190.00
PER WK:	**100 ti**	**50 ti**	**20 ti**	
10 sec	195.00	130.00	65.00	

8. PROGRAM TIME RATES

5 MIN:	52x	104x	156x	260x
A	15	14	13	12
BTA	14	13	13	11

WOKI-FM
1974

SAB

Media Code 4 244 8417 6.00
Oak Ridge FM, Inc., 114 Tulsa Rd., Oak Ridge, Tenn. 37830. Phone 615-483-8451. Knoxville Phone 546-2861. (WOKI—Radioak, Inc., same address, etc.)

STATION'S PROGRAMMING DESCRIPTION
WOKI-FM: Programmed for young adults—18-40. MUSIC: 5:30 am-12M 75% current top 40, 25% oldies from last 5 yrs. 12M-5:30 am 50% current top 40, 50% rock. SPORTS: U football. Rec'd 2/7/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—John W. Pirkle.
General Sales Manager—Andy Reeves.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
FM-ERP 100,000 w. (horiz.). 100,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,000 ft. above average terrain.
AM—1,000 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 7b.
Rate Protection: 10b 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22b, 23b, 24a, 25a, 28b.
Contracts: 40a, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 Eff 7/15/75—Rec'd 7/23/75.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
1 wk	21.00	17.50	17.25	17.00	16.75	16.50
4 wk	20.50	17.00	16.75	16.50	16.25	16.00
8 wk	20.00	16.50	16.25	16.00	15.75	15.50
13 wk	19.50	16.00	15.75	15.50	15.25	15.00
26 wk	19.00	15.50	15.25	15.00	14.75	14.50
30 SECONDS						
1 wk	17.80	15.00	14.80	14.60	14.40	14.20
4 wk	17.40	14.60	14.40	14.20	14.00	13.80
8 wk	17.00	14.20	14.00	13.80	13.60	13.40
13 wk	16.60	13.80	13.60	13.40	13.20	13.00
26 wk	16.20	13.40	13.20	13.00	12.80	12.60

Submitted by John W. Pirkle.

(D)

WOKI
1873

SAB

Media Code 4 244 8417 0.00
Oak Ridge FM, Inc., 114 Tulsa Rd., Oak Ridge, Tenn. 37830. Phone 615-483-8451. Knoxville Phone 546-2861. (WOKI—Radioak, Inc., same address, etc.)

STATION'S PROGRAMMING DESCRIPTION
WOKI-FM: Programmed for young adults—18-40. MUSIC: 5:30 am-12M 75% current top 40, 25% oldies from last 5 yrs. 12M-5:30 am 50% current top 40, 50% rock. SPORTS: U football. Rec'd 2/7/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—John W. Pirkle.
General Sales Manager—Andy Reeves.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
FM-ERP 100,000 w. (horiz.). 100,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,000 ft. above average terrain.
AM—1,000 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 7b.
Rate Protection: 10b 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22b, 23b, 24a, 25a, 28b.
Contracts: 40a, 44b, 45, 46, 51b.
Comb.; Cont. Discounts: 60f, 61c, 62d.
Cancellation: 70a, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 Eff 7/15/75—Rec'd 7/23/75.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
1 wk	21.00	17.50	17.25	17.00	16.75	16.50
4 wk	20.50	17.00	16.75	16.50	16.25	16.00
8 wk	20.00	16.50	16.25	16.00	15.75	15.50
13 wk	19.50	16.00	15.75	15.50	15.25	15.00
26 wk	19.00	15.50	15.25	15.00	14.75	14.50
30 SECONDS						
1 wk	17.80	15.00	14.80	14.60	14.40	14.20
4 wk	17.40	14.60	14.40	14.20	14.00	13.80
8 wk	17.00	14.20	14.00	13.80	13.60	13.40
13 wk	16.60	13.80	13.60	13.40	13.20	13.00
26 wk	16.20	13.40	13.20	13.00	12.80	12.60

Submitted by John W. Pirkle.

(D)

WUUU (FM)
1968

RAB

Media Code 4 244 8435 9.00
WATO AM, FM, Inc., Box 3268, 113 Eastburn Lane, Oak Ridge, Tenn. 37830. Phone 615-483-3535.
See affiliated AM station for additional information.
AM facilities: WATO.

STATION'S PROGRAMMING DESCRIPTION
WUUU (FM): Programmed for adults.
MUSIC: standards, showtunes, film, music. All selections unannounced. NEWS: hrly. in 3 min capsules; 15 min at noon & 6 pm, M-F. Sports, weather, community calendar, human interest capsules 7-9 am & 4-6 pm, M-F. COMMERCIAL POLICY: maximum 6 minutes per hour. Contact Representative for further details. Rec'd 3/4/75.

1. PERSONNEL
Creative Director—Gary R. Drum.

2. FACILITIES
ERP 2,450 w. (horiz. & vert.), 94.3 mc. Stereo.
Operating schedule 6-1 am. EST.
Antenna ht.: 200 ft. above average terrain.

TIME RATES
Eff————Rec'd 2/10/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	365x	520x	780x
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	5.00	4.80	4.60	4.40	4.20	4.00	3.80	3.60

8. PROGRAM TIME RATES

	1x	52x	104x	156x	260x
5 min	10.50	9.75	9.25	8.75	8.25

Submitted by Gary Drum.

ONEIDA (1 AM; 1 FM)

Scott County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WBNT
1959

SAB

Media Code 4 244 8470 7.00
Oneida Broadcasters, Inc., Box 370, 42 Huntsville Rd., Oneida, Tenn. 37841. Phone 569-8598. TWX 7551-37-19.

STATION'S PROGRAMMING DESCRIPTION
WBNT: C&W.

1. PERSONNEL
General Manager—Hillard Mattle.

2. FACILITIES
1,000 w.; 1310 kc. Non-directional.
Operating schedule: 5:30 am-sunset. EST.
Partial simulcast during AM operational hours. For non-simulcast facilities see WBNT-FM listing.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
See affiliated AM station for additional information.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/69—Rec'd 5/14/69.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 x	3.20	156 x	2.55
13 x	3.10	260 x	2.40
26 x	3.05	312 x	2.35
52 x	2.90	624 x	2.10
104 x	2.70	728 x	1.90

30 sec: 80% of 1-min.

WBNT/WBNT-FM COMBINATION
Extra 40%.

WBNT-FM
1965

SAB

Media Code 4 244 8471 5.00
Oneida Broadcasters, Inc., Box 370, 42 Huntsville Rd., Oneida, Tenn. 37841. Phone 569-8598. TWX 7551-37-19.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WBNT-FM: Gospel 9 am-3 pm; Pop 3-6 pm.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
ERP 3,000 w.; 105.5 mc.
Operating schedule: 6 am-10 pm. EST.
Simulcast with WBNT-AM 6 am-sunset.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Sold in combination with WBNT. See that listing.

TIME RATES
Rates are identical to WBNT. See that listing.

PARIS (1 AM; 1 FM)

Henry County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WTPR
1946

SAB

Subscriber to the NAB Radio Code
Media Code 4 244 8540 7.00
The Paris Broadcasting Co., Box 700, 206 N. Brewer, Paris, Tenn. 38242. Phone 901-642-2621.

STATION'S PROGRAMMING DESCRIPTION
WTPR: AIR PERSONALITIES handle all segments.

1. PERSONNEL
General Manager—Joe P. Van Dyke.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
250 w. days; 710 kc. Non-directional.
Operating schedule: 5:30 am-6 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/72—Rec'd 8/25/72.

6. SPOT ANNOUNCEMENTS

	1 min	(*)		1 min	(*)
1 x	5.40	4.15	260 x	3.30	2.55
26 x	4.90	3.75	312 x	3.00	2.30
52 x	4.45	3.40	520 x	2.70	2.10
104 x	4.05	3.10	780 x	2.50	1.90
156 x	3.60	2.75	1000 x	2.25	1.70

(*) 30 sec or less.

WTPR-FM
1967

SAB

Subscriber to the NAB Radio Code
Media Code 4 244 8541 5.00
The Paris Broadcasting Co., Box 700, 206 N. Brewer, Paris, Tenn. 38242. Phone 901-642-2621.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTPR-FM: MUSIC: modern country.

3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 9 am-11 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 10/1/70—Rec'd 9/25/70.

6. SPOT ANNOUNCEMENTS

	1 min	(*)		1 min	(*)
1 x	3.50	2.80	260 x	2.15	1.70
26 x	3.20	2.55	312 x	1.95	1.55
52 x	2.90	2.30	520 x	1.75	1.40
104 x	2.65	2.10	780 x	1.60	1.30
156 x	2.40	1.90	1000 x	1.45	1.15

(*) 30 sec or less.

PARSONS

Decatur County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WTBP
1970

SAB

Media Code 4 244 8558 9.00
Townsend Broadcasting Corp., Box F, 103 E. 2nd St., Parsons, Tenn. 38363. Phone 901-847-3011.

1. PERSONNEL
Manager—Ralph Clenney.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
500 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 9/1/74—Rec'd 1/20/75.

6. SPOT ANNOUNCEMENTS

EA:	1x	13x	26x	39x	52x
1 min	2.15	1.95	1.85	1.75	1.70
30 sec	1.45	1.40	1.35	1.30	1.25
45 sec	1.75	1.65	1.55	1.50	1.45
	78x	**104x**	**156x**	**260x**	**312x**
1 min	1.65	1.60	1.55	1.50	1.40
30 sec	1.20	1.15	1.10	1.05	1.00
45 sec	1.40	1.35	1.30	1.25	1.20

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60+
10 sec	.85	.80	.75	.70	.65	.60

52 WKS. EA:	1 min	45 sec	30 sec
3 ti, daily	1.20	1.10	.95
6 ti, daily	1.10	1.00	.85

7. PACKAGE PLANS

Plan I—30 30-sec/7 days	30.00
Plan II—100 30-sec/1 mo	100.00
Plan III—66+ 1-min/1 mo, ea	1.40

PIKEVILLE

Bledsoe County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WUAT
1972

SAB

Media Code 4 244 8575 3.00
WUAT, Inc., Box 441, Pikeville, Tenn. 37367. Phone 615-447-2906.

STATION'S PROGRAMMING DESCRIPTION
WUAT: MUSIC: modern country.

1. PERSONNEL
General Manager—Jean Upchurch.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
250 w.; 1110 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/8/72—Rec'd 12/5/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x
1 min	3.00	2.50	2.25	2.00	1.90
30 sec	2.00	1.90	1.80	1.75	1.70
	78x	**104x**	**156x**	**260x**	**312x**
1 min	1.80	1.75	1.70	1.65	1.60
30 sec	1.60	1.55	1.50	1.45	1.35

PULASKI (1 AM; 1 FM)

Giles County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WKSR
1947

SAB

Media Code 4 244 8616 3.00
Highland Broadcasting Co., 104 S. Second St., Pulaski, Tenn. 38478. Phone 615-363-2505.

STATION'S PROGRAMMING DESCRIPTION
WKSR: MUSIC: top 50, playlists locally prepared.

1. PERSONNEL
General Manager—George M. Martin.

3. FACILITIES
1,000 w.; 1420 kc. Directional—night only.
Operating schedule: 5:30 am-11:00 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station. Bills payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 10/1/73—Rec'd 10/3/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.25	2.95	2.70	2.50	2.25	2.15	1.95	1.75
30 sec	2.65	2.50	2.35	2.20	1.95	1.75	1.55	1.40

WMGL
1971

SAB

Media Code 4 244 8645 4.00
SBG Enterprises, Inc., Box 361, York Hollow Rd., Pulaski, Tenn. 38478. Phone 615-363-6439.

STATION'S PROGRAMMING DESCRIPTION
WMGL: 80% C & W, 20% MOR & solid gold.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles R. Solomon.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
No. 3 Eff 4/1/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.45	3.25	3.00	2.70	2.50	2.35	2.20	2.10
30 sec	2.90	2.75	2.55	2.40	2.20	2.00	1.80	1.65
15 sec	1.90	1.75	1.60	1.45	1.30	1.15	1.00	.90

RED BANK

Hamilton County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

See Chattanooga
(including Lookout Mountain, Red Bank, Tenn.; Rossville, Ga.)

RIPLEY

Lauderdale County—May Location B-5
See SRDS consumer market map and data at beginning of the State.

WTRB
1954

Media Code 4 244 8680 1.00
Lauderdale Broadcasting Co., Box 410, Ripley, Tenn. 38063. Phone 901-635-2221.

1. PERSONNEL
Gen'l & Com'l Mgr.—Don Paris.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.

3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None. Not to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/72—Rec'd 11/1/72.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	11 ti	31 ti	181+
1 min	3.50	2.75	2.50	2.00
30 sec	2.50	2.00	1.75	1.40

7. PACKAGE PLANS

50 ti, ROS, 30-sec spots in 7 days, ea	1.27

ROCKWOOD

Roane County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WOFE
1957

Media Code 4 244 8756 2.00
WOFE Radio Inc., Box 387, Rockwood, Tenn. 37854. Phone 615-354-0580.

STATION'S PROGRAMMING DESCRIPTION
WOFE: Nat'l & local news, 15 min at 8 am, noon, 5 pm.

1. PERSONNEL
Vice-Pres. & Mgr.—Ferrell O'Quinn.

3. FACILITIES
1,000 w. days; 580 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/73—Rec'd 6/25/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x
1 min	5.00	4.50	4.25	4.00	3.90
30 sec	4.00	3.60	3.40	3.20	3.12

ROGERSVILLE

Hawkins County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WRGS
1954

SAB

Media Code 4 244 8820 3.00
WRGS, Inc., Burem Rd., Rogersville, Tenn. 37857. Phone 615-456-2628.

STATION'S PROGRAMMING DESCRIPTION
WRGS: MUSIC: modern country.

(This listing continued on next page)

TENNESSEE

Rogersville—WRGS—Continued

1. PERSONNEL
General Manager—Philip Beal.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 1/30/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	20+
1 min	4.50	3.50	2.25
30 sec	3.50	2.50	1.75

SAVANNAH (1 AM; 1 FM)

Hardin County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WORM 1956 / WORM-FM 1966

Media Code 4 244 8890 6.00
Savannah Broadcasting Service, Inc., Box B, Craven Landing Rd., Savannah, Tenn. 38372. Phone 901-925-4981.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Neal B. Bunn.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 101.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 190 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Eff 9/14/70—Rec'd 9/16/70.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

1 x	2.00	104 x	1.60
13 x	1.95	156 x	1.50
26 x	1.90	208 x	1.45
39 x	1.85	260 x	1.35
52 x	1.80	312 x	1.25
78 x	1.75		

7. PACKAGE PLANS
1 min or less, 90+ within 1 mo, ea 1.25

SELMER

McNairy County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WDTM 1967

Media Code 4 244 8920 1.00
McNairy County Broadcasting Co., Box 128, Selmer, Tenn. 38375. Phone 901-645-6165.
1. PERSONNEL
General Manager—Mike Michael.
2. REPRESENTATIVES
Radio Time Sales/International.
Chicago—National Time Sales.
Southern—C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w.; 1130 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
No. 3 Eff———Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS
30 sec, ea 1.25
7. PACKAGE PLANS
SPECIAL PACKAGE
390 ti, 30-sec spots within 13 wks 390.00
WEEKLY SATURATION
100 ti, 30-sec spots in 7 days 100.00
1 min: 2x 30-sec rate.

SEVIERVILLE (1 AM; 1 FM)

Sevier County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WSEV 1955

Subscriber to the NAB Radio Code
Media Code 4 244 8960 7.00
Tennessee Valley Broadcasting Corp., Middlecreek Rd., Sevierville, Tenn. 37862. Phone 615-453-2344.
Other Studios: Gatlinburg, Tenn.

STATION'S PROGRAMMING DESCRIPTION
WSEV: Programmed for urban and rural adults.
1. PERSONNEL
General Manager—Hugh E. Trotter.
3. FACILITIES
5,000 w. days; 930 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
No. 6 Eff 1/1/74—Rec'd 6/7/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	5.85	5.40	5.10	4.80	4.50
30 sec	4.70	4.35	4.10	3.85	3.60
20 sec	4.40	4.05	3.80	3.60	3.40
10 sec	3.80	3.50	3.30	3.10	2.90
	156x	260x	312x	520x	1024x
1 min	4.15	3.80	3.50	3.25	3.00
30 sec	3.30	3.05	2.80	2.60	2.40
20 sec	3.10	2.85	2.60	2.45	2.25
10 sec	2.70	2.50	2.30	2.10	1.95

WSEV-FM 1961

Subscriber to the NAB Radio Code
Media Code 4 244 8961 5.00
Tennessee Valley Broadcasting Corp., Box 192, Middlecreek Rd., Sevierville, Tenn. 37862. Phone 615-453-2344.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSEV-FM: Programmed for adults.
3. FACILITIES
ERP 22,100 w.; 102.1 mc. Stereo.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 383 ft. above average terrain.

TIME RATES
Rates are identical to WSEV. See that listing.

SHELBYVILLE (2 AM; 1 FM)

Bedford County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WHAL 1946 / WHAL-FM 1962

Media Code 4 244 9080 8.00
Shelbyville Broadcasting Co., Inc., Box 696, Shelbyville, Tenn. 37160. Phone 615-684-1400.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. A. Davidson.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30 am-10 pm. CST.
FM-ERP 60,000 w.; 102.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 510 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
No. 7 Eff 7/1/74—Rec'd 6/13/74.

6. SPOT ANNOUNCEMENTS

YR:	1x	13x	26x	52x	104x	156x	260x	312+
1 min	3.29	3.12	2.94	2.70	2.59	2.41	2.24	2.06
30 sec	2.82	2.65	2.47	2.35	2.18	2.06	1.88	1.76

WLIJ 1959

Media Code 4 244 9100 9.00
Arthur Wilkerson, Box 340, Lenoir City, Tenn. 37771.
Studio—Box 7, Gunter Bldg., Shelbyville, Tenn. Phone 615-684-1514.
1. PERSONNEL
Sta. & Com'l Mgr.—Roy Womble.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective January 1, 1960. (Card No. 2.)
Card received October 7, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. or less
1 time	48.00	28.00	18.00	8.00	5.00
13 times	45.60	26.60	17.10	7.60	4.75
26 times	43.20	25.20	16.20	7.20	4.50
52 times	40.80	23.80	15.30	6.80	4.25
104 times	38.40	22.40	13.40	6.40	4.00
156 times	36.00	21.00	12.50	6.00	3.75
260 times	33.60	19.60	11.60	5.60	3.50
312 times	31.20	17.20	10.70	5.20	3.25

Announcements longer than 1 minute—5-minute rate applies.

SMITHVILLE (1 AM; 1 FM)

DeKalb County—Map Location—G-4
See SRDS consumer market map and data at beginning of the State.

WJLE 1964

Media Code 4 244 9170 2.00
Center Hill Broadcasting Corp., Rt. 1, Smithville, Tenn. 37166. Phone 615-597-4265.
1. PERSONNEL
General Manager—Ralph Vaughn.
3. FACILITIES
1,000 w.; 1,490 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-4:30 pm. For non-simulcast facilities see WJLE-FM.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 6/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti
1 min	2.50	2.25	2.00
30 sec	2.00	1.75	1.50

WJLE-FM 1970

Media Code 4 244 9171 0.00
Center Hill Broadcasting Corp., Rt. 1, Smithville, Tenn. 37166. Phone 615-597-4265.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 101.7 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 195 ft. above average terrain.
Partial simulcast operation. Operated separately 4:30-10 pm. For simulcast facilities see WJLE.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Rates are identical to WJLE. See that listing.

SODDY-DAISY (2 AM)

Hamilton County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WEDG 1970 SODDY-DAISY

Media Code 4 244 9188 4.00
Ra-Ad of Soddy, Box 353-A, Rt. 1, Back Valley Rd., Soddy, Tenn. 37379. Phone 615-332-1240.
1. PERSONNEL
General Manager—Lee J. Cooper.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/25/70—Rec'd 3/10/72.

6. SPOT ANNOUNCEMENTS

	1x	8x	15x	22x	29x	36x	43x	50x
1 min	3.50	3.40	3.30	3.20	3.10	3.00	2.90	2.80
	57x	64x	71x	78x	85x	92x	99x	106x
1 min	2.70	2.60	2.50	2.40	2.30	2.20	2.10	2.00

30 sec: 85% of 1-min.
Preferred time, extra .50.

WPJD 1970 DAISY

Media Code 4 244 9265 6.00
Robert A. Mayer, 3906 S. Mission Oaks Dr., Chattanooga, Tenn. 37412. Phone 615-867-9292.
Studio: Morton Bldg., Hwy. 27, Daisy, Tenn. 37319. Phone 615-332-4187.
1. PERSONNEL
General Manager—Robert A. Mayer.
3. FACILITIES
250 w. days; 1550 kc. Non-directional.
Operating schedule: 7 am-6:30 pm. EST.
4. AGENCY COMMISSION
15% time only; 10% payment in advance.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Tobacco and alcoholic beverage advertising not acceptable.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/20/72.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	26 ti	51 ti	75+
1 min	1.75	1.50	1.25	1.00

30 sec: 75% of 1-min.

SOUTH PITTSBURG

Marion County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WEPG 1954

Media Code 4 244 9240 3.00
Marion County Broadcasting Service, Inc., Box 8, Ash Ave., South Pittsburgh, Tenn. 37380. Phone 615-837-7577.
1. PERSONNEL
Vice-Pres. & Sales Mgr.—Eaton P. Govan, III.
2. REPRESENTATIVES
Memphis, Atlanta—Southern Spot Sales, Inc.
3. FACILITIES
500 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 1/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	260x	312x	364x
1 min	2.50	2.40	2.30	2.20	2.10	2.00	1.90	1.80
30 sec	2.15	2.05	2.00	1.90	1.80	1.70	1.60	1.55

7. PACKAGE PLANS

PER MO, 1 MIN:	30 ti	60 ti	100+
Mon thru Sun	1.90	1.80	1.70

Thurs, Fri & Sat only, per spot, extra .10.

SPARTA (2 AM; 1 FM)

White County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WSMT 1953 / WSMT-FM 1964

Media Code 4 244 9310 4.00
Upper Cumberland Country Broadcasting Co., Inc., U. S. Hwy. 42, Sparta, Tenn. 38583. Phones 615-836-3714, 2824.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Van L. Slack.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
FM-ERP 3,000 w.; 105.5 mc.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
No. 4 Eff 4/1/66—Rec'd 4/4/66.

6. SPOT ANNOUNCEMENTS
1 MINUTE

1 x	3.00	78 x	2.35
13 x	2.85	104 x	2.15
26 x	2.70	156 x	1.95
39 x	2.55	260 x	1.80
52 x	2.40	312 x	1.65

WUCR 1971

Media Code 4 244 9345 0.00
WUCR, Inc., Box 237, Rt. 7, Sparta, Tenn. 38583. Phone 615-738-2256.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert W. Gallagher.
3. FACILITIES
250 w.; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	312x
1 min	3.45	3.25	2.75	2.40	1.90
30 sec	2.75	2.60	2.20	1.90	1.50

SPRINGFIELD (1 AM; 1 FM)

Robertson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WDBL 1950 / WDBL-FM 1964

Modern Country Music

Subscriber to the NAB Radio Code
Media Code 4 244 8980 7.00
Middle Tennessee Enterprises, Inc., Box 729, Hwy. 49, Signal Hill, Springfield, Tenn. 37172. Phone 615-384-5541.

STATION'S PROGRAMMING DESCRIPTION
WDBL: mod country days; contemporary rock eve.
1. PERSONNEL
General Manager—Billy B. Gray.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 5 am-11 pm. CST.
FM-ERP 3,300 w.; 94.3 mc.
Operating schedule: 5:00 am-11:00 pm. CST.
Antenna ht.: 215 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.
Member: Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 11/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	3.95	3.55	3.25	3.00	2.75
30 sec	2.70	2.50	2.35	2.20	2.10
15 sec	2.30	2.10	1.95	1.70	1.55

SWEETWATER (1 AM; 1 FM)

Monroe County—Map Location J-5
See SRDS consumer market map and data at beginning of the State

WDEH

1955
Media Code 4 244 9450 6.00
Sweetwater Radio, Inc., Box 330, Sweetwater, Tenn. 37874. Phone 615-337-5025.
1. PERSONNEL
Manager—R. L. Sherlin.
2. FACILITIES
1,000 w. days; 500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None. All rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Eff 7/66—Rec'd 2/6/67.

6. SPOT ANNOUNCEMENTS
1 min or less..... 2.00

WDEH-FM

1967
Media Code 4 244 9451 6.00
Sweetwater Radio, Inc., Box 330, Sweetwater, Tenn 37874. Phone 615-337-5025.
See affiliated AM station for additional information.
3. FACILITIES
ERP 2,571 w.; 95.3 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 260 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES

Rates are identical to WDEH. See that listing.

TAZEWELL

Claiborne County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WNTT

1960
Subscriber to the NAB Radio Code
Media Code 4 244 9520 6.00
Claiborne Broadcasting Co., Box 97, Tazewell, Tenn 37879. Phone 626-4263.
1. PERSONNEL
Gen'l & Com'l Mgr.—Floyd Turner.
2. FACILITIES
500 w. days; 1250 kc. Non-directional
Operating schedule: 5:30 am-local sunset EST
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective July 1, 1960.
Rates received August 15, 1960

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	Spots
1 time	22.00	19.20	11.50	9.00	2.90
13 times	21.00	18.60	11.00	5.30	2.50
26 times	20.00	18.00	10.50	4.60	2.20
52 times	18.00	16.80	9.30	3.90	2.00
104 times	16.00	15.60	8.00	3.50	1.90
156 times	14.00	14.40	6.50	3.10	1.80
260 times	12.00	12.00	7.80	2.75	1.70
312 times	10.00	10.80	6.50	2.50	1.60
364 times	16.00	9.60	5.75	2.25	1.50

TRENTON

Gibson County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WTNE

1966
Media Code 4 244 9555 4.00
Trentone, Inc., Townhouse Office Bldg., Trenton, Tenn. 38382. Phone 901-855-1500.
STATION'S PROGRAMMING DESCRIPTION
WTNE: Programmed for general interest.
1. PERSONNEL
General Manager—Delon B. Courtney.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
250 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 3/25/74.

6. SPOT ANNOUNCEMENTS

	1x	30x	60x	120x	150x
1 min	1.95	1.70	1.66	1.50	1.40
30 sec	1.45	1.20	1.15	1.05	1.00

TULLAHOMA (1 AM; 1 FM)

Coffee County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WJIG

1947
Media Code 4 244 9590 1.00
Jordan Broadcasting Co., Box 2139, West Side Dr., Tullahoma, Tenn. 37388. Phone 615-455-2607, 2608.
1. PERSONNEL
Owner, Sta. & Sales Mgr.—Edwin B. Jordan.
3. FACILITIES
250 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
3 week no. cancellation contracts, earn the same rate as one year contracts with cancellation clauses

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 10/1/73.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	15 ti	40 ti	80 ti	100+
1 min	3.00	2.50	2.25	2.00	1.50
30 sec	2.50	2.00	1.75	1.50	1.25
10 sec	2.25	1.75	1.50	1.25	1.00

WJIG-FM

1962
Media Code 4 244 9591 9.00
Jordan Broadcasting Co., Box 2139, West Side Dr., Tullahoma, Tenn. 37388. Phones 615-455-2607, 2608.
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w.; 93.3 mc. Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 286 ft. above average terrain.
4. AGENCY COMMISSION
None, all rates net to station.

TIME RATES
Eff 2/75—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	15 ti	40 ti	100+
1 min	8	6	5	4
30 sec	7	5	4	3
10 sec	4	3	(*)	2

(*) 2.50.

UNION CITY (1 AM; 1 FM)

Obion County—Map Location B-4
See SRDS consumer market map and data at beginning of the State

WALR (FM)

1974
Media Code 4 244 9625 5.00
Perkins Broadcasting Co., Box 602, Union City, Tenn. 38261. Phone 901-885-2014.
1. PERSONNEL
Manager—J. R. Moore.
2. REPRESENTATIVES
R. S. Crane Company, Inc.
3. FACILITIES
ERP 8,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 363 ft. above average terrain.
4. AGENCY COMMISSION
15%; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Eff ——— Rec'd 3/13/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec less		1 min	30 sec less
1 x	5.30	3.95	260 x	3.25	2.45
26 x	4.30	3.35	312 x	2.95	2.20
52 x	4.40	3.25	520 x	2.70	2.00
104 x	3.95	2.95	780 x	2.50	1.85
156 x	3.60	2.65	1000 x	2.25	1.65

Edited by J. R. Moore.

WENK

1946
Subscriber to the NAB Radio Code
Media Code 4 244 9660 2.00
WENK of Union City, Box 687, Union City, Tenn. 38261. Phone 901-885-1240.
STATION'S PROGRAMMING DESCRIPTION
WENK: Programmed for general interest.
1. PERSONNEL
General Manager—Verne A. Brooks.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/72—Rec'd 8/25/72.

6. SPOT ANNOUNCEMENTS

	1 min	(*)		1 min	(*)
1 x	5.00	4.15	260 x	3.65	2.55
26 x	5.30	3.75	312 x	3.30	2.30
52 x	4.80	3.40	520 x	3.00	2.10
104 x	4.40	3.10	780 x	2.75	1.95
156 x	4.00	2.80	1000 x	2.50	1.75

(*) 30 sec or less.

WARTBURG

Morgan County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WECO

1970
Media Code 4 244 9675 9.00
Morgan County Broadcasting Co., Inc., Box 100, Race Track Rd., Wartburg, Tenn. 37887. Phone 615-346-3900.
1. PERSONNEL
Manager—William R. Carrigan.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w.; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0; 1st of month.

TIME RATES
No. 2 Eff 11/1/73—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1-14 ti	15 ti	30 ti	40 ti	50 ti
1 min	3.00	2.75	2.40	2.15	2.00
30 sec	2.50	2.00	1.80	1.60	1.50
10 sec	1.50	1.35	1.20	.....	.....

7. PACKAGE PLANS

PER YR. EA:	1 min	30 sec
1500 x	2.00	1.50

WAVERLY (1 AM; 1 FM)

Humphreys County—Map Location D-4
See SRDS consumer market map and data at beginning of the State

WPHC

1963
Subscriber to the NAB Radio Code
Media Code 4 244 9730 3.00
Humphreys County Broadcasting Co., Box 415, Browntown Rd., Waverly, Tenn. 37185. Phone 615-296-2456.
1. PERSONNEL
General Manager—Dean Bush.
2. REPRESENTATIVES
Southeast—R. S. Crane Company, Inc.
3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast 7-7:15 am & 4-4:15 pm. For non-simulcast facilities see WVRY (FM).
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WVRY (FM).
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 11/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	936x	624x	365x	312x	260x	208x
10 sec	.95	1.00	1.05	1.10	1.15	1.20
30 sec	1.35	1.40	1.45	1.50	1.55	1.60
1 min	1.95	2.00	2.05	2.15	2.25	2.35
	156x	104x	52x	39x	26x	13x
10 sec	1.25	1.30	1.35	1.40	1.45	1.50
30 sec	1.70	1.80	1.90	2.00	2.05	2.10
1 min	2.45	2.60	2.70	2.80	2.90	3.00

7. PACKAGE PLANS
NON-CANCELLABLE PACKAGES—ROS

PER MO:	100 ti	70 ti	50 ti	30 ti
10 sec	1.10	1.20	1.35	1.40
30 sec	1.55	1.65	1.75	1.95
1 min	2.25	2.35	2.45	2.80

Not combinable.

WVRY (FM)

1970
Subscriber to the NAB Radio Code
Media Code 4 244 9795 9.00
Humphreys County Broadcasting Co., Box 415, Browntown Rd., Waverly, Tenn. 37185. Phone 615-296-2456.
See affiliated AM station for additional information.
AM facilities: WPHC.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 303 ft. above average terrain.
Partial simulcast operation. Operated separately 6-7 am, 7:15 am-4 pm & 4:15-11 pm. For simulcast facilities see WPHC.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See Coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 11/1/73—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	936x	624x	365x	312x	260x	208x
10 sec	.65	.70	.75	.80	.85	.90
30 sec	1.10	1.15	1.20	1.25	1.35	1.40
1 min	1.65	1.70	1.75	1.85	1.95	2.05
		156x	104x	52x	39x	26x
10 sec		.95	1.00	1.05	1.10	1.15
30 sec		1.50	1.60	1.70	1.80	1.90
1 min		2.15	2.30	2.40	2.55	2.70

7. PACKAGE PLANS
NON-CANCELLABLE PACKAGE—ROS

PER MO:	100 ti	70 ti	50 ti	30 ti
30 sec	1.35	1.50	1.65	1.70
1 min	1.95	2.05	2.15	2.50

Not combinable.

WAYNESBORO

Wayne County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WAAN

1970
Media Code 4 244 9680 9.00
Waynesboro Broadcasting Co., Waynesboro, Tenn. 38485. Phone 615-722-3631
STATION'S PROGRAMMING DESCRIPTION
WAAN: MUSIC: country & western.
1. PERSONNEL
Sta. Mgr. & Engr.—E. E. Fairris.
2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w.; 1480 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 12/31/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	520x
1 min	2.88	2.30	2.13	1.95	1.64	1.73	1.67	1.60
(*)	2.30	2.01	1.84	1.73	1.60	1.50	1.45	1.32

(*) 30 sec or less.

WINCHESTER

Franklin County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WCDT

1948
Subscriber to the NAB Radio Code
Media Code 4 244 9800 4.00
Franklin County Radio & Broadcasting Co., Inc., Box 340, Winchester, Tenn. 37398. Phone 615-967-2201.
STATION'S PROGRAMMING DESCRIPTION
WCDT: MUSIC: MOR, country.
1. PERSONNEL
General Manager—Neil Bracken.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:28 am-10:07 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/71—Rec'd 6/30/71.

6. SPOT ANNOUNCEMENTS

	1x	30x	60x	90x	120x
30 sec, es	2.00	1.80	1.65	1.50	1.20

7. PACKAGE PLANS
30 SECOND SPOT PACKAGES
20 in 3 days..... 24 50 in 7 days..... 60

WOODBURY

Cannon County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WBRY

1963
Media Code 4 244 9900 2.00
Cannon Broadcasting Co., Inc., a sub. of Creef-Williams Broadcasting Corp., Box 7, Woodbury, Tenn. 37190. Phone 615-563-2313.
1. PERSONNEL
Pres. & Gen'l Mgr.—G. Chambers Williams, III.
3. FACILITIES
500 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Rates and discounts based on the number of broadcasts per month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/72—Rec'd 11/1/72.

6. SPOT ANNOUNCEMENTS
PER YR OR PER MO:

	1x	25x	50x	76x	100x
1 min	2.00	1.80	1.70	1.60	1.50
30 sec	1.50	1.30	1.20	1.10	1.00

SRDS' RADIO MARKET ESTIMATOR, based on the KATZ style.

See it for yourself at the beginning of the listings for the top 150 markets.

R/10/15

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Bellville—Austin County.
Gilmer—Upshur County.
Merkel—Taylor County

Negro Population Data

(January 1, 1975)

STATE TOTAL	1,469,253
METRO AREAS	
Abilene	7,452
Amarillo	7,923
Austin	35,437
Beaumont-Port Arthur-Orange	76,080
Brownsville-Harlingen-San Benito	484
Bryan-College Station	8,865
Corpus Christi	12,877
Dallas-Fort Worth	362,630
El Paso	11,366
Galveston-Texas City	33,874
Houston	432,199
Killeen-Temple	25,731
Laredo	499
Longview	12,571
Lubbock	13,831
McAllen-Pharr-Edinburg	308
Midland	6,842
Odessa	4,500
San Angelo	2,964
San Antonio	65,929
Sherman-Dennison	5,402
Texarkana	23,391
Tyler	23,099
Victoria	4,119
Waco	25,025
Wichita Falls	10,666
Total Metros	1,214,064

Spanish Population Data

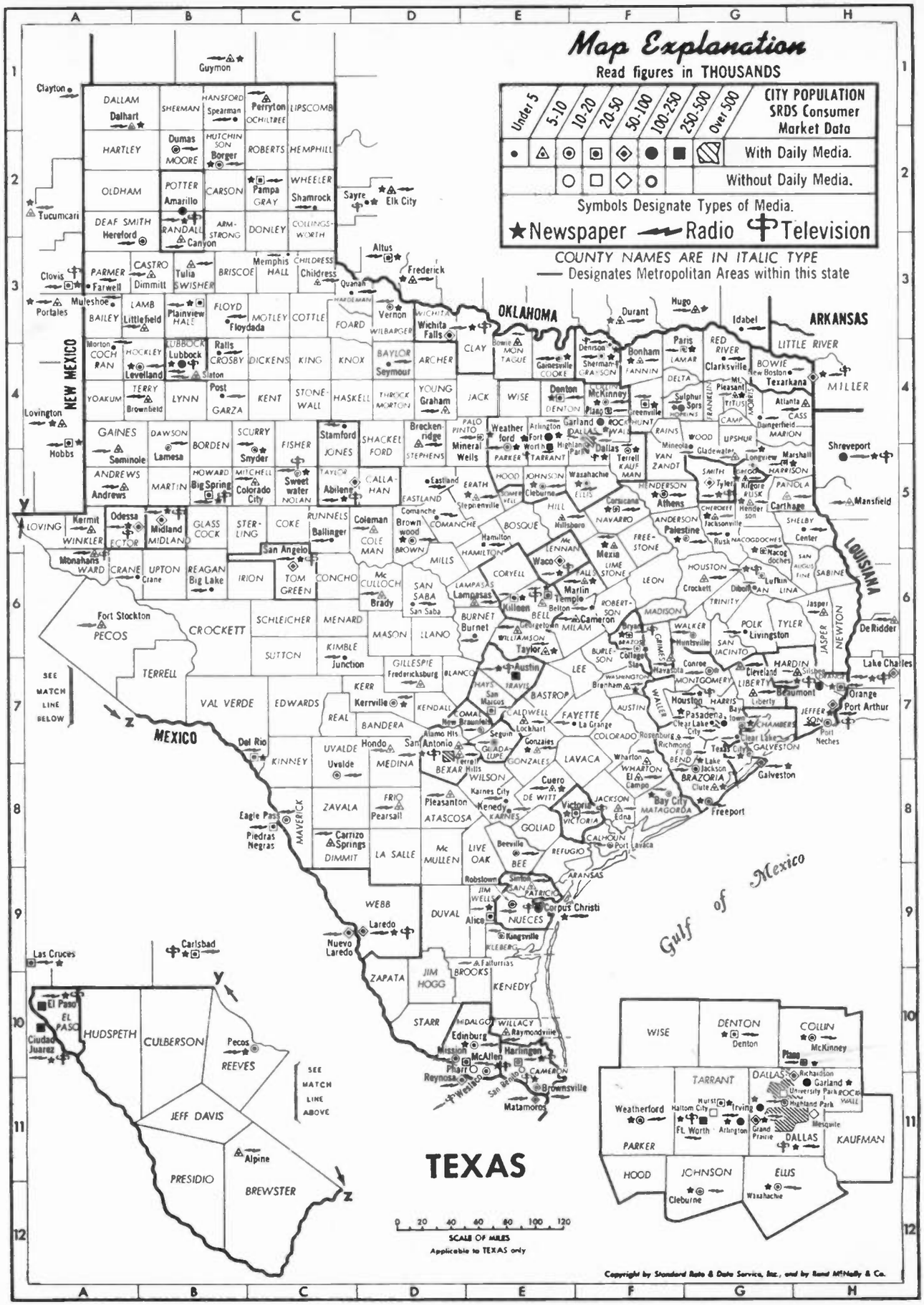
EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	2,059,671
METRO AREAS	
Abilene	11,257
Amarillo	8,985
Austin	54,286
Beaumont-Port Arthur-Orange	13,632
Brownsville-Harlingen-San Benito	107,000
Bryan-College Station	6,270
Corpus Christi	126,774
Dallas-Fort Worth	145,495
El Paso	204,349
Galveston-Texas City	20,372
Houston	212,939
Killeen-Temple	14,314
Laredo	62,380
Longview	738
Lubbock	31,082
McAllen-Pharr-Edinburg	143,611
Midland	7,138
Odessa	12,980
San Antonio	392,144
San Antonio	385,126
Sherman-Denison	1,436
Texarkana	741
Tyler	1,943
Waco	10,955
Wichita Falls	7,247
Total Metros	1,611,219
COUNTIES	
Anderson	571
Andrews	716
Angelina	1,044
Aransas	2,372
Atascosa	9,603
Bailey	2,304
Bandera	439
Bastrop	2,438
Bee	8,892
Bell	11,829
Bexar	376,027
Bowie	560
Brazoria	10,769
Brazos	6,270
Brewster	3,717
Brooks	6,399
Brown	1,391
Burleson	974
Burnet	938
Caldwell	6,870
Calhoun	5,963
Cameron	107,000
Castro	3,685
Chambers	467
Cherokee	689
Cochran	1,514
Coke	512
Coleman	755
Collin	4,193
Collingsworth	435
Colorado	1,803
Comal	7,018
Comanche	882
Concho	626
Cooke	499
Coryell	2,485
Crane	463
Crockett	1,440
Crosby	2,763
Culberson	1,719
Dallam	1,051
Dallas	88,652
Dawson	5,242
Deaf Smith	6,596
Denton	2,973
De Witt	4,047
Dickens	447
Dimmit	7,381
Duval	9,905
Eastland	784
Ector	12,980
Edwards	922
Ellis	4,040
El Paso	204,349
Falls	1,587
Fayette	530
Fisher	1,070
Floyd	2,569
Fort Bend	13 890
Frio	7,711
Gaines	2,946
Galveston	20,372
Garza	888
Gillespie	1,030
Goliad	1,832
Gonzales	4,945
Gray	665
Grayson	1,436
Gregg	738
Grimes	1,124
Guadalupe	9,099
Hale	8,382
Hall	744
Hansford	486
Hardeman	432
Harris	185,715
Haskell	1,104
Hays	10,387
Henderson	455
Hidalgo	143,611

(Spanish Population Data continued on page 807)



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Abilene—Taylor
Alice—Jim Wells
Amarillo—Potter and Randall
Arlington—Tarrant
Austin—Travis
Baytown—Harris
Beaumont—Jefferson
Big Spring—Howard
Brownsville—Cameron
Bryan—Brazos
College Station—Brazos
Corpus Christi—Nueces
Corsicana—Navarro
Dallas—Dallas
Del Rio—Val Verde
Denison—Grayson
Denton—Denton
Edinburg—Hidalgo
El Paso—El Paso
Euless-Tarrant
Farmers Branch—Dallas
Fort Worth—Tarrant
Galveston—Galveston
Garland—Dallas
Grand Prairie—Dallas
Greenville—Hunt
Haltom City—Tarrant
Harlingen—Cameron
Houston—Harris
Hurst—Tarrant
Irving—Dallas
Killeen—Bell
Kingsville—Kleberg
Laredo—Webb
Longview—Gregg
Lubbock—Lubbock
Lufkin—Angelina
McAllen—Hidalgo
Marshall—Harrison
Mesquite—Dallas
Midland—Midland
Mineral Wells—Palo Pinto
Nacogdoches—Nacogdoches
Odessa—Ector
Orange—Orange
Pampa—Gray
Paris—Lamar
Pasadena—Harris
Pharr—Hidalgo
Plainview—Hale
Plano—Collin
Port Arthur—Jefferson
Richardson—Dallas
San Angelo—Tom Green
San Antonio—Bexar
San Benito—Cameron
San Marcos—Hays
Sherman—Grayson
Temple—Bell
Texarkana—Bowie
Texas City—Galveston
Tyler—Smith
University Park—Dallas
Victoria—Victoria
Waco—McLennan
Wichita Falls—Wichita

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974: Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
TEXAS STATE TOTALS	12,015.9	3,969.36	50,224,841	12,653	8.6	15.2	1.10	23.6	32.4	31,649,412	7,973	6,909,424	1,004,087	4,300,957	1,533,847	1,482,949	6,310,657	2,451,246	5,803.23	440.0	7,530,911
ANDERSON F-5	28.1	10.15	95,462	9,405	11.1	17.4	11.8	21.3	21.7	70,482	6,944	18,755	4,188	6,267	3,354	2,323	15,424	6,343	13.10	1.8	16,309
ANDREWS A-5	9.1	3.01	40,897	13,587	4.0	8.2	9.7	30.6	39.8	25,353	8,423	7,421	267	1,496	1,259	904	7,499	3,623	5.35	.1	4,488
ANGELINA G-6	53.6	18.00	184,374	10,243	8.5	18.5	14.2	25.4	22.9	127,351	7,075	37,390	4,359	5,863	7,018	7,355	23,277	10,784	23.45	1.1	15,424
Lufkin	25.7	8.95	98,061	10,957	.....	.....	.....	.....	.....	108,209	12,090	29,156	3,843	5,118	6,858	6,964	22,124	8,645	.....	.....	.....
ARANSAS F-9	10.1	3.58	38,355	10,714	14.4	21.4	12.6	19.9	22.0	20,010	5,589	7,299	408	479	230	304	1,637	2,925	4.34	.....	.....
ARCHER O-4	5.4	1.95	26,074	13,371	5.1	15.0	12.1	24.8	33.6	12,807	6,568	2,555	644	749	846	243	2,553	2,229	2.71	1.5	22,988
ARMSTRONG B-2	1.9	.73	8,460	11,589	6.5	16.1	11.6	25.3	35.5	4,973	6,812	348	188	876	329	.....	994	1,055	1.07	.5	25,442
ATASCOSA O-8	18.9	5.78	54,034	9,348	14.9	21.3	11.4	17.3	18.5	34,214	5,919	9,071	1,182	1,678	801	218	7,046	4,682	7.63	2.5	38,762
AUSTIN F-7	13.8	5.14	44,322	8,623	12.3	17.7	11.4	20.3	19.5	34,181	6,650	9,004	1,117	2,058	686	1,377	5,570	3,756	6.37	3.6	39,289
BAILEY A-3	8.1	2.58	35,876	13,905	10.5	17.1	10.5	18.9	34.0	29,717	11,518	6,154	618	1,694	1,435	867	6,218	2,001	3.81	2.6	60,127
BANDERA D-7	5.2	2.09	19,993	9,566	12.9	21.1	13.8	20.9	21.7	8,751	4,187	2,913	220	338	193	276	1,456	1,178	2.34	1.2	7,019
BASTROP E-7	17.5	6.31	57,676	9,140	14.3	19.8	10.9	18.1	19.5	32,802	5,198	9,508	1,173	1,801	576	1,376	7,979	3,464	8.05	2.2	17,069
BAYLOR O-4	5.2	2.16	22,249	10,300	12.5	19.9	10.9	17.2	24.0	19,892	9,209	6,613	538	452	771	360	5,226	2,938	2.77	1.1	16,909
BEE E-8†	22.8	6.95	70,589	10,157	12.3	20.5	12.3	20.7	20.6	46,229	6,652	12,799	1,595	2,617	1,966	2,737	8,751	4,351	8.99	1.1	15,847
BELL E-6†	155.4	48.25	525,562	10,892	13.8	24.3	13.3	20.0	18.7	340,692	7,061	62,162	5,289	33,237	19,752	16,692	68,765	25,691	60.46	5.9	41,962
Killeen	41.5	14.93	148,198	9,926	.....	.....	.....	.....	.....	103,416	6,927	14,646	1,175	12,522	6,172	9,108	22,253	7,826	.....	.....	.....
Killeen-Temple Metro Area	199.5	58.94	665,179	11,286	13.1	24.2	13.5	20.4	18.6	379,742	6,443	71,773	6,590	35,756	20,393	17,369	76,193	30,383	78.79	.....	.....
Temple	42.6	15.22	148,060	9,728	.....	.....	.....	.....	.....	145,307	9,547	30,841	3,017	18,021	11,159	6,423	29,811	9,129	.....	.....	.....
BEXAR O-7†	906.8	275.56	3,421,436	12,416	9.2	17.4	12.2	23.2	29.1	2,090,291	7,586	415,777	52,815	369,272	108,102	93,160	371,925	158,194	411.93	7.1	61,356
San Antonio	685.2	216.22	2,481,403	11,476	.....	.....	.....	.....	.....	1,744,743	8,069	365,329	48,703	342,824	96,077	83,749	361,838	146,784	.....	.....	.....
San Antonio Metro Area	973.7	298.10	3,647,362	12,235	9.3	18.0	12.2	23.0	28.4	2,232,464	7,489	450,961	58,005	380,324	113,704	98,451	404,107	170,346	441.66	.....	.....
BLANCO D-7	3.7	1.46	14,405	9,866	14.1	19.3	10.6	16.5	23.7	8,939	6,123	1,656	204	722	183	292	547	1,776	2.01	1.1	11,937
BORDEN B-4	.9	.31	3,780	12,194	8.9	16.7	10.7	21.2	40.8	56	181	.....	42	.....	.....	.....	.....	.....	.35	.5	8,158
BOSQUE E-5	11.1	4.62	45,908	9,937	13.2	16.0	10.2	19.4	22.7	20,572	4,453	5,693	1,065	853	182	341	2,979	2,052	5.96	2.9	19,467
BOWIE G-4†	66.5	23.51	267,961	11,398	8.3	14.9	11.1	25.2	30.2	201,713	8,580	44,041	5,587	39,966	4,556	10,618	47,883	14,295	35.49	1.7	27,265
Texarkana[2]	53.6	19.74	196,990	9,979	.....	.....	.....	.....	.....	254,465	12,891	47,088	6,024	47,792	12,214	12,350	49,578	17,219	.....	.....	.....
Texarkana Metro Area	113.6	39.71	417,997	10,526	9.6	17.4	12.2	23.8	24.8	316,532	7,971	65,261	8,802	55,055	13,443	14,914	62,741	24,481	53.10	.....	.....
BRAZORIA G-8	114.7	35.02	518,933	14,818	4.7	7.8	8.5	29.3	44.0	246,507	7,039	69,432	8,127	16,219	9,507	11,383	47,294	24,355	53.46	2.7	31,078
BRAZOS F-6	66.9	21.03	257,680	12,253	10.9	18.0	11.9	20.1	27.1	141,471	6,727	33,124	3,317	20,093	6,959	5,760	27,890	10,395	27.60	1.4	16,420
Bryan	36.5	12.23	142,233	11,630	.....	.....	.....	.....	.....	121,934	9,970	28,999	2,745	16,414	6,364	5,578	25,877	7,687	.....	.....	.....
Bryan-College Station Metro Area	66.9	21.03	257,680	12,253	10.9	18.0	11.9	20.1	27.1	141,471	6,727	33,124	3,317	20,093	6,959	5,760	27,890	10,395	27.60	.....	.....
College Station	20.7	5.49	87,549	15,947	.....	.....	.....	.....	.....	13,421	2,445	2,864	404	1,996	501	90	1,601	2,251	.....	.....	.....
BREWSTER C-12	8.4	2.59	24,157	9,327	15.6	20.9	11.1	16.3	19.4	24,084	9,299	5,546	1,495	1,069	806	464	3,993	2,678	2.77	.1	8,713
BRISCOE B-3	2.4	.87	11,704	13,453	10.9	19.7	12.0	18.3	31.4	6,670	7,667	1,680	166	403	73	66	992	782	1.29	.6	13,582
BROOKS E-10	8.1	2.44	17,994	7,375	16.5	15.6	8.8	15.1	16.1	19,034	7,801	4,393	669	1,480	390	973	3,963	2,252	2.77	.3	7,000
BROWN D-5	26.7	10.35	101,061	9,764	13.8	21.0	12.3	19.8	21.9	77,846	7,521	18,798	3,029	9,010	2,865	2,343	13,846	7,737	14.20	2.4	21,668
BURLESON F-6	9.6	3.51	29,380	8,370	13.8	19.1	11.8	18.9	16.3	16,290	4,641	5,257	512	1,251	479	703	2,009	1,399	3.90	2.0	18,125
BURNET E-6	12.5	4.90	47,488	9,691	15.4	21.2	11.3	16.5	21.4	22,011	4,492	7,516	1,173	1,377	627	340	2,358	2,712	6.65	1.8	11,180
CALDWELL E-7	23.1	6.72	53,660	7,985	14.7	22.2	11.9	17.3	14.6	34,048	5,067	10,451	1,200	1,439	1,169	1,094	6,772	4,745	8.66	1.0	21,162
CALHOUN F-8†	18.5	5.42	62,300	11,494	8.0	14.7	13.3	26.2	27.4	35,189	6,492	13,228	1,287	1,461	1,945	1,130	7,193	3,892	7.70	.....	.....
CALLAHAN O-5	8.3	3.26	31,215	9,575	12.2	14.9	9.7	21.4	24.5	15,118	4,637	4,115	254	826	233	346	3,341	2,865	4.63	1.8	13,928
CAMERON E-10	164.4	44.94	365,893	8,142	17.9	20.0	10.1	15.2	14.7	344,813	7,673	78,681	8,519	54,834	40,087	17,634	53,374	20,890	59.82	4.8	55,867
Brownsville	64.2	17.01	131,210	7,714	.....	.....	.....	.....	.....	175,347	10,308	33,667	4,095	40,386	28,227	6,509	19,419	9,544	.....	.....	.....
Brownsville-Harlingen-San Benito Metro Area	164.4	44.94	365,893	8,142	17.9	20.0	10.1	15.2	14.7	344,813	7,673	78,681	8,519	54,834	40,087	17,634	53,374	20,890	59.82	.....	.....
Harlingen	38.8	11.39	98,264	8,627	.....	.....	.....	.....	.....	124,239	10,908	26,889	2,805	13,535	8,702	8,776	28,876	6,496	.....	.....	.....
San Benito	18.1	4.84	34,154	7,057	.....	.....	.....	.....	.....	27,911	5,767	10,719	1,029	1,300	1,325	1,851	4,611	2,051	.....	.....	.....
CAMP G-4	8.1	2.90	23,905	8,243	13.1	21.4	11.4	16.6	17.2	17,801	6,138	4,690	603	511	1,178	1,441	5,066	1,864	3.47	1.1	9,531
CARSON B-2	6.0	2.10	29,783	14,182	4.3	9.5	10.1	25.5	41.4	16,043	7,640	3,368	352	307	115	.....	2,975	3,571	3.35	1.2	45,267
CASS G-4	24.8	8.75	82,381	9,415	10.6	16.3	11.9	23.2	22.0	45,256	5,172	11,523	1,220	4,287	1,793	1,901	12,758	3,953	10.92	1.9	10,025
CASTRO B-3	11.0	3.10	38,892	12,546	13.3	20.5	11.8	19.7	29.1	33,556	10,825	6,278	555	1,211	1,093	278	4,215	2,412	3.99	3.0	197,441
CHAMBERS G-7	12.8	4.36	51,417	11,793	8.4	14.6	10.2	23.9	30.9	31,635	7,256	8,482	1,315	1,220	583	692	10,610	2,831	6.61	1.0	24,277
CHEROKEE G-5	31.8	11.23	110,284	9,820	12.5	19.7	11.7	19.1	21.1	66,170	5,892	18,037	2,210	4,798	1,698	2,521	16,244	6,940	14.46	2.4	20,133
CHILDRESS C-3	6.1	2.48	25,041	10,097	13.1	21.1	12.5	20.7	22.0	20,300	8,185	3,687	512	1,337	1,063	779	4,768	2,123	3.34	.6	14,855
CLAY E-4	8.2	3.15	31,918	10,133	10.7	16.8	11.8	24.4	27.1	17,097	5,428	3,303	354	500	313	391	6,066	2,568	4.03	1.6	34,451
COCHRAN A-4	4.6	1.42	14,912	10,501	12.3	18.4	10.9	20.8	28.0	12,105	8,525	2,437	363	112	318	357	2,659	843	2.17	1.1	18,786
COKE C-5	3.1	1.21	12,123	10,019	14.8	21.4	11.8	18.7	24.8	6,209	5,131	2,008	80	375	142	120	2,282	706	1.67	.4	5,460
COLEMAN D-5	9.3	3.86	35,386	9,167	13.4	19.9	11.7	18.7	20.3	27,461	7,114	6,620	1,302	1,553	1,102	321	7,602	2,402	5.31	2.0	19,386
COLLIN F-4	84.7	28.48	353,399	12,409	7.3	13.7	10.7	26.5	33.5	145,723	5,117	38,633	3,207	8,012	3,760	6,174	29,161	11,944	38.38	4.7	21,737
Plano	36.1	11.22	132,765	11,833	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
COLLINGSWORTH C-2	4.0	1.57	15,293	9,741	12.8	17.7	10.5	18.7	23.0	14,364	9,149	3,476	476	391	874	227	1,532	1,901	2.15	.8	19,818
COLORADO F-7	17.7	6.27	61,309	9,778	11.2	18.5	12.2	21.5	21.7	55,224	8,808	11,479	1,538	1,952	1,989	1,085	12,728	6,450	7.92	3.5	40,583
COMAL E-7†	29.2	10.05	100,382	9,988	10.3	21.3	14.3	23.5	20.7	72,574	7,221	16,411	3,142	4,934	3,256	1,651	17,559	5,048	13.00	1.7	6,294
COMANCHE D-5	12.0	4.84	49,210	10,167	13.5	18.7	10.5	18.5	24.6	41,400	8,554	8,306	1,516	4,944	774	1,052	6,433	3,343	5.63	4.1	54,644
CONCHO C-6	2.8	1.10	11,456	10,415	14.8	21.2	11.1	17.8	25.2	5,764	5,240	1,204	164	152	288	248	872	986	1.66	1.2	21,018
COOKE E-4	23.8	8.42	99,015	11,760	7.7	16.1	11.7	23.9	31.3	69,777	8,287	12,524	2,038	7,745	3,193	2,454	11,099	6,799	12.52	3.9	27,498
CORYELL E-6	44.1	10.69	139,617	13,061	10.7	22.4	14.4	22.2	18.2	39,050	3,653	9,611	1,301	2,519	641	677	7,428	4,692	18.33	2.7	16,144
COTTLE C-3	2.8	1.08	11,759	10,888	16.3	22.5	11.7	15.9	21.4	10,174	9,420	2,526	539	604	152	552	2,594	1,336	1.40	.8	9,435
CRANE A-6	3.8	1.28	16,736	13,075	4.5	11.7	15.1	32.9	32.6	8,940	6,984	3,127	269	622	372	100	2,053	1,242	2.08	.....	.....
CROCKETT B-6	3.9	1.32	15,249	11,552	10.3	19.2	12.9	24.3	26.4	10,308	7,809	2,298	628	972	322	469	1,098	2,253	1.67	.2	14,073
CROSBY B-4	8.7	2.80	31,506	11,252	13.4	18.9	10.9	19.1	27.7	23,844	8,516	5,155	756	511	517	99	4,113	2,403	3.82	1.6	19,557
CULBERSON B-10	3.9	1.13	11,451	10,134	11.4	19.8	11.6	22.7	22.4	11,504	10,181	1,404	246	72	398	280	1,635	4,460	1.18	.....	.....
DALLAM A-1	6.1	2.21	23,041	10,426	9.4	19.9	12.9	21.0	28.6	41,142	18,616	6,003	877	1,569	1,203	756	5,922	4,150	3.12	1.0	68,065
DALLAS F-5†	1,411.4	484.75	7,738,721	15,964	5.0	10.4	9.2	25.2	45.3	4,641,130	9,574	853,892	155,044	739,497	207,862	202,713	903,967	277,354	773.80	1.2	15,967
Carrollton	24.8	7.83	83,908	10,716	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Dallas	901.4	324.71	4,973,716	15,317	.....	.....	.....	.....	.....	3,502,959	10,788	576,957	109,127	553,657	167,850	161,033	700,846	195,499	.....	.....	.....

(2) Includes portion in Miller County, Arkansas.
(3) Includes portion in Tarrant County.
(4) Includes portion in Collin County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE / COUNTY—Map Loc. / City / Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
Dallas-Fort Worth Metro Area	2,539.7	867.61	12,992,929	14,976	5.5	11.3	9.7	25.7	42.2	7,663,386	8,833	1,454,251	251,833	1,148,544	298,462	309,031	1,475,383	504,490	1,364.92	.....	.....
Farmers Branch	31.5	9.33	180,519	19,348	.....	.....	.....	.....	.....	44,265	4,744	15,302	3,107	2,296	1,246	247	3,425	3,764	.....	.....	.....
Garland	111.9	34.32	470,689	13,715	.....	.....	.....	.....	.....	284,274	8,283	53,206	8,186	51,254	4,752	10,691	95,981	15,249	.....	.....	.....
Grand Prairie²	59.8	19.57	274,057	14,004	.....	.....	.....	.....	.....	107,744	5,506	29,625	4,684	9,419	4,181	3,062	23,116	11,252	.....	.....	.....
Irving	115.1	36.93	577,440	15,636	.....	.....	.....	.....	.....	247,648	6,706	70,957	10,018	55,891	6,746	8,796	27,609	19,104	.....	.....	.....
Mesquite	66.5	19.23	276,745	14,391	.....	.....	.....	.....	.....	128,777	6,697	36,039	3,266	50,622	7,336	1,416	5,595	9,498	.....	.....	.....
Richardson²	61.6	18.43	349,975	18,989	.....	.....	.....	.....	.....	101,385	5,501	13,857	3,725	6,618	2,378	1,780	5,317	4,412	.....	.....	.....
University Park	23.8	9.55	209,811	21,970	.....	.....	.....	.....	.....	50,530	5,291	14,536	4,743	580	7,724	12,528	930	5,165	.....	.....	.....
DAWSON B-4	15.7	5.12	66,017	12,894	12.4	14.8	9.5	19.6	31.6	53,827	10,513	11,043	2,646	3,467	1,747	1,548	11,839	5,678	7.66	3.2	38,484
DEAF SMITH A-2	21.4	6.30	79,776	12,663	9.4	17.9	11.7	22.0	30.6	75,651	12,008	12,965	3,478	3,623	2,343	2,430	10,924	5,283	8.80	4.4	484,546
DELTA F-4	4.9	2.00	16,728	8,364	13.5	20.9	11.3	16.6	17.3	6,619	3,310	2,533	262	433	202	195	754	674	2.19	1.2	6,632
DENTON E-4	97.7	31.71	374,083	11,797	8.0	15.8	12.6	26.7	29.3	186,320	5,876	44,048	6,398	20,307	5,746	6,711	43,285	15,120	43.23	4.4	50,188
Denton	48.5	15.51	183,959	11,861	.....	.....	.....	.....	.....	113,432	7,313	26,979	4,473	18,863	4,885	5,406	22,175	8,637	.....	.....	.....
DE WITT E-8	18.2	6.74	63,263	9,386	13.8	19.9	11.0	17.3	20.3	48,124	7,140	14,364	1,611	2,564	1,612	1,487	8,713	3,734	9.48	3.7	30,478
DICKENS C-4	3.0	1.18	13,770	11,669	9.5	14.2	9.1	21.6	30.7	10,814	9,164	2,865	305	863	179	261	1,327	1,415	1.67	1.5	15,319
DIMMIT C-8	9.0	2.35	17,350	7,383	19.9	22.4	9.2	11.6	12.1	10,290	4,379	3,620	328	365	199	372	2,130	1,206	2.80	.1	16,998
DONLEY C-2	3.5	1.44	14,661	10,181	13.2	17.5	9.5	16.9	27.1	14,289	9,923	2,940	545	413	322	9[illegible]2	4,949	1,974	2.48	.8	13,773
DUVAL D-9	11.2	3.38	26,499	7,840	15.3	18.2	11.0	16.7	12.8	14,968	4,428	5,747	737	476	510	278	3,152	2,704	3.48	.9	22,861
EASTLAND O-5	17.8	7.35	66,087	8,991	13.2	18.7	12.0	19.5	19.3	45,407	6,178	12,037	2,418	2,997	1,305	1,327	8,295	7,002	8.78	2.4	27,899
ECTOR A-5	93.2	30.28	413,699	13,662	5.8	12.7	11.7	28.4	36.1	303,296	10,016	65,793	12,432	45,922	12,716	13,199	78,116	24,403	51.75	.1	2,246
Odessa	78.9	25.79	354,197	13,734	.....	.....	.....	.....	.....	288,988	11,205	63,007	12,429	44,346	12,712	12,138	75,019	21,634	.....	.....	.....
Odessa Metro Area	93.2	30.28	413,699	13,662	5.8	12.7	11.7	28.4	36.1	303,296	10,016	65,793	12,432	45,922	12,716	13,199	78,116	24,403	51.75	.....	.....
EDWARDS C-7	2.1	.69	9,704	14,064	18.2	17.4	8.0	16.1	28.0	3,475	5,036	1,808	122	.....	109	.....	164	424	.68	.5	9,764
ELLIS F-5	51.2	17.52	192,484	10,987	9.6	16.2	12.1	24.6	26.6	107,335	6,126	27,211	7,820	6,961	3,507	3,360	21,507	12,372	23.83	4.3	37,764
EL PASO A-10†	400.1	115.35	1,339,559	11,613	10.2	19.1	12.5	22.6	26.4	1,005,225	8,715	174,762	26,164	183,487	66,930	65,922	178,320	52,125	169.56	.....	.....
El Paso	359.4	106.20	1,230,839	11,590	.....	.....	.....	.....	.....	989,156	9,314	173,213	25,366	177,690	66,577	64,975	172,528	51,511	.....	.....	.....
El Paso Metro Area	400.1	115.35	1,339,559	11,613	10.2	19.1	12.5	22.6	26.4	1,005,225	8,715	174,762	26,164	183,487	66,930	65,922	178,320	52,125	169.56	.....	.....
ERATH E-5	19.3	7.76	72,065	9,287	13.2	19.6	12.0	20.0	21.8	52,034	6,705	11,778	2,052	6,572	1,093	813	5,670	3,502	8.48	3.5	47,589
FALLS F-6	15.9	6.00	48,383	8,064	15.9	17.9	9.7	15.6	16.9	35,751	5,959	10,110	1,365	2,173	2,276	1,638	6,309	4,764	7.34	2.9	34,425
FANNIN F-4	22.4	8.79	80,943	9,209	11.9	17.1	11.4	21.8	21.0	47,082	5,356	14,716	1,345	2,630	1,485	1,235	10,449	3,682	12.08	3.2	20,295
FAYETTE F-7	17.2	6.89	62,785	9,112	15.0	19.7	10.7	15.4	17.1	53,426	7,754	13,785	1,412	3,755	2,082	1,539	8,817	5,4[illegible]8	8.17	6.4	33,935
FISHER C-4	5.8	2.13	22,028	10,342	10.9	21.4	12.7	18.3	21.0	10,506	4,932	3,358	938	423	237	388	2,772	1,421	2.63	1.5	17,639
FLOYD B-3	11.0	3.58	40,779	11,391	12.3	18.3	10.6	19.6	29.0	32,908	9,192	7,125	1,370	992	915	801	5,461	2,425	4.86	2.9	33,301
FOARD D-3	1.8	.75	8,132	10,843	15.6	20.1	10.5	14.3	20.5	4,112	5,483	966	83	384	144	126	1,244	451	1.08	.4	14,236
FORT BEND F-7	67.5	19.31	202,222	10,472	9.0	17.2	13.5	25.7	22.3	124,199	6,432	27,268	2,937	3,746	5,580	6,259	31,120	11,068	27.20	4.1	28,859
FRANKLIN G-4	5.4	2.10	19,060	9,076	13.8	17.6	10.7	17.8	17.2	12,583	5,992	2,209	463	537	812	352	3,092	1,667	2.19	1.1	15,318
FREESTONE F-5	10.6	4.15	39,913	9,618	13.3	19.7	10.6	17.1	22.5	23,053	5,557	8,122	1,110	1,063	290	379	4,445	4,199	5.39	1.5	16,833
FRIO D-8	11.3	3.22	29,379	9,124	18.2	21.2	10.5	14.1	17.9	19,526	6,064	4,682	823	765	310	850	2,412	2,216	3.39	1.6	48,966
GAINES A-4	11.4	3.61	46,202	12,798	10.5	12.0	10.9	24.9	33.0	32,776	9,079	7,153	819	1,175	1,040	667	6,277	3,683	5.46	1.8	41,419
GALVESTON G-7	183.3	61.83	813,302	13,154	7.0	11.8	10.1	26.8	37.2	436,814	7,065	126,213	17,274	37,229	22,792	20,145	83,509	30,209	79.69	.7	10,194
Galveston	63.5	23.39	275,232	11,767	.....	.....	.....	.....	.....	202,983	8,678	54,786	8,819	20,654	14,696	11,826	32,203	12,046	.....	.....	.....
Galveston-Texas City Metro Area	183.3	61.83	813,302	13,154	7.0	11.8	10.1	26.8	37.2	436,814	7,065	126,213	17,274	37,229	22,792	20,145	83,509	30,209	79.69	.....	.....
Texas City	41.8	13.42	180,884	13,479	.....	.....	.....	.....	.....	120,074	8,947	30,350	4,216	8,178	6,601	4,528	37,314	7,467	.....	.....	.....
GARZA B-4	4.9	1.69	21,607	12,785	11.3	22.1	12.8	19.6	25.5	12,410	7,343	3,461	284	598	282	505	2,210	2,226	2.27	1.0	12,344
GILLESPIE D-7	10.7	4.05	43,840	10,825	8.8	18.4	13.1	25.2	26.0	35,176	8,685	7,692	470	1,776	852	831	7,312	3,316	5.70	3.0	17,144
GLASSCOCK B-5	1.6	.50	6,400	12,800	7.9	17.2	14.2	13.2	40.6	1,054	2,108	116	116	.....	.....	.....	.....	291	.43	1.3	6,654
GOLIAD E-8	4.5	1.55	15,205	9,810	14.5	21.4	11.2	16.4	17.7	7,314	4,719	2,354	103	239	179	151	1,074	1,048	1.91	.9	18,800
GONZALES E-7	16.1	5.65	47,716	8,445	16.9	19.2	10.4	18.0	17.9	50,126	8,872	7,348	1,336	2,492	1,274	1,077	8,387	2,731	7.10	4.1	80,195
GRAY C-2	25.4	9.50	120,228	12,656	5.7	13.5	11.4	27.7	36.3	83,010	8,738	20,127	6,410	10,992	3,722	5,517	16,224	7,875	15.56	1.1	75,311
Pampa	22.9	8.60	99,524	11,573	.....	.....	.....	.....	.....	79,518	9,246	18,966	6,291	10,650	3,552	5,415	15,443	6,863	.....	.....	.....
GRAYSON F-4†	74.5	26.77	325,650	12,165	7.8	15.2	11.3	24.3	32.8	213,849	7,988	56,477	10,354	20,076	10,679	11,766	48,935	17,028	42.23	3.0	22,418
Denison	26.0	9.58	100,377	10,478	.....	.....	.....	.....	.....	87,208	9,103	29,087	5,439	2,511	4,336	3,788	21,389	4,367	.....	.....	.....
Sherman	31.1	11.10	136,738	12,319	.....	.....	.....	.....	.....	108,620	9,786	20,915	3,521	17,247	6,350	7,307	23,497	7,615	.....	.....	.....
Sherman-Denison Metro Area	74.5	26.77	325,650	12,165	7.8	15.2	11.3	24.3	32.8	213,849	7,988	56,477	10,354	20,076	10,679	11,766	48,935	17,028	42.23	.....	.....
GREGG G-5	79.1	28.02	322,079	11,495	8.4	15.4	11.4	25.1	30.4	289,005	10,314	65,027	11,031	31,771	13,980	13,474	63,246	21,908	45.21	.3	4,937
Longview	56.0	19.77	218,875	11,071	.....	.....	.....	.....	.....	218,458	11,050	44,740	8,662	29,033	10,486	10,820	43,568	14,557	.....	.....	.....
Longview Metro Area	79.1	28.02	322,079	11,495	8.4	15.4	11.4	25.1	30.4	289,005	10,314	65,027	11,031	31,771	13,980	13,474	63,246	21,908	45.21	.....	.....
GRIMES F-6	11.8	4.23	36,150	8,546	15.1	19.1	10.0	15.0	17.8	29,363	6,942	7,229	1,108	1,622	281	981	4,219	3,276	4.36	2.2	29,039
GUADALUPE E-7	37.7	12.49	125,544	10,052	12.2	20.6	12.3	20.5	21.8	69,599	5,572	18,773	2,048	6,118	2,346	3,640	14,623	7,104	16.73	4.6	35,087
HALE B-3	33.9	10.96	134,226	12,247	11.1	18.5	11.3	20.5	30.6	145,752	13,299	25,326	3,441	11,946	7,138	4,879	30,267	8,669	17.33	6.0	101,374
HALL C-3	23.9	8.04	83,773	10,420	.....	.....	.....	.....	.....	127,834	15,900	20,678	3,052	11,929	6,798	3,927	23,952	6,626	.....	.....	.....
Plainview	5.4	2.12	24,705	11,653	11.4	17.9	10.7	20.0	30.3	19,955	9,413	4,955	1,267	700	880	663	3,066	2,387	2.79	1.1	13,921
HAMILTON E-5	6.8	2.94	26,981	9,177	15.7	22.2	12.3	18.3	18.6	18,766	6,383	4,611	951	480	773	1,126	2,835	2,353	3.79	2.2	20,562
HANSFORD B-1	6.8	2.31	30,777	13,323	6.3	22.3	11.8	22.2	34.0	41,397	17,921	5,427	909	711	652	544	6,513	2,083	3.41	.7	111,497
HARDEMAN C-3	6.4	2.53	26,617	10,521	11.6	16.3	11.3	23.4	26.4	15,075	5,958	4,001	570	949	621	382	1,977	2,073	3.09	1.1	13,002
HARDIN H-7	32.5	10.69	113,678	10,634	7.7	13.1	13.7	27.7	26.4	48,923	4,577	13,327	1,921	2,251	777	2,824	12,939	4,806	13.61	.9	1,437
HARRIS G-7†	1,926.8	646.50	9,612,816	14,869	5.5	11.0	9.7	25.8	42.3	5,433,510	8,405	1,214,858	160,622	961,569	275,696	271,484	1,079,517	372,558	987.02	4.1	49,252
Baytown	50.3	17.43	245,685	14,096	.....	.....	.....	.....	.....	175,295	10,057	39,739	4,138	26,512	6,096	14,137	40,233	11,000	.....	.....	.....
Houston⁷	1,313.5	453.12	6,640,073	14,654	.....	.....	.....	.....	.....	4,374,814	9,655	948,211	131,650	815,265	244,476	221,953	899,719	287,438	.....	.....	.....
Houston Metro Area	2,241.5	743.81	10,780,739	14,494	5.8	11.6	10.0	25.8	40.5	6,052,724	8,137	1,381,317	178,703	993,185	298,884	298,303	1,199,503	433,016	1,120.11	.....	.....
Pasadena	107.5	34.53	487,760	14,126	.....	.....	.....	.....	.....	301,088	8,720	63,429	7,920	82,912	8,473	15,342	52,142	16,437	.....	.....	.....
HARRISON H-5	45.2	15.31	162,197	10,594	11.2	18.5	10.8	21.3	25.8	97,067	6,340	24,862	2,018	16,020	3,301	5,798	17,786	8,862	18.93	1.6	12,441
Marshall	23.0	8.20	88,687	10,815	.....	.....	.....	.....	.....	83,920	10,234	20,431	1,728	15,756	3,163	5,343	14,708	6,039	.....	.....	.....
HARTLEY A-2	2.8	.96	12,845	13,380	8.9	10.1	8.1	21.4	43.8	7,607	7,924	810	870	2,031	.....	.....	.....	312	1.59	.4	42,326
HASKELL C-4	7.5	2.88	27,640	9,597	11.7	18.2	11.3	18.3	22.3	18,332	6,365	4,477	644	510	1,452	737	4,733	1,543	4.02	1.4	25,952
HAYS E-7	35.8	10.04	99,832	9,943	16.0	21.1	11.3	17.7	19.7	56,111	5,589	11,328	1,604	3,154	1,601	1,128	11,572	6,226	11.84	1.5	8,310
San Marcos	23.0	5.94	60,026	10,105	.....	.....	.....	.....	.....	47,323	7,967	10,029	1,357	2,072	1,549	853	10,169	4,345	.....	.....	.....
HEMPHILL C-2	3.1	1.12	11,523	10,288	10.9	16.4	10.5	21.4	27.7	14,802	13,216	2,887	593	687	259	228	3,372	2,196	1.78	.6	17,020
HENDERSON F-5	28.5	10.30	93,615	9,089	12.8	18.5	12.1	21.5	19.7	51,226	4,973	12,216	1,062	3,382	1,412	2,226	16,239	5,691	15.15	2.0	21,488
HIDALGO E-10	214.6	55.86	466,096	8,344	18.9	20.4	9.3	13.6	14.4	418,029	7,484	87,942	11,754	57,006	36,999	25,305	76,689	29,384	73.42	6.8	127,488
Edinburg	18.5	4.95	45,959	9,285	.....	.....	.....	.....	.....	48,982	9,895	10,793	1,506	1,518	2,689	3,031	9,791	5,007	.....	.....	.....
McAllen	46.8	13.37	129,854	9,712	.....	.....	.....	.....	.....	203,749	15,239	25,292	5,797	47,187	27,960	14,995	34,479	8,510	.....	.....	.....
McAllen-Pharr-Edinburg Metro Area	214.6	55.86	466,096	8,344	18.9	20.4	9.3	13.6	14.4	418,029	7,484	87,942	11,754	57,006	36,999	25,305	76,689	29,384	73.42	.....	.....
Pharr	16.8	4.26	30,097	7,065	.....	.....	.....	.....	.....	23,219	5,450	7,855	580	981	279	2,080	3,196	2,505	.....	.....	.....
HILL E-5	22.3	8.69	82,123	9,450	14.4	19.8	11.3	17.9	20.8	56,698	6,525	14,590	2,246	3,863	958	1,332	10,874	7,263	11.52	3.8	49,578
HOCKLEY B-4	20.0	6.27	70,280	11,209	11.6	15.0	10.9	22.8	28.6	48,387	7,717	13,529	1,470	2,299	2,101	1,886	8,340	4,248	9.72	3.9	28,927
HOOD E-5	6.5	2.48	28,354	11,433	11.4	14.0	9.2	21.9	30.6	17,171	6,924	3,520	532	329	229	207	5,193	1,205	4.31	1.3	13,984
HOPKINS G-4	21.9	8.38	85,770	10,235	12.6	19.9	12.3	20.1	23.0	66,763	7,967	12,801	1,495	6,600	1,745	2,802	16,540	3,849	11.07	4.0	65,254
HOUSTON G-6	17.4	5.83	44,465	7,627	17.0	18.9	10.1	15.6	15.2	37,157	6,373	10,338	1,196	1,757	1,883	1,146	5,970	3,644	6.64	1.6	15,597
HOWARD B-5†	37.3	12.29	149,025	12,126	8.5	17.3	12.6	24.7	30.1	112,879	9,185	21,240	2,645	16,086	6,222	4,347	28,371	12,038	19.83	1.3	12,299
Big Spring	29.8	10.42	116,312	11,162	.....	.....	.....	.....	.....	109,976	10,554	20,761	2,518	13,415	6,222	4,347	28,228	11,509	.....	.....	.....

(7) Includes portions in Fort Bend and Montgomery Counties
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
HUDSPETH A-10	2.0	.61	5,490	9,000	17.1	22.8	11.6	17.9	20.3	4,360	7,148	1,113	22	909	20	32	112	1,214	.79	.4	8,670
HUNT F-4	51.8	18.52	193,286	10,437	11.1	16.5	11.9	23.2	26.0	107,961	5,829	27,817	3,082	12,349	5,418	9,318	24,345	9,314	22.80	2.5	19,006
Greenville	23.6	8.64	94,108	10,892	.....	.....	.....	.....	.....	75,590	8,749	18,012	2,281	10,903	4,809	6,733	16,507	5,654	.....	.....	.....
HUTCHINSON 8-2	20.9	7.70	99,846	12,967	5.3	13.0	11.9	28.1	35.6	62,781	8,153	18,735	2,910	4,374	3,914	3,552	15,715	5,116	14.86	.6	27,639
IRION C-6	1.1	.43	3,310	7,698	17.4	25.6	12.4	13.5	17.7	1,195	2,779	285	45	.....	.....	.....	110	721	.45	.1	9,404
JACK E-4	6.8	2.67	23,763	8,900	8.0	19.8	14.0	23.2	20.8	16,242	6,083	4,315	1,266	.....	627	90	4,206	2,623	3.08	1.1	10,992
JACKSON F-8	12.7	4.17	44,472	10,665	9.3	15.7	11.6	23.0	24.6	27,427	6,577	8,827	1,041	854	914	1,157	3,819	3,103	5.44	1.6	30,172
JASPER H-6	25.9	8.71	85,402	9,805	12.5	18.0	11.9	21.9	22.0	57,584	6,611	18,338	2,491	5,431	2,572	2,378	11,241	5,709	10.19	.9	5,617
JEFF DAVIS 8-11	1.5	.51	4,330	8,490	17.2	22.6	10.9	18.8	19.0	863	1,692	363	63	.....	.....	46	.....	209	.52	.2	9,827
JEFFERSON H-7	247.5	83.51	1,082,972	12,968	7.1	12.5	11.4	26.5	34.4	707,050	8,467	181,804	25,533	99,815	34,353	43,671	160,544	47,852	120.90	1.1	25,185
Beaumont	119.1	41.11	529,761	12,886	.....	.....	.....	.....	.....	423,921	10,312	96,487	12,948	60,747	21,809	29,254	97,206	26,464	.....	.....	.....
Beaumont-Port Arthur-Orange Metro Area	356.1	118.37	1,506,917	12,731	6.9	12.6	11.6	27.5	33.3	902,400	7,624	236,762	30,962	120,557	40,950	53,427	200,620	68,347	167.36	.....	.....
Port Arthur	57.1	19.85	208,992	10,529	.....	.....	.....	.....	.....	181,925	9,165	48,865	9,440	30,780	8,151	10,759	44,002	12,633	.....	.....	.....
JIM HOGG D-10	4.5	1.31	9,867	7,532	18.9	22.9	8.5	11.8	9.7	9,468	7,227	2,825	452	416	258	135	2,053	1,116	1.54	.....	.....
JIM WELLS E-9	32.8	9.59	100,095	10,437	13.3	16.1	10.6	21.2	24.4	72,360	7,545	18,485	2,068	5,696	4,004	3,241	15,908	6,313	13.16	2.6	27,720
Alice	22.2	6.61	63,974	9,678	.....	.....	.....	.....	.....	64,903	9,819	14,454	1,794	5,696	3,650	2,880	15,036	4,804	.....	.....	.....
JOHNSON E-5	54.9	19.14	215,417	11,255	8.0	14.4	12.8	28.1	27.4	100,128	5,231	27,818	2,483	8,157	4,349	4,060	24,806	10,619	25.81	4.1	35,098
JONES C-5	15.2	5.80	59,208	10,208	12.6	17.7	11.3	21.0	24.0	53,459	9,217	10,728	2,117	2,548	2,071	1,219	16,640	5,033	8.13	1.9	24,418
KARNES E-8	13.4	4.18	38,080	9,110	14.0	18.2	10.3	17.7	20.8	31,368	7,504	8,320	1,134	1,022	419	1,387	5,706	3,328	5.12	1.8	19,560
KAUFMAN F-5	36.2	11.61	121,247	10,443	9.1	17.9	12.3	24.3	24.7	78,540	6,765	18,399	1,200	7,683	3,462	2,132	21,124	6,178	15.50	2.4	28,826
KENDALL D-7	7.1	2.67	32,425	12,144	10.5	20.2	11.3	19.9	29.6	13,788	5,164	3,810	582	269	224	81	2,893	1,356	3.93	1.1	9,591
KENEDY E-10	.7	.18	2,033	11,294	25.2	26.4	6.4	6.8	18.9	54	300	.....	.....	57	.....	.....	.....	.....	.21	.....	.....
KENT C-4	1.4	.49	5,871	11,982	10.8	16.6	11.0	21.3	23.4	2,972	6,065	366	.....	913	.....	98	691	465	.68	.8	7,378
KERR D-7	20.9	7.64	79,744	10,438	13.0	21.1	12.6	20.5	24.0	49,021	6,416	13,557	1,808	4,289	2,179	2,315	10,318	3,503	10.75	1.0	7,795
KIMBLE C-6	3.9	1.48	14,201	9,595	12.6	20.2	12.9	22.8	21.2	10,222	6,907	2,858	360	327	197	406	1,907	1,835	1.85	1.0	10,861
KING C-4	.5	.17	2,118	12,459	13.4	32.1	16.4	12.9	24.8	560	3,294	271	.....	.....	.....	.....	.....	460	.17	.2	7,858
KINNEY C-8	2.0	.64	4,218	6,591	23.2	18.5	8.0	11.8	13.5	2,382	3,722	1,231	43	95	34	.....	212	476	.68	.1	10,446
KLEBERG E-9†	34.8	10.09	108,393	10,743	12.1	19.6	11.8	20.9	22.1	64,079	6,351	17,837	1,849	2,061	4,729	3,785	15,683	5,930	13.28	.1	12,527
Kingsville	30.4	9.19	94,159	10,246	.....	.....	.....	.....	.....	61,963	6,742	17,279	1,849	1,837	4,729	3,785	14,783	5,492	.....	.....	.....
KNOX C-4	5.2	1.97	17,609	8,939	13.0	21.2	12.9	20.5	19.6	13,745	6,977	4,130	735	806	621	559	726	2,256	2.37	1.6	15,257
LAMAR F-4	37.0	13.95	133,150	9,545	11.3	19.3	11.6	20.4	22.0	88,508	6,345	18,952	2,373	14,949	4,295	5,337	18,017	7,329	17.96	2.5	24,614
Paris	24.6	9.46	88,460	9,351	.....	.....	.....	.....	.....	82,896	8,763	16,657	2,121	14,772	4,136	5,337	16,719	4,997	.....	.....	.....
LAMB B-3	16.6	5.68	59,861	10,539	12.7	18.2	10.7	18.7	25.7	55,644	9,796	13,958	2,021	2,052	2,571	2,214	8,961	3,438	8.32	4.5	43,005
LAMPASAS E-6	9.4	3.59	35,908	10,002	14.7	23.0	11.6	17.7	22.0	26,167	7,289	6,494	881	767	1,200	962	6,665	2,441	5.04	1.4	17,779
LA SALLE D-8	4.4	1.30	10,718	8,245	17.6	17.3	8.2	12.5	17.0	6,347	4,882	1,814	116	823	510	88	1,245	1,230	1.56	.5	16,875
LAVACA F-8	17.0	6.44	50,640	7,863	15.1	19.2	10.8	17.0	15.6	35,978	5,587	10,251	1,198	1,620	987	1,720	7,445	3,360	7.56	5.5	39,196
LEE F-7	7.7	2.90	29,233	10,080	13.6	18.0	10.9	18.4	20.2	17,373	5,991	5,168	531	505	815	1,222	2,342	2,630	3.47	2.7	17,498
LEON F-6	8.2	3.15	26,872	8,531	12.9	18.3	10.9	16.9	17.4	16,455	5,224	5,737	631	399	34	347	1,246	4,008	3.15	1.5	21,507
LIBERTY G-7	40.3	13.71	128,927	9,404	10.9	17.2	14.0	23.3	19.8	97,442	7,107	26,302	3,591	3,579	5,030	2,174	16,655	10,904	15.22	1.6	29,880
LIMESTONE F-6	17.2	6.09	50,935	8,364	12.9	18.9	11.2	18.5	18.6	32,278	5,300	10,658	922	1,542	1,742	2,214	7,441	3,069	7.61	1.1	18,209
LIPSCOMB C-1	3.5	1.32	15,745	11,928	9.3	14.7	12.2	26.1	29.5	8,928	6,764	1,585	231	153	116	149	2,308	1,038	1.86	.8	22,523
LIVE OAK E-8	6.3	2.10	21,576	10,274	14.4	16.3	9.6	19.8	25.0	16,119	7,676	4,929	379	882	165	427	2,780	2,523	2.79	1.4	16,310
LLANO D-6	7.6	3.33	29,150	8,754	16.2	21.2	11.1	16.3	17.8	20,008	6,008	4,926	538	1,138	395	125	2,577	2,079	3.92	1.1	20,885
LOVING A-5	.2	.06	861	14,350	5.1	2.7	3.0	24.8	27.3	23	383	.....	.....	.....	.....	.....	.....	27	.06	.....	.....
LUBBOCK B-4†	197.5	63.34	790,484	12,480	9.2	17.1	12.0	23.6	31.1	622,022	9,820	106,620	16,064	106,933	26,758	33,548	133,026	42,079	96.78	6.0	132,901
Lubbock	163.3	53.08	672,187	12,664	.....	.....	.....	.....	.....	569,323	10,726	98,019	14,968	100,813	26,246	33,580	119,870	36,694	.....	.....	.....
Lubbock Metro Area	197.5	63.34	790,484	12,480	9.2	17.1	12.0	23.6	31.1	622,022	9,820	106,620	16,064	106,933	26,758	33,548	133,026	42,079	96.78	.....	.....
LYNN B-4	8.6	2.74	36,491	13,318	13.3	18.6	10.1	16.5	32.2	17,091	6,238	3,485	620	501	333	471	5,320	1,316	4.02	3.5	32,676
McCULLOCH D-6	8.7	3.35	31,975	9,545	15.5	23.4	12.8	17.4	20.0	22,221	6,633	5,799	976	817	1,226	724	4,513	3,501	3.99	1.3	22,960
McLENNAN E-6†	154.1	54.11	577,470	10,672	10.1	16.2	12.5	24.4	26.5	403,723	7,461	97,212	12,898	65,307	16,269	37,371	77,579	32,540	76.38	4.6	65,395
Waco	102.8	36.60	378,889	10,352	.....	.....	.....	.....	.....	330,921	9,042	69,098	10,568	63,663	14,634	34,838	65,000	22,579	.....	.....	.....
Waco Metro Area	154.1	54.11	577,470	10,672	10.1	16.2	12.5	24.4	26.5	403,723	7,461	97,212	12,898	65,307	16,269	37,371	77,579	32,540	76.38	.....	.....
McMULLEN D-8	1.1	.37	4,037	10,911	9.3	11.7	8.2	21.3	31.1	1,148	3,103	226	.....	383	71	.....	218	247	.39	.4	8,816
MADISON F-6	8.3	2.71	23,031	8,499	12.4	18.1	10.9	18.2	20.1	24,680	9,107	3,963	774	684	388	857	10,113	2,744	3.32	1.4	12,742
MARION G-4	9.1	3.23	24,602	7,617	13.4	21.4	10.5	16.0	15.3	15,319	4,743	3,690	864	1,863	259	937	3,034	2,007	3.30	.1	2,346
MARTIN B-5	4.4	1.41	16,552	11,739	11.4	17.2	10.1	16.8	31.9	12,681	8,994	1,442	260	605	370	390	4,213	1,526	2.31	1.6	16,886
MASON D-6	3.2	1.29	11,006	8,532	15.5	22.0	11.7	16.2	18.7	12,216	9,470	1,497	415	392	264	76	1,667	1,625	1.61	1.1	15,983
MATAGORDA F-8	29.2	9.74	99,038	10,168	9.8	15.7	11.9	23.7	24.1	80,900	8,306	23,761	2,422	4,359	3,264	3,995	13,897	7,073	11.51	1.1	38,910
MAVERICK C-8	19.9	4.88	36,034	7,384	18.8	19.8	9.7	14.2	12.4	52,441	10,746	10,086	1,596	8,626	11,350	1,708	5,106	4,033	6.57	.3	22,207
MEDINA D-8	21.4	6.58	65,611	9,971	13.5	18.9	11.4	19.2	23.3	39,760	6,043	9,170	1,681	2,465	764	580	8,762	3,914	3.99	2.6	36,586
MENARD C-6	2.5	.96	8,411	8,761	15.3	18.4	9.8	16.4	19.3	4,853	5,055	1,522	125	289	327	185	656	762	1.18	.6	16,675
MIDLAND B-5	65.4	21.39	342,486	16,012	5.6	11.5	9.4	24.1	44.1	184,028	8,603	43,405	12,243	21,125	12,276	11,220	47,578	15,827	40.09	.5	18,319
Midland	64.6	21.21	328,936	15,509	.....	.....	.....	.....	.....	183,612	8,657	42,262	12,243	20,628	12,276	11,220	43,802	15,824	.....	.....	.....
Midland Metro Area	65.4	21.39	342,486	16,012	5.6	11.5	9.4	24.1	44.1	184,028	8,603	43,405	12,243	21,125	12,276	11,220	47,578	15,827	40.09	.....	.....
MILAM F-6	19.6	7.33	68,894	9,399	12.6	16.1	10.4	20.3	23.1	41,504	5,662	11,614	1,419	4,048	788	1,538	9,917	4,587	8.83	3.6	26,723
MILLS D-6	4.3	1.78	15,697	8,819	11.5	19.9	12.7	18.8	17.8	11,379	6,393	2,753	498	408	428	326	1,531	730	2.02	1.7	20,111
MITCHELL C-5	8.4	2.98	34,414	11,548	11.6	16.2	10.2	20.0	29.0	20,432	6,856	6,446	810	831	534	194	2,676	3,836	4.23	1.5	11,473
MONTAGUE E-4	15.9	6.39	61,235	9,583	10.0	17.8	12.8	22.5	23.0	39,882	6,241	9,465	1,518	1,127	2,349	2,685	9,206	4,397	8.17	2.3	21,653
MONTGOMERY G-7	76.5	24.95	271,473	10,881	9.4	16.8	13.5	26.4	21.0	122,668	4,917	36,065	2,540	6,849	2,638	5,883	20,905	11,131	29.97	2.5	15,285
MOORE B-2	14.0	4.58	64,080	13,991	4.9	9.4	13.0	31.3	36.8	46,308	10,111	11,118	1,286	2,803	1,477	1,877	7,796	4,562	7.38	1.4	104,718
MORRIS C-3	12.4	4.21	45,558	10,821	9.3	19.6	12.3	20.6	27.2	24,772	5,884	7,396	1,152	1,588	139	1,235	7,345	2,404	5.82	.5	5,970
MOTLEY C-3	1.8	.72	7,660	10,639	12.5	18.8	10.9	15.2	26.0	6,161	8,557	1,510	471	343	.....	239	419	950	.90	.5	10,346
NACOGDOCHES G-5	43.1	14.30	143,353	10,025	11.8	18.7	11.9	19.9	22.0	82,136	5,744	20,808	2,866	5,158	5,776	2,807	15,590	7,954	14.89	2.9	63,632
Nacogdoches	26.7	8.44	92,412	10,949	.....	.....	.....	.....	.....	72,694	8,613	16,744	2,290	4,922	5,552	2,528	14,113	6,561	.....	.....	.....
NAVARRO F-5	30.1	11.44	111,441	9,741	12.9	16.2	11.3	20.5	22.4	75,973	6,641	19,381	2,235	9,590	3,764	4,578	17,080	8,461	16.08	1.6	22,175
Corsicana	20.2	7.59	78,953	10,402	.....	.....	.....	.....	.....	65,746	8,662	15,683	1,848	9,403	3,616	4,358	15,549	6,045	.....	.....	.....
NEWTON H-6	12.6	3.98	36,182	9,091	14.1	21.2	12.4	19.9	16.9	12,810	3,219	4,232	541	617	127	326	2,281	2,270	3.57	.7	4,756
NOLAN C-5†	15.3	5.62	53,704	9,556	9.8	17.2	13.4	23.9	21.9	39,739	7,071	12,019	1,727	4,314	1,643	2,156	7,071	5,014	8.13	.7	43,724
NUECES E-9†	259.3	79.08	952,692	12,047	9.5	17.2	11.5	23.3	28.9	676,832	8,559	161,609	18,548	105,791	24,825	35,810	132,027	45,427	117.17	2.6	35,158
Corpus Christi	218.7	67.55	845,610	12,518	.....	.....	.....	.....	.....	599,591	8,876	142,221	16,651	102,842	23,406	33,614	118,271	33,886	.....	.....	.....
Corpus Christi Metro Area	311.1	94.16	1,110,755	11,796	9.9	17.3	11.5	23.0	28.1	772,931	8,209	190,909	21,787	107,999	26,710	39,561	154,445	54,802	136.56	.....	.....
OCHILTREE C-1	9.8	3.31	50,994	15,406	4.1	11.2	11.2	27.5	42.3	30,991	9,363	7,915	1,165	3,536	1,197	1,527	4,739	3,911	5.03	1.1	113,802
OLDHAM A-2	2.7	.79	8,682	10,990	11.5	22.5	13.0	18.6	31.0	6,871	8,697	619	224	519	194	.....	586	2,676	1.00	.4	19,642
ORANGE H-7	76.1	24.17	310,267	12,837	5.9	11.5	12.3	30.8	32.7	146,427	6,058	41,631	3,508	18,491	5,820	6,932	27,137	15,689	32.85	.4	2,118
Orange	30.2	10.03	104,818	10,450	.....	.....	.....	.....	.....	92,597	9,232	24,435	1,796	5,394	3,808	4,303	26,886	6,753	.....	.....	.....
Beaumont-Port Arthur-Orange Metro Area	356.1	118.37	1,506,917	12,731	6.9	12.6	11.6	27.5	33.3	902,400	7,624	236,762	30,962	120,557	40,950	53,427	200,620	68,347	167.36	.....	.....
PALO PINTO E-4†	26.6	9.85	128,177	13,013	5.9	15.4	11.9	25.3	34.8	60,679	6,160	16,705	1,503	1,825	3,347	2,305	18,981	5,835	12.33	.7	8,993
Mineral Wells	15.6	5.84	77,217	13,222	.....	.....	.....	.....	.....	45,024	7,710	13,289	1,255	1,555	3,082	1,962	12,365	4,241	.....	.....	.....
PANOLA H-5	15.6	5.63	52,841	9,386	11.7	17.2	11.3	20.5	21.4	28,052	4,983	7,896	1,143	1,678	839	1,251	6,727	3,374	7.19	1.4	22,828
PARKER E-5	38.4	12.86	164,105	12,761	7.6	13.4	11.8	26.9	31.2	72,819	5,662	14,649	1,898	4,731	994	1,200	26,148	7,441	15.96	4.8	32,855
PARMER A-3	11.1	3.46	48,049	13,887	9.5	19.1	12.2	18.7	33.5	35,959	10,393	8,158	760	347	317	302	3,613	1,561	5.13	4.3	332,881

(4) Includes portions in Potter and Randall Counties.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
PECOS A-6	14.7	4.49	50,833	11,321	8.5	17.7	13.1	25.0	27.5	34,143	7,604	9,093	1,194	1,227	1,668	1,701	5,174	6,272	5.82	.7	33,693
POLK G-6	14.7	5.25	47,568	9,061	12.5	19.6	11.8	18.1	18.1	35,784	6,816	10,033	1,181	2,008	600	1,534	8,489	5,686	6.62	.9	3,636
POTTER B-2†	93.6	34.76	381,360	10,971	9.2	18.3	13.9	25.7	25.8	421,148	12,116	65,783	19,583	66,977	35,163	23,544	105,963	34,084	54.34	.5	27,249
Amarillo[4]	136.2	48.67	598,567	12,298	.....	.....	.....	.....	.....	474,629	9,752	88,028	21,894	68,756	36,367	29,125	113,642	39,368	.....	.....	.....
Amarillo Metro Area	155.7	54.71	683,953	12,501	7.3	15.7	12.4	26.4	32.3	534,727	9,774	102,841	23,522	69,350	37,712	31,300	119,909	44,525	85.93	.....	.....
PRESIDIO B-11	4.7	1.53	11,839	7,738	19.6	17.4	9.7	13.4	13.8	12,976	8,481	3,954	384	1,140	804	220	3,855	1,356	1.71	.1	13,573
RAINS F-4	4.2	1.65	13,724	8,318	12.1	18.1	11.2	18.3	17.3	4,370	2,648	1,626	145	337	.....	110	273	869	2.06	1.3	7,505
RANDALL B-2	62.1	19.95	302,593	15,168	4.1	10.5	10.0	27.8	43.5	113,579	5,693	37,058	3,939	2,373	2,549	7,756	13,946	10,441	31.59	1.5	169,421
Amarillo[4]	136.2	48.67	598,567	12,298	.....	.....	.....	.....	.....	474,629	9,752	88,028	21,984	68,756	36,367	29,125	113,642	39,368	.....	.....	.....
Amarillo Metro Area	155.7	54.71	683,953	12,501	7.3	15.7	12.4	26.4	32.3	534,727	9,774	102,841	23,522	69,350	37,712	31,300	119,909	44,525	85.93	.....	.....
REAGAN B-6	3.1	1.02	12,417	12,174	9.4	11.1	15.7	32.8	28.1	7,922	7,767	2,362	245	571	215	91	1,290	1,504	1.50	.1	6,622
REAL C-7	2.0	.73	5,897	8,078	17.4	25.0	12.4	12.1	11.1	3,265	4,473	1,130	94	162	81	72	254	793	.82	.5	2,236
RED RIVER G-4	13.9	5.26	42,204	8,024	15.6	19.9	10.1	15.6	16.5	25,785	4,902	7,502	1,226	2,624	1,650	659	4,526	1,803	6.07	2.5	24,032
REEVES B-10	16.4	4.73	50,030	10,577	12.0	21.4	12.0	21.9	23.3	46,315	9,792	10,887	1,254	4,185	1,697	461	8,740	5,148	6.19	.1	41,671
REFUGIO E-8	9.1	2.93	31,508	10,754	10.9	19.1	12.4	20.8	25.1	19,219	6,559	5,600	925	760	286	267	4,120	3,031	3.91	.2	8,741
ROBERTS C-2	1.0	.39	4,013	10,290	7.7	10.9	8.3	31.6	32.6	3,944	10,113	699	1,503	.....	.....	.....	.....	358	.59	.4	18,293
ROBERTSON F-6	14.1	5.10	37,867	7,425	14.1	17.5	10.2	16.4	15.1	31,220	6,122	6,554	1,097	1,326	1,049	644	8,660	3,170	5.93	2.0	19,563
ROCKWALL F-4	7.5	2.61	32,475	12,443	9.5	14.6	9.2	21.4	35.9	15,519	5,946	2,281	597	698	138	450	4,951	2,157	5.42	.....	.....
RUNNELS C-5	11.2	4.27	43,953	10,293	11.6	18.3	11.3	19.5	24.3	29,900	7,002	7,927	936	1,879	1,211	1,259	5,966	3,397	6.17	2.5	40,690
RUSK G-5	33.4	12.27	119,155	9,711	11.2	16.8	12.0	22.6	22.2	61,025	4,974	14,488	1,637	4,005	3,136	3,312	14,955	5,156	17.19	2.6	23,885
SABINE H-6	7.3	2.56	20,494	8,005	12.7	18.8	12.1	19.7	16.3	10,956	4,280	3,272	479	469	429	656	2,178	789	2.77	.9	17,383
SAN AUGUSTINE H-6	8.0	2.68	20,189	7,533	15.1	20.0	12.2	17.3	13.0	14,226	5,308	5,092	692	680	608	481	3,936	1,259	2.83	.6	12,687
SAN JACINTO G-6	6.8	2.36	17,536	7,431	16.1	14.7	8.4	16.2	15.4	5,399	2,288	1,604	231	272	177	.....	1,084	640	2.45	.5	1,781
SAN PATRICIO E-9	51.8	15.08	158,063	10,482	12.4	16.9	11.1	22.1	24.3	96,099	6,373	29,300	3,239	2,208	1,885	3,751	22,418	9,375	19.39	2.0	40,260
SAN SABA D-6	5.4	2.14	18,414	8,605	16.1	16.3	9.3	16.6	18.7	12,739	5,953	3,247	497	869	265	327	2,082	1,730	2.53	1.5	27,314
SCHLEICHER C-6	1.9	.70	9,914	14,163	9.4	8.7	6.9	24.2	36.5	4,320	6,171	581	314	391	.....	236	737	1,404	1.03	.5	9,411
SCURRY C-4	14.1	4.94	60,677	12,283	8.6	15.9	11.4	24.9	32.7	43,550	8,816	10,751	1,237	2,739	1,917	1,324	7,354	5,476	8.72	1.7	29,859
SHACKELFORD D-4	3.3	1.39	15,272	10,987	7.4	18.2	12.9	21.8	30.1	8,332	5,994	1,808	105	495	278	575	3,206	923	1.87	1.0	9,876
SHELBY H-5	19.7	7.22	63,069	8,735	14.8	21.3	11.9	17.5	16.1	45,419	6,291	11,442	1,766	3,195	1,033	871	11,035	4,129	8.23	3.4	71,049
SHERMAN B-1	4.1	1.37	22,793	16,637	3.7	15.9	13.5	26.0	37.3	12,014	8,769	2,042	345	381	142	121	1,860	741	1.92	1.1	204,535
SMITH G-5	105.2	36.21	429,727	11,868	8.9	16.2	11.9	24.6	29.1	291,282	8,044	62,195	8,663	46,059	17,228	31,352	51,040	23,986	52.37	3.5	28,436
Tyler	63.6	22.46	289,755	12,901	.....	.....	.....	.....	.....	262,226	11,675	54,374	7,720	45,178	16,990	30,975	48,946	17,542	.....	.....	.....
Tyler Metro Area	105.2	36.21	429,727	11,868	8.9	16.2	11.9	24.6	29.1	291,282	8,044	62,195	8,663	46,059	17,228	31,352	51,040	23,986	52.37	.....	.....
SOMERVELL E-5	2.8	1.12	10,843	9,681	9.9	20.8	15.2	24.9	19.7	4,576	4,086	1,275	236	.....	205	177	1,542	604	1.48	.5	2,445
STARR D-10	18.4	4.64	31,354	6,757	16.1	17.5	8.5	12.0	11.7	22,298	4,806	7,303	764	3,028	716	1,052	3,430	2,285	5.20	1.3	22,150
STEPHENS D-5	8.5	3.50	30,146	8,613	12.8	20.4	12.7	20.8	20.2	26,999	7,714	6,284	994	1,267	1,518	784	5,933	2,539	4.35	.5	10,463
STERLING C-5	.9	.33	4,064	12,315	5.3	25.3	15.6	16.6	25.0	1,524	4,618	284	.....	240	.....	77	.....	836	.48	.2	6,695
STONEWALL C-4	2.4	.94	12,751	13,565	8.6	15.3	10.7	15.0	32.6	5,816	6,187	1,798	105	263	185	.....	1,107	816	1.02	1.1	10,534
SUTTON C-7	2.8	.95	9,167	9,649	10.9	20.8	12.2	19.4	22.5	6,877	7,239	1,091	.....	188	71	274	645	1,555	1.53	.1	8,284
SWISHER B-3	10.5	3.44	42,462	12,344	9.2	18.0	12.1	22.1	32.2	39,018	11,342	7,182	1,218	1,403	663	933	7,094	4,600	4.86	2.7	122,607
TARRANT E-4†	730.1	248.83	3,685,594	14,812	5.0	10.4	9.8	26.5	43.2	2,252,970	9,054	413,273	71,065	350,871	67,183	81,388	384,095	154,067	409.41	1.6	32,816
Arlington	124.4	41.85	575,871	13,760	.....	.....	.....	.....	.....	284,850	6,806	50,307	9,937	45,982	7,808	9,117	86,976	19,788	.....	.....	.....
Euless	25.7	7.68	108,375	14,111	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fort Worth[9]	403.3	144.11	1,973,935	13,697	.....	.....	.....	.....	.....	1,639,148	11,374	268,504	49,122	281,517	51,996	66,346	266,030	95,982	.....	.....	.....
Dallas-Fort Worth Metro Area	2,539.7	867.61	12,992,929	14,976	5.5	11.3	9.7	25.7	42.2	7,663,386	8,833	1,454,251	251,833	1,148,544	298,462	309,031	1,475,383	504,490	1,364.92	.....	.....
Haltom City	30.6	10.39	143,924	13,852	.....	.....	.....	.....	.....	71,177	6,851	23,990	3,653	8,495	1,496	2,413	10,774	9,923	.....	.....	.....
Hurst	33.8	10.27	166,311	16,194	.....	.....	.....	.....	.....	64,215	6,253	19,977	3,578	8,870	2,149	2,484	11,236	8,026	.....	.....	.....
TAYLOR C-5†	107.0	35.53	392,140	11,037	10.1	19.5	13.4	24.4	24.9	285,625	8,039	56,387	6,475	43,235	15,250	16,935	67,402	26,003	52.47	1.8	104,334
Abilene[6]	96.8	31.74	357,095	11,251	.....	.....	.....	.....	.....	258,805	8,154	51,818	6,259	42,256	15,244	16,525	63,389	22,879	.....	.....	.....
Abilene Metro Area	130.5	44.59	482,563	10,822	10.6	19.2	12.8	23.7	24.7	354,202	7,944	71,230	8,846	46,609	17,554	18,500	87,383	33,901	65.23	.....	.....
TERRELL B-7	1.8	.62	5,983	9,650	9.7	16.8	12.1	22.8	21.4	5,510	8,887	883	175	825	.....	131	465	2,338	.81	.1	7,113
TERRY B-4	13.6	4.33	54,606	12,611	11.1	15.1	9.8	20.2	34.6	54,205	12,518	10,545	1,391	3,365	1,781	806	10,133	4,584	6.73	2.9	21,709
THROCKMORTON D-4	2.2	.94	10,188	10,838	9.5	19.0	11.0	21.1	26.6	6,960	7,404	2,031	304	170	264	230	.....	1,043	1.07	.6	14,377
TITUS G-4	16.9	6.35	62,552	9,851	11.5	19.7	12.5	20.8	23.1	52,431	8,257	11,091	1,578	3,190	3,970	2,446	11,647	4,777	8.90	2.2	14,016
TOM GREEN C-6†	74.1	25.48	297,877	11,691	10.1	18.8	12.5	22.7	27.5	200,142	7,855	46,301	6,803	30,466	7,921	9,436	44,205	17,031	37.71	1.9	61,464
San Angelo	66.8	23.08	267,451	11,588	.....	.....	.....	.....	.....	195,843	8,485	45,656	6,512	27,824	7,882	9,391	43,496	16,279	.....	.....	.....
San Angelo Metro Area	74.1	25.48	297,877	11,691	10.1	18.8	12.5	22.7	27.5	200,142	7,855	46,301	6,803	30,466	7,921	9,436	44,205	17,031	37.71	.....	.....
TRAVIS E-7†	346.6	114.86	1,477,702	12,865	8.3	15.5	11.0	24.2	34.3	800,966	6,973	159,452	23,509	111,776	53,453	42,445	170,664	57,254	166.56	2.1	25,262
Austin	304.2	102.64	1,276,915	12,441	.....	.....	.....	.....	.....	777,506	7,575	158,308	23,341	110,428	52,886	42,144	169,308	54,870	.....	.....	.....
Austin Metro Area	382.4	124.90	1,577,534	12,630	8.9	16.2	10.9	23.6	33.1	857,077	6,862	170,780	25,113	114,930	55,054	43,573	182,236	63,480	178.40	.....	.....
TRINITY G-6	7.7	2.87	22,474	7,831	13.0	19.9	11.2	16.8	15.6	21,545	7,507	3,978	499	1,093	348	269	5,409	1,917	3.19	.9	6,201
TYLER H-6	13.0	4.63	43,493	9,394	13.8	17.9	12.2	20.9	19.3	26,246	5,669	5,934	882	863	774	458	9,509	2,779	5.02	.7	4,077
UPSHUR G-4	21.7	7.50	67,685	9,025	13.8	19.5	12.1	20.0	18.7	27,463	3,662	7,584	906	2,102	467	569	5,128	3,398	10.23	1.5	17,531
UPTON B-6	4.3	1.44	17,244	11,975	10.3	11.1	13.8	29.8	28.5	8,406	5,838	2,766	324	577	95	389	1,427	1,712	1.96	.1	2,895
UVALDE C-7	17.6	5.52	51,436	9,318	15.7	20.3	10.6	16.4	21.1	54,851	9,937	11,591	2,837	1,503	2,659	1,690	7,785	4,381	7.22	1.1	46,202
VAL VERDE B-7†	29.0	8.30	83,871	10,105	13.3	22.9	12.1	19.6	20.3	64,574	7,780	16,558	1,947	5,014	5,302	2,235	13,857	5,235	12.85	.1	12,514
Del Rio	28.8	8.47	69,255	8,177	.....	.....	.....	.....	.....	64,301	7,592	15,839	1,947	4,804	5,302	2,235	13,857	5,064	.....	.....	.....
VAN ZANDT F-5	23.7	9.10	90,960	9,996	11.8	16.7	10.7	21.0	25.1	49,644	5,455	11,912	1,169	1,464	1,362	1,474	14,350	5,627	13.28	4.5	28,107
VICTORIA F-8	57.1	17.85	201,655	11,297	9.6	16.5	11.8	24.7	27.5	158,068	8,855	43,303	4,596	20,389	6,405	8,886	30,399	11,830	27.54	1.8	17,658
Victoria	45.1	14.32	161,499	11,278	.....	.....	.....	.....	.....	149,016	10,406	40,923	4,046	18,854	6,185	8,597	29,703	9,900	.....	.....	.....
Victoria Metro Area	57.1	17.85	201,655	11,297	9.6	16.5	11.8	24.7	27.5	158,068	8,855	43,303	4,596	20,389	6,405	8,886	30,399	11,830	27.54	.....	.....
WALKER G-6	30.8	8.20	83,017	10,124	12.9	18.7	10.4	17.7	23.2	44,730	5,455	12,873	1,659	2,387	2,544	1,554	7,503	5,542	9.79	.4	8,940
WALLER F-7	15.7	4.32	46,348	10,733	11.1	17.1	10.4	19.9	25.0	28,398	6,574	7,392	886	1,223	433	1,120	4,012	3,000	7.24	1.3	17,387
WARD A-6	12.5	4.03	50,236	12,466	6.3	11.8	13.1	29.9	32.7	29,817	7,399	8,808	634	1,808	892	1,297	8,144	4,452	5.93	.....	.....
WASHINGTON F-7	18.9	6.80	66,065	9,715	12.8	15.9	9.9	19.6	22.3	44,813	6,590	13,371	1,926	2,712	1,717	2,369	6,478	3,340	8.27	4.0	20,879
WEBB D-9†	84.1	22.31	189,674	8,502	18.3	21.7	10.2	14.4	14.4	192,156	8,613	47,574	9,322	60,433	57,588	17,211	24,467	12,613	28.14	.5	38,168
Laredo	73.3	19.38	170,015	8,773	.....	.....	.....	.....	.....	181,780	9,380	46,398	8,633	57,256	57,123	17,075	23,470	11,966	.....	.....	.....
Laredo Metro Area	84.1	22.31	189,674	8,502	18.3	21.7	10.2	14.4	14.4	192,156	8,613	47,574	9,322	60,433	57,588	17,211	24,467	12,613	28.14	.....	.....
WHARTON F-8	36.5	11.89	121,963	10,258	11.9	18.0	11.6	20.8	22.8	108,383	9,115	25,821	3,247	4,289	5,953	3,053	21,235	9,960	15.81	4.1	53,416
WHEELER C-2	5.9	2.30	25,387	11,038	12.2	16.5	11.5	22.0	24.7	19,857	8,633	5,009	764	669	665	469	3,011	4,281	3.34	.7	17,772
WICHITA D-3†	120.6	40.92	507,040	12,391	8.1	18.0	12.9	24.4	29.8	361,987	8,846	67,651	10,184	31,473	18,633	17,316	108,706	28,448	66.30	1.4	12,920
Wichita Falls[9]	98.5	33.23	419,223	12,616	.....	.....	.....	.....	.....	295,964	8,907	26,565	5,180	23,068	9,621	6,997	41,185	20,617	.....	.....	.....
Wichita Falls Metro Area	128.8	44.07	538,978	12,230	8.2	18.2	12.8	24.3	29.5	379,084	8,602	70,954	10,538	31,973	18,946	17,707	114,772	31,016	70.33	.....	.....
WILBARGER D-3	14.7	5.61	56,077	9,996	12.3	20.4	12.4	19.9	22.7	42,728	7,616	10,009	1,379	3,271	2,466	2,487	9,898	5,419	8.25	2.6	57,821
WILLACY E-10	13.9	3.67	32,204	8,775	18.1	19.9	9.3	12.9	16.6	26,644	7,260	6,917	655	1,319	1,004	929	5,816	2,245	5.23	1.4	18,123
WILLIAMSON E-6	38.7	13.27	134,235	10,116	12.0	18.9	11.9	22.0	22.9	75,423	5,684	18,968	2,512	2,806	2,282	2,430	17,847	7,089	19.67	7.3	32,534
WILSON E-8	13.0	4.06	41,477	10,216	11.8	17.7	11.4	20.9	23.0	22,714	5,595	6,612	712	533	776	467	4,881	2,678	5.41	4.1	35,076
WINKLER A-5	7.9	2.67	35,736	13,384	6.0	12.4	13.0	29.7	34.5	22,113	8,282	8,388	725	1,417	1,031	1,213	6,107	2,091	4.98	.1	3,038
WISE E-4	21.1	7.62	87,050	11,424	7.7	14.6	11.6	25.1	29.5	45,731	6,001	10,527	1,589	1,298	1,232	636	11,146	6,033	9.27	3.9	35,598
WOOD G-4	19.3	7.39	70,415	9,528	12.3	17.8	10.6	20.2	23.0	43,733	5,918	11,791	1,613	2,067	1,501	1,332	9,567	4,663	9.83	2.6	17,518
YOAKUM A-4	7.0	2.24	29,278	13,071	8.9	14.1	12.0	27.5	34.7	16,129	7,200	4,169	403	1,212	445	561	3,313	2,046	3.86	.6	13,644
YOUNG D-4	15.0	5.94	60,497	10,185	9.7	19.4	12.2	21.8	24.7	46,282	7,792	11,458	2,339	1,367	2,312	1,588	12,450	4,818	8.53	1.0	15,939
ZAPATA D-10	4.8	1.45	8,540	5,890	20.7	20.5	7.1	10.3	9.4	4,104	2,830	1,660	242	284	211	.....	.....	619	1.22	.1	7,726
ZAVALA C-8	11.3	2.89	26,111	9,035	14.7	23.2	12.2	15.4	13.1	18,560	6,422	4,704	484	1,701	848	918	1,998	1,207	2.91	.9	40,599

(4) Includes portion in Jones County.
(9) Includes portion in Johnson County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

Spanish Population Data—Continued

Hill	1,443	Orange	2,175
Hockley	4,247	Palo Pinto	1,725
Houston	571	Parker	1,354
Howard	5,744	Parmer	2,168
Hudspeth	1,445	Pecos	5,126
Hunt	1,378	Polk	408
Hutchinson	715	Potter	7,250
Jackson	2,301	Presidio	3,646
Jeff Davis	941	Randall	1,735
Jefferson	10,982	Reagan	416
Jim Hogg	4,275	Real	476
Jim Wells	21,125	Reeves	8,804
Johnson	1,367	Refugio	3,610
Jones	1,529	Robertson	1,249
Karnes	5,515	Runnels	2,175
Kaufman	1,129	San Patricio	23,231
Kendall	1,416	San Saba	889
Kenedy	532	Schleicher	751
Kerr	2,595	Scurry	1,861
Kimble	898	Sherman	413
Kinney	1,448	Smith	1,943
Kleberg	14,560	Starr	17,330
Knox	730	Sutton	1,755
Lamb	4,079	Swisher	2,200
Lampasas	840	Tarrant	42,960
La Salle	393	Taylor	9,541
Lavaca	1,195	Terrell	834
Liberty	432	Terry	3,471
Live Oak	2,703	Tom Green	13,151
Lubbock	31,082	Travis	43,899
Lynn	2,763	Upton	1,100
McCulloch	1,965	Uvalde	8,802
McLennan	10,955	Val Verde	15,549
McMullen	743	Victoria	16,910
Madison	417	Walker	1,314
Martin	1,763	Waller	495
Mason	589	Ward	3,016
Matagorda	5,162	Webb	62,380
Maverick	16,347	Wharton	6,920
Medina	9,822	Wichita	7,121
Menard	800	Willbarger	991
Midland	7,138	Willacy	11,961
Milam	1,379	Williamson	6,000
Mitchell	2,238	Wilson	5,407
Montgomery	1,638	Winkler	1,142
Moore	1,162	Wise	467
Nacogdoches	970	Yoakum	1,309
Navarro	898	Young	497
Nolan	2,272	Zapata	3,984
Hardin	475	Zavala	9,275
Nueces	103,543	Total Counties	2,047,524

TEXAS

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Alamo Network

ALAMO NETWORK

Comprised of:
Non-Interconnected Stations

KZIP—Amarillo
KIOX—Bay City
KBBB—Borger
KRAN—Bowie
KTTX—Brenham
KWHI-FM—Brenham
KEAN—Brownwood
KHLB—Burnet
KCAN—Canyon
KDET—Center
KCTX—Childress
KCLE—Cleburne
KIKR—Conroe
KNRO (FM)—Conroe
KMIO (FM)—Corpus Christie
KCFH—Cuero
KEGG—Daingerfield
KXIT AM/FM—Dalhart
KWMC—Del Rio
KDHN—Dimmitt
KEPS—Eagle Pass
KFLP—Floydada
KNAF AM/FM—Fredericksburg
KHBR AM/FM—Hillsboro
KRME—Hondo
KEBE—Jacksonville
KOOI (FM)—Jacksonville
KAML—Kenedy-Karnes City
KERB—Kermit
KIXS AM/FM—Killeen
KOYE—Laredo
KVOZ—Laredo
KZZN—Littlefield
KFRO—Longview
KRBA—Lufkin
KDOX—Marshall
KYAL—McKinney
KBGH—Memphis
KORC—Mineral Wells
KSFA AM/FM—Nacogdoches
KOYL—Odessa
KOYL-FM—Odessa
KNET—Palestine
KPDN—Pampa
KOLJ—Quanah
KCLR—Ralls
KSOX—Raymondville
KPEP—San Angelo
KIKZ—Seminole
KSEY—Seymour
KBYP—Shamrock
KTXO—Sherman
KTFS—Texarkana
KTLW—Texas City
KTUE—Tulia
KTXN (FM)—Victoria

Media Code 4 245 0013 0.00
Business Office: 3225 Lemmon Ave., Dallas, Tex. 75204. Phone 214-528-7260.

1. PERSONNEL
Manager—Jim Lowenberg.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff———Rec'd 12/2/74.

7. PACKAGE PLANS

	1 min	30 sec
All stations	239.90	183.93

Any number of stations may be purchased. If not buying entire network, contact representative for individual rates.

Big-K Media

Comprised of:
Interconnected Stations

KMHT—Marshall, Texas KLUE—Longview, Texas
Plus supplementary stations on order.

Media Code 4 245 0050 2.00
Business Office—Box AA, 2323 Jefferson Ave., Marshall, Tex. 75670. Phone 214-935-6789. TWX 214-935-9331.

1. PERSONNEL
President—H. A. Bridges, Jr.
Vice-President—Mildred J. Mahone.
News Director—John Gordon.
Sales Directors:
KMHT—Vinson L. Stevens.
KLUE—G. Lowell Wolfe.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Southwest—Riley Representatives.

4. AGENCY COMMISSION
15%; no cash discounts. Invoices mailed monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26 28b, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51b, 61c.
Comb.: Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 70d, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff ————Rec'd 9/18/69.

7. PACKAGE PLANS
DISCOUNT
2 sta—5% 3 sta—7-1/2% 4+ sta—10%
Edited by H. A. Bridges, Jr.

East Texas Black Market Group

Comprised of:
Non-Interconnected Stations

KJET—Beaumont KZEY—Tyler

Media Code 4 245 0052 8.00
National Sales: Gibson Broadcasting Co., 11300 N. Central Expwy., Dallas, Tex. 75231. Phone 214-361-0405.

1. PERSONNEL
President—R. Tom Gibson.

2. REPRESENTATIVES
GCI Sales, Inc.

TIME RATES
No. G-6 Eff 9/1/74—Rec'd 8/5/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

WKLY.	AA			A		
1 MIN:	1 wk	13 wk	39-52	1 wk	13 wk	39-52
1 ti	20.00	19.00	18.00	17.00	16.20	15.40
12 ti	19.00	18.00	17.00	16.20	15.40	14.50
18 ti	18.00	17.00	16.00	15.40	14.50	13.60
24 ti	17.00	16.00	15.00	14.50	13.60	12.75
36 ti	16.00	15.00	14.00	13.60	12.75	12.00

30 sec: 80% of 1-min.
Wkly frequency indicates number of spots on each sta.

Edited by R. Tom Gibson.

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 245 0055 1.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

TEXAS STATE GROUP
Comprised of:

KNIT—Abilene
KOPY—Alice
KVLF—Alpine
KZIP—Amarillo
KACT—Andrews
KBUD—Athens
KALT—Atlanta
KHFI (FM)—Austin
KRUN—Ballinger
KIOX—Bay City
KIBL—Beeville
KWGH—Big Lake
KBYG—Big Spring
KFYN—Bonham
KBBB—Borger
KBAN—Bowie
KNEL—Brady
KSTB—Breckenridge
KWHI—Brenham
KKUB—Brownfield
KBOR—Brownsville
KRWD—Brownwood
KTAM—Bryan
KGAS—Carthage
KCTX—Childress
KCAR—Clarksville
KCLE—Cleburne
KSTA—Coleman
KVMC—Colorado City
KAND—Corsicana
KBSN—Crane
KIVY—Crockett
KEGG—Daingerfield
KXIT—Dalhart
KDLK—Del Rio
KDDD—Dumas
KERC—Eastland
KWBY—Edna
KINT—El Paso
KPSO—Falfurrias
KZOL—Farwell
KFLP—Floydada
KFST—Ft. Stockton
KNAF—Fredericksburg
KGAF—Gainesville
KHYM—Gilmer
KCTI—Gonzales
KGVL—Greenville
KCLW—Hamilton
KWRD—Henderson
KPAN—Hereford
KHBR—Hillsboro
KBME—Hondo
KSAM—Huntsville
KTXJ—Jasper
KAML—Kenedy-Karnes City
KERB—Kermit
KIXS—Killeen
KVLG—La Grange
KCYL—Lampasas
KVOZ—Laredo
KLVT—Levelland
KCLT—Lockhart
KLUE—Longview
KRBA—Lufkin
KMHT—Marshall
KBGH—Memphis
KBUR—Mexia
KJBC—Midland
KIRT—Mission
KRAN—Morton
KIMP—Mt. Pleasant
KEEE—Nacogdoches
KGNR—New Braunfels
KOYL—Odessa
KOGT—Orange
KNET—Palestine
KGRO—Pampa
KPLT—Paris
KVWG—Pearsall
KIUM—Pecos
KEYE—Perryton
KVOP—Plainview
KSUZ—Port Neches
KPOS—Post
KROB—Robstown
KTLU—Rusk
KPEP—San Angelo
KBAL—San Saba
KIKZ—Seminole
KSEY—Seymour
KCAS—Slaton
KSNY—Snyder
KSTV—Stephenville
KSST—Sulphur Springs
KTAE—Taylor
KTER—Terrell
KTFS—Texarkana
KTLW—Texas City
KTUE—Tulia
KTBB—Tyler
KVWC—Vernon
KVIC—Victoria
KBEC—Waxahachie
KANI—Wharton

	1 min	30 sec
All stations	396	317

Less than full state list may be purchased.

(D)

Lazy-K Group

Comprised of:
Non-Interconnected Stations

KNUZ—Houston KAYC—Beaumont
KQUE (FM)—Houston KAYD (FM)—Beaumont

Media Code 4 245 0060 1.00
Business Office: KNUZ, Box 188, 4701 Caroline, Houston, Tex. 77001. Phone 713-523-2581.

1. PERSONNEL
(KNUZ)—President—David H. Morris.
(KNUZ)—Vice-President of Sales—Forrest Patton.

2. REPRESENTATIVES
Kata Radio.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Comb.; Cont. Discounts: 60f.

TIME RATES
No. A-71 Eff 5/1/71—Rec'd 4/9/71.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	70	65	63	61	59
AA	65	60	58	56	54
A	60	55	53	51	49
B	50	45	43	41	39

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
Plan A. 1/2AAA, 1/2AA	60	58	56	54
Plan B. 1/3AAA, 1/3AA, 1/3A	56	54	52	50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min newscast—150% of 1-min.

2 OR 3 STATION COMBINATION
KNUZ & KQUE—deduct 10.00 per 1-min spot.
KNUZ, KAYC & KAYD (FM)—deduct 10.00 per 1 min spot.
KNUZ & KAYC—deduct 12.00 per 1-min spot.

Texas State Network

TEXAS STATE NETWORK

BLAIR RADIO

Comprised of:
Interconnected Stations

*KWKC—Abilene
*KOPY—Alice
*KPUR—Amarillo
*KGNC-FM—Amarillo
KBUD—Athens
KALT—Atlanta
KOKE, *KOKE-FM—Austin
KRUN—Ballinger
*KBUK—Baytown
*KLVI—Beaumont
KWGH—Big Lake
*KBST—Big Spring
KFYN—Bonham
KBBB—Borger
KBAN—Bowie
KNEL—Brady
KSTB—Breckenridge
KTTX—Brenham
*KWHI-FM—Brenham
*KBOR—Brownsville
*KBWD—Brownwood
WTAW—Bryan
*WTAW-FM—Bryan
KSTA—Coleman
*KBEN—Carrizo Springs
KGAS—Carthage
KDET—Center
KCTX—Childress
KCLE—Cleburne
KCAN—Canyon
KVMC—Colorado City
KCOM—Comanche
*KEYS—Corpus Christi
*KAND—Corsicana
KBSN—Crane
KXIT—Dalhart
*KXIT-FM—Dalhart
*KRLD—Dallas
*KWMC—Del Rio
*KDNT—Denton
KDDD—Dumas
*KMRE—Dumas
KEBE—Eastland
*KURV—Edinburg
KFST—Fort Stockton
*KBUY—Fort Worth
*KFJZ—Fort Worth
KGAF—Gainesville
*KGAF-FM—Gainesville
*KILE—Galveston
KGTN, *KGTN-FM—Georgetown
KSWA—Graham
*KGVL, Greenville
KCLW—Hamilton
KWHD—Henderson
KPAN, *KPAN-FM—Hereford
KHBR, *KHBB-FM—Hillsboro
*KRLY (FM)—Houston
*KSAM—Huntsville
*KSAM-FM—Huntsville
*KBEL—Idabel, Okla.
KERB—Kermit
*KIXS, KIXS-FM—Killeen
KINE—Kingsville
*KPUP (FM)—Kingsville
*KPET—Lamesa
*KOYE—Laredo
*KVOZ—Laredo
*KLVT—Levelland
*KZZN—Littlefield
KETX, *KETX-FM—Livingston
KCLT—Lockhart
KLUE—Longview
KLLL—Lubbock
*KLLL-FM—Lubbock
*KRBA—Lufkin
*KMHT—Marshall
KYAL—McKinney
KNAM—Midland
*KNFM-FM—Midland
KMOO—Mineola
KORC—Mineral Wells
*KVKM—Monahans
KIMP—Mt. Pleasant
*KIMP-FM—Mt. Pleasant
*KEEE—Nacogdoches
*KJCS (FM)—Nacogdoches
KWBC—Navasota
KNBO—New Boston
KGNR—New Braunfels
*KNBT (FM)—New Braunfels
*KBZB—Odessa
*KNET—Palestine
*KGRO—Pampa
*KPLT—Paris
KVWG—Pearsall
*KIUN—Pecos
*KEYE—Perryton
*KVOP—Plainview
*KPLA (FM)—Plainview
KPOS—Post
KTLU—Rusk
KIXY—San Angelo
*KIXY-FM—San Angelo
*KKYX—San Antonio
*KRRV—Sherman
*KSNY—Snyder
*KBMF (FM)—Spearman
*KDWT—Stamford
KSTV—Stephenville
*KSST—Sulphur Springs
*KXOX—Sweetwater
KTEB—Terrell
*KTFS—Texarkana
KTUE—Tulia
*KDOK—Tyler
*KNUE (FM)—Tyler
*KVOU—Uvalde
*KRZI—Waco
*KNTO-FM, Wichita Falls

(*) Fulltime Stations.

Media Code 4 245 0100 5.00
Business Office: Box 1317, 4861 W. Freeway, Fort Worth, Tex. 76107. Phone 817-737-6631.

STATION'S PROGRAMMING DESCRIPTION
TEXAS STATE NETWORK: Newscasts 18 hours daily. News & sports programs are prepared by a 12 man staff using AP, UPI, UPI audio, full period circuits to major market newsrooms & a State Capitol bureau. Contact Representative for further details. Rec'd 3/8/71.

1. PERSONNEL
President—Stan Wilson.
Manager—Gene Craft.
Sales Manager—Ray Menefee.

2. REPRESENTATIVES
Blair Radio.

4. AGENCY COMMISSION
15/0 net time only; payable when rendered.

5. GENERAL RATE POLICY
Rates guaranteed for 6 months from date of first broadcast provided schedule is running and has been continuous at time of increase.

TIME RATES
Eff 9/73—Rec'd 9/13/73.
AAA—6-10 am.
AA—3-7 pm.
A—10 am-3 pm.
B—7 pm-midnight.

7. PACKAGE PLANS

CLASS AAA

PER WK:	1 ti	13 wk	26 wk	52 wk
1 min	220.00	214.50	209.00	198.00
30 sec	176.00	171.60	167.20	158.40
	6 ti			
1 min	215.00	209.63	204.25	193.50
30 sec	172.00	167.70	163.40	154.80
	12 ti			
1 min	210.00	204.75	199.50	189.00
30 sec	168.00	163.80	159.60	151.20

CLASS AA

1 min	170.00	165.75	161.50	153.00
30 sec	136.00	132.60	129.20	122.40
	6 ti			
1 min	165.00	160.88	156.75	148.50
30 sec	136.00	132.60	129.20	122.40
	12 ti			
1 min	160.00	156.00	152.00	144.00
30 sec	128.00	124.80	121.60	115.20

CLASS A

	1 ti			
1 min	160.00	156.00	152.00	144.00
30 sec	128.00	124.80	121.60	115.20
	6 ti			
1 min	155.00	151.13	147.25	139.50
30 sec	124.00	120.90	117.80	111.60
	12 ti			
1 min	150.00	146.25	142.50	135.00
30 sec	120.00	117.00	114.00	108.00

CLASS B

	1 ti			
1 min	85.00	82.88	80.75	76.50
30 sec	68.00	66.30	64.60	61.20
	6 ti			
1 min	80.00	78.00	76.00	72.00
30 sec	64.00	72.40	60.80	57.60
	12 ti			
1 min	75.00	73.13	71.25	67.50
30 sec	60.00	58.50	57.00	54.00

ROS PLAN
Flat 110.00, 30 sec only. Rotating thru all times; subject to availability, no discounts.

Voice of Southwest Agriculture Radio Network

Comprised of:
Interconnected Stations

KPET—Lamesa KGKL—San Angelo
KIKZ—Seminole KNIT-FM—Abilene
KCRS—Midland KBWD—Brownwood
KVMC—Colorado City KHEM—Big Spring
KXOX—Sweetwater

Media Code 4 245 0175 7.00
Business Office—Box 3610, San Angelo, Tex. 76901. Phone 915-944-1213.

STATION'S PROGRAMMING DESCRIPTION
VOICE OF SOUTHWEST AGRICULTURE RADIO NETWORK: Program content entirely agriculturally oriented.
Farm & ranch news M-F. Live 6-6:30 am; noon-1 pm recorded. Closed circuit each morning by affiliates & delayed by each station for broadcast sometime between 11:55 am & 1 pm. Field recordings with producers & specialists, weather, livestock, cotton & grain markets, coming agricultural events. Farm director staffed. Rec'd 10/12/72.

1. PERSONNEL
Owner & Farm and Ranch Director—Roddy Peeples.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15e.
Basic Rates: 20a, 20b, 21d, 22b, 24b, 26, 28a, 28c, 29a, 32b.
Contracts: 40c, 44b, 45, 46, 47e, 49.
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x
1 min	55.00	53.50	52.00	50.50	49.00
30 sec	44.00	43.00	42.00	41.00	40.00

(State Networks continued on next page)

For complete listing see Regional Networks & Groups
Keystone
KBS
BROADCASTING SYSTEM, INC

State Networks—Continued

Voice of Valley Agricultural Radio Network

Comprised of:
Interconnected Stations
KESI—Edinburg KURV—Edinburg
Media Code 4 245 0260 3.00
Business Office: Box 1638, Edinburg, Tex. 78539. Phones 512-383-2777, 7478.
1. PERSONNEL
Farm Ranch Director—Charlie Rankin.
Sales Director—Lloyd Hawkins.
4. AGENCY COMMISSION
15% time only. 10% discount; payment by 15th of month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 29b, 32b, 33a, 36, 38c.
Contracts: 40c, 41, 44b, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 3 Eff 4/1/75—Rec'd 4/14/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	26 wk	52 wk
1 min	24.40	22.75	21.10
30 sec	19.50	17.90	16.25

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x
1/4 hr	73.15	68.25	65.00	61.75	58.90
5 min	43.85	42.25	39.00	37.40	34.15

Edited by Lloyd Hawkins.

ABILENE (4 AM; 3 FM)

Taylor County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KCAD
1962

Media Code 4 245 0250 8.00
KCAD, Inc., Box 5744, 4 Westgate, Abilene, Tex. 79605. Phone 915-692-1188.
STATION'S PROGRAMMING DESCRIPTION
KCAD: Programmed for adults & young adults.
MUSIC: country. AIR PERSONALITIES. NEWS: 5 min local at 6:55, 11:55 am & 4:55 pm. 15 min network & state news, sports & weather at 7 am, noon & 5 pm. Weather at :01. Network news at :30. Network stock market at 11:35 am & 3:35 pm. Police report at 7:05 am. Bulletin board at :20. National Weather direct at 7:30 am, 12:15 & 6:35 pm. SPORTS: network at 7:30 am & 4:30 pm. Football Sat. 5 min sports 15x Sun. Daily features, commentary, school menu. Contact Representative for further details. Rec'd 9/30/74.
1. PERSONNEL
General Manager—Del Morton.
Station Manager—Virgil Terry.
Sales Manager—Clayton Jay.
2. REPRESENTATIVES
Dean Cowart Representatives.
3. FACILITIES
500 w.; 1560 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4r, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25c, 29b, 28c.
Contracts: 40c, 41, 42b, 45, 46, 51a.
Comb.; Cont. Discounts: 60e, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with MBS.

TIME RATES
Eff ——Rec'd 8/3/67.
AA—Mon thru Fri 7-10 am & 3-7 pm.
A—Mon thru Fri 6-7 am, 10 am-3 pm & after 7 pm; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

1 MINUTE
CLASS AA

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl
1 wk	9.00	8.00	7.00	6.50	6.00
13 wk	8.50	7.50	6.00	5.50	5.00
52 wk	8.00	7.00	5.75	5.25	——

CLASS A

1 wk	8.50	7.50	6.50	6.00	5.50
13 wk	7.50	6.50	5.00	4.50	4.25
52 wk	7.00	6.00	4.75	——	——

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
10. SPECIAL FEATURES
5-minute News: 1-1/2x 1-min.

KFMN (FM)
1961

Media Code 4 245 0275 5.00
David L. Boyll, 102 Pine St., Abilene, Tex. 79601. Phone 915-677-2432.
STATION'S PROGRAMMING DESCRIPTION
KFMN (FM): Programmed for adults 18-35.
MUSIC: modern MOR. Contact Representative for further details. Rec'd 3/25/74.
1. PERSONNEL
Owner/Gen'l Mgr.—David L. Boyll.
Operations Manager—Art Randall.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
ERP 3.000 w.; 99.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 135 ft. above average terrain
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Basic Rates: 28a.
Contracts: 40a.
Comb.; Cont Discounts: 60a.
Rate Protection: 6 months.
Frequencies based on 12-month period.
Affiliated with American FM Network.

TIME RATES
No. 2 Eff 1/1/68— Rec'd 2/26/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	53x	104x	260x	312x
1 min	6.00	5.40	5.10	4.80	4.50	4.20	3.90	3.60
20 sec	4.00	3.60	3.40	3.20	3.00	2.80	2.60	2.40

8. PROGRAM TIME RATES

	1 tl	13 tl	26 tl	39 tl	52 tl
1 hr	32.00	28.80	27.20	25.60	24.00
1/2 hr	20.00	18.00	17.00	16.00	15.00
1/4 hr	14.00	12.60	12.30	11.20	10.50
5 min	8.00	7.00	6.80	6.40	6.00

Edited by David L. Boyll.

KNIT
1957

Media Code 4 245 0300 1.00
West Texas Media, Inc., Box 3098, Abilene, Tex. 79604.
Studios & offices: Penthouse, Windsor Hotel. Phone 915-677-1404.
1. PERSONNEL
President—Dr. Page Nelson.
General Manager—Ralph V. Fry.
Station Manager—Dave Martin.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
South—Riley Representatives.
3. FACILITIES
500 w. days; 1280 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Eff——Rec'd 9/23/74.

6. SPOT ANNOUNCEMENTS

	*Drive time 1x	100x	250x	500x	All other times 1x	100x	250x	500x
1 min	11.00	10.00	9.00	8.00	9.00	8.00	7.00	6.00
30 sec	9.00	8.25	7.50	6.50	7.50	6.50	5.50	4.50
15 sec	6.00	5.50	5.00	4.50	5.00	4.50	4.00	3.25

(*) Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
7. PACKAGE PLANS
ROS PLANS—1/3 *DRIVE

PER WK:	10 tl	20 tl	30 tl	50 tl
1 min	9.00	8.85	7.50	6.50
30 sec	8.00	7.25	6.50	5.50
15 sec	5.50	5.00	4.50	3.75

(*) Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	70	46	34	28	24

DISCOUNT
13x— 5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—30%

KNIT-FM
1969

NAFMB

Media Code 4 245 0301 9.00
West Texas Media, Inc., Box 3098, Abilene, Tex. 79604. Phone 915-677-1404.
See affiliated AM station for additional information.
3. FACILITIES
ERP 49,000 w.; 105.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 187 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Voice of Southwest Agricultura Radio Network.

TIME RATES
Eff——Rec'd 9/26/69.
Drive Time—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.

6. SPOT ANNOUNCEMENTS

DRIVE TIME

	1x	156x	312x	500x	1000x
1 min	6.00	5.00	4.50	4.00	3.50
30 sec	4.80	4.00	3.60	3.20	2.80
10 sec	3.00	2.50	2.25	2.00	1.75

ALL OTHER TIMES

1 min	4.00	3.50	3.25	3.00	2.75
30 sec	3.20	2.80	2.60	2.40	2.20
10 sec	2.00	1.75	1.65	1.50	1.40

7. PACKAGE PLANS
ROS—1/3 GUARANTEED DRIVE TIME

PER WK:	10 tl	20 tl	30 tl	40 tl
1 min	4.25	3.75	3.25	3.00
30 sec	3.40	3.00	2.60	2.40
10 sec	2.15	1.90	1.65	1.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10/min	5 min
1 x	50.00	30.00	20.00	15.00	12.50

DISCOUNTS
13x— 5% 52x—15% 156x—25%
26x—10% 104x—20% 260x—30%

KORQ (FM)
1974

Alan Torbet Associates, Inc.

RAB

Media Code 4 245 0313 4.00
Frontier Broadcasting, Inc., Box 2201, 2449 S. Treadway, Abilene, Tex. 79604. Phone 915-673-2545.
See affiliated AM station for additional information.
AM facilities: KWKC.
STATION'S PROGRAMMING DESCRIPTION
KORQ (FM): Programmed for adults.
MUSIC: approximately 52 min per hour. Familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 9/16/74.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,275 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
Eff——Rec'd 9/16/74.

6. SPOT ANNOUNCEMENTS

	Per wk 15 tl	25 tl	35 tl	Per mo 60 tl	100 tl	140 tl
1 min	5.00	4.50	4.00	4.75	4.25	4.00
30/less	4.55	4.15	3.75	4.35	3.95	2.75

DISCOUNT
26 wk—8% 52 wk—10%

KRBC
1936

NAB RAB

Subscriber to the NAB Radio Code
See SRDS consumer market map and data at beginning of the State.
Media Code 4 245 0325 8.00
Radio Abilene Inc., Box 170, 4510 S. 14th St., Abilene, Tex. 79604 Phone 915-692-4242. TWX 915-492-9210.
STATION'S PROGRAMMING DESCRIPTION
KRBC: Programmed for the adults & young adults. 5-6 am MOR music; 6-6:30 am news; 6:30-7 am farm/ranch news, market reports; 7-8 am news, info, local & national, sports, weather, features; 8-9 am talk, 2 man, music; 9-10 am swap show, listener/tele show; 10 am-7 pm MOR, except noon-12:30 pm news, info, sports, weather, livestock markets; 7 pm-1 am rock. NEWS: 5 min at :55 & :25 mornings, at :55 evenings & nights, 5 man news staff, 4 radio units, farm editor. SPORTS: high school/college football/basketball, sports editor, 4 sportscasters. Contact Representative for further details. Rec'd 1/30/75.
1. PERSONNEL
Pres & Gen'l Mgr.—Bill Fox.
National Sales—Bonnie Campbell
Program Manager—Dave Daizell.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days, 1,030 w. nights; 1470 kc.
Directional—night only.
Operating schedule: 19 hours daily. CST.
4. AGENCY COMMISSION
15/0; rendered monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4b, 4d, 5, 6a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60k.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with Eastman Radio Network.

TIME RATES
Eff 1/1/69—Rec'd 12/5/68.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK:	1 min	30/20	10 sec
1 tl	17.00	13.60	9.50
12 tl	15.00	12.00	7.50
18 tl	14.00	11.20	7.00

SECTION II

1 tl	15.00	12.00	7.50
12 tl	13.00	10.40	6.50
18 tl	12.00	9.60	6.00

SECTION III

1 tl	13.00	10.40	6.50
12 tl	11.00	9.60	5.50
18 tl	10.00	8.00	5.00

7. PACKAGE PLANS
BEST BUY PLANS

PER WK, 1 MIN:	Ea
Plan A, 30 tl (12I, 12II, 6III)	10
Plan B, 15 tl (6I, 6II, 3III)	12

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.
8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.
CONSECUTIVE WEEK DISCOUNTS
26 wk—4% 52 wk—8%
Ratebolder: Minimum wkly sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

KWKC
1948

Alan Torbet Associates, Inc.

RAB

Media Code 4 245 0350 6.00
Frontier Broadcasting, Inc., Box 2201, 2449 S. Treadway, Abilene, Tex. 79604. Phone 915-673-2545.
STATION'S PROGRAMMING DESCRIPTION
KWKC: Programmed for adults & young adults; general interest.
MUSIC: modern country, 70% current hits & 30% memory makers. NEWS: news blocks 6:15-7:45 am, noon-12:40 pm, 6-6:30 pm, including local, state network, sports, consumer reports, commentary. 5 min at :60 & :30 all other times. SPORTS: evenings, local college & Southwest Conference football; major league baseball. Contact Representative for further details. Rec'd 3/24/75.
1. PERSONNEL
President—Robert O. Magruder.
Vice-Pres. & Gen'l Mgr.—Lloyd Mynatt.
Operations Manager—Len Johnson.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Contracts: 40a
FM facilities: KORQ (FM).
Affiliated with ATA Radio Network.
Member: Texas State Network.

TIME RATES
Eff 12/1/69—Rec'd 12/22/69.

7. PACKAGE PLANS
(Drive Time—Mon thru Fri 6-10 am)

PER WK:	6 tl	12 tl	18 tl	24 tl
1 min	12.00	9.50	8.50	7.50
30 sec or less	10.00	8.50	7.50	6.70
(All other times)				
1 min	9.00	7.50	6.75	6.00
30 sec or less	8.00	6.75	6.00	5.50

10 sec ID's: 50% of 1-min.
DISCOUNTS
13 wks—5% 26 wks—8% 52 wks—10%

ALAMO HEIGHTS

Bexar County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See San Antonio
(including Alamo Heights, Terrell Hills)

ALICE (1 AM; 1 FM)

Jim Wells County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KBIC (FM)
1974

Harris NAB RAB Subscriber

Media Code 4 245 0362 1.00
Bethany Investment Corp., Box 1250, Alice, Tex. 78332. Phone 512-664-4956.
1. PERSONNEL
Station Manager—Skipper Wood.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 325 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/74—Rec'd 1/17/74.

7. PACKAGE PLAN

	1x	20x	30x	60x	120x	240x
1 min	5.00	4.60	4.30	4.00	3.70	3.50
30 sec	4.60	4.00	3.70	3.30	2.90	2.50
ID's	3.10	2.50	2.25	2.00	1.85	1.60

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Ea	45	25	15	10

SPECIAL RATES
9:05 pm-6 am all rates reduced 40%.
10. SPECIAL FEATURES
Weathercasts—30 minimum, ea 3.00.
Newscasts—30 minimum, ea 6.00.
CONTRACT DISCOUNT
3 mo—5% 6 mo—10% 12 mo—15%

KOPY
1947

RAB

Media Code 4 245 0375 3.00
Norman Building Corp., Box 731, Alice, Tex. 78332. Phone 512-664-4323.
1. PERSONNEL
General Manager—Damon K. Meek, Jr.
2. REPRESENTATIVES
PEO/Meeker Radio.
Dallas—Riley Representatives.
3. FACILITIES
1,000 w.; 1070 kc. Directional—night.
Operating Schedule: 20 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only: monthly
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Affiliated with The Rep Network.
Member: Texas State Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 12/2/74.
AA—Mon thru Fri 6-10 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK: / PER YR:	1x	10 tl / 50x	20 tl / 100x	30 tl / 250x	40 tl / 500x
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.10	5.70	5.30	4.90	4.50
10 sec	4.00	3.75	3.50	3.25	3.00

CLASS A

1 min	6.50	6.00	5.50	5.00	4.50
30 sec	5.30	4.90	4.50	4.10	3.70
10 sec	3.50	3.25	3.00	2.75	2.50

ALPINE

Brewster County—Map Location C-12
See SRDS consumer market map and data at beginning of the State.

KVLF
1947

Subscriber to the NAB Radio Code
Media Code 4 245 0400 9.00
Big Bend Broadcasters, Inc., Box 779, Alpine, Tex 79830. Phone 915-837-2144.
STATION'S PROGRAMMING DESCRIPTION
KVLF: Programmed for general interest.
1. PERSONNEL
President—Gene Hendryx.

(This listing continued on next page)

2. REPRESENTATIVES
Southwest—Clyde Melville Company.

3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 7:00 am-10:00 pm. CST.

4. AGENCY COMMISSION
15/0 time only; invoices mailed on 1st.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 3/29/73.

6. SPOT ANNOUNCEMENTS

	312x	104x	52x	26x	1x
1 min	2.25	2.50	2.75	3.00	3.50

AMARILLO (6 AM; 2 FM)

Potter County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	25	23	25	19
B	14	13	14	13
C	13	12	13	11
D	13	12	13	10
AVERAGE	16	15	16	13

KDJW
1947

A John Walton Station
Media Code 4 245 0415 7.00
A John Walton Station, Box 5844, 5200 Amarillo Blvd., E., Amarillo, Tex. 79107. Phone 806-372-6543.

1. PERSONNEL
General Manager—Paul Hull.
Sales Manager—George Schmidt.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 1010 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 6.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.

TIME RATES
AM/FM COMBINATION
Eff 7/1/71—Rec'd 6/28/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	22.00	20.00	18.00	16.00	14.00
30 sec	17.60	16.00	14.40	12.80	11.20
10 sec	11.00	10.00	9.00	8.00	7.00
CLASS AA					
1 min	20.00	18.00	16.00	14.00	12.00
30 sec	16.00	14.40	12.80	11.20	9.60
10 sec	10.00	9.00	8.00	7.00	6.00
CLASS A					
1 min	18.00	16.00	14.00	12.00	16.00
30 sec	14.40	12.80	11.20	9.60	8.00
10 sec	9.00	8.00	7.00	6.00	5.00

AM only, deduct 4.00.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	18.00	16.00	14.00	12.00	10.00
30 sec	14.40	12.80	11.20	9.60	8.00
10 sec	9.00	8.00	7.00	6.00	5.00

AM only, deduct 4.00.

KDJW-FM
1964

A John Walton Station
Media Code 4 245 0420 7.00
A John Walton Station, Box 5844, 5200 Amarillo Blvd., E., Amarillo, Tex. 79107. Phone 806-372-6543.
See affiliated AM station for additional information.

3. FACILITIES
ERP 54,000 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 640 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Affiliated with Eastman Radio Network.

TIME RATES
Sold in combination with KDJW.
See that listing for rates.

KGNC
1922

CBS Radio Network

KATZ RADIO

Subscriber to the NAB Radio Code
Media Code 4 245 0425 6.00
Stauffer Publications, Inc., Box 710, Amarillo, Tex. 79105. Phone 806-355-9801.

STATION'S PROGRAMMING DESCRIPTION
KGNC: Programmed for adults, 18-49 & general interest.
FARM: 5-8 am, noon-1 pm, 5:30-6:30 pm: 3-man farm department, interviews, on scene reports, market reports, news & weather. ENTERTAINMENT: 8 am-noon, 1-5 pm & 6 pm-1 am, adult MOR with personalities. NEWS: 7-9 am & 5-6 pm; 5 man news college & high school football, basketball. Contact Representative for further details. Rec'd 4/4/75.

1. PERSONNEL
Vice-President/Broadcasting—Thad M. Sandstrom.
General Manager—George Logan.
General Sales Manager—Jim A. Martin.

2. REPRESENTATIVES
Katz Radio.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
10,000 w.; 710 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 47e, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60i, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with CBS.

TIME RATES
Eff 2/2/75—Rec'd 1/3/75.
Farm Time—5:30-8 am & 11:30 am-1 pm.
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
A—Mon thru Sat 10-11:30 am; Mon thru Fri 1-3 pm; Sat 1-6 pm; Sun 6 am-6 pm.
B—Mon thru Sun 6 pm-5:30 am.

6. SPOT ANNOUNCEMENTS

FARM TIME, PER WK:	1 ti	6 ti	12 ti
1 min	44	39	37
30 sec	40	35	34

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	27	24	25	22	21	18
6 ti	26	23	24	21	20	17
12 ti	25	22	23	20	19	16
18 ti	24	21	22	19	18	15
24 ti	23	20	21	18	17	14
30 ti	22	19	20	17	16	13

10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
AM/FM COMBINATION ROTATING

	AA		A		B	
PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
1 ti	24	20	22	19	18	15
6 ti	21	18	19	16	15	12
12 ti	19	16	17	14	14	11
18 ti	17	14	15	12	13	10
24 ti	16	13	14	11	12	9

10 sec ID's: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	312x
1 hr	160	150	140	130	120	105

1/2 hr—65% of 1-hr. 10 min—35% of 1-hr.
1/4 hr—40% of 1-hr. 5 min—25% of 1-hr.

FARM PROGRAMS

1/4 hr	75	74	73	70	68	63
10 min	63	61	60	59	56	51
5 min	55	53	52	51	49	46

Edited by George Logan.

KGNC-FM
1958

Subscriber to the NAB Radio Code
Media Code 4 245 0426 4.00
Stauffer Publications, Inc., Box 710, Amarillo, Tex. 79105. Phone 806-355-9801.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KGNC-FM: Programmed for adults 18-49 and general interest.
FARM: 5-6:55 am. MUSIC: MOR. All other hrs 65% orchestral, 35% vocal. Contact Representative for further details. Rec'd 1/3/75.

3. FACILITIES
ERP 45,000 w.; 97.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,285 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KGNC. See that listing for rates.

TIME RATES
Eff 2/1/75—Rec'd 1/3/75.

6. SPOT ANNOUNCEMENTS

FIXED/SPECIFIED, PER WK:	1 ti	6 ti	12 ti
1 min	15	14	13
30 sec	14	13	12

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—25%

7. PACKAGE PLANS

PER WK, HIGH FREQUENCY:	6 ti	12 ti	24 ti
1 min	12	10	8
30 sec	11	9	7

LONG TERM PENETRATION

	1 wk	4 wk	13 wk	26 wk	52 wk
1 min	12	11	10	9	8
30 sec	11	10	9	8	7

KIXZ
1947

Buckley Radio Sales, Inc.

Subscriber to the NAB Radio Code
Media Code 4 245 0450 4.00
Broadcasting Associates, Inc., Box 10004, 1703 Avondale, Amarillo, Tex. 79106. Phone 806-355-4477, 4478.

1. PERSONNEL
President—Raymond Ruff.
General Manager—Tom York.
Sales Manager—Truett Ball.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 940 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 26, 27, 28a, 32a, 33d.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60h, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES
No. 5 Eff 5/1/71—Rec'd 4/29/71.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-6 am.

7. PACKAGE PLANS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	15.00	13.00	12.00	11.00
A	14.00	12.00	11.00	10.00
B	12.00	11.00	10.00	9.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

TOTAL AUDIENCE PLANS—1/3AA, 1/3A, 1/3B

	6 ti	12 ti	18 ti	24 ti	30 ti
Ea	12.50	11.50	10.50	9.50	8.50

KPUR
1939

Subscriber to the NAB Radio Code
Media Code 4 245 0475 1.00
Lone Star Broadcasting Co., Box 128, Amarillo, Tex. 79105. Phone 806-374-1637.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charlie B. Jordan.
Sales Manager—Jay Speegle.
Operations Manager—Charlie Broomhead.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1440 kc.
Directional—night only.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 gross charges.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 62b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
No 5 Eff 3/1/70—Rec'd 3/19/70.
I—Mon thru Sat 6-19 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti
SECTION I				
1 min	14.00	12.00	11.00	10.00
30 sec	10.40	9.60	8.80	8.00
10 sec	7.00	6.00	5.50	5.00
SECTION II				
1 min	12.00	10.00	9.00	8.00
30 sec	9.60	8.00	7.20	6.40
10 sec	6.00	5.00	4.50	4.00
SECTION III				
1 min	8.00	7.00	6.00	5.00
30 sec	6.40	5.60	4.80	4.00
10 sec	4.00	3.50	3.00	2.50

7. PACKAGE PLANS
CUME PLANS

PER WK, EA:	1 min
Plan A (1I, 1II, 5III)	6
Plan B (8I, 5II, 2III)	7
Plan C (5I 3II, 2III)	8

All spots are cross-combinable for frequency discount except Cume Plans.
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wks—10%.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

TEXAS

KQIZ
(formerly KRAY)
1958

Subscriber to the NAB Radio Code
Media Code 4 245 0500 6.00
Tascosa Broadcasting, Inc., Box 7488, Amarillo, Tex. 79109. Phone 806 353-6663.

STATION'S PROGRAMMING DESCRIPTION
KQIZ: Contemporary for young adults 20-40. MUSIC: modern MOR featuring top new releases, plus oldies of 1955 to present. Singles plus albums. AIR PERSONALITIES. NEWS: 1 min network news at :60 & :30; local news at 7:10, 7:30, 7:50, 8:10, 8:25, 10:25 am, 12:10, 12:25, 2:25, 4:25, 5:10, 5:25 pm. Network sports weekends; telephone & live interviews; weather, sports, stock reports during each day. General interest commentary program 10:45 am & 2:45 pm each weekday. AP newswire. National Weather Service teletype & local line. Rec'd 7/31/75.

1. PERSONNEL
President—James D. Shelton.
Vice-Pres. & Gen'l Mgr.—Keith Adams.

3. FACILITIES
500 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 20a, 21a, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60h, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with MBS.

TIME RATES
Eff 3/1/75—Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS
ROS—1/2 DRIVE TIME

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10	9	8	7	6
30 sec	8	7	6	5	4

Specified times, extra 25%.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Submitted by Keith Adams.

KZIP
1955

Media Code 4 245 0550 1.00
Panhandle Broadcasting Co., Drawer 5905, 808 Charlotte St., Amarillo, Tex. 79107. Phone 806-374-3796.

STATION'S PROGRAMMING DESCRIPTION
KZIP: Programmed for adults.
News & weather hourly at :60. MUSIC: 100% C & W. Air Personalities. Editorials, telephone & live interviews with community & nat'l figures. Civic affairs & swap shop; public & private school lunch menus daily. RELIGIOUS: Sun 8-9:45 am. Contact Representative for further details. Rec'd 9/13/73.

1. PERSONNEL
General Manager—Charlie Phillips.
Sales Manager—Ron Peterson.
Program Director—Mike Fox.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 21a, 23b, 24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42d, 44b, 47e, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Affiliated with American Entertainment Network
Member: Farm Radio Network, Alamo Network.

TIME RATES
Eff———Rec'd 4/4/75.

6. SPOT ANNOUNCEMENTS

	25x	50x	100x	200x	500x
1 min	4.90	4.80	4.60	4.40	4.20
30 sec	3.90	3.80	3.70	3.50	3.30
15 sec	3.40	3.30	3.20	3.10	3.00

8. PROGRAM TIME RATES

	3 min	5 min	1/4 hr	1/2 hr	1 hr
1 x	11	20	36	55	75

ANDREWS

Andrews County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

KACT
1955

Subscriber to the NAB Radio Code
Media Code 4 245 0575 8.00
PaM Stations, Inc., Drawer 306, Seminole Hwy., Andrews, Tex. 79714. Phone 915-523-2845.

STATION'S PROGRAMMING DESCRIPTION
KACT: Programmed for general interest.

1. PERSONNEL
General Manager—R. A. (Pete) Peterson.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

(This listing continued on next page)

TEXAS

Andrews—K A C T—Continued

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 7/1/73—Rec'd 8/8/73.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	600+
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50
20 sec	2.00	1.75	1.50	1.25	1.00

7. PACKAGE PLANS

PER WK:	1 ti	50 ti	100+
1 min	2.50	2.25	2.00
30 sec	2.00	1.75	1.50
20 sec	1.50	1.25	1.00

ARLINGTON

Tarrant County—Map Location E-4
See SHDS consumer market map and data at beginning of the State.

See Fort Worth
(including Arlington)

ATHENS

Henderson County—Map Location F-5
See SHDS consumer market map and data at beginning of the State.

K B U D
1948

Media Code 4 245 0600 4.00
Henderson County Broadcasting Co., Box 309, Hwy. 19, Athens, Tex. 75751. Phone 214-675-2277.

1. PERSONNEL
General Manager—J. H. McNutt, Jr.

2. FACILITIES
1,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 1/1/74—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	50+
1 min	4.05	3.80	3.55	3.30
30 sec	3.05	2.85	2.65	2.45

ATLANTA

Cass County—Map Location G-4
See SHDS consumer market map and data at beginning of the State.

K A L T
1950

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 245 0625 1.00
Ark-La-Tex Broadcasting Co., Box 289, Bivins Hwy. Atlanta, Tex. 75551. Phone 214-796-2817.

1. PERSONNEL
Manger—David A. Wommack.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0; 30 days.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti
PER MO:	1 ti	20 ti	40 ti	60 ti
1 min	3.25	3.00	2.85	2.60
30 sec	2.60	2.35	2.10	1.95
15 sec	1.95	1.90	1.80	1.65

AUSTIN (5 AM; 4 FM)

Plus 1 paid duplicate.
Travis County—Map Location E-7
See SHDS consumer market map and data at beginning of the State

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	23	13	18	12
B	17	12	16	9
C	16	11	14	9
D	13	9	13	8
AVERAGE	17	11	15	10

K A S E (FM)
1969

Media Code 4 245 0650 8.00
KVET Broadcasting Co., Inc., 705 N. Lamar, Austin, Tex. 78703. Phone 512-478-8521.
See affiliated AM station for additional information.
AM facilities: KVET.

STATION'S PROGRAMMING DESCRIPTION
KASE (FM): Programmed for adults.
MUSIC: 85% standards, 10% MOR, 5% show tunes.
NEWS: 2 min at :60, 1 min at :30. 4 man, 4 mobile unit news department. COMMERCIAL POLICY: 8 commercial units per hour. Contact Representative for further details. Rec'd 10/22/73.

9. FACILITIES
ERP 100,000 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 507 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KVET. See that listing for rates.

TIME RATES
No. 8 Eff 6/1/75—Rec'd 6/6/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK.	1 min				30 sec			
EA:	AAA	AA	A	BTA	AAA	AA	A	BTA
1 ti	14.00	12.00	10.00	11.00	11.00	10.00	8.00	9.00
10 ti	13.50	11.50	9.50	10.50	10.50	9.50	7.50	8.50
20 ti	13.00	11.00	9.00	10.00	10.00	9.00	7.00	8.00
30 ti	12.50	10.50	8.50	9.50	9.50	8.50	6.50	7.50
40 ti	12.00	10.00	8.00	9.00	9.00	8.00	6.00	7.00

Specified within time period, extra 10%.

7. PACKAGE PLANS

BTA, PER MO:	100 ti	150 ti	200 ti
MAXIMUM PER DAY:	6 ti	8 ti	12 ti
1 min, ea.	9.00	8.50	8.00
30 sec, ea.	7.00	6.50	6.00

Specified within time period, extra 10%.
Combinable with KVET for frequency discount.

PRECONTRACT DISCOUNT
52 wk—10%, minimum 500 spots.
Edited by Ron Rogers.

K H F I (FM)
1956

R A B

Media Code 4 245 0676 4.00
Kingstip Communications, Inc., Box 490, 908 W. 19th St., Austin, Tex. 78767. Phone 512-476-4611. TWX 910-874-1370.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—A. Vic Ludington.
Sales Manager—Barry Carter.
Prog. & Oper. Mgr.—Jerry Green.

3. FACILITIES
ERP 1,200 w.; 98.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 418 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

TIME RATES
Eff 2/15/75—Rec'd 4/30/75.
I—6 am-3 pm.
II—3 pm-midnight.

6. SPOT ANNOUNCEMENTS

	I				II			
	1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti
1 min	7.50	6.75	6.25	5.75	8.25	7.50	7.00	6.50
30 sec	5.00	4.25	3.75	3.50	6.00	5.25	4.75	4.50

I & II combinable for discount.
Within 7 days.

7. PACKAGE PLANS

PER MO, RDS:	1 min	30 sec
100+	6.00	3.75

30-sec BTA Saturation—10 ti/1 day, 39.00.

9. PARTICIPATING PROGRAMS
CASEY KASEM—SAT 9 AM-NOON

EA:		Per hr	4 wk+
1 min		33	27
30 sec		27	21

Monthly Specials—1-min 8.00; 30-sec 6.00.

10. SPECIAL FEATURES

NEWS, PER WK:	1 ti	5 ti	10+
6-9 am	8	7	6
4-7 pm	10	9	8

Incl open & close plus 1-min spot.
NEWS PACKAGE—ROTATING—MON THRU FRI
1 per day 30 2 per day 50
1/2 sponsorship, 1 per day, alternate AM/PM drive times—30.
Incl open & close plus 30-sec.
Edited by A. Vic Ludington.

K I X L
1959

NAB

Media Code 4 245 0682 2.00
Advance Inc., 1018 W. 11th St., Austin, Tex. 78703. Phone 512-477-9926.

STATION'S PROGRAMMING DESCRIPTION
KIXL: Programmed for adults 18-49.
MUSIC: golden rock, 80% hits from 1955-present. AIR PERSONALITIES handle all segments. NEWS: at :50. Contact Representative for further details. Rec'd 7/28/75.

1. PERSONNEL
General Manager—Otis Dunagan, Jr.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days; 970 kc.
Operating schedule: 6 am-local sunset. CST

4. AGENCY COMMISSION
15/0; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 21a, 21b, 22b, 23a, 24b, 24c, 25a, 26 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60g, 60h, 60i, 61c.
Cancellation: 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KIMH (FM).
Affiliated with American Information Network.

TIME RATES
No. 3 Eff 6/1/75—Rec'd 7/2/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA							
WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 min	11.50	10.75	10.00	9.25	8.50	7.75	7.25	6.50
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50
	CLASS A							
1 min	8.50	8.25	7.75	7.50	7.25	6.50	5.75	5.00
30 sec	6.00	5.75	5.50	5.25	5.00	4.50	4.00	3.50

Specified, extra 10%.

7. PACKAGE PLANS

	TAP—1/2AA, 1/2A						
WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti
1 min	9.25	8.50	7.75	7.25	6.50	5.75	5.00
30 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50

PER MO, BTA:	50 ti	75 ti	100 ti	125 ti	150 ti
1 min	7.75	7.25	6.50	5.75	5.00
30 sec	5.50	5.00	4.50	4.00	3.50

KIXY/KRMH (FM) COMBINATION—BTA

50 AM/	1 min			30 sec		
50 FM:	1 mo	2 mo	3 mo	1 mo	2 mo	3 mo
Per mo. ea.	6.00	5.00	4.00	4.50	4.00	3.25

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Otis Dunagan, Jr.

K L B J
1939

Subscriber to the NAB Radio Code
Media Code 4 245 0688 9.00

The LBJ Co., 910 Braxos, Austin, Tex. 78701. Phone 512-474-6543.
Mailing address: Box 1209, Austin, Tex. 78767.

STATION'S PROGRAMMING DESCRIPTION
KLBJ: Programmed for general interest & appeal to 18+.
MUSIC: standard, past & current hits 5:09-5:30 am, 9 am-noon, 12:30-4:55 pm, 6:18-9 pm, 10 pm-1 am, M-F. NEWS: blocked from 6-8:15 am, noon-12:26 pm, 4:53-6:18 pm, M-F featuring news, sports, weather, agriculture, business & public affairs, plus network & local news at :60. 8 person news team & stringers plus network news. Contact Representative for further details. Rec'd 8/19/74.

1. PERSONNEL
General Manager—J. C. Kellam.
General Sales Manager—Patrick J. Nugent.
Program Manager—Richard (Cactus) Pryor.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 590 kc.
Directional—night only.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 15c, 16.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 25a, 26, 28c, 30, 33a.
Contracts: 40c, 41, 42a, 44b, 46, 47a, 51a.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with CBS.
Affiliated with Katz Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 5/1/75—Rec'd 5/1/75.
AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Fri noon-1 pm & 3-7 pm.
AA—Mon thru Fri 10 am-noon & 1-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

	CLASS AAAA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	18.00	17.25	15.75	15.25	15.00
30 sec	14.50	13.75	12.50	12.25	12.00
	CLASS AAA				
1 min	15.00	14.25	13.50	12.75	12.00
30 sec	12.00	11.25	10.75	10.25	9.50
	CLASS AA				
1 min	10.00	9.50	9.00	8.50	8.00
30 sec	8.00	7.50	7.25	7.00	6.25
	CLASS A				
1 min	7.50	7.00	6.75	6.50	6.00
30 sec	6.00	5.50	5.25	5.00	4.75

Fixed position, extra 10%.

8. PROGRAM TIME RATES
AAAA—Mon thru Sat 6-10 am; Sat noon-10 pm; Sun 6 am-3 pm.
AAA—Mon thru Fri noon-1 pm & 3-7 pm.
AA—Mon thru Sat 10 am-noon; Mon thru Fri 1-3 pm; Sun 3-7 pm.
A—Mon thru Fri 7 pm-6 am; Sat 10 pm-6 am; Sun 7 pm-6 am.

	CLASS AAAA			
PER YR:	1x	50x	150x	250x
1 hr	140	120	108	102
1/2 hr	90	72	65	61
1/4 hr	60	48	43	40
5 min	45	36	32	30

AAA: 85% of AAAA. A: 50% of AAAA.
AA: 65% of AAAA.

10. SPECIAL FEATURES
NEWS/WEATHER/SPORTS/FEATURES

	AAAA		AAA		AA	
	3 ti	5 ti	3 ti	5 ti	3 ti	5 ti
1/4 hr	45	40	39	35	27	24
10 min	35	31	29	26	20	18
5 min	26	23	20	18	13	12
3 min	20	18	16	14	11	10
A:					3 ti	5 ti
5 min					11	10
3 min					8	7

2 1-min & 1 30-sec plus open in 1/4; 2 1-min plus open in 10 min; 1 1-min plus open in 5 min; 1 30-sec plus open in 3 min.
Submitted by J. C. Kellam.

K L B J-FM
1969

Subscriber to the NAB Radio Code
Media Code 4 245 0689-7.00
The LBJ Co., 910 Braxos, Austin, Tex. 78701. Phone 512-474-6543.
Mailing address: Box 1209, Austin, Tex. 78767.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KLBJ-FM: Programmed for young adults 18-35.
MUSIC: features balanced progressive rock with today's leading artists. NEWS: local, regional, national & international at :20, presented by news department. Special weather report from U. S. Weather Service 7:20-7:25 am & 12:15-12:20 pm Sun-Sat. Contact Representative for further details. Rec'd 8/19/74.

6. FACILITIES
ERP 100,000 w.; 93.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 1,037 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Rate Protection: 90 days.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 3/1/75—Rec'd 5/1/75.
AAA—Mon thru Sun 3 pm-sign-off.
AA—Mon thru Sat 6-10 am; Sat & Sun 10 am-3 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	CLASS AAA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	11.50	10.75	9.25	8.75	8.50
30 sec	9.25	8.50	7.50	7.00	6.75
	CLASS AA				
1 min	9.50	8.75	7.25	6.75	6.50
30 sec	7.50	7.00	5.75	5.25	5.00
	CLASS A				
1 min	8.50	6.75	5.25	4.75	4.50
30 sec	6.75	5.50	4.25	3.75	3.50

Fixed position, extra 10%.

K N O W
1922

News-Current Hits

NAB R A B

A Wendell Mayes Station
Subscriber to the NAB Radio Code
Media Code 4 245 0700 2.00
Pioneer Broadcasting Co., Box 2197, 1907 N. Lamar, Austin, Tex. 78767. Phone 512-477-9841.

STATION'S PROGRAMMING DESCRIPTION
KNOW: Programmed for adults 18-49 & teens.
MUSIC: 84% current top 40 hits. Each hour features 70% current hits & 30% hits from past 20 years. AIR PERSONALITIES handle all segments. NEWS 10%: 5-min local hourly 11:55-6:55 pm, 6:25, 7:25 am & 5:25 pm. Headlines at :28. 6 man news staff, 3 mobile news units. COMMERCIAL POLICY: 18 minutes per hour and/or 24 spots per hour whichever comes first. Contact Representative for further details. Rec'd 6/10/74.

1. PERSONNEL
President—Wendell Mayes.
Vice-Pres. & Gen'l Mgr.—Harry L. Smith, Jr.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 23b, 24c, 27, 28b, 28c, 33d.
Contracts: 40a, 41, 43, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 29 Eff 8/1/74—Rec'd 8/26/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-8 pm; Sun 6 am-8 pm.
B—Mon thru Sun 8 pm-6 am.

6. SPOT ANNOUNCEMENTS

	CLASS AAA					
WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	56 ti
1 min	25.00	24.00	23.00	22.00	21.00	20.00	19.00
30 sec	20.00	19.20	18.40	17.60	16.80	16.00	15.20
	CLASS AA						
1 min	19.50	18.75	18.00	17.25	16.50	15.75	15.00
30 sec	15.55	14.85	14.15	13.45	12.75	12.05	11.35
	CLASS A						
1 min	14.20	13.70	13.20	12.70	12.20	11.70	11.20
30 sec	11.30	10.90	10.50	10.10	9.70	9.30	8.90
	CLASS B						
1 min	8.85	8.60	8.35	8.10	7.85	7.60	7.35
30 sec	7.05	6.85	6.65	6.45	6.25	6.05	5.85

7. PACKAGE PLANS
TAP
(1/4AA, 1/2A, 1/4B Mon thru Sat, Sun 6 am-8 pm)

WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.65	12.15	11.65	11.15	10.65	10.15	9.65
30 sec	10.20	9.80	9.40	9.00	8.60	8.20	7.80

DAILY PKG, RDS:	10 ti	20 ti	30 ti
1 min	124.00	236.00	336.00
30 sec	100.00	190.00	270.00

K O K E
1948

NAB R A B

Media Code 4 245 0725 9.00
KOKE, Inc., Box 1208, Austin, Tex. 78767. Phone 512-454-2561.

1. PERSONNEL
General Manager—H. Kenneth Moyer.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

(This listing continued on next page)

Austin—KOKE—Continued

4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 5, 6a, 7a, 8.
Basic Rates: 22a, 23a, 29a.
Contracts: 40c, 45, 46.
Cancellation: 70a, 70e, 71a.
Member: Texas State Network.

TIME RATES
Eff 5/1/73—Rec'd 5/3/73.
AAA—6-10 am & 3-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

I MIN:	5 ti	10 ti	15 ti	20+
AAA	14	13	12	11
AA	12	11	10	9

20/30 sec: 80% of 1-min. 10/15 sec: 80% of 1-min.

7. PACKAGE PLANS

TAP, 1/2AAA, 1/2AA, PER WK:	10 ti	20 ti	30+
1 min	12	10	8

20/30 sec: 80% of 1-min. 10/15 sec: 60% of 1-min.
Submitted by H. Kenneth Moyer.

KOKE-FM
1957

NAB RAB

Media Code 4 245 0726 7.00
KOKE, Inc., Box 1208, Austin, Tex. 78767. Phone 512-454-2561.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KOKE-FM: MUSIC: Progressive country 10-4 am. Contact Representative for further details. Rec'd 10/2/73.

3. FACILITIES
ERP 10,000 w.; 95.5 mc. Stereo.
Operating schedule: 6-4 am. CST.
Antenna ht.: 265 ft. above average terrain.

TIME RATES
No. 3 Eff 6/1/74—Rec'd 8/2/74.
AAA—6 pm-midnight.
AA—Noon-6 pm.
A—10 am-noon & midnight-4 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 10 ti	AAA 20 ti	AAA 30 ti	AAA 40 ti	AA 10 ti	AA 20 ti	AA 30 ti	AA 40 ti
1 min	9	8	7	6	8	7	6	5
30 sec	8	7	6	5	7	6	5	4
					A			
1 min					7	6	5	4
30 sec					8	5	4	3

10. SPECIAL FEATURES
Buenos Dias (Spanish) 6-10 am.

	5 ti	10 ti	15 ti	20 ti
1 min	9	8	7	6
30 sec	8	7	6	5

KRMH (FM)
1971
SAN MARCOS

NAB

(This is a paid duplicate of the listing under San Marcos, Tex.)
Media Code 4 245 7235 2.00
Advance Inc., 1018 W. 11th St., Austin, Tex. 78703. Phones 512-477-9924, 9926.

1. PERSONNEL
General Manager—Otis Dunagan, Jr.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
ERP 97,000 w. (horiz.), 100,000 w. (vert.); 103.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coned regulations
AM facilities: KIXL.
Affiliated with American FM Network.
Sold in combination with KIXL. See that listing.

TIME RATES
No. 6 Eff 6/15/75—Rec'd 7/2/75.

6. SPOT ANNOUNCEMENTS

SPECIFIED WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	12.00	11.25	10.50	9.50	8.75	8.00	7.25	6.50

7. PACKAGE PLANS

BTA WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti	—
MO:	....	....	....	50 ti	75 ti	100 ti	125 ti	150 ti
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	7.50	7.25	8.75	6.50	6.00	5.50	5.25	4.75

Edited by Otis Dunagan, Jr.
(D)

KVET
1946

RAB

Media Code 4 245 0775 4.00
KVET Broadcasting Co., Inc., 705 N. Lamar, Austin, Tex. 78703. Phone 512-478-3521.

STATION'S PROGRAMMING DESCRIPTION
KVET: Programmed for general interest.
MUSIC: features modern country music 24 hours every day. AIR PERSONALITIES handle all segments. NEWS: 5 min at 13 min after every hour, 4 man, 4 mobile unit department. Contact Representative for further details. Rec'd 10/30/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ron Rogers.
Program Director—Jerry Green.
News Director—Harvie Jordan.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1300 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING (See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 23a, 24c, 28b, 28c.
Contracts: 40a, 44b, 46, 47a.
Comb.: Cont. Discounts: 60d, 62d.
Cancellation: 73b.
Prod. Services: 82.
FM facilities: KASE (FM).

TIME RATES
No. 14 Eff 6/1/75—Rec'd 6/5/75.
AAA—Mon thru Sat 8-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK,	1 min AAA	1 min AA	1 min A	1 min BTA	30 sec AAA	30 sec AA	30 sec A	30 sec BTA
1 ti.	20.00	17.00	13.00	15.00	16.00	14.00	10.00	12.00
10 ti	19.00	16.00	12.50	14.00	15.00	13.00	9.50	11.00
20 ti	18.00	15.00	12.00	13.00	14.00	12.00	9.00	10.00
30 ti	17.00	14.00	11.50	12.00	13.00	11.00	8.50	9.00
40 ti	16.00	13.00	11.00	11.00	12.00	10.00	8.00	8.00

Specified time within AAA & AA, extra 10%.

BTA, PER WK EA:	10 ti	20 ti	30 ti	40 ti
10 sec	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

BTA, PER MO:	100 ti	150 ti	200 ti
MAXIMUM PER DAY:	6 ti	9 ti	12 ti
1 min, ea	12.00	11.50	11.00
30 sec, ea	9.00	8.50	8.00

Specified time within AAA & AA, extra 10%.
KVET/KASE (FM) (1 min & 30 sec) combinable for frequency discount.
PRECONTRACT DISCOUNT
52 wk—10%, minimum 500 spots.
10. SPECIAL FEATURES
5-min news—1-min, full sponsorship, 20.00; 30-sec co-sponsorship, 15.00.

KVET/KASE (FM) COMBINATION

PER MO. EA:	1 min	30 sec
100 ti, AM/FM	9.00	7.00

May be run in 1 mo, must be run in 2 mos.
Submitted by Ron Rogers.

BALLINGER
Runnels County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KRUN
1947
Subscriber to the NAB Radio Code
Media Code 4 245 0900 0.00
Central West Broadcasting Co., Inc., Box 351, Ballinger, Tex. 76821. Phone 915-365-2544.

STATION'S PROGRAMMING DESCRIPTION
KRUN: Programmed for adults of all ages.
1. PERSONNEL
Pres. & Gen'l Mgr.—Dean Smith.
2. REPRESENTATIVES
Dallas—Dean Cowart Representatives.
3. FACILITIES
1,000 w. days, 250 w. night. 1400 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 4/1/74—Rec'd 3/21/74.
6. SPOT ANNOUNCEMENTS
PER YR, SPECIFIED:

	1x	60x	120x	300x	600x
1 min	4.00	3.90	3.75	3.50	3.05
30 sec	3.25	3.10	2.80	2.50	2.15

7. PACKAGE PLANS

PER WK, ROS:	5 ti	10 ti	25 ti	50 ti
1 min	3.90	3.75	3.50	3.05
30 sec	3.10	2.80	2.50	2.15

Submitted by Dean Smith.

BAY CITY
Matagorda County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KIOX
1949
Media Code 4 245 0825 7.00
Bay City Broadcasting Co., Box 1391, Bay City, Tex. 77414 Phone 713-245-4642, 4643.

STATION'S PROGRAMMING DESCRIPTION
KIOX: Country music.
1. PERSONNEL
General Manager—Ray Lacey.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w.; 1270 kc.
Directional—night only.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS
Member: Alamo Network.

TIME RATES
Eff 1/1/75—Rec'd 1/20/75.
6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	500x	1200x
1 min/less	7.45	7.10	6.60	6.15	5.85	5.60	4.85

10. SPECIAL FEATURES
News—spot rate plus 30%.
Edited by Ray Lacey.

BAYTOWN
Harris County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

See Houston
(including Baytown, Clear Lake City, Pasadena)

BEAUMONT (4 AM, 4 FM)
Plus 2 paid duplicate listings, 1 cross reference.
Jefferson County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	20	16	20	14
B	20	16	18	12
C	13	11	13	10
D	12	10	12	7
AVERAGE	16	13	16	11

KAYC and KAYD (FM)
1938 1948

KATZ RADIO

NAB RAB

Texas Coast Broadcasters, Inc.
Subscriber to the NAB Radio Code
Sold in combination only.
Media Code 4 245 0850 5.00
Texas Coast Broadcasters of Beaumont, Inc., Box 370, 3120 Blanchette St., Beaumont, Tex. 77704. Phone 712-833-9421.

1. PERSONNEL
President—David H. Morris.
Operations Manager—Al Caldwell.
Sales Manager—Dehryll Galloway.
2. REPRESENTATIVES
Katz Radio
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.5 mc.
Operating schedule: same as AM. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15e.
Basic Rates: 20a, 21a, 21b, 22b, 24e, 24b, 24e, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60f.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Katz Radio Network.
Member: Lazy-K Group

TIME RATES
KAYC AND KAYD (FM) COMBINATION
No. A-71 Eff 5/1/71—Rec'd 4/9/71.
AAA—Mon thru Sat 8-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS
KAYC & KAYD (FM) COMBINATION

I MIN. PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	26	24	22	20	18
AA	24	22	20	18	16
A	22	20	18	16	14
B	20	18	16	14	12

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Fixed position.
7. PACKAGE PLANS
KAYC & KAYD (FM) COMBINATION

PER WK:	8 ti	12 ti	18 ti	24 ti
Plan A, 1/2AAA, 1/2AA	22	20	18	16
Plan B, 1/3AAA, 1/3AA, 1/3A	20	18	16	14

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Deduct 2.00 per spot for KAYC only.
10. SPECIAL FEATURES
KAYC & KAYD (FM) COMBINATION
5-minute newscasts—1-1/2x applicable 1-min rate.

KBPO (FM)
1966

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 0687 7.00
Radio Beaumont, Inc., Box 5463, 27 Sawyer St., Beaumont, Tex. 77702. Phone 713-838-2911.
See affiliated AM station for additional information.
AM facilities: KLVI.

STATION'S PROGRAMMING DESCRIPTION
KBPO (FM): Programmed for adults 25+.
MUSIC: 70% familiar instrumentals; 30% vocals by established artists. NEWS 10%: net at :60. SPORTS: local play-by-play; pro football pre-season games. Contact Representative for further details. Rec'd 10/1/74.

1. PERSONNEL
President—John H. Hicks, III.
Exec. Vice-Pres. & Gen'l Mgr.—R. Steven Hicks.
Sales Manager—Don Howard.
2. FACILITIES
ERP 100,000 w. (horiz.), 24,800 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 6-1 am daily. CST.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47e, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60j, 61a, 62b.
Cancellation: 70, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KLVI.
Affiliated with NBC.

TIME RATES
No. 2 Eff 12/1/70—Rec'd 10/20/70.
6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 6-9 am; Mon thru Sun 7 pm-midnight.
A—All other times.

CLASS A FIXED POSITION:	1 ti	6 ti	12 ti	18 ti	24+
1 min	4.00	3.80	3.70	3.60	3.50
CLASS A					
1 min	3.00	2.90	2.85	2.80	2.75

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
(1/3 AA, 2/3 A)

	1-min
Daily—18+	2.55
Weekly—24+	2.80
Monthly—100+	2.60
Annually—1500+	2.50

8. PROGRAM TIME RATES
5 min—2x applicable 1-min.
1/4 hr—4x applicable 1-min.
1/2 hr—6x applicable 1-min.
1 hr—8x applicable 1-min.
Edited by R. Steven Hicks.

KJET
1947

NAB RAB

Gibson Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 245 0900 6.00
Gibson Broadcasting Co., Box 8067, Beaumont, Tex. 77705. Phone 713-842-2210.

STATION'S PROGRAMMING DESCRIPTION
KJET: Programmed for black & young adult audience.
MUSIC: R & B. Contact Representative for further details. Rec'd 9/26/74.
1. PERSONNEL
President—R. Tom Gibson.
General Manager—Gene Cordray.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
1,000 w. days. 1350 kc. Non-directional.
Operating schedule: 8 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61c, 62b, 62c.
Cancellation: 70a, 70e, 71a, 73a.
FM Facilities KWIC (FM).
Affiliated with Mutual Black Network.
Affiliated with National Black Network.
Member: East Texas Black Market Group.

TIME RATES
No. G-8 Eff 9/1/74—Rec'd 8/5/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
AM ONLY

6. SPOT ANNOUNCEMENTS

WKLY, I MIN:	AA 1 wk	AA 13 wk	AA 39-52	A 1 wk	A 13 wk	A 39-52
1 ti	15.00	14.00	13.00	12.75	12.00	11.00
12 ti	14.00	13.00	12.00	12.00	11.00	10.20
18 ti	13.00	12.00	11.00	11.00	10.20	9.40
24 ti	12.00	11.00	10.00	10.20	9.40	8.50
36 ti	11.00	10.00	9.00	9.40	8.50	7.75

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Classes combine for frequency. Wks used need not be consec but must be used within 52 wks.
8. PROGRAM TIME RATES
5 min—1-1/2x 1-min. 1/4 hr—3x 1-min.
1/2 hr—5x 1-min.

KJET/KWIC (FM) COMBINATION
6. SPOT ANNOUNCEMENTS

WKLY, I MIN:	AA 1 wk	AA 13 wk	AA 39-52	A 1 wk	A 13 wk	A 39-52
1 ti	19.00	18.00	17.00	18.25	15.30	14.50
12 ti	18.00	17.00	16.00	15.30	14.50	13.60
18 ti	17.00	16.00	15.00	14.50	13.60	12.75
24 ti	16.00	15.00	14.00	13.80	12.75	12.00
36 ti	15.00	14.00	13.00	12.75	12.00	11.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by R. Tom Gibson.

KLVI
1924

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 0625 5.00
Radio Beaumont Inc., Box 5463, 27 Sawyer St., Beaumont, Tex. 77702. Phone 713-838-2911.

STATION'S PROGRAMMING DESCRIPTION
KLVI: Programmed for adults 18-49 and teens.
MUSIC: 75%: Contemporary/MOR. Each hour features 50% current hits and 50% hits from past 20 years. AIR PERSONALITIES handle all segments. NEWS 10%: 5 min local twice hourly 6-10 am and 3-6 pm, 5 min network once hourly 10 am-3 pm and 8 pm-1 am. SPORTS 10% local capsules incorporated into drive newscasts, network play-by-play of pro football, pro baseball and college football. FARM: 5:30-6 am. Contact Representative for further details. Rec'd 2/18/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—John H. Hicks, III.
Exec. Vice-Pres./Sales—R. Steven Hicks.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 560 kc. Directional nights only.
Operating schedule: 24 hours daily. CST.

(This listing continued on next page)

Beaumont—K L V I—Continued

4. AGENCY COMMISSION
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 29b, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47c, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60d, 60f, 60h, 60j, 61a, 62b.
Cancellation: 70, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Rates shown after the deduction of all applicable discounts.
FM facilities: KBPO (FM).
Member: Texas State Network.

TIME RATES
No. 14G Eff 8/1/72—Rec'd 7/27/72.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 5-6 am, 10 am-3 pm; Sat & Sun before 7 pm.
A—Mon thru Sun after 7 pm.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	24.00	19.20	19.00	15.20	14.00	11.20
6 ti	21.00	16.80	17.00	12.60	12.00	10.40
12 ti	20.00	16.00	16.00	12.80	12.00	9.60
18 ti	19.00	15.20	15.00	12.00	11.00	8.80
24+	18.00	14.40	14.00	11.20	10.00	8.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
Plan I (1/2AAA, 1/4AA, 1/4A).
Plan II (1/3AAA, 2/3AA).
Plan III (1/2AAA, 1/2 winds).

PER WK:	12 ti	18 ti	24 ti	30+
1 min	15.00	14.00	13.00	12.50
30 sec	12.00	11.20	10.40	10.00

10 sec: 60% of 1-min.
DISCOUNT
26 wk—5%

8. PROGRAM TIME RATES
5-min: 1-1/2 x 1-min. 1/2 hr: 5 x 1-min.
1/4 hr: 3 x 1-min. 1 hr: 7 x 1-min.

KOLE 1340 AM
PORT ARTHUR
City of license, Port Arthur, Tex.
Considered by American Contemporary Network as their Beaumont outlet.
See listing under Port Arthur, Tex.

KPAC
MOR Daytime / SOUL Nighttime

KPAC
1954
PORT ARTHUR

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Port Arthur, Tex.)
Media Code 4 245 6425 6.00
Port Arthur College, Box 520, Port Arthur, Tex. 77640. Phone 713-985-7458. Beaumont phone 713-722-1463.

STATION'S PROGRAMMING DESCRIPTION
KPAC: Programmed for audience 26-55.
MUSIC: Modern MOR days; programmed for Black audience with Black DJ's & R & B music nites.
NEWS: 5 min network at :30; 5 min local at :00.
COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 6/28/73.

1. PERSONNEL
President—Sam Monroe.
Sta. & Sales Mgr.—Jim Monroe.
Traffic Manager—Beatrice Sticker.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1250 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23b, 24b, 25a, 28c, 29a, 30.
Contracts: 40c, 44b, 49.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70b, 71a, 73b.
Pred. Services: 82.
Affiliated with MBS.

TIME RATES
No. 5 Eff 4/1/70—Rec'd 8/2/70.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 10 am-7 pm.
III—Mon thru Sat 5-6 am & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS
SECTION I

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	14.00	12.00	11.00	10.00
30 sec	11.20	9.60	8.80	8.00
10 sec	7.00	6.00	5.50	5.00

SECTION II

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	11.00	9.00	8.00	7.00
30 sec	8.80	7.20	6.40	5.60
10 sec	5.50	4.50	4.00	3.50

SECTION III

1 min	9.00	7.00	6.00	5.00
30 sec	7.20	5.60	4.80	4.00
10 sec	4.50	3.50	3.00	2.50

7. PACKAGE PLANS
CUME PLAN

PER WK. EA:	1 min
Plan A (15I, 10II, 5III)	7.00
Plan B (8I, 5II, 2III)	9.00
Plan C (4I, 4II, 2III)	10.50

CONSECUTIVE WEEK DISCOUNT
52 wk—8%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

KPAC/KPAC-FM. Port Arthur—COMBINATION
6. SPOT ANNOUNCEMENTS

	I			II		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	16.00	12.80	8.00	12.00	10.40	6.50
12 ti	14.00	11.20	7.00	11.00	8.80	5.50
18 ti	13.00	10.40	6.50	10.00	8.00	5.00
24 ti	12.00	9.60	6.00	9.00	7.20	4.50
				III		
1 x				11.00	8.80	5.50
12 x				9.00	7.20	4.50
18 x				8.00	6.40	4.00
24 x				7.00	5.60	3.50

7. PACKAGE PLANS
CUME PLAN

PER WK:	1 min
Plan A. 20 ti (15 I, 10 II, 5 III), ea	9
Plan B, 15 ti (8 I, 5 II, 2 III), ea	11
Plan C, 10 ti (4 I, 4 II, 2 III), ea	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.
8. PROGRAM TIME RATES
5 min: 1-1/2 x 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—8%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon thru Sun necessary to maintain consec wk advertising. (D)

KTRM
1947

Subscriber to the NAB Radio Code
Media Code 4 245 0850 3.00
KTRM, Inc., Box 5425, 4490 Dowlen Rd., Beaumont, Tex. 77702. Phone 713-892-4990.

STATION'S PROGRAMMING DESCRIPTION
KTRM: MUSIC: Modern country. Contact Representative for further details. Rec'd 9/30/74.

1. PERSONNEL
Vice-President—William Quigg.
General Manager—Gene Dickerson.
Sales Manager—Jerry Frentress.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w.; 990 kc.
Directional—same pattern day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% on station time
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Affiliated with ATA Radio Network.

TIME RATES
Eff——Rec'd 1/23/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

7. PACKAGE PLANS
SPECIFIED TIMES

	AAA			AA		
PER WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 ti	13.00	10.50	8.00	11.00	8.50	6.50
6 ti	12.50	10.00	7.50	10.50	8.00	6.00
12 ti	12.00	9.50	7.00	10.00	7.50	5.50
18 ti	11.50	9.00	6.50	9.50	7.00	5.00
24 ti	11.00	8.50	6.00	9.00	6.50	4.50

A: Open rate, 1-min 4.50; 30-sec 3.00.

KTRM-FM
1961

Media Code 4 245 0951 1.00
KTRM, Inc., Box 5425, 4490 Dowlen Rd., Beaumont, Tex. 77702. Phone 713-892-4990.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KTRM-FM: Gospel & religious music. Contact Representative for further details. Rec'd 12/16/74.

3. FACILITIES
ERP 30,000 w.; 95.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 238 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
Eff 1/6/75—Rec'd 12/16/74.
7. PACKAGE PLANS

PER MO. EA:	30 ti	60 ti	90 ti
1 min	2.50	2.25	2.00

1 wk discount plan. 15 ti, ea 3.00.
8. PROGRAM TIME RATES

	1x	52x	260x	312x
1/2 hr	25	21	16	15
1/4 hr	15	13	11	10
10 min	12	10	8	7

KWIC (FM)
1966

Gibson Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 245 0963 6.00
Gibson Broadcasting Co., Box 6067, Beaumont, Tex. 77705. Phone 713-842-2210.
See affiliated AM station for additional information.
AM facilities: KJET

STATION'S PROGRAMMING DESCRIPTION
KWIC (FM): Programmed for young adults—18-35. MUSIC: contemporary rock. All programs live. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
General Manager—Tom Boggess.
General Sales Manager—Bud Healan.
3. FACILITIES
ERP 100,000 w.; 107.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 249 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with KJET. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 4/1/74—Rec'd 8/5/74.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.
B—Daily midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	1 wk			26 wk		
WKLY:	AA	A	B	AA	A	B
1 ti	7.00	6.00	5.00	6.00	5.00	4.00
12 ti	6.50	5.50	4.50	5.50	4.50	3.50
24 ti	6.00	5.00	4.00	5.00	4.00	3.00
36 ti	5.50	4.50	3.50	4.50	3.50	2.50
30 SECONDS						
1 ti	6.50	5.50	4.50	5.50	4.50	3.50
12 ti	6.00	5.00	4.00	5.00	4.00	3.00
24 ti	5.50	4.50	3.50	4.50	3.50	2.50
36 ti	5.00	4.00	3.00	4.00	3.00	2.00

7. PACKAGE PLANS

WKLY TAP. ROS:	12 ti	24 ti	36 ti	48 ti
1 min	5.50	5.00	4.50	4.00
30 sec	4.50	4.00	3.50	3.00

Edited by Tom Boggess.

KYKR KYKR-FM
1965 1969
PORT ARTHUR

Jack Masla & Company, Inc.

(This is a paid duplicate of the listing appearing under Port Arthur, Tex.)
Media Code 4 245 0969 3.00
KWEN Broadcasting Co., 3333 25th St., Port Arthur, Tex. 77640. Phone 713-985-2543.

1. PERSONNEL
Mgr. & Dir. of Sales—J. H. Joynt.
Program Director—Jim Love.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Dallas—Riley Representatives.
3. FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: 3 am-local sunset. CST.
FM-ERP 25,000 w.; 93.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
Simulcast 6 pm-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60b, 61c.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82

TIME RATES
Eff——Rec'd 10/5/70.
AAA—6-9 am & 3-6 pm.
AA—9 am-3 pm.
A—6 pm-midnight.

6. SPOT ANNOUNCEMENTS

I MIN:	1 ti	6 ti	11 ti	25 ti
AAA	12.00	11.00	10.00	9.00
AA	9.00	8.00	7.00	6.00
A	6.50	6.00	5.40	5.00

30 sec: 60% of 1-min. (D)

BEEVILLE
Bee County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KIBL
1949

Media Code 4 245 0975 0.00
Bee Broadcasting Inc., Box 700, Hwy. 202, Beeville, Tex. 78102. Phone 512-358-1490.

STATION'S PROGRAMMING DESCRIPTION
KIBL: C & W 5:30 am-1 pm; Spanish 1-5 pm.

1. PERSONNEL
Pres. & Gen'l Mgr.—Don Funkhouser.
2. REPRESENTATIVES
Southwestern—Paul Miller & Company.
3. FACILITIES
1,000 w Days; 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-11 pm. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBR and MBS.

TIME RATES
Eff 5/1/74—Rec'd 5/31/74

6. SPOT ANNOUNCEMENTS

PER WK, 6 AM-6 PM:	1 ti	10 ti	20 ti	30 ti
1 min	6.00	5.60	5.25	5.00
30 sec	4.20	3.92	3.68	3.50
10 sec	3.00	2.80	2.63	2.50

BELLVILLE
Austin County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KACO
1974

Media Code 4 245 0980 0.00
J. Lee & Dinah L. Dittert, Box 100, 238 W. Main St., Bellville, Tex. 77418. Phone 713-865-3652.

STATION'S PROGRAMMING DESCRIPTION
KACO: Prog. for young adults & senior citizens.

1. PERSONNEL
General Manager—Dinah L. Dittert.
3. FACILITIES
250 w.; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accept AAAA copyrighted contract.

TIME RATES
Eff 1/1/75—Rec'd 8/1/75.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	6.50	6.24	6.04	5.85	5.65
30 sec	4.03	3.90	3.77	3.64	3.51
		260x	312x	520+	1000x
1 min		5.46	5.20	5.07	4.55
30 sec		3.38	3.25	3.12	.....

ID's: 4 per day 10.00.
Submitted by Dinah Dittert.

BELTON
Bell County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

See Temple (including Belton)

BIG LAKE
Reagan County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

KWGH
1958

Media Code 4 245 0985 9.00
WMO Broadcasting Co., Inc., Box 70, Florida & 1st St., Big Lake, Tex. 76932. Phone 915-884-2828

STATION'S PROGRAMMING DESCRIPTION
KWGH: Programmed for general interest.

1. PERSONNEL
General Manager—Mrs. N. W. Hickman.
2. REPRESENTATIVES
Radio Time Sales/International.
Chicago—National Time Sales.
3. FACILITIES
1,000 w.; 1290 kc. Non-directional.
Operating schedule: 6:30 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 4/1/69—Rec'd 2/27/69.
6 SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec			1 min	30 sec
1 x	4.45	3.20	260 x		2.30	1.20
12 x	3.80	2.45	312 x		1.95	1.15
52 x	3.20	2.30	365 x		1.65	1.10
104 x	2.90	2.00	730 x		1.30	1.00
156 x	2.45	1.25				

7. PACKAGE PLANS

	25 ti	55 ti	75 ti	100 ti	150 ti
1 min	66.00	86.00	109.15	127.00	171.00
					30 sec
30 ti/3 days					44.30
45 ti/4 days					57.00
60 ti/5 days					69.50
100 ti/30 days					107.50
150 ti/30 days					157.50

BIG SPRING (3 AM; 1 FM)
Howard County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KBST
1936

Subscriber to the NAB Radio Code
Media Code 4 245 1000 6.00
Snider Corp., Box 1632, 608 Johnson St., Big Spring, Tex. 79720. Phone 915-267-6391.

STATION'S PROGRAMMING DESCRIPTION
KBST: Programmed for adults 18-49.
MUSIC: contemporary with emphasis on balanced format utilizing oldies. NEWS: local news briefs at :55. News blocks at 7 am, noon & 5 pm utilizing local & network news. SPORTS: local sports capsule each hr. Local sportscast in drivetime news blocks. Play-by-play local high school & college football & basketball, Southwest Conference & professional football. FARM: 7:10-7:25 am & 11:55-noon. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
President—B. Winston Wrinkle.
Assistant Manager—Jim Willett.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Southwest—Riley Representatives.

(This listing continued on next page)

3. FACILITIES
1,000 w. days; 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60k.
Cancellation: 71a, 73a.
Affiliated with American Contemporary Network.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 6/1/75—Rec'd 8/4/75.
AA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-7 pm.
A—Mon thru Sat 5:45-6 am, 9-11:30 am & 1-4 pm; Sun 7 am-7 pm
B—Sun thru Sat 7 pm-midnight.

7. PACKAGE PLANS

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	6.50	5.50	5.75	4.75	4.50	3.50
6 ti	6.40	5.40	5.50	4.50	4.25	3.25
12 ti	6.10	5.10	5.45	4.45	4.00	3.00
18 ti	5.95	4.95	5.00	4.00	3.70	2.70
24 ti	5.60	4.60	4.35	3.35	3.50	2.50
30 ti	5.00	4.00	4.00	3.00	3.35	2.35
36 ti	4.70	3.70	3.70	2.70	3.00	2.00

TAP—ROS

PER MO. EA:	90 ti	180 ti	270 ti
1 min	4.25	4.00	3.20
30 sec	2.50	2.35	2.20

IMPACT PLAN—1, 2 OR 3 CONSEC DAYS

ROS, 30 SEC:	1 day	2 days	3 days	4 days
18 ti	44.10	86.40	124.20	162.00

WEEKEND PLAN—ROS
18 30-sec spots Sat and/or Sun, 1 wknd 44.00
10 sec: 70% of 1-min.
10 sec spots in AA take 30-sec, AA rate.
Submitted by B. Winston Wrinkle.

KBYG
1949

Subscriber to the NAB Radio Code
Media Code 4 245 1025 8.00
Howard County Broadcasting, Inc., Commanche Trail Park, Big Spring, Tex. 79721. Phone 915-263-7326.
Mailing address: Box 1713, Big Spring, Tex. 79720.

STATION'S PROGRAMMING DESCRIPTION
KBYG: Programmed for adults 18-49.
MUSIC: Modern country with emphasis on current hits. Country hits integrated into format. NEWS: Local in drive time plus network at :30. SPORTS: Throughout day with play-by-play of local high school and college events, conference football. Local farm editor 6-6:30 am. Contact Representative for further details. Rec'd 2/14/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—James G. Baum.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:45 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 2n, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c 25a, 26, 27, 28a, 28c, 29a, 30, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 60, 61, 62.
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 8/1/73—Rec'd 6/12/73.
AAA Drive—Mon thru Sat 6-9:30 am, noon-1 pm & 4-6 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA	
PER WK:	1 min	30 sec	1 min	30 sec
1 ti	5.60	4.50	4.60	3.70
7 ti	5.20	4.15	4.10	3.30
14+	4.80	3.85	3.60	2.90

15 sec: Flat 1.65.

7. PACKAGE PLANS
3 DAY BTA—TOTAL AUDIENCE PLAN

	Per wk				Per mo	
	15 ti	30 ti	60+	50 ti	100 ti	200+
1 min	3.00	2.80	2.60	2.10	2.85	2.60
30 sec	2.40	2.20	2.10	2.50	2.30	2.10
PER YR. BTA:					1 min	30 sec
530x					3.00	2.30
1040x					2.50	2.00

15 sec: Flat 1.65.

KFNE (FM)
1961

Media Code 4 245 1050 1.00
The Cobra Corporation, Radio Center, Box 750, Big Spring, Texas 79720. Phone 915-267-2523.
See affiliated AM station for additional information.
AM facilities: KHEM.

STATION'S PROGRAMMING DESCRIPTION
KFNE (FM): Programmed for adults.
MUSIC: balance of up-to-date music plus showtunes. Contact Representative for further details. Rec'd 11/25/74.
3. FACILITIES
FM-ERP 1,730 w. (horiz.), 1,790 w. (vert.); 95.3 mc.
Operating schedule: 5:00 am-midnight daily. CST.
Antenna ht.: 29 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 11/25/74.
5. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	10+
1 min or less	2.50	2.00	1.50

KHEM
1956

Media Code 4 245 1075 8.00
The Cobra Corporation, Box 750, Radio Center 3-1/2 miles east of Big Spring, Tex. 79720. Phone 915-267-2523.

STATION'S PROGRAMMING DESCRIPTION
KHEM: Programmed for adults.
MUSIC: Country & western. Special Sun. program featuring Spanish music last 1-1/2 hrs before sign-off. Contact Representative for further details. Rec'd 11/25/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Gary Bradbury.
Sales Manager—Bill Birrell.
Program Director—Fran Steele.
2. REPRESENTATIVES
Clyde Melville Company.
3. FACILITIES
1000 w. days; 1270 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 2n, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 50.
Comb.; Cont. Discounts: 60f, 61c.
Cancellation: 70a, 70d, 71a, 72, 72b.
Prod. Services: 60, 61, 62.
FM facilities: KFNE (FM).
Member: Farm Radio Network, Voice of Southwest Agriculture Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 11/25/74.
AA—6-9 am, 11:30 am-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	1 ti	16 ti	31 ti	46 ti	1 ti	16 ti	31 ti	46+
YR:	52x	156x	312x	600x	52x	156x	312x	600x
1 min	5.00	4.50	4.00	3.50	3.75	3.50	3.25	3.00
30 sec	4.00	3.50	3.00	2.50	2.75	2.50	2.25	2.00

BONHAM
Fannin County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KFYN
1948

Subscriber to the NAB Radio Code
Media Code 4 245 1100 4.00
Fannin County Broadcasting Co., Box 246, Bonham, Tex. 75418. Phone 214-583-3151.
1. PERSONNEL
Manager—Bill Bennett.
2. REPRESENTATIVES
South—Busby, Finch, Lathom & Widman.
3. FACILITIES
250 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL RATE POLICY
Affiliated with KBS.
Member: National Ag Radio Groups, Inc., Texas State Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 4/4/74.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	208x	312x
1 min	3.25	3.10	2.95	2.80	2.65	2.50	2.35
30 sec	2.80	2.65	2.50	2.45	2.20	2.05	1.90
15 sec	1.90	1.75	1.60	1.55	1.20	1.00	.80

BORGER (2 AM)
Hutchinson County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KBBB
1957

Subscriber to the NAB Radio Code
Media Code 4 245 1125 1.00
KBBB, Inc., Box 1478, 409 W. 10th St., Borger, Tex. 79008. Phone 806-273-7575.
1. PERSONNEL
General Manager—Gary E. Rippy.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
5,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 6/1/72—Rec'd 7/19/72.
6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75

7. PACKAGE PLANS

EA:	10 ti	20 ti	30 ti	50 ti
10-sec ID's	2.00	1.80	1.60	1.40

KQTY
1947

Media Code 4 245 1137 6.00
Big Texas Media, Inc., Box 165, Borger, Tex. 79007. Phone 806-273-7533.

STATION'S PROGRAMMING DESCRIPTION
KQTY: C & W, sports, news.
1. PERSONNEL
General Manager—John Greggs.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w. days, 250 w. nights, 1490 kc.
Operating schedule: 5:30 am-midnight.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 3/25/75.
6. SPOT ANNOUNCEMENTS

	1x	30x	90x	180x	365x	1000x
1 min	4.20	3.15	2.35	2.25	2.00	1.80
30 sec	3.00	2.50	2.00	1.90	1.65	1.50
15 sec	2.75	2.25	1.80	1.70	1.50	1.35

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	3.15	3.00	2.50	2.25	2.00	1.90
30 sec	2.50	2.25	1.90	1.70	1.65	1.55
15 sec	2.25	2.00	1.75	1.50	1.35	1.25

PER MO:	1 min	30 sec	15 sec
100 ti, ea	2.00	1.60	1.40

BUSINESS BUILDER
13 ti, 30 sec, per mo 26.00

BOWIE
Montague County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KBAN
1958

Subscriber to the NAB Radio Code
Media Code 4 245 1150 6.00
Bowie-Nocona Broadcasting Co., Inc., Box 1050, Bowie, Tex. 76230. Phone 817-872-2288.
1. PERSONNEL
General Manager—Ollie Carriker.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
500 w. days; 1410 kc. Directional.
Operating schedule: 6:00 am-local sunset.
4. AGENCY COMMISSION
15/0.
5. GENERAL RATE POLICY
Affiliated with KBS.
Member: Texas State Network, Voice of Southwest Agriculture Radio Network, Alamo Network.

TIME RATES
No. 4 Eff 6/1/74—Rec'd 6/7/74.
7. PACKAGE PLANS

PER WK:	1 ti	10 ti	15 ti	25 ti	35 ti	50 ti
1 min	3.00	2.80	2.70	2.60	2.50	2.40
30 sec	2.30	2.10	2.00	1.90	1.80	1.70
10 sec	1.50	1.40	1.35	1.30	1.25	1.20
ANNUAL PKGS:			300x	600x	1200x	1800x
1 min			2.80	2.60	2.40	2.20
30 sec			2.10	1.90	1.70	1.50

10. SPECIAL FEATURES
5 MINUTE NEWS PACKAGES

PER WK:	1 ti	2 ti	3 ti	5 ti	6 ti	7 ti
Ea	7.00	6.75	6.50	6.25	6.00	5.75

Incl. open & close ID's plus 1-min & 30-sec spot.

HEADLINE NEWS & WEATHER AT :30

PER WK:	1 ti	14 ti	26 ti	35 ti	50 ti
Ea	2.50	2.30	2.10	2.00	1.80

Incl. open & close ID's plus 30-sec spot.
Submitted by Ollie Carriker.

BRADY
McCulloch County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KNEL
1633

Subscriber to the NAB Radio Code
Media Code 4 245 1175 6.00
Radio Brady, Inc. Box 630, Brady, Tex. 76825. Phone 915-597-2119.
1. PERSONNEL
General Manager—Ed Keeling.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
250 w. pre-sunrise.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
15/0 net charges for time; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 7/1/70—Rec'd 8/7/70.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	100x	250x	500x
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	4.50	4.25	4.00	2.50	2.00
30 sec	2.60	2.40	2.20	2.00	2.40
10 sec	2.25	2.15	2.00	1.75	1.50

TEXAS

BRECKENRIDGE
Stephens County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KSTB
1947

Media Code 4 245 1200 2.00
Regal Broadcasting Corp., Box 232, Post Oak Rd., Breckenridge, Tex. 76024. Phone 817-559-3331.
1. PERSONNEL
General Manager—Velton A. Moser.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 7/1/75—Rec'd 6/5/75.
6. SPOT ANNOUNCEMENTS

WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti	100 ti
YR:	1x	100x	250x	500x	750x	1000x	2000x	3000x
1 min	3.85	3.60	3.30	3.00	2.75	2.50	2.25	2.00
30 sec	3.10	2.65	2.50	2.40	2.20	2.00	1.80	1.60
10 sec	1.95	1.75	1.65	1.55	1.40	1.25	1.15	1.10

Edited by Velton A. Moser.

BRENHAM (1 AM; 1 FM)
Washington County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KTTX
1947

Media Code 4 245 1212 7.00
Tom S. Whitehead, Inc., Box 1280 Brenham, Tex. 77833. Phone 713-836-3655.

STATION'S PROGRAMMING DESCRIPTION
KTTX: MUSIC: C & W.
1. PERSONNEL
Manager—Tom S. Whitehead, Jr.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days; 1230 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KWHI-FM.
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
No. 5 Eff 7/1/74—Rec'd 5/27/75.
AAA—7:30-8 am, noon-12:30 pm & 5-5:30 pm.
AA—6:30-8:30 am, 11:30 am-1:30 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	(*)	1 min	(*)	1 min	(*)
1 x	9.50	6.50	6.50	4.75	5.50	4.25
104 x	9.00	6.25	6.00	4.50	5.00	3.75
312 x	8.25	6.00	5.75	4.25	4.75	3.25
520 x	7.75	5.75	5.50	4.00	4.50	3.00
1000+	7.00	5.30	5.00	3.00	4.00	2.50

(*) 30 sec/less.
Edited by Tom Whitehead, Jr.

KWHI-FM
1964

Media Code 4 245 1225 6.00
Tom S. Whitehead, Inc., Box 1280, Brenham, Tex. 77833. Phone 713-836-3655.
See affiliated AM station for additional information.
AM facilities: KTTX.

STATION'S PROGRAMMING DESCRIPTION
KWHI-FM: MUSIC: MOR.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.
Operating schedule: 6 am-11 pm.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
No. 4 Eff 10/1/72—Rec'd 10/7/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	4.00	3.80	3.65	2.45	2.30
30 sec/less	2.80	2.65	2.50	2.30	2.15
		260x	312x	520x	1000+
1 min		3.15	2.95	2.80	2.70
30 sec/less		2.00	1.85	1.75	1.65

Prime time: 6:30-8:30 am, 11:30 am-1:30 pm & 4-6 pm, 1-min plus .90; 30 sec/less plus .50.

7. PACKAGE PLANS
PACKAGES—7-11 PM

	13 wk	26 wk	52 wk	1 wk		
PER WK:	1 ti	3 ti	4 ti	10 ti	20 ti	40 ti
30 sec	1.85	1.75	1.65	18.50	35.00	66.00

10. SPECIAL FEATURES

NEWSCASTS:	1 min	30 sec
Open	7.50	5.25
Fixed, 104+	6.00	4.75

TEXAS

BROWNFIELD

Terry County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KKUB
1949

Media Code 4 245 1250 7.00
Brownfield Radio Inc., Drawer 1300, Taheka Rd. Brownfield, Tex. 79316. Phone 806-637-4531.

1. PERSONNEL
Gen'l Mgr. & Farm Dir.—Jim Farr.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 9/1/71—Rec'd 9/30/71.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x	1000x
1 min	4.50	4.00	3.50	3.00	2.50	2.00
30 sec	3.40	3.00	2.65	2.25	1.90	1.50
10 sec	2.25	2.00	1.75	1.50	1.25	1.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
Rate	50x	250x	500x

BROWNSVILLE (1 AM; 1 FM)

1 paid duplicate; plus 5 cross references.
Cameron County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KBOR
1949

Subscriber to the NAB Radio Code
Media Code 4 245 1275 4.00
Brownsville Broadcasting Co., Box 2049, Brownsville, Tex. 78520. Phone 512-542-5677.

STATION'S PROGRAMMING DESCRIPTION
KBOR: Programmed for 25-49 age group.
MUSIC: MOB, combining best of current music with hits of past. NEWS: local; state network at :55; headline news & weather at :30. National weather service. Community happenings several times daily. Special women's news program 9-9:40 am M-F. FARM: emphasis farm news 5:15-6 am. SPORTS: local high school, college & professional football. Contact Representative for further details. Rec'd 3/24/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Minor J. Wilson.
Operations Manager—Jim Cooper.
News Director—Hank Hollingsworth.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Dallas—Clyde Melville Company.
3. FACILITIES
1,000 w.; 1600 kc.
Directional—Separate pattern, day and night.
Operating schedule: 5:15 am-11:30 pm. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.
Rate Protection: 10c, 11a, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 60i, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Texas State Network.

TIME RATES
Eff————Rec'd 3/13/75.
AA—6-9 am, noon-1 pm & 3-7 pm.
BTA—1/3AA.

6. SPOT ANNOUNCEMENTS

	AA	BTA	ROS
1 min	8.50	7.50	7.00
30 sec	6.50	5.50	5.00

KDUV
1975

RAB NAFMB

Media Code 4 245 1277 6.00
Media Properties, Inc., 1918 E. Elizabeth St., Brownsville, Tex. 78520. Phone 512-541-3151.

1. PERSONNEL
General Manager—Ron Whitlock.
Operations Manager—Dorothy Hartwell.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6b, 7b.
Rate Protection: 10c, 12c, 13c, 15b.
Basic Rates: 20b, 21a, 22a, 23b, 24a, 25a, 28c, 29a.
Contracts: 40a, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 60f, 61c, 62d.
Cancellation: 71a, 73b.
Prod. Services: 81.

TIME RATES
No. 1 Eff 2/1/75—Rec'd 3/19/75.

6. SPOT ANNOUNCEMENTS

BTA, PER MO:	20 ti	40 ti	60 ti	80 ti	120 ti	160 ti	200 ti
30 sec	5.00	4.70	4.40	4.10	3.80	3.50	3.20

PER WK, BTA:	1 ti	3 ti	5 ti	10 ti	15 ti
30 sec	5.70	5.40	5.10	4.80	4.50
		20 ti	30 ti	40 ti	50 ti
30 sec		4.20	3.90	3.60	3.30

BTA contains minimum of 1/3 prime time spots.
1 min: Extra 25%. Fixed position: Extra 15%.

DISCOUNT
3 mo—5% 6 mo—10% 12 mo—25%

Edited by Dorothy Hartwell.

KELT
1960
HARLINGEN

NAB

(This is a paid duplicate of the listing appearing under Harlingen, Tex.)
Media Code 4 245 3750 4.00
Harbenito Radio Corporation, Drawer 711, Harlingen, Tex. 78550. Phone 512-423-3910. TWX 512-423-8990.

STATION'S PROGRAMMING DESCRIPTION
KELT: Programmed for 18-49 age group.
Hit Parade, popular music, a perfect blend of today's top hits plus the most popular music of the past two decades. COMMERCIAL POLICY: 4 commercial breaks per hour—three commercial breaks in news hour. Maximum commercial content, 10 minutes per hour. Contact Representative for further details. Rec'd 10/21/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David Lykes.
Station Manager—Bill Walters.
Operations Manager—Larry James.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
ERP 100,000 w.; 94.5 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 800 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62a, 62b.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGBT.
TV facilities: KGBT-TV, Harlingen, Texas.
Member: Tichenor Radio Group.

TIME RATES
No. S-5 Eff 12/1/74—Rec'd 10/21/74.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 6-10 am & 7 pm-midnight; Sat & Sun 10 am-3 pm.
A—Sat & Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1-5 ti	8.40	6.70	7.00	5.60	6.30	5.00
10 ti	8.00	6.40	6.70	5.35	6.00	4.80
15 ti	7.60	6.10	6.35	5.05	5.70	4.50
20 ti	7.20	5.80	6.00	4.85	5.40	4.35
25 ti	6.40	5.10	5.30	4.25	4.80	3.80
30 ti	6.00	4.80	5.00	4.00	4.50	3.60

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	5 ti
5 min newscasts/weathercasts	11.00	10.00	8.50

(D-2)

KGBT
HARLINGEN

Tichenor Media Group

City of license, Harlington, Tex.
See listing under Harlingen, Tex.

KMBS
HARLINGEN

City of license, Harlingen, Tex.
See listing under Harlingen, Tex.

KRGV
WESLACO

City of license, Weslaco, Tex.
See listing under Weslaco, Tex.

KRIO
McALLEN

City of license, McAllen, Tex.
See listing under McAllen, Tex.

XEO
MATAMOROS, MEXICO

City of license, Matamoros, Tamaulipas, Mexico, Box 1708, Brownsville, Texas 78520.
U. S. Representative:
West: Harlen G. Oakes, Inc.
East: The Gordon Company.
See listing in Medios Publicitarios Mexicanos under Matamoros, Tamaulipas, Mexico.

BROWNWOOD (2 AM; 1 FM)

Brown County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBWD
1941

NAB RAB

A Wendell Mayes Station
Media Code 4 245 1400 6.00
Brown County Broadcasting Co., Box 230, Brownwood, Tex. 76801. Phone 915-646-2505.

1. PERSONNEL
General Manager—Ken Schulze.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w.; 1330 kc. Non-directional.
Operating schedule: 5 am-midnight daily. CST.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with The Itep Network.
Member: Texas State Network, Voice of Southwest Agriculture Radio Network.

TIME RATES
Eff 1/1/73—Rec'd 4/16/73.
AA—6-9 am, noon-1 pm & 4-7 pm.

6. SPOT ANNOUNCEMENTS

	CLASS AA					
PER WK:	1x	26x	52x	104x	130x	260x
1 min	6.00	5.80	5.60	5.40	5.20	5.00
30 sec	5.00	4.80	4.60	4.40	4.20	4.00

KEAN
1953

NAB RAB

Media Code 4 245 1425 5.00
KEAN Radio Corp., Box 100, 1 Texas St., Brownwood, Tex. 76801. Phone 915-646-7858.

1. PERSONNEL
General Manager—Dave Fair.
2. REPRESENTATIVES
Frederick W. Smith.
Southwest Radio Representatives.
3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Affiliated with Mutual Black Network.
Member: Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 9/23/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	4.00	3.75	3.50	3.25	3.00

Edited by Rick Whitworth.

KLSN (FM)
1966

RAB

Media Code 4 245 1450 3.00
G. B. E., Inc., 300 N. Main, Brownwood, Tex. 76801. Phone 915-646-5576.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Stephen F. Pasquini.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
ERP 720 w. (horiz.), 720 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 115 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 15th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 7/30/75.

6. SPOT ANNOUNCEMENTS

PER MO, BTA:	1 ti	30 ti	60 ti	90+
30 sec	2.65	2.50	2.35	2.20
1 min	4.00	3.80	3.60	3.25

Combinable to earn monthly frequency discounts.

7. PACKAGE PLANS
3-DAY IMPACT SATURATION

3 CONSEC DAYS:	30 sec	1 min
25 ti	56	94

SPOT BONUS
All rates eligible for 10% in additional spot time after each year is completed.
Submitted by Stephen F. Pasquini.

BRYAN-COLLEGE STATION
(2 AM; 2 FM)

Brazos County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KORA (FM)
1968
BRYAN

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 1462 8.00
Bryan Broadcasting Co., Inc., Box 3069, 1240 Villa Maria Rd., Bryan, Tex. 77802. Phone 713-822-1240.
See affiliated AM station for additional information.
AM facilities: KTAM.

STATION'S PROGRAMMING DESCRIPTION
KORA (FM): MUSIC: Modern country. NEWS: network at :15. Contact Representative for further details. Rec'd 2/24/75.

1. PERSONNEL
Traffic Director—Jean Godfrey.
2. REPRESENTATIVES
South—Riley Representatives.
3. FACILITIES
ERP 3,000 w.; 98.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 197 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 3-b Eff 7/1/75—Rec'd 7/1/75.
Drive—6-10 am & 4-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	DRIVE				
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
PER YR:	.....	100x	260x	520x	1200x
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.10	4.70	4.30	3.90	3.70
	AA				
1 min	4.50	4.00	3.50	3.00	2.50
30 sec	3.60	3.20	2.80	2.40	2.20

15 sec: 50% of 1-min.

7. PACKAGE PLANS
1/2 KORA (FM)/1/2 KTAM, discount FM rate—5%.
8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.

Edited by Dan D. Acree.

KTAM 1240
1947
BRYAN

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 1488 3.00
Bryan Broadcasting Co., Inc., 1240 Villa Maria Rd., Bryan, Tex. 77801. Phone 713-822-1240.

STATION'S PROGRAMMING DESCRIPTION
KTAM: programmed for adults & young adults.
MUSIC: contemporary: 75% singles, 25% albums. 5 AIR PERSONALITIES. NEWS: network at :60; state & local at :30. Expanded local news & sports at 7 am, 12N & 5 pm. Local high school sports & college football. 2 fulltime newsmen; 1 farm & outdoor editor with 2-1/2 hrs programming; 1 sports director. Features: weather, financial, traffic & automotive, women's & teen topics. Contact Representative for further details. Rec'd 3/21/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carolyn G. Vance.
Station Manager—Dan D. Acree.
Traffic Manager— Jean Godfrey.
2. REPRESENTATIVES
South—Riley Representatives.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 46, 47c, 48, 49, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KORA (FM).
Affiliated with American Information Network.

TIME RATES
Eff 1/1/74—Rec'd 3/21/74.

6. SPOT ANNOUNCEMENTS
DRIVE—6-9 AM & 4-7 PM

PER WK:	1 ti	10 ti	20 ti	40 ti	60 ti
PER YR:	1x	50x	100x	250x	500x
1 min	9.50	9.00	8.50	7.50	6.50
30 sec	7.60	7.20	6.80	6.00	5.20
ALL OTHER TIMES					
1 min	8.00	7.50	7.00	6.00	5.00
30 sec	6.40	6.00	5.60	4.80	4.00

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.

Edited by Dan D. Acree.

WTAW
1922
COLLEGE STATION

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 1500 5.00
Radio Bryan, Inc., Box 3008, Bryan, Tex. 77801. Phone 846-7788.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bill Watkins.
Program Director—Jim Taylor.
Sales Manager—Joe Monroe.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 24c, 28c, 30, 31, 33a.
Contracts: 40a, 44b, 46, 47c, 51c.
Comb.: Cont. Discounts: 60a, 60k, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Texas State Network.

TIME RATES
No. 27A Eff 6/1/74—Rec'd 5/13/74.
AA—Mon thru Sat 6-9:30 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	5 ti	10 ti	20 ti	30 ti	5 ti	10 ti	20 ti	30 ti
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	7.60	7.20	6.80	6.40	6.00	5.60	5.20	4.80

10 sec: flat 3.00.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK:	1 min	30 sec
50 ti	350	260

AA and A plans may be used in combination, each taking a rate based on their total number of spots.
8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.

(Bryan-College Station continued on next page)

WTAW-FM

1964
COLLEGE STATION

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 1561 3.00
Radio Bryan, Inc., Box 3006, Mobile Ave., Bryan, Tex. 77801. Phone 846-7788.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 5:45 am-midnight. CST.
Antenna ht.: 275 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 27 Eff 6/1/74—Rec'd 5/13/74.
AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
A—All ther times.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	5 ti	10 ti	20 ti	30 ti	5 ti	10 ti	20 ti	30 ti
1 min	7.60	7.40	7.00	6.60	5.75	5.25	4.75	4.25
30 sec	6.30	6.00	5.70	5.00	4.60	4.30	4.00	3.70

10 sec: flat 2.20.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK:	1 min	30 sec
50 ti	207.00	166.20

AA and A plans may be used in combination, each taking a rate based on their total number of spots.

9. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min.

BURNET

Burnet County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KHLB

1963
Subscriber to the NAB Radio Code
Media Code 4 245 1525 2.00
Highland Lakes Broadcasting Co., Inc., Box 396, Burnet, Tex. 78611. Phone 512-756-2147.
STATION'S PROGRAMMING DESCRIPTION
KHLB: Programmed country & western.

1. PERSONNEL
General Manager—Harry Kaindl, Jr.

2. REPRESENTATIVES
Dean Cowart Representatives.

3. FACILITIES
1,000 w. days, 250 w. nights; 1,340 kc. Non-directional.
Operating schedule: 6:30 am-10 pm. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Entertainment Network.
Member: Alamo Network.

TIME RATES
No. 6 Eff 2/1/73—Rec'd 3/8/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	4.90	4.50	4.05	3.75	2.25	2.00
30 sec	3.60	3.10	2.85	2.55	2.20	1.90

10. SPECIAL FEATURES

	Per Mo
5 min, news & weather	125
2 min, weather	75
Time signals, 300 per mo	150

Edited by Harry Kaindl, Jr.

CAMERON

Milam County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

KMIL

1955
Media Code 4 245 1550 6.00
Milam Broadcasting Co., Box 532, Cameron, Tex 76520. Phone 817-697-6633.

1. PERSONNEL
Partner-Manager—Eugene Smitherman.

2. REPRESENTATIVES
Southwest—Eric Racey & Associates.

3. FACILITIES
500 w. days; 1230 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/70—Rec'd 2/19/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	(*)
Ea, any number	3.50	3.00	2.50

(*) 10 sec ID's.

CANYON

Randall County—Map Location B-2-1/2
See SRDS consumer market map and data at beginning of the State.

KCAN

1962

NAB RAB

Media Code 4 245 1575 7.00
Palo Duro Broadcasting Co., Box 956, Canyon, Tex. 79015. Phone 806-655-2589.
STATION'S PROGRAMMING DESCRIPTION
KCAN: Country music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joe W. Cooper.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Texas State Network, Alamo Network.

TIME RATES
Eff 4/1/69—Rec'd 4/3/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312+
1 min	4.50	4.28	4.05	3.83	3.60	3.38	3.16	2.92
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

CARRIZO SPRINGS

Dimmit County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KBEN

1955

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 1600 2.00
Walter H. Herbert, Jr., Box 335, 105 S. 5th St., Carrizo Springs, Tex. 78834. Phone 512-876-2210.

1. PERSONNEL
General Manager—Walter H. Herbert, Jr.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
15/0 on time and talent.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

TIME RATES
Eff 2/1/74—Rec'd 4/8/74.

8. SPOT ANNOUNCEMENTS

	1x	15x	30x	60x	90x	120x	240x	360x
1 min	3.50	3.00	2.30	2.10	2.00	1.90	1.80	1.70
30 sec	2.50	2.20	1.80	1.70	1.60	1.40	1.30	1.20
15 sec	1.50	1.25	1.10	1.00	.90	.80	.70	.60

10. SPECIAL FEATURES

NEWSCAST, PER MO, TI PER WK:	6 ti	12 ti
5 min	80	140

CARTHAGE

Panola County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KGAS

1955
Subscriber to the NAB Radio Code
Media Code 4 245 1625 9.00
Beverly E. Brown dba KGAS Radio, Drawer B, 218 E. Sabine St., Carthage, Tex. 75633. Phone 214-693-6665.

1. PERSONNEL
Owner-Manager—Rev. E. Brown.

3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6:00 am-local sunset.

4. AGENCY COMMISSION
15% on time only. 2% 10 days, net 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 12/1/74—Rec'd 2/25/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	208x	312x
1 min	4.14	3.72	3.60	3.48	3.36	3.12	2.65
30 sec	2.70	2.42	2.34	2.28	2.16	2.04	1.76

CENTER

Shelby County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KDET

1949
Subscriber to the NAB Radio Code
Media Code 4 245 1650 8.00
Center Broadcasting Company, Inc., Box 231, 207 San Augustine St., Center, Tex. 75935. Phone 713-598-2304.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack Bell.

3. FACILITIES
1,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Member: Texas State Network, Alamo Network.

TIME RATES
No. 5 Eff 8/1/74—Rec'd 8/26/74.
A—Mon thru Fri 6:30-9 am, 11:30 am-1 pm & 4-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	—1 min—		30/20 sec		—10 sec—	
	A	B	A	B	A	B
1 x	5.00	4.25	4.00	3.40	3.25	2.75
52 x	4.75	4.05	3.80	3.25	3.10	2.65
104 x	4.50	3.80	3.60	3.05	2.90	2.50
156 x	4.25	3.60	3.40	2.90	2.75	2.35
312 x	4.00	3.40	3.20	2.70	2.60	2.20
500 x	3.75	3.20	3.00	2.55	2.45	2.10

7. PACKAGE PLANS
ROS—1/3 DRIVE TIME

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	4.25	4.00	3.80	3.60
30/20 sec	3.40	3.20	3.05	2.90
10 sec	2.75	2.60	2.45	2.35

All spots combinable for frequency; ROS cannot be counted toward frequency on Annual plan.

CHILDRESS

Childress County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KCTX

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 1675 5.00
Golden West Broadcasting Co., Inc., Box 272, Childress, Tex. 79201. Phone 817-937-2563.

1. PERSONNEL
Pres. & Gen'l Mgr.—George E. Morey.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
250 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
No. 4 Eff 1/1/73—Rec'd 9/14/73.

8. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	65x	130x	156x
1 min/less	4.50	4.33	4.15	3.98	3.80	3.63	3.50

Automotive rate 3.50
7-9 am, 11 am-1 pm, 5-6 pm, extra 30%.

CLARKSVILLE

Red River County—Map Location G-4
See SRDS consumer market map and data at beginning of the State

KCAR

1955

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 1700 1.00
KCAR, Inc., Box 609, 228 W. Main St., Clarksville, Tex. 75426. Phone 214-427-3881.

1. PERSONNEL
Gen'l Prog. Mgr.—Winifred Bishop.

2. REPRESENTATIVES
Southwest—Clyde Melville Company.

3. FACILITIES
500 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 6 Eff 7/1/74—Rec'd 5/1/75.

7. PACKAGE PLANS
MONTHLY IMPACT PLANS
DRIVE TIMES/FIXED—6-9 AM, 3-6 PM

PER MO:	1 ti	10 ti	25 ti	50 ti	100 ti	150 ti
1 min	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.75	2.50	2.25	2.00	1.75
ROS						
1 min	3.00	2.75	2.50	2.25	2.00	1.75
30 sec	2.25	2.00	1.80	1.60	1.40	1.20

10. SPECIAL FEATURES
NEWSCASTS—13-WK MINIMUM

15 MIN, EA:	3 ti	2 ti	1 ti
30 sec	2.00	2.50	3.00

Edited by Winifred Bishop.

CLEAR LAKE CITY

Harris County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

See Houston
(including Baytown, Clear Lake City, Pasadena)

CLEBURNE

Johnson County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KCLE

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 1725 6.00
KCLE, Inc., Box 1529, 919 N. Main, Cleburne, Tex. 76031. Phone 817-645-6643.
STATION'S PROGRAMMING DESCRIPTION
KCLE: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack Auldridge.

2. REPRESENTATIVES
Marie Messina Company.

3. FACILITIES
250 w. days; 1120 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 3/1/73—Rec'd 10/8/73.

8. SPOT ANNOUNCEMENTS

PER YR:	300x	600x	1200x	1800x
1 min	4.25	4.00	3.75	3.50
30 sec	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK:	5 ti	15 ti	30 ti	50 ti	75 ti
1 min	4.25	4.00	3.75	3.50	3.25
30 sec	3.25	3.00	2.75	2.50	2.25
10 sec	1.75	1.55	1.45	1.40	1.30

5 sec ID's, 10 per day, maximum.
Sold only in combination with 30, 50 & 75 ti spots.

10. SPECIAL FEATURES
5-MINUTE NEWS PACKAGE
Open & close sponsor ID plus 1 1-minute & 1 30-second spot.

PER WK:	1 ti	3 ti	5 ti	6 ti	7 ti
Ea	7.50	7.25	6.75	6.50	6.25

HEADLINE NEWS, WEATHER, SPORTS
Open & close sponsor ID plus 1 30-second spot.

PER WK:	1 ti	14 ti	21 ti	28 ti	35 ti
Ea	3.50	3.25	3.10	2.90	2.70

CLEVELAND

Liberty County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KJCH

1974
Media Code 4 245 1750 6.00
Cleveland Broadcasting Serv., Box 520, Plum Grove Rd., Cleveland, Tex. 77327. Phone 713-592-7711.

1. PERSONNEL
General Manager—Royce Guinn.

2. REPRESENTATIVES
South—Riley Representatives.

3. FACILITIES
500 W.; 1410 kc. Directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
None; agencies add commissions to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 4/9/74.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

		CLASS AA				
PER MO:	1 ti	4 ti	76 ti	117 ti	157 ti	208+
PER WK·	1 ti	10 ti	20 ti	30 ti	40 ti	50+
1 min	4.00	3.75	3.50	3.20	3.00	2.80
30 sec	3.20	3.00	2.80	2.60	2.40	2.25
		CLASS A				
1 min	3.50	3.35	3.20	3.05	2.90	2.75
30 sec	2.80	2.70	2.55	2.45	2.30	2.20

10. SPECIAL FEATURES

NEWS	1x	26x	53x	105x	253x
Ea	7.20	6.75	6.30	5.80	5.40

COLEMAN

Coleman County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KSTA

1947

NAB

Media Code 4 245 1775 3.00
Coleman County Broadcasters, Box 432, Coleman, Tex. 76834. Phone 625-5414.

1. PERSONNEL
Manager—Robert L. Griffis.

2. REPRESENTATIVES
Southwest—Clyde Melville Company.

3. FACILITIES
250 w. days; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Rates effective August 1, 1952.
Rates received September 1, 1964.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	30.00	24.00	18.00	9.00	5.00	3.00
13 times	28.50	22.80	17.10	8.55	4.75	2.85
26 times	27.00	21.60	16.20	8.10	4.50	2.70
52 times	25.50	20.40	15.30	7.65	4.25	2.55
104 times	24.00	19.20	14.40	7.20	4.00	2.40
156 times	22.50	18.00	13.50	6.75	3.75	2.25
260 times	21.00	16.80	12.60	6.30	3.50	2.10
312 times	19.50	15.60	11.70	5.85	3.25	1.95
520 or more times	18.00	14.40	10.80	5.40	3.00	1.80

COLLEGE STATION

Brazos County—Map Location F-6
See SRDS consumer market map and data at beginning of the State

See Bryan-College Station

COLORADO CITY

Mitchell County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KVMC

1950
Media Code 4 245 1800 9.00
Colorado City Broadcasting Co., Box 990, Colorado City, Tex. 79512. Phone 915-728-3320.

1. PERSONNEL
Owner & Gen'l Mgr.—Drew Ballard.

2. REPRESENTATIVES
Clyde Melville Company.

(This listing continued on next page)

TEXAS

Colorado City—K V M C—Continued

3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Voice of Southwest Agriculture Radio Network.
TIME RATES
Eff 7/1/71—Rec'd 6/28/71.
6. SPOT ANNOUNCEMENTS
1 min, ea. 2.50

COMANCHE

Comanche County—Map Location D-5
See SRDB consumer market map and data at beginning of the State.

KCOM
1862

Subscriber to the NAB Radio Code
Media Code 4 245 1825 6.00
Arrowhead Broadcasting, Inc., Box 9, 105 N. Sand St., Comanche, Tex. 76442. Phone 915-356-2558.
1. PERSONNEL
Sta. & Gen'l Mgr.—Bill B. Day.
2. REPRESENTATIVES
Clyde Melville Company.
3. FACILITIES
250 w.; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.
TIME RATES
Eff 1/1/75—Rec'd 2/3/75.
6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100x
1 min	4.00	3.25	3.00	2.60	2.15
30 sec	3.00	2.35	2.10	1.80	1.50

10. SPECIAL FEATURES
Newscasts—5 min, flat 9.00.

CONROE (1 AM; 1 FM)

Montgomery County—Map Location G-7
See SRDB consumer market map and data at beginning of the State.

KIKR
1950

Subscriber to the NAB Radio Code
Media Code 4 245 1850 4.00
Family Group Enterprises, Inc., Box 68, Conroe, Tex. 77301. Phone 713-756-5501. Houston phone 713-353-7517.
STATION'S PROGRAMMING DESCRIPTION
KIKR: MUSIC: Country and Western.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Steve Owen.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
500 w. days; 900 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KNRO (FM).
Affiliated with KBS.
Member Farm Radio Network, Alamo Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 75-B Eff 12/1/74—Rec'd 12/2/74.
AA—Mon thru Sat 6-9 am & 4-6 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

MO:	1 tl	10 tl	20 tl	30 tl	50 tl	100 tl	200 tl
CLASS AA							
1 min	7.94	7.76	7.41	7.06	6.82	6.59	6.35
30 sec	6.29	6.12	5.76	5.41	5.18	4.94	4.71
ID's	5.29	5.18	5.06	4.94	4.71	4.47	4.24
CLASS A							
1 min	7.35	7.18	6.82	6.47	6.24	6.00	5.76
30 sec	6.06	5.88	5.53	5.18	4.94	4.71	4.47
ID's	5.12	5.00	4.88	4.76	4.53	4.29	4.06

10. SPECIAL FEATURES

NEWSCASTS, PER MO:	AA	A
5 min	282.36	252.95

Incl open & close plus 1-min spot 5 days per wk.

KNRO (FM)
1965

Subscriber to the NAB Radio Code
Media Code 4 245 1675 1.00
Family Group Enterprises, Inc., Box 68, Conroe, Tex. 77301. Phone 713-756-5501. Houston Phone 713-353-7517.
See affiliated AM station for additional information.
AM facilities: KIKR.
STATION'S PROGRAMMING DESCRIPTION
KNRO (FM): MUSIC: Modern MOR.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Alamo Network.
TIME RATES

Rates are identical to KIKR. See that listing.

CORPUS CHRISTI (6 AM; 2 FM)

Plus 2 paid duplicate listings.
Nueces County—Map Location E-9
See SRDB consumer market map and data at begin-

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	21	17	21	15
B	17	13	17	14
C	15	14	15	12
D	13	13	13	7
AVERAGE	17	15	17	12

KCCT
1954

Media Code 4 245 1900 7.00
Radio KCCT, Inc., Box 5206, 403 S. Staples, Corpus Christi, Texas 78405. Phone 512-884-2426.
STATION'S PROGRAMMING DESCRIPTION
KCCT: All Spanish programming.
MUSIC: contemporary Spanish. NEWS: at :55. Weather at :15 & :45. SPORTS: 5 min at 6:30 am & 5:30 pm. UPI news. Contact Representative for further details. Rec'd 7/21/75.
1. PERSONNEL
President—Manuel G. Davila, Sr.
Vice-President—W. G. Egerton.
Vice-President—Manual Davila, Jr.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
1,000 w. days; 1150 kc. Directional.
Operating schedule: 5 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a.
Contracts: 40a, 46, 47a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Member: Latin Network.
Combines with KEDA, San Antonio for frequency discount.
TIME RATES
Eff 9/1/75—Rec'd 7/21/75.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.
7. PACKAGE PLANS

PER WK:	1 tl	6 tl	12 tl	16 tl	24 tl	48 tl
CLASS AA						
1 min	17.00	15.00	13.00	12.00	11.00	10.00
30 sec	13.60	12.00	10.40	9.60	8.80	8.00
CLASS A						
1 min	15.00	13.00	11.00	10.00	9.00	8.00
30 sec	12.00	10.40	8.80	8.00	7.20	6.40

Submitted by Jordan E. Sawyer.

KCTA
1943

Media Code 4 245 1925 4.00
Box 898, 402 S. Chaparri Corpus Christi, Tex. 78403. Phones 512-643-3541, 6504.
1. PERSONNEL
Pres. & Gen'l Mgr.—Bob Kent.
2. REPRESENTATIVES
Southwest—Erle Racey & Associates.
3. FACILITIES
50,000 w. days; 1030 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 15b.
Basic Rates: 20b, 29b.
Contracts: 40a, 42a, 42c, 43, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 61a.
Cancellation: 70c, 71b.
Prod. Services: 82.
FM facilities: KOUL (FM) Sinton.
TIME RATES
No. 3 Eff 7/1/57—Rev Rec'd 1/24/61.
8. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00	5.75

7. PACKAGE PLANS

PER WK:	10 tl	20 tl	30 tl
1 min	5.75	5.00	4.30

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	125.00	75.00	50.00	25.00
13 x	118.75	71.25	47.50	23.75
26 x	112.50	67.50	45.00	22.50
52 x	106.25	63.75	42.50	21.25
104 x	100.00	60.00	40.00	20.00
156 x	93.75	56.25	37.50	18.75
260 x	87.50	52.20	35.00	17.50
312 x	81.25	48.75	32.50	16.25

Edited by Patrick F. Boscamp.

KEYS
1941

KATZ RADIO

Subscriber to the NAB Radio Code
Media Code 4 245 1950 2.00
Radio Corpus Christi, Inc., Box 1460, 441 Laguna St., Corpus Christi, Tex. 78403. Phone 512-883-7411.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—E. C. Stern, Jr.
Program Director—Ron Ames.
Sales Manager—Don Sitton.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
1,000 w.; 1440 kc.
Directional—nighttime only.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24c, 25a, 27, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60d, 60f, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b
Prod. Services: 81, 82.
Affiliated with Katz Radio Network.
Member: Texas State Network
TIME RATES
No. 8A Eff 5/1/72—Rec'd 5/3/72.
AA—Sun thru Sat 6-10 am & 3-7 pm.
A—All other times.
8. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl
AA	22	19	17	15	14
A	18	15	14	13	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
8. PROGRAM TIME RATES
5-min—1-1/2x applicable 1-min.

KIKN
1954
SINTON

RAB

(This is a paid duplicate of the listing appearing under Sinton, Tex.)
Media Code 4 245 7463 0.00
Champagne Broadcasting Corp., Box 2827, Corpus Christi, Tex. 78403. Phone 512-884-3986.
STATION'S PROGRAMMING DESCRIPTION
KIKN: MUSIC: Modern country. NEWS: local state & national at :20 & :40. Weather at :60. SPORTS: area. FARM: 5 min M-Sat at 6:20 am & 12:20 pm. Contact Representative for further details. Rec'd 4/3/75.
1. PERSONNEL
Owner & Gen'l Mgr.—Allen E. Schepper.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1590 kc. Directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 5, 6a, 7a, 8.
Basic Rates: 22a, 23a, 29a.
Contracts: 40c, 45, 46.
Cancellation: 70a, 70e, 71a.
Affiliated with American Entertainment Network.
TIME RATES
Eff 8/1/71—Rec'd 8/4/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

1 MIN:	6 tl	12 tl	18 tl	24 tl
AAA	18	16	15	13
AA	15	13	12	10
A	13	11	10	8

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Submitted by Allen E. Schepper.
(O)

KIOU
1967

NAFMB

Media Code 4 245 1965 0.00
Stereo Broadcasting Corp., 807 Wilson Tower, Corpus Christi, Tex 78401. Phone 512-882-4294.
STATION'S PROGRAMMING DESCRIPTION
KIOU: Programmed for adults.
MUSIC: MOR 50 min every hr. NEWS: network at :15, local & regional 6:45 & 7:45 am: stock market report 4 pm wkdys. AP & ESSA weather wire. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 4/28/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Stephen A. DeWalt.
2. REPRESENTATIVES
ERA Representatives.
3. FACILITIES
ERP 100,000 w.; 96.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 875 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1, 2b, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 14a.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.: Cont. Discounts: 60b, 60c, 60e.
Cancellation: 70a, 70c, 71a, 72, 73a.
Affiliated with American FM Network.
Affiliated with MBS.
TIME RATES
No. 5 Eff 9/1/73—Rec'd 8/29/73.
AAA—10 am-7 pm.
AA—6-10 am & 7 pm-midnight.
A—Midnight-6 am.
6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 tl	12 tl	18 tl	24 tl
BULK:	100x	250x	500x	1000x
AAA	10.00	8.75	8.00	7.50
AA	7.50	6.25	5.50	5.00
A	5.00	4.00	3.25	2.50
30 SECONDS				
AAA	8.00	7.00	6.50	6.00
AA	6.00	5.00	4.50	4.00
A	4.00	3.00	2.50	2.00

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 tl	12 tl	18 tl	24 tl
BULK:	100x	250x	500x	1000x
1 min	6.25	5.00	4.25	3.75
30 sec	5.00	4.00	3.50	3.00

Edited by S. A. DeWalt.

KROB
1963
ROBSTOWN

M Jack Masla & Company, Inc.

(This is a paid duplicate of the listing appearing under Robstown, Tex.)
Media Code 4 245 6600 8.00
Coastal Bend Broadcasting Corp., Box 752, Robstown, Tex. 78380. Phone 512-387-1510.
STATION'S PROGRAMMING DESCRIPTION
KROB: MUSIC: Top Country hits with a sprinkling of Country Gold. NEWS: 5 min, at :60, 3 min, at :30. SPORTS: 5 min. wrapup at 7:45 am & 4:45 pm. Contact Representative for further details. Rec'd 1/30/74.
1. PERSONNEL
General Manager—W. A. Raeke.
Sales Manager—Jerry Allen.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
3. FACILITIES
500 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation: Simulcast sunrise-local sunset. For non-simulcast facilities see KROB-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
TIME RATES
Eff 6/30/70—Rec'd 6/29/70.
AA—Mon thru Sat 6:30-9 am & 4-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl
CLASS AA					
Ea	16	15	14	13	12
CLASS A					
Ea	12	11	10	9	8

30 sec: 80% of 1-min.
10 sec ID's: 50% of earned rate.
7. PACKAGE PLANS
50 AA/50 A

PER WK:	12 tl	18 tl	24 tl
Ea	144	180	216

Class AA & A plans may combine for frequency discount.
80 sec spots combinable with minutes.
10 sec spots combinable. (D)

KRYS
1927

A Sigmor Station
Media Code 4 245 2000 5.00
Big C Broadcasting Corp., Box 9698, 702 McBride Ln., Corpus Christi, Tex. 78408. Phone 512-882-8481.
STATION'S PROGRAMMING DESCRIPTION
KRYS: MUSIC: MOR. NEWS: network at :60, local at :30; 5 man news staff, 4 mobile news cars. FARM: mornings. Complete mobile studio. Fishing & water condition reports. RELIGIOUS: music Sun 6-10 am. Interviews & fun contests year round. Contact Representative for further details. Rec'd 4/5/71.
1. PERSONNEL
General Manager—Jim Springer.
Program Director—Dan Daniels.
2. REPRESENTATIVES
Dallas, Houston, Southeast—Contact station direct.
3. FACILITIES
1,000 w.; 1360 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21c, 21d, 22a, 23a, 24e, 26, 28c, 29b, 32b, 33b.
Contracts: 40a, 41, 45, 46, 47a, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 61c.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Information Network.
TIME RATES
No. 11 Eff 5/1/73—Rec'd 3/19/73.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6-16 am.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	7 tl	14 tl	21 tl	28 tl
AA	21	18	16	14
A	17	15	13	12
B	12	10	9	8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
7. PACKAGE PLANS

TOTAL AUDIENCE PLAN:	1 min
14 tl (4AA, 5A, 5B)	13.25
21 tl (7AA, 7A, 7B)	12.00
28 tl (9AA, 10A, 9B)	10.75

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Edited by Jim Springer.
(Corpus Christi continued on next page)

KSIX
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2625 2.00
Corpus Christi Broadcasting Co., Inc., Show Room Bldg., Corpus Christi, Tex. 78403. Phone 512-884-1616.

1. PERSONNEL
General Manager—Vann M. Kennedy.
Commercial Manager—Charles R. Manning
Program Director—Vivian L. Mitchell.
2. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5:45-12:30 am. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
No. 8 Eff 9/1/66—Rec'd 8/18/66.

7. PACKAGE PLANS
A—Daily 6:30-9 am & 4-6:30 pm.
B—All other times.

1 MINUTE

PER WK:	1 wk	5 wk	13 wk	26 wk	52 wk
1 TI:					
A	9.00	8.50	8.00	7.50	7.00
B	8.00	7.50	7.00	6.50	6.00
5 TI:					
A	8.00	7.50	7.00	6.50	6.00
B	7.00	6.50	6.00	5.50	5.00
10 ti					
A	7.50	7.00	6.50	6.00	5.50
B	6.50	6.00	5.50	5.00	4.50
30 ti					
A	7.00	6.50	6.00	5.50	5.00
B	6.00	5.50	5.00	4.50	4.00

10 seconds—50% of applicable 1-minute rate; not combinable.
20 seconds—80% of applicable 1-minute rate.

KUNO
1950

Tichenor Radio Group

NAB

Media Code 4 245 2675 7.00
KUNO Radio, Inc., Box 4722, Corpus Christi, Tex. 78408. Phone 512-884-5203.

STATION'S PROGRAMMING DESCRIPTION
KUNO: Programmed for general interest. Ethnic Spanish. AIR PERSONALITIES handle all segments. NEWS: 5 min every hour, 15 min news recap 10 pm. Weather line news 6 times daily, plus weather bulletins. AP news service. Local news. Live sport broadcasts. All sports. Soap operas in Spanish at 9:30 am, 10 am & 11 am. Latin music of all kinds. Man on the street program daily 5:45 pm. Live coverage of local social and civic events. Contact Representative for further details. Rec'd 7/12/67.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—J. F. Robards.
Station Manager—Luis Munos.
Sales Manager—Joe Yowell.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. non-directional.
Operating schedule: 19 hours daily. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10c, 14c.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60b, 60i, 61a, 62a, 62b.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: The Amigo Spanish Group, Tichenor Radio Group.

TIME RATES
No. GR 5 Rev. 8/1/71—Rec'd 7/30/71.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	17.00	16.00	15.00	14.00	13.00	12.00	11.00
20/30 sec	13.60	12.80	12.00	11.20	10.40	9.60	8.80
10 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50

7. PACKAGE PLANS

	1 min	20/30
1000 x	11.00	8.80

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1 x	125.00	75.00	50.00	37.50	31.25	25.00
13 x	118.75	71.25	47.50	35.63	29.69	23.75
26 x	112.50	67.50	45.00	33.75	28.13	22.50
52 x	109.38	65.63	43.75	32.81	27.35	21.88
104 x	106.25	63.75	42.50	31.88	26.56	21.25
156 x	100.00	60.00	40.00	30.00	25.00	20.00
260 x	93.75	56.25	37.50	28.13	23.44	18.75
312 x	87.50	52.50	35.00	26.25	21.88	17.50

10. SPECIAL FEATURES
NEWSCAST/WEATHERCAST

PER WK:	1 ti	3 ti	5 ti	10 ti
5 min	35	30	25	20

KZFM (FM)
1957

AVERY-KNODEL, INC.

NAB RAB NAFMB

Media Code 4 245 2690 6.00
Texas Media Group, Inc., 600 Broadway Bldg., Corpus Christi, Tex. 78401. Phone 512-883-3518.

STATION'S PROGRAMMING DESCRIPTION
KZFM (FM): Programmed for adults & older teens. MUSIC: 6 am-3 pm modern MOR; 3 pm-6 am modern rock. All segments include previous million-seller hits & album cuts. AIR PERSONALITIES handle all segments & feature listener participation phone conversations. NEWS: 2 person local news department. 24-hour weather service. Contact Representative for further details. Rec'd 3/6/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Roger Stoner.
Sales Manager—Clyde E. Bourke, Jr.
Program Director—Jim Allen.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
ERP 41,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 390 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12c, 13c, 14f.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 9/1/75—Rec'd 7/31/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 10 am-7 pm.
A—Mon thru Fri 7 pm-midnight; Sat & Sun 6-10 am & 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
CLASS AAA								
1 wk	10.50	10.00	9.50	9.00	8.75	8.50	8.25	8.00
4 wk	10.00	9.50	9.00	8.50	8.25	8.00	7.75	7.50
13 wk	9.50	9.00	8.50	8.00	7.75	7.50	7.25	7.00
26 wk	9.00	8.50	8.00	7.50	7.25	7.00	6.75	6.50
CLASS AA								
1 wk	9.50	9.00	8.50	8.00	7.75	7.50	7.25	7.00
4 wk	9.00	8.50	8.00	7.50	7.25	7.00	6.75	6.50
13 wk	8.50	8.00	7.50	7.00	6.75	6.50	6.25	6.00
26 wk	8.00	7.50	7.00	6.50	6.25	6.00	5.75	5.50
CLASS A								
1 wk	8.50	8.00	7.50	7.00	6.75	6.50	6.25	6.00
4 wk	8.00	7.50	7.00	6.50	6.25	6.00	5.75	5.50
13 wk	7.50	7.00	6.50	6.00	5.75	5.50	5.25	5.00
26 wk	7.00	6.50	6.00	5.50	5.25	5.00	4.75	4.50

B: A spots at applicable rate may be converted to B on a ratio of 4B's for each A.
30 sec: 80% of 1-min. 10 sec. 50% of 1-min.

7. PACKAGE PLANS
ROS
Option 1—50%AAA, 30%AA, 20%A. 6 am-midnight: AA rates.
Option 2—30%AAA, 30%AA, 40%A. 6 am-midnight: A rates.
Option 3—all spots between 6 am-8 pm: AA rates.
Option 4—all spots between 1 pm-1 am: AA rates.
Submitted by Roger Stoner.

CORSICANA (1 AM; 1 FM)
Navarro County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KAND
1937

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 2100 3.00
KAN-D-LAND, Inc., Box 959, 609 W. Seventh Ave., Corsicana, Tex. 75110. Phone 214-874-7421.

STATION'S PROGRAMMING DESCRIPTION
KAND: housewives days; teens evenings.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard C. Parker.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network.

TIME RATES
No. 19A Eff 6/1/74—Rec'd 10/2/74.
AAA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.
AA—Mon thru Fri 9 am-noon & 1-4 pm; Sat 9 am-noon.
A—Mon thru Fri 7 pm-midnight; Sat noon-Sun midnight.

6. SPOT ANNOUNCEMENTS

SPECI-FIED:	AAA 1 min	AAA 30 sec	A 1 min	A 30 sec	A 1 min	A 30 sec
1 x	7.40	5.60	6.10	4.55	5.10	3.85
39 x	6.90	5.25	5.60	4.20	4.70	3.50
52 x	6.50	4.90	5.20	3.85	4.20	3.15
156 x	6.10	4.55	4.70	3.50	3.70	2.80
260 x	5.90	4.40	4.40	3.30	3.50	2.60
312 x	5.60	4.20	4.20	3.15	3.25	2.45

10 sec: 30-sec rate less .50.

7. PACKAGE PLANS

PER MO:	Pkg 1 10 ti	Pkg 1 30 ti	Pkg 1 100+	Pkg 2 10 ti	Pkg 2 30 ti	Pkg 2 100+
1 min	5.60	5.20	4.70	4.90	4.55	4.15
30 sec	4.20	3.85	3.50	3.70	3.45	3.15

Pkg 1: Unspecified 40% AAA.
Pkg 2. TAP 25% AAA.
10 sec: 30-sec rate less .50.

KCIR (FM)
1972

Media Code 4 245 2112 6.00
D. K. Television, Inc., Rt. 1, Hwy. 22, Corsicana, Tex. 75110. Phone 214-872-2011.

STATION'S PROGRAMMING DESCRIPTION
KCIR (FM): Country music format.

1. PERSONNEL
General Manager—Dick Kearley.
3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 520 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 74A Eff 12/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

ROS:	1 min 6 ti	1 min 12 ti	1 min 18 ti	1 min 24 ti	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti	30 sec 24 ti
1 wk	3.75	3.25	2.75	2.25	3.00	2.75	2.20	1.80
13 wk	3.25	2.90	2.25	1.95	2.00	1.70	1.60	1.55
26 wk	3.00	2.75	2.15	1.85	1.85	1.60	1.50	1.45
52 wk	2.75	2.35	2.10	1.75	1.70	1.50	1.40	1.35

Fixed times, extra .50.

CRANE
Crane County—Map Location A-6
See SRDS consumer market map and data at beginning of the State.

KBSN
1959

Media Code 4 245 2125 0.00
Albert L. Crain, Box 116, Crane, Tex. 79731. Phone 915-558-3202.
Other address: Box 973, Odessa, Tex. 79760.

STATION'S PROGRAMMING DESCRIPTION
KBSN: Programmed entirely for adults.

1. PERSONNEL
Manager—Albert L. Crain.
3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6:15 am-0:00 pm Mon thru Sun. CST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff——Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS

	1x	104x	260x	312x	624x	1000x
1 min	2.50	2.25	2.00	1.75	1.50	1.25
30 sec	2.25	2.00	1.50	1.25	1.00	.75
15 sec	2.00	1.75	1.35	1.00	.75	.60

7. PACKAGE PLANS
1 ti, 30-sec, daily Mon thru Sat 29.00
1 ti, 15-sec, daily Mon thru Fri 19.50
10. SPECIAL FEATURES
Network News—5 min with 30-sec spot daily Mon thru Sat, per mo 75.00.
Weather, sports, Hymn of Hour, News—2-1/2 min with 30-sec spot daily, Mon thru Sat, per mo 39.00.

CROCKETT (1 AM; 1 FM)
Houston County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KIVY
1949

KIVY-FM
1969

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 2150 3.00
James H. Gibbs dba, The Pioneer Broadcasting Co., Box 1109, Crockett, Tex. 75835. Phone 713-544-2171.

STATION'S PROGRAMMING DESCRIPTION
KIVY: General interest with Emphasis on farm.

1. PERSONNEL
Gen'l Mgr. & Farm Dir.—James H. Gibbs.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6-8:30 am, noon-1 pm & 5-6 pm.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 5/1/75—Rec'd 6/4/75.
During simulcast times, 6-8:30 am, noon-1 pm & 5 & 6 pm, rates shown below should be doubled. Either station may be purchased at non-simulcast times at rates shown below.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	6.00	5.75	5.50	5.00	4.50
30 sec	4.80	4.60	4.40	4.00	3.60

Edited by James H. Gibbs.

CUERO
De Witt County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KCFH
1949

Subscriber to the NAB Radio Code
Media Code 4 245 2175 5.00
Norman Broadcasting Corp., Box 107, Rt. 4, Cuero, Tex. 77954. Phone 512-275-3430.

1. PERSONNEL
General Manager—Michael Yocum.

2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
500 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 MINUTE						
Flat	5.00	4.45	3.95	3.50	3.05	2.65
13 wk	4.70	4.15	3.70	3.25	2.80	2.50
26 wk	4.40	3.90	3.40	2.95	2.65	2.25
52 wk	4.10	3.60	3.15	2.80	2.40	2.10
30 SECONDS						
Flat	2.75	2.60	2.45	2.30	2.15	2.00
13 wk	2.60	2.45	2.30	2.15	2.00	1.90
26 wk	2.45	2.30	2.15	2.00	1.90	1.75
52 wk	2.30	2.15	2.00	1.90	1.75	1.65

DAINGERFIELD
Morris County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KEGG
1966

Media Code 4 245 2290 1.00
K.E.G.G. Broadcasting Co., Box 600, Daingerfield Dr., Daingerfield, Tex. 75638. Phone 214-645-3806.

STATION'S PROGRAMMING DESCRIPTION
KEGG: MUSIC: MOR, general popular, top 40.

1. PERSONNEL
Manager—C. S. Hays.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w.; 1560 kc. Clear channel. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time: payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Alamo Network.

TIME RATES
Eff——Rec'd 10/28/68

6. SPOT ANNOUNCEMENTS

	1x	52x	156+
1 min	3.00	2.75	2.50
30 sec	2.30	2.10	1.90
10 sec	1.80	1.65	1.50

DALHART (1 AM; 1 FM)
Dallam County—Map Location A-1
See SRDS consumer market map and data at beginning of the State.

KXIT
1948

Subscriber to the NAB Radio Code
Media Code 4 245 2225 3.00
Dalhart Broadcasters, Box 1350, Dalhart, Tex. 79022. Phone 806-249-4747.

1. PERSONNEL
Owner-Mgr.—Robert J. Beller.
2. REPRESENTATIVES
Southwest—Mario Messina Company.
3. FACILITIES
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6:45 am-local sunset. CST.
Partial simulcast operation. Simulcast newscasts only. For non-simulcast facilities see KXIT-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network, Alamo Network.
FM rate is 25% extra on both AM & FM.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/74—Rec'd 3/4/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	6 ti	13 ti	26 ti	50 ti	75+
1 min	4.00	3.50	3.00	2.75	2.50	2.25
30 sec	3.50	3.00	2.50	2.25	2.00	1.80

8. PROGRAM TIME RATES

PER MO:	1 ti	5 ti	9 ti	13 ti	17 ti	21 ti	25+
1 hr	37.50	33.50	30.00	28.00	25.00	23.50	21.00
1/2 hr	22.50	20.00	18.00	16.50	15.50	14.75	13.50
1/4 hr	14.00	12.50	11.00	9.75	9.00	8.25	7.50
5 min	9.50	8.00	7.00	6.25	5.50	4.75	4.00

KXIT-FM
1966

Media Code 4 245 2226 6.00
Dalhart Broadcasters, Box 1350, Dalhart, Tex. 79022. Phone 806-249-4747.
See affiliated AM station for additional information.

3. FACILITIES
ERP 750 w.; 95.9 mc.
Operating schedule: 8 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately except the newscasts. For simulcast facilities see KXIT.
5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 10/17/66.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	6 ti	13 ti	26 ti	50 ti	75+
100 wds	3.60	2.85	2.45	2.00	1.80	1.60
50 wds	3.00	2.40	2.00	1.65	1.45	1.25
Time caps	2.00	1.60	1.25	1.00	.85	.70

DALLAS (9 AM; 9 FM)

Plus 3 paid duplicate listings; plus 1 cross reference.

(including Grand Prairie, Highland Park)

Dallas County—Map Location F-5
See SMDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	100	65	90	52
B	70	60	70	50
C	70	58	70	45
D	60	36	60	42
AVERAGE	75	55	73	47

KAFM (FM)

1946
DALLAS

CBS/FM SALES

Media Code 4 245 2212 8.00
KRLD Corp., 7901 Carpenter Frwy., Dallas, Tex. 75247. Phone 214-634-1080.
See affiliated AM station for additional information.
AM facilities: KRLD.

STATION'S PROGRAMMING DESCRIPTION
KAFM (FM): Programmed for audience 18-49.
MUSIC: progressive rock, country, folk. COMMERCIAL POLICY: 8 commercial units with maximum of 4 musical interruptions per hour. Contact Representative for further details. Rec'd 2/24/75.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Bob Cooper.
Operations Manager—Geoffrey Dunbar.

2. REPRESENTATIVES
CBS/FM Sales.

2. FACILITIES
ERP 100,000 w.; 92.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,665 ft. above average terrain.

TIME RATES
No. 8 Eff 4/1/75—Rec'd 3/31/75.
AA—Mon thru Sun 3 pm-1 am.
A—Mon thru Sun 6 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 16 tl	AA 12 tl	AA 6 tl	A 18 tl	A 12 tl	A 6 tl
1 min	16	17	19	13	14	16
30/10 sec	14	15	17	11	12	14

B: 1 min, flat 6.00 B: 30/10 sec, flat 5.00

7. PACKAGE PLANS
ROS—6-1 AM

PER MO:	96 tl	72 tl	48 tl
1 min	1152	936	672
30 sec	960	792	576

Rate Protection: 30 days.
Edited by Bob Cooper.

KBOX

1952
DALLAS

A Group One Station

RAB

Media Code 4 245 2250 6.00
KBOX, Inc., 9900 McCree Rd., Dallas, Tex. 75238. Phone 214-245-3800.

1. PERSONNEL
President—Roger Berk.
Vice-Pres. & Gen'l Mgr.—Chester Maxwell.
General Sales Manager—Craig Magee.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 1480 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.
Contracts: 40a, 42c, 44a, 46, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70d, 71a, 72, 73b.
Prod. Services: 82.
FM facilities: KTLC.

TIME RATES
KBOX/KTLC COMBINATION
No. 10 Eff 8/15/75—Rec'd 8/4/75.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 5:30 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

	6 tl 1 min	6 tl 30 sec	12 tl 1 min	12 tl 30 sec	18 tl 1 min	18 tl 30 sec
AAA	75	60	70	56	65	52
AA	65	52	60	48	55	44
A	60	48	50	40	45	36

B: 50% of A.
30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
MAXIMUM IMPACT PLAN—1/4 AM/AAA, 1/4 PM/AAA, 1/4AA, 1/4A

	1 min	30 sec
12 tl	60	48
18 tl	55	44

30/20 sec: 80% of 1-min. 10 sec. 60% of 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
AM only: Deduct 15.00 for 1 min; 12.00 for 30 sec.
Submitted by Chester Maxwell.

KDTX (FM)

1965
DALLAS

Media Code 4 245 2260 5.00
Starr KDTX (FM), Inc., Box 7030, Dallas, Tex. 75209. Phone 214-350-5548.
Studio: 2727 Inwood Rd., Dallas, Tex. 75209.

STATION'S PROGRAMMING DESCRIPTION
KDTX (FM): Programmed for Christian community.
MUSIC: gospel/inspirational. Contact Representative for further details. Rec'd 8/1/74.

1. PERSONNEL
Sr. Vice-Pres./Radio—Dick Oppenheimer.
General Manager—Al Buttolph.
Program Director—Bob Easley.

2. REPRESENTATIVES
Harlan G. Oakes, Inc.
Starr Broadcasting Group, Inc.: See Rep. & S/O pages.

3. FACILITIES
ERP 100,000 w.; 102.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,550 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4b, 4d, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 21b, 22a, 30.
Contracts: 40c, 41.
Cancellation: 70b, 70d, 71a.
Prod. Services: 80, 82.

TIME RATES
Eff 10/23/71—Rec'd 1/19/72.

6. SPOT ANNOUNCEMENTS

	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	5.50	5.00	4.50	4.25	4.00
30 sec	4.50	4.00	3.50	3.25	3.00
GUARANTEED:	1 tl	6 tl	12 tl	18 tl	24 tl
1 min	9.00	8.50	8.00	7.50	7.00

6. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	6	12	18	36	72

13-wk minimum.

KEZT (FM)

1947
DALLAS

Media Code 4 245 2267 0.00
Crescent Communications Corp., 1401 S. Akard St., Dallas, Tex. 75215. Phone 214-741-5016.

STATION'S PROGRAMMING DESCRIPTION
KEZT (FM): MUSIC: General popular, including a mixture of film music, showtunes & popular standards.
NEWS: national, international, regional & local.
Stock market reports hourly. Rec'd 12/8/72.

1. PERSONNEL
Acting Manager—Bob E. Tripp.

3. FACILITIES
ERP 100,000 w.; 104.5 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 390 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. Payable 10th of following month.

5. GENERAL ADVERTISING see coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a.

TIME RATES
Eff 8/75—Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS
1 min 8.50 30 sec 6.50
11+ per wk, 20% discount.

10. SPECIAL FEATURES
Newscasts, extra 3.00.

KFWD (FM)

1947
FORT WORTH

Contemporary Album Hits

RAB

(This is a paid duplicate of the listing appearing under Fort Worth, Tex.)
Media Code 4 245 3325 5.00
KFW/D, Box 61111, Dallas/Fort Worth Airport, Tex. 75261. Phone 817-267-4411.

STATION'S PROGRAMMING DESCRIPTION
KFWD (FM): Programmed for young adults.
MUSIC: contemporary album hits. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
Partner—John S. Tyler.
General Sales Manager—Charles H. Strickland.
Prog. & Oper.—Johnnie Morgan.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.
Operating schedule: 24 hrs. daily. CST.
Antenna ht.: 1,420 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6b, 8.
Basic Rates: 20b, 22a.
Contracts: 46.
Comb.: Cont. Discounts: 62d.
Cancellation: 73a.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 5/1/75—Rec'd 4/7/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 tl	38	32	32	26	28	24
12 tl	34	28	28	22	24	20
18 tl	30	24	24	18	20	16
24 tl	26	20	22	14	16	12
30 tl	22	16	18	10	12	8

	1 min	30 sec
Mon thru Sun midnight-6 am, flat	7	6

(D)

KKDA

1955
GRAND PRAIRIE

Media Code 4 245 2288 6.00
Republic Broadcasting, Inc., Box 707, Grand Prairie, Tex. 75050. Phone 214-264-2304.

1. PERSONNEL
General Manager—Hymen Childs.
Operations Manager—Chuck Smith.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

2. FACILITIES
500 w. days; 730 kc.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 28c, 29a, 33b.
Contracts: 42a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.
Affiliated with ATA Radio Network.

TIME RATES
No. 4 Eff 1/19/72—Rec'd 2/8/72.
A—Drive Time Mon thru Sat 6-10 am & 3-7 pm.
B—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS
1 MINUTE

WK:	12 tl	18 tl	24 tl	30 tl	36 tl	42 tl	48 tl
A	32.50	33.00	32.50	21.50	21.00	20.50	29.50
B	26.00	25.00	24.50	24.00	23.00	22.50	22.00
	1x	26x	52x	104x	156x	260x	312x
Per yr	33.50	33.00	32.50	31.50	31.00	30.50	29.50

7. PACKAGE PLANS
ROS—1 MINUTE

	1 tl	6-12	18 tl	24 tl	30 tl	36 tl	42 tl	48 tl
Per wk	29.50	27.50	27.00	26.50	26.00	25.00	24.50	24.00

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

KLIF

1947
DALLAS

Independent

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2300 9.00
Fairchild, KLIF Inc., Radio Plaza, 2120 Commerce St., Dallas, Tex. 75201. Phone 214-747-9311.

1. PERSONNEL
Station Manager—Klee C. Dobra.
Sales Manager—James McCaffrey.
National Sales Coordinator—Lynn Cater.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
50,000 w. days, 5,000 w. nights; 1190 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28b, 28c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51e.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60i.
Cancellation: 70e.
Affiliated with Blair Represented Network.

TIME RATES
No. 29 Eff 8/1/75—Rec'd 7/23/75.
AAA—* Mon thru Fri 5:30-10 am & 3-8 pm; Sat 5:30 am-8 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 9 am-8 pm.
A—Mon thru Sat 8 pm-2 am.
(*) Rotate in all time equally.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
12 tl	70	60	58	49	53	44
18 tl	68	58	56	47	50	42
24 tl	66	56	54	45	48	40

1D's: 60% of 1-min.
Submitted by Lynn Cater.

(Dallas continued on next page)

Consistency:*
'73 O/N 12,800
'74 A/M 17,300
O/N 16,200
'75 A/M 19,100

Reliability:
Proven Format
Schulke/SRP

Delivers...

10AM-3PM
Women 25-49, #1
Women 18-49, #3
Women 18+, #1
Men 25-49, #3
Men 18-49, #3
Men 18+, #3
Adults 25-49, #2
Adults 18-49, #3
Adults 18+, #2

3-7PM
Women 25-49, #3
Women 18-49, #4
Women 18+, #2

7PM-Mid
Women 25-49, #2
Women 18-49, #2
Women 18+, #2
Adults 25-49, #3

(Efficiently)

KOAX
105 FM Dallas Fort Worth
AN ABLE COMMUNICATIONS STATION
Represented by Bolton/Burchill

*Dallas/Fort Worth MSA; M-S, 6AM-Mid, Total Persons 18+, AQH Trend.
Source: Apr/May Dallas/Fort Worth Arbitron Metro, M-S Avg. ¼ Hr. Subject to limitations of research.

KNOK KNOK-FM
FORT WORTH

Independent Black

City of license, Fort Worth, Texas.
Dallas—Box 422, 1614 Forest Ave., Dallas, Tex. Phone 214-421-4144.
See listing under Fort Worth, Texas.

Advertisement

TIME RATES
No. 15 Eff 9/1/73—Rec'd 10/9/73.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

	1x	26x	52x	104x	156x	260x	312x
1 min	30.00	29.50	29.00	28.50	28.00	27.50	27.00
30 sec	24.00	23.50	23.00	22.50	22.00	21.50	20.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
CLASS AAA—
MON THRU SAT 6-10 AM & 3-7 PM

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	26.00	25.50	25.00	24.50	24.00
30 sec	21.00	20.50	20.00	19.50	19.00

10 sec: 60% of 1-min.

FM ONLY

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	20.00	15.00	14.50	14.00	13.50	13.00
30 sec	16.00	12.50	12.00	11.50	11.00	10.50

10 sec: 60% of 1-min.
AM & FM pkgs combine to earn rate.

KNUS (FM)
1961
DALLAS

Media Code 4 245 2325 6.00
The McLendon Corporation. 1917 Elm St., Dallas, Tex. 75201. Phone 214-651-1010. TWX 910-861-4467.

1. PERSONNEL
Chairman-of-the-Board—B. R. McLendon.
President—Gordon B. McLendon.
General Manager—Bart McLendon.

2. REPRESENTATIVES
ABC FM Spot Sales, Inc.

3. FACILITIES
ERP 100,000 w.; 98.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 519 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25b, 25c, 29a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60l.
Cancellation: 70e.

TIME RATES
No. 8 Eff 8/27/73—Rec'd 8/27/73.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm.

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	35	28	30	24	25	20
12 ti	32	26	28	22	22	17
18 ti	30	24	26	21	20	16
24 ti	28	22	24	19	18	14

KOAX (FM)
1968
DALLAS

BOLTON | BURCHILL

NAFMB

An Able Station
Media Code 4 245 2350 4.00
Able Communications of Texas, Inc., Campbell Centre, Central Expwy. at Northwest Hwy., Dallas, Tex. 75206. Phone 214-369-1171.

STATION'S PROGRAMMING DESCRIPTION
KOAX (FM): Programmed for adults.
MUSIC: approximately 54 min each hour, consisting of standards, show tunes, film music & MOR primarily instrumental. NEWS: capsule at :60. COMMERCIAL POLICY: 6 commercial minutes per hour. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Irene B. Runnels.
Operations Manager—Ron Knowles.

2. REPRESENTATIVES
Bolton/Burchill International Ltd.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,560 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a.
Contracts: 40a, 41.
Comb.; Cont. Discounts: 60d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 7/1/75—Rec'd 7/3/75.
AAA—Mon thru Sat 10 am-3 pm.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—Mon thru Sun 7 pm-midnight; all other times. Wknd—Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

WK, EA:	1 min AAA	1 min AA	1 min A	1 min B	30 sec AAA	30 sec AA	30 sec A	30 sec B
6 ti	40	36	34	26	32	29	27	21
12 ti	38	34	32	24	30	27	25	19
18 ti	36	32	30	22	28	25	23	17

Fixed, extra 5.00.

7. PACKAGE PLANS

TAP, PER WK:	1 min	30 sec
I—18 ti (4AAA, 4AA, 4A, *3B, 3 wknd	495	396
II—12 ti (3AAA, 3AA, 3A, *3B or wknd)	360	288
†III—12 ti (6 Mon-Sat 6 am-7 pm, 6 *B)	300	240

(*) Mon thru Sun 7 pm-midnight.
(†) No guaranteed times.
Fixed, extra 5.00.
Edited by Irene B. Runnels.

KPBC
1947
DALLAS

NAB

Media Code 4 245 2362 9.00
Crawford Broadcasting Co., 1401 S. Akard St., Dallas, Tex. 75215. Phone 214-651-0022.

STATION'S PROGRAMMING DESCRIPTION
KPBC: MUSIC: sacred with majestic sound. Bridges between songs. Daily 1-hr. talk show 1-2 pm. NEWS: twice hourly. RELIGION: local & national religious programs, weekly & daily. World religious news & actualities. Rec'd 7/1/74.

1. PERSONNEL
President—Donald B. Crawford.
Station Manager—W. R. (Dick) Reed, II.

3. FACILITIES
1,000 w. days; 1040 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 12i, 13a, 14a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a.
Contracts: 40b, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 61a, 62b.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
Eff 5/1/75—Rec'd 5/1/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	13 ti	19+
1 min	14	12	11	10
30 sec	11	10	9	8

7. PACKAGE PLANS
SATURATION PLAN

	1 min	30 sec
150 per mo/50 per wk	8.00	6.40

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150	100	65	40	25
52 x	135	90	45	30	20
260 x	125	65	35	25	15

Edited by W. R. Reed, II.

KRLD
1926
DALLAS

Media Code 4 245 2375 1.00
KRLD Corp., Box 47201, 7901 Carpenter Frwy., Dallas, Tex. 75247. Phone 214-634-1080. TWX 214-631-1515.

STATION'S PROGRAMMING DESCRIPTION
KRLD: Programmed for broad appeal, emphasis 18-49.
MUSIC: general popular, MOR 9 am-4 pm. NEWS: 5:30-9 am & 4-6 pm. Talk 6-9:30 pm with listener participation. News & mystery show 9:30 pm-midnight. Music & news midnight-5:30 am. SPORTS: professional & college football; college basketball. Contact Representative for further details. Rec'd 12/12/74.

1. PERSONNEL
President—Philip R. Jonsson.
Exec. Vice-Pres. & Gen'l Mgr.—John C. Butler.
General Sales Manager—Al Lurie.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 1080 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

RATE PROTECTION
Rates guaranteed for 13 weeks from effective date of any increase providing advertising equalling weekly expenditure of 100.00 is actually running at time of effective date of increase, and providing broadcasts continue without interruption during rate protection period.

Adjacency spots between programs in 2 separate time classifications take higher rate.
FM facilities: KAFM (FM).
Affiliated with American Information Network.
Member: Texas State Network.

TIME RATES
Eff 12/1/74—Rec'd 11/26/74.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Sat 3-7 pm
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

	AAA	AA	A	B
1 ti	110	100	70	50
12 ti	100	90	65	45
18 ti	95	80	45	40

Fixed position: extra 15.00.
30 sec: 80% of 1-min.

CONSECUTIVE WEEK DISCOUNT
52 wk—5%. Applied as earned. Only consecutive weeks with expenditures of 100.00, or more, per week qualify for discounts.

KSCS
1948
FORT WORTH

NAB RAB NAFMB

Subscriber to the NAB Radio Code
(This is a paid duplicate listing appearing under Fort Worth, Tex.)
Media Code 4 245 3380 6.00
Capital Cities Communications, Inc., Box 1780, 2900 Barnett St., Forth Worth, Tex. 76101. Phone 817-536-1981. TWX 1-910-893-5069.

STATION'S PROGRAMMING DESCRIPTION
KSCS: MUSIC: C &W format with emphasis on country ballads & top-rated country songs. NEWS: at :60. Contact Representative for further details. Rec'd 5/30/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Warren Potash.
Station Manager—Ted Norman.
General Sales Manager—Guy Woodward.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 99,000 w. (horiz.), 99,000 w. (vert.); 96.3 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 1,680 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12b, 14b.
Basic Rates: 20b, 21b, 23a, 24c, 25a.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60l, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WBAP.
Affiliated with Eastman Radio Network.
Sold in combination with WBAP. See that listing.

TIME RATES
No. 3-N Eff 12/31/74—Rec'd 1/13/75.

6. SPOT ANNOUNCEMENTS
MON THRU SUN 6 AM-MIDNIGHT

PER WK:	1 ti	6 ti	12 ti
1 min	35	30	25
30 sec	28	24	20

(D)

KSKY
1941
DALLAS

Independent-Religious

Media Code 4 245 2400 7.00
Sky Broadcasting Service, Betel Stonelsigh, 2927 Maple Ave., Dallas, Tex. 75201. Phone 214-742-6163.

STATION'S PROGRAMMING DESCRIPTION
KSKY: Gospel programming. 6-11:45 am various church programs, ministers, teachers and evangelists. 11:45 am-noon news roundup, livestock report and stock market averages. Noon-2 pm ministers, teachers, and evangelists. 2-2:40 pm gospel music with western instrumentation. Farm news & weather 2:40-4 pm devotional and religious music, news and weather. 4-4:45 pm Bible teachers and evangelists. 4:50-5 pm news and commentary. 5-6 pm Bible teaching. 6 pm-sign-off spot programming with sacred music, news and weather. Final 15 min devoted to news: local, national, international, sports and stock market final. COMMERCIAL POLICY: alcoholic beverages & tobacco advertising unacceptable. Rec'd 6/29/70.

1. PERSONNEL
General Manager—Andy Bell.

3. FACILITIES
10,000 w. days; 660 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 21d, 23a, 24c, 28c, 32a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70c, 73.
Prod. Services: 80, 82.
Rates for periods longer than 30 minutes in exact proportion to the 30-minute rate.
Program contracts subject to cancellation on 14 days' prior written notice.

TIME RATES
No. 14 Eff 1/1/75—Rec'd 2/11/75.

6. SPOT ANNOUNCEMENTS
30 sec 7.20 10 sec 4.80

7. PACKAGE PLANS

WKLY SATURATION, ROS:	10 ti	20 ti	30+
30 sec	6.48	6.12	5.76
10 sec	3.24	3.06	2.88

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr	10 min	5 min
Flat	84.00	50.00	32.00	28.50
RELIGIOUS PROGRAMS				
Flat	63.00	38.00	23.50	21.00

KTLC
1965
DALLAS

RAB

A Group One Station
Media Code 4 245 2412 2.00
KBOX, Inc., 9900 McCree Rd., Dallas, Tex. 75238. Phone 214-348-3500.
See affiliated AM station for additional information.
AM facilities: KBOX.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,277 ft. above average terrain.

5. GENERAL ADVERTISING SEE coded regulations
Sold in combination with KBOX. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 3/17/75—Rec'd 3/21/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am & 7-10 pm.
A—BTA.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
6 ti	25	24	19	23	22	17
12 ti	23	22	18	21	20	16
18 ti	21	20	17	19	18	15

Fixed position, extra 3.00.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

KVIL KVIL-FM
1959 1960
HIGHLAND PARK HIGHLAND PARK-DALLAS

Buckley Radio Sales, Inc.

NAB RAB

A Fairbanks Station
Subscriber to the NAB Radio Code
Media Code 4 245 2425 4.00
Fairbanks Broadcasting Co. of Texas, Inc., Park Cities Bank Bldg., Dallas, Tex. 75205. Phone 214-526-8666.

STATION'S PROGRAMMING DESCRIPTION
KVIL: Programmed for adults and young adults.
MUSIC: pop standard music including current singles, albums and standards with young adult appeal. Air personality emphasis. NEWS: 2 mobile units. AP. 5 man local news staff, helicopter reports. COMMERCIAL POLICY: 12 commercial minutes per hour. Contact Representative for further details. Rec'd 3/14/75.

1. PERSONNEL
President—Richard M. Fairbanks.
Vice-Pres. & Gen'l Mgr.—David L. Spence.
Sales Manager—Jerry Bobo.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
1,000 w. days; 1150 kc. Directional.
Operating schedule: 5:30 am-local sunset. CST.
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Simulcast 5:30 am-local sunset.

4. AGENCY COMMISSION
15% time only.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
No. 1-C Eff 2/1/75—Rec'd 2/17/75.
AA—Mon thru Fri 5-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 7 am-7 pm; Sun 9 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 20/30	A 1 min	A 20/30	B 1 min	B 20/30
6 ti	65	52	55	44	40	32
12 ti	60	48	50	40	36	29
18 ti	55	44	45	36	33	26

C: 50% of B.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B—BTA

PER WK, EA:	12 ti	18 ti	24 ti
1 min	45	40	35
20/30 sec	36	32	28

Edited by Jerry Bobo.

(Dallas continued on next page)

Dallas—Continued

KZEW (FM)

1965
DALLAS

Subscriber to the NAB Radio Code
Media Code 4 245 2438 7.00
Belo Broadcasting Corp., Communications Center, Dallas, Tex. 75202. Phone 214-748-9838. TWX 910-861-4420.
See affiliated AM station for additional information.
AM facilities: WFAA.

STATION'S PROGRAMMING DESCRIPTION
KZEW (FM): Programmed to a general young adult & teen audience.
MUSIC: progressive rock. Live air staff interspersing topical comment & thoughts. Contact Representative for further details. Rec'd 5/29/75.

1. PERSONNEL
Sales Manager—Jim Stansell.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,680 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
TV facilities: WFAA-TV.

TIME RATES
No. 3 Eff 2/1/75—Rec'd 1/23/75.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6-10 am.
A—Mon thru Sun 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	45	36	40	33	36	29
12 ti	42	34	38	30	34	27
18 ti	41	33	36	29	32	26
24 ti	40	32	34	27	30	24

10 sec: 60% of 1-min.

WBAP

1922
FORT WORTH

NBC Radio Network

EASTMAN RADIO, INC.

RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Fort Worth, Texas.)
Media Code 4 245 5450 1.00
Capital Cities Communications, Inc., Box 1780, 3900 Barnett St., Fort Worth, Tex. 76103. Phone 817-536-1981. TWX 1-910-893-5069.

STATION'S PROGRAMMING DESCRIPTION
WBAP: MUSIC: country & western, modern & traditional. NEWS: 6 man staff with mobile units; 5 min network at :60; local at :30; 15 min newscasts at 7, 8 am, noon & 5 pm. SPORTS: pro baseball & football, college football & basketball, pro golf & others. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Warren Potash.
Station Manager—Ted Norman.
General Sales Manager—Guy Woodward.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
50,000 w.; 820 kc. Non-directional. Class 1-A clear channel.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12h, 14b.
Basic Rates: 20b, 21b, 23a, 24c, 25a.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: KSCS.
Affiliated with NBC.
Affiliated with Eastman Radio Network.

TIME RATES
WBAP/KSCS COMBINATION
No. 3 Eff 6/1/75—Rec'd 5/19/75.
AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-8 pm; Sat 5:30 am-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 5:30 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 9 ti	AAA 12 ti	AA 1 ti	AA 6 ti	AA 12 ti
1 min	165	160	155	140	125	120
30 sec	135	130	120	112	106	104

	A 1 ti	A 6 ti	A 12 ti	A 18 ti	B 1 ti	B 6 ti	B 12 ti	B 18 ti
1 min	115	110	105	100	85	80	75	70
30 sec	92	88	84	80	68	64	60	56

AM only: 1 min, deduct 25.00; 30 sec, deduct 20.00.

8. PROGRAM TIME RATES
AM ONLY
5 min—1-1/2x 1-min. 10 min—2x 1-min.

10. SPECIAL FEATURES
AM ONLY
FARM & RANCH AGRICULTURAL NEWS

1 MIN OR LESS:	1 ti	3 ti	6 ti
Mon thru Sat 5-6:30 am	110	105	100

Edited by Mary C. Downey.

(D)

WFAA

1922
DALLAS

KATZ RADIO

Subscriber to the NAB Radio Code
Media Code 4 245 2475 9.00
Belo Broadcasting Corp., Communications Center, Dallas, Tex. 75202. Phone 214-748-9831. TWX 910-861-4420.

STATION'S PROGRAMMING DESCRIPTION
WFAA: Programmed for adults & young adult life style.
MUSIC: contemporary MOR mixed with selected oldies. Personality DJ's. NEWS: local & mobile units. Contact Representative for further details. Rec'd 6/4/73.

1. PERSONNEL
President—Mike Shapiro.
Vice-Pres. & Gen'l Mgr.—John K. Dew.
Gen'l Sales Mgr.—Rod Barker.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
5,000 w.; 570 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b, 15e.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28c, 33a.
Contracts: 40c, 41, 42d, 45, 46, 47a, 48, 49, 50, 51a, 51h, 51c.
Comb.; Cont. Discounts: 60f, 60i, 60j, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
FM facilities: KZEW (FM).
Affiliated with Katz Radio Network.
Affiliated with American Entertainment Network.
Affiliated with CBS.

TIME RATES
No. 15 Eff 2/1/75—Rec'd 1/23/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	52	42	40	32	28	22
12 ti	45	38	36	29	26	21
18 ti	46	37	35	28	24	19
24 ti	44	35	32	26	22	18

10 sec: 50% of 1-min.

WRR

1920
DALLAS

NBC News & Information Service

AVCO RADIO SALES

Media Code 4 245 2500 4.00
City of Dallas, WRR Bldg., State Fair Grounds, Dallas, Tex. 75220. Phone 214-823-1310.

STATION'S PROGRAMMING DESCRIPTION
WRR: Programmed for adults.
News, telephone talk, sports, sports events. Major league baseball, professional hockey & soccer, college football. Morning report 6:30-9 am, noon report noon-1 pm, evening report 3:30-6 pm M-F. Network, UPI facilities, mobile news units. Contact Representative for further details. Rec'd 4/3/74.

1. PERSONNEL
General Manager—Edd Routt.
Sales Manager—Bill Whitley.
Managing Editor—Paul Pryor.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
5,000 w.; 1310 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 29a.
Contracts: 40a, 41, 44b, 46.
Cancellation: 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with NBC News & Information Service.
Affiliated with MBS
Affiliated with Avco Group Plan.

TIME RATES
No. 19 Eff 4/1/74—Rec'd 4/3/74.
AAA—Mon thru Fri 5-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 5 am-7 pm; Sun noon-7 pm.
A—Mon thru Sun 7 pm-midnight; Sun 5 am-noon.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1 wk 1 min	1 wk 30 sec	13 wk 1 min	13 wk 30 sec	26 wk 1 min	26 wk 30 sec	52 wk 1 min	52 wk 30 sec
Fixed	26	21	24	19	22	17	20	6
1 ti	24	19	22	17	20	15	18	14
12 ti	22	18	20	16	18	14	16	13
18 ti	20	16	18	14	16	12	14	11
CLASS AA								
Fixed	20	16	18	14	16	12	14	10
1 ti	19	15	17	13	15	11	13	9
12 ti	18	14	16	12	14	10	12	8
18 ti	17	13	15	11	13	9	11	7
CLASS A								
Fixed	14	11	12	9	---	---	---	---
6 ti	13	10	11	8	---	---	---	---
12 ti	12	9	10	7	---	---	---	---
18 ti	11	8	9	6	---	---	---	---

10. SPECIAL FEATURES
News—open & close plus 1-min spot 35.00

WRR-FM

1949
DALLAS

HERBERT E. GROSKIN & COMPANY

Media Code 4 245 2501 2.00
City of Dallas, WRR Bldg., State Fair Grounds, Dallas, Tex. 75226. Phone 214-823-1310.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WRR-FM: Classical music 24 hours daily. Contact Representative for further details. Rec'd 4/3/74.

1. PERSONNEL
Station Manager—Edward J. Hill.
Program Director—Margaret Moore.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
3. FACILITIES
ERP 100,000 (horiz.), 100,000 w. (vert.); 101.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 600 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Sold in combination with WRR. See that listing for rates.

TIME RATES
No. 8 Eff 9/1/73—Rec'd 4/3/74.
AAA—Mon thru Sun 7-11 pm.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 11 pm-1 am; Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 ti	AAA 6 ti	AAA 12 ti	AAA 18 ti	AA 1 ti	AA 6 ti	AA 12 ti	AA 18 ti
1 min	15	14	13	12	13	12	11	10
30 sec	12	11	10	9	10	9	8	7

	A 1 ti	A 6 ti	A 12 ti	A 18 ti
1 min	11	10	9	8
30 sec	8	7	6	5

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec
6 ti (1AAA, 2AA, 3A)	66	54
12 ti (2AAA, 4AA, 6A)	120	96
18 ti (3AAA, 6AA, 9A)	162	126

DEL RIO (2 AM; 1 FM)

Val Verde County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

KDLK

1946

Subscriber to the NAB Radio Code
Media Code 4 245 2525 1.00
Western Plains Broadcasting Co., Box 1489, 402 E. 4th St., Del Rio, Tex. 78840. Phone 512-775-9583.

1. PERSONNEL
General Manager—Albert M. Yanelli.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
250 w.; 1230 kc. Non-directional.
Operating schedule: 5:45 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
No. 5 Eff 11/1/74—Rec'd 2/27/75.
DRIVE TIME—6-9 am, 11 am-1 pm & 3-6 pm.
AA—10-11 am, 1-3 pm & 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

DRIVE TIME PER YR:	1x	50x	100x	250x	500x
1 min	6.00	5.75	5.50	5.00	4.50
30 sec	4.80	4.60	4.40	4.00	3.60
10 sec	3.00	2.85	2.75	2.50	2.25
CLASS AA—ROS					
1 min	5.25	5.00	4.75	4.25	3.75
30 sec	4.20	4.00	3.80	3.40	3.00
10 sec	2.65	2.50	2.35	2.15	2.00

10. SPECIAL FEATURES
LOCAL NEWSCASTS—AT :56

DAILY:	1 ti	2 ti	3 ti	4 ti
Per mo	60	100	120	150

Spanish programming—Mon thru Fri 6-8 pm. Drive Time rates apply.

KDLK-FM

1966

Subscriber to the NAB Radio Code
Media Code 4 245 2526 9.00
Western Plains Broadcasting Co., Inc., Box 1489, 402 E. 4th St., Del Rio, Tex. 78840. Phone 512-775-4941.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 94.3 mc.
Operating schedule: 5:45 am-midnight. CST.
Antenna ht.: 130 ft. above average terrain.

TIME RATES
Rates are identical to KDLK. See that listing.

KWMC

1967

Media Code 4 245 2535 0.00
Amistad Broadcasting Co., Box 1505, 210 Canal St., Del Rio, Tex. 78840. Phone 512-775-2591.

1. PERSONNEL
General Manager—Daniel R. McDuff.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-midnight.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Member: Alamo Network, Texas State Network.

TIME RATES
No. 4 Eff 7/1/70—Rec'd 6/24/70.
A—Mon thru Sat 6-9:30 am, noon-1:30 pm & 3:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A	1x	52x	104x	156x	260x	312x	500x
1 min	7.00	6.65	6.30	5.95	5.60	5.25	4.90
30/20 sec	5.60	5.30	5.00	4.75	4.50	4.20	2.90
10 sec	3.85	3.65	3.45	3.25	3.10	2.90	2.70
CLASS B							
1 min	6.30	6.00	5.70	5.35	5.00	4.70	4.40
30/20 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50
10 sec	3.45	3.30	3.10	2.95	2.80	2.60	2.40

Within 1/2 hr periods only.

7. PACKAGE PLANS
WEEKLY ROS PACKAGE
CLASS B
(1/3 Class A, if desired)

PER WK:	10 ti	20 ti	30 ti	40 ti
B rate	52x	104x	156x	260x

All spots combinable for frequency but ROS cannot be counted toward frequency on annual plan.

DENISON

Grayson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KDSX

Licensed as a Denison—Sherman, Tex. station.
See listing under Sherman, Texas.

KDSX-FM

Licensed as a Denison-Sherman, Tex. station.
See listing under Sherman, Texas.

DENTON (1 AM; 1 FM)

Denton County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KDNT

1938

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2625 9.00
Bass Bros. Telecasters, Inc., 235 W. Hickory, Denton, Tex. 76201. Phone 817-382-2552., Dallas, Ft. Worth. Phone 817-267-1440.

1. PERSONNEL
Gen'l & Sales Mgr.—James Boso.
Program Director—Terry Starnes.
2. REPRESENTATIVES
South—Riley Representatives.
3. FACILITIES
5,000 w. days, 500 w. nights; 1440 kc.
Directional—nighttime only.
Operating schedule: 5:30-1 am. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

TIME RATES
No. 16 Eff 8/1/75—Rec'd 7/31/75.
AAA—Mon thru Sat 6 am-7 pm; Sun noon-7 pm.
AA—Mon thru Sat 5-6 am & 7-9 pm; Sun 7 am & 7-9 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA YR: WK:	1x 1 ti	52x 6 ti	104x 12 ti	156x 18 ti	260x 24 ti	520x 36 ti	1040x 48+
1 min	8.00	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	6.00	5.50	5.25	5.00	4.50	4.00	3.50
CLASS AA							
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	5.00	4.50	4.00	3.75	3.25	3.00	2.75
CLASS A							
1 min	4.50	4.25	4.00	3.75	3.25	3.00	2.75
30 sec	3.75	3.50	3.25	3.00	2.50	2.25	2.00

Specified or fixed, extra 10%.
10 sec: 50% of 1-min.

7. PACKAGE PLANS
LUCKY 7 TAP

PER WK:	1 min	30 sec
12 ti (6AAA, 3AA, 3A)	5.50	4.00
18 ti (9AAA, 5AA, 4A)	5.00	3.75
24 ti (12AAA, 6AA, 6A)	4.50	3.50
36 ti (18AAA, 9AA, 9A)	4.00	3.25
48 ti (24AAA, 12AA, 12A)	3.50	2.75

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
% of 1-min	200	250	300	500	600

Submitted by James Boso.

(Denton continued on next page)

YOU ASKED FOR IT!

SRDS RADIO MARKET ESTIMATOR

And Now You've got it.

With the permission of the KATZ Radio Organization, we borrowed their style and technique to create a useful, top-150-market radio cost estimator for you in SRDS Spot Radio Rates & Data.

In fact, we've taken the KATZ technique a step further. We publish our RADIO MARKET ESTIMATOR every month and update the individual tables **whenever** there is a rate change for any one of the major stations in the market. That way you can be sure your estimates are always current, always useful.

You'll find the new SRDS RADIO MARKET ESTIMATOR positioned directly below the city of license or major city designation heading, for each of the top 150 markets. Eventually we will add other markets as you need them.

See for yourself if this new addition to SRDS Spot Radio Rates & Data doesn't save you time and trouble.

You asked for it and now you've got it . . . . RADIO MARKET ESTIMATOR in SRDS.

Standard Rate & Data Service, Inc.

the national authority serving TODAY'S media-buying function

R-1-UP

KDNT-FM
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2626 7.00
Bass Bros. Telecasters, Inc., 235 W. Hickory, Denton, Tex. 76201. Phone 817-382-2552. Dallas, Ft. Worth. Phone 817-267-1440.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w.; 106.1 mc.
Operating schedule: 5:30-1 am. CST.
Antenna ht., 294 ft. above average terrain.

TIME RATES
No. 75-1 Eff 4/7/75—Rec'd 5/29/75.
AAA—Mon thru Sat 6 am-7 pm; Sun noon-midnight.
AA—Mon thru Sat 5-6 am & 7-11 pm; Sun 7 am-noon & 7-11 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	104x	156x	260x	520x	1040x
WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48+
CLASS AAA							
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	5.00	4.50	4.00	3.75	3.25	3.00	2.75
CLASS AA							
1 min	4.50	4.25	4.00	3.75	3.25	3.00	2.75
30 sec	3.75	3.50	3.25	3.00	2.50	2.25	2.00
CLASS A							
1 min	3.50	3.25	3.00	2.75	2.25	2.00	1.75
30 sec	2.75	2.50	2.25	2.00	1.50	1.25	1.00

Specified or fixed, extra 10%.
Edited by James Boso.

DIBOLL (1 AM; 1 FM)
Angelina County—Map Location G-6
See SRDS consumer market map and data at beginning of the State

KSPL
1957

Country Music

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2675 4.00
Pineywoods Broadcasters, Box 336, Diboll, Tex. 75941. Phone 731-829-5597.

1. PERSONNEL
General Manager—Phil Parr.

2. FACILITIES
1,000 w.; 1260 kc. Non-directional.
Operating schedule: 24 hours. CST.
Partial simulcast operation. Simulcast 5:30 am-local sunset. For non-simulcast facilities see KSPL-FM.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 8/6/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 ti	3.25	2.00	1.25

10. SPECIAL FEATURES
News—minimum 20 per mo, ea 5

KSPL-FM
1960

RAB

Media Code 4 245 2676 2.00
Pineywoods Broadcasters, Box 336, Diboll, Tex. 75941. Phone 731-829-5597.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSPL-FM: Format: country and western.

3. FACILITIES
ERP 6,500 w.; 95.5 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 465 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KSPL.

TIME RATES
Eff———Rec'd 8/6/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti	2	1

10. SPECIAL FEATURES
News—minimum 20 per mo, ea 3

DIMMITT
Castro County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KDHN
1963

Subscriber to the NAB Radio Code
Media Code 4 245 2700 0.00
High Plains Broadcasting Co., Box 608, Dimmitt, Tex. 79027. Phone 806-647-3186.

1. PERSONNEL
General Manager—Jerry Marvin.

2. REPRESENTATIVES
Southwest—Mario Messina Company.

3. FACILITIES
500 w. days; 1470 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Member: Alamo Network.

TIME RATES
Eff———Rec'd 10/21/68.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75

WEEKEND RATE
(15 Sat & 15 Sun)
1 min. ea 4.50 30 sec, ea 3.00

10. SPECIAL FEATURES
1/4 hour news and spot adjacencies, extra 20%.

DUMAS (1 AM; 1 FM)
Moore County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KDDD
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 2725 7.00
Dumas Broadcasters Inc., Box 555, U. S. Hwy. 287, Dumas, Tex. 79029. Phone 806-935-4141.

STATION'S PROGRAMMING DESCRIPTION
KDDD: Country & western music.

1. PERSONNEL
General Manager—Ken Duke

3. FACILITIES
250 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KMRE.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/71—Rec'd 2/4/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	3.90	2.75	104 x	3.30	2.30
13 x	3.75	2.65	156 x	3.15	2.15
26 x	3.60	2.55	260 x	3.00	2.00
52 x	3.40	2.40	312 x	2.75	1.90

KMRE
(formerly KOOO-FM)
1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 2737 2.00
Dumas Broadcasters Inc., Box 555, U. S. Hwy. 287, Dumas, Tex. 79029. Phone 806-935-4141.
See affiliated AM station for additional information.
AM facilities: KDDD.

STATION'S PROGRAMMING DESCRIPTION
KMRE: Middle-of-the-road music.

3. FACILITIES
ERP 680 w.; 95.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 260 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 2/13/75.

6. SPOT ANNOUNCEMENTS

PER MO:	30 ti	60 ti	90 ti
1 min	2.50	2.25	2.00

EAGLE PASS (1 AM; 1 FM)
Plus 1 paid cross reference.
Maverick County—Map Location C-8
See SRDS consumer market map and data at beginning of the State.

KEPS
1957

Subscriber to the NAB Radio Code
Media Code 4 245 2750 5.00
Eagle Pass Broadcasters, Inc., Box 1123, Eagle Pass, Tex. 78852. Phone 512-773-9246.

STATION'S PROGRAMMING DESCRIPTION
KEPS: 100% for Mexican-American audience.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Kinsall.

2. REPRESENTATIVES
UBC Sales, Inc.

3. FACILITIES
1,000 w. days; 1270 kc.
Operating schedule: 6 am-6 pm daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KINL (FM).
Member: Alamo Network.

TIME RATES
No. 7 Eff 4/1/75—Rec'd 1/30/75.
AAA—Mon thru Sat 6-9 am & 4-6 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	312x	624x	936x	1248x
CLASS AAA							
1 min	4.80	4.50	4.00	3.60	3.30	3.00	2.70
30 sec	3.60	3.30	3.00	2.70	2.40	2.10	2.00
CLASS AA							
1 min	3.25	2.90	2.75	2.65	2.55	2.45	2.35
30 sec	2.00	1.90	1.65	1.40	1.25	1.10	1.00

(Eagle Pass continued on next page)

Eagle Pass—Continued

KINL (FM)

1971

Media Code 4 245 2785 1.00
Eagle Pass Broadcasters, Inc., Box AC, 127 Kilowatt Dr., Eagle Pass, Tex. 78852. Phone 512-773-9246.
See affiliated AM station for additional information.
AM facilities: KEPS.

STATION'S PROGRAMMING DESCRIPTION
KINL (FM): general popular music, news at :60.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Kinsall.

2. FACILITIES
ERP 3.000 w.; 92.7 mc. Stereo.
Operating schedule: 10 am-10 pm. CST.
Antenna ht.: 186 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 4/1/74—Rec'd 4/2/74.
AAA—Mon thru Sat noon-1 pm & 6-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	312x	624x	936x	1248x
CLASS AAA							
1 min	4.00	3.75	3.50	3.25	3.00	2.70	2.50
30 sec	2.40	2.25	2.10	2.00	1.90	1.80	1.75
CLASS AA							
1 min	3.00	2.75	2.50	2.25	2.00	1.90	1.75
30 sec	1.80	1.65	1.50	1.35	1.25	1.10	1.00

XEMJ

PIEDRAS NEGRAS, MEXICO
City of license, Piedras Negras, Coahuila, Mexico.
Box 206, Eagle Pass, Texas 78852.
U. S. Representatives:
Harlan G. Oakes, Inc.
Southwest—Riley & Associates.
Southeast—David Carpenter Company.
See listing in Medios Publicitarios Mexicanos under Piedras Negras, Coahuila, Mexico.

EASTLAND

Eastland County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KERC

1953

Media Code 4 245 2825 5.00
Box 590, Eastland, Tex. 76448. Phone 817-629-2821. Cisco phone 817-442-1590.

1. PERSONNEL
General Manager—James Staggs.

2. REPRESENTATIVES
Clyde Melville Company.

3. FACILITIES
500 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 6/1/72.

6. SPOT ANNOUNCEMENTS

PER YR:	39x	52x	104x	208x	312x	352+
30 sec	3.25	2.75	2.50	2.00	1.75	1.50

1 min: 30-sec rate plus .25.

7. PACKAGE PLANS

	30 sec
10 per day/4 days	50.00
5 per day/4 days	80.00
5 per day/2 days	17.50

1 min: 30-sec rate plus .10.

EDINBURG (1 AM; 2 FM)

Bidalgo County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KBFM (FM)

1971

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2837 0.00
KBFM, Inc., Box 1349, 311 W. University, Edinburg, Tex. 78539. Phone 512-383-4961.

STATION'S PROGRAMMING DESCRIPTION
KBFM (FM): Adult contemporary.

1. PERSONNEL
General Manager—G. H. Bason.

2. REPRSENTATIVES
Dallas—Selcom, Inc.

3. FACILITIES
ERP 100.000 w. (horiz.), 100.000 w. (vert.); 104.1 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 505 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contracts.

TIME RATES
No. 4 Eff 1/1/75—Rec'd 12/5/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-6 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	4 WK	26 WK	52 WK	AAA	AA	A	B
1 ti				11.50	10.50	9.50	8.50
5 ti				11.00	10.00	9.00	8.00
10 ti	30 ti	130x	250x	10.50	9.50	8.50	7.50
15 ti	50 ti	245x	450x	10.00	9.00	8.00	7.00
20 ti	70 ti	360x	650x	9.50	8.50	7.50	6.50
25 ti	90 ti	475x	850x	9.00	8.00	7.00	6.00
30 ti	110 ti	590x	950x	8.50	7.50	6.50	5.50
35 ti	130 ti	705x	1050x	8.00	7.00	6.00	5.00
40 ti	150 ti	820x	1250x	7.50	6.50	5.50	4.50

30 sec: 80% of 1-min.

7. PACKAGE PLANS
BTA—6 AM-MIDNIGHT

WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti
1 min	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	5.60	5.20	4.80	4.40	4.00	3.60	3.20

Edited by G. H. Bason.

KESI

1974

NAB RAB

Media Code 4 245 2843 0.00
Valley Broadcasters, Inc., Box 1638, N. State Hwy. 281. Edinburg, Tex. 78539. Phone 512-383-7478.
See affiliated AM station for additional information.
AM facilities: KUBV.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 490 ft. above average terrain.
Partial simulcast operation. Operated separately 5-5:45 am & 7-1 am. For simulcast facilities see KURV.

4. AGENCY COMMISSION
15/10 on/before 15th of month.

5. GENERAL ADVERTISING See coded regulations
Member: Voice of Valley Agricultural Radio Network.

TIME RATES
No. 2 Eff 4/1/75—Rec'd 4/28/75.

7. PACKAGE PLANS

	Per wk				Per mo			
ROS:	1 ti	10 ti	20 ti	30 ti	15 ti	30 ti	60 ti	100 ti
1 min	6.95	6.05	5.50	5.15	6.05	5.75	5.15	4.90
30 sec	5.25	4.55	4.16	3.90	4.55	4.30	3.90	3.65
DRIVE:								
1 min	8.70	7.40	6.95	.....	7.40	6.95	6.50	.....
30 sec	6.55	5.85	5.40	.....	5.85	5.40	4.90	.....

PER	30 sec				1 min			
YR:	52x	520x	1040x	1800x	52x	520x	780x	1320x
ROS	4.85	3.65	3.30	3.00	5.75	4.90	4.40	4.00
Drive	5.20	4.50	3.90	.....	6.95	6.05	(*)	.....

(*) 1040x 5.15.
15 sec: 75% of 30 sec.
1-day saturation 25 15-sec spots 75.00.
Submitted by Lloyd Hawkins.

KURV

1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 2850 3.00
KURV Radio, Box 1638, Edinburg, Tex. 78539. Phone 512-383-2777.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lloyd Hawkins.

2. REPRESENTATIVES
Southwest—Dean Cowart Representatives.

3. FACILITIES
250 w., 710 kc. Directional night only.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast farm, 5:45-7 am. For non-simulcast see KESI.

4. AGENCY COMMISSION
15% time only. 10% discount; payment by 15th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KESI.
Member: Voice of Valley Agricultural Radio Network.
Texas State Network.

TIME RATES
No. 7 Eff 4/1/75—Rec'd 4/28/75.

7. PACKAGE PLANS

	Per wk				Per mo			
ROS:	1 ti	10 ti	20 ti	30 ti	13 ti	30 ti	60 ti	100 ti
1 min	6.95	6.05	5.50	5.15	6.05	5.75	5.15	4.90
30 sec	5.25	4.55	4.10	3.90	4.55	4.30	3.90	3.65
DRIVE:								
1 min	8.70	7.40	6.95	.....	7.40	6.95	6.50	.....
30 sec	6.55	5.85	5.40	.....	5.85	5.40	4.90	.....

PER	30 sec				1 min			
YR:	52x	520x	1040x	1800x	52x	520x	780x	1320x
ROS	4.25	3.65	3.30	3.00	5.75	4.90	4.40	4.00
Drive	5.20	4.50	3.90	.....	6.95	6.05	(*)	.....

(*) 1040x 5.15
15 sec: 75% of 30 sec.
1-day saturation—50 15-sec spots 108.50.
Submitted by Lloyd Hawkins.

EDNA

Jackson County—Map Location F-8
See SRDS consumer market map and data at beginning of the State

KWBY

1971

Media Code 4 245 2865 1.00
Cosmopolitan Enterprises, Inc., Drawer FF, 4 mi. N. of U. S. 59 on St. 111, Edna, Tex. 77957. Phones 512-782-3515, 578-6771.

1. PERSONNEL
General Manager—Robert Boutin.

2. REPRESENTATIVES
Dallas—Paul Miller & Company.

3. FACILITIES
5,000 w. days: 1130 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

TIME RATES
Eff 1/1/74—Rec'd 2/1/74.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.50	6.00	5.50	5.00	4.50
30 sec	5.50	5.00	4.50	4.00	3.50
10 sec	3.25	3.00	2.75	2.50	2.25

Edited by Robert Boutin.

EL CAMPO (1 AM; 1 FM)

Wharton County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

KULP

1948

Media Code 4 245 2875 0.00
Bar-B Broadcasting, Inc., Box 1390, 515 E. Jackson St., El Campo, Tex. 77437. Phone 713-543-2303.

1. PERSONNEL
Sta. & Comm'l Mgr.—John W. Fox, III.

3. FACILITIES
500 w. days; 1390 kc. Non-directional.
Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accents AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 8/1/74—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	15x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.50	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	4.00	3.50	3.20	3.05	2.90	2.75	2.60	2.50

KULP-FM

1968

Media Code 4 245 2870 0.00
Bar-B Broadcasting, Inc., Box 1390, 515 E. Jackson, El Campo, Tex. 77437. Phone 713-543-2303.
See affiliated AM station for additional information.

3. FACILITIES
ERP 27,000 w.; 96.9 mc.
Operating schedule: 6 pm-midnight. CST.
Antenna ht.: 220 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to KULP. See that listing.

EL PASO (9 AM; 5 FM)

Plus 2 paid listings.
El Paso County—Map Location A-16
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-5 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	35	27	35	27
B	30	25	30	25
C	26	21	26	21
D	24	21	24	17
AVERAGE	29	24	29	24

KAMA

1972

Spanish

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 2888 5.00
KAMA Radio, Inc., 4141 Pinnacle St., El Paso, Tex. 79902. Phone 915-544-7600.

STATION'S PROGRAMMING DESCRIPTION
KAMA: Programmed 100% in Spanish for adults & young adults.
MUSIC: Mex-Tex. AIR PERSONALITIES handle all segments. NEWS: Local, regional, national & international at :15 & :45 via UPI wire service & local news staff. Programming includes weather, sports, & specials. Complete involvement in community affairs. Contact Representative for further details. Rec'd 2/5/73.

1. PERSONNEL
General Manager—Jack R. McVeigh, Sr.
General Sales Manager—Jack R. McVeigh, Jr.
Program Director—Mrs. Billie McVeigh.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
10,000 w. days; 1060 kc. Non-directional.
Operating schedule: Service-local sunset. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c 13c, 14c, 15a, 15b.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.
Contracts: 40a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 8/1/74—Rec'd 7/23/74.
Drive time—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
DRIVE TIME

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	30	28	24	22	20
30 sec	24	22	19	17	16
CLASS A					
1 min	25	23	21	19	17
30 sec	20	19	17	15	14

10 sec: 50% of 1-min. 45 sec: 85% of 1-min.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

7. PACKAGE PLANS

TAP:	12 ti	18 ti	24 ti
1 min	22	20	18
30 sec	18	16	15
10 sec	11	10	9

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	260x	312x	365x
1 hr	130	125	120	100	95	90
1/2 hr	80	75	70	60	57	54
1/4 hr	48	45	42	36	34	32
5 min	28	27	25	22	21	20

Edited by Jack R. McVeigh.

KELP

1947

NAB RAB

A John Walton Station
Media Code 4 245 2900 0.00
KELP, Box 12277, No. 5 Executive Park, El Paso, Tex. 79912. Phone 915-533-5911. TWX 910-964-1365.

STATION'S PROGRAMMING DESCRIPTION
KELP: Programming for general audience with emphasis on musical entertainment and news for adults & young adults.
MUSIC: general popular. AIR PERSONALITIES handle all segments. NEWS: 6 man news department with complete local & national resources deliver hourly newscasts. Frequent specials & documentaries. Drive time programming includes weather, sports, news & traffic advisory reports 6x/daily from skyplane. Contact Representative for further details. Rec'd 3/1/73.

1. PERSONNEL
General Manager—Robert Gourley.
Program Director—Bruce Brown.
Production Manager—Dieter Jester.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 920 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20a, 21b, 22b, 23a, 24c, 25a, 26a, 29b, 33a.
Contracts: 40a, 41, 45, 46.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 3 Eff 7/1/72—Rec'd 5/22/72.
AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	6 ti	12 ti	18 ti	24 ti	30 ti
AA	32.00	30.00	28.00	26.00	25.00
A	27.00	25.00	23.00	21.00	20.00
B	22.00	20.00	18.00	16.00	15.00
30 SECONDS					
AA	25.60	24.00	22.60	20.80	20.00
A	21.60	20.00	18.40	16.80	16.00
B	17.60	16.00	14.40	12.80	12.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PLAN:	I	II	III
PER WK:	12 ti	18 ti	24 ti
1 min	26.00	24.00	22.00
30 sec	20.80	19.20	18.40

8. PROGRAM TIME RATES
5 min—1-1/2x 1-min.

KEZB (FM)

1973

Media Code 4 245 2912 1.00
KHEY, Inc., 2419 N. Piedras, El Paso, Tex. 79930. Phone 915-566-9301.
See affiliated AM station for additional information.
AM facilities: KHEY.

STATION'S PROGRAMMING DESCRIPTION
KEZB (FM): Programmed for adults.
MUSIC: Approximately 52 min. each hour. Standards, show tunes, film music, and MOR primarily instrumental. NEWS: Capsule at :60. COMMERCIAL POLICY: 7 per hour. Contact Representative for further details. Rec'd 2/4/74.

1. PERSONNEL
Operations Director—Karen Linton.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 750 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 4a, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a.
Contracts: 40a, 41.
Comb.: Cont. Discounts: 60d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Sold in combination with KHEY. See that listing for rates.

TIME RATES
No. 1 Eff 3/1/74—Rec'd 2/12/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.
A—All other times.

(This listing continued on next page)

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	20	19	18	17
AA	18	17	16	15
A	10	9	8	7

20/30 sec: 80% of 1-min.

KHEY
1947

KATZ RADIO

Country

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 2925 3.00
KHEY Inc., 2410 N. Piedras, El Paso, Tex. 79930. Phone 915-546-9301.

STATION'S PROGRAMMING DESCRIPTION
KHEY: MUSIC: Country. NEWS: network & local. SPORTS: college football, horse races & other sports. FARM: director reports 5:15-6:15 am, farm calendar of local events, local farm news, national market summary, regional weather report, guest speakers, local county agents. Market summary 12:25-12:30 pm. Contact Representative for further details. Rec'd 9/30/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim R. Phillips.
Vice-Pres. & Nat'l Sales Mgr.—Gary Ackers.
Operations Manager—Jud Milton.
2. REPRESENTATIVES
Katz Radio.
3. FACILITIES
10,000 w.; 690 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a
Contracts: 40a, 44a, 45, 46, 47a, 51e.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a.
Prod. Services: 82.
FM facilities: KEZB (FM).
Affiliated with Katz Radio Network.
Affiliated with American Information Network.

TIME RATES
KHEY/KEZB (FM) COMBINATION
No. 4 Eff 2/1/75—Rec'd 1/23/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-1 am; Sun noon-1 am.
A—All other times (excluding farm).

6. SPOT ANNDUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	42	40	39	37
AA	33	32	31	30
A	20	18	17	16

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 5.00 per 1-min.

10. SPECIAL FEATURES
Farm—flat 30.00.

KINT
1959

Media Code 4 245 2950 1.00
The Taber Broadcasting Co., Inc., 6070 Gateway Blvd., E., El Paso, Tex. 79905. Phone 915-779-6471.
See affiliated FM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KINT: MUSIC: Rock. Contact Representative for further details. Rec'd 1/6/75.

3. FACILITIES
1,000 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KINT-FM.

TIME RATES
For simulcast rates see KINT-FM listing.

KINT-FM
1969

ROCK

Media Code 4 245 2951 9.00
The Taber Broadcasting Co., Inc., 6070 Gateway Blvd., E., El Paso, Tex. 79905. Phone 915-779-6471.

STATION'S PROGRAMMING DESCRIPTION
KINT-FM: MUSIC: Rock. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
President—James M. Taber.
Exec. V.-P. & Nat'l Sales Mgr.—Chuck Ashworth.
Operations Manager—Rish Wood.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,080 ft. above average terrain.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KINT.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28c, 29a, 30, 31, 33a.
Contracts: 40a, 41, 42b, 44b, 45, 46, 48, 51c.
Comb.; Cont. Discounts: 60a, 60f, 61c, 62d.
Cancellation: 70a, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 1/20/75—Rec'd 3/7/75.
I—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
II—All other times.

7. PACKAGE PLANS

PER WK, 30 SEC:	1 ti	7 ti	14 ti	21 ti	28+
I	13	11	10	9	8
II	11	9	8	7	6

1 min: Extra 2.00. 10 sec: 60% of 30-sec.

30 MALE PLAN
15 ti Mon thru Fri 6-10 am & 3-7 pm
5 ti Sat 6 am-7 pm
5 ti Mon thru Fri 10 am-3 pm
5 ti Sun 2-7 pm
30 ti, 30-sec, ea. 6.00

30 FEMALE PLAN
10 ti Mon thru Fri 6-10 am & 3-7 pm
7 ti Mon thru Fri 10 am-3 pm
8 ti Mon thru Sat 7-10 pm
5 ti Sun 2-7 pm
30 ti, 30-sec, ea. 5.00

YOUNG ADULT MALE & FEMALE PLANS
10/5 ti Mon thru Fri 6-10 am & 3-7 pm
8/4 ti Mon thru Fri noon-2 pm
8/4 ti Mon thru Sat 7 pm-midnight
6/8 ti Mon thru Sun midnight-2 am
6/8 ti Sat 6 am-7 pm
4/2 ti Sun 2-7 pm
42 ti, 30-sec, ea. 5.00
21 ti, 30-sec, ea. 7.00

MONTHLY PACKAGE

	50 ti	100 ti	150 ti	200 ti
30 sec	8	7	6	5

1 min—extra 2.00.
ROS—6 am-midnight scheduling 1/3, 6 am-noon; 1/3, noon-6 pm; 1/3 6 pm-midnight.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

KISO
1958

Media Code 4 245 2975 8.00
Mesa Radio, Inc., 444 Executive Center Blvd., El Paso, Tex. 79902. Phone 915-533-3404.

STATION'S PROGRAMMING DESCRIPTION
KISO: All news in drive times, information & telephone communication with air personalities using open telephone lines. NEWS: solid blocks of news 6-9 am, noon-1 pm, & 4-6 pm. Actualities broadcast as they are gathered. Network, UPI wire & UPI audio services. Rec'd 2/3/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—F. Daniel Marcy.
2. FACILITIES
1,000 w. days; 1150 kc.
Operating schedule: ——. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: KLOZ (FM).
Affiliated with CBS.

TIME RATES
Eff 8/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

PER MO.	1 ti	25 ti	50 ti	75 ti	101+
1 min	7.00	6.75	6.50	6.25	5.00
30 sec	5.80	5.55	5.80	5.05	4.80

Guaranteed 1/3 in drive time.
Guaranteed, extra 15%.

CONSECUTIVE WEEK DISCOUNT
12 wk—2-1/2% 26 wk—5% 52 wk—10%
Edited by F. Daniel Marcy.

KLOZ (FM)
1969

Media Code 4 245 2988 1.00
Mesa Radio, Inc., 444 Executive Center Blvd., El Paso, Tex. 79902. Phone 915-544-3500.
See affiliated AM station for additional information.
AM facilities: KISO.

STATION'S PROGRAMMING DESCRIPTION
KLOZ (FM): Programmed for adults.
MUSIC: country. NEWS: at :15 & :45 3 min headlines. SPORTS: professional baseball. Rec'd 5/5/75.

1. PERSONNEL
Station Manager—Jim Brady.
3. FACILITIES
ERP 28,000 w.; 102.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 1,160 ft. above average terrain.

TIME RATES
Eff——Rec'd 5/5/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti
1 min/less	6.00	5.75	5.50	5.25	5.00

1/3 guaranteed drive time.

CONSECUTIVE WEEK DISCOUNT
12 wk—2-1/2% 26 wk—5% 52 wk—10%
Edited by F. Daniel Marcy.

KPAS
1975

Media Code 4 245 3006 1.00
El Paso Broadcasting Corp., 3901 N. Mesa, El Paso, Tex. 79902. Phone 915-533-8211.

1. PERSONNEL
President—Michelle A. Haston.
Exec. Vice-Pres. & Gen'l Mgr.—George Faulder.
Chief Engineer—Morris Courtwright.
2. REPRESENTATIVES
J. C. Gates & Company.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mc.
Operating schedule: 5 am-midnight. MST.
Antenna ht.: 1,080 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 18g, 14a.
Basic Rates: 20b, 21b, 22b, 23b, 24c, 28a, 28c, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 50, 51a.
Comb.; Cont. Discounts: 60b, 62a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES
Eff ——— Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	260x
1 min	15.00	13.50	12.00	9.00
30 sec	11.25	10.50	9.00	6.75
10 sec	7.50	6.75	6.00	4.50

8. PROGRAM TIME RATES

	1x	13x	260x	312x	365x
1 hr	96.00	87.00	74.00	60.00	55.00
1/2 hr	63.00	54.00	48.00	42.00	32.00
1/4 hr	52.00	46.00	42.00	38.00	30.00
5 min	43.00	40.00	38.00	29.00	24.00
RADIO MINISTERIES					
1 hr	74.50	60.00	51.50	49.40	45.50
1/2 hr	42.00	33.50	27.50	26.50	25.50
1/4 hr	31.25	25.25	19.25	18.00	16.50
5 min	22.50	20.25	18.00	15.00	13.50

KROD
1940

Media Code 4 245 3025 1.00
Desert Horizons, Inc., 2201 Wyoming, El Paso, Tex. 79903. Phone 915-544-8864.

STATION'S PROGRAMMING DESCRIPTION
KROD: programmed for young adults & adults.
MUSIC: popular MOR, by 6 air personalities.
NEWS: 5-min at :30. 4 local newsmen; radio equipped mobile units; UPI news wire network. UPI audio. Editorials locally originated. Dog race results.
COMMERCIAL POLICY: 14 commercial minutes per hour with a maximum of 20 units per hour. Contact Representative for further details. Rec'd 9/30/74.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Irv Prell.
Program Director—Mel Snodgrass.
2. REPRESENTATIVES
Century National Sales.
Southwest—ERA Representatives.
3. FACILITIES
5,000 w.; 600 kc. Directional—night only.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Member: Southwest Radio Concept.

TIME RATES
No. 8N Eff 8/1/74—Rec'd 7/5/74.
Drive time—6-10 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS

	—Drive—			—All other times—		
PER WK:	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
1 min	26.00	24.00	23.00	21.00	20.00	19.00
30 sec	20.80	19.20	18.40	16.80	16.00	15.20

20 sec: 60% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3 DRIVE, 1/3 HSWFE, 1/3 NIGHT OR SUN

PER WK, EA:	9 ti	16 ti	24 ti
1 min	20.00	18.00	17.00
30 sec	16.00	14.40	13.60

20 sec: 60% of 1-min. 10 sec: 50% of 1-min.
Scheduled equally over 7 days & rotated within time classes.

10. SPECIAL FEATURES
5 min—1-1/2x 1-min. 10 min 2x 1-min.

KSET
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 3050 9.00
Rio Grande Broadcasting Co., Inc., Box 20000, 904 Magoffin St., El Paso, Tex. 79998. Phone 915-532-4979.

STATION'S PROGRAMMING DESCRIPTION
KSET: Programmed for adults.
MUSIC: instrumental & choral vocal renditions of current hits mixed with memorable tunes of past.
NEWS: network at :30, plus at :60 in drive times. 2 stock reports daily. All talk programs limited to 5 minutes. COMMERCIAL POLICY: 15 minutes product protection; maximum 2 spots per break. Contact Representative for further details. Rec'd 6/2/75.

1. PERSONNEL
Station Manager—Audrey Lewis.
Office Manager—Ed Hopper.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i, 60k, 61a, 62b.
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 4/1/75—Rec'd 6/2/75.
AAA—6-9:30 am & 3:30-7 pm.
AA—9:30 am-3:30 pm.
A—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	16.00	13.00	13.00	9.00	7.50	6.00
18 ti	14.00	11.00	11.00	8.00	7.00	5.50
30 ti	12.00	9.00	9.00	7.00	6.00	5.00
48 ti	10.00	7.00	7.00	5.00	5.00	3.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	10.00	9.50	9.00	8.25	7.00
30 sec	7.50	7.00	6.50	5.75	5.00
PER MO:	65 ti	86 ti	108 ti	130 ti	172 ti
1 min	9.00	8.00	7.00	6.00	5.00
30 sec	7.00	6.25	5.50	4.75	4.00

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER YR. 5 MIN:	52x	104x	156x	260x	312x
AAA	22	20	18	16	14
AA	18	16	14	12	10
A	12	11	10	9	8

AM/FM combinable for frequency discount.
Edited by Ed Hopper.

KSET-FM
1958

RAB

Media Code 4 245 3051 7.00
Rio Grande Broadcasting Co., Inc., Box 20000, 904 Magoffin Ave., El Paso, Tex. 79998. Phone 915-532-4979.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSET-FM: Programmed for adults.
MUSIC: instrumental & choral vocal renditions of current hits mixed with memorable tunes of past.
NEWS: 6, 9 am, noon, 6 pm. 1 stock market report daily. All talk programs limited to 5 minutes.
COMMERCIAL POLICY: 15 minutes product protection, maximum 2 spots per break. Contact Representative for further details. Rec'd 6/2/75.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.7 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 732 ft. above average terrain.

TIME RATES
No. 8 Eff 4/1/75—Rec'd 6/2/75.
AA—6 am-7 pm.
A—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER	—AA—				—A—			
WK:	6 ti	18 ti	30 ti	48 ti	6 ti	18 ti	30 ti	48 ti
1 min	9.00	8.40	7.20	6.00	7.50	7.00	6.00	5.00
30 sec	6.75	6.30	5.30	3.90	6.00	5.50	5.00	3.50

FM/AM combinable for frequency discount.
Edited by Ed Hopper.

KTSM
1929

AVERY-KNODEL, INC.

NAB

Media Code 4 245 3075 6.00
Tri-State Broadcasting Co., Inc., 801 N. Oregon, El Paso, Tex. 79902. Phone 915-532-5421. TWX 910-964-1829.

STATION'S PROGRAMMING DESCRIPTION
KTSM: News & information throughout day, network with emphasis on local news, weather, market reports, traffic & sports. Contact Representative for further details. Rec'd 7/22/75.

1. PERSONNEL
Vice-Pres. & Gen'l Sales Mgr.—John Phelan.
Executive Vice President—Jack Rye.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 1330 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. MST.
4. AGENCY COMMISSION
15%.

(This listing continued on next page)

El Paso—KTSM—Continued

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11a, 12a, 13a, 14g, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NRC.

TIME RATES
Eff 7/1/75—Rec'd 7/22/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Mon thru Fri 6 am-7 pm	10.00	5.00
Mon thru Fri 7 pm-1 am	5.00	2.50
Sat & Sun sign-on-sign-off	5.00	2.50

Equal rotating basis in proper time periods.
Submitted by Edward G. O'Berst.

KTSM-FM
1962

Media Code 4 245 3076 4.00
Tri-State Broadcasting Co., Inc., 801 N. Oregon St., El Paso, Tex. 79902. Phone 915-532-5421.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KTSM-FM: Programmed for adults 18-34.
MUSIC: solid gold, current & past hits from the 50's to the present. NEWS: 5-min local & regional at :08 in drive times. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 8/30/74.

8. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.9 mc. Stereo.
Operating schedule: 6-1 am, MST.
Antenna ht.: 1,820 ft. above average terrain.

TIME RATES
50% of AM rates. See that listing.
Submitted by Edward G. O'Berst.

X-ROK 80
150,000 watts
TSA...USA

XEROK
1936
CIUDAD JUAREZ, MEXICO

mcgavren-guild
pgw radio, inc.

RAB

(This is a paid listing.)
Media Code 4 245 3125 0.00
United States Sales Rights—World Broadcasting Corp., 101 Arizona Ave., El Paso, Tex. 79902. Phone 915-544-7876.

STATION'S PROGRAMMING DESCRIPTION
XEROK: 100% English language. Contemporary music. Contact Representative for further details. Rec'd 12/7/73.

1. PERSONNEL
General Manager—Ray Gardella.
Program Director—Bob Payton.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
150,000 w.; 800 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 on time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 29b, 30.
Contracts: 40a, 41, 44a, 46, 47a, 50, 51b.
Comb. Cont. Discounts: 60a, 60c, 60e, 60h, 60i.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 11 Eff 7/15/74—Rec'd 7/8/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-7 pm.
A—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	34	27	28	22	23	18
13 ti	30	24	25	20	20	16
18 ti	28	22	23	18	18	14
24 ti	26	21	21	17	16	13

Edited by Janice Perry.
(SO)

XEWG
1940
CIUDAD JUAREZ, MEX.

(This is a paid listing.)
Media Code 4 245 3145 7.00
Mike Ochotorena, Box 9534, El Paso, Tex. 79985.

STATION'S PROGRAMMING DESCRIPTION
XEWG: Programmed 100% in Spanish with heavy emphasis upon modern Latin music. Public service, weather and news capsules throughout day directed toward the Spanish speaking community. Air personnel handle all segments. COMMERCIALS translated free. Contact Representative for further details. Rec'd 7/20/67.

2. REPRESENTATIVES
UBC Sales, Inc.
New York, Chicago, Atlanta, Los Angeles, Southwest—Mario Messina Company.

3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL RATE POLICY
Translation: copy to Spanish without charge.
Entire schedule broadcast in Spanish.
All rates guaranteed 1 year from date of contract, with or without interruption when covered by duly signed contract.
Member: Latin Network.

TIME RATES
Eff 7/1/66—Rec'd 6/24/66.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	39+
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.60	8.80	8.00	7.20	6.40
10 sec	6.00	5.50	5.00	4.50	4.00

(SO)

FALFURRIAS
Brooks County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KPSO
1953
Media Code 4 245 3175 4.00
Regional Broadcasters, Inc., Box 309, Falfurrias, Tex. 78355. Phones 512-325-2112, 2311.

STATION'S PROGRAMMING DESCRIPTION
KPSO: Programmed for young adults and adults. Modern C & W in am, Spanish in pm.

1. PERSONNEL
General Manager—James Merrell.

3. FACILITIES
500 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 11/1/74—Rec'd 10/11/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	101+
1 min	4.50	4.00	3.75
30 sec	3.25	2.80	2.60
10 sec	2.25	2.00	1.75

FARWELL
Parmer County—Map Location A-8.
See SRDS consumer market map and data at beginning of the State.

KZOL
1958

Subscriber to the NAB Radio Code
Media Code 4 245 3200 0.00
The Best Broadcasting Co., Inc., Box 453, 205 9th St., Farwell, Tex. 79325. Phone 806-481-3318.

STATION'S PROGRAMMING DESCRIPTION
KZOL: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gil W. Paischke.

2. REPRESENTATIVES
Dallas—Paul Miller & Company.

3. FACILITIES
250 w.; 1570 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time only; payable 10th following billing on first.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Eff ——— Rec'd 8/1/71.

7. PACKAGE PLANS

	1 min			30 sec		
	50 ti	25 ti	15 ti	50 ti	25 ti	15 ti
1 wk	2.85	2.70	2.15	1.80	2.10	2.40
	150 ti	100 ti	50 ti	150 ti	100 ti	50 ti
1 mo	2.00	2.85	2.70	1.50	1.80	2.10

Cross references, call letter or representative logotypes, corporate or network identification logotypes, boldface title headings (group or programming or network identification) are paid advertising services.

R-TV-30x

FLOYDADA
Floyd County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KFLP
1951

Subscriber to the NAB Radio Code
Media Code 4 245 3225 7.00
Radio 9, 124 W. California St., Floydada, Tex., 79235. Phone 806-983-2841, 2842. Lubbock phone 806-747-7808.
Studio: 1415 W. 5th, Plainview, Tex. 79072. Phones 806-293-2546, 2547.

STATION'S PROGRAMMING DESCRIPTION
KFLP: Programmed for farming, ranching and general interests.

1. PERSONNEL
President—Bo Johnson.

2. REPRESENTATIVES
Mario Messina Company.
National Time Sales.

3. FACILITIES
250 w.; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Farm Radio Network, Alamo Network.

TIME RATES
No. 10 Eff 5/1/73—Rec'd 4/9/73.

6. SPOT ANNOUNCEMENTS

BTA:	10x	25x	50x	100x	200x	300x
1 min	5.25	4.95	4.65	4.50	4.35	4.20
30 sec	3.50	3.30	3.10	3.00	2.90	2.80

(CR)

FORT STOCKTON
Pecos County—Map Location A-6
See SRDS consumer market map and data at beginning of the State.

KFST
1954

Subscriber to the NAB Radio Code
Media Code 4 245 3250 5.00
KFST, Inc., Box 1327, Marathon Rd., Ft. Stockton, Tex. 79735. Phone 915-336-2228.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Hawkins.

2. REPRESENTATIVES
George T. Hopewell, Inc.
Southwest—Riley Representatives.
National Time Sales. (Spanish)

3. FACILITIES
250 w. days; 660 kc. Non-directional.
Operating schedule: ———.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
No. 5 Eff 4/1/70—Rec'd 8/6/70.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	312x	520x	624x
1 min	3.75	3.50	3.00	2.75	2.50	2.20	2.00
30 sec	3.00	2.80	2.50	2.30	2.10	1.70	1.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	3.10	2.85	2.70	2.60	2.50	2.30	2.20
30 sec	2.80	2.70	2.50	2.40	2.25	2.00	1.80

FORT WORTH (6 AM; 7 FM)
(including Arlington)
Tarrant County—Map Location E-4
See SRDS consumer market map and data at beginning of the State
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc, within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	130	80	105	50
B	35	30	35	34
C	28	28	34	28
D	25	28	28	25
AVERAGE	55	42	51	34

KAMC (FM)
1949
ARLINGTON

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 3262 0.00
Radio Arlington, Inc., Box 460, 2216 S. Cooper, Arlington, Tex. 76010. Phone 817-265-3101.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. D. (Dick) Osburn.
Sales Manager—Chuck May.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 666 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21b, 23a.
Contracts: 40a, 41, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 6/15/74—Rec'd 6/6/74.
AAA—3 pm-midnight.
AA—6 am-3 pm.
A—Midnight-6 am.

7. PACKAGE PLANS

	AAA		AA	
PER WK:	1 min	30 sec	1 min	30 sec
40+	13	10	11	9
20-39 ti	14	11	12	10
1-19 ti	15	12	13	11

CLASS A

1 min, flat	5	30 sec, flat 4

BOS/BTA

PER MO:	150 ti	100 ti	50 ti
1 min	8	9	10
30 sec	6	7	8

10. SPECIAL FEATURES

NEWS, PER WK:	6 ti	5 ti	3 ti
5 min (incl open close plus 2 30-sec spots)	18	19	20

3 min—applicable 30-sec rate.

KBUY
FORT WORTH
1946

RAB

A John Walton Station
Media Code 4 245 3275 2.00
A John Walton Station, Box 2049, Seminary South, Ft. Worth, Tex. 76115. Phone 817-926-5301.

STATION'S PROGRAMMING DESCRIPTION
KBUY: MUSIC: Modern country. NEWS: at :50 & :20 in drive times & :50 during other hours. Contact Representative for further details. Rec'd 1/20/75.

1. PERSONNEL
Owner—John B. Walton, Jr.
National Sales Manager—Ned Follis.
Sales Manager—Gary A. Bearer.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
50,000 w. days, 1,000 w. nights; 1540 kc.
Directional—separate pattern day and night.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast midnight-5 am. For non-simulcast facilities see KBUY-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b.
Basic Rates: 20b, 25a.
Contracts: 40a.
Contracts must be completed within 12 months.
Member: Texas State Network.

TIME RATES
Eff———Rec'd 1/20/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	CLASS AA					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	——
PER MO:	——	30 ti	45 ti	60 ti	75 ti	100 ti
1 min	18.00	17.00	16.00	15.00	14.00	13.00
30 sec	14.00	13.00	12.00	11.00	10.00	9.50
	CLASS A					
1 min	14.00	13.00	12.00	11.00	10.00	9.50
30 sec	9.00	8.50	8.00	7.50	7.00	6.50
	CLASS B					
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.00	6.50	6.00	5.50	5.00	4.50

Midnight-6 am: 50% of B.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	——
PER MO:	——	30 ti	45 ti	60 ti	75 ti	100 ti
1 min	13.00	12.00	11.00	10.00	9.00	8.50
30 sec	8.50	8.00	7.50	7.00	6.50	6.00

Submitted by Gary A. Bearer.

KBUY-FM
1964
FORT WORTH

Spanish Language

RAB

A John Walton Station
Media Code 4 245 3276 0.00
A John Walton Station, Box 2049, Seminary South, Fort Worth, Tex. 76115. Phone 817-924-4691. Dallas phone 214-429-1037.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KBUY-FM: Spanish language music, news & public affairs. Contact Representative for further details. Rec'd 1/20/75.

1. PERSONNEL
General Manager—Marcos Rodriguez.

2. REPRESENTATIVES
Avco Radio Sales.
Caballero Spanish Media, Inc.

3. FACILITIES
ERP 100,000 w.; 93.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 434 ft. above average terrain.
Partial simulcast operation. Operated separately 5 am-midnight. For simulcast facilities see KBUY.

(This listing continued on next page)

TIME RATES
Eff 1/1/75—Rec'd 1/20/75.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

PER WK:	1 ti	6 ti	10 ti	20 ti	30 ti	40 ti
1 min	20.00	19.00	17.00	15.00	14.00	12.00
30 sec	16.00	14.00	13.00	12.00	11.00	9.00
10 sec	10.00	9.50	8.50	7.50	7.00	6.00

Edited by Marcos Rodriguez.

KFJZ
1922
FORT WORTH
Independent
BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 5300 6.00
Texas State Network, Inc., Box 1317, 4801 W. Freeway Fort Worth, Tex. 76101. Phone 817-737-6631. TWX 817-891-8291.

1. PERSONNEL
General Manager—Floyd Shelton.
National Sales Manager—Ray Menefee.
Local Sales Manager—Jim Van Sickle.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1270 kc.
Directional—Same pattern all hours.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 6.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 42a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 61b, 61c.
Cancellation: 70e, 71a, 73a.
Affiliated with Blair Represented Network.
Member: Texas State Network.

TIME RATES
No. 27 Eff 12/1/73—Rec'd 11/30/73.
AAA—6-10 am, 3-7 pm; Sat 6 am-7 pm; Sun noon-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 7 pm-1 am; Sun 9 am-noon.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	Sta Br	1 min	Sta Br	1 min	Sta Br
6 ti	37	30	32	26	27	22
12 ti	35	28	30	24	25	21
18 ti	34	27	28	22	24	20
24 ti	33	26	27	21	23	19
30 ti	....	....	26	20	22	18

ID's: 60% of 1-min, when available.
Edited by Charles Jeffreys.

KFWD (FM)
1947
FORT WORTH
Contemporary Album Hits

RAB

Media Code 4 245 3325 5.00
KFWD, Box 61111, Dallas/Fort Worth Airport, Tex. 75261. Phone 817-267-4411.

STATION'S PROGRAMMING DESCRIPTION
KFWD (FM): Programmed for young adults.
MUSIC: contemporary album hits. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
Partner—John S. Tyler.
General Sales Manager—Charles H. Strickland.
Prog. & Oper.—Johnnie Morgan.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
EBP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.
Operating schedule: 24 hrs. daily. CST.
Antenna bt.: 1,420 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6b, 6.
Basic Rates: 20b, 22a.
Contracts: 46.
Comb.: Cont. Discounts: 62d.
Cancellation: 73a.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 5/1/75—Rec'd 6/7/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	38	32	32	26	23	24
12 ti	34	28	23	22	24	20
18 ti	30	24	24	18	20	16
24 ti	26	20	22	14	16	12
30 ti	22	16	18	10	12	8

	1 min	30 sec
Mon thru Sun midnight-6 am, flat	7	6

(D)

KJIM
1946
FORT WORTH

NAB

Media Code 4 245 3350 3.00
Ft. Worth KJIM, Inc., Box 7321, 2214 E. 4th St., Fort Worth, Tex. 76111. Phones 817-336-7175, Dallas 214-429-1630.

STATION'S PROGRAMMING DESCRIPTION
KJIM: Programmed for adults.
MUSIC: MOR, golden oldies featured each hour. NEWS: 5 min at :00 & :30, business news, sports news, editorials once a week & stock market reports hrly. Contact Representative for further details. Rec'd 5/27/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert C. Walke.
Sales Manager—Bob Bruton.
Program Director—Tom Casey.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
250 w. days; 870 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/6 on time only.

5. GENERAL ADVERTISING See coded regulations
General 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21b 22a, 22b, 23a, 24a, 24c, 28c, 31, 33a.
Contracts: 40c, 41, 45, 46, 50.
Comb.: Cont. Discounts: 60b, 60f, 62b.
Cancellation: 70a, 70c, 72.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 7/1/75—Rec'd 7/1/75.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	18	16	14	13	12
30 sec	16	14	11	10	9

10 sec: 50% of 1-min.
Fixed, extra 2.00.

7. PACKAGE PLANS

PER MO, BULK:	1 min	30 sec
100 ti	11	8

ANNUAL CONTRACT DISCOUNT
52 wk—5%
Edited by R. C. Walke.

KNOK 1946 KNOK-FM 1946
FORT WORTH
Independent Black

NAB

Media Code 4 245 3375 0.00
KNOK Broadcasting Co., Inc., Box 7116, 3601 Kimbo Rd., Fort Worth, Tex. 76111. Phone 817-831-1278. Dallas office: Box 432, 1914 Forest Ave., Dallas, Tex. 75202. Phone 214-421-4144.

STATION'S PROGRAMMING DESCRIPTION
KNOK: Programmed for Negro listener.
MUSIC: rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: at :15 & :45; 3 man news staff; community oriented; heavy emphasis on community affairs. Broadcast public service requests, participates in fund drives for various community activities. Contact Representative for further details. Rec'd 8/1/71.

1. PERSONNEL
President—Stuart J. Hepburn.
Station Manager—Dean McClain.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
South—Bernard I. Ochs Co.

3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna bt.: 445 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 6.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24a, 26, 28c, 29a.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60b, 60i, 62d.
Cancellation: 70a, 70c, 71b, 73, 73a.
Prod. Services: 81, 82.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 15 Eff 9/1/73—Rec'd 10/9/73.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

	1x	26x	52x	104x	156x	260x	312x
1 min	30.00	29.50	29.00	28.50	28.00	27.50	27.00
30 sec	24.00	23.50	23.00	22.50	22.00	21.50	20.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
CLASS AAA—MON THRU SAT
6-10 AM & 3-7 PM

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	26.00	25.50	25.00	24.50	24.00
30 sec	21.00	20.50	20.00	19.50	19.00

10 sec: 60% of 1-min.

FM ONLY—ROS—MON THRU SUN

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	20.00	15.00	14.50	14.00	13.50	13.00
30 sec	16.00	12.50	12.00	11.50	11.00	10.50

10 sec: 60% of 1-min.
AM & FM pkgs combine to earn rate.

(CR)

KPLX (FM)
1962
FORT WORTH

RAB

A Susquehanna Station
Media Code 4 245 3377 6.00
Radio Metroplex Inc., 6465 Spur 303, Fort Worth, Tex. 76112. Phone 817-429-0995.

STATION'S PROGRAMMING DESCRIPTION
KPLX (FM): Programmed for adults.
MUSIC: MOR. Standards, current popular, show tunes programmed in quarter hour uninterrupted segments. NEWS: at :60 with stock market update, sports & weather. COMMERCIAL POLICY: 8 commerical availabilities per hour. Contact Representative for further details. Rec'd 4/22/74.

1. PERSONNEL
Vice-President—A. W. Carlson.
General Manager—Wally Tucker.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Susquehanna Broadcasting Co.: See Rep & S/O pages.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 750 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 49, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 6/15/75—Rec'd 6/6/75.
AAA—Mon thru Sat 9 am-3 pm.
AA—Mon thru Sat 5:30-9 am & 3-7 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	22	18	20	16	14	11
12 ti	20	16	18	14	12	10
18 ti	18	14	16	13	10	8

10. SPECIAL FEATURES
News—Applicable rate plus 2.00.
Edited by Wally Tucker.

KSCS
1948
FORT WORTH

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 3380 0.00
Capital Cities Communications, Inc., 3900 Barnett St. Fort Worth, Tex. 76103. Phone 817-536-1981. TWX 1-910-893-5069.

STATION'S PROGRAMMING DESCRIPTION
KSCS: MUSIC: C & W format with emphasis on country ballads & top-rated country songs. NEWS: at :60. Contact Representative for further details. Rec'd 5/30/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Warren Potash.
Station Manager—Ted Norman.
General Sales Manager—Guy Woodward.

2. REPRESENTATIVES
Eastman Radio, Inc.

5. FACILITIES
ERP 99,000 w. (horiz.), 99,000 w. (vert.); 96.3 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 1,680 ft. above average terrain.

4. AGENCY COMMISSION
15/0: 10th of following month.

5. GENERAL ADVETISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12b, 14b.
Basic Bates: 20b, 21b, 23a, 24c, 25a.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.: Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WBAP.
Affiliated with Eastmen Radio Network.
Sold in combination with WBAP. See that listing.

TIME RATES
No. 3-N Eff 12/31/74—Rec'd 1/13/75.

6. SPOT ANNOUNCEMENTS
MON THRU SUN 6 AM-MIDNIGHT

PER WK:	1 ti	6 ti	12 ti
1 min	35	30	25
30 sec	38	24	20

(D)

KWXI (FM)
1839
FORT WORTH

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3386 7.00
First Ill. Cable TV, Inc., dba Texas State Network Inc., 4801 W. Freeway, Fort Worth, Tex. 76101. Phone 817-737-6631. TWX 817-891-8291.

STATION'S PROGRAMMING DESCRIPTION
KWXI (FM): MUSIC: MOR. Contemporary MOR hits with standards. NEWS: at :60. Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stan Wilson.
Vice-Pres. & Gen'l Sales Mgr.—Ray Menefee.
Station Manager—Don La Chance.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,302 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent; due when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 6.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 61b.
Cancellation: 70e, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
No. F Eff 3/1/73—Rec'd 3/15/73.

6. SPOT ANNOUNCEMENTS
MON-FRI 6-10 AM & 3-7 PM

PER WK:	1 ti	10 ti	20 ti	30 ti
1 min	14	13	12	11
30 sec or less	12	11	10	9
MON-FRI 10 AM-3 PM & 7-9 PM; SAT & SUN 6 AM-9 PM				
1 min	12	11	19	9
30 sec or less	10	9	8	7
MON-SUN 9 PM-1 AM				
1 min	11	10	9	8
30 sec or less	9	8	7	6

10. SPECIAL FEATURES
1/4-hr newscasts—7:30 am, ea 25.00. Incl open & close plus 2 1-min spots.

KXOL
1946
FORT WORTH

NAB RAB

A Sigmor Station
Media Code 4 245 3425 3.00
KXOL Metro Broadcasting Co., Box 2287,, 1705 W. 7th St., Fort Worth, Tex. 76101. Phone 817-335-4841.

STATION'S PROGRAMMING DESCRIPTION
KXOL: Targeted for adults 18-49.
MUSIC: contemporary adult. Air personalities, live remote broadcasts, continuing audience promotions. NEWS: emphasis on news with 10 min local & network casts at 6:30, 7:30 am, noon, 4:30, 5:30 pm. Network, 3 mobile news units. Contact Representative for further details. Rec'd 7/31/75.

1. PERSONNEL
President—Tom E. Turner, Sr.
General Manager—Richard L. Morrison.
Program Director—Mike Lucas.

2. REPRESENTATIVES
Meeker Radio, Inc.
South—Contact station direct.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1360 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.

6. AGENCY COMMISSION
15/0 time only.

3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 9.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21b, 23a, 28a, 33d.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a.
Comb.: Cont. Discounts: 60e, 61b.
Cancellation: 70a, 70c, 71a, 73b.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 23 Eff 7/1/75—Rec'd 6/2/75.
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Sat 5-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	30	24	20	16	15	12
6 ti	28	22	19	15	14	11
12 ti	26	20	18	14	13	10
18 ti	24	18	17	13	12	9
24 ti	22	16	16	12	11	8
30 ti	20	14	15	11	10	7

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	17	16	15	14	13
30 sec	14	13	12	11	10

MONTHLY PLAN—6 AM-MIDNIGHT—BTA
1 min, minimum 50.... 13 30 sec, minimum 50.... 10
Midnight-6 am—30 ti, 1 per hr, per wk 75.00.
Edited by Richard Morrison.

WBAP
1922
FORT WORTH
NBC Radio Network
EASTMAN RADIO, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 3450 1.00
Capital Cities Communications, Inc., 3900 Barnett St., Fort Worth, Tex. 76103. Phone 817-536-1981. TWX 1-910-893-5069.

STATION'S PROGRAMMING DESCRIPTION
WBAP: MUSIC: country & western, modern & traditional. NEWS: 6 man staff with mobile units; 5 min network at :60; local at :30; 15 min newscasts at 7, 8 am, noon & 5 pm. SPORTS: pro baseball & football, college football & basketball, pro golf & others. Contact Representative for further details. Rec'd 8/30/74.

(This listing continued on next page)

TEXAS

Fort Worth—W B A P—Continued

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Warren Potash.
Station Manager—Ted Norman.
General Sales Manager—Guy Woodward.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
50,000 w.; 820 kc. Non-directional. Class 1-A clear channel.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 10c, 11c, 12b, 14b.
Basic Rates: 20b, 21b, 23a, 24c, 25a.
Contracts: 40a, 41, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73e.
Prod. Services: 80, 82.
FM facilities: KSCS.
Affiliated with NBC.
Affiliated with Eastman Radio Network.

TIME RATES
WBAP/KSCS COMBINATION
No. 2 Eff 6/1/75—Rec'd 5/19/75.
AAA—Mon thru Fri 5:30-10 am.
AA—Mon thru Fri 3-8 pm; Sat 5:30 am-8 pm.
A—Mon thru Fri 10 am-3 pm; Sun 5:30 am-8 pm.
B—Mon thru Sun 8 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	1 ti	6 ti	12 ti	1 ti	6 ti	12 ti
1 min	165	160	155	140	135	130
30 sec	135	130	120	112	108	104

	A				B			
	1 ti	6 ti	12 ti	16 ti	1 ti	6 ti	12 ti	16 ti
1 min	115	110	105	100	85	80	75	70
30 sec	92	88	84	80	68	64	60	56

AM only: 1 min, deduct 25.00; 30 sec, deduct 20.00.

8. PROGRAM TIME RATES
AM ONLY
5 min—1-1/2x 1-min. 10 min—2x 1-min.

10. SPECIAL FEATURES
AM ONLY
FARM & RANCH AGRICULTURAL NEWS

1 MIN OR LESS:	1 ti	3 ti	6 ti
Mon thru Sat 5-6:30 am	110	105	100

Edited by Mary C. Downey.

(D)

FREDERICKSBURG (1 AM; 1 FM)

Gillespie County—Map Location D 7
See SRDS consumer market map and data at beginning of the State.

KNAF 1947 / KNAF-FM 1971

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3475 8.00
Gillespie Broadcasting Co., Box 311, 203 W. Main St., Fredericksburg, Tex. 78624. Phone 512-997-2197.
1. PERSONNEL
Pres. & Mgr.—Norbert Fritz.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 650 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network. Alamo Network.

TIME RATES
No. 4 Eff 3/1/72—Rec'd 7/20/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
1 min	4.75	4.50	4.30	4.05	3.80	3.50
30/20 sec	3.65	3.50	3.30	3.10	2.95	2.70
10 sec	3.10	2.95	2.75	2.60	2.40	2.25

7. PACKAGE PLANS

PER WK, RDS:	10 ti	20 ti	30 ti	40 ti
Rate	52x	104x	156x	312x

1/3 in Drive Time if desired.
All spot combine for frequency, ROS cannot be counted toward frequency on annual plan.

FREEPORT

Brazoria County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

See Lake Jackson-Freeport

GAINESVILLE (1 AM; 1 FM)

Cooke County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KGAF 1947

Media Code 4 245 3525 0.00
First IV Media, Inc., Box 368, Radio Hill, Training School Rd., Gainesville, Tex. 76240. Phone 817-665-5546.
1. PERSONNEL
General Manager—Ed. C. Hinkle.
2. REPRESENTATIVES
Dean Cowart Representatives.
3. FACILITIES
250 w days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KGAF-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
No. 103 Eff 2/1/75—Rec'd 2/28/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—Mon thru Sat 9 am-noon & 1-4 pm.

6. SPOT ANNOUNCEMENTS

	1x	100x	300x	500x	700x	1000x	3000x
CLASS AA							
1 min	6.65	6.35	5.75	5.35	4.90	4.55	4.15
30 sec	5.40	4.80	4.25	3.95	3.65	3.35	3.20
10 sec	3.60	3.20	2.85	2.65	2.30	2.15	2.05
CLASS A							
1 min	5.70	5.00	4.45	4.20	3.95	3.65	3.40
30 sec	4.25	3.75	3.40	3.20	2.95	2.75	2.55
10 sec	2.85	2.65	2.25	2.10	1.95	1.85	1.70

7. PACKAGE PLANS

ROS:	10 ti	25 ti	50 ti	100 ti
1 min	50.00	95.00	175.00	282.00
30 sec	37.50	72.00	126.50	210.00
10 sec	26.00	49.00	83.50	140.00

Between 6 am-6 pm within 7 consec days.
Edited by Ed C. Hinkle.

KGAF-FM 1958

RAB

Media Code 4 245 3526 8.00
First IV Media, Inc., Box 368, Radio Hill, Training School Rd., Gainesville, Tex. 76240. Phone 817-665-5546.
See affiliated AM station for additional information.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 400 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KGAF.
5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network.

TIME RATES
No. 103 Eff 2/1/75—Rec'd 2/7/75.

6. SPOT ANNOUNCEMENTS

	1x	100x	300x	500x	700x	1000x	3000x
	6 PM-MIDNIGHT						
1 min	2.85	2.65	2.30	2.15	1.95	1.85	1.70
30 sec	2.25	2.10	1.85	1.70	1.55	1.40	1.30
10 sec	1.95	1.80	1.55	1.40	1.30	1.25	1.15

Edited by Ed C. Hinkle.

GALVESTON (2 AM; 1 FM)

Galveston County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KGBC 1947

NAB

Media Code 4 245 3550 6.00
Harbor Broadcasting Co., Inc., Box 1138, Galveston, Tex. 77550. Phone 713-744-4567. Houston phone 713-488-6482.

STATION'S PROGRAMMING DESCRIPTION
KGBC: Women's commentator aired from 10-10:40 am, M-F, with interviews, reports from throughout world & discussion of vital issues relating to women. NEWS: 3 newsmen, including director; major newscast periods 6:30-8:20 am, noon-12:35 & 5-6:35 pm; 5-min national & 5-min local at :60 with highlights at :30; weather on quarter hours; official hurricane station. PUBLIC SERVICE: staff members in all local service clubs. Community bulletin board hourly reporting activities of local clubs. Contact Representative for further details. Rec'd 7/10/72.
1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr. — Vandy Anderson.
Chief Engineer—Luke Stripling.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1540 kc.
Directional—nighttime only.
Operating schedule: 5:30-1 am. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 46, 47a.
Cancellation: 71a, 73a.
Affiliated with American Information Network.

TIME RATES
Eff 10/1/74—Rec'd 1/3/75.
AA—Mon thru Fri 6-9 am, noon-1 pm & 4-6 pm.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	15	14	13	12	11	10

30 sec: 75% of 1-min. 10 sec: 60% of 1-min.
Fixed position: 1-min, extra .50; 30-sec .25.

7. PACKAGE PLANS
SATURATION PLAN—BTA

PER WK, EA:	15 ti	25 ti	50 ti
1 min	12.00	10.00	9.00
30 sec	8.00	7.50	6.00

Fixed position: 1-min, extra .50; 30-sec .25.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	100	----	80	----	60	----
5 min	35	34	33	32	31	30

10. SPECIAL FEATURES
Francis K. Harris Show—12.00 daily, quarterly 55.00 per wk.
Soul Session—7-11 pm, 1-min 8.00; 1/2 hr 75.00.

KILE 1922

NAB

Media Code 4 245 3575 5.00
Galveston Radio, Inc., Box 1441, Galvez Hotel, Galveston, Tex. 77550. Phone 713-762-8434.
1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Wiseheart.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Dallas—Biley Representatives.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 27, 28a, 29a, 30.
Contracts: 40a, 42a, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Texas State Network.

TIME RATES
No. 13 Eff 7/1/72—Rec'd 7/21/72.
AA—Mon thru Sat 6-9 am, 11:30-1:30 pm & 4-7 pm.
A—Mon thru Sat 9-11:30 am, 1:30-4 pm, 7-10 pm.
All day Sun.
B—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:		10 ti	20 ti	30 ti	40 ti
PER YR:	1x	100x	250x	500x	1000x
CLASS AA					
1 min	12.00	11.00	10.00	9.00	8.00
30 sec	9.60	8.80	8.00	7.20	6.40
10 sec	6.00	5.50	5.00	4.50	4.00
CLASS A					
1 min	10.50	9.50	8.50	7.50	6.50
30 sec	8.40	7.60	6.80	6.00	5.20
10 sec	5.25	4.75	4.25	3.75	3.25
CLASS B					
1 min	9.00	8.00	7.00	6.00	5.00
30 sec	7.20	6.40	5.60	4.80	4.00
10 sec	4.50	4.00	3.50	3.00	2.50

KUFO (FM)
(formerly KESY (FM))

NAFMB

Media Code 4 245 3587 0.00
Beacon Broadcasting Co., Box 1604, 25th & Seawall, Flagship Pier, Galveston, Tex. 77550. Phone 713-763-1696.
1. PERSONNEL
General Manager—Bo Brody.
Music Director—Jay Thomas.
Receptionist—Susan Yellott.
3. FACILITIES
ERP 26,000 w. (horiz.), 26,000 w. (vert.); 106.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 190 ft. above average terrain.
4. AGENCY COMMISSION
15%; payable 1st of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 5, 6b, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 15d.
Basic Rates: 21a, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a, 61b, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
Eff 1/1/75—Rec'd 4/11/75.
AAA—Sun thru Sat 3 pm-midnight.
AA—Sun thru Sat 10 am-3 pm.
A—Sun thru Sat 6-10 am.
B—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
	6 ti	12 ti	24 ti	6 ti	12 ti	24 ti
AAA	10	9	8	8	7	6
AA	9	8	7	7	6	5
A	8	7	6	6	5	4

B: 1 min, flat 4; 30 sec, flat 3.
10 sec: 50% of 1-min.
Fixed, extra 10% AAA & AA only.

10. SPECIAL FEATURES
5 min News & Features—1 1/2 x 1 min rate.
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7% 52 wk—10%

GEORGETOWN (1 AM; 1 FM)

Williamson County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KGTN 1962 / KGTN-FM 1972

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3600 1.00
Don Scarbrough, Box 100, Georgetown, Tex. 78626.
Phones Georgetown 512-863-3911. Austin 512-255-3030.
1. PERSONNEL
Station Manager—Gary Seaman.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w.; 1530 kc. Non-directional.
Operating schedule: sunrise-local sunset daily. CST.
FM-ERP 3,000 w.; 96.7 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 290 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15% on time. Bills payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

TIME RATES
No. 2 Eff 1/1/72—Rec'd 1/21/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	312x	500x
1 min	4.20	4.00	3.80	3.60	3.45	3.25
30/20 sec	3.20	3.00	2.80	2.60	2.45	2.25
10 sec	2.40	2.25	2.05	1.90	1.75	1.55

7. PACKAGE PLANS

PER WK, RDS:	10 ti	20 ti	30 ti	40 ti
Rate	52x	104x	156x	312x

ROS 1/3 in drive time if desired.
All spots combine for frequency, ROS cannot be counted toward frequency or annual plan.

GILMER

Upshur County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KHYM 1973

NAB

Media Code 4 245 3612 6.00
K-HYM Broadcasting Co., Rt. 4, Gilmer, Tex. 75644. Phone 214-725-6100.

STATION'S PROGRAMMING DESCRIPTION
KHYM: Programmed for general audiences.
1. PERSONNEL
Sales Manager—Robby McClure.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
5,000 w.; 1060 kc. Clear channel. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 1 A Eff 3/1/73—Rec'd 12/31/73.
Drive—Mon thru Sat 6-9 am & 4-7 pm.
Housewife—Mon thru Sat 9 am-4 pm.
General—All other times: ROS.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	Drive 1 min	Drive 30 sec	Housewife 1 min	Housewife 30 sec	General 1 min	General 30 sec
6 ti	50 x	9.00	8.00	8.00	7.00	7.50	6.50
12 ti	100 x	8.00	7.00	7.00	6.00	6.50	5.50
18 ti	250 x	7.00	6.00	6.00	5.00	5.50	4.50
24 ti	500 x	6.00	5.00	5.00	4.00	4.50	3.50
36 ti	1000 x	5.00	4.00	4.00	3.00	3.50	2.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

WKS:	PER DAY:	PER WK, EA:	1 min	30 sec
24	1 ti	6 ti	5.00	4.50
12	2 ti	12 ti	4.50	4.00
6	4 ti	24 ti	4.00	3.50
4	6 ti	36 ti	3.50	3.00
1	24 ti	144 ti	3.00	2.50

10. SPECIAL FEATURES
5-MINUTE NEWS AT :55

PER WK:	1 ti	3 ti	6 ti	12 ti	24 ti
PER YR:	52x	156x	312x	624x	1248x
Drive	12.00	11.00	10.00	9.00	8.00
Housewife	11.00	10.00	9.00	8.00	7.00
General	9.50	8.50	7.50	6.50	5.50
3-MINUTE WEATHER/HEADLINES AT :27					
Drive	10.00	9.00	8.00	7.00	6.00
Housewife	9.00	8.00	7.00	6.00	5.00
General	7.00	6.00	5.00	4.00	3.50
SPORT SPECIALS					
Drive	9.50	8.50	7.50	6.50	5.50
Housewife	8.50	7.50	6.50	5.50	4.50
General	6.50	5.50	4.50	3.50	3.00

GLADEWATER

Gregg County—Map Location G-5
Upshur County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KEES 1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3623 8.00
Gemini Enterprises, Box 1426, Gladewater, Tex. 75647. Phone 214-845-3011.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—J. H. Reynolds.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 7:00 am-local sunset Sun. CST.
4. AGENCY COMMISSION
15/0 time and talent; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——— Rec'd 12/3/65.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	4.00	3.75	3.50	3.25	3.00

GONZALES

Gonzales County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KCTI

1947

Media Code 4 245 3650 0.00
Gonzales Broadcasting Co., 425 S. George St., Gonzales, Tex. 78629.

1. PERSONNEL
Gen'l & Com'l Mgr.—Lawrence M. Waishak.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 10:30 am-8:00 pm Sun; 6:30 am -10:00 pm weekdays. CST.

4. AGENCY COMMISSION
15/0 net charges for time.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective December 1, 1947. (Card No. 1.)

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	(*)
1 time	24.80	15.00	8.95	4.35	2.15	1.90
26 times	23.80	14.45	8.60	4.20	2.08	1.85
52 times	22.80	13.90	8.25	4.05	2.01	1.80
104 times	21.80	13.35	7.90	3.90	2.94	1.75
156 times	20.50	12.80	7.55	3.75	2.87	1.70
260 times	19.80	12.25	7.20	3.60	2.80	1.65
312 times	18.80	11.70	6.95	3.45	2.73	1.60

(*) 50 words or less.

10. SPECIAL FEATURES

	1	26	52	104	156	260	312
News:	ti.	ti.	ti.	ti.	ti.	ti.	ti.
1/4 hour	10.95	10.50	10.05	9.60	9.15	8.70	8.25
5 minutes	5.25	5.05	4.85	4.65	4.45	4.25	4.05

News rates apply to: News, markets and sports.

GRAHAM

Young County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KSWA

1948

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 3675 3.00
KSWA, Inc., Box 1050, Graham, Tex. 76046. Phone 817-549-1330.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James M. Jones.

2. REPRESENTATIVES
South—Riley Representatives.

3. FACILITIES
500 w. days; 1330 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 4/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
PER YR:	1x	100x	250x	500x	1000x
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.20	3.00	2.80	2.60	2.40
10 sec	2.00	1.85	1.75	1.65	1.50

GRAND PRAIRIE

Dallas County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

See Dallas
(including Grand Prairie, Highland Park)

GREENVILLE

Hunt County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KGVL

1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3700 0.00
KGVL, Inc., Box 1015, 1517 Wolfe City Dr., Greenville, Tex. 75401. Phone 214-455-1400.

1. PERSONNEL
Pres. & Gen'l Mgr.—Leo Hackney.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 18 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Rates effective February 1, 1952.
Rates received January 29, 1952.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	156 ti.	260 ti.
1 hour	45.00	42.50	40.00	37.50	35.00	32.50	30.00
1/2 hour	27.00	25.50	24.00	22.50	21.00	19.50	18.00
1/4 hour	18.00	17.00	16.00	15.00	14.00	13.00	12.00
5 minutes	9.00	8.50	8.00	7.50	7.00	6.50	6.00
1 minute or less	4.50	4.25	4.00	3.75	3.50	3.25	3.00

HAMILTON

Hamilton County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KCLW

1948

Media Code 4 245 3725 0.00
McClarin Broadcasting Co., Box 592, Hamilton, Tex. 76531. Phone 817-386-5259.
Other Studio—Box 274 Gatesville, Tex. Phone 865-5259.

1. PERSONNEL
General & Sales Manager—Bill Edgar.

3. FACILITIES
250 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 10/70—Rec'd 10/5/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 PI	20 PI	30 PI	40 PI
PER YR:	1x	50x	100x	250x	500x
1 min	4.00	3.50	3.00	2.75	2.50
30 sec	2.80	2.65	2.25	2.05	1.90
10 sec	2.00	1.75	1.50	1.40	1.25

HARLINGEN (1 AM; 2 FM)

Plus 2 paid cross references.
Cameron County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KELT

1960

NAB

Media Code 4 245 3750 4.00
Harbenito Radio Corporation. Drawer 711, Harlingen, Tex. 78550. Phone 512-423-3910. TWX 512-423-8990.

STATION'S PROGRAMMING DESCRIPTION
KELT: Programmed for 18-49 age group.
Hit Parade, popular music, a perfect blend of today's top bits plus the most popular music of the past two decades. COMMERCIAL POLICY: 4 commercial breaks per hour—three commercial breaks in news hour. Maximum commercial content, 10 minutes per hour. Contact Representative for further details. Rec'd 10/21/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David Lykes.
Station Manager—Bill Walters.
Operations Manager—Larry James.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 100,000 w.; 94.5 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 800 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60b, 60l, 61a, 62a, 62b.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGBT.
TV facilities: KGBT-TV Harlingen, Texas.
Member: Tichenor Radio Group.

TIME RATES
No. S-5 Eff 12/1/74—Rec'd 10/21/74.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 6-10 am & 7 pm-midnight; Sat & Sun 10 am-3 pm.
A—Sat & Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1-5 ti	8.40	6.70	7.00	5.60	6.30	5.00
10 ti	8.00	6.40	6.70	5.35	6.00	4.80
15 ti	7.60	6.10	6.85	5.05	5.70	4.50
20 ti	7.20	5.80	6.00	4.65	5.40	4.35
25 ti	6.40	5.10	5.30	4.25	4.80	3.80
30 ti	6.00	4.80	5.00	4.00	4.50	3.60

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	5 ti
5 min newscasts/weathercasts	11.00	10.00	8.50

(D-2)

KGBT

1941

Tichenor Radio Group

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3775 1.00
Harbenito Radio Corp., Drawer 711, Harlingen, Tex. 78551.
Studios: 1519 W. Harrison, Harlingen, Tex. Phone 512-423-3910. TWX 512-423-8990.

STATION'S PROGRAMMING DESCRIPTION
KGBT: 100% Spanish programmed for 18+.
MUSIC: contemporary country, combined with latest hits from Mexico. MOR, Top 40 (available in Spanish). NEWS: 5-min newscasts at :15; head lines at :45. News schedule starts 5:15 am-10:15 pm. Local coverage: 6 mobile units, 6 man team. State, national, international covered by AP. All AP Wire translated to Spanish. Contact Representative for further details. Rec'd 3/29/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carlos A. Cantu.
Ass't Vice-Pres. & Comm'l Mgr.—Tony Solis.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1530 kc. Directional—nighttime only.
Operating schedule: 5 am-midnight. CST.

6. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60b, 60l, 61a, 62a, 62b.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KELT.
TV facilities: KGBT-TV.
Member: The Amigo Spanish Group, Tichenor Radio Group.

TIME RATES
No. GR-12-4 Eff 8/1/71—Rec'd 7/30/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	22.00	21.00	20.00	19.00	18.00	17.00	16.00
20/30 sec	17.60	16.80	16.00	15.20	14.40	13.60	12.80
10 sec	11.00	10.50	10.00	9.50	9.00	8.50	8.00

7. PACKAGE PLANS
MINIMUM 1000 ANNUAL CONTRACT:

	1 min	20/30
Per yr	16.00	12.80

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1 x	125.00	75.00	50.00	37.50	31.25	25.00
13 x	118.75	71.25	47.50	35.63	29.69	23.75
26 x	112.50	67.50	45.00	33.75	28.13	22.50
52 x	109.38	65.63	43.75	32.81	27.35	21.88
104 x	106.25	63.75	42.50	31.88	26.56	21.25
156 x	100.00	60.00	40.00	30.00	25.00	20.00
260 x	93.75	56.25	37.50	28.13	23.44	18.75
312 x	87.50	52.50	35.00	26.25	21.86	17.50

10. SPECIAL FEATURES
NEWSCASTS/WEATHERCASTS

PER WK:	1 ti	3 ti	5 ti	10 ti
5 min	35	30	25	20

(D-CR)

KMBS

1975

RAB

Media Code 4 245 3800 7.00
Magic Valley Broadcasting Co., 302 W. Adams, Harlingen, Tex. 78550. Phone 512-423-3211.

STATION'S PROGRAMMING DESCRIPTION
KMBS: Programmed for adults.
MUSIC: MOR. Standards, current & popular, show tunes programmed in quarter hour uninterrupted segments. NEWS: at 60. Sports & weather. COMMERCIAL POLICY: 8 per hour. Contact Representative for further details. Rec'd 5/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Patrick McBride.
Program Director—David J. Hays.
Operations Manager—Wendell Maloy.

2. REPRESENTATIVES
Meeker Radio, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 565 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24b, 24c, 27, 28b, 29a.
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 49, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60l, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 6/1/75—Rec'd 5/30/75.

6. SPOT ANNOUNCEMENTS
MONDAY THRU SUNDAY

	6 am-6 pm				6 pm-midnight			
	1-10	10-20	25 ti	30 ti	1-15	16-20	25 ti	30 ti
1 min	7.00	6.80	6.40	6.00	6.00	5.65	5.30	5.00
30 sec	6.00	5.70	5.00	4.30	5.00	4.80	4.25	4.00
Midnight-6 am, flat								2.00

10 sec: 50% of 30-sec.
Fixed, extra 1.00.

7. PACKAGE PLANS
ROS—BTA

PER WK/MO:	50x	100x	150x	300x	600x
30 sec	3.75	3.50	3.20	3.00	2.50

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	5 ti
News at :60; Accuweather at :30	10	8	6

10 sec: 50% of 30-sec.
Fixed, extra 1.00.
Submitted by Patrick C. McBride.

(CR-3)

KRGV

WESLACO

City of License, Weslaco, Tex.
See listing under Weslaco, Tex.

KRIO

McALLEN

City of license, McAllen, Tex.
See listing under McAllen, Tex.

HENDERSON (2 AM; 1 FM)

Rusk County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KGRI

1947

Media Code 4 245 3825 4.00
KGRI, Box 1000, Henderson, Tex. 75652. Phone 214-657-4528.

STATION'S PROGRAMMING DESCRIPTION
KGRI: Programmed for general mass appeal.

1. PERSONNEL
Manager—George A. Freeman.

3. FACILITIES
250 w. days; 1000 kc. Non-directional.
Operating schedule: 6:00 am-sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ————Rec'd 3/7/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Ea	3.00	2.35	1.80

KGRI-FM

1965

Media Code 4 245 3826 2.00
KGRI, Box 1000, Henderson, Tex. 75652. Phone 214-657-4528.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KGRI-FM: Programmed for young adults & black.

3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 200 ft. above average terrain.

TIME RATES
Rates are identical to KGRI. See that listing.

KWRD

1956

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3850 2.00
Wes Dean & Assoc., Inc., Box 219, Henderson, Tex. 75652. Phone 214-657-2324.

1. PERSONNEL
Manager—Helen Dean.

2. REPRESENTATIVES
Dean Cowart Representatives.

3. FACILITIES
500 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3A Eff 9/1/72—Rec'd 9/7/72.
Drive time—Mon thru Fri 6:30-9 am, noon-1 pm & 4-6 pm.
Specified time—Within 1/2-hr to 1-hr periods.

6. SPOT ANNOUNCEMENTS

	DRIVE/SPECIFIED				
PER YR:	1x	52x	156x	260x	312x	520x
1 min	3.55	3.25	2.95	2.65	2.35	2.05
30/20 sec	2.85	2.60	2.35	2.10	1.90	1.65
10 sec	2.30	2.10	1.90	1.70	1.50	1.35

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti	50 ti
1 min	3.25	2.95	2.65	2.35
30/20 sec	2.60	2.35	2.10	1.90
10 sec	2.10	1.90	1.70	1.50

1/3 Drive time, if desired.
All spots combinable for frequency, except annual spots & ROS.

HEREFORD (1 AM; 1 FM)

Deaf Smith County—Map Location A-2
See SRDS consumer market map and data at beginning of the State.

KPAN KPAN-FM

1948 1965

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3875 0.00
Hereford Broadcasting Co., Drawer 1757, 213 E. 5th St., Hereford, Tex. 79045. Phone 806-364-1360.

1. PERSONNEL
General Manager—Clint Formby.

3. FACILITIES
250 w.; 860 kc. Non-directional.
Operating schedule: ————. CST.
FM-ERP 3,000 w.; 100.3 mc.
Operating schedule: 6:30 am-10 pm. CST.
Antenna ht.: 270 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

(This listing continued on next page)

TEXAS

Hereford—KPAN, KPAN-FM—Cont'd

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/72—Rec'd 11/10/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	365x
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25	2.00
15 sec, ea	1.75	150+/30 days, ea			1.25

7. PACKAGE PLANS

	—1 min—		— 30 sec —	
DAILY:	10 ti	20 ti	10 ti	20 ti
2 days	3.00	2.75	2.25	1.85
WKLY:	25 ti	50 ti	25 ti	50 ti
7 days	2.75	2.50	2.00	1.75

	—1 min—			—30 sec—		
MONTHLY:	60 ti	120 ti	180 ti	60 ti	120 ti	180 ti
30 days	2.65	2.35	2.10	2.00	1.75	1.50
SUPER SATURATION:					1 min	30 sec
300 ti					1.85	1.40

HIGHLAND PARK

Dallas County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

See Dallas
(including Grand Prairie, Highland Park)

HILLSBORO (1 AM; 1 FM)

Hill County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KHBR 1948 / KHBR-FM 1959

Subscriber to the NAB Radio Code
Media Code 4 245 3900 5.00
KHBR Radio, Inc., Box 569, Country Club Road, Hillsboro, Tex. 76645. Phone 817-582-3431.

1. PERSONNEL
Pres. & Gen'l Mgr.—Nelson W. Galle.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
250 w. days; 1560 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

FM FACILITIES
ERP 1,000 w.; 102.5 mc.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
Rates effective July 1, 1959.
Rates received July 5, 1952.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time	55.00	33.00	22.00	13.75	5.50
26 times	51.10	31.35	20.90	13.10	5.25
52 times	47.20	29.70	19.80	12.45	5.00
104 times	43.30	28.05	18.70	11.80	4.75
156 times	39.40	26.40	17.60	11.15	4.50
260 times	35.50	24.75	16.50	10.50	4.25
312 times	31.50	23.10	15.40	9.60	4.00

(*) One minute or less.

HONDO

Medina County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KRME 1966

Subscriber to the NAB Radio Code
Media Code 4 245 3910 4.00
Box 447, 1605 Avenue K, Hondo, Tex. 78861. Phone 512-426-3367.

STATION'S PROGRAMMING DESCRIPTION
KRME: Programmed for general interest.

1. PERSONNEL
General Manager—James V. Fridle.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
500 w.; 1460 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Alamo Network.

TIME RATES
No. 1 Eff 11/1/69—Rec'd 10/1/69.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min	4.75	4.50	4.25	4.00	3.60	3.50	3.00
30 sec	3.50	3.30	3.15	3.00	2.80	2.50	2.00
10 sec	2.35	2.25	2.10	1.95	1.80	1.65	1.50

7. PACKAGE PLANS

7 DAYS:	10 ti	20 ti	30 ti	40 ti
1 min	4.25	4.00	3.75	3.50
30 sec	3.00	2.75	2.50	2.25

10. SPECIAL FEATURES
5-min News—2x 1-min. 15-min News—4x 1-min.

HOUSTON (14 AM; 12 FM)

(Including Baytown, Clear Lake City, Pasadena)

Plus 1 paid cross reference.

Harris County—Map Location O-7

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	78	59	71	66
B	77	55	70	60
C	64	50	60	48
D	62	48	58	45
AVERAGE	70	53	65	55

KAUM 96½
AN ABC OWNED RADIO STATION

KAUM (FM)
1961
HOUSTON

ABC-FM Spot Sales, Inc.
NAB RAB NAFMB

An ABC Owned Station
Subscriber to the NAB Radio Code
Media Code 4 245 3916 7.00
KXYZ, Inc., a wholly owned subsidiary of American Broadcasting Companies, Inc., Fannin Bank Bldg., Houston, Tex. 77025. Phone 713-795-4770.
See affiliated AM station for additional information.
AM facilities: KXYZ.

STATION'S PROGRAMMING DESCRIPTION
KAUM (FM): Programmed to a general young adult & teen audience.
MUSIC: Contemporary popular albums & hit singles.
NEWS: at :23 & :53, topical comment & thoughts interspersed. Contact Representative for further details. Rec'd 3/5/73.

1. PERSONNEL
General Manager—James E. (Mike) Hankins.
General Sales Manager—Ted Holcomb.
Operations Director—Bruce Johnson.

2. REPRESENTATIVES
ABC FM Spot Sales.

6. FACILITIES
ERP 100,000 w.; 96.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 597 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 2a.
Rate Protection: *10, *11.
Basic Rates: 20a, 31, 33d.
Comb.; Cont. Discounts: 60k.
Cancellation: 70c, 71a, 72, 73a.
(*) 60 days.
Affiliated with American FM Network.

TIME RATES
No. 3 Eff 3/1/73—Rec'd 3/5/73.
AAA—Mon thru Fri 3 pm-midnight; Sat 6 am-midnight. Sun noon-midnight.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Fri 6-10; Mon thru Sat midnight-2 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec
1 ti	26	22	20	16	18	14
6 ti	24	20	18	14	16	12
12 ti	22	18	16	12	14	11
18 ti	20	16	14	11	12	10
24 ti	18	14	12	10	10	9

B: 1-min, flat, 7.00; 30-sec, flat, 5.00.

7. PACKAGE PLANS

COMBINED DRIVE—1/2AM, 1/2PM

PER WK:	12 ti	18 ti	24 ti
1 min	225	300	360
30 sec	180	240	285

TAP—1/3AAA, 1/3AA, 1/3A

1 min	185	250	285
30 sec	150	200	225

Preemptible; not combinable for frequency discount.

10. SPECIAL FEATURES
News sponsorship, extra 20% time class rate. Incl open & close plus 1-min spot.
Fixed position: extra 10%.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

KBUK
1947
BAYTOWN

Subscriber to the NAB Radio Code
Media Code 4 245 3934 4.00
KWBA, Box 419, Baytown, Tex. 77520. Phone 713-424-5531.

STATION'S PROGRAMMING DESCRIPTION
KBUK: MUSIC: country. NEWS: at :50 & :10. Rec'd 9/3/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Dave Perkins.

3. FACILITIES
1,000 w.; 1460 kc.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28b, 29a, 32b.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Cancellation: 70a, 70c, 71a, 73a.
Member: Texas State Network.

TIME RATES
No. 2A Eff 6/1/75—Rec'd 6/6/75.
Drive—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.

6. SPOT ANNOUNCEMENTS

DRIVE

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti	150 ti
1 min	9.95	9.10	8.20	7.30	7.30	6.90
30 sec	8.20	7.50	6.80	6.50	6.10	5.75

BTA—GUARANTEED 1/3 DRIVE

1 min	8.80	7.95	7.00	6.60	6.15	5.75
30 sec	7.00	6.30	5.65	5.30	4.95	4.60

Specined times, extra 10%.
Edited by Dave Perkins.

KCOH
1948
HOUSTON

AVCO RADIO SALES

Media Code 4 245 3930 6.00
Call of Houston, Inc., 5011 Almeda St., Houston, Tex. 77004. Phone 713-522-1001.

STATION'S PROGRAMMING DESCRIPTION
KCOH: Programmed to black community.
MUSIC: B & B, selected top pop, album cuts, play list of 40 singles with 10 extra; oldies 4 per hr. All black air personalities. NEWS: 3 person local news team with major stories of local, national & international interest at :20; mobile units for local coverage. Actualities on each newscast. Network news. RELIGION: special programs 6 am-4 pm Sun. SPECIAL FEATURES: talk programs Sun afternoon for Chamber of Commerce; women's audience participation show; community forum; 15 min news wrap-up wkly; sports feature 10x daily; public affairs program 30 min wkly. Contact Representative for further details. Rec'd 8/1/75.

1. PERSONNEL
President—Dorothy G. Meeker.
Vice-Pres. & Gen'l Mgr.—Mike Petrizzo.
General Sales Manager—Martin P. Russo.

2. REPRESENTATIVES
Avco Radio Sales.

3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Avco Group Plan.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 1 Eff 9/1/73—Rec'd 8/13/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm, Sun all day; all other times.

7. PACKAGE PLANS

SECTION 1—WEEKLY FREQUENCY PLANS

CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	Fixed	156x	312x	520x	780x	1040x
1 min	38	33	32	31	30	29
30 sec	32	29	28	27	26	25

CLASS A

1 min	34	29	28	27	26	25
30 sec	29	26	25	24	23	22

SECTION II—CONVERTIBLE GRID PLANS
Red—Mon thru Sat 3-7 pm.
White—Mon thru Sat 6 am-3 pm.
Blue—Sun all day.

1 MIN, ROS WITHIN GRIDS:	Per wk
6 ti (2 red, 1 white, 3 blue)	180
12 ti (4 red, 5 white, 3 blue)	336
18 ti (6 red, 6 white, 6 blue)	468
24 ti (8 red, 10 white, 6 blue)	576
30 ti (10 red, 11 white, 9 blue)	645

CONVERSION
Higher to lower: 2 red to 3 white, 2 white to 3 blue.
Lower to higher: 3 blue to 2 white, 3 white to 2 red.

COMBINABILITY
Sec I in designated classes may be added to Sec II at applicable rate: fully convertible.

TRANSFER
Sec II transferable to Sec I rates at any time during contract yr at earned Sec I rates on non-retroactive basis for balance of contract.
Edited by Mike Petrizzo.

KENR
1968
HOUSTON

METRO RADIO SALES
NAB

Subscriber to the NAB Radio Code
Media Code 4 245 3965 5.00
Lake Huron Broadcasting Corp., 2 Greenway Plaza E., Houston, Tex. 77046. Phone 713-621-1550.

1. PERSONNEL
President—William J. Edwards.
Vice-Pres. & Gen'l Mgr.—Robert M. Chandler.
Operations Manager—Ric Libby.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
10,000 w. days, 5,000 w. nights; 1070 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32b.
Contracts: 40a, 41, 44b, 45, 46, 47c, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60l, 61b.
Cancellation: 70c, 71a, 72.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 6/1/74—Rec'd 5/28/74.
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.
AA—Mon thru Sat 5-5:30 am, 10 am-3 pm & 7-10 pm.
A—Mon thru Sat 10 pm-midnight; Sun 5 am-midnight.
B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER YR:	—AAA— 6 ti	12 ti	18 ti	24 ti	—AA— 6 ti	12 ti	18 ti	24 ti
1 min	61.00	58.00	55.00	52.00	51.00	48.00	45.00	42.00
30 sec	49.00	46.00	44.00	42.00	41.00	38.00	36.00	34.00
10 sec	31.00	29.00	28.00	26.00	26.00	24.00	23.00	21.00
	—A—				—B—			
1 min	41.00	38.00	35.00	32.00	38.00	35.00	32.00	29.00
30 sec	33.00	30.00	28.00	26.00	30.00	28.00	26.00	23.00
10 sec	21.00	19.00	18.00	16.00	19.00	18.00	16.00	15.00

PER YR:	—AAA— 1 min	30 sec	10 sec	—AA— 1 min	30 sec	10 sec
520 x	58.00	46.00	29.00	48.00	38.00	24.00
1040 x	55.00	44.00	27.50	45.00	36.00	22.50
	—A—			—B—		
520 x	38.00	30.00	19.00	35.00	28.00	17.50
1040 x	35.00	28.00	17.50	32.00	26.00	16.00

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%

7. PACKAGE PLANS

WEEKLY TAP PLAN—1/3AAA, 1/3AA, 1/3A&B

	6 ti	12 ti	18 ti	24 ti
1 min	48	45	42	39
30 sec	38	36	34	32
10 sec	24	23	21	20

Fixed position preempts TAP spots.

KEYH
1974
HOUSTON

All News

Media Code 4 245 3972 4.00
Artlite Broadcasting Co., 3130 Southwest Frwy., Houston, Tex., 77006. Phone 713-527-9368.

STATION'S PROGRAMMING DESCRIPTION
KEYH: Programmed for adults.
NEWS: All news. Local news staff 21 newsmen, editors & writers plus bureaus & stringers in state capitol, Washington & overseas. 3 mobile units. AP, UPI audio & wire service plus state lines, weather wire & local news service. AAA traffic reports in drive times, stock market & business reports twice each hr. 3 min topical features M-F. 30-min features Sat & Sun, sports, entertainment reviews, women's features & investigative documentaries. Contact Representative for further details. Rec'd 6/6/75.

1. PERSONNEL
Board Chairman—Don Wigginton.
General Manager—Tom L. Perryman.
News & Program Director—Bruce E. Dadd.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
10,000 w.; 850 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 31, 32b, 33d.
Contracts: 40a, 41, 45, 46, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 9/1/75—Rec'd 7/30/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	—1 min— AAA	AA	A	—30 sec— AAA	AA	A
1 ti	40	30	23	35	26	21
6 ti	37	27	21	33	23	19
12 ti	35	25	19	31	20	17
18 ti	32	23	17	29	19	15
24+	30	21	15	27	17	13

10 sec: 50% of 1-min.

(This listing continued on next page)

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—*MON THRU SUN

PER WK:	Fixed	12 ti	16 ti	24 ti	30 ti
1 min	25	17	18	15	14
30 sec	20	15	14	13	12

(*) Minimum 1/2 drive time.

10. SPECIAL FEATURES

5-MIN NEWS, WKLY	1 ti	6 ti	12 ti	18 ti	24+
AAA	53	49	45	41	39
AA	47	43	40	37	35
A	40	36	32	30	26

CUMULATIVE WEEK DISCOUNT
26 wk—5% 39 wk—7-1/2% 52 wk—10%
Submitted by Tom L. Perryman.

KFMK (FM)

1958
HOUSTON

Media Code 4 245 3980 7.00
Liberty Communications Corp., 8. Main & Dryden, Houston, Tex. 77025. Phone 713-523-6614.

STATION'S PROGRAMMING DESCRIPTION
KFMK (FM): Contemporary sacred & gospel music. Rec'd 6/30/75.

1. PERSONNEL
Operations Manager—T. Burt Perrault.
Dir. of News & Pub. Affairs—Patsy Weaver.
Music Director—Benton White.
3. FACILITIES
ERP 17,000 w.; 97.9 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15/0 spots only.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4b. 5. 6a. 7b. 8.
Rate Protection: 10a. 12i. 13a. 14a. 15b. 16.
Basic Rates: 20a. 20b. 21a. 21d. 22b. 23a. 24b. 24c. 25a. 26. 28b. 28c. 29a.
Contracts: 40b. 42a. 43. 44a. 46. 47a. 48. 49. 50. 51b.
Comb.: Cont. Discounts: 60b. 61a. 62b.
Cancellation: 70b. 70d. 71a. 72. 73a.
Prod. Services: 80. 82.
Alcoholic beverages and tobacco advertising not acceptable.

TIME RATES
Eff 8/1/72—Rec'd 10/20/72.

6. SPOT ANNOUNCEMENTS

1 PER DAY:	1 min	30 sec
1 ti	8	6
78 ti (13 wks)	7	5
156 ti (6 mo)	6	*
312 ti (1 yr)	5	4

(*) 4.50.

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 ti	65	35	22	10
5-6 ti	—	25	16	8

Edited by T. Burt Perrault.

KIKK

1947
PASADENA

Buckley Radio Sales, Inc.

Media Code 4 245 4000 3.00
Sonderling Broadcasting Corp., Box 1152, 712 E. Southmore, Pasadena, Tex. 77501. Phone 713-473-4433.

STATION'S PROGRAMMING DESCRIPTION
KIKK: Programmed for adults, general interest. MUSIC: Modern country, emphasizing 70% current hits & 30% oldies. NEWS: 5 min at :45; headlines at :15; 6-man news staff; 3 mobile units plus 2 on-the-spot mobile reporters. Frequent time & weather reports. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Greenfield.
Operations Manager—Mac Allen.
General Sales Manager—Deane Hardy.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
250 w. days; 650 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b. 2b. 3a. 3b. 3d. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 15b.
Basic Rates: 20b. 21a. 22a. 23a. 24a. 24b. 24c. 27. 28a. 28c. 29a. 29b. 30. 31. 32b.
Contracts: 40c. 41. 43. 44a. 44b. 45. 46. 47a. 48. 51a. 51b.
Comb.: Cont. Discounts: 60a. 60c. 60d. 60e. 60f. 61a. 61b.
Cancellation: 71a. 72. 73a. 73b.
Prod. Services: 80. 81. 82.

TIME RATES
AM/FM COMBINATION
No. 14 Eff 1/1/74—Rec'd 1/9/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
SECTION I—FIXED WITHIN SPECIFIED 1/2 HOUR

PER WK:	AA 1 min	AA 20/30	AA 10 sec	A 1 min	A 20/30	A 10 sec
6 ti	57.00	45.60	34.20	47.00	37.60	28.20
12 ti	55.00	44.00	33.00	45.00	36.00	27.00
18 ti	53.00	42.40	31.80	43.00	34.40	25.80
24 ti	51.00	40.80	30.60	41.00	32.80	24.60

Non-preemptible.

SECTION II—ROTATING WITHIN SPECIFIED TIME

6 ti	52.00	41.60	31.20	42.00	33.60	25.20
12 ti	50.00	40.00	30.00	40.00	32.00	24.00
18 ti	48.00	38.40	28.80	38.00	30.40	22.80
24 ti	46.00	36.80	27.60	36.00	28.80	21.60

SECTION III—ROS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	45.00	43.00	41.00	39.00
20/30 sec	36.00	34.40	32.80	31.20
10 sec	27.00	25.80	24.60	23.40

1/3 Class I. 1/3 wkdy Class II. 1/3 wknds.

7. PACKAGE PLANS
SECTION IV—TOTAL AUDIENCE PLANS

PER WK. EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	35	33	31	29	27
20/30 sec	28	27	25	23	22

1/3AA. 1/3A. 1/3 FM only (AM sign-off-sign-on.)

10. SPECIAL FEATURES
SECTION V—5-MINUTES NEWS & SPORTS

PER WK:	3 ti	6 ti	12 ti	18 ti
AA	62	60	58	56
A	52	50	48	46

6-wk minimum contract length.

KIKK-FM

1959
HOUSTON

Media Code 4 245 4001 1.00
Sonderling Broadcasting Corp., Box 1152, 712 E. Southmore, Pasadena, Tex. 77501. Phone 713-473-4433.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KIKK-FM: Programmed for adults, general interest. MUSIC: same as AM programming. NEWS: 2 min at :60. Contact Representative for further details. Rec'd 2/3/75.

3. FACILITIES
ERP 50,000 w. (horiz.). 50,000 w. (vert.); 95.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 995 ft. above average terrain.

TIME RATES
Sold in combination with KIKK. See that listing for rates.

KILT

1948
HOUSTON
Independent

Media Code 4 245 4025 0.00
The LIN Broadcasting Corp., 500 Lovett Blvd., Houston, Tex. 77006. Phone 713-526-3461.

Buy the Station of the Year

KILT-AM is #1 with . . .

523,600 total cume persons TSA 12+ . . . over 89,800 more than any other station, M-S 6 am-Mid. And in metro cumes, KILT-AM is #1 with . . .

MEN 18-49
6am-Mid M/F
Morning +
Evening Drive

WOMEN 18-49
6am-Mid M/F
Morning +
Evening Drive

ADULTS 18-49
6am-Mid M/F
Morning Drive
Evening Drive

KILT-FM the strength of a winner

6am-Mid M/F
#1 men 18-24
#1 men 18-34

Morning Drive
#1 men 18-34

Evening Drive
#1 men 18-34

7pm-Mid M/F
#3 adults 18-34
#3 men 18-49

. . . among FM stations metro average 1/4 hour.

For teens buy the total package. KILT-AM & FM is #1 cumes TSA 6am-Mid M/Sunday.

Source: ARB Apr-May '75

KILT AM 610
KILT
LIN
KILT FM 100 STEREO
BLAIR RADIO

1. PERSONNEL
Pres. (LIN Broadcasting Corp.)—Donald A. Pels.
Pres., Gen'l Mgr., Nat'l Sales—Dickie Rosenfeld.
Local Sales Manager—Harry Rogers.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w.; 610 kc. Directional—separate patterns, day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0. Bills payable upon receipt.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 3b. 3d. 4a. 4d. 5. 6a. 7b. 8.
Basic Rates: 20b. 21a. 21b. 21c. 21d. 22a. 22b. 23a. 24a. 24b. 24c. 28b. 28c. 29a.
Contracts: 40a. 41. 42a. 42c. 43. 44a. 44b. 45. 46. 48. 49. 51c.
Comb.; Cont. Discounts: 60a. 60c. 60e. 60f. 60h. 60i.
Cancellation: 70a. 70e. 71a. 73a. 73b.

RATE PROTECTION
Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditures of 180.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES
No. 1 Eff 11/1/74—Rec'd 10/29/74.
AAAA—Mon thru Sat 5:30-10 am; Sat 10 am-3 pm.
AAA—Mon thru Sat 3-8 pm; Sun 10 am-8 pm.
AA—Mon thru Sun 8 pm-midnight.
A—Mon thru Fri 10 am-3 pm; Sun 6-10 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAAA 6 ti	AAAA 12 ti	AAAA 18 ti	AAA 6 ti	AAA 12 ti	AAA 18 ti
1 min	82	77	75	75	70	68
30 sec	65	62	60	60	56	54

	AA			A		
1 min	68	66	62	57	55	53
30 sec	54	53	50	46	44	42

10 sec: 50% of 1-min.

KILT-FM

1961
HOUSTON

Media Code 4 245 4026 8.00
The LIN Broadcasting Corp., 500 Lovett Blvd., Houston, Tex. 77006. Phone 713-526-3461.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KILT-FM: Contemporary music & news geared to 18-34 audience live personalities. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 12/3/73.

3. FACILITIES
ERP 100,000 w. (horiz.). 100,000 w. (vert.); 100.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.

TIME RATES
No. 3 Eff 5/15/74—Rec'd 5/20/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-3 pm; Mon thru Sun midnight-2 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)
6 ti	34	27	30	24	26	21
12 ti	32	26	26	21	24	19
18 ti	28	22	24	19	20	16
24 ti	24	19	20	16	16	13

(*) 30 sec/less.

KLEF (FM)

1964
HOUSTON

An Entercom Station
Media Code 4 245 4050 8.00
Entertainment Communications, Inc., 1401 S. Post Oak Rd., Houston, Tex. 77027. Phone 713-622-5533.

STATION'S PROGRAMMING DESCRIPTION
KLEF (FM): Fine arts format.
Live PERSONALITIES. NEWS: 12 5-min newscasts daily. Interviews with people in arts occasionally broadcast. COMMERCIAL POLICY: at least half hour separation between competing products & services. Contact Representative for further details. Rec'd 4/7/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William B. Berkey.
Program Director—Mark Fowler.
General Sales Manager—Lee S. Cromwell.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.). 100,000 w. (vert.); 94.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 610 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1h. 2b. 3a. 4a. 4d. 5. 6b. 7b.
Rate Protection: 10b. 11b. 12b. 13h. 14b.
Basic Rates: 20a. 22b. 23a. 24b. 25a. 29a.
Contracts: 40a. 41. 42b. 44a. 45. 51a. 51b.
Comb.; Cont. Discounts: 60f. 60i. 61b. 62a. 62d.
Cancellation: 70a. 70c. 71b. 72.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/75—Rec'd 1/22/75.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-midnight.
A—Mon thru Fri 6 am-3 pm.

(This listing continued on next page)

Houston—K L E F (FM)—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	20.00	18.00	16.00	14.00	18.00	16.00	14.00	12.00
30 sec	16.00	14.40	12.80	11.20	14.40	12.80	11.20	9.60

10 sec: 60% of 1-min.
Fixed: Extra 10%.

10. SPECIAL FEATURES
Newscast or weathercast sponsorship—extra 20%.

KLOL
1947
HOUSTON

THE CHRISTAL CO.

Progressive Rock

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4065 6.00
Rusk Corp., Box 1520, 510 Lovett Rd., Houston, Tex. 77001. Phone 713-526-4591.
See affiliated AM station for additional information.
AM facilities: KTRH.

STATION'S PROGRAMMING DESCRIPTION
KLOL: Programmed for young adults from mid-teens thru mid-thirties.
MUSIC: Progressive rock format by DJ's. Rock, folk, jazz, blues, country & contemporary hits. Frequent live performances. NEWS: 12 5-min newscasts daily with frequent public affairs. COMMERCIAL POLICY: 4 commercial breaks per hour with maximum 8 minutes per hour. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
General Sales Manager—Max Cohen.

2. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 22 Eff 5/1/74—Rec'd 11/31/74.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
AA—Mon thru Fri 6 am-3 pm.
A—Sun thru Sat midnight-6 am.

6. SPOT ANNOUNCEMENTS

WK. ROS:	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)
6 ti	34	30	27	25	18	16
12 ti	30	26	24	22	16	14
18 ti	27	23	22	20	15	13
24 ti	25	21	20	18	14	12

Specified time: 1-min/30 sec, per spot, extra 4.00.
(*) 30 sec/less.

FM & AM combinable for wkly frequency with minimum of 50% on AM.

KLVL
1950
PASADENA

Media Code 4 245 4075 5.00
Felix H. Morales, 111 N. Ennis St., Houston, Tex. 77002. Phone 713-225-3207.
Main Studio—1811 Pasadena Blvd., Pasadena, Tex. 77501. Phone 713-472-1361.

STATION'S PROGRAMMING DESCRIPTION
KLVL: Spanish language. MUSIC: variety music, current recordings from Mexico. Dramatic programs, sports flashes, special events, news, weather. SPORTS: broadcast high school, college and professional football, basketball, baseball. Contact Representative for further details. Rec'd 11/27/07.

1. PERSONNEL
General Manager—Felix H. Morales.
Assistant Manager—Mrs. Felix Morales.
Sales Manager—Johnny P. Hernandez.

2. REPRESENTATIVES
East—National Time Sales.
West Coast—Harlan G. Oakes, Inc.
Atlanta—David Carpenter Company.

3. FACILITIES
1,000 w. days, 500 w. nights; 1480 kc.
Directional—night only.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 5.
Basic Rates: 26.
Contracts: 45, 46, 47a, 49

TIME RATES
No. 5 Eff 6/1/68—Rec'd 10/11/68.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	312x	312-363x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	7.50	7.13	6.75	6.38	6.00	5.63	5.25

8. PROGRAM TIME RATES	1x	26x	52x	104x	156x	312x	312-363x
1 hr	62.50	58.75	56.25	53.13	50.00	46.88	43.75
1/2 hr	35.63	33.75	31.88	30.00	28.13	26.25	24.38
1/4 hr	23.75	22.50	21.25	20.00	18.75	17.50	16.00
5 min	15.00	14.25	13.50	12.75	12.00	11.25	10.50

KLYX (FM)
1965
CLEAR LAKE CITY

RAB NAFMB

Media Code 4 245 4100 5.00
Amaturo Group, Inc., 3100 Richmond Ave., Houston, Tex. 77006. Phone 713-527-9545.
Mailing address: 3100 Richmond Ave., Houston, Tex. 77006.

STATION'S PROGRAMMING DESCRIPTION
KLYX (FM): All news & information, network. 50% local, 50% national. Regional sports twice per hr. Contact Representative for further details. Rec'd 7/7/75.

1. PERSONNEL
President—Joseph Amaturo.
Vice-Pres. & Gen'l Mgr.—Gary Starr.
News Director—Mike Anthony.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3d, 4a, 5.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22a, 23a.
Contracts: 40a, 41, 45.
Comb.; Cont. Discounts: 60d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC News & Information Service.

TIME RATES
Eff ——Rec'd 7/7/75.
AM—Mon thru Fri 6-10 am.
PM—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat and Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK: 1-12 WK:	1 ti 1 min	1 ti 30 sec	7 ti 1 min	7 ti 30 sec	13+ 1 min	13+ 30 sec
AM	22	18	20	16	17	14
PM	20	16	18	14	16	12
AA	18	14	16	12	14	10
A	16	12	14	10	12	9

CONSECUTIVE WEEK DISCOUNT
13 wk—2-1/2% 26 wk—5%
Submitted by Gary Starr.

KNUZ
1948
HOUSTON

KATZ RADIO

AIMS--Independent Country Fresh

NAB RAB

Texas Coast Broadcasters, Inc.
An Associated Independent Metropolitan Station
Subscriber to the NAB Radio Code
Media Code 4 245 4125 8.00
Texas Coast Broadcasters, Inc., Box 188, 4701 Caroline, Houston, Tex. 77001. Phone 713-523-2581. TWX 713-571-2231.

1. PERSONNEL
President—David H. Morris
Vice-President of Sales—Forrest Patton.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15b, 15a.
Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.: Cont. Discounts: 60f.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KQUE (FM).
Affiliated with Katz Radio Network.
Affiliated with American Information Network.
Member: Lazy-K Group.

TIME RATES
No. B-75 Eff 3/1/75—Rec'd 3/3/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

FIXED 1 MIN. PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	55	50	48	46	44
AA	50	45	43	41	39
A	45	40	38	36	34
B	35	30	28	26	24

20/30 sec. 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
Plan A, 1/2AAA, 1/2AA	45	43	41	39
Plan B, 1/3AAA, 1/3AA, 1/3A	41	39	37	35

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min newscasts—1-1/2x applicable 1-min rate.

KODA
1961
HOUSTON

Selcom, Inc.
Beautiful Music

Media Code 4 245 4150 6.00
Taft Broadcasting Corp., 4808 San Felipe Road, Houston Tex 77027 Phone 713-622-1010.

STATION'S PROGRAMMING DESCRIPTION
KODA: Programmed for adult audiences.
MUSIC: familiar music. Morning personality. NEWS: every 10 min 6-6 am. National news at 6:50 & 7:50 am; local industry news at 4:55 pm; local business news at 5:55 pm. COMMERCIAL POLICY: 10 minutes per hour. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Vice-Pres., Broadcast Division — B. Thomas Hoyt.
Sales Manager—Mitt Willis.
Radio Operations Manager—Jason Williams.

2. REPRESENTATIVES
Selcom, Inc.

2. FACILITIES
5,000 w. days; 1010 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 24a, 25a, 32b.
Contracts: 40a, 42a, 43, 45, 46.
Comb.: Cont. Discounts: 62b, 62d.
Cancellation: 70a, 71a, 73a.
Prod. Services: 80, 81.
Affiliated with MBS.

TIME RATES
AM/FM COMBINATION
No. 12 Eff 10/15/74—Rec'd 12/3/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—All other times

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	40	36	33	31
AA	36	33	30	27

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
AM only, Deduct 20%.

10. SPECIAL FEATURES
Newscasts & features—1-1/2x 1-min.

KODA-FM
1958
HOUSTON

Selcom, Inc.
Beautiful Music

Media Code 4 245 4151 4.00
Taft Broadcasting Corp., 4808 San Felipe Rd., Houston, Tex. 77027. Phone 713-622-1010.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KODA-FM: Programmed for adults & young adults. MUSIC: up to 57 min per hour, mostly instrumental performance of contemporary/standard songs. NEWS: 2 min advisories at :50. COMMERCIAL POLICY: 4 intermissions per hour at each quarter hour with maximum 2 commercial announcements per intermission. Contact Representative for further details. Rec'd 12/2/74.

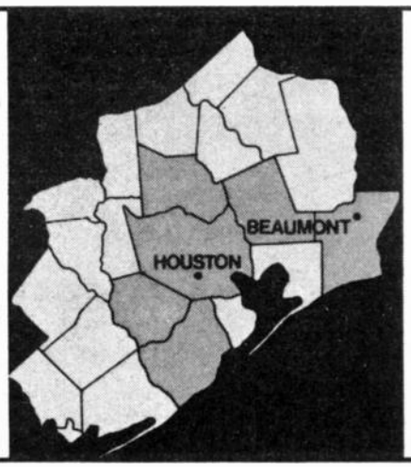
3. FACILITIES
ERP 100,000 w.; 99.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Sold in combination with KODA. See that listing for rates.

(This listing continued on next page)

HOUSTON'S SPECTRUM BUY
KODA Beautiful Music with Beautiful Ratings KODA/FM
1 order and 1 bill gives you 2 audiences
#1 ADULTS 25-49
Source: ARB Apr/May M/S 6AM Mid, TSA
CALL SELCOM

No. 1 Adult Buy
Gulf Coast
*ADI Area
*SEE LATEST PULSE OR ARBITRON



Call your Katz's representative today.
In Houston call Dave Morris 523-2581.

TIME RATES
No. 12 Eff 10/15/74—Rec'd 12/2/74.
AAA—Mon thru Sun 6 am-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK. 1 MIN/LESS:	6 ti	12 ti	18 ti
AAA	34	30	28
AA	22	17	16

KPRC
1925
HOUSTON

Represented by CBS RADIO SPOT SALES

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 4175 3.00
Houston Post Co., Box 2222, 8181 S. W. Frwy., Houston, Tex. 77001. Phone 713-771-4631.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Harris.
Vice-Pres & Sta. Mgr.—Cleve Griffin.
Sales Manager—George Stokes.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
5,000 w.; 950 kc.
Directional—night only.
Operating schedule: 5:30-1 am. CST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 31, 32b, 33c.
Contracts: 40a, 41, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 25 Eff 8/1/75—Rec'd 7/28/75.
AAA—Mon thru Sat 5:30-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Sat 5-5:30 am; Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7-11 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min (*)	1 min 6 ti	1 min 12 ti	1 min 18 ti	30 sec (*)	30 sec 6 ti	30 sec 12 ti	30 sec 18 ti
AAA	80	67	64	60	64	54	51	48
AA	65	53	50	46	52	42	40	37
A	50	43	41	39	40	35	33	31
B	35	32	30	28	28	26	24	22

(*) Specified position.
10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK:	1 min	30 sec
6 ti (2AAA, 1AA, 2A, 1B)	288	230
12 ti (3AAA, 3AA, 3A, 3B)	528	423
18 ti (5AAA, 4AA, 5A, 4B)	718	576
24 ti (6AAA, 6AA, 6A, 6B)	864	690

Minimum 3 day parts if 1+ day part is AAA or AA: 1 day part if A or B. If revised from number of spots specified for each day part, conversion made at applicable unit rate for desired day part.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applied as earned.

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	AAA	AA	A	B
1 ti	95	80	70	50
6 ti	90	75	65	45
12 ti	85	70	60	40

KQUE (FM)
1960
HOUSTON

KATZ RADIO

NAB RAB NAFMB

Texas Coast Broadcasters, Inc.
Subscriber to the NAB Radio Code
Media Code 4 245 4200 9.00
Texas Coast Broadcasters, Inc., Box 188, 4701 Careline, Houston Tex. 77001. Phone 713-522-2581. TWX 713-571-2231.
See affiliated AM station for additional information.
AM facilities: KNUZ.

1. PERSONNEL
President—David H. Morris.
Operations Manager—Webb Hunt.

3. FACILITIES
ERP 250,000 w. (horiz.), 250,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: ——— ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Katz Radio Network.
Member: Lazy-K Group.

TIME RATES
No. B-75 Eff 3/1/75—Rec'd 3/3/75.

6. SPOT ANNOUNCEMENTS

PER WK. FIXED:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	35	32	30	28	26

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

6. PROGRAM TIME RATES
1 hr—6x 1-min. 1/4 hr—2-1/2x 1-min.
1/2 hr—3-1/2x 1-min.

KRBE (FM)
1958
HOUSTON

GCC COMMUNICATIONS

Century National Sales

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4210 8.00
GCC Communications of Houston, Inc., 3203 Westpark Dr., Houston, Tex. 77042. Phone 713-781-6111

1. PERSONNEL
President—Alexander M. Tanger.
Executive Vice-President—John F. Tenaglia.
General Manager—Robert C. Fauser.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28a, 29c, 30, 33d.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60d, 60e, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.

TIME RATES
No. 7 Eff 3/1/75—Rec'd 1/30/75.
AAA—Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	65	55	50	40	40	30
12 ti	60	50	45	35	35	28
18 ti	55	45	40	30	30	26
24 ti	50	40	35	25	25	20

10 sec: 50% of 1-min.

KRLY (FM)
1963
HOUSTON

CBS/FMSALES

RAB

Media Code 4 245 4230 6.00
Zantanon Communications Corp., 3035 Westheimer, Houston, Tex. 77027. Phone 713-626-8130.

STATION'S PROGRAMMING DESCRIPTION
KRLY (FM): MUSIC: Mass appeal, adult contemporary, featuring live PERSONALITIES who combine current release singles & album cuts with gold cuts from past 10 years. Special feature: top 40 show. NEWS: 5 min network at :15 16x per weekday. SPORTS: professional football live play-by-play. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 5/5/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert S. Anderson, Sr.
Sales Manager—Ronnie Neel.

2. REPRESENTATIVES
CBS/FM Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 22d, 23a, 23b, 24c, 25a, 27, 28b, 28c, 30, 33d.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60h, 60k, 62d.
Cancellation: 71a, 72.
Prod. Services: 80, 81, 82.
Member: Texas State Network.

TIME RATES
No. 6 Eff 6/1/74—Rec'd 8/1/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS
FLOATING

PER WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	24	22	20	18	18	16	15	14
30 sec	19	17	16	14	14	13	12	11

Fixed position, extra 25%.

KTRH

delivers Houston's Adults

...in the key day-parts and all week long

Houston's Your Basic Buy—12th in the nation in Total Retail Sales, 13th in population and households. And KTRH makes sure you've got this market covered:

#1 with Adults 18+
Morning Drive M-F
Midday M-F
Evening Drive M-F
6am-Mid M-F
6am-Mid M-S
6am-7pm M-F

#1 with Women 18+
Morning Drive M-F
Midday M-F
7pm-Mid M-F

#1 with Men 18+
Morning Drive M-F
10am-3pm M-F
Evening Drive M-F

Source: Houston ARB Apr/May, 1975 avg 1/4 hr TSA; SROS Cons. Market Data 1-1-75

KTRH draws the most adults because we're programmed with the community in mind—all day news-talk-information, from local to international, farm reports, public affairs, audience participation, sports. And 50,000-watt KTRH covers the entire Texas Gulf Coast and Southwestern Louisiana—from Brownsville to Baton Rouge—so your advertising goes a long way.

Make KTRH your basic buy in Houston.

KTRH -740
HOUSTON, TEXAS
Represented by The Christal Company

7. PACKAGE PLANS
18-HOUR IMPACT—1/2AAA, 1/2AA

FLOATING, PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	20	18	16	15
30 sec	16	14	13	12
24-HOUR IMPACT—1/3AAA, 1/3AA, 1/3A				
1 min	16	15	14	13
30 sec	13	12	11	10

KTLW

City of License, Texas City, Texas.
Houston office—Las Vegas Motor Hotel, Houston, Texas. Phone 713-666-1411.
See listing under Texas City, Texas.

KTRH
1930
HOUSTON

THE CHRISTAL CO.

News-Talk-Information

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4250 4.00
Rusk Corp., Box 1520, 510 Lovett Blvd., Houston, Tex. 77001. Phone 713-526-4591.

1. PERSONNEL
Sr. Vice-Pres. & Gen'l Mgr.—Frank Stewart.
General Sales Manager—Max Cohen.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
50,000 w.; 740 kc. Directional.
Operating schedule: 18 hours daily.

4. AGENCY COMMISSION
15% on time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 12a, 13a, 14a.
Basic Rates: 20a, 20b, 22a, 24c, 25a, 32b, 33d.
Contracts: 41, 42a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 60i.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KLOL.
Affiliated with CBS.

TIME RATES
No. 22 Eff 11/1/74—Rec'd 11/21/74.
AM Drive—Mon thru Sat 5:30-10 am.
Daytime—Mon thru Sat 5-5:30 am; Mon thru Fri 10 am-3 pm.
PM Drive—Mon thru Fri 3-7 pm.
All other—Mon thru Fri 7 pm-midnight; Sat 10 am thru Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk 1 min	1 wk (*)	26 wk 1 min	26 wk (*)	52 wk 1 min	52 wk (*)
AM DRIVE						
Specified	72	60	68	56	64	52
6 ti	65	54	63	51	60	48
12 ti	62	50	60	47	57	44
18 ti	60	48	57	45	54	41
24 ti	58	46	55	43	52	39
DAYTIME						
Specified	46	38	44	35	42	33
6 ti	40	34	38	32	36	30
12 ti	38	32	36	30	34	28
18 ti	36	30	34	28	32	26
24 ti	34	28	32	26	30	24
PM DRIVE						
Specified	54	44	52	42	50	40
6 ti	47	38	45	36	43	34
12 ti	44	36	42	34	40	32
18 ti	42	34	40	32	38	30
24 ti	40	32	38	30	36	28
ALL OTHER TIMES						
Specified	35	30	32	28	30	26
6 ti	31	27	29	26	27	23
12 ti	29	25	26	22	24	20
18 ti	27	23	24	20	22	18
24 ti	25	21	22	18	20	17

(*) 30 sec/less.
AM & FM combinable for wkly frequency with minimum of 50% on AM.

(Houston continued on next page)

To the best of our ability, all service-ad copy regarding rating data has been checked for proper source lines

R-TV

Houston—Continued

KULF
1944
HOUSTON
Independent

EASTMAN RADIO, INC.

RAB

A Southern Broadcasting Company Station
Subscriber to the NAB Radio Code

Media Code 4 245 4200 3.00

Southern Broadcasting Co., 2100 Travis, Houston, Tex. 77002. Phone 713-224-7900.

STATION'S PROGRAMMING DESCRIPTION
KULF: MUSIC: modern MOR featuring music personalities. NEWS: 10 min at 7 & 8 am, M-F; 5 min hourly all other hours. Sports included in news. 8 man news staff. LIMITED COMMERCIAL POLICY: only 12 availabilities per hour, none exceeding 90 seconds, non exceeding 2 commercials. Contact Representative for further details. Rec'd 8/2/73.

1. PERSONNEL
President—John G. Johnson.
Vice-Pres. & Gen'l Mgr.—William R. Bosse.
General Sales Manager—Philip E. McDonald.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 790 kc.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 18c, 14c, 15b.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23b, 24a, 24c, 29a, 29b, 32b, 33d.
Contracts: 40e, 41, 44b, 45, 46, 47a, 49, 51a, 61b.
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a.
Cancellation: 70c, 71a, 72.
Prod. Services: 80, 82.
FM facilities: KYND.
Affiliated with Eastman Radio Network.

TIME RATES
KULF/KYND COMBINATION
No. 4 Eff 7/15/75—Rec'd 8/1/75.
I—Mon thru Fri 6-10 am.
II—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
III—Mon thru Fri 10 am-3 pm; Sun 9 am-7 pm.
IV—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	I	II	III	IV
1 ti	110	100	84	40
12 ti	104	94	78	38
18 ti	100	90	75	35

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Specified: 1x rate plus 10%.
AM only: Deduct 25%.
Submitted by Mary C. Downey.

KXYZ HOUSTON
1930
HOUSTON

abc OWNED AM STATION

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 245 4300 7.00

KXYZ, Inc., a wholly owned subsidiary of Americas Broadcasting Companies, Inc., 1602 Fannin Bank Bldg., Houston, Tex. 77025. Phone 713-795-4820.

STATION'S PROGRAMMING DESCRIPTION
KXYZ: Programmed for mass adult audience. MUSIC: all time hits of past 20 years, plus current popular singles. NEWS: 5-min national & local news at :30, extended newscasts at 6, 7, 8 am, 5 & 6 pm. 5 man news staff with 2 mobile units. Frequent traffic & weather information. SPORTS: outdoor sportsman show 5-6 am M-F; 5-6:30 am Sat & Sun. COMMERCIAL POLICY: maximum 14 minutes in am drive, 10 minutes all other times. Contact Representative for further details. Rec'd 6/10/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ronald L. Sack.
General Sales Manager—John Hare.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 1320 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

KULF/ KYND DELIVERS 40.7% MORE 25-49 LISTENERS IN HOUSTON DRIVE TIMES THAN ITS NEAREST COMPETITOR.

14.9% MORE 18-49 TOO!

	25–49
KULF/KYND	22,100
Combo #1	12,900
Station A	9,800
Station B	15,700
Combo #2	13,200
Station C	15,000
Combo #3	13,600
Combo #4	12,300
Combo #5	9,000

Source: Average Persons 6—10 a.m. & 3–7 p.m.
M—F, MSA, Houston ARB Apr/May 1975

KULF 79 RADIO

KYND FM·92

For more information, just ask Eastman Radio.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 25b, 29a, 32a.
Contracts: 40b, 41, 42a, 43, 44a, 45, 46, 47a, 56.
Comb.: Cont. Discounts: 60a, 60c, 60i, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Service: 80, 81, 82.
FM facilities: KAUM (FM).
Affiliated with American Entertainment Network.

TIME RATES
Eff 4/1/72—Rec'd 11/5/73.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	49	47	45	42	40
30/10 sec	40	38	36	34	32
CLASS AA					
1 min	39	37	35	33	31
30/10 sec	32	30	28	26	25
CLASS A					
1 min	26	24	22	20	18
30/10 sec	21	20	18	16	16

8. PARTICIPATING PROGRAMS
The Outdoor Sportsman, George Balke—Mon thru Fri 5-6 am; Sat & Sun 5-6:30 am, ea 28.00.

10. SPECIAL FEATURES
5-min Newscasts—all in AAA, ea. 60.00. Incl open & close plus 1 1-min spot.

KYND
1950
PASADENA

A Southern Broadcasting Company Station

Media Code 4 245 4315 5.00

KYND, Inc., of Texas, 1001 E. Southmore, Pasadena, Tex. 77502. Phone 713-223-9200.

STATION'S PROGRAMMING DESCRIPTION
KYND: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 12/10/71.

1. PERSONNEL
President—John G. Johnson.
Vice-Pres. & Gen'l Mgr.—William R. Bosse.
General Sales Manager—Philip E. McDonald.
Sales Manager—Donald H. Frederick.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 97,000 w. (horiz.), 97,000 w. (vert.); 92.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 790 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 61a, 61b.
Comb.: Cont. Discounts: 60e, 62b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
AM facilities: KULF.
Affiliated with Eastman Radio Network.
Sold in combination with KULF. See that listing for rates.

TIME RATES
No. 4 Eff 7/15/75—Rec'd 8/1/75.
I—Mon thru Sat 10 am-3 pm.
II—Mon thru Sat 6-10 am & 3-7 pm; Sun 9 am-7 pm.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN/LESS:	I	II	III
1 ti	55	50	20
12 ti	50	45	16

Submitted by Mary C. Downey.

KYOK
1947
HOUSTON

STARR BROADCASTING GROUP, INC.

Alan Torbet Associates, Inc.

RAB

Media Code 4 245 4325 4.00

Starr KYOK, Inc., 3001 LaBranch, Houston, Tex. 77004. Phone 713-526-7131.

STATION'S PROGRAMMING DESCRIPTION
KYOK: Programmed for Black audience. MUSIC: rhythm and blues. Black DJ's do all shows, including taped and live commercials. NEWS: 5-min local, state, national & international at :54. Daily commentaries. 1-hour talk shows twice weekly, with community leaders. Public participation by phone, Sat 6 pm & Wed 10 pm. SPORTS: live college football & high school playoffs, pre-game & post-game interviews with coaches & players. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
Senior Vice-President—Richard Oppenheimer.
General Manager—James A. Foxx.
General Sales Manager—Martin Russo.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Starr Broadcasting Group, Inc.: See Rep. & S/O pages.

3. FACILITIES
5,000 w.; 1500 kc. Directional—nights only.
Operating schedule: 24 hours daily. CST.

(This listing continued on next page)

4. AGENCY COMMISSION
15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 28c, 29a, 30.
Contracts: 40c, 41, 42d, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 82.
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.
Affiliated with National Black Network.

TIME RATES
No. 14 Eff 10/1/73—Rec'd 8/23/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.
B—All other times.

6. SPOT ANNOUNCEMENTS
SECTION I

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	40	37	36	35
A	37	33	32	31
B	35	31	30	29

Fixed position in specified times; non-preemptible.

SECTION II

AA	38	35	34	33
A	35	31	30	29
B	33	29	28	27

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
ROS in specified times: preemptible 24-hr notice.

7. PACKAGE PLANS
SECTION III—TAP

1 MIN:	6 ti	12 ti	18 ti	24 ti
1/3A, 1/3A, 1/3B	35	33	32	31

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
All times combinable for frequency discount.

HUNTSVILLE (1 AM; 1 FM)

Walker County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KSAM
1938

Subscriber to the NAB Radio Code
Media Code 4 245 4350 2.00
Verla Cauthen, Box 312, 3303 Interstate Rd., Huntsville, Tex. 77340. Phone 713-295-2651.

STATION'S PROGRAMMING DESCRIPTION
KSAM: Programmed for total audience appeal.

1. PERSONNEL
General Manager—Jack Nichols.

2. REPRESENTATIVES
Southwest—Eric Racey & Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:30 am-11:00 pm. CST.
Simulcast during newscasts only.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
No. 16-B Eff 10/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1x	11x	36x	500+
1 min	4.25	3.65	3.00	2.75
30 sec	3.30	3.00	2.46	2.20

KSAM-FM
1965

Media Code 4 245 4351 0.00
Verla Cauthen, Box 312, 3303 Interstate Rd., Huntsville, Tex. 77340. Phone 713-295-2651.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSAM-FM: Programmed for mass adult audience.

3. FACILITIES
ERP 710 w., 101.7 mc.
Operating schedule: 6:30-11 pm. CST.
Antenna ht.: 430 ft. above average terrain.
Simulcast during newscasts only.

TIME RATES
Eff 1/1/70—Rec'd 4/17/70.

6. SPOT ANNOUNCEMENTS
Flat 3.00

JACKSONVILLE (1 AM; 1 FM)

Cherokee County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KEBE
1946

Subscriber to the NAB Radio Code
Media Code 4 245 4375 8.00
Waller Broadcasting, Inc., Box 1648, 406 Nacogdoches St., Jacksonville, Tex. 75766. Phone 586-2211.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dudley Waller.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-11:05 pm. CST.
Partial simulcast operation. Simulcast 5:30-7 am, 12:10-12:30 pm & 7:30-11:07 pm. For non-simulcast facilities see KOOI (FM).

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KOOI (FM).
Affiliated with American Entertainment Network.
Member: Alamo Network.

TIME RATES
No. 13 Eff 1/1/71—Rec'd 6/29/71.
Drive Time—Mon thru Fri 6:30-9 am, noon-1 pm & 4:30-6:30 pm.

7. PACKAGE PLANS
ROS

PER WK, EA:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30/20 sec	4.50	4.35	4.20	4.05	3.90	3.75	3.60
10 sec	4.00	3.85	3.70	3.55	3.40	3.25	3.10

PER MO, EA:	40 ti	60 ti	80 ti	100 ti
1 min	5.25	5.00	4.75	4.50
30/20 sec	4.05	3.90	3.75	3.60
10 sec	3.55	3.40	3.25	3.10

PER YR, EA:	1 min	30/20	10 sec
500 x	5.00	3.90	3.46
1000 x	4.50	3.60	3.10

Drive Time—extra 20%.

KOOI (FM)
1967

Subscriber to the NAB Radio Code
Media Code 4 245 4385 8.00
Waller Broadcasting, Inc., Box 1648, 406 Nacogdoches St., Jacksonville, Tex. 75766. Phone 586-2211.
See affiliated AM station for additional information.
AM facilities: KEBE.

3. FACILITIES
ERP 100,000 w.; 106.5 mc. Stereo.
Operating schedule: 5:30 am-11:07 pm. CST.
Antenna ht.: 636 ft. above average terrain.
Partial simulcast operation. Operated separately 7 am-12:10 pm & 12:30-7:30 pm. For simulcast facilities see KEBE.

5. GENERAL ADVERTISING See coded regulations
Member: Alamo Network.

TIME RATES
Rates are identical to KEBE. See that listing.

JASPER (1 AM; 1 FM)

Jasper County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

KTXJ
1948

KTXJ-FM
1965

Subscriber to the NAB Radio Code
Media Code 4 245 4400 5.00
Thomas H. Spurlock, Roger C. Hall, Lynda Hall Bell, dba Jasper Broadcasting Service, Box 6090, Jasper, Tex. 75951. Phone 713-384-2544.

STATION'S PROGRAMMING DESCRIPTION
KTXJ: Modern C & W.
KTXJ-FM: MOR 7:30 am-5 pm; top 40 5-10:30 pm.

1. PERSONNEL
Managing Partner—Thomas Harold Spurlock.

2. REPRESENTATIVES
Riley Representatives.

3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 2,900 w.; 102.3 mc.
Operating schedule: 6 am-10:30 pm. CST.
Antenna ht., 140 ft. above average terrain.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Eff 5/1/75—Rec'd 6/24/75.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	51 ti	101 ti	151 ti	201 ti	250+
1 min	3.00	2.70	2.50	2.30	2.15	2.00
30 sec	2.10	1.90	1.80	1.70	1.60	1.50

Edited by Thomas H. Spurlock.

JUNCTION

Kimble County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

KMBL
1950

Subscriber to the NAB Radio Code
Media Code 4 245 4425 2.00
Heart-of-the Hills Communications Corp., Box 206, 214 Pecan St., Junction, Tex. 76849. Phone 915-446-3371.

STATION'S PROGRAMMING DESCRIPTION
KMBL: Country, rock, big bands, religious; UPI audio.

1. PERSONNEL
General Manager—Curtis C. Short, Jr.

2. REPRESENTATIVES
South—Riley Representatives.
Frederick W. Smith.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:45 am-10 pm. CST.

4. AGENCY COMMISSION
15/0.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 10/1/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	312x	500x
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.20	3.05	2.85	2.70	2.55	2.40

7. PACKAGE PLANS

ROS, PER WK:	10 ti	20 ti	30 ti	40 ti
Spot rate	52x	104x	156x	312x

Not combinable for frequency with spots.
Edited by Curtis C. Short, Jr.

KENEDY-KARNES CITY

Karnes County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KAML
1954

Subscriber to the NAB Radio Code
Media Code 4 245 4450 6.00
The Nine-Ninety Co., Box 990, Karnes City, Tex. 78118. Phone 512-780-3393.
Other studio: Box 999, Kenedy, Tex. 78119. Phone 512-583-2990.

1. PERSONNEL
Owner & Mgr.—Dayton Smith.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
250 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
All rates include a 30% talent and production charge.
Affiliated with KBS.
Member: Farm Radio Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/72—Rec'd 7/31/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	624x
1 min	3.70	3.50	3.30	3.10	2.90	2.80	2.60	2.30
30 sec	2.70	2.50	2.30	2.20	2.10	2.00	1.80	1.70

KERMIT

Winkler County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

KERB
1950

Subscriber to the NAB Radio Code
Media Code 4 245 4475 7.00
KERB Broadcasting, Inc., Drawer X, Hwy. 802, Kermit, Tex. 79745. Phone 915-586-3481.

STATION'S PROGRAMMING DESCRIPTION
KERB: MUSIC: 100% country, old and new.

1. PERSONNEL
General Manager—Ken Welch.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days; 600 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0. Bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/69—Rec'd 1/22/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	312x	500x
1 min	3.75	3.50	3.00	2.75	2.50	2.00
30 sec	3.00	2.80	2.40	2.20	2.00	1.60
10 sec	1.90	1.75	1.50	1.40	1.25	1.00

7. PACKAGE PLANS
1/2 GUARANTEED IN DRIVE TIME

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	3.00	2.75	2.50	2.25
30 sec	2.40	2.20	2.00	1.80
10 sec	1.50	1.40	1.25	1.10

KERRVILLE

Kerr County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

KERV
1948

Subscriber to the NAB Radio Code
Media Code 4 245 4500 2.00
Allied Entertainment, Inc., Box 2187, Kerrville, Tex. 78028. Phone 512-257-8200.

STATION'S PROGRAMMING DESCRIPTION
KERV: MUSIC; MOR, country.

1. PERSONNEL
Station Manager—Bill [redacted] Bill Vinson

2. REPRESENTATIVES
Southwest Radio Representatives.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Dave Walters
Non-directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15%.

TIME RATES
Eff——————Rec'd 5/23/74.

6. SPOT ANNOUNCEMENTS

MO, GUARANTEED:	1 ti	24 ti	48 ti	96 ti	144 ti
1 min	6.00	5.60	5.20	4.70	4.00
30 sec	4.80	4.50	4.20	3.80	3.20

MO, ROS:	1 ti	25 ti	50 ti	100 ti	200 ti
1 min	4.50	4.10	3.60	3.00	2.40
30 sec	3.60	3.30	2.90	2.50	2.00

10. SPECIAL FEATURES
NEWSCASTS

PER MO:	4 ti	12 ti	24 ti
PER WK:	1 ti	3 ti	6 ti
Ea	12.00	10.50	9.00

KILGORE

Gregg County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KLUE
LONGVIEW

City of license, Longview, Texas.
See listing under Longview, Texas.

KOCA
1936

Subscriber to the NAB Radio Code
Media Code 4 245 4525 8.00
Radio Kilgora, Inc., Box 989, 1100 N. Kilgore St., Kilgora, Tex. 75662. Phone 214-984-2001.

1. PERSONNEL
General Manager—John G. Logan.

2. REPRESENTATIVES
Southwest—Clyde Melville Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional. Same pattern day & night.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/15/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

PER MO:	15 ti	30 ti	50 ti	100 ti	155 ti	215+
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

Edited by John G. Logan.

KILLEEN (1 AM; 1 FM)

Bell County—Map Location E-6
See SRDS consumer market map and data at beginning of the State

KIXS
1955

Subscriber to the NAB Radio Code
Media Code 4 245 4550 7.00
Accent Radio Corp., Box 880, Killeen, Tex. 76541. Phone 817-634-3181, 3182, 3183; 526-5497.

STATION'S PROGRAMMING DESCRIPTION
KIXS: Programmed for adults.
MUSIC: 30% C & W; 70% pop & contemporary.
NEWS: emphasis on local; 4 mobile units, reporting minimum of 1 story per hr on-the-spot. State network news at :55; local every hour. Community bulletin board. Mobile studio for in-store broadcasts. FARM: 6-6:30 am daily. Contact Representative for further details. Rec'd 4/12/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—B. Rex Samford.
Vice-Pres. & Sta. Mgr.—Kenneth G. Williams.
Operations Manager—Bill Hilton.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
250 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KIXS-FM.

4. AGENCY COMMISSION
15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 11a, 14a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 29a.
Contracts: 40a, 41, 44a, 44b, 46, 51b.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with KBS.
Member: Alamo Network.

TIME RATES
AM/FM COMBINATION
No. 104 Eff 12/1/73—Rec'd 1/29/74.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—Mon thru Sat 9 am-3 pm; Sun 7 am-6 pm.

6. SPOT ANNOUNCEMENTS

AA:	1x	50x	100x	200x	300x	500x	700x	(*)
1 min	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.00	5.00	4.75	4.50	4.25	4.00	3.75
10 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
A:								
1 min	7.75	7.40	6.70	6.50	6.00	5.60	5.20	4.70
30 sec	5.50	5.30	4.80	4.50	4.15	3.95	3.60	3.30
10 sec	3.25	3.03	2.90	2.60	2.40	2.10	2.00	1.80

(*) 1000+

6. PROGRAM TIME RATES

AA:	1x	26x	52x	104x	156x	260x	312x
1/4 hr	30.00	25.00	23.50	22.50	21.00	19.50	17.50
10 min	22.50	21.75	20.00	17.50	16.50	15.50	14.00
5 min	14.00	13.50	12.95	12.50	12.00	11.25	10.50
A:							
1 hr	75.00	70.00	65.00	55.00	50.00	45.00	40.00
1/2 hr	45.00	40.00	37.50	32.50	30.00	27.50	23.00
25 min	41.00	36.00	33.50	28.50	26.00	23.50	19.00
1/4 hr	25.00	22.50	21.25	18.75	17.50	16.25	14.00
10 min	17.50	16.00	14.75	14.00	13.50	13.00	12.00
5 min	12.75	12.25	12.00	11.50	11.00	10.50	10.00

ROS 6 am-6 pm, 10+ per wk. A rates apply.
Edited by B. Rex Samford.

(Killeen continued on next page)

Killeen—Continued

KIXS-FM
1961

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4551 5.00
Accent Radio Corp., Box 880, Killeen, Tex. 76541. Phone 817-634-3181, 3182, 3183; 526-5497.
See affiliated AM station for additional information.

3. FACILITIES
ERP, 1,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: —— ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KIXS.

5. GENERAL ADVERTISING See coded regulations
Member: Alamo Network.
Sold in combination with KIXS. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 104 Eff 12/1/73—Rec'd 1/29/74.
B—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

S:	1x	50x	100x	200x	300x	500x	700x	(*)
1 min	4.50	4.20	4.00	3.80	3.50	3.30	3.10	2.90
30 sec	3.30	3.10	2.95	2.80	2.60	2.40	2.10	2.00
10 sec	2.75	2.50	2.30	2.10	1.80	1.50	1.35	1.25

(*) 1000+.

8. PROGRAM TIME RATES

B:	1x	26x	52x	104x	156x	260x	312x
1 hr	40.00	35.00	32.50	30.00	27.50	25.00	22.50
1/2 hr	25.00	22.50	20.00	18.75	17.00	16.00	14.00
25 min	23.00	21.00	18.00	16.00	15.00	14.25	12.95
1/4 hr	17.50	16.25	15.25	14.00	13.50	13.00	12.00
10 min	14.00	13.50	13.00	11.95	11.50	10.95	9.95
5 min	11.60	11.25	10.95	10.60	10.00	9.50	8.95
2-1/2 min	8.50	8.25	8.00	7.80	7.65	7.40	7.25

ROS 6 am-6 pm, 10+ per wk. A rates apply.
Edited by B. Rex Sanford.

KINGSVILLE (1 AM; 1 FM)

Kleberg County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

KINE
1948

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4575 4.00
Radio Station KINE, Inc., Box 846, 205 E. King Ave., Kingsville, Tex. 78363. Phone 512-592-8211.

1. PERSONNEL
General Manager—Ben Glusing.
Station Manager—Andy Cook.
Commercial Manager—Skipper Wood.

3. FACILITIES
1,000 w. days; 1230 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Simulcast during network news at :55.

4. AGENCY COMMISSION
15/0 time only; 20th of month rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.
Contracts: 40a, 42a, 45, 48, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.
Cancellation: 70a, 70c, 71b, 72a
FM facilities: KPUP (FM).
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/70—Rec'd 6/3/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min	4.50	4.30	4.10	3.80	3.60	3.40
30 sec	4.00	2.80	2.60	2.40	2.20	2.00

	312x	524x	1248x	2496x	5744x
1 min	3.20	3.00	2.80	2.60	2.40
30 sec	2.80	2.60	2.40	2.20	2.00

	1x	45x	181+
10 sec	2.25	2.00	1.85

7. PACKAGE PLANS

PER MO:	40 ti	60 ti	100 ti	160 ti
1 min	150	195	300	420
30 sec	128	180	280	390

8. PROGRAM TIME RATES

	1x	26x	52x	104x
1 hr	60	54	48	45
1/2 hr	28	26	20	24
1/4 hr	18	18	15	14
5 min	10	8	7	6

10. SPECIAL FEATURES

PER WK, 1 MIN:	1 ti	2 ti	3 ti	6 ti
Network News	4.50	9.00	12.00	22.80

KPUP (FM)
1970

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4587 6.00
Radio Station KINE, Inc., Box 846, 205 E. King Ave., Kingsville, Tex. 78363. Phone 512-592-8211.
See affiliated AM station for additional information.
AM facilities: KINE.

3. FACILITIES
ERP 3,000 w.; 97.7 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 154 ft. above average terrain.
Simulcast during network news at :55.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Rates are identical to KINE. See that listing.

LA GRANGE (1 AM; 1 FM)

Fayette County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KVLG — KVLG-FM
1939 — 1971

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 4600 6.00
Lloyd E. Kolbe, Drawer K, La Grange, Tex. 78945. Phone 712-968-3172.

STATION'S PROGRAMMING DESCRIPTION
KVLG: Programmed for adults.

1. PERSONNEL
Owner & Gen'l Mgr.—Lloyd E. Kolbe.

3. FACILITIES
250 w.: 1570 kc. Directional daytime.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.: 104.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: ——
Simulcast 6-7:30 am, 3:15 pm-local sunset, all participating newscasts.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
No. 5 Eff 10/1/73—Rec'd 10/10/73.
A—6:30-7:30 am, 8:05-8:45 am, 11:30 am-noon, 12:45-1 pm, 4:30-5 pm & 5:15-6 pm.
B—6-6:30 am, 9-11:30 am, 2-4:30 pm, 6-11 pm, FM only Sun all day.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Class A, flat	3.50	2.90

B	1x	156x	312x	500x	1000x
1 min	2.90	2.50	2.30	2.10	1.90
30 sec	1.80	1.75	1.65	1.60	1.50

7. PACKAGE PLANS

10/LESS DAYS:	1 min	30 sec
10 ti (1 News, 4A, 2R, 3FM only)	30	23
25 ti (3 News, 8A, 7B, 7FM only)	70	*
50 ti (6 News, 18A, 12B, 14FM only)	130	100
100 ti (20 News, 35A, 20B, 25FM only)	225	180

(*) 57.50.

10. SPECIAL FEATURES
PARTICIPATING NEWS
7:30-8:05 am, 8:45-9 am, noon-12:45 pm & 5-5:15 pm.
1 min 6.50 30 sec 5.25

LAKE JACKSON-FREEPORT
(1 AM; 1 FM)

Brazoria County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KBRZ
1952
FREEPORT

Media Code 4 245 4612 5.00
Coastal Broadcasting, Inc., Box AA, Freeport, Tex. 77541. Phone 713-233-2655.

STATION'S PROGRAMMING DESCRIPTION
KBRZ: MUSIC: modern country. Every other record an album cut on week-ends. NEWS: 5-min at 6:15, 6:45, 7, 7:30, 8, 8:30, 9 am, noon, 3:30, 4, 4:30, 5 & 6 pm M-F. FARM & ranch news: 6:30 am M-F. SPORTS: 7-min sports & outdoor newscast 5:30 pm M-F. 3-min audience participation talkback 7:15 am 5:15 pm M-F. Contact Representative for further details. Rec'd 9/6/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim T. Payne.
Operations Manager—Richard Dobbyn.

2. REPRESENTATIVES
Southwest Radio Representatives.

3. FACILITIES
500 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: KGOL.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 6/1/74—Rec'd 7/31/74.

6. SPOT ANNOUNCEMENTS

PER MO, BTA:	1 ti	25 ti	50 ti	73 ti	(*)
1 min	8.00	7.75	7.50	7.25	6.50
30 sec	6.50	6.25	6.00	5.75	5.10

6-10 am & 3-7 pm, extra 1.00.
(*) 100-149 ti.

10. SPECIAL FEATURES
Newscasts—Open & close spots, 14.00.

KGOL
1964
LAKE JACKSON

Media Code 4 245 4625 7.00
Coastal Broadcasting, Inc., Box AA, Freeport, Tex. 77541. Phone 713-233-2655.

STATION'S PROGRAMMING DESCRIPTION
KGOL: MUSIC: contemporary mixed with equal amount of gold from mid-50's to current. Countdown of top 10 Fri & Sat midnight. NEWS: 5-min at 6:15, 6:45, 7, 7:30, 8, 8:30, 9 am, noon, 3:30, 4, 4:30, 5 & 6 pm M-F. SPORTS: 7-min sports & outdoor newscast 5:30 pm M-F. 3-min record business report 1, 2 & 3 pm Fri, Sat & Sun. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim T. Payne.
Operations Manager—Richard Dobbyn.

2. REPRESENTATIVES
Southwest Radio Representatives.

3. FACILITIES
ERP 28,000 w.; 107.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KBRZ.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 6/1/74—Rec'd 7/31/74.

6. SPOT ANNOUNCEMENTS

MO, BTA:	1 min	30 sec		1 min	30 sec
1 ti	4.75	4.00	51+	4.25	2.50

6-10 am & 3-7 pm, extra 1.00.

LAMESA

Dawson County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KPET
1947

Media Code 4 245 4650 5.00
KPET Radio, Inc., Box 30, Lamesa, Tex. 79331. Phones 806-872-2404, 7707.

STATION'S PROGRAMMING DESCRIPTION
KPET: Mod country music, 10 hrs. Spanish wkly.

1. PERSONNEL
Manager—Jimmy K. Young.

2. REPRESENTATIVES
Clyde Melville Company.

3. FACILITIES
250 w.; 690 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network, Voice of Southwest Agriculture Radio Network, Farm Radio Network.

TIME RATES
Eff 8/1/74—Rec'd 12/2/74.
A—6:30-9 am, noon-1 pm & 5-6 pm.
B—9 am-noon & 1-5 pm.

7. PACKAGE PLANS

PER MO:	A 1 ti	A 30 ti	A 60 ti	A 90+	B 1 ti	B 30 ti	B 60 ti	B 90+
1 min	4.80	4.40	4.10	3.75	3.75	3.45	3.05	2.70
30 sec	3.80	3.55	3.45	3.00	2.99	2.65	2.55	2.40

LAMPASAS

Lampasas County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KCYL
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 4675 2.00
Stephen S. Sampson Lampasas Broadcasting Co., Box 886, Lampasas, Tex. 76550. Phone 512-556-3671.

STATION'S PROGRAMMING DESCRIPTION
KCYL: Mixture, C & W, popular & oldies.

1. PERSONNEL
Owner & Gen'l Mgr.—Stephen S. Sampson.

2. REPRESENTATIVES
Dallas—Riley Representatives.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-10 pm. CST.

4. AGENCY COMMISSION
15/0 time only; bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
No. 10 Eff 3/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.60	3.20	2.80	2.40

LAREDO (2 AM; 1 FM)

Plus 3 paid listings.
Webb County—Map Location D-9
See SRDS consumer market map and data at beginning of the State.

KLAR
1961

NAB — RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4700 6.00
Radio Laredo, Inc., Box 1899, Laredo, Tex. 78040. Phone 512-723-7459.

1. PERSONNEL
General Manager—Tommy Thompson.
Commercial Manager—Harold Ellington.

2. REPRESENTATIVES
McGarren-Guild, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1300 kc.
Non-directional days, directional nights.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 14c, 15b.
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 48, 49, 50, 51a.
Comb.; Cont. Discount: 60d, 60f, 60h, 60i, 60j, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 71-G Eff 1/1/75—Rec'd 5/5/75.
Drive—6-10 am, 11:30 am-1:30 pm & 4-7 pm.
Housewife—10-11:30 am & 1:30-4 pm.
Other—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

FIXED/DRIVE:	1 ti	12 ti	18 ti	24 ti	48+
1 min	7.75	6.65	6.05	5.45	4.95
30 sec	6.20	5.40	4.85	4.55	4.00

15 sec or less, flat 1.95.

7. PACKAGE PLANS
1/3 DRIVE, 1/3 HSWF, 1/3 OTHER

10 DAYS:	18 ti	24 ti	36 ti	50 ti	80 ti	*100+
1 min	5.25	4.95	4.40	4.25	3.30	3.05
30 sec	4.20	3.95	3.55	3.30	2.65	2.40

(*) 10 or 15 days.

PER MO:	90 ti	200 ti	300+
1 min	3.65	3.10	2.65
30 sec	2.90	2.45	2.25

ANNUAL

PER YR:	540x	1044x	2004x	3600x
PER MO:	45 ti	87 ti	167 ti	300 ti
1 min	5.25	3.95	3.80	3.00
30 sec	4.20	3.15	2.60	2.15

15 sec or less, flat 1.95.

DISCOUNT
13 wk—5% 26 wk—10%

10. SPECIAL FEATURES
DJ spots—Fixed rate plus 20%.
Edited by Tommy Thompson.

KOYE
1972

Media Code 4 245 4712 3.00
Border Broadcasters, Inc., Box 1731, Sacred Heart Rd. & Wooster, Laredo, Tex. 78040. Phone 512-723-4308.
See affiliated AM station for additional information.
AM facilities: KVOZ.

STATION'S PROGRAMMING DESCRIPTION
KOYE: MUSIC: hit parade format. MOR featuring hits of past 15 years plus current hits. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL
Station & Sales Mgr.—Ervin Parks, Jr.
Program Director—Pepe Joven.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 154 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 9/1/74—Rec'd 8/19/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	312x	624x	1248+
10 sec	1.40	1.30	1.25	1.15	1.10
30 sec	2.50	2.00	1.80	1.60	1.50
1 min	5.00	4.00	3.60	3.20	3.00

8. PROGRAM TIME RATES

	1x	26x	52x	312x
5 min	20.00	16.00	13.00	10.00
1/4 hr	30.00	25.00	20.00	15.00
1/2 hr	40.00	32.00	27.50	22.50
1 hr	75.00	60.00	50.00	40.00

(Laredo continued on next page)

For your convenience . . .

The Contents Page of this issue carries the names *and addresses* of the various associations with which radio stations are affiliated.

NAB

National Association of Broadcasters
1771 N St., N.W., Washington, D. C. 20036

RAB

Radio Advertising Bureau, Inc.
555 Madison Ave., New York, N. Y. 10022

SRA

Station Representatives Association
230 Park Ave., New York, N. Y. 10017

NAFMB

National Association of FM Broadcasters
Suite 803, 420 Madison Ave.,
New York, N. Y. 10017. Phone 212-755-9330.

R02A-1/3

KVOZ
1652

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 4725 5.00
Border Broadcasters, Inc., Box 1638, Laredo, Tex. 78040. Phone 512-723-4396.

STATION'S PROGRAMMING DESCRIPTION
KVOZ: Programmed for young adults and adults.
5 Air personalities play current popular and favorite standards by Mexican & US artists. English & Spanish commercials accepted. Spanish programming 7-11 pm. NEWS: Local & network at :60, extended newscasts at 8 am, 12N, 6 pm. 3 man local news staff, mobile unit. Emphasis on community involvement, daily editorials & opinion programs 12:30-2 pm. SPORTS: 75 football, basketball, sports organizations each year, plus college & pro football. COMMERCIAL POLICY: maximum 17 minutes per hour. Contact Representative for further details. Rec'd 11/3/72.

1. PERSONNEL
National Sales Manager—Bill Harrell.
2. REPRESENTATIVES
UBC Sales, Inc.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 5:30-1 am. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 61, 61a, 61b, 61c, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KOYE.
Member: Texas State Network, Alamo Network.

TIME RATES
No. 11 Eff 10/1/74—Rec'd 9/4/74.
AAA—Mon thru Fri 7-10 am & 4-7 pm.
AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm; Sat & Sun 7 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	1 min	*30	*20	*10	1 min	*30	*20	*10
1 x	7.00	5.00	3.50	3.00	5.50	3.30	2.80	2.40
52 x	6.00	4.50	3.40	2.90	5.00	3.10	2.75	2.30
156 x	5.75	4.00	3.25	2.80	4.80	2.90	2.55	2.20
312 x	5.50	3.50	3.00	2.70	4.60	2.80	2.35	2.10
624 x	5.25	3.25	2.75	2.50	4.40	2.70	2.30	2.00
1248 x	5.00	3.00	2.50	2.25	4.20	2.60	2.25	1.90
1872 x	.....	.....	.....	.....	4.00	2.50	2.15	1.80
2496 x	.....	.....	.....	.....	3.80	2.40	2.00	1.70
3744 x	.....	.....	.....	.....	3.60	2.30	1.90	1.60

	A			
1 x	3.90	2.50	2.25	1.95
52 x	3.80	2.40	2.20	1.90
156 x	3.60	2.35	2.10	1.80
312 x	3.50	2.25	2.00	1.70
624 x	3.40	2.15	1.90	1.60
1248 x	3.25	2.00	1.80	1.50

(*) Seconds.

7. PACKAGE PLANS
Total Audience Plan—1/4AAA, 1/2AA, 1/4ROS; AA spot rates apply.

8. PROGRAM TIME RATES

	1x	52x	104x	312x	624x
5 min	12	10	8	7	6
1/4 hr	22	18	15	12	10
1/2 hr	40	32	28	24	20
1 hr	75	60	56	----	----

WE SPEAK SPANISH
TO 250,000 IN
LAREDO, TEXAS AND
NUEVO LAREDO, MEXICO
$12-723-4397
or UBC
KVOZ

XEAS
1948
NUEVO LAREDO, MEX.

(This is a paid listing)
Media Code 4 245 4800 6.00
Deyla Ruiz de Villarreal, Madero 2201, Nuevo Laredo, Mex.
Mailing Address — Box 814, Laredo, Tex. 78041. Phone 2-33-99.

1. PERSONNEL
President—Miguel Villarreal I.
2. REPRESENTATIVES
New York, Chicago—National Time Sales.
Los Angeles—Harlan G. Oakes, Inc.
San Francisco—Don R. Pickens Co.
Atlanta—David Carpenter Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1410 kc.
Operating schedule: 5:55 am-midnight Mon thru Sun. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 8.
Basic Rates: 23a.
Contracts: 40a.
Entire schedule is broadcast in Spanish; English broadcast facilities available.
Translations of commercials from English to Spanish is free of charge.
All rates guaranteed for one year from date of first broadcast, with or without interruptions, when covered by duly signed and accepted contract.
Member: National Spanish Language Network.

TIME RATES
Eff—Rec'd 7/18/66.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min or less	5.13	4.90	4.62	4.34	4.06	3.78	3.50 (SO)

XEK
1937
NUEVO LAREDO, MEX.

(This is a paid listing.)
Media Code 4 245 4825 5.00
Ruperto Villarreal, El Diario Bldg., 3rd floor Gonzalez 2409, Nuevo Laredo, Mex. Phone 2-30-35.
Mailing Address—P. O. Box 87, Laredo, Tex. 78041.

STATION'S PROGRAMMING DESCRIPTION
XEK: Programmed for adults, young adults and housewives—Spanish speaking only.
NEWS: every hour; special newspaper services. Contact Representative for further details. Rec'd 4/12/71.

1. PERSONNEL
Pres. & Mgr.—Ruperto Villarreal.
Commercial Manager—Eduardo Villarreal M.
2. REPRESENTATIVES
Chicago, Atlanta, Dallas, Los Angeles, New York and San Francisco—Savalli/Gates, Inc.
El Paso—Broadcast Services, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 960 kc.
Non-directional.
Operating schedule: 5:25 am-10 pm daily. CST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 6b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21b, 22a, 23a, 29a.
Contracts: 40a, 42a, 43, 44a, 44b, 46.
Cancellation: 70b, 70c, 71a.
Member: The Amigo Spanish Group, National Spanish Language Network.

TIME RATES
Eff 3/1/68—Rec'd 1/3/68.
7. PACKAGE PLANS

PER WK:	Open	5 ti	10 ti	15 ti	20 ti	25+
1 min	8.00	7.60	7.20	6.80	6.40	5.96

10 sec ID's: 50% of 1-min.

8. PROGRAM TIME RATES

	1/2 hr	1/4 hr
1 x	50	25 (SO)

XENU
1957
NEUVO LAREDO, MEX.

(This is a paid listing.)
Media Code 4 245 4850 1.00
Miguel Villarreal, 2201 Madero St., 2nd Floor, Nueva Laredo, Mex. Phones 2-33-99, 2-13-99.
Other address—Box 814, Laredo, Tex. 78041.

STATION'S PROGRAMMING DESCRIPTION
XENU: Programmed for Spanish speaking people only.
MUSIC: country, rural Mexican type via live, tape, records, and transcription. Request programs dominate entire schedule. Missing persons broadcast daily. PERSONALITIES handle all segments. COMMERCIAL POLICY: announcements only. Commercials translated free from English into Spanish to all clients. Contact Representative for further details. Rec'd 10/26/67

1. PERSONNEL
President—Miguel Villarreal.
General Manager—Deyla R. Villarreal (Mrs.).
2. REPRESENTATIVES
New York, Chicago—National Time Sales.
Los Angeles—Harlan G. Oakes, Inc.
San Francisco—Don R. Pickens Co.
Atlanta—David Carpenter Company.
Southwest—Riley Representatives.
3. FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4c, 5, 6b, 7a, 8.
Rate Protection: 10a, 11a.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 26, 28b.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 61a, 62c.
Cancellation: 70c, 71a, 73a.
Member: National Spanish Language Network.

TIME RATES
Eff 7/1/68—Rec'd 6/17/68.
6. SPOT ANNOUNCEMENTS

	Open	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	9.00	8.60	8.20	7.80	7.20	6.60	6.00
30 sec	6.75	6.45	6.15	5.85	5.40	4.95	4.50
10 sec	4.50	4.30	4.10	3.90	3.60	3.30	3.00 (SO)

LEVELLAND
Hockley County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KLVT
1949
Media Code 4 245 4925 1.00
KLVT Radio, Inc., Marshall Formby, Clint Formby, Gene Stanley, Box 1230, Farm-to-Market Hwy., Levelland, Tex. 79336. Phone 894-3134, 35.

1. PERSONNEL
Sales Manager—Gene Stanley.
2. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff ———Rec'd 10/5/72.
6. SPOT ANNOUNCEMENTS

	1x	13x	156x	312x
1 min	4.00	4.50	3.00	2.75

7. PACKAGE PLANS

	Per wk			Per mo			
EA:	15 ti	25 ti	50 ti	60 ti	100 ti	150 ti	200 ti
1 min	3.35	3.00	2.65	2.90	2.40	1.75	1.65
30 sec	2.90	2.30	2.00	2.40	1.75	1.40	1.35

LIBERTY
Liberty County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KPXE
1967
Media Code 4 245 4935 0.00
Liberty County Broadcasters, Inc., 1211 Main St., Liberty, Tex. 77575. Phone 713-336-5793.
Studio: 2902 Hwy. 90.

STATION'S PROGRAMMING DESCRIPTION
KPXE: MOR music emphasis on current hits.

1. PERSONNEL
General Manager—Gene Newman.
2. REPRESENTATIVES
Erle Itacey & Associates.
3. FACILITIES
250 w.; 1050 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/70—Rec'd 10/12/70.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	30 ti	50 ti	100 ti	200 ti	300 ti
1 min	4.50	4.25	3.75	3.50	3.25	1.50
30 sec	3.00	2.75	2.50	2.06	1.50	1.00

LITTLEFIELD
Lamb County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KZZN
1947
Media Code 4 245 4950 9.00
Littlefield Broadcasting Co., Box 192, Littlefield, Tex. 79339. Phone 806-385-4474.

STATION'S PROGRAMMING DESCRIPTION
KZZN: Programmed for agricultural interest.

1. PERSONNEL
Manager—Jim Vandenberg.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/17/75—Rec'd 2/17/75.
6. SPOT ANNOUNCEMENTS

PER MO, EA:	1 ti	25 ti	50 ti	75 ti	100 ti
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.75	2.50	2.25	2.00

LIVINGSTON (1 AM; 1 FM)
Polk County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KETX 1957 KETX-FM 1970
Media Code 4 245 4975 6.00
"Voice of East Texas," Box 111, Livingston, Tex. 77351. Phone 713-327-8916.

STATION'S PROGRAMMING DESCRIPTION
KETX: MUSIC: modern country.

1. PERSONNEL
Pres. & Gen'l Mgr.—Harold J. Haley.
3. FACILITIES
5,000 w. days; 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna bt.: 370 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/7/74.
6. SPOT ANNOUNCEMENTS

	1 ti	31 ti	61 ti	91 ti	121 ti	151 ti	181+
1 min/less	5.00	4.75	4.50	4.25	4.00	3.75	3.50
6-8 am & 4-6 pm, per spot extra							1.00

LOCKHART
Caldwell County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KCLT
1967

RAB

Media Code 4 245 4985 5.00
Badio Caldwell County, Inc., Box 240, 602 Stueve Lane, Lockhart, Tex. 78644. Phone 512-398-5232.

STATION'S PROGRAMMING DESCRIPTION
KCLT: Blend of C & W & top 40.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William R. Buchanan.
3. FACILITIES
250 w.; 1060 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS
Member: Texas State Network.

TIME RATES
No. 1 Eff 9/22/73—Rec'd 10/3/74.
AA—6:30-8:30 am & 11:30 am-1 pm.
6. SPOT ANNOUNCEMENTS

DAY:	WK:	MO:	YR:	1 min	30 sec	15 sec
.....	1 ti	13 ti	.....	4.80	3.65	3.05
6 ti	13 ti	26 ti	.....	4.10	2.95	2.45
13 ti	26 ti	52 ti	312x	3.50	2.35	2.00
26 ti	52 ti	104 ti	528x	3.05	1.90	1.65
52 ti	104 ti	208 ti	1248x	2.60	1.40	1.30
.....	.....	.....	1800x	2.35	1.20	1.05

(*) Minimum 2 per day in AA without extra charge.
Guaranteed AA: 1 min, extra .50; 30 sec, extra .30.

LONGVIEW (2 AM; 1 FM)
Gregg County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KFRO
1934
American Entertainment Ntwk

NAB RAB

Media Code 4 245 5000 2.00
"Voice of Longview," Box 792, Curtis Bldg., Longview Tex. 75601. Phone 214-753-4461.

STATION'S PROGRAMMING DESCRIPTION
KFRO: Programmed for adults and young adults, 18-49.
MUSIC: modified top 40, interspersed with modern country handled by AIR PERSONALITIES. NEWS: local & area handled by 4 man news staff; local & area at :60; network at :30; mobile & beeper reports on local & area news. Public affairs & women's at 1:45-2 pm M-F. SPORTS: 3 5-min sportcasts daily, 7.40 am, 4 & 6:10 pm; local high school & college football & basketball at night, plus professional football—all live. FARM: mainly in early AM. Mobile studios available. Contact Representative for further details. Rec'd 2/11/71.

1. PERSONNEL
President—James R. Curtis, Sr.
News & Farm Dir.—James R. Curtis, Jr.
Woman's Editor—Lovina Green.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w.; 1370 kc. Directional—nighttime only.
Operating schedule: 6 am-11:05 pm. CST.
4. AGENCY COMMISSION
15/0 time and talent: 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24b, 25b, 26, 27, 28a, 29a, 29b, 30, 33a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 61c.
Cancellation: 70a, 71a, 72.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.
Member: Farm Radio Network, Alamo Network.

TIME RATES
No. 40C Eff 4/1/75—Rec'd 4/22/75.
Drive/Fixed—6-9 am & 4-7 pm.
Midday—9 am-4 pm.
Nights & weekends—7 pm-6 am.
6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	15 ti	20 ti	25-30
DRIVE/FIXED					
PER WK:	1 ti	10 ti	15 ti	20 ti	25-30
1 min	7.20	6.84	6.48	6.12	5.76
30 sec	6.00	5.70	5.40	5.10	4.80
MIDDAY					
1 min	6.60	6.30	6.00	5.70	5.40
30 sec	5.40	5.10	4.80	4.50	4.20
NIGHTS & WEEKENDS					
				10 ti	20 ti
1 min				4.80	4.20
30 sec				3.60	3.00

7. PACKAGE PLANS

	TAP				
PER WK, ROS:	1 ti	10 ti	15 ti	20 ti	25-30
1 min	6.00	5.70	5.40	5.10	4.80
30 sec	4.80	4.50	4.20	4.10	3.60
PER MO, ROS:			50 ti	100 ti	125 ti
1 min			4.80	4.50	4.20
30 sec			3.60	3.30	3.00

KLUE
1948
Subscriber to the NAB Radio Code
Media Code 4 245 5025 9.00
Radio Longview, Inc., Box 7100, Signal Hill Dr., Longview, Tex. 75601. Phone 214-757-2020.

STATION'S PROGRAMMING DESCRIPTION
KLUE: Programmed for adults 18-49.
MUSIC: current hits & general popular. NEWS: local department with 5 local newscasts daily; hourly service from national networks. FARM: 5:30-6:30 am. SPORTS: all local sports carried live, college & pro football & baseball. Continuous policy of listener incentive contests known as fun games. Active in community involvement with regularly scheduled interviews & discussions of important local issues. Locally prepared editorials daily. Contact Representative for further details. Rec'd 5/31/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. A. Bridge, Jr.
Vice-President—Mildred J. Mahone.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
South—Riley Representatives.
3. FACILITIES
1,000 w. days; 1280 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.

(This listing continued on next page)

Longview—K L U E—Continued

8. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 70d, 73b.
Prod. Services: 80, 81, 82.
Member: Big-K Media, Texas State Network.

TIME RATES
Eff 9/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

FIXED POSITION

PER WK:	1 ti	10 ti	20 ti	30 ti
PER YR:	1 x	100x	250x	500x
1 min	5.00	4.75	4.50	4.25
30 sec	4.00	3.80	3.60	3.40
ROS				
1 min	4.50	4.25	4.00	3.75
30 sec	3.60	3.40	3.20	3.00 (CR)

KYKX

1963

Subscriber to the NAB Radio Code
Media Code 4 245 5062 2.00
Stereo 105, Inc., Box 8389, Signal Hill Dr., Longview, Tex. 75601. Phone 214-757-2662.

STATION'S PROGRAMMING DESCRIPTION
KYKX: Programmed for general interest.
MUSIC: modern country with personalities. Rec'd 8/6/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Rusty Reynolds.

3. FACILITIES
ERP 36.000 w.; 105.7 mc. Stereo.
Operating schedule: 24 hours daily, CST.
Antenna bt.: 328 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING see coded regulations
General: 1a. 2a. 3a. 4a. 5. 6a. 7b. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b.
Basic Rates: 20a. 21b. 22a. 23a.
Contracts: 40a. 41. 42a. 44b. 45. 46. 47c.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 7/1/74—Rec'd 8/6/74.
AA—Mon thru Fri 6-9 am & 3-7 pm.
A—Mon thru Fri 9 am-3 pm & 7 pm-midnight.

7. PACKAGE PLANS

	AA		A		BTA	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	6.00	5.00	5.50	4.50	5.00	4.00
10 ti	5.75	4.75	5.25	4.25	4.75	3.75
15 ti	5.50	4.50	5.00	4.00	4.50	3.50
20 ti	5.25	4.25	4.75	3.75	4.25	3.25
25 ti	5.00	4.00	4.50	3.50	4.00	3.00

MONTHLY PLAN—BTA
100+, 1 min 4.00 100+, 30 sec 3.00

10. SPECIAL FEATURES

5-MIN NEWS:	1 ti	3 ti	6 ti
AA	10	9	8
A	9	8	7

LUBBOCK (7 AM; 5 FM)

Lubbock County—Map Location R-4
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	15	13	15	13
B	12	10	12	10
C	12	9	10	8
D	10	8	10	8
AVERAGE	12	10	12	10

KDAV

1953

AVERY-KNODEL, INC.

Media Code 4 245 5100 6.00
Western Broadcasting Co., Box 6070, 6608 Quirt, Lubbock, Tex. 79413. Phone 806-744-4567.

STATION'S PROGRAMMING DESCRIPTION
KDAV: Programmed for general interest.
AIR PERSONALITIES emcee entire operation using inserts of community affairs, endorsements of public drives and events, and artist interviews. MUSIC 80%: modern country & western; 55% new or current selling singles & individual album tracks; 15% former popular country & western records. NEWS: 20%: regional & local at :60; newtork at :30; weather at :15. Sports stressed am & pm drive & weekends. Agricultural news stressed in early am & noon. Personalities available for remote broadcasts & pick-ups from commercial locations. Religious programs Sun am. Contact Representative for further details. Rec'd 3/30/71.

1. PERSONNEL
Owners—Dave (Stone) Pinkston & Robert E. Clark.
Gen'l & Sales Mgr.—Robert E. Clark.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
500 w. days; 530 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 21c, 21d, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a.
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 49, 51c.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 10 Eff 5/1/75—Rec'd 4/7/75.
AAA—Mon thru Sat 7-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Weekend.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	12	10	9	8	10	9	8	7
30 sec	10	8	7	6	8	7	6	5
					A			
1 min					9	8	7	6
30 sec					7	6	5	4

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti
1 min	96	126

8. PROGRAM TIME RATES
5 min 24 1/2 hr 84
1/4 hr 48 1 hr 120

DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES

FARM, 5-7 AM & 12:05-1 PM:	3 ti	6 ti	12 ti
1 min	13	12	10
30 sec	11	10	9

Edited by Robert E. Clark.

KEND

(formerly KCBD)
1946

Media Code 4 245 5110 9.00
The End Corp., 2112 Broadway, Lubbock, Tex. 79401. Phone 806-747-0101.

1. PERSONNEL
Gen'l Mgr. & Farm Dir.—Lew Dee.
News & Sports Dir.—Paul Beane.
Women's Editor—Carol Williams.

2. REPRESENTATIVES
Frederick W. Smith.
Southwest—Paul Miller & Company.

3. FACILITIES
1,000 w.; 1590 kc. Directional—separate patterns, day and night.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 21b, 22a, 23a, 24b, 25a, 22a.
Contracts: 40a, 46, 47a.
Comb.; Cont. Discounts: 60b, 60h, 61a.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80.
Affiliated with NRC.

TIME RATES
No. 3 Eff 7/1/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	50 ti	75 ti	100 ti	150 ti
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	10.00	8.00	7.00	6.00	5.00
30 sec	8.00	6.40	5.60	4.80	4.00
10 sec	5.00	4.00	3.50	3.00	2.50

BTA: 6 am-7 pm, 1/3 guaranteed 6-10 am & 3-7 pm.

9. PARTICIPATING PROGRAMS
LEW DEE SHOW—MON THRU FRI 7-9 AM

	1 min	30 sec	10 sec
Flat	12.00	9.60	6.00

KFYO

1927

Subscriber to the NAB Radio Code
Media Code 4 245 5125 7.00
KFYO, Inc., Box 10527, 914 Avenue J, Lubbock, Tex. 79408. Phone 806-765-5567.

STATION'S PROGRAMMING DESCRIPTION
KFYO: Programmed for general interest. FARM 11%: 5:30-7 am, noon-1 pm, 2 man, agricultural markets, interviews, events, weather. NEWS 22%: local, state, national, world, analysis, community events, commentary, interviews, mobile unit reports. 8% weather. 7-8 am, 5-6 pm news block. SPORTS: national baseball, live play-by-play college football and basketball, daily coverage. MUSIC: 8:05 afternoon popular music featuring film, show, standards, folk, middle-of-the-road, swing, jazz. Network news, variety program and music. 1-5 pm network audience participation program and celebrity interviews, news. General popular music featuring show, popular and dixieland jazz, novelty. 5:30 pm-12M general popular music, mainstream jazz. RELIGIOUS: programs Sun morning. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 7/27/67.

1. PERSONNEL
President—Eva Metcalf.
Nat'l Sales & Gen'l Mgr.—Gordon Thompson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 790 kc.
Directional separate patterns, day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60l, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with CBS.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 26 Eff 4/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

FARM
Mon thru Sat 5:30-7 am.
Mon thru Fri noon-1 pm.

	1 min	30 sec	15 sec
1 ti	14.00	10.00	8.00

FIXED
A—Mon thru Sat 7-9 am; Mon thru Fri 4:30-6:30 pm.
B—All other times.

	A			B		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 ti	10.00	8.00	5.00	8.00	6.40	4.00
ROS:				1 min	30 sec	15 sec
1 ti				4.75	3.75	2.75

NIGHTTIME—ROS—7 PM-MIDNIGHT
1-min 3.75 30-sec 2.75

8. PROGRAM TIME RATES
A—Mon thru Sat 5:30-9 am; 4:30-6:30 pm & noon-1 pm.
B—All other times.

	1 hr		1/2 hr		1/4 hr		5 min	
	A	B	A	B	A	B	A	B
1 ti	77	59	47	36	30	23	19	14

KLBK

1955

American Contemporary Ntwk

Grayson Enterprises, Inc.
Media Code 4 245 5150 5.00
Grayson Enterprises, Inc., Box 1559, 7400 University Ave., Lubbock, Tex. 79408. Phone 806-745-1313. TWX 910-896-4321.

STATION'S PROGRAMMING DESCRIPTION
KLBK: Programmed for 18-49 year old adults. 6 AIR PERSONALITIES emcee entire operation. Contests, promotions, interviews, emphasis on local events. NEWS: 5 min network at :55; local headlines at :60 plus local fully equipped mobile unit reports. MUSIC 80% top 40 singles; 10% album cuts. 9 am-noon programmed for women. SPORTS: sports director; 90 sec at :30; local high school play-by-play & Southwest Conference football. Local & area weather reports at :15 & :45. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 5/23/74.

1. PERSONNEL
Manager—Chuck Spaugh.
Program Director—Kevin Stone.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. CST

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 14b.
Basic Rates: 20b, 22a, 22b, 23a, 24b, 24c, 25a, 28c, 33a.
Contracts: 40a, 45, 46.
Cancellation: 70a, 70c.
Prod. Services: 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff——Rec'd 1/11/74.
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

AA:	1 min	30 sec	15/less
Flat	9.50	8.00	6.50
A, PER WK:	1 ti	10 ti	15 ti	20 ti
1 min	8.00	7.50	7.00	6.50
30 sec	6.50	6.00	5.50	5.00
15 sec/less	4.00	3.75	3.50	3.25

KLBK-FM

1968

Grayson Enterprises, Inc.
Media Code 4 245 5151 3.00
Grayson Enterprises, Inc., Box 1559, 7400 S. University Ave., Lubbock, Tex. 79408. Phone 806-744-765-8114.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KLBK-FM: MUSIC: standards, big bands, showtunes, film & popular. Contact Representative for further details. Rec'd 8/27/71.

3. FACILITIES
ERP 100,000 w.; 94.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 750 ft. above average terrain.

TIME RATES
Eff——Rec'd 1/11/74.

8. SPOT ANNOUNCEMENTS
1 min. flat 4.00 30 sec. flat 3.00

KLFB

1967

Subscriber to the NAB Radio Code
Media Code 4 245 5165 3.00
La Fiesta Broadcasting Co., Inc., Box 5697, 2700 Marshall Ave., Lubbock, Tex. 79417. Phone 806-765-8114.

STATION'S PROGRAMMING DESCRIPTION
KLFB: 100% Spanish. Programmed for general interest. Contests, promotions, interviews, news, weather, sports, educational, social, civic & public service. MUSIC: popular Mexican. Contact Representative for further details. Rec'd 8/27/73.

1. PERSONNEL
Associate Managers—Gussie McClellan & Marcos A. Garcia.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
500 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 1st of month.

6. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21d, 24b, 25a, 26, 28a, 28c, 29a, 32a, 33a.
Contracts: 40a, 44a, 46, 47a, 50, 51b.
Comb.; Cont. Discounts: 60b, 601, 61a.
Cancellation: 71a, 73b.
Prod. Services: 80, 82.
Member: The Amigo Spanish Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/1/73—Rec'd 4/23/73.
Prime—Mon thru Fri 7-9 am, noon-1 pm & 4-6 pm; Sat all day.

6. SPOT ANNOUNCEMENTS

PRIME TIME	1x	50x	150x	300x	600x
1 min	5.75	5.50	5.25	5.00	4.75
30 sec	4.25	4.00	3.75	3.50	3.25
15 sec	3.25	3.00	2.75	2.50	2.25
ALL OTHER TIMES					
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	3.75	3.50	3.25	3.00	2.75
15 sec	3.00	2.75	2.50	2.25	2.00

10. SPECIAL FEATURES

5-min Newscasts:	3 mo	8 mo	12 mo
5 per wk, Mon thru Fri	100	85	75

Includes open & close billboard & 30-sec spot.

KLLL

1953

Subscriber to the NAB Radio Code
Media Code 4 245 5175 2.00
Corbin Broadcasting Co., Box 10327, Lubbock, Tex. 79408. Phone 806-763-1911.

STATION'S PROGRAMMING DESCRIPTION
KLLL: Programmed for adults and young adults. MUSIC: modern country and western, with emphasis on country pop, folk country, and country songs performed by pop artists. AIR PERSONALITIES handle all segments. Listener participation contests regularly. NEWS: local and network news, including state, national and international coverage. RELIGIOUS: music and programs 8 am-noon Sun. Contact Representative for further details. Rec'd 12/26/67.

1. PERSONNEL
General Manager—Larry W. Corbin.
Program Director—O. G. King.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Southwest—Riley Representatives.

3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-6 pm.
For non-simulcast facilities see KLLL-FM.

4. AGENCY COMMISSION
15/0.

6. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28c, 33a.
Contracts: 40a, 44b, 46.
Comb.; Cont. Discounts: 60e, 601, 61b.
Cancellation: 70c, 71b, 73a.
Prod. Services: 82.
Member: Texas State Network.

TIME RATES
AM/FM COMBINATION
Eff 10/1/70—Rec'd 9/25/70.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER YR:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	14.00	11.25	7.00	12.00	9.50	6.00
50 x	13.00	10.50	6.50	11.00	8.75	5.50
100 x	12.00	9.50	6.00	10.00	8.00	5.00
250 x	11.00	8.75	5.50	9.00	7.25	4.50
500 x	10.00	8.00	5.00	8.00	6.50	4.00

7. PACKAGE PLANS
10 ti per wk—100x rate.
20 ti per wk—250x rate.
30 ti per wk—500x rate.

KLLL-FM

1958

Subscriber to the NAB Radio Code
Media Code 4 245 5176 6.00
Corbin Broadcasting Co., Box 10327, Lubbock, Tex. 79408. Phone 806-763-1911.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KLLL-FM: Programming features Nashville sound. MUSIC: modern country & country classics. NEWS: network & local. Telephone contests and requests from 6 pm-6 am. Contact Representative for further details. Rec'd 1/8/71.

(This listing continued on next page)

3. FACILITIES
ERP 40,000 w.; 96.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 590 ft. above average terrain.
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities, see KLLL.

5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network.

TIME RATES

Sold in combination with KLLL. See that listing for rates.

KSEL
1946

mcgavren-guild
pgw radio, inc.

NAB RAB

Media Code 4 245 5200 6.00
KSEL, Inc., Box 16740, Lubbock, Tex. 79490. Phone 806-745-2828.

1. PERSONNEL
Pres. & Gen'l Mgr—John R. Kreiger.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w. days, 500 w. nights; 950 kc.
Directional—Separate patterns day and night.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast 7-10 am. For non-simucast facilities see KSEL-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 21b, 21d.
Contracts: 40a, 41, 46.
Cancellation: 73a.

TIME RATES
No. K-1 Eff 4/1/75—Rec'd 4/21/75.
Drive—7-10 am & 4-6:30 pm.
ROS—All other times.

6. SPOT ANNOUNCEMENTS

	Drive 1 min	Drive 30 sec	Drive 10 sec	ROS 1 min	ROS 30 sec	ROS 10 sec
Ea	12	10	8	7	5	4

7. PACKAGE PLANS
IMPACT PLAN—ROS

PER MO:	50 tl	100 tl	200 tl
1 min	6.50	6.00	5.50
30 sec	4.50	4.00	3.50

Edited by John R. Kreiger.

KSEL-FM
1958

NAB RAB

Media Code 4 245 5201 6.00
KSEL, Inc., Box 16740, Lubbock, Tex. 79490. Phone 806-745-2828.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 7-2 am. CST.
Antenna ht.: 736 ft. above average terrain.

TIME RATES
No. K-1 Eff 4/1/75—Rec'd 4/21/75.

6. SPOT ANNOUNCEMENTS
1 min, ROS ..... 4.00 30 sec. ROS 3.00
Edited by John R. Kreiger.

KTEZ
1974

NAB RAB

Media Code 4 245 5202 4.00
T. B. Moran, 5010 University, Lubbock, Tex. 79408. Phone 806-797-3377.

1. PERSONNEL
President—Ray Moran.
General Manager—Dick Shoudt.
Music Director—Jim Schulke.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
ERP 59,000 w. (horiz.), 59,000 w. (vert.); 101.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 862 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 15c.
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 25b, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.
Comb.; Cont. Discounts: 60f, 60i, 61b.
Cancellation: 71a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 1A Eff 11/1/74—Rec'd 12/6/74.
AA—Mon thru Sat 5:30-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
B—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE/LESS

PER WK:	7 tl	14 tl	21 tl	28 tl	35 tl
AA	15	14	13	12	10
A	13	12	11	10	8
B	11	10	9	8	6

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%
Edited by Dick Shoudt.

KWGO (FM)
1964

Media Code 4 245 5204 6.00
KWGO-FM, 8025 Avenue A, Red Raider Inn, Lubbock, Tex. 79404. Phone 806-747-6942.

1. PERSONNEL
Mgr. & Owner—Bob Stephens.

3. FACILITIES
ERP 44,000 w.; 99.5 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 742 ft. above average terrain.

4. AGENCY COMMISSION
15%. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 15b.
Basic Rates: 20a, 20b, 21a, 23b, 28c, 29a.
Contracts: 40c, 44b, 45, 46.
Comb.; Cont. Discounts: 60e, 60i, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
Eff ———Rec'd 3/13/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	3.50	3.25	3.05	2.90	2.75	2.60
30 sec	2.80	2.60	2.45	2.35	2.20	2.16

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x
1 hr	45.00	40.00	37.50	35.00	32.50
1/2 hr	30.00	28.00	26.00	24.00	22.00
1/4 hr	20.00	19.00	18.00	17.00	16.06
10 min	15.00	14.00	13.00	12.00	11.00
5 min	10.00	9.00	8.00	7.00	6.00

LUFKIN (2 AM)

Plus 2 paid duplicate listings.
Angelina County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

KEEE
1947
NACOGDOCHES

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Nacogdoches, Texas.)
Media Code 4 245 5850 0.00
Stone Fort Broadcasting Co., Box 1111, 300 E. Main st., Stone Fort National Bank Bldg., Nacogdoches, Tex. 75961. Phone 713-564-4444.

STATION'S PROGRAMMING DESCRIPTION
KEEE: Programmed for mass appeal.
MUSIC: top 40; MOR 10 pm-2 am. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60. Local, regional, network, world, international. Beepers. 5 man news staff, 5 mobile units. SPORTS: high school football. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
President—Evelyn Stallings.
Vice-Pres. & Gen'l Mgr.—Dino Summerlin.
Program Director—Bobby Dobbs.

2. REPRESENTATIVES
Herbert E. Groskin & Co.
Riley Representatives.

3. FACILITIES
1,000 w days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15b.
Basic Rates: 21b, 22b, 23a, 24b, 29a, 33b
Contracts: 40a, 50.
Cancellation: 70a.
Prod. Services: 82.
FM facilities: KJCS (FM).
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 8/31/73—Rec'd 6/6/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES
5 min—3x applicable 1-min rate.
Submitted by Dino Summerlin. (D)

KJCS (FM)
1967
NACOGDOCHES

NAB RAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Nacogdoches, Texas.)
Media Code 4 245 5860 0.00
Voice of the Lakes Broadcasting, Inc., Box 1111, 300 E. Main St., Stone Fort National Bank Bldg., Nacogdoches, Tex. 75961. Phone 713-564-1230.

STATION'S PROGRAMMING DESCRIPTION
KJCS (FM): Programmed for mass appeal.
MUSIC: balanced mixture of standards, MOR, memory tunes, showtunes, sound-tracks & contemporary songs from albums. AIR PERSONALITIES handle all segments. NEWS: state newscasts at :55, headlines at :30. Local, area, regional, state news; world & international news from network. 5 man news staff, 5 mobile units. SPORTS: university football & basketball. COMMERCIAL POLICY: maximum 3 1-minute commercial announcements within 15-minute segment. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
President—Evelyn Stallings.
Vice-Pres. & Gen'l Mgr.—Dino Summerlin.
Program Director—Bobby Dobbs.

2. REPRESENTATIVES
Herbert E. Groskin & Co.
Riley Representatives.

3. FACILITIES
ERP 100,000 w.; 103.3 mc. Stereo.
Operating schedule: 5-2 am. CST.
Antenna ht.: 420 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 31, 33b.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.; Cont. Discounts: 61a.
Prod. Services: 82.
AM facilities: KEEE.
Member: Texas State Network, The Groskin Group.

TIME RATES
Eff 8/31/73—Rec'd 6/6/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec	5.50	5.25	5.00	4.75	4.50	4.25	4.00

(D)

KLUF
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 5200 1.00
Radio Lufkin Inc., Box 1866, Lufkin, Tex. 75901. Phone 713-634-7773.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ralph W. Bidinger.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w.; 1420 kc. Directional—nighttime only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. A-1 Eff 6/1/73—Rec'd 7/5/73.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 5-6 am & 10 am-3 pm; Sat & Sun before 7 pm.
A—7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 tl	4.00	3.20	3.25	2.60	2.50	2.00
6 tl	3.75	3.00	3.10	2.45	2.25	1.80
12 tl	3.50	2.80	2.90	2.30	2.00	1.60
24 tl	3.20	2.50	2.60	2.05	1.80	1.40

10 sec, flat: AAA 2.00; AA 1.50; A 1.25.

7. PACKAGE PLANS
SATURATION PACKAGE—1/3 AAA, 1/3 AA, 1/3 A

PER WK:	Per wk 12 tl	18 tl	24+	Per mo 50 tl	100 tl	200+	Per yr 1200x
1 min	2.80	2.60	2.40	2.50	2.25	2.00	2.00
30 sec	2.20	2.00	1.90	2.00	1.80	1.60	1.80

10. SPECIAL FEATURES

5 MIN NEWSCASTS, PER WK:	1 wk	13 wk	26 wk	52 wk
3 tl	6.50	6.00	5.50	5.00
5 tl	6.00	5.50	5.00	4.50
10 tl	5.50	5.00	4.50	4.00

KRBA
1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 5225 5.00
Darrell E. Yates, Box 1345, Lufkin, Tex. 75901. Phone 713-634-6661.

1. PERSONNEL
Owner & Mgr.—Darrell E. Yates.

2. REPRESENTATIVES
Dean Cowart Representatives.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
Eff 8/1/73—Rec'd 7/31/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.75	6.40	6.00	5.60	5.25	4.90	4.50
30 sec	5.60	5.25	4.90	4.50	4.10	3.75	3.40
10 sec	3.40	3.20	3.00	2.80	2.60	2.45	2.25

7. PACKAGE PLANS

PER WK:	10 tl	20 tl	30 tl	40 tl
1 min	5.60	5.25	4.90	4.50
30 sec	4.50	4.10	3.75	3.40
10 sec	2.80	2.60	2.45	2.25

MARLIN

Falls County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KAWA

Designated as a Waco-Marlin, Texas station.
See listing under Waco, Texas.

MARSHALL (2 AM)

Harrison County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

KDOX
1957

Media Code 4 245 5275 6.00
KDOX, Inc., Box 1326, 200 Interstate 20, W., Marshall, Tex. 75670. Phone 214-938-5126.

STATION'S PROGRAMMING DESCRIPTION
KDOX: MUSIC: modern country.

1. PERSONNEL
General Manager—Sam R. Litzenberg.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
500 w. days; 1416 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Farm Radio Network, Alamo Network.

TIME RATES
Eff———Rec'd 1/30/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	10 tl	20 tl	30 tl	40 tl
1 min	7.50	7.00	6.50	6.25	6.00
30 sec	6.00	5.50	5.00	4.50	4.00

KMHT
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 5300 6.00
Radio Marshall Inc., Box AA, 2323 Jefferson Ave., Marshall, Tex. 75670. Phones 214-938-6789, 938-7826, 758-2222.

STATION'S PROGRAMMING DESCRIPTION
KMHT: Programmed for adults of all ages.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. A. Bridge, Jr.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
South—Riley Representatives.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Big-K Media.

TIME RATES
Eff 9/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS
FIXED

PER WK:	1 tl	10 tl	20 tl	30 tl
PER YR:	1x	100x	250x	500x
1 min	4.25	4.00	3.75	3.50
30 sec	3.40	3.20	3.00	2.80
ROS				
1 min	4.00	3.75	3.50	3.25
30 sec	3.20	3.00	2.80	2.60

McALLEN (2 AM; 1 FM)
(including Mission)

Plus 2 paid duplicate listings, 2 cross references.
Hildalgo County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KELT
1960
HARLINGEN

NAB

(This is a paid duplicate of the listing appearing under Harlingen, Tex.)
Media Code 4 245 5750 4.00
Harbenito Radio Corporation, Drawer 711, Harlingen, Tex. 78550. Phone 512-423-3910. TWX 512-423-8990.

STATION'S PROGRAMMING DESCRIPTION
KELT: Programmed for 18-49 age group.
Hit Parade, popular music, a perfect blend of today's top hits plus the most popular music of the past two decades. COMMERCIAL POLICY: 4 commercial breaks per hour—three commercial breaks in news hour. Maximum commercial content, 10 minutes per hour. Contact Representative for further details. Rec'd 10/21/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David Lykes.
Station Manager—Bill Walters.
Operations Manager—Larry James.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 100,000 w.; 94.5 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 800 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 8a, 7e.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62a, 62b.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGBT.
TV facilities: KGBT-TV, Harlingen, Texas.
Member: Tichenor Radio Group.

TIME RATES
No. S-5 Eff 12/1/74—Rec'd 10/21/74.
AAA—Mon thru Fri 10 am-3 pm.
AA—Mon thru Fri 6-10 am & 7 pm-midnight; Sat & Sun 10 am-3 pm.
A—Sat & Sun 7 pm-midnight.

(This listing continued on next page)

McAllen—K E L T—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1-5 ti	8.40	6.70	7.00	5.60	6.30	5.00
10 ti	8.00	6.40	6.70	5.35	6.00	4.80
15 ti	7.60	6.10	6.35	5.05	5.70	4.50
20 ti	7.20	5.80	6.00	4.85	5.40	4.35
25 ti	6.40	5.10	5.30	4.25	4.80	3.80
30 ti	6.00	4.80	5.00	4.00	4.50	3.60

10. SPECIAL FEATURES

PER WK:	1 ti	3 ti	5 ti
5 min newscasts/weathercasts	11.00	10.00	8.50

(D-2)

KGBT
1941
HARLINGEN
Tichenor Radio Group

NAB

Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Harlingen, Tex.)
Media Code 4 245 3775 1.00
Harbenito Radio Corp., Drawer 711, Harlingen, Tex. 78551.
Studios: 1519 W. Harrison, Harlingen, Tex. Phone 512-423-3910. TWX 512-423-8990.

STATION'S PROGRAMMING DESCRIPTION
KGBT: 100% Spanish programmed for 18+.
MUSIC: contemporary Country, combined with latest hits from Mexico, MOR, Top 40 (available in Spanish). NEWS: 5-min newscasts at :15; headlines at :45. News schedule starts 5:15 am-10:15 pm. Local coverage: 6 mobile units, 6 man team. State, national, international covered by AP. All AP Wire translated to Spanish. Contact Representative for further details. Rec'd 3/29/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Carlos A. Cantu.
Ass't Vice-Pres. & Oper. Mgr.—Mauricio Mendez, Jr.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
50,000 w. days, 10,000 w. nights; 1530 kc.
Directional—nighttime only.
Operating schedule: 5 am-midnight, CST.
4. AGENCY COMMISSION
15/0 time and talent.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.
Contracts: 40a, 41, 46, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60b, 60l, 61a, 62a, 62b.
Cancellation: 70b, 70d, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KELT.
TV facilities: KGBT-TV.
Member: The Amigo Spanish Group, Tichenor Radio Group.

TIME RATES
No. GR-12-4 Eff 8/1/71—Rec'd 7/30/71.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	22.00	21.00	20.00	19.00	18.00	17.00	16.00
20/30 sec	17.60	16.80	16.00	15.20	14.40	13.60	12.80
10 sec	11.00	10.50	10.00	9.50	9.00	8.50	8.00

7. PACKAGE PLANS
MINIMUM 1000 ANNUAL CONTRACT:

	1 min	20/30
Per yr	16.00	12.60

8. PROGRAM TIME RATES

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1 x	125.00	75.00	50.00	37.50	31.25	25.00
13 x	118.75	71.25	47.50	35.63	29.69	23.75
26 x	112.50	67.50	45.00	33.75	28.13	22.50
52 x	109.38	65.63	43.75	32.81	27.35	21.88
104 x	106.25	63.75	42.50	31.88	26.56	21.25
156 x	100.00	60.00	40.00	30.00	25.00	20.00
260 x	93.75	56.25	37.50	28.13	23.44	18.75
312 x	87.50	52.50	35.00	26.25	21.86	17.50

10. SPECIAL FEATURES
NEWSCASTS/WEATHERCASTS

PER WK:	1 ti	3 ti	5 ti	10 ti
5 min	35	30	25	20

(D-CR)

KIRT
1957
MISSION

Subscriber to the NAB Radio Code
Media Code 4 245 5323 3.00
Rio Broadcasting Co., Box 985, Mission, Tex. 78572. Phone 512-585-1629; McAllen 512-686-7505.

STATION'S PROGRAMMING DESCRIPTION
KIRT: Programming 100% in Spanish language. AIR PERSONALITIES featured on all segments. NEWS: on hour, weather on half hour. Many studio bands featured during broadcast week. Regular community and public service programs, featuring some live broadcasts from remote studios. Phone and mail request programs. Farm reports, interviews, sports, special events, and editorials featured. Contact Representatives for further details. Rec'd 8/2/67.

1. PERSONNEL
President—Edward L. Gomez.
General Manager—"Chuck" McKasson.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Southwest—Paul Miller & Company.
3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a, 30, 31.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 71a, 73a.
Prod. Services: 80, 81, 82.
FM facilities: KQXX (FM).
Affiliated with KBS.

TIME RATES
Eff 5/1/73—Rec'd 8/2/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00
20 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00

DISCOUNT
13 wk— 5% 39 wk—15%
26 wk—10% 52 wk—20%

KMBS
HARLINGEN
City of license, Harlingen, Tex.
See listing under Harlingen, Tex.

KQXX (FM)
1966
McALLEN

Media Code 4 245 5350 1.00
Rio Broadcasting Co., Box 1806, McAllen, Tex. 78501. Phone 512-682-3231.
See affiliated AM station for additional information.
AM facilities: KIRT.

1. PERSONNEL
President—Edward L. Gomez.
General Manager—"Chuck" McKasson.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Southwest—Paul Miller & Company.
3. FACILITIES
ERP 25,500 w.; 98.5 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 150 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a, 30, 31.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 71a, 73a.
Prod. Services: 80, 81, 82.
AM facilities: KIRT.
Affiliated with American FM Network.

TIME RATES
50% of KIRT rates.

KRGV
WESLACO
City of License, Weslaco, Tex.
See listing under Weslaco, Tex.

KRIO
1947
McALLEN
Independent

EASTMAN RADIO, INC.

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 5400 4.00
Valley Broadcasting, 500 E. Beaumont St., McAllen, Tex. 78501. Phone 512-686-5454.

STATION'S PROGRAMMING DESCRIPTION
KRIO: dominant 100% all English.
MUSIC: 15 years contemporary. NEWS: at :30 & :60. 3 man staff; 2 mobile units; editorials Tues & Thurs. SPORTS: local college & high school baseball & basketball coverage, capsule minute reports. Mobile studio. FARM: news 5-6 am. Contact Representative for further details. Rec'd 4/5/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Charles M. Trub.
Station Manager—David B. Highbaugh.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days, 5,000 w. nights; 910 kc.
Directional—separate patterns day and night.
Operating schedule: 5-2 am. CST.
4. AGENCY COMMISSION
15/0 time only.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13b, 14c, 15b.
Basic Rates: 22a, 24a, 24b, 24c, 25b, 28a, 29a, 31.
Contracts: 40a, 41, 44a, 45, 46, 51a, 51c.
Comb.; Cont. Discounts: 60a, 61c, 62d.
Cancellation: 70b, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.

TIME RATES
No. 5 Eff 5/1/70—Rec'd 4/6/70.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-1 am, Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti
SECTION I				
1 min	18.00	15.00	14.00	13.00
30 sec	14.40	12.00	11.20	10.40
SECTION II				
1 min	14.00	12.00	11.00	10.00
30 sec	11.20	9.60	8.80	8.00
SECTION III				
1 min	10.00	8.00	7.00	6.00
30 sec	8.00	6.40	5.60	4.80

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
CUME PLAN

	Ea
Plan A (12I, 12II, 6III)	9.00
Plan B (6I, 6II, 3III)	11.00

Not combinable with other weekly plans for added frequency.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

(CR-2)

McKINNEY (1 AM; 1 FM)
Collin County—Map Location F-4
See SRDS consumer market map and data at beginning of the State

KMMK (FM)
1969

Media Code 4 245 5475 6.00
Modern Media of McKinney, Inc., Box 446, McKinney, Tex. 75069. Phone 214-542-1151.

STATION'S PROGRAMMING DESCRIPTION
KMMK (FM): MUSIC: MOR. Sports, agriculture.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. R. Graham.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 6:30 am-midnight. CST.
Antenna ht.: 215 ft. above average terrain.
4. AGENCY COMMISSION
15/0; 10th of following month.

TIME RATES
Eff————Rec'd 6/3/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti
1 min	5.50	5.00	4.50	4.00
30 sec	4.40	4.00	3.60	3.20

7. PACKAGE PLANS

3-MO CONTRACT:	1 min	30 sec	15 sec
100 per mo minimum	3.00	2.50	2.00

10. SPECIAL FEATURES

	Per mo
5 min network news, 18 days, 6/day	375
5 min local/state news, 8 daily, 1/day	90
5 min local/regional sportscast, 4 daily, 1/day	90
Time or weather spots, 1 per hr	225

Edited by C. R. Graham.

KYAL
1946

Media Code 4 245 5525 8.00
AIIB Broadcasting Corp., 1310 Ave. K., Plano, Tex. 75074. Phone 214-424-8541.
McKinney Office: 203 B East Virginia St., McKinney, Tex. 75069.

STATION'S PROGRAMMING DESCRIPTION
KYAL: Programmed for adults.
MUSIC: country, 60% current hits, 40% country standards. AIR PERSONALITIES handle all segments. NEWS: 3 man news team with emphasis on local and area news. FARM: 2-5 min agriculture and livestock reports 6-7 am & noon-1 pm. Contact Representative for further details. Rec'd 4/29/74.

1. PERSONNEL
President—John T. Pickens.
General Manager—Troy G. Young.
Traffic—Brenda Smith.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
5,000 w. days; 1600 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 6a, 8.
Rate Protection: 10b, 11c, 12e, 13b, 14b, 15h.
Contracts: 40c, 44b, 45, 46.
Comb.; Cont. Discounts: 60f.
Cancellation: 70b, 70c, 72, 73b.
Prod. Services: 82.
Member: Alamo Network. Texas State Network.

TIME RATES
No. 6A Eff 1/1/75—Rec'd 12/16/74.
AA—Mon thru Fri 6:30-9:30 am & 4-7 pm.
BTA—6 am-8 pm.

6. SPOT ANNOUNCEMENTS

MINUTE						
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	.....
PER YR:	1x	100x	150x	250x	300x	500x
AA	11.00	10.50	10.00	9.50	9.00	8.50
BTA	10.00	9.50	9.00	8.50	8.00	7.50
30 SECONDS						
AA	9.00	8.50	8.00	7.50	7.00	6.50
BTA	8.00	7.50	7.00	6.50	6.00	5.50

10 sec: 50% of 1-min.

7. PACKAGE PLANS

ROS—1/3 DRIVE				
PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	8.65	8.20	7.75	7.30
30 sec	6.90	6.55	6.20	5.85
10 sec	5.20	4.90	4.65	4.40

ROS cannot be counted toward frequency on annual plan.

(D)

MEMPHIS
Hall County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KBGH
1966

Media Code 4 245 5550 6.00
KBGH Radio dba Floyd Broadcasting Co., Box 1130, Memphis, Tex. 79245. Phones Wellington 806-447-2071, Clarendon 806-259-3511.

1. PERSONNEL
General Manager—James Floyd.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w.: 1130 kc.
Operating schedule: Sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network, Alamo Network.

TIME RATES
No. 1 Eff 7/1/66—Rec'd 3/11/74.
AA—Mon thru Fri 6-9 am & 4:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 10 sec	A 1 min	A 30 sec	A 10 sec
1 ti	4.00	3.45	2.60	3.30	2.90	2.15
12 ti	3.80	3.30	2.45	3.10	2.70	2.00
18 ti	3.60	3.10	2.30	2.90	2.50	1.90
24 ti	3.40	2.95	2.20	2.75	2.40	1.80
30 ti	3.10	2.70	2.00	2.60	2.25	1.70

MERKEL
Taylor County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KWFA
1962

Media Code 4 245 5562 1.00
H. D. Nichols, Box 220, N. 2nd & Baker, Merkel, Tex. 79536. Phones 915-928-5761, 4701. Abilene phone 915-677-5121.

1. PERSONNEL
General Manager—John Curtis.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
250 w.; 1500 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 12/1/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	2.50	2.00	1.25

7. PACKAGE PLANS

WITHIN 30 DAYS:	100 ti	50 ti	25 ti
1 min	150.00	80.00	42.50
30 sec	125.00	72.50	37.50

10 sec, ea 1.10.

10. SPECIAL FEATURES
5-min news & weather at :60—daily, incl open & close plus 1-min spot 70.00.

MEXIA
Limestone County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KBUS
1956

Media Code 4 245 5575 3.00
Limestone Broadcasting, Inc., 215 E. Commerce, Mexia, Tex. 76667.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bill Collins.
3. FACILITIES
500 w. days; 1590 kc.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15% on station time only; no cash discount.

TIME RATES
Eff 7/1/59—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	65x	130x
1 min	3.00	2.85	2.70	2.55	2.40
30 sec	2.50	2.40	2.30	2.15	2.00

Submitted by Bill Collins.

MIDLAND (4 AM; 2 FM)
Midland County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KBAT
1974

NAB

Media Code 4 245 5600 9.00
KWEL, Inc., 401 W. Missouri, Midland Tex. 79701. Phone 915-563-2121.
See affiliated AM station for additional information.
AM facilities: KWEL.

STATION'S PROGRAMMING DESCRIPTION
KBAT: Programmed for adults & young adults.
MUSIC: country. NEWS: 13 newscasts daily, 6:35 am-10:35 pm. National, state & local news & AP wire service. Weather reports 23x daily, 6:05 am-11:55 pm. Stock market reports M-F on regular newscasts. Rec'd 1/13/75.

1. PERSONNEL
General Manager—Bob Hicks.
Station Manager—Dick Rowland.
Program Director—Larry Barber.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.

TIME RATES
Eff 11/1/74—Rec'd 6/3/75.
AAA—Mon thru Sat 6-8:30 am & 4-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti
CLASS AAA						
1 min	6.90	6.60	6.30	6.00	5.70	5.40
30 sec	5.90	5.60	5.30	5.00	4.70	4.40
CLASS AA						
1 min	6.10	5.80	5.50	5.20	4.90	4.60
30 sec	5.00	4.70	4.40	4.10	3.80	3.50

Edited by Bob Hicks.

(Midland continued on next page)

KCRS
1935

SAB RAB

A Wendell Mayes Station
Subscriber to the NAB Radio Code

Media Code 4 245 5625 6.00
Midland Broadcasting Co., Box 4607, 1001 S. Midkiff, Midland, Tex. 79701. Phone 915-563-0550.

1. PERSONNEL
President—Wendell Mayes, Jr.
General Manager—Parker M. Humes.
Program Director—Dick Base.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 550 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:45 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 25b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Eastman Radio Network.
Member: Voice of Southwest Agriculture Radio Network. Farm Radio Network.

TIME RATES
No. 10 Eff 12/1/69—Rec'd 10/3/69.
I—Mon thru Sat 5:45-9 am & 3-7 pm.
II—Mon thru Sat 9 am-3 pm & 7-10 pm.
III—Mon thru Sat 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	15.00	13.00	12.00	11.00
30 sec	12.00	10.40	9.60	8.80
10 sec	7.50	6.50	6.00	5.50
SECTION II				
1 min	13.00	11.00	10.00	9.00
30 sec	10.40	8.80	8.00	7.20
10 sec	6.50	5.50	5.00	4.50
SECTION III				
1 min	11.00	9.00	8.00	7.00
30 sec	8.80	7.20	6.40	5.60
10 sec	5.50	4.50	4.00	3.50

7. PACKAGE PLANS
BEST BUY PLANS
PLAN A — 1 min
30 ti (15I, 10II, 5III), ea. — 9
PLAN B
15 ti (8I, 5II, 2III), ea. — 11
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
6. PROGRAM TIME RATES
5 min—1-1/2x 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—4%. 52 wk—8%.
RATEHOLDER
Minimum wkly sched of 6 1-min spots. 6 am-mid. Mon-Sun necessary to maintain consec wk advertising. (D)

KJBC
1950

SAB

Media Code 4 245 5650 4.00
Hugh M. McBeath, dba Radio KJBC, South Lamesa Rd., Midland, Tex. 79701. Phone 915-684-5152.

STATION'S PROGRAMMING DESCRIPTION
KJBC: Programmed for adults.
MUSIC: country & western, modern country plus standards. NEWS: at :55; weather at :30. Spanish language program last hour of day M-Sat. RELIGIOUS: 4 hours on Sun including 11 am church service remote. Rec'd 4/7/71.

1. PERSONNEL
Owner, Manager—Hugh M. McBeath.
Program Director—Keith Ward.
2. FACILITIES
1,000 w.; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
10/0: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11c, 12b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 44a, 46, 47e.
Comb., Cont. Discounts: 60a, 60c, 60f.
Cancellation: 71a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES
No. 5 Eff 1/1/71—Rec'd 12/7/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	4.50	4.25	3.80	3.55	3.15	2.85	2.40
30 sec	4.00	3.75	3.25	3.00	2.75	2.50	2.10
15 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	58.00	54.00	50.00	45.00	40.00	35.00	30.00
1/2 hr	30.00	28.00	26.00	24.00	22.00	20.00	18.00
1/4 hr	22.00	20.00	18.00	16.00	14.00	12.00	10.50
5 min	15.00	12.50	11.00	10.50	9.00	7.50	6.00

19. SPECIAL FEATURES
SPANISH HOUR
(last hour of day)
1 min — 4.00 30 sec — 3.00

KNAM
1963

SAB

Media Code 4 245 5665 2.00
Green Dolphin Broadcasting Corp., 2001 West Wall, Midland, Tex. 79701. Phone 915-683-2828.
See affiliated FM station for additional information.
FM facilities: KNFM (FM).

8. FACILITIES
500 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Operated separately local sunset-1 am & Sun. For simulcast facilities see KNFM (FM).
5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 8/74—Rec'd 9/3/74.

16. SPECIAL FEATURES
Religion—Sun 7 am-noon.
Spanish—Sun noon-6 pm.

	1 min	5 min	1/4 hr	1/2 hr
Ea	4	6	15	25

KNFM (FM)
1950

SAB RAB

Subscriber to the NAB Radio Code

Media Code 4 245 5675 1.00
Permian Broadcasters, Inc., 2001 West Wall, Midland, Tex. 79701. Phone 915-683-2828.

STATION'S PROGRAMMING DESCRIPTION
KNFM (FM): Programmed for adults and young adults.
6-9 am, M-F, 2 men alternating music with news, sports, weather, stocks & commentary. 9-1 am, some current hits, MOR, pop standards & showtunes. Sat: same music except 11 am-noon, new album preview; 8 pm-12M emphasis on swing. Sun: same music except serious music 8-10 pm. NEWS: 5 min network at :55; 3 15-min casts daily M-Sat; 12 local newscasts daily. SPORTS: live professional and high school football. COMMERCIAL POLICY: maximum of 8 commercial minutes per hour. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
General Manager—Michael Fitz-Gerald.
Business Manager—Max Howard Lloyd.
Program Director—Mary Lou Cassidy.
2. REPRESENTATIVES
National Time Sales.
South—Riley Representatives.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna bt.: 399 ft. above average terrain.
Partial simulcast operation. Simulcast sunrise-local sunset, except Sun. For non-simulcast facilities see KNAM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5.
Rate Protection: 10c, 11b, 12c, 15b.
Basic Rates: 20b, 22a.
Contracts: 40a, 45.
Prod. Services: 82.
AM facilities: KNAM.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 8/74—Rec'd 9/3/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 4-7 pm; Sat 10 am-noon.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA				
PER YR:	1x	100x	250x	500x
PER WK:	1 ti	5 ti	10 ti	15 ti
1 min	11.00	10.00	9.00	8.50
30 sec	8.80	8.00	7.20	6.80

Incl Breakfast A-La-Carte—Mon thru Sat 6-9 am.

CLASS AA					
PER YR:	1x	100x	250x	500x	1000x
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	10.00	8.00	7.75	7.50	7.00
30 sec	8.00	6.40	6.20	6.00	5.60
10 sec	5.00	4.00	3.90	3.75	3.50
CLASS A					
1 min	8.00	6.00	5.00	4.50	4.25
30 sec	6.40	4.80	4.00	3.60	3.40
10 sec	4.00	3.00	2.50	2.25	2.15

KWEL
1957

SAB

Media Code 4 245 5700 7.00
KWEL, Inc., 401 W. Missouri, Midland, Tex. 79701. Phone 915-682-4331.

STATION'S PROGRAMMING DESCRIPTION
KWEL: Programmed for adults and young adults.
NEWS: 6-8 am, M-F, includes network, national, state & local news, features & interviews. News & sports format with network information. Commentator 7:30 am & noon. MUSIC: current popular, standards & instrumentals. 10 stock market reports daily, 2 from exchange floor. Weather bureau reports hourly. SPORTS: college football, Indy 500 & firearacker 400 races. World Series & local sports. Rec'd 5/2/75.

1. PERSONNEL
President—Bob Hicks.
Station Manager—Don Richardson.
Program Director—John Robison.
3. FACILITIES
1,000 w. days; 1000 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 22a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a, 33c.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 47e, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a, 62b.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KBAT.
Affiliated with American Information Network.

TIME RATES
Eff 5/1/75—Rec'd 7/10/75.
AAA—Mon thru Sat 6-8:30 am & 4-7 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA					
PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.55	4.20	3.85	3.55	2.15	2.95
CLASS AA						
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.85	3.60	3.40	3.05	2.70	2.45

Submitted by Bob Hicks.

MINEOLA
Wood County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KMOO
1963

SAB

Media Code 4 245 5710 6.00
A-C Corp., Box 499, Greenville Hwy., Mineola, Tex. 75773. Phone 214-569-3323.

STATION'S PROGRAMMING DESCRIPTION
KMOO: Programmed for general interest.

1. PERSONNEL
Owner/Manager—Sam Curry.
2. REPRESENTATIVES
Southwest—Erle Stacey & Associates.
3. FACILITIES
250 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 7/1/75—Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	2 ti	6 ti	12 ti	18 ti	24 ti	50+
15 sec	1.40	1.10	1.05	1.00	.95	.90	.80
30 sec	2.10	1.80	1.75	1.65	1.55	1.50	1.40
1 min	2.75	2.45	2.40	2.35	2.25	2.20	3.10

10. SPECIAL FEATURES
NEWS, SPORTS & SPECIAL EVENTS SPONSORSHIPS & GUARANTEED TIMES

WK:	1 ti	2 ti	6 ti	12 ti	18 ti	24 ti	50+
15 sec	1.60	1.30	1.25	1.15	1.10	1.05	.95
30 sec	2.40	2.10	2.05	1.90	1.80	1.75	1.65
1 min	3.15	2.85	2.80	2.70	2.60	2.55	2.45

Submitted by Sam Curry.

MINERAL WELLS (1 AM; 1 FM)
Palo Pinto County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KMWT (FM)
1970

Media Code 4 245 5717 1.00
Triple H Radio, Inc., Box 927, Mineral Wells, Tex. 76067. Phone 817-325-9509.

1. PERSONNEL
Pres. & Gen'l Mgr.—E. Hal Hall.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.
Operating schedule: 7 am-11 pm. CST.
Antenna bt.: 295 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 10/18/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti
1 min	4.00	3.50	2.75	1.90
30/10 sec	2.25	1.90	1.60	1.30

KORC
1946

SAB

Media Code 4 245 5725 4.00
White Fuel Corp., Box 638, First National Bank Bldg., Mineral Wells, Tex. 76067. Phones 817-325-1140, 6397.

1. PERSONNEL
General Manager—Dale Kincaid.
2. REPRESENTATIVES
Marie Messina Company.
3. FACILITIES
250 w. days; 1140 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
No. 4 Eff 9/1/73—Rec'd 10/18/73.

6. SPOT ANNOUNCEMENTS

(*)	1x	52x	104x	156x	260x	312x	624x
1 min	4.80	4.50	4.20	3.90	3.60	3.30	3.00
30/20	3.85	3.60	3.35	3.10	2.90	2.65	2.40
10 sec	2.90	2.70	2.50	2.35	2.15	2.00	1.80

(*) Specified times.
All spots combinable for frequency discount.

7. PACKAGE PLANS

WKLY, RDS:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	4.20	4.00	3.80	3.60	3.40
30/20 sec	3.35	3.20	3.05	2.90	2.70
10 sec	2.50	2.40	2.30	2.15	2.05

All spots combinable for frequency discounts.

TEXAS

MISSION
Hidalgo County—Map Location E-10
See SRDS consumer market map and data at beginning of the state.

See McAllen
(including Mission)

MONAHANS
Ward County—Map Location A-6
See SRDS consumer market map and data at beginning of the State.

KVKM
1946

SAB

Subscriber to the NAB Radio Code

Media Code 4 243 5750 2.00
Mr. & Mrs. Bill Jamar, Drawer K, Monahan, Texas 79756. Phone 915-943-2789.
Studios: Hwy. 18, Monahans, Tex.

1. PERSONNEL
General Manager—Roy Parker.
2. REPRESENTATIVES
Southwest—Clyde Melville Company.
Mountain States—Bob Hix Co., Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1330 kc.
Directional—night only.
Operating schedule: 16-1/2 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/63—Rec'd 8/28/64.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	520x
1 min	4.00	3.40	3.60	3.40	3.00	2.55	2.10
30 sec	3.00	2.80	2.60	2.40	2.20	1.95	1.70

Edited by Roy Parker.

MORTON
Cochran County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KRAN
1961

SAB

Media Code 4 245 5775 9.00
Mike A. Barrett, dba Morton Broadcasting Co., Box 1077, Morton, Tex. 79346. Phone 806-266-5545, 806-266-5976.

1. PERSONNEL
General Manager—W. J. "Hi" Duncan.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Clyde Melville Company.
3. FACILITIES
500 w. days; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%. 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc.

TIME RATES
Eff————Rec'd 11/6/70.

6. SPOT ANNOUNCEMENTS

	Fixed	1x	52x	104x	312x	364x
1 min	5.60	5.30	5.00	4.70	4.40	4.00
30 sec	2.25	3.75	3.55	3.35	3.15	2.95

7. PACKAGE PLANS

7 DAYS OR LESS:	25 ti	50 ti	75 ti	100 ti
1 min	4.50	4.20	3.90	3.60
30 sec	3.10	2.80	2.70	2.50

MOUNT PLEASANT
(1 AM; 1 FM)
Titus County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KIMP
1948

SAB

Subscriber to the NAB Radio Code

Media Code 4 245 5800 5.00
Mt. Pleasant Broadcasting Co., Box 990, Mt. Pleasant, Tex. 75455. Phone 214-572-8726.

STATION'S PROGRAMMING DESCRIPTION
KIMP: Programmed for general interest.

1. PERSONNEL
Owner & Manager—Winston O. Ward.
2. FACILITIES
1,000 w. days; 960 kc. Non-directional.
Operating schedule: 9:00 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 3/1/72—Rec'd 8/7/72.

(This listing continued on next page)

Mount Pleasant—K I M P—Continued

6. SPOT ANNOUNCEMENTS

ROS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.40	4.20	4.00	3.80	3.60	3.40	3.20	3.00
30 sec	3.40	3.20	3.00	2.80	2.60	2.40	2.20	2.00

7. PACKAGE PLANS

	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.45	3.25	3.00	2.75	2.50	2.30
30 sec	2.10	1.95	1.85	1.75	1.60	1.50

KIMP-FM

1953

Subscriber to the NAB Radio Code

Media Code 4 245 5801 5.00

Mt. Pleasant Broadcasting Co., Box 990, Hwy. 67, W., Mt. Pleasant, Tex. 75455. Phone 214-572-8726.

See affiliated AM station for additional information.

3. FACILITIES

ERP 54,000 w.; 100.7 mc.
Operating schedule: 6 am-midnight, CST.
Antenna ht.: 167 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Texas State Network.

TIME RATES

Eff 3/1/72—Rec'd 6/27/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.55	3.40	3.25	3.10	2.95	2.80	2.65	2.50
30 sec	2.80	2.65	2.50	2.35	2.20	2.05	1.90	1.75

7. PACKAGE PLANS

SATURATION PACKAGES—ROS

5 DAYS, EA:	1 min	30 sec
10 ti/2 days	2.25	1.50
15 ti/2 days	2.10	1.40
20 ti/2 days	1.95	1.30
30 ti/3 days	1.80	1.20
40 ti/4 days	1.65	1.10
50 ti/5 days	1.50	1.00
30 DAYS, EA:		
30 ti/1 per day	2.25	1.50
60 ti/2 per day	2.10	1.40
90 ti/3 per day	1.95	1.30
120 ti/4 per day	1.80	1.20
150 ti/5 per day	1.65	1.10
180 ti/6 per day	1.50	1.00

MULESHOE

Bailey County—Map Location A-2
See SRDS consumer market map and data at beginning of the State.

KMUL

1956

Subscriber to the NAB Radio Code

Media Code 4 245 5825 2.00

Burroughs, Randolph & Lamb, Box 436, 600 W. 8th St., Muleshoe, Tex. 79347. Phone 806-272-4275.

1. PERSONNEL

General Manager—Gilbert Lamb.

2. REPRESENTATIVES

Mario Messina Company.

3. FACILITIES

1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0; 10th of following month.

TIME RATES

Eff 10/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

EA:	1x	49x	100+
1 min	3.55	3.15	2.25
30 sec	2.25	2.00	1.75

Submitted by Eugene Howard.

NACOGDOCHES (2 AM; 2 FM)

Nacogdoches County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KEEE

1947

Subscriber to the NAB Radio Code

Media Code 4 245 5850 0.00

Stone Fort Broadcasting Co., Box 1111, 300 E. Main st., Stone Fort National Bank Bldg., Nacogdoches, Tex. 75961. Phone 713-564-4444.

STATION'S PROGRAMMING DESCRIPTION

KEEE: Programmed for mass appeal.
MUSIC: top 40; MOR 10 pm-2 am. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60. Local, regional, network, world, international. Beepers. 5 man news staff. 5 mobile units. SPORTS: high school football. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL

President—Evelyn Stallings.
Vice-Pres. & Gen'l Mgr.—Dino Summerlin.
Program Director—Bobby Dobbs.

2. REPRESENTATIVES

Herbert E. Groskin & Co.
Riley Representatives.

6. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating sciedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15%.

6. GENERAL ADVERTISING See coded regulations

General: 3a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 14a, 15b.
Basic Rates: 21b, 22b, 23a, 24b, 29a, 33b.
Contracts: 40a, 50.
Cancellation: 70c.
Prod. Services: 82.
FM facilities: KJCS (FM).
Affiliated with American Entertainment Network.
Member: Texas State Network.

TIME RATES

Eff 8/31/73—Rec'd 6/6/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES

5 min—3x applicable 1-min rate.
Submitted by Dino Summerlin.

(D)

KJCS (FM)

1967

Subscriber to the NAB Radio Code

Media Code 4 245 5860 9.00

Voice of the Lakes Broadcasting, Inc., Box 1111, 300 E. Main St., Stone Fort National Bank Bldg., Nacogdoches, Tex. 75961. Phone 713-564-1230.

STATION'S PROGRAMMING DESCRIPTION

KJCS (FM): Programmed for mass appeal.
MUSIC: balanced mixture of standards, MOR, memory tunes, showtunes, sound-tracks & contemporary songs from albums. AIR PERSONALITIES handle all segments. NEWS: state newscasts at :55, headlines at :30. Local, area, regional, state news; world & international news from network. 5 man news staff. 5 mobile units. SPORTS: university football & basketball. COMMERCIAL POLICY: maximum 3 1-minute commercial announcements within 15-minute segment. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL

President—Evelyn Stallings.
Vice-Pres. & Gen'l Mgr.—Dino Summerlin.
Program Director—Bobby Dobbs.

2. REPRESENTATIVES

Herbert E. Groskin & Co.
Riley Representatives.

3. FACILITIES

ERP 100,000 w.; 103.3 mc. Stereo
Operating schedule: 5-2 am. CST.
Antenna ht.: 777 ft. above average terrain.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 31, 33b.
Contracts: 40a, 41, 44b, 45, 46, 51a.
Comb.: Cont. Discounts: 61a.
Prod. Services: 82.
AM facilities: KEEE.
Member: Texas State Network. The Groskin Group.

TIME RATES

Eff 8/31/73—Rec'd 6/6/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec	5.50	5.25	5.00	4.75	4.50	4.25	4.00

(D)

KSFA

1947

Subscriber to the NAB Radio Code

Media Code 4 245 5875 7.00

Texan Broadcasting Co., Inc., Box 848, 3007 Martinsville St., Nacogdoches, Tex. 75961. Phone 713-564-3723.

STATION'S PROGRAMMING DESCRIPTION

KSFA: Programmed for mass appeal.
MUSIC: modern country. Chart hits, million sellers & selected new releases. AIR PERSONALITIES handle all segments. NEWS: network & local at :60 plus 5 local newscasts daily. 5 mobile units & airplane. Daily farm & ranch report. SPORTS: Southwest Conference & local. Contact Representative for further details. Rec'd 11/25/74.

1. PERSONNEL

General Manager—Bob Dunn.
Sales Manager—B. M. Raborn.
Production Manager—Johnny Rice.

2. REPRESENTATIVES

Mario Messina Company.

3. FACILITIES

1,000 w.; 860 kc. Non-directional.
Operating schedule: Daytime only. CST.

4. AGENCY COMMISSION

15/2; 20 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Member: Farm Radio Network. Alamo Network.

TIME RATES

Eff 8/1/59—Rec'd 8/5/59.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	158x	260x
1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00
30 sec	5.25	5.00	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	158x	260x
1/2 hr	30.50	29.00	28.25	26.00	24.25	22.00	20.00
1/4 hr	18.50	18.25	18.00	17.25	16.00	15.00	14.00
5 min	8.50	8.00	7.75	7.50	7.25	6.50	6.00

10. SPECIAL FEATURES

On-the-spot news—5-min rates apply.

KSFA-FM

1970

Media Code 4 245 5876 5.00

Texan Broadcasting Co., Inc., Box 848, 3007 Martinsville St., Nacogdoches, Tex. 75961. Phone 713-564-3723.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

KSFA-FM: Programmed for age group 18-35.
MUSIC: golden rock format. 5 am-7 pm, using million sellers from 50's, 60's & 70's plus selected current chart hits. 7 pm-2 am, progressive rock format. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60 plus local news coverage. Contact Representative for further details. Rec'd 11/25/74.

1. PERSONNEL

Sta. & Sales Mgr.—Tom Baker.
Program Director—Johnny B. Goode.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Stereo.
Operating schedule: 5-2 am. CST.
Antenna ht.: 370 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Member: Alamo Network.

TIME RATES

Eff 9/22/70—Rec'd 8/30/71.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	30 ti	60+
1 min	3.50	3.30	3.00
30 sec	2.60	2.40	2.10

NAVASOTA

Grimes County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KWBC

1960

Subscriber to the NAB Radio Code

Media Code 4 245 5900 2.00

Whitten Broadcasting Co., Box 751, 117 Railroad St., Navasota, Tex. 77868. Phone 713-825-6424.

STATION'S PROGRAMMING DESCRIPTION

KWBC: MUSIC: MOR & top 100.

1. PERSONNEL

Owner & Manager—Robert H. Whitten.

2. REPRESENTATIVES

Riley Representatives.

3. FACILITIES

250 w.; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; weekly or monthly.

5. GENERAL ADVERTISING See coded regulations

Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 3 Eff 4/1/70—Rec'd 4/2/70.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	250x	500x
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.25	2.05	1.90	1.70	1.50
10 sec	1.50	1.40	1.25	1.15	1.00

7 PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
Rate	50x	100x	200x	500x

NEW BOSTON

Bowie County—Map Location G-4.
See SRDS consumer market map and data at beginning of the State.

KNBO

1969

Media Code 4 245 5910 2.00

Bowie County Broadcasting Co., Box 848, New Boston, Tex. 75570. Phone 214-628-2561.

STATION'S PROGRAMMING DESCRIPTION

KNBO: Programmed for general audience.

1. PERSONNEL

General Manager—Richard E. Knox.

2. REPRESENTATIVES

Paul Miller & Company.
Southwest—Erie Racey & Associates.

3. FACILITIES

1,000 w.; 1530 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract with exceptions.
Member: Texas State Network.

TIME RATES

Eff —— Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

	1x	31x	151x	301x	501+
1 min	3.50	3.00	2.75	2.50	2.00
30 sec	2.25	2.00	1.75	1.50	——

10. SPECIAL FEATURES

NEWS HEADLINES/NETWORK NEWS/WEATHER

Per unit, flat 3.00.
1 per day Mon thru Sat, per mo 60.00; Sun 6.00 extra per mo.
2 per day Mon thru Sat, per mo 105.00; Sun 12.00 extra per mo.

15-MINUTE NEWSCASTS

MON THRU SAT, PER WK:	3 ti	2 ti	1 ti
Per mo	150	110	60

Less than full wk. per spot 3.00.

NEW BRAUNFELS (1 AM; 1 FM)

Comal County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KGNB

1950

Subscriber to the NAB Radio Code

Media Code 4 245 5925 0.00

Comal Broadcasting Co., Drawer 593, 1540 Loop 337 North, New Braunfels, Tex. 78130. Phones 512-625-7311, San Antonio 512-658-5454, Canyon Lake 512-964-3737.

STATION'S PROGRAMMING DESCRIPTION

KGNB: Programmed for adults and young adults.

1. PERSONNEL

Pres. & Gen'l Mgr.—Carl H. Skoog, Jr.

2. REPRESENTATIVES

Dean Cowart Representatives.

3. FACILITIES

1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
FM facilities: KNBT (FM).
Member: Texas State Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. A-75 Eff 7/1/75—Rec'd 6/13/75.
AAA—Mon thru Sat 6-9:30 am, 11:30 am-1 pm & 4-6:30 pm; Sun 7:30 am-6 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER YR, 1000+:	AAA	AA
1 min	4.05	3.50
30 sec	3.20	2.55

7. PACKAGE PLANS

PER	AAA				AA			
MO:	1 ti	31 ti	61 ti	161+	1 ti	31 ti	61 ti	161+
1 min	4.70	4.55	4.40	4.25	4.15	4.00	3.85	3.70
30 sec	3.85	3.70	3.55	3.40	3.30	3.15	3.00	2.85

50/50 TAP, ROS:	28 ti	56 ti	78 ti
1 min	111.15	231.00	302.10
30 sec	89.05	183.40	237.50

1/2 KGNR, 1/2 KNBT, 50%AAA, 50%AA
Fixed, 1x rate in scheduled time class.

10. SPECIAL FEATURES

PER WK; 4 WK MINIMUM:	8 ti
State network news, incl open & close plus 1-min spot	27.00
Local newsbreak, incl open plus 30-sec spot	21.00
Weather break, incl open plus 30-sec spot	18.00

Edited by C. Herb Skoog.

KNBT (FM)

1968

Subscriber to the NAG Radio Code

Media Code 4 245 5937 5.00

Comal Broadcasting Co., Box 593, 1540 Loop 337 North, Braunfels, Tex. 78130. Phone 512-625-7311. San Antonio phone 512-658-5454.

See affiliated AM station for additional information.

AM facilities: KGNB.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.
Stereo.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Member: Texas State Network.

TIME RATES

Rates are identical to KGNB. See that listing.

ODESSA (4 AM; 2 FM)

Plus 1 paid duplicate listing.
Ector County—Map Location A-5
See SRDS consumer market map and data at beginning of the State.

KBZB

1946

Subscriber to the NAB Radio Code

Media Code 4 245 5950 8.00

Atkins and Green Broadcasting Co., Inc., Box 3509, Odessa, Tex. 79760. Phone 915-332-5791.

STATION'S PROGRAMMING DESCRIPTION

KBZB: Programmed for modern adult 18-40.
MUSIC: chart hits, country, rock, R & B, plus million seller oldies. 6 pm-2 am programming is for younger adults. NEWS: network at :60. SPORTS: local & national, Major League baseball & professional football; college & local high school football. Contact Representative for further details. Rec'd 8/3/73.

1. PERSONNEL

General Manager—Jack E. Townzen.

2. REPRESENTATIVES

Jack Masla & Co., Inc.
Southwest—Riley Representatives.

3. FACILITIES

1,000 w. days, 500 w. nights; 920 kc.
Directional—nighttime only.

4. AGENCY COMMISSION

15%; bills payable 10th of month.

6. GENERAL ADVERTISING See coded regulations

General: 4a, 4d.
Rate Protection: 15b.
Basic Rates: 20a, 28a.
Contracts: 40a, 41, 45, 50.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a.
Member: Texas State Network.

TIME RATES

No. 4 Eff 9/25/72—Rec'd 12/4/72.
Drive time—6-9 am & 3:30-6:30 pm.

6. SPOT ANNOUNCEMENTS

DRIVE TIME				
PER WK:	1 ti	10 ti	20 ti	30 ti
PER YR:	1x	100x	250x	500x
1 min	9.00	8.50	8.00	7.50
30/10 sec	7.20	6.80	6.40	6.00
ALL OTHER TIMES				
1 min	8.00	7.50	7.00	6.50
30/10 sec	6.40	6.00	5.60	5.20

KCRS

1935
MIDLAND

A Wendell Mayes Station
Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Midland, Texas.)

Media Code 4 245 5825 6.00

Midland Broadcasting Co., Box 4607, 1001 S. Midkiff, Midland, Tex. 79701. Phone 915-563-8550.

1. PERSONNEL

President—Wendell Mayes, Jr.
General Manager—Parker M. Humes.
Program Director—Jerry Rogers.

2 REPRESENTATIVES

Eastman Radio, Inc.

2. FACILITIES

5,000 w. days, 1,000 w. nights; 550 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:45 am-midnight. CST.

4. AGENCY COMMISSION

15/0; time only.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 22a, 24a, 25a, 25b, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 46, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.
Cancellation: 70a, 70e, 71a, 73a, 73b.
Prod. Services: 81.
Affiliated with Eastman Radio Network.
Member: Voice of Southwest Agriculture Radio Network. Farm Radio Network.

TIME RATES
No. 10 Eff 12/1/69—Rec'd 10/3/69.
I—Mon thru Sat 5:45-9 am & 3-7 pm.
II—Mon thru Sat 9 am-3 pm & 7-10 pm.
III—Mon thru Sat 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 tl	12 tl	18 tl	24 tl
1 min	15.00	13.00	12.00	11.00
30 sec	12.00	10.40	9.60	8.80
10 sec	7.50	6.50	6.00	5.50
SECTION II				
1 min	13.00	11.00	10.00	9.00
30 sec	10.40	8.80	8.00	7.20
10 sec	6.50	5.50	5.00	4.50
SECTION III				
1 min	11.00	9.00	8.00	7.00
30 sec	8.80	7.20	6.40	5.60
10 sec	5.50	4.50	4.00	3.50

7. PACKAGE PLANS
BEST BUY PLANS
PLAN A — 1 min
30 tl (15I, 10II, 5III), ea. — 9
PLAN B
15 tl (8I, 5II, 2III), ea. — 11
20/30 sec: 30% of 1-min. 10 sec: 50% of 1-min.

6. PROGRAM TIME RATES
5 min—1-1/2 tl 1-min.
CONSECUTIVE WEEK DISCOUNT
26 wk—4%. 52 wk—8%.
RATEHOLDER
Minimum wkly sched of 6 1-min spots, 6 am-mid. Mon-Sun necessary to maintain consec wk advertising. (D)

KOYL
1957

AMERICAN ENTERTAINMENT RADIO NETWORK

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 6025 8.00
Mid-Cities Broadcasting Corp., 4000 Rasco Ave., Odessa, Tex. 79762. Phone 915-366-2801.

STATION'S PROGRAMMING DESCRIPTION
KOYL: Programmed for adults 25-49.
MUSIC: modern country, top 50 mixing in newest releases and oldies. Air personality in morning and afternoon. NEWS: network news twice daily with news commentator. Contact Representative for further details. Rec'd 8/24/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—Edward L. Roskelley.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Dallas—Riley Representatives.
3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12a, 13a, 14e, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23b, 27, 28b, 28c.
Contracts: 40a, 42b, 42d, 45, 46, 47e, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70c 71b, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Farm Radio Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 8/1/75—Rec'd 6/20/75.
A—Mon thru Sat 6-9:30 am, noon-1:30 pm & 3:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A—SPECIFIED							
PER YR:	1x	32x	104x	156x	208x	312x	500x
1 min	10.00	9.50	8.00	7.50	6.50	5.75	5.00
30 sec	8.00	7.60	6.40	6.00	5.20	4.60	4.00
10 sec	5.00	4.75	4.00	3.75	3.25	2.85	2.50
CLASS B—*ROS							
1 min	9.00	8.50	7.25	6.75	5.85	5.20	4.50
30 sec	7.20	6.85	5.75	5.40	4.70	4.15	3.60
10 sec	4.50	4.30	3.60	3.40	2.95	2.60	2.25

(*) 1/3 in drive available.
All spots combinable for frequency, but ROS cannot be counted toward frequency on annual plan.

AM/FM COMBINATION
Add 60% to AM rates.
Submitted by Edward L. Roskelley.

KOYL-FM
1965

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 6026 6.00
Mid-Cities Broadcasting Corp., 4000 Rasco, Odessa, Tex. 79762. Phone 915-366-2801.
See affiliated AM station for additional information.
KOYL-FM: MUSIC: MOR days; Modern country nights. NEWS: network news. Contact Representative for further details. Rec'd 10/10/72.

3. FACILITIES
ERP 34,000 w.; 97.9 mc. CST.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Member: Alamo Network.
Sold in combination with KOYL. See that listing for rates.

TIME RATES
75% of AM rates.

KOZA
1947

HR STONE radio

NAB — RAB

Subscriber to the NAB Radio Code
Media Code 4 245 6040 7.00
Odessa Broadcasting Co., Box 351, 1300 S. Crane Ave., Odessa Tex. 79760. Phone 915-332-4301.

STATION'S PROGRAMMING DESCRIPTION
KOZA: Programmed for general adult interest.
MUSIC: blend of approximately 70% current popular & 30% oldies dating back to 1955. NEWS: emphasis on local with news department & local news cruiser; news twice hourly; UPI wire audio & network. SPORTS: reports hourly plus high school, college & professional play-by-play coverage. FEATURES: woman's program 10 am-2 pm. Contact Representative for further details. Rec'd 7/6/71.

1. PERSONNEL
Chairman of the Board—Cecil L. Trigg.
President—Steve Trigg.
General Manager—Frank Childs.
2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 2h, 3a.
Rate Protection: 12c, 14c.
Basic Rates. 20a.
Contracts: 41.
Comb.: Cont. Discounts: 60j, 60k, 61b.
Cancellation: 70e, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 6/1/75—Rec'd 5/23/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm; Sun noon-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-noon.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 tl	15	12	13	10	11	9
12 tl	14	11	12	9	10	8
18 tl	13	10	11	8	9	7
24 tl	12	9	10	7	8	6

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	6 tl	12 tl	18 tl	24 tl
1 min	12	11	10	9
30 sec	9	8	7	6

ID's: 30% of 1-min.
ANNUAL RATES

	AAA		AA		A	
	520x	1040x	520x	1040x	520x	1040x
1 min	9.00	8.00	7.00	6.00	5.00	4.00
30 sec	7.50	6.50	6.00	4.50	4.00	3.50
10 sec	5.00	4.50	4.00	3.50	3.00	2.50

5-min newscast—1-1/2x applicable 1-min rate.

KQIP (FM)
1961

NAFMB

Subscriber to the NAB Radio Code
Media Code 4 245 6050 6.00
Texas Broadcast Industries, Inc., 506 ABC Bldg., Odessa, Texas, 79760. Phone 915-337-6262

STATION'S PROGRAMMING DESCRIPTION
KQIP (FM): Programmed for adults 18 years and up.
MUSIC: MOR with 25% current hits. NEWS: emphasis on local & regional. Weather at :60. Contact Representative for further details. Rec'd 11/4/71.

1. PERSONNEL
President—James F. McCubbin.
Gen'l & Sales Mgr.—Roy A. Eisner.
Program Director—Arthur Roberts.
2. REPRESENTATIVES
New York—Frederick W. Smith.
Texas—Paul Miller & Company.
3. FACILITIES
ERP 1,700 w.; 96.9 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 228 ft. above average terrain.
4. AGENCY COMMISSION
15% time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 4a, 5.
Rate Protection: 12a, 15b.
Basic Rates: 24b, 25c.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60i, 61a.
Cancellation: 70b, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff——Rec'd 6/6/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	10 tl	20 tl	30 tl	40 tl
1 min	6.50	5.75	4.75	4.00	3.00
30 sec	5.20	4.60	3.80	3.20	2.40

8. PROGRAM TIME RATES

	1x	52x
5 min	13.00	8.50
1/4 hr	26.00	14.00

KRIG
1946

NAB — RAB

Subscriber to the NAB Radio Code
Media Code 4 245 6075 3.00
KRIG Inc., Box 4312, Crane Hwy., Odessa, Tex. 79760. Phone 915-332-6671, 2.

STATION'S PROGRAMMING DESCRIPTION
KRIG: Programmed for adults & young adults.
MUSIC: general popular. NEWS: at :60, local news department. SPORTS: local & college coverage. Contact Representative for further details. Rec'd 4/23/75.

1. PERSONNEL
President—Doug Brown.
General Manager—Johnny May.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w.; 1410 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0: 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11i, 12i, 13i, 14i, 15b.
Basic Rates: 20b, 21c, 22b, 23a, 25c, 30, 33a.
Contracts: 40a, 44a, 44b, 45, 49, 51a.
Comb.: Cont. Discounts: 60i, 62d.
Cancellation: 70a, 70d, 71a, 73a.
Prod. Services: 80.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/75—Rec'd 6/5/75.
AA—6-10 am & 3-7 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	AA 1 tl	AA 5 tl	AA 10 tl	AA 20 tl	A 1 tl	A 5 tl	A 10 tl	A 20 tl
1 min	10.50	9.50	8.50	7.50	9.50	8.50	7.50	6.50
30 sec	8.40	7.60	6.80	6.00	7.60	6.80	6.00	5.20
BULK—CLASS AA								
YR:	1	52	104	156	260	520	1040	1560
1 min	10.50	9.50	8.50	7.50	6.00	5.00	4.75	4.50
30 sec	8.40	7.60	6.80	6.00	4.80	3.50	3.25	3.00
CLASS A								
1 min	9.50	8.50	7.50	6.50	5.50	4.30	4.05	3.80
30 sec	7.60	6.80	6.00	4.40	3.75	2.80	2.60	2.40

Edited by Johnny May.

ORANGE (1 AM; 1 FM)

Orange County—Map Location H-7
See SRDS consumer market map and data at beginning of the State

KOBS (FM)
1972

Media Code 4 245 6087 6.00
Charles Hubert Kobs, Box 483E, Rte. 3, Orange, Tex. 77630. Phone 713-745-2222.

STATION'S PROGRAMMING DESCRIPTION
KOBS (FM): Programmed for young adults and teens.
MUSIC: current MOR & rock featured with standards 6 am-10 pm. Progressive & folk rock added 6-10 pm. Instrumentals: standards, film music, showtunes, light classics featured 6-8 am & 11 am-2 pm Sun. NEWS: 5 min at :55 with local, state, national & international & wire service news. AIR PERSONALITIES handle all segments. RELIGIOUS: all taped programs 8-11 am Sun. Children's programs 8-9 am Sat. 3 wkly programs include popular music, human interest & spiritual messages. SPORTS: play-by-play coverage. COMMERCIAL POLICY: 8 minutes per hour. Rec'd 7/20/73.

1. PERSONNEL
Manager—Charles H. Kobs.
3. FACILITIES
ERP 55,000 w.; 104.5 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 215 ft. above average terrain.
4. AGENCY COMMISSION
15/0 on time; 10th of month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 15b.
Basic Rates: 20a, 24a, 26, 27, 28b, 28c, 30, 31, 32b.
Contracts: 40a, 42a, 43, 44b, 46, 47a, 50.
Comb.; Cont. Discounts: 60a, 60f.
Prod. Services: 80, 82.

TIME RATES
Eff 4/30/73—Rec'd 5/17/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min	4.40	4.18	3.96	3.73	3.52	3.30
30 sec	3.30	3.13	2.97	2.80	2.64	2.48

KOYL am/fm
Country & Western, delivering No. 1 in Adults in Ector County, Latest Circulation Pulse.
Rep: Riley Representatives — Dallas; Jack Masla — National

KOGT
1947

NAB

Media Code 4 245 6100 9.00
Sabine Area Broadcasting Corp., Box 1329, Orange, Tex. 77630. Phone 713-883-4381.

STATION'S PROGRAMMING DESCRIPTION
KOGT: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Lovelace.
2. REPRESENTATIVES
Southwest—Clyde Melville Company.
3. FACILITIES
1,000 w.; 1600 kc. Directional—nights only.
Operating schedule: ——CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations.
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 7/1/72—Rec'd 8/11/72.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 5-6 am & 10 am-3 pm; Sat & Sun before 7 pm.
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA					
PER MO:	1 tl	25 tl	50 tl	75 tl	100 tl	125 tl
1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	6.00	5.50	5.00	4.50	4.00	3.50
10 sec	4.00	3.75	3.50	3.25	3.00	2.75
CLASS AA						
1 min	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.00	2.75	2.50	2.25	2.00	1.75
CLASS A						
1 min	4.00	3.70	3.40	3.10	2.80	2.50
30 sec	3.00	2.70	2.40	2.10	1.80	1.50
10 sec	2.00	1.80	1.60	1.40	1.20	1.00

CONTINUOUS WEEK DISCOUNT
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%

7. PACKAGE PLANS
SATURATION PACKAGES

PER MO, EA:	50 tl	75 tl	100 tl	150 tl	200 tl
1 min	4.00	3.75	3.50	3.00	2.50
30 sec	3.50	3.25	3.00	2.50	2.00
PER DAY, EA:		5 tl	10 tl	15 tl	20 tl
1 min		5.25	5.00	4.75	4.50
30 sec		4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Dick Corder—Ea 10.00.
Barbara Waits, J. C. White, Sarge Ledford—Ea 8.00.

PALESTINE (1 AM; 1 FM)

Anderson County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KLIS (FM)
1970

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 6115 7.00
Vista Broadcasting Co., Inc., Box 788, 1118 N. Link, Palestine, Tex. 75801. Phone 214-729-0182.

STATION'S PROGRAMMING DESCRIPTION
KLIS (FM): Programmed for adults and mature young people.

1. PERSONNEL
Pres. & Gen'l Mgr.—L. D. Harris.
2. REPRESENTATIVES
Dallas—Paul Miller & Company.
3. FACILITIES
ERP 3,000 w.; 94.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.

TIME RATES
Eff 3/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	10 tl	26 tl	50+
1 min	3.75	3.25	2.90	2.50
30 sec	3.00	2.50	2.25	2.00
PER MO:		50 tl	50 tl	200 tl
ID's		6.50	115.00	210.00

Edited by L. D. Harris.

KNET
1936

Subscriber to the NAB Radio Code
Media Code 4 245 6125 6.00
KNET, Inc., Box 649, Main and Queen Sts., Palestine, Tex. 75801. Phone 214-729-6077.

STATION'S PROGRAMMING DESCRIPTION
KNET: Programmed modern C&W day; top 40 eve.

1. PERSONNEL
General Manager—Ben L. Slack.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6-A Eff 12/1/74—Rec'd 3/31/75.

(This listing continued on next page)

Palestine—K N E T—Continued

6. SPOT ANNOUNCEMENTS
DRIVE TIME
(Mon thru Fri 6:30-9 am & 4-6 pm)

PER YR:	1x	100x	500x	1000x	1500x	2000x
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30/20 sec	3.80	3.60	3.40	3.20	3.00	2.80
10 sec	3.00	2.85	2.70	2.55	2.40	2.25

Within half-hour periods and/or Drive Times.
7. PACKAGE PLANS
ROS—1/3 IN DRIVE TIME

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
Rate	100x	500x	1000x	1500x	2000x

All spots combinable for frequency, but ROS cannot be counted toward frequency on annual plan.

PAMPA (2 AM)

Gray County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KGRO

1951

Media Code 4 245 6150 4.00
Pampa Broadcasters, Inc., Box 1770, 1701-1/2 N. Hobart, Pampa, Tex. 79065. Phone 806-669-6809.
1. PERSONNEL
Owner—Jim Hughes.
3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.
TIME RATES
No. 17 Eff 11/1/73—Rec'd 12/4/74.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 ti	3.25	2.60
50 ti	2.30	1.85

KPDN

1956

Subscriber to the NAB Radio Code
Media Code 4 245 6175 1.00
Warren L. Hasse, Hughes Bldg., Pampa, Tex. 79065. Phone 806-669-7461, 2, 3.
1. PERSONNEL
Owner & Gen'l Mgr.—Warren L. Hasse.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network, Alamo Network.
TIME RATES
Rates effective July 1, 1962.
Rates received June 25, 1962.
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time	.....	30.00	20.00	10.00	5.00	4.00
26 times	47.50	33.50	19.00	9.50	4.75	3.80
52 times	45.00	27.00	18.00	9.00	4.50	3.60
104 times	42.50	25.50	17.00	8.50	4.25	3.40
156 times	40.00	24.00	16.00	8.00	4.00	3.20
260 times	37.50	22.50	15.00	7.50	3.75	3.00

7. PACKAGE PLANS

Per week:	1 min.	30 sec.		1 min.	30 sec.
5 times, each	4.00	3.20	20 times, each	3.40	2.75
10 times, each	3.80	3.05	25 times, each	3.20	2.60
15 times, each	3.00	2.90			

10 seconds—50% of 1-minute rate.

PARIS (2 AM; 1 FM)

Lamar County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KPLT

1955

Subscriber to the NAB Radio Code
Media Code 4 245 6225 4.00
KPLT, Inc., Box 9, 1/2 mile S. on Hwy. 24, Paris, Tex. 75460. Phone 214-784-2311. 12. 13.
STATION'S PROGRAMMING DESCRIPTION
KPLT: Contemporary. Network news.
1. PERSONNEL
General Manager—Jeff D. Methven.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight CST.
4. AGENCY COMMISSION
15/0 announcements and time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBR.
Member: Texas State Network, Farm Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 7/1/75—Rec'd 5/29/75.
6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS—FIXED

	26x	52x	104x	156x	208x	312x	624x
Ea	5.00	4.00	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS

PER WK, ROS:	5 ti	10 ti	20 ti	30 ti
1 min, ea	4.00	3.50	3.25	2.75

Edited by Jeff D. Methven.

KPLT-FM

1966

Subscriber to the NAB Radio Code
Media Code 4 245 6226 2.00
KPLT, Inc., Box 9, Paris, Tex. 75460. Phone 214-784-2311.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
KPLT-FM: Country & western.
1. PERSONNEL
Pres., Gen'l & Sta. Mgr.—Jeff Methven.
2. FACILITIES
ERP 3.000 w.; 99.3 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 168 ft. above average terrain.
TIME RATES
Rates are identical to KPLT. See that listing.

KPRE

1950

Subscriber to the NAB Radio Code
Media Code 4 245 6238 7.00
Lamar Broadcasting Co., Inc., 210 1st National Bank Bldg., Paris, Tex. 75460. Phone 214-784-6676.
STATION'S PROGRAMMING DESCRIPTION
KPRE: MUSIC: Country & western format.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Pee Wee Reid.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Southwest—Clyde Melville Company.
3. FACILITIES
500 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 8/1/73—Rec'd 8/7/74.
Drive—Mon thru Fri 6-9 am, 11:30 am-1 pm & 3:30-6 pm.
6. SPOT ANNOUNCEMENTS
DRIVE

PER MO:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	2.80	2.70	2.60	2.50	2.40	.....
30 sec	2.10	2.05	2.00	1.95	1.85	.....

*ROS

1 min	2.50	2.40	2.50	2.20	2.10	2.00
30 sec	1.90	1.85	1.80	1.75	1.65	1.55

11:30 am-1 pm, flat 3.00.
(*) 25% in Drive Time, when available.
10. SPECIAL FEATURES
3-min news, stated times, flat 3.50.

PASADENA

Harris County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

See Houston

(including Baytown, Clear Lake City, Pasadena)

PEARSALL

Frio County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KVWG

1962

Subscriber to the NAB Radio Code
Media Code 4 245 6250 2.00
Box 635, Pearsall, Tex. 78061. Phone 512-334-3615.
STATION'S PROGRAMMING DESCRIPTION
KVWG: Programmed for general interest for farmers
1. PERSONNEL
Station Manager—Jack Lindley.
2. FACILITIES
500 w.; 1280 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: Texas State Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ———Rec'd 4/14/66.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
312 x	1.77	1.35	52 x	2.06	1.65
260 x	1.82	1.41	26 x	2.18	1.77
156 x	1.38	1.47	13 x	2.30	2.00
104 x	1.94	1.53	1 x	2.65	2.24

7. PACKAGE PLANS
ROS SPOT PACKAGES
(To be used within 7 days)

PER WK:	10 ti	15 ti	23 ti	50 ti	75 ti
1 min	2.36	2.18	2.00	1.77	1.71
30 sec	1.94	1.77	1.65	1.35	1.29

PECOS

Reeves County—Map Location R-10
See SRDS consumer market map and data at beginning of the State.

KIUN

1953

Subscriber t the NAB Radio Code
Media Code 4 245 6275 9.00
KIUN, Inc., KIUN Bldg., Pecos, Tex. 79772. Phone 915-445-2497.
STATION'S PROGRAMMING DESCRIPTION
KIUN: Programmed for general interest, for adults
1. PERSONNEL
General Manager—Bill H. Hubbs.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
None; agencies add commissions to rates shown.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/28/74—Rec'd 4/2/74.
6. SPOT ANNOUNCEMENTS

	500x	312x	156x	52x	1x
1 min	1.65	2.20	2.75	3.30	3.85
30 sec	1.50	2.00	2.50	3.00	3.50

7. PACKAGE PLANS
ROS, PER DAY:
13 1-min ..... 1.50 15 30-sec 1.25

ROS, PER 30 DAYS:	100 ti	150 ti
1 min	1.50	1.25
30 sec	1.25	1.00

PERRYTON

Ochiltree County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KEYE

1948

Media Code 4 245 6300 5.00
Perryton Radio, Inc., Box 630, Perryton, Tex. 79070. Phones 806-435-5455, 5459.
1. PERSONNEL
Pres. & Gen'l Mgr.—Jerry Garrison.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-midnight daily. CST.
4. AGENCY COMMISSION
15% on net time; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Texas State Network.
TIME RATES
Eff 4/1/68—Rec'd 2/14/68.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
(*)	4.50	4.25	4.00	3.75	3.50	3.25	3.00

(*) 30 sec or less.
7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	4.50	4.00	3.50
(*)	3.50	3.25	3.00

(*) 30 sec or less.

PLAINVIEW (2 AM; 1 FM)

Plus 1 paid cross reference.
Hale County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KFLP

FLOYDADA

City of license, Floydada, Tex.
Plainview office: 1415 W. 5th St., Plainview, Tex. 79072. Phones 806-293-2546, 2547.
See listing under Floydada, Tex.

KKYN

1974

Media Code 4 245 6306 2.00
Panhandle Broadcasting, Inc., Box 147, 2202 Edgemere Dr., Plainview, Tex. 79072. Phone 806-293-2661.
STATION'S PROGRAMMING DESCRIPTION
KKYN: Music: Modern country.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bruce H. Campbell.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w.; 1090 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
TIME RATES
Eff 4/15/75—Rec'd 3/31/75.
Prime—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
6. SPOT ANNOUNCEMENTS
PRIME

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	1 ti	20 ti	50 ti	75 ti	100 ti	200 ti
PER YR:	1x	100x	250x	500x	1000x	2000x
1 min	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.25	4.00	3.75	3.50	3.25	3.00

ROS—BTA 1/3 IN PRIME TIMES

1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.25	3.00	2.75	2.50	2.25	2.00

9. PARTICIPATING PROGRAMS
AGRI-BUSINESS REPORT—
8:05 AM MON THRU SAT
1 min ..... 7.00 30 sec 5.00

KPLA (FM)

1961

Subscriber to the NAB Radio Code
Media Code 4 245 6312 0.00
KVOP, Inc., Box 1420, 1100 W. 24th St., Plainview, Tex. 79072. Phone 806-296-2771.
See affiliated AM station for additional information.
AM facilities: KVOP.
STATION'S PROGRAMMING DESCRIPTION
KPLA (FM): Spanish speaking and music.
3. FACILITIES
ERP 3.500 w.; 97.3 mc.
Operating schedule: 6 am-8 pm daily. CST.
Antenna ht.: 165 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network.
TIME RATES
No. N-819 Eff 9/1/74—Rec'd 10/1/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	312x
30 sec	4.00	3.60	3.20	2.80	2.40
1 min	6.00	5.60	5.20	4.80	4.40

AM & FM combinable for frequency discount.

KVOP

1944

Subscriber to the NAB Radio Code
Media Code 4 245 6325 2.00
KVOP, Inc., Box 1420, 1100 W. 24th St., Plainview, Tex. 79072. Phone 806-296-2771.
1. PERSONNEL
Commercial Manager—Girard Fox.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30 am-midnight daily. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
FM facilities: KPLA (FM).
Affiliated with KBS.
Member: Texas State Network.
TIME RATES
No. N-319 Eff 9/1/74—Rec'd 10/1/74.
6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	312x
30 sec	5.00	4.50	4.00	3.50	3.00
1 min	7.50	7.10	6.70	6.30	5.90

AM & FM combinable for frequency discount.

PLANO

Collin County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KYAL

1948

McKINNEY

(This is a paid duplicate of the listing appearing under McKinney, Tex.)
Media Code 4 245 5325 8.00
AHB Broadcasting Corp., 1310 Ave. K., Plano, Tex. 75074. Phone 214-424-8541.
McKinney Office: 203 E East Virginia St., McKinney, Tex. 75069.
STATION'S PROGRAMMING DESCRIPTION
KYAL: Programmed for adults.
MUSIC: country, 60% current hits, 40% country standards. AIR PERSONALITIES handle all segments. NEWS: 3 man news team with emphasis on local and area news. FARM: 2-5 min agriculture and livestock reports 6-7 am & noon-1 pm. Contact Representative for further details. Rec'd 4/29/74.
1. PERSONNEL
President—John T. Pickens.
General Manager—Troy G. Young.
Traffic—Brenda Smith.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
5,000 w. days; 1600 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations.
General: 1b, 2a, 2b, 3a, 4a, 6a, 8.
Rate Protection: 10b, 11c, 12c, 13b, 14b, 15b.
Contracts: 40c, 44b, 45, 46.
Comb.; Cont. Discounts: 60f.
Cancellations: 70b, 70c, 72, 73b.
Prod. Services: 82.
Member: Alamo Network, Texas State Network.
TIME RATES
No. 6A Eff 1/1/75—Rec'd 12/18/74.
AA—Mon thru Fri 6:30-9:30 am & 4-7 pm.
BTA—6 am-8 pm.
6. SPOT ANNOUNCEMENTS
MINUTE

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	.....
PER YR:	1x	100x	150x	250x	300x	500x
AA	11.00	10.50	10.00	9.50	9.00	8.50
BTA	10.00	9.50	9.00	8.50	8.00	7.50

30 SECONDS

AA	9.00	8.50	8.00	7.50	7.00	6.50
BTA	8.00	7.50	7.00	6.50	6.00	5.50

10 sec: 50% of 1-min.
7. PACKAGE PLANS
ROS—1/3 DRIVE

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	8.65	8.20	7.75	7.30
30 sec	6.90	6.55	6.20	5.85
10 sec	5.20	4.90	4.65	4.40

ROS cannot be counted toward frequency on annual plan. (D)

PLEASANTON

Atascosa County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

KBOP

1959

Subscriber to the NAB Radio Code
Media Code 4 245 6350 0.00
Ben L. Parker, Box 247, 215 N. Main, Pleasanton, Tex. 78064. Phone 512-569-4871.
STATION'S PROGRAMMING DESCRIPTION
KBOP: C & W music 6 am-1 pm; Spanish 1-7 pm.
1. PERSONNEL
Owner—Ben L. Parker.
3. FACILITIES
1,000 w days; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

(This listing continued on next page)

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 6/19/74.
AA—6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA

YR:	1x	13x	26x	52x	104x	156x	208x	260x	312x
1 min....	3.75	3.50	3.40	3.20	3.00	2.85	2.80	2.75	2.70
30 sec....	3.00	2.80	2.70	2.60	2.50	2.40	2.20	2.15	2.10
15 sec....	1.80	1.75	1.70	1.65	1.60	1.55	1.50	1.45	1.40
CLASS A									
1 min....	3.00	2.90	2.80	2.60	2.45	2.30	2.15	2.00	1.80
30 sec....	2.60	2.45	2.30	2.15	2.00	1.85	1.70	1.55	1.40
15 sec....	1.70	1.60	1.50	1.40	1.30	1.20	1.10	1.00	.95

7. PACKAGE PLANS

	AA			A		
PER WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
6 ti	3.20	2.60	1.65	2.60	2.15	1.40
12 ti	3.10	2.50	1.60	2.45	2.00	1.30
24 ti	3.00	2.40	1.50	2.30	1.85	1.20
30 ti	2.80	2.30	1.45	2.00	1.55	1.00
36 ti	2.70	2.20	1.40	1.80	1.40	.95

PORT ARTHUR (4 AM; 2 FM)

(including Port Neches)

Jefferson County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KOLE

1947
PORT ARTHUR

Media Code 4 245 6400 2.00
Gulf States Broadcasting Co. Inc., Box 336, 501 Proctor St., Port Arthur, Tex. 77640. Phones 713-982-9436, 727-5653, 735-9209.

STATION'S PROGRAMMING DESCRIPTION
KOLE: Programmed for mass appeal.
MUSIC: contemporary top 40, blend of current & recent as well as hits of past. Year round contests.
NEWS: at :50. Contact Representative for further details. Rec'd 5/12/75.

1. PERSONNEL
President—Robert D. Hanna.
General Manager—Bill Prikryl.
Operations Manager—Jay Scott.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60k, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
Eff 8/20/74—Rec'd 8/20/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA — Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	17.00	14.00	15.00	12.00	12.00	10.00
10 ti	16.00	13.00	14.00	11.00	11.00	9.00
20 ti	14.00	11.00	12.00	10.00	9.00	7.00
30 ti	13.00	10.50	11.00	9.00	8.00	6.00
40 ti	12.00	10.00	10.00	8.00	7.00	5.50

Edited by Bill Prikryl.

(CR)

KPAC

1934
PORT ARTHUR

Subscriber to the NAB Radio Code
Media Code 4 245 6425 6.00
Port Arthur College, Box 520, Port Arthur, Tex. 77640. Phone 713-985-7458. Beaumont phone 713-722-1463.

STATION'S PROGRAMMING DESCRIPTION
KPAC: Programmed for audience 20-55.
MUSIC: Modern MOR days; programmed for Black audience with Black DJ's & R & B music nites.
NEWS: 5 min network at :30; 5 min local at :60.
COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 6/28/73.

1. PERSONNEL
President—Sam Monroe.
Sta. & Sales Mgr.—Jim Monroe.
Traffic Manager—Beatrice Stieker.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1250 kc. Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 22a, 23b, 24b, 25a, 28c, 29a, 30.
Contracts: 40c, 44b, 49.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70b, 71a, 73b.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
No. 5 Eff 4/1/70—Rec'd 3/2/70.
I—Mon thru Sat 6-10 am.
II—Mon thru Sat 10 am-7 pm.
III—Mon thru Sat 5-6 am & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS
SECTION I

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	14.00	12.00	11.00	10.00
30 sec	11.20	9.60	8.80	8.00
10 sec	7.00	6.00	5.50	5.00
SECTION II				
1 min	11.00	9.00	8.00	7.00
30 sec	8.80	7.20	6.40	5.60
10 sec	5.50	4.50	4.00	3.50
SECTION III				
1 min	9.00	7.00	6.00	5.00
30 sec	7.20	5.60	4.80	4.00
10 sec	4.50	3.50	3.00	2.50

7. PACKAGE PLANS
CUME PLAN

PER WK, EA:	1 min
Plan A (1I, 10II, 5III)	7.00
Plan B (8I, 5II, 2III)	9.00
Plan C (4I, 4II, 2III)	10.50

CONSECUTIVE WEEK DISCOUNT
52 wk—8%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

KPAC/KPAC-FM, Port Arthur—COMBINATION

6. SPOT ANNOUNCEMENTS

	I			II		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	16.00	12.80	8.00	13.00	10.40	6.50
12 ti	14.00	11.20	7.00	11.00	8.80	5.50
18 ti	13.00	10.40	6.50	10.00	8.00	5.00
24 ti	12.00	9.60	6.00	9.00	7.20	4.50
				III		
1 ti				11.00	8.80	5.50
12 ti				9.00	7.20	4.50
18 ti				8.00	6.40	4.00
24 ti				7.00	5.60	3.50

7. PACKAGE PLANS
CUME PLAN

PER WK:	1 min
Plan A. 30 ti (15 I, 10 II, 5 III), ea	9
Plan B. 15 ti (8 I, 5 II, 2 III), ea	11
Plan C. 10 ti (4 I, 4 II, 2 III), ea	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.

6. PROGRAM TIME RATES
5 min: 1-1/2 x 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—8%

RATEBOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon thru Sun necessary to maintain consec wk advertising.

(D)

KPAC-FM

1963
PORT ARTHUR

Subscriber to the NAB Radio Code
Media Code 4 245 6426 6.00
Port Arthur College, Box 520, Port Arthur, Tex. 77640. Phone 713-985-7458. Beaumont phone 713-722-1463.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KPAC-FM: Programmed for audience 30-60.
MUSIC: MOR, big bands; 90% albums, 10% singles.
Contact Representative for further details. Rec'd 5/11/71.

3. FACILITIES
ERP 3.800 w.; 98.5 mc.
Operating schedule: 5 am-midnight. CST.

TIME RATES
Sold in combination with KPAC. See that listing for rates.

KSUZ

1959
PORT NECHES

Media Code 4 245 6435 6.00
L & R Broadcasting Corp., 3185 Merriman Ave., Port Neches, Tex. 77651. Phone 713-727-2177.

1. PERSONNEL
Pres. & Gen'l Mgr.—Lester J. Ledet.
Vice-Pres. & Oper. Mgr.—Robert F. Ritchey.

2. REPRESENTATIVES
KRA Representatives.

3. FACILITIES
500 w.; 1,150 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 23a, 25a, 28a, 29a.
Contracts: 45, 46, 48.
Comb.; Cont. Discounts: 60k, 61a, 61b, 62c.
Cancellation. 70a, 70c, 71a, 73a.

TIME RATES
No. 1 Eff 3/22/74—Rec'd 4/11/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	5.50	4.95	4.45	4.00	3.60	3.25	2.90
30 sec	4.50	4.05	3.65	3.30	2.95	2.65	2.35

KYKR KYKR-FM

1960 1959
PORT ARTHUR
Media Code 4 245 6442 5.00
KWEN Broadcasting Co., 3333 25th St., Port Arthur, Tex. 77640. Phone 713-985-2543.

1. PERSONNEL
Mgr. & Dir. of Sales—J. H. Joynt.
Program Director—Jim Love.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Dallas—Riley Representatives.

3. FACILITIES
1,000 w. days; 1510 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 25,000 w.; 93.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 61c.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff——Rec'd 10/5/70.
AAA—6-9 am & 3-6 pm.
AA—9 am-3 pm.
A—6 pm-midnight.

6. SPOT ANNOUNCEMENTS

I MIN:	1 ti	6 ti	11 ti	25 ti
AAA	12.00	11.00	10.00	9.00
AA	9.00	8.00	7.00	6.00
A	6.50	6.00	5.40	5.00

30 sec: 60% of 1-min.

(D)

PORT LAVACA

Calhoun County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

KGUL

1961

Media Code 4 245 6450 6.00
Angelo Broadcasting & Telecasting Inc., 213 N. Colorado St., Port Lavaca, Tex. 77979. Phone 512-552-2951.

1. PERSONNEL
General Manager—L. Dean Holford.

2. REPRESENTATIVES
Southwest—Paul Miller & Company.

3. FACILITIES
500 w.; 1560 kc. Non-directional.
Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 11/1/73—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.75	4.50	4.20	4.00	3.75	3.50	3.25	3.00
30 sec	3.60	3.40	3.25	3.10	2.65	2.70	2.50	2.25

Guaranteed spots, extra 20%.

PORT NECHES

Jefferson County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

See Port Arthur

(including Port Neches)

POST

Garza County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KPOS

1955
Subscriber to the NAB Radio Code
Media Code 4 245 6500 6.00
Boles Broadcasting Co., 115 W. Main, Post, Texas 79356. Phone 806-495-2231.

1. PERSONNEL
General Manager—James Boles.

2. REPRESENTATIVES
Radio Time Sales/International.
Chicago—National Time Sales

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRA.
Member: Texas State Network.

TIME RATES
Eff 10/1/71—Rec'd 12/6/71.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260+
1 min	4.20	3.85	3.50	3.15	2.80	2.50
30 sec	3.50	3.15	2.80	2.45	2.10	1.75

QUANAH

Hardeman County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

TEXAS

KOLJ

1952
Media Code 4 245 6525 7.00
Fay Noel Eggleston, Box 589, Quanah, Tex. 79252. Phone 817-663-5309.

1. PERSONNEL
Assistant Manager—Al Garrett.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
500 w. days; 1150 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL RATE POLICY
Accepts AAAA copyrighted contract.
Member: Alamo Network.

TIME RATES
Eff 4/1/73—Rec'd 3/30/73

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Ea	10	6

RALLS

Crosby County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KCLR

1963
Subscriber to the NAB Radio Code
Media Code 4 245 6550 5.00
KCLR, Inc., Box 669, 704 Main St., Ralls, Tex. 79357. Phones 806-253-2628, 762-1314.

STATION'S PROGRAMMING DESCRIPTION
KCLR: Programming directed to farmers.

1. PERSONNEL
Pres. & Gen'l Mgr.—F. T. Wilson.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
5,000 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Member: Farm Radio Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 1/1/75—Rec'd 12/4/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260+
1 min	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	4.25	4.00	3.75	3.50	3.25	3.00

RAYMONDVILLE

Willacy County—Map Location E-10
See SRDS consumer market map and data at beginning of the State.

KSOX

1955
Media Code 4 245 6575 2.00
Edgar L. Clinton, Box 1240, 345 S. 7th St., Raymondville, Tex. 78580. Phone 512-689-2333.

1. PERSONNEL
Owner & Mgr.—Edgar L. Clinton.

3. FACILITIES
250 w.; 1240 kc. Non-directional.
Operating schedule 6 am-11 pm. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Alamo Network.

TIME RATES
Eff ——— Rec'd 3/10/75.

6. SPOT ANNOUNCEMENTS

	26x	52x	104x	156x	260x
1 min	6.30	5.95	5.60	5.25	4.90
30 sec	5.50	5.25	5.00	4.75	4.50

ROBSTOWN (1 AM; 1 FM)

Nueces County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

KROB

1963

Jack Masla & Company, Inc.

Subscriber to the NAB Radio Code
Media Code 4 245 6600 8.00
Coastal Bend Broadcasting Corp., Box 752, Robstown, Tex. 78380. Phone 512-387-1510.

STATION'S PROGRAMMING DESCRIPTION
KROB: MUSIC: Top Country hits with a sprinkling of Country Gold. NEWS: 5 min. at :00, 3 min. at :30. SPORTS: 5 min. wrapup at 7:45 am & 4:45 pm. Contact Representative for further details. Rec'd 1/30/74.

1. PERSONNEL
General Manager—W. A. Raske.
Sales Manager—Jerry Allen.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

(This listing continued on next page)

TEXAS

Robstown—K R O B—Continued

5. FACILITIES
500 w.: 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KROB-FM.

6. AGENCY COMMISSION
15/0 time only.

8. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 29b, 30, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60l, 61c, 62a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with KBS.

TIME RATES
Eff 6/30/70—Rec'd 6/29/70.
AA—Mon thru Sat 6:30-9 am & 4-7 pm.
A—All other times.

9. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
Ea	16	15	14	13	12
CLASS A					
Ea	12	11	10	9	8

30 sec: 30% of 1-min.
10 sec 1D's: 50% of earned rate.

7. PACKAGE PLANS

50 AA/50 A PER WK:	12 ti	16 ti	24 ti
Ea	144	180	216

Class AA & A plans may combine for frequency discount.
30 sec spots combinable with minutes.
10 sec spots combinable.

(D)

K R O B-FM
1966

Media Code 4 245 6601 6.00
Coastal Bend Broadcasting Corp., Box 752, Robstown, Tex. 78380. Phone 512-387-1510.
See affiliated AM station for additional information.

3. FACILITIES
ERP 36,000 w.; 99.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see KROB.

TIME RATES
Eff 1/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti
1 min	4.00	2.50	2.00	1.50
30 sec	3.20	2.00	1.60	1.20
10 sec	2.00	1.25	1.00	.75

ROSENBERG-RICHMOND
(1 AM; 1 FM)

Fort Bend County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

K F R D
1948
ROSENBERG-RICHMOND

Subscriber to the NAB Radio Code
Media Code 4 245 6625 5.00
Ford Bend Broadcasting Co., Box 832, Rosenberg, Tex. 77471. Phone 713-232-3776. Houston phone 713-342-2032.

STATION'S PROGRAMMING DESCRIPTION
KFRD: Programmed for adults, with ethnic segments.

1. PERSONNEL
General Manager—Bill Sloan.

3. FACILITIES
1,000 w. days: 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 10 am-local sunset. For non-simulcast facilities see KFRD-FM.

6. AGENCY COMMISSION
15/0.

TIME RATES
Eff 8/1/74—Rec'd 9/6/74.
AA—6:30-8 am, 11:45 am-1 pm & 4:45-6 pm.
A—All other times.

9. SPOT ANNOUNCEMENTS

CLASS AA			
1 min, flat	10.50	30 sec, flat	8.25

CLASS A	1 min	30 sec		1 min	30 sec
1 x	10.50	8.25	104 x	6.75	5.00
13 x	9.25	7.00	156 x	6.25	4.75
26 x	8.25	6.00	260 x	6.00	4.50
52 x	7.75	5.50	312 x	5.75	4.25
78 x	7.00	5.25	365 x	5.50	4.00

PROGRESSO LATINO—SPANISH ONLY
(Mon thru Fri 1-4 pm; Sat 1-5 pm; Sun 2-5 pm)

	1x	13x	26x	52x	78x	104+
1 min	10.50	9.25	8.25	7.75	7.00	6.75
30 sec	8.25	7.00	6.00	5.50	5.25	5.00

AMERICAN-CZECH HOUR

MON THRU FRI 6:30-9:30 AM:	1 min	30 sec
1 ti	12.00	8.00
13+	9.50	7.00
Sun 12:30-2 pm	12.00	8.00

7. PACKAGE PLANS

	1 min	30 sec
100 ti/10 days	600	450
10 ti per day/3 days	240	185

10. SPECIAL FEATURES
NEWS HEADLINES/WEATHER CAPSULE
1 min: 1-1/2x 1-min rate 30 sec: 2x 30-sec rate

K F R D-FM
1968
ROSENBERG

Subscriber to the NAB Radio Code
Media Code 4 245 6626 3.00
Fort Bend Broadcasting Co., Box 832, Rosenberg, Tex. 77471. Phone 713-232-3776. Houston phone 713-342-2032.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.
Operating schedule: 10 am-11 pm. CST.
Antenna ht.: 230 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KFRD.

TIME RATES
Rates are identical to KFRD. See that listing.

RUSK

Cherokee County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

K T L U
1955

Media Code 4 245 6650 3.00
E. H. Whitehead, Box 475, Rusk, Tex. 75785. Phone 214-683-2258.

STATION'S PROGRAMMING DESCRIPTION
KTLU: MOR, Pop, C & W, Classics.

1. PERSONNEL
General Manager—Sam Florian.

3. FACILITIES
Operating power—500 watts days.
500 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-sunset. CST.

4. AGENCY COMMISSION
15%; 2% cash discount.

5. GENERAL RATE POLICY
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff 11/1/74—Rec'd 10/31/74.

6. SPOT ANNOUNCEMENTS

	1x	27x	53x	105x	157x	260x
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.35	3.10	2.85	2.60	2.35	2.10

SAN ANGELO (4 AM; 3 FM)

Tom Green County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

K G K L
1929

Media Code 4 245 6675 9.00
KGKL, Inc., Box 1878, San Angelo, Tex. 76901. Phone 915-655-6715.
Studio—311 W. Concho.

STATION'S PROGRAMMING DESCRIPTION
KGKL: Programmed for 18-49 year old adults.
MUSIC: Popular. Current hits with memory-makers included. NEWS: heavy involvement on news, sports & farm. 2 full-time man news staff. Sound truck for special events. Complete mobile studio for on-the-spot reports. Contact Representative for further details. Rec'd 8/7/72.

1. PERSONNEL
President—Leroy J. Gloger.
General Managaer—Bill Neil.
Program Director—Greg Williams.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 960 kc.
Directional—nighttime only.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; monthly.

9. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rates Protection: 12a, 14a.
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.
Contracts: 40c, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60h, 61a, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with ATA Radio Network.
Member: Voice of Southwest Agriculture Radio Network.

TIME RATES
Eff 11/1/73—Rec'd 12/14/73.
A—Mon thru Sat 5:30-10 am, noon-1 pm & 3-7 pm
B—All other times.

7. PACKAGE PLANS

A. PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	9.75	9.00	8.50	8.00	7.50
30 sec/less	7.80	7.20	6.80	6.40	6.00
B:					
1 min	8.75	8.00	7.50	7.00	6.50
30 sec/less	7.00	6.40	6.00	5.60	5.20

K I X Y
1954

Media Code 4 245 6690 0.00
Solar Broadcasting Co., City Hall Plaza at W. First, San Angelo, Tex. 76901. Phone 915-653-3367.

STATION'S PROGRAMMING DESCRIPTION
KIXY: Programmed for adults 18-45.
MUSIC: contemporary & past million sellers. 6 conversational AIR PERSONALITIES handle all segments. NEWS: news staff for local & area coverage plus state network news. News cruisers, UPI, UPI audio & AP. SPORTS: emphasis on local play-by play sports. Contact Representative for further details. Rec'd 8/19/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Walton A. Foster.
Operations Manager—Fred M. Key.
National Sales Manager—Robert L. McClellan.

2. REPRESENTATIVES
PRO/Meeker Radio.
Southwest—Dean Cowart Representatives.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KIXY-FM.

6. AGENCY COMMISSION
15/0 time only.

8. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 21a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29b, 30, 31, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60g, 60l, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.
Member: Texas State Network.

TIME RATES
AM/FM COMBINATION
Eff 4/1/72—Rec'd 5/22/72.
AA—Mon thru Fri 6-9 am, noon-1 pm & 3:30-6:30 pm; Sat all day.
A—All other times.

7. PACKAGE PLANS

CLASS AA PER WK:	1 ti	10 ti	20 ti	30 ti	40+
1 min	10.00	9.00	8.00	7.00	6.00
30 sec/less	8.00	7.20	6.40	5.60	4.80
CLASS A					
1 min	9.50	8.50	7.50	6.50	5.50
30 sec/less	7.60	6.80	6.00	5.20	4.40

AA & A, or use of either AM or FM facilities combine for frequency discount. Must run in 52-wk period.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

K I X Y-FM
1967

Media Code 4 245 6685 9.00
Solar Broadcasting Co., City Hall Plaza at W. First, San Angelo, Tex. 76901. Phone 915-653-3367.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KIXY-FM: Identical to AM. See that listing.

3. FACILITIES
ERP 39,000 w.; 94.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
Partial simulcast operation. Operated separately local sunset-1 am. For simulcast facilities see KIXY.

5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.
Member: Texas State Network.
Sold in combination with KIXY. See that listing for rates.

TIME RATES
60% of applicable AM/FM combination AA rate.

K P E P
1954

Subscriber to the NAB Radio Code
Media Code 4 245 6700 6.00
Western Broadcasting Co., Box 1351, San Angelo, Tex. 76901. Phone 915-655-8116.

STATION'S PROGRAMMING DESCRIPTION
KPEP: Programmed for general interest.
MUSIC: modern country featuring current recordings mixed with classics & albums. NEWS: state & local at :10 & :50 plus 15 min news blocks at 7 am & noon; radio equipped news cars, AP & ESSA weather news wires, local news department. FARM: local & area at 12:15 & 5:45 pm. Remote facilities available Audience participation promotions. Contact Representative for further details. Rec'd 1/6/75.

1. PERSONNEL
General Manager—James Pinkston.
Sales Manager—Ray Villandry.
Program Director—Chet Young.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 11b, 12b, 13e, 14e, 15a, 15b, 16.
Basic Rates: 20b, 21a, 23a, 24b, 25a, 26a, 29a, 30, 33c.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60d, 60f, 60b, 61b.
Cancellation: 70b, 70e, 71b, 73b.
Prod. Services: 80, 82.
Member: Alamo Network.

TIME RATES
Eff 1/1/65—Rec'd 3/1/65.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	104x	156x	260x	312x	500x
1 min	6.00	5.50	5.00	4.50	4.25	4.00
30 sec	4.80	4.50	4.00	3.60	3.40	3.20

7. PACKAGE PLANS

PER WK:	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	82.50	100.00	135.00	170.00	200.00
30 sec	67.50	80.00	108.00	136.00	160.00

K S J T (FM)
1965

Media Code 4 245 6715 4.00
Thomas H. Earnest dba Concho Valley Broadcasters, Box 1296, Texas Farm to Market Rd. 2105, San Angelo, Tex. 76901. Phone 915-653-5008.

STATION'S PROGRAMMING DESCRIPTION
KSJT (FM): Programmed for general interest to Spanish speaking listener.
MUSIC: current hits and classics in all Spanish music categories, with musical variety from most Spanish speaking countries, particularly Mexico. Spanish soap operas and comic programs. Hourly news. Major league baseball in English in season. COMMERCIAL POLICY: no charge for commercial translations. Rec'd 7/14/75.

1. PERSONNEL
General Manager—Thomas H. Earnest.
Sales Manager—Carroll C. Lee.
Program Director—Pepe Avalos.

3. FACILITIES
ERP 34,000 w.; 97.5 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only. 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 25a, 26, 28a, 29a, 33c.
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47a, 49, 51b.
Comb.; Cont. Discounts: 60h, 60l, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff ———— Rec'd 7/14/75.
A—Mon thru Sat 6-9 am, 11:30 am-1:30 pm & 4:30-7 pm.

6. SPOT ANNOUNCEMENTS

	A			ROS & all day Sun		
	10 ti	50 ti	100 ti	10 ti	51 ti	100+
1 min	3.75	3.50	3.35	3.25	2.90	2.70
30 sec/less	3.25	2.90	2.75	2.25	1.95	1.70

Submitted by Thomas H. Earnest.

K T E O
1947

Media Code 4 245 6725 3.00
Angelo Broadcasting Inc., Box 1711, 333 Rio Concho Dr., San Angelo, Tex. 76901. Phones 915-653-5836, 653-6863.

STATION'S PROGRAMMING DESCRIPTION
KTEO: MUSIC: Modern country. Air personalities. Audience involvement promotions. NEWS: 3 min state & local at :00, 5 min network at :30. FARM: 5 hr weekly program. SPORTS: live coverage of local events. RELIGIOUS: 5 hours on Sun. Latin-American program 4 hours on Sun. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
Station Manager—Joe Rushing.
Program Director—T. C. Carter.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Riley Representatives.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 4:45-midnight. CST.

4. AGENCY COMMISSION
15%. Bills payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25c, 28b, 28c.
Contracts: 40a, 41, 42b, 45, 46, 51a.
Comb.; Cont. Discounts: 60e, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 81, 82.

TIME RATES
Eff 3/1/75—Rec'd 2/27/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

7. PACKAGE PLANS

CLASS AA PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.75	10.00	9.50	9.00	8.50
20/30 sec	8.80	8.20	7.80	7.40	7.00
CLASS A					
1 min	9.75	9.00	8.50	8.00	7.50
20/30 sec	8.00	7.40	7.00	6.60	6.20

10 sec: 50% of 1-min.

Submitted by Agnes M. Skipper.

K W L W (FM)
1964

AMERICAN FM RADIO NETWORK

Subscriber to the NAB Radio Code
Media Code 4 245 6775 8.00
West Texas Broadcasting Corp., Box 1726, 131 N. Oakes St., San Angelo, Tex. 76901. Phone 915-655-1681.

STATION'S PROGRAMMING DESCRIPTION
KWLW (FM): Programmed for adults 18-49.
MUSIC: current MOR with blend of MOR standards. 6 AIR PERSONALITIES. 40% music instrumental. NEWS: network at :15, local & regional at :45. AP, network, national weather wire. SPORTS: 3 reports daily with local & regional emphasis. Business & financial: 2 reports daily. RELIGIOUS: 3 hours Sunday am. Contact Representative for further details. Rec'd 9/4/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Maurice J. Voity, Jr.
Operations Director—Bob Wertz.
Local Sales Coordinator—Rena Malone.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 34,000 w.; 93.9 mc. Stereo.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 145 ft. above average terrain.

4. AGENCY COMMISSION
15/0; 10 days.

(This listing continued on next page)

San Angelo—K W L W (FM)—Cont'd

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6b, 7b, 8.
Rate Protection. 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 28b, 29a, 33b.
Contracts. 4va, 41, 42b, 44a, 45, 46, 47c, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 80g, 60i, 61a, 62b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 73-2 Eff 11/1/73—Rec'd 10/1/73.
AA—Mon thru Fri 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x	500x
CLASS AA							
1 min	7.00	6.25	6.00	5.50	5.00	4.75	4.50
30 sec	5.25	4.75	4.50	4.25	4.15	4.00	3.75
CLASS A							
1 min	5.50	4.75	4.50	4.00	3.50	3.25	3.00
30 sec	3.75	3.25	3.00	2.85	2.65	2.50	2.25

7. PACKAGE PLANS

PER WK:	1 min 6 ti	12 ti	18 ti	24 ti	30 sec 6 ti	12 ti	18 ti	24 ti
AA	6.50	6.00	5.75	5.50	5.00	4.80	4.70	4.50
A	5.00	4.50	4.25	4.00	3.50	3.30	3.20	3.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	30.00	28.50	27.00	25.00
1/2 hr	23.50	21.00	18.50	17.00
1/4 hr	14.00	13.00	12.00	10.00

10. SPECIAL FEATURES
News sponsorship—1-min plus 2.00.
Weather sponsorship—30-sec plus 1.00.
Edited by Maurice J. Voltz, Jr.

SAN ANTONIO (13 AM; 9 FM)

(including Alamo Heights, Terrell Hills)

Bexar County—Map Location D-7

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	63	56	63	56
B	48	40	48	31
C	40	37	37	27
D	34	27	32	24
AVERAGE	40	40	45	35

KAPE
1960
SAN ANTONIO

NAB

Media Code 4 245 6800 4.00
SSS Broadcasting, Inc., 608 E. Travis St., San Antonio, Tex. 78205. Phone 512-223-2277.

STATION'S PROGRAMMING DESCRIPTION
KAPE: Programmed for Black Audience.
MUSIC: R & B. AIR PERSONALITIES handle all segments. NEWS: 5 min international, national & community news at :55; local headlines at :30. Contact Representative for further details. Rec'd 4/26/72.

1. PERSONNEL
General Manager—Jerry Moon.
Sales Manager—Franklin Collins.
Program Director—Rudy Green.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
500 w. days; 1480 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
No. 5 Eff 5/1/72—Rec'd 5/26/72.

7. PACKAGE PLANS
MON THRU FRI 6-10 AM & 3-7 PM

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00	11.00
20/30 sec	10.00	9.00	8.00	7.00
10 sec	7.00	6.50	6.00	5.50
MON THRU FRI 10 AM-3 PM; SAT & SUN 6 AM 7 PM				
1 min	12.00	11.00	10.00	9.00
20/30 sec	8.00	7.00	6.00	5.00
10 sec	6.00	5.50	5.00	4.50

KBER KBER-FM

NOTE: The call letters of this station have been changed to:

KQAM

KBER KBER-FM

NOTE: The call letters of this station have been changed to:

KSAQ

KBUC and KBUC-FM
1948 1967
SAN ANTONIO

MEEKER CO. RADIO SALES

NAB

A Sigmer Station
Sold in combination only.
Media Code 4 245 6875 6.00
Turner Broadcasting Corp., Box 20267, 3642 E. Houston St., San Antonio, Tex. 78226. Phone 512-222-9191.

STATION'S PROGRAMMING DESCRIPTION
KBUC: Programmed for adults & young adults.
MUSIC: modern country & western. Listeners participate in contest regularly. NEWS: local & network, including state, national & international news. 6 newsmen with 6 mobile news units. RELIGIOUS: music 6-10 am Sun. Contact Representative for further details. Rec'd 3/11/75.
KBUC-FM: Country & western. Contact Representative for further details. Rec'd 2/11/75.

1. PERSONNEL
General Manager—Harrell Banks.
Sales Manager—Randall Clay.
Program Director—Mac Curtis.
2. REPRESENTATIVES
Meeker Radio, Inc.
South—Contact station direct.
2. FACILITIES
5,000 w. days; 1310 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 100,000 w.; 107.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 408 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 26c, 29b, 30, 31, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60g, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
KBUC and KBUC-FM COMBINATION
Eff 9/1/74—Rec'd 9/4/74.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
KBUC and KBUC-FM COMBINATION

WKLY:	YRLY:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
10 ti		30	25	25	22	18	16
20 ti	250 x	28	24	23	20	16	14
30 ti	500 x	26	23	22	19	14	13
40 ti	750 x	25	22	20	17	13	12
50 ti	1000 x	23	19	18	16	12	11

10 sec: 60% of 1-min.

KCOR
1945
SAN ANTONIO

ata Alan Torbet Associates, Inc.

Spanish

NAB

Media Code 4 245 6900 2.00
Inter-American Radio, Inc., KCOR Bldg., 411 E. Durango Blvd., San Antonio, Texas 78204. Phone 512-225-2751.

STATION'S PROGRAMMING DESCRIPTION
KCOR: Programming 100% Spanish.
MUSIC: combines regional and traditional favorites with latest releases from Mexico City. Through use of radio teletype equipment, receive UPI's shortwave teletype service directed to Latin-America in Spanish and schedule news hourly throughout broadcast day. Mobile news units, radio-connected with studio, for direct coverage of local events. Radio serial drama, both station produced and others imported from Mexico, broadcast daily. Emphasis on personality programming. Contact Representative for further details. Rec'd 9/22/67.

1. PERSONNEL
President—Allen E. Wolla.
Executive Vice-President—Arnold B. Hartley.
Vice-Pres. & Gen'l Mgr.—Nathan Saffr.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
5,000 w., 1350 kc. Directional nights only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 29a.
Contracts: 40c.
Comb.; Cont. Discounts: 60a.
FM facilities: KQXT (FM).
Affiliated with ATA Radio Network.

TIME RATES
Eff 8/1/72—Rec'd 8/4/72.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 10 am-7 pm.
A—All other times. Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	42	34	29	31	33	26
12 ti	40	32	27	30	31	25
18 ti	39	31	26	29	30	24
24 ti	38	30	25	28	29	23

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	16 ti	24 ti	30 ti
1 min	34	32	30
30 sec	27	26	24

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
NEWSCASTS

PER WK:	1 ti	3 ti	5 ti	10 ti
5 min	80	55	50	45

KCOR/KQXT (FM) COMBINATION

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	49	39	45	36	40	32
12 ti	47	38	43	35	38	30
18 ti	46	37	42	34	36	29
24 ti	45	36	41	33	35	28

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

	16 ti	24 ti	30 ti
1 min	41	39	37
30 sec	33	31	30

10 sec: 50% of 1-min.

KDRY
1963
ALAMO HEIGHTS
Subscriber to the NAB Radio Code
Media Code 4 245 6925 6.00
National Enterprises, Inc., Box 6428, 5176 Broadway, San Antonio, Tex. 78209. Phone 512-824-5361.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dr. Sam Morris.
Program Director—Sam Morris, Jr.
2. FACILITIES
1,000 w. days; 1116 kc. Non-directional
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.

TIME RATES
Eff 5/23/75—Rec'd 5/28/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	260x	520x
1 min	5.00	4.00	3.50	3.00
30 sec	3.75	3.00	2.65	2.35
10 sec	2.50	2.00	1.75	1.50

7. PACKAGE PLANS

	Per wk 10 ti	20 ti	Per mo 40 ti	80 ti
1 min	40	75	140	260
30 sec	30	57	106	196
10 sec	20	38	70	132

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60.00	36.00	34.00	15.00
52 x	51.00	30.60	20.40	12.75
260 x	42.50	25.20	16.80	10.50

Edited by Sam Morris, Jr.

KEDA
1964
SAN ANTONIO

Spanish

NAB

Media Code 4 245 6950 7.00
D & E Broadcasting Co., 226 1/2 Dolorosa St., San Antonio, Tex. 78204. Phone 512-226-6942.

STATION'S PROGRAMMING DESCRIPTION
KEDA: All Spanish programming.
MUSIC: Spanish. NEWS: 5 min at :60. Weather at :15 & :45. SPORTS: 5 min at 8:30 am & 5:30 pm. UPI news. Contact Representative for further details. Rec'd 7/21/75.

1. PERSONNEL
Gen'l & Sales Mgr.—Manuel G. Davila, Sr.
Ass't Mgr. & Dir. Eng.—W. G. Egerton.
2. REPRESENTATIVES
UBC Sales, Inc.
2. FACILITIES
1,000 w.; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset.
4. AGENCY COMMISSION
15/0 time only; payable 30 days
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 15b.
Basic Rates: 20a, 21a.
Contracts: 40a, 48, 47a.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Member: Latin Network.
Combines with KCCT, Corpus Christi for frequency.

TIME RATES
Eff 9/1/75—Rec'd 7/21/75.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.

7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	48 ti
CLASS AA						
1 min	19.00	17.00	16.00	15.00	14.00	13.00
30 sec	15.20	13.60	12.80	12.00	11.20	10.40
CLASS A						
1 min	17.00	15.00	14.00	13.00	12.00	11.00
30 sec	13.60	12.00	11.20	10.40	9.60	8.80

Submitted by Jordan E. Sawyer.

KEEZ (FM)
1651
SAN ANTONIO

Media Code 4 245 6975 4.00
San Antonio Broadcasting, Inc., 2800 Tower Life Bldg., San Antonio, Tex. 78205. Phone 512-223-3004.

STATION'S PROGRAMMING DESCRIPTION
KEEZ (FM): MUSIC: Rock. Emphasis on public affairs & community involvement. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 10/1/74.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Henry Roberts.
Sales Manager—Brooks Knight.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert); 97.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 29a, 33a.
Contracts: 40b, 41, 42a, 43, 44a, 45, 46, 47a, 50.
Comb.; Cont. Discounts: 60, 60a, 60c, 62a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 5/1/75—Rec'd 5/5/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	16 ti	24 ti
1 min	20	18	17	16
30 sec	16	15	14	13

Edited by Henry Roberts.

KEXL (FM)
1966
SAN ANTONIO

db A Doubleday Station

RAD ADVERTISING REPRESENTATIVES, INC.

Independent

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 6983 8.00
Doubleday Broadcasting Co., Inc., 8400 Data Point, San Antonio, Tex. 78229. Phone 512-696-9940.

STATION'S PROGRAMMING DESCRIPTION
KEXL (FM): Progressive rock 24 hours. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
General Manager—H. J. (Hal) Davis.
Station Manager—Rex Tackett.
2. REPRESENTATIVES
Radio Advertising Representatives, Inc.
Texas—Riley Representatives.
3. FACILITIES
ERP 100,000 w. (horiz.), 64,000 w. (vert.); 104.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 750 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
AM facilities: KITE.

TIME RATES
Eff——Rec'd 3/21/75.

6. SPOT ANNOUNCEMENTS

FIXED:	1x	26x	52x	104x	156x	260x	312x
1 min	14.00	13.50	13.00	12.50	12.00	11.50	11.00
30 sec	11.00	10.50	10.00	9.50	9.00	8.50	8.00

7. PACKAGE PLANS

MONTHLY IMPACT:	Sun-Wed 1 min	Sun-Wed 30 sec	Thurs-Sat 1 min	Thurs-Sat 30 sec
1 ti	9.50	8.50	11.00	10.00
40 ti	8.50	7.50	10.00	9.00
60 ti	7.50	6.50	9.00	8.00
100 ti	6.50	5.50	8.00	7.00

Edited by Mrs. Janet Moore.

KISS (FM)
1946
SAN ANTONIO

Media Code 4 245 7000 6.00
The Walmas Company, Aurora Apartment Hotel, 509 Howard Street, San Antonio, Texas. 78212. Phone 512-223-6211.
See affiliated AM station for additional information.
AM facilities: KMAC.

1. PERSONNEL
Sales Promotion—Lou Roney.
3. FACILITIES
ERP 14,850 w.; 99.5 mc.
Operating schedule: 7:00 am-midnight. CST.
Antenna ht.: 517 ft. above average terrain.

TIME RATES
Rates effective October 1, 1957.
Rates received August 26, 1957.

6. SPOT ANNOUNCEMENTS

Per week:	Min. spots
1 time	8.00
7 times	45.00
14 times	75.00
21 times	100.00

Discounts
13 weeks 5% 52 weeks 20%
26 weeks 10%
Spot announcements will be carried only on station breaks. No double spot announcements. No participating programs.

6. PROGRAM TIME RATES

Per week:	1 hr.	1/2 hr.	1/4 hr.
1 time	46.00	34.00	16.00
3 times	106.00	64.00	42.67
5 times	140.00	90.00	60.00
7 times	180.00	108.00	72.00

(San Antonio continued on next page)

San Antonio—Continued

KITE
1947
TERRELL HILLS

A Doubleday Station

RADIO ADVERTISING REPRESENTATIVES, INC.

Independent

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 245 7025 7.00

Doubleday Broadcasting Co., Inc., 8400 Data Point, San Antonio, Tex. 78229. Phone 512-696-9940.

STATION'S PROGRAMMING DESCRIPTION

KITE: Programmed for adults and young adults.
MUSIC: general popular music, showtunes and standards. Air Personalities with audience participation and contests. Guest interviews. Direct to control room listeners line keeps audience and DJ in daily topical conversation. Daily local editorials. NEWS: 5 min at :60 except 15 min 6:45, 7:45 am, & complete local news at 5:45 pm. Heavy emphasis in all club projects using members own voices on PSA spots. South West Conference football on weekends. Contact Representative for further details. Rec'd 2/14/72.

1. PERSONNEL
General Manager—H. J. (Hal) Davis.

2. REPRESENTATIVES
Radio Advertising Representatives, Inc, Texas—Riley Representatives.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 920 kc.
Directional—nights only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60g, 60i, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KEXL (FM).
All rates include a 30% talent and production charge
Affiliated with American Entertainment Network.

TIME RATES
No. 2-SB Eff 8/1/75—Rec'd 2/28/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6-10 am.
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
CLASS AAA					
1 min	32.00	30.00	28.00	26.00	24.00
20/30 sec	25.00	23.00	21.00	19.00	17.00
10 sec	16.00	15.00	14.00	13.00	12.00
CLASS AA					
1 min	20.00	19.00	18.00	17.00	16.00
20/30 sec	17.00	16.00	15.00	14.00	13.00
10 sec	10.00	9.50	9.00	8.50	8.00
CLASS A					
1 min	16.00	15.00	14.00	13.00	12.00
20/30 sec	13.00	12.00	11.00	10.00	9.00
10 sec	8.00	7.50	7.00	6.50	6.00

B: 1/2 AA rates.

7. PACKAGE PLANS

TAP, WITHIN 7 DAY, ROTATES:	1 min	20/30
13 ti (4AAA, 4AA, 4A, 1B)	182	156
26 ti (8AAA, 8AA, 8A, 2B)	338	286
39 ti (12AAA, 12AA, 12A, 3B)	468	390

Higher to lower—ea AAA and/or AA spot equal to 2 A.
Lower to higher—3 lower spots equal to 2 higher spots.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
Vertical pkg—incl open & close plus 1-min spot, A even hrs, B odd hrs.

A/B	4 ti	13 ti	26 ti	52 ti
5-min News, 9 ea	72.00	66.00	63.00	60.00
Weather, 10 ea	80.50	77.00	73.50	70.00
News extras, 11 ea	97.00	92.00	88.50	84.00

Submitted by Hal Davis.

KITY
1947
SAN ANTONIO

METRO RADIO SALES
A Mission Broadcasting Co. Station

Media Code 4 245 7050 5.00

Mission Central Co., Box 2338, KONO Bldg., 317 Arden Grove, San Antonio, Tex. 78298. Phone 512-225-5111.
Studio—KONO Bldg., 317 Arden Grove, San Antonio Tex. Phone 512-225-5111.
See affiliated AM station for additional information.
AM facilities: KONO

STATION'S PROGRAMMING DESCRIPTION

KITY: Programmed for adults 18-49.
MUSIC: popular album cuts & singles. Live announcers handle all music segments. NEWS: 2-minutes at :60. 1-minute headlines at :30 during drive times. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL
National Sales Manager—Carl T. Wiglesworth.
Program Director—Ted Stecker.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 (vert.); 92.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 475 ft above average terrain.

5. GENERAL ADVERTISING See coded regulations
Rates quoted herein guaranteed for 13 wks from effective date of any increase in these rates providing wkly expenditure of 75.00 is actually running at time of effective date of increase, and continues without interruption during rate protection period.

TIME RATES
No. 7 Eff 10/13/74—Rec'd 10/14/74.
AAA—Mon thru Sun 6 am-midnight.
AA—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	13 ti	24 ti	30 ti
CLASS AAA						
1 min	25	20	18	16	14	12
30/less	20	16	14	13	11	10

AA: 50% of AAA.
Contribute to frequency on face-of-card rates only for KONO.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%
Applied as earned. Only consec wks with expenditures of 75.00+ per wk may qualify.
Submitted by Jack Roth.

KKYX
1926
SAN ANTONIO

RAB

A Swanco Station
Subscriber to the NAB Radio Code

Media Code 4 245 7062 8.00

Swanco Broadcasting Co., 8022 Bandera Rd., San Antonio, Tex. 78228. Phone 512-684-0068.

STATION'S PROGRAMMING DESCRIPTION

KKYX: Programmed for adults.
MUSIC: modern country. Alit PERSONALITIES. NEWS: at :60 & :30, expanded in drive times. 30 min expanded midday report at noon weekdays with farm & ranch news. Editorials, commentaries & public affairs features throughout week. 6 person news department. SPORTS: college football, fishing & hunting news. Contact Representative for further details. Rec'd 5/23/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard F. Marcellan.
Sales Manager—Dennis Griffin.
Program Director—Bill Rohde.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
50,000 w. days; 10,000 w. nights. 680 kc.
Non-directional, daytime. Directional, nighttime.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 25a, 29a.
Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72b
Prod. Services: 80.
Affiliated with Eastman Radio Network.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 9/16/74—Rec'd 9/9/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 7 am-6 pm.
A—Mon thru Fri 5-6 am, 10 am-3 pm & 7 pm-midnight; Sat 5-7 am & 6-10 pm; Sun 6 am-10 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AAA	1 min AA	1 min A	30 sec AAA	30 sec AA	30 sec A
1 ti	42	40	32	34	32	26
6 ti	36	34	26	29	27	21
12 ti	34	32	24	28	26	19
18 ti	32	30	22	26	24	18
24 ti	30	28	20	24	22	16

B: 50% of A.

KMAC
1926
SAN ANTONIO

Media Code 4 245 7075 2.00

Howard W. Davis—The Walmac Co., Aurora Apartment Hotel, 509 Howard Street, San Antonio, Texas. 78212. Phone 512-223-6211.

1. PERSONNEL
General Manager—Howard W. Davis.
Program Director—Joyce Petrash.
Sales Promotion—Dave Costa.

3. FACILITIES
5,000 w., 630 kc. Directional—separate patterns day and night.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time & talent; 10th of following month

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 22a, 23a, 24b, 25a, 26b, 29a.
Contracts: 40a, 42b, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71b, 73a.
FM facilities: KISS (FM).

TIME RATES
Eff ————Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	300+
1 min	36.00	34.20	32.40	30.60	28.80	27.00	25.20
50 wds	27.00	25.66	24.30	22.96	21.60	20.26	18.90

7. PACKAGE PLANS

PER WK:	1 min 1 wk	1 min 6 wk	1 min 13 wk	30 sec 1 wk	30 sec 6 wk	30 sec 13 wk
10 ti	18	17	16	15	14	13
15 ti	17	16	15	14	13	12
20 ti	16	15	14	13	12	11
25 ti	15	14	13	12	11	10
30 ti	14	13	12	11	10	9

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	300x
1 hr	165.00	156.75	148.50	140.25	132.00	123.75	115.50
1/2 hr	99.00	94.00	89.10	84.15	79.20	74.25	69.30
1/4 hr	66.00	62.50	59.40	56.10	52.80	49.50	46.20
5 min	33.00	31.35	29.70	28.05	26.40	24.75	23.10

10. SPECIAL FEATURES
Newscasts—program rate plus 20%.

KMFM (FM)
1964
SAN ANTONIO

Media Code 4 245 7100 8.00

Harry Pennington, Jr., 124 E. Agarita Ave., San Antonio, Tex. 78212. Phone 512-732-7807.

STATION'S PROGRAMMING DESCRIPTION

KMFM (FM): Concert music. Rec'd 10/2/67.

1. PERSONNEL
Owner, Operator—Harry Pennington, Jr.
Station Manager—Rosa Lee Pennington.

3. FACILITIES
ERP 60,000 w.; 96.1 mc.
Operating schedule: 10 am-midnight daily. CST.
Antenna ht.: 125 ft above average terrain.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 27, 28a, 28c, 29a, 29b, 31.
Contracts: 40a, 41, 44a, 46, 47e, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60e, 60f, 60h, 60i, 61a, 61b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff————Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

PER WK:	13 ti	26 ti	39 ti	52 ti	112+
1 min	7.00	6.50	6.00	5.50	5.00

8. PROGRAM TIME RATES

PER YR:	13x	26x	52x	104x	156x
1 hr	70	67	64	61	58
1/2 hr	53	50	48	46	44
5 min	30	29	28	27	26

Edited by Harry Pennington, Jr.

KKYX leads in adults 25-49

#1 in men morning drive by 36%

#1 in women mid-day by 18%

#1 in men evening drive by 95%

Call
Eastman Radio, Inc.

KKYX
A SWANCO STATION
SAN ANTONIO, TEXAS

Source: ARB Apr/May '75, Avg. 1/4 hr ADI

KONO
1927
SAN ANTONIO

METRO RADIO SALES
A Mission Broadcasting Co. Station

Media Code 4 245 7125 5.00

Mission-Central Co., Box 2338, KONO Bldg., 317 Arden Grove, San Antonio, Tex. 78298. Phone 512-225-5111.

STATION'S PROGRAMMING DESCRIPTION

KONO: Programmed for young adults, mid-teens-49.
MUSIC: contemporary rock singles & selected album cuts. AIR PERSONALITIES. NEWS: 5-minutes at :60 2 mobile units. Frequent time & weather reports. Contact Representative for further details. Rec'd 12/6/74.

1. PERSONNEL
President—Jack Roth.
Operations Manager—Carl T. Wiglesworth.

2. REPRESENTATIVES
Metro Radio Sales.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 860 kc.
Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only: 20th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20a, 23a, 23b, 25a, 29a.
Contracts: 40a, 41, 44b, 45, 46.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a.
Rates quoted herein guaranteed for 13 wks from effective date of any increase in these rates providing wkly expenditure of 125.00 is actually running at time of effective date of increase, and continues without interruption during rate protection period.
FM facilities KITY.
Affiliated with MBS.

TIME RATES
No. 5 Eff 10/13/74—Rec'd 10/14/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AAA 10 sec	AA 1 min	AA 30 sec	AA 10 sec
1 ti	52	42	32	48	38	28
6 ti	50	40	30	44	36	26
12 ti	48	38	28	40	32	24
18 ti	44	36	26	36	28	22
				A		
1 ti				24	20	14
6 ti				22	18	13
12 ti				20	16	12
18 ti				18	14	11

B: 1 min or less, flat 10.00.

7. PACKAGE PLANS
WEEKLY CIRCULATION

AM Drive	3	4	5
PM Drive	3	4	5
Housewife & Wknds	4	7	10
Evening	4	6	8
TOTAL PLAN:	14	21	28
1 min	468	640	752
30 sec	378	516	588
10 sec	276	392	444

Scheduled over 7-day period; rotate with time classes. Preemptible. WCP do not contribute to WCP for further wkly frequency. Combinable with spots to earn WFD on face-of-card rates only.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%.
Applied as earned. Only consec wks with expenditures 125.00+ per wk may qualify.
Submitted by Jack Roth.

KQAM
(formerly KBER)
1961
SAN ANTONIO

Selcom, Inc.

Media Code 4 245 7127 1.00

Pacific Western Broadcasting, dba KEPO Broadcasting, 84 N. E. Loop 410, San Antonio, Tex. 78216. Phone 512-349-1757.

STATION'S PROGRAMMING DESCRIPTION

KQAM: Programmed for adults.
MUSIC: modern MOR. Format includes top 40 plus standard artists; gold no earlier than 1960. NEWS: 12 min at :35. Contact Representative for further details. Rec'd 6/13/75.

1. PERSONNEL
President—John Shepard.
Exec. Vice-Pres. & Gen'l Mgr.—James E. Edwards.
Program Director—Warren Knox.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
1,000 w.; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 28c, 29b, 30, 31, 33d.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.
Comb.; Cont. Discounts: 60a, 60g, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73b.
FM facilities: KSAQ.

(This listing continued on next page)

TIME RATES
Eff——Rec'd 4/7/75.
AAA—Mon thru Sun 6-10 am & 3-6 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

GUARANTEED, PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
1 ti	16	14	14	12
10 ti	15	13	13	11
26 ti	13	11	11	10

10 sec: 60% of 1-min.
Edited by James E. Edwards.

KQXT (FM)
1987
SAN ANTONIO

Alan Torbet Associates, Inc.

NAB

Media Code 4 245 7130 5.00
Inter-American Radio, Inc., KCOR Bldg., 411 E. Durango Blvd., San Antonio, Texas 78204. Phone 512-225-2751.
See affiliated AM station for additional information.
AM facilities: KCOR.

STATION'S PROGRAMMING DESCRIPTION
KQXT (FM): Programmed for adults & young adults. 5 personalities.
MUSIC: Familiar standards, film music, showtunes, melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. News in summary form at :58. Contact Representative for further details. Rec'd 3/23/73.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.
Sold in combination with KCOR. See that listing for rates.

TIME RATES
Eff 8/1/72—Rec'd 8/4/72.

6. SPOT ANNOUNCMENTS

ROS:	6 ti	12 ti	18 ti	24 ti
1 min	20.00	19.00	18.00	17.00
30 sec	16.00	15.50	15.00	14.00

Maximum 6 per nr.

KSAQ
(formerly KBER-FM)
1966
SAN ANTONIO

Selcom, Inc.

Media Code 4 245 7132 1.00
Pacific Western Broadcasting, dba KEPO Broadcasting, 84 N. E. Loop 410, San Antonio, Tex. 78216. Phone 512-349-1757.
See affiliated AM station for additional information.
AM facilities: KQAM.

STATION'S PROGRAMMING DESCRIPTION
KSAQ: MUSIC: all hit rock. Top 30 current hits plus gold from 1964-present. Live DJ's. Continual promotion. Contact Representative for further details. Rec'd 6/13/75.

1. PERSONNEL
Program Director—Marc James.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 100,000 w.; 100.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 220 ft. above average terrain.

5. GENERAL ADVERTISING see coded regulations
Affiliated with American FM Network.

TIME RATES
Eff——Rec'd 4/7/75.
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 9 am-midnight.
AA—Mon thru Fri 9 am-3 pm.
A—Mon thru Sun midnight-9 am.

6. SPOT ANNOUNCEMENTS
GUARANTEED, PER WK:

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	13	11	11	9	10	8
10 ti	11	9	9	8	9	7
20 ti	9	8	8	7	8	6

10 sec: 60% of 1-min.
Edited by James E. Edwards.

KTFM (FM)
1969
SAN ANTONIO

Media Code 4 245 7135 4.00
Waterman Broadcasting Corp. of Texas, 4050 Eisenhauer Rd., San Antonio, Tex. 78218. Phone 512-655-5500.
See affiliated AM station for additional information.
AM facilities: KTSA.

3. FACILITIES
ERP 100,000 w.; 102.7 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 672 ft. above average terrain.

TIME RATES
No. 3 Eff 7/1/74—Rec'd 7/11/74.
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	22	20	19	18	17
30 sec/less	18	16	15	14	13
CLASS A					
1 min	20	18	16	14	13
30 sec/less	17	15	13	11	10

Edited by Ken Dowe.

KTSA
1922
SAN ANTONIO

Independent

BLAIR RADIO

Media Code 4 245 7150 3.00
Waterman Broadcasting Corp. of Texas, 4050 Eisenhauer Rd., San Antonio, Tex. 78218. Phone 512-655-5500.

1. PERSONNEL
President—Bernard E. Waterman.
Executive Vice-President—Ken Dowe.
General Manager—Lee Taylor.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 550 kc. Directional—nighttime only on cleared regional channel.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time and talent: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 5, 8.
Rate Protection: 10c, 11c, 15b.
Basic Rates: 22a, 22b, 23a, 24b, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60k, 61a.
Cancellation: 71a.
FM facilities: KTFM (FM).
Affiliated with Blair Represented Network.

TIME RATES
No. 14 Eff 8/1/75—Rec'd 7/23/75.
AA—Mon thru Fri 6-10 am & 3-9 pm; Sat 6 am-9 pm; Sun 9 am-9 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 9 pm-midnight; Sun 6-9 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 12 ti	AA 18 ti	AA 24 ti	A 12 ti	A 18 ti	A 24 ti
1 min	63	60	57	56	53	50
30/less	50	48	46	45	42	40

Submitted by Jerry Gibson.

KUKA
1953
SAN ANTONIO

Spanish

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 7175 0.00
Por Favor, Inc., 501 W. Quincy, San Antonio, Tex. 78212. Phone 512-225-5757.

STATION'S PROGRAMMING DESCRIPTION
KUKA: Programs in Spanish 6 am-5 pm. English bi-lingual 5 pm-sunset.
MUSIC: top 40, Spanish. NEWS: 7 am-sign-off; news at :30 6:30 am-sign-off; weather at :15 & :45; UPI news service in English & Spanish. Flea market noon-1 pm. Live remote facilities. Cash contest every hour. Rec'd 6/30/75.

1. PERSONNEL
General Manager—Alex Coe.
Station Manager—Marshall Coe.

5. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10b, 12c, 14b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 24b, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 46, 47c.
Comb.: Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Member: Latin Network.
All rates include a 30% talent and production charge.

TIME RATES
Eff——Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Flat	8.00	7.50	4.00

Submitted by Marshall Coe.

WOAI
1922
SAN ANTONIO

NAFB

RAB

Media Code 4 245 7200 6.00
Clear Channel Communications, Inc., 1031 Navarro St., San Antonio, Tex. 78205. Phone 512-226-9331.

1. PERSONNEL
President—L. Lowry Mays.
General Manager—John W. Barger.

3. FACILITIES
50,000 w.; 1200 kc. Non-directional. Clear channel.
Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 11h, 12h, 13h, 14h.
Basic Rates: 20a, 21b, 22a, 24c, 25a, 29a.
Contracts: 40b, 45, 46, 47a, 48, 49, 51b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
No. 43 Eff 4/1/75—Rec'd 4/21/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sun 5-6 am; Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE 1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	40	34	30	28	26	24
AA	36	31	29	27	23	22
A	28	22	20	18	16	14
B	20	18	16	14	12	11

7. PACKAGE PLANS
WEEKLY CONVERTIBLE DEBENTUBE PLAN

PER WK:	Cost
6 ti (3AAA, 2AA, 1A)	175
12 ti (5AAA, 3AA, 3A, 1B)	280
18 ti (7AAA, 5AA, 3A, 3B)	365
24 ti (10AAA, 7AA, 4A, 3B)	425
30 ti (12AAA, 8AA, 6A, 4B)	475

Conversion: Higher to lower classifications—each AAA and/or AA spot equal to 2A. Each A spots equal to 2B spots. Lower to higher classifications—3 spots lower classification equal to 2 of the next higher classification.
Either frequency plan spots may be added to convertible debenture plans at applicable frequency plan rates corresponding to convertible debenture plan purchased, and are fully convertible. CDP do not earn CWD.
30/20 sec: 80% of 1 min 10 sec: 50% of 1 min
All spots are combinable for discounts.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	250	170	120	90
26 x	235	150	110	85
52 x	210	145	105	80
260 x	170	125	90	65

10. SPECIAL FEATURES
FARM AND RANCH NEWS

MON-FRI 5:30-6 AM & NOON-1 PM:	1 ti	6-10 ti
1 min or less	45	40

Feature sponsorship, extra 10%.

NIGHTWATCH
(Tues-Sun midnight-5 am)

	10 ti	20 ti	30 ti
1 min or less	50	80	105

Not combinable for discounts.

NEWS
1-1/2x applicable 1-min rate.
News & Farm & Ranch News may count toward numerical requirements for wkly frequency or CDP but do not themselves earn further discounts under wkly frequency or CDP.
Submitted by John W. Barger.

SAN MARCOS (1 AM; 1 FM)
Hays County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

KCNY
1948

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 7225 3.00
Central Broadcasting Co., Inc., Box 2150, 565 Uhland Rd., San Marcos, Tex. 78666. Phone 512-392-2354.

STATION'S PROGRAMMING DESCRIPTION
KCNY: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—William C. Voldt.

3. FACILITIES
250 w. days; 1470 kc. Non-directional.
Operating schedule: 6:00 am-local sunset Mon thru Sat; 7:00 am-local sunset Sun. CST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective August 1, 1955.
Rates received August 8, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time	45.00	25.50	14.75	11.75	4.50	3.00
13 times	42.00	22.50	13.50	10.50	4.25	2.80
26 times	36.00	20.00	12.50	9.50	4.00	2.60
52 times	30.00	17.50	11.25	8.25	3.75	2.45
104 times	26.00	15.50	10.25	7.25	3.50	2.30
156 times	25.50	13.95	9.25	6.25	3.25	2.15
312 times	22.50	12.25	8.25	5.25	3.00	2.00

(*) One minute transcription or 100 words.
(†) 30 second transcription or 50 words.

KRMH (FM)
1971

NAB

Media Code 4 245 7235 2.00
Advance, Inc., 1018 W. 11th St., Austin, Tex. 78703. Phones 512-477-9924, 9926.

1. PERSONNEL
General Manager—Otis Dunagan, Jr.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 97,000 w. (horiz.), 100,000 w. (vert.); 103.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 580 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KIXL, Austin.
Affiliated with American FM Network.
Sold in combination with KIXL. See that listing.

TIME RATES
No. 6 Eff 6/15/75—Rec'd 7/2/75.

6. SPOT ANNOUNCEMENTS
SPECIFIED

WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	12.00	11.25	10.50	9.50	8.75	8.00	7.25	6.50

7. PACKAGE PLANS
BTA

WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti	
MO:	....	....	....	50 ti	75 ti	100 ti	125 ti	150 ti
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	7.50	7.25	6.75	6.50	6.00	5.50	5.25	4.75

DISCOUNT
26 wk—5% 52 wk—7%
Edited by Otis Dunagan, Jr.
(D)

SAN SABA
San Saba County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

KBAL
1956

Media Code 4 245 7250 1.00
San Saba County Broadcasting Co., Box 206, San Saba, Tex. 76877. Phone 372-5131.

1. PERSONNEL
Pres., Gen'l Sta. & Sales Mgr.—H. A. Stephens.

2. REPRESENTATIVES
Southwest—Erle Stacey & Associates.

3. FACILITIES
500 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-6 pm. CST.

4. AGENCY COMMISSION
15/5 time and talent; payable on 1st.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.

TIME RATES
No. 3 Eff 1/1/59—Rec'd 5/25/61.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	100x	150x	250+
1 min.	3.45	3.21	2.97	2.73	2.49	2.25	2.00
30 sec.	2.30	2.14	1.98	1.82	1.66	1.50	1.33

SEGUIN (1 AM; 1 FM)
Guadalupe County—Map Location K-7
See SRDS consumer market map and data at beginning of the State.

KWED — KWED-FM
1948 — 1970

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 7275 8.00
Seguin Broadcasting Co., Box 989, 609 E. Court St., Seguin, Tex. 78155. Phone 512-379-2234.
San Antonio phone 512-658-1668.

1. PERSONNEL
Pres. & Gen'l Mgr.—Stan McKenzie.

2. REPRESENTATIVES
Southwest—Dean Cowart Representatives.

3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
FM-ERP 38,000 w.; 105.3 mc. Stereo.
Operating schedule: 6 am-11:05 pm. CST.
Simulcast 5-1/2 hours daily.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 12 Eff 7/1/74—Rec'd 8/5/74.
AAA—Mon thru Sat 6:30-9 am, 11 am-1 pm & 5-6:30 pm.
AA—All other times (except Spanish).
Spanish—Mon thru Sat 1-5 pm (AM only).

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
1 ti	1 x	5.00	4.00	4.00	3.00
15 ti	100 x	4.75	3.80	3.75	2.80
30 ti	250 x	4.50	3.60	3.50	2.60
45 ti	500 x	4.25	3.40	3.25	2.35
60 ti	750 x	4.00	3.20	3.00	2.15

10 sec: AAA flat 2.50 10 sec: AA flat 2.00

SPANISH:	1 min	30 sec	10 sec
Flat	4.00	3.00	2.50

7. PACKAGE PLANS
Sat & Sun ROS—15 30-sec spots 30
FM only—10 30-sec spots/1 day 18

10. SPECIAL FEATURES
5-min network news at :60—ROS 6 per wk (13-wk minimum) 24
News headlines at :30 2

SEMINOLE
Gaines County—Map Location A-4
See SRDS consumer market map and data at beginning of the State.

KIKZ
1955

Subscriber to the NAB Radio Code
Media Code 4 245 7300 4.00
KIKZ, Inc., Box 308, Seminole, Tex. 79360. Phone 915-758-3798.
Other office—Box 1164, Hobbs, N. M. 88240.

STATION'S PROGRAMMING DESCRIPTION
KIKZ: MUSIC: 75% Country Western, 25% MOR.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Guy Russell.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Alamo Network, Voice of Southwest Agriculture Radio Network.

(This listing continued on next page)

Seminole—K I K Z—Continued

TIME RATES
Eff 8/1/71—Rec'd 1/13/72.
A—Mon thru Sat 6-8:30 am, 10-11 am, noon-1 pm & 3:30-5:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A	B
1 min	5.00	4.00
30 sec	3.50	2.80

7. PACKAGE PLANS

ROS:	20 ti	30 ti	40 ti
1 min	4.50	4.25	4.00
30 sec	3.25	3.00	2.75

SEYMOUR

Baylor County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KSEY

1950
Media Code 4 245 7325 1.00
Floyd Broadcasting, Inc., Lubbock Hwy., Seymour, Tex. 76380. Phones 817-888-2525, 888-5300.

1. PERSONNEL
President—W. Dave Floyd.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Alamo Network.

TIME RATES
No. 2A Eff 5/1/75—Rec'd 3/21/75.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	2.75	2.50	2.25	2.00	1.75
30 sec	2.35	1.75	1.60	1.50	1.35
PER MO:	**1 ti**	**13 ti**	**26 ti**	**52 ti**	**121 ti**	**181 ti**	**261 ti**
1 min	3.25	2.95	2.65	2.35	2.05	1.50	1.35
30 sec	2.85	2.05	1.90	1.75	1.50	1.35	1.20

PER YR. CONTRACT:	1 min	30 sec
1200+	1.75	1.20

10 sec: 50% of 1-min.

SHAMROCK

Wheeler County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KBYP

1948
Subscriber to the NAB Radio Code
Media Code 4 245 7850 9.00
Eugene B. Henderson, Box 21, Shamrock, Tex. 79079. Phone 806-256-2157.

STATION'S PROGRAMMING DESCRIPTION
KBYP: Programmed for general interest.

1. PERSONNEL
General Manager—John M. Carman.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
250 w. days; 1530 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Farm Radio Network, Alamo Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 12/1/67—Rec'd 1/31/69.

6. SPOT ANNOUNCEMENTS
SPECIFIED TIMES
(Within 1/2 hour periods)

	1x	52x	104x	156x	208x	312x
1 min	3.25	3.00	2.75	2.60	2.25	2.00
30/20 sec	2.60	2.40	2.20	2.00	1.80	1.60
10 sec	1.95	1.80	1.65	1.50	1.35	1.20

7. PACKAGE PLANS

PER WK, ROS:	1 ti	10 ti	20 ti	30 ti	50 ti
1 min	2.75	2.65	2.45	2.25	1.90
30/20 sec	2.20	2.10	1.95	1.80	1.50
10 sec	1.65	1.60	1.50	1.35	1.15

All spots combinable for frequency discount.

SHERMAN (3 AM; 2 FM)

Grayson County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KDSX

1948
DENISON-SHERMAN
Subscriber to the NAB Radio Code
Media Code 4 245 7875 6.00
KDSX, Inc. Drawer D, Sherman, Tex. 75090. Phone 214-465-1000.
Denison Studio, Box 331, Denison, Tex. 75020. Phone 214-465-1000.

STATION'S PROGRAMMING DESCRIPTION
KDSX: Programmed for general interest.
MUSIC: top 40 9 am-4 pm, top 100 6:30 pm-midnight, handled by AIR PERSONALITIES. Midnight-5:30 am same music as FM. NEWS: continuous news information blocks 5:30-9 am, noon-1 pm, 4-6:30 pm M-Sat, except 4-6:30 pm Sat. Network news, information, network & syndicated commentators, local area events with actualities, 4 mobile units on-scene reports, 3 news-sports reporters, ESSA weather teletype continuous weather reports, stock exchanges reports, business news. 5 min network news at :00, 5 min local, regional, state news & weather forecast at :00. SPORTS: twice daily 5 min local sportscast, network sports & news teletype reports, local high school football. FARM: county agent & farm bureau roundup in morning news block. Rec'd 4/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—B. V. Hammond, Jr.

3. FACILITIES
500 w.; 950 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
Partial simulcast operation. Simulcast during news & midnight-5:30 am. For non-simulcast facilities see KDSX-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 601, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services 80, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 6/1/75—Rec'd 4/30/75.
AAA—Drive times Mon thru Fri 6-9 am, noon-1 pm & 4-6:30 pm; Sat 6-9 am & noon-1 pm. Continuous news & information blocks.
AA—All other 5 min news at :60 & :30.
A—All music times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
5 ti	5.00	3.50	4.25	3.00	3.25	2.25
10 ti	4.65	3.25	3.90	2.75	2.85	2.00
20+	4.25	3.00	3.55	2.50	2.50	1.75

10 sec ID's: 50% of 1-min.

7. PACKAGE PLANS

TAP PER WK:	News AAA	News AA	Music AM	Music FM	Ea 30 sec
15 ti	5	2	6	2	2.35
30 ti	10	4	12	4	2.20
60 ti	20	8	24	8	2.10
90 ti	30	12	36	12	2.00

8. PROGRAM TIME RATES
5 min—2x 1-min.
Edited by B. V. Hammond, Jr.

KDSX-FM

1967
DENISON-SHERMAN
Media Code 4 245 7376 4.00
KDSX, Inc., Drawer D, Sherman, Tex. 75090. Phone 214-465-1000.
Denison Studio, Box 331, Denison, Tex. 75626. Phone 214-465-1000.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KDSX-FM: Programmed for general interest.
MUSIC: separate programming of general popular music, featuring standards, show tunes, film music, middle-of-the-road. Rec'd 6/26/72.

1. PERSONNEL
President—B. V. Hammond, Jr.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 266 ft. above average terrain.
Partial simulcast operation. Operated separately except during news & 5:30 am-midnight. For simulcast facilities see KDSX.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 6/1/75—Rec'd 4/30/75.

6. SPOT ANNOUNCEMENTS
1 min, flat 2.00 30 sec, flat 1.50
Edited by B. V. Hammond, Jr.

KRRV

1936
SHERMAN
Subscriber to the NAB Radio Code
Media Code 4 245 7400 2.00
Grayson Radio, Inc., KRRV Bldg., Drawer M, Hwy. 75 N., Sherman, Tex. 75090. Phone 214-893-1151.

STATION'S PROGRAMMING DESCRIPTION
KRRV: MUSIC: modern country & western. NEWS: local, state, national & international every hour. 5-min network news at :55, local & headline news at :25, 15-min newscasts at 7:30 am & noon. Frequent weather reports. SPORTS: 2 local high schools football, other sports features. Sports news throughout day in newscasts, several 5-min sports features daily. Contact Representative for further details. Rec'd 9/4/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Louis S. Nemec.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w.; 910 kc. Directional—same pattern all hours.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 24c, 27, 28c, 30, 31, 33c.
Contracts: 40a, 41, 44b, 45, 46, 51c.
Comb.: Cont. Discounts: 60b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Texas State Network.

TIME RATES
Eff 5/72—Rec'd 5/22/72.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	4.75	3.80	4.25	3.40	3.25	2.60
5 ti	4.50	3.60	4.00	3.20	3.00	2.40
10 ti	4.25	3.40	3.75	3.00	2.90	2.30
15 ti	4.00	3.20	3.50	2.80	2.80	1.25
20+	3.75	3.00	3.40	2.75	2.70	2.20

10 sec: 50% of 1-min.
Fixed position, extra 1.00.

DISCOUNT
13 wk—5% 26 wk—10%

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
Plan I—1/2AAA, 1/4AA, 1/4A.
Plan II—1/4AAA, 3/4AA.
Plan III—1/2AAA, 1/2 wknds.

PER YR:	500x	1000x	1500x	2000+
1 min	3.20	3.10	3.00	2.90
30 sec	2.55	2.50	2.40	2.30

PER MO:	50 ti	100 ti	200+
1 min	3.45	3.30	3.10
30 sec	2.75	2.65	2.50

PER WK:	25 ti	30 ti	35 ti	40 ti
1 min	3.50	3.40	3.30	3.25
30 sec	2.80	2.70	2.65	2.60

PER DAY:	1 min	30 sec
20+	3.00	2.40

10 sec: 50% of 1-min.

8. PROGRAM RATES
1 hr—38.00 1/4 hr—19.00
1/2 hr—28.50 5 min—7.15

KSHN (FM)

1960
SHERMAN
Subscriber to the NAB Radio Code
Media Code 4 245 7415 9.00
Texas Airwaves, Inc., Box 1395, Sherman, Tex. 75090. Phone 214-893-6314.

STATION'S PROGRAMMING DESCRIPTION
KSHN (FM): Country Music. NEWS: state & national 5 min at :50; 2-min at :30. Local summary at 9:30 am. Contact Representative for further details. Rec'd 1/31/73.

1. PERSONNEL
Station Manager—Commodore R. Wood.

2. REPRESENTATIVES
Paul Miller & Company.

3. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 265 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 24c, 25a, 29a.
Contracts: 40a, 41, 44a, 46.
Comb.; Cont. Discounts: 60d, 60e, 60f, 61b.
Cancellation: 70a, 70c, 71b, 72.
Prod. Services: 80, 82.

TIME RATES
Eff 5/1/74—Rec'd 5/17/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	4.05	3.45	3.20	2.30	1.85
30 sec	3.20	2.85	2.60	1.90	1.50
10 sec	1.65	1.45	1.25	1.10	.90

7. PACKAGE PLANS

3 MO CONTRACT:	1 min	30 sec	15 sec	10 sec
Ea	3.25	2.40	1.95	1.30

CLASSIFIED PACKAGE
3 10-sec spots per day, 5 days per wk 41.25
Per month (on minimum 3 mo contract) take above Package Plan for additional discount.

8. PROGRAM TIME RATES

	1x	13 wk	26 wk	1 yr	2 yr
1 hr	69.00	66.00	63.25	55.25	41.40
1/2 hr	41.50	39.40	37.65	34.50	27.60
1/4 hr	27.75	26.85	25.05	23.00	18.40
5 min	18.50	17.60	16.70	13.80	9.20

10. SPECIAL FEATURES
Time Spots, 1 per hr, per mo 345.00.
5-min Newscast, 1 per hr, per mo 575.00.
2-min Capsule Newscast, 1 per hr, per mo 465.00.

KTXO

1947
SHERMAN
Media Code 4 245 7425 9.00
KTXO Inc., Box 220, Sherman, Tex. 75090. Phone 214-893-8161, Route 3, Box 176 F, Denison, Tex.

1. PERSONNEL
Owner & Mgr.—Larry Henderson.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days; 1500 kc. Directional.
500 w. pre-sunrise.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11g, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 29, 29b, 29c, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47b, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60c, 60f, 60h, 601, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Member: Farm Radio Network, Alamo Network.

TIME RATES
No. 150-A Eff 11/1/69—Rec'd 6/1/70.

6. SPOT ANNOUNCEMENTS

FIXED:	1 min	30 sec			1 min	30 sec
6 x	5.75	3.95	78 x		4.45	3.05
12 x	5.45	3.80	156 x		4.35	2.85
18 x	5.25	3.55	312 x		3.85	2.50
24 x	5.05	3.40	624 x		3.35	2.15
48 x	4.75	3.25	936 x		3.10	2.00

10 sec: 50% of 1-min.

SILSBEE

Hardin County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

KKAS

1959
Subscriber to the NAB Radio Code
Media Code 4 245 7450 7.00
Hardin County Broadcasting Company, Box 455, Silsbee, Tex. 77656. Phone 713-385-2883.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. P. White.

2. REPRESENTATIVES
South—Illey Representatives.

3. FACILITIES
500 w. days; 1300 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.

4. AGENCY COMMISSION
15%; cash discount 2%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL TIME RATES
No. 7 Eff 5/1/74—Rec'd 6/6/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	50 ti	100+
1 min	3.00	2.75	2.50
30 sec	2.50	2.25	2.00

7. PACKAGE PLANS

	10/wk	23/wk	20/day
1 min (maximum)	28	60	40

SINTON (1 AM; 1 FM)

San Patricio County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KIKN

1954
Media Code 4 245 7463 9.00
Champagne Broadcasting Corp., Box 2827, Corpus Christi, Tex. 78403. Phone 512-884-3986.

STATION'S PROGRAMMING DESCRIPTION
KIKN: MUSIC: modern country. NEWS: local, state & national at :20 & :40. Weather at :60. SPORTS: area. FARM: 5 min M-Sat at 6:20 am & 12:20 pm. Contact Representative for further details. Rec'd 4/8/75.

1. PERSONNEL
Owner & Gen'l Mgr.—Allen E. Schepper.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 1590 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 5, 6a, 7a, 8.
Basic Rates: 22a, 23a, 29a.
Contracts: 40c, 45, 46.
Cancellation: 70a, 70e, 71a.
Affiliated with American Entertainment Network.

TIME RATES
Eff 8/1/71—Rec'd 8/4/71.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	18	16	16	13
AA	15	13	12	10
A	13	11	10	8

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
Submitted by Allen E. Schepper.

(D)

KOUL (FM)

1968
Media Code 4 245 7480 4.00
Broadcasting Corporation of the Southwest, Box 898, Corpus Christi, Tex. 78403. Phone 512-643-6504, 643-3541.

STATION'S PROGRAMMING DESCRIPTION
KOUL (FM): Middle-of-the road.

1. PERSONNEL
General Manager—Patrick F. Boscamp.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.
Operating schedule: 5:55-1 am. CST.
Antenna ht.: 350 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only· 10th of month.

5. GENERAL ADVERTISING See coded regulations
AM facilities: KCTA, Corpus Christi.
Affiliated with MBS.

TIME RATES
No. 5 Eff 1/1/73—Rec'd 2/2/73.

8. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x
1 min	5.60	4.95	4.10	3.00	2.45

7. PACKAGE PLANS

	30 ti	45 ti	60 ti
1 min	3.60	3.15	3.07

Edited by Patrick F. Boscamp.

SLATON

Lubbock County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

KCAS

1962
Subscriber to the NAB Radio Code
Media Code 4 245 7500 9.00
Star of the Plains Broadcasting, Inc., Box 276, Slaton, Tex. 79364. Phone 806-828-6217.
1. PERSONNEL
Pres. & Gen'l Mgr.—Elmer F. Smith.
3. FACILITIES
250 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 7/21/75.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	250x	500x	1000x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.65	3.30	2.00	2.65	2.35	2.00
15 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50

Edited by Elmer F. Smith.

SNYDER

Scurry County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

KSNY

1940
NAB RAB
A Wendell Mayes Station
Subscriber to the NAB Radio Code
Media Code 4 245 7525 6.00
Snyder Broadcasting Co., Box 1003, 2206 KSNY Drive, Snyder, Tex. 79549. Phone 915-573-9322.
1. PERSONNEL
General Manager—Mel Gilbert.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:20 am-11 pm. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9A Eff 8/1/74—Rec'd 10/24/74.
AA—Mon thru Fri 5:30-6:30 am, 8:30 am-noon & 1-4 pm.
A—Mon thru Fri 5:30-6:30 am, 8:30 am-noon & 1-4 pm; Sat & Sun 5:30 am-6 pm.

6. SPOT ANNOUNCEMENTS

30 SEC:	6 ti	12 ti	24 ti
AA	3.00	2.95	2.90
A	2.25	2.20	2.15

1-min, extra .90.

7. PACKAGE PLANS

TAP

PER MO. ROS:	80 ti	100 ti	150 ti
30 sec	168.00	205.00	292.50

IMPACT PLAN

PER DAY, ROS:	1 day	2 days	3 days
15 ti, 30 sec	31.50	61.25	92.25

1-min, extra .90.

SPEARMAN

Hansford County—Map Location B-1
See SRDS consumer market map and data at beginning of the State.

KBMF (FM)

1963
Subscriber to the NAB Radio Code
Media Code 4 245 7575 1.00
Coy Palmer, 803 E. Kenneth, Spearman, Tex. 79081. Phone 806-659-2529.
1. PERSONNEL
Pres. & Gen'l Mgr.—Coy Palmer.
3. FACILITIES
ERP 3.000 w.; 98.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 220 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National AgRadio Groups, Inc., Texas State Network.

TIME RATES
Eff 9/1/67—Rec'd 9/8/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x
1 min	3.75	3.50	3.25	3.00

STAMFORD

Jones County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KDWT

1947
Subscriber to the NAB Radio Code
Media Code 4 245 7600 7.00
ABKO Broadcasting Co., Inc., Box 1205, Stamford, Tex. 79553. Phone 915-773-3401.
1. PERSONNEL
General Manager—Robert A. Prichard.
3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc. Non-directional
Operating schedule: 6 am-7 pm. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1960. (Card No. 1.)
Rates received May 2, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time	27.00	16.00	13.50	7.20	4.00	3.00	2.00
52 times	24.60	14.75	11.70	6.80	3.75	2.80	1.80
156 times	22.20	13.20	10.00	4.20	3.25	2.40	1.60
260 times	18.00	12.00	8.50	5.60	3.00	2.20	1.50

STEPHENVILLE (1 AM; 1 FM)

Erath County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KSTV

1947
Subscriber to the NAB Radio Code
Media Code 4 245 7625 4.00
Dixie Broadcasters, Box 102, Dublin Hwy., Stephenville, Tex. 76401. Phone 817-968-2141.
1. PERSONNEL
Commercial Manager—Mel Bennett.
3. FACILITIES
250 w. days; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM Facilities: KWWM.
Member: Texas State Network.

TIME RATES
Eff 11/1/50—Rec'd 7/1/53.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	100x	150x	300x
1 min	6.00	5.50	5.00	4.75	4.25	4.00
30 sec	3.50	3.10	3.00	2.90	2.75	2.50

KWWM

1968
Subscriber to the NAB Radio Code
Media Code 4 245 7637 9.00
Dixie Broadcasters, Box 102, Dublin Hwy., Stephenville, Tex. 76401. Phone 817-968-2141.
See affiliated AM station for additional information.
AM facilities: KSTV.
STATION'S PROGRAMMING STATEMENT
KWWM: Popular music, emphasis local sports.
1. PERSONNEL
General Manager—C. W. Reddoch.
3. FACILITIES
ERP 3,000 w.; 98.3 mc.
Operating schedule: 7 am-11 pm. CST.
Antenna ht.: 296 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates are identical to KSTV. See that listing.

SULPHUR SPRINGS

Hopkins County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KSST

1947
NAB
Subscriber to the NAB Radio Code
Media Code 4 245 7650 2.00
Hopkins County Broadcasting Co., Badio Rd., Box 284, Sulphur Springs, Tex. 75482. Phone 214-885-3111.
STATION'S PROGRAMMING DESCRIPTION
KSST: Programmed for mass appeal.
1. PERSONNEL
Manager—W. E. Bradford.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 4:00 am-11:00 pm. CST.
4. AGENCY COMMISSION
15/0 net time, payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network.

TIME RATES
Eff 11/1/66—Rec'd 10/5/66.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	4.00	3.80	3.00	3.50	3.40	3.20	3.00
30 sec	3.00	2.85	2.70	2.60	2.55	2.40	2.25

SWEETWATER

Nolan County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

KXOX

1939
NAB
Subscriber to the NAB Radio Code
Media Code 4 245 7675 8.00
KXOX, Box 570, 1801 Hoyt St., Sweetwater, Tex. 79556.
STATION'S PROGRAMMING DESCRIPTION
KXOX: MUSIC: M-Sat—block programming, MOR
1. PERSONNEL
General Manager—Jack Stein.
2. REPRESENTATIVES
Dallas—Clyde Melville Company.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
15/0 time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network, Farm Radio Network.

TIME RATES
Rates effective April 15, 1950.
Rates received October 28, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	100 wds.	50 wds.
1 time	48.00	21.60	14.40	10.80	7.20	3.60	3.00
13 times	42.00	20.40	12.60	9.60	6.00	3.20	2.80
26 times	36.00	19.20	10.80	9.30	5.82	3.00	2.76
39 times	33.00	18.00	9.60	8.82	5.70	2.88	2.70
52 times	30.00	16.80	9.00	8.40	5.52	2.76	2.40
78 times	26.40	15.60	8.40	7.80	5.34	2.58	2.10
156 times	24.00	14.40	7.80	6.60	5.10	2.22	1.92
312 times	21.60	13.20	7.20	5.40	4.80	2.10	1.80

TAYLOR

Williamson County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KTAE

1942
Media Code 4 245 7700 5.00
KTAE, Inc., 2nd and Porter, Taylor, Tex. 76574. Phone 512-352-3631.
STATION'S PROGRAMMING DESCRIPTION
KTAE: Programmed for all listeners.
1. PERSONNEL
General Manager—Gillis Cansley.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w. days; 1,200 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 10/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100x	200x	300+
1 min	6.25	6.04	5.83	5.62	5.40	5.19	4.98
30 sec	4.25	4.04	3.83	3.62	3.40	3.10	2.98

TEMPLE (2 AM; 2 FM)

(including Belton)
Bell County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KTEM

1630
TEMPLE
NAB RAB
A Formby Station
Subscriber to the NAB Radio Code
Media Code 4 245 7725 2.00
KTEM Radio, Inc., Box 1230, Temple, Tex. 76501. Phone 817-773-5252.
STATION'S PROGRAMMING DESCRIPTION
KTEM: Programmed for those 18 and up.
MUSIC: top 40. NEWS: at :60; emphasis on local news. 2 mobile units for on scene reports. Equipped for local or area remotes. Contact Representative for further details. Rec'd 5/2/74.
1. PERSONNEL
General Manager—George A. Franz.
Commercial Manager—Jerry Snyder.
Program Director—Mike O'Donnell.
2. REPRESENTATIVES
National—Contact station direct.
Southwest—Clyde Melville Company.
3. FACILITIES
1,000 w. days, 250 w. nights: 1400 kc. Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 station time: bills rendered monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 2c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 43, 44a, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60a, 60c, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff————Rec'd 8/7/74
Drive—Mon thru Sat 6-9 am & 3-6 pm.
BTA—All other times.

6. SPOT ANNOUNCEMENTS

	BTA 1 ti	25 ti	60 ti	150 ti	300 ti
PER MO:					
30 sec	5.70	5.10	4.45	3.60	3.15
1 min	8.30	7.40	6.45	5.35	4.50
	DRIVE/FIXED				
30 sec	6.30	5.60	4.80	4.05	3.50
1 min	9.10	8.10	7.05	5.85	4.95

	BTA 520x	1000x	1200x	DRIVE/FIXED 520x	1000x	1200x
PER YR:						
30 sec	4.75	4.20	4.05	5.35	4.75	4.55
1 min	6.90	6.10	5.85	7.75	6.90	6.60

KTON

1961

KTON-FM

1970
BELTON
NAB
A Sigmor Station
Subscriber to the NAB Radio Code
Media Code 4 245 7750 0.00
Belton Broadcasters, Inc., Box 240, Belton, Tex. 76513. Phone 817-939-3738.
STATION'S PROGRAMMING DESCRIPTION
KTON: Adult appeal 18+.
MUSIC: top 40 country. NEWS: network at :60; state & local at :30. 4 mobile news units, 2 mobile studios equipped for remotes & special events. Contact Representative for further details. Rec'd 1/31/75.
1. PERSONNEL
General Manager—Neil Collier.
Sales Manager—Jim Sims.
Operations Manager—Chuck Kelley.
2. REPRESENTATIVES
Meeker Radio, Inc.
Southwest—Contact station direct.
3. FACILITIES
1,000 w. days; 940 kc. Directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 950 w. (horiz.) 950 w. (vert.); 106.3 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 400 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12a, 15a.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 33a.
Contracts: 40a, 44a, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60e.
Cancellation: 70a, 70c, 71a.
Prod. Services: 82.
Affiliated with American Information Network.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 8/1/74—Rec'd 9/16/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	620x
1 min	9.00	7.75	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00

10 sec: 65% of 1-min.

7. PACKAGE PLANS

PER WK:	20 ti	30 ti	50 ti	75 ti
Time rate	52x	156x	260x	620x

10 sec: 65% of 1-min.

8. PROGRAM TIME RATES

	1x	52x	156x	260x
1/4 hr	40	36	32	28
5 min	20	18	16	14

10. SPECIAL FEATURES
5-min newscast—Incl 10-sec open & close plus 1-min spot, flat 9.00.

KYLE (FM)

1964
TEMPLE
NAB RAB
Media Code 4 245 7775 7.00
Texas Radio Corporation, Drawer 1048, Kyle Hotel, Temple, Tex. 76501. Phone 817-773-4271.
STATION'S PROGRAMMING DESCRIPTION
KYLE (FM): Progressive music format.
1. PERSONNEL
General Manager—Bill Trull.
Sales Manager—Carl Smith.
2. REPRESENTATIVES
Paul Miller & Company.
3. FACILITIES
ERP 1,824 w.: 104.9 mc. Stereo.
Operating schedule: 24 hours. CST.
Antenna ht.: 345 ft. above average terrain.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10d, 15a, 15b, 15c, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23b, 25a, 26, 28a, 28c, 29a, 29b, 32b, 33a.
Contracts: 40a, 41, 42b, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60i, 60k, 61a, 61b, 61c, 62a, 62b, 62d, 62e.
Cancellation: 70b, 70d, 70e, 71b, 72, 72a, 72b.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 5/20/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x
1 min	4.41	4.23	4.12	3.82	3.53
30 sec	3.23	3.12	2.94	2.59	2.42

Fixed position: 8.00.

10. SPECIAL FEATURES
Newscasts—8.00.

TERRELL

Kaufman County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KTER

1950
Media Code 4 245 7800 3.00
Terrell Broadcast Corporation, Box 220, Terrell, Tex. 75160. Phone 214-563-4497.
1. PERSONNEL
Manager—Bill Pirtle.
3. FACILITIES
250 w. days; 1570 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

(This listing continued on next page)

TEXAS

Terrell—K T E R—Continued

4. AGENCY COMMISSION
15/2 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network.

TIME RATES
Eff———Rec'd 7/30/71.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	260x	312x
1 min	4.50	4.00	3.75	3.25	2.50

7. PACKAGE PLANS
100 spots in any calendar month, ea. 2.40

TERRELL HILLS

Bexar County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

See San Antonio
(including Alamo Heights, Terrell Hills)

TEXARKANA (3 AM)

Tex.—Bowie County—Map Location G-4
Ark.—Miller County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

KADO
1961
TEXARKANA, TEXAS

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 245 7906 9.00
KADO, 303 W. Broad St., Texarkana, Tex. 75501. Phone 214-793-4671.

STATION'S PROGRAMMING DESCRIPTION
KADO: Programmed for adults & young adults. MUSIC: modern country. NEWS: network at :30, state network & local at :55. Mobile studio. RELIGIOUS: Sun am. Contact Representative for further details. Rec'd 11/15/74.

1. PERSONNEL
General Manager—Floyd Bell.
Station Manager—Roy P. Jones.
Program Director—John H. Bell.

2. REPRESENTATIVES
West—Paul Miller & Company.
South—David Carpenter Company.

3. FACILITIES
1,000 w. days; 640 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff———Rec'd 9/10/74.

6. SPOT ANNOUNCEMENTS

	— BTA —		Drive/Fixed	
	1 min	30 sec	1 min	30 sec
Ea	5	4	6	5

Edited by Floyd Bell. (D)

KADO-FM
1968
TEXARKANA, ARK.

NAB R A B

Subscriber to the NAB Radio Code
(This is a duplicate of the listing appearing under Texarkana, Ark.)
Media Code 4 204 8745 6.00
KADO, 303 W. Broad St., Texarkana, Ark. 75501. Phone 501-773-5791.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KADO-FM: R & B with Negro personalities. Weather at :30; news at :30. RELIGIOUS: Sun & 2 hrs daily. Contact Representative for further details. Rec'd 11/15/74.

1. PERSONNEL
Station Manager—W. Andrew Griffin.

2. REPRESENTATIVES
Memphis, Atlanta—C. K. Beaver & Associates, Inc.
Texas—Paul Miller & Company.

3. FACILITIES
ERP 3,000 w.; 107.1 mc.
Operating schedule: 6-1 am. CST.
Antenna ht.: 160 ft. above average terrain.

6. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.

TIME RATES
No. 2 Eff 10/1/71—Rec'd 4/17/72.

6. SPOT ANNOUNCEMENTS

	Open	100x	250x	500x	750x
1 min	6.00	5.25	4.50	4.00	3.50
30 sec	4.50	4.00	3.50	3.00	2.50

7. PACKAGE PLAN

PER WK:	10 tl	20 tl	30 tl
1 min	45	80	105
30 sec	35	60	75

Edited by Andrew Griffin. (D)

KCMC
1932
TEXARKANA, TEXAS

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 7850 8.00
KCMC Co., Inc., Box 521, 3227 Summerhill Rd., Texarkana, Tex. 75501. Phone 214-793-1137.

STATION'S PROGRAMMING DESCRIPTION
KCMC: MUSIC: country and western. Contact Representative for further details. Rec'd 7/31/68.

1. PERSONNEL
Manager—Herman Cecil.

2. REPRESENTATIVES
M. A. Sales Co., Inc.
Southwest—Clyde Melville Company.

3. FACILITIES
1,000 w.; 740 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11i, 12b, 13i, 14i, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21c, 23b, 24b, 25a, 26, 28a, 28c, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61b, 62b, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Rates effective November 1, 1961.
Rates received August 4, 1961.
Class A—6:00 am-6:00 pm.
Class B—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
CLASS A					
1 tl	10.00	8.00	156 tl	8.50	6.75
26 tl	9.75	7.75	260 tl	8.00	6.50
52 tl	9.50	7.50	312 tl	7.50	5.00
104 tl	9.00	7.25			
CLASS B					
1 tl	8.00	6.00	156 tl	6.75	5.00
26 tl	7.75	5.75	260 tl	6.50	4.75
52 tl	7.50	5.50	312 tl	5.75	4.25
104 tl	7.25	5.25			

8. PROGRAM TIME RATES

CLASS A	1 hr	1/2 hr	1/4 hr	5 min
1 tl	75.00	45.00	30.00	18.00
26 tl	73.00	44.00	29.00	17.50
52 tl	71.00	42.50	28.50	17.00
104 tl	67.50	40.00	27.00	16.00
156 tl	63.50	38.00	25.50	15.25
260 tl	60.00	36.00	24.00	14.50
312 tl	56.00	33.00	22.00	13.50
CLASS B				
1 tl	50.00	30.00	20.00	12.60
26 tl	48.50	29.00	19.50	11.75
52 tl	47.50	28.50	19.00	11.50
104 tl	45.00	26.00	18.00	10.75
156 tl	42.25	24.25	17.00	10.25
260 tl	39.50	23.00	16.00	9.50
312 tl	37.00	22.00	15.00	8.50

(D)

KOSY
1951
TEXARKANA, ARK.

NAB

Subscriber to the NAB Radio Code
(This is a duplicate of the listing appearing under Texarkana, Ark.)
Media Code 4 204 9020 3.00
Gateway Broadcasting Co., Box 1318, 111 E. 6th St., Texarkana, Tex. 75501. Phone 501-772-3771.

STATION'S PROGRAMMING DESCRIPTION
KOSY: Programmed for mass appeal. AIR PERSONALITIES all segments. NEWS: network hourly, local, Arkansas and Texas wire service half hour. Business: stock markets, special edition M-F, interviews. MUSIC: general popular music, standards. FARM: 5-7 am county agent report M-Sat, news and market reports M-F. Weather, interviews. 7 am-noon music, audience participation, quips, comedy. Noon-12:20 pm news, national, local, regional, weather. 12:20-2 pm music, comedy, variety. 2-3 pm audience participation call in show for selling or trading items. 3 pm-12M entertainment, music, news, sports. College, high school football, pro baseball, 2 local roundups daily, 2 hunting and fishing reports M-F. Contact Representative for further details. Rec'd 7/31/67.

1. PERSONNEL
President—W. Decker Smith.
General Manager—J. K. Smith.
Program Director—Paul Brown.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days, 500 w. nights; 790 kc.
Directional—night only.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 on net time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 44b, 46, 47a.
Comb.; Cont. Discounts: 61c.
Cancellation: 70a, 71a, 73a.

TIME RATES
Rates effective June 1, 1964.
Rates received May 13, 1965.
Class A—6:00 am-6:00 pm.
Class B—All other times.

4. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
CLASS A					
1 tl	10.00	8.00	156 tl	8.50	6.75
26 tl	9.75	7.75	260 tl	8.00	6.50
52 tl	9.50	7.50	312 tl	7.50	6.00
104 tl	9.00	7.25			
CLASS B					
1 tl	8.00	6.00	156 tl	6.75	5.00
26 tl	7.75	5.75	260 tl	6.50	4.75
52 tl	7.50	5.50	312 tl	6.00	4.50
104 tl	7.25	5.25			

7. PACKAGE PLANS

*PACKAGE PLANS

PER WK:	—Class A— 1 min	30 sec	—Class B— 1 min	30 sec
10 tl	9.00	6.40	6.50	5.20
15 tl	7.50	6.00	6.00	4.80
20 tl	7.00	5.60	5.58	4.46
30 or more tl	6.50	5.20	5.00	4.00

(*) Not combinable for frequency.
10 seconds—60% of applicable 1-minute rate.

8. PROGRAM TIME RATES

1 HR:	1x	26x	52x	104x	156x	260x	312x
A	75.00	73.25	71.25	67.50	63.75	60.00	56.25
B	50.00	48.75	47.50	45.00	42.50	40.00	37.50

1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 25% of hour.

10. SPECIAL FEATURES
News—regular time charges plus 20% of base rate. (D)

KOSY-FM
1965
TEXARKANA, ARK.

NAB

Subscriber to the NAB Radio Code
(This is a duplicate of the listing appearing under Texarkana, Ark.)
Media Code 4 204 9021 1.00
Gateway Broadcasting Co., Box 1318, 111 E. 6th St., Texarkana, Tex. 75501. Phone 501-772-3771.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KOSY-FM: Programmed to adults. MUSIC: standards. NEWS: at :55, 5 min every hour, Arkansas and Texas wire service, network reports, programs, interviews. 9 am-12M entertainment. SPORTS: college football. Contact Representative for further details Rec'd 7/31/67.

1. PERSONNEL
Gen'l. Sta. & Sales Mgr.—James K. Smith.

3. FACILITIES
ERP 35,000 w.; 102.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 265 ft. above average terrain.

TIME RATES
Eff ——————Rec'd 10/31/66.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.50	5.10	4.90	4.75	4.50	4.25
30 sec	5.00	4.50	4.10	3.90	3.75	3.60	3.50

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	37.50	36.50	35.50	33.50	31.50	30.00	28.00
1/2 hr	22.50	22.00	21.50	20.00	19.50	18.00	16.00
1/4 hr	15.00	14.50	14.00	13.60	13.00	12.00	11.00

30 sec: 80% of programs using 1-minute commercials. 1-minute or 30-second spots run only in programs, either 1/4, 1/2 or 1 hour in length. (D)

KTAL (FM)

Licensed as a Texarkana, Texas-Shreveport, La. station.
See listing under Shreveport, La.

KTFS
1946
TEXARKANA, TEXAS

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 245 7900 1.00
KTFS Radio, Inc. Box 1260, 4305 N. Stateline Ave. Texarkana, Tex. 75502. Phone 793-1109.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hugh D. Frizzell.
Station Manager—Tom Alford.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 6.
Rate Protection: 10b, 11c, 12c, 13c, 14b.
Basic Rates: 20a, 21a, 21d, 22a, 24b, 29a, 30.
Contracts: 40a, 41, 44a, 45, 47c, 51b.
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a.
Cancellation: 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
Eff 1/1/69—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS
(1 minute or less)

1 tl	8.00	104 tl	7.20
13 tl	7.90	156 tl	6.80
26 tl	7.80	260 tl	6.40
52 tl	7.60	312 tl	6.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 tl	65.00	39.00	26.00	14.00
13 tl	61.75	37.00	24.00	13.00
26 tl	58.50	35.00	23.00	12.00
52 tl	55.25	33.00	22.00	11.00
104 tl	52.00	31.00	20.00	10.50
156 tl	48.75	29.00	19.00	10.00
260 tl	45.50	27.00	18.00	9.50
312 tl	42.00	25.00	17.00	9.00

(D)

TEXAS CITY

Galveston County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

KTLW
1947

Subscriber to the NAB Radio Code
Media Code 4 245 7925 6.00
Texas City Broadcasting Service, Box 2279, Show Boat Bldg., Texas City, Tex. 77590. Phone 713-945 4418.

STATION'S PROGRAMMING DESCRIPTION
KTLW: MUSIC: top 40 country music & news. Gospel block 6:30-7:30 am daily. Contact Representative for further details. Rec'd 4/7/71.

1. PERSONNEL
Manager—Ray Lacey.
Assistant Station Manager—Sam Hill.
Program Director—Joey Jay.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Fixed time 1.00 above regular rate.
Affiliated with KBS.
Member: Alamo Network.

TIME RATES
Eff 1/1/75—Rec'd 1/20/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	520x
1 min	10.80	10.25	9.70	9.20	8.65	8.10	7.60	7.05
30 sec	7.20	6.85	6.50	6.15	5.80	5.40	5.05	4.70

Fixed time: Extra 1.00.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	520x
1 hr	72.00	68.40	64.80	61.20	57.60	54.00	51.00	46.80
1/2 hr	43.20	41.00	38.80	36.80	34.60	32.40	30.25	28.10
1/4 hr	28.80	27.20	26.00	24.50	23.00	21.60	20.20	18.75
5 min	18.00	17.00	16.20	15.30	14.40	13.50	12.60	11.70

Fixed time: Extra 1.00. (CR)

TULIA

Swisher County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

KTUE
1954

NAB

Subscriber to the NAB Radio Code
Media Code 4 245 7950 6.00
KTUE Radio, Box 169, Tulia, Tex. 79088. Phone 806-995-3531.

1. PERSONNEL
Manager—Glen Amburn.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Texas State Network, Farm Radio Network, Alamo Network.

TIME RATES
Eff 1/1/60—Rec'd 12/7/59.

6. SPOT ANNOUNCEMENTS

	1x	12x	26x	52x	104x	156x	312x
1 min	3.00	2.75	2.50	2.25	2.00	1.90	1.75
30 sec	2.50	2.25	2.10	2.00	1.75	1.60	1.50

TYLER (4 AM; 2 FM)

Smith County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KDOK
1930

R A B

Subscriber to the NAB Radio Code
Media Code 4 245 7975 3.00
KDOK Broadcasting Co., Box 3007, Loop 323, N. E., Tyler, Tex. 75701. Phone 214-593-2519.

STATION'S PROGRAMMING DESCRIPTION
KDOK: Programmed for the 18-35 listener. MUSIC: 5 personalities play top 40 hits of the week with young adult appeal, plus 10 extras and selected album cuts. NEWS: emphasis on local news as it happens and at :55 & headlines at :30; news director; 2 mobile units; state network, AP, UPI, UPI Audio and Metromedia audio from network. SPECIAL EVENTS: custom built mobile studio trailer for outside broadcasts of store openings, fairs and from busy traffic intersections. SPORTS: NFL southwest conference, college, local high school football. PUBLIC SERVICE: involved in promotion of community projects. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL
Pres. & Owner—Mrs. Dana W. Adams.
General Manager—William B. Adams.
Sales Manager—Bill Whitworth.

2. REPRESENTATIVES
Dean Cowart Representatives.
Los Angeles—Bill Dahlsten & Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70e, 71a, 73a.
FM facilities: KNUE (FM).
Member: Texas State Network.

TIME RATES
Eff 1/14/74—Rec'd 1/18/74.
AA—6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x
CLASS AA					
1 min	8.80	8.25	7.70	7.15	6.60
30 sec	6.80	6.35	5.90	5.50	5.10
CLASS A					
1 min	6.60	6.20	5.80	5.35	4.95
30 sec	5.10	4.75	4.40	4.10	3.80

10 sec: 60% of applicable 1-min.

7. PACKAGE PLANS

PER WK, 1/3 GUARANTEED IN AA:	10 ti	20 ti	30 ti	40 ti
1 min	6.50	6.25	6.00	5.75
30 sec	5.00	4.80	4.60	4.40

AM/FM may be combined for frequency.

KNUE (FM)

1964
Subscriber to the NAB Radio Code
Media Code 4 245 7987 6.00
KDOK Broadcasting Co., Box 3007, Loop 323 N. E. Tyler, Tex. 75701. Phone 214-593-2519.
See affiliated AM station for additional information. AM facilities, KDOK.

3. FACILITIES
ERP 39,000 w.; 101.5 mc.
Operating schedule: 6:30 am-midnight. CST.
Antenna ht.: 376 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Member: Texas State Network.

TIME RATES
Rates are identical to KDOK. See that listing.

KTBB

1947
RAB
Subscriber to the NAB Radio Code
Media Code 4 245 8000 9.00
Smith County Broadcasters, Box 929, 311 N. Broadway, Tyler, Tex. 75701. Phone 214-597-7278.

STATION'S PROGRAMMING DESCRIPTION
KTBB: Programmed for adults and mature young people, 18-50.
MUSIC: general popular & other features. NEWS: 15 min early AM, otherwise 5 min network, followed by 5 min local/regional news every hour. 2 mobile news units. AIR PERSONALITIES. SPORTS: live play-by-play of college, jr. college & high school football & basketball; pro baseball. RELIGIOUS: Sun AM. Contact Representative for further details. Rec'd 9/14/72.

1. PERSONNEL
General Manager—Don R. Chaney.
Program Director—Chuck White.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
1,000 w.; 600 kc. Directional-nighttime only.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4d, 5, 6e, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.
Basic Rates: 20b, 21a, 21c, 22a, 23b, 24b, 25a, 28a, 29a, 32b.
Contracts: 40a, 41, 44b, 45, 46, 47a, 50, 61a.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
No. 41 Eff 1/1/75—Rec'd 1/30/75.
Drive Times—Mon thru Sat 6-9 am & 3-6 pm.
BTA—No drive times guaranteed.

7. PACKAGE PLANS

PER WK, DRIVE:	1 ti	10 ti	20 ti	30 ti	50 ti
1 min	7.65	7.25	6.85	6.40	5.30
30 sec	5.75	5.45	5.15	4.80	3.90
BTA:					
1 min	6.40	6.10	5.75	5.35	4.25
30 sec	4.80	4.55	4.30	4.00	3.25

	Drive			BTA		
PER YR:	520x	1040x	1560x	520x	1040x	1560x
1 min	6.55	6.20	5.75	5.45	5.16	4.80
30 sec	4.90	4.65	4.30	4.10	3.87	3.60

Edited by Don R. Chaney.

KZAK KZAK-FM

1956 1961
NAB
Subscriber to the NAB Radio Code
Media Code 4 245 8025 6.00
Oil Center Broadcasting Co., Box 3367, Tyler, Tex. 75701. Phone 214-593-1771.

STATION'S PROGRAMMING DESCRIPTION
KZAK: Programmed 100% modern country and western for adults and young adults.
Much time alloted to community service, campaigns, and projects. Early morning show 6-9 am, features local, national and farm news as well as music. Open line swap shop 9:05-9:30 am. Music and news featured remainder of day with news headlines at :30 and 5 min news on hour. News department equipped with mobile news units. Personalities available for remote pick-up from shopping centers, etc. Contact Representative for further details. Rec'd 4/9/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—Aubrey Irby.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1000 w.; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 5,000 w.; 93.1 mc.
Operating schedule: Same as AM.
Antenna ht.: 301 ft. above average terrain.
4. AGENCY COMMISSION
15/0. Payable 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4b, 4d, 5, 6a, 7b, 6.
Rate Protection: 10a, 14a, 15b, 16.
Basic Rates: 20b, 21a, 23a, 24a, 25a, 26, 28a, 29a, 30, 33b
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 50, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Member: Farm Radio Network.

TIME RATES
Eff————Rec'd 4/9/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
CLASS A						
1 min	8.00	7.75	7.50	7.00	6.50	6.00
30 sec	6.40	6.20	6.00	5.60	5.20	4.80
CLASS B						
1 min	6.00	5.75	5.50	5.00	4.50	4.00
30 sec	4.80	4.60	4.40	4.00	3.60	3.20

KZEY

1958
NAB RAB
Gibson Broadcasting Company
Subscriber to the NAB Radio Code
Media Code 4 243 8050 4.00
Tyler Broadcasting Corp., Box 4248, Lake Park Dr., Tyler, Tex. 75702. Phone 214-593-1744.

STATION'S PROGRAMMING DESCRIPTION
KZEY: Programmed to black & young adults.
MUSIC: contemporary R & B, top hits & golden oldies. NEWS: director for local news, remotes, beepers. Wire news. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
President—Tom Gibson.
Vice-Pres. & Gen'l Mgr.—Rick Reynolds.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
1,000 w. days; 690 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15/0.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 6.
Rate Protection: 14d, 15b.
Basic Rates: 20b, 22a, 22b, 23a, 25a, 26, 28c, 29a, 33b.
Contracts: 40a, 42b, 44b, 45, 46, 47e.
Comb.: Cont. Discounts: 60b, 60g, 61a.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with National Black Network.
Member: East Texas Black Market Group.

TIME RATES
No. G-6 Eff 9/1/74—Rec'd 8/5/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

WKLY,	AA			A		
I MIN:	1 wk	13 wk	39-52	1 wk	13 wk	39-52
1 ti	8.50	8.00	7.50	7.25	6.80	6.40
12 ti	8.00	7.50	7.00	6.80	6.40	6.00
18 ti	7.50	7.00	6.50	6.40	6.00	5.50
24 ti	7.00	6.50	6.00	6.00	5.50	5.00
36 ti	6.50	6.00	5.50	5.50	5.00	4.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Classes combine for frequency. Wks used need not be consec but must be within 52 wks.
Edited by Tom Gibson.

UVALDE

Uvalde County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

KVOU

1947
NAB
Subscriber to the NAB Radio Code
Media Code 4 245 8075 1.00
Uvalde Broadcasters, Inc., Box 758, Uvalde, Tex. 78801. Phone 512-278-2555.

STATION'S PROGRAMMING DESCRIPTION
KVOU: C&W music; Woman's program 9-9:30 am.

1. PERSONNEL
General Manager—E. J. Harpole.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Texas State Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/67—Rec'd 8/2/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	4.50	3.00	624 x	3.25	2.00
52 x	4.00	2.75	1248 x	3.00	1.80
104 x	3.75	2.50	1872 x	2.75	1.60
312 x	3.50	2.25	2496 x	2.50	1.50

VERNON

Wilbarger County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KVWC

1939
Media Code 4 245 8100 7.00
KVWC, Inc., Box 1419, Vernon, Tex. 76384. Phone 817-542-6221.

STATION'S PROGRAMMING DESCRIPTION
KVWC: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joe Garrison.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm. CST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL RATE POLICY
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
Eff 9/1/68—Rec'd 8/26/68.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
(*)	4.50	4.25	4.00	3.75	3.50	3.25	3.00

(*) 30 sec or less.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
1 min	4.50	4.00	3.50
30 sec or less	3.50	3.20	3.00

VICTORIA (2 AM; 1 FM)

Victoria County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KNAL

1949
Media Code 4 245 8125 4.00
Victoria Broadcasters, Inc., Box x209, Victoria, Tex. 77901. Phone 512-573-9176.

1. PERSONNEL
Managing Director—M. N. Bestick.
Station Manager—Robert C. Martin.
National and Regional Sales, Waco, Tex. Phone 817-776-1330.
3. FACILITIES
500 w.; 1410 kc. Directional—nighttime only.
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 4a, 8.
Contracts: 40a.

TIME RATES
Rates effective ————.
Rates received June 7, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time	40.00	24.00	16.00	10.00	6.00	4.50
3 times	38.00	22.80	15.20	9.50	5.70	4.25
26 times	36.00	21.60	14.40	9.00	5.40	4.05
52 times	34.00	20.40	13.60	8.50	5.10	3.80
104 times	32.00	19.20	12.80	8.00	4.80	3.70
156 times	30.00	18.00	12.00	7.50	4.50	3.50
260 times	28.00	16.80	11.20	7.00	4.20	3.30
312 times	26.00	15.60	10.40	6.50	3.90	3.10

(*) 100 words live or one minute transcribed.
(†) 50 words live or 26 seconds transcribed.

KTXN (FM)

1965
Media Code 4 245 8150 2.00
Cosmopolitan Enterprises of Victoria, Inc., Box 2602, 500 First Victoria Nat'l Bank Bldg., Victoria, Tex. 77901. Phone 512-573-4366.

STATION'S PROGRAMMING DESCRIPTION
KTXN (FM): MUSIC: modern MOR, lightly progressive. Local program list of favorite top 40 with instrumentals of album origin blended. Special Spanish programming — bilingual classical music of Spain, Mexico, Central & South America 8-11 pm Sun. NEWS: local, regional, & UPI. Commentator 7:45-8 am M-F. RELIGION: Sun am. Contact Representative for further details. Rec'd 1/8/73.

1. PERSONNEL
President—John J. (Joe) Tibiletti.
Sales & Bus. Oper. Mgr.—Weldon S. Horadam, Jr.
Program Director—Grady Stewart.
2. REPRESENTATIVES
Mario Messina Company.
3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 98.7 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 150 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
6. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28b, 28c, 29a, 29b, 32a, 33c.
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.: Cont. Discounts: 60a, 60e, 60f, 61b, 62b.
Cancellation: 70b, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Member: Alamo Network.

TIME RATES
No. 6 Eff 8/1/72—Rec'd 6/11/72.
A—Mon thru Fri 6:30-9 am, noon-1:30 pm & 4-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	312x
CLASS A						
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30/20 sec	3.85	3.65	3.45	3.25	3.05	2.90
10 sec	3.25	3.10	2.95	2.75	2.60	2.45
CLASS B						
1 min	4.25	4.05	3.85	3.60	3.40	3.20
30/20 sec	3.30	3.10	2.95	2.75	2.60	2.45
10 sec	2.75	2.65	2.50	2.35	2.20	2.10

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	4.75	4.50	4.25	4.00
30/20 sec	3.65	3.45	3.25	3.05
10 sec	3.10	2.95	2.75	2.60

1/3 drive time, if desired.

KVIC

1939
NAB RAB
A Wendell Mayes Station
Subscriber to the NAB Radio Code
Media Code 4 245 8175 9.00
Pioneer Broadcasting Co., Box 3487, Victoria, Tex. 77901. Phone 512-573-9171.

STATION'S PROGRAMMING DESCRIPTION
KVIC: MUSIC: current hits & solid gold programmed for the 18-40 listener. NEWS: at :20 & :40 with capsule news at :20 & 5 min news at :40. Full time news department. SPORTS: high school & U football, etc. Contact Representative for further details. Rec'd 7/28/72.

1. PERSONNEL
President—Wendell Mayes.
General Manager—Robert E. Woodman.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15%; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 6.
Rate Protection: 10b, 11b, 12b, 15b.
Basic rates: 22a, 22b, 23a, 24c, 25a, 26, 28b, 29a.
Contracts: 40a, 42b, 46, 47a.
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 3/1/75—Rec'd 2/21/75.
AA—Mon thru Fri 6-9 am & 4-6 pm; Sat 6-9 am.
A—Mon thru Fri 5-6 am, 9 am-4 pm & 6-7 pm; Sat 9 am-7 pm, Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti
CLASS AA								
1 min	7.00	6.85	6.70	6.55	6.40	6.25	6.10	5.95
30 sec	5.00	4.85	4.70	4.55	4.40	4.25	4.10	3.95
CLASS A								
1 min	5.00	4.85	4.70	4.55	4.40	4.25	4.10	3.95
30 sec	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95
CLASS B								
1 min	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

7. PACKAGE PLANS

PER MO. ROS:	100 ti	200 ti	300 ti	400 ti
1 min	350.00	650.00	900.00	1120.00
30 sec	250.00	450.00	600.00	720.00
VERTICAL IMPACT PLAN				
20 PER DAY:	1 day	2 day	3 day	
1 min	70.00	130.00	180.00	
30 sec	50.00	90.00	120.00	
TAP—1/4AA, 1/2A, 1/4B				
PER WK:	12 ti	24 ti	32 ti	40 ti	48 ti
1 min	4.40	4.15	3.90	3.65	3.40
30 sec	3.40	3.15	2.90	2.65	2.40
DAYTIME SATURATION—1/3AA, 2/3A					
1 min	4.90	4.65	4.40	4.15	3.90
30 sec	3.90	3.65	3.40	3.15	2.90

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS

AA:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
*Full	13.50	12.75	12.00	11.25	10.50	9.75	9.00
†Half	9.00	8.50	8.00	7.50	7.00	6.50	6.00
A:							
*Full	9.00	8.50	8.00	7.50	7.00	6.50	6.00
†Half	7.00	6.50	6.00	5.50	5.00	4.50	4.00
B:							
*Full	8.00	7.50	7.00	6.50	6.00	5.50	5.00
†Half	6.00	5.50	5.00	4.50	4.00	3.50	3.00

(*) Incl open & close plus 1 1-min/2 30-sec spots.
(†) Incl open & close plus 1 30-sec spot.

WACO (4 AM; 3 FM)

McLennan County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

KAWA

1952
WACO-MARLIN
NAB
Media Code 4 245 8200 5.00
Centrum Corp., Box 7857, 914 Lake Air Dr., Waco, Tex. 76710. Phone 817-772-2101.
Studio & Office: 142 Bridge St. Marlin, Tex. 76661. Phone 817-936-2551.

STATION'S PROGRAMMING DESCRIPTION
KAWA: Programmed for adults 18-49.
Modern country. AIR PERSONALITIES handle all segments and public appearances. NEWS: 5 min. at :60 & :30, both local & UPI Audio. 4 man news team, including four radio mobile news cars. Farm & Ranch program M-F with Farm Director. Polka Hour each Sunday 12-2 pm. Heavy community weekly involvement and public affairs. Station editorializes. Contact Representative for further details. Rec'd 12/11/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Joe J. Webb.
Prog. & Oper. Mgr.—David O'Brien.
Sales Manager—Joe Webb.
2. REPRESENTATIVES
Riley Representatives.
3. FACILITIES
10,000 w. days; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15d.
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25c, 28b, 28c, 29a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 51b.

(This listing continued on next page)

TEXAS

Waco—K A W A—Continued

Comb.; Cont. Discounts: 60c, 60e, 60d, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 31C Eff 9/15/73—Rec'd 9/13/73.
I—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
II—Mon thru Sat 9 am-noon & 1-4 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	I min	30 sec	10 sec	II min	30 sec	10 sec
1 ti	15.00	12.00	7.50	13.00	10.40	6.50
6 ti	13.00	10.40	6.50	12.00	9.60	6.00
12 ti	12.00	9.60	6.00	11.00	8.80	5.50
18 ti	11.00	8.80	5.50	10.00	8.00	5.00
24 ti	10.00	8.00	5.00	9.00	7.20	4.50

7. PACKAGE PLANS
ROUNDUP PLAN

PER WK:	I min
35 ti (14 I, 21 II) ea	7.00

8. PROGRAM TIME RATES
5 min—2x applicable 1-min rate.
1/4 hr—4x applicable 1-min rate.
DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%
Edited by Joe J. Webb.

KEFC (FM)

1959
WACO

Media Code 4 245 8250 0.00
Joy Broadcasting, Inc., 4700 Bosque Blvd., Waco, Tex. 76710. Phone 817-776-3900.

STATION'S PROGRAMMING DESCRIPTION
KEFC (FM): Programmed for adults & young adults; teen interest in sports coverage high school level.
MUSIC 75%: early morning, gospel/inspirational; mid-day, ministerial messages; evening & night, top 20 gospel & local interest sports. NEWS & SPORTS: network news, sports personality, local news, coverage of area high school sporting events. Rec'd 6/30/75.

1. PERSONNEL
Owner—Charles Maddux.
Mgr. & Prog. Dir.—George Carey.

3. FACILITIES
ERP 3,400 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 220 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

6. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10d, 11g, 12d, 13g, 14g, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24e, 25c, 26, 27, 28b, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47d, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 61a, 61c, 62a, 62d.
Cancellation: 70a, 70d, 71b, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff——————Rec'd 6/30/75.

8. SPOT ANNOUNCEMENTS

	I min	30 sec	20 sec	10 sec
Fixed	6.00	4.80	4.00	3.00

8. PROGRAM TIME RATES

	1x	26x	52x	78x	104x	130x
5 min	8.00	7.80	7.60	7.40	7.20	7.00
1/4 hr	23.00	22.20	21.40	20.60	19.80	19.00
1/2 hr	45.00	43.00	41.00	39.00	37.00	35.00
1 hr	80.00	76.00	72.00	68.00	64.00	60.00
		156x	182x	208x	234x	260x
5 min		6.80	6.60	6.40	6.20	6.00
1/4 hr		18.00	17.40	16.60	15.80	15.00
1/2 hr		33.00	31.00	29.00	27.00	25.00
1 hr		56.00	52.00	48.00	44.00	40.00

Edited by Charles Maddux.

KHOO (FM)

1960
WACO

Subscriber to the NAB Radio Code
Media Code 4 245 8256 7.00
WACO Radio, Inc., Drawer 7912, Waco, Tex., 76710. Phone 817-772-7100.
See affiliated AM station for additional information.
AM facilities: WACO.

STATION'S PROGRAMMING DESCRIPTION
KHOO (FM): Programmed for 25-49 audience.
MUSIC: country. NEWS: network & local at :15. FARM: 6 am & 12:20 pm. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 9/9/74.

1. PERSONNEL
General Manager—James C. Cook.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 3,400 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Affiliated with Eastman Radio Network.
Member: Tichenor Radio Group.

TIME RATES
No. 22-C Eff 9/1/74—Rec'd 9/9/74.

6. SPOT ANNOUNCEMENTS
FIXED, PER WK:

	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	8.25	7.90	7.45	7.05	6.25
30 sec	6.60	6.30	5.95	5.70	5.00

7. PACKAGE PLANS
ROS/BTA, EA:

	30 sec
35/1 wk	3.95
150/1 mo	3.70
300/3 mos	3.30
600/6 mos	3.00

1 min, extra 50%.

10. SPECIAL FEATURES

NEWS/WEATHER:	1 ti	3 ti	5 ti	10 ti
5 min, per wk	9	8	7	6

KRZI

1962
WACO

Media Code 4 245 8262 5.00
KRZI Radio, Inc., Box 8093, Waco, Tex. 76710. Phone 817-772-9930.

STATION'S PROGRAMMING DESCRIPTION
KRZI: Programmed for young adults and adults 18-45.
MUSIC 85%: 100% pop-contemporary. NEWS 15%: network at :55; local at :25. News director with 3 man staff & 4 mobile units fully equipped for local coverage. Emphasis on community affairs, promotions & telephone usage. SPORTS: high school, college & pro football. 6 AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 5/2/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Herb Harding.
Program Director—Charlie Pro.
Traffic Director—Jean Pro.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w.; 1580 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25b, 26, 29a, 32a.
Contracts: 40a, 42b, 42d, 44a, 45, 47a, 48, 51b.
Comb.; Cont. Discounts: 60h, 60i, 61a, 61b.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.
Member: Texas State Network.

TIME RATES
Eff 7/1/71—Rec'd 7/1/71.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm.
III—Mon thru Sat 6 pm-6 am. Sun all day.

8. SPOT ANNOUNCEMENTS

PER WK:	I min	30 sec	10 sec	II min	30 sec	10 sec
12 ti	14.00	11.20	7.00	11.00	8.80	5.50
18 ti	13.00	10.40	6.50	10.00	8.00	5.00
24 ti	12.00	9.60	6.00	9.00	7.20	4.50
				III		
12 x				9.00	7.20	4.50
18 x				8.00	6.40	4.00
24 x				7.00	5.60	3.50

7. PACKAGE PLANS
CUME PLAN

PER WK:	I min
Plan A, 30 ti (15I, 10II, 5III), ea	9
Plan B, 15 ti (8I, 5II, 2III), ea	11
Plan C, 10 ti (4I, 4II, 2III), ea	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Not combinable with other weekly plans for added frequency.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.

KWTX

1946
WACO

Media Code 4 245 8275 7.00
KWTX Broadcasting Co., Box 7528, 46th and Bosque, Waco, Tex. 76710. Phone 817-776-1330. TWX 910-894-5206.

STATION'S PROGRAMMING DESCRIPTION
KWTX: Programmed for adults.
Emphasis on community involvement. MUSIC 60%: 80% middle-of-the-road, 20% modern country and western. NEWS 17%: regular news, weather, both network and local. Special reports as warranted. SPORTS: 15%: live network and local coverage, including major league baseball, major college and local high school football, basketball, baseball and track, little league baseball. Regular sports reports. TALK 8%: including regular and special public affairs, and religious programs. AIR PERSONALITIES all segments. 5 man announce staff, 6 man news staff, 1 weatherman, 1 farm editor, 1 women's editor. Contact Representative for further details. Rec'd 5/9/69.

1. PERSONNEL
Managing Director—M. N. Bostick.
Station Manager—Frank Fallon.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Operating schedule: 5:30 am-midnight. CST.
Partial simulcast operation. Simulcast newscasts at :30. For non-simulcast facilities see KWTX-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 29a, 30, 33a.
Contracts: 40a, 42d, 44a, 45, 46, 47a, 51c.
Comb.; Cont. Discounts: 60h, 61a, 62d.
Cancellation: 70a, 70e, 71b, 72, 73a.
Prod. Services: 80, 82.
Affiliated with MBR
Member: Farm Radio Network.

TIME RATES
No. 50 Eff 6/1/74—Rec'd 7/17/74.
A—Mon thru Fri 6-10 am, 11:30-1 pm & 4-7 pm; Sat 8 am-noon.
B—Mon thru Fri 5:30-6 am, 10-11:30 am & 1-4 pm; Sat & Sun all day until 7 pm.
C—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	A I min	A 30 sec	B I min	B 30 sec
Fixed or 1 x	21.25	17.00	17.50	14.00
6 ti	17.50	14.00	15.00	12.00
12 ti	16.25	13.00	13.75	11.00
18 ti	15.00	12.00	12.50	10.00
24 ti	13.75	11.00	11.25	9.00
30 ti	12.50	10.00	10.00	8.00

CLASS C
1 min—50% of A. 10 sec: 50% of 1-min.
30 sec—80% of A.

7. PACKAGE PLANS

TAP, EA:	12 ti	18 ti	24 ti	30 ti	36 ti
1/3A, 1/3B, 1/3C	11.25	10.65	10.00	9.40	8.75

8. PROGRAM TIME RATES

	I hr	1/2 hr	1/4 hr
1 x	75.00	46.90	31.25
PER WK:	3 ti	5 ti	6 ti
5 min	23.75	20.65	17.50	16.25

DISCOUNT
26 wk—5% 52 wk—10%

10. SPECIAL FEATURES
Farm—1-min, flat 22.50.

KWTX-FM

1979
WACO

Media Code 4 245 8276 5.00
KWTX Broadcasting Co., Box 7528, 4520 Bosque, Waco, Tex. 76710. Phone 817-776 1330. TWX 910-894-5206.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KWTX-FM: Programmed for general interest.
MUSIC 90%: general popular music, featuring film music, show tunes, standards and MOR. NEWS 10%: 5 min network news every hour from 6 am-9 pm; 2 min local news every hour from 6 am-12M. COMMERCIAL POLICY: time limited to 12 minutes per hour. Contact Representative for further details. Rec'd 12/18/70.

3. FACILITIES
ERP 71,200 w. (horiz.), 71,200 w. (vert.); 97.5 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 892 ft. above average terrain.
Partial simulcast operation. Operated separately all times other than newscasts at :30. For simulcast facilities see KWTX.

TIME RATES
No. 2 Eff 6/1/74—Rec'd 7/17/74.

6. SPOT ANNOUNCEMENTS

	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12.00	10.00	9.00	8.00	7.00	6.00
30 sec	9.50	7.50	6.50	5.50	4.50	4.00

10 sec: 50% of 1-min.
(*) Fixed or 1 ti.

8. PROGRAM TIME RATES

	I hr	1/2 hr	1/4 hr
1 x	60	40	25
PER WK:	1 ti	3 ti	5 ti	6 ti
5 min	15.00	12.50	10.00	9.00

WACO

1922
WACO

Tichenor Radio Group

EASTMAN RADIO, INC.

Subscriber to the NAB Radio Code
Media Code 4 245 8300 3.00
WACO Radio, Inc., Drawer 7912, Waco, Tex., 76710. Phone 817-772-7100.

STATION'S PROGRAMMING DESCRIPTION
WACO: Programmed for young adults 18-49 & teens.
MUSIC: contemporary. AIR PERSONALITIES handle all segments. NEWS: network at :55, local at :25. News department with 9 mobile units, AP wire service, Essa weather service. Emphasis on community involvement & participation. SPORTS: local high schools & universities. Contact Representative for further details. Rec'd 9/9/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert E. Weathers.
Chief Engineer—Jack Vinson.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 1460 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 20b, 21a, 23a, 23b, 24b, 24c, 28a, 28c, 29a
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: KHOO (FM).
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.
Member: Tichenor Radio Group.

TIME RATES
No. 33 Eff 1/21/72—Rec'd 1/28/72.
I—Mon thru Fri 6-10 am & 3-7 pm; Sat all day.
II—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sun all day.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I ti	12 ti	18 ti	II ti	12 ti	18 ti	III ti	12 ti
1 min	20	17	15	17	15	13	11	9
30 sec	16	14	12	14	12	10	9	7
10 sec	12	10	9	10	9	8	7	5

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WAXAHACHIE

Ellis County—Map Location F-5
See SRDS consumer market map and data at beginning of the state.

KBEC

1955

Subscriber to the NAB Radio Code
Media Code 4 245 8323 0.00
Richard Tuck Enterprises, Box 558, Waxahachie, Tex. 75165. Phone 214-937-1390.

1. PERSONNEL
Manager—Dub Estes.

3. FACILITIES
500 w. days; 1390 kc.
Operating schedule: 5:20 am-local sunset. CST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
No. 6 Eff 7/1/74—Rec'd 10/10/74.
Drive—Mon thru Fri 6-9:30 am & 3-6 pm; Sat 6-8 am; Sun 4:30-5:30 pm.
ROS—Mon thru Fri 9:30 am-3 pm; Sat 8 am-6 pm; Sun all day except 4:30-5:30 pm.

6. SPOT ANNOUNCEMENTS

MO:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti	100+
DRIVE TIME							
15 sec	1.80	1.75	1.70	1.65	1.60	1.55	1.50
30 sec	3.60	3.50	3.40	3.30	3.20	3.10	3.00
1 min	5.40	5.25	5.10	4.95	4.80	4.65	4.50
ROS							
15 sec	1.55	1.50	1.45	1.40	1.35	1.30	1.25
30 sec	3.10	3.00	2.90	2.80	2.70	2.60	2.50
1 min	4.65	4.50	4.35	4.20	4.05	3.90	3.75

End rate earned with 26-wk contract/1 spot per day Mon thru Fri.

WEATHERFORD

Parker County—Map Location E-5
See SRDS consumer market map and data at beginning of the state.

KZEE

1956

Media Code 4 245 8350 3.00
KZEE Radio, Inc., Box 219, Weatherford, Tex. 76086. Phone 817-594-3826.

STATION'S PROGRAMMING DESCRIPTION
KZEE: MUSIC: Country, Modern & Traditional.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—David L. Solmonson.

3. FACILITIES
500 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contracts.

TIME RATES
Eff 6/1/75—Rec'd 5/27/75.
AA—Mon thru Fri 6-9 am & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
CLASS AA
1 min, flat 7.50 30 sec, flat 6.00
CLASS A

PER WK:	1 ti	12 ti	18 ti
1 min	6.00	5.00	4.00
30 sec	4.50	4.00	3.50

Edited by David L. Solmonson.

WESLACO

Plus 1 paid cross reference.
Hidalgo County—Map Location E-16
See SRDS consumer market map and data at beginning of the State.

KMBS

HARLINGEN
City of license, Harlingen, Tex.
See listing under Harlingen, Tex.

KRGV

1927

HR STONE radio

Subscriber to the NAB Radio Code
Media Code 4 245 8375 5.00
Mobile Video Tapes, Inc., 900 E. Expressway, Weslaco, Tex. 78596. Phone 512-968-3131. TWX 512-968-3066

STATION'S PROGRAMMING DESCRIPTION
KRGV: programmed for young adults & adults 18-49.
MUSIC 85%: 100% pop-contemporary. NEWS 15%. News director with 3 man staff & 4 mobile units. SPORTS: Major League baseball, college & high school football, 7 AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 6/29/73.

1. PERSONNEL
General Manager—Earl Noel.
Sales Manager—Gary Allen.
Program Director—Manny Lopez.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w.; 1290 kc. Directional—night only.
Operating schedule: 5-2 am. CST.

4. AGENCY COMMISSION
15/0 time and talent.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25c.
Contracts: 40a, 41, 42a, 45, 46.
Comb.; Cont. Discounts: 60a, 60f.
Cancellation: 70e, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
No. 3 Eff 1/1/65—Rec'd 12/14/64.
AAA—Mon thru Sat 6-7 am; Mon thru Fri 12:30-1 pm.
AA—Mon thru Sat 7-9:30 am & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1 wk	26 wk	52 wk
1 min	15.00	14.00	13.00
30/20 sec	12.00	11.00	10.00
10 sec	7.50	7.00	6.50

CLASS AA	1x	52x	156x	260x	520x
1 min	14.00	13.00	12.00	11.00	10.00
30/20 sec	11.25	10.50	9.75	9.00	8.25
10 sec	7.00	6.50	6.00	5.50	5.00

CLASS A					
1 min	13.00	12.00	11.00	10.00	9.00
30/20 sec	10.50	9.75	9.00	8.25	7.50
10 sec	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS
AA—Mon thru Sat 7-9:30 am & 4:30-6:30 pm.
A—All other times.

CLASS AA PER WK, EA:	6 tl	12 tl	18 tl	24 tl
1 min	12.00	11.00	10.00	9.00
30/20 sec	9.75	9.00	8.25	7.50
10 sec	6.00	5.50	5.00	4.50
CLASS A				
1 min	10.00	9.00	8.00	7.00
30/20 sec	8.25	7.50	6.75	6.00
10 sec	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

AAA/AA/A:	1x	26x	52x	156x	260x
1 hr	90.	85.	80.	75.	70.
1/2 hr	54.	51.	48.	45.	42.
AAA:					
1/4 hr	45.	42.	40.	38.	35.
5 min	27.	26.	24.	23.	21.
AA/A:					
1/4 hr	36.	34.	32.	30.	28.
5 min	22.	21.	20.	19.	18.

(Q) (CR-3)

WHARTON

Wharton County—Map Location [illegible]
See SRDS consumer market map and data at beginning of the State.

KANI

1962

Media Code 4 245 8425 8.00
V. M. Preston, Box 111, Wharton, Tex. 77488. Phone 713-532-3800.

1. PERSONNEL
Pres. & Gen'l Mgr.—V. M. Preston.
2. REPRESENTATIVES
Southwest—Erle Racey & Associates.
3. FACILITIES
500 w.; 1500 kc. Directional.
Operating schedule: 6 am-11 pm. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 4/7/75.
AA—7-9 am, noon-1 pm & 4:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A	1x	10x	25x	50x	75x	100x	150x
1 min	4.50	3.50	2.75	1.80	.....	.....	.....
30 sec	3.50	2.50	1.75	1.00	.....	.....	.....
15 sec	.....	.....	.....	.85	.75	.60	.50

100+, 1 min or 30 sec, deduct 10%.
CLASS AA
1 min, extra .50 30 sec, extra .30

10. SPECIAL FEATURES
News/Weather/Sports/Community Bulletin Board—30 sec spot, 1-1/2x 30 sec rate.

TIME SIGNAL:	50x	75x	100x	150x
10 sec	.75	.65	.50	.40

WICHITA FALLS (3 AM; 3 FM)

Wichita County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	26	13	19	13
B	13	11	13	12
C	13	10	13	11
D	12	9	12	9
AVERAGE	16	11	14	11

KBID

1975

Media Code 4 245 8437 3.00
Mustang Broadcasting Co., Box 1794, Wichita Falls, Tex. 76307. Phone 817-322-5546.

STATION'S PROGRAMMING DESCRIPTION
KBID: MUSIC: mixture of general popular standards, 50% instrumentals, along with vocal & vocal groups, including selection of modern tunes, blended with familiar standards, select country western hits. NEWS: network every hr, local news & weather twice hr 6-9 am & 4-6 pm. COMMERCIAL POLICY: 16 minutes per hour, continuous for approximately 10 minutes; maximum 3 minutes per music interruption; 1 minute preceding & following network news, local news, weather or sports; maximum 1 minute per commercial. 15 minute product separation. Rec'd 6/9/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. M. (Mack) Lester.
Program Director—Chris Miller.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.
Operating schedule; 6 am-midnight. CST.
Antenna ht.: 925 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15b.
Basic Rates: 21a, 22a, 23a, 23b, 24b, 28b, 28c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c.
Cancellation: 70a, 70c, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 5/1/75—Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS
SPECIFIED TIME

PER WK:	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	6.00	5.40	5.10	4.80	4.50	4.20
30 sec	4.80	4.30	4.10	3.85	3.60	3.45
10 sec	3.00	2.70	2.55	2.40	2.25	2.10

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—20%
Edited by B. M. (Mack) Lester.

KLUR (FM)

1963

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 8450 6.00
KLUR Broadcasting Co., Box 5344, 10 Fre-mar Valley, Wichita Falls, Tex. 76307. Phone 817-322-3127.

STATION'S PROGRAMMING DESCRIPTION
KLUR (FM): MUSIC: modern country & western. NEWS: local at :20; network :40. Sun 7 am-12N. Religious programs, 7 pm-12M, gospel music. SPORTS: high school football & basketball. Contact Representative for further details. Rec'd 7/2/73.

1. PERSONNEL
General Manager—Sam F. Beard.
Operations Manager—Jim Hill.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
Eff? 20.000 w.; 99.9 mc. Quadraphonic.
Operating schedule: 6 am-midnight daily. CST.
Antenna ht.: 860 ft. above average terrain.
4. AGENCY COMMISSION
15/0; when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Farm Radio Network.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS

	1x	30x	60x	100x	150x	300x	450x
1 min	7.20	5.75	5.05	4.50	4.20	3.90	3.70
30 sec	5.40	4.30	3.75	3.40	3.15	2.95	2.80
10 sec	3.60	2.90	2.50	2.25	2.10	2.00	1.85
		600x	900x	1000x	1400x	1800x	2600x
1 min		3.60	3.50	3.40	3.20	3.00	2.90
30 sec		2.70	2.60	2.55	2.40	2.25	2.15
10 sec		1.80	1.75	1.70	1.55	1.50	1.45

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x
1 hr	60.00	45.00	40.50	36.45	32.80
1/2 hr	36.00	27.00	24.30	21.90	19.70
1/4 hr	24.00	18.00	16.20	14.60	13.10
5 min	15.00	11.25	10.15	9.10	8.20

Edited by Sam F. Beard.

KNIN

1947

NAB

Media Code 4 245 8475 3.00
Wichita Broadcasting Corporation, Box 787, 6th fl., Hamilton Bldg., Wichita Falls, Tex. 76307. Phone 817-723-0791.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rob R. Walker.
Program Director—Bob Price.
2. REPRESENTATIVES
Savalli/Gates, Inc.
5. FACILITIES
10 000 w. days; 1,000 w. nights. 990 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:30-1:00 am Mon thru Sat; 6:00 am midnight Sun. CST
4. AGENCY COMMISSION
15% time and talent
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20b, 21a, 21b, 21c 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 26, 28a, 29a, 29b, 31, 33b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60a, 60d, 60g, 60h, 60i, 61a, 62b 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod Services: 80, 82
Affiliated with American Contemporary Network.

TIME RATES
No. 4 Eff 4/17/72—Rec'd 4/20/72.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I	1 tl	12 tl	18 tl	24 tl
1 min	15	13	11	----
30 sec	12	11	9	----
10 sec	8	7	6	----
SECTION II				
1 min	13	11	10	9
30 sec	11	9	8	8
10 sec	7	6	5	5
SECTION III				
1 min	10	9	8	7
30 sec	8	8	7	6
10 sec	5	5	4	4

7. PACKAGE PLANS

CUME PLANS, PER WK:	1 min	30 sec	10 sec
Plan A—15 tl (6I, 6II, 3III)	10	8	5
Plan B—30 tl (12I, 12II, 6III)	8	7	4

Not combinable for frequency discount.

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	90.00	84.00	78.00	72.00	66.00	60.00	54.00
1/2 hr	60.00	56.00	52.00	48.00	44.00	40.00	36.00
1/4 hr	36.00	33.50	31.00	28.50	26.00	23.50	21.00
10 min	24.00	22.50	21.00	20.40	19.20	18.00	16.80
5 min	18.00	16.75	15.50	14.25	13.00	11.75	10.50

KNTO (FM)

1961

NAFMB

Media Code 4 245 8500 8.00
Wichita Radio Corp., Box 4337, Onaway Trail, Wichita Falls, Tex. 76307. Phone 817-723-6688.

STATION'S PROGRAMMING DESCRIPTION
KNTO (FM): MUSIC: MOR plus classical Sun 8-10 pm; 1 hr light classics Sun 3-4 pm; live Metropolitan opera broadcasts Sat afternoon. NEWS: state network at :55 from 5:55 am-8:55 pm plus 15-min newscast at 7:30 am, 12N & 6 pm. COMMERCIAL POLICY: no double spotting, maximum four commercials per quarter hour, minimum separation 30-min. Contact Representative for further details. Rec'd 1/13/75.

1. PERSONNEL
President—Stephen P. Leon.
General Manager—Virginia A. Rigsby.
Station Manager—John Foertsch.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
ERP 100,000 w.; 103.3 mc. Quadraphonic.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 430 ft. above average terrain.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4c, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Member: Texas State Network.

TIME RATES
No. 4 Eff 3/73—Rec'd 3/14/73.
AA—Mon thru Fri 7-9 am, 3:30-6 pm & 7:30-10 pm; Sat & Sun 10 am-10 pm.

8. SPOT ANNOUNCEMENTS
CLASS AA

PER YR:	1x	100x	250x	500x	1000x
PER WK:	1 tl	5 tl	10 tl	20 tl	40 tl
1 min	13.50	11.50	10.50	9.50	8.50
30 sec	11.00	9.00	8.00	7.50	7.00
10 sec	7.50	6.75	6.25	6.00	5.25
ROS, A+—20% GUARANTEED AA TIME					
1 min	10.80	9.25	8.50	7.75	7.00
30 sec	8.00	7.25	6.50	6.00	5.60
10 sec	6.00	5.45	5.00	4.75	4.25

Wkly package rates must be broadcast within 7 days with a maximum of 15 spots Mon thru Fri and 10 spots on Sat & Sun.

8. PROGRAM TIME RATES
CLASS AA

PER YR:	1x	26x	52x
PER MO:	1 tl	5 tl	20 tl
1/2 hr	150.00	115.00	85.50

9. PARTICIPATING PROGRAMS
MOMENTS OF MUSICAL MEMORIES—MON THRU SAT 8 PM

	1x	40x	150x
5 min	35	25	20

Incl open, close & 1 1-min spot, CA.

CONCERT HALL—SUNDAY 9 PM

	1x	13x	26x	52x
1 hr	250	200	160	125

Incl open, close & 4 1-min spots, CA.

POPS CONCERT—SUNDAY 3 PM

	1x	13x	26x	52x
1 hr	275	250	225	175

Incl open, close & 4 1-min spots, CA.

OLD TIME RADIO SHOWS—FRIDAY 10 PM

	1x	13x	26x	52x
1/2 hr	175	160	130	100

Talent charges will be added to rate.

NIGHT FLITE—MIDNIGHT-6 AM

PER MO:	1 mo	6 mo	12 mo
6 hrs	12,000	9,000	7,500

Incl 90-sec open & close, plus 1 open-end CA per 1/2 hr.

Submitted by Mrs. Virginia Rigsby.

KTRN

1948

Buckley Radio Sales, Inc.

RAB

Subscriber to the NAB Radio Code
Media Code 4 245 8525 5.00
Broadcasting Associates Inc., Box 5005, Wichita Falls, Tex. 76307. Phone 817-855-3555

1. PERSONNEL
President—Raymond Ruff
Sales Manager—Jack Samples.
Program Director—Jon Steele.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w days; 1,000 w. nights; 1290 kc.
Directional—nighttime only
Operating schedule: 24 hours daily. CST.

6. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10a, 12a, 14a.
Basic Rates: 20b, 21d, 22b, 23a, 24b, 26, 27, 28a, 29a, 32a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 82.

TIME RATES
No. 7 Eff 1/1/69—Rec'd 11/11/68.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 8 am-7 pm.
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 tl	6 tl	12 tl	18 tl	24 tl
1 min	17.00	15.00	13.00	12.00	11.00
30 sec	13.60	12.00	10.40	9.60	8.80
10 sec	8.50	7.50	6.50	6.00	5.50
CLASS A					
1 min	14.00	12.00	10.00	9.00	8.00
30 sec	11.20	9.60	8.00	7.20	6.40
10 sec	7.00	6.00	5.00	4.50	4.00
CLASS B					
1 min	12.00	10.00	9.00	8.00	7.00
30 sec	9.60	8.00	7.20	6.40	5.60
10 sec	6.00	5.00	4.50	4.00	3.50

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PLAN:	6	12	18	24
1/3 AA, 1/3 A, 1/3 B	11	10	9	8

Preemptible.
CONSECUTIVE WEEK DISCOUNTS
26 wk—10% 52 wk—20%

10. SPECIAL FEATURES
NEWS/WEATHER/FARM

	1 min	5 min	1/4 hr
6 tl	15	25	50
12 tl	13	20	46
18 tl	12	15	30

Edited by Jack Samples.

KWFT

1939

CBS Radio Network

AVERY-KNODEL, INC.

NAFB

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 245 8550 3.00
North Texas Radio, Inc., Box 420, Wichita Gardens Wichita Falls, Tex. 76307. Phone 817-322-4416

1. PERSONNEL
Pres. & Gen'l Mgr.—Don F. Whan.
Sales Manager—Les Pierce.
Farm Service Director—Earl Sargent.
2. REPRESENTATIVES
Avery-Knodel, Inc.
3. FACILITIES
5,000 w.; 620 kc. Directional—night only.
Operating schedule: 4 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 20b, 21a, 22a, 23a, 24b, 25a, 26, 27 28a, 29a, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 62a.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with CBS

TIME RATES
No. 14 Eff 4/1/75—Rec'd 2/17/75.
AAA—Farm Times. Mon thru Sat 5:30-8:30 am & 11:30 am-1 pm; rotating.
AA—Mon thru Sat 7-9:45 am & 3-7 pm; Sun 7-11 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
PER WK:						
1 tl	30	26	21	18	15	12
6 tl	28	24	20	17	14	11
12 tl	26	22	19	16	13	10
18 tl	....	....	18	15	12	9
24 tl	....	....	17	14	11	8
30 tl	....	....	16	13	10	7

7. PACKAGE PLANS
TAP—1/2AA, 1/2A

PER WK:	1 min 6 tl	1 min 12 tl	1 min 18 tl	1 min 24 tl	30 sec 6 tl	30 sec 12 tl	30 sec 18 tl	30 sec 24 tl
Ea	16	15	14	13	13	12	11	10

PER MO, ROS:	25 tl	50 tl	75 tl	100 tl
1 min	13	12	11	10
30 sec	10	9	8	7

8. PROGRAM TIME RATES

CLASS AAA & AA	1x	52x	156x	260x	312x
1 hr	185	170	160	150	140
1/2 hr	115	110	105	100	90
1/4 hr	75	73	70	65	60
10 min	60	57	55	53	50
5 min	45	43	40	37	35
CLASS A					
1 hr	100	90	85	80	75
1/2 hr	60	57	52	47	45
1/4 hr	40	37	35	33	30
10 min	30	27	25	23	21
5 min	25	23	20	18	16

10. SPECIAL FEATURES
FARM & TALENT FEES
16 min 10.00 5 min 7.50

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Delta—Millard County

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	8,263	Salt Lake City-Ogden	8,043
METRO AREAS			
Provo-Orem	45	Total Metros....	8,088

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

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

Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION Current CM Estimate
•	△	◎	▣	◈	●	■	▨	With Daily Media.
			□	◇	○			Without Daily Media.

Symbols Designate Types of Media.

★Newspaper — Radio ✝Television

COUNTY NAMES ARE IN ITALIC TYPE

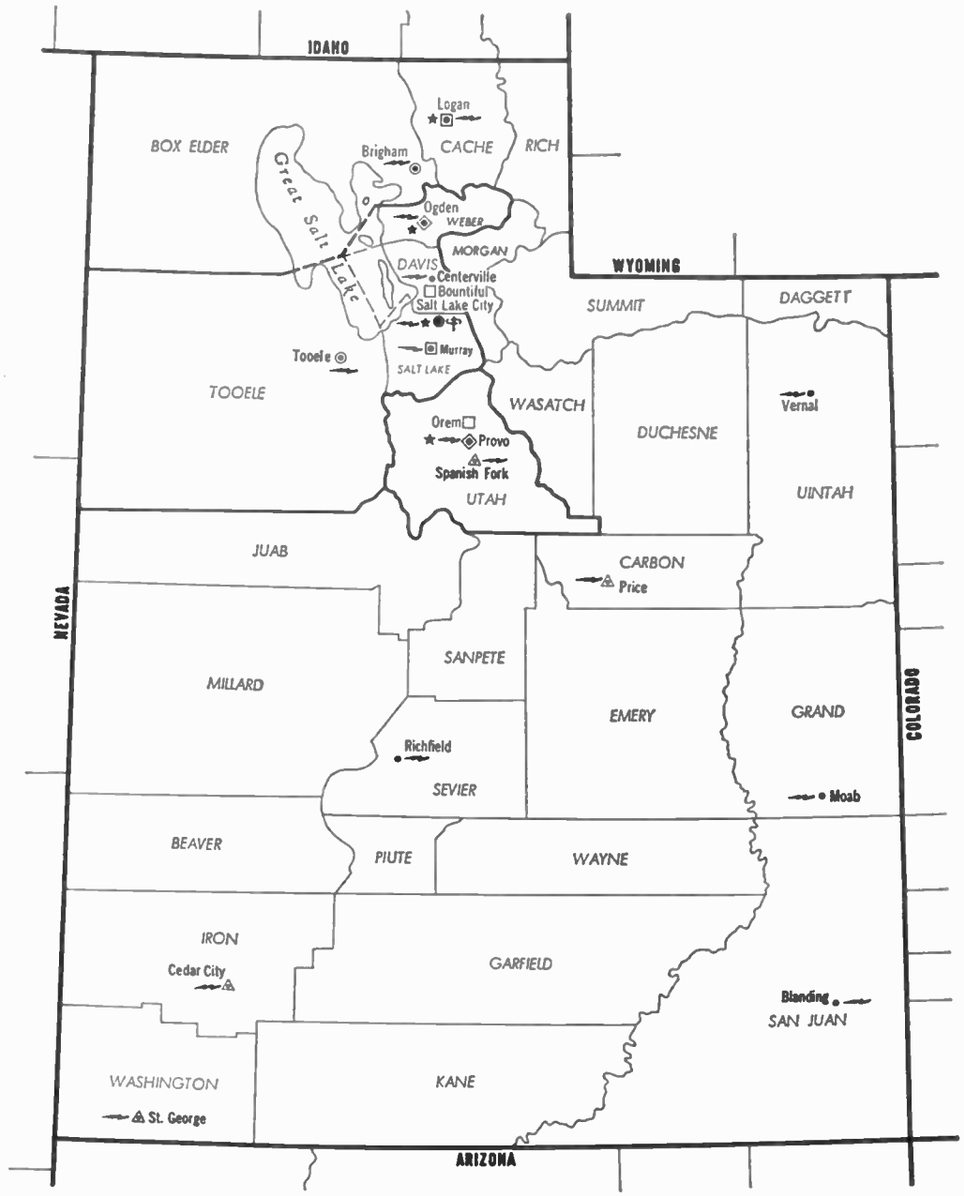
—— Designates Metropolitan Areas within this state

UTAH

0 25 50 75

SCALE OF MILES

Applicable to UTAH only



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Bountiful—Davis; Logan—Cache; Murray—Salt Lake; Ogden—Weber; Orem—Utah; Provo—Utah; Salt Lake City—Salt Lake

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
UTAH STATE TOTALS	1,190.5	360.19	4,448,981	12,352	6.8	14.3	12.5	27.9	31.9	2,731,989	7,585	518,463	135,905	322,828	92,288	137,028	464,761	230,238	567.17	29.0	381,896
BEAVER D-10	3.9	1.31	12,942	9,879	8.6	14.2	12.2	25.1	23.8	8,680	6,626	1,730	340	417	280	55	280	2,704	1.78	.4	7,209
BOX ELDER D-5	31.1	9.11	110,157	12,092	6.7	13.6	12.5	27.3	32.6	65,578	7,198	10,534	2,735	3,508	2,022	2,120	14,795	9,802	13.93	3.1	41,374
CACHE F-5	47.1	14.17	153,362	10,823	10.6	17.1	12.4	24.0	25.5	88,682	6,258	18,392	4,272	10,456	3,187	5,141	13,220	6,312	20.76	2.6	37,842
Logan	26.4	8.21	84,965	10,349	.....	.....	.....	.....	.....	69,056	8,411	15,596	3,723	8,459	2,805	4,922	8,587	3,983	.....	.....	.....
CARBON G-8	19.1	6.51	58,035	8,915	9.4	21.8	18.9	26.7	13.3	39,063	6,000	8,272	841	6,402	923	1,117	7,549	5,204	8.52	.4	3,451
DAGGETT H-6	.5	.14	2,644	18,886	3.1	4.7	8.5	31.1	39.0	894	6,386	.....	.....	158	.....	.....	.....	408	.32	.1	11
DAVIS F-6†	115.3	29.83	415,645	13,934	4.0	10.0	12.2	33.1	38.1	163,590	5,484	39,536	9,778	6,201	3,566	11,064	37,345	13,593	51.65	1.7	17,575
Bountiful	33.8	8.89	127,758	14,371	.....	.....	.....	.....	.....	77,590	8,728	16,245	4,613	1,826	2,809	2,473	19,190	6,295	.....	.....	.....
DUCHESNE G-7	10.1	2.90	26,902	9,277	10.1	22.9	15.0	23.7	17.5	22,213	7,660	3,309	556	2,665	351	121	3,390	2,637	4.86	2.5	11,627
EMERY G-9	5.1	1.65	16,361	9,916	12.1	20.5	13.8	23.8	19.4	5,730	3,473	1,170	186	781	27	28	338	1,490	2.68	.5	4,226
GARFIELD F-10	3.0	.96	11,449	11,926	11.1	23.1	14.2	24.1	20.9	5,261	5,480	512	458	540	206	77	828	1,440	1.39	.2	3,045
GRAND H-9	5.5	1.65	22,644	13,724	5.7	8.5	10.3	28.9	42.5	15,370	9,315	4,949	501	614	832	84	2,523	2,440	3.02	.....	.....
IRON D-10	14.3	4.27	43,842	10,267	10.6	18.6	15.1	26.7	21.7	44,681	10,464	5,884	1,446	3,309	832	2,579	11,085	4,851	6.03	.6	12,814
JUAB E-8	5.0	1.64	14,235	8,680	10.2	20.3	16.9	26.8	15.3	12,136	7,400	1,741	390	855	59	129	2,943	2,679	2.06	.1	2,522
KANE F-11	3.4	1.09	9,209	8,449	12.1	30.8	17.1	20.8	12.8	8,113	7,443	480	259	636	76	173	1,869	2,778	1.33	.....	.....
MILLARD D-9	8.2	2.64	22,274	8,437	10.8	23.0	14.5	22.0	14.2	16,807	6,366	3,763	491	1,293	25	11	3,041	2,753	3.33	.9	22,462
MORGAN F-6	5.0	1.43	17,252	12,064	2.8	14.6	16.3	31.0	30.6	4,218	2,950	567	241	395	73	78	1,071	711	2.16	.7	6,399
PIUTE E-10	1.2	.42	3,327	7,921	12.0	22.2	17.2	23.9	13.3	1,633	3,888	219	.....	358	.....	.....	.....	433	.58	.1	2,245
RICH F-5	1.7	.55	6,365	11,573	12.6	20.9	17.4	23.2	26.7	2,433	4,424	433	.....	238	.....	.....	259	1,163	.67	.4	7,394
SALT LAKE F-6	498.5	158.14	2,109,905	13,342	5.3	11.9	11.6	28.4	37.2	1,394,167	8,816	245,425	75,005	172,953	46,590	81,083	224,087	91,369	263.83	1.2	24,630
Murray	24.1	7.36	99,118	13,467	.....	.....	.....	.....	.....	139,985	19,020	16,244	3,128	16,823	3,862	2,359	38,213	7,096	.....	.....	.....
Salt Lake City	171.6	66.78	845,671	12,664	.....	.....	.....	.....	.....	779,846	11,678	118,503	41,892	119,408	29,578	59,037	137,348	50,506	.....	.....	.....
Salt Lake City-Ogden Metro Area	777.3	239.66	3,177,812	13,260	5.2	12.1	11.8	29.0	36.8	1,955,564	8,160	364,952	105,773	240,878	68,656	110,364	331,977	135,688	394.50	.....	.....
SAN JUAN H-11	12.4	3.07	26,677	8,690	13.8	19.5	10.9	20.6	14.7	11,613	3,783	2,653	561	1,799	54	28	2,765	1,114	2.49	1.7	5,639
SANPETE F-8	11.6	3.92	36,593	9,335	13.4	23.7	13.5	19.1	19.1	17,696	4,514	3,946	733	1,059	350	1,069	3,058	1,940	5.47	.6	32,166
SEVIER F-9	11.7	3.95	36,714	9,295	9.1	19.0	14.6	26.1	18.5	32,019	8,106	4,998	712	1,535	1,202	1,064	9,457	3,224	5.36	.4	21,001
SUMMIT G-6	6.3	2.00	23,615	11,808	5.0	14.4	15.3	29.8	29.4	10,537	5,269	2,109	186	858	.....	127	2,845	1,568	3.55	.9	10,961
TOOELE D-6†	24.0	7.30	88,281	12,093	4.2	13.9	16.4	31.3	29.6	34,837	4,772	10,232	1,159	2,892	584	1,174	8,289	4,529	10.58	.6	5,481
UINTAH H-7	15.6	4.55	48,045	10,559	8.2	20.9	14.8	26.5	23.1	33,555	7,375	5,091	882	6,028	424	933	6,380	3,685	6.34	2.5	12,844
UTAH F-7	165.5	44.67	494,639	11,073	10.4	16.5	13.4	27.4	23.7	272,221	6,094	63,171	13,176	33;965	11,706	10,595	36,244	26,218	65.66	2.8	52,039
Orem	30.2	7.98	94,933	11,896	.....	.....	.....	.....	.....	59,209	7,420	17,891	953	1,394	360	920	1,139	6,063	.....	.....	.....
Provo	62.6	16.16	191,592	11,856	.....	.....	.....	.....	.....	143,069	8,853	24,600	9,457	25,604	8,680	7,617	21,408	10,464	.....	.....	.....
Provo-Orem Metro Area	165.5	44.67	494,639	11,073	10.4	16.5	13.4	27.4	23.7	272,221	6,094	63,171	13,176	33,965	11,706	10,595	36,244	26,218	65.66	.....	.....
WASATCH F-7	7.0	2.15	21,384	9,946	7.5	20.5	17.6	29.3	17.5	13,117	6,101	2,449	327	534	296	39	2,132	2,176	2.92	.5	6,295
WASHINGTON D-11	17.3	5.24	48,134	9,186	12.7	24.3	13.0	20.0	18.4	42,641	8,138	6,988	839	3,330	707	1,070	6,712	6,128	6.66	.3	9,115
WAYNE G-10	1.6	.54	4,368	8,089	15.1	28.4	14.7	17.7	12.8	1,534	2,841	151	.....	217	.....	26	.....	692	.80	.2	2,315
WEBER F-5†	139.5	44.39	563,981	12,705	5.9	12.0	11.9	28.1	35.8	362,970	8,177	69,759	19,831	58,832	17,916	17,043	62,256	26,197	68.44	3.0	19,236
Ogden	69.3	24.37	295,696	12,134	.....	.....	.....	.....	.....	281,982	11,571	44,572	17,890	46,324	15,902	13,575	55,907	18,035	.....	.....	.....
Salt Lake City-Ogden Metro Area	777.3	239.66	3,177,812	13,260	5.2	12.1	11.8	29.0	36.8	1,955,564	8,160	364,952	105,773	240,878	68,656	110,364	331,977	135,688	394.50	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

UTAH

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Intermountain Utah Group
Intermountain Network

Business office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.
Rates: See The Intermountain Network under Regional Radio Networks and Groups.
Comprised of:

KUTA—Blanding
KBRE—Cedar City
KVNU—Logan
KURA—Moab
KLO—Ogden
KOAL—Price
KOVO—Provo
KSVC—Richfield
KDXU—St. George
KALL—Salt Lake City
KVEL—Vernal
KPGE—Page, Ariz.
KELK—Elko, Nev.

BLANDING

San Juan County—Map Location H-11
See SRDS consumer market map and data at beginning of the State.

KUTA
1961

NAB

Subscriber to the NAB Radio Code
Media Code 4 246 0300 9.00
Utah Corp., dba Blue Mountain Broadcasting, Box 790, U. S. Hwy. 163, Blanding, Utah 84511. Phone 801-678-2261.

STATION'S PROGRAMMING DESCRIPTION
KUTA: MOR, standards; country western.

1. PERSONNEL
Pres. & Gen'l Mgr.—George C. Walton.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 3 Eff 6/1/74—Rec'd 7/5/74.
A—Mon thru Sat 6-10 am & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
PER WK:						
1 min	2.60	2.55	2.50	2.40	2.30	2.20
30 sec	2.10	2.05	2.00	1.95	1.90	1.80
CLASS B						
1 min	2.10	2.00	1.90	1.80	1.75	1.60
30 sec	1.70	1.65	1.55	1.45	1.35	1.25

10 sec: 70% of 30-sec.

BRIGHAM CITY (1 AM; 1 FM)

Box Elder County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KBUH
1948

NAB

KBUH-FM
1973

R A B

Subscriber to the NAB Radio Code
Media Code 4 246 0600 2.00
Darrel K. Burns, dba KBUH, Box 800, 948 W. Forest Rd., Brigham City, Utah 84302. Phone 801-723-3401.

1. PERSONNEL
Manager—G. Norman Thompson.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Aaron Bournstein Co.
3. FACILITIES
250 w. days; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 6 am-9 pm. MST.
Antenna ht.: 590 ft. below average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
Eff ——— Rec'd 3/4/66.

7. PACKAGE PLANS

PER WK: / PER YR:	6 ti / 52x	12 ti / 104x	18 ti / 156x	24 ti / 260x	30 ti / 312x
1 min	3.75	3.55	3.35	3.15	3.00
30 sec	3.00	2.84	2.66	2.52	2.40

CEDAR CITY (2 AM; 1 FM)

Iron County—Map Location D-10
See SRDS consumer market map and data at beginning of the State.

KBRE
1970

NAB

R A B

Media Code 4 246 0800 3.00
New Era Broadcasting Co., Box 858, 47 S. 100 West, Cedar City, Utah 84720. Phone 801-586-9428.

STATION'S PROGRAMMING DESCRIPTION
KBRE: MOR.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles F. Hunter.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
10,000 w. days; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.
500 w. pre-sunrise.
4. AGENCY COMMISSION
15% time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member: The Intermountain—Midwest Farm/Ranch Network.

TIME RATES
No. 41 Eff 7/1/72—Rec'd 9/11/72.
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

7. PACKAGE PLANS

	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
PER WK:					
1 min	4.10	3.85	3.55	3.35	3.00
30 sec	3.30	3.10	2.85	2.70	2.50
CLASS B					
1 min	3.35	3.00	2.75	2.50	2.25
30 sec	2.70	2.40	2.20	2.00	1.80

KBRE-FM
1974

NAB

R A B

Media Code 4 246 0801 6.00
New Era Broadcasting Co., Box 858, 47 S. 100 West, Cedar City, Utah 84720. Phone 801-586-9428.
See Affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KBRE-FM: MOR format.

3. FACILITIES
ERP 26,000 w (horiz.), 26,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 240 ft. above average terrain.

TIME RATES
Eff———Rec'd 9/16/74.

6. SPOT ANNOUNCEMENTS
1 min ..... 3.50 30 sec 2.50

KSUB
1957

NAB

Media Code 4 246 0900 6.00
Southern Utah Broadcasting Co., Box 811, Cedar City, Utah 84720. Phone 801-586-6547.

STATION'S PROGRAMMING DESCRIPTION
KSUB: MOR music; emphasis news & sports.

1. PERSONNEL
General Manager—Donald E. Cartwright.
2. REPRESENTATIVES
Jack Masla & Co., Inc
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w.; 590 kc. Directional—night only.
Operating schedule: 6:00 am-midnight. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
No. 11 Eff 12/1/74—Rec'd 11/15/74.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	24 ti	36 ti	48 ti
CLASS AA					
PER WK:					
1 min	4.85	4.35	4.10	3.80	3.50
30/15 sec	3.60	3.10	2.85	2.60	2.45
CLASS A					
1 min	4.45	4.15	3.85	3.55	3.30
30/15 sec	3.30	2.90	2.70	2.45	2.20

ADVANCE CONTRACT DISCOUNT
13 wk—5% 26 wk—10% 52 wk—20%

CENTERVILLE

Davis County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

KLAT
1957

Media Code 4 246 1200 0.00
Davis Broadcasting, Inc., Box 44, Bountiful, Utah 84010. Phone 801-295-5551.

1. PERSONNEL
General Manager—Clark Ronnow.
3. FACILITIES
1,000 w. days; 1600 kc.
Operating schedule: ———. MST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/73—Rec'd 12/3/73.
AA—Mon thru Sat 6-10 am & 3-6 pm.
A—Mon thru Sat 10 am-3 pm & 6 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 7 ti	AA 13 ti	AA 25-40	A 1 ti	A 7 ti	A 13 ti	A 25-40
1 MINUTE								
1 wk.	7.00	6.00	5.50	5.00	6.25	5.25	4.75	4.25
52 wk	6.00	5.00	4.50	4.00	5.25	4.25	3.75	3.25
30 SECONDS								
1 wk.	6.00	5.00	4.50	4.00	5.50	4.25	4.00	3.50
52 wk	5.00	4.00	3.50	3.00	4.50	3.25	3.00	2.50

10 sec: 50% of 1-min.

10. SPECIAL FEATURES

PER WK, 1 MIN:	1 ti	7 ti	13 ti	25-40
Ad Lib spots	10.50	10.00	9.00	8.00

DISCOUNT
13 wk—5% 26 wk—10%

DELTA

Millard County—May Location D-9
See SRDS consumer market map and data at beginning of the State.

KDLT
1974

Media Code 4 246 1250 5.00
Glen S. Gardner, Box 636, 74 S. Center St., Delta, Utah 84624. Phone 801-864-2797.

1. PERSONNEL
Program Director—Neil Forster.
2. REPRESENTATIVES
Aaron Bournstein Co.
3. FACILITIES
1,000 w.; 540 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15% time only.

TIME RATES
Eff——— Rec'd 5/29/75.

6. SPOT ANNOUNCEMENTS

PER YR:	25x	50x	100x	250x	500x	1000x	2000x
1 min	3.45	3.35	3.15	2.90	2.65	2.45	2.30
30 sec	2.42	2.36	2.22	2.03	1.86	1.72	1.61

20 sec: 60% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	3.20	2.95	2.75	2.55	2.40	2.30
30 sec	2.25	2.10	1.95	1.80	1.70	1.55
PER MO:	50 ti	100 ti	150 ti	200 ti	250 ti	300 ti
1 min	3.00	2.70	2.50	2.35	2.25	2.15
30 sec	2.10	1.90	1.75	1.65	1.57	1.50

LUCKY 7-11
7 ti per day, 30 sec, 11.00.
20 sec: 60% of 1-min.
Edited by Glen S. Gardner.

LOGAN (2 AM)

Cache County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KBLW
1967

NAB

Subscriber to the NAB Radio Code
Media Code 4 246 1300 6.00
Peoples Broadcasting Co., Inc., Box 526, 2nd North 810 West, Logan, Utah 84321. Phone 801-752-1390.

STATION'S PROGRAMMING DESCRIPTION
KRLW: General interest for adults/am; teenagers/pm.

1. PERSONNEL
Pres. & Gen'l Mgr.—Glacus O. Merrill.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Aaron Bournstein Co.
3. FACILITIES
1,000 w. days, 500 w. nights; 1390 kc. Directional nights.
Operating schedule: 5-1 am. MST.
4. AGENCY COMMISSION
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
No. 3 Eff 7/3/72—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

	1 ti	36 ti	72 ti
1 min	3.25	2.80	2.40
30 sec	2.45	2.15	1.75
10 sec	2.10	1.85	1.50

7. PACKAGE PLANS
A—Mon thru Sat 6:30 am & 4:30-6:30 pm.
B—All other times.

SATURATION PLAN

PER WK:	A 1 ti	A 36 ti	A 72 ti	B 1 ti	B 36 ti	B 72 ti
1 min	4.50	3.80	3.20	3.80	3.20	2.80
30 sec	4.00	3.00	2.80	3.50	3.00	2.60
10 sec	3.40	2.90	2.10	3.20	2.60	1.90

Edited by Glacus G. Merrill.

KVNU
1958

NAB

R A B

Subscriber to the NAB Radio Code
Media Code 4 246 1500 3.00
Cache Valley Broadcasting Company, Box 367, 1293 N. Main St., Logan, Utah 84321. Phone 801-752-5141.

STATION'S PROGRAMMING DESCRIPTION
KVNU: Programmed for general interest with emphasis on adults.

1. PERSONNEL
General Manager—Reed Bullen.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w. days; 1,000 w. nights; 610 kc.
Directional—nighttime only.
Operating schedule: 6-1 am. MST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 1/1/72—Rec'd 12/27/71.

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

SATURATION PLAN

	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
PER WK:					
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	4.60	4.50	4.10	3.75	3.50
10 sec	3.00	2.75	2.50	2.25	2.00
CLASS B					
1 min	4.80	4.50	4.10	3.75	3.50
30 sec	3.85	3.50	3.25	3.20	2.75
10 sec	2.80	2.25	2.05	1.85	1.70

MOAB

Grand County—Map Location H-9
See SRDS consumer market map and data at beginning of the State.

KURA
1957

Subscriber to the NAB Radio Code
Media Code 4 246 1800 7.00
Moab Broadcasting & Television Corp., 83 N. Main, Moab, Utah 84532. Phone 801-259-6161.

1. PERSONNEL
Pres. & Gen'l Mgr.—Mrs. Dixie L. Barker.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non directional.
Operating schedule: 6:30 am-10 pm. MST.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 7/1/74—Rec'd 9/26/74.

7. PACKAGE PLANS
A—Mon thru Sat 6-10 am, noon-1 pm, & 4-7 pm.
B—All other times.

SATURATION PLAN

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A					
1 min	2.00	1.90	1.80	1.70	1.60
30 sec	1.60	1.50	1.45	1.35	1.30
CLASS B					
1 min	1.80	1.70	1.60	1.50	1.40
30 sec	1.45	1.35	1.30	1.20	1.10

MURRAY

Salt Lake County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

See Salt Lake City
(including Murray)

OGDEN (4 AM; 1 FM)

Weber County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

KANN
1961

Subscriber to the NAB Radio Code
Media Code 4 246 2100 1.00
Golden Spike Broadcasting Corp., 2222 Washington Blvd., Ogden, Utah 84401. Phone 801-394-3433.

STATION'S PROGRAMMING DESCRIPTION
KANN: Programmed for general audience. Inspirational format, including music. NEWS: 5 min UP audio at 7, 8, 11 am, noon, 1, 2, 3, 4, 5 pm; 5 min local at 8:55, 9:55 am, 12:05, 4:05 pm. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
President—L. Richard Donald.
Vice-Pres. & Gen'l Mgr.—Michael R. Mickelson.
Program Director—Steve Harris.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days; 1090 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 5, 6a, 7b.
Rate Protection: 10g, 12a.
Basic Rates: 20b, 21a, 23a, 24b, 25c, 26, 27, 28b, 28c.
Contracts: 48.
Comb.: Cont Discounts: 60e, 60f.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 8/9/74.

6. SPOT ANNOUNCEMENTS

EA:	1x	26x	52x	104x	156x	260x	312x	624+
1 min	4.00	3.75	3.50	3.30	3.10	2.90	2.70	2.50
30 sec	3.25	3.00	2.75	2.60	2.45	2.30	2.10	1.90

7. PACKAGE PLANS

MAXIMUM IMPACT:	Total
6 1-min spots per day/Mon thru Sat	99
6 1-min spots per day/10 consec days	175
6 30-sec spots per day/Mon thru Sat	75
7 30-sec spots/10 consec days	140

10. SPECIAL FEATURES
NEWSCASTS AND FEATURES
2 5-min—1-1/2x 1-min. 11 1/4 hr—4x 1-min.
6 10-min—3x 1-min.
Edited by Michael R. Mickelson.

(Ogden continued on next page)

KLO

1924

Media Code 4 246 2400 5.00
Utah Radio, Inc., Box 1430, Ogden, Utah. 84401. Phone 801-731-1111.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard B. Wheeler.
Sales Manager—Robert L. Burch.
Treasurer—W. T. Layman.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1430 kc. Directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 25a, 26, 27, 28a, 28b, 28c, 29a, 29b, 32b.
Contracts: 40a, 41, 44a, 44b, 46, 48, 49.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b, 61c.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 40 Rev 2/15/71—Rec'd 2/1/71.

6. SPOT ANNOUNCEMENTS
A—Mon thru Sat 6-30-9 am & 4:30-6:30 pm.
B—All other times.

CLASS A PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.75	7.50	7.25
30 sec	6.00	5.75	5.50	5.25
10 sec	4.00	3.75	3.50	3.25
CLASS B				
1 min	7.00	6.75	6.50	6.25
30 sec	5.00	4.75	4.50	4.25
10 sec	3.50	3.25	3.00	2.75

6. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	55.00	53.00	51.00	49.00	47.00	45.00
5 min	19.25	18.55	17.85	17.15	16.45	15.75

KQPD (FM)

1964

Subscriber to the NAB Radio Code
Media Code 4 246 2550 7.00
Wasatch Broadcasting, Box 1756, Ogden, Utah 84402. Phone 801-773-7200.

STATION'S PROGRAMMING DESCRIPTION
KQI'D (FM): Programmed for adults.
MUSIC: standards showtunes, adult versions of selected contemporary songs. NEWS: 5 minutes or less at :60; weather hourly. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
Partner, Mgr., Nat'l Sales—Frank C. McIntyre.
Regional Sales Manager—Muriel Monros.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
ERP 96,400 w.; 101.9 mc. Stereo.
Operating schedule: 4:53-1:05 am. MST.
Antenna ht.: 39 ft. above average terrain.

4 AGENCY COMMISSION
15/0 time only; 30 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10f, 11f, 12f, 13f.
Basic Rates: 20a, 20b, 21a, 24a, 25c, 28b, 29a, 30, 33b.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 47e, 49, 51a.
Comb.; Cont. Discounts: 60a, 60i, 62a.
Cancellation: 70a, 70e.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 5/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	6.50	6.25	6.00	5.75	5.50
30/10 sec	5.50	5.25	5.00	4.75	4.50

10. SPECIAL FEATURES

PER WK:	1 ti	5 ti	10 ti
5-min newscasts	9.00	8.50	8.00

KSVN

1947

Media Code 4 246 2700 8.00
Weber Broadcasting Co., Inc., Box 9730, Ogden, Utah 84409. Phone 801-621-4730.

STATION'S PROGRAMMING DESCRIPTION
KSVN: Modern Country Western of present, interspersed with past. Contact Representative for further details. Rec'd 12/6/73.

1. PERSONNEL
General Manager—Fred C. Bond.
Operations Manager—Bruce B. Holland.
Sales Manager—Rex Greene.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1 000 w.; 730 kc. Non-directional.

4. AGENCY COMMISSION
15%; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 25c, 29a, 30, 33a.
Contracts: 40a, 41, 42d, 44a, 45, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 61a, 62a.
Cancellation: 70b, 70d, 71a, 72.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
No. 5A Eff 5/1/74—Rec'd 7/29/74.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 ti	AA 12 ti	AA 24 ti	AA 36 ti	A 1 ti	A 12 ti	A 24 ti	A 36 ti
1 min	4.00	3.50	3.00	2.50	3.75	3.25	2.75	2.25
15/30	3.50	3.00	2.50	2.00	3.25	2.75	2.25	1.75

Annual Plan contracted for in advance for 312, 624, 936 spots within 52-week period earns 12, 24, 36 time rate regardless of number of spots run in any 1 week. If contract not fulfilled, schedules adjusted to rate earned each week.

7. PACKAGE PLANS

PER WK, ROS:	50 ti	100 ti
1 min	111.50	200.00
30 sec	67.50	150.00

8. PROGRAM TIME RATES

PER WK, 13 WK MINIMUM:	1 ti	3 ti	6 ti
1/4 hr	16	15	14
10 min	12	11	10
5 min	8	7	6

Edited by Bruce Holland.

KVOG

1948

Subscriber to the NAB Radio Code
Media Code 4 246 3000 2.00
United Broadcasting Co., 1506 Gibson Ave., Ogden, Utah 84404. Phone 801-392-7535.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arch G. Webb.
Assistant Manager—David B. Affleck.

2. REPRESENTATIVES
East Coast—Bob Dore Associates.
Chicago—Walton Broadcasting Sales Corporation.
West Coast—Bill Dahlsten & Associates.

3. FACILITIES
1,000 w. days; 250 w. nights. 1490 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11b, 12c, 13c, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 32b, 33b.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 48, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60g, 60i, 61a, 62a.
Cancellation: 70a, 70d, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
Eff 12/1/71—Rec'd 11/8/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	157x	261x	1000+
1 min	5.25	5.00	4.75	4.50	4.25	4.00	3.75	3.00
30 sec	4.15	3.95	3.80	3.65	3.50	3.25	2.75	2.25

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	157x	261x
1 hr	65.00	62.50	60.00	57.50	55.00	45.00	35.00
1/2 hr	39.00	37.50	36.50	34.50	33.00	27.00	21.00
1/4 hr	23.50	22.50	22.00	20.75	19.80	16.20	12.60
5 min	9.50	9.00	8.75	8.30	7.90	6.50	5.75

PRICE

Carbon County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

KOAL

1936

Subscriber to the NAB Radio Code
Media Code 4 246 3300 6.00
Eastern Utah Broadcasting Co., Price, Utah, 84501. Phone 801-637-1167.

1. PERSONNEL
General Manager—Thomas B. Anderson.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0 net time.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 3/1/74—Rec'd 3/18/74.
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION SPOT PLAN

PER WK:	A 12 ti	A 18 ti	A 24 ti	A 30 ti	B 12 ti	B 18 ti	B 24 ti	B 30 ti
1 min	4.00	3.75	3.50	3.00	3.20	3.00	2.80	2.50
30 sec	3.20	3.00	2.80	2.50	2.55	2.40	2.25	2.00

Submitted by Thomas B. Anderson.

PROVO (3 AM; 1 FM)

Utah County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KEYY

1949

Subscriber to the NAB Radio Code
Media Code 4 246 3600 9.00
Mid-Utah Broadcasting Co., Drawer K, Provo, Utah 84601. Phone 801-373-2174.

1. PERSONNEL
General Manager—Larry Bell.
Sales Manager—Russell J. Heaton.
Program Director—Larson Bennett.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Aaron Bournstein Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/5; 10th of month; 10% cash in advance.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 11/1/74—Rec'd 1/20/75.

6. SPOT ANNOUNCEMENTS

YR:	1x	365x	730x	1095x	1460x	1825x	2190x
1 min	5.95	5.35	4.85	4.60	4.30	4.10	3.80
30 sec	5.00	4.50	3.90	3.65	3.35	3.15	2.85
10 sec	3.05	2.75	2.50	2.45	2.30	2.20	2.05

Prime time: Extra 20%.

7. PACKAGE PLANS

CON-TRACT:	Per mo 60 ti	Per mo 120 ti	Per mo 180 ti	Per mo 360 ti	Per wk 28 ti	Per wk 49 ti	Per wk 70 ti
1 min	5.40	5.10	4.80	4.60	5.30	4.95	4.75
30 sec	4.55	4.25	3.95	3.75	4.45	4.10	3.90
10 sec	2.80	2.50	2.20	2.00	2.70	2.35	2.15

Prime time: Extra 20%.
Edited by Larry Bell.

KFMC (FM)

1967

Media Code 4 246 3700 7.00
KFMC, Box 960, Provo, Utah 84601. Phone 801-521-9696.
Studios: Box 1019, Seventh South & State St., Salt Lake City, Utah 84100.
See affiliated AM station for additional information.
AM facilities, KOVO.

3. FACILITIES
ERP 32,000 w. (horiz. & vert.); 96.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.:—— ft. above average terrain.

TIME RATES
Eff 5/1/71—Rec'd 4/26/71.

6. SPOT ANNOUNCEMENTS
AA—Mon thru Sat 5-1 am. Specified times.
A—All other times.

PER WK, AA:	6 ti	12 ti	24 ti	36 ti
1 min	7.00	6.50	6.00	5.50
30 sec	5.00	4.75	4.50	4.00

7. PACKAGE PLANS

BTA:	6 ti	12 ti	24 ti	36 ti
1 min	5.50	5.00	4.50	4.00
30 sec	4.00	3.75	3.50	3.00

8. PROGRAM TIME RATES
A—Mon thru Sat 6-10 pm; Sun noon-10 pm.
B—All other times.

CLASS A	1x	13x	26x	52x	104x	156x	312x
1 hr	100	94	88	82	76	70	64
1/2 hr	50	47	44	41	38	35	32
CLASS B							
1 hr	80	74	68	62	56	50	44
1/2 hr	40	37	34	31	28	25	22

10. SPECIAL FEATURES
5-min local & national news—5 days per wk, per wk 110.00.

KIXX

1947

Subscriber to the NAB Radio Code
Media Code 4 246 3900 3.00
Mesa Broadcast Co., Box 1400, 1400 S. University Ave., Provo, Utah 84601. Phone 801-373-1400.

STATION'S PROGRAMMING DESCRIPTION
KIXX: Programmed for adults & young adults.
MUSIC: C & W. NEWS: network 5 min at :30. Local blocks at 7, 8, 12N & 5 pm. Swap shop 10-10:30 am M-F. SPORTS: live high school basketball & football. Pro basketball & baseball. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 4/5/73.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Bill C. Hart.
Sales Manager—John Langeliers.
Program Director—Bryce Rydalch.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 4a, 5, 6a, 7b.
Basic Rates: 21a, 21b, 24b, 25c, 33d.
Contracts: 40c, 47a, 51a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70d, 71b.
Affiliated with MBS.

TIME RATES
No. 5 Eff 10/1/74—Rec'd 11/1/74.
AAA—Mon thru Fri 6-9 am, 11:30 am-1:30 pm & 4-6 pm.
AA—Mon thru Fri 9-11:30 am, 1:30-4 pm & 6 pm-midnight; Sat & Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
1 ti	5.50	4.90	4.70	4.00
12 ti	4.70	4.00	4.10	3.40
24 ti	4.40	3.70	3.80	3.20
36 ti	4.20	3.50	3.60	3.00
48 ti	——	——	3.40	2.75
A. PER MO:			1 min	30 sec
Minimum 100 ti			2.60	2.00

15 sec: 50% of 1-min; combinable.

7. PACKAGE PLANS
Annual bulk contract, minimum 625 ti based on times per wk—deduct 15%.

8. PROGRAM TIME RATES

	1/2 hr	18 min	5 min
1 ti	16.50	14.00	10.50
3 ti	17.50	13.00	9.50
6 ti	16.50	12.00	8.50

10. SPECIAL FEATURES
CAROLYN'S PROGRAM

WKLY:	13 wk	26 wk	52 wk
2 ti	13.00	12.00	[illegible]
3 ti	12.00	10.00	[illegible]
5 ti	10.00	9.00	8.00

CONTRACT DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

KOVO

1939

Media Code 4 246 4200 7.00
KOVO, Inc., Box 960, Provo, Utah. 84601. Phone 801-373-8550.

1. PERSONNEL
General Manager—Gene Manning.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 960 kc.
Directional—night only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60i, 61a, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KFMC (FM).
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 6/1/72—Rec'd 6/6/72.

7. PACKAGE PLANS
A—Mon thru Sat 6-10 am & 3-7 pm.
B—All other times.

SATURATION PLAN

CLASS A PER WK:	12 ti	16 ti	24 ti	30 ti
1 min	8.00	7.75	7.50	7.25
30 sec	6.00	5.75	5.50	5.25
10 sec	4.00	3.75	3.50	3.25
CLASS B				
1 min	7.00	6.75	6.50	6.25
30 sec	5.00	4.75	4.50	4.25
10 sec	3.50	3.25	3.00	2.75

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1/2 hr	55.00	53.00	51.00	49.00	47.00	45.00
5 min	19.25	18.55	17.85	17.15	16.45	15.75

9. PARTICIPATING PROGRAMS
Cloud 96—Mon thru Sun 7 pm-midnight, 25-min sponsorship 90.00. Incl. open & close & 3 1-min spots.

10. SPECIAL FEATURES
5-min local & national news—5 days per wk, per wk 90.00.

RICHFIELD

Sevier County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

KSVC

1947

Subscriber to the NAB Radio Code
Media Code 4 246 4500 0.00
Sevier Valley Broadcasting Co., Box 848, Richfield, Utah. 84701. Phone 801-896-4456.

STATION'S PROGRAMMING DESCRIPTION
KSVC: MOB and Country Western.

1. PERSONNEL
Pres. & Gen'l Mgr.—James G. Clawson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
5,000 w. days; 950 kc.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1373 Eff——Rec'd 2/4/74.
AA—Mon thru Sat 6-9 am, noon-1 pm, 4-6 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	AA 1 ti	AA 12 ti	AA 24 ti	AA 36 ti	A 1 ti	A 12 ti	A 24 ti	A 36 ti
1 min	4.00	3.80	3.60	3.40	3.00	2.80	2.60	2.40
30 sec	3.40	3.20	3.00	2.80	2.40	2.20	2.00	1.80

Contracts in advance for 312/624/936 spots within 52-wk period earn 12/24/36 rate, regardless of number run in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

ST. GEORGE

Washington County—Map Location D-11

See SRDS consumer market map and data at beginning of the State

KDXU
1957

Subscriber to the NAB Radio Code
Media Code 4 246 4800 4.00

Julie P. Miner, Box K, St. George, Utah 84770. Phone 801-673-3579.

1. PERSONNEL
Gen'l Mgr. & Prog. Dir.—L. John Miner.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 5/1/75—Rec'd 7/31/75.
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER	A				B			
WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	4.50	4.25	4.00	3.75	4.00	3.75	3.50	3.25
30 sec	3.50	3.25	3.00	2.75	3.00	2.75	2.50	2.25
10 sec	2.75	2.50	2.25	2.00	2.25	2.00	1.75	1.50

DISCOUNT
26 wk—5% 52 wk—10%
26 wk any plan earns next lower rate; 52 wk earns second lower rate.
Submitted by L. John Miner.

KDXU-FM
1973

Media Code 4 246 4801 2.00

Julie P. Miner, Box K, 114 E. 100 N., St. George, Utah 84770. Phone 801-673-3579.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KDXU-FM: Programmed for adults.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.
Operating schedule: 8 am-11 pm. MST.
Antenna ht.: ——— ft. above average terrain.

5. GENERAL ADVERTISING: See coded regulations
Member: The Intermountain Network.

TIME RATES
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—All other times.

Rates are identical to KDXU. See that listing.

SALT LAKE CITY (11 AM; 7 FM)

(including Murray)

Salt Lake County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	48	35	42	30
B	34	30	34	27
C	33	30	33	25
D	31	27	29	20
AVERAGE	37	31	35	26

Salt Lake Metro Market Group
Intermountain Network

EASTMAN RADIO, INC.

Business office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.
Rates: See Intermountain Network under Regional Radio Networks and Groups.
Comprised of:
KALL—Salt Lake City KLO—Ogden
KOVO—Provo

KALL
1945
SALT LAKE CITY

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 246 5100 6.00
Communications Investment Corp., 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-364-3561.

STATION'S PROGRAMMING DESCRIPTION
KALL: Programmed for adults 18-49.
MUSIC: current MOR singles & albums hosted by 5 AIR PERSONALITIES. Aerial traffic reports mornings & afternoons. NEWS: 10 min local 7:30 am & 5:30 pm; 5-min local 8, 8:30 am, 12:30, 5 & 9:30 pm. Network at :60 all other times. SPORTS: 6:30 am & 5:05 pm. Major League Basketball play-by-play. Contact Representative for further details. Rec'd 12/4/72.

1. PERSONNEL
Executive Vice President—Homer K. Peterson.
Sta. & Sales Mgr.—Bennie L. Williams.
Nat'l Sls.—Charles Vais (E), Doug Wildfoerster (W.).

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 910 kc.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 23a, 28b, 28c, 29a, 32b.
Contracts: 40a, 41, 46 48.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i.
Cancellation: 71a, 70e.
Prod. Services: 82.
Affiliated with NBC.
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.
Member: The Intermountain Network.

TIME RATES
No. 71 Eff 10/1/73—Rec'd 10/2/73.
AAAA—Mon thru Sat 6-10 am.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 5-6 am, 10 am-3 pm & 7-11 pm; Sun 6 am-11 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAAA 1 min	AAAA (*)	AAA 1 min	AAA (*)	AA 1 min	AA (*)
6 ti	32	26	30	24	28	22
12 ti	31	25	29	23	27	21
18 ti	30	24	28	22	26	20
24+	29	23	27	21	25	19

(*) 30/10 sec.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
Mon thru Sun: 20% 6-10 am, 20% 3-7 pm, 30% 10 am-3 pm, 30% 7-11 pm.

PER WK:	10 ti	20 ti	30 ti
1 min	29.20	27.20	26.20
30 sec	23.20	21.20	20.20

10. SPECIAL FEATURES

5-MIN NEWSCASTS, PER WK:	AAAA	AAA	AA
2 ti	54	52	48
3 ti	53	51	47
5 ti	52	50	46
6 ti	51	49	45

KALL-FM
1968
SALT LAKE CITY

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 246 5101 6.00
Communications Investment Corp., 312 E. South Temple St., Salt Lake City, Utah 84111. Phone 801-364-3561.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KALL-FM: Programmed for adults 18 plus.
MUSIC: MOR, minimum talk. NEWS: 1 min local hourly; 5 min local 6:40 am & 4:40 pm; 5 min network at :40—6:40 am-7:40 pm. Weather at :20. SPORTS: Major League basketball play-by-play. Contact Representative for further details. Rec'd 11/15/71.

3. FACILITIES
ERP 24,000 w.; 94.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 3,030 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Affiliated with Eastman Radio Network.

TIME RATES
No. 41 Eff 10/1/73—Rec'd 10/2/73.
AAAA—Mon thru Sat 6-10 am & 3-7 pm.
AAA—Mon thru Sat 5-6 am, 10 am-3 pm & 7-11 pm; Sun 7 am-11 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAAA 6 ti	AAAA 12 ti	AAAA 18 ti	AAAA 24 ti	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti
1 min	15	13	12	11	13	11	10	9
(*)	13	11	10	9	11	9	8	7

(*) 20/30 sec.
50% discount on FM when sold in combination with AM.

KCPX
1922
SALT LAKE CITY

KATZ RADIO

NAB

Subscriber to the NAB Radio Code
Media Code 4 246 5400 2.00
Screen Gems Stations, Inc., 1760 Fremont Dr., Salt Lake City, Utah 84104. Phone 801-486-3392.

STATION'S PROGRAMMING DESCRIPTION
KCPX: Programmed for mass appeal.
MUSIC: today's top hits, up-coming releases, select album cuts & golden sounds. AIR PERSONALITIES. NEWS: 5-minutes at :55 & at 7:25 & 8:25 am. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 8/15/74.

1. PERSONNEL
Vice-Pres. & Mgr.—William E. Wright.
General Sales Manager—Bruce Cummings.
Program Director—Gary Wooly Waldron.

2. REPRESENTATIVES
Katz Radio.

2. FACILITIES
5,000 w., 1320 kc. Directional—same pattern da, and night.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 14a, 15b, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 28b, 28c, 32b
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61e.
Cancellation: 70c, 71a.
Prod. Services: 82.
Affiliated with Katz Radio Network.

TIME RATES
No. 38 Eff 4/15/75—Rec'd 4/7/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	34	33	32	31
AA	31	30	29	28
A	28	27	26	25

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Cross-combinable with FM for discount purposes.

KCPX-FM
1947
SALT LAKE CITY

NAB

Subscriber to the NAB Radio Code
Media Code 4 246 5401 0.00
Screen Gems Stations, Inc., 1760 Fremont Dr., Salt Lake City, Utah 84104. Phone 801-486-3392.
See affiliated AM station for additional information.

1. PERSONNEL
News & Production—Joe Lee.

3. FACILITIES
ERP 27,000 w. (horiz.), 27,000 w. (vert.); 98.7 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 2,932 ft. above average terrain.

TIME RATES
No. 3 Eff 4/15/75—Rec'd 4/7/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sun 6 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN/LESS:	6 ti	12 ti	18 ti	24 ti
AAA	16	15	14	13
AA	13	12	11	10
A	11	10	9	8

Cross-combinable with AM for discount purposes.

KLUB
1938
SALT LAKE CITY

NAB

Subscriber to the NAB Radio Code
Media Code 4 246 5701 3.00
KLUB Broadcasting Div. of Carman Corp., Box 389, 1550 W. 22nd N., Salt Lake City, Utah 84110. Phone 801-359-7794.

STATION'S PROGRAMMING DESCRIPTION
KLUB: Programmed for adults & young adults.
MUSIC: general popular, old and new standards, showtimes, light classics. Accent on strings. Sets announced at conclusion. NEWS: every hour; expanded news in traffic periods. Farm and sports in regular newscasts. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 4/5/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frank C. Carman.
Vice-Pres. & Sta. Mgr.—Harold D. Collipriest.
Vice-Pres. & Nat'l Sales Mgr.—Allan A. Thomas.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 570 kc. Directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 net time. Bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 27, 28a, 29a, 32b.
Contracts: 40a, 44a, 44b, 45, 46, 48, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70e, 71a, 73a.
Prod. Services: 81, 82.

TIME RATES
Eff 12/31/74—Rec'd 1/13/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	34	28	30	24	20	16
18 ti	32	26	28	22	18	14
24 ti	30	24	26	20	16	12

10 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/2AA, 1/6A

WKLY. EA:	6 ti	12 ti	18 ti	24 ti
1 min	29	28	27	25
30 sec	23	22	21	20

10. SPECIAL FEATURES
5 MINUTE NEWSCASTS—GUARANTEED

PER WK. EA:	1 ti	3 ti	6 ti	12 ti
AAA	50	47	43	40
All other times	40	38	34	32

NEWSCAST & SPOT DISCOUNT
52 wk—10%

FOR SEVEN YEARS
THE DOMINANT* STATION
IN 25+ ADULTS *ARB Oct-Nov '74
Ask McGavren-Guild
KLUB-AM/FM

KLUB-FM
1961
SALT LAKE CITY

NAB

KLUB Broadcasting Div. of Carman Corp., Box 389, 1550 W. 22nd N., Salt Lake City, Utah 84110 Phone 801-359-7794.
See affiliated AM station for additional information

STATION'S PROGRAMMING DESCRIPTION
KLUB-FM: Programmed for adults and young adults.
MUSIC: general popular, old & new standards, showtunes, light classics, accent on strings. NEWS: headline hourly from 5-8 am at :30. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 4/5/73.

1. PERSONNEL
Station Manager—F. R. Robinson, Jr.
Program Director—Paul Coburn.

3. FACILITIES
ERP 13,000 w. (horiz.), 13,000 w. (vert.); 97.1 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 3,650 ft. above average terrain.

TIME RATES
Eff 12/31/74—Rec'd 1/13/75.
AA—Mon thru Sun 10 am-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	AA 6 ti	AA 12 ti	AA 18 ti	A 6 ti	A 12 ti	A 18 ti
1 min	15	14	13	9	8	7
30 sec	12	11	10	7	6	5

50% discount on FM only when sold in combination with AM.

KMOR
1948
MURRAY

NAB

Subscriber to the NAB Radio Code
Media Code 4 246 6000 9.00
Seagull Enterprises, Inc., 4984 S. 360 W., Murray, Utah 84107. Phone 801-266-4418.

1. PERSONNEL
President—Charles R. Sadler.
Vice-Pres. & Gen'l Mgr.—Jay Gardner.
Sales Manager—Ray Peterson.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 25a, 26, 28b, 28c, 30, 32b.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60a, 60e, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
No. 101 Eff 12/1/74—Rec'd 2/4/75.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7-11 pm.
A—11 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK. FIXED:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	6.00	5.00	5.00	4.00	4.00	3.00
11 ti	5.50	4.50	4.50	3.50	3.50	2.50
21 ti	5.00	4.00	4.00	3.00	—	—
21+	—	—	—	—	3.00	2.00
31+	4.50	3.50	3.50	2.50	—	—

PER WK, ROS:	1 ti	11 ti	21 ti	31+
1 min	4.75	4.25	3.75	3.25
30 sec	3.75	3.25	2.75	2.25

10 sec, ROS: 50% of 1-min (minimum 100 ti per mo).

EXTENDED DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES
NEWS/SPORTS/CLASSIFIED/VIEWPOINT/CHANGE OF PACE

PER WK:	5 ti	10 ti	15 ti	20 ti
1 min	9.00	8.00	7.00	6.00
30 sec	7.50	6.50	5.50	4.50

SPANISH

PER MO:	1 ti	7 ti	14 ti	21+
1 min	6.50	6.00	5.50	5.00
30 sec	5.50	5.00	4.50	4.00

10 sec: 50% of 1-min.

(Salt Lake City continued on next page)

KNAK

1943
SALT LAKE CITY

Media Code 4 246 6300 3.00
Granite District Radio Broadcasting Co., 1042 S. 6th West, Salt Lake City, Utah. 84104. Phone 801-364-3685.

1. PERSONNEL
President—Arthur P. Williams.
General Manager—Jerold W. Johnson.
Sales Manager—Clyde L. Anderson.

2. REPRESENTATIVES
Avery-Knodel, Inc.

3. FACILITIES
5,000 w. days; 500 w. nights; 1280 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 22a, 24b, 29a, 30.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60d, 60e.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff———Rec'd 8/5/74.
I—Mon thru Sat 6-9 am & 3-7 pm.
II—Mon thru Sat 9 am-3 pm & 7-10 pm.
III—Mon thru Sat 5-6 am & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 16 ti	I 24 ti	II 1 ti	II 12 ti	II 16 ti	II 24 ti
1 min	12.50	10.00	8.50	7.50	10.25	8.50	7.50	6.25
30 sec	10.00	8.00	7.00	6.00	8.50	7.00	6.00	5.00
10 sec	6.00	5.00	4.25	3.75	5.00	4.25	3.75	3.25

	III
1 min	8.00 7.00 6.25 5.75
30 sec	6.50 5.50 5.00 4.50
10 sec	4.00 3.50 3.75 3.25

7. PACKAGE PLANS
PER WK, EA: 1 min
30 ti (15I, 10II, 5III) 5.50
15 ti (8I, 5II, 2III) 7.00
10 ti (4I, 4II, 2III) 8.50
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min news—1-1/2x 1-min.
Incl open, close plus 1-min spot.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

Submitted by Jerold W. Johnson.

KRGO

1956
SALT LAKE CITY
Subscriber to the NAB Radio Code

Media Code 4 246 6375 5.00
Group Communications, Inc., 5065 W. 21st S., Salt Lake City, Utah 84120. Phone 801-299-3449.

STATION'S PROGRAMMING DESCRIPTION
KRGO: MUSIC: 100% country. Rec'd 12/3/71.

1. PERSONNEL
Vice-Pres., Gen'l & Sta. Mgr.—Gene Guthrie.

3. FACILITIES
10,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3c, 3d, 4a, 4c, 5, 6a, 8.
Rate Protection: 10c, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 21a, 21b, 22a.
Contracts: 40a, 41, 44a, 44b, 46.
Cancellation: 70b, 70d, 71b, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 2/1/70—Rec'd 2/6/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	312x
1 min	11.00	10.75	10.50	10.25	9.75	9.00
30 sec	8.50	8.25	8.00	7.75	7.25	6.50
10 sec	6.00	5.75	5.50	5.25	4.75	4.25

7. PACKAGE PLANS

PER WK, 1 MIN:	1 wk	13 wk	26 wk	52 wk
7 ti	10.00	9.50	9.00	8.50
14 ti	9.50	9.00	8.50	8.00
21 ti	8.50	8.00	7.50	7.00
PER YR:		500x	1000x	2000x
1 min		8.00	7.50	6.50

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Edited by Gene Guthrie.

KRSP

1967
SALT LAKE CITY

Media Code 4 246 6450 6.00
Holiday Broadcasting Co., Box 7760, 1130 W. 5200 S., Salt Lake City, Utah 84107. Phone 801-262-5541.

STATION'S PROGRAMMING DESCRIPTION
KRSP: Contemporary music, played 3-in-a-row.
NEWS: at :12. Contact Representative for further details. Rec'd 3/18/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ralph J. Carlson.
Program Director—Alan D. Hague.
News Director—Bob Moon.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
10,000 w.; 1060 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4c, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11c, 12g, 13g, 14g, 15b.
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 26, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 41, 42a, 42c, 44b, 45, 46, 47a, 47c, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62b, 62c, 62d.
Cancellation: 70a, 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Tobacco advertising not acceptable.
Affiliated with MBS.

TIME RATES
AM/FM COMBINATION
No. 6-A Eff 4/1/73—Rec'd 4/17/73.
A—6-9 am & 3:30-6:30 pm.
B—9 am-3:30 pm & 6:30 pm-midnight.

7. PACKAGE PLANS
WEEKLY—30%A, 70%B

EA:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti	49 ti	70 ti
1 min	25.00	24.50	24.00	23.50	23.00	22.50	22.00	21.50
30 sec	18.00	17.50	17.00	16.50	16.00	15.50	15.00	14.50

10 sec: 60% of 1-min.
Guaranteed times, extra 20%.

KRSP-FM

1968
SALT LAKE CITY

NAFMB

Media Code 4 246 6451 4.00
Holiday Broadcasting Co., 1130 West 5200 S., Salt Lake City, Utah 84107. Phone 801-262-5541.
See affiliated AM station for additional information.

3. FACILITIES
Eff' 100,000 w.; 103.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 110 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Sold in combination with KRSP. See that listing for rates.

KSL RADIO WEST 1160
1922
SALT LAKE CITY

Bonneville International Corporation

AVCO RADIO SALES

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 246 6600 6.00
KSL, Inc., Broadcast House, Salt Lake City, Utah 84111. Phone 801-524-2500. TELEX 3812.

STATION'S PROGRAMMING DESCRIPTION
KSL: Programmed for 18+ adult audience.
MUSIC: MOR. FARM: 5:35-6 am, M-Sat. Personality 6-10 am, Local news at 6, 7, 7:45, 8:30 am, M-Sat. Network news at 6:30, 8, 9, 10 am, M-Sat. Local/network news hourly 10 am-5 pm, M-Sat; Farm features 12:15-12:45 pm. Local news at 5 pm. Personalities 6-10 am; 10 am-2 pm; 2-6 pm; 6 pm-12M, Mon-Sun; Tele/talk show M-F, 9-10 pm. SPORTS: U. 7 man local news team. Full time Farm broadcaster. Contact Representative for further details. Rec'd 4/2/73.

1. PERSONNEL
Sta. & Gen'l Sales Mgr.—Dean Lindsay.
Program Director—Florien Wineriter.
Dir. of Adv. & Prom.—A. Lee Pocock.

2. REPRESENTATIVES
Avco Radio Sales.
Bob Hix Co., Inc.

3. FACILITIES
50,000 w.; 1160 kc. Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 12a, 14a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.
Contracts: 40c, 44a, 44b, 46, 47a, 49, 50, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 81, 82.

RATE PROTECTION
Rates quoted herein guaranteed for period of 13 weeks from effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.
Affiliated with CBS.
Affiliated with Avco Group Plan.

TIME RATES
AM/FM COMBINATION
No. 2 Eff 2/1/74—Rec'd 1/25/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sun 5:30-6 am; Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

7. PACKAGE PLANS
SECTION I—WEEKLY FREQUENCY PLANS—
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	156x	312x	520x	780x	1040x
AAA	65	60	55	50	---
AA	56	53	50	47	44
A	47	44	41	38	35
B	25	23	21	19	17

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Fixed position: earned rate plus 10%.
AM only: Less 20%.

SECTION II—CONVERTIBLE DEBENTURE PLANS
PER WK, 1 MIN:
6 ti (2AAA, 2AA, 2A) 300
12 ti (3AAA, 3AA, 3A, 3B) 480
18 ti (5AAA, 5AA, 5A, 3B) 675
24 ti (6AAA, 6AA, 6A, 6B) 840
30 ti (8AAA, 8AA, 8A, 6B) 975
ROS within time class. FM not convertible; no further discounts.
Fixed position: earned rate plus 10%.

CONVERSION
Higher to lower: 2 AAA and/or AA spots equal 3 A, 2 A spots equal 3 B. Lower to higher: 3 B spots equal 2 A, 3 A spots equal 2 AAA and/or AA. Combinability: Sec I, in designated class, may be added to Sec II at applicable rates; fully convertible. Transfer: Sec II advertisers may transfer, before conversion, to Sec I any time during contract yr at earned Sec I rates on non-retroactive basis for balance of contract yr.

8. PROGRAM TIME RATES
SECTION III—AM ONLY

	1x	26x	52x	104x	156x	312x
CLASS AAA						
1/4 hr	130	128	126	122	122	120
10 min	98	96	94	92	90	88
5 min	72	71	70	69	68	67
CLASS AA						
1/4 hr	108	106	104	102	100	98
10 min	82	80	78	76	74	72
5 min	60	59	58	57	56	55
CLASS A						
1/4 hr	91	89	87	85	83	81
10 min	68	66	64	62	60	58
5 min	50	49	48	47	46	45
CLASS B						
1/4 hr	72	71	70	69	68	67
10 min	48	47	46	45	44	43
5 min	35	34	33	32	31	30

Combinable with each other only.

10. SPECIAL FEATURES
News & musical transcription library charges, incl newscaster & announcer; commissionable:

	1/4 hr	10 min	5 min
Talent charge	20	15	10

Fact sheet ad-lib com'l delivery, extra 10%.
Edited by Lee Pocock.

KSL-FM

1947
SALT LAKE CITY

Bonneville International Corporation

AVCO RADIO SALES

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 246 6601 4.00
KSL, Inc., Broadcast House, Salt Lake City, Utah 84111. Phone 801-524-2600.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSL-FM: Programmed for adults.
MUSIC: 52-min of MOR per hour. NEWS: 5-min every alternate :55. COMMERCIAL POLICY: 8 commercials maximum per hour, 2 per quarter hour. Contact Representative for further details. Rec'd 7/14/72.

1. PERSONNEL
General Manager—Raymond W. Fritsch.
Program Director—Michael C. Peterson.
Local Sales Manager—Craig Hanson.

3. FACILITIES
Eff' 13,000 w.; 100.3 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.; 3,650 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Avco Group Plan.
Sold in combination with KSL. See that listing for rates.

TIME RATES
30% of applicable Class A AM/FM combination rate.

KSOP

1955
SALT LAKE CITY

Country Music

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 246 6900 6.00
KSOP, Inc., Box 15669, Salt Lake City, Utah 84115. Phone 801-484-4435.

STATION'S PROGRAMMING DESCRIPTION
KSOP: Programmed for adults.
MUSIC: country. NEWS: at :30. Simulcast commercial clusters, 6 times an hour, 2 min maximum. Contact Representative for further details. Rec'd 2/8/74.

1. PERSONNEL
Pres. & Nat'l Sales Mgr.—M. H. Hilton.
General Manager—Greg Hilton.
Sta. & Local Sales Mgr.—Richard Pexton.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
Denver—John L. McGuire, Inc.

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 32b, 33c.
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with ATA Radio Network.

TIME RATES
Eff———Rec'd 8/5/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—All other times.

7. PACKAGE PLANS
1 MINUTE

PER WK:	AAA 1 wk	AAA 13 wk	AAA 40 wk	AAA 52 wk	AA 1 wk	AA 13 wk	AA 40 wk	AA 52 wk
6 ti	15.00	14.50	14.00	13.50	13.00	12.75	12.50	12.25
12 ti	14.50	14.00	13.50	13.00	12.75	12.50	12.25	12.00
18 ti	14.00	13.50	13.00	12.50	12.50	12.25	12.00	11.75
24 ti	13.50	13.00	12.50	12.00	12.25	12.00	11.75	11.50
36 ti	13.00	12.50	12.00	11.50	12.00	11.75	11.50	11.25

	A
6 ti	11.00 10.75 10.50 10.25
12 ti	10.75 10.50 10.25 10.00
18 ti	10.50 10.25 10.00 9.75
24 ti	10.25 10.00 9.75 9.50
36 ti	10.00 9.75 9.50 9.25

30 sec/less: 80% of 1-min.
10 sec/less: 50% of 1-min.
Flights need not be consecutive to earn wks used within yr discounts. AAA, AA, A combinable for discounts. Min, 20 sec & 30 sec spots combinable for discounts with 2 30-sec or 2 20-sec spots counting as 1-min. 10-sec do not earn discounts for min or sta brks.

10. SPECIAL FEATURES
5-min News/Features—1-1/2x 1-min.
Edited by Greg Hilton.

KSOP-FM

1964
SALT LAKE CITY

NAB RAB

Media Code 4 246 6901 8.00
KSOP, Inc., Box 15588, 2320 S. 1300 West, Salt Lake City, Utah. 84115. Phone 801-484-4435.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KSOP-FM: see KSOP for programming.

3. FACILITIES
EBP maximum power; 104.3 mc.
Operating schedule: 24 hours a day. MST.
Antenna ht.: 3,650 ft. above average terrain.

TIME RATES
Rates are identical to KSOP. See that listing.

KSXX

1960
SALT LAKE CITY

NAB RAB

Media Code 4 246 7200 4.00
D & B Broadcasting Co., 364 S. State St., Salt Lake City, Utah 84111. Phone 801-355-6233.

STATION'S PROGRAMMING DESCRIPTION
KSXX: NEWS & CONVERSATION, programmed to adults 25-55.
Non-stop news, complete with weather, sports coverage. TALK/tele with personality. Contact Representative for further details. Rec'd 6/4/73.

1. PERSONNEL
President—Starley D. Bush.
Vice-Pres. & Sta. Mgr.—Paul R. Droubay.
News Director—Bill Terry.

2. REPRESENTATIVES
Aaron Bournstein Co.

3. FACILITIES
1,000 w.; 630 kc. Directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a 21b, 21d, 22a, 23b, 24a, 24b, 24c, 25a, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42d, 44a, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60d, 60i, 61c, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
No. 17 Eff 1/1/75—Rec'd 11/21/74.

7. PACKAGE PLANS
DAYTIME CONVERSATION—MON THRU FRI
10 AM-7 PM

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11	10
30 sec	11	10	9	8	7
WEEKENDS—SAT & SUN ALL DAY					
1 min	12	11	10	9	8
30 sec	9	8	7	6	5

10. SPECIAL FEATURES
NEWS/TRAFFIC—MON THRU FRI 6-10 AM

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	15	14	13	12	11
30 sec	12	11	10	9	8

Submitted by Donna J. Rigby.

(Salt Lake City continued on next page)

Salt Lake City—Continued

KWHO

1955

SALT LAKE CITY

Media Code 4 246 7500 7.00

Reese C. Anderson, 512 E. 2nd St., South, Salt Lake City, Utah. 84102. Phone 801-322-5819.

STATION'S PROGRAMMING DESCRIPTION

KWHO: Programmed for adults.
Sign-on-9 am, light classical music, news, weather, time, business news. 9-9:15 am, community news and announcements. 9:15-noon, classical music, symphonies, tone poems, concertos, suites. Noon-12:12 pm news. 12:15-2 pm, popular orchestral music, news. 2-4 pm, classical music, symphonies, quartets, ballets, concertos, sonatas, news. 4 pm-sign-off, light classics, news, weather, time, guest interviews. NEWS: local, national, international at :55, 15 min newscasts at noon & 6 pm. Foreign language programming; Spanish 1 hour per week. German 1 hour per week. Rec'd 4/2/69.

1. PERSONNEL
Owner & Manager—Reese C. Anderson.

2. FACILITIES
1,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15%, 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12i, 13a, 14i, 15a, 15b, 15c, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 32a.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60b, 60g, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.
Prod. Services: 81, 82.

TIME RATES

Eff 3/30/73—Rec'd 5/3/73.

7. PACKAGE PLANS

PER YR:	1x	78x	151x	251x	351+
1 min	3.75	3.65	3.55	3.40	3.25
30 sec	2.75	2.65	2.55	2.40	2.25
10 sec	2.10	2.00	1.90	1.75	1.60

PER MO:	100 tl	201 tl	301+
1 min	3.30	3.15	3.00
30 sec	2.35	2.20	2.35
10 sec	1.80	1.65	1.50

PER WK:	25 tl	51 tl	76-100
1 min	3.45	3.40	3.35
30 sec	2.50	2.45	2.40
10 sec	2.00	1.95	1.90

KWHO-FM

1965

SALT LAKE CITY

Media Code 4 246 7501 5.00

Reese C. Anderson, dba Radio Station KWHO-FM, 512 E. 2nd South, Salt Lake City, Utah 84102. Phone 801-322-5819.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

KWHO-FM: MUSIC: solid gold rock & roll. Rec'd 11/29/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Reese C. Anderson.
Program Director—John G. Dehnel.

2. FACILITIES
ERP 37,000 w.; 92.3 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 283 ft. above average terrain.

TIME RATES

Eff 3/30/73—Rec'd 5/3/73

7. PACKAGE PLANS

PER YR:	1x	76x	151x	251x	351+
1 min	3.50	3.40	3.30	3.15	3.00
30 sec	2.50	2.40	2.30	2.15	2.00
10 sec	2.00	1.90	1.80	1.65	1.50

PER MO:	100 tl	201 tl	301+
1 min	3.05	2.90	2.75
30 sec	2.15	2.00	1.85
10 sec	1.80	1.65	1.50

PER WK:	25 tl	51 tl	76-100
1 min	3.20	3.15	3.10
30 sec	2.30	2.25	2.20
10 sec	1.90	1.85	1.80

SPANISH FORK (1 AM; 1 FM)

Utah County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

KONI

1960

RAB

Media Code 4 246 8100 5.00

Pioneer Broadcasting Co., Box 379, Spanish Fork, Utah 84660. Phone 801-489-5166.

STATION'S PROGRAMMING DESCRIPTION

KONI: Western music; UPI audio news.

1. PERSONNEL
Pres. & Gen'l Mgr.—George K. Culbertson.

2. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast see KONI-FM.

4. AGENCY COMMISSION
15/2 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 8 Eff 11/1/74—Rec'd 10/7/74.

6. SPOT ANNOUNCEMENTS

PER YR:	25x	50x	100x	250x	500x	1000x	2000x
1 min	4.25	4.00	3.75	3.40	3.20	2.95	2.70
30 sec	3.00	2.80	2.63	2.38	2.24	2.07	1.89
10 sec	2.13	2.00	1.88	1.70	1.60	1.48	1.35

Minute, 30- & 10-sec spots combinable to earn frequency discounts.

7. PACKAGE PLANS

WK:	10 tl	20 tl	30 tl	40 tl	50 tl	60 tl	70 tl
1 min	3.85	3.45	3.20	3.05	2.90	2.80	2.70
30 sec	2.70	2.40	2.25	2.15	2.05	1.95	1.90
10 sec	1.93	1.73	1.60	1.53	1.45	1.40	1.35

PER MO:	50 tl	100 tl	150 tl	200 tl	250 tl	300 tl
1 min	3.65	3.25	3.00	2.85	2.70	2.60
30 sec	2.55	2.28	2.10	2.00	1.90	1.82
10 sec	1.83	1.62	1.50	1.42	1.35	1.30

KONI-FM

1967

RAB

Media Code 4 246 8101 3.00

Pioneer Broadcasting Co., Box 379, Spanish Fork, Utah 84660. Phone 801-489-5166.
See affiliated AM station for additional information.

2. FACILITIES
ERP 220 w. (horiz.), 220 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 5 am-10 pm. MST.
Antenna ht.: 920 ft. above average terrain.
Partial simulcast operation. Operated separately 5-6 am & local sunset-10 pm. For simulcast facilities see KONI.

TIME RATES

Rates are identical to KONI. See that listing.

TOOELE

Tooele County—Map Location O-6
See SRDS consumer market map and data at beginning of the State.

KDYL

1956

Subscriber to the NAB Radio Code

Media Code 4 246 8400 9.00

Tooele County Radio & Television Broadcasting Co., Box 490, Tooele, Utah 84074. Phone 801-882-1441.

1. PERSONNEL
Pres. & Gen'l Mgr.—Wendell Winegar.

2. REPRESENTATIVES
Jack Masia & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. MST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES

No. W-1 Eff 6/1/71—Rec'd 10/6/71.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 tl	12 tl	24 tl	36 tl
1 min	3.50	3.00	2.70	2.20
30 sec	2.50	2.00	1.70	1.22
10 sec	2.00	1.50	1.00	.70

ANNUAL PLAN

Advertisers contracting in advance for 312/624/936 spots within a 52-wk period will earn the 12/24/36 plan rate, regardless of number of spots run in any one wk. In event contract is not fulfilled, schedules will be adjusted to rate earned each wk.

VERNAL

Uintah County—Map Location H-7
See SRDS consumer market map and data at beginning of the State.

KVEL

1946

NAB

Subscriber to the NAB Radio Code

Media Code 4 246 8700 2.00

Uintah Broadcasting & Television Co., Inc., Box 307, N. Manila Hwy., Vernal, Utah 84078. Phones 801-789-0920, 722-4920.

STATION'S PROGRAMMING DESCRIPTION

KVEL: MOR music. News, market & weather reports.

1. PERSONNEL
General Manager—J. C. Wallentine.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w. days; 920 kc. Non-directional.
Operating schedule. 6 am-local sunset. MST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

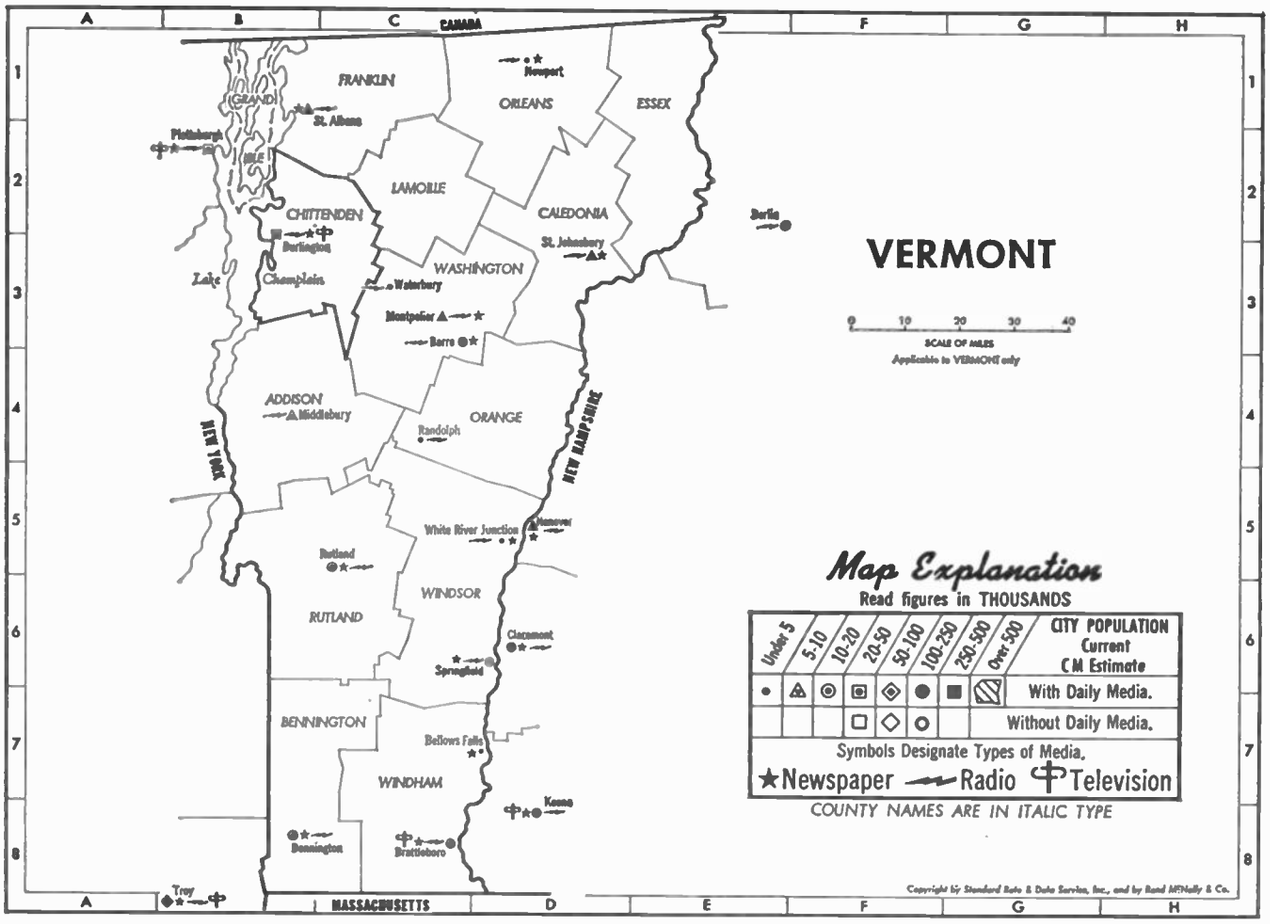
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES

Eff 7/1/74—Rec'd 2/4/75.

6. SPOT ANNOUNCEMENTS

	1x	5x	25x	50x	100+
1 min	4.00	3.75	3.50	3.35	3.00
30 sec	3.20	3.00	2.85	2.65	2.50
15 sec	2.75	2.50	2.20	2.00	1.90



VERMONT

Negro Population Data

(January 1, 1975)

STATE TOTAL.....	788	Burlington	355
METRO AREAS		Total Metros.....	355

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Burlington—Chittenden Montpelier—Washington

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
VERMONT STATE TOTALS.....	464.0	148.90	1,795,601	12,059	7.1	17.5	13.2	27.5	27.8	1,161,158	7,798	259,898	25,762	126,529	37,088	39,686	196,990	93,068	220.93	44.2	236,306
ADDISON B-4.....	25.8	7.59	99,539	13,114	8.3	18.4	12.7	26.8	27.5	52,411	6,905	11,475	1,561	1,759	903	639	9,252	4,523	11.37	5.3	46,924
BENNINGTON B-7.....	30.5	10.38	124,366	11,981	7.3	15.7	13.5	28.3	27.9	82,944	7,991	18,764	1,735	4,710	3,753	3,487	12,333	6,568	15.74	.8	5,953
CALEDONIA D-2.....	22.6	7.68	80,090	10,428	9.0	21.1	15.0	25.9	20.9	61,897	8,060	12,536	1,155	10,075	2,664	1,591	11,003	4,893	10.73	2.5	14,079
CHITTENDEN B-2.....	108.2	32.54	440,650	13,542	5.6	13.7	11.6	29.1	35.1	284,184	8,733	62,510	5,253	46,097	10,229	9,580	40,436	18,936	46.11	4.2	21,357
Burlington.....	39.8	12.63	160,022	12,670	.....	.....	.....	.....	.....	154,034	12,196	23,730	4,141	31,066	8,024	7,213	25,278	7,963	.....	.....	.....
Burlington Metro Area (county basis).....	108.2	32.54	440,650	13,542	5.6	13.7	11.6	29.1	35.1	284,184	8,733	62,510	5,253	46,097	10,229	9,580	40,436	18,936	46.11	.....	.....
ESSEX E-1.....	5.4	1.76	17,454	9,917	9.2	17.9	15.9	26.1	18.3	5,631	3,199	1,650	362	462	.....	84	229	433	2.30	1.4	4,107
FRANKLIN C-1†	32.0	10.14	123,274	12,157	8.8	18.8	13.1	24.2	26.8	68,472	6,753	16,535	1,703	4,999	2,410	2,672	12,883	5,234	13.22	6.9	41,774
GRAND ISLE B-1.....	3.6	1.17	14,155	12,098	7.9	16.5	14.3	27.7	26.5	6,205	5,303	1,452	.....	593	.....	98	538	487	1.76	1.4	5,157
LAMOILLE C-2.....	14.1	4.47	58,821	13,159	7.1	17.8	12.1	26.0	29.9	32,589	7,291	7,057	828	1,901	770	1,000	4,898	3,490	7.58	2.2	8,491
ORANGE D-4.....	18.0	5.76	65,452	11,363	9.6	23.5	13.8	23.0	22.4	36,212	6,287	7,474	1,290	1,668	417	749	6,429	2,747	8.78	3.6	14,917
ORLEANS D-1.....	20.3	6.56	65,836	10,036	11.2	21.5	15.2	23.9	19.5	54,532	8,313	11,643	1,192	6,382	1,024	1,342	10,227	3,385	9.30	6.7	24,467
RUTLAND C-6.....	54.6	17.67	202,478	11,459	7.2	19.7	14.0	27.4	24.2	161,671	9,149	34,747	3,443	20,908	5,212	5,432	31,830	11,996	26.22	3.1	17,516
WASHINGTON C-3.....	49.6	15.90	187,238	11,776	5.6	17.5	14.2	28.4	27.8	120,447	7,575	26,883	3,098	14,250	3,806	6,551	21,946	10,421	24.35	1.4	10,986
Montpelier.....	9.5	3.40	40,738	11,982	.....	.....	.....	.....	.....	33,315	9,799	6,211	899	1,094	1,414	914	2,128	3,324	.....	.....	.....
WINDHAM C-7.....	34.4	11.76	132,870	11,298	7.1	17.6	13.4	27.9	26.7	90,483	7,694	22,156	1,897	7,505	3,545	2,288	12,343	8,922	18.44	1.2	10,346
WINDSOR C-6.....	44.9	15.52	183,378	11,816	6.2	14.2	13.5	30.1	29.0	103,480	6,668	25,016	2,245	5,220	2,355	4,173	22,643	11,033	25.03	3.5	10,232

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

VERMONT

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

BARRE-MONTPELIER

(2 AM; 1 FM)

Washington County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WORK (FM)

BARRE
1974

NAB RAB

Media Code 4 247 6795 8.00
Radio Barre, Inc., Box 1, Jacques St., Barre, Vt. 05641. Phone 802-476-4168.
See affiliated AM station for additional information
AM facilities: WSNO.

STATION'S PROGRAMMING DESCRIPTION
WORK (FM): Programmed for young adults 18-34.

3. FACILITIES
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 410 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 6/1/74—Rec'd 6/18/74.

6. SPOT ANNOUNCEMENTS
BOG—6 AM-2 AM

PER DAY:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
			52 WEEKS			
1 min	3.75	3.60	3.45	3.30	3.15	3.00
30 sec	2.65	2.50	2.40	2.30	2.20	2.10
15 sec	1.90	1.85	1.75	1.70	1.60	1.50
			26 WEEKS			
1 min	4.30	4.15	4.00	3.80	3.65	3.45
30 sec	3.00	2.90	2.80	2.65	2.55	2.40
15 sec	2.15	2.10	2.00	1.90	1.85	1.75
			13 WEEKS			
1 min	4.70	4.50	4.30	4.15	3.95	3.75
30 sec	3.30	3.15	3.00	2.90	2.75	2.65
15 sec	2.35	2.25	2.15	2.10	2.00	1.90

3 ALTERNATE DAYS PER WK:	52 wk	26 wk	13 wk
1 min	4.00	4.60	5.00
30 sec	2.80	3.25	3.50
15 sec	2.00	2.30	2.50

Fixed position: Extra 20%.

7. PACKAGE PLANS

PER WK, EA:	1 min Open	1 min 52 wk	30 sec Open	30 sec 52 wk
5 ti	5.50	4.15	3.85	2.90
7 ti	5.35	4.00	3.80	2.85
10 ti	5.20	3.90	3.70	2.75
14 ti	5.00	3.75	3.60	2.65
21 ti	4.80	3.60	3.40	2.55
28 ti	4.60	3.45	3.25	2.45
35 ti	4.40	3.30	3.10	2.35
50 ti	4.20	3.15	2.95	2.20
75 ti	4.00	3.00	2.80	2.10
100 ti	3.80	2.85	2.65	2.00

Edited by Alan H. Noyes.

WSKI

1947
MONTPELIER

NAB

Subscriber to the NAB Radio Code
Media Code 4 247 1060 6.00
The Green Mt. Broadcasting Co., Inc., 94 Main St., Montpelier, Vt. 05602. Phone 802-223-5275. TWX 802-223-5275.
Other Studio—14 N. Main St., Barre, Vt. Phone 802-476-5221.

STATION'S PROGRAMMING DESCRIPTION
WSKI: Programmed for general interest.

1. PERSONNEL
Pres. & Gen. Mgr.—Daniel B. Ruggles, III.

2. REPRESENTATIVES
Market 4 Radio.
New England—Creed Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6-12:05 am. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
Eff 7/1/68—Rec'd 5/17/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	6.75	6.50	6.25	6.00	5.75	5.50

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.50	6.00	5.50	5.00	4.50
30 sec	5.50	5.00	4.50	4.00	3.50

WSNO

1959
BARRE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 247 1590 2.00
Radio Barre, Inc., Box 1, Barre, Vt. 05641. Phone 802-476-4168.

STATION'S PROGRAMMING DESCRIPTION
WSNO: Programmed for general audiences.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Alan H. Noyes.

2. REPRESENTATIVES
New England—Northeastern Spot Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WORK (FM).
Affiliated with CBS.

TIME RATES
Eff————Rec'd 7/31/72.

7. PACKAGE PLANS

WK:	5 ti	7 ti	10 ti	14 ti	21 ti	28 ti	35 ti	50 ti
1 min	5.00	4.80	4.60	4.40	4.20	4.00	3.80	3.60
30 sec	3.50	3.40	3.25	3.10	2.95	2.80	2.65	2.50

Edited by Alan H. Noyes.

BENNINGTON

Bennington County—Map Location B-7
See SRDS consumer market map and data at beginning of the State.

WBTN

1953

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 247 2120 7.00
Catamount Broadcasters, Inc., Box 560, Harwood Hill, U. S. Route 7, Bennington, Vt. 05201. Phone 802-442-6321.

1. PERSONNEL
Pres. & Sta. Mgr.—(Mrs.) Belva C. Keyworth.

2. REPRESENTATIVES
Boston—Nona Kirby Co., Inc.

3. FACILITIES
1,000 w.; 1370 kc. Non-directional.
Operating schedule: 6:30 am-6:30 pm weekdays; 9:00 am-6:30 pm Sun. EST. DST.

4. AGENCY COMMISSION
15% on time charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective January 1, 1961. (Card No. 3.)
Card received March 6, 1961.

6. SPOT ANNOUNCEMENTS
1 minute or less:

1 time	6.00	104 times	5.00
12 times	5.75	156 times	4.75
26 times	5.50	312 times	4.50
52 times	5.25	1,000 times	4.25

7. PACKAGE PLANS
(Maximum of 4 changes in copy per week)
1 minute or less:

40 per week	176.00	80 per week	228.00
25 per week	125.00		

BRATTLEBORO (2 AM)

Windham County—Map Location C-7
See SRDS consumer market map and data at beginning of the State.

WKVT

1959

NAB

Subscriber to the NAB Radio Code
Media Code 4 247 2650 3.00
Radio Brattleboro, Inc., Box 318, William & Larkin Sts., Brattleboro, Vt. 05301. Phone 802-254-2342.

STATION'S PROGRAMMING DESCRIPTION
WKVT: Programmed for mass audience appeal.

1. PERSONNEL
Pres. & Gen'l Mgr.—David E. Parnigoni.

2. REPRESENTATIVES
PRO/Meeker Radio.
New England—Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30-12:15 am. EST.

4. AGENCY COMMISSION
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with CBS.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 4/1/75—Rec'd 3/28/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 ti	1 min 12 ti	1 min 24 ti	1 min 36 ti	30 sec 6 ti	30 sec 12 ti	30 sec 24 ti	30 sec 36 ti
1 wk	7.00	6.35	5.65	4.95	5.65	5.05	4.55	3.95
4 wk	6.70	6.05	5.35	4.70	5.35	4.80	4.30	3.75
13 wk	6.35	4.70	5.05	4.45	5.05	4.55	4.05	3.55
26 wk	6.00	5.40	4.80	4.20	4.80	4.30	3.80	3.35
52 wk	5.30	4.75	4.25	3.70	4.25	3.80	3.40	2.95

10 sec: 60% of 1-min.
ROS: 6 am-8 pm.
6-9 am & 3-6 pm, extra .75.
After 8 pm, less 40%.

7. PACKAGE PLANS

BULK:	312x	520x	1000x
1 min	4.40	4.05	3.35
30 sec	3.00	3.25	2.70

10 sec: 60% of 1-min.

10. SPECIAL FEATURES

	104x	156x	260x	312x
5-min newscast	9.40	8.25	7.65	7.00

WTSA

1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 247 3180 0.00
Southern Vermont Broadcasters, Box 819, Putney Rd. Brattleboro, Vt. 05301. Phone 802-254-4577.

STATION'S PROGRAMMING DESCRIPTION
WTSA: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—John K. Healy.

2. REPRESENTATIVES
Meeker Radio, Inc.
Boston—New England Spot Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 18 hr. daily. EST.

4. AGENCY COMMISSION
15% time charges only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective ————.
Rates received February 19, 1965.
Class AAA — 6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.
Class AA—9:00 am-4:00 pm Mon thru Sat; 6:00 am-7:00 pm Sun.
Class A—All other times.

6. SPOT ANNOUNCEMENTS

	Class AAA	Class AA	Class A
1 ti	7.50	6.50	3.75
52 ti	7.00	6.00	3.50
104 ti	6.50	5.50	3.25
156 ti	6.00	5.00	3.00
260 ti	5.50	4.50	2.75
520 ti	5.00	4.00	2.50

7. PACKAGE PLANS
WEEKLY SATURATION ANNOUNCEMENT PLANS

PER WK:	Class AAA ea	Class AAA tot	Class AA ea	Class AA tot	Class A ea	Class A tot
12 ti	6.00	72.00	5.00	60.00	2.00	36.00
16 ti	5.50	99.00	4.50	81.00	2.75	49.50
24 ti	5.00	120.00	4.00	96.00	2.50	60.00

Saturation packages may be cross-combined to earn numerical frequency. Not subject to retroactive discounts.
30/20 seconds—80% of 1-minute rate.
10 seconds—50% of 1-minute rate.

BURLINGTON (3 AM; 2 FM)

Chittenden County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

WDOT

1954

Mort Bassett & Co., Inc.

NAB

Subscriber to the NAB Radio Code
Media Code 4 247 3710 4.00
Hunter Broadcasting, Inc., 395 College St., Burlington, Vt. 05401. Phone 802-862-5776.

1. PERSONNEL
Pres. & Gen'l Mgr.—William A. Hunter.
Commercial Manager—Daniel Shannon.

2. REPRESENTATIVES
Mort Bassett & Co., Inc.
Boston—Northeastern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24b, 24c, 25c, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47c, 48, 49, 51a.
Comb.: Cont. Discounts: 60a, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 11/1/72—Rec'd 10/2/72.
AA—Daily 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	14	13	12	11	10
A	12	11	10	9	8

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT
52 wk—10%.

WEZF (FM)

1969

NAFMB

Media Code 4 247 3975 2.00
International Television Corp., Box 22, Burlington, Vt. 05401. Phone 802-655-3663.

STATION'S PROGRAMMING DESCRIPTION
WEZF (FM): Programmed for adults.
MUSIC: MOR current hits & standards. NEWS: 2-min capsules at :58 with additional capsules at 12:30, 5:30 & 6:30 pm; 5-min news, sports & weather at 7, 7:30, 8, 8:30, 8:55 am. Contact Representative for further details. Rec'd 7/31/75.

1. PERSONNEL
General Manager—John R. Hughes.
General Sales Manager—Daniel S. Bradley.
Station Manager—William Arnold.

2. REPRESENTATIVES
New England—Creed Associates, Inc.

3. FACILITIES
Eff' 36.000 w.; 92.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2.703 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 20b, 21a, 21b, 21c, 22a, 23a, 24c, 25a, 25b, 25c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 51c.
Comb.: Cont. Discounts: 60f, 61a.
Cancellation: 70c, 71a, 73a.
Prod. Services: 80, 81, 82.
TV facilities: WEZF-TV.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 7/5/74.
I—Mon thru Sun 6 am-7 pm.
II—Mon thru Sun 7 pm-midnight.
III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: / PER YR:	1x	6 ti 300x	12 ti 500x	18 ti 750x	24 ti 1000x
		SECTION I			
1 min	13.00	12.00	11.00	10.00	8.00
30 sec	8.00	7.50	7.00	6.50	6.00
		SECTION II			
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00
		SECTION III			
1 min	3.50	3.00	2.75	2.25	2.00
30 sec	2.50	2.25	2.00	1.75	1.50

10 sec: 60% of 1-min.

10. SPECIAL FEATURES
5-min news—2 30-sec spots, 2x 1-min rate.
Edited by John R. Hughes.

WJOY

1962

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 247 4240 1.00
Vermont Broadcasting Corp., Joy Dr., South Burlington, Vt. 05401. Phone 802-658-1230.

STATION'S PROGRAMMING DESCRIPTION
WJOY: Programmed for adults.
MUSIC: current hits & standards, MOR emphasis. NEWS: network & local 8-min at :60. News block 12N-12:30 pm with weather & sports; 5:30-6:30 pm with local news, weather, sports, commentary from network. Local news department & mobile unit. SPORTS: 6:30-7:30 pm tele/talk show, Major League baseball, football, hockey, basketball; college football, hockey-carried live. Program policy hold M-Sat, with break on Sun for show music 9-10 am. Remotes for openings, fairs, news. Contact Representative for further details. Rec'd 12/6/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Frank A. Balch.
Sales Manager—Vincent J. D'Acuti.

2. REPRESENTATIVES
PRO/Meeker Radio.
Boston—Kettell-Carter, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on net time charges.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.
Basic Rates: 21a, 21b, 23a, 24c, 25a, 26, 29a, 33a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b.
Cancellation: 71a, 73a.
FM facilities: WQCR (FM).
Affiliated with CBS.

TIME RATES
No. 15 Eff 6/1/72—Rec'd 5/3/72.
AA—Mon thru Sat 6-10 am; Mon thru Fri 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
PER WK:

	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	12.00	11.00	10.00	9.00	8.50	8.00	7.50	7.00
30 sec	9.60	8.80	8.00	7.20	6.80	6.40	6.00	5.60

10 sec: 50% of 1-min.

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

WQCR (FM)

1962

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 247 4505 7.00
Vermont Broadcasting Corp., Box 927, Joy Dr., South Burlington, Vt. 05401. Phone 802-658-1230.
See affiliated AM station for additional information.
AM facilities: WJOY.

STATION'S PROGRAMMING DESCRIPTION
WQCR (FM): Programmed for young adults 18-34.
MUSIC: rock. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 3/4/75.

2. FACILITIES
ERP 33,000 w.; 98.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 310 ft. above average terrain.

(This listing continued on next page)

TIME RATES
No. Q-1 Eff 2/1/75—Rec'd 5/30/75.
AA—10 am-7 pm.
A—6-10 am & 7 pm-midnight.
B—midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK. RO8:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
5 ti	7.50	6.00	3.70	5.65	4.50	2.80
10 ti	7.00	5.25	3.50	5.30	3.95	2.65
20 ti	6.80	5.00	3.40	5.10	3.75	2.55
30 ti	6.00	4.65	3.00	4.50	3.50	2.25
40 ti	5.25	4.00	2.60	3.95	3.00	1.95

Fixed: Extra 10%.

DISCOUNT
26 wk—5% 52 wk—10%

7. PACKAGE PLANS
BULK SATURATION PLAN

	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
150 x	6.80	5.30	5.00	3.95	3.40	2.65
300 x	6.00	4.50	4.65	3.50	3.00	2.25
500 x	5.25	3.95	4.00	3.00	2.60	1.95

Edited by Frank A. Balch.

WVMT
1922

NAB RAB

A Goldman Group Station
Subscriber to the NAB Radio Code

Media Code 4 247 4770 7.00
Vermont Radio, Inc., Box 1044, Burlington, Vt. 05401. Phone 802-655-1620.

STATION'S PROGRAMMING DESCRIPTION
WVMT: Programmed for adults.
MUSIC: middle-of-the-road singles and new albums.
NEWS: 7 local newscasts per day, plus network news on hour. 2 hour open mike telephone and guest show M-F at noon. 1 hr. open mike at 9 am. SPORTS: World Series, All Star Game, national professional football, 70 local schoolboy football and basketball. Agriculture: farm and home show 5:30-6 am. Dairy report 6:30 am. Public information and store opening remotes. Contact Representative for further details. Rec'd 8/1/75.

1. PERSONNEL
President—Simon Goldman.
Vice-Pres. & Gen'l Mgr.—George Cameron.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Eckels & Queen, Inc.

3. FACILITIES
5,000 w.; 620 kc. Directional—separate patterns day and night.
Operating schedule: 5:30-12:10 am. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a.
Affiliated with NBC.

TIME RATES
Eff 1/1/68—Rec'd 1/22/68
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-6 pm.
A—Mon thru Fri 10 am-3 pm & 6-7 pm; Sat & Sun 6 am-7 pm.
B—Daily 7 pm-6 am.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	AAA	AA	A	B
1 ti	12.00	10.00	8.50	7.00
10 ti	11.00	9.00	7.50	6.00
20 ti	10.00	8.00	6.50	5.00
30+	9.00	7.00	5.50	4.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

DISCOUNTS
26 wk in 52 wk—5% 52 consec wk—10%

MIDDLEBURY
Addison County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

WFAD
1966

Media Code 4 247 5300 2.00
Addison Broadcasting, Inc., Box 1490, Middlebury, Vt. 05753. Phone 802-388-2400.

STATION'S PROGRAMMING DESCRIPTION
WFAD: Programmed for general interest.

1. PERSONNEL
Pres. & Sales Mgr.—Timothy F. Buskey.

2. REPRESENTATIVES
Boston—New England Spot Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0. Payable monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
No. 8 Eff 2/1/70—Rec'd 1/12/70.

6. SPOT ANNOUNCEMENTS

	1x	50x	100x	150x	200x	250x	500x
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	55	105	150	190	225
30 sec	45	85	120	150	175

Must be used within 7 days.

MONTPELIER
Washington County—Map Location C-3
See SRDS consumer market map and data at beginning of the State

See Barre-Montpelier

NEWPORT
Orleans County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

WIKE
1952

Subscriber to the NAB Radio Code

Media Code 4 247 5800 1.00
Memphremagog Broadcasting Co., Inc., Box 377 Newport, Vt. 05855. Phone 802-334-6521.

STATION'S PROGRAMMING DESCRIPTION
WIKE: Programmed for general interest.

1. PERSONNEL
Station Manager—Roger E. Strobridge.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England—New England Spot Sales.
Canada—Andy McDermott Sales Ltd

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
Eff————Rec'd 1/14/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.75	5.50	5.30	5.10	4.90	4.65
30 sec	5.00	4.75	4.50	4.30	4.10	3.90	3.65

7. PACKAGE PLANS

PER WK:	12 ti	20 ti	30 ti	40 ti
1 min	63	100	(*)	180
30 sec	54	85	120	150
10 sec	42	65	90	110

(*) 142.50.

RANDOLPH
Orange County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WCVR
1968

NAB

Subscriber to the NAB Radio Code

Media Code 4 247 6100 5.00
Central Vermont Radio Corp., Box 1320, Randolph, Vt. 05060. Phone 802-728-3326.

STATION'S PROGRAMMING DESCRIPTION
WCVR: Programmed for mass appeal.

1. PERSONNEL
General Manager—Ted Nixon.

2. REPRESENTATIVES
Eckels & Queen, Inc.
New York—Michael Fulford Company, Inc.

3. FACILITIES
1,000 w.; 1320 kc.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15% time only: monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 8/1/71—Rec'd 12/6/71.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	520x	1040x
1 min	5.00	4.85	4.70	4.20	3.60	3.10
30 sec	4.00	3.90	3.70	3.20	2.80	2.40
15 sec	3.00	2.90	2.70	2.20	2.00	1.70

7. PACKAGE PLANS
SATURATION PACKAGE

PER WK:	1 min 10 ti	1 min 20 ti	1 min 30 ti	1 min 50 ti	30 sec 10 ti	30 sec 20 ti	30 sec 30 ti	30 sec 50 ti
1 wk	4.60	4.20	4.00	3.60	3.50	3.30	3.00	2.70
14 wk	4.10	3.90	3.70	3.40	3.25	3.00	2.70	2.10
27 wk	3.85	3.60	3.50	3.15	3.00	2.75	2.40	2.00
52 wk	3.60	3.40	3.25	2.90	2.80	2.40	2.00	1.80

15 sec: 70% of 30-sec.

10. SPECIAL FEATURES
5-min Newscast 6.90
3-min Weather, Sports, News 5.50

RUTLAND (2 AM; 2 FM)
Rutland County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WHWB
1949

NAB

Subscriber to the NAB Radio Code

Media Code 4 247 6360 5.00
Central Vermont Broadcasting Corp., Box 591, West Proctor Rd., Rutland, Vt. 05701. Phone 802-773-3315.

STATION'S PROGRAMMING DESCRIPTION
WHWB: Programmed for general interest.

1. PERSONNEL
Treas. & Gen'l Mgr.—Frank E. McCormack.

2. REPRESENTATIVES
Gill Perna, Inc.
New England—New England Spot Sales, Inc.

3. FACILITIES
1000 w. days; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-12:15 pm. For non-simulcast facilities see WHWB-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff————Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.50	7.00	6.50	6.00	5.50	5.00
20/30 sec	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	3.75	3.50	3.25	3.00	2.75	2.50

CUMMULATIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%
Minimum 6 spots per wk.

WHWB-FM
1971

NAB

Subscriber to the NAB Radio Code

Media Code 4 247 6361 3.00
Central Vermont Broadcasting Corp., Box 518, W. Proctor Rd., Rutland, Vt. 05701. Phone 802-773-3315.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WHWB-FM: Programmed for general interest.

3. FACILITIES
ERP 50,000 w., 98.1 mc.
Operating schedule: 6-12:05 am daily. EST.
Antenna ht.: 295 ft. below average terrain.
Partial simulcast operation. Operated separately 12:15 pm-midnight. For simulcast facilities see WHWB.

TIME RATES
Rates are identical to WHWB. See that listing

WRUT
1974

NAB RAB

A Goldman Group Station
Subscriber to the NAB Radio Code

Media Code 4 247 6625 1.00
Vermont Radio, Inc., Box 249, Door Dr., Rutland, Vt. 05701. Phone 802-775-5597.
See affiliatd AM station for additional information.
AM facilities: WSYB.

3. FACILITIES
ERP 830 w. (horiz.), 830 w. (vert.); 97.1 mc.
Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 2,580 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.
Member: Farm Radio Network.

TIME RATES
Eff ————Rec'd 2/26/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.50	7.00	6.50	6.00	5.50	5.00
20/30 sec	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	3.75	3.50	3.25	3.00	2.75	2.50

WSYB
1930

NAB RAB

A Goldman Group Station
Subscriber to the NAB Radio Code

Media Code 4 247 6890 1.00
Vermont Radio, Inc., Dorr Dr., Rutland, Vt. 05701. Phone 802-775-5597.

STATION'S PROGRAMMING DESCRIPTION
WSYB: Programmed for mass appeal.

1. PERSONNEL
General Manager—Ralph Smith.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Boston—Eckels & Queen, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1380 kc.
Directional—nighttime only.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15/0 time only: payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
FM facilities: WRUT.
Affiliated with NBC.
Member: Farm Radio Network.

TIME RATES
Eff————Rec'd 3/6/73.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-6 pm.
A—Mon thru Fri 10 am-3 pm & 6-7 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	10 ti	20 ti	30+
AAA	10.50	9.50	8.50	7.50
AA	8.50	7.50	6.50	5.50
A	7.50	6.50	5.50	4.50
B	6.00	5.00	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

DISCOUNT
26 wk in 52 wk—5% 52 consec wk—10%

VERMONT

ST. ALBANS (1 AM; 1 FM)
Franklin County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

WWSR
1941

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 247 7420 6.00
Radio St. Albans, Inc., Box 270, St. Albans, Vt. 05478. Phone 802-524-2133.

STATION'S PROGRAMMING DESCRIPTION
WWSR: Programmed for adults.

1. PERSONNEL
General Manager—Robert I. Kimel.

2. REPRESENTATIVES
McGavren-Guild, Inc.
New England—Northeastern Spot Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/2/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x
1 min	6.00	5.90	5.80	5.70	5.60	5.25
30 sec	5.05	5.00	4.95	4.85	4.75	4.55
20 sec	4.20	4.15	4.10	4.05	3.95	3.75
10 sec	3.15	3.10	3.05	3.00	2.90	2.70

7. PACKAGE PLANS

PER WK:	5 ti	7 ti	10 ti	14 ti	21 ti
1 min	6.00	5.80	5.60	5.40	5.20
30 sec	5.05	4.95	4.75	4.60	4.40
	28 ti	35 ti	50 ti	75 ti	100 ti
1 min	5.00	4.80	4.60	4.45	4.25
30 sec	4.20	4.10	3.90	3.80	3.60

WWSR-FM
1970

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 247 7421 4.00
Radio St. Albans, Inc. Box 270, Swanton Rd., St. Albans, Vt. 05478. Phone 802-524-2133.

STATION'S PROGRAMMING DESCRIPTION
WWSR-FM: Programmed for adults 18-49.
MUSIC: hit parade. Blend of top current & past hits & current top 40. NEWS: 4 min hourly plus 1/2-hour block at beginning & end of broadcast day. COMMERCIAL POLICY: 2-min commercial clusters 4x each hour, maximum 8 commercial minutes per hour. Occasional specials: golden weekends, syndicated specials & features. Contact Representative for further details. Rec'd 6/24/74.

1. PERSONNEL
Station Manager—John O. Kimel.
Sales Manager—Donald E. Tessier.
Operations Manager—John H. Shaefer.

2. REPRESENTATIVES
McGavren-Guild, Inc.
New England—Northeastern Spot Sales, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.
Stereo.
Operating schedule: 5:30-2:30 am. EST.
Antenna ht.: 215 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 28b, 28c.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.: Cont. Discounts: 60f, 62d.
Cancellation: 71a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/2/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	312x	624x	1000x
1 min	6.00	5.90	5.80	5.70	5.60	5.25	5.00	4.75
30 sec	5.05	5.00	4.95	4.85	4.75	4.55	4.20	4.00
10 sec	3.15	3.10	3.05	3.00	2.90	2.70	2.45	2.25

7. PACKAGE PLANS

PER WK:	5x	7x	10x	14x	21x	28x	35x	50x
1 min	6.00	5.80	5.60	5.40	5.20	5.00	4.80	4.60
30 sec	5.05	4.95	4.75	4.60	4.40	4.20	4.10	3.90 (D)

ST. JOHNSBURY
Caledonia County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

WTWN
1949

NAB

Subscriber to the NAB Radio Code

Media Code 4 247 7950 2.00
Twin State Broadcasters, Inc., Box 249, Concord Ave., St. Johnsbury, Vt. 05819. Phone 802-748-2344.

STATION'S PROGRAMMING DESCRIPTION
WTWN: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—E. Dean Finney.

(This listing continued on next page)

VERMONT

St. Johnsbury—W T W N—Continued

2. REPRESENTATIVES
Jack Masla & Co., Inc.
New England Spot Sales.
Canada—Andy McDermott Sales, Ltd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-11:30 pm. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS.

TIME RATES
Eff————Rec'd 1/14/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.75	5.50	5.30	5.10	4.90	4.65
30 sec	5.00	4.75	4.50	4.30	4.10	3.90	3.65

7. PACKAGE PLANS

PER WK:	12 ti	20 ti	30 ti	40 ti
1 min	63	100	(*)	180
30 sec	54	85	120	150
10 sec	42	65	90	110

(*) 142.50.

SPRINGFIELD (1 AM; 1 FM)

Windsor County—Map Location C-6

See SRDS consumer market map and data at beginning of the State.

W C F R

1954

NAB R A B

Media Code 4 247 8480 9.00
New England Broadcasting Corp., Box 800, Springfield, Vt. 05156. Phone 802-885-4555.

STATION'S PROGRAMMING DESCRIPTION
WCFR: Programmed for adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Scott R. McQueen.

2. REPRESENTATIVES
Michael Fulford Company, Inc.
New England—Eckels & Queen, Inc.

3. FACILITIES
5,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset, EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCFR-FM.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
Eff————Rec'd 12/9/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x	520x	1040x
1 min	7.15	6.60	6.05	5.50	5.25	4.95	4.40
30 sec	4.95	4.60	4.25	3.85	3.65	3.45	3.30
10 sec	3.60	3.30	3.00	2.75	2.65	2.50	2.20

6-9 am, noon-1 pm & 3:36-6:30 pm, extra 10%.

7. PACKAGE PLANS

SATURATION PLAN

	1 wk		4 wk		13 wk	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
20 ti	6.60	4.62	5.50	3.85	4.95	3.45
30 ti	6.05	4.25	5.23	3.65	4.40	3.30

WEEKEND PLAN

	30 ti	60 ti	120+
1 min	5.50	5.00	4.50
30 sec	3.85	3.45	3.30

W C F R-FM

NAB R A B

Media Code 4 247 8481 7.00
Connecticut Valley Broadcasting Co., Inc., Box 800, Craigue Hill, Springfield, Vt. 05156. Phone 802-885-4555.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 1,024.5 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCFR.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Rates are identical to WCFR. See that listing.

WATERBURY

Washington County—Map Location C-3

See SRDS consumer market map and data at beginning of the State

W D E V

1931

NAB

Media Code 4 247 9010 3.00
Radio Vermont, Inc., 9 Stowe St., Waterbury, Vt. 05676. Phone 802-244-7321; Montpelier, Vt.

STATION'S PROGRAMMING DESCRIPTION
WDEV: Programmed for general interest.

1. PERSONNEL
Manager—Craig S. Parker.

2. REPRESENTATIVES
The Devney Organization, Inc.
Boston—Kettell-Carter, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 550 kc.
Directional—separate patterns, day and night.
Operating schedule: 5:00 am-midnight. EST.

4. AGENCY COMMISSION
15% on net time.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Rates effective January 1, 1949.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	100x	300x
1 min/Sta brk	8.00	7.60	7.20	6.80	6.40	6.00

WHITE RIVER JUNCTION

(1 AM; 1 FM)

Plus 1 paid Cross Reference.
Windsor County—Map Location C-6

See SRDS consumer market map and data at beginning of the State.

W N H V — W N H V-FM

1959 — 1969

NAB

Subscriber to the NAB Radio Code

Media Code 4 247 9540 9.00
New Hampshire-Vermont Broadcasting Corp., Box 910, White River Junction, Vt. 05001. Phone 802-295-3093.
Other office: W. Lebanon Rd., Lebanon, N. H. 03766. Phone 603-448-1400.

STATION'S PROGRAMMING DESCRIPTION
WNHV: MOR music, country block in afternoon.
WNHV-FM: general popular & light classical music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Rex Marshall.

2. REPRESENTATIVES
New York—Michael Fulford Company, Inc.
Boston—Eckels & Queen, Inc.

3. FACILITIES
1,000 w. days; 910 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 76 ft. below average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network

TIME RATES
No. 9 Eff 4/1/74—Rec'd 3/5/74.
AAA—Mon thru Sat 6-9 am & 3:30-7 pm.
AA—Mon thru Sat 9 am-3:30 pm.
A—Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	13x	52x	156x	260x	520x
CLASS AAA					
1 min	9.20	8.60	7.90	7.50	6.90
30 sec	7.35	6.90	6.30	6.00	5.50
10 sec	5.50	5.15	4.75	4.50	4.15
CLASS AA					
1 min	8.60	7.90	7.20	6.90	6.30
30 sec	6.90	6.30	5.75	5.50	5.05
10 sec	5.15	4.75	4.30	4.15	3.80
CLASS A					
1 min	6.80	6.30	5.70	5.40	5.00
30 sec	5.45	5.05	4.55	4.30	4.00
10 sec	4.10	3.80	3.40	3.25	3.00

7. PACKAGE PLANS

DRIVETIME—MON THRU SAT—50% AM, 50% PM

WITHIN 1 WK:	12 ti	18 ti	24 ti	36 ti
1 min	8.00	7.50	7.00	6.55
30 sec	6.40	6.00	5.60	5.25
10 sec	4.80	4.50	4.20	3.95

SPOT PLAN—ROS—6 AM-7 PM

WITHIN 1 WK:				
1 min	6.70	6.35	6.00	5.70

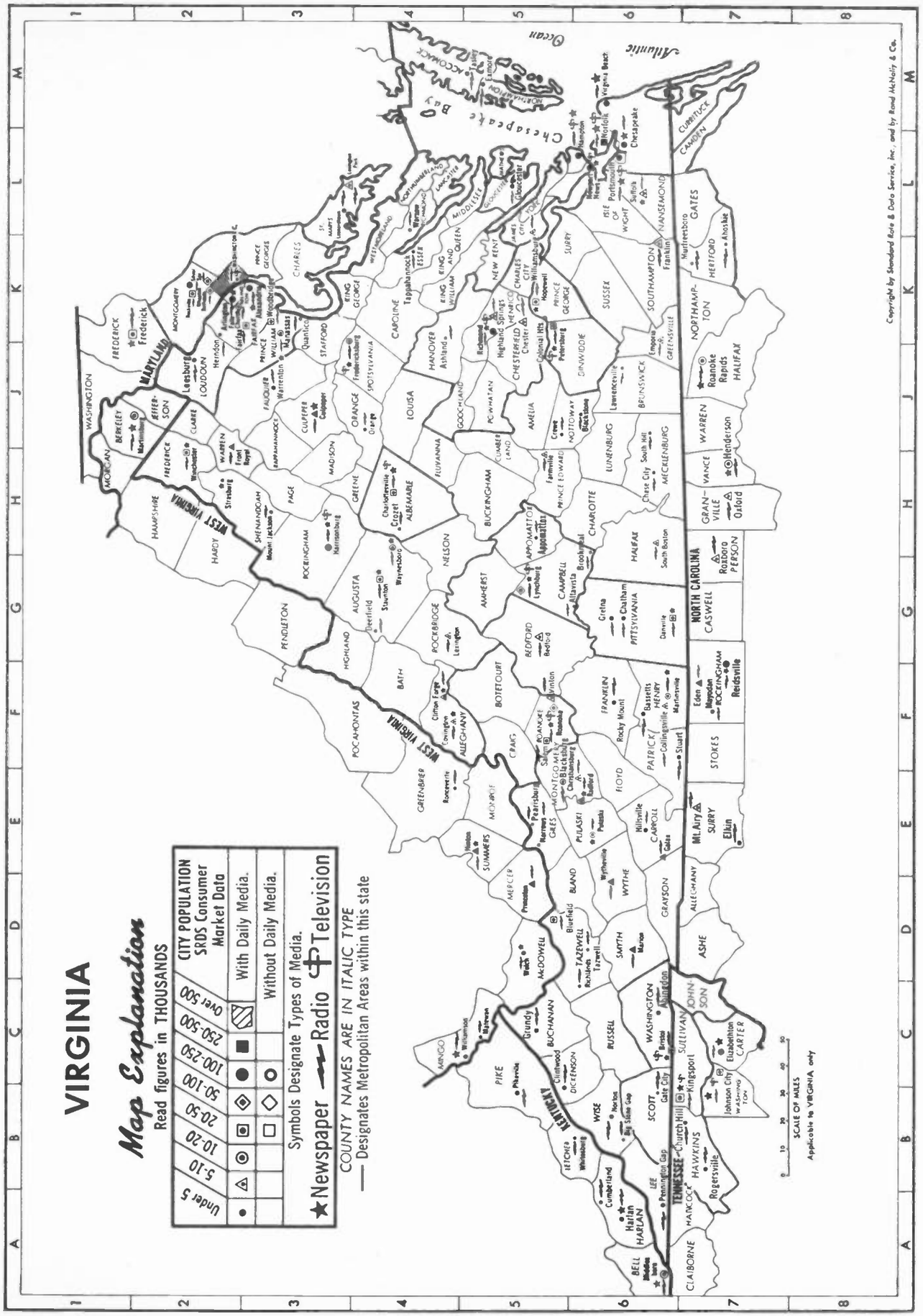
PM SPOT PLAN—7 PM-MIDNIGHT—ROS

WITHIN 1 WK:	3 ti	6 ti	12 ti
1 min	4.00	3.55	3.10
30 sec	5.40	5.10	4.80	4.60
10 sec	4.00	3.80	3.60	3.45 (CR)

W T S L

HANOVER, N. H.

City of license, Hanover, N. H.
Considered by CBS Radio Network as their White River Junction outlet.
See listing under Hanover, N. H.



ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Broadway-Timberville—Rockingham County
Smithfield—Isle of Wight County

Negro Population Data

(January 1, 1975)

STATE TOTAL	843,248	Arlington	28,726
METRO AREAS		Campbell	19,970
Charlottesville	9,966	Chesapeake	19,944
Danville	28,462	Dinwiddie	33,407
Kingsport-Bristol	4,944	Fairfax	14,651
Lynchburg	28,228	Halifax	12,328
Newport News-Hampton	84,263	Hampton	36,336
Norfolk-Virginia Beach-Portsmouth	195,161	Henrico	110,911
Petersburg-Colonial Heights-Hopewell	43,653	Henry	16,502
Richmond	137,128	Mecklenburg	12,440
Roanoke	21,408	Newport News	33,127
Total Metros	553,213	Norfolk	87,256
COUNTIES		Pittsylvania	28,462
Accomack	10,046	Portsmouth	49,682
		Prince George	10,246
		Roanoke	20,054
		Southampton	11,680
		Suffolk	21,614
		Virginia Beach	15,159
		Total Counties	592,541

VIRGINIA

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Agrinet of Virginia

Comprised of:
Interconnected Stations

WTTX—Appomattox
WBLT—Bedford
WKEX—Blacksburg
WODI—Brookneal
WINA—Charlottesville
WQMC (FM)—Charlottesville
WKEY, WKEY-FM—Covington
WSVS—Crewe
WSVS-FM—Crewe
WDVA—Danville
WEVA—Emporia
WDDY—Gloucester
WMNA, WMNA-FM—Gretna
WKCY—Harrisonburg
WSVA—Harrisonburg
WLVA—Lynchburg
WMEV, WMEV-FM—Marion
WSIG—Mount Jackson
WJMA, WJMA-FM—Orange
WSSV—Petersburg
WHLB—Pulaski
WRNL—Richmond
WJLM (FM)—Roanoke
WRIS—Roanoke
WNLB—Rocky Mount
WEOO—Smithfield
WHEO—Stuart
WEER—Warrenton
WEER-FM—Warrenton
WAYB—Waynesboro
WINC—Winchester
WRFL (FM)—Winchester

Media Code 4 248 0020 9.00
Business Office — Box 1230, Charlottesville, Va. 22902. Phone 804-977-1070.
1. PERSONNEL
Vice-Pres. & Farm Dir.—Bill Ray.
4. AGENCY COMMISSION
15%.

TIME RATES
Eff——Rec'd 7/8/74.
Farm news, market reports, Ag calendar & weather, Mon thru Fri 6-6:15 am & 12:15-12:30 pm, 1 min 90.00 (13-wk minimum).

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 248 0040 7.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

VIRGINIA STATE GROUP
Comprised of:

WKLV—Blackstone
WOPI—Bristol
WODI—Brookneal
WMEK—Chase City
WJJJ—Christiansburg
WDIC—Clintwood
WKEY—Covington
WFAX—Falls Church
WGAT—Gate City
WDDY—Gloucester
WMNA—Gretna
WOHN—Herndon
WHHV—Hillsville
WLES—Lawrenceville
WLRV—Lebanon
WREL—Lexington
WWOD—Lynchburg
WMEV—Marion
WMVA—Martinsville
WSIG—Mt. Jackson
WNVA—Norton

(This listing continued on page 868)

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Alexandria—Arlington
Arlington—Arlington
Bluefield—Tazewell
Bristol—Washington
Charlottesville—Albemarle
Chesapeake—Chesapeake
Colonial Heights—Prince George
Danville—Pittsylvania
Fairfax—Fairfax
Hampton—Hampton
Hopewell—Prince George
Lynchburg—Campbell
Newport News—Newport News
Norfolk—Norfolk
Petersburg—Dinwiddie
Portsmouth—Portsmouth
Richmond—Henrico
Roanoke—Roanoke
Salem—Roanoke
Staunton—Augusta
Suffolk—Suffolk
Virginia Beach—Virginia Beach

Estimates for: STATE CDUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passen-ger Cars 1/1/75 (000)	Farm Popu-lation 1/1/75 (000)	Gross Farm Income 1974 ($000)
VIRGINIA STATE TOTALS	4,848.0	1,556.07	21,978,442	14,124	6.9	13.6	10.2	23.3	38.7	11,361,468	7,301	2,733,528	406,173	1,823,567	505,497	588,395	2,036,228	831,004	2,351.60	224.2	1,119,354
ACCOMACK M-4	27.8	10.02	88,276	8,810	12.9	20.0	12.1	19.0	20.7	49,128	4,903	14,853	1,297	3,882	1,838	2,431	5,373	4,803	14.71	.5	30,075
ALBEMARLE[2] H-4	81.2	27.54	368,375	13,376	7.4	14.4	10.4	23.8	37.5	213,559	7,755	55,251	7,017	38,868	10,237	10,421	30,917	13,100	39.08	1.9	16,921
Charlottesville	41.7	15.70	190,276	12,119	.....	.....	.....	.....	.....	186,267	11,864	47,869	6,563	36,950	10,194	9,618	24,358	9,609	.....	.....	.....
Charlottesville Metro Area	81.2	27.54	368,375	13,376	7.4	14.4	10.4	23.8	37.5	213,559	7,755	55,251	7,017	38,868	10,237	10,421	30,917	13,100	39.08	.....	.....
ALLEGHANY[3] F-4	27.3	9.29	95,493	10,279	8.4	18.7	15.1	27.8	22.0	61,822	6,655	20,330	2,987	7,780	2,320	2,509	13,411	5,005	13.97	.9	1,251
AMELIA J-5	7.5	2.23	23,336	10,465	11.7	16.5	10.5	19.4	25.9	10,919	4,896	1,450	304	664	.....	234	1,266	2,482	3.14	1.8	10,283
AMHERST G-5	29.3	7.83	87,496	11,174	8.6	16.2	12.8	27.8	27.1	36,105	4,611	13,961	1,171	821	80	805	5,845	4,210	10.99	1.7	4,700
APPOMATTOX H-5	9.5	3.04	33,370	10,977	8.4	14.1	12.4	26.7	27.6	16,264	5,350	2,120	842	1,202	.....	1,086	4,052	2,412	4.87	.9	4,537
ARLINGTON[4] K-2†	279.1	117.88	2,226,442	18,887	3.1	7.2	6.7	18.8	61.4	1,116,782	9,474	189,163	44,022	249,800	51,664	50,299	261,818	56,903	204.36	.....	.....
Alexandria†	108.7	44.82	782,698	17,463	.....	.....	.....	.....	.....	486,478	10,861	78,371	16,611	141,107	28,940	16,596	102,006	22,719	.....	.....	.....
Arlington†	170.4	73.06	1,443,744	19,761	.....	.....	.....	.....	.....	630,304	8,627	110,792	27,411	108,693	22,724	33,703	159,812	34,184	.....	.....	.....
AUGUSTA[5] G-4	90.0	28.86	351,623	12,184	7.2	15.4	12.3	27.2	31.5	193,241	6,696	46,063	7,898	15,709	10,396	10,276	43,974	15,037	45.39	5.9	51,738
Staunton	25.0	8.15	102,782	12,611	.....	.....	.....	.....	.....	84,771	10,401	21,371	2,938	9,303	4,944	5,989	18,332	5,753	.....	.....	.....
BATH F-4	5.2	1.83	16,638	9,092	16.1	25.1	12.8	16.9	16.7	6,624	3,620	327	264	1,295	471	543	507	660	2.55	.5	2,909
BEDFORD[37] G-5†	33.0	10.66	117,564	11,029	8.3	16.9	12.8	26.4	27.2	42,207	3,959	11,999	698	4,162	628	1,374	8,172	3,486	10.57	5.5	15,903
BLAND D-6	5.4	1.70	15,312	9,007	13.1	21.2	13.4	21.9	18.2	3,566	2,098	1,492	.....	253	236	.....	1,075	501	2.04	1.4	4,479
BOTETOURT F-5	18.3	5.94	69,527	11,705	8.2	15.1	11.9	26.2	31.3	16,686	2,809	4,239	537	705	.....	921	2,527	3,076	9.13	1.7	9,433
BRUNSWICK J-6	15.4	4.50	46,681	10,374	13.8	20.5	12.2	21.0	21.3	33,046	7,344	11,576	728	5,471	3,526	896	3,655	1,964	6.27	4.9	10,807
BUCHANAN C-5	33.4	9.42	82,068	8,712	12.3	22.3	13.5	20.6	14.9	51,507	5,468	14,561	1,259	7,950	2,104	3,652	8,851	3,850	10.55	.3	582
BUCKINGHAM H-5	10.3	3.17	28,112	8,868	11.5	19.4	12.1	18.9	19.5	9,800	3,091	2,459	145	2,138	120	251	1,402	2,058	4.28	1.4	8,438
CAMPBELL[6] G-5	103.1	34.40	428,948	12,469	7.7	14.5	10.9	26.2	34.1	270,312	7,858	70,066	10,454	46,691	13,204	22,559	51,900	19,618	52.27	3.4	12,524
Lynchburg	53.0	18.42	242,256	13,152	.....	.....	.....	.....	.....	216,031	11,728	52,465	8,222	40,275	12,350	19,360	43,427	15,412	.....	.....	.....
Lynchburg Metro Area	141.9	45.27	549,814	12,145	7.9	15.0	11.3	26.5	32.3	322,681	7,128	86,147	12,467	48,714	13,284	24,450	61,797	26,240	68.13	.....	.....
CAROLINE K-4†	14.1	4.09	43,564	10,651	8.3	19.5	13.6	23.4	25.2	19,235	4,703	3,945	412	1,832	206	357	3,396	5,629	5.60	1.2	6,587
CARROLL[12] E-6	30.9	10.66	98,060	9,199	12.8	21.2	14.1	22.0	18.1	65,041	6,101	14,850	1,797	11,541	3,558	2,683	13,551	4,142	13.75	4.3	12,334
CHARLES CITY K-5	6.3	1.62	14,923	9,212	11.4	25.0	13.7	18.2	16.4	1,410	870	514	.....	733	.....	.....	.....	144	2.25	.3	3,027
CHARLOTTE H-6	10.6	3.22	33,473	10,395	13.9	18.7	11.3	20.3	22.8	12,949	4,021	3,797	358	1,929	99	148	1,671	2,818	5.45	3.7	10,711
CHESAPEAKE[7] L-6	95.2	28.79	376,625	13,082	5.4	11.7	11.0	28.2	37.9	114,058	3,962	46,104	5,491	8,209	676	2,348	5,372	13,182	44.02	.5	8,588
Chesapeake	95.2	28.79	376,625	13,082	.....	.....	.....	.....	.....	114,058	3,962	46,104	5,491	8,209	676	2,348	5,372	13,182	.....	.....	.....
Norfolk-Virginia Beach-Portsmouth Metro Area	753.3	228.14	3,162,773	13,863	7.6	15.0	11.1	24.2	33.6	1,648,780	7,227	396,307	50,193	305,746	98,140	111,732	291,652	95,266	323.88	.....	.....
CHESTERFIELD J-5†	93.0	29.36	492,840	16,786	4.0	8.6	10.8	31.3	41.7	153,311	5,222	29,286	3,845	18,157	1,857	7,767	47,141	13,916	45.32	1.2	5,149
CLARKE J-2	7.8	2.56	36,747	14,354	9.0	16.5	11.5	23.3	30.8	12,960	5,063	4,157	490	894	411	261	2,048	1,917	4.27	.4	11,140
CRAIG F-5	3.5	1.19	11,648	9,788	9.5	16.0	13.4	26.4	21.5	2,344	1,970	1,200	106	171	.....	88	398	83	1.69	.7	1,701
CULPEPER J-3	19.2	6.02	68,039	11,302	9.7	19.4	12.6	23.1	27.8	45,501	7,558	11,202	1,998	2,279	3,043	1,392	6,519	2,786	8.52	2.6	19,824
CUMBERLAND J-5	6.2	1.91	16,208	8,486	13.7	19.0	11.6	18.7	17.9	4,621	2,419	306	267	2,535	.....	229	513	319	2.56	1.0	8,474
DICKENSON 8-6	18.1	5.49	36,068	6,570	18.1	22.2	13.0	15.6	6.0	20,391	3,714	5,032	394	2,097	781	803	4,714	1,698	5.20	1.1	1,272
DINWIDDIE[9] J-6†	67.0	20.05	217,180	10,832	9.5	18.9	12.7	24.5	26.0	195,435	9,747	46,191	6,623	44,529	11,546	9,208	32,935	13,441	26.33	4.1	12,667
Petersburg	47.9	16.09	148,107	9,205	.....	.....	.....	.....	.....	189,695	11,790	43,951	6,312	42,859	11,546	9,147	32,601	11,196	.....	.....	.....
Petersburg-Colonial Heights-Hopewell Metro Area	141.0	40.04	429,997	10,739	7.3	16.5	12.4	26.5	30.2	297,353	7,426	79,897	10,748	52,480	13,778	14,761	48,463	25,221	57.20	.....	.....
ESSEX K-4	7.1	2.22	23,354	10,520	9.3	20.6	13.1	21.6	25.0	21,617	9,737	5,635	639	975	970	1,649	3,575	1,551	3.69	.7	5,272
FAIRFAX[10] K-3†	544.9	164.05	3,705,360	22,587	1.7	3.9	4.1	15.2	72.9	1,287,547	7,849	324,198	57,825	187,808	44,415	64,848	185,250	90,750	276.92	.7	4,566
Fairfax	22.5	6.76	147,975	21,890	.....	.....	.....	.....	.....	176,331	26,084	37,751	7,715	2,876	2,594	9,816	65,789	12,072	.....	.....	.....
FAUQUIER J-3†	27.1	8.39	116,400	13,874	8.2	15.8	11.3	22.9	34.8	61,452	7,324	13,073	2,269	5,105	1,654	1,326	10,820	3,950	13.34	1.3	24,777
FLOYD E-6	9.3	3.16	35,449	11,218	9.4	15.4	11.4	24.2	26.2	11,290	3,573	2,269	208	2,057	.....	974	3,692	1,215	4.46	3.4	7,864
FLUVANNA H-4	7.8	2.44	24,971	10,234	7.4	15.4	10.8	22.2	25.4	6,123	2,509	2,002	232	821	.....	321	442	1,026	3.39	1.3	4,743
FRANKLIN F-6	30.3	9.33	102,900	11,029	9.7	19.4	13.3	24.3	23.3	40,447	4,335	11,220	1,122	2,303	2,553	978	7,168	4,306	15.30	6.3	25,219
FREDERICK[11] H-2	45.2	15.18	187,413	12,346	6.0	15.1	12.3	26.3	33.5	148,028	9,752	29,858	5,620	24,169	7,394	7,217	26,449	9,621	23.81	1.8	14,715
GILES E-5	16.0	5.35	54,421	10,172	7.1	22.7	14.7	24.2	19.6	32,992	6,167	11,235	1,162	2,986	308	1,594	8,428	2,890	8.42	1.3	2,993
GLOUCESTER L-5†	14.5	4.91	57,266	11,663	8.9	12.2	10.7	25.9	32.6	23,345	4,755	9,344	1,091	680	411	1,403	2,880	2,180	7.17	.7	3,227
GOOCHLAND J-4	9.8	2.72	35,254	12,961	11.7	19.9	11.9	21.1	28.9	4,949	1,819	832	256	1,312	.....	221	978	588	4.41	.4	3,843
GRAYSON D-6	12.4	4.31	46,575	10,806	10.9	20.2	13.5	24.1	22.1	11,104	2,576	4,739	566	737	240	491	2,053	1,622	7.32	2.9	9,647
GREENE H-4	5.4	1.60	15,735	9,834	7.4	18.9	14.3	25.2	21.3	7,902	4,939	1,915	.....	1,182	156	.....	717	2,750	2.11	.3	1,931
GREENSVILLE[34] K-6	14.0	4.37	42,753	9,783	11.1	17.4	12.1	22.8	22.6	40,358	9,235	10,131	1,329	2,334	2,385	2,204	8,005	5,306	6.19	1.3	10,146
HALIFAX[13] H-6	35.3	11.05	118,158	10,693	11.3	17.7	11.1	21.3	25.1	55,903	5,059	14,063	1,858	9,448	2,159	3,327	10,087	5,812	16.59	10.9	21,905
HAMPTON[14] L-6†	130.4	40.22	574,856	14,293	4.7	10.0	10.8	27.3	40.8	291,836	7,256	82,419	7,779	70,366	8,571	13,576	50,017	18,683	60.55	.....	.....
Hampton†	130.4	40.22	574,856	14,293	.....	.....	.....	.....	.....	291,836	7,256	82,419	7,779	70,366	8,571	13,576	50,017	18,683	.....	.....	.....
Newport News-Hampton Metro Area	348.4	106.27	1,535,150	14,446	5.7	12.1	10.2	25.6	40.4	777,854	7,320	185,851	22,418	159,086	32,116	44,611	143,019	49,707	157.69	.....	.....
Norfolk-Virginia Beach-Portsmouth; Newport News-Hampton Metro Areas Combined	1,101.7	334.41	4,697,923	14,048	.....	.....	.....	.....	.....	2,426,634	7,256	582,158	72,611	464,832	130,256	156,343	434,671	144,973	481.57	.....	.....
HANOVER J-4	45.4	13.71	192,732	14,058	5.8	11.7	10.0	27.0	39.9	89,237	6,509	17,713	1,822	1,614	190	1,797	11,010	32,222	20.51	5.2	14,552
HENRICO[15] K-5†	396.2	138.37	2,007,571	14,509	5.9	11.2	9.5	25.1	42.9	1,305,918	9,438	313,061	50,985	283,065	78,353	62,782	209,030	67,586	214.35	.7	5,961
Richmond	230.6	82.37	1,135,779	13,789	.....	.....	.....	.....	.....	1,001,499	12,159	203,767	34,543	251,197	51,865	47,282	175,146	49,626	.....	.....	.....
Richmond Metro Area	558.6	187.72	2,773,432	14,774	5.7	11.5	9.8	26.1	41.7	1,562,155	8,322	363,868	56,962	305,162	80,400	72,614	270,196	115,148	290.05	.....	.....
HENRY[17] F-6	73.4	23.23	274,968	11,837	6.4	16.0	13.5	28.6	30.3	172,102	7,409	45,818	6,367	25,629	7,657	9,951	32,255	11,274	36.23	.8	3,466
HIGHLAND G-3	2.5	.90	8,869	9,854	9.6	15.6	10.5	19.3	25.5	4,973	5,526	914	.....	686	289	447	775	759	1.12	1.8	7,166
ISLE OF WIGHT L-6†	18.5	5.45	59,334	10,887	9.8	14.7	11.7	25.8	27.4	28,865	5,296	8,859	288	723	969	366	5,403	2,909	8.10	3.1	18,926
JAMES CITY[18] L-5	29.9	8.35	113,407	13,582	7.8	13.6	11.4	25.0	37.6	84,453	10,114	19,468	2,719	6,550	3,033	7,328	12,308	6,577	11.62	.3	2,098
KING AND QUEEN K-4	5.5	1.73	17,669	10,213	11.4	18.7	10.7	18.4	24.9	2,599	1,502	677	.....	708	.....	.....	.....	230	2.44	.7	4,120
KING GEORGE K-3†	8.2	2.59	35,776	13,813	5.4	13.2	11.4	23.8	38.9	9,794	3,781	3,223	100	505	.....	258	4,219	1,152	4.09	.4	2,083

(2) Albemarle County data includes independent city of Charlottesville data.
(3) Alleghany County data includes independent cities of Clifton Forge and Covington data.
(4) Arlington County data includes independent city of Alexandria data.
(5) Augusta County data includes independent cities of Staunton and Waynesboro data.
(6) Campbell County data includes independent city of Lynchburg data.
(7) Chesapeake County is the independent city of Chesapeake. On January 1, 1963 the county of Norfolk combined with the independent city of South Norfolk to form the new independent city of Chesapeake.
(9) Dinwiddie County data includes independent city of Petersburg data.
(10) Fairfax County data includes independent cities of Fairfax and Falls Church data.
(11) Frederick County data includes independent city of Winchester data.
(12) Carroll County data includes independent city of Galax data.
(13) Halifax County includes independent city of South Boston data.
(14) Hampton County is the independent city of Hampton.
(15) Henrico County data includes independent city of Richmond data.
(17) Henry County data includes independent city of Martinsville data.
(18) James City County data includes independent city of Williamsburg data.
(19) Montgomery County data includes independent city of Radford data.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
KING WILLIAM K-4	7.4	2.30	26,479	11,513	8.2	14.8	11.6	25.3	31.0	18,935	8,233	5,177	496	2,406	417	961	5,434	1,782	3.91	.3	6,247
LANCASTER L-4	8.8	3.13	30,170	9,639	14.0	19.5	11.3	18.4	22.0	21,802	6,965	8,292	924	1,801	1,054	1,342	3,988	1,620	5.20	.5	2,964
LEE B-6	22.8	7.88	53,276	6,761	16.9	20.3	10.1	13.5	10.2	30,222	3,835	10,973	663	3,066	995	1,643	5,694	2,435	7.35	8.5	13,993
LOUDOUN J-2	41.2	12.46	186,154	14,940	5.1	10.6	8.6	24.5	45.6	82,289	6,604	22,804	4,504	2,851	1,888	1,998	11,119	7,806	21.02	1.1	27,314
LOUISA J-4	14.2	4.40	44,738	10,168	12.2	18.8	12.7	22.4	21.7	18,150	4,125	6,797	314	1,663	261	1,011	2,411	1,262	6.50	.7	6,779
LUNENBURG H-6	11.0	3.58	35,694	9,970	12.8	20.5	12.1	20.0	23.1	14,122	3,945	3,592	422	808	850	672	2,026	1,263	4.98	4.3	8,762
MADISON H-3	8.8	2.80	27,282	9,744	12.8	18.4	11.8	20.7	21.4	8,539	3,050	1,941	125	1,831	.....	211	1,208	1,086	3.69	1.6	12,247
MATHEWS L-5	7.2	2.71	34,413	12,699	8.9	15.8	12.3	23.7	30.0	14,160	5,225	3,946	946	869	112	305	3,923	1,694	4.35	.4	1,709
MECKLENBURG H-6	33.2	10.59	99,921	9,435	12.6	19.0	12.5	20.6	19.0	69,857	6,597	16,947	2,286	6,767	1,826	3,282	14,369	9,584	12.75	9.8	21,966
MIDDLESEX L-5	6.3	2.25	20,982	9,325	13.7	20.5	12.0	19.6	20.4	11,018	4,897	4,363	600	1,227	253	258	713	1,038	3.28	.4	3,580
MONTGOMERY[19] E-5	63.9	19.19	234,116	12,200	7.5	16.3	13.0	25.4	30.5	127,783	6,659	35,355	3,628	11,341	5,405	6,151	28,759	11,686	27.64	2.1	12,012
NELSON H-4	11.0	3.55	29,478	8,304	14.3	21.4	11.8	18.9	17.1	7,671	2,161	2,932	139	1,278	.....	240	1,354	1,119	4.87	1.2	6,290
NEW KENT K-5	5.5	1.65	17,800	10,788	9.9	18.2	11.1	21.5	27.6	6,949	4,212	877	.....	452	.....	.....	1,088	1,557	2.56	.4	2,132
NEWPORT NEWS[21]																					
L-6†	136.7	42.13	627,188	14,887	6.2	12.4	9.8	24.1	40.6	354,188	8,407	67,397	9,915	80,984	19,941	21,703	74,541	18,736	62.87	.....	.....
Newport News†	136.7	42.13	627,188	14,887	.....	.....	.....	.....	.....	354,188	8,407	67,397	9,915	80,984	19,941	21,703	74,541	18,736	.....	.....	.....
Newport News-Hampton Metro Area	348.4	106.27	1,535,150	14,446	5.7	12.1	10.2	25.6	40.4	777,854	7,320	185,851	22,418	159,086	32,116	44,611	143,019	49,707	157.69	.....	.....
Norfolk-Virginia Beach-Portsmouth; Newport News-Hampton Metro Areas Combined	1,101.7	334.41	4,697,923	14,048	.....	.....	.....	.....	.....	2,426,634	7,256	582,158	72,611	464,832	130,256	156,343	434,671	144,973	481.57	.....	.....
NORFOLK[22] L-6†	281.9	85.53	1,288,830	14,367	8.1	15.7	11.1	22.7	33.2	802,652	9,384	182,529	23,345	130,010	60,428	69,010	187,926	35,978	122.18	.....	.....
Norfolk†	281.9	85.53	1,288,830	14,367	.....	.....	.....	.....	.....	802,652	9,384	182,529	23,345	130,010	60,428	69,010	187,926	35,978	.....	.....	.....
Norfolk-Virginia Beach-Portsmouth Metro Area	753.3	228.14	3,162,773	13,863	7.6	15.0	11.1	24.2	33.6	1,648,780	7,227	396,307	50,193	305,746	98,140	111,732	291,652	95,266	323.88	.....	.....
Norfolk-Virginia Beach-Portsmouth; Newport News-Hampton Metro Areas Combined	1,101.7	334.41	4,697,923	14,048	.....	.....	.....	.....	.....	2,426,634	7,256	582,158	72,611	464,832	130,256	156,343	434,671	144,973	481.57	.....	.....
NORTHAMPTON M-5†	16.0	5.54	38,981	7,036	19.9	24.6	11.2	13.1	11.7	34,689	6,262	12,145	1,025	3,021	1,526	1,494	3,916	2,494	6.73	1.3	18,120
NORTHUMBERLAND L-4	8.8	3.14	33,610	10,704	12.3	17.8	11.4	19.1	25.6	9,989	3,181	3,491	386	1,264	150	154	1,619	1,037	5.05	1.4	5,062
NOTTOWAY J-6†	13.6	4.38	46,542	10,626	9.3	17.4	11.3	23.8	26.9	33,137	7,566	8,509	1,230	3,293	887	1,858	8,914	2,370	6.75	1.4	6,930
ORANGE J-4	16.5	5.51	52,410	9,512	12.2	21.6	13.2	22.6	18.8	40,433	7,338	10,373	1,893	3,910	631	1,973	8,766	2,582	7.03	.8	12,855
PAGE H-3	16.8	5.75	55,007	9,566	9.6	22.3	14.1	22.5	20.6	28,316	4,925	7,892	1,202	2,598	467	1,392	3,734	3,435	8.04	.5	7,243
PATRICK F-6	15.0	4.99	49,372	9,894	8.8	17.4	13.2	26.3	33.3	15,006	3,007	4,086	377	2,293	320	902	2,545	2,136	7.10	2.8	6,245
PITTSYLVANIA[23] G-6	103.1	33.83	381,174	11,267	9.4	16.5	11.8	24.4	28.8	220,110	6,506	56,444	7,145	47,402	9,489	8,203	40,699	16,136	51.82	15.0	38,816
Danville	46.9	16.82	195,974	11,651	.....	.....	.....	.....	.....	180,397	10,725	45,628	6,574	42,508	8,806	7,612	35,135	11,076	.....	.....	.....
Danville Metro Area	103.1	33.83	381,174	11,267	9.4	16.5	11.8	24.4	28.8	220,110	6,506	56,444	7,145	47,402	9,489	8,203	40,699	16,136	51.82	.....	.....
PORTSMOUTH[24] L-6†	108.5	36.36	437,310	12,027	7.4	14.4	11.5	25.1	32.8	248,132	6,824	74,907	8,482	49,337	13,832	18,044	47,171	12,775	50.68	.....	.....
Portsmouth†	108.5	36.36	437,310	12,027	.....	.....	.....	.....	.....	248,132	6,824	74,907	8,482	49,337	13,832	18,044	47,171	12,775	.....	.....	.....
Norfolk-Virginia Beach-Portsmouth Metro Area	753.3	228.14	3,162,773	13,863	7.6	15.0	11.1	24.2	33.6	1,648,780	7,227	396,307	50,193	305,746	98,140	111,732	291,652	95,266	323.88	.....	.....
Norfolk-Virginia Beach-Portsmouth; Newport News-Hampton Metro Areas Combined	1,101.7	334.41	4,697,923	14,048	.....	.....	.....	.....	.....	2,426,634	7,256	582,158	72,611	464,832	130,256	156,343	434,671	144,973	481.57	.....	.....
POWHATAN J-5	7.9	1.94	30,112	15,522	10.1	18.3	11.9	22.6	28.7	7,330	3,778	2,462	54	281	.....	47	2,037	692	3.21	.4	6,262
PRINCE EDWARD H-5	14.1	4.15	51,228	12,344	10.3	16.9	11.0	21.2	27.8	43,458	10,472	10,157	718	6,269	2,092	2,618	5,597	3,777	6.34	2.5	7,825
PRINCE GEORGE[25]																					
K-5†	74.0	19.99	212,817	10,646	5.3	14.7	12.2	28.5	34.3	101,918	5,098	33,706	4,125	7,951	2,232	5,553	15,528	11,780	30.87	1.2	5,767
Colonial Heights	19.2	5.49	80,438	14,652	.....	.....	.....	.....	.....	31,098	5,664	13,271	1,828	913	78	1,260	3,461	3,260	.....	.....	.....
Hopewell	24.2	6.79	99,472	14,650	.....	.....	.....	.....	.....	58,132	8,561	19,696	2,258	5,647	2,126	3,545	10,395	5,410	.....	.....	.....
Petersburg-Colonial Heights-Hopewell Metro Area	141.0	40.04	429,997	10,739	7.3	16.5	12.4	26.5	30.2	297,353	7,426	79,897	10,748	52,480	13,778	14,761	48,463	25,221	57.20	.....	.....
PRINCE WILLIAM J-3†	135.9	36.59	581,209	15,884	3.6	7.6	9.0	28.7	47.8	242,371	6,624	64,136	12,365	10,911	7,359	9,734	43,422	23,810	54.17	2.0	5,587
PULASKI E-6	29.5	9.75	116,528	11,952	6.9	15.7	12.8	27.0	30.9	53,012	5,437	15,761	2,281	4,707	2,774	2,231	9,217	5,623	14.27	.9	8,065
RAPPAHANOCK J-3	5.2	1.66	16,399	9,879	12.7	17.0	10.4	19.6	22.3	5,713	3,442	877	.....	1,066	.....	407	787	539	2.19	.5	4,406
RICHMOND L-4	5.4	1.76	16,532	9,393	11.9	16.0	11.7	22.6	21.5	15,369	8,732	4,800	202	1,336	416	868	3,372	963	3.46	.8	4,479
ROANOKE[26] F-5	191.6	66.39	852,297	12,838	6.6	13.7	11.4	26.9	35.9	618,424	9,315	120,029	23,593	89,284	29,253	27,757	88,178	33,695	107.50	.9	8,048
Roanoke	93.7	34.94	404,852	11,587	.....	.....	.....	.....	.....	378,019	10,842	65,373	18,404	65,417	24,056	21,628	56,639	21,890	.....	.....	.....
Roanoke Metro Area	213.4	73.52	933,472	12,697	6.7	14.1	11.5	26.8	35.2	637,454	8,670	125,468	24,236	90,160	29,253	28,766	91,103	36,854	118.32	.....	.....
Salem	22.7	7.42	98,122	13,224	.....	.....	.....	.....	.....	81,706	11,012	18,304	2,234	7,926	1,596	3,403	25,393	4,286	.....	.....	.....
ROCKBRIDGE[27] G-4	30.1	9.56	105,189	11,003	8.1	18.4	12.9	24.7	26.7	53,385	5,584	12,758	2,354	3,956	2,464	2,662	9,867	7,348	13.92	2.5	11,253
ROCKINGHAM[28] H-3	67.8	21.35	249,451	11,684	8.3	17.6	13.2	25.7	28.8	160,105	7,499	31,408	5,613	21,514	7,026	10,510	35,457	12,015	33.00	9.0	97,797
RUSSELL C-6	23.3	7.17	68,359	9,534	12.5	16.9	11.4	22.0	21.7	24,683	3,443	7,807	826	4,377	497	1,183	5,297	2,489	9.56	6.3	13,390
SCOTT B-6	23.6	7.70	72,346	9,396	11.2	17.1	11.4	21.7	20.6	30,887	4,011	7,354	923	3,175	520	2,071	6,660	3,780	9.86	9.9	10,659
SHENANDOAH H-3	25.0	8.87	85,951	9,690	11.1	19.0	14.6	25.3	20.8	52,647	5,935	11,458	1,648	4,322	615	1,209	8,588	6,399	12.57	3.1	33,913
SMYTH D-6	31.0	9.59	96,571	10,070	11.4	20.0	14.2	24.3	21.1	55,507	5,788	16,505	1,625	4,041	3,056	2,793	9,603	5,124	13.88	3.4	14,543
SOUTHAMPTON[35] K-6	24.1	7.17	92,569	12,911	13.5	18.8	10.5	19.5	26.4	47,437	6,616	13,988	1,691	4,594	2,477	2,119	9,700	4,744	8.79	2.6	31,240
SPOTSYLVANIA[29] J-4	35.3	11.43	139,914	12,241	7.5	17.3	12.1	24.0	31.6	139,338	12,191	31,206	6,917	21,223	4,445	7,922	25,152	9,366	17.61	1.0	6,267
STAFFORD K-3†	27.2	7.99	99,384	12,439	4.9	16.0	13.9	28.2	29.7	22,328	2,794	6,508	.....	355	.....	35	3,253	8,175	10.01	.4	1,788
SUFFOLK[20] L-6	47.4	14.92	168,310	11,281	10.6	16.4	11.1	23.1	28.9	89,859	6,023	22,460	3,547	14,013	6,458	4,421	15,597	6,665	18.71	3.0	22,382
Suffolk	47.4	14.92	168,310	11,281	.....	.....	.....	.....	.....	89,859	6,023	22,460	3,547	14,013	6,458	4,421	15,597	6,665	.....	.....	.....
SURRY K-5	5.9	1.72	16,903	9,827	11.6	20.6	13.9	21.0	21.9	5,076	2,951	1,562	.....	470	.....	205	904	357	2.44	1.4	11,643
SUSSEX K-6	11.0	3.16	34,875	11,036	11.3	17.3	11.5	20.4	24.6	18,372	5,814	3,927	551	524	407	776	2,331	2,888	4.56	1.7	18,864
TAZEWELL D-6	43.6	14.10	136,745	9,698	13.9	18.9	13.6	22.1	17.8	94,163	6,678	37,178	2,519	8,839	2,228	4,647	18,782	6,005	18.44	1.9	10,506
Bluefield[30]	21.3	7.55	98,098	12,976	.....	.....	.....	.....	.....	92,338	12,214	14,770	3,273	17,506	5,399	7,316	17,044	5,376	.....	.....	.....
VIRGINIA BEACH[31] M-6†	213.3	60.22	925,997	15,377	4.2	11.2	10.1	26.1	42.2	386,379	6,416	68,760	9,328	103,612	16,746	17,909	35,079	25,605	84.74	.7	17,218
Virginia Beach†	213.3	60.22	925,997	15,377	.....	.....	.....	.....	.....	386,379	6,416	68,760	9,328	103,612	16,746	17,909	35,079	25,605	.....	.....	.....
Norfolk-Virginia Beach-Portsmouth Metro Area	753.3	228.14	3,162,773	13,863	7.6	15.0	11.1	24.2	33.6	1,648,780	7,227	396,307	50,193	305,746	98,140	111,732	291,652	95,266	323.88	.....	.....

(20) As of 1-1-74 the independent city of Nansemond merged with the independent city of Suffolk.
(21) Newport News County is the independent city of Newport News; as of July 1, 1958 it includes the former independent city of Warwick.
(22) Norfolk County is the independent city of Norfolk.
(23) Pittsylvania County data includes independent city of Danville data.
(24) Portsmouth County is the independent city of Portsmouth.
(25) Prince George County data includes independent cities of Hopewell and Colonial Heights data.
(26) Roanoke County data includes independent cities of Roanoke and Salem data.
(27) Rockbridge County data includes independent cities of Buena Vista and Lexington data.
(28) Rockingham County data includes independent city of Harrisonburg data.
(29) Spotsylvania County data includes independent city of Fredericksburg data.
(30) Includes portion in Mercer County, West Virginia.
(31) Virginia Beach County is the independent city of Virginia Beach. As of January 1st, 1963 it includes the former county of Princess Anne.
(32) Washington County data includes Virginia portion of independent city of Bristol data.
(33) Includes portion in Sullivan County, Tennessee.
(34) Wise County data includes independent city of Norton data.
(35) Southampton County data includes independent city of Franklin data.
(36) Greensville County data includes independent city of Emporia data.
(37) Bedford County data includes independent city of Bedford data.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
WARREN H-2	15.5	5.43	63,284	11,655	7.1	16.8	13.2	27.0	28.9	36,915	6,798	11,824	1,960	3,109	1,359	1,994	5,788	3,756	8.37	.5	4,262
WASHINGTON[12] C-6	55.2	18.41	192,930	10,480	10.3	18.3	12.3	21.9	24.9	141,388	7,680	30,871	2,756	16,172	5,693	12,192	21,737	13,433	27.01	8.3	28,189
Bristol[13]	35.3	12.61	1:6,605	10,823	.....	.....	.....	.....	.....	191,517	15,188	41,090	8,369	26,201	4,950	18,214	47,922	13,928	.....	.....	.....
Kingsport-Bristol Metro Area	249.9	83.44	933,894	11,192	9.5	17.4	12.6	24.2	24.8	589,614	7,066	124,660	18,178	89,057	22,322	36,356	133,288	48,912	123.85	.....	.....
WESTMORELAND K-4	12.3	4.05	39,098	9,654	13.7	20.3	11.5	17.7	21.0	20,121	4,968	6,202	423	2,364	.....	578	3,899	1,202	5.84	1.4	6,917
WISE[14] 8-6	38.9	12.55	113,972	9,081	13.1	19.0	12.3	20.7	18.7	85,008	6,774	30,256	2,007	6,639	3,263	4,429	16,609	6,929	16.65	.5	1,106
WYTHE D-6	22.0	7.24	70,285	9,708	11.3	21.4	14.2	23.4	20.2	46,436	6,414	12,226	1,005	3,425	2,517	1,518	10,033	4,504	10.54	2.5	17,671
YORK L-5†	36.9	10.66	162,433	15,238	4.7	11.8	10.3	25.5	43.5	24,032	2,254	7,223	914	506	160	601	3,273	3,531	15.48	.3	2,767

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State Networks—Continued

Keystone Broadcasting System, Inc.—Cont'd

WPUV—Pulaski
WBIC—Bichlands
WGOE—Richmond
WYTI—Rocky Mount
WRLU—Salem
WHLF—South Boston
WKDW—Staunton
WHEO—Stuart
WLPM—Suffolk
WRAR—Tappahannock
WKBA—Vinton
WNNT—Warsaw
WYVE—Wytheville

	1 min	30 sec
All stations	123	98

Less than full state list may be purchased.

(D)

Virginia Network

Comprised of:
Interconnected Stations

WTTX—Appomattox
WBLT—Bedford
WKEX—Blacksburg
WODI—Brookneal
WINA—Charlottesville
WQMC (FM)—Charlottesville
WKEY, WKEY-FM—Covington
WDVA—Danville
WEVA—Emporia
WEXM, WEXM-FM—Exmore-Jamesville
WDDY—Glouster
WMNA, WMNA-FM—Gretna
WREL—Lexington
WMEV, WMEV-FM—Marion
WSIG—Mount Jackson
WJMA, WJMA-FM—Orange
WBLB—Pulaski
WRNL—Richmond
WJLM (FM)—Roanoke
WRIS—Roanoke
WNLB—Rocky Mount
WEOO—Smithfield
WHEO—Stuart
WEER—Warrenton
WINC—Winchester
WRFL (FM)—Winchester

Media Code 4 248 0057 1.00
Business Office — Box 1230, Charlottesville, Va. 22902. Phone 804-977-1070.
1. PERSONNEL
Vice-Pres. & Mgr.—Bill Ray.
News Coordinator—Bill Wood.
Newscaster—Wells Runyea.
4. AGENCY COMMISSION
15%.
TIME RATES
Eff———Rec'd 7/8/74.
Newscasts Mon thru Fri 6:45 & 7:45 am; 12:45, 4:45 & 5:45 pm, 1 min 80.00 (13-wk minimum).

ABINGDON (1 AM; 1 FM)

Washington County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WBBI

1956

Subscriber to the NAB Radio Code
Media Code 4 248 0075 3.00
Burley Broadcasting, Inc., Box 190, U. S. 11, Abingdon, Va. 24210. Phone 703-628-2147.
1. PERSONNEL
Pres. & Gen'l Mgr.—Lindy M. Seamon.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-10:05 pm Mon thru Sat; 7:00 am-10:05 pm Sun. EST.
Partial simulcast operation. Simulcast during news and special features. For non-simulcast facilities see WBBI-FM.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network.
TIME RATES
No. 4 Eff———Rec'd 4/4/66.
6. SPOT ANNOUNCEMENTS
(6 am-6:30 pm daily)

	1 min	30 sec		1 min	30 sec
1 x	4.50	3.50	78 x	3.30	2.60
26 x	4.10	3.20	130 x	3.10	2.45
39 x	3.90	3.05	156 x	2.90	2.30
52 x	3.70	2.90	260 x	2.70	2.15
65 x	3.50	2.75	312 x	2.50	2.00

All spots over 312 times within contract year:
1 min 2.15 30 sec 1.65
10. SPECIAL FEATURES
News service charge—per week, 40.00.

WBBI-FM

1966

Subscriber to the NAB Radio Code
Media Code 4 248 0076 1.00
Burley Broadcasting Inc., Box 190, U. S. 11, Abingdon, Va. 24210. Phone 703-628-2147.
See affiliated AM station for additional information.
1. PERSONNEL
Commercial Manager—Thomas G. Boyd, Jr.
3. FACILITIES
ERP 1.800 w.; 92.7 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 343 ft. above average terrain.
Partial simulcast operation. Operated separately all times except during news and special features. For simulcast facilities see WBBI.
TIME RATES
60% of AM rates.

ALEXANDRIA

Arlington County—Map Location K-2
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.
(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

ALTAVISTA (1 AM; 1 FM)

Campbell County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WKDE

1962

Subscriber to the NAB Radio Code
Media Code 4 248 0150 4.00
Altavista Broadcasting Corp., Box 512, Lola Ave., Altavista, Va. 24517. Phone 804-369-5588.
STATION'S PROGRAMMING DESCRIPTION
WKDE: MUSIC: country music with gospel features
1. PERSONNEL
Gen'l & Sta. Mgr.—Les Woodie.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1000 w. days; 1000 kc.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WKDE-FM.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/70—Rec'd 3/31/70.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	5.00	4.50	4.00	3.50	3.00	2.50	2.00
10 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00
10 sec	2.50	2.25	2.00	1.75	1.50

WKDE-FM

1969

Subscriber to the NAB Radio Code
Media Code 4 248 0151 2.00
Altavista Broadcasting Corp., Box 512, Lola Ave., Altavista, Va. 24517. Phone 804-369-5588.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 105.5 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WKDE.
TIME RATES
Rates are identical to WKDE. See that listing.

APPOMATTOX

Appomattox County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WTTX

1974

Media Code 4 248 0188 4.00
WTTX Radio, Inc., Box 637, Appomattox, Va. 24522. Phone 804-352-8353.
STATION'S PROGRAMMING DESCRIPTION
WTTX: MUSIC: Country, gospel, rock & big band.
1. PERSONNEL
General Manager—Joe Cusaac.
2. REPRESENTATIVES
Southern Spot Sales, Inc.
3. FACILITIES
1,000 w.; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See Coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Agrinet of Virginia, Virginia Network.
TIME RATES
Eff 5/1/74—Rec'd 5/6/74.
6. SPOT ANNOUNCEMENTS

PER YR. CONTRACT:	1-300	600+	900+	1200+
1 min or less, ea.	2.00	1.75	1.50	1.30

PER MO. ROS:	1 ti	26 ti	51 ti	76 ti	100+
1 min or less, ea.	2.00	1.75	1.65	1.50	1.25

7. PACKAGE PLANS

ROS, 7-DAY MINIMUM:	1 min	30 sec
5 per day, ea.	1.40	1.20

Sta brk pkg—25 20-sec/1 day, flat 25.00.
10. SPECIAL FEATURES

PER MO. ROS:	Flat
National & state news, 30 sec/5 per day	175
Local news, 30 sec/1 per day	50
Weather, 30 sec/4 per day	100
Time signals, 10 sec/3 per day	70

ARLINGTON

Arlington County—Map Location K-2
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.
(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

ASHLAND (1 AM; 1 FM)

Hanover County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WIVE

1961

Subscriber to the NAB Radio Code
Media Code 4 248 0225 4.00
Christian Enterprises, Inc., Box 272, Ashcake Rd., Ashland, Va. 23005. Phone 804-798-4711.
STATION'S PROGRAMMING DESCRIPTION
WIVE: Country & southern gospel & religious prog.
1. PERSONNEL
Pres., Exec. Dir & Sales Mgr.—James N. Birkitt.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station. Contracts paid in advance, 10% discount.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
TIME RATES
No. 4 Eff 9/2/74—Rec'd 9/30/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	103x	156x	261+
1 min	5.75	5.55	5.15	4.90	4.70	4.20	4.00
30 sec	3.65	3.50	3.25	3.10	2.95	2.65	2.50

7. PACKAGE PLANS
SPOT PACKAGE

	1 min	30 sec
15+ within 1 wk	3.85	2.40

10. SPECIAL FEATURES
Time signals 15 sec or less, 2.00.
10% discount on all contracts simulcast on both stations.

WIVE-FM

1967

Subscriber to the NAB Radio Code
Media Code 4 248 0226 2.00
Christian Enterprises, Inc., Box 272, Ashland, Va. 23005. Phone 804-798-4711.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WIVE-FM: MOR, sacred music & religious prog.
3. FACILITIES
ERP 3.000 w.; 100.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
TIME RATES
Rates are identical to WIVE. See that listing.

BASSETT

Henry County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WODY

1960

Media Code 4 248 0300 5.00
WODY, Inc., Drawer 231, North Bassett, Va. 24055. Phone 703-620-2509.
STATION'S PROGRAMMING DESCRIPTION
WODY: top 50 C & W music.
1. PERSONNEL
President—E. Arnold Terry.
3. FACILITIES
500 w. days; 900 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 9/1/74—Rec'd 9/17/74.
6. SPOT ANNOUNCEMENTS

	1x	10x	20x	40x	90x	145x	290x
*1 min	5.00	4.95	4.90	4.85	4.70	4.55	4.25
30 sec	3.95	3.85	3.50	3.40	3.20	3.00	2.80
20 sec	3.50	3.35	3.10	2.90	2.65	2.55	2.40

	580x	980x	1000x	1180x	1580x	2000x
*1 min	4.10	.....	360.	.....	.....	.....
30 sec	2.60	2.45	.....	2.30	2.15	1.80
20 sec	2.30	2.10	.....	2.00	1.80	1.60

(*) ROS
Specified time, extra 20%.

BEDFORD

Bedford County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WBLT

1950

Subscriber to the NAB Radio Code
Media Code 4 248 0375 7.00
Bedford Broadcasting Corp., Box 508, Bedford, Va. 24523. Phone 703-586-8245.
1. PERSONNEL
General Manager—J. E. Synan.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; agencies add commissions to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Agrinet of Virginia, Virginia Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 6-1/74—Rec'd 5/28/74.
6. SPOT ANNOUNCEMENTS

	1x	50x	150x	260x	750x	1500x	2500+
1 min	4.50	3.50	2.70	2.40	2.00	1.75	1.65
30 sec	3.60	2.60	1.80	1.50	1.25	1.15	1.10

15 sec: 50% of 30-sec (minimum .90).
7. PACKAGE PLANS

PER WK:	18 ti	24 ti	36 ti	48 ti
1 min	3.50	3.25	2.75	2.50
30 sec	2.50	2.25	1.75	1.50

BIG STONE GAP (1 AM; 1 FM)

Wise County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WLSD

1953

Media Code 4 248 0450 8.00
Gap Broadcasting Co., Intermont Hgts., Big Stone Gap, Va. 24219. Phone 703-523-1700
STATION'S PROGRAMMING DESCRIPTION
WLSD: Middle of the Road.
1. PERSONNEL
Station Manager—Robert L. Tamer.
3. FACILITIES
1,000 w. days; 1220 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast Mon thru Sat 6-7 am. For non-simulcast facilities see WLSO-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/69—Rec'd 4/14/69.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 x	2.50	2.00

(Big Stone Gap continued on next page)

WLSD-FM
1974

Media Code 4 248 0451 6.00
Gap Broadcasting Co., Drawer W, Intermont Hts., Big Stone Gap, Va. 24219. Phone 703-523-1700.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WLSD-FM: MUSIC: MOR.

3. FACILITIES
ERP 120 w. (horiz.), 120 w. (vert.); 93.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,280 ft. above average terrain.
Partial simulcast operation. Operated separately 7-6 am & all day Sun. For simulcast facilities see WLSD.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Eff———Rec'd 4/3/75.

6. SPOT ANNOUNCEMENTS
1 min..... 5.00

BLACKSBURG (2 AM; 1 FM)
Montgomery County—Map Location E-5.
See SRDS consumer market map and data at beginning of the State.

WKEX
1969

Media Code 4 248 0500 0.00
William B. Matthews, 1501 Lark Lane, N. W Blacksburg, Va. 24060. Phone 703-552-2252.

1. PERSONNEL
Manager—Donald L. Fleeger.

3. FACILITIES
1,000 w.; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%; after 90 days, 1%.

5. GENERAL ADVERTISING See coded regulation
Accepts AAAA copyrighted contract.
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/75—Rec'd 1/28/75.
A—6:30-9 am & 3:30-6 pm, guaranteed.
B—BTA.

6. SPOT ANNOUNCEMENTS

	1 tl	25 tl	41 tl	61 tl	100+
CLASS A					
PER MO:					
1 min	3.00	2.85	2.70	2.55	2.40
30 sec	2.50	2.40	2.30	2.15	2.00
CLASS B					
1 min	2.70	2.55	2.40	2.25	2.10
30 sec	2.20	2.10	2.00	1.85	1.70

DISCOUNT
13+ wk—10%

7. PACKAGE PLANS

	A			B		
PER WK:	10 tl	20 tl	30 tl	10 tl	20 tl	30 tl
1 min	27.00	51.00	72.00	24.00	44.50	63.00
30 sec	23.00	43.00	60.00	20.00	37.00	51.00

WQBX
1974

Media Code 4 248 0512 5.00
Radio Montgomery, Inc., Box 2288, 485 Tower Rd., Christiansburg, Va. 24073. Phone 703-382-6106.

STATION'S PROGRAMMING DESCRIPTION
WQBX: MUSIC: Adult top 40.

1. PERSONNEL
President—Ray Childers.

3. FACILITIES
5,000 w.; 710 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff———Rec'd 4/4/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	312x	500x	1000x	2000x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

Edited by Robin Good.

WVVV (FM)
1964

NAB

Media Code 4 248 0525 7.00
Blacksburg-Christiansburg Broadcasting Co., Box 61, Blacksburg, Va. 24060. Phone 703-382-4994.

1. PERSONNEL
General Manager—Lewis H. Bagwell, Jr.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
ERP 2,900 w.; 104.9 mc. Stereo.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Suburban Radio Group.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 4/1/73—Rec'd 12/7/73.

7. PACKAGE PLANS

ROS, 30 DAYS:	1 tl	10 tl	25 tl	50 tl	100 tl
1 min	2.75	2.50	2.25	2.00	1.75
30 sec	2.25	2.00	1.75	1.50	1.25

12+ mo firm contract, 10% discount.

BLACKSTONE
Nottoway County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WKLV
1947

NAB

Media Code 4 248 0600 6.00
Blackstone Broadcasting Corp., Drawer 192, Blackstone, Va. 23824. Phone 804-292-4146.

1. PERSONNEL
General Manager—John E. Fox.

3. FACILITIES
5,000 w.; 1440 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station. 15th following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 8 Eff 10/74—Rec'd 10/3/74.

ROS, PER MO:

	1 tl	24 tl	48 tl	72 tl	96 tl	120 tl	144 tl	168 tl
1 min	3.85	3.50	3.30	3.10	2.90	2.70	2.50	2.30
30 sec	2.75	2.50	2.35	2.20	2.05	1.95	1.80	1.65
15 sec	1.75	1.65	1.55	1.45	1.35	1.25	1.15	1.05

10. SPECIAL FEATURES
News, extra 10%.

BLUEFIELD
Tazewell County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WBDY
1966

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 0680 0.00
Kenneth J. Grosthwait, Box 509, Bluefield, Va. 24605. Phone 703-326-1063.

1. PERSONNEL
Manager—Michael V. Brown.

3. FACILITIES
ERP 3,000 w.; 106.3 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS and MBS.

TIME RATES
Eff 12/1/74—Rec'd 12/16/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 tl	25 tl	50 tl	100 tl
1 min	3.00	2.65	2.45	1.95
30 sec	2.45	2.10	1.85	1.55

PER MO:	50 tl	75 tl	100 tl	200 tl	300 tl
1 min	2.95	2.75	2.45	2.20	1.95
30 sec	2.30	2.10	1.85	1.65	1.50

7. PACKAGE PLANS

PER YR EA:	1 min	30 sec		1 min	30 sec
780 x	2.00	1.50	1560 x	1.60	1.25

10. SPECIAL FEATURES
News—5 min, 6 days per wk, 13 wk contract, ea 4.00.
Time checks—15 sec each hr, 500+ per mo (take 3 mo for discount) 150.00.
Special seasonal pkg.—25 30-sec, 30.00.
Sports, high school basketball—20 games, (spots in each games), 3 30-sec, 500.00; college basketball 500.00 per school.

BRISTOL (3 AM; 1 FM)
Washington County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WFHG
1946
BRISTOL, VA.

NAB RAB

Media Code 4 248 0750 1.00
Bristol Broadcasting Co., Box 799, Valley Dr., Bristol, Va. 24201. Phone 703-669-8112.

1. PERSONNEL
General Manager—W. L Nininger.
Commercial Manager—Jack Martin.
Program Director—Bill Hagy.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 950 kc.
Directional—night only.

4. AGENCY COMMISSION
15% time only.

6. GENERAL ADVERTISING See coded regulations
General: 4a.
Rate Protection: 15b.
Basic Rates: 28a, 32a.
Contracts: 45.
Comb.: Cont. Discounts: 60a.
Affiliated with American Contemporary Network.

TIME RATES
No. 5 Eff 8/1/71—Rec'd 9/2/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 tl	12 tl	16 tl	24 tl
AA	16	15	13	—
A	13	12	10	8
B	10	9	7	5

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

PER WK, 1 MIN:	Ea
12 tl (4AA, 5A, 3B)	12
18 tl (6AA, 7A, 5B)	10
24 tl (9AA, 10A, 5B)	9

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
(D)

WKYE WKYE-FM
1962 1946
BRISTOL, VA.

Media Code 4 248 0825 1.00
Highland Development Corp. of Bristol, Box 706, 1009 W. State St., Bristol, Va. 24201. Phone 703-669-1530.

STATION'S PROGRAMMING DESCRIPTION
WKYE: MUSIC: Modern contemporary country.
NEWS: 5 min at :30; bulletins released as received.
Contact Representative for further details. Rec'd 8/17/73.

1. PERSONNEL
General Manager—Lee Perry.
Commercial Manager—Freda Blackford.
Program Director—Ted Montgomery.

2. REPRESENTATIVES
David Carpenter Company.

3. FACILITIES
1,000 w. days; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 10,000 w. (horiz.), 10,000 w. (vert.); 96.9 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 2,210 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 4a.
Rate Protection: 15b.
Basic Rates: 28a, 32a.
Contracts: 45.
Comm.; Cont. Discounts: 60a.
Affiliated with American Entertainment Network.

TIME RATES
No. 4 Eff———Rec'd 2/15/74.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sat thru Sun 6 am-noon.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA			A		
WK, FIXED:	1 tl	12 tl	24 tl	1 tl	12 tl	24 tl
1 min	14.00	12.25	10.50	12.25	10.50	8.50
30 sec	10.50	9.25	7.80	9.25	7.80	6.00
10 sec	7.00	6.25	5.25	6.25	5.25	4.00

B: Flat, 2.50

7. PACKAGE PLANS

	AA			A		
YR, BULK:	500x	1000x	1500x	500x	1000x	1500x
1 min	10.50	9.25	8.50	8.50	7.25	6.00
30 sec	7.80	6.80	6.00	6.00	5.25	4.25
10 sec	5.25	4.75	4.00	4.00	3.60	2.80

B: Flat, 2.50
(D)

WOPI
1929
BRISTOL, TENN.

RAB

(This is a duplicate of the listing appearing under Bristol, Tenn.)
Media Code 4 244 0700 5.00
Tolar, Tolar & Tolar, dba Radio Station WOPI, 1234 W. State St., Bristol, Tenn. 37620. Phone 615-764-5131.

STATION'S PROGRAMMING DESCRIPTION
WOPI: Programmed for adults.
AIR PERSONALITIES handle all segments. MUSIC, current & past hits 5 am-7 pm. Women's show with live interviews & audience participation 9:05-10 am. Tele/talk program 7:05-8 pm. Country music 8 pm-1 am. NEWS: local 5-min at :55; network at :60. SPORTS: college football & basketball, World Series, NASCAR races, local high school football, basketball & baseball. Contact Representative for further details. Rec'd 7/29/75.

1. PERSONNEL
General Manager—Ray Tolar.
Operations Manager—Tom Tolar.
Continuity Director—Steve Smith.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62e.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with NBC.
Affiliated with KBS.

TIME RATES
No. 21 Eff 4/1/73—Rec'd 4/13/73.

7. PACKAGE PLANS

PER WK:	6 tl	12 tl	16 tl	24 tl	30+
1 min	10.00	8.00	7.00	6.00	5.00
30 sec	8.00	6.40	5.60	4.80	4.00
10 sec	5.00	4.00	3.50	3.00	2.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
Ea	90	48	36	18

DISCOUNT
52 wk—10%
(D)

WZAP
1946
BRISTOL, VA.
Represented by
PRO / Meeker Radio

NAB

Media Code 4 248 0935 8.00
690 Radio, Inc., Box 1038, Bristol, Va. 24201. Phone 703-466-2201.

STATION'S PROGRAMMING DESCRIPTION
WZAP: MUSIC: 100% Modern contemporary country with director & disk jockeys. NEWS: 5 min network at :60 & :30; local, weather & sports 8 am, noon & 5 pm. Contact Representative for further details. Rec'd 10/31/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Al Morris.
Program Director—John R. DeFee.
Office Manager—Rita W. Singleton.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
10,000 w. days; 690 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15%. All bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24c.
Contracts: 40a, 41, 45, 46, 47a, 51a.
Comb.; Cont. Discounts: 60f, 60l.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.

TIME RATES
No. 2 Eff 8/15/71—Rec'd 8/5/71.

6. SPOT ANNOUNCEMENTS
FIXED POSITION

PER WK:	6 tl	12 tl	18 tl	24 tl
1 min	14.00	13.50	13.00	12.00
30 sec	12.00	11.50	10.00	9.00
BTA				
1 min	13.00	12.50	12.00	10.00
30 sec	11.00	10.50	9.00	7.00

10 sec: 50% of 1-min.
(D)

BROADWAY-TIMBERVILLE
Rockingham County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WBTX
1972

Media Code 4 248 0955 6.00
Massanutten Broadcasting Co., Inc., Box 337, Main St., Broadway, Va. 22815. Phone 703-896-8933.

1. PERSONNEL
General Manager—David Eshleman.

2. REPRESENTATIVES
Atlanta Spot Sales, Inc.

3. FACILITIES
5,000 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/73—Rec'd 5/23/75.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl	
PER YR:	26x	52x	156x	312x	624x	1248x
1 min	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.35	3.15	2.90	2.70	2.50	2.35
15 sec	2.10	2.00	1.90	1.80	1.70	1.60

1 min & 30 sec only combinable for frequency discounts.

Edited by David Eshleman.

BROOKNEAL
Campbell County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WODI
1965

Media Code 4 248 0975 4.00
WODI Inc., Box 518, Radio Road, Brookneal, Va. 24528. Phone 804-376-2288.

1. PERSONNEL
Gen'l Sta., Sales Mgr. & Prog. Dir.—Graham L. Jones.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-7 pm daily. EST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network, Agrinet of Virginia, Virginia Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 6/1/73—Rec'd 5/14/73.

7. PACKAGE PLANS
ROS—BTA

PER WK:	1 tl	10 tl	20 tl	40 tl	70 tl	100 tl
30 sec	2.25	1.80	1.60	1.40	1.20	1.00
1 min	3.00	2.40	2.10	1.80	1.50	1.30

Must be used within 7 days.

PER MO:	60 tl	100 tl	150 tl	200 tl	300 tl
30 sec	1.70	1.50	1.35	1.20	1.00
1 min	2.20	2.00	1.75	1.50	1.30

Must be used within 31 consec days.

PER YR:	312x	780x	1200x	1800x	2400x
30 sec	1.50	1.40	1.30	1.15	1.00
1 min	2.00	1.85	1.70	1.50	1.30

Use on demand within 12 months.
20 sec 80% of 30-sec, minimum 4 a day 1.00 ea; 50+ 10-sec spots per wk, .75 ea.
Specified times, extra 20%.

VIRGINIA

CHARLOTTESVILLE (3 AM; 2 FM)

Albemarle County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WCCV (FM)

1960

RAB

Subscriber to the NAB Radio Code
Media Code 4 248 1050 5.00
Clay Realty Co., Box 5387, Charlottesville, Va. 22903. Phone 804-977-5566.
See affiliated AM station for additional information.
AM facilities: WCHV.

1. PERSONNEL
Operations Manager—Tommy Walker.

3. FACILITIES
Eff P 50,000 w.; 97.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 450 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 2/1/73—Rec'd 2/2/73.

6. SPOT ANNOUNCEMENTS

FIXED

	1x	13x	26x	52x	104x	208x	312x	624x
1 min	6.00	5.75	5.50	5.25	5.00	4.50	4.25	4.00
30 sec	4.80	4.60	4.40	4.20	4.00	3.60	3.40	3.20

ROS

	1x	13x	26x	52x	104x	208x	312x	624x
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.60	3.40	3.20	3.00	2.80	2.60	2.40	2.20

8. PROGRAM TIME RATES

EA:	1x	13x	26x	52x	104x	152x	260x
1 hr	40	38	36	33	31	29	26

1/2 hr: 60% of hr. 10 min: 30% of hr.
1/4 hr: 40% of hr. 5 min: 25% of hr.

10. SPECIAL FEATURES
News at :15—applicable 5-min rate.
Edited by Michael Ludgate.

WCHV

1929

RAB

Subscriber to the NAB Radio Code
Media Code 4 248 1125 5.00
Clay Realty Co., Box 5387, Charlottesville, Va. 22903. Phone 804-977-5566.

1. PERSONNEL
President—Lyell B. Clay.
Vice-Pres. & Gen'l Mgr.—Michael J. Ludgate.
Program Director—Edward Owens.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Cleveland, Pa., Md.—Dome & Associates, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1260 kc. Directional
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2b. 3a, 4a. 5, 6a, 8.
Rate Protection: 10h. 11h. 12h. 13h, 14b, 15a, 16.
Basic Rates: 21b. 21d, 22a. 22b. 23a, 24a, 24b, 24c. 25a. 26. 27. 28a. 28c, 29a. 30, 33a.
Contracts: 40c, 41, 42a. 46, 47a. 48. 50, 51b.
Comb: Cont. Discounts: 60a, 60d. 60g. 60k, 61b, 62d.
Cancellation: 70b, 70c. 71a, 72, 73b.
Prod. Services: 80, 81. 82.
FM Facilities: WCCV (FM).
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 15 Eff 10/1/74—Rec'd 9/3/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Fri 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

FIXED POSITION
1 MINUTE

*PER YR:	52x	156x	260x	520x	1040x	1560x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
AAA	13.00	12.00	11.00	10.00	9.00	8.00
AA	11.00	10.25	9.50	8.50	8.00	7.00
A	7.50	7.00	6.50	6.00	5.50	5.00
B	4.00	3.50	3.00	2.75	2.50	2.25

30 SECONDS

AAA	10.40	9.60	8.80	8.00	7.20	6.40
AA	8.80	8.20	7.60	6.80	6.40	5.60
A	6.00	5.60	5.20	4.80	4.40	4.00
B	3.20	2.80	2.40	2.20	2.00	1.80

10 sec: 50% of 1-min.
(*) Advanced contractural agreement only.

7. PACKAGE PLANS

ROS/BTA IMPACT PLAN

	Per wk				Per mo	Per yr
EA:	1 ti	10 ti	20 ti	40+	100+	1200+
1 min	6.00	5.75	5.50	5.00	5.00	4.75
30 sec	4.80	4.60	4.40	4.00	4.00	3.80
10 sec	3.25	2.90	2.75	2.50	2.50	2.40

WEEKEND PLAN—FRI 8 PM-MON 6 AM—ROS
20+, 1 min 4.25 20+, 30 sec 3.25

WELK

1957

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 248 1200 6.00
WELK, Inc., Box 1294, Charlottesville, Va. 22902 Phone 804-977-5091.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert W. Stroh.
Station Manager—John W. Powell, Jr.

2. REPRESENTATIVES
Market 4 Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION
15% on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b.
Contracts: 40a, 45.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 6/1/74—Rec'd 4/30/74.
AA—6-9 am & 4-6:30 pm.
A—9 am-4 pm & 6:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

1 WEEK

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	11.40	9.35	6.50	8.50	6.95	4.80
6 ti	11.00	8.80	6.35	8.25	6.60	4.70
13+	10.60	8.50	6.25	7.90	6.25	4.60
13 WEEKS						
1 ti	10.20	8.20	6.00	7.50	6.00	4.40
6 ti	9.75	7.80	5.90	7.30	5.80	4.25
13+	9.30	7.50	5.60	6.95	5.50	4.10
26 WEEKS						
1 ti	9.30	7.50	5.60	6.95	5.50	4.10
6 ti	9.00	7.20	5.40	6.60	5.30	3.90
13+	8.60	6.80	5.10	6.25	5.00	3.80
52 WEEKS						
	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	8.20	6.50	4.80	5.95	4.70	3.60
6 ti	7.75	6.25	4.70	5.60	4.40	3.50
13+	7.35	6.10	4.50	5.30	4.10	3.25

ROS

PER WK:	1 ti	10 ti	20 ti	*40+
1 min	5.50	5.15	4.80	4.45
30 sec	4.50	4.10	3.80	3.45
10 sec	3.25	2.95	2.65	2.35

(*) or 100+ in 30 days.

WINA

1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 1275 8.00
Charlottesville Broadcasting Corp., Box 1230, 4th and Main Sts., Charlottesville, Va. 22902. Phone 804-977-3030.

1. PERSONNEL
President—Laurence E. Richardson.
Exec. Vice-Pres. & Gen'l Mgr.—Colin Rosse.
Vice-Pres./Prog. & Farm Dir.—Bill Ray.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
5,000 w.; 1070 kc. Directional night only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%; monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3b. 4a. 4d. 5. 6a. 7a, 8.
Rate Protection: 15b.
Basic Rates: 20b. 21a, 22b. 23a, 25a, 25b, 25c.
Contracts: 40a. 41. 42b. 44a. 45. 46. 47a. 48. 50. 51b.
Comb.: Cont. Discounts: 60a. 62a, 62d.
Cancellation: 71a. 72. 73a. 73b.
Prod. Services: 80. 81. 82.
FM facilities: WQMC (FM).
Affiliated with CBS.
Affiliated with The Rep Network.
Member: Agrinet of Virginia. Virginia Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 22 Eff 8/1/74—Rec'd 7/12/74.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm.
B—Mon thru Fri 10 am-3 pm, Sat & Sun 5:30 am-7 pm.
C—Mon thru Sun 7 pm-midnight.
D—Mon thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

		AA		A	
WKLY:	YRLY:	1 min	30 sec	1 min	30 sec
1 ti	1 x	12.50	10.00	10.50	8.40
5 ti	50 x	11.30	9.20	9.75	7.80
10 ti	250 x	10.50	8.40	9.00	7.20
20 ti	520 x	.....	.....	8.25	6.60
40 ti	1040 x	.....	.....	7.50	6.00
		B		C	
1 ti	1 x	7.50	6.00	5.00	4.00
5 ti	50 x	7.00	5.60	4.75	3.80
10 ti	250 x	6.50	5.20	4.50	3.60
20 ti	520 x	6.00	4.80	4.25	3.40
40 ti	1040 x	5.50	4.40	4.00	3.20

D: 1 min, 3.00; 30 sec 2.40.

7. PACKAGE PLANS

WKLY, TAP, EA:	1 min	30 sec
5 ti (5AA, 1A, 2B, 1C)	7.00	5.60
10 ti (2AA, 2A, 4B, 2C)	6.50	5.20
15 ti (3AA, 3A, 6B, 3C)	6.25	5.00
20 ti (4AA, 4A, 8B, 4C)	6.00	4.80
40 ti (8AA, 8A, 16B, 8C)	5.50	4.40

ROS, PER WK:	1 ti	5 ti	10 ti	20 ti	*100 ti
1 min	6.00	5.75	5.50	5.25	4.50
30 sec	4.80	4.60	4.40	4.20	3.60

(*) In 30 days.
WEEKEND PLAN—ROS—FRI 9 PM-MON 5:30 AM
20+, 1 min 4.00 20+, 30 sec 3.00

10. SPECIAL FEATURES
Farm—Mon thru Fri 5:30-6:30 am & 12:15-1 pm.
1 min 9.00 30 sec 7.20

WQMC (FM)

1954

Subscriber to the NAB Radio Code
Media Code 4 248 1276 6.00
Charlottesville Broadcasting Corp., Box 1230, 4th & Main Sts., Charlottesville, Va. 22902. Phone 804-977-3030.
See affiliated AM station for additional information.
AM facilities: WINA.

3. FACILITIES
Eff P 2,800 w.; 95.3 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 190 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.
Affiliated with The Rep Network.
Member: Agrinet of Virginia. Virginia Network.

TIME RATES
No. 2 Eff 2/1/75—Rec'd 1/27/75.
A—Mon thru Sat 7:30-9:30 am & 5-8 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A				B			
YR:	1x	52x	500x	1000x	1x	52x	500x	1000x
WK:	1 ti	5 ti	10 ti	20 ti	1 ti	5 ti	10 ti	20 ti
1 min	5.00	4.80	4.50	4.00	4.00	3.80	3.50	3.00
30 sec	4.00	3.80	3.50	3.00	3.00	2.80	2.50	2.00

CHASE CITY

Mecklenburg County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WMEK

1959

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 1350 9.00
Mecklenburg Broadcasting Co., Inc., 512 N. Main St., Chase City, Va. 23924. Phone 804-372-3141.

STATION'S PROGRAMMING DESCRIPTION
WMEK: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Arthur A. Moran, Jr.

3. FACILITIES
500 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Tobacco Radio Network.

TIME RATES
Eff——————Rec'd 7/2/68.

6. SPOT ANNOUNCEMENTS

	1x	27x	52x	104x	261x	365x	750x
1 min	4.50	4.00	3.75	3.00	2.60	2.50	2.30
30 sec	3.00	2.80	2.70	2.50	2.30	2.00	1.75
10 sec	1.60	1.50	1.40	1.25	1.15	1.00	.90

CHATHAM

Pittsylvania—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WKBY

1966

Subscriber to the NAB Radio Code
Media Code 4 248 1425 9.00
Pittsylvania County Broadcasters, Inc., Hwy. 29 S., Chatham, Va. 24531. Phone 804-432-8108.
Danville phone 804-798-1344.

STATION'S PROGRAMMING DESCRIPTION
WKBY: 100% modern country & western music.

1. PERSONNEL
General Manager—Maria C. Peace.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
1000 w.; 1080 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST, DST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network.

TIME RATES
Eff 10/1/74—Rec'd 7/31/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
Ea	4	3	2	1

7. PACKAGE PLANS

BIG 10

WITHIN 10 DAYS:	100 ti	150 ti	200 ti
1 min	200	285	350
30 sec	150	215	265

CONTRACT DISCOUNT
13 wk—10% 6 mo—15% 1 yr—20%
30% rate holder package discount for 1 spot per day for 1 yr.

10. SPECIAL FEATURES
NEWS AND FEATURES—MON THRU FRI

	1 min			30 sec		
PER DAY:	4 ti	3 ti	2 ti	4 ti	3 ti	2 ti
Per mo	225	175	125	175	140	100

TIME AND TEMPERATURE CHECKS
1 per hr. sunrise—local sunset, 15 sec spot, per mo 200.00.
Submitted by Everett C. Peace, Jr.

CHESAPEAKE

Chesapeake County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth
(including Chesapeake, Suffolk, Virginia Beach)

and

Newport News-Hampton

CHESTER

Chesterfield County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

See Richmond
(including Highland Springs, Chester)

CHRISTIANSBURG

Montgomery County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WJJJ

1954

NAB

Media Code 4 248 1575 1.00
Blacksburg-Christiansburg Broadcasting Co., Box 30, Christiansburg, Va. 24073. Phones 703-382-4993, 4994.

1. PERSONNEL
General Manager—Lewis Bagwell, Jr.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with KBS.
Member: Suburban Radio Group.

TIME RATES
No. 6 Eff 6/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

MO/30 DAYS:	1 ti	10 ti	25 ti	50 ti	100 ti
1 min	5.75	5.25	4.75	4.50	4.25
30 sec	4.50	4.25	4.00	3.75	3.50
15 sec	3.60	3.50	3.40	3.30	3.20

Specified times, per spot extra, .50.

CLIFTON FORGE

Alleghany County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WXCF

1973

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 1600 7.00
Alleghany-Highlands Radio, Inc., Box 104, Ingalls St., Clifton Forge, Va. 24422. Phone 703-862-5751.

1. PERSONNEL
General Manager—Larry M. Reid.

2. REPRESENTATIVES
Southern Spot Sales, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 5/1/74—Rec'd 1/13/75.

7. PACKAGE PLANS

	Per wk				Per mo	
PER WK:	1 ti	10 ti	20 ti	40 ti	100 ti	200 ti
1 min	3.00	2.70	2.50	2.25	1.95	1.75
30 sec	2.00	1.80	1.60	1.50	1.30	1.20
10 sec	1.50	1.35	1.25	1.15	.....	.....
YRLY CONTRACT, BULK:	500x	1000x	1500x	2000x		
1 min	2.25	2.00	1.80	1.60		
30 sec	1.75	1.50	1.35	1.25		
10 sec	1.35	1.25	1.10	1.00		

CLINTWOOD

Dickenson County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WDIC

1961

Media Code 4 248 1625 4.00
Dickenson County Broadcasting Corp., Box 412, Rte. 1, Clintwood, Va. 24228. Phone 703-835-2741.

1. PERSONNEL
Manager—Remire Sutherland.

3. FACILITIES
1,000 w.; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.

TIME RATES
Eff ——— Rec'd 1/3/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
Ea	2.00	1.50	1.00	.65

COLLINSVILLE

Henry County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WFIC

1970

Media Code 4 248 1675 9.00
Radio Collinsville, Inc., owned by Collinsville Broadcasters, Inc., Box 475, Endless Rd., Collinsville, Va. 24078. Phone 703-647-3761.

STATION'S PROGRAMMING DESCRIPTION
WFIC: MUSIC: top 40 format; all gospel Sun am.

1. PERSONNEL
General Manager—Blane T. Woody.

3. FACILITIES
1,000 w.; 1530 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station. Payable 10th of month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
No. 6 Eff 9/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

	20 sec	30 sec	1 min
Ea	1.75	1.90	3.75

Edited by Blane T. Woody.

COLONIAL HEIGHTS

Chesterfield County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WPVA

Licensed as a Petersburg-Colonial Heights, Virginia Station.
See listing under Petersburg, Va.

COVINGTON (1 AM; 1 FM)

Alleghany County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

WKEY 1941 — WKEY-FM 1964

NAB — NAFMB

Subscriber to the NAB Radio Code
Media Code 4 248 1725 2.00
WKEY, Inc., Box 710, Covington, Va. 24426. Phone 703-962-1133.

1. PERSONNEL
Station Manager—Ken Bryant.

3. FACILITIES
1,000 w. days, 250 w nights; 1340 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.
FM-ERP 3,000 w.; 100.9 mc.
Operating schedule: Same as AM.
Antenna ht., 255 ft. below average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with American FM Network.
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

	1x	27x	53x	105x	261x	(*)
1 min	4.75	4.45	4.25	4.05	3.80	3.50
30 sec	3.40	3.15	3.05	2.85	2.70	2.50
10 sec	1.75	1.65	1.60	1.50	1.40	1.30

(*) 313-750x.

7. PACKAGE PLANS

VOLUME:	751x	1001x	1501x	2001x	3001+
1 min	3.25	2.95	2.60	2.50	2.25
30 sec	2.20	1.95	1.85	1.75	1.50
30 DAYS:				**100 tl**	**200 tl**
10 sec				118.50	193.50

CREWE (1 AM; 1 FM)

Nottoway County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WSVS 1946

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 1800 3.00
Southern Virginia Broadcasting Corp., 800 Melody Lane, Hwy. 630, Crewe, Va. 23930. Phone 804-645-7734.

STATION'S PROGRAMMING DESCRIPTION
WSVS: MUSIC: C & W am. MOR am & pm, rock pm.

1. PERSONNEL
General Manager—Thelbert R. Silverman.

3. FACILITIES
5,000 w.; 800 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6:30-8:30 am, 10 am-3 pm & 5 pm-local sunset. For non-simulcast facilities see WSVS-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network, Agrinet of Virginia.

TIME RATES
No. 10 Eff 8/1/75—Rec'd 6/9/75.

6. SPOT ANNOUNCEMENTS

ROS:	1x	28x	52x	280x	728x
1 min	5.90	5.35	4.95	4.50	4.00
30 sec	3.55	3.25	2.95	2.65	2.50
20 sec	2.35	2.25	2.15	2.00	1.95

Fixed position, extra 10%.
Edited by Thelbert R. Silverman.

WSVS-FM 1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 1801 1.00
Southern Virginia Broadcasting Corp., 800 Melody Lane, Hwy. 630, Crewe, Va. 23930. Phone 804-645-7734.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WSVS-FM: MUSIC: Country & western.

3. FACILITIES
ERP 14,000 w., 104.7 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 440 ft. above average terrain.
Partial simulcast operation Operated separately 8:30-10 am, 3-5 pm & local sunset-11 pm. For simulcast facilities see WSVS.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Member: Agrinet of Virginia.

TIME RATES
Rates are identical to WSVS. See that listing.
Edited by Thelbert R. Silverman.

CROZET

Albemarle County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WPED 1970

NAB — RAB

Media Code 4 248 1835 9.00
McClenahan Broadcasting Corp., Box 8, Crozet, Va. 22932. Phones 804-823-5600, 5700.

STATION'S PROGRAMMING DESCRIPTION
WPED: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—W. Edward McClenahan.

3. FACILITIES
250 w.; 810 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 1/1/75—Rec'd 1/13/75.
AA—Mon thru Sat 6-9:30 am & 3:30-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 MINUTE					
*PER YR:	52x	156x	260x	520x	1040x	1560x
PER WK:	1 tl	6 tl	12 tl	16 tl	24 tl	36 tl
AA	7.00	6.50	6.00	5.50	5.00	4.50
A	5.00	4.50	4.00	3.50	3.25	3.00
	30 SECONDS					
AA	5.60	5.20	4.80	4.40	4.00	3.60
A	4.00	3.60	3.20	2.80	2.60	2.40

10 sec: 50% of 1-min.
(*) Earned by advance contract agreement only.

7. PACKAGE PLANS

ROS, BTA,	Per wk			mo		yr
EA:	10 tl	18 tl	26 tl	40+	100+	*1200+
1 min	3.75	3.50	3.10	2.75	2.75	2.50
30 sec	3.00	2.80	2.50	2.20	2.20	2.00
10 sec	1.90	1.75	1.55	1.40	1.40	1.25

(*) Earned by advance contract agreement only.

CULPEPER (1 AM; 1 FM)

Culpeper County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WCUL (FM) 1971

NAB

Media Code 4 248 1855 7.00
Culpeper Broadcasting Corp., Box 672, Culpeper, Va. 22701. Phone 703-825-3900.
See affiliated AM station for additional information.
AM facilities: WCVA.

STATION'S PROGRAMMING DESCRIPTION
WCUL (FM): Programmed for adults.

3. FACILITIES
ERP 3,000 w. 103.1 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 327 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 4/1/73—Rec'd 2/28/73.

6. SPOT ANNOUNCEMENTS
1 min/less, flat 3

WCVA 1949

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 1875 5.00
Culpeper Broadcasting Corp., Box 672, Culpeper, Va. 22701. Phone 703-825-3900.

STATION'S PROGRAMMING DESCRIPTION
WCVA: Programmed for general interest.

1. PERSONNEL
General Manager—Leonard M. Dawson.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WCUL (FM).

TIME RATES
Eff 4/1/73—Rec'd 2/28/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	30 tl	60 tl	90+
1 min	3.60	3.30	3.10	2.85
30 sec	2.60	2.30	2.10	1.85

7. PACKAGE PLANS

	1 min	30 sec
15 tl in 3-day period/35 tl in 7-day period	2.85	1.85

10 sec spot, ea 1.25.

DANVILLE (4 AM; 1 FM)

Pittsylvania County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WAKG (FM) 1968

NAB — RAB — NAFMB

Media Code 4 248 1912 8.00
Piedmont Broadcasting Corp., 710 Grove St., Danville, Va. 24541. Phone 804-797-4290.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ann F. Siddle.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
Eff' 100,000 w.; 103.3 mc. Stereo.
Operating schedule: 24 hours.
Antenna ht.: 627 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 6/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1 tl	6	5

WEEKLY DISCOUNTS
5 tl—5% 15 tl—15% 25 tl—25%
10 tl—10% 20 tl—20%
ANNUAL DISCOUNTS
52 consec wk—10%

WBTM 1930

NAB — RAB

Subscriber to the NAB Radio Code
Media Code 4 248 1950 6.00
Piedmont Broadcasting Corp., Radio Center, Danville, Va. 24541. Phone 804-793-4411.

STATION'S PROGRAMMING DESCRIPTION
WBTM: Programmed for general interest; daytime, young adults 18-49; nighttime, younger adults 14-39; black community (late night). MUSIC: modern MOR with 30%; mix post-1955 oldies (daytime). 50% current top 40, 50% oldies (nighttime), R&B (midnight-5 am). NEWS: local news department, 5 mobile units, on-the-spot reports, traffic reports. Local news at :60, network at :30. AP & weather wires. SPORTS: high school & college football. Features: farm news 5-6 am & 12:15 pm daily; telephone call-in trading show 11:05 am-noon daily; businessmen's hour news block 6-7 pm daily. Contact Representative for further details. Rec'd 5/29/75.

1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—T. David Luther.

2. REPRESENTATIVES
South—Southern Spot Sales, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1330 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 28a, 30, 33a.
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60c, 60f, 60l, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 10/1/74—Rec'd 8/15/74.
Drive—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.
Night—Daily 7 pm-6 am.

8. SPOT ANNOUNCEMENTS

SPECI-	Drive			Night		
FIED:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
Flat	6.00	4.80	3.60	3.00	2.40	1.80

7. PACKAGE PLANS
ROS—1/3 DRIVE, 2/3 BTA

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	5.00	4.85	4.70	4.50	4.35
30 sec	4.00	3.90	3.75	3.60	3.50
15 sec	3.00	2.90	2.80	2.70	2.60
PER YR:	**250x**	**500x**	**750x**	**1000x**	**1500x**
1 min	4.90	4.70	4.45	4.25	3.90
30 sec	3.90	3.75	3.60	3.40	3.15
15 sec	2.95	2.60	2.70	2.55	2.35

9. PROGRAM TIME RATES

	2 min	5 min	1/4 hr	1/2 hr
1 x	7.00	9.00	17.50	35.00

10. SPECIAL FEATURES
30-SECOND NEWS

PER WK:	1 tl	2 tl	3 tl	4 tl	5 tl	6 tl
Per day	13.00	12.50	12.00	11.50	10.90	10.25

Incl 1 30-sec spot in 3 daily newscasts.
TRADING POST

1 min	16.00	15.50	15.00	14.50	14.00	13.50

WDVA 1947

Country & Western

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 2025 6.00
Virginia-Carolina Broadcasting Corp., One Radio La., Danville, Va. 24541. Phone 804-797-1250.

STATION'S PROGRAMMING DESCRIPTION
WDVA: Programmed for general interest.
MUSIC: top country and western tunes, 24 hours a day. Pick-hit, pick-album, hymn-of-the-hour every hour. NEWS: Local news on hour, network news on half hour. AP wire service. Weather summary at :15 and :45, bulletins as they occur. SPORTS: 5 min shows at 7:45 am and 6:15 pm, live coverage of local high school sports, Little League, Babe Ruth and Connie Mack baseball in season, university football schedule, NASCAR races. Features: farm news and information 6-7 am, noon-1 pm. Open mike 9-10 am M-F. Coverage of public affairs, community meetings, etc. Contact Representative for further details. Rec'd 8/11/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Eddie Allgood.
Ass't Mgr. & Prog. Dir.—Homer Thomasson.
Nat'l & Reg. Sales—Jean R. Collins.

2. REPRESENTATIVES
T-N Spot Sales.

3. FACILITIES
5,000 w.; 1250 kc. Directional—night only.
Operating schedule: 24 hrs. daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 24c, 25a, 28b, 28c, 29b, 33a.
Contracts: 40a, 41, 42b, 45, 46, 47b, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60c, 61b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Member: The Tobacco Radio Network, Agrinet of Virginia, Virginia Network, Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 8/75—Rec'd 7/31/75.

6. SPOT ANNOUNCEMENTS

	10 sec	20 sec	30 sec	1 min
Ea	3.50	4.50	5.50	6.50

DISCOUNT
10 tl per wk—10%.
52 consec wk contract—additional 10%.

7. PACKAGE PLANS

BULK, PER YR, ROS:	750x	1000x	1500x
Discount	22%	24%	28%

8. PROGRAM TIME RATES

	2-1/2	5 min	10 min	1/4 hr
Ea	8	10	15	20

Talent and Production extra.
Submitted by Eddie Allgood.

WILA 1957

NAB

Media Code 4 248 2100 7.00
WILA, Inc., Box 3444, 865 Industrial Ave., Danville, Va. 24541. Phone 804-792-2133.

STATION'S PROGRAMMING DESCRIPTION
WILA: Programmed for Black community.
MUSIC: 30% gospel, 55% rhythm and blues. NEWS: local and state, national 10%. Sports 5%. Gospel time 9-10:30 am & noon-1:30 pm daily. 5 air personalities do all air work. Local news man plus UPI. Coverage of all civil rights news. Live or taped coverage of high school sports. No more than 16 minute commercial time per hour. 10 min farm and home show daily. School news weekly. Local news 15 min per day with highlights of all local news at :55. Remotes and beeper calls available. Contact Representative for further details. Rec'd 2/1/74.

1. PERSONNEL
General Manager—Neill K. McMillan.
Ass't & Sales Mgr.—Thomas Price, Jr.
Operations—James R. Woodson.

2. REPRESENTATIVES
Bob Dore Associates.
South—Bernard I. Ochs Co.

3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 21d, 22a, 24b, 24c, 25a, 26, 28a, 29a.
Contracts: 40a, 47e.
Comb.: Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with Mutual Black Network.

TIME RATES
Eff——————Rec'd 4/29/70.

6. SPOT ANNOUNCEMENTS

	500x	1000x
1 min	5.00	4.00
30 sec	3.50	3.00

Less than 30 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 tl	25 tl	40 tl
1 min	4.25	4.00	3.75
30 sec	3.50	3.00	2.75

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60	35	20	12

Edited by Neill K. McMillan.

WYPR 1959

Media Code 4 248 2175 9.00
WYPR Radio, Inc., Box 3325, Danville, Va. 24541. Phones 804-792-6022, 6023.

STATION'S PROGRAMMING DESCRIPTION
WYPR: Contemporary with net news at :55 and :15. Countdown of Top 30 each Sun afternoon. Contact Representative for further details. Rec'd 12/2/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Campbell.
Operations Manager—Don Webb.

2. REPRESENTATIVES
David Carpenter Company, Inc.

3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 4 am-local sunset daily. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 23a, 24a, 24b, 25a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	12 tl	18 tl	24 tl	30 tl
1 min	4.60	4.40	4.20	4.00	3.80
30 sec	3.75	3.60	3.40	3.20	3.00
15 sec	2.30	2.20	2.10	2.00	1.90

1/3 in Drive time when available.
Drive time—6-9:30 am & 4-6:30 pm, extra 1.00.

VIRGINIA

DEERFIELD

Augusta County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WABH
1962

Subscriber to the NAB Radio Code
Media Code 4 248 2250 0.00
Deerfield Broadcasting Co., Inc., Deerfield, Va. 24432. Phone 703-939-1150.
1. PERSONNEL
Station Manager—Ralph O. Hamilton.
2. REPRESENTATIVES
South—C. K. Beaver & Associates, Inc.
3. FACILITIES
1,000 w. days; 1150 kc.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
TIME RATES
Eff———Rec'd 9/8/70.
6. SPOT ANNOUNCEMENTS

	312x	260x	156x	52x	26x	13x	1x
1 min	1.50	1.65	1.75	1.90	2.05	2.20	2.40
30 sec	1.00	1.35	1.45	1.60	1.75	1.90	2.20

EMPORIA

Greenville County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WEVA
1952

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 248 2325 0.00
Stone Broadcasting Corp., Box 1056, Washington St., Emporia, Va. 23847. Phones: 804-634-2133, 2134.
1. PERSONNEL
Pres. & Gen'l Mgr.—Willis L. Stone.
3. FACILITIES
1,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Tobacco Radio Network, Agrinet of Virginia, Virginia Network, Farm Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 3/1/69—Rec'd 1/30/69.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	312x
1 min	5.00	4.50	4.00	3.50	3.25	3.00
30 sec	4.00	3.50	3.00	2.50	2.25	2.00

EXMORE-JAMESVILLE
(1 AM; 1 FM)

Northampton County—Map Location M-5
See SRDS consumer market map and data at beginning of the State.

WEXM — WEXM-FM
1975 JAMESVILLE — 1972 EXMORE

Subscriber to the NAB Radio Code
Media Code 4 248 2400 1.00
Parker-Rew Enterprises, Box 218D, Rt. 183, Exmore, Va. 23350. Phone 804-442-5000.
STATION'S PROGRAMMING DESCRIPTION
WEXM: Programmed for adults & young adults.
1. PERSONNEL
Pres. & Gen'l Mgr.—James A. Rew, Jr.
2. REPRESENTATIVES
Frederick W. Smith.
3. FACILITIES
540 w.; 1520 kc. Directional.
Operating schedule: sunrise-local sunset. EST.
FM-ERP 27,800 w. (horiz.), 27,800 w. (vert.); 107.5 mc.
Operating schedule: 7 am-6 pm. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Virginia Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/72—Rec'd 4/17/73.
A—Mon thru Sun 7-7:30, 8-8:30 am & 5:30-6 pm; Mon thru Sat noon-12:30 pm; Sun 12:30-1 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS
CLASS B

	1x	26x	52x	104x	156x	260x	365x
1 min	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50
15 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.00

A: B rate plus 1.50.
7. PACKAGE PLANS

SATURATION, PER MO:	25 ti	50 ti	100 ti
1 min	2.00	1.90	1.75
30 sec	1.75	1.60	1.50

FAIRFAX

Fairfax County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.
(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Springs, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

FALLS CHURCH

Fairfax County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.
(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Springs, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church,

FARMVILLE (1 AM; 1 FM)

Prince Edward County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WFLO — WFLO-FM
1947 — 1961

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 2475 3.00
Colonial Broadcasting Co., Inc., Box 367, Cumberland Rd., Farmville, Va. 23901. Phone 804-392-4195.
STATION'S PROGRAMMING DESCRIPTION
WFLO: Country sign-on-1 pm; top 40 thereafter.
WFLO-FM: Country 5-6:30 am; MOR 6:30 am-10 pm.
1. PERSONNEL
General Manager—John D. Wilson.
3. FACILITIES
1,000 w. days; 870 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 6,300 w.; 95.7 mc.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.
TIME RATES
No. 9 Eff 7/1/75—Rec'd 6/4/75.
6. SPOT ANNOUNCEMENTS

	1x	51x	401+
1 min	4.50	4.00	3.50
30 sec	3.25	2.75	2.25
15 sec/less	1.60	1.60	1.60

10. SPECIAL FEATURES
News—extra, 10%.
Edited by John D. Wilson.

FRANKLIN

Southampton County—Map Location K-6
See SRDS consumer market map and data at beginning of the State.

WYSR
1956

NAB RAB

Media Code 4 248 2550 3.00
The Franklin Broadcasting Corp., Box 569, Franklin, Va. 23851. Phone 804-562-3135.
1. PERSONNEL
President—Thomas F. Clark.
3. FACILITIES
1,000 w. days; 1250 kc.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
No. 6 Eff 10/1/71—Rec'd 5/15/72.
6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	312x
1 min	5.00	4.50	4.00	3.50	3.00	2.50
30 sec	4.00	3.75	3.50	3.00	2.50	2.00

FREDERICKSBURG (2 AM; 2 FM)

Spotsylvania County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WFLS — WFLS-FM
1960 — 1962

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 248 2625 3.00
Star Broadcasting Corp., 616 Amelia St., Fredericksburg, Va. 22401. Phone 703-373-1500.
STATION'S PROGRAMMING DESCRIPTION
WFLS: Programmed for general interest.
1. PERSONNEL
Station Manager—J. William Poole.
2. REPRESENTATIVES
Mario Messina Company.
Philadelphia, Pittsburgh, Baltimore, Washington—Dome & Associates.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 5:25 am-local sunset. EST.
FM-ERP 42,000 w.; 93.3 mc.
Operating schedule: 5:25-12:15 am. EST.
Antenna ht.: 333 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
Eff 7/1/74—Rec'd 7/29/74.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	20 ti	50 ti
1 min	4.71	4.35	4.24	4.12
30 sec	3.53	3.29	3.18	3.06
10 sec	2.35	2.24	2.18	2.12

WFVA WFVA-FM

1939 — 1960

NAB RAB

Media Code 4 248 2700 4.00
Fredericksburg Broadcasting Corp., Box 269, 1914 Mimosa Ave., Fredericksburg, Va. 22401. Phone 703-373-7721.
STATION'S PROGRAMMING DESCRIPTION
WFVA: MUSIC: Contemporary, 18-49.
1. PERSONNEL
General Manager—John C. Morgan.
2. REPRESENTATIVES
PRO/Meeker Radio.
Md., Va. & Washington, D. C. contact station.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:59 am-midnight. EST.
FM-ERP 5,100 w.; 101.5 mc.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.
Member: Mid Atlantic Network, Inc.
TIME RATES
No. 175 Eff 8/1/75—Rec'd 7/31/75.
AA—Mon thru Fri 6-9 am, noon-1 pm & 3:30-6:30 pm; Sat 6-9 am & noon-6:30 pm; Sun noon-5 pm.
A—ROS.
6. SPOT ANNOUNCEMENTS

30	AA				A			
DAYS:	1 ti	11 ti	21 ti	101+	1 ti	11 ti	21 ti	101+
1 min	5.90	5.60	5.40	5.30	5.30	5.00	4.80	4.70
30 sec	4.30	4.15	4.05	4.00	3.85	3.70	3.60	3.55
10 sec	3.25	3.10	3.00	2.95	2.95	2.80	2.70	2.65

Submitted by John Carl Morgan.

FRONT ROYAL (1 AM; 1 FM)

Warren County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

WFFV (FM)
1973

Subscriber to the NAB Radio Code
Media Code 4 248 2737 6.00
Wayside Broadcasting, Inc., Box 252, Middletown, Va. 22645. Phone 703-869-1343.
STATION'S PROGRAMMING DESCRIPTION
WFFV (FM), programmed for adults & young adults. MUSIC: MOR, emphasis on pop standards, showtunes, orchestra arrangements of current hits clustered in uninterrupted segments. NEWS: network natl & int'l at :15. State & local news: 45 alt. hours. Rec'd 5/14/73.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Michael P. Carnell.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 5:30 am-11:30 pm. EST.
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.
TIME RATES
No. 2 Eff 4/1/73—Rec'd 5/29/73.
6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	13 ti	26 ti	51 ti	76 ti	100+
PER YR:				250x	500x	1000+
DISCOUNT:	Flat	10%	20%	30%	35%	40%
10 sec	2.50	2.40	2.30	2.20	2.10	2.00
30 sec	4.00	3.60	3.20	2.80	2.60	2.40
1 min	5.00	4.50	4.00	3.50	3.25	3.00

Edited Michael P. Carnell.

WFTR
1945

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 2775 6.00
WFTR, Inc., Box 192, Front Royal, Va. 22630. Phones 703-635-1121, 4121.
1. PERSONNEL
Pres. & Gen'l Mgr.—Charles B. Britt.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5-1 am. EST.
4. AGENCY COMMISSION
15%; no cash discount on line charges or talent fees.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
TIME RATES
No. 3 Eff 5/1/71—Rec'd 4/26/71.
6. SPOT ANNOUNCEMENTS

	—Traffic Times—			—Other Times—		
	1x	104x	312x	1x	104x	312x
1 min	5.00	4.60	4.20	4.50	4.20	3.90
30 sec	4.00	3.70	3.40	3.60	3.40	3.20

7. PACKAGE PLANS
SATURATION PLANS

PER WK, EA:	20 ti	40 ti	60 ti	100 ti
1 min	4.50	4.20	3.90	3.70
30 sec	3.70	3.50	3.30	3.10

GALAX (1 AM; 1 FM)

Carroll County—Map Location E-6
Grayson County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WBOB — WBOB-FM
1946 — 1961

NAB

Media Code 4 248 2850 7.00
Carroll-Grayson Broadcasting Corp., Box 270, Poplar Knob Rd., Galax, Va. 24333. Phone 703-236-2021.
STATION'S PROGRAMMING DESCRIPTION
WBOB: News on hour each day. C and W music.
1. PERSONNEL
General Manager—Joseph P. Crockett.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 6,800 w.; 98.1 mc.
Operating schedule: 5:30 am-11 pm EST.
Antenna ht.: 585 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
FM; duplicates AM daytime programs Monday thru Saturday.
TIME RATES
Eff 1/1/73—Rec'd 1/22/73.
6. SPOT ANNOUNCEMENTS

ROS:	1x	26x	52x	104x	260x
1 min	4.00	3.90	3.80	3.65	3.50
30 sec	3.50	3.40	3.30	3.15	3.00

GATE CITY (1 AM; 1 FM)

Scott County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WGAT
1959

Subscriber to the NAB Radio Code
Media Code 4 248 2925 7.00
Tri-Cities Broadcasting Corp., Box 37, 133 E. Jackson St., Gate City, Va. 24251. Phone 703-386-7025.
STATION'S PROGRAMMING DESCRIPTION
WGAT: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—Herman Long.
2. REPRESENTATIVES
Vic Piano Associates, Inc.
3. FACILITIES
1,000 w.; 1050 kc. Non-directional.
295 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/c time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Farm Radio Network.
TIME RATES
No. 3 Eff ———Rec'd 3/30/66.
7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	4.00	3.75	3.50	3.25	3.00	2.50

20/30 sec: 75% of 1-min. 8/10 sec: 50% of 1-min.

WGAT-FM
1970

Subscriber to the NAB Radio Code
Media Code 4 248 2926 5.00
Tri-Cities Broadcasting Corp., Box 37, 133 E. Jackson St., Gate City, Va. 24251. Phone 703-386-7025.
See affiliated AM station for additional information.
3. FACILITIES
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 104.9 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 480 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: Farm Radio Network.
TIME RATES
No. 1 Eff 2/22/70—Rec'd 3/19/70.
7. PACKAGE PLANS

PER MO:	1 ti	100+
1 min	3.00	3.25
30 sec or less	3.25	1.50

GLOUCESTER

Gloucester County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

WDDY
1957

NAB

Media Code 4 248 3000 3.00
Cape Radio, Inc., Box 673, Coca Cola Bldg., Gloucester, Va. 23061. Phone 804-693-2105.
STATION'S PROGRAMMING DESCRIPTION
WDDY: Programmed for general interest.
1. PERSONNEL
General Manager—Arthur Lazarow.
2. REPRESENTATIVES
New York—Gene Bolles Company.
3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 7:30 am-local sunset Sun. EST.
4. AGENCY COMMISSION
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agrinet of Virginia, Virginia Network.
TIME RATES
Rates effective January, 1957. (Card No. 1.)
Card received April 8, 1957.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	365x
1 min	7.50	7.00	6.65	6.30	5.95	5.60	5.25
30 sec	5.00	4.75	4.50	4.00	3.75	3.50	3.25

GRETNA (1 AM; 1 FM)

Pittsylvania County—Map Location G-6.
See SRDS consumer market map and data at beginning of the State.

WMNA
1956

NAB RAB

Media Code 4 248 3075 0.00
Central Virginia Broadcasting Co., Inc., Box 730, Gretna, Va. 24557. Phone 804-656-1234.

STATION'S PROGRAMMING DESCRIPTION
WMNA: Programmed for all ages & tastes.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Lyle C. Motley.
3. **FACILITIES**
1,000 w. days; 730 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 106.3 mc. Stereo.
Operating schedule: 6:00 am-11:00 pm. EST.
Antenna ht.: 272 ft. above average terrain.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network, The Tobacco Radio Network, Agrinet of Virginia, Virginia Network.

TIME RATES
Eff 1/1/73—Rec'd 5/29/73.

6. **SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti	70 ti
1 min	3.60	2.40	2.10	1.95	1.75	1.50
30 sec	2.40	1.80	1.60	1.50	1.40	1.20

20 sec: Minimum 4 per day, flat, 1.20.
10 sec: Minimum 4 per day, flat, .90.

WMNA-FM
1959

NAFMB

GRUNDY (1 AM; 1 FM)

Buchanan County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WMJD
1966

NAB RAB

Media Code 4 248 3112 1.00
Virginia-Kentucky Broadcasting Co., Inc., Box V, Grundy, Va. 24614. Phone 703-935-7227.
See affiliated AM station for additional information.
AM facilities: WNRG.

STATION'S PROGRAMMING DESCRIPTION
WMJD: MUSIC: Adult contemporary.

1. **PERSONNEL**
Manager—John P. Norris II.
3. **FACILITIES**
ERP 3,000 w.; 97.7 mc.
Operating schedule: 5 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.
4. **AGENCY COMMISSION**
None; agencies add commissions to rates shown.

TIME RATES
Eff————Rec'd 1/31/75.

6. **SPOT ANNOUNCEMENTS**

	1 min	30 sec	10 sec
Ea	3.00	2.00	1.25

WNRG
1955

NAB RAB

Media Code 4 248 3150 1.00
Virginia-Kentucky Broadcasting Co., Inc., Grundy, Va. 24614. Phone 703-935-2587.

1. **PERSONNEL**
General Manager—Dave Jordan.
3. **FACILITIES**
5,000 w.; 940 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contracts.
FM facilities: WMJD.
Member: Appalachian Network.

TIME RATES
Eff————Rec'd 6/2/75.

6. **SPOT ANNOUNCEMENTS**

	1 min	(*)			1 min	(*)
1 x	5.25	3.75	156 x		3.85	2.85
13 x	4.95	3.55	208 x		3.60	2.70
26 x	4.70	3.35	260 x		3.30	2.55
52 x	4.40	3.20	312 x		3.05	2.40
104 x	4.15	3.05	365 x		2.75	2.20

(*) 30 sec/less.
Edited by Ron Cole.

HAMPTON

Hampton County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth
(including Chesapeake, Suffolk, Virginia Beach)

and

Newport News-Hampton

HARRISONBURG (3 AM; 1 FM)

Rockingham County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WHBG
1956

Media Code 4 248 3225 1.00
Radio Harrisonburg, Inc., Box 392, Harrisonburg, Va. 22801. Phone 703-434-1311.

STATION'S PROGRAMMING DESCRIPTION
WHBG: Programmed for all ages having general interest in popular music.
40% current hits, 30% new releases, 30% old standards. 6 air personalities emcee entire operation. NEWS: 5 min summaries presented on hour with expanded coverage of news, weather, sports and market reports 7-9 am, noon-1 pm, & 5-7 pm. Farm director, local news staff and remote broadcast facilities. Contact Representative for further details. Rec'd 8/16/67.

1. **PERSONNEL**
President—W. W. Greer, Jr.
Vice-Pres. & Gen'l Mgr.—Bill Kramer.
Sales Manager—David Frankel.
2. **REPRESENTATIVES**
Hal Walton Co.
3. **FACILITIES**
5,000 w. days; 1360 kc.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
15% on time only; no cash discount.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 24b, 24c, 25a, 26, 28a, 28c, 29a.
Contracts: 40a, 41, 47a, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60l, 62d.
Cancellation: 71a, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Member: National AgRadio Groups, Inc.

TIME RATES
No. 11 Eff 6/74—Rec'd 10/24/74.

7. **PACKAGE PLANS**

PER YR:	52x	156x	312x	520x	1040x
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00
PER WK. EA:	**5 ti**	**10 ti**	**15 ti**	**25 ti**	**50 ti**
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00

WKCY
1967

NAB

Media Code 4 248 3300 2.00
Radio Blue Ridge, Inc., Box 1007, Harrisonburg, Va. 22801. Phone 703-434-1777.

STATION'S PROGRAMMING DESCRIPTION
WKCY: Programmed for adults and young adults. MUSIC: modern country delivered by AIR PERSONALITIES with a MOR approach using country classics, late releases & modern country albums. Direct wire to national weather service with forecasts 4 times each hour. Agriculture forecasts once an hour. ESSA radar reports. Heavy emphasis on public service & public affairs of local interest. NEWS: 5 min at :60; local 4 times daily utilizing staff, mobile units, bureaus & local newspaper. UPI Audio. Remote facilities available. Rec'd 2/3/75.

1. **PERSONNEL**
Gen'l & Sta. Mgr.—Donald W. Miller.
Sales Manager—Thomas M. Manley.
3. **FACILITIES**
5,000 w.; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 32b.
Contracts: 40a, 42a, 42c, 43, 46, 47a, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60k.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Member: Agrinet of Virginia.

TIME RATES
Eff 11/1/74—Rec'd 2/3/75.
AA—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
A—All other times.

6. **SPOT ANNOUNCEMENTS**

				CLASS AA			
YR:	50x	150x	300x	600x	1000x	1500x	2500x
WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min	11.90	11.42	10.75	10.12	9.48	9.07	8.72
30 sec	9.76	9.13	8.59	8.12	7.65	7.23	6.84
				CLASS A			
1 min	9.13	8.59	8.12	7.75	7.40	7.06	6.72
30 sec	6.72	5.70	5.34	5.00	4.76	4.50	4.29

WQPO
1946

Represented by
PRO / Meeker Radio

NAB

Gilmore Broadcasting Group
Media Code 4 248 3337 4.00
Gilmore Broadcasting Corp., Box 752, Rawley Pike, Harrisonburg, Va. 22801. Phone 703-434-0331. TWX 710-839-1394.
See affiliated AM station for additional information.
AM facilities: WSVA.

STATION'S PROGRAMMING DESCRIPTION
WQPO: MUSIC: Contemporary, young adult, solid gold format. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 6/20/74.

1. **PERSONNEL**
General Manager—Art Hamilton.
Sales Manager—Gerry Haskins.
3. **FACILITIES**
ERP 7,200 w.; 100.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 24b, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60f, 61a, 62d.
Cancellation: 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 2 Eff 9/1/74—Rec'd 8/1/74.
A—6-1 am.
B—1-6 am.

6. **SPOT ANNOUNCEMENTS**

	A	B
1 min	4.00	3.20
30 sec	3.20	1.60

DISCOUNT

	50x	100x	250x	500x	1000+
Discount	10%	15%	20%	30%	40%

7. **PACKAGE PLANS**

	1 min	30 sec
Night Owl — 1-6 am Mon thru Sat, 18 ti, 3 per night	22.50	18.00
Weekends — 6 am-midnight, 15 ti, 8 Sat & 7 Sun	45.00	36.00

DISCOUNT
26 wk—10% 52 wk—20%
Submitted by Sally Manderilly.

WSVA
1935

NBC Radio Network

Represented by
PRO / Meeker Radio

NAB

Gilmore Broadcasting Group
Subscriber to the NAB Radio Code
Media Code 4 248 3375 4.00
Gilmore Broadcasting Corp., Box 752, Rawley Pike, Harrisonburg, Va. 22801. Phone 703-434-0331. TWX 710-839-1394.

STATION'S PROGRAMMING DESCRIPTION
WSVA: MUSIC: modern MOR 5 am-9 pm, general popular 9 pm-midnight. NEWS 9-1/2%: local with 6 man staff plus area stringers. SPORTS: 3 daily local shows, local play-by-play high school & college football, basketball, semi-pro baseball, World Series, pro football, sports director. FARM 12%: 5-7 am M-Sat & noon-1 pm M-F, farm director. U. S. weather reporting station. 6 man music staff. Open line telephone talk show 9-10 am daily. Contact Representative for further details. Rec'd 7/1/74.

1. **PERSONNEL**
President—James Gilmore.
Executive Vice-President—Hamilton Shea.
General Manager—Arthur Hamilton.
Sales Manager—Alvin Mullenax.
Farm Director—Wip Robinson.
2. **REPRESENTATIVES**
PRO/Meeker Radio.
Dome & Associates, Inc.
3. **FACILITIES**
5,000 w. days, 1,000 w. nights; 550 kc.
Directional—5-6 am & sunset-sign-off.
Operating schedule: 5-12:05 am. EST.
4. **AGENCY COMMISSION**
15/0 time only; 10th of month.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 24a, 24c, 25a, 28b, 29a, 29b, 30.
Contracts: 40a, 41, 42a, 44a, 45, 46, 50, 51b.
Comb.; Cont. Discounts: 60a, 60g, 61b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 81, 82.
FM facilities: WQPO.
Affiliated with NBC.
Member: Farm Radio Network, Agrinet of Virginia.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 22 Eff 7/1/71—Rec'd 7/19/71.
AAA—Mon thru Sat 5-10 am, noon-1 pm & 4-7 pm.
AA—All other times.

6. **SPOT ANNOUNCEMENTS**

	1 MINUTE			
*PER YR:	1x	26x	52x	156x
PER WK:	1 ti	6 ti	12 ti	18 ti
AAA	14.00	13.00	12.00	10.50
*PER YR:	260x	500x	1000x	2000x
PER WK:	24 ti	30 ti	36 ti	50 ti
AAA	9.75	9.00	8.25	7.50

AA: 50% of AAA.
(*) Earned by advance contractural agreement only.
30 sec: 80% of 1-min. 10 sec: 40% of 1-min.

8. **PROGRAM TIME RATES**

	1/2 hr	1/4 hr	10 min	5 min
AAA	48	36	27	20
AA	33	22	18	14

DISCOUNT
52x—6% 156x—22% 312x—33%
104x—14% 260x—26%
(Q)

HERNDON

Fairfax County—Map Location K-3
See SRDS consumer market map and data at beginning of the State

WOHN
1965

Media Code 4 248 3450 5.00
My Staff Inc., Fox Mill Rd., Herndon, Va. 22070 Phone 703-437-6620.

STATION'S PROGRAMMING DESCRIPTION
WOHN: MUSIC: top 40 rock.

1. **PERSONNEL**
President—James S. Beattie, Sr.
2. **REPRESENTATIVES**
Frederick W. Smith.
3. **FACILITIES**
1,000 w.; 1440 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**
15% time only.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 12/73—Rec'd 11/2/73.

6. **SPOT ANNOUNCEMENTS**

PER WK:	1-10 ti	20 ti	30 ti
1 min	10	9	8
30 sec	7	6	5

HIGHLAND SPRINGS

Henrico County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

See Richmond
(including Chester, Highland Springs)

HILLSVILLE

Carroll County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WHHV
1960

Media Code 4 248 3475 2.00
Hillsville-Galax Broadcasting Co., Box 648, Virginia St. Ext., Hillsville, Va. 24343. Phones 703-728-9114, 9115.

1. **PERSONNEL**
General Manager—Frank Thomas.
2. **REPRESENTATIVES**
Southern Spot Sales, Inc.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1400 kc.
Operating schedule: 5 am-10 pm. EST.
4. **AGENCY COMMISSION**
None; all rates net to station.
5. **GENERAL ADVERTISING See coded regulations**
Does not accept AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Suburban Radio Group.

TIME RATES
No. 2 Eff 8/1/73—Rec'd 9/20/73.

6. **SPOT ANNOUNCEMENTS**

30 DAYS:	1 ti	10 ti	25 ti	50 ti	100 ti
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.25	2.20	1.90	1.65	1.40
15 sec	1.40	1.30	1.20	1.10	1.00

Specified, per spot extra .25.
12+ mo contract, 10% discount.

HOPEWELL

Prince George County—Map Location K-5
See SRDS consumer market map and data at beginning of the State.

WHAP
1949

RAB

Media Code 4 248 3525 4.00
Radio Hopewell, Inc., Box 621, 150 S. Mesa Dr., Hopewell, Va. 23860. Phone 804-458-8518.

1. **PERSONNEL**
General Manager—Stephen N. Springer.
2. **REPRESENTATIVES**
Riley Representatives.
3. **FACILITIES**
1,000 w. days; 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff————Rec'd 6/4/71.
AA—Mon thru Fri 6:30-9 am & 4-6:30 pm.
A—Mon thru Fri 9 am-4 pm & 6:30-8:30 pm; Sat all day.
B—All other times.

6. **SPOT ANNOUNCEMENTS**

	AA		A		B	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	9.00	7.00	8.00	6.50	7.00	5.50
12 ti	8.00	6.50	7.00	5.50	6.00	5.00
18 ti	7.00	5.50	6.00	5.00	5.00	4.00
24 ti	6.00	5.00	5.00	4.00	4.00	3.50
36 ti	5.00	4.00	4.00	3.50	3.00	2.50

10 sec: 50% of 1-min.

7. **PACKAGE PLANS**
TOTAL AUDIENCE PLANS
Plan I—24 ti (12AA 6 am & 6 pm; 12A 6 am, 9 am-4 pm, 6 pm, 6:30-8:30 pm):
1 min 5.00 30 sec 4.00
Plan II—18 ti (5AA 5 am & 4 pm; 9A 5 am, 9 am-4 pm, 4 pm, 6:30-8:30 pm):
1 min 6.00 30 sec 5.00

JAMESVILLE

Northampton County—Map Location M-5
See SRDS consumer market map and data at beginning of the State.

See Exmore-Jamesville

VIRGINIA

LAWRENCEVILLE

Brunswick County—Map Location J-6
See SRDS consumer market map and data at beginning of the State.

WLES
1959

Media Code 4 248 3600 5.00
Brunswick Broadcasting Co., E. N. Doyle, Jr; W. C. Link, Law Bldg., Lawrenceville, Va. 23868. Phone 804-848-2600.

1. PERSONNEL
Prog. & Comm. Mgr.—E. Norborne Doyle.
3. FACILITIES
500 w. days; 580 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
3. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.

TIME RATES
Rates effective October 1, 1959.
Rates received January 9, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	b min.	1 min.	30 sec.
1 time	51.50	31.20	19.80	9.20	5.20	4.00
13 times	46.30	26.80	18.70	8.50	5.00	3.80
26 times	42.20	24.60	17.90	8.00	4.80	3.70
52 times	38.00	22.60	15.60	7.50	4.60	3.50
104 times	34.00	20.50	12.60	6.50	4.10	3.30
156 times	30.70	18.60	11.50	6.00	3.80	3.10
260 times	23.70	15.40	9.60	5.50	3.20	2.90
312 times	22.50	13.90	8.90	5.10	3.00	2.60

LEBANON

Russell County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WLRV
1974

Media Code 4 248 3637 7.00
J. T. Parker Broadcasting Co., Inc., Box 1380, U. S. 19, W., Lebanon, Va. 24266. Phone 703-889-1380.

STATION'S PROGRAMMING DESCRIPTION
WLRV: MUSIC: Modern C & W with top 100.

1. PERSONNEL
General Manager—Phil Roberts.
2. REPRESENTATIVES
David Carpenter Company.
3. FACILITIES
500 w.; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff ————Rec'd 10/16/14.

6. SPOT ANNOUNCEMENTS

4-WK PERIOD:	1 ti	31 ti	100+
1 min	3.50	3.25	3.00
30 sec	2.75	2.50	2.25

10 sec (minimum 50 ti) flat 1.50.

LEESBURG

Loudoun County—Map Location J-2
See SRDS consumer market map and data at beginning of the State.

WAGE
1959

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 248 3675 7.00
Radio WAGE, Inc., Box 1290, Leesburg, Va. 22075. Phone 703-777-1290.

1. PERSONNEL
General Manager—Wm. H. Spencer, Jr.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 1-75 Eff 4/1/75—Rec'd 4/4/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	11x	76x	176x	351x	1000+
1 min	6.00	5.80	5.60	5.40	5.20	5.00
30 sec	5.25	5.10	4.95	4.80	4.65	4.50
10 sec	4.25	4.20	4.15	4.10	4.05	4.00

7. PACKAGE PLANS
SPECIAL CAMPAIGN PACKAGES

ROS, WITHIN 18 CONSEC DAYS:	1 min	30 sec
25 ti	130	110

10. SPECIAL FEATURES

PER WK:	1 ti	3+
Local Newsbeat	12	10

LEXINGTON

Rockbridge County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WREL
1948

Subscriber to the NAB Radio Code
Media Code 4 248 3750 3.00
Rockbridge Broadcasting Corp., Route 11, Lexington, Va. 24450. Phone 703-463-2161.

1. PERSONNEL
Pres. & Gen'l Mgr.—Milton B. Henson.
2. REPRESENTATIVES
National Time Sales.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 6 am-10 pm EST.
4. AGENCY COMMISSION
None, all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Virginia Network.

TIME RATES
No. 3 Eff 10/1/72—Rec'd 12/4/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260+
1 min	3.00	2.90	2.80	2.70	2.60	2.40	2.20
30 sec	2.00	1.95	1.90	1.85	1.80	1.70	1.50

LYNCHBURG (5 AM; 3 FM)

Campbell County—May Location G-5
See SRDS consumer market map and data at beginning of the State

WBRG
1956

NAB

Media Code 4 248 3825 8.00
Barry A. Epperson, Sr., Box 1079, Lynchburg, Va. 24505. Phone 804-845-5916.

STATION'S PROGRAMMING DESCRIPTION
WBRG: 100% modern country. Contact Representative for further details. Rec'd 3/26/73.

1. PERSONNEL
President—Harry A. Epperson, Sr.
Gen'l & Com'l Mgr.—Tom Buckley.
2. REPRESENTATIVES
Meeker Radio, Inc.
Southeast—Busby, Finch, Lathom & Widman.
3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
3. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28b.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62c.
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 9/74—Rec'd 11/21/74.

7. PACKAGE PLANS
40% DRIVE TIMES

WKLY:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	5.88	5.58	5.29	5.00	4.70
30 sec	4.70	4.40	4.10	3.85	3.55
10 sec	3.52	3.23	2.94	2.64	2.35

Guaranteed drive times: Extra per spot .25.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr
Flat	8	15	30

WGOL (FM)
1970

RAB

Media Code 4 248 3882 9.00
Griffith Broadcasting Corp., Drawer 1660, One Radio Lane, Lynchburg, Va. 24505. Phone 804-239-0333.
See affiliated AM station for additional information.
AM facilities: WLLL.

2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast—Southern Spot Sales, Inc.
Southwest—Mario Messina Company.
Dome & Associates, Inc.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 248 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with NRC.

TIME RATES
Eff 7/1/74—Rec'd 5/16/74.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	13 ti	20 ti	25 ti
1 min	6.00	5.70	5.40	5.10	4.80	4.50
30 sec	5.00	4.75	4.50	4.25	4.00	3.75

WJJS (FM)
1964

Black

Subscriber to the NAB Radio Code
Media Code 4 248 3940 5.00
Rulon-Maynard Corp., Allied Arts Bldg., 17th Floor, Lynchburg, Va. 24504. Phone 804-847-6666.
See affiliated AM station for additional information.
AM Facilities: WLGM.

1. PERSONNEL
Station Manager—Fletcher Hubbard.
3. FACILITIES
ERP 3,000 w.; 101.7 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.

TIME RATES
No. 3 Eff————Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS

ROS:	10x	25x	50x	100x	150x	260x
1 min	7.50	7.35	6.90	6.75	6.60	6.15
30 sec	6.00	5.85	5.40	5.25	5.10	4.85
			312x	365x	520x	1040x
1 min			6.00	5.85	5.70	5.25
30 sec			4.50	4.35	4.20	3.75

Specified, extra 10%.

8. PROGRAM TIME RATES

ROS:	10x	25x	50x	100x	150x	260x
1/2 hr	67.50	64.50	56.25	52.50	48.00	42.00
1/4 hr	37.50	34.50	30.00	25.50	22.50	21.00
5 min	15.00	14.60	14.25	13.80	13.65	13.20
			312x	365x	520x	1040x
1/2 hr			37.50	36.00	———	———
1/4 hr			20.25	19.50	———	———
5 min			12.90	12.75	12.60	12.15

Specified, extra 10%.

WLGM
1962

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 3960 5.00
Rulon-Maynard Corp., Allied Arts Bldg., 17th Floor, Lynchburg, Va. 24504. Phone 804-847-6666.

1. PERSONNEL
Vice-Pres & Gen'l Mgr.—Gene Creasy.
Station Manager—Ron Joseph.
Sales Manager—Helen Scarboro.
2. REPRESENTATIVES
South, Southwest—Bernard I. Ochs Co.
3. FACILITIES
1,000 w. days; 1320 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only · no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60l, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM Facilities: WJJS (FM).
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 3/1/74—Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS

ROS:	10x	25x	50x	100x	150x
1 min	6.90	6.75	6.30	6.15	6.00
30 sec	5.25	5.10	4.65	4.50	4.35
	260x	312x	365x	520x	1040x
1 min	5.55	5.40	5.25	5.10	4.50
30 sec	3.90	3.75	3.60	3.45	3.00

Specified extra 10%.

8. PROGRAM TIME RATES

ROS:	10x	25x	50x	100x	150x
1/2 hr	52.50	49.50	41.25	37.50	33.00
1/4 hr	30.00	27.00	22.50	18.00	15.00
5 min	12.00	11.60	11.25	10.75	10.65
	260x	312x	365x	520x	1040x
1/2 hr	27.00	22.50	21.00	———	———
1/4 hr	13.50	12.75	12.00	———	———
5 min	10.20	9.90	9.75	9.60	9.15

Specified extra 10%.

10. SPECIAL FEATURES
Local update news—flat 12.00.

WLLL
1963

RAB

Media Code 4 248 3975 1.00
Griffith Broadcasting Corp., Box 1510, One Radio Ln., Lynchburg, Va. 24505. Phone 804-239-0333.
Studio: Phone 804-239-0300.

1. PERSONNEL
Pres. & Gen'l Mgr.—A. Hundley Griffith.
Program Director—David R. Freer.
Local Sales Manager—Joseph B. Cleary.
2. REPRESENTATIVES
PRO/Meeker Radio.
Southeast—Southern Spot Sales, Inc.
Southwest—Mario Messina Company.
Dome & Associates, Inc.
3. FACILITIES
5,000 w. days; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 5, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21d, 22a, 24b, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 41, 42b, 45, 46, 48, 50, 51c.
Comb.: Cont. Discounts: 60a, 61b, 62a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WGOL (FM).
Affiliated with NBC.
Affiliated with The Rep Network.

TIME RATES
Eff————Rec'd 4/2/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
CLASS AA						
1 min	10.00	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50
CLASS A						
1 min	8.00	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50

10 sec ID's: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	2 min
1 x	75	50	30	20	15	12

WLVA
1930

M Jack Masia & Company, Inc.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 248 4050 2.00
WLVA, Inc., 2320 Langhorne Rd., Lynchburg, Va. 24505. Phone 804-845-1242. TWX 710-871-1525.

1. PERSONNEL
Vice-President—Richard S. Stakes.
General Manager—Terry McRight.
2. REPRESENTATIVES
Jack Masia & Co., Inc.
3. FACILITIES
1,000 w.; 590 kc.
Directional—separate patterns day and night.
Operating schedule: 6-12:05 am. EST.
4. AGENCY COMMISSION
15/0 time only: 15th following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24c, 25a, 26, 28b, 29a, 32b.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60a, 61a, 62b.
Cancellation: 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Member: Agrinet of Virginia.

TIME RATES
No. 15 Eff 4/15/75—Rec'd 3/28/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
B—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

FIXED.	—AAA—		—AA—		—A—		—B—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 min
6 ti	12.00	9.60	10.00	8.50	8.50	7.00	7.00	5.60
12 ti	11.75	9.40	9.75	8.30	8.30	7.85	7.85	5.50
18 ti	11.50	9.20	9.50	8.10	8.10	6.70	6.70	5.40
24 ti	11.25	9.00	9.25	7.90	7.90	6.55	6.55	5.25

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
52 x	15	20	25	35	55
156 x	14	18	23	32	51
312 x	12	16	19	26	47
365 x	10	13	15	20	43

10 SPECIAL FEATURES
Paul Harvey morning programs—AAA rates apply; noon programs—AA rates apply.

WWOD
1947

Media Code 4 248 4125 2.00
Lynchburg Independent Broadcasters, Inc., Box 1390, 2020 Mimosa Dr., Lynchburg, Va. 24505. Phone 804-384-1211.

STATION'S PROGRAMMING DESCRIPTION
WWOD: Modern Country & Western programming. Contact Representative for further details. Rec'd 8/1/72.

1. PERSONNEL
President—Cy N. Bahakel.
General Manager—Wayne Campbell.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1390 kc.
Directional—nighttime only.
Operating schedule: 20 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only: payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b.
Basic Rates: 22a, 23a, 24b, 25a, 28a.
Contracts: 40a, 47a.
Comb.: Cont. Discounts: 61b, 62b.
Affiliated with MBS and KBS.

TIME RATES
Eff————Rec'd 2/9/73.

6. SPOT ANNOUNCEMENTS

	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.00	5.50	5.00	4.50	4.00

10 sec/less: 50% of 1-min.

WWOD-FM
1948

Media Code 4 248 4126 0.00
Lynchburg Independent Broadcasters, Inc., Box 1390, 2020 Mimosa Dr., Lynchburg, Va. 24505. Phone 804-384-1211.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WWOD-FM: Gospel & Religious Programming. Contact Representative for further details. Rec'd 2/9/73.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc.
Stereo.
Operating schedule: 19 hours daily. EST.
Antenna ht.: 155 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 2/9/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
1 min	4.00	3.80	3.50	3.25	3.20	3.10	3.05
30 sec	3.00	2.80	2.50	2.25	2.20	2.10	2.05

10 sec or less: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK:	1 ti	13 ti	26 ti	52 ti
1 hr	50.00	45.00	42.50	40.00
1/2 hr	30.00	28.00	26.50	25.00
1/4 hr	20.00	17.50	15.00	12.50
PER DAY:		65 ti	130 ti	260 ti
1 hr		38.00	36.00	30.00
1/2 hr		23.75	22.50	18.75
1/4 hr		11.87	10.25	9.37

MANASSAS (1 AM; 1 FM)

Prince William County—Map Location J-3
See SRDS consumer market map and data at beginning of the State

WEZR (FM)
1968

NAB

Media Code 4 248 4163 3.00
EZ Communications, 3909 Oak St., Fairfax, Va. 22030. Phone 703-273-4000.

STATION'S PROGRAMMING DESCRIPTION
WEZR (FM): Standard music of today and yesterday.

(This listing continued on next page)

Manassas—WEZR (FM)—Continued

1. PERSONNEL
General Manager—Joe Murray.
2. REPRESENTATIVES
Herbert E. Groskin & Co.
3. FACILITIES
ERP 50,000 w.; 106.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: The Groskin Group.

TIME RATES
Eff 6/1/75—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	30.00	29.50	28.50	28.00	27.50	27.00
30 sec	27.00	26.50	25.65	25.20	24.75	24.30

Submitted by Joe Murray.
(D)

WPRW
1957

Media Code 4 248 4200 3.00
Prince William Broadcasting Corp., Box 151, Manassas, Va. 22110. Phone 703-368-3108.
STATION'S PROGRAMMING DESCRIPTION
WPRW: MUSIC: contemporary.
NEWS: 5-min comprehensive report at :60. Weather at 7:15 am. 15-min wrap-up news at 6 pm. Sports throughout day. Rec'd 5/14/73.
1. PERSONNEL
Pres. & Treas.—Harold H. Hersch.
General Manager—E. H. Westlake.
Program Director—Randy Lee Swingle.
3. FACILITIES
5,000 w.; 1460 kc.
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 2b. 3a. 4a. 5. 6a. 7b. 8.
Rate Protection: 10c. 11c. 12c. 13c. 14c.
Basic Rates: 20a. 22a. 22b. 23a. 24b. 28c. 29a. 30.
Contracts: 40a. 41. 42a. 44a. 45. 46. 48. 49. 51a.
Comb.; Cont. Discounts: 60a. 60j. 60l. 61a. 62d.
Prod. Services: 80. 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 8/1/74—Rec'd 9/30/74.
A—6-9 am & 4-7 pm.
B—BTA.
HW—9 am-4 pm.
NT—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	A			B		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
25+	10.00	8.00	5.00	7.35	5.90	3.70
20 ti	10.65	8.55	5.35	7.80	6.30	3.90
15 ti	11.30	9.00	5.70	8.25	6.70	4.15
10 ti	11.95	9.60	6.05	8.80	7.05	4.45
5 ti	12.65	10.10	6.30	9.30	7.50	4.70
1 ti	13.25	10.65	6.60	9.75	7.85	4.90

CONTRACT DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

7. PACKAGE PLANS
IMPACT—1/2A, 1/2HW

PER WK. EA:	60 ti	30 ti	24 ti	13 ti	12 ti
1 min	7.85	7.15	8.75	9.30	9.90
30 sec	6.25	6.55	7.00	7.45	7.95

TOTAL COVERAGE—1/3A, 1/3HW, 1/3NT

1 min	7.50	7.85	8.35	8.85	9.35
30 sec	6.00	6.25	6.75	7.15	7.55

Specified time extra 2.00.
(4)

MARION (2 AM; 2 FM)
Smyth County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WMEV 1948 — WMEV-FM 1961

Subscriber to the NAB Radio Code
Media Code 4 248 4275 5.00
Mountain Empire Broadcasting Corp., Box 470, Park Blvd., Marion, Va. 24354. Phone 703-783-3151.
STATION'S PROGRAMMING DESCRIPTION
WMEV: Programmed for general interest.
1. PERSONNEL
Pres. & Gen'l Mgr.—Stella Wolfenden Maloney.
2. REPRESENTATIVES
National Time Sales.
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: Sunrise to local sunset. EST.
FM-ERP 3,700 w.; 93.9 mc.
Operating schedule: 6 am-11 pm.
Antenna ht.: 1,480 ft. above terrain.
4. AGENCY COMMISSION
15/0 time only; rendered on 1st
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
FM operated in conjunction with AM during day; sold separately after sunset or for special programs.
Affiliated with KBS.
Affiliated with American Information Network.
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
Rates effective August 1, 1953. (Card No. 2-N.)
Rates received August 3, 1953.

6. SPOT ANNOUNCEMENTS

	(*)	(†)	(‡)
1 time	5.00	4.00	3.50
13 times	4.50	3.75	3.25
26 times	4.00	3.50	3.00
52 times	3.50	3.25	2.75
104 times	3.25	3.00	2.50
156 times	3.00	2.75	2.25
208 times	2.75	2.50	2.10
260 times	2.50	2.25	2.00
312 times	2.25	2.00	1.90

(*) 1 minute or 100 words.
(†) Station break or 35 words.
(‡) 50 word station breaks.

WOLD
1962

Subscriber to the NAB Radio Code
Media Code 4 248 4350 6.00
Emerald Sound, Inc., Box 31, Hwy. 16, S., Marion, Va. 24354. Phone 703 783-7109.
STATION'S PROGRAMMING DESCRIPTION
WOLD: 100% contemporary country.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert S. Dix.
3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Simulcast network news only.
4. AGENCY COMMISSION
15/0: time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 9/1/66—Rec'd 9/14/66.

6. SPOT ANNOUNCEMENTS

	1x	52x	154x
1 min	5	4	3
20/30 sec	4	3	2
10 sec	3	2	1

10. SPECIAL FEATURES
Newscasts at :30 & :60—1-1/2x applicable minute rate.

WOLD-FM
1968

Media Code 4 248 4351 4.00
Emerald Sound, Inc., Box 31, Hwy. 16 S., Marion Va. 24354. Phone 703-783-7109.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WOLD-FM: Contemporary adult music.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES
Rates are identical to WOLD. See that listing.

MARTINSVILLE (2 AM; 1 FM)
Henry County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WHEE
1954

Media Code 4 248 4425 6.00
Patrick Henry Broadcasting Corp., Drawer 3551, 40 Franklin St., Courthouse Sq., Martinsville, Va. 24112. Phone 703-632-9811.
STATION'S PROGRAMMING DESCRIPTION
WHEE: Drive times, adult contemporary. Top 40 afternoons.
1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas W. Patterson.
3. FACILITIES
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 10/1/73—Rec'd 11/30/73.

6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	104x
1 min	6.50	5.85	5.55	4.90	4.55
30 sec	4.50	4.05	3.85	3.40	3.15
*30 sec	5.50	4.95	4.70	4.15	3.85
20 sec	3.00	2.70	2.55	2.25	2.10
		156x	312x	624x	1200x
1 min		4.25	3.90	3.75	3.60
30 sec		2.95	2.60	2.25	1.85
*30 sec		3.60	3.30	3.05	2.75
20 sec		1.95	1.80	1.65	1.50

(*) Specified.
DISCOUNT
52 wk—10%

WMVA 1941 — WMVA-FM 1950

NBC Radio Network

Media Code 4 248 4500 6.00
Martinsville Broadcasting Co., Inc., Box 3831, Martinsville, Va. 24112. Phone 703-632-2152.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Lynwood J. Judkins, Jr.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mc. Stereo.
Antenna ht.: 1,541 ft. above sea level.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC and KBS.

TIME RATES
No. 10 Eff 8/1/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
PER YR:	1x	50x	100x	250x	500x
1 min	7.00	6.65	6.30	5.60	4.90
30 sec	5.00	4.75	4.50	4.00	3.50
20 sec	3.50	3.35	3.15	2.80	2.45

Specified times, extra 25%.

MOUNT JACKSON
Shenandoah County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WSIG
1954

Media Code 4 248 4575 6.00
Richard Field Lewis, Jr., Inc., WSIG Bldg., Mount Jackson, Va. 22842. Phone 703-477-2937.
STATION'S PROGRAMMING DESCRIPTION
WSIG: Basic programming country and western
1. PERSONNEL
Gen'l & Com'l Mgr.—Dick Mawyer.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days; 790 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%; no cash discount
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Mid Atlantic Network, Inc., Agrinet of Virginia, Virginia Network.

TIME RATES
Eff 11/1/74—Rec'd 10/8/74.
AA—Mon thru Sat 6-9 am; Mon thru Fri 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	5.30	3.75	2.65	4.75	3.30	2.35
101 x	4.50	3.15	2.25	4.15	2.90	2.10
351 x	3.65	2.55	1.85	3.25	2.30	1.60

NARROWS-PEARISBURG
Giles County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WNRV
1953

Media Code 4 248 4650 9.00
Giles Broadcasting Co., Rt. 100, Narrows, Va. 24124. Phone Pearisburg 703-921-3990.
1. PERSONNEL
Pres. & Gen'l Mgr.—Ms. Megan H. McWilliams.
Vice-Pres. & Sta. Mgr.—Robert M. Whitehead.
Sales Manager—James R Christianson.
3. FACILITIES
5,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset (varies monthly). EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff 2/1/73—Rec'd 2/273.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	156x	260x	312x
1 min	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

7. PACKAGE PLANS

WITHIN 1 WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	----	2.00	----	1.60
15 sec	----	1.50	----	----	----

WITHIN MINIMUM 13 CONSEC WKS:	30 ti
1 min	2.20
30 sec	1.80

NEWPORT NEWS
Newport News County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth
(including Chesapeake, Suffolk, Virginia Beach)

and
Newport News-Hampton

NORFOLK-PORTSMOUTH
(including Chesapeake, Suffolk, Virginia Beach)

and
NEWPORT NEWS-HAMPTON
(13 AM; 9 FM)

Plus 1 paid duplicate listing; 1 cross reference
Norfolk, Norfolk County—Map Location L-6
Portsmouth, Norfolk County—Map Location L-6
Hampton, Hampton County—Map Location L-6
Newport News, Newport News County—Map Location L-6
Virginia Beach County—Map Location M-6
Chesapeake County—Map Location L-6
Nansemond County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

VIRGINIA

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	35	30	35	29
B	35	29	34	26
C	34	26	30	24
D	27	24	27	22
AVERAGE	33	27	32	25

WCMS
1954
NORFOLK

Media Code 4 248 4800 0.00
WCMS Radio Norfolk, Inc., 5600 Curlew Dr., Norfolk, Va. 23502. Phone 804-420-1050.
1. PERSONNEL
Chairman of the Board—George A. Crump.
Pres. & Gen'l Mgr.—Irvine B. Hill.
Vice-Pres. & Prog. Dir.—Joseph Hoppel.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
3. FACILITIES
5,000 w. days; 1050 kc. Directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCMS-FM.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
General: 1a. 3a. 3b. 4a. 4d. 5. 6a. 7b.
Rate Protection: 15h.
Basic Rates: 22a. 23a. 24b. 28a. 29a.
Contracts: 40a. 42a. 46. 47a.
Comb.; Cont. Discounts: 60b. 60e. 60l. 60k. 61a. 62b. 62e.
Cancellation: 70a. 70c. 71a. 73a.

TIME RATES
No. 14 Eff 8/1/75—Rec'd 7/21/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-6 pm.
A—All other times.

7. PACKAGE PLANS

	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	36	34	32	30	32	30	27	25
(*)	30	28	26	25	26	24	23	20

(*) 20/30 sec.
A: Flat, 20.00.

10. SPECIAL FEATURES
5-min newscasts, ea 37.00.
Submitted by Irvine B. Hill.

WCMS-FM
1961
NORFOLK

Media Code 4 248 4801 8.00
WCMS Radio Norfolk, Inc., 5600 Curlew Dr., Norfolk, Va. 23502. Phone 804-420-1050.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.5 mc.
Operating schedule: 24 hours. EST.
Antenna ht.: 409 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am.

TIME RATES
Rates are identical to WCMS Class AA rates. See that listing.

WCPK
1967
CHESAPEAKE

Alan Torbet Associates, Inc.

Media Code 4 248 4835 6.00
Payne of Virginia, Inc., 500 E. Liberty St., Chesapeake, Va. 23324. Phone 804-543-3535.
STATION'S PROGRAMMING DESCRIPTION
WCPK: Programmed for adults & young adults. MUSIC: blend of pop concert, standards, film music, Broadway showtunes with selected vocals, including limited current hits. NEWS: network at :60 with local headlines & community affairs reports. COMMERCIAL POLICY: acceptance of commercials only when totally compatible with programming criteria. Maximum commercial load: 12 units per hour + News Sponsorship. Affords 15-minute Client Protection. Contact Representative for further details. Rec'd 6/4/73.
1. PERSONNEL
Owner/President—Charles F. Payne.
Vice-Pres. & Office Mgr.—Mrs. Katy W. Payne.
Director of Public Affairs—John Howell.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time and talent. Bills payable as rendered.

(This listing continued on next page)

Norfolk-Portsmouth and Newport News-Hampton—W C P K—Continued

5. GENERAL ADVERTISING See coded regulations.
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 32b, 33b.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
Eff————Rec'd 2/4/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

I MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	13	12	11	10	9
A	11	10	9	8	7

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

BULK, PER YR, ROS:	300x	500x	1000x
1 min	10.50	10.00	9.00
30 sec	9.50	8.00	7.00

WFOG
1966
SUFFOLK

EASTMAN RADIO, INC.

RAB

Media Code 4 248 4870 3.00
Suffolk Broadcasting Corp., 330 W. Brambleton Ave., Norfolk, Va. 23510. Phone 804-622-6771.

STATION'S PROGRAMMING DESCRIPTION
WFOG: Programmed for adults and young adults. Minimum of 51 min of music per hour. Commercial acceptance based on program & audience compatibility. MUSIC: Emphasis on 90% music. 100% albums featuring standards & general popular music with selected vocals, including limited current hits. COMMERCIAL POLICY: 8 minutes per hour maximum. Contact Representative for further details. Rec'd 6/25/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert L. La Ferme.
News Director—James E. Dyer, Jr.
Program Director—David R. Freer.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz), 50,000 w. (vert); 92.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.
Basic Rates: 20a, 23a, 24a, 24c, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42a, 45, 46, 48.
Comb.; Cont. Discounts: 60a, 60b, 60l, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Affiliated with Eastman Radio Network.

TIME RATES
Eff 7/1/72- -Rec'd 7/3/72.
AA—Mon thru Sun 9 am-7 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	30	24	20	18
30 sec	29	23	19	17
CLASS A				
1 min	27	22	19	17
30 sec	26	21	18	16

WGH
1928
NEWPORT NEWS

BLAIR RADIO

NAB RAB

Media Code 4 248 4875 2.00
Hampton Roads Broadcasting Corp., Box 98, Newport News, Va. 23607.
Other studios: 2302 W. Mercury Blvd., Hampton, Va. Phone 804-826-1310; Military Blvd., Norfolk, Va. 23502. Phone 804-340-1310.

1. PERSONNEL
General Manager—Ambert Dail.
General Sales Manager—Al Nelowet.
Program Director—Jim Stewart.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1310 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60l, 61c, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 81, 82.
Affiliated with Blair Represented Network.

TIME RATES
No. 47 Eff 10/1/74—Rec'd 5/9/75.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7-11 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 11 pm-6 am.

6. SPOT ANNOUNCEMENTS

AM ONLY 1 MINUTE	AA 1 wk	AA 52 wk	A 1 wk	A 52 wk	B 1 wk	B 52 wk
6 ti	35	31	29	26	13	12
12 ti	33	29	28	25	12	11
18 ti	31	27	26	23	11	10
24 ti	29	26	25	22	10	9
30 ti	27	24	23	21	9	8
36 ti	25	22	22	19	8	7
30 SECOND/LESS						
6 ti	28	25	23	21	11	10
12 ti	26	23	22	20	10	9
18 ti	24	22	21	19	9	8
24 ti	23	20	20	18	8	7
30 ti	21	19	18	17	7	6
36 ti	20	18	17	16	6	5

7. PACKAGE PLANS

AM/FM COMBINATION 1 MINUTE	AA 1 wk	AA 52 wk	A 1 wk	A 52 wk	B 1 wk	B 52 wk
6 ti	41	37	35	32	19	13
12 ti	39	35	34	31	18	17
18 ti	37	33	32	29	17	16
24 ti	35	32	31	28	16	15
30 ti	33	30	29	27	15	14
36 ti	31	28	28	25	14	13
30 SECOND/LESS						
6 ti	33	30	28	26	16	15
12 ti	31	28	27	25	15	14
18 ti	29	27	26	24	14	13
24 ti	28	25	25	23	13	12
30 ti	26	24	23	22	12	11
36 ti	25	23	23	23	11	10

AM ONLY DEDUCT
1 min: 6.00. 30 sec: 5.00.
Edited by Jerry Gibson.

WGH-FM
1948
NEWPORT NEWS

NAB RAB NAFMB

Media Code 4 248 4876 0.00
Hampton Roads Broadcasting Corp., Box 98, Newport News, Va. 23607. Phone 804-826-1310.
Studios — 2302 W. Mercury Blvd., Hampton, Va.; Military Circle, Norfolk, Va. 23502.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WGH-FM: Concert Music programming. Contact Representative for further details. Rec'd 8/3/72.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—R. B. Bottom, Jr.
Program Director—Mrs. Vianne Webb.

3. FACILITIES
ERP 74,000 w. (horiz.), 74,000 (vert.); 97.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 420 ft. above average terrain.

5. GENERAL RATE POLICY
Affiliated with Blair Represented Network.

TIME RATES
Sold in combination with WGH. See that listing.

WJLY
MOYOCK, N. C.
City of license, Moyock, N. C.
Chesapeake, Va. office: Drawer D, 400 Hickory Ridge Rd., Chesapeake, Va. 23320. Phone 804-421-2126.
See listing under Moyock, N. C.

WKLX
1942
PORTSMOUTH

NAB RAB

A William Rust Station
Media Code 4 248 4985 9.00
Rust Communications Group, Inc., Box 1350, 206 W. York St., Norfolk, Va. 23501. Phone 804-622-5591.
Studios & Eng., 4325 Cedar Lane & Craney Island, Portsmouth, Va. 23703.

STATION'S PROGRAMMING DESCRIPTION
WKLX: Network, all talk, plus area news & special features. Contact Representative for further details. Rec'd 8/1/75.

1. PERSONNEL
President—William F. Rust, Jr.
General Manager—Harold Payne.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 1350 kc. Directional — separate patterns, day and night.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 8/1/75—Rec'd 8/1/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	24	23	22	21
AA	20	19	18	17
A	15	14	13	12
B	10	9	8	7

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Submitted by Harold F. Payne.

WLPM
1940
SUFFOLK

Media Code 4 248 5005 5.00
Smiles of Tidewater, Inc., Box 1267, Suffolk, Va. 23434. Phones 804-539-2394, Norfolk 804-393-1111.

STATION'S PROGRAMMING DESCRIPTION
WLPM: Programmed for young adults & housewives.

1. PERSONNEL
Vice-President—Robert Snowdon.
General Manager—Earl Hundley.

3. FACILITIES
1,000 w.; 1150 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
No. 9 Eff————Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	11 ti	21+
1 min	4.75	4.50	4.25
30 sec	3.75	3.50	3.25

Fixed, extra .50.

7. PACKAGE PLANS

BLANKET CONTRACTS, 1 YR:	600x	1200x	1500x
1 min	3.75	3.25	3.00
30 sec	3.00	2.50	2.25
BULK PLANS, PER MO:	**100 ti**	**150 ti**	**200 ti**
1 min	3.50	3.25	3.00
30 sec	2.75	2.50	2.25

SATURATION PLAN, MON THRU SAT:	1 mo	3 mo
15 sec, 20 per day, continuous	375.00	350.00

10. SPECIAL FEATURES

NEWS/WEATHER, MON THRU SAT:	1 mo	3 mo
6 per day, continuous	400	375

Edited by Robert Snowdon.

WMYK
1973
ELIZABETH CITY, N. C.
Represented by
PRO / Meeker Radio

(This is a paid duplicate of the listing appearing under Elizabeth City, N. C.)
Media Code 4 234 2375 5.00
Love Broadcasting, Box 269, Moyock, N. C. 27958. Phones 804-625-3108, 919-435-6138.

STATION'S PROGRAMMING DESCRIPTION
WMYK: Programmed for persons 16-34.
MUSIC: contemporary, familiar progressive. Selections from old & current albums designed to combine familiar oldies by well-known artists with newer selections from newer artists & albums. Minimum talk. COMMERCIAL POLICY: maximum 6 minutes per hour. Commercials at approximately 15 minute intervals, with maximum 2 commercials per set. Contact Representative for further details. Rec'd 8/19/74.

1. PERSONNEL
Station Manager—Robert Benns.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 440 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only: 15th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 8/15/74—Rec'd 8/27/74.
AAA—3-11 pm.
AA—6 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
12 ti	17	14	14	11	10	8
18 ti	16	13	13	10	9	7
24 ti	15	12	12	9	8	6

(D)

WNOR
1946
NORFOLK

KATZ RADIO

Subscriber to the NAB Radio Code
Media Code 4 248 5025 3.00
Commonwealth Broadcasting Co., 252 W. Brambleton Ave., Norfolk, Va. 23510. Phone 804-623-9667.
Other office: 2600 Washington Ave., Newport News, Va. 23607. Phone 804-244-5055.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Fred Gage.
Sales Manager—Charles Vernay.
Commercial Manager—Josh Barry.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0: time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.
Rate Protection: 15e
Basic Rates: 22b, 23a, 24a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60f, 61c, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with American Contemporary Network.
Affiliated with Katz Radio Network.

TIME RATES
AM/FM COMBINATION
No. 2 Eff 7/15/75—Rec'd 7/23/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 10 am-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN, EA:	6 ti	12 ti	18 ti	24 ti
AAA	30	28	26	24
AA	28	26	24	22
A	24	22	20	18

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

AM only: Deduct 6.00.
Edited by Mary Brown.

WNOR-FM
1962
NORFOLK

KATZ RADIO

NAFMB

Media Code 4 248 5026 1.00
Commonwealth Broadcasting Co., 252 W. Brambleton Ave., Norfolk, Va. 23510. Phone 804-623-9667.
Other office: 2600 Washington Ave., Newport News, Va. 23607. Phone 804-244-5055.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WNOR-FM: Aimed toward young adults.
Contact Representative for further details. Rec'd 10/1/74.

1. PERSONNEL
Sales Manager—Karen Reynolds.

3. FACILITIES
ERP 46,000 w.; 98.7 mc. Stereo.
Operating schedule: 24 hours. EST.
Antenna ht.: 549 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WNOR. See that listing for rates.

TIME RATES
Deduct 6.00 from AM/FM combination rates.
Submitted by Mary Brown.

WOWI (FM)
1948
NORFOLK

Bernard Howard & Co., Inc.

Black

Media Code 4 248 5065 9.00
Metro Communications Corp., 1010 Park Ave., Norfolk, Va. 23507. Phone 804-622-4600.

STATION'S PROGRAMMING DESCRIPTION
WOWI (FM): Programmed for young black adults.
MUSIC: jazz oriented/B & B. Contact Representative for further details. Rec'd 2/14/75.

1. PERSONNEL
Owner & Gen'l Mgr.—L. E. Willis.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.

3. FACILITIES
ERP 50,000 w.; 102.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6a, 7a.
Rate Protection: 10a, 14c, 15b, 15d.
Basic Rates: 20b, 21a, 24c, 25c, 26, 28a, 28c, 29a.
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60l, 61b.
Cancellation: 70b, 70c, 71b, 72, 73b.
Prod. Services: 80.
AM facilities: WWOC.
Affiliated with Bernard Howard Black Radio Network.
Affiliated with Mutual Black Network.

TIME RATES
Eff ——— Rec'd 4/21/75.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	18.00	14.50	15.00	12.00
12 ti	17.00	13.50	14.00	11.00
18 ti	16.00	12.50	13.00	10.00
24 ti	15.00	11.50	12.00	9.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
Newscasts—1-1/4x 1-min.
Edited by L. E. Willis.

WPMH
1971
PORTSMOUTH

Media Code 4 248 5085 7.00
Chesapeake-Portsmouth Broadcasting Corp., Box 666, No. 1 Memory Ln., Portsmouth, Va. 23705. Phone 804-488-8384.

STATION'S PROGRAMMING DESCRIPTION
WPMH: Programmed for adults.
MUSIC: film music, showtunes, standards, jazz & classic country from the 30's, 40's & 50's. Live interviews & AIR PERSONALITIES. NEWS: at :60 & :30. Inspirational, public affairs & news programs at midday. Rec'd 12/2/74.

(This listing continued on next page)

1. PERSONNEL
President—Ralph D. Epperson.
General Manager—Charles W. Sherman.
Program Director—Larry Cobb.
3. FACILITIES
5,000 w.; 1010 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 21c, 21d, 23a, 24a, 25a, 26, 28b, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60c, 60i.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.

TIME RATES
No. 4 Eff 8/1/73—Rec'd 5/24/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.00	7.00	6.00	5.00
30 sec	8.00	7.20	5.60	4.80	4.00

7. PACKAGE PLANS

PER WK:	35 ti	50 ti
1 min	157.50	200.00
30 sec	126.00	160.00

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	70.00	42.00	28.00	21.00	14.00
13 x	68.30	41.00	27.30	20.50	13.70
26 x	66.50	39.90	26.60	20.00	13.30
52 x	63.00	37.80	25.20	18.90	12.60
156 x	59.50	35.70	23.80	17.90	11.90
260 x	56.00	33.60	22.40	16.80	11.20

Submitted by Charles W. Sherman.

WQRK (FM)

1966
NORFOLK

Media Code 4 248 5092 3.00
Musicradio Broadcasting Corp., No. 11 Koger Executive Center, Norfolk, Va. 23502. Phone 804-499-9893.

STATION'S PROGRAMMING DESCRIPTION
WQRK (FM): Programmed for 18-34 audience.
MUSIC: rock; today's contemporary hits. Continuous music. COMMERCIAL POLICY: 8 commercial minutes per hour with a maximum of 12 units per hour. Contact Representative for further details. Rec'd 2/27/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph B. Burton.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 50,000 w. (horiz.), 9,100 w. (vert.); 104.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 418 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 15b.
Basic Rates: 20b, 22b, 23b, 24c, 29a, 30.
Contracts: 40c, 41, 42c, 43, 44a, 44b, 46, 51a.
Comb.; Cont. Discounts: 62a, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
AM facilities: WTID.

TIME RATES
Eff 1/15/73—Rec'd 1/8/73.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	25 ti	30 ti
AA	22	20	19	18	17	15
A	20	18	17	16	15	13

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP:	18 ti	24 ti	30 ti
1/2AA, 1/2A	15	14	12

WRAP

1952
NORFOLK
A Rollins Group Station

Media Code 4 248 5100 4.00
Rollins Broadcasting of Delaware, Inc., Box 598, Norfolk, Va. 23501. Phone 804-484-5243.

STATION'S PROGRAMMING DESCRIPTION
WRAP: Programmed to adults and young adults. ALL PERSONALITIES handle all segments. NEWS: AP. MUSIC: gospel 5-6 am, R & B. Contact Representative for further details. Rec'd 7/7/75.
1. PERSONNEL
Vice-President Radio, Rollins, Inc.—Paul H. Downs.
General Manager—Terry Watts.
General Sales Manager—Stuart H. Barondess.
2. REPRESENTATIVES
Hit/Stone Radio Representative, Inc.
2. FACILITIES
5,000 w. days. 1,000 w. nights: 850 kc.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15% time: 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 31, 32b, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60i, 62d.
Cancellation: 70c, 71a, 71b, 72, 73b.
Prod. Services: 80, 82.
Member: Rollins, Inc.
Affiliated with National Black Network.

TIME RATES
No. 13 Eff 9/1/74—Rec'd 8/29/74.
AAAA—Mon thru Fri 6-10 am & 3-7 pm.
AAA—Mon thru Fri 10 am-3 pm & 7 pm-midnight: Sat & Sun 6 am-midnight.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	—AAAA— 1 min	(*)	—AAA— 1 min	(*)	—AA— 1 min	(*)
1 ti	39	31	33	26	16	13
6 ti	37	29	31	24	15	12
12 ti	35	28	29	23	14	11
18 ti	33	26	27	21	13	10
24 ti	31	24	25	20	12	9

(*) 30 sec/less.

7. PACKAGE PLANS
TAP—1/2AAAA, 1/2AAA

	6 ti	12 ti	18 ti	24 ti
1 min	31	29	27	25
30 sec/less	25	23	22	20

ANNUAL FREQUENCY

	—AAAA— 1 min	30 sec	—AAA— 1 min	30 sec	—AA— 1 min	30 sec
520 x	31	25	25	20	12	9
1000 x	27	22	23	18	11	8

WTAR

1923
NORFOLK

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 248 5250 7.00
Landmark Communications, Inc., 720 Boush St., Norfolk, Va. 23510. Phone 804-625-6711. TWX 703-625-8355.
1. PERSONNEL
President—William Gietz.
General Manager—Larry Saunders.
Sales Manager—Edmond H. Johnson, Jr.
2. REPRESENTATIVES
The Christal Company.
3. FACILITIES
5,000 w.; 790 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.
Basic Rates: 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 45, 46, 50.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. AA-8 Eff 9/1/74—Rec'd 8/5/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 5-6 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	250x	.....	500x	1000x
PER WK:	1 ti	12 ti	24 ti	36 ti	48 ti	60 ti
CLASS AAA						
1 min	37	35	33	30	29	28
30 sec	29	27	25	22	21	20
CLASS AA						
1 min	32	30	28	25	24	23
30 sec	25	23	21	18	17	16
CLASS A						
1 min	25	24	23	21	20	19
30 sec	22	21	20	17	16	15
ROS						
1 min	23	22	20	19	18	17
30 sec	17	16	14	13	12	11

10 sec: 60% of 1-min. 2 count as 1 for frequency discount.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
Flat	140	95	65

10. SPECIAL FEATURES
HELICOPTER TRAFFIC PATROL REPORTS

PER WK:	1 ti	6 ti	12+
AAA	43	42	41
AA	37	36	35

5-min news programs, 1-min only extra 4.00; 10-min programs extra 10.00.
Mildred Alexander & World News roundup—1-min, extra 2.00; non-rotating fixed position, extra 2.00.

WTAR-FM

1961
NORFOLK

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 248 5251 5.00
WTAR Radio-TV Corp., 720 Boush St., Norfolk, Va. 23510. Phone 804-625-6711. TWX 703-625-8355.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTAR-FM: MUSIC: familiar standards & arrangements of current hits programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 12/1/72.
1. PERSONNEL
Manager—Thurman Worthington.
3. FACILITIES
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 95.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 881 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. A-9 Eff 3/1/75—Rec'd 2/26/75.

7. PACKAGE PLANS
ROS

PER WK:	1 ti	12 ti	24 ti	36 ti	48 ti
PER YR. BULK:	1x	200x	300x	500x	1000x
1 min	15	13	11	9	8
30 sec	14	12	10	8	7

Guaranteed time: Extra per spot 3.00.
10. SPECIAL FEATURES
NEWS/WEATHER
Fixed positions with planned rotation—extra 2.00 to earned ROS rate.

WTID

1947
NEWPORT NEWS

Media Code 4 248 5325 7.00
Musicradio Broadcasting Corp., No. 11 Koger Executive Center, Norfolk, Va. 23502. Phone 804-499-7095.

STATION'S PROGRAMMING DESCRIPTION
WTID: Features top 50 country hits/sports/religious programming.
NEWS: at :50. COMMERCIAL POLICY: maximum 14 min per hour. Rec'd 3/14/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Joseph B. Burton.
Operations Manager—Mike Allen.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b.
Rate Protection: 10a, 15b.
Basic Rates: 20b, 22b, 23b, 24c, 29a, 30.
Contracts: 40c, 41, 42c, 43, 44a, 44b, 46, 51a.
Comb.; Cont. Discounts: 62a, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WQRK (FM).

TIME RATES
Eff 8/1/70—Rec'd 8/4/70.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	25 ti	30 ti
AA	22	20	19	18	17	15
A	20	18	17	16	15	13

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

	18 ti	24 ti	30ti
1/2AA, 1/2A	15	14	12

WVAB

1954
VIRGINIA BEACH

NAB RAB

Media Code 4 248 5400 8.00
Sea Broadcasting Corp., Box 986, 3108 Pacific Ave., Virginia Beach, Va. 23451. Phone 804-425-1550.

STATION'S PROGRAMMING DESCRIPTION
WVAB: MUSIC: MOR, featuring today's hits. NEWS: local at :60, followed by network national and international. Stock market, traffic and fishing reports scheduled regularly. SPORTS: professional, college, high school scores. Special information features on Sat and Sun. Talk show, open line & guests, 10 am-noon & 2-4 pm daily. Rec'd 3/17/75.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack B. Prince.
3. FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time only.
5. GENERAL ADVERTISING See coded regulations
Rate Protection: 10a, 14a.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 61a.
Cancellation: 70a, 70c, 70e.
Affiliated with MBS.

TIME RATES
No. 1-D Eff 1/1/73—Rev 3/6/74—Rec'd 7/15/74.

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36+
1 MINUTE						
1 wk	9.50	.....	9.00	8.50	8.00	7.50
13 wk	9.00	.....	8.50	8.00	7.50	7.00
26 wk	8.50	.....	8.00	7.50	7.00	6.50
52 wk	8.00	.....	7.50	7.00	6.50	6.00
30 SECONDS						
1 wk	8.50	8.00	7.50	7.00	6.50	6.00
13 wk	8.00	7.50	7.00	6.50	6.00	5.50
26 wk	7.50	7.00	6.50	6.00	5.50	5.00
52 wk	7.00	6.50	6.00	5.50	5.00	4.50
10 SECONDS						
1 wk	7.00	.....	6.50	6.00	5.50	5.00
13 wk	6.50	.....	6.00	5.50	5.00	4.50
26 wk	6.00	.....	5.50	5.00	4.50	4.00
52 wk	5.50	.....	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

52-WK BULK:	312x	624x	1248x
1 min	7.50	6.50	6.00
30 sec	6.00	5.00	4.00

10. SPECIAL FEATURES
5-MINUTE NEWS & WEATHER REPORTS

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	17.00	15.00	13.00	11.00
5 ti	16.00	14.00	12.00	10.50
10+	15.00	12.75	11.25	9.75

WVEC

1948
HAMPTON

RAB

Media Code 4 248 5475 8.00
Peninsula Radio Corp., Box 400, 1930 E. Pembroke, Hampton, Va. 23369. Phone 804-722-6331. TWX 703-722-2960.
Other Office: 110 Third St., Norfolk, Va. 23510. Phone 804-627-7773.

STATION'S PROGRAMMING DESCRIPTION
WVEC: Programmed for adults.
Hourly format: national news on hour, local news and weather follows. 6-9 am standards and middle-of-the-road with time signal between each selection. Headlines and weather each 15 min. 9 am-6 pm standards, showtunes and middle-of-the-road. 10 pm-6 am showtunes, standards and middle-of-the-road. Sports, stock market and other seasonal programs such as fishing reports scheduled on regular basis. COMMERCIAL POLICY: 18 minutes maximum each hour with no more than 120 seconds total commercial continuity any one interruption. Contact Representative for further details. Rec'd 1/30/69.

VIRGINIA

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas P. Chisman.
Vice-Pres. & Sales Dir.—Harrel A. Brauer, Jr.
Vice-Pres & Oper. Dir.—L. W. Kliewer.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. EST, DST.
Partial simulcast operation. Simulcast midnight-6 am daily. For non-simulcast facilities see WVHR (FM).
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 21d, 22a, 23a, 26, 28a, 28b, 28c, 29a, 32b, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Cancellation: 70b, 70e, 71a, 72, 73a.
FM facilities: WVHR (FM).
Affiliated with American Information Network.

TIME RATES
No. 9 Eff 1/1/68—Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS

	1x	5x	10x	15x	20x	30x	40x	50x
1 wk	13.50	13.00	12.50	12.00	11.00	10.50	10.00	9.50
13 wk	12.50	12.00	11.00	10.50	10.00	9.50	9.00	8.50
26 wk	11.00	10.50	10.00	9.50	9.00	8.50	8.00	7.50
52 wk	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
1 hr	127	121	116	110	105	99	94
1/2 hr	76	72	68	63	59	54	50
1/4 hr	51	48	44	41	38	35	31
10 min	39	37	35	32	30	28	26
5 min	27	26	25	24	22	21	20

Edited by L. W. Kliewer.

WVHR (FM)

1962
HAMPTON

RAB

Media Code 4 248 5500 5.00
Peninsula Radio Corp., Box 400, 1930 E. Pembroke, Hampton, Va. 23369. Phone 804-722-6331. TWX 703-722-2960.
Other Office: 110 Third St., Norfolk, Va. 23510. Phone 804-627-7773.
See affiliated AM station for additional information.
AM facilities: WVEC.

STATION'S PROGRAMMING DESCRIPTION
WVHR (FM): Programmed for adults.
NEWS: national at :15, local & weather at :20.
MUSIC: standards, showtunes & MOR. COMMERCIAL POLICY: commercials at :20, :45 & :60. Maximum 90 seconds per interruption. Contact Representative for further details. Rec'd 11/15/73.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see WVEC.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 1 Eff 1/1/68—Rec'd 12/4/67.

6. SPOT ANNOUNCEMENTS

	1x	5x	10x	15x	20x	30x	40x	50x
1 wk.	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50
13 wk	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50
26 wk	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50
52 wk	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x
hr	65	62	59	56	53	50	47
1/2 hr	45	43	41	39	37	35	33
1/4 hr	30	29	28	27	26	25	24
10 min	25	24	23	22	21	20	19
5 min	20	19	18	17	16	15	14

WWOC

1948
PORTSMOUTH

Black

Media Code 4 248 5525 2.00
Metro Communications Corp., 1010 Park Ave., Norfolk, Va. 23507. Phone 804-622-4600.

STATION'S PROGRAMMING DESCRIPTION
WWOC: MUSIC: R & B.
NEWS: network at :30. Contact Representative for further details. Rec'd 4/28/75.
1. PERSONNEL
Pres. & Sales Mgr.—L. E. Willis.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days. 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6a, 7a.
Rate Protection: 10a, 14c, 15b, 15d.
Basic Rates: 20b, 21a, 24c, 25c, 26, 28a, 28c, 29a.
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61b.
Cancellation: 70b, 70c, 71b, 72, 73b.
Prod. Services: 80.
FM facilities: WOWI (FM).
Affiliated with Bernard Howard Black Radio Network.
Member: Country Music Network.

TIME RATES
Rates are identical to WOWI (FM). See that listing.
Edited by L. E. Willis.

(Norfolk-Portsmouth and Newport News-Hampton continued on next page)

VIRGINIA

Norfolk-Portsmouth and Newport News-Hampton—Continued

WXRI (FM)

1961
NORFOLK

NAB

Media Code 4 248 5550 0.00
The Christian Broadcasting Network, Inc., Box 111, Portsmouth, Va. 23705. Phone 804-393-2505.

STATION'S PROGRAMMING DESCRIPTION
WXRI (FM): Contemporary Christian.
MUSIC 70% religious contemporary. NEWS: every hour for 5 min. Special features at :30. Three 30-min blocks M-Sat. AP, UPI wire & audio services plus local actualities. Community bulletin board announcements 3x/daily. Rec'd 4/27/73.

1. PERSONNEL
President—M. G. (Pat) Robertson.
General Manager—Eric AuCoin.
Sales Manager—Dave Morrow.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.
4. AGENCY COMMISSION
15% time only; 5% cash discount 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40c, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Tobacco & intimate personal articles not accepted for advertising.
Member: The Christian Broadcasting Network, Inc.

TIME RATES
Eff 1/1/73—Rec'd 4/27/73.
A—6 am-6 pm.
B—6 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
CLASS A						
1 min	8.00	7.60	7.20	6.80	6.40	6.00
30/20 sec	6.00	5.79	5.40	5.10	4.80	4.50
10 sec	4.00	3.80	3.60	3.40	3.20	3.00
CLASS B						
1 min	6.80	6.45	6.10	5.75	5.40	5.05
30/20 sec	5.10	4.85	4.60	4.35	4.10	3.80
10 sec	3.40	3.25	3.10	2.95	2.80	2.65

8. PROGRAM TIME RATES

PER YR:	1x	13x	52x	156x	260x
CLASS A					
1 hr	57.00	53.80	51.00	48.15	42.50
1/2 hr	38.00	35.85	34.00	32.10	28.30
1/4 hr	26.00	24.25	23.00	21.65	19.15
5 min	15.00	13.45	12.75	12.05	10.65
CLASS B					
1 hr	50.00	47.50	45.00	42.50	37.50
1/2 hr	33.00	31.35	29.70	28.05	24.75
1/4 hr	22.00	20.70	19.80	18.70	16.50
5 min	12.00	11.40	10.80	10.20	9.00

NORTON (1 AM; 1 FM)

Wise County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WNVA

1945
Subscriber to the NAB Radio Code
Media Code 4 246 5625 0.00
Radio-Wise, Inc., Norton, Va. 24273. Phone 703-679-2211.

STATION'S PROGRAMMING DESCRIPTION
WNVA: Programmed for adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—R. B. Helms.
3. FACILITIES
5,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WNVA-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	312x
1 min	4.75	4.70	4.40	3.85	3.50	3.15
30 sec	3.95	3.85	3.30	2.90	2.50	2.40

7. PACKAGE PLANS
10 sec, ea. 1.30
Minimum 20 per day, 5 days per week; 1-week schedule.

WNVA-FM

1969
Subscriber to the NAB Radio Code
Media Code 4 248 5626 8.00
Radio-Wise, Inc., Norton, Va. 24273. Phone 703-679-2211.
See affiliated AM station for additional information.

3. FACILITIES
ERP 700 w.; 106.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 560 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WNVA.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	52x	156x	260x	312x
1 min	4.15	4.10	3.85	3.35	3.05	2.75
30 sec	3.45	3.35	2.90	2.50	2.20	2.10

ORANGE (1 AM; 1 FM)

Orange County—Map Location J-4
See SRDS consumer market map and data at beginning of the State.

WJMA

1949

NAB

WJMA-FM

1971

RAB

Subscriber to the NAB Radio Code
Media Code 4 248 5700 1.00
WJMA, Inc., Box 271, Orange, Va. 22960. Phone 703-672-1000.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arch Harrison, Jr.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 5:55 am-10:45 pm. EST.
FM-ERP 3,000; 96.7 mc.
Operating schedule: Same as AM.
Antenna ht.: 171 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Green Valley Group, Agrinet of Virginia, Virginia Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/13/75—Rec'd 1/13/75.
AA—Mon thru Sat 6-9 am, Mon thru Fri noon-1 pm & 3:30-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	4.75	3.75	4.25	3.25
(*)	4.00	3.00	3.50	2.50
1000+	3.60	2.70	3.15	2.25

(*) Minimum of 1 spot per wk, 52 wks or 100 spots in 1 yr.

7. PACKAGE PLANS

PER WK, 1/3 AA:	12 ti	24+
1 min	4.00	3.00
30 sec	3.85	2.85

10. SPECIAL FEATURES
NEWS—PIN-POINT PLAN

FLAT:	1 min	30 sec
AA	5.50	4.00
A	5.00	3.50

PEARISBURG

Giles County—May location E-5
See SRDS consumer market map and data at beginning of the State.

See Narrows-Pearisburg

PENNINGTON GAP (1 AM; 1 FM)

Lee County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WSWV

1959

WSWV-FM

1974

NAB

Subscriber to the NAB Radio Code
Media Code 4 246 5775 3.00
Lee County Broadcasting Co., 108 S. Johnson Dr., Pennington Gap, Va. 24277. Phone 703-546-2520.

1. PERSONNEL
Pres. & Gen'l Mgr.—Daniel Gabriel, M. D.
2. REPRESENTATIVES
George T. Hopewell, Inc.
Kentucky Radio Sales—South, (AM).
3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
FM-ERP 3,000 w.; 105.5 mc. Stereo.
Antenna ht.: 58 ft. below average terrain.
Simulcast 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
Eff 7/1/74—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS
1 min 2.50

PETERSBURG (2 AM; 2 FM)

Dinwiddie County—Map Location J-6
See SRDS consumer market map and data at beginning of the State

WPLZ (FM)

1965

RAB

Media Code 4 248 5812 4.00
Petersburg Broadcasting Co., Inc., Box 231, 702 Petersburg Mutual Bldg., Petersburg, Va. 23803. Phone 804-733-4567.
See Affiliated AM station for additional information.
AM facilities: WSSV.

STATION'S PROGRAMMING DESCRIPTION
WPLZ (FM): Programmed for adults & young adults.
MUSIC: standards & showtunes, Broadway category, past & present, featuring full orchestration & selected vocals. NEWS: 2 min. headlines per hr. COMMERCIAL POLICY: maximum of 8 minutes per hour. Contact Representative for further details. Rec'd 7/20/73.

1. PERSONNEL
Station Manager—Richard P. Oakley
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 290 ft. above average terrain.

TIME RATES
Eff 7/1/73—Rec'd 7/13/73.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 6 am-midnight; Sun 10 am-midnight.
A—Mon thru Sat midnight-sign-off; Sun 6-10 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	5 wk	13 wk	26 wk	52 wk
CLASS AA—1 MINUTE					
24+	7.00	6.50	6.00	5.50	5.00
18 ti	7.50	7.00	6.50	6.00	5.50
12 ti	8.00	7.50	7.00	6.50	6.00
6 ti	8.50	8.00	7.50	7.00	6.50
1 ti	9.00	8.50	8.00	7.50	7.00
CLASS AA					
24+	6.00	5.50	5.00	4.50	4.00
18 ti	6.50	6.00	5.50	5.00	4.50
12 ti	7.00	6.50	6.00	5.50	5.00
6 ti	7.50	7.00	6.50	6.00	5.50
1 ti	8.00	7.50	7.00	6.50	6.00
CLASS A					
24+	5.00	4.50	4.00	3.50	3.00
18 ti	5.50	5.00	4.50	4.00	3.50
12 ti	6.00	5.50	5.00	4.50	4.00
6 ti	6.50	6.00	5.50	5.00	4.50
1 ti	7.00	6.50	6.00	5.50	5.00

30 sec: 80% of 1-min.

WPVA

1955

WPVA-FM

1972

PETERSBURG-COLONIAL HEIGHTS
Media Code 4 248 5850 4.00
Sterling Broadcasting Corp., Box 87, 1020 E. Washington St., Petersburg, Va. 23803. Phone 804-732-3478.

STATION'S PROGRAMMING DESCRIPTION
WPVA: MUSIC: Country. COMMERCIAL POLICY: when FM is alone maximum 8 minutes per hours. Contact Representative for further details. Rec'd 8/13/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Sterling C. Livingston.
Program Director—Thomas Sawyer.
Farm Director—John Aldridge.
2. REPRESENTATIVES
Bob Dore Associates.
Busby, Finch, Lathom & Widman.
Pearse Sales.
3. FACILITIES
5,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 300 ft. above average terrain.
Simulcast 6-10 am & 3-7 pm.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a.
Basic Rates: 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60k, 61a.
Cancellation: 70a, 70e, 71a, 73a.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/75—Rec'd 12/9/74.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	9.50	8.75	8.00	7.25
30 sec	7.00	6.50	6.00	5.50
ROS				
1 min	7.75	7.25	6.75	6.25
30 sec	5.75	5.50	5.25	5.00

WSSV

1945

NAB

RAB

Media Code 4 248 5925 4.00
Petersburg Broadcasting Co., Inc., Box 231, 702 Petersburg Mutual Bldg., Petersburg, Va. 23803. Phone 804-733-4567.

1. PERSONNEL
Pres. & Gen'l Mgr.—William L. Eure, Jr.
News and Public Affairs Director—Robert C. Osburn.
Operations Manager—Michael A. Ogburn.
2. REPRESENTATIVES
Savalli/Gates, Inc.
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 25a, 28c, 29a, 30.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51c.
Comb.: Cont. Discounts: 60b, 60g, 62d.
Cancellation: 70b, 70d, 72, 73b.
Prod. Services: 80, 82.
FM facilities: WPLZ (FM).
Affiliated with MBS.
Member: Agrinet of Virginia.

TIME RATES
Eff 5/1/74—Rec'd 4/25/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.
AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30+	1 ti	10 ti	20 ti	30+
	1 min				30 sec			
CLASS AAA								
1 wk	12.00	11.25	10.50	9.75	9.60	9.00	8.40	7.80
13 wk	11.75	11.00	10.25	9.50	9.40	8.80	8.20	7.60
26 wk	11.50	10.75	10.00	9.25	9.20	8.60	8.00	7.40
52 wk	11.25	10.50	9.75	9.00	9.00	8.40	7.80	7.20
CLASS AA								
1 wk	11.25	10.50	9.75	9.00	9.00	8.40	7.80	7.20
13 wk	11.00	10.25	9.50	8.75	8.80	8.20	7.60	7.00
26 wk	10.75	10.00	9.25	8.50	8.60	8.00	7.40	6.80
52 wk	10.50	9.75	9.00	8.25	8.40	7.80	7.20	6.60

PORTSMOUTH

Norfolk County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth (including Chesapeake, Suffolk, Virginia Beach)

and

Newport News-Hampton

PULASKI (2 AM; 1 FM)

Pulaski County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WBLB

1973
Media Code 4 248 5962 7.00
Boyd Broadcasting Corp., Box 915, No. 5 Radio Hill Rd., Pulaski, Va. 24301. Phone 703-980-2411.

STATION'S PROGRAMMING DESCRIPTION
WBLB: MUSIC: Country.

1. PERSONNEL
General Manager—Samuel W. Raymond.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w.; 1510 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations.
Accepts AAAA copyrighted contract.
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
Eff ——— Rec'd 10/1/73.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	25 ti	50 ti
1 min	4.00	3.60	3.40	3.20
30 sec	2.70	2.40	2.20	2.00

WPUV

1946

WPUV-FM

1987

Media Code 4 248 6000 5.00
Pulaski Broadcasting Corp., Box 351, Dora Hywy., Pulaski, Va. 24301. Phone 703-980-2702.

STATION'S PROGRAMMING DESCRIPTION
WPUV: Programmed for general interest or mass appeal.

1. PERSONNEL
Pres. & Gen'l Mgr.—John A. Columbus.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
5,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 28,500 w.; 107.1 mc.
Operating schedule: Sunrise-midnight. EST.
Antenna ht.: 59 ft. below average terrain.
Simulcast Sunrise-1 pm.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/70—Rec'd 10/2/70.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	3.60	2.50	1.90

QUANTICO

Prince William County—Map Location J-5
See SRDS consumer market map and data at beginning of the State.

WPWC

1961

NAB

Media Code 4 248 6075 7.00
Happy Broadcasting Co., Inc., Box 172, Quantico, Va. 22134. Phone 703-640-7161.

STATION'S PROGRAMMING DESCRIPTION
WPWC: Country & gospel. UPI news wire.

1. PERSONNEL
Owner & Manager—Raymond Woolfenden, Sr.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
250 w.; 1530 kc. Non-directional.
50 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 6/3/74.

(This listing continued on next page)

Quantico—W P W C—Continued

7. PACKAGE PLANS

PER MO:	1 ti	15 ti	30 ti	60 ti	120 ti
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

10. SPECIAL FEATURES

TIME SIGNALS/HYMN OF THE HOUR

30 DAYS:	50 ti	100 ti	300 ti
Ea	3.00	2.50	2.00

90 DAY CONTRACT

News, weather & local reports—3-min, ea 6.00.

RADFORD (1 AM; 1 FM)

Montgomery County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

WRAD 1950 / WRAD-FM 1965

NAB

Subscriber to the NAB Radio Code

Media Code 4 248 6150 8.00

WRAD Broadcasting Co., Box 1168, Radford, Va. 24141. Phone 703-639-2461.

1. PERSONNEL
Station Manager—Ray Hatley.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
5,000 w. days, 500 w. nights; 1460 kc.
Directional—nighttime only.
Operating schedule: 5-1 am. EST.
FM-ERP 3,000 w.; 101.7 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 215 ft. above average terrain.
Simulcast 5-9:05 am & 11-1 am Mon thru Fri.
4. AGENCY COMMISSION
15/0 time only; rendered on 1st.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES

No. 8 Eff 2/1/73—Rec'd 2/1/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104+
1 min	6.00	5.70	5.40	5.25
30 sec	4.50	4.25	4.10	4.00

RICHLANDS

Tazewell County—Map Location D-6

See SRDS consumer market map and data at beginning of the State.

WRIC 1951

NAB

Subscriber to the NAB Radio Code

Media Code 4 248 6225 8.00

Clinch Valley Broadcasting Corp., Box 838, Richlands, Va. 24641. Phone 703-964-4066.

1. PERSONNEL
Pres. & Gen'l Mgr.—C. D. Lawson.
3. FACILITIES
1,000 w. days; 540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

	1x	51x	100+
1 min	4.00	3.50	3.00
30 sec	3.00	2.50	2.00

RICHMOND (11 AM; 5 FM)

(including Highland Springs, Chester)

Chesterfield County—Map Location K-5
Henrico County—Map Location K-5

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	68	43	58	30
B	44	35	44	30
C	38	30	38	29
D	36	30	36	26
AVERAGE	47	35	44	29

WANT 1951 RICHMOND

NAB

Sinclair Broadcasting
Subscriber to the NAB Radio Code

Media Code 4 248 6300 9.00

Old Dominion Broadcasting Co., 1101 Front St., Richmond, Va. 23222. Phone 804-321-5662.

STATION'S PROGRAMMING DESCRIPTION

WANT: Programmed for Black young adults & adults. MUSIC: R & B, gospel 10-11 am. Information & entertainment. AIR PERSONALITIES: emphasis on topical, ethnic commentary, community involvement & local public service. NEWS: 5-min at :25. Remotes. SPORTS: high school & college. Contact Representative for further details. Rec'd 7/1/75.

1. PERSONNEL
General Manager—Howard L. Parkus.
Sta. & Local Sales Mgr.—Thaddius Hill.
Program Director—Ben Miles.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
1,000 w. days; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 14a, 15a.
Basic Rates: 20b, 21d, 22a, 23a, 29a, 33d.
Contracts: 40c, 41, 45, 46, 60, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60i.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80 81, 82.
Affiliated with ATA Radio Network.
Affiliated with National Black Network.

TIME RATES

Eff 3/1/74—Rec'd 2/4/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	9 ti	12 ti	18 ti	24 ti	30 ti
AA	22	20	19	18	17
A	20	18	17	16	15

30 sec: 80% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26+ wk—10%

Edited by Howard L. Parkus.

WDYL (FM) 1968 CHESTER

NAB

Media Code 4 248 6360 3.00

Wiki Radio, Inc., 10600 Jefferson Davis Hwy., Richmond, Va. 23234. Phone 804-275-6161.

See affiliated AM station for additional information.

AM facilities: WIKI.

STATION'S PROGRAMMING DESCRIPTION

WDYL (FM): Gospel music, religious programs & sports.

3. FACILITIES
ERP 3,000 w.; 92.1 mc
Operating schedule: 24 hours. EST.
Antenna ht.: 255 ft. above average terrain.

TIME RATES

Eff——————Rec'd 10/3/74.

6. SPOT ANNOUNCEMENTS

	1x	52x	520x
1 min	4.80	4.00	3.60

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	50	30	15	5

WEET 1955 RICHMOND

Media Code 4 248 6375 1.00

WEET Radio Broadcasters, Inc., 2916 Chamberlayne Ave., Richmond, Va. 23261. Phone 804-353-6641.

STATION'S PROGRAMMING DESCRIPTION

WEET: Programmed for modern country listener. MUSIC: modern country, top 40. NEWS: 5 min network & 1 min regional-local at :30. Country AIR PERSONALITIES handle all segments. SPORTS: network 5 min features 13 times weekly; sports reports hourly during traffic hours; college football. Co-sponsors country music show at local civic auditorium 6 times annually with merchandising & program tie-ins. Veteran, servicemen & VIP salutes daily. Community calendar & trading post hourly. Remote broadcasts for store openings, sales events, special features. Rec'd 3/29/71.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ray B. Bentley.
3. FACILITIES
5,000 w. days; 1320 kc. Directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% net station time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25b, 26, 28b, 28c, 29a, 30, 32b, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.
Prod. Services: 81, 82.
Affiliated with American Entertainment Network.

TIME RATES

Eff 2/1/75—Rec'd 12/2/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK	1 ti	11 ti	21 ti	31-40
AA	9.00	8.75	8.50	8.25
A	7.75	7.50	7.25	7.00

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES
5-min newscasts—1-min rate plus 2.00.

Edited by Ray Bentley.

WENZ 1961 HIGHLAND SPRINGS

Independent Black

Media Code 4 248 6450 2.00

Baron Radio, Inc., 111 N. 4th St., Richmond, Va. 23219. Phone 804-643-7437.

STATION'S PROGRAMMING DESCRIPTION

WENZ: Programmed for Black community. MUSIC: contemporary R & B, jazz & gospel. NEWS: 5 min international & national at :30; not work at :50. AIR PERSONALITIES handle all segments. Community calendar every other hour. Community involvement, participates in fund drives, safety campaigns & school events. Personalities available for remote broadcasts, store openings, sales events & special features. Contact Representative for further details. Rec'd 8/2/73.

1. PERSONNEL
President—Ralph J. Baron.
Exec. Vice-Pres. & Gen'l & Sales Mgr.—George J. Lund.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 23a, 24a, 24b, 26, 28b, 29a.
Contracts: 40b, 45, 46, 47a.
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62e.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with MBS.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES

No. 4 Eff 3/1/70—Rec'd 4/3/70.

AA—Daily 6-10 am & 3-7 pm.
A—Daily 5-6 am, 10 am-3 pm & 7 pm-midnight.
B—Daily midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
CLASS AA					
1 min	20.00	19.00	18.00	17.00	16.00
30/20 sec	16.00	15.00	14.50	13.50	12.50
10 sec	10.00	9.50	9.00	8.50	8.00
CLASS A					
1 min	16.00	15.00	14.50	13.50	12.50
30/20 sec	12.50	12.00	11.50	10.50	10.00
10 sec	8.00	7.50	7.00	6.50	6.00

Class B: 5.00 flat.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

Weekly schedule must be same spot frequency. No rateholders.

8. PROGRAM TIME RATES

1 HR:	1x	13x	26x	52x	104x	260x	520x
A	80	75	70	65	60	55	50

1/2 hr: 60% of hour. 5 min: 26% of hour.
1/4 hr: 40% of hour.

Edited by George J. Lund.

WEZS (FM) 1961 RICHMOND

Media Code 4 248 6525 1.00

Professional Broadcasting, Inc., 5900 Midlothian Trnpk., Richmond, Va. 23225. Phone 804-231-6231.

STATION'S PROGRAMMING DESCRIPTION

WEZS (FM): MUSIC: quarter-hour segments of standard music of today & yesterday with full orchestration & an arrangement which is neither dull nor hard in sound. NEWS: International, national, local & regional 2 min per hour. COMMERCIAL POLICY: Maximum 8 min per hour. Commercial announcements are clustered at the quarter hour. Contact Representative for further details. Rec'd 5/30/74.

1. PERSONNEL
President—Arthur Kellar.
General Manager—Constance Golden.
2. REPRESENTATIVES
Century National Sales.
3. FACILITIES
ERP 74,000 w.; 103.7 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 440 ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60e, 62a.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.

TIME RATES

Eff 12/1/74—Rec'd 11/6/74.

AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 7-10 am & 7-10 pm.
A—Mon thru Sun 10 pm-7 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	33.00	26.40	23.00	18.40	18.00	14.40
12 ti	30.00	24.00	20.00	16.00	15.00	12.00
18 ti	27.00	21.60	17.00	13.60	12.00	9.60
24 ti	24.00	19.20	15.00	12.00	10.00	8.00

10 sec: 50% of 1-min.

WGOE 1964 RICHMOND

Progressive

Media Code 4 248 6600 2.00

WGOE Radio, Inc., 104 W. Franklin St., Richmond, Va. 23220. Phone 804-649-9196.

STATION'S PROGRAMMING DESCRIPTION

WGOE: Programmed for 18-35 age group. MUSIC: progressive rock, folk & jazz. Features alternative newscasts and local public interest broadcasts. Rec'd 7/7/75.

1. PERSONNEL
President—Barry Coffman.
Sales Manager—David Herren.
3. FACILITIES
5,000 w.; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15b.
Basic Rates: 20b, 21b, 24b, 24c, 28a.
Contracts: 40a, 44a, 47a, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i.
Cancellation: 70d, 71a, 73a.
Prod. Services: 80. 82.
Affiliated with KBS.
Affiliated with The Rep Network.

TIME RATES

Eff 7/1/75—Rec'd 7/7/75.

AA—Mon thru Fri 6-10 am & 3-5 pm; Sat all day.
A—Mon thru Fri 10 am-3 pm & 5 pm-sign off; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti	A 6 ti	A 12 ti	A 18 ti	A 24 ti
1 min	17	16	15	14	15	14	13	12
30 sec	15	14	13	12	13	12	11	10

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	86	164	224	276	328	387
30 sec	70	124	174	226	262	304

10. SPECIAL FEATURES
5-min newscasts—20.00.
Special programming & fixed spots—20.00.

Submitted by Barry Coffman.

WIKI 1964 CHESTER

NAB

Media Code 4 248 6650 7.00

WIKI, Inc., 10600 Jefferson Davis Hwy., Richmond, Va. 23234. Phone 804-275-6161.

STATION'S PROGRAMMING DESCRIPTION

WIKI: Gospel music, religious programs & news. Rec'd 8/30/74.

1. PERSONNEL
Pres. & Farm Dir.—John Laurino.
Vice-Pres./Women's Prog. Dr.—Donna M. Laurino.
Gen'l Mgr. & Sports Dir.—Gordon L. Hood.
3. FACILITIES
5,000 w. days; 1410 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10e, 14d, 15b.
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28b, 28c, 29a
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a.
Comb.; Cont. Discounts: 60a, 60i, 62a, 62d.
Cancellation: 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WDYL (FM).

TIME RATES

Eff 5/1/68—Rec'd 6/5/68.

6. SPOT ANNOUNCEMENTS

1x	26x	52x	156x	260x	312x	520x
1 min 10.00	9.50	9.00	8.50	8.00	7.50	7.00
20/30 sec: 80% of 1-min.			8/10 sec: 50% of 1-min.			

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	8.50	8.00	7.50	7.00
20/30 sec: 80% of 1-min.		8/10 sec: 50% of 1-min.		

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	70.50	41.50	25.50	15.50

WLEE 1945 RICHMOND

NATIONWIDE COMMUNICATIONS INC.

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 248 6675 4.00

Nationwide Communications, Inc., Box 8477, 6200 W. Broad Street Rtd., Richmond, Va. 23226. Phone 804-288-2833, TWX 710-956-0208.

STATION'S PROGRAMMING DESCRIPTION

WLEE: Programmed for mass appeal. MUSIC: top current hits & solid gold. Public service-oriented promotions with strong air personality involvement. NEWS: 5 min combined local & network hourly; twice hourly in drive times. Heavy editorial treatment of local issues. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 1/29/75.

1. PERSONNEL
General Manager—John A. Piccirillo.
General Sales Manager—Dennis Rossman.
Traffic & Continuity—Ruby Whilow.
2. REPRESENTATIVES
Blair Radio.
3. FACILITIES
5,000 w.; 1480 kc. Directional — separate patterns day and night.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 15c.
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60f.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES

No. 5 Eff 2/10/75—Rec'd 2/13/75.

(This listing continued on next page)

VIRGINIA

Richmond—W L E E—Continued

AAA Mon thru Fri 6-10 am & 3-8 pm. Sat 6 am-8 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Sun 8 pm-midnight. Sun 6 am-8 pm.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	6 ti	12 ti	16 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	45	44	41	39	37	35	32	30
30 sec	37	35	33	31	30	28	26	24
	A				B			
1 min	33	30	29	28	9	8	7	6
30 sec	26	24	23	22	7	6	5	5

10 sec: 50% of 1-min.

WRGM

1958
RICHMOND

Media Code 4 248 6750 5.00
Continental Communications, Inc., Box 25373, Richmond, Va. 23227. Phone 804-266-8787.

1. PERSONNEL
General Manager—Ron Dayle.
Sales Manager—Jack Martin.
Program Director—Mike Dawson.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
10,000 w. days; 1540 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4d, 5, 6a, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20b, 22a, 23a, 24c, 25a.
Contracts: 40a, 41, 45, 48, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60i.
Cancellations: 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff 8/1/71—Rec'd 8/23/71.

6. SPOT ANNOUNCEMENTS

	10 sec	30 sec	1 min
Ea	3.80	6.30	6.90

WEEKLY DISCOUNT
10 ti—10% 20 ti—20% 50 ti—40%
CONSECUTIVE WEEK DISCOUNT
13 wk—10% 26 wk—15% 52 wk—20%

WRNL

1937
RICHMOND

NAB RAB

A William Rust Station
Media Code 4 248 6825 5.00
Rust Communications Group, Inc., 7100 Bethlehem Rd., Richmond, Va. 23228. Phone 804-282-9731.

STATION'S PROGRAMMING DESCRIPTION
WRNL: Format: MOR/personality. MUSIC: popular. Telephone talk 10 pm-midnight. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
General Manager—Paul Jay Jacobson.
Local Sales Manager—Bob Evans.
Program Director—Gus Travers.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 910 kc. Directional—nights only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 8a, 8b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e.
Basic Rates: 20a, 21b, 23a, 25a, 23b, 29a.
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60g, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
FM facilities: WRXL (FM).
Affiliated with American Information Network.
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
WRNL/WRXL (FM) COMBINATION
Eff 11/1/73—Rec'd 10/29/73.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.
A—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	33	32	31	30	28	27	26	25

A: Flat, 14.00.

7. PACKAGE PLANS

TAP:	12 ti	18 ti	24 ti
1 min	28	25	22

AM only: Deduct 30%.
Edited by Paul Jay Jacobson.

WRVA

1925
RICHMOND

NBC Radio Network

EASTMAN RADIO, INC.

A Southern Broadcasting Company Station
Media Code 4 248 6900 6.00
WRVA-Radio Inc., Box 1516, 200 N. 22nd St., Richmond, Va. 23212. Phone 804-643-6633.

STATION'S PROGRAMMING DESCRIPTION
WRVA: Programmed for general adult interest.
AIR PERSONALITIES handle all segments. News twice hrly. 6-10 am: MOR, music, information, helicopter traffic reports. 10 am-noon: MOR, music, information. Noon-12:30 pm: news, weather, farm features. 12:30-2 pm: phone opinion program. 2-6 pm: MOR, music, information, helicopter traffic reports. 6-6:30 pm: news & commentary. 6:30-11 pm: MOR, music, information, religion. 11 pm-5:30 am: MOR, music, news, information. 5:30-6 am: farm information. Contact Representative for further details. Rec'd 9/9/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—John B. Tansey.
Vice-Pres. & Sales Mgr.—Harold B. Barre.
Vice-President—Alden Asroe.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
50,000 w.; 1140 kc. Directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0: payable 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g 16.
Basic Rates: 20a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32b, 33a.
Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a, 51c.
Comb.; Cont. Discounts: 60g, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WRVQ (FM).
Affiliated with NBC and Eastman Radio Network.

TIME RATES
No. 23 Eff 7/1/75—Rec'd 5/30/75.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.
B—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
C—Mon thru Sun 7 pm-midnight.
D—Tues thru Sun midnight-5:30 am.

6. SPOT ANNOUNCEMENTS

PER	AA		A		B		C	
WK:	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
1 ti	70	56	60	48	45	36	30	24
12 ti	68	55	58	47	43	35	29	23
18 ti	66	53	56	45	41	33	27	22
24 ti	64	51	54	43	39	31	25	20

10 sec: 50% of 1-min.
D: Flat, 1-min 15.00; 30-sec 12.00.
(*) 30 sec.

10. SPECIAL FEATURES
Farm—Mon thru Sat 5:30-6 am, A rates apply.
Helicopter traffic reports—7:30-8:30 am & 4:45-5:45 pm rotating AM/PM wkly, sold in multiples of 2 wks, AA rates plus 10.00.
5 min newscasts—1-1/2x 1-min.

20% discount when bought in combination with WRVQ (FM) in equal frequency.
Edited by Mary C. Downey.

WRVQ (FM)

1948
RICHMOND
A Southern Broadcasting Company Station
Media Code 4 248 6918 6.00
WRVQ-Radio, Inc., Box 1394, 200 N. 22nd St., Richmond, Va. 23212. Phone 804-649-9151.
See affiliated AM station for additional information.
AM facilities: WRVA.

STATION'S PROGRAMMING DESCRIPTION
WRVQ (FM): MUSIC: Top 40. News at :40 from 12M-12N except Sunday. Contact Representative for further details. Rec'd 12/1/72.

1. PERSONNEL
General Manager—J. Philip Goldman.
National Sales Manager—Harold B. Barre.
Operations Manager—Robert B. McNeill.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 200,000 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 355 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21b, 22b, 23a, 24a, 24c, 25a, 27.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47, 49, 51a, 51c.
Comb.; Cont. Discounts: 60e, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 81.
Affiliated with Eastman Radio Network.

TIME RATES
No. 4 Eff 7/1/75—Rec'd 5/30/75.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER	AA				A			
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	40	38	35	31	31	30	28	26
30 sec	32	30	28	25	25	24	23	21

B: Flat 1-min 10.00; 30-sec 8.00.
10 sec: 50% of 1-min.

20% discount when purchased in combination with WRVA in equal frequency.
Edited by Mary C. Downey.

WRXL (FM)

1949
RICHMOND

NAB RAB

A William Rust Station
Media Code 4 248 6935 2.00
Rust Communications Group, Inc., 7100 Bethlehem Rd., Richmond, Va. 23228. Phones 804-288-1020, 282-9731.
See affiliated AM station for additional information.
AM facilities: WRNL.

STATION'S PROGRAMMING DESCRIPTION
WRXL (FM): Programmed adult rock, 18-34. MUSIC: Top 40, oldies & album cuts. COMMERCIAL POLICY: Maximum 7 commercial units per hour. Contact Representative for further details. Rec'd 2/28/74.

1. PERSONNEL
General Manager—John D. Langlois.

3. FACILITIES
ERP 140,000 w.; 102.1 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 360 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WRNL. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 3/1/74—Rec'd 2/28/74.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.
A—Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
(*)	19	16	13	11	17	14	11	9

(*) 1 min/30 sec.
Edited by John D. Langlois.

WTVR

1928
RICHMOND

Park BROADCASTING

CBS Radio Network

KATZ RADIO

NAB

Subscriber to the NAB Radio Code
Media Code 4 248 6975 8.00
Roy H. Park Broadcasting of Virginia, Inc., Box 11064, 3301 W. Broad St., Richmond, Va. 23230. Phone 804-355-3217.

STATION'S PROGRAMMING DESCRIPTION
WTVR: Programmed for adults & young adults.
MUSIC: modern country, including current hits & standards. Emphasis on news, community information. NEWS: network & local at :15 & :30. Contact Representative for further details. Rec'd 2/27/75.

1. PERSONNEL
Vice-President Radio—Roger Turner.
General Manager—Wesley R. Richards.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w.; 1380 kc. Directional—nighttime only.
Operating schedule: 24 hrs. daily. EST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15e.
Basic Rates: 20a, 25a, 26, 29a.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60d, 60f, 61a, 62a, 62d.
Cancellation: 70b, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
AM/FM COMBINATION
No. 1 Eff 1/1/75—Rec'd 12/23/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	48	46	44	40	38
A	42	40	38	36	34
B	35	34	32	31	30

30 sec: 80% of 1-min.
AM only: Deduct 8.00 per 1-min spot.

WTVR-FM

1944
RICHMOND

Park BROADCASTING

Subscriber to the NAB Radio Code
Media Code 4 248 6976 6.00
Roy H. Park Broadcasting of Virginia, Inc., Box 11064, 3301 W. Broad St., Richmond, Va. 23230. Phone 804-355-8611.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTVR-FM: Programmed for general adult and young adult appeal.
MUSIC: emphasis on continuous pop music; features MOR standards, instrumentals & MOR hits. NEWS: network at :15; local at :45 when scheduled. Contact Representative for further details. Rec'd 2/27/75.

3. FACILITIES
ERP 50,000 w.; 98.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 840 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with WTVR. See that listing.

TIME RATES
No. 1 Eff 1/1/75—Rec'd 12/23/74.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AA	15	14	13	12
A	13	12	11	10
B	12	11	10	9

30 sec: 80% of 1-min.

WXGI

1947
RICHMOND

Media Code 4 248 7050 9.00
Radio Virginia, Inc., 701 German School Rd., Richmond, Va. 23225. Phone 804-233-7666.

STATION'S PROGRAMMING DESCRIPTION
WXGI: Programmed for adults.
MUSIC: 100% country and western. 90% country, 10% western. AIR PERSONALITIES emcee entire operation. NEWS: 5 min before every hour. Headlines every hour on half hour. SPORTS: live automobile racing, grand national, championship and modified. 5 min general sports daily. Rec'd 2/1/74.

1. PERSONNEL
President & Treas.—D. H. Robertson.
Program Director—George Popkins.
General Manager—David Wilburn.

3. FACILITIES
5,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time: rendered weekly or monthly.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a.
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46.
Comb.: Cont. Discounts: 60b, 60k.
Cancellation: 71a, 73a.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

	13x	26x	52x	78x	104x
1 min	11.20	10.60	10.00	9.40	8.85
30 sec	9.00	8.50	8.00	7.50	7.10
	156x	260x	312x	624x	
1 min	8.25	7.65	7.10	6.50	
30 sec	6.45	6.15	5.70	5.20	

ROANOKE (7 AM; 4 FM)

(including Salem, Vinton)

Roanoke County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	45	26	32	20
B	28	24	28	20
C	20	14	17	12
D	16	14	16	11
AVERAGE	27	20	23	16

WBLU

1956
SALEM

Media Code 4 248 7087 1.00
Omnibus Group, Inc., Box 408, Salem, Va. 24135. Phone 703-389-5443.

STATION'S PROGRAMMING DESCRIPTION
WBLU: Mass audience appeal.
MUSIC: 95% modern country, 5% modern gospel. Music format is top 40 new & old recordings with top new releases, all modern country music format, in combination with network news, sports & special features. Local news covered by 23 stringer reporters throughout region. Gospel music program 7-10 am Sun. Rec'd 7/7/75.

1. PERSONNEL
Gen'l & Com'l Mgr.—W. F. (Wes) Wachtel.
Program Director—Wes Fletcher.
Production Manager—Bill Thomas.

3. FACILITIES
5,000 w.; 1480 kc. Non-directional days.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/15/75—Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS

ROS:	1x	26x	52x	104x	360x	720x
1 min	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75
10 sec	3.00	2.75	2.50	2.25	2.00	1.75

Fixed, extra 1.50.
Fixed time frame, extra 1.00.

10. SPECIAL FEATURES
LOCAL NEWS & WEATHER

	1x	26x	52x	104x	360x	720x
5 min	9.00	8.50	8.00	7.50	7.00	6.50
2 min	7.00	6.50	6.00	5.50	5.00	4.50

Edited by W. F. (Wes) Wachtel.

WFIR

1924
ROANOKE
A Beaverkettle Station
Media Code 4 248 7125 9.00
Beaverkettle Co., Box 150, Towers Shopping Center, Roanoke, Va. 24002. Phone 703-345-1511.

STATION'S PROGRAMMING DESCRIPTION
WFIR: MOR, hits of 50's thru today. NEWS: 3 man staff with 3 mobile units. Network at :30; local a :00 & :35, during drive times. SPORTS: play-by-play featuring high school & college football, basketball & hockey. Contact Representative for further details. Rec'd 3/12/73.

(This listing continued on next page)

1. PERSONNEL
President—Paul L. Gilmor.
General Manager—Richard A. Jacobs.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
5,000 w.; 960 kc. Non-directional—day-time; directional—nighttime only.
Operating schedule: 5-1 am. EST.

4. AGENCY COMMISSION
15/0 time; 15 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 15b.
Basic Rates: 21c, 22b, 23a, 24a, 24c, 25a, 29a, 32a, 33a.
Contracts: 40c, 45, 46.
Comb ; Cont. Discounts: 60a, 60f, 60i.
Cancellation: 70e, 71a.
Prod. Services: 80, 82.
Affiliated with ATA Radio Network.
Affiliated with CBS.

TIME RATES
No. 12N Eff 10/1/70—Rec'd 9/25/70.
AA—Mon thru Fri 6-10 am.
A—Mon thru Fri 3-7 pm; Sat 6-10 am.
B—Mon thru Sat 5:30-6 am & 10 am-3 pm.
C—Mon thru Fri 7 nm-5:30 am; Sat 3 pm-5:30 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	6 tl	12 tl	18 tl	24+
1 MINUTE					
AA	23	21	20	19	17
A	20	18	17	16	14
B	17	15	14	13	11
C	14	12	11	10	8
30 SECONDS					
AA	19	17	16	15	14
A	16	14	13	12	11
B	13	12	11	10	9
C	11	(*)	9	8	7

(*) 9.50.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK, EA:	1 min
12 tl (3AA, 3A, 3B, 3C)	13
18 tl (5AA, 5A, 4B, 4C)	12
24 tl (6AA, 6A, 6B, 6C)	11

6. PROGRAM TIME RATES

	1x	26x	52x	104x	260x	520x
5 MINUTES						
AA	30	27	26	24	23	22
A	27	24	23	21	20	19
B	24	21	20	18	17	16
C	21	18	17	15	14	13
10 MINUTES						
AA	36	33	32	30	29	28
A	32	29	28	26	25	24
B	29	26	25	23	22	21
C	24	21	20	18	17	16
1/4 HOUR						
AA	40	37	36	34	33	32
A	36	33	32	30	29	28
B	33	30	29	27	26	25
C	28	25	24	22	21	20
1/2 HOUR						
B	53	50	49	47	46	45
C	48	45	44	42	41	40
1 HOUR						
B	86	83	82	80	79	78
C	81	78	77	75	74	73

WJLM (FM)

1969
SALEM

Media Code 4 248 7162 2.00
WRIS, Inc., Box 6099, 219 Luckett St. N.W., Roanoke, Va. 24017. Phone 703-342-3131.

STATION'S PROGRAMMING DESCRIPTION
WJLM (FM): Programmed for adults.

1. PERSONNEL
Gen'l & Com'l Mgr.—Lloyd Gochenour.
Program Director—Gary E. Cooper.
Women's Director & Traffic—Mary Porterfield.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.
Operating schedule, 6 am-midnight. EST.
Antenna ht.: 81 ft. below average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 73a.
AM facilities: WRIS, Roanoke.
Affiliated with MBS.
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/69—Rec'd 4/2/69.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	100+
1 min	2.50	2.23	2.00	1.75	1.50
30 sec	2.00	1.75	1.50	1.25	1.00

WKBA

1961
VINTON

Subscriber to the NAB Radio Code
Media Code 4 248 7200 0.00
Roanoke-Vinton Radio, Incorporated, 2042 10th St., N. E., Roanoke, Va. 24012. Phone 703-343-5597.

STATION'S PROGRAMMING DESCRIPTION
WKBA: Programmed for adults.
Personalities emcee all music shows. MUSIC: Gospel & C & W. Audience participation contests. Station personalities available for remote programs and broadcasts. 4 mobile units available. Editorials broadcasts frequently on local and national and international subjects. Farm programs 7 hours weekly. Rec'd 8/5/75.

1. PERSONNEL
General Manager—Harry R. Peyton.
Sales Manager—Zeke Leonard.
Prod. & News Dir.—Dave Massey.

2. FACILITIES
10,000 w. days; 1550 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0; time only

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a, 30, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60b, 60e, 60h, 60i, 61a, 62a.
Cancellation 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with KBS.
Sold in combination with WKRX, Winston-Salem, N. C.; 20% discount.

TIME RATES
No. 4 Eff 6/1/68—Rec'd 6/10/68.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.0
30 sec	10.00	9.00	8.00	7.00	6.00	5.00	4.00
10 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS

PER WK:	10 tl	15 tl	20 tl	25 tl
1 min	9.00	8.00	7.00	6.00
30 sec	7.00	6.00	5.00	4.00
10 sec	4.50	4.00	3.50	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	100	60	40	25	15

9. PARTICIPATING PROGRAMS
Buddy Mark's Afternoon Hall of Hits—Noon-4 pm
Cliff Davis Show—4-6 pm
Cousin Zeke Show—6-8:45 pm.
Regular rates apply.

WLRG (FM)

1960
ROANOKE

Media Code 4 248 7275 2.00
CERE Investments, Box 624, 3236 Cove Rd., N.W, Roanoke, Va. 24004. Phone 703-366-3350.

STATION'S PROGRAMMING DESCRIPTION
WLRG (FM): MUSIC: MOR. NEWS: network at :30 local at :55. Rec'd 3/10/75.

1. PERSONNEL
President—Aylett R. Coleman.
General Manager—Aylett R. Coleman.
Sales Manager—Frank T. Tirico.

3. FACILITIES
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 92.3 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: minus 54 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 21b, 23a, 24b, 28c, 29a, 30, 33d.
Contracts: 40a, 41, 42d, 44b, 45, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70b, 70d, 71b, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff————Rec'd 5/1/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	10.00	8.10	9.60	7.80	6.00	4.85
26 x	9.70	7.80	9.30	7.50	5.80	4.70
52 x	9.35	7.50	9.00	7.20	5.60	4.50
104 x	8.75	6.90	8.40	6.60	5.25	4.15
156 x	8.10	6.25	7.80	6.00	4.85	3.75
260 x	7.50	5.65	7.20	5.40	4.50	3.40
312 x	6.90	5.00	6.60	4.80	4.15	3.00

10 sec: 50% of 1-min.
Edited by Aylett R. Coleman.

WPVR (FM)

1948
ROANOKE

Subscriber to the NAB Radio Code
Media Code 4 248 7350 3.00
Jim Gibbons Radio, Box 732, Roanoke, Va. 24004. Phone 703-345-3841.

STATION'S PROGRAMMING DESCRIPTION
WPVR (FM): Programmed for young adults and adults.
MUSIC: Approx 54-57 min ea hr consisting of standards, selected popular, show tunes, film & MOR primarily instrumental. News & weather capsules hrly 24 hrs a day. COMMERCIAL POLICY: 4 pauses, 7 spots maximum per hour. Contact Representative for further details. Rec'd 10/15/73.

1. PERSONNEL
Owner & Gen'l Mgr.—James L. Gibbons.
Sales Manager—Bob Passmore.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Pennsylvania—Done & Associates, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,037 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15a, 15b, 15d.
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 50, 51c.
Comb.: Cont. Discounts: 60b, 60c, 60g, 61c 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 9 Eff 10/1/74—Rec'd 9/3/74.
AA—Mon thru Sun 6 am-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 30 sec	A 1 min	A 30 sec
	10.00	8.47	6.00	5.12

Specified time, extra 15%.
Fixed position, extra, 30%.

7. PACKAGE PLANS

	1 min	30 sec
24-hr rotation TAP	9.00	7.65

DISCOUNT

PER WK:	14 tl	28 tl	42 tl
PER DAY:	2 tl	4 tl	6 tl
Discount	5%	10%	15%

Specified time, extra 15%.
Fixed position, extra, 30%.
CONSECUTIVE WEEK DISCOUNT
13 wk—2-1/2% 26 wk—5% 52 wk—10%
Edited by Barbara West.

WRIS

1953
ROANOKE

Subscriber to the NAB Radio Code
Media Code 4 248 7425 3.00
WRIS Radio, Inc., Box 6099, 219 Luckett St. N. W., Roanoke, Va. 24017. Phone 703-342-3131. (Agency collect calls accepted.)

STATION'S PROGRAMMING DESCRIPTION
WRIS: Programmed for general and young to middle age adult audience.
Unannounced segments of popular MOR music with weather reports, time signals & news at :00 & :30. COMMERCIAL POLICY: never less than 10 minutes of uninterrupted music. FARM: markets from state agricultural department at 12:05 pm M-F. Swap shop (telephone call in program) 12:10 pm M-F. Direct teletype to local weather bureau. Weekly public affairs interview program Sun 10:35 am. Contact Representative for further details. Rec'd 3/11/71.

1. PERSONNEL
Gen'l & Com'l Mgr.—Lloyd Gochenour.
Program Director—Gary E. Cooper.
Women's Dir. & Traffic—Mary Porterfield.

2. REPRESENTATIVES
Mario Messina Company.

3. FACILITIES
3,000 w. days; 1410 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset daily. EST.

BIG REACH IN ROANOKE

26+ Years of mixing Rock, Country, Soul, MOR & Progressive with Award-Winning Personalities, Live Sports & Local News, odds up to:

#1 MEN 64.0% ALL 18-34 49.9% ALL 18-49 37.5% ALL 18+

#1 WOMEN 67.0% ALL 18-34 55.0% ALL 18-49 47.0% ALL 18+

#1 TEENS with 76%

ARB A/M '75-6 AM-Mid Mon-Sun Metro Cume Ratings

MARKET DOMINANCE
6:00-10:00 AM + 3:00-7:00 PM
#1 MEN 18-34 #2 MEN 18-49 #1 WOMEN 18-34 #1 WOMEN 18-49

ARB A/M '75 Mon-Fri Metro Cume Ratings Data Subject to Published Limitations

ROANOKE'S PIONEER 24 HOUR STATION

Represented by EASTMAN RADIO

WROV

Burt Levine, Pres.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a.
Comb.: Cont. Discounts: 60b, 61a, 62b.
Cancellation: 73a.
FM facilities: WJLM (FM) Salem.
Affiliated with MBS.
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
Rates effective June 1, 1964.
Rates received June 3, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 tl	4.50	3.50	300 tl	3.25	2.25
13 tl	4.25	3.25	520 tl	3.00	2.15
26 tl	4.00	3.00	780 tl	2.75	2.10
52 tl	3.75	2.75	1000 tl	2.50	2.00
104 tl	3.50	2.50			

7. PACKAGE PLANS
WEEKLY ROS PACKAGE PLANS

	1 min	30 sec		1 min	30 sec
1 tl	4.50	3.70	20 tl	3.60	3.00
5 tl	4.25	3.50	25 tl	3.40	2.80
10 tl	4.00	3.40	30 tl	3.20	2.60
15 tl	3.80	3.20			

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 tl	45.00	27.00	18.00	13.50	9.00
13 tl	42.75	25.65	17.10	12.80	8.55
26 tl	40.50	24.30	16.20	12.10	8.10
52 tl	38.25	22.95	15.30	11.40	7.65
104 tl	36.00	21.60	14.40	10.70	7.20
300 tl	33.75	20.25	13.50	10.00	6.75

WROV

1946
ROANOKE

EASTMAN RADIO, INC.

Media Code 4 248 7500 3.00
WROV Broadcasters, Inc., 15th & Cleveland Ave., Roanoke, Va. 24015. Phone 703-343-4444.

STATION'S PROGRAMMING DESCRIPTION
WROV: Programmed for general interest.
MUSIC: hit singles, oldies & album cuts. AIR PERSONALITIES emcee entire operation, listener participation contests, remote broadcasts. NEWS: local news department broadcasts at :50 morning, lunchtime & afternoon. Network news at :55. All night news. Member AP. SPORTS: local high school football & high scool & college basketball broadcast live. Sports included in local newscasts & drive time programs. Contact Representative for further details. Rec'd 7/15/75.

1. PERSONNEL
President—Burt Levine.
Manager—Don Fouts.
Production Director—Richard S. Bentz.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15% on net time only: no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60f, 60i, 61c, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.

TIME RATES
Eff 11/1/72—Rec'd 10/18/72.
I—Mon thru Sat 6-9 am & 3-7 pm.
II—Mon thru Sat 9 am-3 pm & 7-9 pm.
III—Mon thru Sat 9 pm-midnight & 5-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	I 6 tl	I 12 tl	I 18 tl	I 24 tl	II 6 tl	II 12 tl	II 18 tl	II 24 tl
1 min	30	28	26	24	26	24	22	20
30/20 sec	24	22	20	18	20	18	16	14
10 sec	15	14	13	12	13	12	11	10

	III 18	III 24
1 min	22	20
30/20 sec	16	14
10 sec	11	10

	12	18	24
	9	8	8

7. PACKAGE PLANS

1-MINUTE BEST BUY PLAN:	Ea
30 tl (12I, 12II, 6III)	15
15 tl (6I, 6II, 3III)	17

Not combinable with other wkly plans forr added frequency.

CONSECUTIVE WEEK DISCOUNT
26 wk—5% 52 wk—10%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.
Submitted by David Levine.

(Roanoke continued on next page)

Roanoke—Continued

WSLC
1940
ROANOKE

KATZ RADIO

NAB R A B

Subscriber to the NAB Radio Code

Media Code 4 248 7575 5.00
Bass Broadcasting Div., Box 6002, Roanoke, Va. 24017. Phone 703-387-0234.

STATION'S PROGRAMMING DESCRIPTION
WSLC: Programmed for general interest.
8 PERSONALITIES MUSIC: Country, 90% singles, 10% albums, one gospel—religious song per hour. Phone requests, audience participation contests. NEWS: network at :60, local & regional at :30. WEATHER: hourly. TALK: Public Affairs 6-hours weekly. SPORTS: Hourly scores and stories, news inclusion, college football play-by-play with scoreboard. NASCAR & USAC Auto Racing. FARM: Reports M-S of 5, 10, & 30 min. length, news inclusion, local & state interviews, stock market reports, Farm Director. RELIGION: 5 hours on Sunday's. Contact Representative for further details. Rec'd 12/21/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Herm Reavis.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 610 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. EST

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15e.
Basic Rates: 20a, 22a, 24b, 24c, 25a, 26, 28b.
Contracts: 40a, 41, 43, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c.
Cancellation: 70e, 71a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WSLQ (FM).
Affiliated with NBC.
Affiliated with Katz Radio Network.

TIME RATES
No. 4 Eff 8/15/74—Rec'd 8/22/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm.
B—Mon thru Sat 5-6 am & 7 pm-midnight; Sun 6 am-7 pm.
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	50	47	45	42	40
AA	36	34	32	30	29
A	28	27	28	25	24
B	22	21	20	19	18
C	17	16	15	14	13

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES
5 min: 1-1/2x 1-min.
Edited by Herm Reavis.

WSLQ (FM)
1947
ROANOKE

NAB

Subscriber to the NAB Radio Code

Media Code 4 248 7593 8.00
Bass Broadcasting Div., Box 6002, Roanoke, Va. 24017. Phone 703-387-0234.
See affiliated AM station for additional information.
AM facilities: WSLC.

STATION'S PROGRAMMING DESCRIPTION
WSLQ (FM): Programmed for adults and young adults.
MUSIC: general popular: current hits 60%; progressive rock 8:30 pm-midnight Sat & Sun. Public affairs 2-1/2 hours pr week. NEWS: 4 10-min summaries by 2-man local staff. UPI RELIGION: Sun 7-10 am. Contact Representative for further details. Rec'd 2/26/75.

1. PERSONNEL
General Manager—John F. Willett.

3. FACILITIES
ERP 200,000 w.; 99.1 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 1,892 ft. above average terrain.

TIME RATES
No. 2 Eff 8/15/74—Rec'd 8/22/74.
AA—Mon thru Sat 6-10 am.
A—Mon thru Sat 3-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	20	18	16	14	12
A	18	16	14	12	10
B	16	14	12	10	9

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WTOY
1957
ROANOKE

Independent Negro

Media Code 4 248 7611 8.00
T. & H. Broadcasting, Inc., 26 E. Church Ave., Roanoke, Va. 24011. Phone 703-343-5545, 343-5546.

1. PERSONNEL
President—Connie T. Hausman.
Gen'l & Sales Mgr.—Barry L. Hausman.
Station Manager—David Burch.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days; 910 kc. Non-directional
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 25b, 29a, 31, 33c.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60e, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with Mutual Black Network.

TIME RATES
Eff 4/1/74—Rec'd 2/25/74.
AAA—6-10 am & 3-7 pm.
AA—10 am-3 pm & 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

1 MINUTE	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	17	16	15	14	13
AA	15	14	13	12	11
30 SECONDS					
AAA	14	13	12	11	10
AA	12	11	10	9	8

8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 hr	85	80	75	70
1/2 hr	49	46	43	40
1/4 hr	34	31	28	25

ROCKY MOUNT (2 AM)

Franklin County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

WNLB
1959

Media Code 4 248 7650 6.00
Boyd Broadcasting Corp., Box 602, 215 Main St., Rocky Mount, Va. 24151. Phone 703-483-7011.

STATION'S PROGRAMMING DESCRIPTION
WNLB: MUSIC: Country.

1. PERSONNEL
General Manager—Samuel W. Raymond.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Agrinet of Virginia, Virginia Network, Farm Radio Network.

TIME RATES
Eff————Rec'd 1/28/75.

6. SPOT ANNOUNCEMENTS

	1 ti	10 ti	25 ti	50 ti
1 min	4.00	3.60	3.40	3.20
30 sec	2.70	2.40	2.20	2.00

WYTI
1957

Media Code 4 248 7725 6.00
Mailing address—Box 430, Rocky Mount, Va. 24151
Office and Studio—Highway 220 North, Rocky Mount, Va. 24151. Phone 703-483-9955.

STATION'S PROGRAMMING DESCRIPTION
WYTI: MUSIC: 50% pop, rock & roll; 30% country; 10% general popular; 10% gospel.

1. PERSONNEL
Pres. & Gen'l Mgr.—William E. Jefferson.

3. FACILITIES
1,000 w. days; 1570 kc
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff———Rec'd 1/29/75.

6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	104x
1 min	3.00	2.70	2.55	2.25	2.10
30 sec	2.80	2.52	2.38	2.10	1.96
		156x	208x	260x	312x
1 min		1.95	1.80	1.65	1.50
30 sec		1.82	1.68	1.54	1.40

600+: Flat 1.25.

SALEM

Roanoke County—Map Location F-5

See SRDS consumer market map and data at beginning of the State.

See Roanoke
(including Salem, Vinton)

SMITHFIELD

Isle of Wight County—Map Location L-6

See SRDS consumer market map and data at beginning of the State.

WEOO
1974

Media Code 4 248 7800 7.00
Radio Tidewater, Inc., Box 339, Hwy. 655, Smithfield, Va. 23430. Phone 804-357-4173.

STATION'S PROGRAMMING DESCRIPTION
WEOO: Modern country format.

1. PERSONNEL
General Manager—Jack Inman, Jr.

3. FACILITIES
1,000 w.; 940 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
No. 1 Eff 12/1/74—Rec'd 12/19/74.

6. SPOT ANNOUNCEMENTS

PER	1 wk				13 wk			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	4.25	4.00	3.75	3.50	4.00	3.75	3.50	3.25
30 sec	3.50	3.25	3.00	2.75	3.25	3.00	2.75	2.50
	26 wk				39-52 wk			
1 min	3.75	3.50	3.25	3.00	3.50	3.25	3.00	2.75
30 sec	3.00	2.75	2.50	2.25	2.75	2.50	2.25	2.00

Specified times: Extra 10%.

7. PACKAGE PLANS

	30 sec	1 min
Golden Saturation, 150 ti, 4 wks	300.00	412.50
Silver Saturation, 100 ti, 3 wks	225.00	300.00
Grand Opener, 75 ti, 2 wks	187.50	243.75

SOUTH BOSTON (1 AM; 1 FM)

Halifax County—Map Location H-6

See SRDS consumer market map and data at beginning of the State.

WHLF
1947

NAB

Media Code 4 248 7875 9.00
Halifax Broadcasting Co., 554 N. Main St., South Boston, Va. 24592. Phone 804-572-2988.

1. PERSONNEL
Pres. & Gen'l Mgr.—John L. Cole, Jr.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-11 pm. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WJLC (FM).
Member: The Tobacco Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

SPECIFIED:	20 sec	30 sec	1 min
1 wk	2.85	3.90	4.30
13+	2.35	3.15	3.45
*52-WK ROS, EA:	300x	600x	1000x 2000x
20 sec	2.10	1.80	1.55 1.50
30 sec	2.60	2.40	2.30 2.15
1 min	3.25	2.95	2.80 2.75

(*) May be bought as pkg/used in less than 52 wks.

7. PACKAGE PLANS

7-DAY ROS:	7 ti	10 ti	25 ti	50 ti	75 ti	100 ti
20 sec	19.50	26.65	51.85	96.55	133.90	157.30
30 sec	23.40	31.45	71.50	135.85	172.90	228.80
1 min	26.00	37.70	86.15	150.15	209.17	271.70

WJLC (FM)
1960

NAB

Media Code 4 248 7912 0.00
Halifax Broadcasting Co., Inc., Box 526, Security Bldg., North Main St., South Boston, Va. 24592. Phone 804-572-2988.
See affiliated AM station for additional information.
AM facilities: WHLF.

STATION'S PROGRAMMING DESCRIPTION
WJLC (FM): classic gold music & ne work news.

3. FACILITIES
ERP 29,000 w. (horiz.), 29,000 w. (ver.); 97.5 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 250 ft. above average terrain.

TIME RATES
Rates are identical to WHLF. See that listing.

SOUTH HILL (1 AM; 1 FM)

Mecklenburg County—Map Location H-6

See SRDS consumer market map and data at beginning of the State.

WJWS
1953

Subscriber to the NAB Radio Code

Media Code 4 248 7950 0.00
Old Belt Broadcasting Corp., Box 216, Chase City Hwy., South Hill, Va. 23970. Phone 804-447-4007.

1. PERSONNEL
Pres. & Com'l Mgr.—W. B. Hofler.

3. FACILITIES
5,000 w.; 13.0 kc. Non-directional.
Operating schedule: 6 am-local sunset Mon thru Sat; 7:55 am-local sunset Sun. EST.
Partial simulcast operation. Simulcast 6-8 am. For Non-simulcast facilities see WSHV (FM).

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WSHV (FM).
Member: The Tobacco Radio Network, Farm Radio Network.

TIME RATES
Eff 9/1/68—Rec'd 9/3/68.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec
1 x	6.00	4.00	3.00

WSHV (FM)
1966

Media Code 4 248 7951 8.00
Old Belt Broadcasting Corp., Box 218, Chase City Rd., South Hill, Va. 23970. Phone 804-447-4007.
See affiliated AM station for additional information.
AM facilities: WJWS.

3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 217 ft. above average terrain.
Partial simulcast operation. Operated separately 8 am-11 pm. For simulcast facilities see WJWS.

TIME RATES
Rates are identical to WJWS. See that listing.

STAUNTON (2 AM; 1 FM)

Augusta County—May Location G-4

See SRDS consumer market map and data at beginning of the State.

WKDW
1954

NAB

Media Code 4 248 8025 0.00
American Home Broadcasting Corp., Box 2189, Spring Hill Rd., Staunton, Va. 24401. Phones 703-886-2377, 2378.

STATION'S PROGRAMMING DESCRIPTION
WKDW: Modern country music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Brice A. Miller.

2. REPRESENTATIVES
C. K. Beaver & Associates, Inc.
Dome & Associates, Inc.

3. FACILITIES
1,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities WSGM (FM).
Affiliated with KBS.

TIME RATES
No. 2 Eff 1/1/75—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	156x	312x	624x	936x	1248x
1 min	5.75	5.25	4.75	4.25	4.00	3.75	3.50
30 sec	4.75	4.25	3.75	3.25	3.00	2.75	2.50

10 sec: 50% of 1-min.
Guaranteed times: 7-9 am, 11:30 am-1 pm & 3:30-6 pm, extra 25%.

7. PACKAGE PLANS

WEEKLY ROS, BTA PLANS					
WITHIN 7 DAYS:	10 ti	25 ti	50 ti	100 ti	150 ti
1 min	4.75	4.50	4.00	3.75	3.50
30 sec	3.75	3.50	3.00	2.75	2.50

10 sec: 50% of 1-min.

WSGM (FM)
1959

NAB NAFMB

Media Code 4 248 8100 1.00
American Home Broadcasting Corp., Box 2189, Spring Hill Rd., Staunton, Va. 24401. Phones 703-886-2377, 2378.
See affiliated AM station for additional information.
AM facilities: WKDW.

STATION'S PROGRAMMING DESCRIPTION
WSGM (FM): MUSIC: Standards.

3. FACILITIES
ERP 500 w.; 93.5 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 352 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 2 Eff 11/1/74—Rec'd 1/31/75.
A—Mon thru Sun 10 am-midnight.
B—Mon thru Sun 7-10 am.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
A	5.00	4.00	B	4.00	3.00

10. SPECIAL FEATURES
News sponsorship, ea 8.00.
Weather sponsorship, ea 4.00.

(Staunton continued on next page)

WTON
1945

Subscriber to the NAB Radio Code
Media Code 4 248 8175 3.00
Augusta County Broadcasting Corp., Box 1085, Staunton, Va. 24401. Phone 703-885-5188.

STATION'S PROGRAMMING DESCRIPTION
WTON: Programmed for adults & young adults.

1. PERSONNEL
Pres. & Gen'l Mgr.—Al Charles.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:50-12:05 am. EST.
4. AGENCY COMMISSION
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
Eff 1/1/75—Rec'd 12/5/74.

6. SPOT ANNOUNCEMENTS

RDS:	1x	26x	52x	104x	156x
1 min	5.75	5.50	5.25	5.00	4.75
30 sec	4.75	4.50	4.25	4.00	3.75
	260x	312x	624x	1000x	1500x
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.50	3.25	3.00	2.80	2.60

10 sec: 60% of 1-min.

7. PACKAGE PLANS

PER DAY:	1 min	30 sec
20 ti	75	55
PER WK:		
20 ti	90	70
50 ti	200	150
100 ti	375	275

Guaranteed fixed spot, BOS rate plus 20%.

STUART
Patrick County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WHEO
1959

Media Code 4 248 8250 4.00
Community Broadcasting, Inc., Box 24, Rte. 1, Stuart, Va. 24171. Phone 703-694-3114.

1. PERSONNEL
General Manager—James E. Litten.
2. REPRESENTATIVES
National Time Sales.
3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6:00 am-local sunset Mon thru Sat; 7 am-local sunset Sun. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network, Agrinet of Virginia, Virginia Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/70—Rec'd 9/10/71

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x	3.00	2.40	1.50
156 x	2.25	1.65	1.15
312+	1.75	1.25	.90

7. PACKAGE PLANS
STATION BREAKS
1 30-sec spot at :00 & :30 all day, flat per day 25.00
BONUS PACKAGES

WITHIN 2 WKS:	1 min	30 sec
50 ti	1.65	1.15
100 ti	1.50	1.00

SUFFOLK
Nansemond County—Map Location L-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth (including Chesapeake, Suffolk, Virginia Beach)

and

Newport News-Hampton

TAPPAHANNOCK (1 AM; 1 FM)
Essex County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WRAR 1970 / WRAR-FM 1971

Media Code 4 248 8400 5.00
Rappahannock Broadcasting, Inc., Box 1023, Prince St., Tappahannock, Va. 22560. Phone 804-443-4321.

1. PERSONNEL
General Manager—Danny C. Wadsworth.
3. FACILITIES
500 w.; 1000 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 250 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL RATE POLICY
Affiliated with American Information Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/15/70—Rec'd 7/27/71.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
312 x	3.00	2.00	52 x	4.25	3.20
260 x	3.20	2.30	26 x	4.50	3.35
208 x	3.40	2.45	13 x	4.75	3.55
156 x	3.80	2.80	1 x	5.00	3.75
104 x	4.00	3.00			

ONE-YEAR CONTRACT
1 min, 1500+ 2.50 30 sec, 1500+ 1.75

TASLEY (1 AM; 1 FM)
Accomack County—Map Location M-4
See SRDS consumer market map and data at beginning of the State.

WESR
1957

Subscriber to the NAB Radio Code
Media Code 4 248 8475 7.00
Accomack-Northampton Broadcasting Co., Inc., U.S. Hwy. 13, Eastern Shore Radio Center, Tasley, Va. 23441. Phone 804-787-3200.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Brooks Russell.
3. FACILITIES
5,000 w. days; 1330 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WESR-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/69—Rec'd 11/25/69.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
1 min	6.25	5.75	5.50	5.25	5.15
30 sec	5.50	5.25	5.00	4.50	4.00
10 sec	4.75	4.50	4.00	3.75	3.50
	260x	365x	730x	1095x	1500x
1 min	5.05	4.75	4.50	4.25	4.00
30 sec	3.75	3.50	3.35	3.25	3.00
10 sec	3.25	3.00	2.85	2.75	2.50

7. PACKAGE PLANS
WEEKLY ROS

PER WK:	10 ti	15 ti	25 ti	50 ti	70 ti	100 ti
1 min	3.50	3.25	3.00	2.75	2.60	2.50
30 sec	2.75	2.65	2.50	2.25	2.15	2.00

WESR-FM
1969

Subscriber to the NAB Radio Code
Media Code 4 248 8475 5.00
Accomack-Northampton Broadcasting Co., Inc. U. S. Hwy. 13, Eastern Shore Radio Center, Tasley, Va. 23441. Phone 804-787-3200.
See affiliated AM station for additional information.

3. FACILITIES
ERP 50,000 w.; 103.3 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: ———.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WESR.
5. GENERAL ADVERTISING See coded regulations
Member: Farm Radio Network.

TIME RATES
60% of AM rates.

TAZEWELL (1 AM; 1 FM)
Tazewell County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WTZE 1966 / WTZE-FM 1969

Media Code 4 248 8550 7.00
Tazewell Broadcasting Co., Box 69, Tazewell, Va. 24651. Phone 703-988-4150.

STATION'S PROGRAMMING DESCRIPTION
WTZE: Country programming 47 hours per week.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James Cox.
3. FACILITIES
1,000 w.; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 3,000 w.; 100.1 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 103 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15% time only; payable 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 11/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

CONTRACT:	1 min	30 sec		1 min	30 sec
1000 x	2.40	1.40	2000 x	1.80	1.20

7. PACKAGE PLANS

30 DAYS:	1 min	30 sec		1 min	30 sec
2 ti	3.00	2.00	100 ti	2.60	1.80

TIMBERVILLE
Rockingham County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

See Broadway-Timberville

VINTON
Roanoke County—Map location F-5
See SRDS consumer market map and data at beginning of the State.

See Roanoke (including Salem, Vinton)

VIRGINIA BEACH
Virginia Beach County—Map Location M-6
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth (including Chesapeake, Suffolk, Virginia Beach)

and

Newport News-Hampton

WARRENTON (2 AM; 1 FM)
Fauquier County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WEER
1957

Media Code 4 248 8625 7.00
Elektra Broadcasting Corp. of Virginia, Box 317, Warrenton, Va. 22186. Phone 703-347-1250.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Daniel W. Kirby.
3. FACILITIES
1,000 w. days; 1250 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
500 w. pre-sunrise.
Simulcast during AM operational hours. For non-simulcast facilities see WEER-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Agrinet of Virginia, Virginia Network.

TIME RATES
No. 1 Eff 4/15/68—Rec'd 5/3/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	250x	500x
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

Specified times extra 1.00.
10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.85	3.60	3.45	3.30	3.15	3.00

Within 7 days.
Specified times extra 1.00.
10 sec: 50% of 1-min.

WEER-FM
1966

Media Code 4 248 8626 5.00
Elektra Broadcasting Corp. of Virginia, Box 317, Warrenton, Va. 22186. Phone 703-347-1250.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,300 w.; 107.7 mc.
Operating schedule: 6 am-11 pm. EST.
Antenna ht.: 603 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WEER.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Member: Agrinet of Virginia.

TIME RATES
No. 1 Eff 4/15/68—Rec'd 10/8/68.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	100x	250x	500x
1 min	6.00	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

10 sec: 50% of 1-min.
Specified times, extra 1.00.

7. PACKAGE PLANS
(Within 7 days)

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti	100 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.85	3.60	3.45	3.30	3.15	3.00

10 sec: 50% of 1-min.
Specified times, extra 1.00.

WKCW
1957

Media Code 4 248 8700 3.00
WKTF, Inc., Box 740, Warrenton, Va. 22186. Phones 703-347-1420, 273-9150.

STATION'S PROGRAMMING DESCRIPTION
WKCW: Programmed for general interest.

1. PERSONNEL
General Manager—Stewart L. Brooks.
3. FACILITIES
5,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% on time charges only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/69—Rec'd 1/4/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	8.50	7.50	6.50	5.50	4.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	90	60	45	30	20

WARSAW (1 AM; 1 FM)
Richmond County—Map Location L-4
See SRDS consumer market map and data at beginning of the State.

WNNT
1949

Media Code 4 248 8775 6.00
Northern Neck and Tidewater Broadcasting Co., Inc., Box 877, Warsaw, Va. 22572. Phone 804-333-6900, Studio 333-4900.

STATION'S PROGRAMMING DESCRIPTION
WNNT: Block programmed for general interest.

1. PERSONNEL
General Manager—Dean Loudy.
3. FACILITIES
250 w. days; 690 kc. Non-directional.
Operating schedule: 6 am-8:30 pm. EST.
Partial simulcast operation during AM operational hours. For non-simulcast operation see WNNT-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/3/50—Rec'd 3/8/67.

6. SPOT ANNOUNCEMENTS

	1 min.	1/2 min.		1 min.	1/2 min.
1 time	3.50	2.25	52 times	3.25	2.15
13 times	3.50	2.25	104 times	3.00	2.00
26 times	3.50	2.15	312 times	3.00	2.00

7. PACKAGE PLANS
YEARLY BULK RATE

	1500x	3000x	5000x
1 min	2.50	2.25	2.00
30 sec	1.75	1.50	1.25

10 sec: 75% of 30 sec rate.

WNNT-FM
1967

Media Code 4 248 8776 6.00
Northern Neck-Tidewater Broadcasting Co., Inc. Box 258, Warsaw, Va. 22572. Phone 804-333-6900.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,400 w.; 100.9 mc.
Operating schedule: 6 am-10 pm daily. EST.
Antenna ht.: 330 ft. above average terrain.
Partial simulcast operation. Operated separately from AM sign-off to 10 pm. For simulcast facilities see WNNT.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WNNT. See that listing

WAYNESBORO (2 AM)
Augusta County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WANV
1965

Subscriber to the NAB Radio Code
Media Code 4 248 8850 1.00
WANV, Inc., Box 97, Waynesboro, Va. 22980. Phone 703-942-1153.

STATION'S PROGRAMMING DESCRIPTION
WANV: MUSIC: current hits, limited C&W.

1. PERSONNEL
General Manager—Charles E. Neer.
2. REPRESENTATIVES
Busby, Finch, Lathom & Widman.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 970 kc.
Directional—separate patterns day and night.
Operating schedule: 6-12:10 am. EST.
4. AGENCY COMMISSION
15% on net station time; no cash discount.

TIME RATES
No. 3 Eff 11/1/74—Rec'd 10/4/74.

(This listing continued on next page)

VIRGINIA

(See Virgin Islands listings following Wyoming)

Waynesboro—W A N V—Continued

6. SPOT ANNOUNCEMENTS

1 MINUTE—ROS

WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 wk.	5.00	4.90	4.60	4.50	4.35	4.30	4.20
4 wk	4.95	4.80	4.55	4.40	4.25	3.95	3.75
13 wk	4.45	4.25	4.20	4.10	4.00	3.85	3.65
26 wk	4.15	3.95	3.90	3.80	3.70	3.50	3.35
52 wk	3.90	3.70	3.65	3.45	3.35	3.35	3.35

30 sec: 75% of 1-min. 15 sec: 60% of 1-min.
Fixed position, extra 20%.

Edited by M. R. Rogers.

WAYB

1947

NAB R A B

Media Code 4 248 8925 1.00
Waynesboro Broadcasting Corp., Box 40, 1304 Ivy St., Waynesboro, Va. 22980. Phone 703-942-1490.

STATION'S PROGRAMMING DESCRIPTION
WAYB: MUSIC: MOB.

1. PERSONNEL
Pres. & Gen'l Mgr.—N. Wilbur Kidd.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6-12:10 am daily. EST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Agrinet of Virginia.

TIME RATES
Eff 1/1/71—Rec'd 1/22/71.

6. SPOT ANNOUNCEMENTS

	1 min 30 sec			1 min 30 sec	
1 x	6.43	5.00	260 x	4.45	3.30
26 x	5.70	4.30	312 x	4.15	3.10
52 x	5.40	3.95	624 x	3.95	2.95
104 x	5.00	3.60	1000 x	3.70	2.80
156 x	4.70	3.45	1500 x	3.45	2.65

7. PACKAGE PLANS
(To be used within 24 hours)

	1 min	30 sec
20 ti	78.58	57.14
(To be used within 1 week)		
20 ti	92.86	71.43
100 ti	392.84	285.70

WILLIAMSBURG (1 AM; 1 FM)

James City County—Map Location L-5
See SRDS consumer market map and data at beginning of the State.

W B C I (FM)

1963

NAB

Media Code 4 248 9001 0.00
Williamsburg Broadcasting Co., Inc., Box 180, Williamsburg, Va. 23185. Phone 804-229-7400.
See affiliated AM station for additional information.
AM facilities: WMBG.

STATION'S PROGRAMMING DESCRIPTION
WBCI (FM): Programmed to provide entertainment and information.

1. PERSONNEL
Sales & Oper. Mgr.—W. Pat Collins.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.5 mc.
Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

TIME RATES
No. A-3 Eff 8/1/75—Rec'd 8/1/75.

7. PACKAGE PLANS

PER WK:	1 ti	8 ti	15 ti	22 ti	29+
1 min	9.00	8.50	7.00	6.50	6.00
30 sec	7.20	6.80	5.60	5.20	4.80
PER MO:	**30 ti**	**60 ti**	**90 ti**	**120 ti**	**150 ti**
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.60	5.20	4.80	4.40	4.00
YRLY CONTRACT:			**250x**	**500x**	**1000x**
1 min			9.00	7.00	5.00
30 sec			7.20	5.60	4.00

MIDNIGHT SPECIAL, MIDNIGHT-6 AM:

	1 min	30 sec
Any number	3.00	2.00

10. SPECIAL FEATURES

PER YR:	104x	260x	312x
5-min newscasts, ea	12	10	8

Submitted by W. P. Collins.

W M B G

1959

NAB R A B

Media Code 4 248 9035 8.00
Williamsburg Broadcasting Co., Inc., Box 180, Williamsburg, Va. 23185. Phone 804-229-7400.

STATION'S PROGRAMMING DESCRIPTION
WMBG: Programmed for general interest.

1. PERSONNEL
General Manager—Donald M. Bentley.

3. FACILITIES
500 w. days; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WBCI (FM).
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/75—Rec'd 1/28/75.
AAA—Mon thru Sat 6-9 am & 3 pm-sign-off.
AA—Mon thru Sat 9 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER	AAA				AA			
WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	7.75	7.00	6.50	6.00	6.75	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	5.50	5.00	4.50	4.00

Guaranteed times. To be used within 1 yr.

7. PACKAGE PLANS
SATURATION

PER WK, ROS:	18 ti	24 ti	30 ti
1 min	6.00	5.50	5.25
30 sec	4.75	4.25	3.75
PER YR:		**1 min**	**30 sec**
1500, 1/2AAA, 1/2AA		4.50	3.50

10. SPECIAL FEATURES

	52x	104x	260x	312x
Newscasts, ea	10	9	8	7

WINCHESTER (2 AM; 2 FM)

Frederick County—Map Location H-2
See SRDS consumer market map and data at beginning of the State.

W E F G (FM)

1965

Media Code 4 248 9075 4.00
Shenval Broadcasting Corp., Box 828, Winchester, Va. 22601. Phone 703-662-5101.
See affiliated AM station for additional information.
AM facilities: WHPL.

3. FACILITIES
ERP 21,000 w.; 102.5 mc. Stereo.
Operating schedule: 6:30 am-midnight. EST.
Antenna ht.: 330 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with NBC.

TIME RATES
No. 1 Eff ——— Rec'd 1/19/67.

6. SPOT ANNOUNCEMENTS

	25x	50x	100x	200x	500x	1000x
1 min	3.00	2.75	2.50	2.25	2.00	1.75

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWS, SPORTS, WEATHER, STOCK MARKET

	25x	50x	100x	300x
5 min	8.00	6.00	4.50	3.00

W H P L

1961

Media Code 4 248 9150 5.00
Shenval Broadcasting Corp., Box 828, Winchester, Va. 22601. Phone 804-662-5101.

1. PERSONNEL
General Manager—John P. Bell, Jr.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
500 w. day & night; 610 kc. Directional.
Operating schedule: 5:30-12:30 am. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WEFG (FM).
Affiliated with NBC.

TIME RATES
No. 3 Eff 3/1/73—Rec'd 3/9/73.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	8.00	7.50	7.00	6.50	6.00

30/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-MINUTE NEWS, WEATHER, SPORTS.

	25x	50x	100x	300x	600x
5 min	10.00	8.00	6.00	4.50	3.50

W I N C

1941

NAB R A B

Media Code 4 248 9225 5.00
Richard Field Lewis, Jr., Inc., Box 605, WINC Bldg., Winchester, Va. 22601. Phone 703-667-2224.

STATION'S PROGRAMMING DESCRIPTION
WINC: MUSIC: middle-of-the-road 24 hours.

1. PERSONNEL
Gen'l & Comm'l Mgr.—Philip Whitney.

2. REPRESENTATIVES
PRO/Meeker Radio.
Dome & Associates, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WHPL (FM).
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.
Member: Mid Atlantic Network, Inc., Agrinet of Virginia, Virginia Network.

TIME RATES
Eff 4/1/75—Rec'd 3/10/75.
AA—6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA				A			
	1x	101x	201x	301+	1x	101x	201x	301+
1 min	8.50	8.00	7.50	7.00	8.00	7.50	7.00	6.50
20/30 sec	6.00	5.50	5.00	4.50	5.75	5.25	4.75	4.25
10 sec	4.25	4.00	3.75	3.50	4.00	3.75	3.50	3.25

10. SPECIAL FEATURES
NEWS/SPORTS/WEATHER

	AA				A			
	1x	101x	201x	301+	1x	101x	201x	301+
5 min	12.50	12.25	12.00	11.75	9.50	9.25	9.00	8.75

W R F L (FM)

1946

NAB R A B

Media Code 4 248 9300 8.00
Richard Field Lewis, Jr., Inc., Drawer 605, WINC Bldg., Winchester, Va. 22601. Phone 703-667-7904.
See affiliated AM station for additional information.
AM facilities: WINC.

STATION'S PROGRAMMING DESCRIPTION
WRFL (FM): MUSIC: C & W.

3. FACILITIES
ERP 22,000 w. (horiz.), 22,000 w. (vert.); 92.5 mc.
Operating schedule: 5:30-12:30 am. EST.
Antenna ht.: 1,690 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Member: Mid Atlantic Network, Inc., Agrinet of Virginia, Virginia Network.

TIME RATES
Eff 5/1/74—Rec'd 4/10/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Guaranteed	5.85	4.00
ROS	4.00	3.00

WOODBRIDGE

Prince William County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

See Washington, D. C.

(including Bethesda, Bladensburg, Potomac-Cabin John,, Rockville, Silver Spring, Wheaton, Md.; Alexandria Arlington, Fairfax, Falls Church, Woodbridge, Va.)

WYTHEVILLE

Wythe County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

W Y V E

1949

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 248 9450 9.00
Wythe County Broadcasting Co., Box 534, WYVE Bldg., 195 S. First St., Wytheville, Va. 24382. Phone 703-228-3185.

STATION'S PROGRAMMING DESCRIPTION
WYVE: Programmed for general and rural audience.

1. PERSONNEL
General Manager—Arthur M. Gates.

2. REPRESENTATIVES
Southeast—David Carpenter Company.
Northeast—Dome & Associates, Inc.

3. FACILITIES
1,000 w.; 1280 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 18 Eff 5/1/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

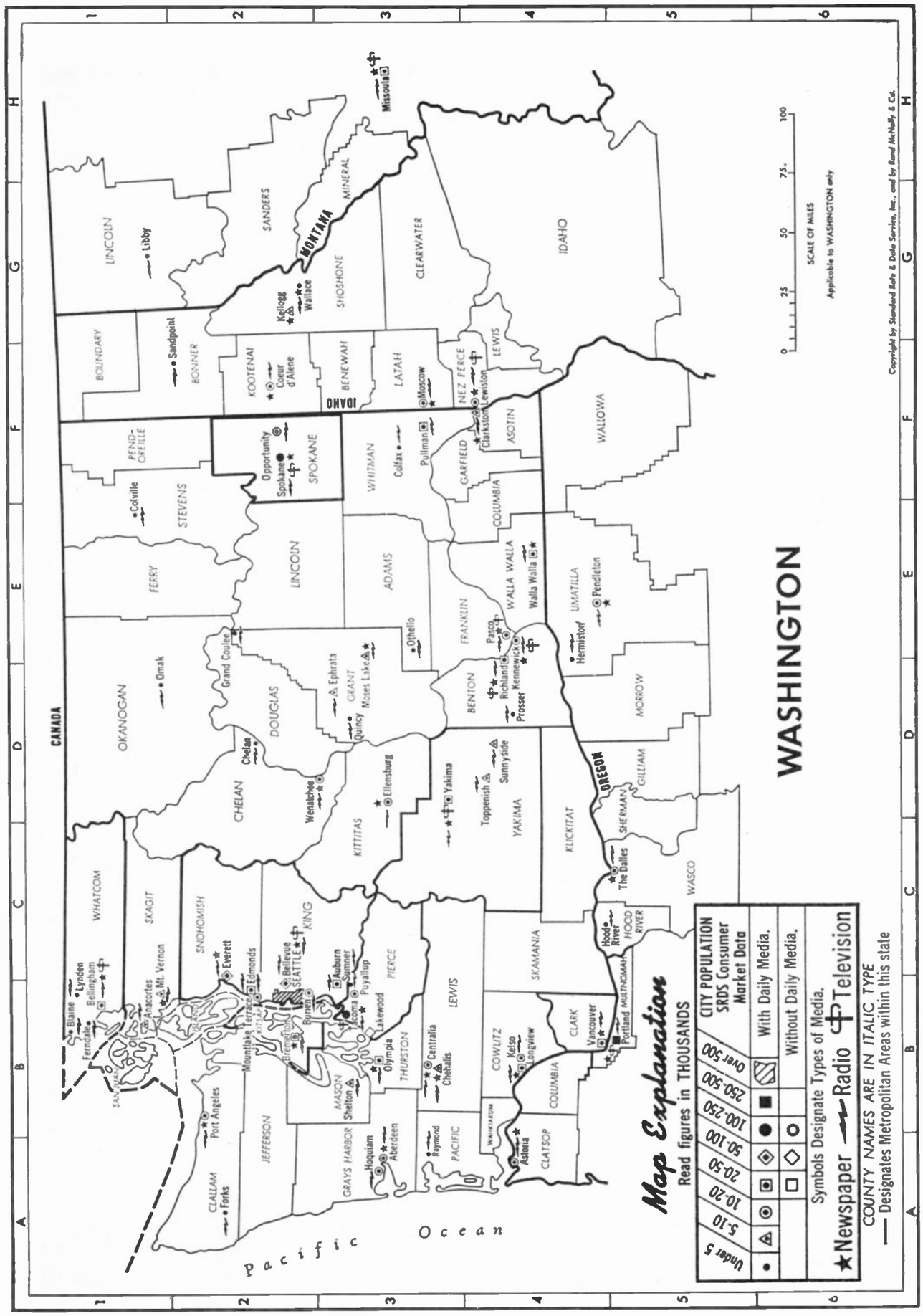
PER WK:	1 ti	10 ti	30+
1 min	3.90	3.60	3.25
30 sec	2.60	2.40	2.15
ID's	1.65	1.65	1.65

7. PACKAGE PLANS

PER YR:	500x	1000x	1500x	2000x
1 min	3.25	2.90	2.60	2.34
30 sec	2.15	1.95	1.85	1.70

VIRGIN ISLANDS

For listed radio stations see Virgin Islands listings following Wyoming.



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Negro Population Data

(January 1, 1975)

STATE TOTAL	81,075	Seattle-Everett	46,557
METRO AREAS		Spokane	3,143
Bellingham	331	Tacoma	22,146
Bremerton	1,470	Yakima	1,589
Richland-Kennewick	2,083	Total Metros	77,319

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

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

WASHINGTON

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

ABERDEEN-HOQUIAM

(3 AM; 2 FM)

Grays Harbor County—Map Location A-3

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is the part of the time buying function to determine extent of coverage, audience delivered, etc., within the area

KBKW
1949
ABERDEEN
RAB

Media Code 4 249 0095 9.00
KBKW, Box 188, 701 E. Heron St., Aberdeen, Wash. 98520. Phone 206-532-1450.

STATION'S PROGRAMMING DESCRIPTION
KBKW: MUSIC: 100% country western. NEWS: 5-min at :60; expanded coverage 15-min at 8 am, 12N, 5 pm. SPORTS: at :45. Weather at :15. Regular farm programming. Contact Representative for further details. Rec'd 7/6/73.

1. PERSONNEL
President—John R. DiMeo.
Vice-Pres. & Gen'l Mgr.—Don Downing.

2. REPRESENTATIVES
The Devney Organization, Inc.
Washington, Oregon—Simpson/Reilly & Associates, Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Operating schedule: 5:30 am-11:30 pm. PST.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a 14a.
Basic Rates: 22a 24b, 24c, 25a, 27, 28b, 28c.
Contracts: 40a, 45, 46, 50, 51a.
Comb.: Cont. Discounts: 60b, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 4/12/74.
AA—6-9 am & 3:30-6:30 pm.
ROS—6 am-11:30 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA

YR:	1000x	500x	300x	150x	120x	90x	60x
WK:	100 ti	50 ti	40 ti	30 ti	20 ti	15 ti	10 ti
1 min	4.30	4.40	4.60	5.00	5.20	5.30	6.30
30 sec	3.60	3.70	3.90	4.20	4.30	4.40	5.26
1 min, flat	6.60				30 sec, flat		5.50

ROS

1 min	3.30	3.40	3.60	4.00	4.20	4.30	5.30
30 sec	2.60	2.70	2.90	3.20	3.30	3.40	4.20
1 min, flat	5.60				30 sec, flat		4.50

ID's: 50% of 1-min.

8. PROGRAM TIME RATES

5 MINUTES

YR:	1000x	500x	300x	150x	120x	90x	60x	1x
WK:	100 ti	50 ti	40 ti	30 ti	20 ti	50 ti	10 ti	1 ti
AA	6.60	6.80	7.00	7.60	7.90	8.00	9.40	10.40
ROS	4.60	4.80	5.00	5.60	5.90	6.00	7.40	3.40

(Aberdeen-Hoquiam continued on next page)

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Auburn—King
Bellevue—King
Bellingham—Whatcom
Bremerton—Kitsap
Edmonds—Snohomish
Everett—Snohomish
Kennewick—Benton
Longview—Cowlitz
Olympia—Thurston
Pullman—Whitman
Renton—King
Richland—Benton
Seattle—King
Spokane—Spokane
Tacoma—Pierce
Vancouver—Clark
Walla Walla—Walla Walla
Yakima—Yakima

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
WASHINGTON STATE TOTALS	3,517.4	1,217.71	16,585,641	13,620	5.5	10.0	9.1	26.1	43.8	9,515,916	7,815	2,241,390	349,314	1,491,960	332,081	373,634	1,591,142	652,754	1,842.31	156.8	1,766,510
ADAMS E-3	12.6	4.00	50,090	12,523	6.9	16.6	10.9	24.6	38.5	41,513	10,378	8,431	1,044	615	550	548	3,595	2,815	6.49	3.1	61,098
ASOTIN F-4	13.9	4.99	54,112	10,844	9.4	14.9	10.8	25.5	31.5	18,655	3,738	6,449	1,423	613	165	761	1,007	3,370	8.32	.6	6,068
BENTON D-4	70.5	23.00	320,969	13,955	5.3	8.3	8.3	26.4	47.1	164,965	7,172	48,377	8,977	14,080	6,624	9,524	24,535	13,414	30.89	5.2	56,176
Kennewick	16.7	5.72	69,238	12,105	.....	.....	.....	.....	.....	81,888	14,316	19,765	3,841	5,539	2,746	5,018	18,435	6,107	.....	.....	.....
Richland	27.3	9.10	137,900	15,154	.....	.....	.....	.....	.....	66,386	7,295	22,924	4,632	8,543	2,992	4,625	3,395	5,950	.....	.....	.....
Richland-Kennewick Metro Area	99.0	32.34	439,439	13,588	5.5	9.5	8.7	26.2	45.6	260,013	8,040	68,960	13,831	20,389	9,655	11,977	39,018	19,409	55.01	.....	.....
CHELAN D-2	40.3	15.06	172,702	11,468	7.9	13.9	10.7	24.3	35.5	149,971	9,958	24,978	7,990	21,544	5,993	5,546	30,197	12,022	25.06	3.1	49,622
CLALLAM A-2†	38.0	13.71	161,994	11,816	6.7	12.5	11.2	26.1	36.4	102,444	7,472	28,931	2,804	14,542	2,812	2,884	13,963	6,358	19.19	1.9	6,788
CLARK B-4†	140.5	48.24	630,631	13,073	5.2	9.0	9.8	29.1	41.6	262,644	5,445	58,732	9,427	25,477	7,127	15,555	49,912	20,761	79.32	8.7	35,700
Vancouver	45.4	17.62	214,592	12,179	.....	.....	.....	.....	.....	154,065	8,744	31,170	5,890	22,958	5,238	11,945	34,208	9,973	.....	.....	.....
COLUMBIA E-4	4.0	1.42	19,147	13,484	6.6	11.4	8.6	23.1	40.6	10,474	7,376	3,183	383	1,120	122	352	870	924	2.57	1.2	20,161
COWLITZ 8-4	71.1	24.62	310,099	12,595	5.3	9.2	9.5	29.4	41.1	200,353	8,138	52,722	7,280	27,240	5,143	7,508	36,280	14,802	40.90	1.5	8,479
Longview	29.6	10.66	136,481	12,803	.....	.....	.....	.....	.....	148,372	13,919	35,656	6,529	26,873	4,367	5,276	28,978	7,368	.....	.....	.....
DOUGLAS D-2	18.2	6.14	74,382	12,114	5.7	9.8	12.7	30.5	33.7	21,676	3,530	11,256	450	150	288	.....	2,201	1,570	8.99	2.8	49,352
FERRY E-1	3.2	1.05	12,700	12,095	7.1	11.4	10.3	27.7	37.5	3,657	3,483	1,909	140	326	92	.....	162	395	1.27	.6	3,222
FRANKLIN E-4†	28.5	9.34	118,470	12,684	6.1	11.9	9.7	25.9	41.9	95,048	10,176	20,583	4,854	16,309	3,031	2,453	14,483	5,995	24.12	6.9	87,980
GARFIELD F-4	2.9	1.06	11,695	11,033	3.6	14.5	11.6	24.5	39.1	7,356	6,940	2,257	484	557	77	427	550	438	1.77	1.4	13,881
GRANT D-3	39.4	12.72	159,184	12,514	6.5	12.3	9.9	24.4	38.3	120,736	9,492	26,706	3,383	4,771	3,268	3,891	20,908	8,749	23.51	8.1	178,299
GRAYS HARBOR A-3†	61.4	22.08	253,224	11,468	6.5	12.3	10.8	27.7	35.2	179,576	8,133	52,811	5,943	16,543	7,099	6,138	27,218	13,328	30.80	2.3	12,737
ISLAND B-2†	29.1	9.72	120,893	12,438	8.7	15.0	11.1	24.5	33.9	45,898	4,722	9,702	1,693	3,551	667	2,221	9,098	2,839	14.08	1.4	8,842
JEFFERSON A-2	11.7	4.32	47,165	10,918	8.1	11.3	12.8	30.5	30.1	21,981	5,088	6,924	558	1,090	742	1,307	2,038	1,863	5.15	.6	1,659
KING C-2†	1,165.0	417.66	6,529,158	15,633	3.8	6.7	7.0	24.6	54.3	3,540,992	8,478	819,384	141,447	688,749	148,398	140,472	613,705	226,016	615.23	4.8	45,055
Auburn	25.2	8.88	113,610	12,794	.....	.....	.....	.....	.....	111,760	12,586	21,394	4,702	3,939	3,081	4,914	38,531	7,158	.....	.....	.....
Bellevue	64.0	19.84	421,119	21,226	.....	.....	.....	.....	.....	308,664	15,558	66,175	11,306	66,865	6,244	12,053	74,759	14,831	.....	.....	.....
Renton	27.4	10.05	137,415	13,673	.....	.....	.....	.....	.....	211,978	21,092	41,017	7,929	51,371	6,269	7,883	38,948	13,209	.....	.....	.....
Seattle	507.0	209.48	2,955,001	14,106	.....	.....	.....	.....	.....	2,059,467	9,831	422,963	82,484	503,102	115,493	87,799	328,273	112,628	.....	.....	.....
Seattle-Everett Metro Area	1,439.2	508.11	7,808,495	15,368	3.8	6.9	7.3	25.4	52.9	4,154,764	8,177	979,909	153,777	753,705	162,672	161,776	718,575	272,975	750.23	.....	.....
Seattle; Everett Combined	561.5	230.10	3,212,408	13,961	.....	.....	.....	.....	.....	2,337,833	10,160	472,336	89,187	558,563	122,743	97,875	373,774	128,225	.....	.....	.....
KITSAP B-2†	105.7	36.67	475,564	12,969	5.4	9.2	9.5	29.2	40.9	242,196	6,605	71,394	12,187	23,636	6,473	12,008	38,826	14,517	54.20	1.0	4,465
Bremerton	36.9	13.12	160,774	12,254	.....	.....	.....	.....	.....	144,428	11,008	37,049	7,906	21,412	4,709	7,477	27,175	6,674	.....	.....	.....
Bremerton Metro Area	105.7	36.67	475,564	12,969	5.4	9.2	9.5	29.2	40.9	242,196	6,605	71,394	12,187	23,636	6,473	12,008	38,826	14,517	54.20	.....	.....
KITTITAS C-3	26.1	8.78	98,495	11,218	8.7	14.0	10.8	25.0	32.8	67,066	7,638	16,068	1,593	2,544	2,277	1,063	11,630	11,110	12.32	3.0	42,630
KLICKITAT C-4	11.0	3.87	46,988	12,142	6.7	13.9	12.5	27.9	33.6	21,197	5,477	6,849	524	1,177	439	197	3,966	1,641	7.07	1.9	25,272
LEWIS 8-3†	48.3	17.43	183,437	10,524	7.9	12.2	11.6	27.5	31.4	129,384	7,423	33,974	3,681	15,633	2,373	5,603	20,420	13,673	26.98	6.3	33,114
LINCOLN E-2	9.0	3.39	46,519	13,722	5.6	11.5	8.9	24.0	46.4	24,568	7,247	4,811	889	1,017	459	485	3,279	3,143	5.72	3.4	44,833
MASON 8-3	22.4	7.79	95,036	12,200	6.7	12.1	10.8	27.3	36.6	42,166	5,413	12,495	1,306	1,298	1,152	1,789	7,808	3,911	10.37	.8	2,971
OKANOGAN D-1	27.7	9.77	104,786	10,725	8.3	17.1	12.0	23.9	28.9	61,909	6,337	19,443	2,505	2,692	2,441	1,488	11,603	4,747	12.48	5.1	64,803
PACIFIC A-3	15.9	6.06	65,079	10,739	9.5	12.9	11.6	25.8	32.7	37,493	6,187	11,606	1,323	2,596	705	557	5,367	4,652	8.04	1.5	8,129
PEND OREILLE F-1	5.7	2.06	20,689	10,043	8.8	13.0	10.9	25.0	28.4	11,419	5,543	2,614	576	971	137	263	1,980	1,966	3.15	1.0	3,801
PIERCE C-3†	414.8	133.75	1,868,043	13,967	5.9	10.7	9.8	26.4	41.7	1,087,306	8,129	227,269	37,240	181,546	40,686	47,555	179,699	70,338	212.38	5.6	50,165
Tacoma	155.0	58.54	688,672	11,764	.....	.....	.....	.....	.....	667,925	11,410	117,500	24,307	135,252	25,420	29,954	116,262	36,246	.....	.....	.....
Tacoma Metro Area	414.8	133.75	1,868,043	13,967	5.9	10.7	9.8	26.4	41.7	1,087,306	8,129	227,269	37,240	181,546	40,686	47,555	179,699	70,338	212.38	.....	.....
SAN JUAN B-1	4.0	1.69	21,272	12,587	8.6	11.6	9.6	23.8	37.9	11,174	6,612	2,747	269	1,253	181	.....	1,261	248	2.31	.6	665
SKAGIT C-1	57.8	20.31	243,754	12,002	7.1	12.2	10.9	27.1	35.7	172,267	8,482	38,289	5,016	13,074	5,439	4,876	28,193	12,970	30.79	3.6	66,642
SKAMANIA C-4	6.0	2.04	21,455	10,517	5.7	10.7	11.5	31.5	32.1	4,995	2,449	1,719	182	418	.....	.....	832	497	2.53	.1	1,628
SNOHOMISH C-2†	274.2	90.45	1,279,337	14,144	4.0	6.9	8.4	29.0	47.2	613,772	6,786	160,525	12,330	64,956	14,274	21,304	104,870	46,959	135.00	6.7	49,523
Edmonds	29.4	9.58	141,397	14,760	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Everett	54.5	20.62	257,407	12,483	.....	.....	.....	.....	.....	278,366	13,500	49,373	6,703	55,461	7,250	10,076	45,501	15,597	.....	.....	.....
Seattle-Everett Metro Area	1,439.2	508.11	7,808,495	15,368	3.8	6.9	7.3	25.4	52.9	4,154,764	8,177	979,909	153,777	753,705	162,672	161,776	718,575	272,975	750.23	.....	.....
SPOKANE F-2†	311.1	107.88	1,253,558	11,620	7.6	13.8	11.1	27.2	34.7	894,077	8,288	182,891	30,740	183,899	28,339	39,174	149,873	49,346	166.02	9.8	69,673
Spokane	173.0	66.08	744,967	11,274	.....	.....	.....	.....	.....	626,177	9,476	132,716	25,963	149,357	25,783	31,468	100,756	32,820	.....	.....	.....
Spokane Metro Area	311.1	107.88	1,253,558	11,620	7.6	13.8	11.1	27.2	34.7	894,077	8,288	182,891	30,740	183,899	28,339	39,174	149,873	49,346	166.02	.....	.....
STEVENS E-1	19.5	6.71	68,464	10,203	10.3	17.8	11.9	22.2	26.6	38,378	5,720	8,439	1,344	4,740	266	1,506	7,339	3,190	8.35	5.1	29,115
THURSTON 8-3	83.4	29.35	381,782	13,008	5.5	9.8	9.3	27.0	42.5	212,213	7,230	52,093	7,156	30,908	6,138	7,297	33,620	17,639	35.64	2.9	35,532
Olympia	24.3	9.66	128,534	13,306	.....	.....	.....	.....	.....	154,014	15,943	30,660	4,513	29,263	5,693	6,405	28,417	11,926	.....	.....	.....
WAHKIAKUM B-4	3.6	1.23	16,163	13,141	7.3	11.6	8.9	25.2	41.4	3,646	2,964	1,584	144	336	.....	85	.....	602	1.63	.8	5,324
WALLA WALLA E-4	41.1	14.06	179,911	12,796	6.2	12.9	9.5	24.0	41.1	119,838	8,523	24,579	7,414	17,029	5,275	5,256	19,771	6,410	22.38	3.2	85,069
Walla Walla	23.5	8.48	99,815	11,771	.....	.....	.....	.....	.....	103,571	12,214	21,427	6,826	16,203	4,988	4,906	18,090	5,128	.....	.....	.....
WHATCOM C-1†	89.4	31.32	355,751	11,359	6.9	11.9	11.2	28.0	34.3	244,385	7,803	52,272	8,393	38,104	8,467	7,690	36,181	15,867	46.37	11.9	84,033
Bellingham	43.1	16.18	168,051	10,386	.....	.....	.....	.....	.....	172,771	10,678	38,682	6,817	31,782	6,917	6,931	23,534	9,481	.....	.....	.....
Bellingham Metro Area	89.4	31.32	355,751	11,359	6.9	11.9	11.2	28.0	34.3	244,385	7,803	52,272	8,393	38,104	8,467	7,690	36,181	15,867	46.37	.....	.....
WHITMAN F-3	39.3	11.95	155,784	13,036	6.9	12.9	10.6	25.0	38.6	82,766	6,926	17,607	2,414	3,196	1,259	1,378	8,633	5,168	16.23	7.3	95,089
Pullman	23.1	5.88	75,448	12,831	.....	.....	.....	.....	.....	36,930	6,281	10,669	1,404	1,893	489	898	4,187	2,266	.....	.....	.....
YAKIMA D-4†	151.1	52.02	557,159	10,710	9.6	14.0	10.5	23.7	31.4	405,762	7,800	98,787	13,268	63,650	13,103	14,473	65,269	28,501	84.69	21.0	318,915
Yakima	48.8	18.92	187,346	9,902	.....	.....	.....	.....	.....	248,111	13,114	50,317	8,504	57,818	9,010	10,764	39,565	14,501	.....	.....	.....
Yakima Metro Area	151.1	52.02	557,159	10,710	9.6	14.0	10.5	23.7	31.4	405,762	7,800	98,787	13,268	63,650	13,103	14,473	65,269	29,501	84.69	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

Aberdeen-Hoquiam—Continued

KDUX (FM)

1964

ABERDEEN

Media Code 4 249 0190 8.00

KDUX, Inc., Box 401, 360 Catala Ave., Ocean Shores, Wash. 98551. Phone 206-289-2444.

STATION'S PROGRAMMING DESCRIPTION

KDUX (FM): MOR music & information. Rec'd 6/2/75.

1. PERSONNEL

Station Manager—David K. Brazier.
Chief Engineer—Evan Green.
Program Director—Robert Unmacht.

3. FACILITIES

ERP 48.000 w.; 104.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a.
Basic Rates: 20b, 22a, 24b.
Contracts: 40a.
Comb.: Cont. Discounts: 60b.
Cancellation: 71a, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

30 sec, flat..... 3.00 1 min, flat..... 6.00
Edited by Robert Unmacht.

KGHO 1961 KGHO-FM 1961

HOQUIAM

Media Code 4 249 0285 6.00

Grays Harbor Broadcasting Co., 31st and Bay, Hoquiam, Wash. 98550. Phone 206-532-1200.

STATION'S PROGRAMMING DESCRIPTION

KGHO MUSIC: Current top 40 with emphasis on contemporary music with young adult appeal. NEWS: short, concise reports. Contact Representative for further details. Rec'd 6/5/75.

1. PERSONNEL

Station Manager—Ernest Linnenkohl.
Program Director—Stan Foreman.

2. REPRESENTATIVES

Seattle—Broadcast Northwest.

3. FACILITIES

1,000 w. days: 1560 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. PST.
FM—ERP 2,600 w.; 103.9 mc.
Operating schedule: 6 am-11 pm. PST.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15/0 time only; 20th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 12a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.

(This listing continued on next page)

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/74—Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS

YR:	1000x	500x	300x	100x	50x	25x	1x
1 min	3.40	3.60	3.80	4.15	4.30	4.55	4.90
30 sec	2.60	2.85	3.05	3.40	3.50	3.75	4.10

7. PACKAGE PLANS

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	4.10	4.15	4.30	4.55	4.90
30 sec	3.40	3.60	3.70	3.75	3.80

10. SPECIAL FEATURES
30-sec news 5.00
Edited by Ernie Lianemkohl.

KXRO
1927
ABERDEEN
Subscriber to the NAB Radio Code
Media Code 4 249 0380 5.00
Aberdeen Broadcasting Co., Box 47, 1308 Coolidge St., Aberdeen, Wash. 98520. Phone 206-533-1320. Seattle office—2108 Seattle Tower, Seattle, Wash. 98101.

STATION'S PROGRAMMING DESCRIPTION
KXRO: MUSIC: MOR, modified top 40, album cuts from contemporary artists. NEWS: network, local newsman stringers, AP, telephone beeper. SPORTS: network. World Series, football bowl games, local high school, junior college, college football & basketball, AP scores & summaries, local golf tournies. RELIGIOUS: Sun morning & evening church services, 5 min devotional weekday mornings, 2 hours sacred music Sun. Remote broadcasts, taped interviews, local merchandising. Contact Representative for further details. Rec'd 12/6/71.

1. PERSONNEL
President—Miller C. Robertson.
Manager—Joe Kendall.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Western States—Bill Dahlsten & Associates.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1320 kc.
Directional—nighttime only.
Operating schedule: 6 am-11:30 pm. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 21a, 23a, 24b, 24c, 25a, 29a, 33a.
Contracts: 40c, 41, 42a, 45, 46, 47a, 49.
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 62b.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATE SAME
Eff 2/1/75—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

WK:	1-10	20 ti	36 ti	40 ti	60 ti	.....	.....
YR:	100x	200x	300x	400x	600x	1000x	1500x
1 min	6.50	6.25	6.00	5.75	5.50	5.00	4.50
30 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50
10 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50

7-9 am & 4-6 pm, extra per spot 1.00.

8. PROGRAM TIME RATES

	1x	13x	26x	52x	78x	156x	260x	312x
1 hr	70	60	55	50	----	----	----	----
1/2 hr	50	45	40	35	----	----	----	----
1/4 hr	30	29	28	25	----	----	----	----
5 min	15	14	13	12	11	10	*	7

(*) 8.50.

10. SPECIAL FEATURES

	13x	26x	52x	78x	156x	260x	312x	624x
News:	7.00	6.75	6.50	6.00	5.75	5.50	5.25	5.00

ANACORTES
Skagit County—Map Location B-1
See SBDS consumer market map and data at beginning of the State.

KAGT
1964
NAB
Media Code 4 249 0475 3.00
Island Broadcasting Co., Inc. Box 96, Anacortes, Wash. 98221. Phone 206-293-3141.

STATION'S PROGRAMMING DESCRIPTION
KAGT: Programmed for general interest.

1. PERSONNEL
General Manager—William T Berry.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Seattle—Simpson/Reilly & Associates Co.

3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 1/1/74—Rec'd 12/28/73.

6. SPOT ANNOUNCEMENTS
6-9 AM & 4:30-6:30 PM

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	.....
PER YR:	780x	520x	312x	156x	52x	1x
1 min	5.00	5.15	5.40	5.55	6.25	6.75
30 sec	3.75	3.85	4.05	4.15	4.70	5.05

10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	.....
PER YR:	780x	520x	312x	156x	52x	1x
1 min	4.25	4.50	4.75	5.00	5.50	6.25
30 sec	3.20	3.40	3.55	3.75	4.15	4.70

10 sec: 60% of 1-min.

AUBURN
King County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

KASY
1958
Media Code 4 249 0570 1.00
Auburn Broadcasters, Inc., Box 459, 1408 W. Main, Auburn, Wash. 98002. Phone 206-833-5220.

STATION'S PROGRAMMING DESCRIPTION
KASY: Modern MOR format; local news & sports.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Garre.

3. FACILITIES
250 w. days; 1220 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 9/1/74—Rec'd 6/2/75.
AA—Mon thru Fri 6-10 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

			CLASS AA				
YR:	1x	25x	50x	150x	250x	500x	750x
1 min	7.00	6.60	6.15	5.50	4.95	4.45	4.05
30 sec	5.50	5.05	4.65	4.35	3.95	3.40	2.95
			CLASS A				
1 min	5.65	5.40	5.05	4.50	4.05	3.75	3.40
30 sec	4.50	4.20	3.90	3.55	3.25	2.75	2.60

10 sec: 50% of 1-min.
Fixed: Extra .70.

7. PACKAGE PLANS
TEN DAY—1/2AA, 1/2A

	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.95	5.60	4.75	4.45	4.10
30 sec	4.60	4.30	4.00	3.50	3.10

10. SPECIAL FEATURES

PER 5-MIN:	AA	A
News	7.65	6.20
Weather	6.20	5.10

Edited by Dennis Garre.

BELLEVUE
King County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Seattle
(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace)

BELLINGHAM (4 AM; 2 FM)
Whatcom County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KBFW
1968
BELLINGHAM-FERNDALE
NAB RAB
Media Code 4 249 0760 8.00
Whatcom Management Co., Box D, Bellingham, Wash. 98225. Phone 206-734-8555.

STATION'S PROGRAMMING DESCRIPTION
KBFW: Programmed for general family interest. MUSIC: modern country. NEWS & SPORTS: 5 min at :40. 20 min expanded news at 7:40, 11:40 & 5:40. Weather at :20. Contact Representative for further details. Rec'd 5/28/74.

1. PERSONNEL
President—Fredric A. Danz.
General Manager—Bob Wood.
Group Program Director—Bo Donovan.

2. REPRESENTATIVES
GCI Sales, Inc.
Northwest—The Tacher Company.

3. FACILITIES
1,000 w.; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g.
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60i, 60k, 62d.
Cancellation: 70c, 71a, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 1/1/75—Rec'd 2/5/75.
AA—6-9 am & 3-6 pm.
A—BTA.

6. SPOT ANNOUNCEMENTS

			CLASS AA		
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	.....	125x	250x	500x	750x
1 min	8.00	7.50	7.00	6.50	6.25
30 sec	7.00	6.50	6.00	5.50	5.25

			*CLASS A					
WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	100 ti	.....
YR:	.....	.....	.....	250x	500x	750x	1000x	2000x
1 min	6.50	6.25	6.00	5.75	5.25	4.75	4.25	4.00
30 sec	5.50	5.25	5.00	4.75	4.25	3.75	3.25	3.00

10 sec: 50% of 1-min.
(*) Minimum 20% in drive.
Specified times: extra 25%.

10. SPECIAL FEATURES
Newscasts—extra 25%.
Submitted by Bob Hensky.

KERI (FM)
1963
NAFMB
Subscriber to the NAB Radio Code
Media Code 4 249 0855 6.00
Bellingham Buyer, Inc., Box 1170, 2340 E. Sunset Dr., Bellingham, Wash. 98225. Phone 206-734-1170.
See affiliated AM station for additional information.
AM facilities: KPUG.

STATION'S PROGRAMMING DESCRIPTION
KERI (FM): Programmed for general interest. MUSIC: MOR. NEWS: 5-min network at :30; regional at :60. Short features of area interest hourly. 15-min regional report at 8 am. SPORTS: live regional play-by-play. Contact Representative for further details. Rec'd 3/29/73.

1. PERSONNEL
President—Robert Pollock.
Vice-Pres. & Gen'l Mgr.—James M. Tincker.

3. FACILITIES
EBP 60,000 w. (horiz.), 60,000 w. (vert.), 104.3 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,310 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
KERI (FM) and KPUG may be combined for frequency discount.

TIME RATES
Eff 5/1/73—Rec'd 10/2/73.

6. SPOT ANNOUNCEMENTS

PER WK:	.....	12 ti	18 ti	24 ti	30 ti
PER YR:	1x	60x	120x	180x	300x
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.60	6.20	5.80	5.50
PER WK:		36 ti	42 ti	.....	.....
PER YR:		420x	525x	750x	1000x
1 min		6.50	6.00	5.50	5.00
30 sec		5.20	4.80	4.50	4.00

10 sec: 50% of 1-min.
Specified: extra 25%.

7. PACKAGE PLANS
SATURATION PLANS
12 30-sec. per day, vertical 54

8. PROGRAM TIME RATES

	1x	26x	52x	104x	260x	520x
1 hr	108.00	96.00	84.00	78.00	70.80	60.00
1/2 hr	72.00	60.00	48.00	42.00	36.00	28.80
1/4 hr	48.00	36.00	26.40	24.00	20.40	18.00
5 min	24.00	21.60	18.00	15.60	13.80	12.00

10. SPECIAL FEATURES
LOCAL/NETWORK/HEADLINE NEWS AT :60

PER YR:	1x	52x	104x	156x
1 min	11	10	9	8

KGMI
1927
RAB
Media Code 4 249 0950 5.00
KGMI, Inc., Box 943, Bellingham Wash. 98225. Phone 206-734-9790.

STATION'S PROGRAMMING DESCRIPTION
KGMI: Programmed for family listening. MUSIC: modern MOR. NEWS: emphasis on local news. Expanded news coverage 6:30-9 am, noon-1 pm, 5-6 pm. Headlines at :30, weather at :60. Daily talk shows 10-11 am, 6-7 pm. RELIGION: Sunday morning. SPORTS: play-by-play local high schools, college & university sports. Editorials daily, emphasis on local programming & community service. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jim Hamstreet.
Program Director—John Munroe.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Washington, Oregon—Art Moore & Assoc., Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 790 kc.
Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% on net station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 8.
Rate Protection: 10a, 12a, 14a, 15b.
Basic Rates: 29a.
Contracts: 40a, 45, 46.
Cancellation: 73b.
FM facilities: KISM (FM).
Affiliated with American Information Network.
KGMI and KISM (FM) may be combined for frequency discount.

TIME RATES
Eff 1/1/75—Rec'd 12/30/74.
AAA—6-9 am.
AA—noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

			CLASS AAA					
WK:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	.....
YR:	100x	150x	200x	250x	300x	400x	500x	1000x
1 min	9.10	8.75	8.55	8.25	8.00	7.75	7.55	6.90
30 sec	7.75	7.00	6.80	6.65	6.40	6.20	6.05	5.50
			CLASS AA					
1 min	8.30	7.95	7.75	7.50	7.25	7.05	6.85	6.25
30 sec	6.65	6.35	6.20	6.05	5.80	5.65	5.50	5.00
			CLASS A					
1 min	7.00	6.55	6.45	6.30	5.95	5.80	5.60	4.95
30 sec	5.60	5.25	5.15	5.05	4.75	4.65	4.50	3.95

10/15 sec: 30-sec rate.

8. PROGRAM TIME RATES

	5 min	1/4 hr	1/2 hr
1 x	14.25	26.50	39.50
50 x	12.25	23.50	36.50

KISM (FM)
1959
RAB NAFMB
Media Code 4 249 1000 8.00
KGMI, Inc., Box 943, Bellingham, Wash. 98225. Phone 206-734-9790.
See affiliated AM station for additional information.
AM facilities: KGMI.

WASHINGTON

STATION'S PROGRAMMING DESCRIPTION
KISM (FM): Target audience 16-36. MUSIC: combination of solid gold hits of the 50's, 60's & 70's and current top 40 sounds in ratio of 60% to 40% daytime. Top 40 sounds 60% in drive times. NEWS: network at :55, local at 7:45 & 11:50 am. SPORTS: local college & high school play-by-play. Special artist/concert features monthly. Contact Representative for further details. Rec'd 5/7/74.

3. FACILITIES
ERP 50,000 w.; 92.9 mc. Stereo.
Operating schedule. 24 hour daily. PST.
Antenna ht.: 2,800 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
KGMI and KISM (FM) may be combined for frequency discount.

TIME RATES
Eff 1/1/75—Rec'd 12/30/74.

6. SPOT ANNOUNCEMENTS

PER WK:	.....	.....	10 ti	15 ti	20 ti	25 ti
PER YR:	1x	50x	100x	150x	200x	250x
1 min	5.85	4.90	4.65	4.45	4.35	4.25
30 sec	4.65	3.95	3.75	3.60	3.50	3.40
PER WK:				30 ti	40 ti	50 ti
PER YR:				300x	400x	500x
1 min				4.15	4.05	3.90
30 sec				3.30	3.20	3.10

Combinable.

6. PROGRAM TIME RATES

	1/2 hr	1/4 hr	5 min
1 x	24.50	16.25	8.50
50 x	21.50	14.50	8.00

KOQT
1963
Media Code 4 249 1085 9.00
Hillcrest Chapel, Inc., Box 1071. 558 Sterling Dr., Bellingham, Wash. 98225. Phone 206-734-1550.

STATION'S PROGRAMMING DESCRIPTION
KOQT: Programmed for adults and young adults in all religious denominations. 3 air personalities handle all segments. Religious music 70%; sacred music 20%, gospel music 50%. Telephone request music anytime. 5 minute local and national wire news every hour. Local pastors thought for the day 2 times daily. International religious news service weekly. News and telephone conversation format with air personalities using open telephone lines 30 minutes per day. Sunday primarily national church programming. Rec'd 1/3/72.

1. PERSONNEL
General Manager—Richard R. Ellison.
Station Manager—Mike Ellison.
Program Director—James Overrein.

3. FACILITIES
1,000 w : 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION
15% time only; 5% cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 14b, 15c, 15d.
Basic Rates: 20b, 21a, 21b, 22b, 23b, 24b, 24c, 25c, 26.
Contracts: 42b, 42d, 45, 46, 47a.
Comb., Cont. Discounts: 60b, 62d.
Cancellation: 70e, 71b, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
Eff ..... Rec'd 11/19/71.

6. SPOT ANNOUNCEMENTS
ANNUAL CONTRACT

	1x	50x	100x	150x	250x
1 min	5.00	4.00	3.75	3.50	3.25
30 sec	4.00	3.20	3.00	2.80	2.60
		350x	750x	1000x	2000x
1 min		3.00	2.50	2.25	2.00
30 sec		2.40	2.00	1.80	1.60

7. PACKAGE PLANS
WEEKLY CONTRACT

	14 ti	21 ti	28 ti	35 ti	42 ti	49 ti
1 min	4.00	3.50	3.25	3.00	2.75	2.50
30 sec	3.20	2.80	2.60	2.40	2.20	2.00

10 sec: 50% of 1-min.
11 specified times, earned rate plus 25%.

SPECIAL BLITZ
45 30-sec spots in 3-day period 81
45 1-min spots in 3-day period 101

ANNUAL BLITZ
12 30-sec packages, per yr, ea 72
12+ 1-min programs, ea 90

10. SPECIAL FEATURES
News at :30—1-1/2x earned 1-min rate.

WEATHER SATURATION

PER DAY:	12 ti	13 ti	14 ti	15 ti
Weathercasts	27.00	29.25	31.50	33.75

KPUG
1947
Subscriber to the NAB Radio Code
Media Code 4 249 1140 2.00
KPUG, Inc., KPUG Bldg., Box 655, 2340 E. Sunset Dr., Bellingham, Wash. 98225. Phone 206-734-1170.

STATION'S PROGRAMMING DESCRIPTION
KPUG: MUSIC: contemporary. Contact Representative for further details. Rec'd 4/4/73.

1. PERSONNEL
General Manager—James M. Tincker.
Sales Manager—Dave Hall.
Program Director—Tom Mann.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1170 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21b, 22b, 24b, 25a, 29a.
Contracts: 44a, 46, 51a.
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 62d.

(This listing continued on next page)

WASHINGTON

Bellingham—KPUG—Continued

Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 82.
Rates are for station time and facilities—60%; services—40%.
FM facilities: KERI (FM).
Affiliated with MBS.
KPUG and KERI (FM) may be combined for frequency discount.

TIME RATES
Eff 7/1/72—Rec'd 10/2/72.
AA—Drive times.
A—All other times.

6. SPOT ANNOUNCEMENTS

			CLASS AA				
YR:	1x	60x	120x	180x	300x	420x	525x
WK:	....	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	10.10	8.80	8.05	7.60	7.25	6.90	6.60
30 sec	7.60	6.60	6.05	5.70	5.50	5.15	4.95
			CLASS A				
1 min	8.80	7.70	6.95	6.60	6.35	6.00	5.70
30 sec	6.60	5.70	5.25	4.95	4.75	4.50	4.30
			*ROS				
1 min	7.40	6.50	5.90	5.60	5.35	5.05	4.80
30 sec	5.60	4.90	4.45	4.25	4.05	3.85	3.60

(*) 40% 6 am-noon, 40% noon-6 pm, 20% 6 pm-2 am.

Submitted by Tom Mann.

BLAINE

Whatcom County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KARI
1960

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 1235 6.00
The Birch Bay Broadcasting Co., Inc., Box X, Blaine, Wash. 98230. Phones 206-734-4221, 332-5500.

STATION'S PROGRAMMING DESCRIPTION
KARI: Programmed for entire family.

1. PERSONNEL
Sta. & Gen'l Mgr.—Don J. Bevilacqua.

2. REPRESENTATIVES
Canada—Radio-Television Representatives Ltd.

3. FACILITIES
5,000 w. days, 1,000 w. nights: 550 kc. Directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/75—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	625x	1000x
1 min	8.00	7.50	7.25	7.00	6.00	5.00	4.00
30 sec	6.00	5.50	5.25	5.00	4.50	4.00	3.00
15 sec	4.00	3.60	3.40	3.20	2.80	2.40	2.00

7. PACKAGE PLANS
PER WK, BOS:

	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	70	130	180	220	250
30 sec	50	95	135	170	200
15 sec	30	58	84	106	125

BREMERTON (1 AM; 1 FM)

Kitsap County—Map Location B-2
See SRDS consumer market map and data at beginning of the State.

KBRO
1947

RAB

Subscriber to the NAB Radio Code
Media Code 4 249 1330 9.00
Bremerton Broadcast Co., Box 1490, 801 11th St., Bremerton, Wash. 98310. Phone 206-377-3995.

1. PERSONNEL
Owner & Gen'l Mgr.—L. S. Bartley.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION
15/0

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a. 3a. 4a. 4d. 5. 6a. 7b. 8.
Rate Protection: 15b.
Basic Rates 20b. 21a. 21d. 24b. 25a. 28a. 28c. 29a.
Contracts: 40a. 44a. 45. 46. 51a.
Comb.: Cont. Discounts: 60a. 62d.
Cancellation: 70c. 71a. 73b.
Prod. Services: 80. 82.
Member: Western States Radio Empire.

TIME RATES
Eff —— Rec'd 6/14/74.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm.

6. SPOT ANNOUNCEMENTS

			1 MINUTE			
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	10 ti	20 ti	40 ti	60 ti	100 ti	125 ti
PER YR:	52x	.....	250x	500x	780x	1000x
AA	12.00	11.50	11.00	10.50	10.00	9.50
A	11.50	11.00	10.50	10.00	9.50	9.00
BOS	10.75	10.25	9.75	9.25	8.75	8.25
			30 SECONDS			
AA	9.50	8.75	8.25	7.75	7.25	6.75
A	8.75	8.25	7.75	7.25	6.75	6.25
BOS	8.50	8.00	7.50	7.00	6.25	5.75

10. SPECIAL FEATURES

PER MO:	3 mo	6 mo	1 yr
Weather	175	150	135
5-min news	300	250	225
10-min news	540	400	350

KBRO-FM
1964

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 249 1331 7.00
Bremerton Broadcast Co., Box 1490, 801 11th St., Bremerton, Wash. 98310. Phone 206-377-3995.
See affiliated AM station for additional information

3. FACILITIES
ERP 30,000 w.; 106.9 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 155 ft. above average terrain.

TIME RATES
No. 41-A Eff———Rec'd 6/14/74.

6. SPOT ANNOUNCEMENTS

PER WK:	50+	40 ti	30 ti	20 ti	10 ti	1 ti
1 min	3.00	3.20	3.40	3.60	3.80	4.00
30 sec	2.50	2.70	2.90	3.10	3.30	3.50

BURIEN

King County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Seattle
(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace)

CENTRALIA-CHEHALIS
(2 AM; 1 FM)

Lewis County—Map Location B-3
See SRDS consumer market map and data at beginning of the State

KELA
1937

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 1425 7.00
KELA Corp., 1635 S. Gold St., Centralia, Wash. 98531. Phone 206-736-3321.
Box 827, Chehalis, Wash. 98532. Phone 206-748-3321.

STATION'S PROGRAMMING DESCRIPTION
KELA: Popular music, news, sports, farm.

1. PERSONNEL
General Manager—Joe Chytil.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Oregon, Washington—Simpson/Reilly & Associates, Co.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1470 kc. Non-directional.
Operating schedule: 5 am-11 pm. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a. 1b. 2a. 2b. 3a. 3c. 3d. 4a. 4d. 5. 6a. 8.
Rate Protection: 10b. 11b. 12b. 13b. 14b. 16.
Basic Rates: 20a. 20b. 21a. 21b. 21d. 22a. 24b. 24c. 29a. 30.
Contracts: 40a. 41. 42a. 43. 44a. 44b. 45. 46. 47a. 49. 51a. 51b.
Affiliated with MBS.

TIME RATES
Eff 1/1/73—Rec'd 1/2/73.
AA—Drive Time—6-10 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

		AA		A	
PER WK, PER YR:		1 min	30 sec	1 min	30 sec
42 ti	1000 x	6.60	4.85	6.05	4.30
36 ti	600 x	6.90	5.20	6.40	4.60
30 ti	300 x	7.25	5.55	6.75	5.00
24 ti	150 x	7.60	5.85	7.10	5.35
18 ti	75 x	7.95	6.25	7.40	5.70
12 ti	50 x	8.65	6.60	8.10	6.05
	1 x	9.20	7.95	8.50	6.50

7. PACKAGE PLANS
TAP
(40% 5 am-noon, 40% noon-6 pm, 20% 6 pm-sign-off)

WK:	42 ti	36 ti	30 ti	24 ti	18 ti	12 ti	
YR:	1000x	600x	300x	150x	75x	50x	1x
1 min	5.50	5.90	6.25	6.60	6.90	7.60	8.00
30 sec	3.80	4.15	4.50	4.85	5.20	5.55	6.00

10 sec: 60% of 1-min.

KELA-FM
1965

NAB

Subscriber to the NAB Radio Code
Media Code 4 249 1426 5.00
KELA Corp., 1635 S. Gold St., Centralia, Wash. 98531. Phone 206-736-3321.
Box 827, Chehalis, Wash. 98532. Phone 206-748-3321.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KELA-FM: C & W, news at :60 & :30, sports.

3. FACILITIES
ERP 28,500 w.; 102.9 mc.
Operating schedule: 5 am-11 pm. PST.
Antenna ht.: 185 ft. above average terrain.

TIME RATES
Eff 1/1/73—Rec'd 1/18/73.
AA—6-10 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

			CLASS AA				
YR:	1000x	600x	300x	150x	75x	50x	1x
WK:	42 ti	36 ti	30 ti	24 ti	18 ti	12 ti	.....
1 min	3.45	3.90	4.15	4.50	5.50	5.90	6.50
30 sec	2.40	2.95	3.10	3.45	3.80	4.50	5.20
			CLASS A				
1 min	3.25	3.80	3.95	4.30	5.35	5.70	6.00
30 sec	2.25	2.35	2.90	3.25	3.60	4.30	5.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

YR:	1000x	600x	300x	150x	75x	50x	1x
WK:	42 ti	36 ti	30 ti	24 ti	18 ti	12 ti	.....
1 min	3.10	3.45	3.80	4.15	4.85	5.50	5.75
30 sec	2.10	2.40	2.75	3.10	3.45	4.15	4.85

10 sec: 60% of 1-min.
40% 5 am-noon, 40% noon-6 pm, 20% 6 pm-sign-off.

KITI
1954

NAB RAB

Media Code 4 249 1520 5.00
KITN-KITI Corp., Box 1326, Chehalis, Wash. 98532. Phone 206-748-3379.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald F. Whitman.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days; 1420 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Western States Radio Empire.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/73—Rec'd 5/23/73.

6. SPOT ANNOUNCEMENTS

	1-30 sec	31-60 sec
Specified	5.88	7.35
BOS	4.41	5.88

CHELAN

Chelan County—Map Location D-2
See SRDS consumer market map and data at beginning of the State.

KOZI
1957

NAB

Media Code 4 249 1615 3.00
Northcentral Broadcasting Co., Box 819, Chelan, Wash. 98816. Phone 509-682-4033.

STATION'S PROGRAMMING DESCRIPTION
KOZI: contemporary MOR 90%; top country hits 10%.

1. PERSONNEL
Owner & Gen'l Mgr.—Jerry E. Isenhart.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Seattle, Portland, Spokane—Art Moore & Assoc., Inc.
San Francisco, Los Angeles—Advertising Sales West.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 6:30 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.

TIME RATES
Eff 3/1/73—Rec'd 3/29/73.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	.....
PER YR:	780x	520x	312x	156x	52x	1x
1 min	4.25	4.50	4.75	5.00	5.25	5.50
30 sec	3.40	3.60	3.80	4.00	4.20	4.40

10 sec: 60% of 1-min.

CLARKSTON

Asotin County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

See Lewiston, Idaho
(including Clarkston, Washington)

COLVILLE

Stevens County—Map Location E-1
See SRDS consumer market map and data at beginning of the State

KCVL
1955

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 1805 6.00
Colville Broadcasting Company, Box 111, Colville Wash. 99114. Phone 509-684-6481.

1. PERSONNEL
General Manager—Norman C. Davis.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Los Angeles, San Francisco—Masla/Young.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES
1,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6:00 am-local sunset weekdays; 8:00 am-local sunset Sun. PST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL RATE POLICY
Member: Western States Radio Empire.

TIME RATES
Rates effective ————
Rates received March 4, 1966.

7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 ti	5.00	4.00
12 per wk or 104 ti	4.75	3.80
18 per wk or 156 ti	4.50	3.60
24 per wk or 260 ti	4.25	3.40
30 per wk or 312 ti	4.00	3.20

EDMONDS

Snohomish County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Seattle
(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace)

ELLENSBURG (1 AM; 1 FM)

Kittitas County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KXLE
1946

Media Code 4 249 2090 8.00
Box 249, Ellensburg, Wash. 98926. Phone 509-925-1488.

STATION'S PROGRAMMING DESCRIPTION
KXLE: C/W 6-10 am, MOR 10 am-7 pm, rock 7-10 pm.

1. PERSONNEL
General Manager—Chris J. LaLande.

2. REPRESENTATIVES
The Devney Organization, Inc.
Northwest—Simpson/Reilly & Associates Co.

3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5:55 am-midnight. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/75—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	25 ti	50 ti	75 ti	100ti
PER YR:	50x	100x	200x	250x	500x	750x	1000x
1 min	4.00	3.90	3.80	3.70	3.60	3.50	3.40
*30 sec	3.00	2.90	2.80	2.70	2.60	2.50	2.40

10 sec: 50% of 1-min.
Specified time: Extra 1.00.
(*) ROS.

KXLE-FM
1972

Media Code 4 249 2091 6.00
Box 249, Ellensburg, Wash. 98926. Phone 509-925-1488.
See affiliated AM Station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KXLE-FM: appeal to the 16-24 & young adults.

3. FACILITIES
ERP 1,480 w.; 95.3 mc.
Operating schedule: Noon-1 am daily. PST.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/72—Rec'd 10/4/72.
AA—4-10 pm.
A—Noon-4 pm & 10 pm-midnight.

6. SPOT ANNOUNCEMENTS

			1 MINUTE				
WK:		5 ti	10 ti	15 ti	20 ti	25 ti	50 ti	100 ti
YR:	1x	50x	100x	150x	200x	250x	500x	1000x
AA	3.00	2.80	2.60	2.40	2.20	2.10	2.05	2.00
A	2.25	2.15	2.00	1.85	1.70	1.55	1.40	1.25
			30 SECONDS					
AA	2.25	2.15	2.00	1.85	1.70	1.55	1.40	1.25
A	1.50	1.40	1.30	1.20	1.15	1.10	1.05	1.00

10 sec: 50% of 1-min; combine 2 for 1

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B

WK:	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
YR:	50x	100x	150x	200x	250x	500x	1000x
1 min	2.50	2.35	2.20	2.10	2.00	1.90	1.80
30 sec	1.85	1.75	1.65	1.55	1.45	1.35	1.25

10 sec: 50% of 1-min; combine 2 for 1.

EPHRATA

Grant County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KULE
1950

Media Code 4 249 2185 6.00
Mid Columbia Broadcasting, Inc., Box 1077, Ephrata, Wash. 98823. Phone 509-754-4626.

1. PERSONNEL
General Manager—Gregory G. Click.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Denver, Salt Lake—Bob Hix Co., Inc.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Western States Radio Empire, National AgRadio Groups, Inc.

(This listing continued on next page)

Ephrata—K U L E—Continued

TIME RATES
Rates effective ————
Rates received March 4, 1968.

7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 ti	5.50	4.40
12 per wk or 104 ti	5.20	4.16
18 per wk or 156 ti	5.00	4.00
24 per wk or 260 ti	4.70	3.76
30 per wk or 312 ti	4.40	3.52

10. SPECIAL FEATURES
15-minute "Local and Regional" new 5 times daily. 5-minute "Great Moments in Sports" daily. News and sports sold on outright sponsorship or participating basis.
News announcements—earned 1-minute or program rate plus 25%.

EVERETT

Snohomish County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.

See Seattle
(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace)

FERNDALE

Whatcom County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

K B F W

Licensed as a Bellingham-Ferndale, Wash. Station. See listing under Bellingham, Wash.

FORKS

Clallam County—Map Location A-2
See SRDS consumer market map and data at beginning of the State.

K V A C

1967
Subscriber to the NAB Radio Code
Media Code 4 249 2420 7.00
Forks Broadcasting Co., Box 450, Forks, Wash. 98331. Phone 374-6223.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gordon F. Otos.

2. REPRESENTATIVES
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-11 pm. PST.

4. AGENCY COMMISSION
15%. Bills payable 10th of month.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Western States Radio Empire.
Affiliated with MBS.

TIME RATES
No. 105 Eff 11/1/68—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS

PER YR:	52x	104x	156x	260x	312x
PER WK:	6 wk	12 wk	16 wk	24 wk	30 wk
1 min	4.00	3.80	3.60	3.46	3.26
30 sec	3.20	3.04	2.88	2.72	2.56

10 sec ID: 50% of 1-min.

GRAND COULEE

Grant County—Map Location E-2
See SRDS consumer market map and data at beginning of the State

K F D R

1950
Media Code 4 249 2470 2.00
New Deal Broadcasting Co., Box 1360, Grand Coulee, Wash. 99133. Phone 509-633-1660.

1. PERSONNEL
Manager—Gertrude E. Del Vecchio.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.
The Devney Organization, Inc.
Seattle—The Tacher Company.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 5 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff————Rec'd 3/30/72.

7. PACKAGE PLANS

	1 MINUTE				
PER YR:	52x	104x	156x	260x	312x
PER WK:	1-6 ti	12 ti	18 ti	24 ti	30 ti
Open	7.00	6.50	6.00	5.75	5.00
	30 SECONDS				
Open	5.00	4.75	4.50	4.25	4.00

10 sec ID's: 50% of 1-min.

HOQUIAM

Grays Harbor County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

See Aberdeen-Hoquiam

KELSO

Cowlitz County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

See Longview
(including Kelso)

KENNEWICK

Benton County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

See Richland-Pasco-Kennewick

LONGVIEW (3 AM; 1 FM)

(including Kelso)
Cowlitz County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

K B A M

1955
LONGVIEW

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 249 2565 9.00
ARMAK Broadcasters, Inc., Box 96, 1451 Alabama St., Longview, Wash. 98632. Phones 206-423-1210, 1378.

STATION'S PROGRAMMING DESCRIPTION
KBAM: Programmed for adults.
Country and western music. NEWS: 5 min every 30 min. Weather reports at :15 & :45. 5-8:30 am fire-weather reports, stock market reports, community bulletin board, featuring country and western music. 8:30 am-noon, entertainment, special features include space reports, want ad corner. Noon-1 pm entertainment, special features, news, weather coverage, sports report, Port of Longview report and farm report in 5 min segments. 1-6 pm entertainment, country and western music. SPORTS: college football and basketball, city league softball, high school football and basketball and auto racing. SPORTS: on live and delayed basis. Contact Representative for further details. Rec'd 7/17/67.

1. PERSONNEL
Pres. & Gen'l Mgr.—Arne G. Peterson.
National Sales Manager—Howard Kynaston.
Program Director—David A. Peterson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES
5,000 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 28a, 28c, 29a, 33b.
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70e, 71b, 72.
Prod. Services: 80, 81, 82.
Member: Western States Radio Empire.

TIME RATES
No. 9 Eff 8/1/69—Rec'd 7/9/69.

6. SPOT ANNOUNCEMENTS

WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti
1 min	5.80	5.70	5.60	5.40	5.25	5.00	4.80
30 sec	4.70	4.60	4.40	4.20	4.00	3.80	3.70
PER MO:	15 ti	30 t	50 ti	75 ti	100 ti	200 ti	
1 min	5.90	5.8(	5.60	5.50	5.25	5.00	
30 sec	4.80	4.7(	4.50	4.35	4.10	3.90	

15 sec: 50% of 1-min.

K E D O

1938
LONGVIEW

NAB R A B

Media Code 4 249 2660 6.00
KEEDO, Inc., Box 779, Longview, Wash. 98632. Phone 206-425-1500.

STATION'S PROGRAMMING DESCRIPTION
KEDO: MUSIC: MOR from today's singles & albums. Local & high school sports coverage. Network & UPI wire service. Hourly news, sports, weather, commentary. Regular farm program. Contact Representative for further details. Rec'd 12/13/71.

1. PERSONNEL
President—Fredric A. Danz.
General Manager—Ted Taylor.
Group Program Director—Bo Donovan.

2. REPRESENTATIVES
GCI Sales, Inc.
Portland, Seattle—Simpson/Reilly & Associates Co.

3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 5 am-midnight daily. PST.

4. AGENCY COMMISSION
15% time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.
Basic Rates: 20b, 22a, 23b, 28c, 30, 33b.
Contracts: 40a, 42c, 44a, 47a, 49, 51c.
Comb.; Cont. Discounts: 60b, 60e, 61b, 62a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 81, 82.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 9/1/73—Rec'd 8/29/73.
AA—6-9 am & 3:30-6 pm.
A—10 am-3 pm.
ROS—50% 6 am-noon, 50% noon-sign-off.

6. SPOT ANNOUNCEMENTS

	CLASS AA					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
PER MO:	25 ti	50 ti	75 ti	100 ti	125 ti	150 ti
1 min	5.25	4.75	4.50	4.00	——	——
30 sec	4.25	3.75	3.50	3.00	——	——
	CLASS A					
1 min	4.50	4.25	3.75	3.50	——	——
30 sec	3.50	3.25	2.75	2.50	——	——
	ROS					
1 min	4.75	4.25	4.00	3.75	3.50	3.25
30 sec	3.75	3.25	3.00	2.75	2.50	2.25

PER	1 min				30 sec			
YR:	250x	500x	750x	1000x	250x	500x	750x	1000x
AA	——	4.50	4.00	——	——	3.50	3.00	——
A	——	3.75	3.50	——	——	2.75	2.50	——
ROS	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25

10 sec: 50% of 1-min; ROS 1.40 minimum.

K L O G

1949
KELSO

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 249 2755 6.00
Washington Interstate Broadcasters, Box 90, 506 Cowlitz Way, Kelso, Wash. 98626. Phone 206-636-0110.

STATION'S PROGRAMMING DESCRIPTION
KLOG: Programmed for young adults.
MUSIC: contemporary blended with hits of past. NEWS: at :55; emphasis on sports; live high school & college games. Contact Representative for further details. Rec'd 11/20/73.

1. PERSONNEL
General Manager—Steve Hanson.
Assistant Manager—Dave Taylor.
Program Director—John Hunter.

2. REPRESENTATIVES
Radio Time Sales/International.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3b, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 24b, 26, 28b, 29a.
Contracts: 40a, 47a.
Comb.; Cont. Discounts: 61b, 62b, 62e.
Cancellation: 70a, 70c, 73a.
Affiliated with American Contemporary Network.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/15/74—Rec'd 1/30/75.
AA—6 am-6 pm; guaranteed.

6. SPOT ANNOUNCEMENTS

	CLASS AA				
WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
YR:	50x	100x	200x	300x	400x	500x
1 min	6.60	5.50	4.80	4.20	3.75	3.35
30 sec	4.60	4.20	3.95	3.85	3.00	2.75
	ROS					
1 min	5.50	5.00	4.45	3.85	3.50	3.00
30 sec	4.20	3.75	3.40	3.00	2.75	2.50

10 sec: 60% of 1-min.

6. PROGRAM TIME RATES

	1x	10x	25x	50x	100x	150x	250x	500x
1/2 hr	30.00	29.00	28.00	26.00	24.00	23.00	22.00	——
1/4 hr	18.00	17.50	17.00	16.00	15.50	14.00	13.00	——
5 min	9.00	8.75	8.50	8.00	7.50	7.00	6.50	6.00

K L Y K (FM)

1970
LONGVIEW
Media Code 4 249 2862 6.00
Howard Broadcasting Co., Box 779, Longview, Wash. 98632. Phone 206-423-6482.

1. PERSONNEL
President—H. I. Shoff.

2. REPRESENTATIVES
GCI Sales, Inc.
Hugh Feltis & Associates.

3. FACILITIES
ERP 3,000 w.; 105.5 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 21 ft. below average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10a, 11b, 12g, 13h, 14b, 15c.
Basic Rates: 20b, 21b, 24a, 26, 28b, 29b, 30, 31.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47b, 49.
Comb.; Cont. Discounts: 60a, 60e, 62d.
Cancellation: 70d, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with American FM Network.

TIME RATES
Eff 9/1/73—Rec'd 9/10/73.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Ea	3.00	2.10	1.65

CONTRACT DISCOUNT
26 wk—10% 52 wk—15%

9. PARTICIPATING PROGRAMS
At :40 starring Casey Kasem—1-min 6.50; 30-sec 4.00.
Wolfman Jack—1-min 6.50; 30 sec 4.00.

10. SPECIAL FEATURES
Morning Northwest News, ea 4.00.
The World This Morning, ea 4.00.
Stock Market Report twice daily, ea 4.00.
Jack Anderson reports, 5 pm daily, ea 5.00.
Chet Huntley Reports, 2 1-min in ea program, 10.00.
The World Today, ea 4.00.

Edited by T. Taylor.

WASHINGTON

LYNDEN

Whatcom County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

K L Y N (FM)

1960

R A B

Media Code 4 249 2850 5.00
KLYN-FM, Inc., 525 Front St., Lynden, Wash. 98264. Phone 206-354-4474.

STATION'S PROGRAMMING DESCRIPTION
KLYN (FM): Programmed for general listening.

1. PERSONNEL
General Manager—Jerry van der Pol.

2. FACILITIES
ERP 30,000 w.; 106.5 mc.
Operating schedule: 7 am-10:30 pm. PST.
Antenna ht.: 100 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ————Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

YR:	10x	50x	100x	250x	350x	500x	750x
WK:	——	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	3.50	3.25	3.15	3.00	2.90	2.85	2.75
30 sec	3.00	2.95	2.65	2.50	2.40	2.35	2.25

10. SPECIAL FEATURES
News spots, ea 4.00.

MOSES LAKE (2 AM; 1 FM)

Grant County—Map Location D-3
See SRDS consumer market map and data at beginning of the State

K S E M

1947
Subscriber to the NAB Radio Code
Media Code 4 249 2845 3.00
KSEM, Inc., Drawer S, Moses Lake, Wash. 98837. Phone 509-765-2441.

STATION'S PROGRAMMING DESCRIPTION
KSEM: MUSIC: MOR, top 40, best of current albums.

1. PERSONNEL
General Manager—James R. Amdal.

2. REPRESENTATIVES
The Devney Organization, Inc.
Northwest—The Tacher Company.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1470 kc.
Directional.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/73—Rec'd 12/4/72.

6. SPOT ANNOUNCEMENTS

YR:	1x	52x	156x	260x	312x	520x	750x
PER WK:		6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
1 min	7.00	6.70	6.40	6.00	5.65	5.35	5.00
30 sec	5.25	4.90	4.60	4.20	3.85	3.50	3.20

10 sec: 50% of 1-min.

K W I Q

1956
Subscriber to the NAB Radio Code
Media Code 4 249 3040 2.00
KWIQ Radio, Inc., Box 999, Moses Lake, Wash. 98837. Phone 509-765-4104.

STATION'S PROGRAMMING DESCRIPTION
KWIQ: Modern country & western for adults.

1. PERSONNEL
Owner & Gen'l Mgr.—W. E. Lawrence.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 5 am-local sunset. PST.
Partial simulcast operation. Simulcast 5 am-4 pm. For non-simulcast facilities see KWIQ-FM.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
5% discount when bought in conjunction with KCLK, Clarkston, Wash.

TIME RATES
Eff 12/1/74—Rec'd 11/11/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
MO:	——	36 ti	68 ti	96 ti	120 ti	150 ti	180 ti
YR:	——	120x	180x	300x	420x	525x	750x
1 min	6.50	6.00	5.50	5.00	4.50	4.25	4.00
30 sec	5.00	4.50	4.00	3.60	3.40	3.20	3.00

15 sec: 50% of 1-min.

K W I Q-FM

1968
Subscriber to the NAB Radio Code
Media Code 4 249 3041 0.00
KWIQ Radio Inc., Box 999, Moses Lake, Wash 98837. Phone 509-765-4104.
See affiliated AM station for additional information.

3. FACILITIES
ERP 27,400 w.; 100.3 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 310 ft. above average terrain.
Partial simulcast operation. Operated separately 4 pm-midnight. For simulcast facilities see KWIQ.

TIME RATES
Rates are identical to KWIQ. See that listing.

WASHINGTON

MOUNTLAKE TERRACE

Snohomish County—Map Location C-2
See SRDS consumer market map location at beginning of the State.

See Seattle

(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace)

MOUNT VERNON (2 AM)

Skagit County—Map Location C-1
See SRDS consumer market map and data at beginning of the State.

KAPS

1963

Subscriber to the NAB Radio Code
Media Code 4 249 3135 0.00
Totem Broadcasters, Inc., Box 70, Mount Vernon, Wash. 98273. Phone 206-424-1322.

STATION'S PROGRAMMING DESCRIPTION
KAPS: all country music.

1. PERSONNEL
General Manager—George B. Aller.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
500 w.; 1470 kc. Directional—day only.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.

TIME RATES
No. 11 Eff 2/1/74—Rec'd 2/11/74.
AAA—Mon thru Fri 6-9 am, noon-12:30 pm & 3:30-6 pm; Sat noon-4 pm.
AA—Mon thru Fri 9-noon & 12:30-3:30 pm; Sat 6 am-noon; Sun noon-6 pm.
A—Mon thru Fri 6-9 pm; Sat 4-9 pm; Sun 6 am-noon & 6-9 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	150x	250x	500x	750x	1000x
			CLASS AAA				
1 min	7.00	6.50	6.00	5.50	5.00	4.00	3.00
30 sec	5.60	5.20	4.80	4.40	4.00	3.20	2.40
10 sec	4.20	3.90	3.60	3.30	3.00	2.40	1.80
			CLASS AA				
1 min	5.95	5.50	5.10	4.75	4.30	3.40	2.55
30 sec	4.75	4.40	4.10	3.75	3.40	2.70	2.05
10 sec	3.60	3.30	3.05	2.80	2.55	2.05	1.55
			CLASS A				
1 min	4.55	4.25	3.90	3.60	3.25	2.60	1.95
30 sec	3.65	3.40	3.10	2.85	2.60	2.10	1.55
10 sec	2.75	2.55	2.35	2.15	1.95	1.55	1.20

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS:	13 wk	26 wk	52 wk
1 min	9.00	8.00	7.00
30 sec	7.20	6.40	5.60
REVOLVING NEWS PLAN:			
3/30-sec	20.00	17.50	15.00

Edited by George B. Aller.

KBRC

1946

NAB R A B

Media Code 4 249 3230 9.00
Beckley Radio Co., Box 250, Mount Vernon, Wash. 98273. Phone 206-424-2430.

1. PERSONNEL
Manager—Leo Beckley.

2. REPRESENTATIVES
Oregon-Washington—Art Moore & Assoc., Inc.
Eastern—Donald Cooke, Inc.
California—Pacific Broadcast Sales.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1430 kc.
Directional—night only.
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Rates 60% time, 40% facilities.
Affiliated with KBS.

TIME RATES
Eff 1/1/74—Rec'd 12/21/73.
AA—6:30-9:30 am, noon-1 pm & 4:30-6:30 pm.
A—6 am-7 pm.

7. PACKAGE PLANS

PER WK:	PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1-5 tl	50 x	7.50	5.50	6.35	4.75
10 tl	100 x	7.25	5.35	6.10	4.60
15 tl	150 x	7.00	5.20	5.90	4.45
20 tl	200 x	6.80	5.05	5.70	4.30
25 tl	250 x	6.60	4.90	5.50	4.15
30 tl	300 x	6.40	4.75	5.25	4.00
40 tl	400 x	6.20	4.60	5.00	3.85
50 tl	500 x	6.00	4.45	4.75	3.65
	*1000 x	5.75	4.25	4.50	3.45

(*) Special end rate.
(†) Total Audience Plan.
10 sec: 60% of 1-min.

10. SPECIAL FEATURES

NEWS:	1x	10x	25x	50x	100x	250x
5 min	15	13	12	11	10	9

OLYMPIA (2 AM)

Thurston County—Map Location B-3
See SRDS consumer market map and data at beginning of the State.

KGY

1922

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 249 3325 7.00
Tom Olsen, 1240 N. Washington, Olympia, Wash. 98501. Phone 206-943-1240.

1. PERSONNEL
Station Manager—Herb Anderson.

2. REPRESENTATIVES
California—Lee F. O'Connell Company.
Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-11 pm. PST.

4. AGENCY COMMISSION
15/0 if paid by 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/74—Rec'd 4/11/74.
AA—6-10 am, noon-1 pm & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl	
PER YR:	100x	200x	300x	400x	500x	1000x
		CLASS AA				
1 min	8.50	8.00	8.00	8.00	8.00	8.00
30 sec	7.50	7.00	7.00	7.00	7.00	7.00
		CLASS A				
1 min	6.50	6.00	5.50	5.25	5.00	4.75
30 sec	5.25	4.75	4.25	4.00	3.75	3.50

7. PACKAGE PLANS
TAP—1/3 10 AM-4 PM, 1/3 4-7 PM, 1/3 7 PM-MIDNIGHT

PER WK:	20 tl	30 tl	40 tl	50 tl
1 min	6.00	5.75	5.50	5.25
30 sec	5.00	4.75	4.50	4.25

10 sec: 60% of 1-min.

10. SPECIAL FEATURES

NEWS:	1x	52x	156x	260x
5 min	17	16	14	12
10 min	40	35	30	25
1/4 hr	50	45	40	35
1/2 hr	60	55	50	45

KITN

1956

NAB R A B

Media Code 4 249 3420 6.00
KITN-KITI Corp., Box 48 Olympia, Wash. 98507. Phone 206-491-9200.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald F. Whitman.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days; 920 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Member: Western States Radio Empire.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 4/1/73—Rec'd 5/23/73.

6. SPOT ANNOUNCEMENTS

	1-30 sec	31-60 sec
Specified	5.88	7.35
ROS	4.41	5.88

Edited by Donald F. Whitman.

OMAK

Okanogan County—Map Location D-1
See SRDS consumer market map and data at beginning of the State.

KOMW

1947

Subscriber to the NAB Radio Code
Media Code 4 249 3515 3.00
KOMW, Inc., Box 151, Omak, Wash. 98841. Phone 509-826-0100.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dean Nichols.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.

3. FACILITIES
5,000 w. days; 680 kc. Non-directional.
Operating schedule: Sunrise to local sunset. PST.

4. AGENCY COMMISSION
15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Western States Radio Empire.

TIME RATES
Eff———Rec'd 3/4/66.

7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 tl	6.00	4.80
12 per wk or 104 tl	5.70	4.56
18 per wk or 156 tl	5.40	4.32
24 per wk or 260 tl	5.10	4.08
30 per wk or 312 tl	4.80	3.84

OPPORTUNITY

Spokane County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

See Spokane

(including Opportunity)

OTHELLO

Adams County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KRSC

1958

Subscriber to the NAB Radio Code
Media Code 4 249 3610 2.00
Basin Broadcasting Corp., 180 Main St., Othello, Wash. 99344. Phone 509-488-2791.

1. PERSONNEL
General Manager—Donald R. Lockwood.

2. REPRESENTATIVES
The Devney Organization, Inc.
Washington, Oregon—The Tacher Company.

3. FACILITIES
1,000 w.; 1400 kc. Non-directional.
Operating schedule: 6 am-6:15 pm. PST.

4. AGENCY COMMISSION
15/0; time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff———Rec'd 3/4/66.

7. PACKAGE PLANS

PER YR:	52x	104x	156x	260x	312x
PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	3.75	3.55	3.35	3.15	3.00
30 sec	3.00	2.84	2.68	2.52	2.40

PASCO

Franklin County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

See Richland-Pasco-Kennewick

PORT ANGELES (2 AM)

Clallam County—Map Location A-2
See SRDS consumer market map and data at beginning of the State.

KAPY

1961

NAB

Media Code 4 249 3705 0.00
Port Angeles Radio, Inc., Box 392, Melody Ln., Port Angeles, Wash. 98362. Phone 206-452-9228.

1. PERSONNEL
Pres. & Gen'l Mgr.—Charles Herring.

2. REPRESENTATIVES
Radio Time Sales/International.
Seattle, Portland—Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w. days; 1290 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 6/3/74.
AA—6:45-9 am & 3-6 pm or specified times.
A—All other times.

6. SPOT ANNOUNCEMENTS

WK:	5 tl	10 tl	20 tl	30 tl	50 tl		
YR:	50x	100x	200x	300x	500x	750x	1000x
			CLASS AA				
1 min	5.25	5.00	4.50	4.00	3.50	3.00	2.50
30 sec	4.20	4.00	3.80	3.40	3.00	2.40	2.00
			CLASS A				
1 min	4.25	4.00	3.50	3.00	2.50	2.00	1.50
30 sec	3.20	3.00	2.80	2.40	2.00	1.60	1.20

10/15 sec: 50% of 1-min.

7. PACKAGE PLANS
TAP I—1/2AA, 1/2A

PER MO:	1 tl	20 tl	41 tl	61+
1 min	4.00	3.35	3.05	2.70
30 sec	3.00	2.70	2.25	2.05
TAP II—ROS/BTA				
1 min	3.10	2.80	2.45	2.10
30 sec	2.75	2.25	1.85	1.60

TAP CONSECUTIVE WEEK DISCOUNT
52 wk—10%

KONP

1945

R A B

Media Code 4 249 3800 9.00
Radio Pacific, Inc., Box 831, Port Angeles, Wash. 98362. Phone 206-457-4200.

1. PERSONNEL
General Manager—George Buck.

2. REPRESENTATIVES
Savalli/Gates, Inc.
Seattle, Portland—Simpson/Beilly & Associates Co.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 5:45 am-midnight. PST.

4. AGENCY COMMISSION
15/0 net time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KIIS.
Affiliated with MBS.

TIME RATES
No. 11 Eff 9/1/74—Rec'd 9/16/74.

6. SPOT ANNOUNCEMENTS

WK:	1 tl	5 tl	10 tl	20 tl	30 tl	40 tl	50 tl
YR:	1x	50x	100x	200x	300x	400x	500x
1 min	5.00	4.90	4.40	3.80	3.40	3.20	3.10
30 sec	3.75	3.70	3.30	2.85	2.55	2.40	2.35

PROSSER (1 AM; 1 FM)

Benton County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KACA (FM)

1962

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 249 3847 0.00
Cormac C. Thompson, Box 591, 1227 Hillcrest Dr., Prosser, Wash. 99350. Phone 509-786-1017.

1. PERSONNEL
Station Manager—Cormac C. Thompson, Jr.

2. REPRESENTATIVES
Northwest—The Tacher Company.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.
Operating schedule: 6 am-10 pm. PST.
Antenna ht.: 300 ft. below average terrain.

4. AGENCY COMMISSION
15/0 time only; net 30 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 12/1/74—Rec'd 12/13/74.

7. PACKAGE PLANS

	Per yr			Per wk			
TAP:	300x	200x	100x	50 tl	40 tl	30 tl	20 tl	10 tl
1 min	3.55	3.65	3.75	3.90	4.00	4.10	4.25	4.40
30 sec	2.35	2.60	2.80	3.05	3.20	3.35	3.55	3.80

KARY

1956

Subscriber to the NAB Radio Code
Media Code 4 249 3895 9.00
Prosser-Grandview Broadcasters, Inc., Box 1310, Prosser, Wash. 99350. Phone 509-786-1310. Grandview phone 509-882-3500.

1. PERSONNEL
President & Gen'l Mgr.—Sidney Roach.

2. REPRESENTATIVES
The Devney Organization, Inc.
Simpson/Reilly & Associates Co.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w. days; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 6/2/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	208x	416x	832x	1040x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.75	3.25	3.00	2.75	2.50	2.25	2.00	1.75

10. SPECIAL FEATURES

	1x	26x	52x	104x	208x	416x	832x	1040x
News	4.80	4.50	3.85	3.60	3.30	3.00	2.75	2.50

Edited by Sidney Roach.

PULLMAN (1 AM; 1 FM)

Whitman County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KPUL

1950

NAB R A B

Media Code 4 249 3990 6.00
Radio, Palouse, Inc., Box 1, Pullman, Wash. 99163. Phone 509-332-6551.

STATION'S PROGRAMMING DESCRIPTION
KPUL: Programmed for adults.
MUSIC: modern country and western format. NEWS: Every half hour; farm news; plus 3/4 hour local news daily. Stock market and commodities reports following hourly network news. Each program has title and theme. Special introduction to shows with human elements of conversation during shows. Remotes available. Contact Representative for further details.
Rec'd 11/26/68.

1. PERSONNEL
General Manager—Bill Weed.
Program Director—Eric Kidder.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—Simpson/Beilly & Associates Co.
Denver—Bob Hix Co., Inc.

2. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3a, 4a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12a, 13a, 14b, 15b.
Basic Rates: 28b.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80.
FM facilities: KQQQ.
Affiliated with American Entertainment Network.

TIME RATES
Eff———Rec'd 2/21/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	12 tl	24 tl	36 tl	48 tl	
PER YR:		BTA 104x	260x	520x	780x	1000x
1 min	5.90	5.30	4.80	4.45	4.15	3.55
30 sec	4.80	4.15	3.55	3.25	2.95	2.35
SPECIFIED TIMES						
1 min	6.50	5.85	5.30	4.90	4.60	3.90
30 sec	5.30	4.60	3.90	3.60	3.25	2.60

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK:	1 tl	8 tl	12 tl	18 tl	24 tl
PER YR:	1x	52x	104x	156x	260x
1/2 hr	45.00	30.00	28.50	27.00	24.00
1/4 hr	30.00	20.00	19.00	18.00	16.00
5 min	15.00	10.00	9.50	9.00	8.00 (D)

(Pullman continued on next page)

KQQQ
(formerly KPUL-FM)
1967

NAB RAB

Media Code 4 249 4638 5.00
Radio Palouse, Inc., Box 1, Pullman, Wash. 99163. Phone 509-332-6551.
See affiliated AM station for additional information.
AM facilities: KPUL.
3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 57 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES

Rates are identical to KPUL. See that listing.

PUYALLUP
Pierce County—Map Location C-3
See SRDS consumer market map and data at beginning of the State

KUPY
1951

RAB

Media Code 4 249 4085 6.00
Happy Valley Radio, Inc., 1520 E. Main St., Puyallup, Wash. 98371. Phone 206-845-7545.

STATION'S PROGRAMMING DESCRIPTION
KUPY: Country music.

1. PERSONNEL
General Manager—H. Bud Blair.
3. FACILITIES
1,000 w. days. 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15/0; 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 2/1/75—Rec'd 6/16/75.
AA—6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA					
PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	----
PER YR:	780x	520x	312x	156x	52x	1x
1 min	5.00	5.30	5.50	6.00	6.50	7.00
30 sec	3.50	3.75	4.00	4.25	4.50	5.00
	CLASS A					
1 min	4.75	5.00	5.30	5.50	6.00	6.50
30 sec	3.15	3.35	3.60	3.75	4.00	4.50

10 sec: 60% of 1-min.

7. PACKAGE PLANS
TAP—1/3AA, 1/3A DAYS, 1/3A NIGHTS

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	----
PER YR:	780x	520x	312x	156x	52x	1x
1 min	4.50	4.75	5.00	5.35	5.75	6.00
30 sec	3.00	3.15	3.35	3.75	4.00	4.25

10 sec: 60% of 1-min.

10. SPECIAL FEATURES

CONTRACT, PER MO:	YRLY	6 MO	3 MO
Weather	100	125	150
News	150	175	200

QUINCY
Grant County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KPOR
1957

RAB

Media Code 4 249 4180 5.00
Ray E. & Elena Russell dba KPOR Media Advertising, Box 578, 806 Central, S., Quincy, Wash. 98848. Phone 509-787-2721.

STATION'S PROGRAMMING DESCRIPTION
KPOR: Contempopary, pop, MOB, top 40 C & W.

1. PERSONNEL
General Manager—Ray Russell.
2. REPRESENTATIVES
The Devney Organization, Inc.
Seattle, Portland—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 12/13/73.

6. SPOT ANNOUNCEMENTS
1 min 5.00
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

RAYMOND
Pacific County—Map Location A-3
See SRDS consumer market map and data at beginning of the State.

KAPA
1950

NAB

Media Code 4 249 4275 3.00
Willaps Broadcasting Co., Inc., 2665 Ocean Ave., Raymond, Wash. 98577. Phone 875-5661.

1. PERSONNEL
Co-owners—J. W. Reavley & R. E. Claunch.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
San Francisco—Advertising Sales West.
Washington-Oregon—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6:30 am-6:30 pm. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Western States Radio Empire

TIME RATES
Eff 7/15/66—Rec'd 8/3/66.

6. SPOT ANNOUNCEMENTS

		1 min	30 sec	10 sec
*1 x		5.00	3.75	3.00
**PER WK:	*PER YR:			
5 ti	50 x	4.50	3.40	2.70
10 ti	100 x	4.25	3.20	2.55
15 ti	150 x	4.00	3.00	2.40
20 ti	200 x	3.75	2.80	2.25
25 ti	250 x	3.50	2.60	2.10
30 ti	300 x	3.25	2.45	1.95
40 ti	400 x	3.00	2.25	1.80
50 ti	500 x	2.75	2.10	1.70
Special End Rate:	1000 x	2.50	1.90	1.50

(*) Guaranteed position rates.
(**) Run-of-schedule rates.

RICHLAND-PASCO-KENNEWICK (4 AM; 2 FM)
Richland, Kennewick, Benton County—Map Location D-4.
Pasco, Franklin County—Map Location E-4.
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is the part of the time buying function to determine extent of coverage, audience delivered, etc., within the area.

KALE
1950
RICHLAND

NAB RAB

Media Code 4 249 4465 0.00
Sterling Recreation Organization, Box K, Tri Cities, Wash. 99302. Phone 509-586-2151.

STATION'S PROGRAMMING DESCRIPTION
KALE: MUSIC: Young adult contemporary & top 40 with personality including blend of golden oldies. NEWS: local coverage with expanded local news reports at 6:40, 7:40 am, 12:05, 3:50, 4:45 pm with news director. 20 min farm & agriculture news daily including hourly evaporation pan data & dew-point reports. Network newscasts hourly. SPORTS: local high school sports, local hydroplane races, network sports, university football, special sporting events & regular daily sportscasts. Spanish religion 6:30 am Sun. Spanish music & personality 7-9 am Sun. Contact Representative for further details. Rec'd 5/1/75.

1. PERSONNEL
President—Fredric A. Danz.
General Manager—Rodney V. Louden.
Program Group Director—Bo Donovan.
2. REPRESENTATIVES
GCI Sales, Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.
3. FACILITIES
1,000 w.; 960 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 1/1/75—Rec'd 12/2/74.
AA—6-9 am & 3:30-6 pm.
A—9 am-3:30 pm.

6. SPOT ANNOUNCEMENTS

		CLASS AA				
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
PER MO:	25 ti	50 ti	75 ti	100 ti	125 ti	150 ti
PER YR:	.....	.....	.....	500x	750x	1000x
1 min	8.50	8.00	7.75	7.00	----	----
30 sec	7.50	7.00	6.75	6.00	----	----
		CLASS A				
1 min	7.75	7.00	6.75	6.25	----	----
30 sec	6.75	6.00	5.75	5.25	----	----
		ROS				
1 min	6.25	6.00	5.75	5.50	5.25	5.00
30 sec	5.25	5.00	4.75	4.50	4.25	4.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES

NEWS:	1x	65x	130x	260x
5 min	18	15	13	11

KONA
1949
KENNEWICK-PASCO-RICHLAND

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 4600 2.00
Tri-Cities Communications, Inc., Box 2623, Tri-Cities, Wash. 99302. Phone 509-547-1618.
Studio: 2823 W. Lewis, Pasco, Wash.

STATION'S PROGRAMMING DESCRIPTION
KONA: Programmed for adults and young adults. NEWS 20%: local and regional 10%, national and international 10%. 3 mobile news units, 2 newsmen. 25 min farm news daily. 7 am & 5 pm, 70 min news blocks. Half hour news at noon. SPORTS: live college, high school basketball and football. 5 air personalities feature general popular music, standards, showtunes, jazz orientated, middle-of-the-road. Contact Representative for further details. Rec'd 10/15/67.

1. PERSONNEL
President—Thomas C. Bostic.
Manager—Dean W. Mitchell.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Northwest—Art Moore & Assoc., Inc
3. FACILITIES
5,000 w.; 610 kc. Directional.
Operating schedule: 5 am-midnight. PST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 24b, 25a, 28b, 28c, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.
Sold in combination with KMWX, Yakima. See that listing for rates.

TIME RATES
Eff 1/15/75—Rec'd 2/3/75.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

		CLASS AA				
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	----
PER YR:	100x	200x	300x	400x	500x	1000x
1 min	7.00	6.50	5.75	5.50	5.25	5.00
30 sec	6.00	5.50	5.00	4.75	4.50	4.25
		CLASS A				
1 min	6.00	5.50	4.75	4.50	4.25	4.00
30 sec	5.00	4.50	4.00	3.75	3.50	3.25

AM/FM COMBINATION

		CLASS AA				
1 min	9.00	8.50	7.75	7.50	7.25	7.00
30 sec	7.50	7.00	6.50	6.25	6.00	5.75
		CLASS A				
1 min	8.00	7.50	6.75	6.50	6.25	6.00
30 sec	6.50	6.00	5.50	5.25	5.00	4.75

AM/FM may combine for additional frequency discount.

Edited by Dean W. Mitchell.

KONA-FM
1969
KENNEWICK-PASCO-RICHLAND

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 4601 0.00
Tri-Cities Communications, Inc., Box 2623, Tri-Cities, Wash. 99302. Phone 509-547-1618.
Studio: 2823 W. Lewis, Pasco, Wash.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mc. Stereo.
Operating schedule: 6:30 am-midnight. PST.
Antenna ht.: 1,280 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.
Sold in combination with KONA. See that listing for rates.

TIME RATES
Eff 1/15/74—Rec'd 2/8/74.

6. SPOT ANNOUNCEMENTS
1-min. flat 3.00. 30 sec. flat 2.50.
10 sec: 50% of 1-min.
AM/FM may combine for additional frequency discount.

Edited by Dean W. Mitchell.

KORD
1956
PASCO

KORD-FM
1965
RICHLAND

NAB

Subscriber to the NAB Radio Code
Media Code 4 249 4655 6.00
KORD, Box 2485, Pasco, Wash. 99302. Phone 509-547-9791.

STATION'S PROGRAMMING DESCRIPTION
KORD: Programmed for adults & young adults. MUSIC: 80%: 60% golden oldies-standards '55-'73, 20% new trend album cuts & singles, emceed by 5 air personalities. NEWS: 20%, local, national, international; 2 man news staff; 2 mobile units. SPORTS: 3 daily; local high school & college sports plus local hydroplane race. FARM: interviews of local interest; crop weather information 5:30 am & 7:30 pm. Station participates in community fund raising events; live phone-in forum when public issue warrants; 3 business news segments daily. Spanish hour Sun 8 am. Contact Representative for further details. Rec'd 7/7/75.

1. PERSONNEL
Sta. & Sales Mgr.—William Wippel.
Office Manager—Merna Ullom.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Seattle—Broadcast Northwest.

WASHINGTON

3. FACILITIES
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP: 100,000 w.; 102.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 863 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0 time and talent; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.
Basic Rates: 20a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 28a, 29a, 33a
Contracts: 40a, 41, 45, 46, 48.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80.
If contract is not completed, advertiser will be billed for the time used within the bracket which has been fulfilled.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 11/1/74—Rec'd 11/4/74.

7. PACKAGE PLANS
TAP—BTA

WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	----
MO:	----	----	48 ti	72 ti	96 ti	120 ti	150 ti
YR:	----	----	----	----	480x	720x	1200x
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00

ROS schedules earn 50% placement in traffic periods & include 25% until 10 pm on FM; as available.
Guaranteed time: Extra 20%.

May earn end rate on AM/FM combo on 90 day non-cancellable contract. Minimum 50 spots per mo. Must run 25 spots AM/FM 6 am-6 pm. 25 spots FM only 6 pm-midnight per mo.
FM only 60%.
Submitted by Bill Wippel.

KOTY
1940
KENNEWICK

NAB

Media Code 4 249 4750 5.00
Kuti Communicators, Inc., Box 6127, Kennewick, Wash. 99336. Phone 509-586-4165.

STATION'S PROGRAMMING DESCRIPTION
KOTY: Programmed for adult audience.
MUSIC: country—standards with latest hits presented by 5 AIR PERSONALITIES. NEWS: network at :30; network highlights & local headlines at :60. Full coverage of community activities & high school sports. Contact Representative for further details. Rec'd 5/1/74.

1. PERSONNEL
General Manager—Robert H. Larson.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—The Tacher Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1h, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20b, 21a, 25a, 26, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.: Cont. Discounts: 60a, 60e, 60h, 60i.
Cancellation: 70c, 71a.
Affiliated with MBS.

TIME RATES
Eff 1/1/75—Rec'd 4/14/75.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	CLASS AA				
PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	4.75	5.25	6.00	6.25	6.75
30 sec	4.00	4.50	5.00	5.25	5.75
	CLASS A				
1 min	4.00	4.85	5.00	5.25	5.75
30 sec	3.25	3.75	4.00	4.50	5.00

SEATTLE
(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace)
(19 AM; 12 FM)
King County—Map Location C-2
Snohomish County—Map Location C-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	70	41	54	41
B	54	35	44	37
C	52	35	43	33
D	52	34	37	29
AVERAGE	57	36	45	35

(Seattle continued on next page)

KAAR
(formerly KURB)
1966
MOUNTLAKE TERRACE

Media Code 4 249 4797 6.00
Mount-Ed-Lynn Broadcasting Corp., 21401 52nd Ave., W., Mountlake Terrace, Wash. 98043. Phone 206-774-2171.

STATION'S PROGRAMMING DESCRIPTION
KAAR: MUSIC: Modern country, Nashville sound, current singles & albums, past hits. NEWS: AP & local. Contact Representative for further details. Rec'd 1/3/75.

1. PERSONNEL
General Manager—Tom Kelly.
Station Manager—W. Lyle Johnson.
Prom. & News Dir.—Richard F. Stokke.

2. REPRESENTATIVES
Radio Time Sales/International.

3. FACILITIES
250 w.; 1510 kc. Directional—days.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% time only.

TIME RATES
Eff 1/1/75—Rec'd 12/6/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	4.90	4.50	4.15	3.75	3.40	3.00
15 sec	3.25	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS

PER MO:	50 ti	75 ti	100 ti
1 min	5.00	4.50	4.00
30 sec	3.75	3.40	3.00
15 sec	2.50	2.25	2.00

CONTRACT DISCOUNT
13 wk—4% 26 wk—8% 52 wk—12%

10. SPECIAL FEATURES

NEWS:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
5 min	8.25	7.60	6.95	6.30	5.65	5.00

Edited by Tom Kelly.

KAYO
1926
SEATTLE

American Entertainment Network

AVERY-KNODEL, INC.

Media Code 4 249 4845 3.00
Washington Telecasters, Inc., 2929 4th Ave S., Seattle, Wash. 98134. Phone 206-623-2480.

1. PERSONNEL
President—Jessica L. Longston.
General Manager—John R. Di Meo.
Sales Manager—Robert E. Pollock.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Portland, Oregon—The Tacher Company.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1150 kc. Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% net time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 23a, 24a, 25a, 28a, 28c, 29a, 30, 32.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47b, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60d, 60g, 60i, 61a, 61b, 62a.
Cancellation: 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Talk programs take 1-time rate, no discounts.
Rates are for station time and facilities 60%; services 40%.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 10/31/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight; Mon thru Fri 5-6 am.
C—Mon thru Fri midnight-5 am; Sat & Sun midnight-6 am.

8. SPOT ANNOUNCEMENTS

1 MINUTE

PER YR:	156x	260x	312x	520x	1000x
AAA	36	35	34	33	32
AA	32	31	30	29	28
A	28	27	26	25	24
B	18	17	16	15	14
C	14	13	12	11	10

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

1 MINUTE—OPEN

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
AAA	60	55	50	45	40
AA	55	50	45	40	35
A	50	45	40	35	30
B	25	22	20	18	15
C	20	18	15	14	13

30 SECONDS

AAA	45	41	37	33	30
AA	41	37	33	30	26
A	37	33	30	26	22
B	19	17	15	13	11
C	15	13	11	10	9

WEEKEND SPECIAL PLAN

PER WKND:	12 ti	18 ti	24 ti
Ea	30	28	26

May combine with open rate for discount.

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	28	27	26	25	24
30 sec	21	20	19	18	17

1/4AAA, 1/4AA, 1/4A, 1/4B

PER MO:	24 ti	48 ti	96 ti	148 ti	196 ti
1 min	26	25	24	23	22
30 sec	20	19	18	17	16

30 sec: 75% of 1-min. ID's: 50% of 1-min.
10-sec combine at rate of 2 ID's equal to 1 min for greater discount.

9. PROGRAM TIME RATES

PER YR:	AA 1x	AA 13x	AA 26x	AA 52x	A 1x	A 13x	A 26x	A 52x
1 hr	200	170	160	150	160	140	130	120
1/2 hr	150	120	120	110	120	100	90	80
1/4 hr	100	80	70	60	80	70	65	60
	B 1x	B 13x	B 26x	B 52x	C 1x	C 13x	C 26x	C 52x
1 hr	120	100	90	80	80	60	50	40
1/2 hr	90	75	65	60	60	45	40	30
1/4 hr	60	50	45	40	40	30	25	20

10. SPECIAL FEATURES
5-min newscasts—applicable 1-min rate plus 5.00.

KBIQ
1960
EDMONDS

NAB RAB

Media Code 4 249 4975 6.00
King's Garden, Inc., 19303 Fremont N., Seattle, Wash. 98133. Phone 206-546-2128.

STATION'S PROGRAMMING DESCRIPTION
KBIQ (FM): Programmed for adults and young adults. MUSIC: 97%, NEWS/SPORTS: 3%. General popular music, standards, film music, original versions or adult / listenable arrangements of current popular, middle-of-the-road hits. Comprehensive ski reports in season. Frequent editorials. COMMERCIAL POLICY: 7 commercial minutes per hour. Talent and facilities available for remote broadcasts from shopping centers, store openings and/or sales, etc. Contact Representative for further details. Rec'd 9/4/73.

1. PERSONNEL
Sales Manager—Leslie A. Peek.
General Manager—Jack Kandel.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
ERP 120,000 w. (horiz.), 120,000 (vert.); 105.3 mc. Stereo.
Operating schedule: 5 am-midnight. PST.
Antenna ht.: 721 ft. above average terrain.

YOU CAN'T COVER SEATTLE/ TACOMA WITHOUT

KTAC

THE DOMINANT RADIO INFLUENCE IN THE SOUTHERN PORTION*

#1

Total Audience
Adults
Men
Women
Teens
18-34
25-49

Sold nationally by

HR STONE radio

*Pulse Jan-Feb 1975 Pierce Co. ¼ hr. audience est. Mon-Sun 6am - 12 mid.

85 KTAC

See our listing under Tacoma.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47c, 49.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61c.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 81, 82.
AM facilities: KGDN.
Affiliated with ATA Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 11/1/74—Rec'd 8/1/75.
AA—9 am-9 pm.
A—6 am-9 am & 9 pm-midnight.

8. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
10 ti	16.00	12.50	13.50	11.00
20 ti	15.00	12.00	12.50	10.00
30 ti	14.50	11.00	12.00	9.50
40 ti	13.50	10.50	11.00	9.00
50 ti	12.50	9.50	10.00	8.50
PER YR:				
1 x	19.00	16.00	15.75	14.00
26 x	18.00	15.00	15.00	13.50
52 x	17.00	14.50	14.50	12.50
104 x	16.50	13.50	14.00	12.00
208 x	15.50	13.00	13.50	11.50
312 x	14.00	11.50	12.00	10.00
520 x	12.50	10.50	11.00	9.50

7. PACKAGE PLANS

PER YR:			208x	312x	520x
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	12.00	11.50	10.50	10.00	9.00
30 sec	9.50	9.00	8.50	7.50	7.25

10. SPECIAL FEATURES
Newscasts & features—1 min rate, plus 15%.

KGDN/KBIQ COMBINATION

7. PACKAGE PLANS
TAP, PER WK, EA: 1 min 30 sec
20 ti (minimum) 13.65 10.92
Submitted by Leslie A. Peek.

KBLE
1947
SEATTLE

NAB

Media Code 4 249 5035 0.00
KBLE-AM, Inc., 114 Lakeside Ave., Seattle, Wash. 98122. Phone 206-324-2000.

1. PERSONNEL
President—George A. Wilson.
General Manager—George W. Boucher
Operations Manager—Anita Busek.

3. FACILITIES
5 000 w. days; 1050 kc. Non-directional.
337 w. pre-sunrise.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 4b, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b.
Contracts: 40a, 44b.
Cancellation: 70e.

TIME RATES
No. 20 Eff 7/1/75—Rec'd 7/14/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	260x	520x
1 min	12	11	10	9	8
30 sec	10	9	8	7	6

7. PACKAGE PLANS
WEEKLY SATURATION PLANS

ROS:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	55	100	145	190	270
30 sec	45	80	115	140	195

8. PROGRAM TIME RATES

PER YR:	1x	26x	52x	104x	260x
1 hr	180.00	160.00	140.00	120.00	100.00
1/2 hr	100.00	90.00	80.00	70.00	60.00
1/4 hr	55.00	50.00	45.00	40.00	35.00
5 min	27.50	25.00	22.50	20.00	17.50

Submitted by George W. Boucher.

KBLE-FM
1964
SEATTLE

Media Code 4 249 5036 6.00
KBLE-FM, Inc., 114 Lakeside Ave., Seattle, Wash. 98122. Phone 206-324-2000.
See affiliated AM station for additional information.

1. PERSONNEL
Station Manager—R. Anita Busek.

3. FACILITIES
ERP 100,000 w.; 93.3 mc.
Operating schedule: 18 hours daily. PST.
Antenna ht.: 1,075 ft. above terrain.

TIME RATES
No. 5 Eff 7/1/75—Rec'd 7/14/75.

8. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	260x	520x
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.50	6.00	5.50	5.00

7. PACKAGE PLANS
WEEKLY SATURATION PLANS

ROS:	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	42.50	80.00	120.00	150.00	225.00
30 sec	32.50	60.00	85.00	110.00	155.00

9. PROGRAM TIME RATES

PER YR:	1x	26x	52x	104x	260x
1 hr	110	100	90	80	70
1/2 hr	60	54	48	42	35
1/4 hr	36	32	28	24	20
5 min	18	16	14	12	10

Submitted by George W. Boucher.

KETO (FM)
1959
SEATTLE

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 5131 7.00
KETO-FM Assoc., 400 NE 45th St., Seattle, Wash. 98105. Phone 206-634-1015.

STATION'S PROGRAMMING DESCRIPTION
KETO (FM): Programmed for young adults. MUSIC: modern country. NEWS: network at :15, local & regional at :45. COMMERCIAL POLICY: 12 minutes per hour. Rec'd 1/3/75.

1. PERSONNEL
General Manager—Todd M. Bitts.

3. FACILITIES
ERP 100,000 w. (horiz.), 97,000 w (vert.); 101.5 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 1150 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 24c, 25a, 28a, 28c, 29a.
Contracts: 40a, 41, 46, 47a.
Comb.; Cont. Discounts: 60f, 61a.
Cancellation: 71a, 73a.
Prod. Services: 80.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 2/28/75.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 6-10 am & 3 pm-midnight.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA 6 ti	12 ti	18 ti	24 ti	36 ti	___
PER YR:	___	50x	100x	250x	500x	1000x
1 min	20	19	18	17	16	14
30 sec	17	16	15	14	13	11
	CLASS AA					
1 min	13	12	11	10	9	8
30 sec	11	10	9	8	7	6

A: Flat 1-min 6.00; 30-sec 4.00.

7. PACKAGE PLANS

TAP,	-1/2AAA, 1/2AA-			——(*)——		
PER WK:	12 ti	24 ti	36 ti	12 ti	24 ti	36 ti
1 min	14	12	11	11	10	9
30 sec	12	10	9	9	8	7

(*) 1/3AAA, 1/3AA, 1/3A.

KEUT
(formerly KOL-FM)
1961
SEATTLE

EASTMAN RADIO, INC.

A Hercules Broadcasting Station
Media Code 4 249 5154 9.00
Hercules Broadcasting Co., 1100 S.W. Florida St., Seattle, Wash. 98134. Phone 206-622-2312.
See affiliated AM station for additional information.
AM facilities: KMPS.

STATION'S PROGRAMMING DESCRIPTION
KEUT: Programmed for adults.
MUSIC: blend of current & popular standards utilizing full orchestral forms. COMMERCIAL POLICY: 3 commercial segments with maximum 6 commercial units per hour. Contact Representative for further details. Rec'd 8/5/75.

3. FACILITIES
ERP—100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mc.
Operating schedule: 9 am-midnight. PST.
Antenna ht.: 1,165 ft. above average terrain.

2. REPRESENTATIVES
Eastman Radio, Inc.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 14c, 15a.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 51a.
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 80, 82.

TIME RATES
No. 76 Eff 9/1/75—Rec'd 8/5/75.
AAA—Mon thru Sun 10 am-7 pm.
AA—Mon thru Sun 6-10 am.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	Open	6 ti	12 ti	18 ti	24 ti
AAA	52	46	41	37	33
AA	36	34	30	26	22
A	28	26	24	22	20
B	14	13	12	11	10

DISCOUNT
52 wk—10%

7. PACKAGE PLANS

	*TAP—50%AAA, 25%AA, 25%A				
PER WK:	8 ti	12 ti	16 ti	20 ti	24 ti
1 min	33	30	27	24	21

(*) Equally distributed over 6 days, 8 spot minimum.

*ANNUAL PLAN

PER YR, 1 MIN:	200x	400x	800x
AAA	37	33	29
AA	26	22	18
A	22	18	14
B	11	9	7

(*) Equally distributed over 6+ days.
Submitted by John McRae.

(Seattle continued on next page)

KEZX (FM)

1958
SEATTLE

Selcom, Inc.

Media Code 4 249 5176 6.00
Market-Casters, Inc., 307 Broad St., Seattle, Wash. 98121. Phone 206-624-3345.
Studio: 2411 Alaskan Way, Seattle, Wash. 98121. Phone 206-624-5009.

STATION'S PROGRAMMING DESCRIPTION
KEZX (FM): Programmed for adults.
MUSIC: 54-57 min per hour. Standards, popular, Latin, Hawaiian, folk & country, primarily instrumental. NEWS: brief advisories at alternate hours. COMMERCIAL POLICY: 6 commercial minutes per hour, in quarter hour breaks. Contact Representative for further details. Rec'd 9/22/72.

1. PERSONNEL
Pres. & Gen'l Mgr.—Fred Von Hofen.
Director of Operations—Kirk Lawrence.
Sales Manager—Gordon B. Sherwood, Jr.

2. REPRESENTATIVES
Selcom, Inc.

3. FACILITIES
ERP 35,000 w.; 98.9 mc. Stereo.
Operating schedule: 6 am-midnight. PST.
Antenna ht.: 1,070 ft. above average terrain.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.
Basic Rates: 20a, 21a, 21c, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 46, 47c, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 601, 61a, 62b, 62d.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 6/15/72—Rec'd 3/13/75.
AA—Mon thru Sat 9 am-9 pm; Sun 9 am-7 pm.
A—Mon thru Sat 7-9 am & 9-11 pm; Sun 7-9 am & 7-10 pm
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA						
PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti	36 ti
PER YR:	1x	52x	156x	312x	500x	1000x
1 min	15	13	11	10	9	8
30 sec	12	11	10	9	8	7
CLASS A						
1 min	13	11	10	9	8	7
30 sec	11	10	9	8	7	6
CLASS B						
1 min/less	10	9	8	7	6	5

7. PACKAGE PLANS

TOTAL AUDIENCE		
PER WK:	1 min	30 sec
12 ti (6AA, 4A, 2B)	120	110
18 ti (10AA, 5A, 3B)	160	145
24 ti (14AA, 6A, 4B)	190	170
WOMEN		
12 ti (10AA, 1A, 1B)	127	115
18 ti (12AA, 4A, 2B)	164	148
24 ti (16AA, 6A, 2B)	196	174

KGDN

1954
EDMONDS

NAB

Media Code 4 249 5320 6.00
King's Garden, Inc., 19303 Fremont, N., Seattle, Wash 98133. Phone 206-542-3139.
See affiliated FM station for additional information.
FM facilities: KBIQ (FM).

1. PERSONNEL
General Manager—Jack Kandel.
Sales Manager—Leslie A. Peek.

2. REPRESENTATIVES
Call station direct.

3. FACILITIES
5,000 w. days; 630 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KBIQ. See that listing for rates.

TIME RATES
No. 11 Eff 11/1/74—Rec'd 10/28/74.
AA—6-10 am & 3-7 pm.
A—10 am-3 pm & 7 pm-sign-off; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

CLASS AA						
	1x	26x	52x	104x	208x	312x	520x
1 min	16.00	14.50	13.50	13.00	12.50	11.50	10.50
30 sec	13.00	12.00	11.00	10.50	9.50	8.50	7.50
CLASS A							
1 min	14.50	13.50	13.00	12.50	12.00	10.50	9.50
30 sec	12.00	11.00	10.50	10.00	9.50	8.50	6.87

10 sec: 50% of 1-min.
Fixed time: Extra 10%.

7. PACKAGE PLANS

CLASS AA					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	14.00	12.50	12.00	11.00	10.50
30 sec	11.50	11.00	10.00	9.00	8.50
CLASS A					
1 min	11.50	10.00	9.50	8.50	8.00
30 sec	9.00	8.50	7.50	7.00	6.00

10 sec: 50% of 1-min.
Fixed time: Extra 10%.

9. PARTICIPATING PROGRAMS
Bev Baker—Mon thru Fri 10:30-11 am, AA 1-min. 1x rate plus 15%. (13 wk minimum.)

10. SPECIAL FEATURES

NEWSCASTS:	AA		A	
PER WK:	1 ti	6+	1 ti	6+
5 min	22.00	20.50	20.00	18.50
10 min	29.00	27.00	27.50	25.00
1/4 hr	36.00	34.00	35.00	32.50

Submitted by Leslie A. Peek.

KING

1927
SEATTLE

NAB

Subscriber to the NAB Radio Code

Media Code 4 249 5510 2.00
King Broadcasting Co., 320 Aurora Ave., N., Seattle, Wash. 98109. Phone 206-223-5229. TWX 206-998-0240.

1. PERSONNEL
Station Manager—Jim Kime.
General Sales Manager—Ralph Heyward.

2. REPRESENTATIVES
Blair Radio.
Canada—Paul Mulvihill & Co. Ltd.

3. FACILITIES
50,000 w.; 1000 kc. Directional—different pattern day and night.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a, 27, 29a, 33a.
Contracts: 40c, 41, 42d, 44b, 45, 46, 49.
Comb.; Cont. Discounts: 60b, 60e, 601, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with Blair Represented Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 3/10/75—Rec'd 3/18/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7-pm.
AA—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 10 am-7 pm.
A—Sat & Sun 6-10 am; Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA					
PER WK:	6 ti	12 ti	16 ti	24 ti	
PER YR:		250x	500x	750x	1000x
1 min	46	44	42	40	38
30 sec	39	37	35	33	31
CLASS AA					
1 min	35	33	31	29	27
30 sec	30	28	26	24	22
CLASS A					
1 min	29	28	27	25	23
30 sec	25	24	23	21	19

ID's 60% of 1-min.

KING-FM

1947
SEATTLE

NAFMB

Subscriber to the NAB Radio Code

Media Code 4 249 5511 0.00
King Broadcasting Co., 320 Aurora Ave., Seattle, Wash. 98109. Phone 206-223-5061.
See affiliated AM station for additional information.

1. PERSONNEL
Station Manager—Stanton J. Barnes.
Program Director—Jim Wilke.

3. FACILITIES
ERP 100,000 w.; 98.1 mc.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 698 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 6 Eff 12/30/74—Rec'd 12/30/74.
AA—Mon thru Fri 3-11 pm; Sat & Sun 10 am-11 pm.
A—Mon thru Fri 10 am-3 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	7 ti	14 ti	21 ti	28 ti	7 ti	14 ti	21 ti	28 ti
AA	18	16	14	12	15	13	11	9
A	16	14	12	10	13	11	9	8
B	14	12	10	8	11	9	8	7

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

28 DAYS:	24 ti	46 ti	72 ti	84 ti
1 min	12	11	10	9
30 sec	10	9	8	7

7 DAYS:	1 min	30 sec
14 ti (7AA, 5A, 2B)	175	140
21 ti (11AA, 5A, 5B)	225	190
28 ti (11AA, 10A, 7B)	260	225

10. SPECIAL FEATURES

NEWS, 28 DAYS:	4 ti	12 ti	20 ti	28 ti
AA	29	25	21	17
A & B	25	21	17	15

Inc 1 1-min spot/2 10-sec open & close plus 1 30-sec news adjacency.

KIRO Newsradio 7.

1927
SEATTLE

Bonneville International Corporation

NBC Radio Network

Represented by CBS RADIO SPOT SALES

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 249 5605 0.00
KIRO Radio Northwest, 3rd & Broad, Seattle, Wash. 98121. Phone 206-624-7077. TWX 910-444-1350.

STATION'S PROGRAMMING DESCRIPTION
KIRO: Programmed for adults.
Newsblocks 5:30-9 am M-Sat, noon-1 pm M-F, 4-7 pm M-F & 8-11 am Sun. Personality/information shows 9 am-noon M-F & 1-4 pm M-F. News, constant information & music with weekend personalities Sat & Sun. All-night talk show. Contact Representative for further details. Rec'd 6/27/74.

1. PERSONNEL
Vice-Pres., & Sta. Mgr.—Jack Adamson.
General Sales Manager—Phil Syrdal.
Dir., News & Prog. Oper.—Norm Woodruff.

2. REPRESENTATIVES
CBS Radio Spot Sales.

3. FACILITIES
50,000 w.; 710 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 gross time charges.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 6a, 7b.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 22a, 24b, 25a, 27, 29a.
Contracts: 40a, 41, 44a, 46, 48, 51b, 51c.
Comb.; Cont. Discounts: 60h, 60d, 60f, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
All sports and special event sponsorships absolutely non-cancellable.
Prod. Services: 80, 81, 82.
FM facilities: KSEA.
Affiliated with NBC and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
KIRO/KSEA COMBINATION
No. 4A Eff 9/30/74 Rev 1/24/75—Rec'd 1/27/75.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Fri 3-7 pm & noon-1 pm; Sat 10 am-7 pm.
A—Mon thru Fri 10 am-noon & 1-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
SECTION I
1 MINUTE

PER WK	1 ti	7 ti	14 ti	21 ti	28 ti	
PER YR:	(*)	156x	312x	520x	780x	1040x
AAA	70	65	60	55	50	47
AA	43	40	38	35	33	30
A	33	30	28	27	26	25
B	20	19	18	17	16	15

(*) Fixed position, within 1/2 hr segments.
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
AM only: 80% of KIRO/KSEA combination.

7. PACKAGE PLANS
SECTION II—WEEKLY CIRCULATION
PLANS—ROS
MAXIMUM IMPACT PLANS—1 MINUTE

PER WK:	Cost
7 ti (2AAA, 2AA, 2A, 1B)	266
14 ti (4AAA, 4AA, 4A, 2B)	504
21 ti (6AAA, 6AA, 6A, 3B)	714
28 ti (8AAA, 8AA, 8A, 4B)	896
35 ti (10AAA, 10AA, 70A, 5B)	1050
TAP—1 MINUTE	
7 ti (1AAA, 2AA, 2A, 2B)	224
14 ti (3AAA, 3AA, 4A, 4B)	406
21 ti (4AAA, 4AA, 7A, 6B)	546
28 ti (5AAA, 5AA, 9A, 9B)	672
35 ti (7AAA, 7AA, 11A, 10B)	770

WCP CONVERT AS FOLLOWS:
Higher-to-lower: 2AAA and/or AA spots equal to 3 A spots; 2A equal to 3B.
Lower-to-higher: 3B equal to 2A; 3A equal to 2AAA and/or AA spots.
Sec I may be added to Sec II at applicable rates & are fully convertible.
FM rates are not convertible.
AM only: 80% of KIRO/KSEA combination.
Submitted by Phil Syrdal.

KIRO-FM

The call letters of this station have been changed to:

KSEA

WASHINGTON

KISW (FM)

1950
SEATTLE

KAYE-SMITH RADIO

mcgavren-guild
pgw radio, inc.

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 249 5700 9.00
Kaye-Smith Radio, Box 3726, Seattle, Wash. 98124. Phone 206-938-5479.
See affiliated AM station for additional information.
AM facilities: KJR.

STATION'S PROGRAMMING DESCRIPTION
KISW (FM): MUSIC: Rock interspersed with topical comment & thought. NEWS: at :30. Contact Representative for further details. Rec'd 1/16/73.

1. PERSONNEL
Executive Director—Lester M. Smith.
Station Manager—Robert Bingham.
Program Director—Lee Michaels.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 100,000 w.; 99.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 350 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 7 Eff 1/1/75—Rec'd 1/28/75.
AAA—Mon thru Fri 2 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 6 am-2 pm; Sat & Sun 6 am-10 am.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	23	20	16	14	8	6
12 ti	22	19	15	13	8	6
18 ti	21	18	14	12	8	6
24 ti	20	17	13	11	8	6
36 ti	19	16	12	10	8	6

7. PACKAGE PLANS

TAP I—1/2AAA, 1/2AA			
PER WK:	12 ti	24 ti	36 ti
1 min	17	15	13
30 sec	15	13	11
TAP II—1/3AAA, 1/3AA, 1/3A			
1 min	13	11	9
30 sec	11	9	7

Submitted by Robert R. Bingham.

KIXI KIXI-FM

1947 1960
SEATTLE

HR STONE radio

NAB

Subscriber to the NAB Radio Code

Media Code 4 249 5795 9.00
KIXI, Inc., Box 21269, Seattle, Wash. 98101. Phone 206-623-6910.

STATION'S PROGRAMMING DESCRIPTION
KIXI: Programmed for adults 18+.
MUSIC: general popular with mix of standards & MOR with current MOR hits. NEWS: network at :60. News blocks 7-8:30 am & 4:30-6 pm. M-F. 6 newspersons. Local news plus network, weather, traffic, stock market & time checks. Contact Representative for further details. Rec'd 7/7/75.

1. PERSONNEL
President—Wally N. Nelskog.
Vice-Pres. & Gen'l Mgr.—Gilbert J. Jacobsen.

2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.
Portland—Art Moore & Assoc., Inc.

3. FACILITIES
1,000 w.; 910 kc. Directional.
Operating schedule: 24 hours. PST.
FM ERP 100,000 w.; 95.7 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 1,100 ft. above average terrain.

4. AGENCY COMMISSION
15/0: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with CBS.
All spots and programs purchased by sponsor will be aired on both AM & FM—no additional cost for FM.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 9/1/74—Rec'd 8/6/74.
AAAA—Mon thru Sat 5:30-10 am.
AAA—Mon thru Sat 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 5:30 am-7 pm.
A—Mon thru Sun 7 pm-midnight.

(This listing continued on next page)

WASHINGTON

Seattle—KIXI, KIXI-FM—Cont'd

6. SPOT ANNOUNCEMENTS

PER YR:	AAAA 1 min	AAAA 30 sec	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	44	35	38	30	36	29	26	21
100 x	40	32	36	29	34	27	25	20
250 x	35	28	32	25	30	24	23	19
350 x	34	27	30	24	26	21	21	17
500 x	32	26	28	23	24	20	20	16
750 x	31	25	27	22	23	19	19	15
1000 x	30	24	26	21	22	18	18	14

7. PACKAGE PLANS

WEEKLY ROTATING PLAN

	AAAA 1 min	AAAA 30 sec	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
7 ti	40	32	37	30	35	28	25	20
14 ti	38	30	35	28	33	26	24	19
21 ti	36	29	33	26	31	25	22	18
28 ti	34	27	31	25	29	23	21	17
35 ti	32	25	29	23	27	22	19	15

TOTAL AUDIENCE PLAN

PER WK, EA:	1 min 30 sec
Plan I—7 ti (1AAAA, 1AAA, 3AA, 2A)	32 26
Plan II—14 ti (2AAAA, 2AAA, 5AA, 5A)	29 23
Plan III—21 ti (3AAAA, 4AAA, 7AA, 7A)	26 21
Plan IV—28 ti (4AAAA, 5AAA, 10AA, 9A)	25 20
Plan V—35 ti (5AAAA, 6AAA, 12AA, 12A)	23 19

10. SPECIAL FEATURES

NEWS 90

7-8:30 am & 4:30-6 pm rotating. Applicable rate plus 10%.

Guaranteed position: Applicable rate plus 20%.

WK:	5 min *AAAA	5 min *AAA	5 min AA	5 min A	2-1/2 min *AAAA	2-1/2 min *AAA	2-1/2 min AA	2-1/2 min A
10 ti	46	40	38	23	39	34	32	22
6 ti	49	43	41	27	42	37	35	25
1 ti	52	46	44	30	46	41	38	28

(*) News 90, plus 10%.

Submitted by Tani Church.

KJR

1923
SEATTLE

KAYE-SMITH RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 249 5890 8.00

Kaye-Smith Radio, Box 3726, Seattle, Wash 98124. Phone 206-937-5090.

1. PERSONNEL
Executive Director—Lester M. Smith.
Station Manager—J. Shannon Sweatte.
Sales Manager—Rod Krebs.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 950 kc. Directional—night only.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION
15/0 net time; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 29b, 32b, 33a.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47c, 48, 49, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60c, 60d, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KISW (FM).

TIME RATES

No. 22 Eff 12/1/72—Rec'd 11/30/72.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 8 am-8 pm; Sun 10 am-6 pm.
A—Mon thru Fri 5-6 am, 10 am-3 pm & 7-11 pm; Sat 5-8 am & 8 pm-midnight; Sun 6-9 pm.
B—Mon thru Fri 11 pm-1 am; Sun 5-10 am & 9 pm-1 am.
C—Mon thru Sat 1-5 am; Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec	B 1 min	B 30 sec
6 ti	57	46	44	35	28	22
12 ti	54	43	41	33	25	20
18 ti	49	39	36	29	22	18
24 ti	46	37	33	26	19	15

KMPS

(formerly KOL)
1922
SEATTLE

EASTMAN RADIO, INC.

RAB

A Hercules Broadcasting Station

Media Code 4 249 6080 5.00

Hercules Broadcasting Co., 1100 S.W. Florida St., Seattle, Wash. 98134. Phone 206-622-2312.

STATION'S PROGRAMMING DESCRIPTION

KMPS: Programmed for adults.
MUSIC: modern country. NEWS: at :55 plus supplementary news at :25 in am & pm drive times. Emphasis on community involvement with many public affairs projects. SPORTS: at :45. FARM: market reporting & special agricultural feeds 5-6 am. Contact Representative for further details. Rec'd 8/5/75.

1. PERSONNEL
President—Manning Slater.
Manager—Jim McGovern.
National Sales Coordinator—Karen Rose.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
5,000 w.; 1300 kc. Directional—nighttime only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3a, 4a, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c.
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33d.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60a, 60g, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 81, 82.
Does not accept political advertising.
FM facilities: KEUT.

TIME RATES

No. 76 Eff 9/1/75—Rec'd 8/5/75.

AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.
C—All other times.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)
30 ti	45	36	37	30	36	29	24	19
24 ti	48	38	40	32	39	31	25	20
18 ti	51	41	43	34	42	34	26	21
12 ti	53	42	45	36	44	35	27	22
6 ti	55	44	47	38	46	37	29	23
Fixed	60	48	50	40	48	38	30	24

C: 50% of B.
(*) 30 sec.

7. PACKAGE PLANS

	AAA 1 min	AAA (*)	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)
30 ti	36	29	30	24	29	23	19	14
24 ti	38	30	32	26	31	25	20	15
18 ti	41	33	34	27	33	26	21	16
12 ti	42	34	36	29	36	29	22	17
6 ti	44	35	38	30	37	30	23	18
Fixed	48	38	40	32	39	31	24	19

C: 50% of B.

ANNUAL PLAN

500 x	36	29	30	24	29	23	19	14
1000 x	32	26	26	21	25	20	16	12

Equally distributed over 5+ day within wk.
(*) 30 sec.

Submitted by John McRae.

KOL-FM

NOTE: The call letters of this station have been changed to:

KEUT

KOMO

1926
SEATTLE

American Information Network

KATZ RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 249 6175 3.00

Fisher's Blend Station, Inc., 100 4th Ave., N., Seattle, Wash. 98109. Phone 206-223-4000. TWX 910-444-2253.

STATION'S PROGRAMMING DESCRIPTION

KOMO: Programmed for adults.
All PERSONALITIES handle all segments. MUSIC: middle-of-the-road throughout day. NEWS: local news hourly at :57 followed by network news on hour plus three 15 min newscasts. Features: airplane traffic reports, stock market, ski, fishing, food and recipe news, school comments, recreation reports and marine weather. SPORTS: pro basketball and sports reports daily and hourly on weekends. Product protection: 10 minute separation guaranteed. Contact Representative for further details. Rec'd 8/6/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—William W. Warren.
Vice-Pres. & Sta. Mgr.—Jay Ward.
General Sales Manager—Fred Kaufman.

2. REPRESENTATIVES
Katz Radio.
Portland—Simpson/Reilly & Associates Co.
Eastern Canada—Andy McDermott Sales Ltd.

3. FACILITIES
50,000 w.; 1000 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: *10b, 11b, 12b, 13b, 14b, 15e.
Basic Rates: 20b, 22a, 24b, 24c, 25a, 27, 29a, 30, 33b.
Contracts: 40a, 41, 42a, 44b, 45, 46, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
(*) Applies to non-continuous users of 1,000 or more spots within contract year. Minimum rate holder 3 spots per week.
Affiliated with American Information Network.
Affiliated with Katz Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 22 Eff 5/1/75—Rec'd 4/7/75.

AA—Mon thru Sat 5:30-10 am.
A—Mon thru Sat 3-7 pm; Sat 10 am-3 pm.
B—Mon thru Fri 10 am-3 pm; Sun 5 am-7 pm.
C—Mon thru Sun 7-10:30 pm.
D—All other times.

6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	PER YR:	AA	A	B	C	*D
1 ti	.....	85	50	42	28	12
6 ti	52 x	76	47	38	26	11
12 ti	104 x	70	43	35	24	10
18 ti	156 x	65	39	32	22	9
24 ti	260 x	58	36	29	20	8
.....	312 x	54	34	27	19	7
.....	520 x	51	32	26	18	6
.....	780 x	48	31	25	17	5
.....	1040 x	....	30	24	16	4

30/20/10 SECONDS

1 ti	.....	72	42	35	24	---
6 ti	52 x	65	40	32	22	---
12 ti	104 x	60	37	30	21	---
18 ti	156 x	55	33	27	20	---
24 ti	260 x	49	31	24	17	---
.....	312 x	46	29	23	16	---
.....	520 x	43	27	22	15	---
.....	780 x	41	26	21	14	---
.....	1040 x	....	25	20	13	---

B, C & D spots fixed within 1/2 hr periods, 120% of applicable rates.
(*) D not combinable for frequency discounts except on TAP III.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
TAP I, 1/3AA, 1/2A, 1/6C:				
1 min	47	43	39	36
30 sec	40	37	33	31
TAP II, 1/6AA, 1/6A, 2/3B:				
1 min	41	38	35	32
30 sec	34	32	30	27
TAP III, 1/6AA, 1/6A, 1/3B, 1/6C, 1/6D:				
1 min	34	31	28	25
30 sec	29	26	24	21
TAP IV, 1/2B, 1/2C:				
1 min	28	26	24	22
30 sec	24	22	21	20

TAP V, 1/2 SAT, 1/2 SUN or 1/3 SAT, 1/3 SUN, 1/3 MON; 5:30 AM-MIDNIGHT.

1 min	28	26	24	22
30 sec	24	22	21	20

6. PROGRAM TIME RATES

PER YR:	5 min AA	5 min A	5 min B	5 min C	2-1/2 min AA	2-1/2 min A	2-1/2 min B	2-1/2 min C
1 x	125	75	63	42	110	63	53	35
52 x	115	70	57	39	95	59	48	33
104 x	105	65	53	36	90	54	44	30
156 x	95	60	48	33	80	49	40	28
260 x	85	55	44	30	70	45	36	25

10. SPECIAL FEATURES

WEEKEND NEWS/WEATHER PLAN

PER WK:	6 ti	12 ti	18 ti	24 ti
PER YR:	52x	104x	156x	260x
2-1/2 min	41	37	33	30

Multiples of 2: scheduled 1/2 Sat & 1/2 Sun. Will rotate throughout 5:30 am-midnight both days. Weather reports, Stock Market, Skiing, Fishing—2-1/2-min rates.
Air Traffic Reports—Applicable 1-min rate plus 5.00 production charge.

Edited by Fred Kaufman.

KQIN

1970
BURIEN

Country

Media Code 4 249 6195 1.00

Suburban Broadcasters, Box 66558, 148-B S. W. 153rd, Seattle, Wash. 98166. Phone 206-243-8303.

STATION'S PROGRAMMING DESCRIPTION

KQIN: MUSIC: Country & western, featuring current hits blended with golden favorites. NEWS, local & national at :60 & :30; frequent weather & time reports. SPORTS: hrly at :15; wknd scoreboard hrly; race results & ski reports. Rec'd 9/10/73.

1. PERSONNEL
General Manager—John Mowbray.
Operations Manager—Jim Hewett.

3. FACILITIES
500 w.; 800 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time only; payable 15th.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 12f, 13f, 14f, 15a, 15d, 16.
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 23b, 24b, 24c, 25b, 27, 28a, 28c, 29a, 32b 33b.
Contracts: 40a 41, 42b, 42d, 44a, 44b, 45, 46, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62d.
Cancellation: 70e, 73b.
Prod. Services: 80, 82.

TIME RATES

No. 5 Eff 6/1/75—Rec'd 7/3/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti	30 ti
1 min	11.00	10.00	9.50	9.00	8.50
30 sec	9.00	8.00	7.50	7.00	6.50

10. SPECIAL FEATURES

NEWSCASTS, MON THRU SAT ROTATING

FIRM 13 WK:	EA
6 ti :30, incl open & close plus 1-min	10
6 ti :60, incl open & close plus 30 sec	8

DISCOUNT

13 wk—5% 26 wk—10%

Edited by John W. Mowbray.

KRKO

1920
EVERETT

NAB RAB

Media Code 4 249 6220 7.00

Everett Broadcasting Company, Inc., Box 1237, Everett, Wash. 98206. Phone 206-355-1144.
Other office—314 First Ave., Seattle, Wash. 98104. Phone 206-743-1144.

STATION'S PROGRAMMING DESCRIPTION

KRKO: Programmed for general interest.

Feature Air Personalities. MUSIC: general popular music. NEWS: 5 min :30 & :60 in traffic periods. 10 min at 7, 8, 9, noon and 5 pm, 5 min on the hour & 3 min on half hour 9:30 am to 2:30 pm. 3 min on hour 7 pm-5 am. 4 local newsmen, AP, UPI, 4 radio-equipped news-cars. Traffic reports AM & PM. SPORTS: high school football & basketball. Regular sports reports on hour and half hour. Local public service, meeting notices, throughout hour. Contact Representative for further details. Rec'd 8/1/74.

1. PERSONNEL
President—William B. Taft.
Sales Manager—Bob Young.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Washington, Oregon—Simpson/Reilly & Associates Co.

3. FACILITIES
5,000 w.; 1380 kc. Directional—night only
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% on net time and talent charges.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 23a, 24b, 24c, 25a, 27, 28a, 29b.
Contracts: 40a, 41, 45, 46, 48.
Comb.: Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70e, 71a, 72.
The following rates include station time 40%; other services 60%.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 25B Eff 6/24/74—Rec'd 6/24/74.

AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm; Sat & Sun noon-6 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 7 am-noon.
B—Mon thru Fri 7 pm-midnight; Sat & Sun 6 pm-midnight.
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

CLASS AAA

WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti	.....	.....
MO:	20 ti	30 ti	45 ti	60 ti	75 ti	90 ti	120 ti	.....
YR:	100x	175x	350x	500x	750x	1000x	1500x	2000x
1 min	17.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	13.60	12.80	12.00	11.20	10.40	9.60	8.80	8.00

CLASS AA

1 min	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	12.00	11.20	10.40	9.60	8.80	8.00	7.20	6.40

CLASS A

1 min	13.00	12.50	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	10.40	10.00	9.60	8.80	8.00	7.20	6.40	5.60

CLASS B

1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	6.40	6.00	5.60	5.20	4.80	4.40	4.00	3.60

C: 50% of B.
10 sec: 60% of 1-min.
Fixed times within 1/2 hr periods.

7. PACKAGE PLANS

*PRIME ROTATOR—1/3AAA, 1/8AA, 1/3A

WK:	12 ti	18 ti	24 ti	30 ti	36 ti	.....	.....
MO:	24 ti	36 ti	48 ti	60 ti	72 ti	100 ti	.....
YR:	100x	200x	300x	400x	500x	750x	1000x
1 min	13.50	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	10.80	10.40	9.60	8.80	8.00	7.20	6.40

*ROS 1/8AA, 2/8AA, 3/8A, 2/8B

WK:	8 ti	16 ti	24 ti	32 ti	40 ti	.....	.....
MO:	24 ti	48 ti	64 ti	96 ti	120 ti	160 ti	.....
YR:	144x	288x	448x	672x	960x	1280x	1600x
1 min	12.00	11.00	10.00	9.00	8.00	7.50	7.00
30 sec	9.60	8.80	8.00	7.20	6.40	6.00	5.60

(*) Rotates equally.

TOTAL MARKET PLAN

WK:	6 ti	12 ti	24 ti	42 ti	60 ti	84 ti	.....
MO:	18 ti	36 ti	72 ti	108 ti	168 ti	225 ti	.....
YR:	250x	500x	750x	1000x	2000x	3000x	4000x
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	7.20	6.80	6.40	6.00	5.60	5.20	4.80

Bonus discount—Sun, Mon, Tues or 7 consec days, 20%.
Equally spread 24 hrs. Minimum 6 ti per day.

10. SPECIAL FEATURES

NEWS SPONSORSHIP

PER YR:	65x	130x	195x	260x	520x	780x	1040x
AAA	19.00	18.50	18.00	17.50	17.00	16.00	15.00
AA	17.00	16.50	16.00	15.50	15.00	14.00	13.00
A	15.00	14.50	14.00	13.50	13.00	12.00	11.00
B	10.00	9.50	9.00	8.50	8.00	7.00	6.00

AAA, AA & A—5-min with ID open, close plus 1-min spot.
B news—3 min with ID open, close plus 30-sec spot.
C: 1/2 B.

TAP NEWS—1/6AAA, 2/6AA, 1/6A, 1/6B, 1/6C

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
13 wk	10.00	9.50	9.00	8.50	8.00
26 wk	9.50	9.00	8.50	8.00	7.50
52 wk	9.00	8.50	8.00	7.50	7.00

Preemptible, equally spread over 7 days.

Edited by William Taft.

KSEA

(formerly KIRO-FM)
1946
SEATTLE

Bonneville International Corporation

NAB RAB NAFMB

Subscriber to the NAB Radio Code

Media Code 4 249 6245 4.00

KIRO, Broadcast House, 3rd & Broad, Seattle, Wash. 98121. Phone 206-624-7077.
See affiliated AM station for additional information.
AM Facilities: KIRO.

STATION'S PROGRAMMING DESCRIPTION

KSEA: Programmed for adults.
MUSIC 95%: MOR, current popular, showtunes, standards. NEWS & EDITORIALS 5%. COMMERCIALS POLICY: 7 announcements per hour. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Vice-Pres. & Sta. Mgr.—Richard T. Dixon.

2. REPRESENTATIVES
CBS Radio Spot Sales.

(This listing continued on next page)

3. FACILITIES
EIRP 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours. PST.
Antenna ht.: 730 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Sold in combination with KIRO. See that listing for rates.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 6/10/75—Rec'd 6/30/75.
AAA—Specified fixed positions.
AA—Advertiser selected day parts.
A—Rotated 6 am-11 pm.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	.....
PER YR, 1 MIN:	.....	26x	52x	156x	312x
AAA	24	23	22	20	19
AA	20	19	18	16	15
A	18	17	16	14	13

30 sec: 80% of 1-min.
7. PACKAGE PLANS
TAP—1/3 MIDNIGHT-6 AM, 2/3 6 AM-MIDNIGHT
100 ti 935.00

ANNUAL VOLUME CONTRACT

	-AAA-	-AA-	-A-
500 x	16	14	12
1000 x	15	13	10

Submitted by Phil Syrdal.

KTW
1920
SEATTLE

NAB R A B

Media Code 4 249 6270 2.00
Sterling Recreation Organization, 1426 Fifth Ave. Bldg., Seattle, Wash. 98101. Phone 206-323-8900.

STATION'S PROGRAMMING DESCRIPTION
KTW: 100% news & conversation. 5:30-9 am continuous news service, recycles each 20 minutes starting at :60; check points update top stories, weather, traffic every 10 minutes. Sports, financial reports, commentary, editorials at :15, :35, :55. 9 am-4 pm and 11:15 pm-5:30 am, station-directed conversation; topical, covering human interest, involving local and world newsmaker guests, listener calls, station communicators. Sports, 4 pm to sign-off, station-directed conversation covering top sports stories and topics of general sports interest, with celebrity guests from field of sports, local and worldwide, moderated by station's sports personality, telephone talk format. News reports and check points. Contact Representative for further details. Rec'd 2/28/74.
1. PERSONNEL
President—Fredric A. Danz.
Director of Group Programming—Bo Donovan.
General Manager—Warren Maus.
2. REPRESENTATIVES
GCI Sales, Inc.
3. FACILITIES
5,000 w.; 1250 kc. Non-directional.
Operating schedule: 11:15-pm local sunset. PST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 5, 6h, 7b, 8.
Basic Rates: 20b, 22a, 24c, 25a, 27, 33c.
Contracts: 40a, 41, 43, 45, 46, 48.
Comb.; Cont. Discounts: 60i, 60k, 62d.
Cancellation: 71a, 73b.
Prod. Services: 81.
FM facilities: KZOK (FM).

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 8/1/74—Rec'd 7/12/74.
News—Mon thru Sat 6-9 am.
Talk—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.
Sports—Mon thru Sat 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	News/Sports				Talk			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	20	19	18	17	16	15	14	13
30 sec	16	15	14	13	13	12	11	10

10 sec: 50% of 1-min.

A. PER WK:	6 ti	12 ti	18 ti	24 ti
1 min/less	12	10	8	7

7. PACKAGE PLANS
IMPACT—1/3 NEWS, 1/3 TALK, 1/3 SPORTS

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	16	15	14	13
30 sec	13	12	11	10

10 sec: 50% of 1-min.
ACCUMULATING DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%

KURB

NOTE: The call letters of this station have been changed to:

KAAR

KUUU
1956
SEATTLE

Subscriber to the NAB Radio Code
Media Code 4 249 6320 5.00
Davis Broadcasting Corp., 1216 Pine, Seattle, Wash. 98101. Phone 206-682-3793.

STATION'S PROGRAMMING DESCRIPTION
KUUU: Emphasis toward the 20-40 year old adults. MUSIC: oldies, top 40 from 50's & 60's with current hits. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 6/4/73.
1. PERSONNEL
President—Philip C. Davis.
Executive Vice-President—William H. Weaver.
Station Manager—Buzz Barr.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1590 kc.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.
*Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.
Contracts: 40c, 41, 42h, 42d, 44a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60i, 60k, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
(*) Except for 52 week advertisers.
Affiliated with Eastman Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff——————Rec'd 4/10/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-5 am.

6. SPOT ANNOUNCEMENTS

	—AA—		—A—		—B—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	18	14	15	12	10	8
10 ti	17	13	14	11	9	7
20 ti	15	11	12	9	7	5
50 ti	12	9	10	7	5	3
PER YR:						
156 x	17	13	14	11	9	7
260 x	16	12	13	10	8	6
312 x	15	11	12	9	7	5
500 x	13	10	10	7	5	3

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

PER WK:	12 ti	24 ti	36 ti	48 ti
1 min	12	11	10	9
30 sec	9	8	7	6

KVI
1929
SEATTLE

GOLDEN WEST BROADCASTERS
Represented by
Major Market Radio, Inc.

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 249 6365 0.00
Golden West Broadcasters, Inc., Tower Bldg., Seattle, Wash. 98101. Phone 206-223-5700. TWX 910-444-2185.

STATION'S PROGRAMMING DESCRIPTION
KVI: Programmed for young adults and adults. MUSIC: popular, middle-of-the-road, with current, standards, jazz. Feature 6 air personalities. NEWS: hourly 5 min, half hour headlines, extended news 7 am, 8 am, noon, 6 pm. Commentaries, business news, frequent documentaries, occasional editorials. 6 newsmen, 6 stringers, 4 mobile units, UPI, AP, UPI audio. SPORTS: professional soccer, college football, basketball, track, crew. Contact Representative for further details. Rec'd 5/2/74.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack J. Bankson.
General Sales Manager—Rich Robertson.
Program Director—Don Hofmann.
2. REPRESENTATIVES
Major Market Radio, Inc.
3. FACILITIES
5,000 w.; 570 kc. Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.
Basic Rates: 20a, 21d, 22b, 23a, 24b, 24c, 25a, 28a, 29a, 33a.
Contracts: 40c, 41, 42a, 44h, 46, 47a, 48, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Advertisers cooperating in group broadcasts required to make individual contracts.
All other copyright material must be paid and cleared for at source. Rates are for station time and facilities and do not include talent.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 9/15/74—Rec'd 9/3/74.
Morning Commute (MC)—rotates Mon thru Fri 5:30-10 am.
Commute Club (CC)—rotates Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 5:30 am-7 pm.
B—Mon thru Sun 5-5:30 am & 7 pm-midnight.
C—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

	1 MINUTE					
PER WK:	6 ti	12 ti	18 ti	24 ti	.....	.....
PER YR:	52x	156x	312x	520x	780x	1040x
MC	56	52	48	44	40	36
CC	33	36	34	32	30	28
A	28	26	24	22	20	18
B	14	13	12	11	10	9
C	9	8	7	6	5	5
	30 SECONDS					
MC	45	42	38	35	32	29
CC	31	29	27	25	23	21
A	23	21	19	18	16	15
B	12	11	10	9	8	7
C	7	6	5	5	4	4

10 sec: 50% of 1-min, excluding B & C.
C does not earn additional frequency discounts, may be purchased at frequency already earned, or as earned by C spots only.
7. PACKAGE PLANS

TAP I

PER WK, EA:	1 min	30 sec
6 ti (1MC, 2CC, 3A)	33	26
12 ti (3MC, 3CC, 6A)	31	25
18 ti (5MC, 5CC, 8A)	29	23
24 ti (6MC, 6CC, 12A)	27	22
36 ti (9MC, 9CC, 18A)	25	20

TAP II

PER WK, EA:	1 min	30 sec
6 ti (1MC, 2CC, 2A, 1B)	30	24
12 ti (3MC, 3CC, 3A, 3B)	28	22
18 ti (5MC, 5CC, 4A, 4B)	26	21
24 ti (6MC, 6CC, 6A, 6B)	24	19
36 ti (9MC, 9CC, 9A, 9B)	22	18
TAP III		
6 ti (2CC, 2A, 2B)	24	19
12 ti (4CC, 4A, 4B)	22	18
18 ti (6CC, 6A, 6B)	20	16
24 ti (8CC, 8A, 8B)	19	15
36 ti (12CC, 12A, 12B)	18	14
TAP IV		
6 ti (1CC, 3A, 1B, 1C)	21	17
12 ti (2CC, 6A, 2B, 2C)	20	16
18 ti (4CC, 8A, 3B, 3C)	18	15
24 ti (6CC, 10A, 4B, 4C)	17	14
36 ti (9CC, 15A, 6B, 6C)	16	13

10. SPECIAL FEATURES
Newscasts—7-8 am, 10 min, 1/2 sponsorship, ea 60.00; all other times, 5 min, applicable spot rate plus 4.00.

KWYZ
1957
EVERETT

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 249 6410 4.00
Snohomish County Broadcasting Corp., Box 1234, 3336 Hewitt Ave., Everett, Wash. 98206. Phone 206-252-5123.

STATION'S PROGRAMMING DESCRIPTION
KWYZ: Programmed primarily for adults 18-55. MUSIC: modern country from top albums & singles plus current & past hits. 6 air personalities. News: 5 min at :55, 7 min at :30 drive-times; 1-min at :30 non-drive times: 15 min at 11:55 am, 4:55 pm: 35 min at 7:30 am. 2 mobile units for local coverage. SPORTS: hourly plus speedway races 2x/wkly in season; live hydroplane coverage: FEATURES: business news 2x/daily; stock reports 3x/daily; traffic reports daily drive times. Remote broadcasts from all major county events, parades, fairs, etc., community involvement. Contact Representative for further details. Rec'd 3/31/75.
1. PERSONNEL
Gen'l & Sales Mgr.—Martin Hamstra.
Operations Manager—Rick Knapp.
Program Director—Tom Lewis.
2. REPRESENTATIVES
Radio Time Sales/International.
Northwest—The Tacher Company.
3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15h.
Basic Rates: 20a, 21b, 22a, 23a, 25a, 26, 27, 28b, 28c, 29a, 33a.
Contracts: 40a, 41, 42h, 44a, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60f, 60i, 61a, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 11 Eff 5/1/75—Rec'd 5/27/75.
AAA—Mon thru Fri 6-9 am.
AA—Mon thru Fri 3-7 pm; Sat 9 am-4 pm.
A—Mon thru Fri 9 am-3 pm; Sat 6-9 am & 4-7 pm.
B—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.
C—Mon thru Sun midnight-6 am.

8. SPOT ANNOUNCEMENTS

			CLASS AAA					
YR:	1x	.....	52x	156x	312x	520x	780x	1040x
MO:	.....	10 ti	20 ti	40 ti	60 ti	80 ti	100 ti	.....
WK:	.....	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	.....
1 min	21	20	19	18	17	16	15	14
30 sec	15	14	13	12	11	10	9	8
			CLASS AA					
1 min	17	16	15	14	13	12	11	10
30 sec	14	13	12	11	10	9	8	7
			CLASS A					
1 min	15	14	13	12	11	10	9	8
30 sec	11	10	9	8	7	6	5	4
			CLASS B					
1 min	11	10	9	8	7	6	5	4
30 sec	9	8	7	6	5	4	3	2
			CLASS C					
1 min	9	8	7	6	5	4	3	2
30 sec	8	7	6	5	4	3	2	1

7. PACKAGE PLANS

TAP PLANS

PLAN I, 6 am-7 pm.

YR:	52x	156x	312x	520x	780x	1040x
MO:	20 ti	40 ti	60 ti	80 ti	100 ti	.....
WK:	10 ti	20 ti	30 ti	40 ti	50 ti	.....
1 min	14	13	13	11	10	9
30 sec	10	9	8	7	6	5

PLAN II, 6 am-midnight.

YR:	52x	156x	312x	520x	780x	1040x
MO:	18 ti	42 ti	60 ti	84 ti	108 ti	.....
WK:	12 ti	18 ti	30 ti	42 ti	54 ti	.....
1 min	13	12	11	10	9	8
30 sec	9	8	7	6	5	4

PLAN III, 24 hrs daily.

YR:	.....	52x	156x	312x	520x	780x	1040x
MO:	10 ti	20 ti	40 ti	60 ti	80 ti	100 ti	.....
WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	.....
1 min	12	11	10	9	8	7	6
30 sec	9	8	7	6	5	4	3

10. SPECIAL FEATURES
News—Fixed rate plus 15%.
Edited by Rick Knapp.

KXA
1926
SEATTLE

Media Code 4 249 6460 0.00
KXA, Inc., 820 2nd Ave., W., Seattle, Wash. 98119. Phone 206-284-8600.

STATION'S PROGRAMMING DESCRIPTION
KXA: Programming is classical, ranging from light classics in the am, to heavy classics in the pm.

WASHINGTON

Ethnic, religious & cultural programming week-ends.
Rec'd 7/28/72.
1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—David M. Crandell.
Sales Manager—Arthur Jacobsen.
3. FACILITIES
1000 w. days; 770 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. AGENCY COMMISSION
15/0 time on.y.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.
Basic Rates: 20h, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 28c, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 44b, 45, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60h, 60d, 60f, 60i, 61b.
Cancellation: 70a, 70e, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 1/1/74—Rec'd 5/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	11.00	10.00	9.50	9.00	8.50

	—Per mo—			—Per yr—	
	25 ti	50 ti	100 ti	250x	500x
1 min	12.50	11.50	10.00	9.50	9.00
30 sec	9.00	8.00	7.00	6.50	6.00

10 sec: 50% of 1-min; combinable for frequency.
Fixed or less than 5 ti per wk, extra 10%.
7. PACKAGE PLANS
Weekend plan—2 successive wknds, Sat, Sun & Mon.
4 successive wknds, Sat & Sun only.

	1 min	30 sec		1 min	30 sec
40 ti	300	240	12 ti	120	90

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150	90	60	45	30

10+ min, minimum 250/52 wks, 10% discount.
10. SPECIAL FEATURES
5-min newscasts—1-1/2x 1-min. Spots in news at regular rotation rates except guaranteed news period. Sat ethnic program participation, per min 18.00.

KYAC — KYAC-FM
1964 — 1972
SEATTLE

Media Code 4 249 6555 6.00
Carl-Dek, Inc., 1305 3rd Ave., Seattle, Wash. 98101. Phone 206-624-9650.

STATION'S PROGRAMMING DESCRIPTION
KYAC: Programmed for young adult & teen listener. MUSIC: R & B, rock. Religious show 6-10 am Sun. AIR PERSONALITIES handle all segments & commercial production. NEWS: network news 13 times daily, network sports twice daily, local news 7 times daily, local headlines twice daily. Contact Representative for further details. Rec'd 3/3/75.
KYAC-FM: MUSIC: Jazz & progressive rock at night. Contact Representative for further details. Rec'd 3/3/75.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Don T. Dudley.
Station Manager—Veltry Johnson.
General Sales Manager—Lou Nihoul.
Program Director—Robert L. Scott.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
3. FACILITIES
5,000 w.; 1460 kc. Directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 19,000 w.; 96.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,075 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15/0: 15th of following month.
8. GENERAL ADVERTISING See coded regulations
Basic Rates: 20a.
Current advertisers protected against future rate increases for 13 weeks from effective date. 52 week advertisers protected for 52 weeks from change.
Affiliated with Mutual Black Network.
Affiliated with Bernard Howard Black Radio Network.

TIME RATES
No. 5 Eff 9/1/74—Rec'd 9/3/74.
AAA—Mon thru Fri 6-10 am & 3 pm-midnight; Sat & Sun 10 am-midnight.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am.
A—Mon thru Sun midnight-6 am.

8. SPOT ANNOUNCEMENTS

	—AAA—		—AA—		—A—	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	18	15	12	10	4	3
12 ti	16	13	11	9	4	3
18 ti	15	12	10	8	4	3
24 ti	14	11	9	7	4	3
36 ti	13	10	8	6	4	3
PER YR:						
50 x	16	13	11	9	4	3
100 x	15	12	10	8	4	3
250 x	14	11	9	7	4	3
500 x	13	10	8	6	4	3
1000 x	10	8	7	5	4	3

10 sec: 50% of 1-min.
7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA

PER WK:	12 ti	24 ti	36 ti
1 min	13	11	10
30 sec	11	9	8

KZAM — KZAM-FM
1958 — 1964
BELLEVUE

NAB

Subscriber to the NAB Radio Code
Media Code 4 249 6578 6.00
Bellevue/Eastside Radio Ltd., 1200 112th St., N. E., Bellevue, Wash. 98004. Phone 206-454-1540.

STATION'S PROGRAMMING DESCRIPTION
KZAM: Programmed for young adults 18-34.

(This listing continued on next page)

Seattle—KZAM, KZAM-FM—Cont'd

MUSIC: contemporary rock & related music, predominantly album cuts, includes jazz, folk, blues. AIR PERSONALITIES handle all segments. NEWS: 4 person local dept. Community news emphasis. Traffic. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
General Manager—A. Stewart Ballinger.
General Sales Manager—Howard V. Leendertsen.
Program Director—Tom Corddry.

2. REPRESENTATIVES
San Francisco, Los Angeles—Radio Time Sales/International.
New York, Chicago—The Devney Organization, Inc.

3. FACILITIES
5,000 w.; 1540 kc. Directional.
Operating schedule: 24 hours daily. PST.
FM-ERP 100,000 w.; 92.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,100 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; net 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 24b, 24c 25a, 27, 29a.
Contracts: 40a, 41, 44b, 46, 51b.
Comb.; Cont. Discounts: 60b, 60e, 601.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 7/15/75—Rec'd 7/31/75.
AAA — Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	—AAA— 1 min	—AAA— 30 sec	—AA— 1 min	—AA— 30 sec
7 ti		25	23	20	18
14 ti	100x	23	21	18	16
21 ti	250x	22	20	17	15
28 ti	500x	21	18	15	13
35 ti	1000x	20	17	14	12

A: 1 min 8.00; 30 sec 6.00.
Specified, extra 3.00.

7. PACKAGE PLANS
TAP—1/2AAA, 1/2AA

PER WK:	14 ti	21 ti	28 ti	
PER YR:	100x	250x	500x	1000x
1 min	20	18	16	15
30 sec	18	16	14	13

Specified, extra 3.00.
*CONSECUTIVE WEEK DISCOUNT
13 wk—6% 26 wk—8% 52 wk—10%
(*) All plans except yearly.

KZOK 102 and a half

1965
SEATTLE

gci sales

NAB RAB

Media Code 4 249 6602 8.00
Sterling Recreation Organization, 1426 Fifth Ave. Bldg., Seattle, Wash. 98101. Phone 206-223-3911.
See affiliated AM station for additional information.
AM facilities: KTW.

STATION'S PROGRAMMING DESCRIPTION
KZOK (FM): Rock aimed at adults 18-34. Albums & singles. Contact Representative for further details. Rec'd 11/1/74.

1. PERSONNEL
Pres./Broadcast Div.—Bruce Johnson.
General Manager—William C. Oeswalt.
Program Director—Jeffrey D. Salgo.
Sales Manager—Sam Cordova.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 1,165 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/75—Rec'd 7/21/75.
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun noon-midnight.
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.
A—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	37.00	27.75	35.00	26.25	16.00	12.00
19 ti	34.00	25.50	33.00	24.75	14.00	10.50
25-36	31.00	23.25	31.00	23.25	12.00	9.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
50/50 ACCESS PLAN—1/2AAA, 1/2AA

PER WK:	1 ti	19 ti	25-36
PER MO:	1 ti	36 ti	73-168
1 min	29.00	27.00	25.00
30 sec	21.75	20.25	18.75

BULK PLAN

PER YR:	500x	1000x
1 min	27.00	25.00
30 sec	20.25	18.75

Spots must run equally 4+ days.
Guarantee AAA, add 25% to bulk plan.
DISCOUNT
Wkly fixed package plans AAA, AA, & A only.
26 wk—5% 52 wk—10%
Submitted by Jil L. Hannah.

SHELTON

Mason County—Map Location B-3
See SHDS consumer market map and data at beginning of the State.

KMAS

1962
Media Code 4 249 6650 5.00
ABT, Inc., Box 760, Shelton, Wash. 98584. Phone 426-4404.

STATION'S PROGRAMMING DESCRIPTION
KMAS: Programmed for adults and young adults.

1. PERSONNEL
Owner—Bruce Jorgenson.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
Denver, Salt Lake—Bob Hix Co., Inc.

4. AGENCY COMMISSION
15% time only; 2% cash discount. 10th of following month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Western States Radio Empire.

TIME RATES
Eff 3/67—Rec'd 3/3/67.

7. PACKAGE PLANS

PER WK:	1-6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	52x	104x	156x	260x	612x
1 min	5.50	5.20	5.00	4.70	4.40
30 sec	4.40	4.16	4.00	3.76	3.52

10 sec ID's: 50% of 1-min.

SPOKANE (10 AM; 6 FM)

(including Opportunity)

Spokane County—Map Location F-2
See SHDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	32	26	32	15
B	24	18	22	15
C	22	14	19	14
D	16	13	16	11
AVERAGE	24	18	22	14

KEZE 1957 / KEZE-FM 1965

SPOKANE

NAB RAB

Media Code 4 249 6890 7.00
Bellevue Broadcasters, Box 8256, 6019 S. Crestline, Spokane, Wash. 99203. Phone 509-535-3688.

STATION'S PROGRAMMING DESCRIPTION
KEZE: Programmed for adults.
MUSIC: standards. AIR PERSONALITIES. NEWS: 15 min local at 7, 8 am & noon. Network news at :60 & :30. Stock market reports 3x daily 8:25, 10:25 am & 1:35 pm. Noon hour recipe program. Commentary 3x daily 6:45 am, 12:10, 5:45 pm. Contact Representative for further details. Rec'd 5/22/75.

1. PERSONNEL
President—F. Kemper Freeman.
General Manager—Sam R. Smith.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Seattle—Hugh Feltis & Associates.

3. FACILITIES
5,000 w.; 1380 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 41,000 w.; 105.7 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 580 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21b, 22a, 23b, 24b, 24c, 26, 28b, 28c, 29a, 30.
Contracts: 40a, 42b, 44a, 44b, 45, 46, 47a, 49, 50, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 601, 61a, 62c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with MBS.
Affiliated with American FM Network.

TIME RATES
Eff 4/1/75—Rec'd 3/4/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	13.00	10.40	10.40	8.30	5.20	4.15
12 ti	12.00	9.60	9.60	7.70	4.80	3.85
18 ti	11.00	8.80	8.80	7.05	4.40	3.50
24 ti	10.00	8.00	8.00	6.40	4.00	3.20
30 ti	9.00	7.20	7.20	5.75	3.60	2.40

ID's: 50% of 1-min.

7. PACKAGE PLANS
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	8.00	7.20	6.40	5.60	4.80

ROS—1/3AAA, 1/3AA, 1/3A

PER MO:	25 ti	50 ti	75 ti	100 ti	125 ti
1 min	8.00	7.20	6.40	5.60	4.80
30 sec	6.40	5.75	5.10	4.50	3.85

ID's: 50% of 1-min.

3. PROGRAM TIME RATES

	52x	104x	156x	260x
5 min	28	25	23	20

Edited by Sam R. Smith.

KGA

1926
SPOKANE

NAB

Media Code 4 249 6935 0.00
Liddie Broadcasting Corp., Box 8348, Spokane, Wash. 99203. Phone 509-535-4606.

STATION'S PROGRAMMING DESCRIPTION
KGA. MUSIC: modern country. AIR PERSONALITIES: NEWS: network at :60, local at :30, network commentator at 8 am & noon. SPORTS: professional football. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL
President—Wes Monroe.
General Manager—Steve Dean.
Program Director—Ron Norwood.

2. REPRESENTATIVES
BR/Stone Radio Representatives, Inc.
Seattle, Portland—Broadcast Northwest.

3. FACILITIES
50,000 w.; 1510 kc.
Operating schedule: 24 hours. PST.

4. AGENCY COMMISSION
15/0 on station time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 3a, 3c, 4a, 5, 6a, 8.
Rate Protection: 10e, 11e, 12e, 13e, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 28b, 28c, 30.
Contracts: 40a, 44a, 47a, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 61b.
Cancellation: 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
No. 31 Eff 2/1/75—Rec'd 1/27/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm.
B—Mon thru Sat 7 pm-midnight & Sun all day.
C—Sun thru Sat midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	24	22	20	18
A	20	18	16	14
B	19	14	12	10
C	10	9	8	7

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3B

PER WK:	12 ti	13 ti	24 ti
Ea	16	14	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
5-min news—1-1/2x 1-min.
Farm program—5-6 am, earned Class A rate.

KHQ

1922
SPOKANE

NAB

Subscriber to the NAB Radio Code
Media Code 4 249 7030 9.00
KHQ, Inc., Box 8088, 4202 S. Regal St., Spokane, Wash. 99203. Phone 509-534-0511. TWX 510-773-1830.

STATION'S PROGRAMMING DESCRIPTION
KHQ: Programmed for adults.
MUSIC: air personalities produce all segments for a flow of music, from the mid-50's to current, news & information. NEWS: 10-min at :55 & :25 6-9 am. Network news at :60 & local at :30 throughout the day. Midday report noon-12:30 pm. SPORTS: local high school, college & professional. Contact Representative for further details. Rec'd 8/19/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—J. Birney Blair.
Sales Manager—John V. Reber.
Program Director—Chuck Heaton.

2. REPRESENTATIVES
Kats Radio.
Seattle, Portland—Art Moore & Assoc., Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w.; 590 kc. Non-directional.
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 15e.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 32b.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49.
Comb.; Cont. Discounts: 60a, 60e, 60f, 601, 62b, 62d.
Cancellation: 70e, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Affiliated with Kats Radio Network.

TIME RATES
AM/FM COMBINATION
No. 28 Eff 9/1/73—Rev 6/18/74—Rec'd 6/26/74.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	34	32	30	28
AA	30	27	25	23
A	22	21	20	19
B	16	15	14	13

20/30 sec: 30% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 8.00 per 1-min spot.

8. PROGRAM TIME RATES
AM ONLY

PER YR:	6-10 AM 1/2 hr	6-10 AM 1/4 hr	6-10 AM 5 min	10 AM-10 PM 1/2 hr	10 AM-10 PM 1/4 hr	10 AM-10 PM 5 min
1 x	105	70	45	95	62	42
52 x	98	65	40	88	56	38
156 x	85	60	38	80	52	36
260 x	80	55	35	72	48	32
312 x	75	50	32	66	45	30

	10 PM-6 AM 1/2 hr	1/4 hr	5 min
1 x	85	54	40
52 x	73	48	36
156 x	68	45	32
260 x	63	42	28
312 x	50	40	25

10. SPECIAL FEATURES
NEWS/WEATHER/FARM NEWS

	1/4 hr	10 min	5 min
Flat	10.00	7.50	5.00

KHQ-FM

1961
SPOKANE

NAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 249 7031 7.00
KHQ, Inc., Box 8088, 4202 S. Regal St., Spokane, Wash. 99203. Phone 509-534-0511. TWX 510-773-1830.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KHQ-FM: Programmed for young adults.
MUSIC: contemporary format. NEWS: at :40 every other hour through the day. COMMERCIAL POLICY: 4 2-minute commercial segments per hour. Contact Representative for further details. Rec'd 8/19/74.

3. FACILITIES
ERP 47,000 w.; 98.1 mc. Stereo.
Operating scedule: 6 am-midnight. PST.
Antenna ht: 2,158 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with KHQ. See that listing for rates.

TIME RATES
No. 5 Eff 6/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS
Per wk. BTA, flat 10.00
30 sec/less 80% of 1-min.

KJRB

1947
SPOKANE

KAYE-SMITH RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 7125 7.00
Kay Smith Enterprises, Box 8007, 57th & Helena, Spokane, Wash. 99203. Phone 509-535-8861.

1. PERSONNEL
Executive Director—Lester M. Smith.
Station Manager—Daniel A. Doeleman.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10c, 11c, 12c.
Basic Rates: 20a, 22b, 23a, 24b, 25a, 29a.
Contracts: 40a, 46.
Comb.; Cont. Discounts: 60k, 61b, 62b, 62e.
Cancellation: 71a.

TIME RATES
No. 6 Eff 2/1/73—Rec'd 2/11/73.
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 9 am-7 pm.
A—Mon thru Sun 7-9 pm; Mon thru Fri 10 am-3 pm; Sat 6-9 am; Sun 6 am-7 pm.
B—Mon thru Sun 9 pm-1 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min AA	1 min A	1 min B	30 sec AA	30 sec A	30 sec B
6 ti	34	27	16	27	22	13
12 ti	32	26	15	26	21	12
18 ti	31	25	13	25	20	10
24 ti	29	23	12	23	18	9

10 sec: 60% of 1-min.
All spots combine for frequency.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK:	12 ti	18 ti	24 ti
1 min	27	26	24
30 sec	22	21	19

10 sec: 60% of 1-min.
Edited by Daniel A. Doelman.

KREM

1946
SPOKANE

NAB

Subscriber to the NAB Radio Code
Media Code 4 249 7410 3.00
KREM Broadcasting Co., Box 3037, 4103 S. Regal, Spokane, Wash. 99203. Phone 509-534-0423. TWX 510-773-1833.

1. PERSONNEL
General Manager—Dean H. Woodring.
Manager—Larry B. Campbell.
Program Director—Glen Dinning.

(This listing continued on next page)

Spokane—K R E M—Continued

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days. 1,000 w. nights; 970 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Blair Represented Network.
Rates include 40% programming and production services, 60% station time

TIME RATES
No. 4 Eff 3/1/73 Rec'd 3/2/73.
AA—Mon thru Fri 6-9 am & 4-7 pm; Sat 6 am-7 pm.
A—Mon thru Fri 9 am-4 pm; Sun 6 am-7 pm.
B—Mon thru Sun after 7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	12 ti	18 ti	24 ti	30 ti
1 min	16.00	15.00	14.00	12.00
20/30 sec	13.00	12.00	11.00	10.00
10 sec	8.00	7.50	7.00	6.00
CLASS A				
1 min	14.00	13.00	12.00	11.00
20/30 sec	11.00	10.00	9.00	8.00
10 sec	7.00	6.50	6.00	5.50
CLASS B				
1 min	9.00	8.00	7.00	6.00
20/30 sec	7.00	6.00	5.00	4.00
10 sec	4.50	4.00	3.50	3.00

K R E M-FM
1954
SPOKANE

NAB

Subscriber to the NAB Radio Code
Media Code 4 249 7411 1.00
KREM Broadcasting Co., Box 8037, 4103 S. Regal St., Spokane, Wash. 99203. Phone 509-534-0423.
See affiliated AM station for additional information.

3. FACILITIES
ERP 4.800 w.: 92.9 mc.
Operating schedule: 6 am-midnight. PST.
Antenna ht: 663 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.

TIME RATES
No. 5 Eff 3/1/73—Rec'd 3/2/73.
AA—Mon thru Sun 7 pm-1 am.
A—Mon thru Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	7.00	6.00	5.50	5.00	4.50
30 sec or les	5.00	4.50	4.00	3.50	3.00
CLASS A					
1 min	6.00	5.50	5.00	4.50	4.00
30 sec or less	4.00	3.50	3.00	2.50	2.00

KSPO
1921
SPOKANE

R A B

Media Code 4 249 7505 0.00
Radio Spokane, Inc., 608 Columbia Bldg., Spokane, Wash. 99204. Phone 509-838-4288.

STATION'S PROGRAMMING DESCRIPTION
KSPO: programmed for adults & young adults. MUSIC: modern C & W. 5 AIR PERSONALITIES handle all segments. Contests, road reports, weather, school activities & lunch menus. NEWS: 3-min at :15 community oriented; network at :45; local sports at :55 weekends alternating every other hour with 3-1/2 min of network sports coverage. Open line phone & in studio guests, Sun 8 pm-12M. COMMERCIAL POLICY: 18 minutes maximum per hour. No more than two commercials aired between records. Contact Representative for further details. Rec'd 5/21/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Richard B. Wheeler.
Station Manager—Dana Horner.
Program Director—Bill Janes.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time and talent. 10th of month following.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21d, 22b, 23a, 24b, 28a, 28c, 29a, 32b, 33b.
Contracts: 40c, 43, 44a, 45, 46, 47c, 48, 49, 51a.
Comb.: Cont. Discounts: 60b, 60g, 61c, 62d.
Cancellation: 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with ATA Radio Network.

TIME RATES
Eff 11/1/73—Rec'd 11/12/73.
AA—Mon thru Sat 6-9 am; Mon thru Fri 3:30-6:30 pm.
A—Mon thru Sat 9 am-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.50	13.00	12.50	12.00
20/30 sec	13.00	12.00	11.00	10.00	9.00
CLASS A					
1 min	12.00	11.00	10.00	9.00	8.00
20/30 sec	11.00	10.00	9.00	8.00	7.00

7. PACKAGE PLANS
COUNTRY AUDIENCE PLAN
(1/3 am/pm traffic, 1/3 9 am-3:30 pm, 1/3 6:30 pm-midnight)

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	13	12	11	10	9
20/30 sec	12	11	10	9	8

KUDY
1985
SPOKANE

Subscriber to the NAB Radio Code
Media Code 4 249 7695 9.00
Ritzinier Broadcasting Corp., Box 8022, S. 5106 Palouse Hwy., Spokane, Wash. 99203. Phone 509-535-4781.

STATION'S PROGRAMMING DESCRIPTION
KUDY: Programmed for adults and young adults. Schedules non-denominational local and national gospel programs and conservative news programs from 6 am-3 pm. Tele/talk show 3-6 pm Contact Representative for further details. Rec'd 10/2/72.

1. PERSONNEL
President—David M. Jack.
Operations Manager—Frank Herron.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
5000 w.: 1280 kc. Directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.
Rate Protection: 10f, 11c, 12c, 13c, 14f.
Basic Rates: 20b, 21a, 22a, 23a.
Contracts: 40a, 45, 46, 47a.
Cancellation: 70b.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 8/1/74—Rec'd 2/10/75.

6. SPOT ANNOUNCEMENTS

PER MD:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	100 ti
1 min	7.10	6.60	5.10	4.90	4.75	4.65	4.25
30 sec	5.65	5.30	4.10	3.95	3.80	3.70	3.40
10 sec	2.80	2.65	2.25	2.10	2.00	1.85	1.70

7. PACKAGE PLANS

PER WK:	28 ti	49 ti	70 ti	105 ti
PER DAY:	4 ti	7 ti	10 ti	15 ti
1 min, ea	4.95	4.70	4.50	4.10
30 sec, ea	3.95	3.75	3.65	3.25

8. PROGRAM TIME RATES

	1x	52x	260x	365x
1 hr	100	80	60	50
1/2 hr	80	40	33	30
1/4 hr	60	30	20	18
5 min	25	15	11	9

KXLY
1922
SPOKANE

NAB R A B

Media Code 4 249 7790 0.00
Spokane Radio, Inc., W. 500 Boone Ave., Spokane, Wash. 99201. Phone 509-328-6292. TWX 510-773-1852

STATION'S PROGRAMMING DESCRIPTION
KXLY: MUSIC: MOR. Personality promotion aimed at 18-49 category. NEWS: at :55 & :25. SPORTS: scoreboard 5x per day in drive times. Contact Representative for further details. Rec'd 7/31/74.

1. PERSONNEL
General Manager—Wayne McNulty.
Sta. & Gen'l Sls. Mgr.—Ed Mahoney.
Traffic Manager—Lynn La Comb.

2. REPRESENTATIVES
Eastman Radio, Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.
Canada—Radio-Television Representatives, Ltd.

3. FACILITIES
5,000 w.: 920 kc. Non-directional.
Operating schedule: 5:30-1 am. PST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20a, 21a, 24b, 29a, 33b.
Contracts: 40a, 41, 44b, 48, 51a.
Comb.: Cont. Discounts: 60b, 60d, 61b, 62b.
Cancellation: 70a, 70e, 71a, 73a.
Prod. Services: 82.
Contract may be extended for an additional 6 months provided there has been no change in rates. In the event of a rate increase, existing contracts may be renewed for 6 months from the effective date of increase. The rate card in effect on the last day of the 6 months protection period will then apply
Affiliated with CBS and Eastman Radio Network.

TIME RATES
Eff 10/15/74—Rec'd 10/21/74.
AA—Mon thru Sat 5-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-1 am; Sun all day.
ROS—Mon thru Sun sign-on-sign-off.

6. SPOT ANNOUNCEMENTS

	10 ti			20 ti		
PER WK:	AA	A	ROS	AA	A	ROS
1 min	8.00	7.00	7.50	7.50	6.50	7.00
30 sec	7.00	6.00	6.50	6.50	5.50	6.00
10 sec	5.00	4.25	4.50	4.50	4.00	4.25
				30+		
1 min				7.00	6.00	6.50
30 sec				6.00	5.00	5.50
10 sec				4.25	3.75	4.00

10. SPECIAL FEATURES
NEWS & SPORTS PROGRAMS

PER WK:	5 ti		10 ti	
SPONSORSHIP WITH:	AA	A	AA	A
1 min	15	12	12	10
30 sec	12	10	10	8

Incl open & close plus 1-min/30-sec spot.

CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—8% 52 wk—10%
RATEHOLDER
10 spots per wk.
Edited by Mary C. Downey.

KXLY-FM
1959
SPOKANE

NAB R A B

Media Code 4 249 7791 6.00
Spokane Radio, Inc., W. 500 Boone Ave., Spokane, Wash. 99201. Phone 509-328-6292. TWX 510-773-1852.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KXLY-FM: Programmed for adults and young adults. MUSIC: MOR. COMMERCIAL POLICY: limited to 8 minutes per hour, exclusive of newscasts. NEWS: network & local at :60. Contact Representative for further details. Rec'd 11/3/71.

3. FACILITIES
ERP 8.200 w.: 99.9 mc. Stereo.
Operating schedule: 6-1 am. PST.
Antenna ht.: 4.000 ft. above average terrain

5. GENERAL ADVERTISING See coded regulations
TV facilities: KXLY-TV.
Affiliated with Eastman Radio Network.

TIME RATES
No. 1 Eff 6/1/75—Rec'd 6/20/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	8.00	7.00	6.50	6.00	5.50	5.00
30 sec	6.50	5.50	5.00	4.50	4.00	3.50

7. PACKAGE PLANS

SPONSORSHIP PLAN:	A	B	C
PER WK:	4 ti	7 ti	28 ti
1/4 hr	100	147	392

10. SPECIAL FEATURES
NEWS/INFORMATION

PER WK:	5 ti	10 ti	20 ti	30 ti
1 min	50	80	140	195

Edited by Mary C. Downey.

KXXR — KXXR-FM
1962 — 1965
SPOKANE

R A B

Media Code 4 249 7833 5.00
Independent Broadcasting Corp., W. 933 Third Ave., Spokane, Wash. 99204. Phone 509-624-1193.

STATION'S PROGRAMMING DESCRIPTION
KXXR. Programmed for adults and young adults. MUSIC: general popular with emphasis on album format presented in varied groups of 2 or 3 uninterrupted selections. NEWS: local news on hour; network news at :30; local news, 4 min daytimes, 3 min at night. Stock market reports follow network news 9 times each market day. COMMERCIAL POLICY: maximum commercial minutes per hour, 14. Contact Representative for further details. Rec'd 8/12/74.

1. PERSONNEL
General Manager—Edward Kelley.
General Sales Manager—Don Berry.
Managing News Editor—Charles Bernard.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
5,000 w. days: 1440 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
FM-ERP 30,000 w.: 93.7 mc. Stereo.
Operating schedule: 24 hours daily.
Antenna ht.: 203 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15%: bills due 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25c, 28b, 29a, 32a, 33a.
Contracts: 40a, 42a, 44b, 47a, 51a.
Comb.: Cont. Discounts. 61c, 62d.
Cancellation: 70b, 70c, 71a, 73a.
Prod. Services: 81.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8 Eff 7/1/75—Rec'd 7/2/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	PER MO:	PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec
50 x	.....	5 ti	11.50	10.00	10.50	9.00
100 x	.....	15 ti	10.50	9.00	9.50	8.00
150 x	50 ti	25 ti	9.50	8.00	8.50	7.00
250 x	100 ti	35 ti	8.50	7.00	7.50	6.00
500 x	150 ti	50 ti	7.50	6.00	6.50	5.00

10 sec: 60% of 1-min.

7. PACKAGE PLANS
XX PLAN—1/3AAA TRAFFIC, 1/3AA DAY, 1/3AA EVENING AND/OR WEEKENDS

PER YR:	50x	100x	150x	250x	500x
PER MD:	.....	.....	50 ti	100 ti	150 ti
PER WK:	5 ti	15 ti	25 ti	35 ti	50 ti
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	8.50	7.50	6.50	5.50	4.50

10 sec: 60% of 1-min.

10. SPECIAL FEATURES
NEWS/FEATURES
CLASS AAA

PER YR:	50x	100x	150x	250x	500x
PER MD:	.....	.....	50 ti	100 ti	150 ti
PER WK:	5 ti	15 ti	25 ti	35 ti	50 ti
5 min	15.50	14.50	13.50	12.50	11.50
2-1/2 min	13.00	12.00	11.00	10.00	9.00
CLASS AA					
5 min	14.50	13.50	12.50	11.50	10.50
2-1/2 min	12.00	11.00	10.00	9.00	8.00

XX PLAN—1/3AAA TRAFFIC, 1/3AA DAY, 1/3AA EVENING AND/OR WEEKENDS

5 min	13.00	12.00	11.00	10.00	9.00
2-1/2 min	10.50	9.50	8.50	7.50	6.50

News participation—7:30-8 am, 5-min rate. Rotate thru time period.

WASHINGTON

KZUN
1955
OPPORTUNITY

Represented by
PRO / Meeker Radio

Tacher Company Inc.

R A B

Subscriber to the NAB Radio Code
Media Code 4 249 7885 6.00
KZUN, Inc., Box 14029, S. 23 Pines Rd., Spokane, Wash. 99214. Phone 509-924-2400.

STATION'S PROGRAMMING DESCRIPTION
KZUN: Programmed for adults & young adults. MUSIC: general popular featuring current hits, MOR & swing hits. AIR PERSONALITIES handle all segments. Featuring entertainment, comedy, audience participation & money give-away contests. NEWS: 5 min local at :60 & :30 in drive times, with emphasis on local happenings & local news features. FARM: reports 6-6:15 am, state & local farm news. SPORTS: emphasis on local, play-by-play coverage local sports. Contact Representative for further details. Rec'd 5/29/75.

1. PERSONNEL
Owner—Bob Swartz.
General Manager—Jack Armstrong.
Program Director—Jim Swartz.

2. REPRESENTATIVES
PRO/Meeker Radio.
Seattle, Portland—The Tacher Company.

3. FACILITIES
1,000 w. days; 630 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KZUN-FM.

4. AGENCY COMMISSION
15%: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14a, 15a, 15b, 15c.
Basic Rates: 20a, 20b, 21d, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60b, 60i, 61a, 61b, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.

TIME RATES
Eff 8/1/74—Rec'd 9/13/74.

6. SPOT ANNOUNCEMENTS
ANNUAL CONTRACT

	100x	300x	500x	700x	900x	1200x	1500x
1 min	7.50	7.00	6.75	6.50	6.25	5.75	5.25
30 sec	6.50	6.00	5.75	5.50	5.25	4.75	4.25

7. PACKAGE PLANS

30-DAY PERIOD:	10 ti	25 ti	50 ti	100 ti
30 sec	70	170	300	500

1 min: Extra 1.00.

10. SPECIAL FEATURES
5-min newscasts/sports/weather—6 per wk (3-mo minimum), incl 15-sec open & close plus 1-min spot, per month 175.00.
Edited by Jack Armstrong.

KZUN-FM
1961
OPPORTUNITY

NAB

Subscriber to the NAB Radio Code
Media Code 4 249 7886 4.00
KZUN, Inc., Box 14029, S. 23 Pines Rd., Spokane, Wash. 99214. Phone 509-924-2400.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3.300 w.; 96.1 mc.
Operating schedule: 6 am-midnight. PST.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KZUN.

TIME RATES
Eff 2/1/74—Rec'd 2/15/74.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	15 ti	20 ti	25+
30 sec	3.50	3.00	2.75	2.50

SUMNER
Pierce County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

KDFL
1965

Subscriber to the NAB Radio Code
Media Code 4 249 7980 5.00
Valley Communications Corp., Box 156, Sumner-Dieringer Rd., Sumner, Wash. 98390. Phone 206-863-1560.

STATION'S PROGRAMMING DESCRIPTION
KDFL: Music of '20s, '30s & '40s.

1. PERSONNEL
Station Manager—Ken Evans.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Hugh Feltis & Associates.

3. FACILITIES
250 w.: 1560 kc. Non-directional.
Operating schedule: 7 am-local sunset. PST.

(This listing continued on next page)

WASHINGTON

Sumner—KDFL—Continued

4. AGENCY COMMISSION
15/0 time and talent: 10th of following month.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 10/4/74.

6. SPOT ANNOUNCEMENTS

	(*)	2400x	1200x	600x	(†)
1 min	4.00	2.25	2.75	3.00	3.25
30 sec	3.25	1.25	1.75	2.00	2.25
15 sec	2.00	1.00	1.25	1.32	1.40

(*) 1-199 x.
(†) 200 tl semi-annually.

7. PACKAGE PLANS

7-DAY SATURATION TAP:	1 min	30 sec	15 sec
25+	3.50	3.00	1.50

SUNNYSIDE (1 AM; 1 FM)

Yakima County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KREW
1950

RAB

Subscriber to the NAB Radio Code
Media Code 4 249 8675 3.00
Don G. Bennett, Box 149, 7th and Decatur, Sunny side, Wash. 98944. Phone 509-837-2277.

STATION'S PROGRAMMING DESCRIPTION
KREW: Programmed for adults 6 am-8:30 pm.

1. PERSONNEL
Owner—Don G. Bennett.
2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Washington, Oregon—Simpson/Reilly & Associates Co.
Canada—Andy McDermott Sales Ltd.
3. FACILITIES
1,000 w. days; 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm. PST
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see KREW-FM.
4. AGENCY COMMISSION
15/0 on net time.
5. GENERAL AOVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with CBS and KRS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff——————Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	50x	150x	250x	350x
1 min	7.50	6.65	6.00	5.40	4.75
30 sec	6.25	5.10	4.50	4.10	3.90
	500x	700x	1000x	1500x	2000x
1 min	4.60	4.40	3.90	3.50	3.00
30 sec	3.75	3.50	3.00	2.60	2.10

10 sec: 50% of 1-min.

7. PACKAGE PLANS
COMPLETE AUDIENCE PLAN—ROS

PER WK:	1 min	30 sec		1 min	30 sec
5 tl	32.50	25.00	50 tl	212.50	172.50
10 tl	57.50	45.00	60 tl	250.00	200.00
15 tl	81.25	62.50	70 tl	275.00	225.00
25 tl	122.50	97.50	100 tl	350.00	275.00
35 tl	165.00	125.00			

WITHIN 30 DAYS:	90 tl	180 tl	360 tl
1 min	406.25	635.00	1050.00
30 sec	300.00	512.50	825.00

10 sec: 50% of 1-min.

10. SPECIAL FEATURES
News—Corresponding 1-min. plus 1.00.
Spanish hour—per spot extra .75. Specified times, extra 25%.

KREW-FM

RAB

Subscriber to the NAB Radio Code
Media Code 4 249 8676 1.00
Bennett Broadcasting Co., Box 149, 7th and Decatur, Sunnyside, Wash. 98944. Phone 509-837-2277.
See Affiliated AM station for additional information.

1. PERSONNEL
President—Don Bennett.
3. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-10 pm. PST.
Antenna Ht.: 67 ft. above average terrain.
Partial simulcast operation. Operated separately 6-10 pm. For simulcast facilities see KREW.

TIME RATES
50% of AM rate.

TACOMA (3 AM; 3 FM)

Pierce County—Map Location C-3
See SRDS consumer market map and data at beginning of the State

KLAY (FM)
1961

Media Code 4 249 8285 0.00
Clay Frank Huntington, 215 Tacoma Ave., S., Tacoma, Wash. 98402. Phone 206-627-3137.

STATION'S PROGRAMMING DESCRIPTION
KLAY (FM): MUSIC: general popular 6 am-6 pm; progressive music, jazz, rock & blues 6 pm-2 am. COMMERCIAL POLICY: commercial breaks consist of 60 sec. spot clusters every 10 minutes. NEWS: 5-min national & local news at :30 & :60, 6-9 am; at :60 9 am-6 pm. Rec'd 7/17/75.

1. PERSONNEL
President—Clay Huntington.
Station Manager—Win McCracken.
Operations Director—Janet Patjens.
3. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 106.1 mc. Stereo.
Operating Schedule: 6-2 am. PST.
Antenna ht.: 425 ft. above average terrain.
4. AGENCY COMMISSION
15% on time only: no cash discount.
5. GENERAL AOVERTISING See coded regulations
General: 2a, 3a, 3b, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 23a, 24b, 29a.
Contracts: 40a, 45, 46.
Cancellation: 70a, 70c, 73a.

TIME RATES
Eff 8/1/75—Rec'd 8/4/75.

6. SPOT ANNOUNCEMENTS
BTA, 1 min 5.00
30 sec: 60% of 1-min.
Specified, extra 15%.
Specified day parts, extra 10%.
6. PROGRAM TIME RATES

FIXED POSITION:	1 hr	1/2 hr	1/4 hr
1 x	30	18	10

Submitted by Janet Patjens.

KMO
1922

RAB

Media Code 4 249 8360 9.00
Broadcast House, Inc., Box 1277, Tacoma, Wash. 98401. Phone 206-927-1360.

STATION'S PROGRAMMING DESCRIPTION
KMO: Country and western. NEWS: Constant information. Public affairs. Personalities 24 hours daily. Live coverage of all major sporting events. Remote broadcasts grand openings, etc. Contact Representative for further details. Rec'd 12/3/73.

1. PERSONNEL
President—Edward A. Wheeler.
V.-P., Gen'l & Gen'l Sales Mgr.—James L. Raine.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
5,000 w.; 1360 kc. Non-directional.
Operating schedule: 24 hours. PST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 41, 44a, 45, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.
Cancellation: 70a, 70e, 71a, 72.
Prod. Services: 80, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 10 Eff 2/1/75——Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS
6-9 AM & 4-7 PM

PER YR:	1x	27x	53x	105x	257x	500-1000x
1 min	14.00	13.00	12.00	11.00	10.00	9.00
30 sec	10.50	9.75	9.00	8.25	7.50	6.75
10 sec	7.00	6.50	6.00	5.50	5.00	4.50
9 AM-4 PM						
1 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	9.75	9.00	8.25	7.50	6.75	6.00
10 sec	6.50	6.00	5.50	5.00	4.50	4.00
7 PM-6 AM						
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	9.00	8.25	7.50	6.75	6.00	5.25
10 sec	6.00	5.50	5.00	4.50	4.00	3.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	130.00	70.00	39.00	32.50	17.00
27 x	120.00	65.00	36.00	30.00	16.00
53 x	110.00	60.00	33.00	27.50	15.00
105 x	100.00	55.00	30.00	25.00	14.00
257 x	90.00	50.00	27.00	22.50	13.00
500-1000 x	80.00	45.00	24.00	20.00	12.00

10. SPECIAL FEATURES

	1x	27x	53x	105x	237x	500-1000x
News	18	17	16	15	14	13
Features	16	15	14	13	12	11

KTAC
1941

HR STONE radio

An Entercom Station
Subscriber to the NAB Radio Code
Media Code 4 249 8455 7.00
Entercom, Inc., 2000 Tacoma Mall Office Bldg., Tacoma, Wash. 98411. Phone 206-473-0085., Seattle phone 206-838-1000.

STATION'S PROGRAMMING DESCRIPTION
KTAC: Programmed for ages 18-49.
7 AIR PERSONALITIES emcee entire operation. MUSIC: Rock, with current, past & album hits. Request line throughout the day. NEWS: 5 min at :55, 4 man local news department with emphasis on community involvement. SPORTS: Pro, college, high school scores throughout the broadcast day. Contact Representative for further details. Rec'd 10/29/73.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Harold Greenberg.
Program Director—Derek Shannon.
Sales Manager—Thomas L. O'Neal.
2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Seattle, Portland—The Tacher Company.
3. FACILITIES
10,000 w.; 850 kc. Directional.
Operating schedule: 24 hours daily. PST.
Partial simulcast operation. Simulcast 7 am-7 pm. For non-simulcast facilities see KTAC-FM.
4. AGENCY COMMISSION
15/0: 15th of following month.
5. GENERAL AOVERTISING See coded regulations
General: 1a, 1b, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 29b, 32a, 32b.
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47e, 48, 49, 51a, 51b, 51c.
Comp.; Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61a, 61b, 62b.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 11/1/74—Rec'd 11/4/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm; Sun 10 am-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sun 6-10 am.
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	7 tl	14 tl	21 tl	28 tl	35 tl	.....
PER YR:	.....	50x	100x	250x	500x	1000x
CLASS AAA						
1 min	40	39	38	37	36	35
30 sec	33	32	31	30	29	28
CLASS AA						
1 min	34	33	32	31	30	29
30 sec	28	27	26	25	24	23
CLASS A						
1 min	32	31	30	29	28	27
30 sec	25	24	23	22	21	20

10 sec: 60% of 1-min.
Specified, extra 3.00.
Sec I—Mon thru Sun midnight-2 am.
Sec II—Mon thru Sun 2-6 am.

	1 min	30 sec		1 min	30 sec
I	12	10	II	7	5

7. PACKAGE PLANS

PER WK. BTA:	14 tl	21 tl	28 tl	35 tl
1 min	33	31	30	29
30 sec	26	25	24	23

10 sec: 60% of 1-min.
Not combinable.
10. SPECIAL FEATURES
News—1-1/2x applicable rate.

KTAC-FM
1964

An Entercom Station
Subscriber to the NAB Radio Code
Media Code 4 249 8456 5.00
Entercom, Inc., 2000 Tacoma Mall Office Bldg., Tacoma, Wash. 98411. Phone 206-473-0085., Seattle phone 206-838-1000.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KTAC-FM: programmed for ages 18-49.
3 AIR PERSONALITIES emcee entire operation. MUSIC: Rock, with current, past & album hits. Requests line throughout day. NEWS: 5 min at :55, local department with emphasis on community involvement. SPORTS: Pro, college, high school scores throughout day. Contact Representative for further details. Rec'd 10/29/73.

3. FACILITIES
Eff: 1,000 w. (horiz.), 1,000 w. (vert.); 103.9 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 680 ft. above average terrain.
Partial simulcast operation. Operated separately 7 pm-7 am. For simulcast facilities see KTAC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 18 Eff 11/1/74—Rec'd 11/4/74.
A—Mon thru Sun 7 pm-midnight.
B—Mon thru Sun midnight-7 am.

6. SPOT ANNOUNCEMENTS

PER WK:	7 tl	14 tl	21 tl	28 tl	35 tl	.....
PER YR:	.....	50x	100x	250x	500x	1000x
CLASS A						
1 min	16	15	14	13	12	11
30 sec	13	12	11	10	9	8
CLASS B						
1 min	7	30 sec				5

KTNT
1952

Represented by
PRO / Meeker Radio

RAB

Subscriber to the NAB Radio Code
Media Code 4 249 8550 5.00
Tribune Publishing Co., Box 5200, S. 11th & Grant, Tacoma, Wash. 98405. Phone 206-597-8700.

1. PERSONNEL
General Manager—Robert Zerbel.
Operations Co-ordinator—Ed Dollar.
2. REPRESENTATIVES
PRO/Meeker Radio.
Seattle, Portland—Art Moore & Assoc., Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION
15/0: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20b, 21b, 22a, 23b, 24b, 24c, 25a, 29a, 30
Contracts: 40c, 41, 44a, 46, 51b.
Comb.; Cont. Discounts: 60d, 60h, 62d.
Cancellation: 71a, 72, 73a.
Prod. Services: 82.
Affiliated with MBS.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 19 Eff 4/1/75—Rec'd 3/21/75.
AA—Mon thru Fri 6-10 am & 4-7 pm.
A—Mon thru Fri 10 am-4 pm & 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x
CLASS AA					
1 min	12.50	12.00	11.50	11.00	10.00
30 sec	11.00	10.50	10.00	9.50	9.00
10 sec	7.50	7.00	6.50	6.00	5.50
CLASS A					
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	10.00	9.00	8.50	8.00	7.50
10 sec	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS
Mon thru Fri 6 am-midnight; Sat & Sun all day.

	Per wk					Per mo	
ROS:	10 tl	20 tl	30 tl	40 tl	50 tl	100 tl	200 tl
1 min	9.00	8.50	8.00	7.50	7.00	6.00	5.50
30 sec	8.00	7.50	7.00	6.50	6.00	5.00	4.50
10 sec	5.75	5.50	4.75	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	70.00	50.00	35.00

CONSECUTIVE WEEK DISCOUNT
26 wk—10% 52 wk—15%

10. SPECIAL FEATURES

NEWS	1x	26x	52x	104x	156x
Ea	13.50	13.00	12.50	12.00	11.50
5-MINUTE NEWS/WEATHER/SPORTS					
Ea	22.00	21.00	20.00	19.00	18.00

KTNT-FM
1948

RAB

Media Code 4 249 8551 3.00
Tacoma "News Tribune", 1701 S. 11th St., Tacoma, Wash. 98405. Phone 206-597-8700. TWX 206-475-3514.
See affiliated AM station for additional information.

3. FACILITIES
ERP 10,000 w.; 97.3 mc.
Operating schedule: 5:30-2 am. PST.
Antenna ht.: ——— above average terrain.
Partial simulcast operation. Operated separately 6 am-7 pm daily. For simulcast facilities see KTNT.
5. GENERAL ADVERTISING See coded regulations
Affiliated with The Rep Network.

TIME RATES
No. 1 Eff 2/1/69—Rec'd 12/2/69.

7. PACKAGE PLANS

PER MO:	10 tl	25 tl	50 tl	75 tl	100 tl
1 min	33.50	80.00	152.50	217.50	275.00
30 sec	27.00	63.75	120.00	168.75	210.00
PER YR. EA:	104x	156x	260x	312x	624x
1 min	2.10	1.95	1.85	1.75	1.65
30 sec	1.65	1.55	1.45	1.35	1.25

STATION BREAKS
Minimum 30 per mo, monthly 1.50

8. PROGRAM TIME RATES

FIXED	1x	26x	52x	104x	156x	260x	312x
1 hr	28.00	26.00	25.00	24.00	23.00	22.00	21.00
1/2 hr	23.00	22.00	21.00	20.00	19.00	18.00	17.00
1/4 hr	18.00	17.00	16.00	15.00	14.00	13.00	12.00
5 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00

TOPPENISH

Yakima County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KENE
1954

Subscriber to the NAB Radio Code
Media Code 4 249 8645 3.00
Radio Broadcasters, Inc., Box 350, Toppenish, Wash. 98948. Phone 509-865-3900.

STATION'S PROGRAMMING DESCRIPTION
KENE: C/W music, 50 min farm M-Sat.

1. PERSONNEL
Pres. & Gen'l Mgr.—Donald R. Nelson.
2. REPRESENTATIVES
The Devney Organization, Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.
3. FACILITIES
1,000 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm. PST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/75—Rec'd 3/31/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	5 tl	10 tl	15 tl	20 tl
PER YR:	.....	50x	100x	150x	200x
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.25	3.05	2.85	2.65	2.45
PER WK:		25 tl	30 tl	40 tl	50 tl
PER YR:		300x	400x	500x	1000x
1 min		3.25	3.00	2.75	2.50
30 sec		2.30	2.15	2.00	1.80

10 sec: 50% of 1-min.
Specified times, extra 10%.

10. SPECIAL FEATURES
News—Corresponding 1-min, plus 1.00.
Spanish hour—per spot, extra .75.

VANCOUVER

Clark County—Map Location B-4
See SRDS consumer market map and data at beginning of the State.

See Portland, Ore.
(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Voncouver, Wosh.)

WALLA WALLA (3 AM)

Walla Walla County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

KHIT
1956

NAB | R A B

Subscriber to the NAB Radio Code
Media Code 4 249 8740 2.00
STL Inc., Box 706, Denny Bldg., Walla Walla, Wash. 99362. Phone 509-525-3190.

STATION'S PROGRAMMING DESCRIPTION
KHIT: MUSIC: Contemporary MOR. 18-49. NEWS: daily local reports at 6:35, 7:35, 8:35 am, noon, 5 & 6 pm. Special public affairs conversations with leading citizens and listeners, daily, 8:05, 9:35 am, 12:10, 4:35 & 5:35 pm. Seasonal specials, farm fair broadcast, ski reports, college football. Contact Representative for further details. Rec'd 2/12/74.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Carl S. Tyler.
2. **REPRESENTATIVES**
Savalli/Gates, Inc.
Denver, Salt Lake—Rob Hix Co., Inc.
Seattle, Portland—The Tacher Company.
3. **FACILITIES**
1,000 w. days; 1320 kc.
Operating schedule: 6 am-local sunset. PST.
4. **AGENCY COMMISSION**
15/0.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 5/1/67—Rec'd 5/1/67.

6. **SPOT ANNOUNCEMENTS**

	1x	50x	150x	300x
1 min	6.00	5.50	5.25	4.65
30 sec	5.00	4.60	4.20	3.65

7. **PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.80	5.65	5.50	5.35	5.20
30 sec	4.90	4.80	4.70	4.60	4.50

KTEL
1946

American Information Network

NAB

Subscriber to the NAB Radio Code
Media Code 4 249 8835 0.00
Walla Walla Broadcasting Co., Box 948, Book Nook Bldg., Walla Walla, Wash. 99362. Phone 509-525-4103.

STATION'S PROGRAMMING DESCRIPTION
KTEL: Programmed for adults.
6-9 am sports, local & network news. Live garden club program Tues. questions & answers from studio & phone. MOR music. 9 am-noon MOR music programmed for feminine audience. Noon-1 pm local & network news plus special programming. Commentator at 12:30 pm & local sports at 12:25 pm. 1-6 pm network news hourly. C & W music. 4-6 pm network & local news. C & W music. 6-11 pm network news & soft rock to hard rock. Contact Representative for further details. Rec'd 4/5/71.

1. **PERSONNEL**
Pres., Gen'l & Sales Mgr.—Jack Keating.
Chief Engineer—Beven Roth.
2. **REPRESENTATIVES**
Pacific Northwest—Simpson/Reilly & Associates Co.
San Francisco, Chicago, New York—The Sandeberg-Glenn Company.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:30 am-11 pm Mon thru Sat; 8 am-10 pm Sun. PST.
4. **AGENCY COMMISSION**
15/0; time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES
Eff 10/1/67—Rec'd 10/13/67.

6. **SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	260x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50

20 sec: 70% of 1-min. 10 sec: 50% of 1-min.

7. **PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50

If desired, choice of frequency instead of package rate.

8. **PROGRAM TIME RATES**

	1x	13x	26x	52x	104x	156x	260x
1/2 hr	28.00	27.50	27.00	26.50	26.00	25.50	25.00
1/4 hr	19.00	18.50	18.00	17.50	17.00	16.50	16.00
5 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00

Edited by Jack Keating.
(Q)

KUJ
1923

CBS Radio Network

Media Code 4 249 3930 9.00
VBR Broadcasters Inc., Box 513, U. S. Hwy. 410 and Sudbury Rd., Walla Walla, Wash. 99362. Phone 509-529-1230.

STATION'S PROGRAMMING DESCRIPTION
KUJ: Programmed for mass appeal.
MUSIC: general popular. NEWS: local, network and personalities. SPORTS: high school and college. Minor league team. Farm news, stock reports, county agent reports. Contact Representative for further details. Rec'd 12/21/70.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Verne Russell.
2. **REPRESENTATIVES**
The Devney Organization, Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
West Coast—Pacific Broadcast Sales.
3. **FACILITIES**
5,000 w.; 1420 kc. Directional—nighttime onl. Regional channel.
Operating schedule: 5:30 am-unlimited. PST.
4. **AGENCY COMMISSION**
15% to recognized agencies; no cash discount.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 51b, 51c.
Comb.; Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80.
Affiliated with CBS.

TIME RATES
No. 16 Eff 1/1/68—Rec'd 1/9/68.

6. **SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	6.75	6.45	6.10	5.80	5.80	5.40	5.10	4.75
30 sec	5.75	5.45	5.10	4.80	4.50	4.40	4.10	3.75

7. **PACKAGE PLANS**

ROS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	6.50	6.45	6.30	6.15	6.00
30 sec	5.50	5.45	5.30	5.15	5.00

8. **PROGRAM TIME RATES**

	1x	13x	26x	52x	104x	156x
1/2 hr	36.00	34.20	32.40	30.60	28.80	27.00
1/4 hr	24.00	22.60	21.60	20.40	19.20	18.00
5 min	15.00	14.25	13.50	12.75	12.00	11.25

WENATCHEE (3 AM; 1 FM)

Chelan County—Map Location D-2
See SRDS consumer market map and data at beginning of the State

KMEL
1948

Media Code 4 249 9025 7.00
Frontier Broadcasting Co. of Wash., Box 638, Wenatchee, Wash. 98801. Phone 509-662-7135.

STATION'S PROGRAMMING DESCRIPTION
KMEL: MUSIC: top 40. 5-min news at :60.

1. **PERSONNEL**
Pres. & Gen'l Mgr.—Craig Lawrence, Jr.
Secretary-Treasurer—D. P. Lawrence.
Program Director—Don Bernier.
2. **REPRESENTATIVES**
Jack Masla & Co., Inc.
Seattle, Portland—The Tacher Company.
3. **FACILITIES**
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.
4. **AGENCY COMMISSION**
15/0 time.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a.
Member: Western States Radio Empire.

TIME RATES
Eff 4/1/74—Rec'd 4/1/74.

6. **SPOT ANNOUNCEMENTS**
CLASS AA—6-9 AM & 4:30-6:30 PM

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	----
PER YR:	78x	520x	312x	156x	52x	1x
1 min	5.50	5.75	6.00	6.50	6.75	7.00
30 sec	4.60	4.80	5.00	5.40	5.60	5.80

10 sec: 60% of 1-min.

7. **PACKAGE PLANS**
TOTAL AUDIENCE PLAN

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti	----
PER YR:	78x	520x	312x	156x	52x	1x
1 min	4.75	5.00	5.50	5.75	6.00	6.50
30 sec	4.00	4.20	4.60	4.80	5.00	5.40

10 sec: 60% of 1-min.

KPQ
1929

Bernard Howard & Co., Inc.

R A B

Media Code 4 249 9120 6.00
Westcoast Broadcasting Co., Box 159, 32 N. Mission, Wenatchee, Wash. 98801. Phone 509-663-5121.

STATION'S PROGRAMMING DESCRIPTION
KPQ: Programmed for young adults & adults.
MUSIC: general popular. 2 mobile news units, 40% air time news, sports & commentary. NEWS: emphasis on local & regional. Station editorializes daily & stress local & community service. RELIGION: Sun am. SPORTS: seasonal play-by-play city & area high schools, college, U & pro events. Contact Representative for further details. Rec'd 6/3/74.

1. **PERSONNEL**
General Manager—Jim Wallace, Jr.
Operations Manager—Ron Ruhser.
General Sales Manager—Dave Sands.
2. **REPRESENTATIVES**
Bernard Howard & Co., Inc.
Seattle, Portland—Simpson/Reilly & Associates Co.
3. **FACILITIES**
5 000 w.; 560 kc Directional—nighttime only.
Operating schedule: 24 hours daily. PST.
4. **AGENCY COMMISSION**
15/5; 10th of following month.
5. **GENERAL ADVERTISING See coded regulations**
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21b, 22b, 23a, 28b, 29a.
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 49, 51a.
Comb.; Cont. Discounts: 60b, 60f, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 81, 82
Affiliated with American Information Network.

TIME RATES
Eff 11/1/74—Rec'd 10/14/74.
AAA—Mon thru Fri 6-8 am, 8:30-9 am, 11:45 am-1 pm, & 5-6:30 pm; Sat 6:30-7 am, 7:30-8 am, 8:30-9 am, 11:45 am-12:45 pm & 6-6:30 pm.
FARM NEWS: Mon thru Fri 6:15-6:30 am, 12:47-12:52 pm & 5:42-5:48 pm; Sat 6:46-6:54 am.
AA—Mon thru Fri 5:30-6 am, 8-8:30 am, 11:30-11:45 am, 4-5 pm & 6:30-7 pm; Sat 6-6:30 am, 7-7:30 am, 8-8:30 am, 11:30-11:45 am, 12:45-1 pm, 5-6 pm & 6:30-7 pm; Sun 7:30-8 am, noon-1 pm & 6-6:30 pm.
AA NEWSCASTS: Mon thru Fri 8-8:04 am.
A—Mon thru Fri 9-11:30 am, 1-4 pm & 7-11 pm; Sat 5:30-6 am, 9-11:30 am, 1-5 pm & 7-11 pm; Sun 6:30-7:30 am, 8 am-noon, 1-6 pm & 6:30-11 pm.
B—Mon thru Sat midnight-5:30 am & 11 pm-midnight; Sun midnight-6:30 am & 11 pm-midnight.
B NEWSCAST: Mon thru Fri 11:20-11:28 pm.

6. **SPOT ANNOUNCEMENTS**
CLASS AAA

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	.....	60x	120x	180x	300x
1 min	18.00	13.20	12.00	*10.80	9.60
30 sec	16.80	12.00	10.80	*9.60	8.40

(*) Lowest rate Mon thru Fri 6-8 am.
CLASS AA
Applicable A rate plus 1.00.
CLASS A

PER WK:	PER YR:	1 min	30 sec
1 ti	.....	10.00	7.50
12 ti	60 x	9.20	6.90
18 ti	120 x	8.45	6.40
24 ti	180 x	7.85	5.90
30 ti	300 x	7.25	5.50
36 ti	420 x	6.80	5.10
42 ti	525 x	6.45	4.80
54 ti	730 x	6.00	4.50
66 ti	1000 x	5.60	4.20
78 ti	1500 x	5.25	3.90
90 ti	2000 x	4.80	3.60

CLASS B
Flat, 1-min 3.60 Flat, 30-sec 2.40
10 sec: 60% of 1-min.
Specified time, extra 1.00.

8. **PROGRAM TIME RATES**
5 min: 2x 1-min.
10. **SPECIAL FEATURES**
News—applicable AA rate plus 1.00.
(Q)

KPQ-FM
1967

R A B

Media Code 4 249 9121 4.00
Wescoast Broadcasting Co., KPQ Radio Center Bldg., Box 159, 32 N. Mission, Wenatchee, Wash. 98801. Phone 509-663-5121.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KPQ-FM: Programmed for mass appeal.
MUSIC: generally recognizable, mostly by chorus, ensembles & orchestras including showtunes. NEWS: at :15. COMMERCIAL POLICY: 8 per hour. Contact Representative for further details. Rec'd 12/20/71.

3. **FACILITIES**
ERP 35,000 w. (horiz.), 35,000 w. (vert.); 102.1 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 7,000 ft. above average terrain.
5. **GENERAL ADVERTISING See coded regulations.**
Affiliated with American FM Network.

TIME RATES
KPQ Class A rates.
(Q)

KUEN
1956

R A B

Subscriber to the NAB Radio Code
Media Code 4 249 9215 4.00
KUEN, Inc., Box 79, Wenatchee, Wash. 98801. Phone 509-663-5186.
Seattle office: 2108 Seattle Tower, Seattle, Wash. 98101.

STATION'S PROGRAMMING DESCRIPTION
KUEN: Modern Country format.

1. **PERSONNEL**
General Manager—Howard Curtis.
2. **REPRESENTATIVES**
Grant Webb & Company, Inc.
Seattle, Tacoma, Portland—Art Moore & Assoc., Inc.
3. **FACILITIES**
1,000 w. days; 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.
4. **AGENCY COMMISSION**
15/0 time only; payable when rendered.
5. **GENERAL ADVERTISING See coded regulations**
Accepts AAAA copyrighted contract with exceptions.
Affiliated with CBS and KBS.

WASHINGTON

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 2/1/75—Rec'd 12/6/74.

6. **SPOT ANNOUNCEMENTS**

PER YR:	PER WK:	1 min	30 sec	10 sec
50 x	1 ti	6.25	5.25	3.50
100 x	10 ti	6.00	5.00	3.25
150 x	15 ti	5.50	4.50	3.00
200 x	20 ti	5.00	4.00	2.75
250 x	25 ti	4.50	3.50	2.50
300 x	30 ti	4.00	3.25	2.25
500 x	50 ti	3.50	3.00	2.00
750 x	....	3.25	2.75	1.85
1000 x	....	3.00	2.50	1.60

10. **SPECIAL FEATURES**
News—extra 1.00 per spot.

YAKIMA (5 AM; 3 FM)

Yakima County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	11	7	10	7
B	8	7	8	7
C	7	7	7	5
D	5	5	5	4
AVERAGE	8	7	8	6

KAAR (FM)
1971

NAB

Media Code 4 249 9260 0.00
Mariman Broadcasting Co., Box 261, 508 W. B. St., Yakima, Wash. 98907. Phone 509-248-1041.

STATION'S PROGRAMMING DESCRIPTION
KAAR (FM): MUSIC: Folk & Country. Contact Representative for further details. Rec'd 9/29/71.

1. **PERSONNEL**
Co-owners—George O. DeWitz & John E. Grant.
General Manager—Fred J. Therkelsen.
Program Director—Dennis Bell.
2. **REPRESENTATIVES**
PRO Time Sales, Inc.
Los Angeles—B W Broadcast Sales.
3. **FACILITIES**
ERP 61,500 w. (horiz.), 61,500 w. (vert.); 104.1 mc Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 2,250 ft. above average terrain.
4. **AGENCY COMMISSION**
15/0 time only.
5. **GENERAL ADVERTISING See coded regulations**
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 15a, 15b, 15d.
Basic Rates: 20a, 21b, 21d, 22a, 24c, 25c, 26, 28a, 28c, 29a, 32.
Contracts: 40c, 43, 44b, 51a, 51b.
Comb.; Cont Discounts: 60d, 60e, 60f, 62d.
Cancellation: 70e, 71b, 72, 73a, 73b.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff————Rec'd 9/29/71.

6. **SPOT ANNOUNCEMENTS**
1 MINUTE

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk.	5.50	5.25	5.00	4.75	4.50	4.25	4.00
4 wk.	5.00	4.75	4.50	4.25	4.00	3.75	3.50
13 wk	4.50	4.25	4.00	3.75	3.50	3.25	3.00
26 wk	4.00	3.75	3.50	3.25	3.00	2.75	2.50
52 wk	3.50	3.25	3.00	2.75	2.50	2.25	2.00

30 sec. 75% of 1-min. 10 sec: 50% of 1-min.
20 sec: 60% of 1-min.

7. **PACKAGE PLANS**
BUSINESS BUILDER PACKAGE

PER WK, EA:	1 min	30 sec	10 sec
40 ti	3.50	2.75	2.00

CONTINUOUS BUSINESS FLOW

PER MO, EA:			
100 ti	3.25	2.50	1.75

BUSINESS REGULATOR

PER YR, EA:			
1000 x	2.50	2.00	1.50

8. **PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x	40	25	15	10

DISCOUNT
13x—10% 26x—15% 52x—20% 104x—25%

10. **SPECIAL FEATURES**
Headlines at :55, extra 1.00.

KBBO
1947

Media Code 4 249 9310 3.00
Yakima Broadcasting Co., Box 172, Fair St. & Mead Ave., Yakima, Wash. 98901. Phone 509-248-1390.

1. **PERSONNEL**
General Manager—Arvid A. Erickson.
Program Director—Al Cherry.
Sales Manager—Lou Gillespie.
3. **FACILITIES**
1,000 w. days, 500 w. nights; 1390 kc.
Directional—night only.
Operating schedule: 6:00 am-11:00 pm. PST.

(This listing continued on next page)

Yakima—K B B O—Continued

4. AGENCY COMMISSION
15% on net time.

5. GENERAL ADVERTISING See coded regulations
General: 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 14a, 16.
Basic Rates: 20b, 21d, 22a, 24c, 25c, 28a, 28c, 29b
Contracts: 42a, 43, 44a, 45, 47a, 48, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 61b.
Cancellation: 70a, 70c, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/74—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	30 ti	50 ti	100 ti
1 min	3.00	2.80	2.50	2.25	1.95
30 sec	2.25	2.10	1.90	1.65	1.45
15 sec	1.50	1.40	1.25	1.10	.95

Guaranteed times, extra 10%.
CONTRACT DISCOUNT
13 wk—10% 52 wk—15%

KFFM (FM)

1970

Media Code 4 249 9405 1.00
Northwest Broadcasting Co., Inc., Box 1460, Yakima, Wash. 98907. Phone 509-248-1460.
See affiliated AM station for additional information.
AM facilities: KMWX.

STATION'S PROGRAMMING DESCRIPTION
KFFM (FM): MOB. Contact Representative for further details. Rec'd 4/15/72.

2. REPRESENTATIVES
Pacific Northwest—Art Moore & Assoc., Inc.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.3 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: 970 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

TIME RATES
Eff 4/1/75—Rec'd 3/27/75.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
PER YR:	100x	200x	300x	400x	500x	1000x
1 min	4.50	4.25	4.00	3.75	3.50	3.00
30 sec	3.50	3.25	3.00	2.75	2.50	2.00

10% discount when purchased in combination with KMWX.

KIT

1929

Buckley Radio Sales, Inc.

NAB RAB

Media Code 4 249 9500 9.00
Goetz Enterprises, Inc., Box 1222, 114 S. 4th St., Yakima Wash. 98901. Phone 509-457-8115.

STATION'S PROGRAMMING DESCRIPTION
KIT: MUSIC: albums, middle-of-the-road show tunes and comedy. AIR PERSONALITIES direct the broadcast day featuring interviews and remote broadcasts. FARM: news, market reports, weather and farm bureau. NEWS: local and regional 5 min at :55; network news on hour; news blocks at 6:45 am, noon and 5 pm; stock market reports morning, noon, evening; 5 news mobile units. SPORTS: coverage of all local high school and junior college games and events; university football and basketball; network sports events; sports news every hour. Contact Representative for further details. Rec'd 6/10/70.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack H. Goetz.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Washington, Oregon—Simpson/Reilly & Associates Co.

3. FACILITIES
5,000 w days; 1,000 w. nights; 1280 kc.
Non-directional.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 15a.
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29a.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51c.
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 81, 82.
Rates subject to change without notice.
Rate protection to anniversary date of contract.
Affiliated with American Information Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 42 Eff 6/1/73—Rc'd 5/2/73.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat noon-1 pm & 4-7 pm.
A—Mon thru Sat 10 am-noon, 1-4 pm & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	1 min	30 sec	10 sec
CLASS AAA				
10 ti	1 x	10.55	8.95	6.80
15 ti	50 x	10.00	8.45	6.50
20 ti	100 x	9.45	8.05	6.15
25 ti	200 x	8.95	7.65	5.80
30 ti	250 x	8.40	7.15	5.45
35 ti	500 x	7.90	6.70	5.10
40 ti	750 x	7.35	6.25	4.80
50 ti	1000 x	6.80	5.75	4.45
70 ti	1500 x	6.35	5.40	4.05
100 ti	2000 x	5.80	4.95	3.75
CLASS AA				
10 ti	1 x	9.60	8.15	6.20
15 ti	50 x	9.10	7.70	5.90
20 ti	100 x	8.60	7.30	5.60
25 ti	200 x	8.15	6.95	5.25
30 ti	250 x	7.65	6.50	4.95
35 ti	500 x	7.20	6.10	4.65
40 ti	750 x	6.70	5.70	4.35
50 ti	1000 x	6.20	5.25	4.05
70 ti	1500 x	5.75	4.90	3.70
100 ti	2000 x	5.25	4.50	3.40
CLASS A				
10 ti	1 x	6.60	5.60	4.25
15 ti	50 x	6.25	5.30	4.05
20 ti	100 x	5.95	5.05	3.85
25 ti	200 x	5.60	4.80	3.60
30 ti	250 x	5.25	4.50	3.40
35 ti	500 x	4.95	4.15	3.20
40 ti	750 x	4.60	3.90	3.00
50 ti	1000 x	4.25	3.65	2.80
70 ti	1500 x	3.95	3.35	2.60
100 ti	2000 x	3.65	3.05	2.35

7. PACKAGE PLANS
SATURATION—*1/3AAA, 1/3AA, 1/3A

WITHIN 30 DAYS, EA:	1 min	30 sec	10 sec
150 ti	4.95	4.00	3.30
300 ti	4.00	3.30	2.60
450 ti	3.35	2.75	2.15

(*) When available.

8. PROGRAM TIME RATES

	1x	25x	50x	150x	250x	350x	500x	750x
1/4 HOUR								
AAA	24.00	22.80	21.60	20.40	19.20	18.00	16.80	15.60
AA	19.00	18.05	17.10	16.15	15.20	14.25	13.30	12.35
A	17.00	16.15	15.30	14.45	13.60	12.75	11.90	11.00
10 MINUTES								
AAA	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00
AA	16.00	15.20	14.40	13.60	12.80	12.00	11.20	10.40
A	14.00	13.30	12.60	11.90	11.20	10.50	9.80	9.09
5 MINUTES								
AAA	16.00	15.20	14.40	13.60	12.80	12.00	11.20	10.40
AA	13.00	12.35	11.70	11.05	10.40	9.75	9.10	8.45
A	11.00	10.45	9.90	9.35	8.80	8.25	7.70	7.15
CAPSULE								
AAA	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80
AA	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
A	8.00	7.60	7.20	6.80	6.40	6.00	5.60	5.20

10. SPECIAL FEATURES
Nightwatch—Midnight-6 am. 50% of A rates.
Religious programs:
1/4 hr 20 1/2 hr 30

KIT-FM

1968

NAB RAB

Media Code 4 249 9501 7.00
Goetz Enterprises, Inc., Box 1222, 114 S. 4th St., Yakima, Wash. 98901. Phone 509-457-8115.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KIT-FM: Programmed for all ages.
MUSIC: show tunes, strings, orchestrations, middle-of-the-road 9 am-12M. NEWS: local every hour; network news at :15; newsblocks simulcast with KIT-AM. SPORTS: local games, college games. Contact Representative for further details. Rec'd 6/10/70.

3. FACILITIES
Eff 25,000 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily. PST.
Antenna ht.: ——— ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
No. 2 Eff 9/15/72—Rec'd 10/2/72.

6. SPOT ANNOUNCEMENTS

	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
Per wk	2.50	2.00	1.90	1.80	1.70	1.60
	42 ti	49 ti	56 ti	63 ti	70 ti	
Per wk	1.50	1.40	1.30	1.20	1.10	

Specified times, extra 10%.
DISCOUNT
52 wk—10%

KMWX

1944

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 9600 7.00
Northwest Broadcasting Co., Inc., Box 1460, 4th St. & Lincoln Ave., Yakima, Wash. 98907. Phone 509-248-1460.

STATION'S PROGRAMMING DESCRIPTION
KMWX: Programmed for young adults, 18-45, and teens.
MUSIC 70%: 5 am-7 pm, featuring jazz oriented, middle-of-the-road, showtunes, and comedy. AIR PERSONALITIES handle all segments featuring interviews, audience participation contests, remote broadcasts. ENTERTAINMENT: 7 pm-12M, featuring air personalities, rock, folk rock music, quizzes. FARM: news, county agent, market report, farm bureau. NEWS: network, world, national, special events, local and regional 3 min every hour, news blocks at 6:40 am, noon, 5 pm, stock market, school reports, on-the-spot reports, 4 man staff, 3 mobile units. SPORTS: coverage of all local games and events, college games, network sports events, sports news every hour. Contact Representative for further details. Rec'd 8/21/67.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Monte O. De Von.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Portland & Seattle—Art Moore & Assoc., Inc.

3. FACILITIES
5,000 w.; 1460 kc. Directional—nights only.
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION
15% on station time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d 15a.
Basic Rates: 20a 21a, 21b, 21c, 21d, 22b, 24b, 25a, 28b, 28c, 29a, 30, 32b, 33b.
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: KFFM (FM).
Affiliated with NBC.

TIME RATES
Eff 4/1/75—Rec'd 3/27/75.
AA—Mon thru Sat 6-9 am & 3-6 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
PER YR:	100x	200x	300x	400x	500x	1000x
CLASS AA						
1 min	7.50	7.00	6.25	5.75	5.50	5.25
30 sec	6.25	5.75	5.25	4.75	4.50	4.25
ALL OTHER TIMES						
1 min	6.50	6.00	5.25	4.75	4.50	4.25
30 sec	5.25	4.75	4.25	3.75	3.50	3.25

10% discount when purchased in combination with KFFM (FM).

8. PROGRAM TIME RATES
1/2 hr 40.00
1/4 hr: 60% of 1/2 hour. 5 min: 40% of 1/2 hour
10 min—50% of 1/2 hour.
DISCOUNTS
13x—5% 52x—15% 260x—25%
26x—10% 104x—20%

KMWX/KONA, TRI-CITIES, COMBINATION
25 spots on KMWX and 25 spots on KONA, during the same week, will earn the 50-time rate on each station.

KQOT

1962

Media Code 4 249 9690 8.00
KQOT, Inc., Box 1194, Yakima, Wash. 98901. Phone 509-248-4643.
Studio: 16th and Hartford Rd., Yakima, Wash.

STATION'S PROGRAMMING DESCRIPTION
KQOT: MUSIC: Rock or Top 40. Contact Representative for further details. Rec'd 2/5/70.

1. PERSONNEL
General Manager—Robert R. Moore.
Assistant Manager—Dorothy McCue.

2. REPRESENTATIVES
The Sandeberg-Glenn Company.
Seattle, Portland—Broadcast Northwest.

3. FACILITIES
1,000 w.; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4c, 5, 6b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 28b, 29a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 49, 51a.
Comb.; Cont. Discounts: 60h, 60i, 61a.
Cancellation: 71a, 73e.
Prod. Services: 80, 81, 82
Affiliated with American Contemporary Network

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ————Rec'd 7/9/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	78x	104x
1 min	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	4.50	4.25	4.00	3.75	3.50	3.25
	156x	312x	624x	1000x	2000x	
1 min	4.00	3.75	3.50	2.75	2.25	
30 sec	3.00	2.50	2.00	1.80	1.75	

7. PACKAGE PLANS

PER MO:	30 ti	50 ti	60 ti	90 ti	150 ti	300 ti
1 min	3.50	3.35	3.00	2.75	2.65	2.25
30 sec	2.70	2.50	2.30	2.00	1.85	1.75

WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	50 ti	70 ti
1 min	3.50	3.25	3.15	3.10	3.00	2.90	2.70	2.50
30 sec	3.00	2.90	2.80	2.70	2.60	2.50	2.40	2.30

PER DAY:	5 ti	10 ti	20 ti
1 min	3.50	3.15	2.80
30 sec	3.00	2.80	2.40

8. PROGRAM TIME RATES

YR:	1x	13x	26x	52x	78x	100x	156x	312x
5 min	10.00	7.50	7.00	6.50	6.00	5.75	5.50	5.00

KUTI

1954

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 249 9785 6.00
KUTI Communicators, Inc., Box 261, 316 Butterfield Rd., Yakima, Wash. 98901. Phone 509-248-2900.

1. PERSONNEL
General Manager—Don Heinen.

2. REPRESENTATIVES
Bernard Howard & Co., Inc.
Seattle, Portland—The Tacher Company.

3. FACILITIES
5,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION
15/0 time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 22a, 23b, 24b, 24c, 25a, 29e.
Contracts: 40a, 44a, 46, 47a.
Comb.; Cont. Discounts: 60f, 60i, 61a.
Cancellation: 70e, 71a, 73b.
Prod. Services: 82.
Affiliated with American Entertainment Network.
Member: National AgRadio Groups, Inc.

TIME RATES
Eff 1/1/69—Rec'd 1/31/69.

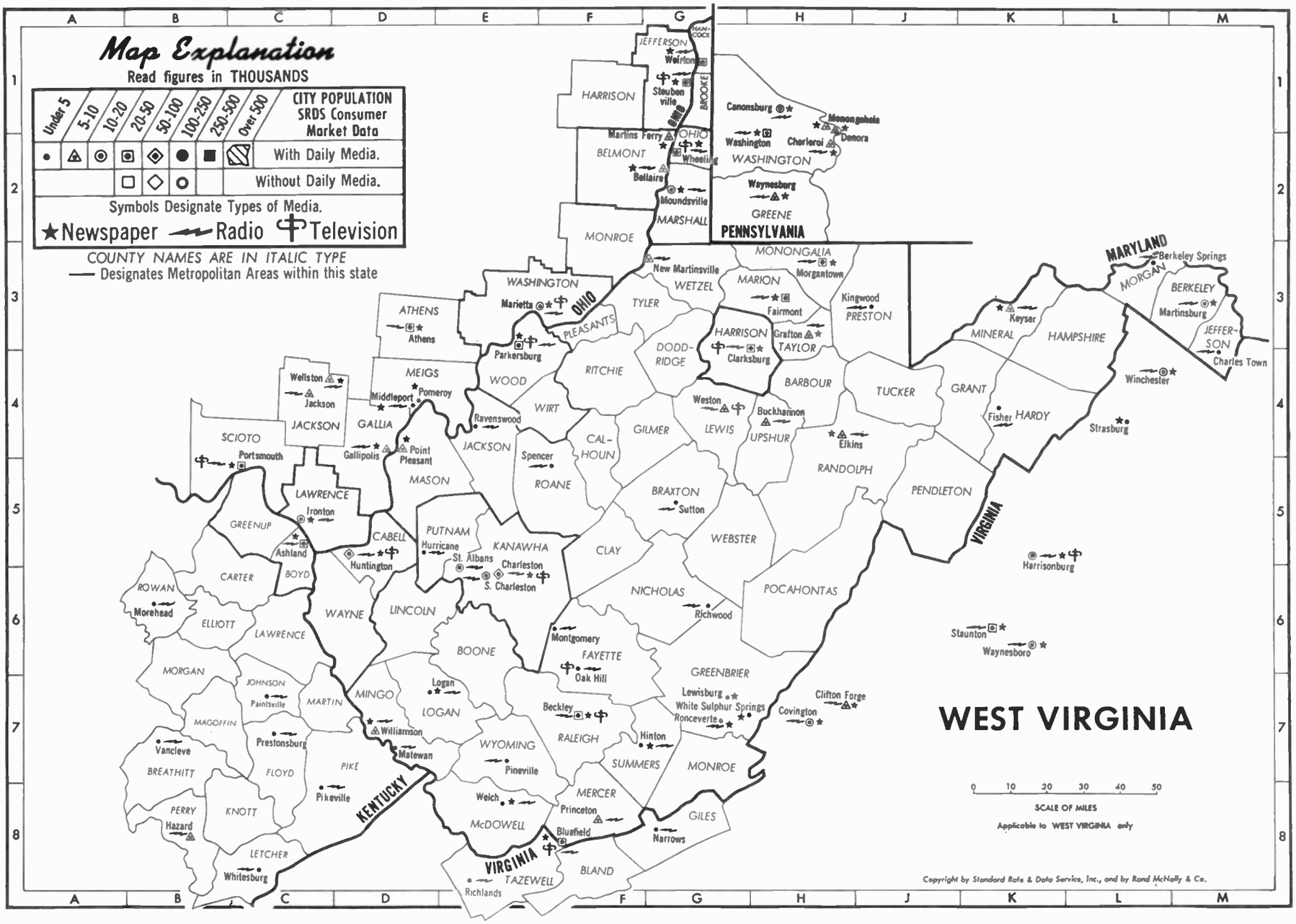
6. SPOT ANNOUNCEMENTS
AA—6-9 am, noon-1 pm & 4:30-6 pm.

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	1x	52x	156x	312x	520x	780x
1 min	7.00	6.50	5.75	5.50	5.00	4.75
30 sec	5.50	5.50	5.00	4.75	4.25	4.00

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS
(7 am-7 pm; 40% scheduled guaranteed traffic time)

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	1x	52x	156x	312x	520x	780x
1 min	6.00	5.50	5.00	4.50	4.00	3.75
30 sec	5.50	4.66	4.25	3.50	3.25	3.00

10 sec: 60% of 1-min.



WEST VIRGINIA

ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO

Milton—Cabel County
Rainelle—Greenbrier County

Negro Population Data

(January 1, 1975)

STATE TOTAL	55,588
METRO AREAS	
Charleston	12,905
Clarksburg	1,016
Huntington-Ashland	6,824
Parkersburg-Marietta	1,282
Steubenville-Weirton	6,793
Wheeling	3,435
Total Metros	32,255

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Beckley—Raleigh
Bluefield—Mercer
Charleston—Kanawha
Clarksburg—Harrison
Fairmont—Marion
Huntington—Cabell
Morgantown—Monongalia
Parkersburg—Wood
Weirton—Hancock
Wheeling—Ohio

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
WEST VIRGINIA STATE TOTALS	1,808.0	609.85	6,626,983	10,867	10.9	17.7	13.1	23.7	21.6	3,904,334	6,402	1,039,586	118,180	625,553	185,359	225,634	673,444	304,296	686.41	62.5	197,323
BARBOUR H-4	16.6	5.52	46,962	8,508	18.7	20.8	12.4	17.5	11.9	20,749	3,759	6,918	326	919	1,033	1,612	4,830	1,767	5.04	2.0	3,762
BERKELEY M-3	39.5	13.26	153,363	11,566	8.4	18.9	13.9	26.4	24.7	85,106	6,418	23,733	3,747	12,632	2,728	4,999	12,498	5,040	16.20	2.1	14,155
BOONE E-6	24.5	7.94	80,664	10,159	13.4	18.1	12.5	21.2	18.2	40,047	5,044	15,353	1,348	4,025	1,331	1,774	7,353	3,775	8.59	.3	297
BRAXTON G-5	12.4	4.21	41,019	9,743	15.3	18.0	10.0	16.2	13.5	21,206	5,061	4,125	469	3,173	751	910	5,449	2,092	4.00	1.1	2,200
BROOKE G-1	31.7	10.40	137,861	13,256	6.3	12.6	13.4	31.1	30.0	46,247	4,447	11,424	473	2,269	1,315	4,019	10,364	4,608	11.58	.4	730
CABELL D-5	109.8	39.36	473,860	12,039	9.0	17.0	12.0	24.4	27.7	354,412	9,004	75,695	9,418	80,232	20,705	24,359	60,211	20,877	47.22	1.8	1,851
Huntington[2]	74.5	28.19	334,659	11,872	.....	.....	.....	.....	.....	329,127	11,675	71,749	8,807	74,040	19,788	23,611	59,563	14,878	.....	.....	.....
Huntington-Ashland Metro Area	297.2	101.91	1,162,765	11,410	9.3	16.8	12.6	25.1	25.4	665,789	6,533	178,723	18,286	116,924	34,329	38,075	117,512	49,878	135.89	.....	.....
CALHOUN F-4	7.1	2.37	19,375	8,175	15.2	21.1	11.5	13.5	11.4	8,246	3,522	2,215	165	828	161	367	2,547	630	2.28	.5	940
CLAY F-5	8.5	2.59	18,962	7,321	17.3	22.6	11.1	13.4	9.7	7,514	2,901	2,808	94	1,344	333	215	443	1,264	2.72	.1	672
DODDRIDGE G-4	6.4	2.21	17,637	7,981	15.2	23.5	15.1	18.8	11.1	6,126	2,772	2,008	186	314	364	744	706	667	1.90	.9	1,086
FAYETTE F-6	53.4	17.76	147,817	8,323	17.2	21.1	14.0	18.0	11.3	99,835	5,621	31,429	2,896	13,519	3,648	5,770	18,608	8,057	18.77	.6	1,320
GILMER G-4	8.3	2.62	19,501	7,443	17.0	20.6	10.6	14.0	10.9	10,327	3,942	3,209	236	1,719	.....	1,067	1,478	1,302	2.34	.4	1,052
GRANT K-4	9.0	2.93	27,839	9,501	16.1	20.2	11.2	17.7	15.9	14,254	4,865	5,530	237	1,303	120	320	1,826	1,841	3.29	1.1	4,613
GREENBRIER G-7	32.7	11.25	110,154	9,791	14.2	21.3	13.8	20.3	16.1	72,236	6,421	19,885	2,202	10,020	3,290	1,661	12,381	7,381	13.04	2.5	10,647
HAMPSHIRE L-3	12.4	4.14	40,894	9,878	14.5	21.3	13.6	21.8	16.9	15,201	3,672	4,252	140	1,014	414	456	2,932	2,855	4.80	1.8	7,807
HANCOCK G-1	42.1	13.77	196,057	14,238	5.6	11.0	10.9	32.3	35.9	82,508	5,992	26,378	3,494	5,813	3,155	5,091	11,784	8,462	17.53	.4	636
Weirton[3]	28.3	9.34	141,165	15,114	.....	.....	.....	.....	.....	73,039	7,820	22,136	2,515	5,940	3,153	5,091	11,317	6,431	.....	.....	.....
Steubenville-Weirton Metro Area	170.9	56.97	719,355	12,627	6.4	12.2	12.7	31.5	30.9	347,293	6,096	104,493	10,412	53,425	13,446	22,561	54,630	28,520	77.30	.....	.....
HARDY K-4	9.0	3.05	29,414	9,644	14.7	23.8	13.0	16.3	16.0	12,811	4,200	3,299	209	762	208	618	2,448	656	3.43	2.4	16,506
HARRISON G-3	78.9	28.19	304,111	10,788	10.6	18.1	14.9	25.7	20.7	211,574	7,505	50,029	11,532	39,392	11,420	14,802	35,062	13,971	30.70	2.5	5,094
Clarksburg	26.5	10.68	114,347	10,707	.....	.....	.....	.....	.....	130,624	12,231	25,509	9,339	37,238	10,729	10,412	7,645	7,963	.....	.....	.....
Clarksburg Metro Area	78.9	28.19	304,111	10,788	10.6	18.1	14.9	25.7	20.7	211,574	7,505	50,029	11,532	39,392	11,420	14,802	35,062	13,971	30.70	.....	.....
JACKSON E-4	23.0	7.33	78,725	10,740	10.2	14.8	15.2	28.0	20.5	38,195	5,211	11,579	1,071	2,760	1,441	2,168	6,251	4,696	8.02	2.0	3,916
JEFFERSON M-3	23.5	7.60	86,229	11,346	11.7	18.8	14.0	24.4	23.2	49,054	6,454	11,349	1,747	2,149	1,519	2,048	9,535	6,135	9.04	1.4	14,489
KANAWHA E-5†	232.2	80.88	1,021,099	12,625	8.3	14.5	12.4	25.9	29.3	713,622	8,823	165,399	24,360	142,858	31,866	30,692	119,614	44,088	105.11	.....	.....
Charleston	71.7	27.52	371,438	13,497	.....	.....	.....	.....	.....	426,369	15,493	74,020	13,744	122,892	27,297	22,477	81,944	20,557	.....	.....	.....
Charleston Metro Area	262.6	90.79	1,134,841	12,500	8.2	14.8	12.7	26.2	28.5	741,470	8,167	172,343	24,474	145,107	32,092	31,624	126,125	50,676	115.34	.....	.....
LEWIS G-4	18.0	5.79	53,506	9,241	14.8	23.1	12.3	19.1	16.0	34,545	5,966	11,829	1,367	2,676	2,056	2,571	5,457	1,872	6.55	1.1	5,339
LINCOLN D-6	19.2	5.98	54,796	9,163	12.7	17.2	10.8	17.8	15.6	16,840	2,816	7,049	.....	1,502	106	337	4,911	1,592	5.34	2.3	982
LOGAN D-7	47.5	14.90	147,206	9,880	13.3	15.7	14.5	22.8	17.3	94,233	6,324	26,500	2,572	23,100	4,554	3,857	12,973	8,444	15.74	.5	234
McDOWELL E-8	51.2	15.71	135,628	8,633	15.1	17.2	14.5	20.0	11.1	84,839	5,400	29,347	1,719	12,159	5,014	5,928	15,599	7,342	15.55	.....	.....
MARION H-3	63.7	23.13	237,430	10,265	9.8	18.1	14.7	26.4	20.6	145,546	6,293	44,170	4,291	18,059	9,044	8,958	25,698	11,036	27.40	.9	1,078
Fairmont	26.8	10.28	109,276	10,630	.....	.....	.....	.....	.....	114,294	11,118	30,938	3,715	15,666	8,675	6,704	21,409	7,340	.....	.....	.....
MARSHALL G-2	39.4	13.29	146,643	11,034	8.1	16.8	16.6	28.8	21.4	58,214	4,380	17,724	2,962	3,669	2,526	2,852	9,982	5,503	13.70	2.4	4,042
MASON D-5	25.5	8.39	78,882	9,402	11.2	19.9	12.8	23.3	16.6	38,073	4,538	15,414	1,383	2,531	1,461	2,018	5,020	2,848	8.84	1.9	10,677
MERCER F-8	64.8	22.39	247,350	11,047	11.9	19.1	12.6	22.5	21.8	154,478	6,899	36,185	4,876	24,574	9,191	9,757	30,794	12,869	25.43	1.6	2,135
Bluefield[4]	21.3	7.55	98,098	12,976	.....	.....	.....	.....	.....	92,338	12,214	16,136	3,273	17,506	5,359	7,316	17,044	5,376	.....	.....	.....
MINERAL K-3	24.8	8.41	85,781	10,200	10.5	18.8	15.0	26.7	18.3	34,236	4,071	10,742	1,171	3,632	1,849	2,105	4,400	2,833	9.82	.9	3,529
MINGO D-7	34.5	10.49	83,949	8,003	15.2	19.2	11.7	16.6	10.6	73,479	7,005	16,600	1,534	12,517	6,451	6,895	15,649	4,795	9.57	.....	.....
MONONGALIA H-3	67.2	22.38	258,772	11,563	10.3	18.0	13.2	23.8	25.2	140,411	6,274	36,461	4,240	22,322	7,743	9,362	22,200	10,375	22.55	1.4	2,734
Morgantown	31.1	9.95	123,392	12,401	.....	.....	.....	.....	.....	103,619	10,414	26,714	3,910	14,390	7,522	8,568	11,925	7,647	.....	.....	.....
MONROE G-7	12.0	3.84	34,032	8,863	10.8	21.3	12.6	17.4	14.7	13,985	3,642	3,368	397	758	252	409	3,503	2,324	3.75	2.2	9,068
MORGAN L-3	9.4	3.28	30,952	9,437	9.8	25.8	15.3	21.3	15.7	12,226	3,727	2,461	245	549	487	472	945	1,894	3.85	.4	1,844
NICHOLAS G-6	22.3	7.15	72,272	10,108	10.5	16.4	13.4	23.9	17.9	38,263	5,351	12,986	426	5,105	1,637	1,507	6,499	4,394	7.77	.5	1,498
OHIO G-2	63.4	22.53	296,666	13,168	6.7	14.2	12.6	27.5	30.8	237,163	10,527	52,950	5,922	63,343	14,224	21,994	31,600	12,407	26.26	.5	3,943
Wheeling	48.6	18.27	226,501	12,397	.....	.....	.....	.....	.....	225,229	12,328	49,970	5,922	58,571	14,224	20,289	27,762	9,680	.....	.....	.....
Wheeling Metro Area	181.0	63.50	749,755	11,807	7.2	15.6	13.9	28.4	26.9	455,648	7,176	124,884	12,816	84,389	20,680	33,772	70,135	33,414	80.18	.....	.....
PENDLETON J-5	7.4	2.45	23,516	9,598	12.3	20.0	12.6	18.8	16.2	8,491	3,466	1,654	242	1,140	240	362	1,796	1,161	2.58	3.0	11,569
PLEASANTS F-3	7.8	2.44	28,033	11,489	7.3	14.0	13.0	26.5	26.1	13,080	5,361	3,018	485	558	727	491	3,119	1,795	2.54	.3	517
POCAHONTAS H-6	9.0	3.10	26,552	8,565	16.1	23.0	12.7	16.5	13.9	11,660	3,761	4,482	181	1,301	351	998	1,618	1,260	3.42	1.6	3,489
PRESTON J-3	26.0	8.45	79,107	9,362	15.1	19.9	12.8	19.7	14.9	31,290	3,703	8,590	511	2,413	385	1,361	7,112	4,248	9.23	2.0	9,093
PUTNAM E-5	30.4	9.91	113,742	11,477	7.3	15.3	15.0	29.2	22.8	27,848	2,810	6,944	114	2,249	226	932	6,511	6,588	10.23	2.3	3,101
RALEIGH F-7	75.6	25.38	253,456	9,986	14.1	18.8	13.6	22.1	17.2	150,819	5,942	42,552	3,955	29,094	7,801	8,361	23,441	11,799	26.00	.6	2,934
Beckley	25.9	9.71	91,174	9,390	.....	.....	.....	.....	.....	118,981	12,253	28,402	3,862	23,716	7,621	5,884	23,092	5,531	.....	.....	.....
RANDOLPH H-5	27.7	9.06	83,450	9,211	16.1	22.8	13.4	18.6	14.2	51,467	5,681	15,392	1,728	8,793	1,183	2,572	7,696	5,049	9.46	1.4	4,612
RITCHIE F-4	10.3	3.66	28,700	7,842	13.7	20.8	14.8	19.9	9.7	16,337	4,464	4,174	392	870	388	906	5,336	1,251	3.74	.8	2,153
ROANE F-5	14.2	4.68	40,073	8,563	15.4	22.0	12.3	17.2	13.4	21,892	4,678	6,792	337	2,549	731	971	5,332	1,955	4.87	1.2	3,567
SUMMERS F-7	12.8	4.48	40,032	8,936	14.1	18.2	10.4	18.0	16.6	20,261	4,523	6,249	802	2,519	697	973	3,367	1,406	4.52	1.5	1,577
TAYLOR H-3	14.3	5.10	48,412	9,493	12.2	22.6	14.2	21.8	15.1	24,534	4,811	8,795	916	1,786	454	1,340	3,711	2,674	5.22	.6	1,142
TUCKER J-4	7.5	2.62	20,049	7,652	18.5	20.0	13.3	16.3	11.2	11,874	4,532	3,947	224	396	669	476	3,024	1,144	2.93	.5	1,131
TYLER G-3	10.5	3.57	35,573	9,964	12.7	15.6	14.0	25.4	18.1	14,537	4,072	6,234	624	879	524	530	2,810	937	3.62	.5	1,415
UPSHUR H-4	20.6	6.73	66,027	9,811	14.2	19.3	12.1	20.3	17.9	39,192	5,823	13,860	895	2,625	1,777	1,591	7,156	2,861	6.68	1.6	2,717
WAYNE D-6	38.9	12.80	131,599	10,281	11.8	18.5	12.8	23.1	18.8	40,182	3,139	18,831	1,053	1,598	535	1,484	8,388	3,969	11.93	.4	1,082
WEBSTER G-5	8.8	2.90	22,127	7,630	18.3	17.7	9.8	15.4	11.5	12,978	4,475	3,578	833	3,592	308	172	2,593	962	3.20	.4	206
WETZEL G-3	21.9	7.46	84,432	11,318	9.4	14.1	12.9	26.0	24.5	38,131	5,111	13,445	968	2,157	1,234	1,652	7,297	4,753	8.42	.8	1,053
WIRT F-4	4.1	1.40	12,804	9,146	13.1	21.8	13.0	16.7	15.0	2,366	1,690	364	.....	790	123	90	189	530	1.52	.6	1,560
WOOD E-4	86.1	29.52	381,755	12,932	5.7	14.2	12.5	28.0	32.1	229,892	7,788	54,408	5,591	52,344	13,690	16,703	39,818	14,850	38.81	1.4	5,283
Parkersburg	46.4	17.11	202,422	11,831	.....	.....	.....	.....	.....	210,033	12,275	47,523	4,711	52,344	13,690	12,606	37,672	11,677	.....	.....	.....
Parkersburg-Marietta Metro Area	148.4	50.26	609,999	12,137	6.3	15.2	13.2	27.7	29.4	364,412	7,251	95,826	8,576	70,212	17,287	23,571	60,129	29,546	69.62	.....	.....
WYOMING E-7	30.2	9.10	92,136	10,125	10.8	16.1	15.3	25.8	17.4	51,502	5,660	15,874	874	11,359	919	955	11,580	4,412	9.77	.1	246

(2) Includes portion in Wayne County.
(3) Includes portion in Brooke County.
(4) Includes portion in Tazewell County, Virginia.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

WEST VIRGINIA

see SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 250 0075 9.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

WEST VIRGINIA STATE GROUP
Comprised of:

WWNR—Beckley
WKOY—Bluefield
WBUC—Buckhannon
WDNE—Elkins
WTCS—Fairmont
WELD—Fisher
WMTD—Hinton
WLOG—Logan
WHJC—Matewan
WMON—Montgomery
WCLG—Morgantown
WEIF—Moundsville
WETZ—New Martinsville
WPAR—Parkersburg
WAEY—Princeton
WMOV—Ravenswood
WVAR—Richwood
WRON—Ronceverte
WVRC—Spencer
WKLC—St. Albans
WSGB—Sutton-Gassaway
WELC—Welch
WHAW—Weston

	1 min	30 sec
All stations	90	72

Less than full state list may be purchased.
(D)

BECKLEY (3 AM; 2 FM)

Raleigh County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WBKW (FM)

1948

A Personality Station

NAB

Media Code 4 250 0140 1.00
Personality Stations, Inc., Box 1452, Beckley, W. Va. 25801. Phone 304-253-7311.
See affiliated AM station for additional information.
AM facilities: WJLS.

STATION'S PROGRAMMING DESCRIPTION
WBKW (FM): All Religious Programming.

3. FACILITIES
ERP 34,000 w. 99.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 1,050 ft. above average terrain.

TIME RATES
Eff 7/1/70—Rec'd 6/29/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	20 ti	40 ti	50 ti
1 min	3.00	2.90	2.80	2.60	2.30	2.15
30 sec	2.10	2.05	1.95	1.85	1.75	1.70
15 sec	1.80	1.75	1.65	1.55	1.45	1.40

WCIR

1966

NAB

Media Code 4 250 0280 5.00
Waldron Broadcasting Corp., Box 1063, Beckley, W. Va. 25801. Phone 304-252-6452.

STATION'S PROGRAMMING DESCRIPTION
WCIR: Programmed for general audience appeal

1. PERSONNEL
General Manager—Thomas K. Martin.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
10,000 w. days; 1070 kc. Non-directional.
500 w. pre-sunrise
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 8/1/75—Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	12 ti	18 ti	24 ti	30 ti
1 wk	10.00	9.00	8.00	7.00
13 wk	9.75	8.75	7.75	6.75
26 wk	9.50	8.50	7.50	6.50
52 wk	9.25	8.25	7.25	6.25

30 sec: 80% of 1-min.

10. SPECIAL FEATURES
5-min newscast, flat 15.00
Submitted by T. K. Martin.

WCIR-FM

1971

NAB

Media Code 4 250 0261 3.00
Waldron Broadcasting Corp., Box 1063, Beckley, W. Va. 25801. Phone 304-252-6452.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WCIR-FM: Programmed for general audience appeal.

2. FACILITIES
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 103.7 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 355 ft. above average terrain.

6. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff 8/1/75—Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 wk	13 wk	26 wk	52 wk
12 ti	5.00	4.75	4.50	4.25
18+	4.00	3.75	3.50	3.25

10. SPECIAL FEATURES
5-min newscast, flat 8.00
Submitted by T. K. Martin.

WJLS

1939

A Personality Station

Modern Country

NAB

Media Code 4 250 0420 7.00
Personality Stations, Inc., WJLS Bldg., Beckley, W. Va. 25801. Phone 304-253-7311.

STATION'S PROGRAMMING DESCRIPTION
WJLS: Programmed for general interest. AIR PERSONALITIES handle all segments. MUSIC: modern country, Nashville Sound. NEWS: Network at :60, State & local at :06. 4 man local news department, 4 mobile units. SPORTS: 4 regularly scheduled sportscasts daily; play-by-play local high school & college football & basketball; National League baseball; 3 full time sportscasters. Audience participation; local public affairs program, 30 min 9:30 am, M-F; phone swap shop, contests throughout the day. 30 min of news, sports, public affairs, stock market reports & weather M-F, 6 pm. Contact Representative for further details. Rec'd 7/17/72.

1. PERSONNEL
President—Joe L. Smith, Jr.
Vice-Pres. & Gen'l Mgr.—William F. Blake.

2. REPRESENTATIVES
Dome & Associates, Inc.
Regional Reps Corp.

3. FACILITIES
5,000 w. days, 500 w. nights; 560 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only; bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WBKW (FM).
Affiliated with CBS.

TIME RATES
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
AA	12	11	10	9	8	7
A	10	9	8	7	6	5
B	8	7	6	5	4	3

30 sec: 75% of 1-min. 15 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
AA	....	....	....	....	18
A	70	50	35	20	12
B	40	24	16	12	8

CONSECUTIVE WEEK DISCOUNT/PROGRAMS ONLY
13 wk—5% 26 wk—10% 52 wk—15%

WWNR

1946

NAB

A Rahall Station
Subscriber to the NAB Radio Code
Media Code 4 250 0560 0.00
Rahall Broadcasting Co. Inc., 1708 Harper Rd., Beckley, W. Va. 25801. Phone 304-253-8330.

STATION'S PROGRAMMING DESCRIPTION
WWNR: Programmed for general interest.
MUSIC: current hits. AIR PERSONALITIES handle all segments. NEWS: Network at :55; headlines at :30. 6 man local news department, mobile units. SPORTS: at :15; weather at :45. Play-by-play local high school football & basketball, college football & basketball, All-Star & World Series baseball. 5:30-6 pm roundup of sports, news & stock reports. Editorials. Contact Representative for further details. Rec'd 9/5/72.

1. PERSONNEL
President—N. Joe Rahall.
Vice-Pres. & Gen'l Mgr.—Anthony P. Gonzales.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
1,000 w. days, 500 w. nights; 620 kc.
Directional—nighttime only.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a, 31, 33a.
Contracts: 40a, 44b, 46, 47a, 51b.
Comb.; Cont. Discounts: 60b, 60e, 60f, 61c, 62d.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with Katz Radio Network.

TIME RATES
No. 1 Eff 9/1/70—Rec'd 10/2/70.
AA—Mon thru Fri 6-10 am & 3-8 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	12	11	10	9
A	10	9	8	7

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
Plan I (1/2 6-10 am, 1/2 3-8 pm)	11	10	9	8
Plan II (1/2AA, 1/2A)	10	9	8	7

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
NEWS & SPORTS
5-min—1-1/2x applicable 1-min.
CONSECUTIVE WEEK DISCOUNT
52 wk—10%. Applies to programs only.
(Q)

BERKELEY SPRINGS

(1 AM; 1 FM)

Morgan County—Map Location L-3
See SRDS consumer market map and data at beginning of the State.

WCST

1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 250 0700 2.00
Berkeley Springs Radio Station Corp., Box 8, Berkeley Springs, W. Va. 25411. Phones 304-258-1010; Hancock, Md. 301-678-6217.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ken Robertson.

2. FACILITIES
250 w.; 1010 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast during AM operational hours. For separate FM facilities see WCST-FM.

4. AGENCY COMMISSION
15% to recognized agencies.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 6/1/70—Rec'd 7/1/70.

6. SPOT ANNOUNCEMENTS

	1x	100x	500x	1000+
1 min	2.65	2.45	2.10	1.80
30 sec	2.10	1.80	1.50	1.20

WCST-FM

1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 250 0701 0.00
Berkeley Springs Radio Station Corp., Box 8, Berkeley Springs, W. Va. 25411. Phone 304-258-1010.
Hancock, Md. Phone 301-678-6217.
See affiliated AM station for additional information.

1. PERSONNEL
Gen'l Sta. & Sales Mgr.—Kenneth Robertson.

3. FACILITIES
Eff' 3,000 w.; 93.5 mc.
Operating schedule: 6:00 am-11:00 pm Mon thru Fri; 6:00 am-11:30 pm Sat; 8:00 am-11:00 pm Sun. EST.
Antenna ht.: 70 ft. above average terrain.
Partial simulcast operation during AM operational hours. FM only from sunset-11 pm. For simulcast facilities see WCST.

TIME RATES
No. 3 Eff 6/1/70—Rec'd 7/1/70.

6. SPOT ANNOUNCEMENTS

	1x	100x	500+
1 min	1.80	1.50	1.20
30 sec	1.50	1.20	.90

BLUEFIELD (2 AM; 1 FM)

Mercer County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WHIS

1929

AVERY-KNODEL, INC.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 250 0840 6.00
Daily Telegraph Printing Company, Broadcast Center, East Cumberland Rd., Bluefield, W. Va. 24701. Phone 304-327-7115. TWX 304-325-6966.

1. PERSONNEL
General Manager—John Shott.

2. REPRESENTATIVES
Avery-Knodel, Inc.

2. FACILITIES
5,000 w. days, 500 w. nights; 1440 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
Eff 7/1—Rec'd 7/14/71.
AA—6-9 am & 4-7 pm.
A—9 am-4 pm & 7-8 pm.
B—8 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	104x	156x	260x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	48 ti
CLASS AA						
1 min	9.00	8.00	7.50	7.00	6.00	5.00
30 sec	7.00	6.50	6.00	5.50	4.50	4.00
10 sec	4.50	4.00	3.75	3.50	3.00	2.50
CLASS A						
1 min	7.00	6.50	6.00	5.50	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.50	3.25	3.00	2.75	2.50	2.00
CLASS B						
1 min	6.00	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.25	2.00
10 sec	3.00	2.50	2.25	2.00	1.75	1.50

Spots and programs may not be combined to earn lower rate. Weekly plans may be combined with other spots to earn lower rate.

WHIS-FM

1963

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 250 0841 4.00
Daily Telegraph Printing Co., Broadcast Center, East Cumberland Rd., Bluefield, W. Va. 24701. Phone 304-327-7115. TWX 304-325-6966.
See affiliated AM station for additional information.

2. FACILITIES
ERP 5,900 w.; 104.5 mc.
Operating schedule: 7 am-midnight. EST.
Antenna ht.: 1170 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 4 Eff 4/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
Less than 7	4.50	2.25
7, 1 per day	4.00	2.00
14, 2 per day	3.50	1.75
21, 3 per day	3.00	1.50
28, 4 per day	2.50	1.25

WKOY

1948

Media Code 4 250 0980 6.00
WKOY Radio, Box 800, 623 Commerce St., Bluefield, W. Va. 24701. Phone 304-327-6124.

1. PERSONNEL
General Manager—George Hendrick.

2. REPRESENTATIVES
Devney Organization, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
Eff 7/75—Rec'd 8/1/75.
AA—6-10 am & 4-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	8	7	6	5
A	7	6	5	4

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
Submitted by George Hendrick.

BUCKHANNON

Upshur County—Map Location H-4
See SRDS consumer market map and data at beginning of the State.

WBUC

1959

RAB

Subscriber to the NAB Radio Code
Media Code 4 250 1120 2.00
Radio Station WBUC, Inc., Box C, Buckhannon, W. Va. 26201. Phone 304-472-1460.

STATION'S PROGRAMMING DESCRIPTION
WBUC: Mod country to 8 am, MOR thereafter.

1. PERSONNEL
General Manager—Phil Phillips.

3. FACILITIES
5,000 w.; 1460 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff—— ——Rec'd 7/6/71.

6. SPOT ANNOUNCEMENTS

	1x	157x	313x	469x
30 sec	2.75	2.45	2.05	1.85
1 min	3.40	3.10	2.75	2.40
	625x	781x	937x	1093+
30 sec	1.75	1.70	1.60	1.55
1 min	2.15	2.00	1.95	1.90

7. PACKAGE PLANS

PER MO, 30 DAYS:	30 ti	51 ti	76 ti	101+
30 sec	2.35	2.15	1.95	1.85
1 min	3.00	2.70	2.40	2.05

WEST VIRGINIA

CHARLESTON (7 AM; 5 FM)

(including South Charleston, St. Albans)

Plus 1 paid cross reference.
Kanawha County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	34	28	34	28
B	32	27	32	27
C	32	26	32	14
D	15	24	15	12
AVERAGE	28	26	28	20

WBES (FM)

1969
CHARLESTON

RAB

A Rollins' Group Station

Media Code 4 250 1190 5.00
Rollins Broadcasting of Delaware, Inc., 1111 Virginia St., E., Charleston, W. Va. 25324. Phone 304-342-8131.
See affiliated AM station for additional information.
AM facilities: WCHS.

1. PERSONNEL
General Manager—William H. Phillips.
Program Director—Elizabeth Eakin.
Chief Engineer—Dave Newhouse.

3. FACILITIES
ERP 14,500 w. (horiz.), 14,500 w. (vert.); 96.1 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.: 830 ft. above average terrain.

5. GENERAL AOVERTISING See coded regulations
Affiliated with CBS and Blair Represented Network.
Member: Rollins, Inc.
Sold in combination with WCHS. See that listing for rates.

TIME RATES
No. 24 Eff 9/1/74—Rec'd 8/30/74.
AA—Mon thru Fri 6-10 am & 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA (*)	A 1 min	A (*)	B 1 min	B (*)
6 ti	17	14	28	23	13	11
12 ti	15	12	26	21	12	10
18 ti	13	11	24	20	11	9
24 ti	11	9	22	18	10	8

(*) 30 sec/less.

DISCOUNT
26 wk—4% 52 wk—8%
Submitted by William H. Phillips.

WCAW

1946
CHARLESTON

EASTMAN RADIO, INC.

NAB

Media Code 4 250 1260 6.00
Capitol Broadcasting Co., Box 4318, Charleston, W. Va. 25304. Phone 304-925-4986.

STATION'S PROGRAMMING DESCRIPTION
WCAW: Programmed for adults.
MUSIC: modern country. NEWS: local news department with local & state news, 5-min at 6, 6:30, 7, 7:30, 8, 8:30 am, 12:30, 4 & 5 pm. Network news other times at :30. Special live public affairs programs regularly scheduled with guests & audience call-in. Contact Representative for further details. Rec'd 6/10/74.

1. PERSONNEL
President—E. M. Johnson.
Vice-Pres. & Gen'l Mgr.—Paul Miles.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
10,000 w. days, 250 w. nights: 680 kc.
Directional—nights only.
Operating schedule: 5 am-midnight, EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL AOVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 61c, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 82.
FM facilities: WVAF(FM).
Affiliated with American Entertainment Network.
Affiliated with Eastman Radio Network.

TIME RATES
No. 10 Eff 7/22/75—Rec'd 7/24/75.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	35	33	32	31	31	29	27	25

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

WEEKLY CUME PLANS:	1 min
12 ti (4I (AM), 4I (PM), 4II)	29
18 ti (6I (AM), 6I (PM), 6II)	27
24 ti (8I (AM), 8I (PM), 8II)	25

Submitted by Paul Miles.

WCHS

1927
CHARLESTON

RAB

A Rollins' Group Station

Media Code 4 250 1400 5.00
Rollins Broadcasting of Delaware, Inc., Box 1153, 1111 Virginia St., E., Charleston, W. Va. 25324. Phone 304-342-8131.

1. PERSONNEL
Vice-President Radio, Rollins, Inc.—Paul H. Downs.
General Manager—Jack Rattigan.
Sales Manager—Joe Farris.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 580 kc. Directional—night only.
Operating schedule: 5-2:15 am. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL AOVERTISING See coded regulations
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b.
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60e, 60h, 60i, 62d.
Cancellation: 70a, 70e, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WBES (FM).
Affiliated with CBS and Blair Represented Network.
Member: Rollins, Inc.

TIME RATES
WCHS/WBES (FM) COMBINATION
No. 24 Eff 9/1/74—Rec'd 10/7/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm.
A—Mon thru Fri 7-10 pm; Sat 6 am-7 pm; Sun noon-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

WK:	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	42	40	38	36	32	30	28	26
30 sec	34	32	31	29	26	24	23	21
10 sec	25	24	23	22	19	18	17	16

	A				B			
1 min	22	20	18	16	15	14	13	10
30 sec	18	16	15	13	12	11	10	8
10 sec	13	12	11	10	9	8	7	6

AM ONLY:	1 min	30 sec	10 sec
Deduct	6	5	4

DISCOUNT
26 wks—4% 52 wks—8%

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	45	42	38	34
A	38	34	31	29
B	25	23	21	20
C	16	14	13	11

WKAZ WQBE (FM)

WKAZ 1946 WQBE (FM) 1951
CHARLESTON

mcgavren-guild
pgw radio, inc.

RAB

Media Code 4 250 1680 5.00
WKAZ, Inc., Heart O' Town Motor Inn, Box 871, Charleston W. Va. 25323. Phone 304-344-9691.

1. PERSONNEL
General Manager—Fred B. Winton.
Sales Manager—Kurt K. Ziegler.
Operations Director—C. R. (Bob) Turley.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 950 kc.
Directional—night only.
Operating schedule: 24 hours daily. EST.
FM FACILITIES
ERP 9,000 w.; 97.5 mc.
Antenna ht.: 237 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 5.
Rate Protection: 10b, 11b, 12b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 60k, 61a, 61b.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with American Contemporary Network.

TIME RATES
No. 21 Eff 7/1/71--Rec'd 8/12/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun all day.
B—All other times

6. SPOT ANNOUNCEMENTS

	AA 1 min	AA 20/30	AA 10 sec	A 1 min	A 20/30	A 10 sec
1-6 ti	35	30	20	28	24	17
12 ti	32	27	19	27	23	16
18 ti	31	26	18	26	22	15
24 ti	30	25	16	25	21	14

	B 1 min	B 20/30	B 10 sec
1-6 ti	25	21	16
12 ti	24	20	15
18 ti	23	19	14
24 ti	22	17	13

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

	1 min	50 sec	10 sec
12 ti (4AA (AM), 4AA (PM), 4A)	27	22	16
18 ti (5AA (AM), 5AA (PM), 8A)	25	20	15
24 ti (7AA (AM), 7AA (PM), 10A)	23	18	14

WKLC

1956
ST. ALBANS

Media Code 4 250 1700 1.00
WKLC, Inc., 100 Kanawha Terr., St., Albans, W. Va. 25177. Phone 304-727-1300.

STATION'S PROGRAMMING DESCRIPTION
WKLC: MUSIC: Country 6-9 am & 3-7 pm. Gospel & religious programming 9 am-3 pm. NEWS: network & local. SPORTS: local sports, university football & basketball, local high school football & basketball, high school football play-by-play, professional baseball. Contact Representative for further information. Rec'd 2/28/75.

1. PERSONNEL
General Manager—F. D. (Skeeter) Dodd.
Program Director—Ron Kidd.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
1,000 w. days; 1300 kc.
Operating schedule: 6 am-local sunset. EST.
Partial simulcast operation. Simulcast 6-9 am & 3-6 pm. For non-simulcast facilities see WKLC-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2a, 3a, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 26, 29a.
Contracts: 40a, 42a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 61a, 61b.
Cancellation: 73a.
Affiliated with KBS and MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/74—Rec'd 11/22/74.
AA—6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	5.50	4.00	4.50	3.00
12 ti	5.20	3.70	4.20	2.70
18 ti	4.90	3.50	3.90	2.50
24 ti	4.50	3.30	3.50	2.30

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	58.00	35.45	21.00	7.20
13 x	55.60	29.45	18.75	6.80
52 x	51.00	27.50	16.00	6.50

WKLC-FM

1966
ST. ALBANS

Media Code 4 250 1701 9.00
WKLC, Inc., 100 Kanawha Terr., St. Albans, W. Va. 25177. Phone 304-727-1300.
See affiliated AM station for additional information

STATION'S PROGRAMMING DESCRIPTION
WKLC-FM: MUSIC: Country with AIR PERSONALITIES. NEWS: network & local. SPORTS: university football & basketball, local high school football & basketball, NASCAR auto racing, Indianapolis 500. Contact Representative for further details. Rec'd 2/28/75.

3. FACILITIES
ERP 50,000 w.; 105.1 mc. Stereo.
Operating schedule: 7-1 am. EST.
Partial simulcast operation. Operated separately 9 am-3 pm & 6 pm-1 am. For simulcast facilities see WKLC.
Antenna ht.: 350 ft. above average terrain.

5. GENERAL AOVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to WKLC. See that listing.

WPNS

HURRICANE

City of license, Hurricane, W. Va.
South Charleston office: Box 8595, 512 D St., South Charleston, W. Va. 25303. Phone 304-755-5272.
See listing under Hurricane, W. Va.

WRDS

1963
SOUTH CHARLESTON

Media Code 4 250 1960 1.00
Stone Broadcasting Co., Box 8305, 605 D. St., South Charleston, W. Va. 25303. Phone 304-744-5388.

1. PERSONNEL
General Manager—Harold L. Ranson.
Program Director—F. D. (Skeeter) Dodd.

3. FACILITIES
1,000 w.; 1410 kc. Non-Directional.
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; monthly.

5. GENERAL AOVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 4a, 4c, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 29b, 30, 33c.
Contracts: 40a, 42b, 44a, 44b, 45, 46, 47c, 49, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60h, 60i, 61b, 62a.
Cancellation: 70b, 70d, 71a, 73b.
Prod Services: 80 81, 82.
Affiliated with MBS.

TIME RATES
Eff 11/1/69—Rec'd 10/9/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	208x	260x	312x
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50
10 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS

WKLY:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	7.50	6.75	6.00	5.25	4.50
10 sec	5.00	4.50	4.00	3.50	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	50	35	25	16

WTIP WTIO (FM)

WTIP 1946 WTIO (FM) 1965
CHARLESTON

NAB

Media Code 4 250 2100 3.00
Chemical City Broadcasting Co., Box 3032, 415 Dickinson St., Charleston. W. Va. 25331. Phone 304-342-3136

STATION'S PROGRAMMING DESCRIPTION
WTIP: Programmed for adults.
MUSIC: Standards, show tunes and film music. Semi-classical 1:05-2 pm M-F. NEWS: Net at :60, local at :30. Mobile traffic reports from 4 mobile units twice daily. Woman's program 12:05 pm M-F. Stock reports twice daily, news and commentary 6-6:30 pm M-F, magazine-format presentations of consumer news, local discussion, drama, light opera 8:05-8:30 pm M-F. World Series, local college basketball, and Metropolitan opera in season. COMMERCIAL POLICY: 16 min max per hour. Contact Representative for further details. Rec'd 2/14/74.

1. PERSONNEL
General Manager—Mel S. Burka.
Sales Manager—B. A. Burka.
Operations Manager—Marilyn Fletcher.

2. REPRESENTATIVES
Century National Sales.
Pittsburgh, Washington, Baltimore—Dome & Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00-2:00 am. EST.
FM-ERP 50,000 w.; 102.7 mc.
Operating schedule: 6-2 am. EST.
Antenna ht.: 540 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL AOVERTISING See coded regulations
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13b, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26c, 29a.
Contracts: 40a, 44, 47a, 51b.
Comb.; Cont. Discounts: 60b.
Cancellation: 70b, 70d, 71a, 73b.
Prod. Services: 80, 82.
Affiliated with NBC.

TIME RATES
Eff 4/1/75—Rec'd 4/28/75.

6. SPOT ANNOUNCEMENTS

1 MINUTE	Consec wks 1 wk	4 wk	13 wk	26 wk	39 wk	52 wk
PER WK:						
5 ti	12.50	10.50	9.50	8.50	8.00	7.50
10 ti	12.20	10.00	9.00	8.30	7.80	7.30
15 ti	11.90	9.50	8.50	7.90	7.50	7.00
20 ti	11.50	9.00	8.00	7.70	7.20	6.70
25 ti	11.00	8.50	7.50	7.30	----	----
30 ti	10.50	8.00	7.00	6.80	----	----
50 ti	7.50	6.50	6.00	----	----	----
30 SECONDS						
5 ti	9.50	8.00	7.25	6.50	6.15	5.75
10 ti	9.25	7.65	6.85	6.35	5.95	5.60
15 ti	9.05	7.25	6.50	6.05	5.75	5.40
20 ti	8.75	6.85	6.15	5.85	5.55	5.15
25 ti	8.35	6.50	5.75	5.60	5.25	----
30 ti	8.00	6.15	5.40	5.25	----	----
50 ti	5.75	5.05	4.25	----	----	----

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	87.00	51.00	36.00	29.00	20.00
13 x	82.50	48.50	34.00	27.00	19.00
26 x	78.00	46.00	32.00	26.00	18.00
39 x	73.50	43.50	30.00	24.00	17.00
52 x	69.00	41.00	28.00	23.00	16.00
104 x	64.50	38.50	26.00	21.00	15.50
156 x	61.50	36.50	25.00	20.50	15.00
208 x	58.50	34.50	24.00	19.50	14.50
260 x	55.50	32.50	23.00	19.00	14.00
312 x	53.00	31.00	22.00	18.00	13.50
364 x	50.50	29.50	21.00	17.50	13.00

Edited by Mel Burka.

WVAF (FM)

1965
CHARLESTON

NAB RAB

Media Code 4 250 2240 7.00
Capitol Broadcasting Corp., Box 4318, Charleston, W Va. 25304. Phone 304-925-7829.
See affiliated AM station for additional information. AM facilities: WCAW.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mc. Stereo.
Operating schedule: 5 am-midnight, EST.
Antenna ht.: 497 ft. above average terrain.

5. GENERAL AOVERTISING See coded regulations
Affiliated with American FM Network
Affiliated with Eastman Radio Network.

TIME RATES
Eff——————Rec'd 7/25/75.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec
Open	12.00	9.00
12+ per wk	10.00	7.50

Submitted by Paul Miles.

(Charleston continued on next page)

WXIT
1939
CHARLESTON
American Information Network

Media Code 4 250 2310 6.00
Steere Broadcasting Corp. of W. Va., Box 3142, Charleston, W. Va. 25332. Phone 304-342-4166.

STATION'S PROGRAMMING DESCRIPTION
WXIT: MUSIC: contemporary rock presented by personality disc jockeys. Contact Representative for further details. Rec'd 2/27/74.

1. PERSONNEL
President—David E. Steere.
General Manager—Robert C. Knightstep.
Program Director—Sean McNeil.

2. REPRESENTATIVES
UBC Sales, Inc.

3. FACILITIES
1,000 w., 1490 kc. Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 4a.
Basic Rates: *28a.
Contracts: 40a.
(*) On contract not exceeding 1 year's duration.
Affiliated with American Information Network.

TIME RATES
Eff ——Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS

PER CONSEC WK:	1 wk	4 wk	8 wk	13 wk
5 ti	15.00	13.00	12.00	11.00
10 ti	14.70	12.50	11.50	10.80
15 ti	14.40	12.00	11.00	10.40
20 ti	14.00	11.50	10.50	10.20

CHARLES TOWN (1 AM; 1 FM)

Jefferson County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.

WXVA
1962
NAB

Subscriber to the NAB Radio Code
Media Code 4 250 2380 1.00
WXVA Broadcasting Corp., Box 188, Charles Town, W. Va. 25414. Phone 304-725-7055.

STATION'S PROGRAMMING DESCRIPTION
WXVA: Contemporary M-F; country Sat & Sun.

1. PERSONNEL
Pres. & Gen'l Mgr.—John P. Luce.

2. REPRESENTATIVES
Dome & Associates, Inc.

3. FACILITIES
5,000 w. days; 1550 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
Partial simulcast operation. Simulcast Mon thru Fri. hourly newscasts & Sat. & Sun. For non-simulcast facilities see WZFM (FM).

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WZFM (FM).

TIME RATES
No. 4 Eff 11/1/74—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS
PER YR, BTA:

	10x	52x	104x	260x	520x	1040x
10 sec	2.30	2.15	1.90	1.70	1.55	1.30
30 sec	3.15	2.95	2.65	2.35	2.15	1.95
1 min	4.35	4.05	3.70	3.35	3.05	2.75

Fixed position or rotated within 6-9 am & 3:30-6:30 pm, extra per spot .10.

7. PACKAGE PLANS

7 CONSEC DAYS:	20 ti	30 ti	50 ti	70 ti
10 sec	1.95	1.80	1.70	1.55
30 sec	2.75	2.55	2.30	2.15
1 min	3.95	3.65	3.45	3.15

WZFM (FM)
1966
NAB

Subscriber to the NAB Radio Code
Media Code 4 250 2520 2.00
WXVA Broadcasting Corp., Box 188, Charles Town, W. Va. 25414. Phone 304-725-7055.
See affiliated AM station for additional information.
AM facilities: WXVA.

STATION'S PROGRAMMING DESCRIPTION
WZFM (FM): MUSIC: Country.

2. FACILITIES
ERP 3,000 w.; 98.3 mc.
Operating schedule: 5 am-11 pm. EST.
Partial simulcast operation. Operated separately all times Mon thru Fri except hourly newscasts. For simulcast facilities see WXVA.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
No. 4 Eff 11/1/74—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS
PER YR, BTA:

	10x	52x	104x	260x	520x	1040x
30 sec	2.85	2.65	2.40	2.15	1.95	1.75
1 min	4.00	3.70	3.35	3.05	2.80	2.50

Fixed position, extra per spot .10.
30-sec & 1-min spots combinable.

7. PACKAGE PLANS

7 CONSEC DAYS:	20 ti	30 ti	50 ti	70 ti
30 sec	2.50	2.30	2.10	1.95
1 min	3.60	3.30	3.15	2.85

CLARKSBURG (3 AM; 2 FM)

Harrison County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WBOY
1937
NAB

Media Code 4 250 2560 6.00
WBOY, 912 W. Pike St., Clarksburg, W. Va. 26301 Phone 304-624-7571. TWX 304-366-2276.

STATION'S PROGRAMMING DESCRIPTION
WBOY: Programmed for general audience appeal. MUSIC: contemporary MOR featuring pacing of current hits with all time standards. Light classics 6-7 pm weekdays, rock 7-midnight every day. NEWS: 10 min at :55 with 20 min summaries at 7:45 & 11:45 am and 5:30 pm. News hotlines and bulletins. SPORTS: local, university and pro football & local and university basketball & pro baseball. WEATHER: heavy emphasis within news coverage/weather bulletins, continuous coverage weather emergencies, direct link weather service. Contact Representative for further details. Rec'd 2/22/74.

1. PERSONNEL
Managing Director—Roger Garrett.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Regional Reps Corp.
Pittsburgh—Dome & Associates, Inc.
St. Louis—Bruce Schneider & Co.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33c.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 50, 51b.
Comb.; Cont. Discounts: 60a, 60d, 601, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 82.
Affiliated with NBC.

TIME RATES
No. 11 Eff 12/1/73—Rec'd 12/3/73.
AA—Mon thru Fri 6:30-9:30 am & 3-6 pm; Sat 6:30-10 am.
A—All other times.

6. SPOT ANNOUNCEMENTS

AA:	1x	52x	104x	260x	365x	500x	1000x
1 min	8.00	7.75	7.50	7.25	7.00	6.50	6.00
20/30	6.00	5.85	5.65	5.45	5.25	4.90	4.50
A:							
1 min	7.50	7.25	7.00	6.50	6.25	6.00	5.50
20/30	5.65	5.45	5.25	4.90	4.70	4.50	4.15

10 sec: 50% of 1-min.
All spots, except 10-second, combinable for maximum frequency.

7. PACKAGE PLANS

PER WK. AA:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	7.00	6.50	6.00	5.50	5.00
20/30 sec	5.25	4.90	4.50	4.15	3.75
A:					
1 min	6.50	6.00	5.50	5.00	4.50
20/30 sec	4.90	4.50	4.15	3.75	3.40

10 sec: 50% of 1-min.
All spots, except 10-second, combinable for maximum frequency.

10. SPECIAL FEATURES
5-min Newsbeats 1, 2, 3—Mon thru Fri 1 per day, per mo, 200.00.
5-min Newscasts—Mon thru Fri 1 per day, per mo, 175.00.

DISCOUNT
52 wk firm—5%.

WHAR
1946
NAB

Media Code 4 250 2800 8.00
Harrison Corporation, Box 2423, 350 W. Main St., Clarksburg, W. Va. 26301. Phone 304-624-5525.

STATION'S PROGRAMMING DESCRIPTION
WHAR: Programmed for adults and young adults.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Bob Hilber.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule 24 hours daily. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.

TIME RATES
Rates effective September 1964.
Rates received September 3, 1964.

7. PACKAGE PLANS

1 MINUTE PER WK:	1 wk	13 wk	26 wk	39 wk	52wk
1-4 ti	7.00	6.75	6.50	6.00	5.50
5-9 ti	6.50	6.00	5.75	5.50	5.00
10-14 ti	6.00	5.75	5.00	4.75	4.50
15-19 ti	5.50	5.00	4.75	4.50	4.00
20-24 ti	5.00	4.75	4.50	4.00	——
25-29 ti	4.75	4.50	4.00	——	——
30 or more	4.50	4.00	——	——	——

30 seconds—75% of applicable 1-minute rate.

Submitted by James C. Fawcett.

WPDX
1947
Modern Country Music

RAB

Media Code 4 250 2940 2.00
Rau Radio Stations, Inc., 215 S. Third St., Clarksburg, W. Va. 26301. Phone 304-624-6425.

STATION'S PROGRAMMING DESCRIPTION
WPDX: MUSIC: Modern country featuring album cuts and oldies plus current hits. Gospel, 6 hours on Sun. NEWS: 7 minutes at :60, national, state and local with emphasis on local. Weather at 7:57 am and 4:25 pm with local forecast several times an hour. SPORTS: 5 minutes of national, state and local at 8:30 am and 5:30 pm. Live broadcasts of local stock car racing May thru Sept. Racing news covered all year. FARM: News at 12:45 pm, Mon. thru Fri. National and local farm reports. Contact Representative for further details. Rec'd 12/17/73.

1. PERSONNEL
Chairman-of-the-Board—Henry Rau.
President—Lloyd S. Smith.
Station Manager—Walker L. Trumble.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
1,000 w.; 750 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 15a, 15d, 16.
Basic Rates: 20, 21a, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32a.
Contracts: 40a, 41, 44a, 44b, 46, 48, 49, 51c.
Comb.; Cont. Discounts: 61c, 62d.
Cancellation: 70c, 70e, 71a, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 Eff 1/1/71—Rec'd 8/9/71.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	8.50	8.25	8.00	7.75	7.25	6.75	6.25
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.25

WPDX-FM
1974

Media Code 4 250 2941 0.00
Rau Radio Stations, Inc., 215 S. Third St., Clarksburg, W. Va. 26301. Phone 304-624-6425.
See affiliated AM station for additional information

3. FACILITIES
ERP 2,370 w. (horiz.), 2,370 w. (vert.); 104.9 mc.
Operating schedule: 5-1 am. EST.
Antenna ht.: 327 ft. above average terrain.

TIME RATES
——
Rates are identical to WPDX. See that listing.

WRGT (FM)
1972
RAB

Media Code 4 250 3010 3.00
Multi-Media Assoc., Box 2091, Clarksburg, W. Va. 26301. Phone 304-624-6353.

STATION'S PROGRAMMING DESCRIPTION
WGRT (FM): NEWS: UPI Audio.

1. PERSONNEL
General Manager—James R. Reese, Jr.

2. REPRESENTATIVES
Frederick W. Smith.

3. FACILITIES
ERP 50,000 w. (horiz), 50,000 w. (vert.); 106.5 mc.
Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; payable 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff——Rec'd 10/30/72.

6. SPOT ANNOUNCEMENTS

PER WK:	20 sec	30 sec	1 min
1 ti	4	6	9

DISCOUNT

5 wk—10%	14 wk—20%
10 wk—15%	28 wk—25%

CONTRACT DISCOUNT

17 wk—25%	52 wk—45%
26 wk—35%	

ELKINS

Randolph County—Map Location H-5
See SRDS consumer market map and data at beginning of the State.

WDNE
1948
NAB RAB

Media Code 4 250 3080 6.00
Marja Broadcasting Corp., Box 967, Elkins, W. Va. 26241. Phone 304-636-1300.

STATION'S PROGRAMMING DESCRIPTION
WDNE: MOR block programmings days; Top Rock eve.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Carr.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 10/1/74—Rec'd 8/8/74.

6. SPOT ANNOUNCEMENTS

YR, ROS:	Flat	312x	500x	1000x	1500x	2000x
1 min	4.10	3.50	3.10	2.80	2.50	2.30
30 sec	3.45	3.05	2.65	2.35	2.15	2.00

FAIRMONT (2 AM)

Marion County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WMMN
1928

Media Code 4 250 3220 8.00
Broadcast Enterprises, Inc., Fairmont Hotel, Fairmont, W. Va. 26554. Phone 304-363-5200.

1. PERSONNEL
President—John P. Carr.
Vice-Pres. & Gen'l Mgr.—Frank J. Lee.

2. REPRESENTATIVES
Gill-Perna, Inc.

3. FACILITIES
5,000 w.; 920 kc. Directional-nights only.
Operating schedule: 7:50 am-midnight Sun; 6:00 am-midnight weekdays. EST.

4. AGENCY COMMISSION
15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 33b.
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 49, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60g, 601, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
Eff 1/1/66—Rec'd 10/3/66.
AA—Mon thru Sat 6-8:30 am & 4-6:30 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	520x
CLASS AA						
1 min	13.00	12.50	12.00	11.50	11.00	10.50
30 sec	9.10	8.75	8.40	8.00	7.70	7.35
10 sec	6.50	6.25	6.00	5.75	5.50	5.25
CLASS A						
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec	7.00	6.65	6.30	5.95	5.60	5.25
10 sec	5.00	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES

1 HR:	1x	26x	52x	104x	156x	260x	520x
AA	80	76	72	68	64	60	56
A	60	57	54	51	48	45	42

1/2 hr: 60% of hour. 10 min: 30% of hour.
1/4 hr: 40% of hour. 5 min: 20% of hour.

WTCS
1947

Media Code 4 250 3360 2.00
Fairmont Broadcasting Co., Box 1549, Fairmont, W. Va. 26555. Phone 304-366-3700.

1. PERSONNEL
Pres. & Gen'l Mgr.—Nick Fantasia.

2. REPRESENTATIVES
South—David Carpenter Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:55 am-11:30 pm. EST.

4. AGENCY COMMISSION
15/0: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Contracts: 45.

TIME RATES
Rates effective ——.
Rates received March 4, 1963.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 ti	6.00	4.50	104 ti	4.80	3.70
13 ti	5.70	4.25	156 ti	4.50	3.50
26 ti	5.40	4.05	260 ti	4.20	3.30
52 ti	5.10	3.90	312 ti	3.90	3.10

8. PROGRAM TIME RATES

	5 min		5 min
1 ti	11.00	104 ti	8.00
13 ti	10.25	156 ti	7.25
26 ti	9.50	260 ti	6.50
52 ti	8.75	312 ti	5.75

Program and spot announcements can be combined to earn frequency discounts.
Edited by Nick Fantasia.

FISHER

Hardy County—Map Location K-4
See SRDS consumer market map and data at beginning of the State.

WELD
1956

Media Code 4 250 3500 5.00
Southbranch Broadcasting Corp., Fisher, W. Va. 26818. Phone 538-6062.

STATION'S PROGRAMMING DESCRIPTION
WELD: Country music, M-Sat. Religious Sun only.

1. PERSONNEL
General Manager—Daniel L. Pennell.

2. REPRESENTATIVES
Regional—Dome & Associates, Inc.

3. FACILITIES
500 w. days; 890 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Mid Atlantic Network, Inc.

TIME RATES
Rates effective November 1, 1964.
Card received November 5, 1964.

(This listing continued on next page)

WEST VIRGINIA

Fisher—W E L D—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE 1 wk	13 wk	26 wk	52 wk
5 ti	4.00	3.50	3.25	3.00
10 ti	3.75	3.25	3.00	2.75
20 ti	3.50	3.00	2.75	2.50
30 ti	3.25	2.75	2.50	2.25

10-second announcements combinable with other announcements at a ratio of 2 10-second to 1 1-minute announcement.
20/30 seconds—75% of applicable minute rate.
10 seconds—50% of applicable minute rate.

10. SPECIAL FEATURES

PER WK:	5-MINUTE NEWSCASTS 13 wk	26 wk	52 wk
5 ti	7.00	6.50	6.25
10 ti	6.75	6.25	6.00
15 ti	6.50	6.00	5.75

GRAFTON

Taylor County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

W V V W

1957
Media Code 4 250 3640 7.00
WVVW, Inc., affiliated with Beacom Broadcasting Enterprises, Box 2, Grafton, W. Va. 26354. Phone 2000.

STATION'S PROGRAMMING DESCRIPTION
WVVW: Programmed for general interest.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jean Bolyard.

2. REPRESENTATIVES
Weed Radio Corporation.

3. FACILITIES
1,000 w. days; 1260 kc.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates effective July 1, 1957. (Card No. 1.)
Card received October 16, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/4 hr.	5 min.	1 min.
1 time	60.00	20.00	10.00	8.00
26 times	50.00	19.00	9.00	7.75
52 times	45.00	18.00	8.00	7.50
104 times	40.00	17.00	7.50	7.00
156 times	38.00	16.00	7.25	6.50
208 times	36.00	15.00	7.00	6.00
260 times	34.00	14.00	6.75	5.50
312 times	32.00	13.00	6.50	5.00

HINTON

Summers County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

W M T D

1963
NAB
Media Code 4 250 3780 1.00
Bluestone Broadcasters, Inc., Box 820, National Bank of Summers Bldg., Hinton, W. Va. 25951. Phone 304-466-1380.

1. PERSONNEL
General Manager—Lonnie R. Mullins.

3. FACILITIES
1,000 w.; 1380 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Affiliated with American Entertainment Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective January 1, 1963. (Card No. 1.)
Card received October 14, 1963.

6. SPOT ANNOUNCEMENTS

	1 MINUTE		
1 ti	3.15	260 ti	1.75
52 ti	2.85	312 ti	1.60
104 ti	2.50	364 ti	1.50
156 ti	2.00		

HUNTINGTON (W. Va.)—ASHLAND (Ky.)

(including Ironton, Ohio) (6 AM; 5 FM)

Huntington, Cabell County, W. Va.—Map Location D-5
Ashland, Boyd County, Ky.—Map Location C-5
Lawrence County, Ohio—Map Location E-9
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	31	22	31	18
B	24	20	22	16
C	22	14	20	13
D	15	13	15	11
AVERAGE	23	17	22	15

W A M X (FM)

1948
ASHLAND, KY.
RAB
Media Code 4 250 3850 2.00
Stereo 94, Inc., Box 309, Ashland, Ky. 41101. Phone 606 325-2525.
Other office: Box 622, Huntington, W. Va. 25701.

1. PERSONNEL
Pres. & Gen'l Mgr.—W. Richard Martin.
Operations Manager—Nell Starkey.
Chief Engineer—C. Don Rees, II.

3. FACILITIES
Eff' 50,000 w.; 93.7 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 405 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10h, 11h, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33b.
Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 61a, 61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.

TIME RATES
Eff 9/1/72—Rec'd 9/11/72.

6. SPOT ANNOUNCEMENTS

PER WK:	4 wk 1 min	4 wk 30 sec	13 wk 1 min	13 wk 30 sec	26 wk 1 min	26 wk 30 sec	52 wk 1 min	52 wk 30 sec
6 ti	4.00	3.20	3.50	2.80	3.25	2.60	3.00	2.40
12 ti	3.75	3.00	3.25	2.60	3.00	2.40	2.75	2.20
18 ti	3.50	2.80	3.00	2.40	2.75	2.20	2.50	2.00

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP, PER WK:	12 ti	18 ti	24 ti
1 min	3.00	2.75	2.50
30 sec	2.40	2.20	2.00

10 sec: 50% of 1-min.

W C M I

1935
ASHLAND, KY.
Jack Masla & Company, Inc.
NAB
Media Code 4 250 3920 3.00
Greater Ashland Broadcasting Corp., Box 949 Ashland, Ky. 41101. Phone 606-324-6111.
Other office: Box 1618, Huntington, W. Va. 25717. Phone 304-453-4844.

STATION'S PROGRAMMING DESCRIPTION
WCMI: Programmed for young adults 18-49.
MUSIC: top 40 contemporary. Call & talk show 9-11 am. SPORTS: high school football and basketball. Contact Representative for further details. Rec'd 3/12/74.

1. PERSONNEL
General Manager—David B. Barbour.
Program Director—Charles Dunlap.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.
Rate Protection: 10h, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21h, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33b.
Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 61a, 61b, 62a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80, 82.
Member: Kentucky Radio Network.
Affiliated with CBS.

TIME RATES
No. 2A Eff 11/1/71—Rec'd 9/29/71.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA	1 ti	12 ti	18 ti	24 ti
1 min	16	15	14	12
30 sec	13	12	11	10
CLASS A				
1 min	12	11	10	8
30 sec	9	8	7	6

10 sec: 50% of 1-min.
1-min, 30-sec & ID may be combined to earn discount.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS—1/2AA, 1/2A

PLAN, EA:	12 ti	16 ti	24 ti
1 min	11.75	10.75	8.75
30 sec	9.00	7.50	6.50

All plans may be combined for greater frequency discount.

W E M M (FM)

1971
HUNTINGTON, W. VA.
A Mortenson Owned Station
Subscriber to the NAB Radio Code
Media Code 4 250 3935 1.00
Christian Broadcasting Assoc., Inc., 1307 16th St., Huntington, W. Va. 25701. Phone 304-525-5141.

STATION'S PROGRAMMING DESCRIPTION
WEMM (RM): MUSIC: Gospel & Sacred. Religious programs daily & weekly, local & national. Religious news & a variety of public affairs with staff involved in community. 1/2/74.

1. PERSONNEL
President—Jack M. Mortenson.
Office Manager—Marty Bollman.
Program Director—Jim Vallance.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; monthly.

5. GENERAL ADVERTISING
General: 1a, 1h, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 6a.
Basic Rates: 20b, 21d, 22a, 23a, 24a, 26, 29a, 29b.
Contracts: 44b, 45, 49, 51c.
Cancellation: 70a, 71a, 73a.
Prod Services: 80, 82.

TIME RATES
No. 4 Eff 8/15/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	150x	260x
1 min	6.50	6.00	5.50	4.50	4.00
30 sec	5.25	4.65	4.50	3.75	3.15
10 sec	4.50	4.00	3.50	3.00	2.75

8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 ti	49	30	20	14
2 ti	44	27	18	12
5+	42	23	16	10

10. SPECIAL FEATURES	1 ti	3 ti	6 ti
5-min news	9	19	32

W G N T

1923
HUNTINGTON, W. VA.
NAB RAB
A Stoner Station
Media Code 4 250 3950 0.00
Stoner Broadcasting Co., Inc., Box 1187, Huntington, W. Va. 25714. Phones 304-523-8401, Ashland, Ky. 606-325-4422, Ironton, Ohio 614-532-0077.

STATION'S PROGRAMMING DESCRIPTION
WGNT: Programmed for adults 25-49.
Emphasis on news, public affairs, weather & sports. 2 hour talk show. SPORTS: university, major league baseball, local high school sports. Contact Representative for further details. Rec'd 4/4/74.

1. PERSONNEL
General Manager—Toufic Kassab.
Program Director—Mike McKay.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 930 kc.
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 15d.
Basic Rates: 20b, 21b, 24a, 24b, 24c, 25a, 28b, 28c, 32b.
Contracts: 40a, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f.
Cancellation: 71a, 72, 73a.
Affiliated with NBC.

TIME RATES
No. 14 Eff—Rec'd 1/3/75.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm.
A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AAA	32.50	30.50	28.50
AA	23.50	21.50	19.50
A	17.50	15.50	13.50

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS

MON THRU SAT:				
6-10 am	3	4	6	9
10 am-3 pm	3	5	6	9
3-7 pm	3	5	6	9
7 pm-midnight	3	4	6	9
TOTAL TI:	12	18	24	36
1 min	25.00	23.00	21.00	19.00
30 sec	20.00	18.50	12.00	15.50

8. PROGRAM TIME RATES

PER YR:	1x	52x	156x	260x
1 hr	140	125	110	95
1/2 hr	85	80	75	70
1/4 hr	70	65	60	55

5 min—1-1/4x 1-min

W H E Z (FM)

1968
HUNTINGTON, W. VA.
A Greater Media Station
KATZ RADIO
NAB RAB NAFMB
Media Code 4 250 3970 8.00
Greater Media, Inc., 3570 Skyview Dr., Huntington, W. Va. 25701. Phone 304-529-2559.

STATION'S PROGRAMMING DESCRIPTION
WHEZ (FM): MUSIC: Familiar standards and melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: Capsules at :58. Contact Representative for further details. Rec'd 3/26/74.

1. PERSONNEL
General Manager—Mike McDaniel.
Operations Director—Charles Legg.
Music Director—Jim Schulke.

2. REPRESENTATIVES
Katz Radio.
Greater Media Stations: See Rep & S/O pages.

3. FACILITIES
Eff'P 50 000 w.; 103.3 mc. Stereo.
Operating schedule. 24 hours daily. EST.
Antenna ht: 490 ft. above average terrain.

4. AGENCY COMMISSION
15%; 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 21d, 25a, 28b, 28c, 30.
Contracts: 40c, 41, 42a, 45, 46, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 62d.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 82.
AM facilities: WTCR.
Affiliated with Katz Radio Network.
Sold in combination with WTCR. See that listing for rates.

TIME RATES
WHEZ (FM)/WTCR, ASHLAND, KY.
COMBINATION
No. 1 Eff 10/1/74—Rec'd 10/14/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	33	32	31	30
AA	29	28	27	26
A	23	22	21	20

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
FM only: Deduct 8.00.

W I R O

1950
IRONTON, OHIO
NAB
Subscriber to the NAB Radio Code
Media Code 4 250 3991 4.00
Tri-Radio Broadcasting Co., Radio Plaza, Ironton, Ohio 45638. Phone 614-532-1922.
Studios: Ironton, Ohio and Ashland, Ky.

STATION'S PROGRAMMING DESCRIPTION
WIRO: Programmed for adults.
NEWS: area & regional on even hour; network at :30 & odd hour. Daily format includes weather, financial news & farm reports, automotive tips, women's news & hints. MUSIC: MOR. SPORTS: Major League baseball, state & city football, university basketball, local sports coverage. Cruisers give on spot news coverage & are available for remote broadcasts. Contact Representative for further details. Rec'd 7/6/71.

1. PERSONNEL
Gen'l & Sales Mgr.—Kenneth H. Auble.
Operations Manager—Marlene Ferguson.

2. REPRESENTATIVES
Regional Reps Corp.

3. FACILITIES
1,000 w. days, 250 w. nights, 1230 kc.
Non-directional
Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2h, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12b, 13a, 14a, 16.
Basic Rates: 20a, 21a, 21b, 22a, 28b, 28c, 29a.
Contracts: 40a, 41, 46.
Cancellation: 72, 73a.
FM facilities: WITO (FM).
Affiliated with MBS.
Member: Ohio Radio Network.

TIME RATES
Eff ——————Rec'd 1/22/73.

6. SPOT ANNOUNCEMENTS

	1x	80x	160x	240x	320x	400x
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	6.50	6.00	5.50	5.00	4.50	4.00

W I T O (FM)

1973
IRONTON, OHIO
NAB
Media Code 4 250 4025 0.00
Tri Radio Broadcasting, Inc., Box 292, Park & Vernon Sts., Ironton, Ohio 45638. Phone 614-532-1922.
See affiliated AM station for additional information.
AM facilities: WITO.

STATION'S PROGRAMMING DESCRIPTION
WITO (FM): MUSIC: modern country. NEWS: local at :60; network at :30. Contact Representative for further details. Rec'd 6/27/73.

(This listing continued on next page)

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.
Operating schedule: 6 am-midnight. EST.
Antenna ht.: 125 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff——————Rec'd 6/26/73.

6. SPOT ANNOUNCEMENTS

ROS, EA:	1x	53x	105x	261x	510-1000x
1 min	4.00	3.85	3.70	3.50	3.35
30 sec	3.00	2.85	2.70	2.50	2.35

WKEE
1947
HUNTINGTON, W. VA.

AVCO RADIO SALES

A Reeves Telecom Corp. Station
Media Code 4 250 4060 7.00
WKEE, Inc., a service of Beeves Telecom Corp., Box 2288, 623 4th Ave., Huntington, W. Va. 25724. Phone 304-525-7738.
1. PERSONNEL
Gen'l & Gen'l Sales Mgr.—J. E. Eblin.
Program Director—Jim Mack.
2. REPRESENTATIVES
Avco Radio Sales.
3. FACILITIES
5,000 w. days; 800 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
Partial Simulcast Operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WKEE-FM.
4. AGENCY COMMISSION
15% on net station time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1h, 2a, 2h, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10h, 12h, 13b, 14b, 15a, 15c, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 25c, 27, 28c, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 44b, 45, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 61c.
Cancellation: 70a, 70e, 71a, 73b.
Prod. Services: 82.
Affiliated with American Contemporary Network.
Affiliated with Avco Group Plan.

TIME RATES
No. 10 Eff 11/1/72—Rec'd 11/6/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
A—Sun thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	Fixed	52x	156x	312x	780x	1040x
AAA	25	23	22	21	20	19
AA	23	21	20	19	18	17

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS
1 MINUTE CONVERTIBLE PACKAGE
PLANS—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	123	234	333	420	480

Spots ROS within time class. FM spots do not convert. No further discounts.

CONVERTIBLE PLANS
Higher to Lower—2AA spots equal 3A, 2AA spots equal 3A spots.
Lower to Higher—3 spots of a lower class equal 2 spots of the next higher class.
Combinability—Sec I may be added to Sec II at applicable rates & are convertible.
Transfer—Sec II advertisers may transfer to Sec I at any time during the year at earned Sec I Frequency level.

WKEE-FM
1947
HUNTINGTON, W. VA.
Media Code 4 250 4061 5.00
WKEE Inc., Box 2288, 623 Fourth Ave., Huntington, W. Va. 25701. Phone 304-525-7788.
See affiliated AM station for additional information.
3. FACILITIES
ERP 53,000 w., 100.5 mc. Stereo.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 556 ft. above average terrain.
Partial Simulcast Operation. Operated separately local sunset-6 am. For simulcast facilities see WKEE.
5. GENERAL ADVERTISING See coded regulations
Affiliated with Avco Group Plan.

TIME RATES
No. 10 Eff 11/1/72—Rec'd 11/6/72.
A—Sun & Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
CLASS A

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	Fixed	52x	156x	312x	780x	1040x
1 min	20	19	18	17	16	15

7. PACKAGE PLANS
Convertible Package Plans—see AM listing.

WTCR
1954
ASHLAND, KY.

A Greater Media Station

KATZ RADIO

RAB

Media Code 4 250 4340 3.00
Greater Media, Inc., Box 1420, Ashland, Ky. 41101. Phone 606-928-8424.. Huntington (W. Va.) Phone 304-525-9827.

STATION'S PROGRAMMING DESCRIPTION
WTCR: MUSIC: Modern country including country rock. AIR PERSONALITIES handle all segments/communicators. NEWS: local and regional events for W. Va., Ky., Ohio. Contact Representative for further details. Rec'd 12/31/73.
1. PERSONNEL
President—Peter A. Bordes.
General Manager—Ken Stephens.
2. REPRESENTATIVES
Katz Radio.
Greater Media Stations: See Rep & S/O pages.
3. FACILITIES
5,000 w.; 1420 kc. days. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%; 10 days.
5. GENERAL ADVERTISING See coded regulations
General: 1h, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15e.
Basic Rates: 20h, 21d, 25a, 28b, 28c, 30.
Contracts: 40c, 41, 42a, 45, 46, 51a, 51b.
Comb.; Cont. Discounts: 60f, 60h, 60i, 62d.
Cancellation: 70e, 71a, 72.
Prod. Services: 80, 82.
FM facilities: WHEZ (FM).
Affiliated with American Information Network.
Affiliated with Katz Radio Network.

TIME RATES
WTCR/WHEZ (FM), HUNTINGTON, W. VA.
COMBINATION
No. 1 Eff 10/1/74—Rec'd 10/14/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	33	32	31	30
AA	29	28	27	26
A	23	22	21	20

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
AM only: Deduct 8.00.

WTCR Country
WHEZ stereo 103
Beautiful/Schulke
#1 ADULTS 25-49
MEN 25-49
WOMEN 25-49
Source: ARB Apr/May '75 AQH Pers. M&A M/F.
You will own Huntington/Ashland

WWHY
1946
HUNTINGTON, W. VA.
Media Code 4 250 4620 8.00
Husco Broadcasting Corp., Box 390, 31 W. Sixth Ave., Huntington, W. Va. 25708. Phone 304-522-8277.

STATION'S PROGRAMMING DESCRIPTION
WWHY: MUSIC: country. NEWS: network at :60; local at :30. Contact Representative for further details. Rec'd 10/27/72.
1. PERSONNEL
President—Richard Hustead.
General Manager—Robert O'Dell.
Women's Editor—Doris Wilson.
News & Prog. Dir.—Richard Johnson.
2. REPRESENTATIVES
Southwest—Mario Messina Company.
3. FACILITIES
5,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% on time; bills payable net 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 29a.
Contracts: 40a, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60k, 61a, 62b, 62e.
Cancellation: 70c, 73a.

TIME RATES
No. 5 Eff 12/1/72—Rec'd 10/27/72.
AA—6-10 am & 3-6 pm.
A—10 am-3 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK:	1 ti	12 ti	18 ti	25 ti
AA	13	12	11	10
A	10	9	*	8

(*) 8.50.
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

HURRICANE
Putnam County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WPNS
1971
RAB

Media Code 4 250 4700 5.00
Putnam Broadcasting Co., Inc., Box 454, 455 Hodges Branch Rd., Hurricane, W. Va. 25526. Phone 304-755-2374.
South Charleston office: Box 8595, 512 D St., South Charleston, W. Va. 25303. Phone 304-755-2374.

STATION'S PROGRAMMING DESCRIPTION
WPNS: Programmed for adults and young adults.
1. PERSONNEL
General Manager—John Valleau.
3. FACILITIES
5,000 w.; 1080 kc. Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% time only monthly.

TIME RATES
Eff 7/1/73—Rec'd 8/2/73.
AAA—Mon thru Fri 6-9 am & 4-6 pm.
AA—Mon thru Fri 9 am-4 pm.
A—Sat & Sun before 6 pm.
B—Mon thru Sun after 6 pm.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	416x	1000x
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90
30 sec	4.20	3.99	3.78	3.57	3.36	3.15	2.94	2.73

(CB)

KEYSER (1 AM; 1 FM)
Mineral County—Map Location K-3
See SRDS consumer market map and data at beginning of the State.

WKLP — WKLP-FM
1966 — **1973**

Subscriber to the NAB Radio Code
Media Code 4 250 4760 2.00
4-Star Broadcasters, Box 967, Radio Plaza, Keyser, W. Va. 26726. Phone 304-788-1662.

STATION'S PROGRAMMING DESCRIPTION
WKLP: MOR & country music.
1. PERSONNEL
General Manager—Gary W. Watson.
3. FACILITIES
1,000 w.; 1390 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
FM-ERP 6,000 w. (horiz.) 6,000 w. (vert.); 94.1 mc.
Operating schedule: 6 am-10 pm. EST.
Antenna ht.: 790 ft. above average terrain.
Operated separately 9 am-noon.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 4/1/74—Rec'd 3/11/74.
A—Mon thru Fri 6-9 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A		B		
PER YR:	1x	100+	1x	100x	500x 1000+
1 min	4.45	3.85	3.35	2.90	2.25 1.90
30 sec	3.75	3.15	2.80	2.35	1.90 1.60

KINGWOOD
Preston County—Map Location J-3
See SRDS consumer market map and data at beginning of the State.

WFSP
1967

Subscriber to the NAB Radio Code
Media Code 4 250 4830 3.00
Presraco, Inc., Box 186, Kingwood, W. Va. 26537. Phone 304-329-1780.
1. PERSONNEL
General Manager—Arthur W. George.
2. REPRESENTATIVES
Dome & Associates, Inc.
3. FACILITIES
1,000 w.; 1560 kc. Non-Directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15/0; time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

PER MO:	10 ti	31 ti	61 ti	101 ti	201+
1 min	3.50	3.00	2.50	2.00	1.80
30 sec	2.75	2.25	1.75	1.50	1.25
PER MO:				15 ti	101+
15 sec				1.10	.80

LOGAN (2 AM; 1 FM)
Logan County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WLOG
1940

Subscriber to the NAB Radio Code
Media Code 4 250 4900 4.00
Guyan Valley Broadcasting Co., Inc., Box 1800, Logan, W. Va. 25601. Phone 304-752-6280.
Studio: WLOG Bldg., Kanada and Chestnut Sts., Logan, W. Va. Phone 304-752-6280.
1. PERSONNEL
Pres. & Gen'l Mgr.—E. M. Bailey.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. EST.

WEST VIRGINIA

4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 17 Eff 1/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS
1 min 3.25 30 sec 2.50
Applies to all spots regardless of frequency, except continuous saturation schedule or classified plans.
7. PACKAGE PLANS
CONTINUOUS SCHEDULE—MINIMUM 1 YEAR

PER WK:	5 ti	15 ti	30 ti
1 min	2.75	2.50	2.25
30 sec	2.20	2.00	1.80
ROS, 1-WK SATURATION, SUN THRU SAT:	25 ti	50 ti	75 ti	100 ti
1 min	3.00	2.75	2.50	2.25
30 sec	2.40	2.20	2.00	1.80

CLASSIFIED RADIO
10-sec spots on continuous rotation with 3 other non-competitive buys, 2 per day (1 AM, 1 FM), 14 per wk, per mo. (minimum 3 mo.) 40.00.
Submitted by E. M. Bailey.

WVOW — WVOW-FM
1952 — **1969**

RAB

Subscriber to the NAB Radio Code
Media Code 4 250 5040 8.00
Logan Broadcasting Corp., Box 1776, Logan, W. Va. 25601. Phone 304-752-5080.
1. PERSONNEL
General Manager—William P. Becker.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 1290 kc.
Non-directional—Daytime.
500 w. pre-sunrise.
Operating schedule: 6-1 am. EST.
FM-ERP 15,000 w.; 101.9 mc.
Operating schedule: Same as AM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 8/1/74—Rec'd 12/6/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	365x
1 min	5.00	4.50	3.90	3.50	3.30	3.00	2.70
30 sec	2.55	2.50	2.45	2.35	2.30	2.15	2.00

MARTINSBURG (1 AM; 1 FM)
Berkeley County—Map Location M-3
See SRDS consumer market map and data at beginning of the State.

WEPM — WESM (FM)
1946 — **(formerly WEPM-FM) 1948**

Subscriber to the NAB Radio Code
Media Code 4 250 5180 2.00
Martinsburg Broadcasting Co., Box 767, Peoples Trust Bldg., 3rd floor, Martinsburg, W. Va. 25401. Phone 304-263-5252.
1. PERSONNEL
General Manager—C. Leslie Golliday.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
1,000 w.; 1340 kc. Non-directional.
Operating schedule: 6 am-midnight. EST.
FM-ERP 9,000 w. (horiz.), 9,000 w. (vert.); 97.5 mc. Stereo.
Antenna ht.: 1,010 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/56—Rec'd 1/13/56.

6. SPOT ANNOUNCEMENTS

FIXED, DRIVE:	1x	13x	26x	52x	104x
1 min	7.50	7.05	6.65	6.25	5.90
30 sec	5.25	4.95	4.65	4.40	4.15
		156x	208x	260x	312x
1 min		5.50	5.20	4.90	4.60
30 sec		3.85	3.65	3.45	3.20

MATEWAN
Mingo County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WHJC
1951

Media Code 4 250 5320 4.00
Three States Broadcasting Co., Matewan, W. Va 25678. Phones 427-7261, 7262.
1. PERSONNEL
General Manager—George Warren, Jr.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
4. AGENCY COMMISSION
15/0; payable when rendered.

TIME RATES
No. 3 Eff 3/1/73—Rec'd 3/5/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	312x
1 min	3.60	3.30	3.00	2.70	2.40	2.10	1.80
30 sec	2.40	2.30	2.15	1.95	1.70	1.45	1.20

MILTON

Cabell County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WNST
1973
RAB

Media Code 4 250 5390 7.00
Box 266, Milton, W. Va. 25541. Phone 304-743-9056.
Other office: Box 2031, Huntington, W. Va. 25720. Phone 304-736-4707.
1. PERSONNEL
Owner—Naseeb S. Tweel.
3. FACILITIES
5,000 w.; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 6/26/73—Rec'd 9/17/73.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	200x	350x	700x	1000x
1 min.	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30 sec.	4.50	4.25	4.00	3.75	3.50	3.25	3.00

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	5.25	5.00	4.75	4.50
30 sec.	3.75	3.50	3.25	3.00

PER MO:	50 ti	100 ti
1 min.	5.00	4.50
30 sec.	3.50	3.00

6-10 am & 3-7 pm, extra 20%.
Edited by Roger G. Tweel.

MONTGOMERY

Fayette County—Map Location F-6
Kanawha County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

WMON
1946

Media Code 4 250 5460 8.00
Greater Montgomery Broadcasters, Inc., Box 750, 1028 First Ave., Montgomery, W. Va. 25136. Phone 304-442-9555.

STATION'S PROGRAMMING DESCRIPTION
WMON: Programmed for general listening.
1. PERSONNEL
Sta. & Sales Mgr.—Jack Caldo.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
4. AGENCY COMMISSION
15% time; monthly
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and NBC.

TIME RATES
Eff 11/1/67—Rec'd 10/4/67.
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00

MORGANTOWN (2 AM; 2 FM)

Monongalia County—Map Location H-3
See SRDS consumer market map and data at beginning of the State.

WAJR
1940

Media Code 4 250 5600 9.00
West Virginia Radio Corp., Box 867, Morgantown, W. Va. 26505. Phone 304-292-6301.
1. PERSONNEL
Gen'l & Sales Mgr.—Paul E. Kidd.
Program Director—Bill Price.
3. FACILITIES
5,000 w. days, 500 w. nights; 1440 kc. Directional
Operating schedule: 5-2 am. EST.
4. AGENCY COMMISSION
15%. 10% cash discount if paid by 15th of month following billing.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 25a, 26.
Contracts: 40a, 44a, 44b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 62a, 62b.
Cancellation: 70a, 73b.
Prod. Services: 81 82.
Affiliated with NBC.

TIME RATES
No. 4 Eff 7/1/74—Rec'd 2/7/75.
6. SPOT ANNOUNCEMENTS

	1x	104x	260x	312x	500x
1 min.	9.50	8.00	6.95	6.25	5.70
30 sec.	8.85	7.30	6.25	5.55	5.00

7. PACKAGE PLANS

PER WK, ROS:	10 ti	20 ti	30 ti
1 min.	7.10	6.50	5.90
30 sec.	6.50	5.90	5.30

Guaranteed times: 6-10 am & 3-7 pm, extra 10%.

WAJR-FM
1948

Media Code 4 250 5601 7.00
West Virginia Radio Corp., Box 867, Morgantown, W. Va. 26505. Phone 304-292-6301.
See affiliated AM station for additional information.
3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.9 mc. Stereo
Operating schedule: 6-2 am. EST.
Antenna ht.: 272 ft. above average terrain.

TIME RATES
No. 4 Eff 7/1/74—Rec'd 2/7/75.
6. SPOT ANNOUNCEMENTS

	1x	250x	500x
1 min.	4.55	3.85	3.10

Guaranteed times: 6-10 am & 3-7 pm, extra 10%.

WCLG
1954
NAB RAB

Media Code 4 250 5740 3.00
Freed Broadcasting Corp., Box 885, 343 High St., Morgantown, W. Va. 26505. Phone 304-292-2222.

STATION'S PROGRAMMING DESCRIPTION
WCLG: Programmed for adults & young adults.
MUSIC: contemporary rock & gold. Emphasis on local news & community involvement. Rec'd 9/3/74.
1. PERSONNEL
Pres. & Gen'l Mgr.—William S. Freed.
Commercial Manager—Garry Bowers.
Program Director—Bob Sherman.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
Partial simulcast operation. Simulcast Mon thru Fri 6-11 am, noon-local sunset; Sat 6 am-local sunset; Sun noon-local sunset.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 5.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 5 Eff 9/1/74—Rec'd 9/3/74.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	104x	208x
1 min.	8.00	7.50	7.00	6.50	6.00
30 sec.	6.50	6.10	5.65	5.15	4.75

	312x	500x	750x	1000x	1500x
1 min.	5.55	5.10	4.65	4.20	3.75
30 sec.	4.35	4.00	3.65	3.30	3.00

Guaranteed times: Extra 10%.
10. SPECIAL FEATURES
News—at 7, 8 am & 5, 6 pm, 6.00.
Rotating newscasts.... 5.00 Rotating weather..... 4.00
Submitted by Garry L. Bowers.

WCLG-FM
1974
NAB RAB

Media Code 4 250 5741 1.00
Freed Broadcasting Corp., Box 885, 343 High St., Morgantown, W. Va. 26505. Phone 304-292-2222.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WCLG-FM: Programmed for young adults.
MUSIC: pop-progressive, album-oriented. Rec'd 8/4/75.
3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.
Operating schedule: 6-1 am. EST.
Antenna ht.:——— above average terrain.
Partial simulcast operation. Operated separately Mon thru Fri 11 am-noon; Sun 8 am-noon & after AM sign-off.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WCLG. See that listing.

MOUNDSVILLE

Marshall County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

WEIF
1950
Grewe Radio

Media Code 4 250 5880 7.00
Miracle Valley Broadcasting Co., Inc., Box O, 317 7th St., Moundsville, W. Va. 26041. Phone 304-845-1230.

STATION'S PROGRAMMING DESCRIPTION
WEIF: Rock & gold, current hits & oldies.
1. PERSONNEL
General Manager—Henry R. Grewe.
3. FACILITIES
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 net charges for station time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS and MBS.
Affiliated with The Rep Network.

TIME RATES
Eff 1/1/73—Rec'd 3/5/73.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec
1-499 x	5.60	3.70
500+	4.20	3.40

Edited by Randy Chamberlain.

NEW MARTINSVILLE

Wetzel County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WETZ
1952
NAB

Media Code 4 250 6020 9.00
Magnolia Broadcasting Co. Inc., Box 249, New Martinsville, W. Va. 26155. Phone 304-455-2030.
Studio: Bridge St. North at Radio Drive, New Martinsville, W. Va. 26155.
1. PERSONNEL
Pres. & Gen'l Mgr.—Harry G. Bright.
2. REPRESENTATIVES
Regional Reps. Corp.
3. FACILITIES
1,000 w. days; 1330 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective February 1, 1962.
Rates received February 1, 1962.
6. SPOT ANNOUNCEMENTS

	1 min	(*)			1 min	(*)
1 ti	6.00	4.00	104 ti		4.50	3.00
13 ti	5.70	3.80	156 ti		4.20	2.80
26 ti	5.40	3.60	260 ti		3.60	2.40
52 ti	4.80	3.20	312 ti		3.00	2.00

(*) 30 seconds or less.

OAK HILL (1 AM; 1 FM)

Fayette County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WOAY
1946
NAB RAB

WOAY-FM
1948
NAFMB

Media Code 4 250 6160 3.00
Robert R. Thomas Jr., Box 251, 1-1/2 miles from Oak Hill, W. Va. 25901. Phone 304-469-3361.
1. PERSONNEL
Owner & Gen'l Mgr.—Robert R. Thomas, Jr.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
10,000 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. EST.
FM-ERP 25,000 w. (horiz.), 25,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15% on time charges only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM operated in conjunction with AM until local sunset; after local sunset FM rates are 60% of AM rates.

TIME RATES
Rates effective March 1, 1962.
Rates received February 1, 1962
6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	20/30 sec.
1 time	60.00	36.00	24.00	12.00	8.00	6.00
26 times	54.00	32.40	21.60	10.80	7.25	5.45
52 times	48.00	28.80	19.20	9.60	7.00	6.25
104 times	45.00	27.00	18.00	9.00	6.25	4.65
260 times	36.00	21.60	14.40	7.20	4.75	3.55
364 times	30.00	18.00	12.00	6.00	3.75	2.80

7. PACKAGE PLANS

ROS Per week:	1 min.	20/30 sec.	10 sec.
10 times	6.00	5.00	4.00
25 times	4.50	3.50	2.50
15 times	5.50	4.50	3.50
20 times	5.00	4.00	3.00

PARKERSBURG (3 AM; 2 FM)

Plus 1 paid duplicate.
Wood County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WADC
1954
NAB

Subscriber to the NAB Radio Code
Media Code 4 250 6180 1.00
Franklin Broadcasting Co., Inc., 703 Market St., Parkersburg, W. Va. 26101. Phone 304-485-7354.

STATION'S PROGRAMMING DESCRIPTION
WADC: Programmed for adults & young adults.
MUSIC: MOR: Top 100 with album extras & oldies.
NEWS: network. Rec'd 10/3/74.
1. PERSONNEL
General Manager—Calvin Dailey, Jr.
3. FACILITIES
5,000 w.; 1050 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15a, 15b.
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24a, 24b, 24c, 26, 28a, 28b, 28c, 29a, 30, 32a.
Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 47a, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60i, 61a, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIBZ.
Affiliated with MBS.

TIME RATES
Eff 4/1/73—Rec'd 2/12/73.
6. SPOT ANNOUNCEMENTS

	1x	52x	104x	208x	312x
1 min.	8.00	7.50	7.00	6.50	6.00
30 sec.	5.00	4.75	4.50	4.25	4.00
10 sec.	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	7.00	6.50	6.00	5.75	5.50

WBRJ
1964
MARIETTA, OHIO
Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Marietta, Ohio.)
Media Code 4 236 6240 2.00
5KW, Inc., Box 329, Pennsylvania Ave., Marietta Ohio 45750. Phone 614-373-0910.

STATION'S PROGRAMMING DESCRIPTION
WBRJ: MUSIC: modern country including top 100 singles, top 50 albums. NEWS: at :25 & :55; expanded 11:45 am & 4:45 pm; 3 man news staff; weather at :15 & :45 from U. S. weather service wire. FARM: reports M-Sat at 1 pm. 7 combo announcers, 10 sec talk format, 5 records each 30 min. Contact Representative for further details. Rec'd 1/31/74.
1. PERSONNEL
Station Manager—Carl Clovis.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Pittsburgh—Gateway Reps, Inc.
Regional Reps Corp.
3. FACILITIES
5,000 w. days; 910 kc. Directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time and talent; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 15b.
Basic Rates: 22a, 23a, 28a, 29a.
Contracts: 40c, 46.
Comb.; Cont. Discounts: 60b, 60e, 61a.
Cancellation: 71a.
Prod. Services: 82.
Affiliated with KBS and ATA Radio Network.
Member: Ohio Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff ——— Rec'd 2/26/75.
AA—Mon thru Fri 6-9 am & 3-6 pm; Sat 6 am-3 pm.
A—Mon thru Fri 9 am-3 pm; Sat after 3 pm, Sun all day; all other times.
6. SPOT ANNOUNCEMENTS

CLASS AA

	1x	150x	250x	350x	500x	750x	1000x
1 min.	6.40	5.75	5.60	5.35	5.25	5.10	5.10
30 sec.	5.10	4.50	4.35	4.25	4.10	3.95	3.85
20 sec.	3.10	3.20	3.05	2.95	2.70	2.55	2.45

CLASS A

1 min.	5.75	5.50	5.00	4.75	4.60	4.45	4.25
30 sec.	4.80	3.90	3.70	3.60	3.50	3.35	3.20
20 sec.	3.25	3.20	2.55	2.45	2.35	2.25	2.10

WEEKLY PLANS—ROS
(50%AA, when available)

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min.	5.25	4.85	4.60	4.40	4.30	4.15	4.00
30 sec.	4.00	3.60	3.45	3.35	3.20	3.10	2.95
20 sec.	2.60	2.45	2.30	2.25	2.20	1.95	1.80

10. SPECIAL FEATURES
NEWSCASTS
News 5-minutes at :25 and :55 each hour. Ohio and West Virginia headlines 1-1/2 x the applicable 1-minute rate.
WEATHER HIGHLIGHTS
At :15 and :45 each hour. 3-minutes each 1-1/4 x applicable 1-minute rate. (D)

WIBZ
1965
NAB

Media Code 4 250 6331 0.00
Franklin Broadcasting Co., Inc., 703-1/2 Market St., Parkersburg, W. Va. 26101. Phone 304-485-7355.
See affiliated AM station for additional information.
AM facilities: WADC.

STATION'S PROGRAMMING DESCRIPTION
WIBZ: MUSIC: rock. NEWS: network. Rec'd 10/3/74.
1. PERSONNEL
Sales Manager—Ray Reich.
3. FACILITIES
ERP 3,000 w.; 99.3 mc.
Operating schedule: 24 hours daily. EST.
Antenna ht.: 210 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American FM Network.

TIME RATES
Eff 4/1/73—Rec'd 2/12/73.
6. SPOT ANNOUNCEMENTS

PER WK:	1x	26x	52x	104x	208x	312x
1 min.	6.00	6.00	5.75	5.50	5.25	5.00
30 sec.	4.10	4.00	3.90	3.80	3.70	3.60

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	5.50	5.25	5.00	4.75	4.50
30 sec.	4.00	3.75	3.50	3.25	3.00

WKYG
1947

WKYG-FM
1967

Media Code 4 250 6385 6.00
Community Broadcasting Serv., Inc., Box 368, Parkersburg, W. Va. 26101. Phone 304-485-4565.

STATION'S PROGRAMMING DESCRIPTION
WKYG: MUSIC: modern country. Contact Representative for further details. Rec'd 5/15/75.
1. PERSONNEL
Station Manager—Gary Pinkerman.
2. REPRESENTATIVES
Savalli/Gates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM—ERP 1,000 w.; 103.1 mc.
Operating schedule: Same as AM. EST.
Antenna ht.: 550 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
General: 1a. 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22b, 23a, 24b, 25a, 28a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.

TIME RATES
Eff 11/1/70—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30/20 sec	6.00	5.60	5.25	4.90	4.50	4.10
10 sec	4.80	4.50	4.20	3.90	3.60	3.30

Edited by Gary Pinkerman.

WPAR
1955

Media Code 4 250 6440 9.00
WPAR, Inc., Box 449, Parkersburg, W. Va. 26101
Phone 304-485-4491.

STATION'S PROGRAMMING DESCRIPTION
WPAR: Programmed for adults & young adults.
MUSIC: contemporary. Contact Representative for further details. Rec'd 2/3/75.

1. PERSONNEL
President—Melvin S. Burka.
General Manager—Joe M. Rada.
Operations Manager—Tony Reeder.
2. REPRESENTATIVES
Century National Sales.
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:25 am-midnight Mon thru Sat; 7:00 am-midnight Sun. EST.
4. AGENCY COMMISSION
15/0 time only
5. GENERAL ADVERTISING See coded regulations
General: 3a, 5.
Rate Protection: 10b, 14b.
Basic Rates: 20b, 24e, 25b.
Contracts: 40a.
Comb.: Cont. Discounts: 60a.
Prod. Services: 80.
Affiliated with American Contemporary Network.

TIME RATES
Eff 2/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	7.00	6.50	6.00	5.50	5.25	5.00	4.75
10/15	6.50	6.00	5.25	4.75	4.25	3.75	3.00

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	78.00	46.00	32.00	23.00	17.00
13 x	73.00	43.00	30.00	21.50	16.00
26 x	69.00	41.00	28.00	20.00	15.00
260 x	57.00	35.00	22.00	17.50	11.00

PINEVILLE
Wyoming County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WWYO
1948

NAB RAB

Media Code 4 250 6720 4.00
Wyoming Broadcasting Co., Inc., Box 549, Pineville, W. Va. 24874. Phone 304-732-7970.
1. PERSONNEL
Gen'l & Sales Mgr.—Roger L. Fox.
3. FACILITIES
1,000 w. days; 970 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10 days.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/72—Rec'd 11/30/73.

6. SPOT ANNOUNCEMENTS

	1x	104x	312x	500x	1000x
1 min	3.50	3.25	3.00	2.85	2.75
30 sec	2.50	2.25	2.00	1.85	1.75

PRINCETON (1 AM; 1 FM)
Mercer County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WAEY
1947

NAB RAB

Media Code 4 250 6860 8.00
Betap, Corp., Box 1011, Princeton, W. Va. 24740.
Phone 304-425-2151.

STATION'S PROGRAMMING DESCRIPTION
WAEY: Country music.

1. PERSONNEL
Pres. & Gen'l Mgr.—Henry Beam.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 4/1/73—Rec'd 4/30/73.
AA—6-9 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

	312x	520x	720x	1000x
1 min	4.40	3.85	3.30	2.45
30 sec	3.40	3.00	2.30	2.00
10 sec	2.35	1.80	1.40	1.20

WAEY-FM
1971

NAB

Media Code 4 250 8861 6.00
Betap Corp., Box 1011, Lilly Grove Addition, Princeton, W. Va. 24740. Phone 304-425-2151.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 95.9 mc.
Operating schedule: 5 am-11 pm EST.
Antenna ht.: 178 ft. above average terrain.

TIME RATES
Eff 4/1/73—Rec'd 6/25/73.

6. SPOT ANNOUNCEMENTS
MON—MONDAY THRU SUNDAY

PER WK, EA:	12 ti	16 ti	20 ti	24 ti	28 ti
Maximum, 1 min	3.00	2.75	2.50	2.25	2.00

RAINELLE
Greenbrier County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WRRL
1974

NAB

Media Code 4 250 6930 9.00
R-B Co., Inc., Box 764, 507 Main St., Rainelle, W. Va. 25962. Phone 304-438-7811.
1. PERSONNEL
Pres. & Gen'l Mgr.—Bruce Glenn Barker.
3. FACILITIES
1,000 w. days; 1130 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; 10th of following month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
No. 1 Eff 10/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

	52x	156x	312x
1 min	3.95	3.15	2.75
30 sec	3.45	2.65	2.35

RAVENSWOOD
Jackson County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WMOV
1957

Media Code 4 250 7000 6.00
Good Neighbor Broadcasters, Inc., Gallatin St. Ravenswood, W. Va. Phone 304-273-2544.
1. PERSONNEL
Gen'l & Nat'l Sales Mgr.—Rex Osborne.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. EST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective ————.
Rates received July 19, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	37.00	23.00	12.75	10.50	8.50	5.50
13 times	33.95	22.00	11.98	9.95	7.95	4.75
26 times	32.00	19.95	11.50	9.20	7.50	4.50
52 times	29.75	17.98	10.75	8.50	6.75	4.00
104 times	27.75	16.75	9.50	7.95	6.50	3.85
156 times	24.95	15.50	8.70	7.20	5.95	3.45
260 times	23.00	13.98	8.20	6.55	5.25	3.00
312 times	20.75	12.75	7.50	5.75	4.75	2.50
364 times	18.20	11.20	6.35	5.20	4.20	2.15

RICHWOOD
Nicholas County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WVAR
1957

NAB

Subscriber to the NAB Radio Code
Media Code 4 250 7140 4.00
R-B Broadcasting Company, Box 349, Cemetary Rd., Richwood, W. Va. 26261. Phones 304-846-6071.

STATION'S PROGRAMMING DESCRIPTION
WVAR: Programmed for adults and young adults.

1. PERSONNEL
Pres. & Mgr.—C. Farrell Johnson.
3. FACILITIES
1,000 w. days; 600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Appalachian Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6-A Eff 5/1/72—Rec'd 5/8/72.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	4.90	3.00	260 x	3.50	2.50
26 x	3.90	2.90	312 x	3.40	2.40
52 x	3.80	2.80	365 x	3.30	2.30
104 x	3.70	2.70	500 x	3.20	2.20
156 x	3.60	2.60	1000 x	3.10	2.10

RONCEVERTE
Greenbrier County Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WRON
1947

Media Code 4 250 7280 6.00
Radio Greenbrier, Inc., Box 100, Ronceverte, W. Va. 24970. Phone 304-645-3425.
1. PERSONNEL
Gen'l & Com'l Mgr.—Charles M. Gaylord.
2. REPRESENTATIVES
Dome & Associates, Inc.
Riley Representatives.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0 net time.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with MBS.

TIME RATES
No. 3 Eff 3/1/72—Rec'd 2/21/72.

6. SPOT ANNOUNCEMENTS

SIGN-ON-7 PM:	1x	26x	52x	156x	312x
1 min	6.50	6.15	5.80	5.50	4.50
30 sec	4.85	4.65	4.20	3.80	3.35

7 pm-midnight: 75% of above.

ST. ALBANS
Kanawha County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

See Charleston
(including St. Albans, South Charleston)

SOUTH CHARLESTON
Kanawha County—Map Loction E-5
See SRDS consumer market map and data at beginning of the State.

See Charleston
(including St. Albans, South Charleston)

SPENCER
Roane County—Map Location F-5
See SRDS consumer market map and data at beginning of the State.

WVRC
1960

Media Code 4 250 7560 3.00
Roane Broadcasting, Inc., 106 Radio St., Spencer, W. Va. 25276. Phone 304-927-3760.

STATION'S PROGRAMMING DESCRIPTION
WVRC: Programmed for adults.

1. PERSONNEL
Vice-Pres. & Mgr.—Charles R. Marlow.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:59 am-11.05 pm. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

PER MO:	30 sec	1 min	PER MO:	30 sec	1 min
1 ti	3.15	3.89	65 ti	2.15	2.50
13 ti	2.93	3.55	78 ti	2.08	2.43
26 ti	2.71	3.20	91 ti	2.01	2.37
39 ti	2.50	2.85	100+	1.95	2.30
52 ti	2.30	2.64			

Monthly rate determined by number of spots run in 31 days.

YR:	156x	312x	468x	624x	780x	936x	1092x	1212x
30 sec	2.72	2.50	2.30	2.08	1.98	1.92	1.86	1.82
1 min	3.27	2.93	2.71	2.50	2.40	2.30	2.23	2.15

30 seconds and 1-minute spots may be combined to earn lower rates.

SUTTON
Braxton County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WSGB
1964

Media Code 4 250 7700 5.00
Multi-Media Associates III, Box 514, 406 Main St., Sutton, W. Va. 26601. Phone 304-765-7373.

STATION'S PROGRAMMING DESCRIPTION
WSGB: Programmed for adults & young adults.

1. PERSONNEL
General Manager—Virgil Graves.
2. REPRESENTATIVES
Frederick W. Smith.
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6:00 am-10:00 pm. EST.
4. AGENCY COMMISSION
15/0 time and talent; 10 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
No. 1 Eff 2/1/75—Rec'd 2/3/75.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.98	3.75	3.68	3.50	3.41	3.23	3.05	2.98
30 sec	3.50	3.40	3.30	3.00	2.80	2.70	2.60	2.45

WEIRTON
Hancock County—Map Location G-1
See SRDS consumer market map and data at beginning of the State.

See Steubenville (Ohio)-Weirton (W. Va.) under Ohio

WELCH (2 AM)
McDowell County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WELC
1950

NAB

Subscriber to the NAB Radio Code
Media Code 4 250 7840 9.00
Pocahontas Broadcasting Co., Box 920, Welch, W. Va. 24801. Phone 304-436-2131.

STATION'S PROGRAMMING DESCRIPTION
WELC: Programmed for adults & young adults.

1. PERSONNEL
Gen'l & Sales Mgr.—Sam Sidote.
3. FACILITIES
1,000 w. days; 1150 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15% to recognized agencies; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates received November 3, 1950.
Revised rates (addition of 312 time rates) received May 27, 1955.

6. SPOT ANNOUNCEMENTS

	1 min.	60 wds.	(*)
1 time	4.69	3.75	3.44
13 times	4.38	3.50	3.31
26 times	4.16	3.31	3.19
52 times	3.88	3.12	3.00
104 times	3.75	3.00	2.88
156 times	3.63	2.88	2.75
260 times	3.50	2.81	2.69
312 times	3.35	2.74	2.60

(*) Station break.

7. PACKAGE PLANS
WEEKLY FREQUENCY RATES

	2 wkly	3 wkly	5 wkly
1 hour	36.25	35.00	33.75
1/2 hour	23.75	22.50	21.25
1/4 hour	11.88	11.25	10.63
10 minutes	10.63	10.00	9.38
5 minutes	7.71	7.50	7.19
1 minute	3.75	3.63	3.50
60 words	3.00	2.88	2.81
Station break	2.88	2.75	2.69

WXEE
1955

NAB

Media Code 4 250 7980 3.00
Davis-Major Communications Corp., Rhodes Bldg., McDowell St., Welch, W. Va. 24801. Phone 304-436-4191.
1. PERSONNEL
Pres. & Gen'l Mgr.—Gerald E. Davis.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES
No. 1 Eff 8/1/71—Rec'd 10/8/71.

6. SPOT ANNOUNCEMENTS

	1x	10x	25x	50x	75x
1 min	4.75	4.50	4.25	4.00	3.90
30 sec or less	3.80	3.60	3.40	3.20	3.10
	100x	200x	250x	500x	1000x
1 min	3.80	3.70	3.60	3.50	3.00
30 sec or less	3.00	2.90	2.80	2.70	2.40

WESTON (1 AM; 1 FM)
Lewis County—Map Location G-4
See SRDS consumer market map and data at beginning of the State.

WHAW — WHAW-FM
1948 — 1972

NAB

Subscriber to the NAB Radio Code
Media Code 4 250 8120 5.00
Central West Virginia Service Corp., Box 421, Harrison Ave., Weston, W. Va. 26452. Phone 304-269-5555.

STATION'S PROGRAMMING DESCRIPTION
WHAW: Programmed for general interest.

1. PERSONNEL
Manager—Terry B. White.
2. REPRESENTATIVES
Regional Reps Corp.
Dome & Associates, Inc.
3. FACILITIES
1,000 w. days; 960 kc. Non-directional.
Operating schedule: 6 am-local sunset Mon thru Sat; 7:30 am-local sunset Sun. EST.
FM-ERP 940 w. (horiz.), 940 w. (vert.); 102.3 mc.
Operating schedule: 6 am-11:30 pm. EST.
Antenna ht.: 490 ft. above average terrain.
Simulcast 6 am-local sunset.

(This listing continued on next page)

WEST VIRGINIA

Weston—WHAW, WHAW-FM—Cont'd

4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 1/1/75—Rec'd 12/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1x	10x	20x	30x
1 min	3.25	2.55	2.30	2.10
30 sec	2.95	2.30	2.05	1.85

WHEELING (4 AM; 4 FM)

(including Bellaire, Ohio)

Wheeling, Ohio County, W. Va.—Map Location G-2
Belaire, Belmont County, Ohio—Map Location G-7
See SRDS consumer market map and data at beginning of the State.
Station contiguous to the major city are consolidated under the major city heading This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of the individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	48	44	48	30
B	33	28	33	27
C	14	9	14	5
D	7	7	7	2
AVERAGE	26	22	26	16

WKWK 1941 — WKWK-FM 1948

WHEELING

RAB

Media Code 4 250 8540 4.00
Publishers Broadcasting Corp., 1201 Main St., Wheeling, W. Va 26003. Phone 304 232-2250.

STATION'S PROGRAMMING DESCRIPTION
WKWK: Programmed for demographic audience: 50% teen, 50% adult.
MUSIC: 80% MOR days, top 40 nights, 40% oldies.
NEWS: 15%. Network & local at :55; local am & pm drive time, 2 newsmen. Private weather service. 6 AIR PERSONALITIES handle all segments.
SPORTS: major league baseball, local high school football & basketball play-by-play, college football & basketball, professional football. Contact Representative for further details. Rec'd 10/30/74.

1. PERSONNEL
President—Donald Price.
Vice-President—Milton Q. Ford.
Station Manager—Thomas W. Schlosser.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 24 hours daily. EST.
FM—ERP 50,000 w.; 97.3 mc.
Antenna ht.: 470 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 30, 33d.
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.

TIME RATES
Eff 10/1/70—Rec'd 9/1/70.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun all day.
B—Mon thru Sat 10 pm-midnight

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	37	34	33	32	31
A	32	29	28	27	26
B	27	24	23	22	21

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS
TOTAL AUDIENCE PLANS—1 MINUTE

MON THRU SAT:	Ea
Plan I—12 ti (3 6-10 am, 3 3-7 pm, 3 10 am-3 pm, 3 7 pm-midnight)	27
Plan II—18 ti (4 6-10 am, 5 3-7 pm, 5 10 am-3 pm, 4 7 pm-midnight)	25
Plan III—24 ti (6 6-10 am, 6 3-7 pm, 6 10 am-3 pm, 6 7 pm-midnight)	23

CONSECUTIVE WEEK DISCOUNT
26 wk—4% 52 wk—8%

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid. Mon-Sun necessary to maintain consec wk advertising.
Submitted by Thomas W. Schlosser.

WNEU

1963
WHEELING

RAB

Media Code 4 250 8600 6.00
Radio Wheeling, Inc., Broadcast House, Wheeling, W. Va. 26003. Phone 304-233-1470.

1. PERSONNEL
Pres. & Gen'l Mgr.—Gene B. Johnson.
General Sales Manager—Neil R Fondas.
Program Director—Mike McVay.
3. FACILITIES
5,000 w. days; 1600 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b 13b, 15b.
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 28c, 30, 33c.
Contracts: 40a, 41, 42a, 44a, 45 46, 47a, 51b.
Comb.: Cont. Discounts: 60a, 60f, 62d.
Cancellation: 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with CBS.

TIME RATES
No. 1 Eff 3/15/63—Rec'd 5/27/63.
Traffic Time—6:30-9 am & 3-7 pm.

6. SPOT ANNOUNCEMENTS
1 MINUTE

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	36 ti
Traffic time	15	14	13	12	11
All other times	10	9	8	7	6

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Submitted by Gene B. Johnson.

WOMP

1947
BELLAIRE, OHIO

NAB RAB

A T/R, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 250 8680 5.00
T/R Inc., Box 448, Woodmont Hill, Bellaire, Ohio 43906. Phone 614-676-5661
Other office—Box 448, Wheeling, W. Va.

1. PERSONNEL
General Manager—Robert Andre.
Sales Manager—Bob Stevens.
Program Director—Robert Blair.
2. REPRESENTATIVES
Savalli/Gates Inc.
Pa., Maryland, Virginia & Washington, D. C.—Dome & Associates, Inc.
Regional Reps Corp.
3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-sign-off daily. EST.
Partial simulcast operation. Simulcast 6 am-sign-off. For non-simulcast facilities see WOMP-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 11d, 14d, 15b.
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51b.
Comb.: Cont. Discounts: 60a, 60f, 60l, 61a, 62d.
Cancellation: 70a, 70e, 71a, 73b
Prod. Services: 80, 81.
Member: Ohio Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 1/1/75—Rec'd 1/16/75.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	(*)	6 ti	12 ti	18 ti	50 ti
1 min	7.50	7.00	6.50	6.00	5.00
30 sec	5.90	5.50	5.00	4.50	4.00

(*) 1-5 ti flat.

7. PACKAGE PLANS

PER MO, EA:	40 ti	60 ti	150 ti
1 min	5.50	5.00	4.50
30 sec	4.25	3.75	3.25

ANNUAL BULK PLAN

EA:	250x	500x	750x	1000x	1500x
1 min	5.50	5.00	4.50	4.00	3.50
30 sec	4.35	4.10	3.90	3.45	3.10

10. SPECIAL FEATURES

WEATHER REPORTS, EA:	13 wk	26 wk	52 wk
1 ti	8.50	8.00	7.50
3 ti	8.00	7.50	7.00
5 ti	7.50	7.00	6.50
	1/4 hr	1/2 hr	1 hr
Talk of the Town	35.00	50.00	85.00

WOMP-FM

1947
BELLAIRE, OHIO

NAB RAB

A T/R, Inc. Station
Subscriber to the NAB Radio Code
Media Code 4 250 0681 6.00
T/R Inc., Box 448, Woodmont Hill, Bellaire, Ohio 43906. Phone 614-676-5661.
See affiliated AM station for additional information.

3. FACILITIES
Eff 13,500 w. (horiz.), 13,500 w. (vert.); 100.5 mc.
Operating schedule. 6 am-midnight daily. EST.
Antenna ht.: 550 ft. above average terrain.
Partial simulcast operation. Operated separately AM sign-off-midnight Mon thru Fri. For simulcast facilities see WOMP.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff ——— Rec'd 2/13/67.

7. PACKAGE PLANS
1 MINUTE

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
1 ti	2.00	1.90	1.80	1.70	1.50
7 ti	1.80	1.70	1.60	1.50	1.30
13 ti	1.60	1.50	1.40	1.30	1.20
20 ti	1.40	1.30	1.20	1.10	1.00

30-SECOND ROTATION PLAN
10 per wk, 40 per mo 40.00

10. SPECIAL FEATURES
NEWS PLAN—FIXED POSITION
1 per wk, ea. 2.0 10+ per wk, ea. 1.75

WTRF

1965
WHEELING

NAB RAB

A Forward Group Station
Subscriber to the NAB Radio Code
Media Code 4 250 8320 0.00
Forward Tele-Productions, Inc., 96 16th St., Wheeling, W. Va. 26003. Phone 304-232-7777. TWX 304-232-6897.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert W. Ferguson.
Sales Executive—George Young.
Promotion—Mary Neal
3. FACILITIES
Eff 11,220 w.; 107.5 mc. Stereo.
Operating schedule: 7-1 am. EST.
Antenna ht.: 907 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
General 1a, 2a, 3a, 4a, 5, 6b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 30.
Contracts: 40a, 42b, 42d, 44b, 45, 46, 47a, 48, 50, 51a, 51c
Comb.: Cont. Discounts: 60a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod Services: 80, 82.
Affiliated with NBC.

TIME RATES
No. 6 Eff 6/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	500x
1 min	7.00	6.50	6.00	5.00	4.50	3.50
30 sec	5.00	4.50	4.00	3.50	3.00	2.50

7. PACKAGE PLANS

PER WK, ROS, EA:	1 min	30 sec
14+	4.50	3.50

8. PROGRAM TIME RATES

	1x	26x	52x
1 hr	48.00	43.00	40.00
1/2 hr	36.00	32.50	30.00

10. SPECIAL FEATURES

NAT'L/LOCAL NEWS ADJACENCY:	1 min	30 sec
Ea	4.50	3.50

Minimum 5 per wk/13-wk schedule.

WWVA 1926 — WWVA-FM 1947

WHEELING

EASTMAN RADIO, INC.

RAB

Media Code 4 250 8960 4.00
Screen Gems Radio Stations, Inc., Capitol Music Hall, Wheeling, W. Va. 26003. Phone 304-232-1170.

STATION'S PROGRAMMING DESCRIPTION
WWVA: MUSIC: modern country. Air personalities.
NEWS: extended news operation. Contact Representative for further details. Rec'd 4/5/71.

1. PERSONNEL
Executive Vice-President—Emil Mogul.
General Manager—Ross Felton.
Station Manager—Richard L. Howard.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
50,000 w.; 1170 kc. Directional—nights only.
Operating schedule: 24 hours daily. EST.
FM-ERP 7,500 w.; 98.7 mc.
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 22b, 23a, 25a, 26, 28c, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Affiliated with Eastman Radio Network.

TIME RATES
No. 32 Eff 12/1/74—Rec'd 11/25/74.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.
III—Sun thru Sat midnight-5:30 am; Mon thru Sat 5:30-6 am; Mon thru Fri 7:30 pm-midnight; Sun 6-9 am and 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	55	48	44	40	50	44	39	36
30 sec	44	38	35	32	40	35	31	29
10 sec	33	29	26	24	30	26	23	22

	III
1 min	33 30 25 21
30 sec	26 24 20 17
10 sec	20 18 14 12

RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

8. PROGRAM TIME RATES

PER YR:	1x	52x	156x	260x	520x
1 hr	515	485	425	390	365
1/2 hr	315	295	255	245	215
1/4 hr	205	195	170	150	135

Mon thru Fri 7:15 pm-midnight; Sun 6 am-midnight. Not combinable, no further discounts.

10. SPECIAL FEATURES
NEWSCASTS
5 min—150% of 1-min. 1 min—110% of 1-min.
JAMBOREE—SAT 7:30 PM-MIDNIGHT
Sponsorship:
1/2 hr—330.00. Incl open & close plus 4 1-min spots.
1/4 hr—195.00. Incl open & close plus 2 1-min spots.

Participation:	1x	52x	104x	156x	208x
1 min	88	83	77	72	66

JAMBOREE WARM-UP—SAT 7-7:25 PM
Sponsorship:
25 min—220.00. Incl open & close plus 4 1-min spots.

Participation:	1x	52x	104x	156x	208x
1 min	61	55	50	44	39

FARM SHOW—MON THRU FRI 5:30-6 AM
Participation: Sec III rates
CONSECUTIVE WEEK DISCOUNT
13 wk—5% 26 wk—7-1/2% 52 wk—10%

WHITE SULPHUR SPRINGS

Greenbrier County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

WSLW

1971
Media Code 4 250 9030 5.00
Regional Radio, Inc., Box 610, 73 E. Main St., White Sulphur Springs, W. Va. 24986. Phone 304-536-1310.

1. PERSONNEL
Vice Pres. & Gen'l Mgr.—Claude F. Jones.
3. FACILITIES
5,000 w.; 1310 kc. Non-directional.
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.

TIME RATES
No. 2 Eff 8/1/74—Rec'd 7/31/74.

6. SPOT ANNOUNCEMENTS

PER YR:	5x	26x	52x	104x	156x
15 sec	3.75	2.75	2.25	1.85	1.75
30 sec	4.25	3.25	2.75	2.35	2.20
1 min	5.00	4.00	3.50	3.15	3.00
		260x	312x	500x	1000x
15 sec		1.65	1.55	1.45	1.35
30 sec		2.05	1.90	1.75	1.60
1 min		2.80	2.55	2.35	2.20

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
15 sec	1.50	1.40	1.30	1.25	1.20
30 sec	1.85	1.70	1.55	1.50	1.45
1 min	2.45	2.25	2.05	2.00	1.95

WILLIAMSON

Mingo County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WBTH

1939

NAB RAB

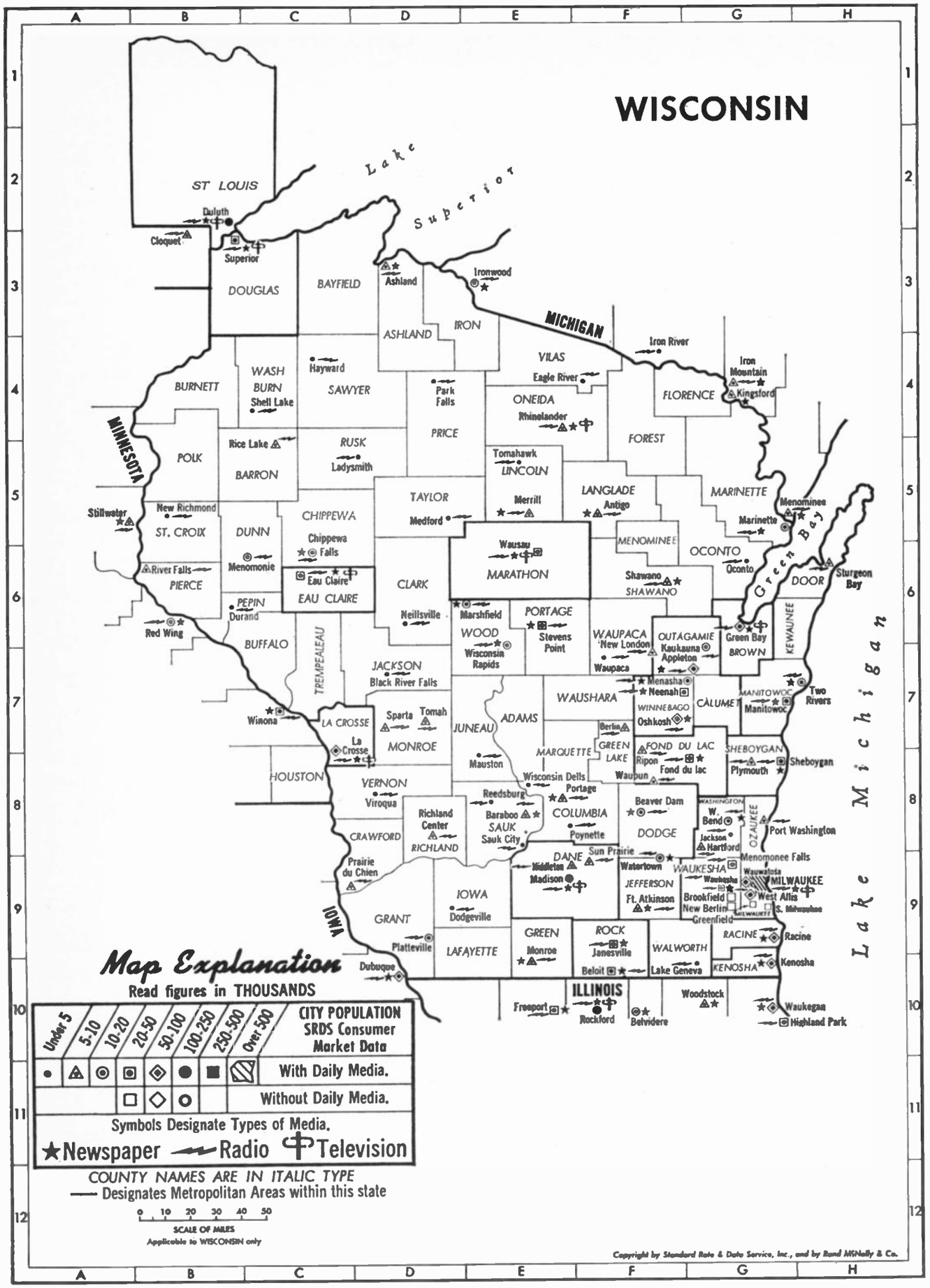
Media Code 4 250 9100 6.00
Harvit Broadcasting Corp., Box 261, Mountaineer Hotel Block, Williamson, W. Va. 25661. Phone 304-235-3600.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert B. Harvit.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff ——— Rec'd 12/11/72.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.75	4.25	3.75	3.50	3.25	3.00



Negro Population Data

(January 1, 1975)

STATE TOTAL	175,611
METRO AREAS	
Appleton-Oshkosh	322
Duluth-Superior	1,469
Eau Claire	232
Fond du Lac	258
Green Bay	539
Janesville-Beloit	3,555
Kenosha	2,609
La Crosse	67
Madison	4,107
Milwaukee	146,829
Racine	14,121
Sheboygan	276
Wausau	19
Total Metros	174,403

Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	41,402	METRO AREAS	
		Milwaukee	21,907

WISCONSIN

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

Demographics!

They're a regular feature in SRDS. See Contents Page for exact location.

R-N 12/12

State, County, City, Metro Area Data

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

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Appleton—Outagamie
Beloit—Rock
Brookfield—Waukesha
Cudahy—Milwaukee
Eau Claire—Eau Claire
Fond du Lac—Fond du Lac
Green Bay—Brown
Greenfield—Milwaukee
Janesville—Rock
Kenosha—Kenosha
La Crosse—La Crosse
Madison—Dane
Manitowoc—Manitowoc
Menomonee Falls—Waukesha
Milwaukee—Milwaukee
Neenah—Winnebago
New Berlin—Waukesha
Oshkosh—Winnebago
Racine—Racine
Sheboygan—Sheboygan
South Milwaukee—Milwaukee
Stevens Point—Portage
Superior—Douglas
Waukesha—Waukesha
Wausau—Marathon
Wauwatosa—Milwaukee
West Allis—Milwaukee

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
WISCONSIN STATE TOTALS	4,576.2	1,479.30	20,791,620	14,055	5.8	10.4	10.4	28.2	39.5	12,478,618	9,345	2,531,833	296,809	1,980,245	495,727	526,080	1,976,518	850,067	2,083.88	446.8	2,653,940
ADAMS E-7	10.1	3.57	34,015	9,528	8.5	18.9	13.4	23.1	20.1	13,799	3,865	2,968	.....	667	448	222	4,209	967	5.09	1.6	10,379
ASHLAND D-3	16.4	5.58	56,298	10,089	12.0	17.9	12.4	25.1	24.1	50,220	9,000	11,177	1,435	8,182	1,732	1,832	10,946	4,694	6.54	1.4	3,415
BARRON C-5	37.2	12.51	138,157	11,044	10.0	18.3	12.2	23.1	26.9	108,966	8,710	20,088	2,593	11,745	3,341	3,442	19,625	8,626	16.30	10.2	71,112
BAYFIELD C-3	11.7	4.07	40,249	9,889	11.7	15.7	13.1	25.4	21.9	17,852	4,386	4,735	568	2,405	107	107	1,222	1,728	5.55	2.0	5,165
BROWN G-7	167.7	49.67	673,721	13,564	4.7	9.4	11.8	33.2	36.2	456,026	9,181	88,843	9,582	120,981	22,462	22,337	75,771	30,297	73.91	9.0	47,398
Green Bay	91.5	29.48	391,450	13,278	.....	.....	.....	.....	.....	343,454	11,650	58,786	7,678	113,814	20,800	19,117	49,252	21,502	.....	.....	.....
Green Bay Metro Area	167.7	49.67	673,721	13,564	4.7	9.4	11.8	33.2	36.2	456,026	9,181	88,843	9,582	120,981	22,462	22,337	75,771	30,297	73.91	.....	.....
BUFFALO C-6	13.4	4.35	49,009	11,266	9.8	16.2	12.0	25.5	26.3	26,356	6,059	2,866	735	1,716	162	635	4,188	1,528	6.30	4.8	39,417
BURNETT B-4	9.3	3.47	31,164	8,981	13.3	20.4	11.7	19.5	18.3	14,697	4,235	3,918	222	879	124	40	584	1,871	5.02	1.6	6,587
CALUMET G-7	29.4	8.42	120,079	14,261	4.6	8.8	10.1	28.8	41.6	60,313	7,163	11,036	914	1,364	558	920	12,680	3,838	12.10	7.1	36,777
CHIPPEWA C-5	48.3	14.57	184,341	12,652	6.4	12.6	11.2	26.9	34.1	103,104	7,076	20,370	1,763	14,088	1,931	2,287	21,758	9,165	21.03	9.6	51,156
CLARK D-6	32.4	10.16	111,680	10,992	10.7	19.1	12.4	22.3	24.0	81,874	8,058	13,783	1,741	4,782	1,213	2,131	12,602	5,947	13.36	14.0	70,647
COLUMBIA F-8	41.3	13.80	180,122	13,052	6.0	10.8	10.5	28.5	37.9	117,977	8,549	23,316	3,323	11,088	3,926	3,035	20,966	12,895	20.65	7.5	67,616
CRAWFORD D-8	14.9	4.83	51,554	10,674	11.1	19.2	11.8	20.5	23.6	38,893	8,052	8,081	556	3,392	1,085	1,162	10,516	2,290	6.61	5.4	27,872
DANE E-9†	314.6	103.27	1,591,143	15,408	4.7	8.6	8.8	27.2	46.6	877,319	8,495	151,868	28,035	164,279	44,130	41,922	144,636	63,398	141.88	19.2	144,290
Madison	177.1	60.71	935,447	15,408	.....	.....	.....	.....	.....	592,431	9,758	91,327	20,583	150,591	39,656	33,628	107,265	35,270	.....	.....	.....
Madison Metro Area	314.6	103.27	1,591,143	15,408	4.7	8.6	8.8	27.2	46.6	877,319	8,495	151,868	28,035	164,279	44,130	41,922	144,636	63,398	141.88	.....	.....
DODGE F-8	73.6	23.17	316,745	13,670	5.9	10.2	11.0	29.6	37.7	152,840	6,596	30,612	2,546	7,848	7,946	6,689	20,276	9,743	22.29	14.9	101,216
DOOR H-6	19.9	6.95	82,317	11,844	6.6	15.3	13.2	26.4	29.0	62,759	9,030	14,372	874	5,898	1,553	1,346	11,712	5,072	10.94	3.9	19,050
DOUGLAS C-3	47.6	16.24	180,391	11,108	9.4	13.5	13.8	29.6	25.4	109,222	6,725	23,938	2,769	9,314	6,164	3,261	16,872	9,759	18.54	1.1	5,700
Superior	32.7	11.55	133,557	11,563	.....	.....	.....	.....	.....	97,056	8,403	21,007	2,728	8,484	5,714	2,740	14,997	8,474	.....	.....	.....
Duluth-Superior Metro Area	267.0	92.42	1,096,985	11,870	6.8	12.7	12.2	29.5	32.4	679,246	7,350	167,282	19,661	110,087	47,153	37,579	108,673	59,622	123.89	.....	.....
DUNN C-5	30.3	9.30	114,260	12,286	9.8	16.3	12.0	24.1	28.5	68,016	7,314	11,696	1,359	8,110	1,764	1,498	12,491	6,186	12.51	8.5	49,832
EAU CLAIRE C-6	75.2	24.19	307,533	12,713	7.2	11.4	11.1	29.4	34.8	200,721	8,298	42,471	4,088	49,766	8,218	10,527	22,160	18,169	33.36	4.9	28,839
Eau Claire[2]	51.2	17.01	214,000	12,581	.....	.....	.....	.....	.....	194,778	11,451	19.390	1,917	24,753	8,083	4,456	9,159	8,250	.....	.....	.....
Eau Claire Metro Area	75.2	24.19	307,533	12,713	7.2	11.4	11.1	29.4	34.8	200,721	8,298	42,471	4,088	49,766	8,218	10,527	22,160	18,169	33.36	.....	.....
FLORENCE G-4	3.3	1.10	11,158	10,144	10.0	20.1	13.6	21.6	22.5	5,378	4,889	768	207	1,369	.....	.....	1,050	394	1.65	.3	2,031
FOND DU LAC G-8	87.6	27.20	387,022	14,229	5.3	9.0	10.4	30.9	39.5	245,450	9,024	50,136	7,673	31,187	11,443	10,953	48,706	16,621	30.53	13.9	78,478
Fond du Lac	36.2	12.14	168,389	13,871	.....	.....	.....	.....	.....	145,819	12,011	30,529	6,348	28,554	9,478	7,552	27,803	9,485	.....	.....	.....
Fond du Lac Metro Area	87.6	27.20	387,022	14,229	5.3	9.0	10.4	30.9	39.5	245,450	9,024	50,136	7,673	31,187	11,443	10,953	48,706	16,621	30.53	.....	.....
FOREST F-4	7.7	2.45	24,575	10,031	10.7	22.9	14.7	21.8	19.0	13,087	5,342	3,335	442	673	195	156	1,890	2,018	3.37	.8	1,672
GRANT D-9	49.5	14.69	184,156	12,536	8.7	14.2	11.4	26.7	31.5	132,208	9,070	30,864	2,594	10,160	2,596	3,957	21,739	9,353	20.82	13.5	114,009
GREEN E-9	27.0	9.12	125,529	13,764	6.2	12.5	10.9	26.8	37.7	116,285	12,751	18,224	1,707	4,407	4,112	5,318	22,515	5,233	13.62	8.7	77,430
GREEN LAKE F-7	17.2	6.02	74,409	12,360	7.4	13.9	12.5	28.8	31.5	58,121	9,655	10,450	976	4,167	1,992	990	13,470	2,672	8.68	4.0	28,894
IOWA E-9	19.1	5.89	80,264	13,627	7.0	13.4	10.5	24.2	36.0	51,336	8,716	8,448	449	2,874	628	2,460	7,592	2,774	8.62	7.7	62,987
IRON E-3	5.8	2.19	22,029	10,059	11.8	23.3	14.2	23.6	20.9	13,558	6,191	4,090	469	366	176	128	394	1,543	3.15	.3	1,015
JACKSON D-7	15.0	5.02	64,868	12,922	9.4	15.3	11.3	24.1	31.2	36,085	7,188	6,711	329	2,855	780	331	7,048	5,742	7.25	4.5	26,356
JEFFERSON F-9	63.9	20.38	285,027	13,986	6.0	10.1	10.6	29.7	38.5	142,398	6,987	33,341	3,373	12,415	6,596	7,576	24,796	10,329	28.95	9.5	61,815
JUNEAU E-7†	18.3	6.18	69,850	11,303	8.6	16.1	12.6	26.1	26.3	47,835	7,740	9,418	1,408	2,356	1,096	920	8,903	4,721	8.76	3.5	17,580
KENOSHA G-10	121.5	39.31	547,352	13,924	7.3	13.4	17.7	19.6	35.8	271,641	6,910	68,477	6,314	51,933	11,341	12,575	33,568	22,903	57.78	3.5	22,655
Kenosha	82.9	27.44	360,995	13,156	.....	.....	.....	.....	.....	227,471	8,290	54,464	6,250	51,121	10,926	11,728	26,745	16,505	.....	.....	.....
Kenosha Metro Area	121.5	39.31	547,352	13,924	7.3	13.4	17.7	19.6	35.8	271,641	6,910	68,477	6,314	51,933	11,341	12,575	33,568	22,903	57.78	.....	.....
KEWAUNEE H-6	18.8	5.85	81,840	13,990	5.0	13.4	10.7	26.1	38.5	37,555	6,420	6,162	821	6,523	755	2,246	5,752	2,061	8.54	6.2	31,431
LA CROSSE C-7	83.0	26.93	341,008	12,663	5.4	13.2	12.4	29.4	33.7	248,202	9,217	46,759	6,410	56,368	10,565	15,351	40,732	15,659	38.01	4.0	27,143
La Crosse	52.0	17.67	217,105	12,287	.....	.....	.....	.....	.....	215,018	12,169	40,063	5,428	56,065	10,357	14,855	35,113	12,541	.....	.....	.....
La Crosse Metro Area	83.0	26.93	341,008	12,663	5.4	13.2	12.4	29.4	33.7	248,202	9,217	46,759	6,410	56,368	10,565	15,351	40,732	15,659	38.01	.....	.....
LAFAYETTE D-9	19.6	6.05	67,023	11,078	9.8	18.4	13.5	25.5	25.5	43,694	7,222	7,050	392	2,186	321	603	6,614	3,545	7.90	9.3	90,831
LANGLADE F-5†	18.9	6.23	67,020	10,758	9.5	19.5	12.7	23.5	23.7	54,027	8,672	9,932	868	5,954	3,135	1,336	6,702	5,461	8.23	3.1	17,618
LINCOLN E-5	23.8	7.95	87,017	10,946	8.8	14.4	13.4	29.4	26.9	63,800	8,025	15,625	1,896	3,376	2,127	2,209	12,148	6,505	10.96	3.1	12,596
MANITOWOC G-7	82.2	26.17	370,218	14,147	4.9	9.6	10.8	30.0	40.0	185,706	7,096	45,843	3,904	23,707	8,773	9,742	31,653	12,219	36.77	10.7	52,350
Manitowoc	33.4	11.75	167,179	14,228	.....	.....	.....	.....	.....	106,259	9,043	27,013	2,858	19,619	7,274	6,288	18,505	6,814	.....	.....	.....
MARATHON E-6†	102.6	32.13	417,036	12,980	5.9	12.1	12.1	29.7	33.4	229,106	7,131	48,116	5,148	30,897	11,413	11,287	39,358	12,219	45.77	18.0	88,678
Wausau	33.1	11.90	153,166	12,871	.....	.....	.....	.....	.....	135,753	11,408	27,099	4,151	29,095	10,472	10,606	20,952	7,185	.....	.....	.....
Wausau Metro Area	102.6	32.13	417,036	12,980	5.9	12.1	12.1	29.7	33.4	229,106	7,131	48,116	5,148	30,897	11,413	11,287	39,358	12,219	45.77	.....	.....
MARINETTE G-5	36.0	12.16	136,340	11,212	8.6	15.8	12.7	26.1	27.4	101,221	8,324	23,518	1,478	18,706	2,129	3,440	19,908	7,001	17.08	4.3	13,420
MARQUETTE E-8	8.9	3.19	34,682	10,872	10.9	16.5	12.6	25.3	25.8	20,375	6,387	6,496	421	847	290	248	1,943	2,283	4.84	2.1	14,770
MENOMINEE F-5	2.6	.56	4,642	8,289	.....	.....	.....	.....	.....	1,716	3,064	1,012	.....	335	.....	.....	.....	89	3.70	.1	.....
MILWAUKEE G-9†	1,065.4	368.18	5,496,635	14,929	4.7	7.4	9.0	29.1	45.1	3,542,094	9,621	649,702	81,407	714,659	161,982	161,893	509,256	182,008	466.02	.1	6,268
Cudahy	23.6	7.83	117,818	15,047	.....	.....	.....	.....	.....	57,606	7,357	9,799	1,510	19,891	1,458	347	10,899	2,981	.....	.....	.....
Greenfield	26.6	8.09	137,947	17,052	.....	.....	.....	.....	.....	27,552	3,406	10,212	314	7,335	.....	380	5,229	3,043	.....	.....	.....
Milwaukee	720.2	256.21	3,422,546	13,358	.....	.....	.....	.....	.....	2,406,622	9,393	470,186	56,120	534,219	119,641	136,272	348,405	123,628	.....	.....	.....
Milwaukee Metro Area	1,441.6	477.08	7,455,890	15,628	4.3	6.8	8.3	28.9	47.5	4,363,144	9,146	850,918	101,477	811,147	186,433	192,213	658,165	244,584	659.45	.....	.....
South Milwaukee	24.1	7.41	115,335	15,565	.....	.....	.....	.....	.....	33,702	4,548	8,590	1,245	488	1,110	514	8,863	2,876	.....	.....	.....
Wauwatosa	58.9	19.39	363,679	18,756	.....	.....	.....	.....	.....	231,219	11,925	21,320	4,737	86,616	9,941	8,811	52,790	12,550	.....	.....	.....
West Allis	72.7	25.69	376,871	14,670	.....	.....	.....	.....	.....	209,626	8,160	44,810	6,623	33,644	8,619	8,121	54,591	14,211	.....	.....	.....
MONROE D-7†	31.9	10.07	119,334	11,850	6.9	15.5	11.8	25.7	31.2	77,218	7,668	16,143	1,287	5,206	3,039	2,099	9,958	11,995	13.86	8.5	41,127
OCONTO G-6	25.6	8.39	87,862	10,472	10.1	17.0	12.5	24.9	24.6	48,484	5,779	11,729	792	4,496	838	1,232	5,745	4,962	12.30	7.6	31,168
ONEIDA E-4	27.7	9.46	103,428	10,933	9.2	16.9	13.9	27.6	23.5	89,816	9,494	21,612	2,243	8,607	4,140	3,151	14,160	8,786	13.28	.6	3,404
OUTAGAMIE G-6	125.3	37.04	552,821	14,925	4.5	7.2	10.6	31.5	41.6	346,748	9,361	62,950	7,164	77,699	13,777	16,647	53,908	21,780	55.86	11.1	57,789
Appleton[3]	60.0	19.13	295,376	15,440	.....	.....	.....	.....	.....	202,011	10,560	31,537	4,910	69,159	11,856	12,797	26,526	11,238	.....	.....	.....
Appleton-Oshkosh Metro Area	289.6	88.17	1,297,063	14,711	4.7	8.1	10.6	31.2	40.8	737,670	8,366	148,004	17,883	112,985	28,134	34,580	110,808	51,228	126.83	.....	.....
OZAUKEE G-8	60.6	17.67	324,206	18,348	2.8	4.2	6.7	29.4	54.2	117,247	6,635	27,598	2,333	6,018	2,454	4,526	30,682	7,431	31.12	3.6	19,096
PEPIN C-6	7.3	2.28	28,058	12,306	10.9	15.7	10.7	22.7	30.9	23,310	10,224	2,417	490	1,197	600	274	5,781	1,879	3.23	2.6	13,246
PIERCE 8-6	28.2	8.36	115,258	13,787	8.6	13.7	10.7	25.2	35.4	69,221	8,280	12,011	1,411	3,409	1,279	2,676	14,757	4,717	11.99	8.0	40,526
POLK B-5†	27.0	9.08	106,578	11,738	8.6	16.7	12.3	24.7	29.2	74,350	8,188	12,896	2,230	3,668	2,389	1,397	11,976	7,072	13.30	9.0	41,786
PORTAGE E-6	51.5	14.58	191,065	13,105	6.8	11.8	11.8	29.7	32.9	114,097	7,826	20,786	4,044	13,794	6,544	6,561	13,402	10,516	20.95	5.4	31,851
Stevens Point	25.5	6.94	92,852	13,379	.....	.....	.....	.....	.....	91,972	13,252	17,650	3,837	12,332	6,544	6,092	10,651	7,879	.....	.....	.....
PRICE D-4	14.3	4.99	51,224	10,265	10.0	18.9	13.1	23.5	21.9	34,402	6,894	6,686	1,273	3,125	1,359	863	7,777	2,033	6.33	3.6	9,597
RACINE G-9	177.5	55.66	854,349	15,349	4.4	7.5	9.0	30.2	44.9	426,848	7,669	108,191	11,689	82,145	16,727	21,906	67,073	28,538	82.90	4.9	34,318
Racine	97.3	32.89	460,633	14,005	.....	.....	.....	.....	.....	290,051	8,819	82,300	9,056	59,899	14,033	19,140	45,498	16,890	.....	.....	.....
Racine Metro Area	177.5	55.66	854,349	15,349	4.4	7.5	9.0	30.2	44.9	426,848	7,669	108,191	11,689	82,145	16,727	21,906	67,073	28,538	82.90	.....	.....

(2) Includes portion in Chippewa County.
(3) Includes portion in Calumet County.
(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Retail Sales—1974 Total Retail Sales ($000)	Per Household ($)	By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Auto-motive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
RICHLAND D-8	16.7	5.64	61,626	10,927	10.5	15.8	11.2	23.5	27.1	47,700	8,457	7,064	862	8,368	1,056	2,830	8,670	2,587	7.42	5.8	34,686
ROCK F-9	133.2	43.02	605,673	14,079	4.8	7.9	10.1	31.8	42.1	387,053	8,997	76,054	10,564	68,096	17,396	17,368	59,899	27,673	65.65	9.0	67,920
Beloit	36.9	12.56	162,555	12,942	.....	.....	.....	.....	.....	142,108	11,314	30,056	4,864	33,266	8,353	5,887	25,936	9,689	.....	.....	.....
Janesville	48.1	15.63	228,308	14,607	.....	.....	.....	.....	.....	180,292	11,535	34,060	3,975	33,654	6,508	9,464	26,553	12,222	.....	.....	.....
Janesville-Beloit Metro Area	133.2	43.02	605,673	14,079	4.8	7.9	10.1	31.8	42.1	387,053	8,997	76,054	10,564	68,096	17,396	17,368	59,899	27,673	65.65	.....	.....
RUSK C-5	13.9	4.57	47,556	10,406	9.4	18.7	12.5	21.9	23.9	30,599	6,696	6,038	549	1,979	1,561	577	4,112	2,186	6.31	4.5	16,905
ST. CROIX B-5	36.2	10.98	160,827	14,647	5.8	9.7	10.4	29.5	39.9	77,565	7,064	13,962	1,786	3,402	2,115	1,425	11,516	6,764	17.14	8.5	52,192
SAUK E-8	40.2	13.44	175,515	13,059	5.9	12.2	10.9	28.9	36.3	121,383	9,031	23,820	2,761	7,616	3,628	5,011	20,078	8,817	19.83	7.7	59,017
SAWYER C-4	9.7	3.45	31,276	9,066	13.4	24.9	11.7	16.3	19.0	26,584	7,706	6,454	667	1,532	830	242	5,226	2,517	4.99	.8	6,688
SHAWANO F-6	32.6	10.67	125,446	11,757	7.6	18.3	12.9	24.3	27.2	76,910	7,208	15,842	1,597	8,248	2,458	1,852	11,747	5,323	15.57	9.5	42,893
SHEBOYGAN G-8	100.4	33.52	467,643	13,951	5.3	9.1	10.5	31.3	39.3	250,084	7,461	51,234	7,393	65,296	5,935	12,731	35,312	16,009	46.18	8.5	43,738
Sheboygan	49.2	17.49	231,872	13,257	.....	.....	.....	.....	.....	172,869	9,884	38,010	6,146	59,740	4,810	10,221	19,599	9,963	.....	.....	.....
Sheboygan Metro Area	100.4	33.52	467,643	13,951	5.3	9.1	10.5	31.3	39.3	250,084	7,461	51,234	7,393	65,296	5,935	12,731	35,312	16,009	46.18	.....	.....
TAYLOR D-5	16.6	5.03	53,259	10,588	8.8	18.1	12.8	23.1	24.0	35,723	7,102	9,543	426	1,474	870	1,543	6,928	3,786	7.21	6.9	26,878
TREMPEALEAU C-7	23.5	7.69	83,545	10,864	10.1	17.7	11.5	22.8	27.1	62,138	8,080	10,590	840	4,245	728	1,195	9,529	5,708	11.15	8.1	53,231
VERNON D-8	24.2	8.23	87,241	10,600	12.7	16.8	10.9	21.7	24.5	47,573	5,780	10,544	1,908	2,018	2,305	613	6,652	3,853	11.09	10.0	45,646
VILAS E-4	11.6	4.23	40,572	9,591	10.7	20.4	12.5	21.8	21.7	36,394	8,604	10,872	640	2,110	1,506	403	4,231	3,914	6.92	.2	3,066
WALWORTH F-9	67.3	21.15	289,868	13,705	6.8	11.2	10.8	27.3	37.7	195,747	9,255	44,242	4,450	11,342	5,864	5,093	33,688	14,574	32.28	5.9	49,411
WASHBURN C-4	10.6	3.81	39,806	10,448	14.3	19.7	12.1	21.3	24.9	37,278	9,784	8,863	435	2,485	538	318	10,644	2,708	5.44	2.0	6,795
WASHINGTON G-8	70.2	20.56	321,357	15,630	4.4	5.6	9.0	30.5	46.9	143,683	6,988	32,399	2,297	15,001	4,365	6,657	20,005	11,582	34.72	7.5	35,719
WAUKESHA G-9	245.4	70.67	1,313,692	18,589	2.8	3.7	5.8	27.6	57.7	560,120	7,926	141,219	15,440	75,469	17,632	19,137	98,222	43,563	127.59	4.1	25,026
Brookfield	36.7	10.07	225,326	22,376	.....	.....	.....	.....	.....	111,153	11,038	34,305	3,773	37,740	2,336	5,143	4,122	7,095	.....	.....	.....
Menomonee Falls	34.0	9.18	168,132	18,315	.....	.....	.....	.....	.....	93,034	10,134	23,291	2,025	4,867	1,952	2,504	32,442	6,568	.....	.....	.....
New Berlin	31.1	8.42	151,081	17,943	.....	.....	.....	.....	.....	23,760	2,822	7,999	745	3,085	261	509	3,662	3,061	.....	.....	.....
Waukesha	43.8	13.75	213,741	15,545	.....	.....	.....	.....	.....	145,739	10,599	30,246	3,945	23,622	8,360	5,596	32,896	9,674	.....	.....	.....
WAUPACA F-6	38.5	12.92	150,953	11,684	8.0	17.0	12.3	25.8	28.2	103,732	8,029	21,433	2,026	5,595	3,882	5,634	20,682	7,295	18.58	6.7	39,292
WAUSHARA F-7	15.1	5.39	55,986	10,387	11.3	18.1	12.4	23.1	23.8	31,591	5,861	6,101	640	2,190	270	515	4,096	3,480	8.01	4.2	24,314
WINNEBAGO F-7	134.9	42.71	624,163	14,614	5.0	8.4	11.0	31.4	39.9	330,609	7,741	74,018	9,805	33,922	13,799	17,013	44,220	25,610	58.87	7.0	31,083
Neenah	24.9	7.89	130,136	16,494	.....	.....	.....	.....	.....	69,425	8,799	20,846	1,425	11,410	2,731	2,686	6,285	6,731	.....	.....	.....
Neenah; Menasha Combined	39.6	12.65	194,429	15,370	.....	.....	.....	.....	.....	108,765	8,598	32,753	2,239	14,771	3,416	4,902	12,485	9,402	.....	.....	.....
Oshkosh	56.1	18.28	243,254	13,307	.....	.....	.....	.....	.....	194,441	10,637	37,490	6,366	18,967	9,070	9,320	27,579	11,183	.....	.....	.....
Appleton-Oshkosh Metro Area	289.6	88.17	1,297,063	14,711	4.7	8.1	10.6	31.2	40.8	737,670	8,366	148,004	17,883	112,985	28,134	34,580	110,808	51,228	126.83	.....	.....
WOOD E-6	67.5	20.97	278,955	13,303	6.0	9.9	11.0	30.7	36.4	231,549	11,042	67,907	4,978	35,669	6,614	7,479	37,491	13,473	30.83	7.3	29,037

STATE NETWORKS

Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)
Media Code 4 251 0045 6.00
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-8720.

WISCONSIN STATE GROUP
Comprised of:

WAPL—Appleton
WATW, WATW-FM—Ashland
WWIS—Black River Falls
WRDN—Durand
WERL—Eagle River
WOKL—Eau Claire
WHSM—Hayward
WLDY—Ladysmith
WLOT—Marinette
WRJC—Marshfield
WIGM—Medford
WMNE—Menominee
WNBI—Park Falls
WPDR—Portage
WGLB—Port Washington
WEVR, WEVR-FM—River Falls
WTCH—Shawano
WCSW—Shell Lake
WCOW—Sparta
WDOR—Sturgeon Bay
WTTN—Watertown
WLKE—Waupun
WXCO—Wausau
WNNO, WNNO-FM—Wisconsin Dells

	1 min	30 sec
All stations	110	88

Less than full state list may be purchased.
(D)

For complete listing see Regional Networks & Groups
Keystone BROADCASTING SYSTEM, INC.

Laird Group

Comprised of:
Non-Interconnected Stations

WDUX, WDUX-FM—Waupaca.
WDUZ, WDUZ-FM—Green Bay.
KSDN—Aberdeen, S. D.

Media Code 4 251 0095 5.00
Executive Offices: Box 36, 225 N. Adams St., Green Bay, Wisconsin 54305. Phone 414-435-5331.

1. PERSONNEL
President—Ben A. Laird.
Group Manager—Kenneth E. Peterson.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

TIME RATES
Eff 3/1/75—Rec'd 2/5/75.

7. PACKAGE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	36 ti
1 min	36	33	30	27

30 sec: 80% of 1-min.

Wisconsin Farm Broadcasting Network

Comprised of:
Non-Interconnected Stations

WREL—Beloit
WDMP—Dodgeville
WTSO—Madison
WCCN, WCCN-FM—Neillsville
WPRE—Prairie du Chien
WCWC, WCWC-FM—Ripon
WHBL—Sheboygan
WCOW, WCOW-FM—Sparta
WTTN—Watertown
WXCO—Wausau

Media Code 4 231 0150 6.00
Executive Offices—Box 44, Madison, Wis. 53701. Phone 608-274-1440 & 1070.

STATION'S PROGRAMMING DESCRIPTION
WISCONSIN FARM BROADCASTING NETWORK: Four 3-1/2 min taped programs daily. General farm news, ag economic emphasis, state farm news, national farm news & ag legislation. Rec'd 11/22/72.

1. PERSONNEL
General Manager—John B. Zimmerman.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a.
Rate Protection: 10d, 14d.
Basic Rates: 22a, 24b, 28c, 21d.
Contracts: 40a, 44a.
Comb.; Cont. Discounts: 60b, 60l.
Cancellation: 70a, 70c, 71a, 73b.

TIME RATES
FULL NETWORK
Eff 8/1/75—Rec'd 6/30/75.

6. SPOT ANNOUNCEMENTS
FIXED VIGNETTE PROGRAM ADJACENCIES

PER WK:	1 ti	2 ti	3 ti	5 ti
13 wk	98	186	267	425
26 wk	93	176	252	400
39 wk	89	166	237	375
52 wk	85	156	228	365

10. SPECIAL FEATURES
VIGNETTE PROGRAMS

PER WK:	1 ti	2 ti	3 ti	5 ti
13 wk	114	218	315	500
26 wk	110	210	300	475
39 wk	105	200	285	455
52 wk	98	190	273	340

Edited by John Zimmerman.

Wisconsin Network, Inc.

Comprised of:
Non-Interconnected Stations.

WHBY—Appleton
WEAQ—Eau Claire
KFIZ—Fond du Lac
WGEE—Green Bay
WIXX—Green Bay
WCLO—Janesville
WIZM—La Crosse
WISM—Madison
WCUB—Manitowoc
WEMI—Milwaukee
WYTL—Oshkosh
WHIT—Poynette
WRJN—Racine
WSAU—Wausau
WHKV—West Bend
WFHR—Wisconsin Rapids

Media Code 4 251 0285 2.00
Executive Offices—220 1st Ave., S., Wisconsin Rapids, Wis. 54404. Phone 715-424-1300.

1. PERSONNEL
General Manager—Jack R. Gennaro.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 8.
Rate Protection: 10e, 12e, 14e.
Basic Rates: 22a, 28c.
Contracts: 40a, 44a.
Comb.; Cont. Discounts: 60b, 60l.
Cancellation: 70a, 70e, 71a.

TIME RATES
FULL NETWORK
Eff 7/1/75—Rec'd 7/23/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

WKLY, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	193.50	180.50	171.00	162.50	153.00
A	171.00	157.50	147.50	139.00	130.50

30 sec: 80% of 1-min.
Submitted by Jack R. Gennaro.

ANTIGO

Langlade County—Map Location F-5
See SRDS consumer market map and data at beginning of the State

WATK
1947

Media Code 4 251 0380 1.00
Antigo Broadcasting Co., Antigo Journal Bldg., Antigo, Wis. 54409. Phone 715-623-4124.
Studio—Hwy 45, 1 mile S. of Antigo, Wis.

1. PERSONNEL
Manager—Gary D. Ross.

3. FACILITIES
250 w., 900 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 net time.

TIME RATES
Eff———— Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS
(Before 11:30 am/after 1 pm)

	1x	13x	26x	52x	104x	156x	260x
1 min	3.25	3.10	2.95	2.75	2.60	2.45	2.30

(11:30 am-1 pm)
Extra, 25%.

APPLETON (5 AM; 3 FM)

(including Kaukauna, Neenah-Menasha)
Plus 1 paid duplicate.
Appleton, Outagamie County—Map Location G-6.
Neenah, Winnebago County—Map Location F-7.
Outagamie County—Map Location G-6.

See SRDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine even individual station coverage, audience delivered, etc within the area

WAPL
1952
APPLETON

All American Country

NAB

Subscriber to the NAB Radio Code

Media Code 4 251 0475 9.00
John J. Dixon, 103 W. College Ave., Appleton, Wis. 54911. Phone 414-734-9226.

STATION'S PROGRAMMING DESCRIPTION
WAPL: Programmed for family listening, 18-65. MUSIC: 100% country. NEWS: network at :60; local at :30; major local news at 8:05 am, 12:05, 4:05 & 6:05 pm. FARM: 6-7 am. SPORTS: at 6:45 am, 4:10 & 5:10 pm. Tele/talk show 9:05-9:30 am, M-F. Rec'd 4/13/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—John J. Dixon.
Assistant Manager—Dean Alexander.
Sales Manager—Cliff Lee.

3. FACILITIES
1,000 w. days; 1570 kc. Non-directional.
Operating schedule: Sunrise to local sunset. CST.
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WAPL-FM.

4. AGENCY COMMISSION
15/0 gross billings.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25c, 26, 28b, 28c, 29a, 29b, 30.
Contracts: 40a, 41, 42c, 43, 44a, 44b, 46, 47c, 48, 49, 51a, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 61b, 62b, 62d
Cancellation: 70b, 70d, 71a, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: National Agriadio Groups, Inc.

TIME RATES
Eff 3/1/68—Rec'd 1/29/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	6.50	6.00	5.50	5.00	4.50	4.00
20 sec	5.50	5.00	4.50	4.00	3.50	3.25
10 sec	4.50	4.00	3.50	3.25	3.10	2.90

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	5.25	5..	4.75	4.50	4.25	4.00
20 sec	4.25	4.00	3.75	3.50	3.25	3.00
10 sec	3.25	3.00	2.75	2.50	2.25	2.00

WAPL-FM
1966
APPLETON

NAB

Subscriber to the NAB Radio Code

Media Code 4 251 0476 7.00
Dixon, Inc., 103 W. College Ave., Appleton, Wis. 54911. Phone 414-734-9226.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WAPL-FM: MUSIC: Country. SPORTS: pro baseball coverage. Rec'd 4/29/75.

3. FACILITIES
ERP 50,000 w 105.7 mc Stereo.
Operating schedule: 6-2 am. CST.
Antenna ht.: 140 ft. above average terrain
Partial simulcast operation. Operated separately 6 pm-2 am. For simulcast facilities see WAPL.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.

TIME RATES
Eff 3/1/68—Rec'd 1/29/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x
1 min	5.00	4.25	3.25	3.00	2.75
30 sec	4.00	3.25	2.75	2.50	2.25

6. PROGRAM TIME RATES

	1x	52x	156x	260x
1 hr	30.00	25.00	22.50	20.00
1/2 hr	22.50	20.00	17.50	15.00

This 1 WNAM:
#1 with total persons
6 am-midnight, M-S
Delivers the rich Appleton-Oshkosh metro:
Population 287,500 CSI $1,134,553,000 TRS $639,776,000
performs!
Source: ARB Apr/May '74, MSA cumes
WNAM
Appleton-Oshkosh-Neenah-Menasha, Wis.
gci sales

WHBY
...in step with adults
WHBY delivers the adults, the listeners with spending power:
#1 with MEN
Morn. Drive, 18+, 25-49
Housewife Time, 35-49
Evening Drive, 25-49
Weekends, 35-49
#1 with WOMEN
Morn. Drive, 25-49
6am-Mid, M/S, 35-49
7pm-Mid, M/F, 35-49
Weekends, 35-49
ARB Apr/May 74, metro cumes
WHBY
APPLETON, WIS.
Rep. by the Devney Organization, Inc.

WHBY
1925
APPLETON

NAB

Subscriber to the NAB Radio Code

Media Code 4 251 0570 7.00
Telegraph-Herald, Inc. of Dubuque, Iowa, 600 S. Lawe St., Appleton, Wis. 54911. Phone 414-734-7791.

STATION'S PROGRAMMING DESCRIPTION
WHBY: MUSIC: MOR presenting popular singers & groups of modern music scene. NEWS: network at :60 & :30; adult news commentary 6-6:05 pm; network features M-F; local newscasts 7:05 am, 12:05, 4, 6, 7 & 10 pm. SPORTS: emphasis on local with sports director; professional football, college basketball & football, and/or super bowl. FARM: information, music & local farm personalities 5-6 am, M-Sat, included is a daily presentation by county agent, 4-H club officers, plus reports on county fair. Contact Representative for further details. Rec'd 4/15/71.

1. PERSONNEL
Gen'l & Com'l Mgr.—Lewis J. Process.
Program Manager—Jim Choudoir.

2. REPRESENTATIVES
The Devney Organization, Inc.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
1,000 w.; 1230 kc. Non-directional.
Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION
15/0 time

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.
Basic Rates: 21a, 21b, 21c, 21d, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 29b, 31, 32b, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60c 60d, 60i, 61a, 61b, 61c, 62a, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with 51BS.
Member: Wisconsin Network, Inc.

TIME RATES
No. 15 Eff 4/74—Rec'd 2/25/74.
AAA—6:30-10 am, 11 am-1:30 pm & 3:30-6 pm.
AA--6-6:30 am, 10-11 am, 1:30-3:30 pm & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS
1 MINUTE

	1 ti	5 ti	10 ti	15 ti	20 ti
AAA	12	11	10	9	8
AA	10	9	8	7	6

Edited by Lewis J. Process.

WKAU
1965
KAUKAUNA

NAB RAB

A Forward Group Station
Subscriber to the NAB Radio Code
Media Code 4 251 0600 2.00
Fox River Communications, Inc., Box 1050, Kaukauna, Wis. 54130. Phone 414-766-4663.

STATION'S PROGRAMMING DESCRIPTION
WKAU: Programmed for young adults 18-49. MUSIC: contemporary top 40 with emphasis on hits. NEWS: 2 man staff with coverage at :45 in drive times. SPORTS: coverage of regional, state & national sports within news & throughout drive times. Coverage of some regional high school football & basketball. SPECIAL FEATURE: tele/talk show 8:25-9 am M-F with guest & interviews. Contact Representative for further details. Rec'd 6/4/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—James S. Esler.
Sales Manager—Rick Abel.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w.; 1050 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast Sunrise-local sunset. For non-simulcast facilities see WKAU-FM.

4. AGENCY COMMISSION
15/0 on station time only; bills rendered monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 42a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.
Cancellation: 70a, 70c, 71a, 73a.

(This listing continued on next page)

Appleton—WKAU—Continued

TIME RATES

Eff————Rec'd 6/4/75.
AA—6-10 am, 11 am-1 pm & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	26x	52x	156x	312x	624x
AA	12.00	11.50	11.00	10.50	10.00	9.50
A	11.50	11.00	10.50	10.00	9.50	9.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	70	45	30	15
26 x	65	40	25	(*)
52 x	60	35	20	10

(*) 12.50.

Edited by James S. Ealer.

WKAU-FM

1966
KAUKAUNA

SAB RAB

A Forward Group Station
Subscriber to the NAB Radio Code

Media Code 4 251 0601 0.00

Fox River Communications, Inc., Box 1050, Kaukauna, Wis. 54130. Phone 414-766-4663.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WKAU-FM: Contemporary top 40. 3 Solid Gold per hour. Contact Representative for further details. Rec'd 2/25/74.

3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 238 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WKAU.

TIME RATES

Rates are identical to WKAU. See that listing.
Edited by James S. Ealer.

WNAM

1947
NEENAH-MENASHA

gci sales

Contemporary

SAB

Cummings Communications Corporation

Media Code 4 251 0665 5.00

Cummings Communications Corp., Box 707, Radio Park, Neenah, Wis. 54956. Phone 414-722-6471.
Neenah, Wis. 54956. Phone 414-722-6471.

STATION'S PROGRAMMING DESCRIPTION

WNAM: Programmed for adults 18-49.
MUSIC: popular music, current hits, plus liberal use of past hits all contained within a Personality top 40 format. Emphasis on local news with 3 newsmen & 3 stringers. Heavy emphasis on community involvement through station initiated public service drives; contests with listener involvement. Contact Representative for further details. Rec'd 10/22/73.

1. PERSONNEL
General Manager—David C. Moore.
Sales Manager—Donald Harrington.
Program Director—Ron Ross.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 1280 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0; 15th of following month.

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14a.
Basic Rates: 20b, 24c, 25a, 26, 28b.
Contracts: 40a, 41, 42a, 42c, 45, 46.
Cancellation: 70c.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES

No. 4 Eff 6/15/75—Rec'd 6/5/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 18 tl	AA 12 tl	AA 6 tl	A 18 tl	A 12 tl	A 6 tl
1 min	15.00	15.50	16.00	14.00	14.50	15.00
30 sec	12.00	12.50	13.00	11.00	11.50	12.00

10. SPECIAL FEATURES

PER WK:	5 tl	10 tl
5 min Newscasts, ea	35	60

Incl open & close plus 1-min spot.

PER WK:	25 tl	50 tl
Weather Checks ea	60	110

Commercial content 15-sec. Available Mon thru Sun.
Edited by David C. Moore.

WOSH

(formerly WYTL)
1966
OSHKOSH

HR STONE radio

SAB RAB

A Midwest Family Station
Subscriber to the NAB Radio Code
(This is a paid duplicate of the listing appearing under Oshkosh, Wis.)
Media Code 4 251 6555 2.00

Value Radio Corp., Box 1490, 2333 Bowen St., Oshkosh, Wis. 54901. Phone 414-235-8150.

STATION'S PROGRAMMING DESCRIPTION

WOSH: Programmed to general interest, especially persons 18-49.
MUSIC: contemporary. NEWS: local 3 person news team with 9 regional reporters; mobile unit & boat. SPORTS: during drive times with emphasis on outdoor activities. Current issue & sports editorials daily. Current issue tele/talk program Sun 9 pm-1 am. Contact Representative for further details. Rec'd 7/30/75.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Philip J. Robbins.
Vice-Pres. & Opr. Mgr.—Roland (Bud) McBain.
Program Director—Daniel R. Davis.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
ERP 2,450 w.; 103.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 330 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24b, 24c, 25b, 26, 28b, 29b, 33d.
Contracts: 44a, 44b, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities, WYTL.

TIME RATES

Eff 8/1/75—Rec'd 7/30/75.

6. SPOT ANNOUNCEMENTS

PER WK:	12 tl	18 tl	30 tl
1 min	13.00	10.50	8.75
30 sec	10.40	8.40	7.00

Submitted by Philip J. Robbins. (D)

WROE (FM)

1971
NEENAH-MENASHA

Media Code 4 251 0685 3.00
Midwest Communications, Inc., Box 1024 Neenah, Wis. 54956. Phone 414-725-5331.

1. PERSONNEL
Manager—Robert T. Wolfgram.
Engineer—Frederick T. Scholl.

3. FACILITIES
ERP 2,600 w. (horiz.), 2,600 w. (vert.); 94.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

TIME RATES

No. 2 Eff 9/7/73—Rec'd 9/11/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl
1 min	7.75	7.50	6.75	6.50

WYNE

1970
APPLETON

Media Code 4 251 0730 7.00
Total Radio, Inc., Box 92, Fieldcrest Drive, Appleton, Wis. 54911. Phone 414-739-1158.

STATION'S PROGRAMMING DESCRIPTION

WYNE: Programmed for teens, young adults and adults with age group 18-49 in mind.
Personalities air current hits based on local sales & chart action from other market stations. Monthly promotions plus everyday on air games and contests. Playlist of top 40 plus 10 extras, superstar weekend with record giveaway every hour. NEWS: emphasis on local with regional at :47, national network at :50, 30 major weather at :52. Weather and community affairs in short vignettes throughout the day. Contact Representative for further details. Rec'd 1/30/74.

1. PERSONNEL
General Manager—Howard Johnson.
Program Director—Scott Walker.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
1,000 w.; 1150 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%; 15th of month

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 5, 6a, 7b.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21d, 23a.
Contracts: 40a, 41, 42d, 44a, 46, 49, 51a.
Comb.; Cont. Discounts: 60c, 60e, 62d.
Cancellation: 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.

TIME RATES

Eff 6/1/72—Rec'd 6/28/72.
Prime—6-9 am & 2:30-6:30 pm.

7. PACKAGE PLANS

7-DAY PLAN:	Prime 1 min	Prime 30 sec	ROS 1 min	ROS 30 sec
6 tl	15.00	12.00	12.00	9.60
12 tl	13.00	10.40	11.00	8.80
18 tl	11.00	8.80	9.00	7.20
24 tl	9.00	7.20	8.00	6.40

CONTRACT DISCOUNT
52 wk—10%

Edited by Howard Johnson.

ASHLAND (1 AM; 1 FM)

Ashland County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

WATW

1940

WATW-FM

1972

SAB

Subscriber to the NAB Radio Code
Media Code 4 251 0760 4.00
WATW, Inc., Box 269, 914 West Second St., Ashland, Wis. 54806. Phones 715-682-2727, 2728.

1. PERSONNEL
General Manager—Thomas E. Tibbits.

2. REPRESENTATIVES
Detroit—Corlett Associates.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-10:00 pm. CST.
FM-ERP 3,000 w.; 95.9 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht. 175 ft. above average terrain.
Simulcast 5:30 am-10 pm.

4. AGENCY COMMISSION
15%; no cash discount

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES

No. 8 Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

YR:	1x	26x	52x	156x	312x	624x	936x	1560x
	ROS							
1 min	6.00	5.70	5.40	4.80	4.20	3.60	3.00	2.40
30 sec	4.50	4.30	4.00	3.60	3.15	2.70	2.25	1.90

7. PACKAGE PLANS

SPOT IMPACT PLAN—ROS

WITHIN 7-DAYS:	10 tl	20 tl	40 tl
1 min	55	95	165
30 sec	40	70	125

NIGHT PLAN—6 PM TO SIGN-OFF

AM/FM ONLY:	1 tl	26 tl	52 tl	156 tl	312 tl
Ea	3.00	2.80	2.70	2.40	2.10

10. SPECIAL FEATURES

TOTAL NEWS:	1 tl	26 tl	52 tl	156 tl	312 tl
1 min	8.40	7.80	7.20	6.60	6.00

BARABOO (1 AM; 1 FM)

Sauk County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WBOO

1967

Media Code 4 251 0800 6.00
Baraboo Broadcasting Corp., Box 89, Baraboo Nat'l Bank Bldg., Baraboo, Wis. 53913. Phone 608-356-3507.

STATION'S PROGRAMMING DESCRIPTION

WBOO: Programmed for general interest.

1. PERSONNEL
Pres., Gen'l Mgr. & Chief Eng.—Burt N. Murphy.

3. FACILITIES
250 w. days; 250 w. nights; 740 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
None; all rates net to station. Payable month following.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 15b, 15d.
Basic Rates: 20b, 22a, 24c, 25a, 28c.
Contracts: 40a, 41, 44b, 46.
Comb.; Cont. Discounts: 60f, 60i.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.

TIME RATES

No. 2 Eff 8/1/69—Rec'd 3/9/70.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	78x
1 min	4.00	3.80	3.60	3.40	3.20
30 sec	3.00	2.90	2.75	2.60	2.45
		156x	260x	365x	520x
1 min		3.00	2.80	2.65	2.50
30 sec		2.30	2.15	2.00	1.75

Edited by Tom Holter.

WLVE (FM)

1947

NAFMB

Media Code 4 251 0630 5.00
Community Service Radio, Inc., 1245 E. Washington Ave., Madison, Wis. 53703. Phone 608-251-3955.

STATION'S PROGRAMMING DESCRIPTION

WLVE (FM): Popular music & standards.

1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas R. Holter.

3. FACILITIES
Eff: 37,000 w. (horiz.), 37,000 w. (vert.); 94.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
AM facilities: WBKV, Poynette.
Member: The Groskin Group.

(This listing continued on next page)

THE WINNING COMBINATION
in the 92nd
*Appleton-Oshkosh Market**
Representing Two-Thirds of the Green Bay 69th ADI

in Adults**
*18 + TSA m-f 6-10am aqh, TSA/MSA m-f 3-7pm cumes
*18-34 TSA m-f 6-10am aqh & cumes, 10am-7pm cumes
*18-49 TSA m-s 6am-12m aqh & cumes, m-f 10am-3pm cumes; TSA/MSA m-f 6-10am aqh & cumes, 3-7pm cumes
*25-49 TSA/MSA m-f 6-10am and 3-7pm aqh & cumes; TSA m-s 6am-12m, m-f 10am-3pm aqh & cumes; TSA m-s 6am-12m aqh

in Women**
*18 + TSA m-s 6am-12m aqh & cumes, msa m-f 6-10am cumes; TSA/MSA m-f 6-10am aqh & 10am-3pm cumes
*18-34 MSA m-s 6am-12m, m-f 6-10am aqh & cumes; TSA m-f 6-10am aqh, TSA/MSA m-f 10am-3pm cumes
*18-49 TSA/MSA m-s 6am-12m, m-f 6am-3pm aqh & cumes
*25-49 TSA/MSA m-s 6am-12m, m-f 6am-3pm aqh & cumes

in Men**
*18-34 TSA/MSA m-f 3-7pm cumes
*18-49 TSA m-f 6-10am aqh & cumes, TSA/MSA m-f 3-7pm cumes
*25-49 TSA m-f 6-10am aqh, 3-7pm aqh & cumes; MSA m-f 6-10am aqh & cumes, 3-7pm aqh

Call HR STONE for details

*Sales Management "Survey of Buying Power"
Population 12 + TSA. **ARB Appleton-Oshkosh April-May '75
— Published Limitations

Baraboo—WLVE (FM)—Continued

TIME RATES
Eff 7/1/73—Rec'd 6/1/73.
6. SPOT ANNOUNCEMENTS
1-min Total Audience Plan 10.00
30 sec: 80% of 1-min.
Specified times, extra 2.00 per spot.

BEAVER DAM (1 AM; 1 FM)

Dodge County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WBEV
1951

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 0855 2.00
Beaver Dam Radio, Inc., 98 Stoddart St., Beaver Dam, Wis. 53916. Phone 414-885-4442, 3.
STATION'S PROGRAMMING DESCRIPTION
WBEV: Programmed for general interest.
1. PERSONNEL
Managing Owner—W. John Klinger.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WBEV-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Affiliated with MBS.

TIME RATES
Eff 5/74—Rec'd 5/22/74.
6. SPOT ANNOUNCEMENTS

PER WK:	60 ti	30 ti	20 ti	10 ti	5 ti	2 ti
1 MINUTE						
1 wk	4.75	5.25	5.75	6.75	8.75	9.50
4 wk	4.50	5.00	5.50	6.25	8.00	8.75
13 wk	4.25	4.75	5.25	5.75	7.25	8.00
26 wk	4.00	4.50	5.00	5.25	6.50	7.25
52 wk	3.50	4.00	4.50	4.75	5.75	6.50
30 SECONDS						
1 wk	3.75	4.00	4.25	5.00	6.50	7.00
4 wk	3.50	3.75	4.00	4.50	6.00	6.25
13 wk	3.25	3.50	3.75	4.00	5.50	6.00
26 wk	3.00	3.25	3.50	3.75	5.00	5.50
52 wk	2.75	3.00	3.25	3.50	4.50	5.00

10 sec: 50% of 1-min, minimum 2.00.
Mon thru Sat 6-9 am & noon-1:30 pm; Mon thru Fri 9:30-10 am, per spot, extra 1.50.
10. SPECIAL FEATURES
Newscasts & farm markets—5 min, flat 10.00.

WBEV-FM
1968

NAB

Media Code 4 251 0856 0.00
Beaver Dam Radio, Inc., 98 Stoddart St., Beaver Dam, Wis. 53916. Phone 414-885-4442, 3.
See affiliated AM station for additional information.
STATION'S PROGRAMMING DESCRIPTION
WBEV-FM: Programmed for general interest.
3. FACILITIES
ERP 3,000 w.; 95.3 mc.
Operating schedule: 5:30 am-midnight. CST.
Antenna ht.: 297 ft. above average terrain.
Partial simulcast operation. Operated separately 5:30-6 am & local sunset-midnight. For simulcast facilities see WBEV.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Affiliated with MBS.

TIME RATES

50% of AM rate. See that listing.
Minimum, 2.50.

BELOIT (2 AM)

(including South Beloit, Ill.)
Beloit, Wisc., Rock County—Map Location F-9
South Beloit, Ill., Winnebago County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBEL
1948
SOUTH BELOIT, ILL.

NAB RAB

Media Code 4 251 0950 1.00
Salter Broadcasting Co., Box 27, 504 W Grand Ave., Beloit, Wis. 53511. Phone 608-365-6641.
STATION'S PROGRAMMING DESCRIPTION
WBEL: Programmed for general interest.
MUSIC: MOR & current hits days, C & W & contemporary nights. NEWS: UPI, UPI audio, road reports, U. S. Weather bureau reports; 5 min at :60; 15 min at 6 & 8 am, 5 & 10 pm; 30 min at noon; headlines at :30. SPORTS: 7:25 am M-Sat; 5:15-5:30 pm M-Sat with director; local high school & college football, basketball; pro football, basketball & baseball. FARM: state network vignettes 4x daily 5:30-7 am & noon-1 pm M-F, twice Sat am, market reports 12:30 pm M-F. Contact Representative for further details. Rec'd 11/20/73.
1. PERSONNEL
President—Russ Salter.
General Manager—Joseph E. Moen.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
5,000 w. days; 1380 kc. Non-directional day, directional night.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time and other allowed charges.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21b, 22a, 23a, 26, 28b.
Contracts: 40a, 44a, 45, 46.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70a, 71a.
Prod. Services: 80, 81, 82.
FM facilities: WRWC (FM), Rockton, Ill.
Affiliated with The Rep Network.
Member: National Agitadio Groups, Inc., Wisconsin Farm Broadcasting Network.

TIME RATES
No. 11 Eff 6/15/75—Rec'd 5/27/75.
6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x
1 min	11.00	10.50	10.00	9.50
30 sec	8.80	8.40	8.00	7.60
20 sec	8.25	7.90	7.50	7.15
10 sec	6.60	6.30	6.00	5.70

7. PACKAGE PLANS

PER WK, EA:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	10.50	9.75	9.25	8.50	8.00	7.50
30 sec	8.40	7.80	7.40	6.80	6.40	6.00
20 sec	7.90	7.30	6.95	6.40	6.00	5.65
10 sec	6.30	5.85	5.55	5.10	4.80	4.50

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	55	35	25	20

Edited by Joe Moen.

WGEZ
1948
BELOIT

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 1045 9.00
Telegraph Herald Corp., Box 416, 622 Public Ave., Beloit, Wis. 53511. Phone 608-365-8865.
STATION'S PROGRAMMING DESCRIPTION
WGEZ: Programmed to young adult & teen audience.
MUSIC: contemporary mixed with hits of today & blending best of oldies. AIR PERSONALITIES handle all segments. NEWS: at :55 & :25; network news, weekly editorials & audience contests & promotions. COMMERCIAL POLICY: maximum 18 minutes per hour. Rec'd 2/26/75.
1. PERSONNEL
General Manager—Jack Ludescher.
Program Director—Tim Grant.
Chief Engineer—Don Abbot.
3. FACILITIES
1,000 w. days, 250 w. n'ghts; 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 25a, 26, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 50.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 82.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 12/1/74—Rec'd 11/4/74.
6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	16 ti	24 ti
1 min	9	8	7	6
30 sec	8	7	6	5

BERLIN (1 AM; 1 FM)

Green Lake County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WISS / WISS-FM
1971 / 1972

Media Code 4 251 1085 4.00
Kingsley H. Murphy, Jr., Box 5, 112 N. Pearl St., Berlin, Wis. 54923. Phone 414-361-3551.
1. PERSONNEL
General Manager—M. H. (Mac) MacDonald.
2. REPRESENTATIVES
Northland Stations, Inc.: See Rep & S/O pages.
3. FACILITIES
250 w.; 1090 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
FM-ERP 3,000 w.; 102.3 mc.
Operating schedule: 5:30 am-10 pm. CST.
Antenna ht.: 155 ft. above average terrain.
Simulcast sunrise-local sunset.
4. AGENCY COMMISSION
15/0 time only; 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 2/7/73.
6. SPOT ANNOUNCEMENTS

	10x	30x	50x	100x	250x	500x	1000x
1 min	5.50	5.30	5.20	5.00	4.80	4.60	4.40
30 sec	4.00	3.75	3.50	3.40	3.30	3.20	3.00

BLACK RIVER FALLS

Jackson County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WWIS
1958

Subscriber to the NAB Radio Code
Media Code 4 251 1140 8.00
WWIS Radio, Inc., Box 427, Black River Falls, Wis. 54615. Phone 715-284-4391.
1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Nelson Lent.
3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule: 6:00 am-local sunset. CST.
4. AGENCY COMMISSION
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Rates effective September 1, 1958. (Card No. 1.)
Rates received September 18, 1958.
6. SPOT ANNOUNCEMENTS

1 min.	20 sec.		1 min.	20 sec.
1 time 5.00	3.00	260 times 3.40		2.00
13 times 4.80	2.90	312 times 3.00		1.80
25 times 4.60	2.75	500 times 2.75		1.65
52 times 4.20	2.50	1000 times 2.50		1.50
156 times 3.80	2.25			

CHIPPEWA FALLS

Chippewa County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

See Eau Claire-Chippewa Falls

DODGEVILLE (1 AM; 1 FM)

Iowa County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WDMP
1968

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 1180 4.00
Dodge-Point Broadcasting Co., Box 22, Hwy. 151, Dodgeville, Wis. 53533. Phone 608-935-2302.
1. PERSONNEL
General Manager—Richard A. Carroll.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
250 w.; 810 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WDMP-FM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Wisconsin Farm Broadcasting Network.

TIME RATES
Eff 10/1/74—Rec'd 9/27/74
6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	365x
PRIME TIME—7-8 AM & NOON-1 PM							
1 min	7.00	6.50	6.00	5.75	5.50	5.25	5.00
30 sec	5.50	5.00	4.50	4.25	4.00	3.75	3.50
GUARANTEED TIME							
1 min	5.75	5.50	5.00	4.50	4.00	3.75	3.50
30 sec	4.40	4.15	3.75	3.40	3.00	2.80	2.65
15 sec	3.00	2.80	2.60	2.25	2.10	1.90	1.75

7. PACKAGE PLANS

PER WK:	1 ti	4 ti	13 ti	26 ti	52 ti
1 MINUTE					
7 wk	5.15	4.55	3.85	3.25	2.55
14 wk	4.55	3.85	3.25	2.75	2.15
21 wk	3.95	3.35	2.85	2.35	2.05
28 wk	3.25	2.85	2.55	2.15	1.95
30 SECONDS					
7 wk	3.85	3.40	2.90	2.45	1.90
14 wk	3.40	2.90	2.45	2.05	1.60
21 wk	2.95	2.50	2.15	1.70	1.50
28 wk	2.45	2.15	1.90	1.60	1.40
15 SECONDS					
7 wk	2.55	2.25	1.90	1.60	1.25
14 wk	2.25	1.90	1.60	1.35	1.05
21 wk	1.95	1.65	1.40	1.10	1.00
28 wk	1.60	1.40	1.25	1.05	.95
56 wk	1.45	1.25	1.10	.90	.80

SPECIAL PACKAGES—WITHIN 7 DAYS

	— 1 min —		— 30 sec —		— 15 sec —	
ROS:	35 ti	70 ti	35 ti	70 ti	10 ti	20 ti
Cost	89.95	160.00	73.50	130.00	22.50	40.00

WDMP-FM
1968

NAB

Media Code 4 251 1181 2.00
Dodge-Point Broadcasting Co., Box 22, Hwy. 151, Dodgeville, Wis. 53533. Phone 608-935-2302.
See affiliated AM station for additional information.
3. FACILITIES
ERP 1,000 w.; 99.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 460 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WDMP.

TIME RATES

60% of 1-min AM rates.

DURAND (1 AM; 1 FM)

Pepin County—Map Location C-6
See SRDS consumer market map and data at beginning of the State.

WRDN / WRDN-FM
1968 / 1973

RAB

Media Code 4 251 1200 0.00
WRDN, Inc., Box 208, 300 W. Main St., Durand, Wis. 54736. Phone 715-672-8989.
STATION'S PROGRAMMING DESCRIPTION
WRDN: 95% country, 5% old time.
1. PERSONNEL
General Manager—Jerry Schroeder.
3. FACILITIES
1,000 w. days; 1430 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 930 w. (horiz.), 930 w. (vert.); 95.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS

TIME RATES
Eff 12/1/72—Rec'd 7/30/73.
6. SPOT ANNOUNCEMENTS

PER YR:	1x	65x	130x	195x	260x	325x	455x	650x
1 min	4.00	3.90	3.75	3.60	3.45	3.30	3.20	3.05
30 sec	3.20	3.10	2.95	2.80	2.65	2.50	2.40	2.25

30 DAYS/LESS:	1 ti	65 ti	130 ti
1 min	4.00	3.90	3.75
30 sec	3.20	3.10	2.95
15 sec	2.50	----	----

7. PACKAGE PLANS
SPECIAL IMPACT PLAN

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	42 ti	60 ti
1 min	19.50	37.50	54.00	69.00	82.50	112.00	152.50
30 sec	15.50	29.50	42.00	53.00	62.50	84.00	112.50

WITHIN 10 DAYS:	25x	50x	75x	100x
1 min	81.25	150.00	206.25	254.00
30 sec	64.50	116.50	156.00	187.00

EAGLE RIVER (1 AM; 1 FM)

Vilas County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WERL / WERL-FM
1961 / 1971

NAB

Media Code 4 251 1235 8.00
Eagle River Broadcasting Co., Inc., Box 309, Eagle River, Wis. 54521. Phone 715-479-4451.
STATION'S PROGRAMMING DESCRIPTION
WERL: MOB music. News 5 min at :60; 3 min at :30.
1. PERSONNEL
Pres. & Gen'l Mgr.—George Palo.
2. REPRESENTATIVES
Hal Walton Co.
3. FACILITIES
1,000 w. days; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 240 ft. above average terrain.
Simulcast 6 am-AM sign-off.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff 12/1/74—Rec'd 12/4/74.
A—6 am-1 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
CLASS A								
1 min	5.45	5.35	5.20	5.00	4.85	4.70	4.50	4.30
30 sec	4.60	4.50	4.30	4.15	3.90	3.75	3.55	3.40
CLASS B								
1 min	4.60	4.50	4.30	4.15	3.90	3.75	3.55	3.40
30 sec	3.75	3.65	3.45	3.15	3.00	2.80	2.75	2.60

7. PACKAGE PLANS

IMPACT PLAN, ROS:	1 min	30 sec
10 ti	5.00	4.15
20 ti	4.85	3.90

To be run within 7 days.

EAU CLAIRE-CHIPPEWA FALLS (4 AM; 3 FM)

Eau Claire—Eau Claire County—Map Location C-6
Chippewa Falls—Chippewa County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

(Eau Claire-Chippewa Falls continued on next page)

WAXX
1954
CHIPPEWA FALLS

WEAU (FM)
1965
EAU CLAIRE

HR STONE radio

Modern Country Music

NAB R A B

A Post Corporation Station
Subscriber to the NAB Radio Code
Media Code 4 251 1330 5.00
Post Broadcasting Corp., Radio Wausau Inc. Div., Box 41, 100-1/2 Bridge St., Chippewa Falls, Wis. 54729. Phone 715-723-2242.

STATION'S PROGRAMMING DESCRIPTION
WAXX: Programmed for young adults and adults. FARM: 6-7:30 & 11:30 am-1 pm farm director, interviews market reports, county agent reports, agricultural hints, farmers' report. ENTERTAINMENT: 6 am-sign-off, employing air personalities, audience participation quiz, traffic reports, notes of community interest. MUSIC: country music. NEWS: network at :60. Major 10 min newscasts at 7:25 am & 12:25 & 6 pm. Contact Representative for further details. Rec'd 4/30/75.

1. PERSONNEL
General Manager—Al Howard.
Sales Manager—Clark Wideman.
Farm Directors—Jerry Urdahl & Pat Kelliher.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.
Minneapolis—William L. Burley.
Canada—Andy McDermott Sales Ltd.

3. FACILITIES
5,000 w. days; 1150 kc.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 84,000 w.; 104.5 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,830 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 4a, 4d, 6a, 8.
Rate Protection: 10b.
Basic Rates: 22a, 23a, 24b, 25a, 28b, 29a.
Contracts: 40a, 42b, 45, 46, 47a.
Comb.; Cont. Discounts: 60a, 60b, 60c, 60e, 61a, 62b.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 80.
Affiliated with American Information Network.

TIME RATES
No. 10 Eff 12/1/74—Rec'd 2/26/75.
AA—6-10 am; 11:30 am-1 pm & 3-7 pm.
A—10-11:30 am & 1-3 pm.
FM ONLY—All other times.

6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 tl	16.00	12.00	7.00	11.00	8.00	4.20
12 tl	14.00	11.00	6.50	9.25	7.10	3.95
18 tl	12.00	9.50	5.75	7.15	5.80	3.60
24 tl	9.50	8.25	5.25	5.40	4.60	3.00

7. PACKAGE PLANS
TAP—1/3AA, 1/3A, 1/3 FM ONLY

	12 tl	18 tl	24 tl
1 min	9.00	7.50	6.00
30 sec	7.00	6.00	5.00

	1 min	30 sec	10 sec
FM only, flat	5.00	3.80	2.20

Edited by Bob Holtan.

WBIZ
1947

WBIZ-FM
1967

EAU CLAIRE

SAVALLI/GATES INCORPORATED

NAB

Media Code 4 251 1425 5.00
WBIZ, Inc., 609 Cameron St., Eau Claire, Wis. 54701. Phone 715-835-5111.

STATION'S PROGRAMMING DESCRIPTION
WBIZ: Programmed for adults & young adults. MUSIC: contemporary featuring top albums & selected top 40. Progressive rock groups featured 10 pm-3 am. AIR PERSONALITIES talk normally & briefly between selections. NEWS: national at :55; state & local at :25 6 am-7 pm; at :55 7 pm-6 am. Public affairs remote 8:30-9:30 am. FARM: 5-6 am. SPORTS: live play-by-play high school, university & pro football, basketball, baseball. Contact Representative for further details. Rec'd 11/27/74.

1. PERSONNEL
President—Howard G. Bill.
Sta. & Sales Mgr.—Lou Kassera.

2. REPRESENTATIVES
Savalli/Gates, Inc.

3. FACILITIES
1,000 w. days; 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
FM-ERP 100,000 w.; 100.7 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 733 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.
Contracts: 40a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60c, 60k, 61a, 62b.
Cancellation: 71a, 73a.
Affiliated with MBS.
Affiliated with American Contemporary Network.

TIME RATES
Eff 3/1/74—Rec'd 4/22/74.
AA—6:30-8:30 am & 3-5:30 pm.
A—6-6:30 am, 8:30 am-3 pm & 5:30-7 pm.
B—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	8.00	6.60	6.60	5.30	4.00	3.20
13 x	7.80	6.40	6.40	5.10	3.80	3.10
52 x	7.60	6.20	6.20	4.80	3.60	3.00
260 x	6.80	5.50	5.50	4.40	3.40	2.80
312 x	6.60	5.20	5.20	4.10	3.20	2.60
500 x	5.40	5.00	5.00	3.80	3.00	2.40

7. PACKAGE PLANS
SATURATION PLANS—ROS

	AA & A				A & B			
	10 tl	20 tl	30 tl	60 tl	10 tl	20 tl	30 tl	60 tl
1 min	5.50	5.20	5.00	4.10	4.40	4.10	3.80	3.20
30 sec	4.80	4.00	4.30	3.40	3.80	3.50	3.20	2.80

Maximum 10 days.

8. PROGRAM TIME RATES

A:	1 hr	1/2 hr	25 min	1/4 hr	10 min	5 min
1 x	80	44	36	24	20	15
13 x	70	40	34	22	18	13
52 x	66	36	32	20	16	11
260 x	60	30	28	18	14	9

B: 60% of A.

WEAQ
1937
EAU CLAIRE

Alan Torbet Associates, Inc.

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 251 1520 1.00
Broadcaster Services, Inc., Box 1, Radio Park, Tower Dr. Eau Claire, Wis. 54701. Phone 715-832-3463.

1. PERSONNEL
President—Charles R. Dickoff.
Operations Manager—Steven J. Dickoff.
Sales Manager—Don Smith.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Minneapolis-St. Paul—Paul J. Ewing.

3. FACILITIES
5,000 w.; 790 kc. Directional—night only.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time and talent.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 21a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.
Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 47b, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60f, 60l.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIAL (FM).
Affiliated with NBC.
Affiliated with ATA Radio Network.
Member: Wisconsin Network, Inc.

TIME RATES
Eff 6/1/75—Rec'd 5/13/75.
AAA—Mon thru Fri 6-10 am & 2-6 pm.
AA—Mon thru Fri 10 am-2 pm; Sat all day.
A—Mon thru Fri 6 pm-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS

I MIN:	1x	52x	104x	260x	312x
AAA	14.25	13.30	12.80	12.00	10:90
AA	12.85	12.35	11.80	11.00	9.95
A	8.60	8.05	7.50	6.70	5.70

30 sec: 80% of 1 min.

7. PACKAGE PLANS
SATURATION PACKAGES—ROS, BTA

PER WK, 1 MIN:	AAA	AA	A
12 tl	12.00	10.26	7.26
18 tl	11.77	10.02	7.02
30 tl	11.53	9.79	6.79

30 sec: 80% of 1-min.
Must be used within 7 days. Not combinable.
Edited by Don Smith.

WEAU (FM)
EAU CLAIRE
See WAXX, WEAU (FM) listing.

WIAL (FM)
1946
EAU CLAIRE

Alan Torbet Associates, Inc.

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 251 1625 2.00
WIAL Stereo Radio, Inc., Box 660, Eau Claire, Wis. 54701. Phone 715-834-5385.
See affiliated AM station for additional information.
AM facilities: WEAQ.

1. PERSONNEL
Station Manager—Robert Onarheim.

3. FACILITIES
ERP 100,000 w. (horiz.), 31,000 w. (vert.); 94.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 425 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
Eff 6/1/75—Rec'd 5/13/75.

7. PACKAGE PLANS
SATURATION PLANS—ROS, BTA

PER WK, 1 MIN:	1 tl	13 wk	26 wk	52 wk
12 tl	5.92	5.61	5.45	5.30
18 tl	5.54	5.25	5.10	5.00
30 tl	5.15	4.90	4.75	4.65

30 sec: 70% of 1-min.
Edited by Don Smith.

WOKL
1948
EAU CLAIRE

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 1850 2.00
OK Radio, Inc., 1819 Mitchell St., Eau Claire, Wis. 54701. Phone 715-832-1629.

STATION'S PROGRAMMING DESCRIPTION
WOKL: Programmed for adults 18 and over. MUSIC: All time hits of the 50's thru today. Tele/talk show 10:35-11:30 am. NEWS: network at :30. Local in-depth at 7, 8 am & 12:25 & 5:30 pm. Newsmen gather, write & air local news along with beeper phone actualities & on-the-spot remote units. Contact Representative for further details. Rec'd 1/8/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Nelson.
Sales Manager—Russ Brennan.
Program Director—Del Franklin.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
Minneapolis—Hyett/Ramsland, Inc.

3. FACILITIES
1,000 w. days; 1050 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 5a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 44a, 45, 46, 47a, 48.
Comb.; Cont. Discounts: 60b, 60e, 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
No. 5 Eff 12/1/72—Rec'd 1/8/73.
A—7-9 am, 10:30-11:30 am Dial Del, noon-1 pm & 4-5:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	520x	1000+
CLASS A								
1 min	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.25
30 sec	4.50	4.25	4.00	3.85	3.70	3.60	3.50	3.25
CLASS B								
1 min	5.40	5.25	5.00	4.75	4.50	4.25	4.00	3.50
30 sec	4.25	4.00	3.85	3.65	3.50	3.35	3.20	2.90

7. PACKAGE PLANS
WEEKLY ROS SATURATION

EA:	10 tl	15 tl	20 tl	30 tl	40 tl	50+
1 min	5.40	5.25	5.00	4.75	4.50	4.25
30 sec	4.25	4.10	3.95	3.75	3.50	3.25

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
1 hr	45.00	42.50	40.00	37.00	33.50	30.00
1/2 hr	28.00	25.00	22.50	21.00	19.00	16.50
1/4 hr	16.50	15.00	14.25	13.00	11.50	10.00
10 min	11.75	11.00	10.25	9.50	9.00	8.50
5 min	8.75	8.25	7.50	7.00	6.50	6.00

FOND DU LAC (1 AM; 1 FM)

Fond du Lac County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

KFIZ
1922

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 251 1900 5.00
KFIZ Broadcasting Co., Box 1167, Fond du Lac, Wis. 54935. Phone 414-921-3770.
Studio—307 N. Main St., Fond du Lac, Wis.

1. PERSONNEL
President—Donald G. Jones.
General Manager—Wilbur R. Dareb.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w days, 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15b.
Basic Rates: 20b 21a, 21b, 21d, 22a, 23b, 24b, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40b, 40c, 42a, 42c, 43, 44a, 44b, 45, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60c, 61b, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Contemporary Network.
Member: Wisconsin Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 10/1/74—Rec'd 2/7/75.
AA—6-9 am, 11 am-1 pm & 4-6 pm.
A—5-6 am, 9-11 am, 1-4 pm & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	30 sec	20 sec	1 min	30 sec	20 sec
1 x	8.25	7.25	6.25	7.25	6.25	5.25
52 x	7.25	6.25	5.25	6.25	5.25	4.25
156 x	6.75	5.75	4.75	5.75	4.75	3.75
312 x	6.00	5.00	4.50	5.00	4.00	3.50
624 x	5.50	4.25	4.00	4.50	3.50	3.00

10 sec: AA, 4.00; A, 3.50.

7. PACKAGE PLANS
RETAIL PROMOTION PLAN—BTA

WITHIN 10 DAYS:	1 min	30 sec	20 sec
15 tl	93.75	78.75	63.75
40 tl	230.00	190.00	150.00
1450 PLAN			
Ea	4.00	3.25	2.75
2500 PLAN			
Ea	3.75	3.00	2.50

8. PROGRAM TIME RATES
1 hr—$0.00.

10. SPECIAL FEATURES

	1x	52x	156x	260x	312x	624x
CLASS AA—LOCAL NEWS						
5 min	13.00	12.00	11.00	10.00	9.00	8.00
30 sec	8.25	7.25	6.75	6.50	6.00	5.25
CLASS A—LOCAL NEWS						
	1x	52x	156x	260x	312x	624x
5 min	11.00	10.00	9.00	8.00	7.00	6.00
3 min	9.50	8.50	8.00	7.00	6.50	5.50
WEATHER WATCH						
PER DAY, 13 WK MINIMUM:	1 tl	2 tl	3 tl			
Ea	5.50	5.25	5.00			

WFON
1967

NAB R A B

Subscriber to the NAB Radio Code
Media Code 4 251 1945 0.00
Costas Enterprises, Inc., Box 1195, Radio Corner, Fond du Lac, Wis. 54935. Phone 414-921-1071.

STATION'S PROGRAMMING DESCRIPTION
WFON: Programmed for general interest. MUSIC: general popular. Emphasis on MOR current hits & standards. Participates in community interest programming. Local news department with beeper phone actualities & on-the-spot coverage from mobile unit. Tele/talk shows: women's discussion 9:35 am, general discussion 11 am. Sports at 5 pm. Professional meteorologist broadcasts 7 weather shows daily. NEWS: local at :60; network at :30. Rec'd 8/1/73.

1. PERSONNEL
President—L. A. Beckman.
General Manager—Ron Harvey.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 450 ft. above average terrain.

4. AGENCY COMMISSION
15%. Payable monthly.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3d, 4a, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 33a.
Contracts: 40c, 42d, 44a, 44b, 47c, 48, 49, 50, 51a.
Comb.; Cont. Discounts: 60a, 60c, 60g, 60l, 61c, 62b, 62d.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with MBS.

TIME RATES
Eff.————Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

	52x	104x	156x	260x	312x	365x	500x
1 min	6.73	6.02	5.31	4.60	4.25	3.90	3.54
30 sec	6.02	5.31	4.60	4.25	3.90	3.54	3.19
10 sec	2.90	2.77	2.62	2.48	2.40	2.35	2.27
5 sec	1.77	1.59	1.48	1.36	1.30	1.25	1.18

7. PACKAGE PLANS

PER MO:	10 tl	25 tl	50 tl	75 tl	90 tl
1 min	6.02	4.95	4.60	4.25	3.90
30 sec	4.96	4.60	4.25	3.90	3.54
10 sec	2.78	2.65	2.54	2.42	2.30
5 sec	1.59	1.48	1.36	1.30	1.25

FORT ATKINSON (1 AM; 1 FM)

Jefferson County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WFAW
1963

R A B

Subscriber to the NAB Radio Code
Media Code 4 251 1995 5.00
Blackhawk Broadcasting Co., Box 94, Ft. Atkinson, Wis. 53538. Phone 414-563-6351.

STATION'S PROGRAMMING DESCRIPTION
WFAW: Contemporary.

1. PERSONNEL
Station Manager—Vern Falk.

3. FACILITIES
500 w. days; 940 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15%; monthly

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA recognized contract.

TIME RATES
No. 15 Eff 4/1/75—Rec'd 4/1/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	156x	250x	500x	1000x
30 sec	4.70	4.17	3.88	3.59	3.29
1 min	5.88	5.47	5.17	4.94	———

9-10 am: Extra 1.00.

WFAW-FM
1959

R A B

Media Code 4 251 1996 3.00
Blackhawk Broadcasting Co., Box 94, Ft. Atkinson, Wis. 53538. Phone 414-563-6351.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WFAW-FM: Adult Music. NEWS: every 2 hours.

(This listing continued on next page)

Fort Atkinson—W F A W-FM—Continued

3. FACILITIES
Eff' 50,000 w.; 107.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 210 ft above average terrain.

TIME RATES
No. 11 Eff 4/1/75—Rec'd 4/1/75.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	150x	250x	500x	1000x
1 min	5.88	5.47	5.17	4.94	——
30 sec	4.70	4.17	3.88	3.59	3.29

GREEN BAY (3 AM; 2 FM)

Brown County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	19	19	19	17
B	18	12	14	12
C	14	10	12	10
D	8	8	9	9
AVEBAGE	15	12	14	12

WDUZ
1947

HR STONE radio

NAB

A Laird Group Station
Media Code 4 251 2185 2.00
Green Bay Broadcasting Co., Box 36, 225 N. Adams St., Green Bay, Wis. 54305. Phone 414-435-5331.

STATION'S PROGRAMMING DESCRIPTION
WDUZ: MUSIC: Adult contemporary. NEWS: network. Local news & sports. Contact Representative for further details. Rec'd 11/4/74.

1. PERSONNEL
President—Ren A. Laird.
Vice-Pres. & Gen'l Mgr.—Kenneth E. Peterson.

We've changed our name... WBAY is now WGEE

But we're still the "biggest buy for your advertising buck" in Green Bay and 9 surrounding counties.
Check the April/May 1975 ARB for facts and figures — things are really "strummin'" in BIG G COUNTRY . . . WGEE.
For "total audience" domination, buy WGEE combined with WIXX, formerly WBAY-FM.

Represented by BLAIR RADIO

Robert A. Vandersteen, General Sales Manager

2. REPRESENTATIVES
Hit/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time only; monthly.

5. GENERAL RATE POLICY
Affiliated with American Contemporary Network.
Member: Laird Group.

TIME RATES
No. 15 Eff 5/1/72—Rec'd 5/5/72.
AAA—Mon thru Sat 6 am-7 pm BTA.
AA—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	22	19	17	15
PER YR:			500x	1000x
1 min			17	15

CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	19	17	15	13
PER YR:			500x	1000x
1 min			15	13

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

AM/FM COMBINATION

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min, 1/2AAA, 1/2AA	24	23	22	20

30 sec: 80% of 1-min 10 sec: 50% of 1-min.

WDUZ-FM
1967

NAB

Media Code 4 251 2186 0.00
Green Bay Broadcasting Co., Box 36, 225 N. Adams St., Green Bay, Wis. 54305. Phone 414-435-5331.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDUZ-FM: Programmed for men & women 25+. MUSIC: uninterrupted clusters of instrumental standards & popular music. NEWS: network & local. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for details. Rec'd 11/11/74.

1. PERSONNEL
Program Director—Thomas L. Hoppe.

3. FACILITIES
ERP 3,000 w.; 98.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 300 ft. above average terrain.

5. GENERAL RATE POLICY
Member: Laird Group.
Sold in combination with AM. See that listing for rates.

TIME RATES
Eff ——— Rec'd 11/4/70.

6. SPOT ANNOUNCEMENTS
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	10	9	8	7
AA	9	8	7	6

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WGEE
(formerly WBAY)
1922

CBS Radio Network

BLAIR RADIO

Modern Country

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 2233 0.00
Midwest Communications, Inc., 115 S. Jefferson St., Green Bay, Wis. 54301. Phone 414-435-3771. TWX 910-263-1260.

STATION'S PROGRAMMING DESCRIPTION
WGEE: Programmed for general interest.
MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: network at :60, local news at :30; major local newscasts at 7:30 am, 12:30, 5:30 & 10:30 pm. SPORTS: 5 sportscasts daily; play-by-play professional & university football & basketball. FARM: farm director; 2 farm news, 3 market reports daily. Women's programming: discussion phone-in show 8:15-10 am M-F. Contact Representative for further details. Rec'd 8/5/75.

1. PERSONNEL
General Manager—D. E. Wright, Jr.
Station Manager—John Zucker.
General Sales Manager—Robert A. Vandersteen.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w.; 1360 kc. Directional—night only.
Operating schedule: 5-2 am. CST.
Partial simulcast operation. Simulcast 5-6 am Mon thru Sat; 6-9 am Sun. For non-simulcast facilities see WIXX.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 12c, 13c, 14c, 15a, 15c, 16.
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 26, 28b, 29a, 29b, 30, 31, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60a, 60e, 60f, 60b, 60i, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WIXX.
Affiliated with Blair Represented Network.
Affiliated with CBS.
Member: Wisconsin Network, Inc.

TIME RATES
No. 14 Eff 3/1/71—Rec'd 2/5/71.

6. SPOT ANNOUNCEMENTS
AAA—Mon thru Sat 6-10 am.
AA—All other times.

CLASS AAA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00	16.00
30 sec	17.00	15.00	14.50	13.50	13.00
10 sec	12.50	11.50	11.00	10.00	9.50

CLASS AA

1 min	14.00	13.00	12.00	11.00	10.00
30 sec	11.00	10.50	9.50	9.00	8.00
10 sec	8.50	8.00	7.00	6.50	6.00

Minutes, station breaks, ID's and programs may be combined for maximum frequency.

DISCOUNT
52 wk—10%.

7. PACKAGE PLANS

PER WK, 1 MIN:	Plan I	Plan II	Plan III
6-10 am	6	5	3
10 am-3 pm	12	9	5
5-6 am & 3-7 pm	8	5	5
After 7 pm and/or wknd	10	5	5
	36	24	18
Es	7.25	8.75	10.00

30 sec: 80% of 1-min. ID's: 60% of 1-min.

8. PROGRAM TIME RATES
AAA—Mon thru Sat 6-10 am.
AA—All other times.

CLASS AAA

	1x	26x	52x	104x	156x	260x
1 hr	120	114	108	98	90	82
1/2 hr	65	58	54	50	46	40
1/4 hr	34	30	28	26	24	22
5 min	20	19	18	17	16	15

CLASS AA

1 hr	80	76	72	68	64	60
1/2 hr	46	44	42	40	38	36
1/4 hr	30	28	26	24	22	20
5 min	18	17	16	15	14	13

Submitted by John Zucker.

WIXX
(formerly WBAY-FM)
1960

Semi - Progressive

NAB

Subscriber to the NAB Radio Code
Midwest Communications, Inc., 115 S. Jefferson St., Green Bay, Wis. 54301. Phone 414-435-3771. TWX 910-263-1260.
See affiliated AM station for additional information.
AM facilities: WGEE.

STATION'S PROGRAMMING DESCRIPTION
WIXX: Target audience 18-35.
MUSIC: progressive rock, emphasis on album cuts. Music runs in uninterrupted 10-min segments. NEWS: headlines & weather at :60. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 8/5/75.

1. PERSONNEL
Station Manager—Dennis Mentzos.

3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 1,828 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-midnight Mon thru Sat; 9 am-midnight Sun. For simulcast facilities see WGEE.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Blair Represented Network.
Member: Wisconsin Network, Inc.

TIME RATES
Eff 3/1/75—Rec'd 3/6/75.

6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.00	8.00	7.00	6.00
20/30 sec	8.00	7.20	6.40	5.60	4.80

7. PACKAGE PLANS

BOS PACKAGES

1 MIN:	Plan I	Plan II
	25 ti	15 ti
Es	5.00	6.00

30 sec or less: 80% of 1-min.
10 sec or less: 50% of 1-min.
All spots combinable.
Submitted by John Zucker.

WNFL
1947

AVERY-KNODEL, INC.

NAB R A B

Communications Properties, Inc.
Subscriber to the NAB Radio Code
Media Code 4 251 2280 1.00
Communications Properties, Inc., Box 520, Bellevue Rd., Green Bay, Wis. 54305. Phone 414-468-5445.

STATION'S PROGRAMMING DESCRIPTION
WNFL: Programmed for adults, 18-49.
MUSIC: Adult contemporary daytime & all night. Contemporary with top hits 7-midnight. NEWS: 3 major news segments 7-7:40 am, 12-12:40 pm & 5-5:30 pm. Professional meterologist 6x daily. National news at :60, local at :30. Audience participation talk shows at 9-10 am & 2-3 pm. Listener comment question daily, response in major news segments. Contact Representative for further details. 4/29/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—James L. Zimmermann.
Program Director—Jon Stubb.

2. REPRESENTATIVES
Avery-Knodel, Inc.
Minneapolis—Paul J. Ewing.
Canada—Stephens & Towndrow Co. Limited.

3. FACILITIES
5,000 w. days, 500 w. nights; 1440 kc. Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0. Payable 15th of month following.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.
Rate Protection: 12b.
Basic Rates: 22a, 22b, 23a, 24b, 28b, 29a.
Contracts: 45, 46, 48.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with NBC.

TIME RATES
Eff 9/1/71—Rev 3/73—Rec'd 3/22/73.
AA—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	17.00	15.00	14.00	13.00	12.00	11.00
30 sec	13.00	12.00	11.00	10.00	9.00	8.00

CLASS A

1 min	13.00	11.00	10.00	9.00	8.00	7.00
30 sec	10.00	9.00	8.00	7.00	6.00	5.00

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—20%

7. PACKAGE PLANS
IMPACT—BTA—PREEMPTIBLE

PER YR:	100x	250x	500x
1 min	15.00	13.00	11.00
30 sec	12.00	10.00	9.00

ROS

1 min	13.00	11.00	9.00
30 sec	10.00	9.00	7.00

HARTFORD (1 AM; 1 FM)

Washington County—Map Location G-8
See SRDS consumer market map and data at beginning of the State

WTKM
1954

Media Code 4 251 2375 0.00
Iroquois County Broadcasting Co., 27 N. Main St., Hartford, Wis. 53027. Phone 414-673-2550.

1. PERSONNEL
General Manager—Jerry Gresenz.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
500 w. days; 1540 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast local sunrise-9 am & 1 pm-local sunset. For non-simulcast facilities, see WTKM-FM.

(This listing continued on next page)

WDUZ

24 hour Championship Performance

1 DOMINANCE

WDUZ-AM	35%
"B"	21%
"N"	12%

HR radio

WDUZ IS GREEN BAY

Pulse/June- July/74 Share/6A-Mid/M-F/ Cent. Zone

BEN A. LAIRD, PRESIDENT
GREEN BAY, WISCONSIN

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff———Rec'd 12/31/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	365x
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	4.50	4.25	4.00	3.75	3.50	3.25

20 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec	20 sec
10 ti	5.50	4.00	3.00
15 ti	5.00	3.75	2.75
25 ti	4.50	3.50	2.50

WTKM-FM
1973

NAFMB

Media Code 4 251 2422 9.00
Iroquois County Broadcasting Co., Box 216, Hartford, Wis. 53027. Phone 414-673-3550.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WTKM-FM: MUSIC: General popular, MOR, swing, polkas.

3. FACILITIES
Eff' 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6 am-sunrise, 9 am-1 pm & local sunset-midnight. For simulcast facilities see WTKM.

TIME RATES
Eff 1/1/74—Rec'd 3/19/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	365x
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	3.00	2.75	2.50	2.25	2.00	1.75

20 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	25 ti
1 min	4.50	4.00	3.50
30 sec	2.75	2.50	2.00
20 sec	2.25	2.00	1.75

HAYWARD (1 AM; 1 FM)

Sawyer County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WHSM
1957

NAB

Media Code 4 251 2470 8.00
WHSM, Inc., Rt. 3, Hayward, Wis. 54843. Phone 715-634-4836.

1. PERSONNEL
General Manager—Lynn W. Herrin.

2. REPRESENTATIVES
Hal Walton Co.

3. FACILITIES
5,000 w. days; 910 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 11/15/73—Rec'd 12/3/73.
AAA—6:30-8:30 am, noon-1 pm & 4-6 pm.
AA—All other times.

	AAA				AA			
	1x	39x	79x	157+	1x	39x	79x	157+
1 min	5.60	4.95	4.50	4.20	4.50	4.20	3.90	3.60
30 sec	3.30	3.30	3.00	2.80	3.00	2.80	2.60	2.40

10 sec: ea. 1.50 (minimum of 10 or 5 per day).

7. PACKAGE PLANS

ROS:	1 min	30 sec
7 days, 20 ti, ea	3.45	2.30
30 days, 50 ti, ea	3.00	2.00
30 days, 90 ti, ea	2.70	1.80

10 sec: ea. 1.50 (minimum of 10 or 5 per day).

WRLS (FM)
1968
Subscriber to the NAB Radio Code

Media Code 4 251 2517 6.00
Pine Aire Broadcasting, Box 2000, RFD 6, Hayward, Wis. 54843. Phone 715-634-4871.

1. PERSONNEL
Station Manager—Dick Bender.

3. FACILITIES
ERP 3,000 w.; 92.1 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station. Payable 15th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.
Affiliated with American Information Network.

TIME RATES
Eff 9/21/73—Rec'd 2/13/74.

6. SPOT ANNOUNCEMENTS
1 min ea 3.50 30 sec ea 2.00

7. PACKAGE PLANS

WITHIN 10 DAYS:	10 ti	20 ti	50 ti
1 min	27.50	53.00	125.00
30 sec	17.50	34.00	75.00

10. SPECIAL FEATURES
NEWS
1 min ea 4.50 30 sec ea 2.50
LOCAL NEWS SPONSORSHIP
1 min ea 5.00. Incl open and close.
10/15—sec, Teasers, ea 1.25.

JACKSON

Washington County—Map Location G-8
See SRDS consumer market map and data at beginning of the State

WYLO
1964
A Universal Owned Station

Media Code 4 251 2565 5.00
Universal Broadcasting of Milwaukee, Inc., Highland Rd., Jackson, Wis. 53037. Phones 414-353-5300, 677-3333.

1. PERSONNEL
President—Lawrence Brandon.
Vice-President—Howard Warshaw.
General Manager—Sol Radoff.

3. FACILITIES
250 w. days: 540 kc. Directional.
Operating schedule: Sunrise—local sunset. CST.

4. AGENCY COMMISSION
15% on time: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 33a.
Contracts: 40a, 42b, 42d, 46, 47a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 8[illegible]

TIME RATES
Eff 8/1/70—Rec'd 12/4/70.

6. SPOT ANNOUNCEMENTS

	1 min		1 min
1 x	11.50	260 x	9.00
26 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10.00	624 x	7.50
156 x	9.50	1248 x	7.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	95	135	170	200

8. PROGRAM TIME RATES

	1x	52x	104x	260x	312x
1 hr	105.00	97.00	90.00	82.00	75.00
1/2 hr	75.00	67.50	60.00	55.00	50.00
1/4 hr	40.00	35.00	30.00	27.50	25.00
5 min	15.00	14.00	13.00	12.00	10.00

10. SPECIAL FEATURES
NEWS HEADLINES—SPORTS SCOBE BOARDS
Applicable 1-minute rate plus 2.00.
(D)

JANESVILLE (1 AM; 1 FM)

Rock County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WCLO
1930

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 2660 4.00
Southern Wisconsin Radio, Inc., 1 S. Parker Dr., Janesville, Wis. 53546. Phone 608-752-7895.

STATION'S PROGRAMMING DESCRIPTION
WCLO: Programmed for adults.
MUSIC: MOR Contemporary with Country from 7 pm-12M & Oldies weekends. Personalities. Talk shows with phone. SPORTS: play-by-play Pro Baseball, Football & Basketball. High school & College Football, Basketball & Baseball. Six sportscasts daily. NEWS: 5-min at :60 & headlines at :30. 3 30-min news blocks weekdays. 3 man news staff with state & local correspondents, UPI, emphasis on local & regional news, taped actualities, commentaries. Rec'd 1/31/73.

1. PERSONNEL
President—Marshall W. Johnston.
Vice-Pres. & Gen'l Mgr.—Robert S. Dailey.
Sales Manager—Bill Bessire.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a.
Contracts: 40a, 45, 46, 47a.
Comb.: Cont. Discounts: 60b, 61a, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80.
FM facilities: WJVL (FM).
Member: Wisconsin Network, Inc., Farm Radio Network.

TIME RATES
Eff 7/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x	780x
1 min	11.75	11.55	11.25	10.65	9.65	9.10	8.40	7.75
30 sec	9.95	9.20	8.65	8.00	7.30	6.85	6.30	5.35

6-9 am & 3:15-6 pm, per spot, extra 1.00.

Appleton-Oshkosh
is Wisconsin's SECOND* Radio Market

NAT'L. RANK	WISCONSIN MARKET	POP. 12+ TSA
30	Milwaukee	1,767,500
92	Appleton-Oshkosh	506,500
102	Madison	468,300
106	Green Bay	432,200
126	Duluth-Superior	369,600

Wow! Is #1 in 18-49 TSA Women and Adults 6am-12m & 18-49 TSA Men 6-10am, mph & sunset**
*SALES MANAGEMENT "SURVEY OF BUYING POWER"
**ARB APPLETON-OSHKOSH-APRIL-MAY 75-PUBLISHED LIMITATIONS

WJVL (FM)
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 2670 3.00
Gazette Printing Co., 1 S. Parker Dr., Janesville, Wis. 53546. Phone 608-752-7895.
See affiliated AM station for additional information.
AM facilities: WCLO.

STATION'S PROGRAMMING DESCRIPTION
WJVL (FM): Programmed for Adults.
MUSIC: MOR featuring a 3 to 1 ratio of instrumentals to vocals. Commercial insertion on quarter hours. Special feature 5-8 pm & 10 pm-12M highlighting some more familiar light classics mixed with instrumentals. NEWS: 5 min at :60 with 10-min reports at 6, 8 am, 12N & 10 pm. 3 man news staff with state & local correspondents, UPI, emphasis on local & regional news, taped actualities & commentaries. Rec'd 1/31/73.

3. FACILITIES
Eff' 20,000 w. (horiz.), 18,000 w. (vert.); 99.9 mc.
Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 360 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Rates effective ———.
Rates received May 28, 1965.

6. SPOT ANNOUNCEMENTS

1 ti	3.50	104 ti	3.10
52 ti	3.25	260 ti	2.60

7. PACKAGE PLANS
Rotating Sponsorship Plan includes 3 announcements on 1 day of the week, with announcements to be rotated to a different day each week. Limited to 13 week minimum participations.
Net per wk 7.50

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	32.25	17.25	8.75	5.75
52 ti	30.00	15.50	8.00	5.50
104 ti	28.75	14.50	7.00	5.25
260 ti	27.50	13.75	6.50	5.00

KAUKAUNA

Outagamie County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

See Appleton
(including Kaukauna, Neenah-Menasha)

KENOSHA (1 AM; 1 FM)

Plus 1 paid duplicate listing.
Kenosha County—Map Location G-10
See SRDS consumer market map and data at begin

WLIP
1947

Media Code 4 251 2945 9.00
Kenosha Broadcasting, Inc., Kenosha National Bank Bldg., Kenosha, Wis. 53141. Phone 414-657-6162.

1. PERSONNEL
Pres. and Gen'l Mgr.—William L. Lipman.
Vice-Pres. & Sta. Mgr.—Hugh L. Gately.

2. REPRESENTATIVES
The Devney Organization, Inc.

3. FACILITIES
250 w. days; 1050 kc. Non-directional.
Operating schedule: Daytime. CST.

4. AGENCY COMMISSION
15/0; 20th of following.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a 3c, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10c, 15a, 15b.
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24b, 26, 28a, 29a.
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46 47e, 48, 51a, 51c.
Comb.: Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 61a, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 5 Eff 10/1/69—Rec'd 12/8/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x
1 min	7.50	7.00	6.75	6.00
30 sec	6.00	5.75	5.50	4.75
10 sec	4.75	4.50	4.25	4.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti
1 min	7.25	7.00	6.75	6.50
30 sec	5.75	5.50	5.25	5.00

8. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	260x
1/2 hr	45.00	40.75	40.00	39.00	34.00	30.00
1/4 hr	28.00	27.00	25.00	22.25	18.75	15.00
5 min	13.25	12.75	11.25	11.00	8.25	7.50

WLIP-FM
1962

Media Code 4 251 2946 7.00
Kenosha Broadcasting Inc., Kenosha National Bank Bldg., Kenosha, Wis. 53140. Phone 414-657-6162.
See affiliated AM station for additional information.

1. PERSONNEL
Owner & Gen'l Mgr.—William L. Lipman.
Sta. Mgr. & Sales—Hugh L. Gately.
Chief Engineer—George Dodge.

3. FACILITIES
ERP 4,000 w.; 95.1 mc.
Operating schedule: 6:00 am-midnight. CST.
Antenna ht.: 332 ft.

4. AGENCY COMMISSION
15/2—if paid by 20th of following month.

TIME RATES
No. 5 Eff 10/1/69—Rec'd 12/8/69.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	500x
1 min	4.25	4.00	3.75	3.50	3.25
30 sec	3.50	3.40	3.30	3.00	2.85

6. PROGRAM TIME RATES

	1x	52x	156x	260x
1/2 hr	23.25	21.00	18.50	15.00
1/4 hr	13.75	11.25	10.00	8.75
5 min	7.50	6.25	4.75	4.25

WRKR-FM
1948
RACINE

(This is a paid duplicate of the listing appearing under Racine, Wis.)

Media Code 4 251 7528 8.00
WRAC Broadcasting Co. Inc., 2200 N. Green Bay Rd., Racine, Wis. 53405. Phones: 414-632-1627 & 552-8787.

STATION'S PROGRAMMING DESCRIPTION
WRKR-FM: Programmed for young adults 18-34.
MUSIC: current hits, album selections & past hits. 9 AIR PERSONALITIES handle all segments. NEWS: local & network hourly at :55, twice hourly in am drive. FEATURES: public affairs & community service features integrated with entertainment including editorials & documentaries. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 3/17/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard Lange.
Traffic/Billing Coord.—Sally Murphy.
Production Supervisor—Ken Rhodes.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc.
Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Simulcast Mon thru Fri 6 am-local sunset; Sat & Sun until noon.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates, 20b, 24b, 24c, 25a, 26, 29a.
Contracts: 40a, 41, 45, 46.
Comb., Cont. Discounts: 60b, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/1/75—Rec'd 3/17/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	CLASS AAA				
PER WK:	6 ti	12 ti	18 ti	24 ti	30+
1 min	13.50	10.50	9.50	8.75	8.00
30 sec	10.25	9.50	8.00	7.25	7.00
	CLASS AA				
1 min	10.25	9.50	8.00	7.50	7.00
30 sec	9.00	8.50	7.00	6.25	6.00

10/15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER	Per wk					Per yr	
WK:	6 ti	12 ti	18 ti	24 ti	30+	520x	1040x
1 min	9.25	8.50	7.75	7.00	6.25	8.00	7.00
30 sec	8.75	8.00	7.25	6.50	5.75	7.00	6.00

ROS: Not over 50% AAA time when available.
Edited by Richard Lange.
(D-2)

KEWAUNEE

Kewaunee County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WAUN
1973

Media Code 4 251 3016 8.00
Harbor Cities Broadcasting, Inc., Rt. 3, Box 224A, Kewaunee, Wis. 54216. Phones Algoma-Kewaunee 414-388-4852, Green Bay 414-432-0927.

1. PERSONNEL
General Manager—Robert F. Stroebel.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Eff ——— Rec'd 7/8/75.

6. SPOT ANNOUNCEMENTS

PER YR, FIXED:	1x	26x	52x	104x	156x
1 min	6.56	6.21	5.87	5.52	5.18
30 sec	5.29	4.95	4.60	4.43	4.14
	260x	312x	500x	1000x	1500x
1 min	4.77	4.14	4.00	3.80	3.65
30 sec	3.80	3.45	3.35	3.20	3.10
10 sec	----	----	2.19	2.07	1.96

7. PACKAGE PLANS
SATURATION PLANS—WITHIN 10 DAYS

	10 ti	20 ti	30 ti	40 ti
1 min	48.30	89.80	124.20	152.00
30 sec	41.40	76.00	93.50	124.40
10 sec	31.10	55.20	72.60	82.80

10. SPECIAL FEATURES
NEWS AND SPORTSCASTS

PER WK, 13 WK:	5 min	10 min	1/4 hr
5+	6.90	11.50	14.95
3 ti	8.05	12.65	16.10
2 ti	9.20	13.80	17.25

Submitted by Robert F. Stroebel.

WISCONSIN

LA CROSSE (3 AM; 2 FM)

La Crosse County—Map Location C-7
See SRDS consumer market map and data at beginning of the State

WIZM
1922

RAB

A Midwest Family Station
Subscriber to the NAB Radio Code
Media Code 4 251 3040 8.00
Family Radio, Inc., Box 1262, Main & 7th, La Crosse, Wis. 54601. Phone 608-782-1230.
1. PERSONNEL
Pres. & Gen'l Mgr.—Dick Record.
Vice-Pres. & Sales Mgr.—Bill Mann.
Program Director—Paul Kavanaugh.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES
5,000 w.; 1410 kc. Directional—night only.
Operating schedule: 5-2 am. CST.
4. AGENCY COMMISSION
15%
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 20a, 21a, 21c, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42b, 45, 46, 47a, 50.
Comb.: Cont Discounts: 60b, 60d, 60e, 60i, 61a, 62a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.
Member: Wisconsin Network, Inc.

TIME RATES
No. 6 Eff 10/1/74—Rec'd 9/26/74.
7. PACKAGE PLANS
BULK PACKAGE

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
6 ti	6.90	6.30	5.75	5.50	5.20
12 ti	6.30	5.75	5.50	5.20	4.90
18 ti	5.75	5.50	5.20	4.90	4.60
30 ti	5.50	5.20	4.90	4.60	4.30
42 ti	5.20	4.90	4.60	4.30	4.00
60 ti	4.90	4.60	4.30	4.00	3.75
SEVEN DAY PACKAGE					
7 ti	6.10	5.40	4.95	4.75	4.50
14 ti	5.40	4.95	4.75	4.50	4.25
21 ti	4.95	4.75	4.50	4.25	4.05
35 ti	4.75	4.50	4.25	4.05	3.80
49 ti	4.50	4.25	4.05	3.80	3.60
70 ti	4.25	4.05	3.80	3.60	3.35

30 sec: 80% of 1-min, 3.25 minimum.
Premium Times—Mon thru Fri 6-9 am & 3-6:30 pm; Sat 8 am-1 pm; Sun 9 am-1 pm, extra .75.
Fixed position, extra 1.45.
10. SPECIAL FEATURES

	1 min	30 sec
Newscast	6.30	5.05
Prime Time	6.80	5.55

WKTY
1947

NAB FB

Media Code 4 251 3135 6.00
Lee & Associates, Inc., Box 1148, Stoddard, Hotel, La Crosse, Wis. 54602. Phone 608-782-6430.
1. PERSONNEL
Exec. Vice-Pres & Gen'l Mgr.—Robert H. Topinka.
Vice Pres. & Sales Mgr.—Phil Dyer
Vice-Pres. & Farm Dir.—Earl Hunter.
2. REPRESENTATIVES
Avery-Knodel, Inc.
Minneapolis, St. Paul—Paul J. Ewing.
3. FACILITIES
5,000 w. days, 1,000 w. nights; 580 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15%.
6. GENERAL ADVERTISING See coded regulations
General: 1a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 22a
Contracts: 40a, 44b
Comb.: Cont. Discounts: 60a.
Cancellation: 70a, 70d, 71a.
Prod. Services: 82
FM facilities: WSPL (FM).
Affiliated with American Entertainment Network.

TIME RATES
Eff 10/1/74—Rec'd 10/4/74.
7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	14	13	12	11
30 sec	11	10	9	8

PER YR:	364x	520x	1040x
1 min	11	10	9
30 sec	8	7	6

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	84.00	79.00	77.00	75.00	73.00	71.00	69.00	67.00
1/2 hr	53.00	51.00	49.00	47.00	45.00	43.00	41.00	39.00
1/4 hr	30.00	29.00	28.00	27.00	26.00	25.00	24.00	23.00
5 min	18.00	17.50	17.00	16.50	16.00	15.50	15.00	14.50

Submitted by Robert Topinka.

WLCX
1947

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 3230 5.00
La Crosse Radio Inc., Box 821, 201 S. 7th St., La Crosse, Wis. 54601. Phone 608-784-4521.

STATION'S PROGRAMMING DESCRIPTION
WLCX: Programmed for 18-34 audience.
MUSIC: contemporary, top 40. NEWS: 50% local, news director, 2 reporters, 4 mobile units, AP, UPI news wire & audio. Contact Representative for further details. Rec'd 7/2/74.
1. PERSONNEL
Pres. & Mgr.—Joe Rohrer.
Treasurer—Jean Gitz.
Sales Manager—Bob Russell.
2. REPRESENTATIVES
PRO/Meeker Radio.
Western States—Bill Dahlsten & Associates.
3. FACILITIES
1,000 w. days, 250 w. nights, 1490 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only: 10th of following month.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10b, 12b, 13b, 14b.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28a, 28c, 29a.
Contracts: 40a, 41, 42a, 42c 44a, 45, 46, 47a, 48, 49, 50.
Comb.: Cont. Discounts: 60h, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Rep Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 6/1/74—Rec'd 7/2/74.
6. SPOT ANNOUNCEMENTS

	Specified			BTA		
PER YR:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	6.40	5.15	4.10	5.15	4.10	2.55
52 x	6.10	4.85	3.85	4.85	3.85	2.45
156 x	5.75	4.60	3.65	4.60	3.65	2.30
260 x	5.40	4.30	3.45	4.30	3.45	2.20
520 x	5.10	4.05	3.20	4.05	3.20	2.05
1000 x	4.75	3.75	3.00	3.75	3.00	1.90

7. PACKAGE PLANS

	RTA					
PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti	70 ti
1 min	4.85	4.60	4.30	4.05	3.75	3.50
30 sec	3.85	3.65	3.45	3.20	3.00	2.80
10 sec	2.45	2.30	2.20	2.05	1.90	1.75

1-DAY SATURATION

	1 min	30 sec	10 sec
20 ti	75.00	60.00	38.00

SALES BOOSTER
33 30-sec spots/3 days 99.00
EARLY MORNING
Midnight-6 am: 4 spot's for 1.
8. PROGRAM TIME RATES
6 AM-7 PM

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr	60.00	57.00	54.00	51.00	48.00	45.00	42.00	38.00
1/2 hr	36.00	34.00	32.50	30.50	29.00	27.00	25.00	23.00
1/4 hr	24.00	22.80	21.60	20.40	19.20	18.00	16.80	15.60
10 min	19.00	17.10	16.20	15.30	14.40	13.50	12.60	11.50
5 min	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80
(*)	8.80	8.20	7.80	7.20	6.80	6.40	6.00	5.60

(*) 1/4 hr 7 pm-6 am.

WSPL (FM)
1972

NAB

Media Code 4 251 3245 3.00
Lee & Associates, Box 1148, La Crosse, Wis. 54601. Phone 608-782-6430.
See affiliated AM station for additional information. AM facilities WKTY.

STATION'S PROGRAMMING DESCRIPTION
WSPL (FM): Programmed for people 16-34.
MUSIC: progressive rock featuring combinations of rock, jazz, blues & folk. AIR PERSONALITIES. NEWS: 3 min national & local at :60. Earth news. News blimps. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 4/28/75.
1. PERSONNEL
General Manager—Robert H. Topinka.
Sales & Prog. Mgr.—Ralph Heath.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
ERP 235 w. (horiz.), 235 w. (vert.): 95.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 900 ft. above average terrain.

TIME RATES
Eff 4/74—Rec'd 5/28/74.
6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	7.25	7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec	5.50	5.30	5.10	4.90	4.70	4.50	4.30	4.10

7. PACKAGE PLANS

PER WK. ROS:	12 ti	18 ti	24 ti	30 ti
1 min	5.00	4.75	4.50	4.25
30 sec	3.80	3.60	3.40	3.20

Submitted by Ralph Heath.

WWLA (FM)
1966

Represented by
PRO / Meeker Radio

Media Code 4 251 3260 2.00
William E. & Louise A. Bruring, Route 1, Grandad Bluff, La Crosse, Wis. 54601. Phone 608-784-7373.

STATION'S PROGRAMMING DESCRIPTION
WWLA (FM): Programmed for adults & young adults 16-40.
MUSIC: contemporary. NEWS: network news, AP, weathercasts, farm market reports and summaries, bulletin board programs, local meetings, activities and events, sports from AP wire, stock market reports. Frequent interviews with local, state and national political figures and businessmen. Rec'd 3/18/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—William E. Bruring.
Marketing Director—Allen W. Smith.
Program Director—Gary S. DeMaroney.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 557 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only: net 30 days.
5. GENERAL ADVERTISING See coded regulations
General: 1b 2a, 3a, 4a, 4c, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 42a, 43, 44a, 45, 47a, 48, 51b.
Comb.: Cont. Discounts: 60f, 61b, 62a.
Cancellation: 70b, 70d, 71a, 72, 73b.
Prod. Services: 80, 81, 82.
Affiliated with American Information Network.

TIME RATES
Eff———Rec'd 3/18/75.
6. SPOT ANNOUNCEMENTS

PER	1 min				30 sec			
WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
5 ti	15.00	14.50	14.00	13.50	12.00	11.00	10.00	9.00
10 ti	14.50	14.00	13.50	13.00	11.00	10.00	9.00	8.00
15 ti	14.00	13.50	13.00	12.50	10.00	9.00	8.00	7.00
20 ti	13.50	13.00	12.50	12.00	9.00	8.00	7.00	6.00
25 ti	13.00	12.50	12.00	11.50	8.00	7.00	6.00	5.00

6. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x
1 hr	100.00	90.00	80.00	70.00	60.00	50.00
1/2 hr	60.00	55.00	50.00	45.00	40.00	35.00
1/4 hr	35.00	32.50	30.00	27.50	25.00	22.50
10 min	27.50	25.50	23.50	21.50	19.50	17.50
5 min	18.00	16.50	15.00	13.50	12.00	10.50

Edited by William Bruring.

LADYSMITH

Rusk County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WLDY
1947

Media Code 4 251 3325 3.00
Nelson Broadcasting Co., Box 351, Hwy. 8, Ladysmith, Wis. 54848. Phone 715-532-5588.
Other Studio—Box 8, Cornell, Wis. 54732. Phone 715-239-6290.

STATION'S PROGRAMMING DESCRIPTION
WLDY: Current hits, stand., showtunes, C & W.
1. PERSONNEL
Sec'y, Treas. & Gen'l Mgr.—Charles H. Nelson.
2. REPRESENTATIVES
New York, Chicago—Hal Walton Co.
3. FACILITIES
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
Operating schedule: 18 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract with exceptions.

TIME RATES
Eff 6/1/74—Rec'd 4/8/74.
6. SPOT ANNOUNCEMENTS

	1x	14x	27x	53x	105x	157x	265+
1 min	8.00	7.75	7.50	7.25	7.00	6.00	5.00
30 sec	6.75	6.50	6.25	6.00	5.75	4.75	3.75

10 sec: 50 %of 1-min.

LAKE GENEVA

Walworth County—Map Location F-9
See SRDS consumer market map and data at beginning of the State

WMIR
1964

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 3420 2.00
Southern Wisconsin Co., Inc., Box 552, Hwy. 50, 2 miles east of Lake Geneva, Wis. 53147. Phone 414-248-6656

STATION'S PROGRAMMING DESCRIPTION
WMIR: Programmed for adults and young adults.
1. PERSONNEL
Station Manager—Alvina J. Lang.
2. REPRESENTATIVES
Western States—Bill Dahlsten & Associates.
3. FACILITIES
1,000 w.; 1550 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 10 Eff 1/1/74—Rec'd 11/29/74.
6. SPOT ANNOUNCEMENTS

	1040x	520x	365x	260x	156x	104x	52x	1x
1 min	3.10	3.30	3.80	4.50	4.95	5.20	5.45	6.50
30 sec	2.45	2.55	3.00	3.50	3.85	4.05	4.20	5.00

10 sec: Minimum order 300, ea. 2.00
7. PACKAGE PLANS

	*70 ti	*50 ti	†35 ti	†25 ti	†10 ti
1 min	3.60	3.85	4.00	4.45	5.30
30 sec	2.75	3.00	3.10	3.40	4.00

10 sec, 50/1 wk, ea. 2.50 10 sec, 25/1 wk, ea. 2.25
(*) Within 2 wks.
(†) Within 1 wk.

Appleton-Oshkosh
is Wisconsin's SECOND* Radio Market

NAT'L RANK	WISCONSIN MARKET	POP. 12+ TSA
30	Milwaukee	1,757,500
92	Appleton-Oshkosh	506,500
102	Madison	458,300
106	Green Bay	432,200
126	Duluth-Superior	359,600

WOW! is #1 in 18-49 TSA Women and Adults 6am-12m & 18-49 TSA Men 6-10am, sqh & camos**
*SALES MANAGEMENT "SURVEY OF BUYING POWER"
**ARB APPLETON-OSHKOSH-APRIL, MAY 75-PUBLISHED LIMITATIONS

MADISON (4 AM; 4 FM)
(including Middleton)

Plus 1 paid duplicate listing.
Dane County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	21	18	21	18
B	19	15	19	15
C	13	11	13	11
D	13	11	13	11
AVERAGE	17	14	16	14

WIBA
1925
MADISON

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 3575 9.00
Badger Broadcasting Co., Box 99, Fish Hatchery Rd., Madison, Wis. 53701. Phone 608-274-5450.

STATION'S PROGRAMMING DESCRIPTION
WIBA: Programmed for adults.
MUSIC: general popular, showtunes and standards. 70% from albums. NEWS: 4 major 15 min newscasts—7:30 am, 12:30, 5:30 & 10:05 pm. Network on hour, local on half hour, 2 min headlines before hour other than drive times. 5 man news department, emphasis on local news. Taped actualities and first person reports, including state capital reports. AP wire, ESSA weather wire services. SPORTS: 2 programs daily-7:45 am & 5:45 pm. M-F University football, basketball, hockey. State high school basketball tournament. State Amateur & Open golf tournaments. FARM: 5-6 am & noon-12:30 pm. Interviews, markets, weather, agriculture reports and taped personal farm reports. Contact Representative for further details. Rec'd 6/10/75.
1. PERSONNEL
Pres. & Gen'l Mgr.—Fred H. Gage.
Program Director—Jim Mader.
Sales Manager—James D. Allen.
2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis—Hyett/Ramsland, Inc.
Michigan, Ohio, Indiana, Kentucky, Pittsburgh—Pearce Sales.
3. FACILITIES
5,000 w.; 1310 kc. Directional—nighttime only.
Operating schedule: 5-3 am. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15c.
Basic Rates: 20a, 20b, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30.
Contracts: 40c, 41, 42a, 44b, 45, 46, 47a, 48, 51c.
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 12 Eff 3/1/75—Rec'd 5/21/75.
AAA—Mon thru Fri 6-10 am; Sat 7 am-1 pm.
AA—Mon thru Fri noon-1 pm & 3-7 pm.
A—All other times.
6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
PER YR:	AAA	AA	A	AAA	AA	A
Open	14.00	12.00	9.00	11.20	9.60	7.20
250 x	13.25	11.25	8.25	10.60	9.00	6.60
500 x	12.75	10.75	7.75	10.20	8.60	6.20
750 x	12.25	10.25	7.25	9.80	8.20	5.80
1000 x	11.75	9.75	6.75	9.40	7.80	5.40

10 sec: 60% of 1-min; minimum 3.50.
7. PACKAGE PLANS
CLASS AAA

WK.	1 wk		13 wk		26 wk		52 wk	
BTA:	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
49 ti	12.00	9.60	11.50	9.20	11.00	8.80	10.00	8.00
42 ti	12.25	9.80	11.75	9.40	11.25	9.00	10.25	8.20
35 ti	12.50	10.00	12.00	9.60	11.50	9.20	10.50	8.40
28 ti	12.75	10.20	12.25	9.80	11.75	9.40	10.75	8.60
21 ti	13.00	10.40	12.50	10.00	12.00	9.60	11.00	8.80
14 ti	13.25	10.60	12.75	10.20	12.25	9.80	11.25	9.00
7 ti	13.50	10.80	13.00	10.40	12.50	10.00	11.50	9.20
CLASS AA								
49 ti	10.00	8.00	9.50	7.60	9.00	7.20	8.00	6.40
42 ti	10.25	8.20	9.75	7.80	9.25	7.40	8.25	6.60
35 ti	10.50	8.40	10.00	8.00	9.50	7.60	8.50	6.80
28 ti	10.75	8.60	10.25	8.20	9.75	7.80	8.75	7.00
21 ti	11.00	8.80	10.50	8.40	10.00	8.00	9.00	7.20
14 ti	11.25	9.00	10.75	8.60	10.25	8.20	9.25	7.40
7 ti	11.50	9.20	11.00	8.80	10.50	8.40	9.50	7.60
CLASS A								
49 ti	7.00	5.60	6.50	5.20	6.00	4.80	5.00	4.00
42 ti	7.25	5.80	6.75	5.40	6.25	5.00	5.25	4.20
35 ti	7.50	6.00	7.00	5.60	6.50	5.20	5.50	4.40
28 ti	7.75	6.20	7.25	5.80	6.75	5.40	5.75	4.60
21 ti	8.00	6.40	7.50	6.00	7.00	5.60	6.00	4.80
14 ti	8.25	6.60	7.75	6.20	7.25	5.80	6.25	5.00
7 ti	8.50	6.80	8.00	6.40	7.50	6.00	6.50	5.20

(*) 30 sec.
10 sec: 60% of 1-min; minimum 3.50.

SPECIFIED:	AAA	AA		AAA	AA
1 min, plus	5.00	3.00	30 sec, plus	4.00	2.40

Minimum 7 spots per wk to qualify for wkly discount.

IMPACT ID's

PER WK. BTA:	15 ti	30 ti	45 ti
5 sec	4.00	3.50	3.00

Fixed: (non-BTA in Time Class) extra, 2.00.

(This listing continued on next page)

10. SPECIAL FEATURES
1/4-hr newscasts, incl 1 1-min spot—applicable yrly 1-min rate plus 2.00.
5-min news/sportscasts, incl open & close plus 1 1-min spot—1 1/2x 1-min yrly rate.
Weather/scores/headlines, incl open plus 2 30-sec spots—applicable 30-sec rate plus 2.00.
Edited by Jim Allen.

WIBA-FM
1948
MADISON

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 3516 7.00
Badger Broadcasting Co., Box 99, Fish Hatchery Rd., Madison, Wis. 53701. Phone 608-274-5450.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WIBA-FM: Programmed for young adults, University students and faculty 8-3 am.
MUSIC: Progressive including rock, jazz, blues, folk and contemporary comedy. NEWS: Net at :60 sign-on-5 pm. Local 7:30 am, 12:30 pm, 5:30 pm. Contact Representative for further details. Rec'd 5/21/75.

1. PERSONNEL
Program Director—Jim Packard.
3. FACILITIES
ERP 50,000 w.; 101.5 mc. Stereo.
Antenna ht.: 470 ft. above average terrain.

TIME RATES
NOTIONAL AND LOCAL RATES SAME
No. 4 Eff 3/1/75—Rec'd 5/21/75.
AAA—Mon thru Sun 4 pm-midnight.
AA—Mon thru Sun 5 am-4 pm & midnight-3 am.

6. SPOT ANNOUNCEMENTS

PER YR, BTA:	Open	500x	1000x	1500x	2000x
1 min	7.50	6.00	5.50	5.00	4.50
30 sec	6.00	4.80	4.40	4.00	3.60

10 sec: 60% of 1-min; minimum 3.00.
AAA Specified: Extra 1.00.
Fixed: (non-BTA in Time Class) Extra 1.00.

7. PACKAGE PLANS

BTA, PER WK:	— 1 wk — 1 min	(*)	—13 wk— 1 min	(*)	—26 wk— 1 min	(*)	—52 wk— 1 min	(*)
49 ti	5.50	4.40	5.00	4.00	4.50	3.60	4.00	3.20
42 ti	5.75	4.60	5.25	4.20	4.75	3.80	4.25	3.40
35 ti	6.00	4.80	5.50	4.40	5.00	4.00	4.50	3.60
28 ti	6.25	5.00	5.75	4.60	5.25	4.20	4.75	3.80
21 ti	6.50	5.20	6.00	4.80	5.50	4.40	5.00	4.00
14 ti	6.75	5.40	6.25	5.00	5.75	4.60	5.25	4.20
7 ti	7.00	5.60	6.50	5.20	6.00	4.80	5.50	4.40

(*) 30 sec.
10 sec: 60% of 1-min; minimum 3.00.
AAA Specified: Extra 1.00.
Minimum 7 spots per wk to qualify for wkly discount.
Edited by Jim Allen.

WISM
1948
MADISON

NAB RAB

A Midwest Family Station
Subscriber to the NAB Radio Code
Media Code 4 251 3810 8.00
Heart O' Wisconsin Broadcasters, Inc., Box 2058, Madison, Wis. 53701. Phone 608-271-1484.

STATION'S PROGRAMMING DESCRIPTION
WISM: Programmed for general interest, especially for people between 20 & 40 years of age.
Programming: 10% news, emphasizing state and local government activities. TALK: open line phone conversation 1-1:55 pm. 80% music and entertainment. MUSIC: general popular emphasizing established current hits and popular music of past 25 years. News staff of 3, 2 stringers for state and local government meetings. 6 talk and music personalities make frequent local personal appearances at major events. Contact Representative for further details. Rec'd 9/26/67.

1. PERSONNEL
General Manager—William R. Walker.
Sales Manager—Phil Fisher.
Program Director—Bill Vancil.
2. REPRESENTATIVES
McGavren-Guild, Inc.
3. FACILITIES 5,000 w.; 1480 kc.
Directional, separate patterns day and night.
Operating schedule: 24 hours. CST.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 4d, 5, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20a, 21a, 24a, 24b, 24c, 25a, 29a, 33a.
Contracts: 40a.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80.
Member: Wisconsin Network, Inc.

TIME RATES
AM/FM COMBINATION
No. 11 Eff 3/1/72—Rec'd 7/19/72.
AAA—Mon thru Sat 6-10 am & 3-7 pm.
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec
6 ti	25	20	21	17	19	16
12 ti	24	19	20	16	18	15
18 ti	23	18	19	15	17	14
24 ti	22	17	18	14	16	13

10 sec: 60% of 1-min.
AM only: deduct 5.00 for 1-min; 4.00 for 30-sec.

7. PACKAGE PLANS

PER YR:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec
520 x	23	18	19	15	17	14
1040x	22	17	18	14	16	13

10 sec: 60% of 1-min.

WISM-FM
1948
MADISON

NAB NAFMB

A Midwest Family Station
Subscriber to the NAB Radio Code
Media Code 4 251 3811 6.00
Mid West FM, Inc., Box 2058, Madison, Wis. 53701. Phone 608-271-1484.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WISM-FM: Programmed for adults, 25 to 49.
MUSIC: albums, hits from past 20 years, adult oriented current hits. NEWS: 5 min news hourly, news personalities. FEATURES: local authorities on various subjects present informative 60 sec at :15 & :45. Contact Representative for further details. Rec'd 4/28/75.

1. PERSONNEL
Operations Manager—William D. Vancil.
3. FACILITIES
ERP 20,000 w. (horiz. & vert.); 98.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 350 ft. above average terrain.

TIME RATES
Sold in combination with WISM. See that listing for rates.

WMAD
1964
MADISON

WMAD-FM
1971
MIDDLETON

Buckley Radio Sales, Inc.
Modern Country Music

A McKenna Station
Media Code 4 251 3800 5.00
Hudson Broadcasting Corp., 5024 E. Lacy Rd., Madison, Wis. 53711. Phone 608-271-6611.
Mailing address: Box 1108, Madison, Wis 53711.

STATION'S PROGRAMMING DESCRIPTION
WMAD: Programmed for adults 21-49.
MUSIC: modern country. NEWS: 5 min network at :60, local at :30. Network commentary at 7:35 am & 12:15 pm. FARM: 5 min at 6:15 am, M-Sat, county agent; 5 min at 6:45 am M-Sat with university agricultural division. SPORTS: major auto races, fishing reports, local & network 5 min sports reports. Contact Representative for further details. Rec'd 5/28/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Don C. Wirth.
Program Director—Ted Kelly.
2. REPRESENTATIVES
Buckley Radio Sales, Inc.
Minneapolis—Paul J. Ewing Company.
3. FACILITIES
5,000 w.; 1550 kc.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 380 ft. above average terrain.
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION
15%; 30 days
5. GENERAL ADVERTISING See coded regulations
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28b, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 48, 51a, 51b, 51c.
Comb.; Cont. Discounts: 60a, 60d, 60g, 61a, 61b, 61c.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
Affiliated with American Information Network.

TIME RATES
No. 7 Eff 1/1/73—Rec'd 12/21/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times

6. SPOT ANNOUNCEMENTS

PER WK:	—AA— 1 min	20/30	10 sec	—A— 1 min	20/30	10 sec
1 ti	15.00	12.00	9.00	13.00	10.50	7.75
6 ti	14.00	11.25	8.50	12.00	9.50	7.25
12 ti	13.00	10.50	7.75	11.00	8.75	6.50
18 ti	12.00	9.50	7.25	10.00	8.00	6.00
24 ti	11.00	8.75	6.50	9.00	7.25	5.50

7. PACKAGE PLANS

TAP, WITHIN 7 DAYS:	1 min	20/30
12 ti (4 6-10 am, 4 10 am-3 pm, 4 3-7 pm)	132	105
18 ti (6 6-10 am, 7 10 am-3 pm, 5 3-7 pm)	189	153
24 ti (8 6-10 am, 9 10 am-3 pm, 7 3-7 pm)	228	180

Must be scheduled equally over 7-day period and rotate within time class. Combinable with spots.
Edited by Don C. Wirth.

WTSO
1947
MADISON

Alan Torbet Associates, Inc.
Middle of the Road

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 4035 7.00
Midcontinent Broadcasting Co. of Wis., Inc., Box 44, 5721 Tokay Blvd., Madison, Wis. 53701. Phone 608-274-1070.

STATION'S PROGRAMMING DESCRIPTION
WTSO: Programmed for adults 18-48.
Variety programming with air personalities on all programs. NEWS: local and world news at :25 & :55 hourly. ENTERTAINMENT: programs include middle-of-the-road music based on local and national surveys, public service and informational features. AIR PERSONALITIES featured on every program. FARM: 2 associate farm directors featured 5-7 am & noon-1 pm with music, market prices, trends, and farm commentary. SPORTS: professional and university football. TALK: air personality in live discussions with guests and listeners on important subjects. Adult men and women 10 pm-1 am. Contact Representative for further details. Rec'd 12/29/71.

1. PERSONNEL
President—N. L. Bentson.
Vice-Pres. & Gen'l Mgr.—Roger Russell.
Farm Director—John Zimmerman.
2. REPRESENTATIVES
Alan Torbet Associates, Inc.
3. FACILITIES
10,000 w. days, 5,000 w. nights; 1070 kc.
Directional—separate patterns day and night.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 on time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.
Contracts: 40c, 41, 42d, 43, 44a, 44b, 45, 46, 47d, 48, 49, 50, 51a, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b, 61c, 62b, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WZEE (FM).
Member: Wisconsin Farm Broadcasting Network.
General rates apply to all advertising, other than that of firms offering products or services direct to consumer through outlets which advertiser owns or controls.

TIME RATES
Eff 9/1/74—Rec'd 8/20/74.
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 5-6 am, 10 am-noon, 1-3 pm & 7-10 pm; Sun sign-on-10 pm.
A—All other times.

7. PACKAGE PLANS

PER WK:	—AAA— 1 min	30 sec	—AA— 1 min	30 sec	—A— 1 min	30 sec
1 ti	21.00	16.80	18.00	14.40	11.00	8.80
14 ti	20.00	16.00	17.00	13.60	10.00	8.00
21 ti	19.00	15.20	16.00	12.80	9.00	7.20
28 ti	18.00	14.40	15.00	12.00	8.00	6.40
35 ti	17.00	13.60	14.00	11.20	7.00	5.60

ROS/BTA—60 per wk Sun thru Sat, 1 min 13.00; preemptible.
Concurrent spots combine for greater frequencies on both AM and FM.
Edited by Roger Russell.

WYXE (FM)
1972
SUN PRAIRIE

(This is a paid duplicate of the listing appearing under Sun Prairie, Wis.)
Media Code 4 251 8597 2.00
Total Radio Inc., Box 3470, Madison, Wis. 53704. Phone 608-256-0092. Sun Prairie phone 608-837-8592.

STATION PROGRAMMING DESCRIPTION
WYXE (FM): Programmed for 18-40.

1. PERSONNEL
General Manager—M. J. Andre.
Sales Manager—Ken Linde.
2. REPRESENTATIVES
PRO Time Sales, Inc.
3. FACILITIES
ERP 3,000 w. (vert.), 3,000 w. (horiz.); 92.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: —— ft. above average terrain.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.

TIME RATES
No. 4 Eff 6/15/75—Rec'd 7/29/75.

6. SPOT ANNOUNCEMENTS
1 MINUTE

WK:	70x	56x	42x	35x	28x	21x	14x	7x
1 wk	4.50	5.00	5.50	6.00	6.50	7.00	7.50	8.00
4 wk	4.00	4.50	5.00	5.50	6.00	6.50	7.00	7.50
13 wk	3.50	4.00	4.50	5.00	5.50	6.00	6.50	7.00
26 wk	3.00	3.50	4.00	4.50	5.00	5.50	6.00	6.50
52 wk	2.50	3.00	3.50	4.00	4.50	5.00	5.50	6.00

30 sec: 75% of 1-min; minimum 2.00.

7. PACKAGE PLANS

BULK, PER YR, BTA:	500x	1000x
30 sec	6	4
1 min	7	5

PRODUCTION
30-sec/1-min spot with 1 announcer, ea—5.00.
30-sec/1-min spot with 2 announcers, ea—8.00.
Per dub—2.00.
(D)

WZEE (FM)
1948
MADISON

Alan Torbet Associates, Inc.
Contemporary

Media Code 4 251 4092 8.00
Midcontinent Broadcasting Co. of Wis., Inc. Box 44, 5721 Tokay Blvd., Madison, Wis. 53701. Phone 608-274-1070.
See affiliated AM station for further information.
AM facilities: WTSO.

STATION'S PROGRAMMING DESCRIPTION
WZEE (FM): Programmed for teens & adults 18-34.
MUSIC: contemporary. Contact Representative for further details. Rec'd 3/27/75.

WISCONSIN

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Roger Russell.
3. FACILITIES
ERP 6,300 w. (horiz.), 6,300 w. (vert.); 104.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,120 ft. above average terrain.

TIME RATES
No. 1 Eff 10/1/74—Rec'd 11/4/74.
AAA—Mon thru Sun 6 am-midnight.
AA—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	CLASS AAA				
1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
35 ti	9.50	9.00	8.50	8.00	7.50
28 ti	10.00	9.50	9.00	8.50	8.00
21 ti	10.50	10.00	9.50	9.00	8.50
14 ti	11.00	10.50	10.00	9.50	9.00
7 ti/less	11.50	11.00	10.50	10.00	9.50

CLASS AA
1-min, flat 7.00 30 sec, flat 5.50
Fixed position: Per spot, extra, 2.00.
Concurrent spots combine for greater frequencies on both AM and FM.

MANITOWOC-TWO RIVERS
(3 AM; 2 FM)
Manitowoc County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WCUB
1952
MANITOWOC

NAB RAB

Media Code 4 251 4085 2.00
Cub Radio, Inc., 2500 N. Mirro Dr., Manitowoc, Wis. 54220. Phone 414-682-8226.

STATION'S PROGRAMMING DESCRIPTION
WCUB: Programmed for mass adult & young adult appeal.
MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: local & regional emphasis. 7 mobile transmitting units, including boat for lake & fishing information. Expanded news 7-7:30 am, noon-1 pm & 3:30-4 pm. SPORTS: emphasis on outdoor activities, fishing, snowmobiling, ski information, university football & other local & regional events. Sports programs featured in expanded newscasts. FARM: reports, interviews, markets & information, 6-7 am & in news 12:30-1 pm. Issue-oriented tele/talk program daily. Contact Representative for further details. Rec'd 8/4/75.

1. PERSONNEL
President—Jack Severson.
General Manager—Lee Davis.
Sales Manager—Bob Barrock.
2. REPRESENTATIVES
Selcom, Inc.
3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 31.
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62a, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WKKB (FM).
Member: Wisconsin Network, Inc.

TIME RATES
Eff 1/1/74—Rec'd 11/26/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	156x	260x	520x	1000x
1 min	8.00	7.80	7.50	7.25	7.00	6.45	5.90
30/20 sec	6.45	6.25	6.00	5.80	5.60	5.15	4.75
10/15 sec	4.85	4.70	4.50	4.35	4.20	3.90	3.55

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	7.75	6.65	6.05	5.95	5.85	5.10
30/20 sec	6.05	5.05	4.65	4.50	4.35	3.70
10/15 sec	3.90	3.25	3.15	3.05	2.95	2.65

8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	90	60	40	30	20

Submitted by Lee Davis.

WKKB (FM)
1966
MANITOWOC

NAB RAB NAFMB

Media Code 4 251 4100 9.00
Cub Radio, Inc., Box 98, 2500 Mirro Dr., Manitowoc, Wis. 54220. Phone 414-682-8226.
See affiliated AM station for additional information
AM facilities: WCUB.

STATION'S PROGRAMMING DESCRIPTION
WKKB (FM): Programmed for adults.
MUSIC: current, popular, standard, MOR & show-tunes in uninterrupted quarter-hr segments. NEWS: expanded coverage 7:30-8:15 am & 1:45-2 am. Contact Representative for further details. Rec'd 5/30/75.

(This listing continued on next page)

Manitowoc-Two Rivers—WKKB (FM)—Continued

1. PERSONNEL
Sales Manager—James Van Sleet.
Program Director—Bill Walters.
3. FACILITIES
ERP 3,000 w; 92.1 mc. Stereo.
Operating schedule: 5-2 am. CST.
Antenna ht.: 246 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station. 10th of following month.

TIME RATES
Eff———Rec'd 1/3/75.

7. PACKAGE PLANS

ROS:	1x	300x	600x	900x	1200+
1 min	4.00	3.50	3.25	3.00	2.75
30 sec	3.00	2.50	2.25	2.00	1.75

Specified times: extra 25%.

WOMT
1926
MANITOWOC

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 4180 1.00
Seehafer & Johnson Broadcasting Corp., Box 685, 410 N. 10th St., Manitowoc, Wis. 54220. Phone 414-682-0251.

STATION'S PROGRAMMING DESCRIPTION
WOMT: Programmed for adults and young adults.
NEWS: Every hour on the hour from 5 am-12M. Extended newscasts at 6, 7 & 8 am, 12N, 4, 5 & 6 pm. SPORTS: Extended sports shown daily at 6:10, 7:10 & 8:20 am, 12:30, 4:10, 5:15, 6:10 pm.
WEATHER: weatherscope reports at 8:15 am, 12:25, 5:10 pm. MARKETS: latest stock market reports at 10:15 & 11:15 am, 12:02, 1:15, 2:15, 5:59 pm.
MUSIC: M-Sa MOR with adult type popular and country 5 am-4 pm; top 40 and young adult style 4 pm-Mid. Su MOR during the day. Big band sounds at night. All live high school sports coverage and pro football, basketball and baseball, and college basketball. Remote facilities available. Contact Representative for further details. Rec'd 10/12/73.

1. PERSONNEL
General Manager—Don Seehafer.
Sales Manager—Ben Jakel.
Program Director—Al Ross.
2. REPRESENTATIVES
Gene Bolles Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30, 33c.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b.
Comb.: Cont. Discounts: 60b, 60c, 601, 61a, 61b, 62d.
Cancellation: 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
No. 3 Eff 3/1/74—Rec'd 4/22/74.

6. SPOT ANNOUNCEMENTS

YR:	1x	26x	52x	156x	312x	624x	1000x
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.50	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr	1/2 hr	1 hr
30 sec rate	2x	3x	4x	7x	13x

#1 WQTC-15Q
#1 18-34 & 18-49 ADULTS in Manitowoc County.
ARB July-Aug 74 avg. 1/4 hr. 6 AM-12 Mid M-S

WQTC
1951
TWO RIVERS

Jack Masla & Company, Inc.

RAB

Media Code 4 261 4250 2.00
Twin C., Inc., Box 266, 1817 Washington St., Two Rivers, Wisc. 54241. Phone 414-793-1348.

STATION'S PROGRAMMING DESCRIPTION
WQTC: Programmed for teens, young adults & young marrieds ages 18-40.
Personalities play current hits, with emphasis on gold, back to 1955. Promotions aired with games, contests & give-aways. NEWS: at :55 & :25; emphasis on local & regional; interviews. Community involvement with local editorials & person-to-person contact. MUSIC: million seller contemporary gold, mixed with current hits. Contact Representative for further details. Rec'd 12/26/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Crilly.
Station Manager—Don Timmerman.
Program Director—Dennis Carpenter.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
1,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WQTC-FM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c,12c, 13c, 14c, 15c.
Basic Rates: 20a, 21b, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a.
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a.
Comb.; Cont. Discounts: 60f, 601, 61c, 62d.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82.
Affiliated with The Ilep Network.

TIME RATES
Eff 7/1/74—Rec'd 7/22/74.

6. SPOT ANNOUNCEMENTS

	1500x	1000x	600x	365x	156x	1x
1 min	3.50	3.75	4.10	4.70	5.80	8.20
30 sec	2.55	2.80	3.00	3.50	4.70	7.00

WQTC-FM
1965
TWO RIVERS

RAB

Media Code 4 251 4251 0.00
Twin C. Inc., Box 266, 1817 Washington St., Two Rivers, Wis. 54241. Phone 414-793-1348.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3,000 w.; 102.3 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 250 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WQTC.

TIME RATES
Eff 7/1/74– Rec'd 7/22/74.

6. SPOT ANNOUNCEMENTS

	1000x	600x	312x	156x	52x	1x
1 min	2.80	3.00	3.50	4.40	5.30	6.15
30 sec	2.15	2.30	2.65	3.50	4.40	5.30

MARINETTE (2 AM)
Marinette County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

WLOT
1969

RAB

Media Code 4 251 4320 3.00
Near-North Broadcasting Co., 1706 Main St., Marinette, Wis. 54143. Phone 715-732-0123.

STATION'S PROGRAMMING DESCRIPTION
WLOT: adult contemporary.
1. PERSONNEL
General Manager—Keith B. Petersen.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
Michigan—Michigan Spot Sales.
3. FACILITIES
1,000 w. days; 1300 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 1/1/72—Rec'd 1/24/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	5.50	5.25	5.00	4.50	4.25	4.00	3.75
30 sec	4.25	4.00	3.75	3.25	3.00	2.75	2.50

10 sec: 40% of 1-min.

7. PACKAGE PLANS

21 DAYS:	10 tl	21 tl	28 tl
1 min	4.50	4.25	3.95

Fixed position not guaranteed.

WMAM
1939

NAB

Media Code 4 251 4275 6.00
Marinette Central Broadcasting Co., 408 Wells St., Marinette, Wis. Phone 715-735-6631.
1. PERSONNEL
General Manager—Howard L. Emich.
2. REPRESENTATIVES
The Devney Organization, Inc.
3. FACILITIES
250 w. days, 100 w. nights; 570 kc.
Non-directional.
Operating schedule: 5:45 am-midnight. CST.
4. AGENCY COMMISSION
15/0; payable when rendered.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.
Member: Farm Radio Network.

TIME RATES
Rates effective July 1, 1959. (Card No. 3.)
Card received July 22, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	25.00	18.00	15.00	8.00	5.00
26 times	22.75	17.10	14.25	7.60	4.75
52 times	22.50	16.20	13.50	7.20	4.50
130 times	21.25	15.30	12.75	6.80	4.25
260 times	20.00	14.40	12.00	6.40	4.00

10 seconds or less—50% of earned 1-minute rate.

7. PACKAGE PLANS
*SATURATION SCHEDULE
(Fixed position not guaranteed)

15 days:	1 min.		1 min.
10 times	45.00	30 times	120.00
20 times	83.00		

(*) Not combinable.

MARSHFIELD (1 AM; 1 FM)
Wood County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WDLB
1946

NAB

Media Code 4 251 4370 3.00
Goetz Broadcasting Corp., Box 630, Marshfield, Wis. 54449. Phone 715-384-2191.

STATION'S PROGRAMMING DESCRIPTION
WDLB: Programmed for the 18-35 age group.
1. PERSONNEL
General Manager—Jack H. Hackman.
3. FACILITIES
1,000 w. days; 250 w. nights; 1450 kc.
Non-directional.
Operating schedule: 24 hours daily. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 8 Eff 7/1/75—Rec'd 5/29/75.

6. SPOT ANNOUNCEMENTS

	1x	150x	250x	500x
1 min	5.90	5.60	5.30	5.00
30 sec	4.75	4.40	4.15	3.85

Edited by Jack Hackman.

WDLB-FM
1965

NAB RAB

Media Code 4 251 4371 6.00
Goetz Broadcasting Corp., Box 630, 1710 N. Central Ave., Marshfield, Wis. 54449. Phone 715-384-2191.
See affiliated AM station for additional information.
3. FACILITIES
ERP 27,500 w.; 106.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 275 ft. above average terrain.

TIME RATES
Rates are identical to WDLB. See that listing.

MAUSTON
Juneau County—Map Location E-7
See SRDS consumer market map and data at beginning of the State.

WRJC
1961

NAB

Media Code 4 251 4465 6.00
G & R Broadcasting Co., Box 58, Mauston, Wis. 53948. Phone 608-843-8001.
1. PERSONNEL
Owner & Gen'l Mgr.—George S. Blum.
2. REPRESENTATIVES
Pearse Sales.
3. FACILITIES
500 w. days; 1270 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS and KBS.

TIME RATES
Eff 8/1/74—Rec'd 11/15/74.

6. SPOT ANNOUNCEMENTS

30 DAYS:	1 min	30 sec		1 min	30 sec
1 tl	3.00	2.45	21 tl	2.25	1.65
4 tl	2.95	2.30	26 tl	2.10	1.55
8 tl	2.85	2.15	30 tl	1.85	1.40
12 tl	2.75	2.05	60 tl	1.55	1.20
16 tl	2.55	1.85			

MEDFORD (1 AM; 1 FM)
Taylor County—Map Location D-5.
See SRDS consumer market map and data at beginning of the State.

WIGM / WIGM-FM
WIGM 1941 — WIGM-FM 1968

Media Code 4 251 4560 4.00
WIGM, Inc., Box 59, Medford, Wis. 54451. Phone 715-748-2566.
1. PERSONNEL
Manager—Paul Allman.
2. REPRESENTATIVES
Corlett Associates.
3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 5:30 am-10 pm. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc
Operating schedule. Same as AM.
Antenna ht.: 311 ft. above average terrain.
4. AGENCY COMMISSION
15/0 time only; payable 30 days.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Eff———Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x
1 min	5	4	3

MENASHA
Winnebago County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

See Appleton
(including Kaukauna, Neenah-Menasha)

MENOMONEE FALLS
Waukesha County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Milwaukee
(including Menomonee Falls, Wauwatosa, West Allis)

MENOMONIE (1 AM; 1 FM)
Dunn County—Map Location C-5
See SRDS consumer market map and data at beginning of the State.

WDMW (FM)
1967

Media Code 4 251 4605 7.00
Menomonie Broadcasting Co., 321 Main St., Menomonie, Wis. 54751. Phone 715-235-9494.
See affiliated AM station for additional information.
AM facilities: WMNE
3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-9 pm daily. CST.
Antenna ht.: 150 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-9 pm. For simulcast facilities see WMNE.
4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 2 Eff 3/1/68—Rec'd 3/13/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	101x	(*)
1 min	2.50	2.00	1.75	1.50
30 sec	1.50	1.20	1.05	.90

(*) 201-400 x.

7. PACKAGE PLANS

2 WKS:	10 tl	21 tl	51-100
30 sec	1.30	1.10	.90

WMNE
1951

Media Code 4 251 4655 2.00
Menomonie Broadcasting Co., 321 Main St., Menomonie. Wis. 54751. Phone 715-235-2112.

STATION'S PROGRAMMING DESCRIPTION
WMNE: Programmed for general interest.
1. PERSONNEL
General Manager—Don Mortwedt.
2. REPRESENTATIVES
George T. Hopewell, Inc.
3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WOMW (FM).
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
FM facilities: WDMW (FM).
Affiliated with KBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 11/1/70—Rec'd 12/10/70.
A—7-9 am, noon-1 pm & 4-6 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	104x
A	4.75	4.65	4.40	4.15	3.95
B	3.75	3.65	3.40	3.15	2.95
	156x	208x	260x	312x	364x
A	3.75	3.55	3.35	3.10	3.00
B	2.75	2.55	2.35	2.15	2.00

30 sec: 30% of 1-min.

MERRILL (1 AM; 1 FM)
Lincoln County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WJMT / WJMT-FM
WJMT 1960 — WJMT-FM 1970

RAB

Media Code 4 251 4750 1.00
Heath Communications, Inc., 129 S. Mill St., Merrill, Wis. 54452. Phone 715-536-6262.

STATION'S PROGRAMMING DESCRIPTION
WJMT: Popular MOR.
1. PERSONNEL
General Manager—Wayne Smith.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days; 730 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz), 3,000 w. (vert.); 98.5 mc
Operating schedule: 6 am-midnight. CST.
4. AGENCY COMMISSION
15%.

(This listing continued on next page)

5. GENERAL ADVERTISING See coded regulations
Accents AAAA copyrighted contract.
Affiliated with The Rep Network.

TIME RATES
Eff 12/1/72—Rec'd 1/8/73.

6. SPOT ANNOUNCEMENTS

ROS, PER YR:	1000x	520x	52x	1x
1 min	3.25	3.50	5.00	6.00

30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK:	48 ti	24 ti	12 ti	1 ti
1 min	3.50	4.00	4.50	6.00

30 sec: 80% of 1-min.

MIDDLETON

Dane County—Map Location E-9

See SRDS consumer market map and data at beginning of the State.

See Madison
(including Middleton)

MILWAUKEE (8 AM; 9 FM)

(including Menomonee Falls, Wauwatosa, West Allis)

Plus 3 paid duplicate listings.

Milwaukee County—Map Location G-9
Waukesha County—Map Location G-9

See SRDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

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

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	68	52	68	57
B	66	46	56	38
C	58	42	51	36
D	50	42	50	27
AVERAGE	61	46	56	40

WAWA
1961
WEST ALLIS

Mutual Black Network

NAB

Media Code 4 231 4845 9.00
Suburbanaire, Inc., 12800 W. Bluemound Rd., Elm Grove, Wis. 53122. Phone 414-786-1590.

1. PERSONNEL
Sta., Gen'l & Sales Mgr.—Neil K. Searles.
Program Director—O. C. White.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
1,000 w. days; 1500 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Antenna ht.: 200 ft. above average terrain.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAWA-FM.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3a, 3b, 4a, 5, 6a, 7a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a, 22b, 23a, 25a, 29a.
Contracts: 40a, 43, 47a.
Comb.: Cont. Discounts: 60b, 60k, 61a, 62a.
Cancellation: 73a.
Affiliated with Mutual Black Network.
Affiliated with National Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 11/14/74.

6. SPOT ANNOUNCEMENTS
1 min 15 30 sec 10

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	260x	312x
1 hr	120	110	105	100	95	90	85
1/2 hr	72	66	63	60	57	54	51
1/4 hr	48	44	42	40	38	36	34
5 min	24	22	21	20	19	18	17

WAWA-FM
1966
MILWAUKEE

NAB

Media Code 4 251 4846 7.00
Suburbanaire, Inc., 12800 W. Bluemound Rd., Elm Grove, Wis. 53122. Phone 414-786-1590.
See affiliated AM station for additional information.

3. FACILITIES
ERP 35,000 w.; 102.1 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 160 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WAWA.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Mutual Black Network.
Affiliated with National Black Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff———Rec'd 11/14/74.

6. SPOT ANNOUNCEMENTS
1 min 15 30 sec 10

8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	312x
1 hr	75.00	70.00	65.00	60.00	55.00	50.00	45.00
1/2 hr	45.00	42.50	40.00	37.50	35.00	32.50	30.00
1/4 hr	30.00	29.00	28.00	27.00	26.00	25.00	24.00
5 min	15.00	14.50	14.00	13.50	13.00	12.50	12.00

WBCS (FM)
1962
MILWAUKEE
A Great Trails Station

Media Code 4 251 4893 9.00
WBCS (FM), 5407 W. McKinley Ave., Milwaukee, Wis. 53208. Phone 414-453-4130.
See affiliated AM station for additional information.
AM facilities: WHIT.

STATION'S PROGRAMMING DESCRIPTION
WBCS (FM): MUSIC: Modern country; emphasis on golden country with current country interspersed. NEWS: at :60. Listener involvement through newsletter, dances, tours. Contact Representative for further details. Rec'd 4/23/74.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 48,000 w. (vert.); 102.9 mc.
Operating schedule: 24 hours. CST.
Antenna ht.: 440 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with Eastman Radio Network.
Affiliated with MBS.

TIME RATES
No. 1 Eff 10/1/72—Rec'd 10/2/72.

6. SPOT ANNOUNCEMENTS
1 MINUTE OR LESS

PER WK:	5 ti	10 ti	15 ti
Mon thru Fri	11	9	7

5 Sat/5 Sun, 60.00.
Maximum guarantee 10 spots per hr.

WBKV-FM
1958
WEST BEND, WIS.

NAFMB

(This is a paid duplicate of the listing appearing under West Bend, Wis.)
Media Code 4 251 9596 3.00
West Bend Broadcasting Co., Box 60, West Bend, Wis. 53095. Phone 414 334-2344.

1. PERSONNEL
President—Marshall W. Johnston.
Manager—Capps Sutherland.
Commercial Manager—Gene Schneider.

3. FACILITIES
ERP 32,000 w.; 92.5 mc. Stereo.
Operating schedule: 5 am-midnight daily. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 2a, 3d, 5, 6a.
Basic Rates: 20b, 22a, 23a, 28b.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 62d.
Cancellation: 71a, 72.

TIME RATES
Eff 1/1/75—Rec'd 12/11/74.
AA—6:30-8 am, noon-1 pm & 5-10 pm.
A—All other times.

8. SPOT ANNOUNCEMENTS

1 MIN:	13x	39x	78x	156x	312x
AA	11.50	11.00	9.70	8.50	7.25
A	7.70	7.05	6.30	6.25	5.30
30 SEC:					
AA	9.20	8.80	7.75	6.85	5.75
A	6.10	5.65	5.05	4.60	4.25

8. PROGRAM TIME RATES

1 HR:	13x	39x	78x	156x
AA	57.45	54.45	48.40	42.35
A	42.20	38.05	33.85	29.70

1/2 hr: 60% of 1 hr.

10. SPECIAL FEATURES
3-min news—20% of 1-hr.

(D)

WEMP
1935
MILWAUKEE

Buckley Radio Sales, Inc.

RAB

Media Code 4 251 5180 5.00
Consolidated Broadcasting Corp., 200 N. Jefferson St., Milwaukee, Wis. 53202. Phone 414-272-1250.

STATION'S PROGRAMMING DESCRIPTION
WEMP: Programmed for young adults.
MUSIC: MOR. NEWS: 5 min at :60 and at 6:30, 7:30 and 8:30 am, and 3:30, 4:30 and 5:30 pm. Sports vignettes and traffic reports following morning and afternoon drivetime newscasts, and play-by-play reports of professional basketball and university football & basketball. Stock market reports at 10:15 am, 12:15 and 5:15 pm. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—A. M. Spheeris.
General Sales Manager—Welles Hutchinson.
Program Director—Tom Shanahan.

2. REPRESENTATIVES
Buckley Radio Sales, Inc.

3. FACILITIES
5,000 w.; 1210 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSIONS
15/0 time only.

5. GENERAL ADVERTISING. See coded regulations
General: 1a, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates. 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 25b, 28c, 29a, 30.
Contracts: 40a, 41 42a, 43, 44a, 45, 46, 47a.
Comb.; Cont. Discounts: 60e, 60f. 60h, 61a, 61b, 62b, 62d.
Cancellation: 70a, 70e, 73a, 73b.
Prod. Services: 81, 82.
FM Facilities: WNUW (FM).
Affiliated with CBS.
Member: Wisconsin Network, Inc.

TIME RATES
No. E Eff 1/1/74—Rec'd 1/31/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	AAA			AA		
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min	52	50	48	50	48	46
20/30 sec	42	40	38	40	38	37
10 sec	31	30	28	31	28	27

	A				B			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	44	42	40	38	22	21	20	19
20/30 sec	35	34	32	30	18	17	16	15
10 sec	26	25	24	23	13	12	11	10

Fixed: 125% of 1-min.

7. PACKAGE PLANS
*WEEKLY CIRCULATION PLANS

	Plan A	Plan B	Plan C
PER WK:	12 ti	18 ti	24 ti
AAA	3	4	6
AA	3	4	6
A	3	5	6
B	3	5	6
TOTAL WKLY COST:			
1 min	456	648	816
20/30 sec	360	504	648
10 sec	276	378	480

WEMP/WNUW (FM) COMBINATION
No. C-1 Eff 1/1/74—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	60	58	56	58	58	56	53	
20/30 sec	48	46	44	46	44	43		
10 sec	36	35	32	36	32	31		

	A				B			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	51	49	46	44	25	24	23	22
20/30 sec	40	39	37	35	21	20	19	18
10 sec	30	29	28	27	15	14	13	12

Fixed: 125% of 1-min.

7. PACKAGE PLANS
*WEEKLY CIRCULATION PLANS

	Plans A	B	C
PER WK:	12 ti	18 ti	24 ti
AAA	3	4	6
AA	3	4	6
A	3	5	6
B	3	5	6
TOTAL WKLY COST:			
1 min	528	738	936
20/30 sec	420	576	744
10 sec	324	432	552

(*) 90 days rate protection.
Must be scheduled equally over 7 day period and rotate within time class.
Offered on preemptible basis at station's discretion for full rate card advertisers. In event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience, and prior to expiration of schedule.
Earns 52 consecutive week discount.
Weekly Circulation Plans do not combine with Weekly Circulation Plans for further weekly frequency. May be combined with minutes, Newscasts, 20/30-seconds and ID's to earn weekly frequency discounts on the face of rate cards only.

10. SPECIAL FEATURES
5-MINUTE NEWS—ROTATING MON THRU FRI

PER WK:	5 ti	10 ti
7, 8, 9, 10 am: 4, 5, 6, 7 pm	320	580
11 am, noon: 1, 2, 3 pm	245	470

Earn 52 consecutive week discounts.
May combine with minutes, 20/30-seconds, ID's and Weekly Circulation Plans to earn further weekly discounts.

FREQUENCY DISCOUNTS
52 consec wks—10%.
Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated above.

RATE PROTECTION
Rates guaranteed for 13 weeks from effective date of increase providing advertising equalling weekly expenditure of 100.00 is actually running at time of effective date of increase, and broadcasts continue without interruption during rate protection period.
Edited by A. M. Spheeris.

WEZW
1960
WAUWATOSA

KATZ RADIO
A Sudbrink Station

Media Code 4 251 5175 0.00
Sudbrink Broadcasting Inc. of Wisconsin, 1572 E. Capitol Dr., Milwaukee, Wis. 53211. Phone 414-961-1030.

WISCONSIN

STATION'S PROGRAMMING DESCRIPTION
WEZW: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/5/71.

1. PERSONNEL
Executive Vice-President—Harold W. Gore.
Vice-Pres. & Gen'l Mgr.—Robert J. Emery.
Operations Director—William Moos.

2. REPRESENTATIVES
Katz Radio.

3. FACILITIES
ERP 14,450 w. (horiz.), 14,450 w. (vert.); 103.7 mc Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 816 ft. above average terrain.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.
*Rate Protection: 10, 11, 12, 13, 14, 15e.
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b.
Comb.; Cont. Discounts: 60e, 60f, 62b, 62d.
Cancellation: 70a, 71a, 72, 73b.
Prod. Services: 80, 82.
(*) 6 wks from date of rate change.

TIME RATES
No. 8 Eff 8/12/74—Rec'd 8/19/74.
AAA—Mon thru Sun 10 am-3 pm.
AA—Mon thru Sun 3-7 pm.
A—Mon thru Sun 5:30-10 am.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 6 ti	AAA 12 ti	AA 6 ti	AA 12 ti	A 6 ti	A 12 ti	B 6 ti	B 12 ti
1 min	60	52	55	50	50	47	32	27
30 sec	52	44	46	42	42	40	27	23

WFMR (FM)
1955
MILWAUKEE

NAB NAFMB

Media Code 4 251 5225 3.00
Kass Broadcasting Corp., Box 1635, Milwaukee, Wis. 53201.
Studio: 711 W. Capital Dr., Milwaukee, Wis. 53212. Phone 414-372-8000.

STATION'S PROGRAMMING DESCRIPTION
WFMR (FM): Fine arts entertainment. Classical format 6 am-midnight. Jazz midnight-6 am. Morning show 6-10 am with news, weather, time & phone-in quiz. Commuter show 3-6 pm with classics, time, weather, news & business reports. 4 major symphony re-broadcasts 8-10 pm T-F. Record previews 7-8 pm M-F. Live interview program noon-12:30 pm Thurs & Fri. Performing arts previews 6-6:15 pm M-F. Phone-in request program 9 am-1 pm Sat. Opera 1-5 pm Sun. 5-min community calendar 3x daily. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 10/30/74.

1. PERSONNEL
Vice-Pres., Gen'l Mgr. & Sales—Russ Molloy.
Assistant Manager—Claudia Burns.

2. REPRESENTATIVES
Herbert E. Groskin & Co.

3. FACILITIES
ERP 50,000 w.; 96.5 mc. Quadraphonic.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 387 ft. above average terrain.

4. AGENCY COMMISSION
15% on time only.

5. GENERAL ADVERTISING See coded regulations
General: 3a, 3h, 4a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 22a 23a, 24b, 29a.
Contracts: 40a, 46, 47a.
Cancellation: 70e, 71a.
Member: The Groskin Group.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 3/24/75—Rec'd 4/7/75.
AAA—Mon thrt Fri 6-10 pm.
AA—Mon thru Fri 3-6 pm; Sat & Sun 10 am-10 pm.
A—Mon thru Fri 6 am-3 pm; Sat & Sun 7-10 am; Mon thru Sun 10 pm-midnight.
BB—Tues thru Sun midnight-2 am.
B—Tues thru Fri 2-6 am; Sat & Sun 2-7 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MIN 1 ti	1 MIN 6 ti	1 MIN 12 ti	1 MIN 18 ti	30 SEC 1 ti	30 SEC 6 ti	30 SEC 12 ti	30 SEC 18 ti
AAA	30	28	26	24	24	22	20	18
AA	25	23	21	19	20	18	17	16
A	22	20	18	16	18	16	14	12
BB	15	13	12	11	13	11	10	9
B	12	11	10	9	10	9	8	7

10 sec: 50% of 1-min.

(Milwaukee continued on next page)

Appleton-Oshkosh
is Wisconsin's SECOND* Radio Market

NAT'L. RANK	WISCONSIN MARKET	POP. 12+ TSA
30	Milwaukee	1,757,500
92	Appleton-Oshkosh	506,500
102	Madison	456,300
106	Green Bay	432,200
125	Duluth-Superior	369,600

WOW! Is #1 in 18-49 TSA Women and Adults 6am-12m & 18-49 TSA Men 6-10am, sgh & camos**
*SALES MANAGEMENT "SURVEY OF BUYING POWER"
**ARB APPLETON-OSHKOSH-APRIL MAY 75-PUBLISHED LIMITATIONS

Milwaukee—Continued

WISN

1922
MILWAUKEE

mcgavren-guild
pgw radio, inc.

NAB RAB

A Hearst Owned Station
Subscriber to the NAB Radio Code

Media Code 4 251 5415 0.00
Hearst Corp., 759 N. 19th St., Milwaukee, Wis. 53201. Phone 414-342-3000. TWX 414-322-8323.

STATION'S PROGRAMMING DESCRIPTION
WISN: Programmed for an audience 18 year upwards.
AIR PERSONALITIES handle all segments. MUSIC: MOR songs of today & yesterday. NEWS: local, regional, national & international, with minimum of 10 min at :55 & :25 drive times, plus 1 hour at 4:30 pm, M-F; 5 min at :60 & :30 other times, plus private weather forecasting service, traffic reports peak weekends, sports reports AM/FM drive & 20 times weekends, guest interviews, local public affairs & community service bulletins. Network news & features integrated into local programming. Contact Representative for further details. Rec'd 4/14/71.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—John E. Hinkle, Jr.
General Sales Manager—Lee Dolnick.
Program Director—Tom Lambert.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
50,000 w. days, 10,000 w. nights; 1130 kc. Directional.
Operating schedule: 5-12:45 am. CST.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 8.
Rate Protection: 10f, 11f, 12f, 13f, 14f.
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 30, 33d.
Contracts: 40c, 41, 42a, 44b, 46, 47a, 48, 50, 51c.
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 61b.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Prod. Services: 80, 82.

Product Protection
Station agrees to exercise all reasonable effort to maintain a ten-minute separation between competitive, non-network advertised products. The station will guarantee that competitive products will not be run back-to-back. For the purpose of product protection, classification of products as competitive must be approved by the station in advance of scheduling, not retroactively. Station is not responsible for conflicts with competitive network advertisers' products when the network commercials are rotated or moved beyond the scheduling control of the station, or schedule changes are received on less than two weeks' notice from the network.
Affiliated with American Information Network.

TIME RATES
AM/FM COMBINATION
No. 40-A-N Eff 5/1/74—Rec'd 7/30/74.
AAA—Mon thru Sat 6-10 am.
AA—Mon thru Sat 3-7 pm.
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
B—Mon thru Sun 7 pm-12:30 am.

6. SPOT ANNOUNCEMENTS
PER WK:

	1 min				20/30 sec			
	AAA	AA	A	B	AAA	AA	A	B
(*)	75	68	55	36	60	54	44	29
6 ti	70	63	50	33	56	50	40	26
12 ti	68	61	48	31	54	49	38	25
18 ti	66	59	46	29	52	47	37	23
24 ti	....	57	44	27	....	45	35	22

10 sec. 60% of 1-min (available in only AA, A or B & AM only).
AM only: 1-min deduct 10.00; 20/30 sec deduct 8.00.

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN

PLAN A:	6 ti	12 ti	18 ti	24 ti	36 ti
AAA	1	2	4	5	8
AA	2	3	4	5	8
A	2	4	6	9	13
B	1	3	4	5	7
PLAN B:					
AAA	1	2	3	4	7
AA	1	2	3	4	7
A	4	6	9	12	16
B	....	2	3	4	6
PLAN COST	294	564	810	1032	1476

AM only: per spot deduct 9.00.

WISN-FM

1961
MILWAUKEE

mcgavren-guild
pgw radio, inc.

NAB RAB

A Hearst Owned Station
Subscriber to the NAB Radio Code

Media Code 4 251 5416 8.00
Hearst Corp., 759 N. 19th St., Milwaukee, Wis. 53201. Phone 414-342-3000. TWX 414-322-8323.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WISN-FM: MUSIC: blend of well-known standards & contemporary melodies in fully orchestrated arrangements programmed in continuous segments. NEWS: capsules at :60. COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 7/3/74.

1. PERSONNEL
General Sales Manager—Jim Schweitzer.
Program Director—Chuck Arnold.

2. REPRESENTATIVES
McGavren-Guild, Inc.

3. FACILITIES
ERP 11,700 w.; 97.3 mc.
Operating schedule: 24 hours daily, CST.
Antenna ht.: 920 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WISN. See that listing for rates

TIME RATES
Eff 5/1/74—Rec'd 4/10/74.
A—5 pm-midnight.
B—Sign-on-5 pm.

6. SPOT ANNOUNCEMENTS
CLASS A

	1x	26x	52x	104x	260x	500x
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	7.00	6.50	6.00	5.50	5.00	4.00
CLASS B						
1 min	10.00	9.00	8.00	7.00	6.00	5.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.00

ROS FIXED
1 min 15.00 30 sec 13.00
1 min 12.00 30 sec 10.00

WKTI (FM)

(formerly WTMJ-FM)
1927
MILWAUKEE

THE CHRISTAL CO.

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 5486 1.00
WTMJ Inc., 720 E. Capitol Dr., Milwaukee, Wis. 53201. Phone 414-332-9611. TWX 910-262-3141.
See affiliated AM station for additional information.
AM facilities: WTMJ.

STATION'S PROGRAMMING DESCRIPTION
WKTI (FM): Programmed for young adults & adults.
MUSIC: blend of contemporary hits & current album cuts with hits of past 10 yrs. NEWS: 5 min every 30 min in am drive, 2 min capsules other times. FEATURES: 2-hr talk show at 8:30 am Sat with live guests & open phone lines for call-ins. COMMERCIAL POLICY: maximum 8 commercials per hour. Contact Representative for further details. Rec'd 4/7/75.

5 FACILITIES
ERP 5,600 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 911 ft. above average terrain.

TIME RATES
No. 1 Eff 11/27/74—Rec'd 4/7/75.
AAA—Mon thru Fri 3-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight.
A—Mon thru Fri 6-10 am; Sat & Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 ti	28	22	23	18	20	16
10 ti	26	20	21	16	17	14
20+	22	17	18	14	15	12

MIDNIGHT SPECIAL—MON THRU SUN-MIDNIGHT-6 AM
1 min. flat 5.00 30 sec. flat 3.00

7. PACKAGE PLANS
I-94 EXPRESS PLAN
(Mon thru Sun 6 am-midnight)

ROS, PREEMPTIBLE:	1 ti	10 ti	20+
1 min	14	12	10
30 sec	12	10	8

Edited by William T. Haig.

WNOV

1946
MILWAUKEE

Media Code 4 251 5557 9.00
WNOV Radio Station, 3801 N. 20th St., Milwaukee, Wis. 53206. Phone 414-445-1986.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jerrel W. Jones.
General Sales Manager—J. Douglas Jones.

2. REPRESENTATIVES
Bob Dore Associates.

3. FACILITIES
250 w. days; 860 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%; time only.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10d, 11b, 12b, 13b, 14l, 15a, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 27, 28a, 29a, 33a.
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 48, 50.
Comb.; Cont. Discounts: 60i, 61a, 62d.
Cancellation: 70a, 70c, 71a, 72, 73b.
Prod. Services: 80, 81, 82

TIME RATES
Eff 3/1/75—Rec'd 4/29/75.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—Mon thru Sat 10 am-3 pm.

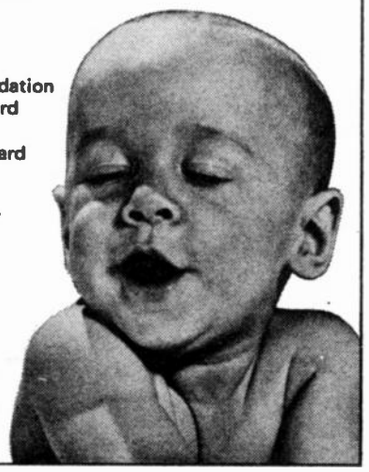
WISN Radio earned 7 of 10 awards for news, sports & public service!

Gee, aren't there any other winners in Milwaukee?

Milwaukee turns to us for the facts. WISN won the 1974 Freedom Foundation Award for "Radio Editorial" and the 1974 Northwest Broadcast News Association Awards for "Spot News" and "Radio Documentary." We swept 4 of 7 1974 radio journalism awards at the Milwaukee Press Club.

And there's more. We helped the Johnson Foundation earn the prestigious George Foster Peabody Award for "Meritorious and Superior Performance in Broadcasting" and the Freedom Foundation Award for "Public Service Programming."

WISN Radio, Award-winning Responsible Radio. That's the way it is. And that's the way it's going to stay.



WISN·1130
responsible radio

John Hinkle, Vice-Pres. & Gen. Mgr.
WISN Radio — Div. of the Hearst Corp.
759 N. 19th St. / Milwaukee, WI 53233
(414) 342-3000

6. SPOT ANNOUNCEMENTS

PER MO:	AA 1 ti	AA 12 ti	AA 18 ti	AA 24+	A 1 ti	A 12 ti	A 18 ti	A 24+
1 min	18.00	17.00	16.00	15.00	17.00	16.00	15.00	14.00
30 sec	14.40	13.60	12.80	12.00	13.60	12.80	12.00	11.20

7. PACKAGE PLANS
TAP—1/2AA, 1/2A

PER WK, EA:	12 ti	18 ti	24 ti
1 min	15.50	14.50	13.50

Any pkg of 12 spots contracted for, above TAP Plan 24 spot rate—deduct 1.00.

YRLY GROUP, 1 MIN, EA:	500x	750x	1000x
AA	16.00	15.00	14.00
A	15.00	14.00	13.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES
NEWSCASTS—ROTATED AT :60 MON THRU SAT

PER WK:	5 ti	10 ti	15 ti
Ea	34	31	29

Minimum 6 wk.
Edited by Debra M. Jackson.

WNUW (FM)

1963
MILWAUKEE

ABC-FM spot sales, inc.

RAB

Media Code 4 251 5581 9.00
Consolidated Broadcasting Corp., 200 N. Jefferson St., Milwaukee, Wis. 53202. Phone 414-272-1250.
See affiliated AM station for additional information.
AM facilities: WEMP.

STATION'S PROGRAMMING DESCRIPTION
WNUW (FM): Programmed for ages 16-34.
MUSIC: rock format featuring top albums & strictly current popular music. NEWS: every hour. Contact Representative for further details. Rec'd 10/22/73.

1. PERSONNEL
Station Manager—R. F. DeGrave.
Program Director—Ron Richards.

2. REPRESENTATIVES
ABC FM Spot Sales.

3. FACILITIES
ERP 34,000 w.; 99.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 486 ft. above average terrain

5. GENERAL ADVERTISING See coded regulations
Sold in combination with WEMP. See that listing.

TIME RATES
No. 5A Eff 2/1/74—Rec'd 1/31/74.
AAA—Mon thru Sun 3 pm-midnight.
AA—Mon thru Sun 6 am-3 pm.
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS
CLASS AAA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	14.00	12.00	11.00	10.00	8.00
30 sec	11.20	9.60	8.80	8.00	6.40
CLASS AA					
1 min	9.00	8.00	7.00	6.00	5.00
30 sec	7.20	6.40	5.60	4.80	4.00

PER YR:	AAA	AA
250 x	10	6
500 x	8	6

30 sec: 80% of 1-min.
Edited by Rik DeGrave.

WOKY

1947
MILWAUKEE

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 5605 6.00
Bartell Broadcasters, Inc., 3500 N. Sherman Blvd., Milwaukee, Wis. 53216. Phone 414-442-0150.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Ralph J. Barnes.
Program Director—Jim Brown.
Retail Sales Director—Roland Abrams.

2. REPRESENTATIVES
Blair Radio.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 920 kc. Directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15% time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 8.
Rate Protection: 10c, 11c.
Basic Rates: 22b, 23a, 24a, 25a, 29a.
Contracts: 40a, 45, 46.
Comb.; Cont. Discounts: 60k, 61c.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with Blair Represented Network.

TIME RATES
No. 25 Eff 4/1/74—Rec'd 5/8/74.
AAAA—Mon thru Sat 6-10 am & 3-7 pm.
AAA—Mon thru Sat 7 pm-midnight; Sat 10 am-3 pm; Sun all day.
AA—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	AAAA 6 ti	AAAA 12 ti	AAAA 18 ti	AAAA 24 ti	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti
1 min	70	68	66	64	59	57	55	53
30 sec	56	54	52	50	47	45	43	41
ID's	42	41	40	39	35	34	33	32
					AA			
1 min					48	46	44	42
30 sec					38	36	34	32
ID's					29	28	27	26

(Milwaukee continued on next page)

W Q F M (FM)

1958

MILWAUKEE

gci sales

A Shamrock Station

Media Code 4 251 5700 3.00

Shamrock Development Corp., 606 W. Wisconsin Ave., Milwaukee, Wis. 53203. Phone 414-276-2040.

STATION'S PROGRAMMING DESCRIPTION

WQFM (FM): Programmed for ages 18-40.
MUSIC: Adult contemporary, emphasis on current album cuts. Contact Representative for further details. Rec'd 6/19/74.

1. PERSONNEL
General Manager—Tony Smith.
Program Director—Joe Santoro.

2. REPRESENTATIVES
GCI Sales, Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.3 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 210 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contracts with exceptions.

TIME RATES

No. 2 Eff——Rec'd 2/18/75.
AAA—Mon thru Fri 2 pm-midnight; Sat 9 am-8 pm; Sun 6-10 am & 7-10 pm.
AA—Mon thru Fri 6-10 am; Mon thru Sat 10 am-2 pm & 8-10 pm; Sun 10 am-7 pm.
A—Mon thru Sun midnight-3 am; Sat 6-9 am.

6. SPOT ANNOUNCEMENTS

	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
Fixed	40	24	35	20	20	16
6 ti	35	22	30	18	15	12
12 ti	30	20	25	16	12	10
18 ti	25	18	20	14	9	7
24 ti	20	16	15	10	6	5

10 sec: 40% of 1-min.
Submitted by Tony Smith.

W R I T

1955

MILWAUKEE

A Great Trails Station

Media Code 4 251 5795 5.00

WRIT, 5407 W. McKinley Ave., Milwaukee, Wis. 53208. Phone 414-453-4130.

STATION'S PROGRAMMING DESCRIPTION

WRIT: Programmed for adults and young adults.
MUSIC: 70% golden, 30% current hits. NEWS: at :55. Sports news in drive times. Emphasis on live personalities and on-air contest/promotions. Contact Representative for further details. Rec'd 4/23/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bernie Strachota.
Director of Programming—Mark Wheeler.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights. 1340 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General. 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10c, 11c, 12c, 13c, 14c.
Basic Rates: 20b, 21d, 22b, 23a, 24a 24c, 25a, 27, 28b, 28c, 29b, 30, 33a.
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 49, 51a.
Comb.: Cont. Discounts: 60c, 60e, 62d.
Cancellation: 70d, 71a, 72, 73a, 73b.
Prod. Services: 82
FM facilities: WBCS (FM).
Affiliated with Eastman Radio Network.
Affiliated with American Contemporary Network.
Affiliated with MBS.

TIME RATES

No. 16 Eff 5/1/73—Rec'd 5/16/73.
I—Mon thru Sat 6-10 am & 3-7 pm.
II—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.
III—Mon thru Sun 5-6 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I 1 ti	I 12 ti	I 18 ti	I 24 ti	II 1 ti	II 12 ti	II 18 ti	II 24 ti
1 min	30.00	29.00	28.00	27.00	25.00	24.00	23.00	22.00
30/20	24.00	23.20	22.40	21.60	20.00	19.20	18.40	17.60
10 sec	18.00	17.40	16.80	16.20	15.00	14.40	13.80	13.20

	III 1 ti	III 12 ti	III 18 ti	III 24 ti
1 min	20.00	19.00	18.00	17.00
30/20 sec	16.00	15.20	14.40	13.60
10 sec	12.00	11.40	10.80	10.20

CONSECUTIVE WEEK DISCOUNT
52 wk—8%

7. PACKAGE PLANS
BEST BUY PLANS—2/3 A, 1/3 B

1 MIN:	30 ti	13 ti
Ea	24	27

Not combinable with Sections I, II, III.
30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES
5 min—1-1/2x applicable 1-min rate.
RATEHOLDER
Minimum wkly sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

W R K R-FM

1948

RACINE

(This is a paid duplicate of the listing appearing under Racine, Wis.)
Media Code 4 251 7528 8.00
WRAC Broadcasting Co. Inc., 2200 N. Green Bay Rd., Racine, Wis. 53405. Phones: 414-632-1627 & 552-8787.

STATION'S PROGRAMMING DESCRIPTION

WRKR-FM: Programmed for young adults 18-34.
MUSIC: current hits, album selections & past hits. 9 AIR PERSONALITIES handle all segments. NEWS: local & network hourly at :55, twice hourly in am drive. FEATURES: public affairs & community service features integrated with entertainment including editorials & documentaries. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 3/17/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard Lange.
Traffic/Billing Coord.—Sally Murphy.
Production Supervisor—Ken Bhodes.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Simulcast Mon thru Fri 6 am-local sunset; Sat & Sun until noon.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates. 20b, 24b, 24c, 25a, 26, 29a.
Contracts: 40a, 41, 45, 46.
Comb., Cont. Discounts: 60b, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/1/75—Rec'd 3/17/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30+
CLASS AAA					
1 min	13.50	10.50	9.50	8.75	8.00
30 sec	10.25	9.50	8.00	7.25	7.00
CLASS AA					
1 min	10.25	9.50	8.00	7.50	7.00
30 sec	9.00	8.50	7.00	6.25	6.00

10/15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	Per wk 6 ti	12 ti	18 ti	24 ti	30+	Per yr 520x	1040x
1 min	9.25	8.50	7.75	7.00	6.25	8.00	7.00
30 sec	8.75	8.00	7.25	6.50	5.75	7.00	6.00

ROS: Not over 50% AAA time when available.
Edited by Richard Lange.
(D-2)

W T M J

1927

MILWAUKEE

THE CHRISTAL CO.

Subscriber to the NAB Radio Code
Media Code 4 251 5890 4.00
WTMJ, Inc., 720 E. Capitol Dr., Milwaukee, Wis. 53201. Phone 414-332-9611. TWX 910-262-3141.

STATION'S PROGRAMMING DESCRIPTION

WTMJ: Programmed for adults.
MUSIC: adult contemporary. NEWS: 42 person news staff, 3 mobile units, news at :60 & :30. Stock market & traffic reports in drive time. FARM: 5-6 am. SPORTS: professional football, major league baseball, university football & basketball. Skiing, fishing & outdoor sports reports. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
President—George R. Comte.
Manager of Radio—William T. Haig.
Sales Manager—Donald R. Richards.

2. REPRESENTATIVES
The Christal Company.

3. FACILITIES
5,000 w.: 620 kc. Directional—night only.
Operating schedule: 5-2 am. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulation
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6b, 7b, 8.
Rate Protection: 10c, 12h, 13c, 14c, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 26, 27, 28b, 29a, 30, 32b.
Contracts: 40c, 41, 42a, 42c, 44b, 45, 46, 47a, 48, 51e.
Comb.: Cont. Discounts: 60b, 60c, 60e, 60i, 60k, 61b.
Cancellation: 70a, 70c, 71a, 73b.
Prod. Services: 80, 81, 82
FM facilities: WKTI (FM).
Affiliated with NBC.

TIME RATES

No. 59 Eff 8/1/71—Rec'd 4/7/75.
AAA—Mon thru Fri 6-10 am.
AA—Mon thru Fri 3-7 pm.
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun 8 am-7 pm.
B—Mon thru Sat 5-6 am; Mon thru Sun 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min 1x	AAA 1 min 300x	AAA 20/30 sec 1x	AAA 20/30 sec 300x	AA 1 min 1x	AA 1 min 300x	AA 20/30 sec 1x	AA 20/30 sec 300x
1 ti	70	66	56	53	60	58	48	46
6 ti	68	64	54	51	58	56	46	44
12 ti	66	62	53	50	56	54	45	43
18 ti	64	60	51	48	54	52	43	41
24 ti	62	58	50	47	52	50	42	40

PER WK:	A 1 min 1x	A 1 min 300x	A 20/30 sec 1x	A 20/30 sec 300x	B 1 min 1x	B 1 min 300x	B 20/30 sec 1x	B 20/30 sec 300x
1 ti	46	43	37	34	40	36	32	30
6 ti	44	41	36	33	38	34	31	29
12 ti	42	39	35	32	36	32	30	28
18 ti	40	37	34	31	34	30	29	27
24 ti	38	35	33	30	32	28	28	26

10 sec ID's: 50% of applicable 1-min rate. Can be combined with other spots for frequency and weekly quantity discounts.
WTMJ/WKTI (FM) Tandem: Any WTMJ advertiser may purchase spots on WKTI (FM) at following rates:

	AAA	AA	A	ROS
1 min	22	18	15	10
30 sec	17	14	12	8

7. PACKAGE PLANS
TOTAL AUDIENCE PLAN
Sold in multiples of 4 and scheduled within 7 days. 2 spots 6-10 am and/or 3-7 pm Mon thru Fri. 2 spots 10 am-3 pm Mon thru Fri and/or all day Sat & Sun and/or 7-8:30 pm Mon thru Fri.
Programs and Total Audience Plan spots are not combinable.

PLAN A

PER WK, EA:	4 ti	8 ti	12 ti	16 ti	20 ti
1 min	47	45	43	40	36
30 sec	38	36	34	32	30

*PLAN B

PER YR, EA:	1x	100x	200x	400+
1 min	47	43	40	36
30 sec	38	34	32	30

(*) Not combinable with Plan A.
TAP spots combinable with regular spots for frequency discounts on regular spots only. Preemptible; if missed or preempted, will be rescheduled. No credits issued.

CONVERSION
TAPS may be converted from 4 to 5 spots per plan to be scheduled: 10 am-3 pm, 7-8:30 pm Mon thru Fri; 6-am-8:30 pm Sat; 8:00 am-8:30 pm Sun. Same rates apply.

8. PROGRAM TIME RATES
A—6 am-7 pm.
B—7 pm-6 am.

A:	1 hr	55 min	1/2 hr	25 min	1/4 hr	5 min
1 x	250	225	150	125	100	80
52 x	240	215	145	120	95	75
156 x	225	205	135	115	90	70
312+	200	180	120	100	80	65

B: 50% of A.

10. SPECIAL FEATURES
A—Mon thru Sun 6 am-7 pm.
B—Mon thru Sat 5-6 am.
C—Mon thru Sun 7 pm-sign-off.
NEWS WEATHER, SPORTS & MARKETS

	5 min 1 wk	5 min 52 wk	10 min 1 wk	10 min 52 wk
CLASS A				
1 ti	88	84	110	105
2 ti	162	154	198	188
3 ti	216	204	312	297
5 ti	352	332	494	469
6 ti	423	399	594	564
CLASS B				
1 ti	68	64	84	79
2 ti	124	116	164	154
3 ti	171	159	240	225
5 ti	273	253	383	353
6 ti	327	303	459	429
CLASS C				
1 ti	54	50	68	63
2 ti	100	92	124	114
3 ti	135	123	192	177
5 ti	220	200	310	285
6 ti	264	240	372	342

DAYTIME NEWS SPECIALS

PER WK. EA:	5 ti	10 ti	15 ti
5 min or less	49	47	45

Scheduled and rotated at :30 Mon thru Fri 9:30 am-3:30 pm. Minimum scheduled 6 weeks.

SAFETYCHEK REPORTS
(6:30-9 am & 3:30-6 pm)

	1x	50x	150x	300+
Ea	71	66	64	60

Rotate Mon thru Fri during am and pm drive times. May be combined with other spots for frequency and weekly quantity discounts. Includes open & close ID plus 1 1-minute spot.

ASK YOUR NEIGHBOR—GORDON HINKLEY
Single sponsor units 11:05-11:30 am & 11:35 am-noon Mon thru Fri, per program 225.00. Includes 30-second open & close ID's plus 3 1-minute spots. Adjacent spots, applicable A rate plus 2.00 per spot.

JACK BAKER'S SPORTS GUEST PROGRAM
(9:05-10 pm Mon thru Fri)
1 min, flat.......... 18.00 30 sec, flat.......... 13.00

W T M J-FM

NOTE: The call letters of this station have been changed to:

W K T I (FM)

W Y L O

1964

JACKSON

A Universal Owned Station

(This is a paid duplicate of the listing appearing under Jackson, Wis.)
Media Code 4 251 2565 5.00
Universal Broadcasting of Milwaukee, Inc., Highland Rd., Jackson, Wis. 53037. Phones 414-353-5300, 677-3333.

1. PERSONNEL
President—Lawrence Brandon.
Vice-President—Howard Warshaw.
General Manager—Sol Radoff.

3. FACILITIES
250 w. days; 540 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15% on time: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 33a.
Contracts: 40a, 42b, 42d, 46, 47a, 51b.
Comb : Cont. Discounts: 60b, 60e, 62d.
Cancellation: 70a, 70c, 72, 73b.
Prod. Services: 80, 82.

TIME RATES

Eff 8/1/70—Rec'd 12/4/70.

6. SPOT ANNOUNCEMENTS

	1 min		1 min
1 x	11.50	260 x	9.00
26 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10.00	624 x	7.50
156 x	9.50	1248 x	7.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	95	135	170	200

8. PROGRAM TIME RATES

	1x	52x	104x	260x	312x
1 hr	105.00	97.00	90.00	82.00	75.00
1/2 hr	75.00	67.50	60.00	55.00	50.00
1/4 hr	40.00	35.00	30.00	27.50	25.00
5 min	15.00	14.00	13.00	12.00	10.00

10. SPECIAL FEATURES
NEWS HEADLINES—SPORTS SCORE BOARDS
Applicable 1-minute rate plus.......... 2.00
(D)

W Z M F (FM)

1963

MENOMONEE FALLS

Century National Sales

Media Code 4 251 6125 4.00

Falls Broadcasting Corp., Box 216, Menomonee Falls, Wis. 53051. Phone 414-251-7070.

STATION'S PROGRAMMING DESCRIPTION

WZMF (FM): Programmed for young adults and teens.
MUSIC: album rock. NEWS: 3-min network news at :15 6 am-4:15 pm. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: maximum 8 min or 12 units per hour, whichever comes first. Contact Representative for further details. Rec'd 6/30/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—R. F. Amann.
Vice-Pres. & Gen'l Sales Mgr.—George J. Beaudet.
Program Director—John Houghton.

2. REPRESENTATIVES
Century National Sales.

3. FACILITIES
ERP 3,000 w.; 98.3 mc. Quadraphonic.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b.
*Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b, 16.
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25a, 28c, 30, 31.
Contracts: 40a, 43, 45, 49, 51a, 51b.
Comb.: Cont. Discounts: 60k.
Cancellation: 70b, 72, 73a.
Prod. Services: 80, 82.
(*) 6 wks except annual contract.
Affiliated with American FM Network.

TIME RATES

No. 9 Eff 1/1/75—Rec'd 1/16/75.
AAA—Mon thru Fri 6-10 am & 3 pm-1 am; Sat & Sun 10-1 am.
AA—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

	AAA 6 ti	AAA 12 ti	AAA 18 ti	AAA 24 ti	AA 6 ti	AA 12 ti	AA 18 ti	AA 24 ti
1 min	40	38	36	34	35	32	30	28
30 sec	34	32	30	28	30	28	26	24

10 sec: 50% of 1-min.

9. PARTICIPATING PROGRAMS
All Night Show—1-6 am, 1 spot per hr, per wk 140.00.

Edited by George J. Beaudet.

W Z U U   W Z U U-FM

1947   1960

MILWAUKEE

Media Code 4 251 6150 2.00

Malrite of Wisconsin, Inc., 520 W. Capitol Dr., Milwaukee, Wis 53212. Phone 414-964-8300.
Mailing address: Box 10-G, Milwaukee, Wis. 53201.

STATION'S PROGRAMMING DESCRIPTION

WZUU: Programmed for general interest.
MUSIC: Top 29 singles & selected current gold. AIR PERSONALITIES handle all segments. NEWS: at :35, 6 am-6 pm. SPORTS: hrly. COMMERCIAL POLICY: 12 min max per hr. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
President—Milton Maltz.
Vice-Pres. & Gen'l Mgr.—William H. Luchtman.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days; 1290 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 355 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
15/0 time only: 10th of month.

(This listing continued on next page)

Milwaukee—WZUU, WZUU-FM—Cont'd

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 25b, 28c, 29a, 33a.
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 3-1/75—Rec'd 3/31/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.
A—Mon thru Sun 7 pm-midnight.
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
6 ti	34	30	29	26	24	22
12 ti	32	28	27	24	22	20
18 ti	30	26	25	22	20	18
24 ti	28	24	23	20	18	16

B—50% of A.
Fixed position: 20% of applicable rate.

7. PACKAGE PLANS
ROS, MON THRU SUN 5 AM-MIDNIGHT

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	26	24	22	20
30 sec	24	22	20	18

9. PARTICIPATING PROGRAMS
David Haines News, Mon thru Fri — 1 min 42, 30 sec 35
Minimum 13 wk.
CONSECUTIVE WEEK DISCOUNT
52 wk—5%

MONROE (1 AM; 1 FM)

Green County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WEKZ 1951 — WEKZ-FM 1959

NAB — RAB

Subscriber to the NAB Radio Code
Media Code 4 251 6175 9.00
Green County Broadcasting Corp., Schuetze Bldg., Monroe, Wis. 53566. Phone 608-325-2161.
Studio: Highway 11-81 East, Monroe, Wis. 53566. Phone 325-2161.

STATION'S PROGRAMMING DESCRIPTION
WEKZ: Farm station. General popular music.

1. PERSONNEL
General Manager—Joseph G. Urban.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
Operating schedule 6 am-local sunset daily. CST.
FM-ERP 14.860 w.; 93.7 mc.
Operating schedule: 5:30 am-10 pm daily. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
No. 6 Eff 7/74—Rec'd 7/29/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	78x	156x	260x	520x
1 min	6.00	5.70	5.35	5.00	4.65	4.30	3.95	3.60
30 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50

NEENAH

Winnebago County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

See Appleton
(including Kaukauna, Neenah-Menasha)

NEILLSVILLE (1 AM; 1 FM)

Clark County—Map Location D-6
See SRDS consumer market map and data at beginning of the State.

WCCN 1957 — WCCN-FM 1964

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 6270 8.00
Central Wisconsin Broadcasting, Inc., Wisconsin World's Fair Pavillion, Neillsville, Wis. 54456. Phone 715-743-3333.

1. PERSONNEL
Gen'l & Sta. Mgr.—Chuck Klieforth.

3. FACILITIES
5,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.
FM-ERP 100.000 w.; 107.5 mc.
Operating schedule: 6 am-10:30 pm daily. CST.
Antenna ht.: 326 ft. above average terrain.

4. AGENCY COMMISSION
15%; 10th of month.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: Farm Radio Network, Wisconsin Farm Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 9/1/73—Rec'd 10/2/73.
AA—6 am-1 pm.
A—1-10:30 pm.

6. SPOT ANNOUNCEMENTS

PER YR:	AA 1 min	AA 30 sec	A 1 min	A 30 sec
1 x	4.75	3.50	3.75	2.80
13 x	4.50	3.40	3.65	2.70
26 x	4.25	3.30	3.50	2.65
52 x	4.00	3.10	3.20	2.40
104 x	3.75	2.80	3.05	2.30
156 x	3.55	2.70	2.85	2.20
208 x	3.40	2.60	2.70	2.10
260 x	3.25	2.50	2.55	2.00
312 x	3.10	2.35	2.35	1.90
365 x	2.90	2.25	2.20	1.75
730 x	2.75	2.10	2.05	1.65

1-min and 30-sec spots may be combined to establish rate frequency if an equal number of each length spot is purchased in the schedule or more 1-min than 30-sec spots are purchased.

NEW LONDON

Waupaca County—Map Location F-6
See SRDS consumer market map and data at beginning of the state.

WLIH (FM) 1967

NAB — RAB

Media Code 4 251 6317 7.00
New London Enterprises, Inc., Box 935, New London, Wis. 54961. Phone 414-982-3000 or 779-4222.

1. PERSONNEL
General Manager—Charles Schmallenburg.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 93.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 260 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station. Bills payable 5th following month.

5. GENERAL ADVERTISING See coded regulations.
Accepts AAAA copyrighted contract.

TIME RATES
No. 7 Eff 2/1/75—Rec'd 3/10/75.

6. SPOT ANNOUNCEMENTS

PER WK, ROS:	1 ti	13 ti	26-52
1 min	8.00	7.00	6.00
30 sec	5.60	4.90	4.20

NEW RICHMOND (1 AM; 1 FM)

St. Croix County—Map Location B-5
See SRDS consumer market map and data at beginning of the State.

WIXK 1960

Subscriber to the NAB Radio Code
Media Code 4 251 6365 6.00
Smith Broadcasting Co., Inc., 125 E. 3rd St., New Richmond, Wis. 54017. Phone 715-246-2254.

STATION'S PROGRAMMING DESCRIPTION
WIXK: Station reflects WIXK and WIXK-FM programming. Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—Bob Smith.

3. FACILITIES
5,000 w. days; 1590 kc. Non-directional.
Operating schedule: 6 am-local sunset daily. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WIXK-FM.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: National AgRadio Groups, Inc., Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/27/75.

6. SPOT ANNOUNCEMENTS

ROS:	1 min	30sec
1 x	5.00	4.00
500 x	4.00	3.00

Fixed position: Extra 15%.

WIXK-FM 1969

Subscriber to the NAB Radio Code
Media Code 4 251 6366 4.00
Smith Broadcasting Co., Inc., 125 E. 3rd St., New Richmond, Wis. 54017. Phone 715-246-2254.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz. & vert.); 107.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 270 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WIXK.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Member: National AgRadio Groups, Inc.

TIME RATES
Rates are identical to WIXK. See that listing.

OCONTO (1 AM; 1 FM)

Oconto County—Map Location G-6
See SRDS consumer market map and data at beginning of the State.

WOCO 1966 — WOCO-FM 1968

NAB

Media Code 4 251 6385 4.00
Walter P. Kaszynski, Box 197, Oconto, Wis. 54153. Phone 414-834-3540.

1. PERSONNEL
Owner & Gen'l Mgr.—Walter P. Kaszynski.

3. FACILITIES
1,000 w. days; 1260 kc. Non-directional.
500 w. pre-sunrise.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.
Operating scehdule: 6 am-10 pm. CST.
Antenna ht.: 200 ft. above average terrain.
Simulcast 6-9 am, noon-1 pm & 4 pm-local sunset.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 1/1/74—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	208x	260x
1 min	3.50	3.30	3.05	2.85	2.60	2.35	2.10
30 sec	2.65	2.50	2.30	2.15	1.95	1.75	1.60

7. PACKAGE PLANS

30 DAYS:	50 ti	100 ti
1 min	90	160
30 sec	----	140

OSHKOSH (2 AM; 2 FM)

Winnebago County—Map Location F-7
See SRDS consumer market map and data at beginning of the State.

WAGO 1969

NAB

Media Code 4 251 6400 1.00
WAGO Radio, Inc., Box 437, Oshkosh, Wis. 54901. Phone 414-233-0690.

1. PERSONNEL
General Manager—Jerry Hughes.

2. REPRESENTATIVES
Michigan—Michigan Spot Sales.
William L. Hurley.

3. FACILITIES
250 w.; 690 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1b, 2b, 3d, 4a, 4c, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.
Basic Rates: 20e, 21a, 22b, 23b, 24b, 25a, 28a, 28c, 29a, 33e.
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 51c.
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62a.
Cancellation: 70a, 70c, 71a, 72, 73b
Prod. Services: 80.
Affiliated with American Entertainment Network.

TIME RATES
Eff——————Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x	312x
1 min	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	4.50	4.15	3.80	3.45	3.20	2.85
10 sec	3.00	2.80	2.60	2.40	2.20	2.00

6:30-8:30 am, noon-1 pm & 3:30-5:30 pm, extra .75.
Fixed position, extra .50.

7. PACKAGE PLANS

1-WK SATURATION:	35 ti	70 ti	140 ti
1 min	4.50	3.95	3.25
30 sec	3.00	2.50	2.00

Minimum 50, 10-sec spots 130.00.
6:30-8:30 am, noon-1 pm & 3:30-5:30 pm, extra .75.
Fixed position, extra .50.

10. SPECIAL FEATURES
5-min newscasts, sports — 7.50
Sponsorship of morning report or mid-day report — 8.00
Weather, 7 30-sec per wk, ea. — 3.00
Incl open & close plus 1 1-min spot.

	13 wk	26 wk	52 wk
Paul Harvey noon news, Mon thru Fri	8.50	7.00	6.00

WMKC 1966

NAB — RAB

Subscriber to the NAB Radio Code
Media Code 4 251 6460 5.00
Kimball Broadcasting, Inc., Box 257, Oshkosh, Wis. 54901. Phone 414-233-3030.

STATION'S PROGRAMMING DESCRIPTION
WMKC: MOR 12M-9 pm; jazz 9 pm-12M; classical 8 pm-11 pm Sun. NEWS: local & regional at 6:20, 7:20 & 8:04 am & 5:30 & 12:20 pm; national & international at :15 from network throughout broadcast day. Contact Representative for further details. Rec'd 7/26/72.

1. PERSONNEL
General Manager—Will Smith.
Product Manager—Bill Vogel.
News Manager—Rod Stetzer.

2. REPRESENTATIVES
Grant Webb & Company, Inc.

3. FACILITIES
ERP 3.000 w.; 96.7 mc.
Operating schedule: 6-1 am. CST.
Antenna ht.: 293 ft. above average terrain.

4. AGENCY COMMISSION
15% time only; monthly

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.
Basic Rates: 20a, 22a, 24b, 24c, 29a.
Contracts: 42a, 45, 48.
Comb., Cont. Discounts: 60a, 60c, 60e, 60i, 62b, 62d.
Cancellation: 70a, 70d, 71a.
Prod. Services: 82.
Commercial policy: 7 minutes per hour.
Affiliated with American FM Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 9 Eff 5/1/74—Rec'd 5/24/74.

6 SPOT ANNOUNCEMENTS

PER WK:	3 ti	6 ti	12 ti	16 ti	21 ti
1 min	5.50	4.75	4.00	3.75	3.25
30 sec	4.50	4.00	3.50	3.25	2.75

MONDAY-FRIDAY 6-9 AM

PER WK:	5 ti	10 ti	20 ti
1 min	6.00	5.00	4.50
30 sec	4.75	4.25	3.50

CONSECUTIVE WEEK DISCOUNT
52 wk—10%

7. PACKAGE PLANS
50 per wk. — 150.00

Edited by William Vogel.

WOSH
(formerly WYTL)
1966

NAB — RAB

A Midwest Family Station
Subscriber to the NAB Radio Code
Media Code 4 251 6555 2.00
Value Radio Corp., Box 1490, 2333 Bowen St., Oshkosh, Wis. 54901. Phone 414-235-3150.

STATION'S PROGRAMMING DESCRIPTION
WOSH: Programmed to general interest, especially persons 18-49.
MUSIC: contemporary. NEWS: local 3 person news team with 9 regional reporters; mobile unit & boat. SPORTS: during drive times with emphasis on outdoor activities. Current issue & sports editorials daily. Current issue tele/talk program Sun 9 pm-1 am. Contact Representative for further details. Rec'd 7/30/75.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Philip J. Robbins.
Vice-Pres. & Opr. Mgr.—Roland (Bud) McBain.
Program Director—Daniel R. Davis.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
ERP 2,450 w.; 103.9 mc.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 330 ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24b, 24c, 25b, 26, 28b, 29b, 33d.
Contracts: 44a, 44b, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
AM facilities, WYTL.

TIME RATES
Eff 8/1/75—Rec'd 7/30/75.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	30 ti
1 min	13.00	10.50	8.75
30 sec	10.40	8.40	7.00

Submitted by Philip J. Robbins. (D)

WYTL
(formerly WOSH)
1941

NAB — RAB

A Midwest Family Station
Subscriber to the NAB Radio Code
Media Code 4 251 6663 0.00
Value Radio Corp., Box 1490, 2333 Bowen St., Oshkosh, Wis. 54901. Phone 414-235-3150.

STATION'S PROGRAMMING DESCRIPTION
WYTL: Programmed for adults.
MUSIC: modern country delivered by air personalities using MOR approach. NEWS: local 3 person news team with 9 stringers; mobile car & boat. SPORTS: hrly. during drive times with emphasis on outdoor activities; fishing, boating, snowmobiling, ski information. Editorials 7x daily. Sports editorials 6x daily. Issue-oriented tele/talk program 9-10 am daily. FARM: 5-7 am & noon-12:30 pm daily. Contact Representative for further details. Rec'd 7/30/75.

1. PERSONNEL
Exec. Vice-Pres. & Gen'l Mgr.—Philip J. Robbins.
Vice-Pres. & Opr. Mgr.—Roland (Bud) McBain.
Program Director—James (Skip) Allen.

2. REPRESENTATIVES
HR/Stone Radio Representatives, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24b, 24c, 25b, 26, 28b, 29b, 33d.
Contracts: 44a, 44b, 45, 46, 48, 49, 51a, 51c.
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities: WOSH.
Member: Wisconsin Network, Inc.

TIME RATES
Eff 8/1/75—Rec'd 7/30/75.
AAA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm; Sat & Sun 9 am-1 pm.
AA—Mon thru Fri 5-6 am, 10 am-noon, 1-3 pm & 7-10 pm; Sat & Sun 5-9 am & 1-10 pm.
A—Mon thru Sun 10 pm-5 am.

6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	15.25	12.20	13.00	10.40	11.25	9.00
18 ti	12.75	10.20	10.50	8.40	8.75	7.00
30 ti	11.00	8.80	8.75	7.00	7.00	5.60

Submitted by Philip J. Robbins.

PARK FALLS (1 AM; 1 FM)

Price County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

WNBI
1958

Media Code 4 251 6650 1.00
Northland Broadcasting, Inc., Box 309, Park Falls, Wis. 54552. Phone 715-762-3221.
1. PERSONNEL
Manager—James H. Luebke.
2. REPRESENTATIVES
Grant Webb & Company, Inc.
3. FACILITIES
1,000 w.; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WNBI-FM.
4. AGENCY COMMISSION
15/0: time and talent.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
TIME RATES
No. 6 Eff 12/1/74—Rec'd 1/31/75.
A—6 am-1 pm & 5-6:30 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS
1 MINUTE

	1x	13x	26x	52x	104x	156x	260x	312x
A	5.45	5.35	5.20	5.10	4.90	4.70	4.50	4.30
B	4.80	4.50	4.30	4.15	3.90	3.75	3.60	3.40

30 SECONDS

A	4.80	4.50	4.30	4.15	3.90	3.75	3.60	3.40
B	3.75	3.65	3.45	3.15	3.00	2.90	2.75	2.60

7. PACKAGE PLANS

7-DAY IMPACT PLAN:	1 min	30 sec
10 ti	5.10	4.15
20 ti	4.90	3.90

WNBI-FM
1968

Media Code 4 251 6651 9.00
Northland Broadcasting, Inc., Box 309, Park Falls, Wis. 54552. Phone 715-762-3221.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.500 w.; 98.3 mc.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: 250 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WNBI.
TIME RATES
Rates are identical to WNBI. See that listing.

PLATTEVILLE (1 AM; 1 FM)

Grant County—Map Location D-9
See SRDS consumer market map and data at beginning of the State

WSWW 1955 — WSWW-FM 1966

RAB

Subscriber to the NAB Radio Code
Media Code 4 251 6745 9.00
The Southwest Wisconsin Co., Inc., Box 1, Radio Park, N. 4th St., Platteville, Wis. 53818. Phone 608-348-2775.
1. PERSONNEL
Pres. & Gen'l Mgr.—Robert J. Bodden.
2. REPRESENTATIVES
PRO/Meeker Radio.
3. FACILITIES
1,000 w. days; 500 w. nights; 1590 kc.
Directional—night only.
Operating schedule: 6 am-10:30 pm. CST.
FM-ERP 3,000 w.; 107.1 mc. Stereo.
Operating schedule: 5:30 am-7:30 pm. CST.
Antenna ht.: 1,226 ft. above average terrain.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Affiliated with The Rep Network.
Member: Farm Radio Network.
TIME RATES
Eff 11/74—Rec'd 12/2/74.
AA—Noon-1 pm.
A—6-9 am.
6. SPOT ANNOUNCEMENTS

30 SEC:	1x	39x	78x	156x	312x
AA	5.50	5.00	4.50	4.00	3.50
A	4.50	4.00	3.50	3.25	3.00
All other	4.00	3.50	3.25	3.00	2.75

1 min per spot, extra 1.50.
7. PACKAGE PLANS
SATURATION PLANS—WITHIN 10 DAYS

EA:	6 ti	12 ti	25 ti	40 ti	60 ti	75 ti
30 sec	3.25	3.00	2.75	2.50	2.25	2.00
15 sec	2.75	2.50	2.25	2.00	1.75	1.50

10. SPECIAL FEATURES

SPECIAL, SUN ONLY:	10 ti	15 ti
Ea	2.00	1.75

TIME SIGNALS
Minimum 150, ea. 1.75 Minimum 300, ea. 1.50

PLYMOUTH

Sheboygan County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WPLY
1954

Media Code 4 251 6840 8.00
WPLY, Inc., Box 420, Plymouth, Wis. 53073. Phone 414-893-2661.
Other Office: 1922 N. 4th St., Sheboygan, Wis. Phone 414-467-4891.
1. PERSONNEL
General Manager—Dalton C. Hille.
2. REPRESENTATIVES
PRO Time Sales, Inc.
3. FACILITIES
500 w. days; 1420 kc. Non-directional.
Operating schedule: 5 am-local sunset. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
No. 5 Eff 4/15/74—Rec'd 4/19/74.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—Mon thru Sat 9 am-3 pm.
B—All other times.
6. SPOT ANNOUNCEMENTS

	1x	51x	101x	157x	300x
CLASS AA					
1 min	6.75	6.25	5.75	5.00	4.25
30 sec	5.00	4.75	4.50	3.50	3.00
15 sec	3.50	3.30	3.10	2.75	2.45
CLASS A					
1 min	6.50	6.00	5.50	4.00	3.25
30 sec	4.50	4.25	4.00	3.25	2.75
15 sec	3.00	2.80	2.60	2.30	2.15
CLASS B					
1 min	5.75	5.25	4.75	3.25	2.75
30 sec	4.00	3.75	3.50	3.00	2.25
15 sec	2.50	2.25	2.00	1.75	1.60

7. PACKAGE PLANS

PER WK, ROS, BTA:	1 min	30 sec	15 sec
1 ti	4.00	3.25	2.30
30 +	3.25	2.75	2.10
ANNUAL PACK, 600+ TI:			
AA	4.00	2.75	2.20
A	3.00	2.60	2.00
B	2.50	2.00	1.45

10. SPECIAL FEATURES
20/20 NEWS/SPORTS
3-5 min news/sports, 30-sec spot minimum, extra .50.
(CB)

PORTAGE (1 AM; 1 FM)

Columbia County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WPDR
1952

Media Code 4 251 6935 6.00
Kramer Broadcasting, Inc., Box 388, Portage, Wis. 53901. Phone 608-742-2350.
STATION'S PROGRAMMING DESCRIPTION
WPDR: Popular music, local news, farm, sports.
1. PERSONNEL
Pres. & Gen'l Mgr.—Ed Kramer.
3. FACILITIES
1,000 w. days; 1350 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WPDR-FM.
4. AGENCY COMMISSION
15%.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: National Ag Radio Groups, Inc.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/74—Rec'd 7/30/74.
6. SPOT ANNOUNCEMENTS

30 DAYS:	1 ti	25 ti	51 ti	135 ti
1 min	6	5	4	3
30 sec	5	4	3	2
10 sec	4	3	2	2

1 WK BLITZ:	15 ti	30 ti	65 ti
1 min	5	4	3
30 sec	4	3	2
10 sec	3	2	2

6-8 am & noon-1 pm, extra 1.00.
10. SPECIAL FEATURES
Newscasts—extra 1.00.
Radio exchange/Partyline—9-11 am, extra .50.

WPDR-FM
1966

Media Code 4 251 6936 4.00
Kramer Broadcasting, Inc., Box 388, Portage, Wis. 53901. Phone 608-742-2350.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 100.1 mc.
Operating schedule: 5 am-11 pm. CST.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WPDR.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Entertainment Network.
Affiliated with KBS.
Member: National Ag Radio Groups, Inc.
TIME RATES
Rates are identical to WPDR. See that listing.
Edited by Ed Kramer.

PORT WASHINGTON (1 AM; 1 FM)

Ozaukee County—Map location G-8
See SRDS consumer market map and data at beginning of the State.

WGLB
1969

Media Code 4 251 7030 5.00
WGLB Inc., Box 347, Port Washington, Wis. 53074. Phones 414-284-2666, 377-4400.
STATION'S PROGRAMMING DESCRIPTION
WGLB: Programmed for adults.
1. PERSONNEL
General Manager—Howard J. Fuys.
3. FACILITIES
250 w. days; 1560 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WGLB-FM.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 8/22/74.
6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	4.75	4.50	4.25	4.00	3.50
30 sec	3.50	3.25	3.00	2.75	2.25

15 sec: Flat 2.50.
6-9 am & 3-6 pm, per spot extra 1.00.
10. SPECIAL FEATURES
5-min newscasts—1-min rate plus 2.50.

WGLB-FM
1969

Media Code 4 251 7031 3.00
WGLB Inc., Box 347, Port Washington, Wis. 53074. Phones 414-284-2666, 377-4400.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w.; 100.1 mc.
Operating schedule: 6 am-midnight.
Antenna ht.: 196 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WGLB.
4. AGENCY COMMISSION
None; all rates net to station.
TIME RATES
Eff——Rec'd 1/28/75.
6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
1 ti	4.00	3.00	1.75

POYNETTE

Columbia County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

WIBU
1925

NAB — RAB

Media Code 4 251 7125 3.00
Community Service Radio, Inc., Poynette, Wisc. 53955. Phone 608-251-3955.
STATION'S PROGRAMMING DESCRIPTION
WIBU: Farm markets & reports—5:30-7 am; 12-1 pm; 4-7 pm. SPORTS: local, pro & college. News & weather. MUSIC: general popular. Contact Representative for further details. Rec'd 6/18/73.
1. PERSONNEL
Pres. & Gen'l Mgr.—Thomas R. Holter.
General Sales Manager—Victor M. Aime.
Farm Director—Frank Mayfield.
2. REPRESENTATIVES
Gene Bolles Company.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 5 am-midnight. CST.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10a, 15b, 15d.
Basic Rates: 20b, 22a, 24c, 25a, 28c.
Contracts: 40a, 41, 44b, 46.
Comb.; Cont. Discounts: 60f, 60i.
Cancellation: 70b, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
FM facilities: WLVE (FM), Baraboo.
Affiliated with MBS.
Member: Wisconsin Network, Inc., The Groskin Group.
TIME RATES
Eff 7/1/73—Rec'd 6/1/73.
AA—Mon thru Sun 3-7 pm & noon-1 pm; Mon thru Sat 5:30-9 am.
A—All other times.
6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 wk	AA 13 wk	AA 26 wk	AA 52 wk	A 1 wk	A 13 wk	A 26 wk	A 52 wk
6 ti	10.00	9.50	9.00	8.00	8.50	8.00	7.00	6.50
12 ti	9.00	8.50	8.00	7.25	8.00	7.50	6.75	6.25
24 ti	8.50	7.50	7.00	6.50	7.50	7.00	6.00	5.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
Submitted by Tom Holter.

PRAIRIE DU CHIEN (1 AM; 1 FM)

Crawford County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WPRE
1952

Subscriber to the NAB Radio Code
Media Code 4 251 7220 2.00
Prairie Broadcasting Co., Box 90, N. Villa Louis Rd., Prairie du Chien, Wis. 53821. Phone 608-326-2411.
1. PERSONNEL
Pres. & Gen'l Mgr.—Walter C. Schlaugat, Jr.
2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
3. FACILITIES
1,000 w. days; 980 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WPRE-FM.
4. AGENCY COMMISSION
15% time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Wisconsin Farm Broadcasting Network.
TIME RATES
Eff ——Rec'd 5/28/74.
A—6-9 am & 11:59 am-1 pm.
6. SPOT ANNOUNCEMENTS
1 min 4.00 30 sec/less 3.60
A: extra .25.

WPRE-FM
1969

Subscriber to the NAB Radio Code
Media Code 4 251 7221 0.00
Prairie Broadcasting Co., Box 90, Prairie du Chien, Wis. 53821. Phone 608-326-2411.
See affiliated AM station for additional information.
3. FACILITIES
ERP 3.000 w. (horiz.), 3.000 w. (vert.); 94.3 mc.
Operating schedule: 6 am-11 pm. CST.
Antenna ht.: 46 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WPRE.
TIME RATES
Rates are identical to WPRE. See that listing.

RACINE (2 AM; 2 FM)

Racine County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WFNY (FM)
1962

NAFMB

Media Code 4 251 7315 0.00
Lakeshore Broadcasting Corp., Box 565, 5720 Taylor Ave., Racine, Wis. 53401. Phone 414-554-8626.
STATION'S PROGRAMMING DESCRIPTION
WFNY (FM): Programmed for adults.
MUSIC: standards 6-9 am, 3 vocals per hour. 1 group vocal per hour, 9 am-6 pm. Instrumental music 6 pm-sign-off. NEWS: at :60 & :30 with time & temperature, also 5-min every 2 hrs after 9 am. 2 man staff, AP. 5-min capsule talk shows. Business news with inclusion of 1-min. local stock reports at :15. Rec'd 7/2/73.
1. PERSONNEL
Pres. & Gen'l Mgr.—Jerome P. Feeney.
3. FACILITIES
ERP 3,000 w.; 92.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 273 ft. above average terrain.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
General: 2a, 2b, 3a, 4a, 5, 6a.
Rate Protection: 15b.
Basic Rates: 20b, 21a, 23a, 24b.
Contracts: 40a, 45.
Comb.; Cont. Discounts: 60d, 60e.
Cancellation: 70e, 71a.
TIME RATES
Eff 9/1/74—Rec'd 8/30/74.
6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	7.50	7.00	6.50	6.00	5.50
30 sec	6.50	6.00	5.50	5.00	4.50

8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	5 ti
1 hr	48.00	44.00	42.00	39.00
1/2 hr	33.00	30.00	28.00	25.00
1/4 hr	18.00	17.00	16.00	14.00
5 min	10.00	9.50	9.00	8.50

WRJN
1926

Media Code 4 251 7505 6.00
Sentry Broadcasting Corp., Radio Park, 4201 Victory Ave., Racine, Wis. 53405. Phone 414-634-3311.
STATION'S PROGRAMMING DESCRIPTION
WRJN: Programmed for general interest.
MUSIC: MOR, top 40 & standards. AIR PERSONALITIES handle all segments. Women's phone talk show 9-10 am. NEWS: 5 min local at :55 & :25; network at :60; extended newscasts 6:30, 7:30 am, 12:15 & 10 pm. SPORTS: high school & college football & basketball, pro basketball, auto racing. Rec'd 1/29/74.
1. PERSONNEL
President—Peter A. Barnard.
Station Manager—W. P. Gumm, Jr.
Program Director—James L. Sorensen.
3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 5:30 am-midnight. CST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 15b.
Basic Rates: 20b, 24b, 25a, 26, 28a, 29a.
Contracts: 40a, 41, 45, 46, 47a.
Comb.; Cont. Discounts: 60b, 61a.
Cancellation: 70a, 70c, 71a, 73a.
Affiliated with American Information Network.
Member: Wisconsin Network, Inc., Farm Radio Network.
TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 10/1/74—Rec'd 10/28/74.
6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	9.25	8.50	8.25	7.75	7.50
30 sec	7.75	7.00	6.75	6.25	6.00

8. PROGRAM TIME RATES

PER WK:	1/2 hr	1/4 hr	5 min
1 x	60	30	15

(Racine continued on next page)

WISCONSIN

Racine—Continued

WRKR
1949

Media Code 4 251 7527 0.00
WRAC Broadcasting Co., Inc., 2200 N. Green Bay Rd., Racine, Wis. 53405. Phone 414-632-1627.
See affiliated FM station for additional information.

3. FACILITIES
500 w. days; 1460 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. For simulcast facilities see WRKR-FM.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.

TIME RATES

Simulcast, see WRKR-FM for rates.

WRKR-FM
1948

Media Code 4 251 7528 3.00
WRAC Broadcasting Co. Inc., 2200 N. Green Bay Rd., Racine, Wis. 53405. Phones: 414-632-1627 & 552-8787.

STATION'S PROGRAMMING DESCRIPTION
WRKR-FM: Programmed for young adults 18-34. MUSIC: current hits, album selections & past hits. 9 AIR PERSONALITIES handle all segments. NEWS: local & network hourly at :55, twice hourly in am drive. FEATURES: public affairs & community service features integrated with entertainment including editorials & documentaries. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 3/17/75.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Richard Lange.
Traffic/Billing Coord.—Sally Murphy.
Production Supervisor—Ken Rhodes.

2. REPRESENTATIVES
Jack Masla & Co., Inc.

3. FACILITIES
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 500 ft. above average terrain.
Partial simulcast operation. Simulcast Mon thru Fri 6 am-local sunset; Sat & Sun until noon.

4. AGENCY COMMISSION
15% time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates. 20b, 24b, 24c, 25a, 26, 29a.
Contracts: 40a, 41, 45, 46.
Comb., Cont. Discounts: 60b, 60f, 61a.
Cancellation: 70a, 70c, 71a, 73a, 73b.
Affiliated with American Contemporary Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 4 Eff 4/1/75—Rec'd 3/17/75.
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	16 ti	24 ti	30+
CLASS AAA					
1 min	13.50	10.50	9.50	8.75	8.00
30 sec	10.25	9.50	8.00	7.25	7.00
CLASS AA					
1 min	10.25	9.50	8.00	7.50	7.00
30 sec	9.00	8.50	7.00	6.25	6.00

10/15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	Per wk 6 ti	12 ti	16 ti	24 ti	30+	Per yr 520x	1040x
1 min	9.25	8.50	7.75	7.00	6.25	8.00	7.00
30 sec	8.75	8.00	7.25	6.50	5.75	7.00	6.00

ROS: Not over 50% AAA time when available.
Edited by Richard Lange.

(D-2)

REEDSBURG (1 AM; 1 FM)

Sauk County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WRDB
1954

Media Code 4 251 7600 5.00
Sauk Broadcasting Corp., Box 309, Reedsburg, Wis. 53959. Phone 608-524-2321.

1. PERSONNEL
General Manager—Charles N. Gill.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract
Affiliated with American Information Network.
Member: Wisconsin Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 10/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	150x	250x	500x
30 sec	3.50	3.25	2.75	2.50	2.25
1 min	4.50	4.25	3.75	3.50	3.25

WRDB-FM
1967

Media Code 4 251 7601 3.00
Sauk Broadcasting Corp., Box 309, Reedsburg, Wis. 53959. Phone 608-524-2321.
See affiliated AM station for further information.

3. FACILITIES
ERP 3,000 w.; 104.9 mc.
Operating schedule: 8 am-midnight. CST.
Antenna ht.: 227 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Eff 10/1/74—Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

PER WK:	Open	10 ti	25 ti
1 min	2.00	1.50	1.25

RHINELANDER (1 AM; 1 FM)

Oneida County—Map Location E-4
See SRDS consumer market map and data at beginning of the State.

WOBT
1947

NAB

WRHN (FM)
1947

RAB

Subscriber to the NAB Radio Code

Media Code 4 251 7695 5.00
Oneida Broadcasting Co., Box 738, Rhinelander, Wis. 54501. Phone 715-362-6140.

STATION'S PROGRAMMING DESCRIPTION
WOBT: Programmed for general interest.

1. PERSONNEL
General Manager—Robert E. O'Brien.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
1,000 w.; 1240 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
FM-ERP 25,000 w.; 107.9 mc. Stereo.
Operating schedule: Same as AM.
Antenna ht.: 385 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net charges for time; net 10 days.

5. GENERAL ADVERTISING See coded regulations
Does not accept AAAA copyrighted contract.
Affiliated with NBC.
Affiliated with The Rep Network.

TIME RATES
Eff 5/1/70—Rec'd 4/6/70.

6. SPOT ANNOUNCEMENTS

PER WK. FIXED:	1-6 ti	12 ti	18 ti	24 ti	30 ti
1 MINUTE					
1 wk	5.25	5.00	4.75	4.50	4.25
13 wk	5.00	4.75	4.50	4.25	4.00
26 wk	4.75	4.50	4.25	4.00	3.75
52 wk	4.50	4.25	4.00	3.75	3.50
30 SECONDS					
1 wk	4.00	3.75	3.50	3.25	3.00
13 wk	3.75	3.50	3.25	3.00	2.75
26 wk	3.50	3.25	3.00	2.75	2.50
52 wk	3.25	3.00	2.75	2.50	2.25

ROS: 10% discount.

RICE LAKE

Barron County—Map Location C-5
See SRDS consumer market map and data at beginning of the State

WJMC
1939

NAB

Media Code 4 251 7700 4.00
WJMC, Inc., Box 352, Rice Lake, Wis. 54868. Phone 715-234-2131.

1. PERSONNEL
Station Manager—Carl Klauss.

2. REPRESENTATIVES
PRO/Meeker Radio.
Western States—Bill Dahlsten & Associates.
Minneapolis—William L. Hurley.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 6:00 am-11:00 pm weekdays; 8:00 am-11:00 pm Sun. CST.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Affiliated with The Rep Network.
Member: Wisconsin Network, Inc., National AgRadio Groups, Inc., Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 1/31/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	312x	600x	1200x
1 min	5.95	5.75	5.00	4.50	3.50
30 sec	4.95	4.80	4.20	3.80	3.00

7. PACKAGE PLANS
QUICKIE PACKAGES—ROS—WITHIN 10 DAYS

	1 min 7 ti	12 ti	20 ti	30 sec 9 ti	14 ti	25 ti
Cost	32.20	46.80	70.00	27.00	37.10	50.00

RICHLAND CENTER
(1 AM; 1 FM)

Richland County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WRCO
1949

WRCO-FM
1965

Media Code 4 251 7885 2.00
Richland Broadcasting Corp., Box 529, 2111 Bohman Dr., Richland Center, Wis. 53581. Phone 608-647-2111.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Peter Athanas.

3. FACILITIES
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.
Operating schedule: 5:30 am-11:00 pm. CST.
FM FACILITIES
ERP 3,000 w.; 100.9 mc.
Antenna ht.: 241 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/1/74—Rec'd 3/21/74.
AA—5:30 am-1:30 pm & 4-6 pm. All newscasts & weather casts.
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	156x	260x	312x
CLASS AA							
1 min	5.80	5.65	5.30	5.10	4.80	4.55	4.05
30 sec	4.35	4.25	4.10	3.95	3.75	3.55	3.35
CLASS A							
1 min	4.90	4.75	4.40	4.20	3.90	3.65	3.15
30 sec	4.00	3.90	3.75	3.60	3.40	3.20	3.00

7. PACKAGE PLANS

ROS:	30 sec	1 min
30 ti (1 wk)	2.75	3.25
60 ti (2 wks)	2.55	3.05
90 ti (3 wks)	2.35	2.85
120 ti (4 wks)	2.25	2.75

RIPON (1 AM; 1 FM)

Fond du Lac County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

WCWC
1957

NAB

WCWC-FM
1964

RAB

Subscriber to the NAB Radio Code

Media Code 4 251 7980 1.00
Greycote, Inc., Box 156, Radio Road, Ripon, Wis. 54971. Phone 414-748-5111.

1. PERSONNEL
Operations Manager—Paul E. Veleke.

2. REPRESENTATIVES
Hal Walton Co.

3. FACILITIES
5,000 w.; 1600 kc. Directional.
Operating schedule: 5 am-midnight. CST.
FM-ERP 3,000 w.; 95.9 mc.
Operating schedule: Same as AM.
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION
15/0 net time and talent; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Wisconsin Farm Broadcasting Network.

TIME RATES
Eff 11/1/74—Rec'd 9/27/74.

6. SPOT ANNOUNCEMENTS

	1x	25x	50x	100x	250x	500x	1000x
1 min	9.12	8.29	7.71	7.12	6.41	5.29	3.71
30 sec	6.35	5.77	5.41	5.00	4.47	3.71	2.59

15 sec: 50% of 1-min.

RIVER FALLS (1 AM; 1 FM)

Pierce County—Map Location B-6
See SRDS consumer market map and data at beginning of the State.

WEVR
1969

WEVR-FM
1970

Subscriber to the NAB Radio Code

Media Code 4 251 8000 7.00
Hanten Broadcasting Co., Inc., Radio Rd., River Falls, Wis. 54022. Phone 715-425-8111.

STATION'S PROGRAMMING DESCRIPTION
WEVR: Programmed for all audiences.

1. PERSONNEL
Pres. & Gen'l Mgr.—Jack Hanten.

3. FACILITIES
1,000 w.; 1550 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 306 ft. above average terrain.
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 5/2/74—Rec'd 6/7/74.
AAA—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.
AA—Mon thru Sat 9 am-noon & 1-3 pm; Sun 6 am-6 pm.
A—Mon thru Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER YR:	1 min AAA	*AA	A	30 sec AAA	*AA	A
1 x	5.50	4.50	3.50	4.40	3.60	2.80
52 x	5.30	4.30	3.30	4.25	3.45	2.65
104 x	5.20	4.20	3.20	4.15	3.35	2.55
156 x	5.10	4.10	3.10	4.10	3.30	2.50
260 x	5.00	4.00	3.00	4.00	3.20	2.40
312 x	4.90	3.90	2.90	3.90	3.10	2.30
520 x	4.80	3.80	2.80	3.85	3.05	2.25
780 x	4.70	3.70	2.70	3.75	2.95	2.15
1040 x	4.50	3.50	2.50	3.60	2.80	2.00

(*) BTA.
BTA scheduled 1/3AAA, AA, A as available.
10/15 sec: 80% of 30-sec.

SAUK CITY

Sauk County—Map Location E-8
See SRDS consumer market map and data at beginning of the State.

WVLR (FM)
1964

Media Code 4 251 8025 4.00
Sauk-Prairie Radio, Inc., 907 John Adams St., Sauk City, Wis. 53583. Phone 608-643-3375.

1. PERSONNEL
General Manager—Thomas F. Clark.

3. FACILITIES
ERP 3,000 w.; 96.7 mc. Stereo.
Operating schedule: 6 am-10 pm. CST.
Antenna ht.: ————.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff ————Rec'd 9/27/74.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec		1 min	30 sec
1 x	4.00	3.20	312 x	2.60	2.10
26 x	3.75	3.00	500 x	2.30	1.70
52 x	3.50	2.80	1000 x	2.00	1.60
104 x	3.25	2.60	1500 x	1.80	1.40
156 x	3.00	2.40	2000 x	1.50	1.20

7. PACKAGE PLANS

DAYS:	5 ti	10 ti	20 ti	30 ti	50 ti	100 ti
	2	2	4	5	7	14
30 sec	15.00	28.00	50.00	67.50	100.00	150.00

SHAWANO (1 AM; 1 FM)

Shawano County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WTCH
1948

Media Code 4 251 8075 9.00
Shawano Co., Leader Publishing Co., Box 489, 107 E. Green Bay St., Shawano, Wis. 54166. Phone 715-526-2121.

1. PERSONNEL
General Manager—J. P. Donald.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w.; 960 kc. Directional—nightime only.
Operating schedule: 5 am-10 pm. CST.

4. AGENCY COMMISSION
15/0 time only; 15 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA conyrighted contract.
Affiliated with KBS.

TIME RATES
Eff ————Rec'd 9/30/74.
A—6-8:30 am, 11:30 am-1:15 pm & 5-7 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
CLASS A						
1 min	8.25	7.50	6.50	6.00	5.50	5.00
30 sec	7.50	6.50	6.00	5.50	4.75	4.00
CLASS B						
1 min	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	5.50	5.00	4.50	4.00	3.50	3.00

WTCH-FM
1966

Media Code 4 251 8076 7.00
Shawano Co., Leader Publishing Co., Box 489, 107 E. Green Bay St., Shawano, Wis. 54166. Phone 715-526-2121.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w.; 100.1 mc.
Antenna ht.: 210 ft. above average terrain.

TIME RATES
No. 1 Eff 12/1/66—Rec'd 11/14/66.

6. SPOT ANNOUNCEMENTS

1 x	5.00	52 x	2.50
13 x	3.50	104 x	2.00
26 x	3.00		

SHEBOYGAN (2 AM; 1 FM)

Plus 1 paid cross reference.
Sheboygan County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WHBL
1926
WALTON BROADCASTING SALES CORP.

NAB

Media Code 4 251 8170 8.00
Sheboygan County Broadcasting Co., Inc., Box 27, Sheboygan, Wis. 53081. Phone 414-458-2107.

1. PERSONNEL
Pres. & Gen'l Mgr.—Michael R. Walton.
Sales Manager—Bob Lardie.
Program Director—Howard Stieber.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
5,000 w. days, 1,000 w. nights; 1330 kc. Directional.
Operating schedule: 5:25-1 am. CST.

4. AGENCY COMMISSION
15/0 time only: 15th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3c 3d, 4a, 5, 6a, 7a.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25b, 25c, 26, 28a, 28c, 29a, 29b.
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 62b.
Cancellation: 70a, 70b, 70e, 71a, 72, 73b.
Prod. Services: 80, 82.
Affiliated with American Entertainment Network.
Member: Farm Radio Network, Wisconsin Farm Broadcasting Network.

TIME RATES
Eff ———— Rec'd 9/30/74.

6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	12.50	12.00	11.75	11.50	11.25	10.50
13 wk	12.00	11.50	11.25	11.00	10.75	10.00
26 wk	11.50	11.00	10.75	10.50	10.25	9.50
52 wk	11.00	10.50	10.25	10.00	9.75	9.00

30 sec: 80% of 1-min. 15 sec/less: 50% of 1-min.

WHBL-FM
1972
Media Code 4 251 8171 6.00
Sheboygan County Broadcasting Co., Inc., Box 27, Sheboygan, Wis. 53081. Phone 414-458-2107.
See affiliated AM station for additional information.

3. FACILITIES
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.
Operating schedule: 6-1 am. CST.
Antenna ht.: 240 ft. above average terrain.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1 Eff 2/1/73—Rec'd 3/3/72.

6. SPOT ANNOUNCEMENTS

1 MIN, FIXED:	7 ti	14 ti	21 ti	28 ti	35+
13 wk	4.25	3.85	3.50	3.15	3.00
26 wk	4.05	3.65	3.25	3.00	2.85
52 wk	3.80	3.45	3.15	2.75	2.00

30 sec: 80% of 1-min.
ROS: Deduct 10%.

7. PACKAGE PLANS

ROS:	10 ti	15 ti	25 ti	35 ti	50 ti
1 min	4.65	4.25	3.85	3.50	3.15

Within 7 days. Not combinable.

WKTS
1956
Media Code 4 251 8265 6.00
First Sheboygan Corp., 814 N. 8th St., Sheboygan, Wis. 53081. Phone 414-457-5561.

STATION'S PROGRAMMING DESCRIPTION
WKTS: Adult contemporary programming.
MUSIC: popular songs and past hits. NEWS: network & local. Headlines at :00, 5 min reports at :15. Expanded newscasts at 7:15, 8:15 am & 12:15 pm. Coverage of seasonal sporting & recreational activities. Emphasis on air personalities, local news & public affairs. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL
President—Steven T. Moravec.
Vice-Pres. & Gen'l Mgr.—Michael C. Steele.
Operations Director—John Harlow.

2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES
500 w. days; 950 kc. Directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28c, 29a.
Contracts: 40a, 41, 44a, 46, 47a, 51a, 51b.
Comb.: Cont. Discounts: 60b, 60e, 61a.
Cancellation: 70b, 70d, 71a, 72, 73a.
Prod. Services: 80, 82.

TIME RATES
No. 8 Eff 1/74—Rec'd 2/12/74.

6. SPOT ANNOUNCEMENTS

1 MINUTE	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	8.00	7.50	7.00	6.50	6.00	5.50
13 wk	7.50	7.00	6.50	6.00	5.50	5.00
26 wk	7.00	6.50	6.00	5.50	5.00	4.50
52 wk	6.50	6.00	5.50	5.00	4.50	4.00
30 SECONDS						
1 wk	6.40	6.00	5.60	5.80	4.80	4.40
13 wk	6.00	5.60	5.20	4.80	4.40	4.00
26 wk	5.60	5.20	4.80	4.40	4.00	3.60
52 wk	5.20	4.80	4.40	4.00	3.60	3.20

Fixed position, extra 10%.

WPLY
PLYMOUTH
City of license, Plymouth, Wisc.
Sheboygan—1922 N. 4th St., Sheboygan, Wisc. Phone 414-467-4891.
See listing under Plymouth, Wisc.

SHELL LAKE
Washburn County—Map Location C-4
See SRDS consumer market map and data at beginning of the State.

WCSW
1967

NAB

Subscriber to the NAB Radio Code.
Media Code 4 251 8312 6.00
Charles R. Lutz, 108 6th Ave., W., Shell Lake, Wis. 54871. Phone 715-468-2123.

1. PERSONNEL
Owner—Charles R. Lutz.

3. FACILITIES
1,000 w.; 940 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

TIME RATES
Eff ———— Rec'd 7/11/75.

6. SPOT ANNOUNCEMENTS

	1x	52x	100x	300x	600x	900x	1200x
1 min	5.40	5.35	5.15	4.80	4.50	3.30	3.00
	1x		26x	52x	104x	260x	520x
30 sec	3.40	3.10	2.90	2.70	2.60	2.30	

7. PACKAGE PLANS

WITHIN 10 DAYS:	10 ti	20 ti	30 ti	50 ti
1 min	42.00	72.00	81.60	132.50

	30 sec			10 sec		
	7 ti	12 ti	25 ti	15 ti	30 ti	40 ti
Cost	21.00	32.40	60.00	36.00	69.00	86.00

Submitted by Pam Lindemann.

SPARTA (1 AM; 1 FM)
Monroe County—Map Location D-7
See SRDS consumer market map and data at beginning of the State

WCOW 1951 — WCOW-FM 1960

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 8360 5.00
Sparta-Tomah Broadcasting Co., Inc., 209 E. Main St., Sparta, Wis. 54656. Phone 608-269-2207.
Other Studio—1010-1/2 Superior Ave., Tomah, Wis. Phone 372-6555.

STATION'S PROGRAMMING DESCRIPTION
WCOW: Programmed for general interest.

1. PERSONNEL
Pres. & Gen'l Mgr.—John D. Rice.

2. REPRESENTATIVES
New York—Hal Walton Co.

3. FACILITIES
5,000 w days; 1290 kc. Non-directional.
Operating schedule: 5:30 am-local sunset. CST.
FM-ERP 50,000 w. (horiz.); 25,000 w. (vert.); 97.1 mc. Stereo.
Operating schedule: 5:30 am-midnight.
Antenna ht.: 388 ft. above average terrain.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS and KBS.
Member: Wisconsin Farm Broadcasting Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 6 Eff 11/1/74—Rec'd 10/15/74.

6. SPOT ANNOUNCEMENTS

WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	40 ti	50 ti
1 min	5.00	4.85	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.50	4.40	4.25	4.10	3.85	3.60	3.50	3.00
10 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.60	1.50

(CR)

STEVENS POINT (1 AM; 1 FM)
Plus 1 paid cross reference.
Portage County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WFHR
WISCONSIN RAPIDS
City of license—Wisconsin Rapids, Wis.
Stevens Point office: Box 303, 1015-A Main St., Stevens Point, Wis. 54481. Phone 715-344-3181.
See listing under Wisconsin Rapids, Wis.

WSPT 1948 — WSPT-FM 1961
Media Code 4 251 8455 3.00
Stevens Point Broadcasting Co., Box 247, 500 Division St., Stevens Point, Wis. 54481. Phone 715-341-1300.

1. PERSONNEL
General Manager—James P. Schuh.

3. FACILITIES
1,000 w. days; 1010 kc. Non-directional.
Operating schedule: 5:30 am-midnight. CST.
FM-ERP 50,000 w.; 97.9 mc.
Operating schedule: Same as AM.

4. AGENCY COMMISSION
15/0 time.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
Eff 6/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	11.00	10.00	9.00	8.00	7.00
30 sec	8.80	8.00	7.20	6.40	5.60

STURGEON BAY
Door County—Map Location H-6
See SRDS consumer market map and data at beginning of the State.

WDOR
1947

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 8550 1.00
Door County Broadcasting Co., Inc., 800 S. 15th Ave., Sturgeon Bay, Wis. 54235. Phone 414-743-4411.

1. PERSONNEL
Pres., Gen'l. & Sales Mgr.—Edward D. Allen, Jr.

3. FACILITIES
1,000 w. days; 910 kc. Non-directional.
Operating schedule: 5:45 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
Eff 8/1/75—Rec'd 7/28/75.

8. SPOT ANNOUNCEMENTS

	7-8 AM & 11 AM-1 PM					
WK, EA:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
1 min	8.00	14.00	18.75	23.60	27.50	30.00
6 MO/LESS, ROS:	2 ti	15 ti	30 ti	60 ti	120+	
1 min	6.90	5.50	5.25	4.85	4.25	
30 sec	4.85	4.55	3.85	3.60	3.30	
ROS, EA:				2 ti	30+	
15 sec				3.50	3.00	

SUN PRAIRIE
Dane County—Map Location E-9
See SRDS consumer market map and data at beginning of the State.

WYXE (FM)
1972
Media Code 4 251 8597 2.00
Total Radio, Inc., Box 3470, Madison, Wis. 53704. Phone 608-256-0092. Sun Prairie phone 608-837-8592.

STATION'S PROGRAMMING DESCRIPTION
WYXE (FM): Programmed for 18-40.

1. PERSONNEL
General Manager—M. J. Andre.
Sales Manager—Ken Linde.

2. REPRESENTATIVES
PRO Time Sales, Inc.

3. FACILITIES
ERP 3,000 w. (vert.), 3,000 w. (horiz.); 92.1 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: —— ft. above average terrain.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
Affiliated with American Contemporary Network.
Affiliated with The Rep Network.

TIME RATES
No. 4 Eff 6/15/75—Rec'd 7/29/75.

6. SPOT ANNOUNCEMENTS

1 MINUTE								
WK:	70x	56x	42x	35x	28x	21x	14x	7x
1 wk	4.50	5.00	5.50	6.00	6.50	7.00	7.50	8.00
4 wk	4.00	4.50	5.00	5.50	6.00	6.50	7.00	7.50
13 wk	3.50	4.00	4.50	5.00	5.50	6.00	6.50	7.00
26 wk	3.00	3.50	4.00	4.50	5.00	5.50	6.00	6.50
52 wk	2.50	3.00	3.50	4.00	4.50	5.00	5.50	6.00

30 sec: 75% of 1-min; minimum 2.00.

7. PACKAGE PLANS

BULK, PER YR, BTA:	500x	1000x
30 sec	6	4
1 min	7	5

PRODUCTION
30-sec/1-min spot with 1 announcer, ea—5.00.
30-sec/1-min spot with 2 announcers, ea—8.00.
Per dub—2.00.

(D)

SUPERIOR
Douglas County—Map Location C-3
See SRDS consumer market map and data at beginning of the State.

See Duluth (Minn.)-Superior (Wis.)

TOMAH (1 AM; 1 FM)
Plus 1 paid cross reference.
Monroe County—Map Location D-7
See SRDS consumer market map and data at beginning of the State.

WISCONSIN

WCOW — WCOW-FM
SPARTA
City of license—Sparta, Wisconsin.
Tomah Office—1010-1/2 Superior Ave., Tomah, Wis. Phone 372-6555
See listing under Sparta, Wis.

WTMB
1959
Subscriber to the NAB Radio Code
Media Code 4 251 8645 9.00
Box 588, 1016-1/2 Superior Ave., Tomah, Wis. 54660. Phone 608-372-2180.

1. PERSONNEL
Pres. & Gen'l Mgr.—Hugh W. Dickie.

3. FACILITIES
1,000 w. days; 1460 kc. Non-directional.
Operating schedule: 5:30 am-sunset. CST.
Simulcast during AM operational hours. For non-simulcast facilities see WTMB-FM listing.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: National Agriadio Groups, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 7/1/72—Rec'd 7/21/72.

6. SPOT ANNOUNCEMENTS

PER WK, FIXED:	1 min	30 sec	20 sec	10 sec
1-9 ti	6	5	4	4

7. PACKAGE PLANS
SATURATION—ROS

PER WK:	10 ti	15 ti	20 ti	25 ti
10 sec	2.20	2.05	1.95	1.40
20 sec	3.25	3.10	2.85	2.70
30 sec	4.35	4.10	3.85	3.60
1 min	5.40	5.10	4.80	4.50

10. SPECIAL FEATURES

	1 min	30 sec
100 spots in 2 wks	4.40	3.50
201-500 spots in 4 wks	4.00	3.10

WTMB-FM
1965

NAFMB

Subscriber to the NAB Radio Code
Media Code 4 251 8646 7.00
Tomah Mauston Broadcasting Co., Inc., Box 588, 1016-1/2 Superior Ave., Tomah, Wis. 54660. Phone 372-2180. TWX 312.
See affiliated AM station for additional information.

3. FACILITIES
ERP 100,000 w. (horiz); 100,000 w. (vert.); 98.9 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 460 ft. above average terrain.
Partial simulcast operation with WTMB-AM. For simulcast rates, see WTMB.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
Rates are identical to WTMB. See that listing.

TOMAHAWK
Lincoln County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

WYYS
1968
Subscriber to the NAB Radio Code
Media Code 4 251 8691 3.00
Tomahawk, Broadcasting Co., Box 81, Eighty-One East Mohawk Dr., Tomahawk, Wis. 54487. Phone 715-453-4481.

STATION'S PROGRAMMING DESCRIPTION
WYYS: Contemporary.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Robert P. Hansen.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w.; 810 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 1 Eff 4/1/74—Rec'd 11/27/74.
AAA—Mon thru Fri 6-10 am & 3-7 pm.
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.
A—Mon thru Sun 7 pm-sign-off; Sun 6 am-sign off.

6. SPOT ANNOUNCEMENTS

	AAA				AA			
	6x	12x	18x	24x	6x	12x	18x	24x
30 sec..	8	7	6	5	7	6	5	4
1 min..	9	8	7	6	8	7	6	5
					A			
30 sec					6	5	4	3
1 min					7	6	5	4

10 sec: 25% of 30-sec.
To be used within 7 days.

PER YR, BTA:	500x	1000x
30 sec	4	3
1 min	5	4

WISCONSIN

TWO RIVERS
See Manitowoc-Two Rivers

Manitowoc County—Map Location G-7
See SRDS consumer market map and data at beginning of the State.

VIROQUA (1 AM; 1 FM)

Vernon County—Map Location D-8
See SRDS consumer market map and data at beginning of the State.

WGBM (FM)
1967

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 8760 6.00
Robinson Corp., Rt. 4, Viroqua, Wis. 54665. Phone 637-7200.
See affiliated AM station for additional information.
AM facilities: WISV.

3. FACILITIES
ERP 3,000 w. (horiz), 3,000 w. (vert.); 102.3 mc. Stereo.
Operating schedule: 6am-midnight. CST.
Antenna ht.: 300 ft. above average terrain.

TIME RATES

Rates are identical to WISV. See that listing.

WISV
1958

NAB

Subscriber to the NAB Radio Code
Media Code 4 251 8835 6.00
Robinson Corp., 1 mile south of Viroqua on Hwy. 14, Viroqua, Wis. 54665. Phone 608-637-7200, 7288.

1. PERSONNEL
Pres. & Gen'l Mgr.—Parks Robinson.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.

3. FACILITIES
1,000 w. days; 1360 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities WGBM(FM).
Member: Farm Radio Network.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AA—Mon thru Sat 6-8:30 am & 11:30 am-1 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, EA:	1 ti	6 ti	12 ti	16 ti	24 ti
	CLASS AA				
1 min	7.00	6.75	6.50	6.25	6.00
	CLASS A				
1 min	6.00	5.75	5.50	5.25	5.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

WATERTOWN (1 AM; 1 FM)

Jefferson County—Map Location F-9
See SRDS consumer market map and data at beginning of the State.

WTTN
1950

RAB

Media Code 4 251 8930 5.00
Watertown Radio, Inc., 104 W. Main St., Watertown, Wis. 53094. Phone 414-261-1580.

STATION'S PROGRAMMING DESCRIPTION
WTTN: Programmed for city and rural audience.

1. PERSONNEL
Pres. & Gen'l Mgr.—Carl V. Kolata.

2. REPRESENTATIVES
George T. Hopewell, Inc.

3. FACILITIES
1,000 w. days; 1580 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WTTN-FM.

4. AGENCY COMMISSION
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.
Member: National AgRadio Groups, Inc., Farm Radio Network, Wisconsin Farm Broadcasting Network.

TIME RATES
Eff 8/1/74—Rec'd 12/2/74.

6. SPOT ANNOUNCEMENTS

	1x	15x	30x	50x	75x	140x	200x	275x
30 sec	6.50	6.00	5.50	5.00	4.50	4.20	3.70	3.45
	325x	400x	600x	800x	1000x	1500x	2000x	
30 sec	3.20	2.95	2.70	2.45	2.20	1.90	1.65	

1 min, per spot, extra 1.60.

WTTN-FM
1960

RAB NAFMD

Media Code 4 251 8931 3.00
Watertown Radio, Inc. Box 10, 104 W. Main St., Watertown, Wis. 53094. Phone 414-261-1580.
See affiliated AM station for additional information.

3. FACILITIES
ERP 20,000 w.; 94.1 mc
Operating schedule: 5 am-10 pm. CST.
Antenna ht.: 300 ft. above average terrain.
Partial simulcast operation. Operated separately 6-9:15 pm. For simulcast facilities see WTTN.

5. GENERAL ADVERTISING See coded regulations
Affiliated with KBS.

TIME RATES
Eff 1/1/68—Rec'd 1/15/68.

6. SPOT ANNOUNCEMENTS

PER DAY:	1 ti	2 ti	3 ti
1 min, 5 days per wk	15.00	20.00	22.50

CONTRACT DISCOUNTS
6 mo—10% 12 mo—15%

10. SPECIAL FEATURES
NEWS REPORTS SERVICE CHARGES
1/4 hr 2.50 5 min 1.50
Participating 1.00

WAUKESHA (1 AM; 1 FM)

Waukesha County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

WAUK
1947

Media Code 4 251 9025 3.00
Zondervan Broadcasting Corp., 1460 Whitehall St., Waukesha, Wis. 53186. Phone 414-542-6636.

STATION'S PROGRAMMING DESCRIPTION
WAUK: MUSIC: modern MOR format. Emphasis on local news, public affairs & sports. Contact Representative for further details. Rec'd 8/1/74.

1. PERSONNEL
Vice-President—John S. Helder.
Sta. & Sales Mgr.—Walter G. Smith.
Ass't Mgr. & Prog. Dir.—Joseph Bralick.

2. REPRESENTATIVES
Michigan—Michigan Spot Sales.
Contact station.

3. FACILITIES
10,000 w. days; 1510 kc. Directional.
Operating schedule: Sunrise-local sunset. CST.
Partial simulcast operation. Simulcast sign-on-7:30 am. For non-simulcast facilities see WAUK-FM.

4. AGENCY COMMISSION
15%.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.
Rate Protection: 15b.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b, 29a.
Contracts: 40a, 46, 48.
Comb.; Cont. Discounts: 60f, 62d.
Cancellation: 70a, 70c, 71a, 73a.
Prod. Services: 82.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff——Rec'd 8/1/74.
AA—Mon thru Fri 6-9 am & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18+	6 ti	12 ti	18+
	1 min			30 sec		
	CLASS AA					
1 wk	10.00	9.50	9.00	7.50	7.00	6.50
13-52 wk	8.00	7.75	7.50	6.20	6.00	5.80
	CLASS A					
1 wk	9.00	8.50	8.00	6.75	6.25	5.75
13-52 wk	7.00	6.75	6.50	5.50	5.25	5.00
	10 SECOND ID's—BTA					
1 wk				4.50	4.25	4.00
13-52 wk				4.00	3.75	3.50

WAUK-FM
1960

Media Code 4 251 9026 1.00
Zondervan Broadcasting Corp., Waukesha, Wis. 53186. Phone 414-452-6636.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WAUK-FM: Contemporary music with commercial time limited to 4 minutes per hour with 3 minutes of news. Contact Representative for further details. Rec'd 8/1/74.

3. FACILITIES
ERP 19,300 w.; 106.1 mc.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 180.65 ft. above average terrain.
Partial simulcast operation. Operated separately 7:30 am-midnight. For simulcast facilities see WAUK.

TIME RATES
Eff——Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18+	6 ti	12 ti	18+
	1 min			30 sec		
1 wk	7.00	6.75	6.50	5.50	5.25	5.00
13-52 wk	6.00	5.75	5.50	4.75	4.50	4.25

WAUPACA (1 AM; 1 FM)

Waupaca County—Map Location F-6
See SRDS consumer market map and data at beginning of the State.

WDUX
1955

NAB RAB

A Laird Group Station
Media Code 4 251 9120 2.00
Laird Broadcasting Co. Rox 247, Waupaca, Wis. 54981. Phone 715-258-5528.

STATION'S PROGRAMMING DESCRIPTION
WDUX: Modern country & adult contemporary.

1. PERSONNEL
Station Manager—Morgan Marti.

2. REPRESENTATIVES
Hill/Stone Radio Representatives, Inc.

3. FACILITIES
5,000 w. days; 800 kc. Directional.
Operating schedule: 6 am-local sunset. CST.
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WDUX-FM.

4. AGENCY COMMISSION
15% net charges for time; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Contemporary Network.
Member: Laird Group.

TIME RATES
Eff 12/1/74—Rec'd 11/4/74.

6. SPOT ANNOUNCEMENTS

1 WK:	6 ti	12 ti	18 ti	24 ti
1 min	11	10	9	8

30 sec: 80% of 1-min.

WDUX-FM
1967

NAB RAB

Media Code 4 251 9121 0.00
Laird Broadcasting Co., Inc., Box 247, Tower Road Waupaca, Wis. 54981. Phone 715-258-5528.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
WDUX-FM: Night time top 40.

3. FACILITIES
Eff' 3,000 w.; 92.7 mc. Stereo
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 265 ft. above average terrain
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WDUX.

5. GENERAL ADVERTISING See coded regulations
Member: Laird Group.

TIME RATES

50% of AM rates.

WAUPUN

Fond du Lac County—Map Location G-8
See SRDS consumer market map and data at beginning of the State.

WLKE
1966

RAB

Media Code 4 251 9215 0.00
WLKE Radio, 609 Home Ave., Waupun, Wis. 53963. Phone 414-324-4441.

STATION'S PROGRAMMING DESCRIPTION
WLKE: 100% country music.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Donald D. Sabatke.

2. REPRESENTATIVES
Grant Webb & Company, Inc.
West Coast—Bill Dahlsten & Associates.

3. FACILITIES
1,000 w.; 1170 kc. Non-directional.
Operating schedule: Sunrise-local sunset daily. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KRS.
Member: Farm Radio Network.

TIME RATES
Eff——Rec'd 7/31/73.

6. SPOT ANNOUNCEMENTS

FLAT:	1x	13x	26x	52x	104x	156x	260x
1 min	7.29	6.94	6.59	6.12	5.76	5.41	5.06

15 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	70 ti
	1 MINUTE					
1 wk	6.82	6.12	5.29	4.47	4.00	3.29
4 wk	6.12	5.29	4.59	4.00	3.29	3.06
13 wk	5.29	4.59	4.00	3.29	3.06	2.82
26 wk	4.59	4.00	3.29	3.06	2.82	2.59
52 wk	3.76	3.29	3.06	2.82	2.59	2.35
	30 SECONDS					
1 wk	5.12	4.59	4.00	3.29	3.00	2.47
4 wk	4.59	4.00	3.41	3.00	2.47	2.29
13 wk	4.00	3.41	3.00	2.47	2.29	2.12
26 wk	3.41	3.00	2.47	2.29	2.12	1.94
52 wk	2.82	2.47	2.29	2.12	1.94	1.76

10. SPECIAL FEATURES

NEWS:	1x	13x	26x	52x	104x	156x	260x
1 min	12.47	11.06	9.65	8.82	8.12	7.53	6.94

15 sec: 50% of 1-min.

WAUSAU (3 AM; 2 FM)

Marathon County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WDEZ (FM)
1964

NAB RAB

Media Code 4 251 9232 5.00
WRIG, Inc., 529 Third St., Wausau, Wis. 54401. Phone 715-845-4275.
See affiliated AM station for additional information.
AM facilities: WRIG.

STATION'S PROGRAMMING DESCRIPTION
WDEZ (FM): MUSIC: Familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commerical breaks per hour. NEWS: capsules at :60. Contact Representative for further details. Rec'd 6/20/75.

1. PERSONNEL
Sales Manager—Elroy Sellin.

3. FACILITIES
ERP 100,000 w.; 101.9 mc.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 490 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations
Affiliated with ATA Radio Network.

TIME RATES
No. 1 Eff 7/2/73—Rec'd 9/7/73.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	6.50	6.20	5.50	5.00

30/20/10 sec: 80% of 1-min.

WIFC (FM)
1947

NAB NAFMD

A Forward Group Station
Subscriber to the NAB Radio Code
Media Code 4 251 9250 7.00
Forward Communications Corp., Box 1088, 1114 Grand Ave., Wausau, Wis. 54401. Phone 715-845-4211.
See affiliated AM station for additional information.
AM facilities: WSAU.

STATION'S PROGRAMMING DESCRIPTION
WIFC (FM): Programmed for young adults, 18-35. MUSIC: top 40 rock. NEWS: 5 min at :55. SPORTS: pro football. Contact Representative for further details. Rec'd 11/29/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Cliff Thompson.

2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis, St. Paul—Hyett/Ramsland, Inc.

3. FACILITIES
ERP 100,000 w.; 95.5 mc. Stereo.
Operating schedule: 24 hours daily. CST.
Antenna ht.: 1,150 ft. above average terrain.
Partial simulcast operation. Operated separately 1-6 am. For simulcast facilities see WSAU.

4. AGENCY COMMISSION
None; all rates net to station.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 1V Eff 4/1/75—Rec'd 3/28/75.

6. SPOT ANNOUCEMENTS
PER WK:

	7 ti	14 ti	21 ti	35 ti	7 ti	14 ti	21 ti	35 ti
	1 min				30 sec			
1 wk.	4.30	4.05	3.80	3.30	3.60	3.35	3.10	2.60
14 wk	4.10	3.85	3.60	3.10	3.40	3.15	2.90	2.40
27 wk	3.90	3.65	3.40	2.90	3.20	2.95	2.70	2.20
52 wk	3.70	3.45	3.20	2.70	3.00	2.75	2.50	2.00

15 sec: 50% of 1-min.
6-9 am & 3-10 pm, per spot, extra .30.

10. SPECIAL FEATURES
News—extra 2.00 Weather—extra 1.00
Edited by Cliff Thompson.

WRIG
1958

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 9810 9.00
WRIG, Inc., 529 Third St., Wausau, Wis. 54401. Phone 715-845-4275.

STATION'S PROGRAMMING DESCRIPTION
WRIG: Programmed for general interest, especially 18-40 group.
MUSIC: adult contemporary. NEWS: reports at :55 & headlines at :25 with emphasis on local & state. Contact Representative for further details. Rec'd 6/20/75.

1. PERSONNEL
Pres. & Gen'l Mgr.—D. E. Wright, Jr.
Sales Manager—Keith Christianson.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
Operating schedule: 5:00-1:00 am. CST.

4. AGENCY COMMISSION
15/0: 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.
Contracts: 40c, 45, 46, 47a.
Comb.; Cont. Discounts: 60c, 60e, 61b, 62b.
Cancellation: 70a, 70c, 71a, 73a.
FM facilities: WDEZ (FM).
Affiliated with ATA Radio Network.

TIME RATES
No. 3 Eff 1/1/73—Rec'd 12/20/72.
AA—Mon thru Sat 6-10 am & 3-7 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	9.00	8.50	8.00	7.50
A	7.75	7.00	6.50	6.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WSAU
1937

NAB RAB

A Forward Group Station
Subscriber to the NAB Radio Code
Media Code 4 251 9405 7.00
Forward Communications Corp., Box 1088, 1114 Grand Ave., Wausau, Wis. 54401. Phone 715-845-4211.

STATION'S PROGRAMMING DESCRIPTION
WSAU: Programmed for general audience, ages 20-40.
AIR PERSONALITIES handle all segments. MUSIC: 70%: 1/2 MOR, 1/2 solid gold. NEWS 15%: 5 min network at :00; 5 min local at :30; 30 min at 7 am, noon & 5 pm; woman's news at 9:15, 10:15 & 11:15 am; 2 news wires, weather wire & 1 mobile news unit. SPORTS 3%: pro football, college football & basketball & high school football & basketball. TALK 2%: network commentary & analysis, network public affairs programs plus local editorials. FARM 5%: 5:30-6:45 am, M-Sat, music plus county agents, recorded news & interviews plus various live news & markets. RELIGION 5%. Contact Representative for further details. Rec'd 4/29/74.

1. PERSONNEL
Pres. & Gen'l Mgr.—Dave Raven.

2. REPRESENTATIVES
PRO/Meeker Radio.
Minneapolis, St. Paul—Hyett/Ramsland, Inc.

3. FACILITIES
5,000 w.; 550 kc. Directional—separate patterns, day and night.
Operating schedule: 24 hours. CST.
Partial simulcast operation. Simulcast 6-1 am. For non-simulcast facilities see WIFC (FM).

4. AGENCY COMMISSION
15/0 time only: 15th of following month

(This listing continued on next page)

6. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60h, 60i, 61c, 62b, 62d.
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: WIFC (FM).
Affiliated with NBC.
Member: Farm Radio Network, Wisconsin Network, Inc.

TIME RATES
No. 14 Eff 5/1/74—Rec'd 3/29/74.
AA—Mon thru Fri 6-9 am, noon-1 pm & 3-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	1x	25x	50x	150x	250x	500x
AA	12.00	11.50	11.00	10.50	10.00	9.00
A	10.00	9.50	9.00	8.50	8.00	7.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK, 1 MIN:	10 ti	15 ti	20 ti	25 ti	30 ti
AA	11.00	10.50	10.00	9.50	9.00
A	9.00	8.50	8.00	7.50	7.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	50x	150x	250x	300x
1/2 hr.	60.00	54.00	51.00	48.00	45.00
1/4 hr.	35.00	32.00	30.50	29.00	27.50
10 min.	25.00	23.00	22.00	21.00	20.00
5 min.	16.00	15.00	14.00	13.00	12.00

WXCO
1953

Subscriber to the NAB Radio Code
Media Code 4 251 9500 5.00
Seehafer & Johnson Broadcasting Corp., Box 778, 1110 E. Wausau Ave., Wausau, Wis. 55401. Phone 715-845-8218.

1. PERSONNEL
General Manager—Don Seehafer.
Program Director—Gene Converse.
Station Manager—Bob Bertrand.

2. REPRESENTATIVES
Gene Boiles Company.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3c, 4a, 5, 6a, 7a, 8.
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.
Basic Rates: 20b, 21b, 21d, 23a, 24c, 25c, 28b, 29a, 30, 33c.
Contracts: 41, 42a, 42c, 43, 44a, 45, 47e, 49, 50, 51a, 51b, 51c.
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61b, 62b.
Cancellation: 70a, 70d, 71b, 72.
Prod. Services: 82.
Affiliated with CBS.
Member: Wisconsin Farm Broadcasting Network.

TIME RATES
Eff 10/1/73—Rec'd 10/15/73.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	312x	624x	1248x
1 min.	6.00	5.30	4.80	4.40	4.20	4.00
30 sec.	5.00	4.30	3.80	3.40	3.20	3.00

7. PACKAGE PLANS
SATURATION:

	Per wk			Per mo	
	10 ti	20 ti	30 ti	60 ti	90 ti	100 ti
1 min.	5.40	5.20	5.00	4.70	4.50	4.30
30 sec.	4.40	4.20	4.00	3.70	3.50	3.30

8. PROGRAM TIME RATES
1 hr: 13x 1-min. 10 min: 3x 1-min.
1/2 hr: 7x 1-min. 5 min: 2x 1-min.
1/4 hr. 4x 1-min.

WAUWATOSA
Milwaukee County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Milwaukee
(including Menomonee Falls, Wauwatosa, West Allis)

WEST ALLIS
Milwaukee County—Map Location G-9
See SRDS consumer market map and data at beginning of the State.

See Milwaukee
(including Menomonee Falls, Wauwatosa, West Allis)

WEST BEND (1 AM; 1 FM)
Washington County—Map Location G-8
See SRDS consumer market map and data at beginning of the State

WBKV
1950

Subscriber to the NAB Radio Code
Media Code 4 251 9595 5.00
West Bend Broadcasting Co., Box 60, Indiana and Decorah Rd., West Bend, Wis. 53095. Phone 414-334-2344.

1. PERSONNEL
General Manager—Capps Sutherland.

3. FACILITIES
1,000 w. days; 1470 kc. Non-directional.
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Member: Farm Radio Network, Wisconsin Network, Inc.

TIME RATES
Eff 1/1/75—Rec'd 12/11/74.

6. SPOT ANNOUNCEMENTS

	1x	26x	78x	156x	312x	520x	780x	1040x
1 min	8.00	7.60	6.65	6.00	5.75	5.20	4.95	4.65
20/30	6.50	6.00	5.50	5.05	4.60	4.20	4.00	3.80

WBKV-FM
1958

NAFMB

Media Code 4 251 9596 3.00
West Bend Broadcasting Co., Box 60, West Bend, Wis. 53095. Phone 414-334-2344.

1. PERSONNEL
President—Marshall W. Johnston.
Manager—Capps Sutherland.
Commercial Manager—Gene Schneider.

3. FACILITIES
ERP 32,000 w.; 92.5 mc. Stereo.
Operating schedule: 5 am-midnight. CST.
Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

6. GENERAL ADVERTISING See coded regulations
General: 2a, 3d, 5, 6a.
Basic Rates: 20b, 22a, 23a, 25b.
Contracts: 40a, 46.
Comb.: Cont. Discounts: 62d.
Cancellation: 71a, 72.

TIME RATES
Eff 1/1/75—Rec'd 12/11/74.
AA—6:30-8 am, noon-1 pm & 5-10 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	13x	39x	78x	156x	312x
AA	11.50	11.00	9.70	8.50	7.25
A	7.70	7.05	6.30	6.25	5.30
30 SEC:					
AA	9.20	8.80	7.75	6.85	5.75
A	6.10	5.65	5.05	4.60	4.25

6. PROGRAM TIME RATES

1 HR:	13x	39x	78x	156x
AA	57.45	54.45	48.40	42.35
A	42.20	38.05	33.85	29.70

1/2 hr: 60% of 1 hr.

10. SPECIAL FEATURES
3-min news—20% of 1-hr.

(D)

WISCONSIN DELLS
(1 AM; 1 FM)
Columbia County—Map Location F-8
See SRDS consumer market map and data at beginning of the State.

WNNO
1969

Subscriber to the NAB Radio Code
Media Code 4 251 9625 0.00
WNNO Radio, Box 990, Wisconsin Dells, Wis. 53965. Phone 608-254-2546.

1. PERSONNEL
General Manager—Wayne Phillips.

2. REPRESENTATIVES
Walton Broadcasting Sales Corporation.
William L. Hurley.

3. FACILITIES
500 w.; 990 kc. Non-directional.
Operating schedule: Sunrise-local sunset. CST
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WNNO-FM.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
AM/FM COMBINATION
No. 401 Eff 1/1/74—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
ROS:	1x	75x	150+	1x	75x	150+
Ea	3.50	3.30	3.00	2.50	2.30	2.15

Submitted by Wayne Phillips.

WNNO-FM
1974

Media Code 4 251 9626 8.00
Taylor Electric Co., Box 990, Wisconsin Dells, Wis. 53965. Phone 608-254-2546.
See affiliated AM station for additional information.

3. FACILITIES
ERP 2,600 w.; 107.1 mc. Stereo.
Operating schedule: 6 am-midnight. CST.
Antenna ht.: 256 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WNNO.

4. AGENCY COMMISSION
None; all rates net to station.

5. GENERAL ADVERTISING—See coded regulations
Affiliated with MBS.
Sold in combination with WNNO. See that listing.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 401 Eff 1/1/74—Rec'd 7/28/75.

6. SPOT ANNOUNCEMENTS

	1 min			30 sec		
ROS:	1x	75x	150+	1x	75x	150+
Ea	2.50	2.30	2.10	1.95	1.75	1.50

Fixed position, extra 5%.
Submitted by Wayne Phillips.

WISCONSIN RAPIDS
(1 AM; 1 FM)
Wood County—Map Location E-6
See SRDS consumer market map and data at beginning of the State.

WISCONSIN

WFHR
1940
Represented by
PRO / Meeker Radio

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 251 9690 4.00
Advance Broadcasting Corp., 220 1st Ave., S., Wisconsin Rapids, Wis. 54494. Phone 715-424-1300.
Other office: Box 303, 1015-A Main St., Stevens Point, Wis. 54481. Phone 715-344-3181.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—Jack B. Gennaro.

2. REPRESENTATIVES
PRO/Meeker Radio.

3. FACILITIES
5,000 w. days (non-directional), 500 w. nights (directional): 1320 kc.
Operating schedule: 5:30- 1 am. CST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
FM facilities: WWRW.
Affiliated with CBS.
Member: Wisconsin Network, Inc.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 14 Eff 9/1/74—Rec'd 9/16/74.
AA—Mon thru Sat 6:30-10 am, noon-1 pm & 4-6 pm.
A—All other times.

7. PACKAGE PLANS

BULK

CLASS AA						
YR:	1820x	936x	624x	364x	260x	156x	1x
1 min	4.35	4.50	4.65	4.85	5.50	6.10	8.50
30 sec	3.50	3.60	3.75	3.90	4.40	4.90	6.80

CLASS A						
1 min	3.75	3.90	4.05	4.25	4.90	5.50	8.00
30 sec	3.00	3.10	3.25	3.40	3.90	4.40	6.40

ROS PLAN—WITHIN 7 DAYS

PLAN:	48 ti	36 ti	24 ti	18 ti	12 ti	6 ti
1 min	5.40	5.60	5.80	6.00	6.25	6.50
30 sec.	4.30	4.50	4.65	4.80	5.00	5.20

15 sec: 50% of 1-min.
Spots adjacent to higher class, take higher rate.
Edited by Jack R. Gennaro.

(CR)

WWRW
1947

NAB RAB NAFMB

Subscriber to the NAB Radio Code
Media Code 4 251 9790 2.00
Advance Broadcasting Corp., 220 1st Ave., S., Wisconsin Rapids, Wis. 54494. Phone 715-424-1300.
Other office: Box 303, 1015-A Main St., Stevens Point, Wis. 54481. Phone 715-344-3181.
See affiliated AM station for additional information.
AM facilities: WFHR.

3. FACILITIES
ERP 73,000 w. (horiz.), 6,500 w. (vert.); 103.3 mc. Stereo.
Operating schedule: 5:30-1 am. CST.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 3 Eff 7/1/75—Rec'd 6/17/75.

7. PACKAGE PLANS

WKLY TAP:	48 ti	35 ti	28 ti	21 ti	14 ti	7 ti
1 min.	3.50	3.70	3.90	4.10	4.30	4.50
30 sec.	2.80	3.00	3.15	3.30	3.45	3.60

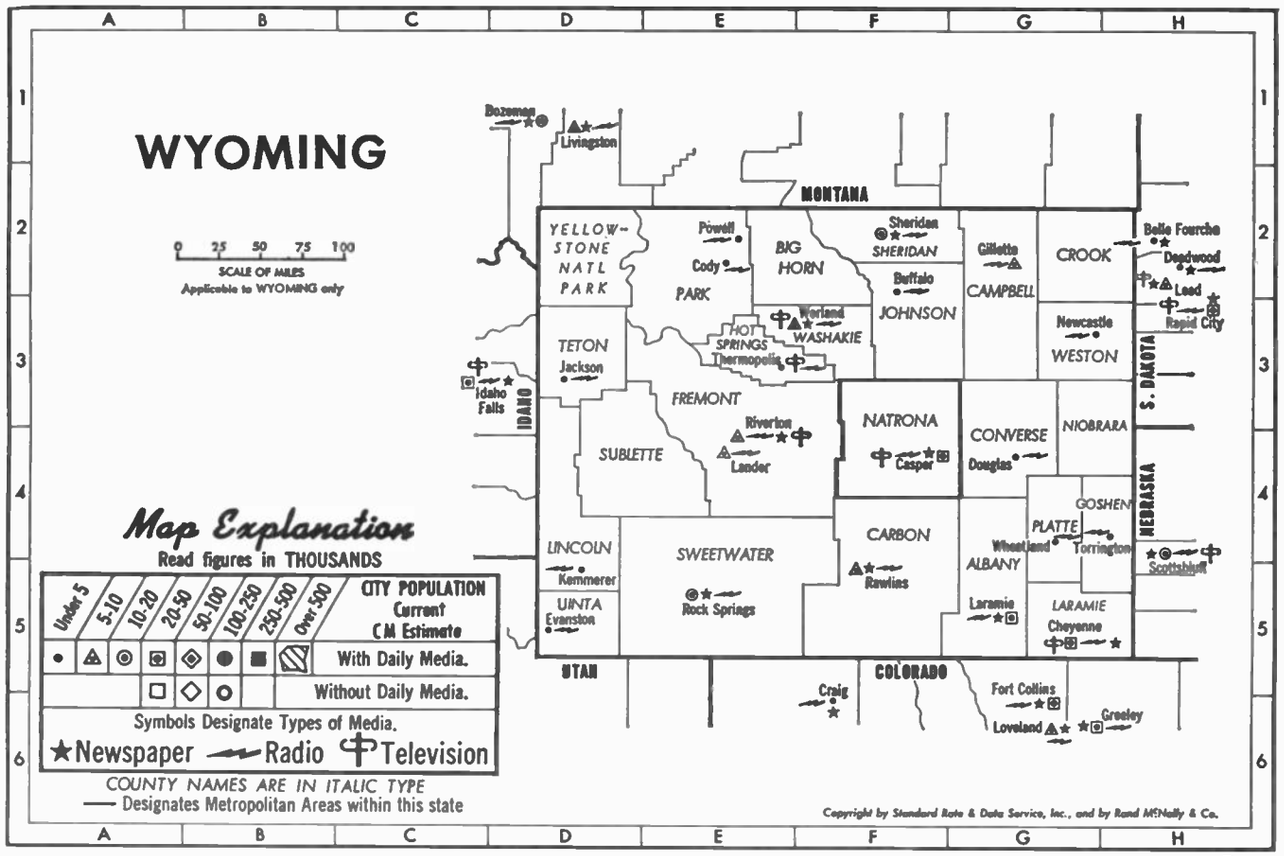
15 sec: 50% of 1-min.

DISCOUNT
4 wk—5% 26 wk—15%
13 wk—10% 52+ wk—20%
Edited by Jack R. Gennaro.

Negro Population Data

(January 1, 1975)

STATE TOTAL	3,174	Total Metros	269
METRO AREAS			
Casper	269		



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

State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Casper—Natrona Cheyenne—Laramie Laramie—Albany

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/75 (000)	Households 1/1/75 (000)	Consumer Spendable Income—1974 ($000)	Per Household ($)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—1974 ($000)	Per Household ($)	Retail Sales—1974 By Selected Store Types: Food ($000)	Drug ($000)	General Mdse. ($000)	Apparel ($000)	Home Furn. ($000)	Automotive ($000)	Service Station ($000)	Passenger Cars 1/1/75 (000)	Farm Population 1/1/75 (000)	Gross Farm Income 1974 ($000)
WYOMING STATE TOTALS	350.8	119.19	1,595,881	13,389	6.5	13.3	11.1	26.6	36.5	916,583	7,690	155,920	30,047	61,589	27,529	24,740	123,319	82,395	187.96	35.6	452,235
ALBANY G-5	29.4	9.63	121,610	12,628	7.6	15.5	11.2	24.5	33.2	59,483	6,177	11,016	1,714	3,003	1,902	2,454	7,209	6,432	12.21	1.2	13,668
Laramie	26.5	8.58	106,630	12,428	.....	.....	.....	.....	.....	56,114	6,540	10,908	1,714	2,659	1,902	2,039	7,209	5,853	.....	.....	.....
BIG HORN E-2	10.2	3.56	47,325	13,294	9.4	13.3	11.5	26.2	32.2	15,236	4,280	3,627	559	752	321	579	1,657	1,495	5.04	2.4	20,271
CAMPBELL G-2	16.3	5.06	84,253	16,651	3.3	6.8	8.7	28.9	49.0	33,852	6,690	5,257	1,069	1,074	958	409	5,199	3,289	6.23	2.0	21,242
CARBON F-4	13.0	4.53	57,589	12,713	7.7	12.1	11.5	29.5	34.6	46,447	10,253	6,343	1,992	3,567	1,253	813	5,804	7,111	8.08	.9	39,733
CONVERSE G-3	5.9	2.10	26,521	12,629	7.0	12.3	9.1	26.7	36.7	10,907	5,194	2,208	290	384	220	262	1,773	1,687	3.82	1.1	17,792
CROOK G-2†	4.5	1.51	18,570	12,298	7.3	17.0	12.7	24.6	30.6	5,911	3,915	1,413	130	48	269	151	484	1,246	2.07	1.4	16,022
FREMONT H-4	30.0	9.22	116,653	12,652	6.2	10.0	11.0	28.7	34.8	63,531	6,891	13,213	2,637	2,166	2,136	1,536	9,941	5,558	13.62	3.4	27,984
GOSHEN H-4	10.9	3.91	53,140	13,591	10.0	16.9	12.9	23.7	26.5	23,405	5,986	4,928	758	1,171	438	568	3,522	1,818	5.86	3.6	42,520
HOT SPRINGS E-3	4.4	1.64	20,681	12,610	6.0	12.7	10.0	25.3	36.5	11,087	6,760	2,599	639	487	472	300	1,014	1,063	2.71	.8	7,308
JOHNSON F-3	5.8	2.11	32,038	15,184	7.3	16.1	10.5	20.6	36.9	12,011	5,692	2,714	471	449	176	494	1,380	1,791	3.38	.8	15,709
LARAMIE G-5†	62.0	21.25	278,181	13,091	6.9	14.0	11.5	26.8	35.8	151,813	7,144	21,853	5,429	12,863	6,058	6,039	20,608	9,809	34.42	2.3	23,569
Cheyenne	45.9	16.93	216,921	12,813	.....	.....	.....	.....	.....	134,153	7,924	18,922	4,997	10,444	5,993	5,730	18,852	8,200	.....	.....	.....
LINCOLN D-4	8.7	2.79	35,197	12,615	7.1	17.4	12.9	25.5	31.0	17,108	6,132	3,656	554	1,017	338	261	2,573	2,359	3.97	2.3	15,321
NATRONA F-3	53.7	18.33	268,035	14,623	4.8	10.1	9.1	26.2	45.0	183,291	10,000	25,190	4,888	15,503	3,736	4,350	26,569	9,169	30.65	.9	15,416
Casper	43.0	14.97	215,413	14,390	.....	.....	.....	.....	.....	168,783	11,275	22,666	4,329	15,674	3,777	3,798	21,374	6,102	.....	.....	.....
Casper Metro Area	53.7	18.33	268,035	14,623	4.8	10.1	9.1	26.2	45.0	183,291	10,000	25,190	4,888	15,503	3,736	4,350	26,569	9,169	30.65	.....	.....
NIOBRARA G-3	3.0	1.20	12,905	10,754	7.6	17.7	13.1	22.8	31.3	8,215	6,846	1,342	154	193	302	120	1,517	1,018	1.44	.6	14,398
PARK[2] E-2	18.5	6.23	86,615	13,903	6.8	13.2	11.2	26.8	37.5	51,952	8,339	7,943	1,466	7,408	1,105	1,303	5,249	5,714	9.27	3.6	35,668
PLATTE G-4	6.4	2.40	26,396	10,998	10.1	18.3	11.6	23.4	27.9	15,291	6,371	2,875	483	783	344	342	2,396	1,918	3.67	1.7	21,643
SHERIDAN F-2	18.1	6.79	82,605	12,166	7.9	16.1	12.0	24.7	32.5	52,305	7,703	10,451	1,585	4,923	1,970	1,853	6,769	4,104	10.36	1.8	22,967
SUBLETTE D-4	4.3	1.45	19,060	13,145	5.3	16.7	13.0	27.7	31.0	7,788	5,371	1,126	305	882	286	175	560	1,849	1.94	.9	23,164
SWEETWATER E-5	19.1	6.61	84,220	12,741	5.4	9.2	12.0	32.0	36.0	67,594	10,226	14,042	2,227	1,824	2,204	1,551	9,387	6,121	14.32	.5	9,008
TETON D-3	5.9	2.07	30,117	14,549	2.5	15.1	12.7	26.1	38.6	25,464	12,301	3,995	941	827	1,202	361	1,141	2,209	4.19	.2	3,442
UINTA D-5	7.3	2.28	32,859	14,412	3.2	12.6	12.7	29.9	38.3	21,425	9,397	4,201	511	1,244	310	195	3,692	3,546	3.78	1.4	11,452
WASHAKIE F-3	7.5	2.53	30,744	12,152	7.9	14.1	11.9	27.7	32.2	20,516	8,109	3,129	639	840	857	458	3,372	1,249	3.92	1.0	19,289
WESTON G-3	5.9	1.99	30,567	15,360	5.8	12.8	12.0	26.1	38.0	11,951	6,006	2,799	606	181	672	166	1,503	1,840	3.01	.8	14,649

(2) Includes Yellowstone National Park portion in Wyoming

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

WYOMING

See SRDS consumer market map and data at beginning of the State.

Due to Presidential and Congressional actions, the entire nation will be on daylight time until Fall. The decision will affect each listed station's operating schedule as reported in 3. FACILITIES. Please ignore each (zone) Standard Time as reported.

STATE NETWORKS

Intermountain Wyoming Group
Intermountain Network

Business office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.
Rates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:

KBBS—Buffalo	KPOW—Powell
KVOC—Casper	KRAL—Rawlins
KFBC—Cheyenne	KVOW—Riverton
KIML—Gillette	KRKK—Rock Springs
KSGT—Jackson	KWYO—Sheridan
KMER—Kemmerer	KGOS—Torrington
KOWB—Laramie	KWOR—Worland
KASL—Newcastle	

BUFFALO

Johnson County—Map Location F-2
See SRDS consumer market map and data at beginning of the State.

KBBS
1956

Media Code 4 252 0300 7.00
KBBS, Inc., 90 S. Main St., Buffalo, Wyo. 82834. Phone 307-684-7070.

STATION'S PROGRAMMING DESCRIPTION
KBBS: Programmed for general interest.

1. PERSONNEL
President—Jeanette Maxwell.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
250 w.; 1450 kc. Non-directional.
Operating schedule: 6 am-10:06 pm. MST.

4. AGENCY COMMISSION
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 28 Eff 8/1/70—Rec'd 9/2/70.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x	624x
1 min	4.55	4.45	4.35	4.25	4.15	4.05	4.00	3.95

7. PACKAGE PLANS
A—Mon thru Sat 6:30-9 am, noon-1 pm & 4:30-7 pm.
B—All other times.

SATURATION SPOT PLAN

	A			B		
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
12 ti	4.45	3.85	2.95	3.85	3.35	2.65
18 ti	4.30	3.65	2.95	3.65	3.25	2.55
24 ti	4.10	3.45	2.75	3.45	3.15	2.45
30 ti	3.90	3.25	2.55	3.25	2.95	2.35
36 ti	3.70	3.05	2.45	3.05	2.65	2.25

CASPER (3 AM; 1 FM)

Natrona County—Map Location F-3
See SRDS consumer market map and data at beginning of the State.

KATI
1956

Subscriber to the NAB Radio Code
Media Code 4 252 0600 0.00
Medcom Corporation, Box 2006, Casper, Wyo. 82601. Phone 307-234-4545.

STATION'S PROGRAMMING DESCRIPTION
KATI: Programmed for general interest with emphasis on young adults.
MUSIC: general popular current hits, and standards. NEWS: network on hour, local follows network. Interview shows with guests and call-in 9:15-10 am. FARM: interviews 5:30-5:35 am, market report 5:30-5:35 pm. SPORTS: news, interviews twice daily, play-by-play in season. RELIGIOUS: music, services, Sun before noon. Music 65%, news 20%, talk 10%, sports 5%. AIR PERSONALITIES handle all musical shows. Weather every hour at :15. Scoreboard every hour at :45. Community events covered on daily programs and by remotes. School news Sun 7:20-10:30 pm. Station editorializes on major local happenings and participates in fund drives and civic activities. Contact Representative for further details. Rec'd 1/6/69.

1. PERSONNEL
President—Patrick H. Meenan.
Gen'l & Sales Mgr.—Larry Wakefield.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Seattle/Portland—Broadcast Northwest.

3. FACILITIES
1,000 w. days, 250 w. nights; 1400 kc.
Non-directional.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 22a.
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b.
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 62d.
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 82.
FM facilities: KAWY (FM).
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
No. 8A Eff 10/1/73—Rec'd 2/18/74.
AA—Mon thru Sat 6-9 am & 3-6 pm.
A—All other times.

7. PACKAGE PLANS

	AA				A			
PER WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	7.60	7.00	6.40	5.80	6.40	5.80	5.20	4.60
30/15 sec.	6.00	5.40	4.80	4.20	5.10	4.50	3.90	3.30

8. PROGRAM TIME RATES

PER WK:	1 ti	3 ti	6 ti
1/4 hr	30	27	24
10 min	23	20	17
5 min	15	12	9

12-wk minimum.

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within 52-wk period earn 12/24/36 plan rate, regardless of number of spots run in any 1 wk. In event contract not fulfilled, schedules adjusted to rate earned ea wk.
All spots, regardless of length, may be combined to earn frequency.
Submitted by P. H. Meenan.

KAWY (FM)
1967

Subscriber to the NAB Radio Code
Media Code 4 252 0700 8.00
Modcom Corporation, Box 2006, 1400 Kati Ln., Casper, Wyo. 82601. Phone 307-235-1515.
See affiliated AM station for additional information.
AM facilities: KATI.

STATION'S PROGRAMMING DESCRIPTION
KAWY (FM): MUSIC 95%: general popular, featuring standards, film music, showtunes & MOR. Classical 6-9 pm Tues. Golden oldies 7-10 pm Thurs. Rock 8 pm-midnight Sat. R & B 8 pm-midnight Sun. Symphony 6-8 pm Sun. Metropolitan opera Sat. NEWS: 9 am, 1, 2, 3 & 5 pm. COMMERCIAL POLICY: 8 1-minute announcements per hour. Contact Representative for further details. Rec'd 3/7/75.

1. PERSONNEL
Sta. Dir & Sales Mgr.—Roger M. Moody.

3. FACILITIES
ERP 25,000 w.; 94.5 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 126 ft. below average terrain.

TIME RATES
No. 5 Eff 11/1/74—Rec'd 3/7/75.
PRIME TIME—Mon thru Sat 6:30-9:30 am, 11:30 am-1 pm, 4-6:30 pm.

6. SPOT ANNOUNCEMENTS

	30 days			60 days
EA:	80 ti	100 ti	160 ti	300 ti
30 sec	2.25	2.00	1.75	1.50

7. PACKAGE PLANS

BTA

YR:	50x	100x	200x	300x	500x	750x	1000x
MO:	30 ti	45 ti	60 ti	75 ti	90 ti	120 ti	150 ti
WK:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min	4.80	4.40	4.00	3.70	3.40	3.00	2.60
30 sec	3.60	3.40	3.00	2.80	2.40	2.20	1.80

10 sec: 50% of 1-min.
Prime/guaranteed time: Extra 20%.

8. PROGRAM TIME RATES

WEEKLY PROGRAMS

	3 mo	6 mo	1 yr
1/2 hr	110	90	50
1 hr	150	120	75

5 MINUTE PROGRAMS

Half sponsorship	120	110	90
Full sponsorship	220	190	150

KTWO
1930

NBC Radio Network

Alan Torbet Associates, Inc.

Media Code 4 252 0900 4.00
Harriscope Broadcasting Corp., Box 2720, 4200 E. 2nd St. Casper, Wyo. 82602. Phone 307-237-3711. TWX 910-949-4462.

STATION'S PROGRAMMING DESCRIPTION
KTWO: Programmed for adults and young adults.
MUSIC: popular middle-of-the-road. NEWS: news on hour and half hour. 6-9 am, noon-1 pm, 5-6 pm, emphasis on news, weather, business news, sports news, farm and ranch news, game and fish report, stock market. 9 am-noon, 1-5 pm aimed at women with minor news emphasis. SPORTS: university and high school football and basketball. Pro-amateur golf tournament, network sports. 2 min sports reports at :45. Other specials. General: 6 air personalities emcee operation and are available for remote broadcasts. Station editorials. PSA local, statewide and national. Contact Representative for further details. Rec'd 12/10/68.

1. PERSONNEL
General Manager—Bob Dallas Price.
Sales Manager—Dave Allen.
Chief Engineer—Don Peck.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Denver—John L. McGuire, Inc.
Portland, Seattle—Art Moore & Assoc., Inc.
Omaha—Soderlund Company.
Kansas City—Eugene F. Gray Co., Inc.

3. FACILITIES
10,000 w ; 1030 kc. Directional. Clear channel.
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION
15/0 on time.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 3b, 4a, 4d, 5, 6a, 8.
Rate Protection: 10b, 11b, 12b, 13b, 14b.
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.
Contracts: 40c, 42b, 45, 46.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70c, 71b, 73a.
Affiliated with NBC and ATA Radio Network.

TIME RATES
No. 19 Eff 9/1/74—Rec'd 11/7/74.
AAA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-7 pm.
AA—Mon thru Sat 9 am-noon & 1-4 pm; Sun 6 am-6 pm.
A—Mon thru Sat 7 pm-6 pm; Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK:	(*)	1-6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.00	6.50	6.00	5.50	5.25
30 sec	7.00	6.00	5.50	5.00	4.50	4.25

(*) Specified position.
Spots staggered within time periods except specified positions.

CLASS AA

1 min	6.00	5.50	5.00	4.50	4.25
30 sec	5.00	4.50	4.00	3.50	3.25

CLASS A

PER WK:	(*)	1-6 ti	12 ti	18 ti	24 ti	30 ti
1 min		5.00	4.50	4.00	3.50	3.25
30 sec		4.00	3.50	3.00	2.50	2.25

7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PLANS, 1 MIN:	12 ti	18 ti	24 ti	30 ti
I (1/2AAA, 1/2A)	69.00	99.00	126.00	135.00
II (1/3AAA, 1/3AA, 1/3A)	57.00	81.00	102.00	105.00
PLANS, 30 SEC:				
I (1/2AAA, 1/2AA)	54.00	76.50	96.00	105.00
II (1/3AAA, 1/3AA, 1/3A)	45.00	63.00	78.00	82.50

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

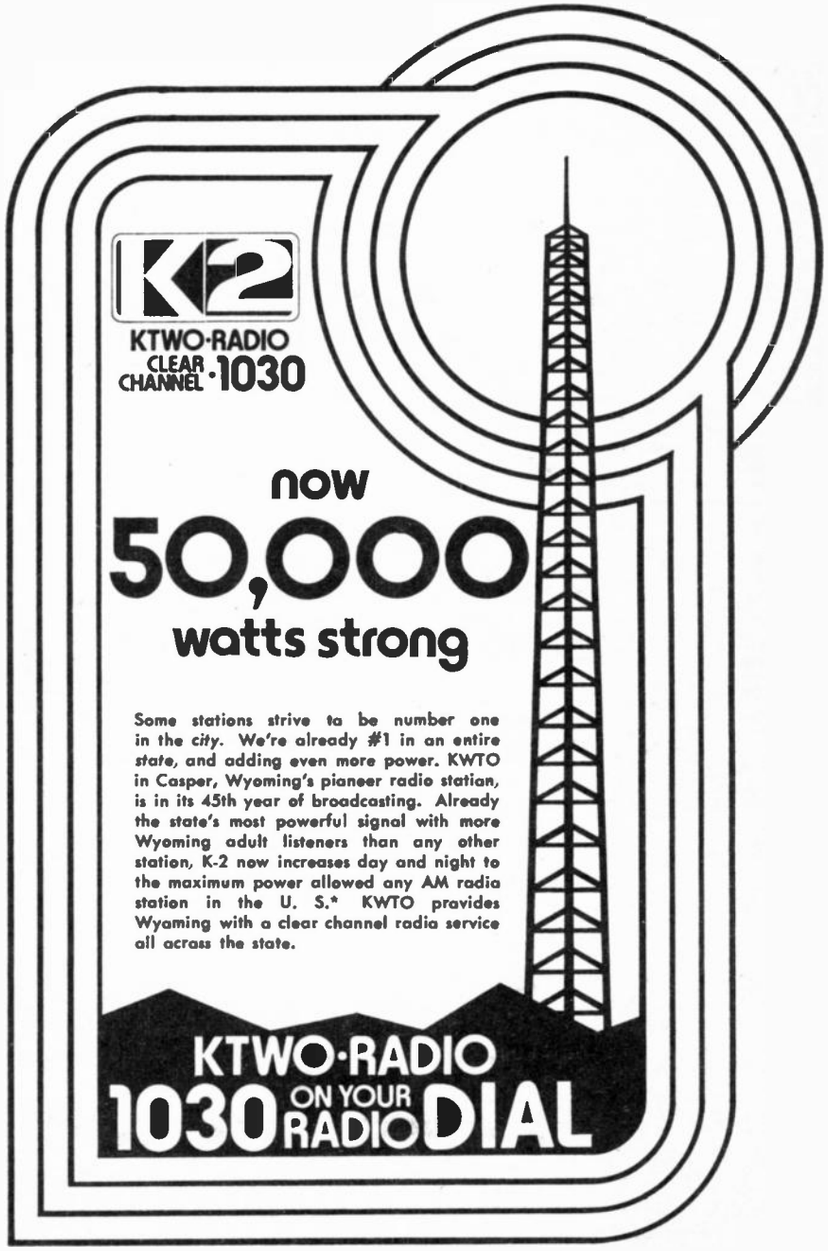
CLASS AAA

	1x	13x	26x	52x	104x	156x	208x	260x
5 min	30.00	29.10	28.20	27.30	26.40	25.50	24.60	24.00
10 min	34.80	33.60	32.40	31.20	30.00	28.80	27.60	26.40
1/4 hr	42.00	40.20	38.40	36.60	34.80	33.00	31.20	28.80
1/2 hr	60.00	56.40	52.80	49.20	45.60	42.00	38.40	34.80

CLASS AA

5 min	26.40	25.50	24.60	23.70	22.80	21.90	21.00	20.40
10 min	31.20	30.00	28.80	27.60	26.40	25.20	24.00	22.80
1/4 hr	38.40	36.60	34.80	33.00	31.20	29.40	27.60	25.20
1/2 hr	55.20	51.60	48.00	44.40	40.80	37.20	33.60	30.00

(This listing continued on next page)



*Source: Statewide Cumes; Latest Wyoming Circulation Pulse — Feb. '73

A Harriscope Station represented by Alan Torbet Associates; Inc.

WYOMING

Casper—KTWO—Continued

CLASS A

	1x	13x	26x	52x	104x	156x	208x	260x
5 min	21.60	20.70	19.80	18.90	18.00	17.10	16.20	15.60
10 min	26.40	25.20	24.00	22.80	21.60	20.40	19.20	18.00
1/4 hr	33.60	31.80	32.50	28.20	26.40	24.60	22.80	20.40
1/2 hr	49.20	45.60	42.00	38.40	34.80	31.20	27.60	24.00

1 hr: Additional 80% of 1/2 hr rate.

10. SPECIAL FEATURES
NEWSCASTS & WEATHERCASTS

PER MO:	—AAA— (*)	(†)	—AA— (*)	(†)	—A— (*)	(†)
5 min	200	150	150	100	85	65
10 min	250	200	175	125	110	90

(*) Full sponsorship.
(†) 1/2 sponsorship.

KVOC
1946

Media Code 4 252 1200 8.00

KVOC, Inc., Box 2090, 2223 E. 15th St., Casper, Wyo. 82601. Phone 307-265-2727.

STATION'S PROGRAMMING DESCRIPTION
KVOC: Programmed for adults.
Combines news and adult information features with modern country and western music. Emphasis on local news, community involvement programming, discussion programming and editorials. MUSIC: periods hosted by personalities and sprinkled with humor. SPORTS: live coverage on high school, junior college and university level; sports network for university games. NEWS: business, ranch, hunting and fishing, women's and commentary aired by air personalities. On the spot coverage. Contact Representative for further details. Rec'd 9/3/70.

1. PERSONNEL
President—Harry Bubeck.
General Manager—Fred Hildebrand.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1230 kc.
Non-directional.
Operating schedule: 6:00 am-midnight. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3d, 4c, 5, 6a.
Rate Protection: 15b.
Basic Rates: 21b, 21c, 21d, 23a, 28b, 29a, 30.
Contracts: 41, 46, 47a, 48.
Comb.; Cont. Discounts: 60a, 60e.
Cancellation: 70b, 71a, 72.
Prod. Services: 80, 82.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff———Rec'd 6/2/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

SATURATION: PER WK:	—A— 1 min	30 sec	—B— 1 min	30 sec
12 ti	7.25	5.80	5.75	4.60
18 ti	6.75	5.40	5.35	4.30
24 ti	6.50	5.20	5.00	4.00
30 ti	5.75	4.75	4.75	3.80
36 ti	5.25	4.50	4.50	3.60

8. PROGRAM TIME RATES

	1x	26x	52x	104x	156x	208x
1/2 hr	49.00	42.00	38.00	36.00	34.00	32.00
5 min	13.30	12.95	12.60	12.25	11.90	11.55

Edited by Fred Hildebrand.

CHEYENNE (4 AM; 1 FM)

Laramie County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KFBC
1940

Subscriber to the NAB Radio Code

Media Code 4 252 1800 5.00

Frontier Broadcasting Co., 1806 Capitol Ave., Cheyenne, Wyo. 82001.

STATION'S PROGRAMMING DESCRIPTION
KFBC: Programmed for adults and young adults. MUSIC: MOR. AIR PERSONALITIES host daily. NEWS: network & commentaries throughout day with 8 local newscasts; weather every hour & 3 5-min weather broadcasts daily; 2 man news staff. SPORTS: originates university sports for network stations; local high school games. FEATURES: swap shop T-Th-S, lost & found M-W-F, Civil Defense, game & fish, agriculture, market reports M-S, social security, special P.A. programs occasionally, interview call-in talk show 1 hour, M-F, women's interest program M-S, 45 min, Spanish Sun, 7-7:30 pm, local high school public affairs Th, 8:15-9 pm. Contact Representative for further details. Rec'd 4/1/71.

1. PERSONNEL
General Manager—W. C. Grove.
Station Manager—Larry Birleff.
Program Director—Julie Sara.

2. REPRESENTATIVES
Eastman Radio, Inc.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6:00-12:05 am weekdays; 7:00-12:05 am Sun. MST.

4. AGENCY COMMISSION
15% time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.
Basic Rates: 20b, 22a, 23a, 30.
Contracts: 40c, 44b.
Prod. Services: 82.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff ———— Rec'd 7/7/75.

6. SPOT ANNOUNCEMENTS

30 DAYS:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.90	4.55	4.25	3.90	3.60
30 sec	3.90	3.65	3.40	3.10	1.95

10. SPECIAL FEATURES
NEWS OR WEATHER, 6 DAYS A WK:

	5 min	10 min
Per mo.	125	240

ID's 50% of 30-sec.
Submitted by John J. McKinney.

KNIE
1973

Media Code 4 252 1950 8.00

Rumberger Enterprises, Inc., Box 1383, Cheyenne, Wyo. 82001. Phones 307-632-6488, 6489, 6490.

STATION'S PROGRAMMING DESCRIPTION
KNIE: Programmed for adults and young adults. MUSIC: current MOR hits with large selection of oldies. 5 AIR PERSONALITIES. NEWS: at :60, local at :30. News director. Emphasis on local news with actualities, UPI & UPI audio. SPORTS: local high school sports, local & world wide sports throughout day. Contact Representative for further details. Rec'd 4/17/74.

1. PERSONNEL
Gen'l & Sales Mgr.—C. Frank Rhoades.
News Director—Marc Gross.
Chief Engineer—Jerry Cockburn.

2. REPRESENTATIVES
Denver—John L. McQuire, Inc.

3. FACILITIES
10,000 w. days, 1,000 w. nights; 1530 kc. Directional night only.
Operating schedule: 5 am-midnight. MST.

4. AGENCY COMMISSION
15% Time only; 20th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a.
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15d, 16.
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b.
Contracts: 40c, 42b, 43, 45.
Comb.; Cont. Discounts: 60a, 61b, 62b.
Cancellation: 70a, 70e, 71b, 73a.
Prod. Services: 81, 82.

TIME RATES
No. 1 Eff 10/1/73—Rec'd 4/17/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	26x	52x	156x	400x	936x
1 min	4.20	4.00	3.80	3.60	3.40	3.20
30 sec	3.20	3.00	2.80	2.60	2.40	2.20
	6-10 AM & 3-7 PM					
1 min	5.20	5.00	4.80	4.60	4.40	4.20
30 sec	4.20	4.00	3.80	3.60	3.40	3.20

10 sec: 50% of 1-min.

7. PACKAGE PLANS

7 CONSEC. DAYS:	10 ti	20 ti	30 ti	40 ti
1 min	4.00	3.80	3.60	3.40
30 sec, ROS	3.00	2.80	2.60	2.40
1 min	5.00	4.80	4.60	4.40
30 sec, Drivetime	4.00	3.80	3.60	3.40

10 sec: 50% of 1-min.
Submitted by C. Frank Rhoades.

KRAE
1961

Subscriber to the NAB Radio Code

Media Code 4 252 2100 6.00
Radio Cheyenne, Inc., Box 189, 2109 E. 10th St., Cheyenne, Wyo. 82001. Phones 307-638-3921, 3922.

STATION'S PROGRAMMING DESCRIPTION
KRAE: Programmed for adults and young adults. MUSIC: general popular sign-on-3 pm, thereafter current hits, M-F; weekends general popular, alternating current hits with standards. NEWS: AM block 6-8 am, M-Sat hourly plus on-scene coverage; 4 hours talk & news daily, including news, weather, sports blocks 7:30-8 am, noon-12:20; 4:55-5:15 pm; mobile units, UPI audio, news team. Telephone call-in, interviews, discussions, swap shop, M-F. Spanish music personality show Sun 9:30 am-noon. Railroad train crew call board 4 times daily. Live coverage of rodeos, parades, celebrations, special events. Contact Representative for further details. Rec'd 10/1/73.

1. PERSONNEL
Pres. & Gen'l Mgr.—Tom Bauman.

2. REPRESENTATIVES
Alan Torbet Associates, Inc.
Mountain Media.
Southwest—Erle Racey & Associates.

3. FACILITIES
1,000 w. days; 1480 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g.
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.
Contracts: 40a, 45, 46, 47a.
Comb.; Cont. Discounts: 60a.
Cancellation: 70a, 70e, 71a, 73a.
Affiliated with ATA Radio Network.

TIME RATES
No. 7 Eff 12/1/70—Rec'd 8/30/71.
A—6-9 am, noon-1 pm & 4:30-6:30 pm.
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	8 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS A						
1 min	6.50	6.20	5.90	5.60	5.30	5.00
30 sec	5.20	4.95	4.70	4.50	4.25	4.00
10 sec	3.90	3.70	3.55	3.35	3.20	3.00
CLASS B						
1 min	5.30	5.00	4.70	4.40	4.10	3.80
30 sec	4.25	4.00	3.75	3.55	3.30	3.05
10 sec	3.20	3.00	2.85	2.65	2.50	2.30

8. PROGRAM TIME RATES

PER WK:	—1/4 hr— A	B	—10 min— A	B	—5 min— A	B
1 ti	26.00	21.20	19.50	15.90	13.00	10.60
3 ti	24.50	19.70	18.40	14.80	12.25	9.85
6 ti	23.00	18.20	17.25	13.65	11.50	9.10

DISCOUNT
13 wk—5% 26 wk—10% 52 wk—15%

KVWO
1952

Subscriber to the NAB Radio Code

Media Code 4 252 2400 3.00
KVWO, Inc., Box 926, 1370 Southwest Dr., Cheyenne, Wyo. 82001. Phone 307-632-0551.

STATION'S PROGRAMMING DESCRIPTION
KVWO: Programmed for young adults.
MUSIC: modern country and western. NEWS: hourly. Live coverage Cheyenne Frontier Days. Rodeo and parades, etc. Contact Representative for further details. 4/3/72.

1. PERSONNEL
Exec. Vice-President—Bill C. Hart.
Station Manager—Larry B. Peterson.
Chief Engineer—Robert Goodrich.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Seattle, Portland—Broadcast Northwest.

3. FACILITIES
1,000 w. days; 1370 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KVWO-FM.

4. AGENCY COMMISSION
15% time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a.
Rate Protection: 10g, 12g, 14g.
Basic Rates: 20b 21b, 22a, 23c, 25a, 28c, 30.
Contracts: 40a, 44b.
Cancellations: 70a, 70c, 71a, 72, 73b, 73c.
Prod. Services: 80, 82.
Affiliated with KBS and MBS.
Member: Farm Radio Network.

NATIONAL AND LOCAL RATES SAME
No. 3A-B Eff 6/1/73—Rec'd 8/20/73.
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	—AA— 1 ti	12 ti	24 ti	36 ti	—A— 1 ti	12 ti	24 ti	36 ti
1 min	5.00	4.20	4.00	3.80	4.30	3.70	3.50	3.30
30 sec	4.40	3.60	3.40	3.20	3.70	3.10	2.90	2.70

7. PACKAGE PLANS

PER WK. EA:	60 ti	120 ti
1 min	156	276
30 sec	114	192

ANNUAL PLAN
Advertisers contracting in advance for 312/624/936 spots within 52 wks earn 12/24/36 plan rate, regardless of number of spots in any on wk. Schedules will be adjusted to rate earned on wk on unfulfilled contracts.

8. PROGRAM TIME RATES

PER WK. EA:	1 ti	3 ti	6 ti
10 min	12.50	11.50	10.50
5 min	9.50	8.50	7.50

KVWO-FM
1961

Subscriber to the NAB Radio Code

Media Code 4 252 2401 1.00
KVWO, Inc., Box 926, 1370 Southwest Dr., Cheyenne, Wyo. 82001. Phone 307-632-0551.
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION
KVWO-FM: Programmed for young adults 18 to 49 years.
MUSIC: Modern C & W. Contact Representative for further details. Rec'd 4/3/72.

3. FACILITIES
ERP 3,000 (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.
Operating schedule: 24 hours daily. MST.
Antenna ht.: 78 ft. above average terrain.
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KVWO.

5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.

TIME RATES
Rates are identical to KVWO. See that listing.

CODY

Park County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KODI
1947

Wyeom Corporation

Media Code 4 252 3000 6.00
Wyeom Corp., Box 1222, 1253 Sheridan Ave., Cody, Wyo. 82414. Phone 307-587-2212.

STATION'S PROGRAMMING DESCRIPTION
KODI: Programmed for everyone.

1. PERSONNEL
Manager—Dorse Miller.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City/St. Louis—Eugene Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Seattle/Portland—Broadcast Northwest.

3. FACILITIES
1,000 w. days, 250 w. night; 1400 kc. Non-directional.
Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION
15/0.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with NBC.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 1/1/75—Rec'd 4/7/75.

6. SPOT ANNOUNCEMENTS

	—Per wk— 1 ti	12 ti	24 ti	36 ti	—Per yr— 312x	624x	936x
1 min	4.70	4.10	3.60	3.20	4.10	3.60	3.20
30 sec	3.80	3.20	2.70	2.30	3.20	2.70	2.40

7. PACKAGE PLANS
SATURATION

PER WK:	30 ti	60 ti
1 min	2.60	2.30
30 sec	2.10	1.80

DOUGLAS

Converse County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KWIV
1957

Subscriber to the NAB Radio Code

Media Code 4 252 3300 4.00

Radio Station KWIV, Drawer X, West Yellowstone Hwy., Douglas, Wyo. 82633. Phone 307-358-2768.

1. PERSONNEL
General Manager—Don Britton.

3. FACILITIES
250 w.; 1050 kc. Non-directional.
Operating schedule: Daytime. MST.

4. AGENCY COMMISSION
15/0 time only: 10 days.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with KBS.

TIME RATES
Rates effective June 25, 1965. (Card No. 2.)
Card received June 25, 1965.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti	3.80	3.00	1.90
52 ti	3.60	2.85	1.80
104 ti	3.40	2.70	1.70
156 ti	3.20	2.55	1.60
260 ti	2.80	2.25	1.50

7. PACKAGE PLANS
ROS PACKAGE

PER WK:	30 sec	1 min		30 sec	1 min
20 ti	50.	76.	80 ti	176.	256.
40 ti	96.	136.	100 ti	200.	300.
60 ti	138.	198.			

EVANSTON

Uinta County—Map Location D-5
See SRDS consumer market map and data at beginning of the State.

KEVA
1953

Media Code 4 252 3600 7.00

KEVA, Inc., Box 190, Evanston, Wyo. 82930. Phone 307-789-9101.

STATION'S PROGRAMMING DESCRIPTION
KEVA: Adult MOR. C & W; net news, features.

1. PERSONNEL
General Manager—Michael B. Lish.

2. REPRESENTATIVES
Jack Masla & Co., Inc.
Salt Lake City—Aaron Bournstein Co.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Seattle, Portland—Broadcast Northwest.

3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.
Operating schedule: 5:30 am-10 pm. MST.

4. AGENCY COMMISSION
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.

TIME RATES
Eff 5/1/74—Rec'd 12/6/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	25 ti	50 ti	100+
1 min	3.25	3.00	2.75	2.40
30 sec	2.75	2.50	2.25	1.90
10 sec	2.00	1.75	1.50	1.20

10. SPECIAL FEATURES
5-min newscasts 8.50
Edited by Michael B. Lish.

GILLETTE

Campbell County—Map Location G-2
See SRDS consumer market map and data at beginning of the State.

KIML
1957

NAB

Subscriber to the NAB Radio Code
Media Code 4 252 3900 1.00
Gillette Broadcasting Co., Box 1009, Gillette, Wyo. 82716.
Studio—405 Lakeside Ave., Gillette, Wyo. Phone 307-682-4747.

1. PERSONNEL
Manager—Roy A. Mapel.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1270 kc. Non-directional.
Operating schedule: 17 hours daily. MST.
4. AGENCY COMMISSION
15% to recognized agencies. Bills payable by 10th.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Member: The Intermountain Network.

TIME RATES
No. 40 Eff 11/1/70—Rec'd 4/2/73.

6. SPOT ANNOUNCEMENTS

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	5.50	5.40	5.30	5.20	5.10
30 sec	4.50	4.40	4.30	4.20	4.10
10 sec	3.50	3.40	3.30	3.20	3.10

JACKSON

Teton County—Map Location D-3
See SRDS consumer market map and data at beginning of the State.

KSGT
1962

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 252 4200 5.00
J G J Corp., Box 100, Jackson, Wyo. 83001. Phone 307-733-2120.

STATION'S PROGRAMMING DESCRIPTION
KSGT: general popular day; Serious, B & B eve.

1. PERSONNEL
Sta. Mgr. & Chief Engr.—Bill McManus.
3. FACILITIES
1,000 w.; 1340 kc.
Operating schedule: 6 am-midnight. MST.
4. AGENCY COMMISSION
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 3 Eff 1/1/75—Rec'd 1/31/75.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
		CLASS A				
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.00	3.80	3.60	3.40	3.20	3.00
		CLASS B				
1 min	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.20	3.00	2.80	2.60	2.40	2.20

KEMMERER

Lincoln County—Map Location D-4
See SRDS consumer market map and data at beginning of the State.

KMER
1962

Media Code 4 252 4500 8.00
Lincoln Broadcasting Co., Inc., Box 432, Kemmerer Wyo. 83101. Phone 307-877-4422.

STATION'S PROGRAMMING DESCRIPTION
KMER: Molt music, 5 min network, 2 min local news.

1. PERSONNEL
General Manager—Leonard Butcher.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 950 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION
15/0 time and talent.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41-R Eff 7/1/74—Rec'd 7/29/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
		CLASS A			
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	4.00	3.80	3.60	3.40	3.20
		CLASS B			
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.20	3.00	2.80	2.60	2.40

LANDER

Fremont County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KOVE
1948

RAB

Media Code 4 252 4800 2.00
Fremont Broadcasting, Inc., KOVE Bldg., Box 430, Lander, Wyo. 82520. Phone 307-332-5683.

1. PERSONNEL
General Manager—Joe Kenney.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
3. FACILITIES
5,000 w. days, 1000 w. nights; 1330 kc.
Directional—night only.
Operating schedule: 6 am-10 pm. MST.
4. AGENCY COMMISSION
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations
Affiliated with CBS.

TIME RATES
NATIONAL AND LOCAL RATES SAME
Eff 9/1/74—Rec'd 12/19/74.
AA—Mon thru Sat 6-9 am, noon-1 pm, 4-6 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AA 1 min	AA 30 sec	AA 15 sec	A 1 min	A 30 sec	A 15 sec
1 ti	4.85	3.85	2.85	3.85	2.85	2.35
12 ti	4.60	3.60	2.60	3.60	2.60	2.10
24 ti	4.35	3.35	2.35	3.35	2.35	1.85
36 ti	4.10	3.10	2.10	3.10	2.10	1.60
4 WKS:						
48 ti	4.60	3.60	2.60	3.60	2.60	2.10
96 ti	4.35	3.35	2.35	3.35	2.35	1.85
144 ti	4.10	3.10	2.10	3.10	2.10	1.60

ANNUAL PLAN: Contract in advance for 312/624/936 spots within a 52-wk period will earn the 12/24/36 plan rate, regardless of number run in any one week. Contract not fulfilled, schedules will be adjusted to rate earned each week.

LARAMIE (2 AM; 1 FM)

Albany County—Map Location G-5
See SRDS consumer market map and data at beginning of the State.

KIOZ
1974

NAB RAB

Media Code 4 252 4950 5.00
Wycom Corp., Box 818, 260 W. Lyon St., Laramie, Wyo. 82070. Phone 307-745-7396.
See affiliated AM station for additional information.
AM facilities: KOJO.

STATION'S PROGRAMMING DESCRIPTION
KIOZ: Programmed for young adults 18-35.
MUSIC: contemporary adult popular & rock, current & oldies. Classical music 8 am-noon Sun. NEWS: 4 min at :55. Weekly discussion show 8-8:55 pm Sun. COMMERCIAL POLICY: maximum 9 minutes per hour. Contact Representative for further details. Rec'd 4/7/75.

1. PERSONNEL
President & General Manager—Bill Sims.
Operations Director—Steve Broomell.
Sales Manager—Ray Ebert.
3. FACILITIES
Eff' 30,000 w. (horiz.), 30,000 w. (vert.); 102.9 mc. Stereo.
Operating schedule: 6 am-midnight. MST.
Antenna ht.: 1,150 ft. above average terrain.

TIME RATES
No. 2 Eff 1/1/75—Rec'd 4/4/75.

7. PACKAGE PLANS
ROS—BTA

PER WK:	1 ti	12 ti	24 ti	36 ti
1 min	4.50	4.00	3.50	3.00
30/15 sec	3.40	3.10	2.80	2.50

Edited by Bill Sims.

KOJO
1962

NAB RAB

Wycom Corporation
Media Code 4 252 5100 6.00
Wycom Corp., Box 818, Laramie, Wyo. 82070. Phone 307-745-7396.
Studios: 260 W. Lyon St., Laramie, Wyo. 82070.

STATION'S PROGRAMMING DESCRIPTION
KOJO: MUSIC: 100% modern country.

1. PERSONNEL
President—Bill Sims.
Sales Manager—Bob Flotte.
Technical Director—Steve Broomell.
2. REPRESENTATIVES
Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis, St. Paul—Wayne-Evans & Assoc., Inc.
Seattle, Portland—Broadcast Northwest.
3. FACILITIES
500 w.; 1490 kc. Non-directional.
Operating schedule: 5:30 am-midnight. MST.
4. AGENCY COMMISSION
15/0 time only.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 28a, 30.
Contracts: 40a, 41, 46, 49, 51a, 51b.
Comb.; Cont. Discounts: 60h, 60i, 61c, 62d.
Cancellation: 70c, 71a, 72, 73a, 73b.
Prod. Services: 80, 81, 82.
FM facilities KIOZ.
Affiliated with NBC.

TIME RATES
No. 4 Eff 3/1/75—Rec'd 5/1/75.

7. PACKAGE PLANS
ROS—BTA

PER WK:	1 ti	12 ti	24 ti	36 ti
PER MO:	1 ti	48 ti	96 ti	144 ti
PER YR:	1x	312x	624x	936x
1 min	4.20	3.80	3.40	3.00
30 sec	3.40	3.10	2.80	2.50
10 sec	2.10	1.90	1.70	1.50

Specified/guaranteed time: Extra 20%.

6. PROGRAM TIME RATES

PER MO:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	50	35	25	15

PER WK:	1 ti	3 ti	5 ti	6 ti
5 min	50	105	135	155
10 min	80	160	200	225

Edited by Bill Sims.

KOWB
1947

NAB

A Curt Gowdy Station
Subscriber to the NAB Radio Code
Media Code 4 252 5400 6.00
Curt Gowdy Enterprises, Inc., Box 1290, Laramie, Wyo. 82070. Phone 307-745-4888.

STATION'S PROGRAMMING DESCRIPTION
KOWB: MUSIC: Contemporary. NEWS: network at :55, local at :00. News director. SPORTS: play-by-play high school, university & professional football. Sports director. Contact Representative for further details. Rec'd 11/8/74.

1. PERSONNEL
President—Curt Gowdy.
General Manager—Jim Ballas.
News Director—Ralph Swain.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1290 kc. Directional.
Operating schedule: 5:55 am-midnight daily. MST.
4. AGENCY COMMISSION
15%, no cash discount.
5. GENERAL ADVERTISING See coded regulations
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.
Rate Protection: 10c, 14, 15c, 16.
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 33b.
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 48, 51a.
Comb.; Cont. Discounts: 60b, 61b, 62b.
Cancellation: 70a, 70c, 71a, 72, 73a.
Prod. Services: 80, 82.
Affiliated with American Contemporary Network.
Member: The Intermountain Network.

TIME RATES
No. 41-R Eff 7/1/74—Rec'd 7/26/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
12 ti	6.00	4.80	3.00	4.80	3.85	2.40
18 ti	5.70	4.55	2.85	4.60	3.60	2.25
24 ti	5.40	4.30	2.70	4.20	3.35	2.10
30 ti	5.10	4.10	2.55	3.90	3.10	1.95
36 ti	4.80	3.85	2.40	3.60	2.90	1.80

NEWCASTLE

Weston County—Map Location G-3
See SRDS consumer market map and data at beginning of the State.

KASL
1955

Media Code 4 252 5700 3.00
Nodak, Inc., 216 W. Main, Newcastle, Wyo. 82701. Phone 307-746-4483.

STATION'S PROGRAMMING DESCRIPTION
KASL: Molt & News.

1. PERSONNEL
General Manager—Norman C. French.
3. FACILITIES
1,000 w. days, 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-10 pm. MST.
4. AGENCY COMMISSION
15/0; net 10th of month.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff 4/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	101x	401x	801+
1 min	4.80	4.30	3.80	3.30
30 sec	3.20	2.70	2.20	1.70
10 sec	2.50	2.00	1.50	1.00

Guaranteed times, extra 20%.

7. PACKAGE PLANS

PER WK:	1 ti	8 ti	22 ti	43+
1 min	5.00	4.50	4.00	3.50
30 sec	3.40	2.90	2.40	1.90
10 sec	2.70	2.20	1.70	1.20

Guaranteed times, extra 20%.

POWELL

Park County—Map Location E-2
See SRDS consumer market map and data at beginning of the State.

KPOW
1941

RAB

Media Code 4 252 6000 7.00
Macnel, Inc., Box 968, Willow Bd., Powell, Wyo. 82435. Phone 307-754-2421.

1. PERSONNEL
Manager—William A. Mack.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
5,000 w.; 1260 kc. Directional—night only.
Operating schedule: ————. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Affiliated with MBS.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 41 Eff 1/1/73—Rec'd 2/1/73.
A—Mon thru Sat 6-9 am, noon-1 pm & 4:30-6:30 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	A 1 min	A 30 sec	A 10 sec	B 1 min	B 30 sec	B 10 sec
12 ti	4.60	3.70	2.30	3.70	2.95	1.85
18 ti	4.30	3.45	2.15	3.45	2.75	1.75
24 ti	4.00	3.20	2.00	3.20	2.55	1.60
30 ti	3.70	2.95	1.85	2.95	2.35	1.50
36 ti	3.40	2.70	1.70	2.70	2.15	1.35

RAWLINS

Carbon County—Map Location F-4
See SRDS consumer market map and data at beginning of the State.

KRAL
1947

RAB

Media Code 4 252 6300 1.00
Korral Radio, Inc., 319 Wyoming St., Rawlins, Wyo. 82301. Phone 307-324-2711. 2712.

1. PERSONNEL
Owner & Pres.—Ralph W. Sterling.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days; 250 w. nights; 1240 kc.
Non-directional.
Operating schedule: 6 am-10 pm. MST.
4. AGENCY COMMISSION
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
Eff 1/1/74—Rec'd 8/7/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	11 ti	21 ti	51+
1 min	5.30	4.95	3.75	3.25
30 sec	3.50	3.30	2.65	2.05
15 sec	1.90	1.80	1.55	1.35

RIVERTON

Fremont County—Map Location E-3
See SRDS consumer market map and data at beginning of the State.

KVOW
1948

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 252 6600 4.00
Riverton Broadcasting Co., Inc., Box 393, Riverton, Wyo. 82501. Phone 307-856-2251.

1. PERSONNEL
General Manager—Tony A. Kehl.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w.; 1450 kc. Non-directional.
Operating schedule: 5:30 am-10:00 pm. MST.
4. AGENCY COMMISSION
15/0 net time only.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with MBS.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES
No. 42-R Eff 7/1/74—Rec'd 7/25/74.
A—Mon thru Sat 6-10 am, 11:45 am-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS
SATURATION PLAN

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
		CLASS A			
1 min	4.60	4.40	4.20	4.00	3.80
30 sec	3.70	3.50	3.35	3.20	3.05
		CLASS B			
1 min	3.80	3.60	3.40	3.20	3.00
30 sec	3.05	2.90	2.70	2.55	2.40

ROCK SPRINGS

Sweetwater County—Map Location E-5
See SRDS consumer market map and data at beginning of the State.

KRKK
1938

NAB RAB

Subscriber to the NAB Radio Code
Media Code 4 252 6900 8.00
Media West, Inc., Box 2128, Rock Springs, Wyo. 82901. Phone 307-362-3793.

STATION'S PROGRAMMING DESCRIPTION
KRKK: Programmed for adults 18-49.

1. PERSONNEL
Vice-Pres. & Gen'l Mgr.—William J. Luzmoor III.
2. REPRESENTATIVES
Eastman Radio, Inc.
3. FACILITIES
1,000 w. days, 500 w. nights; 1360 kc.
Directional—night only.
Operating schedule: 24 hours daily. MST.
4. AGENCY COMMISSION
15/0.
5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Affiliated with American Information Network.

TIME RATES
No. 2 Eff 7/1/75—Rec'd 6/20/75.
AAA—Mon thru Sat 5-9 am, noon-1 pm & 3-7 pm.
AA—Mon thru Sat 9 am-noon & 1-3 pm.
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA 1 min	AAA 30 sec	AA 1 min	AA 30 sec	A 1 min	A 30 sec
6 ti	7.00	6.00	6.50	5.50	5.50	4.50
18 ti	6.00	5.00	5.50	4.50	4.50	3.50
30 ti	5.00	4.00	4.50	3.50	3.50	2.50

10 sec: 50% of 1-min.
Specified time, extra 10%.

(This listing continued on next page)

WYOMING

Rock Springs—K R K K—Continued

7. PACKAGE PLANS

TAP 1—1/3AAA, 1/3AA, 1/3A

PER WK:	18 ti	36 ti	42 ti
1 min	5.00	4.00	3.00
30 sec	4.00	3.25	2.25

TAP 11—1/2 AAA, 1/2AA

1 min	5.75	4.75	3.75
30 sec	4.75	3.75	2.75

10. SPECIAL FEATURES

NEWSCASTS

PER MO:	AAA	AA	A
3 min	150	125	100
*7 min	300/175	250/150	200/125

(*) Full sponsorship/half sponsorship.

WEATHER/SPORTSCASTS

5 min	175/125	150/100	125/75

Edited by Wm. J. Luzmoor III.

SHERIDAN (2 AM)

Sheridan County—Map Location F-2

See SRDS consumer market map and data at beginning of the State.

KROE

1961

NAB RAB

Media Code 4 252 7200 2.00

Sheridan Broadcasting Co., Box 3048, Sheridan, Wyo. 82801. Phone 307-674-4323.

STATION'S PROGRAMMING DESCRIPTION

KROE: Adult programming. Ranch-farm audience

1. PERSONNEL

Pres. & Gen'l Mgr.—Kim Love.

2. REPRESENTATIVES

PRO/Meeker Radio.
South, Southwest—Busby, Finch, Lathom & Widman.
Mountain States—Bob Hix Co., Inc.

3. FACILITIES

1,000 w.; 930 kc. Non-directional.
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION

15/0 time only: 10th of following month.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS.

NATIONAL AND LOCAL RATES SAME
Eff 3/1/75—Rec'd 2/3/75.
A—6-9 am & noon-1 pm.
B—All other times.

7. PACKAGE PLANS

	A			B		
PER WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
6 ti	4.60	3.75	2.75	3.50	2.85	2.05
12 ti	4.40	3.50	2.50	3.40	2.70	1.85
18 ti	4.15	3.30	2.35	3.20	2.50	1.65
24 ti	3.85	3.05	2.25	3.00	2.35	1.55
36 ti	3.40	2.75	2.15	2.65	2.10	1.50

Contracts in advance for 312/624/936 spots within 52-wk period earn 12/24/36 plan rate regardless of number of spots any 1 wk. If contract not fulfilled, schedule adjusted to rate earned ea wk.

KWYO

1934

NAB RAB

Media Code 4 252 7500 5.00

Daniels Properties, Inc., 140 E. Loucks, Sheridan, Wyo. 82801. Phone 307-674-4461.

STATION'S PROGRAMMING DESCRIPTION

KWYO: for teenagers, young adults, & adults.

1. PERSONNEL

General Manager—Don Hargis.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

1,000 w. days; 500 w. nights; 1410 kc.
Non-directional.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES

No. 42-R Eff 7/1/74—Rec'd 7/29/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

	CLASS A				
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.50	4.25	4.00	3.75	3.50
30 sec	3.60	3.40	3.20	3.00	2.80
	CLASS B				
1 min	3.50	3.30	3.10	2.90	2.70
30 sec	2.80	2.65	2.50	2.30	2.15

THERMOPOLIS (2 AM)

Hot Springs County—Map Location E-3

See SRDS consumer market map and data at beginning of the State.

KRTR

1955

NAB

Media Code 4 252 7800 9.00

Mildred V. Ernst, 500 Arapahoe, Thermopolis, Wyo. 82443. Phone 307-864-2351.

1. PERSONNEL

Gen'l Mgr. & Prog. Dir.—Mildred V. Ernst.

3. FACILITIES

250 w.; 1490 kc. Non-directional.
Operating schedule: 6 am-10 pm, MST.

4. AGENCY COMMISSION

15% to recognized agencies on time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

Rates effective June 1, 1955.
Rates received October 24, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.	260 ti.
100 words	4.00	3.85	3.70	3.55	3.40	3.25
50 words	3.00	2.85	2.70	2.55	2.40	2.25
1 hour						40.00
1/2 hour						25.00
1/4 hour						15.00
5 minutes						7.50

DISCOUNTS

26 or more times	5%
52 or more times	10%
104 or more times	15%

KTHE

1955

NAB

Media Code 4 252 8100 3.00

Big Horn Basin Broadcasting Co., Inc., Box 591, 320 N. Railroad Ave., Thermopolis, Wyo. 82443. Phone 307-864-2119.

1. PERSONNEL

Pres. & Gen'l Mgr.—James A. Osiby.

2. REPRESENTATIVES

Jack Masla & Co., Inc.
Mountain States—Bob Hix Co., Inc.
Kansas City, St. Louis—Eugene F. Gray Co., Inc.
Minneapolis—Wayne-Evans & Associates, Inc.
Seattle, Portland—Broadcast Northwest.

3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc
Non-directional.
Operating schedule: 6 am-7 pm. MST.

4. AGENCY COMMISSION

15% on net time.

TIME RATES

No. 2A—Eff 1/1/74—Rec'd 8/2/74.
AA—Mon thru Sat 6-9 am & 4-7 pm.
A—All other times.

7. PACKAGE PLANS

PER	AA				A			
WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	3.30	3.20	2.90	2.60	2.90	2.60	2.30	2.00
30 sec	2.90	2.60	2.30	2.00	2.30	2.00	1.70	1.40

ANNUAL PLAN: Advertisers contracting in advance for 312/624/936 spots within a 52-wk period will earn 12/24/36 plan rate, regardless of number of spots run in any one wk. In the event contract isn't fulfilled, schedules will be adjusted to rate earned each wk.

TORRINGTON

Goshen County—Map Location H-4

See SRDS consumer market map and data at beginning of the State.

KGOS

1950

Media Code 4 252 8400 7.00

Kermit G. Kath, Box 670, Torrington, Wyo. 82240. Phone 307-532-2158

1. PERSONNEL

General Manager—Kermit G. Kath.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.
Non-directional.
Operating schedule: 6 am-11 pm. MST.

4. AGENCY COMMISSION

15/0 time only: monthly.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES

Eff 1/1/73—Rec'd 12/4/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x
1 min/less	6.00	5.85	5.70	5.55	5.40	5.25

WHEATLAND

Platte County—Map Location G-4

See SRDS consumer market map and data at beginning of the State.

KYCN

1960

NAB

Subscriber to the NAB Radio Code

Media Code 4 252 8700 0.00

Pioneer Broadcast, Inc., Box 250, Wheatland, Wyo. 82201. Phone 307-322-3883.

STATION'S PROGRAMMING DESCRIPTION

KYCN: Programmed for the community.

1. PERSONNEL

Pres. & Gen'l Mgr.—Grover D. Allen.

3. FACILITIES

250 w.; 1340 kc. Non-directional.
Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION

15/0; none if station services account.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract with exceptions.
Affiliated with KBS.

TIME RATES

No. 2 Eff 1/1/69—Rec'd 10/6/70.

6. SPOT ANNOUNCEMENTS

ANNUAL

PER YR:	*15 sec	30 sec	1 min
1 x	2.00	3.00	3.80
26 x	1.80	2.70	3.45
52 x	1.70	2.55	3.25
104 x	1.50	2.20	2.85
156 x	1.30	1.95	2.55
260 x	1.20	1.80	2.25
312 x	1.10	1.65	2.10
520 x	1.00	1.50	1.90
780 x	.90	1.35	1.70
1040 x	.80	1.20	1.55

(*) Scheduled between 8 am-noon, 1-5 pm & 6.30-10 pm.

7. PACKAGE PLANS

QUICK PECK

WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti	75 ti
1 min	2.75	2.60	2.50	2.40	2.30	2.20	2.10	2.00
30 sec	2.20	2.10	2.00	1.90	1.80	1.70	1.60	1.50
15 sec	1.80	1.50	1.35	1.20	1.15	1.10	1.05	1.00

COUNTRY STYLE

MO:	15 ti	25 ti	30 ti	45 ti	60 ti	75 ti	100 ti	150 ti
1 min	2.60	2.50	2.40	2.30	2.20	2.10	2.00	1.90
30 sec	2.10	2.00	1.90	1.80	1.70	1.60	1.50	1.35
15 sec	1.75	1.40	1.25	1.15	1.10	1.05	1.00	.90

STOLEN MOMENTS
(6:30 pm-sign-off; Sun all day)

1 min or 30 sec	1.65

10. SPECIAL FEATURES

STOLEN MOMENTS
(6:30 pm-sign-off; Sun all day)

5 min news	2.75
15 min news	6.60

	1 hr	1/2 hr	1/4 hr
Recorded show	22.00	12.00	6.60

WORLAND

Washakie County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

KWOR

1946

RAB

Media Code 4 252 9000 4.00

KWOR, Inc., Box 409 Worland, Wyo. 82401 Phone 307-347-3231.

1. PERSONNEL

Manager—Ken Brown.

2. REPRESENTATIVES

Eastman Radio, Inc.

3. FACILITIES

1,000 w. days, 255 w. nights; 1340 kc.
Non-directional.
Operating schedule: 6 am-10 pm. MST.

4. AGENCY COMMISSION

15%; 10 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.
Affiliated with American Information Network.
Member: The Intermountain Network.

TIME RATES

No. 41-R Eff 7/1/74—Rec'd 7/25/74.
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.
B—All other times.

7. PACKAGE PLANS

	CLASS A				
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.70	3.50	3.30	3.10	2.90
30 sec	2.95	2.80	2.65	2.50	2.30
	CLASS B				
1 min	2.90	2.70	2.50	2.30	2.10
30 sec	2.30	2.15	2.00	1.85	1.70

10 sec: 50% of 1-min.

GUAM

AGANA

KUAM

1954

Media Code 4 252 9499 8.00
Pacific Broadcasting Corp., Box 368, Agana, Guam, M. I. 96910. Phone 777-7961. Cable WUAM.
San Francisco Office: 1818 Gilbreth Rd., Burlingame, Calif. 94010.
Studio—Rt. 4, Sinajana, Guam.

1. PERSONNEL
Pres. & Gen'l Mgr.—H. Scott Killgore.

2. REPRESENTATIVES
Intercontinental Services Ltd.

3. FACILITIES
10,000 w.; 610 kc. Non-directional.
Operating schedule: 24 hours daily. GST (12 hrs later than PST).

4. AGENCY COMMISSION
15/0; monthly.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
4% Territory tax applicable to all net billing.

TIME RATES
No. 7 Eff 7/1/72—Rec'd 10/4/72.
A—Mon thru Thurs 6-9 am, noon-1 pm & 4-6 pm; Fri, Sat & Sun all day.
B—All other times.

6. SPOT ANNOUNCEMENTS

	A			B		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 x	23.00	15.20	9.50	17.25	11.50	7.50
26 x	21.85	14.45	9.05	16.40	10.95	7.15
52 x	20.70	13.70	8.55	15.55	10.35	6.75
104 x	19.55	12.90	8.10	14.65	9.80	6.40
156 x	18.40	12.15	7.60	13.80	9.20	6.00
260 x	17.25	11.40	7.15	12.95	8.65	5.65

Submitted by H. Scott Killgore.

VIRGIN ISLANDS

ST. CROIX (1 AM; 2 FM)

Christiansted
Frederiksted

WIVI-FM

1965

Media Code 4 255 4001 0.00
H.R.H., Inc., Box 210, St. Croix, V. I. 00820. Phones 809-772-0347, 773-3810.
Studio—Fort Louise Augusta, St. Croix, V. I.

1. PERSONNEL
Station Manager—Al Wiggins.

2. REPRESENTATIVES
Pan American Broadcasting Company.

3. FACILITIES
ERP 4,900 w.; 99.5 mc. Stereo.
Operating schedule: 6 am-11 pm. AST.
Antenna ht 275 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
All broadcasts must be in English.

TIME RATES
Eff——————Rec'd 2/17/75.
Prime—7-9 am, 11:30 am-1:30 pm & 5-7:30 pm.

6. SPOT ANNOUNCEMENTS

	1 min	45 sec	30 sec	15 sec
Prime	5.00	4.00	3.90	2.60

10. SPECIAL FEATURES
2-min headlines—ea 4.50.
News—10% extra.
Spots adjacent to news—10% extra.

DOLLAR VOLUME DISCOUNT
500.00—3% 1,500.00—5% 2,000.00—10%
1,000.00—4% 2,000.00—7%

WSTX

1952

Media Code 4 255 4560 1.00
Virgin Islands Broadcasting Corp., Box 428, Christiansted, St. Croix, V. I. 00820. Phones 809-773-6390, 0445.

1. PERSONNEL
General Manager—Buth J. Carpenter.

2. REPRESENTATIVES
Pan American Broadcasting Company.

3. FACILITIES
5,000 w. days; 1,000 w. nights; 970 kc. Non-directional.
Operating schedule: 6-1 am. AST.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See codes regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 2 Eff 1/72—Rec'd 12/18/72.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Flat	6	4	2

7. PACKAGE PLANS
WEEKEND SATURATION PLAN
15 30-sec spots Sat and/or Sun 2.59

SPECIAL PACKAGES
(Mon thru Fri—minimum contract 8 wks)

PER DAY, EA:	10 tl	6 tl	6 tl	4 tl
1 min	4.00	4.25	4.50	5.00
30 sec	3.00	3.25	3.50	2.75

WVIS (FM)

1973

Media Code 4 255 5000 1.00
Joseph Bahr, Box 1403, 7-A Estate Whim, Frederiksted, St. Croix, V. I. 00840. Phone 809-772-1853.

STATION'S PROGRAMMING DESCRIPTION
WVIS (FM): Black format, R&B, jazz, Spanish.

1. PERSONNEL
President—Joseph Bahr.

2. REPRESENTATIVES
Bernard I. Ochs Co.

3. FACILITIES
ERP 5,800 w.; 106.1 mc. Stereo.
Operating schedule: 7 am-11 pm. AST.
Antenna height: 830 ft. above average terrain.

4. AGENCY COMMISSION
20%.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.

TIME RATES
No. 3 Eff 8/1/75—Rec'd 8/1/75.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 6 tl	1 min 12 tl	1 min 16 tl	1 min 24 tl	30 sec 6 tl	30 sec 12 tl	30 sec 18 tl	30 sec 24 tl
1 wk.	8.00	7.60	7.20	6.80	6.00	5.70	5.40	5.10
13 wk	7.60	7.20	6.80	6.40	5.70	5.40	5.10	4.80
26 wk	7.20	6.80	6.40	6.00	5.40	5.10	4.80	4.50
52 wk	6.80	6.40	6.00	5.60	5.10	4.80	4.50	4.20

	10 sec
1 wk	4.00
13 wk	3.80
26 wk	3.60
52 wk	3.40

	10 sec			
1 wk	4.00	3.80	3.60	3.40
13 wk	3.80	3.60	3.40	3.20
26 wk	3.60	3.40	3.20	3.00
52 wk	3.40	3.20	3.00	2.80

Submitted by Joseph Bahr.

ST. THOMAS (2 AM; 1 FM)

WESP (FM)

1970

Media Code 4 255 5500 0.00
Radio Caribbean, Inc., Bluebeard's Castle, Charlotte Amalie, St. Thomas, Virgin Islands 00801. Phone 809-774-6730.

1. PERSONNEL
President—Ray Jetton.
Manager—Judith S. Mead.

3. FACILITIES
ERP 50,000 w; 101.1 mc.
Operating schedule: 6 am-midnight. AST.
Antenna ht.: 1,600 ft. above average terrain.

4. AGENCY COMMISSION
15/0 time only.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
All broadcasts in English.

TIME RATES
No. 5 Eff 4/1/73—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x
1 min	5.50	4.50	4.40	4.35	4.30
30 sec	4.50	3.65	3.40	3.35	3.30
15 sec	2.55	2.40	2.35	2.30	2.25
		104x	156x	260x	312x
1 min		4.20	4.15	4.05	4.00
30 sec		3.25	3.20	3.15	3.10
15 sec		2.20	2.15	2.10	2.05

10. SPECIAL FEATURES
NEWS

PER WK:	6 tl	12 tl
1/4 hr	100	180
5 min	60	120

STOCK MARKET & SPORTS

PER WK:	5 tl	10 tl
5-min Stock Market Reports	55	100
2 per day Sports Reports	55	100

DISCOUNT
3 mo + prepaid—5% Prepaid monthly—2%

WSTA

1950

Media Code 4 255 6000 0.00
V. I. Industries, Inc., Box 489, St. Thomas, V. I. 00801. Phone 809-774-1340.
Studio—French Village, St. Thomas, V. I.

1. PERSONNEL
General Manager—Big Saul.

2. REPRESENTATIVES
TIE States Ltd.
Schellenberg & Kirwan, Inc.

3. FACILITIES
250 w.; 1340 kc.
Operating schedule: 6-2 am daily. AST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Commercial announcements within a program cannot exceed 15% of the time. All broadcasts must be in English, except by special arrangement.

GUAM
VIRGIN ISLANDS

TIME RATES
No. 6 Eff 8/1/68—Rec'd 7/5/68.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	208x	312x
1 min	4.00	3.90	3.80	3.70	3.60	3.50	3.40
40 sec	3.50	3.40	3.30	3.20	3.10	3.00	2.90
30 sec	3.00	2.90	2.80	2.70	2.60	2.50	2.40
20 sec	2.50	2.40	2.30	2.20	2.10	2.00	1.90
15 sec	2.00	1.90	1.80	1.70	1.60	1.50	1.40

STATION BREAK/TIME SIGNAL
(May be broadcast 6-9 am on 13 weeks contract)

15 sec	2.50	2.40	2.30	2.20	2.10	2.00	1.90
10 sec	2.00	1.90	1.80	1.70	1.60	1.50	1.40

7. PACKAGE PLANS
(Minimum non-cancellable contract 13 wks)

PER DAY, MON THRU SAT:	10 tl	8 tl	6 tl	4 tl
1 min, per mo	640	580	480	340
30 sec, per mo	440	400	330	246
15 sec, per mo	310	260	200	140

May not be broadcast 6-9 am.

SPECIAL COMBINATION PACKAGE
(Minimum contract 13 wks)
1 5-minute newscast per day (Mon thru Sat), 4 30-second spots per day (Mon thru Sat), per mo 320

10. SPECIAL FEATURES
5-MINUTE NEWSCASTS
(Minimum contract 13 wks)

PER DAY, MON THRU SAT:	10 tl	8 tl	6 tl	4 tl
Per mo	1200	1100	1000	750

WVWI

1962

Media Code 4 255 6500 9.00
Thousand Islands Corp., Box 5170, Franklin Bldg., St. Thomas, V. I. 00801. Phone 809-774-1000.

1. PERSONNEL
Pres. & Gen'l Mgr.—Robert E. Noble.

3. FACILITIES
1,000 w.; 1000 kc. Non-directional.
Operating schedule: 6 am-midnight. AST.

4. AGENCY COMMISSION
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations
Accepts AAAA copyrighted contract.
Program overtime billed at applicable 1-minute spot rate per minute or portion thereof. No discounts or commissions.

TIME RATES
No. 4 Eff 4/1/75—Rec'd 3/24/75.
AAA—Mon thru Sat 7-9 am & 5-6 pm.
AA—Mon thru Sat 6-7 am, noon-2 pm, 4:30-5 pm & 6-6:30 pm.
A—Mon thru Sat 9 am-noon, 2-4:30 pm, 6:30 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS

	1 min	45 sec	30 sec	15 sec
AAA	10.00	8.50	7.50	5.00
AA	8.00	7.00	6.00	4.00
A	6.00	5.00	4.00	3.00

DOLLAR VOLUME DISCOUNT
TOTAL GROSS CONTRACT:
2,000—5% 4,000—10% 6,000—15%

7. PACKAGE PLANS
BOS—7 CONSECUTIVE DAYS
Plan I—75 1-min/100 30-sec/150 15-sec spots 250
Plan II—60 1-min/80 30-sec/120 15-sec spots 220
Plan III—45 1-min/60 30-sec/90 15-sec spots 180
Plan IV—30 1-min/60 30-sec/60 14-sec spots 130
Plan V—15 1-min/20 30-sec/30 15-sec spots 70

10. SPECIAL FEATURES
1-min/30-sec News—applicable rate plus 20%.

Standard Rate & Data Service

SPOT RADIO RATES AND DATA

An SRDS Publication

ABP

Published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Rd., Skokie, Ill. 60076. Phones (Chicago) 312-583-1333; (Skokie) 312-966-8500; TWX 910-223-0806.

PUBLISHER'S EDITORIAL STATEMENT

SPOT RADIO RATES AND DATA is a monthly publication edited for the buyers of spot radio advertising. Editorial content is organized to serve buyers' information needs for AM and FM radio. Each issue contains approximately 6,000 free listing arranged in geographic/alphabetical order. Listings include: personnel, representatives, facilities, time rates, participating programs, special features, etc., arranged under ten uniform, numbered headings. Also, each issue contains annually up-dated market data estimates of population, households, income, retail and store type sales and other media/market indicators for metro areas, counties, and cities, plus related metro area rankings.

1. PERSONNEL

Publisher—Harvey A. Harkaway.
Sales Manager—Leonard J. Kudlata.
Advertising Production—Dorothy Wulf.
Advertising Contracts—Patricia Young.
Manager, Broadcast Services—Raymond M. Neihengen.

2. REPRESENTATIVES and/or BRANCH OFFICES

New York 10022—For information: 866 Third Ave. Phone 212-935-7580. TWX 710-581-5396, WU TELEX 125131, RCA INTERNATIONAL TELEX 233389.

Los Angeles 90048—Joseph S. Fitch, Suite 1012, 6300 Wilshire Blvd. Phone 213-651-2311.

3. COMMISSION AND CASH DISCOUNT

15% to agencies on display advertising, color and bleed when payment is made within 30 days of invoice date; 2% cash discount—10 days from date of invoice; net 30 days. Invoiced date of issue. No commission or cash discount is allowed on Listing Ads., Listing Heads or production charges.

4. GENERAL RATE POLICY

NOTE: Orders are accepted subject to change in rates upon notice from the publisher. Advertising will be billed at rates prevailing at time of insertion.

ADVERTISING RATES

Effective January 1, 1975.
Issued September 1, 1974.
Rates received August 5, 1974.

5. BLACK/WHITE RATES

Column inches:	1 ti	6 ti	12 ti	*24 ti
40"	935.00	845.00	800.00	755.00
30"	750.00	675.00	640.00	605.00
20"	590.00	530.00	485.00	465.00
15"	495.00	455.00	430.00	390.00
10"	365.00	330.00	300.00	285.00
7-1/2"	280.00	255.00	235.00	220.00
5"	225.00	210.00	170.00	165.00

Rate holder minimum—5".

	Per Insertion
1" — minimum 6 consecutive insertions.	
With agency discount	50.00
No agency discount	42.00

TELL-ALL SPREAD

Per inch:	1 ti	6 ti	12 ti	*24 ti
60" and over	26.30	24.05	22.45	21.50
55" to 59"	26.95	25.00	23.40	22.05
50" to 54"	28.05	25.40	23.75	22.95
45" to 49"	29.05	26.70	25.10	23.75

(*) 24-time rate applies when one or more media under the same ownership uses more than 1 position for a minimum of 24 insertions during the schedule year.

One Page Tell-All Unit (per inch)

1 time	31.15	12 times	27.15
6 times	29.00	24 times	26.15

Minimum charge will be for 25 inches of advertising space.

TELL-ALL UNIT

Eight column spread unit, or multiples thereof, consisting of ad and listing, with the listing starting at the top of the first column on the left-hand page. A tell-all unit is a complete eight column spread devoted exclusively to the advertiser's listing and advertisement.

To figure the space available, add up the number of inches of listing (ten inches per column) and subtract the total from 80. The number of inches left over should be devoted to advertising space, with a minimum charge based on at least 45 inches of advertising space where one listing appears in the tell-all. If two or more listings appear, the minimum charge is based on 50 inches of display space.

In any case, the space left over after the listings are provided for is subject to charge. Colors and bleed, when used, at rates shown under those headings.

CONTINUITY DISCOUNT

A 5% discount will be given at termination of contract year to advertisers who contract in advance and then run advertising of 5 inches or larger in every issue. The discount is earned only if SRDS receives a firm order in advance of the appearance of the first insertion which starts the contract year. The 5% discount is rebated to the advertiser at the conclusion of the contract year (not applicable to color or bleed charges).

Not applicable to cover positions. Advertising of media in common ownership may not be combined to earn continuity discount.

6. COLOR RATES

Per page or fraction:		Spread
AAAA red, r.o.p., extra	180.	205.
Any other standard AAAA color, blue, green, yellow or orange), each extra	230.	270.
Any matched color, each extra	275.	315.

7. COVERS

	1 ti	6 ti	12 ti
1st cover	.....	.....	1385.
2nd or 3rd cover	780.	705.	665.
4th cover	.....	.....	890.
Backbone			510.
Cover gatefold; 2nd or 3rd cover			1780.

Rates include standard SRDS cover colors.

1st additional color on covers, extra	325.
2nd additional color on covers, extra	150.
Black plus 3 color (4/color process), extra	750.

8. INSERTS

No commission or cash discount allowed on tipping-in, back-up or other production charges.

FURNISHED BY ADVERTISER:
Regular black and white page rates apply. Back-up required if one-sided insert; send inserts ready for machine binding.

Inserting charge, extra	105.
Charge for tipping-in (if necessary)	300.
Back-up charge for 1-page insert, extra	85.

PRINTED BY SRDS (Letterpress or Offset):
Black and white regular page rates apply, plus following production charges, which are not commissionable, and subject to change:
1-page, black and standard AAAA red, including back-up and inserting:
30" unit ..... 315, 40" unit ..... 335.
2-page, black and standard AAAA red, two sides and inserting:
30" unit ..... 315, 40" unit ..... 335.
4-page, 3 or 4 columns, printed offset (any 2nd color) or printed letterpress including red color ..... 670.
Colors other than standard AAAA red, each ..... 200.

SECTION DIVIDER INSERTS
Sold complete, 2 sides only.
1 time ..... 1190, 12 times ..... 1020.
6 times ..... 1085.
AAAA red free, any other color, extra ..... 200.

9. BLEED

All advertising units available in bleed sizes.

Per spread of 2 standard or 2 four-column pages, extra	70.
Per 40" unit or fractional page, extra	50.

No extra charge for spreads that bleed into the gutter only. A "spread" is defined as a Tell-All unit or two facing 30" units or larger. No charge on inserts or covers.

10. SPECIAL POSITION

Preferred position request requiring special handling: 20% above the earned black/white space rate or 70.00 minimum charge, whichever is higher.

11. CLASSIFIED AND READING NOTICES

LISTING ADS

Minimum 14 lines, per insertion	25.00
Fifteen lines or more, per line	1.75

Minimum six consecutive insertions. No agency commission or cash discount.

EDITORIAL SERVICES

Network Identification, Group Identification, Programming Identification, Multiple Ownership, Representative Logotype (Design subject to SRDS approval), Call Letters, or NAB code subscriber's seal, each, per insertion	10.00
Corporate, Group or Network Logos (design subject to SRDS approval), each per insertion	12.00
Station ID Logotype (design subject to SRDS approval), each, per insertion	15.00
Advertising cross reference	6.00

Minimum six consecutive insertions. No agency commission or cash discount.

14. CONTRACT AND COPY REGULATIONS

See Contents page for location—items 1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 28, 29, 30, 31.

15. MECH. REQUIREMENTS (D-1 Offset from letterpress plates)

DIMENSIONS
Media Listing Pages

	Inches Wide		Inches Deep
40"	9-1/4	x	10
30" (vertical)	7	x	10
30" (horizontal)	9-1/4	x	7-1/2
20" (vertical)	4-1/2	x	10
20" (horizontal)	7	x	6-5/6
20" (horizontal)	9-1/4	x	5
15" (vertical)	4-1/2	x	7-1/2
15" (horizontal)	7	x	5
15" (horizontal)	9-1/4	x	3-3/4
10" (vertical)	2-3/16	x	10
10" (horizontal)	7	x	8-5/16
10" (square)	4-1/2	x	5
7-1/2" (horizontal)	7	x	2-1/2
5" (vertical)	2-3/16	x	5
5" (horizontal)	7	x	1-5/8
5" (square)	4-1/2	x	2-1/2

40" units: maximum plate width 9-1/4", for gutter bleed 9-3/4" (oversize charged as bleed); bleed plate width 10-7/16".
2-page spreads:
Furnish individual plates for each page instead of complete units.

First cover (bleed—3 sides) plate size	7-1/2 x 11-1/4
Other covers (bleed—4 sides) plate size	10-7/16 x 11-1/4
Section divider (bleed—gutter, top, bottom) plate size	7-3/8 x 11-1/4
Trim size, covers, dividers	10-5/16 x 11

Consumer Market Data Pages
Advertising space accepted only in horizontal units.
Plate width—9-1/4 in. Bleed plate width—10-7/16 in.

	Plate depth	Bleed plate
40"	10	11-1/4
30"	7-1/2	8-1/4
20"	5	5-3/4
15"	3-3/4	4-1/2
10"	2-1/2	3-1/4
7-1/2"	1-7/8	2-5/6
5"	1-1/4	2

You are There-In SRDS

You or your representative would like to be on hand every time a radio buy is being considered in your market — but you can't always be. SRDS **can** and **is**, so the best thing you can do to cover every selling situation is to put your selling story in SRDS to support and substitute for your representative.

Spot Radio Rates and Data is designed to provide complete, current, accurate data on 6,300 commercially licensed radio stations in the U. S. Our publication is used by agency buyers/planners of media and national/regional advertisers. These people rely heavily on all the vital, up-to-date information Spot Radio Rates and Data provides each month:

- list of station representatives
- stations regularly scheduling farm, foreign language, Negro programs
- coded contract regulations
- consumer market data summary: states, census divisions, U. S.
- composite ranking of all U. S. metros by market data categories
- specific rankings of all metros by market data categories, including the actual data
- radio stations in Standard Metropolitan Statistical Areas
- farm market data summary; states, census divisions, U. S.
- farm income by commodities and commodity groups
- 400 leading farm counties ranked by population, gross income and number of farms
- Negro population totals for all U. S. metros plus counties for nine states
- 100 leading metros ranked by Negro population
- Spanish population totals for selected metros and counties in eight states
- regional radio networks and groups

AND — in each State section:

- state media/market map
- consumer market data (CSI, TRS, etc.) for state, all counties, metros and cities
- Negro population data for metros and selected counties in nine states
- state networks and groups

BINDING METHOD

Perfect.

PRINTING SPECIFICATIONS

Halftones for body pages 85-line screen preferred, maximum 100-line screen with highlights deep etched to .0035 inches and tone contrasts exaggerated. For covers and inserts—up to 133 screen. Ben Day screens exceeding 50% density are not recommended.
Reverse: Reverse plates acceptable but fine line art elements, or type involving fine line serifs or strokes not advisable for good reproduction.
Original plates produce best results. If electros are furnished they should be unused, clean, sharply molded, made from properly etched original plates. Electros must be mounted and not exceed maximum dimensions, including tacking edge or flush mount. Mounting, mortising, repairs, etc., and making of plates charged to advertiser. Can use mats, but printing results from stereotypes not guaranteed. Color register guaranteed only when engraver's proofs are furnished.
No charge for composition from available SRDS typefaces on material received by scheduled set-copy closing date.
Outside composition and late set copy is charged at cost plus handling.
All plates destroyed 12 months after publication unless instructed otherwise.

INSERTS

Furnish 3 column unit (30") inserts trimmed to 8-1/8" in width (8-1/8" x 11-1/2"). This allows for 1/8" trim at the binding edge (for Perfect Binding) 1/4" trim at the top and 1/4" trim at the bottom.
Furnish 40" inserts untrimmed (10-15/16" x 11-(1/2"). This allows for 1/8" trim at the binding edge (for Perfect Binding) 1/4" trim at top, 1/2" at side, and 1/4" at bottom.
In both cases, keep important type and illustrations at least 1/2" from gutter and 1/4" from trim edges.
Insert stock: Uncoated book paper, maximum weight 70 lbs. (25 x 38 basis) should caliper not to exceed .0055. Coated book paper, maximum weight 70 lbs (25 x 38 basis) should caliper not to exceed .0035. SRDS requests paper samples for inserts supplied by the advertiser for use in SRDS.
Ship all spread inserts unfolded. Allow 1/4" space in the gutter for trim-off in the Perfect Binding process.
Minimum quantity required 5,100.

BLEED

	Inches		Inches
40"	10-7/16	x	11-1/4
30" (vertical)	7-9/16	x	11-1/4
30" (horizontal)	10-7/16	x	8-1/4
20" (vertical)	5-3/16	x	11-1/4
20" (horizontal)	7-9/16	x	7-3/8
20" (horizontal)	10-7/16	x	5-3/4
15" (vertical)	5-3/16	x	8-1/4
15" (horizontal)	7-9/16	x	5-3/4
15" (horizontal)	10-7/16	x	4-1/2
10" (vertical)	2-13/16	x	11-1/4
10" (horizontal)	7-9/16	x	4-1/16
10" (square)	5-3/16	x	5-3/4
7-1/2" (horizontal)	7-9/16	x	3-1/4
5" (vertical)	2-13/16	x	5-3/4
5" (horizontal)	7-9/16	x	2-3/8
5" (square)	5-3/16	x	3-1/4

Type and design matter should be kept a minimum of 3/8" from bleed plate edges to allow for trim.

16. ISSUE AND CLOSING DATES

Published monthly: issued 1st of publication month.

1975 CLOSING DATES

Issue:	A	B	C	D
Oct. 1	Aug. 29	Sept. 9	Sept. 9	Sept. 11
Nov. 1	Oct. 1	Oct. 9	Oct. 9	Oct. 13
Dec. 1	Oct. 29	Nov. 6	Nov. 6	Nov. 10

All advertising other than furnished inserts:
(A) Set copy. (B) Complete Plates.
Furnished inserts:
(C) One side. (D) Complete.
Where advertising material is not received by appropriate closing date, right reserved to repeat previous ad. Cover schedules can be cancelled only on 90 days' notice before closing date.

18. CIRCULATION

Established 1919. Per year 69.00*.
(*) Subscription price includes cost of subscription to change bulletin service and can only be bought in combination.
Summary data—for detail see Publisher's Statement.
A.B.C. 6-30-75 (6 mos. aver.—Blue BP Form)

Total	Non-Pd	Paid	(Subs)	(Single)	[Assoc]
4,354	.....	4,354	4,288	66	.....

Average Other Distribution (not included above):
Total 251

TERRITORIAL DISTRIBUTION 5/75—4,359

N.Eng.	Mid.Atl.	E.N.Cen.	W.N.Cen.	S.Atl.	E.S.Cen.
175	1,247	868	304	487	148
W.S.Cen.	**Mtn.St.**	**Pac.St.**	**Canada**	**Foreign**	**Other**
303	125	586	40	5	71

BUSINESS ANALYSIS OF SUBSCRIPTIONS

TL Total.
1 —Adv. agencies.
2 —National advertisers.
3 —Publishers & publishers' reps.
4 —Radio & TV stations & their reps.
5 —Gov't, public libraries, education institutions & other business firms.

TL	1	2	3	4	5
4288	2232	765	47	758	486

TELLING

Tell Buyers What They Need To Know . . . hard facts about your station and your market to serve the buyer at the point of purchase! Here are some of the points most buyers say they want to know about your radio station:

Your Station

Coverage - Audience Characteristics

- Station coverage by measured contours (0.5 MV/M and 0.1 MV/M), by ARB and/or Pulse survey areas
- composition of audience — urban, farm; by age, sex, income, education; by ethnic/language groups
- population, income, sales by designated areas
- special penetration studies

Programming - Ratings

- programming structure, daytime and nighttime (e.g. talk, news, pop/light/serious music
- amount and kind of sports/news/recreational programming
- amount of simulcast AM / FM programming
- station personalities and special-audience programs (farm, teen, foreign language)
- programs available for participation or full sponsorship
- comparative rating data by dayparts (drivetimes, daytime, late evening); comparisons of shares, ratings, quarter-hour of cume audiences for single or combined dayparts
- breakouts by age/sex demographics
- audience data against previous years

Identification, Policies, Facilities, Time Costs

- ownership, network or group affiliation
- channel, frequency and power
- studio and mobile facilities
- discount availabilities, package plans
- cost-per-thousand listeners

Advertiser Acceptance

- number of national and local sponsors; prestige accounts
- sponsor-renewal trend in current, past years
- mail or telephone response to commercials, offers, contests
- test market campaigns and results

Special Services

- special station studies or surveys on market potential, buying habits
- all media reach/impact comparisons with radio, newspapers, etc.
- merchandising services to all advertisers

Your Market

Market Area Map

- engineering contour map showing daytime and/or nighttime coverage by measured contours
- coverage data based on accepted research and sourced
- county lines, major cities, urban, suburban, and farm areas outlined

Market Size, Population & Households

- totals within coverage areas plus breakdowns by urban, farm, ethnic, etc.
- ranking within state, nation or metro area
- per cent of state, regional, U. S. population (also gain in per cent)
- characteristics (age patterns by sex, education; economic data by census tracts, age groups)
- home ownership data

Economic Factors—Consumer Spendable Income and Retail Sales

- totals by designated areas; all households, per household
- ranking (national, state, metro area)
- per cent of U. S., region, state (also gain in per cent)
- gross farm income by area totals, gains, comparison with other farm markets, and by ranking
- totals by type of retail outlet (drug, food, automotive, service station)
- comparisons of city, county, metro sales-to-CSI ratios vs. other markets
- sales by ethnic groups (Spanish, Negro, etc.)

Special Market Characteristics

- marketing patterns (retail trade activity and special factors, such as tourist trade)
- estimates of sales to non-residents
- industry diversification (types, number of plants, total wage earners in each)
- new and expanded industry; leading manufacturers; payroll and wage average
- military installations (number of military and civilian personnel)
- transportation facilities, utilities, schools and universities, banking institutions

SELLING

The best way to reach planners and buyers of radio is with an ad next to your listing in SRDS Spot Radio. Your ad will be noticed and read by the people **actually making a buy** in your market. Research has proven this time and time again.

For example, in an ongoing 1974 report of spot radio buying activity, conducted nation-wide by phone, every single respondent was actively engaged in planning or buying spot radio. Of these planners and buyers, 99% confirmed they use Spot Radio Rates & Data, and 75% said they use it **daily or weekly.**

SRDS Spot Radio in 1973 far surpassed every other competing publication in the advertising categories surveyed:

— Maintained 1-1/2 times as many radio station accounts as the number two publication.

— Was selected by 58% of all radio station accounts which ran in only one publication, exclusively.

— Ran more insertions than all other publication **combined** — 67% of the total.

— Carried more than 40% of all ad pages **run** in all publications **combined.**

— Carried 57 of the 58 12-time, once-a-month radio station ad schedules.

Spot radio planners and buyers use — and re-use — Spot Radio Rates & Data. A Service-Ad next to your listing will sell your market and medium when and where it counts.

Selling Time Thru Space . . . Whatever you can say to help buyers buy time on your station **should** be said in SRDS. This literature spells out the advantages of advertising in SRDS. It's yours for the asking.

Patterns of Success
Want a larger share of the advertising dollars that will be spent this year? Four studies of advertising/sales relationships made during four recession periods show parallel "Patterns of Success" in competitive markets that may have great significance for sellers of advertising.

Change Creates Opportunity
Change means re-evaluation and re-evaluation means SRDS is used. Apply SRDS aggressively as a competitive weapon. Take advantage of any change in the economy in order to keep your competitor off balance.

Do You Sometimes Wonder if Media Sales Promotion Pays Off?
Here's a presentation of the John E. Morill study of business advertising effectiveness, showing that product preference, share of customers and dollars are **greater** when sales of advertising work together, than when sales calls work alone.

WIXY/WOOK-FM
A discussion about the portion of the total sales communication WIXY and WOOK-FM assign to SRDS and how well it works for them.

Here is How Some Media Sellers Have Solved Sales Problems
A folder of exceptional SRDS Service-Ads showing how alert media sellers have taken advantage of the unique marketplace SRDS makes available to them.

Sellers of Advertising . . . No Shoeless Shoemakers' Children They
Realizing the total sales communication task cannot be accomplished by personal contacts alone, 1700 media sellers know THEY ARE THERE when they advertise in SRDS.

The Loneliest Man in Town
A saga of the lonely Spot Radio buyer's ONLY companion in his moment of decision throughout the planning/buying process — Spot Radio Rates and Data!

What's in SRDS for You?
For the man with space or time to sell, exposure to the traffic in SRDS makes your service-ad an enterprising selling tool, appearing at the times your prospects are taking positive buying actions.

KIOA Case History
Two top men responsible for generating profitable sales volumes for KIOA discuss the contribution of Standard Rate ads to KIOA's successful sales effort.

In SRDS, You Are There . . . selling by helping people buy.

SPOT RADIO RATES and DATA

SRDS published by **Standard Rate & Data Service, Inc.**
5201 Old Orchard Road, Skokie, Illinois 60076
Harvey A. Harkaway, Publisher
(312) 583-1333 • (312) 966-8500
Other Sales Offices: New York • Los Angeles

Listings in SRDS' SPOT RADIO Are Governed by Established Criteria

TO PROTECT YOU, the user, SRDS has established certain criteria which must be met by those who are listed in its rates and data editions. In order that you would realize the conditions of eligibility which govern editorial treatment, we present the guidelines followed by SRDS for radio station listings in its SPOT RADIO RATES AND DATA.

SRDS' policy is to list, without charge, commercially-licensed radio stations (AM and FM) according to the city of license as assigned by the Federal Communications Commission. These stations are listed alphabetically and follow this sequence:

(1) alphabetical by state,
(2) alphabetical by city within state,
(3) alphabetical by call letters.

Because of the continuing evolution of modern marketing concepts as practiced by the SRDS user, there have been certain refinements made in the conventional listing format by FCC city of license (alphabetical by city within state). These refinements follow.

(1) Urban Area Designation

Applicable only to licensees in the five (5) urbanized areas of metropolitan New York, Los Angeles, Chicago, Philadelphia and Detroit. The listing format shall be, first, to identify all stations licensed to urbanized places from the major city (e.g. "Stations in Chicago Urban Area"). In both arrangements, the stations will be identified in alphabetical sequence of call letters.

All stations within cities whose center of town is 25 or less miles from the major city's downtown area (e.g. the "loop" in Chicago or "midtown" Manhattan in New York) are eligible for listing under the Urban Area Designation. For those stations within cities beyond the 25 mile (direct measurement), there must be evidence of contiguity—in this sense, an uninterrupted series of urbanized areas emanating from the major city.

The urban area designations immediately follow the final station listing licensed to the major city. The name of the city of license appears directly beneath the station's call letters. A free cross reference is provided under the city of license. A station has the option to have its listing appear under the Urban Area heading or under its city of license. A station which has its listing under an urban area may also qualify for a duplicate listing under the major city heading provided it places a 10 MV/M signal over 70% of the corporate area of the major city.

A station that qualifies for a listing under an urban area may purchase either a paid cross reference or a duplicate listing under the urban area with the basic free listing under the city of license.

(2) Combination City Designation

In describing the alternative policies which govern the Combination City Headings—as set forth below—the classic use of the word "contiguous" (a series of things in contiguous connection) is intended to convey its application in modern marketing as "an uninterrupted series of urbanized areas."

Phase A

1. Where two or more cities of comparable size are contiguous, and where one of the stations requests a combined heading, the cities are combined in one heading and the city heading sequence will be determined by descending population size.

2. The following paragraph is to be inserted following the combination city heading and immediately preceding the call letters of the first listing:

3. "Stations (licensed to cities) located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time-buying function to determine the extent of individual station coverage, audience delivered, etc. within the area."

Phase B

1. Where the population figures vary widely and the smallest city's population is less than 1/3 the population of the largest, it will be shown as ..... (including .....).

2. The following paragraph is to be inserted following the combined city headings which contain the word "including." It will immediately precede the call letters of the first listing.

3. "Stations (licensed to cities) contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area of cities involved. It is part of the time-buying function to determine the extent of individual station coverage, audience delivered, etc. within the area."

NOTE: A service free cross reference showing the location of the listings, will be used under the respective city of license. Paid cross references and/or paid duplicate listings are not permitted for stations whose basic listings appear under combined city headings.

(3) Routine Listing Service

Available to stations satisfying the following criteria:

a) Population Size
The FCC city of license has a corporate city population of 25,000 or more ('70 Census), or the licensee is in a city contiguous to the major city and consolidated under the major city heading.
e.g. COLUMBUS (including Worthington), Ohio
e.g. TULSA (including Sand Springs), Okla.

b) Advertising Acceptance, National and Regional Spot Radio
A station provides evidence of sufficient advertising acceptance (National and Regional Spot) in accordance with the minimum criteria established by SRDS.

c) Advertising Solicitation, National and Regional Spot Radio
A station actively solicits National and Regional Spot radio advertising and includes SRDS in its marketing plan.

Other radio stations' data have been compacted to serve minimum user requirements.

(4) Duplicate Listings

(a) Where an AM station is licensed to one city, but places a daytime 10 MV/M signal over 70% of the corporate area of a second city, we would grant a paid duplicate listing under the second city. Engineering contour maps showing the 10 MV/M signal strength must be forwarded for measurement purposes.

(b) The requirement for a paid duplicate listing for an FM Station is a daytime 1 MV/M signal over 70% of the corporate area of the second city. Engineering contour maps showing the 1 MV/M signal strength must be forwarded for measurement purposes.

(c) Whenever a station, AM or FM, receives a dual city of identification grant from the FCC, it may purchase a paid duplicate under the second city named in the dual identification. No reference is made within either listing to reflect the dual city of identification grant.

(5) Cross References

For a paid cross reference under other than city of license, the station must be (a) a designated outlet for a network system (statement from network is a requirement), and/or (b) maintain a business office and/or studio in the city other than city of license.

The paid cross reference would include either or both of the following, according to the method under which the station would qualify.

a. Call letters, address, and telephone number of office or studio in adjoining city, and a standard reference referring to the basic listing.

b. Call letters, national network affiliation, and a standard reference to the basic listing.

Promotional Dates

OCTOBER '75

1-31 American Home Gardening Month
Cheese Festival
Eggtober
It's Fish'n Seafood Time
Let's Go Hunting Month
National Restaurant Month
National Wine Festival
Pizza Festival Time Month
Yambilee
5 Father-in-Law Day
5-11 National 4-H Week
Pass The Laugh Week
6-12 International Letter Writing Week
7 National Day of Bread
9-18 National Macaroni Week
12-18 International Credit Union Week
National Y-Teen Week
13 Columbus Day
19-25 National Forest Products Week
24 United Nations Day
24-31 National Popcorn Week
26—Nov. 1
American Education Week
27 Navy Day
Veterans Day
31 Halloween

NOVEMBER '75

1-30 National Model Railroad Month
One Nation Under God Month
Raisin Bread Month
Religion in American Life Month
2- 8 Cat Week International
National Double Talk Week
4 Election Day
9-15 Diabetes Week
World Fellowship Week
10-16 Youth Appreciation Week
12—Jan. 1, 1976
Christmas Seal Campaign
15—Jan. 1, 1976
Holidays Are Pickle Days
16-22 Asparagus Week
Latin America Week
17-23 National Children's Book Week
21—Dec. 17
Aviation Month International
21-27 National Farm-City Week
27 Thanksgiving Day
29 Hanukkah

DECEMBER '75

1-31 Butter Cookie Time
7-13 National Mimicry Week
11 Junior Chamber International Day
25 Christmas

JANUARY '76

1 New Year's Day
1-31 Break A Cold Month
National Blood Donor Month
National Egg Month
National Wheat Bread Month
1—April 30
Louisiana Yam Supper Season
4-10 Save The Pun Week
8-18 National Boat Show
11 World Religion Day
11-17 Printing Week
15-31 Large Size Promotion
16-17 Congress of America's Ten Outstanding Young Men
16-18 International Kitefliers' World Championship Flyoff
17 Benjamin Franklin Birthday Kite Flying Competition
18-24 Jaycee Week

FEBRUARY '76

1- 7 National Children's Dental Health Week
1-28 American Heart Month
American History Month
Boy Scouts of America Anniversary Celebration
National Cherry Month
Parade of American Music
2 Ground Hog Day
2- 8 Be Kind to Gagwriters Week
3- 7 National Pay Your Bills Week
8- 9 Boy Scouts of America Scout Sabbath & Scout Sunday
8-14 National Crime Prevention Week
National Electrical Week
National Negro History Week
12 Lincoln's Birthday
12-21 National Kraut and Frankfurter Week
14 Valentines Day
15—Mar. 1
National Advertised Brands Promotion
15-22 Brotherhood Week
16-21 Catholic Book Week
21-28 Future Farmers of America Week
22 Washington's Birthday
29 Bachelor's Day

MARCH '76

1 National Smile Day
1- 6 Future Funny Girl Week
1- 7 National Weights & Measures Week
1-31 Buttermilk Bread Month
Hamburger and Pickle Month
National Peanut Month
Red Cross Month
Women Appreciation Month
1—Apr. 18
Easter Seal Campaign
3 Ash Wednesday
5 World Day of Prayer
7 Girl Scout Sunday
7-13 Girl Scout Week
National Procrastination Week
Save Your Vision Week
15 Philatelic Literature Week
16 Purim
16-22 National Poison Prevention Week
17 Camp Fire Girls Founders Day
St. Patrick's Day
20 National Wildlife Week
21 Earth Day
National Agriculture Day
21-27 National Salesmen's Week
22 Boy Scouts of America Scouting Environment Day
30 National Shut-in Day

APRIL '76

1- 7 National Laugh Week
Publicity Stunt Week
1-30 America's Heartland Development Month
American Lawn and Garden Month
April Cancer Crusade
National Automobile Month
National Home Improvement Month
New Home and Apartment Month
3-11 Puyallup Valley Daffodil Festival
4-10 Harmony Week
National Library Week
7 World Health Day
15 Passover
16 Good Friday
18 Easter Sunday
18-24 National Coin Week
Youth Temperance Education Week
20-26 Secretaries Week
21-26 Bike Safety Week
22—May 8
Spring Home Value Days
23 Secretaries Day
25-30 Consumer Credit Week
National Association of Realtors
30—May 2
Shenandoah Apple Blossom Festival

MAY '76

1 Annual Give Your Girl A Pearl Day
1- 2 Washington State Apple Blossom Festival
1-31 Hearing & Speech Month
International Air Travel Month
May is Luggage And Leather Goods Month
National Radio Month
National Tavern Month
National White Bread Month
Personal Affairs Month
Senior Citizens Month
1—Sept. 30
Yams For Summertime Easy Livin'
2 Apple Blossom Festival (Gettysburg)
Humane Sunday
2- 8 Be Kind To Animals Week
2- 9 National Music Week
4-10 National Goodwill Week
Senior Comedians Week
8 World Red Cross Day
9 Mother's Day
9-15 National Foot Health Week
National Hospital Week
National Insect Electrocutor Week
9—June 20
Senior League Month
10-16 National Salvation Army Week
10-17 Let's Go Fishing
12-15 Holland Tulip Time Festival
15 Armed Forces Day
16-22 National Transportation Week
21 National Defense Transportation Day
22-31 International Pickle Week
23-27 Boys' Clubs of America Conference
31 Memorial Day

JUNE '76

1-30 Dairy Month
2- 8 National Humor Week
4 Shevuoth
6 World Environment Day
7-14 Let's Play Golf
13 Race Unity Day
13-14 Delmarva Chicken Cooking Contest
14 Flag Day
19 National Hollerin' Contest
20 Father's Day
20-26 Amateur Radio Week
24-30 Country Music Days

JULY '76

1-31 National Barbeque Month
National Hot Dog Month
4 Independence Day
5-10 Future Funny Man Week
6-11 National Cherry Festival
25-31 National Farm Safety Week

AUGUST '76

1- 7 National Clown Week
1-31 August is Sandwich Month
2- 8 International Humor Exchange Week
Turtles International Awareness Week
5- 8 Maine Seafoods Festival

SEPTEMBER '76

1-30 Study In Truth Month
6 Labor Day
10 Be Late For Something Day
11 National Popcorn Farmers Day
15-18 Pendleton Round-up & Happy Canyon
18—Oct. 10
National Festival of Craftsmen
19 Press Sunday
World Peace Day
19-30 Pickle-Tickle Time
20-26 National Knit a Sweater Week
21-25 American Newspaper Anniversary Week
23-26 Newport International Sailboat Show
23—Oct. 9
Fall Home Value Days
24 American Indian Day
25 Kiwanis Kids' Day
National Hunting & Fishing Day
Rosh Hashana
26 Gold Star Mothers Day

SRDS Spot Radio Coded Contract Regulations

Coded Format for Spot Radio

A code program designed to make it easier to estimate and buy Spot Radio

Regulations, operating policies and procedures common to the greater number of radio stations have been arranged in code form for efficiency in usage by advertising agency personnel and to extend to every radio station the opportunity of listing all of the standard provisions that apply in the handling of national accounts.

The station rate policies and practices represented by code numbers and letters have been selected based on uniformity and frequency of appearance in station listings. Provisions not readily adaptable to the coding procedure and those not appearing in sufficient frequency to warrant codes are retained in station listings.

The SRDS Radio Coded Contract Regulations guarantee that every standard regulation can be quickly identified by number and letter. Regulations have been grouped insofar as possible under related headings. The numbers and letters in each group will come to be associated with their respective headings (such as code 61 under Continuing Discounts).

Numbered codes based on the numbers and letters encircled by station officials appear in each radio station listing under the listing segment number "5: GENERAL ADVERTISING." Note following example:

5. GENERAL ADVERTISING See coded regulations,
General: 1b. 3a. 3d. 4a. 5. 6b. 7b. 8
Rate Protection: 10c. 11c. 12c. 13c. 14b. 16.
Basic Rates: 20b. 21a. 21c. 24a. 27. 29a. 30.
Contracts: 40a. 41. 42a. 44b. 46. 51b. 51c.
Comb.: Cont. Discounts: 60d. 60e. 60f. 61a. 61b. 62a 62d.
Cancellation: 70a. 70c. 71a. 72. 73b.
Production Services: 80. 82.

The headings for the categories shown in the Code are repeated (as indicated above) in the individual code in each station listing for ready reference.

Station Approval/Acceptability of Products
Acceptability of Programming

1a. Length of commercial copy: In accordance with NAB standards.

1b. Length of commercial copy: In accordance with NAB standards subject to specified exceptions.

2a. This rate card is published for the convenient reference of advertisers and agencies and is not an offer of facilities.

2b. A contract for time between station and client is subject to the terms and conditions of licenses of station from any governmental authority, and to all federal, state or municipal laws and regulations now and hereafter in force.

3a. All programs and announcements subject to approval.

3b. Consult station management concerning products and services considered unacceptable.

3c. Type of audience and program balance may affect acceptability of product, program or continuity for specific time periods. Check with station and/or representatives in advance of order.

3d. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Alcoholic Beverages:

4a. Beer and wine advertising acceptable.

4b. Beer and wine advertising not acceptable.

4c. Hard liquor advertising acceptable.

4d. Hard liquor advertising not acceptable.

5. Political: Regular rates apply. Payment in advance. Time and facilities sold on the basis of conformity with station policies, the Communications Act and governmental rules and regulations.

6a. Sponsored religious programs carried.

6b. Sponsored religious programs not carried.

7a. Foreign language programs acceptable.

7b. Foreign language programs not acceptable.

8. Per Inquiry: "P.I." advertising not acceptable.

Rate Protection

10. Rate protection—ANNOUNCEMENTS (Fixed)
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days

11. Rate Protection—ANNOUNCEMENTS (Preemptible)
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days

12. Rate Protection—PLANS
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days

13. Rate Protection—PARTICIPATIONS
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days

14. Rate Protection—PROGRAMS
To continuous advertisers from effective date of increase:

a. 12 months	d. 26 weeks	g. 90 days
b. 6 months	e. 13 weeks	h. 30 days
c. 3 months	f. 4 weeks	i. 28 days

15a. Rate protection allowed to alternate week program advertisers.

SRDS Spot Radio Coded Contract Regulations

15b. Rate protection guaranteed for duration of contract.

15c. Protection period as stated, exception of the provision requiring continuous advertising.

15d. 52-Week Guarantee: Advertiser who places an order for 52 consecutive weeks of advertising (minimum per week: 6 one-minute announcements or a total of 15 minutes in program units) will be guaranteed for those 52 consecutive weeks the rate card(s) stipulated at the start of schedule. Advertiser will also be protected for 6 months from date of any rate increase effective during the second 26 of the 52 consecutive weeks of advertising.

15e. Rate protection guarantee: To consecutive week or A.I.D. Plan advertisers, rates will be guaranteed for the duration of that contract (not to exceed one year) or 13 weeks from the effective date of a new rate, whichever is longer. A hiatus, if part of the original order, will not be considered an interruption in schedule.

16. All rate protection prevails so long as a frequency of not less than 1 broadcast per week is maintained.

Basic Rates and Discounts

20a. Rates subject to change without notice.

20b. Station reserves the right to change its rates effective on such date as it may announce.

21a. Basic rates include transmitter services of one staff announcer and recorded music for commercials. Basic rate does not cover programs or announcements using live talent, extra personnel or extra production facilities.

21b. Basic rates quoted do not include special facilities (studio, remote charges) or talent, announcers, directors, or special technical facilities.

21c. Rates show net costs after deduction of all applicable discounts.

21d. Rates and discounts apply to the products of a single advertiser.

22a. Rates quoted are for time only.

22b. Rates include presentation of commercial transcriptions.

23a. Rates include music copyright fees.

23b. Time rates include music performing rights fees only on compositions which station approves and for which station assumes liability.

Rates and discounts based—

24a. on consecutive weeks of broadcasting.

24b. on number of broadcasts per year.

24c. on the number of broadcasts per week.

Announcements between rate classifications—

25a. take the higher rate.

25b. take the later rate.

25c. take the lower rate.

26. Rates for periods longer than 1 hour in exact proportion to the 1-hour rate.

27. Starting time of announcements determines rate classification.

28a. Discounts allowed retroactively on number of broadcasts given within 1 year.

28b. No retroactive discounts allowed.

28c. No cash rebates.

29a. Frequency discounts must be earned within 1 year from initial broadcast.

29b. Frequency discounts for announcements are contingent upon completion of entire contracted schedule in consecutive weeks within 1 year.

30. Plans must be so designated at time of purchase.

31. All plans must run on a consecutive weekly basis.

32a. Contiguous rates granted on non-contiguous programs.

32b. Contiguous rate purchases not allowed.

Rateholder — Minimum schedule of:

33a. 1 announcement per week.

33b. 3 announcements per week.

33c. 5 announcements per week.

33d. 6 announcements per week.

Contracts, Acceptance/Requirements

40a. Accepts AAAA copyrighted contract.

40b. Does not accept AAAA copyrighted contract. Station contract forms available.

40c. Accepts AAAA copyrighted contracts with certain exceptions; modified contract forms available.

41. All proposals subject to prior sale.

Contracts accepted not more than—

42a. 30 days in advance.

42b. 60 days in advance.

42c. Firm contracts for programs or announcements of 13 weeks or more will be accepted not more than 30 days in advance of starting date.

42d. Firm contracts for programs or announcements of 13 weeks or more accepted not more than 60 days in advance of initial broadcast.

43. Schedules must start within 30 days of contract date.

44a. One year contracts will be accepted for the purpose of earning frequency discounts.

44b. 52 week contracts will be accepted for the purpose of earning frequency discounts.

45. Maximum length of contract 1 year.

46. No periods sold in bulk for resale.

47a. All program units 30 seconds less than indicated.

47b. All program units 35 seconds less than indicated.

47c. All program units 40 seconds less than indicated.

47d. All program units 42 seconds less than indicated.

47e. All program units 60 seconds less than indicated.

48. Announcements and station breaks may be moved to other periods on 24 hours' notice. If a mutually agreeable substitute time and/or day cannot be determined the specific time period may be cancelled without affecting the balance of the contract.

49. Advertisers participating in group broadcasts are required to make individual contracts subject to card rates and regulations.

50. Programs and longer length announcements take priority over shorter programs and announcements.

51a. Rates applicable on any contract are those rates in effect on the date of the first broadcast.

51b. Additions to schedules will be sold on the current rate card in effect at the time the additions are ordered and confirmed.

51c. Station will not split rate cards. Advertisers must abide by rates and conditions of only 1 card during protection periods when more than 1 card may be in effect.

Combinability

60a. Programs and announcements cannot be combined to earn discounts.

60b. Programs and announcements may be combined to earn discount on announcements only.

60c. Announcements and programs of five minutes or more cannot be combined to earn discounts.

60d. Participations and announcements may be combined to earn discounts.

60e. 1-minute, 30-second, 20-second and ID announcements may be combined to earn discounts.

60f. All announcements, regardless of length or classification, may be combined to determine discounts.

60g. 1-minute, 20/30-second announcements may be counted to earn frequency for 10-second (ID) announcements, but not vice-versa.

60h. All plans can be combined for greater frequency discount.

60i. Multiple products of same parent company may combine for all applicable discounts.

60j. Programs and announcements may be combined to earn lower rates.

60k. One minute and thirty second announcements may be combined to earn higher discount rate.

Continuing Discounts/Renewal

61a. Schedules maintained without interruption after one year period will continue to be billed at earned discounts. After first year advertiser may continue at same discount until schedule is reduced or interrupted. This schedule is not subject to short rate.

61b. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive same frequency or the frequency applicable to that portion of the service which continues.

61c. To earn continuing discounts advertiser must begin new contract period for quantity discount purposes.

62a. Renewal: Advertisers must renew 4 weeks prior to the last scheduled broadcast date to insure broadcast without lapse.

62b. Contracts may be renewed providing there is no interruption in service on 28 days' written notice for programs; 14 days' for announcements.

62c. Contracts may be renewed providing there is no interruption in service on 35 days' written notice for programs; 28 days' for announcements.

62d. Contract renewals subject to rates in effect at time of renewal.

62e. In the event of revision of station rates or discounts any continuous broadcasts may be extended at the same rates and discounts for a period of 52 weeks from the effective date of revision.

Cancellation/Preemption

(Programs)

Program contracts subject to cancellation—

70a. on 28 days' prior written notice.

70b. on 28 days' prior written notice but no such termination shall be effective until 13 weeks after the start of broadcasting.

(Announcements)

Announcement contracts subject to cancellation—

70c. on 14 days' prior written notice.

70d. on 14 days' prior written notice but no such termination shall be effective until 4 weeks after the start of broadcasting.

70e. Schedules may be terminated by either party giving the other two weeks' prior notice, but no such termination shall be effective until two full broadcast weeks, as contracted for, have been broadcast following receipt of such notice.

71a. Cancelled contracts subject to short rate.

71b. Cancelled contracts not subject to short rate.

72. In the event that the station finds it necessary to preempt all or any part of the service for which an advertiser has contracted, without previous notice, it is understood that cancellation of charges for same will be the maximum liability of station. Station is to have sole discretion as to necessity for such preemption.

73a. All programs and announcements subject to cancellation by the station for broadcasts of significant events in the public interest.

73b. All programs and announcements are subject to interruption or cancellation for broadcasts of significant events without affecting rate of frequency discount to which advertiser would otherwise be entitled.

Production Services

80. Advisory services of the program and technical departments in arranging and presenting programs are available to clients at no charge. A charge will be made for programs requiring special production.

81. Talent, mimeographing of scripts and continuity and related production services are subject to extra charges.

82. Remote pick-up facilities, mobile units, extra.

YOU ASKED FOR IT!

SRDS RADIO MARKET ESTIMATOR

And Now You've got it.

With the permission of the KATZ Radio Organization, we borrowed their style and technique to create a useful, top-150-market radio cost estimator for you in SRDS Spot Radio Rates and Data.

In fact, we've taken the KATZ technique a step further. We'll be publishing our RADIO MARKET ESTIMATOR every month and updating the individual tables **whenever** there is a rate change for any one of the major stations in the market. That way you can be sure your estimates are always current, always useful.

You'll find the new SRDS RADIO MARKET ESTIMATOR positioned directly below the city of license or major city designation heading, for each of the top 150 markets. Eventually we will add other markets as you need them.

See for yourself if this new addition to SRDS Spot Radio Rates & Data doesn't save you time and trouble.

You asked for it and now you've got it . . . .

RADIO MARKET ESTIMATOR in SRDS.

Standard Rate & Data Service, Inc.

the national authority serving TODAY'S media-buying function

R-1-UP

Call Letter Index, AM Radio Stations

CFOS—Port Frances, Ont. (International Falls, Minn.)
CKLW—Windsor, Canada (Detroit Urban Area)
KAAA—Kingman, Ariz.
KAAP—Santa Paula Calif.
KAAR—Mountlake Terrace, Wash.
KAAT—Denver, Colo.
KAAY—Little Rock, Ark.
KABC—Los Angeles, Calif.
KABI—Abilene, Kans.
KABL—Oakland, Calif.
KABQ—Albuquerque, N. M.
KABR—Aberdeen, S. D.
KACE—Riverside, Calif.
KACI—The Dalles, Oregon
KACO—Bellville, Tex.
KACT—Andrews, Tex.
KACY—Port Hueneme, Calif.
KADA—Ada, Okla.
KADE—Boulder, Colo.
KADI—Clayton, Mo.
KADL—Pine Bluff, Ark.
KADO—Texarkana, Tex.
KADS—Elk City, Okla.
KAFE—Santa Fe, N. M.
KAFF—Flagstaff, Ariz.
KAFY—Bakersfield, Calif.
KAGE—Winona, Minn.
KAGH—Crossett, Ark.
KAGI—Grants Pass, Oregon
KAGO—Klamath Falls, Ore.
KAGT—Anacortes, Wash.
KAGY—Port Sulphur, La.
KAHI—Auburn, Calif.
KAHL—North Platte, Neb.
KAHU—Waipahu, Hawaii
KAIM—Honolulu, Hawaii
KAIN—Nampa, Idaho
KAIT—Tucson, Ariz.
KAJN—Crowley, La.
KAJO—Grants Pass, Ore.
KAKC—Tulsa, Okla.
KAKE—Wichita, Kans.
KALB—Alexandria, La.
KALE—Richland, Wash.
KALG—Alamogordo, N. M.
KALI—San Gabriel, Calif.
KALL—Salt Lake City, Utah
KALM—Thayer, Mo.
KALN—Iola, Kans.
KALO—Little Rock, Ark.
KALT—Atlanta, Tex.
KALV—Alva, Okla.
KAMA—El Paso, Tex.
KAMD—Camden, Ark.
KAMI—Cozad, Nebr.
KAML—Kenedy-Karnes City, Tex.
KAMO—Rogers, Ark.
KAMP—El Centro, Calif.
KAMX—Albuquerque, N. M.
KANA—Anaconda, Mont.
KAND—Corsicana, Tex.
KANE—New Iberia, La.
KANI—Wharton, Tex.
KANN—Ogden, Utah
KANO—Anoka, Minn.
KANS—Larned, Kan.
KAOH—Duluth, Minn.
KAOK—Lake Charles, La.
KAOL—Carrollton, Mo.
KAPA—Raymond, Wash.
KAPB—Marksville, La.
KAPE—San Antonio, Texas
KAPI—Pueblo, Colo.
KAPK—Douglas, Ariz.
KAPS—Mount Vernon, Wash.
KAPY—Port Angeles, Wash.
KARE—Atchison, Kan.
KARI—Blaine, Wash.
KARM—Fresno, Calif.
KARN—Little Rock, Ark.
KARR—Great Falls, Mont.
KARS—Belen, N. M.
KART—Jerome, Idaho
KARV—Russellville, Ark.
KARY—Prosser, Wash.
KASA—Phoenix, Ariz.
KASH—Eugene, Ore.
KASI—Ames, Iowa
KASL—Newcastle, Wyo.
KASM—Albany, Minn.
KASO—Minden, La.
KAST—Astoria, Ore.
KASY—Auburn, Wash.
KATA—Arcata, Calif.
KATE—Albert Lea, Minn.
KATI—Casper, Wyo.
KATL—Miles City, Mont.
KATO—Safford, Ariz.
KATR—Eugene, Ore.
KATY—San Luis Obispo, Calif.
KATZ—St. Louis, Mo.
KAUS—Austin, Minn.
KAVA—Burney, Calif.
KAVI—Rocky Ford, Colo.
KAVE—Carlsbad, N. M.
KAVL—Lancaster, Calif.
KAVR—Apple Valley, Calif.
KAWA—Waco-Marlin, Tex.
KAWL—York, Neb.
KAWT—Douglas, Ariz.
KAWW—Heber Springs, Ark.
KAYC—Beaumont, Tex.
KAYL—Storm Lake, Iowa
KAYO—Seattle, Wash.
KAYQ—Kansas City, Mo.
KAYS—Hays, Kans.
KAYT—Rupert, Idaho
KAZA—Gilroy, Calif.
KBAB—Indianola, Iowa
KBAD—Carlsbad, N. M.
KBAI—Morro Bay, Calif.
KBAL—San Saba, Tex.
KBAM—Longview, Wash.
KBAN—Bowie, Tex.
KBAR—Burley, Idaho
KBRA—Benton, Ark.
KBRB—Borger, Tex.
KBRO—Yakima, Wash.
KBBQ—Ventura, Calif.
KBRR—North Bend, Ore.
KBBS—Buffalo, Wyo.
KBCH—Lincoln City, Ore.
KBCL—Shreveport, La.
KBDF—Eugene, Ore.
KBEA—Mission, Kans.
KBEC—Waxahachie, Tex.
KBEE—Modesto, Calif.
KBEL—Idabel, Okla.
KBEN—Carrizo Springs, Tex.
KBET—Reno, Nev.
KBEW—Blue Earth, Minn.
KBFS—Belle Fourche, S. D.
KBFW—Bellingham-Ferndale, Wash.
KBOH—Memphis, Tex.
KBGN—Caldwell, Idaho
KBHB—Sturgis, S. D.
KBHC—Nashville, Ark.
KBHM—Branson, Missouri
KBHS—Hot Springs, Ark.
KBIB—Monette, Ark.
KBIF—Fresno, Calif.
KBIL—Liberty, Mo.
KBIM—Roswell, N. M.
KBIS—Bakersfield, Calif.
KBIX—Muskogee, Okla.
KBIZ—Ottumwa, Iowa
KBJM—Lemmon, S. D.
KBJT—Fordyce, Ark.
KBKR—Baker, Ore.
KBKW—Aberdeen, Wash.
KBLC—Lakeport, Calif.
KBLE—Seattle, Wash.
KBLF—Red Bluff, Calif.
KBLI—Blackfoot, Idaho
KBLL—Helena, Mont.
KBLR—Bolivar, Mo.
KBLU—Yuma, Ariz.
KBLW—Logan, Utah
KBMI—Henderson, Nev.
KBMN—Bozeman, Mont.
KBMO—Benson, Minn.
KBMR—Bismarck, N. D.
KBMW—Breckenridge, Minn.
KBMY—Billings, Mont.
KBND—Bend, Ore.
KBOA—Kennett, Mo.
KBOE—Oskaloosa, Iowa
KBOI—Boise, Idaho
KBOK—Malvern, Ark.
KBOL—Boulder, Colo.
KBOM—Bismarck, N. D.
KBON—San Bernardino, Calif.
KBOP—Pleasanton, Tex.
KBOR—Brownsville, Tex.
KBOW—Butte, Mont.
KBOX—Dallas, Tex.
KBOY—Medford, Ore.
KBRB—Alnsworth, Neb.
KBRC—Mount Vernon, Wash.
KBRE—Cedar City, Utah
KBRF—Fergus Falls, Minn.
KBRI—Brinkley, Ark.
KBRJ—Boise, Idaho
KBRK—Brookings, S. D.
KBRL—McCook, Neb.
KBRN—Brighton, Colo.
KBRO—Bremerton, Wash.
KBRB—Leadville, Colo.
KBRS—Springdale, Ark.
KBRT—Avalon, Calif.
KBRV—Soda Springs, Ida.
KBRX—O'Neill, Neb.
KBRZ—Freeport, Tex.
KBSF—Springhill, La.
KBSN—Crane, Tex.
KBST—Big Spring, Tex.
KBTA—Batesville, Ark.
KBTC—Houston, Mo.
KBTM—Jonesboro, Ark.
KBTN—Neosho, Mo.
KBUC—San Antonio, Tex.
KBUD—Athens, Tex.
KBUG—Springfield, Mo.
KBUH—Brigham City, Utah
KBUK—Houston, Tex.
KBUL—Wichita, Kans.
KBUN—Bemidji, Minn.
KBUR—Burlington, Iowa
KBUS—Mexia, Tex.
KBUY—Fort Worth, Tex.
KBUZ—Mesa, Ariz.
KBWD—Brownwood, Tex.
KBXM—Kennett, Mo.
KBYE—Oklahoma City, Okla.
KBYG—Big Spring, Tex.
KBYI—Shamrock, Tex.
KBYR—Anchorage, Alaska
KBZB—Odessa, Tex.
KBZY—Salem, Ore.
KBZZ—La Junta, Colo.
KCAB—Dardanelle, Ark.
KCAD—Abilene, Tex.
KCAL—Redlands, Calif.
KCAM—Glennallen, Alaska
KCAN—Canyon, Tex.
KCAP—Helena, Mont.
KCAR—Clarksville, Tex.
KCAS—Slaton, Tex.
KCAT—Pine Bluff, Ark.
KCBC—Des Moines, Iowa
KCBN—Reno, Nev.
KCBQ—San Diego, Calif.
KCBS—San Francisco, Calif.
KCCB—Corning, Ark.
KCCC—Carlsbad, N. Mex.
KCCL—Paris, Ark.
KCCN—Honolulu, Hawaii
KCCO—Lawton, Okla.
KCCR—Pierre, S. D.
KCCS—Salem, Ore.
KCCT—Corpus Christi, Tex.
KCCV—Independence, Mo.
KCEE—Tucson, Ariz.
KCEY—Turlock, Calif.
KCFH—Cuero, Tex.
KCFI—Cedar Falls, Iowa
KCGS—Marshall, Iowa
KCHA—Charles City, Iowa
KCHE—Cherokee, Iowa
KCHF—Sioux Falls, S. D.
KCHI—Chillicothe, Mo.
KCHJ—Delano, Calif.
KCHR—Charleston, Mo.
KCBS—Truth or Consequences, N. M.
KCHV—Coachella, Calif.
KCIA—Humble City, N. M.
KCID—Caldwell, Idaho
KCII—Washington, Iowa
KCIJ—Shreveport, La.
KCIM—Carroll, Iowa
KCIN—Victorville, Calif.
KCJB—Minot, N. D.
KCKC—San Bernardino, Calif.
KCKN—Kansas City, Kans.
KCKW—Jena, La.
KCKY—Coolidge, Ariz.
KCLA—Pine Bluff, Ark.
KCLE—Cleburne, Tex.
KCLK—Clarkston, Wash.
KCLM—Redding, Calif.
KCLN—Clinton, Iowa
KCLO—Leavenworth, Kans.
KCLR—Halls, Tex.
KCLS—Flagstaff, Ariz.
KCLT—Lockhart, Tex.
KCLU—Rolla, Mo.
KCLV—Clovis, N. M.
KCLW—Hamilton, Tex.
KCMC—Texarkana, Tex.
KCMJ—Palm Springs, Calif.
KCMO—Kansas City, Mo.
KCMX—Ashland, Ore.
KCNI—Broken Bow, Neb.
KCNO—Alturas, Calif.
KCNY—San Marcos, Tex.
KCOB—Newton, Iowa
KCOG—Centerville, Iowa
KCOH—Houston, Tex.
KCOK—Tulare, Calif.
KCOL—Fort Collins, Colo.
KCOM—Comanche, Tex.
KCON—Conway, Ark.
KCOR—San Antonio, Tex.
KCOW—Alliance, Neb.
KCPX—Salt Lake City, Utah
KCRA—Sacramento, Calif.
KCRC—Enid, Okla.
KCRG—Cedar Rapids, Iowa
KCRL—Reno, Nev.
KCRS—Midland, Tex.
KCRT—Trinidad, Colo.
KCRV—Caruthersville, Mo.
KCSJ—Pueblo, Colo.
KCSR—Chadron, Neb.
KCTA—Corpus Christi, Tex.
KCTI—Gonzales, Tex.
KCTO—Columbia, La.
KCTX—Childress, Tex.
KCTY—Salinas, Calif.
KCUB—Tucson, Ariz.
KCUE—Red Wing, Minn.
KCUZ—Clifton, Ariz.
KCVI—Colville, Wash.
KCVR—Lodi, Calif.
KCYL—Lampasas, Tex.
KDAC—Fort Bragg, Calif.
KDAK—Carrington, N. D.
KDAL—Duluth, Minn.
KDAN—Minneapolis, Minn.
KDAV—Lubbock, Tex.
KDAY—Santa Monica, Calif.
KDAZ—Albuquerque, N. M.
KDB—Santa Barbara, Calif.
KDBM—Dillon, Mont.
KDBS—Alexandria, La.
KDCE—Espanola, N. M.
KDDA—Dumas, Ark.
KDDD—Dumas, Tex.
KDDR—Oakes, N. D.
KDEC—Decorah, Iowa
KDEF—Albuquerque, N. M.
KDEN—Denver, Colo.
KDEO—El Cajon, Calif.
KDES—Palm Springs, Calif.
KDET—Center, Tex.
KDEW—De Witt, Ark.
KDEX—Dexter, Mo.
KDFL—Sumner, Wash.
KDFN—Doniphan, Mo.
KDGO—Durango, Colo.
KDHI—Twentynine Palms, Calif.
KDHL—Faribault, Minn.
KDHN—Dimmitt, Tex.
KDIA—Oakland, Calif.
KDIO—Ortonville, Minn.
KDIX—Dickinson, N. D.
KDJI—Holbrook, Ariz.
KDJW—Amarillo, Tex.
KDKA—Pittsburgh, Pa.
KDKB—Mesa, Ariz.
KDKD—Clinton, Mo.
KDKO—Littleton, Colo.
KDLA—De Ridder, La.
KDLK—Del Rio, Tex.
KDLM—Detroit Lakes, Minn.
KDLR—Devils Lake, N. D.
KDLS—Perry, Iowa
KDLT—Delta, Utah
KDMA—Montevideo, Minn.
KDMO—Carthage, Mo.
KDMS—El Dorado, Ark.
KDNT—Denton, Tex.
KDOK—Tyler, Tex.
KDOL—Mojave, Calif.
KDOM—Windom, Minn.
KDON—Salinas, Calif.
KDOT—Scottsdale, Ariz.
KDOV—Ashland, Ore.
KDOX—Marshall, Tex.
KDQN—De Queen, Ark.
KDRG—Deer Lodge, Mont.
KDRO—Sedalia, Mo.
KDRS—Paragould, Ark.
KDRY—Alamo Heights, Tex.
KDSJ—Deadwood, S. D.
KDSN—Denison, Iowa
KDSX—Denison-Sherman, Tex.
KDTA—Delta, Colo.
KDTH—Dubuque, Iowa
KDUN—Reedsport, Ore.
KDUZ—Hutchinson, Minn.
KDWA—Hastings, Minn.
KDWB—St. Paul, Minn.
KDWN—Las Vegas, Nev.
KDWT—Stamford, Tex.
KDXE—Little Rock, Ark.
KDXI—Mansfield, La.
KDXU—St. George, Utah
KDYL—Tooele, Utah
KDZA—Pueblo, Colo.
KEAN—Brownwood, Tex.
KEAP—Fresno, Calif.
KEBE—Jacksonville, Tex.
KECK—Lincoln, Neb.
KEDA—San Antonio, Tex.
KEDD—Dodge City, Kan.
KEDO—Longview, Wash.
KEED—Eugene, Ore.
KEEE—Nacogdoches, Tex.
KEEL—Shreveport, La.
KEEN—San Jose, Calif.
KEEP—Twin Falls, Idaho
KEES—Gladewater, Tex.
KEEY—St. Paul, Minn.
KEGG—Daingerfield, Tex.
KEGL—Santa Clara, Calif.
KEHG—Fosston, Minn.
KEIN—Great Falls, Mont.
KELA—Centralia-Chehalis, Wash.
KELD—El Dorado, Ark.
KELI—Tulsa, Okla.
KELK—Elko, Nev.
KELO—Sioux Falls, S. D.
KELP—El Paso, Tex.
KELR—El Reno, Okla.
KELY—Ely, Nev.
KEMM—Marshfield, Mo.
KENA—Mena, Ark.
KEND—Lubbock, Tex.
KENE—Toppenish, Wash.
KENI—Anchorage, Alaska
KENM—Portales, N. M.
KENN—Farmington, N. M.
KENO—Las Vegas, Nev.
KENR—Houston, Texas
KEOK—Atoka, Okla.
KEOS—Flagstaff, Ariz.
KEPS—Eagle Pass, Texas
KERB—Kermit, Tex.
KERC—Eastland, Tex.
KERE—Denver, Colo.
KERN—Bakersfield, Calif.
KERV—Kerrville, Tex.
KESM—Eldorado Springs, Mo.
KEST—San Francisco, Calif.
KETX—Livingston, Tex.
KEUN—Eunice, La.
KEVA—Evanston, Wyo.
KEVT—Tucson, Ariz.
KEWI—Topeka, Kans.
KEWQ—Paradise, Calif.
KEX—Portland, Ore.
KEXO—Grand Junction, Colo.
KEXS—Excelsior Springs, Mo.
KEYE—Perryton, Tex.
KEYH—Houston, Tex.
KEYJ—Jamestown, N. D.
KEYL—Long Prairie, Minn.
KEYR—Terrytown, Neb.
KEYS—Corpus Christi, Tex.
KEYY—Provo, Utah
KEYZ—Williston, N. D.
KEZE—Spokane, Wash.
KEZY—Anaheim, Calif.
KFAB—Omaha, Neb.
KFAC—Los Angeles, Calif.
KFAL—Fulton, Mo.
KFAM—St. Cloud, Minn.
KFAR—Fairbanks, Alaska
KFAX—San Francisco, Calif.
KFAY—Fayetteville, Ark.
KFBC—Cheyenne, Wyo.
KFBD—Waynesville, Mo.
KFBK—Sacramento, Calif.
KFBB—Nogales, Arizona
KFCB—Redfield, S. D.
KFDF—Van Buren, Ark.
KFDI—Wichita, Kan.
KFDR—Grand Coulee, Wash.
KFEL—Pueblo, Colo.
KFEQ—St. Joseph, Mo.
KFFA—Helena, Ark.
KFGO—Fargo, N. D.
KFH—Wichita, Kans.
KFI—Los Angeles, Calif.
KFIL—Preston, Minn.
KFIR—Sweet Home, Ore.
KFIV—Modesto, Calif.
KFIZ—Fond du Lac, Wis.
KFJB—Marshalltown, Iowa
KFJZ—Fort Worth, Tex.
KFKA—Greeley, Colo.
KFLA—Scott City, Kan.
KFLI—Mountain Home, Idaho
KFLJ—Walsenburg, Colo.
KFLN—Baker, Mont.
KFLP—Floyada, Tex.
KFLS—Klamath Falls, Ore.
KFLY—Corvallis, Ore.
KFMB—San Diego, Calif.
KFMJ—Tulsa, Okla.
KFML—Denver, Colo.
KFMO—Flat River, Mo.
KFNF—Shenandoah, Iowa
KFNV—Ferriday, La.
KFOR—Lincoln, Neb.
KFOX—Long Beach, Calif.
KFPW—Fort Smith, Ark.
KFQD—Anchorage, Alaska
KFRA—Franklin, La.
KFRB—Fairbanks, Alaska
KFRC—San Francisco, Calif.
KFRD—Rosenberg-Richmond, Tex.
KFRE—Fresno, Calif.
KFRM—Salina, Kans.
KFRO—Longview, Tex.
KFRU—Columbia, Mo.
KFSA—Fort Smith, Ark.
KFSB—Joplin, Mo.
KFSC—Denver, Colo.
KFST—Fort Stockton, Tex.
KFTM—Fort Morgan, Colo.
KFTW—Fredericktown, Mo.
KFUN—Las Vegas, N. M.
KFVS—Cape Girardeau, Mo.
KFWB—Los Angeles, Calif.
KFWJ—Lake Havasu City, Ariz.
KFXD—Nampa, Idaho
KFXM—San Bernardino, Calif.
KFYN—Bonham, Tex.
KFYO—Lubbock, Tex.
KFYR—Bismarck, N. D.
KFYV—Arroyo Grande, Calif.
KGA—Spokane, Wash.
KGAF—Gainesville, Tex.
KGAK—Gallup, N. M.
KGAL—Lebanon, Ore.
KGAR—Portland, Ore.
KGAS—Carthage, Tex.
KGAY—Salem, Ore.
KGB—San Diego, Calif.
KGBC—Galveston, Tex.
KGBS—Los Angeles, Calif.
KGBT—Harlingen, Tex.
KGBX—Springfield, Mo.
KGCA—Rugby, N. D.
KGCX—Sidney, Mont.
KGDN—Edmonds, Wash.
KGEE—Bakersfield, Calif.
KGEK—Sterling, Colo.
KGEM—Boise, Idaho
KGEN—Tulare, Calif.
KGEB—Long Beach, Calif.
KGEZ—Kalispell, Mont.
KGFF—Shawnee, Okla.
KGFJ—Los Angeles, Calif.
KGFW—Kearney, Neb.
KGFX—Pierre, S. D.
KGGF—Coffeyville, Kans.
KGHL—Billings, Mont.
KGHM—Brookfield, Mo.
KGHO—Hoquiam, Wash.
KGHS—International Falls, Minn.
KGIL—San Fernando, Calif.
KGIW—Alamosa, Colo.
KGKL—San Angelo, Tex.
KGKO—Benton, Ark.
KGLA—Gretna, La.
KGLC—Miami, Okla.
KGLE—Glendive, Mont.
KGLN—Glenwood Springs, Colo.
KGLO—Mason City, Iowa
KGMB—Honolulu, Hawaii
KGMC—Englewood, Colo.
KGMI—Bellingham, Wash.
KGMO—Cape Girardeau, Mo.
KGMR—Jacksonville, Ark.
KGMS—Sacramento, Calif.
KGMT—Fairbury, Neb.
KGMY—Missoula, Mont.
KGNB—New Braunfels, Tex.
KGNC—Amarillo, Tex.
KGNO—Dodge City, Kans.
KGO—San Francisco, Calif.
KGOE—Thousand Oaks, Calif.
KGOS—Torrington, Wyo.
KGRB—West Covina, Calif.
KGRI—Henderson, Tex.
KGRL—Bend, Ore.
KGRN—Grinnell, Iowa
KGRO—Pampa, Tex.
KGRT—Las Cruces, N. Mex.
KGST—Fresno, Calif.
KGTN—Georgetown, Tex.
KGU—Honolulu, Hawaii
KGUC—Gunnison, Colo.
KGUL—Port Lavaca, Tex.
KGUY—Palm Desert, Calif.
KGVL—Greenville, Tex.
KGVO—Missoula, Mont.
KGVW—Belgrade, Mont.
KGW—Portland, Ore.
KGWA—Enid, Okla.
KGY—Olympia, Wash.
KGYN—Guymon, Okla.
KHAD—DeSoto, Mo.
KHAK—Cedar Rapids, Ia.
KHAP—Aztec, New Mexico
KHAR—Anchorage, Alaska
KHAS—Hastings, Neb.
KHBM—Monticello, Ark.
KHBR—Hillsboro, Tex.
KHCS—Phoenix, Ariz.
KHDN—Hardin, Mont.
KHEM—Big Spring, Tex.
KHEN—Henryetta, Okla.
KHEP—Phoenix, Ariz.
KHEY—El Paso, Tex.
KHFH—Sierra Vista, Ariz.
KHIL—Willcox, Ariz.
KHIT—Walla Walla, Wash.
KHJ—Los Angeles, Calif.
KHLB—Burnet, Tex.
KHLO—Hilo, Hawaii
KHMO—Hannibal, Mo.
KHOB—Hobbs, N. M.
KHOG—Fayetteville, Ark.
KHOS—Tucson, Ariz.
KHOT—Madera, Calif.
KHOW—Denver, Colo.
KHOZ—Harrison, Ark.
KHQ—Spokane, Wash.
KHBT—Minot, N. D.
KHSJ—Hemet, Calif.
KHSL—Chico, Calif.
KHUB—Fremont, Neb.
KHVH—Honolulu, Hawaii
KHYM—Gilmer, Tex.
KHYT—Tucson, Ariz.
KIAK—Fairbanks, Alaska
KIBE—Palo Alto, Calif.
KIBL—Beeville, Tex.
KIBS—Bishop, Calif.
KICA—Clovis, N. M.
KICD—Spencer, Iowa
KICK—Springfield, Mo.
KICO—Calexico, Calif.
KICS—Hastings, Neb.
KICX—McCook, Neb.
KICY—Nome, Alaska
KID—Idaho Falls, Idaho
KIDD—Monterey, Calif.
KIDO—Boise, Idaho
KIEV—Glendale, Calif.
KIFG—Iowa Falls, Iowa
KIFN—Phoenix, Ariz.
KIFW—Sitka, Alaska
KIGO—St. Anthony, Ida.
KIHN—Hugo, Okla.
KIHR—Hood River, Ore.
KIIQ—Manitou Springs, Colo.
KIIS—Los Angeles, Calif.
KIIX—Fort Collins, Colo.
KIJV—Huron, S. D.
KIKI—Honolulu, Hawaii
KIKK—Pasadena, Tex.
KIKN—Sinton, Tex.
KIKO—Miami, Ariz.
KIKR—Conroe, Tex.
KIKS—Sulphur, La.
KIKX—Tucson, Ariz.
KIKZ—Seminole, Tex.
KILE—Galveston, Tex.
KILR—Estherville, Iowa
KILT—Houston, Tex.
KIMB—Kimball, Neb.
KIML—Gillette, Wyo.
KIMM—Rapid City, S. D.
KIMN—Denver, Colo.
KIMP—Mount Pleasant, Tex.
KINA—Salina, Kan.
KIND—Independence, Kan.
KINE—Kingsville, Tex.
KING—Seattle, Wash.
KINN—Alamagordo, N. M.
KINO—Winslow, Ariz.
KINS—Eureka, Calif.
KINT—El Paso, Tex.
KINY—Juneau, Alaska
KIOA—Des Moines, Iowa
KIOE—Honolulu, Hawaii
KIOT—Barstow, Cal.
KIOX—Bay City, Tex.
KIPA—Hilo, Hawaii
KIQI—San Francisco, Calif.
KIQS—Willows, Calif.
KIRL—St. Charles, Mo.
KIRO—Seattle, Wash.
KIRT—Mission, Tex.
KIRV—Fresno, Calif.
KIRX—Kirksville, Mo.
KISA—Honolulu, Hawaii
KISD—Sioux Falls, S. D.
KISN—Vancouver, Wash.
KISO—El Paso, Tex.
KIST—Santa Barbara, Calif.
KIT—Yakima, Wash.
KITE—Terrell Heights, Tex.
KITI—Centralia-Chehalis, Wash.
KITN—Olympia, Wash.
KIUL—Garden City, Kans.
KIUN—Pecos, Tex.
KIUP—Durango, Colo.
KIVM—Lihue, Hawaii
KIVY—Crockett, Tex.
KIWA—Sheldon, Iowa
KIXI—Seattle, Wash
KIXL—Austin, Tex.
KIXS—Killeen, Tex.
KIXX—Provo, Utah
KIXY—San Angelo, Tex.
KIXZ—Amarillo, Tex.
KJAM—Madison, S. D.
KJAN—Atlantic, Iowa
KJAS—Jackson, Mo.
KJAY—Sacramento, Calif.
KJBC—Midland, Tex.
KJCF—Festus, Mo.
KJCH—Cleveland, Tex.
KJCK—Junction City, Kans.
KJDY—John Day, Ore.
KJEF—Jennings, La.
KJEL—Lebanon, Mo.
KJEM—Wagoner, Okla.
KJET—Beaumont, Tex.
KJIM—Fort Worth, Tex.
KJIN—Houma, La.
KJJJ—Phoenix, Ariz.
KJNO—Juneau, Alaska
KJOE—Shreveport, La.
KJOY—Stockton, Calif.
KJPW—Waynesville, Mo.
KJR—Seattle, Wash.
KJRB—Spokane, Wash.
KJRG—Newton, Kans.
KJSK—Columbus, Neb.
KJWH—Camden, Ark.
KKAA—Aberdeen, S. D.
KKAM—Pueblo, Colo.
KKAN—Phillipsburg, Kans.
KKAR—Pomona, Calif.
KKAS—Silsbee, Tex.
KKDA—Grand Prairie, Tex.
KKEE—Salinas, Calif.
KKEY—Portland, Ore
KKHI—San Francisco, Calif.
KKIM—Albuquerque, N. M.
KKIN—Aitkin, Minn.
KKIO—Santa Barbara, Calif.
KKIS—Pittsburg, Calif.
KKIT—Taos, N. M.
KKJO—St. Joseph, Mo.
KKLS—Rapid City, S. D.
KKOK—Lompoc, Calif.
KKON—Kealakekua-Kona, Hawaii
KKOY—Chanute, Kans.
KKSI—Mount Pleasant, Iowa
KKUA—Honolulu, Hawaii
KKUB—Brownfield, Tex.
KKUZ—Burlington, Ia.
KKXL—Grand Forks, N. D.
KKYN—Plainview, Tex.
KKYX—San Antonio, Tex.
KKZZ—Lancaster, Calif.
KLAC—Los Angeles, Calif.
KLAD—Klamath Falls, Ore
KLAK—Lakewood, Colo.
KLAM—Cordova, Alaska
KLAN—Lamoore, Calif.
KLAR—Laredo, Tex.
KLAT—Centerville, Utah
KLAV—Las Vegas, Nev.
KLBJ—Austin, Tex.
KLBK—Lubbock, Tex.
KLBM—La Grande, Ore.
KLBS—Los Banos, Calif.
KLCB—Libby, Mont.

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Call Letter Index AM—Continued

KLCL—Lake Charles, La.
KLCN—Blytheville, Ark.
KLCO—Poteau, Okla.
KLEA—Lovington, N. M.
KLEB—Golden Meadow, La.
KLEC—Oklahoma City, Okla.
KLEE—Ottumwa, Iowa
KLEI—Kailua, Hawaii
KLEM—Le Mars, Iowa
KLEO—Wichita, Kans.
KLER—Orofino, Idaho
KLEU—Waterloo, Iowa
KLEX—Lexington, Mo.
KLEY—Wellington, Kan.
KLFB—Lubbock, Tex.
KLFD—Litchfield, Minn.
KLFJ—Springfield, Mo.
KLGA—Algona, Iowa
KLGR—Redwood Falls, Minn.
KLIB—Liberal, Kans.
KLIC—Monroe, La.
KLID—Poplar Bluff, Mo.
KLIF—Dallas, Tex.
KLIK—Jefferson City, Mo.
KLIN—Lincoln, Neb.
KLIP—Fowler, Calif.
KLIQ—Portland, Ore.
KLIV—San Jose, Calif.
KLIX—Twin Falls, Idaho
KLIZ—Brainerd, Minn.
KLKC—Parsons, Kans.
KLLA—Leesville, La.
KLLL—Lubbock, Tex.
KLLB—Walker, Minn.
KLMO—Longmont, Colo.
KLMR—Lamar, Colo.
KLMS—Lincoln, Neb.
KLMX—Clayton, N. M.
KLNG—Omaha, Neb.
KLO—Ogden, Utah
KLOA—Hildgecrest, Calif.
KLOC—Ceres, Calif.
KLOE—Goodland, Kans.
KLOG—Kelso, Wash.
KLOH—Pipestone, Minn.
KLOK—San Jose, Calif.
KLOM—Lompoc, Calif.
KLOO—Corvallis, Ore.
KLOU—Lake Charles, La.
KLOV—Loveland, Colo.
KLPL—Lake Providence, La.
KLPM—Minot, N. D.
KLPR—Oklahoma City, Okla.
KLPW—Union, Mo.
KLRA—Little Rock, Ark.
KLRS—Mountain Grove, Mo.
KLSC—Portland, Ore.
KLTF—Little Falls, Minn.
KLTI—Macon, Mo.
KLTH—Blackwell, Okla.
KLTZ—Glasgow, Mont.
KLUB—Salt Lake City, Utah
KLUC—Las Vegas, Nev.
KLUE—Longview, Tex.
KLUF—Lufkin, Tex.
KLUV—Haynesville, La.
KLVI—Beaumont, Tex.
KLVL—Pasadena, Tex.
KLVT—Levelland, Tex.
KLWN—Lawrence, Kan.
KLWT—Lebanon, Mo.
KLWW—Cedar Rapids, Iowa
KLYD—Bakersfield, Calif.
KLYQ—Hamilton, Mont.
KLYR—Clarksville, Ark.
KLZ—Denver, Colo.
KMA—Shenandoah, Iowa
KMAC—San Antonio, Tex.
KMAD—Madill, Okla.
KMAK—Fresno, Calif.
KMAM—Butler, Mo.
KMAN—Manhattan, Kan.
KMAQ—Maquoketa, Iowa
KMAR—Winnsboro, La.
KMAS—Shelton, Wash.
KMAV—Mayville, N. D.
KMBL—Junction, Tex.
KMBY—Monterey, Calif.
KMBZ—Kansas City, Mo.
KMCD—Fairfield, Iowa
KMCL—McCall, Idaho
KMCM—McMinnville, Ore.
KMCW—Augusta, Ark
KMDO—Fort Scott, Kan.
KMED—Medford, Ore.
KMEL—Wenatchee, Wash.
KMEN—San Bernardino, Calif.
KMEO—Phoenix, Ariz.
KMER—Kemmerer, Wyo.
KMFB—Mendocino, Calif.
KMHL—Marshall, Minn.
KMHT—Marshall, Tex.
KMIL—Cameron, Tex.
KMIN—Grants, N. M.
KMIS—Portageville, Mo.
KMJ—Fresno, Calif.
KMLB—Monroe, La.
KMLO—Vista, Calif.
KMMJ—Grand Island, Neb.
KMMO—Marshall, Mo.
KMNS—Sioux City, Iowa
KMO—Tacoma, Wash.
KMON—Great Falls, Mont.
KMOO—Mineola, Tex.
KMOR—Murray, Utah
KMOX—St. Louis, Mo.
KMPC—Los Angeles, Calif.
KMPG—Hollister, Calif.
KMPL—Sikeston, Mo.
KMPS—Seattle, Wash.
KMRC—Morgan City, La.
KMRN—Cameron, Mo.
KMRS—Morris, Minn.
KMUL—Muleshoe, Tex.
KMUS—Muskogee, Okla.
KMVI—Wailuku, Hawaii
KMWX—Yakima, Wash.
KMYC—Marysville, Calif.
KMYO—Little Rock, Ark.
KNAB—Burlington, Colo.
KNAF—Fredericksburg, Tex.
KNAK—Salt Lake City, Utah
KNAL—Victoria, Tex.
KNAM—Midland, Tex.
KNBA—Vallejo, Calif.
KNBI—Norton, Kan.
KNBO—New Boston, Tex.
KNBR—San Francisco, Calif.
KNBY—Newport, Ark.
KNCB—Vivian, La.
KNCK—Concordia, Kan.
KNCB—Fortuna, Calif.
KNCY—Nebraska City, Neb.
KNDC—Hettinger, N. D.
KNDE—Sacramento, Calif.
KNDI—Honolulu, Hawaii
KNDK—Langdon, N. D.
KNDY—Marysville, Kan.
KNEA—Jonesboro, Ark.
KNEB—Scottsbluff, Neb.
KNED—McAlester, Okla.
KNEI—Waukon, Iowa
KNEL—Brady, Tex.
KNEM—Nevada, Mo.
KNET—Palestine, Tex.
KNEW—Oakland, Calif.
KNEX—McPherson, Kan.
KNEZ—Lompoc, Calif.
KNFT—Bayard, N. Mex.
KNGS—Hanford, Calif.
KNIA—Knoxville, Iowa
KNIC—Winfield, Kan.
KNIE—Cheyenne, Wyo.
KNIM—Marysville, Mo.
KNIX—Wichita Falls, Tex.
KNIR—New Iberia, La.
KNIT—Abilene, Tex.
KNLV—Ord, Neb.
KNND—Cottage Grove, Ore.
KNOC—Natchitoches, La.
KNOE—Monroe, La.
KNOK—Fort Worth, Tex.
KNOR—Norman, Okla.
KNOT—Prescott, Ariz.
KNOW—Austin, Tex.
KNOX—Grand Forks, N. D.
KNPT—Newport, Ore.
KNUI—Kahului, Hawaii
KNUJ—New Ulm, Minn.
KNUZ—Houston, Tex.
KNX—Los Angeles, Calif.
KNYN—Williams, Ariz.
KOA—Denver, Colo.
KOAD—Lemoore, Calif.
KOAK—Red Oak, Iowa
KOAL—Price, Utah
KOAM—Pittsburg, Kan.
KOB—Albuquerque, N. M.
KOBE—Las Cruces, N. M.
KOBH—Hot Springs, S. D.
KOBO—Yuba City, Calif.
KOCA—Kilgore, Tex.
KOCY—Oklahoma City, Okla.
KODA—Houston, Tex.
KODE—Joplin, Mo.
KODI—Cody, Wyo.
KODL—The Dalles, Ore.
KODY—North Platte, Neb.
KOEL—Oelwein, Iowa
KOFE—St. Marles, Idaho
KOFI—Kalispell, Mont.
KOFO—Ottawa, Kan.
KOFY—San Mateo, Calif.
KOGA—Ogallala, Neb.
KOGO—San Diego, Calif.
KOGT—Orange, Tex.
KOH—Reno, Nev.
KOHI—St. Helens, Ore.
KOHO—Honolulu, Hawaii.
KOHU—Hermiston, Ore.
KOIL—Omaha, Nebr.
KOIN—Portland, Ore.
KOJM—Havre, Mont.
KOJO—Laramie, Wyo.
KOKA—Shreveport, La.
KOKC—Guthrie, Okla.
KOKE—Austin, Tex.
KOKL—Okmulgee, Okla.
KOKN—Pawhuska, Okla.
KOKO—Warrensburg, Mo.
KOKX—Keokuk, Iowa
KOKY—Little Rock, Ark.
KOLE—Port Arthur, Tex.
KOLI—Coalinga, Calif.
KOLJ—Quanah, Tex.
KOLM—Rochester, Minn.
KOLO—Reno, Nev.
KOLS—Pryor, Okla.
KOLT—Scottsbluff, Nebr.
KOLY—Mobridge, S. D.
KOMA—Oklahoma City, Okla.
KOMO—Seattle, Wash.
KOMW—Omak, Wash.
KOMY—Watsonville, Calif.
KONA—Kennewick-Pasco-Richland, Wash.
KONE—Reno, Nev.
KONG—Visalia, Calif.
KONI—Spanish Fork, Utah
KONO—San Antonio, Tex.
KONP—Port Angeles, Wash.
KOOK—Billings, Mont.
KOOL—Phoenix, Ariz.
KOOO—Omaha, Nebr.
KOOS—Coos Bay, Ore.
KOPO—Tucson, Ariz.
KOPY—Alice, Tex.
KOQT—Bellingham, Wash.
KORC—Mineral Wells, Tex.
KORD—Pasco, Washington
KORE—Eugene, Ore.
KORK—Las Vegas, Nev.
KORL—Honolulu, Hawaii
KORN—Mitchell, S. D.
KORT—Grangeville, Ida.
KORV—Oroville, Calif.
KOSE—Osceola, Ark.
KOSI—Aurora, Colo.
KOSY—Texarkana, Ark.
KOTA—Rapid City, S. D.
KOTD—Plattsmouth, Neb.
KOTN—Pine Bluff, Ark.
KOTS—Deming, N. M.
KOTY—Kennewick, Wash.
KOUR—Independence, Ia.
KOVC—Valley City, N. D.
KOVE—Lander, Wyo.
KOVO—Provo, Utah
KOWB—Laramie, Wyo.
KOWH—Omaha, Neb.
KOWL—South Lake Tahoe, Calif.
KOWN—Escondido, Calif.
KOWO—Waseca, Minn.
KOXR—Oxnard, Calif.
KOY—Phoenix, Ariz.
KOYL—Odessa, Tex.
KOYN—Billings, Mont.
KOYY—El Dorado, Kan.
KOZA—Odessa, Tex.
KOZE—Lewiston, Idaho
KOZI—Chelan, Wash.
KOZY—Grand Rapids, Minn.
KPAC—Port Arthur, Tex.
KPAL—Pineville, La.
KPAN—Hereford, Tex.
KPAR—Albuquerque, N. M.
KPAS—El Paso, Tex.
KPAY—Chico, Calif.
KPBA—Pine Bluff, Ark.
KPBC—Dallas, Tex.
KPCA—Marked Tree, Ark.
KPCO—Quincy, Calif.
KPCR—Bowling Green, Mo.
KPDN—Pampa, Tex.
KPDQ—Portland, Ore.
KPEL—Lafayette, La.
KPEP—San Angelo, Tex.
KPET—Lamesa, Tex.
KPGE—Page, Ariz.
KPHX—Phoenix, Ariz.
KPIA—Ironton, Mo.
KPIK—Colorado Springs, Colo.
KPIN—Casa Grande, Ariz.
KPLS—Santa Rosa, Calif.
KPLT—Paris, Tex.
KPLY—Crescent City, Calif.
KPMC—Bakersfield, Calif.
KPNW—Eugene, Ore.
KPOC—Pocahontas, Ark.
KPOD—Crescent City, Calif.
KPOI—Honolulu, Hawaii
KPOK—Portland, Ore.
KPOL—Los Angeles, Calif.
KPOP—Roseville, Calif.
KPOR—Quincy, Wash.
KPOS—Post, Tex.
KPOW—Powell, Wyo.
KPPC—Pasadena, Calif.
KPQ—Wenatchee, Wash.
KPRB—Redmond, Ore.
KPRC—Houston, Tex.
KPRE—Paris, Texas
KPRK—Livingston, Mont.
KPRL—Paso Robles, Calif.
KPRM—Park Rapids, Minn.
KPRO—Riverside, Calif.
KPRT—Kansas City, Mo.
KPSI—Palm Springs, Calif.
KPSO—Falfurrias, Tex.
KPST—Preston, Idaho
KPTL—Carson City, Nev.
KPUA—Hilo, Hawaii
KPUB—Pueblo, Colo.
KPUG—Bellingham, Wash.
KPUL—Pullman, Wash.
KPUR—Amarillo, Tex.
KPWB—Piedmont, Mo.
KPXE—Liberty, Tex.
KQAD—Luverne, Minn.
KQAM—San Antonio, Tex.
KQAQ—Austin, Minn.
KQEN—Roseburg, Ore.
KQEO—Albuquerque, N. M.
KQIK—Lakeview, Ore.
KQIL—Grand Junction, Colo.
KQIN—Burlen, Wash.
KQIZ—Amarillo, Tex.
KQMS—Redding, Calif.
KQOT—Yakima, Wash.
KQIS—Minneapolis, Minn.
KQTY—Borger, Tex.
KQV—Pittsburgh, Pa.
KQWB—Fargo, N. D.
KQWC—Webster City, Ia.
KQXI—Arvada, Colo.
KQYX—Joplin, Mo.
KRAD—Grand Forks, N. D.
KRAE—Cheyenne, Wyo.
KRAI—Craig, Colo.
KRAK—Sacramento, Calif.
KRAL—Rawlins, Wyo.
KRAM—Las Vegas, Nev.
KRAN—Morton, Tex.
KRBA—Lufkin, Tex.
KRBB—Sallisaw, Okla.
KRBC—Abilene, Tex.
KRBI—St. Peter, Minn.
KRBN—Red Lodge, Mont.
KRCB—Council Bluffs, Iowa
KRCO—Prineville, Ore.
KRDD—Roswell, N. M.
KRDG—Redding, Calif.
KRDO—Colorado Springs, Colo.
KRDR—Gresham, Ore.
KRDS—Tolleson, Ariz.
KRDU—Dinuba, Calif.
KRE—Berkeley, Calif.
KRED—Eureka, Calif.
KREH—Oakdale, La.
KREI—Farmington, Mo.
KREL—Corona, Calif.
KREM—Spokane, Wash.
KREO—Indio, Calif.
KREW—Sunnyside, Wash.
KREX—Grand Junction, Colo.
KRFO—Owatonna, Minn.
KRFS—Superior, Neb.
KRGI—Grand Island, Neb.
KRGO—Salt Lake City, Utah
KRGV—Weslaco, Tex.
KRHD—Duncan, Okla.
KRIB—Mason City, Iowa
KRIG—Odessa, Tex.
KRIH—Rayville, La.
KRIO—McAllen, Tex.
KRIZ—Phoenix, Ariz.
KRKC—King City, Calif.
KRKE—Albuquerque, N. M.
KRKK—Rock Springs, Wyo.
KRKO—Everett, Wash.
KRKS—Denver, Colo.
KRKT—Albany, Ore.
KRLA—Pasadena, Calif.
KRLC—Lewiston, Idaho
KRLD—Dallas, Tex.
KRLN—Canon City, Colo.
KRLW—Walnut Ridge, Ark.
KRMC—Midwest City, Okla.
KRMD—Shreveport, La.
KRME—Hondo, Tex.
KRMG—Tulsa, Okla.
KRML—Carmel, Calif.
KRMO—Monett, Mo.
KRMS—Osage Beach, Mo.
KRNR—Roseburg, Ore.
KRNS—Burns, Ore.
KRNT—Des Moines, Iowa
KRNY—Kearney, Nebr.
KROB—Robstown, Tex.
KROC—Rochester, Minn.
KROD—El Paso, Tex.
KROE—Sheridan, Wyo.
KROF—Abbeville, La.
KROP—Brawley, Calif.
KROS—Clinton, Iowa
KROW—Dallas, Ore.
KROX—Crookston, Minn.
KROY—Sacramento, Calif.
KRPL—Moscow, Idaho
KRPT—Anadarko, Okla.
KRKR—Ruidoso, N. M.
KRRV—Sherman, Tex.
KRSC—Othello, Wash.
KRSI—Minneapolis, Minn.
KRSL—Russell, Kans.
KRSN—Los Alamos, N. M.
KRSP—Salt Lake City, Utah
KRSY—Roswell, N. M.
KRTN—Raton, N. M.
KRTR—Thermopolis, Wyo.
KRUN—Ballinger, Tex.
KRUS—Ruston, La.
KRUX—Glendale, Ariz.
KRVN—Lexington, Nebr.
KRWB—Roseau, Minn.
KRWC—Buffalo, Minn.
KRXA—Seward, Alaska
KRXK—Rexburg, Idaho
KRYS—Corpus Christi, Tex.
KRYT—Colorado Springs, Colo.
KRZE—Farmington, N. M.
KRZI—Waco, Tex.
KRZY—Albuquerque, N. Mex.
KSAL—Salina, Kans.
KSAM—Huntsville, Tex.
KSCB—Liberal, Kans.
KSCJ—Sioux City, Iowa
KSCO—Santa Cruz, Calif.
KSD—St. Louis, Mo.
KSDN—Aberdeen, S. D.
KSDO—San Diego, Calif.
KSDR—Watertown, S. D.
KSEE—Santa Maria, Calif.
KSEI—Pocatello, Idaho
KSEK—Pittsburg, Kans.
KSEL—Lubbock, Tex.
KSEM—Moses Lake, Wash.
KSEN—Shelby, Mont.
KSEO—Durant, Okla.
KSET—El Paso, Tex.
KSEY—Seymour, Tex.
KSFA—Nacogdoches, Tex.
KSFE—Needles, Calif.
KSFO—San Francisco, Calif.
KSGM—Chester, Ill.
KSGT—Jackson, Wyo.
KSHA—Medford, Ore.
KSIB—Creston, Iowa
KSID—Sidney, Nebr.
KSIG—Crowley, La.
KSIL—Silver City, N. M.
KSIM—Sikeston, Mo.
KSIR—Estes Park, Colo.
KSIS—Sedalia, Missouri
KSIW—Woodward, Okla.
KSIX—Corpus Christi, Tex.
KSJB—Jamestown, N. D.
KSKI—Hailey, Idaho
KSKY—Dallas, Tex.
KSL—Salt Lake City, Utah
KSLM—Salem, Ore.
KSLO—Opelousas, La.
KSLV—Monte Vista, Colo.
KSLY—San Luis Obispo, Calif.
KSMA—Santa Maria, Calif.
KSMM—Shakopee, Minn.
KSMN—Mason City, Iowa
KSMO—Salem, Mo.
KSNN—Pocatello, Idaho
KSNO—Aspen, Colo.
KSNY—Snyder, Tex.
KSO—Des Moines, Iowa
KSOA—Ava, Mo.
KSOK—Arkansas City, Kans.
KSOM—Ontario, Calif.
KSON—San Diego, Calif.
KSOO—Sioux Falls, S. D.
KSOP—Salt Lake City, Utah
KSOX—Raymondville, Tex.
KSPD—Boise, Idaho
KSPI—Stillwater, Okla.
KSPL—Diboll, Tex.
KSPO—Spokane, Wash.
KSPR—Springdale, Ark.
KSPT—Sand Point, Idaho
KSRA—Salmon, Idaho
KSRC—Socorro, N. M.
KSRM—Soldotna, Alaska
KSRO—Santa Rosa, Calif.
KSRV—Ontario, Ore.
KSSS—Colorado Springs, Colo.
KSST—Sulphur Springs, Tex.
KSTA—Coleman, Tex.
KSTB—Breckenridge, Tex.
KSTL—St. Louis, Mo.
KSTN—Stockton, Calif.
KSTP—St. Paul, Minn.
KSTR—Grand Junction, Colo.
KSTT—Davenport, Iowa
KSTV—Stephenville, Tex.
KSUB—Cedar City, Utah
KSUD—West Memphis, Ark.
KSUE—Susanville, Calif.
KSUM—Fairmont, Minn.
KSUN—Bisbee, Ariz.
KSUZ—Port Neches, Tex.
KSVC—Richfield, Utah
KSVN—Ogden, Utah
KSVP—Artesia, N. M.
KSWA—Graham, Tex.
KSWB—Seaside, Ore.
KSWM—Aurora, Mo.
KSWO—Lawton, Okla.
KSWS—Roswell, N. M.
KSWW—Wickenburg, Ariz.
KSXX—Salt Lake City, Utah
KSYC—Yreka, Calif.
KSYL—Alexandria, La.
KSYX—Santa Rosa, N. M.
KTAC—Tacoma, Wash.
KTAE—Taylor, Tex.
KTAM—Bryan, Tex.
KTAR—Phoenix, Ariz.
KTAT—Frederick, Okla.
KTBB—Tyler, Tex.
KTCB—Malden, Mo.
KTCH—Wayne, Neb.
KTCR—Minneapolis, Minn.
KTCS—Fort Smith, Ark.
KTDL—Farmerville, La.
KTDO—Toledo, Ore.
KTEE—Idaho Falls, Idaho
KTEL—Walla Walla, Wash.
KTEM—Temple, Tex.
KTEO—San Angelo, Tex.
KTER—Terrell, Tex.
KTFI—Twin Falls, Idaho
KTFS—Texarkana, Tex.
KTGO—Tioga, N. D.
KTGR—Columbia, Mo.
KTHE—Thermopolis, Wyo.
KTHO—South Lake Tahoe, Calif.
KTHS—Berryville, Ark.
KTIB—Thibodaux, La.
KTIL—Tillamook, Ore.
KTIM—San Rafael, Calif.
KTIP—Porterville, Calif.
KTIX—Pendleton, Ore.
KTJS—Hobart, Okla.
KTKN—Ketchikan, Alaska
KTKR—Taft, Calif.
KTKT—Tucson, Ariz.
KTLD—Tallulah, La.
KTLK—Denver, Colo.
KTLO—Mountain Home, Ark.
KTLQ—Tahlequah, Okla.
KTLU—Rusk, Tex.
KTLW—Texas City, Tex.
KTMC—McAlester, Okla.
KTMF—New Prague, Minn.
KTMN—Trumann, Ark.
KTMS—Santa Barbara, Calif.
KTNC—Falls City, Nebr.
KTNM—Tucumcari, N. M.
KTNT—Tacoma, Wash.
KTOB—Petaluma, Calif.
KTOC—Jonesboro, La.
KTOE—Mankato, Minn.
KTOK—Oklahoma City, Okla.
KTOM—Salinas, Calif.
KTON—Belton, Tex.
KTOP—Topeka, Kans.
KTOQ—Rapid City, S. D.
KTOT—Big Bear Lake, Calif.
KTOW—Sand Springs, Okla.
KTPA—Prescott, Ark.
KTRB—Modesto, Calif.
KTRC—Santa Fe, N. M.
KTRF—Thief River Falls, Minn.
KTRH—Houston, Tex.
KTRM—Beaumont, Tex.
KTRN—Wichita Falls, Tex.
KTRT—Truckee, Calif.
KTRY—Bastrop, La.
KTSA—San Antonio, Tex.
KTSM—El Paso, Tex.
KTTN—Trenton, Mo.
KTTR—Rolla, Mo.
KTTS—Springfield, Mo.
KTTT—Columbus, Neb.
KTTX—Brenham, Tex.
KTUC—Tucson, Ariz.
KTUE—Tulia, Tex.
KTUF—Tempe, Ariz.
KTUI—Sullivan, Mo.
KTW—Seattle, Wash.
KTWO—Casper, Wyo.
KTXJ—Jasper, Tex.
KTXO—Sherman, Tex.
KTYD—Santa Barbara, Calif.
KTYM—Inglewood, Calif.
KTYN—Minot, N. D.
KUAD—Windsor, Colo.
KUAI—Eleele, Hawaii
KUAM—Agana, Guam
KUBA—Yuba City, Calif.
KUBC—Montrose, Colo.
KUDE—Oceanside, Calif.
KUDI—Great Falls, Mont.
KUDL—Fairway, Kans.
KUDY—Spokane, Wash.
KUEN—Wenatchee, Wash.
KUGN—Eugene, Ore.
KUHL—Santa Maria, Calif.
KUIK—Hillsboro, Oregon
KUJ—Walla Walla, Wash.
KUKA—San Antonio, Tex.
KUKI—Ukiah, Calif.
KUKU—Willow Springs, Mo.
KULE—Ephrata, Wash.
KULF—Houston, Tex.
KULP—El Campo, Tex.
KULY—Ulysses, Kan.
KUMA—Pendleton, Ore.
KUMU—Honolulu, Hawaii
KUNO—Corpus Christi, Tex.
KUOA—Siloam Springs, Ark.
KUPD—Tempe, Ariz.
KUPI—Idaho Falls, Ida.
KUPK—Garden City, Kans.
KUPY—Puyallup, Wash.
KURA—Moab, Utah
KURL—Billings, Mont.
KURV—Edinburg, Tex.
KURY—Brookings, Ore.
KUSH—Cushing, Okla.
KUSN—St. Joseph, Mo.
KUTA—Blanding, Utah
KUTI—Yakima, Wash.
KUTY—Palmdale, Calif.
KUUU—Seattle, Wash.
KUVR—Holdrege, Neb.
KUXL—Golden Valley, Minn.
KUZN—West Monroe, La.
KUZZ—Bakersfield, Calif.
KVAC—Forks, Wash.
KVAN—Vancouver, Wash.
KVAS—Astoria, Ore.
KVBR—Brainerd, Minn.
KVCK—Wolf Point, Mont.
KVCL—Winnfield, La.
KVCV—Redding, Calif.
KVDB—Sioux Center, Iowa
KVEC—San Luis Obispo, Calif.
KVEE—Conway, Ark.
KVEG—Las Vegas, Nev.
KVEL—Vernal, Utah
KVEN—Ventura, Calif.
KVET—Austin, Tex.
KVFC—Cortez, Colo.
KVFD—Fort Dodge, Iowa
KVGB—Great Bend, Kans.
KVI—Seattle, Wash.
KVIC—Victoria, Tex.
KVIL—Highland Park, Tex.
KVIN—Vinita, Okla.
KVIO—Cottonwood, Ariz.
KVKM—Monahans, Tex.
KVLF—Alpine, Tex.
KVLG—LaGrange, Tex.
KVLH—Pauls Valley, Okla.
KVLV—Fallon, Nev.
KVMA—Magnolia, Ark.
KVMC—Colorado City, Tex.
KVML—Sonora, Calif.
KVNI—Coeur d' Alene, Idaho
KVNU—Logan, Utah
KVOB—Bastrop, La.
KVOC—Casper, Wyo.
KVOE—Emporia, Kans.
KVOG—Ogden, Utah
KVOK—Kodiak, Alaska
KVOL—Lafayette, La.
KVOM—Morrilton, Ark.
KVON—Napa, Calif.
KVOO—Tulsa, Okla.
KVOP—Plainview, Tex.
KVOR—Colorado Springs, Colo.
KVOU—Uvalde, Tex.
KVOV—Henderson, Nev.
KVOW—Riverton, Wyo.
KVOX—Moorhead, Minn.
KVOY—Yuma, Ariz.
KVOZ—Laredo, Tex.
KVPI—Ville Platte, La.
KVRA—Vermillion, S. D.
KVRC—Arkadelphia, Ark.
KVRE—Santa Rosa, Calif.
KVRH—Salida, Colo.
KVSA—McGehee, Ark.
KVSF—Santa Fe, N. M.
KVSH—Valentine, Neb.
KVSI—Montpelier, Idaho
KVSL—Show Low, Ariz.
KVSO—Ardmore, Okla.
KVWC—Vernon, Tex.
KVWG—Pearsall, Tex.
KVWM—Show Low, Ariz.
KVWO—Cheyenne, Wyo.
KVYL—Holdenville, Okla.
KWAC—Bakersfield, Calif.
KWAD—Wadena, Minn.
KWAK—Stuttgart, Ark.
KWAL—Wallace, Idaho
KWAM—Memphis, Tenn.
KWAT—Watertown, S. D.
KWAY—Waverly, Iowa
KWRB—Wichita, Kans.
KWBC—Navasota, Tex.
KWBE—Beatrice, Neb.
KWBG—Boone, Iowa
KWBW—Hutchinson, Kans.
KWBY—Edna, Tex.
KWCK—Searcy, Ark.
KWCL—Oak Grove, La.
KWCO—Chickasha, Okla.
KWEB—Rochester, Minn.
KWED—Seguin, Tex.
KWEI—Weiser, Idaho
KWEL—Midland, Tex.
KWEW—Bobbs, N. M.
KWEY—Weatherford, Okla.
KWFA—Merkel, Tex.
KWFT—Wichita Falls, Tex.
KWG—Stockton, Calif.
KWGH—Big Lake, Tex.
KWHK—Hutchinson, Kans.
KWHN—Fort Smith, Ark.
KWHO—Salt Lake City, Utah
KWHW—Altus, Okla.
KWIK—Pocatello, Idaho
KWIL—Albany, Ore.
KWIP—Merced, Calif.
KWIQ—Moses Lake, Wash.
KWIV—Douglas, Wyo.
KWIX—Moberly, Mo.
KWIZ—Santa Ana, Calif.
KWJJ—Portland, Ore.
KWKA—Clovis, N. M.
KWKC—Abilene, Tex.
KWKH—Shreveport, La.
KWKW—Pasadena, Calif.
KWKY—Des Moines, Iowa
KWLA—Many, La.
KWLM—Willmar, Minn.
KWMC—Del Rio, Tex.
KWMT—Fort Dodge, Iowa
KWNA—Winnemucca, Nev.
KWNO—Winona, Minn.
KWNS—Pratt, Kans.
KWNT—Davenport, Ia.
KWOA—Worthington, Minn.
KWOC—Poplar Bluff, Mo.
KWOE—Clinton, Okla.
KWON—Bartlesville, Okla.
KWOR—Worland, Wyo.
KWOS—Jefferson City, Mo.
KWOW—Pomona, Calif.
KWPC—Muscatine, Iowa
KWPM—West Plains, Mo.

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Call Letter Index AM—Continued

KWPR—Claremore, Okla.
KWRC—Woodburn, Ore.
KWRD—Henderson, Tex.
KWRE—Warrenton, Mo.
KWRF—Warren, Ark.
KWRG—New Roads, La.
KWRL—Reno, Nev.
KWRO—Coquille, Ore.
KWRT—Boonville, Mo.
KWSD—Mount Shasta, Calif.
KWSH—Wewoka, Okla.
KWSL—Sioux City, Iowa
KWSO—Wasco, Calif.
KWSR—Rifle, Colo.
KWTC—Barstow, Calif.
KWTO—Springfield, Mo.
KWTX—Waco, Tex.
KWUN—Concord, Calif.
KWVR—Enterprise, Ore.
KWWL—Waterloo, Iowa
KWXY—Cathedral City, Calif.
KWYK—Farmington, N. M.
KWYN—Wynne, Ark.
KWYO—Sheridan, Wyo.
KWYR—Winner, S. D.
KWYS—West Yellowstone, Mont.
KWYZ—Everett, Wash.
KXA—Seattle, Wash.
KXAR—Hope, Ark.
KXEL—Waterloo, Iowa
KXEM—McFarland, Calif.
KXEN—St. Louis-Festus, Mo.
KXEO—Mexico, Mo.
KXEW—Tucson, Ariz.
KXEX—Fresno, Calif.
KXGI—Fort Madison, Iowa
KXGN—Glendive, Mont.
KXIC—Iowa City, Iowa
KXIT—Dalhart, Tex.
KXIV—Phoenix, Ariz.
KXJK—Forrest City, Ark.
KXKW—Lafayette, La.
KXL—Portland, Ore.
KXLE—Ellensburg, Wash.
KXLF—Butte, Mont.
KXLO—Lewistown, Mont.
KXLR—North Little Rock, Ark.
KXLY—Spokane, Wash.
KXO—El Centro, Calif.
KXOJ—Sapulpa, Okla.
KXOK—St. Louis, Mo.
KXOL—Fort Worth, Tex.
KXOW—Hot Springs, Ark.
KXOX—Sweetwater, Tex.
KXPO—Grafton, N. D.
KXRA—Alexandria, Minn.
KXRB—Sioux Falls, S. D.
KXRO—Aberdeen, Wash.
KXSK—San Jose, Calif.
KXLL—Bozeman, Mont.
KXXO—Tulsa, Okla.
KXXR—Spokane, Wash.
KXXX—Colby, Kans.
KXYZ—Houston, Tex.
KYA—San Francisco, Calif.
KYAC—Seattle, Wash.
KYAK—Anchorage, Alaska
KYAL—McKinney, Tex.
KYCA—Prescott, Ariz.
KYCN—Wheatland, Wyo.
KYES—Roseburg, Ore.
KYET—Payette, Idaho
KYJC—Medford, Ore.
KYKR—Port Arthur, Tex.
KYLT—Missoula, Mont.
KYME—Boise, Idaho
KYMN—Northfield, Minn.
KYMO—East Prairie, Mo.
KYNG—Coos Bay, Ore.
KYNO—Fresno, Calif.
KYNT—Yankton, S. D.
KYOK—Houston, Tex.
KYOR—Blythe, Calif.
KYOS—Merced, Calif.
KYOU—Greeley, Colo.
KYRO—Potosi, Mo.
KYSM—Mankato, Minn.
KYSN—Colorado Springs, Colo.
KYSS—Missoula, Mont.
KYVA—Gallup, N. M.
KYW—Philadelphia, Pa.
KYXI—Oregon City, Ore.
KZAK—Tyler, Tex.
KZAM—Bellevue, Wash.
KZEE—Weatherford, Tex.
KZEY—Tyler, Tex.
KZIA—Albuquerque, N. M.
KZIP—Amarillo, Tex.
KZIQ—Ridgecrest, Calif.
KZNG—Hot Springs, Ark.
KZOL—Farwell, Tex.
KZON—Santa Maria, Calif.
KZOO—Honolulu, Hawaii
KZOT—Marianna, Ark.
KZRK—Ozark, Ark.
KZUN—Opportunity, Wash.
KZYM—Cape Girardeau, Mo.
KZZN—Littlefield, Texas
WAAA—Winston-Salem, N. C.
WAAB—Worcester, Mass.
WAAC—Terre Haute, Ind.
WAAM—Ann Arbor, Mich.
WAAN—Waynesboro, Tenn.
WAAO—Andalusia, Ala.
WAAX—Gadsden, Ala.
WAAY—Huntsville, Ala.
WABA—Aguadilla, P. R.
WABB—Mobile, Ala.
WABC—New York, N. Y.
WABD—Fort Campbell, Ky.
WABF—Fairhope, Ala.
WABG—Greenwood, Miss.
WABH—Deerfield, Va.
WABI—Bangor, Me.
WABJ—Adrian, Mich.
WABK—Augusta, Me.
WABL—Amite, La.
WABO—Waynesboro, Miss.
WABQ—Cleveland, Ohio
WABV—Abbeville, S. C.
WABY—Albany, N. Y.
WABZ—Albemarle, N. C.
WACA—Camden, S. C.
WACB—Kittanning, Pa.
WACE—Chicopee, Mass.
WACK—Newark, N. Y.
WACL—Waycross, Ga.
WACO—Waco, Tex.
WACR—Columbus, Miss.
WACT—Tuscaloosa, Ala.
WACX—Austell, Ga.
WADA—Shelby, N. C.
WADC—Parkersburg, W. Va.
WADD—Brockport, N. Y.
WADE—Wadesboro, N. C.
WADK—Newport, R. I.
WADM—Decatur, Ind.
WADO—New York City, N. Y.
WADR—Remsen, N. Y.
WADS—Ansonia, Conn.
WAEB—Allentown, Pa.
WAEL—Mayaguez, P. R.
WAEW—Crossville, Tenn.
WAEY—Princeton, W. Va.
WAFI—Middlesboro, Ky.
WAGC—Centre, Ala.
WAGE—Leesburg, Va.
WAGF—Dothan, Ala.
WAGG—Franklin, Tenn.
WAGL—Lancaster, S .C.
WAGM—Presque Isle, Me.
WAGN—Menominee, Mich.
WAGO—Oshkosh, Wis.
WAGR—Lumberton, N. C.
WAGS—Bishopville, S. C.
WAGY—Forest City, N. C.
WAHT—Anniville-Cleona, Pa.
WAIK—Galesburg, Ill.
WAIL—Baton Rouge, La.
WAIM—Anderson, S. C.
WAIN—Columbia, Ky.
WAIR—Winston-Salem, N. C.
WAIT—Chicago, Ill.
WAJF—Decatur, Ala.
WAJR—Morgantown, W. Va.
WAKA—Gainesville, Fla.
WAKC—Normal, Ill.
WAKE—Valparaiso, Ind.
WAKI—McMinnville, Tenn.
WAKN—Aiken, S. C.
WAKO—Lawrenceville, Ill.
WAKB—Akron, Ohio
WAKS—Fuquay-Varina, N. C.
WAKX—Superior, Wis.
WAKY—Louisville, Ky.
WALD—Walterboro, S. C.
WALE—Fall River, Mass.
WALG—Albany, Ga.
WALK—Patchogue, N. Y.
WALL—Middletown, N. Y.
WALM—Albion, Mich.
WALY—Herkimer, N. Y.
WAMA—Selma, Ala.
WAMB—Donelson, Tenn.
WAMD—Aberdeen, Md.
WAME—Charlotte, N. C.
WAMG—Gallatin, Tenn.
WAMI—Opp, Ala.
WAML—Laurel, Miss.
WAMM—Flint, Mich.
WAMO—Pittsburgh, Pa.
WAMR—Venice, Fla.
WAMS—Wilmington, Del.
WAMW—Washington, Ind.
WAMY—Amory, Miss.
WANA—Anniston, Ala.
WANB—Waynesburg, Pa.
WANL—Lineville, Ala.
WANM—Tallahassee, Fla.
WANN—Annapolis, Md.
WANO—Pineville, Ky.
WANS—Anderson, S. C.
WANT—Richmond, Va.
WANV—Waynesboro, Va.
WANY—Albany, Ky.
WAOA—Opelika, Ala.
WAOC—St. Augustine, Fla.
WAOK—Atlanta, Ga.
WAOP—Otsego, Mich.
WAOV—Vincennes, Ind.
WAPA—San Juan, P. R.
WAPE—Jacksonville, Fla.
WAPF—McComb, Miss.
WAPG—Arcadia, Fla.
WAPI—Birmingham, Ala.
WAPL—Appleton, Wis.
WAPR—Avon Park, Fla.
WAPX—Montgomery, Ala.
WAQI—Ashtabula, Ohio
WARA—Attleboro, Mass.
WARB—Covington, La.
WARD—Pittston, Pa.
WARE—Ware, Mass.
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WARI—Abbeville, Ala.
WARK—Hagerstown, Md.
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WASA—Havre de Grace, Md.
WASC—Spartanburg, S. C.
WASK—Lafayette, Ind.
WASP—Brownsville, Pa.
WASR—Wolfeboro, N. H.
WATA—Boone, N. C.
WATC—Gaylord, Mich.
WATH—Athens, Ohio
WATI—Indianapolis, Ind.
WATK—Antigo, Wis.
WATM—Atmore, Ala.
WATN—Watertown, N. Y.
WATO—Oak Ridge, Tenn.
WATP—Marion, S. C.
WATR—Waterbury, Conn.
WATS—Sayre, Pa.
WATT—Cadillac, Mich.
WATV—Birmingham, Ala.
WATW—Ashland, Wis.
WATZ—Alpena, Mich.
WAUB—Auburn, N. Y.
WAUC—Wauchula, Fla.
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WAUG—Augusta, Ga.
WAUK—Waukesha, Wis.
WAVA—Arlington, Va.
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WAYS—Charlotte, N. C.
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WAYZ—Waynesboro, Pa.
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WBAB—Babylon, N. Y.
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WCDT—Winchester, Tenn.
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WCED—Du Bois, Pa.
WCEH—Hawkinsville, Ga.
WCEM—Cambridge, Md.
WCEN—Mt. Pleasant, Mich.
WCER—Charlotte, Mich.
WCFL—Chicago, Ill.
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WCHV—Charlottesville, Va.
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WCMS—Norfolk, Va.
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WCNB—Connersville, Ind.
WCNC—Elizabeth City, N. C.
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WCNH—Quincy, Fla.
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WCNU—Crestview, Fla.
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WCNX—Middletown, Conn.
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WCOG—Greensboro, N. C.
WCOH—Newnan, Ga.
WCOJ—Coatesville, Pa.
WCOK—Sparta, N. C.
WCOL—Columbus, Ohio
WCON—Cornelia, Ga.
WCOP—Boston, Mass.
WCOR—Lebanon, Tenn.
WCOS—Columbia, S. C.
WCOU—Lewiston, Me.
WCOV—Montgomery, Ala.
WCOW—Sparta, Wis.
WCOX—Camden, Ala.
WCPA—Clearfield, Pa.
WCPC—Houston, Miss.
WCPH—Etowah, Tenn.
WCPK—Chesapeake, Va.
WCPM—Cumberland, Md.
WCPS—Tarboro, N. C.
WCRA—Effingham, Ill.
WCRB—Waltham, Mass.
WCRE—Cheraw, S. C.
WCRI—Scottsboro, Ala.
WCRK—Morristown, Tenn.
WCRL—Oneonta, Ala.
WCRM—Clare, Mich.
WCRO—Johnstown, Pa.
WCRS—Greenwood, S. C.
WCRT—Birmingham, Ala.
WCRV—Washington, N. J.
WCRW—Chicago, Ill.
WCRY—Macon, Ga.
WCSC—Charleston, S. C.
WCSH—Portland, Me.
WCSI—Columbus, Ind.
WCSJ—Morris, Ill.
WCSL—Cherryville, N. C.
WCSM—Celina, Ohio
WCSR—Hillsdale, Mich.
WCSS—Amsterdam, N. Y.
WCST—Berkeley Springs, W. Va.
WCSV—Crossville, Tenn.
WCSW—Shell Lake, Wis.
WCTA—Andalusia, Ala.
WCTC—New Brunswick, N. J.
WCTN—Potomac-Cabin John, Md.
WCTR—Chestertown, Md.
WCTT—Corbin, Ky.
WCTW—New Castle, Ind.
WCUB—Manitowoc, Wis.
WCUE—Cuyahoga Falls, Ohio
WCUG—Cuthbert, Ga.
WCUM—Cumberland, Md.
WCUZ—Grand Rapids, Mich.
WCVA—Culpeper, Va.
WCVI—Connellsville, Pa.
WCVL—Crawfordsville, Ind.
WCVP—Murphy, N. C.
WCVR, Randolph, Vt.
WCVS—Springfield, Ill.
WCWA—Toledo, Ohio
WCWC—Bipon, Wis.
WCYN—Cynthiana, Ky.
WCZN—Flint, Mich.
WDAD—Indiana, Pa.
WDAE—Tampa, Fla.
WDAF—Kansas City, Mo.
WDAK—Columbus, Ga.
WDAL—Meridian, Miss.
WDAN—Danville, Ill.
WDAR—Darlington, S. C.
WDAS—Philadelphia, Pa.
WDAT—Ormond Beach, Fla.
WDAX—McRae, Ga.
WDAY—Fargo, N. D.
WDBC—Escanaba, Mich.
WDBF—Delray Beach, Fla.
WDBL—Springfield, Tenn.
WDBM—Statesville, N. C.
WDBO—Orlando, Fla.
WDBQ—Dubuque, Iowa
WDCF—Dade City, Fla.
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WDCR—Hanover, N. H.
WDDT—Greenville, Miss.
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WDEA—Ellsworth, Me.
WDEB—Jamestown, Tenn.
WDEC—Americus, Ga.
WDEE—Detroit, Mich.
WDEF—Chattanooga, Tenn.
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WDEL—Wilmington, Del.
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WDGL—Douglasville, Ga.
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WDIA—Memphis, Tenn.
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WDJS—Mt. Olive, N. C.
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WDTM—Selmer, Tenn.
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WFRB—Frostburg, Md.
WFRC—Reidsville, N. C.
WFRL—Freeport, Ill.
WFRM—Coudersport, Pa.
WFRO—Fremont, Ohio
WFRX—West Frankfort, Ill.
WFSC—Franklin, N. C.
WFSH—Valparaiso-Niceville, Fla.
WFSO—Pinellas Park, Fla.
WFSP—Kingwood, W. Va.
WFST—Caribou, Maine
WFTC—Kinston, N. C.
WFTG—London, Ky.
WFTL—Fort Lauderdale, Fla.
WFTM—Maysville, Ky.

WFTN—Franklin, N. H.
WFTO—Fulton, Miss.
WFTP—Fort Pierce, Fla.
WFTR—Front Royal, Va.
WFTW—Fort Walton Beach, Fla
WFUL—Fulton, Ky.
WFUN—Miami, Fla.
WFUB—Grand Rapids, Mich.
WFVA—Fredericksburg, Va.
WFVB—Aurora, Ill.
WFWL—Camden, Tenn.
WFWB—Fort Wayne, Ind.
WFYC—Alma, Mich.
WGAA—Cedartown, Ga.
WGAC—Augusta, Ga.
WGAD—Gadsden, Ala.
WGAF—Valdosta, Ga.
WGAI—Elizabeth City, N. C.
WGAL—Lancaster, Pa.
WGAN—Portland, Me.
WGAP—Maryville, Tenn.
WGAR—Cleveland, Ohio
WGAS—Gastonia, N. C.
WGAT—Gate City, Va.
WGAU—Athens, Ga.
WGAY—Silver Spring, Md.
WGAW—Gardner, Mass.
WGBB—Freeport, N. Y.
WGBF—Evansville, Ind.
WGBG—Greensboro, N. C.
WGBI—Scranton, Pa.
WGBR—Goldsboro, N. C.
WGBS—Miami, Fla.
WGCB—Red Lion, Pa.
WGCD—Chester, S. C.
WGCH—Greenwich, Conn.
WGCM—Gulfport, Miss.
WGEA—Geneva, Ala.
WGEE—Green Bay, Wis.
WGEM—Quincy, Ill.
WGEN—Geneseo, Ill.
WGET—Gettysburg, Pa.
WGEZ—Beloit, Wis.
WGFA—Watseka, Ill.
WGFS—Covington, Ga.
WGGA—Gainesville, Ga.
WGGG—Gainesville, Fla.
WGGH—Marion, Ill.
WGGO—Salamanca, N. Y.
WGH—Newport News, Va.
WGHC—Clayton, Ga.
WGHN—Grand Haven, Mich.
WGHQ—Kingston, N. Y.
WGIC—Xenia, Ohio
WGIG—Brunswick, Ga.
WGIL—Galesburg, Ill.
WGIR—Manchester, N. H.
WGIV—Charlotte, N. C.
WGKA—Atlanta, Ga.
WGKR—Perry, Fla.
WGL—Fort Wayne, Ind.
WGLB—Port Washington, Wis.
WGLC—Mendota, Ill.
WGLI—Babylon, N. Y.
WGLX—Galion, Ohio
WGMA—Hollywood, Fla.
WGMF—Watkins Glen, N. Y.
WGML—Hinesville, Ga.
WGMS—Bethesda, Md.
WGN—Chicago, Ill.
WGNC—Gastonia, N. C.
WGNE—Panama City Beach, Fla.
WGNG—Pawtucket, R. I.
WGNI—Wilmington, N. C.
WGNL—Greenville, N. C.
WGNS—Murfreesboro, Tenn.
WGNT—Huntington, W. Va.
WGNU—Granite City, Ill.
WGNY—Newburgh, N. Y.
WGOC—Kingsport, Tenn.
WGOE—Richmond, Va.
WGOG—Walhalla, S. C.
WGOH—Grayson, Ky.
WGOK—Mobile, Ala.
WGOM—Marion, Ind.
WGON—Munising, Mich.
WGOV—Valdosta, Ga.
WGOW—Chattanooga, Tenn.
WGPA—Bethlehem, Pa.
WGPC—Albany, Ga.
WGR—Buffalo, N. Y.
WGRA—Cairo, Ga.
WGRD—Grand Rapids, Mich.
WGBG—Pittsfield, Mass.
WGRI—Griffin, Ga.
WGRK—Greensburg, Ky.
WGRM—Greenwood, Miss.
WGRO—Lake City, Fla.
WGRP—Greenville, Pa.
WGRV—Greeneville, Tenn.
WGRY—Grayling, Mich.
WGSA—Ephrata, Pa.
WGSB—Geneva, Ill.
WGSE—New Bern, N. C.
WGSM—Huntington, N. Y.
WGSO—New Orleans, La.
WGSR—Millen, Ga.
WGST—Atlanta, Ga.
WGSV—Guntersville, Ala.
WGSW—Greenwood, S. C.
WGTA—Summerville, Ga.
WGTL—Kannapolis, N. C.
WGTM—Wilson, N. C.
WGTN—Georgetown, S. C.
WGTO—Cypress Gardens, Fla.
WGTB—Natick, Mass.
WGTW—Mount Dora, Fla.
WGTX—De Funiak Springs, Fla.
WGUL—New Port Richey, Fla.
WGUN—Decatur, Ga.
WGUS—North Augusta, S. C.
WGUY—Bangor, Me.
WGVA—Geneva, N. Y.
WGVM—Greenville, Miss.
WGWR—Asheboro, N. C.
WGY—Schenectady, N. Y.
WGYV—Greenville, Ala.
WHAG—Halfway, Md.
WHAI—Greenfield, Mass.
WHAK—Rogers City, Mich.
WHAL—Shelbyville, Tenn.
WHAM—Rochester, N. Y.
WHAN—Hainas City, Fla.
WHAP—Hopewell, Va.
WHAB—Clarksburg, W. Va.

WHAS—Louisville, Ky.
WHAT—Philadelphia, Pa.
WHAV—Haverhill, Mass.
WHAW—Weston, W. Va.
WHAZ—Troy, New York
WHB—Kansas City, Mo.
WHBB—Selma, Ala.
WHBC—Canton, Ohio
WHBF—Rock Island, Ill.
WHBG—Harrisonburg, Va.
WHBL—Sheboygan, Wis.
WHRN—Harrodsburg, Ky.
WHBO—Tampa, Fla.
WHBQ—Memphis, Tenn.
WHBT—Harriman, Tenn.
WHBU—Anderson, Ind.
WHBY—Appleton, Wis.
WHCC—Waynesville, N. C.
WHCO—Sparta, Ill.
WHCU—Ithaca, N. Y.
WHDF—Houghton, Mich.
WHDH—Boston, Mass.
WHDL—Olean, N. Y.
WHDM—McKenzie, Tenn.
WHEB—Portsmouth, N. H.
WHEE—Martinsville, Va.
WHKI—New Albany, Ind.
WHEN—Syracuse, N. Y.
WHEO—Stuart, Va.
WHEP—Foley, Ala.
WHEX—Columbia, Pa.
WHFB—Benton Harbor, Mich.
WHGR—Houghton Lake, Mich.
WHILL—Warren, Ohio
WHHM—Henderson, Tenn.
WHHQ—Hornell, N. Y.
WHHV—Hillsville, Va.
WHHY—Montgomery, Ala.
WHIC—Hardinsburg, Ky.
WHIE—Griffin, Ga.
WHII—Hay Springs, Miss.
WHIM—Providence, R. I.
WHIN—Gallatin, Tenn.
WHIO—Dayton, Ohio
WHIP—Mooresville, N. C.
WHIR—Danville, Ky.
WHIS—Bluefield, W. Va.
WHIT—New Bern, N. C.
WHIY—Moulton, Ala.
WHIZ—Zanesville, Ohio
WHJB—Greensburg, Pa.
WHJC—Matewan, W. Va.
WHK—Cleveland, Ohio
WHKP—Hendersonville, N. C.
WHKY—Hickory, N. C.
WHLB—Virginia, Minn.
WHLD—Niagara Falls, N. Y.
WHLF—South Boston, Va.
WHLI—Hempstead, N. Y.
WHLM—Bloomsburg, Pa.
WHLN—Harlan, Ky.
WHLO—Akron, Ohio
WHLP—Centerville, Tenn.
WHLS—Port Huron, Mich.
WHLT—Huntington, Ind.
WHLW—Lakewood, N. J.
WHMA—Anniston, Ala.
WHMI—Howell, Mich.
WHMP—Northampton, Mass.
WHMT—Humboldt, Tenn.
WHN—New York, N. Y.
WHNC—Henderson, N. C.
WHND—Monroe, Mich.
WHNY—McComb, Miss.
WHO—Des Moines, Iowa
WHOA—San Juan, P. R.
WHOL—Philadelphia, Miss.
WHOD—Jackson, Ala.
WHOK—Lancaster, Ohio
WHOL—Allentown, Pa.
WHOM—New York, N. Y.
WHON—Centerville, Ind.
WHOO—Orlando, Fla.
WHOP—Hopkinsville, Ky.
WHOS—Decatur, Ala.
WHOT—Campbell, Ohio
WHOU—Houlton, Me.
WHOW—Clinton, Ill.
WHP—Harrisburg, Pa.
WHPA—Honesdale, Pa.
WHPB—Belton, S. C.
WHPL—Winchester, Va.
WHPY—Clayton, N. C.
WHRT—Hartselle, Ala.
WHSC—Hartsville, S. C.
WHSL—Wilmington, N. C.
WHSM—Hayward, Wis.
WHSY—Hattiesburg, Miss.
WHTC—Holland, Mich.
WHTG—Eatontown, N. J.
WHTH—Heath, Ohio
WHUB—Cookeville, Tenn.
WHUC—Hudson, N. Y.
WHUM—Reading, Pa.
WHUN—Huntingdon, Pa.
WHUT—Anderson, Ind.
WHVL—Hendersonville, N. C.
WHVN—Charlotte, N. C.
WHVR—Hanover, Pa.
WHVW—Hyde Park, N. Y.
WHWB—Rutland, Vt.
WHWH—Princeton, N. J.
WHYD—Columbus, Ga.
WHYL—Carlisle, Pa.
WHYN—Springfield, Mass.
WHYP—North East, Pa.
WHYT—Noblesville, Ind.
WHYZ—Greenville, S. C.
WIAC—San Juan, P. R.
WIAF—Clarksville, Ga.
WIAM—Williamston, N. C.
WIBA—Madison, Wis.
WIBB—Macon, Ga.
WIBC—Indianapolis, Ind.
WIBG—Philadelphia, Pa.
WIBJ—Jackson, Mich.
WIBR—Baton Rouge, La.
WIBU—Poynette, Wis.
WIBV—Belleville, Ill.
WIBW—Topeka, Kans.
WIBX—Utica, N. Y.
WICC—Bridgeport, Conn.
WICE—Providence, R. I.
WICH—Norwich, Conn.
WICK—Scranton, Pa.

WICO—Salisbury, Md.
WICY—Malone, N. Y.
WIDE—Elizabethton, Tenn.
WIDE—Biddeford, Me.
WIDG—St. Ignace, Mich.
WIDU—Fayetteville, N. C.
WIEL—Elizabethtown, Ky.
WIFE—Indianapolis, Ind.
WIFF—Auburn, Ind.
WIFM—Elkin, N. C.
WIGG—Wiggins, Miss.
WIGM—Medford, Wis.
WIGO—Atlanta, Ga.
WIGS—Gouverneur, N. Y.
WIID—Garden City, Mich.
WIIN—Atlanta, Ga.
WIKB—Iron River, Mich.
WIKC—Bogalusa, La.
WIKE—Newport, Vt.
WIKI—Chester, Va.
WIKY—Evansville, Ind.
WIL—St. Louis, Mo.
WILA—Danville, Va.
WILD—Boston, Mass.
WILE—Cambridge, Ohio
WILI—Willimantic, Conn.
WILK—Wilkes-Barre, Pa.
WILM—Wilmington, Del.
WILO—Frankfort, Ind.
WILS—Lansing, Mich.
WILY—Centralia, Ill.
WILZ—St. Petersburg, Fla.
WIMA—Lima, Ohio
WIMO—Winder, Ga.
WIMS—Michigan City, Ind.
WINA—Charlottesville, Va.
WINC—Winchester, Va.
WIND—Chicago, Ill.
WINE—Brookfield, Conn.
WINF—Manchester, Conn.
WING—Dayton, Ohio
WINH—Georgetown, S. C.
WINI—Murphysboro, Ill.
WINK—Fort Myers, Fla.
WINN—Louisville, Ky.
WINQ—Tampa, Fla.
WINR—Binghamton, N. Y.
WINS—New York, N. Y.
WINU—Highland, Ill.
WINW—Canton, Ohio
WINX—Rockville, Md.
WINY—Putnam, Conn.
WINZ—Miami, Fla.
WIOD—Miami, Fla.
WIOI—New Boston, Ohio
WION—Ionia, Mich.
WIOO—Carlisle, Pa.
WIOS—Tawas City-East Tawas, Mich.
WIOU—Kokomo, Ind.
WIP—Philadelphia, Pa.
WIPC—Lake Wales, Fla.
WIPS—Ticonderoga, N. Y.
WIQT—Horseheads, N. Y.
WIRA—Fort Pierce, Fla.
WIRB—Enterprise, Ala.
WIRC—Hickory, N. C.
WIBD—Lake Placid, N. Y.
WIBE—Indianapolis, Ind.
WIRJ—Humboldt, Tenn.
WIRK—West Palm Beach, Fla.
WIRL—Peoria, Ill.
WIRO—Ironton, Ohio
WIRV—Irvine, Kentucky
WIRY—Plattsburgh, N. Y.
WIS—Columbia, S. C.
WISE—Asheville, N. C.
WISK—Americus, Ga.
WISL—Shamokin, Pa.
WISM—Madison, Wis.
WISN—Milwaukee, Wis.
WISO—Ponce, P. R.
WISP—Kinston, N. C.
WISB—Butler, Pa.
WISS—Berlin, Wis.
WIST—Charlotte, N. C.
WISV—Viroqua, Wis.
WISZ—Glen Burnie, Md.
WITH—Baltimore, Md.
WITL—Lansing, Mich.
WITN—Washington, N. C.
WITY—Danville, Ill.
WITZ—Jasper, Ind.
WIVE—Ashland, Va.
WIVK—Knoxville, Tenn.
WIVS—Crystal Lake, Ill.
WIVY—Jacksonville, Fla.
WIXC—Fayetteville, Tenn.
WIXE—Monroe, N. C.
WIXI—Lancaster, Ky.
WIXK—New Richmond, Wis.
WIXN—Dixon, Ill.
WIXY—Cleveland, Ohio
WIXZ—McKeesport, Pa.
WIYN—Rome, Ga.
WIZE—Springfield, Ohio
WIZM—La Crosse, Wis.
WIZO—Franklin, Tenn.
WIZR—Johnstown, N. Y.
WIZS—Henderson, N. C.
WIZZ—Streator, Ill.
WJAC—Johnstown, Pa.
WJAG—Norfolk, Neb.
WJAK—Jackson, Tenn.
WJAM—Marion, Ala.
WJAR—Providence, R. I.
WJAT—Swainsboro, Ga.
WJAX—Jacksonville, Fla.
WJAY—Mullins, S. C.
WJAZ—Albany, Ga.
WJBB—Haleyville, Ala.
WJBC—Bloomington, Ill.
WJBD—Salem, Ill.
WJBE—Knoxville, Tenn.
WJBL—Holland, Mich.
WJBM—Jerseyville, Ill.
WJBO—Baton Rouge, La.
WJBQ—Westbrook, Me.
WJBY—Gadsden, Ala.
WJCD—Seymour, Ind.
WJCM—Sebring, Fla.
WJCO—Jackson, Mich.
WJCW—Johnson City, Tenn.
WJDA—Quincy, Mass.
WJDB—Thomasville, Ala.

WJDM—Elizabeth, N. J.
WJDX—Jackson, Miss.
WJDY—Salisbury, Md.
WJEB—Gladwin, Mich.
WJEH—Gallipolis, Ohio
WJEJ—Hagerstown, Md.
WJEM—Valdosta, Ga.
WJER—Dover-New Philadelphia, Ohio
WJES—Johnston, S. C.
WJET—Erie, Pa.
WJFC—Jefferson City, Tenn.
WJGA—Jackson, Ga.
WJHO—Opelika, Ala.
WJIC—Salem, N. J.
WJIG—Tullahoma, Tenn.
WJIL—Jacksonville, Ill.
WJIM—Lansing, Mich.
WJIT—San Juan, P. R.
WJJC—Commerce, Ga.
WJJD—Chicago, Ill.
WJJJ—Christiansburg, Va.
WJJL—Niagara Falls, N. Y.
WJJM—Lewisburg, Tenn.
WJJZ—Mt. Holly, N. J.
WJKM—Hartsville, Tenn.
WJKY—Jamestown, Ky.
WJLB—Detroit, Mich.
WJLD—Homewood, Ala.
WJLE—Smithfield, Tenn.
WJLJ—Tupelo, Miss.
WJLK—Asbury Park, N. J.
WJLS—Beckley, W. Va.
WJMA—Orange, Va.
WJMB—Brookhaven, Miss.
WJMC—Rice Lake, Wis.
WJML—Petoskey, Mich.
WJMO—Cleveland, Ohio
WJMS—Ironwood, Mich.
WJMT—Merrill, Wis.
WJMW—Athens, Ala.
WJMX—Florence, S. C.
WJNC—Jacksonville, N. C.
WJNJ—Atlantic Beach, Fla.
WJNL—Johnstown, Pa.
WJNO—West Palm Beach, Fla.
WJOB—Hammond, Ind.
WJOE—Port St. Joe, Fla.
WJOL—Joliet, Ill.
WJON—St. Cloud, Minn.
WJOR—South Haven, Mich.
WJOT—Lake City, S. C.
WJOY—Burlington, Vt.
WJPA—Washington, Pa.
WJPC—Chicago, Ill.
WJPD—Ishpeming, Mich.
WJPF—Herrin, Ill.
WJPR—Greenville, Miss.
WJPS—Evansville, Ind.
WJPW—Rockford, Mich.
WJQS—Jackson, Miss.
WJR—Detroit, Mich.
WJRC—Joliet, Ill.
WJRD—Tuscaloosa, Ala.
WJRI—Lenoir, N. C.
WJRL—Calhoun City, Miss.
WJRM—Troy, N. C.
WJSB—Crestview, Fla.
WJSM—Martinsburg, Pa.
WJSO—Jonesboro, Tenn.
WJTN—Jamestown, N. Y.
WJTO—Bath, Me.
WJUN—Mexico, Pa.
WJVA—South Bend, Ind.
WJW—Cleveland, Ohio
WJWL—Georgetown, Del.
WJWS—South Hill, Va.
WJXN—Jackson, Miss.
WJZM—Clarksville, Tenn.
WKAC—Athens, Ala.
WKAI—Macomb, Ill.
WKAJ—Saratoga Springs, N. Y.
WKAL—Rome, N. Y.
WKAM—Goshen, Ind.
WKAN—Kankakee, Ill.
WKAO—Boynton Beach, Fla.
WKAP—Allentown, Pa.
WKAQ—San Juan, P. R.
WKAT—Miami, Fla.
WKAU—Kaukauna, Wis.
WKAX—Russellville, Ala.
WKAY—Glasgow, Ky.
WKAZ—Charleston, W. Va.
WKBA—Vinton, Va.
WKBC—North Wilkesboro, N. C.
WKBI—St. Marys, Pa.
WKBJ—Milan, Tenn.
WKBK—Keene, N. H.
WKBL—Covington, Tenn.
WKBN—Youngstown, Ohio
WKBO—Harrisburg, Pa.
WKBQ—Garner, N. C.
WKBR—Manchester, N. H.
WKBV—Richmond, Ind.
WKBW—Buffalo, N. Y.
WKBX—Winston-Salem, N. C.
WKBY—Chatham, Va.
WKBZ—Muskegon, Mich.
WKCB—Hindman, Ky.
WKCM—Hawesville, Ky.
WKCT—Bowling Green, Ky.
WKCU—Corinth, Miss.
WKCW—Warrentown, Va.
WKCY—Harrisonburg, Va.
WKDA—Nashville, Tenn.
WKDC—Elmhurst, Ill.
WKDE—Altavista, Va.
WKDK—Newberry, S. C.
WKDL—Clarksdale, Miss.
WKDO—Liberty, Ky.
WKDR—Plattsburgh, N. Y.
WKDW—Staunton, Va.
WKDX—Hamlet, N. C.
WKDY—Spartanburg, S. C.
WKDZ—Cadiz, Ky.
WKEE—Huntington, W. Va.
WKEG—Washington, Pa.
WKEI—Kewanee, Ill.
WKEM—Immokalee, Fla.
WKEN—Dover, Del.
WKER—Pompton Lakes, N. J.
WKEU—Griffin, Ga.
WKEX—Blacksburg, Va.
WKEY—Covington, Va.

WKFD—Wickford, R. I.
WKFE—Yauco, P. R.
WKFI—Wilmington, Ohio
WKGN—Knoxville, Tenn
WKGX—Lenoir, N. C.
WKHJ—Holly Hill, S. C
WKHM—Jackson, Mich.
WKIC—Hazard, Ky.
WKIG—Glennville, Ga.
WKIK—Leonardtown, Md.
WKIN—Kingsport, Tenn.
WKIP—Poughkeepsie, N. Y.
WKIS—Orlando, Fla.
WKIX—Raleigh, N. C.
WKIZ—Key West, Fla.
WKJB—Mayaguez, P. R.
WKJK—Granite Falls, N. C.
WKJR—Muskegon Hts., Mich.
WKKB—Asheville, N. C.
WKKO—Cocoa, Fla.
WKKR—Pickens, S. C.
WKKS—Vanceburg, Ky.
WKKX—De Land, Fla.
WKLA—Ludington, Mich.
WKLC—St. Albans, W. Va.
WKLF—Clanton, Ala.
WKLK—Cloquet, Minn.
WKLM—Wilmington, N. C.
WKLO—Louisville, Ky.
WKLP—Keyser, W. Va.
WKLV—Blackstone, Va.
WKLX—Portsmouth, Va.
WKLY—Hartwell, Ga.
WKMB—Stirling, N. J.
WKMC—Roaring Spring, Pa.
WKMF—Flint, Mich.
WKMG—Newberry, S. C.
WKMI—Kalamazoo, Mich.
WKMK—Blountstown, Fla.
WKMT—Kings Mountain, N. C.
WKND—Windsor, Conn.
WKNE—Keene, N. H.
WKNR—Battle Creek, Mich.
WKNT—Kent, Ohio
WKNX—Saginaw, Mich.
WKNY—Kingston, N. Y.
WKOA—Hopkinsville, Ky.
WKOG—Gordon, Ga.
WKOK—Sunbury, Pa.
WKOL—Amsterdam, N. Y.
WKOP—Binghamton, N. Y.
WKOR—Starkville, Miss.
WKOV—Wellston, Ohio
WKOX—Framingham, Mass.
WKOY—Bluefield, W. Va.
WKOZ—Kosciusko, Miss.
WKPA—New Kensington, Pa.
WKPM—Princeton, Minn.
WKPR—Kalamazoo, Mich.
WKPT—Kingsport, Tenn.
WKQT—Gatyville, La.
WKRA—Holly Springs, Miss.
WKRC—Cincinnati, Ohio
WKRG—Mobile, Ala.
WKRI—West Warwick, R. I.
WKRK—Murphy, N. C.
WKRM—Columbia, Tenn.
WKRO—Cairo, Ill.
WKRS—Waukegan, Ill.
WKRT—Cortland, N. Y.
WKRW—Cartersville, Ga.
WKRZ—Oil City, Pa.
WKSC—Kershaw, S. C.
WKSJ—Prichard, Ala.
WKSK—West Jefferson, N. C.
WKSN—Jamestown, N. Y.
WKSP—Kingstree, S. C.
WKSR—Pulaski, Tenn.
WKST—New Castle, Pa.
WKTE—King, N. C.
WKTJ—Farmington, Maine
WKTP—South Paris, Me.
WKTQ—Pittsburgh, Pa.
WKTS—Sheboygan, Wis.
WKTY—La Crosse, Wis.
WKTZ—Arlington, Fla.
WKUL—Cullman, Ala.
WKUN—Monroe, Ga.
WKVA—Lewiston, Pa.
WKVI—Knox, Ind.
WKVM—San Juan, P. R.
WKVO—Havelock, N. C.
WKVT—Brattleboro, Vt.
WKWF—Key West, Fla.
WKWK—Wheeling, W. Va.
WKXA—Brunswick, Me.
WKXL—Concord, N. H.
WKXO—Berea, Ky.
WKXR—Exeter, N. H.
WKXV—Knoxville, Tenn.
WKXY—Sarasota, Fla.
WKY—Oklahoma City, Okla.
WKYB—Hemingway, S. C.
WKYE—Bristol, Va.
WKYG—Parkersburg, W. Va.
WKYK—Burnsville, N. C.
WKYO—Caro, Mich.
WKYX—Paducah, Ky.
WKZA—Kane, Pa.
WKZI—Casey, Ill.
WKZO—Kalamazoo, Mich.
WLAB—Saint Paul, N. C
WLAC—Nashville, Tenn.
WLAD—Danbury, Conn.
WLAF—La Follette, Tenn.
WLAG—La Grange, Ga.
WLAM—Lewiston, Me.
WLAN—Lancaster, Pa.
WLAP—Lexington, Ky.
WLAQ—Rome, Ga.
WLAR—Athens, Tenn.
WLAS—Jacksonville, N. C.
WLAT—Conway, S. C.
WLAU—Laurel, Miss.
WLAV—Grand Rapids, Mich.
WLAW—Lawrenceville, Ga.
WLAY—Muscle Shoals, Ala.
WLBB—Carrollton, Ga.
WLBC—Muncie, Ind.
WLBE—Leesburg-Eustis, Fla.
WLBG—Laurens, S. C.

(Continued on next page)

WLBH—Mattoon, Ill.
WLBI—Denham Springs, La.
WLBJ—Bowling Green, Ky.
WLBK—DeKalb, Ill.
WLBN—Lebanon, Ky.
WLBR—Lebanon, Pa.
WLBZ—Bangor, Me.
WLCB—Hodgenville, Ky.
WLCK—Scottsville, Ky.
WLCM—Lancaster, S. C.
WLCO—Eustis, Fla.
WLCS—Baton Rouge, La.
WLCX—LaCrosse, Wis.
WLCY—St. Petersburg, Fla.
WLDS—Jacksonville, Ill.
WLDY—Ladysmith, Wis.
WLEA—Hornell, N. Y.
WLEC—Sandusky, Ohio
WLEE—Richmond, Va.
WLEM—Emporium, Pa.
WLEO—Ponce, P. R.
WLES—Lawrenceville, Va.
WLET—Toccoa, Ga.
WLEW—Bad Axe, Mich.
WLEY—Cayey, P. R.
WLFA—La Fayette, Ga.
WLFH—Little Falls, N. Y.
WLGM—Lynchburg, Va.
WLGN—Logan, Ohio
WLIB—New York, N. Y.
WLIJ—Shelbyville, Tenn.
WLIK—Newport, Tenn.
WLIL—Lenoir City, Tenn.
WLIP—Kenosha, Wis.
WLIQ—Mobile, Ala.
WLIS—Old Saybrook, Conn.
WLIT—Steubenville, Ohio
WLIV—Livingston, Tenn.
WLIX—Islip, N. Y.
WLIZ—Lake Worth, Fla.
WLKB—De Kalb, Ill.
WLKE—Waupun, Wis.
WLKM—Three Rivers, Mich.
WLKN—Lincoln, Me.
WLKR—Norwalk, Ohio
WLKS—West Liberty, Ky.
WLKW—Providence, R. I.
WLLE—Raleigh, N. C.
WLLH—Lowell, Mass.
WLLL—Lynchburg, Va.
WLLP—Hartford, Ky.
WLLY—Wilson, N. C.
WLMD—Laurel, Md.
WLMJ—Jackson, Ohio
WLMS—Leominster, Mass.
WLNA—Peekskill, N. Y.
WLNC—Laurinburg, N. C.
WLNG—Sag Harbor, N. Y.
WLNH—Laconia, N. H.
WLOA—Braddock, Pa.
WLOB—Portland, Maine
WLOC—Munfordville, Ky.
WLOD—Pompano Beach, Fla.
WLOE—Eden, N. C.
WLOF—Orlando, Fla.
WLOG—Logan, W. Va.
WLOI—La Porte, Ind.
WLOK—Memphis, Tenn.
WLOL—Minneapolis, Minn.
WLON—Lincolnton, N. C.
WLOP—Jesup, Ga.
WLOR—Thomasville, Ga.
WLOT—Marinette, Wis.
WLOU—Louisville, Ky.
WLOV—Washington, Ga.
WLOW—Aiken, S. C.
WLOX—Biloxi, Miss.
WLPH—Irondale, Ala.
WLPM—Suffolk, Va.
WLPO—LaSalle, Ill.
WLQH—Chiefland, Fla.
WLRC—Whitehall, Mich.
WLRO—Lorain, Ohio
WLRV—Lebanon, Va.
WLS—Chicago, Ill.
WLSB—Copperhill, Tenn.
WLSC—Loris, S. C.
WLSD—Big Stone Gap, Va
WLSE—Wallace, N. C.
WLSH—Lansford, Pa.
WLSI—Pikeville, Ky.
WLSM—Louisville, Miss.
WLSV—Wellsville, N. Y.
WLTC—Gastonia, N. C.
WLTD—Evanston, Ill.
WLTH—Gary, Ind.
WLTN—Littleton, N. H.
WLUV—Loves Park, Ill.
WLUX—Baton Rouge, La.
WLVA—Lynchburg, Va.
WLVN—Laverne, Ala.
WLW—Cincinnati, Ohio
WLWL—Rockingham, N. C.
WLYC—Williamsport, Pa.
WLYN—Lynn, Mass.
WLYV—Fort Wayne, Ind.
WMAC—Metter, Ga.
WMAD—Madison, Wis.
WMAF—Madison, Fla.
WMAG—Forest, Miss.
WMAJ—State College, Pa.
WMAK—Nashville, Tenn.
WMAL—Washington, D. C.
WMAM—Marinette, Wis.
WMAN—Mansfield, Ohio
WMAP—Monroe, N. C.
WMAQ—Chicago, Ill.
WMAS—Springfield, Mass.
WMAX—Grand Rapids, Mich.
WMAY—Springfield, Ill.
WMAZ—Macon, Ga.
WMBA—Ambridge, Pa.
WMBC—Columbus, Miss.
WMBD—Peoria, Ill.
WMBG—Williamsburg, Va.
WMBH—Joplin, Mo.
WMBL—Morehead City, N. C.
WMBM—Miami Beach, Fla.
WMBN—Peoskey, Mich.
WMBO—Auburn, N. Y.
WMBR—Jacksonville, Fla.
WMBS—Uniontown, Pa.
WMBT—Shenandoah, Pa.
WMC—Memphis, Tenn.
WMCA—New York, N. Y.
WMCH—Church Hill, Tenn.
WMCL—McLeansboro, Ill.
WMCP—Columbia, Tenn.
WMCR—Oneida, N. Y.
WMCS—Machias, Me.
WMCT—Mountain City, Tenn.
WMDC—Hazlehurst, Miss.
WMDD—Fajardo, P. R.
WMEE—Fort Wayne, Ind.
WMEK—Chase City, Va.
WMEL—Melbourne, Fla.
WMEN—Tallahassee, Fla.
WMES—Ashburn, Ga.
WMEV—Marion, Va.
WMEX—Boston, Mass.
WMFC—Monroeville, Ala.
WMFD—Wilmington, N. C.
WMFG—Hibbing, Minn.
WMFJ—Daytona Beach, Fla.
WMFR—High Point, N. C.
WMGA—Moultrie, Ga.
WMGO—Canton, Miss.
WMGR—Bainbridge, Ga.
WMGS—Bowling Green, Ohio
WMGW—Meadville, Pa.
WMGY—Montgomery, Ala.
WMHI—Frederick, Md.
WMIA—Arecibo, P. R.
WMIC—Sandusky, Mich.
WMID—Atlantic City, N. J.
WMIK—Middlesboro, Ky.
WMIM—Mount Carmel, Pa.
WMIN—Maplewood, Minn.
WMIQ—Iron Mountain, Mich.
WMIT—Lake Geneva, Wis.
WMIS—Natchez, Miss.
WMIX—Mt. Vernon, Ill.
WMJL—Marion, Ky.
WMJM—Cordele, Ga.
WMKR—Millinocket, Me.
WMLC—Monticello, Miss.
WMLO—Beverly, Mass.
WMLP—Milton, Pa.
WMLR—Hohenwald, Tenn.
WMLS—Sylacauga, Ala.
WMLT—Dublin, Ga.
WMMB—Melbourne, Fla.
WMMH—Marshall, N. C.
WMMM—Westport, Conn.
WMMN—Fairmont, W. Va.
WMMW—Meriden, Conn.
WMNA—Gretna, Va.
WMNB—North Adams, Mass.
WMNC—Morganton, N. C.
WMNE—Menomonie, Wis.
WMNI—Columbus, Ohio
WMNS—Olean, N. Y.
WMNZ—Montezuma, Ga.
WMOA—Marietta, Ohio
WMOB—Mobile, Ala.
WMOC—Chattanooga, Tenn.
WMOG—Brunswick, Ga.
WMOH—Hamilton, Ohio
WMOK—Metropolis, Ill.
WMON—Montgomery, W. Va.
WMOO—Mobile, Ala.
WMOP—Ocala, Fla.
WMOR—Morehead, Ky.
WMOU—Berlin, N. H.
WMOV—Ravenswood, W. Va.
WMOX—Meridian, Miss.
WMPA—Aberdeen, Miss.
WMPL—Hancock, Mich.
WMPM—Smithfield, N. C.
WMPO—Middleport-Pomeroy, Ohio
WMPP—Chicago Heights, Ill.
WMPS—Memphis, Tenn.
WMPT—South Williamsport, Pa.
WMPX—Midland, Mich.
WMQM—Memphis, Tenn.
WMRB—Greenville, S. C.
WMRC—Milford, Mass.
WMRE—Monroe, Ga.
WMRF—Lewistown, Pa.
WMRN—Marion, Ohio
WMRO—Aurora, Ill.
WMSA—Massena, N. Y.
WMSG—Oakland, Md.
WMSJ—Sylva, N. C.
WMSK—Morganfield, Ky.
WMSL—Decatur, Ala.
WMSO—Colliierville, Tenn.
WMSR—Manchester, Tenn.
WMST—Mt. Sterling, Ky.
WMT—Cedar Rapids, Iowa
WMTA—Central City, Ky.
WMTC—Vanceleve, Ky.
WMTD—Hinton, W. Va.
WMTE—Manistee, Mich.
WMTL—Leitchfield, Ky.
WMTM—Moultrie, Ga.
WMTN—Morristown, Tenn.
WMTR—Morristown, N. J.
WMTS—Murfreesboro, Tenn.
WMTY—Greenwood, S. C.
WMUS—Muskegon, Mich.
WMUU—Greenville, S. C.
WMVA—Martinsville, Va.
WMVB—Millville, N. J.
WMVG—Milledgeville, Ga.
WMVO—Mt. Vernon, Ohio
WMVR—Sidney, Ohio
WMYB—Myrtle Beach, S. C.
WMYN—Mayodan, N. C.
WMYR—Ft. Myers, Fla.
WNAB—Bridgeport, Conn.
WNAD—Norman, Okla.
WNAE—Warren, Pa
WNAG—Grenada, Miss.
WNAH—Nashville, Tenn.
WNAK—Nanticoke, Pa.
WNAM—Neenah-Menasha, Wis.
WNAR—Norristown, Pa.
WNAT—Natchez, Miss.
WNAU—New Albany, Miss.
WNAV—Annapolis, Md.
WNAX—Yankton, S. D.
WNBC—New York, N. Y.
WNBE—Winter Park, Fla.
WNBF—Binghamton, N. Y.
WNBH—New Bedford, Mass.
WNBI—Park Falls, Wis.
WNBP—Newburyport, Mass.
WNBS—Murray, Ky.
WNBT—Wellsboro, Pa.
WNBY—Newberry, Mich.
WNBZ—Saranac Lake, N. Y.
WNCA—Siler City, N. C.
WNCC—Barnesboro, Pa.
WNCG—North Charleston, S. C.
WNCO—Ashland, Ohio
WNCT—Greenville, N. C.
WNDB—Daytona Beach, Fla.
WNDE—Indianapolis, Ind.
WNDI—Sullivan, Ind.
WNDR—Syracuse, N. Y.
WNDU—South Bend, Ind.
WNEA—Newnan, Ga.
WNEB—Worcester, Mass.
WNEG—Toccoa, Ga.
WNEL—Caguas, P. R.
WNER—Live Oak, Fla.
WNES—Central City, Ky.
WNEU—Wheeling, W. Va.
WNEW—New York, N. Y.
WNEX—Macon, Ga.
WNFL—Green Bay, Wis.
WNGA—Nashville, Ga.
WNGO—Mayfield, Ky.
WNHC—New Haven, Conn.
WNHV—White River Junction, Vt
WNIA—Cheektowaga, N. Y.
WNIC—Dearborn, Mich.
WNIK—Arecibo, P. R.
WNIL—Niles, Mich.
WNIO—Niles, Ohio
WNJR—Newark, N. J.
WNKY—Neon, Ky.
WNLA—Indianola, Miss.
WNLB—Bocky Mount, Va.
WNLC—New London, Conn.
WNLK—Norwalk, Conn.
WNMT—Garden City, Ga.
WNNC—Newton, N. C.
WNNJ—Newton, N. J.
WWNO—Wisconisn Dells, Wis.
WNNR—New Orleans, La.
WNNT—Warsaw, Va.
WNOE—New Orleans, La.
WNOG—Naples, Fla.
WNOK—Columbia, S. C.
WNOO—Chattanooga, Tenn.
WNOP—Newport, Ky.
WNOR—Norfolk, Va.
WNOS—High Point, N. C.
WNOV—Milwaukee, Wis.
WNOW—York, Pa.
WNOX—Knoxville, Tenn.
WNPS—New Orleans, La.
WNPT—Tuscaloosa, Ala.
WNPV—Lansdale, Pa.
WNRE—Circleville, Ohio
WNRG—Grundy, Va.
WNRI—Woonsocket, R. I.
WNRJ—Gainesville, Ga.
WNRK—Newark, Del.
WNRS—Saline, Mich.
WNRV—Narrows-Pearisburg, Va.
WNSL—Laurel, Miss.
WNST—Milton, W. Va.
WNTN—Newton, Mass.
WNTS—Indianapolis, Ind.
WNTT—Tazewell, Tenn.
WNTY—Southington, Conn.
WNUE—Ft. Walton Beach, Fla.
WNUZ—Talladega, Ala.
WNVA—Norton, Va.
WNVL—Nicholasville, Ky.
WNVY—Pensacola, Fla.
WNWI—Valparaiso, Ind.
WNXT—Portsmouth, Ohio
WNYN—Canton, Ohio
WNYR—Rochester, N. Y.
WOAI—San Antonio, Tex.
WOAP—Owosso, Mich.
WOAY—Oak Hill, W. Va.
WOBL—Oberlin, Ohio
WOBR—Wanchese, N. C.
WOBS—Jacksonville, Fla.
WOBT—Rhinelander, Wis.
WOC—Davenport, Iowa
WOCB—West Yarmouth, Mass.
WOCH—North Vernon, Ind.
WOCN—Miami, Fla.
WOCO—Oconto, Wis.
WODI—Brookneal, Va.
WODY—Bassett, Va.
WOFE—Rockwood, Tenn.
WOGA—Sylvester, Ga.
WOGO—New Smyrna Beach, Fla.
WOHI—East Liverpool, Ohio
WOHN—Herndon, Va.
WOHO—Toledo, Ohio
WOHS—Shelby, N. C.
WOIC—Columbia, S. C.
WOIO—Canton, Ohio
WOKA—Douglas, Ga.
WOKB—Winter Garden, Fla.
WOKC—Okeechobee, Fla.
WOKE—Charleston, S. C.
WOKI—Oak Ridge, Tenn.
WOKJ—Jackson, Miss.
WOKK—Meredian, Miss.
WOKL—Eau Claire, Wis.
WOKO—Albany, N. Y.
WOKS—Columbus, Ga.
WOKW—Brockton, Mass.
WOKY—Milwaukee, Wis.
WOKZ—Alton, Ill.
WOL—Washington, D. C.
WOLD—Marion, Va.
WOLF—Syracuse, N. Y.
WOLS—Florence, S. C.
WOMI—Owensboro, Ky.
WOMP—Wheeling, W. Va.
WOMT—Manitowoc, Wis.
WONA—Winona, Miss.
WOND—Pleasantville, N. J.
WONE—Dayton, Ohio
WONN—Lakeland, Fla.
WONS—Tallahassee, Fla.
WONW—Defiance, Ohio
WOOD—Grand Rapids, Mich.
WOOF—Dothan, Ala.
WOOK—Washington, D. C.
WOOW—Greenville, N. C.
WOPA—Oak Park, Ill.
WOPI—Bristol, Tenn.
WOR—New York, N. Y.
WORA—Mayaguez, P. R.
WORC—Worcester, Mass.
WORD—Spartanburg, S. C
WORG—Orangeburg, S. C.
WORL—Orlando, Fla.
WORM—Savannah, Tenn.
WORV—Hattiesburg, Miss.
WORX—Madison, Ind.
WOSC—Fulton, N. Y.
WOTT—Watertown, N. Y.
WOTW—Nashua, N. H.
WOW—Omaha, Neb.
WOWL—Florence, Ala.
WOWO—Fort Wayne, Ind.
WOWW—Naugatuck, Conn.
WOZK—Ozark, Ala.
WOZN—Jacksonville, Fla.
WPAB—Ponce, P. R.
WPAD—Paducah, Ky.
WPAG—Ann Arbor, Mich.
WPAL—Charleston, S. C.
WPAM—Pottsville, Pa.
WPAQ—Mt. Airy, N. C.
WPAR—Parkersburg, W. Va.
WPAS—Zephyrhills, Fla.
WPAT—Paterson, N. J.
WPAX—Thomasville, Ga.
WPAY—Portsmouth, Ohio
WPAZ—Pottstown, Pa.
WPBR—Palm Beach, Fla.
WPCC—Clinton, S. C.
WPCF—Panama City, Fla.
WPCO—Mount Vernon, Ind.
WPDC—Elizabethtown, Pa.
WPDF—Corydon, Ind.
WPDM—Potsdam, N. Y.
WPDR—Portage, Wis.
WPDQ—Jacksonville, Fla.
WPDX—Clarksburg, W. Va.
WPED—Crossett, Ark.
WPEH—Louisville, Ga.
WPEN—Philadelphia, Pa.
WPEO—Peoria, Ill.
WPEP—Taunton, Mass.
WPET—Greensboro, N. C.
WPFA—Pensacola, Fla.
WPFB—Middletown, Ohio
WPGA—Perry, Ga.
WPGC—Bladensburg, Md.
WPGD—Winston-Salem, N. C.
WPGW—Portland, Ind.
WPHB—Phillipsburg, Pa.
WPHC—Waverly, Tenn.
WPHM—Port Huron, Mich.
WPIC—Sharon, Pa.
WPID—Piedmont, Ala.
WPIK—Alexandria, Va.
WPIT—Pittsburgh, Pa.
WPJD—Daisy, Tenn.
WPKE—Pikeville, Ky.
WPKO—Waverly, Ohio
WPKY—Princeton, Ky.
WPLA—Plant City, Fla.
WPLB—Greenville, Mich.
WPLK—Rockmart, Ga.
WPLM—Plymouth, Mass.
WPLO—Atlanta, Ga.
WPLY—Plymouth, Wis.
WPMB—Vandalia, Ill.
WPME—Punxsutawney, Pa.
WPMH—Portsmouth, Va.
WPMP—Pascagoula-Moss Point, Miss.
WPNC—Plymouth, N. C.
WPNF—Brevard, N. C.
WPNH—Plymouth, N. H.
WPNO—Auburn, Me.
WPNS—Hurricane, W. Va.
WPNX—Columbus, Ga.
WPOK—Pontiac, Ill.
WPOM—West Palm Beach, Fla.
WPON—Pontiac, Mich.
WPOP—Hartford, Conn.
WPOR—Portland, Me.
WPOW—New York, N. Y.
WPPA—Pottsville, Pa.
WPRA—Mayaguez, P. R.
WPRC—Lincoln, Ill.
WPRE—Prairie du Chien, Wis.
WPRJ—Parsippany-Troy Hills, N. J.
WPRN—Butler, Ala.
WPRO—Providence, R. I.
WPRP—Ponce, P. R.
WPRS—Paris, Ill.
WPRT—Prestonburg, Ky.
WPRW—Manassas, Va.
WPRL—Monroeville, Pa.
WPTF—Raleigh, N. C.
WPTL—Canton, N. C.
WPTN—Cookeville, Tenn.
WPTR—Albany, N. Y.
WPTX—Lexington Park, Md.
WPTW—Piqua, Ohio
WPUB—Camden, S. C.
WPUL—Bartow, Fla.
WPUP—Bay St. Louis, Miss.
WPUT—Brewster, N. Y.
WPUV—Pulaski, Va.
WPVA—Petersburg, Va.
WPVL—Painesville, Ohio
WPWC—Quantico, Va.
WPXC—Prattville, Ala.
WPXE—Starke, Fla.
WPYR—Benson, N. C.
WQAK—Atlanta, Ga.
WQAM—Miami, Fla.
WQBA—Miami, Fla.
WQBC—Vicksburg, Miss.
WQBK—Rensselaer, N. Y.
WQBS—San Juan, P. R.
WQBX—Blacksburg, Va.
WQDE—Albany, Ga.
WQDI—Homestead, Fla.
WQDY—Calais, Maine
WQIC—Meridian, Miss.
WQIK—Jacksonville, Fla.
WQIZ—St. George, S. C.
WQOK—Greenville, S. C.
WQPD—Lakeland, Fla.
WQQT—Savannah, Ga.
WQQW—Waterbury, Conn.
WQSA—Sarasota, Fla.
WQSN—Charleston, S. C.
WQTC—Two Rivers, Wis.
WQTW—Latrobe, Pa.
WQTY—Montgomery, Ala.
WQUA—Moline, Ill.
WQWX—Mebane, N. C.
WQXI—Atlanta, Ga.
WQXL—Columbia, S. C.
WQXR—New York, N. Y.
WQYK—Tampa, Fla.
WRAB—Arab, Ala.
WRAD—Radford, Va.
WRAG—Carrollton, Ala.
WRAI—San Juan, P. R.
WRAJ—Anna, Ill.
WRAK—Williamsport, Pa.
WRAM—Monmouth, Ill.
WRAN—Dover, N. J.
WRAP—Norfolk, Va.
WRAB—Tappahannock, Va.
WRAW—Reading, Pa.
WRAY—Princeton, Ind.
WRBC—Jackson, Miss.
WRBD—Pompano Beach, Fla.
WRBE—Lucedale, Miss.
WRBJ—St. Johns, Mich.
WRBL—Columbus, Ga.
WRRN—Warner Robins, Ga.
WRBX—Chapel Hill, N. C.
WRC—Washington, D. C.
WRCD—Dalton, Ga.
WRCN—Riverhead, N. Y.
WRCO—Richland Center, Wis.
WRCP—Philadelphia, Pa.
WRCQ—New Britain, Conn.
WRCS—Ahoskie, N. C.
WRDB—Reedsburg, Wis.
WRDI—Hammonton, N. J.
WRDN—Durand, Wisc.
WRDO—Augusta, Me.
WRDS—South Charleston, W. Va.
WRDW—Augusta, Ga.
WREB—Holyoke, Mass.
WREC—Memphis, Tenn.
WREL—Lexington, Va.
WREM—Jenkins, Ky.
WREN—Topeka, Kans.
WREO—Ashtabula, Ohio
WREV—Reidsville, N. C.
WREY—New Albany, Ind.
WRFC—Athens, Ga.
WRFD—Columbus-Worthington, Ohio
WRFS—Alexander City, Ala.
WRGA—Rome, Ga.
WRGI—Marco Island, Fla.
WRGM—Richmond, Va.
WRGS—Rogersville, Tenn.
WRHC—Coral Gables, Fla.
WRHI—Rock Hill, S. C.
WRHL—Rochelle, Ill.
WRIB—Providence, R. I.
WRIC—Richlands, Va.
WRIE—Erie, Pa.
WRIG—Wausau, Wis.
WRIN—Rensselaer, Ind.
WRIP—Rossville, Ga.
WRIS—Roanoke, Va.
WRIT—Milwaukee, Wis.
WRIV—Riverhead, N. Y.
WRJC—Mauston, Wis.
WRJN—Racine, Wis.
WRJW—Picayune, Miss.
WRKR—Kannapolis, N. C.
WRKD—Rockland, Me.
WRKL—New City, N. Y.
WRKM—Carthage, Tenn.
WRKN—Brandon, Miss.
WRKO—Boston, Mass.
WRKR—Racine, Wis.
WRKT—Cocoa Beach, Fla.
WRLD—West Point, Ga.
WRMA—Montgomery, Ala.
WRMF—Titusville, Fla.
WRMN—Elgin, Ill.
WRMS—Beardstown, Ill.
WRMT—Rocky Mount, N. C.
WRNB—New Bern, N. C.
WRNC—Raleigh, N. C.
WRNG—North Atlanta, Ga.
WRNL—Richmond, Va.
WRNY—Rome, N. Y.
WROA—Gulfport, Miss.
WROB—West Point, Miss.
WROC—Rochester, N. Y.
WROD—Daytona Beach, Fla.
WROK—Rockford, Ill.
WROL—Knoxville, Tenn.
WROM—Rome Ga.
WRON—Ronceverte, W. Va.
WROS—Scottsboro, Ala.
WROV—Roanoke, Va.
WROW—Albany, N. Y.
WROX—Clarksdale, Miss.
WROY—Carmi, Ill.
WROZ—Evansville, Ind.
WRPL—Charlotte, N. C.
WRPM—Poplarville, Miss.
WRR—Dallas, Tex.
WRRL—Rainelle, W. Va.
WRRR—Rockford, Ill.
WRRZ—Clinton, N. C.
WRSC—State College, Pa.
WRSJ—San Juan, P. R.
WRSL—Stanford, Ky.
WRSW—Warsaw, Ind.
WRTA—Altoona, Pa.
WRTH—Wood River, Ill.
WRTL—Rantoul, Ill.
WRTF—Gainesville, Fla.
WRTM—Rumford, Me.
WRUN—Utica, N. Y.
WRUS—Russellville, Ky.
WRVA—Richmond, Va.
WRVK—Renfro Valley, Ky.
WRWH—Cleveland, Ga.
WRXO—Roxboro, N. C.
WRYM—New Britain, Conn.
WRYT—Boston, Mass.
WRYZ—Jupiter, Fla.
WSAC—Fort Knox-Radcliff, Ky.
WSAI—Cincinnati, Ohio
WSAL—Logansport, Ind.
WSAM—Saginaw, Mich.
WSAN—Allentown, Pa.
WSAO—Senatobia, Miss.
WSAR—Fall River, Mass.
WSAT—Salisbury, N. C.
WSAU—Wausau, Wis.
WSAV—Savannah, Ga.
WSAY—Rochester, N. Y.
WSB—Atlanta, Ga.
WSBA—York, Pa.
WSBB—New Smyrna Beach, Fla.
WSBC—Chicago, Ill.
WSBP—Chattahoochee, Fla.
WSBR—Bacon Raton, Fla.
WSBS—Great Barrington, Mass.
WSBT—South Bend, Ind.
WSCM—Panama City, Fla.
WSCP—Sandy Creek-Pulaski, N. Y.
WSCR—Scranton, Pa.
WSCY—Peterborough, N. H.
WSDL—Slidell, La.
WSDR—Sterling, Ill.
WSDS—Ypsilanti, Mich.
WSEB—Sebring, Fla.
WSEL—Pontotoc, Miss.
WSEM—Donaldsonville, Ga.
WSEN—Baldwinsville, N. Y.
WSER—Elkton, Md.
WSEV—Sevierville, Tenn.
WSEW—Selinsgrove, Pa.
WSFB—Quitman, Ga.
WSFC—Somerset, Ky.
WSFT—Thomaston, Ga.
WSFW—Seneca Falls, N. Y.
WSGA—Savannah, Ga.
WSGB—Sutton, W. Va.
WSGC—Elberton, Ga.
WSGN—Birmingham, Ala.
WSGO—Oswego, N. Y.
WSGW—Saginaw, Mich.
WSHB—Raeford, N. C.
WSHF—Sheffield, Ala.
WSHN—Fremont, Mich.
WSHO—New Orleans, La.
WSHP—Shippensburg, Pa.
WSHY—Shelbyville, Ill.
WSIB—Beaufort, S. C.
WSIC—Statesville, N. C.
WSID—Baltimore, Md.
WSIG—Mount Jackson, Va.
WSIP—Paintsville, Ky.
WSIR—Winter Haven, Fla.
WSIV—Pekin, Ill.
WSIX—Nashville, Tenn.
WSIZ—Ocilla, Ga.
WSJC—Magee, Miss.
WSJM—St. Joseph, Mich.
WSJR—Madawaska, Me.
WSJS—Winston-Salem, N. C.
WSJW—Woodruff, S. C.
WSKE—Everett, Pa.
WSKI—Barre-Montpelier, Vt.
WSKT—Knoxville, Tenn.
WSKW—Skowhegan, Me.
WSKY—Asheville, N. C.
WSLB—Ogdensburg, N. Y.
WSLC—Roanoke, Va.
WSLG—Gonzales, La.
WSLI—Jackson, Miss.
WSLM—Salem, Ind.
WSLR—Akron, Ohio
WSLT—Ocean City-Somers Point, N. J.
WSLV—Ardmore, Tenn.
WSLW—White Sulphur Springs, W. Va.
WSM—Nashville, Tenn.
WSMA—Marine City, Mich.
WSMB—New Orleans, La.
WSMD—La Plata, Md.
WSME—Sanford, Me.
WSMG—Greenville, Tenn.
WSMI—Litchfield, Ill.
WSML—Graham, N. C.
WSMN—Nashua, N. H.
WSMT—Sparta, Tenn.
WSMY—Weldon, N. C.
WSNE—Cumming, Ga.
WSNG—Torrington, Conn.
WSNJ—Bridgeton, N. J.
WSNO—Barre, Vt.
WSNT—Sandersville, Ga.
WSNW—Seneca, S. C.
WSNY—Schenectady, N. Y.
WSOC—Charlotte, N. C.
WSOK—Savannah, Ga.
WSOL—Tampa, Fla.
WSOM—Salem, Ohio
WSON—Henderson, Ky.
WSOO—Sault Ste. Marie, Mich.
WSOQ—Syracuse, N. Y.
WSOY—Decatur, Ill.
WSPA—Spartanburg, S. C.
WSPB—Sarasota, Fla.
WSPD—Toledo, Ohio
WSPF—Hickory, N. C.
WSPR—Springfield, Mass.
WSPT—Stevens Point, Wis.
WSRC—Durham, N. C.
WSRF—Ft. Lauderdale, Fla.
WSRO—Marlboro, Mass.
WSRW—Hillsboro, Ohio
WSSA—Morrow, Ga.
WSSB—Durham, N. C.
WSSC—Sumter, S. C.
WSSO—Starkville, Miss.
WSST—Largo, Fla.
WSSV—Petersburg, Va.
WSTA—St. Thomas, V. I.
WSTC—Stamford, Conn.
WSTH—Taylorsville, N. C.
WSTL—Eminence, Ky.
WSTP—Salisbury, N. C.
WSTR—Sturgis, Mich.
WSTU—Stuart, Fla.
WSTV—Steubenville, Ohio
WSTX—St. Croix, V. I.
WSUB—Groton, Conn.
WSUH—Oxford, Miss.
WSUM—Parma, Ohio
WSUN—St. Petersburg, Fla.
WSUX—Seaford, Del.
WSUZ—Palatka, Fla.
WSVA—Harrisonburg, Va.

(Continued on next page)

Call Letter Index AM—Continued

WSVL—Shelbyville, Ind.
WSVM—Valdese, N. C.
WSVS—Crewe, Va.
WSWG—Greenwood, Miss.
WSWN—Belle Glade, Fla.
WSWV—Pennington Gap, Va.
WSWW—Platteville, Wis.
WSYB—Rutland, Vt.
WSYD—Mt. Airy, N. C.
WSYL—Sylvania, Ga.
WSYR—Syracuse, N. Y.
WTAB—Tabor City, N. C.
WTAC—Flint, Mich.
WTAD—Quincy, Ill.
WTAE—Pittsburgh, Pa.
WTAG—Worcester, Mass.
WTAI—Melbourne, Fla.
WTAL—Tallahassee, Fla.
WTAN—Clearwater, Fla.
WTAQ—La Grange, Ill.
WTAR—Norfolk, Va.
WTAW—College Station, Tex.
WTAX—Springfield, Ill.
WTAY—Robinson, Ill.
WTBC—Tuscaloosa, Ala.
WTBF—Troy, Ala.
WTBJ—Monticello, Fla.
WTBO—Cumberland, Md.
WTBP—Parsons, Tenn.
WTBQ—Warwick, N. Y.
WTCA—Plymouth, Ind.
WTCB—Flomaton, Ala.
WTCH—Shawano, Wis.
WTCJ—Tell City, Ind.
WTCL—Warren, Ohio
WTCM—Traverse City, Mich.
WTCO—Campbellsville, Ky.
WTCR—Ashland, Ky.
WTCS—Fairmont, W. Va.
WTCW—Whitesburg, Ky.
WTEL—Philadelphia, Pa.
WTGA—Thomaston, Ga.
WTGR—Myrtle Beach, S. C.
WTHB—Augusta, Ga.
WTHD—Milford, Delaware.
WTHE—Mineola, N. Y.
WTHI—Terre Haute, Ind.
WTHO—Thomson, Ga.
WTHM—Lapeer, Mich.
WTHU—Thurmont, Md.
WTIC—Hartford, Conn.
WTID—Newport News, Va.
WTIF—Tifton, Ga.
WTIG—Massillon, Ohio
WTIK—Durham, N. C.
WTIL—Mayaguez, P. R.
WTIM—Taylorville, Ill.
WTIP—Charleston, W. Va.
WTIQ—Manistique, Mich.
WTIV—Titusville, Pa.
WTIX—New Orelans, La.
WTJH—East Point, Ga.
WTJS—Jackson, Tenn.
WTKM—Hartford, Wis.
WTKO—Ithaca, N. Y.
WTKY—Tompkinsville, Ky.
WTLB—Utica, N. Y.
WTLK—Taylorsville, N. C.
WTLN—Apopka, Fla.
WTLO—Somerset, Ky.
WTLS—Tallassee, Ala.
WTMA—Charleston, S. C.
WTMB—Tomah, Wis.
WTMC—Ocala, Fla.
WTMJ—Milwaukee, Wis.
WTMP—Tampa, Fla.
WTMR—Camden, N. J.
WTMT—Louisville, Ky.
WTNC—Thomasville, N. C
WTND—Orangeburg, S. C
WTNE—Trenton, Tenn.
WTNJ—Trenton, N. J.
WTNK—Meridian, Miss.
WTNN—Millington, Tenn.
WTNS—Coshocton, Ohio
WTNT—Tallahassee, Fla.
WTOB—Winston-Salem, N. C.
WTOC—Savannah, Ga.
WTOD—Toledo, Ohio
WTOE—Spruce Pine, N. C.
WTON—Staunton, Va.
WTOO—Bellefontaine, Ohio
WTOP—Washington, D. C.
WTOT—Marianna, Fla.
WTOW—Towson, Maryland
WTOY—Roanoke, Va.
WTPR—Paris, Tenn.
WTQX—Selma, Ala.
WTRA—Latrobe, Pa.
WTRB—Ripley, Tenn.
WTRC—Elkhart, Ind.
WTRE—Greensburg, Ind.
WTRI—Brunswick, Md.
WTRL—Brandenton, Fla.
WTRN—Tyrone, Pa.
WTRO—Dyersburg, Tenn.
WTRP—LaGrange, Ga.
WTRQ—Warsaw, N. C.
WTRR—Sanford, Fla.
WTRS—Dunnellon, Fla.
WTRU—Muskegon, Mich.
WTRX—Flint, Mich.
WTRY—Troy, N. Y.
WTSA—Brattleboro, Vt.
WTSB—Lumberton, N. C.
WTSL—Hanover, N. H.
WTSN—Dover, N. H.
WTSO—Madison, Wis.
WTSV—Claremont, N. H.
WTTB—Vero Beach, Fla.
WTTC—Towanda, Pa.
WTTF—Tiffin, Ohio
WTTI—Dalton, Ga.
WTTL—Madisonville, Ky.
WTTM—Trenton, N. J.
WTTN—Watertown, Wis.
WTTR—Westminster, Md.
WTTS—Bloomington, Ind.
WTTT—Amherst, Mass.
WTTX—Appomattox, Va.
WTUG—Tuscaloosa, Ala.
WTUP—Tupelo, Miss.
WTUX—Wilmington, Del.
WTUU—Toledo, Ohio
WTVB—Coldwater, Mich.
WTVL—Waterville, Me.
WTVN—Columbus, Ohio
WTVR—Richmond, Va.
WTWA—Thomson, Ga.
WTWB—Auburndale, Fla.
WTWN—St. Johnsbury, Vt.
WTXL—West Springfield, Mass.
WTYC—Rock Hill, S. C.
WTYL—Tylertown, Miss.
WTYM—East Longmeadow, Mass.
WTYN—Tryon, N. C.
WTYS—Marianna, Fla.
WTZE—Tazewell, Va.
WUAT—Pikeville, Tenn.
WUBE—Cincinnati, Ohio
WUCR—Sparta, Tenn.
WUFE—Baxley, Ga
WUFF—Eastman, Ga.
WUFO—Amherst, N. Y.
WULA—Eufaula, Ala.
WULF—Alma, Ga.
WUNI—Mobile, Ala.
WUNO—San Juan, P. R.
WUNR—Brookline, Mass.
WUOK—Cumberland, Md.
WUPY—Ishpeming, Mich.
WURJ—Lockport, N. Y.
WUSS—Atlantic City, N. J.
WUST—Washington, D. C.
WVAB—Virginia Beach, Va.
WVAK—Paoli, Ind.
WVAL—Sauk Rapids, Minn.
WVAM—Altoona, Pa.
WVAP—Burnettown, S. C.
WVAR—Richwood, W. Va.
WVBS—Burgaw, N. C.
WVCB—Shallotte, N. C.
WVCF—Windermere, Fla.
WVCG—Coral Gables, Fla.
WVCH—Chester, Pa.
WVEC—Bampton, Va.
WVIC—East Lansing, Mich.
WVIM—Vicksburg, Miss.
WVIN—Bath, N. Y.
WVIP—Mount Kisco, N. Y.
WVIX—Pensacola, Fla.
WVJP—Caguas, P. R.
WVJS—Owensboro, Ky.
WVKO—Columbus, Ohio
WVKY—Louisa, Ky.
WVLC—Orleans, Mass.
WVLD—Valdosta, Ga.
WVLK—Lexington, Ky.
WVLN—Olney, Ill.
WVLY—Water Valley, Miss.
WVMC—Mount Carmel, Ill.
WVMG—Cochran, Ga.
WVMI—Biloxi, Miss.
WVMT—Burlington, Vt.
WVNA—Tuscumbia, Ala.
WVNJ—Newark, N. J.
WVOB—Bel Air, Md.
WVOC—Battle Creek, Mich.
WVOE—Chadbourn, N. C.
WVOG—New Orleans, La.
WVOH—Hazlehurst, Ga.
WVOJ—Jacksonville, Fla.
WVOK—Birmingham, Ala.
WVOL—Berry Hill, Tenn.
WVOM—Iuka, Miss.
WVON—Chicago, Ill.
WVON—Cicero, Ill.
WVOP—Vidalia, Ga.
WVOS—Liberty, N. Y.
WVOT—Wilson, N. C.
WVOV—Huntsville, Ala.
WVOW—Logan, W. Va.
WVOX—New Rochelle, N. Y.
WVOY—Charlevoix, Mich.
WVPO—Stroudsburg, Pa.
WVRC—Spencer, W. Va.
WVSA—Vernon, Ala.
WVSC—Somerset, Pa.
WVSM—Rainsville, Ala.
WVVW—Grafton, W. Va.
WVVX—Highland Park, Ill.
WVWI—St. Thomas, V. I.
WWAB—Lakeland, Fla.
WWAM—Cadillac, Mich.
WWBA—St. Petersburg, Fla.
WWBC—Cocoa, Fla.
WWBD—Bamberg, S. C.
WWBR—Windber, Pa.
WWBZ—Vineland, N. J.
WWCA—Gary, Ind.
WWCB—Corry, Pa.
WWCC—Bremen, Ga.
WWCH—Clarion, Pa.
WWCM—Brazil, Ind.
WWCO—Waterbury, Conn.
WWDC—Washington, D. C.
WWDJ—Newark, N. J.
WWDR—Murfreesboro, N. C.
WWEE—Memphis, Tenn.
WWEL—Medford, Mass.
WWFL—Clermont, Fla.
WWGM—Nashville, Tenn.
WWGO—Erie, Pa.
WWGP—Sanford, N. C.
WWGS—Tifton, Ga.
WWHY—Huntington, W. Va.
WWIN—Baltimore, Md.
WWIS—Black River Falls, Wis.
WWIT—Canton, N. C.
WWJ—Detroit, Mich.
WWJB—Brooksville, Fla.
WWJC—Duluth, Minn.
WWKE—Ocala, Fla.
WWKO—Fair Bluff, N. C.
WWKY—Winchester, Ky.
WWL—New Orleans, La.
WWLE—Cornwall, N. Y.
WWML—Portage Pa.
WWNC—Asheville, N. C.
WWNH—Rochester, N. H.
WWNR—Beckley, W. Va.
WWNS—Statesboro, Ga.
WWNY—Watertown, N. Y.
WWOC—Portsmouth, Va.
WWOD—Lynchburg, Va.
WWOK—Miami, Fla.
WWOL—Buffalo, N. Y.
WWON—Woonsocket, R. I.
WWOW—Conneaut, Ohio
WWPA—Williamsport, Pa.
WWPF—Palatka, Fla.
WWRL—New York, N. Y.
WWSC—Glens Falls, N. Y.
WWSF—Loretto, Pa.
WWSR—St. Albans, Vt.
WWST—Wooster, Ohio
WWSW—Pittsburgh, Pa.
WWTC—Minneapolis, Minn.
WWUN—Jackson, Miss.
WWVA—Wheeling, W. Va.
WWWB—Jasper, Ala.
WWWC—Wilkesboro, N. C.
WWWE—Cleveland, Ohio
WWWF—Fayette, Ala.
WWWR—Russelville, Ala.
WWXL—Manchester, Ky.
WWYN—Erie, Pa.
WWYO—Pineville, W. Va.
WXAL—Demopolis, Ala.
WXAP—Atlanta, Ga.
WXCF—Clifton Forge, Va.
WXCL—Peoria, Ill.
WXCO—Wausau, Wis.
WXEE—Welch, W. Va.
WXGI—Richmond, Va.
WXIT—Charleston, W. Va.
WXLI—Dublin, Ga.
WXLW—Indianapolis, Ind.
WXOK—Baton Rouge, La.
WXOR—Florence, Ala.
WXOX—Bay City, Mich.
WXPQ—Eatonton, Ga.
WXRF—Guayama, P. R.
WXRL—Lancaster, N. Y.
WXTN—Lexington, Miss.
WXUR—Media, Pa.
WXVA—Charles Town, W. Va.
WXVW—Jeffersonville, Ind.
WXXX—Hattiesburg, Miss.
WXYZ—Detroit, Mich.
WYAL—Scotland Neck, N. C.
WYAM—Bessemer, Ala.
WYAZ—Yazoo City, Miss.
WYBG—Massena, N. Y.
WYCL—York, S. C.
WYDE—Birmingham, Ala.
WYDK—Yadkinville, N. C.
WYFC—Ypsilanti, Mich.
WYFE—Rockford, Ill.
WYGO—Corbin, Ky.
WYGR—Wyoming, Mich.
WYHI—Fernandina Beach, Fla.
WYLD—New Orleans, La.
WYLO—Jackson, Wis.
WYLS—York, Ala.
WYMB—Manning, S. C.
WYNA—Raleigh, N. C.
WYND—Sarasota, Fla.
WYNE—Appleton, Wis.
WYNG—Goldsboro, N. C.
WYNK—Baton Rouge, La.
WYNN—Florence, S. C.
WYNR—Brunswick, Ga.
WYNS—Lehighton, Pa.
WYNX—Atlanta, Ga.
WYOO—Richfield, Minn.
WYOU—Tampa, Fla.
WYPR—Danville, Va.
WYRD—East Syracuse, N. Y.
WYRE—Annapolis, Md.
WYRN—Louisburg, N. C.
WYRU—Red Springs, N. C.
WYSE—Inverness, Fla.
WYSH—Clinton, Tenn.
WYSL—Buffalo, N. Y.
WYSR—Franklin, Va.
WYTH—Madison, Ga.
WYTI—Rocky Mount, Va.
WYTL—Oshkosh, Wis.
WYVE—Wytheville, Va.
WYWY—Barbourville, Ky.
WYXI—Athens, Tenn.
WYYS—Tomahawk, Wis.
WYYY—Kalamazoo, Mich.
WYYZ—Jasper, Ga.
WYZE—Atlanta, Ga.
WZAP—Bristol, Va.
WZBN—Zion, Ill.
WZEP—De Funiak Springs, Fla.
WZIP—Cincinnati, Ohio
WZIX—York, Pa.
WZKY—Albemarle, N. C.
WZNG—Winter Haven, Fla.
WZOB—Fort Payne, Ala.
WZOE—Princeton, Ill.
WZOO—Asheboro, N. C.
WZST—Leesburg, Fla.
WZUM—Carnegie, Pa.
WZUU—Milwaukee, Wis.
WZYX—Cowan, Tenn.
WZZA—Tuscumbia, Ala.

MEXICAN:

XEAS—Nuevo Laredo (Laredo, Tex.)
XEBG—Tijuana (San Diego, Calif.)
XEGM—Tijuana (San Diego, Calif.)
XEK—Nuevo Laredo (Laredo, Tex.)
XEMO—Tijuana (San Diego, Calif.)
XENU—Nuevo Laredo (Laredo, Tex.)
XEPRS—Tijuana (San Diego, Calif.)
XEROK—Ciudad Juarez (El Paso, Tex.)
XETRA—Tijuana (San Diego, Calif.)
XEWG—Ciudad Juarez (El Paso, Tex.)
XEXX—Tijuana (San Diego, Calif.)

Call Letter Index, FM Radio Stations

FREQUENCY MODULATION (FM) STATIONS

CJOM (FM)—Windsor, Canada (Detroit Urban Area)
KAAR (FM)—Yakima, Wash.
KABG—Cambridge, Minn.
KABI-FM—Abilene, Kan.
KABL-FM—San Francisco, Calif.
KACA (FM)—Prosser, Wash.
KADI-FM—St. Louis, Mo.
KADL-FM—Pine Bluff, Ark.
KADO-FM—Texarkana, Ark.
KADX (FM)—Denver, Colo.
KAFE-FM—Santa Fe, N. M.
KAFF-FM—Flagstaff, Ariz.
KAFG (FM)—Oklahoma City, Okla.
KAFI (FM)—Auburn, Calif.
KAFM (FM)—Dallas, Tex.
KAGB (FM)—Inglewood, Calif.
KAGE-FM—Winona, Minn.
KAGH-FM—Crossett, Ark.
KAGM (FM)—Klamath Falls, Ore.
KAIM-FM—Honolulu, Hawaii
KAIR-FM—Tucson, Ariz.
KAKC-FM—Tulsa, Okla.
KALJ (FM)—Yuma, Ariz.
KALL-FM—Salt Lake City, Utah
KALS (FM)—Kalispell, Mont.
KAMC (FM)—Arlington, Tex.
KAMO-FM—Rogers, Ark.
KAMS (FM)—Mammoth Spring, Ark.
KANS-FM—Larned, Kans.
KAOI (FM)—Wailuku, Hawaii
KAOL-FM—Carrollton, Mo.
KAPB—FM—Marksville, La.
KAPX (FM)—San Clemente, Calif.
KARA (FM)—Santa Clara, Calif.
KARD (FM)—Wichita, Kans.
KARL (FM)—Carlsbad, Calif.
KARM-FM—Fresno, Calif.
KASE (FM)—Austin, Tex.
KASI-FM—Ames, Iowa
KAUM (FM)—Houston, Tex.
KAUS-FM—Austin, Minn.
KAVI-FM—Rocky Ford, Colo.
KAVR-FM—Apple Valley, Calif.
KAWL-FM—York, Neb.
KAWY (FM)—Casper, Wyo.
KAYD (FM)—Beaumont, Tex.
KAYL-FM—Storm Lake, Iowa
KBAD-FM—Carlsbad, N. M.
KBAS—Lake Havasu City, Ariz.
KBAT—Midland, Tex.
KBAY (FM)—San Jose, Calif.
KBBC (FM)—Phoenix, Ariz.
KBBK (FM)—Boise, Idaho
KBBL (FM)—Riverside, Calif.
KBBY (FM)—Ventura, Calif.
KBCA (FM)—Los Angeles, Calif.
KBCM—Sioux City, Iowa
KBED (FM)—Lake Providence, La.
KBKE-FM—Modesto, Calif.
KBEK (FM)—Lexington, Mo.
KBEQ (FM)—Kansas City, Mo.
KBEW-FM—Blue Earth, Minn.
KBEZ (FM)—Salinas, Calif.
KBFC (FM)—Forrest City, Ark.
KBFM (FM)—Edinburg, Tex.
KBHL—Lincoln, Neb.
KBHS-FM—Hot Springs, Ark.
KBIC (FM)—Alice, Texas
KBID—Wichita Falls, Tex.
KBIG—Los Angeles, Calif.
KBIM-FM—Roswell, N. M.
KBIQ (FM)—Edmonds, Wash.
KBJH—Tulsa, Okla.
KBLE-FM—Seattle, Wash.
KBLJ—La Junta, Colo.
KBMC (FM)—Eugene, Ore.
KBMF (FM)—Spearman, Tex.
KBMO-FM—Benson, Minn.
KBMR-FM—Bismarck, N. D.
KBOB (FM)—West Covina, Calif.
KBOE-FM—Oskaloosa, Iowa
KBOI-FM—Boise, Idaho
KBOS (FM)—Tulare, Calif.
KBOW-FM—Butte, Mont.
KBOY-FM—Medford, Ore.
KBPI (FM)—Denver, Colo.
KBPO (FM)—Beaumont, Tex.
KBRA (FM)—Wichita, Kans.
KBRE-FM—Cedar City, Utah
KBBF-FM—Fergus Falls, Minn.
KBRG—San Francisco, Calif.
KBRI-FM—Brinkley, Ark.
KBRK-FM—Brookings, S. D.
KBRO-FM—Bremerton, Wash.
KBRX-FM—O'Neill, Neb.
KBTM-FM—Jonesboro, Ark.
KBUC-FM—San Antonio, Tex.
KBUH-FM—Brigham City, Utah
KBUB-FM—Burlington, Iowa
KBUY-FM—Fort Worth, Tex.
KBUZ-FM—Mesa, Ariz.
KBVL (FM)—Boulder, Colo.
KBXL (FM)—Caldwell, Idaho
KCAL-FM—Redlands, Calif.
KCBS-FM—San Francisco, Calif.
KCEE-FM—Tucson, Ariz.
KCEZ—Kansas City, Mo.
KCFM (FM)—St. Louis, Mo.
KCHA-FM—Charles City, Iowa
KCHF-FM—Sioux Falls, S. D.
KCIL (FM)—Houma, La.
KCIM-FM—Carroll, Iowa
KCIR (FM)—Corsicana, Tex.
KCIV (FM)—The Dalles, Ore.
KCJB-FM—Minot, N. D.
KCKN-FM—Kansas City, Mo.
KCLN-FM—Clinton, Iowa
KCLO-FM—Leavenworth, Kan.
KCLU-FM—Rolla, Mo.
KCMT (FM)—Alexandria, Minn.
KCNW (FM)—Riverside, Calif.
KCOB-FM—Newton, Iowa
KCOG-FM—Centerville, Iowa
KCPI—Albert Lea, Minn.
KCPX-FM—Salt Lake City, Utah
KCRC-FM—Enid, Okla.
KCRI (FM)—Helena, Ark.
KCRV-FM—Caruthersville, Mo.
KCTC—Sacramento, Calif.
KCUE-FM—Red Wing, Minn.
KDAR—Oxnard, Calif.
KDB-FM—Santa Barbara, Calif.
KDBH (FM)—Natchitoches, La.
KDBM-FM—Dillon, Mont.
KDEA (FM)—New Iberia, La.
KDEF-FM—Albuquerque, N. M.
KDEN-FM—Palm Springs, Calif.
KDEW-FM—De Witt, Ark.
KDFC (FM)—San Francisco, Calif.
KDFM (FM)—Walnut Creek, Calif.
KDHL-FM—Faribault, Minn.
KDIG (FM)—San Diego, Calif.
KDJW-FM—Amarillo, Tex.
KDKB-FM—Mesa, Ariz.
KDLK-FM—Del Rio, Tex.
KDLO-FM—Watertown, S. D.
KDLS-FM—Perry, Iowa
KDM1 (FM)—Des Moines, Ia.
KDNO (FM)—Delano, Calif.
KDNT-FM—Denton, Tex.
KDOL-FM—Mojave, Calif.
KDOT-FM—Scottsdale, Ariz.
KDSN-FM—Denison, Iowa
KDSX-FM—Denison-Sherman, Tex.
KDTX (FM)—Dallas, Texas
KDUO (FM)—Riverside, Calif.
KDUV—Brownsville, Tex.
KDUX (FM)—Aberdeen, Wash.
KDXU-FM—St. George, Utah
KEBC (FM)—Oklahoma City, Okla.
KEEY-FM—St. Paul, Minn.
KEEZ (FM)—San Antonio, Tex.
KEFC (FM)—Waco, Tex.
KEFM—Omaha, Neb.
KELA-FM—Centralia-Chehalis, Wash.
KELO-FM—Sioux Falls, S. D.
KELT—Harlingen, Tex.
KEPT (FM)—Shreveport, La.
KEBI (FM)—Bellingham, Wash.
KESI—Edinburg, Tex.
KESM-FM—El Dorado Springs, Mo.
KETO (FM)—Seattle, Wash.
KETU (FM)—Salem, Mo.
KETX-FM—Livingston, Tex.
KEUT—Seattle, Wash.
KEWE (FM)—Camarillo, Calif.
KEWT (FM)—Sacramento, Calif.
KEXL (FM)—San Antonio, Tex.
KEYC (FM)—Mankato, Minn.
KEYN-FM—Wichita, Kans.
KEZB (FM)—El Paso, Tex.
KEZE-FM—Spokane, Wash.
KEZK (FM)—St. Louis, Mo.
KEZL (FM)—San Diego
KEZO (FM)—Omaha, Neb.
KEZQ (FM)—Little Rock, Ark.
KEZR (FM)—San Jose, Calif.
KEZS (FM)—Sacramento, Calif.
KEZT (FM)—Dallas, Tex.
KEZU—El Dorado, Ark.
KEZX (FM)—Seattle, Wash.
KEZY-FM—Anaheim, Calif.
KFAC-FM—Los Angeles, Calif.
KFAM-FM—St. Cloud, Minn.
KFBD-FM—Waynesville, Mo.
KFBK-FM—Sacramento, Calif.
KFDI-FM—Wichita, Kans.
KFFM (FM)—Yakima, Wash.
KFIO (FM)—Fresno, Calif.
KFIL-FM—Preston, Minn.
KFIN (FM)—Jonesboro, Ark.
KFJB-FM—Marshalltown, Iowa
KFJL (FM)—Oklahoma City, Okla.
KFLA-FM—Scott City, Kan.
KFLY-FM—Corvallis, Ore.
KFMA (FM)—Jerome, Idaho
KFMB-FM—San Diego, Calif.
KFMC (FM)—Provo, Utah
KFMD (FM)—Dubuque, Iowa
KFMF (FM)—Chico, Calif.
KFMH (FM)—Muscatine, Iowa
KFMI (FM)—Eureka, Calif.
KFMK (FM)—Houston, Tex.
KFMM (FM)—Tucson, Ariz.
KFMN (FM)—Abilene, Tex.
KFMP (FM)—Cape Girardeau, Mo.
KFMQ (FM)—Lincoln, Neb.
KFMR (FM)—Fremont, Calif.
KFMS (FM)—Las Vegas, Nev.
KFMT—La Grande, Ore.
KFMV (FM)—Magnolia, Ark.
KFMW (FM)—Waterloo, Iowa
KFMX (FM)—Minneapolis, Minn.
KFMY (FM)—Eugene, Ore.
KFMZ (FM)—Columbia, Mo.
KFNB (FM)—Oklahoma City, Okla.
KFNE (FM)—Big Spring, Tex.
KNFV-FM—Ferriday, La.
KFOG—San Francisco, Calif.
KFRA-FM—Franklin, La.
KFRC-FM—San Francisco, Calif.
KFRD-FM—Rosenberg, Tex.
KFSD (FM)—San Diego, Calif.
KFTM-FM—Fort Morgan, Colo.
KFWD (FM)—Fort Worth, Tex.
KFXD-FM—Nampa, Idaho
KFYE—Fresno, Calif.
KFYR-FM—Bismarck, N. D.
KGAF-FM—Gainesville, Tex.
KGB-FM—San Diego, Calif.
KGBS-FM—Los Angeles, Calif.
KGFM (FM)—Bakersfield, Calif.
KGGO (FM)—Des Moines, Iowa
KGHO-FM—Hoquiam, Wash.
KGIW-FM—Alamosa, Colo.
KGLC-FM—Miami, Okla.
KGLM—Anaconda, Mont.
KGLP (FM)—Gallup, N. M.
KGLS (FM)—Reno, Nev.
KGMO-FM—Cape Girardeau, Mo.
KGMQ (FM)—Honolulu, Hawaii
KGMR-FM—Jacksonville, Ark.
KGNC-FM—Amarillo, Texas
KGNO-FM—Dodge City, Kans.
KGOL—Lake Jackson, Tex.
KGON (FM)—Portland, Ore.
KGOR (FM)—Omaha, Neb.
KGOU (FM)—Norman, Okla.
KGOW (FM)—Broken Arrow, Okla.
KGOY (FM)—Bethany, Okla.
KGRC (FM)—Hannibal, Mo.
KGRD (FM)—Las Cruces, N. M.
KGRE (FM)—Greeley, Colo.
KGRI-FM—Henderson, Tex.
KGTN-FM—Georgetown, Tex.
KGUS (FM)—Hot Springs, Ark.
KGVW-FM—Belgrade, Mont.
KHAK-FM—Cedar Rapids, Iowa
KHAR-FM—Anchorage, Alaska
KHAT (FM)—Lincoln, Neb.
KHAY (FM)—Ventura, Calif.
KHBM-FM—Monticello, Ark.
KHBR-FM—Hillsboro, Texas
KHBT(FM)—Humboldt, Ia.
KHEN-FM—Henryetta, Okla.
KHEP-FM—Phoenix, Ariz.
KHEX (FM)—Yuba City, Calif.
KHFI (FM)—Austin, Tex.
KHFM (FM)—Albuquerque, N. M.
KHFO—Osceola, Ark.
KHIG (FM)—Paragould, Ark.
KHKS (FM)—Lincoln, Neb.
KHLS (FM)—Blytheville, Ark.
KHOF (FM)—Los Angeles, Calif.
KHOM (FM)—Houma, La.
KHOO (FM)—Waco, Tex.
KHOP (FM)—Modesto, Calif.
KHOW-FM—Denver, Colo.
KHOZ-FM—Harrison, Ark.
KHPE (FM)—Albany, Ore.
KHQ-FM—Spokane, Wash.
KHSJ-FM—Hemet, Calif.
KHSN—Honolulu, Hawaii
KHUB-FM—Fremont, Neb.
KICD-FM—Spencer, Iowa
KICE—Bend, Ore.
KICS-FM—Hastings, Neb.
KICT (FM)—Wichita, Kan.
KID-FM—Idaho Falls, Idaho
KIDA (FM)—Moorhead, Minn.
KIFG-FM—Iowa Falls, Iowa
KIIK (FM)—Davenport, Iowa
KIIQ-FM—Manitou Springs, Colo.
KIJV-FM—Huron, S. D.
KIKK-FM—Houston, Tex.
KILJ (FM)—Mount Pleasant, Iowa
KILR-FM, Estherville, Iowa
KILT-FM—Houston, Tex.
KIMI (FM)—Keokuk, Iowa
KIMN-FM—Denver, Colo.
KIMP-FM—Mount Pleasant, Tex.
KIND-FM—Independence, Kan.
KING-FM—Seattle, Wash.
KINK (FM)—Portland, Ore.
KINL (FM)—Eagle Pass, Tex.
KINT-FM—El Paso, Tex.
KIOA-FM—Des Moines, Iowa
KIOI (FM)—San Francisco, Calif.
KIOO (FM)—Porterville, Calif.
KIOQ—Bishop, Calif.
KIOU—Corpus Christi, Tex.
KIOV (FM)—Sioux Falls, S. D.
KIOZ—Laramie, Wyo.
KIQQ (FM)—Los Angeles, Calif.
KIBK-FM—Branson, Mo.
KISM (FM)—Bellingham, Wash.
KISR—Fort Smith, Ark.
KISS (FM)—San Antonio, Tex.
KISW (FM)—Seattle, Wash.
KIT-FM—Yakima, Wash.
KITT (FM)—San Diego, Calif.
KITV—San Antonio, Tex.
KIVE (FM)—Glendive, Mont.
KIVY-FM—Crockett, Tex.
KIWA-FM—Sheldon, Iowa
KIWI (FM)—Dubuque, Iowa
KIXI-FM—Seattle, Wash.
KIXS-FM—Killeen, Tex.
KIXY-FM—San Angelo, Tex.
KJAK (FM)—Oklahoma City, Okla.
KJAM-FM—Madison, S. D.
KJAN-FM—Atlantic, Iowa
KJAX (FM)—Stockton, Calif.
KJAZ (FM)—Alameda, Calif.
KJCK-FM—Junction City, Kans.
KJCS (FM)—Nacogdoches, Tex.
KJEF-FM—Jennings, La.
KJEL-FM—Lebanon, Mo.
KJFF (FM)—Jefferson City, Mo.
KJIB (FM)—Portland, Ore.
KJLH (FM)—Compton, Calif.
KJLS—Hays, Kan.
KJMO—Jefferson City, Mo.
KJOI—Los Angeles, Calif.
KJOK—Yuma, Ariz.
KJRG-FM—Newton, Kan.
KJSK-FM—Columbus, Neb.
KKAJ—Ardmore, Okla.
KKBC—Carson City, Nev.
KKCA (FM)—Fulton, Mo.
KKDJ (FM)—Los Angeles, Calif.
KKEG (FM)—Fayetteville, Ark.
KKEZ—Fort Dodge, Iowa
KKFM (FM)—Colorado Springs, Colo.
KKHI-FM—San Francisco, Calif.
KKIQ—Livermore, Calif.
KKLS-FM—Rapid City, S. D.
KKMA (FM)—Pryor, Okla.
KKNG (FM)—Oklahoma City, Okla.
KKNU (FM)—Fresno, Calif.
KKOP (FM)—Redondo Beach, Calif.
KKOY-FM—Chanute, Kans.
KKSS (FM)—St. Louis, Mo.
KKUL (FM)—Tulsa, Okla.
KKWS (FM)—Wadena, Minn.
KKXL-FM—Grand Forks, N. D.
KKYK (FM)—Little Rock, Ark.
KLAD-FM—Klamath Falls, Ore.
KLAK-FM—Lakewood, Colo.
KLAW (FM)—Lawton, Okla.
KLAY (FM)—Tacoma, Wash.
KLAZ (FM)—Little Rock, Ark.
KLBJ-FM—Austin, Tex.
KLBK-FM—Lubbock, Tex.
KLBS-FM—Los Banos, Calif.
KLCL-FM—Lake Charles, La.
KLCM-FM—Lewistown, Mont.
KLCO-FM—Poteau, Okla.
KLEA-FM—Lovington, N. M.
KLEB-FM—Golden Meadow, La.
KLEF (FM)—Houston, Tex.
KLEM-FM—Le Mars, Iowa
KLFD-FM—Litchfield, Minn.
KLFM (FM)—Ames, Iowa
KLGA-FM—Algona, Iowa
KLGH-FM—Redwood Falls, Minn.
KLIL (FM)—Uklah, Calif.
KLIN-FM—Lincoln, Neb.
KLIR (FM)—Denver, Colo.
KLIS (FM)—Palestine, Tex.
KLIZ-FM—Brainerd, Minn.
KLLL-FM—Lubbock, Tex.
KLMO-FM—Longmont, Colo.
KLOH-FM—Pipestone, Minn.
KLOL—Houston, Tex.
KLOM-FM—Lompoc, Calif.
KLOO-FM—Corvallis, Ore.
KLOQ (FM)—Lyons, Kan.
KLOR (FM)—Ponca City, Okla.
KLOS (FM)—Los Angeles, Calif.
KLOV-FM—Loveland, Colo.
KLOZ (FM)—El Paso, Tex.
KLPW-FM—Union, Mo.
KLRB (FM)—Carmel, Calif.
KLRF—Emporia, Kan.
KLRQ—San Diego, Calif.
KLSN (FM)—Brownwood, Tex.
KLSS (FM)—Mason City, Iowa
KLTH (FM)—Bolivar, Mo.
KLUB-FM—Salt Lake City, Utah
KLUC-FM—Las Vegas, Nev.
KLUR (FM)—Wichita Falls, Tex.
KLVE (FM)—Los Angeles
KLVM (FM)—Henderson, Nev.
KLWN-FM—Lawrence, Kans.
KLYD-FM—Bakersfield, Calif.
KLYF (FM)—Des Moines, Ia.
KLYK (FM)—Longview, Wash.
KLYN (FM)—Lynden, Wash.
KLYQ-FM—Hamilton, Mont.
KLYR-FM—Clarksville, Ark.
KLYX (FM)—Clear Lake City, Tex.
KLZ-FM—Denver, Colo.
KMAG (FM)—Fort Smith, Ark.
KMAQ-FM—Maquoketa, Iowa
KMAR-FM—Winnsboro, La.
KMAX (FM)—Arcadia, Calif.
KMBQ (FM)—Shreveport, La.
KMBR (FM)—Kansas City, Mo.
KMBS—Harlingen, Tex.
KMEO-FM—Phoenix, Ariz.
KMET (FM)—Los Angeles, Calif.
KMFB-FM—Mendocino, Calif.
KMFE (FM)—Emmett, Idaho
KMFL (FM)—Marshall, Mo.
KMFM (FM)—San Antonio, Tex.
KMHL-FM—Marshall, Minn.
KMJ-FM—Fresno, Calif.
KMKF (FM)—Manhattan, Kan.
KMLA (FM)—Ashdown, Ark.
KMLI-FM—Monroe, La.
KMMK (FM)—McKinney, Tex.
KMMT (FM)—Mammoth Lakes, Calif.
KMOD—Tulsa, Okla.
KMOE (FM)—Butler, Mo.
KMOX-FM—St. Louis, Mo.
KMPL-FM—Sikeston, Mo.
KMPX (FM)—San Francisco, Calif.
KMRC-FM—Morgan City, La.
KMRE—Dumas, Tex.
KMRJ (FM)—Pittsburg, Kan.
KMTW (FM)—Twin Falls, Idaho
KMTY (FM)—Clovis, N. Mex.
KMWT (FM)—Mineral Wells, Tex.
KMYO-FM—Little Rock, Ark.
KMYR—Albuquerque, N. M.
KNAC—Long Beach, Calif.
KNAF-FM—Fredericksburg, Tex.
KNAI (FM)—San Francisco, Calif.
KNBT (FM)—New Braunfels, Tex.
KNBY-FM—Newport, Ark.
KNCV (FM)—Rochester, Minn.
KNEB-FM—Scottsbluff, Neb.
KNED-FM—McAlester, Okla.
KNEI-FM—Waukon, Iowa
KNEU (FM)—El Centro, Calif.
KNEV (FM)—Reno, Nev.
KNEX-FM—McPherson, Kans.
KNFB (FM)—Nowata, Okla.
KNFM (FM)—Midland, Tex.
KNGT (FM)—Jackson, Calif.
KNIK (FM)—Anchorage, Alaska
KNIM-FM—Maryville, Mo.
KNIT-FM—Abilene, Tex.
KNIX (FM)—Phoenix, Ariz.
KNJO (FM)—Thousand Oaks, Calif.
KNLT (FM)—Truckee, Calif.
KNOR (FM)—Long Beach, Calif.
KNOE-FM—Monroe, La.
KNOK-FM—Fort Worth, Tex.
KNRO (FM)—Conroe, Tex.
KNTO (FM)—Wichita Falls, Tex.
KNUE (FM)—Tyler, Tex.
KNUJ-FM—New Ulm, Minn.
KNUS (FM)—Dallas, Tex.
KNWA (FM)—Fayetteville, Ark.
KNX-FM—Los Angeles, Calif.
KNXR—Rochester, Minn.
KOAQ (FM)—Denver, Colo.
KOAX (FM)—Dallas, Tex.
KOB-FM—Albuquerque, New Mex.
KOBS (FM)—Orange, Tex.
KOCM (FM)—Newport Beach, Calif.
KODA-FM—Houston, Tex.
KOEL-FM—Oelwein, Ia.
KOFM (FM)—Oklahoma City, Okla.
KOFO-FM—Ottawa, Kan.
KOIN-FM—Portland, Ore.
KOKE-FM—Austin, Tex.
KOLA (FM)—San Bernardino, Calif.
KOLY-FM—Mobridge, S. D.
KOME (FM)—San Jose, Calif.
KONA-FM—Kennewick-Pasco-Richland, Wash.
KONG-FM—Visalia, Calif.
KONI-FM—Spanish Fork, Utah
KOOI (FM)—Jacksonville, Tex.
KOOL-FM—Phoenix, Ariz.
KOOO-FM—Omaha, Neb.
KOPE—Mesilla Park, N. M.
KOPK-FM—Great Falls, Mont.
KORA (FM)—Bryan, Tex.
KORD-FM—Richland, Wash.
KORE-FM—Eugene, Ore.
KORI (FM)—Salem, Ore.
KORJ (FM)—Garden Grove, Calif.
KORK-FM—Las Vegas, Nev.
KOBQ (FM)—Abilene, Tex.
KOSI-FM—Aurora, Colo.
KOSO (FM)—Patterson, Calif.
KOST (FM)—Los Angeles, Calif.
KOSY-FM—Texarkana, Ark.
KOTE (FM)—Lancaster, Calif.
KOTN-FM—Pine Bluff, Ark.
KOUR-FM—Independence, Iowa
KOUL (FM)—Sinton, Tex.
KOVA (FM)—Ojai, Calif.
KOWB-FM—Omaha, Neb.
KOWN-FM—Escondido, Calif.
KOYE—Laredo, Tex.
KOYL-FM—Odessa, Tex.
KOYN-FM—Billings, Mont.
KOYY-FM—El Dorado, Kan.
KOZE-FM—Lewiston, Ida.
KOZN (FM)—San Diego, Calif.
KPAC-FM—Port Arthur, Tex.
KPAM (FM)—Portland, Ore.
KPAN-FM—Hereford, Tex.
KPAR-FM—Albuquerque, N. M.
KPAT (FM)—Sioux Falls, S. D.
KPAY-FM—Chico, Calif.
KPBM (FM)—Poplar Bluff, Mo.
KPCG—Joplin, Mo.
KPDQ-FM—Portland, Ore.
KPEL-FM—Lafayette, La.
KPEN (FM)—Los Altos, Calif.
KPHD (FM)—Fresno, Calif.
KPIK-FM—Colorado Springs, Colo.
KPIP (FM)—Roseville, Calif.
KPLA (FM)—Pialnview, Tex.
KPLT-FM—Paris, Tex.
KPLX (FM)—Fort Worth, Tex.
KPMJ (FM)—Oxnard, Calif.
KPNW-FM—Eugene, Ore.
KPOC-FM—Pocahontas, Ark.
KPOE—Humble City, N. M.
KPOL-FM—Los Angeles, Calif.
KPQ-FM—Wenatchee, Wash.
KPRA (FM)—Paso Robles, Calif.
KPRI (FM)—San Diego, Calif.
KPRM-FM—Park Rapids, Minn.
KPRS—Kansas City, Mo.
KPUP (FM)—Kingsville, Tex.
KPWD (FM)—Pleasantwood, Mont.
KQAD-FM—Laverne, Minn.
KQCA—Canton, Mo.
KQCR—Cedar Rapids, Ia.
KQDE (FM)—Waseca, Minn.
KQFM (FM)—Portland, Ore.
KQIC (FM)—Willmar, Minn.
KQIP (FM)—Odessa, Tex.
KQIV (FM)—Portland, Ore.
KQIX (FM)—Grand Junction, Colo.
KQKQ (FM)—Council Bluffs, Iowa
KQLH (FM)—San Bernardino, Calif.
KQPD (FM)—Ogden, Utah
KQQQ—Pullman, Wash.
KQRS-FM—Minneapolis, Minn.
KQUE (FM)—Houston, Texas
KQWC-FM—Webster City, Ia.
KQXT (FM)—San Antonio, Tex.
KQXX (FM)—McAllen, Tex.
KQYN (FM)—Twentynine Palms, Calif.
KRAV (FM)—Tulsa, Okla.
KRAZ (FM)—Farmington, N. M.
KRBB-FM—Sallisaw, Okla.
KRBE (FM)—Houston, Tex.
KRBI-FM—St. Peter, Minn.
KRDO-FM—Colorado Springs, Colo.
KRE-FM—Berkeley, Calif.
KREB (FM)—Monroe, La.
KREM-FM—Spokane, Wash.
KREZ (FM)—Moberly, Mo.
KREW-FM—Sunnyside, Wash.
KREX-FM—Grand Junction, Colo.
KRFD (FM)—Marysville, Calif.
KRFG—Greenfield, Mo.
KRFM—Phoenix, Ariz.
KRFO-FM—Owatonna, Minn.
KRGK (FM)—Carthage, Mo.
KRIL (FM)—El Dorado, Ark.
KRIT (FM)—Clarion, Iowa
KRLG—Lawton, Okla.
KBLS (FM)—Knoxville, Iowa
KRLY (FM)—Houston, Tex.
KRMD-FM—Shreveport, La.
KRMH (FM)—San Marcos, Tex.
KRMS-FM—Osage Beach, Mo.
KRNA—Iowa City, Iowa
KRNO (FM)—Reno, Nev.
KRNQ (FM)—Des Moines, Iowa
KRNY-FM—Kearney, Neb.
KROA (FM)—Grand Island, Neb.
KROB-FM—Robstown, Tex.
KROC-FM—Rochester, Minn.
KROF-FM—Abbeville, La.
KROG (FM)—Sonora, Calif.
KROK (FM)—Shreveport, La.
KRON (FM)—San Francisco, Calif.
KRPL-FM—Moscow, Idaho
KRSB (FM)—Roseburg, Ore.
KRSJ (FM)—Durango, Colo.
KRSL-FM—Russell, Kans.
KRSN-FM—Los Alamos, N. M.
KRSP-FM—Salt Lake City, Utah
KRST (FM)—Albuquerque, N. M.
KRTH (FM)—Los Angeles, Calif.
KRUS-FM—Ruston, La.
KRUZ (FM)—Santa Barbara, Calif.
KRVE (FM)—Los Gatos, Calif.
KRVN-FM—Lexington, Neb.
KRVR—Davenport, Iowa.
KRWN—Farmington, N. M.
KRWS—Hardin, Mont.
KRZL (FM)—Kirksville, Mo.
KRYT-FM—Colorado Springs, Colo.
KSAM-FM—Huntsville, Tex.
KSAN (FM)—San Francisco, Calif.
KSAQ—San Antonio, Tex.
KSAY—Clinton, Iowa
KSCM (FM)—Houston, Mo.
KSCO-FM—Santa Cruz, Calif.
KSCB—Hobbs, N. M.
KSCS—Fort Worth, Tex.
KSEA—Seattle, Wash.
KSEL-FM—Lubbock, Tex.
KSEO-FM—Durant, Okla.
KSET-FM—El Paso, Tex.
KSEZ (FM)—Sioux City, Iowa
KSFA-FM—Nacogdoches, Tex.
KSFM (FM)—Woodland, Calif.
KSFT (FM)—St. Joseph, Mo.
KSFX (FM)—San Francisco, Calif.
KSGM-FM—Ste. Genevieve, Mo.
KSHE (FM)—Crestwood, Mo.
KSHN (FM)—Sherman, Tex.
KSIB-FM—Creston, Iowa
KSIS-FM—Sedalia, Mo.
KSIW-FM—Woodward, Okla.
KSJM (FM)—Jamestown, N. D.
KSJO (FM)—San Jose, Calif.
KSJT (FM)—San Angelo, Tex.
KSKG FM)—Salina, Kan.
KSKB (FM)—Mena, Ark.
KSKU (FM)—Hutchinson, Kans.
KSL-FM—Salt Lake City, Utah
KSLI (FM)—Alexandria, La.
KSLO-FM—Opelousas, La.
KSLQ (FM)—St. Louis, Mo.
KSMA-FM—Santa Maria, Calif.
KSMB (FM)—Lafayette, La.
KSMI (FM)—Donaldsonville, La.
KSND (FM)—Gilroy, Calif.
KSNM (FM)—Santa Fe, N. M.
KSNN-FM—Pocatello, Idaho
KSOL (FM)—San Mateo, Calif.
KSOM-FM—Ontario, Calif.
KSON-FM—San Diego, Calif.
KSOP-FM—Salt Lake City, Utah
KSPI-FM—Stillwater, Okla.
KSPL-FM—Diboll, Tex.
KSPN (FM)—Aspen, Colo.
KSPR-FM—Springdale, Ark.
KSRF (FM)—Santa Monica, Calif.
KSRN (FM)—Reno, Nev.
KSRT (FM)—Tracy, Calif.
KSTM—Apache Junction, Ariz.
KSTN-FM—Stockton, Calif.
KSTP-FM—St. Paul, Minn.
KSVP-FM—Artesia, N. M.
KSWM-FM—Aurora, Mo.
KSWT (FM)—Topeka, Kans.
KSYN (FM)—Joplin, Mo.
KTAC-FM—Tacoma, Wash.
KTAL (FM)—Texarkana, Tex.
KTAY (FM)—Knoxville, Iowa
KTCL—Fort Collins, Colo.
KTCR-FM—Minneapolis, Minn.
KTCS-FM—Fort Smith, Ark.
KTEN (FM)—Ada, Okla.
KTEZ—Lubbock, Tex.
KTFM (FM)—San Antonio, Tex.
KTGR-FM—Columbia, Mo.
KTHO-FM—South Lake Tahoe, Calif.
KTIM-FM—San Rafael, Calif.
KTLC—Dallas, Tex.
KTLO-FM—Mountain Home, Ark.
KTLQ-FM—Tahlequah, Okla.
KTMO (FM)—Kennett, Mo.
KTMS-FM—Santa Barbara, Calif.
KTMT (FM)—Medford, Ore.
KTNT-FM—Tacoma, Wash.
KTON-FM—Belton, Tex.
KTOP-FM—Topeka, Kan.
KTPK—Topeka, Kans.
KTQM (FM)—Clovis, New Mex.
KTRM-FM—Beaumont, Tex.
KTRY-FM—Bastrop, La.
KTSM-FM—El Paso, Tex.
KTTH-FM—Springfield, Mo.
KTTT-FM—Columbus, Neb
KTWN (FM)—Anoka, Minn.
KTXJ-FM—Jasper, Tex.
KTXN (FM)—Victoria, Tex.
KTXR (FM)—Springfield, Mo.
KTYD-FM—Santa Barbara, Calif.
KUDE-FM—Oceanside, Calif.
KUDL-FM—Kansas City-Merriam, Kans.
KUFO (FM)—Galveston, Tex.
KUIC (FM)—Vacaville, Calif.
KULP-FM—El Campo, Tex.
KUMU-FM—Honolulu, Hawaii
KUNA (FM)—San Luis Obispo, Calif.

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Call Letter Index FM—Continued

KUOA-FM—Siloam Springs, Ark.
KUPD-FM—Tempe, Ariz.
KUPK-FM—Garden City, Kan.
KUPL (FM)—Portland, Ore.
KUBL-FM—Billings, Mont.
KUTE (FM)—Glendale, Calif.
KUUL—Madera, Calif.
KUVR-FM—Holdredge, Neb.
KUZZ-FM—Bakersfield, Calif.
KVCL-FM—Winnfield, La.
KVDB-FM—Sioux Center, Iowa
KVEE-FM—Conway, Ark.
KVEG-FM—Las Vegas, Nev.
KVFM (FM)—San Fernando, Calif.
KVIL-FM—Highland Park-Dallas, Tex.
KVIM (FM)—Coachella, Calif.
KVLG-FM—La Grange, Tex.
KVLV-FM—Fallon, Nev.
KVMN (FM)—Pueblo, Colo.
KVOD (FM)—Denver, Colo.
KVOR-FM—Colorado Springs, Colo.
KVPI-FM—Ville Platte, La.
KVRE-FM—Santa Rosa, Calif.
KVRF (FM)—Vermillion, S. D.
KVRH-FM—Salida, Colo.
KVRO (FM)—Stillwater, Okla.
KVWM-FM—Show Low, Ariz.
KVWO-FM—Cheyenne, Wyo.
KWAM-FM—Memphis, Tenn.
KWAT-FM—Watertown, S. D.
KWAV—Monterey, Calif.
KWAY-FM—Waverly, Iowa
KWBE-FM—Beatrice, Neb.
KWBG-FM—Boone, Iowa
KWBW-FM—Hutchinson, Kans.
KWCK-FM—Searcy, Ark.
KWCL-FM—Oak Grove, La.
KWED-FM—Sequin, Tex.
KWEN (FM)—Tulsa, Okla.
KWFC (FM)—Springfield, Mo.
KWFM (FM)—Tucson, Ariz.
KWGO (FM)—Lubbock, Tex.
KWHI-FM—Brenham, Tex.
KWHO-FM—Salt Lake City, Utah
KWHP (FM)—Edmond, Okla.
KWHW-FM—Altus, Okla.
KWIC (FM)—Beaumont, Tex.
KWIM (FM)—Moorhead, Minn.
KWIN (FM)—Lodi, Calif.
KWIQ-FM—Moses Lake, Wash.
KWIZ-FM—Santa Ana, Calif.
KWKI (FM)—Kansas City, Mo.
KWKK—Dardanelle, Ark.
KWLW (FM)—San Angelo, Tex.
KWNS-FM—Pratt, Kans.
KWOA-FM—Worthington, Minn.
KWOE-FM—Clinton, Okla.
KWPM-FM—West Plains, Mo.
KWRT-FM—Boonville, Mo.
KWSM (FM)—Tulare, Calif.
KWST (FM)—Los Angeles, Calif.
KWTO-FM—Springfield, Mo.
KWTX-FM—Waco, Tex.
KWWK—Rochester, Minn.
KWWM—Stephenville, Tex.
KWWR (FM)—Mexico, Mo.
KWXI (FM)—Fort Worth, Tex.
KWXY-FM—Cathedral City, Calif.
KWYD (FM)—Security, Colo.
KWYN-FM—Wynne, Ark.
KWYR-FM—Winner, S. D.
KWYT (FM)—Salinas
KXEL-FM—Waterloo, Iowa
KXEW-FM—Tucson, Ariz.
KXGI-FM—Fort Madison, Iowa
KXGO (FM)—Arcata, Calif.
KXIC-FM—Iowa City, Iowa
KXIQ—Bend, Ore.
KXIT-FM—Dalhart, Tex.
KXL-FM—Portland, Ore.
KXLE-FM—Ellensburg, Wash.
KXLY-FM—Spokane, Wash.
KXOA (FM)—Sacramento, Calif.
KXOB (FM)—Thibodaux, La.
KXOW-FM—Hot Springs, Ark.
KXRA-FM—Alexandria, Minn.
KXTC (FM)—Phoenix, Ariz.
KXTR (FM)—Kansas City, Mo.
KXXK (FM)—Chickasha, Okla.
KXXR-FM—Spokane, Wash.
KXXX-FM—Colby, Kan.
KXXY (FM)—Oklahoma City, Okla.
KYA-FM—San Francisco, Calif.
KYAC-FM—Seattle, Wash.
KYEA (FM)—West Monroe, La.
KYFM (FM)—Bartlesville, Okla.
KYKR-FM—Port Arthur, Tex.
KYKX—Longview, Tex.
KYLE (FM)—Temple, Tex.
KYLT-FM—Missoula, Mont.
KYMS (FM)—Santa Ana, Calif.
KYND—Pasadena, Tex.
KYOR-FM—Blythe, Calif.
KYOT—Sterling, Colo.
KYSD (FM)—Waynesville, Mo.
KYSM-FM—Mankato, Minn.
KYSS-FM—Missoula, Mont.
KYTN (FM)—Grand Forks, N. D.
KYXY (FM)—San Diego, Calif.
KYYS—Kansas City, Mo.
KZAK-FM—Tyler, Tex.
KZAM-FM—Bellevue, Wash.
KZAP (FM)—Sacramento, Calif.
KZEL-FM—Eugene, Ore.
KZEN (FM)—Seaside, Calif.
KZEW (FM)—Dallas, Tex.
KZFM (FM)—Corpus Christi, Tex.
KZNN (FM)—Rolla, Mo.
KZOK (FM)—Seattle, Wash.
KZOZ (FM)—San Luis Obispo, Calif.
KZRT (FM)—Santa Rosa, Calif.
KZUN-FM—Opportunity, Wash.
KZEZ—Kingman, Ariz.
WAAF (FM)—Worcester, Mass.
WAAG—Galesburg, Ill.
WAAL (FM)—Binghamton, N. Y.
WAAT—Johnstown, Pa.
WAAV (FM)—Wilmington, N. C.
WAAW (FM)—Murray, Ky.
WAAZ (FM)—Crestview, Fla.
WABB-FM—Mobile, Ala.
WABD-FM—Ft. Campbell, Ky.
WABO-FM—Waynesboro, Miss.
WABX (FM)—Detroit, Mich.
WABZ-FM—Albemarle, N. C.
WACF (FM)—Paris, Ill.
WACI (FM)—Freeport, Ill.
WACL-FM—Waycross, Ga.
WADB (FM)—Point Pleasant, N. J.
WADM-FM—Decatur, Ind.
WADV (FM)—Buffalo, N. Y.
WAEL-FM—Mariscо, P. R.
WAEW-FM—Crossville, Tenn.
WAEY-FM—Princeton, W. Va.
WAEZ—Akron, Ohio
WAFB (FM)—Baton Rouge, La.
WAFL (FM)—Milford, Del.
WAFM—Amory, Miss.
WAFT (FM)—Valdosta, Ga.
WAGI (FM)—Gaffney, S. C.
WAHR (FM)—Huntsville, Ala.
WAIA (FM)—Miami, Fla.
WAIN-FM—Columbia, Ky.
WAJR-FM—Morgantown, W. Va.
WAKG (FM)—Danville, Va.
WAKO-FM—Lawrenceville, Ill.
WAKQ—Russellville, Ky.
WAKX-FM—Duluth, Minn.
WALD-FM—Walterboro, S. C.
WALK-FM—Patchogue, N. Y.
WALL-FM—Middletown, N. Y.
WALR (FM)—Union City, Tenn.
WALT (FM)—Meridian, Miss.
WALX—Selma, Ala.
WAMI-FM—Opp, Ala.
WAMO-FM—Pittsburgh, Pa.
WAMR-FM—Venice, Fla.
WAMX (FM)—Ashland, Ky.
WANG (FM)—Coldwater, Mich.
WANS-FM—Anderson, S. C.
WANY-FM—Albany, Ky.
WAOV-FM—Vincennes, Ind.
WAPI-FM—Birmingham, Ala.
WAPL-FM—Appleton, Wis.
WAQT—Carrollton, Ala.
WAQY (FM)—Springfield, Mass.
WARI-FM—Abbeville, Ala.
WARK-FM—Hagerstown, Md.
WART—Plainfield, Ind.
WARU-FM—Peru, Ind.
WASH (FM)—Washington, D. C.
WASK-FM—Lafayette, Ind.
WASL—Dyersburg, Tenn.
WATH-FM—Athens, Ohio
WATM-FM—Atmore, Ala.
WATP-FM—Marion, S. C.
WATW-FM—Ashland, Wis.
WATZ-FM—Alpena, Mich.
WAUG-FM—Augusta, Ga.
WAUK-FM—Waukesha, Wis.
WAUN—Kewaunee, Wis
WAUR (FM)—Aurora, Ill.
WAVA-FM—Arlington, Va.
WAVR—Waverly, N. Y.
WAVT (FM)—Pottsville, Pa.
WAVV (FM)—Tampa, Fla.
WAWA-FM—Milwaukee, Wis.
WAWK-FM—Kendallville, Ind.
WAWR (FM)—Bowling Green, Ohio
WAXU-FM—Georgetown, Ky.
WAXY FM)—Fort Lauderdale, Fla.
WAYL (FM)—Minneapolis, Minn.
WAYV—Atlantic City, N. J.
WAYX-FM—Waycross, Ga.
WAYZ-FM—Waynesboro, Pa.
WAZI—Morristown, Tenn.
WAZY-FM—Lafayette, Ind.
WBAR-FM—Babylon, N. Y.
WBAD—Lebanon, Miss.
WBAG-FM—Burlington, N. C.
WBAL-FM—Baltimore, Md.
WBAQ (FM)—Greenville, Miss.
WBAW-FM—Barnwell, S. C.
WBBA-FM—Pittsfield, Ill.
WBBI-FM—Abingdon, Va.
WBBM-FM—Chicago, Ill.
WBBO-FM—Forest City, N. C.
WBBQ-FM—Augusta, Ga.
WBBY (FM)—Westerville, Ohio
WBCH-FM—Hastings, Mich.
WBCI (FM)—Williamsburg, Va.
WBCN (FM)—Boston, Mass.
WBCO-FM—Bucyrus, Ohio
WBCS (FM)—Milwaukee, Wis.
WBDY—Bluefield, Va.
WBEA (FM)—Elyria, Ohio
WBEN-FM—Buffalo, N. Y.
WBES (FM)—Charleston, W. Va.
WBET-FM—Brockton, Mass.
WBEU-FM—Beaufort, S. C.
WBEV-FM—Beaver Dam, Wis.
WBEX-FM—Chillicothe, Ohio
WBFB (FM)—Rochester, N. Y.
WBFG (FM)—Detroit, Mich.
WBFM (FM)—Seneca, S. C.
WBGM (FM)—Tallahassee, Fla.
WBGR-FM—Paris, Ky.
WBGW (FM)—Bangor, Me.
WBIC—Henderson, Ky.
WBIE—Marietta, Ga.
WBIR-FM—Knoxville, Tenn.
WBIV (FM)—Wethersfield, N. Y.
WBIZ-FM—Eau Claire, Wis.
WBJB (FM)—Trenton, N. J.
WBJW-FM—Orlando, Fla.
WBKR (FM)—Owensboro, Ky.
WBKV-FM—West Bend, Wis.
WBKW (FM)—Beckley, W. Va.
WBLI (FM)—Patchogue, N. Y.
WBLK (FM)—Depew, N. Y.
WBLM (FM)—Lewiston, Me.
WBLR-FM—Batesburg, S. C.
WBLS (FM)—New York, N. Y.
WBLX—Mobile, Ala.
WBLY-FM—Springfield, Ohio
WBMC-FM—McMinnville, Tenn.
WBMP (FM)—Elwood, Ind.
WBMX (FM)—Oak Park, Ill.
WBNC-FM—Conway, N. H.
WBNL-FM—Boonville, Ind.
WBNO-FM—Bryan, Ohio
WBNQ (FM)—Bloomington, Ill.
WBNS-FM—Columbus, Ohio
WBNT-FM—Oneida, Tenn.
WBNY (FM)—Buffalo, N. Y.
WBOB-FM—Galax, Va.
WBOC-FM—Ocean City, Md.
WBOP-FM—Pensacola, Fla.
WBOQ (FM)—Terre Haute, Ind.
WBOS (FM)—Brookline, Mass.
WBPM (FM)—Kingston, N. Y.
WBPZ-FM—Lock Haven, Pa.
WBRB-FM—Mt. Clemens, Mich.
WBRE-FM—Wilkes-Barre, Pa.
WBBK-FM—Pittsfield, Mass.
WBRN-FM—Big Rapids, Mich.
WBRU (FM)—Providence, R. I.
WBSJ—Ellisville, Miss.
WBT-FM—Charlotte, N. C.
WBTB (FM)—Carrollton, Ga.
WBUF (FM)—Buffalo, N. Y.
WBUS (FM)—Miami Beach, Fla.
WBUT-FM—Butler, Pa.
WBYG—Kankakee, Ill.
WBYO (FM)—Boyertown, Pa.
WBYQ (FM)—Hendersonville, Tenn.
WBYS-FM—Canton, Ill.
WBYU (FM)—New Orleans, La.
WBZA-FM—Glens Falls, N. Y.
WBZI (FM)—Xenia, Ohio
WCAC (FM)—Anderson, S. C.
WCAD (FM)—San Juan, P. R.
WCAK—Catlettsburg, Ky.
WCAO-FM—Baltimore, Md.
WCAR-FM—Detroit, Mich.
WCAU-FM—Philadelphia, Pa.
WCBK-FM—Martinsville, Ind.
WCBL-FM—Benton, Ky.
WCBB-FM—Richmond, Ky.
WCBS-FM—New York, N. Y.
WCBW (FM)—Columbia, Ill.
WCCA (FM)—McComb, Miss.
WCCC-FM—Hartford, Conn.
WCCF-FM—Punta Gorda, Fla.
WCCI (FM)—Savanna, Ill.
WCCK (FM)—Erie, Pa.
WCCN-FM—Neillsville, Wis.
WCCO-FM—Minneapolis, Minn.
WCCV (FM)—Charlottesville, Va.
WCDW-FM—Traverse City, Mich.
WCDL-FM—Carbondale, Pa.
WCED-FM—DuBois, Pa.
WCEH-FM—Hawkinsville, Ga.
WCEM-FM—Cambridge, Md.
WCEN-FM—Mt. Pleasant, Mich.
WCEI-FM—Charlotte, Mich.
WCFA (FM)—Clinton, Tenn.
WCFB-FM—Springfield, Vt.
WCGQ (FM)—Columbus, Ga.
WCGY (FM)—Lawrence, Mass.
WCHK-FM—Canton, Ga.
WCHM (FM)—Chambersburg, Pa.
WCHN-FM—Norwich, N. Y.
WCHO-FM—Washington Ct. House, Ohio
WCHR (FM)—Trenton, N. J.
WCIB (FM)—Falmouth, Mass.
WCIG—Mullins, S. C.
WCIL-FM—Carbondale, Ill.
WCIR-FM—Beckley, W. Va.
WCIS-FM—Pascagoula, Miss.
WCJM (FM)—West Point, Ga.
WCJO (FM)—Jackson, Ohio
WCKO (FM)—Fort Lauderdale, Fla.
WCKS (FM)—Cocoa Beach, Fla.
WCKW (FM)—Laplace, La.
WCLA-FM—Claxton, Ga.
WCLD-FM—Cleveland, Miss.
WCLE-FM—Cleveland, Tenn.
WCLG-FM—Morgantown, W. Va.
WCLI-FM—Corning, N. Y.
WCLR (FM)—Skokie, Ill.
WCLT-FM—Newark, Ohio
WCLV—Cleveland, Ohio
WCLW-FM—Mansfield, Ohio
WCMC-FM—Wildwood, N. J.
WCMF (FM)—Rochester, N. Y.
WCMJ (FM)—Chester, S. C.
WCMN-FM—Arecibo, P. R.
WCMQ-FM—Hialeah, Fla.
WCMR-FM—Norfolk, Va.
WCMT-FM—Martin, Tenn.
WCMX (FM)—Fort Wayne, Ind.
WCNA (FM)—Scottsboro, Ala.
WCNB-FM—Connersville, Ind.
WCNH-FM—Quincy, Fla.
WCNL-FM—Newport, N. H.
WCNW-FM—Fairfield, Ohio
WCOD (FM)—Hyannis, Mass.
WCOE—La Porte, Ind.
WCOH-FM—Newnan, Ga.
WCOL-FM—Columbus, Ohio
WCOM (FM)—Urbana, Ohio
WCON-FM—Cornelia, Ga.
WCOP-FM—Boston, Mass.
WCOR-FM—Lebanon, Tenn.
WCOS-FM—Columbia, S. C.
WCOU-FM—Lewiston, Me.
WCOW-FM—Sparta, Wis.
WCOZ (FM) Boston, Mass.
WCPA-FM—Clearfield, Pa.
WCPC-FM—Houston, Miss.
WCPS-FM—Tarboro, N. C.
WCRA-FM—Effingham, Ill.
WCRB-FM—Waltham, Mass.
WCRD (FM)—Bluffton, Ind.
WCBM-FM—Clare, Mich.
WCRS-FM—Greenwood, S. C.
WCBY-FM—Macon, Ga.
WCSE (FM)—Asheboro, N. C.
WCSI-FM—Columbus, Ind.
WCSM-FM—Celina, Ohio
WCSN (FM) Louisville, Ky.
WCSR-FM—Hillsdale, Mich.
WCST-FM—Berkeley Springs, W. Va.
WCTA-FM—Andalusia, Ala.
WCTO (FM)—Smithtown, N. Y.
WCTT-FM—Corbin, Ky.
WCTX (FM)—Palmyra, Pa.
WCTY—Norwich, Conn.
WCUE-FM—Akron, Ohio
WCUL (FM)—Culpeper, Va.
WCUM-FM—Cumberland, Md.
WCVU (FM)—Naples, Fla.
WCWC-FM—Ripon, Wis.
WCYN-FM—Cynthiana, Ky.
WDAC (FM)—Lancaster, Pa.
WDAI (FM)—Chicago, Ill.
WDAL-FM—Meridian, Miss.
WDAO (FM)—Dayton, Ohio
WDAR-FM—Darlington, S. C.
WDAS-FM—Philadelphia, Pa.
WDAY-FM—Fargo, N. D.
WDBI (FM)—Tawas City, Mich.
WDBL-FM—Springfield, Tenn.
WDBM-FM—Statesville, N. C.
WDBN (FM)—Medina, Ohio
WDBO-FM—Orlando, Fla.
WDBB (FM)—Springfield, Ill.
WDBS (FM)—Durham, N. C.
WDCG—Durham, N. C.
WDCS (FM)—Portland, Me.
WDCX (FM)—Buffalo, N. Y.
WDDD—Marion, Ill.
WDDS (FM)—Syracuse, N. Y.
WDEA-FM—Ellsworth, Me.
WDEB-FM—Jamestown, Tenn.
WDEF-FM—Chattanooga, Tenn.
WDEH-FM—Sweetwater, Tenn.
WDEN-FM—Macon, Ga.
WDEZ (FM)—Wausau, Wis.
WDFP—Battle Creek, Mich.
WDGM (FM)—Leesburg, Fla.
WDHA-FM—Dover, N. J.
WDHF (FM)—Chicago, Ill.
WDHK (FM)—Wilmington, Ohio
WDHP—Presque Isle, Me.
WDHR—Pikeville, Ky.
WDIF—Marion, Ohio
WDIX-FM—Orangeburg, S. C.
WDIZ—Orlando, Fla.
WDJC (FM)—Birmingham, Ala.
WDJF (FM)—Westport, Conn.
WDJQ—Baltimore, Md.
WDJT (FM)—Oil City, Pa.
WDKD-FM—Kingstree, S. C.
WDKN-FM—Dickson, Tenn.
WDKX—Rochester, N. Y.
WDLA-FM—Walton, N. Y.
WDLB-FM—Marshfield, Wis.
WDLC-FM—Port Jervis, N. Y.
WDLT (FM)—Cleveland, Miss.
WDMJ-FM—Marquette, Mich.
WDMP-FM—Dodgeville, Wis.
WDMS (FM)—Greenville, Miss.
WDMW (FM)—Menomonie, Wis.
WDNH (FM)—Dover, N. H.
WDNJ (FM)—Daytona Beach, Fla.
WDNS (FM)—Bowling Green, Ky.
WDOC-FM—Prestonburg, Ky.
WDOD-FM—Chattanooga, Tenn.
WDOH (FM)—Delphos, Ohio
WDOK (FM)—Cleveland, Ohio
WDOW-FM—Dowagiac, Mich.
WDQN-FM—Du Quoin, Ill.
WDRC-FM—Hartford, Conn.
WDRK—Greenville, Ohio
WDRM (FM)—Decatur, Ala.
WDRQ (FM)—Detroit, Mich.
WDRU (FM)—Drew, Miss.
WDSC-FM—Dillon, S. C.
WDSD (FM)—Dover, Del.
WDUK (FM)—Havana, Ill.
WDUN-FM—Gainesville, Ga.
WDUV (FM)—Bradenton, Fla.
WDUX-FM—Waupaca, Wis.
WDUZ-FM—Green Bay, Wis.
WDVE (FM)—Pittsburgh, Pa.
WDVL-FM—Vineland, N. J.
WDVB—Philadelphia, Pa.
WDWD-FM—Dawson, Ga.
WDWS-FM—Champaign, Ill.
WDXE-FM—Lawrenceburg, Tenn.
WDXL-FM—Lexington, Tenn.
WDYL (FM)—Chester, Va.
WEAF (FM)—Eden, N. C.
WEAI (FM)—Jacksonville, Ill.
WEAS-FM—Savannah, Ga.
WEAT-FM—West Palm Beach, Fla.
WEAU (FM)—Eau Claire, Wis.
WEAV-FM—Plattsburgh, N. Y.
WEBF—Olean, N. Y.
WEBN (FM)—Cincinnati, Ohio
WEBO-FM—Owego, N. Y.
WEBQ-FM—Harrisburg, Ill.
WECM (FM)—Claremont, N. H.
WECQ—Geneva, N. Y.
WEDA (FM)—Grove City, Pa.
WEDR (FM)—Miami, Fla.
WEEE—Taylorville, Ill.
WEEI-FM—Boston, Mass.
WEEP-FM—Pittsburgh, Pa.
WEER-FM—Warrenton, Va.
WEFA (FM)—Waukegan, Ill.
WEFG (FM)—Winchester, Va.
WEFM (FM)—Chicago, Ill.
WEIC-FM—Charleston, Ill.
WEIV (FM)—Ithaca, N. Y.
WEIZ (FM)—Phenix City, Ala.
WEKZ-FM—Monroe, Wis.
WELA (FM)—East Liverpool, Ohio
WELE-FM—De Land, Fla.
WELO-FM—Tupelo, Miss.
WELP-FM—Easley, S. C.
WELR-FM—Roanoke, Ala.
WELV-FM—Ellenville, N. Y.
WELW-FM—Cleveland, Ohio
WEMM (FM)—Huntington, W. Va.
WENC-FM—Whiteville, N. C.
WENN-FM—Birmingham, Ala.
WENY-FM—Elmira, N. Y.
WEQR (FM)—Goldsboro, N. C.
WERC-FM—Birmingham, Ala.
WERH-FM—Hamilton, Ala.
WERI-FM—Westerly, R. I.
WERL-FM—Eagle River, Wis.
WERM (FM)—St. Marys-Wapakoneta, Ohio
WERT-FM—Van Wert, Ohio
WESA-FM—Charleroi, Pa.
WESC-FM—Greenville, S. C.
WESM (FM)—Martinsburg, W. Va.
WESO-FM—Southbridge, Mass.
WESP (FM)—St. Thomas, V. I.
WESR-FM—Tazlay, Va.
WEVD-FM—New York, N. Y.
WEVR-FM—River Falls, Wis.
WEXM-FM—Exmore, Va.
WEYA (FM)—Bayamon, P. R.
WEZB (FM)—New Orleans, La.
WEZC (FM)—Charlotte, N. C.
WEZF (FM)—Burlington, Vt.
WEZG (FM)—North Syracuse, N. Y.
WEZI (FM)—Memphis, Tenn.
WEZK (FM)—Knoxville, Tenn.
WEZL (FM)—Charleston, S. C.
WEZN (FM)—Bridgeport, Conn.
WEZO (FM)—Rochester, N. Y.
WEZR (FM)—Manassas, Va.
WEZS (FM)—Richmond, Va.
WEZV (FM)—Bethlehem, Pa.
WEZW—Wauwatosa, Wis.
WEZX (FM)—Scranton, Pa.
WEZY-FM—Cocoa, Fla.
WEZZ (FM)—Clanton, Ala.
WFAH-FM—Alliance, Ohio
WFAN (FM)—Washington, D. C.
WFAU-FM—Augusta, Me.
WFAV (FM)—Cordele, Ga.
WFAW-FM—Ft. Atkinson, Wis.
WFBC-FM—Greenville, S. C.
WFBG-FM—Altoona, Pa.
WFBQ (FM)—Indianapolis, Ind.
WFDB-FM—Manchester, Ga.
WFDT (FM)—Columbia City, Ind.
WFEM (FM)—Ellwood City, Pa.
WFFF-FM—Columbia, Miss.
WFFV (FM)—Front Royal, Va.
WFIA-FM—Louisville, Ky.
WFIW-FM—Fairfield, Ill.
WFIZ (FM)—Conneaut, Ohio
WFLA-FM—Tampa, Fla.
WFLC—Canandaigua, N. Y.
WFLM (FM)—Crown Point, Ind.
WFLN-FM—Philadelphia, Pa.
WFLO-FM—Farmville, Va.
WFLR-FM—Dundee, N. Y.
WFLS-FM—Fredericksburg, Va.
WFLY (FM)—Troy, N. Y.
WFMA (FM)—Rocky Mount, N. C.
WFMB (FM)—Springfield, Ill.
WFMF—Baton Rouge, La.
WFMH-FM—Cullman, Ala.
WFMI (FM)—Montgomery, Ala.
WFMK (FM)—Lansing, Mich.
WFML (FM)—Washington, Ind.
WFMN (FM)—Newburgh, N. Y.
WFMP (FM)—Fitchburg, Mass.
WFMR (FM)—Milwaukee, Wis.
WFMS (FM)—Indianapolis, Ind.
WFMT (FM)—Chicago, Ill.
WFMV (FM)—Blairstown, N. J.
WFMW-FM—Madisonville, Ky.
WFMX (FM)—Statesville, N. C.
WFMZ (FM)—Allentown, Pa.
WFNE (FM)—Forsyth, Ga.
WFNY (FM)—Racine, Wis.
WFOB-FM—Fostoria, Ohio
WFOG—Suffolk, Va.
WFON—Fond du Lac, Wis.
WFOX (FM)—Gainesville, Ga.
WFOY-FM—St. Augustine, Fla.
WFPG-FM—Atlantic City, N. J.
WFPR-FM—Hammond, La.
WFRB-FM—Frostburg, Md.
WFRE (FM)—Frederick, Md.
WFRI (FM)—Opelika, Ala.
WFRL-FM—Freeport, Ill.
WFRO-FM—Fremont, Ohio
WFRX-FM—West Frankfort, Ill.
WFSC-FM—Franklin, N. C.
WFST-FM—Caribou, Me.
WFTM-FM—Maysville, Ky.
WFTW-FM—Ft. Walton Beach, Fla.
WFUL-FM—Fulton, Ky.
WFUN-FM—Las Vegas, N. M.
WFUR-FM—Grand Rapids, Mich.
WFUZ (FM)—Ocala, Fla.
WFVA-FM—Fredericksburg, Va.
WFYC-FM—Alma, Mich.
WFYN (FM)—Key West, Fla.
WFYR (FM)—Chicago, Ill.
WGAL-FM—Lancaster, Pa.
WGAN-FM—Portland, Maine
WGAT-FM—Gate City, Va.
WGAY-FM—Washington, D. C.
WGBI-FM—Scranton, Pa.
WGBM (FM)—Viroqua, Wisc.
WGCB-FM—Red Lion, Pa.
WGCL (FM)—Cleveland, Ohio
WGCO (FM)—Buford, Ga.
WGCR (FM)—Wellsboro, Pa.
WGCY (FM)—New Bedford, Mass.
WGEA-FM—Geneva, Ala.
WGEM-FM—Quincy, Ill.
WGER (FM)—Bay City, Mich.
WGFA-FM—Watseka, Ill.
WGFM (FM)—Schenectady, N. Y.
WGGC (FM)—Glasgow, Ky.
WGGB (FM)—Duluth, Minn.
WGH-FM—Newport News, Va.
WGHN-FM—Grand Haven, Mich.
WGIG-FM—Brunswick, Ga.
WGIR-FM—Manchester, N. H.
WGLB-FM—Port Washington, Wis.
WGLC-FM—Mendota, Ill.
WGLF (FM)—Tallahassee, Fla.
WGLO (FM)—Fort Lauderdale, Fla.
WGMR (FM)—Tyrone, Pa.
WGMS-FM—Bethesda, Md.
WGMW (FM)—West Palm Beach, Fla.
WGMZ (FM)—Flint, Mich.
WGNA—Albany, N. Y.
WGNC-FM—Gastonia, N. C.
WGNE-FM—Panama City Beach, Fla.
WGNU-FM—Granite City, Ill.
WGOK-FM—Fairhope, Ala.
WGOL (FM)—Lynchburg, Va.
WGOV-FM—Valdosta, Ga.
WGPC-FM—Albany, Ga.
WGPR (FM)—Detroit, Mich.
WGRD-FM, Grand Rapids, Mich.
WGRF—Pleasantville, N. J.
WGRG-FM—Pittsfield, Mass.
WGRP-FM—Greenville, Pa.
WGRQ (FM)—Buffalo, N. Y.
WGRT—Danville, Ind.
WGSY (FM)—Peru, Ill.
WGTC (FM)—Bloomington, Ind.
WGUL-FM—New Port Richey, Fla.
WGUS-FM—North Augusta, S. C.
WGVL (FM)—Gainesville, Fla.
WGYL (FM)—Vero Beach, Fla.
WHAI-FM—Greenfield, Mass.
WHAL-FM—Shelbyville, Tenn.
WHAS-FM—Louisville, Ky.
WHAV-FM—Haverhill, Mass.
WHAW-FM—Weston, W. Va.
WHBC-FM—Canton, Ohio
WHBF-FM—Rock Island, Ill.
WHBI (FM)—Newark, N. J.
WHBL-FM—Sheboygan, Wis.
WHBM (FM)—Xenia, Ohio
WHBN-FM—Harrodsburg, Ky.
WHCE—Orangeburg, S. C.
WHCG (FM)—Metter, Ga.
WHCN (FM)—Hartford, Conn.
WHCU-FM—Ithaca, N. Y.
WHDG (FM)—Havre De Grace, Md.
WHEB-FM—Portsmouth, N. H.
WHER—Hattiesburg, Miss.
WBEW (FM)—Ft. Myers, Fla.
WHEZ (FM)—Huntington, W. V
WHFB-FM—Benton Harbor, Mich.
WHFD—Archbold, Ohio
WHFI (FM)—Jackson, Mich.
WHFM (FM)—Rochester, N. Y.
WHFS (FM)—Bethesda, Md.
WHGM (FM)—Bellwood, Pa.
WHHO-FM—Hornell, N. Y.
WHHR—Hilton Head Island, S. C.
WHHY-FM—Montgomery, Ala.
WHIC-FM—Hardinsburg, Ky.
WHIM-FM—Providence, R. I.
WHIN-FM—Gallatin, Tenn.
WHIO-FM—Dayton, Ohio
WHIS-FM—Bluefield, W. Va.
WHIZ-FM—Zanesville, Ohio
WHKK (FM)—Erlanger, Ky
WHKY-FM—Hickory, N. C.
WHLD-FM—Niagara Falls, N. Y.
WHLM-FM—Bloomsburg, Pa.
WHLQ (FM)—Canton, Ohio
WHLT-FM, Huntington, Ind.
WHMA-FM—Anniston, Ala.
WHME (FM)—South Bend, Ind.
WHMP-FM—Northampton, Mass.
WHMQ—Findlay, Ohio
WHNE (FM)—Birmingham, Mich.
WHNN (FM)—Bay City, Mich.
WHOD-FM—Jackson, Ala.
WHOK-FM—Lancaster, Ohio
WHOO-FM—Orlando, Fla.
WHOP-FM—Hopkinsville, Ky.
WHOT-FM—Campbell, Ohio
WHP-FM—Harrisburg, Pa.
WHBB-FM—Cambridge, Mass.
WHRL (FM)—Albany, New York
WHSB (FM)—Alpena, Mich.
WHSH (FM) Albany, N. Y.
WHSY-FM—Hattiesburg, Miss.
WHTB (FM)—Talladega, Ala.
WHTC-FM—Holland, Mich.
WHTG-FM—Eatontown, N. J.
WHUB-FM—Cookeville, Tenn.
WHUC-FM—Hudson, N. Y.
WHUD (FM)—Peekskill, N. Y.
WHUG (FM)—Jamestown, N. Y.
WHUR (FM)—Washington, D.C.
WHVW-FM—Hyde Park, N. Y.
WHWB-FM—Rutland, Vt.
WHYI (FM)—Fort Lauderdale, Fla.
WHYL-FM—Carlisle, Pa.
WHYN-FM—Springfield, Mass.
WIAC-FM—San Juan, P. R.
WIAI (FM)—Danville, Ill.
WIAL (FM)—Eau Claire, Wis.
WIAM-FM—Williamston, N. C.
WIRA-FM—Madison, Wis.
WIBF-FM—Jenkintown, Pa.
WIBO (FM)—Waverly, Ohio
WIBQ (FM)—Utica, N. Y.
WIBW-FM—Topeka, Kan.
WIBZ—Parkersburg, W. Va.
WICO-FM—Salisbury, Md.
WIDE-FM—Biddeford, Me.
WIFC (FM)—Wausau, Wis.
WIFE-FM—Indianapolis, Ind.
WIFF-FM—Auburn, Ind.
WIFI (FM)—Philadelphia, Pa.
WIFM-FM—Elkin, N. C.
WIFN (FM)—Franklin, Ind.
WIFO (FM)—Jesup, Ga.
WIGL—Miami, Fla.

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Call Letter Index FM—Continued

WIGM-FM—Medford, Wis.
WIGS-FM—Gouverneur, N. Y.
WIHN—Normal, Ill.
WIKY-FM—Evansville, Ind
WIL-FM—St. Louis, Mo.
WILE-FM—Cambridge, Ohio
WILO-FM—Frankfort, Ind.
WILQ (FM)—Williamsport, Pa.
WILS-FM--Lansing, Mich.
WIMA-FM—Lima, Ohio
WINE-FM—Brookfield, Conn.
WINH-FM—Georgetown, S. C.
WINK-FM—Fort Myers, Fla.
WINZ-FM—Miami, Fla.
WIOF—Waterbury, Conn.
WIOK—Hempstead, N. Y.
WIOQ (FM)—Philadelphia, Pa.
WIOT (FM)—Toledo, Ohio
WIOV (FM)—Ephrata, Pa.
WIOZ (FM)—Southern Pines, N. C.
WIPE (FM)—Americus, Ga.
WIQB—Ann Arbor, Mich.
WIRB-FM—Enterprise, Ala.
WIRJ-FM—Humboldt, Tenn.
WIRK-FM—West Palm Beach, Fla.
WIRN (FM)—Virginia, Minn.
WIRX (FM)—St. Joseph, Mich.
WISA (FM)—Isabela, P. R.
WISL-FM—Shamokin, Pa.
WISM-FM—Madison, Wis.
WISN-FM—Milwaukee, Wis.
WISS-FM—Berlin, Wis.
WISZ-FM—Glen Burnie, Md.
WITL-FM—Lansing, Mich.
WITN-FM—Washington, N. C.
WITO (FM)—Ironton, Ohio.
WITT (FM)—Tuscola, Ill.
WITW—Cadillac, Mich.
WITZ-FM—Jasper, Ind.
WIUC (FM)—Winchester, Ind.
WIVA (FM)—Aguadilla, P. R.
WIVE-FM—Ashland, Va.
WIVI-FM—St. Croix, V. I.
WIVK-FM—Knoxville, Tenn.
WIVY-FM—Jacksonville, Fla.
WIXK-FM—New Richmond, Wis.
WIXL (FM)—Newton, N. J.
WIXN-FM—Dixon, Ill.
WIXO (FM)—New Orleans, La.
WIXX—Green Bay, Wis.
WIYD (FM)—Palatka, Fla.
WIYQ (FM)—Ebensburg, Pa.
WIZO-FM—Franklin, Tenn.
WIZR-FM—Johnstown, N. Y.
WJAC-FM—Johnstown, Pa.
WJAD (FM)—Bainbridge, Ga.
WJAG-FM—Norfolk, Neb.
WJAI (FM)—Eaton, Ohio
WJAT-FM—Swainsboro, Ga.
WJAX-FM—Jacksonville, Fla.
WJBD-FM—Salem, Ill.
WJBL-FM—Holland, Mich.
WJBM-FM—Jerseyville, Ill.
WJBQ-FM—Scarborough, Me.
WJBR (FM)—Wilmington, Del.
WJCK—Rensselaer, Ind.
WJCL (FM)—Savannah, Ga.
WJDB-FM—Thomasville, Ala.
WJEH-FM—Gallipolis, Ohio
WJEJ-FM—Hagerstown, Md.
WJER-FM—Dover-New Philadelphia, Ohio
WJFM (FM)—Grand Rapids, Mich.
WJGA-FM—Jackson, Ga.
WJGS (FM)—Houghton Lake, Mich.
WJIB—Boston, Mass.
WJIG-FM—Tullahoma, Tenn.
WJIM-FM—Lansing, Mich.
WJIT-FM—San Juan, P. R.
WJIV (FM)—Cherry Valley, N. Y.
WJIZ (FM)—Albany, Ga.
WJJD-FM—Chicago, Ill.
WJJS (FM)—Lynchburg, Va.
WJKL—Elgin, Ill.
WJLC (FM)—South Boston, Va.
WJLE-FM—Smithville, Tenn.
WJLK-FM—Asbury Park, N. J.
WJLM (FM)—Salem, Va.
WJLQ—Pensacola, Fla.
WJLY—Moyock, N. C.
WJMA-FM—Orange, Va.
WJMD (FM)—Washington, D. C.
WJMI (FM)—Jackson, Miss.
WJML-FM—Petoskey, Mich.
WJMM (FM)—Versailles, Ky.
WJMT (FM)—Merrill, Wis.
WJNJ-FM—Jacksonville, Fla.
WJNL-FM—Johnstown, Pa.
WJNO-FM—Palm Beach, Fla.
WJNR—Iron Mountain, Mich.
WJNS (FM)—Yazoo City, Miss.
WJOF (FM)—Athens, Ala.
WJOJ (FM)—Picayune, Miss.
WJPA-FM—Washington, Pa.
WJPD-FM—Ishpeming, Mich.
WJR-FM—Detoit, Mich.
WJRE (FM)—Kewanee, Ill.
WJRS (FM)—Jamestown, Ky.
WJSK—Lumberton, N. C.
WJSM-FM—Martinsburg, Pa.
WJSR—Athens, Ga.
WJTO-FM—Bath, Me.
WJVL (FM)—Janesville, Wis.
WJVM (FM)—Sterling, Ill.
WJZZ—Detroit, Mich.
WKAI-FM—Macomb, Ill.
WKAJ-FM—Saratoga Springs, N. Y.
WKAL-FM—Rome, N. Y.
WKAQ-FM—San Juan, P. R.
WKAU-FM—Kaukauna, Wis.
WKBB—West Point, Miss.
WKBC-FM—North Wilkesboro, N. C.
WKBI-FM—Ridgeway, Pa.
WKBJ-FM—Milan, Tenn.
WKBL-FM—Covington, Tenn.
WKBN-FM—Youngstown, Ohio
WKBV-FM—Richmond, Ind.
WKCB-FM—Hindman, Ky.
WKCI (FM)—New Haven, Conn.
WKCQ—Saginaw, Mich.
WKCU-FM—Corinth, Miss.
WKDA-FM—Nashville, Tenn.
WKDE-FM—Altavista, Va.
WKDQ (FM)—Henderson, Ky.
WKDZ-FM—Cadiz, Ky.
WKEE-FM—Huntington, W. Va.
WKEU-FM—Griffin, Ga.
WKEY-FM—Covington, Va.
WKFM (FM)—Fulton, N. Y.
WKFR (FM)—Battle Creek, Mich.
WKGO (FM)—Cumberland, Md.
WKHM-FM—Jackson, Mich.
WKIT—Hendersonville, N. C.
WKJB-FM—Mayaguez, P. R.
WKJF (FM)—Cadillac, Mich.
WKJR-FM—Muskegon Heights, Mich.
WKKB (FM)—Manitowoc, Wis.
WKKD (FM)—Aurora, Ill.
WKKM—Harrison, Mich.
WKLA-FM—Ludington, Mich.
WKLC-FM—St. Albans, W. Va.
WKLD (FM)—Oneonta, Ala.
WKLH (FM)—Montgomery, Ala.
WKLN (FM)—Cullman, Ala.
WKLP-FM—Keyser, W. Va.
WKLR (FM)—Toledo, Ohio
WKLS (FM)—Atlanta, Ga.
WKME—Gardiner, Me.
WKMO (FM)—Kokomo, Ind.
WKNT-FM—Kent, Ohio
WKOF (FM)—Hopkinsville, Ky.
WKOI (FM)—Pittsburgh, Pa.
WKOK-FM—Sunbury, Pa.
WKOV-FM—Wellston, Ohio
WKOZ-FM—Kosciusko, Miss.
WKPT-FM—Kingsport, Tenn.
WKQQ—Lexington, Ky.
WKRG-FM—Mobile, Ala.
WKRQ—Cincinnati, Ohio
WKRX (FM)—Roxboro, N. C.
WKRT-FM—Cortland, N. Y.
WKSI—Eldorado, Ill.
WKSJ-FM—Mobile, Ala.
WKSL (FM)—Greencastle, Pa.
WKSM (FM)—Tabor City, N. C.
WKSS (FM)—Hartford-Meriden, Conn.
WKTA (FM)—McKenzie, Tenn.
WKTI (FM)—Milwaukee, Wis.
WKTJ-FM—Farmington, Me.
WKTK (FM)—Catonsville, Md.
WKTM (FM)—North Charleston, S. C.
WKTN (FM)—Kenton, Ohio
WKTU (FM)—New York, N. Y.
WKTZ-FM—Jacksonville, Fla.
WKUZ (FM)—Wabash, Ind.
WKVI-FM—Knox, Ind.
WKVO-FM—Havelock, Va.
WKWK-FM—Wheeling, W. Va.
WKWL (FM)—Belvidere, Ill.
WKXA-FM—Brunswick, Me.
WKXI (FM)—Jackson, Miss.
WKXL-FM—Concord, N. H.
WKXR-FM—Exeter, N. H.
WKYE-FM—Bristol, Va.
WKYG-FM—Parkersburg, W. Va.
WKYO-FM—Caro, Mich.
WKYQ—Paducah, Ky.
WKYS—Washington, D. C.
WKYV (FM)—Vicksburg, Miss.
WKYW (FM)—Frankfort, Ky.
WKZN (FM)—Zion, Ill.
WKZQ (FM)—Myrtle Beach, S. C.
WLAC-FM—Nashville, Tenn.
WLAD-FM—Danbury, Conn.
WLAG-FM—La Grange, Ga.
WLAK—Chicago, Ill.
WLAN-FM—Lancaster, Pa.
WLAP-FM—Lexington, Ky.
WLAT-FM—Conway, S. C.
WLAV-FM—Grand Rapids, Mich.
WLAX—Streator, Ill.
WLAY-FM—Muscle Shoals, Ala.
WLBC-FM—Muncie, Ind.
WLBG-FM—Laurens, S. C.
WLBH-FM—Mattoon, Ill.
WLBJ-FM—Bowling Green, Ky.
WLBK-FM—De Kalb, Ill.
WLCB-FM—Hodgenville, Ky.
WLCK-FM—Scottsville, Ky.
WLCL (FM)—Lowell, Ind.
WLCY-FM—Tampa, Fla.
WLDM (FM)—Detroit, Mich
WLDR (FM)—Traverse City, Mich.
WLEC-FM—Sandusky, Ohio
WLEN (FM)—Adrian, Mich.
WLEQ—Bonita Springs, Fla.
WLET-FM—Toccoa, Ga.
WLEV (FM)—Easton, Pa.
WLEW-FM Bad Axe, Mich.
WLFQ—Crawfordsville, Ind.
WLGN-FM—Logan, Ohio
WLHN (FM)—Anderson, Ind.
WLIF—Baltimore, Md.
WLIH (FM)—New London, Wis.
WLIL-FM—Lenoir City, Tenn.
WLIN (FM)—Jackson, Miss.
WLIP-FM—Kenosha, Wis.
WLIR (FM)—Garden City, N. Y.
WLIV-FM—Livingston, Tenn.
WLJC (FM)—Beattyville, Ky.
WLJE (FM)—Valparaiso, Ind.
WLKI—Angola, Ind.
WLKM-FM—Three Rivers, Mich.
WLKN-FM—Lincoln, Me.
WLKR-FM—Norwalk, Ohio
WLKW-FM—Providence, R. I.
WLLI (FM)—Joliet, Ill.
WLLS-FM—Hartford, Ky.
WLNG-FM—Sag Harbor, N. Y.
WLNH-FM—Laconia, N. H.
WLNO (FM)—London, Ohio
WLNR (FM)—Lansing, Ill.
WLOA-FM—Braddock, Pa.
WLOC-FM—Munfordville, Ky.
WLOL-FM—Minneapolis, Minn.
WLOO—Chicago, Ill.
WLOQ (FM)—Winter Park, Fla.
WLOS (FM)—Asheville, N. C.
WLOV-FM—Washington, Ga.
WLOW-FM—Aiken, S. C.
WLPL (FM)—Baltimore, Md.
WLPO-FM—La Salle, Ill.
WLPR (FM)—Mobile, Ala.
WLQA (FM)—Cincinnati, Ohio
WLQR (FM)—Toledo, Ohio
WLQY (FM)—Fort Pierce, Fla.
WLRG (FM)—Roanoke, Va.
WLRQ (FM)—Whitehall, Mich.
WLRS (FM)—Louisville, Ky.
WLRW (FM)—Champaign, Ill.
WLSD-FM—Big Stone Gap, Va.
WLSE-FM—Wallace, N. C.
WLSM-FM—Louisville, Miss.
WLSR (FM)—Lima, Ohio
WLSW (FM)—Scottdale, Pa.
WLTA (FM)—Atlanta, Ga.
WLUV-FM—Loves Park, Ill.
WLVE (FM)—Baraboo, Wis.
WLVH (FM)—Hartford, Conn.
WLVU—Erie, Pa.
WLXN (FM)—Lexington, N. C.
WLYF—Miami, Fla.
WLYK (FM)—Milford, Ohio
WLYN-FM—Lynn, Mass.
WLYT (FM)—Cleveland Hts., Ohio
WMAD-FM—Madison, Wis.
WMAL-FM—Washington, D. C.
WMAR (FM)—Baltimore, Md.
WMAS-FM—Springfield, Mass.
WMAZ-FM—Macon, Ga.
WMBC-FM—Columbus, Miss.
WMBD-FM—Peoria, Ill.
WMBJ (FM)—Danville, Ill.
WMBL-FM—Morehead City, N. C.
WMBN-FM—Petoskey, Mich.
WMC-FM—Memphis, Tenn.
WMCB (FM)—Michigan City, Ind.
WMCD (FM)—Statesboro, Ga.
WMCF (FM)—Stuart, Fla.
WMCR-FM—Oneida, N. Y.
WMDH (FM)—New Castle, Ind.
WMDI (FM)—McKean, Pa.
WMDR (FM)—Moline, Ill.
WMEF—Fort Wayne, Ind.
WMER (FM)—Celina, Ohio
WMEV-FM—Marion, Va.
WMEZ (FM)—Pensacola, Fla.
WMFC-FM—Monroeville, Ala.
WMFD-FM—Wilmington, N. C.
WMFG-FM—Hibbing, Minn.
WMFJ-FM—Daytona Beach, Fla.
WMFR-FM—High Point, N. C.
WMGE (FM)—Danville, Ky.
WMGK (FM)—Philadelphia, Pa.
WMGL—Pulaski, Tenn.
WMGM (FM)—Atlantic City, N. J.
WMGZ—Montgomery, Ala.
WMHE (FM)—Toledo, Ohio
WMHI-FM—Braddock Heights, Md.
WMHL (FM)—Syracuse, N. Y.
WMIC-FM—Sandusky, Mich.
WMIK-FM—Middlesboro, Ky.
WMIV (FM)—Bristol Center, N. Y.
WMIX-FM—Mount Vernon, Ill.
WMJD—Grundy, Va.
WMJS (FM)—Prince Frederick, Md.
WMJW—Nanticoke, Pa.
WMKC—Oshkosh, Wis.
WMLP-FM—Milton, Pa.
WMLS-FM—Sylacauga, Ala.
WMMG (FM)—Brandenburg, Ky.
WMMR (FM)—Philadelphia, Pa.
WMMS (FM)—Cleveland, Ohio
WMNA-FM—Gretna, Va.
WMNB-FM—North Adams, Mass.
WMNC-FM—Morganton, N. C.
WMNI-FM—Columbus, Ohio
WMOA-FM—Marietta, Ohio
WMOD—Washington, D. C.
WMOR-FM—Morehead, Ky.
WMPI (FM)—Scottsburg, Ind.
WMPL-FM—Hancock, Mich.
WMPO-FM—Middleport-Pomeroy, Ohio
WMPS-FM—Memphis, Tenn.
WMPT-FM—Williamsport, Pa.
WMRF-FM—Lewiston, Pa.
WMRI (FM)—Marion, Ind.
WMRN-FM—Marion, Ohio
WMRV (FM)—Endicott, N. Y.
WMRY (FM)—East St. Louis, Ill.
WMSG-FM—Oakland, Md.
WMSK-FM—Morgenfield, Ky.
WMSR-FM—Manchester, Tenn.
WMST-FM—Mt. Sterling, Ky.
WMT-FM—Cedar Rapids, Iowa
WMTE-FM—Manistee, Mich.
WMTL-FM—Leitchfield, Ky.
WMTM-FM—Menitrie, Ga.
WMTQ—Mt. Washington, N. H.
WMTS-FM—Murfreesboro, Tenn.
WMUS-FM—Muskegon, Mich.
WMUU-FM—Greenville, S. C.
WMUZ (FM)—Detroit, Mich.
WMVA-FM—Martinsville, Va.
WMVB-FM—Millville, N. J.
WMVG-FM—Milledgeville, Ga.
WMVO-FM—Mount Vernon, Ohio
WMVR-FM—Sidney, Ohio
WMYB-FM—Myrtle Beach, S. C.
WMYK—Elizabeth City, N. C.
WMYQ (FM)—Miami, Fla.
WMYS (FM)—New Bedford, Mass.
WMZK (FM)—Detroit, Mich.
WNAP (FM)—Indianapolis, Ind.
WNAU-FM—New Albany, Miss.
WNAV-FM—Annapolis, Md.
WNBI-FM—Park Falls, Wis.
WNBX-FM—Keene, N. H.
WNCB (FM)—Burlington, N. C.
WNCI (FM)—Columbus, Ohio
WNCO-FM—Ashland, Ohio
WNCQ (FM)—Watertown, N. Y.
WNCR (FM)—Cleveland, Ohio
WNCT-FM—Greenville, N. C.
WNDA (FM)—Huntsville, Ala.
WNDH (FM)—Napoleon, Ohio
WNDU-FM—South Bend, Ind.
WNDY (FM)—Crawfordsville, Ind.
WNES-FM—Central City, Ky.
WNEW-FM—New York, N. Y.
WNEZ (FM)—Aiken, S. C.
WNGC (FM)—Athens, Ga.
WNGO-FM—Mayfield, Ky.
WNHV-FM—White River Junction, Vt.
WNIB (FM)—Chicago, Ill.
WNIC-FM—Dearborn, Mich.
WNIK-FM—Arecibo, P. R.
WNIL-FM—Niles, Mich.
WNIS—Chicago, Ill.
WNKO (FM)—Newark, Ohio
WNLA-FM—Indianola, Miss.
WNLK-FM—Norwalk, Conn.
WNMB (FM)—North Myrtle Beach, S. C.
WNNN (FM)—Canton, N. J.
WNNO-FM—Wisconsin Dells, Wisc.
WNNT-FM—Warsaw, Va.
WNOE-FM—New Orleans, La.
WNOK-FM—Columbia, S. C.
WNON (FM)—Lebanon, Ind.
WNOR-FM—Norfolk, Va.
WNOS-FM—High Point, N. C.
WNPQ (FM)—New Philadelphia, Ohio
WNRE-FM—Circleville, Ohio
WNRR (FM)—Bellevue, Ohio
WNSL-FM—Laurel, Miss.
WNUF (FM)—New Kensington, Pa.
WNUS-FM—Chicago, Ill.
WNUW (FM)—Milwaukee, Wis.
WNVA-FM—Norton, Va.
WNWS (FM)—New York, N. Y.
WNWY (FM)—Norway, Me.
WNXT-FM—Portsmouth, Ohio
WOAB (FM)—Ozark, Ala.
WOAY-FM—Oak Hill, W. Va.
WOBM (FM)—Toms River, N. J.
WOBR-FM—Wanchese, N. C.
WOCB-FM—West Yarmouth, Mass.
WOCH-FM—North Vernon, Ind.
WOCO-FM—Oconto, Wis.
WOFM (FM)—Greeneville, Tenn.
WOGM (FM)—Bellefontaine, Ohio
WOHS-FM—Shelby, N. C.
WOIV (FM)—De Huyter, N. Y.
WOJO—Evanston, Ill.
WOKA-FM—Douglas, Ga.
WOKI-FM—Oak Ridge, Tenn.
WOKN (FM)—Goldsboro, N. C.
WOKU (FM)—Greensburg, Pa.
WOKZ-FM—Alton, Ill.
WOLD-FM—Marion Va.
WOLI (FM)—Ottawa, Ill.
WOMA (FM)—Tallahassee, Fla.
WOMC (FM)—Detroit, Mich.
WOMP-FM—Bellaire, Ohio
WONO (FM)—Syracuse, N. Y.
WONT (FM)—Oneonta, N. Y.
WOOD-FM—Grand Rapids, Mich.
WOOF-FM—Dothan, Ala.
WOOR—Oxford, Miss.
WORA-FM—Mayaguez, P. R.
WORJ (FM)—Mt. Dora, Fla.
WORK (FM)—Barre, Vt.
WORM-FM—Savannah, Tenn.
WORX-FM—Madison, Ind.
WOSH—Oshkosh, Wis.
WOSM—Ocean Springs, Miss.
WOTW-FM—Nashua, N. H.
WOUR (FM)—Utica, N. Y.
WOVO (FM)—Glasgow, Ky.
WOVV (FM)—Fort Pierce, Fla.
WOWE—Rossville, Ga.
WOWI (FM)—Norfolk, Va.
WOXR (FM)—Oxford, Ohio
WPAB-FM—Ponce, P. R.
WPAD-FM—Paducah, Ky.
WPAG-FM—Ann Arbor, Mich.
WPAJ—Lancaster, S. C.
WPAP (FM)—Panama City, Fla.
WPAT-FM—Paterson, N. J.
WPAY-FM—Portsmouth, Ohio
WPBF (FM)—Middletown, Ohio
WPBS (FM)—Philadelphia, Pa.
WPCH—Atlanta, Ga.
WPCV (FM)—Winter Haven, Fla.
WPDC-FM—Elizabethtown, Pa.
WPDH (FM)—Poughkeepsie, N. Y.
WPDM-FM—Potsdam, N. Y.
WPDQ-FM—Jacksonville, Fla.
WPDR-FM—Portage, Wis.
WPDX-FM—Clarksburg, W. Va.
WPEG (FM)—Concord, N. C.
WPEH-FM—Louisville, Ga.
WPEZ (FM)—Pittsburgh, Pa.
WPFM (FM)—Panama City, Fla.
WPFR (FM)—Terre Haute, Ind.
WPGA-FM—Perry, Ga.
WPGC-FM—Bladensburg, Md.
WPGU (FM)—Urbana, Ill.
WPIT-FM—Pittsburgh, Pa.
WPIX (FM)—New York, N. Y.
WPJR (FM)—Providence, R. I.
WPKY-FM—Princeton, Ky.
WPLB-FM—Greenville, Mich.
WPLJ (FM)—New York, N. Y.
WPLM-FM—Plymouth, Mass.
WPLO-FM—Atlanta, Ga.
WPLR—New Haven, Conn.
WPLZ (FM)—Petersburg, Va.
WPMP-FM—Pascagoula, Miss.
WPOC—Baltimore, Md.
WPOK-FM—Pontiac, Ill.
WPOR-FM—Portland, Me.
WPPL (FM)—Blue Ridge, Ga.
WPQR (FM)—Uniontown, Pa.
WPRB (FM)—Princeton, N. J.
WPRC-FM—Lincoln, Ill.
WPRE-FM—Prairie du Chien, Wis
WPRM (FM)—San Juan, P. R.
WPRO-FM—Providence, R. I.
WPRP-FM—Ponce, P. R.
WPRT-FM—Prestonsburg, Ky.
WPST—Trenton, N. J.
WPTH (FM)—Ft. Warne, Ind.
WPTM—Roanoke Rapids, N. C.
WPTN-FM—Cookeville, Tenn.
WPTW-FM—Piqua, Ohio
WPUR (FM)—Americus, Ga.
WPUV-FM—Pulaski, Va.
WPVA-FM—Petersburg, Va.
WPVH (FM)—Roanoke, Va.
WPWR (FM)—St. George, S. C.
WPXI (FM)—Charleston, S. C.
WPXY—Rochester, N. Y.
WQAL (FM)—Cleveland, Ohio
WQBE (FM)—Charleston, W. Va.
WQBK-FM—Rensselaer, N. Y.
WQBS-FM—San Juan, P. R.
WQCM—Halfway, Md.
WQCR (FM)—Burlington, Vt.
WQCY (FM)—Quincy, Ill.
WQDR (FM)—Raleigh, N. C.
WQEN—Gadsden, Ala.
WQEZ (FM)—Birmingham, Ala.
WQFM (FM)—Milwaukee, Wis.
WQHI—Jeffersonville, Ind.
WQHL—Live Oak, Fla.
WQID—Biloxi, Miss.
WQIK-FM—Jacksonville, Fla.
WQIV (FM)—New York, N. Y.
WQIX (FM)—Horseheads, N. Y.
WQLK (FM)—Richmond, Ind.
WQLR—Kalamazoo, Mich.
WQLT (FM)—Florence, Ala.
WQLX—Galion, Ohio
WQMC (FM)—Charlottesville, Va.
WQMG (FM)—Greensboro, N. C.
WQMR (FM)—New Brunswick, N. J.
WQMS (FM)—Hamilton, Ohio
WQMU (FM)—Indiana, Pa.
WQMV (FM)—Vicksburg, Miss.
WQNZ (FM)—Natchez, Miss.
WQOD (FM)—Youngstown, Ohio
WQPO—Harrisonburg, Va.
WQQQ (FM)—Easton, Pa.
WQRB (FM)—Pittsfield, Mass.
WQRC (FM)—Barnstable, Mass.
WQRK (FM)—Norfolk, Va.
WQRS (FM)—Detroit, Mich.
WQRX (FM)—Benton, Ill.
WQSB (FM)—Albertville, Ala.
WQSM (FM)—Fayetteville, N. C.
WQSR (FM)—Sarasota, Fla.
WQST (FM)—Forest, Miss.
WQTC-FM—Two Rivers, Wis.
WQTI (FM)—Dunn, N. C.
WQUD—Memphis, Tenn.
WQUE (FM)—New Orleans, La.
WQUT (FM)—Johnson City, Tenn.
WQWK (FM)—State College, Pa.
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WQXA (FM) York, Pa.
WQXE (FM)—Elizabethtown, Ky.
WQXI-FM—Smyrna, Ga.
WQXM—Clearwater, Fla.
WQXO (FM)—Munising, Mich.
WQXR-FM—New York, N. Y.
WQXY (FM)—Baton Rouge, La.
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FINAL PAGE APPEARING IN THIS ISSUE

NEW LISTINGS IN RECENT ISSUES

JULY

Broadcast Media Sales (representative)
Bob Hundley, Broadcasting Representative (representative)
KIOQ—Bishop, California
KYOR-FM—Blythe, California
WAMR-FM—Venice, Florida
WIAF—Clarkesville, Georgia
KJLS—Hays, Kansas
WYLD-FM—New Orleans, Louisiana
Missourinet—Missouri State Network
WYRD—Syracuse, New York
KLOO-FM—Corvallis, Oregon
WDKD-FM—Kingstree, South Carolina
KMBS—Harlingen, Texas
KDLT—Delta, Utah
WBTX—Broadway-Timberville, Virginia

AUGUST

NBC News and Information Service
WALX—Selma, Alabama
KQLH (FM)—San Bernardino, California
XEXX—San Diego, California/Tijuana, Mex.
KWBG-FM—Boone, Iowa
KKSI—Mount Pleasant, Iowa
WCYN-FM—Cynthiana, Kentucky
KFRA-FM—Franklin, Louisiana
WJEB—Gladwin, Michigan
WTCM-FM—Traverse City, Michigan
WAFM—Amory, Mississippi
WKBB—West Point, Mississippi
KRWS—Hardin, Montana
KDWN—Las Vegas, Nevada
WNNN (FM)—Salem, New Jersey
KRAZ (FM)—Farmington, New Mexico
WDIF—Marion, Ohio
WYAN—Upper Sandusky, Ohio
KIVY-FM—Crockett, Texas
KBID—Wichita Falls, Texas

SEPTEMBER

Atlanta Spot Sales, Inc. (representative)
KCGS—Marshall, Arkansas
KZIQ—Ridgecrest, California
WEQO—Whitley, Kentucky
WLKN-FM—Lincoln, Maine
WYOY—Charlevoix, Michigan
WJPD-FM—Ishpeming, Michigan
KBHL—Lincoln, Nebraska
WFLC—Canandaigua, New York
WRSV—Rocky Mount, North Carolina
WZLE—Lorain, Ohio
WMGK (FM)—Philadelphia, Pennsylvania
WAUN—Kewaunee, Wisconsin

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Radio Targets Customers

While all media work, Radio is really efficient at targeting the widest variety of customer groups. And it can outsell higher-priced media.

Radio Moves Fast

To get more information, use the coupon. We have dozens of case histories—national, regional and local. All types of advertisers find Radio sells and sells fast. It's also a medium in which campaigns can be changed overnight. Radio's ability to move fast means real profit protection in an economy like this.

Send us the coupon. We'll send the proof.

*Media Decisions magazine annual all-media forecast 8/74.

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☐ Latest facts about Radio's audience

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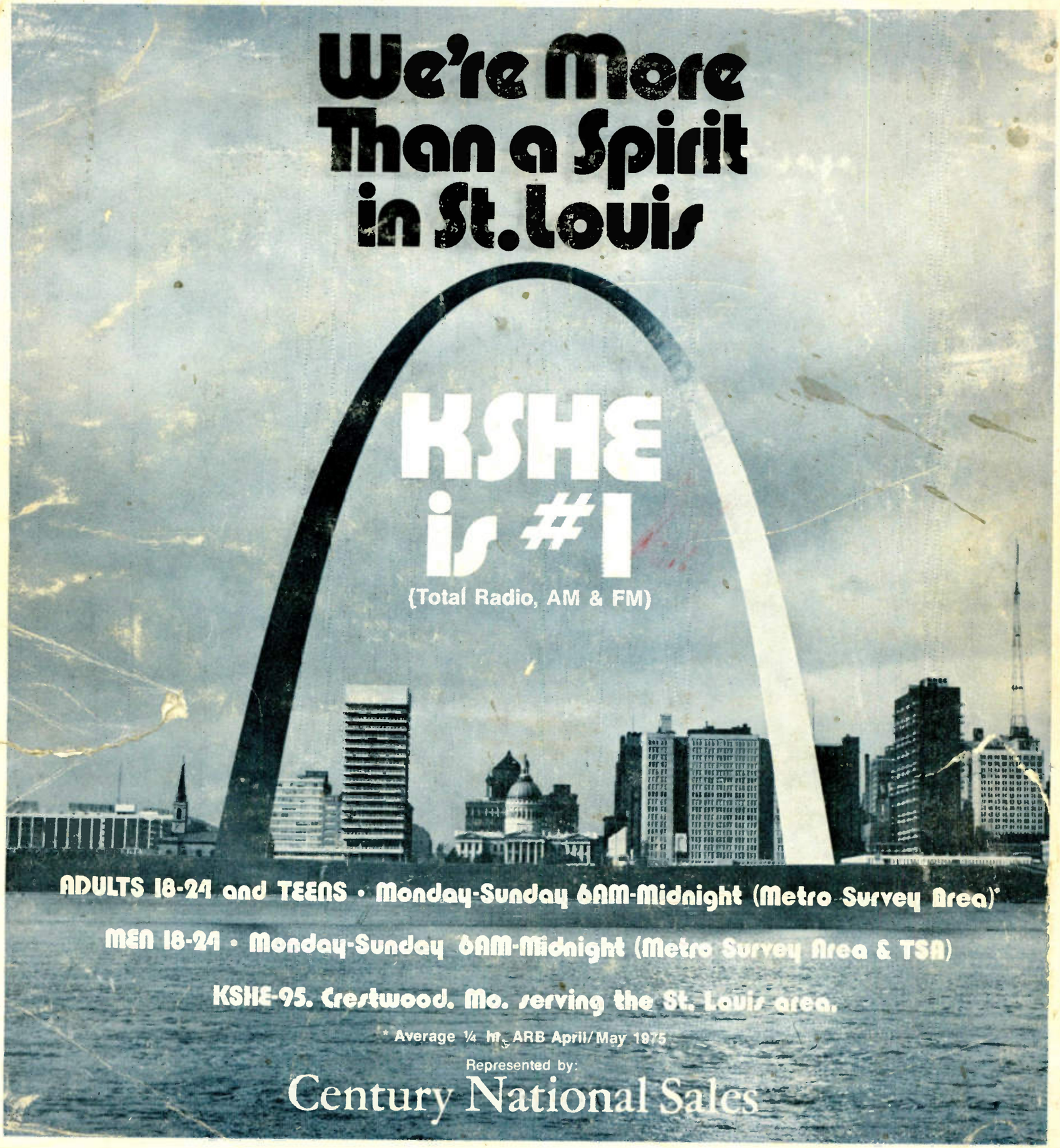
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(Total Radio, AM & FM)
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MEN 18-24 • Monday-Sunday 6AM-Midnight (Metro Survey Area & TSA)
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* Average ¼ hr. ARB April/May 1975
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